

PROMTPRESS PUBLIC REPORT

Channel audit

Vitebsk. Main!



@vitebsk

Main news Telegram channel of Vitebsk Ads 📺@glavnoebel 📺

Suggest news — @suggestvitebskbot

SUBSCRIBERS

41 403

-401 per month

ERR (% SEE POSTS)

34.0%

in 24 hrs **26.0%**

REACH/POST

13.8K

ad reach **10.8K**/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 41 403 —	 SUBSCRIBER REACH 33.4% avg % subs see post	 VIEWS/POST 13.8K median 14.1K · 29 days	 POSTS/DAY 13.0 ~91 per week
 7D TREND -1.8% vs previous week	 REACTIONS/POST 147.7 total 57,620 reactions, 27,233 rep., 3,785 comm.	 POST LENGTH 281 chars. median 271 · 29 days	 POSTS ANALYZED 390 29 days
 AD REACH 10.8K 24h avg	 CHURN / MONTH -401 last month	 CITATION RATE 53 citation index · 439 channels mentioned ever	 CHANNEL AGE 3 years 2 months created 02.04.2023

AI EDITOR SUMMARY

Channel «Vitebsk. Main!» — 41 403 subs. Each post averages 13.8K people (33% of subs), that's good reach. Posts 91 posts/week (~13/day) — very active. Week of May 25–31 reach stable (-1.8% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **390** posts in 29 days.
- 02 Dominant format – **Photo** (271/390 posts).
- 03 Avg post length – **281** chars (median 271).
- 04 Peak audience activity – **Saturday**, 21:00 MSK.
- 05 Strongest posts get **1×** more views than the weakest (16.4K avg for top vs 12.1K for worst) – among 390 posts in 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 26.05 · 09:28 PHOTO ☒ “This is the nurse, confirm your weight and height” – new scam scheme in Telegram Belarusians are mass receiving messages asking...	VIEWS 17 245 REP. 315	REACTIONS 96 ER 41.7%
Nº2 17.05 · 18:08 VIDEO 🌀 May beetles “attack” Belarusians While driving on the highway, a driver literally hit a swarm of beetles – insects were flying en masse right...	VIEWS 16 037 REP. 174	REACTIONS 200 ER 38.7%
Nº3 19.05 · 16:59 PHOTO ☒ GAZAN AT “ML VITEBSK” MATCH! The hitmaker of “67”, “Velvet Traction” and “What a Lion This Tiger Is” will drop by the match “ML Vitebsk” - “Gomel” and...	VIEWS 15 942 REP. 515	REACTIONS 107 ER 38.5%

Nº4 26.05 · 18:18 PHOTO ✂ Belarusian banks launch services for Russian home buyers in Belarus Due to rising demand for apartments, banks...	VIEWS 15 689 REP. 82	REACTIONS 141 ER 37.9%
Nº5 14.05 · 06:28 PHOTO 🗓 On May 15, large families can visit branches of Vitebsk Regional Museum of Local Lore for free The event is timed to Family Day. For...	VIEWS 15 643 REP. 56	REACTIONS 72 ER 37.8%

|

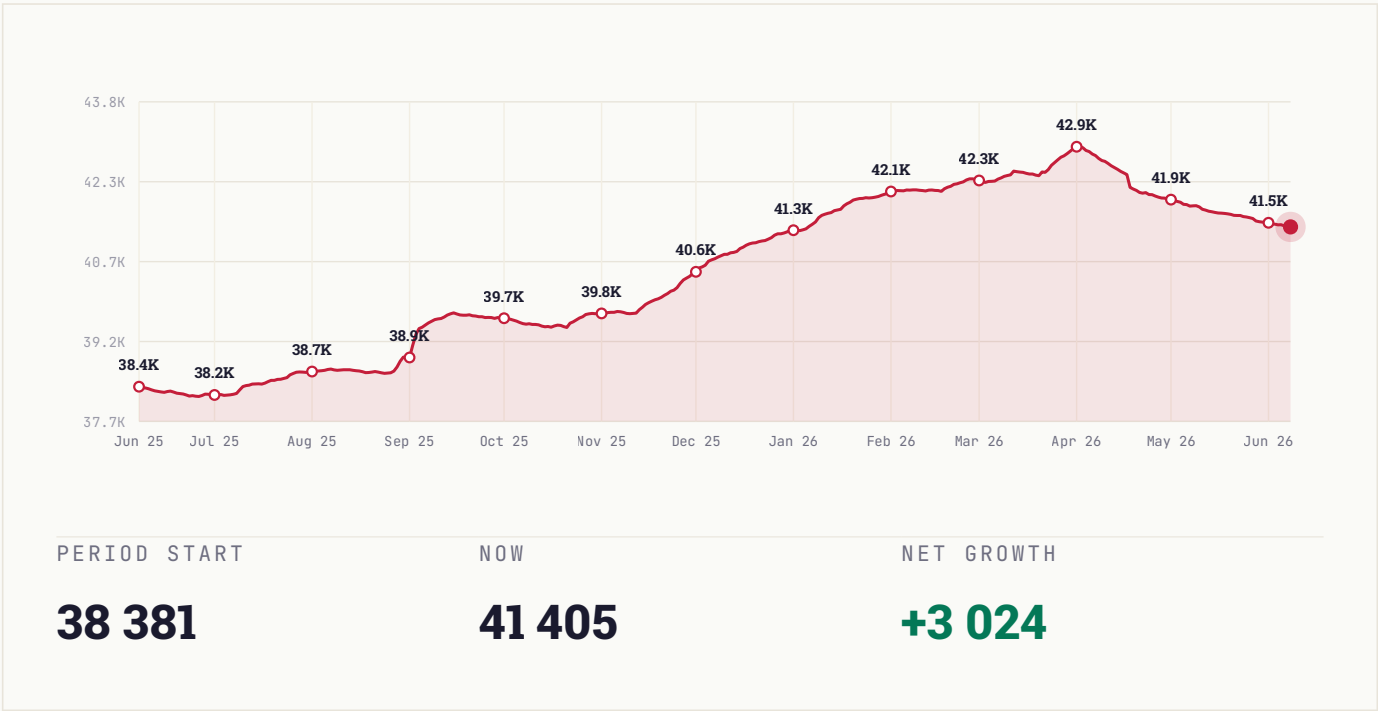
WORST 3

↓ 02.06 · 08:53 PHOTO 🗓 On June 16 from 10:00 to 16:00 sirens will be heard in Vitebsk region Electronic sirens will be turned on in the city, messages will be broadcast...	VIEWS 12 112 REP. 57	REACTIONS 96 ER 29.3%
↓ 02.06 · 08:13 VIDEO 🌳 Poplar fluff covers city streets It flies all over the city, clogs windows, sticks to clothes and is especially hard to bear...	VIEWS 12 081 REP. 27	REACTIONS 134 ER 29.2%
↓ 02.06 · 07:16 PHOTO 🐈 A feature film about cat Leopold to be shot in Belarus The creators promise to keep the main thing: the atmosphere of kindness and the legendary "Guys...	VIEWS 12 080 REP. 28	REACTIONS 140 ER 29.2%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

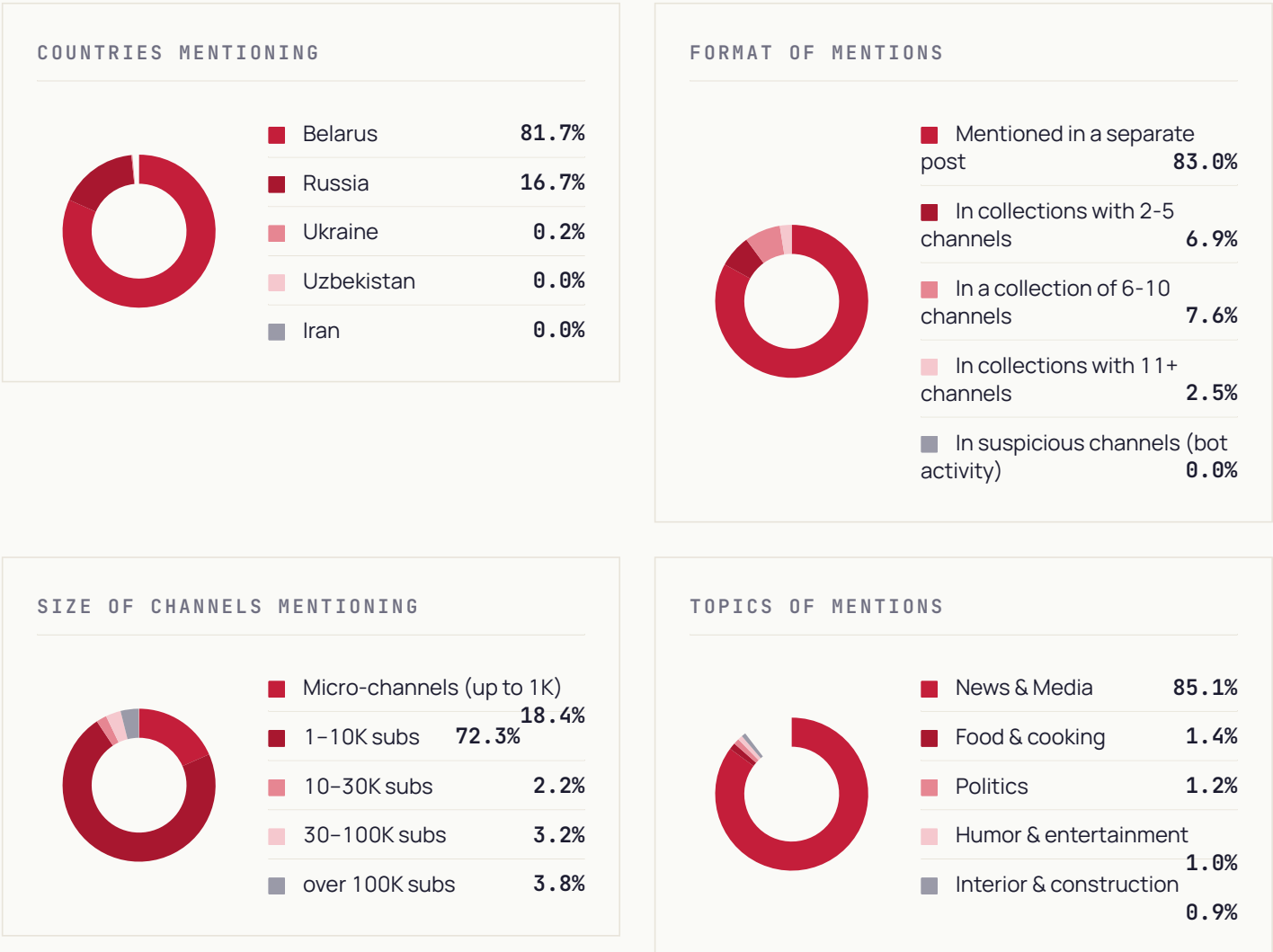
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and decline.



SECTION 04 · MENTIONS

Who mentions the channel & how

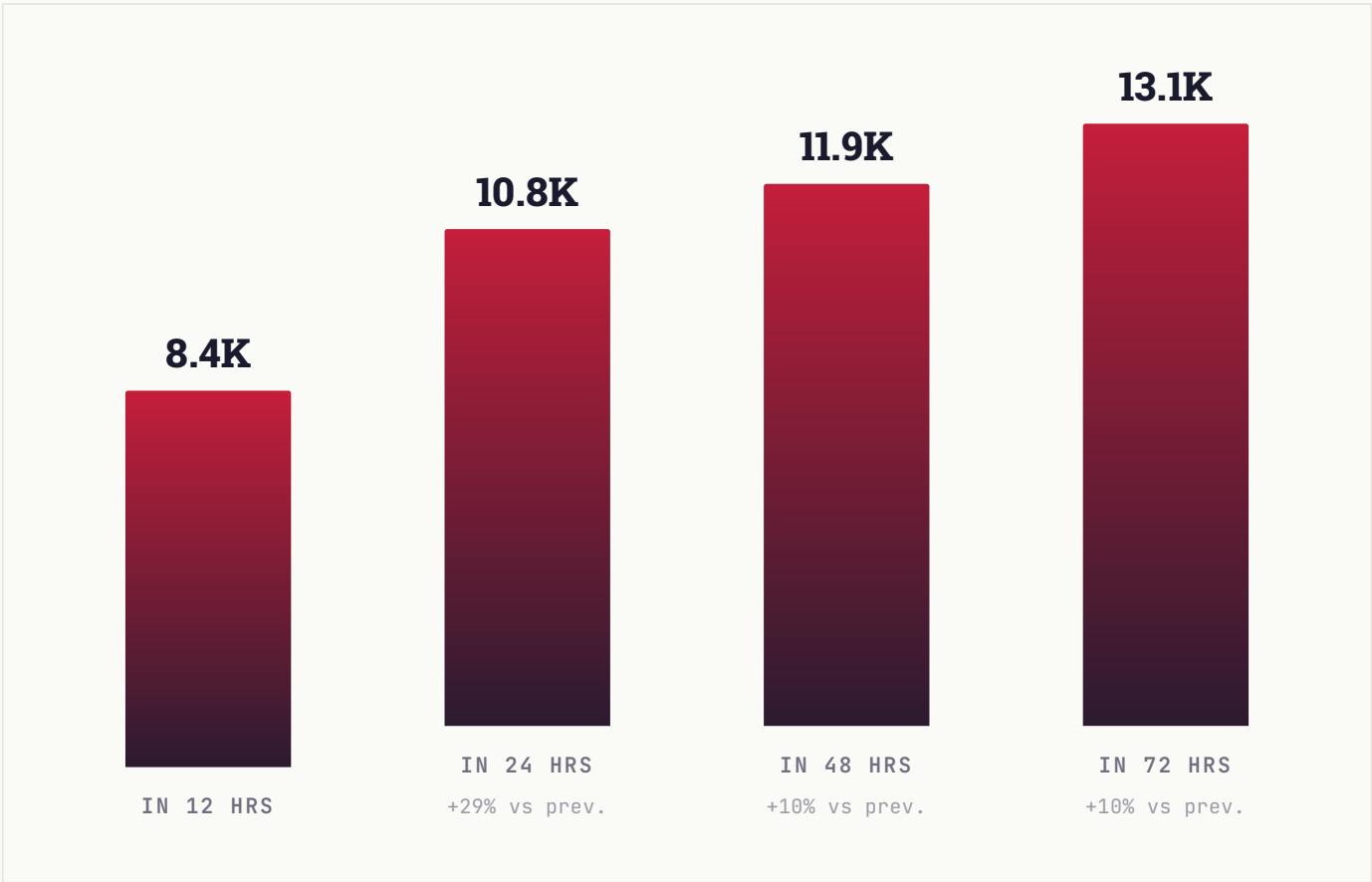
Citation index **53** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time the channel was mentioned **439** different channels.



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 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 CP Belarus What's Happening?	75K
ML Minsk Live	72.8K
PB Overheard Belarus	58.2K
BG Belarus Gaŭŭnaje	56.8K
GG Gomel. Main!	56K
VG Vitebsk. Main! YOU	41.4K

COMPARATIVE SUMMARY

Channel in bottom quarter of niche (#19 of 97). Leader — NEXTA Live (764.9K).
Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **167**, they brought **3 668** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	8	5	825
November 2025	23	14	802
October 2025	19	10	315
Sep 2025	30	22	871
August 2025	50	10	396
July 2025	37	12	459

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
167	6	3 668

SECTION 08 · NICHE COMPARISON

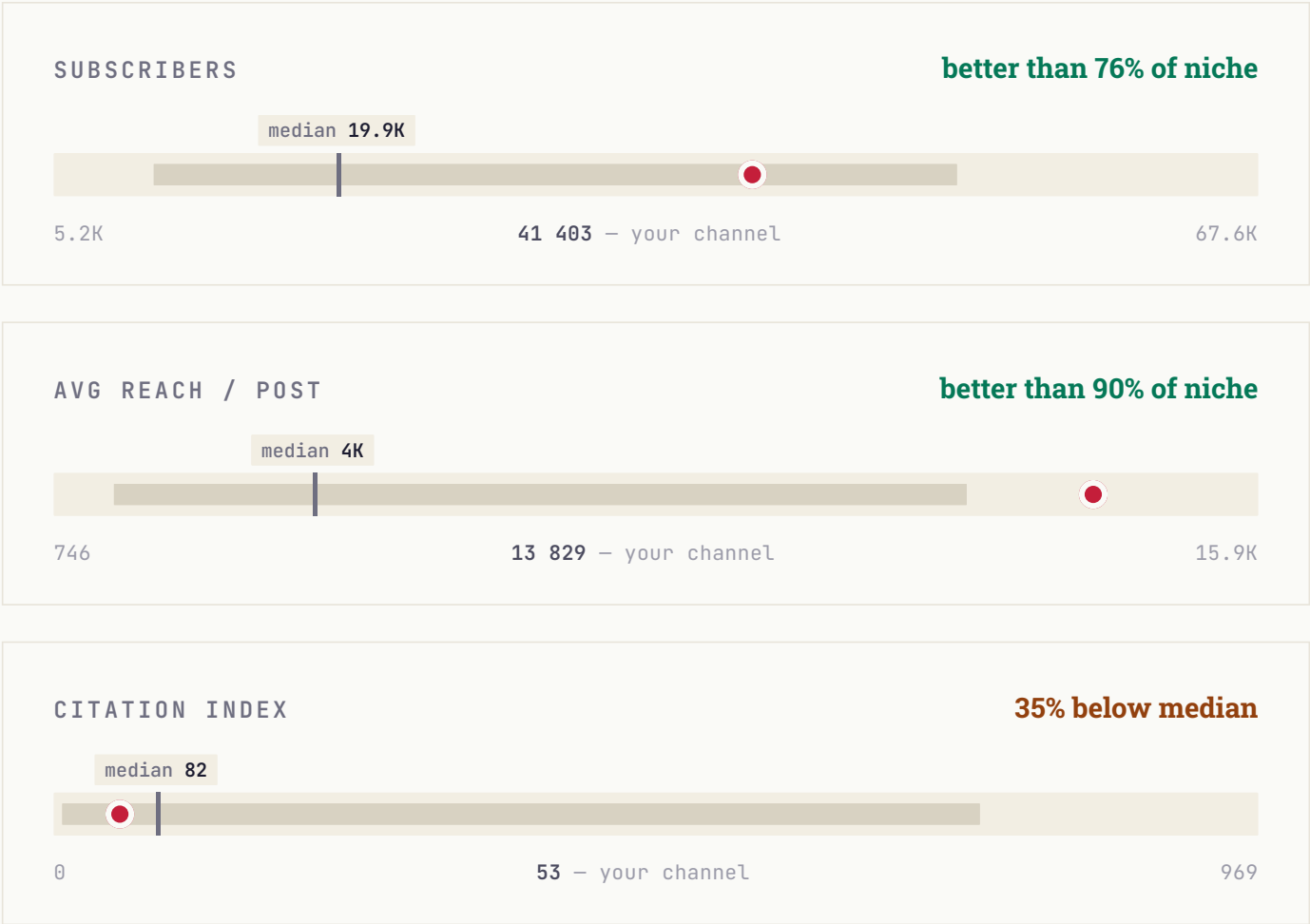
Where the channel stands in its league

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

#19/100

RANK IN NICHE

Channel in top 19% – strong position



— 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

Top post of the week — on Saturday

Audience is most active on this day at 21:00 MSK.

EFFECT

**Best time for
key posts**

02

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Cross-post 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01 **Launch ads in
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
