

— PROMTPRESS PUBLIC REPORT

Channel audit

Белая Русь Минск



@minskbelayarus

♥ Minsk City Organization of the Republican Public Association
'Belaya Rus' Every day with news!

SUBSCRIBERS

10 322

-981 per month

ERR (% SEE POSTS)

8.0%

daily 5.7%

REACH/POST

868

ad reach 596/24h

— 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 mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

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.

 SUBSCRIBERS 10 322 —	 SUBS REACH 8.4% avg % subs see post	 VIEWS/POST 868 median 708 · 25 days	 POSTS/DAY 10.1 ~71 per week
 7D TREND -28.5% vs prev. week	 REACTIONS/POST 12.9 only 3,276 reactions, 676 reposts, 0 comments	 POST LENGTH 773 chars. median 855 · 25 days	 POSTS IN ANALYSIS 253 25 days
 AD REACH 596 24h avg	 CHURN / MONTH -981 last month	 CITATION RATE 66 citation index · 316 channels mentioned ever	 CHANNEL AGE 3 years 11 months created 27.06.2022

AI EDITOR SUMMARY

Channel «Belaya Rus Minsk» — 10 322 subs. Each post avg views 868 people (8% from subs), reach low — need to grow audience. Publishes 71 posts/week (~10/day) — very active. Week May 25–31 reach dropped -28.5% to week May 18–24 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **253** posts in 25 days.
- 02 Dominant format – **Photo** (210/253 posts).
- 03 Avg post length – **773** chars (median 855).
- 04 Peak audience activity – **Tue, 10:00 MSK**.
- 05 Top posts get **21x** more views than weakest (10.2K avg top vs 478 worst) – among 253 posts in 25 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 19.05 · 07:32 VIDEO What will help graduates pass exams successfully?👉 Of course, love and support from family.📖 More tips on how to help kids, you'll hear from...	VIEWS 25 737 REP. 48	REACTIONS 9 ER 249.3%
Nº2 15.05 · 17:00 PHOTO Family is a small state where dad is president, mom is finance minister, and kids are eternal opposition 📖 In Frunzensky district...	VIEWS 2 473 REP. 9	REACTIONS 14 ER 24.0%
Nº3 06.06 · 07:09 PHOTO «Бессмертная слава Великой Победы»: two colleges, one memory The project ran in two colleges of Frunzensky district: 📖 college...	VIEWS 2 266 REP. 5	REACTIONS 23 ER 22.0%

Nº4 28.05 • 14:02 PHOTO ☒What's stopping you? Fear? No time? 'Someone else will donate'? Imagine: that 'someone else' is your child. Or your parents. Or a friend...	VIEWS 1 902 REACTIONS 6 REP. 13 ER 18.4%
Nº5 03.06 • 10:00 PHOTO On feat, memory and future: open dialogue at transport depot #1 ☒ The topic was the immortal feat of the Belarusian people in...	VIEWS 1 850 REACTIONS 14 REP. 3 ER 17.9%

WORST 3

↓ 20.05 • 10:55 TEXT → CEC finalized the election results for the VNS delegate from the Republican Public Association 'Belaya Rus' to replace the departed, registering a new delegate	VIEWS 491 REACTIONS 6 REP. — ER 4.8%
↓ 02.06 • 14:45 PHOTO – We, Minsk residents, citizens of the Republic of Belarus, have a mission to make our land cleaner, our country more beautiful. A unifying moment, tha...	VIEWS 483 REACTIONS 17 REP. 1 ER 4.7%
↓ 02.06 • 08:02 PHOTO #ЖКХ_и_Белая_Русь_ВМЕСТЕ ☒ Today the capital launches a new national campaign, starting with care for...	VIEWS 462 REACTIONS 8 REP. 1 ER 4.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

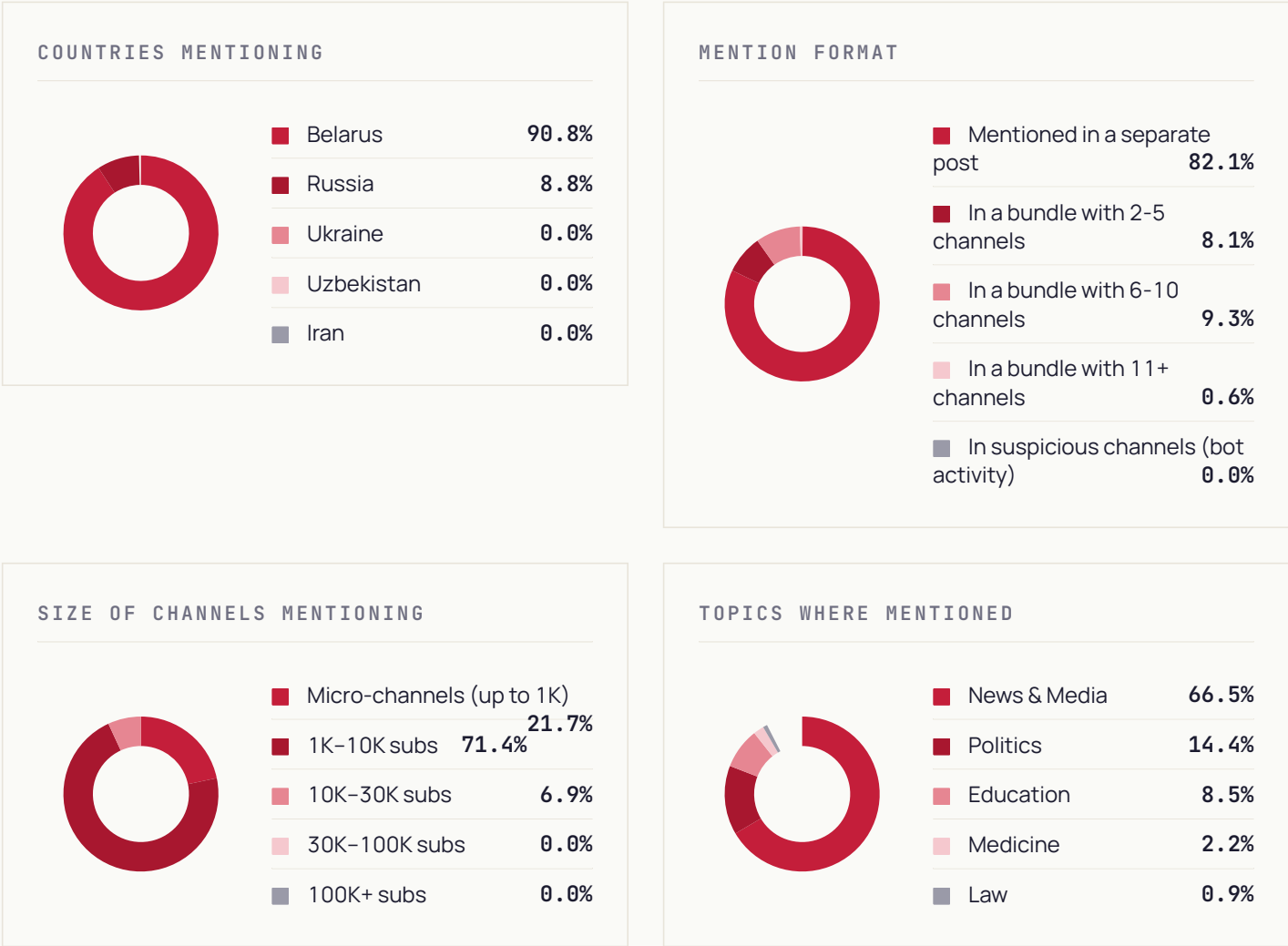
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

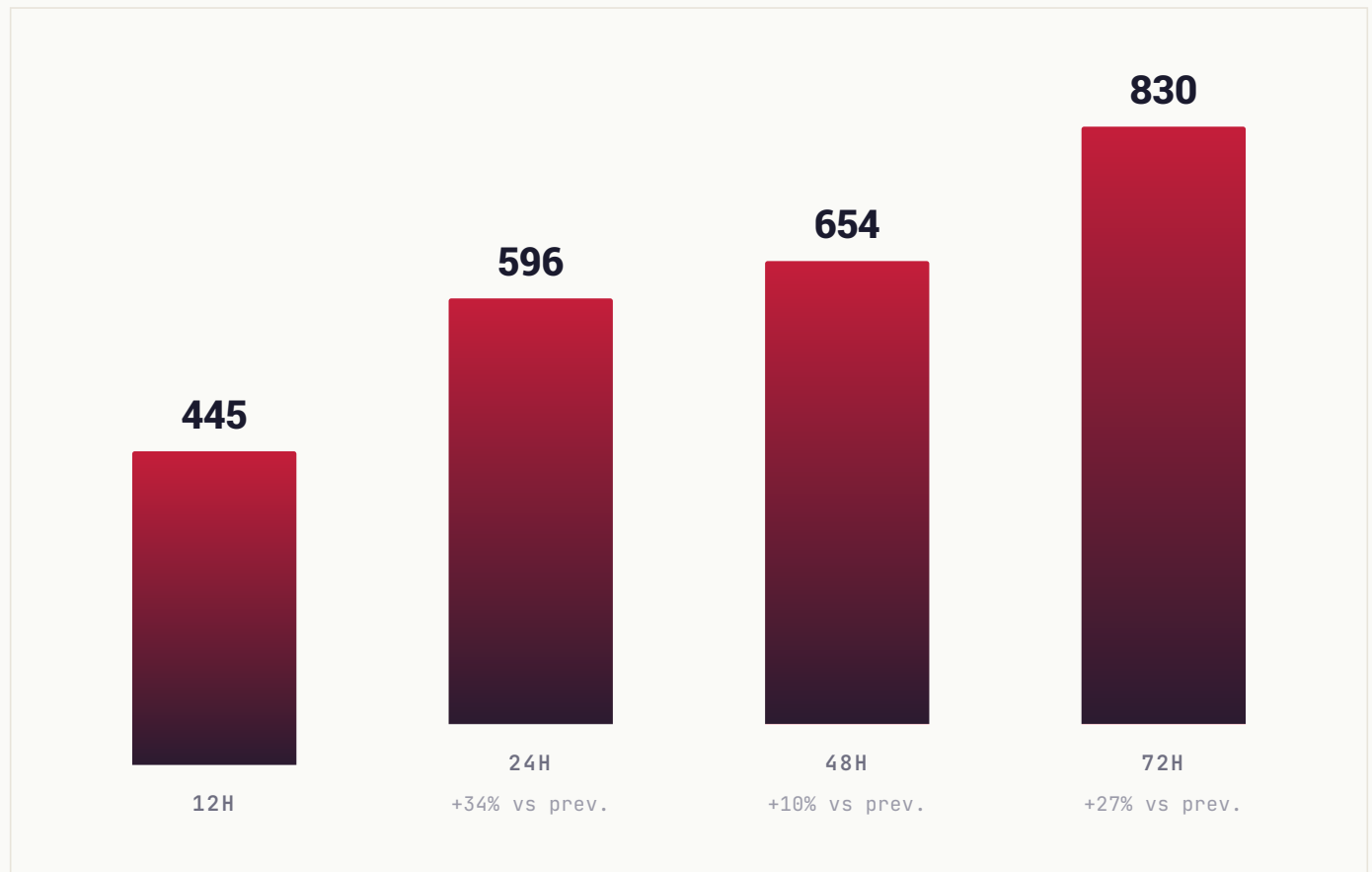
Citation index **66** — channel popularity rating based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time, your channel was mentioned **316** different channels.



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 should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its place 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
YY Gomel. Main!	56K
BR Белая Русь Минск YOU	10.3K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#90 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 mention yours. Over the last **6 months** such mentions were **466**, they brought **8 092** new subs.

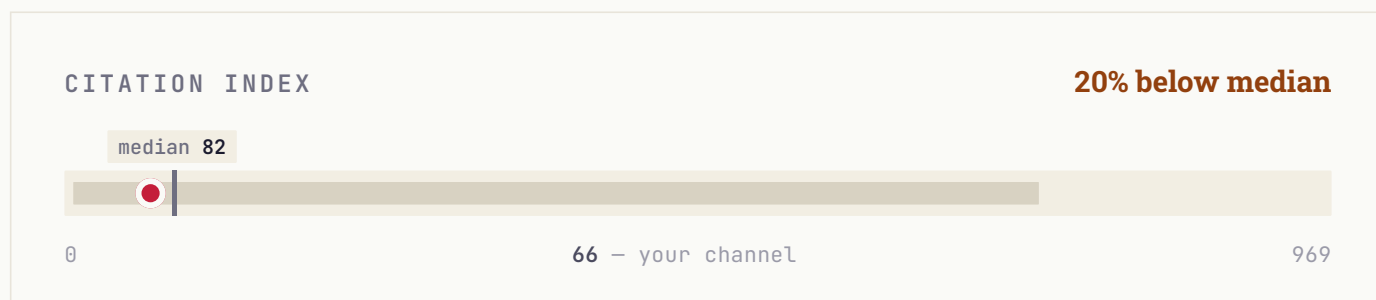
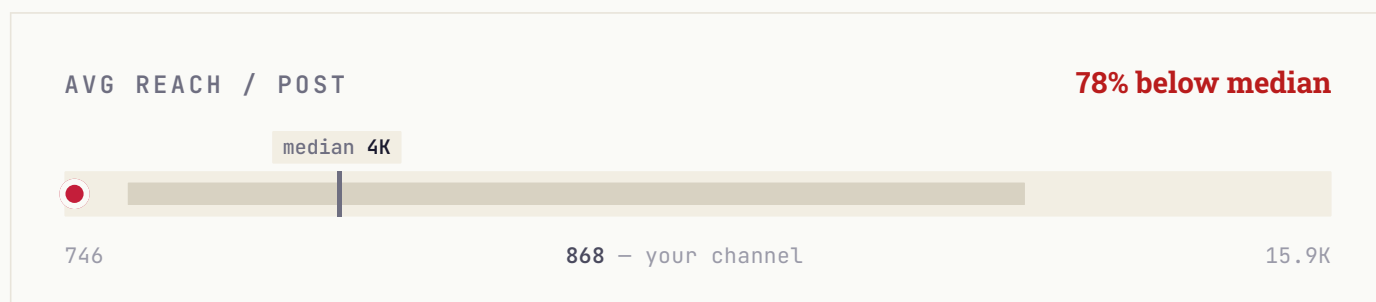
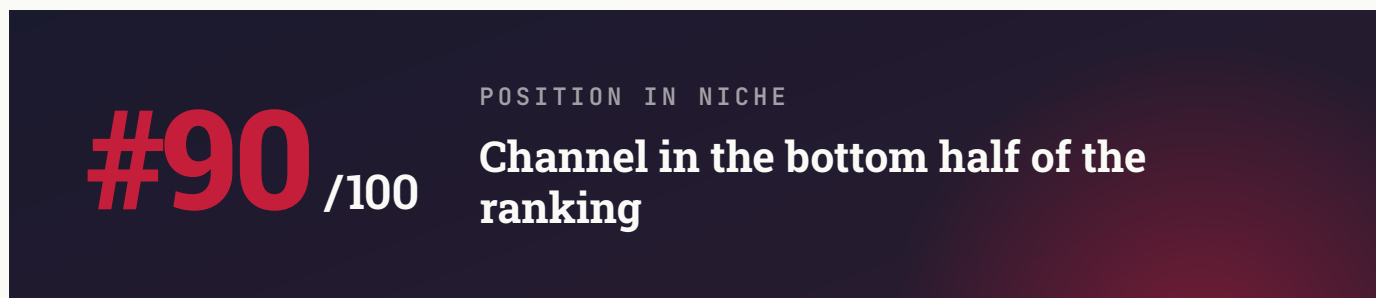
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	60	37	0
November 2025	65	36	1 378
October 2025	114	51	1 380
September 2025	84	33	3 644
August 2025	57	25	1 690
July 2025	86	15	0

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
466	6	8 092

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.



— 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

Top post of the week — on Tuesday
Audience is most active on this day at 10:00 MSK.

EFFECT
**Best window
for an
important post**

02

Increase share of video posts
Video in Telegram retains audience longer and is favored by the algorithm. We recommend increasing share to 15-25%.

EFFECT
**Video retains
audience
better**

03

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.**

04

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

05

Cross-promo with neighboring channels
Exchange posts quarterly with same-segment channels. No need daily — 2-3 collabs give relevant growth.

EFFECT
**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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