

# JCNA Social Media

## 2023 AGM



The screenshot shows the Facebook group page for 'Jaguar Clubs of North America'. At the top is the group's cover image, which is a partial view of the Jaguar leaping cat logo with the text 'JAGUAR CLUBS' and a crown above it. Below the cover is the group name 'Jaguar Clubs of North America' and 'Members'. It indicates a 'Private group' with '135 members'. There are buttons for 'Joined' and '+ Invite'. A navigation bar includes 'About', 'Discussion', 'Featured', 'Topics', 'Members', 'Events', and 'More'. The main content area has a 'Write something...' text box and options for 'Live video', 'Photo/video', and 'Poll'. On the right, there is an 'About' section with text: 'This Facebook Group is for active members of JCNA. This is a place to share news, comments, questions, and feedback to JCNA... See more'. Below that are 'Private' (Only members can see who's in the group and what they post), 'Visible' (Anyone can find this group), and 'General' settings.

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# Why Social Media for JCNA.

- An excellent communications method to existing members and prospective members.
- No costs apart from administration time & any advertising purchased.
- A great way to generate new member leads
  - Most common questions from prospective members
    - How do I join JCNA
    - How do I sell me car
    - Who can answer my technical questions



# JCNA SOCIAL MEDIA STATUS

- Continued expansion of JCNA Social Media Presence
- Social Media team meeting periodically
  - Kurt Jacobson, Gary Cunningham, John Boswell, Jack Humphrey, Patrick Mason, Peter Crespín, Les Hamilton
- Facebook and Instagram now connected
  - Primary Admin for Facebook Members Page and Instagram is now Patrick Mason.
- Youtube Channel adding content
  - JCNA and club events plus links to other Jaguar videos
  - Adding technical and historical Jaguar data
  - Coventry Foundation/JCNA training tapes popular

# Facebook – Basics



- What is Facebook?
  - Facebook is a Webpage or Phone App that behaves like a real time newspaper/diary
  - For each registered user, it is a feed of news/notifications in text or picture form.
  - The user decides which friends/pages/groups to subscribe to. Subscribed news items are add to the user’s newsfeed
  - The newsfeed is like a ticker tape
    - New items are added to the top and pushed down add infinitum.
    - Users can comment on/like/dislike/forward news items and can hide/remove items from their feed.
  - Users can post messages and pictures to their feed, groups and pages that they subscribe to.
  - Facebook also provides a calendar, picture albums, surveys, 1-to-1 chat, etc..

# JCNA SOCIAL MEDIA & PUBLICITY

Platform	Comments
JCNA Facebook Page	<p><a href="https://www.facebook.com/jaguarclubs.na">https://www.facebook.com/jaguarclubs.na</a></p> <p>Curated by Dian DuFour and Richard Lloyd-Roberts Disseminating news, paid ads. Open for comment by any user. Some users pose questions through the page or messaging</p>
JCNA Members Group	<p><a href="https://www.facebook.com/groups/jcnamembers">https://www.facebook.com/groups/jcnamembers</a></p> <p>Curated by Les H and Patrick Mason Closed to public. Members must provide JCNA member #, 177 members and slowly growing. Periodic requests from non- members for access. Used as recruiting source</p>
Instagram	<p><a href="https://www.instagram.com/jaguarclubsofnorthamerica/">https://www.instagram.com/jaguarclubsofnorthamerica/</a></p> <p>Primarily used for pictures from clubs and events. Recommend club members include #JaguarClubsof NorthAmerica Patrick Mason has adding content designed to attract younger followers</p>
Youtube	<p><a href="https://www.youtube.com/channel/UCx9fFLG4NJXD-iBzSxvKj">https://www.youtube.com/channel/UCx9fFLG4NJXD-iBzSxvKj</a> Q</p> <p>Content being added. Training Tapes Popular Recommend clubs link their content as playlist in JCNA Channel.</p>
Twitter	<p><a href="https://twitter.com/home">https://twitter.com/home</a></p> <p>Twitter account created minimal use</p>

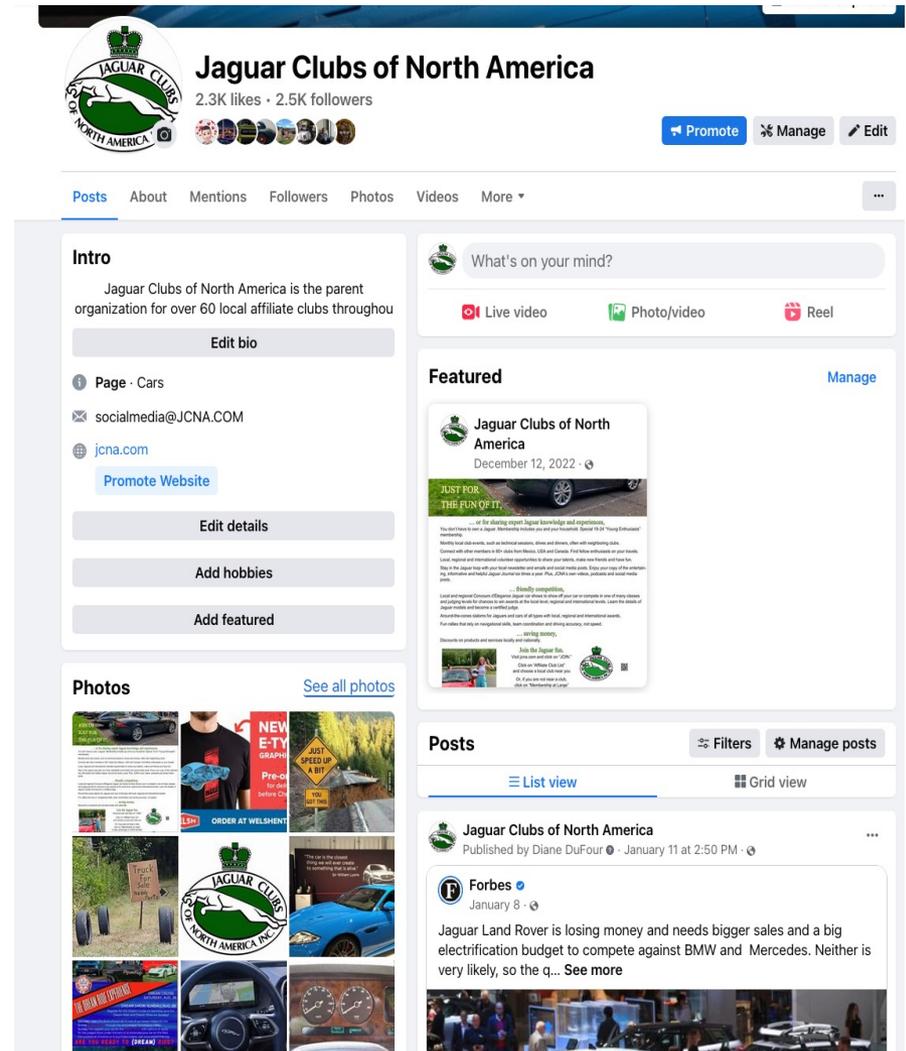
# JCNA Facebook Page

Excellent window into JCNA  
to the outside world

Opportunities for JCNA  
advertisers and partners

Additional material and  
club news articles beneficial

**JCNA Member Benefits brochure  
proved popular**



# Members Facebook Group

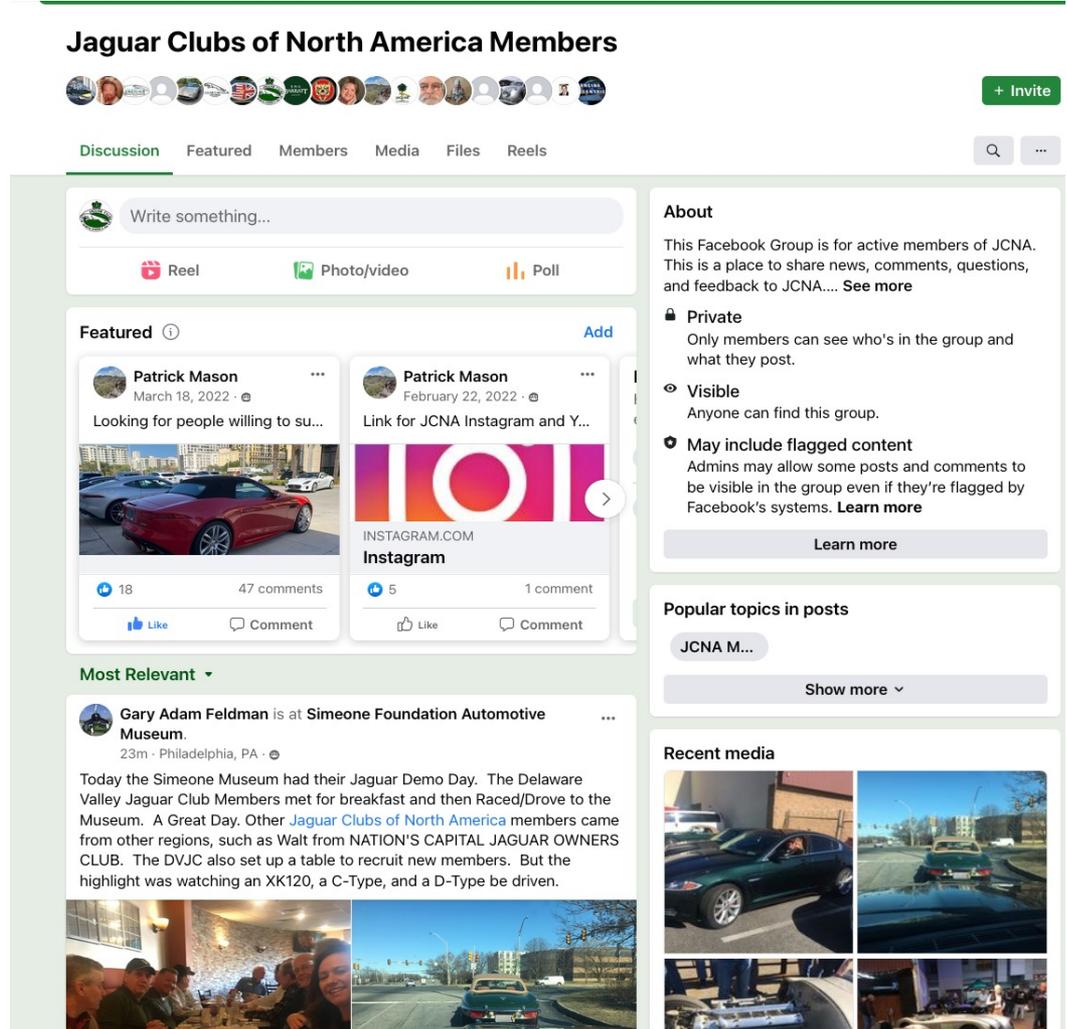
*Group can be found by public*

*New members need to provide  
JCNA member number*

*Members can post to group  
and private message to  
other members*

*177 members to date*

*Great tool to share JCNA Info  
and Events info to supplement  
JCNA.COM and Jaguar Journal*



# INSTAGRAM

Covenient way for members to post Club photos.

Include #JaguarClubsofNorthAmerica in member photos

Patrick has generated lots more followers with "Showcase Saturday", etc

Patrick's E-Type video attracted many views and 1,478 "likes"

jaguarclubsofnorthamerica Edit profile Ad Tools

177 posts 1,137 followers 246 following

JCNA  
Community  
Official Instagram page of Jaguar Clubs of North America - dedicated to the wide range of Jaguar cars, as well as their loyal enthusiasts.  
[www.jcna.com](http://www.jcna.com)

Top Rep... New

POSTS REELS SAVED TAGGED

JOIN US JUST FOR THE FUN OF IT.  
... for the sharing expert Jaguar knowledge and experiences. You don't have to own a Jaguar. Membership includes you and your household. Special 10-24 "Young Enthusiasts" membership!  
Monthly local club events, such as technical sessions, drives and dinners, often with neighboring clubs. Connect with other members in 60+ clubs from Mexico, USA and Canada. Find fellow enthusiasts on your travels. Local, regional and international volunteer opportunities to share your talents, make new friends and have fun. Stay in the Jaguar loop with your local newsletter and email and social media posts. Enjoy your copy of the entertaining, informative and helpful Jaguar Journal six times a year. Plus, JCNA's own videos, podcasts and social media posts.  
