

PUBLIC REPORT BY PROMTPRESS

Channel audit

Molodechno City

| Artyom Glukhov



@molodechno_vcity

For ads, reviews, jobs: [instagram.com/molodechno_city](https://www.instagram.com/molodechno_city) See something interesting? Shoot & send here!

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
10 407	52.0%	5.4K
+769 per month 09.06.2026	last day 37.3% HTTPS://PROMTPRESS.COM/AUDIT/MOLODECHNO_VCITY	ad reach 3.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 10 407 —	 SUBSCRIBER REACH 52.27% avg % subs see post	 VIEWS/POST 5.4K median 5.5K · 29 days	 POSTS/WEEK 20.8 for period
 7D TREND -12.9% vs previous week	 REACTIONS/POST 34.4 total 3,024 reactions, 2,205 reposts, 287 comments	 POST LENGTH 323 chars. median 300 · 29 days	 POSTS ANALYZED 88 29 days
 AD REACH 3.9K 24h avg	 CHURN / MONTH +769 last month	 CITATION RATE 0 citation index · 14 channels mentioned ever	 CHANNEL AGE 4 years 9 months created 11.08.2021

AI EDITOR SUMMARY

Channel "Molodechno City | Artyom Glukhov" — 10 407 subs. Each post avg views 5.4K people (52% of subs), wide reach for a channel this size. Publishes 21 posts per week (~3/day) — steady. Week 25–31 May reach dropped -12.9% by week 18–24 May — worth analyzing.

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 **88** posts over 29 days.
- 02 Dominant format – **Photo** (68/88 posts).
- 03 Avg post length – **323** chars (median 300).
- 04 Peak audience activity – **Tue**, 20:00 MSK.
- 05 Top posts get **2x** more views than the weakest (6.8K avg for top vs 4.2K for worst) – among 88 posts over 29 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 12.05 · 17:53 PHOTO 🚫Alcohol sales restricted in Molodechno From 8:00 May 23 to 8:00 May 24 From 8:00 June 11 to 8:00 June 12 📅Plan your purchases...	VIEWS 6 852 REP. 41	REACTIONS 41 ER 65.8%
Nº2 16.05 · 16:30 PHOTO A man gave a ride to a resident of Molodechno district and cheated her out of more than 400 rubles The resident of Molodechno district trusted...	VIEWS 6 793 REP. 3	REACTIONS 35 ER 65.3%
Nº3 22.05 · 16:41 VIDEO Duck tales in the park 📺Saw something interesting or important? Be sure to shoot and send it here to the channel! ✓Photos and videos of emergencies, accidents...	VIEWS 6 761 REP. 9	REACTIONS 36 ER 65.0%

Nº4 14.05 · 08:37 PHOTO Who will trade at new rows near "9-story building"? Only homegrown produce will be sold at the new location. Spots...	VIEWS 6 705 REP. 8	REACTIONS 38 ER 64.4%
Nº5 22.05 · 11:45 PHOTO Accident with injuries in Molodechno district Around 17:44 at the intersection of roads "Rakov-Korabli-Khozhovo" and the approach to...	VIEWS 6 689 REP. 10	REACTIONS 23 ER 64.3%

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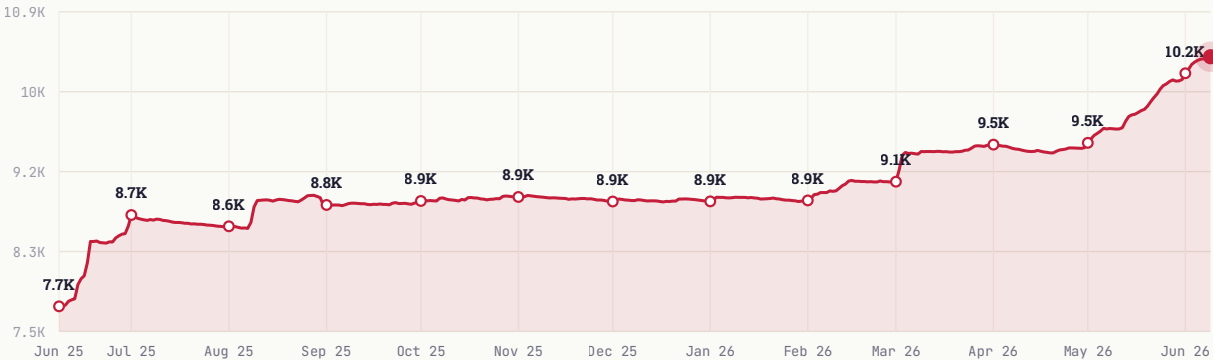
WORST 3

↓ 06.06 · 07:15 PHOTO ☒Festival week starts Monday June 9, 10, 11 concerts at Central Square. Free entry!	VIEWS 4 311 REP. 14	REACTIONS 22 ER 41.4%
↓ 04.06 · 12:05 PHOTO In Molodechno, drunk man broke window in residential building Unusual incident occurred in Molodechno. A 44-year-old resident of Lida, while...	VIEWS 4 150 REP. 4	REACTIONS 20 ER 39.9%
↓ 06.06 · 07:13 VIDEO Making garden furniture, loft-style furniture and more. Wood and metal products for dacha and landscaping...	VIEWS 4 016 REP. 2	REACTIONS 10 ER 38.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Sub growth chart for the year. Key months show exact sub count. See which months grew and which lost subs.

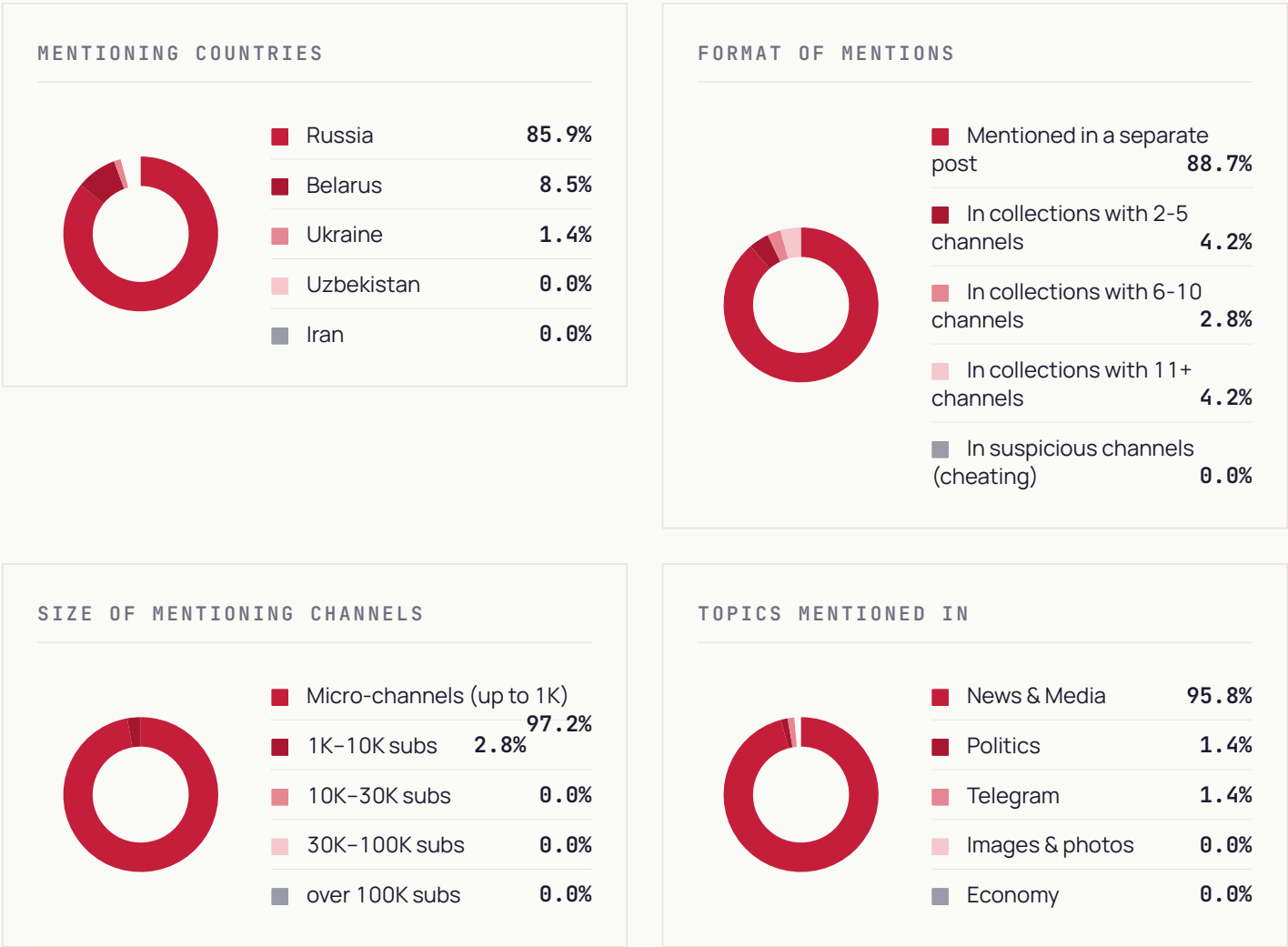


START OF PERIOD	NOW	NET GROWTH
7 747	10 402	+2 655

SECTION 04 · CITATIONS

Who & how mentions the channel

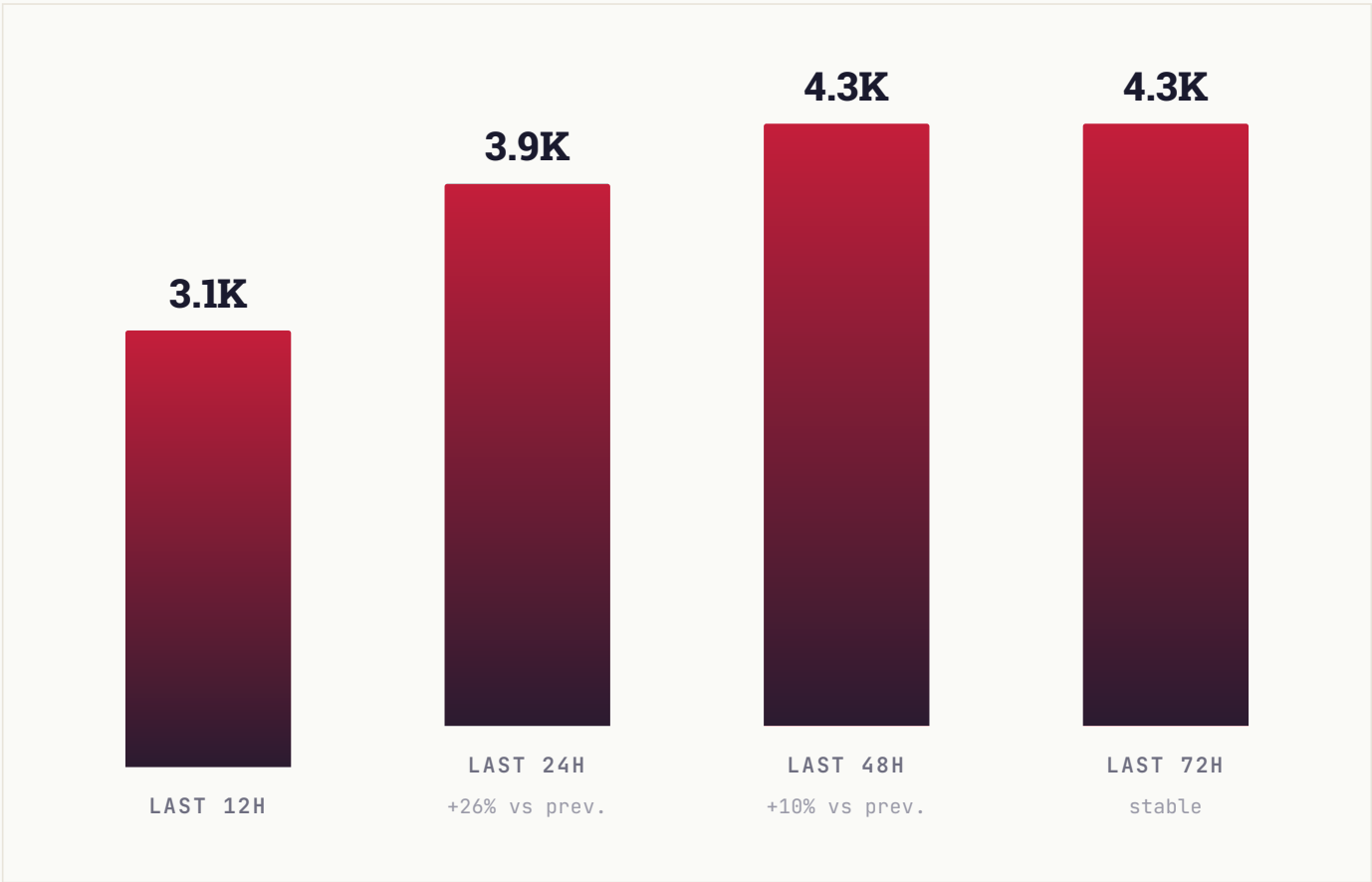
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned 14 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of an 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. Highlighted your channel — shows its place 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 Eavesdropping Belarus	58.2K
BG Belarus Gaŭŭnaje	56.8K
GG Gomel. Main!	56K
MC Molodechno City Artyom Glukhov YOU	10.4K

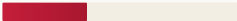
COMPARATIVE INSIGHT

Channel inbottom half of top-100 niche (#88 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 **0**, they brought **870** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	72 
Nov 2025	0	0	30 
Oct 2025	0	0	146 
September 2025	0	0	81 
August 2025	0	0	403 
July 2025	0	0	138 

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
0	6	870

SECTION 08 · NICHE COMPARISON

Where 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.

#88

/100

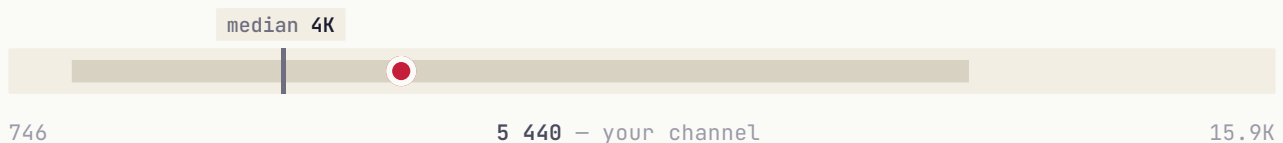
POSITION IN NICHE

Channel in bottom half of ranking

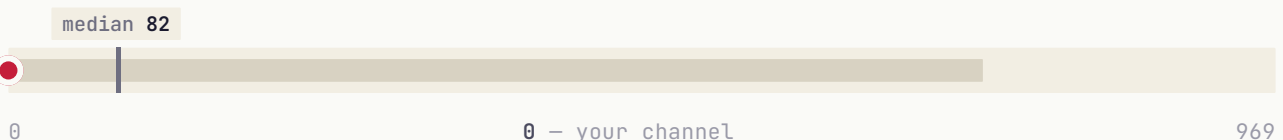
SUBSCRIBERS

48% below median


AVG REACH / POST

better than 56% of niche


CITATION INDEX

99% below median


— 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 — Tuesday

Audience most active this day & at 20:00 MSK.

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 picks sources for your niche.

EFFECT

**+1000-3000
subs**

03

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

04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **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.

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

02 Contact manager t.me/PromptPress_manager
