

— PUBLIC REPORT BY PROMTPRESS

Channel audit

About

Molodechno



@molodechno

Our Instagram [instagram.com/molodechno.today](https://www.instagram.com/molodechno.today) (ad)

SUBSCRIBERS

15 661

+245 per month

ERR (% SEE POSTS)

56.0%

per day **33.9%**

REACH/POST

8.5K

ad reach **5.3K**/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 15 661 —	 SUBSCRIBER REACH 54.57% avg % subs see post	 VIEWS/POST 8.5K median 8.7K · 28 days	 POSTS/WEEK 19.8 for period
 7D TREND -6.6% vs previous week	 REACTIONS/POST 37.1 2,968 reactions, 2,768 reposts, 0 comments	 POST LENGTH 428 chars median 420 · 28 days	 POSTS ANALYZED 80 28 days
 AD REACH 5.3K 24h avg	 CHURN / MONTH +245 last month	 CITATION RATE 8 citation index · 26 channels mentioned ever	 CHANNEL AGE 4 years 2 months created 12.03.2022

AI EDITOR SUMMARY

Channel «Pro Molodechno» — 15 661 subs. Each post averages 8.5K people (55% of subs), wide reach for a channel this size. Publishes 20 posts/week (~3/day) — regular pace. Week 25–31 May reach dropped -6.6% to week 18–24 May — worth analyzing causes.

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 **80** posts over 28 days.
- 02 Dominant format — **Photo** (45/80 posts).
- 03 Avg post length — **428** chars (median 420).
- 04 Peak audience activity — **Tue**, 06:00 MSK.
- 05 Top posts get **1 x** more views than the weakest (10.5K avg for top vs 7.1K for worst) — among 80 posts in 28 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 19.05 · 03:25 VIDEO In Molodechno, many stops will get new names City navigation will become clearer and more relevant.	VIEWS 10 723 REP. 60	REACTIONS 88 ER 68.5%
Nº2 23.05 · 05:38 VIDEO ⚡ A bear spotted between Krinitza and Zagorskoye villages 📍 Approximately 3.5-4 km from Molodechno	VIEWS 10 568 REP. 285	REACTIONS 96 ER 67.5%
Nº3 22.05 · 18:35 PHOTO 🚗 Near Gorodok village, a minivan collided with a truck 📍 May 21, around 5:44 PM in Molodechno district at the intersection of highways...	VIEWS 10 348 REP. 20	REACTIONS 31 ER 66.1%

Nº4 16.05 · 12:47 VIDEO How motocross competitions are held in Molodechno	VIEWS 10 134 REP. 14	REACTIONS 47 ER 64.7%
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Nº5 18.05 · 18:35 TEXT In Molodechno, scheduled hot water shutdown postponed for some buildings MG reports. Due to need...	VIEWS 10 020 REP. 34	REACTIONS 24 ER 64.0%
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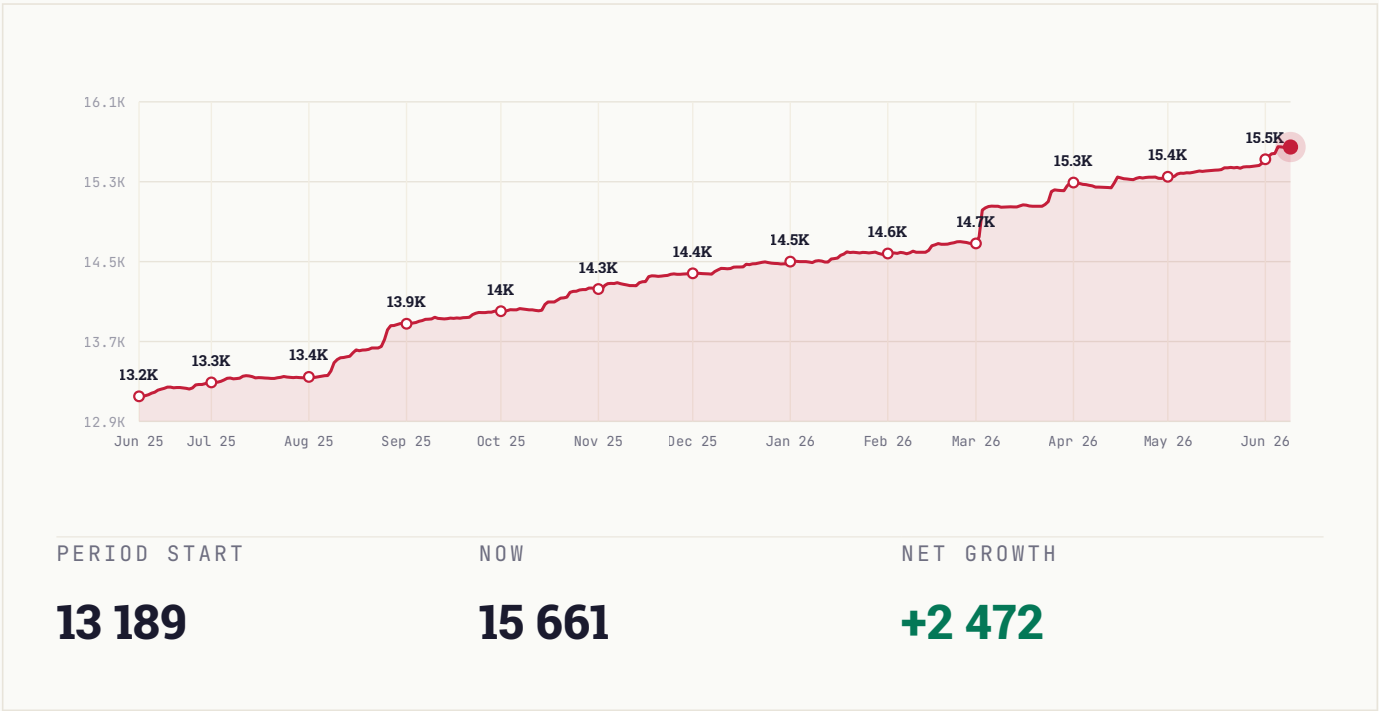
WORST 3

