

PROMTPRESS PUBLIC REPORT

Channel audit

Барановичи - Наш край



@nashkraj

Our site: <https://nashkraj.by/> / Share news, photos or videos from Baranovichi region, ask questions — send to our chat-bot: @nash_kraj_bot

SUBSCRIBERS

14 650

+215 per month

ERR (% SEE POSTS)

23.0%

in 24h **18.1%**

REACH/POST

3.2K

ad reach **2.7K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it's calculated for.

 SUBSCRIBERS 14 650 —	 SUBSCRIBER REACH 21.61% avg % of subs see post	 VIEWS/POST 3.2K median 3.1K · 16 days	 POSTS/DAY 20.5 ~143 per week
 7D TREND — no data for this period	 REACTIONS/POST 16.0 total 5,532 reactions, 2,347 rep., 0 comm.	 POST LENGTH 441 chars median 386 · 16 days	 POSTS ANALYZED 345 16 days
 AD REACH 2.7K 24h avg	 CHURN / MONTH +215 last month	 CITATION RATE 81 citation index · 294 channels mentioned it ever	 CHANNEL AGE 8 years 1 month created 10.04.2018

AI EDITOR SUMMARY

Channel «Baranovich - Our Land» — 14 650 subs. Each post gets on avg 3.2K people (22% of subs), average reach — room to grow. Publishes 143 posts per week (~20/day) — very active posting.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **345** posts in 16 days.
- 02 Dominant format – **Photo** (249/345 posts).
- 03 Avg post length – **441** chars (median 386).
- 04 Peak audience activity – **Tue**, 11:00 MSK.
- 05 Top posts get **3×** more views than the weakest (6.4K avg for top vs 2.1K for worst) – among 345 posts over 16 days. Worth analyzing what top posts have in common – topic, format, time.

TOP 5 POSTS

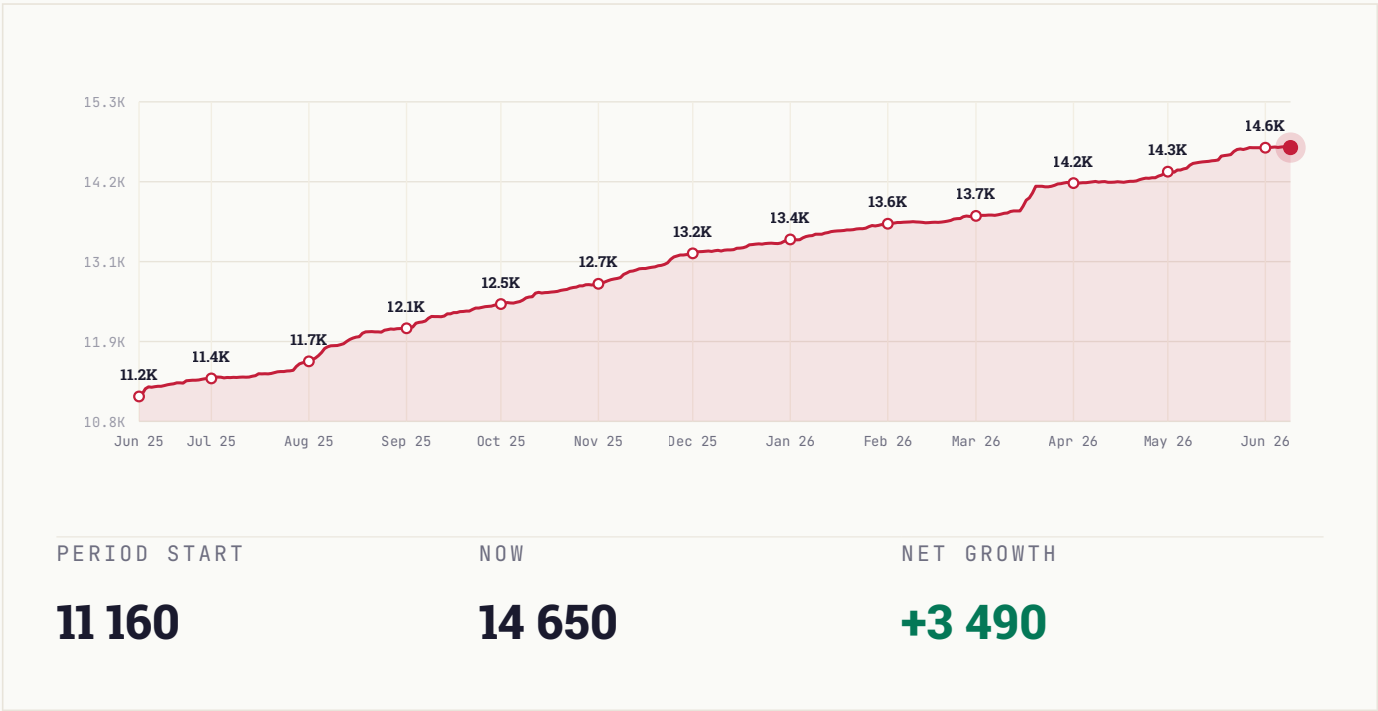
Nº1 26.05 · 06:39 VIDEO Ahead of summer break, Baranovichi inter-district prosecutor's office made a video about the main thing – child safety. !!Watch it and...	VIEWS 7 220 REP. 26	REACTIONS 19 ER 49.3%
Nº2 26.05 · 10:23 VIDEO ♥♥♥#ItAllStartsWithFamily – say Baranovichi Maternity Hospital medics in their beautiful video.	VIEWS 6 081 REP. 31	REACTIONS 49 ER 41.5%
Nº3 28.05 · 12:49 PHOTO 🏠New residential area Anisimovich-1 construction starts in Baranovichi. In the new quarter of Anisimovich-1 of Severny-2...	VIEWS 6 031 REP. 39	REACTIONS 25 ER 41.2%

