

PUBLIC REPORT BY PROMTPRESS

Channel audit

Builders Union



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Belarusian trade union of construction and building materials workers

SUBSCRIBERS

9 830

+124 per month

ERR (% SEE POSTS)

16.0%

last day **7.3%**

REACH/POST

1.7K

ad reach **717/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 9 830 —	SUBSCRIBER REACH 17.7% avg % subs see post	VIEWS/POST 1.7K median 1.3K · 25 days	POSTS/WEEK 25.5 for period
7D TREND +9.0% vs previous week	REACTIONS/POST 8.5 total 785 reactions, 1,082 reposts, 0 comments	POST LENGTH 497 chars median 393 · 25 days	POSTS ANALYZED 92 25 days
AD REACH 717 24h avg	CHURN / MONTH +124 last month	CITATION RATE 12 citation index · 68 channels mentioned all time	CHANNEL AGE 4 years 8 months created 08.10.2021

AI EDITOR SUMMARY

Channel «Builders Union» — 9 830 subs. Each post avg views 1.7K people (18% of subs), avg reach — room to grow. Posts 26 posts per week (~4/day) — active. Week 25–31 May reach grew +9.0% by week 18–24 May — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 92 posts in 25 days.
- 02 Dominant format – Photo (61/92 posts).
- 03 Avg post length – 497 chars (median 393).
- 04 Audience peak – Wed, 11:00 MSK.
- 05 Top posts get 8x more views than the weakest (6.2K avg for top vs 811 for worst) – among 92 posts in 25 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 08:04 PHOTO <Personal mobility devices: why and who needs accreditation? < 🇷🇺Under Presidential Decree No. 295 of...	VIEWS 9 702 REPOSTS 58	REACTIONS 26 ER 98.7%
Nº2 21.05 · 06:26 POLL (post without caption – poll)	VIEWS 4 884 REPOSTS 87	REACTIONS 4 ER 49.7%
Nº3 21.05 · 06:15 POLL (post without caption – poll)	VIEWS 3 971 REPOSTS 125	REACTIONS 4 ER 40.4%

Nº4 29.05 • 15:07 PHOTO ✂ Meeting of youth union activists with Union Chairman Dmitry Aleksandrovich Prosviryakov and Minister of Architecture and...	VIEWS 3 788 REPOSTS 16 REACTIONS 24 ER 38.5%
Nº5 27.05 • 06:26 PHOTO ✂ Training courses for youth union activists of the Belarusian Construction Workers' Union start...	VIEWS 3 261 REPOSTS 12 REACTIONS 13 ER 33.2%

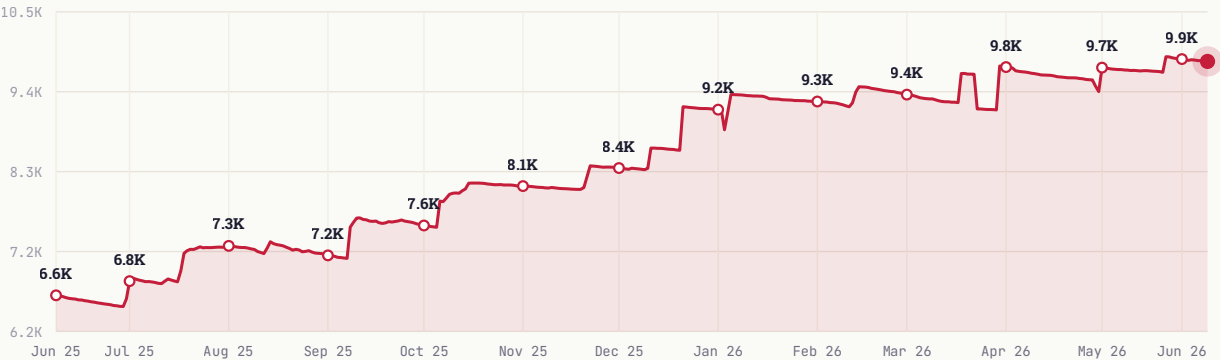
WORST 3

↓ 21.05 • 06:17 POLL (post without caption – poll)	VIEWS 837 REPOSTS 3 REACTIONS 3 ER 8.5%
↓ 05.06 • 13:23 VIDEO ☒ Construction municipal unitary enterprise "Vitebsk House-Building Plant" celebrates 60 years. Right now at the concert hall...	VIEWS 822 REPOSTS 2 REACTIONS 11 ER 8.4%
↓ 05.06 • 09:35 PHOTO ☒ We are pleased to announce! A new issue of the "Republican Construction Newspaper" is out. In this issue: ✓ Digital cooperation President of the Republic of Belarus...	VIEWS 775 REPOSTS 4 REACTIONS 6 ER 7.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

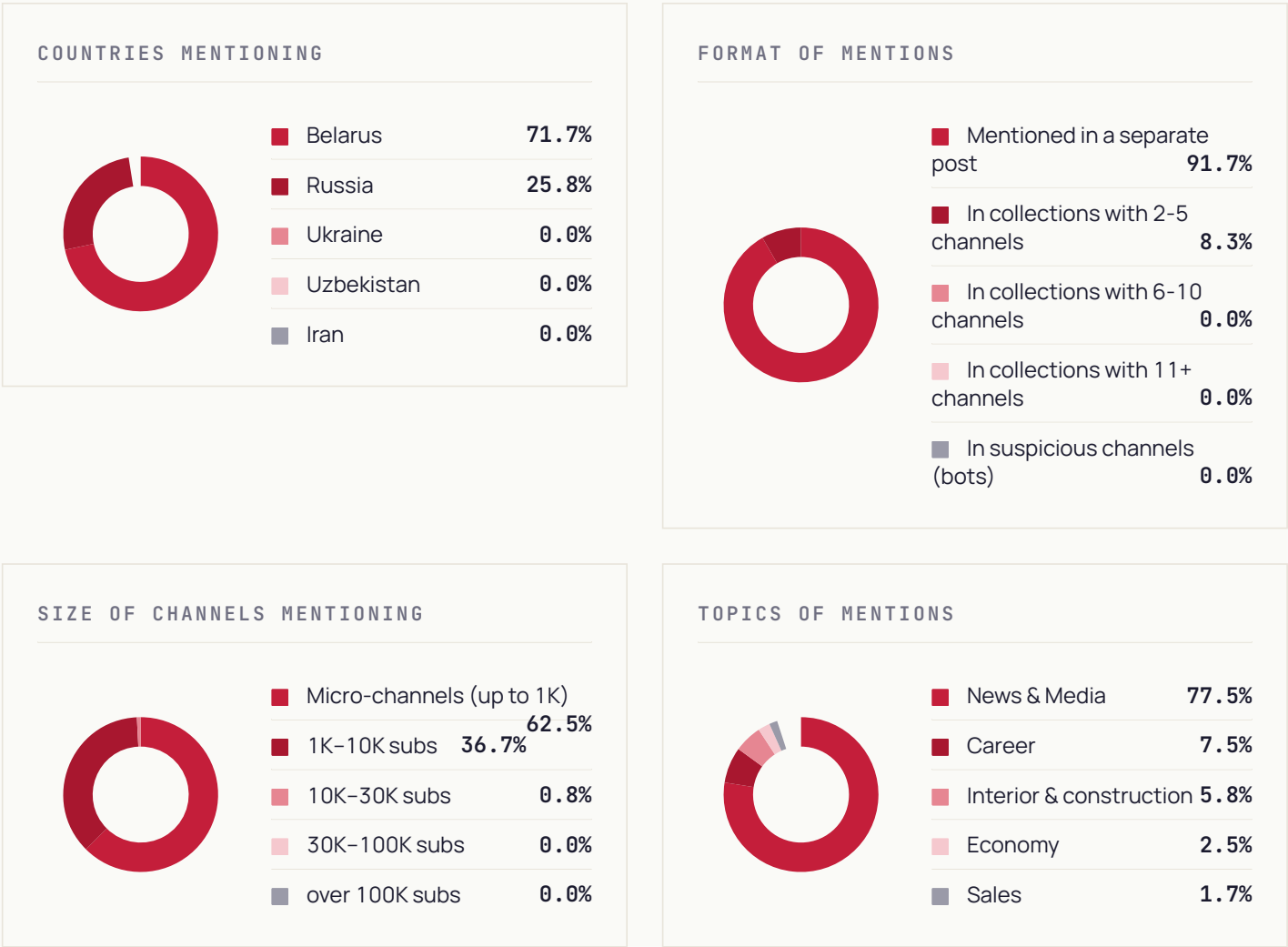


PERIOD START	NOW	NET GROWTH
6 646	9 830	+3 184

SECTION 04 · MENTIONS

Who mentions the channel and how

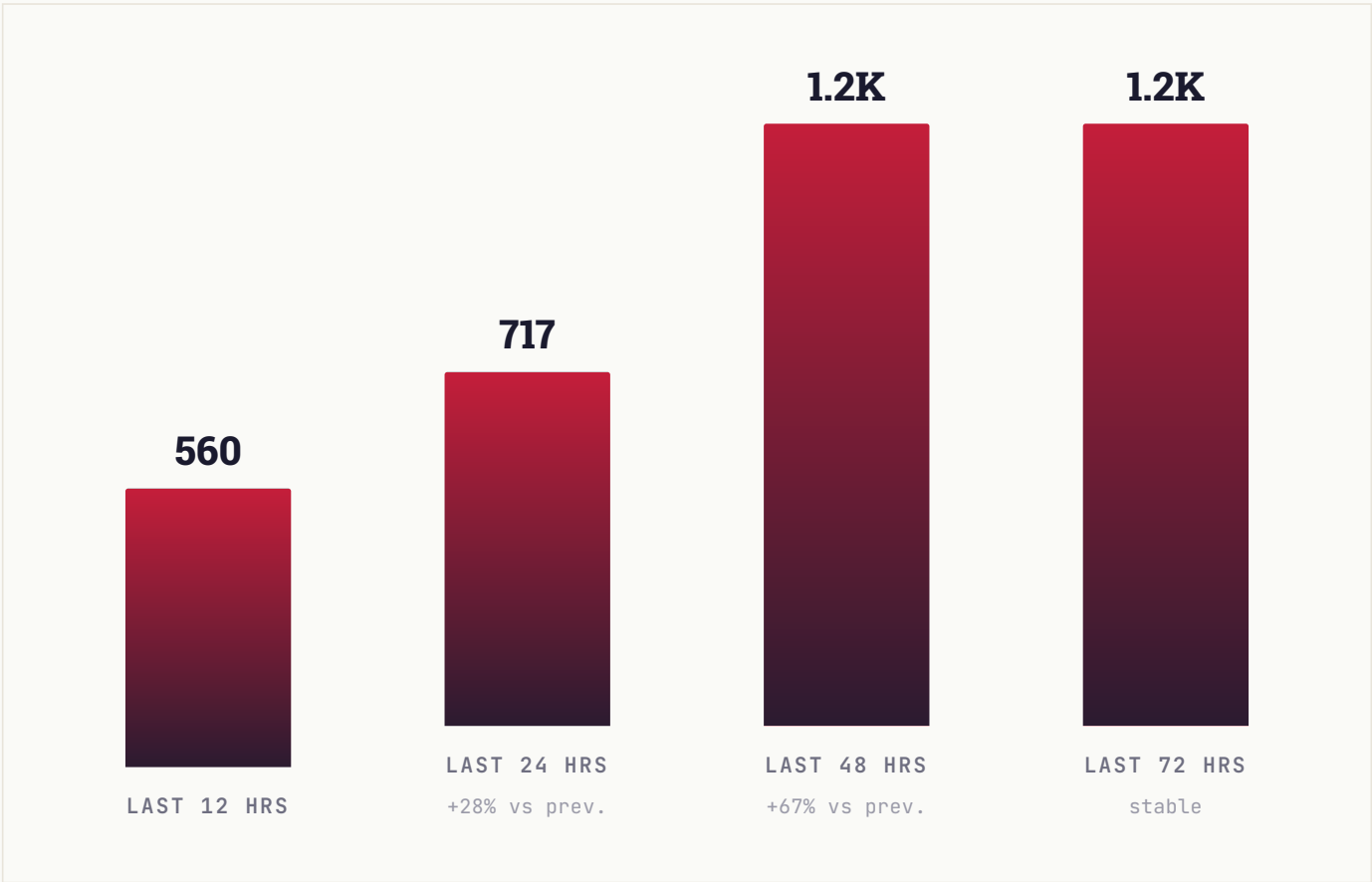
Citation index **12** – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **68** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see your spot 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
YY Gomel. Main!	56K
PS Builders Union YOU	9.8K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#95 of 97). Niche median — 19.8K subs. First growth KPI — reach median. Leader: NEXTA Live (764.9K).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **20**, they brought **3 489** new subs.

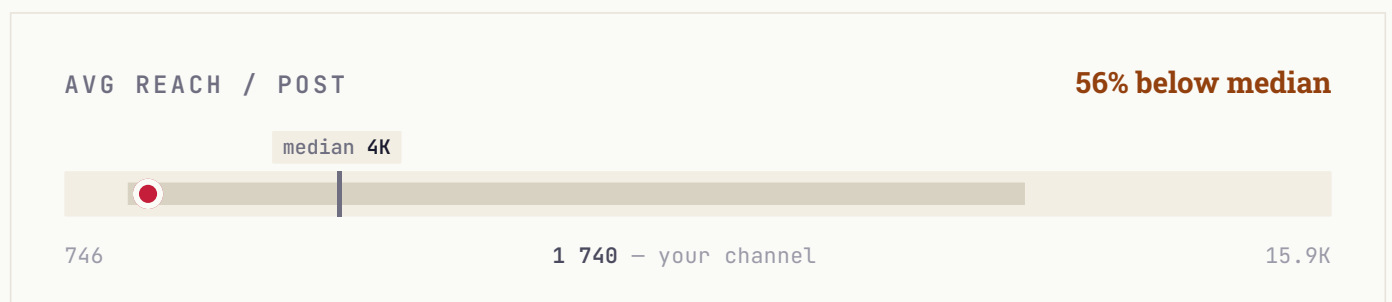
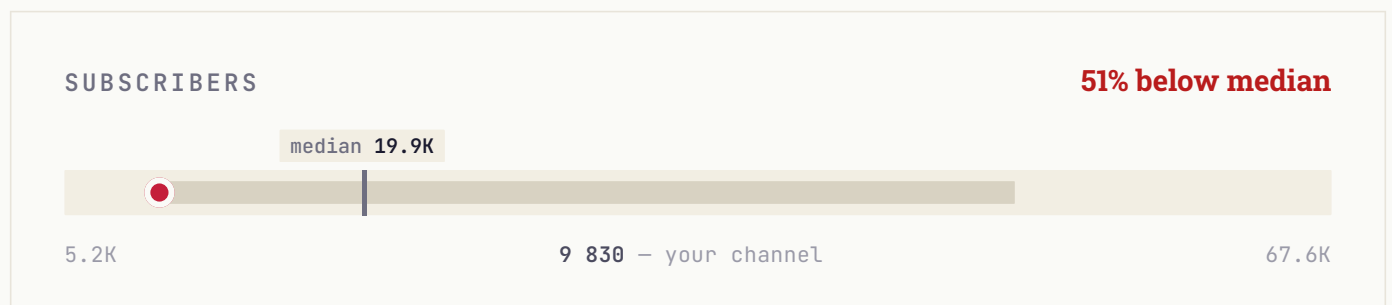
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	0	0	902	
November 2025	2	1	329	
October 2025	1	1	613	
September 2025	3	2	607	
August 2025	2	2	199	
July 2025	12	10	839	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
20	6	3 489

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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



— 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 Wednesday
 Audience most active on this day at 11:00 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. Recommend increasing share to 15-25%.

EFFECT
Video retains audience better

03

System 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

04

Test polls & interactive formats
 Posts with polls/reactions usually boost ER by +5-15%.
 One weekly poll on a hot topic is an easy win.

EFFECT
+5-15% ER

05

Cross-promo with neighboring channels
 Swap posts quarterly with channels in the same segment. 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 from 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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