

— PROMTPRESS PUBLIC REPORT

Channel audit

Tochka | News of Belarus



@tochkaby

This is how Belarus lives Contact bot: @tochkabybot Ads: reklama@tochka.by Editorial: info@tochka.by RKN registry: <https://clck.ru/3FjaNQ>

SUBSCRIBERS

14 818

+1391 per month

ERR (% SEE POSTS)

26.0%

daily 21.1%

REACH/POST

3.9K

ad reach 3.1K/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 14 818 —	 SUBS REACH 25.99% avg % subs see post	 VIEWS/POST 3.9K median 3.9K · 29 days	 POSTS/DAY 13.0 ~91 per week
 7D TREND -0.2% vs previous week	 REACTIONS/POST 30.0 11,657 reactions, 5,322 reposts, 0 comments	 POST LENGTH 359 chars. median 349 · 29 days	 POSTS ANALYZED 388 29 days
 AD REACH 3.1K 24h avg	 CHURN / MONTH +1391 last month	 CITATIONS 82 Citation index · 261 channels mentioned ever	 CHANNEL AGE 4 years 2 months created 20.03.2022

AI EDITOR SUMMARY

Channel «Tochka | News of Belarus» — 14 818 subs. Each post avg views 3.9K people (26% of subs), good reach. Publishes 91 posts/week (~13/day) — very active. Week May 25–31 reach stable (-0.2% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **388** posts in 29 days.
- 02 Dominant format — **Photo** (340/388 posts).
- 03 Avg post length — **359** chars (median 349).
- 04 Peak audience activity — **Tue**, 12:00 MSK.
- 05 Top posts get **2×** More views than weakest (5.5K avg top vs 3.3K worst) — among 388 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 26.05 · 09:04 PHOTO To preserve and grow their income, Belarusians invest in real estate or make deposits And sometimes just save money "under...	VIEWS 7 054 REP. 35	REACTIONS 31 ER 47.6%
Nº2 24.05 · 06:06 PHOTO Sweet tooths sound the alarm! Chocolate could disappear by 2050, as cocoa trees are sensitive to climate change. All...	VIEWS 4 901 REP. 23	REACTIONS 28 ER 33.1%
Nº3 09.05 · 17:02 PHOTO In Gomel, stray dogs attacked a child An 11-year-old girl was bitten near Shvedskaya Gorka. The victim was quickly taken to...	VIEWS 4 681 REP. 19	REACTIONS 49 ER 31.6%

Nº4 22.05 · 06:08 PHOTO Belavia resumed flights to Enfidha, Tunisia ➔ First charter from Minsk on May 22 with nearly 100% load. Notably, the...	VIEWS 4 671 REP. 6	REACTIONS 21 ER 31.5%
Nº5 09.05 · 15:29 PHOTO Inspectors – on fines for romantics Streets of Belarusian cities are filled with the scent of blooming lilac bushes. Romantics will have to restrain...	VIEWS 4 603 REP. 16	REACTIONS 25 ER 31.1%

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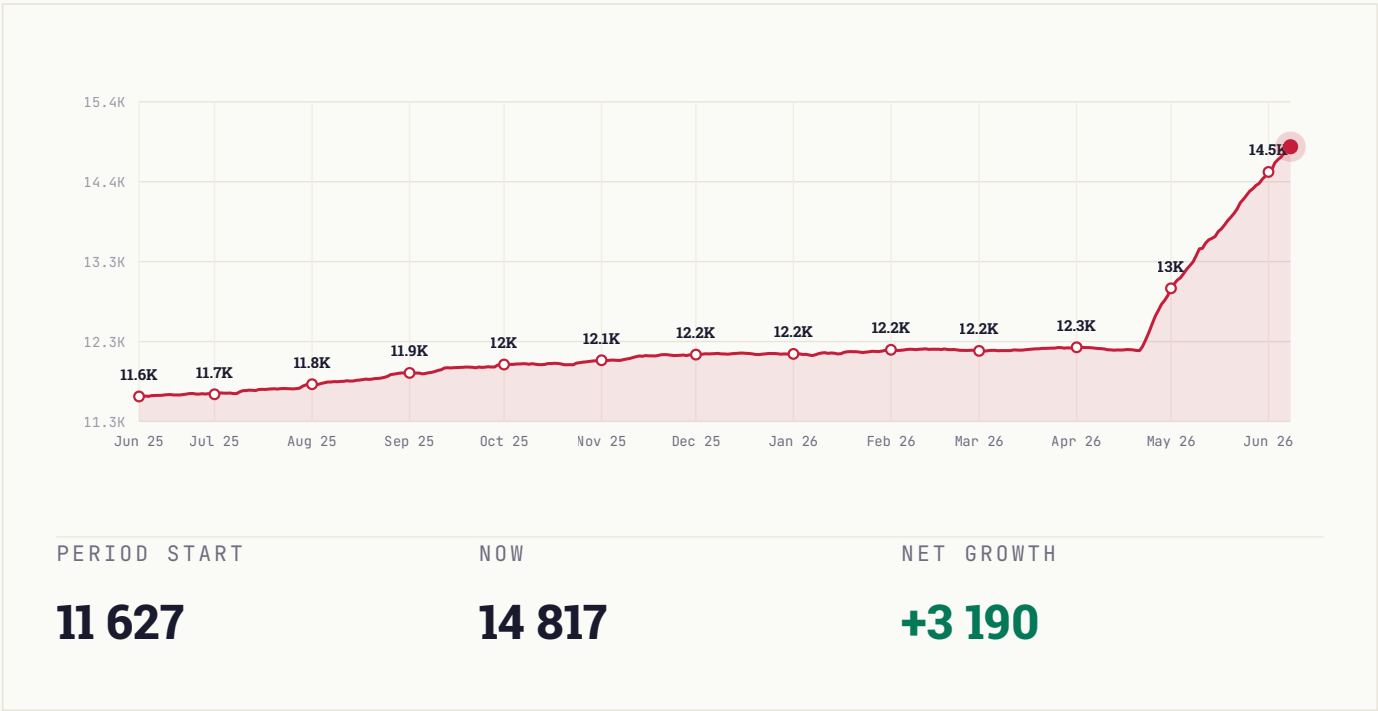
WORST 3

↓ 05.06 · 09:05 PHOTO High competition not only in med Ministry of Education told how they motivate schoolchildren to choose useful specialties. Creating...	VIEWS 3 315 REP. 4	REACTIONS 11 ER 22.4%
↓ 05.06 · 10:06 PHOTO Belarusian hunters may get a new target "The alien" is actively spreading across the country. The animal is considered invasive – it...	VIEWS 3 294 REP. 10	REACTIONS 23 ER 22.2%
↓ 05.06 · 07:04 PHOTO How much water does a Belarusian use per year? According to Belstat, water consumption per capita in 2025 was 141 cubic meters, or...	VIEWS 3 244 REP. 5	REACTIONS 19 ER 21.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

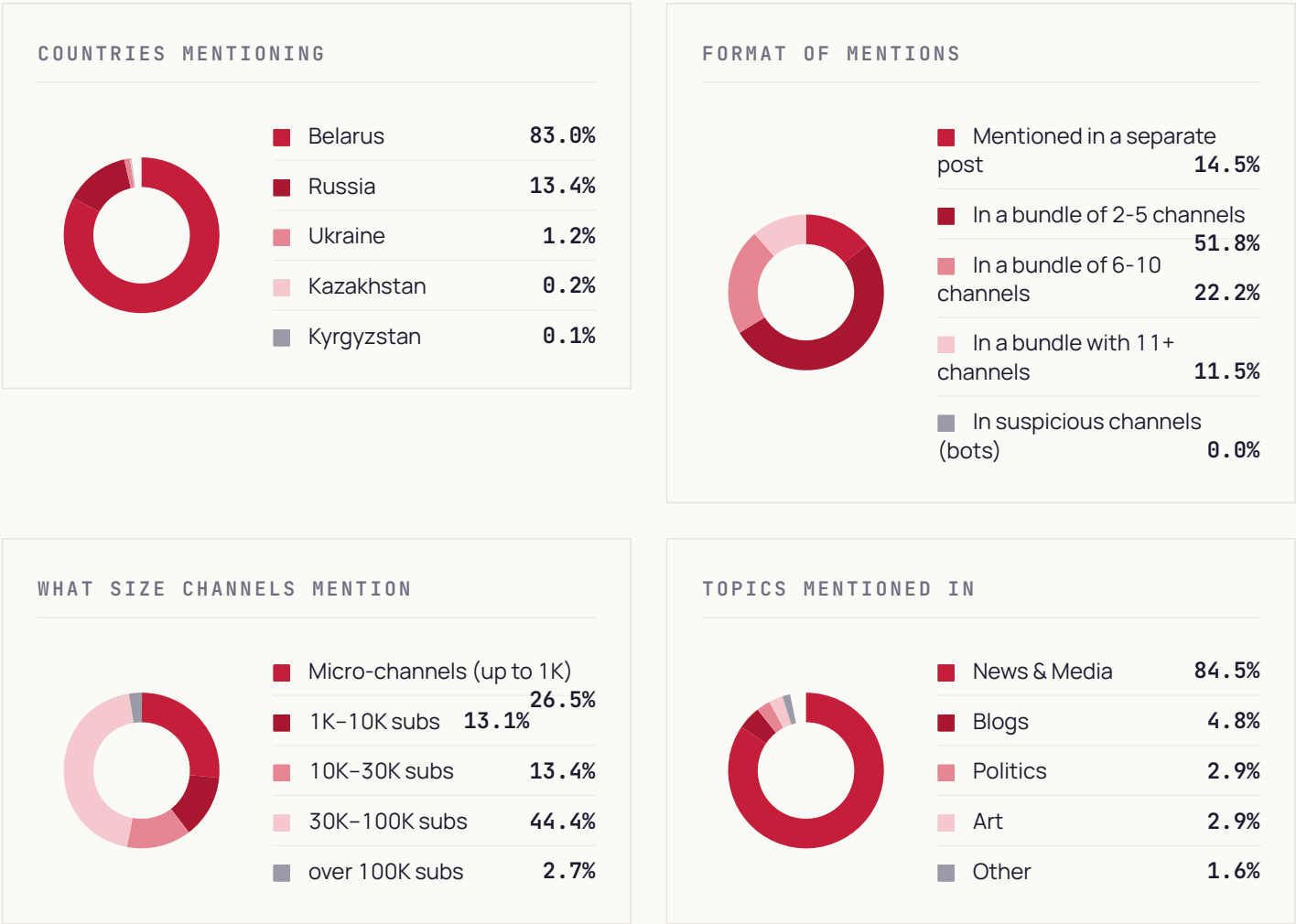
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

