

SOCIAL MEDIA GUIDE: FACEBOOK

As outlined in the Target Audience profile of our team's briefing, Facebook is the most effective social media outlet for reaching the target audience.

Plan daily Facebook posts according to content categories. Ideally, no category should be placed on back-to-back days. Vary placement as much as possible, starting with time-sensitive information that must be highlighted on a specific dates (i.e. events, closing days of a promotional deal, etc.). Then place evergreen content (i.e. mission statement, #mythbuster, etc.) on days without time-sensitive content. Refer below for content categories and sample posts.

According to Facebook analytics, the optimal time to post is about 10 a.m. With a target audience of stay-at-home spouses and business professionals, the target audience is most active early in the day. Activity plateaus throughout the day then peaks again at 9 p.m. Given the nature of the content, it is most appropriate to push for exposure at the beginning of the day, when users can plan to make contact with the company before the day ends.

Style Guide

- Use consistent tone. Maintain a persona that conveys...
 - Knowledge and education (credibility)
 - Approachability
 - Fun and charisma
 - Seriousness in matters of safety and wellness
- Use an image with every post if at all possible
 - Images drive interactivity and sharing
 - Make sure the images are high quality
 - Feature subjects who reflect the target audience (women from ages 35-50) as much as possible
- Use hash tags
 - #TrainBetter, #LiveBetter, #EducateYourWorkout
- Tag pages of affiliated partners, companies, clients/instructors, etc. if applicable
- Be concise – say what you need in as few words as possible

Buzzwords: personalized, quality, fun, safe, educational, premium, exceptional

Content Categories

1. Mission/vision
2. Events
3. #mythbuster
4. Tip of the week
5. Client feature
6. Trainer Q&A
7. Promotions
8. Motivational quote

1. Mission/vision

Mission or vision posts highlight Chapel Hill Training's philosophy.

Messaging should be conveyed consistently and as often as possible. Here is standard messaging to reference and streamline for social media:

At Chapel Hill Training, we know you walk through our doors with needs and goals unique to your lifestyle. Whether you come to grow stronger, stand taller, or just escape from the stressors of your day, we're here to create a premium workout designed for exactly what you—and only you—want and need.

When it comes to our clients, Chapel Hill Training believes in two things. First we believe in teaching you safe and effective exercise. Second, we believe in sharing **why** your workout design will accomplish your goals. When you train with us, you don't just train your body. You also train your mind. Let us meet your goals. Let us educate your workout.

Sample post: "Here at Chapel Hill Training, we work hard to ensure your workout is personalized and educational. Working out with us means you know WHY you're working out."
[include image or logo]

2. Events

Highlight events both held by and affiliated with Chapel Hill Training. This includes in-house events and partnership events such as 5K runs.

3. #mythbuster

Use myth busters to push Chapel Hill Training's mission through education. Include facts about myths and truths of topics such as functional training and weight training for women.

Sample post: "It's time for a #mythbuster! Myth: Calorie counters in exercise machines are accurate. Fact: While some fitness machines are more accurate than others in regards to counting calories, don't take them too seriously. Unless machines know your sex, weight, or fitness level (these variables affect how many calories you burn) they can overestimate calorie count by up to 42 percent." (<http://www.medicaldaily.com/pulse/practice-smart-fitness-10-common-myths-about-working-out-should-be-laid-rest-317394>)

4. Tip of the week

Unlike #mythbuster, which dispels misconceptions, Tip of the week offers small and easy-to-follow health advice. If possible, post on Monday mornings by 9 or 10 a.m. along with a message about starting the week off on the right foot.

Sample post: "Exercise your way to a better night's sleep: Adding exercises to your mornings, afternoons, or early evenings can drastically improve your sleeping schedule. According to the National Sleep Foundation, you should finish your workout AT LEAST three hours before you plan on going to bed. Doing so four days out of the week can improve your sleep quality, increase sleeping periods, and shorten the time to fall asleep."

(<http://worklife.columbia.edu/fitness-tips#section2>)

5. Client feature

Highlight a client. Perhaps include a quote from the client about his or her goals and road to accomplishing those goals.

6. Trainer Q&A

Have one of the trainers answer health and fitness questions about once a month to further educate clients and followers. Include information on the trainer's teaching philosophy and education.

7. Promotion

Use this category to highlight any deals on pricing, packages, etc. Use sparingly to generate maximum impact.

8. Motivational Quote

Use motivational quotes on Sunday's if possible to wrap up the week on a positive note and to prepare for the week ahead.

Sample quotes: "Strive for progress, not perfection," "Slow progress is better than no progress."