

PUBLIC REPORT PROMTPRESS

Channel audit

Zerkalo | News



@zerkalo_io

This is Zerkalo, a project by part of the former TUT.BY team. We publish the most important news. Website: zerkalo.io Contact editor: @zerkalo_editor Politics channel: @vybory_smotri Support the editorial team:...

SUBSCRIBERS

108 537

-1935 per month

ERR (% SEE POSTS)

39.0%

daily 39.1%

REACH/POST

39.1K

ad reach 42.5K/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 108 537 —	 SUBS REACH 35.98% avg % subs see post	 VIEWS/POST 39.1K median 39.8K · 10 days	 POSTS/DAY 83.5 ~584 per week
 7D TREND — no data for period	 REACTIONS/POST 182.6 156,512 reactions, 14,024 reposts, 0 comments	 POST LENGTH 308 chars median 278 · 10 days	 POSTS ANALYZED 857 10 days
 AD REACH 42.5K 24h avg	 CHURN / MONTH -1935 last month	 CITATION RATE 1 333 citation index · 2,956 channels mentioned ever	 CHANNEL AGE 9 years 8 months created 09.09.2016

AI EDITOR SUMMARY

Channel «Zerkalo | News» — 108 537 subs. Each post avg views 39.1K people (36% of subs), good reach. Publishes 584 posts/week (~83/day) — very active.

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 **857** posts in 10 days.
- 02 Dominant format – **Photo** (823/857 posts).
- 03 Avg post length – **308** chars (median 278).
- 04 Peak audience activity – **Saturday**, 22:00 MSK.
- 05 Top posts get **1x** more views than weakest (48.9K avg top vs 33.9K worst) – across 857 posts in 10 days. Find common traits: topic, format, timing.

TOP 5 POSTS

Nº1 30.05 · 19:44 PHOTO A Belarusian with IT experience complained he can't find any job. Turns out he's not alone. "Even rejected for a janitor position, in...	VIEWS 49 017 REP. 103	REACTIONS 271 ER 45.2%
Nº2 30.05 · 19:26 PHOTO Drama in penalty shootout. Paris Saint-Germain wins Champions League again, beating Arsenal For the first time since 2016, the trophy was decided in...	VIEWS 49 000 REP. 12	REACTIONS 179 ER 45.1%
Nº3 29.05 · 20:30 PHOTO Minsk man with two knives attacked his son in the bathroom while he was washing socks. Three blows to the back, seven to other body parts, a cut on the throat...	VIEWS 48 573 REP. 35	REACTIONS 387 ER 44.8%

Nº4 29.05 · 20:08 PHOTO Near Grodno, a railway branch that once led to Druskininkai is being dismantled. On the Lithuanian side, the tracks were removed two decades...	VIEWS 48 485 REP. 20	REACTIONS 338 ER 44.7%
Nº5 30.05 · 19:08 PHOTO Tikhanovskaya's advisor Denis Kuchinsky told Zerkalo whether Europe's position on Minsk is changing. "Today there is no..."	VIEWS 48 470 REP. 6	REACTIONS 174 ER 44.7%

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WORST 3

↓ 05.06 · 12:58 PHOTO Near Minsk, several land plots are put up for auction at 'golden'...	VIEWS 34 019 REP. 1	REACTIONS 76 ER 31.3%
↓ 05.06 · 12:57 PHOTO Russia prepares for an offensive on the Baltics? Novaya Gazeta Europe discussed with experts possible...	VIEWS 33 986 REP. 35	REACTIONS 239 ER 31.3%
↓ 05.06 · 12:55 PHOTO Minsk animal shelter commented on reports of mass dog surrenders before the introduction of...	VIEWS 33 701 REP. 14	REACTIONS 117 ER 31.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

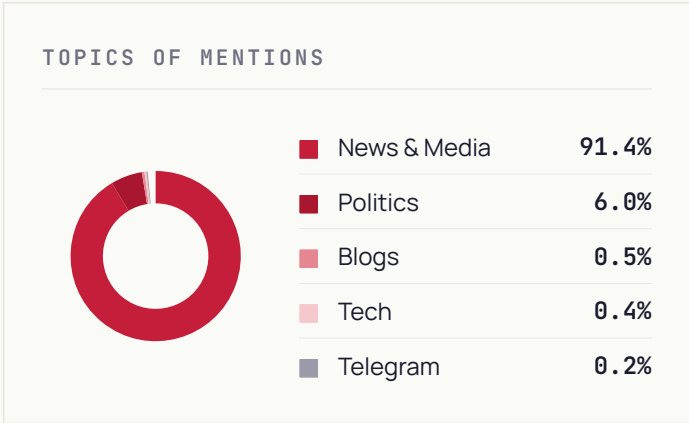
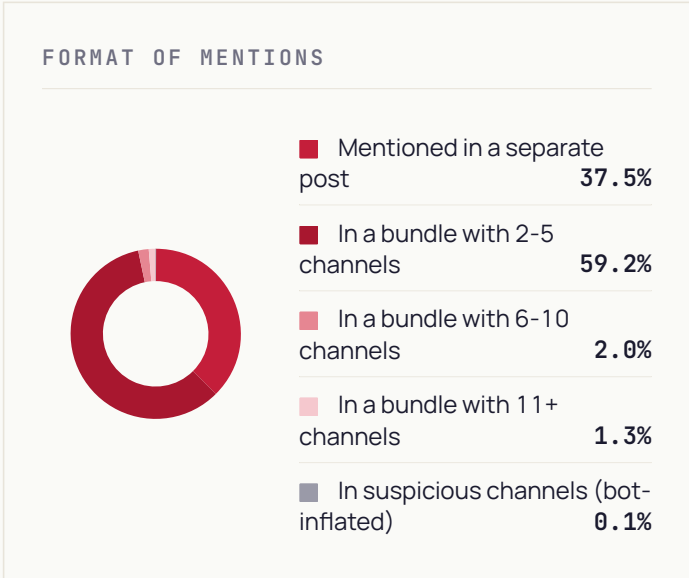
Yearly subscriber growth chart. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

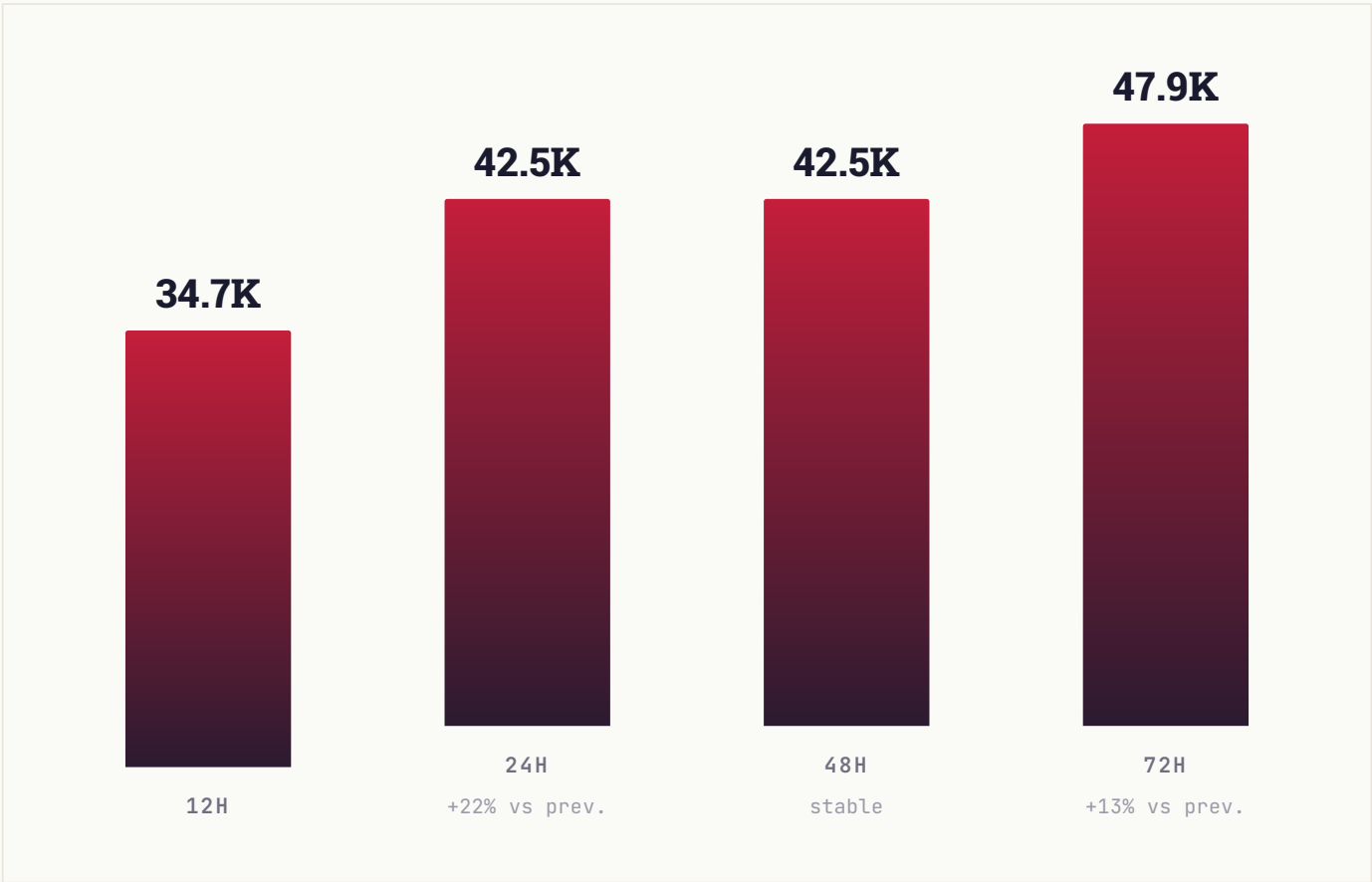
Citation index **1 333** — channel popularity score based on mentions. Considers not just count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time channel was mentioned **2 956** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
NL NEXTA Live	764.9K
MG Minsk. Main!	216.4K
ON Onliner	148.4K
ZI Zerkalo News YOU	108.5K
BE BELTA	80.5K
B&W Emergency Belarus What's Happening?	75K
ML Minsk Live	72.8K
PB Overheard Belarus	58.2K
BG Belarus Glavnoe	56.8K
YY Gomel. Main!	56K
BE BelNovosti	51.6K

COMPARATIVE CONCLUSION

Channel in niche top-10 (#4 of 97). Strong position. Niche leader — NEXTA Live (764.9K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions: **583**, they brought **2 575** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	173	79	1 265	
November 2025	56	16	0	
October 2025	69	27	35	
September 2025	101	46	1 151	
August 2025	88	24	79	
July 2025	96	37	45	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
583	6	2 575

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "News & Media» (Belarus) and compared your channel. 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 the bottom half of the ranking

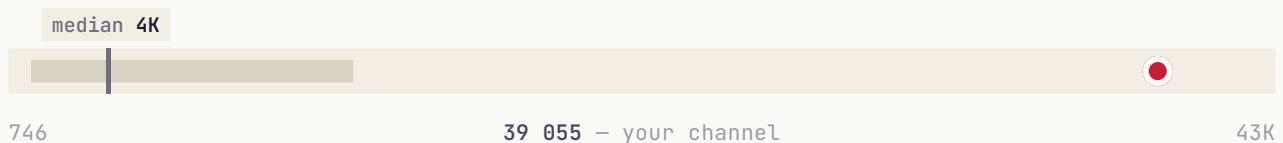
SUBSCRIBERS

top 10% of niche



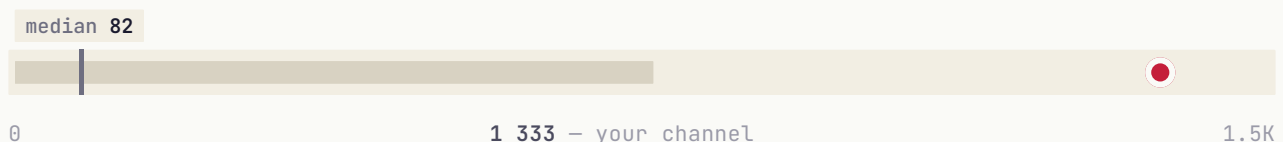
AVG REACH / POST

top 10% of niche



CITATION INDEX

top 10% of niche



— SECTION 09 · STRATEGY

What to do right now

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

01**Main post of the week — on Saturday**

Audience most active on this day and at 22:00 MSK.

EFFECT

**Best window
for an
important post****02****Increase share of video posts**

Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25% share.

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 the niche.

EFFECT

**+1000-3000
subs****04****Test polls and interactive formats**

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

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Exchange posts with channels in the same segment 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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