

PUBLIC REPORT PROMTPRESS

# Channel audit

## SB.BY Belarus today



@sbbytoday

About life in Belarus and world news. Best from sb.by and newspapers of the publishing house "Belarus Today". Our channel [youtube.com/sbbytoday](https://youtube.com/sbbytoday) Feedback [@sbmail\\_bot](mailto:@sbmail_bot)

SUBSCRIBERS

**16 005**

+200 per month

ERR (% SEE POSTS)

**8.0%**

per day **6.8%**

REACH/POST

**1.1K**

ad reach **1.1K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

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

|                                                                                                                                                  |                                                                                                                                                                                               |                                                                                                                                                                                                   |                                                                                                                                                                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>16 005</div> <div>—</div>          | <div> SUBSCRIBER REACH</div> <div>7.02%</div> <div>avg % subs see post</div>                                 | <div> VIEWS/POST</div> <div>1.1K</div> <div>median 998 · 10 days</div>                                           | <div> POSTS/DAY</div> <div>69.0</div> <div>~483 per week</div>                       |
| <div> 7D TREND</div> <div>—</div> <div>no data for period</div> | <div> REACTIONS/POST</div> <div>5.4</div> <div>only 4,042 reactions,<br/>3,179 reposts, 0<br/>comments</div> | <div> POST LENGTH</div> <div>433 chars</div> <div>median 396 · 10 days</div>                                     | <div> POSTS ANALYZED</div> <div>748</div> <div>10 days</div>                         |
| <div> AD REACH</div> <div>1.1K</div> <div>24h avg</div>       | <div> CHURN / MONTH</div> <div>+200</div> <div>last month</div>                                            | <div> CITATION RATE</div> <div>741</div> <div>citation index ·<br/>2,312 channels<br/>mentioned all time</div> | <div> CHANNEL AGE</div> <div>6 years 11 months</div> <div>created 11.06.2019</div> |

AI EDITOR SUMMARY

Channel «SB.BY Belarus today» – 16 005 subs. Each post averages 1.1K people (7% of subs), reach is low – consider expanding audience. Publishes 483 posts/week (~69/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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **748** posts in 10 days.
- 02 Dominant format – **Text** (265/748 posts).
- 03 Avg post length – **433** chars (median 396).
- 04 Peak audience activity – **Wednesday**, 06:00 MSK.
- 05 Top posts bring in **17x** more views than the weakest (7.8K avg for top vs 454 for worst) – among 748 posts in 10 days. Worth analyzing what top shares – topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                          |                                                                     |                                                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>Nº1</div><div>01.06 · 03:42</div><div>PHOTO</div></div> <div>✂What changes in Belarus from June 1? We've rounded up the key points 📺Follow us on MAX   VK   Telegram</div>                                     | <div>VIEWS</div> <div>10 168</div> <div>REPOSTS</div> <div>72</div> | <div>REACTIONS</div> <div>10</div> <div>ER</div> <div>63.5%</div> |
| <div><div>Nº2</div><div>03.06 · 03:28</div><div>VIDEO</div></div> <div>📺Cloudy Weather forecast for June 3 ✂Minsk +22 📺Brest +21 📺Vitebsk +23 📺Grodno +21 📺Gomel +21 📺Mogilev +23 📺Follow us on...</div>                 | <div>VIEWS</div> <div>6 748</div> <div>REPOSTS</div> <div>26</div>  | <div>REACTIONS</div> <div>7</div> <div>ER</div> <div>42.2%</div>  |
| <div><div>Nº3</div><div>02.06 · 03:31</div><div>VIDEO</div></div> <div>✂Not too hot, not too cold Weather forecast for June 2 ✂Minsk +22 📺Brest +23 📺Vitebsk +22 📺Grodno +23 📺Gomel +23 📺Mogilev +22 📺Read more...</div> | <div>VIEWS</div> <div>6 484</div> <div>REPOSTS</div> <div>20</div>  | <div>REACTIONS</div> <div>5</div> <div>ER</div> <div>40.5%</div>  |

|                                                                                                                                                                                                                                                        |                                                                    |                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº4</div><div>04.06 · 03:24</div><div>PHOTO</div></div> <div><div>☒Don't forget breakfast! Weather forecast for June 4 ☒Minsk +21</div><div>☒Brest +22 *Vitebsk +23 ☒Grodno +21 ☒Gomel +21 ☒Mogilev +22</div><div>☒☒Read more...</div></div> | <div>VIEWS</div> <div>6 467</div> <div>REPOSTS</div> <div>25</div> | <div>REACTIONS</div> <div>2</div> <div>ER</div> <div>40.4%</div> |
| <div><div>Nº5</div><div>03.06 · 12:13</div><div>PHOTO</div></div> <div><div>☒Night disco, tourism showcase &amp; authentic craftsmen – more surprises at Kupalye in Alexandria This year the national...</div></div>                                   | <div>VIEWS</div> <div>5 850</div> <div>REPOSTS</div> <div>24</div> | <div>REACTIONS</div> <div>7</div> <div>ER</div> <div>36.6%</div> |

|

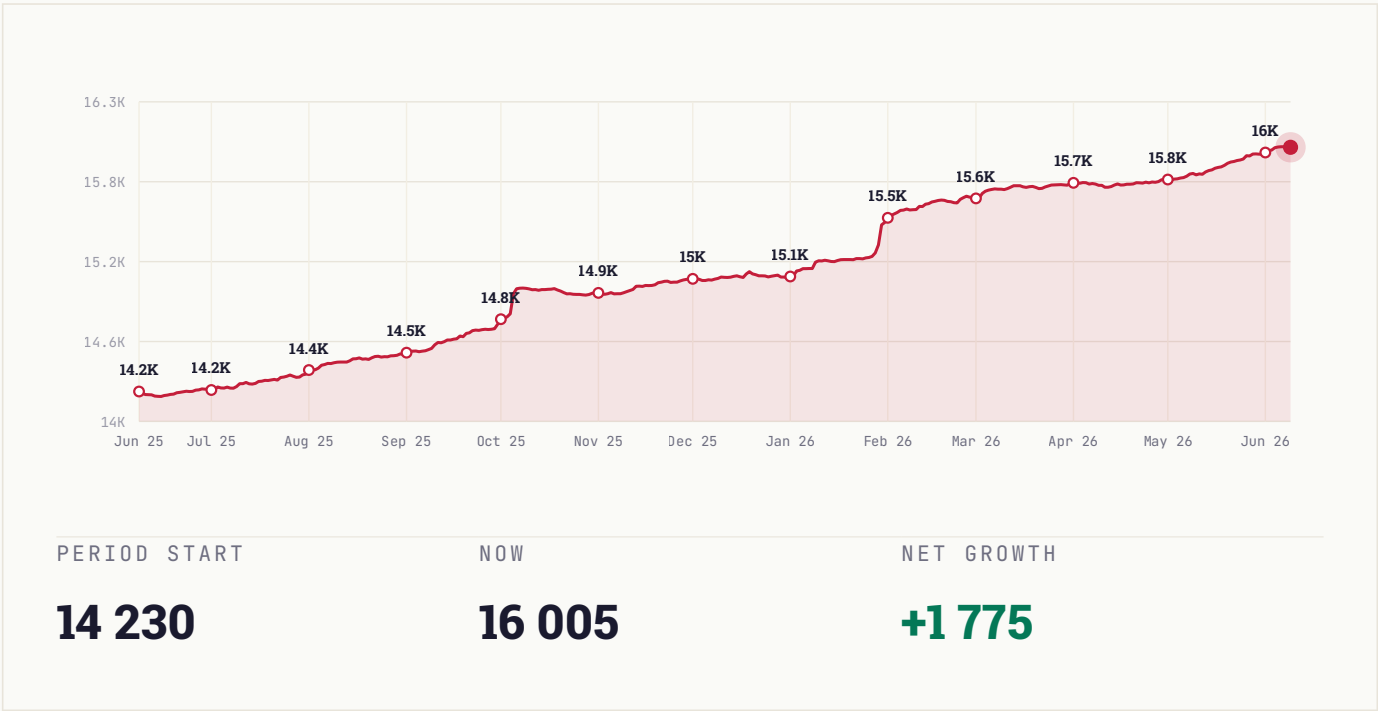
WORST 3

|                                                                                                                                                                                                                                               |                                                                 |                                                                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>↓</div><div>05.06 · 16:26</div><div>TEXT</div></div> <div><div>☒ First on Grodno region: “I flew and remembered the 90s – it's horror, it's a nightmare, never seen anything like it. They over-reformed, squandered...</div></div> | <div>VIEWS</div> <div>458</div> <div>REPOSTS</div> <div>—</div> | <div>REACTIONS</div> <div>7</div> <div>ER</div> <div>2.9%</div>  |
| <div><div>↓</div><div>05.06 · 16:26</div><div>PHOTO</div></div> <div><div>☒ Record time ☒ New Grodno Regional Clinical Hospital built in just two years instead of planned 51 months. ☒...</div></div>                                        | <div>VIEWS</div> <div>457</div> <div>REPOSTS</div> <div>—</div> | <div>REACTIONS</div> <div>11</div> <div>ER</div> <div>2.9%</div> |
| <div><div>↓</div><div>05.06 · 16:26</div><div>PHOTO</div></div> <div><div>☒☒ Lukashenko heads to western Belarus ☒ Today the First is working in Grodno - packed agenda: ☒Opening of the new Grodno regional...</div></div>                   | <div>VIEWS</div> <div>448</div> <div>REPOSTS</div> <div>—</div> | <div>REACTIONS</div> <div>6</div> <div>ER</div> <div>2.8%</div>  |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

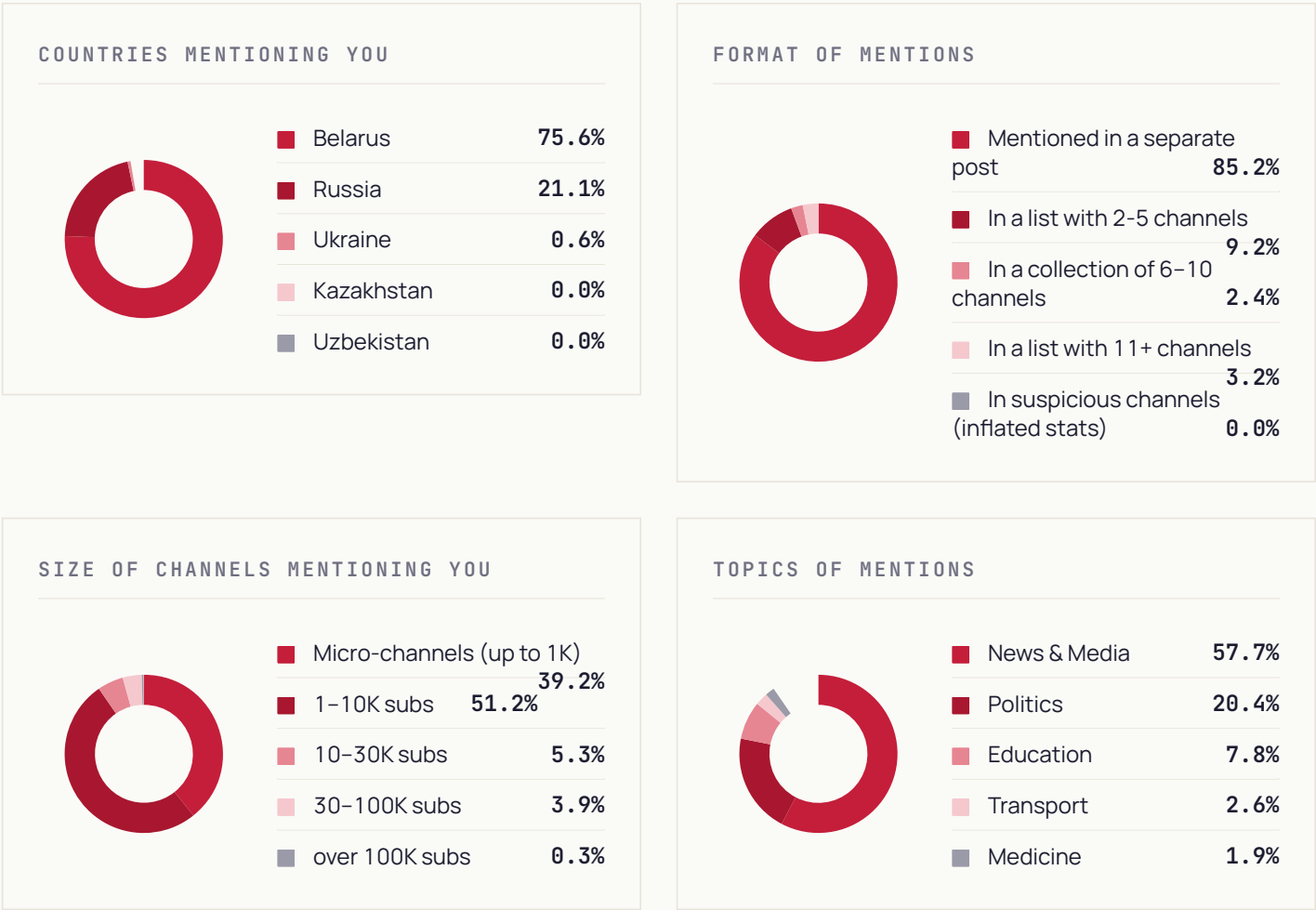
Subscriber growth chart over the year. Key months show exact subscriber count.  
See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

