

PUBLIC REPORT PROMTPRESS

# Channel audit

## MOGILEVNEWS



@mogilevnewsby

Official Telegram channel of IA "Mogilevskie Vedomosti". Subscribe and stay updated on key topics of the region, country, and world. Chat bot to contact us @MogilevNews\_Chat\_bot

SUBSCRIBERS

**16 937**

-126 per month

ERR (% SEE POSTS)

**8.0%**

in 24 hrs **5.3%**

REACH/POST

**1.2K**

ad reach **893**/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.

|                                                                                                                                                  |                                                                                                                                                                                       |                                                                                                                                                                                         |                                                                                                                                                                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>16 937</div> <div>—</div>          | <div> SUBS REACH</div> <div>6.8%</div> <div>avg % subs see post</div>                                | <div> VIEWS/POST</div> <div>1.2K</div> <div>median 1K · 11 days</div>                                  | <div> POSTS/DAY</div> <div>41.4</div> <div>~290 per week</div>                      |
| <div> 7D TREND</div> <div>—</div> <div>no data for period</div> | <div> REACTIONS/POST</div> <div>2.8</div> <div>only 1,303 reactions, 1,654 reposts, 7 comments</div> | <div> POST LENGTH</div> <div>485 chars</div> <div>median 468 · 11 days</div>                           | <div> POSTS ANALYZED</div> <div>458</div> <div>11 days</div>                        |
| <div> AD REACH</div> <div>893</div> <div>24h avg</div>        | <div> CHURN / MONTH</div> <div>-126</div> <div>over the last month</div>                           | <div> CITATION RATE</div> <div>157</div> <div>citation index · 653 channels mentioned all time</div> | <div> CHANNEL AGE</div> <div>8 years 7 months</div> <div>created 22.10.2017</div> |

AI EDITOR SUMMARY

Channel «MOGILEVNEWS» — 16 937 subs. Each post averages 1.2K people (7% from subs), reach is low — consider expanding audience. Publishes 290 posts per week (~41/day) — very active posting.

SECTION 02 · CONTENT ANALYSIS

# What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **458** posts over 11 days.
- 02 Dominant format — **Photo** (236/458 posts).
- 03 Avg post length — **485** chars (median 468).
- 04 Peak audience activity — **Sunday**, 08:00 MSK.
- 05 Strongest posts get **11x** more views than the weakest (5.6K avg for top vs 524 for worst) — among 458 posts over 11 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                      |                                                                     |                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº1</div><div>05.06 · 11:18</div><div>PHOTO</div></div> <div>&lt;From soil to victory: best plowmen from ☑ Mogilev region! ☑ Today at the international specialized...</div>                               | <div>VIEWS</div> <div>10 108</div> <div>REPOSTS</div> <div>34</div> | <div>REACTIONS</div> <div>2</div> <div>ER</div> <div>59.7%</div> |
| <div><div>Nº2</div><div>01.06 · 12:10</div><div>PHOTO</div></div> <div>☑ ☑Youth invited to International Anti-Corruption Social Ad Contest «Together Against Corruption!» Contest...</div>                           | <div>VIEWS</div> <div>3 401</div> <div>REPOSTS</div> <div>27</div>  | <div>REACTIONS</div> <div>1</div> <div>ER</div> <div>20.1%</div> |
| <div><div>Nº3</div><div>31.05 · 05:01</div><div>PHOTO</div></div> <div>☑Dear workers and veterans of the chemical industry of Mogilev region! Accept sincere congratulations on your professional holiday —...</div> | <div>VIEWS</div> <div>3 381</div> <div>REPOSTS</div> <div>13</div>  | <div>REACTIONS</div> <div>2</div> <div>ER</div> <div>20.0%</div> |

|                                                                                                                                           |         |           |
|-------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|
| <div>Nº404.06 · 09:39PHOTO</div> <div>☒ Regional seminar on implementing Directive No. 12 and organizing... is underway in Mogilev.</div> | VIEWS   | REACTIONS |
|                                                                                                                                           | 3 232   | 3         |
|                                                                                                                                           | REPOSTS | ER        |
|                                                                                                                                           | 16      | 19.1%     |

|                                                                                                                                                                         |         |           |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|
| <div>Nº531.05 · 12:43PHOTO</div> <div>✱Tomorrow is the first day of summer, so three months of joy, games, and sun ahead. May the holidays be not only fun but...</div> | VIEWS   | REACTIONS |
|                                                                                                                                                                         | 3 149   | —         |
|                                                                                                                                                                         | REPOSTS | ER        |
|                                                                                                                                                                         | 20      | 18.6%     |

