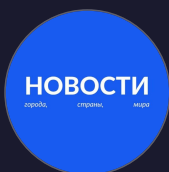


PUBLIC REPORT PROMTPRESS

Channel audit

Govorit i pokazyvaet Bobruysk



@zefirfm

✉ Feedback via chatbot: @feedback_gib_bot. 📰📰📰📰📰 Official Telegram channel of the news agency «Bobruisk Media». City news 📰 country 📰 world 📰 Our website: www.bobrlife.by

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
10 079	14.0%	1.3K
09.06.2026 ⁻³⁸ per month	in 24h ^{10.8%}	ad reach ^{1.1K} /24h
HTTPS://PROMTPRESS.COM/AUDIT/ZEFIRFM		

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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 10 079 —	SUBS REACH 12.52% avg % subs see post	VIEWS/POST 1.3K median 1.2K · 13 days	POSTS/DAY 32.2 ~226 per week
7D TREND — no data for period	REACTIONS/POST 6.4 total 2,815 reactions, 1,824 reposts, 27 comments	POST LENGTH 657 chars median 666 · 13 days	POSTS ANALYZED 442 13 days
AD REACH 1.1K 24h avg	CHURN / MONTH -38 last month	CITATION RATE 93 citation index · 409 channels mentioned ever	CHANNEL AGE 7 years 1 month created 22.04.2019

AI EDITOR SUMMARY

Channel «Govorit i pokazyvaet Bobruysk» – 10 079 subs. Each post averages 1.3K people (13% of subs), reach is low – consider expanding audience. Publishes 226 posts/week (~32/day) – very active publishing.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outsiders – to see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **442** posts in 13 days.
- 02 Dominant format – **Photo** (228/442 posts).
- 03 Avg post length – **657** chars (median 666).
- 04 Peak audience activity – **Friday**, 23:00 MSK.
- 05 Top posts get **3x** more views than the weakest (3.3K avg for top vs 950 for worst) – among 442 posts in 13 days. Worth analyzing what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 02.06 · 07:37 VIDEO 📌 What do Colombian dances, Bashkir tunes, and the drive of the folk show ballet «Alliance» have in common? The answer – «Wreath of Friendship» in Bobruisk 📌 June 25–29...	VIEWS 3 967 REPOSTS 35	REACTIONS 16 ER 39.4%
Nº2 29.05 · 20:43 PHOTO 📌 Calling to be a chemist. Fun and bright: «Shinniki» celebrated their professional holiday 📌 «Belshina» is not just a city-forming enterprise...	VIEWS 3 213 REPOSTS 16	REACTIONS 11 ER 31.9%
Nº3 29.05 · 17:51 PHOTO 📌 «Wreath of Friendship» in Bobruisk: three continents, 24 groups, and half a thousand participants 📌 From June 25 to 29, Bobruisk becomes the center for five days...	VIEWS 2 751 REPOSTS 27	REACTIONS 19 ER 27.3%

Nº4 29.05 · 17:36 VIDEO ☒ A ceremony at the Palace of Arts dedicated to the Day of Chemical Industry Workers ☒ Honored guest of the event...	VIEWS 2 425 REACTIONS 11 REPOSTS 13 ER 24.1%
Nº5 29.05 · 07:31 PHOTO ☒ Working visit to Bobruisk by the Prime Minister of Belarus and the Chairman of the Mogilev Regional Executive Committee ☒ Alexander Turchin and Anatoly Isachenko...	VIEWS 2 359 REACTIONS 9 REPOSTS 17 ER 23.4%

WORST 3

↓ 06.06 · 08:04 TEXT 🐱 Cat translator for iPhone made by a vibe coder — record your cat's meows, and it explains what your fluffy friend wants: wants...	VIEWS 958 REACTIONS 5 REPOSTS 3 ER 9.5%
↓ 01.06 · 16:44 TEXT ☒ What changes in Belarus from June 1: graduations. After final exams, the last school event will take place. In...	VIEWS 951 REACTIONS 2 REPOSTS — ER 9.4%
↓ 05.06 · 15:22 VIDEO 📝 President signed a decree to help local businesses renew their fleets at a profit The benefit will be valid for...	VIEWS 942 REACTIONS 6 REPOSTS 1 ER 9.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

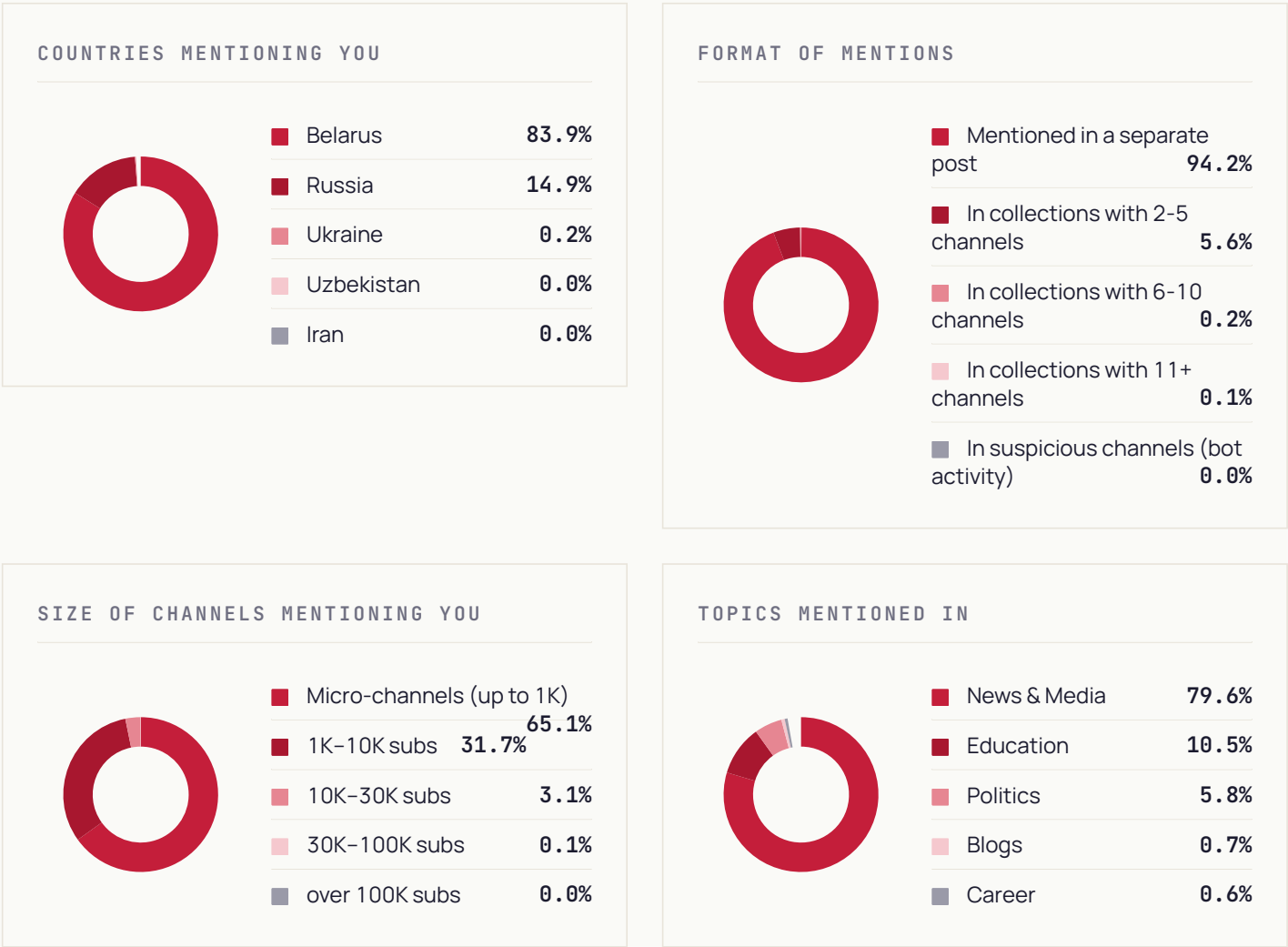
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

