



SOCIAL MEDIA GUIDE
for Instructors

LES MILLS

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Why

1. Why Should you be on social media?

Social media can help you reach more people, fill your classes, raise your profile and create a fitter planet.



3.2

billion people are on social media.



20 - 30

People spend 20 minutes on Facebook and 30 minutes on Instagram per day



12.7

This is 12.7 days per year



331 X 55

The same as 331 x 55 minutes BODYPUMP classes!



“One of the main tasks of Instructors is helping others to achieve their goals. We do this in our classes, but with social media we can grow this following and make a bigger impact outside of the studio”.

@bashollander

2. Finding your "Why"

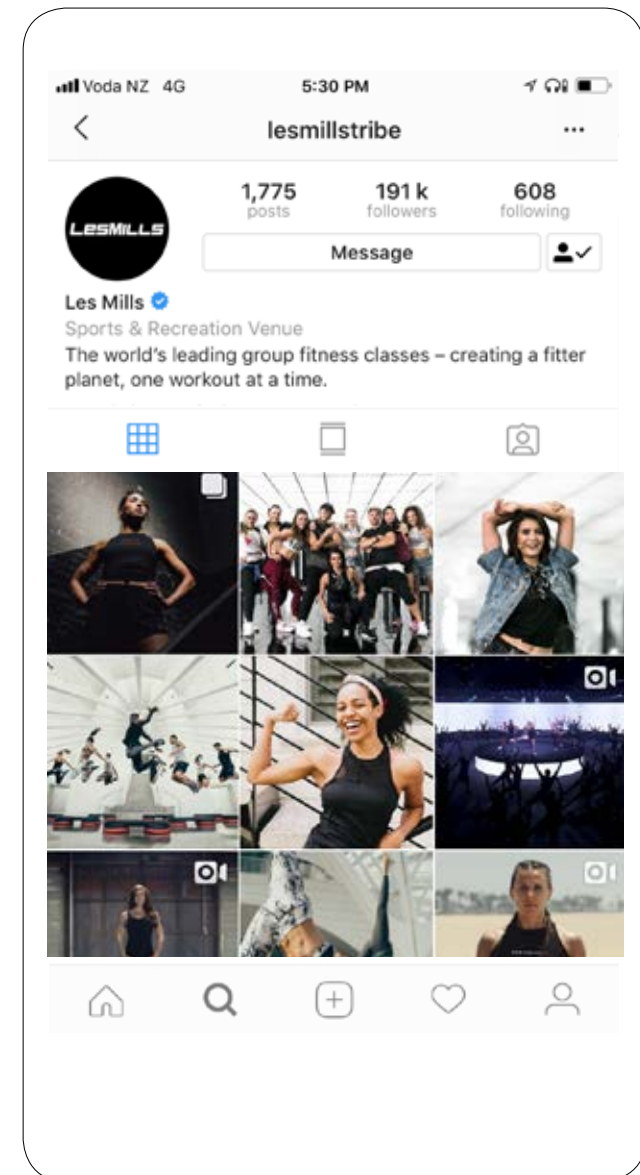
As fitness leaders, you need to understand your 'why' and your purpose. It is the same for being fitness leaders on social media - you need to understand your 'why' and the reasons behind using social media. This will allow you to:

- Stay authentic
- Connect with the right audience
- Create interesting and relevant content
- Inspire and motivate people.

HOW TO? HOW TO FIND YOUR 'WHY'

To help you find your 'why' ask yourself the following questions:

- Why are you an Instructor?
- What do you want to stand for?
- What do you want to share with others?



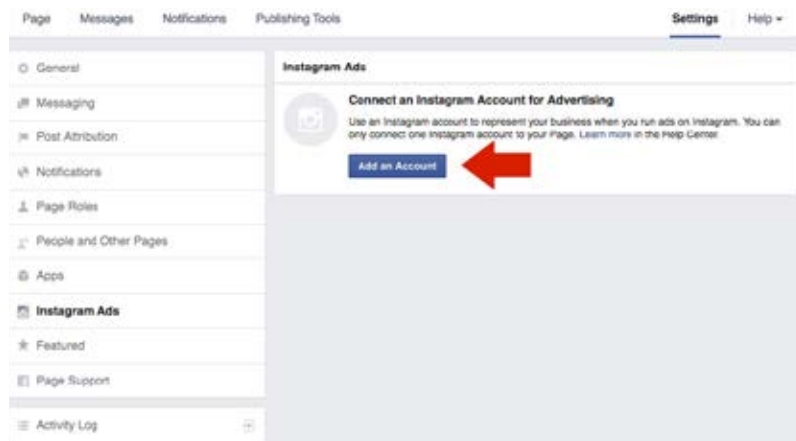


Where

1. Which social channels should you be using?

If you're only just starting out, or have limited time, focus on Instagram and Facebook. These two channels will give you the biggest reach and make the biggest difference to raising your profile.

TIP: Link your Facebook and Instagram accounts so you can easily post across both.



1.5

billion people
login on a daily basis



300

million pictures
uploaded daily



5

Facebook accounts
created every second



1.5

billion people
login on a daily basis



300

million people share
stories on a daily basis



4.2

billion likes per day

2. Getting your profile and accounts ready - Bios

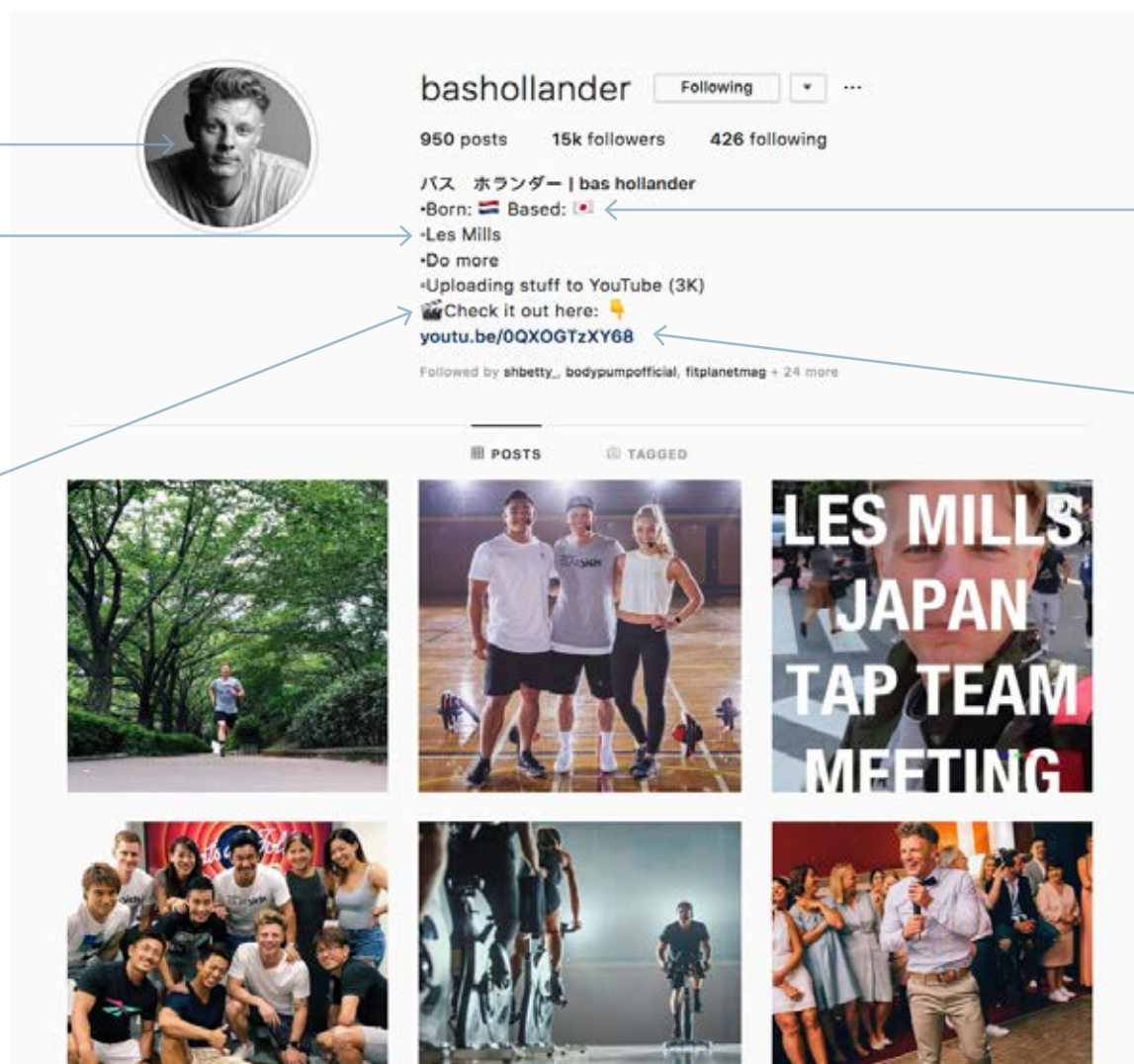
To begin, spend some time on your profiles. Your profiles and bios are the first area people see and interact with. Make sure this reveals your ‘why’ and reflects your interests and passions.

TIP: Type your Instagram bio in your notes and copy over to Instagram.

1. Find a great profile pic, this could be you teaching.

2. Say that you're a Les Mills Instructor in your bio and mention the programs you're trained in e.g. #BODYPUMP.

3. Use line breaks and emojis to break your bio into bite-sized chunks.



4. Bring out your personality and your ‘why’, let people know why you're an instructor. Emojis are great for conveying your personality. They can also be used as bullet point marks.

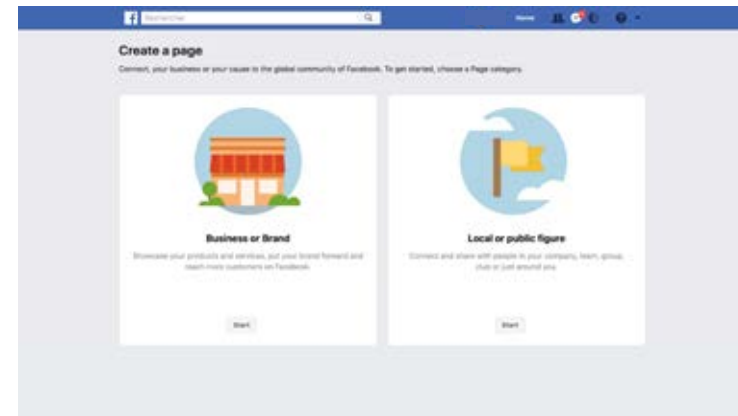
5. Add a link to a personal website, Facebook account, blog, gym timetable or LesMills.com.

3. Getting your profile and accounts ready - Business profiles

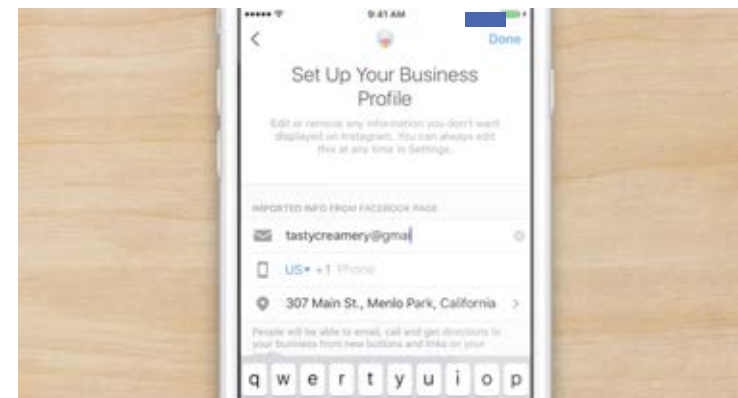
Consider changing your profile from a personal to a business profile on Instagram [\[LINK\]](#) or converting to a Public Figure/ Business on Facebook [\[LINK\]](#).

