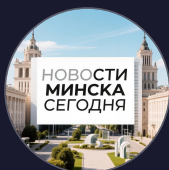


PROMTPRESS PUBLIC REPORT

Channel audit

Новости Минска Сегодня



@minsknovos

We promptly and impartially cover all key events in the capital and across the country. From political decisions and economic reports to cultural events and city news — ...

SUBS	ERR (% SEE POSTS)	REACH/POST
14 307	27.0%	3.9K
26.06.2026 37 posts 4 days	per day 27.0%	ad reach 3.9K/24h
HTTPS://PROMTPRESS.COM/AUDIT/MINSKNOVOS		

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 14 307 —	 SUBSCRIBER REACH 26.97% avg % subs see post	 VIEWS/POST 3.9K median 3.9K · 4 days	 POSTS/DAY 7.8 ~55/week
 7D TREND — no data for period	 REACTIONS/POST 0.0 only 1 reaction, 42 reposts, 0 comments	 POST LENGTH 633 chars median 718 · 4 days	 POSTS ANALYZED 37 4 days
 AD REACH 3.9K avg per 24h	 CITATION RATE 0 citation index · 3 channels mentioned it ever	 CHANNEL AGE 10 months 12 days created 14.08.2025	

AI EDITOR SUMMARY

Channel «**Minsk News Today **» — 14 307 subs. Each post averages 3.9K people (27% from subs), good reach. Publishes 55 posts per week (~8/day) — 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 37 posts over 4 days.
- 02 Dominant format – Photo (20/37 posts).
- 03 Avg post length – 633 chars (median 718).
- 04 Peak audience activity – Friday, 21:00 MSK.
- 05 Top posts get 1x more views than the weakest (4.3K avg for top vs 3.5K for worst) – among 37 posts over 4 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 18:13 TEXT 📄Aryna Sabalenka reached the semifinals of the WTA-500 tournament in Berlin The Belarusian defeated Czech tennis player Nikola Bartunkova – 2:6, 7:6...	VIEWS 4 339 REPOSTS 1	REACTIONS — ER 30.3%
Nº2 19.06 · 18:03 PHOTO 📄The bison from M1 highway now has its own website. It has a timer for steam release from its nostrils In 2022–2023 the bison sculpture significantly...	VIEWS 4 305 REPOSTS 1	REACTIONS — ER 30.1%
Nº3 20.06 · 09:50 TEXT 📄Over 140 graduates will take the CT in a chosen subject on a reserve day Most registered for math – 47...	VIEWS 4 284 REPOSTS 1	REACTIONS — ER 29.9%

Nº4

20.06 · 10:05

PHOTO

Tour operators massively reroute bus tours to Georgia, Abkhazia, and Dagestan Several companies have already reported that tours will...

VIEWS

4 257

REPOSTS

1

REACTIONS

—

ER

29.8%

Nº5

20.06 · 09:54

PHOTO

☒Belarusian athlete Sofya Krivetskaya became a prize-winner of the Asia Cup triathlon stage in Astana 14 women participated in the sprint...

VIEWS

4 246

REPOSTS

1

REACTIONS

—

ER

29.7%

|

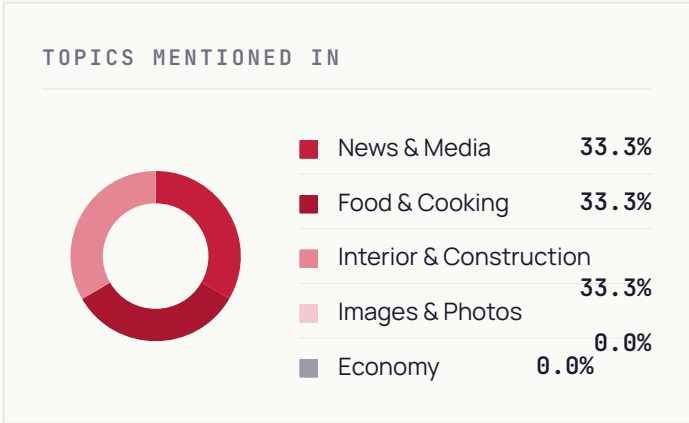
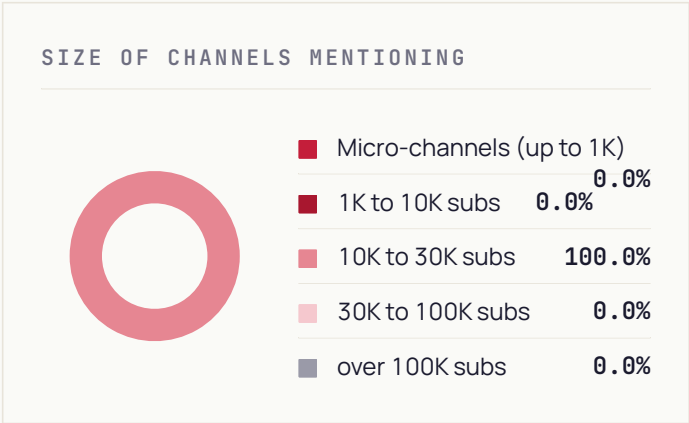
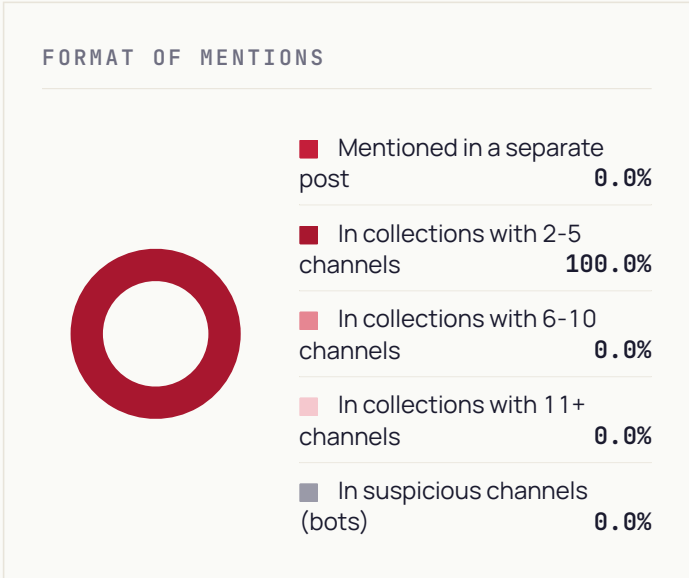
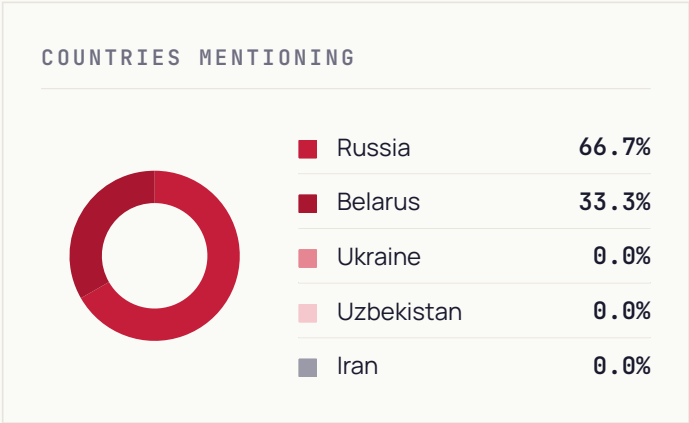
WORST 3

↓ 20.06 · 15:44 PHOTO ☒At the memorial complex in Borky, youth of the 'Iskra' movement of the 'Belaya Rus' party honored the memory of fascism victims Minsk News Today	VIEWS 3 532 REPOSTS 1	REACTIONS — ER 24.7%
↓ 21.06 · 17:13 TEXT Tax authorities to tighten control over Belarusians' finances from 2026 Belarusian tax authorities will get expanded access to data on expenses and...	VIEWS 3 530 REPOSTS 1	REACTIONS — ER 24.7%
↓ 20.06 · 10:56 TEXT Dear readers! We've curated a unique selection - only quality and fresh info: Minsk News Today - We promptly and...	VIEWS 3 524 REPOSTS 1	REACTIONS — ER 24.6%

SECTION 03 · MENTIONS

Who & how mentions the channel

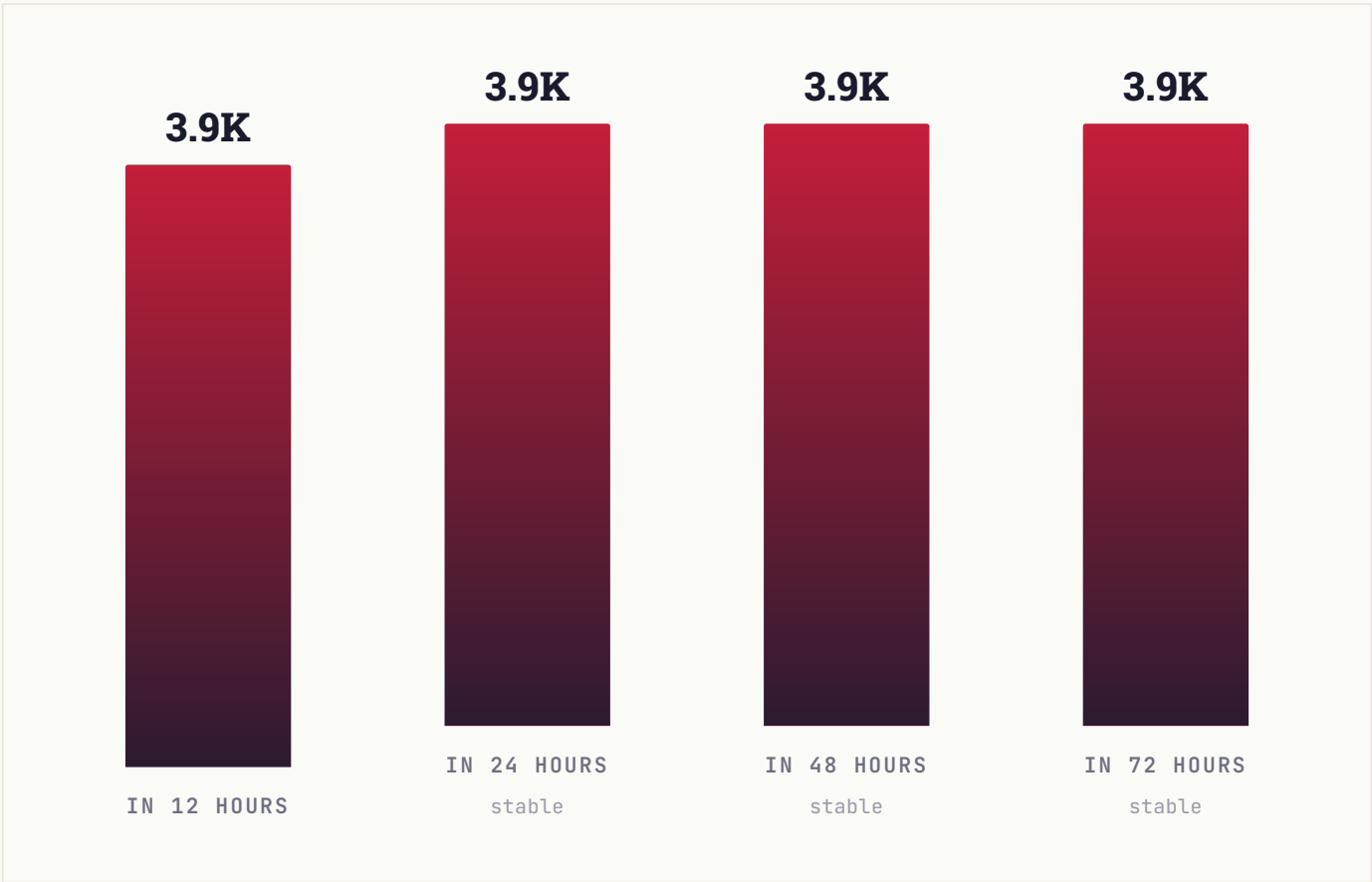
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: 3 different channels.



SECTION 04 · AD POTENTIAL

How long a post brings reach

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



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBS
NL NEXTA Live	764.2K
MG Minsk. Main!	215.5K
ON Onliner	148.6K
ZI Mirror News	107.8K
BE BELTA	81.2K
B&W CHP Belarus What's Happening?	75.7K
ML Minsk Live	73.1K
PB Overheard Belarus	60.2K
BY Belarus Галоўнае	58.2K
GG Gomel. Main!	56.4K
*M **Новости Минска Сегодня** YOU	14.3K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#74 of 99). Niche median: 19.3K subs.
First growth KPI: reach median. Leader: NEXTA Live (764.2K).

— SECTION 06 • NICHE COMPARISON

Where channel ranks in its league

Took 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.

#74 /100

NICHE RANK

Channel in bottom half of ranking

SUBS

27% below median



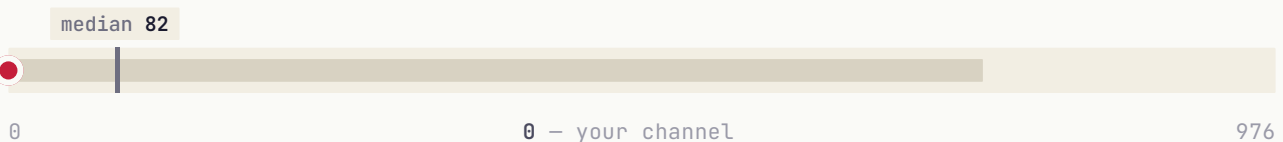
AVG REACH / POST

7% below median



CITATION INDEX

99% below median



— SECTION 07 · STRATEGY

What to do right now

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

- | | | |
|----|---|---|
| 01 | Main post of the week — on Friday
Audience most active on this day at 21:00 MSK. | EFFECT
Best window
for important
post |
| 02 | Increase video post share
Video in Telegram retains audience longer and is favored by the algorithm. Recommend increasing share to 15-25%. | EFFECT
Video retains
audience
better |
| 03 | 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 |
| 04 | Test polls & interactive formats
Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Swap posts with same-segment channels quarterly.
2-3 collabs give relevant growth — no need daily. | EFFECT
Relevant
audience
growth |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few 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
