

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Minprom of Belarus



@minprom_by

Official channel of the Ministry of Industry of the Republic of Belarus

SUBSCRIBERS

17 828

+503 per month

ERR (% SEE POSTS)

21.0%

in 24 hrs **19.1%**

REACH/POST

4.1K

ad reach **3.4K**/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top-5 posts · worst 3 · insights

03 Subscriber dynamics

Year chart · growth

04 Quotability

Who & how mentions the channel

05 Ad potential

How long a post drives reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in category «News & Media»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a channel health indicator. Subtitle shows the period.

SUBSCRIBERS 17 828 —	SUBSCRIBER REACH 22.77% avg % subs see post	VIEWS/POST 4.1K median 3.7K · 29 days	POSTS/DAY 7.3 ~51 per week
7D TREND +10.6% vs previous week	REACTIONS/POST 52.4 total 11,207 reactions, 1,066 reposts, 0 comments	POST LENGTH 575 chars median 525 · 29 days	POSTS ANALYZED 214 29 days
AD REACH 3.4K 24h avg	CHURN / MONTH +503 last month	QUOTABILITY 60 citation index · 215 channels mentioned all time	CHANNEL AGE 2 years 9 months created 22.08.2023

AI EDITOR SUMMARY

Channel «Minprom Belarus» – 17 828 subs. Each post avg views 4.1K people (23% of subs), avg reach – room to grow. Publishes 51 posts/week (~7/day) – active posting. Week 25–31 May reach grew by +10.6% to week 18–24 May – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **214** posts in 29 days.
- 02 Dominant format – **Photo** (140/214 posts).
- 03 Avg post length – **575** chars (median 525).
- 04 Peak audience activity – **Friday, 07:00 MSK**.
- 05 Strongest posts gather **5x** more views than the weakest (10.5K avg for top vs 2.3K for worst) – among 214 posts in 29 days. Worth analyzing what top posts share: topic, format, time.

TOP 5 POSTS

Nº1 21.05 · 08:14 PHOTO ✂Right now in the Ministry of Industry boardroom! Meeting on ideological work organization at system enterprises...	VIEWS	REACTIONS
	11 342	72
	REPOSTS	ER
	27	63.6%
Nº2 29.05 · 04:35 PHOTO 👋Dear factory workers! Respected MTZ veterans! Ministry of Industry proudly congratulates the thousands-strong MTZ team on its 80th ANNIVERSARY! In this...	VIEWS	REACTIONS
	10 184	115
	REPOSTS	ER
	15	57.1%
Nº3 19.05 · 10:31 PHOTO 👋Almost 2.5 hours non-stop with the Minister of Industry 👋 in a live dialogue👋 And, it seems, everyone left satisfied...	VIEWS	REACTIONS
	9 877	70
	REPOSTS	ER
	42	55.4%

Nº4 03.06 · 11:32 PHOTO Working meeting at the Ministry of Industry with Zimbabwe delegation. Belarusian side was led by the Minister of Industry...	VIEWS 9 421 REPOSTS 12	REACTIONS 70 ER 52.8%
Nº5 02.06 · 15:29 VIDEO Promising cooperation areas: Belarus Minister of Industry met with Oman delegation. A working...	VIEWS 8 964 REPOSTS 7	REACTIONS 54 ER 50.3%

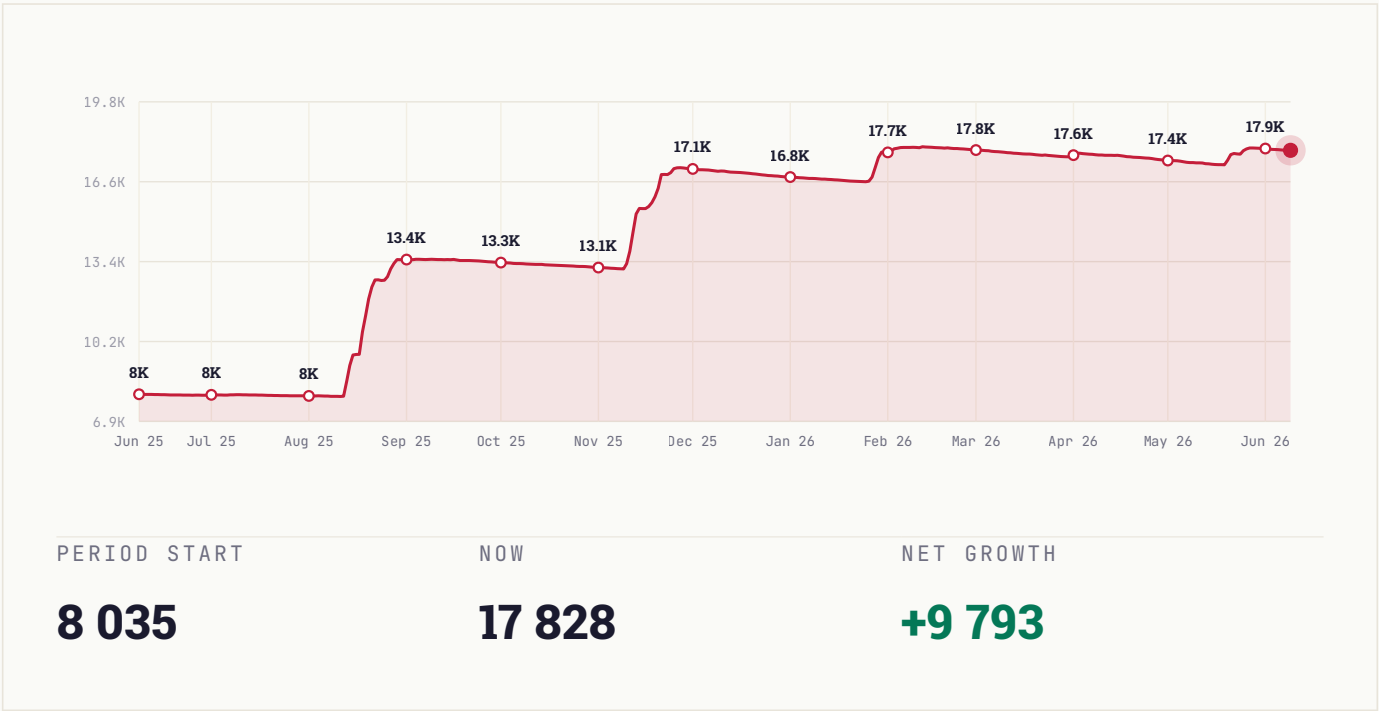
WORST 3

↓ 15.05 · 07:11 VIDEO As part of the national media project #EverythingStartsWithFamily, today we share the story of an amazing family – Tatiana and Sergey...	VIEWS 2 320 REPOSTS 2	REACTIONS 41 ER 13.0%
↓ 15.05 · 07:10 PHOTO Today Belarus celebrates Family Day. A strong family is the foundation of state development. According to the 2019 census, in...	VIEWS 2 232 REPOSTS —	REACTIONS 38 ER 12.5%
↓ 15.05 · 07:11 TEXT President congratulated workers and veterans of the ZUBR special forces unit of the Ministry of Emergency Situations on its 35th anniversary. 'The creation of your...	VIEWS 2 207 REPOSTS —	REACTIONS 41 ER 12.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

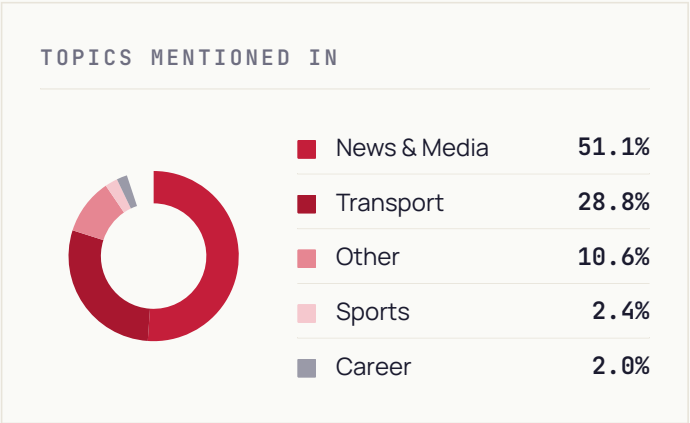
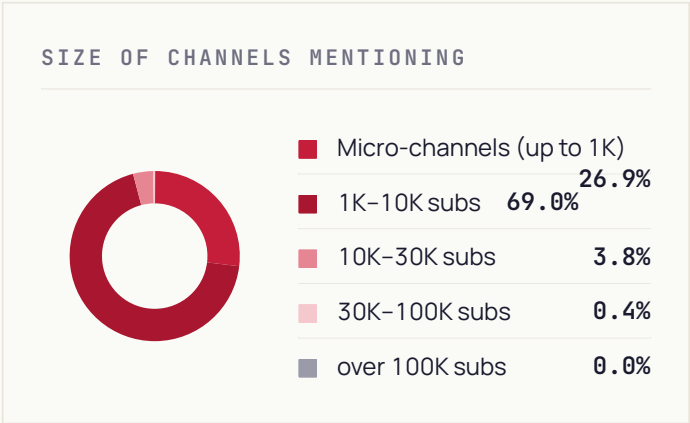
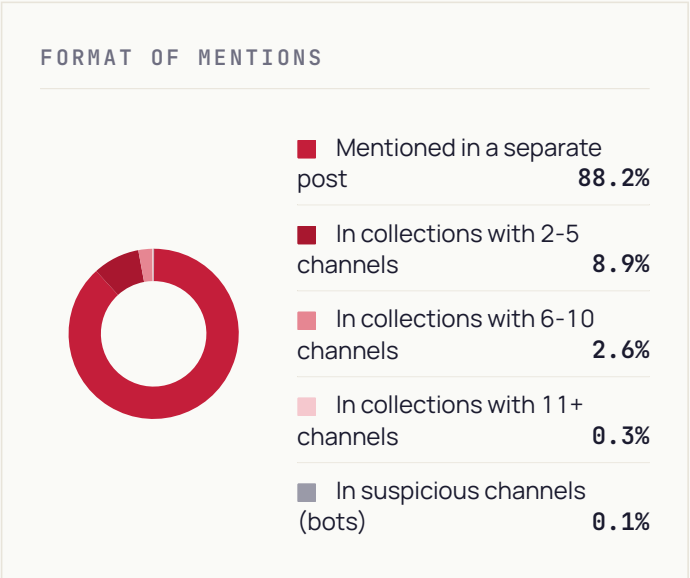
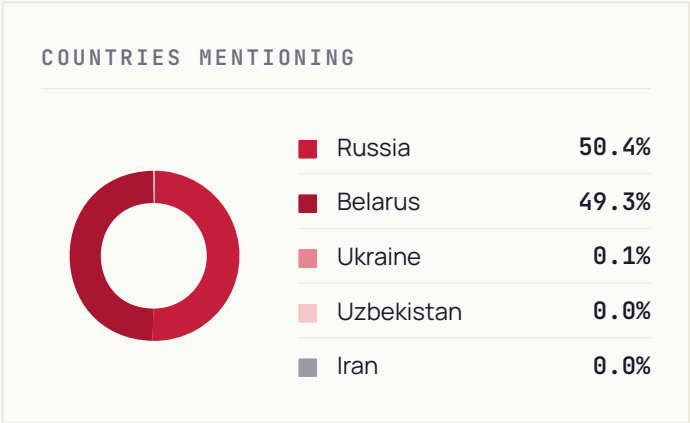
Subscriber growth chart for the year. Key months show exact subs. See which months grew or lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

