

— PUBLIC REPORT BY PROMTPRESS

Channel audit

BSU | Belarusian State University



@official_bsu

Official BSU Telegram channel. Chat: t.me/bsu_chat

SUBSCRIBERS

11 741

+112 this month

ERR (% SEE POSTS)

22.0%

in 24 hours 16.6%

REACH/POST

2.8K

ad reach 1.9K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top-5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Education» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 11 741 —	 SUBS REACH 23.77% avg % subs see post	 VIEWS/POST 2.8K median 2.6K · 29 days	 POSTS/WK 32.7 for period
 7D TREND +19.7% vs previous week	 REACTIONS/POST 27.3 total 3,740 reactions, 2,768 reposts, 11 comments	 POST LENGTH 609 chars. median 601 · 29 days	 POSTS ANALYZED 137 29 days
 AD REACH 1.9K 24h avg	 CHURN / MONTH +112 last month	 CITATION RATE 56 citation index · 321 channels mentioned all time	 CHANNEL AGE 6 years 9 months created 07.10.2019

AI EDITOR SUMMARY

Channel «BSU | Belarusian State University» – 11 741 subs. Each post averages 2.8K people (24% of subs), average reach – room to grow. Publishes 33 posts per week (~5/day) – active posting. For week Jun 22–28 reach up +19.7% to week Jun 15–21 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 137 posts in 29 days.
- 02 Dominant format – Photo (109/137 posts).
- 03 Avg post length – 609 chars (median 601).
- 04 Peak audience activity – Sunday, 10:00 MSK.
- 05 Strongest posts get 4× more views than the weakest (7.6K avg for top vs 1.8K for worst) – among 137 posts over 29 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 14.06 · 07:01 PHOTO  BSU Applicants 2026, sharing the admission campaign deadlines! Save so you don't miss anything. Below are the general deadlines for...	VIEWS 8 722 REP. 215	REACTIONS 44 ER 74.3%
Nº2 02.07 · 06:02 PHOTO  List of Documents Required for Admission Applicants, in the carousel we've posted the list of papers you'll definitely need during...	VIEWS 7 925 REP. 262	REACTIONS 27 ER 67.5%
Nº3 05.07 · 07:02 PHOTO  Applicants, here's a step-by-step guide for submitting documents to BSU. There are two ways: ✓When creating a personal account in...	VIEWS 6 195 REP. 155	REACTIONS 17 ER 52.8%

Nº4 22.06 · 06:00 PHOTO 🕒 June 22 in Belarus is the Day of National Remembrance of the Victims of the Great Patriotic War and Genocide of the Belarusian People In our country, on...	VIEWS 6 147 REP. 10	REACTIONS 38 ER 52.4%
Nº5 28.06 · 06:04 PHOTO 🏛️ Today in Belarus is a holiday for those building the future – Youth and Students' Day! May this day be a launchpad for your...	VIEWS 5 774 REP. 34	REACTIONS 43 ER 49.2%

|

WORST 3

↓ 30.06 · 11:23 VIDEO 👨👩👧👦 What's a graduation without parents? Even distance is no obstacle. You are great. And your kids are good.	VIEWS 1 989 REP. 9	REACTIONS 27 ER 16.9%
↓ 03.07 · 10:00 VIDEO 🇧🇪 In Minsk's Moskovsky District, an action dedicated to the Independence Day of the Republic of Belarus is underway ⚡️ BSU youth congratulates residents...	VIEWS 1 831 REP. 3	REACTIONS 24 ER 15.6%
↓ 19.06 · 13:36 VIDEO 🌞 City Festival Program 'Mood – Summer' for the Upcoming Weekend June 19 (Fri) 'Pedestrian Zone' 4:00 PM – 6:00 PM Performances...	VIEWS 1 659 REP. 2	REACTIONS 10 ER 14.1%

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 gained or lost subs.

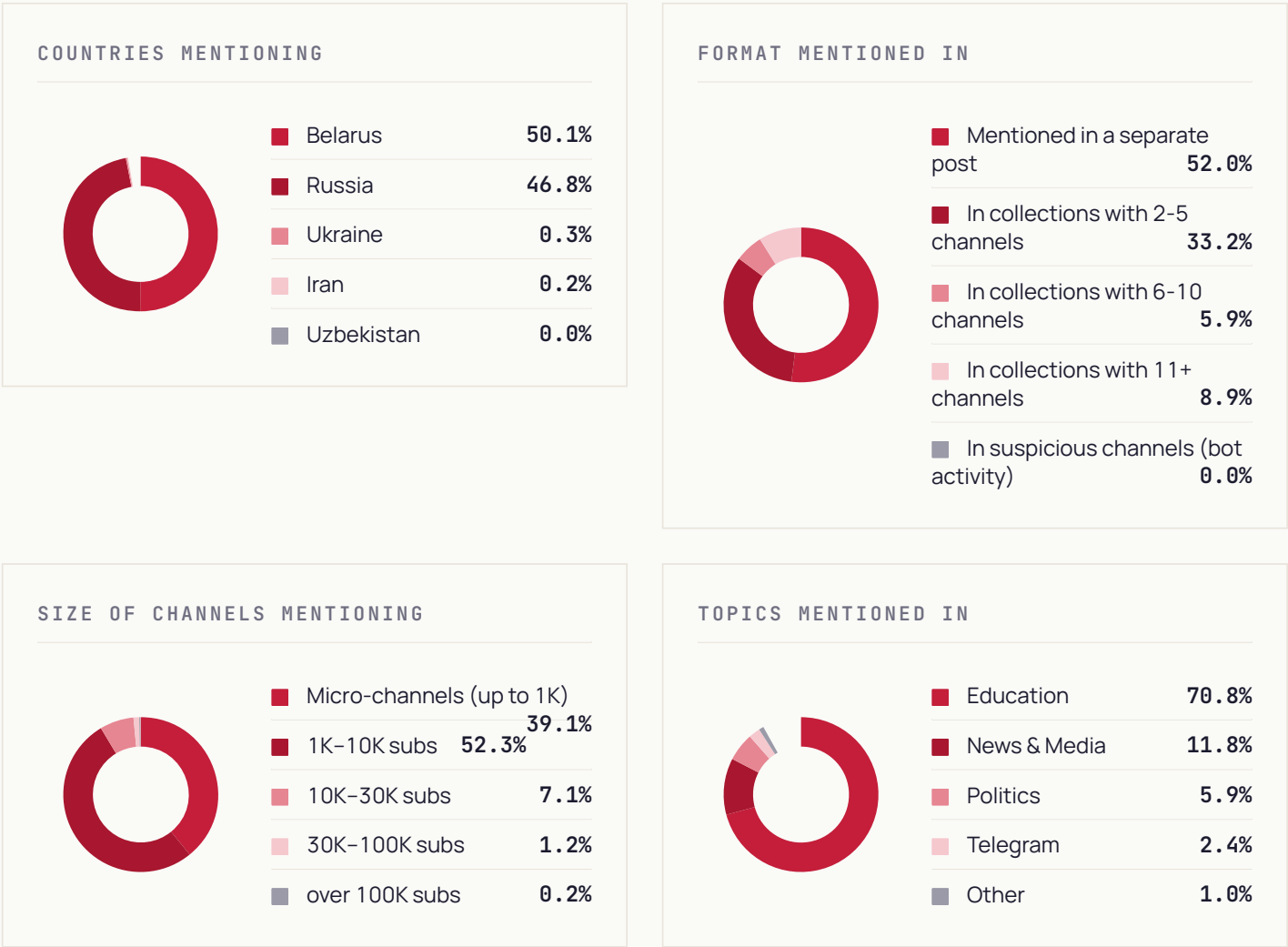


PERIOD START	NOW	NET GROWTH
9 081	11 743	+2 662

SECTION 04 · MENTIONS

Who mentions the channel and how

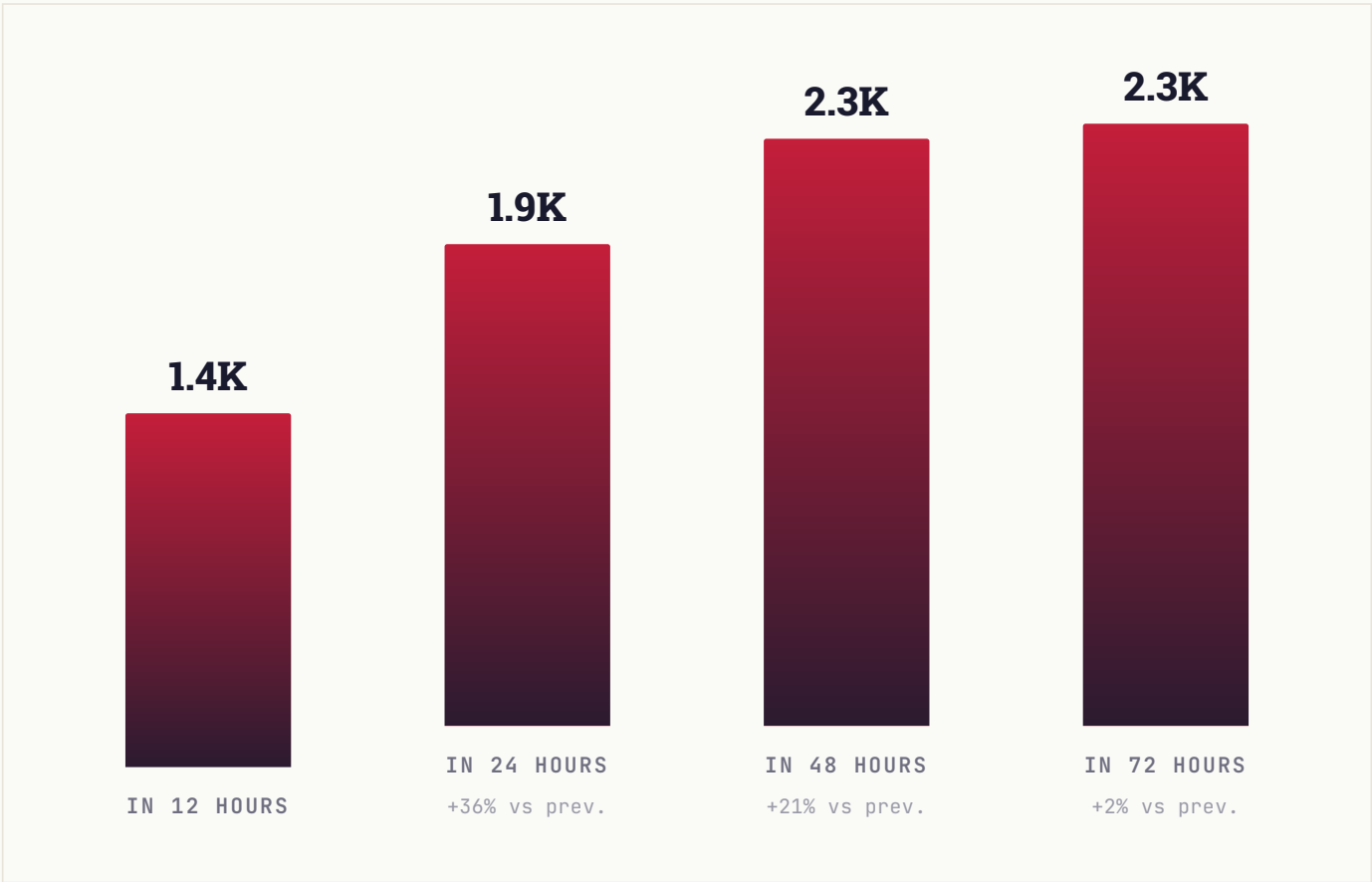
Citation index **56** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **321** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
MO Ministry of Education of Belarus	33K
1K 11 CLASS RB2 (Belarus)	19.9K
PO TRADE UNION of Education and Science	12.3K
BI BSU Belarusian State University YOU	11.7K
CE Cozy English 	11.6K
BS BSMU_official	11.3K
9K 9 CLASS Belarus answers	10.7K
US TEACHERS of the capital	10.7K
M MINSK BRSM	10.2K
IN INYAZ.BY	10K
#III #IIIПАРГАЛКА	9.1K

COMPARATIVE CONCLUSION

Channel in top 10 of niche (#4 of 100). Strong position. Niche leader — Ministry of Education of Belarus (33K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **73**, they brought **1 948** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	3	3	61
December 2025	16	13	199
Nov 2025	8	7	77
Oct 2025	20	15	168
Sep 2025	14	8	1 267
August 2025	12	7	176

