

PUBLIC REPORT BY PROMTPRESS

Channel audit

Mogilev - my city!



@moymogilev

MAIN PORTAL OF MOGILEV We speak simply and clearly about important things! 📩 Send your news/photos/videos in messages Let's make our city better together! 📩 We are on Instagram ➔ [instagram.com/my.mogilev](https://www.instagram.com/my.mogilev)

SUBSCRIBERS

22 506

+330 per month

ERR (% SEE POSTS)

17.0%

daily 14.3%

REACH/POST

4K

ad reach 3.2K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Quotability

Who and how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «News & Media» category

09 Strategy

5 priority actions

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 22 506 —	 SUBSCRIBER REACH 17.61% avg % subs see post	 VIEWS/POST 4K median 3.8K · 24 days	 POSTS/DAY 18.9 ~132 per week
 7D TREND +6.6% vs previous week	 REACTIONS/POST 21.2 9,733 reactions, 7,491 reposts, 361 comments	 POST LENGTH 449 chars. median 387 · 24 days	 POSTS ANALYZED 459 24 days
 AD REACH 3.2K 24h avg	 CHURN / MONTH +330 last month	 QUOTABILITY 129 citation index · 473 channels mentioned ever	 CHANNEL AGE 3 years 7 months created 26.10.2022

AI EDITOR SUMMARY

Channel «Mogilev - my city!» — 22 506 subs. Each post averages 4K people (18% subs), average reach — room to grow. Posts 132 posts/week (~19/day) — very active. Week 25–31 May reach up +6.6% week 18–24 May — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **459** posts over 24 days.
- 02 Dominant format – **Video** (285/459 posts).
- 03 Avg post length – **449** chars (median 387).
- 04 Peak audience activity – **Thursday**, 20:00 MSK.
- 05 Top posts get **5x** more views than the weakest (12.1K avg for top vs 2.7K for worst) – among 459 posts over 24 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 21.05 · 17:55 VIDEO !! Traffic on Mira Ave will be blocked from May 29!! ☒ On the night of May 29, traffic on a section of Mira Ave will be completely blocked...	VIEWS 12 924 REP. 268	REACTIONS 35 ER 57.4%
Nº2 19.05 · 09:45 VIDEO Whose bulky waste is this? Investigation not only by psychics! ☒☒ How did something that shouldn't be here end up near the container site...	VIEWS 12 661 REP. 49	REACTIONS 26 ER 56.3%
Nº3 20.05 · 09:27 VIDEO Always trending and in the thick of events! ☒ Pros and talented newbies, wielding the power of words, creating explosive visuals, changing the world with their...	VIEWS 10 736 REP. 14	REACTIONS 21 ER 47.7%

Nº4 25.05 · 13:48 PHOTO Minibus routes bypass Mira Ave from May 29! Traffic closure on Mira Ave from May 29 will affect...	VIEWS 7 562 REP. 257	REACTIONS 23 ER 33.6%
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Nº5 25.05 · 13:48 PHOTO ☒Bus passengers, news for you! Routes are already set from May 29! Due to the construction of the inner ring road on...	VIEWS 7 454 REP. 385	REACTIONS 32 ER 33.1%
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WORST 3

↓ 17.05 · 11:20 VIDEO ☒☒Support deserves special attention! SEND NEWS ✓Subscribe Instagram TikTok Telegram YouTube mogilove.by	VIEWS 2 724 REP. 1	REACTIONS 6 ER 12.1%
↓ 20.05 · 11:18 VIDEO ☒ Creating meaningful narratives and vivid emotions is the primary task of journalists – The consumption environment, tastes, and styles change, but everywhere: in...	VIEWS 2 664 REP. 2	REACTIONS 10 ER 11.8%
↓ 20.05 · 11:16 VIDEO ☒Why do young people prefer content created by peers? This question was answered by the Chairman of the Mogilev Regional Executive Committee Anatoly...	VIEWS 2 654 REP. 1	REACTIONS 11 ER 11.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

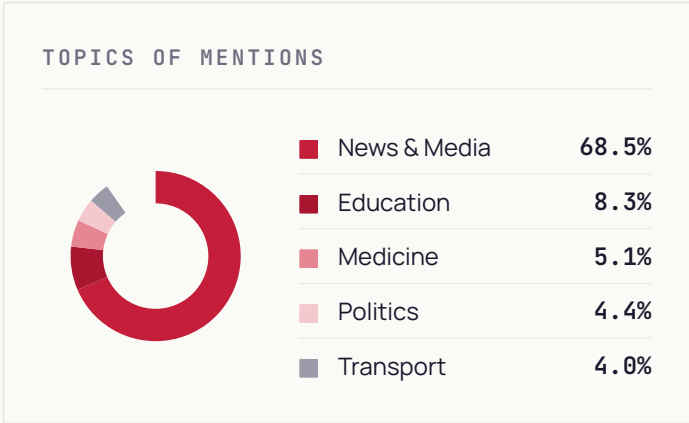
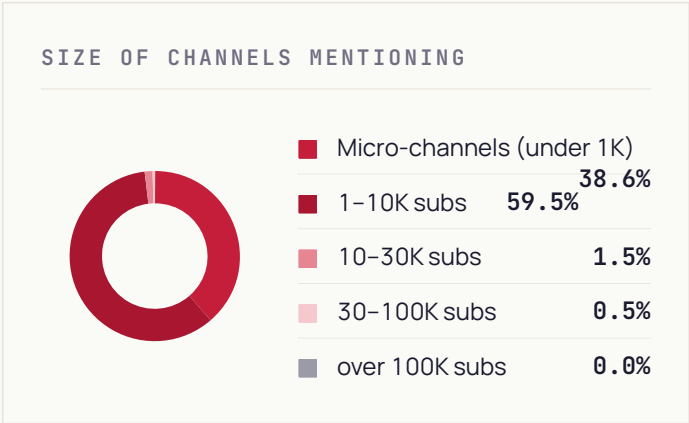
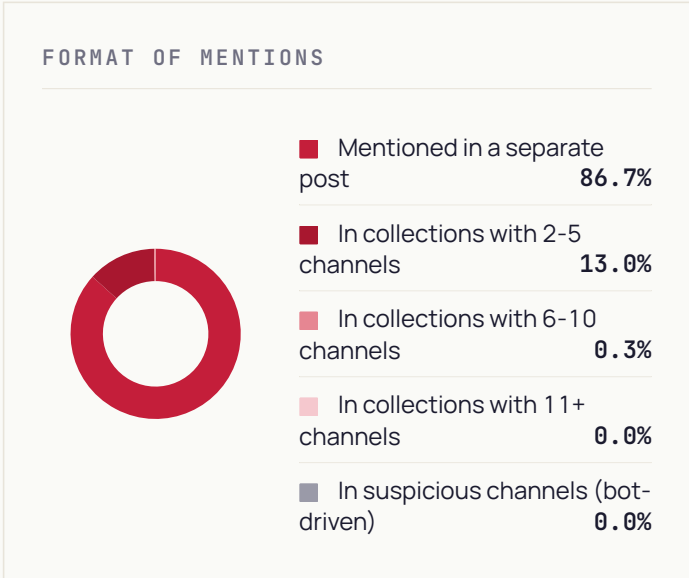
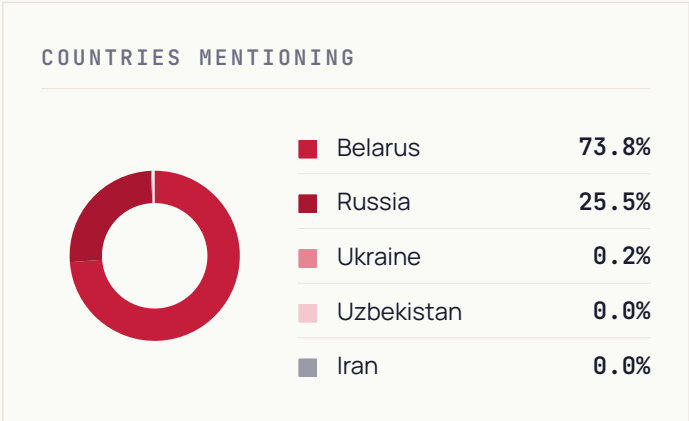
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which months subscribers left.



SECTION 04 · MENTIONS

Who and how mentions the channel

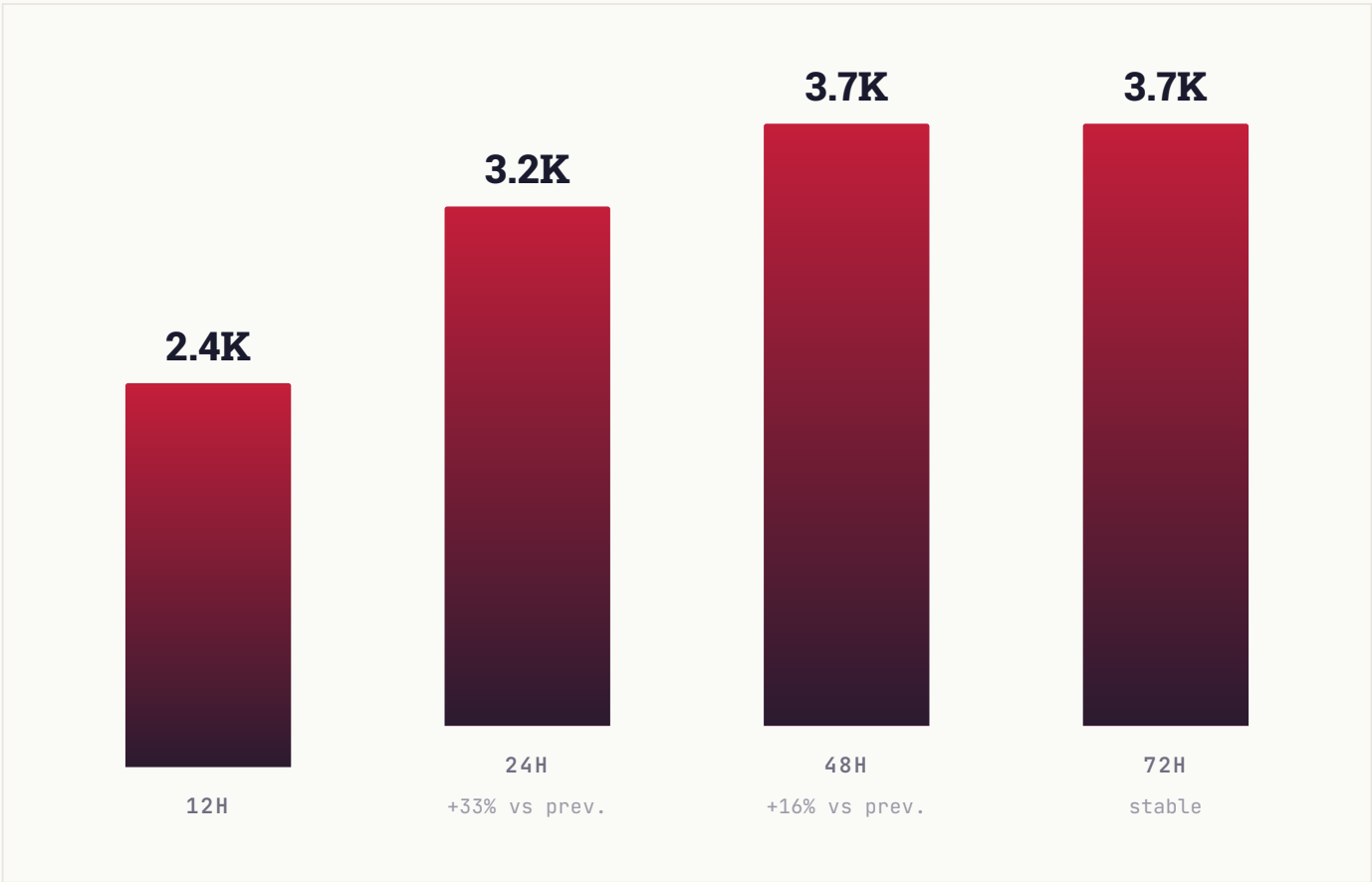
Citation index **129** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time channel was mentioned **473** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see 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 Overheard Belarus	58.2K
BG Belarus Галоўнае	56.8K
GG Gomel. Main!	56K
M- Mogilev - my city! YOU	22.5K

COMPARATIVE CONCLUSION

Channel in top half of niche (#38 of 97). Niche leader — NEXTA Live (764.9K), median subs 19.8K. Aim for the top quartile — a realistic 6-12 month horizon.

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 **3 724**, they brought **1 020** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	603	80	41 
Nov 2025	433	71	75 
Oct 2025	527	74	280 
Sep 2025	722	83	120 
August 2025	597	78	8 
July 2025	842	85	496 
TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS	
3 724	6	1 020	

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

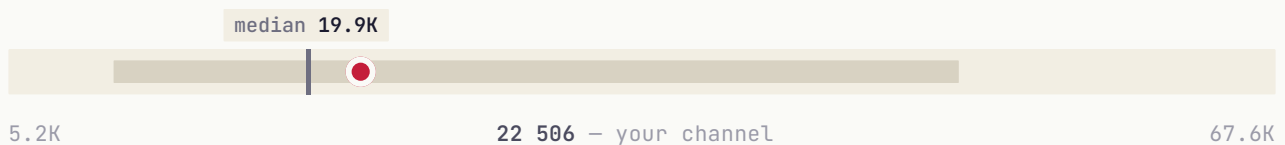
#38 /100

POSITION IN NICHE

Channel in the top half of the ranking

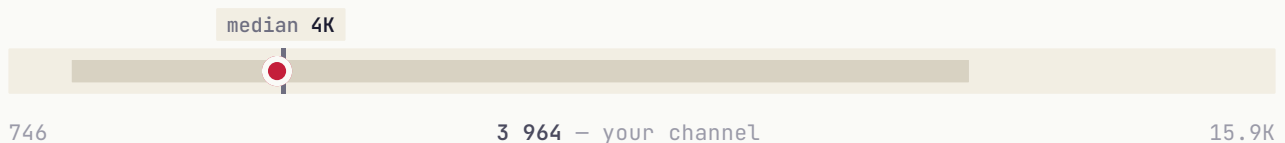
SUBSCRIBERS

better than 53% of niche



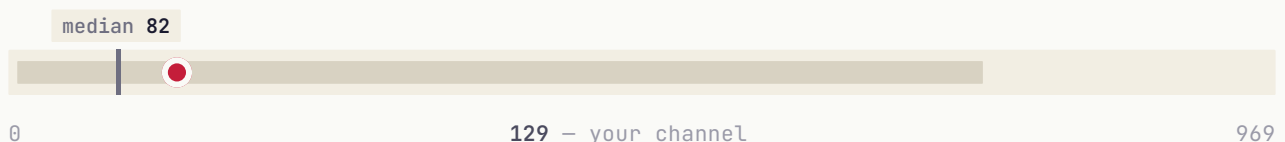
AVG REACH / POST

1% below median



CITATION INDEX

better than 52% of niche



— 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

Main post of the week — on Thursday

Audience is most active on this day at 20:00 MSK.

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 weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. 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 — a source of organic traffic.

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 ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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