

PUBLIC REPORT BY PROMTPRESS

Channel audit

Pravda Gomel



@pravdagomel

«Pravda Gomel» — official group of the newspaper «Гомельская праўда» Our site: <https://gp.by/> Chat bot: https://t.me/Pravda_Gomel_Bot We on social media:...

SUBSCRIBERS

16 649

+165 per month

ERR (% SEE POSTS)

9.0%

in 24h **6.7%**

REACH/POST

1.3K

ad reach **1.1K**/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 and how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «News & Media» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 16 649 —	 SUBS REACH 7.92% avg % subs see a post	 VIEWS/POST 1.3K median 1.2K · 20 days	 POSTS/DAY 35.3 ~247 per week
 7D TREND — no data for period	 REACTIONS/POST 1.8 only 1,275 reactions, 2,117 reposts, 0 comments	 POST LENGTH 250 chars median 114 · 20 days	 POSTS ANALYZED 712 20 days
 AD REACH 1.1K 24h avg	 CHURN / MONTH +165 last month	 CITATION RATE 100 citation index · 464 channels mentioned all time	 CHANNEL AGE 9 years 1 month created 11.04.2017

AI EDITOR SUMMARY

Channel «Pravda Gomel» — 16 649 subs. Each post averages 1.3K people (8% of subs), reach is low — consider expanding audience. Publishes 247 posts per week (~35/day) — very active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 712 posts over 20 days.
- 02 Dominant format – Photo (321/712 posts).
- 03 Avg post length – 250 chars (median 114).
- 04 Peak audience activity – Tuesday, 21:00 MSK.
- 05 Strongest posts gather 7x more views than the weakest (5.8K avg for top vs 820 for worst) – among 712 posts in 20 days. Worth analyzing what top posts have in common: topic, format, publish time.

TOP 5 POSTS

Nº1 24.05 · 12:10 TEXT ☒ Key water safety rules every parent must know	VIEWS 6 607 REP. 33	REACTIONS 1 ER 39.7%
Nº2 23.05 · 14:06 TEXT →Safe summer break: Key lesson for kids & parents!	VIEWS 5 504 REP. 35	REACTIONS 3 ER 33.1%
Nº3 25.05 · 13:48 PHOTO ☒ Gomel honors teachers who trained regional teams for final stage of national olympiad	VIEWS 5 152 REP. 15	REACTIONS 4 ER 30.9%

Nº4 29.05 · 14:35 VIDEO ☒☒Scammers don't need to hack systems, just seconds of your voice & AI ☒ 'Gomelskaya Pravda' together with...	VIEWS 4 984 REP. 17	REACTIONS 5 ER 29.9%
Nº5 01.06 · 10:42 PHOTO ☒ Joy for kids: Correctional Colony No.4 celebrated Children's Day As part of large-scale project 'Party for Children'...	VIEWS 3 704 REP. 4	REACTIONS 5 ER 22.2%

|

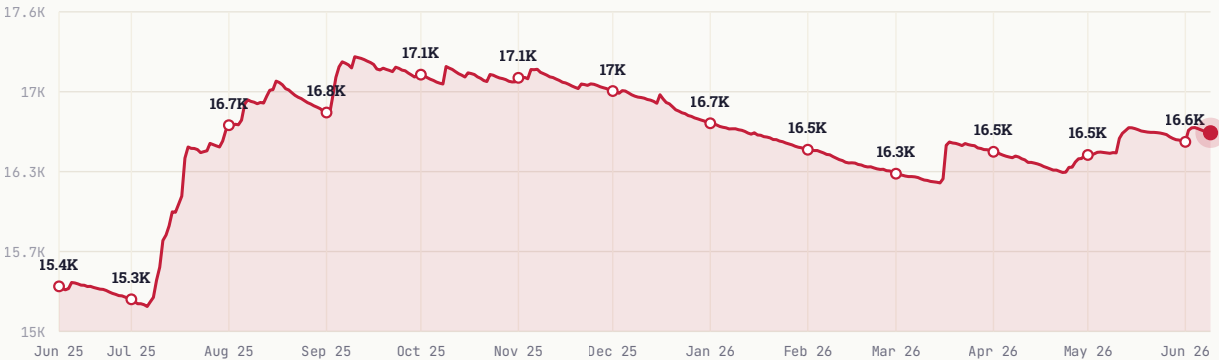
WORST 3

↓ 23.05 · 15:42 TEXT →453k tons of steel in 4 months: Anatoly Volkov sets BMZ's course	VIEWS 839 REP. —	REACTIONS 2 ER 5.0%
↓ 23.05 · 15:09 TEXT ☒Living folk traditions. Dobrush District Palace of Culture launches new project	VIEWS 837 REP. —	REACTIONS 3 ER 5.0%
↓ 23.05 · 09:08 TEXT ☒☒Director-presented. Gomel's Kalinin Cinema premiered 'Bogatyri'	VIEWS 785 REP. —	REACTIONS — ER 4.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.

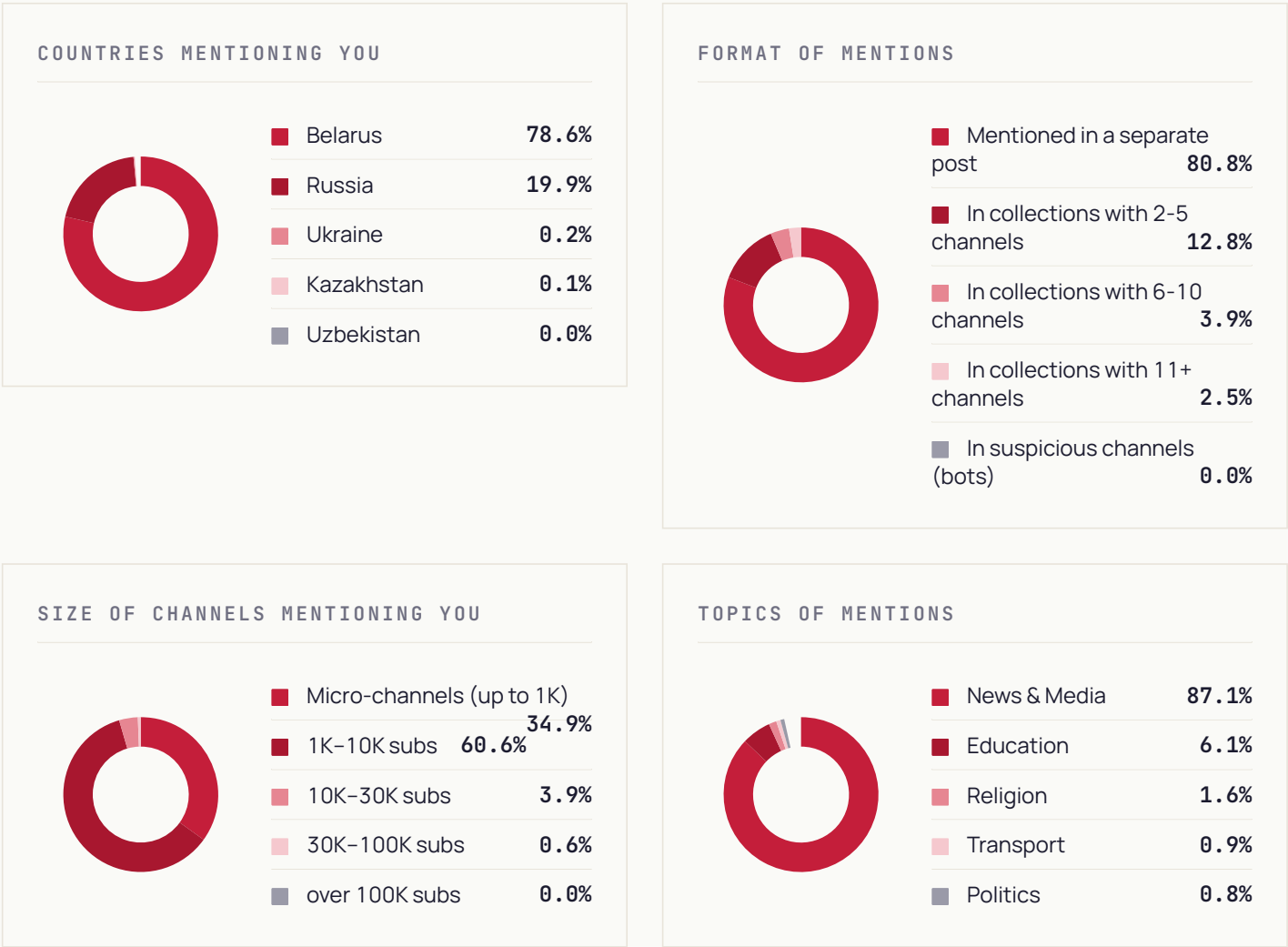


PERIOD START	NOW	NET GROWTH
15 392	16 650	+1 258

SECTION 04 · MENTIONS

Who and how mentions the channel

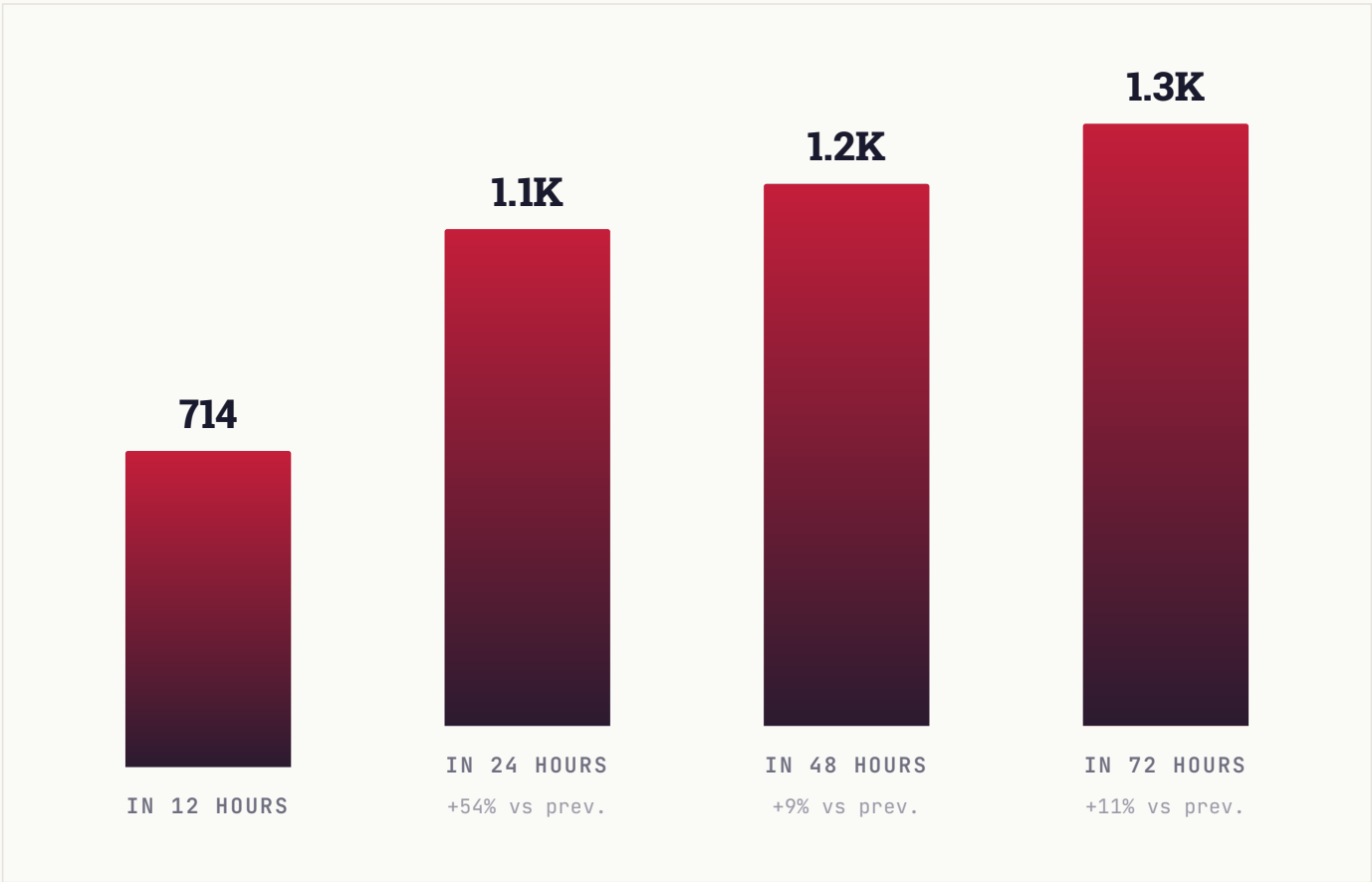
Citation index **100** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. All time channel was mentioned **464** different channels.



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 and audience. Your channel is highlighted — see its 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 ЧП Belarus Что Происходит?	75K
ML Minsk Live	72.8K
PB Podslushano Belarus	58.2K
BG Belarus Главное	56.8K
YY Gomel. Main!	56K
PG Pravda Gomel YOU	16.6K

COMPARATIVE CONCLUSION

Channel inbottom half of niche top-100 (#57 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

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions occurred **704**, they brought **3 058** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	136	14	92
November 2025	132	24	170
October 2025	123	21	244
September 2025	102	21	584
August 2025	98	25	446
July 2025	113	28	1 522

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
704	6	3 058

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

#57

/100

POSITION IN NICHE

Channel in the bottom half of the ranking

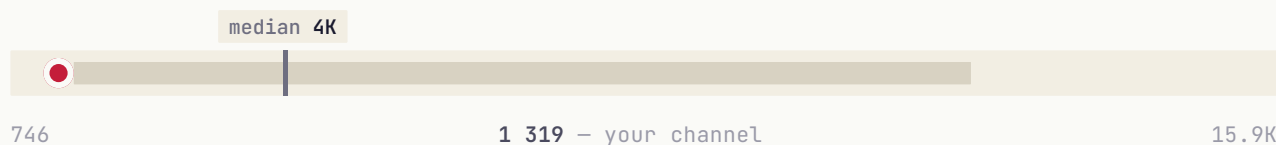
SUBSCRIBERS

16% below median



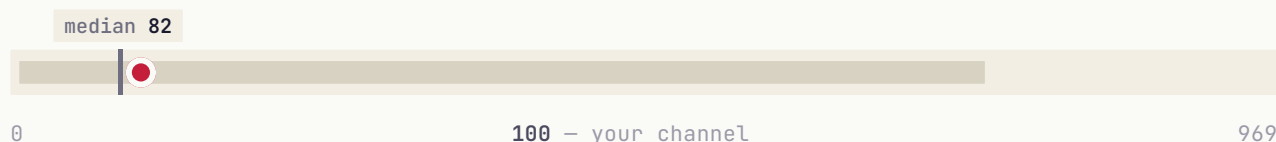
AVG REACH / POST

67% below median



CITATION INDEX

better than 51% of niche



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off as a to-do list and revisit this report in a month.

01

Best post of the week — on Tuesday

Audience is most active on this day and at 21:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25% share.

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress selects sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic — easy growth point.

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 — 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 ads	https://panel.promptpress.com/register
----	----------------------------	---

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