

Sample Instagram Schedule

It takes a lot of effort to keep the social media feed varied and interesting. Ask the team to look for opportunities from every workout and to come up with some featuring themselves. Get a few ready and start feeding them through. Please use the portal for the branded squares & videos have been circulated.

DAY/CATEGORY	Member Quote - Feel Good story	Member Video - same	YZ45 VIDEO OR STUDIO VID	YZ45 BRAND SQUARES	Team Pic
Day 1	WHY I JOINED				
Day 2				45 MINUTE WORKOUTS	
Day 3					
Day 4					END OF CLASS CROWD
Day 5			YZ45 MIN WORKOUT YZ45 VID		
Day 6	WHAT I LIKE MOST ABOUT				
Day 7				MOTIVATION, ENJOYMENT	
Day 8					
Day 9					INSTRUCTOR W 1 MEMBER
Day 10	WHAT IMPROVED FITNESS MEANS TO ME				
Day 11			STUDIO VID OF AN EXERCISE		
Day 12	MY MOTIVATION				
Day 13				NEVER GET BORED	ANY PETS IN? MEMBER W CALS SMASHED BOARD
Day 14					
Day 15	I HAVE LOST WEIGHT				
Day 16				INSTRUCTOR LED	
Day 17					
Day 18			CALS BURNED YZ45 VID		
Day 19					
Day 20		SHORT VID TAKEN BY PHONE ON THEIR			
Day 21				FITNESS MEETS SCIENCE	
Day 22			STUDIO VID OF TRAINER WHY YZ45 IS		
Day 23		SHORT VIDEO ON THEIR RESULTS			
Day 24					
Day 25	HOW YZ45 HELPED ME				
Day 26					MEMBER WITH LB'S LOST
Day 27			STUDIO VID OF A CURRENT CHALLENGE		
Day 28				DIFFERENT WORKOUT	
Day 29					
Day 30	MY NEXT TARGET				
Hashtag use	Use #'location' #'widerlocation, #fitness #yz45 #'dayofweek' motivation #'event' #getfit				
	Put a short bit of commentary with the picture for maximum effect				
	Keep video's 30 secs				

Examples of Actual Posts

