

Date	Platform	Topic / Content Idea	Format	Caption Draft
Day 1	Instagram & FB	Bite-sized full-body HIIT “starter” workout (no equipment)	Reel	“No excuses! Here’s a quick 10 minute HIIT you can do anywhere. Let’s get that sweat in #GymNameChallenge”
Day 2	Instagram Story	Poll: “What do you want more of? Core strength vs Mobility”	Story (poll)	—
Day 3	Facebook Post	Member transformation / success story	Post (image + text)	“Meet [MemberName] — from [before] to [after] with consistency & the right training. You can do it too!”
Day 4	Instagram Reel	How to use wearable tech (smartwatch / fitness band) to track recovery / HR / steps	Reel	“It’s not just about lifting heavy — recovery & tracking matter too. Here’s how to get insights from your wearable.”
Day 5	Instagram & FB	Lazy Pilates flow (low impact) for abs & arms	Reel / IGTV	“Want core and arm tone without harsh impact? Try this lazy Pilates flow — gentle but effective!”
Day 6	Instagram Story + Post	Myth buster: “More reps vs heavier weight — which builds more strength?”	Story + Post	“Think more reps are always better? Let’s set the record straight ”
Day 7	Facebook Live	Mind-Body hybrid workout + guided meditation cool-down	Live Video	“Join us live at 6pm! A workout + meditation session to balance strength & calm.”
Day 8	Instagram Reel	Mobility & flexibility tips for people who sit a lot / desk job	Reel	“Sitting all day? These mobility drills will help reduce stiffness & improve posture.”
Day 9	Instagram Story	Q&A: Ask the Trainer (collect questions from followers)	Story (questions)	“What are your fitness or training doubts? Drop them here, our trainer will answer!”
Day 10	Instagram & FB	Nutrition basics: simple post-workout meal ideas	Post (carousel)	“Fuel right! Here are 3 easy post-workout meals to help with recovery & gains.”

Day 11	Instagram Reel	Functional fitness moves (e.g. kettle-bell, farmer's walk, bodyweight) for everyday strength	Reel	"Train for life, not just looks. These functional moves help with daily tasks too."
Day 12	Instagram Story	Before/after mobility improvement – user generated content	Story (UGC share)	"Look how [@member] improved mobility in just 2 weeks. Your journey could be next!"
Day 13	Facebook Post	Highlight "Wearable tech roundup" – gym devices you can try	Post + Images	"From HR monitors to smart recovery tools — here's what we use & love."
Day 14	Instagram Reel	Challenge launch: 7-Day Core & Mind Reset (mix of core + mindfulness)	Reel + Story promo	"New challenge starts Monday! 7 Days of core strength + mindfulness to reset your body & mind. Ready?"

Hashtags
#HIIT #QuickWorkout #WorkoutAnywhere #GymName #FitnessMotivation
#Poll #FitnessGoals #CoreOrMobility
#Transformation #GymNameStories #ConsistencyPaysOff
#WearableTech #Recovery #FitnessData #GymName
#Pilates #LowImpact #CoreWork #FitnessForAll
#FitnessMyth #StrengthTraining #Educate #GymName
#LiveWorkout #Mindfulness #HybridTraining #RecoveryTime
#Mobility #Stretching #Posture #DeskLife #GymName
#AskTheTrainer #GymTips #FitnessQuestions
#Nutrition #PostWorkout #HealthyEats #GymName

#FunctionalFitness
#EverydayStrength #GymName

#UGC #MobilityJourney
#RealResults

#FitnessTech #GymGear
#RecoveryTools

#FitnessChallenge #7DayReset
#CoreMind #GymName