

Fitness Together (FT) Cold Spring Hills: Social Media Strategic Plan for Summer 2015 and Beyond



The "H" Factor Media
June 2015

1) GOAL

By August 14th, 2015, Fitness Together Cold Spring Hills will reflect its sense of community and engaged, active citizenship through a revitalized content curation strategy.

2) OBJECTIVE

To revamp the Fitness Together content strategy through the implementation of a new campaign across all social channels, with particular focus on renovation of the blog and incorporating personalized multimedia content, from June 2015 to August 2015 with a long term implementation calendar ready for maintenance of the content after this period of time.

3) CURRENT SITUATIONAL ANALYSIS

- a) Facebook: 507 likes 6/1/2015
- b) Twitter: 3,949 followers as of 6/1/2015
- c) Pinterest: 61 followers as of 6/1/2015
- d) Site with basic Fitness Together template and a Blog containing the following tabs:
 - i) Recent
 - ii) Cardio
 - iii) Fit Fun
 - iv) News
 - v) Nutrition
 - vi) Strength
- e) Fitness Tips is a separate site mandated by the Fitness Together corporate
- f) Present on Yelp, but this particular platform is not an immediate priority
- g) No presence on the following platforms: LinkedIn, Instagram, YouTube, Storify, Snapchat, WordPress

4) COMPETITIVE ANALYSIS

a) Core Fitness

- i) Facebook: 1,261 likes
- ii) Twitter: 821, with a poor use of hashtags
- iii) YouTube: none
- iv) Instagram: Active, with many inspirational quotes
- v) LinkedIn: links to owner's profile
- vi) Other: Yelp, Google Plus, Spotify
- vii) Comments: More geared towards families (i.e. parties, pack classes, etc.)

b) LI Fitness and Wellness

- i) Facebook: 1,124 Likes
- ii) Twitter: None
- iii) Instagram: none
- iv) YouTube: None
- v) LinkedIn: None
- vi) Other: Yelp

vii) Comments: Has a gym feel more than a personal training studio, has cycling classes as well as a nutritional coaching option

c) Lifetime Fitness Syosset

- i) Facebook: 2,958 likes
- ii) Twitter: 136 followers, but inactive
- iii) Instagram: Yes (corporate)
- iv) YouTube: yes, but inactive
- v) LinkedIn: None
- vi) Other: Yelp
- vii) Comments: geared towards families, gym-style

d) Huntington Fit Body Boot Camp, LLC

- i) Facebook: 1,182 Likes
- ii) Twitter: None
- iii) Instagram: None
- iv) YouTube: None
- v) LinkedIn: None
- vi) Other: Yelp

e) 221 Club

- i) Facebook: 197 Likes
- ii) Twitter: 1 Tweet, 1 follower (inactive)
- iii) Instagram: None
- iv) YouTube: None
- v) LinkedIn: None
- vi) Other: Yelp
- vii) Comments: Relatively new, but focused on a family business atmosphere; extremely relatable and empathetic

f) The Fitness Club of Huntington, LLC

- i) Facebook: 253 likes
- ii) Twitter: None
- iii) Instagram: None
- iv) YouTube: None
- v) LinkedIn: None
- vi) Other: Yelp
- vii) Comments: Seems a tad underdeveloped in terms of web content

5) AUDIENCE ANALYSIS

- a) The target market for personal training studios is 35-65. This is opposed to the target market for gyms, which is 18-34
- b) **IMPORTANT:** While the younger demographics should not be ignored, the main target demographics are the audience we want to reach and engage with because they have the best chance of converting into clients
- c) Facebook Analytics
 - i) Biggest “fan base” on Facebook is the age group 45-54
 - (1) Women 45-54: 17% of total fan base

