

PUBLIC REPORT PROMTPRESS

Channel audit

MINSK NEWS - Новости Минска



@vestiminska

Only the most important news of Minsk and Belarus. ✂ Send your news and photos/videos from interesting events: @stridiv
Advertising materials: @stridiv

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
48 013	21.0%	9.9K
09.06.2026 ⁺²⁹⁵ per month	daily ^{16.1%}	ad reach ^{7.7K} /24h
	HTTPS://PROMTPRESS.COM/AUDIT/VESTIMINSKA	

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 48 013 —	 SUBS REACH 20.65% avg % subs see post	 VIEWS/POST 9.9K median 9.9K · 29 days	 POSTS/DAY 17.8 ~124 per week
 7D TREND -0.4% vs previous week	 REACTIONS/POST 56.3 total 29,968 reactions, 27,598 reposts, 1,358 comments	 POST LENGTH 614 chars median 649 · 29 days	 POSTS ANALYZED 532 29 days
 AD REACH 7.7K 24h avg	 CHURN / MONTH +295 last month	 CITATION RATE 24 citation index · 204 channels mentioned all time	 CHANNEL AGE 8 years 6 months created 05.12.2017

AI EDITOR SUMMARY

Channel «MINSK NEWS - Novosti Minska» – 48 013 subs. Each post averages 9.9K people (21% of subs), average reach – room to grow. Publishes 124 posts per week (~18/day) – very active. Week of May 25–31 reach stable (-0.4% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What Works Best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **532** posts over 29 days.
- 02 Dominant format — **Photo** (410/532 posts).
- 03 Avg post length — **614** chars (median 649).
- 04 Audience peak activity — **Monday**, 08:00 MSK.
- 05 Top posts get **2x** more views than the weakest (14.3K avg top vs 8.1K worst) — among 532 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 27.05 · 12:35 PHOTO Aftermath of strong wind on Kulman Street🌀 If you witnessed the elements, send your photos in comments📷📷	VIEWS	REACTIONS
	14 497	36
	REPOSTS	ER
	75	30.2%
Nº2 27.05 · 12:20 PHOTO Where hot water will be off in Minsk in June — list of addresses Addresses for hot water shutdown in the capital in June revealed. List...	VIEWS	REACTIONS
	14 350	46
	REPOSTS	ER
	62	29.9%
Nº3 25.05 · 05:05 PHOTO «Blue» full moon visible in May Peak lunar cycle on Sunday, May 31, 11:45 Minsk time. Full...	VIEWS	REACTIONS
	14 162	43
	REPOSTS	ER
	52	29.5%

Nº4 27.05 • 11:59 **PHOTO**

Fake news: Belavia plane crash near Moscow due to air defense strike. Hoaxers claim flight B2917 'from...

VIEWS
14 028
REPOSTS
73

REACTIONS
85
ER
29.2%

Nº5 20.05 • 17:14 **PHOTO**

New 200-ruble note coming to Belarus – when to expect From June 1, 2026, an updated banknote enters circulation...

VIEWS
13 799
REPOSTS
52

REACTIONS
44
ER
28.7%

WORST 3

↓ 06.06 • 10:34 **PHOTO**

Belarus to issue 20-ruble silver coin 'Slavyanka' National Bank of Belarus announces new investment...

VIEWS
8 162
REPOSTS
24

REACTIONS
24
ER
17.0%

↓ 06.06 • 11:23 **VIDEO**

Subscriber shared video of moose near TC Sennitsa 😊

VIEWS
8 140
REPOSTS
44

REACTIONS
63
ER
17.0%

↓ 06.06 • 10:25 **VIDEO**

Also Viva Rovar vibe😊

VIEWS
8 053
REPOSTS
21

REACTIONS
46
ER
16.8%

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.



PERIOD START

40 270

NOW

48 011

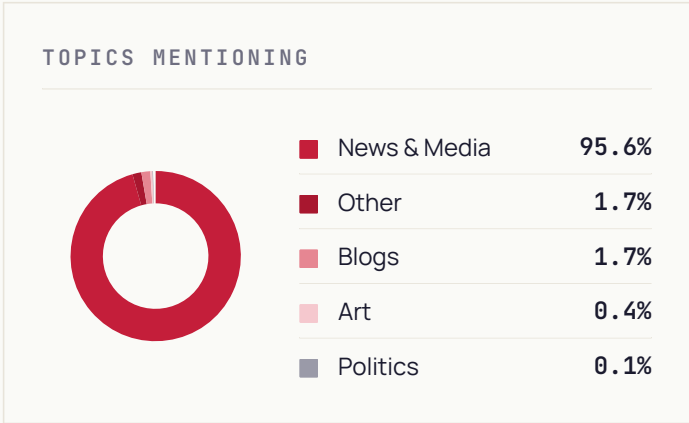
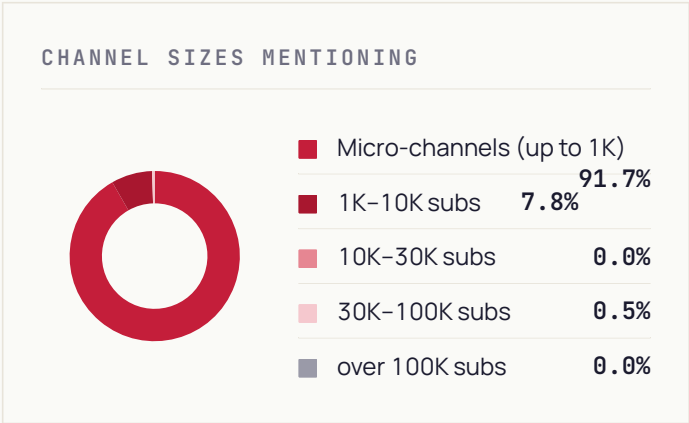
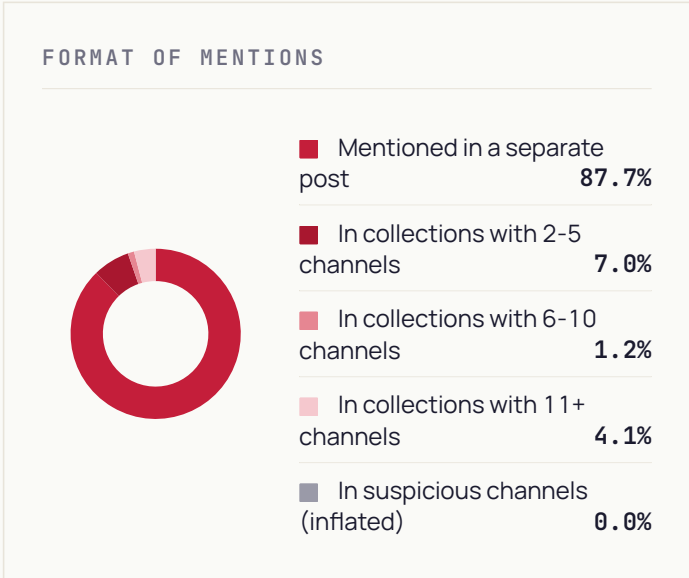
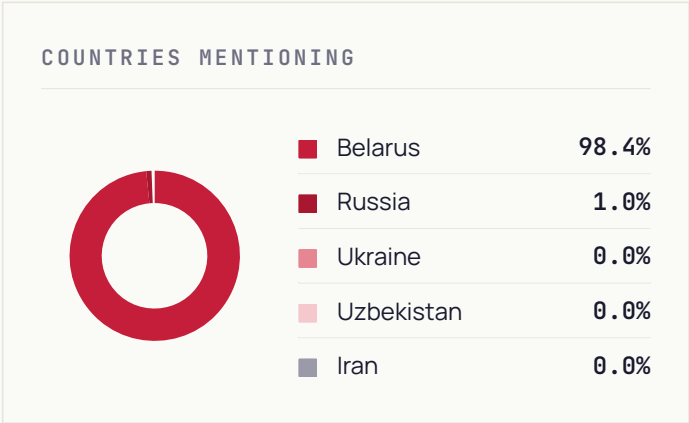
NET GROWTH

+7 741

SECTION 04 · MENTIONS

Who & how mentions the channel

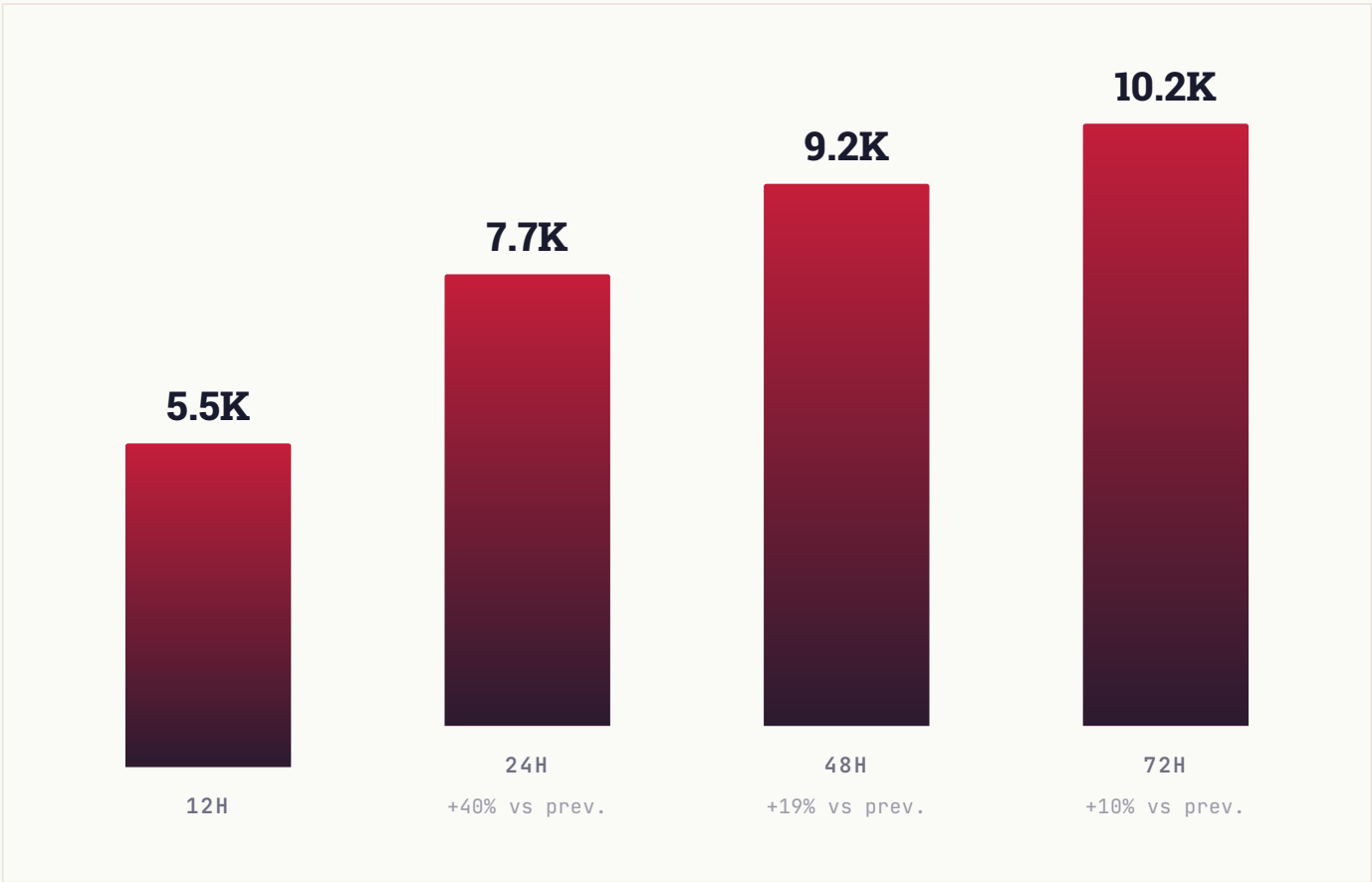
Citation index **24** – channel popularity score based on mentions. Considers not just count but mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **204** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over 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 is highlighted — see its rank 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 Eavesdropping Belarus	58.2K
BG Belarus Галоўнае	56.8K
YY Gomel. Main!	56K
MN MINSK NEWS - Новости Минска YOU	48K

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#14 of 97). Leader — NEXTA Live (764.9K). Goal for coming months: break into niche top 10 via systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels mentioning yours. Over the last **6 months** such mentions were **900**, they brought **6 208** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	144
Nov 2025	2	2	2 351
Oct 2025	35	2	657
September 2025	304	6	552
August 2025	270	4	676
July 2025	289	4	1 828

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
900	6	6 208

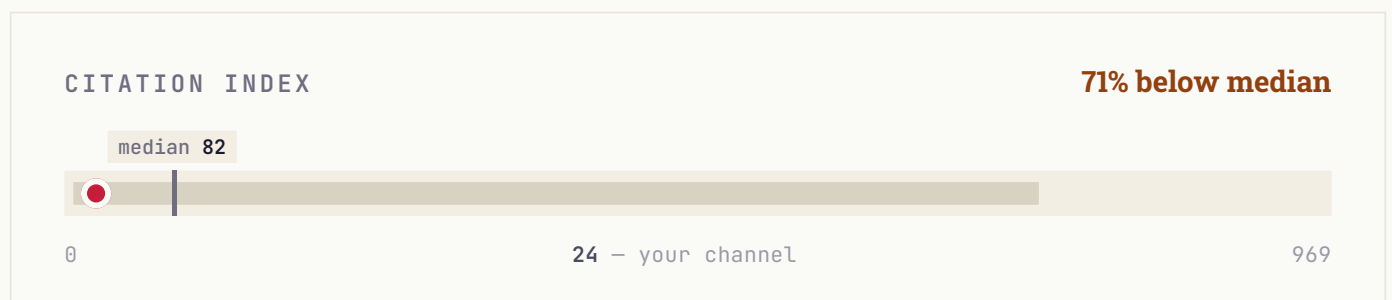
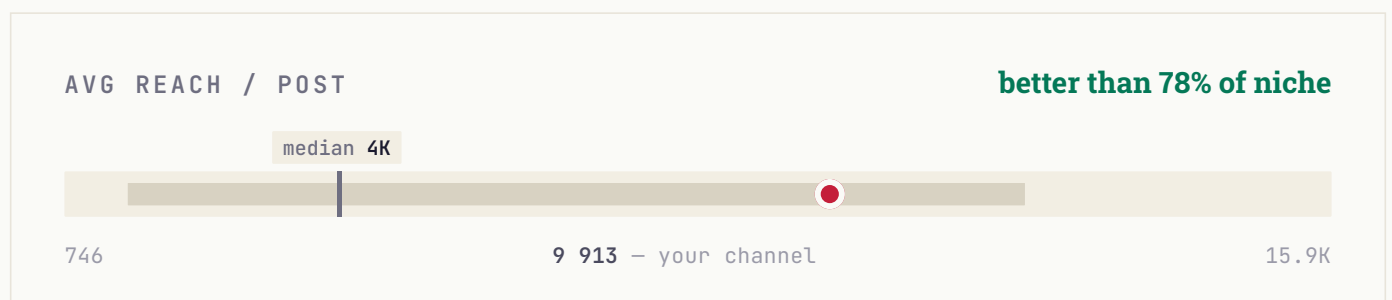
— SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

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

#71/100

POSITION IN NICHE
Channel in bottom half of ranking



— SECTION 09 · STRATEGY

What to Do Right Now

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

01

Top post of the week — on Monday

Audience most active on this day at 08:00 MSK.

EFFECT

**Best window
for important
post**

02

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**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with adjacent channels

Swap 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in a few minutes from public data.
To go further — run ads through us and hit your growth target
in a month.

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

02 Contact manager t.me/PromptPress_manager
