

PUBLIC REPORT BY PROMTPRESS

Channel audit

Minsk City Executive Committee



@minskiygorispolkom

Official channel of Minsk City Executive Committee

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
16 019	32.0%	6.2K
+199 per month 09.06.2026	daily 14.2% HTTPS://PROMTPRESS.COM/AUDIT/MINSKIYGORISPOLKOM	ad reach 2.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBSCRIBERS 16 019 —	 SUBSCRIBER REACH 38.82% avg % subs see post	 VIEWS/POST 6.2K median 3.4K · 29 days	 POSTS/WEEK 41.6 for period
 7D TREND +0.3% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 542 chars median 503 · 29 days	 POSTS ANALYZED 175 29 days
 AD REACH 2.3K 24h avg	 CHURN / MONTH +199 last month	 CITATION RATE 371 citation index · 1,229 channels mentioned ever	 CHANNEL AGE 6 years 1 month created 14.04.2020

AI EDITOR SUMMARY

Channel «Mingorispolkom» — 16 019 subs. Each post avg views 6.2K people (39% of subs), good reach. Publishes 42 posts/week (~6/day) — active publishing. Week of May 25–31 reach stable (+0.3% 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 175 posts over 29 days.
- 02 Dominant format – Video (113/175 posts).
- 03 Avg post length – 542 chars (median 503).
- 04 Audience peak – Wed, 14:00 MSK.
- 05 Top posts get 21x more views than the weakest (43.9K avg for top vs 2.1K for worst) – among 175 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 02.06 · 06:01 VIDEO ✳ City festival program “Mood – Summer” for the upcoming weekend June 5 (Friday) 17.00 – 22.00 Festival opening...	VIEWS 46 434 REP. 933	REACTIONS — ER 289.9%
Nº2 18.05 · 05:03 TEXT E-version of Minsk Courier for the week: short and to the point on key events in the country and city ↓ ☒A week on the military. The President...	VIEWS 44 093 REP. 131	REACTIONS — ER 275.3%
Nº3 26.05 · 11:18 VIDEO ☒ SUMMER IS CLOSER THAN YOU THINK! On May 30, Minsk will officially launch the city project “Mood – Summer”. At 10:00 at the venue near...	VIEWS 41 209 REP. 230	REACTIONS — ER 257.3%

Nº4 11.05 · 05:03 TEXT E-version of Minsk Courier: only the most important and relevant news ☒ ■Together with the whole country, Minsk celebrated...	VIEWS 41 001 REP. 125	REACTIONS — ER 256.0%
Nº5 01.06 · 05:05 TEXT E-version of Minsk Courier for the week: short and to the point on key events in the country and city ↓ ☒AI is not...	VIEWS 38 030 REP. 122	REACTIONS — ER 237.4%

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WORST 3

↓ 30.05 · 12:10 PHOTO ☒Memorial events for the 27th anniversary of the Nemiga tragedy held in Minsk	VIEWS 2 251 REP. 3	REACTIONS — ER 14.1%
↓ 04.06 · 16:46 VIDEO ☒ Minsk City Executive Committee held an anti-corruption commission meeting chaired by Vladimir Kukharev Discussed issues...	VIEWS 2 213 REP. 10	REACTIONS — ER 13.8%
↓ 15.05 · 16:04 VIDEO ☒ "Write to me, I'll definitely respond," said the First about social media, and the First Informational will take it and show it! On May 18, a new...	VIEWS 1 920 REP. 25	REACTIONS — ER 12.0%

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.

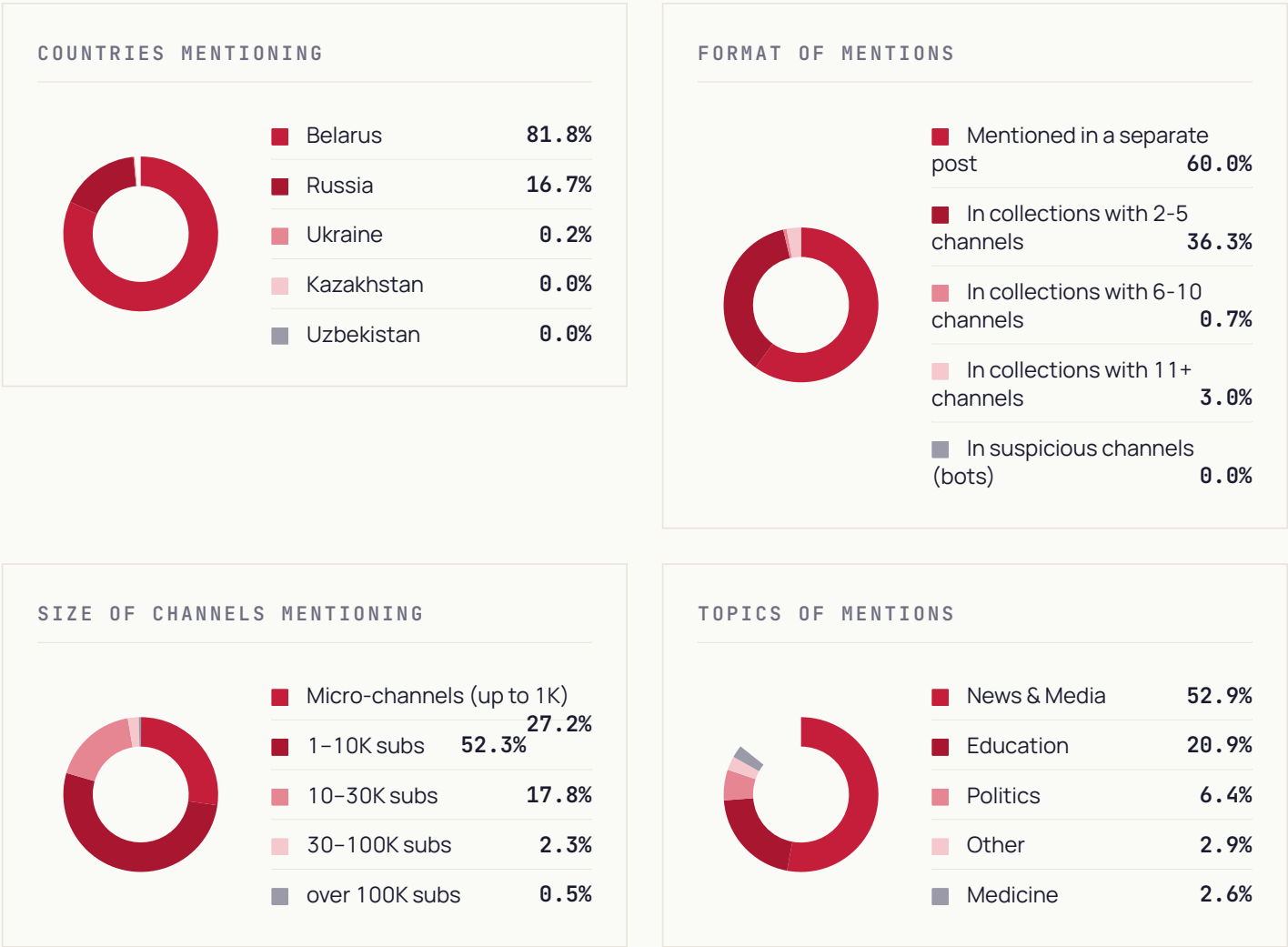


START DATE	NOW	NET GROWTH
15 515	16 019	+504

SECTION 04 · MENTIONS

Who and how mentions the channel

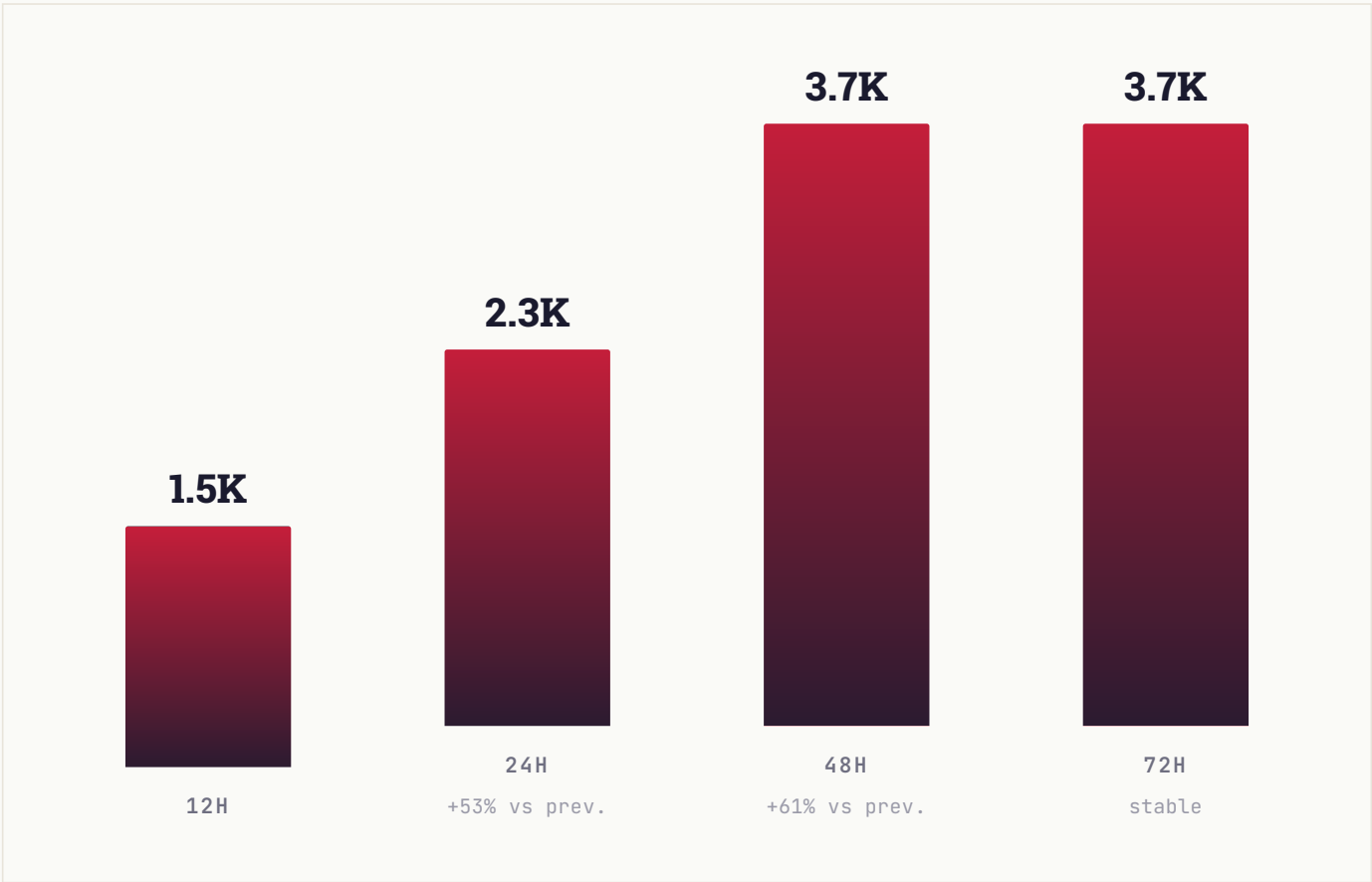
Citation index **371** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **1 229** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post by time since publication. Helps estimate how long placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — 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 Belarus Emergency What's Happening?	75K
ML Minsk Live	72.8K
PB Podslushano Belarus	58.2K
BG Belarus Main	56.8K
GG Gomel. Main!	56K
MI Minsk City Executive Committee	16K

COMPARATIVE CONCLUSION

Channel inbottom half of niche top-100 (#60 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 record posts in other channels that mention yours. Over the last **6 months** such mentions were **1 627**, they brought **531** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	355	140	26
Nov 2025	282	116	85
Oct 2025	389	168	68
September 2025	393	165	246
August 2025	101	51	75
July 2025	107	39	31

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
1 627	6	531

SECTION 08 · NICHE COMPARISON

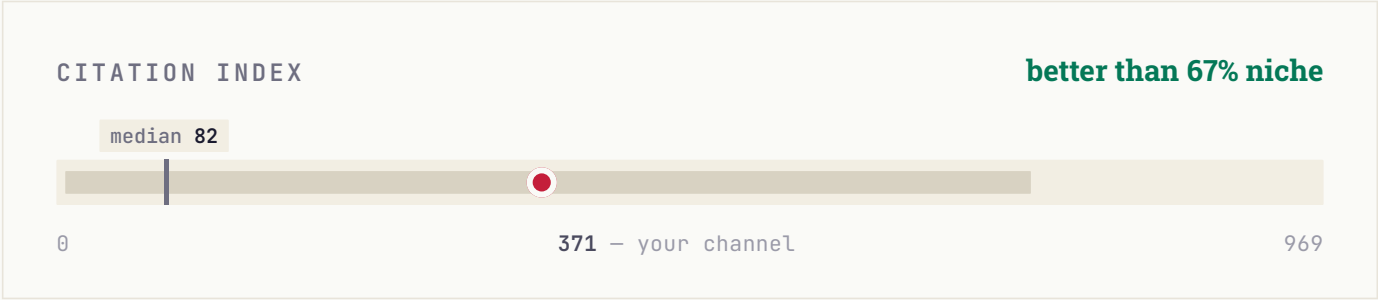
Where channel ranks in its league

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

#60/100

POSITION IN NICHE

Channel in bottom half of 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 Wednesday

Audience most active on this day at 14:00 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

Cross-post with same-segment channels once a quarter. 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 — 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 using public data. Want to go further? Run ads with us and hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