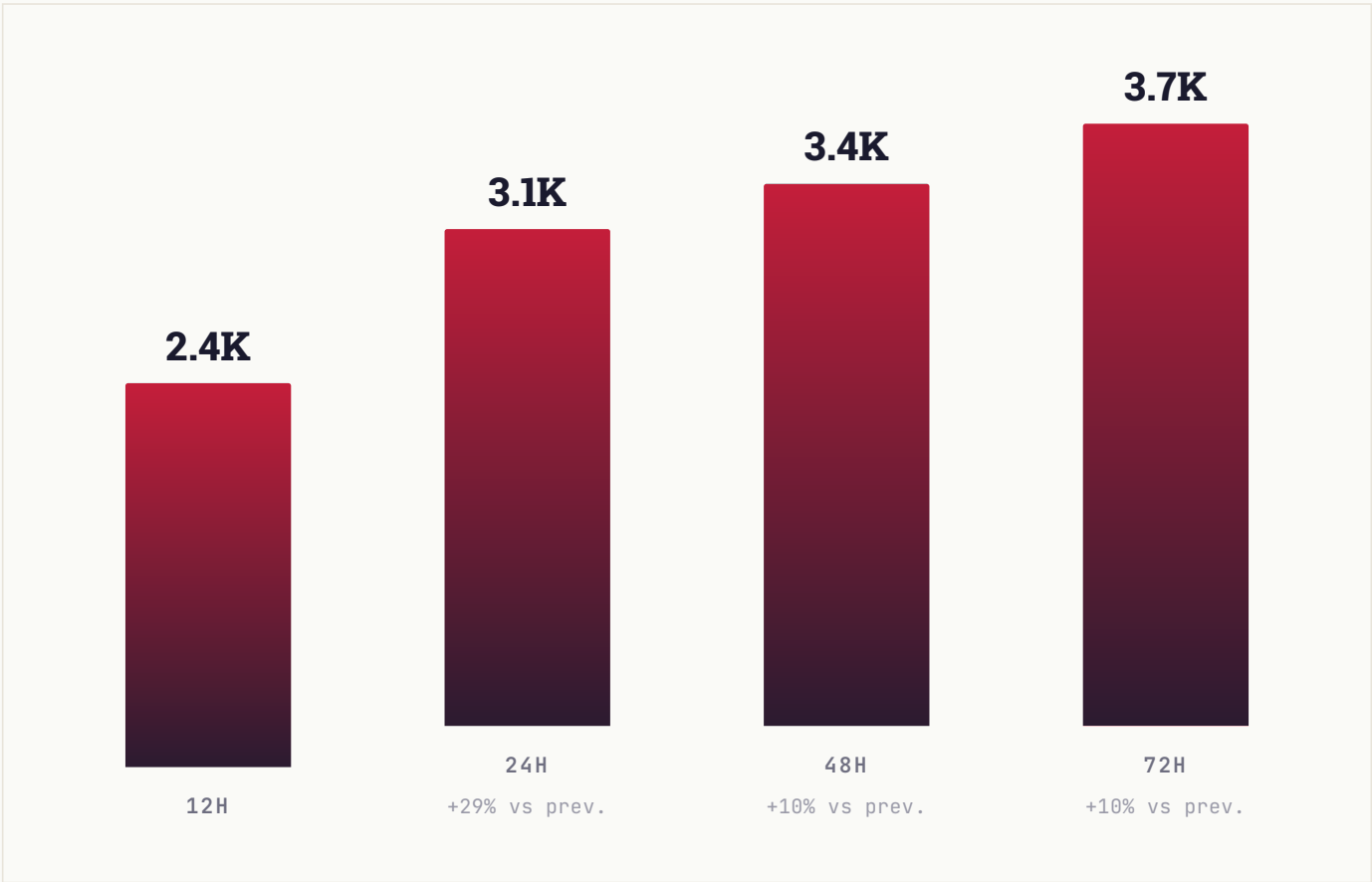
Citation index **82** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **261** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 Nearest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

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
GG Gomel. Main!	56K
TI Tochka News of Belarus YOU	14.8K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#71 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

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **349**, they brought **724** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	100	14	55	
Nov 2025	112	13	120	
Oct 2025	54	9	92	
September 2025	43	15	144	
August 2025	18	7	158	
July 2025	22	6	155	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
349	6	724

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 shows range for 80% of niche channels (p10 to p90). Black vertical line is median. Red dot is your channel.

#71/100

RANK IN NICHE

Channel in the bottom half of the ranking



— 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

Main post of the week — on Tuesday

On this day at 12:00 MSK audience is most active.

EFFECT

**Best time for
key posts**

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). 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 growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes based on public data. If you want to go further — run ads through us and close 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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