

PUBLIC REPORT PROMTPRESS

Channel audit

Goskomvoenprom



@vpkgovby

Official Telegram channel of the State Military-Industrial Committee of the Republic of Belarus

SUBSCRIBERS

9 445

+1278 per month

ERR (% SEE POSTS)

31.0%

per day 18.9%

REACH/POST

3.1K

ad reach 1.8K/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 9 445 —	SUBS REACH 32.36% avg % subs see post	VIEWS/POST 3.1K median 2.7K · 25 days	POSTS/WK 14.3 over period
7D TREND +18.3% vs previous week	REACTIONS/POST — MTPROTO only	POST LENGTH 713 chars median 994 · 25 days	POSTS ANALYZED 53 25 days
AD REACH 1.8K 24h avg	CHURN / MONTH +1278 last month	CITATION RATE 84 citation index · 248 channels mentioned all time	CHANNEL AGE 6 years 2 months created 04.04.2020

AI EDITOR SUMMARY

Channel «Goskomvoenprom» — 9 445 subs. Each post averages 3.1K people (32% of subs), good reach. Posts 14 posts per week (~2/day) — regular. For week 25–31 May reach up +18.3% to week 18–24 May — 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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **53** posts over 25 days.
- 02 Dominant format – **Photo** (38/53 posts).
- 03 Avg post length – **713** chars (median 994).
- 04 Audience peak – **Wed**, 11:00 MSK.
- 05 Strongest posts gather **5x** more views than the weakest (5.9K avg for top vs 1.3K for worst) – among 53 posts over 25 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 28.05 · 14:22 PHOTO 📌 Course for Growth: Legmash completes modernization, creates comfy conditions for staff During a working visit to Vitebsk...	VIEWS 6 658 REPOSTS 22	REACTIONS — ER 70.5%
Nº2 03.06 · 08:51 PHOTO 🔗🔗🔗 Today the House of Representatives ratified the protocol amending the treaty between Belarus and...	VIEWS 5 555 REPOSTS 39	REACTIONS — ER 58.8%
Nº3 29.05 · 14:30 PHOTO 🇷🇺🇲🇲 New Impetus for Belarus-Myanmar Partnership in Military Tech Today at the State Military-Industrial...	VIEWS 5 513 REPOSTS 21	REACTIONS — ER 58.4%

Nº4

02.06 · 11:24

PHOTO

⚡⚡⚡ PREMIERE AT BELAGRO-2026: JSC MZKT PRESENTS NEMAN-420432 SCHOOL BUS June 2–6 at Minsk venues...

VIEWS

5 300

REPOSTS

36

REACTIONS

—

ER

56.1%

Nº5

27.05 · 12:51

PHOTO

⚡ Artillery Fire Control Evolution: Upgraded Belarusian 'Lektor' by State Military-Industrial Committee🇷🇺🇷🇺 Armed Forces now equipped with...

VIEWS

4 970

REPOSTS

37

REACTIONS

—

ER

52.6%

|

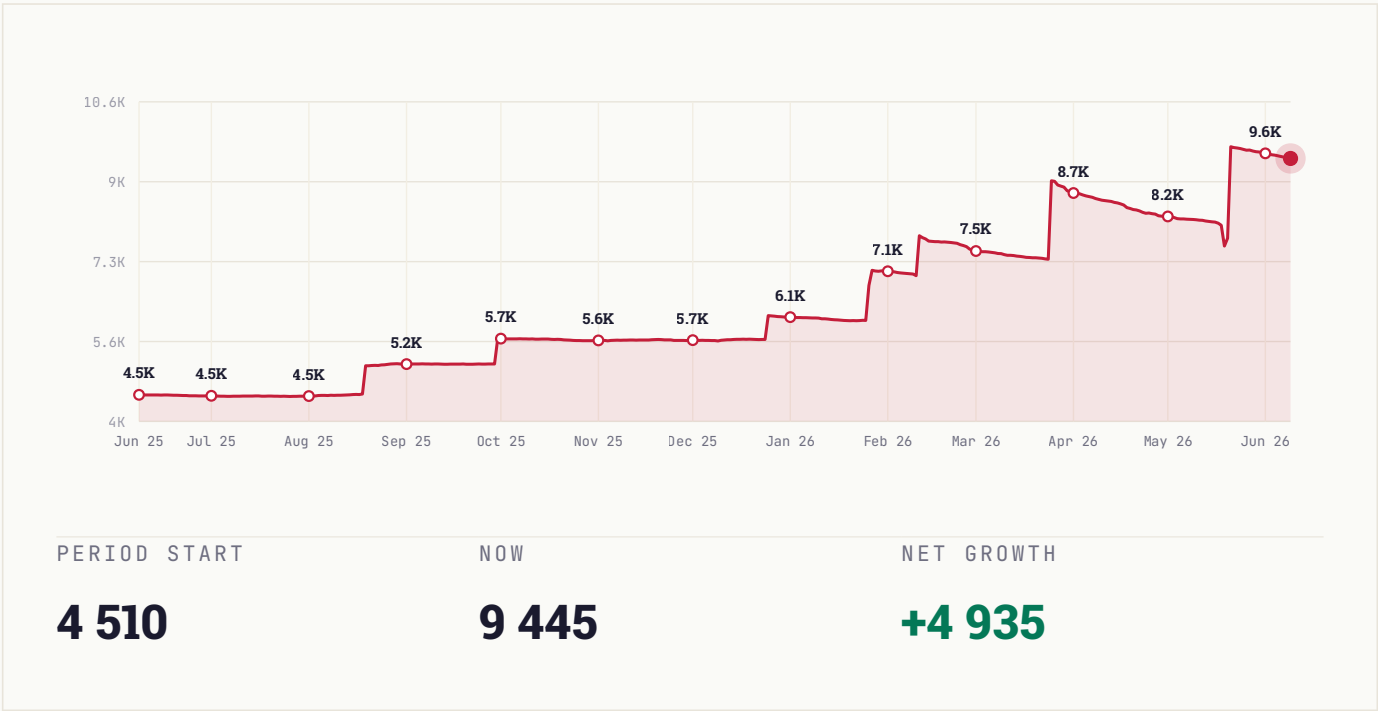
WORST 3

↓ 11.05 · 11:37 VIDEO 🇷🇺 Topics off the table & trending issues. 🇷🇺 Defense Minister on new State Program priorities.	VIEWS 1 314 REPOSTS 16	REACTIONS — ER 13.9%
↓ 11.05 · 09:51 VIDEO 🇷🇺 'They bombed and rocketed us. Did they win?' 🇷🇺Lukashenko on what weapons our Armed Forces need — given current...	VIEWS 1 305 REPOSTS 14	REACTIONS — ER 13.8%
↓ 11.05 · 09:39 PHOTO 🇷🇺Monday. Independence Palace. 🇷🇺 Meeting on state armament programs & defense orders. 🇷🇺...	VIEWS 1 228 REPOSTS 14	REACTIONS — ER 13.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

