

CONTENT CALENDAR

Brand: Fitness19

Content Dates: 3-5x a week


Post Frequency Plan: Month of April 2021



Keywords: All women gyms, safe gyms for women, workout groups for women, women's wellness, women empowerment, women's fitness center, women's self-defense class, pre/post-natal workouts, barre, pilates



Branded Hashtags: #fitness19, #fit19, #getfit19, #fit19forallwomen, #feelingempoweredatfit19, #feelingconfidentatfit19



Industry/Community Hashtags: #fitness, #fitnessmotivation, #women, #workout, #bodygoals, #hotgirlsummer, #transformation, #bodypositivity, #weightloss, #fitnessgirl, #fitspo, #safetyingyms, #selfdefense, #barre, #pilates

Geographic Hashtags: #newjersey, #montclair, #northjersey, #northjerseygyms, #montclairgyms, #newjerseyfitnesscenters

Date	Concept/Audience & Tagging	Copy/Hashtags	Graphic	Scheduling
Thursday 04/01/2021	<p>Concept: Introducing Fitness19, what we represent & value</p> <p>Audience: Women</p>	<p>Welcome to Fitness19! By women, for women. We're located in Montclair, NJ, but we're not your ordinary gym. We're a fitness and wellness sanctuary designed for the empowerment and health of all women. We make it a goal and a priority to make every woman feel safe, welcomed, and confident! Pilates, barre, HIIT, yoga, pre/post-natal workouts, and self-defense are just some of the incredible classes we offer here at Fitness19! Sound like something you'd be interested in? Click the link in the bio to learn more about us!</p> <p>#Fitness19 #AllWomensGym #GetFit19 #FitnessGirl #Fitspo #NorthJerseyGyms</p>		<p>Instagram Facebook Twitter</p>

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<p>Friday 04/02/2021</p>	<p>Concept: Addressing COVID-19 Audience: Women</p>	<p>Believe it or not, some people still fail to do the most basic and simplest task - Wear a mask!</p> <p>At Fitness19, we are committed to a clean and safe facility. In order to keep all of our members protected, temperatures will be taken before entry. Guests are required to wear masks at all times! For more information on our policies visit the website in our bio! #covid19 #safeatfit19 #fitness19</p>	 <p>The graphic features a light pink background with the text 'COVID-19' in a large, bold font. To the right is a circular icon with a lightning bolt. Below the title are four lines of safety instructions: 'Wash your hands well with anti-bacterial soap.', 'Disinfect the surfaces you often touch.', 'Practice physical distancing.', and 'Do not leave your house if you are sick. Follow guidance from your health authorities.' At the bottom, it says 'Wear a mask!' and shows an illustration of four diverse people wearing face masks. The handle '@fitness19' is in the bottom right corner.</p>	<p>Instagram Facebook Twitter</p>
<p>Wednesday 04/07/2021</p>	<p>Concept: World Health Day - Honoring the importance of health and how our gym can help reach health goals Audience: Women</p>	<p>Happy World Health Day, everyone! Health is something we cannot take for granted, especially after the crazy year we've had. At Fitness19, health is a priority - mental, emotional, and physical! We love waking up every morning knowing that we help women get fit and feel confident. If you haven't already, do something today that puts your health first:</p> <ul style="list-style-type: none"> -Make a delicious smoothie -Take a walk outside -Write in a journal -Make that doctor's appointment you've been holding off on -Visit us at Fitness19! <p>#WorldHealthDay #GetHealthyGetFit19 #Fitness19</p>	 <p>The graphic has a light orange background with the text 'World Health Day' in a large, elegant serif font. Below the text is a circular icon with a lightning bolt. The handle '@FITNESS19' is in the bottom right corner.</p>	<p>Instagram Facebook Twitter</p>

Date	Concept/Audience & Tagging	Copy/Hashtags	Graphic	Scheduling
<p>Friday 04/09/2021</p>	<p>Concept: What is Barre? Audience: Women</p>	<p>If you've been looking for a sign to finally take a barre class, this is it! Join us tonight at 7 pm for Barre (ballet slipper emoji) #Fitness19 #Barre #Montclair #AllWomensGym #FitnessMotivation</p>		<p>Instagram Facebook Twitter</p>
<p>Monday 04/12/2021</p>	<p>Concept: Sexual Assault Awareness Month Audience: Women</p>	<p>This month we are taking the time to raise awareness on an issue extremely important to us. It's unfortunate that many women fear being harassed or assaulted at the gym. Our goal is to make sure our members feel safe, comfortable, and free of judgment. We strive to build a supportive community that motivates and inspires each other. Our staff is always prepared and ready to help and listen to your concerns. If you have questions, ask them below! #SAAM #sexualassaultawarenessmonth #fitness19</p>		<p>Instagram Facebook Twitter</p>

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<p>Wednesday 04/14/2021</p>	<p>Concept: Empowering all body types Audience: Women</p>	<p>Let's be real. It's hard not to compare yourself to the girl with the nice butt lifting twice your bodyweight. Or, the girl on Instagram with clear skin and zero pores. It's important to remember that a lot of what we see on social media is false. Photoshop exists. Don't let these unrealistic beauty standards get in the way of loving yourself. At Fitness19, we believe all bodies are beautiful. Do us a favor and give yourself a compliment. #bodypositivity #selflove #confidentatfit19 #fitness19</p>		<p>Instagram Facebook Twitter</p>
<p>Friday 04/16/2021</p>	<p>Concept: Workout challenge Audience: Women</p>	<p>Tired of the machines? Hop off the treadmill, grab a mat, and try out this workout routine instead. Summer is only a few weeks away ;) #getfit19 #workout #hotgirlsummer</p>		<p>Instagram Facebook Twitter</p>

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<p>Monday 04/19/2021</p>	<p>Concept: First AMA (Ask me Anything) Audience: Women</p>	<p>Our first AMA session will be held today! We are opening the floor for any questions and curiosities about what Fitness19 is all about. Don't forget to drop your questions down below in the comments and we'll answer them all! #askmeaboutfitness19 #fitness19 #fit19</p>		<p>Instagram Twitter Facebook</p>
<p>Wednesday 04/21/2021</p>	<p>Concept: Encouraging women to think of ways to love their bodies Audience: Women</p>	<p>Finish the sentence. I'm treating my body with love by... #lovemyself #lovemybody #loveallofme #mentalhealth #fitness19</p>		<p>Instagram Twitter Facebook</p>