

— PROMTPRESS PUBLIC REPORT

Channel audit

Slutsk Belarus News



@slutskgorodby

Group for communication and comments: https://t.me/slutsk_speak

SUBSCRIBERS

10 454

+292 per month

ERR (% SEE POSTS)

39.0%

daily 48.8%

REACH/POST

4K

ad reach 5.1K/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 was calculated for.

 SUBSCRIBERS 10 454 —	 SUBS REACH 38.36% avg % subs see post	 VIEWS/POST 4K median 4K · 29 days	 POSTS/DAY 9.4 ~66 per week
 7D TREND +1.8% vs previous week	 REACTIONS/POST 28.9 7,917 reactions, 3,299 reposts, 374 comments	 POST LENGTH 272 chars. median 186 · 29 days	 POSTS ANALYZED 274 29 days
 AD REACH 5.1K 24h avg	 CHURN / MONTH +292 last month	 CITATION RATE 22 citation index · 69 channels mentioned ever	 CHANNEL AGE 8 years 1 month created 25.04.2018

AI EDITOR SUMMARY

Channel «Slutsk Belarus News» — 10 454 subs. Each post avg views 4K people (38% of subs), good reach. Posts 66 posts/week (~9/day) — active posting. Week May 25–31 reach stable (+1.8% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 274 posts in 29 days.
- 02 Dominant format – Photo (207/274 posts).
- 03 Avg post length – 272 chars (median 186).
- 04 Peak audience activity – Wed, 18:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (6.3K avg for top vs 3K for worst) – among 274 posts over 29 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 27.05 · 15:17 PHOTO Traffic police commented on fatal crash on R-23 highway near Ozero. Early morning May 27 at 04:25, Uzda District Police received...	VIEWS 6 433 REPOSTS 50	REACTIONS 116 ER 61.5%
Nº2 02.06 · 13:16 PHOTO Attention drivers !! Today milling of the top asphalt layer on Lenin Street up to the intersection with 14 Partizan and... is finishing	VIEWS 6 228 REPOSTS 9	REACTIONS 19 ER 59.6%
Nº3 02.06 · 14:05 PHOTO «Hello, playgrounds are constantly closed. Kids have nowhere to go, summer is here. Last week everything was closed too. And the toilets...	VIEWS 6 190 REPOSTS 8	REACTIONS 38 ER 59.2%

Nº4 27.05 • 15:30 PHOTO In the 11th microdistrict (Sotsialisticheskaya) some trees were broken.	VIEWS 6 169 REPOSTS 3 REACTIONS 5 ER 59.0%
Nº5 02.06 • 12:23 VIDEO Accident in Slutsk district: Emergencies Ministry workers saved a car passenger. Today rescuers received a report of a road traffic...	VIEWS 6 112 REPOSTS 18 REACTIONS 28 ER 58.5%

