

PUBLIC REPORT BY PROMTPRESS

Channel audit

OSVOD Belarus



@osvodrs

Official channel of the Belarusian Republican Society for Rescue on Waters ✂ Suggest news at @osvod_belarusi_bot

SUBSCRIBERS

13 533

+3524 per month

ERR (% SEE POSTS)

21.0%

in 24h **16.6%**

REACH/POST

2.8K

ad reach **2.3K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 13 533 —	 SUBSCRIBER REACH 20.92% avg % subs see post	 VIEWS/POST 2.8K median 2.7K · 29 days	 POSTS/WEEK 33.5 over period
 7D TREND +38.3% vs prev. week	 REACTIONS/POST 12.7 only 1,772 reactions, 913 reposts, 0 comments	 POST LENGTH 318 chars median 270 · 29 days	 POSTS ANALYZED 139 29 days
 AD REACH 2.3K 24h avg	 CHURN / MONTH +3524 last month	 CITATION RATE 77 citation index · 342 channels mentioned all time	 CHANNEL AGE 2 years 4 months created 24.01.2024

AI EDITOR SUMMARY

Channel "OSVOD of Belarus" — 13 533 subs. Each post avg views 2.8K people (21% of subs), avg reach — room to grow. Posts 34 posts/week (~5/day) — active posting. Week 25–31 May reach grew +38.3% by week 18–24 May — positive trend.

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 **139** posts in 29 days.
- 02 Dominant format – **Photo** (87/139 posts).
- 03 Avg post length – **318** chars (median 270).
- 04 Peak audience activity – **Wed**, 10:00 MSK.
- 05 Top posts get **4×** more views than the weakest (7.3K avg for top vs 1.8K for worst) – among 139 posts over 29 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 31.05 · 10:10 VIDEO ⚠About child safety in the OSVOD social video “Parental responsibility is the key to children's safety!”	VIEWS 8 469 REPOSTS 83	REACTIONS 27 ER 62.6%
Nº2 04.06 · 15:22 PHOTO ✳Summer is joy, but water demands responsibility. To keep your vacation safe, follow simple OSVOD rules: ⚠Choose your spot!...	VIEWS 7 634 REPOSTS 128	REACTIONS 12 ER 56.4%
Nº3 13.05 · 12:14 PHOTO ⚡Tomorrow, a Water Safety Day (WSD) will be held across the Republic of Belarus under the motto “Fun by the water should be trouble-free!”...	VIEWS 5 830 REPOSTS 31	REACTIONS 18 ER 43.1%

Nº4 03.06 · 07:22 PHOTO ✓ Advice from the Gomel regional OSVOD organization! ☒A thunderstorm near a body of water is one of the most dangerous situations, as water is an excellent...	VIEWS 5 540 REPOSTS 46	REACTIONS 15 ER 40.9%
Nº5 26.05 · 10:05 PHOTO ☒OSVOD informs: where to swim safely in the Slonim district? By decision of the Slonim District Executive Committee No. 317 of March 24...	VIEWS 5 071 REPOSTS 10	REACTIONS 16 ER 37.5%

