

Diversity



How do we let everyone know that mountain biking trails and events are available to them? These can be along the dimensions of race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, religious beliefs, political beliefs, or other ideologies.

Images

The goal is to connect with our audience with sensitive and consistent imagery of diversity and inclusion.

In October 2018, Shutterstock and Censuswide conducted research with 2,500 marketers on their use of imagery for digital content [4]. It was found that

- 88% of Generation X and Millennials believe “a diverse representation in their campaigns” help a brand’s reputation
- There has been an increase in the use of sam-sex couples, transgendered, and disabled imagery over the past year
- Motivators include emotional reactions, community connections, representation of today’s society, and shareability of images.

When choosing imagery to use for your website, social media, and/or print media, select images that reflect the visible minorities that make up the mountain biking community. Provide opportunity for a range of voices and perspectives to be portrayed on both your social media and on your website. [7] Recognize that this goes beyond showing both genders. Diversity means showcasing different races, genders, cultures, ages, body types, sexual orientations, economic backgrounds, abilities, etc. [8]

Imagery/Digital Media Resources for inspiration:

- Aspen Snowmass - Give a Flake campaign:
 - <https://www.youtube.com/watch?v=DQAoTbRTtoDQ#action=share>
- Ayesha McGowan: Cycling’s Trailblazer
 - [Ayesha McGowan: Cycling's Trailblazer](#)
- Ferda Girls Campaign:
 - [Ferda Girls – IFHT](#)
- An Ode to Women who Shred on Bikes
 - [An Ode to Women Who Shred on Bikes](#)
- Diversify Outdoors
 - [Diversify Outdoors — Resources](#)

Language

What is your goal for the messaging? Do you want to speak to a specific demographic or are you looking at reaching as many people as possible? When looking at language to use for both your website and any outreach to the public, think about these tips for language:

Gender neutrality language: not referring to one sex but to people in general

- Examples: “Hey guys” “Hey ladies”
- Use “They” instead of “he/she”
- Use gender-neutral expressions [6]
 - Avoid expressions that use masculine or feminine forms
 - Examples:
 - Businessmen = representatives, business community, business people
 - Freshman = first-year student
 - Policeman = police officer
- Use Inclusive Language [6]
 - Avoid using generic masculine terms to refer to both genders
 - Examples
 - Each participant must present his ID badge vs Each participant must present their ID badge
 - A representative must listen to his supporters vs A representative must listen to their supporters
- Use both masculine and feminine words [6]
 - To retain gender statements - include both masculine and feminine
 - Examples
 - Each professor should send his or her assistant to the conference
- Avoid using expressions that have a negative connotation [6]
 - Examples
 - Investing in Women vs Investing in women’s potential
 - Having lunch with the girls vs Having lunch with some colleagues
- Gender identity and sexual orientation [6]
 - Be mindful of an individual’s sexual orientation and gender identity. Use pronouns and nouns that are consistent with an individual’s gender identity, regardless of their sex at birth
 - <https://www.nbdcampaign.ca/>
 - <https://www.nbdcampaign.ca/wp-content/uploads/2018/10/NBD.pdf>
- Use gender neutral form, specifically with occupations [6]
 - Examples
 - Cleaning lady = cleaner
 - Male nurse = nurse
- Checklist for gender-related revisions when writing [6]
 - When reviewing text, does it contain any gender-related expressions that could be replaced?
 - Does the text use masculine forms when referring to both genders?
 - Does the text contain any gender specific occupations?
 - Does the text contain any unnecessary references to gender?
 - Does the text refer to the same information regardless of gender of the reader?

Types of Events

Events are a main avenue to get our community to come together and out on our bikes. When thinking about events, we have a vast number of opportunities and reasons to get people together. Below are some ideas for group rides and events to bring out people from all corners of Vermont.

- Types of Rides and Events
 - Womens Rides
 - Pride Rides
 - Family Rides
 - Different ability rides
 - Beginner
 - Advanced
 - Intermediate
 - Fatbike Group Rides
 - Everyone is invited - No Drop
 - Intermediate, Beginner, etc.
 - Network Tour Rides
 - Trail-Side Fix Clinics
 - Trail Tours
 - Skills Clinics
 - Women's Skills Clinics
 - Bike Demos

References

[4] [What Does Diversity and Inclusion Look Like in Digital Marketing?](#)

[6] [Gender-inclusive language guidelines](#)

[7] [8 Ways to Make Your Social Media Channels More Gender Inclusive](#)

[8] [10 Ways the Cycling Industry Can Promote Diversity](#)