

PUBLIC REPORT BY PROMTPRESS

Channel audit

Chamber of Tax Consultants



@pnk_rb

Official channel of the Chamber of Tax Consultants in the Republic of Belarus
 Website: <https://pnkbel.by/> Instagram: <https://www.instagram.com/pnkbel/>

SUBSCRIBERS

5 164

+5 per month

ERR (% SEE POSTS)

31.0%

last day **17.9%**

REACH/POST

1.5K

ad reach **922/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 5 164 —	 SUBS REACH 29.48% avg % subs see post	 VIEWS/POST 1.5K median 1.5K · 29 days	 POSTS/WEEK 12.0 for period
 7D TREND -16.8% vs previous week	 REACTIONS/POST 2.2 111 reactions, 375 reposts, 0 comments	 POST LENGTH 557 chars median 596 · 29 days	 POSTS ANALYZED 50 29 days
 AD REACH 922 24h avg	 CHURN / MONTH +5 last month	 CITATION RATE 10 citation index · 35 channels mentioned ever	 CHANNEL AGE 4 years 24 days created 18.05.2022

AI EDITOR SUMMARY

Channel «Chamber of Tax Consultants» — 5 164 subs. Each post avg views 1.5K people (29% of subs), good reach. Publishes 12 posts/week (~2/day) — regular schedule. For week 25–31 May reach dropped -16.8% to week 18–24 May — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 50 posts over 29 days.
- 02 Dominant format – Photo (45/50 posts).
- 03 Avg post length – 557 chars (median 596).
- 04 Peak audience activity – Tue, 10:00 MSK.
- 05 Top posts get 2× more views than the weakest (2.4K avg for top vs 1.2K for worst) – among 50 posts over 29 days. Worth analyzing what the top share: topic, format, timing.

TOP 5 POSTS

Nº1 02.06 · 07:29 PHOTO 📄 How Beauty Masters Can Work Legally in Belarus In the Republic of Belarus, a master working in the beauty field has two main paths...	VIEWS 2 656 REPOSTS 14	REACTIONS 3 ER 51.4%
Nº2 04.06 · 07:47 PHOTO ⚠️ TOP-3 Beauty Procedures at High Risk in the Beauty Industry Beauty industry is one of the most attractive fields for a startup, but also...	VIEWS 2 534 REPOSTS 15	REACTIONS 11 ER 49.1%
Nº3 15.05 · 06:47 PHOTO 📄 On Issues of Postponing the Deadline for Submitting Information on Individuals' Income Due to incoming requests from individuals and tax agents...	VIEWS 1 952 REPOSTS 8	REACTIONS 5 ER 37.8%

Nº4 08.06 · 07:02 PHOTO Where Self-Employed Beauty Masters Can Provide Services Working as self-employed gives great freedom in choosing the format...	VIEWS 1 946 REPOSTS 15	REACTIONS 2 ER 37.7%
Nº5 13.05 · 06:35 PHOTO On Optimizing the Procedure for Issuing Extracts from Tax Authority Data to Individuals, Including Those Registered as...	VIEWS 1 938 REPOSTS 3	REACTIONS 2 ER 37.5%

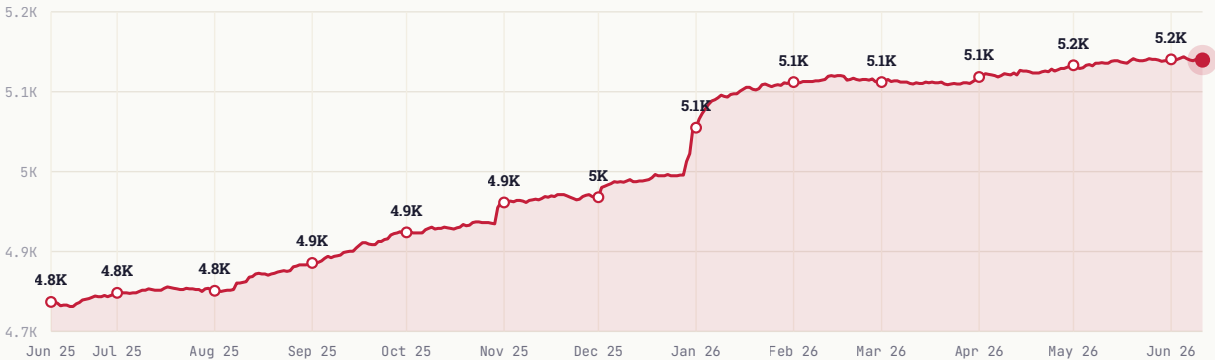
WORST 3

↓ 28.05 · 05:46 PHOTO Ministry of Taxes: On Violations in Passenger Transportation Tax authorities continue to monitor compliance with legislation in passenger transportation...	VIEWS 1 238 REPOSTS 4	REACTIONS — ER 24.0%
↓ 05.06 · 13:32 PHOTO #Tax_Digest for June 1–5, 2026 — Part 1 On June 6, 2026 from 9:00 AM to 12:00 PM there will be a direct phone line with the head...	VIEWS 1 210 REPOSTS 4	REACTIONS — ER 23.4%
↓ 04.06 · 13:05 PHOTO (post without caption — photo)	VIEWS 1 165 REPOSTS 3	REACTIONS — ER 22.6%

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.

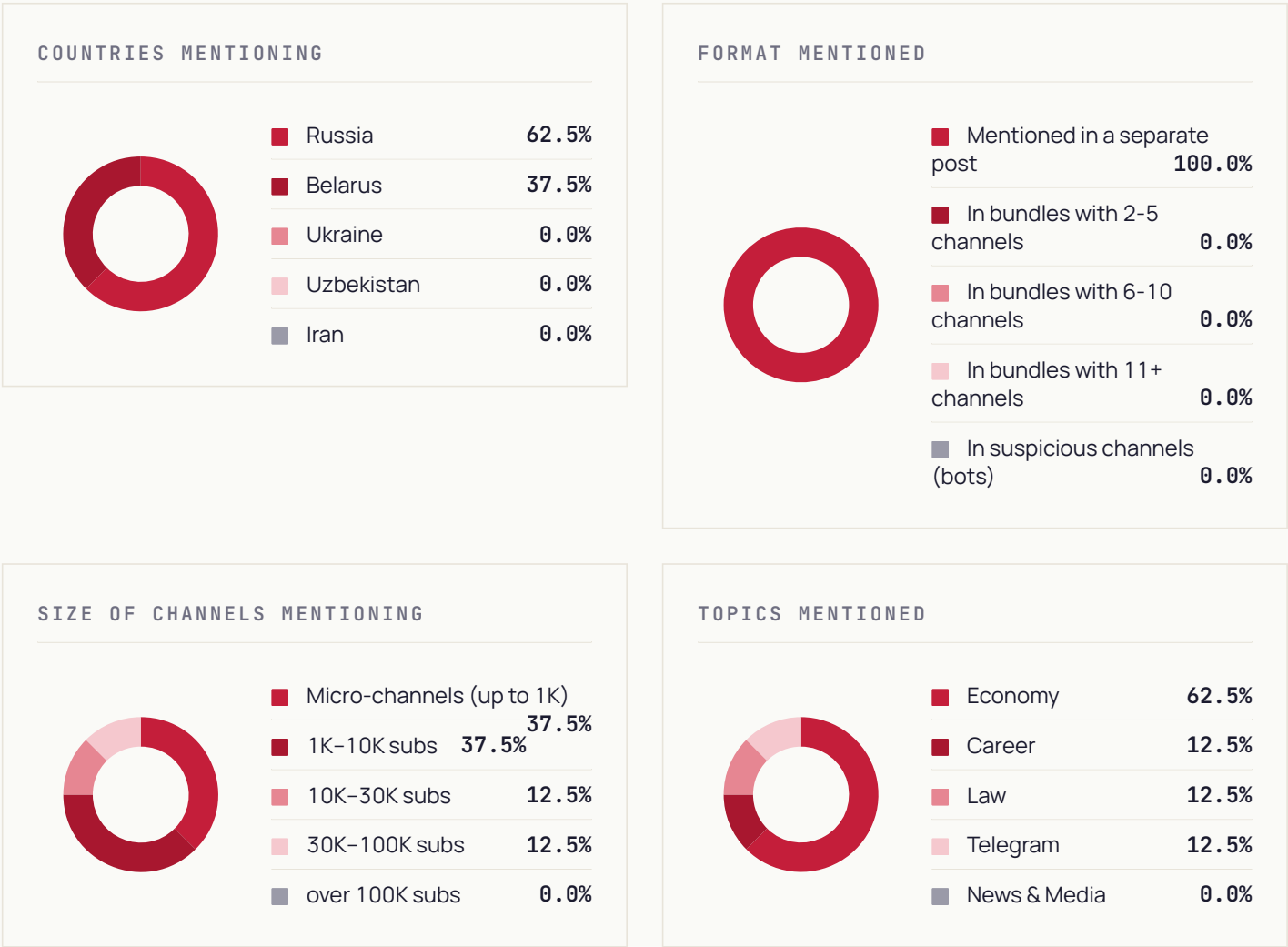


START OF PERIOD	NOW	NET GROWTH
4 792	5 164	+372

SECTION 04 · MENTIONS

Who mentions the channel and how

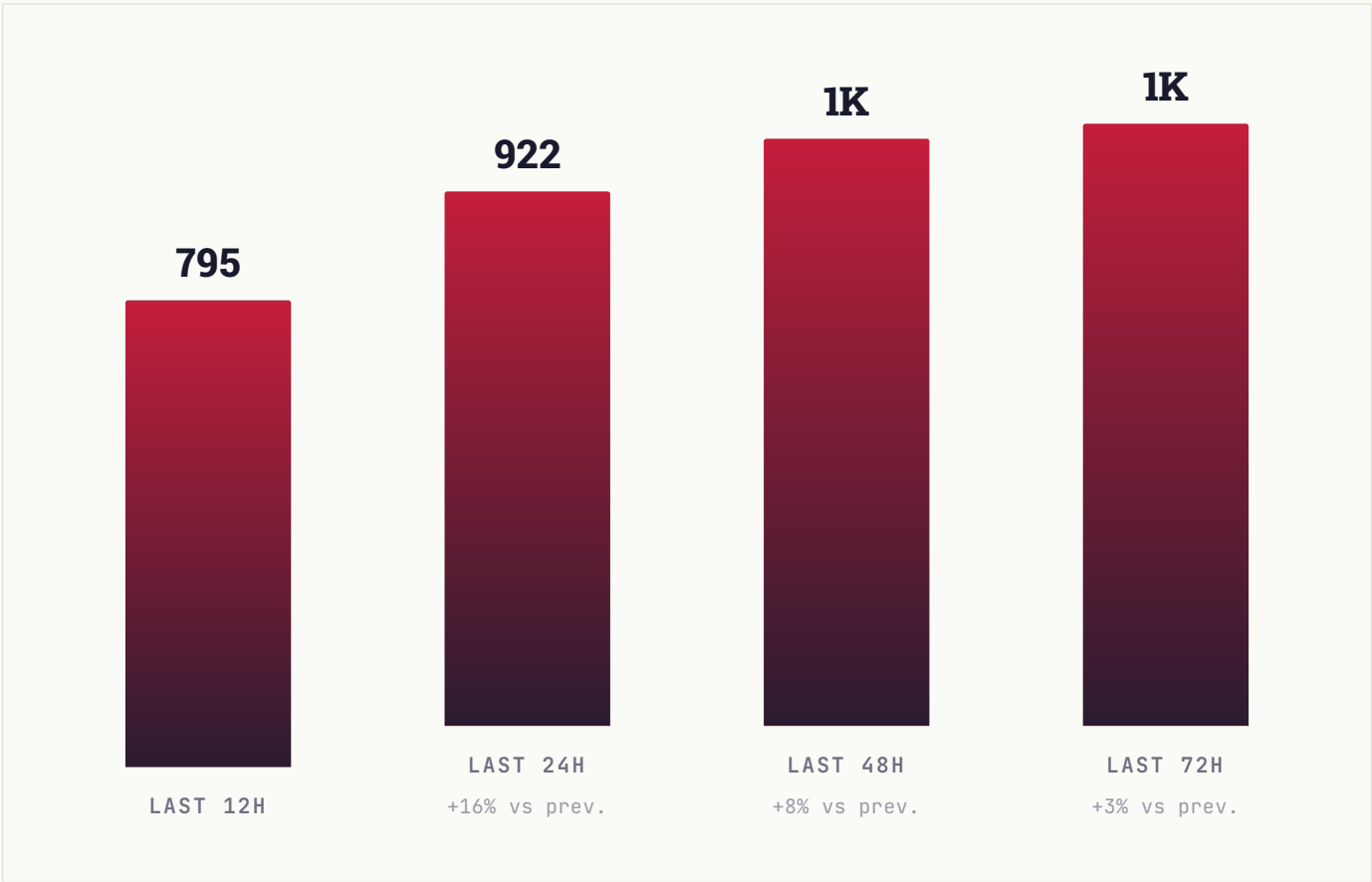
Citation index **10** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. Over all time the channel was mentioned **35** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
A(Alfa-Bank (Belarus)	79.3K
SB Sber Bank (Belarus)	39.2K
BK Belarusbank: channel	35.9K
MY Myfin.by	27.3K
MA MARCH	22.2K
Fri Priorbank	18.2K
BA BANKI24.BY	17.7K
MR Ministry of Taxes of Belarus	15.1K
UO Operational Management of the MNS Inspection for Minsk	14.6K
BE Belagroprombank	11.1K
Mon Chamber of Tax Consultants	5.2K

COMPARATIVE CONCLUSION

Channel intop half of niche (#20 of 67). Niche leader — Alfa-Bank (Belarus) (79.3K), median subs 1.7K. Aim for top quartile — realistic 6-12 month horizon.

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 **0**, they brought **326** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	0	0	115	
Nov 2025	0	0	27	
Oct 2025	0	0	61	
Sep 2025	0	0	55	
August 2025	0	0	46	
July 2025	0	0	22	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
0	6	326

SECTION 08 · NICHE COMPARISON

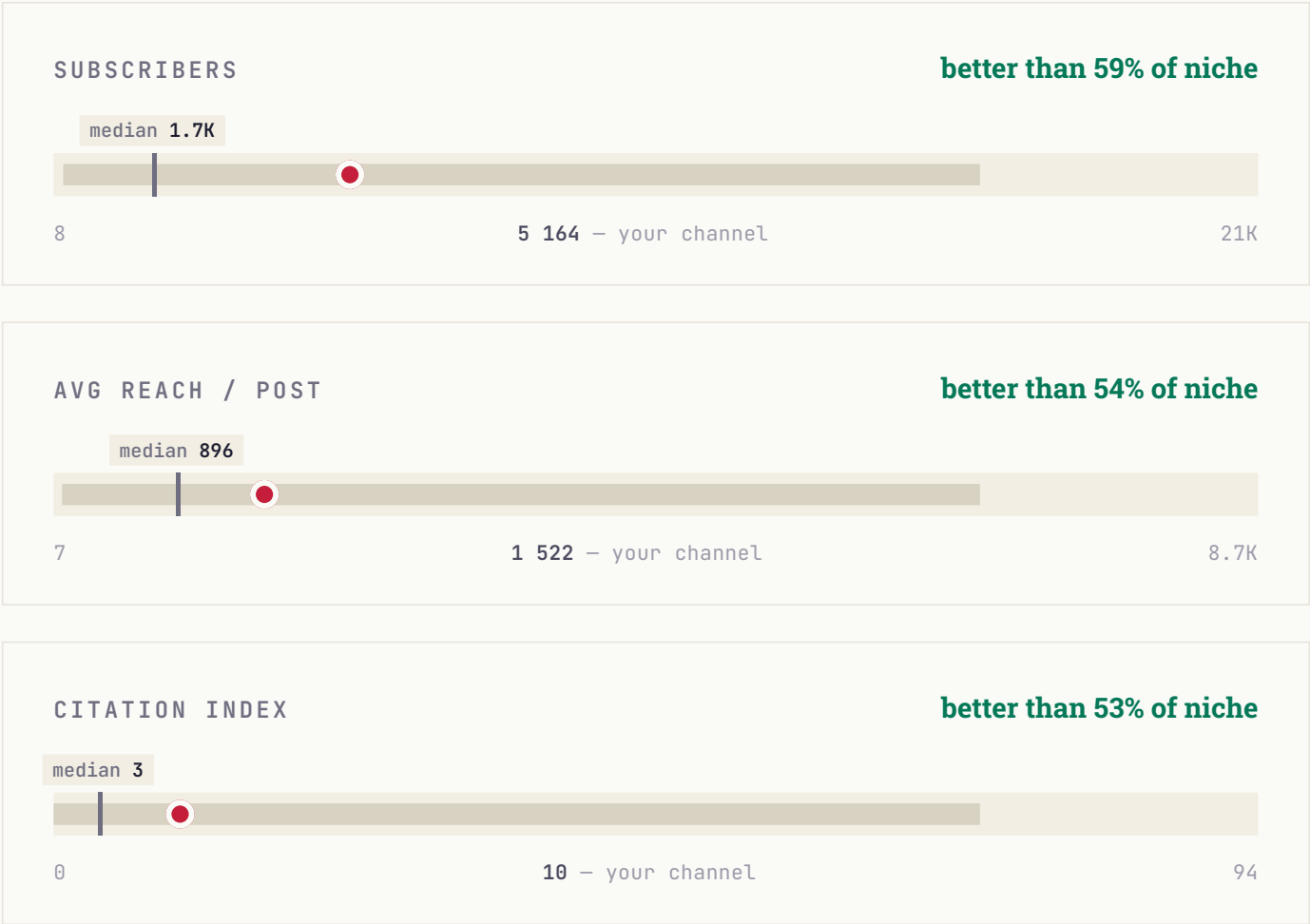
Where channel stands in its league

Took top-67 channels in category «Economy» (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.

#20/67

RANK 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

Top post of the week — Tuesday

Audience is most active on this day at 10:00 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

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**

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 point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Cross-post with similar channels once a quarter. 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 through us & hit your growth plan in a month.

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

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