

## **Report of BIEN's Social Media Report 2022- 2023**

2022-2023 has been a big year for the BIEN Social Media Presence. We have seen substantial expansion of our online presence, highly regular social media posting and active involvement in a number of different initiatives.

A year that started with only active Twitter and Facebook accounts has seen us expand our online presence quite substantially, with the addition/ reunification with Mastodon, LinkedIn, Youtube and Reddit accounts, with plans to extend to Threads.

It has been hard to accurately track the progress of our Twitter account due to well-documented company issues, but our account has weathered the change of ownership without any noticeable loss of follower numbers.

For both Twitter and Facebook feeds, a target of two posts per day, and one post for each weekend day, has been consistently met, with weekly posting targets for our newly created Mastodon and LinkedIn profiles also achieved.

The most popular Youtube account in our name has proven inaccessible, but ownership and control of our 2nd Youtube account has been established, as has ownership of our LinkedIn account.

Contact has also been established with the personnel behind the r/BasicIncome community and BIEN account on Reddit, but I have decided to allow that to run independently of direct control.

With substantial contributions from Social Media Assistant Ahmed Elbas and BIEN Secretary Diana Bashur, we have been able to meet the article translation threshold to launch an Arabic-language version of the BIEN site.

In addition, the first steps are being taken to launch a BIEN News Podcast, details of which are still in the works.