

2016 JCNA FACEBOOK REPORT

BY GINGER CORDA

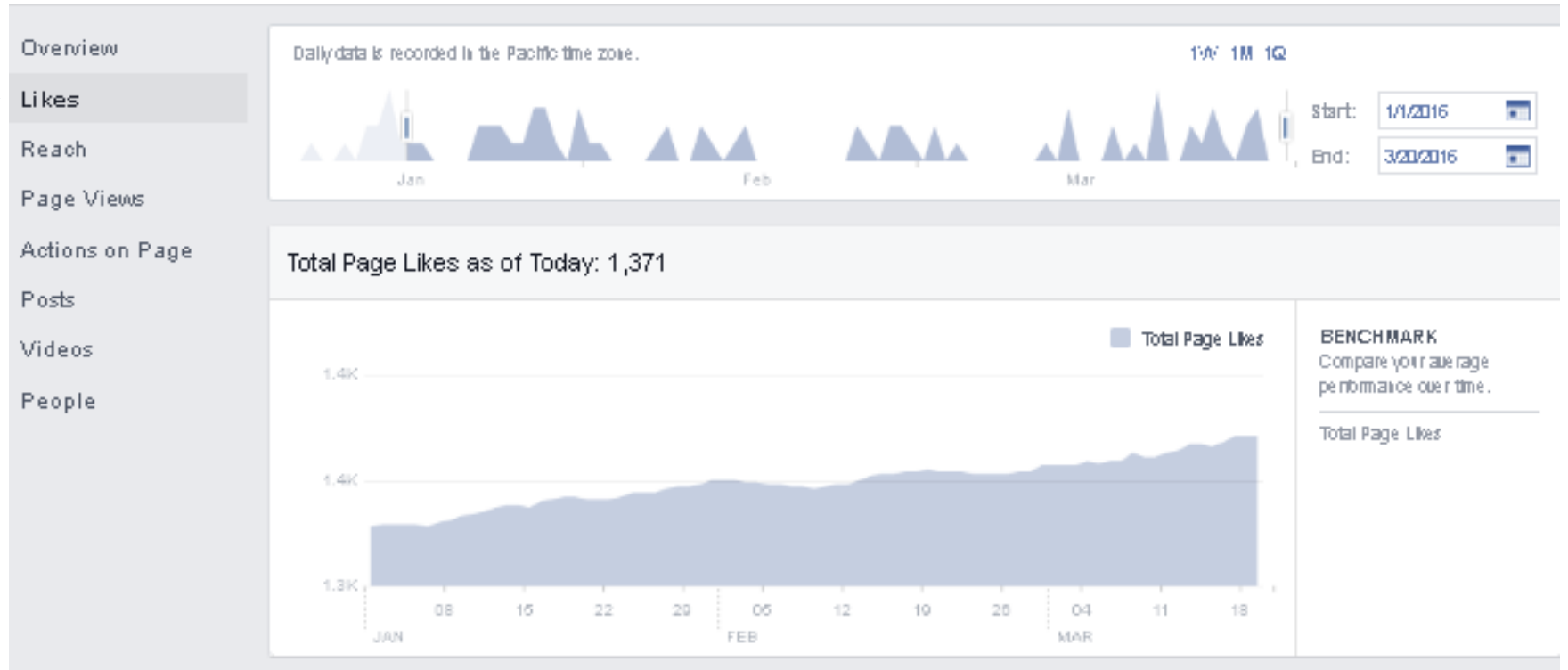
I serve as Facebook Page Administer for JCNA (as well as JCOF, and Norman Dewis of Jaguar). Facebook is a vital social networking site viewed worldwide, so our presence reflects the vitality of our organization. This platform is used to interact and promote JCNA; share event info., photos, videos, and other items of interest to the affiliated Jaguar clubs and global Jaguar community. As of March 20, 2016, we have 1,371 “Likes” (followers). Several affiliate clubs maintain Facebook pages and interact with JCNA’s page. This report contains user data, and the last page lists our page’s recent posts. I encourage all clubs to post to JCNA’s page! It’s free and easy to sign up, and start enjoying the great items being shared every day!



THIS WEEK, OUR PAGE RECEIVED 9 NEW “LIKES”

AND THIS WEEK’S POSTS REACHED 635 PEOPLE

OUR PAGE HAS 1,371 LIKES! - www.facebook.com/jaguarclubs.na

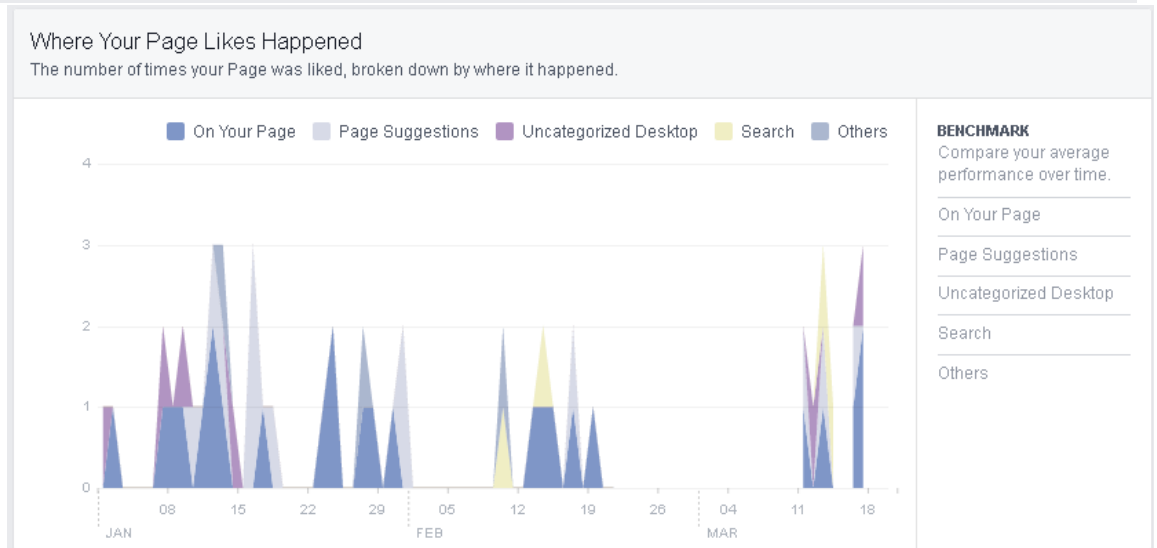


WE'VE GROWN STEADILY

&

HERE'S WHERE IT IS

ORIGINATING



OUR FANS

(User Data)



- 84% are Male
- 26% age 18-34
- 60% age 35-64
- Majority in USA



See next page
For data on
People Engaged

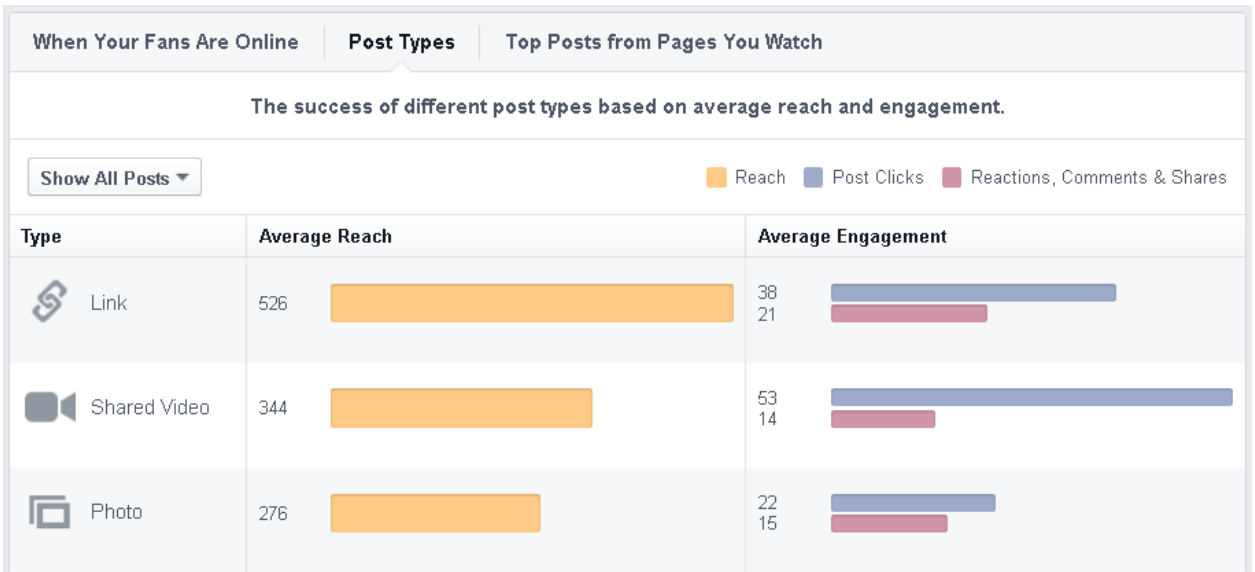
People Engaged with our Page



- High percentage over age 65
- Women more engaged
- Majority in USA



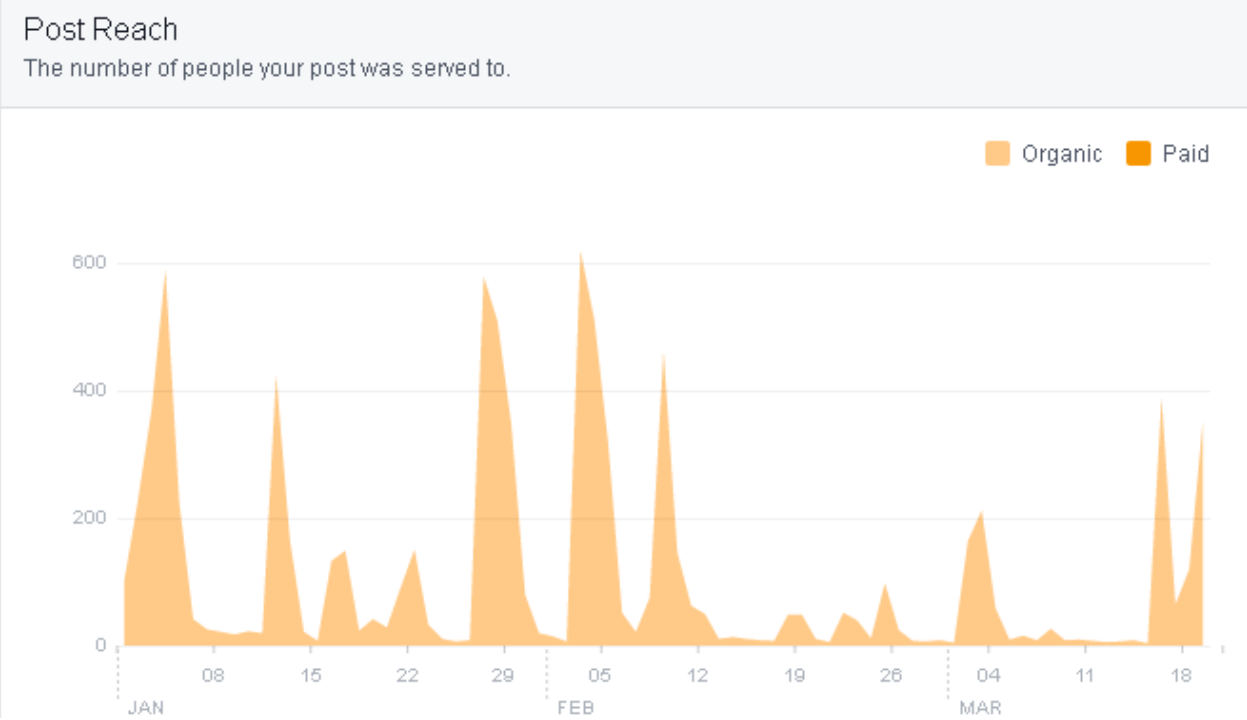
Overview of JCNA Facebook Page Posts (1/30/16 Thru 3/19/16) – POST TYPES



**LINKS & PHOTOS DO WELL,
BUT THE VIDEOS ARE VERY
POPULAR!**



**POST REACH VARIES, BUT IS
ALWAYS ORGANIC. WE HAVE
NO PAID ADS/OUTREACH.**



JCNA Facebook Page Posts (1/30/16 Thru 3/19/16)

	Page	Messages	Notifications	Insights	Publishing Tools	Settings	Help	
Overview	03/19/2016 10:53 am		This is a wonderful interview of one of the most iconic Jag			287	14 11	Boost Post
Likes	03/18/2016 8:37 am		Hope you had a grand day!			145	10 15	Boost Post
Reach	03/16/2016 8:49 am		Jaguar Clubs of North America shared SVRA's post.			89	4 2	Boost Post
Page Views	03/16/2016 8:48 am		Jaguar Clubs of North America shared Jaguar Daimler Clu			288	16 3	Boost Post
Actions on Page	03/16/2016 8:47 am		Jaguar Clubs of North America shared Jaguar Owners Club			315	39 18	Boost Post
Posts	03/02/2016 10:23 pm		Jaguar Clubs of North America shared Mito Jaguar d'Epoc			414	27 29	Boost Post
Videos	02/25/2016 7:20 am		For those about to rock...Jaguar salutes you!			140	10 11	Boost Post
People	02/12/2016 12:19 am		Jaguar Clubs of North America shared Jaguar Club of Flori			128	12 10	Boost Post
	02/10/2016 8:30 am		Jaguar Clubs of North America shared Jaguar Racing Cars'			154	6 7	Boost Post
	02/09/2016 12:41 am		Jaguar Clubs of North America shared Jaguar Association			580	85 28	Boost Post
	02/04/2016 11:25 pm		Turn up the sound for this exciting video.			455	32 20	Boost Post
	02/03/2016 8:03 pm		This may be the last wild Jaguar in the US			1K	55 41	Boost Post
	01/30/2016 3:23 pm		Jaguar Clubs of North America shared Jaguar Daimler Clu			99	3 8	Boost Post

www.facebook.com/jaguarclubs.na ~ See you online!