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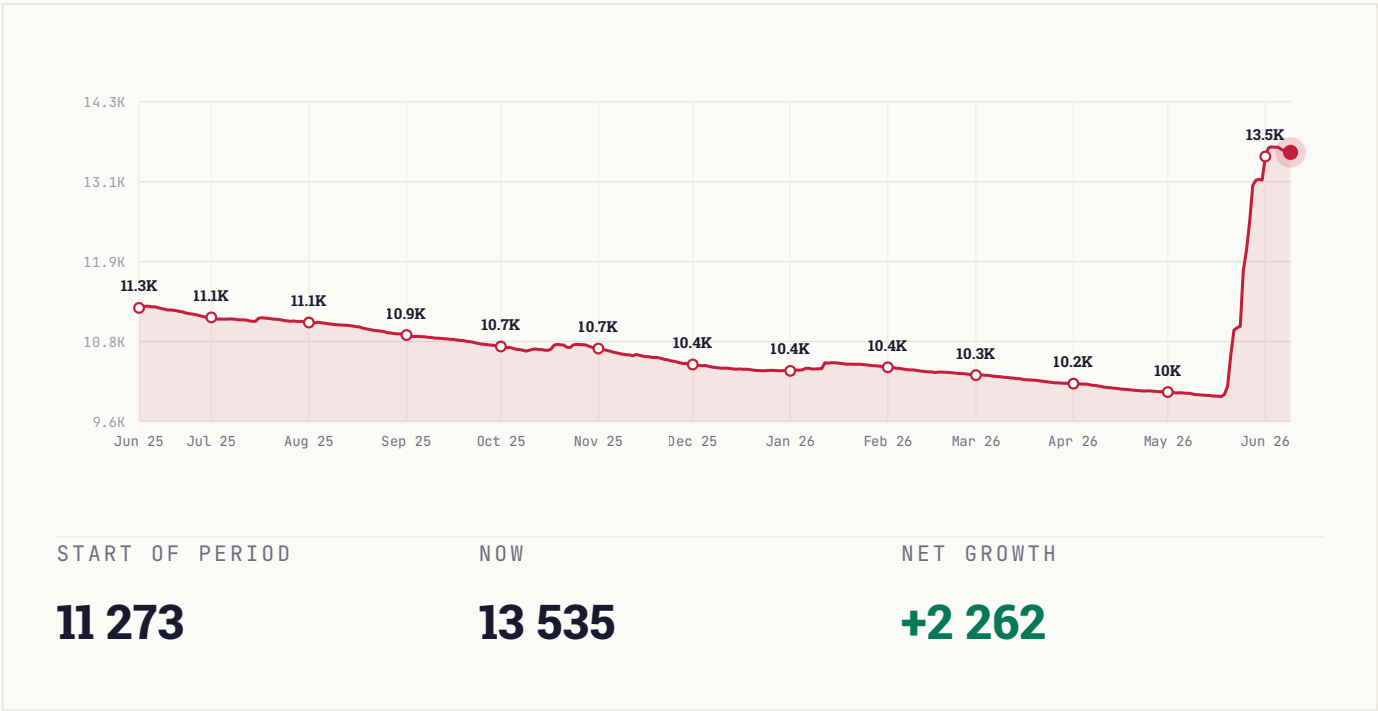
WORST 3

↓ 12.05 · 11:01 PHOTO ↘Search operations continue on the Western Dvina River in Vitebsk for a presumably drowned man born in 1963...	VIEWS 1 878 REPOSTS 1	REACTIONS 10 ER 13.9%
↓ 15.05 · 09:25 VIDEO ☒On the unified Water Safety Day, Grodno schoolchildren were taught to rescue drowning people ☒The campaign under the motto "Fun by the water should be..."	VIEWS 1 796 REPOSTS —	REACTIONS 9 ER 13.3%
↓ 15.05 · 06:13 PHOTO ☒Weather forecast in Belarus: May 15, 2026 ☒Partly cloudy. Mostly no precipitation, only in eastern regions expected...	VIEWS 1 767 REPOSTS 1	REACTIONS 6 ER 13.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

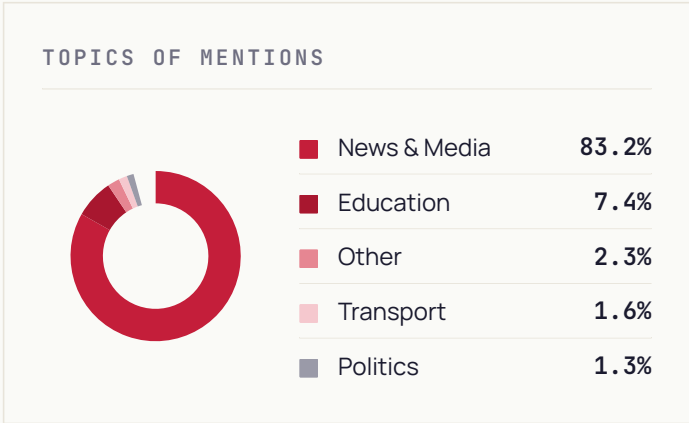
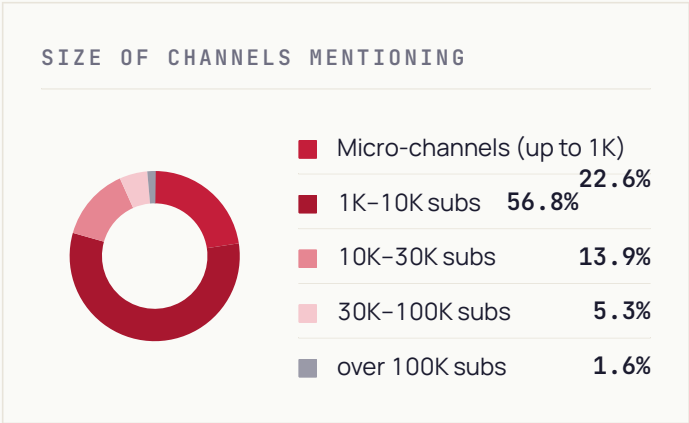
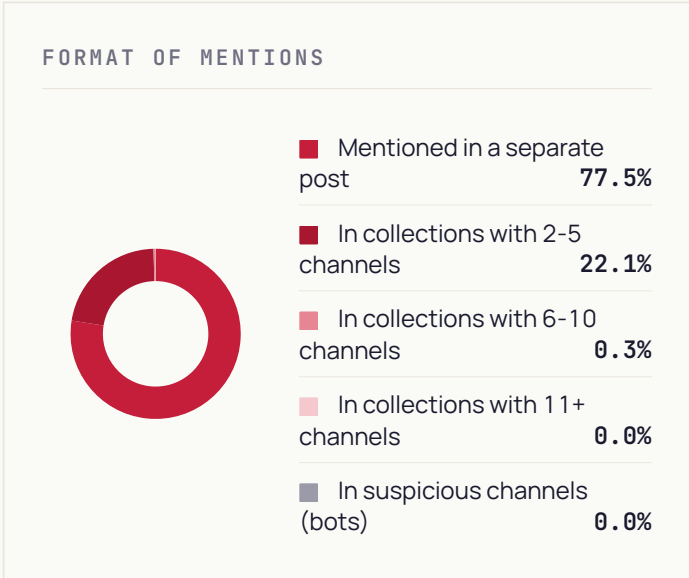
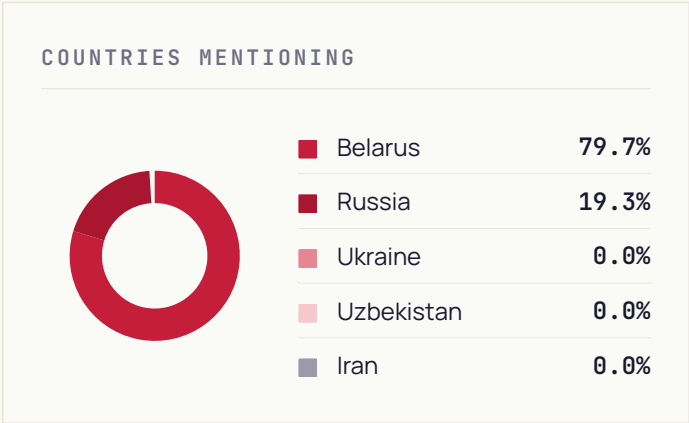
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

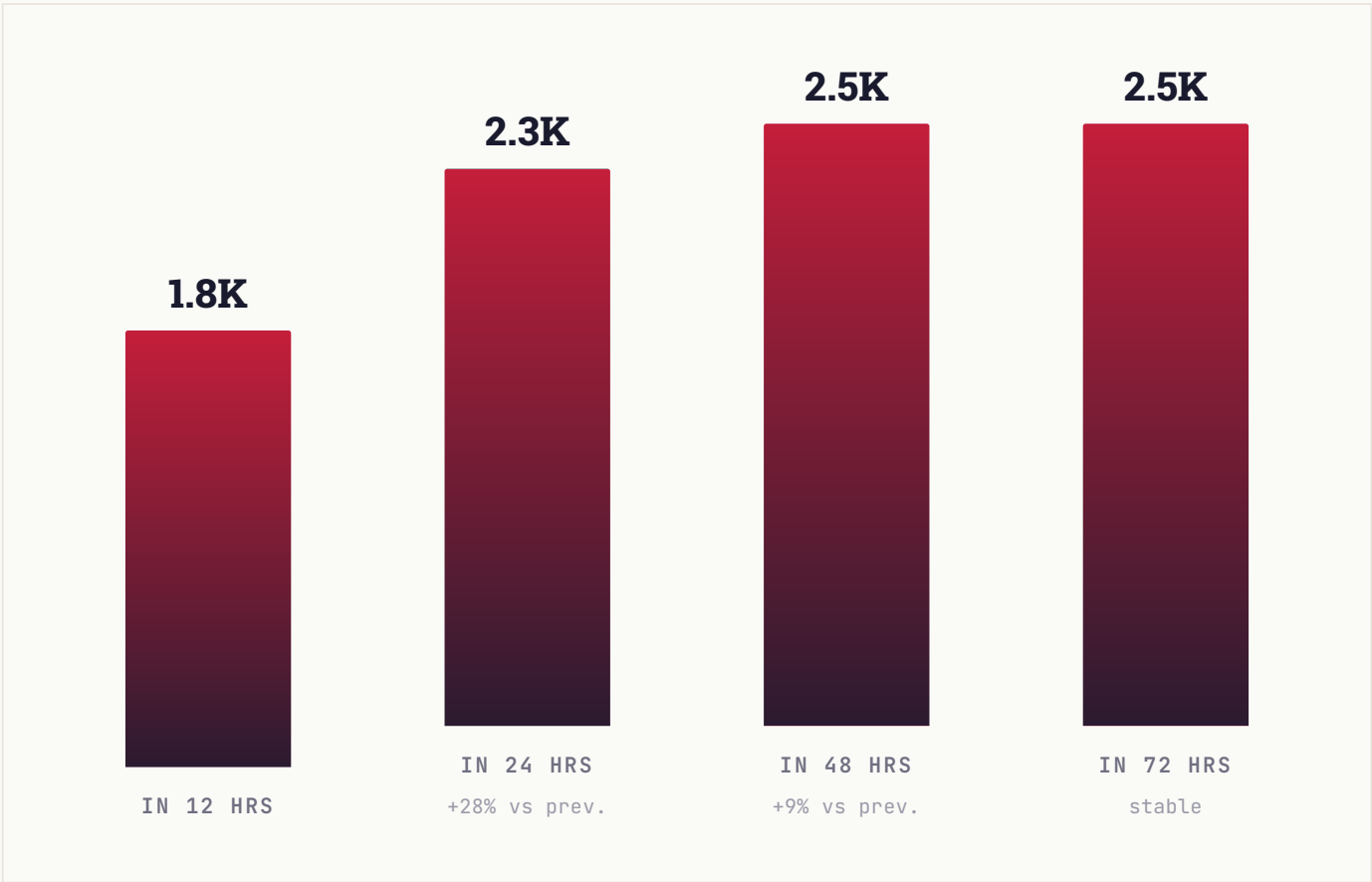
Citation index **77** – channel popularity score based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **342** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and 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 ChP Belarus What's Happening?	75K
ML Minsk Live	72.8K
PB Overheard Belarus	58.2K
BG Belarus Main	56.8K
GG Gomel. Main!	56K
OB OSVOD Belarus YOU	13.5K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#75 of 97). Niche median — 19.8K subs.
First growth KPI — reach median. Leader: NEXTA Live (764.9K).

