



why use social media?

It promotes FloatFit Classes, events and news effectively and successfully

using social media

- Share images and videos from FloatFit Taster Sessions or Training Days
- Use social media before the FloatFit launch to create interest
- Announce the FloatFit launch
- To create even more engagement use images of FloatFit at your pool
- Publicise FloatFit Class times and days

what to post

- The FloatFit launch and class timetable details
- The exercise benefits of FloatFit e.g. burn calories, build strength and improve balance
- AquaPhysical social media posts can be shared
- Suggest members tag friends
- Ask members to register FloatFit interest
- Videos and photos of FloatFit at your pool
- Feedback/testimonial videos filmed by members
- Further ideas and example posts are on the AquaPhysical marketing portal

tips

- Always use high quality images and video footage
- Remember videos have more interaction than photos
- Research popular hashtags locally to widen audience
- Post sponsored adverts when relevant
- Develop a following by posting regularly

help available

- AquaPhysical marketing portal has example posts, images, hashtags and programme descriptions
- AquaPhysical uses relevant high quality images and videos in their wide social media programme.
- Tag us with @aquaphysical and #FloatFit for inclusion
- AquaPhysical is happy to provide help and advice



example posts



FloatFit is launching at [CLUB NAME]! Available from [DATE]. Book now by [DIRECTION]

.
@aquaphysical #FloatFit
#AquaPhysical



Take a sneak peak at our newest group exercise offering - FloatFit! Who would love to try this? Register your interest now by [DIRECTION]

.
@aquaphysical #FloatFit
#AquaPhysical



Switch up your workout routine with our brand new, super fun group exercise class - FloatFit! [CALL TO ACTION]

.
@aquaphysical #FloatFit
#AquaPhysical



FloatFit: Burn calories, build muscular strength and improve balance with @aquaphysical's 30 minute full body workout [CALL TO ACTION]

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#FloatFit #AquaPhysical