... friendly competition. Local and regional Concours d'Elegance. Jaguar car shows to show off your car or compete in one of many classes and judging levels for a chance to win awards at the local level, regional and international levels. Learn the details of Jaguar models and become a certified judge.  
Around-the-corners stations for Jaguars and cars of all types with local, regional and international awards. Fun rallies that rely on navigational skills, team coordination and driving accuracy, not speed.  
... saving money. Discounts on products and services locally and nationally.  
Join the Jaguar fan. Visit us online and click on "JOIN". Click on "Affiliate Club List" and choose a local club near you. Or, if you are not near a club, click on "Membership at Large" to take advantage of JCNA benefits. Jaguar Clubs of North America

2/11/23

# The JCNA Youtube Channel

*An excellent way to publicize JCNA.*

*Additional Content always needed*

*Recommend Clubs add links to their videos under a playlist for their club*

*Possibly adding Podcasts to the channel*

Jaguar Clubs of North America JCNA  
@jaguarclubsofnorthamerica  
92 subscribers

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Recently uploaded Popular

JAG East Bay Skyline Drive to the Cobra Experience  
27 views • 11 days ago

Les's D-Type leaving the PBSCC picnic 2022  
16 views • 12 days ago

Parade Laps of Laguna Seca over the bonnet  
25 views • 12 days ago

JAGS.ORG Tech Session  
15 views • 12 days ago

D-Type Laps of Laguna seca  
40 views • 12 days ago

Follow that E\_Type  
20 views • 12 days ago

AJ110- Technical Service Bulletin Update 2  
44 views • 8 months ago

AJ109 Technical Services Bull  
57 views • 8 months ago

AJ112 Cruise Control - Jaguar XJ6 and Rover 3500. A training Video from Jaguar...  
103 views • 9 months ago

JAG at the Candy Store Part 2 (Corrected)  
99 views • 1 year ago

JAG Candy Store 2021 Part 1  
94 views • 1 year ago

Short Video for introduction o  
28 views • 1 year ago

# *Social Media*

- Social Media Primer
  - For Club members who are not familiar with Social Media
  - Paced by Les's availability
- Several clubs are active on Social Media and see benefits
- Questions or Inputs?

