

PUBLIC REPORT BY PROMTPRESS

Channel audit

MINSK | BRSM |



@minskbrsm

Minsk BRSM — your bright youth ❤️ Official Telegram channel of Minsk city organization of the public association «BRSM» | Youth of the capital 📧 Contact us: minsk.gkom@gmail.com, 18 Tolbukhin St.

SUBSCRIBERS

10 232

-346 per month

ERR (% SEE POSTS)

11.0%

per day 8.0%

REACH/POST

1.2K

ad reach 829/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 10 232 —	 SUBSCRIBER REACH 11.98% avg % subs see post	 VIEWS/POST 1.2K median 978 · 29 days	 POSTS/DAY 7.4 ~52 per week
 7D TREND -39.9% vs previous week	 REACTIONS/POST 12.3 only 2,651 reactions, 1,176 reposts, 0 comments	 POST LENGTH 495 chars median 436 · 29 days	 POSTS ANALYZED 215 29 days
 AD REACH 829 24h avg	 CHURN / MONTH -346 last month	 CITATION RATE 112 citation index · 539 channels mentioned ever	 CHANNEL AGE 5 years 4 months created 14.02.2021

AI EDITOR SUMMARY

Channel «MINSK |BRSM|» — 10 232 subs. Each post avg views 1.2K people (12% of subs), reach low — need to grow audience. Posts 52 posts/week (~7/day) — active posting. Week 22–28 Jun reach dropped -39.9% by week 15–21 Jun — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **215** posts in 29 days.
- 02 Dominant format — **Video** (113/215 posts).
- 03 Avg post length — **495** chars (median 436).
- 04 Peak audience activity — **Wed**, 08:00 MSK.
- 05 Top posts get **14x** more views than the weakest (7.3K avg for top vs 504 for worst) — among 215 posts over 29 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 10.06 · 11:06 VIDEO 👁️ Still catching your eye... Now at public transport stops too! Look for our stops near...	VIEWS 8 258 REP. 32	REACTIONS 55 ER 80.7%
Nº2 29.06 · 16:00 PHOTO 🇧🇪 Volunteers of the DOBRO.BEL youth marathon will clean up Belarusian beaches In the height of beach season, volunteer teams head out to...	VIEWS 7 472 REP. 32	REACTIONS 9 ER 73.0%
Nº3 03.07 · 20:51 VIDEO 🇧🇪 United we stand, invincible! Belarus — a land of rich history, traditions, and unique spirit. Here we create and build, honor...	VIEWS 6 057 REP. 32	REACTIONS 19 ER 59.2%

Nº4 17.06 · 07:01 VIDEO (post without caption – video)	VIEWS 4 773 REP. 20	REACTIONS 18 ER 46.6%
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Nº5 17.06 · 07:01 TEXT 👀 Republican opening of the Third Labor Semester 2026 #студотряды The best student brigade members from Minsk have already arrived at...	VIEWS 4 720 REP. 14	REACTIONS 15 ER 46.1%
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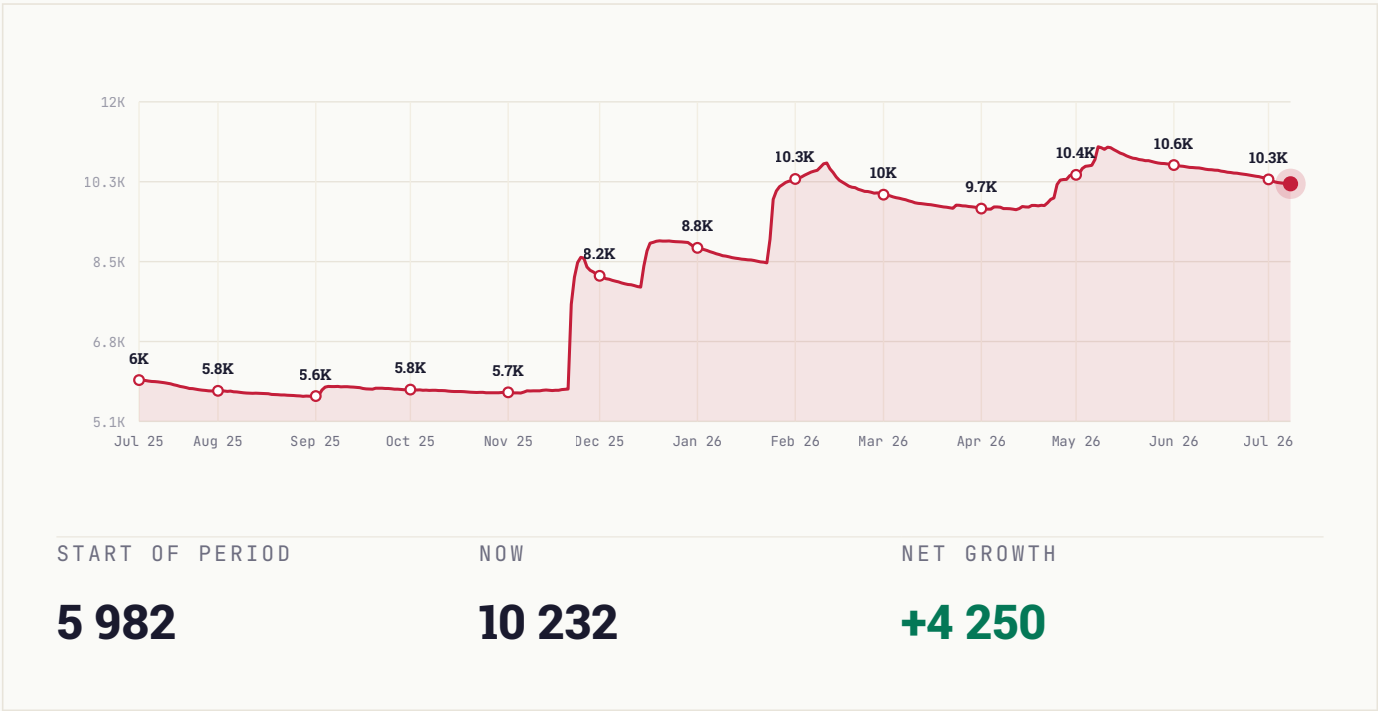
WORST 3

↓ 03.07 · 11:43 TEXT 🇷🇺 Happy Independence Day, beloved country! #3_ИЮЛЯ As part of the Independence Day celebration, the Chizhovka-Arena hosts a relay...	VIEWS 520 REP. —	REACTIONS 4 ER 5.1%
↓ 03.07 · 11:53 VIDEO (post without caption – video)	VIEWS 504 REP. —	REACTIONS 4 ER 4.9%
↓ 03.07 · 11:53 TEXT 🇷🇺 Happy Independence Day! #3_ИЮЛЯ In just a few minutes, a quest dedicated to our main holiday starts in Kursovshchina Park...	VIEWS 489 REP. —	REACTIONS 10 ER 4.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

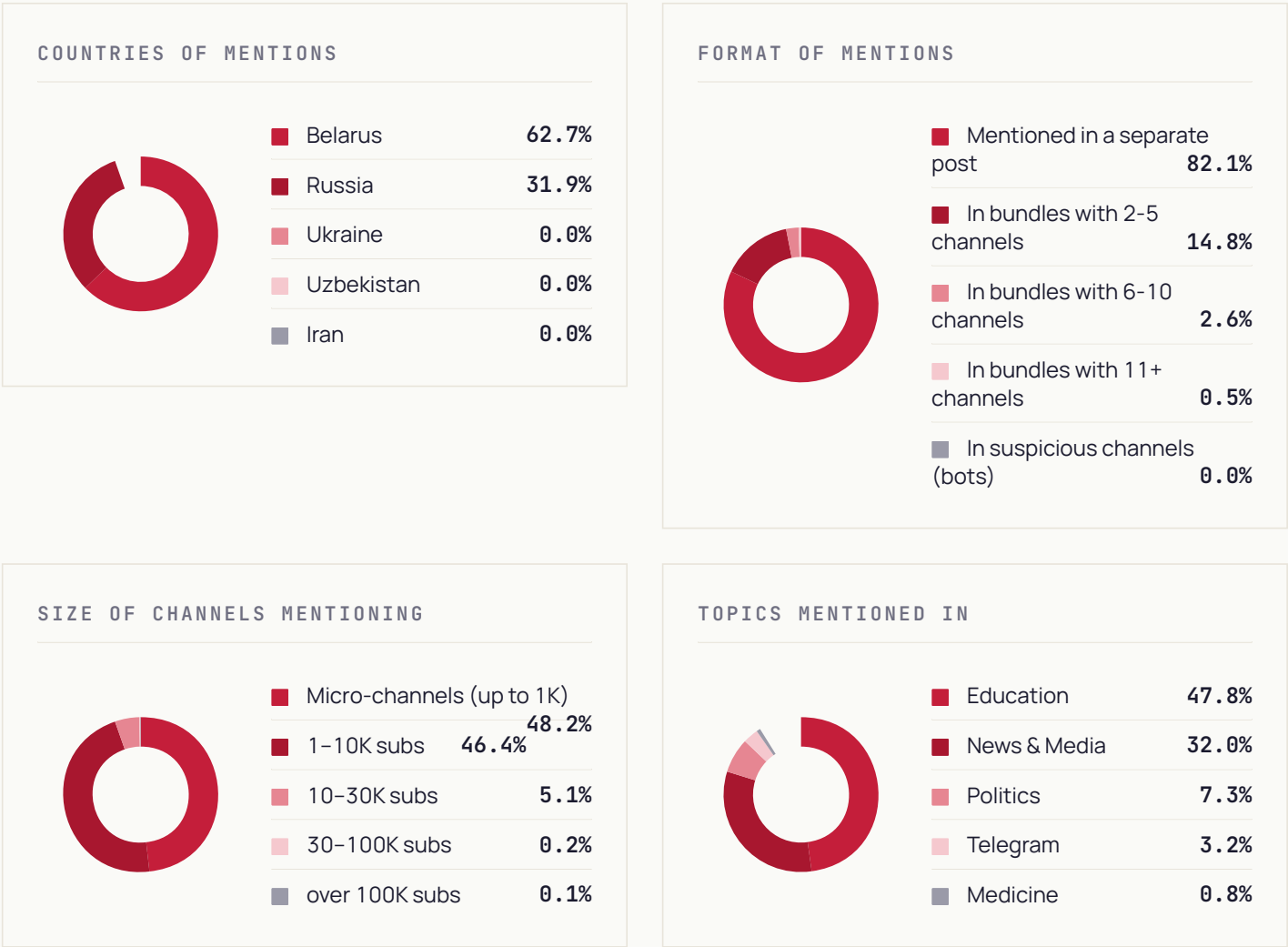
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

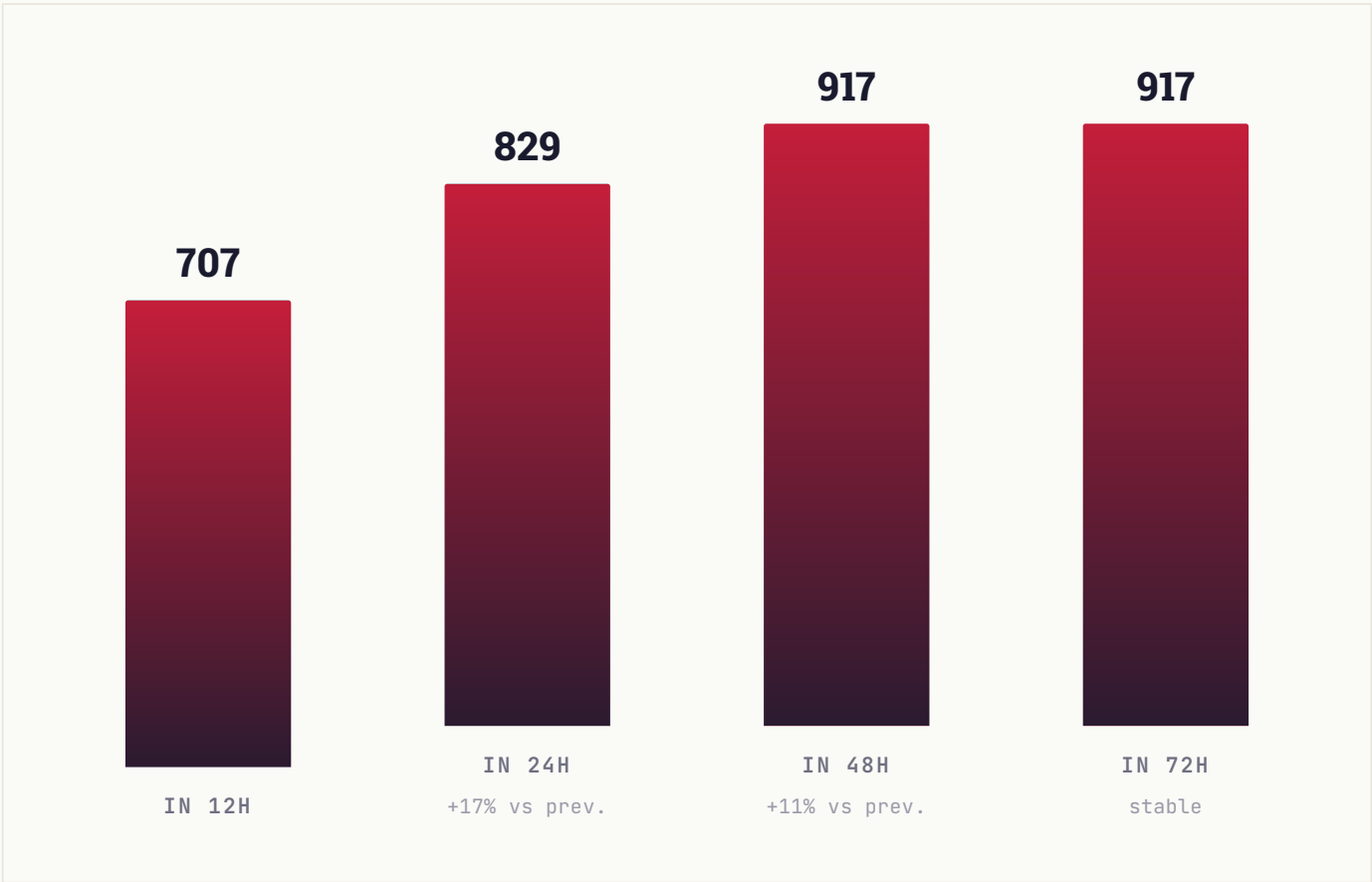
Citation index **112** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time the channel was mentioned **539** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — shows its place among niche neighbors.

CHANNEL	SUBSCRIBERS
MO Ministry of Education of Belarus	33K
1K 11 CLASS RB2 (Belarus)	19.9K
PO TRADE UNION of education and science	12.3K
B BSU Belarusian State University	11.7K
CE Cozy English 	11.6K
BS BSMU_official	11.3K
9K 9 CLASS Belarus answers	10.7K
US TEACHERS of the capital	10.7K
M MINSK BRSM YOU	10.2K
IN INYAZ.BY	10K
#III #IIIПАРГАЛКА	9.1K

COMPARATIVE CONCLUSION

Channel intop-10 niche (#9 of 100). Strong position. Niche leader — Ministry of Education of Belarus (33K), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We track posts mentioning your channel monthly. Over the last **6 months** such mentions were **754**, they brought **5 895** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	148	53	1 770
December 2025	181	52	1 003
November 2025	313	76	2 844
October 2025	78	38	17
Sep 2025	20	20	245
August 2025	14	13	16

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
754	6	5 895

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Top-100 channels in category «Education» (Belarus) and saw how your channel compares. Gray band – range covering 80% of niche channels (p10 to p90). Black vertical – median. Red dot – your channel.

#9/100

POSITION IN NICHE

Channel in top 9% education Belarus



— 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 Wednesday

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

EFFECT

**Best window
for important
posts**

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 — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Cross-post with similar 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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 Telegram ads

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

02

Contact manager

t.me/PromptPress_manager