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
73	6	1 948

SECTION 08 · NICHE COMPARISON

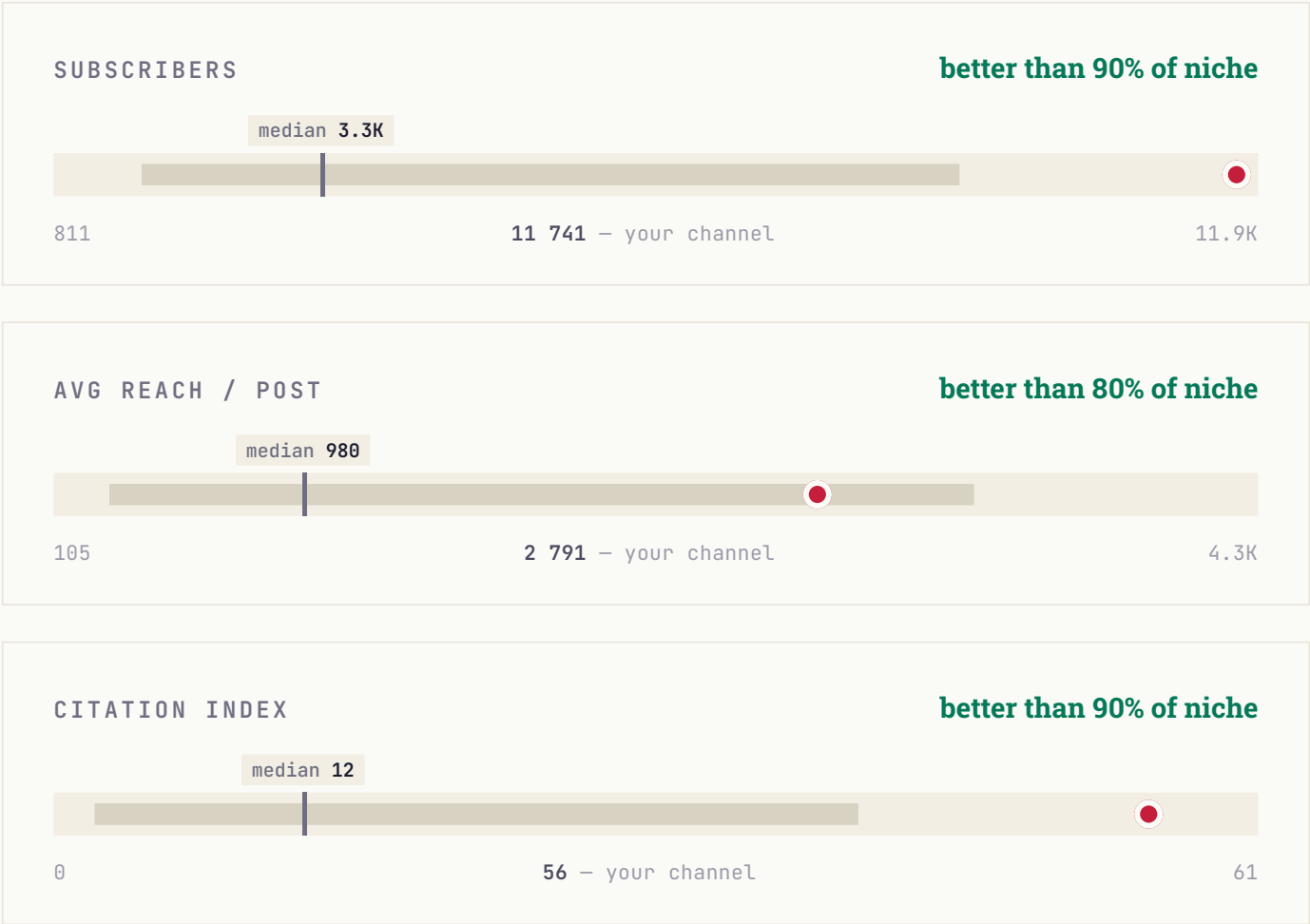
Where the channel stands in its league

Top-100 channels in category «Education» (Belarus) and compared your channel.
Gray band = 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.

#4/100

RANK IN NICHE

Channel in top 4% education Belarus



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Sunday

Audience is most active on this day at 10:00 MSK.

EFFECT

**Best window
for an
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 is an easy win.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ 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 hit your growth target in a month.

01 **Launch ads on Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