# Who mentions the channel and how

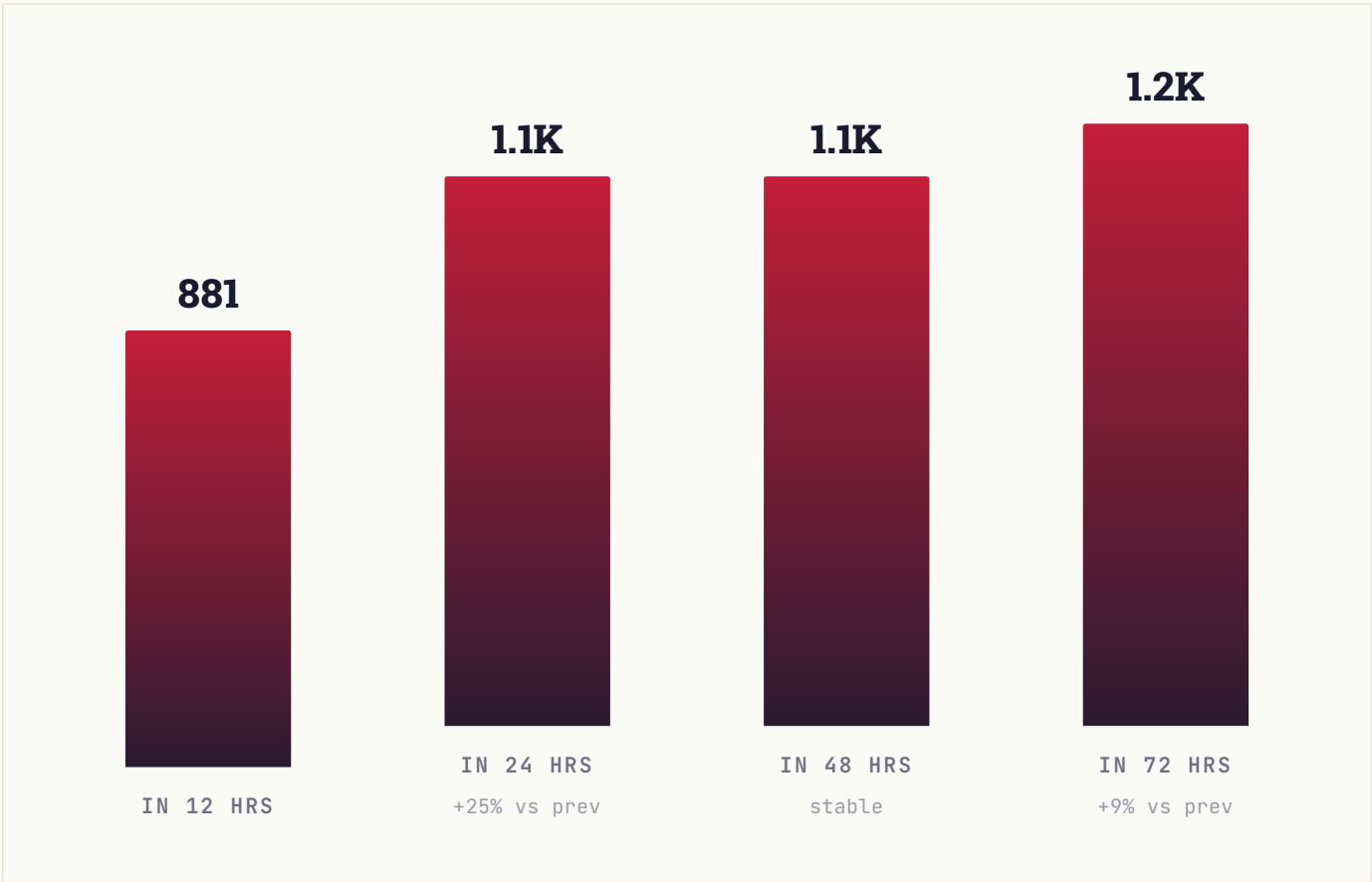
Citation index **741** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. All time channel was mentioned **2 312** different channels.



SECTION 05 · AD POTENTIAL

# How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long placement should 'live'.





SECTION 06 · COMPETITORS

# Who you compete with

11 closest channels by topic and audience. Your channel 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       |
| BF Belarus Galounae                       | 56.8K       |
| GG Gomel. Main!                           | 56K         |
| SE SB.BY Belarus today YOU                | 16K         |

COMPARATIVE SUMMARY

Channel in bottom half of top-100 niche (#61 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

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **7 554**, they brought **1 091** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT | SUBSCRIBERS            |
|----------------|----------|----------|---------|------------------------|
| December 2025  | 1 321    | 375      | 96      | <div><div></div></div> |
| November 2025  | 988      | 235      | 131     | <div><div></div></div> |
| October 2025   | 1 107    | 247      | 295     | <div><div></div></div> |
| September 2025 | 1 271    | 294      | 235     | <div><div></div></div> |
| August 2025    | 1 338    | 349      | 168     | <div><div></div></div> |
| July 2025      | 1 529    | 417      | 166     | <div><div></div></div> |

|                |                |                       |
|----------------|----------------|-----------------------|
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBSCRIBERS |
| 7 554          | 6              | 1 091                 |

— SECTION 08 • NICHE COMPARISON

# Where the channel ranks in its league

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

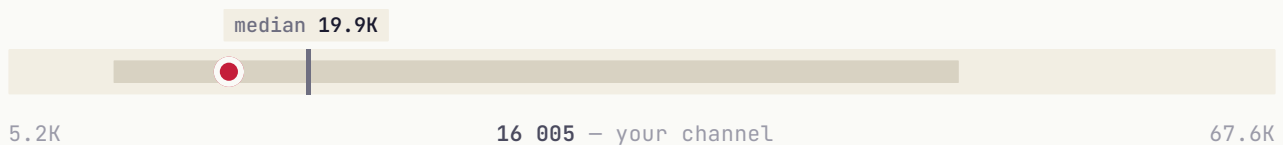
**#61**/100

POSITION IN NICHE

**Channel in the bottom half of the ranking**

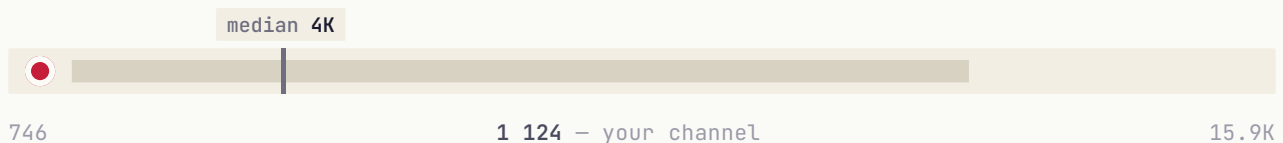
## SUBSCRIBERS

**19% below median**



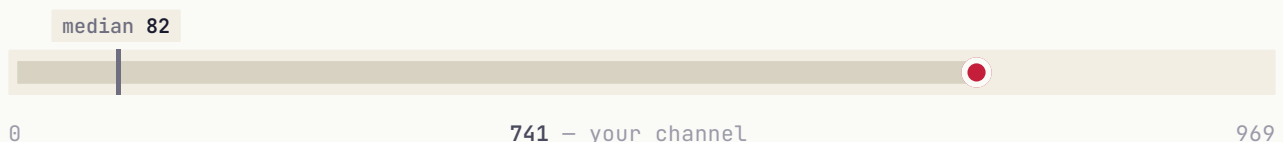
## AVG REACH / POST

**72% below median**



## CITATION INDEX

**better than 89% of niche**



— 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

**Top post of the week — on Wednesday**

Audience is most active on this day at 06:00 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 give +5-15% to ER. One poll per week on a hot topic — an easy growth point.

EFFECT

**+5-15% ER**
- 04

**Cross-promo with neighboring channels**

Exchange posts quarterly 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 looks at descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic source**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit — 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.

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

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**02 Contact manager** [t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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