



How To: Create Engaging Social Media Posts

This style guide is intended to help keep our brand consistent across all our channels. It will help ensure that everyone on your team is using the same imagery, tone, and voice.

Our social media channels are designed to not only allow us to engage with our members, but to also help us achieve specific goals. These include:

- Increasing brand awareness
- Managing brand reputation
- Marketing/Increasing traffic to our websites & clubs
- Delivering world class customer service
- Attracting candidates for open positions

AUDIENCE

Our core audience varies from location to location based on demographics and region, but they all have something in common: They are interested in improving their lives through fitness.

They value a community-oriented environment that is clean, friendly, comfortable, and safe. Our audience tends to appreciate the smaller gym vibe that we offer and is often quoted saying we are cleaner, friendlier, and all-around more comfortable than other big box outfits.

Community, comfort and **cleanliness**, these are things that we believe set us apart. We want to use our social media channels to show our audience that we are the best choice for their fitness goals and healthy lifestyle.



CONTENT SCHEDULING

Typically, a club should post 1 to 3 times per week; however, we should always favor **quality** over **quantity**. In other words, it's better to publish one amazing post or photo rather than three mediocre posts.

Here are some examples:

Monday: Member Post/Educational Video

Tuesday: Workout/Demonstrate an Exercise

Wednesday: Challenge Video or Group Photo/Fun Trending Reel

Thursday: Client Post/ Testimonial

Friday: Healthy recipe/Equipment demonstration

VOICE AND TONE

We are **GENUINELY POSITIVE** in person and through messaging.

We are **WELCOMING** in life and in communication.

We bring the **FUN. EVERYWHERE.**

We keep it **SIMPLE**, so people understand the message.

We write in a **DISARMING** way to make people feel at ease.

BRAND PERSONALITY

SMART

We're thoughtful and smart with everything we do. We're always learning, and we want to share what we know. Making our clients smarter about their own bodies is everything to us.

LIKABLE

We are the brand everyone wants to hang out with. We aren't just down-to-earth and approachable; we are the life of the party and always make things more fun.

CLEVER

Being funny doesn't mean we're silly or goofy. We have a smart, quick wit that always makes people smile. We're careful that our humor is never mean or condescending.



EMPATHIC

We understand what our clients are going through because we've been there ourselves. We will always be the hand on their back.

UNCONVENTIONAL

We don't follow what everyone else is doing. We like who we are and that we do things our own way

BRANDED HASHTAGS (Instagram)

Tags can vary from post to post but the following tags should be included:

#anytimefitness #personaltraining #fitness #AnytimeFitnessTraining #AFtraining #functionaltraining #AFpersonaltrainer #AFcoach #anytimefitnesscoaching #personaltraining #Teamtraining #strengthtraining #functionaltraining #privateaccess #247gym

Always include your location: **#AnytimeFitness[your location] #[city] #[cities around you] #[county]gym #[location][state] #[localcolleges] ***

Do not make up your own hashtags. Only use what a local would type into their search bar to find your gym.

* Instagram allows up to 30 tags per post, make sure that the tags you use are relevant. Spammy tags will drive your post down in the feed and inhibit post reach/post engagement.

WORDS, PHRASES AND CONTENT TO AVOID

Remember that when you are posting to your club's social account, you are representing the Anytime Fitness brand and **Omega Fitness Holdings**.

- Avoid posting nudity, profanity, content of a sexual or implied sexual nature, political content, or anything that does not directly relate to fitness, our brand or locations.



- Members who look sad, look like they're struggling, or are not wearing proper gym attire. We want them to look and feel empowered!
- Memes – If we do not own the photo, or it is not Anytime Fitness trademarked, please do not use it. Memes can make a business appear unprofessional if posted in excess.
- Staff Only – We love to see your beautiful faces, but your feed should consist of **60%** members, **20%** staff/trainers and **20%** club news/promotion.
- Reposts Only – It is okay to repost a member's story if we are tagged in it, but only if there is no explicit, vulgar, or sexual music or content present.
- User tags and captions that cover the whole story post– make it light & subtle, not loud and bold.
- Lacking Diversity – Our member base consists mostly of women; incorporate them more in your posts, which will attract and inspire them to feel confident and safe while using your facility.
- Do NOT post political or controversial content.
- When attaching music to your post or stories, do not use music with any profanity, violent or sexually explicit lyrics.

GUIDELINES FOR VISUALS

"A picture speaks a thousand words!" Everyone should know how to take a great picture. Photography is important because it captures a moment in time and helps members see progress.

Through photography, we meet lots of members and build long-lasting relationships.

Social media is a visual medium, and as such we should always strive to post the highest quality photos and videos.

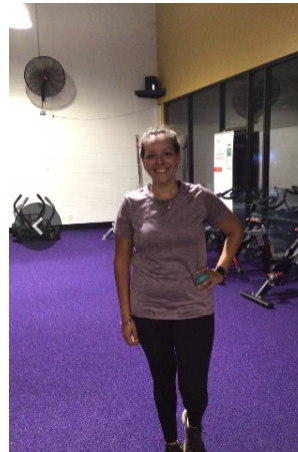


← What we want

- Friendly
- Portrait mode
- Close up
- Good Lighting
- Being Active

What we don't want →

- Far away (wasted space)
- Not looking at the camera
- Bad lighting
- Blurry
- Lots of glare
- Pay attention to body positioning.



TAGGING & MENTIONING GUIDELINES

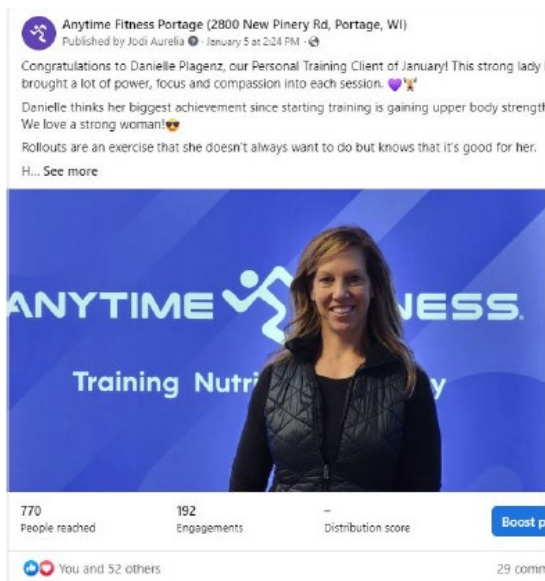
- Ask permission before you "@" tag a member in a post
- When tagging, add the tag in the caption and not on the photo
- When mentioning a member in a post (with or without tagging), **NEVER** use their last name



DMs

Members or prospects may reach out to you through social media direct messaging (DM) with questions, comments or for customer service. Treat these interactions as if you were talking to them in person or on the phone. Maintain a professional tone and answer any questions just like you would with an in-club member or prospect. If need be, invite them to follow up with you by phone or email. Provide them with your club phone number, email address and business hours.

ADDITIONAL EXAMPLES OF GOOD CONTENT



Not feeling creative? No worries! Check out the "Omega Marketing Templates for Clubs" on the Google Drive to find an entire month of ideas under "Social Media Calendars" - updated every month!