

THE  
FITTEST  
GUIDE TO

# SOCIAL MEDIA & BRANDING

FOR FERNWOOD

FITNESS  
*fernwood*®



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# Why should you get social? \*



**Think of social media as an extension of our customer service experience**— it drives conversation, engagement and relationships with our members. Using social media for your club is a great way to:

- + Build club and brand awareness
- + Inform your current members of local club news
- + Engage new leads



**Great social media strategy, content and management can help generate membership sales, improve brand sentiment and continually improve our business.** You can use social media as an opportunity to:

- + Generate more content
- + Gather member feedback
- + Connect with influencers and key public figures
- + Encourage more club visits



**Our brand ‘voice’ is even more important. It helps define who we are, what we do and why.** Creating a compelling online presence will grow awareness of our brand and drive loyalty with our audience. Everything we do online should aim to:

- + Build a safe online community
- + Boost brand engagement
- + Provide a fantastic customer experience
- + Build Fernwood Fitness as a household name

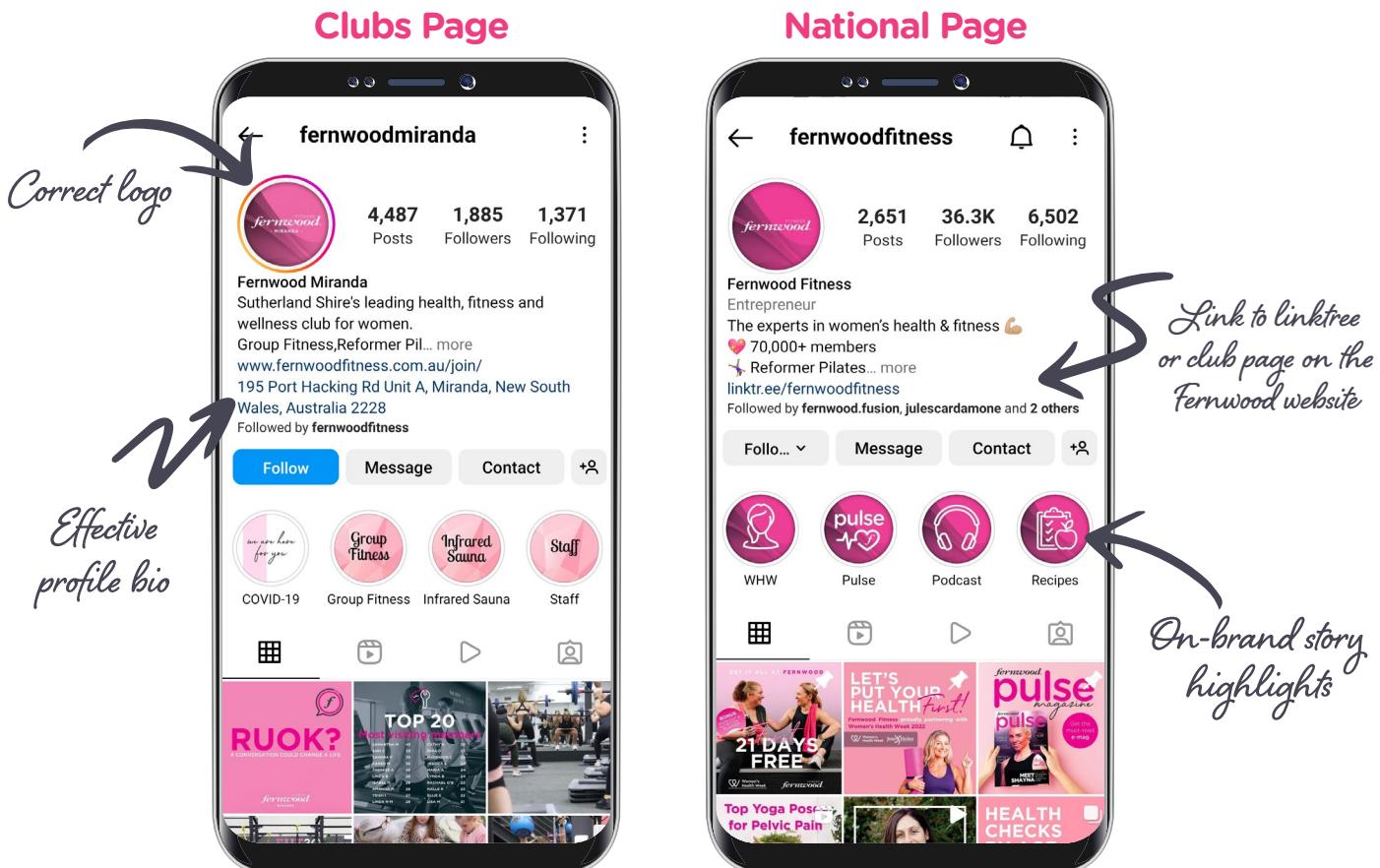


**This guide will help you understand how to develop a consistent, clear and brand compliant social media strategy** to support the Fernwood Fitness brand image and goals.

# Get your pages in shape!

## Instagram

Ensure you have a consistent logo, color palette, bio, boilerplate (short summary of your business and brand), and handle. As a franchise network, we must ensure all club profiles have a common thread that people will recognise as our brand.



### On brand story highlight icons



#### Template 1

The experts in women's health & fitness 💪  
🌟 Reformer Pilates  
🌟 Personal Training & FIIT30  
🌟 Group Classes  
FIND OUT MORE ↗

#### Template 2

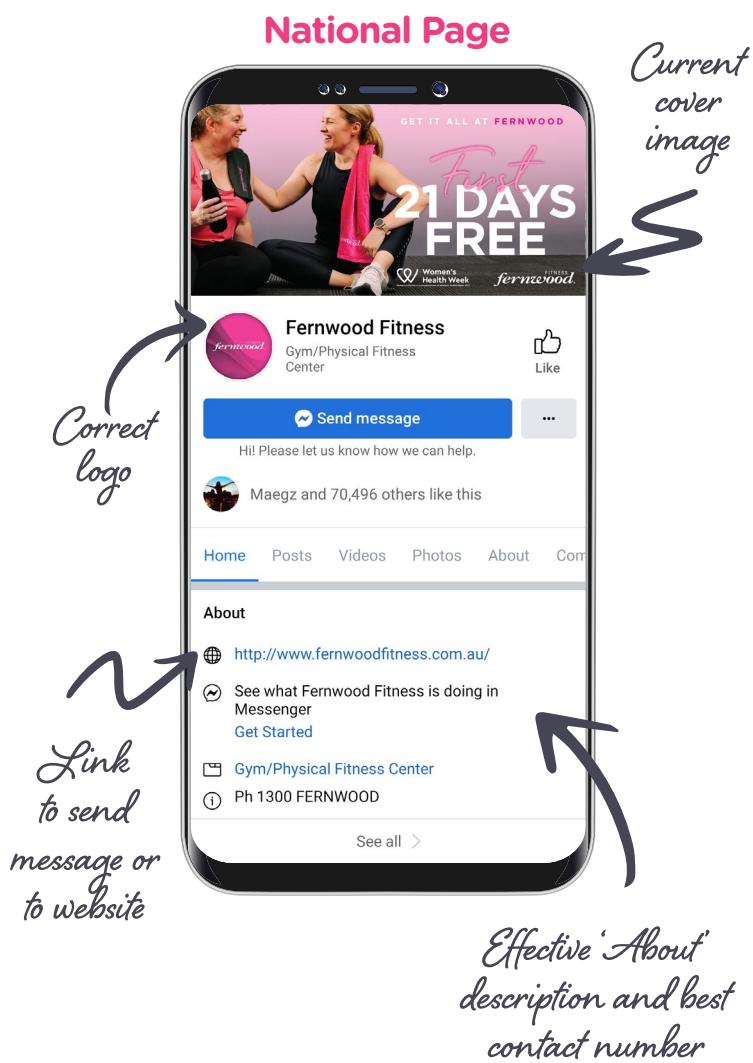
❤️ Ladies only  
⌚ 24 / 7 Access  
🌟 Personal Training & FIIT30  
🌟 Reformer Pilates  
🌟 Group Classes  
🌟 Wellness  
💌 ascotvale@fernwoodfitness.com.au

#### Template 3

Empowering women to shine 💫  
⌚ 24/7  
🌟 Group Fitness  
🌟 Yoga/Wellness  
🌟 Personal Training  
🌟 Reformer Pilates  
📸 Tag us #fernwoodcraigieburn

# f Facebook

Ensure you have a consistent logo, cover image, link and minimum 4-star reviews.



## Let Fernwood be your design expert.

### 1. START WITH INSPIRATION

We hook you up with heaps of professionally designed, on-brand templates, so you're never starting from a blank canvas. Access a variety of branded tiles; once you find a graphic to start from, tap or click to open the document in the editor.

### 2. REMIX IT TO MAKE IT YOUR OWN

There are lots of ways to personalise your templates. Change up the copy and font—sub out the imagery with your photos or browse from hundreds of images in our image library folder. Spend as little or as much time as you want to make the graphic your own. You can even apply our brand logo, so you're always #onbrand.

### 3. SAVE AND SHARE YOUR CUSTOM TEMPLATE

Once your design is complete, hit that publish button and share your creation on your socials. Canva saves your results, so you can always revisit your project if you need to update it in the future.

## Action steps

- Perform a social media audit across your accounts.
- Ensure logos, banners, bios, posting cadences and handles are consistent with Fernwood brand guidelines, and audit regularly.

# Life is like a blank Canva(s)



Pre-designed and editable templates are on Canva and available to use right now! These will save your team time and effort. There is no expectation to be creating content from scratch.

*Customize files to your liking*

*Add image overlays*

**MEMBER OF THE MONTH**  
JULIA CARDAMONE  
CLUB FERNWOOD MITCHAM  
FAVOURITE CLASS BODY PUMP  
FAVOURITE EXERCISE HIIT TRAINING  
FAVOURITE FOOD CHICKEN SALAD  
ABOUT ME Something about the member to go here. Something about the member to go here.

**Tips for safe WEIGHT TRAINING**

- + Warm up and cool down for 5 to 10 minutes
- + Focus on form, not weight
- + Working at the right tempo helps you stay in control
- + Pay attention to your breathing
- + Stick to your routine
- + Give muscles time to rest

*fernwood* FITNESS

*Create club-specific content*

*Change and edit text*

**NEW CLASS**  
**ZUMBA FITNESS**  
with Julia  
Every Wednesday at 7pm  
*fernwood* FITNESS

**EVERY JOURNEY BEGINS WITH A SINGLE STEP**

*fernwood* FITNESS

## Did you know?

P.S. Did you know we also have hundreds of ready-to-publish videos (recipes, workouts, how-to use equipment + more) that can add to your monthly social media calendar? Head to Canva > Projects > Folders > Video Library to get posting now!

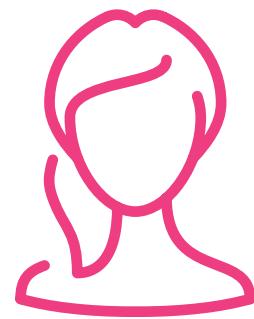


# Content is ~~KING~~ QUEEN



## Inspiration

Provide your members with value and inspire them (i.e. member achievements, member of the month, trainers showing their impressive skills)



## Demonstration

Show your audience how-to do something (E.g. HIIT Workout, How-to set up Reformer bed, healthy recipe)

## Quality content achieves many goals:

- + Increases brand awareness and page engagement (likes, comments and shares)
- + Improves click-through rates to our website
- + Generates leads

**YOUR POSTS SHOULD ALWAYS AIM TO FOLLOW THE IDIH SYSTEM AND ACHIEVE ONE (OR MORE) OF THE FOLLOWING:**



## Information

Tell your members  
what's happening  
in club

(E.g. club events,  
competitions,  
member/staff  
birthdays)



I JUST NEED 8-12  
HOURS OF ALONE TIME  
IN THE MORNING.  
I DON'T ASK FOR MUCH.

fernwood FITNESS



## Humour

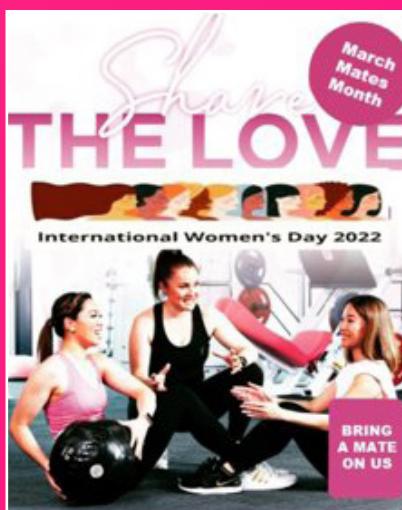
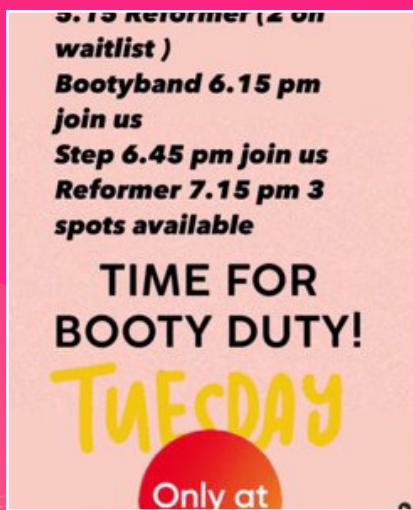
Make your  
audience laugh  
(E.g. funny quotes,  
quirky/behind the  
scenes happenings  
from inside the  
studio)



# yasss QUEEN! And oh, girl, no. . .

- + Avoid using too much text on your images (if you are using text, aim for the text to take up 20% or less of the total image).
- + Ensure photos are not blurry or out of focus.
- + Good lighting (and high-quality sound if filming a video).
- + Good representation of the Fernwood brand - think pink!

WHAT NOT  
TO DO

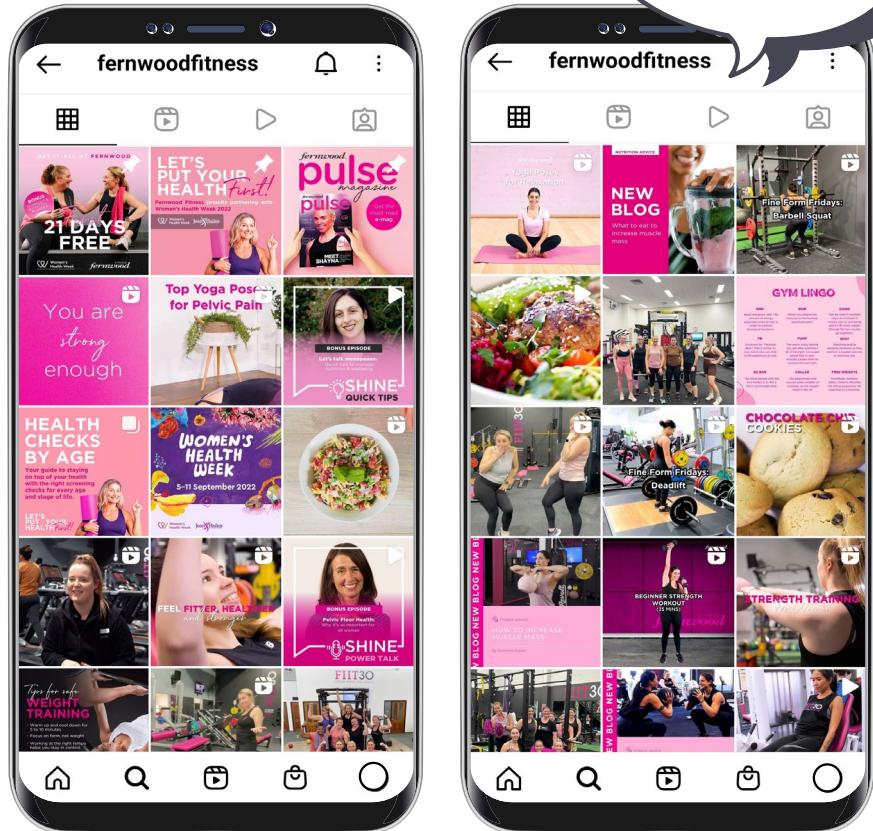


# A goal without a plan is just a wish

In order to plan your monthly content schedule:

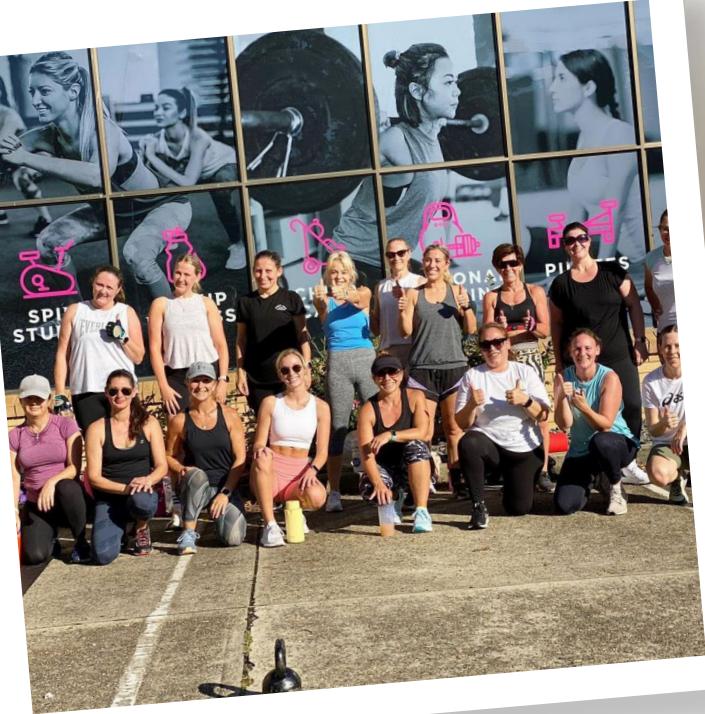
- + Follow the [Fernwood National Marketing Calendar](#) for direction on monthly campaign planning and monthly social media themes to focus on each month (e.g. reformer, group fitness, personal training)
- + Leverage industry trends and seasonality (e.g. keep warm with a HIIT workout indoors in winter)
- + Use the important dates spreadsheet to see key events and holidays you can do special posts on (e.g. pancake Tuesday, International Women's Day)
- + Make sure you have a diverse range of content posted weekly

**TIP**  
See what other Fernwood clubs or competitors are doing on their socials and replicate their ideas (but make them better!)



Use the below table to assist with content idea planning

THEMES	IDEAS
Reformer Pilates	Why do reformer Pilates? What to bring to your first reformer class How to use a reformer machine Reformer challenges (longest planks etc.)
Group Fitness	Meet our community (snippet of class) Hear from our instructors Check out our class offerings (group timetable) Group Fitness bingo
PT	Why strength training is so important 5 benefits of strength training How to get started with a PT What do you get with a PT? Tailored program, nutrition plan?
FIIT30	How to prepare for a FIIT30 class How to warm up / cool down for FIIT30 Snippet of a FIIT30 class (anyone can join) What to eat after FIIT30?



# Member content = your secret weapon

- ✓ Provides proof of concept and reinforces community messaging
- ✓ Builds brand awareness and a positive club environment
- ✓ Acts as a review or testimonial for your club
- ✓ Acts as a trustworthy source of information

## \*Hold up\*

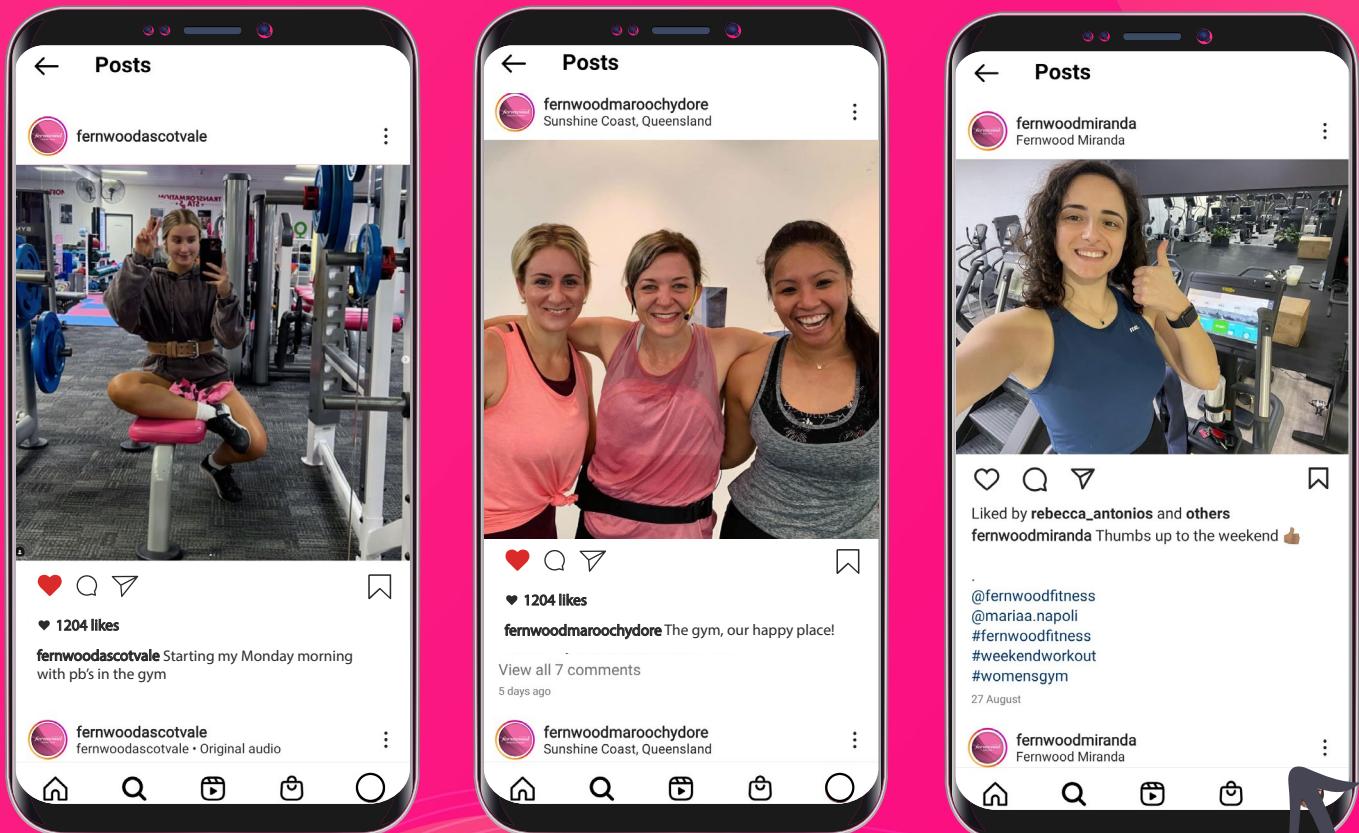
You must always verbally ask permission from members before taking their photo and uploading to social media. This applies to any instances where you might be instructing a group class or be training as a PT with a client - if you intend to post any pictures to the social media accounts that include members, please ask their permission first.

Also known as UGC, user generated content refers to content related to our brand that's created by someone who's not an official representative of your club and posted on their page. This could be a member, influencer, partner brand or affiliate. The great thing about UGC content is that we can then repost these images and videos on our own pages!

