

HOW TO BE A PERSONAL TRAINER AND SOCIAL MEDIA INFLUENCER

Tips for Greater Social Media Influence

- 1 **Create a plan** before starting, including sites to focus on, a personal message or brand, and a content calendar.
- 2 Research other fitness sites and **find a niche** to fill. Become the expert in that niche to stand out from other influencers.
- 3 **Post content regularly**, at least once a day.
- 4 **Use a variety of content types**, including images and GIFs, videos, copy, and links.
- 5 **Vary the content topics** as well, and include inspirational, educational, networking, and promotional posts.
- 6 **Engage followers** by responding, liking, sharing, and tagging.
- 7 **Use high-quality photos**, and enlist a pro to take them if necessary. Consider using a photo editing app.
- 8 **Hashtag your posts thoughtfully**. They should be specific and true to your brand and message.
- 9 **Tag people in your post**, including clients and followers as well as influencers.
- 10 Before posting every piece of content, **ask yourself if it is valuable to followers**.
- 11 **Don't be afraid to get personal**. Share your struggles and wins.
- 12 **Connect various social media** accounts to make your life easier.
- 13 **Use an editorial calendar** for guidance, but don't be chained to it. Be flexible.