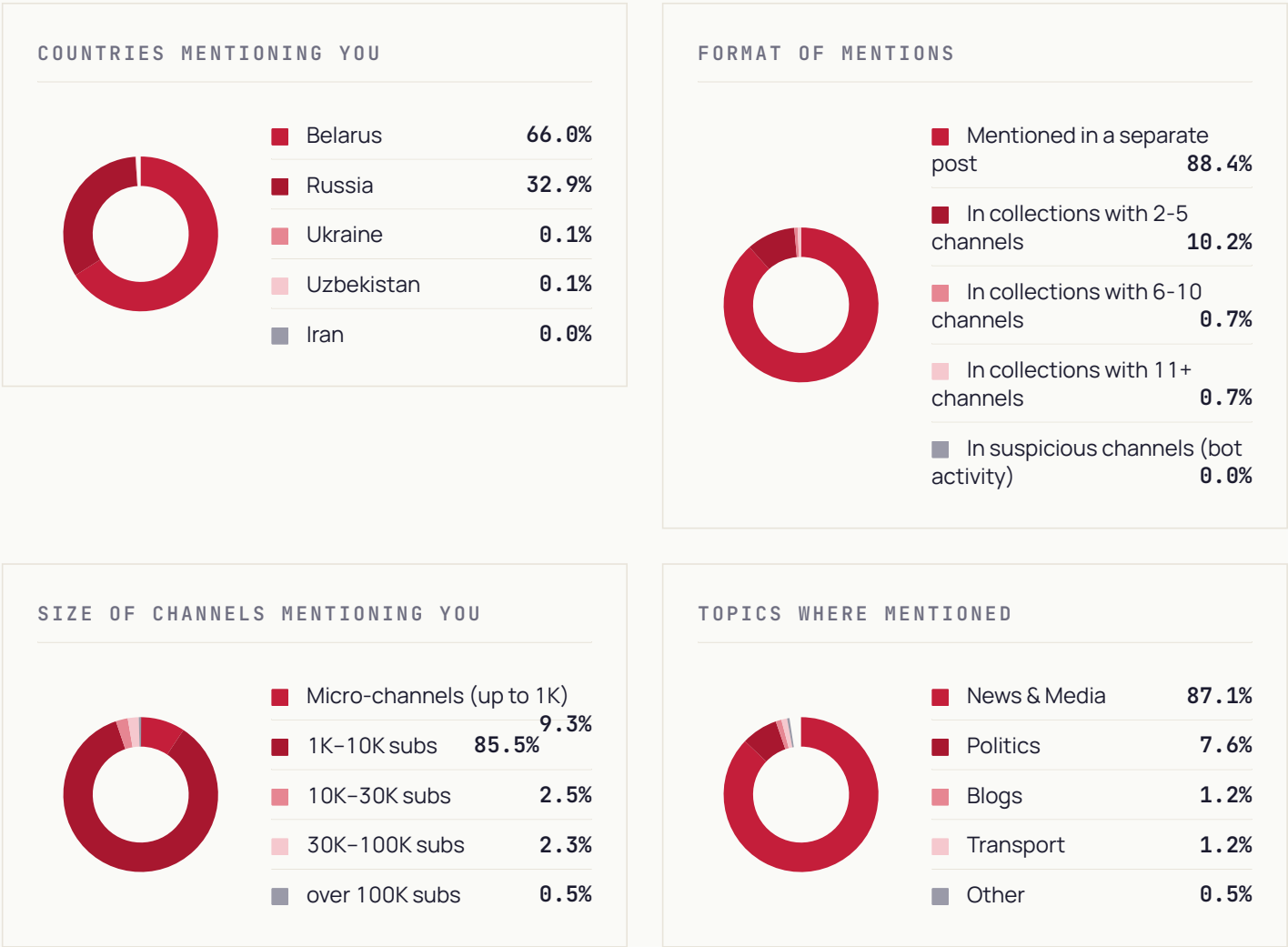
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

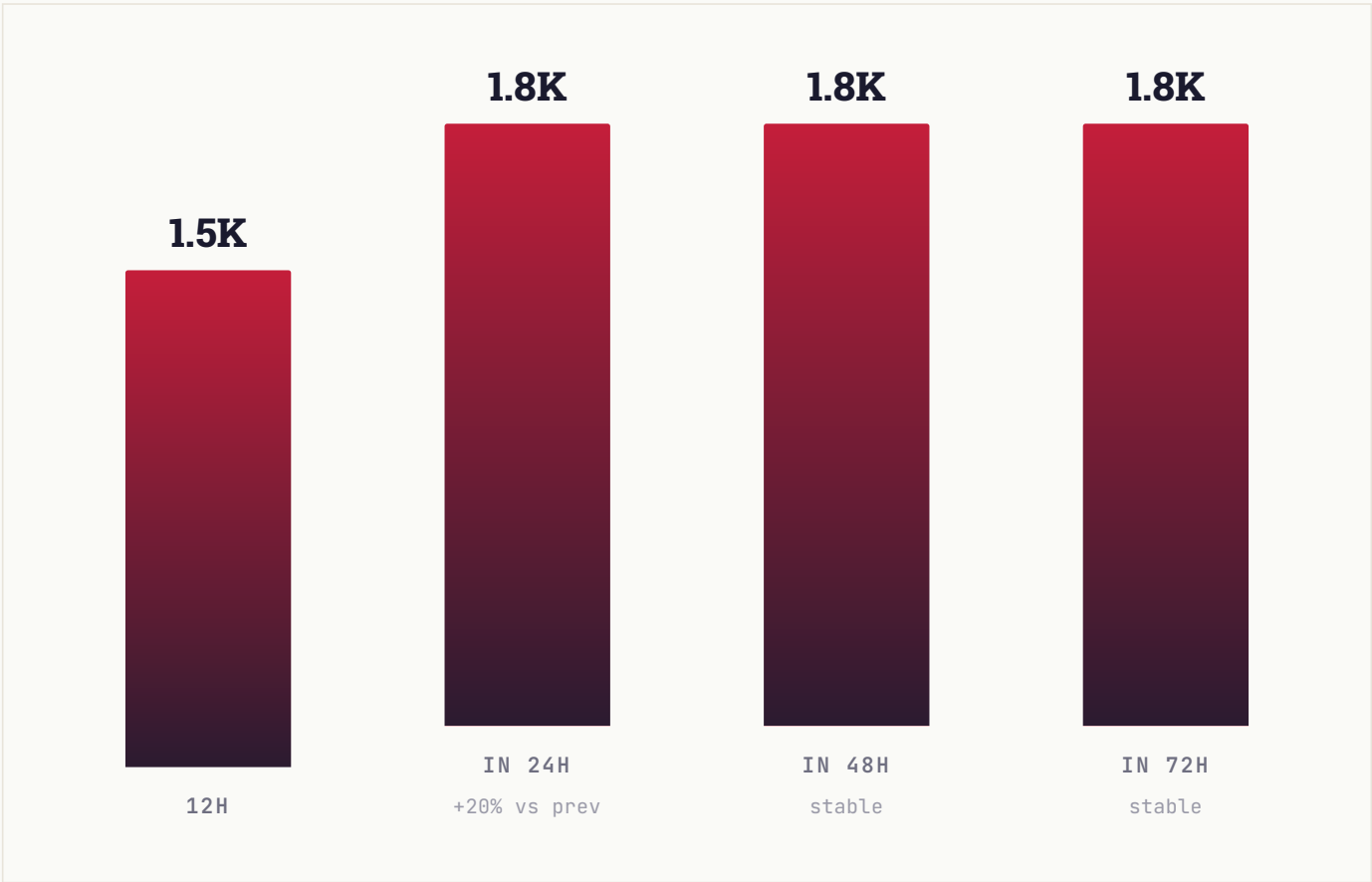
Citation index **84** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a channel with 100K subs weighs more than from 1K subs. All time channel was mentioned **248** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach 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 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 ChP Belarus What's Happening?	75K
ML Minsk Live	72.8K
PB Overheard Belarus	58.2K
BG Belarus Галоўнае	56.8K
GG Gomel. Main!	56K
GO Goskomvoenprom  YOU	9.4K

COMPARATIVE INSIGHT

Channel in bottom half of niche top-100 (#96 of 97). Niche median — 19.8K subs.
First growth KPI — reach median. Leader: NEXTA Live (764.9K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **665**, they brought **1 872** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	127	12	545
November 2025	107	14	45
October 2025	107	12	19
Sep 2025	107	13	557
August 2025	118	27	684
July 2025	99	9	22
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS	
665	6	1 872	