### CREATE A SYSTEM TO COLLECT UGC:

- + Set up a poster in-club to incentivise your members to take photos and videos in club (e.g. win a month of Reformer Pilates by tagging us in your workout pics!).
- + Encourage your instructors and personal trainers to take post workout selfies.
- + Always use a club hashtag (e.g. #fernwoodmitcham) to keep track of content that comes through.
- + Always tag the member/trainer in your post - give them credit!
- + If you come across an image you like on a member's profile, but Fernwood is NOT tagged - ask their permission first before reposting.

# ★ User-generated content = your SUPER secret weapon ★



## Be the captain of captions

- List the important information first.
- Try to keep captions short and sweet.
- If you are writing a lengthy post, try to tell a story (e.g. member feedback or club/member achievements).
- Try and ask questions to encourage engagement.
- Use emojis to show your personality.
- Use @ mentions of members and staff to increase reach.
- Promote offers and events in the caption of your post (rather than having text overlayed on image).
- Avoid not posting any captions at all – this can result in less engagement. If you're really stuck for a caption, use some emojis relevant to your post or ask NSO for assistance.

# Your Fernwood voice (try and understand it)

After visuals, captions are the next important piece of branding your social media posts. When writing on behalf of Fernwood, it's important to be able to define our brand voice. When referring to 'voice', we are talking about the language and the messages that we share.

**The Fernwood voice is friendly, conversational, approachable and informal.**  
We're serious about what we do, but not ourselves. The main points to keep in mind about the Fernwood brand 'voice' are:

- + We are experts but not unapproachable
- + We are helpful but not pushy
- + We are informal but not unprofessional
- + We are fun but not sarcastic
- + We are aspirational but not unachievable
- + We are passionate but not intense

Our brand's voice is constant, however, it is likely that our tone will change depending on the channel or context. Remember – have fun with those who engage with us, use common sense and remember that our goal is to create a superb experience, every time.

## SO HOW DO WE WANT TO BE VIEWED IN COMPARISON TO SOME OF OUR KEY COMPETITORS?

- + We are for every woman.
- + We are a community dedicated to women's wellness.
- + We march to the beat of our own drum – we don't follow the crowd.
- + We are inclusive and non-judgmental.
- + We are real and authentic.

**REMINDER!** The smallest details, like whether you use the term "customers" or "members" "they" or "us" will help you keep your writing consistent. If you have multiple people managing your accounts, have a guide to reference keep your team aligned.

## Action steps

- Write out some sample captions for different types of posts.
- Audit your own social media posts to see where you can improve in voice and tone.
- Share the guide and educate your teams that write copy. Ensure that your social team, including member love, is writing new posts with this voice and tone guide.

# NEW BLOG

What to eat to increase muscle mass



**fernwoodfitness** We LOVE lifting weights here at Fernwood Fitness ❤️ Do you know what else we love? Food! And when it comes to strength and weight training, having the right balance of macronutrients is essential when you want to tone or build your muscles (alongside consistent strength training) ↗

The question is, what should we be eating and how often? 😊

Read our latest blog post with Fernwood Fitness' in-house nutritionist to find out (link in bio!)

3w



**fernwoodfitness\_woonona** Great blog 😊

3w 1 like Reply



**fernwoodfitness** #Foreverywoman #active #fitnessmotivation #fitlife #motivation #membermoments #Fernwood #FernwoodFitness #fitspo #inspirational #instafitness #fitfam #gymlife #fitness #womenshealth #fitspiration

3w Reply

COPY ME



Liked by julescardamone and others

AUGUST 14

# #hashtags

Adding hashtags to your post caption on Instagram (not Facebook!) help your posts become more discoverable.

- + This makes it easier for people to find those who are interested in the topics that you are posting about.
- + Always use #FernwoodFitness and your club hashtag (e.g. #FernwoodAlbury).
- + Add your hashtags as the first comment of your Instagram post.
- + Try to avoid overusing hashtags – don't use too many at once and ensure they are relevant to your post.

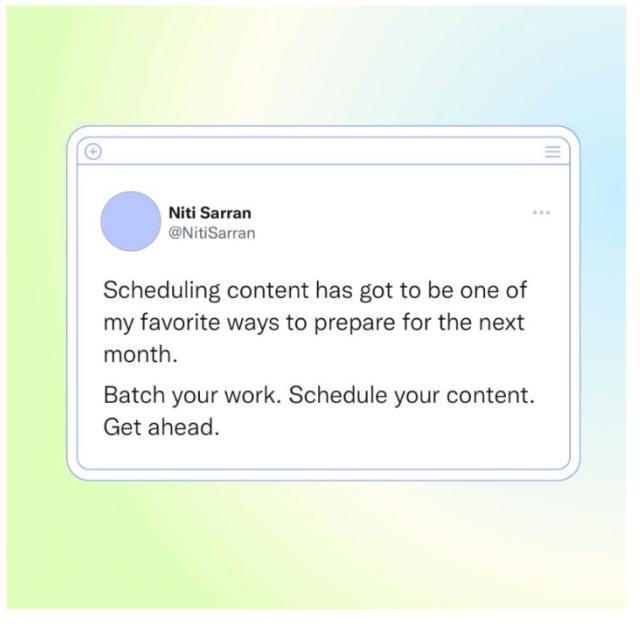
## Generic hashtags to include on your posts

#empower #empoweringwomen  
#exercise #fitness #fitspo  
#healthandwellbeing #strongwomen  
#womensfitness #womenshealth  
#workout #friends #workoutbuddy  
#fernwoodtribe #getyoursweaton  
#fitnesslife #fitnessinspiration  
#fitnesseveryday #achieve  
#fitnessjourney #wellnessjourney  
#wellness #getfit #fitforlife  
#womensfitness #fitfam  
#fitnessaustralia #healthylifestyle  
#fitnesslifestyle #health #workout  
#fitnessgoals #fitnessmotivation  
#fit #fitness #gymmotivation  
#womeninfitness

# Planning your content: the secret recipe

- Post a minimum of 3 times per week and keep consistent with posting days and times.
- Max times to post?.....the limit does not exist! Just ensure that you're able to commit to your posting frequency and stay consistent in the long term.
- Use a content planner (template on the next page) or Facebook Creator Studio (free!).
- Schedule at least a week of your content in advance.
- Schedule/post your content from your phone using the Business Suite app or through Facebook on desktop.
- Plan your content pillars (remember the IDIH system?).
- Ensure at least 1 of your posts each week are UGC.
- Ensure at least 1 of your posts in the week is a video (either from the Canva video library or your own video/Reels/TikTok creation).
- Use health, fitness, wellness and club specific hashtags.
- Use emojis to add personality to your captions.
- Use words like strong women, amazing community, Fernie family, you, we, us and together to add sentiment to your post captions.
- Tag staff and members in your posts

**RINSE & REPEAT!**



## Action steps

- Develop your next monthly content calendar using your template.
- Plot out key dates, novelty events, club activity + times for posting & who is responsible.
- Download ready-to-use video and photo content from Canva to a folder on your desktop.
- Encourage members and staff to create content for you.
- Start scheduling your content in advance.

# Instagram Calendar



<b>1</b> Timetable	<b>2</b> UGC Post	<b>3</b> Recipe Video	<b>4</b> Funny Quote	<b>5</b> IG Reel	<b>6</b> How-to Video	<b>7</b> Blog Post
<b>8</b> How-to Video	<b>9</b> Product promo	<b>10</b> Janina's Birthday	<b>11</b> Countdown to product reveal	<b>12</b> Recipe Video	<b>13</b> Behind-the-scenes	<b>14</b> Collab box
<b>15</b> Timetable	<b>16</b> UGC Post	<b>17</b> Ways to use the product	<b>18</b> Q+A promo	<b>19</b> IG Reels	<b>20</b> How-to Video	<b>21</b> Blog Post
<b>22</b> How-to Video	<b>23</b> Product promo	<b>24</b> Recipe Video	<b>25</b> Funny Quote	<b>26</b> Recipe Video	<b>27</b> Behind-the-scenes	<b>28</b> UGC Post

IG LIVE

FEED POST

REELS REELS

STORY

CAROUSEL POST

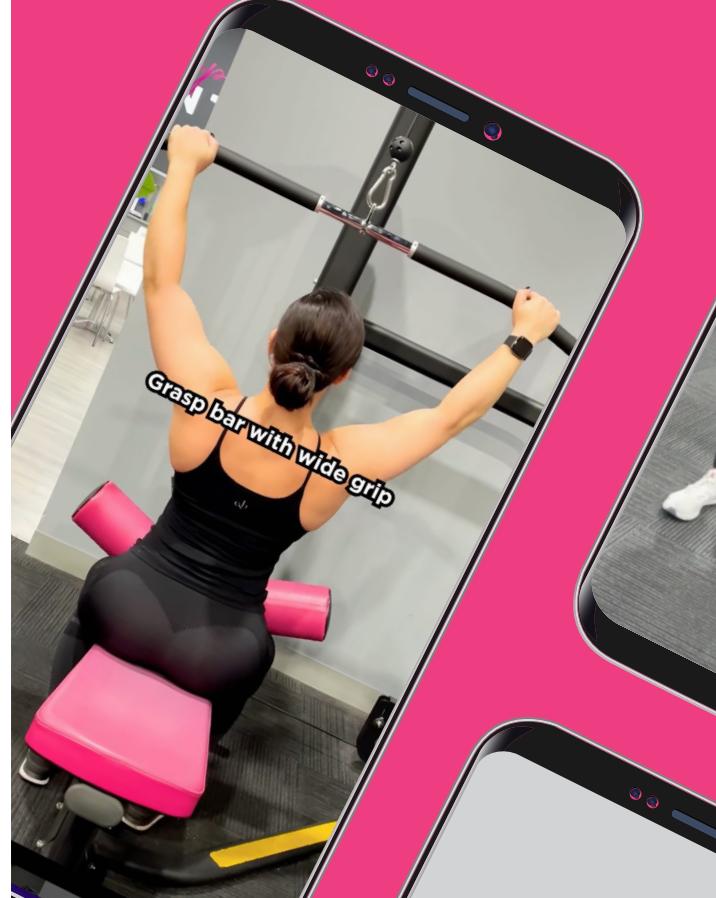
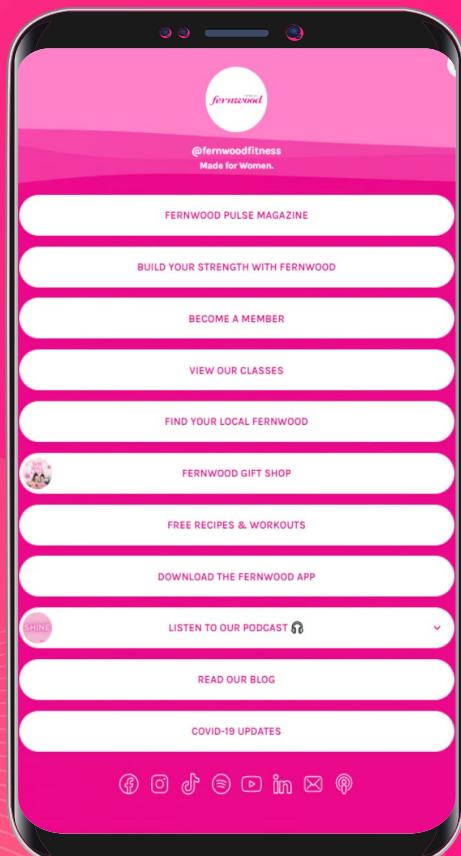
FEED VIDEO

CONTENT

# Climbing the Linktree

Linktree allows you to create a personalised and customisable page that houses all the important links that you want to share (e.g. club website page, class timetable, online join, blog posts, FAQ, Fernwood e-magazine etc.). It's a link-in-bio solution that can be used on social platforms like Instagram.

- Create a Linktree via <https://linktr.ee/> and follow the simple set-up tips on the website.
- The basic plan is a free service (however, it is not as customisable in terms of colours/ link types etc.) A \$14/month subscription will allow you edit themes, buttons, logos etc. To look like the below.

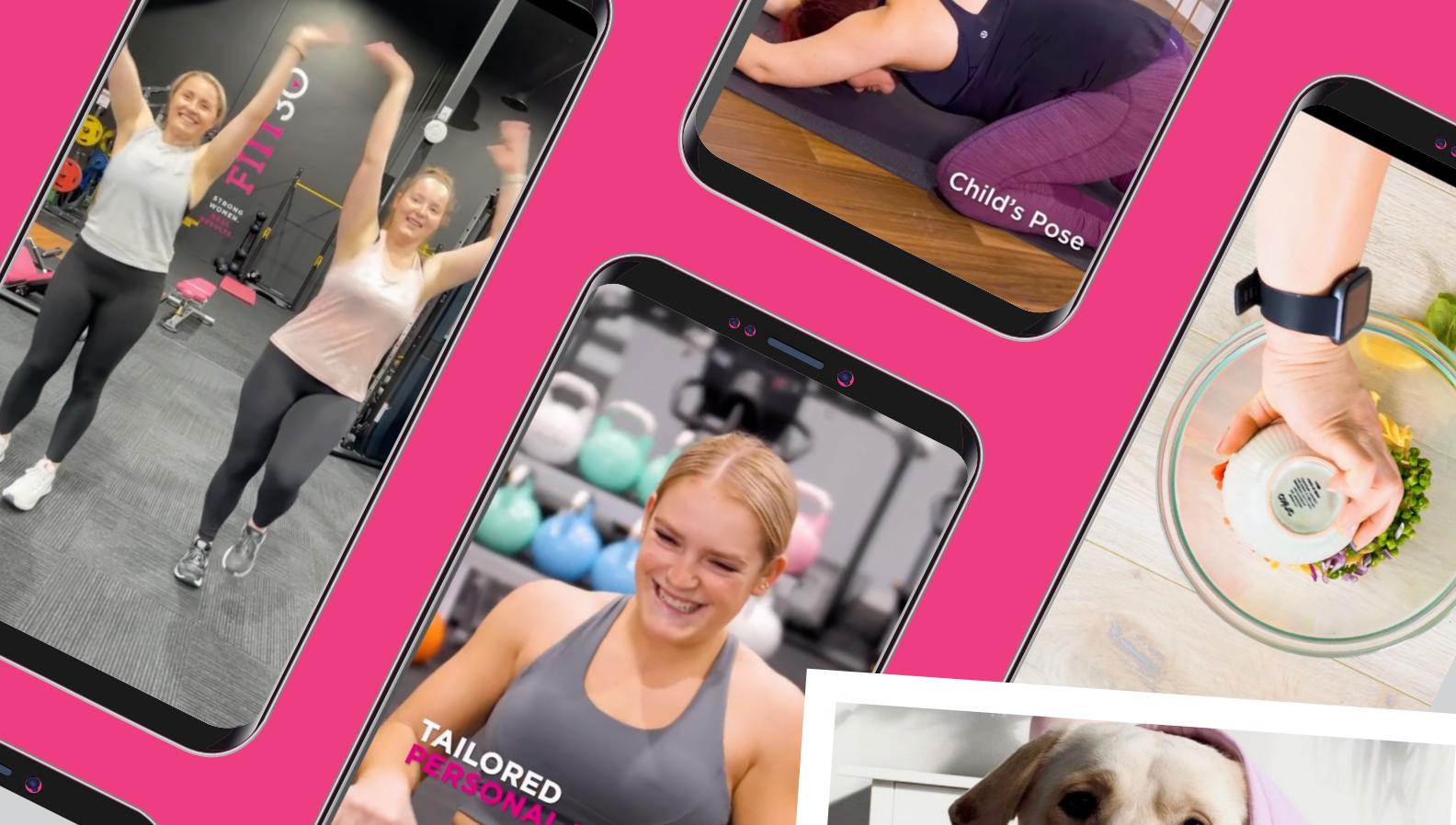


## The Reel world

Reels are an Instagram feature that allows you to record and edit 15-second multi-clip videos with audio, effects, and creative tools. You can add filters, effects, music and soundbites that are in line with current trends and make them relevant to your club.

### HERE'S HOW TO CREATE YOUR FIRST INSTAGRAM REEL IN FOUR STEPS:

1. Storyboard concept
2. Shoot reel using your phone
3. Preview and add effects
4. Share reel to Instagram and/or TikTok



**WHAT'S TRENDING?** Use the '**trend discovery**' tool on TikTok Business Creative Center or your **explore page** on Instagram.

**NEED HELP?** If you need some extra guidance, watch the [\*\*30-minute 'Lunch 'n' Learn' session\*\*](#) to find out everything you need to know about capturing, editing and posting thumb-stopping videos for your club social channels.

**USE THE BELOW TABLE TO ASSIST WITH CONTENT IDEA PLANNING FOR REELS:**

THEMES	IDEAS
<b>Staff focused</b>	Favourite exercises. Favourite machines at Fernwood. Day in the life vlog (starting work in the morning, free brekkie in members lounge, taking some GF classes and/or PT, tidying/cleaning the gym, having fun at work, leaving for the day). Team dances.
<b>Member focused</b>	Hear from our members, favourite thing about Fernwood. Greeting your members as they walk through the door. Thoughts while doing FIIT30/Group Classes
<b>Service focused</b>	Showing off your members lounge. Showing off your reformer studio/HYPOXI/GF room etc. (did you know we run X classes a week?!).
<b>Promotion focused</b>	Refer a friend and get X Join with a friend and get X 3 free X sessions



## stickers

It's also easy to add extra flair and personality to your Instagram stories with our Fernwood stickers. Simply search for 'Fernwood' when looking for GIFs to access.



# THAT IS So fetch fernwood



## IG stories

Stories allow Instagram users to share photos and videos to their 'story' -- which is visible to your followers.

Instagram stories disappear after 24 hours unless they are saved to your highlights.

Your story is published separately from the photos and videos found in the tiled gallery of your profile. People who don't follow you can see your stories too.

Instagram Stories are great for driving engagement and value and are best used for:

- + Sharing behind the scenes content
- + Club news
- + Promoting offers





# Competitions

Social giveaways are a great opportunity to boost page engagement, followers and each and supercharge the buzz around your club page. The nature of your competition and prize value can determine what results are achieved.

## There are 2 types of online competitions

### Game of chance

#### You could win xxxx! To enter:

- Tag 3 friends in the comments below
- Like the @fernwood\_\_\_\_\_ Instagram page

### Game of skill

#### You could win xxxx! To enter:

- Take a post-workout selfie
- Upload to Instagram, tagging @fernwoodbulleen & #FernwoodBulleen

#### You could win xxxx! To enter:

- Comment on this post in 25 words or less 'what's your favourite song to work out to and why?'
- Like the @fernwood\_\_\_\_\_ Instagram page

## Competition rules

You must include the following T&Cs on your competition post:

- + Entry is open to Australian residents only. Only one (1) entry per individual will be accepted.
- + Promotion commences xx/xx/xx and final entries close on xx/xx/xx
- + The Prize is xxx valued at \$xx. Prizes are not transferable or exchangeable and cannot be taken as cash.
- + Winners will be notified via our Instagram page on xx/xx/xx
- + This competition is in no way sponsored, endorsed or administered by, or associated with Instagram

# Community engagement and management

## Facebook Management Checklist

- Click into Posts – Visitor posts – Check all wall posts – Respond to posts.
- Click into Notifications and filter on left hand side by ‘comments’.
- Scroll down to the oldest posts and check all feedback.
- Respond to comments and enquiries, directing to messenger if required.
- Click into Messages, check for any new messages or responses to existing messages.
- Start at the oldest message. Make sure to check the history of the conversation before responding.
- Once completed, archive the message to keep inbox clear.

## Instagram Management Checklist

- Check for any comments on recent posts (recommend you check the last 6 posts).
- Check inbox (make sure to check messages awaiting approval as well).
- Check tagged photos, bookmarking high quality images that can be re-posted.
- Search #fernwoodfitness or relevant club hashtag and check for any content that can be re-posted.

## Community Engagement Checklist

- Like and follow people who follow you – including your members!
- Like and comment on their posts where appropriate.
- Follow influential women in the health & fitness space.
- Follow other local businesses in your area – great opportunity to establish a partnership or run a shared competition!

# Responding to feedback

## The Good:

### Positive Comments & Compliments

Hi Jane – thank you for your fantastic feedback - we're so glad to hear you are enjoying your PT sessions with Jody. We look forward to continue supporting you in achieving your goals!

Cheers,  
Amy @ Fernwood Fitness  
Albury

## The Bad:

### Responding to Negative Comments

Hi Jane, thank you for your feedback. We're sorry to hear about your recent experience at Fernwood Fitness \*\*Club\*\*. Our members are at the heart of everything we do, and we work hard to ensure that member expectations are always exceeded. Can you please call us on \*\*phone number\*\* or email us at \*\*email\*\*? We'd appreciate the opportunity to discuss this matter with you further and ensure a resolution is reached as soon as possible.

Kind regards,  
Amy @Fernwood Fitness  
Albury

## The Ugly:

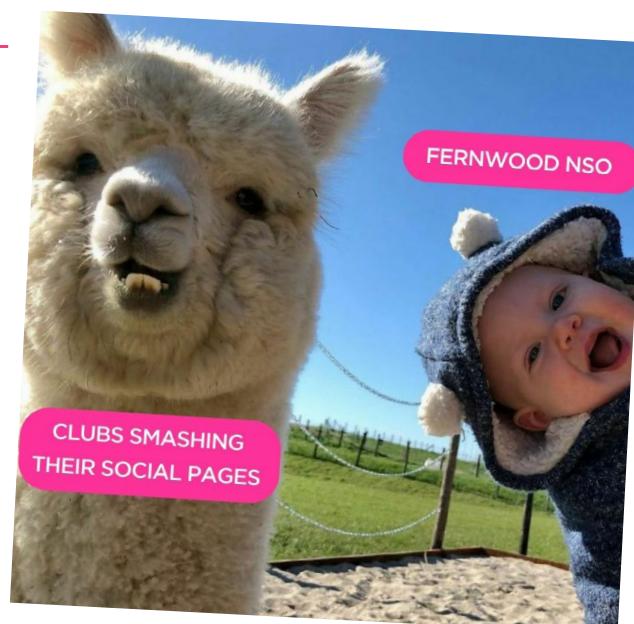
### Responding to Issues That Impact the Larger Business

What do we do when things take a turn for the worse—beyond just a frustrated member or negative comment? It is almost inevitable that at some point in time, the public or media may ask for our comment on certain controversial topics or incidents involving our brand. If this happens or if you are unsure whether or not a topic should be commented on, seek immediate assistance from the NSO marketing team.

## So, that's a wrap!

We've given you everything to need to feel confident in acing your online presence like a pro. These tips and tricks can be referred to on a regular basis and used across your club social media pages whenever—and however!

If you have any questions on the contents of this guide or need access to further resources, please email NSO Social Media Manager Kitty at [kitty.robinson@fernwoodfitness.com.au](mailto:kitty.robinson@fernwoodfitness.com.au)





**fernwood**<sup>®</sup>

The logo for Fernwood Fitness features the brand name "fernwood" in a bold, italicized, lowercase serif font. A registered trademark symbol (®) is positioned at the end of the word "wood". Above the letter "n", the word "FITNESS" is written in a smaller, all-caps, sans-serif font.