

PUBLIC REPORT BY PROMTPRESS

Channel audit

Minsk-News



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SUBSCRIBERS

22 417

+265 per month

ERR (% SEE POSTS)

11.0%

24h **8.5%**

REACH/POST

2.5K

Ad reach **1.9K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBSCRIBERS 22 417 —	 SUBSCRIBER REACH 11.15% Avg % subs see post	 VIEWS/POST 2.5K Median 2.1K · 15 days	 POSTS/DAY 53.5 ~374 per week
 7D TREND — No data for period	 REACTIONS/POST 8.3 6,738 reactions, 8,763 reposts, 0 comments	 POST LENGTH 432 chars. Median 403 · 15 days	 POSTS ANALYZED 812 15 days
 AD REACH 1.9K Avg 24h	 CHURN / MONTH +265 Last month	 CITATION RATE 610 Citation index · 2,009 channels mentioned all time	 CHANNEL AGE 6 years 10 months Created 10.07.2019

AI EDITOR SUMMARY

Channel «Minsk-News» – 22 417 subs. Each post averages 2.5K people (11% subs), reach is low – consider expanding audience. Publishes 374 posts/week (~53/day) – very active posting.

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 **812** posts in 15 days.
- 02 Dominant format – **Photo** (454/812 posts).
- 03 Avg post length – **432** chars (median 403).
- 04 Peak audience activity – **Thu**, 12:00 MSK.
- 05 Top posts get **20x** More views than the weakest (31.9K avg top vs 1.6K worst) – among 812 posts in 15 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 04.06 · 09:45 TEXT ☒How drugs affect life, and why theft for a dose becomes a logical step for an addict. In the project "Chemistry of UNhappiness" – real...	VIEWS 33 549 REP. 270	REACTIONS 3 ER 149.7%
Nº2 31.05 · 12:31 PHOTO «Worried my daughter will get into drugs»: how to protect a child. The desire to try drugs often comes from curiosity or under...	VIEWS 33 469 REP. 202	REACTIONS 9 ER 149.3%
Nº3 26.05 · 15:16 PHOTO Women's forum gathered over 1,000 participants from all regions of Belarus in Minsk. 12 practitioners spoke, including...	VIEWS 28 657 REP. 110	REACTIONS 10 ER 127.8%

Nº4 30.05 • 09:33 PHOTO Festival “Mood — Summer”: an outdoor cinema area will open near the Palace of Sports. Screenings will be held on weekends in...	VIEWS 14 474 REACTIONS 10 REP. 232 ER 64.6%
Nº5 25.05 • 18:57 VIDEO Oleg Gaidukevich commented on Russia's retaliatory strike against the Ukrainian terrorist attack in Starobelsk. ☒ Russia is acting absolutely adequately, legally, and...	VIEWS 13 003 REACTIONS 2 REP. 11 ER 58.0%

WORST 3

↓ 05.06 • 16:26 VIDEO Three cars collided on the Moscow Ring Road. Today a 67-year-old Chery driver, driving on the outer ring of the MKAD near km 35, while changing lanes did not...	VIEWS 1 625 REACTIONS 5 REP. 7 ER 7.2%
↓ 05.06 • 15:04 PHOTO ☞SPIEF and parallel Trump statements. In the studio — Vadim Elfimov, guest — political scientist Yan Zhimanov. ☒Watch the program live...	VIEWS 1 610 REACTIONS 2 REP. 3 ER 7.2%
↓ 29.05 • 14:54 PHOTO First savings bank in a new look: the oldest branch of Belarusbank reopened after renovation*. It is located at Karl Marx St., 8...	VIEWS 1 593 REACTIONS 2 REP. 3 ER 7.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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



PERIOD START

19 934

NOW

22 417

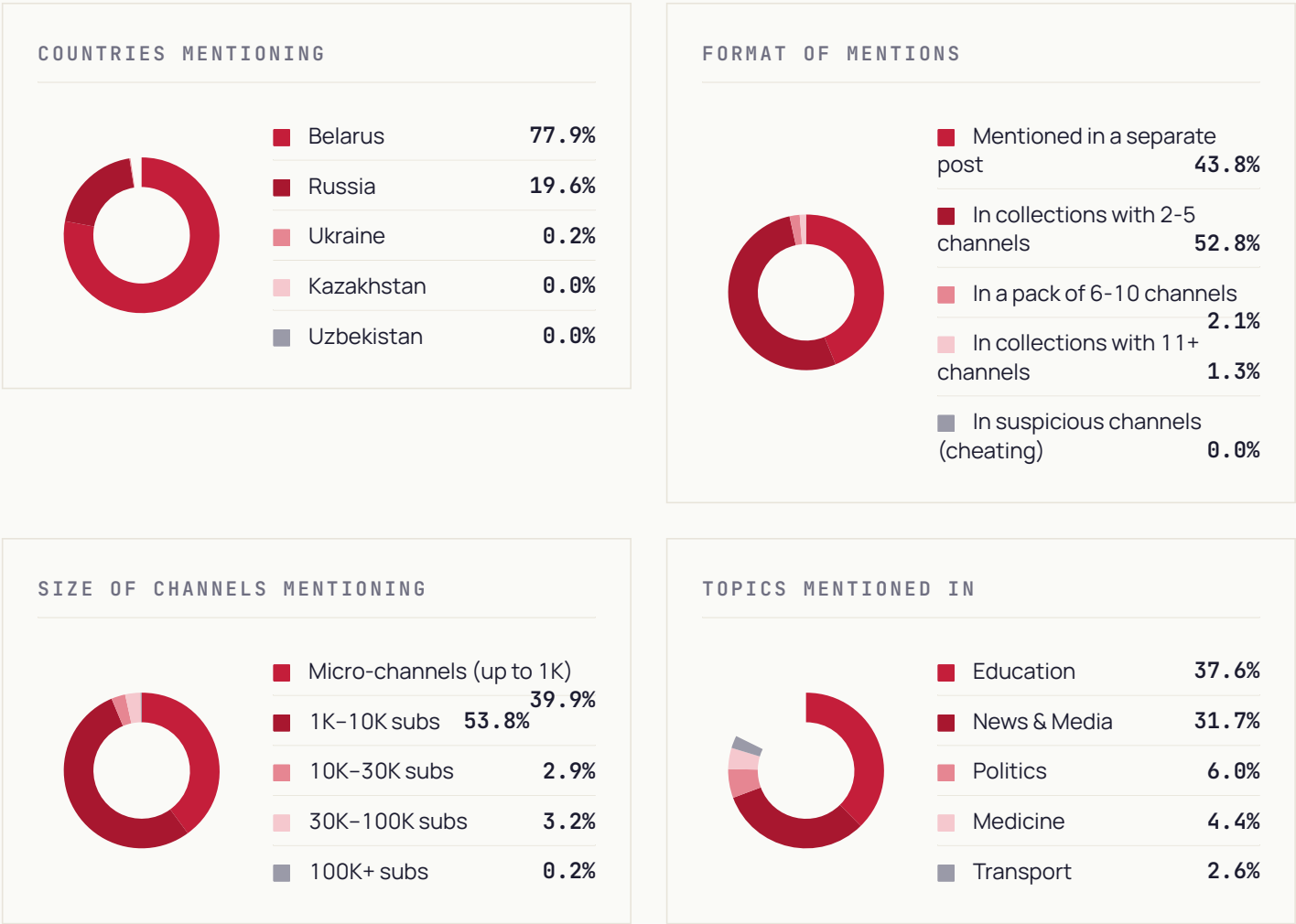
NET GROWTH

+2 483

SECTION 04 · MENTIONS

Who and how mentions the channel

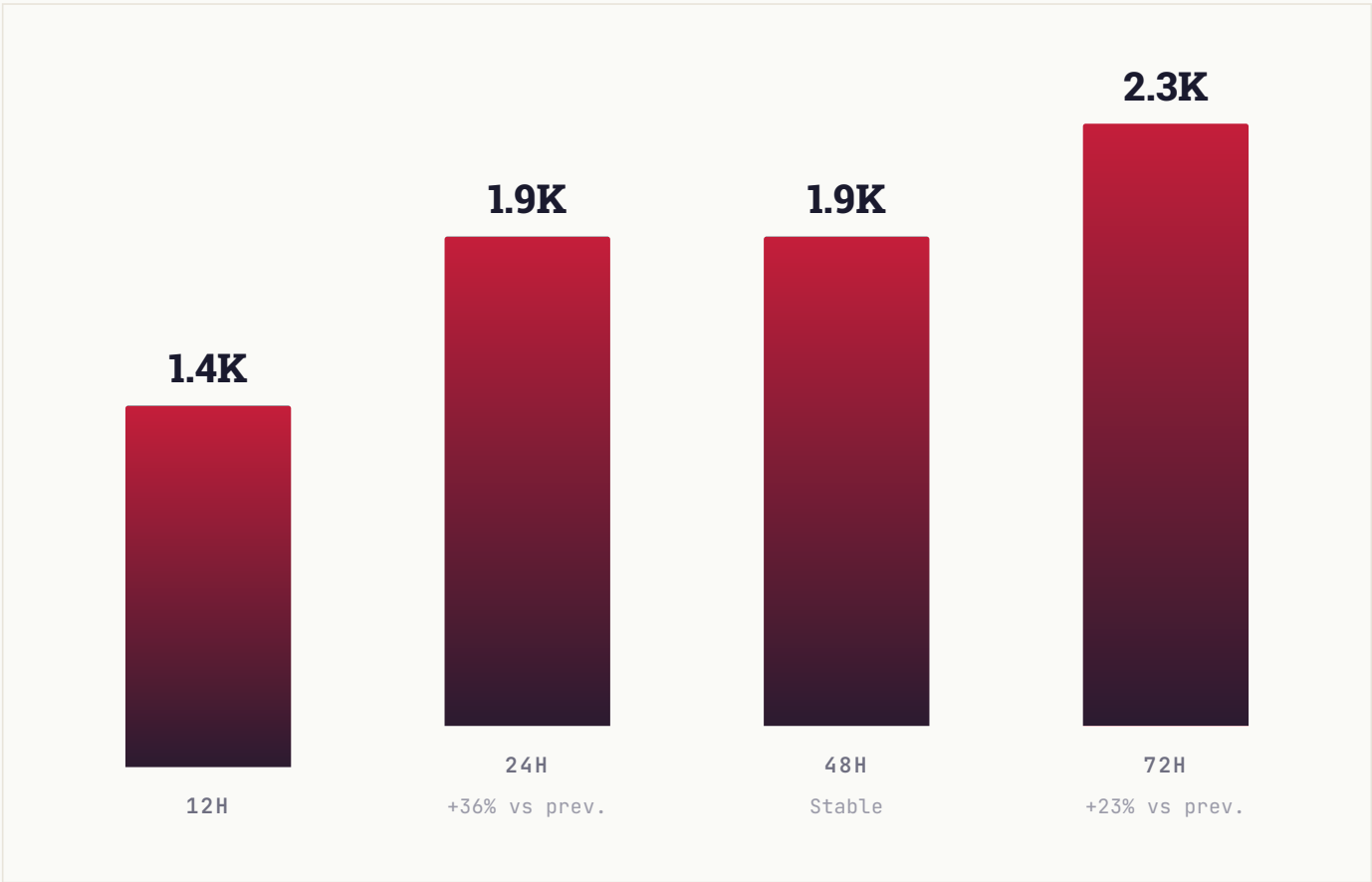
Citation index **610** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a channel with 100K subs weighs more than from a channel with 1K. All time channel was mentioned **2 009** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 Nearby 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
MI Minsk-News YOU	22.4K

COMPARATIVE CONCLUSION

Channel in Top half of niche (#39 of 97). Niche leader — NEXTA Live (764.9K), median subs 19.8K. Aim for the top quarter — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

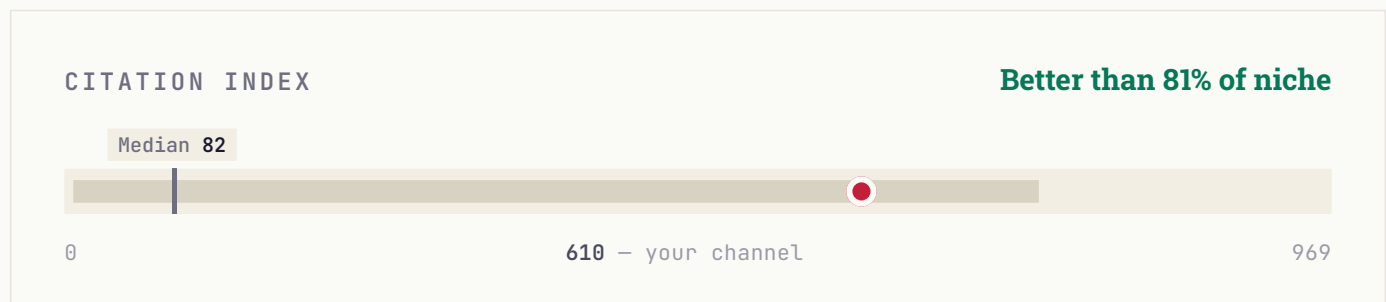
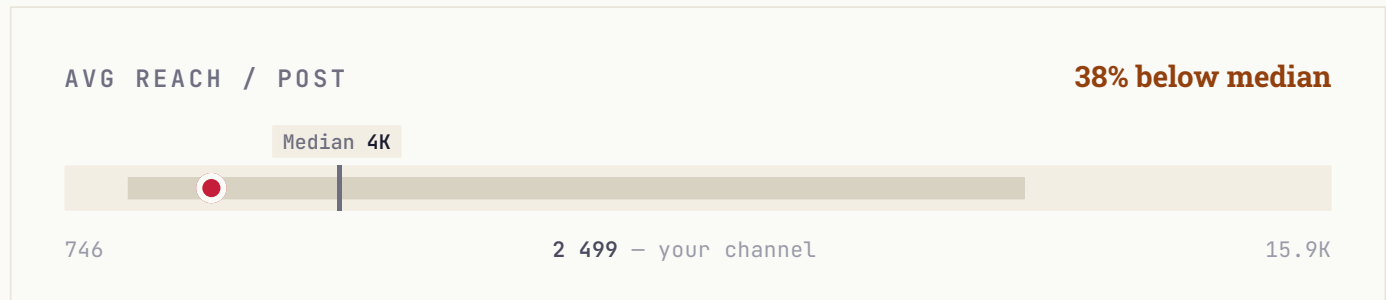
Every month we track posts in other channels that mention yours. Over the last **6 months** Such mentions: **8 806**, they brought **1 432** New subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	1 662	329	89	
November 2025	1 313	290	213	
October 2025	1 273	266	267	
Sep 2025	1 603	317	390	
August 2025	1 386	276	220	
July 2025	1 569	298	253	

TOTAL MENTIONS	MONTHS IN DATA	GAINED SUBSCRIBERS
8 806	6	1 432

Where channel stands in its league

#39 /100 POSITION IN NICHE
Channel in top half of ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check them off and revisit this report in a month.

01

Main post of the week — on Thursday

On this day at 12:00 MSK audience is most active.

EFFECT

**Best window
for important
post**

02

System traffic buy

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% 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 channels in the same segment 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 — organic traffic source.

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 through us and hit your growth plan in a month.

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