

SOCIAL MEDIA CHEAT SHEET

Inspire

Inform

Entertain

People want to be entertained on social media, that's why they love scrolling through on their phone; they want to see what their friends are up to. If your content gets too 'salesy' it will turn them off.

Base your content around the following principles:

Inspire – show case your members' transformations or share inspiring fitness content from other pages

Inform – educate your audience with important and up to date information about fitness and nutrition. Give clear advice that is easy to implement.

Entertain – inject a bit of your personality and be a bit off the cuff with your content



YZ45

THE RIGHT PLATFORM

Choose Facebook and Instagram for their reach and influence in fitness. Twitter and LinkedIn are not as important although maintaining a good personal network on LinkedIn can be important for recruitment and finding other useful professionals.

These two platforms work well due to their highly visual nature. They have enormous reach and the majority of your customers are spending time there.

Just look at the numbers:

Facebook 2.38 Billion active users

Instagram 1 Billion active users

BE CONSISTENT & PATIENT

The problem most fitness businesses face is that if they are not getting results they want after a certain period of time they give up.

Change your thinking.

Would you want your members giving up after a couple of weeks because they weren't seeing results?

Then you shouldn't give up.

It takes time and effort but you will get results. A good place to start is to create a simple content calendar where you can plan and track what is going out week by week

Simple Calendar for Instagram		KEY
	Post Description	
1st May		YZ45 Square
2nd May	YZ45 Square	YZ45 Video
3rd May	YZ45 Square	Video of Members
4th May		Member Board Pic
5th May		Studio Own Video
6th May		Pic of Members
7th May	Member Board Pic	Pic of Studio
8th May	YZ45 Square	Video of YZ45 staff
9th May		Pic of YZ45 staff
10th May	YZ45 Square	YZ45 Brand pic w Text
	Studio Own Video	
11th May	Member Board Pic	
12th May		
13th May	YZ45 Square	
14th May	Member Board Pic	
15th May		
16th May	YZ45 Square	
17th May	Member Board Pic	
	YZ45 Square	
18th May		
19th May		
20th May	YZ45 Square	
21st May	Member Board Pic	
22nd May	YZ45 Square	
23rd May	Studio Own Video	
24th May		
25th May		
26th May		
27th May	Pic of Members	
28th May	Pic of Studio	
29th May	Member Board Pic	
30th May	YZ45 Square	
31st May	Video of YZ45 staff	

TRY & SCHEDULE IN ADVANCE

Having the time to devote to building your online community can be an issue so why not build up some content and have it scheduled in advance.

This is a crucial part of your business success.

If you have one team member driving the content get them to concentrate on putting enough posts together so that it is a simple press of the button every day to get content up.

Then you can concentrate on the engagement side of things and spend more time commenting on members Myzone stats or any other posts they have put on their feeds.

Tag me and I'll tag you back!



USE GOOD IMAGES & VIDEO

For either organic or paid for content you need good images and videos. Here is a breakdown of what you need to do:

Images – keep content as visual as possible and any text to a minimum. For paid advertising FB implements a 20% rule as it prefers ads with as little text as possible to give people a higher quality user experience. If you have too much text FB will show your ad to fewer people.

Videos – make sure they are short and to the point. For paid advertising FB suggests that 47% of the real value of a FB ad comes in the first 3 seconds; 74% comes in the first 10 second. 85% is watched with the sound off. So advertisers have to get their meaning across using captions.

Facebook has an Automated Caption Tool for this purpose



BUILD COMMUNITIES

The YZ45 fitness community is very important to the success of your studio.

Two simple but effective methods:

Create Groups – Facebook is particularly good for this. You can create a closed group for your members and post specific content and members can interact and build relationships.

Use a Hashtag – this is very effective on Instagram, have a specific Hashtag for your studio to spread the word about your business. People often share social media of themselves in the studio so they can show off to their friends on social media.

Display your Hashtag on the wall to encourage them.



BE PART OF THE CONVERSATION

The clue is in the name SOCIAL media.

You have to be relevant and interesting. Here are some simple tips to be more engaging:

- Share relevant and up to date articles from the fitness and wellness sector. Post it with your own opinion and ask for comments.
- Comment on your members progress when they post something about the studio
- Engage with popular pages from the fitness & wellness sector and leave your opinion. Say something of value and engage with commenter and influencers.

CREATE PROMOTIONS THAT GIVE VALUE

When you run promotions through your pages you really need to give value. Here are some examples:

A Discounted Offer

This is a quite straightforward offer: *Join now to get 25% off your first 3 months*

The value of the discounts to convince a sceptical person to join, without you having to do it for free.

A Sense of Scarcity Offer

Create urgency with a discounted offer with a time limit. People will take action if they feel they will miss out on an offer that will deliver the value they may not get again.

Example ; *Sign up by 5pm on Wednesday to get a free limited edition YZ45 gym bag.*



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GROW THOSE FOLLOWERS

Let's get growing those followers, we want everyone to grow their followers into July.

Go engage!

Instagram Followers	June
Bingley	264
Horsham	175
Braintree	376
Colchester	426
Collers Wood	1606
Southampton	126
Greenwich	74



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