



Communications, Community, Connections— Why We Blog

@BarbChamberlain

@BikeWA

@WomenBikeBlogs

@BikeStyleLife

#BikeSM

What Can You DO with a Blog?

- Establish your professional persona & reputation
- Spark conversations
- Respond quickly to issues
- Learn & teach
- Promote events
- Provide live coverage of events
- Draw Web traffic
- Convey identity & focus
- Demonstrate expertise
- Build (or betray) relationships & trust
- Identify problems
- Provide customer service
- Ask & answer questions
- Connect people
- Show up in Google search results
- Share resources



Blogging for Communications

- We ARE the media
- Your voice, your message
- Shareable shareable shareable—if it's not worth sharing, why are you posting it?
 - Email, Twitter, Facebook, LinkedIn, Pinterest, Flickr—whatever you create, share in multiple platforms
- Dynamic content—more interesting than static web pages but also helps drive views of those underlying resource pages
- Response space as needed



Blogging for Community

- Comments can foster a sense of community
 - Public /organizational sites: Publish a clear comment policy that provides legal protection and promotes civility and moderate comments
 - If your typical comment is more than two paragraphs long, you need a blog of your own
- Links to other blogs/sites establish context for who/what you are
- Link generously. It's free.



WomenBikeBlogs.com

@WomenBikeBlogs

- Grew out of a personal quest
- Methodology=serendipity, data imperfect & incomplete
- 818 found so far (176 appear defunct)
- Local to international, amateur to professional
- Every kind of riding: MTB, Tri, Road, Cross, Commuter, Touring, Crazy, Happy, Cheap, Expensive, Pretty, Muddy, Daily, Monthly, Yearly, Random....



Cyclofemme, @30DaysofBiking, #Coffeeneuring & Other Fun

- Themed blog posts or sites create common experiences and inspiration for your posts
- Cyclofemme: Event promoted online
- 30 Days of Biking: Site, hashtag, goal
- #Coffeeneuring, #Errandonnee, & similar ideas: Connecting across cities and countries
- What can you start in your area and spread via blog?



chasing mailboxes d.c.

HOME ABOUT BIKES I RIDE OTHER WRITING CONTACT



← The Old Bike Shop Recyclery The Errandonnee: It's Starting →

FEBRUARY 5, 2013 · 11:19 PM

↓ [Jump to Comments](#)

Winter Challenge: The Errandonnee

Winter got you down, craving the warmth of home? Feel down no more and hop on that bike. It's time for a February challenge designed for the utility cyclist with lots of errands to do, even in wintertime– the **Errandonnee!**



Subscribe

Enter your email & subscribe to this blog



Chasing Mailboxes D.C.

128

Popular Posts

▪ [The Perfect Commuter](#)

Topics

- [Bicycle Lifestyle](#) (30)
- [Bike Touring](#) (29)
- [Bikes to Like](#) (52)
- [650B](#) (8)
- [Austro-Daimler](#) (1)
- [Boulder Bicycle](#) (1)
- [Bridgestone](#) (1)
- [Burley](#) (1)
- [Cannondale](#) (3)
- [Co-Motion](#) (4)
- [Dahon](#) (2)



Coffeeneuring: Fueled by Caffeine

Bikespeditions

8 Comments

 Like 17

 +1 0

Many awesome excuses abound for riding your bike.

I keep threatening to organize a Cupcake Ride, for example, although we're starting to lose the kind of weather that makes people happy to get out and spend the better part of a day on the bike chasing frosting. (I will put one together, I promise!)

I just encountered another great idea I'll share in case we can get this rolling: [coffeeneuring](#), courtesy of bike blogger [Chasing Mailboxes](#) in the other Washington.

If you're not familiar with [randonneuring](#) the term may sound pretty funny; that's a long-distance ride form with required check-ins.

Shrink the distance considerably, make the check-



Find 40 mind-blowing latte artworks at
<http://designbeep.com/2010/04/07/40-mindblowing-latte-art-designs/>

We'll Put Style in your In-Box!

Enter your email address to subscribe to this blog and receive notifications of new posts by email. We never, ever sell or share the list.

Recent Comments

- [Barb from Bike Style](#) on [It's All in the Attitude](#)
- [Errandonee with a Twist: Biking & Walking Got It Done](#) « [Bike Style Life](#) on [Coffeeneuring: Fueled by Caffeine](#)
- [Errandonee with a Twist: Biking & Walking Got It Done](#) « [Bike Style Life](#) on [30 Days of Biking, September 2011: The Biking Blogging Series](#)





Pledge

JOIN US

Joining 30 Days of Biking means that even if you're biking solo, you're never alone. We're cheering you on from all around the globe.

739

joyful cyclists





WE RIDE TOGETHER | MAY 12TH 2013



Where Are Women Blogging in the US? Very Imperfect State Data

1. California—63
 2. Washington—43
 3. New York and Oregon—27
 4. Massachusetts and Colorado—19
 5. Pennsylvania and DC—13
 6. Texas—11
 7. Illinois—10
- Food for thought: How do these stats compare to women in office and Bike-Friendly State rankings?



Where Are Women Blogging in the US? Very Imperfect City Data

1. Seattle: 33
 2. Portland, OR: 22
 3. New York City: 18
 4. San Francisco and DC: 13
 5. Chicago: 10
 6. Los Angeles: 9
 7. Boston: 8
 8. Boulder: 7
- Chicken & egg: Bike-friendliness first, then blogging? Or can lots of bike blogging invite women to ride?



Blogging for Connections

- Personal connections IRL (In Real Life)
- Link generously. It's reciprocated.
- Media relations if that's part of your world
- Offer to guest blog for existing blogs to get started without full commitment





Barb Chamberlain @barbchamberlain

Feb 26

@gypsybug Are you going to Natl Bike Summit? I'm on social media panel; planning to highlight #coffeeneuring #errandonneur examples :)

Expand



MG @gypsybug

Feb 26

@barbchamberlain Don't think I can make it, but trying to find a way. Thanks for the good words on #coffeeneuring and #errandonnee!

Expand

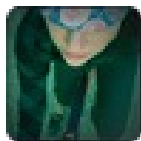


Barb Chamberlain @barbchamberlain

Feb 26

@gypsybug Hope you can! Staying in Arlington w/family, looking for chances to ride bikes while I'm there w/packed schedule.

Expand



MG @gypsybug

Feb 26

@barbchamberlain OK, cool! Keep me posted if you have a break and want to ride/meet up!

[Hide conversation](#) [Reply](#) [Retweet](#) [Favorite](#) [Buffer](#) [More](#)

10:23 a.m. - Feb 26, 2013 - Details



Communications, Community, Connections—Why We Blog

Barb Chamberlain

Bicycle Alliance of Washington

Work: Bicyclealliance.org, [@bikeWA](https://twitter.com/bikeWA),

[Facebook.com/bicyclealliance](https://www.facebook.com/bicyclealliance)

barb@bicyclealliance.org

[@barbchamberlain](https://twitter.com/barbchamberlain)

Bike blog: Bikestylespokane.com, [@BikeStyleLife](https://twitter.com/BikeStyleLife)

Personal blog: biketoworkbarb.blogspot.com