- (2) Men 45-54: 13% of total fan base
- ii) The second largest “fan base” on Facebook is the age group 35-44
 - (1) Women 35-44: 12%
 - (2) Men 35-44: 8%
- iii) Biggest group of “people reached” on Facebook is the ages 45-54
 - (1) Women 45-54: 25%
 - (2) Men 45-54: 11%
- iv) The second largest group of “people reached” on Facebook is the ages 35-44
 - (1) Women 35-44: 17%
 - (2) Men 35-44: 7%
- v) **BOTTOM LINE:** These demographics represent FT Cold Spring Hills’ target audience. But the question is, how do we get these target audiences to engage with the content produced?
- d) Twitter Analytics
 - i) The top interests of the FT Cold Spring Hills Twitter audience include:
 - (1) Marketing
 - (2) Entrepreneurship
 - (3) Leadership
 - (4) Tech news
 - (5) Only 36 percent are interested in health, mind, and body
 - ii) Gender
 - (1) 73% male
 - (2) 27% female
 - iii) The top consumer buying styles include:
 - (1) Ethnic Explorers
 - (2) Fresh and Healthy
 - (3) Premium Brands
 - iv) Marital Status
 - (1) 51% married
 - (2) 49% single
 - v) The top occupations held by followers include:
 - (1) Professional/technical
 - (2) Self-employed
 - (3) White collar worker
 - (4) Homemaker
 - vi) **BOTTOM LINE:** The FT Cold Spring Hills Twitter audience is composed of a wider demographic than just fitness and health-conscious consumers. It is important to not only cater to those categories of interests, but those of the current audience as well (i.e. business, entrepreneurs, etc.)

6) STRATEGIES

*NOTE: Spontaneous content curation is encouraged provided that the automated content curation plan is adhered to in accordance with the spontaneous posts

a) **Revitalize Facebook content to encourage audience interaction and engagement with the page**

- i) **#MotivationMonday:** Every Monday at 9:30am, post a picture of a motivational quote using the hashtag #MotivationMonday relevant to achieving fitness goals
- ii) **#TipTimeTuesday:** Every Tuesday at 10:30am, post an article using the hashtag #TipTimeTuesday surrounding fitness news or tips to maintain a healthy fitness level from a reputable source. Possible sources include:
 - (1) [Newsday](#)
 - (2) [New York Times](#)
 - (3) [Wall Street Journal](#)
 - (4) [Health & Wellness](#)
 - (5) [USA Today](#)
 - (6) [SELF](#)
 - (7) [My Fitness Pal](#)
 - (8) [Women's Health](#)
 - (9) [Men's Fitness](#)
- iii) **Healthy Recipe:** Every Wednesday at 2:00pm, post a healthy recipe from a reputable source recommended for clients to prepare. Possible sources include:
 - (1) Any publication listed in section 6.a.ii.
 - (2) [The Food Network](#)
 - (3) [The Family Circle](#)
 - (4) [Nutrition Action](#)
- iv) **Trainers- They're Just Like Us!:** Every Thursday at 12:00pm, post a trainer "fun fact" with a picture provided by said trainer to convey the trainer's personality and quirks. The fun fact can range from fitness beliefs, favorite food, etc.
- v) **Video #TGIF:** Every Friday at 11:00am, link a YouTube video from the FT Cold Spring Hills YouTube account using the hashtag #TGIF
- vi) **VERY IMPORTANT:** Tag all relevant parties in all above content curated on Facebook
- vii) Every Friday at 4:00pm, spend time observing the Facebook Analytics data compiled for the week. Take note of said data and save it to a "FT Facebook Analytics" folder for future reference. Save the data as "FT Facebook Data (Insert Dates of the Week Here)"

b) **Revitalize Twitter content to encourage audience interaction and engagement with the handle**

- i) Re-post all of the above content in section 6.a at the scheduled times in Twitter format (i.e. with blurbs no longer than 140 characters each)
- ii) Ensure tagging of all relevant parties in all mentioned Twitter content to maximize engagement
- iii) From 1:00-1:15 each day, log onto Twitter and take time to engage with current FT Cold Spring Hills followers. This includes but is not limited to:
 - (1) Re-tweeting
 - (2) Mentioning
 - (3) Replying

