

— PUBLIC REPORT PROMTPRESS

Channel audit

TEACHERS of the capital



@uchitelstolicy

Teachers of the capital, Belarus

SUBSCRIBERS

10 666

-227 this month

ERR (% SEE POSTS)

18.0%

in 24h **15.8%**

REACH/POST

2.2K

ad reach **1.7K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate health indicator. Subtitle shows the period.

SUBSCRIBERS 10 666 —	SUBS REACH 20.92% avg % subs see post	VIEWS/POST 2.2K median 1.2K · 26 days	POSTS/DAY 12.8 ~90 per week
7D TREND -11.8% vs previous week	REACTIONS/POST — MTPROTO only	POST LENGTH 523 chars median 502 · 26 days	POSTS ANALYZED 338 26 days
AD REACH 1.7K 24h avg	CHURN / MONTH -227 last month	QUOTABILITY 67 citation index · 377 channels mentioned all time	CHANNEL AGE 5 years 10 months created 21.08.2020

AI EDITOR SUMMARY

Channel «UCHITELYA stolitsy» — 10 666 subs. Each post averages 2.2K people (21% of subs), average reach — room to grow. Posts 90 posts per week (~13/day) — very active. Week 22–28 Jun reach dropped -11.8% by week 15–21 Jun — worth analyzing reasons.

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 **338** posts over 26 days.
- 02 Dominant format – **Photo** (251/338 posts).
- 03 Avg post length – **523** chars (median 502).
- 04 Peak audience activity – **Thursday, 09:00 MSK**.
- 05 Top posts get **50x** more views than the weakest (31.7K avg for top vs 636 for worst) – among 338 posts in 26 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 02.07 · 06:34 PHOTO !! SAFE SUMMER Summer fun by the water should be not only enjoyable but also safe. 🛟 Simple rules help avoid...	VIEWS 43 332 REPOSTS 502	REACTIONS — ER 406.3%
Nº2 02.07 · 10:20 VIDEO Since June 19, as part of the «We are here to help» project, psychological aid points operate in shopping centers «Stolitsa» and «Galileo» for...	VIEWS 31 210 REPOSTS 277	REACTIONS — ER 292.6%
Nº3 13.06 · 07:55 TEXT 🎓 ADMISSION CAMPAIGN_2026 !! Minsk colleges start accepting documents on June 15 for vocational and technical...	VIEWS 20 489 REPOSTS 102	REACTIONS — ER 192.1%

Nº4 17.06 • 14:06 **PHOTO**

Starting July 1 in Belarus applications for school aid for large families open Payments will begin August 1. It...

VIEWS
15 791

REACTIONS
—

REPOSTS
111

ER
148.0%

Nº5 15.06 • 06:01 **VIDEO**

Rules for the Little Ones 😊 Specially for young road users, the capital's traffic police have prepared a video with key...

VIEWS
14 935

REACTIONS
—

REPOSTS
102

ER
140.0%

WORST 3

↓ 01.07 • 15:20 **VIDEO**

Thousands of Belarusians will sing the national anthem together On July 3, Belarus celebrates Independence Day. Festivities across the country...

VIEWS
666

REACTIONS
—

REPOSTS
18

ER
6.2%

↓ 19.06 • 06:31 **PHOTO**

Getting to know digital tech starts early. Today's kids confidently use smartphones and tablets: they play...

VIEWS
656

REACTIONS
—

REPOSTS
25

ER
6.2%

↓ 25.06 • 10:55 **PHOTO**

!! Kids drown when adults aren't near !! Water doesn't scream. It pulls down quietly and fast. One moment of distraction is enough to...

VIEWS
588

REACTIONS
—

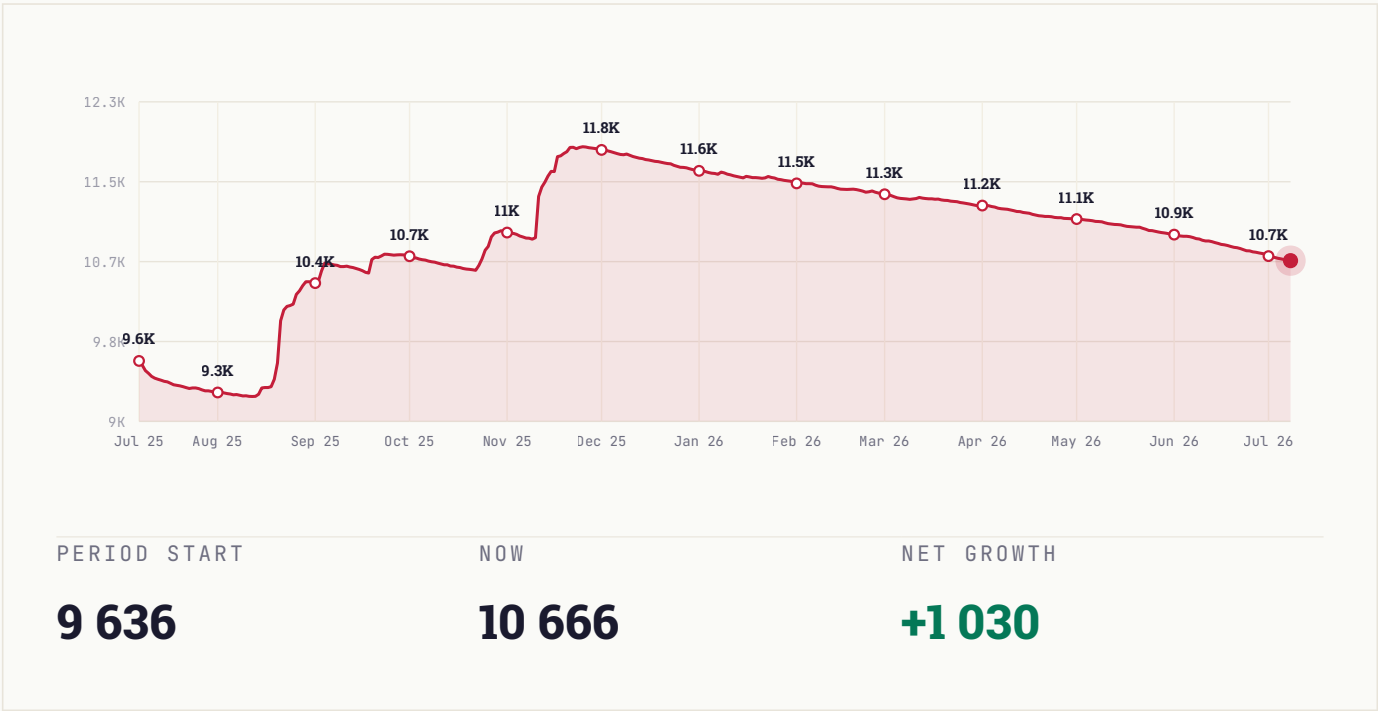
REPOSTS
22

ER
5.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

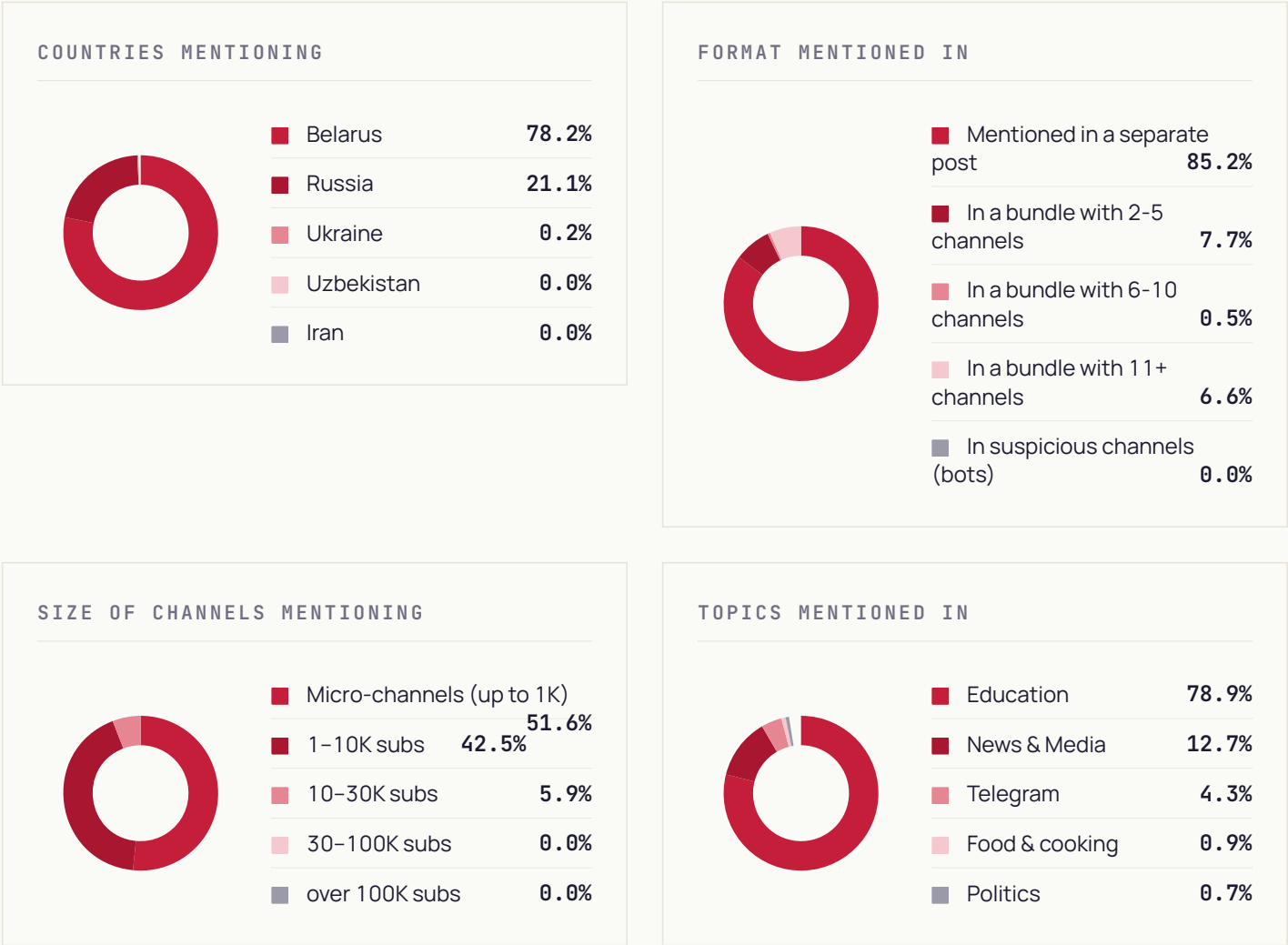
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

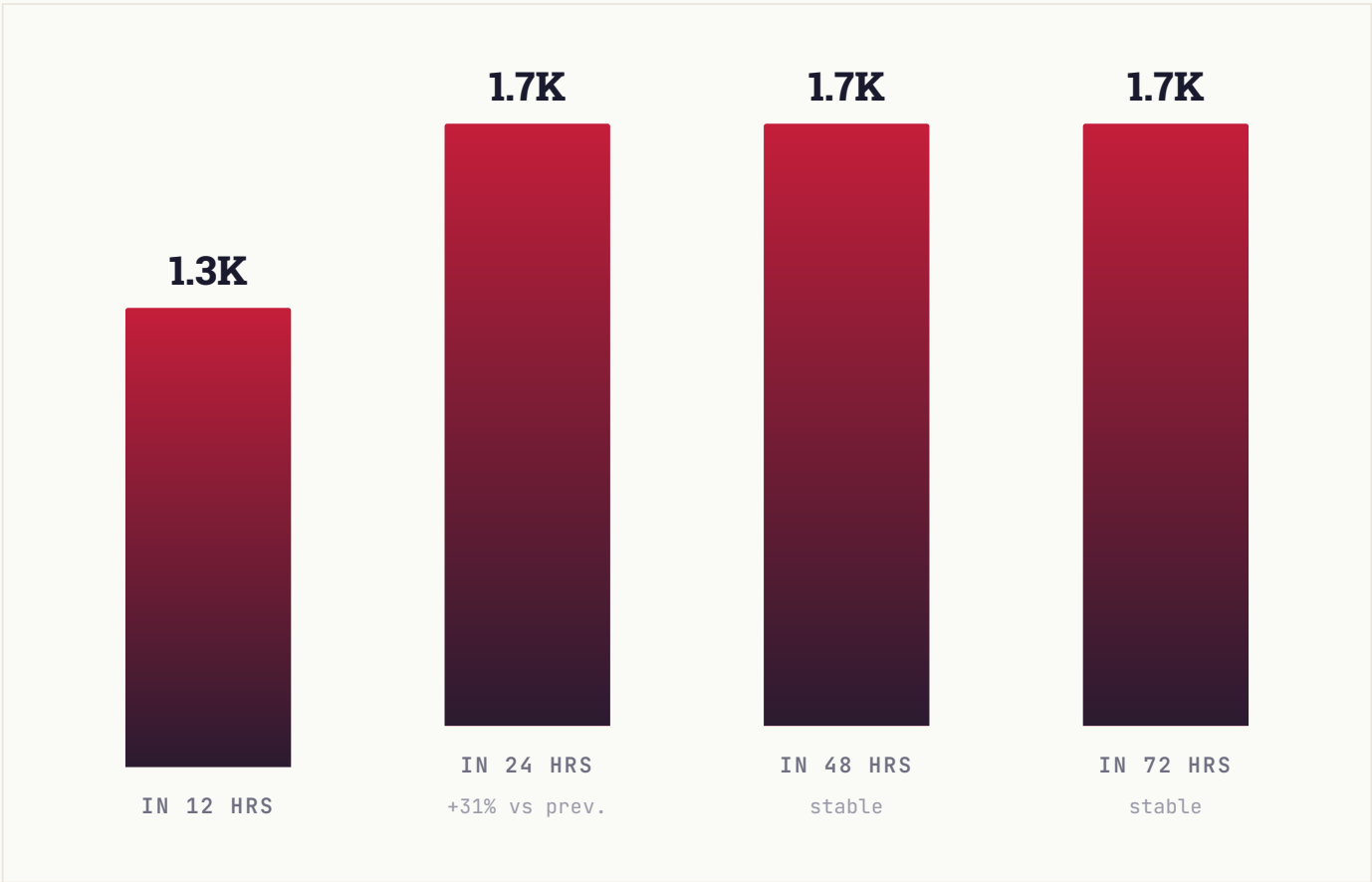
Citation index **67** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time mentions: **377** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel highlighted — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
MO Ministry of Education of Belarus	33K
1K 11 CLASS RB2 (Belarus)	19.9K
SW TRADE UNION of education and science	12.3K
Б BSU Belarusian State University	11.7K
CE Cozy English 📝	11.6K
BS BSMU_official	11.3K
9K 9 CLASS Belarus answers	10.7K
US TEACHERS of the capital YOU	10.7K
M MINSK BRSM	10.2K
IN INYAZ.BY	10K
#III #IIIПАРГАЛКА	9.1K

COMPARATIVE CONCLUSION

Channel in top 10 of niche (#8 of 100). Strong position. Niche leader: Ministry of Education of Belarus (33K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We track posts in other channels that mention yours monthly. Over the last **6 months** such mentions were **233**, they brought **3 032** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	4	2	57
December 2025	10	7	7
November 2025	4	4	965
October 2025	34	25	408
September 2025	88	50	410
August 2025	93	74	1 185

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
233	6	3 032

— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

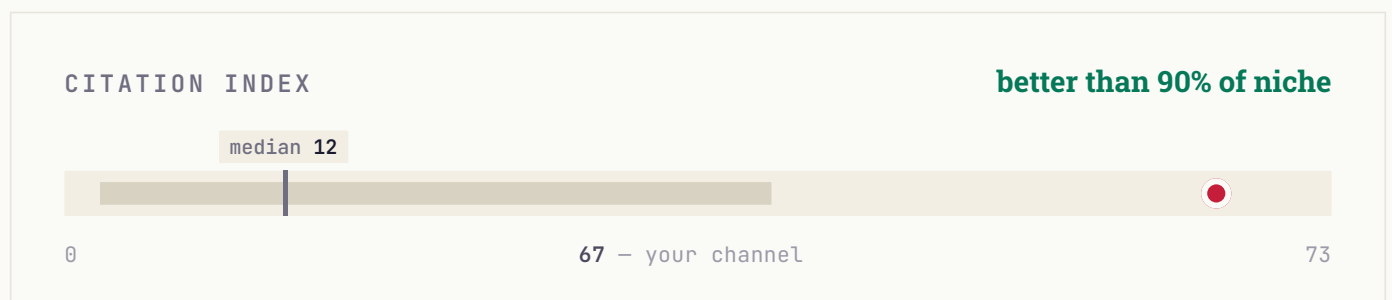
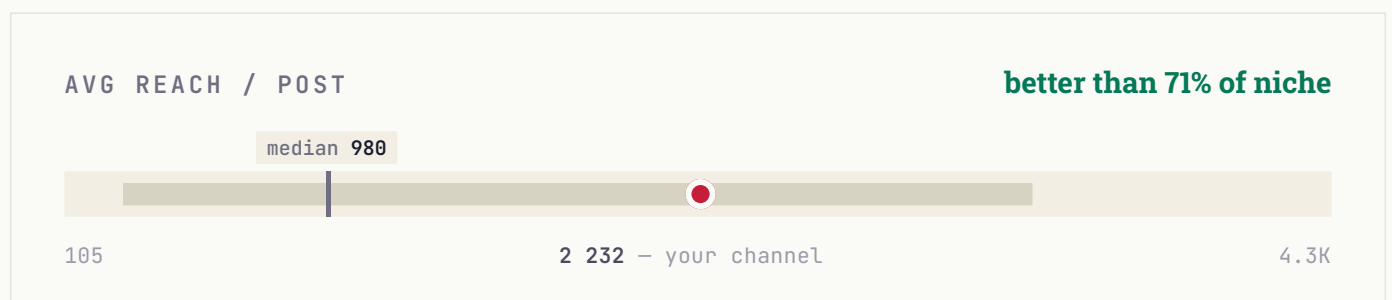
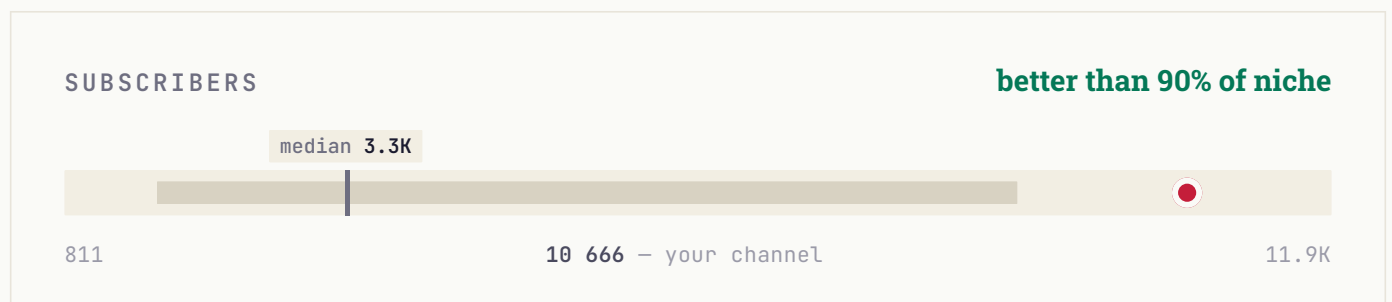
Took top-100 channels in category «Education» (Belarus) and compared your channel. Gray band = 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.

#8

/100

POSITION IN NICHE

Channel in top 8% education Belarus



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit in a month.

01

Best post day — Thursday

Audience is most active on this day at 09:00 MSK.

EFFECT

**Best window
for an
important post**

02

System traffic buying

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

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. 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 for organic traffic.

EFFECT

**Organic traffic
source**

★ 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 with us and close your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