↓ 02.06 · 11:16 PHOTO Dao.Drive – we'll find and deliver a car without risks or overpayments Looking for a car from China, USA or Korea? We'll pick the best option for your...	VIEWS 7 221 REP. 6	REACTIONS 5 ER 46.1%
↓ 05.06 · 04:37 TEXT ☒Some houses on Skoriny Street will temporarily lose hot water ☒ As reported by "MG", due to repair work on the supply...	VIEWS 7 197 REP. 16	REACTIONS 19 ER 46.0%
↓ 02.06 · 10:15 VIDEO Last night FC Molodechno drew 1-1 with Dynamo-Minsk reserves. About 1000 spectators attended the first home match.	VIEWS 6 851 REP. 9	REACTIONS 46 ER 43.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

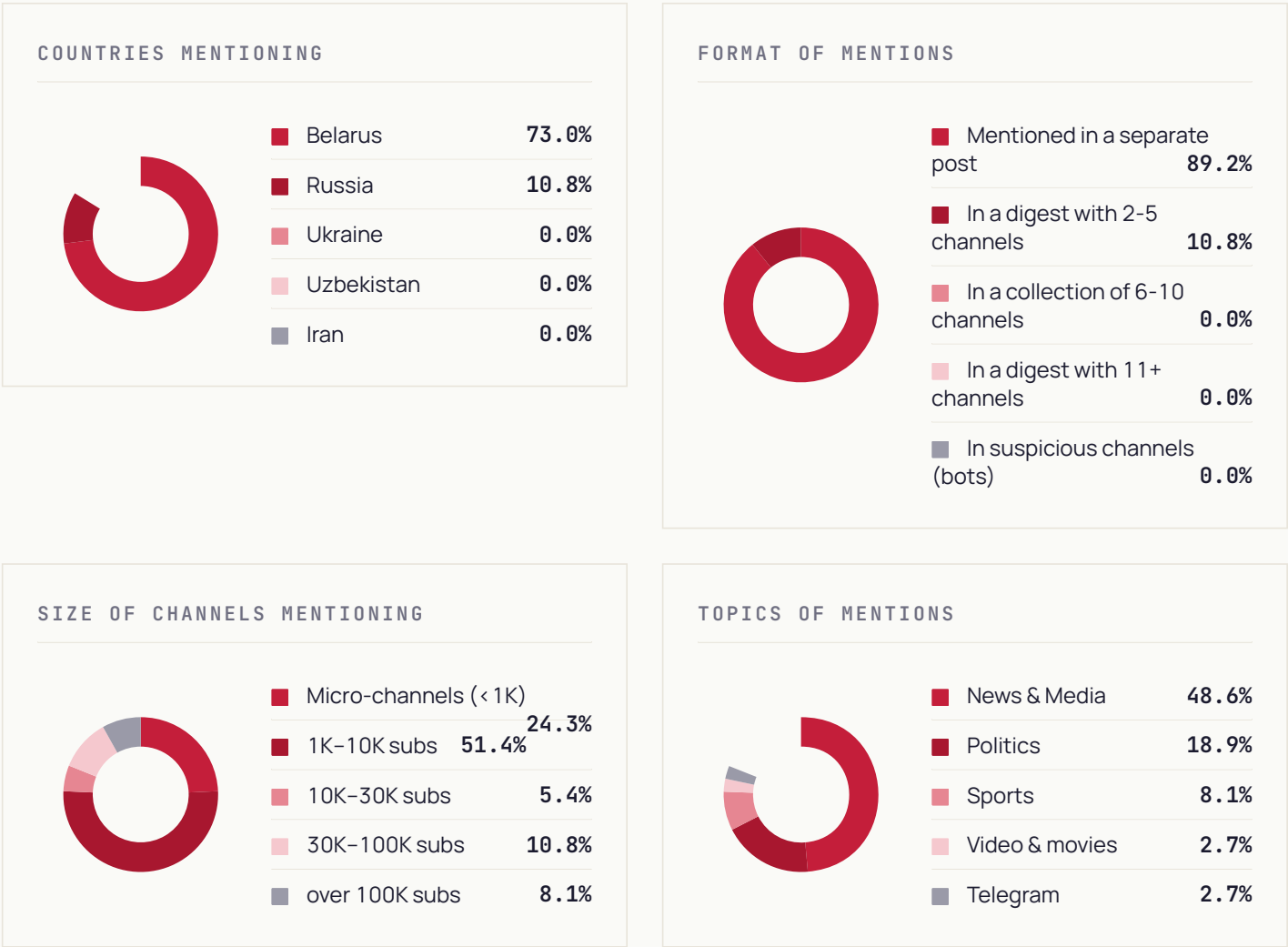
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

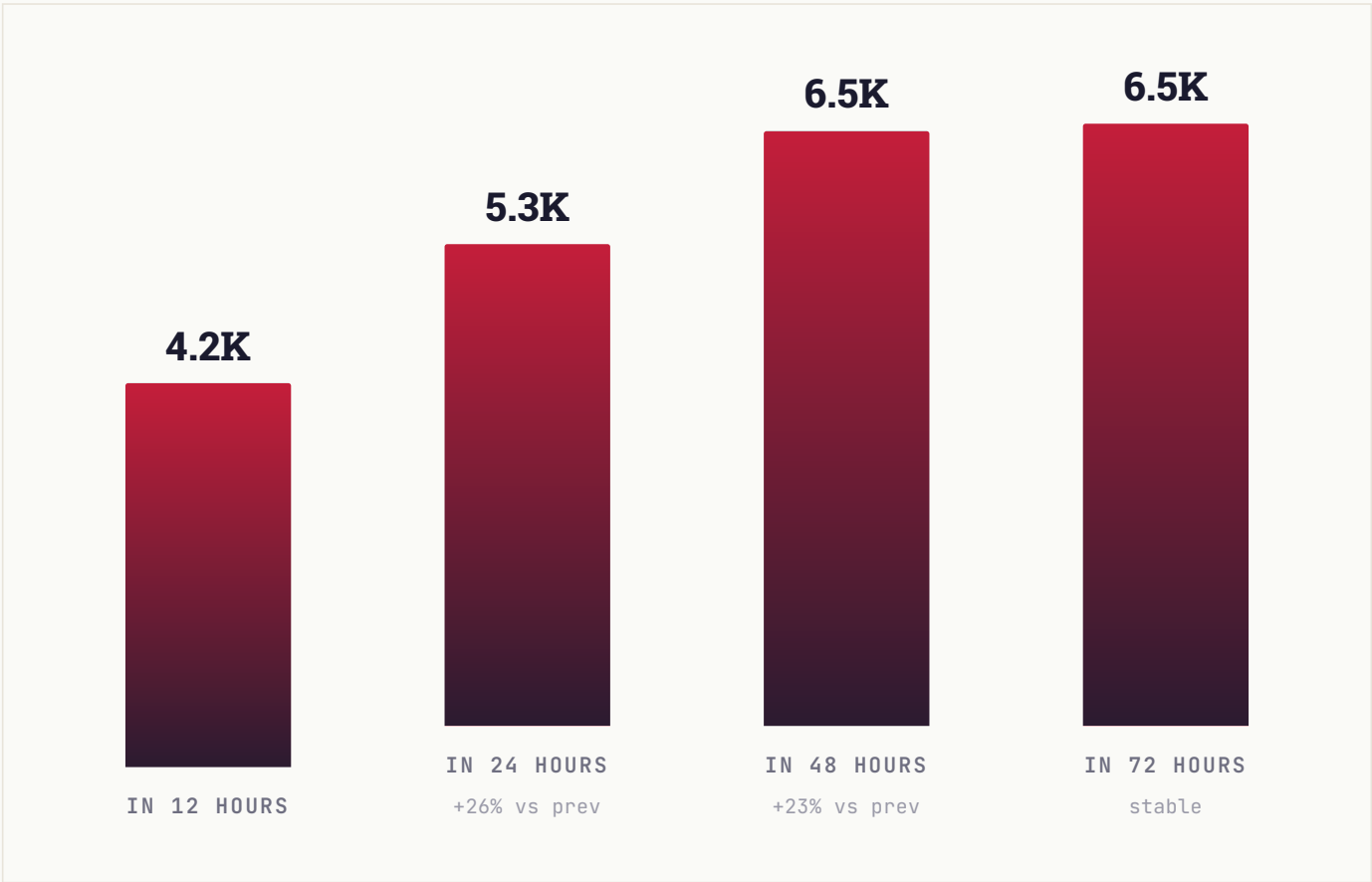
Citation index 8 – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned 26 different channels.



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 effective.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — shows 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 Overheard Belarus	58.2K
BG Belarus Glavnoe	56.8K
GG Gomel. Main!	56K
PM About Molodechno  YOU	15.7K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#63 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 yours. Over the last **6 months** such mentions were **5**, they brought **1 397** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	1	1	136
Nov 2025	0	0	200
Oct 2025	2	1	256
Sep 2025	1	1	150
August 2025	1	1	552
July 2025	0	0	103

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
5	6	1 397

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 for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

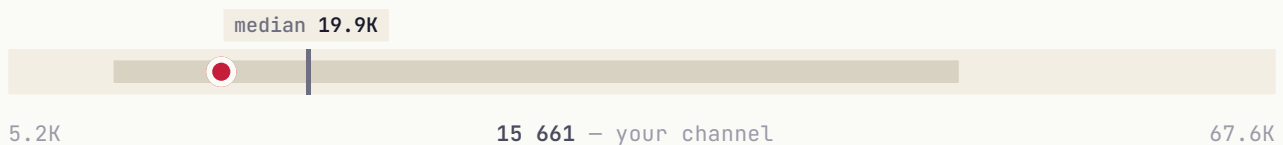
#63 /100

POSITION IN NICHE

Channel in the lower half of the ranking

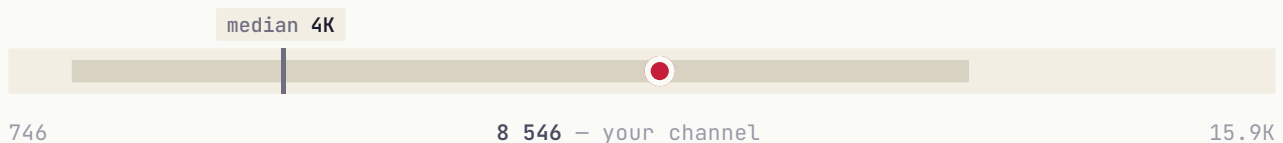
SUBSCRIBERS

21% below median



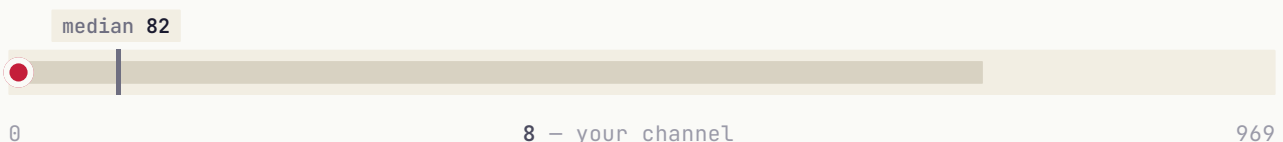
AVG REACH / POST

better than 72% of niche



CITATION INDEX

90% below median



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Tuesday
 On this day at 06:00 MSK audience is most active.

EFFECT
Best window for an 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
 Quarterly cross-posts with same-segment channels.
 Not 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 minutes using public data. To go further — run ads through us and hit your growth plan 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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