

Social Media and Fitness: Become an All-Star



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Social Media Marketing for Personal Trainers



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Social Media Marketing for Personal Trainers

You're ready to be the next big social media influencer in fitness, wellness, or nutrition. Or, maybe you're hoping to simply leverage your social media platforms to reach current and potential clients.

Social media marketing can be powerful, but do you know how to get started? Do you know what to do once you have an account? Using social media isn't rocket science but using it as an effective marketing tool for your business requires more than simply starting an account and posting a few inspirational pictures.

To reach a wider audience, attract more clients, and become a genuine influencer, you need a strategy, quality and varied content, and so much more. Let us help you navigate the next steps in your plan to start dominating social media.

Why Use Social Media?

You can certainly work as a trainer without having social media accounts, but if you do, you're at the mercy of the gym where you work. Your potential client list is limited. Sure, old-fashioned word-of-mouth can eventually expand your business, but you'll grow faster if you take an active role in your marketing. The following list includes a few reasons why social media is essential for your brand and business.

You can:

- Reach WAY more people.
- Use your platform to highlight your expertise and authority.
- Focus on attracting clients in your specific niche (vegan nutrition, youth fitness, etc.)
- Multiply your credibility by connecting with other online experts and influencers.
- Create a unique, diverse, and supportive community of like-minded people from all over the world.
- Stay connected with past and current clients. [It's always easier to keep clients than to find new ones](#), and by engaging with them online, you'll ensure they don't forget you.



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How to Develop a Social Media Strategy

To start leveraging social media marketing, you'll need a plan. Without a strategy, success will be hit or miss.

Explore the social media accounts of your favorite personal trainers. Check out influencers that have a large number of followers. Track the content posted for a couple of weeks and look for patterns. Successful influencers have accounts that seem natural and spontaneous, but the truth is, they're often well-planned and strategic.

Start with Some Brainstorming and Research

Good social media marketing isn't random. You need goals, a mission, and a brand. As you explore others' social media, see if you can pick out the following:

- What is their niche? Do you know your niche? There are many online trainers. If you don't have a niche, a particular corner of the market, you'll simply blend in. (Niche examples: nutrition for runners, training for fat loss, postpartum exercise, athletic performance, etc.)
- Who is their targeted demographic? Do you know who your ideal client is? How old are they? What do they like to do? What are their biggest challenges? You'll need to identify this to be able to connect and communicate with the right people.
- What's their brand and message? Your niche and target audience can help shape your brand and message. Consider the kind of trainer you are or want to be, the struggles your clients face, and how your skills match their needs.
- Are they consistent? Once you know who you are as a trainer, your brand, your area of expertise, and your audience, keep them all in mind as you develop your content. Good social media marketing is consistent.

Set Goals and Decide How to Measure Them

For any endeavor to be successful, there must be an ultimate goal, right? Most people in fitness already understand this, and the same is true for marketing. And, as in training, goals need to be specific, achievable, and measurable. A goal to "get more clients" is too broad. Some better examples are:

- Add one more full online coaching group by the end of the month.



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- Gain one new individual training client by the end of two months.
- Start and fill one group training session at the gym in one month.
- Add 500 new followers to each site in six weeks.
- Connect and exchange links with five top fitness pages this week.

All of these are reasonable and specific, and you can measure them. You'll know if you're hitting them based on the timelines given. And if you don't, revise the goals and plan a new strategy.

Creating a Content Calendar

Making a content calendar takes a little time, but in the end, it will save you time and ensure you have a good mix of posts, content, and calls-to-action (CTAs). You'll want to plan at least one month in advance. Here's an example of what a seven-day content calendar might look like for a trainer targeting busy, middle-aged men who want to get back in shape:

- **Monday** – Inspiration.
Share client Walter's before and after pictures from our six-week training session.
- **Tuesday** – Technique.
Post a video executing a proper push-up. Explain why the correct form is essential.
- **Wednesday** – Engagement.
Ask followers to share their biggest hurdles when trying to meet their goals.
- **Thursday** – Nutrition.
Share tips for weekly meal planning and avoiding unhealthy temptations.
- **Friday** – Network.
Share a fellow fitness pro's link (something your followers will like).
- **Saturday** – Promotion.
Request followers sign up for my new online accountability group and daily push-up challenge.
- **Sunday** – Funday.
Share the meme about sore quads the day after leg day.



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Creating Content

Your content calendar should be a big part of your overall strategy. Content is king - the quality, variety, and frequency of yours are what will connect you with new followers and keep them engaged. The 80/20 content rule is often a good place to start. This rule means 80% of your posts should be engagement, conversation-based, educational, etc., and 20% should be promotional. For a personal trainer, the following are some of the essential types of posts:

Inspirational

One of the reasons many people follow online fitness professionals is for “fitspiration.” They want to be inspired to work harder or to start working out. And, your goal is to connect with your followers and encourage them to start working with you.

There are several things you can post to share inspiration:

- Your journey
- Your clients’ stories + before and after pictures (with their permission, of course)
- Healthy food swaps
- Inspirational quotes

Informational and Educational

Another reason people follow personal trainers online is to learn. They want your professional advice and tips. These types of posts help you educate people and establish credibility.

You can demonstrate your knowledge and authority by showcasing:

- A unique exercise or recipe
- Fitness and nutrition tips and tricks
- A summary of some of the latest fitness research
- Your favorite routines and workouts



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Interactive

Engaging with your followers is so important. You can engage by responding to questions and shares or commenting on your followers' posts and comments, but you can also inspire more significant overall interaction with your original posts. Ask intriguing questions, start conversations, create polls, or host live Q and A sessions.

Networking and Connecting

Posts that connect you to other fitness professionals or related businesses will help you expand your network. Share links to other pages and posts you think your audience will appreciate. Follow other fitness professionals you respect and admire.

Also, consider partnering and sharing links with similar but non-competitive pages and businesses. Connect with nutritionists, chiropractors, massage therapists, gyms, healthy food services, bloggers, and anyone else with followers who would like your page.

Just Plain Fun

While social media is a genuine business tool for personal trainers, it is also entertainment for your followers. Your posts should include content that's purely for fun - it's a great way to showcase your personality, sense of humor and let your followers see you are human, not a fitness robot. Share funny memes, gifs, and jokes related to fitness and wellness, but avoid anything that might be controversial.

Promotional Calls to Action

The goal in all of this is to find potential clients and turn them into actual clients. For approximately every five posts you share, include one promotional post. This type of post could advertise a sign-up for your online accountability group, available space for your new group fitness class, or a request to join your email list (for updates, exclusive deals, newsletters, etc.).

Choosing the Right Platforms



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You're ready to start, which means creating accounts and putting your marketing plan into action. But there are several social media platforms, so which ones should you choose? Don't stretch yourself thin over too many platforms, or you will have ten mediocre accounts instead of three excellent ones. To save your time and sanity, focus on only a few of them.

Here are some of the best platforms for personal trainers:

Facebook

Facebook (FB) is the most popular social media site with more than two billion users. It's a no-brainer to start a FB page. It's versatile and will allow you to vary your content with long-form posts, short posts, links, pictures, and videos. It's a platform that will enable you to connect with a large audience through messages, posts, comments, etc., and can increase brand awareness/exposure. The user interface is robust in its analytics and creative tools, making it easy to create and track high-quality content and your audience's engagement. Facebook also offers an advertising scheme (see Boosting/Paid Posts below).

Instagram

Instagram (IG) is a close second behind Facebook with over one billion users. The platform has seen incredible growth over the last few years and no longer caters only to a younger audience. IG is known for aesthetically pleasing content and feeds as well as organic content. It's an ideal platform for storytelling - either your own, your clients, or a mix of both. Users want to see content that catches their attention, known as "scroll-stopping" content. Share your story with your audience.

