



SOCIAL MEDIA PLAYBOOK

Post with Purpose.

The 3-Bucket Posting System that keeps gym social simple — and actually brings in members.

A field guide to consistent, clear, member-getting content.

usekilo.com

START HERE

What is the goal of social media?

Your social media should help prospects quickly understand:

01

Who you help

The exact people who belong in your gym.

02

Where you're located

Your city, so local prospects know it's them.

03

What you offer

The programs and the path to get started.

04

Why you're legit

That your gym is real, active, and full of life.

MOST GYM OWNERS OVERTHINK CONTENT

You don't need to post every day. You don't need perfect content. You just need **consistency and clarity.**

This system keeps it simple, so you can post with purpose and get back to coaching.

The 3-Bucket System

Every post should fall into one of three categories:

01

Proof

Show real people getting real results.
They should look like the people you want to attract.



02

Authority

Show you know how to help people win.
Can I trust these coaches?



03

Promotion

Make the next step obvious and easy.
What do you offer, and how do I start?



→ Every post should include a simple call to action.

Proof

"Is this gym real and active?"



Show real people doing real training and getting results. This is the most important bucket. Prospects should see:

"People like me train here."

EXAMPLE POST



helix.athletics
Greeley, CO

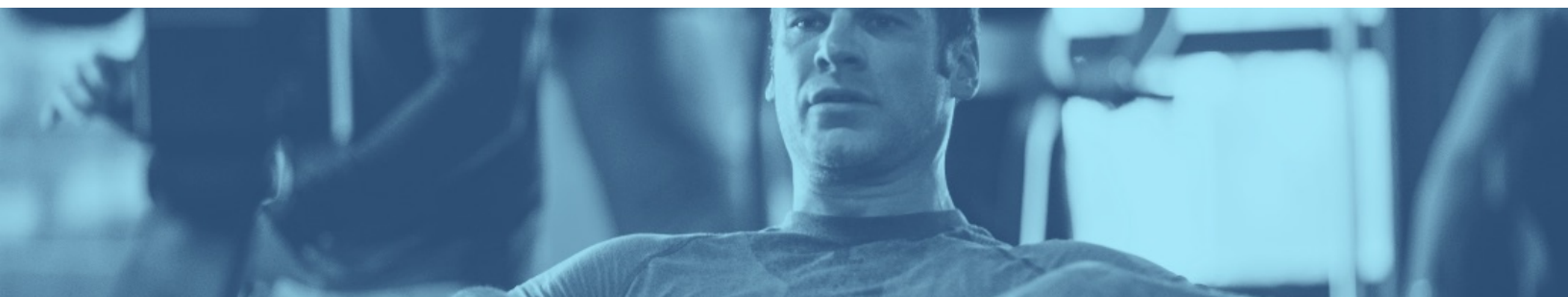
Big congrats to **Sarah** on hitting her first pull-up this week at Helix Athletics in Greeley.

She's been showing up consistently and putting in the work — and it's starting to pay off.

Thinking about getting started? Book a Free Intro and come see the gym.

MORE PROOF IDEAS

- ✓ Class photo with members training
- ✓ Member milestone — first month, PR, streak
- ✓ Google review screenshot
- ✓ Coach working with a member
- ✓ Community event or challenge
- ✓ Kids program session
- ✓ HYROX training session
- ✓ Before / after progress story



Authority

"Can I trust these coaches?"



Show that you know how to help people succeed.

i Keep it simple. No fitness jargon, no overexplaining.

EXAMPLE POST



helix.athletics
Coaching tips

One of the most common questions we get: *"Do I need to get in shape before I start?"*

Nope! You don't. Every workout is scaled to your current fitness level, and we guide you through everything step by step.

Questions about getting started? Send us a message or book a Free Intro.

MORE AUTHORITY IDEAS

- ✓ Simple coaching tip: squat, deadlift, run form
- ✓ Nutrition habit: protein, hydration, consistency
- ✓ FAQ: injuries, beginners, age, experience
- ✓ Why you program certain workouts
- ✓ Recovery or mobility tip
- ✓ Myth-busting fitness advice
- ✓ Youth training development focus
- ✓ HYROX training breakdown



Promotion

"What do you offer and how do I start?"



Make the next step obvious and easy.

→ **Don't over-sell. Just guide them to the door.**

EXAMPLE POST



helix.athletics
Free Intro

Thinking about getting started but not sure where to begin?

At Helix Athletics in Greeley, every new member starts with a **Free Intro** so we can learn your goals and help you find the right path forward.

Click the link in our bio to schedule yours.

MORE PROMOTION IDEAS

- ✓ Free Intro / consultation
- ✓ Personal training onboarding
- ✓ HYROX training program
- ✓ Kids program registration
- ✓ Nutrition coaching
- ✓ Bring-a-friend week
- ✓ Seasonal challenge
- ✓ Specialty program launch



The Caption Formula

Fill in the blanks and you've got a post. Use it any time the words won't come.

At **[Gym Name]** in **[City]**, we help **[specific audience]** achieve **[clear outcome]** through **[training style]**.

IN PRACTICE

"At **Helix Athletics** in **Greeley**, we help **busy adults who feel stuck** finally get a plan, coaching, and accountability, so they can feel stronger in everyday life."

[Book a consultation to get started.](#)

THE RHYTHM

Weekly Posting Plan

Keep it simple:

MON	WED	FRI	SUN
Proof	Authority	Proof	Promotion

The 6–8 Week Reuse Rule

After 6–8 weeks, don't reinvent anything. Head back into the Social Planner and:



Duplicate

Pull your best-performing posts.



Repost

Put them back in rotation.



Tweak

Small edits only, if needed.

Most prospects will never notice. Your goal isn't constant creativity; **your goal is visibility.**

MAKE IT LOOK PRO

When you're stuck

Start with real photos and videos whenever possible; they perform best and build trust fastest. Need polish? The [Kilo Design Library](#) has Canva templates built for gym owners:

1

Drop in your photos

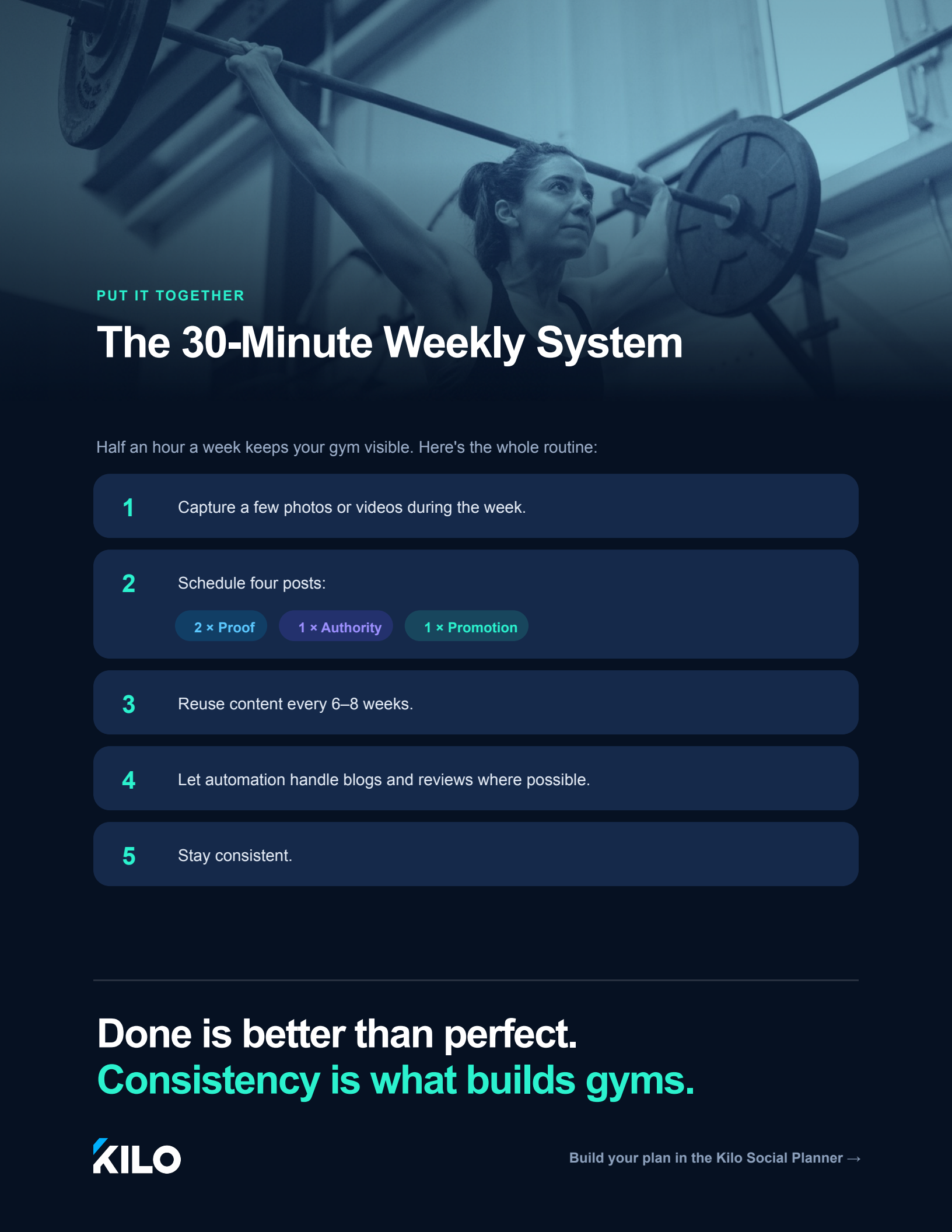
2

Add your text

3

Publish in the Planner

No design experience needed. Use it to support execution, not to slow you down.

A woman with her hair in a ponytail is lifting a barbell overhead in a gym. The image is in a dark, teal-tinted style.

PUT IT TOGETHER

The 30-Minute Weekly System

Half an hour a week keeps your gym visible. Here's the whole routine:

1 Capture a few photos or videos during the week.

2 Schedule four posts:

2 × Proof

1 × Authority

1 × Promotion

3 Reuse content every 6–8 weeks.

4 Let automation handle blogs and reviews where possible.

5 Stay consistent.

Done is better than perfect.
Consistency is what builds gyms.



Build your plan in the Kilo Social Planner →