**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

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<tr>
<td>Thursday</td>
<td><strong>Concept:</strong> Introducing Fitness19, what we represent &amp; value</td>
<td>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! #Fitness19 #AllWomensGym #GetFit19 #FitnessGirl #Fitspo #NorthJerseyGyms</td>
<td><img src="https://via.placeholder.com/150" alt="Image of a woman doing barre" /></td>
<td>Instagram Facebook Twitter</td>
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<td><strong>Friday</strong></td>
<td><strong>04/02/2021</strong></td>
<td><strong>Concept:</strong> Addressing COVID-19 <strong>Audience:</strong> Women</td>
<td>Believe it or not, some people still fail to do the most basic and simplest task - Wear a mask! <strong>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</strong></td>
<td><strong>Instagram</strong> <strong>Facebook</strong> <strong>Twitter</strong></td>
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| **Wednesday** | **04/07/2021**            | **Concept:** World Health Day - Honoring the importance of health and how our gym can help reach health goals **Audience:** Women | **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:**  
- 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!  
#WorldHealthDay  
#GetHealthyGetFit19  
#Fitness19 | **Instagram** **Facebook** **Twitter** |
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| Friday 04/09/2021 | **Concept:** What is Barre?  
**Audience:** Women | 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 | ![Barre](image1.png) | Instagram  
Facebook  
Twitter |
| Monday 04/12/2021  | **Concept:** Sexual Assault Awareness Month  
**Audience:** Women | 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 | ![SAAM](image2.png) | Instagram  
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| Wednesday 04/14/2021 | **Concept:** Empowering all body types  
**Audience:** Women | 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 | ![Graphic](image1.png) | Instagram  
Facebook  
Twitter |
| Friday 04/16/2021   | **Concept:** Workout challenge  
**Audience:** Women | 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 | ![Graphic](image2.png) | Instagram  
Facebook  
Twitter |
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| Monday 04/19/2021 | Concept: First AMA (Ask me Anything)  
Audience: Women                                                                 | 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                                                                 | ![Instagram post](image1.png)  
Our first AMA! Leave your questions in the comments and we’ll answer them!  
#askmeaboutfitness19  
#fitness19  
#fit19                                                                 | Instagram  
Twitter  
Facebook                                                      |
| Wednesday 04/21/2021 | Concept: Encouraging women to think of ways to love their bodies  
Audience: Women                                                                 | Finish the sentence. I'm treating my body with love by...  
#lovemyself  
#lovemybody  
#loveallofme  
#mentalhealth  
#fitness19                                                                 | ![Instagram post](image2.png)  
I'm treating my Body with love by...  
Hydrating my body  
Nourishing my body  
Stretching  
Exercising  
Meditating/Being present  
@FITNESS19                                                                 | Instagram  
Twitter  
Facebook                                                      |