

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Nasha Niva



@nashaniva

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daily VIDEO news here: youtube.com/@NashaNivaNews

SUBSCRIBERS

22 769

-124 per month

ERR (% SEE POSTS)

53.0%

per day 49.8%

REACH/POST

12K

ad reach 11.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle under the number shows the period it was calculated for.

 SUBSCRIBERS 22 769 —	 SUBSCRIBER REACH 52.6% avg % subs see post	 VIEWS/POST 12K median 12.1K · 21 days	 POSTS/DAY 44.0 ~308 per week
 7D TREND — no data for period	 REACTIONS/POST 197.2 total 183 395 reactions, 23 301 reposts, 0 comments	 POST LENGTH 343 chars median 310 · 21 days	 POSTS ANALYZED 930 21 days
 AD REACH 11.4K 24h avg	 CHURN / MONTH -124 last month	 CITATIONS 885 citation index · 1 939 channels mentioned all time	 CHANNEL AGE 10 years 1 month created 26.04.2016

AI EDITOR SUMMARY

Channel «Nasha Niva» — 22 769 subs. Each post averages 12K people (53% of subs), wide reach for a channel this size. Publishes 308 posts per week (~44/day) — very active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **930** posts over 21 days.
- 02 Dominant format — **Photo** (765/930 posts).
- 03 Avg post length — **343** chars (median 310).
- 04 Peak audience activity — **Saturday**, 00:00 MSK.
- 05 Top posts get **1x** more views than the weakest (13.5K avg top vs 11.2K worst) — among 930 posts over 21 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 26.05 · 20:22 PHOTO A Belarusian riot policeman who beat Belarusians died in the war in Ukraine He died a day before his 31st birthday, writes...	VIEWS 13 545 REP. 69	REACTIONS 689 ER 59.5%
Nº2 23.05 · 21:01 PHOTO Tsikhanouski published an article in the West on the 'Finlandization' model for Belarus Finland responded: This is wishful thinking and...	VIEWS 13 465 REP. 53	REACTIONS 259 ER 59.1%
Nº3 20.05 · 20:05 PHOTO One of Russia's most notorious killers died in Minsk. He lived under a false name and became a sci-fi writer 39-year-old Semyon Ermalinsky...	VIEWS 13 420 REP. 84	REACTIONS 250 ER 58.9%

Nº4 21.05 • 20:30 PHOTO Zelensky again warned Lukashenko about consequences of entering the war «The actual leadership of Belarus must be on alert – this...	VIEWS 13 364 REP. 27 REACTIONS 324 ER 58.7%
Nº5 18.05 • 19:33 PHOTO A combat drone fell in the Vitebsk region and was detonated on the same day As @NashaNiva learned from two sources, on May 17, on the territory of...	VIEWS 13 335 REP. 58 REACTIONS 177 ER 58.6%
WORST 3	
↓ 03.06 • 06:16 PHOTO Былы віцэ-прэм'ер з урада Румаса чацвёрты год не можа прадаць катэдж у Драздах. Але цану паднімае Эксклюзіўны катэдж у англійскім стылі...	VIEWS 11 264 REP. 16 REACTIONS 136 ER 49.5%
↓ 03.06 • 04:12 VIDEO Іран атакаваў базы ЗША ў Кувейце і Бахрэйн у Тэгеране назвалі гэта адказам на амерыканскія ўдары. https://nashaniva.com/396679 Без VPN...	VIEWS 11 202 REP. 7 REACTIONS 129 ER 49.2%
↓ 03.06 • 07:00 VIDEO «Ёсць добрыя вынікі». Зяленскі пракаментavaў удары па аб'ектах у Расіі «Сёння ноччу былі пашкоджаныя важныя аб'екты на тэрыторыі Расіі», —...	VIEWS 11 192 REP. 8 REACTIONS 285 ER 49.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth graph for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



PERIOD START

23 996

NOW

22 769

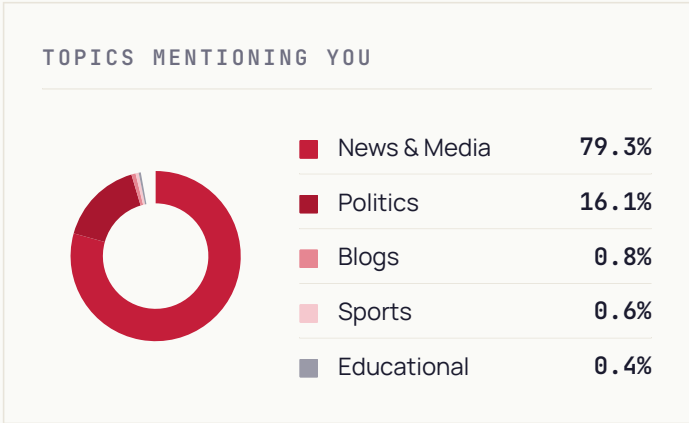
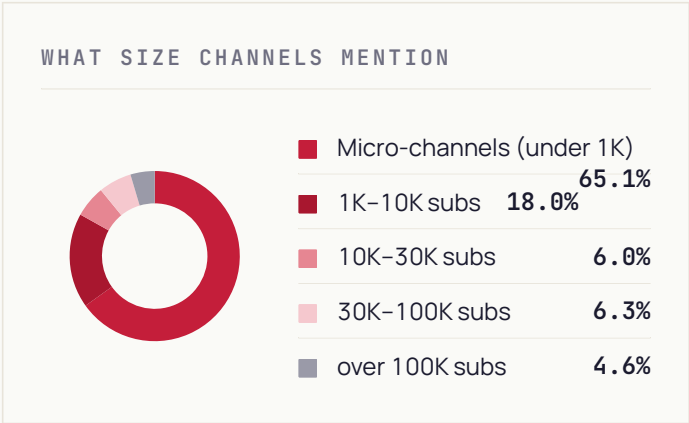
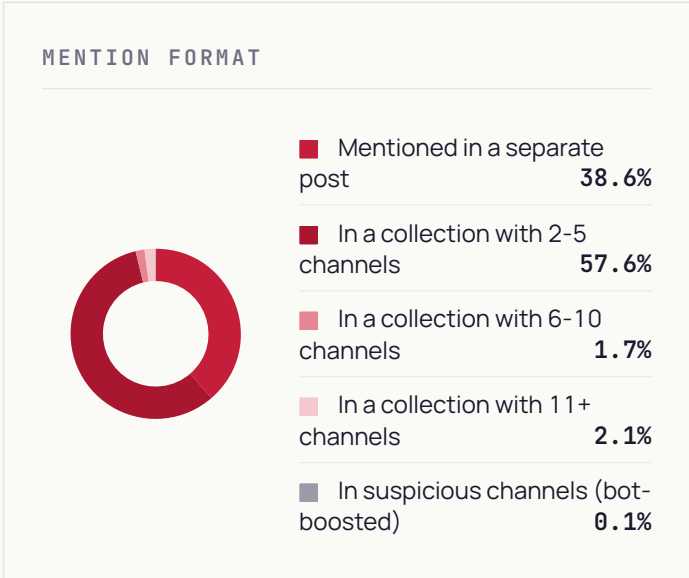
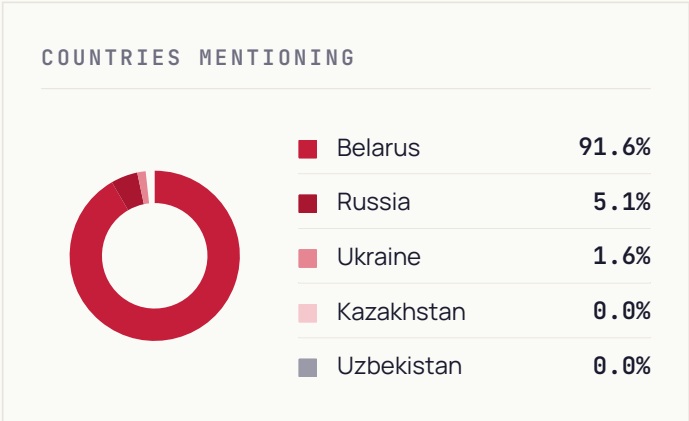
NET GROWTH

-1 227

SECTION 04 · MENTIONS

Who and how mentions the channel

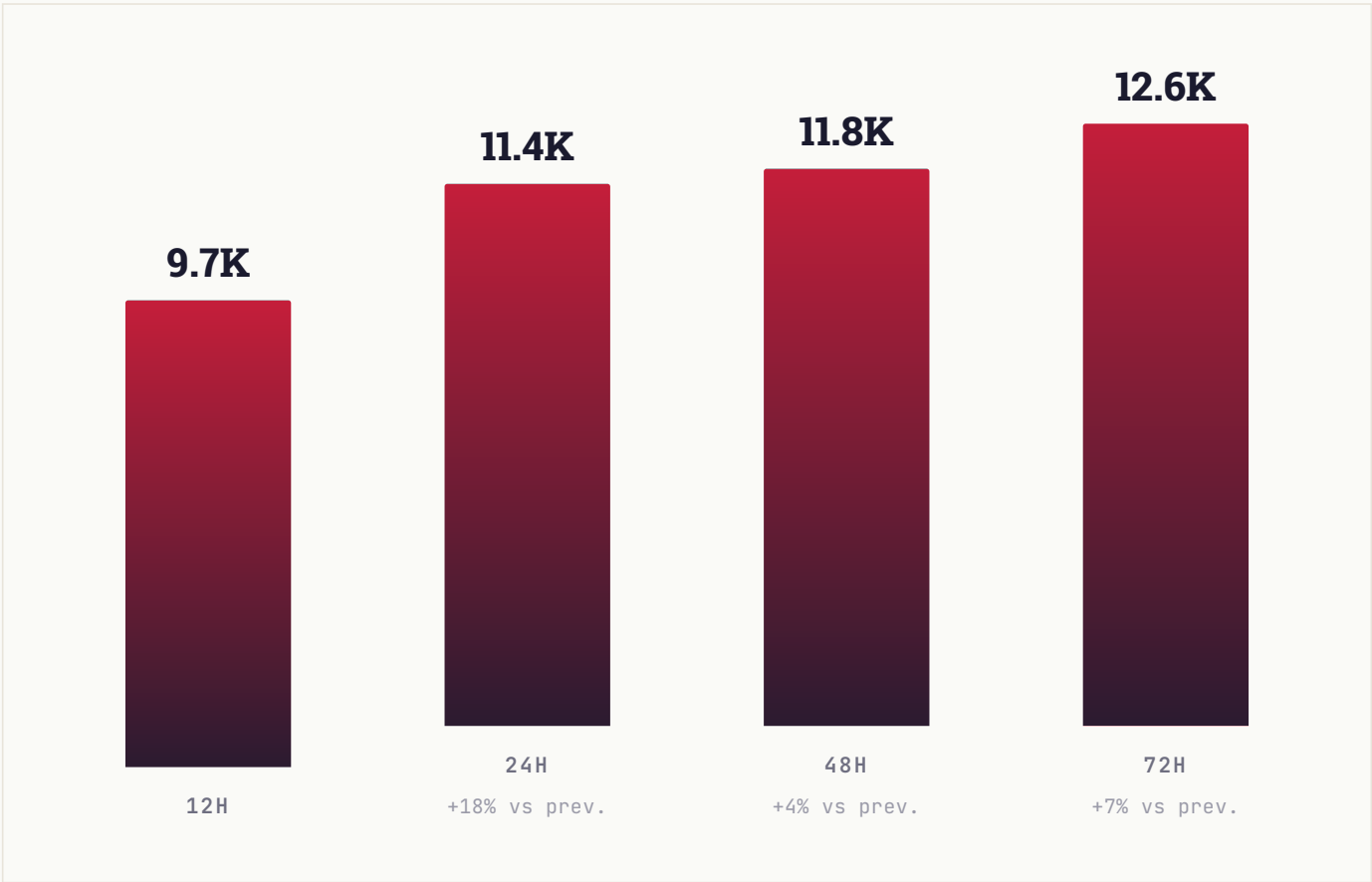
Citation index **885** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **1 939** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see 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 Main	56.8K
YY Gomel. Main!	56K
NN Nasha Niva YOU	22.8K

COMPARATIVE CONCLUSION

Channel in top half of niche (#37 of 97). Niche leader — NEXTA Live (764.9K), median subs 19.8K. Aim for top quartile — 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 **973**, they brought **1 482** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	186	51	541	
Nov 2025	96	22	13	
Oct 2025	170	34	49	
September 2025	231	76	747	
August 2025	149	26	94	
July 2025	141	32	38	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
973	6	1 482

SECTION 08 · NICHE COMPARISON

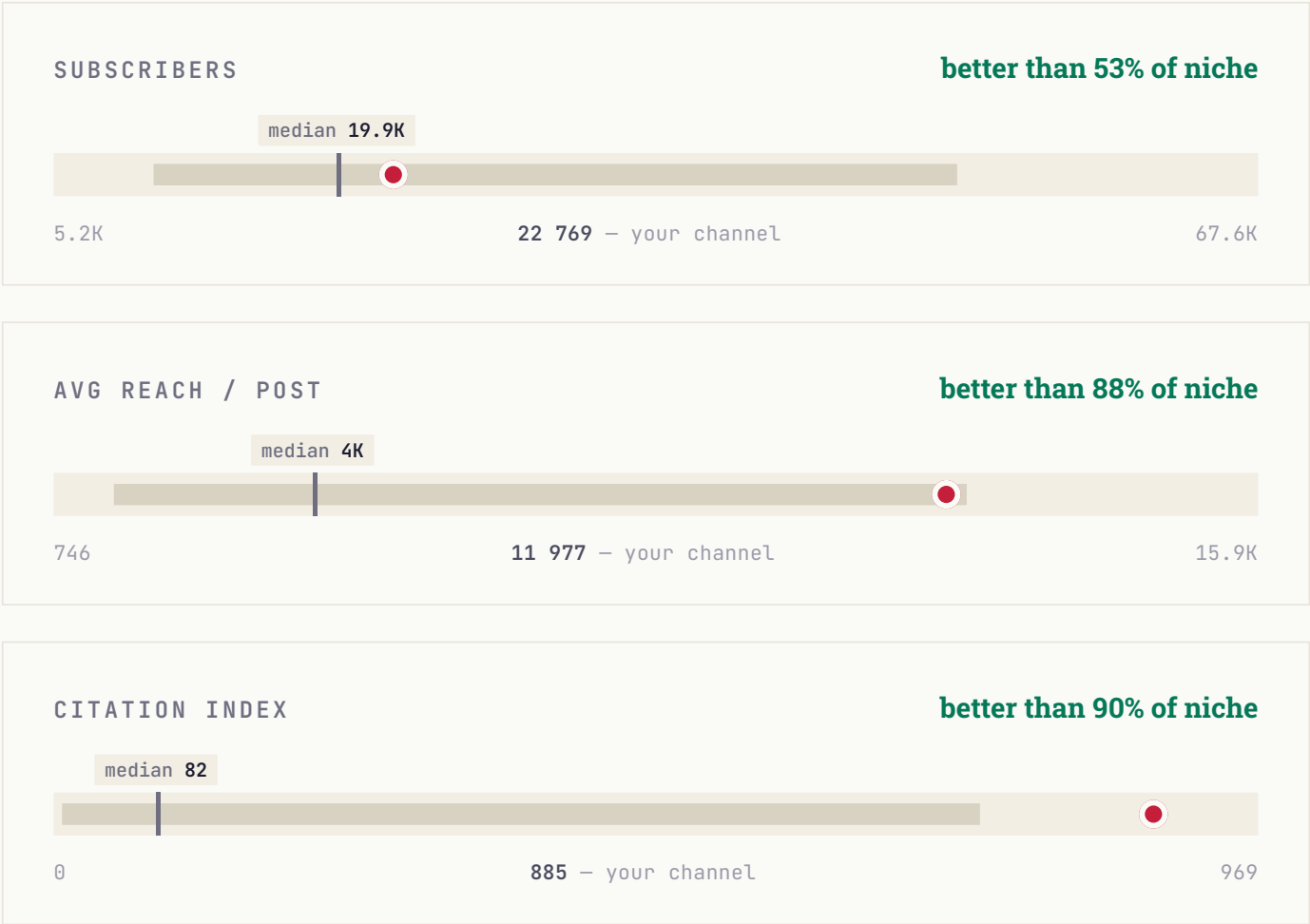
Where channel stands in its league

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

#37/100

POSITION IN NICHE

Channel in top half of rating



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit next month.

01**Main post of the week — on Saturday**

On this day at 00:00 MSK audience is most active.

EFFECT

**Best window
for an
important post****02****Increase video posts share**

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video holds
audience
better****03****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****04****Test polls & interactive formats**

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Cross-post with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes using public data.
Want to go further — run ads through us and hit your growth plan
in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager