

PUBLIC REPORT BY PROMTPRESS

Channel audit

Ministry of Education of Belarus



@minobrofbelarus

Official Telegram channel of the Ministry of Education of Belarus

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
32 954	36.0%	12.4K
08.07.2026 ⁻¹¹ per month	daily ^{15.6%}	ad reach ^{5.2K} /24h
HTTPS://PROMTPRESS.COM/AUDIT/MINOBOFBELARUS		

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 32 954 —	 SUBSCRIBER REACH 37.76% avg % of subs see post	 VIEWS/POST 12.4K median 7.6K · 29 days	 POSTS/DAY 7.3 ~51 per week
 7D TREND +7.0% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 586 chars median 555 · 29 days	 POSTS ANALYZED 212 29 days
 AD REACH 5.2K 24h avg	 CHURN / MONTH -11 last month	 CITATION RATE 443 citation index · 1,814 channels mentioned all time	 CHANNEL AGE 6 years 3 months created 10.03.2020

AI EDITOR SUMMARY

Channel 'Ministry of Education of Belarus' — 32 954 subs. Each post averages 12.4K people (38% of subs), that's good reach. Publishes 51 posts/week (~7/day) — active posting. For week Jun 22–28 reach up +7.0% week of Jun 15–21 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **212** posts over 29 days.
- 02 Dominant format – **Photo** (135/212 posts).
- 03 Avg post length – **586** chars (median 555).
- 04 Peak audience activity – **Wednesday**, 19:00 MSK.
- 05 Top posts get **21x** more views than the weakest (92.4K avg for top vs 4.4K for worst) – among 212 posts over 29 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 25.06 · 08:21 PHOTO !! Kids drown when adults aren't nearby !! Water doesn't scream. It pulls down quietly and fast. One minute of distraction is enough to...	VIEWS 109 768 REP. 906	REACTIONS — ER 333.1%
Nº2 10.06 · 16:49 PHOTO ⚠ Dear parents! Child safety is in your hands! Just seconds can change everything. Summer brings more risks – stay alert! Don't...	VIEWS 84 584 REP. 602	REACTIONS — ER 256.7%
Nº3 18.06 · 12:25 PHOTO 📊 First CT-2026 results: top scorers, stats & discipline! On June 2 & 5, over 66k people took centralized...	VIEWS 82 860 REP. 1 400	REACTIONS — ER 251.4%

Nº4 15.06 · 07:43 PHOTO ! Offered a guaranteed paid spot at a university? Watch your wallet – it's a scam The circulating info about...	VIEWS 58 420 REP. 150	REACTIONS — ER 177.3%
Nº5 26.06 · 08:04 PHOTO 👉 Don't lose your child: how to help a teen through crisis? Today, the focus is on a child's inner world. This...	VIEWS 58 303 REP. 501	REACTIONS — ER 176.9%

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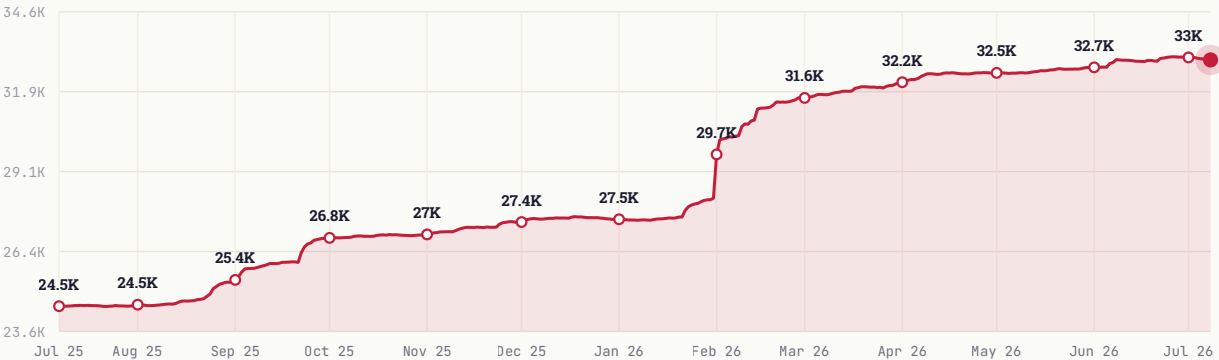
WORST 3

↓ 02.07 · 11:58 VIDEO KRASNY BEREG: OUR SHARED PAIN AND MEMORY Participants of the 'Memory Train-2026' laid flowers at the Monument to Children Victims of the Great Patriotic War...	VIEWS 4 486 REP. 9	REACTIONS — ER 13.6%
↓ 03.07 · 06:46 VIDEO !❤️ Crowds expected nationwide today. Especially at memorial sites At Kurgan Slavy, a military-themed area was set up, more...	VIEWS 4 407 REP. 7	REACTIONS — ER 13.4%
↓ 22.06 · 06:12 TEXT 📢 Belarus President addresses compatriots on Day of National Remembrance of WWII Victims and Genocide...	VIEWS 4 306 REP. 31	REACTIONS — ER 13.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.

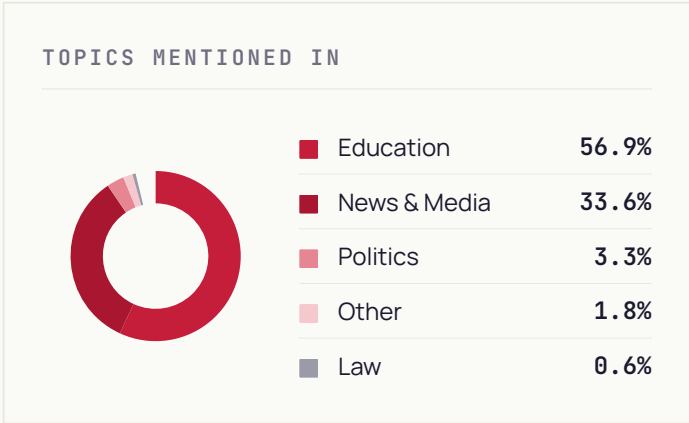
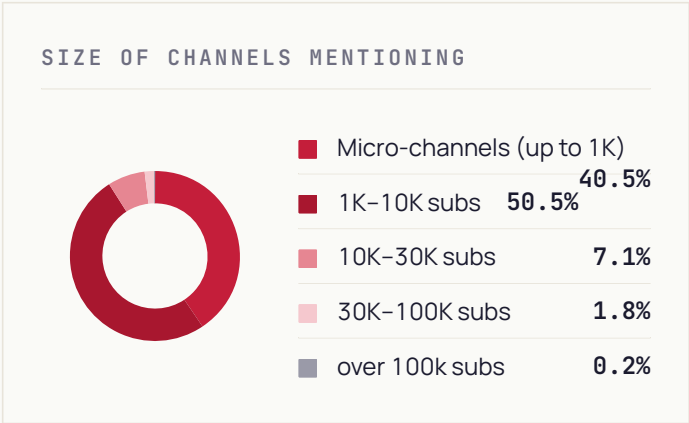
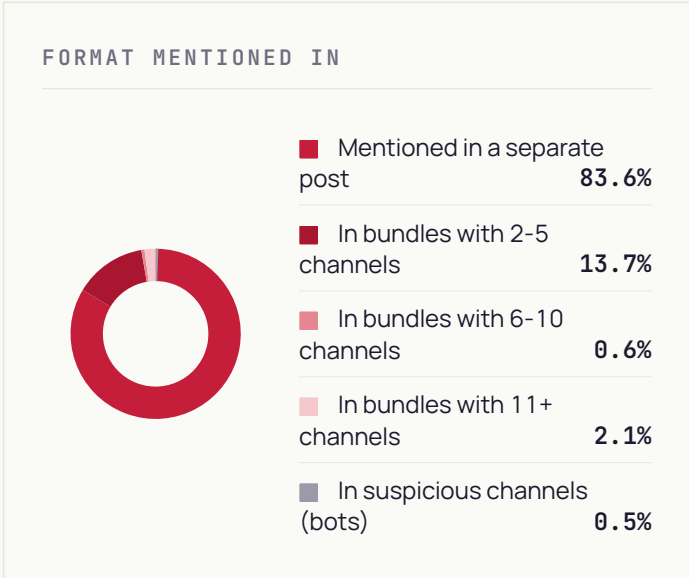
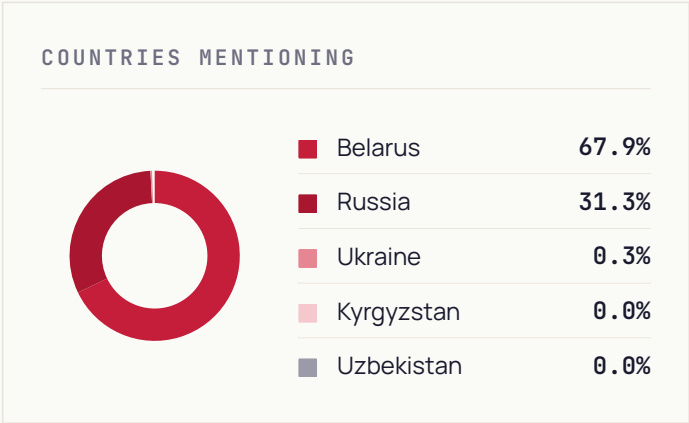


