

ADVAGYM SOCIAL MEDIA START KIT

This Social Media Start Kit has been designed to inform your members that now you have Advagym at your facility. You can of course tailor make the below messages to fit your gym. The images provided should be used with the Advagym logotype. Use the image that suits you most.

Tag Advagym in your posts using **@advagym**

Timing and order of the posts

Step 1

Take the opportunity to build up the excitement 1-2 weeks ahead of launching the Advagym service. For this we suggest **POST 1** and **POST 2**.

Step 2

We suggest releasing **POST 3** when you have launched Advagym at your facility. Time the release of **POST 3** together with sending out the **Member Information email** to your members to amplify the message that now you have Advagym. After launching Advagym release the posts in any order you wish.

Step 3

You decide the frequency of your posts, but it is advised to keep a higher frequency in the beginning. Later you can reuse the below posts to refresh your members memory about using Advagym and target your new members.

Images: you can use the branded images to your Advagym related communication on your social media channels. **NOTE:** the images with text come in English only. But you may adapt those to your local language using the supplied source files.

All images can be found on the Advagym website www.advagymsolutions.com under **Resources/Start Kit/SoMe images**

/ The Advagym Team

#	WEEK	PURPOSE	IMAGE/VIDEO
1	-2	Prepare your members for a new service part of their membership	Advagym_Some_Excited.png



We are excited to soon release a new service, part of your membership. Get ready for a new experience designed to keep track of your progress when you focus on your workout. Stay tuned for more information!

#	WEEK	PURPOSE	IMAGE/VIDEO
2	-1	Prepare your members for a new service part of their membership	Advagym_Some_Launch.png



Our gym is currently being outfitted with a new digital service where you can bring your phone to the gym and your training history back home. The service works with strength and cardio machines and guides you with exercises for free weight, mobility and classes. Stay tuned for more information!

#	WEEK	PURPOSE	IMAGE/VIDEO
3	Week 1	Break the news about the new service for all your members	Advagym B2C gym screen instructions.mp4



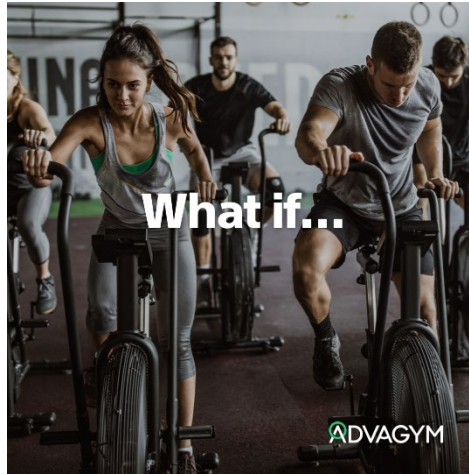
We've just outfitted our gym with Advagym. Now you can use your smartphone to track your workout progress. Download Advagym from Google Play or App Store. When you visit <<INSERT THE NAME OF YOUR GYM HERE>> and start the Advagym app, it will automatically be updated with world class workouts from our facility.

#	WEEK	PURPOSE	IMAGE/VIDEO
4	Week 2	Introduce Advagym with a Did you know fact about logging training and following progress	Did you know 1-13.png



that you can log your training and follow your progress with tracking reps and sets in the Advagym App? Download Advagym from Google Play or App Store. When you visit <<INSERT THE NAME OF YOUR GYM HERE>> and start the Advagym app, it will automatically be updated with world class workouts from our facility.

#	WEEK	PURPOSE	IMAGE/VIDEO
5	Week 3	Introduce Advagym with a What if fact about finding exercises in the app	What if 1-13.png



we told you that you can find hundreds of exercises in the Advagym App? Enjoy them today using Quick start or create your own program for a full body workout. Download Advagym from Google Play or App Store. When you visit <<INSERT THE NAME OF YOUR GYM HERE>> and start the Advagym app, it will automatically be updated with world class workouts from our facility.

#	WEEK	PURPOSE	IMAGE/VIDEO
6	Week 4	Encourage your members to start their workout with Advagym	Advagym_Some_Help2.png

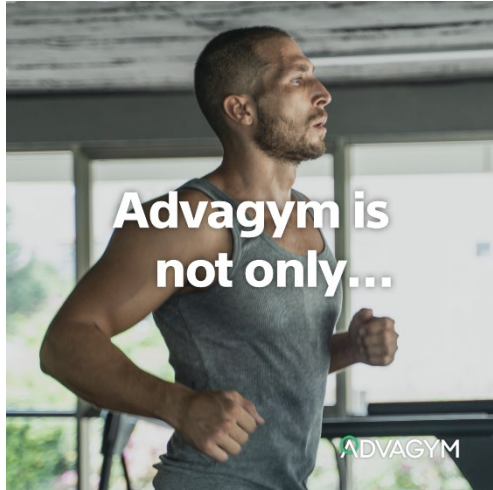


Start your **fall/winter/summer/spring** training with Advagym. It is super easy, just follow these steps:

1. Download the Advagym from Google Play or App Store
2. Choose a program or create your own
3. Tap one of the pucks with your mobile on a machine or any free weight area
4. Start your workout and let Advagym do the rest!

When you visit **<<INSERT THE NAME OF YOUR GYM HERE>>** and start the Advagym app, it will automatically be updated with world class workouts from our facility.

#	WEEK	PURPOSE	IMAGE/VIDEO
7	Week 5	Introduce Advagym with an Advagym is not only...fact about messaging in the app	Advagym is not only...1-13.png



a training app but even a messaging tool. Look out for messages from your PT or from one of our staff members! If you have not done it by now download Advagym from Google Play or App Store. When you visit <<INSERT THE NAME OF YOUR GYM HERE>> and start the Advagym app, it will automatically be updated with world class workouts from our facility.

#	WEEK	PURPOSE	IMAGE/VIDEO
8	Week 6	Encourage for training and downloading the app	Advagym_Some_Guidance.png



Are you planning on working out today? Just look for the puck and tap. Enjoy a new experience with guidance on every step of your fitness journey. To get started download Advagym from Google Play or App Store. When you visit <<INSERT THE NAME OF YOUR GYM HERE>> and start the Advagym app, it will automatically be updated with world class workouts from our facility.

#	WEEK	PURPOSE	IMAGE/VIDEO
9	Week 7	Inform about automatic workout logging, stay motivated with statistics	Advagym_Some_History.png



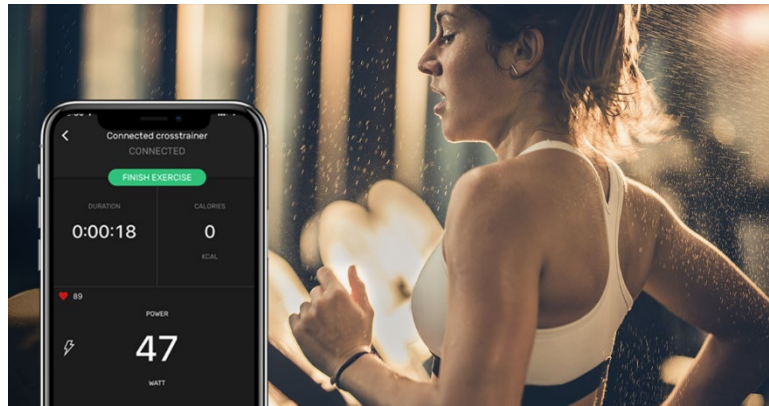
Reach your training goals while your workout automatically gets logged in the Advagym App. With statistics on your training follow your total weight, number of workouts and your max. Track your progress to stay motivated! Download Advagym from Google Play or App Store. When you visit <<INSERT THE NAME OF YOUR GYM HERE>> and start the Advagym app, it will automatically be updated with world class workouts from our facility.

#	WEEK	PURPOSE	IMAGE/VIDEO
10	Week 8	Advertise training from home with a Did you know... post	Did you know... 1-13.png



that you can use Advagym to work out from home? Choose a class or a program in the app and start your training. To get started download Advagym from Google Play or App Store. When you visit <<INSERT THE NAME OF YOUR GYM HERE>> and start the Advagym app, it will automatically be updated with world class workouts from our facility.

#	WEEK	PURPOSE	IMAGE/VIDEO
11	Week 9	Encourage members to try out the Advagym service	Advagym_Some_Cardio2.png



Have you tried Advagym yet? If not, we think you should try it right away. It is an easy way to log your training digitally and follow your development. Ask one our staff members should you need help! To get started download Advagym from Google Play or App Store. When you visit <<INSERT THE NAME OF YOUR GYM HERE>> and start the Advagym app, it will automatically be updated with world class workouts from our facility.