

# JCNA Social Media

## 2022 AGM

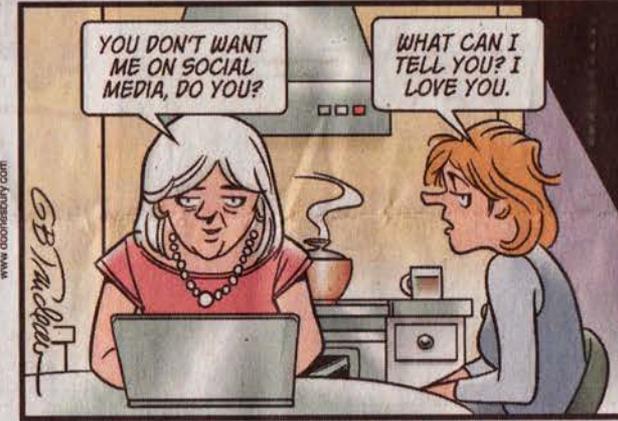


2022 AGM Milwaukee, WI



# Which Social Media?

DOONESBURY: By Garry Trudeau



# 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 every two weeks
  - Kurt Jacobson, Gary Cunningham, John Boswell, Jack Humphrey, Patrick Mason, Peter Crespino, Les Hamilton
- Facebook and Instagram now connected
  - Primary Admin for Facebook Members Page and Instagram is now Patrick Mason.
  - Inputs from Phil Arnold
- 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



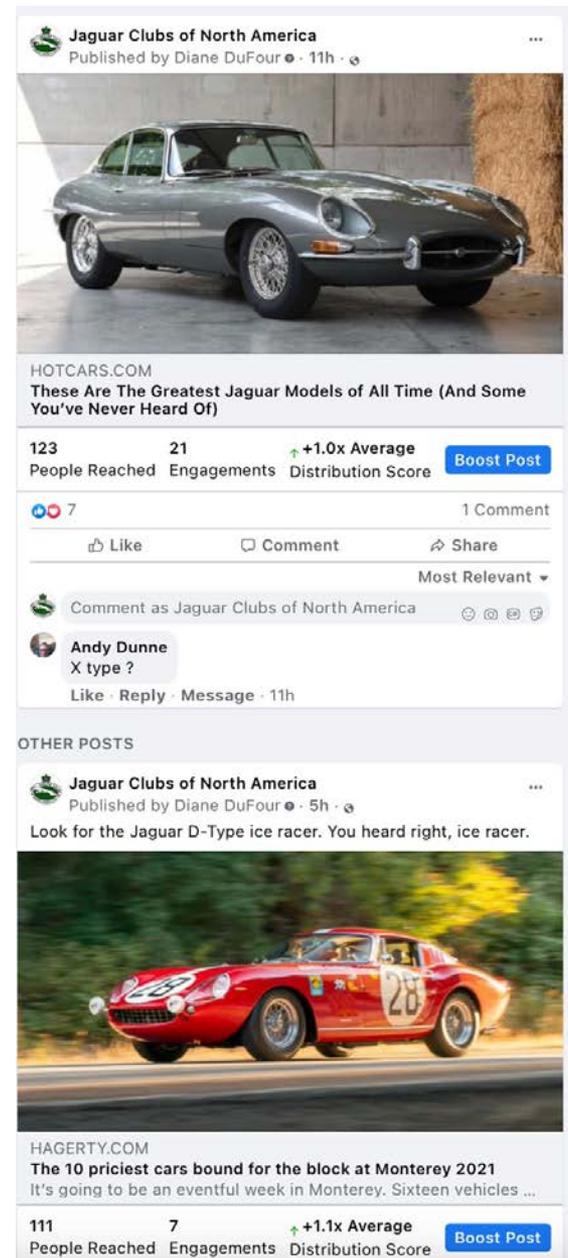
- What is Facebook?
  - Facebook is a Webpage or Phone App that behaves like a real time newspaper/diary
  - For each registered user, it is a feed of news/notifications in text or picture form.
  - The user decides which friends/pages/groups to subscribe to. Subscribed news items are add to the user’s 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</p>
JCNA Members Group	<p><a href="https://www.facebook.com/groups/jcnamembers">https://www.facebook.com/groups/jcnamembers</a></p> <p>Curated by Richard and Les H. Closed to public. Members must provide JCNA member #, 135+ members and growing. 30+ 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 is 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  
Opportunity for potential  
members to comment  
Additional material and  
club news articles beneficial



CR-2D **JCNA**

# **Members Facebook Group**

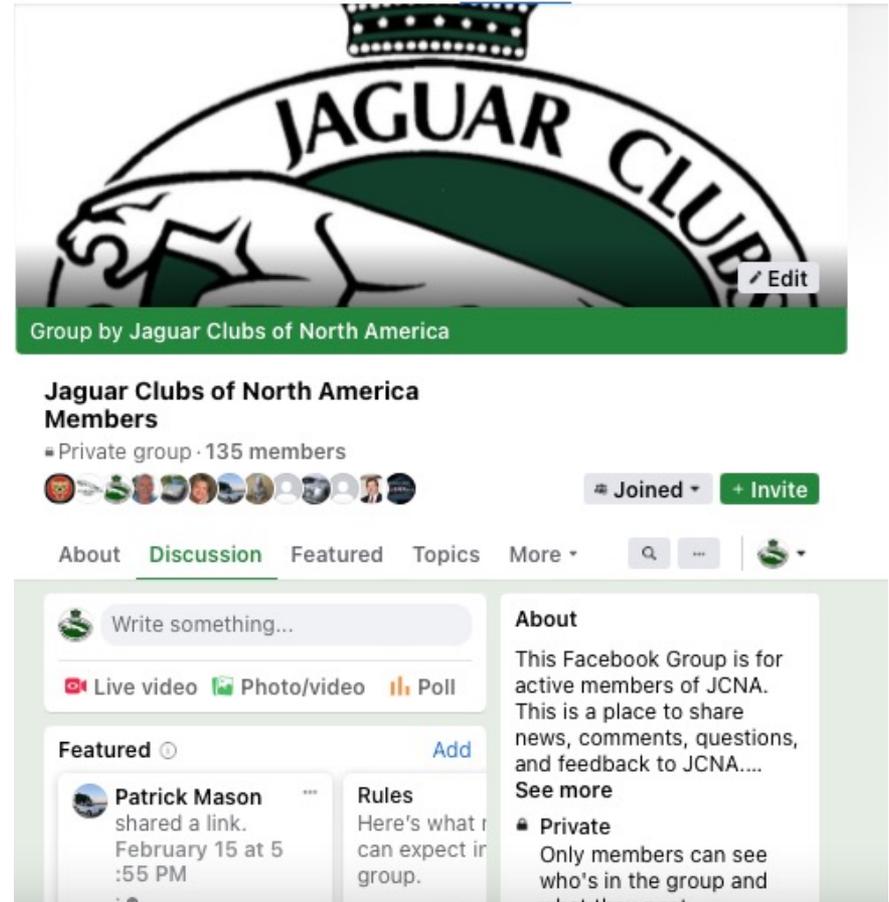
*Group can be found by public*

*New members need to provide  
JCNA member number*

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

*135+ members to date*

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

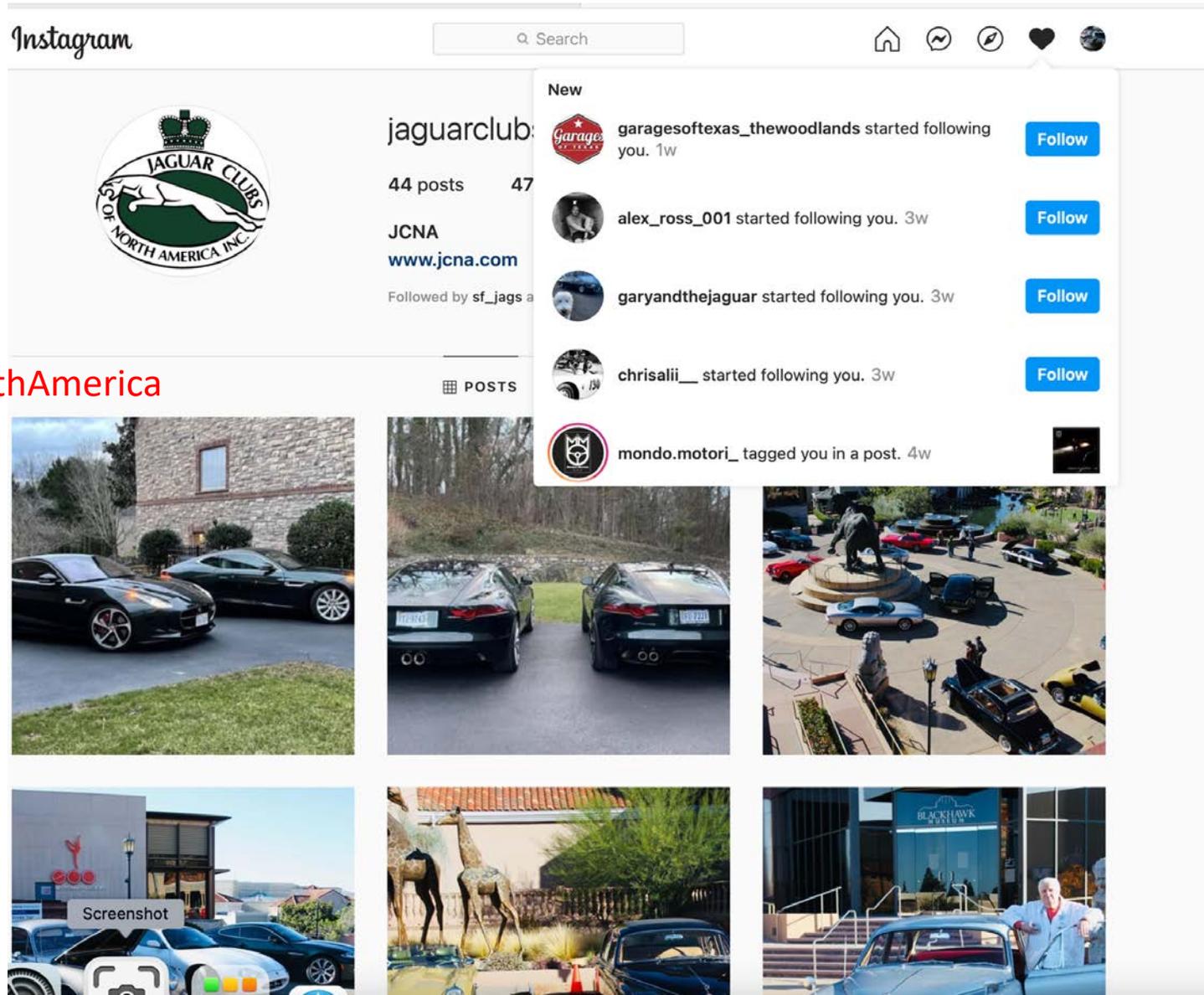


# INSTAGRAM

Covenient way for members to post Club photos.

Include #JaguarClubsofNorthAmerica in member photos

Now connecting to Facebook Member Page





Home



Explore



Notifications



Messages



Bookmarks



Lists



Profile



More

Tweet

# TWITTER

Little used  
Needs somebody  
to curate

Screenshot

## Home

Show this thread



JCNA @JCNA13689454 · 5m  
2 Weeks to the 2021 JCNA AGM in Columbia



1



Thanks. Twitter will use this to make your timeline better.

Undo

## Welcome back

Select some topics you're interested in to help personalize your Twitter experience, starting with finding people to follow.

Get started



Land Rover @LandRover · 17h

More than meets the eye. The #RangeRover #SVAutobiography Long Wheelbase combines the pinnacle of luxurious design with legendary capability to create unforgettable driving experiences. Learn more: [bit.ly/3isZnPb](https://bit.ly/3isZnPb)



6



28



353



Search Twitter

## What's happening

Football · LIVE

**Lionel Messi is leaving FC Barcelona, according to a statement from the club**

Trending with [Messi](#), [Barca](#)

**#TheSuicideSquad**

Now In Theaters & On HBO Max

Promoted by The Suicide Squad

Sports · Trending

**Zach Lavine**

Tokyo 2020

Men's Basketball: Team USA advances to the Olympic ...

3,113 Tweets

MLB · Trending

**CAPTAIN JACK**

Entertainment · Last night

**Kanye West live streamed his new album Donda from Atlanta's Mercedes-Benz Stadium**

Trending with [Kanye](#), [Donda](#)

Show more

## Who to follow



NEOM

@NEOM

Promoted

Follow

# JCNA Youtube Channel

**Jaguar Clubs of North America JCNA**  
49 subscribers

SUBSCRIBED

HOME VIDEOS PLAYLISTS CHANNELS ABOUT

Uploads ▶ PLAY ALL

- JAG at the Candy Store Part 2 (Corrected)**  
25 views • 4 weeks ago
- JAG Candy Store 2021 Part 1**  
43 views • 1 month ago
- Short Video for introduction on the S\_Type**  
7 views • 1 month ago
- .The All-New Jaguar XJ; Customer briefing**  
23 views • 1 month ago
- BL202 - Electrical Wipers**  
221 views • 1 month ago

*Excellent way to publicize JCNA  
Additional Content needed  
Recommend Clubs add links to their videos under a playlist for their club*

# *Social Media and Publicity*

- Workshop
  - The Social Media Team will host a workshop for JCNA Clubs.
  - Planned for April 2022
  - Will be a Zoom Video Call
  - Will be announced to Club Presidents
  - Planned to be interactive
- Primer
  - For Club members who are not-familiar with Social Media
- Questions or Inputs

