

PROMTPRESS PUBLIC REPORT

Channel audit

Belarus Lives!



@zhivetzhebелarus

Belarus news Telegram channel. CHAT: @ZhivetZheBelarus_chat
 VK: <https://vk.com/club224669191> OK: <https://ok.ru/group/70000001> TikTok: <https://www.tiktok.com/@zhivetzhebелarus>
 Instagram:...

SUBSCRIBERS

13 412

-1699 per month

ERR (% SEE POSTS)

24.0%

in 24h **19.3%**

REACH/POST

3.3K

ad reach **2.6K**/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your rank

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «News & Media» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 13 412 —	 SUBSCRIBER REACH 24.39% avg % subs see post	 VIEWS/POST 3.3K median 2.6K · 29 days	 POSTS/DAY 12.6 ~88 per week
 7D TREND -36.4% vs previous week	 REACTIONS/POST 50.9 total 19,283 reactions, 1,209 reposts, 312 comments	 POST LENGTH 542 chars median 515 · 29 days	 POSTS ANALYZED 379 29 days
 AD REACH 2.6K 24h avg	 CHURN / MONTH -1699 last month	 CITATION RATE 482 citation index · 1,375 channels mentioned all time	 CHANNEL AGE 5 years 9 months created 17.08.2020

AI EDITOR SUMMARY

Channel «Belarus Lives!» — 13 412 subs. Each post averages 3.3K people (24% of subs), average reach — room to grow. Publishes 88 posts per week (~13/day) — very active. Week 25–31 May reach dropped -36.4% by week 18–24 May — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **379** posts over 29 days.
- 02 Dominant format – **Photo** (251/379 posts).
- 03 Avg post length – **542** chars (median 515).
- 04 Peak audience activity – **Tuesday**, 12:00 MSK.
- 05 Top posts get **159x** more views than the weakest (51.5K avg for top vs 324 for worst) – among 379 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 19.05 · 05:05 PHOTO ✂Lithuania calls on NATO to attack Kaliningrad. This was stated by the country's Foreign Minister Kęstutis Budrys ✂He proposed to seize...	VIEWS 75 427 REP. 35	REACTIONS 67 ER 562.4%
Nº2 11.05 · 15:10 PHOTO ✂✂ Despite external pressure, Alexander Lukashenko maintains the tradition of celebrating Victory Day in two capitals ■Despite harsh...	VIEWS 52 696 REP. 8	REACTIONS 83 ER 392.9%
Nº3 19.05 · 10:30 PHOTO ➔Belavia resumes flights to Murmansk on May 28 ✂Flights will operate on Thursdays: ✂Departure from Minsk – 14:40, arrival in Murmansk...	VIEWS 26 350 REP. 2	REACTIONS 60 ER 196.5%

Nº4 19.05 · 09:18 PHOTO ☒☒Ukraine is rapidly falling into a demographic pit. Birth rate is one of the lowest in the world ☒The fertility rate is now...	VIEWS 23 304 REACTIONS 66 REP. 2 ER 173.8%
Nº5 01.06 · 10:29 PHOTO ⚔EAEU treaty with Armenia may be suspended Leaders of four countries – Belarus (Lukashenko), Kazakhstan (Tokayev)...	VIEWS 22 122 REACTIONS 50 REP. 6 ER 164.9%

|

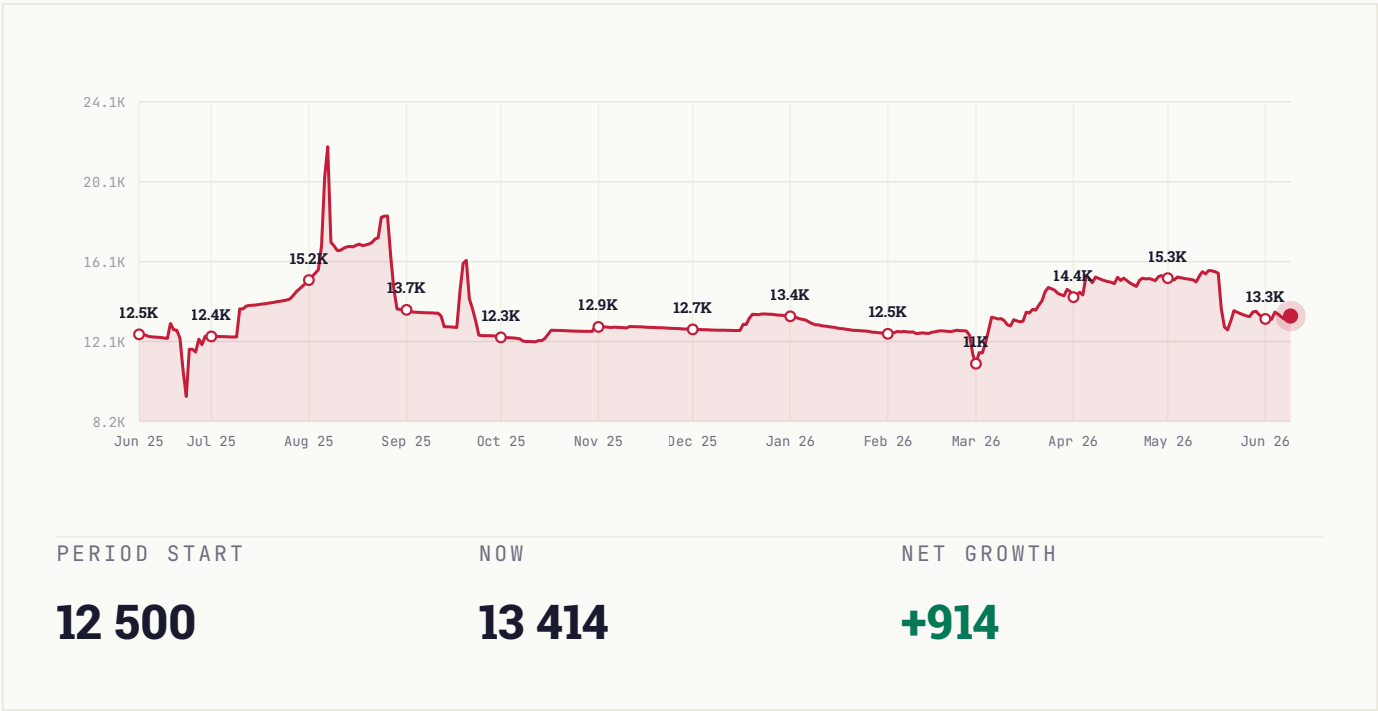
WORST 3

↓ 30.05 · 19:04 VIDEO ↯Good night, dear subs! Sweet dreams, see you tomorrow! ♥☒☒♥ @ZhivetZheBelarus	VIEWS 419 REACTIONS 52 REP. 3 ER 3.1%
↓ 30.05 · 16:29 PHOTO ↯ Alexander Lukashenko congratulated Archbishop Gury of Novogrudok and Slonim on his 70th birthday. ☒☒ In his greeting, the Head of State noted...	VIEWS 280 REACTIONS 52 REP. 1 ER 2.1%
↓ 30.05 · 18:20 PHOTO ↯Quote of the day, for our dear subs! @ZhivetZheBelarus	VIEWS 274 REACTIONS 50 REP. 3 ER 2.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

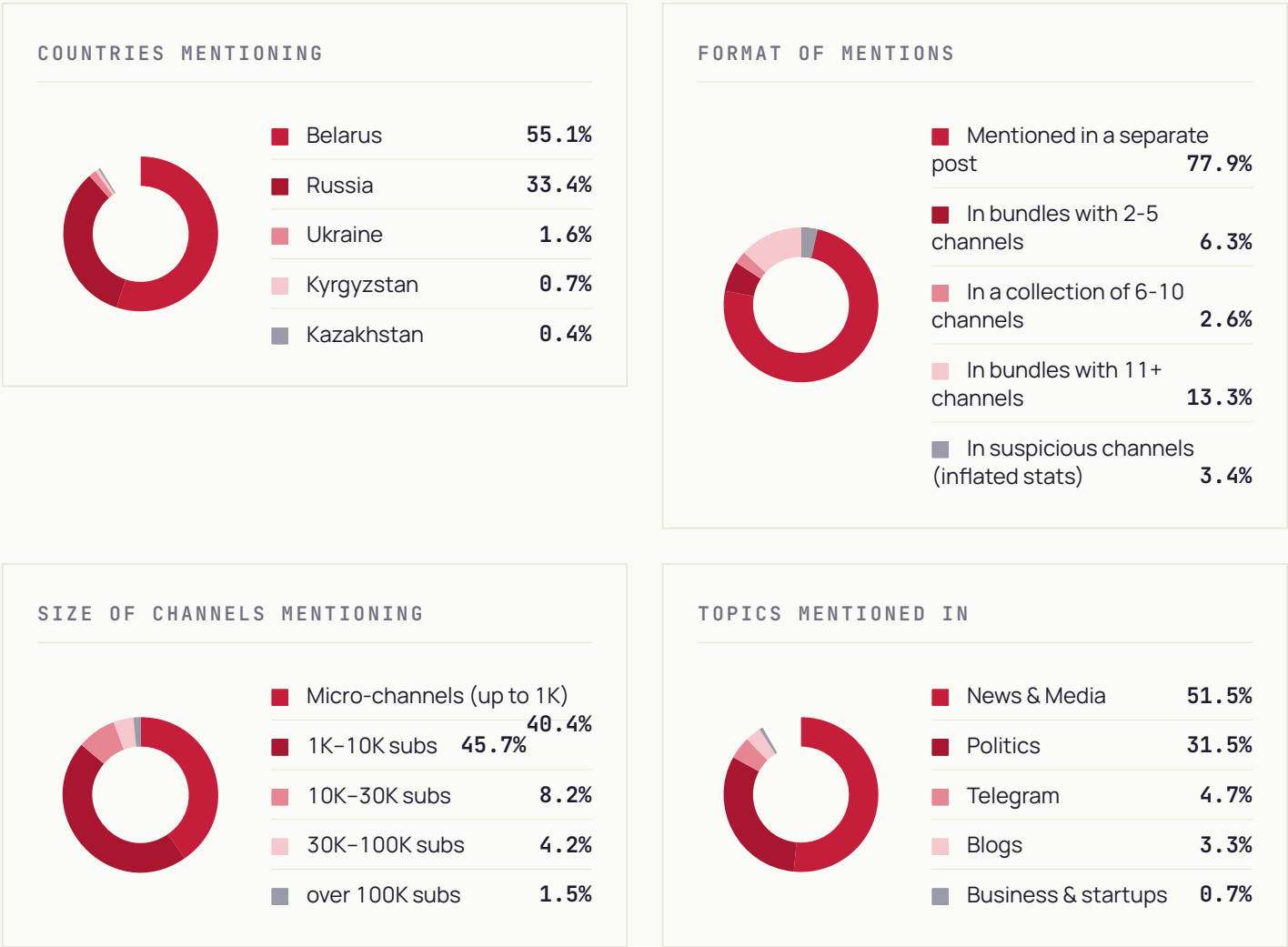
Subscriber growth chart for the year. Key months show exact sub count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

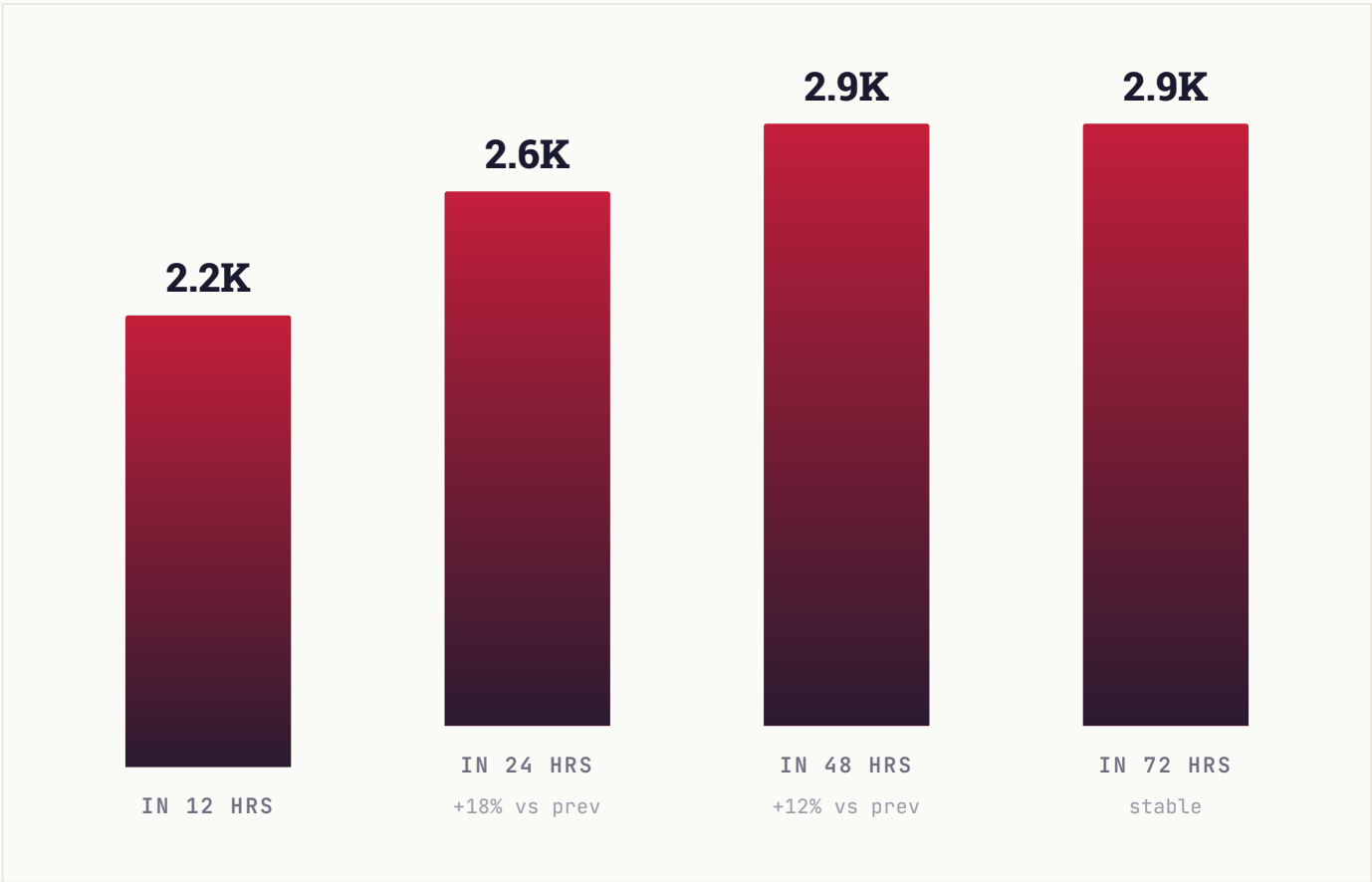
Citation index **482** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **1 375** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is 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 Belarus Emergency What's Happening?	75K
ML Minsk Live	72.8K
PB Overheard Belarus	58.2K
BG Belarus Галоўнае	56.8K
GG Gomel. Main!	56K
LJ Belarus Lives! YOU	13.4K

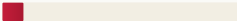
COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#76 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 yours. Over the last **6 months** such mentions were **2 057**, they brought **16 388** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	459	52	861 
November 2025	429	88	80 
October 2025	243	45	807 
September 2025	308	97	3 342 
August 2025	300	53	8 610 
July 2025	318	69	2 688 

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
2 057	6	16 388

SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

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

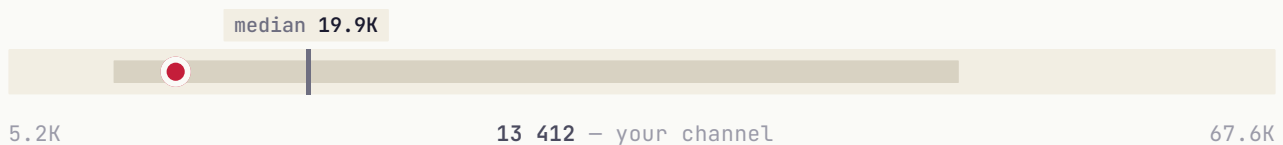
#76 /100

POSITION IN NICHE

Channel in the bottom half of the ranking

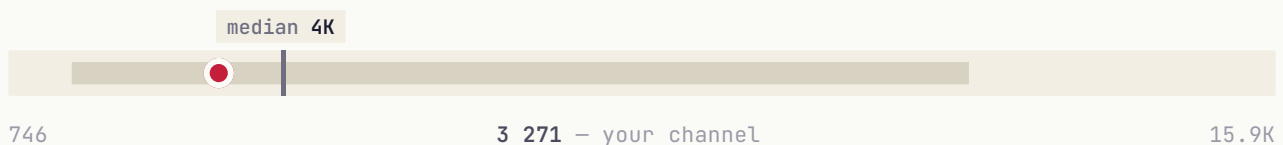
SUBSCRIBERS

32% below median



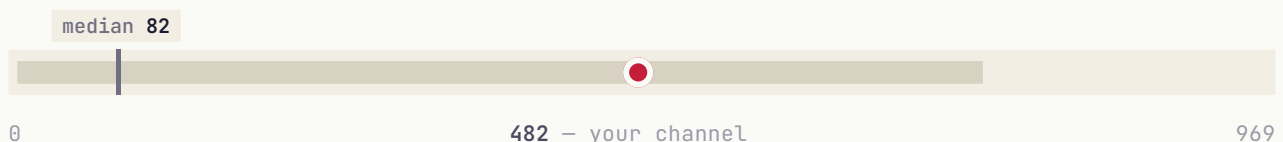
AVG REACH / POST

18% below median



CITATION INDEX

better than 74% of niche



— 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 Tuesday

Audience is most active on this day at 12:00 MSK.

EFFECT

**Best window
for an
important post**

02

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts 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 is what we can do in minutes from public data. Want to go further? Run ads with us and hit your growth plan in a month.

01

**Launch ads on
Telegram**

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

02

Contact manager

t.me/PromptPress_manager