Nº4 26.05 • 08:25 PHOTO ☑☑☑ "A bit nervous but in great spirits." Baranovich region graduates take the CT.	VIEWS 6 020 REACTIONS 9 REP. 11 ER 41.1%
Nº5 28.05 • 08:52 TEXT ☑☑☑ Main exam items: passport & pen. Leave everything else outside. Brest Regional Exam Control Commission...	VIEWS 5 752 REACTIONS 11 REP. 18 ER 39.3%
WORST 3	
↓ 04.06 • 08:24 VIDEO ☑TOMORROW☑ At 5:00 PM: friendly match between Belarus & Kazakhstan youth teams. Free entry!	VIEWS 2 476 REACTIONS 14 REP. 4 ER 16.9%
↓ 04.06 • 12:32 PHOTO ☑ Belarus President signs Decree "On Draft International Treaty". ☑ The document approves a basis for negotiations...	VIEWS 2 358 REACTIONS 10 REP. — ER 16.1%
↓ 30.05 • 11:50 VIDEO Барановичская городская поликлиника №4 участвует в марафоне #ВсеНачинаетсяСсемьи Их ролик уже в нашем TikTok☺☺☺ ☑Смотрите видео полностью! ...	VIEWS 1 335 REACTIONS 20 REP. 1 ER 9.1%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

