

PUBLIC REPORT BY PROMTPRESS

Channel audit

Online Brest - news



@onlinebrestby

Brest & Belarus News Send us a message - https://t.me/onlinebrest_bot VK - <https://vk.com/onlinebrest> Our site - <https://onlinebrest.by>

SUBSCRIBERS

19 936

+49 per month

ERR (% SEE POSTS)

24.0%

per day **19.0%**

REACH/POST

4.7K

ad reach **3.8K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 19 936 -	SUBS REACH 23.63% avg % subs see post	VIEWS/POST 4.7K median 4.8K · 29 days	POSTS/DAY 17.1 ~119 per week
7D TREND -3.0% vs previous week	REACTIONS/POST 17.0 total 8,578 reactions, 4,878 reposts, 0 comments	POST LENGTH 182 chars median 180 · 29 days	POSTS ANALYZED 506 29 days
AD REACH 3.8K 24h avg	CHURN / MONTH +49 last month	CITATION RATE 24 citation index · 90 channels mentioned ever	CHANNEL AGE 7 years 4 days created 05.06.2019

AI EDITOR SUMMARY

Channel «Online Brest - news» — 19 936 subs. Each post gets avg 4.7K people (24% of subs), this is average reach — room to grow. Publishes 119 posts per week (~17/day) — very active. For week May 25–31, reach stable (-3.0% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **506** posts over 29 days.
- 02 Dominant format – **Photo** (491/506 posts).
- 03 Avg post length – **182** chars (median 180).
- 04 Peak audience activity – **Sun, 04:00 MSK**.
- 05 Top posts get **1x** more views than the weakest (5.6K avg top vs 4.2K worst) – among 506 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 10.05 · 19:10 PHOTO ⚡ Brest Dinamo loses at home – young midfielder decides match Video→...	VIEWS 5 679 REPOSTS 9	REACTIONS 26 ER 28.5%
Nº2 10.05 · 18:49 PHOTO ⚡ Belarusian hears noise in cabin – thieves siphoning his diesel Details →...	VIEWS 5 585 REPOSTS 6	REACTIONS 24 ER 28.0%
Nº3 11.05 · 05:22 PHOTO ⚡ No military training, no 11th grade Expert explains why →...	VIEWS 5 583 REPOSTS 24	REACTIONS 56 ER 28.0%

Nº4 26.05 · 13:40 PHOTO How much a Belarusian taxi driver keeps after deductions Figure revealed →...	VIEWS 5 492 REPOSTS 5	REACTIONS 11 ER 27.5%
Nº5 10.05 · 11:44 PHOTO 150 people carry 100m Belarus flag in Brest – celebration at Lenin Square Details →...	VIEWS 5 482 REPOSTS 13	REACTIONS 26 ER 27.5%

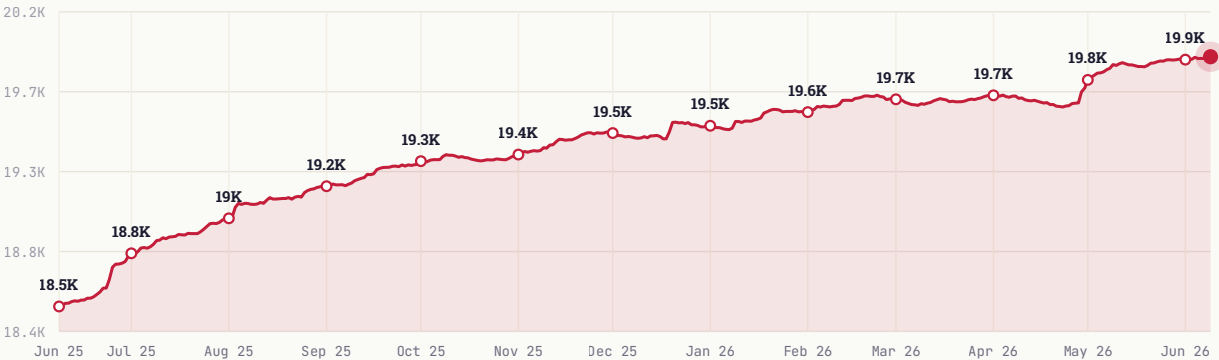
WORST 3

↓ 30.05 · 09:00 PHOTO How Brest to build apartments with built-in security in every unit Details →...	VIEWS 4 214 REPOSTS 7	REACTIONS 13 ER 21.1%
↓ 21.05 · 08:23 PHOTO New Santa store opens in Brest on Rechitsa The chain invites staff to a new store at 82G Solnechnaya St. For new...	VIEWS 4 190 REPOSTS 24	REACTIONS 22 ER 21.0%
↓ 13.05 · 09:18 PHOTO Up to 25% off at Kärcher Center Brest today Details →...	VIEWS 4 134 REPOSTS 8	REACTIONS 5 ER 20.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



PERIOD START

18 511

NOW

19 936

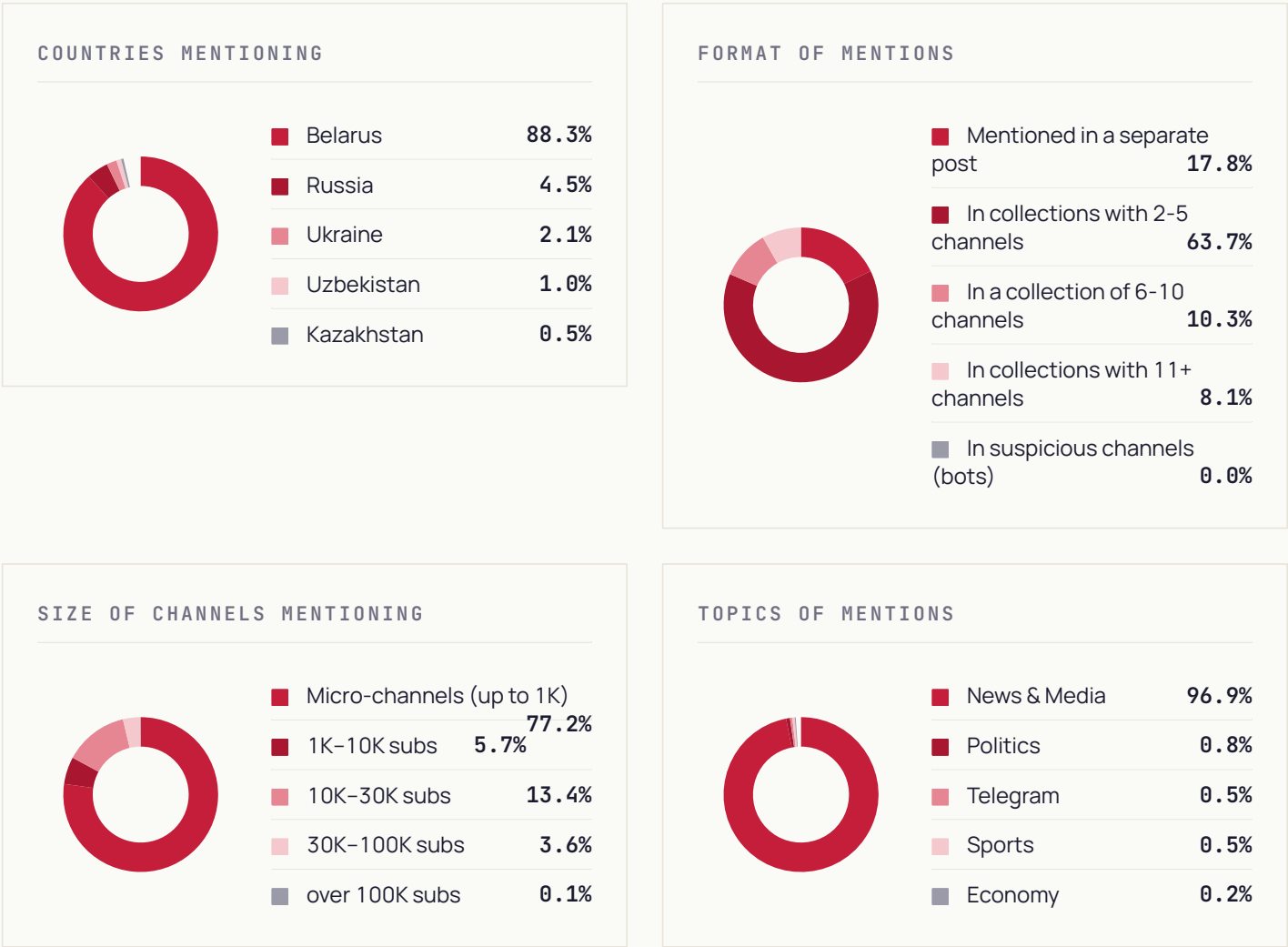
NET GROWTH

+1 425

SECTION 04 · CITATIONS

Who mentions the channel and how

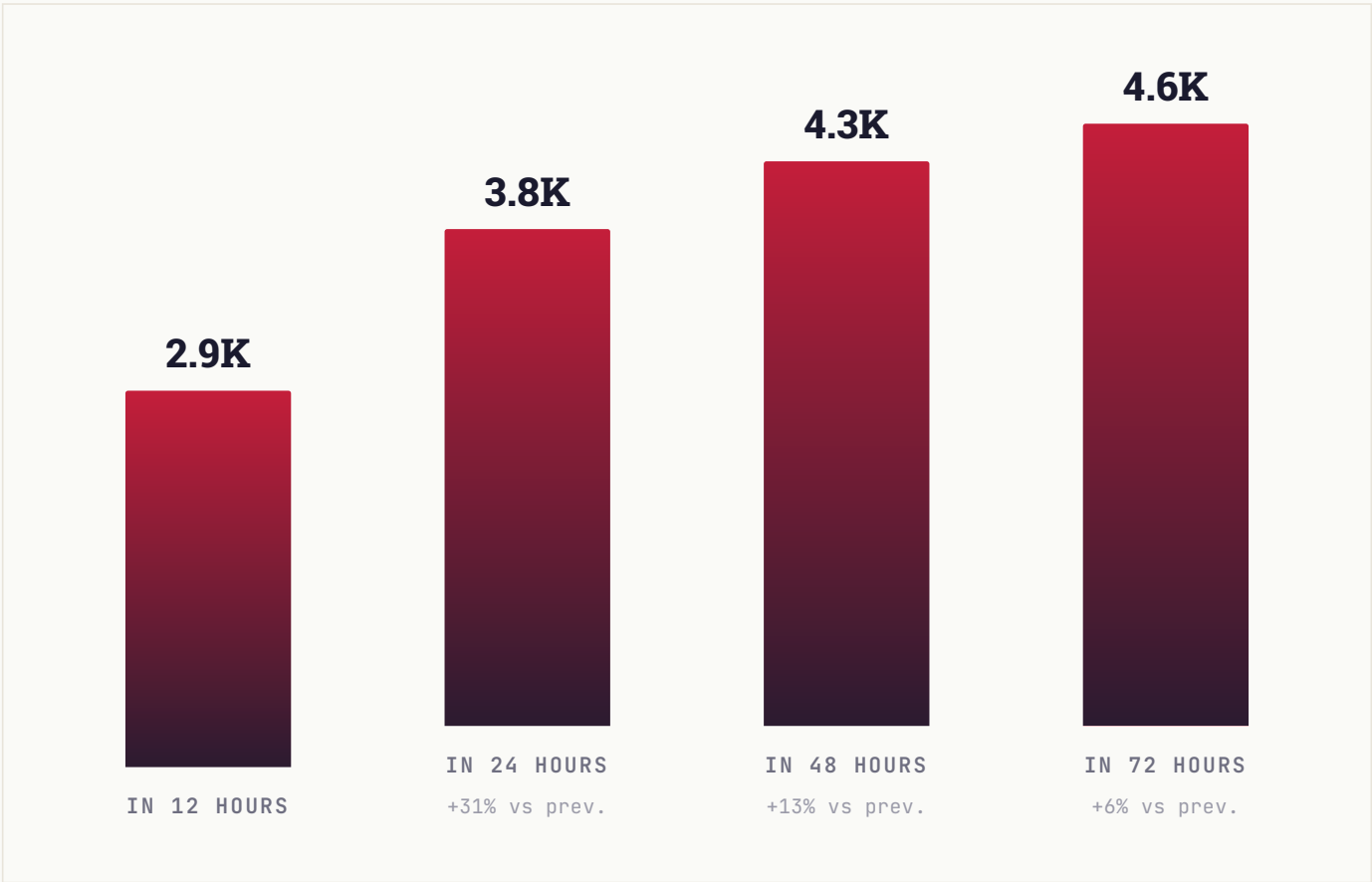
Citation index **24** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **90** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see your 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
YY Gomel. Main!	56K
AB Online Brest - news YOU	19.9K

COMPARATIVE SUMMARY

Channel intop half of niche (#48 of 97). Niche leader — NEXTA Live (764.9K), median subs 19.8K. Aim for the first quartile — a 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 **31**, they brought **998** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	5	2	131	
Nov 2025	2	2	163	
Oct 2025	13	3	92	
Sep 2025	5	2	152	
August 2025	4	3	231	
July 2025	2	2	229	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
31	6	998

SECTION 08 · NICHE COMPARISON

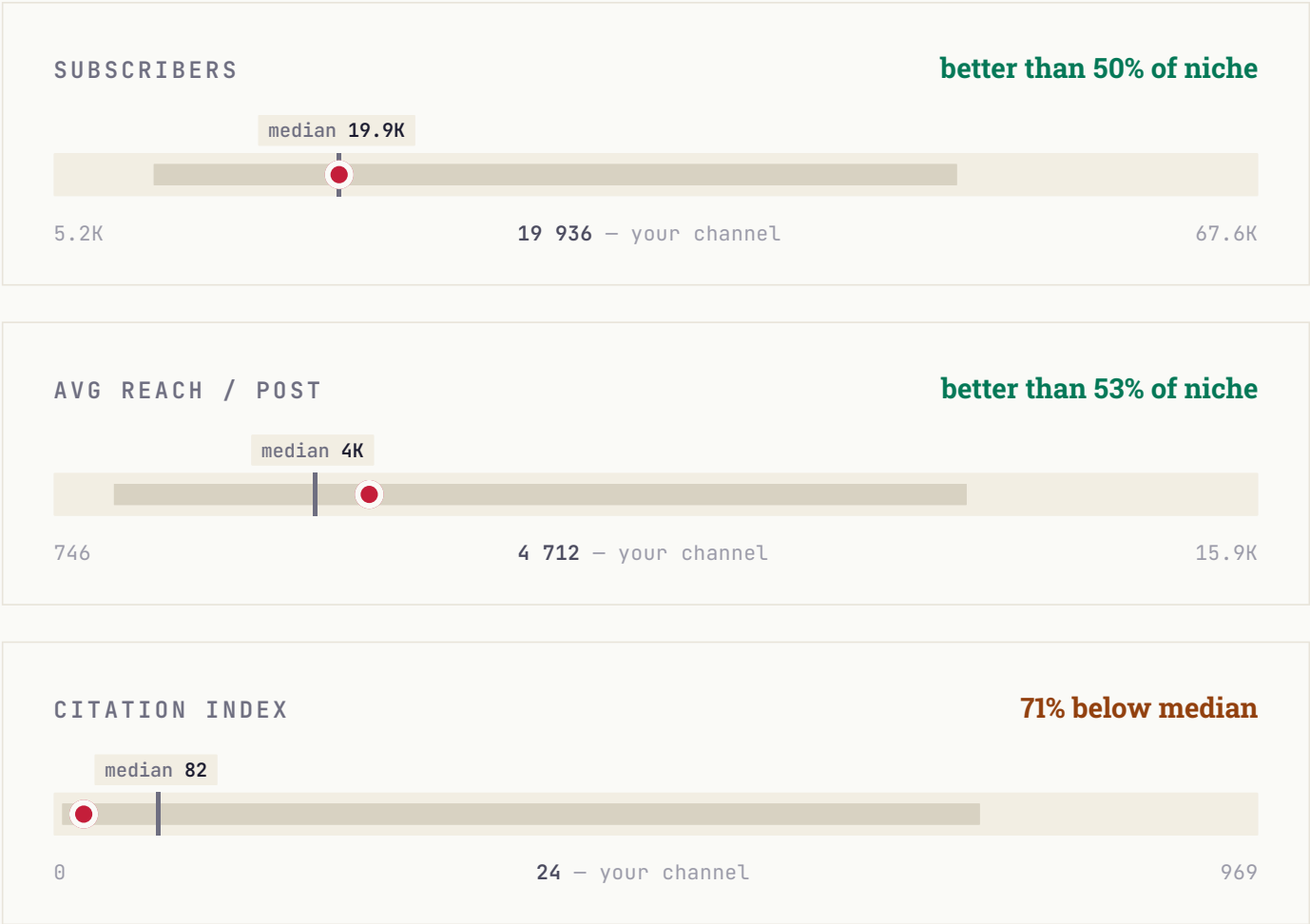
Where the channel stands in its league

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

#48/100

POSITION IN NICHE

Channel in top half of ranking



— 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

Best post day — Sunday
Audience is most active on this day at 04:00 MSK.

EFFECT
Best window for important post

02

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

EFFECT
Video retains audience better

03

System traffic buy
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks 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 is an easy growth lever.

EFFECT
+5-15% ER

05

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

★ 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 ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager