

Report on the activities of BIEN's Interim Social Media Manager between December 2021 and September 2022

By James Grant

I'm proud of what I've achieved since being elected to the Executive Committee as the Interim Social Media Manager. My proudest achievements have been to achieve 'Verified' status for the Twitter feed, and to have grown the subscriber count to 16,300+ members. I have implemented a system which allows for more robust integration and cross-promotion between my social media feeds and the website posts.

I have also formalized the login and access procedure to minimise the chances of us being locked out of our Twitter and Facebook accounts, and have worked hard to ensure a regular schedule of social posts (current target 2+ posts Monday-Saturday), with infrastructure in place to ensure this happens even when I am unable to attend to the social feeds.

In addition, I have been incorporating the enormous contribution of Ahmed Elbas, BIEN's newest volunteer, who has been helping me to source content for the social media feeds, with whom I have begun planning for the launch of an Instagram feed in future.

In the coming year, I plan to build a rigorous social media tracking system which will enable me to more accurately assess social media progress and growth over time.