

PUBLIC REPORT BY PROMTPRESS

Channel audit

Minsk. Main!



@minsk_gl

Main news Telegram channel of Minsk ■ Suggest news —
@suggestminskbot Ads ■ @glavnoebel

SUBSCRIBERS

216 329

-1426 per month

ERR (% SEE POSTS)

25.0%

past day 21.5%

REACH/POST

53.2K

ad reach 46.6K/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

Yearly chart · growth

04 Citation rate

Who and how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your rank

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «News & Media» category

09 Strategy

5 priority actions

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 216 329 —	 SUBSCRIBER REACH 24.59% avg % subs see post	 VIEWS/POST 53.2K median 54.2K · 29 days	 POSTS/DAY 20.4 ~143 per week
 7D TREND +0.0% vs previous week	 REACTIONS/POST 668.1 total 408,895 reactions, 213,967 reposts, 20,043 comments	 POST LENGTH 242 chars median 203 · 29 days	 POSTS ANALYZED 612 29 days
 AD REACH 46.6K 24h avg	 CHURN / MONTH -1426 last month	 CITATION RATE 82 citation index · 931 channels mentioned all time	 CHANNEL AGE 3 years 2 months created 01.04.2023

AI EDITOR SUMMARY

Channel «Minsk. Main!» — 216 329 subs. Each post avg views 53.2K people (25% of subs), avg reach — room to grow. Publishes 143 posts/week (~20/day) — very active. Week of May 25–31 reach stable (+0.0% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **612** posts over 29 days.
- 02 Dominant format – **Photo** (329/612 posts).
- 03 Avg post length – **242** chars (median 203).
- 04 Peak audience activity – **Wednesday**, 08:00 MSK.
- 05 Strongest posts get **×1** more views than the weakest (67.9K avg for top vs 45.7K for worst) – among 612 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 14.05 · 13:54 PHOTO ⚡ Scammers send fake SMS pretending to be Belarus Traffic Police They claim unpaid fines and 'last day to pay'...	VIEWS 71 530 REP. 2 154	REACTIONS 438 ER 33.1%
Nº2 12.05 · 17:09 PHOTO 🌱 Rapeseed blooming in Belarus – taking photos in the field can cost up to 1,350 rubles Snapping a rapeseed field from the road or roadside...	VIEWS 66 398 REP. 660	REACTIONS 791 ER 30.7%
Nº3 27.05 · 18:00 VIDEO 🌪️ Strong winds and thunderstorms to hit the capital tomorrow Orange alert issued. Heavy rain possible. Daytime...	VIEWS 65 849 REP. 1 117	REACTIONS 874 ER 30.4%

Nº4 20.05 · 11:36 PHOTO 📄 'Ivanushki International' to perform for free at MTZ's 80th anniversary in Minsk On May 29, near the main entrance of Minsk Tractor Works...	VIEWS 65 369 REP. 1 933	REACTIONS 734 ER 30.2%
Nº5 13.05 · 05:52 VIDEO ⚡ Drivers brawl in the middle of the road in Minsk-Mir According to eyewitnesses, it happened on Brilevskaya Street: one of...	VIEWS 64 827 REP. 444	REACTIONS 788 ER 30.0%

|

WORST 3

↓ 05.06 · 14:11 VIDEO 📄 Roads closed in city center Traffic blocked on Lenin Street near Nemiga and on Pobediteley Avenue near the Palace...	VIEWS 45 996 REP. 220	REACTIONS 280 ER 21.3%
↓ 04.06 · 09:10 PHOTO 📄 The kindest people live in Malinovka 📄 Subscribe!	VIEWS 45 792 REP. 80	REACTIONS 1 034 ER 21.2%
↓ 05.06 · 16:02 PHOTO ⚠ Traffic jam on M6 highway near Kamennaya Gorka Details unknown. Photo from a subscriber. 📄...	VIEWS 45 414 REP. 31	REACTIONS 218 ER 21.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

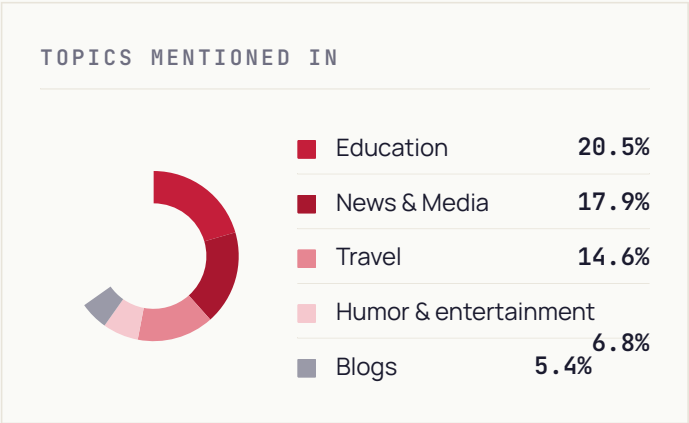
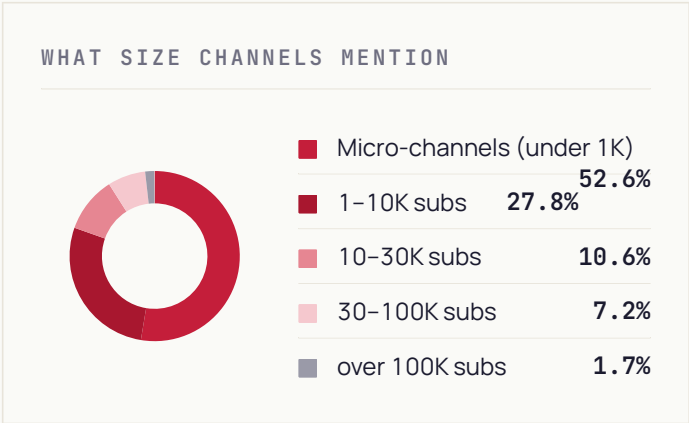
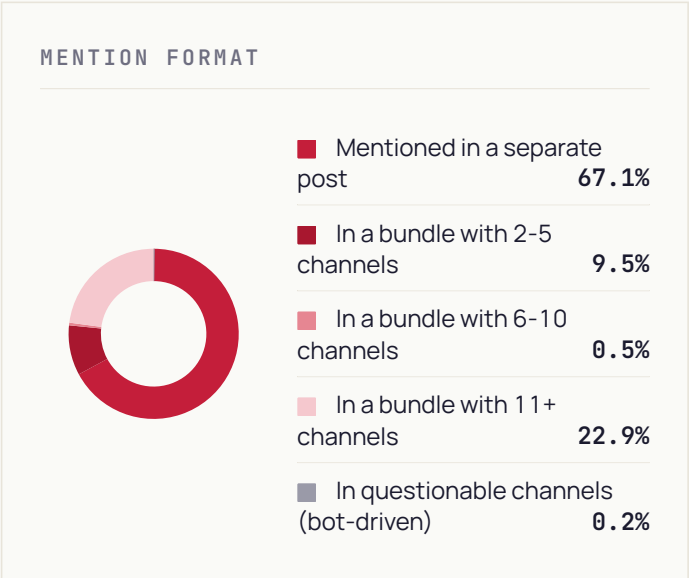
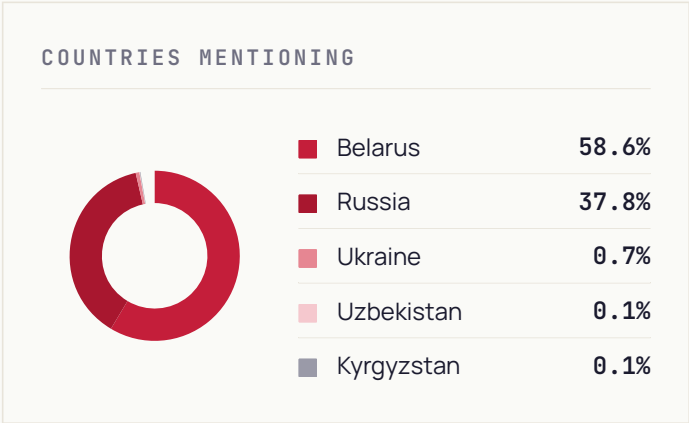
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

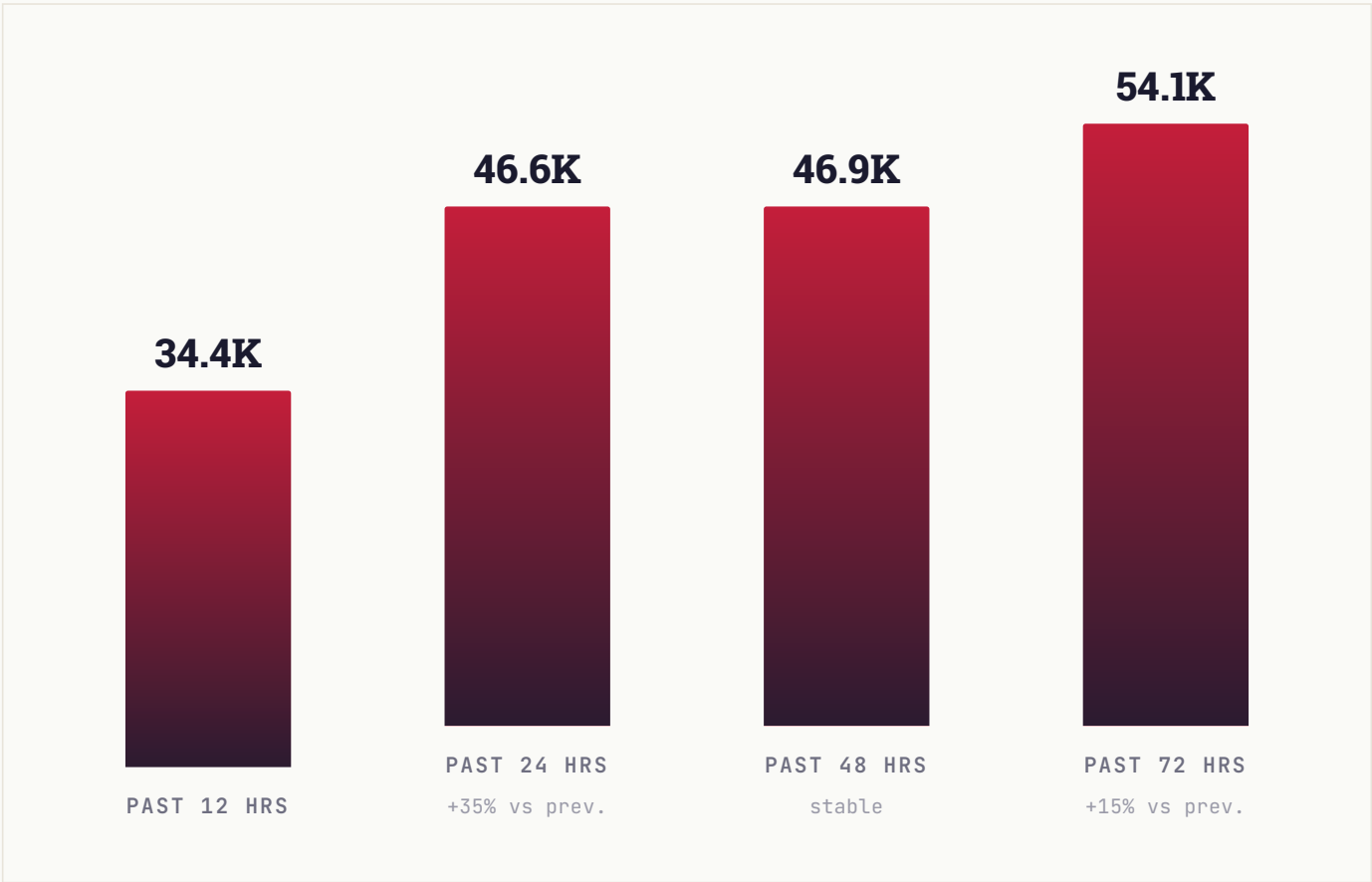
Citation index **82** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All-time mentions: **931** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
NL NEXTA Live	764.9K
MG Minsk. Main! YOU	216.3K
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 Gałoŭnae	56.8K
GG Gomel. Main!	56K
BE BelNovosti	51.6K

COMPARATIVE CONCLUSION

Channel in top-2 niche (#2 of 97 channels in category). One of the leaders — client-partners can cross-promote with equals; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **397**, they brought **144 383** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	88	29	135 523
Nov 2025	77	33	1 841
Oct 2025	53	23	1 880
Sep 2025	71	38	3 625
August 2025	52	20	315
July 2025	56	27	1 199
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBSCRIBERS
397		6	144 383

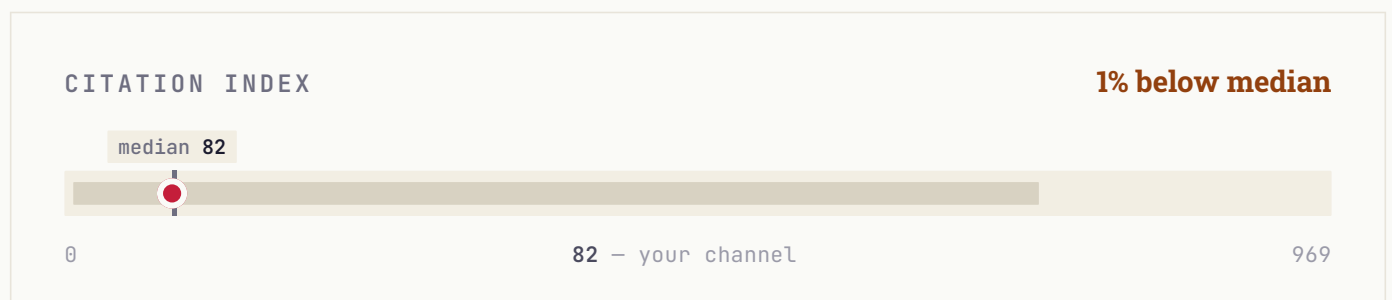
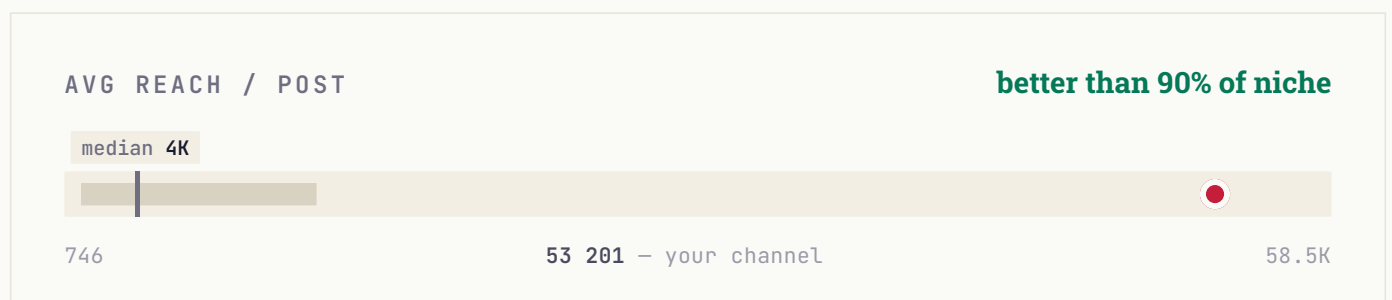
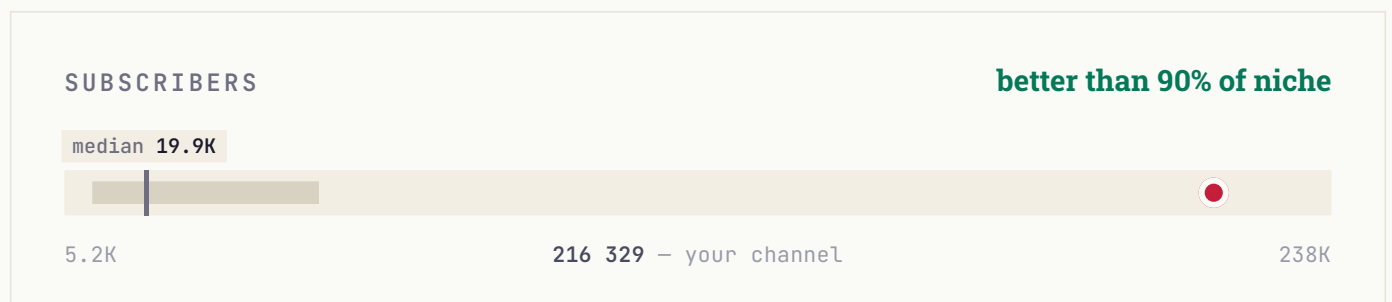
— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

#71/100

POSITION IN NICHE
Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Wednesday

On this day at 08:00 MSK audience is most active.

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 typically boost ER by 5-15%.
One poll per week on a hot topic is an easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Cross-post with same-niche channels quarterly. 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 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 in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager