

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Typical Borisov Belarus



@t_borisov

send news @Gyjdf69 ads @Gyjdf69 Your city life starts here.

SUBS

13 304

+36 per month

ERR (% SEE POSTS)

49.0%

daily 33.4%

REACH/POST

6.4K

ad reach 4.4K/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 and how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «News & Media» category

09 Strategy

5 priority actions

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.

 SUBS 13 304 —	 SUBS REACH 47.89% avg % subs see post	 VIEWS/POST 6.4K median 6.4K · 29 days	 POSTS/WEEK 33.2 over period
 7D TREND +10.7% vs previous week	 REACTIONS/POST 62.5 total 8,881 reactions, 4,554 reposts, 765 comments	 POST LENGTH 395 chars. median 316 · 29 days	 POSTS ANALYZED 142 29 days
 AD REACH 4.4K 24h avg	 CHURN / MONTH +36 last month	 CITATION RATE 14 citation index · 138 channels mentioned ever	 CHANNEL AGE 8 years 8 months created 05.10.2017

AI EDITOR SUMMARY

Channel «Typical Borisov Belarus» – 13 304 subs. Each post avg views 6.4K people (48% of subs), wide reach for a channel this size. Publishes 33 posts/week (~5/day) – active posting. Week May 25–31 reach up +10.7% vs week May 18–24 – positive trend.

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 **142** posts over 29 days.
- 02 Dominant format — **Photo** (72/142 posts).
- 03 Avg post length — **395** chars (median 316).
- 04 Peak audience activity — **Saturday**, 15:00 MSK.
- 05 Strongest posts get **2x** more views than the weakest (9.6K avg top vs 4K worst) — among 142 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 19.05 · 08:02 PHOTO Traffic limited in central Borisov during graduation party On May 23, a district celebration will be held on the central square of Borisov...		VIEWS 10 350	REACTIONS 40
		REPOSTS 68	ER 77.8%
Nº2 16.05 · 12:10 PHOTO No hot water in some Borisov homes May 18–20		VIEWS 9 334	REACTIONS 39
		REPOSTS 131	ER 70.2%
Nº3 24.05 · 05:21 VIDEO Yesterday, a district graduation took place on the square in Borisov		VIEWS 9 127	REACTIONS 116
		REPOSTS 17	ER 68.6%

Nº4

14.05 · 18:00

TEXT

First rabies case in Belarus in 14 years confirmed In April 2026, a resident of Mogilev region tested positive...

VIEWS

8 712

REPOSTS

49

REACTIONS

75

ER

65.5%

Nº5

24.05 · 15:28

VIDEO

Passengers beat up female taxi driver in Borisov Incident occurred on the night of May 9-10. A Borisov woman accepted a ride with a young couple and a small...

VIEWS

8 680

REPOSTS

259

REACTIONS

156

ER

65.2%

WORST 3

↓ 06.06 · 07:20 PHOTO Man dies in his yard due to a scarf on his head A tragic incident occurred in the Ushachi district: while working in the yard...	VIEWS 5 273 REPOSTS 19 REACTIONS 63 ER 39.6%
↓ 22.05 · 04:16 PHOTO Traffic limited in central Borisov during graduation party On May 23, a district celebration will be held on the central square of Borisov...	VIEWS 3 976 REPOSTS 14 REACTIONS 42 ER 29.9%
↓ 18.05 · 07:43 PHOTO No hot water in some Borisov homes May 18–20	VIEWS 2 811 REPOSTS 50 REACTIONS 47 ER 21.1%

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 or lost subs.

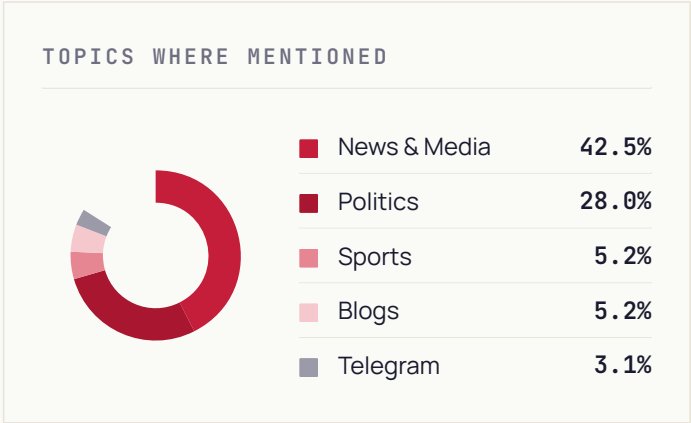
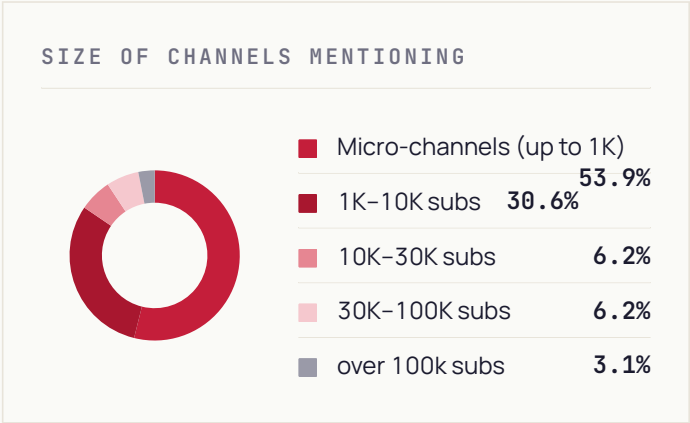
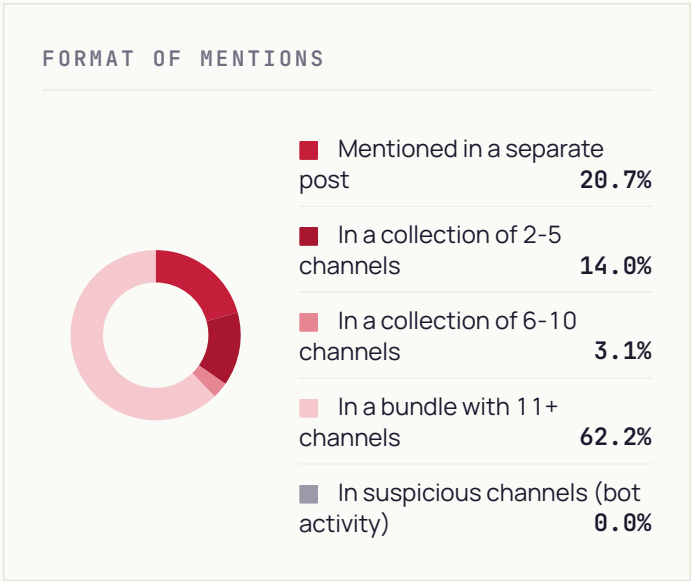
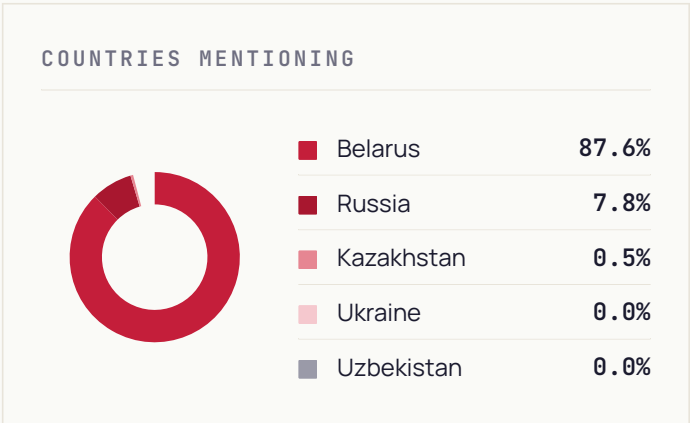


PERIOD START	NOW	NET GROWTH
11 886	13 305	+1 419

SECTION 04 · MENTIONS

Who and how mentions the channel

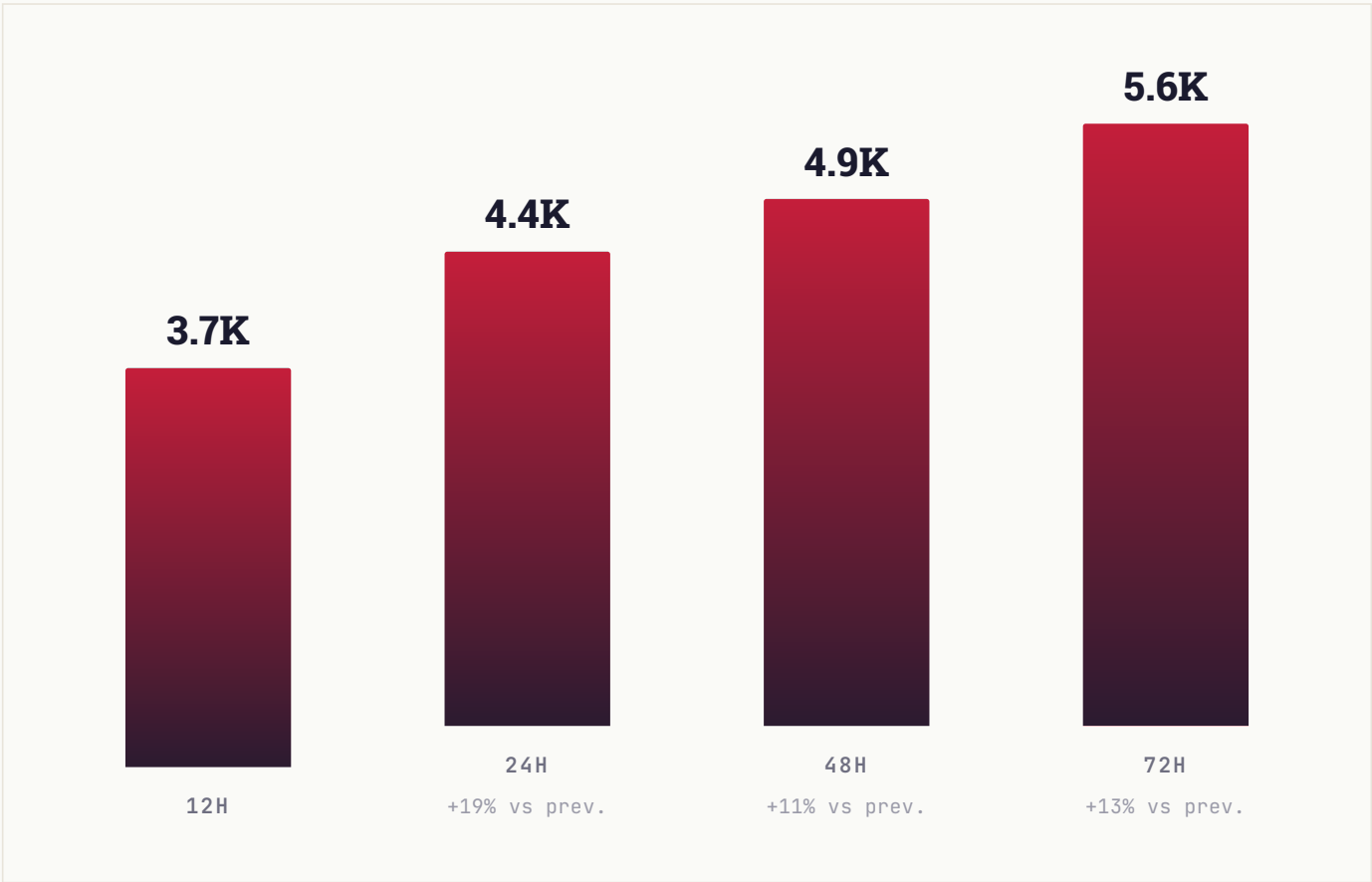
Citation index **14** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **138** different channels.



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 nearest channels by topic and audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBS
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 Галоўнае	56.8K
GG Gomel. Main!	56K
TB Typical Borisov Belarus YOU	13.3K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#77 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 track posts in other channels that mention your channel. Over the last **6 months** such mentions were **0**, they brought **1 456** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	0	0	49
Nov 2025	0	0	95
Oct 2025	0	0	37
September 2025	0	0	1 129
August 2025	0	0	40
July 2025	0	0	106

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
0	6	1 456

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

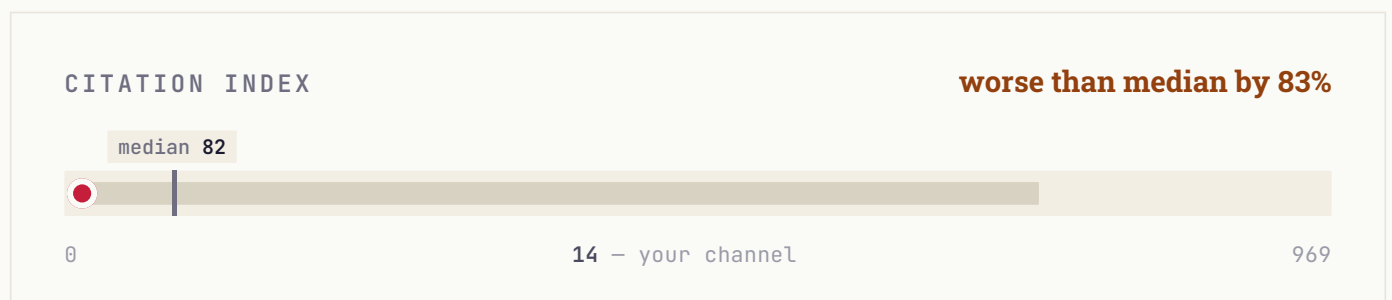
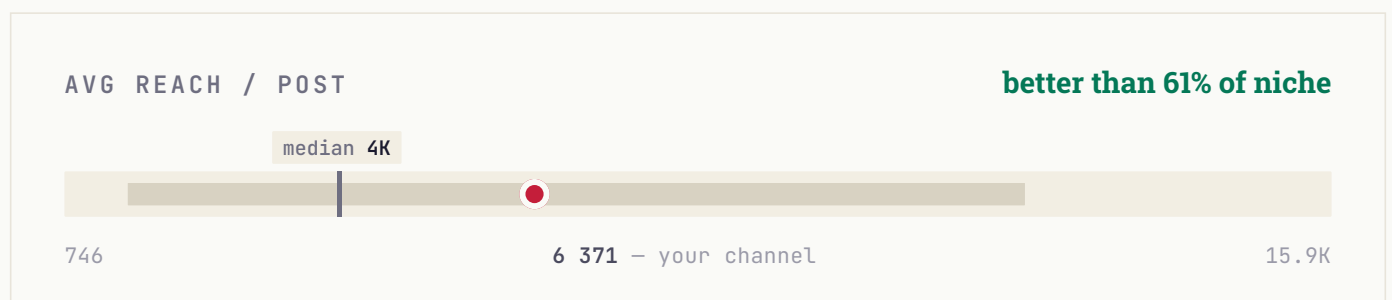
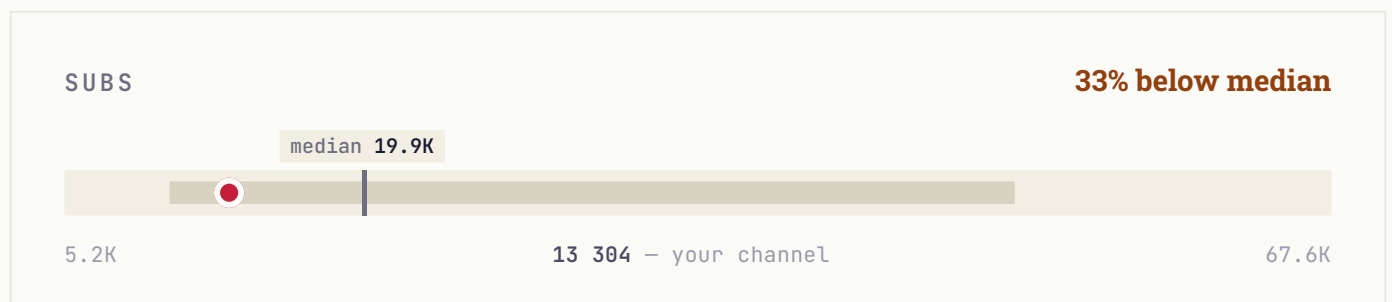
Took top-100 channels in category "News & Media» (Belarus) and compared your channel against them. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#77

/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Saturday

Audience is most active on this day at 15:00 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 boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans 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 minutes from public data. Want to go further — run ads with us and hit your growth plan in a month.

01

**Launch ads on
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager