

## **Digital Information Manager Report**

HES Executive Committee Meeting, June 16

2022

Valentina Erasmo

### **1. Our presence on the digital media** (all suggestions to increase our online presence or to update our platforms are more than welcome)

Twitter (Valentina Erasmo): We continue to be very successful on Twitter; We now have about 2643 followers, this is about 19% more followers compared to June 2021. Twitter has removed the information about audiences, so we cannot know anymore what are the characteristics of the people we are reaching. Our tweets and retweets (which are about 40 per month) still earn 46K impressions on average per month. The most interesting tweets are about HET events (i.e., conferences and summer schools).

Facebook (Valentina Erasmo, Rebeca G. Betancourt and Marianne Johnson): Our Facebook page is doing great too; it has 2525 likes (that's about 15% more than in June 2021), and about 2724 followers (that's about 15% more than in June 2021). Me and Marianne are responsible for the posts but I would emphasize Rebeca 's significant contribution on Facebook.

YouTube: We are very successful on YouTube. Actually, we have 306 subscribers (that's about 83% more than in June 2021) and 63 videos (which are about 125% than in June 2021): We have 3 new videos posted by Pedro and Jimena for the "Meet the JHET Authors" series and 32 new videos about HES 2021 Virtual Conference.

Instagram (Valentina Erasmo): We have 367 followers (about 151% more than in June 2021). Still underutilized: we only have 10 publications. Please let us know if you have ideas on how to get Instagram off the ground.

SHOE List (Humberto Barreto): See Humberto's report.

HES Website (Amy Hardy, Pedro Duarte & Valentina Erasmo): Our website is updated and working well.

Wikipedia: Our Wikipedia page (in English) has not been translated in other languages such as Spanish, French and Portuguese yet.

Zoom: We are subscribed since February 2020. Since June 2021, Zoom has increased our online capacity from 100 to 500 interactive participants. Besides JHET's successful use of this software for the Third Online Writing Workshop (see Pedro's and Jimena's report), Zoom has also enabled us to have meetings with Cambridge University Press or Executive members on matters related to JHET. This has been a fundamental resource during and after this pandemic crisis.

HES Webinar Series: Launched since Feb 10, 2020, once again with no formal proposals so far.

### **2. Proposal for the Exec**

We have no formal proposal for the Executive Committee.