

2-Week Gym & Fitness Social Media Content Calendar

Date	Platform	Topic / Content Idea	Format	Caption Draft	Hashtags
Day 1	Instagram & Facebook	Welcome + Gym Tour	Reel	Welcome to our gym! Where fitness goals turn into results	#GymLife #FitnessJourney #LocalGym
Day 2	Instagram	Trainer Introduction	Story	Meet our expert trainer! Ask your fitness questions today	#MeetTheTrainer #FitnessCoach
Day 3	Instagram & Facebook	Client Transformation	Post	Consistency brings transformation. Proud of our member's progress!	#TransformationTuesday #FitResults
Day 4	Instagram	Core Workout Routine	Reel	Try this beginner-friendly core workout today	#CoreWorkout #GymTips
Day 5	Instagram & Facebook	Workout Poll	Story	Which workout do you prefer? HIIT or Strength?	#FitnessPoll #GymLife
Day 6	Instagram & Facebook	Nutrition Tips	Post	Eat smart to train strong. Fuel your body right!	#NutritionTips #FitFood
Day 7	Instagram	Fitness Challenge	Reel	Join our 7-day fitness challenge! Are you ready?	#FitnessChallenge #StayActive
Day 8	Instagram & Facebook	Behind the Scenes	Story	A glimpse of today's workout session	#GymVibes #WorkoutTime
Day 9	Instagram & Facebook	Client Testimonial	Post	Real stories, real results. Thank you for trusting us!	#ClientTestimonial #GymCommunity
Day 10	Instagram	Stretching Tips	Reel	Never skip stretching! Here's why it's important.	#Stretching #Recovery
Day 11	Instagram & Facebook	Fitness Q&A	Story	Ask us anything about fitness today!	#FitnessQnA #AskCoach
Day 12	Instagram & Facebook	Fitness Myths	Post	Let's bust some common fitness myths today!	#FitnessFacts #MythBusters
Day 13	Instagram	Trending Workout	Reel	Try this trending workout and tag us!	#TrendingWorkout #FitTrends

Day 14	Instagram & Facebook	Weekly Recap + CTA	Post	Two weeks of progress! Join our fitness family today.	#JoinTheGym #FitnessJourney
--------	----------------------	--------------------	------	---	--------------------------------