



Social Media Guidelines

Why Use Social Media?

Social media is a way to connect to your customers, helps increase brand recognition, helps reach new audiences, and ultimately gain new customers.

It's important to note that social media is constantly changing. New technologies, channels and formats are released weekly.

Social Media Networks Overview:

Social Network	Description	User Demographics ¹	# of users
Facebook	Social networking site for sharing and connecting with family and friends. Featuring photos, information, and advertising.	Predominantly female; age 18-49	2.13 billion ²
Twitter	Connects people with what's happening in the present, through an information network made up of up to 280-character messages, aka "tweets".	Predominantly male; age 18-29	330 million ³
Instagram	A visual platform based on sharing photos and videos from a mobile device.	Predominantly female; 90% under age of 35	800 million monthly users ⁴
You Tube	Video-sharing platform where people can view, upload, rate, share and comment on content.	Predominantly male; ages 18-34	Over 1 billion users ⁵
Pinterest	Visually oriented platform which allows users to "pin" to digital bulletin boards.	Predominantly female; ages 18-64	200 million active users ⁶

¹ <https://www.socialmediatoday.com/social-networks/top-social-network-demographics-2017-infographic>

² <https://qz.com/1201805/twitter-twtr-q4-2017-earnings-twitter-finally-turns-a-profit/>

³ <https://qz.com/1201805/twitter-twtr-q4-2017-earnings-twitter-finally-turns-a-profit/>

⁴ <https://techcrunch.com/2017/09/25/instagram-now-has-800-million-monthly-and-500-million-daily-active-users/>

⁵ <https://www.youtube.com/yt/about/press/>

⁶ <https://techcrunch.com/2017/09/14/pinterest-crosses-200-million-monthly-active-users/>

Additional Resources:

Each social platform has its own reliable help section. Learn more at the pages below.

Twitter - <https://help.twitter.com/en/twitter-guide>

Facebook - <https://www.facebook.com/business/overview>

Instagram - <https://help.instagram.com/>

Pinterest - <https://help.pinterest.com/en>

YouTube - <https://www.youtube.com/>

Important Components of Social Media Posting:

Language and Voice

- Use a conversational and authentic tone
- Create clear and compelling headlines
- Post personal stories showcasing experiences relating to Eat The Frog Fitness
- Create dialogue with audience to strengthen relationships
 - Ask questions and ask for feedback
- Do not use inappropriate language or terms.
- Use variety, cycle through photos, videos, text, internal related, community-related, industry related.

Visuals

Posts with visuals are more interesting and engaging for audiences across all platforms. Be sure the image or video is appropriate for all audiences. For example, no revealing or suggestive photos or videos.

Videos

- Videos are more engaging than simple text or photos. They tend to drive more views, engagement and purchases. Each platform has specific guidelines for video. Use the following resources for best practices.

Platform	Max Video Length	Format	Max Resolution	Max Size
Facebook	Less than 240 minutes	MP4 recommended; most supported.	1080p	10GB
Instagram	60 seconds	MP4 recommended; most supported	1080p	4GB

Twitter	2 min 20 seconds	MP4 and MOV on mobile; H264 Codec with ACC audio	1920x1200p	512MB
YouTube	11 hrs	Most supported	1080p & 4K	128GB

- Educational, funny, emotional, and behind-the-scenes videos help achieve “likes” and “shares”.
- Be sure the video is filmed under bright lighting, and with clear audio and minimal background noises.
- Use an HD quality camera. The latest smartphones now have high quality cameras that can be used
- Use a tripod or fixed mount to ensure a steady shot. Do not hold by hand.
- Ensure there is enough head-room to fit everyone in the frame, but also do not be too far away, creating empty space around the subjects.

Testimonial Video Guidelines

Video testimonials are a powerful way to build credibility and tell a story that potential members can relate to. The following points outline the best practices for creating testimonial videos.

- Have the testimonial hosted by ETF Fitness staff
- Be sure to record the video in front of an ETF branded background
- The ETF staff member should first introduce themselves and then the member
- The member should tell their brief story in under 90-seconds.
- Members can be prompted with the following questions:
 - Tell us why you decided to join ETF Fitness?
 - What part of the program helped maintain your motivation?
 - Tell us your results and how they exceeded your expectations?
 - What are your favorite aspects of coming to group classes?
 - Come up with questions relevant to that member as you see fit.

VIDEO EXAMPLE:

<https://www.facebook.com/etfnorthscottsdale/videos/316632615515801/>



Photos

Your photos should reaffirm the feeling and lifestyle of the Eat The Frog Fitness brand. It should capture action, excitement and happy people engaging in their experience. A photo need not contain a logo or overlaying text to be effective at delivering a message. Get creative and get attention with these tips:

- Image quality is important! Avoid photos that are blurry, dark, or pixelated.
- Images will be displayed at different sizes across various platforms, so use a high resolution camera
- Use square or landscape orientation for best presentation on news feeds
- When posting images with text, ensure the text is large enough to be read on mobile, but the text must be less than 20% of the image space.
- Ensure photos are tasteful and appropriate for all audiences. For example, no sexually suggestive or revealing photos angles.
- Utilize the ETF branded templates where applicable. Do not create your own branded images without support by the marketing team.



GOOD

Photo is bright and clear
People are happy and full of energy



BAD

Photo is dark and blurry, lighting is bad
People look low energy, no coach

Additional Tips for Facebook Photos

<https://www.facebook.com/business/a/photo-boosted-post-creative-tips>

Before & After Photos

It is recommended to get a photo of the member before they start the program to document progress. Alternatively, they can provide a personal photo at a later time for a side-by-side comparison. Below are a few tips when taking the before and after photos:

- Be sure the scene has good foreground lighting, keeping the subject's face bright.
- Place the member in front of an ETF branded banner background or white wall.
- Take the *After* photo at the same distance and body position as the *Before* photo.

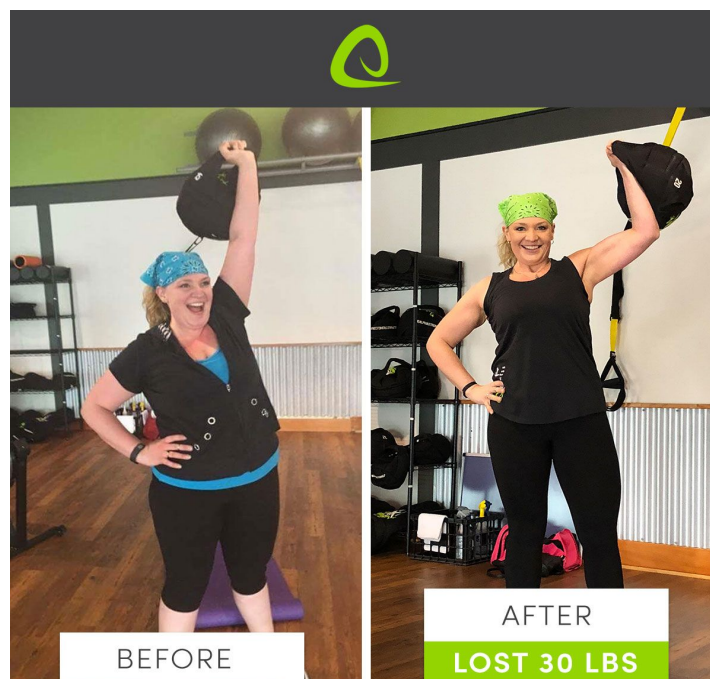
For side-by-side before and after photo comparisons, use the provided template.

Download the Photoshop Template file here:

https://drive.google.com/open?id=1tj-3_qgjuIXJ4EUwXDSHHb1WWSDI5ekE

Download the Powerpoint Template file here:

<https://drive.google.com/open?id=1RVMJ90p888ihc34owoZuGJgIk2pgW9-y>

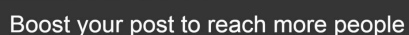


Monthly Promotional Posts

Each month a branded promotional post and cover image will be uploaded to Facebook, Instagram and Twitter. In addition, the advertising on these networks will be updated to reflect the current promotional offer. The marketing manager is responsible for posting the new promotional content on the first of the month of each new promotion launch.

In addition to the monthly promotional posts, each location is encouraged to reference the current running promotion within their weekly posting efforts.

Boost Your Promoted Posts

A dark grey rectangular button with white text that reads "Boost your post to reach more people".A blue rectangular button with white text that reads "Boost Post".

Get more attention by “Boosting” special posts. If you have events and announcement posts that you want to ensure your Facebook following will see, then budget for an extra spend of at least \$100 per month,

depending on the size of your Facebook audience. Facebook will provide an estimate of your potential reach, so you can budget accordingly.

Watch this video and follow the steps to “Boosting” your posts:

<https://www.facebook.com/business/a/online-sales/promoted-posts>

Hashtags

(Twitter, Instagram, Facebook)

A hashtag—written with a # symbol—is used to index keywords or topics on social media. This function was created on Twitter, and allows people to easily follow topics they are interested in and makes content of your post accessible to people with similar interests. Clicking on a #hashtagged word will show you other content with the same #hashtag.

Tips for using Hashtags:

- Recommend no more than 2 hashtags per Tweet.
- Any amount of hashtags is acceptable on Instagram.

- Facebook has recently begun to recognize hashtags and they are now searchable.
- Hashtags must be written as a single word. They may include numbers, but punctuation and special characters (\$%) aren't recognized.

Branded Hashtags:

#frogsquadyourloaction #eatthefrog #eatthefrogfitness #frogsquad
#whatsyourfrog #eatthefrogfirst

Other Hashtag Ideas:

#fitness #fitnessmotivation #fitspiration #transformation #247classes
#groupfitness #grouptraining #HIIT #dedicated #nevergiveup #health #nutrition
#muscles #inspiration #getstrong #youcandoit #gym #gymtime #progress
#gains #workout #workouttime #motivation #workouts #fit #fitnessjourney
#weightloss #tbt #trainsmarter

Find additional trending hashtags here:

<http://hashtagify.me/hashtag/fitness>

Using Links

Links can be used to share articles, link a web page or link to a document. Make sure this information is current and relevant. Each platform handles links differently.

- Facebook and Twitter - Posting a link will automatically create an image and large clickable area that links to your information.
- Instagram - Links can only be shared on the bio page.
- Pinterest - Links can be shared along with the photo description.

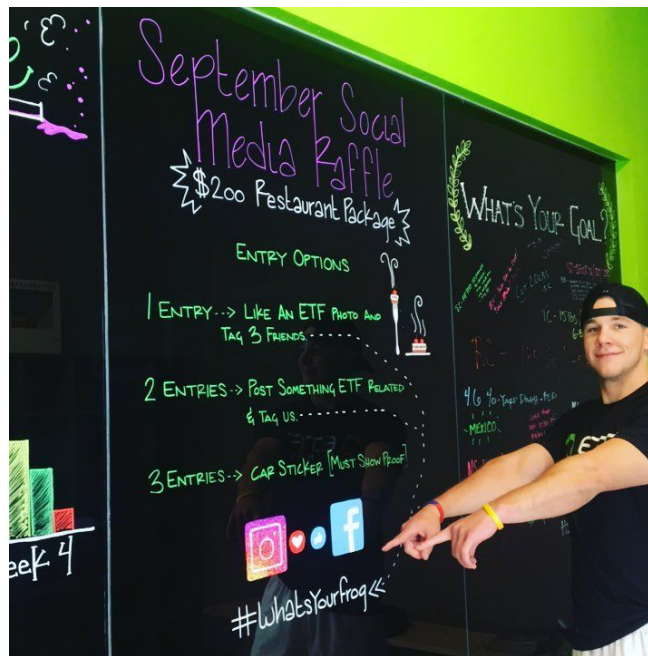
Frequency

- Keep posts regular and post balanced content.
- Post at consistent and appropriate times.
- Varies by platform. See recommendations on page 10.
- See suggested post times/days in table on page 10.

Be Responsive & Engaged

- Regularly monitor all comments, questions, and messages.
- Respond in a timely manner (within 24 hours).

- Interact with posts and “Follow” or “Like” other Pages with similar audiences.
- Thank people who are most active on your page.
- Invite members to Like the page and tag them in photos.
- Follow related community organizations.
- Encourage on-site “check-in’s”. When members “check-in” via their social media accounts, their social world is notified where they are which spreads the word about ETF. A good way to encourage this is a social media raffle challenging members to #hashtag and/or check-in at your location, for example...



Social Media Post Ideas

Action Shots - make sure they are clear images - not blurry, no glare. Show the high energy of members or trainers.



Studio Pictures - try to include Eat The Frog Fitness branding/signage



Member Focus/Highlights - with member permission. Make sure to “tag” the member for additional engagement.

*On Facebook to “tag” someone you type in the @ symbol before their name and a name will appear for your selection. The post will then appear on the member’s profile. For example, @BryanClay

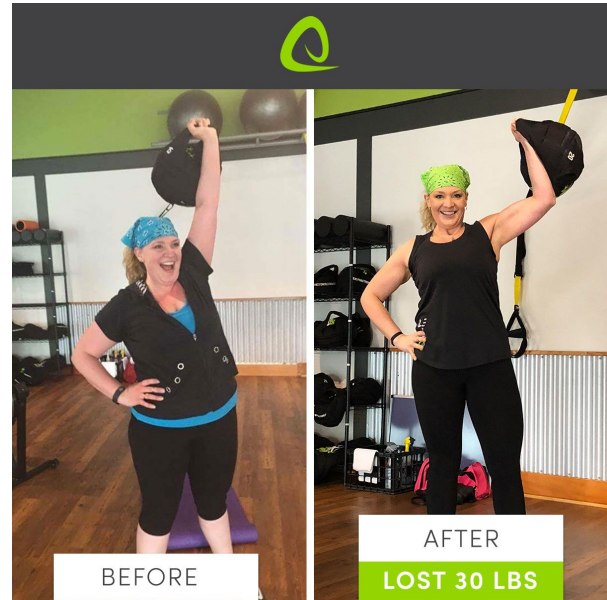


Energetic Group Photos - Include your instructor and make sure to get the ETF Fitness sign/logo/brand in the photo.



Before/After Success Stories - with member permission, highlight a members success story. Include important facts, weight/inches lost, time period, possibly a quote from member.

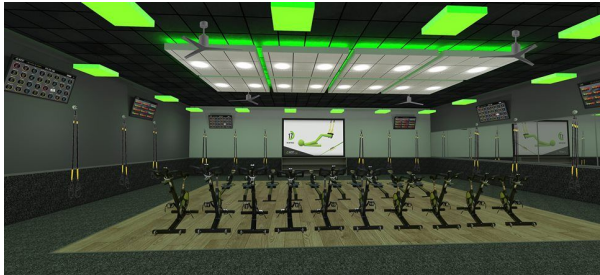
Use provided before/after template.



Testimonial Video - Interviewed by trainer. Include introduction and short testimonial by the client. Make sure ETF Fitness logo is visible. Keep messaging simple, clear and to 60-seconds or under.



Pre-Sales Post Ideas

Timeline/Category	Visual Examples
Construction • Photos of incoming equipment and merchandise • Progress on construction • ETF Fitness sign, logo, branding Purpose/Call to action: • Get people to visit website ◦ Inform ◦ Get them excited • Show your excitement for the location ◦ Your excitement will get others excited • Inform people of your presence ◦ Awareness	  

Booths

- Include personnel
- Whole booth in frame
- If equipment are available, try to show it
- Include location and time frame

Purpose/Call to Action in post:

- Visit us
 - Inform
 - Sign up
- If they can't visit you
 - Get them to your website
- Show them that you are engaging with the nearby location/community
- Show you're excited!
- Build liking towards your business and even favorability!



Information on ETFF

- Key points that make Eat The Frog different

Purpose

- Inform potential customers about what ETFF is
 - Build awareness and knowledge
- Spark curiosity
 - Builds engagement

- What is Eat the Frog Fitness?
 - It's the only customized group training program that combines Olympic inspired training, cutting edge technology, and the science of your body for the most advanced workout in the market



ASSESS

Our coaches will guide you through a complete 30 minute fitness assessment. Based on your results, you will immediately receive a customized 8 week training guide. We also customize your heart rate training zones, based on your individual efforts. This is a very important part for our science, which leads to a more effective workout and greater results.



TRAIN

Your personalized workout plan will have cardio, strength, flexibility, core, and recovery all built in. Each class is specifically designed to equally benefit the first timer, as well as the professional athlete.



ACHIEVE

Your hard work is rewarded after the 8 weeks of training. You will gain energy, lose weight, increase strength, cardio, flexibility and so much more. Just be careful, it's very addicting!

Frequency & Time of Day

While there is no set-in-stone best day/time, this is a general guideline of some optimal day/times for each platform. You may find your organization's social analytics may indicate something different. This is just a starting point.

Platform	Recommended Post Frequency ⁷	Day/Time	Content
Facebook	1-2x per day	• Strongest days to post are Wed-Sun • Anyday 9am - 3pm • Thursday most recommended day to post • 1-4pm⁸	• Keep posts short and sweet. Best between 0-50 characters. • Videos have more organic reach than a static photo. • Recently incorporating #hashtags.
Twitter	15x per day (this includes 7 retweets)	• Strongest days: Monday - Thursday • Anyday noon-3pm	• Post engaging and clickable tweets. • Include no more than 2 #hashtags.
Instagram	1x per day	• Monday - Friday • Monday has most engagement • Anytime (except 3pm) Mon-Thurs. • 8am - 9am; 2am	• Quality photos or video. • Any number of #hashtags is acceptable.
YouTube	1-2x per day	• Thursday and Friday are best days to post as viewership peaks on Saturdays.⁹ • Early evening has the highest viewership. • Post in mid-late afternoon so YouTube has time to index the video. •	• Videos - both long or short. • YouTube Live showing live training sessions.
Pinterest	11 pins per day (curate or repin 9 of these)	• Friday through Saturday are best days to post. • Optimal posting times are 2pm and 9pm on Saturdays.	• Include detailed content description so your post is more apt to show up in searches. • Engage with your users.

⁷ <https://coschedule.com/blog/how-often-to-post-on-social-media/>

⁸ <https://coschedule.com/blog/how-often-to-post-on-social-media/>

⁹ <https://www.entrepreneur.com/article/241764>

Sample Weekly Posting Schedule:

Keeping your social content fresh and timely is important. Here are some ideas of what a posting schedule could look like.

DAY	Post Type:	Sample Text:	Post to:
MONDAY Motivational Monday	Motivational Member Photo	Stay Hungry... #eatthefrog #motivationalmonday #stayhungry	Facebook Twitter Instagram
TUESDAY Transformational Tuesday	Testimonial Video or Before/After Photo	Check out these week-8 results... #eatthefrog #weightloss #beforeandafter #transformationaltuesday	Facebook Twitter Instagram
WEDNESDAY Welcome Wednesday	New Member Photo	Welcome a new member to the ETF family! #eatthefrog #frogsquad #welcometothe frogsquad #frogsquadlocation	Facebook Twitter Instagram
THURSDAY Thirsty Thursday	Member Highlight Photo	This member is sweating it out... #eatthefrog #whatsyourfrog #eatthefrogfirst #fitnessmotivation #fitspiration #workhard	Facebook Instagram
FRIDAY Frogsquad Friday	Group Photo	Bring a Friend to a Session... Group Photo of Friends... Share with Friends on Facebook... #eatthefrog #frogsquad #grouptraining #fitnesswithfriends	YouTube Pinterest
SATURDAY Weekend Challenge	Weekly Challenge Photo/Video	Are you up for the Challenge...? #eatthefrog #maintainyourmojo #challengeyourself	Facebook Twitter Instagram
SUNDAY Victory Sunday	Weekly Member Awards	Congratulations [NAME] for losing X inches and X weight... #eatthefrog #memberoftheweek #maintainyourmojo	Facebook Twitter Instagram YouTube (video)

Account Branding

You locations social media (Facebook, Instagram & Twitter) accounts will be setup by the marketing staff with all relevant details

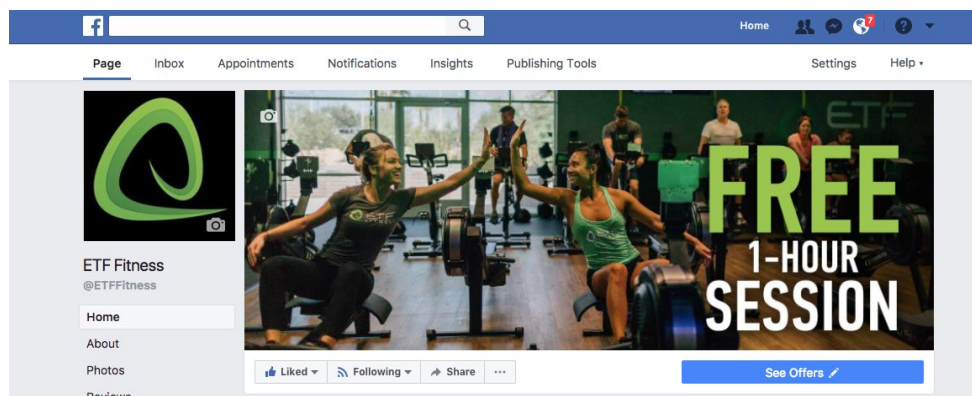
Profile Icon

The profile icon for you location will be the branded ETF Fitness logo icon. This because it is easily recognizable when associated with posts at a smaller size. Using a photo may not be representative of the brand and the content may not be recognizable when shown in smaller format.

Profile Cover Photo

The profile cover photo will highlight the promotion that is currently running. This will be created and posted by the marketing staff on the first day of the month that each new campaign launches. This should remain in place for each location as it will be the first impression a potential members sees when visiting the locations page.

Profile
Icon



Cover
Image

Facebook Ad Manager

Please do not setup any additional ads through Facebook's Ad Manager. This ad account will be managed and tracked specifically by the marketing team. If you would like support with a special campaign, then please contact the ETF Fitness Marketing Manager.

Social Media Posting Tools

If you would like to manage all your social media efforts from one place and get additional tools, such as scheduling posts, then check out the following tools.



<https://hootsuite.com>

Linking Accounts

Each social media platform drives engagement in a different way, so it is best to repurpose your content for each platform individually. However, if you want to maintain the same content updates across all accounts, then you can set your Instagram account to automatically re-post to your Facebook and Twitter accounts.

Below are instructions for linking accounts.

<https://help.instagram.com/356902681064399>

Policies & Actions for Guidelines Violations

The Eat the Frog Fitness management team reserves the right to take down any posts deemed as not following the guidelines as outlined in this document. You will be notified of any post that is removed and provided specific recommendations on how to improve the post content in the future.

Account Rules

Images

When posting images with equipment....Only use images that represent Eat The Frog Fitness Equipment.

Fonts

When creating posts, only use the fonts provided in the logo assets file

- Google Font include: Montserrat & Oswald
- Branded Fonts include: Nexus

https://www.dropbox.com/sh/apujzw4oeo85os9/AACJenTqZxxEPZG7AdnCuB_ia/Fonts?dl=0&subfolder_nav_tracking=1

Colors

When posting images with equipment....Only use images that represent Eat The Frog Fitness Equipment.