


## Twitter still has the power to deliver

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I know many readers of this blog do not like Twitter, or X. But it still has the power to deliver. Two of my Tweets on Saturday got very good traffic. One was on Rishi Sunak's tax return:

 **Richard Murphy** @RichardJMurphy · Feb 10

Sunak's tax rate of less than 23% on income exceeding £2 million was an insult to all working people. I have reworked his bill based on the recommendations in the Taxing Wealth Report 2024 that I have written. He'd pay an additional £761,000 bringing his total to £1,269,000 at an...

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Personal tax					
2022/23					
		Income £	Tax £	Tax changes £	Note
Income	MP	84,119		(2,500)	1
	PM	55,358		(5,000)	2
Savings	Interest	17,189		7,137	3
	Dividend	276,218		1,828	4
				41,433	5
Total income		432,884	163,364		
Foreign tax paid			(14,296)		
UK income tax paid			149,068		
Capital Gains		1,796,202	359,240	449,051	6
				269,430	7
				761,378	
Total income / tax		2,229,086	508,308	1,269,686	
Total tax rate			22.8%	57.0%	

Notes:

- 1 Reduced tax rate on income 50,000 to 75,000
- 2 Restoration of personal allowance
- 3 Additional national insurance over £50,270
- 4 Investment income surcharge over £5,000
- 5 Investment income surcharge
- 6 Capital gains charged at 45%

407 1.8K 3.6K 356K

That reach of 356,000 represents people staying on the Tweet long enough to read it. An average Tweet for a post relating to this blog gets maybe 15,000 reads.

The lead Tweet of the thread I posted got even more reads:

 **Richard Murphy** @RichardJMurphy · Feb 10

Quite extraordinarily, leading politicians, including Kier Starmer and Rachel Reeves have in the last few days returned to talking about the country maxing out its credit card, just as David Cameron did in 2015. This is utterly absurd. A thread...

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165 2K 4.9K 515K

Half a million reach is worth having.

Which is why I stay on Twitter.