

— PUBLIC REPORT BY PROMTPRESS

# Channel audit

## Polymya



@polymyaby

Fire of civic consciousness. Analytics, news. Power. Exclusive, short and to the point.

SUBSCRIBERS

**51 023**

-2843 per month

ERR (% WHO SEE  
POSTS)

**5.0%**

daily 3.9%

REACH/POST

**2.2K**

ad reach 2K/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.

|                                                                                                                                                    |                                                                                                                                                               |                                                                                                                                                                                     |                                                                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>51 023</div> <div>—</div>            | <div> SUBSCRIBER REACH</div> <div>4.24%</div> <div>avg % subs see post</div> | <div> VIEWS/POST</div> <div>2.2K</div> <div>median 2K · 28 days</div>                              | <div> POSTS/WEEK</div> <div>15.9</div> <div>over period</div>                     |
| <div> 7D TREND</div> <div>+3.1%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>—</div> <div>MTPROTO only</div>              | <div> POST LENGTH</div> <div>923 chars</div> <div>median 975 · 28 days</div>                       | <div> POSTS ANALYZED</div> <div>64</div> <div>28 days</div>                       |
| <div> AD REACH</div> <div>2K</div> <div>24h avg</div>             | <div> CHURN / MONTH</div> <div>-2843</div> <div>last month</div>             | <div> CITATION RATE</div> <div>18</div> <div>citation index · 25 channels mentioned all time</div> | <div> CHANNEL AGE</div> <div>4 years 4 months</div> <div>created 01.02.2022</div> |

AI EDITOR SUMMARY

Channel «Polymya» — 51 023 subs. Each post averages 2.2K people (4% of subs), reach is low — should grow audience. Publishes 16 posts/week (~2/day) — consistent. Week of May 25–31 reach stable (+3.1% 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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 64 posts in 28 days.
- 02 Dominant format – Text (64/64 posts).
- 03 Avg post length – 923 chars (median 975).
- 04 Peak audience activity – Thursday, 11:00 MSK.
- 05 Top posts get 3x more views than the weakest (5.2K avg top vs 1.9K worst) – among 64 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                              |                                                                |                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº1</div><div>22.05 · 08:59</div><div>TEXT</div></div> <div>Number of sole proprietors in Belarus decreased by 32.9k over the year As of early 2026, there were 204.4k individual...</div>         | <div>VIEWS</div> <div>6 241</div> <div>REP.</div> <div>6</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>12.2%</div> |
| <div><div>Nº2</div><div>28.05 · 08:59</div><div>TEXT</div></div> <div>Deserved rest, but keep working: almost every fourth pensioner in Belarus continues to work In the Belarusian economy after...</div>   | <div>VIEWS</div> <div>6 173</div> <div>REP.</div> <div>3</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>12.1%</div> |
| <div><div>Nº3</div><div>27.05 · 11:35</div><div>TEXT</div></div> <div>Labor situation in the republic is very unstable In April 2026, the number of officially employed people in Belarus decreased...</div> | <div>VIEWS</div> <div>3 173</div> <div>REP.</div> <div>3</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>6.2%</div>  |

|                                                                                                                                                                                                                                   |                                                                |                                                                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|-----------------------------------------------------------------|
| <div><div>Nº4</div><div>15.05 · 08:15</div><div>TEXT</div></div> <div><div>YouTube continues blocking Belarusian channels Video hosting YouTube again restricted access to Belarusian media. On May 14...</div></div>             | <div>VIEWS</div> <div>3 065</div> <div>REP.</div> <div>3</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>6.0%</div> |
| <div><div>Nº5</div><div>22.05 · 11:02</div><div>TEXT</div></div> <div><div>Turchin threatens personnel decisions over construction failures Prime Minister Alexander Turchin held a meeting on the results of four...</div></div> | <div>VIEWS</div> <div>2 049</div> <div>REP.</div> <div>5</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>4.0%</div> |

|

WORST 3

|                                                                                                                                                                                                                                        |                                                                |                                                                 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|-----------------------------------------------------------------|
| <div><div>↓</div><div>26.05 · 10:57</div><div>TEXT</div></div> <div><div>38 migrants tried to enter Lithuania from Belarus via underground tunnel On Monday night, Lithuanian border guards detained 38...</div></div>                 | <div>VIEWS</div> <div>1 983</div> <div>REP.</div> <div>2</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>3.9%</div> |
| <div><div>↓</div><div>04.06 · 16:14</div><div>TEXT</div></div> <div><div>Illegals rush to EU On June 3, Latvia's State Border Guard reported 171 attempts to illegally cross the border from...</div></div>                            | <div>VIEWS</div> <div>1 902</div> <div>REP.</div> <div>2</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>3.7%</div> |
| <div><div>↓</div><div>26.05 · 06:52</div><div>TEXT</div></div> <div><div>Romanian Embassy in Minsk again suspends Schengen visa issuance to Belarusians Since May 22, the consular department of the diplomatic mission...</div></div> | <div>VIEWS</div> <div>1 730</div> <div>REP.</div> <div>2</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>3.4%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

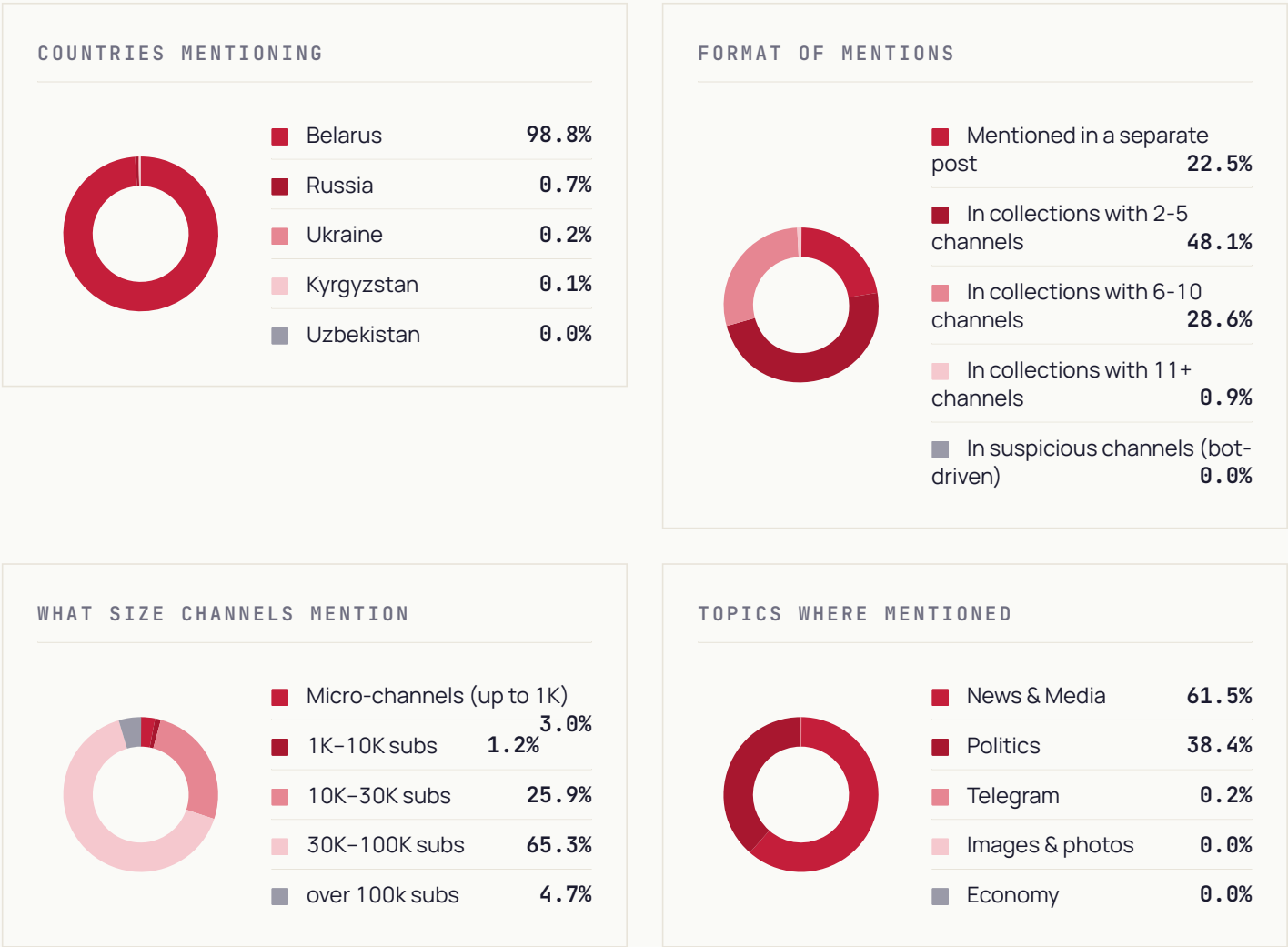
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows months of growth vs. loss.



