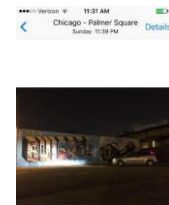


## HOW TO SCORE (IN LEMONS RALLY)

To score points for rally checkpoints, you'll need a smart phone with Instagram installed and an Instagram account. You can use your existing account or start a new one. Just let us know at registration (or sooner) which one (and only one) you'll be using. Starting in 2020, you'll no longer need a mascot. The checkpoints should be laid out that your car can be in frame unless otherwise noted in the Route Book.

## HOW TO POST RALLY CHECKPOINTS TO INSTAGRAM

1. Take a photo or a short video with your smartphone of the car at the checkpoint.



2. . Open the Instagram app and tap the “+” button.



3. Select the photo or video you just shot, then click “Next.” You can select filters at the next screen if you want to look artistic or something. Click “Next” on the filters screen.

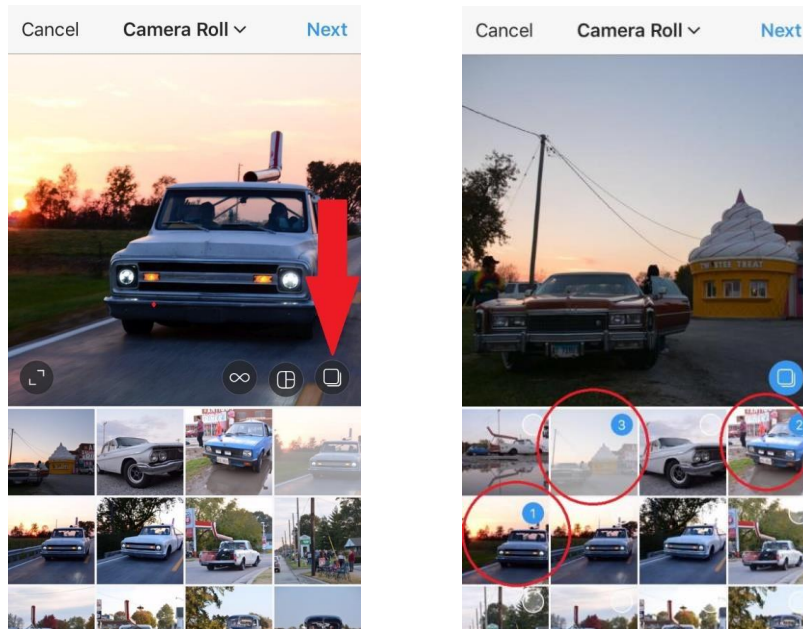


4. After this, you can add text. Tap the text box and type anything you want here—ideally something witty—but the text must include the hashtags #LemonsRally, the hashtag for the rally (at the top of each page of the Route Book), and the hashtag for that checkpoint in the Rally Book. You can add any other hashtags you want after that. When you're done, tap “OK” and then “Share.”



## HOW TO MAKE A MULTIPLE-PHOTO POST IN INSTAGRAM

Follow steps 1, 2, and 3 above. To make a multiple photo post, once you've selected the first photo, tap the lower-right icon and then select up to 10 photos. Then follow steps 4 and 5 above.



## FOR CRAP'S SAKE, WHAT IS A HASHTAG?

A hash tag is simply the pound sign (#) followed by a keyword that can be searched in Instagram. For example: #LemonsRally will let us and others (It could be you!) search for Lemons Rally posts. For this rally, each of your posts will have three to four hashtags:

(1) #LemonsRally – Tag every post so anyone can see your poor decisions in real time!

(2) #[CheckpointName] – Every checkpoint in the rally book will have a hashtag.

(3) #[RallyName] – Will be at the top of each page of the Route Book.

(3) Optional tags like #HooptieScenes for stuff not in the Route Book or #YourCar if you want, for example, Renault Alliance groups to know you're rallying their precious vehicle.

## DOESN'T THAT MAKE A LOT OF HASHTAGS?

It would, but Instagram will save oft-used hashtags for easy retrieval. So when you start typing #LemonsRally, Instagram should suggest it after you type the "L-e" by the second time. You can also make a notes file on your phone from which to copy/paste.