

PUBLIC REPORT BY PROMTPRESS

Channel audit

Ministry of Agriculture of Belarus



@mshpbelarus

News, current industry events and comments from the Ministry of
Agriculture and Food of the Republic of Belarus 🇧🇪

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
11 264	23.0%	2.7K
09.06.2026 -32 per month	last day 16.1%	ad reach 1.8K/24h

HTTPS://PROMTPRESS.COM/AUDIT/MSHPBELARUS

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 11 264 —	 SUBSCRIBER REACH 23.92% avg % subs see post	 VIEWS/POST 2.7K median 2.4K · 29 days	 POSTS/DAY 8.2 ~57 per week
 7D TREND -1.5% vs previous week	 REACTIONS/POST 5.4 total 1,314 reactions, 1,751 reposts, 0 comments	 POST LENGTH 632 chars median 624 · 29 days	 POSTS ANALYZED 245 29 days
 AD REACH 1.8K 24h avg	 CHURN / MONTH -32 last month	 CITATION RATE 136 citation index · 520 channels mentioned all time	 CHANNEL AGE 5 years 23 days created 17.05.2021

AI EDITOR SUMMARY

Channel «Ministry of Agriculture of Belarus» – 11 264 subs. Each post averages 2.7K people (24% of subs), average reach – room to grow. Publishes 57 posts/week (~8/day) – active posting. Week of May 25–31 reach stable (-1.5% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outliers – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **245** posts over 29 days.
- 02 Dominant format – **Photo** (127/245 posts).
- 03 Avg post length – **632** chars (median 624).
- 04 Peak audience activity – **Tue**, 11:00 MSK.
- 05 Top posts get **6x** more views than the weakest (9.3K avg for top vs 1.6K for worst) – among 245 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

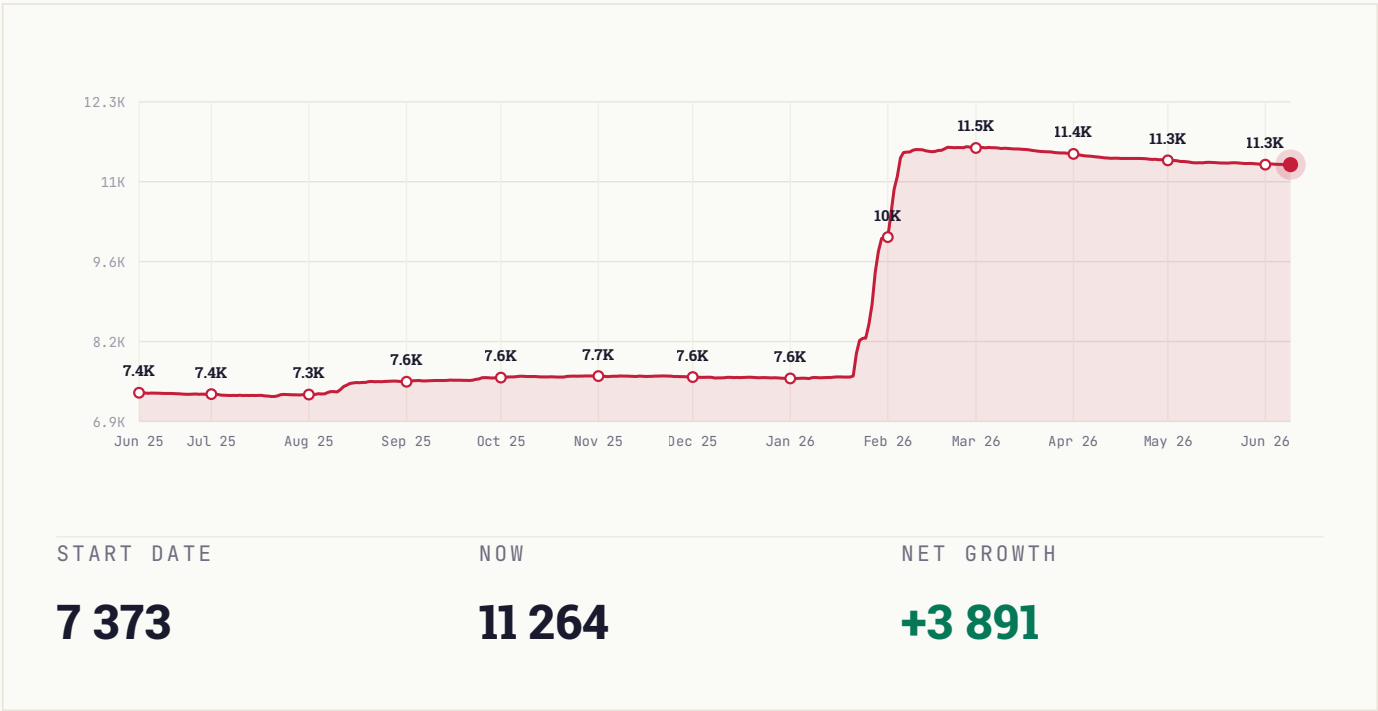
Nº1 15.05 · 14:05 VIDEO < 'Belagro-2026': applications & exhibit area exceed last year Preparations for the 36th international...	VIEWS 10 480 REP. 44	REACTIONS 10 ER 93.0%
Nº2 02.06 · 08:01 VIDEO ⚡⚡⚡ Belarusian Ag Week kicks off in Minsk International exhibitions center in Minsk to host...	VIEWS 9 131 REP. 29	REACTIONS 6 ER 81.1%
Nº3 04.06 · 04:34 VIDEO 📦📦 New products & bestsellers from ag leaders! Belagro-2026 continues in Minsk Products showcased by...	VIEWS 8 214 REP. 10	REACTIONS 7 ER 72.9%

Nº4 02.06 • 09:38 VIDEO ⚡ Belagro-2026 exhibition officially open !!	VIEWS 8 071 REACTIONS 14 REP. 19 ER 71.7%
Nº5 25.05 • 07:05 TEXT 🌱🌱🌱🌱 ⚡ Main phase of sowing campaign successfully wrapping up. First-cut grass mowing, haylage & silage started. By...	VIEWS 7 346 REACTIONS 4 REP. 21 ER 65.2%
WORST 3	
↓ 06.06 • 07:04 PHOTO 🌱 'Respect people, get respect in return' In agriculture, especially among managers, no one is random. Here...	VIEWS 1 610 REACTIONS 4 REP. 2 ER 14.3%
↓ 04.06 • 16:06 VIDEO 🌱🌱 How land reclamation ensures food security? 🌱 Reclamation is the foundation of Belarusian agriculture...	VIEWS 1 578 REACTIONS 4 REP. 4 ER 14.0%
↓ 01.06 • 07:59 PHOTO 🌱 Independence Palace to host talks on food security, ag development & new tech in...	VIEWS 1 466 REACTIONS 1 REP. 1 ER 13.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

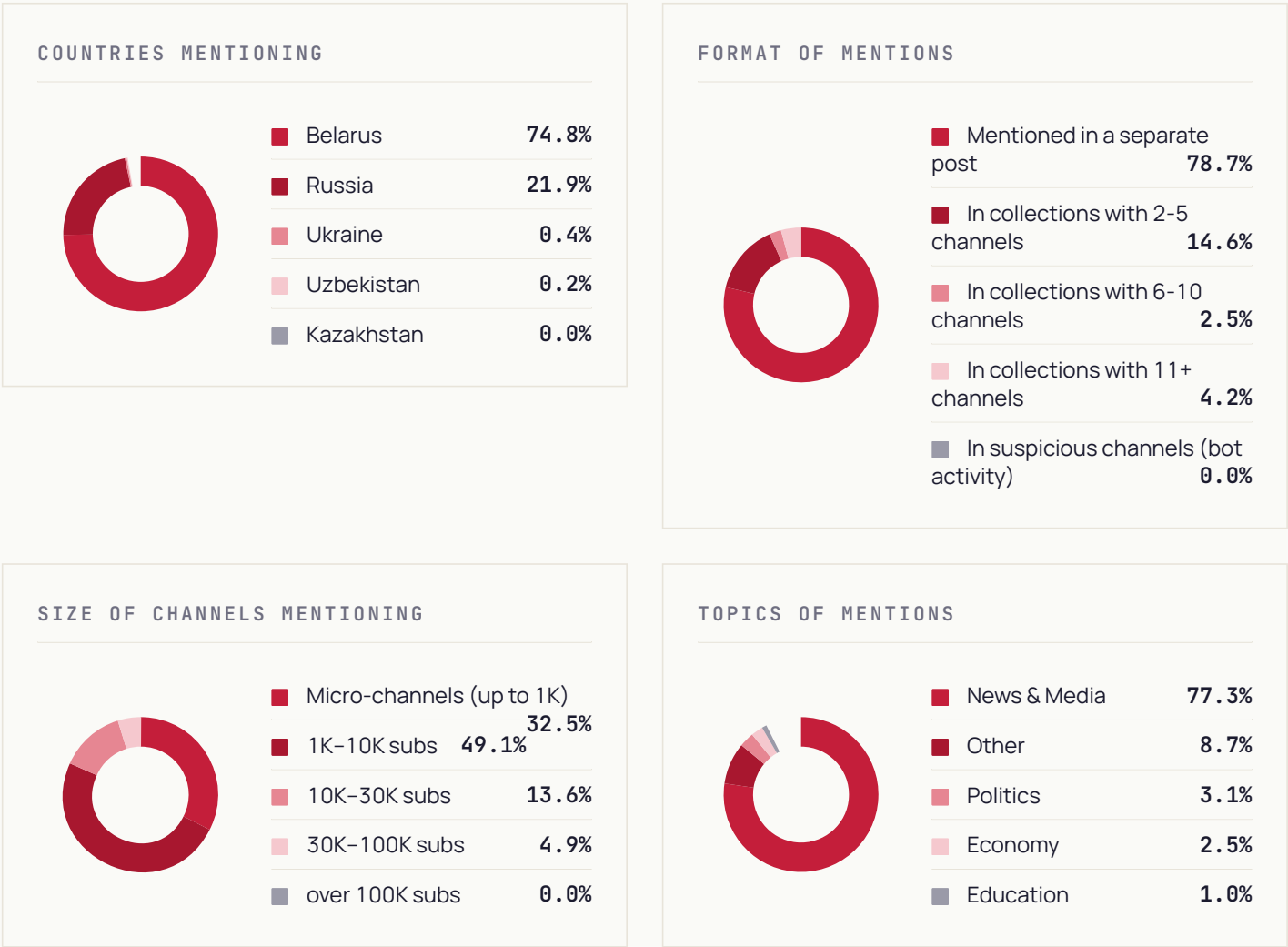
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs loss.



SECTION 04 · MENTIONS

Who and how mentions the channel

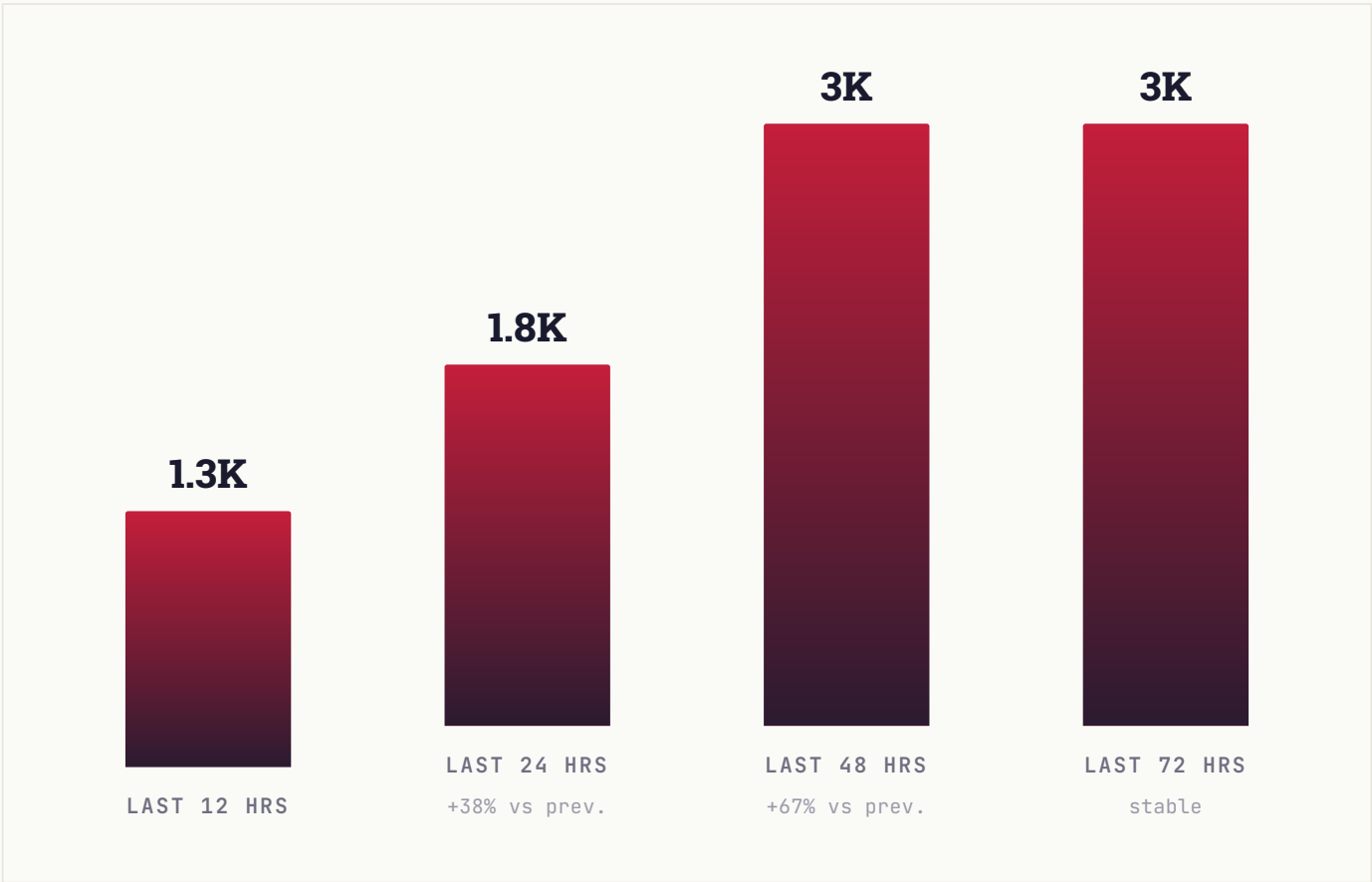
Citation index **136** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. All time channel was mentioned **520** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see your 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 Belarus Emergency What's Happening?	75K
ML Minsk Live	72.8K
PB Eavesdropping Belarus	58.2K
BG Belarus Main	56.8K
GG Gomel. Main!	56K
MB Ministry of Agriculture of Belarus YOU	11.3K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#82 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 **901**, they brought **505** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	25	18	26
November 2025	106	49	33
October 2025	149	60	53
September 2025	217	86	93
August 2025	277	117	249
July 2025	127	93	51

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
901	6	505

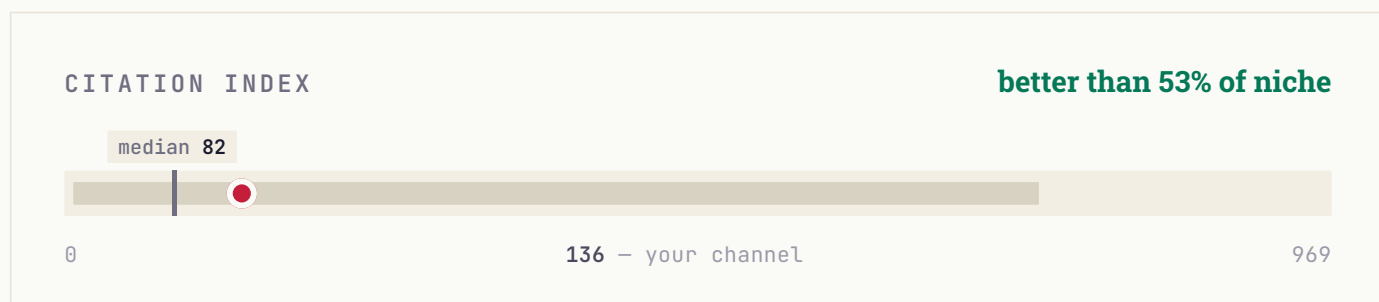
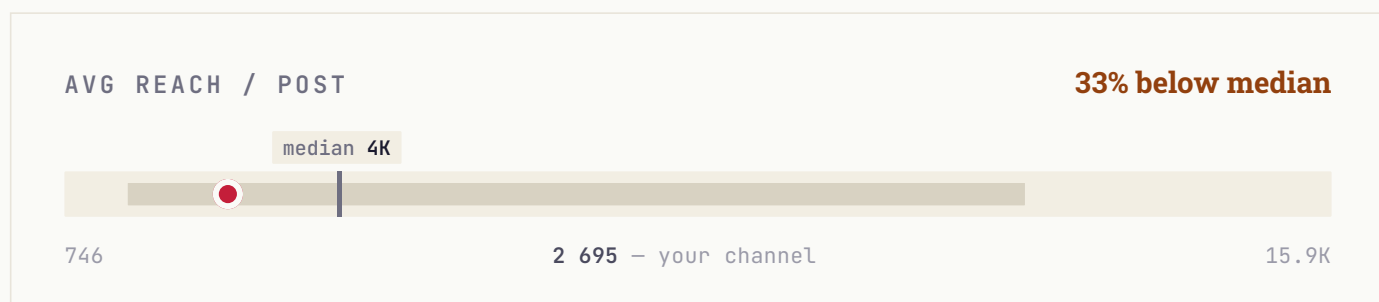
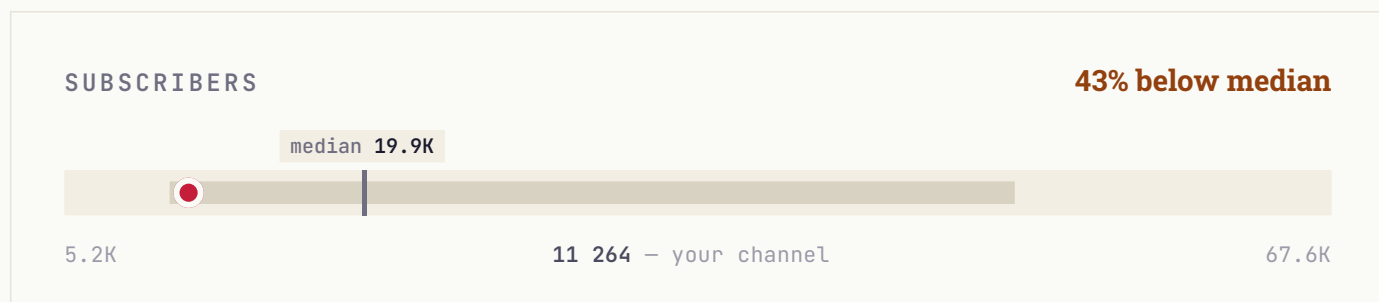
— SECTION 08 • NICHE COMPARISON

Where 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.

#82/100

POSITION IN NICHE
Channel in bottom half of ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and return to this report in a month.

- 01

Top post of the week — on Tuesday
Audience most active on this day at 11:00 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 boost ER by +5-15%.
One poll per week on a hot topic — easy growth point.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
Quarterly cross-posting 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 — that's organic traffic source.

EFFECT
Organic traffic source

★ 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 ad in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager