

— PROMTPRESS PUBLIC REPORT

Channel audit

Newgrodnno.by - Свежие новости Гродно и страны



@newgrodnno

Fresh Grodno & country news. Send news, share photos & videos -
@new_grodno_bot

SUBSCRIBERS

17 460

ERR (% SEE POSTS)

19.0%

REACH/POST

3.2K

+17 per month

last day 16.9%

ad reach 3K/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 covers.

 SUBSCRIBERS 17 460 —	 SUBS REACH 18.06% avg % subs see a post	 VIEWS/POST 3.2K median 3.2K · 17 days	 POSTS/DAY 52.8 ~370 per week
 7D TREND — no data for period	 REACTIONS/POST 8.7 total 8 300 reactions, 4 221 reposts, 0 comments	 POST LENGTH 226 chars median 206 · 17 days	 POSTS ANALYZED 949 17 days
 AD REACH 3K 24h avg	 CHURN / MONTH +17 last month	 CITATION RATE 96 citation index · 220 channels mentioned ever	 CHANNEL AGE 8 years 10 months created 13.07.2017

AI EDITOR SUMMARY

Channel «Newgrodnoblog - Fresh news of Grodno and country» — 17 460 subs. Each post averages 3.2K people (18% of subs), average reach — room to grow. Publishes 370 posts per week (~53/day) — very active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **949** posts over 17 days.
- 02 Dominant format – **Text** (693/949 posts).
- 03 Avg post length – **226** chars (median 206).
- 04 Peak audience activity – **Friday, 22:00 MSK**.
- 05 Strongest posts get **by 1x** more views than weakest (4.1K avg top vs 2.8K worst) – among 949 posts in 17 days. Worth analyzing what top shares – topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 07:22 TEXT "There will be moisture – there will be mushrooms": chanterelles already being picked near Grodnno...	VIEWS 4 539 REPOSTS 22	REACTIONS 5 ER 26.0%
Nº2 25.05 · 19:02 VIDEO In Austria, a plane hit a paraglider mid-air The incident occurred near Zell am See. A light aircraft Cessna...	VIEWS 4 060 REPOSTS 18	REACTIONS 32 ER 23.3%
Nº3 29.05 · 19:04 VIDEO Check out this beauty shot by a Belarus blogger!	VIEWS 3 669 REPOSTS 22	REACTIONS 74 ER 21.0%

Nº4 05.06 • 19:02 VIDEO 🚚 🚚 Like a horror movie: in Sweden, an Estonian timber truck driver nearly recreated a scene from "Final Destination" – from his truck onto the road...	VIEWS 3 668 REACTIONS 27 REPOSTS 20 ER 21.0%
Nº5 31.05 • 13:52 TEXT Ferrari showed its first electric car: what's known?...	VIEWS 3 662 REACTIONS 15 REPOSTS 3 ER 21.0%

WORST 3

↓ 30.05 • 11:34 TEXT For poppy and cannabis – by law: Interior Ministry reminded Belarusians of responsibility...	VIEWS 2 812 REACTIONS 2 REPOSTS 1 ER 16.1%
↓ 02.06 • 15:11 VIDEO 🕒🕒🕒🕒 TIMELAPSE: Filaret bridge reconstruction in 30 seconds Reminder: reconstruction started almost 9 months ago, in September 2025...	VIEWS 2 804 REACTIONS 31 REPOSTS 7 ER 16.1%
↓ 30.05 • 11:52 TEXT Streets like after shampoo»: what a Russian saw in Belarus?...	VIEWS 2 784 REACTIONS 5 REPOSTS — ER 15.9%

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 grew and which lost subs.

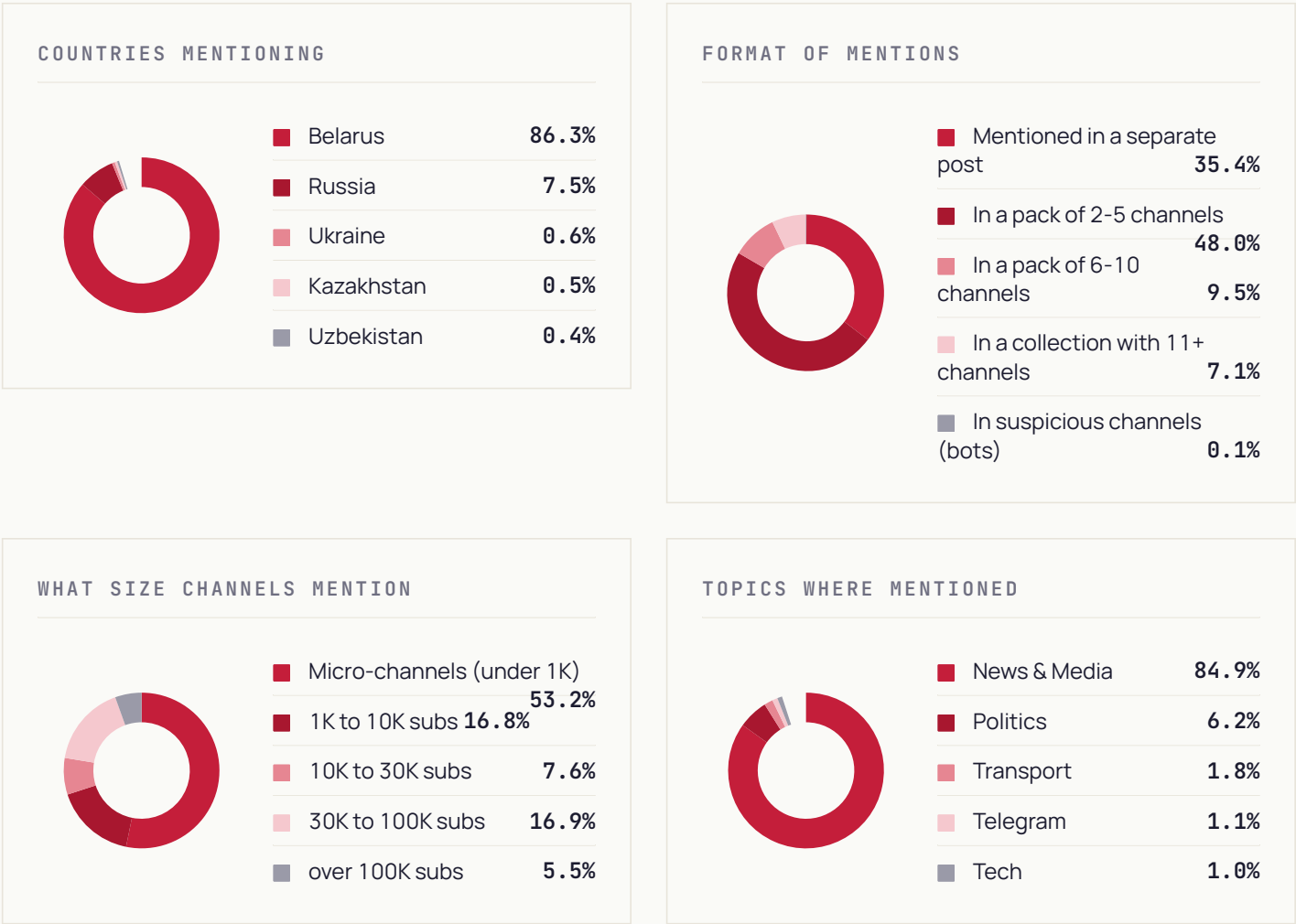


START DATE	NOW	NET GROWTH
17 483	17 461	-22

SECTION 04 · CITATIONS

Who and how mentions the channel

Citation index **96** – channel popularity score based on mentions. Considers not just count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **220** 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 stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — see its 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 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
N- Newgrodnno.by - Свежие новости Гродно и страны YOU	17.5K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#55 of 97). Niche median — 19.8K subs. First growth KPI — reach the median. Leader: NEXTA Live (764.9K).

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 **48**, they brought **579** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	2	2	77	
Nov 2025	0	0	160	
Oct 2025	6	3	40	
September 2025	15	5	58	
August 2025	10	5	132	
July 2025	15	3	112	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
48	6	579

SECTION 08 · NICHE COMPARISON

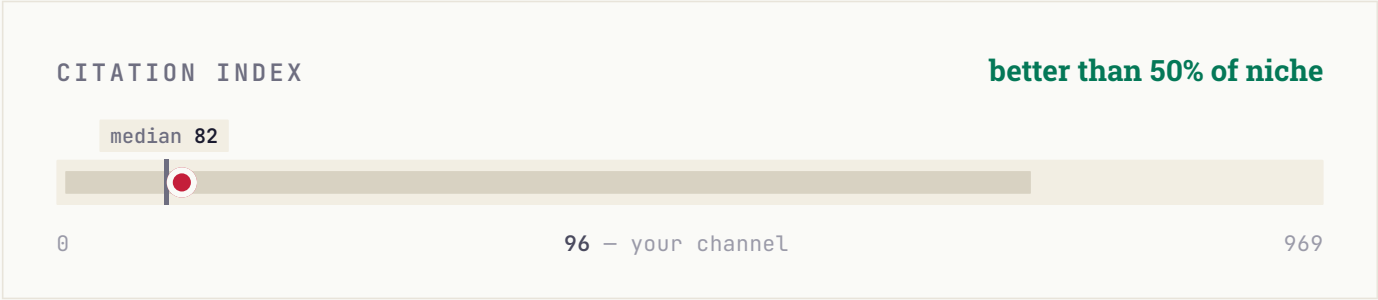
Where channel stands in its league

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.

#55/100

RANK 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 revisit this report in a month.

01

Main post of the week — on Friday

On this day at 22:00 MSK audience is most active.

EFFECT

**Best window
for important
post**

02

Increase video post 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 give +5-15% to ER. One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with same-segment channels. 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 minutes from public data. Want to go further — run ads through us and close your growth plan in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager