

PUBLIC REPORT BY PROMTPRESS

Channel audit

MogilevOnline



@mogilevonline

Bot for contacting the editorial board of «MogilevOnline»:
@MogilevOnlineBot. Send info, photo or video – and the editorial board will quickly receive your message. Our beautiful, like a cut diamond,...

SUBSCRIBERS

19 207

+0 per month

ERR (% SEE POSTS)

28.0%

daily **23.4%**

REACH/POST

5.1K

ad reach **4.5K**/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 19 207 —	 SUBSCRIBER REACH 26.53% avg % subs see post	 VIEWS/POST 5.1K median 5.1K · 19 days	 POSTS/DAY 29.9 ~209 per week
 7D TREND — no data for period	 REACTIONS/POST 34.3 total 19,868 reactions, 9,129 reposts, 0 comments	 POST LENGTH 782 chars median 822 · 19 days	 POSTS ANALYZED 579 19 days
 AD REACH 4.5K 24h avg	 CHURN / MONTH +0 last month	 CITATION RATE 67 citation index · 258 channels mentioned ever	 CHANNEL AGE 9 years 22 days created 18.05.2017

AI EDITOR SUMMARY

Channel "MogilevOnline" – 19 207 subs. Each post avg views 5.1K people (27% of subs), good reach. Publishes 209 posts/week (~30/day) – very active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **579** posts over 19 days.
- 02 Dominant format — **Photo** (485/579 posts).
- 03 Avg post length — **782** chars (median 822).
- 04 Peak audience activity — **Saturday**, 19:00 MSK.
- 05 Top posts get **2x** more views than the weakest (7.8K avg top vs 4.6K worst) — among 579 posts over 19 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 26.05 · 08:45 PHOTO «Control will be stricter». What Mogilev OSVOD said about drowning sunbeds? Yesterday we wrote about what the Holy...	VIEWS 9 150 REP. 25	REACTIONS 68 ER 47.6%
Nº2 25.05 · 14:14 PHOTO ☒Bus passengers, important info: route changes from May 29 Reason — construction of inner-city...	VIEWS 7 458 REP. 247	REACTIONS 34 ER 38.8%
Nº3 25.05 · 14:52 PHOTO From May 29, trolleybus route changes on Mira Ave in Mogilev due to ring road construction...	VIEWS 6 864 REP. 68	REACTIONS 13 ER 35.7%

Nº4 22.05 • 05:18 PHOTO Mogilev: traffic on Mira Ave closed for a month Closures will be at night on May 29. Section – from the intersection with Kosmonavtov...	VIEWS 6 085 REACTIONS 80 REP. 164 ER 31.7%
Nº5 23.05 • 08:53 PHOTO New ice cream with trendy flavor released in Mogilev. We tested it – here's our review Mogilev ice cream factory ahead of summer released...	VIEWS 6 044 REACTIONS 48 REP. 63 ER 31.5%

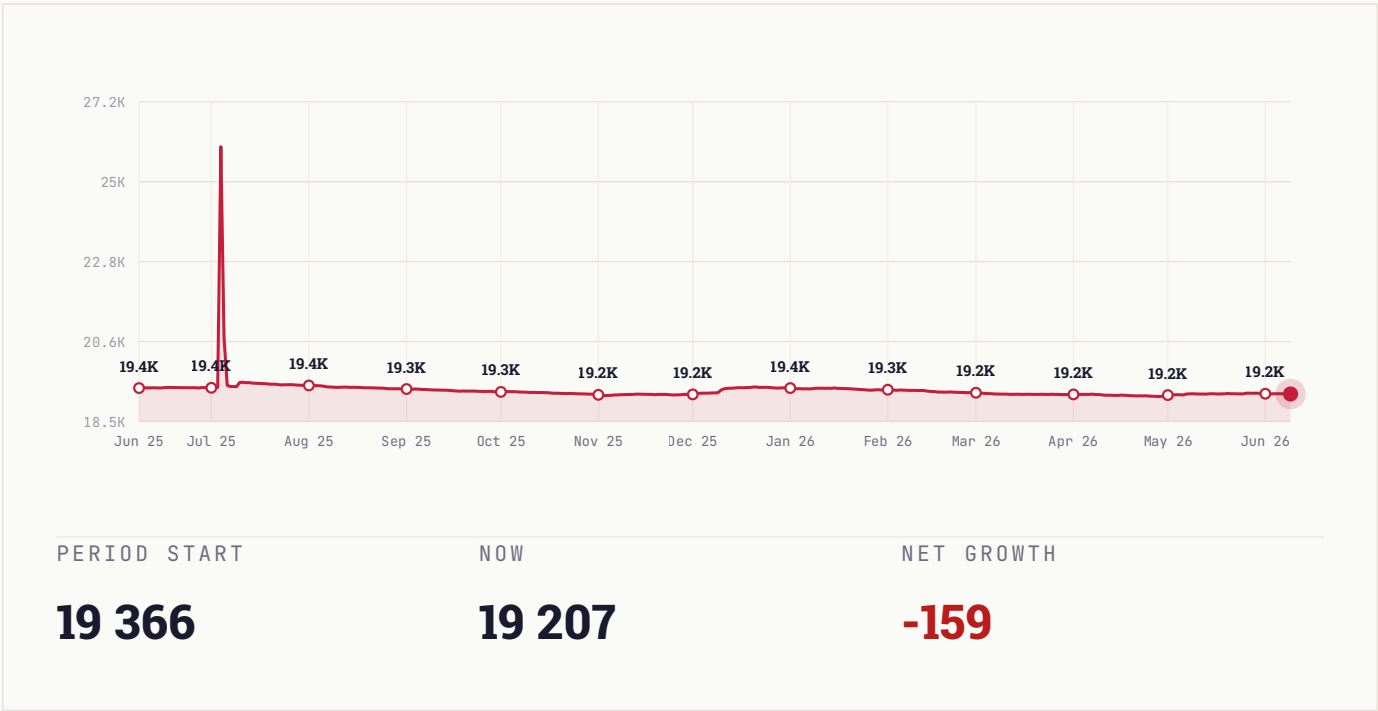
WORST 3

↓ 02.06 • 09:45 PHOTO Belarus issues two new commemorative coins Belarus issued square and rectangular commemorative coins "Church of St...	VIEWS 4 614 REACTIONS 17 REP. 4 ER 24.0%
↓ 02.06 • 09:45 PHOTO Conor McGregor returns to UFC: tickets sold out in 4 minutes McGregor will fight for the first time since July 2021. On July 12...	VIEWS 4 585 REACTIONS 27 REP. 16 ER 23.9%
↓ 02.06 • 09:58 PHOTO «Damage over 150 thousand rubles». In Belarus, forestry directors illegally sold hunting tours to foreigners Operatives of GUBOPiK MVD...	VIEWS 4 555 REACTIONS 35 REP. 5 ER 23.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

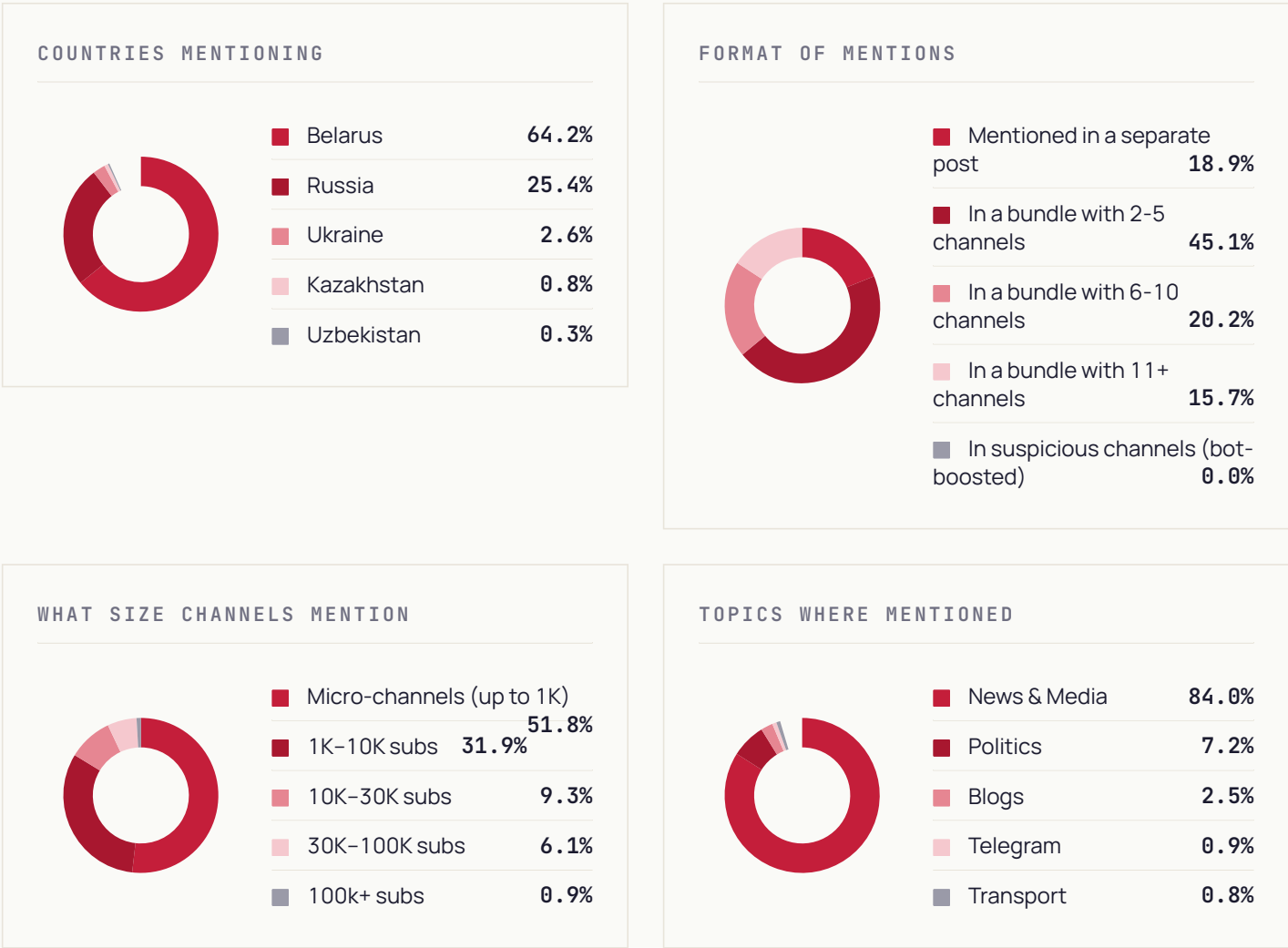
Subscriber growth chart over the year. Key months show exact subscriber count.
Shows which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

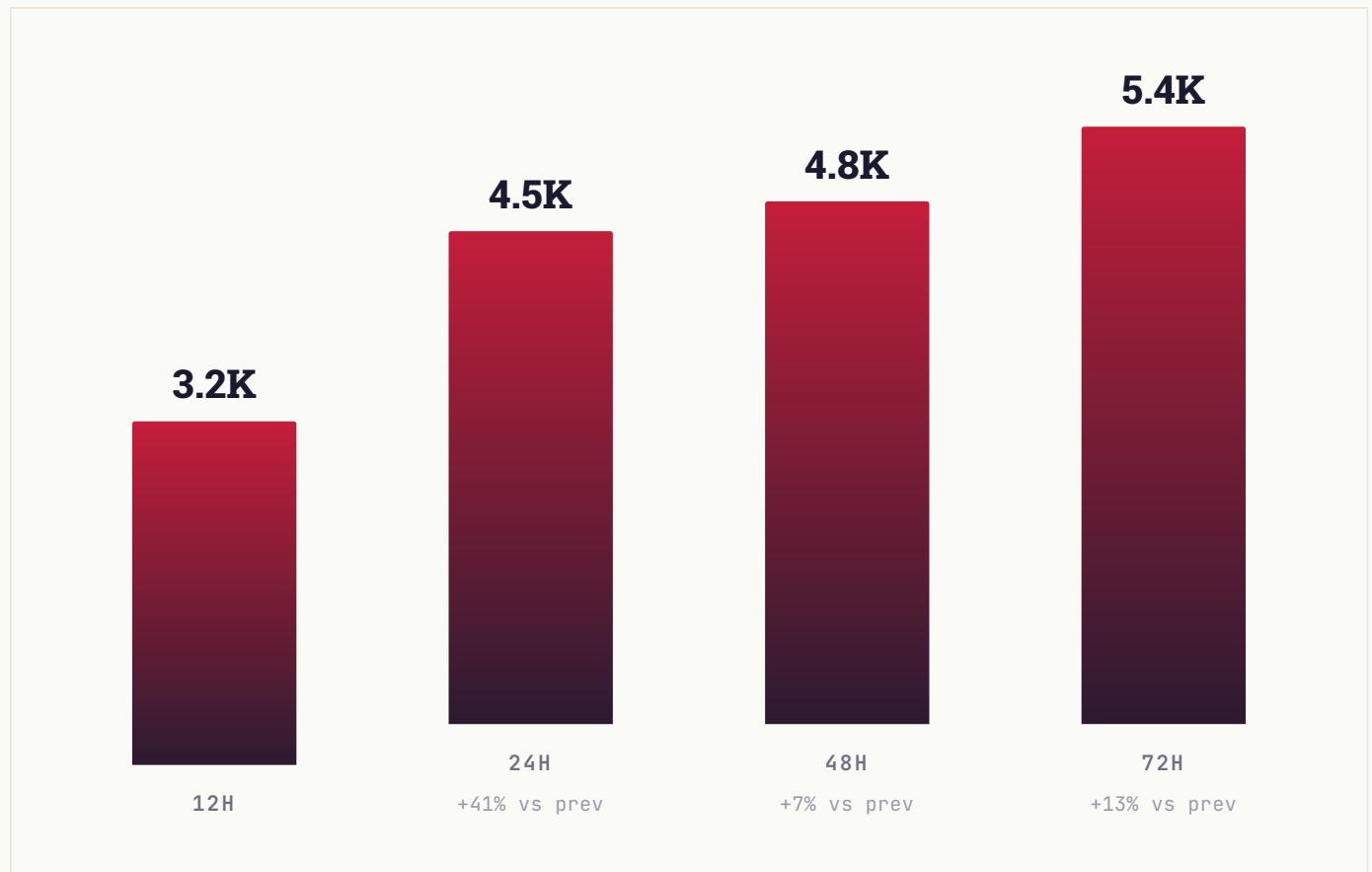
Citation index **67** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **258** different channels.



— SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of an 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 & audience. Your channel is highlighted — see where you stand 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 Belarus Emergencies What's Happening?	75K
ML Minsk Live	72.8K
PB Eavesdropping Belarus	58.2K
BG Belarus Glavnoe	56.8K
YY Gomel. Main!	56K
MO MogilevOnline YOU	19.2K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#52 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

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **83**, they brought **7 058** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	23	10	218
Nov 2025	8	3	68
Oct 2025	13	7	28
Sep 2025	17	3	16
August 2025	14	3	14
July 2025	8	2	6 714

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
83	6	7 058

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

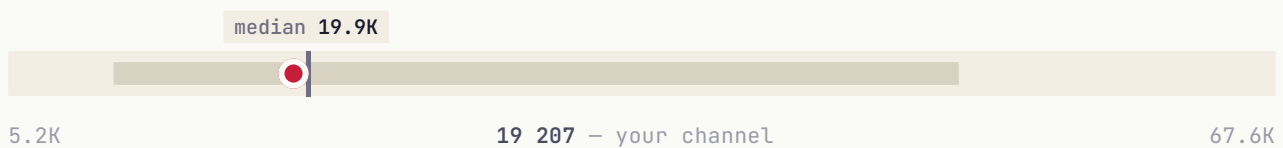
#52 /100

POSITION IN NICHE

Channel in the bottom half of the ranking

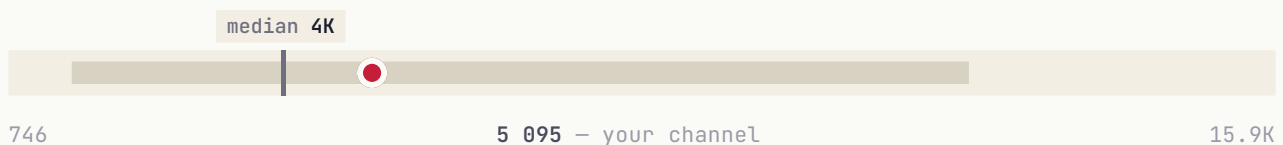
SUBSCRIBERS

3% below median



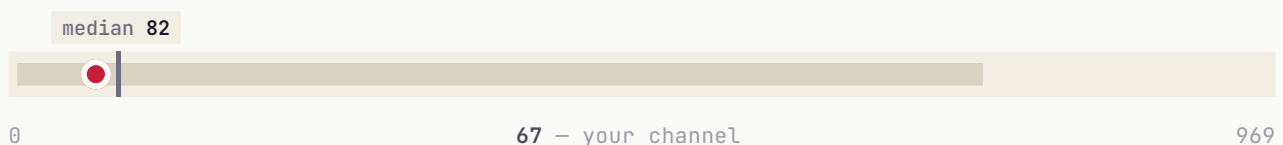
AVG REACH / POST

better than 55% of niche



CITATION INDEX

18% below median



— 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

Top post of the week — on Saturday

Audience is most active on this day at 19:00 MSK.

EFFECT

**Best time for
key posts**

02

Increase video posts share

Video in Telegram retains audience longer and is favored by the algorithm. Recommend reaching 15-25% share.

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Cross-post with same-segment channels quarterly. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager