

PUBLIC REPORT BY PROMTPRESS

Channel audit

Minsk Live



@minskinter

Minsk Live — Minsk news. All important & spicy 🍴Daily. To the point.

Share news with us: @nashi_novostibot or channel messages

Share link: <https://t.me/+QEJigxdVM6FkNzky>

SUBSCRIBERS

72 744

+36 per month

ERR (% SEE POSTS)

30.0%

daily **24.5%**

REACH/POST

21.3K

ad reach **17.9K**/24h

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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 72 744 —	 SUBSCRIBER REACH 29.25% avg % of subs see post	 VIEWS/POST 21.3K median 21.6K · 29 days	 POSTS/DAY 9.6 ~67 per week
 7D TREND +1.0% vs previous week	 REACTIONS/POST 163.4 total 46,892 reactions, 38,861 reposts, 3,667 comments	 POST LENGTH 242 chars median 143 · 29 days	 POSTS ANALYZED 287 29 days
 AD REACH 17.9K 24h avg	 CHURN / MONTH +36 last month	 CITATION RATE 11 citation index · 178 channels mentioned all time	 CHANNEL AGE 5 years 11 months created 15.06.2020

AI EDITOR SUMMARY

Channel «Minsk Live» — 72 744 subs. Each post averages 21.3K people (29% of subs), good reach. Publishes 67 posts per week (~10/day) — active posting. For the week of May 25–31, reach stable (+1.0% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **287** posts over 29 days.
- 02 Dominant format – **Photo** (136/287 posts).
- 03 Avg post length – **242** chars (median 143).
- 04 Peak audience activity – **Tuesday**, 19:00 MSK.
- 05 Top posts get **1x** more views than the weakest (25.9K avg for top vs 18.8K for worst) – among 287 posts over 29 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

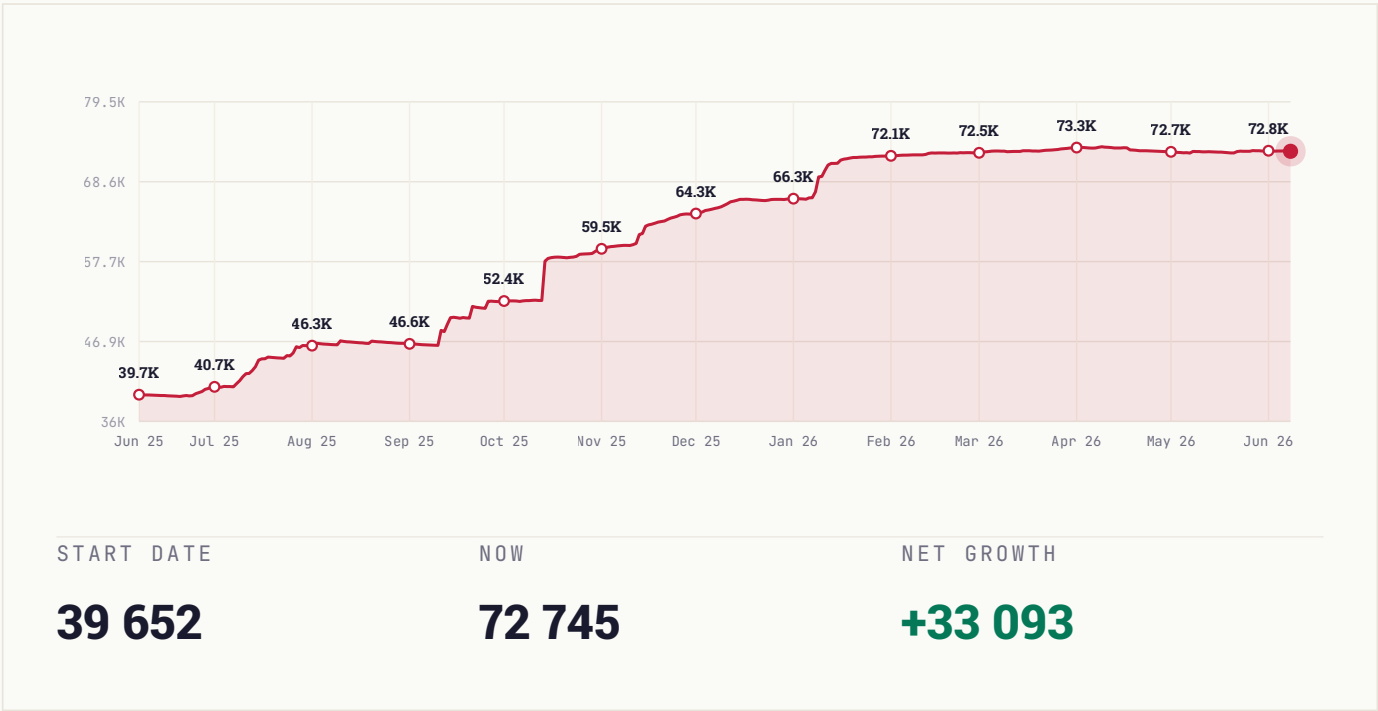
Nº1 04.06 · 12:16 VIDEO DS Serova, carsharing and bus (from subscriber) @minskinter	VIEWS 26 268 REPOSTS 118	REACTIONS 46 ER 36.1%
Nº2 12.05 · 17:41 PHOTO ☒ A recreation area 'Duck Island' to appear in Frunzensky District It is planned to be set up in 2026 in the square on Briket Street. It will feature...	VIEWS 25 730 REPOSTS 186	REACTIONS 168 ER 35.4%
Nº3 14.05 · 16:17 PHOTO New scam method, don't fall for it, warn the elderly! @minskinter	VIEWS 25 648 REPOSTS 552	REACTIONS 136 ER 35.3%

Nº4 22.05 • 13:32 PHOTO 🔒 A man's apartment caught fire on Angarskaya, after which he... @minskinter	VIEWS 25 157 REPOSTS 990 REACTIONS 296 ER 34.6%
Nº5 12.05 • 06:10 VIDEO Moose in Stepyanka this morning (from subscriber)	VIEWS 24 562 REPOSTS 153 REACTIONS 122 ER 33.8%
WORST 3	
↓ 21.05 • 14:49 TEXT Belarusian «Alfa Bank» app will require geolocation access Claimed for security. Permission...	VIEWS 19 157 REPOSTS 159 REACTIONS 133 ER 26.3%
↓ 28.05 • 08:49 VIDEO Surganova - Nezavisimosti, today's accident with a trolleybus. Traffic on this section has already been restored (from a subscriber) @minskinter	VIEWS 19 019 REPOSTS 10 REACTIONS 23 ER 26.1%
↓ 05.06 • 15:46 VIDEO Today's accident on MKAD near Kamennaya Gorka @minskinter	VIEWS 18 246 REPOSTS 59 REACTIONS 83 ER 25.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

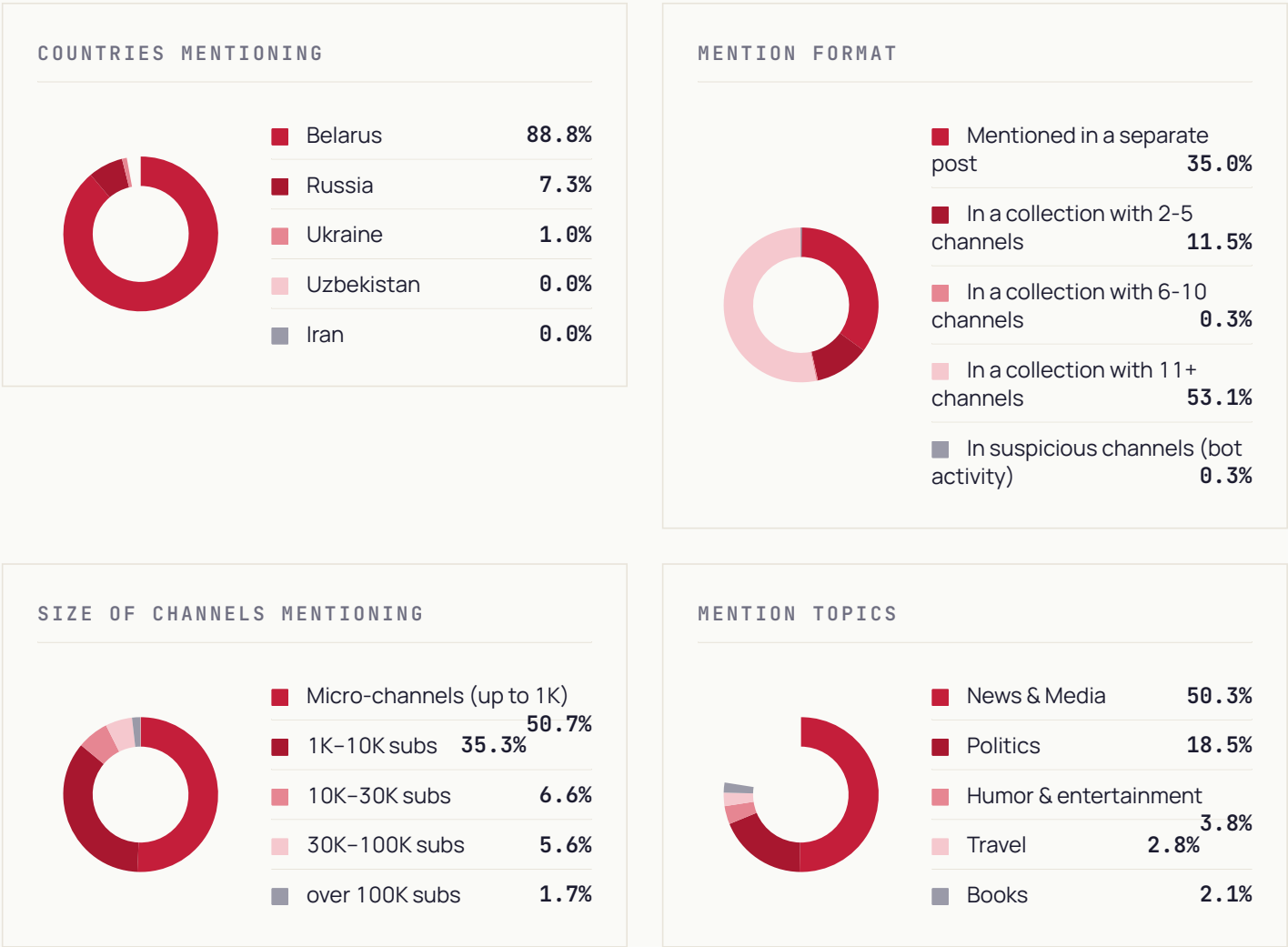
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

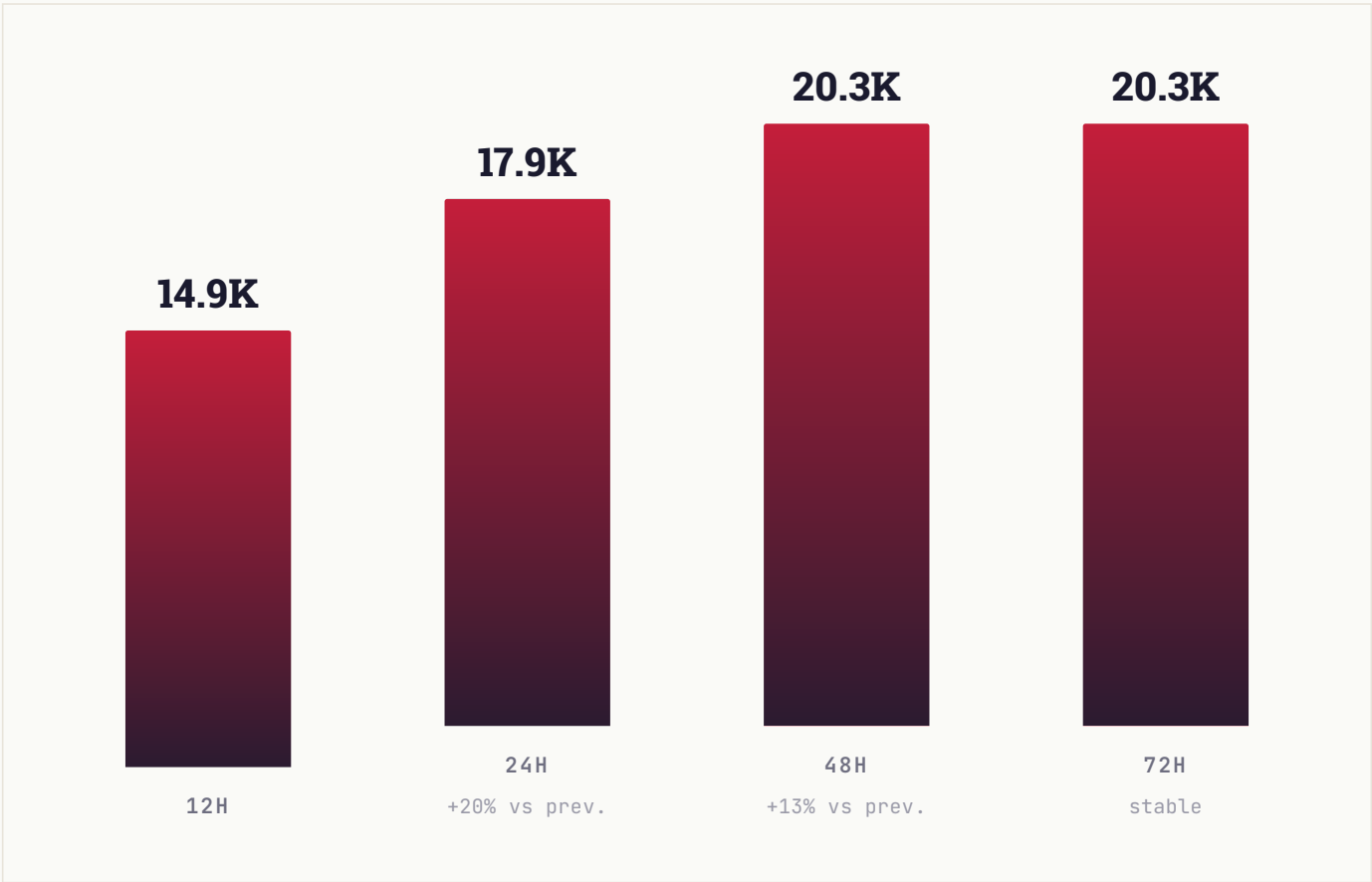
Citation index **11** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **178** different channels.



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 — you can see its 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 YOU	72.7K
PB Eavesdropping Belarus	58.2K
BG Belarus Main	56.8K
GG Gomel. Main!	56K
BE BelNovosti	51.6K

COMPARATIVE INSIGHT

Channel in top-10 niche (#7 of 97). Strong position. Niche leader — NEXTA Live (764.9K), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

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 **13**, they brought **28 440** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	3	3	2 279
November 2025	9	1	4 908
October 2025	1	1	7 302
September 2025	0	0	6 635
August 2025	0	0	1 213
July 2025	0	0	6 103

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
13	6	28 440

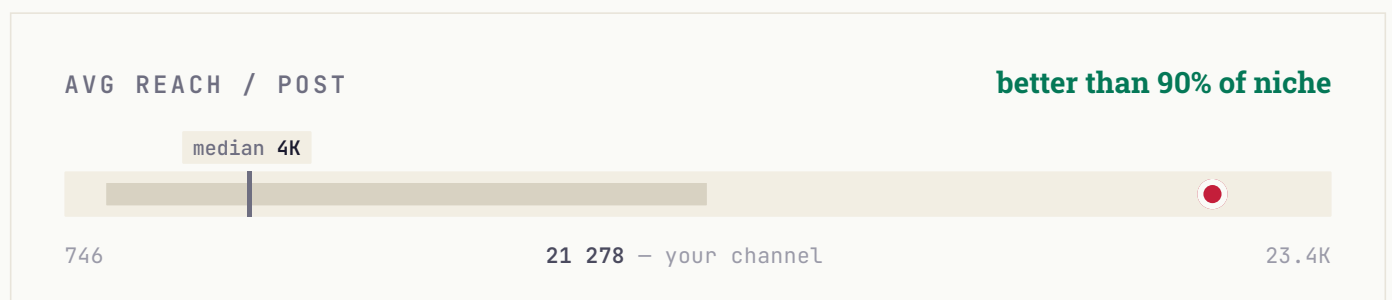
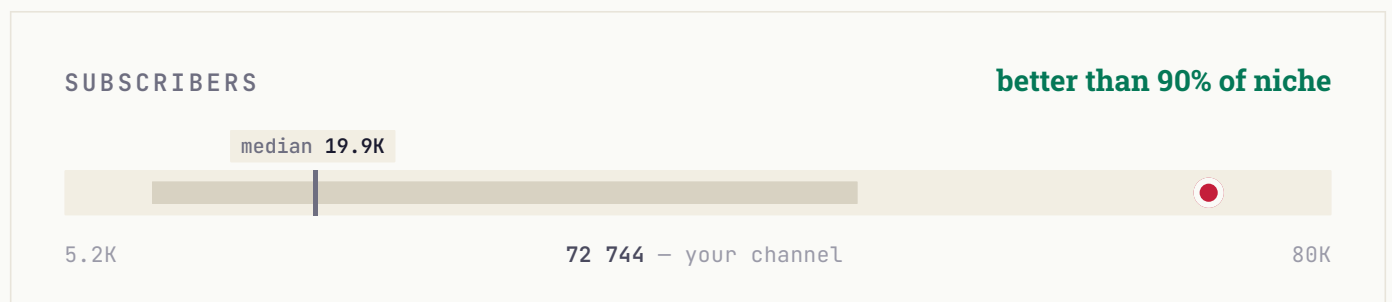
— SECTION 08 · NICHE COMPARISON

Where channel ranks 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.

#71/100

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 | Top post of the week — on Tuesday
Audience is most active on this day at 19:00 MSK. | EFFECT
Best window
for key posts |
| 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 usually give +5-15% to ER.
One poll per week on a hot topic — easy growth point. | EFFECT
+5-15% ER |
| 04 | Cross-promo with neighboring channels
Exchange posts with same-segment channels once a quarter. 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 — organic traffic source. | 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 through us and hit your growth target in a month.

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

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