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 **281**, they brought **277** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	51	25	22
Nov 2025	20	3	20
Oct 2025	32	10	164
Sep 2025	39	17	1
August 2025	46	19	7
July 2025	93	53	63

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
281	6	277

SECTION 08 · NICHE COMPARISON

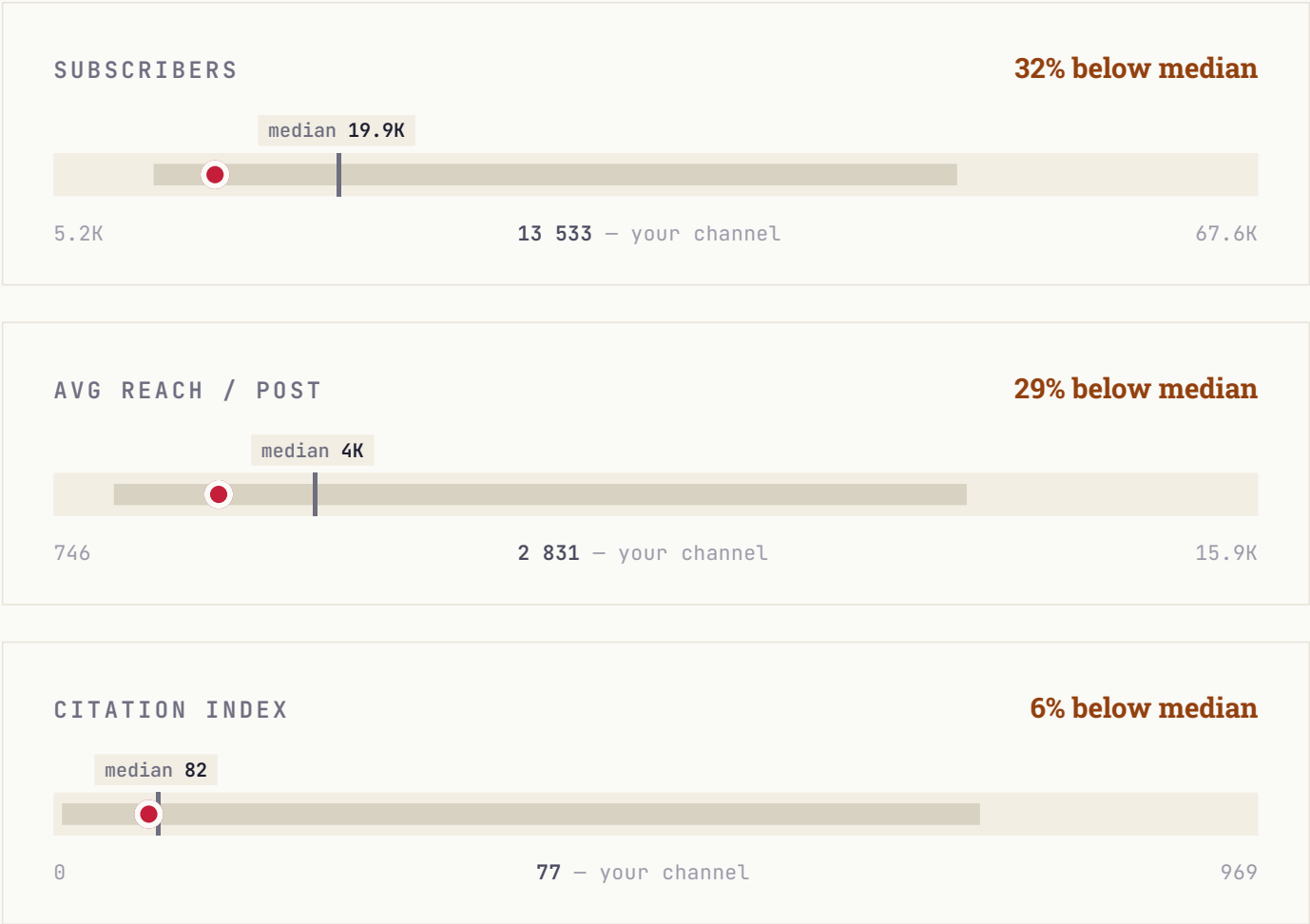
Where channel stands in its league

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

#75/100

POSITION IN NICHE

Channel in the bottom 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**Main post of the week — on Wednesday**

Best time: this day at 10:00 MSK.

EFFECT

**Best window
for an
important post****02****System traffic buy**

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 weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Cross-post with channels in the same segment once a quarter. 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 using public data. Want to go further? Run ads through us and hit your growth target in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
