

— PROMTPRESS PUBLIC REPORT

Channel audit

KFC Belarus



@kfcbeLarus

KFC – legendary chicken dishes from Colonel Sanders' recipes 🍗
Dare to try new hit menu 🍗

SUBS

2 236

8 posts 20 days

ENGAGEMENT

64.21%

+613% vs niche norm
(9.0%)

REACH/POST

1.4K

ad reach 0/24h

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Rank in «Food» category












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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.

<p> SUBS</p> <p>2 236</p> <p>—</p>	<p> ENGAGEMENT</p> <p>64.21%</p> <p>+613% vs norm</p>	<p> VIEWS/POST</p> <p>1.4K</p> <p>median 1.4K · 20 days</p>	<p> POSTS/WK</p> <p>2.8</p> <p>over period</p>
<p> 7D TREND</p> <p>-16.4%</p> <p>vs previous week</p>	<p> REACTIONS/POST</p> <p>13.1</p> <p>only 105 reactions, 87 reposts, 49 comments</p>	<p> POST LENGTH</p> <p>279 chars</p> <p>median 224 · 20 days</p>	<p> POSTS ANALYZED</p> <p>8</p> <p>20 days</p>
<p> AD REACH</p> <p>0</p> <p>24h avg</p>	<p> CITATION RATE</p> <p>1</p> <p>citation index · 2 channels mentioned ever</p>	<p> CHANNEL AGE</p> <p>2 years 9 months</p> <p>created 05.09.2023</p>	

| AI EDITOR SUMMARY

Channel «KFC Belarus» – 2 236 subs. Each post averages 1.4K people (64% of subs), that's 7.1x higher niche norm (9.0%) – excellent rate. Publishes 3 posts per week (~0 per day) – rare posts. For week 25–31 May reach dropped -16.4% to week 18–24 May – worth analyzing reasons.

— SECTION 02 · CONTENT ANALYSIS

What works best

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

| WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **8** posts over 20 days.
- 02 Dominant format — **Photo** (8/8 posts).
- 03 Avg post length — **279** chars (median 224).
- 04 Peak audience activity — **Friday, 08:00** MSK.
- 05 Top posts get **2x** more views than the weakest (1.8K avg for top vs 1.1K for worst) — among 8 posts in 20 days. Worth analyzing what top posts have in common: topic, format, time.

| TOP 5 POSTS

<p>Nº1 08.05 · 05:38 PHOTO</p> <p>Favorite dishes — no waiting! Out and about or just don't want to wait? Order pickup and we'll start...</p>	<table border="1"> <thead> <tr> <th>VIEWS</th> <th>REACTIONS</th> </tr> </thead> <tbody> <tr> <td>2 196</td> <td>7</td> </tr> <tr> <th>REPOSTS</th> <th>ER</th> </tr> <tr> <td>1</td> <td>98.2%</td> </tr> </tbody> </table>	VIEWS	REACTIONS	2 196	7	REPOSTS	ER	1	98.2%
VIEWS	REACTIONS								
2 196	7								
REPOSTS	ER								
1	98.2%								
<p>Nº2 21.05 · 10:32 PHOTO</p> <p>Careful with this post! If you read to the end, do what the kitty asks 🐱</p>	<table border="1"> <thead> <tr> <th>VIEWS</th> <th>REACTIONS</th> </tr> </thead> <tbody> <tr> <td>1 639</td> <td>14</td> </tr> <tr> <th>REPOSTS</th> <th>ER</th> </tr> <tr> <td>17</td> <td>73.3%</td> </tr> </tbody> </table>	VIEWS	REACTIONS	1 639	14	REPOSTS	ER	17	73.3%
VIEWS	REACTIONS								
1 639	14								
REPOSTS	ER								
17	73.3%								
<p>Nº3 26.05 · 08:38 PHOTO</p> <p>This will be a hit! 🍷 Try the new KFC meal line by Mayb Baby — bold, tasty, with attitude! 🍷 You'll get: Hit Burger: bun with...</p>	<table border="1"> <thead> <tr> <th>VIEWS</th> <th>REACTIONS</th> </tr> </thead> <tbody> <tr> <td>1 490</td> <td>21</td> </tr> <tr> <th>REPOSTS</th> <th>ER</th> </tr> <tr> <td>32</td> <td>66.6%</td> </tr> </tbody> </table>	VIEWS	REACTIONS	1 490	21	REPOSTS	ER	32	66.6%
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1 490	21								
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<p>Nº4 22.05 · 11:29 PHOTO</p> <p>If you see this post, it's a sign! Order the tastiest KFC chicken today 📸</p>	<p>VIEWS 1 458</p> <p>REPOSTS 5</p>	<p>REACTIONS 14</p> <p>ER 65.2%</p>
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<p>Nº5 23.05 · 06:39 PHOTO</p> <p>We can't hide it anymore... Something new is cooking at KFC – and it's going to be a hit! Want to know first? 📸 Follow the news in...</p>	<p>VIEWS 1 295</p> <p>REPOSTS 11</p>	<p>REACTIONS 17</p> <p>ER 57.9%</p>
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WORST 3

<p>↓ 28.05 · 12:20 PHOTO</p> <p>A decision you won't regret 😊</p>	<p>VIEWS 1 206</p> <p>REPOSTS 1</p>	<p>REACTIONS 14</p> <p>ER 53.9%</p>
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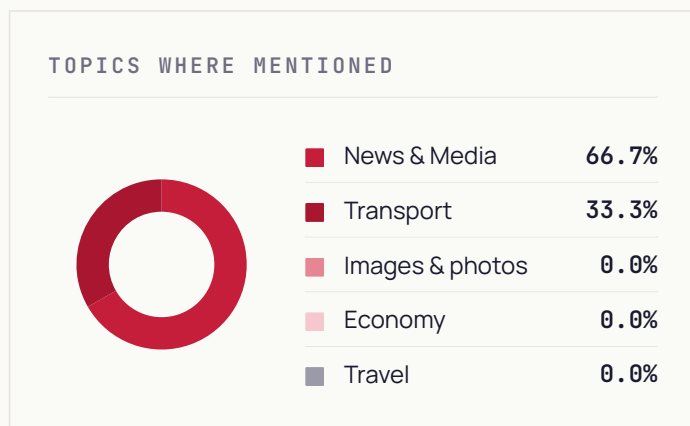
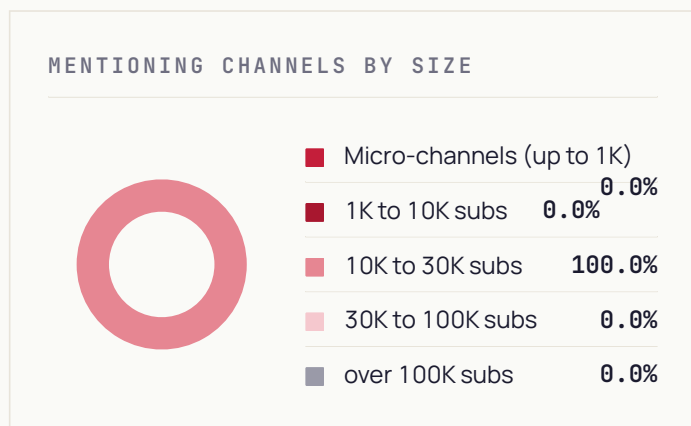
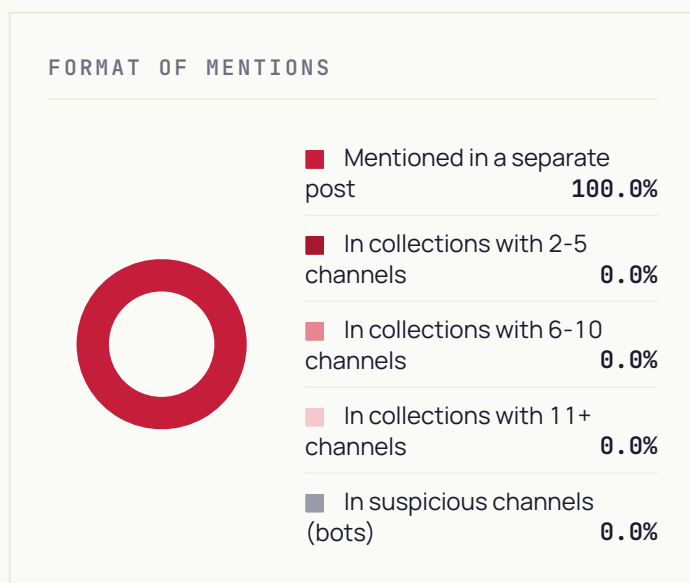
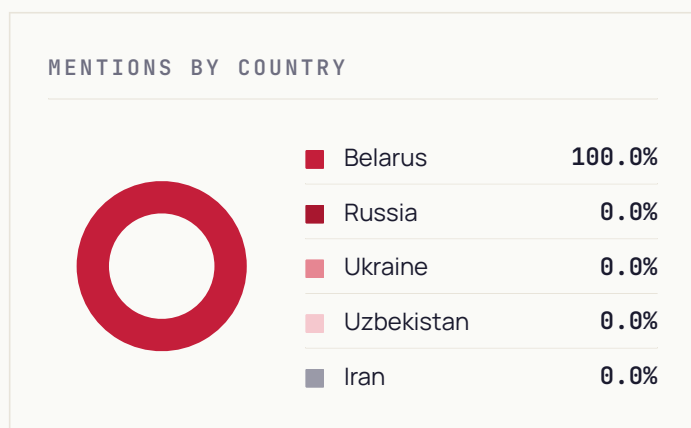
<p>↓ 26.05 · 07:30 PHOTO</p> <p>Ai-tister + 📸 = fire combo! Create your equation for max pleasure with promo code «5558» 📸 Enjoy juicy...</p>	<p>VIEWS 1 139</p> <p>REPOSTS 16</p>	<p>REACTIONS 7</p> <p>ER 50.9%</p>
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<p>↓ 26.05 · 06:09 PHOTO</p> <p>Summer close? Time to chill! 📸 Catch summer vibes with refreshing KFC lemonades for just 4.7 BYN: 📸 tropical pineapple 📸...</p>	<p>VIEWS 1 063</p> <p>REPOSTS 4</p>	<p>REACTIONS 11</p> <p>ER 47.5%</p>
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— SECTION 03 · MENTIONS

Who mentions the channel and how

Citation index 1 – 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 a 1K subs channel. All-time channel mentions 2 different channels.



— SECTION 04 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBS
KR Cooking Recipes Salads 🇷🇺	994.1K
FR Pyaterochka	734.8K
🇲🇲 Mom's Recipes 😊	686.7K
TH Simple Recipes	589.9K
A Air fryer Recipes	587.9K
KR Recipe book	563K
CN Kitchen inside out	533.3K
CI CHIZHIK	493.9K
VI Tasty & cheap 🇰🇷	493.1K
RN Everyday Recipes	465.2K
KB KFC Belarus YOU	2.2K

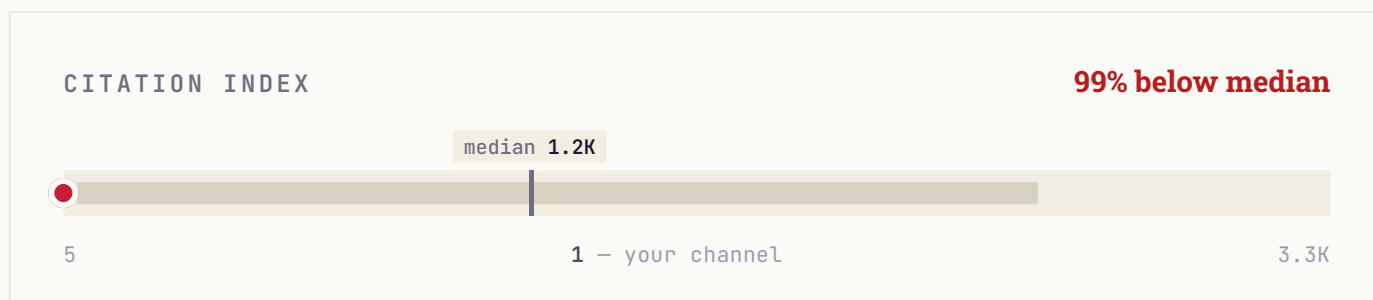
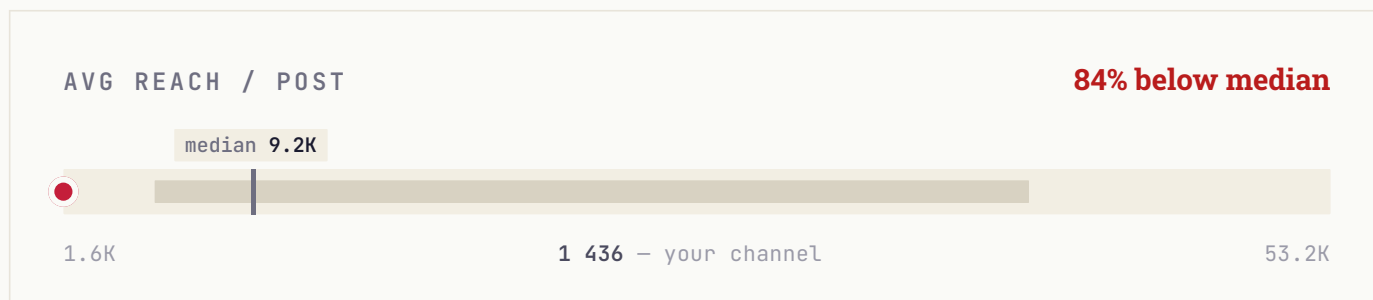
| COMPARATIVE CONCLUSION

Channel not yet outside top 94 of niche — early growth stage. Niche leader — **Cooking Recipes Salads** 🇷🇺 (994.1K), top-94 median: 216.3K. First goal — enter top-94 through systematic traffic and content work.

SECTION 05 · NICHE COMPARISON

Where channel ranks in its league

Took top-100 channels in category «Food» (Russia) and compared your channel. Gray band – range for 80% of niche channels (p10 to p90). Black vertical – median. Red dot – your channel.



— SECTION 06 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and revisit this report in a month.

01

Increase posting frequency

Currently 2.8 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

Consistency beats volume

02

Main post of the week – on Friday

Audience most active on this day at 08:00 MSK.

EFFECT

Best window for important post

03

Increase video posts share

Video in Telegram retains audience longer and is algorithm-friendly. Recommend increasing share to 15-25%.

EFFECT

Video retains audience better

04

Systematic 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

05

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 point.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by PromptPress?

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

01 **Launch Telegram ad** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
