

BODY INSIGHT

45-Day Instagram Content Plan

Feb 15 – Mar 31, 2026

Content Pillars

1. Education — What DEXA is, how it works, what it measures

2. Myth Busting — Challenge common fitness misconceptions

3. Report Showcase — Show off the depth of your report

4. Social Proof — Why real people get scanned

5. CTA / Booking — Drive action to bodyinsight.com

6. Client Spotlight — Real people, real photos, real results

7. Data Drops — Interesting stats from your database

■ Education / Carousel ■ Reel ■ Client Spotlight ■ Data Drop ■ Story

PHASE 1 – DAYS 1-15 – LAUNCH & EDUCATE

DAY 1 • FEB 15 CAROUSEL

“What is a DEXA Scan?”

- Slide 1: Bold text — “The most accurate body scan on the planet.”
- Slide 2: What DEXA measures (fat %, lean mass, bone density, visceral fat)
- Slide 3: How it works (lie down, 7 min, zero effort)
- Slide 4: CTA — “Book yours at bodyinsight.com”

CAPTION DIRECTION

Introduce the brand. Keep it clean and confident. End with “Link in bio.”

DAY 2 • FEB 16 REEL**"Your scale is lying to you"**

- Quick hook: someone stepping on a scale, frustrated
- Text overlays showing two people — same weight, completely different body compositions
- Punch line: "Weight doesn't tell you what's muscle and what's fat. DEXA does."

AUDIO

Trending sound or clean voiceover.

DAY 3 • FEB 17 STATIC — REPORT SHOWCASE**Report Page — Body Composition Breakdown**

Screenshot/mockup of the report's body composition page (fat %, lean mass, bone mineral).
Clean dark aesthetic matching your brand.

CAPTION DIRECTION

"Your report doesn't just give you a number. It gives you the full picture — fat percentage, lean mass, bone density, region by region."

DAY 4 • FEB 18 STORY SERIES**"5 Things a DEXA Scan Tells You That a Scale Can't"**

- 5 story slides: Visceral fat, Muscle imbalances (L vs R), Bone mineral density, Regional fat distribution, Lean mass trends
- Poll sticker on last slide: "Would you want to know this?"

DAY 5 • FEB 19 REEL**"The scan takes 7 minutes. The report will change how you train."**

B-roll style: someone walking in, lying on the DEXA table, the scan running, then cut to the report on screen. Text overlay walkthrough of what they'll receive.

CTA

"Book your first scan — link in bio."

DAY 6 • FEB 20

CAROUSEL

"BMI is Broken — Here's Why"

- Slide 1: "Your doctor uses BMI. Here's why it's wrong."
- Slide 2: BMI formula — only uses height + weight
- Slide 3: A muscular person classified as "overweight" by BMI
- Slide 4: DEXA shows what's actually going on inside
- Slide 5: "Get real data. Not outdated math."

CAPTION DIRECTION

Educational, slightly provocative. Invite debate in comments.

DAY 7 • FEB 21

STATIC — REPORT SHOWCASE

Report Page — Visceral Fat Score

Mockup of the visceral fat section from the report.

CAPTION DIRECTION

"Visceral fat wraps around your organs. You can't see it. You can't pinch it. But DEXA can measure it. This one number could be the most important thing you learn about your health."

DAY 8 • FEB 22

REEL

"POV: You just got your DEXA results"

- Person opening report on phone
- Quick cuts of report sections — composition, regional breakdown, game plan
- Reaction: "I had no idea my left side was this much weaker"

AUDIO

Trending "reveal" sound.

DAY 9 • FEB 23

CAROUSEL

"What to Expect at Your First Scan"

- Slide 1: "Your first DEXA scan in 4 steps"
- Slide 2: Book online (show the clean booking flow)
- Slide 3: Show up, lie down, 7 minutes
- Slide 4: Get your full report
- Slide 5: "No needles. No sweat. Just data."

DAY 10 • FEB 24

STORY — POLL + Q&A

Quick Poll + Q&A

- Story 1: “What do you think your body fat % is?” — Quiz sticker
- Story 2: “Most people are off by 8–12%. Wild, right?”
- Story 3: Question box — “What would you want to know about your body?”

