

PUBLIC REPORT BY PROMTPRESS

Channel audit

Belarus | Russia | News



@rusbel_union

Channel about developing relations and integration in the Union State of Russia and Belarus. Important political news, exclusive analysis, and key info on RF and RB cooperation. Subscribe and read the channel...

SUBSCRIBERS

40 663

-4030 per month

ERR (% SEE POSTS)

5.0%

last day 4.9%

REACH/POST

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.

 SUBSCRIBERS 40 663 —	 SUBS REACH 4.89% avg % subs see post	 VIEWS/POST 2K median 2K · 29 days	 POSTS/WEEK 20.0 for period
 7D TREND -0.8% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 878 chars median 944 · 29 days	 POSTS ANALYZED 84 29 days
 AD REACH 2K 24h avg	 CHURN / MONTH -4030 last month	 CITATION RATE 13 citation index · 29 channels mentioned ever	 CHANNEL AGE 2 years 7 months created 16.10.2023

AI EDITOR SUMMARY

Channel «Belarus | Russia | News» — 40 663 subs. Each post averages 2K people (5% of subs), reach is low — consider expanding audience. Publishes 20 posts/week (~3/day) — regular pace. Week of May 25–31 reach stable (-0.8% 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 **84** posts over 29 days.
- 02 Dominant format — **Text** (84/84 posts).
- 03 Avg post length — **878** chars (median 944).
- 04 Peak audience activity — **Sunday, 09:00 MSK**.
- 05 Top posts bring in **1x** more views than the weakest (2K avg for top vs 1.7K for worst) — among 84 posts in 29 days. Analyze what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 22.05 · 18:04 TEXT 📰📰📰📰 Top news of the Union State for May 22 📰 Lukashenko signed a law ratifying the agreement between the governments of Belarus...	VIEWS 2 033 REPOSTS 1	REACTIONS — ER 5.0%
Nº2 29.05 · 06:04 TEXT Seliverstov in Nizhny Novgorod discussed construction, equipment and elevators with the governor Belarus Ambassador to Russia Yuri Seliverstov met with...	VIEWS 2 032 REPOSTS 2	REACTIONS — ER 5.0%
Nº3 29.05 · 18:03 TEXT 📰📰📰📰 Top news of the Union State for May 29 📰 Vladimir Putin and Alexander Lukashenko met on the sidelines of the EAEU summit in...	VIEWS 2 025 REPOSTS 1	REACTIONS — ER 5.0%

Nº4 01.06 · 06:55 TEXT “Train of Memory” starts June 22 from Brest International cultural-educational project initiated by the Chairman of the Council of the Republic...	VIEWS 2 024 REPOSTS 2	REACTIONS — ER 5.0%
Nº5 22.05 · 10:20 TEXT Bespaly and Shevtsov discussed implementation of the Union State security concept In Moscow, a meeting of the Belarusian permanent representative to the CSTO...	VIEWS 2 021 REPOSTS 1	REACTIONS — ER 5.0%

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WORST 3

↓ 26.05 · 06:42 TEXT Belavia returns to Ufa: direct flights from Minsk resume June 24 After five years, the Belarusian carrier restores...	VIEWS 1 834 REPOSTS 2	REACTIONS — ER 4.5%
↓ 15.05 · 10:37 TEXT An extra train from Minsk to St. Petersburg will run in summer BZD will launch an additional Minsk – St. Petersburg train for the summer season...	VIEWS 1 679 REPOSTS 1	REACTIONS — ER 4.1%
↓ 15.05 · 10:21 TEXT Putin and Lukashenko held a phone call Another phone conversation took place between Vladimir Putin and Alexander Lukashenko...	VIEWS 1 670 REPOSTS 1	REACTIONS — ER 4.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

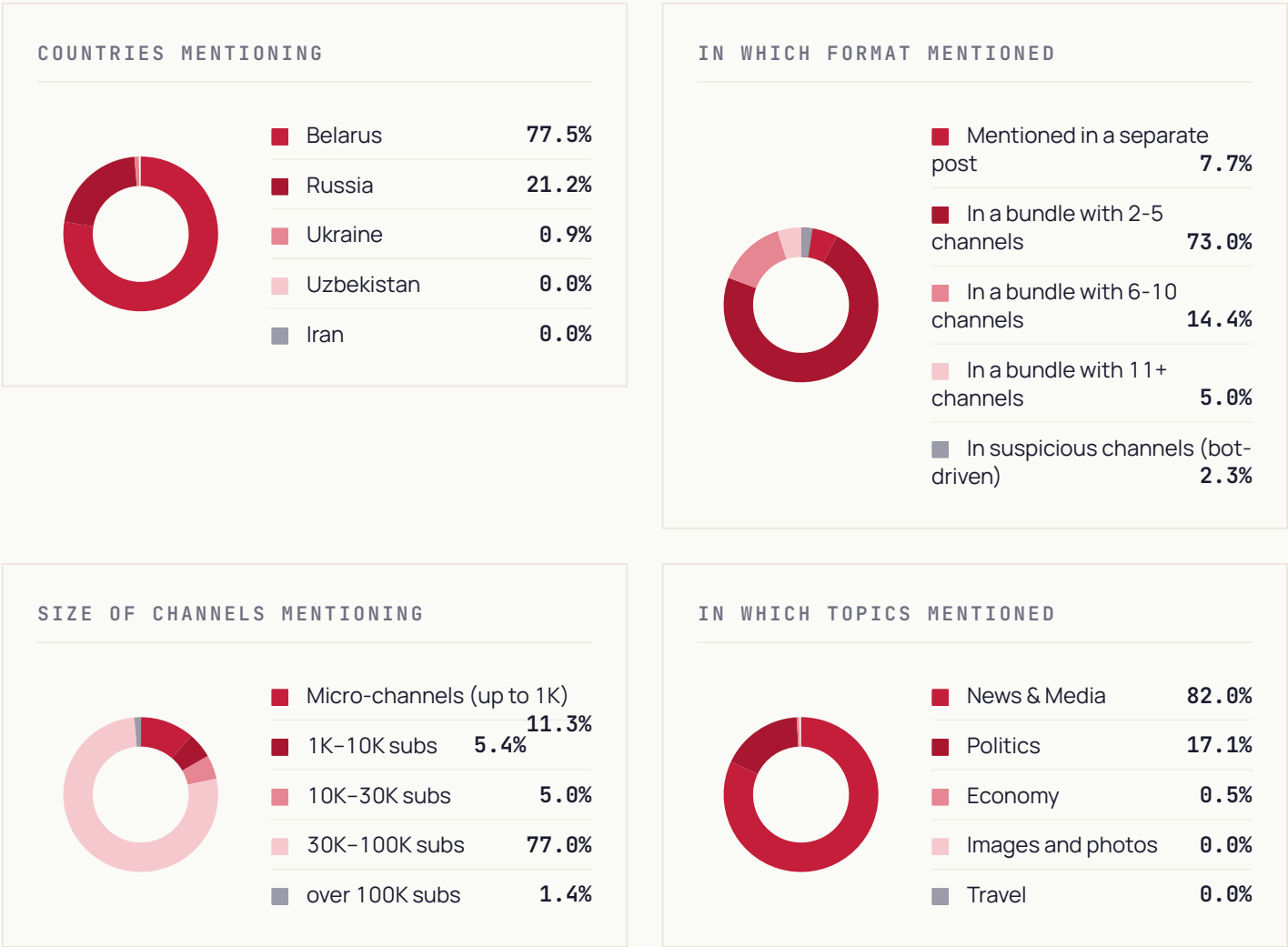
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

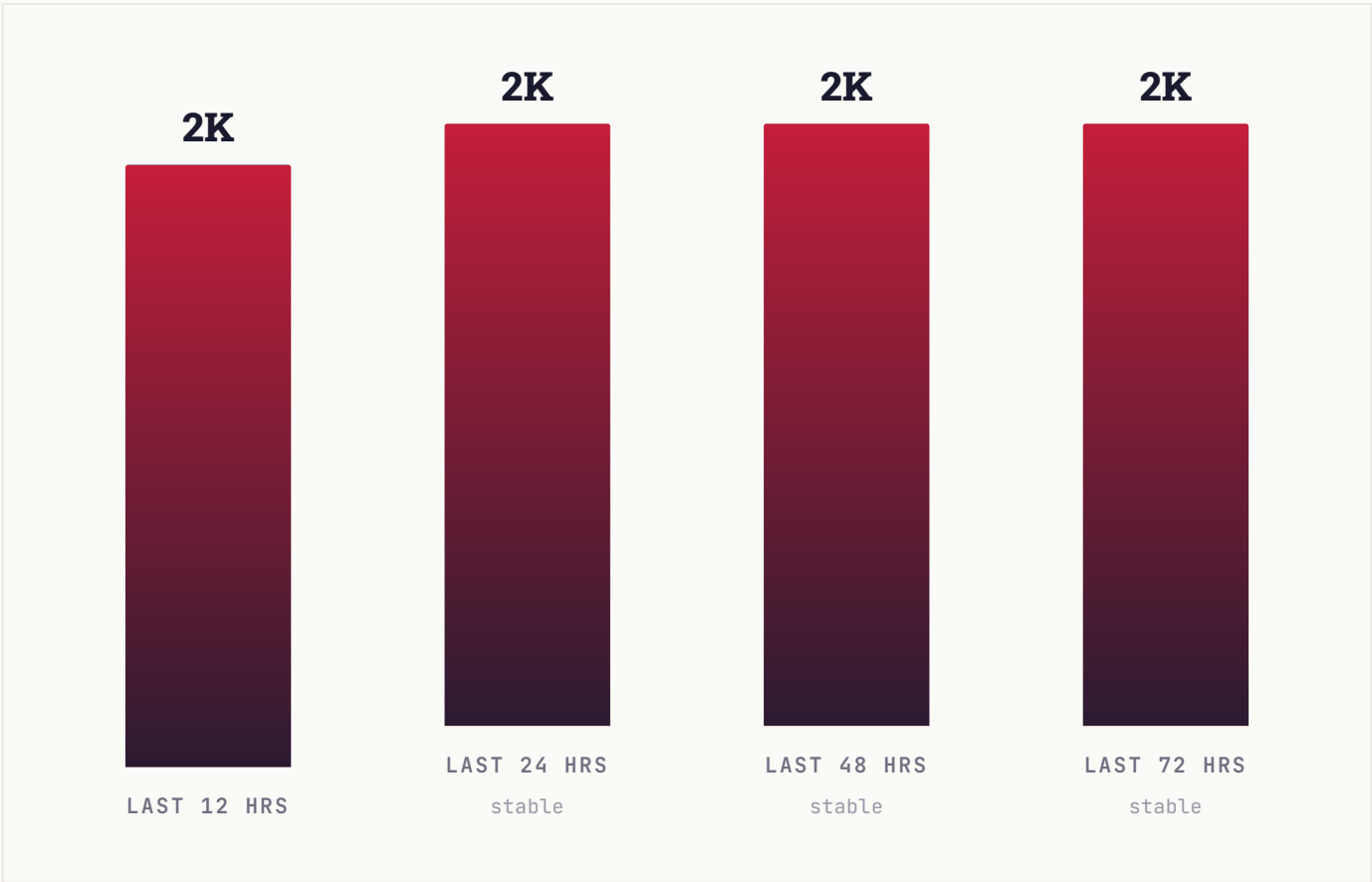
Citation index **13** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **29** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see where you stand 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 Glavnoye	56.8K
YY Gomel. Main!	56K
BI Belarus Russia News YOU	40.7K

COMPARATIVE CONCLUSION

Channel in top 25% niche (#20 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 yours. Over the last **6 months** such mentions were **21**, they brought **21 444** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	3	2	9 598
Nov 2025	4	4	2 931
Oct 2025	2	2	6 485
September 2025	3	3	847
August 2025	9	7	482
July 2025	0	0	1 101

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
21	6	21 444

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

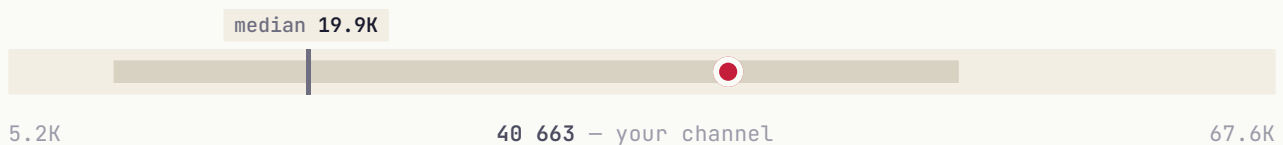
Took top-100 channels in category «News & Media» (Belarus) and saw how your channel compares. Gray band: range for 80% of niche channels (p10 to p90). Black vertical: median. Red dot: your channel.

#20/100

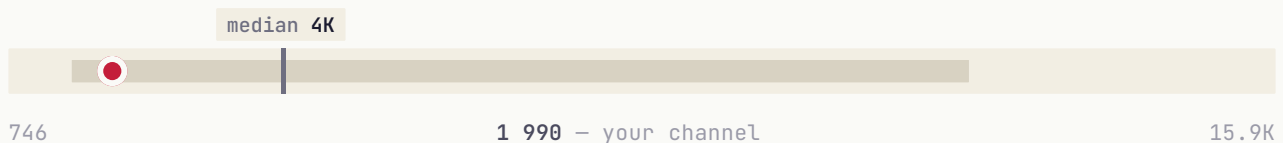
RANK IN NICHE

Channel in top 20% – strong position

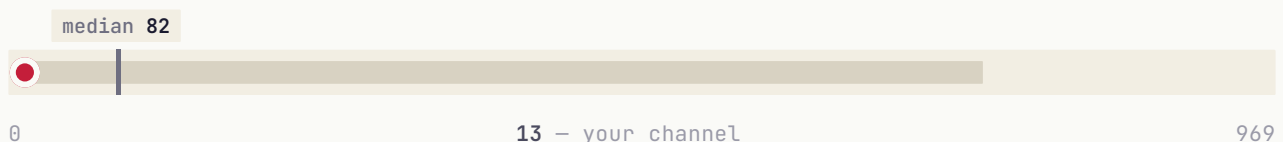
SUBSCRIBERS

better than 75% niche


AVG REACH / POST

50% below median


CITATION INDEX

84% below median


— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Sunday

Audience is most active on this day at 09:00 MSK.

EFFECT

Best window for an important post
- 02

Increase video post share

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

EFFECT

Video retains audience better
- 03

ER below niche benchmark — rethink formats

Current ER 4.89% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+0.6pp ER
- 04

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
- 05

Test polls and interactive formats

Posts with polls/reactions usually boost ER by 5-15%. One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

★ 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 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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