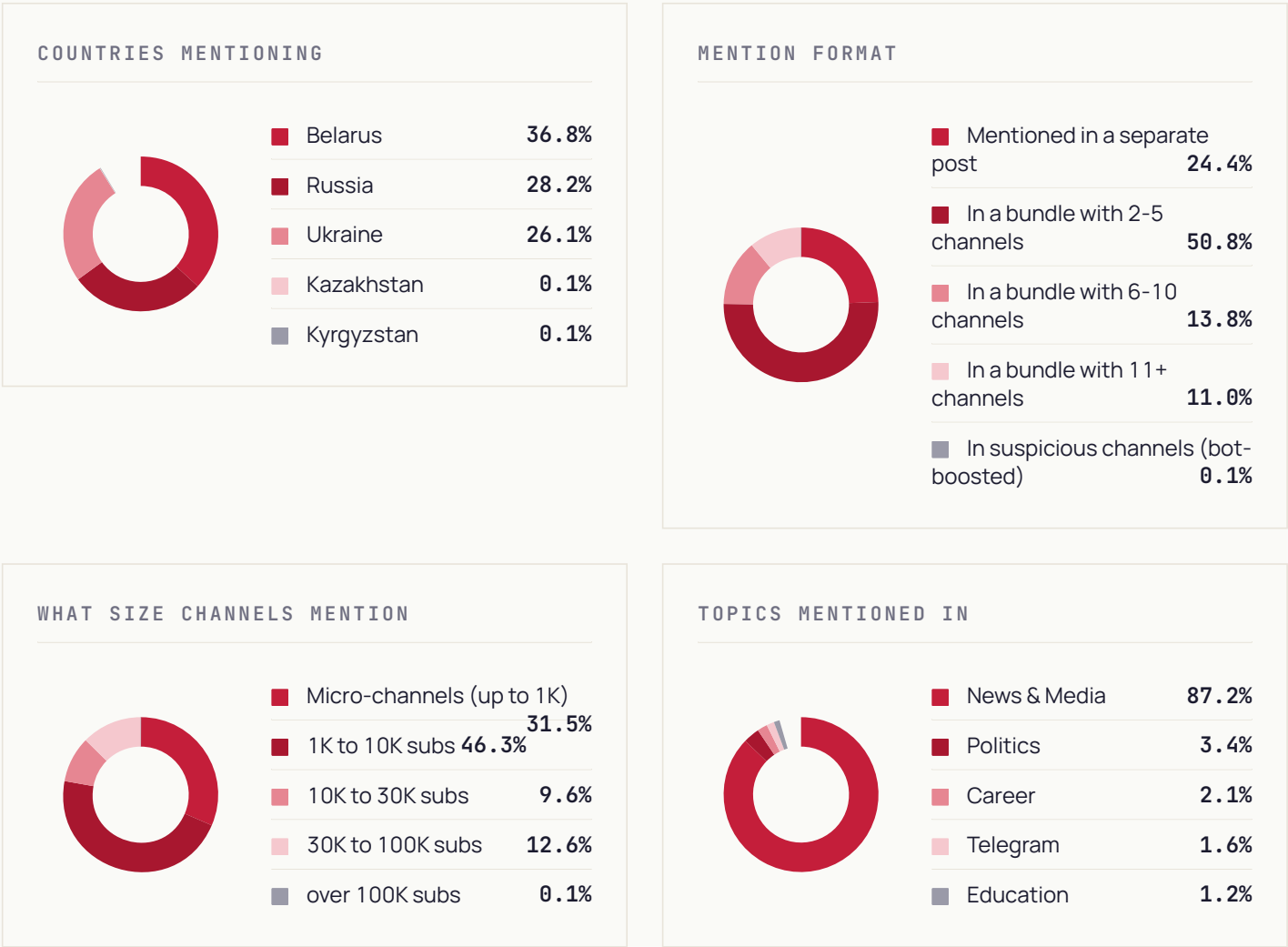
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

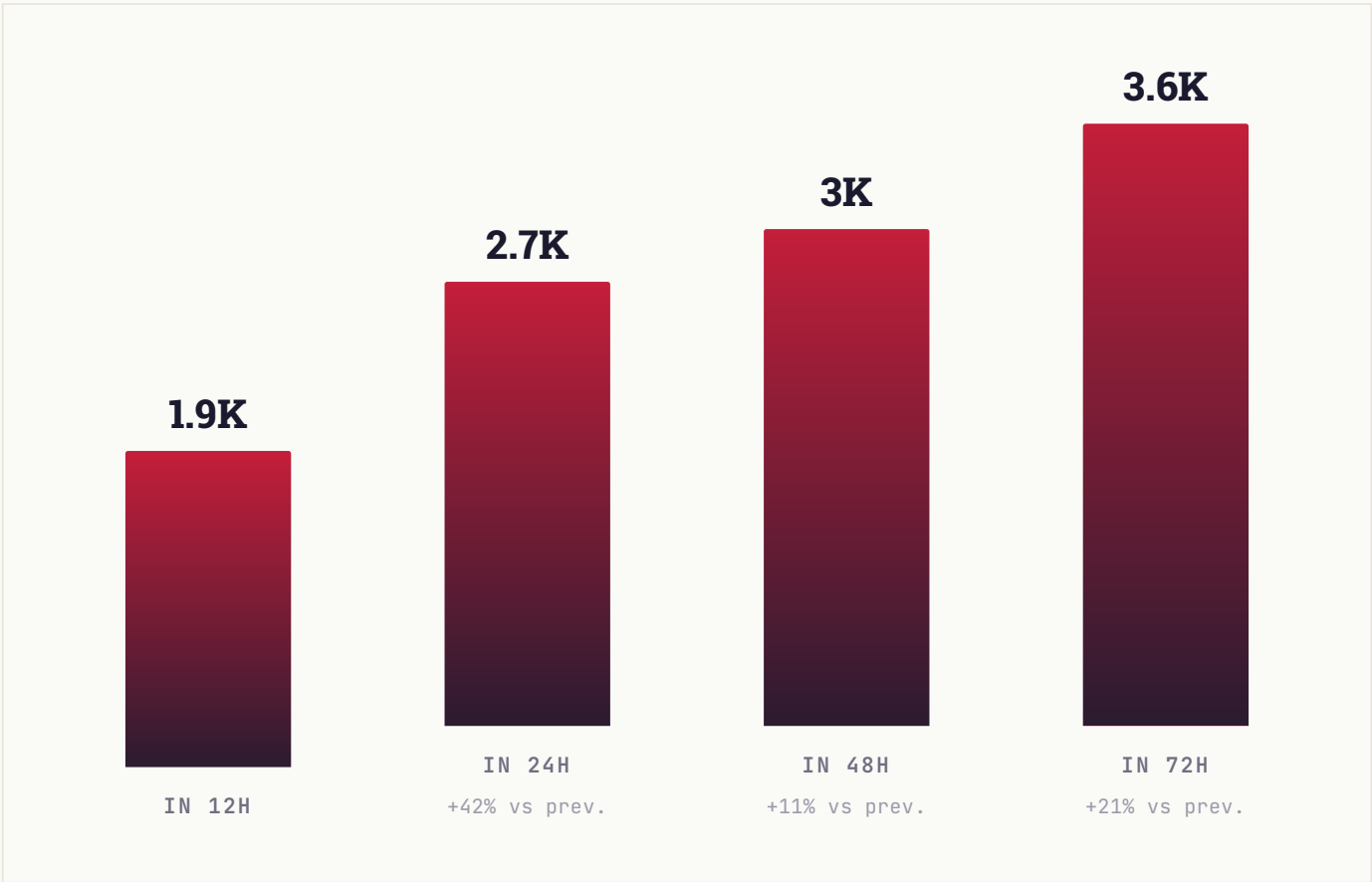
Citation index **81** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **294** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long 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
B- Барановичи - Наш край YOU	14.7K

COMPARATIVE SUMMARY

Channel in bottom half of top-100 niche (#72 of 97). Niche median — 19.8K subs. First growth KPI — reach median. Leader: NEXTA Live (764.9K).

SECTION 07 · MENTION TRENDS

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 **116**, they brought **2 036** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	13	8	230	
Nov 2025	7	7	418	
Oct 2025	15	9	307	
September 2025	9	5	339	
August 2025	34	14	484	
July 2025	38	14	258	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
116	6	2 036