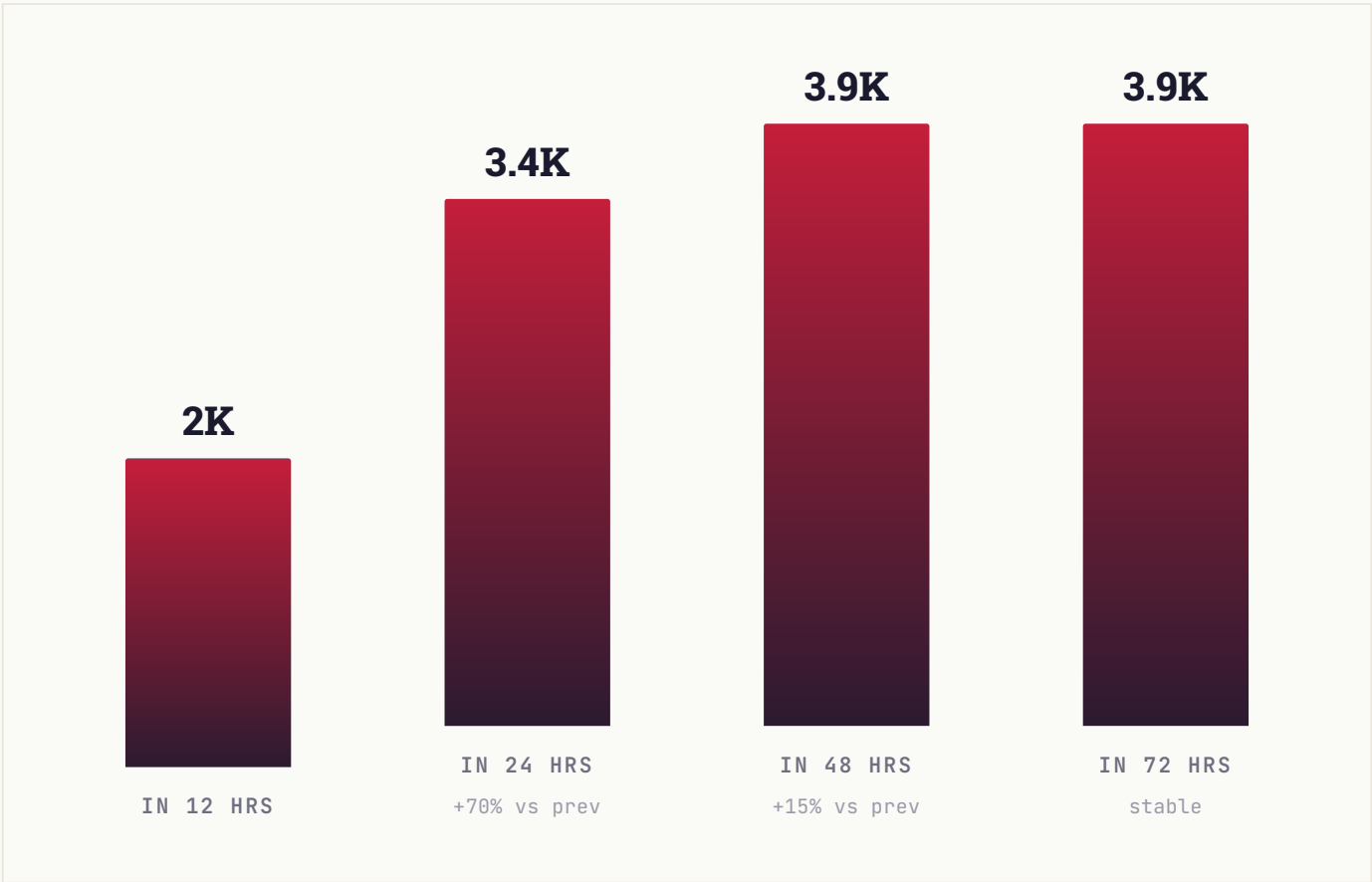
Citation index **60** – channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **215** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel highlighted — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
NL NEXTA Live	764.9K
MG Minsk. Main!	216.4K
ON Onliner	148.4K
ZI Mirror News	108.6K
BE BELTA	80.5K
B&W Emergency Belarus What's Happening?	75K
ML Minsk Live	72.8K
PB Overheard Belarus	58.2K
BG Belarus Галоўнае	56.8K
GG Gomel. Main!	56K
MB Minprom of Belarus YOU	17.8K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#54 of 97). Niche median — 19.8K subs.
First growth KPI — reach median. Leader: NEXTA Live (764.9K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mentioned yours. Over the last **6 months** such mentions were **390**, they brought **9 706** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	40	21	9	
Nov 2025	78	37	4 073	
Oct 2025	34	19	0	
September 2025	86	27	62	
August 2025	124	43	5 531	
July 2025	28	14	31	
TOTAL MENTIONS	390	MONTHS OF DATA	6	ATTRACTED SUBSCRIBERS
			9 706	

— SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

Took top-100 channels in category «News & Media» (Belarus) and compared your channel to them. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#54

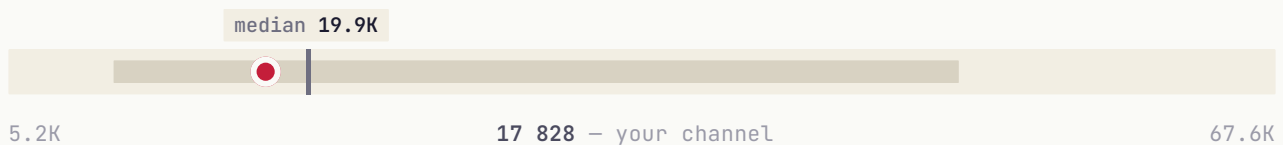
/100

POSITION IN NICHE

Channel in bottom half of ranking

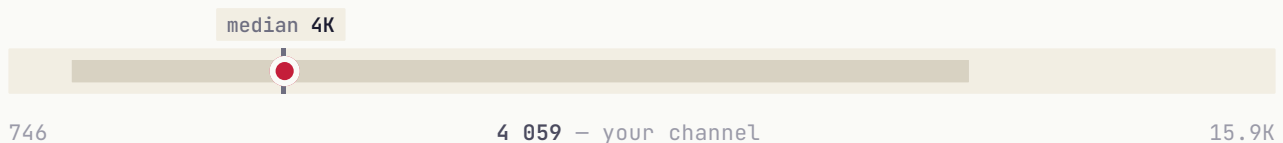
SUBSCRIBERS

10% below median



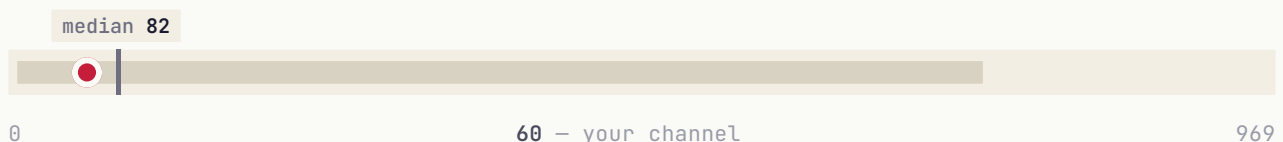
AVG REACH / POST

better than 50% of niche



CITATION INDEX

27% below median



— SECTION 09 · STRATEGY

What to do right now

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

01

Post of the week — on Friday

Most active on this day & at 07:00 MSK.

EFFECT

**Best window
for important
post**

02

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress 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 nearby channels

Cross-post with same-segment channels once a quarter. 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes from public data.
Want to go further — run ads through us and hit your growth plan
in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