START DATE	NOW	NET GROWTH
24 480	32 953	+8 473

SECTION 04 · MENTIONS

Who mentions the channel and how

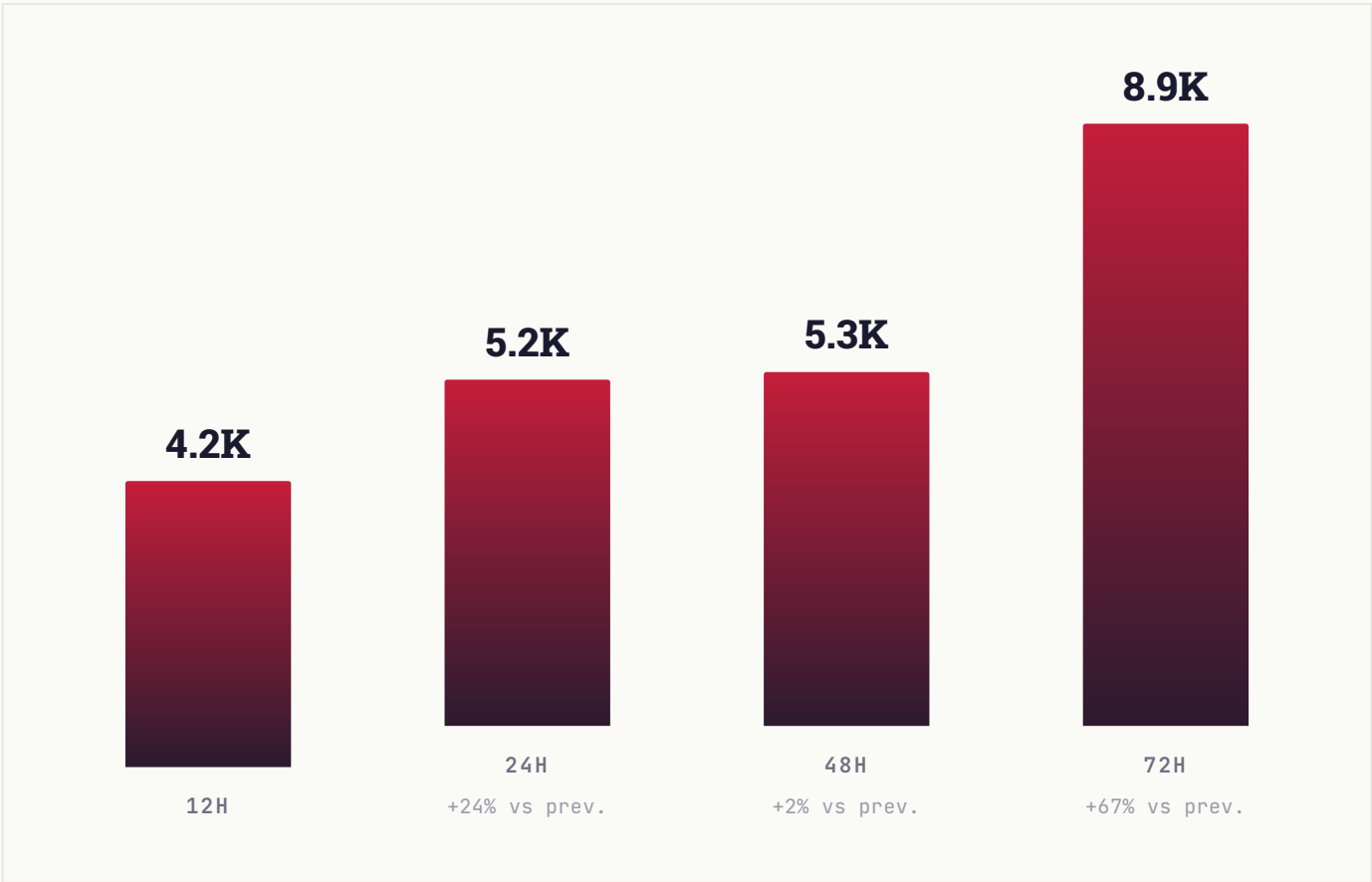
Citation index **443** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **1 814** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
MO Ministry of Education of Belarus YOU	33K
1K 11 CLASS RB2 (Belarus)	19.9K
PO TRADE UNION of Education and Science	12.3K
B BSU Belarusian State University	11.7K
CE Cozy English 	11.6K
BS BSMU_official	11.3K
9K 9 CLASS Belarus answers	10.7K
US TEACHERS of the capital	10.7K
M MINSK BRSM	10.2K
IN INYAZ.BY	10K
#III #IIIПАРГАЛКА	9.1K

COMPARATIVE CONCLUSION

Channel in niche top-1 (#1 of 100 channels in category). One of the leaders — client-partners can cross-promo with equals; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **841**, they brought **4 074** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	152	115	782	
December 2025	123	92	221	
Nov 2025	57	35	503	
Oct 2025	92	60	184	
September 2025	221	139	1 541	
August 2025	196	134	843	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
841	6	4 074

SECTION 08 · NICHE COMPARISON

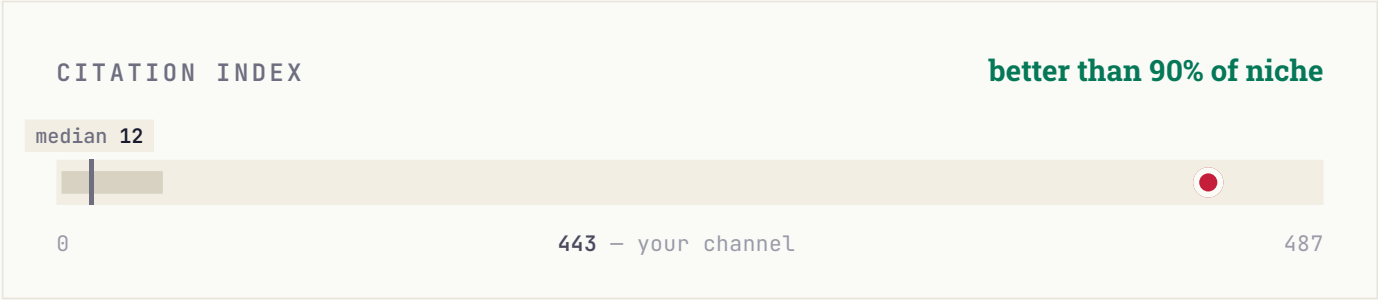
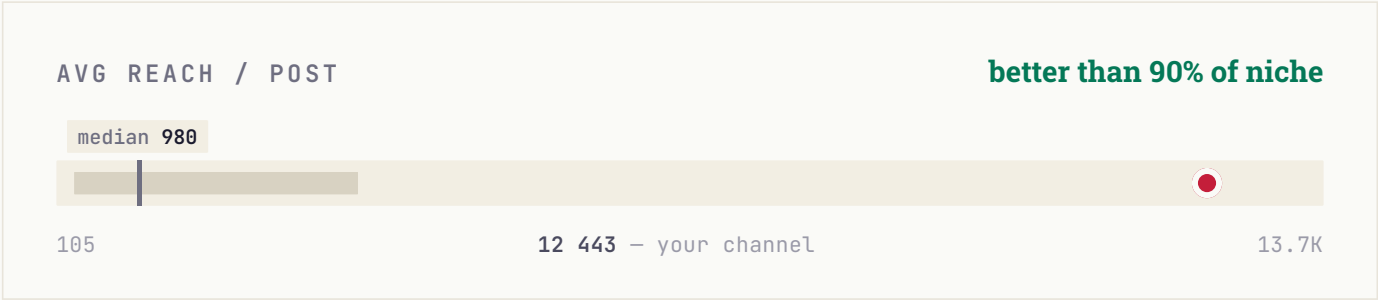
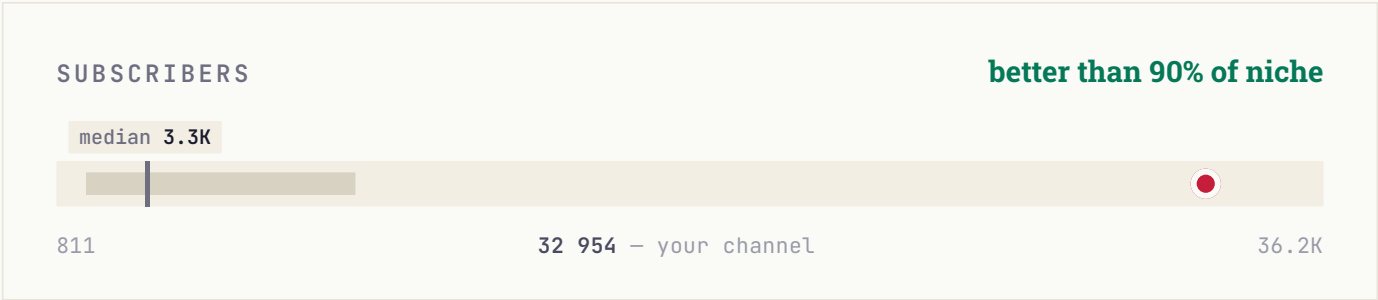
Where channel ranks in its league

Took top-100 channels in category «Education» (Belarus) and saw how your channel compares. Gray band = range for 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.

#1/100

POSITION IN NICHE

Channel in top 1% education Belarus



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit in a month.

01

Top post of the week — on Wednesday

Audience is most active on this day at 19:00 MSK.

EFFECT

**Best window
for an
important post**

02

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress finds sources for your niche.

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit is what we can do in minutes from public data. Want to go further? Run ads with us and hit your growth plan in a month.

01

**Launch ads on
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager