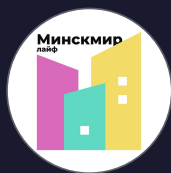


PROMTPRESS PUBLIC REPORT

Channel audit

MINSK WORLD



@minskmir_live

RC Minsk World What to do after accepting the apartment from the developer? t.me/minskmir_live/14 t.me/boost/minskmir_live INST: instagram.com/minskmir_live Feedback: @minskmir_bot

SUBSCRIBERS

10 830

+28 per month

ERR (% SEE POSTS)

59.0%

daily **33.0%**

REACH/POST

6.6K

ad reach **3.6K/24h**

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Year 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 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 below the number shows the period it covers.

SUBSCRIBERS 10 830 —	SUBSCRIBER REACH 60.51% avg % subs see post	VIEWS/POST 6.6K median 6.2K · 28 days	POSTS/WEEK 4.5 over period
7D TREND +15.6% vs previous week	REACTIONS/POST — MTPROTO only	POST LENGTH 794 chars median 861 · 28 days	POSTS ANALYZED 18 28 days
AD REACH 3.6K 24h avg	CHURN / MONTH +28 last month	CITATION RATE 4 citation index · 14 channels mentioned ever	CHANNEL AGE 5 years 7 months created 08.11.2020

AI EDITOR SUMMARY

Channel «MINSK WORLD» — 10 830 subs. Each post averages 6.6K people (61% from subs), broad reach for a channel this size. Publishes 4 posts/week (~1/day) — rare publications. Week May 25–31 reach grew +15.6% to week May 18–24 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **18** posts over 28 days.
- 02 Dominant format — **Photo** (12/18 posts).
- 03 Avg post length — **794** chars (median 861).
- 04 Peak audience activity — **Monday**, 07:00 MSK.
- 05 Strongest posts get **2x** more views than the weakest (9.8K avg top vs 5.1K worst) — among 18 posts over 28 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 25.05 · 04:30 VIDEO Work of the management company in «Minsk-Mir» criticized by authorities Deputy Chairman of Minsk City Executive Committee Oleg Korzun and head...	VIEWS 11 084 REP. 137	REACTIONS — ER 102.3%
Nº2 28.05 · 04:30 PHOTO Hot water shutdown. Planned hot water outage for several addresses in "Minsk Mir" starting June 15: — Aerodromnaya St., 16...	VIEWS 9 498 REP. 215	REACTIONS — ER 87.7%
Nº3 21.05 · 09:53 PHOTO Minsk residents, did you know that at the Chervensky mall there is a store where you can furnish an entire apartment in one go? Now for the details. It houses...	VIEWS 8 954 REP. 50	REACTIONS — ER 82.7%

Nº4 14.05 • 08:47 PHOTO Apartment owner wants to join house acceptance. Owner of two apartments in Minsk-Mir appealed to the head of administration...	VIEWS 8 065 REACTIONS REP. 9 ER 74.5%
Nº5 30.05 • 04:30 PHOTO The story of blocking a 50-space parking lot with concrete blocks has developed Due to blocked access to residential buildings, one of the residents...	VIEWS 7 711 REACTIONS REP. 23 ER 71.2%

WORST 3

↓ 26.05 • 04:30 VIDEO In Minsk-Mir, sanitary service suspended a popular chain's food outlet "What do you think of the order at KFC? Seems like it's been a while since..."	VIEWS 5 271 REACTIONS REP. 86 ER 48.7%
↓ 02.06 • 09:42 PHOTO New kindergarten under construction in Africa quarter In the 26th Africa quarter, a new kindergarten is already being built. Builders have prepared...	VIEWS 5 192 REACTIONS REP. 24 ER 47.9%
↓ 03.06 • 07:03 VIDEO Only from June 8 to 28 at the curtain salon Different Fabrics - get curtains with 10% DISCOUNT! Don't miss out! ☐ Many fabrics for...	VIEWS 4 726 REACTIONS REP. 15 ER 43.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

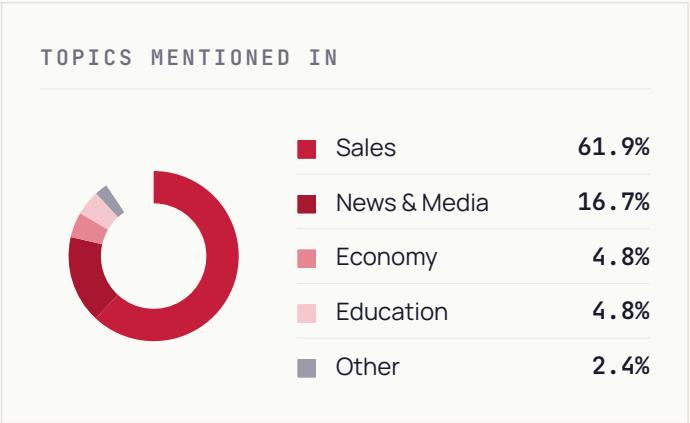
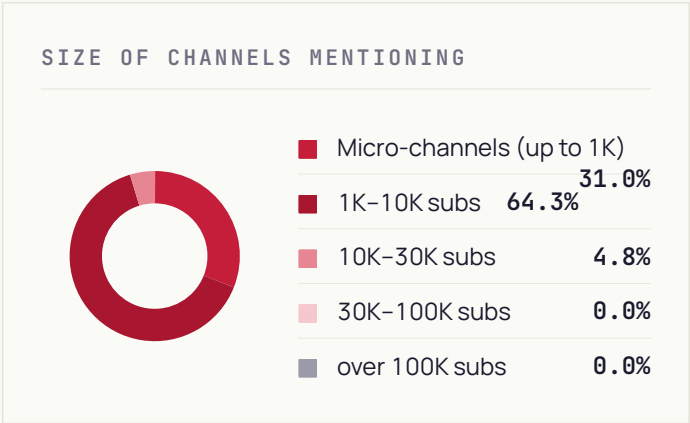
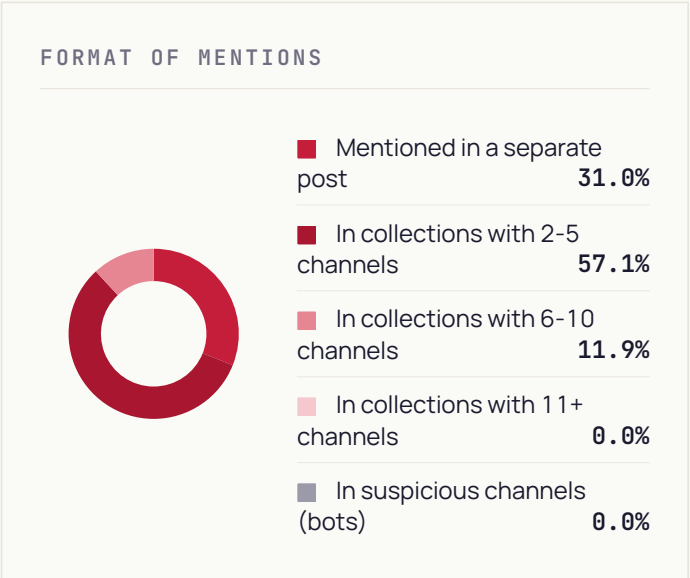
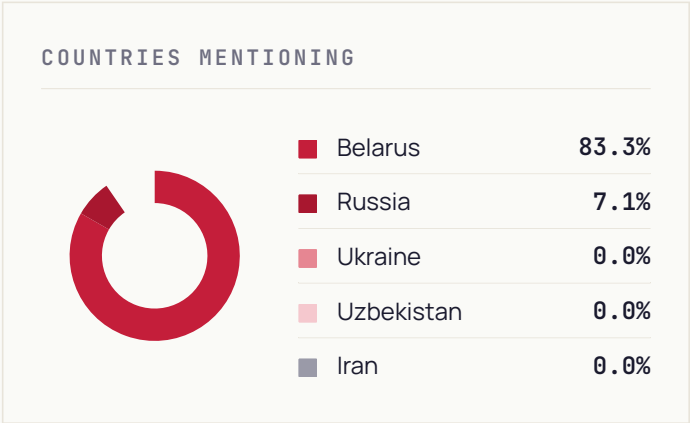
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

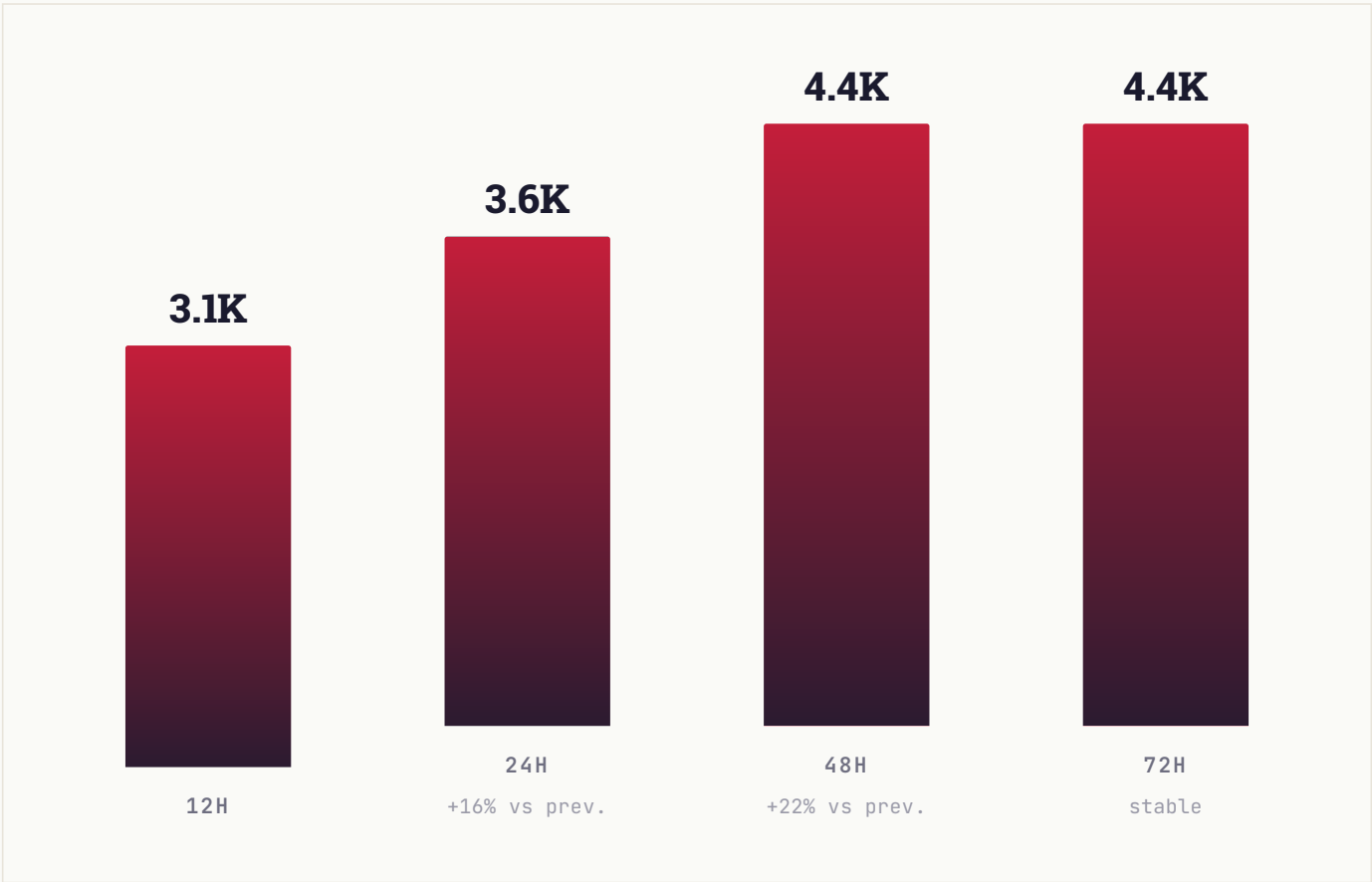
Citation index 4 – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: 14 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over 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 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
MM MINSK WORLD YOU	10.8K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#84 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**, they brought **473** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	1	1	56	
November 2025	0	0	64	
October 2025	0	0	44	
September 2025	0	0	73	
August 2025	0	0	126	
July 2025	1	1	110	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
2	6	473

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Top-100 channels in category "News & Media» (Belarus) and compared your channel against them. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

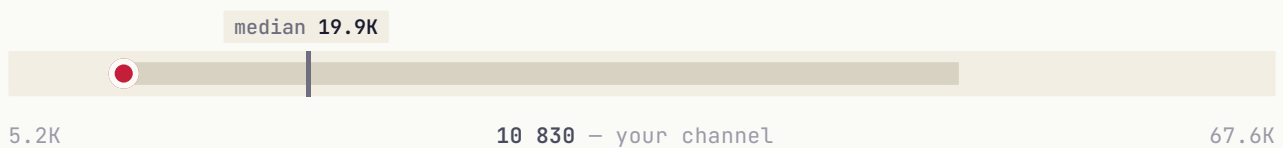
#84/100

POSITION IN NICHE

Channel in the bottom half of the ranking

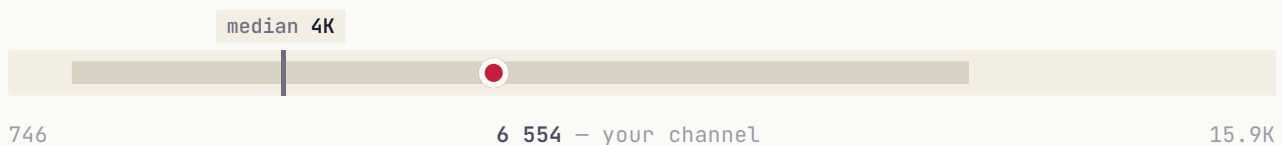
SUBSCRIBERS

worse than median by 45%



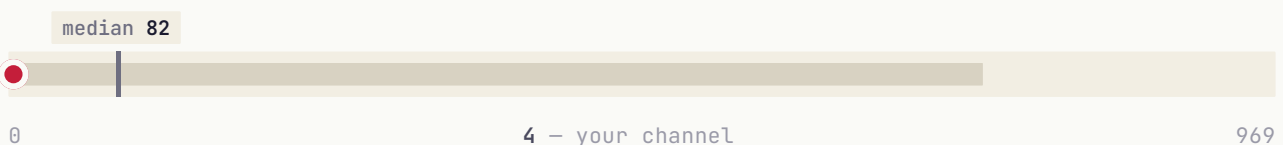
AVG REACH / POST

better than 62% of niche



CITATION INDEX

worse than median by 95%



— 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**Increase posting frequency**

Now 4.5 posts/wk. Active channels avg 7-10.
Consistency is key to retention.

EFFECT

**Consistency
over volume****02****Main post of the week — on Monday**

Audience most active on this day at 07:00 MSK.

EFFECT

**Best window
for an
important post****03****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****04****Test polls & interactive formats**

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Exchange posts with channels in the same segment once a quarter. 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 minutes using public data. Want to go further? Run ads through 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
----	------------------------	---
