

SOCIAL MEDIA GUIDE FOR ARRL OFFICIALS July 2020 Report

DIVISION AND SECTION SOCIAL MEDIA SITES AND PAGES

Please check periodically for accuracy of latest Division and Section social media listings on ARRL’s website at: <http://www.arrl.org/arrl-social-media> If you see mistakes or missing information, please contact **Digital Communications Marketing Specialist Michelle Patnode, W3MVP, at mpatnode@arrl.org**. ARRL staff and officials rely on the accuracy of this information for rapid dissemination of information.

ARRL SOCIAL MEDIA PLATFORMS

ARRL routinely uses five social media platforms. Below is an overview, with follower numbers as of **June 30, 2020**.

PLATFORM	NUMBER OF			RECORDED		LIVE	HASHTAG	PARTNER
NAME	FOLLOWERS	TEXT	PHOTOS	VIDEOS	STORIES	VIDEOS	USE #	USE @
Facebook	85,057	✓	✓	✓	✓	✓	✓	✓
Twitter	38,107	✓	✓	✓		✓	✓	✓
YouTube	12,190	✓		✓	✓	✓	✓	✓
Instagram	11,099	✓	✓	✓	✓	✓	✓	✓
LinkedIn	1,378	✓	✓	✓			✓	✓

There are two ways to multiply coverage from social media posts. They are Hashtags # and ligatures, or the “at” sign @. Integrating them into social posts can escalate coverage dramatically.

HASHTAGS

Also known as the pound symbol, the hashtag # is used to reference activities, events or organizations. When a hashtag is used correctly, anyone who searches in a social media platform for that hashtag will be shown results with the same hashtag. Hashtags are the social media search engine, much like using Google **or your preferred web browser** for an internet web search. ARRL Communications strives to incorporate the following two general hashtags in every social media post to maximize coverage across social media platforms.

ARRL officials are encouraged to use them too. They are:

- #ARRL**
- #HamRadio or #AmateurRadio**

If a post is in reference to *QST, LoTW, DXCC, DIY* (do it yourself projects), etc, you can use #QST, #LoTW, #DXCC, #DIY, and so forth.

There are also hashtags for Ham Radio events, such as **#SelfiesatHamvention** or **#ARRLFD**. To make sure the hashtag you want to use is valid, use the search bar of the social media platform. First type in a hashtag # followed by the name of the activity, event, or organization as one word with no spaces or symbols. If the hashtag is valid, you will see search results of others using that same hashtag.

LIGATURE, OR THE @ SYMBOL

Considered a hashtag subset in social media, the purpose of the @ is to alert another user or organization that it was referenced in one of your social media posts. Example, an ARES® post might mention Hams were part of a @RedCross disaster response.

Statistics are compared from December 31st, 2019 to June 30th 2020 **WHERE, HOW, AND WHICH SOCIAL MEDIA PLATFORMS TO USE**

Facebook: the oldest and most established of social media platforms, it also the one with the most followers of ARRL. Facebook is a social media platform where users can share text, photos, videos, stories and even live videos. Text, photos, and video posts on one's timeline stay forever. Story posts last 24 hours. These can be used to promote other content on your Facebook, or other social media. In addition, on Facebook, you can establish groups, where people with similar interests can come together. For example, ARRL has had an ARRL Field Day group which allows members to share photos, videos, and posts. ARRL's Facebook page (<https://www.facebook.com/ARRL.org/>) has **85, 057 followers, an increase of 1.95% from December 31st, 2019**. ARRL uses its Facebook page to share information about upcoming events, photographs from League-sponsored or ARRL-affiliated events, and to highlight League-related milestones.

Twitter: a social media platform where you can also share text, photos, and videos. ARRL uses its main Twitter account primarily to share links to stories from the ARRL News web page and timely information. This is done by having an RSS feed connected from arrl.org/news to twitter.com/arrl. ARRL also has an ARES Twitter and W1AW Twitter account where news is shared relating to emergency preparedness or disaster response (in the case of ARRL_ARES Twitter feed), and news relating to bulletin schedules and station operations (in the case of the W1AW Twitter feed). The number of followers of ARRL's **Twitter page increased 3.95% from December 31st, 2019**.

YouTube: a video-based platform that ARRL uses to host a number of its longer-form videos, such as *QST* product reviews, promotions for new ARRL products or presentations that can be made at clubs or organizational gatherings. For many people, YouTube is the most valued search engine. **Like Facebook and Instagram, YouTube is now using stories and live video as well. Stories here last 7 days rather than 24 hours. (*Note: stories are in beta mode)**. ARRL's YouTube channel (<https://www.youtube.com/user/ARRLHQ/featured>) **approached 12,190 subscribers, a 7.88% increase from last year**.

Instagram: currently the fastest growing social media platform where users can post photos, videos, stories, and Instagram TV videos (IGTV). Stories here are the same as on Facebook, (as Facebook owns Instagram). You can connect your Instagram story to post to Facebook's story as well. Instagram is used heavily by a younger demographic. IGTV is new as of June 20, 2018. You can view ARRL's IGTV channel on the mobile Instagram app or the IGTV app @arrlhq. ARRL uses these pages to show photos and videos that highlight League activities and individuals. **ARRL's Instagram (<https://www.instagram.com/arrlhq/>) followers have increased by 28.62% from December 31st, 2019**.

LinkedIn: a professional networking social media platform. Posts here are mostly educational in nature or business-related (such as employment opportunities). ARRL also posts items to promote *QST* articles or ARRL podcasts. Here ARRL can connect with other professionals and companies. ARRL's LinkedIn

page (<https://www.linkedin.com/company/american-radio-relay-league/>) **increased 27.35% from December 31st, 2019.**

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There are many other social media platforms, such as Pinterest and Snapchat. **The ARRL had a Snapchat presence, but the account didn't exceed above 100 followers in a year. Snapchat is a 24 hour only story platform (where you can post photos and videos), in which we receive more engagement with stories on Facebook and Instagram.** ARRL is concentrating on the five above to target and expand its presence. ARRL's Marketing and Communications Dept. reviews social media platforms continually and adjusts its strategies and goals to reflect changing market access.