- (4) Following back
- (5) Following any of the people who follow that particular user
- iv) Every Friday at 4:00pm, spend time observing the Twitter Analytics data compiled for the week. Take note of said data and save it to a “FT Twitter Analytics” folder for future reference. Save the data as “FT Twitter Data (Insert Dates of the Week Here)”
- c) Initiate a LinkedIn account to aggregate FT employees and provide another space to convey information to target audiences**
 - i) Create the LinkedIn “Fitness Together Cold Spring Hills” group on June 12th, 2015 with Bob Mittleman and the Social Media Manager acting as administrators for the page
 - ii) Announce the creation of the LinkedIn group on Facebook
 - iii) Remind staff members to link their personal LinkedIn accounts to the group at an upcoming staff meeting
 - iv) Post the #TipTimeTuesday article in the LinkedIn group at 10:00 am every Tuesday
 - v) Post the weekly blog post in the LinkedIn group by 5:00 pm the same day in which the blog is posted to facilitate further discussions while dispensing information to group members
 - vi) Every Friday at 4:00pm, spend time observing the LinkedIn Analytics data compiled for the week. Take note of said data and save it to a “FT LinkedIn Analytics” folder for future reference. Save the data as “FT LinkedIn Data (Insert Dates of the Week Here)”
- d) Return to the YouTube account to incorporate both original and appealing multimedia content into the strategic plan**
 - i) Decide on June 12th, 2015 whether or not to keep the existing FT Cold Spring Hills YouTube account or create an entirely different account. If the decision is made to create a new account, do so immediately
 - ii) Upload a video to the YouTube account every Thursday by 6:00pm. Videos must be no longer than two minutes and can include but are not limited to:
 - (1) Testimonials from clients- scheduled as part of their training sessions
 - (2) Testimonials from trainers- scheduled as part of their working hours
 - (3) Testimonials from the owners
 - (4) Videos of workouts taken by trainers during training sessions
 - (5) Videos of the personal fitness experiences of clients and/or trainers
 - (6) Videos from athletic events completed by clients and/or trainers (i.e. races, triathlons, etc.)
 - iii) Promote the video via the #TGIF movement across Facebook and LinkedIn, tagging appropriate parties in videos when applicable
- e) Increase trainer involvement on social media to humanize the Fitness Together brand**
 - i) Have the Social Media Manager attend an upcoming staff meeting to deliver a 30 minute presentation regarding what is expected of trainers in terms of contributing to social media content:
 - (1) Blog content

- (2) Active engagement with all content on FT Cold Spring Hills social media accounts
 - (3) Joining the FT Cold Spring Hills LinkedIn account
 - (4) Maintaining active professional Twitter accounts
 - (5) Creating and sharing video content from their experiences inside and outside the FT Cold Spring Hills studio related to personal training, health, and wellness
 - ii) Create a “ FT Trainer blog schedule” Google Drive spreadsheet to share and complete amongst all trainers to ensure a steady submission of #TrainerTipThursday articles for the blog
 - iii) Have all trainers submit multimedia content (i.e. videos) to bobmittleman@fitnesstogether.com and paxtonmittleman@hfactormedia.com
 - iv) At all staff meetings following the Social Media Manager’s call to action for more social media engagement, incorporate a feedback component for social media into all meetings to receive comments and recommendations from trainers about how to improve upon previously curated content
- f) Revamp the blog content by incorporating articles and ideas from a local perspective as well as from reputable sources**
- i) Post on the blog once a week between 12:00pm and 3:00pm on the FT Cold Spring Hills website
 - ii) Include the following types of content on the blog, rotated on a weekly basis:
 - (1) #TipTimeTuesday article: incorporate the weekly tips distributed by Fitness Together via Newsletter Builder into an article format on the blog
 - (2) Healthy recipes from a reputable healthy living magazine appealing to the demographics of the target audience
 - (3) Guest blogger appearances by nutritionists, other business owners, clients, etc.
 - (4) #TrainerTipThursday article: an article written by an FT Cold Spring Hills personal trainer. This type of content can also be in the form of an interview
 - (5) Client Interviews: similar to a testimonial, but with more room to highlight a client’s accomplishments and detail “the story” of their time at FT Cold Spring Hills
 - iii) Once the blog is posted, schedule link sharing of the posts on Facebook, Twitter, and LinkedIn using Hootsuite for 5:00pm the same evening of the posts
 - iv) Tag any relevant parties in blog posts when applicable for maximum engagement
- g) Sync all content and platforms with Hootsuite to streamline the managing and scheduling of all materials within the strategic plan**
- i) Verify the FT Cold Spring Hills Facebook, Twitter, and LinkedIn accounts with the Hootsuite platform
 - ii) Schedule all content into the Hootsuite platform for automated purposes
 - iii) Manually share YouTube articles across all social channels when applicable while adhering to the “FT Cold Spring Hills Content Curation Calendar” scheduled times (see **step (h)** for details)

- h) **Ensure syndication of long-term content calendar implementation based on the activity and results of the selected time period**
 - i) By June 30th, 2015, create a “FT Cold Spring Hills Content Curation) Google calendar with all above information scheduled to provide a visual layout of the entire strategic plan
 - ii) Make the calendar private and share between the FT Cold Spring Hills owners, managers, Social Media Manger, and whoever else is deemed fit to view for curator purposes

7) **ACTIVITIES**

***NOTE: All ACTIVITIES times occur on a weekly basis (for example 1 hour= 1 hour/week)**

- a) Putting all details into the content curation calendar- **2 hours when applicable**
- b) Researching content according to the content curation calendar- **3 hours**
- c) Reaching out to trainers, clients, and owners to produce content for the blogs- **30 minutes-1 hour**
- d) Writing, editing, and posting blog posts- **2-3 hours**
- e) Scheduling all researched content according to the content curation calendar- **30 minutes-1 hour**
- f) Shooting videos- **30 minutes**
- g) Uploading videos- **30 minutes**
- h) Taking photos- **15 minutes**
- i) Uploading Photos- **15 minutes**
- j) Compiling analytics reports for Facebook, Twitter, and LinkedIn- **1 hour**

8) **MATERIALS**

- a) Employees: including but not limited to:
 - i) FT Cold Spring Hills Owners
 - ii) FT Cold Spring Hills Managers
 - iii) FT Cold Spring Hills Trainer
 - iv) Social Media Manager
- b) Multimedia content (i.e. pictures, videos, etc.)
- c) A device to capture multimedia content (i.e. video camera, mobile phone, etc.)
- d) Permission to film/take pictures at events that occur outside of FT Cold Spring Hills

9) **SCHEDULE**

- a) The “FT Cold Spring Hills Content Curation Calendar” details all of the mentioned strategic content distribution
- b) Hootsuite is used to pre-schedule content to maximize productivity and impact
- c) The above strategic plan is executed from June 2015-August 2015
- d) During August 2015, make adjustments to plan based on the following **EVALUATION** criteria
- e) Based on the adjustments made to the plan, implement a strategy to execute from August 2015-December 2015. Re-evaluation of the plan will again be considered on December 31st, 2015

10) EVALUATION

***NOTE: All EVALUATION is occurring within the June 2015-August 2015 time period**

- a) Total Impact
- b) Percentage of Audience Members who are in Target Demographics
- c) Reach of Audience Members in Target Demographics
- d) Engagement of audience members in Target Demographics
- e) Engagement of audience members who are **not** in Target Demographics
- f) Reach of Audience Members who are **not** in Target Demographics
- g) Total number of new likes on Facebook
- h) Total number of new followers on Twitter
- i) Total number of new followers on LinkedIn

11) BUDGET

- a) Monetary compensation for employees, including the Social Media Manager
- b) Possible subscription fees to gain access to articles on previously mentioned reputable source sites
- c) Possible fees to redesign website and/or blog

Any questions, comments, or concerns regarding this strategic plan should be directed to Paxton Mittleman, CEO and Founder of the “H” Factor Media, at paxtonmittleman@hfactoemedia.com