

SOCIAL MEDIA & ARRL FIELD

#ARRLFD

Promoting your club's Field Day effort just got even more rewarding! Using social media such as Facebook, Twitter, Instagram, Google+ and others can earn you a quick 100 points toward your Field Day score.



You can use social media to announce your Field Day site, invite the public, interact with elected officials or your local served agencies, post photos or video of activities, blog about the Saturday night potluck, and much more. To qualify for this bonus you must be using this contact method frequently during your Field Day operation. Simply posting a single tweet on Twitter (something like “come join our Field Day event”) does not qualify. The intent is to have an ongoing, active presence on your chosen social media platform/s during your entire operation.

Social media plays an increasingly important role in how the world communicates, so it's important we use these tools to communicate what ham radio is up to during our largest on-air event of the season. Help promote Amateur Radio and your club or group to the general public; you'll find it very rewarding, in many ways.

Note that this bonus only applies to recognized social media. Simply having something on your club's website about Field Day doesn't qualify.

For more information on utilizing social media for ARRL Field Day, contact the ARRL Media & Public Relations Manager at KX9X@arrl.org or at 860-594-0328.