

PUBLIC REPORT BY PROMTPRESS

Channel audit

Minsktrans



@minsktrans_official

Official channel of the state enterprise «Minsktrans». Operational information.

SUBSCRIBERS

14 972

+271 per month

ERR (% SEE POSTS)

29.0%

daily **22.2%**

REACH/POST

4.3K

ad reach **3.3K**/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 14 972 —	 SUBSCRIBER REACH 28.72% avg % subs see post	 VIEWS/POST 4.3K median 4.3K · 29 days	 POSTS/DAY 11.5 ~80 per week
 7D TREND -5.6% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 195 chars median 166 · 29 days	 POSTS ANALYZED 335 29 days
 AD REACH 3.3K 24h avg	 CHURN / MONTH +271 last month	 CITATION RATE 72 citation index · 166 channels mentioned all time	 CHANNEL AGE 5 years 9 months created 31.08.2020

AI EDITOR SUMMARY

Channel «Minsktrans» — 14 972 subs. Each post averages 4.3K people (29% of subs), good reach. Publishes 80 posts/week (~11/day) — very active. Week Jun 15–21 reach dropped -5.6% to week Jun 8–14 — worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **335** posts in 29 days.
- 02 Dominant format – **Text** (335/335 posts).
- 03 Avg post length – **195** chars (median 166).
- 04 Peak audience activity – **Friday, 06:00 MSK**.
- 05 Top posts gather **2x** more views than the weakest (6.2K avg top vs 3.5K worst) – among 335 posts in 29 days. Worth analyzing what the top have in common: topic, format, timing.

TOP 5 POSTS

Nº1 09.06 · 07:50 TEXT ☒Due to increased passenger inquiries about student fare payment during summer break, we remind: ☒...	VIEWS 6 594 REPOSTS 98	REACTIONS — ER 44.0%
Nº2 29.05 · 06:44 TEXT !! From 01.06.2026, weekday schedule changes for bus routes Nº 7a, 15, 26, 50S, 64, 67, 71, 78, 80, 96...	VIEWS 6 275 REPOSTS 44	REACTIONS — ER 41.9%
Nº3 29.05 · 14:45 TEXT Dear passengers! Due to congestion on Kuibysheva, Zakharova, Masherova Ave., transport is running behind schedule -25...	VIEWS 5 757 REPOSTS 3	REACTIONS — ER 38.5%

Nº4 29.05 · 08:16 TEXT 🔗 Changes to bus routes Nº 141a, 141b. See link.	VIEWS 5 528 REPOSTS 3	REACTIONS — ER 36.9%
Nº5 29.05 · 11:15 TEXT !! Temporary traffic changes due to roadwork on Kabushkina St. See link.	VIEWS 5 495 REPOSTS 9	REACTIONS — ER 36.7%

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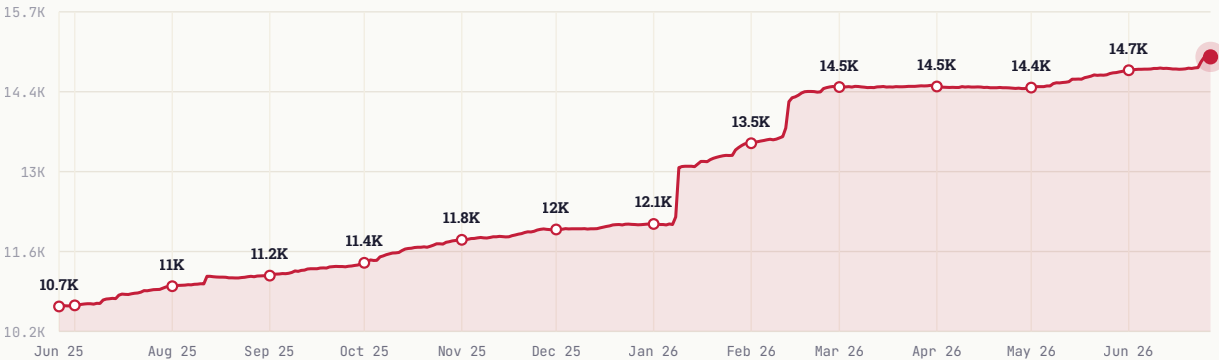
WORST 3

↓ 23.06 · 15:14 TEXT Dear passengers! Due to traffic congestion on Akademicheskaya St., public transport is running with delays...	VIEWS 3 571 REPOSTS 4	REACTIONS — ER 23.9%
↓ 14.06 · 13:13 TEXT Movement resumed at 16.11.	VIEWS 3 564 REPOSTS 1	REACTIONS — ER 23.8%
↓ 14.06 · 13:13 TEXT Movement resumed at 16.13.	VIEWS 3 320 REPOSTS 1	REACTIONS — ER 22.2%

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

10 677

NOW

14 972

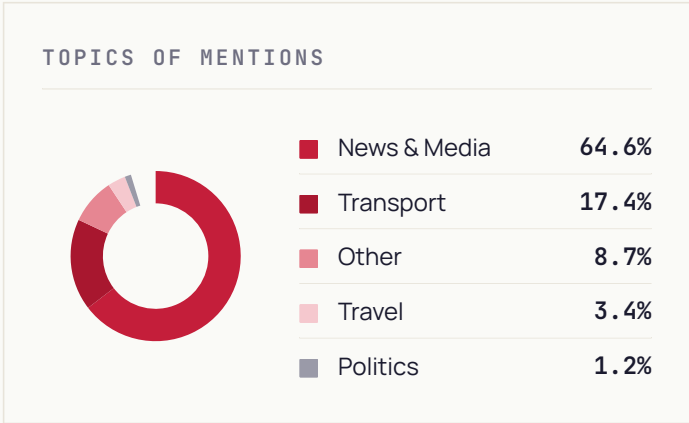
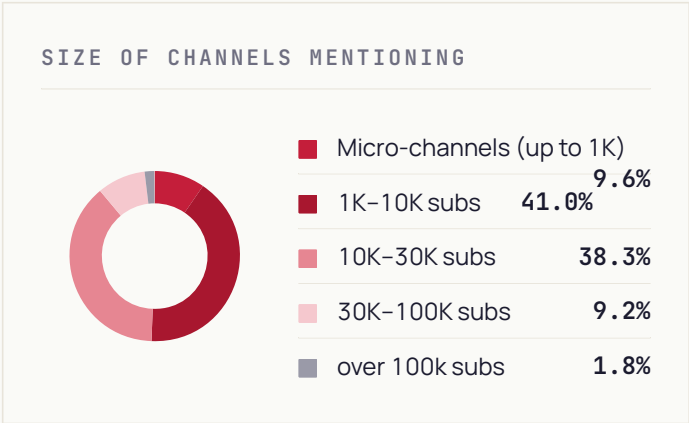
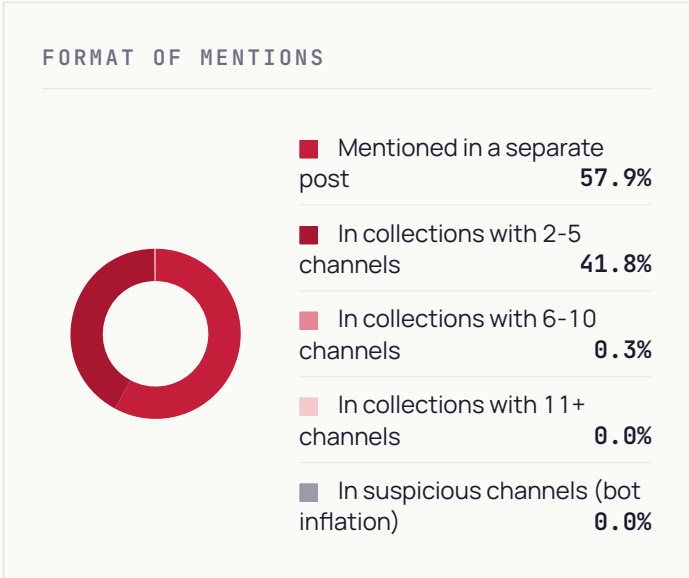
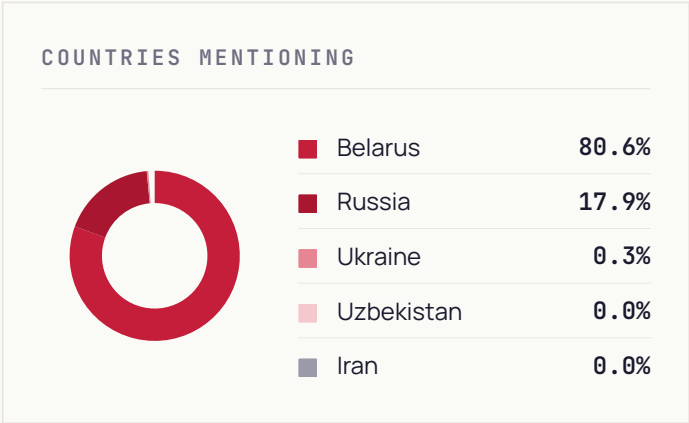
NET GROWTH

+4 295

SECTION 04 · MENTIONS

Who and how mentions the channel

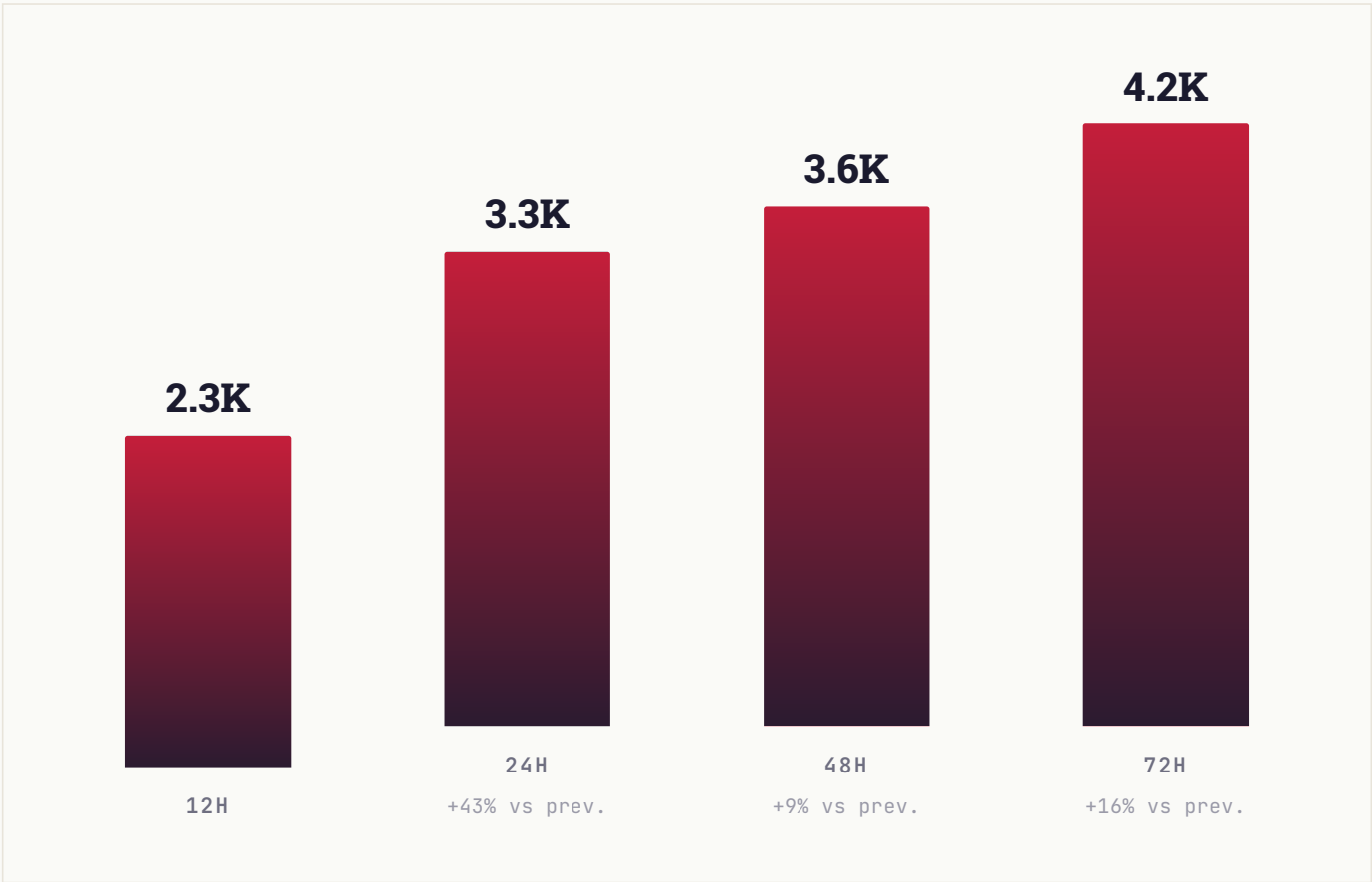
Citation index **72** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **166** different channels.



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

CHANNEL	SUBSCRIBERS
B- BELAVIA - Belarusian Airlines	56.2K
Ch Emergency Vitebsk	51.3K
UG UGAI GUVO Minsk City Executive Committee	35.9K
AN av.by news 🇧🇪	20.7K
MM Minsktrans.International routes	20K
AB AvtoGrodno	19.4K
LD Alloy wheels Belarus	18.9K
TR CARS RB UP TO \$500 🇷🇺🇧🇪	16.4K
GM Golden Mil Auto 🇷🇺🇧🇪	16K
PD PDD.by	15.9K
MI Minsktrans YOU	15K

COMPARATIVE OUTPUT

Channel in top quartile of niche (#11 of 100). Leader — BELAVIA - Belarusian Airlines (56.2K). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **491**, they brought **1 579** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	72	19	130	
November 2025	69	16	207	
October 2025	113	20	428	
Sep 2025	78	19	240	
August 2025	56	19	228	
July 2025	103	21	346	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
491	6	1 579

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Transport» (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.

#11/100

POSITION IN NICHE

Channel in top 11% – strong position



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and return to this report in a month.

- 01

Main post of the week — on Friday
Audience is most active on this day at 06:00 MSK.

EFFECT
Best window for an important post
- 02

Increase share of video posts
Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing its share to 15-25%.

EFFECT
Video retains audience better
- 03

System traffic buy
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress 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 point.

EFFECT
+5-15% ER
- 05

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

★ 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 with us and hit your growth plan in a month.

01

**Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager
