

## 23 Social Media Tips for Personal Trainers & Health Coaches

Boost Your Fitness Brand Now

**Cheat Sheet/ACTION PLAN**

<https://www.fitnessmarketingmastery.com/social-media-tips>

- Pick the platform your BEST customer is on and OWN it first before you spread yourself thin elsewhere.**

Where does your customer hang out? \_\_\_\_\_

According to research: \_\_\_\_\_

[link <https://www.pewinternet.org/2018/03/01/social-media-use-in-2018/>]

According to the response from at least 6 of your best clients and customers:

- Schedule your posts based on when your customer is using a platform.**

What do your platform insights (free!) tell you about the best time to post so your ideal target will see them? \_\_\_\_\_

- Post organically in real time when possible.**

- Use your insights every week.**

#1 Most popular post topic/format/image-video or text: \_\_\_\_\_

#2 Most popular post topic/format/image-video or text: \_\_\_\_\_

#3 Most popular post topic/format/image-video or text: \_\_\_\_\_

#4 Most popular post topic/format/image-video or text: \_\_\_\_\_

- There IS a #hashtag strategy and should you use it.**

Instagram 11-29 hashtags *relevant to your #1 topic*:

Instagram 11-29 hashtags *relevant to your #2 topic*:

Instagram 11-29 hashtags *relevant to your #3 topic*:

- Put hashtags on Instagram posts in the first comment** after you post, not on the post itself. Don't weave them into your post, which makes it difficult to read.

- Research hashtags with low, moderate, and heavy use.**

Lower use:

Moderate use:

High use:

**Don't forget your content bank.**

Create a spread sheet of all your current content assets

Slice it up into trailers and teasers to use

**Introduce yourself regularly.**

Create your introduction. Use these prompts:

Hi, I'm \_\_\_\_\_ and I'm the \_\_\_\_\_ at \_\_\_\_\_. Since there are so many new people here/it's our anniversary/it's the start of a new season... I thought I'd introduce myself.

I started this page to...

Some things I've done ....

What you can expect to see here is ....

What you won't see here...

Questions I'll answer...

**Choose your titles wisely.**

Try co-scheduler's headline analyzer to come up with headlines that have power words and emotional hooks. Think of a topic you would write about for your audience. Start writing titles. Plug them into the analyzer and find one that reaches over 70.

See how high you can get.

**Make more than one unique content-sharing posts.**

Take one piece of content you've created. It can be an article, blog, podcast, or video. Find 6 unique pieces- quotes, statistics, images – to use and go to a photo editor like Canva and create unique social images sized for the platform you'll use them on.

**Short and long posts, videos, work for different reasons.**

Review several weeks of posts. Note the longer posts, shorter posts, videos and which have done the best engagement (total shares, comments, and likes).

If you're missing longer posts, or videos, add some in next two weeks and then review again.

**Follow to mimic only those people who have your model of monetizing!**

**Have a back end.**

After someone views your post what should they do next: \_\_\_\_\_

After they do that what should they do next: \_\_\_\_\_

After they do that what should they do next: \_\_\_\_\_

Have you built a path that successfully makes someone do this in a predictable time frame?

**Respect the platform.**

Set the frequency you lead viewers off the platform 1:3 or 4

**Use live video.**

Make it a goal to go live at least once a week on platforms you're planning to own.

**Use comments when you Live stream on YT, FB, and on IG.** Add link to your promotion in the comments not in the text.

**Post better not more content.**

**Partner with others.**

Think of 4 partners you can collaborate with in the next month.

- 1.
- 2.
- 3.
- 4.

**Multitask by creating lives across your platforms.**

Set the date and time to do your first live based on your insights:

Determine your topic and write an outline or do a Q and A and gather Qs ahead of time.

**Ask your customers and potential customers.**

Once you've successfully grown your presence where your buyers are, expand to others in your community. Where are they? \_\_\_\_\_

**Use tools wisely.**

What tools are you using? \_\_\_\_\_

What tool do you need next? \_\_\_\_\_

**Use Playlists.**

Create a playlists for your YouTube videos

Assess your Facebook lives. What categories exist that could make a playlist that creates a better user experience?

### **Support?**

Book a 20-minute session to discuss how to make your social media effective here:

<http://www.scheduleyou.in/ZzFwszm>