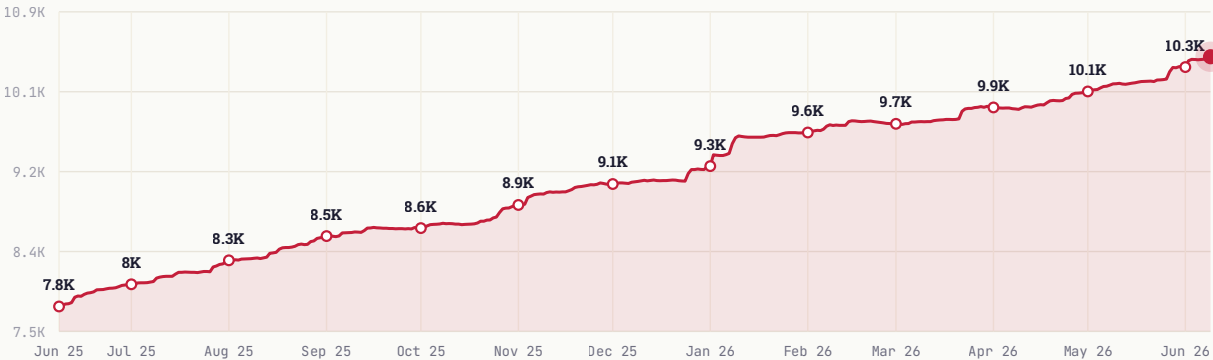
WORST 3

↓ 16.05 • 11:51 PHOTO ☒Fake traffic fines and voting requests drain accounts and money from Minsk District residents The Minsk District Police Department warns about...	VIEWS 3 077 REPOSTS 6 REACTIONS 14 ER 29.4%
↓ 16.05 • 13:56 VIDEO ☒☒☒☒ Project «Women of the Ministry of Emergency Situations. Profession of Good Deeds». ☒☒ In the Year of Belarusian Women, we continue our multi-episode project about those who daily...	VIEWS 2 952 REPOSTS 2 REACTIONS 43 ER 28.2%
↓ 15.05 • 14:46 PHOTO ⚡Fake alert! Scammers posing as (!) Belarus traffic police are sending fake notifications to car owners about alleged...	VIEWS 2 830 REPOSTS 26 REACTIONS 16 ER 27.1%

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 and which it lost subs.



PERIOD START

7 757

NOW

10 454

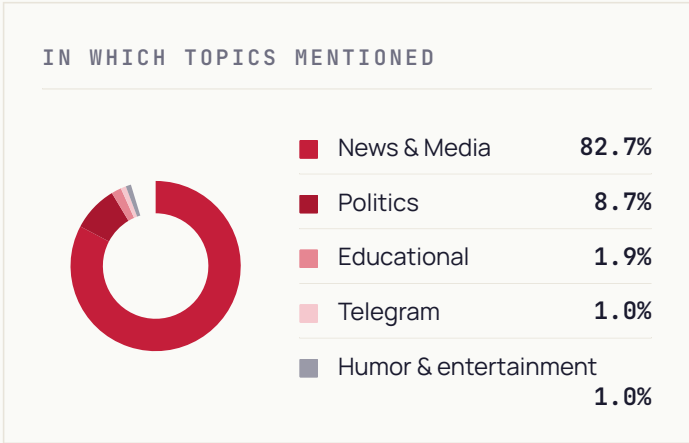
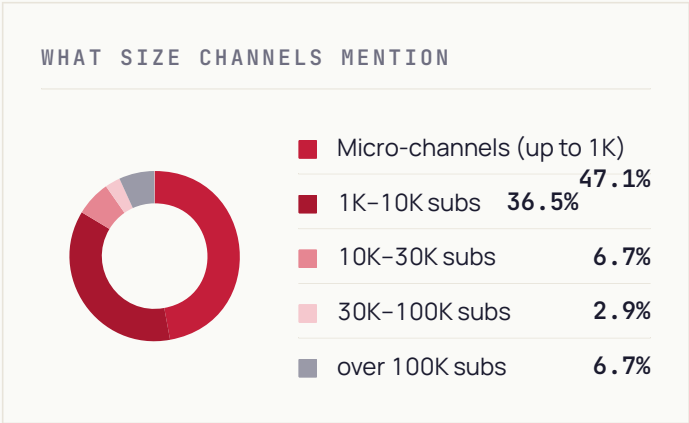
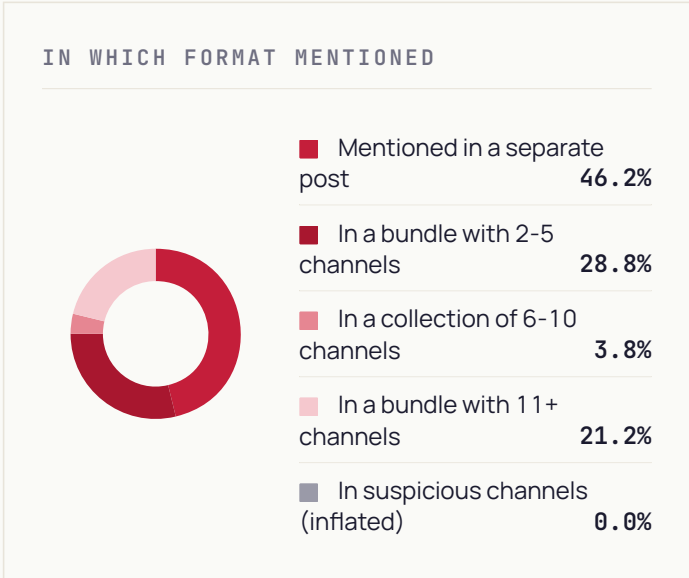
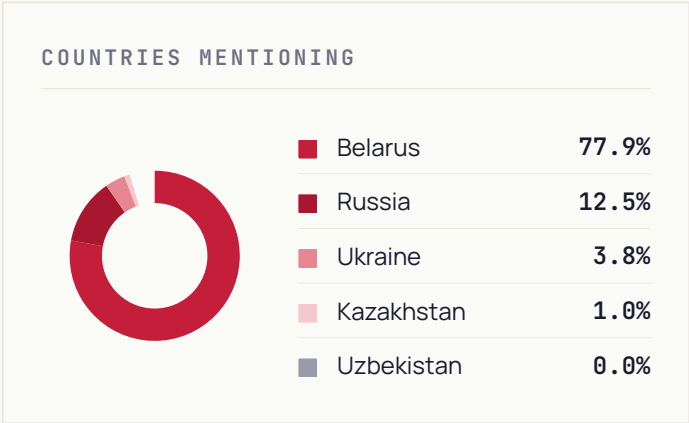
NET GROWTH

+2 697

SECTION 04 · CITATIONS

Who and how mentions the channel

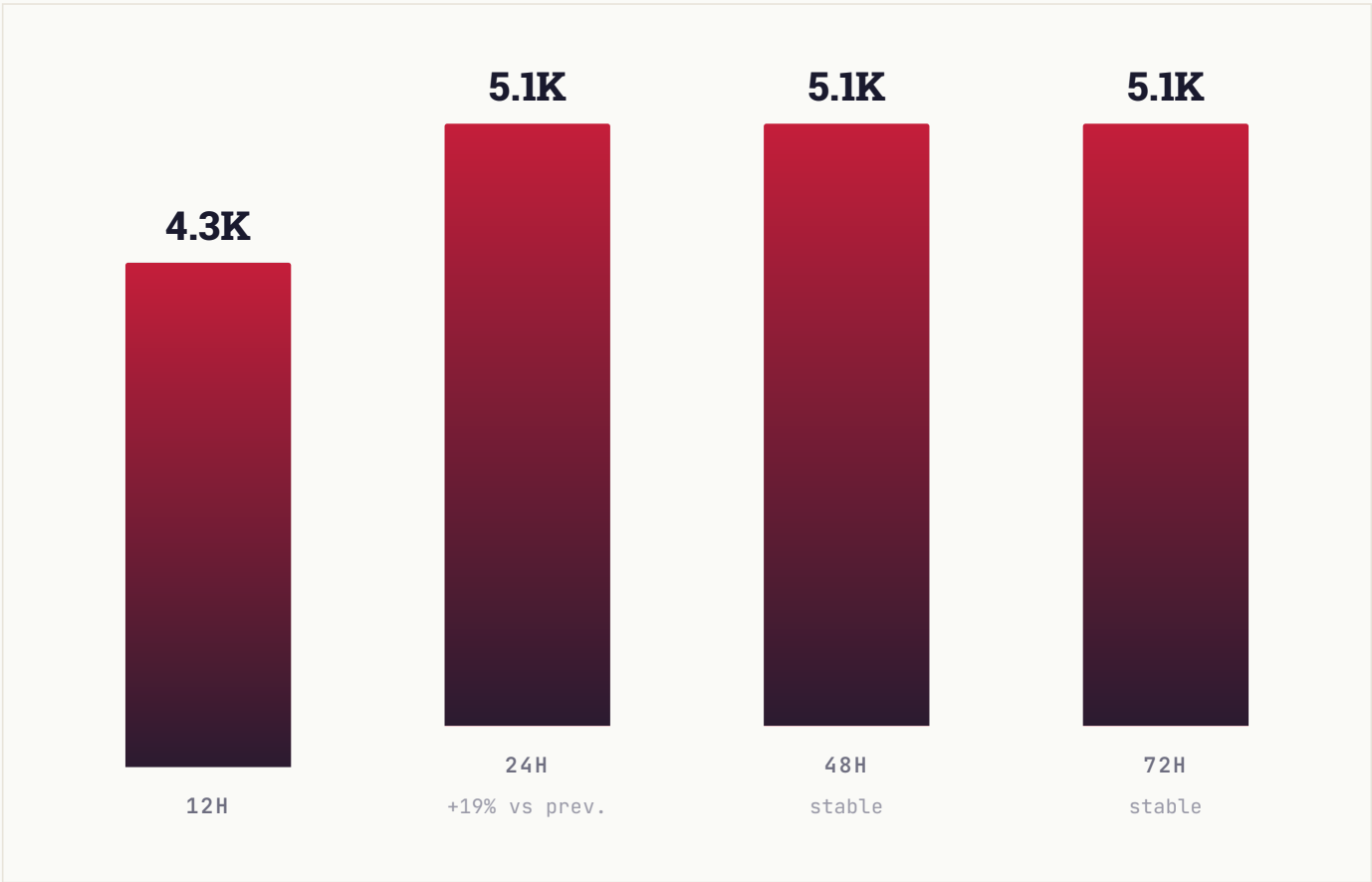
Citation index **22** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **69** different channels.



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 — you can see its place 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
BW Emergency Belarus What's Happening?	75K
ML Minsk Live	72.8K
PB Overheard Belarus	58.2K
BG Belarus Main	56.8K
GG Gomel. Main!	56K
SB Slutsk Belarus News YOU	10.5K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#86 of 97). Niche median — 19.8K subs. First growth KPI — reach 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 **4**, they brought **1 417** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	2	2	224	
Nov 2025	1	1	249	
Oct 2025	1	1	264	
September 2025	0	0	140	
August 2025	0	0	286	
July 2025	0	0	254	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
4	6	1 417

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 covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

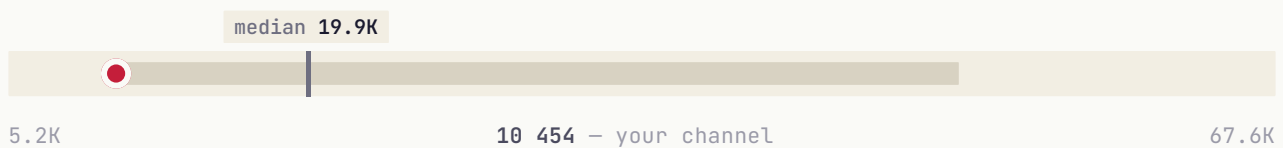
#86/100

POSITION IN NICHE

Channel in the bottom half of the ranking

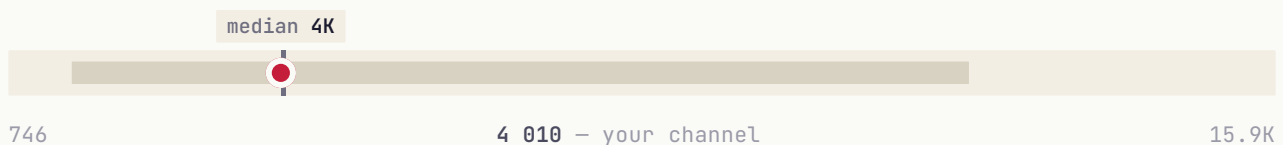
SUBSCRIBERS

47% below median



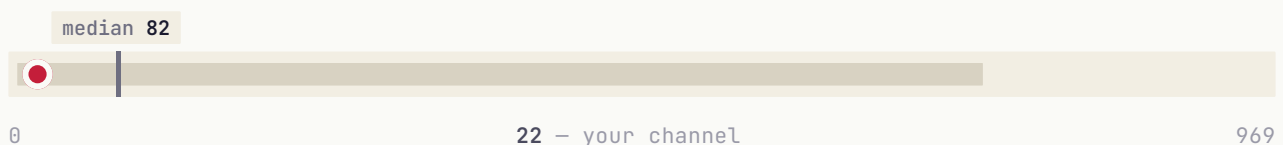
AVG REACH / POST

top 50% of niche



CITATION INDEX

73% below median



— SECTION 09 • STRATEGY

What to do right now

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

01

Main post of the week — on Wednesday

Audience is most active on this day at 18:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress finds sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts quarterly with same-segment channels. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads through us and close your growth plan in a month.

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

02 **Contact manager** t.me/PromptPress_manager
