Dear BIEN members,

I’ve been involved in social media management with BIEN since 2017 when I began contributing to the UBI Taiwan Twitter feed. I became involved with the BIEN Executive Committee in 2021 and as Interim Social Media Manager currently responsibilities for the BIEN Twitter and Facebook platforms, and the coordination of our social media volunteers.

I hold a Bachelor’s Degree in International Relations from Queen Mary, University of London, and work as a Product Marketing Manager for a large Virtual Reality hardware company. I believe that a proactive and lively approach to our social media feeds has a major role to play in promoting the concept of basic income, and a duty to help dispel and examine many of the more prominent critiques of basic income.

In my time managing the BIEN social media feeds, I have achieved ‘Verified’ status for our Twitter feed and grown our Twitter follower count from 8,000 to 16,000+ today.

I have re-organised the login procedures for the BIEN Twitter and Facebook feeds to formalize the login procedure/ access process, and have substantially improved the activity frequency of both of these platforms, with a personal target of 2 new posts on each platform every day, excluding Sundays.

In the coming year, I will look to continue growing both of these platforms and am planning the launch of the BIEN Instagram. I have recently begun working with a social media volunteer, and plan to build a rigorous social media tracking system which will enable us to more accurately assess progress over time. Another personal goal is to build a robust content scheduling system, which will ensure a steady stream of news and info even during periods when I am unable to regularly attend to the needs of our social media channels.

It has been a pleasure collaborating with everyone at BIEN over the past years, and I look forward to working with you all to help further the goals of the Basic Income movement on a permanent basis in future.