



# JCNA Social Media and Publicity



Jaguar Clubs of North America  
@jaguarclubs.na · Cars

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FROM RECOMMENDATIONS



HOTCARS.COM

These Are The Greatest Jaguar Models of All Time (And Some You've Never



# 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-Jenkins Disseminating news, 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 # 90+ members and growing. 30+ requests for non-member 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</p>
Youtube	<p><a href="https://www.youtube.com/channel/UCx9fFLG4NJXD-iBzSxvKj_Q">https://www.youtube.com/channel/UCx9fFLG4NJXD-iBzSxvKj_Q</a></p> <p>Content being built. Recommend clubs create 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

Jaguar Clubs of North America  
Published by Diane DuFour · 11h · 🌐



HOTCARS.COM  
These Are The Greatest Jaguar Models of All Time (And Some You've Never Heard Of)

123 People Reached    21 Engagements    +1.0x Average Distribution Score    [Boost Post](#)

👍❤️ 7    1 Comment

👍 Like    💬 Comment    ➦ Share

Most Relevant ▾

Comment as Jaguar Clubs of North America 🌐 📷 🗨️ 🔄

**Andy Dunne**  
X type ?  
Like · Reply · Message · 11h

OTHER POSTS

Jaguar Clubs of North America  
Published by Diane DuFour · 5h · 🌐

Look for the Jaguar D-Type ice racer. You heard right, ice racer.



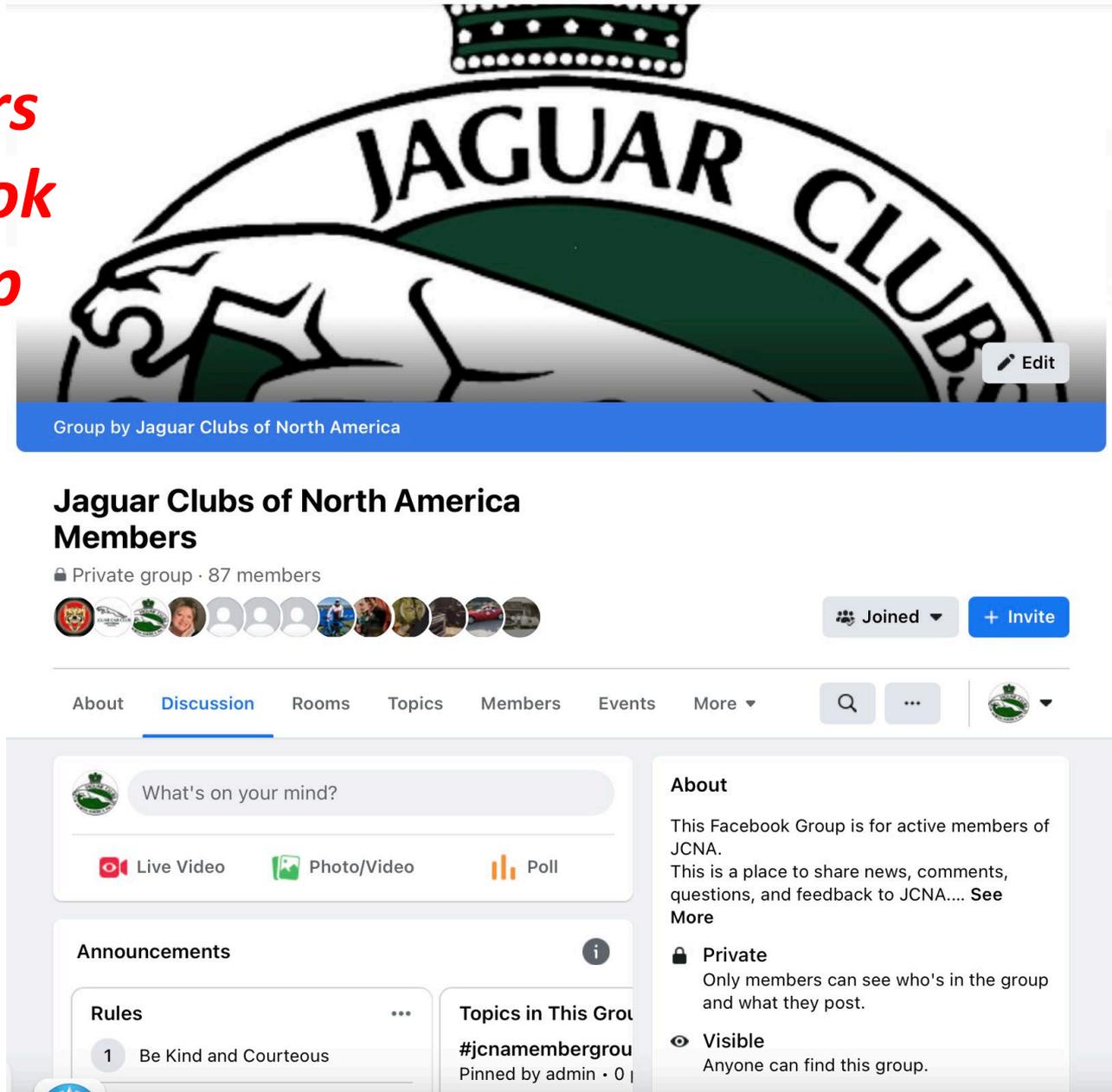
HAGERTY.COM  
The 10 priciest cars bound for the block at Monterey 2021  
It's going to be an eventful week in Monterey. Sixteen vehicles ...

111 People Reached    7 Engagements    +1.1x Average Distribution Score    [Boost Post](#)

CR-23 **JCNA**

# Members Facebook Group

Group can be found  
by CR-23 public  
New members need  
to provide JCNA  
member number  
Members can post to  
group and private  
message to other  
members  
90+ members to date  
Good tool to share  
JCNA Info and  
Events info to  
supplement  
JCNA.COM



The image shows a screenshot of the Facebook group page for 'Jaguar Clubs of North America'. At the top is the group's cover photo, which is the Jaguar logo featuring a leaping cat with the words 'JAGUAR CLUBS' in an arch above it. Below the cover photo is a blue banner with the text 'Group by Jaguar Clubs of North America' and an 'Edit' button. The group name 'Jaguar Clubs of North America' is displayed in bold, followed by 'Members' and 'Private group · 87 members'. A row of member profile pictures is shown below. To the right are buttons for 'Joined' and '+ Invite'. The navigation menu includes 'About', 'Discussion' (which is highlighted), 'Rooms', 'Topics', 'Members', 'Events', and 'More'. Below the navigation is a post creation area with the prompt 'What's on your mind?' and options for 'Live Video', 'Photo/Video', and 'Poll'. Underneath is an 'Announcements' section with a pinned rule: '1 Be Kind and Courteous'. To the right of the main content is an 'About' section with the following 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 this are two status options: 'Private' (Only members can see who's in the group and what they post.) and 'Visible' (Anyone can find this group.).

# INSTAGRAM

Covenient way for members to post Club photos.

Include #JaguarClubofNorthAmerica in member photos

Investigating method to copy to Facebook Member Page

The image shows a screenshot of the Instagram profile for 'jaguarclubofnorthamerica'. The profile header includes the Jaguar logo, the name 'jaguarclubofnorthamerica', 44 posts, 47 followers, and the website 'www.jcna.com'. A 'New' notification banner is visible, listing several users who have started following the account, such as 'garagesoftexas\_thewoodlands' and 'alex\_ross\_001'. Below the profile information is a grid of six photos. The top-left photo shows two black Jaguar cars parked in front of a stone building. The top-middle photo shows two black Jaguar cars parked on a paved area. The top-right photo shows a collection of vintage cars and a statue in a park-like setting. The bottom-left photo shows a Jaguar car with a 'Screenshot' watermark. The bottom-middle photo shows a giraffe sculpture next to a vintage car. The bottom-right photo shows a man standing next to a vintage car in front of the 'BLACKHAWK MUSEUM'.



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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



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@NEOM

Promoted

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# JCNA Youtube Channel

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SUBSCRIPTIONS

- Jay Leno's Garage
- City of Monterey, ...
- Richard Michael O...
- DNA Jaguar
- BuildingTheLegend
- Robert Van Horne
- Punch!CAD

Jaguar Clubs of North America JCNA

5 subscribers

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Uploads ▶ PLAY ALL

JAG Mt Diablo Drive 2021 SD 480p  
23 views • 3 months ago

2018 IJF Slalom  
5 views • 4 months ago

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

Screenshot

# *Social Media and Publicity*

- Questions
- Suggestions
  - Inputs

