USING ONLINE ENGAGEMENT TO DRIVE OFFLINE COMMUNITY

BLACK GIRLS RUN!

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#blackgirlsrun #preservethesexy
OVERVIEW

• About Black Girls RUN!
  • Social Media
  • Creating a Fan Base
• Identifying and Cultivating Brand Ambassadors
• Fostering Engagement

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WHO IS?
BLACK GIRLS RUN!

Black Girls RUN! (BGR!) was established in 2009 as an online blog and began to launch running groups in 2010 and 2011. To date, we have 70 groups nationwide in 30 states with 275,000 members. In 2019, we will add 10 more cities to our national reach.

In July 2018, Black Girls RUN! launched the BGR! Foundation (501c3) to support the BGR! community, impact in the community and the sustainability of the organization.

The BGR! Footprint
Facebook | 205K followers
Instagram | 43K followers
Twitter | 29K followers
200 Ambassadors
500+ Run Coordinators
275K Black Girls RUN! members nationwide
National Foundation to support community outreach

Demographic Profile of BGR! Members
100% Women (of course!)
- Age: 35-44 (39.4%)
- Living in United States: (97%)
- Marital Status: Single (62.9%) Married (37.1%)
- College Education or higher (78.7%) - Household Income: $75,000 (47.4%)
OUR COMMUNITY
BLACK GIRLS RUN!

Avis West likes a post.

Mary Beasley › Black Girls RUN! North New Jersey
It's been close to a year since I started my healthy lifestyle and I've lost over 100lbs. I've been rumored to have had weight loss surgery but today I'm rocking my bgr gear to work to show ppl black girls run we don't do surgeries!

Like · Comment · Share · about an hour ago via mobile

View all 5 comments

Kacey Perry › Great job Mary and you keep doing what you do!
34 minutes ago via mobile · Like

Kawanzaa King › Owl! Go Mary! That is an awesome accomplishment! -)
21 minutes ago · Like

Rick Dowell › Black Girls RUN!
19 hrs · Atlanta, GA ·

You guys are the BEST!!! Thank you so much for the support, today!!! I look forward to making 2015 OUR YEAR!!!

Like · Comment · Share · Hootlet
Why do you love BGR!? BGR! has given me a new dimension of sisterhood. There is an appreciation of every woman that comes, regardless of her fitness level. No one is made to feel unwanted. And no woman is ever left behind. The energy is always positive and encouraging. And a tenured Professor of Physical Therapy with a PhD in Pharmaceutical Sciences with emphasis in cardiovascular pharmacology and toxicology, having a research agenda in minority and underserved population, the health and wellness of women that look like me is my priority! BGR! affords me the opportunity to connect what I teach with the way I want to live.
• Closed Facebook groups for each city maintained by local ambassadors/members
• Members curate the conversations
• Main platforms for national brand
• Manage the conversation
• Creating an inviting and safe space
• Consistency
• Use of hashtags
• Visibility
• Establish rules in the group
create a fan base

- Identifying what is the need
- Being open to change
- People still want in person engagement
- Creating community
- Know your community
- Transparency
- Open lines of communication
- Ask for feedback
- Create ownership and sense of pride
identify and cultivate brand ambassadors

• Know who is representing you
• Helps build a local, regional, national and international brand
• Expands your footprint
• You cannot lead your organization alone!
• Application, training and formal onboarding process
• Create a demand
• Provide incentives
• Transparency
• Communication
• Feedback
Establishing community partners
Cosponsoring events
Creating meetups (opportunity to get buy-in from members)
Domestic and international footprint
All of your events should have the goal of cultivating community
Consistent programming
Allow your brand ambassadors to plan events
Empowering members to lead
Create a brand that is recognizable
Example of community partnerships

- Facebook grant for the BGR! Foundation
- Mobilized 12 week training programs in (6) cities (Memphis, Cleveland, LA, Jacksonville, South Jersey and Southern Maryland)
- 25 women in each city
- Selected through pre screening and application process
example of community partnerships

- Provided stipends to our coordinators
- Provided stipends, healthy snacks and activity to our participants
- Pre, mid and final survey Survey and metrics
- After care program and pledge for follow up
- Virtual nutritionist and run coach
- Formalized training
- Creating smaller, more intimate communities
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