

PROMTPRESS PUBLIC REPORT

Channel audit

Office Life

Бизнес- НОВОСТИ



@officelife_media

Office Life: business news of Belarus and world. For ads:
@OfficeLifeOffice

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
9 909	32.0%	3.1K
+181 per month 09.06.2026	per day 23.3% HTTPS://PROMTPRESS.COM/AUDIT/OFFICELIFE_MEDIA	ad reach 2.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 9 909 -	 SUBS REACH 31.55% avg % subs see post	 VIEWS/POST 3.1K median 2.6K · 29 days	 POSTS/DAY 19.0 ~133 per week
 7D TREND -0.6% vs previous week	 REACTIONS/POST 14.3 total 8,139 reactions, 9,489 reposts, 0 comments	 POST LENGTH 494 chars median 469 · 29 days	 POSTS ANALYZED 570 29 days
 AD REACH 2.3K 24h avg	 CHURN / MONTH +181 over the last month	 CITATION RATE 147 citation index · 312 channels mentioned all time	 CHANNEL AGE 7 years 9 months created 08/28/2018

AI EDITOR SUMMARY

Channel «Office Life Business News» – 9 909 subs. Each post averages 3.1K people (32% of subs), good reach. Publishes 133 posts per week (~19/day) – very active. Week of May 25–31 reach stable (-0.6% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **570** posts over 29 days.
- 02 Dominant format – **Photo** (559/570 posts).
- 03 Avg post length – **494** chars (median 469).
- 04 Peak audience activity – **Monday**, 13:00 MSK.
- 05 Top posts get **6x** more views than the weakest (14.3K avg top vs 2.3K worst) – among 570 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 26.05 · 13:05 PHOTO Belarusian banks start offering Russians transfers for home purchases in our country This is due to increased interest from Russian citizens in...	VIEWS 15 005 REPOSTS 268	REACTIONS 51 ER 151.4%
Nº2 13.05 · 10:45 PHOTO Exchange rates at close 13.05.2026	VIEWS 14 078 REPOSTS 132	REACTIONS 17 ER 142.1%
Nº3 29.05 · 10:41 PHOTO Exchange rates at close 29.05.2026	VIEWS 13 794 REPOSTS 21	REACTIONS 8 ER 139.2%

Nº420.05 · 10:45 **PHOTO**
Exchange rates at close 20.05.2026

VIEWS
13 703
REACTIONS
8
REPOSTS
33
ER
138.3%

Nº526.05 · 10:35 **PHOTO**
Exchange rates at close 26.05.2026

VIEWS
13 665
REACTIONS
13
REPOSTS
34
ER
137.9%

WORST 3

↓ 05.06 · 17:00 **PHOTO**
FESCO to boost rail freight between Belarus and China
Transport group opened a representative office in...

VIEWS
2 274
REACTIONS
11
REPOSTS
6
ER
22.9%

↓ 05.06 · 15:43 **PHOTO**
Ministry of Agriculture and Food told when Belarus will
abandon products from unfriendly countries As Deputy
Minister of Agriculture...

VIEWS
2 271
REACTIONS
25
REPOSTS
8
ER
22.9%

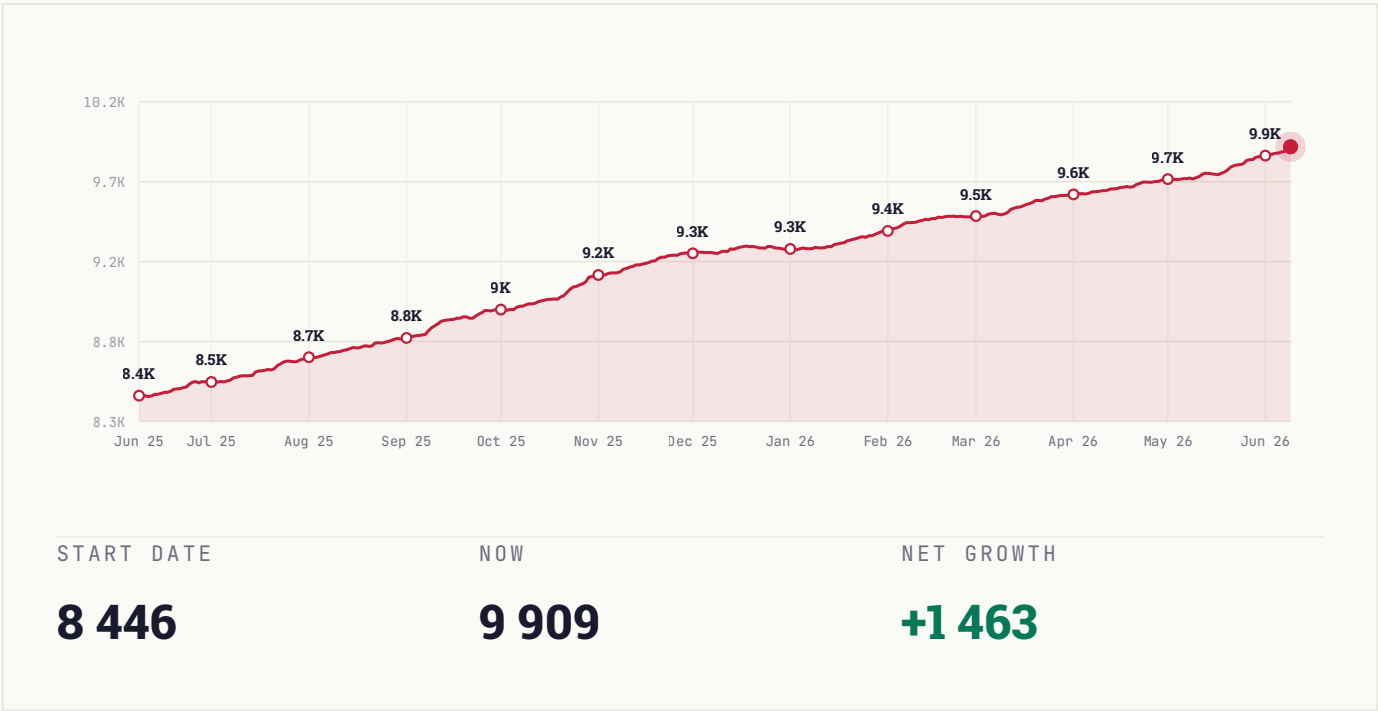
↓ 05.06 · 16:31 **PHOTO**
MAZ ranks 2nd in heavy truck sales in Russia In May, the
company sold new...

VIEWS
2 256
REACTIONS
13
REPOSTS
8
ER
22.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

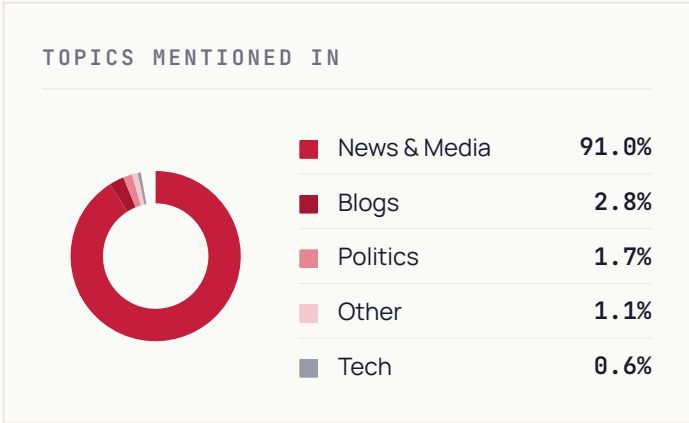
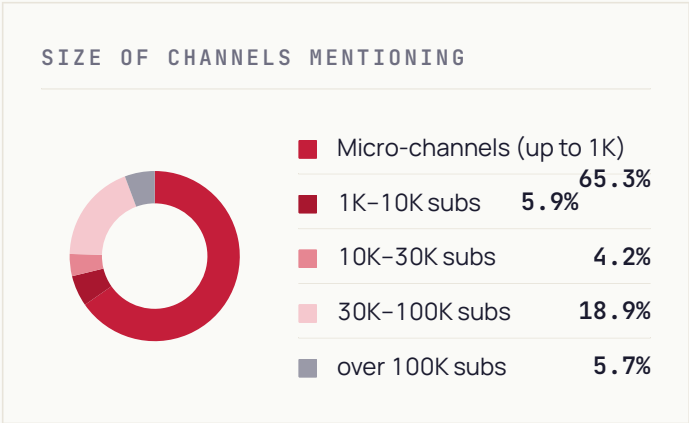
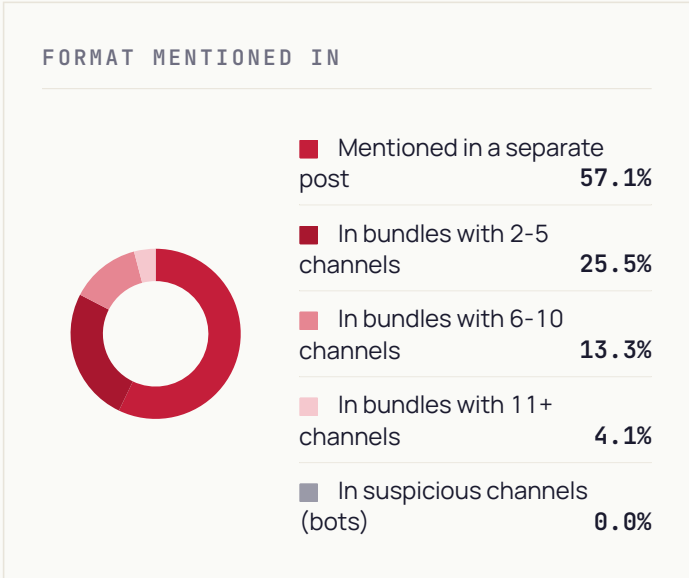
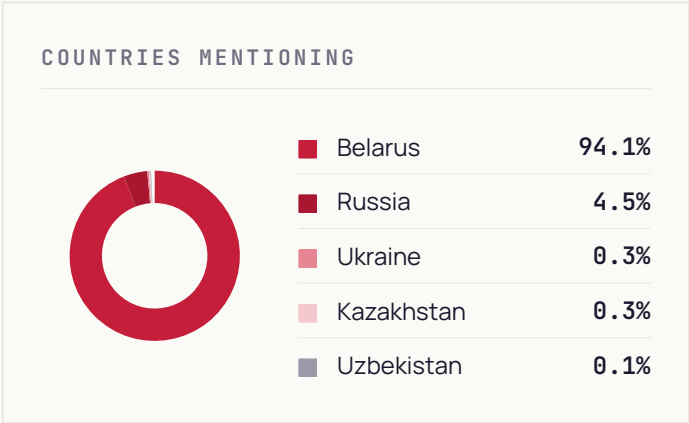
Yearly subscriber growth chart. Key months show exact subscriber count. Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel & how

