

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Minsk and Minsker



@pureminsk

Details, nuances and changes of Minsk. Suggest content: @blisch
 Ads: @blisch I @hyted Partnership in content cycles: <https://blisch.by/catalog> Reprint of materials by recognized...

SUBSCRIBERS

13 793

+119 per month

ERR (% SEE POSTS)

36.0%

daily **22.8%**

REACH/POST

4.9K

ad reach **3.1K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period it covers.

 SUBSCRIBERS 13 793 —	 SUBSCRIBER REACH 35.76% avg % subs see post	 VIEWS/POST 4.9K median 4.9K · 29 days	 POSTS/WEEK 22.0 for period
 7D TREND -11.7% vs previous week	 REACT./POST 112.3 total 10,221 reactions, 2,610 reposts, 0 comments	 POST LENGTH 535 chars median 492 · 29 days	 POSTS ANALYZED 91 29 days
 AD REACH 3.1K 24h avg	 CHURN / MONTH +119 last month	 CITATION RATE 44 citation index · 266 channels mentioned all time	 CHANNEL AGE 9 years 7 days created 02.06.2017

AI EDITOR SUMMARY

Channel «Minsk i minschanin» – 13 793 subs. Each post avg views 4.9K people (36% of subs), good reach. Publishes 22 posts/week (~3/day) – active. Week 25–31 May reach dropped -11.7% to week 18–24 May – analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT TOP POSTS SHARE

- 01 Analysis based on 91 posts over 29 days.
- 02 Dominant format — Photo (73/91 posts).
- 03 Avg post length — 535 chars (median 492).
- 04 Peak audience activity — Monday, 10:00 MSK.
- 05 Top posts get 2x more views than the weakest (8.4K avg top vs 4.1K worst) — among 91 posts over 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 18.05 · 07:02 PHOTO Interesting to watch the construction of the "Continental" building in Minsk-Mir. It's a real monster in size. The interior also...	VIEWS 10 578 REP. 75	REACT. 91 ER 76.7%
Nº2 19.05 · 17:02 PHOTO In Zaslavl I saw a taxi at the station with the city's coat of arms. Could the founder of the Polotsk branch of the Rurikids, Prince Izyaslav Vladimirovich, have imagined...	VIEWS 7 724 REP. 26	REACT. 178 ER 56.0%
Nº3 21.05 · 17:01 PHOTO Once I saw a photo of Troitskoye suburb from the early 80s, and there was a sign "Starovilenskaya korchma". I wondered if there is...	VIEWS 6 964 REP. 57	REACT. 130 ER 50.5%

Nº4 21.05 • 13:02 PHOTO "Meet on the bridge" — a pre-mobile era base in Minsk. It's because of cellular communication that certain locations lost their special meaning...	VIEWS 6 332 REACT. 179 REP. 30 ER 45.9%
Nº5 22.05 • 13:09 TEXT Yandex Belarus showed how the company's services help people with vision, hearing, speech and mobility impairments in everyday...	VIEWS 6 264 REACT. 84 REP. 6 ER 45.4%

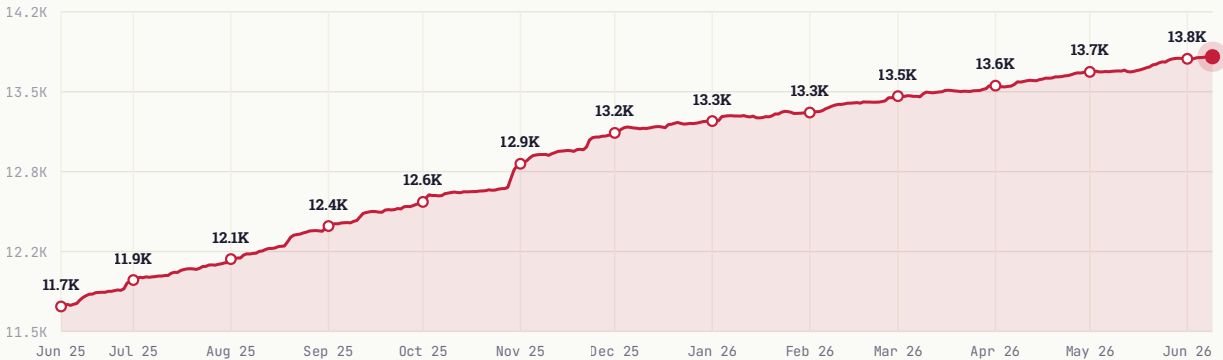
WORST 3

↓ 05.06 • 13:02 PHOTO A subscriber couldn't pass by the intercom phones in the National Library because they look like street phones...	VIEWS 4 176 REACT. 137 REP. 14 ER 30.3%
↓ 18.05 • 05:00 PHOTO I got into traveling around Belarus back in my student years, eventually turning it into part of my professional daily life. This...	VIEWS 4 175 REACT. 138 REP. 28 ER 30.3%
↓ 05.06 • 05:02 VIDEO Today I'll review what you sent me this week (always happy to get something interesting in DM @blisch). For example, a subscriber...	VIEWS 3 967 REACT. 82 REP. 6 ER 28.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

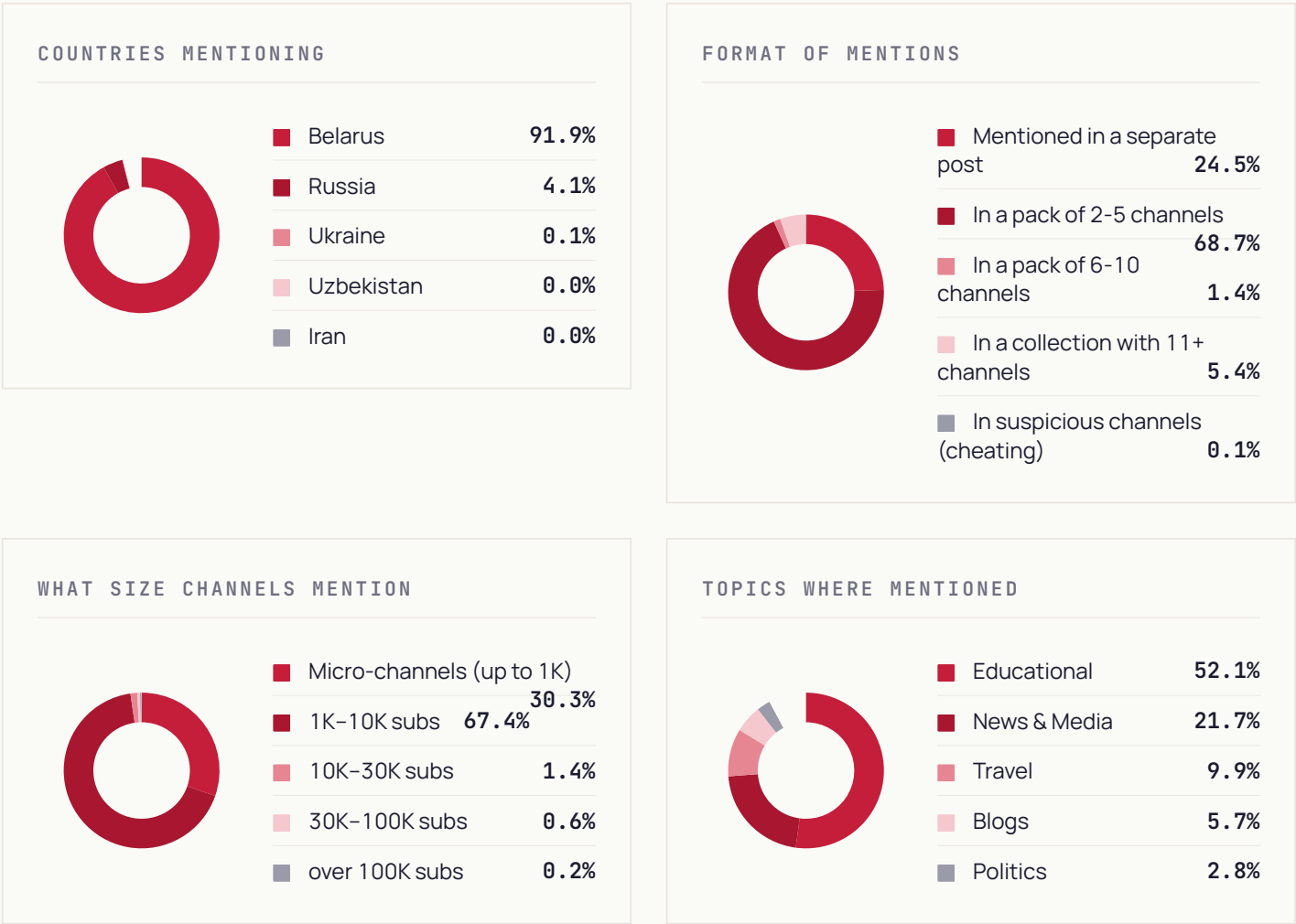


START DATE	NOW	NET GROWTH
11 704	13 793	+2 089

SECTION 04 · MENTIONS

Who and how mentions the channel

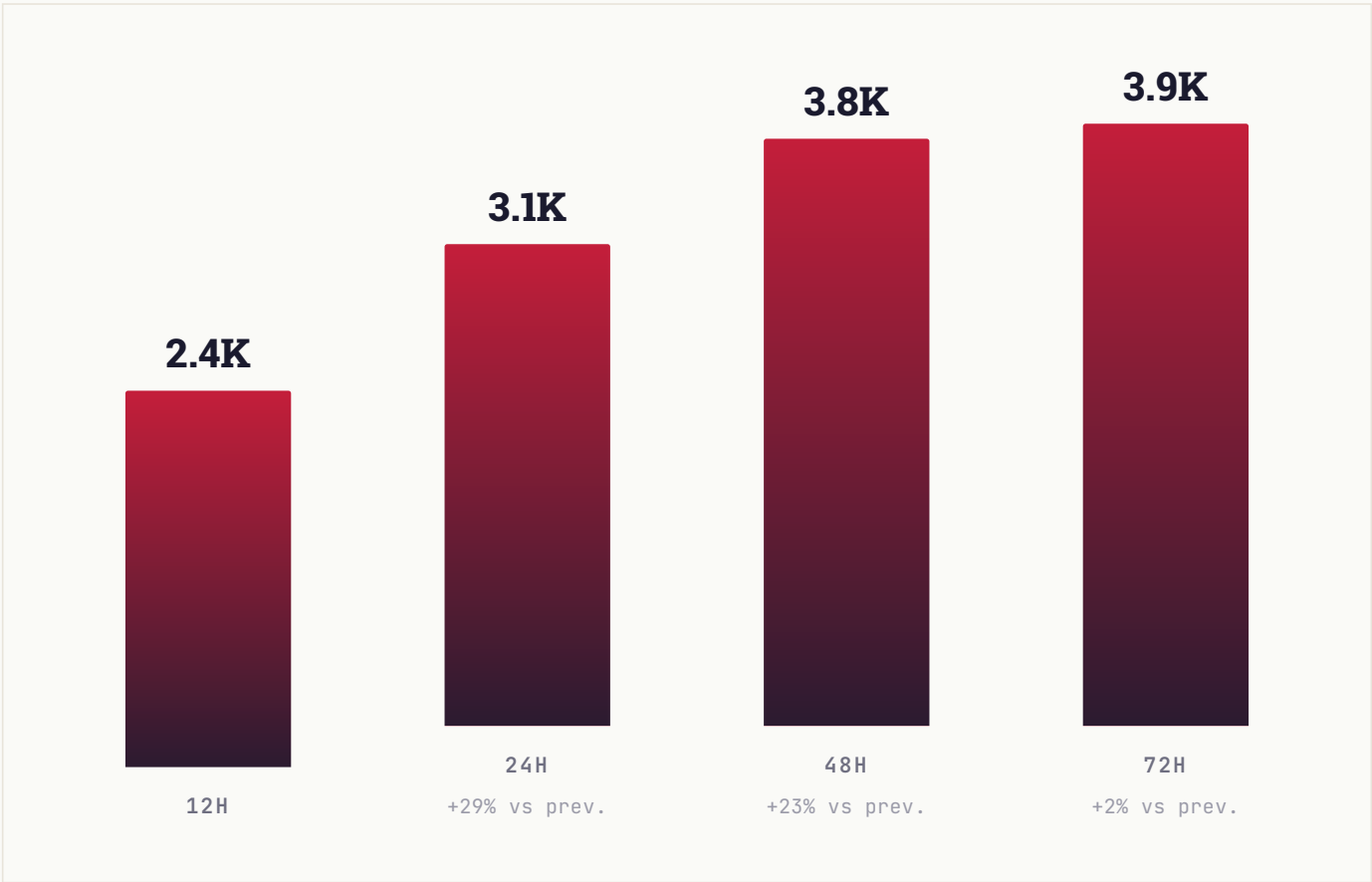
Citation index **44** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel "weighs" more than from a 1K subs channel. All-time channel mentions: **266** different channels.



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 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 Emergency Belarus What's Happening?	75K
ML Minsk Live	72.8K
PB Overheard Belarus	58.2K
BG Belarus Галоўнае	56.8K
GG Gomel. Main!	56K
MI Minsk and Minsker	YOU 13.8K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#74 of 97). Niche median — 19.8K subs.
First growth KPI — reach the median. Leader: NEXTA Live (764.9K).

SECTION 07 · MENTION DYNAMICS

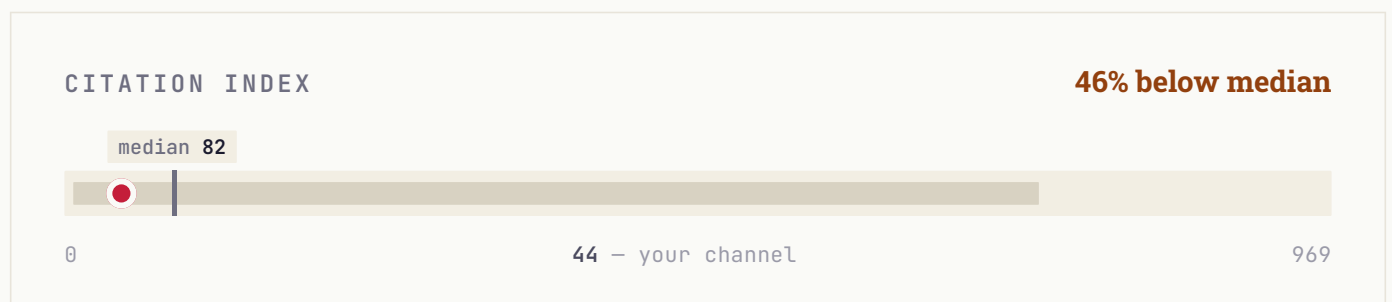
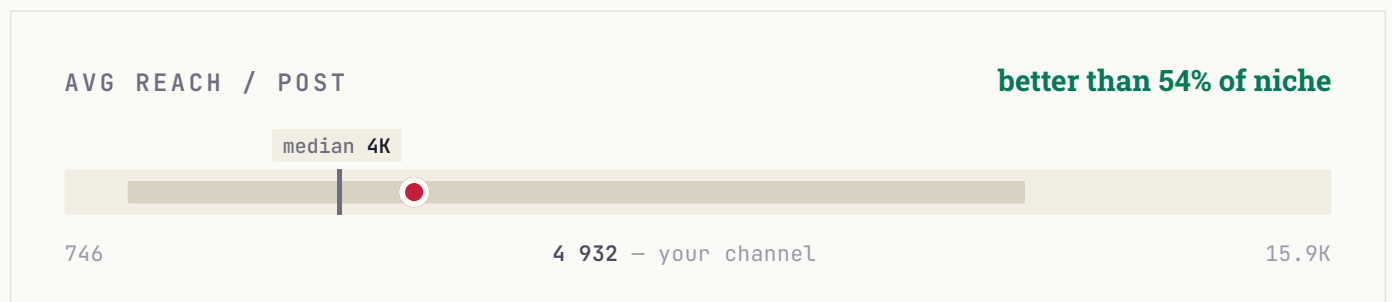
How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions **394**, they brought **1 463** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	56	15	155
Nov 2025	42	7	275
Oct 2025	74	8	341
September 2025	63	5	225
August 2025	73	15	293
July 2025	86	11	174
TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS	
394	6	1 463	

Where channel ranks in its league

#74 /100 POSITION IN NICHE
Channel in bottom half of rating



— 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 Monday

On this day at 10:00 MSK audience is most active.

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 picks 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

Cross-post with same-segment channels 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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