

# ORPCA Social Media Class

STORY AND PHOTOS BY BRAD HEDSTROM

After more than a week of unusually warm and dry weather during which some of us managed to cleanse our cars of winter grime, wouldn't you know it: On Saturday February 7 the skies turned grey and rainy, rather typical for Portland. A perfect day for some Social Media instruction, taught by our Social Media Maven, Jeannine Downey.

Over the past couple of years Jeannine has significantly increased the Club's social media presence which has resulted in attracting new members and new sponsors. She offered the class to encourage other members to contribute to the Club's visibility. The class was a nice mix of brief presentation and hands-on practice. The focus was on how to make engaging posts (reels) on Instagram and TikTok. Jeannine presented a few basics like adding a caption, using hashtags and inviting collaborators, as well as some DON'T's specific to ORPCA related posts like 1) no pictures from the driver's seat, 2) no pictures showing speeding or breaking any laws, and 3) no photos of children without permission. She also handed out the ORPCA Social Media Policy Guidelines.

Jeannine shared some best practices for capturing photos and videos suitable for posting the primary ones being 1) use portrait orientation and 2) use Live Photos (Apple) or Motion Photos (Android).

The dozen or so attendees then went out into the parking lot for the "field work" portion of the class where each person captured several photos and videos of the collection of rain-soaked Porsches in the parking lot.

Then, we returned to the classroom where Jeannine walked everyone through how to create a reel in TikTok, how to annotate it, and how to also share it on Instagram. Then everyone created their own posts, included the common tags {#porsche #porsche911 #porscheclub #oregonpca #pca}. She also explained and showed that by adding @oregonpca as a collaborator, she can then repost from the Club's social media account.

You can view the Club's activities by following @oregonpca on Instagram or @oregon.pca on TikTok. If you are active on either, you can tag the Club or invite us to collaborate. ■



Jeannine presenting.



Members taking photos in the parking lot.



Carole Hedstrom, Bob Ellis, and Wendy Wells coaching each other on their posts.