

BLOGOSPHERE MAGAZINE • JUL 8, 2020

BLOGGING NETWORKS EVENT • JUL 8, 2020



CARDIFF BLOGS

BLOGIAUCAERDYDD

## KACIE MORGAN

Why you should join a community group and the highs  
& lows of running a group of your own.

# WHY YOU SHOULD JOIN A COMMUNITY GROUP...

...& THE HIGHS &  
LOWS OF RUNNING YOUR  
OWN GROUP.

## OVERVIEW

- Who am I?
- What is Cardiff Blogs?
- The benefits of joining a community group
- The highs & lows of running your own group
- Tips for setting up your own community group
- Questions?

# WHO AM I?

## KACIE MORGAN

- Cardiff, Wales
- The Rare Welsh Bit  
([www.therarewelshbit.com](http://www.therarewelshbit.com))
- UK Guild of Food Writers
- Co-op Food Mag, Sainsbury's Magazine, Visit Wales, Around Town Wales Magazines, World Travel Market
- Cardiff Blogs





# WHAT IS CARDIFF BLOGS?



- 2011: founded by local bloggers, for local bloggers
- Popular free networking events including blogger speed networking & debates
- 2016: revived by local blogger, Jane from Hungry City Hippy ([www.hungrycityhippy.co.uk](http://www.hungrycityhippy.co.uk))
- 2018: I took over
- Networking events & online community



# THE BENEFITS OF JOINING A COMMUNITY GROUP

- Connect with like-minded content creators
- Learn more about blogging and content creation
- Increase your profile by exposure through online communities
- Opportunities to network with brands
- Personal development (networking skills, public speaking opps etc.)

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# THINKING OF SETTING UP A COMMUNITY GROUP? LET'S TALK ABOUT THE HIGHS...

## NETWORKING

Great opportunity to connect with local content creators.

## 'FEEL-GOOD' FACTOR

It feels good to know you've helped to bring people together.

## MAKE NEW FRIENDS

Professional connections can (and do!) become friends.

## BOOST YOUR PROFILE

Gain recognition locally and 'get your name out there'.

## CONNECT WITH BRANDS

Local brands will be keen to get to know you.

## MAKE MONEY

Potential to earn an income by selling tickets for talks & workshops.





# ...AND WHAT ABOUT THE LOWS?

## TIME-CONSUMING

Running a community group will take up lots of your time.

## DISHEARTENING MOMENTS

Low no's of event sign-ups & no-shows can be disheartening.

## POTENTIAL COSTS

You may need to invest some of your own money into the group.

## THE LONG GAME

Building a community doesn't happen overnight.

## CAN BE STRESSFUL

Easier if you have someone you could team up with.

## TAX IMPLICATIONS

All income must be declared to HMRC - tax liabilities.



# TIPS FOR SETTING UP A COMMUNITY GROUP



- DECIDE WHAT KIND OF COMMUNITY YOU WANT TO BUILD
- DESIGN A LOGO
- SET UP SOCIAL MEDIA ACCOUNTS AND FOLLOW/INTERACT WITH LIKE-MINDED PEOPLE
- ARRANGE EVENTS E.G. SOCIALS, TALKS, WORKSHOPS
- CONSIDER SETTING UP A BLOG TO POST ANNOUNCEMENTS & SHOWCASE MEMBERS' WORK
- DON'T LET SETBACKS DISHEARTEN YOU, AND BE PATIENT! BUILDING A COMMUNITY TAKES TIME :)



KEEP IN  
TOUCH

## CARDIFF BLOGS

- Facebook: [www.facebook.com/cdf.social](http://www.facebook.com/cdf.social)
- Twitter: @cdfblogs
- Instagram: @cdfblogs

## THE RARE WELSH BIT

- [www.therarewelshbit.com](http://www.therarewelshbit.com)
- [kacie@therarewelshbit.com](mailto:kacie@therarewelshbit.com)
- Facebook:  
[www.facebook.com/therarewelshbit](http://www.facebook.com/therarewelshbit)
- Instagram: @therarewelshbit
- Twitter: @therarewelshbit

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"Community is much more than  
belonging to something; it's  
about doing something  
together that makes  
belonging matter."

-- BRIAN SOLIS



SOMETHING TO THINK ABOUT...



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QUESTIONS?

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