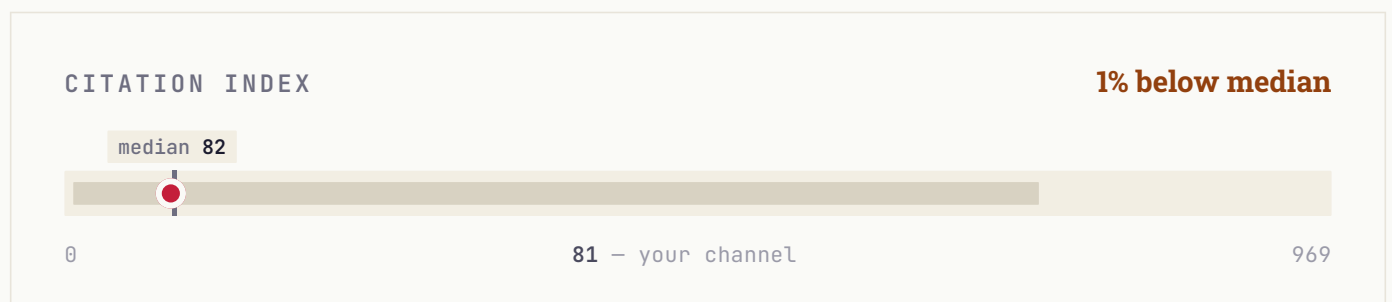
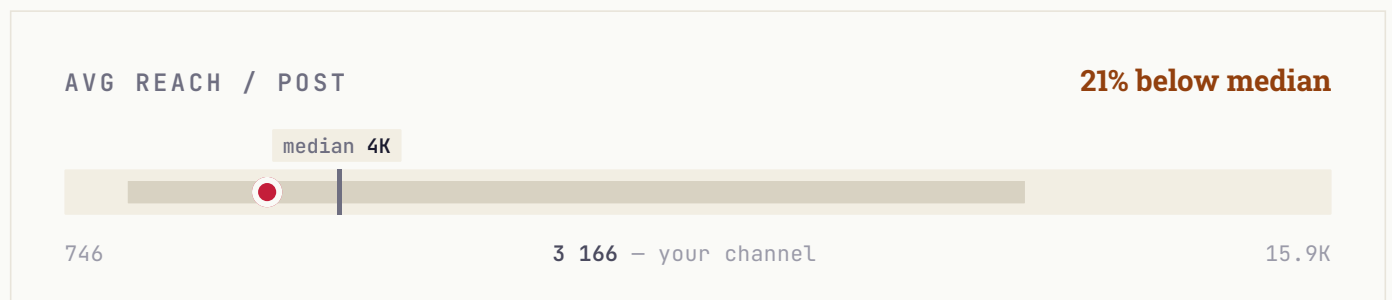
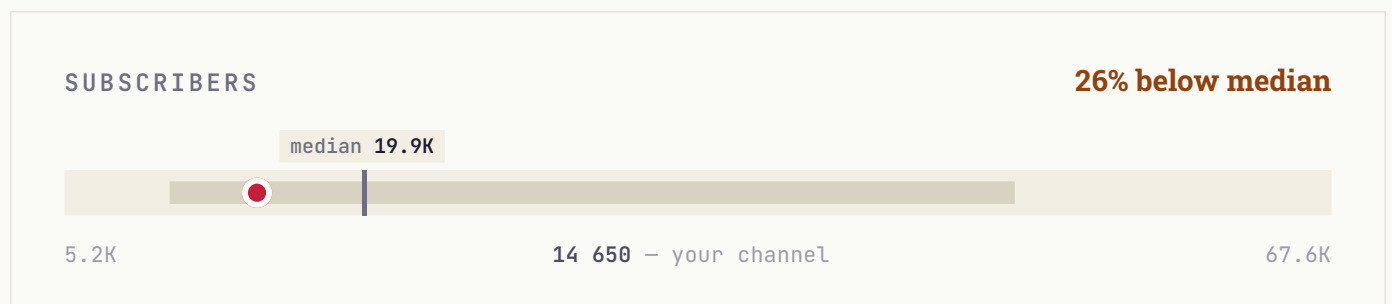
— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

#72/100

POSITION IN NICHE
Channel in the lower half of the ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit in a month.

- 01

Top post of the week — on Tuesday

On this day at 11:00 MSK audience is most active.

EFFECT

Best window for key posts
- 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

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 — organic traffic source.

EFFECT

Organic traffic source

★ WHAT'S NEXT

Want us to do this **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
