



**FITNESSWARRIORS**

*Marketing,  
Social  
Media  
Toolkit*

CREATED BY TIFFANY COPELAND

**SINCE ITS INCEPTION IN 2014, THE FITNESS WARRIORS PROGRAM HAS GRADUATED 140 COMMUNITY FITNESS LEADERS.**

This is an interactive document. You can click the words and images on each page.

Updated February 2022

**67% of our participants stated they heard about the Fitness Warriors Program by word of mouth. That means that over half of the people you see in your class knows someone who spoke highly about it.**

**Help us spread the word!**

**Take a moment to like us on Facebook and Instagram.**

**Then invite your friends to like us as well!**



**WORDS YOU CAN USE**



### **About Fitness Warriors**

The Sports Backers' Fitness Warriors program trains area residents who have talent, passion, and potential to be professional fitness instructors for Richmond's communities with the highest rates of chronic disease. Whether you're looking for a fun way to get moving or need a supportive group to keep you motivated, we offer FREE fitness classes for every level of fitness!

**Take a class!**

The Fitness Warriors support hundreds of Richmond region residents, like you, to get active! Every week, our trained fitness instructors host FREE classes bringing neighbors together and building healthier communities by motivating people to get moving! All you have to do is show up- no fee, no strings attached.

### **Become a Warrior**

Are you passionate about fitness? Want to give back to your community? We are looking for passionate, community- minded individuals who want to be a part of the Fitness Warriors family. Try a class, then reach out to learn more!

### **Examples to share**

Whether you're looking for a fun way to get moving or need a supportive group to keep you motivated, we offer FREE fitness classes for every level of fitness!

The path to health and wellness does not have to be traveled alone. Did you know the CDC recommends 150 minutes of exercise per week? You can start your journey to a healthy tomorrow for FREE!! Head over to [RVAFitnessWarriors.org](http://RVAFitnessWarriors.org) to check out our class offerings!

# OVERARCHING GOALS OF THE PROGRAM

- Increase the number of individuals benefiting from the free fitness classes, thus improving the health outcomes of Richmond's most vulnerable communities
- Retain trained Warriors while supporting their continued professional growth by providing scholarships for certification and training programs
- Expand program reach into additional low-income communities within the Richmond region

## COMPONENTS OF THE FITNESS WARRIORS PROGRAM

### Workforce Development

- Scholarships to pursue ACE and other certifications
- Access to a network of fitness professionals
- Hands-on experience and training, leading to entrepreneurial and paid opportunities
- Increasing the number of trained Fitness professionals in our region that have the experience and ability to create viable businesses in our target communities

### Leadership

- Captains serve as role models for Recruits, who in turn serve as role models for their community
- Warriors are Community Fitness Leaders
- Growth potential to become Captains within the program
- Annual Raymond D. Patterson award to recognize outstanding leadership abilities

### Community Organizing

- Recruit participants for classes
- Represent the program at local community events throughout the year
- Work directly with host sites to meet the needs of the community
- Recruits learn marketing techniques and social media methods from Warriors & Captains

### Health and Physical Fitness

- Warriors learn to lead a fitness routine that addresses all 5 components of fitness
- Fitness classes are free, open to all ages and all levels of fitness
- Classes are held in the community where people live, work, play, and pray
- Demonstrated positive health outcomes of participants in Warriors free fitness classes



## THE FLYER, THE BETTER!

- Should be eye catching
- Should contain all of the important information
- Don't get too wordy
- Remember a picture is worth a 1,000 words.

## LOGOS

We ask that you use the Sports Backers' Fitness Warriors, and Fit-to-Go. You can access all these logos on the materials page or by clicking on the images to the right.



Warriors Materials Page

## TEMPLATES

We offer an editable PDF flyer to promote your weekly class! Just add in your class info, print, and you are ready to go! You can access the flyer template on the materials page.

- There are a number of free sites/ apps you can use to create your flyer/ social media postings.
  - Microsoft PowerPoint
  - Microsoft Publisher
  - Microsoft Word
  - Typorama- add words to pictures
  - Phonto- add words to pictures
  - Canva- create flyers and more
  - Clips- compile photos and videos
  - PicPlayPost- create collage of photos & videos
  - Repost Apps - makes it east to re-post public post

## ARE YOU BEING CLEAR?

- Who are you talking to?
- What do you want them to do?
- When is the activity?
- Where is the activity?
- Who can attend?
- Is there a cost?

Click the logo to access it



Click the image below to access the template

**GET ACTIVE WITH THE FITNESS WARRIORS!** The Fitness Warriors support hundreds of Richmond region residents like you to get active! Every week, trained Fitness Warriors host FREE classes bringing neighbors together and building healthier communities by motivating people to get moving!

**FIND YOUR CLASS & GET STARTED**

- 1 Find your class at [sportsbackers.org](http://sportsbackers.org). With classes practically every day, hosted at a range of sites, you pick the one that works for you!  
Warrior Name: Patricia Wilson  
Contact Info: [feelingfitwithpat@gmail.com](mailto:feelingfitwithpat@gmail.com) / 804 888 4895
- 2 Come with a smile! We also recommend you bring water and wear sneakers.
- 3 Warrior fitness classes are for everyone - all fitness levels, all ages, and all Richmonders. We mix it up, combining our routines to include relaxation, cardio, strength, and flexibility exercises.
- 4 Start feeling better and seeing results! With no fees. Totally free.

Location & Time: The Light Community Church at 8:30  
Class Description: Feeling Fit with Pat  
Total body workout using cardio, strength training, and flexibility to feel fit!

# Creating Your Flyer



## LET'S TALK SOCIAL...

- If you are going to have a social media account specific to your class, you have to be consistent and committed.
- Sharing on your personal page where you already have a following will yield more fruitful results than starting a new page.
- Engagement with your followers is key!
- Know your audience for each area of social media:
  - Facebook- middle aged to older
  - Instagram- younger and middle aged
- Negative interactions open you up for criticism on a public stage
- You represent Sports Backers, Fitness Warriors and Fit to Go. Please be mindful of what you post and its impact on the program and organizations that support it.
- **Social media should not serve as a replacement to flyers and word of mouth**



## PUBLIC VS PRIVATE

- **Facebook**
  - Facebook gives you the ability to have a private page yet make public post.
  - Always make your Fitness Warriors post public this makes it easy for others to share your post.
    - After creating the post tap the 3 small dots to the right; edit privacy and choose public then done
- **Instagram**
  - In order for your post to be public you must have a public/ open Instagram account.
  - Unlike Facebook you can NOT pick and choose post to make public. This greatly limits your ability to be seen by those who do not follow you.



## MORE VISIBILITY



Social media is a great FREE resource to share information on. To maximize your visibility try these things.

- **Hashtag it**
  - Don't just create your own hashtag, use the ones that are already out there.
  - Hashtags spreads your post far and wide if your post/page is PUBLIC
  - More on this subject in the Instagram section ahead!
- **Tag us**
  - On public Instagram pages and Facebook post we can easily share your image or video to our larger audience.

**Want to learn more? The words below will take you to more info!**

# BOOK IT TO FACEBOOK

Facebook is a great source for advertising your Fitness Warriors class. Many Warriors have started groups (which allows you to build communities around class participants) and separate pages. Both require some additional work of getting people to follow, or like the page. Warriors usually advertise their classes on their personal pages. This is the easier option, as you already have a following.

## MAXIMIZE YOUR FACEBOOK PAGE



- Post should be eye catching
- Always make posts public
- Encourage others to LIKE | FOLLOW | SHARE
- Tag your participants and other Warriors in your area
- The more likes and comments a post gets the more it becomes visible to others

## FACEBOOK DEMOGRAPHICS

- More active monthly users than any one country's population
- 1.4 billion daily users, and 2.13 billion monthly ones
- 25-34 year olds are the biggest segment for U.S. users

## GENERAL SHARING ABOUT THE PROGRAM

Click the flyer to access it



### FREE & FUN fitness classes!

#### TAKE A CLASS

The Fitness Warriors support hundreds of Richmond region residents, like you, to get active! Every week, our trained fitness instructors host FREE classes bringing neighbors together and building healthier communities by motivating people to get moving! All you have to do is show up- no fee, no strings attached.

Find your class at: [www.RVAFitnessWarriors.org](http://www.RVAFitnessWarriors.org)  
@RVAFITNESSWARRIORS



### FREE GROUP FITNESS CLASSES

With over 50 classes happening weekly there's a class for everyone!

Find your class here:  
[www.RVAFitnessWarriors.org](http://www.RVAFitnessWarriors.org)

@RVAFITNESSWARRIORS



Want to quick access to our page? The words below will take you there!

FACEBOOK | @RVAFitnessWarriors



# DO IT FOR THE GRAM

Instagram has grown over the years. With the introduction of Insta-stories and Insata-TV it allows its users to create a reality tv show feel to their pages. It differs greatly from Facebook as it prioritizes pictures over words. This is another great Free source to advertise on. Unlike Facebook you do not have the ability to have a private page while sharing publicly. The best way to get found on Instagram is to know and use your hashtags.

## MAXIMIZE YOUR INSTAGRAM PAGE



- Post should be eye catching and witty
- Public pages get more traction
- Encourage others to LIKE | FOLLOW | SHARE
- Tag your participants and other Warriors in your area on the photo. This allows it to show up on their pages as well.
- Hashtag # Hashtag # HASHTAG - this is how you spread your post.
  - Don't just create your own hashtag but use the ones that are already heavily followed.
  - #WorkoutWednesday #FreeFitness #LetsGoRva #RVAFitnessWarriors #FlexFriday #ThrowbackThursday

## INSTAGRAMS DEMOGRAPHICS

- A billion users, 500 million of them active every day
- 71% of Americans between 18 and 24 use this network
- 43% African Americans, 38% Hispanic, 32% white for U.S users



Click the flyer to access and edit it



Want to quick access to our page? The words below will take you there!

INSTAGRAM | @RVAFitnessWarriors

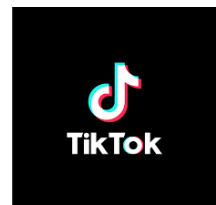


## TICTOK IS GROWING

You may think that TikTok is just for the kids, and in a sense you are correct but it is steadily growing in popularity among the older crowd and Fitness professionals are flocking to it! According to the latest TikTok user information, the app has approximately 30 million monthly active users in the U.S. alone. The biggest age group using TikTok is those aged 18-24, and the second-biggest group is aged 13-17.

## TIKTOC DEMOGRAPHICS

- 800 million users, 90% visits the app more than once a day
- Roughly 50% of TikTok's global audience is under the age of 34 with 26% between 18 and 24.
- 41% of TikTok users are aged between 16 and 24.
- 56% of TikTok users are male and 44% are female.
- Just 4% of U.S. social media marketers use the platform.



## MORE ON TIKTOC

- We currently DO NOT have a TikTok account for the program.
- If you decide to start a TikTok account be sure to cross-advertise. Share your Tiktok information with your IG and FB followers .
- Be sure to share your content from one social media platform to the next!

Read more at: <https://www.trainerize.com/blog/the-ultimate-guide-to-tiktok-for-fitness-professionals/>  
<https://www.omnicoreagency.com/tiktok-statistics/>



# INFORMATION

If you have questions about the program please get in contact with:

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804-721-2843

**Ricky Martin- Lead Trainer**  
rickym23227@gmail.com  
804-878-0121



# CONNECT WITH US

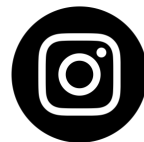
Remember real friends share great things with each other! Invite your friends to LIKE |FOLLOW| SHARE our social media sites!



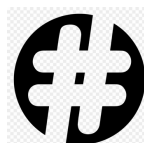
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# CONTACT US