



**Two-Brain
Business**



SOPs – Social Media

Social Media Guidelines and Templates

Each coach at [GYM] is responsible for generating content to establish their authority and expertise.

POSTING SCHEDULE

WOD: By 5:45am on Facebook and Twitter with link to website

WOD Pics: By 1pm (see below)

Client Stories: 3/ month (see below) published on Friday morning at 10am and shared on FB with a link

Coaching Content: every Wednesday morning at 10am. Select videos from the [GYM] YouTube channel.

Newsletter: Monthly on the Tuesday morning closest to the 20th. See template below.

WOD Pics

Daily: Pictures of groups for InstaGram, Twitter and Facebook.

Pictures are to be taken by coaches during these groups:

Monday: Noon and [SPECIALTY GROUP]

Tuesday: 6am and 7pm

Wednesday: 7am and Noon

Thursday: Varsity/JV and Specialty

Friday: 6am and 7pm

Saturday: 9am

Take pictures during the groups and leave them on the gym phone for later posting.

Posting: Select the Instagram app.

Add the best photo from morning groups or the previous day.

Add a good caption and 1-2 hashtags like “#igotthis” and tags like “@crossfit”

Add a location [GYM]

Tap the Facebook icon to auto-post to FB.

POSTING CLIENT STORIES, LINKS AND VIDEOS

Blog posts will automatically be shared to our FB and Twitter feeds. But if they're not, follow these steps:

Go to the page/post you want to feature.

Copy the URL.

Go to the [GYM] Facebook page.

Paste the URL but don't hit “publish” right away. Facebook will “grab” the link; a picture will appear when it's ready to post (about 3 seconds.)

Delete the URL from the post line and write an introductory sentence.

Hit “Publish.”