

Digital Information Manager Report

HES Executive Committee Meeting, July 14, 2024

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 successful on Twitter; We now have about 3086 followers; this is about 8% more followers compared to June 2023. Twitter has removed the information about audiences, so we cannot know anymore what are the characteristics of the people we are reaching. Please, consider that many users (we are not just talking about historians of economic thought) have abandoned Twitter in recent months. So, this increase is doubly encouraging.

Facebook (Valentina Erasmo): Our Facebook page is stable; it has 2686 likes and about 3000 followers (that's about 5% more than in June 2023).

YouTube: We have 440 subscribers (that's about 10% more than in June 2023) and 78 videos (which are about 6% than in June 2023). We have 4 new videos about the HES Webinar Series on "Reproductive Rights in Contemporary Economics" organized by Marianne Johnson, Miriam Bankowsky and Rebeca G. Betancourt.

Instagram (Valentina Erasmo): We have 943 followers and 23 publications (about 65% more than June 2023). I emphasize that I am going to publish new posts about the HES Joseph Dorffman Dissertation Award, the HES Craufurd Goodwin Best Article Prize, the HES Joseph Spengler Best Book Prize, and the HES Distinguished Fellow 2024.

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

HES Website (Amy Hardy): Our website has significantly changed its outlook.

Wikipedia: Our Wikipedia page (in English) has not been updated and translated in other languages (e.g., 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 Fourth 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.