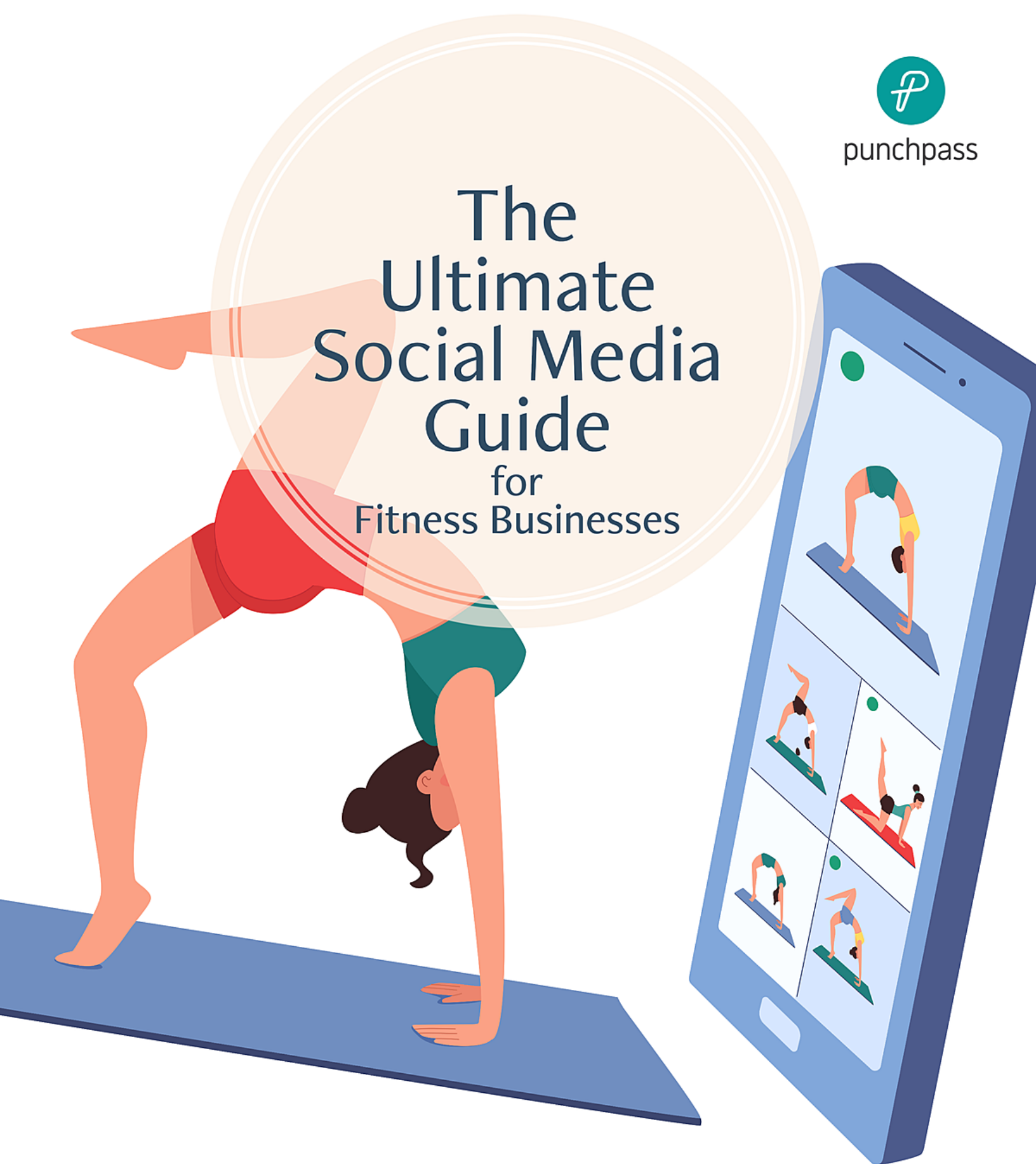


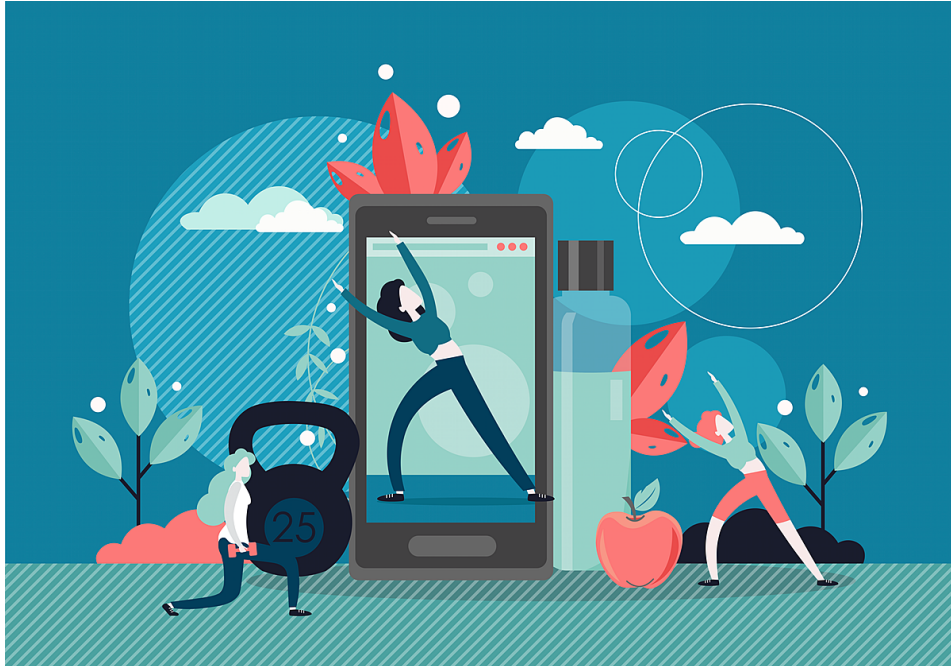


punchpass

The Ultimate Social Media Guide for Fitness Businesses



Why Get Social?



With a captive audience of new and existing customers searching online for ways to stay fit, your fitness business has a tremendous opportunity to connect and grow through social media.

Platforms like Facebook and Instagram are valuable communication tools that allow you to expand your reach and ensure current customers know the latest news on instructors, your studio, classes and community.

Social media also gives your fitness business an unparalleled way to provide an inside view into your special style, passion and personality, attracting like-minded followers. The key to using social media to grow your business is to know how to convert them into paying customers.

In this guide, we're going to show you how to use your Punchpass fitness business software to amplify your social media audience and drive paying customers to your business.

Our Top Social Media Marketing Tips

If your fitness studio doesn't have a Facebook or Instagram account, you're not posting regularly or are confused about how, what and when to post, we've got you covered. In this guide you will learn how to:



1. Optimize Your Social Media Profiles

Set up your Facebook and Instagram accounts and make the most of your profile and bio sections.



2. Create and Share Engaging Content

Set yourself apart. Create and share high-value, high-quality posts that illustrate you and your team's professionalism, personality, empathy and enthusiasm.



3. Get More Customers From Facebook

Facebook is the most-used social platform. It continues to grow in both number of users and time spent engaging.



4. Grow Your Business Using Instagram

Instagram helps you use high-impact photos and video clips to create opportunities for community-building through inspirational messages and powerful glimpses into the lives of real people.



5. Use Hashtags Like a Pro

Using hashtags correctly is critical to building community for your fitness business through social media.



6. Save Time With a Social Media Plan

Get organized so that you can efficiently and effectively manage your social media marketing without letting it suck up too much time.

1. Optimize Your Social Media Profiles

Let's get started with the basics! We'll walk through how to set up and optimize your Facebook and Instagram accounts, including how to make the most of your profile and bio sections.

Make the Most of Your Profile and Bio

First, make sure that you have separate business accounts set up in both Facebook and Instagram in addition to your personal social media accounts.

You can still use your personal pages to cross-promote. In fact it's a good idea to do so. But you want to take advantage of the special features only available to businesses on both platforms. In the case of Instagram, it's frowned upon to use your personal account primarily to promote your business.

Each platform has its own style and nuanced algorithm in terms of how it favors and displays posts and how users interact. For now, we're going to focus on the basics, and some key best practices for businesses that both Facebook and Instagram have in common.

For Facebook, the profile image is a large banner (get specifics on sizing and rules from Facebook here) where you have the opportunity to showcase the

personality of your business and promote current promotions, special events, and trainings. It's worth making an extra effort to get a high-resolution image that features real people having a great time in class or smiling together with your or your team right after class.

The intention is to convey your special vibe and instantly show anyone who sees your page that you're friendly, inviting and a place others love to go. You can use simple online editing tools to overlay your logo and any timely calls to action – like your latest intro offer or training program on top of the photo.



Upload a Crisp, Clear Logo

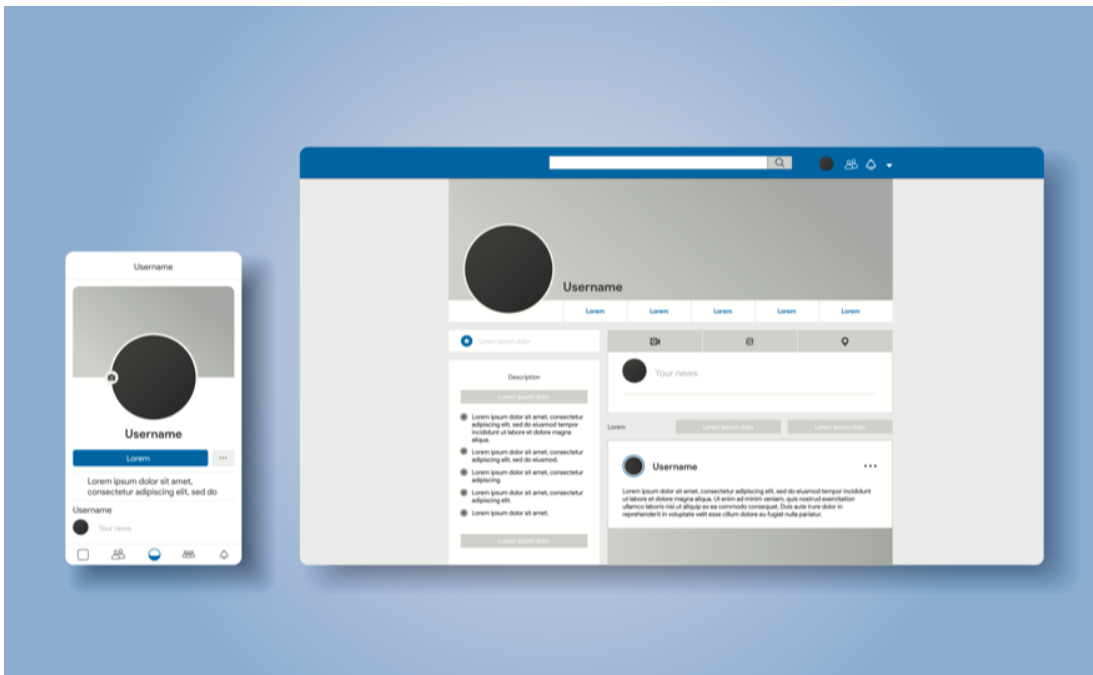
Remember that the image will be cropped into a circle, even if you upload a square, so you want to make sure you've got large enough margins in the image so your logo isn't cut off on the corners. These images are the ones that people see in the Stories area, and when you interact and post. So you want to make sure that the image is appropriately sized and isn't blurry or cropped strangely.

On Facebook: You have a smaller, inset image that's the place to put your logo.

On Instagram: This image is your one and only for your profile.

Make the most of the short description in each profile

Think one to two impactful sentences that tell people who you are, what you offer that can make their lives better and what distinguishes you from the competition.



On Facebook: you're able to list links to your website and other social platforms in your About section. You can also feature videos, photos, events and even a link to your online store if you have one. Be sure to fill in all

the information on your business location or locations, (you can include a searchable map), hours of operation and prefer method of contact.

On Instagram: you can list your website, or even better, a [Linktree](#) link, and the "about" section of your profile is called your "bio." If you have a hashtag associated with your fitness business, or want to create one, this is the place to feature it. Then, make sure to include your hashtag with your list of industry leading hashtags (this is how users find you when searching topics) in posts to your feed. Think Equinox's #itsnotfitnessitslife and Lululemon's "#thesweatlife."

Know Posting Style and Etiquette

One of the biggest stylistic differences between Facebook and Instagram is that on Facebook, posts tend to be longer and you can include links -- so folks who click are taken to a different spot on the web.. On your business page, you can create events, which are perfect for featuring and getting reservations for workshops, trainings, challenges, fundraisers and other special events. You can also set up an online store where users can purchase right inside Facebook, or be directed to your website to buy.

Instagram was designed to be much more visual with short, sweet and more casual post descriptions (with lots more emojis), and, for organic posts you can't put a link into the post. To be able to supply a link for users to click, you'll need



to sign up for a free service like [Linktree](#) or [Feedlink](#) which allows you to include a list of links in your bio. That's why you frequently see Instagrammers direct users to the "link in bio" to get more information.

Create a Strong Call-To-Action with a Button (Facebook) or Link in Bio (Instagram)

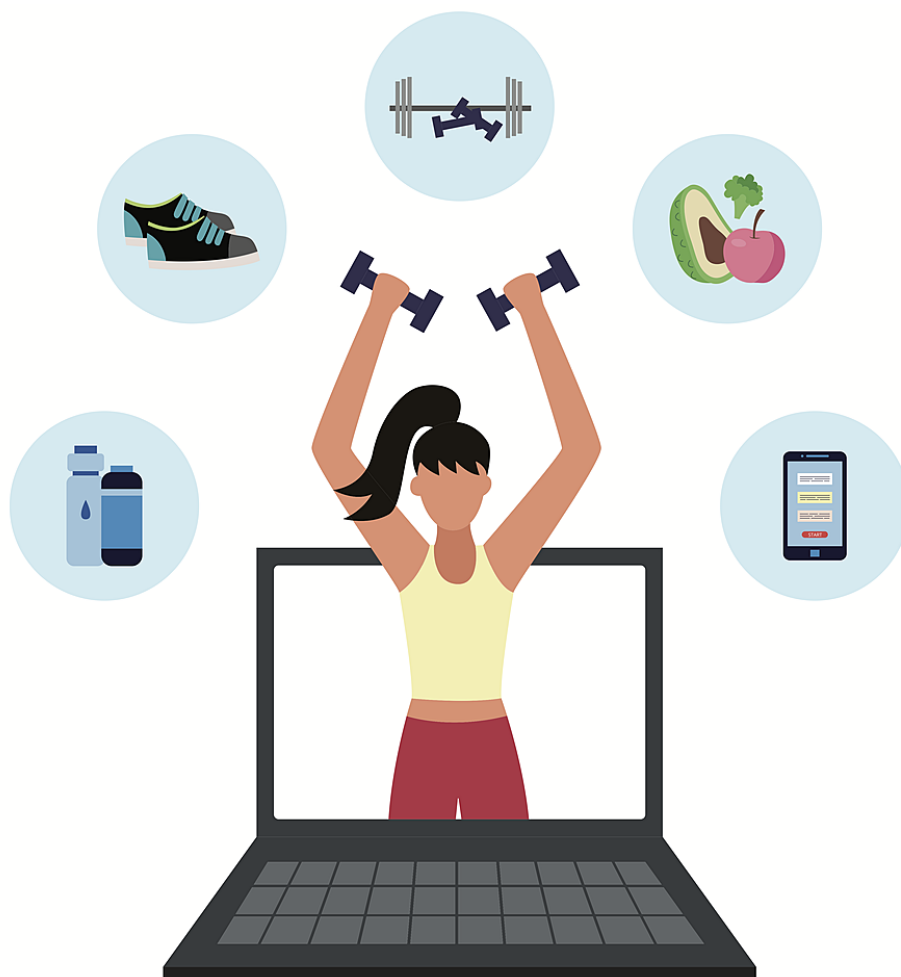
On Facebook: At the top of your Page you can add a call-to-action (CTA) button that directs your Page visitors to do something, like visit your website or call you or your studio. You can also customize your CTA button to be "Watch Video," "Sign Up" or "Book Now." This is a great way to drive more traffic to your website, or to get customers to take a desired action.

A smart way to optimize your CTA is to link the button to the page on your website where you tell people how to get started with their first class and/or join your studio. Make sure there's a link to buy your intro offer or a class pass (through [Punchpass](#), of course!)

On Instagram: You can feature the same CTA, but you'll need to place your link in your [Linktree](#) or [Feedlink](#). These services allow you to "pin" important, evergreen links to the top of the link list. Make sure to put your "getting started" or "intro offer" landing page link at the top of your list. The added bonus is that every time you add the "link in bio" CTA to any of your Instagram posts, your target audience will see this link.

You may be tempted to rush through the set up of your accounts or skip over optimizing your existing accounts to "get to the good stuff" of posting. But remember, with most social media users following hundreds or thousands of accounts, first impressions are everything. In the split second that someone is viewing your page, you want to draw them in and make it super easy and simple for them to click through to continue engaging with your business.

As the smart business owner that you are, you know it's not just about likes and follows. It's about actively engaging real people who will get into your class and become loyal customers and longtime members.



2. Create and Share Engaging Content

You can set yourself apart if you strategically create and share high-value, high-quality posts that illustrate you and your team's professionalism, personality, empathy and enthusiasm. Here's how to stand out.

It's All About Distinguishing Yourself

It's critical for your fitness business to distinguish your offerings from others. The key to social media marketing success for fitness business owners like you is to speak directly to your people and give them ways to quickly and easily click their way into your classes.



Put yourself in your ideal customer's place. Imagine what it's like to be at home, bored and scrolling through an endless feed filled with selfies, photos of friend's and family's meals, cute pet pics and kids in holiday attire.

Ask yourself, "What would make me stop, read or watch, and click?"

Maybe it's a video loop of your favorite instructor looking lean and mean and doing a move you could do right now on the living room floor. Maybe you haven't seen that instructor in months, but you know he or she knows your name and would likely reply back to your comment or message. Seeing that friendly face doing a move of the day, motivates you to take them up on their invitation to click, and next thing you know you're printing out their workout of the week (WOW) and pasting it to your fridge.

Even better, when you clicked through to the WOW's web landing page, you saw a big banner letting you know that the neighborhood studio's doors are open for classes and you can book an appointment for next Wednesday! There's even another link that you can click that gets you an updated class pass so you can reserve your spot immediately – which you do because fear of missing out (FOMO) is kicking in. (Good thing the gym has Punchpass to make it all happen seamlessly!)

Update Your Intro Offer and Post It Regularly

You have a unique opportunity to draw in new customers by featuring your fitness business's introductory offer through platforms like Facebook and Instagram.

Whether you go the organic route or opt to pay to promote these posts, here are a few key things to keep in mind. Use the image or video content to showcase your studio's or classes' personality – think photos or short video clips featuring you and your students or team members



smiling, virtual high-fiving and having a great time sweating it out. Make your invitation to try it out conversational, friendly and light-hearted. The goal is to delight, inspire and have the new potential customer catching your vibe and falling in love before they get to the end of the post and your CTA (call to action) to click the link in bio (or in the post if you're on Facebook) to buy that super discounted pass.

Make sure you've set up a compelling title and description for your intro offer in your Punchpass fitness business software platform. To add value and boost engagement, consider adding a link to a short, complimentary on-demand video workout or class in your Punchpass content library.

Build Trust, Professionalism and Engagement with MOD, WOD and WOW

Take pics and videos of you and your instructors doing a move-of-the-day (MOD) and talk about how to best perform the move and include it in your workout-of-the-day (WOD) and workout-of-the-week (WOW).



To drive users to your business, include a link to a web landing page where you feature a downloadable (option to print) PDF of the move or pose with pro-tips, and the full workout – which you can do through the [Punchpass content library feature](#). Bonus if you also include a link to a class or workout that's either on-demand or open on

your schedule for in-person, hybrid or live online registration.

Save time and energy by asking members of your teaching team to pick a day that their move will be featured, and have them generate the photo or video, post text, and downloads.

Create and Build Community with User Generated Content

Social media platforms like Facebook and Instagram are perfectly designed to bring communities together to motivate and inspire each other. Your fitness business can build on this by asking loyal customers to share pics and videos of themselves doing their favorite moves and poses, and meeting and exceeding personal bests.

One of the simplest ways to do this is by creating a custom hashtag for your fitness business that encapsulates your brand's personality and vision. Share the hashtag in all your posts and post messages asking your community to share their inspirational fitness moments with the hashtag.

An even better way to build your community and drive user engagement is to host a contest on Facebook or Instagram where you ask people to post their photos or videos and tag your business and make sure that they use your special hashtag in their posts.



There are also online software providers that help you launch and manage social media contests if you're willing to pay.

Finally, use that valuable social proof to build enthusiasm, motivation and FOMO for new and existing customers by featuring the posts – or your entire “feed” on your website. Most websites come with this capability, or you can add a free plugin that will allow you to surface the posts.

Most importantly, when using social media to grow your fitness business, remember that you are talking to real human beings. Keep your posts friendly, real, and fun, and let your unique personality shine through!

3. Get More Customers From Facebook

Here's how you can tap into the power of Facebook to fill up your group fitness classes and training programs.

Why Facebook Rules

Facebook is the most-used social platform with nearly 2.45 billion monthly active users in 2020. It continues to grow in both number of users and time spent engaging. Facebook's audience tends to be a bit older than other platforms like TikTok and Instagram, which means there's a bigger market of potential customers for your fitness business who have disposable income and are ready to spend it getting healthy and fit. In fact, 74% of high-income earners are Facebook users, surpassing LinkedIn, which reaches just 49% of users making more than \$75,000.

How to Grow Your Audience on Facebook

There are two ways to get more page likes and followers on Facebook: organically and through paid advertising. Ideally, you'll use both. But if you're not ready to spend money on ads, you can still grow your audience with an investment of time and energy in content and engagement.

Whether you're launching paid ads or posting organically the rule for optimizing engagement is the same. You'll get the best results from content that:

- Quickly tells an inspirational story that new and existing customers can relate to
- Clearly illustrates how your fitness business can get people the results they're looking for
- Is welcoming, conversational, fun and inviting
- Features real people: you, your instructors and your community members
- Gives users a way to interact with you through comments, hashtags, and your website



The best way to build fans on Facebook organically is to tag and mention regulars and VIP's in your posts with inspirational messaging and invite those loyal students – either publicly in the announcements you make before or after group classes and training sessions, or privately in one-on-one conversations - to like and follow your page. Be sure to mention that by doing so they'll get “bonus” content from you and be able to personally interact with you and your staff. This is a huge attracter for those students who think the world of you.



You can also create a best practice for yourself and your staff to send friend requests from your Facebook business page to class attendees after every single class or workout session. Fitness studio management software like [Punchpass](#) makes it easy to

track and access class attendance lists.

If you want to pay to grow your audience, Facebook allows you to create a “Custom Audience” for paid ads, including paid “like campaigns” by importing a contact list – like the one you can download from your [Punchpass](#) software, or an email service like MailChimp or Constant Contact. You can then target those contacts with a post that asks them to click to like or follow your page.

Beyond like campaigns, you can utilize [paid ads on Facebook](#) to find and engage with very specific target audiences. If you want to get super fancy, you can use Facebook tracking pixels that share user behavior from your website to run ads targeting people who, for example, went to a specific page and watched a certain video for a certain percentage of time. You can also geo-target potential new customers by running an ad that displays only to people within a five-mile radius of your studio/class location.

Work the Facebook Algorithm to Your Advantage

In the last several years, Facebook has been optimizing posts based on the amount of time users engage with a post – think watching a video, commenting and sharing – as well as emotional response rate (prioritizing hearts, sad and angry faces and virtual hugs over likes).

The way to cut through the noise as a fitness business owner is clear: post content that shows real people doing inspirational things, talking about the day-to-day health and fitness challenges they are overcoming through working with you, and use visually compelling photos and videos to illustrate this.

Go Live on Facebook to Engage with Users in Real Time

You'll get an extra boost by being brave enough to go "live" with a video feed featuring you and your team. There's a tremendous opportunity to engage the customers you haven't been able to see in person through these live, interactive sessions where you can do Q&A and support each other during the challenges of the pandemic.



Many fitness professionals are using the live video feature to broadcast workouts and classes. We recommend using [Punchpass's Zoom integration](#) to allow customers to pay and register in advance for live classes. But you can use Facebook's live feature as a way to give a free "preview" of your classes, or share tips on a move of the day or workout of the week. Drive participants to your website to download the full instructions or tip sheet from your [Punchpass content library](#) and be sure to tell participants watching live how to buy your intro offer or get a pass to your next regularly scheduled class.

You can post a recording of your live event to your business page's feed afterwards so that anyone who wasn't able to hop on in real time can still enjoy your video. [Here are Facebook's official instructions on how to go live from your page.](#)

Post Your Class Schedule & Get Bookings On Your Facebook Page

You can pin your Punchpass class schedule to the top of your Facebook to drive sign-ups. Make it even easier for customers to learn about your fitness business and buy passes before they enroll in a class by putting a link to your online calendar in Facebook's "Book Now" feature at the top of your page.

You can also link directly to your pass purchase page – where your customers purchase passes and memberships through Punchpass – in your Book Now button.



4. Grow Your Business Using Instagram

If you're a fitness business, you have a tremendous opportunity to grab those Instagram users' attention and inspire them to check out your group classes and personal training sessions – whether you're hosting them in-person, online, or both. The key is to know how to build an audience that's right for you and to get them to take action, not just give you a bunch of likes.

What's Instagram All About?

Instagram is a fun and easy-to-use social media platform that's ideally suited to fitness businesses. More than other social media channels, Instagram is designed to communicate through high-impact photos and video clips. Its primary focus is creating opportunities for community-building through inspirational messages and powerful glimpses into the lives of real people overcoming challenges and sharing with others how they've improved their lives.



And there are more people on Instagram every day! The platform has grown to 1 billion users worldwide in 2020. Roughly half of them log in daily, and 200 million users visit one business account every day. The average time Instagram users spend scrolling through their feed or watching Stories is 28 minutes.

Consider these 5 points to get a head start on the

competition.

What to Post on Instagram

The first step to building a successful Instagram presence for your fitness business is getting over stage fright and the myth that you have to be polished and perfect. The good news is that posting friendly, authentic content that lets the real you shine through is a proven way to boost engagement.

User behavior on Instagram and other social media platforms continues to confirm what we all instinctively know – it's not big famous personalities with professionally produced and staged Instagram posts that draw the most authentic clicks and comments. Increasingly, smart marketers are seeking out everyday people like you and me who are doing inspirational things to help build followings full of loyal fans -- the people who actually want to pay to take your classes.

Take advantage of IGTV for longer videos and the new Reels for short, sweet and fun posts set to music. IGTV is fairly new and offers early adopters the opportunity to get out in front of audiences. For fitness business owners, this means being able to take more time to talk with potential new customers, demonstrate the benefits of your method and give people healthy lifestyle how-tos that they can use immediately to improve their day.

Use Instagram Stories and Live video to showcase you and your team's personality – give potential new customers and existing students a behind-the-scenes look. Use quizzes, survey questions and stickers to engage users.

Share success stories from your best customers and feature inspirational, empowering messages from you and your team. Instagram is also a perfect place to host a challenge or build community around a challenge that you're hosting by giving your customers a common hashtag to use when posting photos of themselves participating and celebrating.

When to Post

If you're consistent – posting at least once a day and uploading a story two to three times a week – you're going to be ahead of the curve. Most people fail to achieve results on social media because they post infrequently and irregularly.



To build up a loyal and active community of followers, you want people to see you post every day. Once they're hooked on your content, they'll actively come to expect it, and you become trusted for continuing to give them new, fresh content to engage with. It's like becoming that person who everyone knows is going to always be at the party, ready to welcome with a friendly smile and ready to chat about interesting topics. You want to be that person who always leaves people feeling better after having engaged with you – the only difference is that you're doing on Instagram.



How to Boost Your Reach

One sure-fire way to get more authentic followers on Instagram is to visit the feeds of people and brands that are aligned with your fitness business – this could be your most regular customers or like-minded community businesses – and regularly like and comment on their posts. Reserve “follows” for the most valuable contacts. When people see you engaging with their posts, they are likely to check out your account and follow you.

Instagram increasingly optimizes posts that have more comments and saves, as opposed to likes. From a business perspective, likes don't get you paying customers. Clicks to the link in your bio do.

In fact, Instagram is moving to hide likes of posts to encourage community and take the pressure off like counts. Again, to rank highly in the platform's algorithm you'll need to engage, which means inspiring users to comment, view your videos and save your posts.

How to Grow Your Business By Driving Click-Throughs

One of the biggest differences between Facebook and Instagram is that for organic posts, Instagram does not allow you to put a link into your post. You either need to direct users to the primary link in your bio (you're allowed only one), or, as most businesses now do, you can use a link hosting service like [Linktree](#) or [Feedlink](#). You can set up a free account that will allow you to add as many links to your list as you'd like. You can pin a primary link, like your fitness studio's class schedule or pricing page (A fitness business software platform like [Punchpass](#) makes it super easy to sell passes and register paying students for class) to the top of your link list. To ensure that your social media accounts actually drive paying customers to your business it is critical that you have a call to action to click a specific link in your bio for every post that you share. Here are a few additional ideas for links that you can share and power with your [Punchpass](#) account:

- Intro Offer
- Pricing Page
- Workshops and Special Events Page
- Online Schedule for Live Online, In Person and Hybrid Classes
- On-Demand Video Content Library (using [Punchpass](#) to allow registration and payment)
- PDFs in your [Punchpass](#) Content Library



The Instagram Grid

As we mentioned, Instagram was originally designed to be a visual platform. This is why you hear so much about beautifying your Instagram grid. What is it? It's the most recent nine posts you've made, when displayed on the home view of your Instagram account.

The #1 tip for creating an optimal Instagram grid is to alternate types of posts so that you have a consistent "quilt" when they are displayed three across and three down. For example, every other post is either a photo or a quote, and the color scheme is congruent. If your gym's brand colors are black and red, you want to feature that in the images you post. You don't want to choose photos where the primary color palette is pastel.

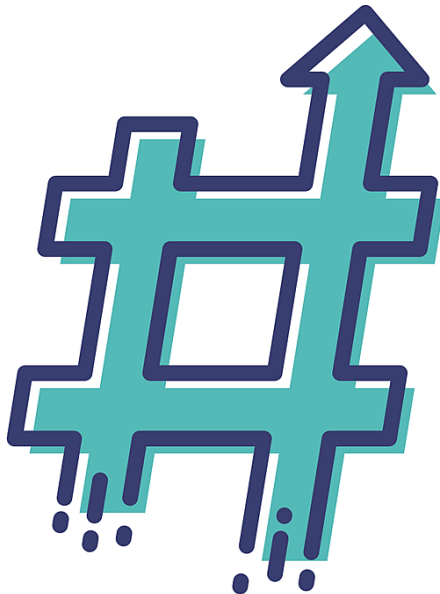
Remember, Instagrammers who keep it light, fun, inspiring and share content that serves others and brightens their day do best. If you're part of the [Punchpass](#) tribe, you're already a natural fit -- you'll do great!

5. Use Hashtags Like a Pro

Hashtags are one of the most important ways to attract the exact right people to your content - and your classes. Once you understand a few key strategies to using them, you can exponentially increase the number of people who find you and engage with your content.

What are Hashtags?

A hashtag is a combination of letters, numbers, and/or emoji preceded by the # symbol (e.g., #NoFilter). They are key words and phrases used to categorize content and make it more discoverable.



While hashtags are used on multiple social media platforms, including Instagram, Facebook and YouTube, and many of the same rules apply, we are going to focus on how your fitness business can use hashtags the right way on Instagram.

You can think of hashtags as Instagram's built-in search engine. Anyone who clicks on an Instagram hashtag or conducts an Instagram hashtag search will see all the pages who use that hashtag in their posts, and by Instagram's aggregated library of content linked to the specific hashtag. Hashtags can be used in posts, Stories, Reels and IGTV.

How Do I Know Which Hashtags to Use?

The first step is to identify the hashtags that are relevant to you and your fitness business brand. For example, if you run a local gym, you wouldn't use #beautyblogger because it wouldn't position your content in front of a relevant audience, and therefore would be a waste of a hashtag..

.A good place to start is to analyze your competitors' hashtags. Check out local and national fitness brands by scrolling through some of their posts and Stories. Consider using 5-10 of the universally applicable ones you find there (provided they fit the following criteria). Avoid using brand-specific hashtags that are attached only to that business or a special event or theme they have custom created.

You'll also want to type your keywords, location, and niche into the search bar and see which hashtags come up. For example, #BoulderFitness (which has 9.6k posts) would be a great tag for a Boulder-based fitness business to use, whereas #BoulderFitnessBlogger (with 9 posts), is not a good tag to use.



A good rule of thumb is to use hashtags that have no less than 10k posts tagged, and no more than 500k - and then vary the size within that. Here are some general best practices to follow:

- Use no more than 5 hashtags that have over 200k posts
- Don't use hashtags with under 10k posts unless they are location-specific or specific to an event
- Vary tags between niche, location, and keywords (i.e. - don't use 30 location-based hashtags and nothing else)

It's likely that if a hashtag has less than 10k posts, nobody is looking for that hashtag, therefore nobody will see your post. On the flip side, if a hashtag has more than 500k

posts, there are constantly posts being tagged with that same hashtag, which will lead to your post quickly being buried and therefore nobody (or very few people) will see your post.

Instagram allows up to 30 hashtags per post. We recommend using all 30 in order to increase your reach the most, quickly.

Here are some examples of commonly used fitness-related hashtags:

- #fitness
- #gym
- #workout
- #fitnessmotivation
- #motivation
- #fit
- #bodybuilding
- #love
- #training
- #health
- #lifestyle
- #instagood
- #fitfam
- #healthylifestyle
- #sport
- #instagram
- #healthy
- #like
- #follow
- #gymlife
- #life
- #bhfyp
- #crossfit
- #personaltrainer
- #happy
- #goals
- #fashion
- #exercise
- #muscle
- #bhfyp



Create a “Hashtag Bank”

If you post to Instagram from your phone, you can use the “notes” feature to type your favorite hashtags into. If you tend to edit and upload posts from a desktop, Google Docs is a great option.



Within your hashtag bank, create “buckets” of hashtags for different types of posts. For example, if you post inspirational content for #motivationmonday you’ll only want to use that hashtag on posts you publish that day. Update the document with new hashtags periodically, as social media platforms are constantly evolving.

You can also use your hashtag bank to keep track of and share custom hashtags that your fitness business creates specifically for your brand, contests, challenges and user-generated content. For example, at Punchpass we use #peopleofpunchpass to identify our tribe and help you find us!

Where Can I Use Hashtags?

In-feed is likely the place you see the most hashtags. While you should be using hashtags on your in-feed posts, you can also use them on:

- Stories (the limit is 10 hashtags here)
- Reels
- IGTV

There are a few tricks for “hiding” your hashtags such that they still get used, but are virtually invisible to users. In Stories, you can make hashtags super small and put stickers over them. And in your posts you can publish your hashtags as a comment attached to your post. This both boosts your post’s engagement score and delivers the searchable hashtags.

I’ve Heard That Hashtags Don’t Work?

It’s true, hashtags are not a get-you-famous-overnight quick fix solution to becoming Instagram famous. However, hashtags do increase your reach, position your content in front of relevant, interested, and engaged audiences, and ultimately bring in new followers (therefore leads and potential clients) over time. Not only that, but they also help to increase your engagement statistics, meaning that Instagram will rank your content higher in the algorithm.

6. Save Time With a Social Media Plan

Here's how to get organized and focused so that you can efficiently and effectively manage your fitness business's social media marketing without letting it suck up too much time.

Manage Social Media Without Letting It Manage You

Even if you love interacting with your community on social media, you don't necessarily have the time. You're busy running your fitness business! Planning and creating valuable content, taking time to post it to your accounts, and following up and engaging with fans can be a full-time job.



When you've got a million priorities vying for your time and attention, social media management can be the first to-do to drop. Yet, with so many of your new and existing customers online seeking fitness content, now is no time to go silent on social.

Create a Posting Schedule and Stick To It

One of the biggest differentiators between success and failure on social media is frequency and consistency. It's so easy, yet most business owners fail to stay on track with getting enough posts out, on schedule. If you commit to post every day without fail, you're going to be ahead of your competition.

Create a Content Library of Links and Assets

This takes some up-front investment of time and energy but will be well worth it in the long-run. Schedule time to collect and organize your content into documents and folders (Google Drive is a great, free resource). You'll want to assemble the following:

- A list of CTA (call-to-action) links such as your website’s most critical landing pages: Home, Pricing, Class Schedule, Online Video Class Library, Intro Offer, Instructor Bios, Customer Stories, Blog Posts. And make sure these pages are optimized so that customers can easily buy passes, register for classes and get involved with your community.
- A hashtag bank. Create a simple working document in which you list all the top hashtags for your specific fitness niche, the hashtags you’ve created for your business, and any “influencer” hashtags used by social media rock stars in your community.
- All the classes, events, programs and announcements that you want to highlight over the next 30 days, with their descriptions and important links.
- Photos. Use photos of your own community when possible, and fill in with stock photos where you don’t have images to illustrate your posts. If you have team members, make sure you ask them to upload their pics to the folder. This is a great way to collect both professional photos like head shots and candid shots of your community over time.
- Videos. Post links or clips of promotional, instructional and personal “shout out” videos here. With Punchpass, you can host on-demand videos in your content library. Find out how.

Create a Social Media Calendar

A spreadsheet works especially well to maintain a comprehensive list of all your planned posts. Google Sheets is a good free spreadsheet option.

Here are some examples of common column headers in social media calendar grids to place them across the top of your sheet ...

- Date
- Time
- Facebook Copy
- Facebook Image
- Instagram Copy
- Instagram Image
- Stories Copy
- Stories Image
- Hashtags

If you want to get even more detailed in your planning you can color code your spreadsheet for different types of posts, such as:



- Holiday
- Introductory Offer
- Promotion
- Lifestyle
- Client Success
- Instructor Profile
- Workout of the Week (WOW)
- Workout of the Day (WOD)
- Class Promotions
- Workshops & Special Events
- Community Focus/Service.

Sign Up For a Scheduling Tool

A scheduling tool can make your routine posts automatic. They're a great time-saver -- check out Buffer, Hootsuite or Sprout Social. Many tools are free for a basic account, and you can link your social media accounts directly to them.



Schedule 1-2 hours to enter all your social posts for the next 30 days. You'll take all the posts in your calendar and cut and paste them into your scheduling software along with images or videos. Make sure to include clear CTA's and links to where users can engage with you.

Get Engaged Without Getting Sucked In

Once your content is scheduled, you can sit back and watch it automatically get posted. To maximize your reach and engagement, you'll still need to jump in for live interactions with your community, but it only has to take a few minutes a day. You can also delegate this to a teacher or student in your community who loves social media.

If you set up notifications from your social accounts like Facebook and Instagram on your phone, you'll get pinged each time a post goes live. Because platforms like Instagram optimize for real-time engagement, it's important to get on and answer comments and respond to likes and loves right when your post goes live.

If you thank people for their likes and loves, respond with a quick reply to their comments and take a moment to like and comment on your students' posts. That will put you ahead of the curve, and you'll see your community grow.

Post Real-Time Content Once a Week

Regularly give your people in-the-moment content that's relevant to today. Take a quick pic of yourself before or after class, doing your workout of the day or eating something healthy. Then upload it with an inspiring message and a question for your community.

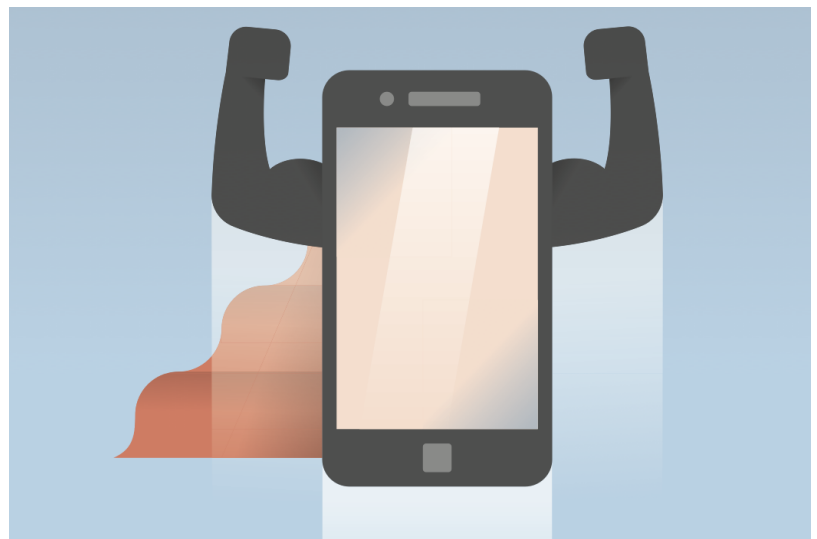
Facebook and Instagram Stories are a great way to post short, sweet updates. Each video post is 30 seconds or less and you easily add stickers and comments with a few clicks. The more raw and real and less "produced" and perfect, the better.

The whole point is to have fun. Make sure you avoid getting stuck scrolling endlessly through your personal feed and stay focused on helping others.

Keep your posts centered on these 3 goals:

- brightening someone else's day
- being generous in sharing tips and encouragement for getting and staying healthy
- boosting the sense of welcoming and belonging in your community

The more you do these things, the more you'll see an upward spiral of engagement and mutual support.



Integrating Punchpass Into Your Social Media Plan

These tools will help you execute your plan

Pass & Membership Online Sales

When you set up your pricing options in Punchpass, you can easily create "buy now" CTA's with links on social media and your website.

Online Class & Event Schedule

Punchpass lets you publish your class, workshop and event schedule to your website or Facebook page and allows paid customers to register with just a few clicks.

Live-Streaming Online Classes with Zoom

Punchpass has seamless integration with Zoom so you can offer your live classes online while using Punchpass to show your schedule online, accept reservations, sell passes, and keep track of attendance.

Online Content Library for Recorded Classes

Punchpass offers an integrated content library -- so you have a one-stop showcase for the classes you've recorded on video.

10 Ways to Optimize Your Social Media Strategy

Use this checklist to focus in on the most impactful aspects of marketing your business through platforms like Instagram and Facebook.

- Attract new customers with a profile that includes crisp professional branding, a compelling description of your business, with a link to a page on your website where users can clearly take action to purchase passes and sign up for classes or programs.
- Get organized and plan strategically with a social media calendar.
- Research popular hashtags for your industry niche and maximize appropriate use in every post.
- Engage members of your team and community who are already active on social media and would be thrilled to support you in creating and sharing content.
- Create posts that include photos and videos of real people and that feature inspirational messages and tips designed to help others.
- Make sure every post has a strong call to action and a link to where to take that action.
- Consider both new customers and loyal ones. Be sure to make regular invitations to your special introductory offer and also give shout outs and rewards to your most dedicated community members.
- Provide opportunities for participation through challenges, contests, and interactive content like questions, polls and quizzes.
- Take time to engage by answers comments, visiting, liking, sharing and commenting on other community members' accounts.
- Have fun and get creative!



MORE RESOURCES

For more information on running your fitness business during these challenging times, check out our webinar:

"How To Optimize Your Fitness Studio's Social Media Feeds."

Visit punchpass.com to learn more about Punchpass and how we can help.

[Learn more about Punchpass](#)

Remember to Have Fun and Be Yourself!

Social media shouldn't be another chore on your to-do list. If you approach creating and posting your content from a perspective of wanting to help others and create a community gathering place where your tribe can support each other in your health and fitness goals, getting social will become a delight and inspiration.



*"Act as if what you do makes a difference.
It does."*

– William James