

Facebook Report

The JCNA Facebook page has increased the number of page 'likes' to 1,820. This time last year we had 1,548. The demographics are 83% male and 16% female.

As mentioned in the JJ Advertising report, advertisers are offered the opportunity to promote their events, products, etc. on the Facebook page. SNG Barratt and Welsh Enterprises send me information to post on a regular basis.

The most engagement (comments, likes, shares) was found in the following six posts:

- 5/29/18 – Jaguar to relaunch XK sport car with redesigned F-Type
- 7/17/18 – new Jaguar trademark could signal an all-new sport car
- 9/25/18 – 2019 Amelia Island Concours
- 10/10/18 – Ian Callum wants to make electric Jaguar Supercar with mid-engine
- 12/12/18 – Jaguar XK-120 featured at 2019 Amelia Island Concours
- 1/25/19 – Motorcars Incorporated ad post

Respectfully submitted,

Diane L. DuFour