

PUBLIC PROMTPRESS REPORT

Channel audit

MINSK TODAY



@minsk3

Minsk Today — Telegram channel about city life. News, events, traffic, weather, incidents. All the essentials — brief, to the point, every day. Ads: @reklaman Contact: @ulitinaeka

SUBSCRIBERS

26 570

-1046 per month

ERR (% SEE POSTS)

28.0%

last day **25.8%**

REACH/POST

7.3K

ad reach **6.9K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBSCRIBERS 26 570 —	 SUBSCRIBER REACH 27.32% avg % subs see post	 VIEWS/POST 7.3K median 7.3K · 29 days	 POSTS/WEEK 14.9 for period
 7D TREND +3.3% vs previous week	 REACTIONS/POST 31.5 only 1,954 reactions, 419 reposts, 0 comments	 POST LENGTH 343 chars median 338 · 29 days	 POSTS ANALYZED 62 29 days
 AD REACH 6.9K 24h avg	 CHURN / MONTH -1046 last month	 CITATION RATE 2 citation index · 10 channels mentioned all time	 CHANNEL AGE 2 years 9 months created 09.09.2023

AI EDITOR SUMMARY

Channel «MINSK TODAY» – 26 570 subs. Each post avg views 7.3K people (27% of subs), good reach. Publishes 15 posts/week (~2/day) – regular. Week 25–31 May reach stable (+3.3% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 62 posts over 29 days.
- 02 Dominant format — Photo (52/62 posts).
- 03 Avg post length — 343 chars (median 338).
- 04 Peak audience activity — Saturday, 08:00 MSK.
- 05 Top posts drive 1× more views than the weakest (8K avg for top vs 5.7K for worst) — among 62 posts over 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 18.05 · 04:27 PHOTO Two Moscow businessmen came up with 'extra income' — turned to pimping According to the prosecutor's office, the director and founder of a company since June...	VIEWS 8 011 REPOSTS 6	REACTIONS 33 ER 30.2%
Nº2 30.05 · 05:09 PHOTO State standard banned some clothing and footwear of brands Sinsay, Reserved and Cropp The list of dangerous products includes 44 items. Some...	VIEWS 7 978 REPOSTS 5	REACTIONS 31 ER 30.0%
Nº3 16.05 · 04:53 PHOTO From June 1, Belarus will raise tariffs on some utilities Heating and water heating will go up by almost 7.5%, also...	VIEWS 7 906 REPOSTS 5	REACTIONS 35 ER 29.8%

Nº4 29.05 · 08:11 PHOTO ☒ From June 1, a free shuttle to TC 'Valeryanovo' will launch The route will run from metro station 'Uruchye' via stops 'Aviatsionnaya'...	VIEWS 7 835 REPOSTS 9	REACTIONS 27 ER 29.5%
Nº5 17.05 · 04:56 PHOTO ☒ Belarusian teens spend up to 6 hours a day on phone 65% go online more than 10 times a day, and on weekdays a significant part...	VIEWS 7 812 REPOSTS 5	REACTIONS 32 ER 29.4%

|

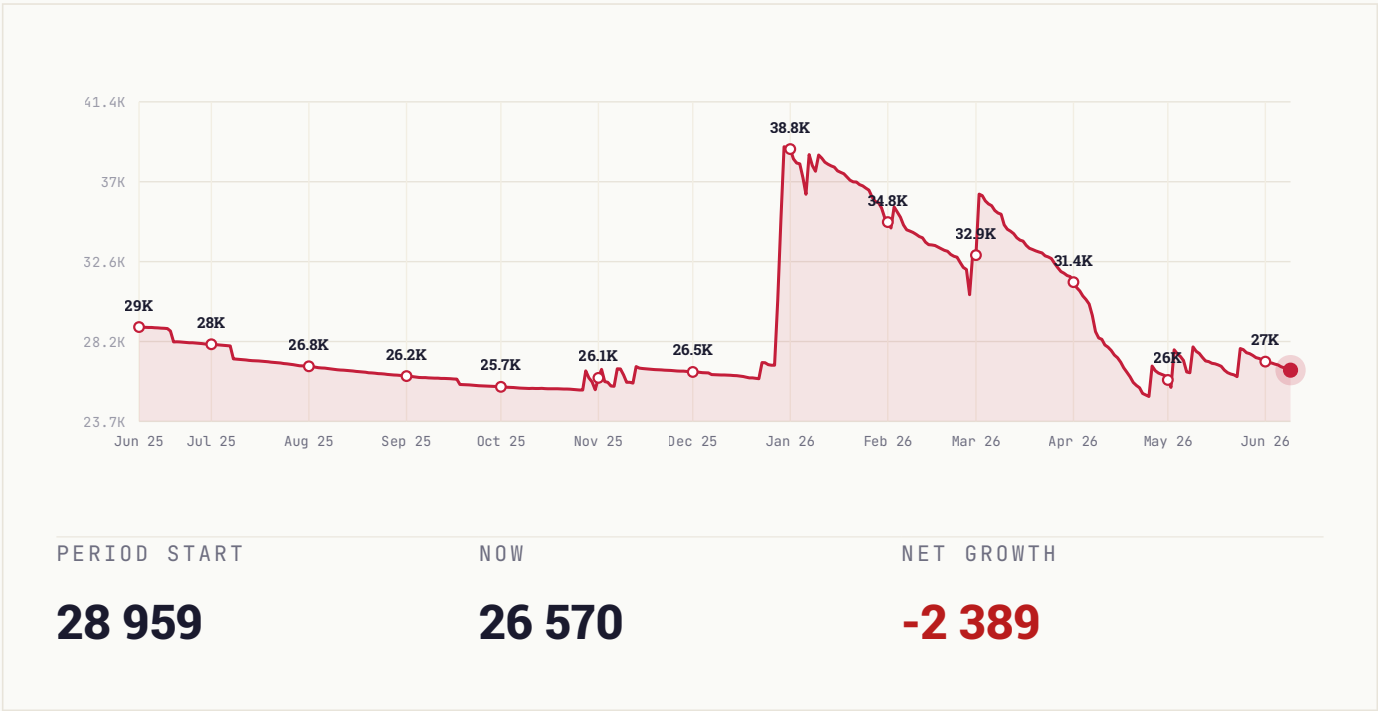
WORST 3

↓ 17.05 · 10:04 PHOTO ☒ Today in Novosibirsk our youth team won a second straight victory in the international tournament 'Cup of the Future', beating the junior...	VIEWS 6 358 REPOSTS 1	REACTIONS 36 ER 23.9%
↓ 20.05 · 08:11 PHOTO ⚠ Teen coaxed child to undress on camera, gets real sentence As reported by police, the student saved the video on his phone and...	VIEWS 5 384 REPOSTS 7	REACTIONS 34 ER 20.3%
↓ 17.05 · 16:09 PHOTO WHO declares international emergency over Ebola outbreak. Epidemic spreads in Democratic Republic of Congo...	VIEWS 5 296 REPOSTS 1	REACTIONS 28 ER 19.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

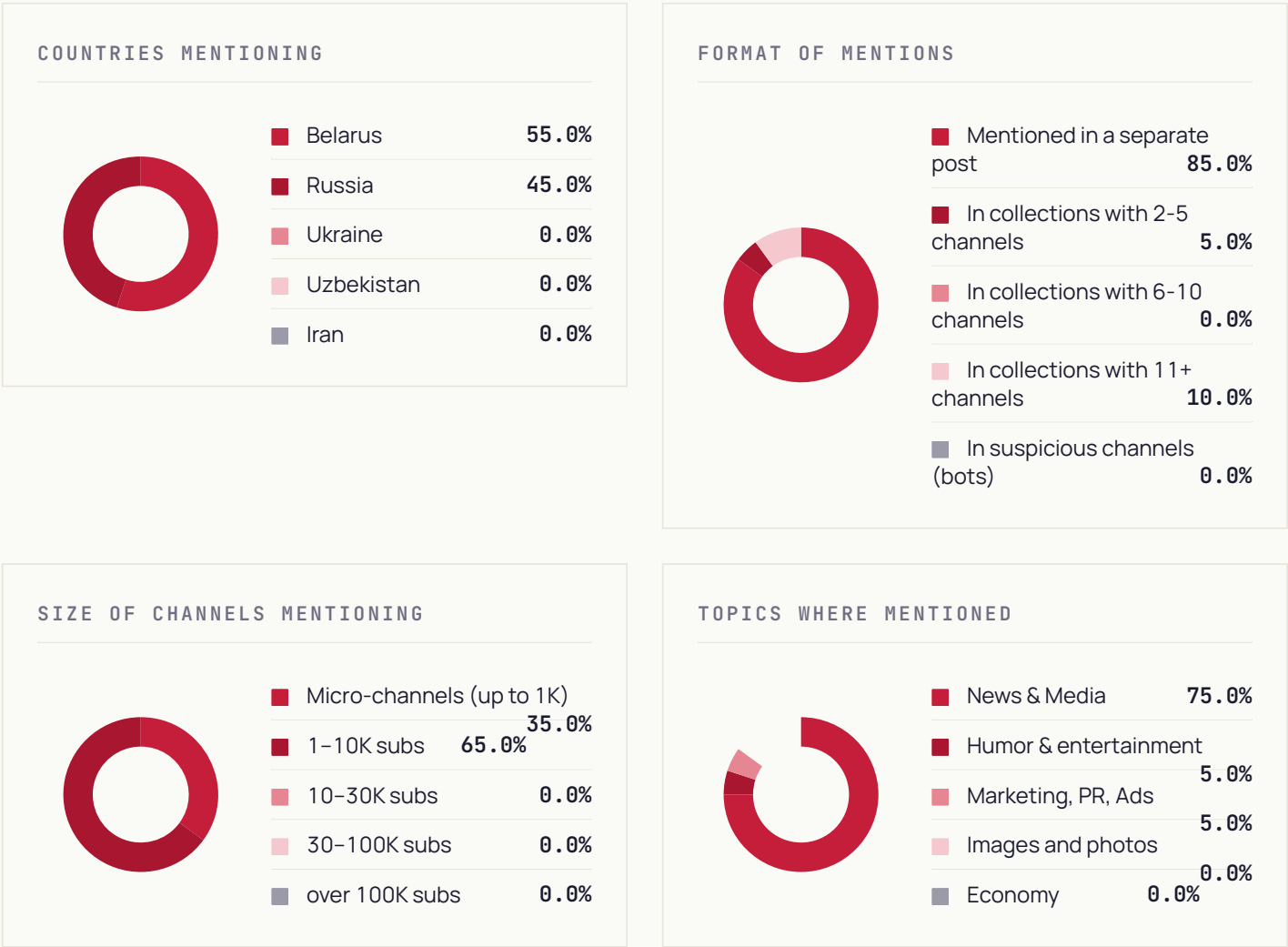
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

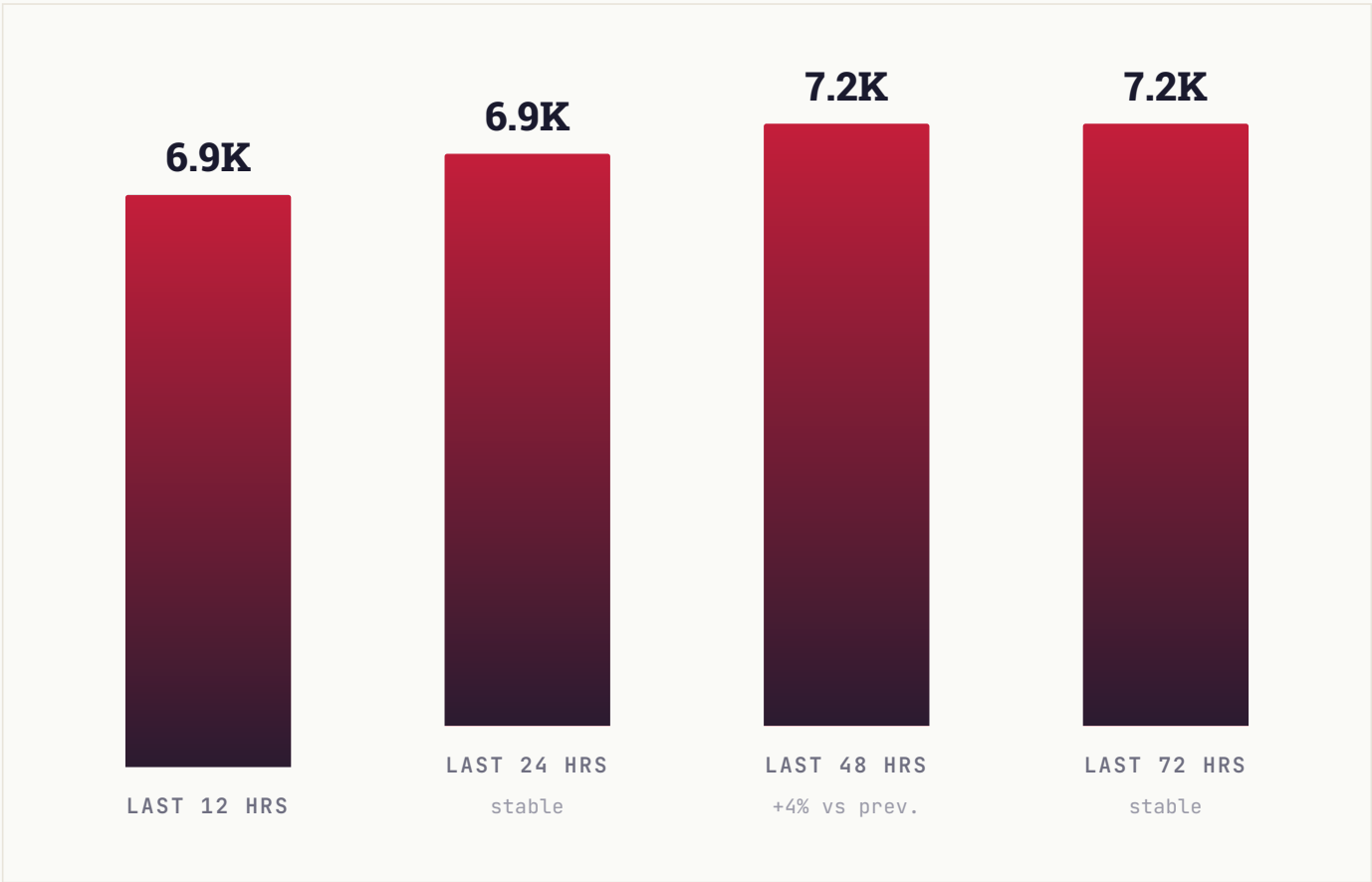
Citation index 2 – channel popularity score based on mentions. It considers not only mention count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: 10 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

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 Eavesdropping Belarus	58.2K
BG Belarus Галоўнае	56.8K
GG Gomel. Main!	56K
MS MINSK TODAY YOU	26.6K

COMPARATIVE SUMMARY

Channel in upper half of niche (#33 of 97). Niche leader — NEXTA Live (764.9K), median subs 19.8K. Aim for the first quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **11**, they brought **17 060** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	12 978
November 2025	2	1	3 006
October 2025	0	0	1 076
Sep 2025	8	1	0
August 2025	0	0	0
July 2025	1	1	0
TOTAL MENTIONS		MONTHS IN DATA	ACQUIRED SUBSCRIBERS
11		6	17 060

SECTION 08 • NICHE COMPARISON

Where channel stands in its league

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

#33 /100

POSITION IN NICHE

Channel in top half of ranking

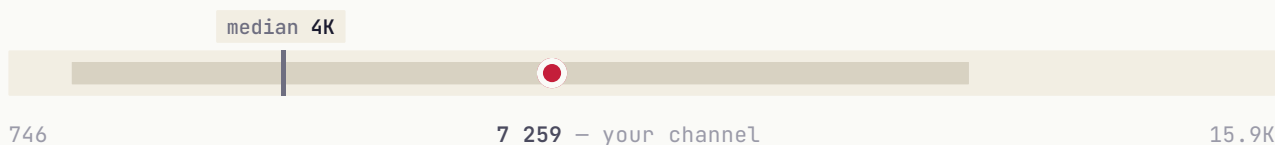
SUBSCRIBERS

better than 58% of niche



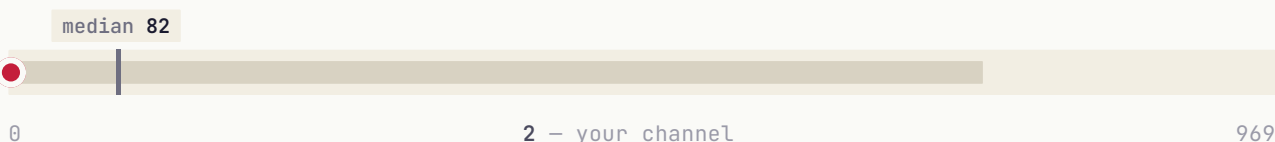
AVG REACH / POST

better than 65% of niche



CITATION INDEX

98% 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

Top post of the week — on Saturday

Audience is most active on this day at 08:00 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). 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 weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment 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 minutes using public data. Want to go further? Run ads with 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
