
PUBLIC REPORT BY PROMTPRESS

Channel audit

Official Ministry of Health - healthcare and pharma news of the Republic of Belarus



@minzdravbelarus

Share important info here: @mzbel_bot is the Ministry of Health's rapid response resource for EMERGENCY situations! We don't reply without specific data - full name, contact info, location...

SUBSCRIBERS

31 068

+161 per month

ERR (% SEE POSTS)

15.0%

per day 12.6%

REACH/POST

4.6K

ad reach 3.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 31 068 —	 SUBSCRIBER REACH 14.94% avg % of subs see post	 VIEWS/POST 4.6K median 4K · 29 days	 POSTS/DAY 13.1 ~92 per week
 7D TREND +27.1% vs previous week	 REACTIONS/POST 18.7 only 7,165 reactions, 4,734 reposts, 0 comments	 POST LENGTH 655 chars median 845 · 29 days	 POSTS ANALYZED 384 29 days
 AD REACH 3.9K 24h avg	 CHURN / MONTH +161 last month	 CITATION RATE 544 citation index · 1,687 channels mentioned ever	 CHANNEL AGE 6 years 3 months created 02.03.2020

AI EDITOR SUMMARY

Channel «Official Ministry of Health - news of healthcare and pharmaceuticals of the Republic of Belarus» — 31 068 subs. Each post averages 4.6K people (15% from subs), reach is low — consider expanding audience. Publishes 92 posts per week (~13/day) — very active. For week Jun 15–21, reach grew +27.1% to week Jun 8–14 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top engagement posts & underperformers – to see what to repeat & what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **384** posts over 29 days.
- 02 Dominant format – **Photo** (174/384 posts).
- 03 Avg post length – **655** chars (median 845).
- 04 Audience peak activity – **Saturday**, 21:00 MSK.
- 05 Top posts get **10x** more views than the weakest (25.4K avg for top vs 2.6K for worst) – among 384 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

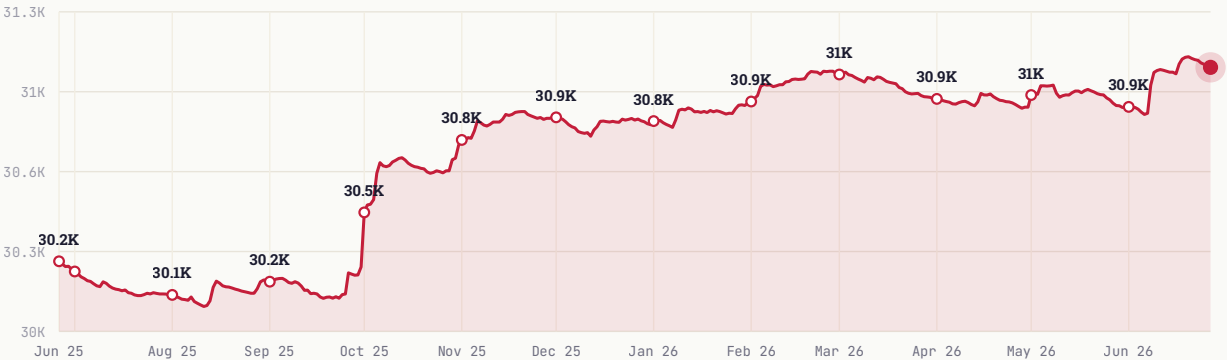
Nº1 21.06 · 06:36 PHOTO ☒Dear Colleagues, Healthcare Workers and Veterans! ☑You see how under the leadership of the Head of State the medicine of our...	VIEWS 29 278 REPOSTS 132	REACTIONS 105 ER 94.2%
Nº2 29.05 · 12:42 PHOTO ☒Direct Phone Line Dear Citizens! ☒ Tomorrow, May 30 (Saturday), Minister of Health of the Republic of Belarus Alexander...	VIEWS 26 504 REPOSTS 123	REACTIONS 26 ER 85.3%
Nº3 17.06 · 12:48 TEXT ☑☑☑☑☒ Official Comment: Health Minister Alexander Khodzhaev: to help those affected in the Bryansk region from Minsk...	VIEWS 20 278 REPOSTS 261	REACTIONS 90 ER 65.3%

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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.

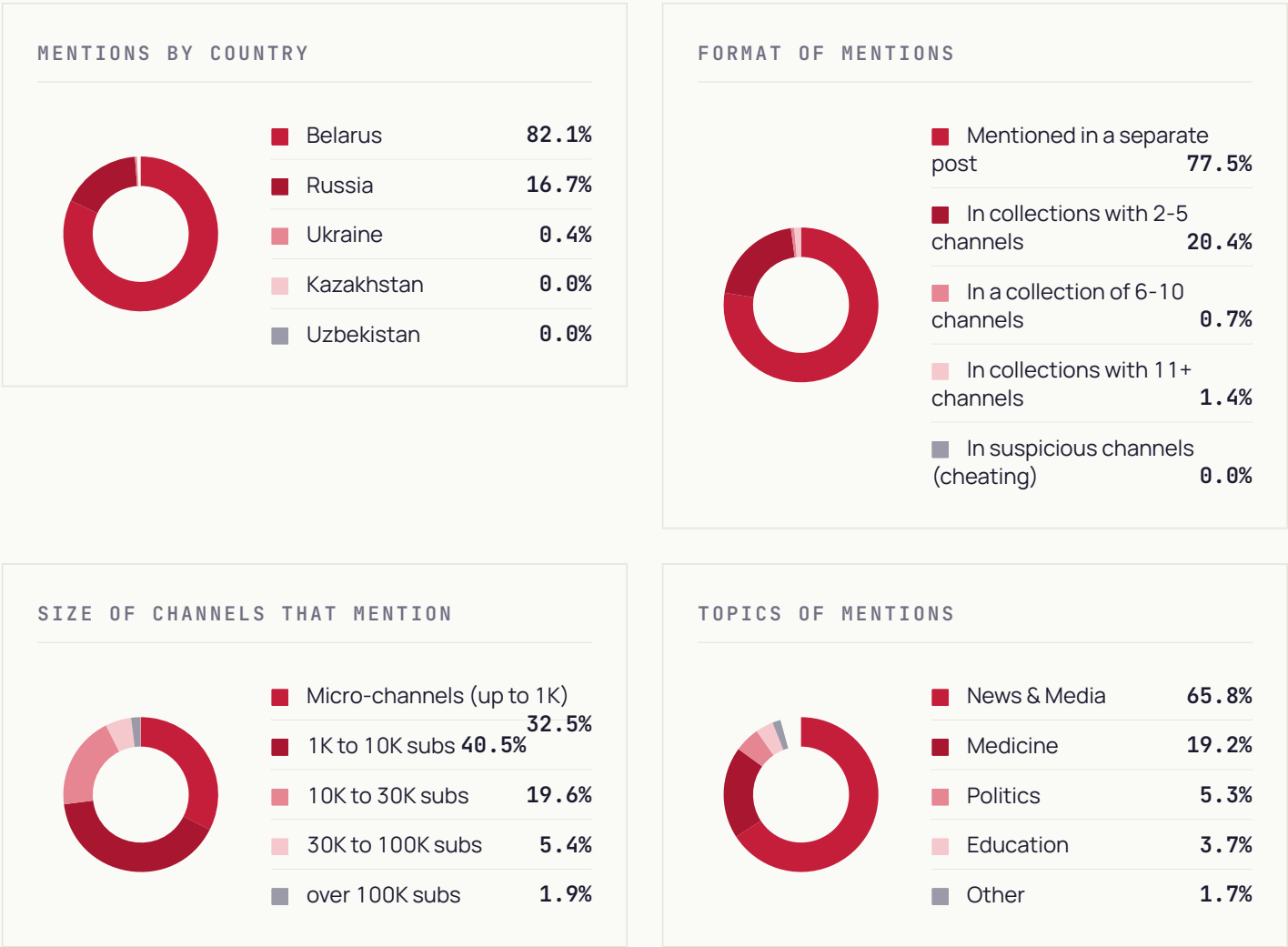


PERIOD START	NOW	NET GROWTH
30 248	31 068	+820

SECTION 04 · MENTIONS

Who mentions the channel and how

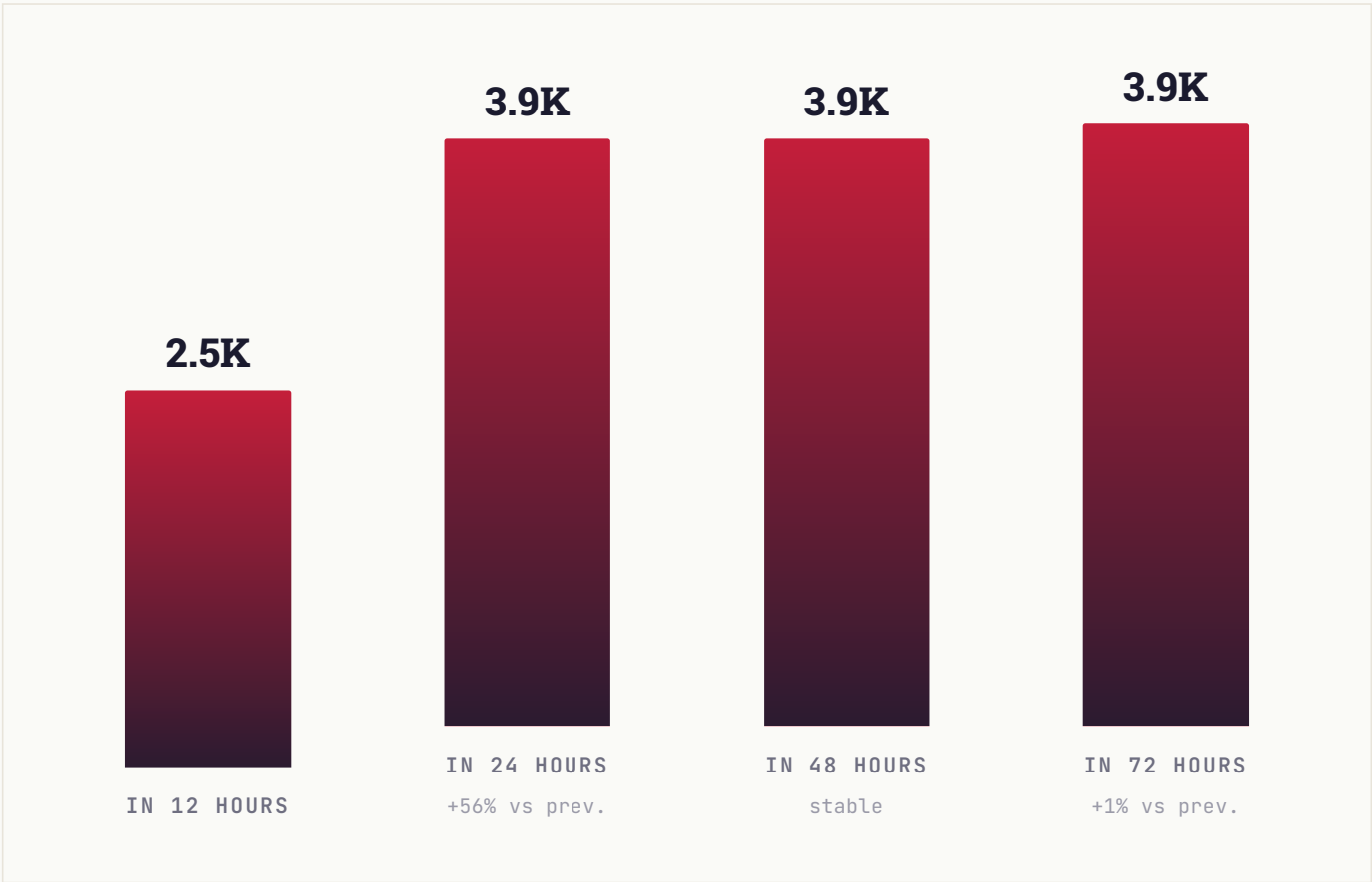
Citation index **544** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All time channel was mentioned **1 687** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
VA Vaccines_Minsk	32K
OM Official Ministry of Health - healthcare and pharma news of the Republic of Belarus YOU	31.1K
GO GomelRegMedicine	11.3K
PZ Healthcare Trade Union of Belarus	7.9K
BH White Coats. News	5.7K
ZM Healthcare of Mogilev Region ☒	4.5K
OR OrgZdravBel	4.1K
DD Dr. Dovnar-Zapolskaya	3.7K
IN Infectology.by	3K
AP Anti-drug platform "Being free is great!"	2.8K
G" Newspaper "Medical Bulletin"	2.1K

COMPARATIVE CONCLUSION

Channel in top-2 niche (#2 of 50 category channels). One of the leaders — client-partners can go for cross-promo as equals; for PR/reach you are a valuable media partner.

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 **917**, they brought **1 282** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	183	106	95	
November 2025	142	71	185	
October 2025	162	87	607	
September 2025	86	61	178	
August 2025	188	140	178	
July 2025	156	103	39	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
917	6	1 282

SECTION 08 · NICHE COMPARISON

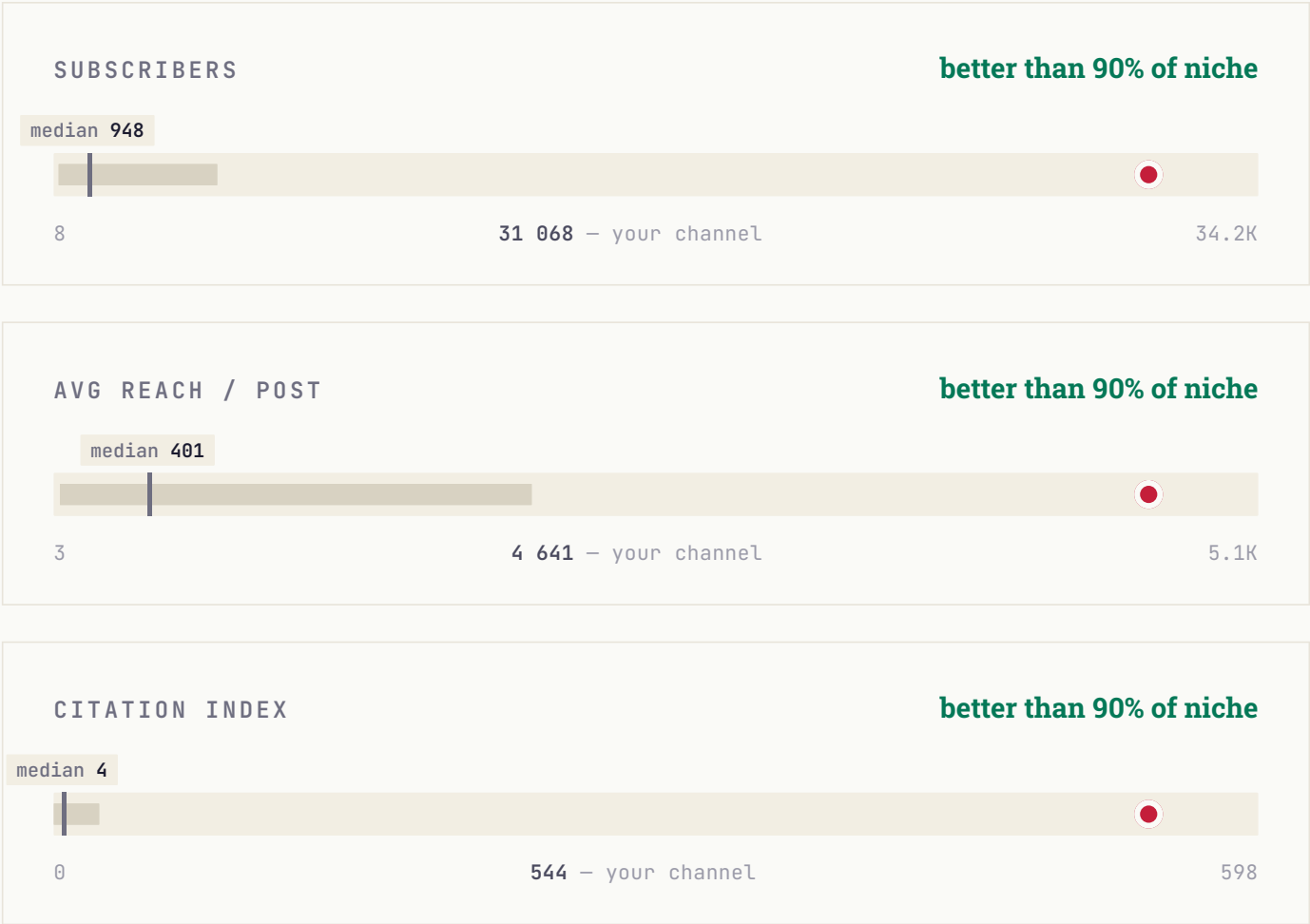
Where the channel stands in its league

Took top-50 channels in category «Medicine» (Belarus) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#2/50

RANK IN NICHE

Channel in top 4% medicine Belarus



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Saturday

Audience is most active on this day at 21:00 MSK.

EFFECT

**Best time for
important
posts**

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 give +5-15% to ER. One poll per week on a hot topic is an easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs bring 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 us to do it PromptPress?

This audit — what we can do in minutes from public data. Want to go further — run ads with us & close your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager