

PUBLIC REPORT PROMTPRESS

Channel audit

Soviet Belarus



@sovbelarussia

The main socio-satirical publication of Belarus. All news on the channel is fictional, abstract with unconditional respect for veterans. We don't meddle in politics since 1927. By...

SUBSCRIBERS

11 275

-150 per month

ERR (% SEE POSTS)

46.0%

in 24 hrs **34.8%**

REACH/POST

5.1K

ad reach **3.9K**/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «News & Media»

09 Strategy

5 priority actions

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 11 275 —	 SUBS REACH 45.59% avg % subs see post	 VIEWS/POST 5.1K median 5.1K · 29 days	 POSTS/DAY 7.2 ~51 per week
 7D TREND +0.9% vs previous week	 REACTIONS/POST 201.3 total 42,682 reactions, 11,463 reposts, 3,448 comments	 POST LENGTH 144 chars median 110 · 29 days	 POSTS ANALYZED 212 29 days
 AD REACH 3.9K 24h avg	 CHURN / MONTH -150 last month	 CITATION RATE 158 citation index · 591 channels mentioned all time	 CHANNEL AGE 5 years 1 month created 29.04.2021

AI EDITOR SUMMARY

Channel «Soviet Belarus» — 11 275 subs. Each post averages 5.1K people (46% of subs), wide reach for a channel this size. Publishes 51 posts/week (~7/day) — active posting. Week of May 25–31 reach stable (+0.9% 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 212 posts in 29 days.
- 02 Dominant format — Photo (139/212 posts).
- 03 Avg post length — 144 chars (median 110).
- 04 Peak audience activity — Wed, 19:00 MSK.
- 05 Top posts get 2× more views than the weakest (7.1K avg for top vs 4.3K for worst) — among 212 posts over 29 days. Worth analyzing what top posts have in common — topic, format, time.

TOP 5 POSTS

Nº1 13.05 · 16:05 PHOTO 🇷🇺Mala Tokmachka recognized as the most impregnable fortress in human history!	VIEWS 7 254 REPOSTS 246	REACTIONS 286 ER 64.3%
Nº2 25.05 · 14:42 PHOTO !!Demoness got drunk in her armored train car and lost Gomel region to Syrsky in cards! 😞You villain!	VIEWS 7 119 REPOSTS 251	REACTIONS 379 ER 63.1%
Nº3 15.05 · 11:36 PHOTO !!Horrific 18+ wound in response to skeptics! Polish 12-gauge expanding bullet passed through without hitting vital arm organs...	VIEWS 6 793 REPOSTS 44	REACTIONS 295 ER 60.2%

Nº4 19.05 • 12:13 VIDEO ☒☒Putin horrified by Germany's economic situation!	VIEWS 6 731 REACTIONS 248 REPOSTS 221 ER 59.7%
Nº5 21.05 • 14:55 PHOTO ☒☒President criticized Belarusian military for lack of officer bearing: "Why are you slouching? Stand up straight, head up! Flying...	VIEWS 6 240 REACTIONS 280 REPOSTS 130 ER 55.3%

WORST 3

↓ 04.06 • 08:29 PHOTO ☒☒Comment Control Unit detained a serial commenter near Soligorsk. Wrote nonsense, abusing free speech!	VIEWS 4 406 REACTIONS 226 REPOSTS 77 ER 39.1%
↓ 06.06 • 05:13 PHOTO ☒☒Lukashenko on the needs of ordinary people: "Belarusians don't need mansions. We built plenty of concrete ones in Soviet times...	VIEWS 4 339 REACTIONS 185 REPOSTS 34 ER 38.5%
↓ 04.06 • 09:17 PHOTO ☒☒Couldn't stay silent, the hired mouthpiece of Gazprom oligarchy. A sellout activist with a criminal record (fine paid by foreign government...	VIEWS 4 288 REACTIONS 152 REPOSTS 9 ER 38.0%

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 lost subs.



PERIOD START

12 357

NOW

11 274

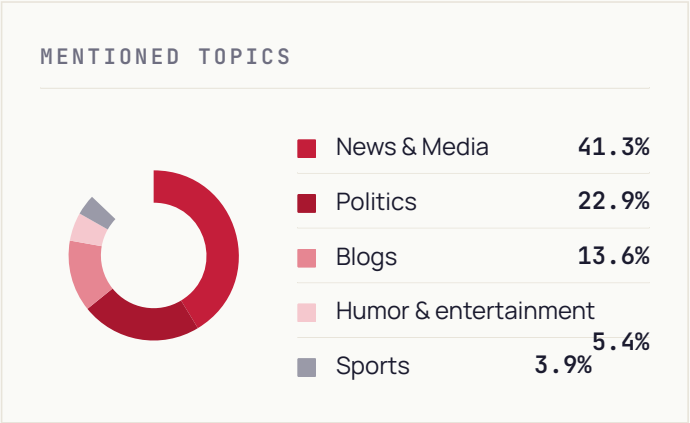
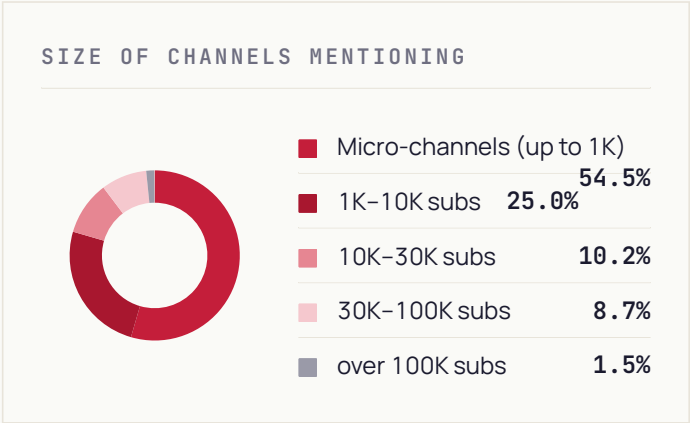
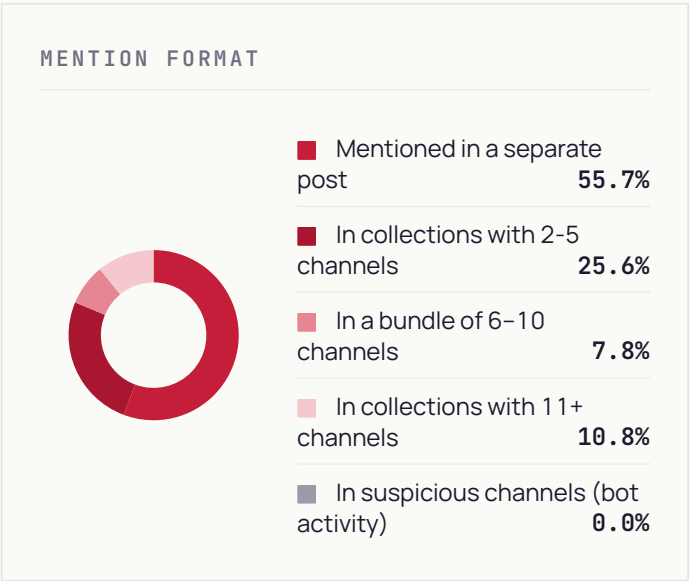
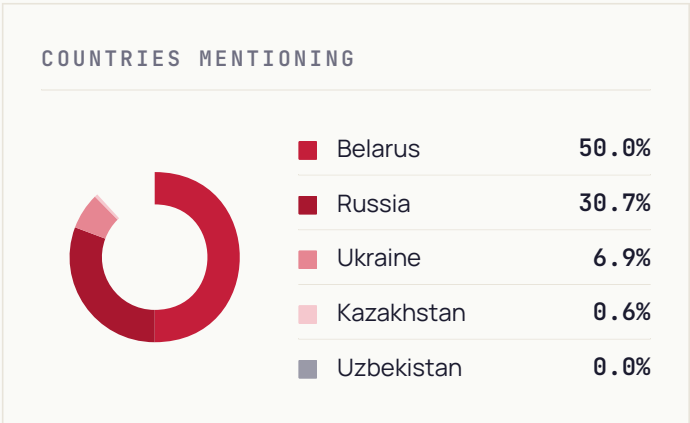
NET GROWTH

-1 083

SECTION 04 · CITATIONS

Who mentions the channel and how

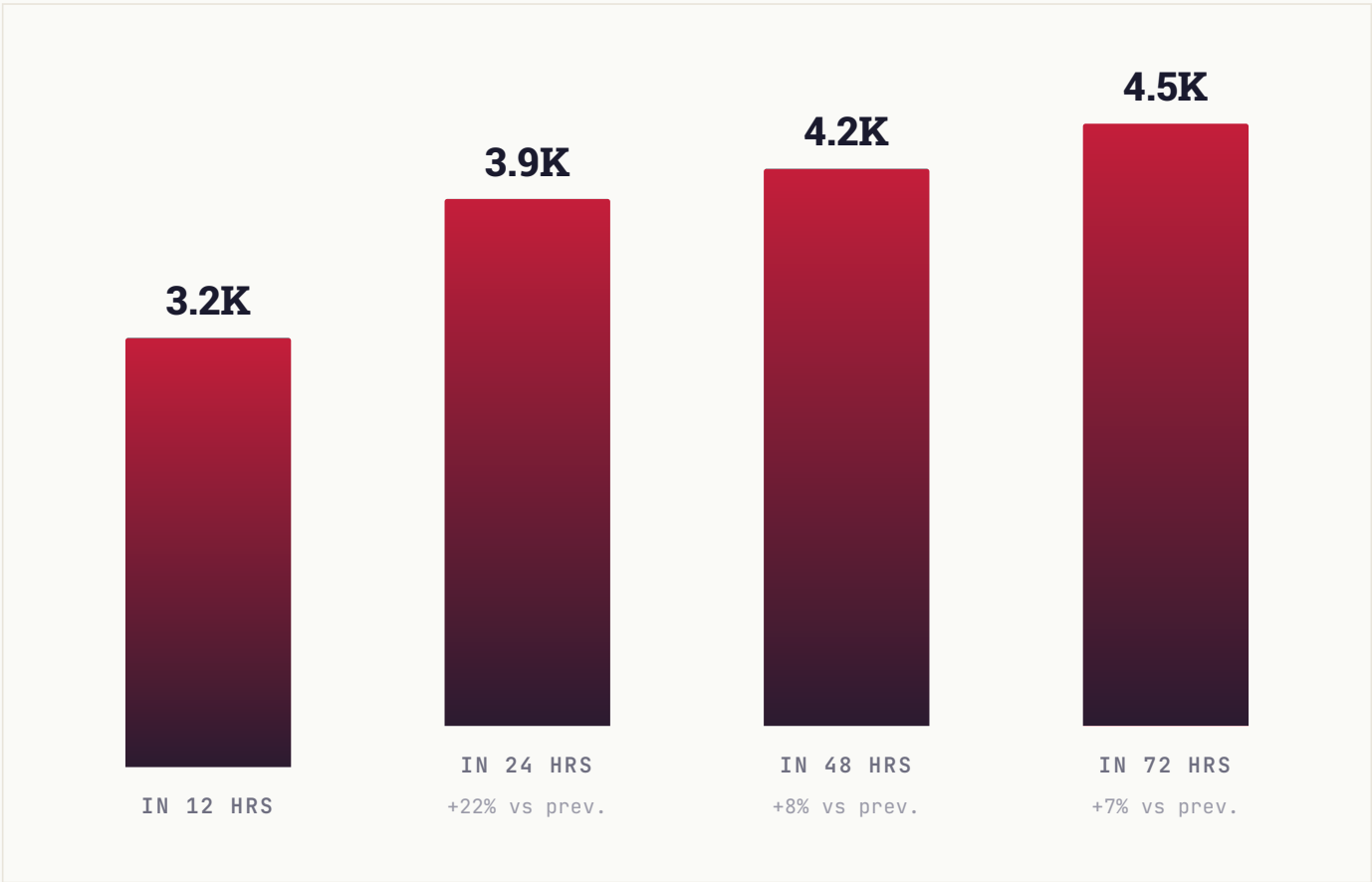
Citation index **158** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **591** different channels.



— 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 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
SB Emergency Belarus What's Happening?	75K
ML Minsk Live	72.8K
PB Eavesdropping Belarus	58.2K
BG Belarus Glavnoe	56.8K
GG Gomel. Main!	56K
SB Soviet Belarus YOU	11.3K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#81 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 **5**, they brought **447** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	1	1	23
Nov 2025	0	0	19
Oct 2025	0	0	42
September 2025	0	0	39
August 2025	0	0	117
July 2025	4	4	207

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
5	6	447

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

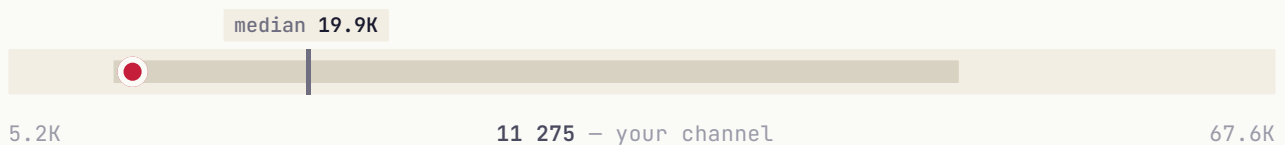
Took top-100 channels in category «News & Media» (Belarus) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#81/100

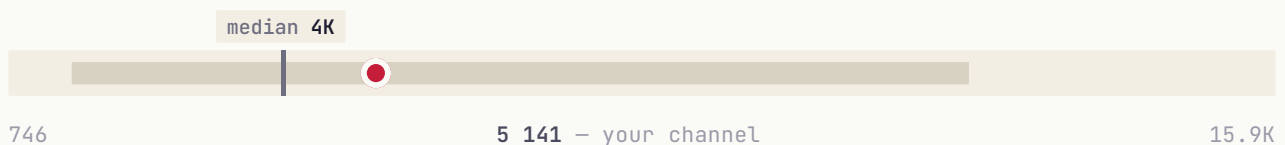
RANK IN NICHE

Channel in the bottom half of the ranking

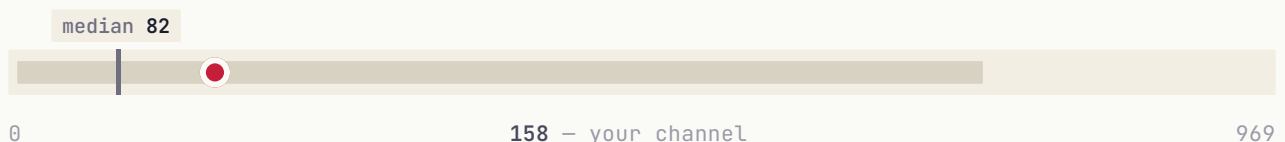
SUBSCRIBERS

43% below median


AVG REACH / POST

better than 55% of niche


CITATION INDEX

better than 54% of niche


— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Wednesday

Audience is most active on this day at 19:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

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

EFFECT

**Video retains
audience
better**

03

System traffic purchase

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks 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 is an easy growth point.

EFFECT

+5-15% ER

05

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**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01	Launch Telegram ads	https://panel.promptpress.com/register
----	----------------------------	---

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