

PUBLIC REPORT BY PROMTPRESS

Channel audit

National Bank of the Republic of Belarus



@pressnbrb

Official channel of the National Bank of the Republic of Belarus

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
5 534	86.0%	4.2K
+240 per month 11.06.2026	last day 32.5%	ad reach 1.8K/24h HTTPS://PROMTPRESS.COM/AUDIT/PRESSNBRB

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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 5 534 —	 SUBSCRIBER REACH 75.83% avg % subs see post	 VIEWS/POST 4.2K median 3.6K · 27 days	 POSTS/WEEK 11.8 over period
 7D TREND -35.9% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 345 chars median 248 · 27 days	 POSTS ANALYZED 47 27 days
 AD REACH 1.8K 24h avg	 CHURN / MONTH +240 last month	 CITATION RATE 98 citation index · 442 channels mentioned ever	 CHANNEL AGE 6 years 6 months created 12.11.2019

AI EDITOR SUMMARY

Channel «National Bank of the Republic of Belarus» — 5 534 subs. Each post averages 4.2K people (76% of subs), wide reach for a channel this size. Publishes 12 posts per week (~2/day) — regular pace. For week May 25–31 reach dropped -35.9% to week May 18–24 — worth analyzing why.

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 47 posts over 27 days.
- 02 Dominant format – Video (38/47 posts).
- 03 Avg post length – 345 chars (median 248).
- 04 Peak audience activity – wednesday, 11:00 MSK.
- 05 Strongest posts get 4× more views than the weakest (11.5K avg for top vs 2.9K for worst) – among 47 posts in 27 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 20.05 · 08:07 VIDEO <Roman Golovchenko: Today the National Bank Board decided to cut the refinancing rate and overnight loan rate by 50...	VIEWS 15 022 REPOSTS 424	REACTIONS — ER 271.4%
Nº2 26.05 · 13:42 PHOTO ☒All about the buzzed-about digital fingerprint of a device: simple and clear	VIEWS 11 022 REPOSTS 199	REACTIONS — ER 199.2%
Nº3 22.05 · 08:09 VIDEO ☒Introducing the new 200-ruble banknote The design is conceptually similar to the current 200-ruble note in circulation, but...	VIEWS 8 369 REPOSTS 107	REACTIONS — ER 151.2%

Nº4 14.05 · 13:30 VIDEO ✂The agenda covers both traditional issues and key trends and challenges facing the banking systems of the two countries -...	VIEWS 6 829 REPOSTS 27	REACTIONS — ER 123.4%
Nº5 15.05 · 09:01 VIDEO ✂Commemorative coins “Nesvizh. 800 years” go on sale at the National Bank on May 19 Coin prices: ●copper-nickel, face value 1 ruble - 55...	VIEWS 5 302 REPOSTS 80	REACTIONS — ER 95.8%

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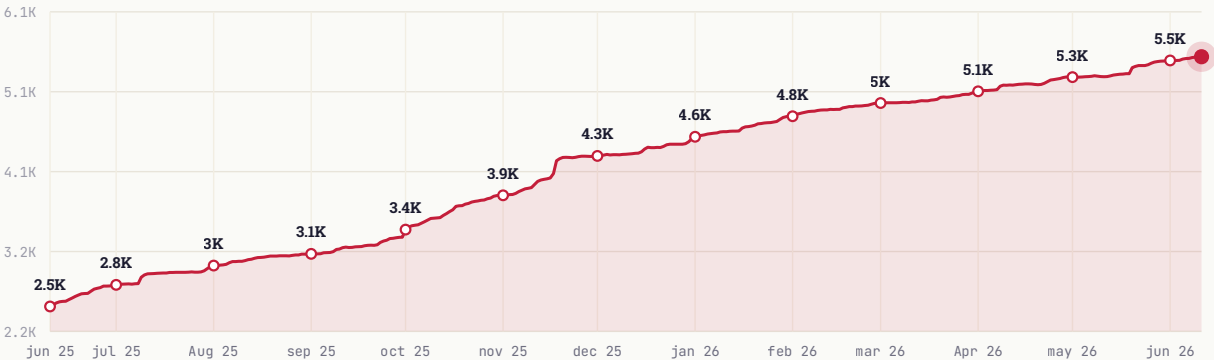
WORST 3

↓ 29.05 · 12:28 VIDEO →Establishing a development institution under the SCO will allow financing joint projects regardless of economic and political...	VIEWS 2 923 REPOSTS 6	REACTIONS — ER 52.8%
↓ 14.05 · 08:15 VIDEO ✂Growing trust in the Belarusian ruble as a store of value helps reduce dollarization of the economy ■In April 2026...	VIEWS 2 911 REPOSTS 10	REACTIONS — ER 52.6%
↓ 26.05 · 10:43 VIDEO ✂Reserve accumulation is always a search for a balanced trade-off between future and present - Alexander Yegorov “Reserves are not a warehouse, they are...	VIEWS 2 758 REPOSTS 8	REACTIONS — ER 49.8%

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.

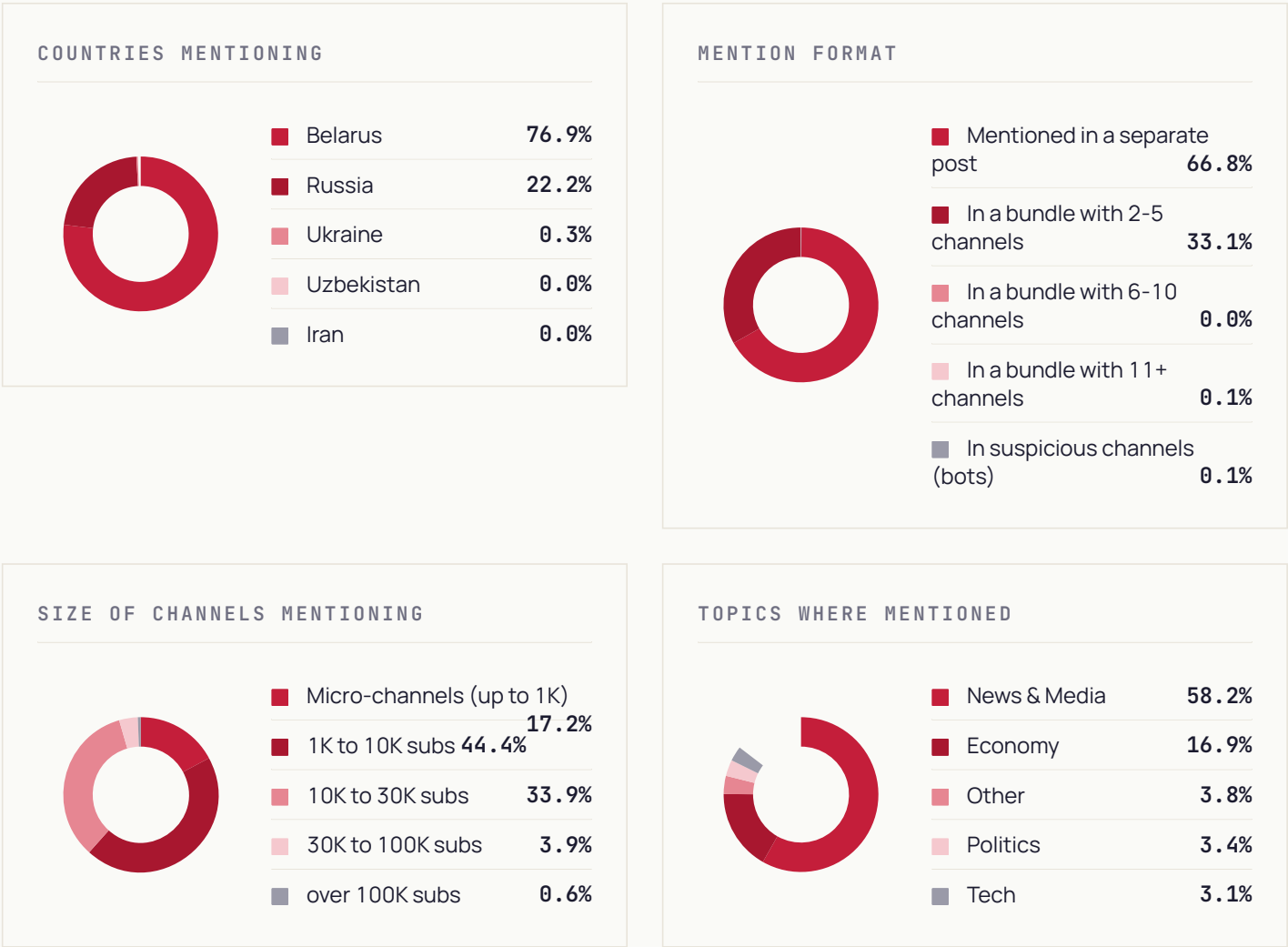


START DATE	NOW	NET GROWTH
2 500	5 534	+3 034

SECTION 04 · MENTIONS

Who mentions the channel and how

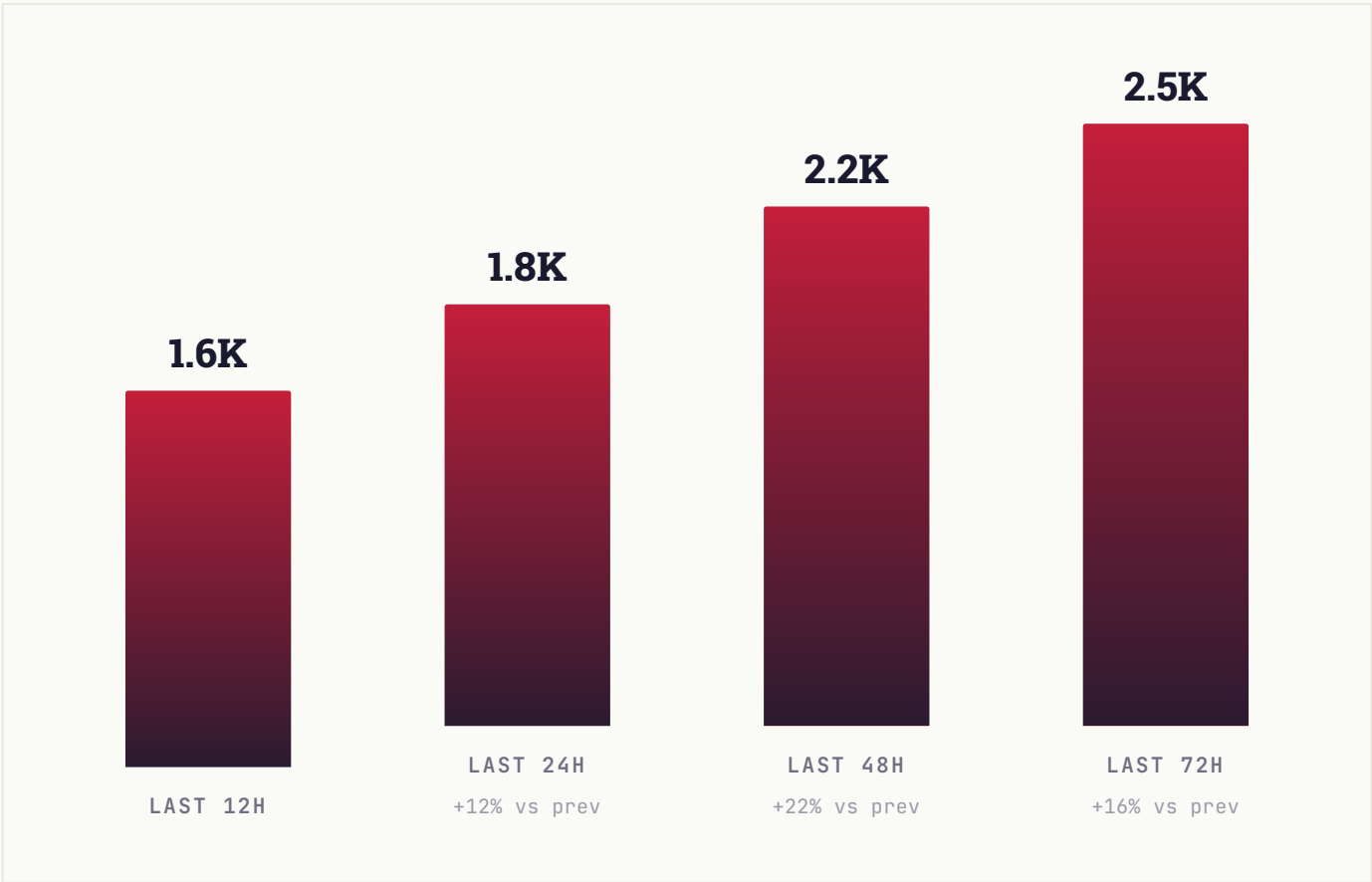
Citation index **98** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **442** different channels.



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
PR Priorbank	18.2K
BA BANKI24.BY	17.7K
MR MNS of the Republic of Belarus	15.1K
UO Operational Management Department of the Ministry of Taxes and Duties for Minsk	14.6K
BE Belagroprombank	11.1K
NB National Bank of the Republic of Belarus YOU	5.5K

COMPARATIVE CONCLUSION

Channel in top half of niche (#19 of 67). Niche leader — Alfa-Bank (Belarus) (79.3K), median subs 1.7K. Aim for the top quarter — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **220**, they brought **1 827** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	53	43	228	
Nov 2025	59	41	486	
Oct 2025	54	31	510	
September 2025	16	12	212	
August 2025	23	21	153	
July 2025	15	12	238	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
220	6	1 827

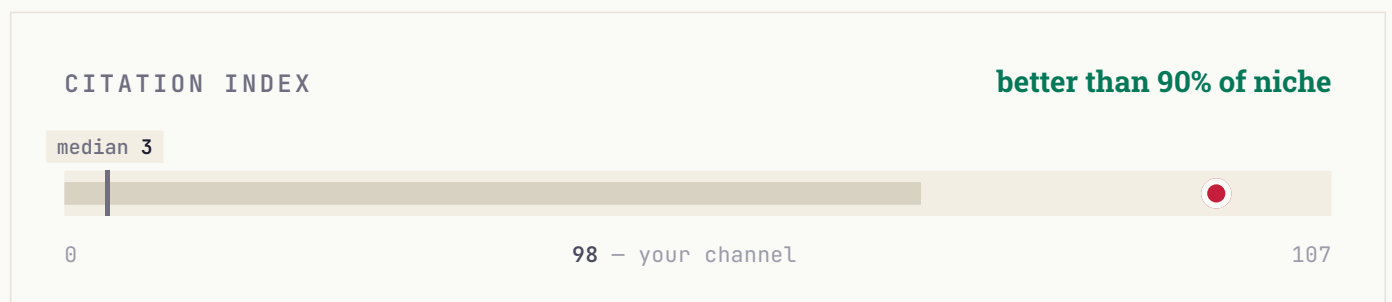
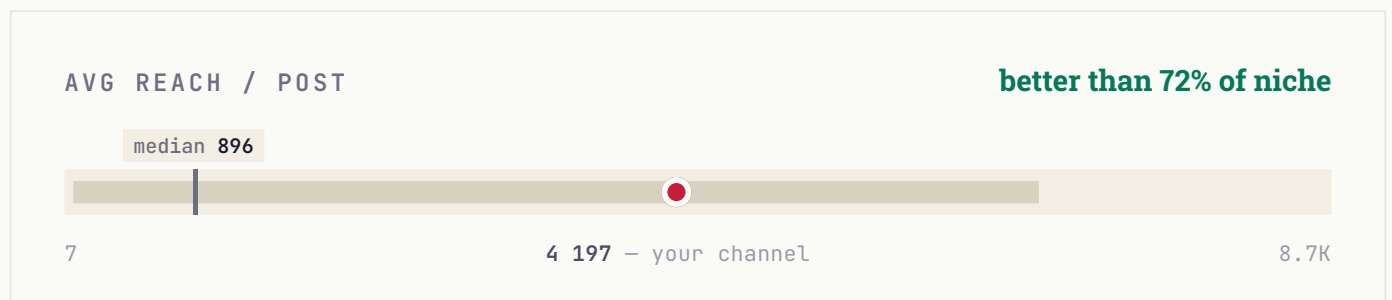
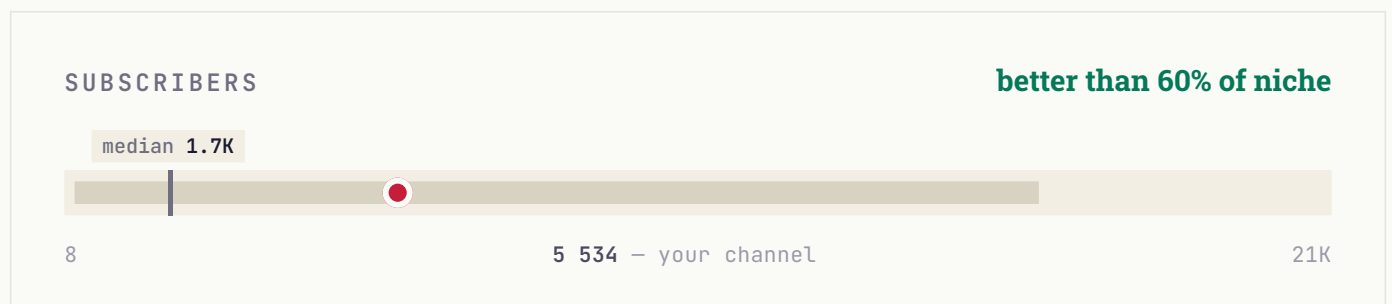
— SECTION 08 • NICHE COMPARISON

Where the 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.

#19 /67

RANK IN NICHE
Channel in the top half of the ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

- 01

Top post of the week — on Wednesday

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

EFFECT

Best window for an important post
- 02

Systematic traffic buying

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 poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER
- 04

Cross-promo with neighboring channels

Quarterly cross-posting with channels in the same segment. 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 — organic traffic source.

EFFECT

Organic traffic source

★ 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 close your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
