

JCNA Social Media 2020 AGM. Las Vegas

Jaguar Clubs of North America
@jaguarclubs.na

Home
About
Photos
Events
Videos
Posts
Community
Create a Page

Liked Following Share ...

Jaguar Clubs of North America
9 hrs · 🌐

Read our first drive and review of the refreshed for 2021 Jaguar F-Type Coupe and Convertible - Automobile

11

Like Comment Share

Write a comment...

Write a post...

Photo/Video Tag Friends Check in ...

Community See All

Invite your friends to like this Page

1,956 people like this

2,123 people follow this

Peter Crespin and 10 other friends like this

About See All

Send Message

www.jcna.com

Interest

Suggest Edits

Page Transparency See More

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - October 3, 2010

Related Pages

Honda Cars Like

Solitaire TriPeaks Video Game Like

Background

- JCNA currently has a Facebook page
 - Used primarily for JJ advertisers and news items
 - Administered by Diane DuFour as part of Advertising Manager role
 - JCNA needs to increase use the FB Page
 - To give current members more visibility of club activities
 - To attract members
 - Supplement Jag Journal content
 - Kristine Newton, recently joined member of the Nations Capital Club has volunteered to manage the non-advertising content on the JCNA FB page.

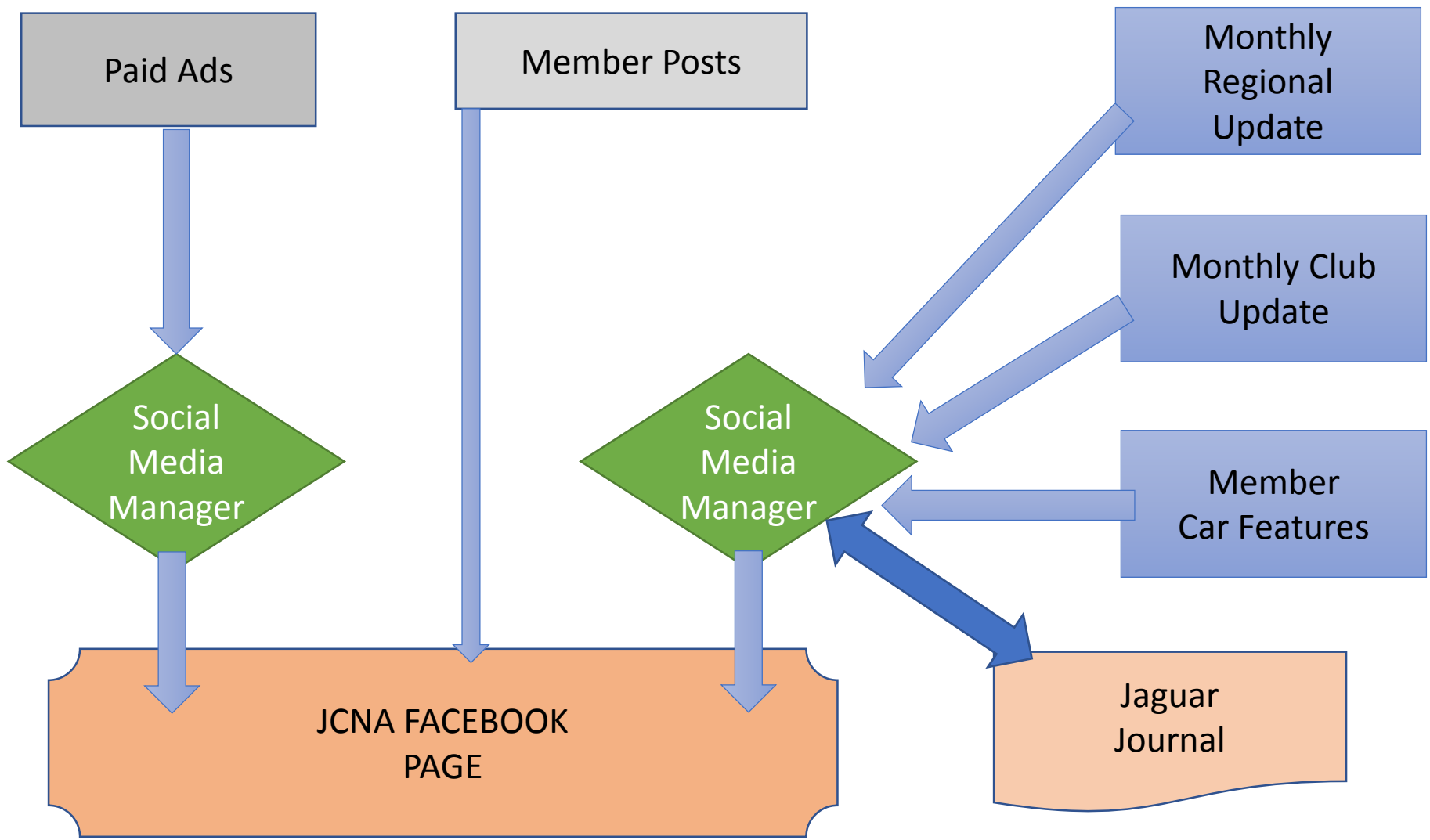
JCNA Social Media Manager

- Kristina Newton
 - Kristina and her husband members of Nations Capital
 - Strong background in Social Media
 - Currently is managing FB pages for businesses.
 - Kristina has volunteered to compile and edit content for the JCNA FB page.
 - Content would be provided by Regions, Clubs and Members.

JCNA Facebook segments each month

- Region Reviews
 - Rotating around the regions according to the calendar on the region. A few sentences (no more than 2 paragraphs) on events or activities in the region the previous month or what activities/events coming up the next month. Any special highlights or events that they have occurred.
 - Relevant photos zero to 5 photos per month.
- Featured clubs
 - Rotating around the clubs under the club logo and a picture of the club (can be from an event or a meeting, cars or people)
 - A recap of the club (who they are, what locations they service, how many times they meet, what types of events that they hold)
 - Contact information (Club website, Facebook Page, etc.) on how potential members in that area can reach the club.
- Featured Member Car
 - The regions and clubs to ask that members send in a photo of their car and the story behind it.
 - The stories would need to be no more than a paragraph or two.
 - Each entry should include a photo of the car, owner's name, car information and local club affiliation and any special features about the car (or special events - awards won, races done, special trips made)

Social Media Flow



JCNA Social Media/Facebook

- JCNA will expand the Social Media Presence
- Initial Focus is on Facebook
- Current use of Facebook for advertisers will continue. Diane DuFour will continue to manage advertisers
- Kristina Newton, member of Nations Capital Club is the Social Media Manager.
- Kristina will coordinate with Peter Crispin for FB v JJ content.