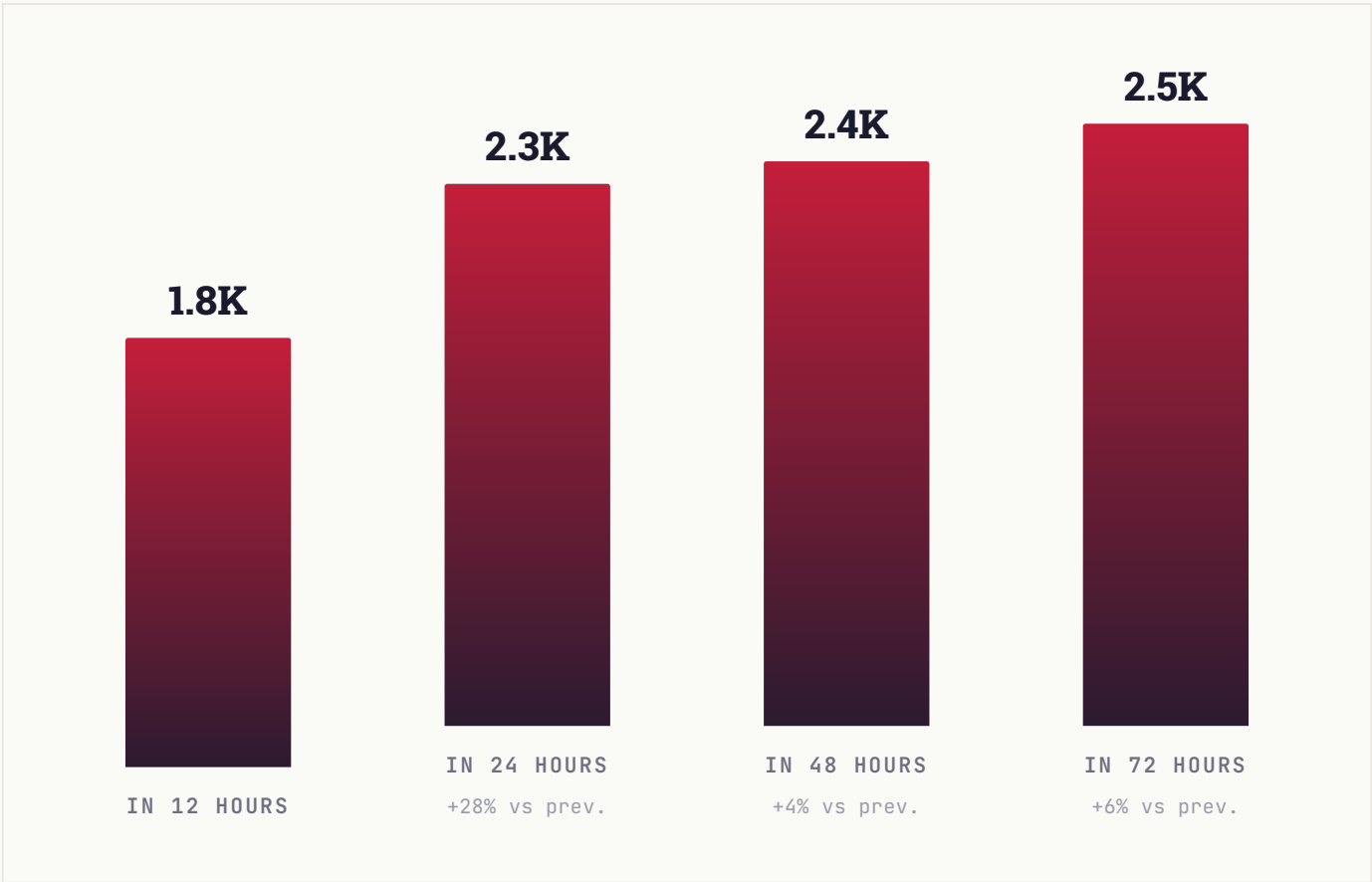
Citation index **147** — channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **312** different channels.



— SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 Nearby channels by topic & 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 Belarus Emergency What's Happening?	75K
ML Minsk Live	72.8K
PB Overheard Belarus	58.2K
BG Belarus Галоўнае	56.8K
YY Gomel. Main!	56K
OL Office Life Бизнес-новости YOU	9.9K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#94 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

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions were **322**, they brought **878** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBS
December 2025	91	13	70	
Nov 2025	68	14	137	
Oct 2025	44	11	207	
September 2025	38	13	184	
August 2025	31	11	128	
July 2025	50	11	152	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
322	6	878

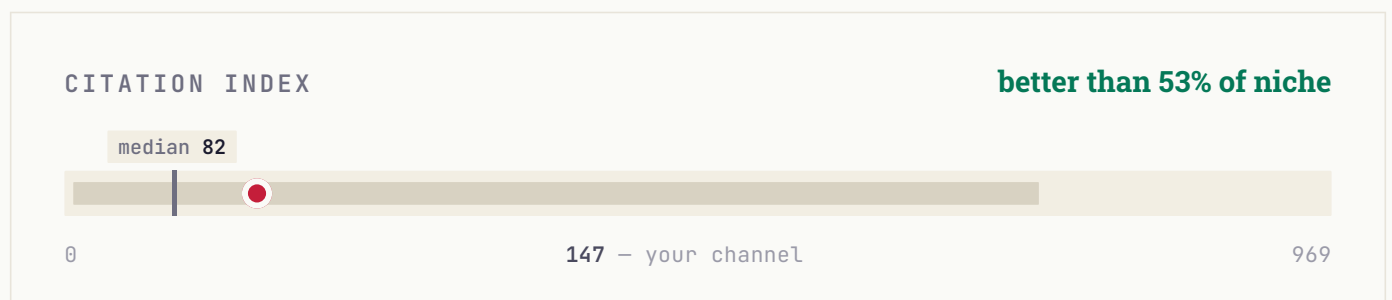
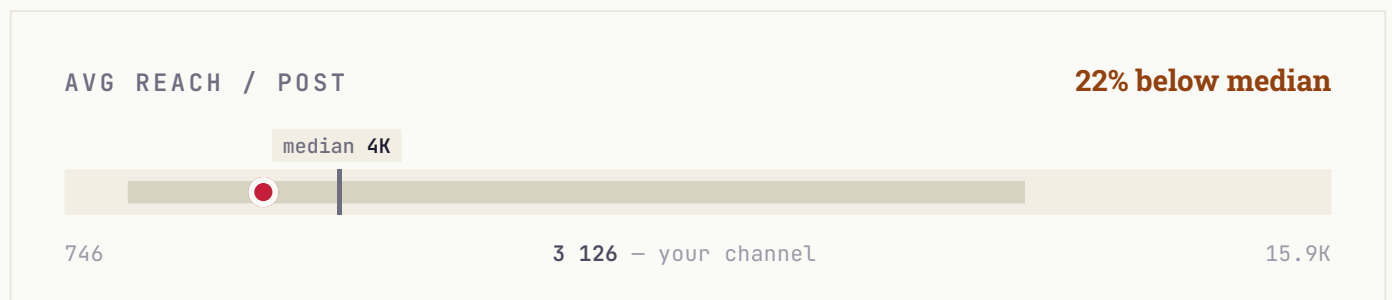
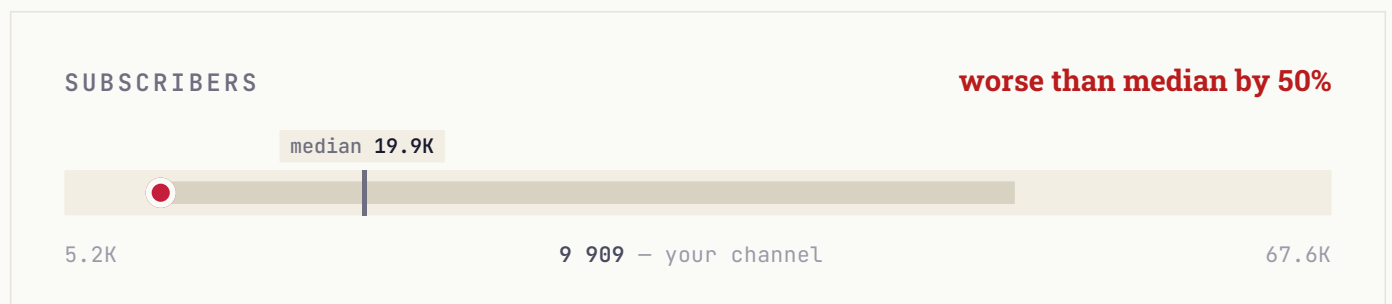
— SECTION 08 · NICHE COMPARISON

Where the channel ranks 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 to p90). Black vertical — median. Red dot — your channel.

#94/100

RANK IN NICHE
Channel in bottom half of ranking



— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Main post of the week — on Monday
Audience is most active on this day at 13:00 MSK. | EFFECT
Best time for key posts |
| 02 | Increase video posts share
Video in Telegram holds audience longer and is favored by the algorithm. Recommend reaching 15-25% share. | EFFECT
Video retains 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 poll per week on a hot topic — easy growth lever. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Swap posts quarterly with channels in same segment.
No need daily — 2-3 collabs give relevant growth. | EFFECT
Growth from relevant audience |

★ 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 Telegram ads

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

02

Contact manager

t.me/PromptPress_manager