This will give you access to insight tools - you will be able to see which posts are being liked, when people are online, their age range, their primary locations etc. This can help you to develop posts that are tailored for your audiences.

Changing your profile to Business on Facebook



Changing your profile to Business on Instagram





Who

1. Who is your Audience?

It's important to know your audience so that you can:

- Tailor and create the right content
- Be relevant and interesting
- Provide the right support and guidance
- Make an impact and connection.



Your members



Other Instructors



Trainers

Your Audience



Friends & family



People starting their fitness journey



Clubs & Facilities

2. Getting to know your audience



1. Who will you focus on?

Identify your primary audiences, are you speaking to your participants, other instructors, or people new to fitness?



2. Who are they?

Build an image of this group in your head... what interests them? What would make them stop scrolling on Facebook? What would inspire them on a Monday morning? How can you make a difference to their day?



3. What do they like?

Review your last 12 posts - which were the most successful?



4. Use business profiles

If you set up business profiles, you will be able to see who your audience are, when they're online and what content they like.

Tip - remember to interact with your audience - start a conversation with them and reply to their comments and DMs .



What

1. What content should you post on social media?



1. Your Why?

Does the post feel right for you? Is this something you want to create, share or talk about?



2. Your audience

Is the content relevant for your audience?
Is it interesting or useful for them?



3. Objective

What's the point of each post?



4. Variety

Mix it up, look at different types of posts and content.



5. Plan ahead

Think about how content works together and what you want to create and share for the week ahead.

Please remember that you are a public face of the LES MILLS brand as well as your club. As such we ask that you consider how your post may be received by your Les Mills followers. Remember that everything you publish will be visible to the world for a very, very long time. You may wish to have a separate account for your personal posts - those 3am after-party photographs are probably best kept to your private page!

2. Content ideas

Your content will be unique to you, but to get you started here's some ideas for different posts.



Fitter together

FILLING YOUR CLASSES

- Share your class timetable or schedule.
- Count down to your classes (link to the benefits of each program).
- Remind people when they need to book for the next class.

CELEBRATING THE TRIBE

- Celebrate the achievements of individual members.
- Share other Instructor's efforts and achievements.
- Collect and share quotes and inspiration from class members.

CREATING CONTENT TOGETHER

- Team up with an Instructor overseas so that you can share fitness from around the world.
- Link up with other people and influencers.



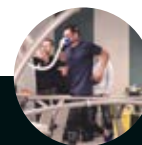
Beat yesterday

GOALS AND CHALLENGES

- Highlight what you and your class can achieve together.
- Countdown to an event.

WHAT YOU'RE TEACHING AND LAUNCH EVENTS

- Share the release you will be teaching for an upcoming class
- Invite track requests for your next class.
- Count down to the launch of a new release, and let your audience know why you're excited about it.



Powered by science

RESEARCH AND TIPS

- Educate and motivate with research and fitness insights - visit lesmills.com/fit-planet to access the latest research-backed articles.
- Highlight the benefits that come specific programs.
- Share training and technique tips.



Your brand story

YOUR JOURNEY

- Talk about what it's like to be an Instructor.
- Share why you became an Instructor.
- Highlight the significant milestones on your journey.

YOURSELF

- Talk about any other sports/ activities that you're doing. How can this motivate others?
- Share what your typical workout routine looks like.
- Let your audience know about personal everyday moments, achievements or interests.

3. How to? Tips for creating content - Photos and videos

Think - Think about what you want to share with your audience and select your content first.

Eyes - Before holding up your phone and snapping away, use your eyes first to look at and frame your shot.

Focus - Ensure whatever you're capturing isn't blurry. Tap your screen on your subject to use autofocus.

Which way? If you're taking photos of individual people, go portrait. If you want to capture the whole class, go landscape.

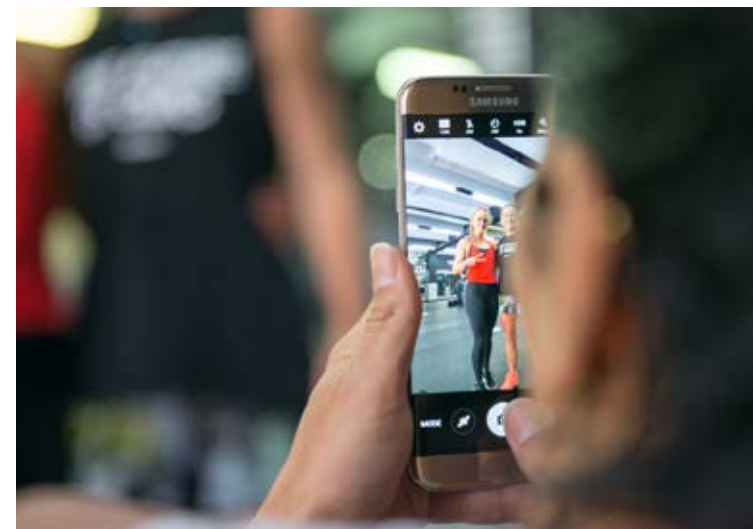
Instagram - Get to know Instagram's tools for stylizing photos; Boomerang, Focus, Superzoom, Rewind, Hands-free, Stop-motion, GIF's and stickers.

Action - If you're capturing movement photos during a class, use 'burst' modes and select the best shot after.

Filters - In general, avoid dark filters for indoor pictures and fade filters for outdoor. You can reorder the filters on Instagram so you can quickly access your favorites.

Tripod - If you're filming a lot of static video, consider buying a portable tripod. Choose one with a little bubble that helps to get the camera level.

Video style - Slow-mo is great for in-class action shots, and time-lapse is good for longer footage.



3. Tips for creating content - Photos and videos

Remember, other people in your posts should consent to their image being used. Usually it's enough to simply inform others that you're taking a picture for social media, and asking if they would they mind being in it?

This is especially important to consider where children are concerned - if they're very young they can't give informed consent, so be mindful of the type of imagery you are posting, and the fact that you can't control what happens to those images once they are online.

Check out these useful apps for photos



Live.ly

Live.ly is live video-streaming in a social-networking app that allows users to broadcast live video to online friends and is made by the same developers as musical.ly - your music video community.



Photos

Capture, edit, enjoy. Use the camera on your iPhone, iPad, or iPod touch to capture a memory. Create the ideal photo with the editing tools built in to Photos for iOS and macOS.



Layout

Pair your layouts with Instagram's filters and creative tools afterwards to make ... brought up yet - I mean layout is literally just a layout app with some frames.



Font Candy

Font Candy puts you in the creator's chair and allows you to produce custom designs in seconds. Add quotes, artwork, filters, colors, and even layer multiple images!



Typorama

Typorama lets you create amazing visuals by "automagically" transforming your text and photos into beautiful typographic designs. No design skills needed!



Whitagram

The easiest way to use the original size photos with white background. Landscape and portrait photos can be uploaded to Instagram.

4. Tips for creating content

- Hashtags

Hashtags ensure the most relevant posts reach the most suitable audience. By using hashtags you can increase likes, comments and engagement. Hashtags help you to connect with new audiences.

Hashtag tips

- Always use the following hashtags when posting about LES MILLS workouts: **#LesMills @LesMillsTribe #PROGRAMNAME** (e.g. **#BODYPUMP** - remember capitals) **#LesMillsCountry** (e.g. LesMillsUK) **#lesmillstribе** **#lesmillsinstructor** **#lesmillstrainer** **#programnamereleasenumbe** e.g. **#BODYATTACK100**
- Other useful hashtags: **#FitFam #Fitspo #fitnessmotivation #fitlife #lovefitness #instahealth #gym #workout**
- Follow relevant and trending hashtags.
- Use insights from your posts to see how hashtags are performing.
- Save your hashtags in your notes.
- Useful apps - Hashtagger and Tagstash.
- Don't over-use, make sure all your hashtags are relevant.





How

1. How often and when should you post?

How often to post:

- When you're just getting started, three posts per week is a good amount to aim for.
- Once you're established, aim for three to five posts per week, and two to three stories per week.
- But ... remember quality is better than quantity.
- Whatever you do, be consistent. Find a manageable amount per week and maintain this.

When to post:

- Most people scroll Facebook mid-week between 1-3pm. There is higher engagement on Thursday and Friday.
- Similarly, Wednesday afternoons and Thursdays are also the best time to post on Instagram.
- Sunday is the least engaging day.



2. Planning and scheduling tips

Make a plan for the week:

If you're concerned that social media may take over your life, set time aside each week to plan and create all your posts for the week in advance. This will save you time during the week as you won't need to be constantly thinking of content.

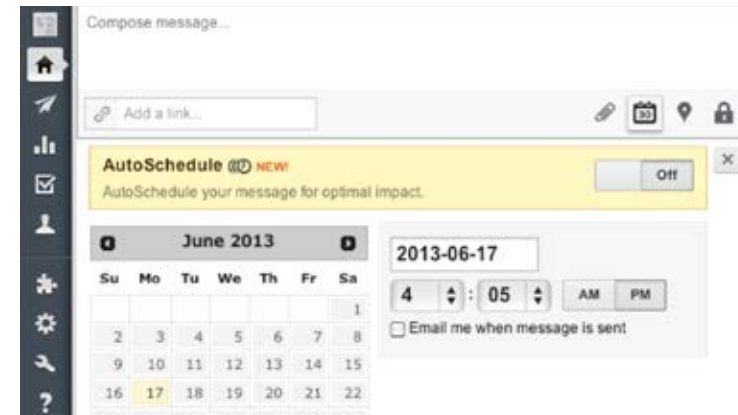
Use scheduling tools:

Free scheduling tools like Hootsuite and Buffer allow you to schedule posts for the week ahead and help you manage multiple social channels.

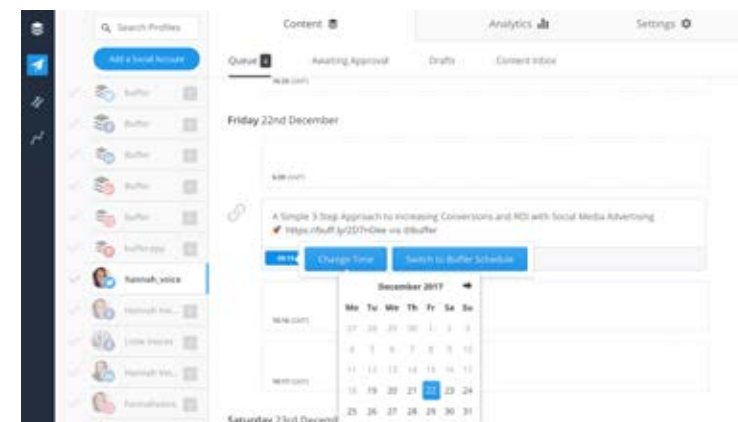
www.hootsuite.com

www.buffer.com

Hootsuite



Buffer



3. Rachael Newsham's tips for staying authentic



What does authenticity on social media mean to you? "Staying authentic on social media means keeping it real. It means you don't just do or say something for the sake of it. When you are authentic you are transparent and clear about what you are doing."

How do you find your unique voice and stay authentic to yourself? "It's about having awareness of what message your post conveys and asking yourself whether it reflects how you really feel. Everyone has their unique code of communication, and being authentic comes from being bold enough to rely on your own style, instead of the one you think will take you places."

What makes an authentic post?

"Transparency is key. It's a collective thing, your whole page is what creates authenticity, not just one post. You need to ask yourself, is your page showing a true reflection of why you post? You want a collab of images, words and intentions that jump off the page and identify you as the real you."



@rachael_newsham



Please contact Instructor@lesmills.com
if you have any questions or feedback.