YouTube

A YouTube channel is ideal for educating followers and building your brand. A lot of people who follow fitness influencers on social media are looking to learn something. Video is 80% of how people digest content because moving visuals are easier to digest. YouTube is an excellent platform for sharing tidbits of information about targeting glutes, correcting form, and trying a new warm-up routine. You must produce high-quality/professional content your



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audience will enjoy. These videos engage potential clients and show what you can do as a trainer. They're also a great way to provide your clients with video workouts if you're unable to work with them in person.

Twitter

Tweeting is ideal for short posts and is an easy way to connect with hundreds or thousands of other people. The Twitter platform allows you to be more informal and push out quick tips and tricks multiple times a day. Twitter is especially useful in making connections with other fitness influencers. You can boost your standing by following these experts and sharing their tweets with your followers.

Pinterest

Health, fitness, and wellness are the most popular topics on Pinterest. When you share tips, workouts, recipes, and other information on Pinterest, your image will come up in any search on a related topic, not just on your followers' sites. This perk helps you reach more people simply by posting helpful content that users are seeking. Pinterest is especially popular with women, so if that's your demographic, it's a must.

Boosting/Paid Posts

Another great way to reach potential clients on social media is by promoting your content and running ads on these platforms. Not everybody has a corporate-size social media budget when they are getting started, but with a bit of hard work and small investments here and there, you can maximize your social media reach. Whether you choose to invest \$5 in promoting a post to your target audience or \$500 in running Facebook ads to capture leads, you can begin to grow your audience and even your clientele.

What you'll get out of social media marketing is equivalent to what you put into it. A few half-hearted posts here and there won't add much to your credibility or client list. Take the time to plan, strategize, and post quality content regularly. If you do this, promote your services, and engage your followers, social media can be a powerful tool to grow your personal training business. Staying on top of social media trends is vital to remain relevant and engaging



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to your audience. For example, most currently, Instagram Reels and TikTok are increasingly popular. Keep in mind, most of the content you create for one platform can be repurposed and used across different platforms. However, it may need to be adjusted to align with the specifics of each account and audience.

Looking for a personal training niche? [Check out the ISSA's specialization courses](#) to find your new area of expertise.



Using Social Media to Encourage Motivation and Progress



Using Social Media to Encourage Motivation and Progress

The controversy around the topic of social media seems never-ending. Despite the relative newness of technological developments, social media can be both harmful and beneficial. So, what is the real risk? How does it affect fitness professionals and athletes?

Interestingly enough, these questions have penetrated the scientific field and inspired an impressive number of research papers. While one would expect a confirmation of dangers, psychologists point to quite the contrary. Apparently, in most cases, the pros often outweigh the cons if you know the right approach. So, let's get a better look.

Social Media and Self-Motivation

Here's the deal, most of the content posted online demonstrates the best aspects of one's lifestyle (aka the "highlight reel"). People tend to portray themselves in the most flattering ways. Only the best workouts, meals, outfits, days, or ideas go online. It is easy to mistakenly assume others' lives are impeccable while constantly dealing with mundane struggles. We tend to make these comparisons regularly and almost automatically; it is a part of human nature.

To put it in more scientific words, these are upward and downward comparisons. What's the difference? When we make upward comparisons, we perceive others as fitter, wealthier, luckier, and simply better in general. While during downward comparisons, we find ourselves to be superior.

As you might have already guessed, it is during upward comparisons that most of the social media 'hate' creeps in. Psychologists confirm this is when people experience the most envy: "an unpleasant and often painful blend of feelings characterized by inferiority, hostility, and resentment caused by comparison with a person or group of persons who possess something we desire." Not only is it uncomfortable to experience these feelings on their own, but they also lead to a wide range of negative consequences and disrupt our well-being.

Here's where it all becomes interesting. Psychologists have discovered there's no need to stay away from these



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online platforms altogether. Instead, we can learn how to use them to enhance our well-being. The easiest way to minimize upward comparisons and promote motivation and happiness is to become an ACTIVE social media user!

Active Versus Passive Use of Social Media

Let's pause here and elaborate on what active or passive use of social media means. It's pretty simple: active users tend to share some content online. They post pictures, update status pages, and share tweets and stories. As for the passive users, they stick primarily to scrolling the feed. There is nothing wrong with being either type of a user, per se. However, being a passive user increases the risk of upward comparisons. In contrast, being an active user decreases it.

Long story short, sharing a flattering workout selfie with your friends may convince you of your progress, while silently observing other people's successful shots may do the opposite.

Practical Use of Social Media

On our blog, we've already noted the importance of [motivating and engaging](#) a client. Building a plan for outside the gym is essential. Most of the nutritional or psychological work happens outside of a client's time with you. Thus, correct use of social media can become a great tool.

Which path you choose to follow depends on each individual. Once you get to know your client, you will find what suits them best. You may encourage them to share the journey on their personal profile or post their achievements on your business page (with permission, of course). Or, you may provide an online community space where your clients can interact and support each other.

Social Media Increases Feelings of Connectedness

It's a no-brainer social media can create and even strengthen social connections. Fitness professionals frequently use this tool to create communities where members can exchange thoughts and ideas on their common topics of interest. The mutual support trainees get through these communities can be incredibly valuable.



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It's often a critical component for those who lack self-confidence and seek confirmation of progress from their surroundings. Not to mention, it offers a safe environment for sharing personal goals and achievements among each other, or maybe even pictures an individual would not want to expose elsewhere.

If you are a fitness trainer and don't already have an online space for your motivated, healthy community, consider creating one right away. The benefits of having one are endless, and dangers are minimal.

Each Client is Different

Psychology is a science of the human mind - the most complex creation of all. So, be careful not to underestimate the individuality of each client and their preferences.

When researchers provide recommendations and advice, they rely on the results of the majority of tested people. However, the minority is no less important. There is a chance the client you're working with belongs to that minority. In such cases, knowing and adjusting to their preferences is simple as long as you stay open to their preferences and not just what's easy for you.

Finally, before you suggest any tool for motivation or help with a lack of self-confidence, make sure you have gathered enough information about the client. And stay within your scope of practice. Sometimes the reasons behind psychological difficulties are medical, in which case you should refer the client to the appropriate professional.

Social media is one of the tools you can use to motivate clients to achieve their goals. If you're interested in more ways to promote healthy behavior change, [check out the ISSA's transformation specialist course](#). You'll learn how to influence behavior patterns and help your clients maximize their overall well-being.



How to Be a Social Media Influencer



How to Be a Social Media Influencer

“Social media influencer” is genuinely a twenty-first-century career. People make money by developing a solid base of followers and selling their own products and services or someone else’s. Fitness influencers make up a large portion of these people, which can significantly impact diet, exercise, and training trends.

The exciting thing about being a social media all-star is that anyone can do it. As a personal trainer today, having an online presence and social media reach is crucial for expanding your influence, client base, and income.

You don’t have to become a top influencer or even a trainer who plugs products. But, you can take inspiration from those big-time influencers. A few simple steps will boost your online presence and social media clout for the benefit of your business and your followers.

Why Become a Social Media Influencer?

Maybe you dream of becoming an authentic influencer or simply want more robust social media accounts to help build your business. Regardless of how far you take it, there are several benefits of getting better at social media.

Your online presence can do a lot for your training business:

- Get more clients.

Growing your business is all about building that client list. There is a lot to be said for in-person networking and word-of-mouth, but it isn’t always enough in the digital age.

- Market your unique skills.

Social media is fun and games in your personal life, but as a professional, it’s all about marketing. Use your accounts to sell you.

- Develop your email list.

Email is a powerful marketing strategy that can help you pull in new clients and encourage your current clients to sign up for additional sessions or try new classes.

- Earn more.

A strong presence on social media platforms, an influential one, lends you more authority as a fitness professional. Which typically enables you to command a higher rate.



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- Land your dream job.

Not every trainer wants to build an independent business. Employers love to take on people who already have an online following.

How to Become Social Media Influencer

Now you're convinced, and you're ready to become a superstar at social media. That means you need followers, and you need those followers to act. It's not enough to have thousands of followers or to have a few followers who engage, jump on your email list, and tag you. Ideally, you want both.

Here are a few things you need to know (and do) to boost followers and get them to click, share, like, and promote your personal training business.

Plan and Strategize First

An important thing you need to know about social media influencers: most didn't stumble into success by accident. Sure, some did, but most people who are making money on social media have worked hard for it.

What you need first is a plan. Most people will not accidentally get thousands of followers; don't expect it to happen for you if you post a few things on your Facebook or Instagram pages.

Consider the following before you dive in:

- Which sites should you prioritize: Instagram is popular, especially with images. Don't try to do every site, or you'll burn out.
- Develop your message: You need a guiding vision—a personal brand—or your social media sites will be all over the map. Will you target women's fitness? Newbies? Are you going to be an inspirational trainer or a tough-love kind of trainer?



How to Be a Social Media Influencer

- Make an editorial calendar: A calendar is a critical marketing tool that helps guide content. Map out a month's worth of updates and statuses to streamline the process, ensure your content matches your message, and avoid duplicates.

What to Post

A big part of your planning should be determining where you fit in the spectrum of existing fitness social media pages and influencers. You can do what everyone else is doing, but if you stand out, you'll get more attention. Scour your favorite sites and research the most popular fitness pages. Figure out what's missing.

Post the Right Content and Post it Often

Content and consistency is the key to your social media. If you don't post, your followers will quickly lose interest. You need to post often (at least every day), and your content needs to be meaningful, relevant, and engaging for your audience.

Here are some examples of popular content types on fitness influencer pages:

- Inspirational posts (before and after pictures of clients and thoughtful quotes)
- Educational posts (videos to improve form, new exercises to target a muscle group, or links to informative and valuable articles)
- Networking posts help you connect with other fitness or nutrition professionals (links to other pages)
- Promotional posts, which will specifically promote your business and training sessions (calls-to-action for joining your email list or signing up for classes you teach at the gym)

Your posts should include various types of content, including copy, links to other posts or pages, images, GIFs, and videos. And go easy on the promotional posts. Influencers never oversell; it drives people away.

Partner with Other Influencers

Don't be above jumping on the bandwagon of other influencers. Relationships and connections are powerful. Linking up with other like-minded people can make a significant impact. Find your favorite influencers, even smaller ones, those with a similar message and values that align with your training philosophy.



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Share their site and links but take it further. Contact them directly and ask for reciprocity. Give them some links to your posts you think their followers will enjoy. It helps if you develop an active following first. Follow these influencers, like their posts, comment, engage, and then start asking to link up.

Engage, Engage, Engage

Engage with your followers, and then engage some more. Unless you're already a celebrity, the best way to develop a strong following on social media is to provide great content regularly and engage with the people consuming it. Don't just post and walk away. Spend time responding to comments, answering direct messages, and posing engaging questions for your followers.

More Tips to Succeed Online

The above basics of building social media influencer status will form the foundation of your efforts, but here are some additional tips to keep in mind as you work toward your goal:

- Use high-quality photos and enlist a pro to take them, if necessary. Consider using a photo editing app.
- Hashtag your posts thoughtfully. They should be specific and authentic to your brand and message.
- Tag people in your posts, including clients and followers as well as influencers.
- Before posting a piece of content, ask yourself if it is valuable to followers; useless content isn't worth their time or yours.
- Don't be afraid to get personal. Let your followers know where you've made mistakes and how you learned from them.
- Connect various social media accounts so one post will automatically update on all platforms. Save yourself time and effort.
- Use an editorial calendar for guidance but be flexible when inspiration hits mid-schedule.
- Don't be too "salesy," but do include calls-to-action to get new customers on board or at least on your email list.



How to Be a Social Media Influencer

Becoming a social media influencer is a great way to boost your client list and your income. Take these steps and run with them. And don't forget to have fun with it.

Not a personal trainer but ready to take your interest in fitness to the next level? Boost the knowledge you've gained on your own with the [ISSA's personal training course](#). You'll learn how to craft a better training program and have more information to share with clients and followers.

