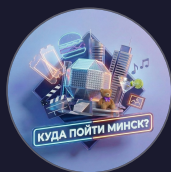


PUBLIC REPORT BY PROMTPRESS

Channel audit

Where to go? | Minsk



@minsk_kudago

■ Top Minsk events — in your feed! Posters, cultural plans, leisure ideas, and fresh city news. ■ Ticket giveaways for top events. ■ For collaboration:...

SUBSCRIBERS

11 375

+257 per month

ERR (% SEE POSTS)

28.0%

Daily **11.6%**

REACH/POST

3K

Ad reach **1.3K**/24h

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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 11 375 —	SUBSCRIBER REACH 26.13% Avg % subs see post	VIEWS/POST 3K Median 3.1K · 28 days	POSTS/WEEK 5.8 For period
7D TREND -22.5% vs previous week	REACTIONS/POST 17.2 413 reactions, 733 reposts, 0 comments	POST LENGTH 761 chars Median 868 · 28 days	POSTS ANALYZED 24 28 days
AD REACH 1.3K 24h avg	CHURN / MONTH +257 Last month	CITATION RATE 16 Citation index · 51 channels mentioned ever	CHANNEL AGE 7 years 7 months Created 08.11.2018

AI EDITOR SUMMARY

Channel "Where to go? | Minsk" — 11 375 subs. Each post avg views 3K people (26% of subs), good reach. Publishes 6 posts/week (~1/day) — rare. Week Jun 15–21 reach dropped -22.5% vs week Jun 8–14 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **24** posts in 28 days.
- 02 Dominant format — **Photo** (16/24 posts).
- 03 Avg post length — **761** chars (median 868).
- 04 Peak audience activity — **Wednesday**, 09:00 MSK.
- 05 Top posts get **2×** More views than weakest (4.4K avg top vs 2.3K worst) — among 24 posts in 28 days. Analyze top's common traits: topic, format, timing.

TOP 5 POSTS

Nº1 10.06 · 06:23 VIDEO GIVING AWAY 2 PAIRS OF TICKETS TO THE BALLET «SWAN LAKE» 🎭 On June 11 at 7:00 PM as part of the «Ballet Summer» festival, viewers will meet...	VIEWS 4 995 REP. 165	REACTIONS 32 ER 43.9%
Nº2 30.05 · 09:58 PHOTO Summer is finally here! And with it — long evenings, great mood, and atmospheric outdoor screenings in the city center 🌳 In June you...	VIEWS 4 257 REP. 40	REACTIONS 14 ER 37.4%
Nº3 08.06 · 14:10 PHOTO 🎵 Music, summer mood, and weekends at Konkors This week, food mall Konkors invites you to evenings with live music, check out...	VIEWS 4 053 REP. 19	REACTIONS 13 ER 35.6%

Nº4 17.06 · 13:35 PHOTO First time in Slavyanski Bazar history: Vasilkovy Tour comes to Minsk On June 20, the capital joins this major project...	VIEWS 3 926 REP. 30	REACTIONS 15 ER 34.5%
Nº5 05.06 · 16:00 VIDEO An exhibition that makes you want to talk heart-to-heart: Reviving Love in Minsk An immersive exhibition at GUDART art space...	VIEWS 3 562 REP. 36	REACTIONS 21 ER 31.3%

WORST 3

↓ 15.06 · 17:01 PHOTO International hits, music puzzles, and a real summer evening vibe! June 19 in Minsk: music quiz by DIEGO...	VIEWS 2 561 REP. 10	REACTIONS 10 ER 22.5%
↓ 20.06 · 14:05 PHOTO Minsk residents and guests are in for a night of real rock Tonight the venue near the Sports Palace will become a hub for all...	VIEWS 2 479 REP. 22	REACTIONS 10 ER 21.8%
↓ 23.06 · 13:00 TEXT Giveaway Results: Winner: 1. Points ✓Check results	VIEWS 1 828 REP. —	REACTIONS 2 ER 16.1%

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 or lost subs.

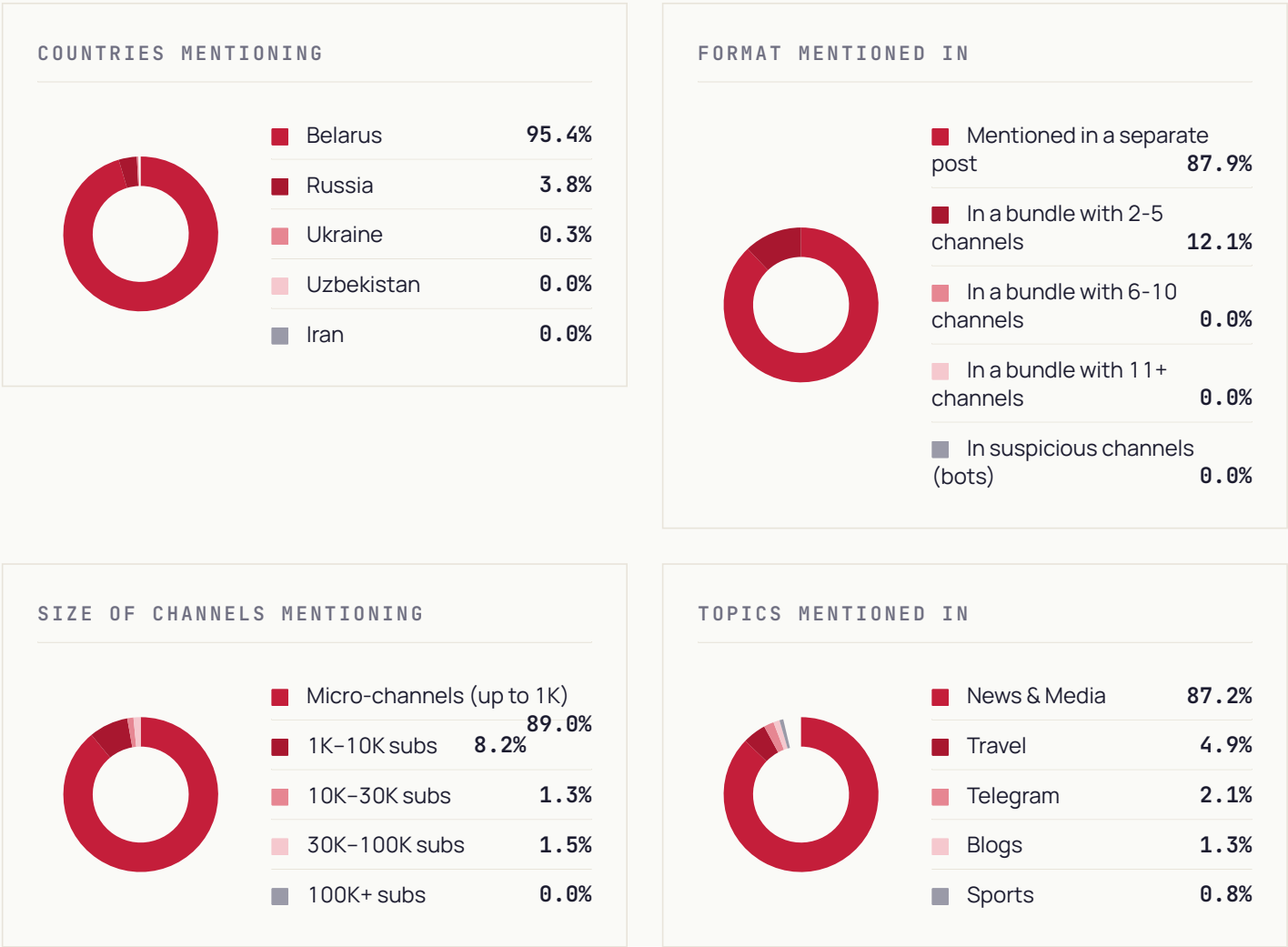


PERIOD START	NOW	NET GROWTH
10 369	11 376	+1 007

SECTION 04 · MENTIONS

Who mentions the channel and how

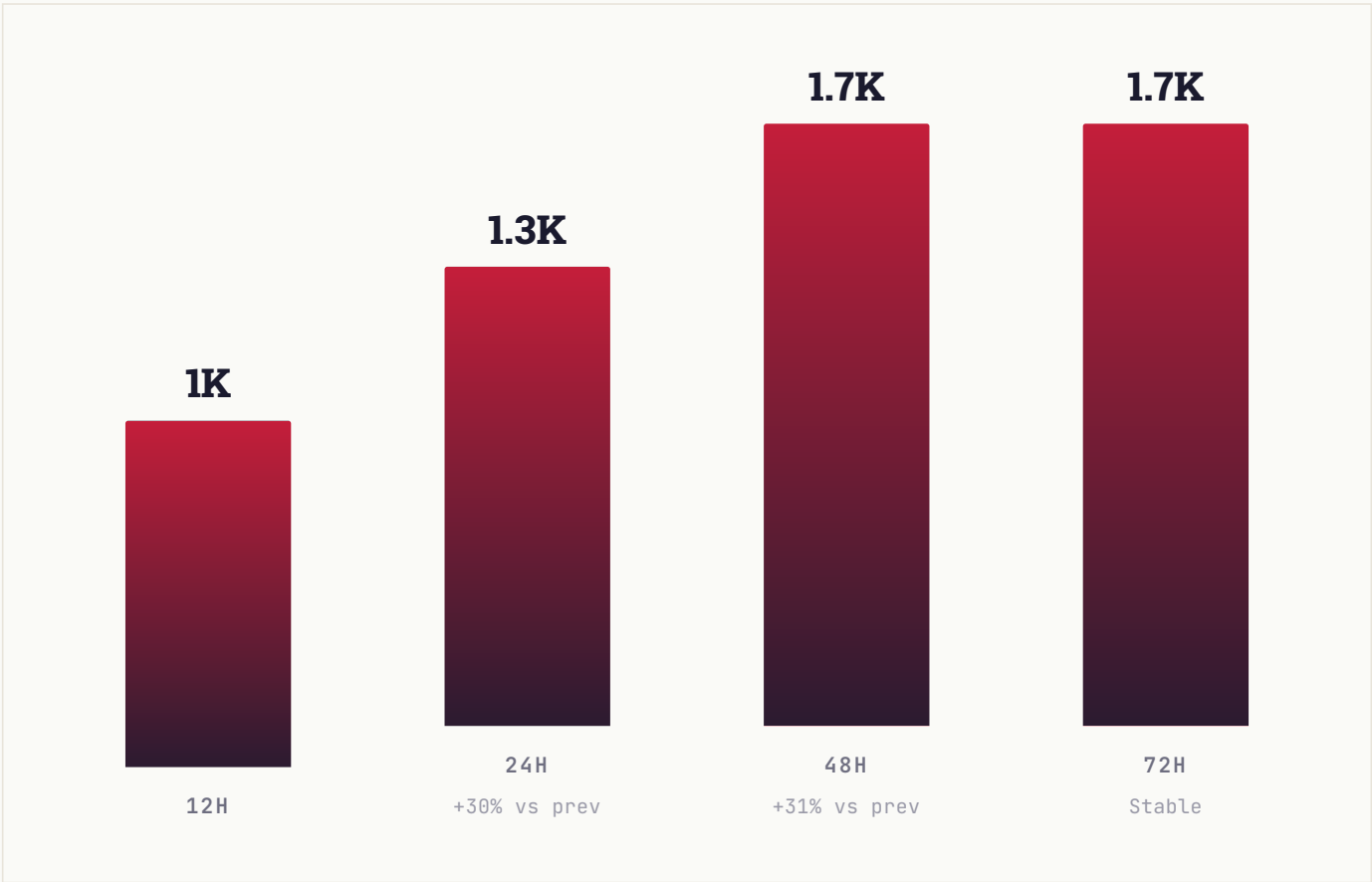
Citation index **16** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **51** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TT TEZ TOUR	45.8K
WA Vandrowki	38.3K
PA Padarozhnik	26.3K
CPM Pack your bag	24.4K
M- ISS - Minsk, where to go?	21.9K
AG Atlasbas: online border	21.2K
AM Minsk Events	20.4K
ST Siesta Travel about sea tours.	19.9K
BV Belarusians in Poland	18.6K
RO Rosting	15.3K
CP Where to go? Minsk YOU	11.4K

COMPARATIVE INSIGHT

Channel in Top quartile of niche (#12 of 94). Leader — TEZ TOUR (45.8K). Goal for coming months: enter niche top 10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions **9**, they brought **734** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	4	3	58
November 2025	2	2	152
October 2025	1	1	96
Sep 2025	1	1	75
August 2025	0	0	160
July 2025	1	1	193

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
9	6	734

SECTION 08 · NICHE COMPARISON

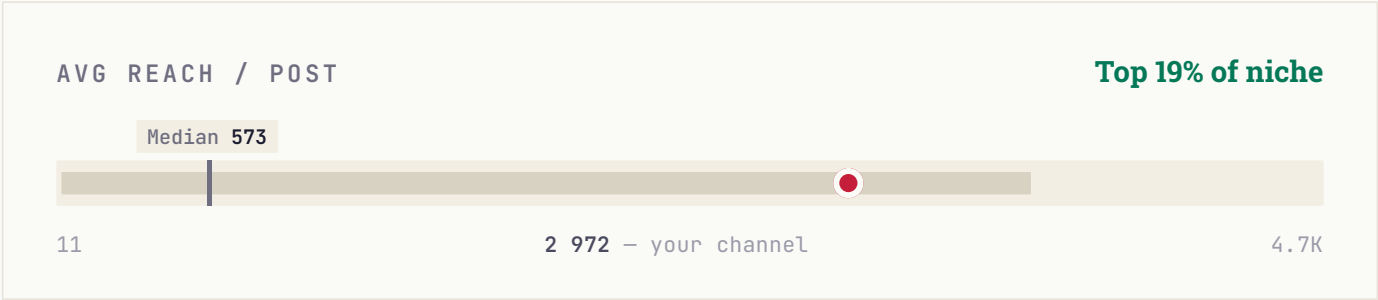
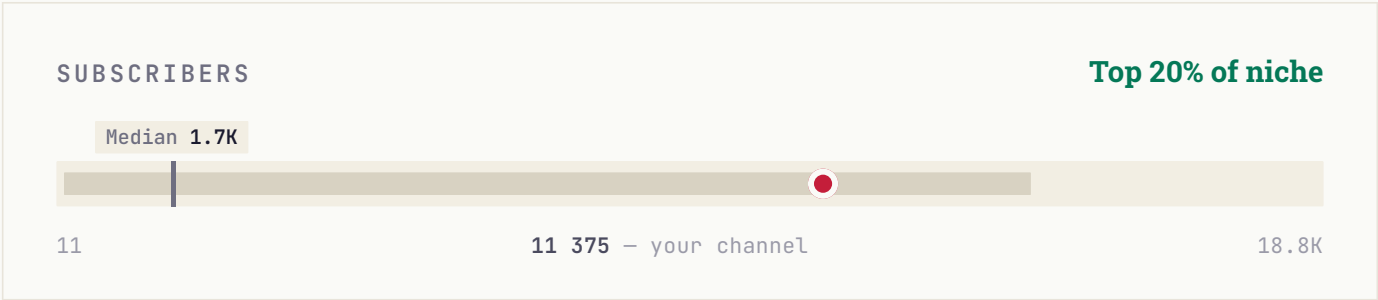
Where the channel stands in its league

Took top-94 Channels in category "Travel» (Belarus) and saw how your channel compares. Gray band: range where 80% of niche channels fall (p10 to p90). Black vertical: median. Red dot: your channel.

#12/94

POSITION IN NICHE

Channel in top 12% – strong position



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off as a to-do list and revisit this report in a month.

01

Top post of the week — on Wednesday

Audience is most active on this day at 09:00 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 picks 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 is an easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it 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 us to do this PromptPress?

This audit is what we can do in minutes using public data. 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