

PUBLIC REPORT BY PROMTPRESS

Channel audit

Mogilev. Main!



@mogilev

Main news Telegram channel of Mogilev Ads ■@glavnoebel ■
Suggest news — @suggestmogilevbot

SUBSCRIBERS

46 788

-92 per month

ERR (% SEE POSTS)

29.0%

in 24h **24.0%**

REACH/POST

13.4K

ad reach **11.2K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBSCRIBERS 46 788 —	 SUBSCRIBER REACH 28.62% avg % subs see post	 VIEWS/POST 13.4K median 13.6K · 29 days	 POSTS/DAY 15.8 ~110 per week
 7D TREND +1.8% vs previous week	 REACTIONS/POST 147.8 total 69,781 reactions, 36,326 reposts, 5,093 comments	 POST LENGTH 244 chars median 204 · 29 days	 POSTS ANALYZED 472 29 days
 AD REACH 11.2K 24h avg	 CHURN / MONTH -92 last month	 CITATION RATE 52 citation index · 446 channels mentioned ever	 CHANNEL AGE 3 years 2 months created 02.04.2023

AI EDITOR SUMMARY

Channel «Mogilev. Main!» — 46 788 subs. Each post gets avg 13.4K people (29% of subs), good reach. Publishes 110 posts/week (~16/day) — very active. Week of May 25–31 reach stable (+1.8% vs week 18–24 May).

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **472** posts in 29 days.
- 02 Dominant format – **Photo** (308/472 posts).
- 03 Avg post length – **244** chars (median 204).
- 04 Peak audience activity – **Monday**, 01:00 MSK.
- 05 Strongest posts get **2×** more views than the weakest (17.6K avg for top vs 11.5K for worst) – among 472 posts over 29 days. Worth analyzing what the top ones share: topic, format, timing.

TOP 5 POSTS

Nº1 21.05 · 18:07 PHOTO 📍 From May 29, Mira Ave will be closed for a month Full closure of Mira Ave section – from Kosmonavtov and Yakubovsky streets to the former...	VIEWS 18 805 REP. 1 052	REACTIONS 256 ER 40.2%
Nº2 26.05 · 10:40 PHOTO 📍 Headliner of 'Star Prom-2026' will be Eldar Dzharakhov 1📍 Subscribe!	VIEWS 17 249 REP. 1 069	REACTIONS 352 ER 36.9%
Nº3 22.05 · 18:01 PHOTO 📍 On May 23 from 8:00 to 19:00 trolleybus traffic in Mogilev will be restricted Due to road repairs on Pervomayskaya St (from Lipovaya Alley to...	VIEWS 16 660 REP. 132	REACTIONS 90 ER 35.6%

Nº4

25.05 · 22:02

PHOTO

✂

Diagram of changed bus routes since May 29

Save and share.

🔔 Subscribe

VIEWS

16 651

REACTIIONS

137

REP.

776

ER

35.6%

Nº5

15.05 · 10:05

PHOTO

🔔

Another scam trick — they write in Telegram posing as clinic staff Under the pretext of 'updating medical records' they ask to clarify...

VIEWS

16 346

REACTIIONS

75

REP.

233

ER

34.9%

WORST 3

↓

06.06 · 12:20

VIDEO

😊

A new art object appeared on Chelyuskintsev

🔔 Subscribe!

VIEWS

11 638

REACTIIONS

147

REP.

32

ER

24.9%

↓

06.06 · 12:02

PHOTO

🔔

In Klimovichi at the intersection of Internatsionalnaya and Sverdlova, a Lada crashed into an Audi 52-year-old driver failed to yield on the main road. From the impact...

VIEWS

11 608

REACTIIONS

64

REP.

75

ER

24.8%

↓

06.06 · 12:01

VIDEO

🔔

A modest pond in Kazimirovka gained special charm — water lilies bloomed on its surface

🔔 Subscribe!

VIEWS

11 312

REACTIIONS

163

REP.

29

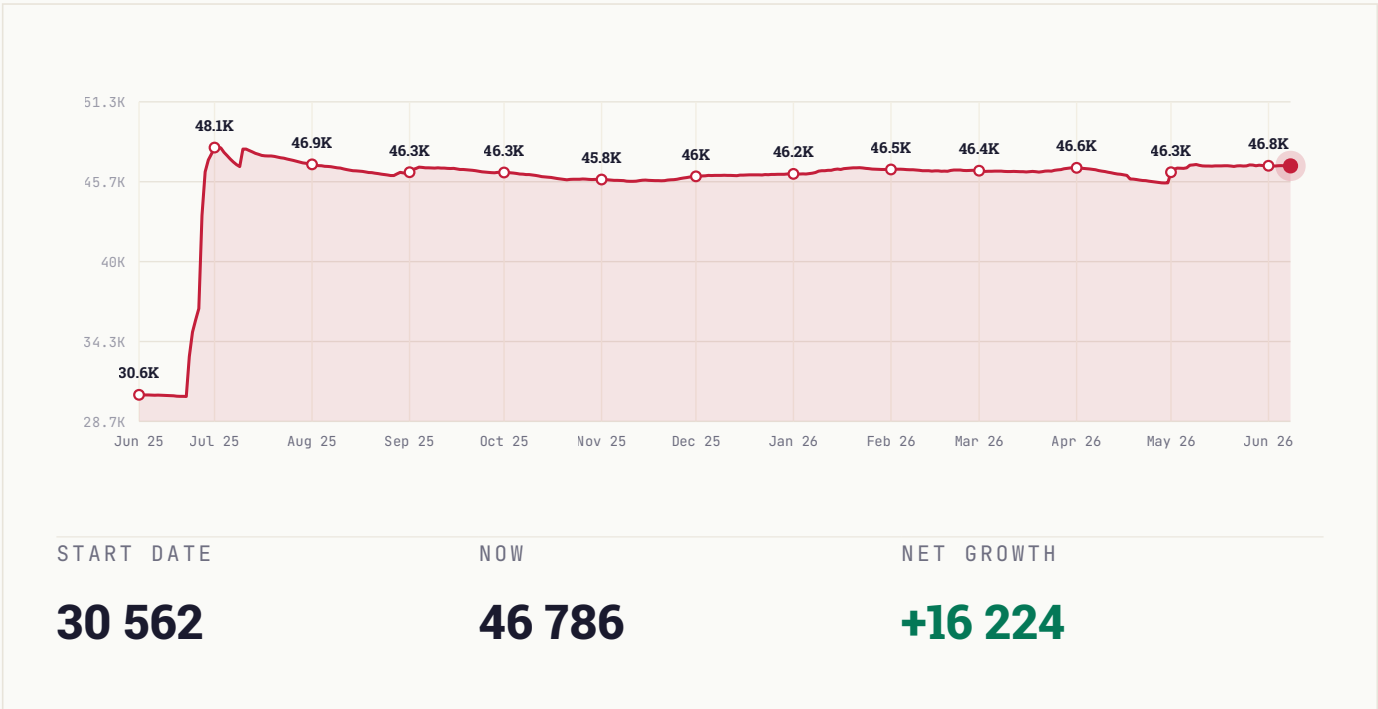
ER

24.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

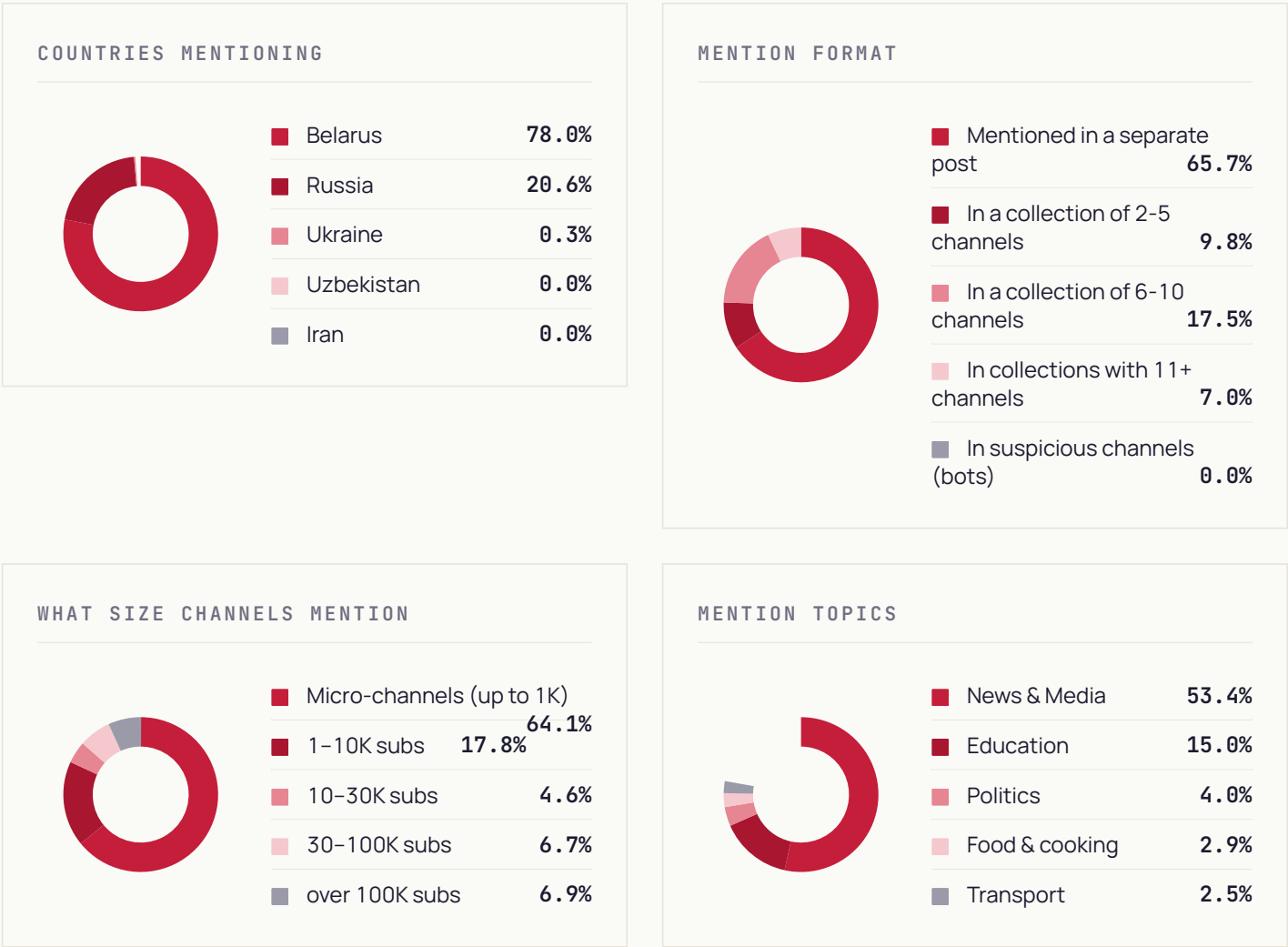
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

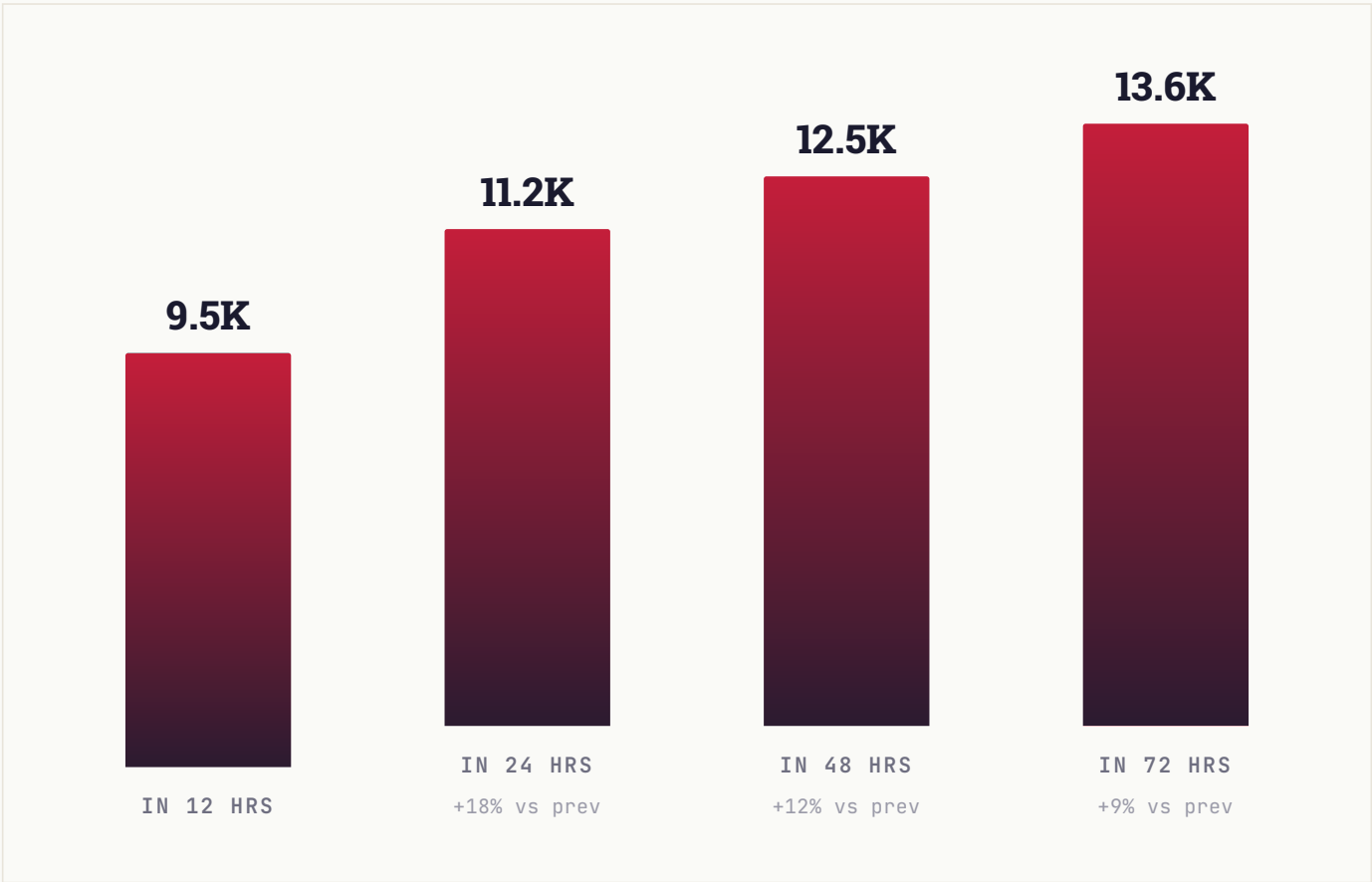
Citation index **52** — channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **446** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by 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 — you can see its rank among niche peers.

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 Emergency Belarus What's Happening?	75K
ML Minsk Live	72.8K
PB Eavesdropping Belarus	58.2K
BG Belarus Gałoŭnaje	56.8K
GG Gomel. Main!	56K
MG Mogilev. Main! YOU	46.8K

COMPARATIVE SUMMARY

Channel intop quartile of niche (#15 of 97). Leader — NEXTA Live (764.9K). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **283**, they brought **3 223** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	13	6	255
Nov 2025	31	18	393
Oct 2025	16	7	72
Sep 2025	25	13	512
August 2025	117	10	227
July 2025	81	27	1 764

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
283	6	3 223

SECTION 08 · NICHE COMPARISON

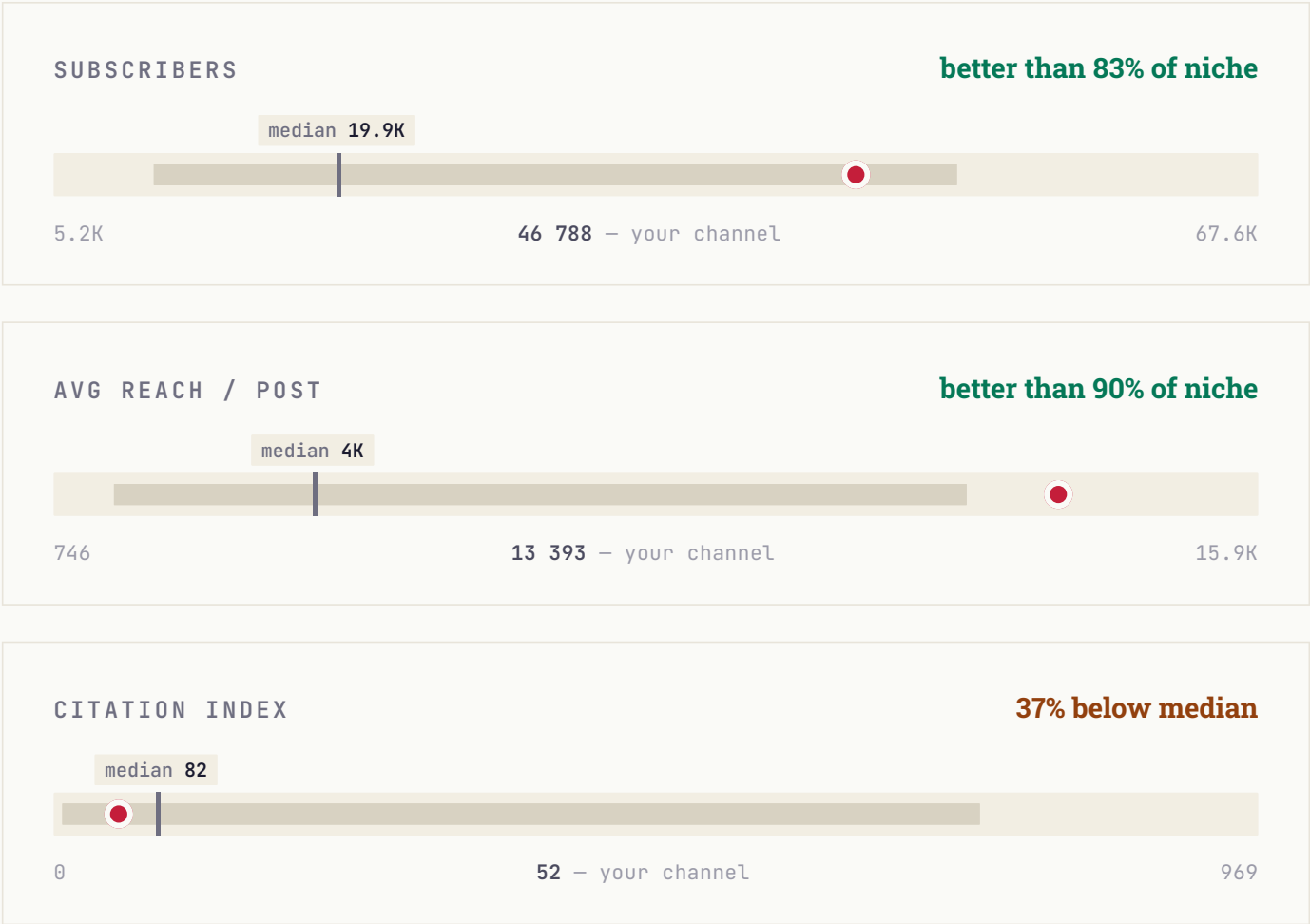
Where channel stands in its league

Took top-100 channels in category «News & Media» (Belarus) and compared your channel against them. Gray band: range where 80% of niche channels fall (p10 to p90). Black vertical: median. Red dot: your channel.

#71/100

POSITION IN NICHE

Channel in bottom half of ranking



— SECTION 09 · STRATEGY

What to do right now

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

01**Top post of the week — on Monday**

On this day at 01:00 MSK audience is most active.

EFFECT

**Best window
for important
post****02****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****03****Test polls & interactive formats**

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Cross-post with similar channels quarterly. 2-3 collabs
give relevant growth — no need daily.

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 this **PromptPress?**

This audit — 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