

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Minsk Region| Main



@minsk_region1

Official news source of Minsk Regional Executive Committee

SUBSCRIBERS

14 900

-684 per month

ERR (% SEE POSTS)

46.0%

in 24h **14.3%**

REACH/POST

8.2K

ad reach **2.2K/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 generates reach

06 Competitors

Niche neighbors · your rank

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 is a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 14 900 —	 SUBSCRIBER REACH 54.74% avg % subs see post	 VIEWS/POST 8.2K median 6.6K · 29 days	 POSTS/WEEK 28.5 over period
 7D TREND -16.2% vs previous week	 REACTIONS/POST 18.2 total 2,168 reactions, 2,603 reposts, 0 comments	 POST LENGTH 723 chars median 766 · 29 days	 POSTS ANALYZED 119 29 days
 AD REACH 2.2K 24h avg	 CHURN / MONTH -684 last month	 CITATION RATE 151 citation index · 547 channels mentioned all time	 CHANNEL AGE 4 years 1 month created 07.05.2022

AI EDITOR SUMMARY

Channel «Minsk region|About the main» — 14 900 subs. Each post avg views 8.2K people (55% of subs), wide reach for a channel this size. Publishes 28 posts per week (~4/day) — active posting. Week 25–31 May reach dropped -16.2% by week 18–24 May — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 119 posts over 29 days.
- 02 Dominant format – Photo (85/119 posts).
- 03 Avg post length – 723 chars (median 766).
- 04 Peak audience activity – Monday, 08:00 MSK.
- 05 Top posts get 11x more views than the weakest (22.4K avg for top vs 2.1K for worst) – among 119 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 27.05 · 12:05 VIDEO <Governor: Dozhinki-2026 will be held in Dzerzhinsk on Sep 19 📌 Subscribe to channel	VIEWS 26 035 REPOSTS 89	REACTIONS 25 ER 174.7%
Nº2 18.05 · 05:53 VIDEO 👤Leonid Neden appointed head of Minsk Oblast Health Department At a working meeting the new head...	VIEWS 21 242 REPOSTS 155	REACTIONS 31 ER 142.6%
Nº3 13.05 · 07:39 PHOTO 📌 Castings for Star Path project for Minsk Oblast residents will be held in the capital June 15-19 Previous seasons showed the project is very...	VIEWS 19 805 REPOSTS 61	REACTIONS 9 ER 132.9%

Nº4 19.05 · 07:07 PHOTO Минск Oblast to host the 13th Forum of Regions of Belarus and Russia on June 25 Here's the program Day 1 features work...	VIEWS 19 623 REPOSTS 49	REACTIONS 14 ER 131.7%
Nº5 04.06 · 06:33 PHOTO How districts will surprise at first summer exhibitions at Kurgan Slavy? June 6-7 visitors will meet branded products from...	VIEWS 19 219 REPOSTS 49	REACTIONS 17 ER 129.0%

WORST 3

↓ 30.05 · 11:14 VIDEO Governor personally congratulated BATE and awarded athletes Master of Sports certificates Today Borisov's Krutoy Yar became the epicenter...	VIEWS 2 185 REPOSTS 7	REACTIONS 29 ER 14.7%
↓ 29.05 · 16:11 PHOTO MTZ – 80 years! Governor sent congratulations to the enterprise First Deputy Governor Vasily Sysoev on behalf of the head of the region...	VIEWS 2 078 REPOSTS 3	REACTIONS 20 ER 13.9%
↓ 15.05 · 14:37 VIDEO A number of events took place today in healthcare Here's what happened Minsk-Arena hosted a closing ceremony...	VIEWS 2 065 REPOSTS 6	REACTIONS 11 ER 13.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

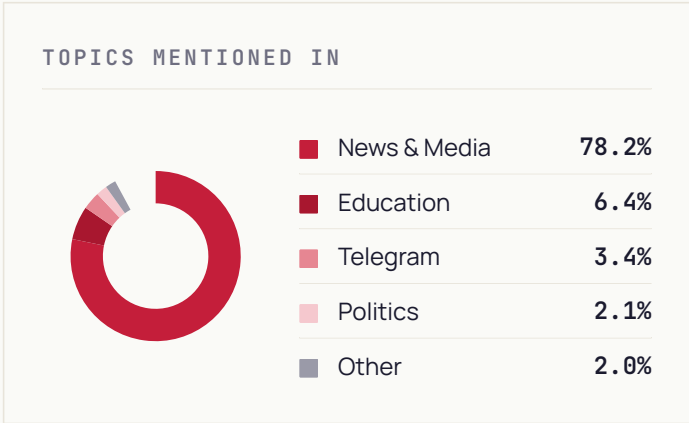
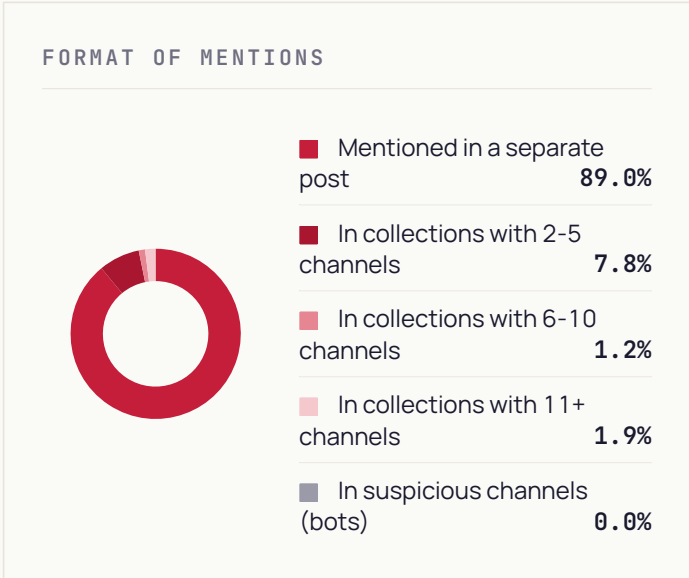
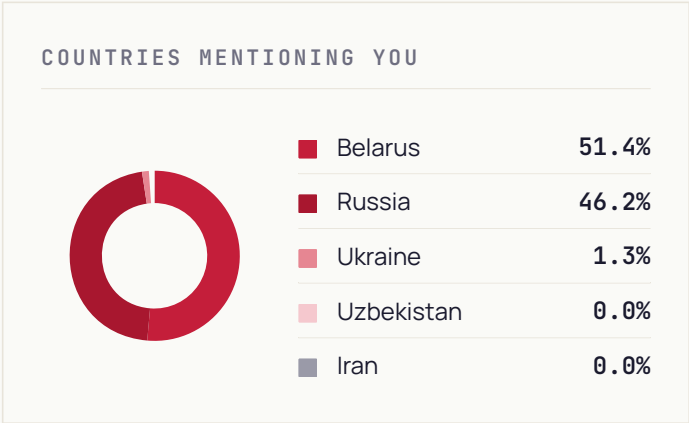


START DATE	NOW	NET GROWTH
9 464	14 903	+5 439

SECTION 04 · CITATIONS

Who and how mentions the channel

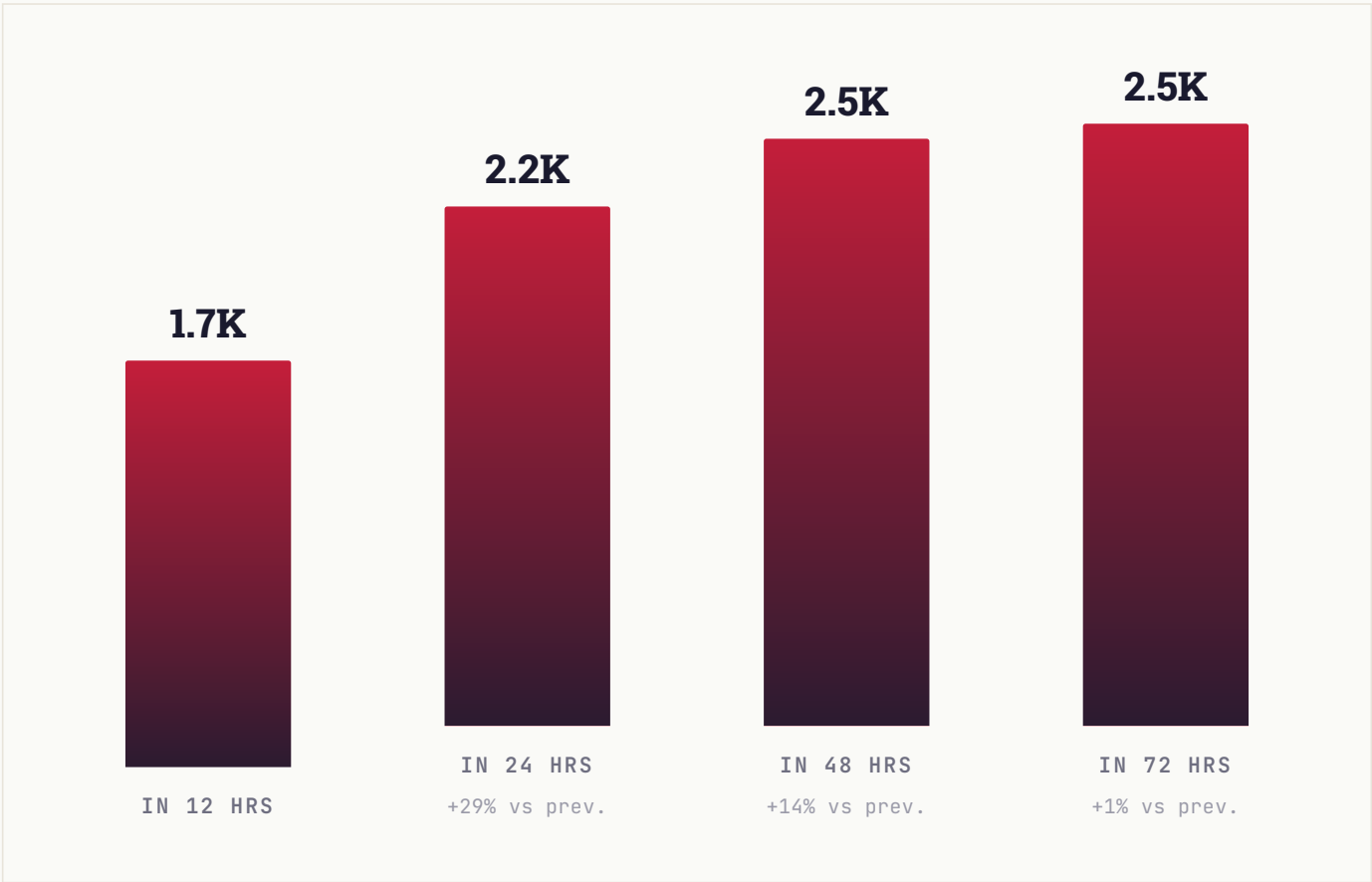
Citation index **151** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel mentioned **547** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



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!	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 Main	56.8K
GG Gomel. Main!	56K
MO Minsk Region Main YOU	14.9K

COMPARATIVE CONCLUSION

Channel inbottom half of niche top-100 (#69 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

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **2 025**, they brought **11 346** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	588	69	2 198
Nov 2025	615	111	1 108
Oct 2025	542	136	4 675
September 2025	186	57	2 177
August 2025	66	19	640
July 2025	28	19	548

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
2 025	6	11 346

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

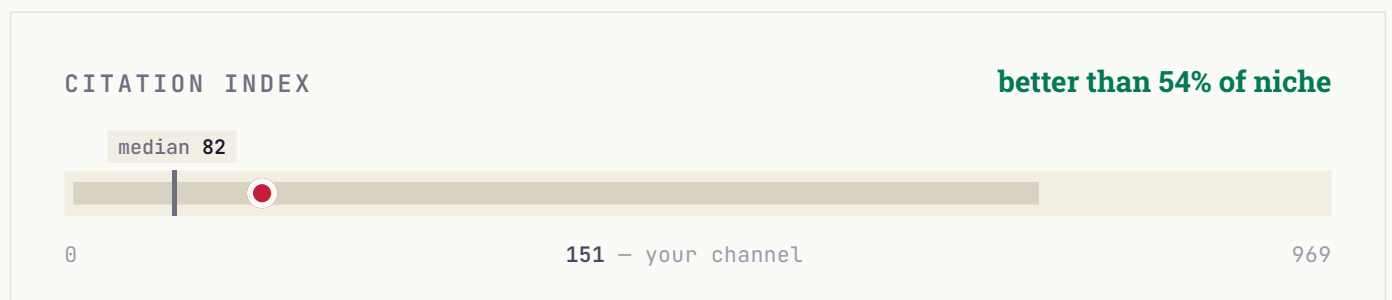
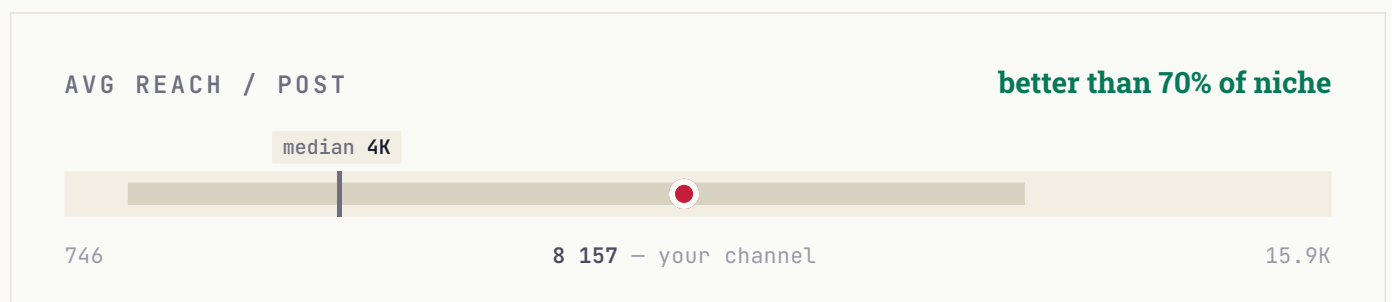
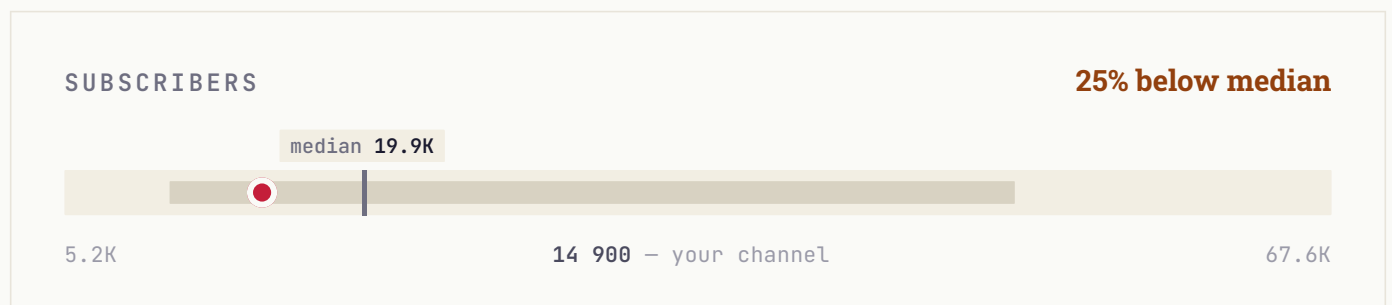
Took top-100 channels in category «News & Media» (Belarus) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#69

/100

POSITION IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Monday

Audience is most active on this day at 08:00 MSK.

EFFECT

**Best window
for an
important post**

02

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Quarterly cross-posts with same-segment channels.
Not 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 close your growth plan in a month.

01 **Launch ads on Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