SECTION 04 · CITATIONS

# Who mentions the channel and how

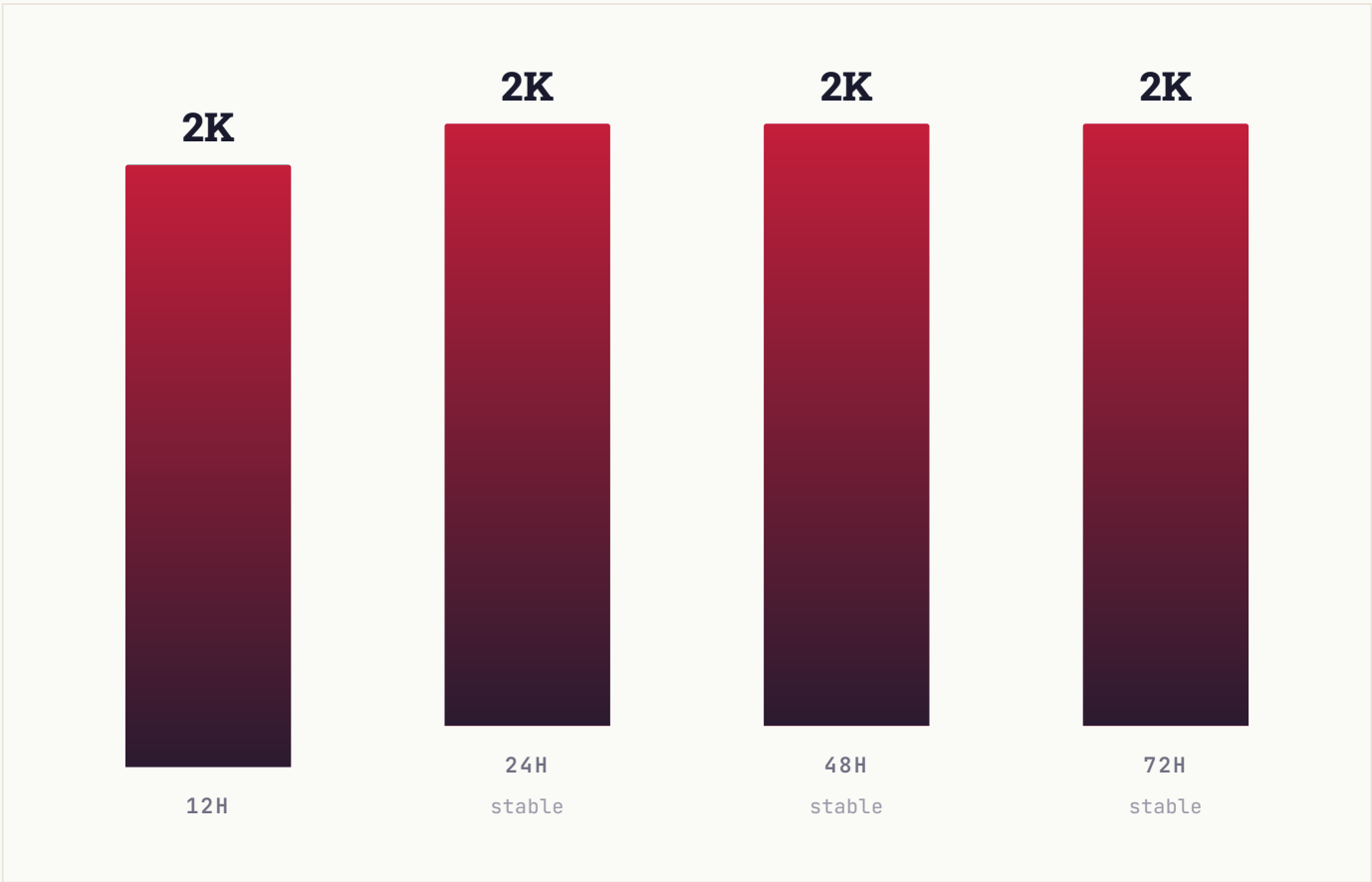
Citation index **18** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **25** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

# Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its place 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         |
| PO Polymya YOU                            | 51K         |

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#13 of 97). Leader — NEXTA Live (764.9K). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

Monthly we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **122**, they brought **30 109** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT | SUBSCRIBERS |
|----------------|----------|----------|---------|-------------|
| December 2025  | 21       | 4        | 21 212  | <div></div> |
| November 2025  | 18       | 3        | 2 326   | <div></div> |
| October 2025   | 19       | 3        | 4 430   | <div></div> |
| September 2025 | 16       | 3        | 601     | <div></div> |
| August 2025    | 27       | 4        | 564     | <div></div> |
| July 2025      | 21       | 3        | 976     | <div></div> |

|                |                |                       |
|----------------|----------------|-----------------------|
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBSCRIBERS |
| 122            | 6              | 30 109                |

SECTION 08 · NICHE COMPARISON

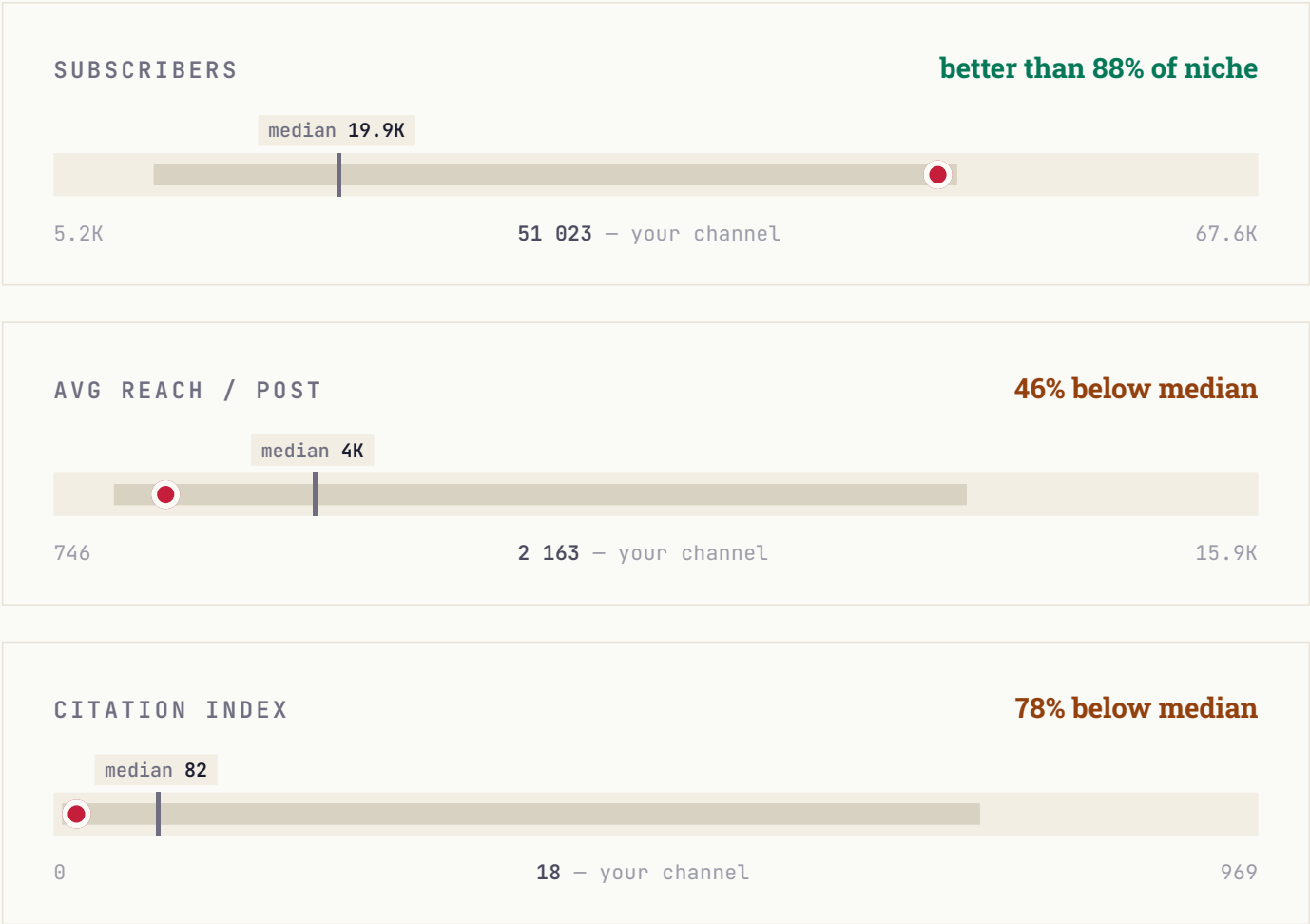
# Where the channel stands in its league

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.

#71/100

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 this report in a month.

01

## Main post of the week — on Thursday

Audience is most active on this day at 11:00 MSK.

EFFECT

**Best window  
for an  
important post**

02

## Increase share of video posts

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

## ER below niche benchmark — rethink formats

Current ER 4.24% vs norm 5.5%. Try polls and interactive formats.

EFFECT

**+1.3pp ER**

04

## Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (organic integrations), **Premium** (target audience). PromptPress picks sources for your niche.

EFFECT

**+1000-3000  
subs**

05

## Test polls and interactive formats

Posts with polls/reactions typically boost ER by +5-15%. One poll per week on a hot topic is an easy win.

EFFECT

**+5-15% ER**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit is 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.

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|    |                            |                                                                                             |
|----|----------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch Telegram ads</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|----------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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