

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Minskaya Pravda|MLYN.by



@mlynby

Portal of Minsk Pravda news agency. <https://lnk.bio/mlyn.by> Got news? Send them to our bot! @mlyn_bot

SUBSCRIBERS

19 905

-7286 per month

ERR (% SEE POSTS)

7.0%

in 24 hrs 4.7%

REACH/POST

1.3K

ad reach 950/24h

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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 19 905 —	SUBSCRIBER REACH 6.52% avg % subs see post	VIEWS/POST 1.3K median 978 · 15 days	POSTS/DAY 33.3 ~233 per week
7D TREND — no data for period	REACTIONS/POST 6.2 only 3,247 reactions, 3,900 reposts, 29 comments	POST LENGTH 513 chars median 490 · 15 days	POSTS ANALYZED 520 15 days
AD REACH 950 24h avg	CHURN / MONTH -7286 last month	CITATION RATE 517 citation index · 1,531 channels mentioned all time	CHANNEL AGE 7 years 7 months created 11.10.2018

AI EDITOR SUMMARY

Channel «Minskaya Pravda|MLYN.by» — 19 905 subs. Each post gets avg 1.3K people (7% from subs), reach is low — should grow audience. Publishes 233 posts/week (~33/day) — very active publishing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 520 posts in 15 days.
- 02 Dominant format – Photo (315/520 posts).
- 03 Avg post length – 513 chars (median 490).
- 04 Peak audience activity – Sunday, 09:00 MSK.
- 05 Top posts get 11x more views than the weakest (8.4K avg for top vs 757 for worst) – among 520 posts in 15 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 31.05 · 06:45 PHOTO ☒ What awaits Belarusians in June? ☒ Loans get cheaper, utilities rise, and fines for hogweed start. From June 1...	VIEWS 11 600 REPOSTS 44	REACTIONS 7 ER 58.3%
Nº2 28.05 · 20:22 VIDEO ☒ October in May May 29: strong winds, rain, and thunderstorms in most of the country. ☒ In many regions, gusts...	VIEWS 6 779 REPOSTS 15	REACTIONS 11 ER 34.1%
Nº3 27.05 · 18:16 VIDEO ☒ Gusty winds and rain expected again in Belarus Winds up to 15-20 m/s, with thunderstorms on Thursday. ☒ Get the most...	VIEWS 6 688 REPOSTS 10	REACTIONS 5 ER 33.6%

Nº4 25.05 · 18:12 VIDEO ⌕ Thunderstorms and gusty winds to hit most of Belarus on May 26 ⌕ Get the most accurate hourly forecast for your city...	VIEWS 6 409 REPOSTS 16	REACTIONS 4 ER 32.2%
Nº5 26.05 · 18:51 VIDEO ⌕ Orange alert for wind in Belarus on May 27 ⌕ Get the most accurate forecast for your city...	VIEWS 6 390 REPOSTS 20	REACTIONS 8 ER 32.1%

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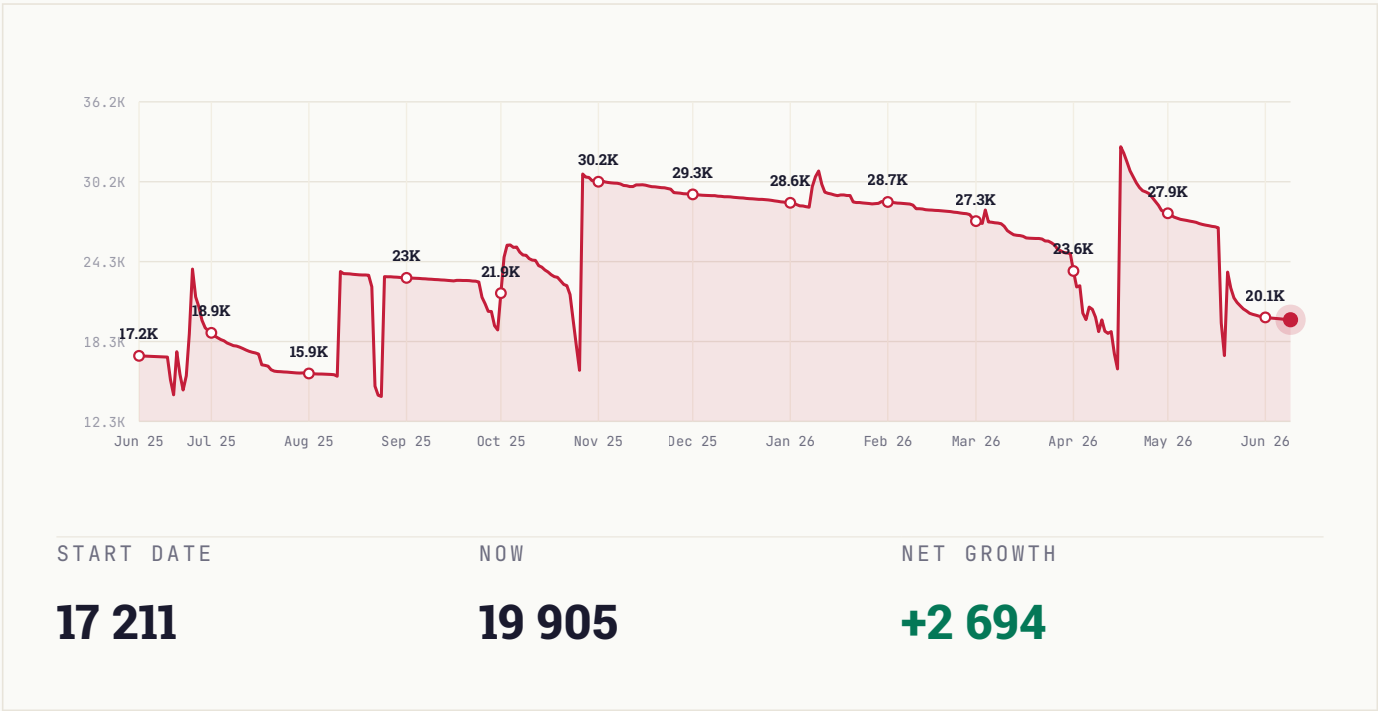
WORST 3

↓ 29.05 · 15:47 VIDEO ⌕ Indonesia blocks betting platform for literally everything Reason: a bet on the president's resignation. ⌕ Unexpectedly...	VIEWS 769 REPOSTS 1	REACTIONS 1 ER 3.9%
↓ 29.05 · 15:17 VIDEO ⌕ Which country has more pyramids: Egypt or Sudan? → Testing passerby knowledge again: tricky questions in this episode...	VIEWS 766 REPOSTS 1	REACTIONS 1 ER 3.8%
↓ 29.05 · 14:50 VIDEO !Who should decide on Armenia's exit from the Eurasian Union. ⌕ «We will accept it». #Lukashenko ⌕ Read us in MAX	VIEWS 738 REPOSTS 1	REACTIONS 1 ER 3.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

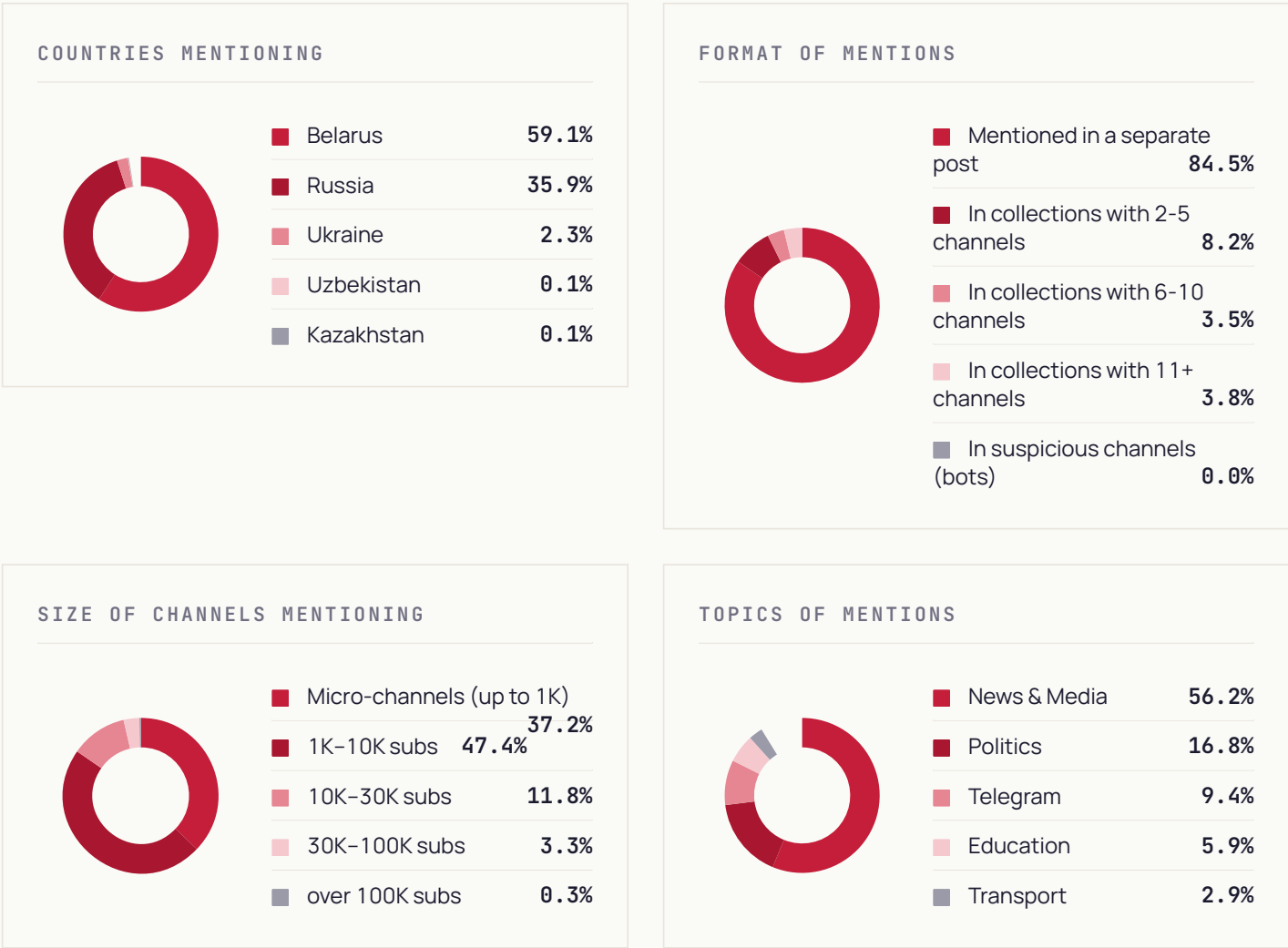
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

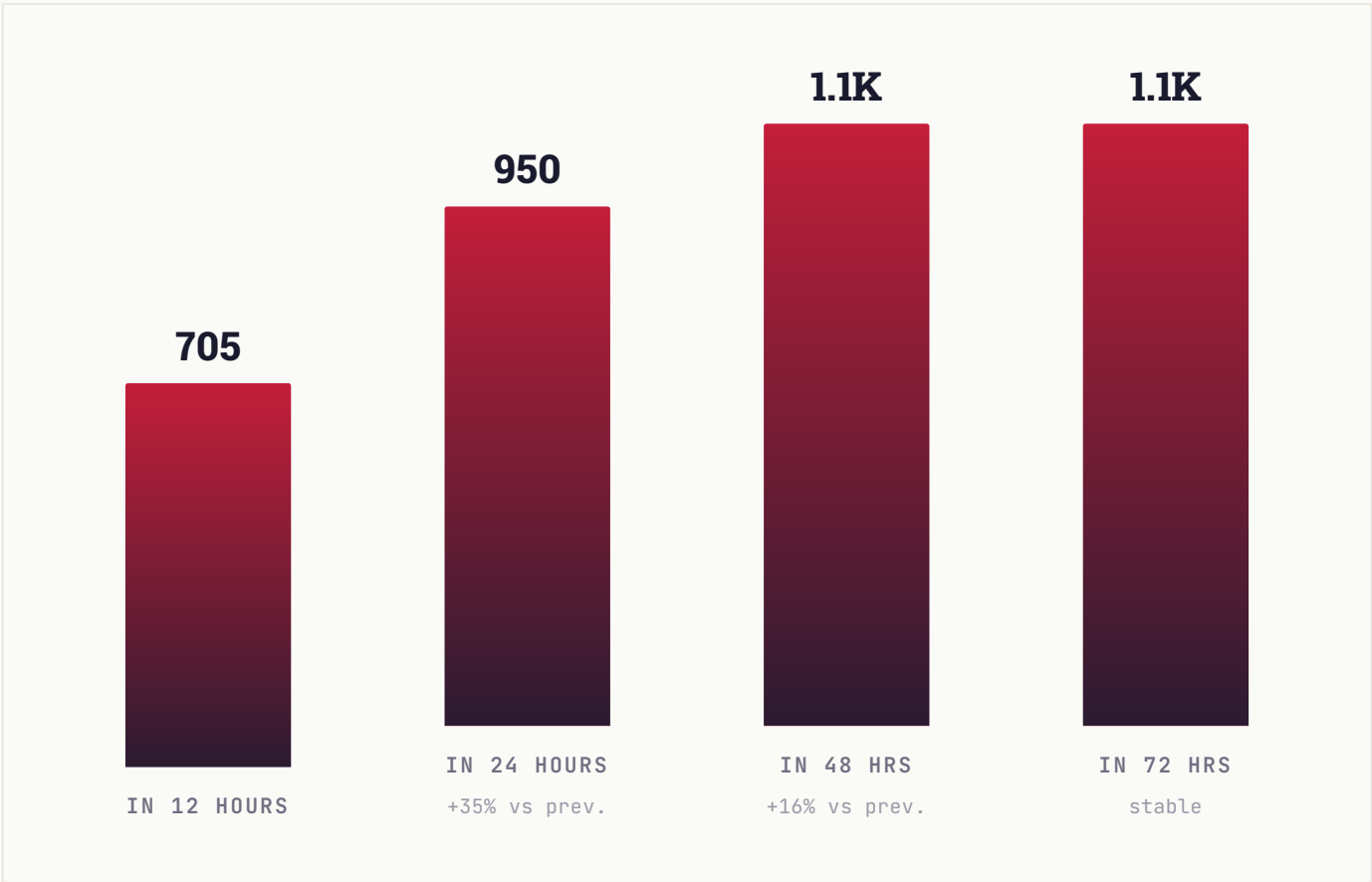
Citation index **517** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a channel with 100K subs weighs more than from 1K subs. All time the channel was mentioned **1 531** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long 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
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 CP Belarus What's Happening?	75K
ML Minsk Live	72.8K
PB Podslushano Belarus	58.2K
BG Belarus Галоўнае	56.8K
GG Gomel. Main!	56K
MP Minskaya Pravda MLYN.by	19.9K

COMPARATIVE CONCLUSION

Channel inbottom half of niche top-100 (#50 of 97). Niche median — 19.8K subs. First growth KPI — reach the median. Leader: NEXTA Live (764.9K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **5 384**, they brought **38 085** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	646	180	0	
November 2025	868	203	232	
October 2025	651	147	21 035	
Sep 2025	943	269	34	
August 2025	1 466	348	16 776	
July 2025	810	196	8	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
5 384	6	38 085

SECTION 08 · NICHE COMPARISON

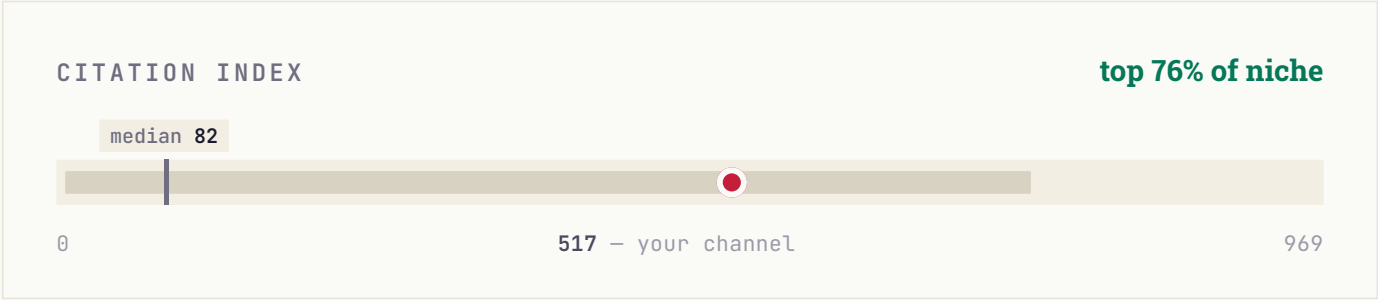
Where channel ranks in its league

Top-100 channels in category «News & Media» (Belarus) and saw how your channel compares. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#50/100

POSITION IN NICHE

Channel in top half of ranking



— 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

Top post of the week — Sunday

Audience most active on this day at 09:00 MSK.

EFFECT

**Best window
for an
important post**

02

System traffic buy

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Cross-post with same-niche channels quarterly. 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes from public data.
Want to go further? Run ads through us and hit your growth
target 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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