

PUBLIC REPORT BY PROMTPRESS

Channel audit

Real Belarus



@realnaiabelarus

Only key & interesting news Share news 📧@real_belarus_bot

SUBSCRIBERS

20 778

-241 per month

ERR (% SEE POSTS)

29.0%

daily 21.5%

REACH/POST

6.1K

ad reach 4.5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 20 778 —	 SUBSCRIBER REACH 29.24% avg % subs see post	 VIEWS/POST 6.1K median 5.8K · 29 days	 POSTS/WEEK 36.6 over period
 7D TREND -3.3% vs previous week	 REACTIONS/POST 95.8 total 14,746 reactions, 2,750 reposts, 278 comments	 POST LENGTH 206 chars median 116 · 29 days	 POSTS ANALYZED 154 29 days
 AD REACH 4.5K 24h avg	 CHURN / MONTH -241 last month	 CITATION RATE 344 citation index · 965 channels mentioned ever	 CHANNEL AGE 7 years 8 months created 26.09.2018

AI EDITOR SUMMARY

Channel «Real Belarus» — 20 778 subs. Each post avg views 6.1K people (29% of subs), good reach. Publishes 37 posts/week (~5/day) — active posting. Week of May 25–31 reach stable (-3.3% vs week 18–24 May).

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **154** posts over 29 days.
- 02 Dominant format — **Video** (73/154 posts).
- 03 Avg post length — **206** chars (median 116).
- 04 Peak audience activity — **Wednesday**, 21:00 MSK.
- 05 Top posts get **3x** more views than weakest (13.9K avg top vs 5.1K worst) — among 154 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 12.05 · 08:52 PHOTO iElections to the Coordinating Council Voting on the site is now available ☺ Instructions here and here TG YT TT SH TTL	VIEWS 15 183 REP. 26	REACTIONS 58 ER 73.1%
Nº2 03.06 · 18:40 PHOTO ⚡⚡ Mogilev region, Chaussy district, v. Blagovichy June 3 around 06:30 a.m. a drone hit a garage. No casualties. Windows in...	VIEWS 13 446 REP. 209	REACTIONS 117 ER 64.7%
Nº3 19.05 · 18:01 PHOTO Poland plans to tighten citizenship rules and expand grounds for deporting foreigners. The new bill directly...	VIEWS 13 062 REP. 45	REACTIONS 71 ER 62.9%

Nº4 02.06 • 11:36 VIDEO Who let the devils into the church? Cringe of the day: Lukashenka's OMON cowards even go to church in balaclavas For their agrofuehrer...	VIEWS 12 808 REACTIONS 167 REP. 61 ER 61.6%
Nº5 03.06 • 06:33 VIDEO And here's the confirmation of yesterday's drone raid on Belarus 2.06.2026 Soligorsk district – Peaceful sky they said...	VIEWS 12 669 REACTIONS 127 REP. 195 ER 61.0%

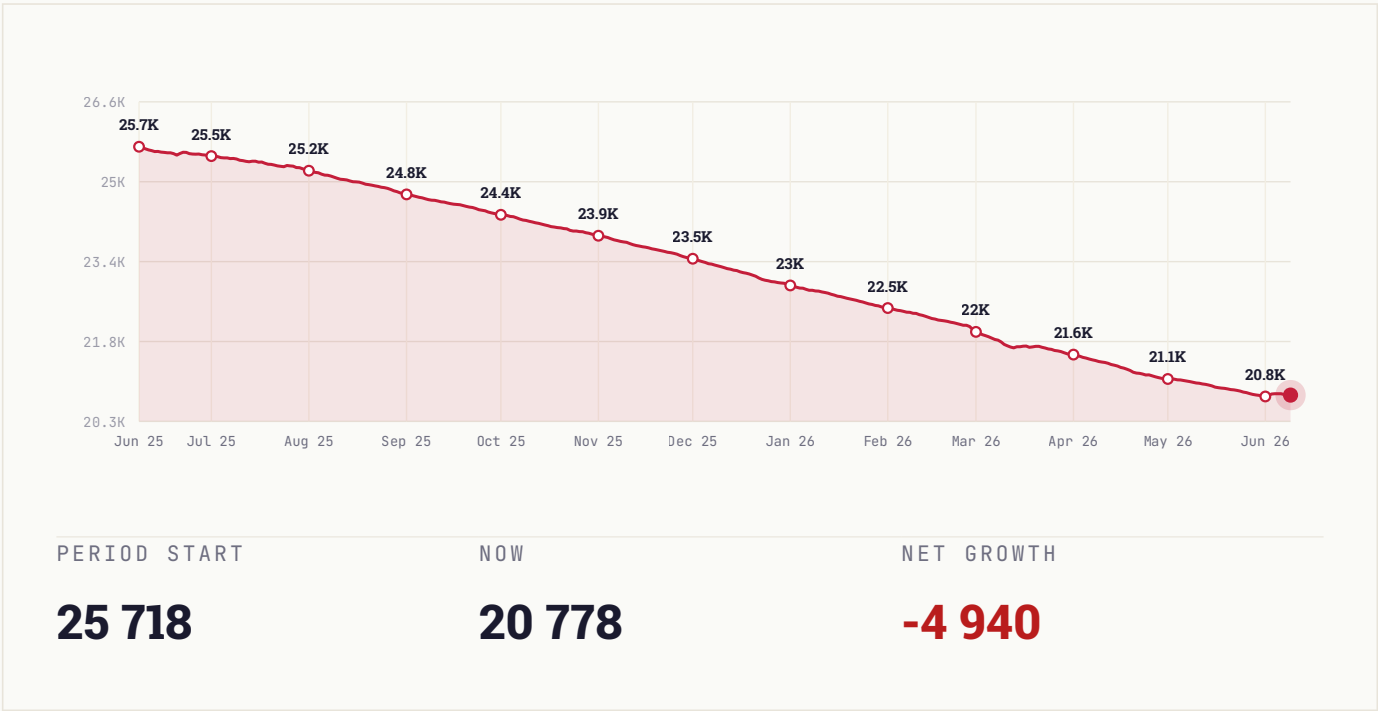
WORST 3

↓ 26.05 • 13:06 PHOTO What about the Union State? This year marks 30 years since the start of building the "Union State of Belarus and Russia" ...	VIEWS 5 157 REACTIONS 78 REP. 9 ER 24.8%
↓ 14.05 • 09:45 POLL (post without caption – poll)	VIEWS 5 107 REACTIONS 24 REP. 2 ER 24.6%
↓ 11.05 • 16:16 VIDEO We publish instructions on how to vote in the Coordination Council elections Below you will find video and text instructions on...	VIEWS 5 033 REACTIONS 55 REP. 6 ER 24.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

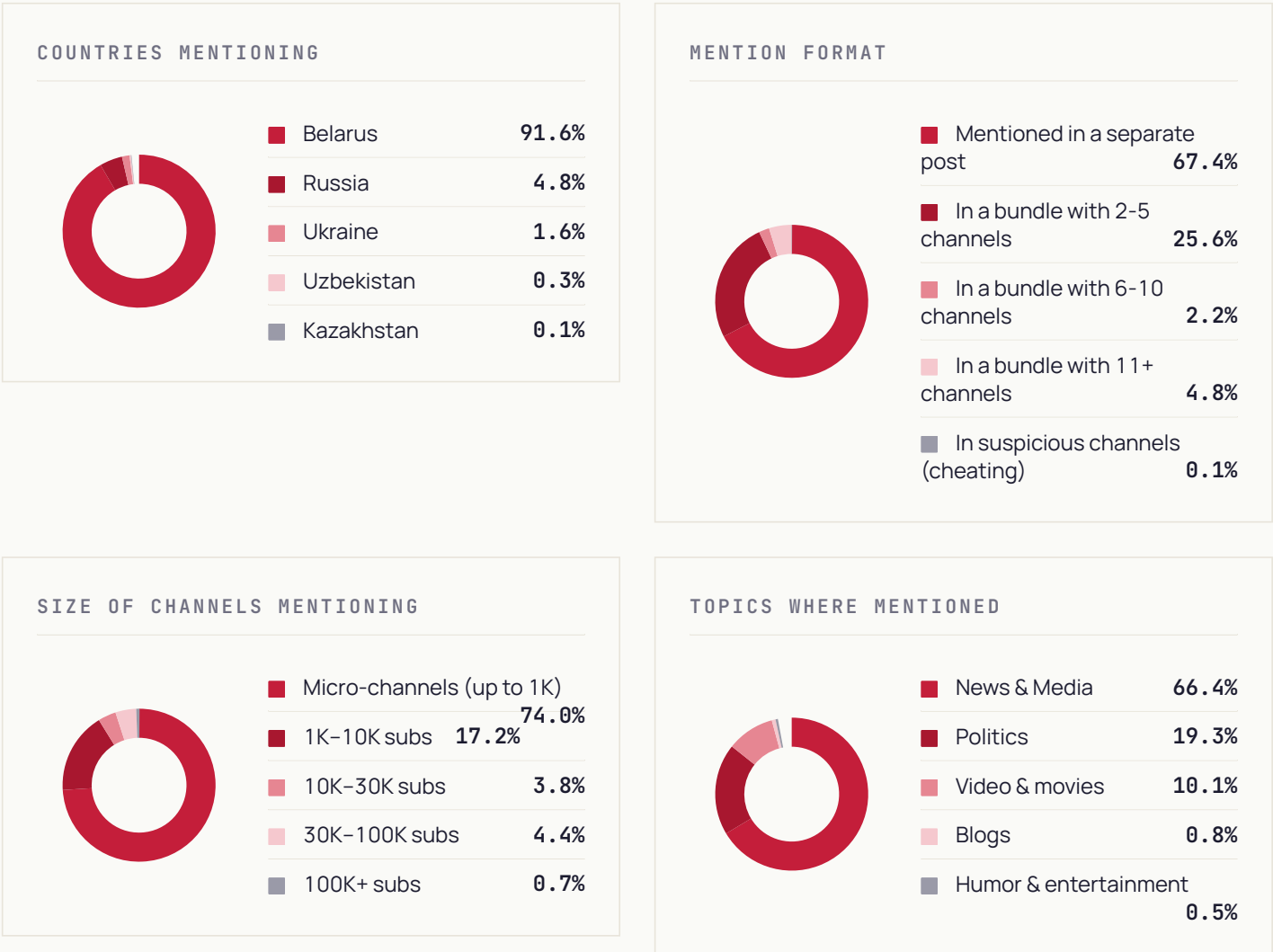
Subscriber growth chart for the year. Key months show exact sub count. See which months gained subs and which lost them.



SECTION 04 · MENTIONS

Who & how mentions the channel

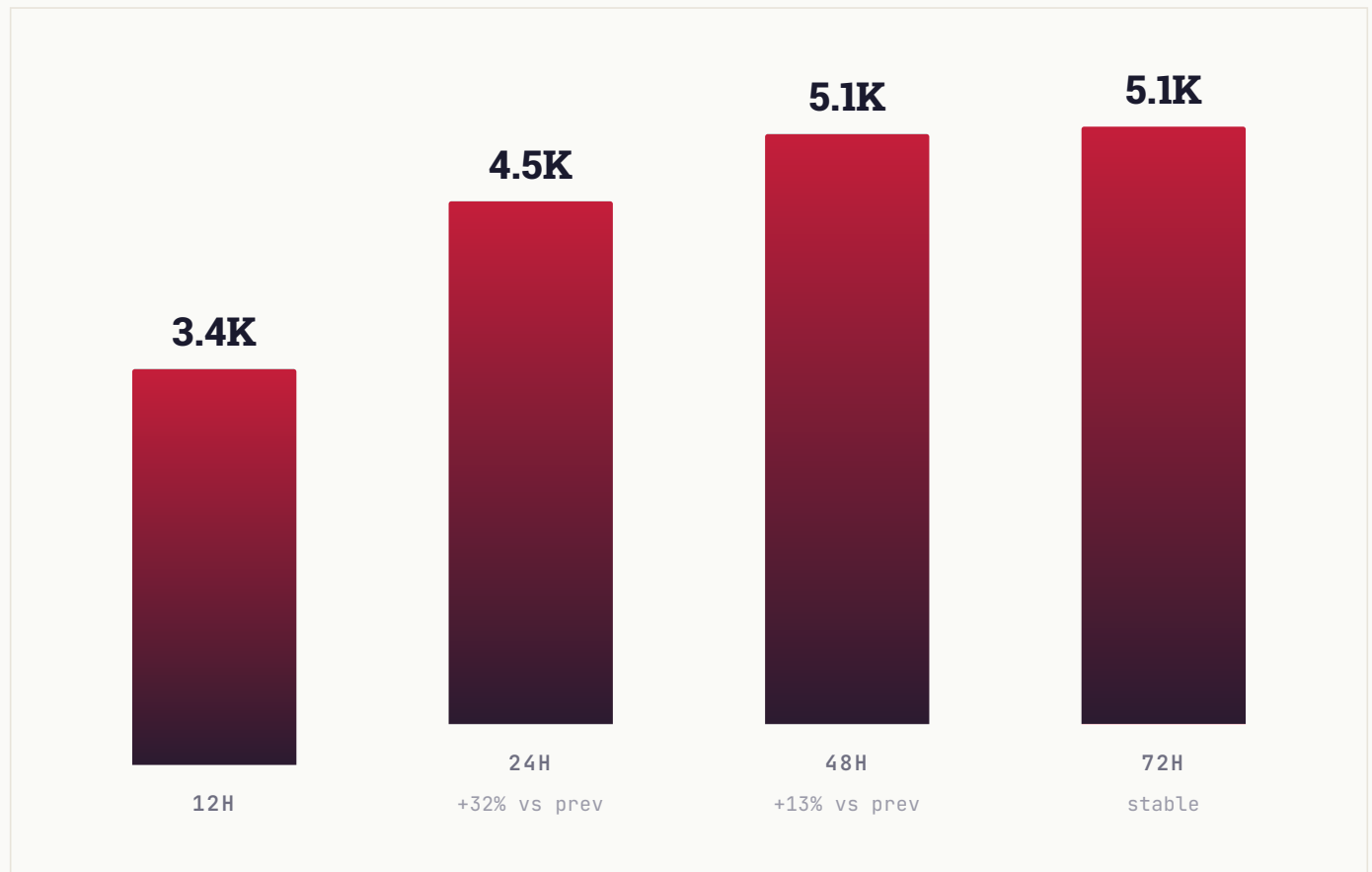
Citation index **344** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **965** different channels.



— 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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 closest 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 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
RB Real Belarus YOU	20.8K

COMPARATIVE CONCLUSION

Channel in top half of niche (#46 of 97). Niche leader — NEXTA Live (764.9K), median subs 19.8K. Aim for top quartile — realistic 6-12 month horizon.

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 were **305**, they brought **44** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	24	4	0	
Nov 2025	42	16	0	
Oct 2025	42	9	1	
Sep 2025	66	19	0	
August 2025	58	13	0	
July 2025	73	16	43	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
305	6	44

SECTION 08 • NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «News & Media» (Belarus) and compared your channel. Gray band = 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

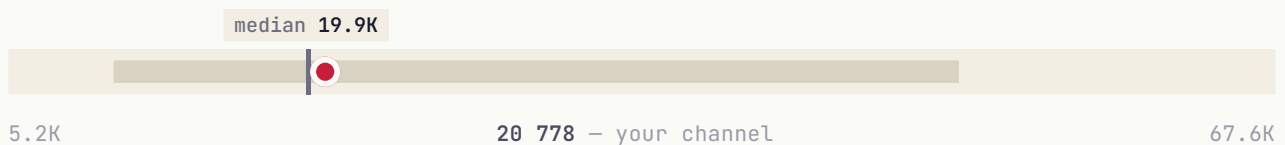
#46/100

POSITION IN NICHE

Channel in top half of rating

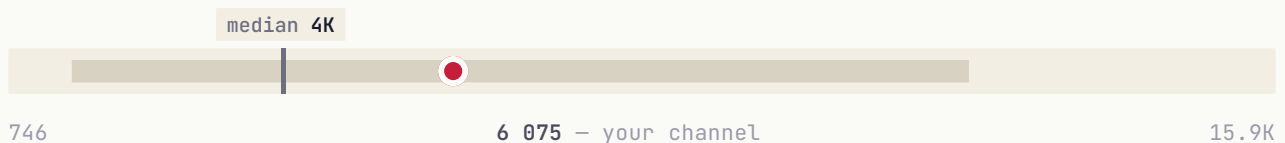
SUBSCRIBERS

better than 51% of niche



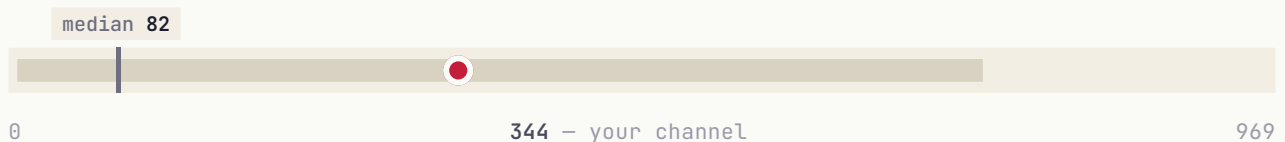
AVG REACH / POST

better than 60% of niche



CITATION INDEX

better than 65% of niche



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

01

Best post day — Wednesday

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

EFFECT

**Best window
for 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 weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it 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. Want to go further? Run ads through 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
