Phys. ed. Social Media Plan

**ULTIMATE GOAL**

Engagement is the goal. By providing value-added content your followers want to engage with, we will attract like-minded people to the gym, earn their trust, and transition them into members. Likes are good, comments are better, shares are the BEST. Having rich and relevant content your followers want to share with their friends is the social media version of “word of mouth” advertising. To encourage engagement, once I start scheduling the posts, it’ll be important for whoever is keeping up with social media to respond in a timely manner to questions, \*like\* comments when they come in, answer messages, etc. People want to feel *known* by the accounts they follow. The quality of the post content is important, the engagement with those on the “other side of the phone” is even more important.

One challenge I will face is to integrate the culture of phys. ed. with those looking for a gym community. When conducting research on other competing gyms in the Atlanta area who are doing “social media well”, all of these have a high energy, intense, “typical” gym personality. Capturing the essence of who phys. ed. is – more laid back/mellow, artistic, creative, holistically wellness focused with diverse services – while also capturing the clientele needed to continue to grow the business will be an interesting feat. Definitely not impossible, just a unique challenge I’m excited about conquering! We will seek quality over quantity in terms of followers. We will measure and pay more attention to the engagement rate of followers to the content over the number of followers we are able to capture. It’s important to note that this method is one that might not elicit immediate results. There are ways to capture short term followers for short term wins on social media, but after reviewing the current phys. ed. social media presence, consulting with a member (Lukas!) and talking to the gym owners, I don’t believe this is the best course of action to maintain the integrity of who the gym is while also striving for growth. Overall, this strategy has a long term, trust building mindset that targets those future gym members who will be with the gym for two, five, fifteen years in the future (and bring their families as well)!!

**WHEN TO POST (and why)**

The following times have been researched as the current (as of Jan 2021) highest activity times during the week for social media posts.

Facebook:

Sat/Sun 12-1 pm

Wednesday 3-4 pm

Thurs & Fri 1-4 pm

Instagram:

Mon-Thurs anytime except 3-4 pm

This is not a hard and fast rule. I will schedule posts for a few weeks and assess the stats on both platforms to see if we need to make any tweaks based on the behavior of phys. ed. followers.

**NO “SALESY” STUFF**

For 30 days there won’t be anything remotely close to a sales pitch— I’ll stick to the goal of “building trust” and building a following with a foundation of people who are liking posts and getting engaged by sharing and commenting. Even after 30 days, it will be less about saying “hey! Come try this out because it’s awesome” and more about IMPLYING that it’s awesome and establishing phys.ed. as an expert for them to seek out because they want to be a part of the awesome! The phys. ed. community is, in fact, incredibly awesome, so this will be an easy sell if it’s pitched well.

After 30 days we will discuss opportunities to add value to a deal to sweeten it. I follow the Chick-fil-A rule of nothing is ever “discounted”. It’s better to give something away for free than it is to discount something by a percentage. BOGO opportunities, giveaways for social media participation, incentives for members to bring their friends to classes, etc. These are things we can discuss implementing after the first 30 days to increase engagement and give the community an opportunity to receive as they are giving of themselves in their engagement on social media.

**THE TRANSITION**

People don’t love change and are always weary of it. I’d like to get out in front of any speculation on the “why or how” behind phys. ed.’s new, more frequent social media presence. We want to communicate that you are still going to be true to who you are as a gym and not start blowing up their newsfeeds with a lot of promotional mess they won’t be interested in. We will articulate the goal is to create relevant, value-added content they want to engage with and share with their communities.

February 1st, will be the launch of the new social media campaign for phys. ed. That’s a Monday and on the day before, I recommend us introducing me with a picture of Lukas, Tabby and I, as a member’s spouse and give some context as to why I’ve joined the phys. ed. team. This will be a post I’ll write and you can edit OR you can do the whole thing because it needs to sound genuine from your heart. I’d encourage you to be a little vulnerable and let your community in on your 200 members by 2022 goal. You cheer your members on to reach their goals and they will love cheering you on to reach yours. You have a powerful impact on those who become members at your gym (Lukas is proof!!) and sharing the heart of expanding your community to expand the impact (not for business gains) should rally your current community to be a part of the growth process.

**LOGISTICS**

* This plan is designed to post on 5-7 times a week, spread between Instagram and Facebook, focused on themes for the posts.
* We will leverage hashtags to attract people outside of common circles of influence. These WILL NOT be cheesy, I promise, they will be tasteful! It won’t be an overkill but rather strategically placed to capture the attention of folks who scroll through these hashtags.
* I’ll leave space for announcements that need to be made about gym – these can be posted by you or you can send me the information and I’ll create the post. If you’d like me to create the post, I’ll need a 24 hour window and need the info texted, not emailed 912-399-2096 to ensure timely creation!

**THEMED POSTS**

Motivation Monday (#motivationmonday)

* This will be Instagram AND Facebook focused
* These posts will focus on motivating people to get their BODY moving but also think out of the box with these quotes. Think about inspiring and motivating people in all aspects of their lives, not just their bodies.
* The goal of these days will be to earn trust in phys. ed. for people as a thought leader in the area of motivation. Channel how you motivate people in class with these posts!
* There’s an app called “Canva” that will allow me to create our own “quote posts”. I will create a quote template and we will use that anytime we post a quote. Same font, same colors, exact same every time. This will become a signature phys. ed. so when it’s shared, the goal is for it to be recognizable.

Transformation Tuesday (#transformationtuesday)

* This will be Instagram focused
* These posts will be all about showing off members of the phys. ed. community! These don’t have to just be “I lost this much weight” but could also be focused on PRs, movement accomplishments, trying something new, etc.
* Don’t worry if you don’t have 52 testimonials for the year, we don’t have to do them every Tuesday but we will leverage any testimonials you have (via email campaigns or other outlets) and work to continue to build the library of stories from your members.
* This content will be driven heavily by those of you who are in the gym already but is an EXCELLENT way to get new folks engaged. Who doesn’t love seeing their friends and family highlighted in such positive ways?

Follow Friday (#followfriday)

* This will be Instagram focused
* These posts have the goal of building followers by sharing followers. This could be members in the community already who have a social media presence, partners in the community (yoga, massage, etc.), other CrossFit gym owners/gyms, etc.

**POST SCHEDULE**

* The original proposal articulated this schedule would include 6 months of posts planned. Although I could go ahead and do that, I decided it would be best, since I am creating content on a weekly basis, to post for 30-60 days and make tweaks along the way.
* Once I see how followers begin to respond to content, I will continue to build out this calendar for the planned 6 months as promised (February through July)

INSTAGRAM RESULTS

February 8th, 2021

* 817 posts
* [1,153 followers](https://www.instagram.com/phys.ed.atl/followers/)
* [471 following](https://www.instagram.com/phys.ed.atl/following/)