| WORST 3

|                                                                                                                                                                                               |         |           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|
| <div>↓05.06 · 15:15TEXT</div> <div>☒ A very interesting start to the trip. ☒First asks the Chairman of the State Control Committee (also authorized for Grodno region), it turns out...</div> | VIEWS   | REACTIONS |
|                                                                                                                                                                                               | 536     | —         |
|                                                                                                                                                                                               | REPOSTS | ER        |
|                                                                                                                                                                                               | 1       | 3.2%      |

|                                                                                                              |         |           |
|--------------------------------------------------------------------------------------------------------------|---------|-----------|
| <div>↓05.06 · 15:13PHOTO</div> <div>☒ Lukashenko arrived in Grodno. Start of the First's working trip.</div> | VIEWS   | REACTIONS |
|                                                                                                              | 522     | —         |
|                                                                                                              | REPOSTS | ER        |
|                                                                                                              | —       | 3.1%      |

|                                                                                                                                                                           |         |           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|
| <div>↓05.06 · 15:59PHOTO</div> <div>☒First: «Maybe experts rightly criticize us for overdoing it. But this is the future.» This hospital is future-oriented. And...</div> | VIEWS   | REACTIONS |
|                                                                                                                                                                           | 516     | 1         |
|                                                                                                                                                                           | REPOSTS | ER        |
|                                                                                                                                                                           | 1       | 3.0%      |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

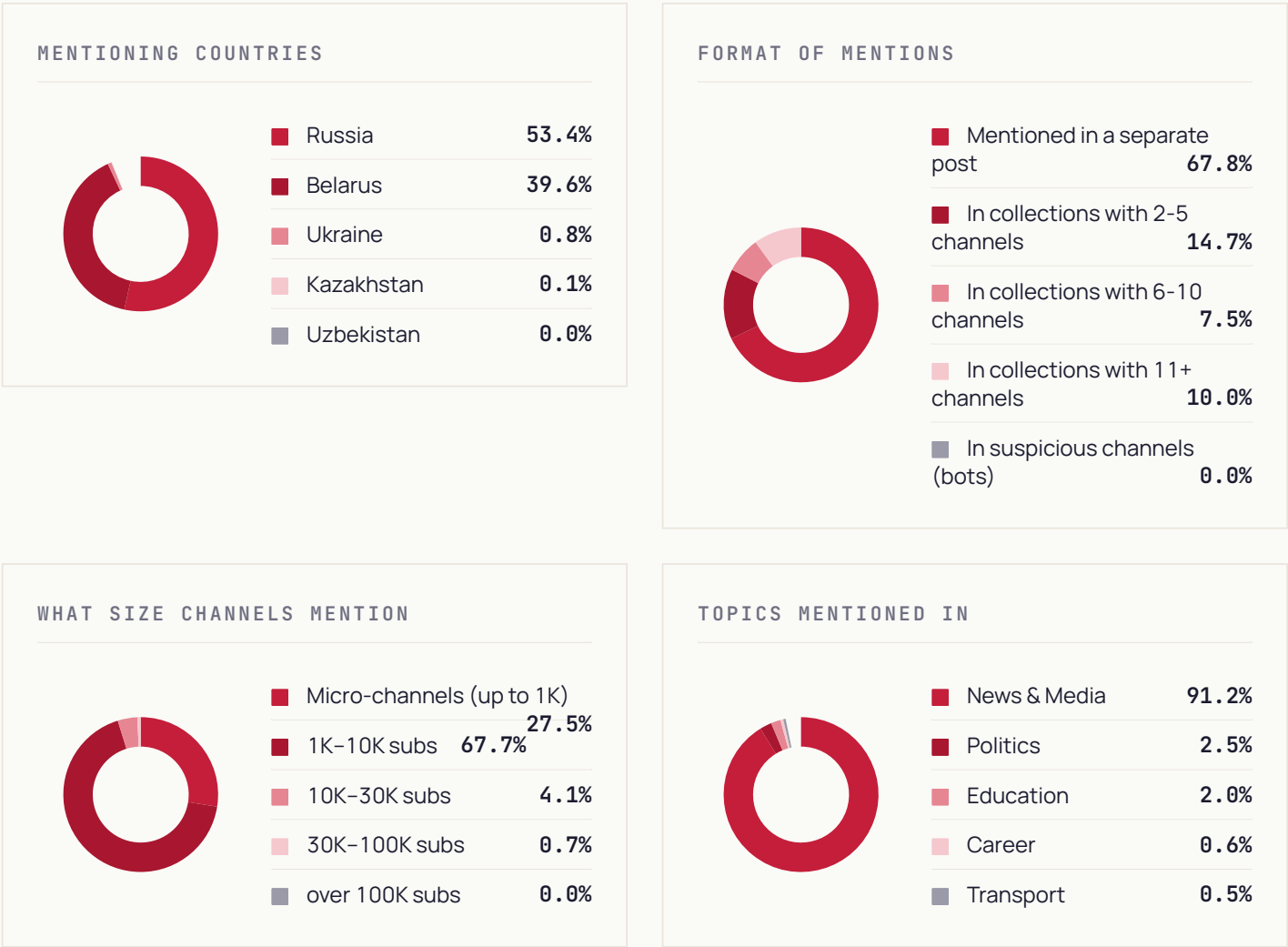
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel and how

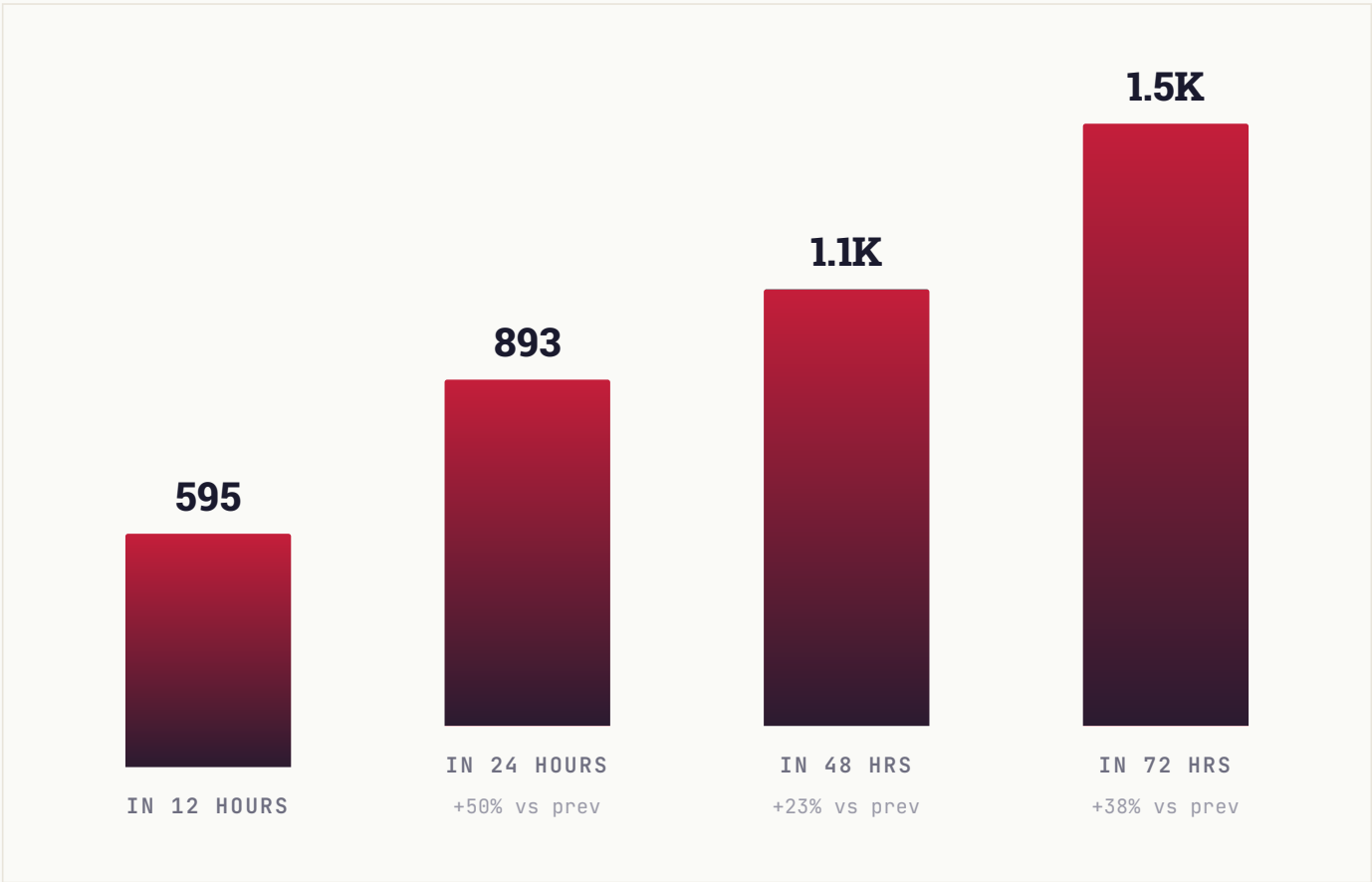
Citation index **157** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **653** different channels.



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 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 Emergency Belarus   What's Happening? | 75K         |
| ML Minsk Live                             | 72.8K       |
| PB Podslushano Belarus                    | 58.2K       |
| BG Belarus Glavnoye                       | 56.8K       |
| GG Gomel. Main!                           | 56K         |
| MO MOGILEVNEWS YOU                        | 16.9K       |

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#56 of 97). Niche median — 19.8K subs.  
First growth KPI — reach median. Leader: NEXTA Live (764.9K).

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 **1 222**, they brought **1 550** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBS |             |
|----------------|----------|----------|--------------|-------------|
| December 2025  | 119      | 18       | 511          | <div></div> |
| Nov 2025       | 143      | 51       | 250          | <div></div> |
| Oct 2025       | 247      | 36       | 352          | <div></div> |
| September 2025 | 390      | 186      | 113          | <div></div> |
| August 2025    | 147      | 37       | 12           | <div></div> |
| July 2025      | 176      | 47       | 312          | <div></div> |

|                |                |                |
|----------------|----------------|----------------|
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBS |
| 1 222          | 6              | 1 550          |

## SECTION 08 • NICHE COMPARISON

# Where the channel ranks in its league

Took top-100 channels in category «News & Media» (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.

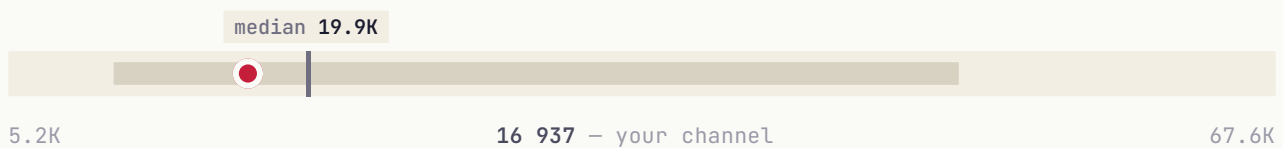
# #56 /100

POSITION IN NICHE

## Channel in the bottom half of the ranking

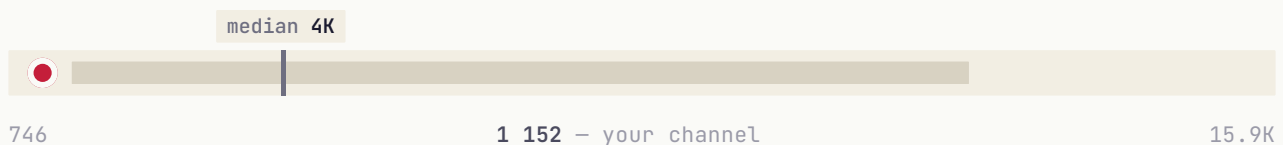
### SUBSCRIBERS

15% below median



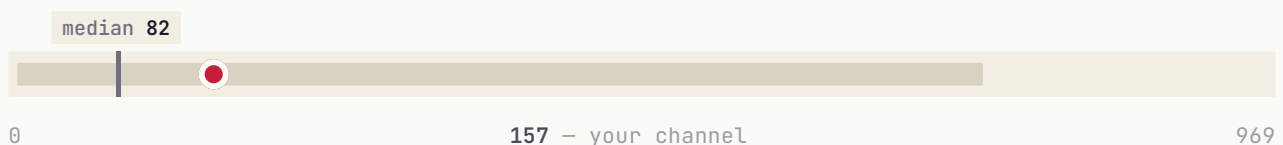
### AVG REACH / POST

71% below median



### CITATION INDEX

better than 54% of niche



— SECTION 09 · STRATEGY

# What to do right now

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

- 01

**Main post of the week — on Sunday**  
 Audience is most active on this day at 08:00 MSK.

EFFECT  
**Best window for an important post**
- 02

**System traffic purchase**  
 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**  
 Exchange posts with same-segment channels once a quarter. 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 us to do this **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth plan in a month.

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

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**02 Contact manager** [t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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