

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Vaccines_Minsk

**@vaccines_minsk**

Information on vaccine availability in Minsk (and beyond) For anonymous messages (not questions): @Vaccine_Minsk_Bot Ads: @Vaccine_Minsk_Reklama_Bot Channel chat: <https://t.me/+R1fQw6Sn0rdmMTEy>

SUBSCRIBERS

32 075

+536 per month

ERR (% SEE POSTS)

23.0%

last day 15.0%

REACH/POST

7.2K

ad reach 4.8K/24h

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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 32 075 —	 SUBS REACH 22.44% avg % subs see post	 VIEWS/POST 7.2K median 7.4K · 29 days	 POSTS/WEEK 29.7 over period
 7D TREND +10.8% vs previous week	 REACTIONS/POST 22.7 total 2,883 reactions, 1,803 reposts, 1,098 comments	 POST LENGTH 306 chars median 190 · 29 days	 POSTS ANALYZED 127 29 days
 AD REACH 4.8K 24h avg	 CHURN / MONTH +536 last month	 CITATION RATE 6 citation index · 27 channels mentioned ever	 CHANNEL AGE 5 years 25 days created 07.06.2021

AI EDITOR SUMMARY

Channel «Vaccines_Minsk» — 32 075 subs. Each post avg views 7.2K people (22% from subs), average reach — room to grow. Publishes 30 posts per week (~4/day) — active posting. Week Jun 15–21 reach up +10.8% by week Jun 8–14 — 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 127 posts over 29 days.
- 02 Dominant format — Text (91/127 posts).
- 03 Avg post length — 306 chars (median 190).
- 04 Audience activity peak — Friday, 20:00 MSK.
- 05 Top posts get 2x more views than the weakest (9.7K avg top vs 5.3K worst) — among 127 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 13:54 TEXT Mogilev, Central PC Got 2 doses of Encevir (signed up in May on waiting list via paid services, but check if there are still...	VIEWS 10 502 REPOSTS 2	REACTIONS 17 ER 32.7%
Nº2 19.06 · 12:52 TEXT Information on vaccines available at the pharmacy warehouse of RUE «Minsk Pharmacy», as well as those planned for delivery Havrix (pediatric) —...	VIEWS 9 307 REPOSTS 47	REACTIONS 50 ER 29.0%
Nº3 12.06 · 17:13 PHOTO Minsk District Immunization Center ul. Bratyev Wright 6, Novaya Borovaya, children's clinic bldg, room 106 (entrance: door on the right, entry to...	VIEWS 9 296 REPOSTS 110	REACTIONS 24 ER 29.0%

Nº4 19.06 · 13:27 TEXT Rotateq: 1 dose up to 12 weeks (per label, per CDC - up to 15 weeks) Full course up to 32 weeks. Can be interchanged with Rota-V-Aid? Yes	VIEWS 9 016 REPOSTS 19	REACTIONS 22 ER 28.1%
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Nº5 03.06 · 14:42 TEXT GARDASIL 9 MNCP surgery - call from June 25, registration for July starts 20GP - said to call 369-14-44 - drops MOCI -...	VIEWS 8 846 REPOSTS 52	REACTIONS 37 ER 27.6%
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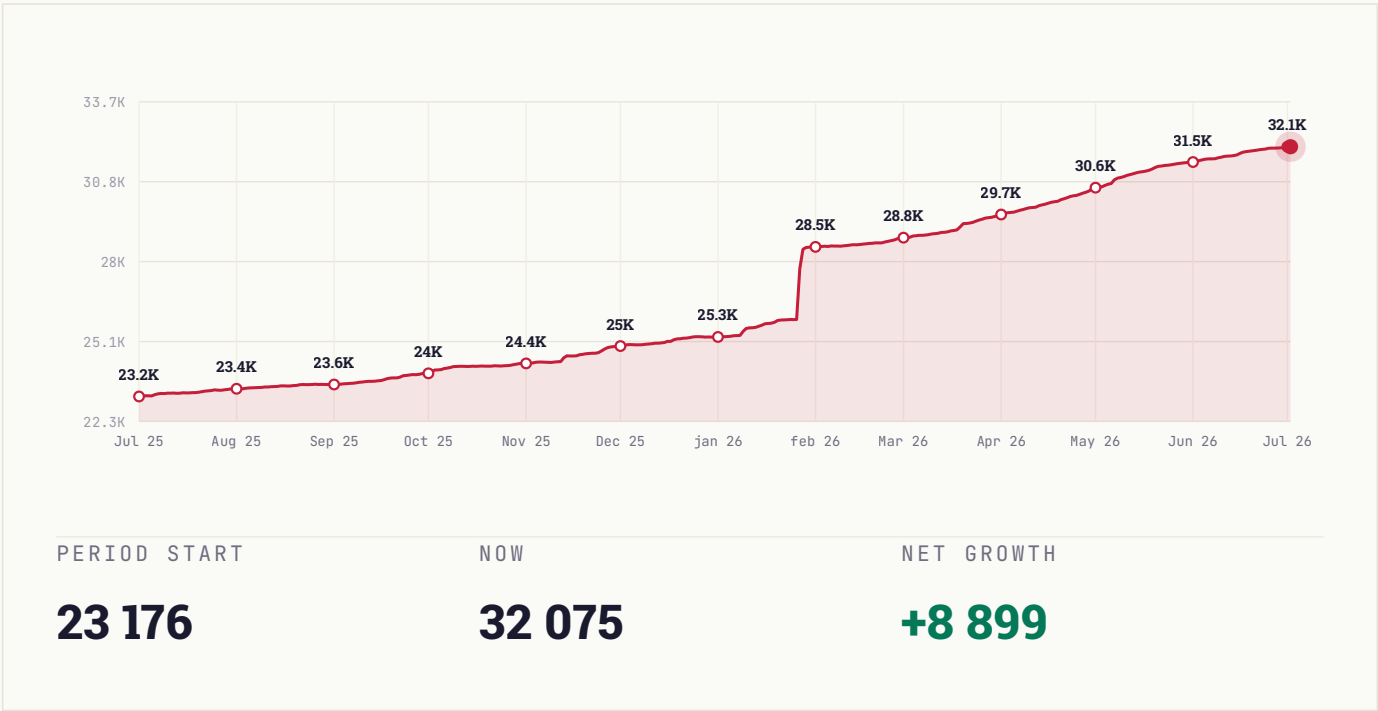
WORST 3

↓ 12.06 · 05:00 PHOTO All this week we told you about hepatitis A. Hope you found it interesting and learned something useful. To wrap up the topic, we decided...	VIEWS 5 909 REPOSTS —	REACTIONS 16 ER 18.4%
↓ 12.06 · 05:01 POLL (post without caption — poll)	VIEWS 5 197 REPOSTS —	REACTIONS 5 ER 16.2%
↓ 12.06 · 05:00 POLL (post without caption — poll)	VIEWS 4 944 REPOSTS —	REACTIONS 1 ER 15.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

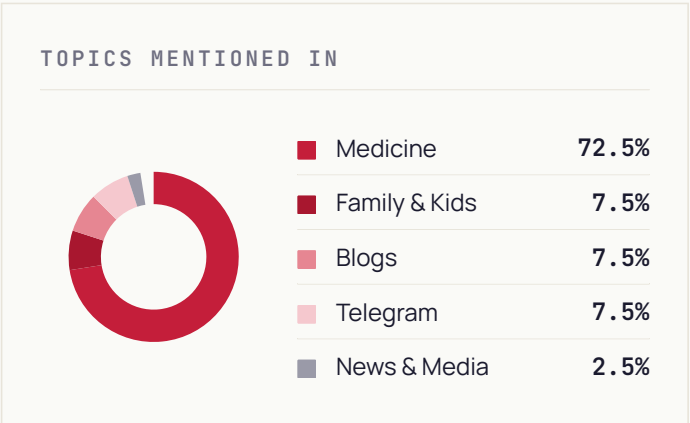
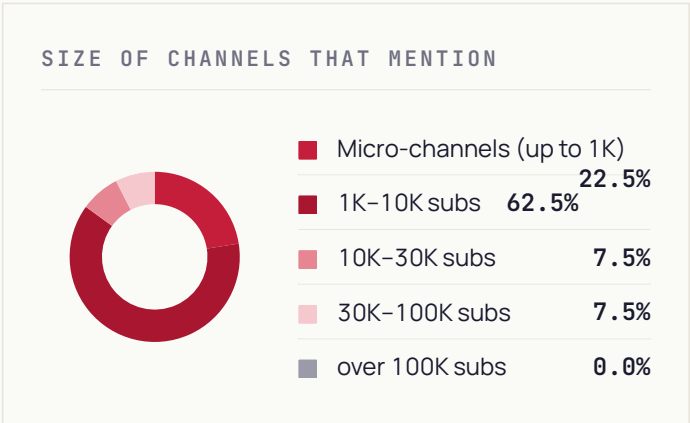
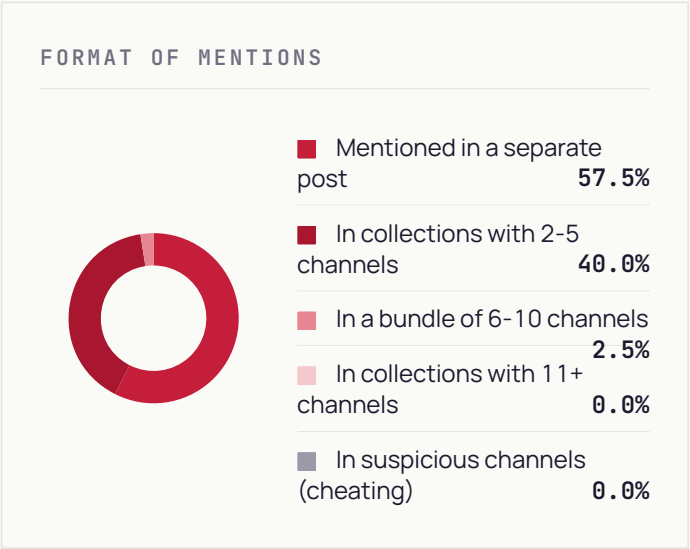
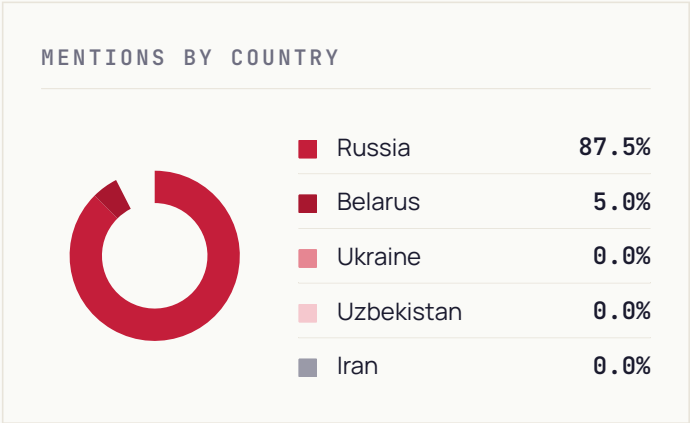
Subscriber growth graph for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

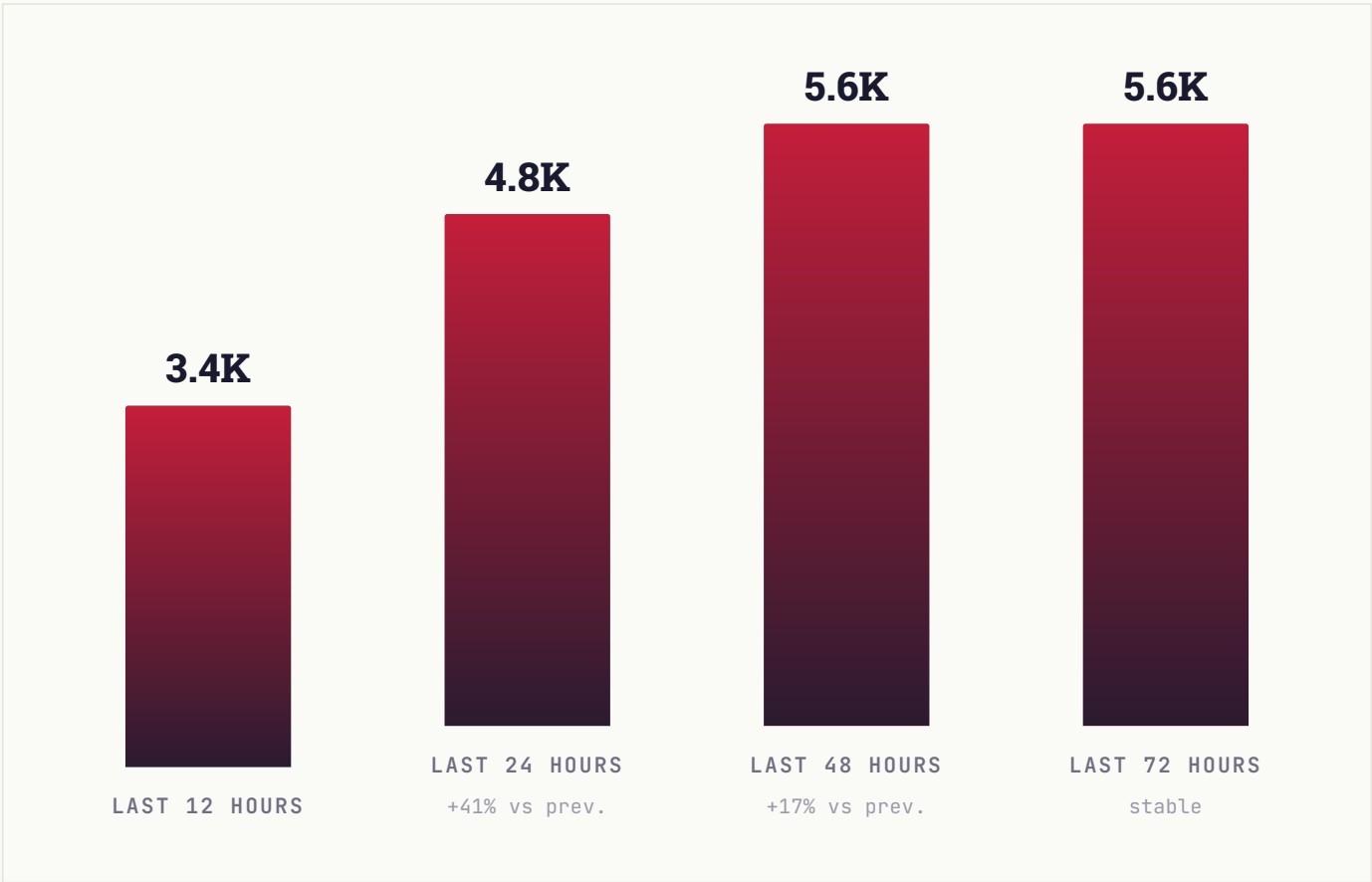
Citation index 6 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All-time channel was mentioned 27 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over 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 — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
VA Vaccines_Minsk YOU	32.1K
OM Official Ministry of Health - healthcare & pharma news of the Republic of Belarus	31.1K
GO GomelRegMedicine	11.3K
PZ Healthcare Union of Belarus	7.9K
BH White Coats. News	5.7K
ZM Healthcare of Mogilev Region	4.5K
OR OrgZdravBel	4.1K
DD Dr. Dovnar-Zapolskaya	3.7K
IN Infectology.by	3K
AP Anti-drug platform "Be free - great!"	2.8K
G" Medical Bulletin newspaper	2.1K

COMPARATIVE CONCLUSION

Channel in niche top-1 (#1 of 48 category channels). One of the leaders — client-partners can cross-promote with equals; for PR/reach you're a valuable media partner.

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 **6**, they brought **5 175** new subs.

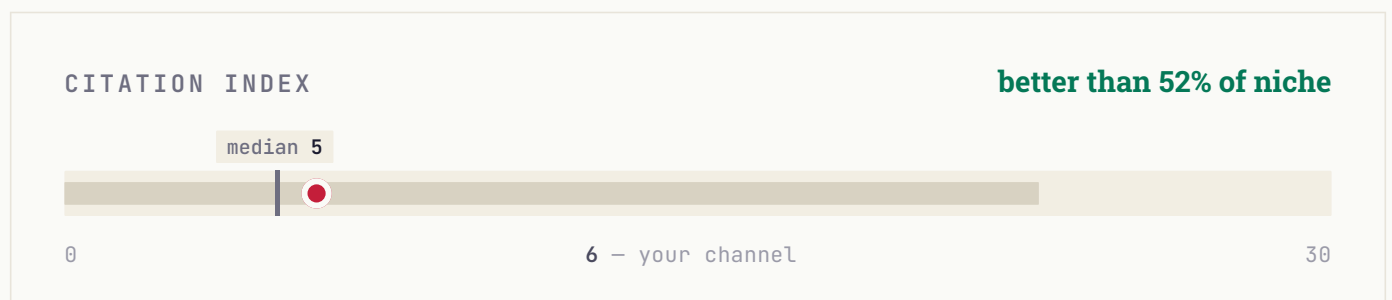
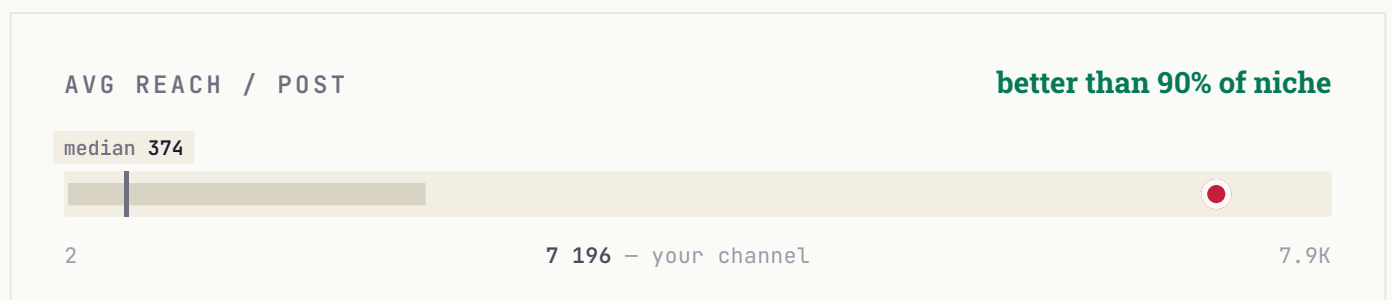
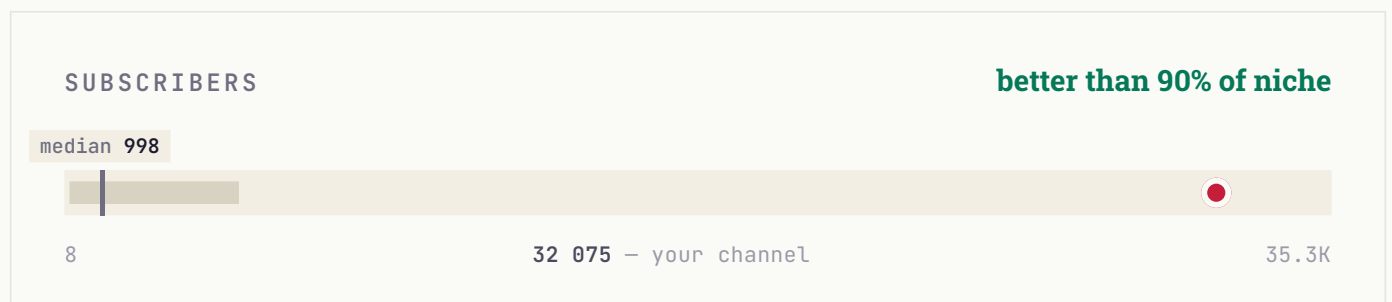
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	4	4	3 214
December 2025	0	0	358
November 2025	0	0	632
October 2025	2	2	375
September 2025	0	0	404
August 2025	0	0	192

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
6	6	5 175

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-48 channels in category "Medicine» (Belarus) and saw how your channel compares. Gray band — range for 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 off and revisit this report in a month.

01

Main post of the week — on Friday
Audience is most active on this day at 20:00 MSK.

EFFECT
Best window for important posts

02

Increase video post share
Video in Telegram holds audience longer and is favored 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 give +5-15% ER. One weekly poll on a hot topic — easy growth point.

EFFECT
+5-15% ER

05

Cross-promo with adjacent channels
Swap posts 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. If you 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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