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

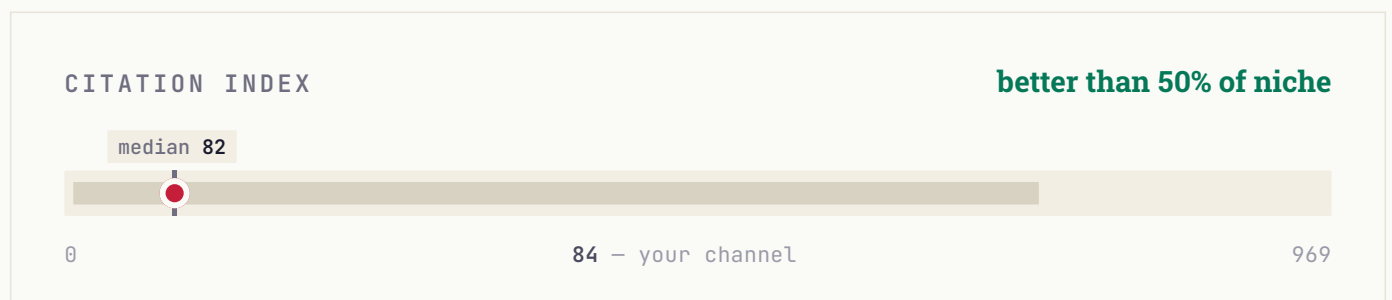
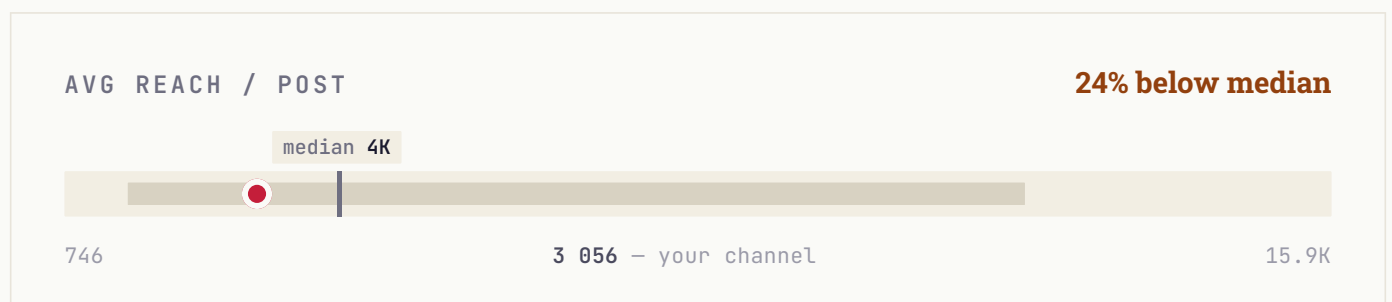
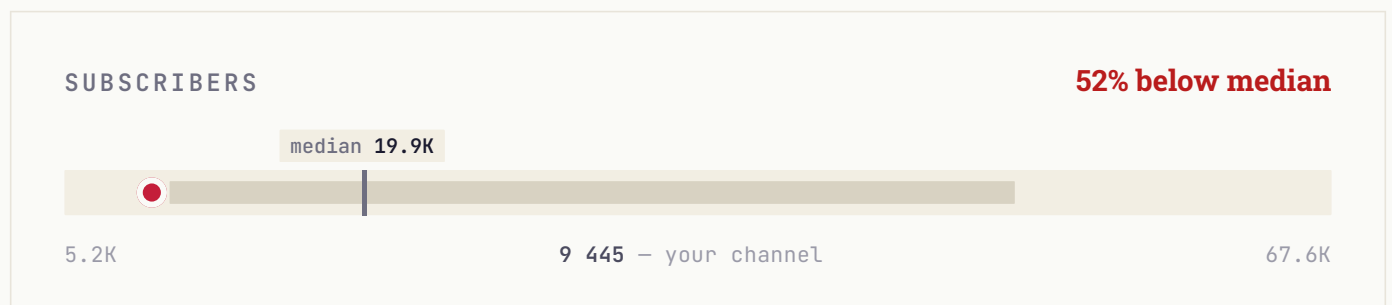
Top-100 channels in category «News & Media» (Belarus) and saw how the channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#96

/100

POSITION 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 them off and revisit this report in a month.

01

Post of the week — on Wednesday

Audience most active on this day at 11:00 MSK.

EFFECT

**Best window
for an
important post**

02

System traffic buy

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 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

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 looks at descriptions. Add 3-5 keywords from your niche — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. 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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