NOTE

Use responses as content fuel for upcoming posts.

DAY 11 • FEB 25

STATIC — REPORT SHOWCASE

Report Page — Muscle Imbalance / Regional Breakdown

Mockup showing left vs right lean mass comparison.

CAPTION DIRECTION

“Your right arm has 1.2 lbs more muscle than your left. These imbalances matter — for injury prevention, training balance, and performance.”

DAY 12 • FEB 26

REEL

“Things that don’t tell you your body composition”

- Mirror — no. Scale — no. BMI calculator — no. Calipers — not really.
- DEXA scan — “this one does.”

FORMAT

Quick, punchy, under 15 seconds. Trending elimination sound.

DAY 13 • FEB 27

CAROUSEL

“Who Should Get a DEXA Scan?”

- Slide 1: “DEXA isn’t just for bodybuilders”
- Slide 2: Anyone starting a fitness journey (baseline)
- Slide 3: Anyone over 40 (bone density matters)
- Slide 4: Athletes tracking performance
- Slide 5: Anyone curious about what’s going on under the surface

DAY 14 • FEB 28

STATIC — REPORT SHOWCASE

Report Page — The Game Plan

Mockup of the personalized game plan section.

CAPTION DIRECTION

"Data is useless without direction. That's why every report comes with a game plan — personalized recommendations based on your results."

DAY 15 • MAR 1

REEL — BRAND PIECE

"Your body is more than a number on a scale"

Cinematic montage: different people, different ages and body types, all getting scanned.

Text building: "Know your fat. Know your muscle. Know your bones. Know yourself."

AUDIO

Clean, motivational instrumental.

PHASE 2 — DAYS 16-30 — CLIENT STORIES & DATA**DAY 16 • MAR 2**

CLIENT SPOTLIGHT

First Client Spotlight

Photo of a client at the facility, post-scan.

CAPTION DIRECTION

"Meet [Name]. Came in thinking they were 25% body fat. Actual result: 31%. No shame — just clarity. That's what Body Insight is about." Tag the client.

DAY 17 • MAR 3

REEL — DATA DROP

"We scanned 1,000+ bodies. Here's what surprised us."

- "The average person underestimates their body fat by 8%"
- "62% of people have a measurable muscle imbalance"
- "1 in 4 under 35 had concerning visceral fat levels"

NOTE

Adjust numbers to your actual data.

DAY 18 • MAR 4 CAROUSEL**"Fat Loss vs Weight Loss — They're Not the Same"**

- Slide 1: "You lost 5 lbs. But what did you actually lose?"
- Slide 2: Scenario A — lost 3 lbs muscle, 2 lbs fat (bad)
- Slide 3: Scenario B — lost 5 lbs fat, gained 1 lb muscle (great, but scale says less)
- Slide 4: "Only DEXA tells you the difference"

DAY 19 • MAR 5 CLIENT SPOTLIGHT**The Couple / Friends Scan**

Photo of two friends or a couple who came in together.

CAPTION DIRECTION

"These two made it a thing — scan day together. A little accountability and a little competition goes a long way. Bring your gym partner."

DAY 20 • MAR 6 STORY — DATA DROP**"Left vs Right" — Muscle Balance Stats**

- "Over 60% carry more muscle on their dominant side"
- "Average imbalance: 0.5–1.5 lbs between arms"
- Poll: "Do you train both sides equally?"

DAY 21 • MAR 7 REEL**"Same weight. Different bodies."**

Side by side concept — two people at the same scale weight. One has higher muscle, lower fat. The other is reversed. "160 lbs can look like anything. What matters is the composition."

DAY 22 • MAR 8 CLIENT SPOTLIGHT**The Athlete**

Photo of a competitive athlete or serious gym-goer at the facility.

CAPTION DIRECTION

"[Name] trains 6 days a week. But they'd never measured their actual lean mass or checked for imbalances. 'I've been neglecting my left side for years.'"

DAY 23 • MAR 9

STATIC — DATA DROP

Visceral Fat by Age

Clean branded graphic with average visceral fat area by age group from your database (Under 30, 30–40, 40–50, 50+).

CAPTION DIRECTION

“Visceral fat tends to climb with age — but it doesn’t have to. The first step is knowing your number.”

DAY 24 • MAR 10

CAROUSEL

“Your DEXA Report Explained — Page by Page”

- One slide per section: Cover, Body composition, Regional breakdown, Visceral fat, Bone density, Muscle imbalances, Trend tracking, Game plan

CAPTION DIRECTION

“8 pages. Zero fluff. Every section tells you something different about your body.”

DAY 25 • MAR 11

CLIENT SPOTLIGHT

The “Before the Journey” Client

Someone who came in as a baseline before starting a fitness program.

CAPTION DIRECTION

“Day 1. [Name] hasn’t started their program yet — but they wanted a starting line. In 3 months, they’ll scan again and see exactly what changed.”

DAY 26 • MAR 12

REEL — DATA DROP

“The most common body fat % we see”

- Most common male: 22–28%
- Most common female: 30–36%
- What Instagram says is normal: 12%
- What’s actually healthy: depends on YOU

DAY 27 • MAR 13

STORY — CLIENT RESHARE

Client Q&A Reshare

Reshare a client's story/post about their experience. Add commentary: "This is why we do what we do." Include a "Book your scan" link sticker.

DAY 28 • MAR 14

STATIC

"One Number That Could Save Your Life"

Focused on visceral fat. Bold text graphic with a visceral fat score and context.

CAPTION DIRECTION

"You can look lean and still have dangerous levels of visceral fat. It's linked to heart disease, diabetes, and metabolic syndrome."

DAY 29 • MAR 15

CLIENT SPOTLIGHT

The Repeat Scanner

Photo of someone coming back for their 2nd or 3rd scan.

CAPTION DIRECTION

"Scan #3 for [Name]. First was baseline. Second showed -4 lbs fat, +2 lbs muscle. This one? Even better. This is progress tracked right."

DAY 30 • MAR 16

REEL

"Things your fitness tracker can't measure"

- Visceral fat — X. Bone density — X. Regional lean mass — X. L vs R imbalances — X.
- Cut to DEXA: all checkmarks.

FORMAT

Under 15 seconds, punchy.

PHASE 3 — DAYS 31-45 — AUTHORITY & SCALE

DAY 31 • MAR 17

CAROUSEL — DATA DROP

"Men vs Women — What Our Database Shows"

- Average body fat % differences
- Where men vs women tend to store fat
- Bone density differences
- "Different bodies, different baselines. Generic advice doesn't work."

DAY 32 • MAR 18

CLIENT SPOTLIGHT

The Parent

Photo of a mom or dad who came in.

CAPTION DIRECTION

"Between work, kids, and life — [Name] hadn't thought about their health in years. 7 minutes changed that. 'I didn't realize how much visceral fat I was carrying.'"

DAY 33 • MAR 19

REEL

"What happens in 7 minutes"

Real-time style (sped up): walk in, lie down, scan runs, get up, review report. Text overlay countdown 0:00 → 7:00. End: "7 minutes. A lifetime of data."

DAY 34 • MAR 20

STATIC — DATA DROP

Bone Density Stat

Branded graphic: "X% of people under 40 in our database had lower-than-expected bone mineral density."

CAPTION DIRECTION

"Bone density isn't just an 'older person' problem. Resistance training, nutrition, and awareness. It starts with knowing."

DAY 35 • MAR 21

CLIENT SPOTLIGHT

Group / Team Scan

Photo of a sports team, CrossFit group, or friend group that came in together.

CAPTION DIRECTION

"6 scans. 6 completely different body compositions. Same gym, same workouts — totally different results. One-size-fits-all programs don't work."

DAY 36 • MAR 22 CAROUSEL**"5 Myths About Body Fat"**

- "You can spot-reduce fat" — False
- "Low body fat = healthy" — Not always
- "You can estimate body fat in the mirror" — Off by a lot
- "BMI tells you if you're overweight" — It literally can't
- "Gym body fat scales are accurate" — Not even close

DAY 37 • MAR 23 REEL — DATA DROP**"The biggest body fat misconception"**

Hook: "Everyone thinks fit people are around 10–15% body fat." Reveal your database averages for active people. Punchline: "Fit doesn't mean single digit."

DAY 38 • MAR 24 CLIENT SPOTLIGHT**The Transformation Check-In**

Client who scanned months apart — share photos from both visits.

CAPTION DIRECTION

"4 months between scans. -6 lbs fat. +3 lbs lean mass. The scale only moved 3 lbs. If [Name] only looked at the scale, they'd have thought nothing changed."

DAY 39 • MAR 25 STORY — AMA**"Ask Us Anything About DEXA"**

Question box sticker. Answer 4–5 questions across stories. Seed if needed: "Is it safe?" "How often should I scan?" "Do I need to fast?"

DAY 40 • MAR 26 STATIC — DATA DROP**"Where People Carry Fat"**

Graphic showing most common fat distribution patterns: "67% of males — trunk. 54% of females — hips/thighs."

CAPTION DIRECTION

"Where you store fat is largely genetic. Knowing your pattern helps you set realistic expectations."

DAY 41 • MAR 27

CLIENT SPOTLIGHT

The Skeptic

Photo of someone who was hesitant but came in.

CAPTION DIRECTION

"I almost didn't book it." Now [Name] checks in every 6 months. 'I can't believe I was guessing for so long.'"

DAY 42 • MAR 28

REEL

"DEXA vs every other body fat test"

- Calipers: $\pm 5-8\%$ error
- Bioelectrical (scales): $\pm 8-10\%$, affected by hydration
- Bod Pod: decent but limited info
- DEXA: $\pm 1-2\%$, gold standard, regional data, bone density

DAY 43 • MAR 29

CAROUSEL — DATA DROP

"Lessons From 1,000+ Scans"

- Most people overestimate muscle, underestimate fat
- Muscle imbalances are nearly universal
- Visceral fat doesn't discriminate by body size
- People who scan regularly make faster progress
- "Data changes behavior. Book your scan."

DAY 44 • MAR 30

CLIENT SPOTLIGHT

The Milestone

Client who hit a meaningful goal between scans.

CAPTION DIRECTION

"Goal: under 20% body fat. Scan #3: 19.4%. 8 months of consistent work, tracked by real science."

DAY 45 • MAR 31

REEL — BRAND MANIFESTO

“Know Your Body”

Cinematic, 30-second brand piece. Mix of client photos, scan footage, report close-ups. Voiceover: “You track your steps. You track your calories. But do you actually know what’s happening inside? Body Insight. Know your body.”

Content Mix Summary (45 Days)

TYPE	COUNT
Client Photo Posts	10
Data Drop Posts	8
Educational Carousels	8
Reels	10
Report Showcases	4
Story-Only Days	5

Posting Guidelines

- **Posting time:** 8–9 AM or 6–7 PM (test both)
- **Every post** should end with a CTA pointing to the link in bio (booking page)
- **Stories:** Post on non-story days too — reshare the feed post with a “New post” sticker
- **Hashtags:** #DEXAscan #BodyComposition #BodyInsight #KnowYourBody #FitnessData #BeyondTheScale #BodyFat #LeanMass #VisceralFat #HealthData

Client Photo Tips

- Always get written permission before posting
- Tag clients — it boosts reach and makes them feel valued
- Keep captions about their experience, not their body
- Avoid before/after body shots unless the client specifically wants it — focus on the data story
- Ask every client at checkout: “Mind if we grab a quick photo?”

Data Drop Guidelines

- Always anonymize — never tie a stat to an identifiable person
- Round numbers for readability (“over 60%” not “62.7%”)
- Use phrases like “from our database of 1,000+ scans” — it builds authority
- If you’re the largest database in your market, say it: “The largest DEXA dataset in [city/region]”

Brand Voice

- Clean, confident, data-driven — not bro-science
- Approachable but premium
- Let the report speak for itself — it’s your biggest differentiator