

Digital Information Manager Report

HES Executive Committee Meeting. January 4, 2025

Valentina Erasmo

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

X (formerly Twitter) (Valentina Erasmo): We are stable on X. We now have about 3112 followers; this is about 3,5% more followers than in January 2024.

Facebook (Valentina Erasmo): Our Facebook page is stable; it has 2693 likes and about 3027 followers.

YouTube: We have 446 subscribers and 78 videos. We have no new videos, although the effort to share again on our social media the opportunity to submit proposals for the “HES webinar series”.

Instagram (Valentina Erasmo): We have 958 followers and 39 publications (100% more than in January 2024).

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

New digital content on our social media

1. Exploring the HES online resources: I have already created posts on Facebook, Instagram, and X for promoting our online resources (the bibliometric platform, where studying the history of economic thought, HES webinar series) as recommended in our previous meeting. Further will come.
2. Celebrating (again) Adam Smith!: I am creating posts on Facebook, Instagram, and X sharing titles and abstracts of possible interesting works on the figure of Adam Smith for addressing the need to also suggest possible readings on our social media, as recommended in our previous meeting. Further will come.

A formal proposal for our social media, mainly X/Twitter

Many historians of economic thought have closed or are closing their X account, moving on to Bluesky to find a more friendly and less politically controlled environment. We should consider this external element for understanding why we are not growing as usual.

Thus, I invite you to discuss the proposal to open a SHoET Bluesky account. Based on the fact that the SHoET Twitter/X account is a HES-ESHET joint initiative, I recommend sharing this decision with the ESHET Executive Committee.