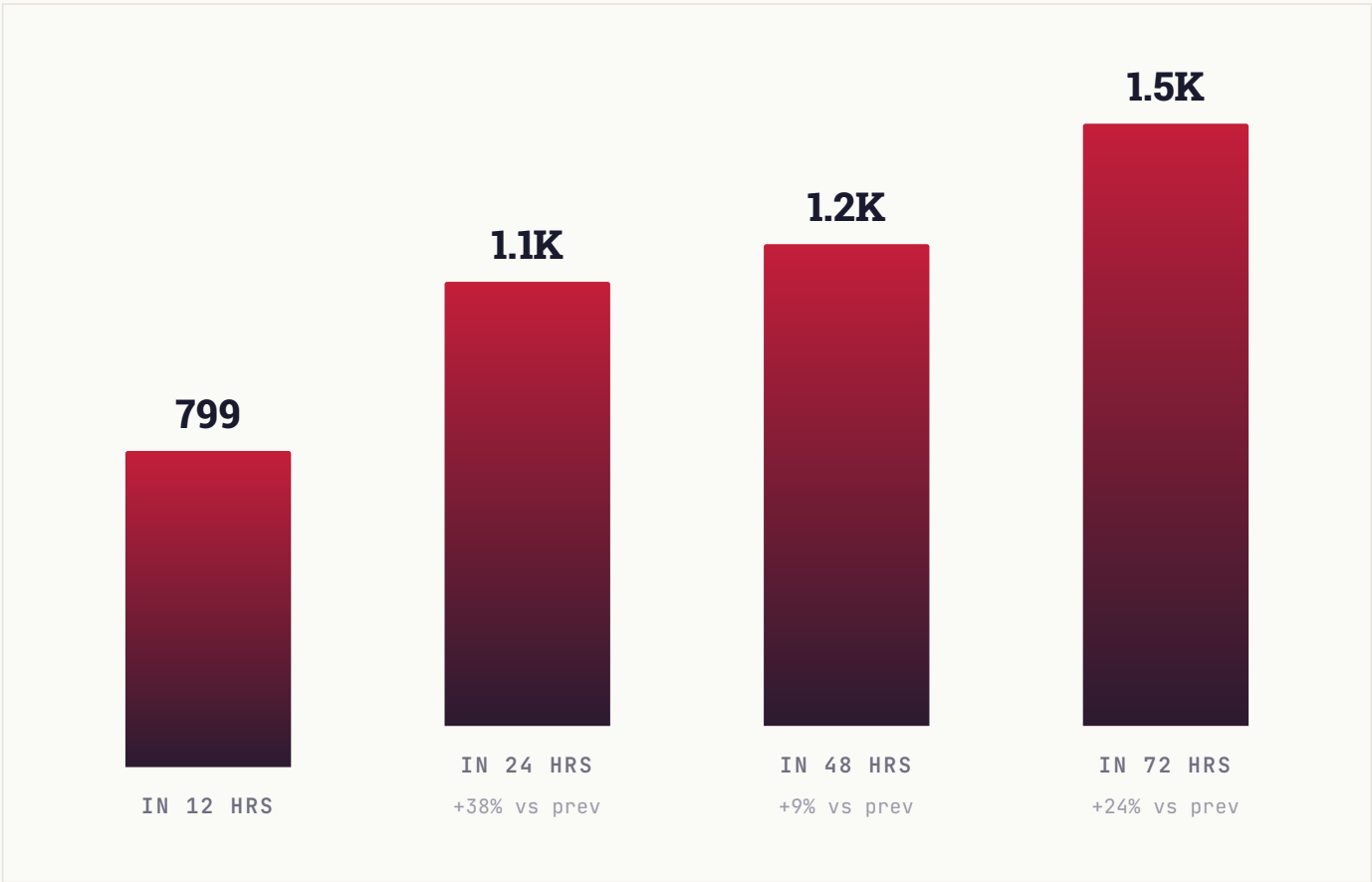
Citation index **93** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a channel with 100K subs weighs more than from 1K subs. All time channel was mentioned **409** different channels.



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
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 Galounae	56.8K
GG Gomel. Main!	56K
GI Govorit i pokazyvaet Bobruysk YOU	10.1K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#92 of 97). Niche median — 19.8K subs. First growth KPI — reach the 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 your channel. Over the last **6 months** such mentions were **3 278**, they brought **2 811** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	475	39	19
Nov 2025	483	34	87
Oct 2025	684	41	0
Sep 2025	593	44	1 306
August 2025	531	47	1 123
July 2025	512	53	276
TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS	
3 278	6	2 811	

— SECTION 08 • NICHE COMPARISON

Where channel ranks in its league

Took top-100 channels in «News & Media» (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.

#92 /100

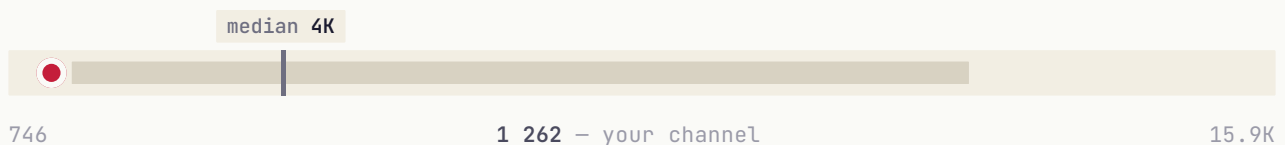
POSITION IN NICHE

Channel in the bottom half of the ranking

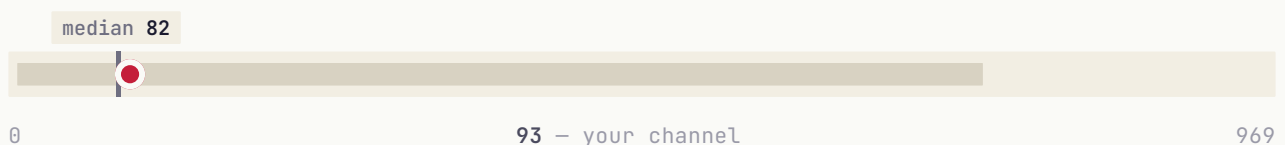
SUBSCRIBERS

49% below median

AVG REACH / POST

68% below median

CITATION INDEX

better than 50% of niche

— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Can be checked off and revisited in a month.

01

Top post of the week — on Friday

Audience is most active on this day at 23:00 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). 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 is an 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 niche keywords — it's a source of 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 through us & 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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