

PUBLIC REPORT BY PROMTPRESS

Channel audit

Ministry of Taxes and Duties of Belarus



@mnsrb

Official channel of the Ministry of Taxes and Duties of Belarus Site:
nalog.gov.by Instagram: mns_belarus TikTok: prosto_o_nalogah
YouTube: nalogby

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
15 116	41.0%	6.2K
+239 per month 11.06.2026	Daily 19.0%	Ad reach 2.9K /24h
HTTPS://PROMTPRESS.COM/AUDIT/MNSRB		

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 15 116 —	 SUBSCRIBER REACH 41.34% Avg % subs see post	 VIEWS/POST 6.2K Median 5.7K · 28 days	 POSTS/WEEK 13.2 Period
 7D TREND +3.0% vs previous week	 REACTIONS/POST 23.4 1,241 reactions, 1,450 reposts, 0 comments	 POST LENGTH 650 chars Median 765 · 28 days	 POSTS ANALYZED 53 28 days
 AD REACH 2.9K Avg per 24h	 CHURN / MONTH +239 Last month	 QUOTABILITY 71 Citation index · 332 channels mentioned all time	 CHANNEL AGE 8 years 8 months Created 12.09.2017

AI EDITOR SUMMARY

Channel «Ministry of Taxes and Duties of Belarus» — 15 116 subs. Each post avg views 6.2K people (41% from subs), wide reach for a channel this size. Publishes 13 posts/week (~2/day) — regular pace. Week May 25–31 reach Stable (+3.0% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 53 posts over 28 days.
- 02 Dominant format – Text (31/53 posts).
- 03 Avg post length – 650 chars (median 765).
- 04 Peak audience activity – Saturday, 18:00 MSK.
- 05 Strongest posts get 3x More views than weakest (12.6K avg top vs 4.5K worst) – among 53 posts over 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 15.05 · 15:46 VIDEO 👤 Minsk couple illegally sold Moscow shoes via messengers 👤 Operational officers...	VIEWS 14 290 REPOSTS 111	REACTIONS 28 ER 94.5%
Nº2 30.05 · 15:28 TEXT 👤 SPOT from June 1, 2026 👤 Ministry of Taxes informs that on May 29, 2026, the Russian Government adopted a resolution...	VIEWS 13 280 REPOSTS 404	REACTIONS 64 ER 87.9%
Nº3 01.06 · 06:58 TEXT 👤 👤 📢📢📢📢📢📢📢📢📢📢📢 !!Today (June 1, 2026) is the deadline for individuals to pay assessed income tax...	VIEWS 10 270 REPOSTS 15	REACTIONS 21 ER 67.9%

Nº4 22.05 • 14:32 PHOTO ☎ On May 23, 2026, a direct phone line with Head of Individual Taxation KOVALEVSKY Andrey...	VIEWS 9 801 REPOSTS 3 REACTIONS 15 ER 64.8%
Nº5 29.05 • 14:34 PHOTO ☎ On May 30, 2026, a direct phone line with Head of Control Activities EVDAZYOVA...	VIEWS 9 426 REPOSTS 4 REACTIONS 14 ER 62.4%

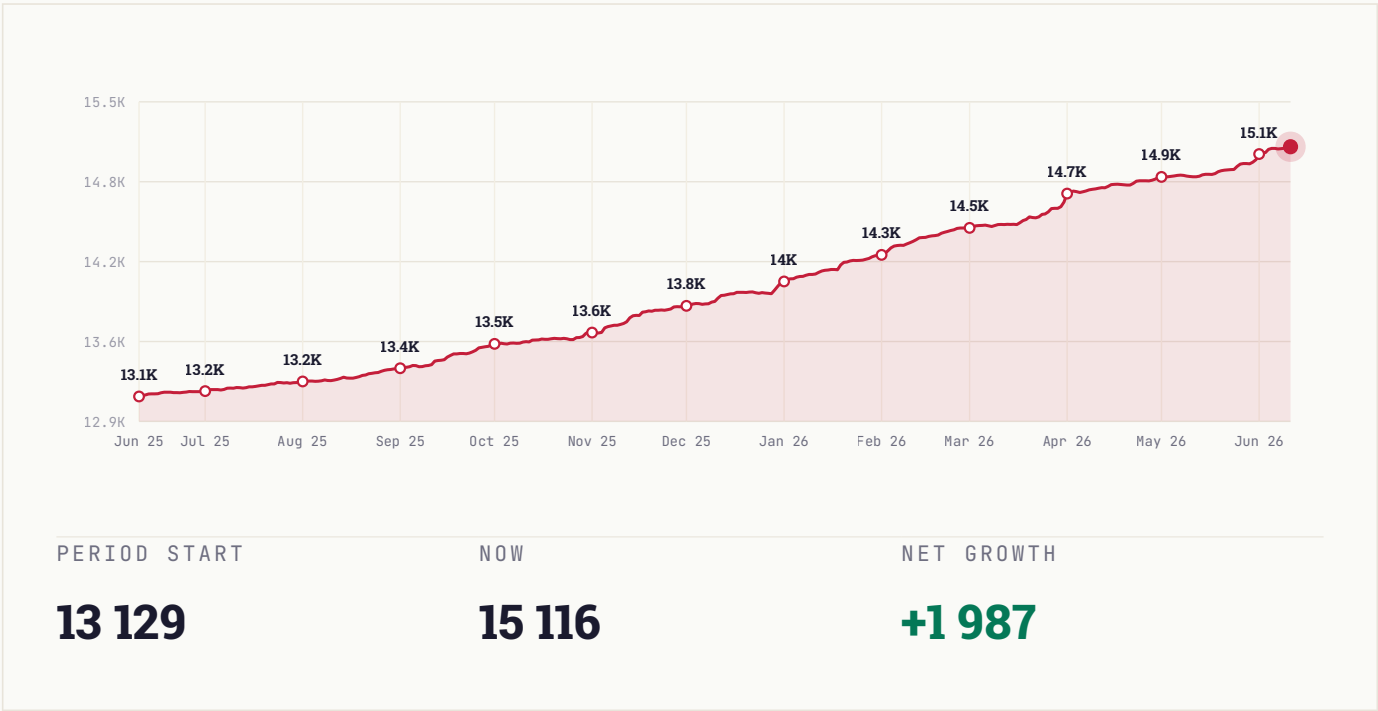
WORST 3

↓ 15.05 • 09:35 POLL (post without caption – poll)	VIEWS 4 772 REPOSTS 5 REACTIONS 20 ER 31.6%
↓ 05.06 • 09:40 TEXT ☒ Commentary on Ministry of Taxes and Duties Resolution No. 18 of May 26, 2026 'On Offset of Overpaid Amount...	VIEWS 4 520 REPOSTS 20 REACTIONS 14 ER 29.9%
↓ 21.05 • 08:08 TEXT ☒ Passenger transport control continues! Ongoing checks. Already...	VIEWS 4 324 REPOSTS 7 REACTIONS 17 ER 28.6%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

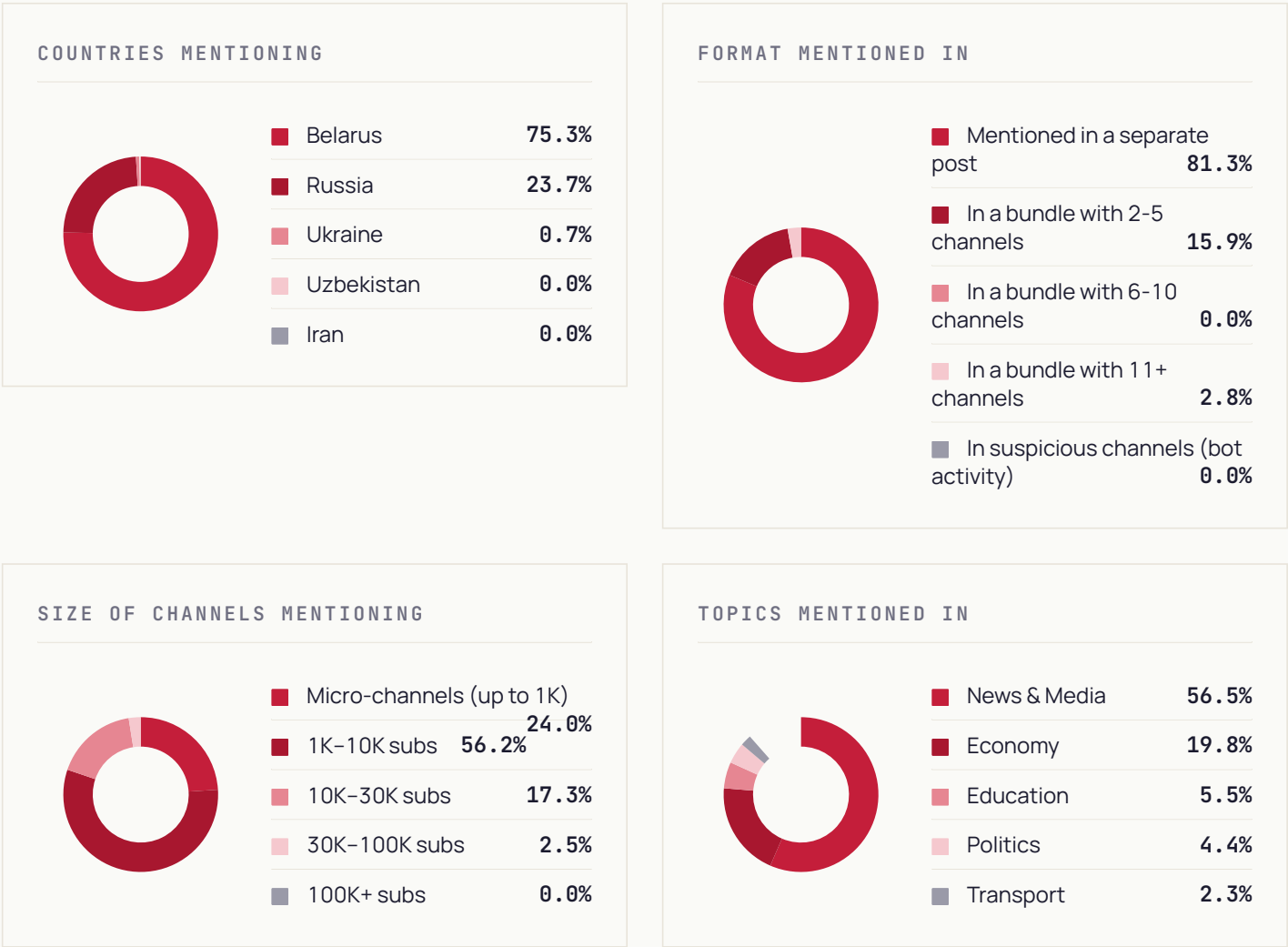
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

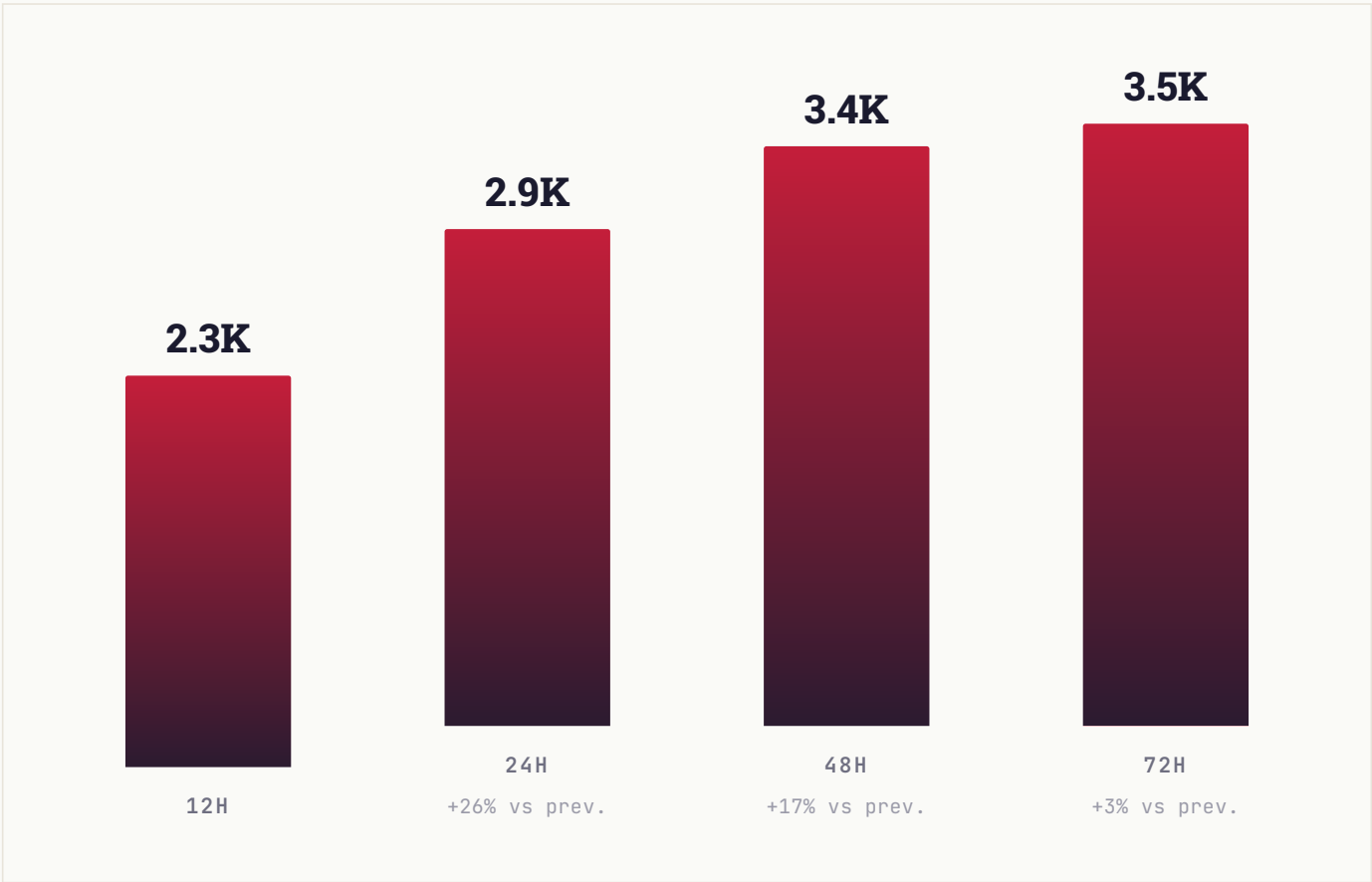
Citation index **71** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **332** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should 'live'.



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
A(Alfa-Bank (Belarus)	79.3K
SB Sber Bank (Belarus)	39.2K
BK Belarusbank: channel	35.9K
MY Myfin.by	27.3K
MA MART	22.2K
PR Priorbank	18.2K
BA BANKI24.BY	17.7K
MR Ministry of Taxes and Duties of Belarus YOU	15.1K
UE Operational Management of the MNS Inspection for Minsk	14.6K
BE Belagroprombank	11.1K
EB Belarus Economy	8.4K

COMPARATIVE INSIGHT

Channel in Niche top-10 (#8 of 67). Strong position. Niche leader — Alfa-Bank (Belarus) (79.3K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** Such mentions: **133**, they brought **985** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	8	7	217	
Nov 2025	81	73	217	
Oct 2025	10	10	136	
Sep 2025	19	19	203	
August 2025	13	10	122	
July 2025	2	1	90	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
133	6	985

SECTION 08 · NICHE COMPARISON

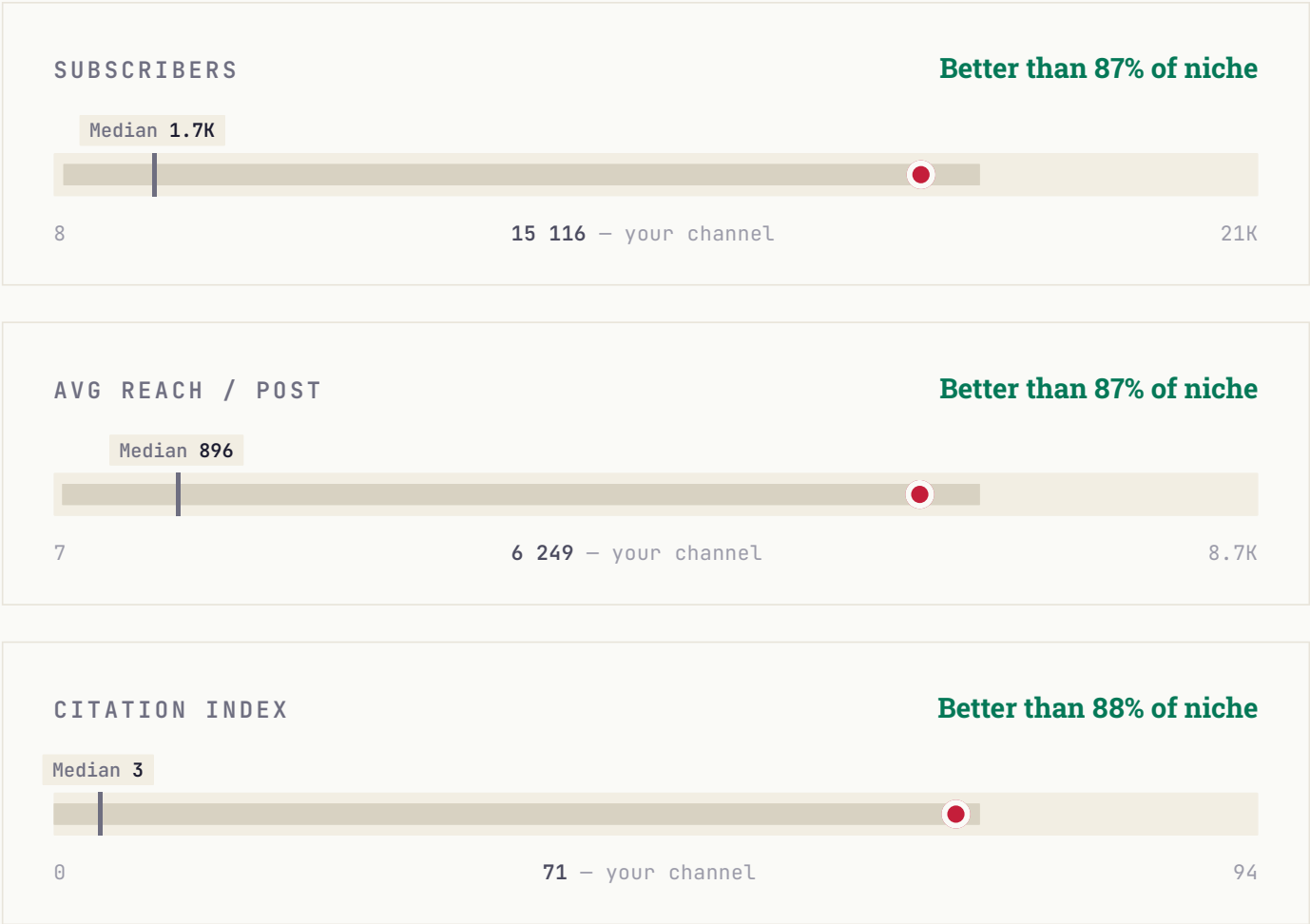
Where the channel stands in its league

Took top-67 Channels in category «Economy» (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.

#8/67

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 Saturday

Audience is most active on this day at 18:00 MSK.

EFFECT

Best window for an important post
- 02

Increase video post share

Video in Telegram holds audience longer and is favored by the algorithm. We recommend reaching 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 picks sources for your niche.

EFFECT

+1000-3000 subs
- 04

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 lever.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with us and close your growth plan in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
