

2017 02 26 BikeBrampton Top 5 List Blogs Report

Further to discussion from our January meeting, I created 15 “Top 5” lists from suggestions supplied by members. Kevin added a post on Winter Cycling Congress. Posts were scheduled for every other day at 9pm, throughout the month of February.

The purpose was to create more cycling interest, provide information, and improve our subscriber base and Facebook/Twitter followers. Here are the 16 posts:

1. [Top 5 Places to Buy Bikes](#) 2 Facebook shares, 1 Google+ shares
2. [Top 5 Bike Parking Places](#) 4 Facebook shares, 2 Google+ shares
3. [Top 5 Recreational Trails](#) 6 Facebook shares, 2 Google+ shares
4. [Top 5 Ways to Meet People who Love Cycling](#) 11 Facebook shares, 2 Google+ shares
5. [Top 5 Reasons to Cycle](#) 10 Facebooks shares, 1 Google+ share
6. [Top 5 BMX Parks](#) 4 Facebook shares, 1 Google+ share
7. [Top 5 Romantic Movies](#) 2 Facebook shares, 1 Google+ share
8. [Top 5 Takeaways From The 2017 Winter Cycling Congress](#) 45 Facebook shares, 2 Google+ shares
9. [Top 5 Coffee Tea Shop Bike Racks](#) 10 Facebook shares, 3 Google+ shares
10. [Top 5 Things to Do at Heart Lake Conservation Area](#) 34 Facebook shares, 1 Google+ share
11. [Top 5 Multiuse Paths](#) 7 Facebook shares, 2 Google+ shares
12. [Top 5 More Reasons to Cycle](#) 3 Facebook shares, 3 Google+ shares
13. [Top 5 Bike Lanes](#) 8 Facebook shares, 1 Google+ share
14. [Top 5 Did you Know Brampton Facts](#) 3 Facebook shares, 1 Google+ share
15. [Top 5 Public Murals](#) – to be published Feb 27th
16. [Top 5 Public Sculptures](#) – to be published Mar 1st

Discussion:

Stats listed above are only those shown on the BikeBrampton web page. Perhaps Kevin can analyse further and comment on our Twitter and our ‘reach’.

Feedback I received: Minister of Tourism and Recreation Eleanor McMahon retweeted Top 5 BMX Parks. Brampton Library retweeted Top 5 Romantic Movies. TRCA retweeted Top 5 things to do at Heart Lake Conservation Area. T by Daniel retweeted Top 5 Coffee Tea Shop Bike Racks.

Consider this was an investment of 20 hours to prepare and post the 15 blogs. Do we continue with this strategy in the future? What changes should be made?

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