


Fred Hoffman, M.ED

2014 INDOOR CYCLING SUMMIT
Powerful Connections: Social Media Strategies for the Fitness Professional Fred Hoffman, M.Ed.

Powerful Connections: Social Media Strategies for the Fitness Professional



Fred Hoffman, M.Ed.
Owner, Fitness Resources Consulting Services
Speaker and Author
2007 IDEA Fitness Instructor of the Year



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TODAY'S PRESENTATION



- Considerations for creating effective social media strategies
- Which of the top social media platforms may be best for your business
- How to plan and manage your social media



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WHY USE SOCIAL MEDIA?

- Where conversations are taking place..... with or without you!
- Introduce or communicate who you or your company are by creating and sharing content
- Engage with clients and members
 - Have conversations
 - Listen and act
 - Customer service
 - Create a brand experience



THE LITTLE THINGS REALLY DO
MATTER: DESIGNING A FUNCTIONAL
HEALTH CLUB

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WHY USE SOCIAL MEDIA?

- Create community
 - Build a larger fan base
- Promotions and marketing
- Learn what others are doing
- Stay up to date on the industry!





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5 STEPS TO CREATING EFFECTIVE SOCIAL MEDIA STRATEGIES

- 1) Explore the most common social media platforms
 - Learn how they function and the services that they provide
 - Get inspired by other companies' social pages
- 2) Start small
 - To begin, choose 1 or 2 sites
 - Once comfortable, explore others





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5 STEPS TO CREATING EFFECTIVE SOCIAL MEDIA STRATEGIES

- 3) Establish objectives
 - Determine the goals that you want to achieve
- 4) Create content to build and engage your audience
 - Determine the 'social conversation'
- 5) Manage and measure social media







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5 STEPS TO CREATING EFFECTIVE SOCIAL MEDIA STRATEGIES

STEP 1: Explore the most common social media platforms





- Learn how they function & the services they provide
- Get inspired by other companies' social pages



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MOST POPULAR SOCIAL MEDIA SITES

- Facebook
 - 1.23 billion monthly active users (Jan. 2014)
 - 945 million monthly mobile users (Jan. 2014)
- Twitter
 - 241 million monthly active users (Jan. 2014)
 - 184 million active mobile users (Jan. 2014)
- YouTube
 - 1 billion + users each month (Jan. 2014)



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MOST POPULAR SOCIAL MEDIA SITES

- Instagram
 - 150 million active users (March 2014)
- Pinterest
 - 70 million users (Sept. 2013)
- LinkedIn
 - 238 million members in + 200 countries & territories (August 2013)
- Blogs
 - +374 million people view more than 11.8 billion pages monthly on WordPress (Sept. 2013)



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5 STEPS TO CREATING EFFECTIVE SOCIAL MEDIA STRATEGIES

STEP 2: Start small

- Choose 1 or 2 sites to begin.....
- Once comfortable explore others



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5 STEPS TO CREATING EFFECTIVE SOCIAL MEDIA STRATEGIES

STEP 3: Establish objectives

- Determine the goals that you want to achieve



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4 COMMON BRAND OBJECTIVES:

- Increase brand awareness and amplify online
- Sell more products and services
- Improve customer satisfaction
- Create a community




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OBJECTIVE 1: INCREASE BRAND AWARENESS

- Who is the company?
- What services and products do you provide?
- What makes the company unique?
- What do you want people to know about the brand?





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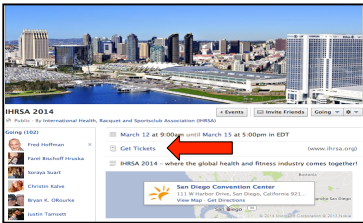
OBJECTIVE 2: SELL MORE PRODUCTS AND SERVICES

- Decide how you will highlight products and services
- Facilitate access to information and purchases!






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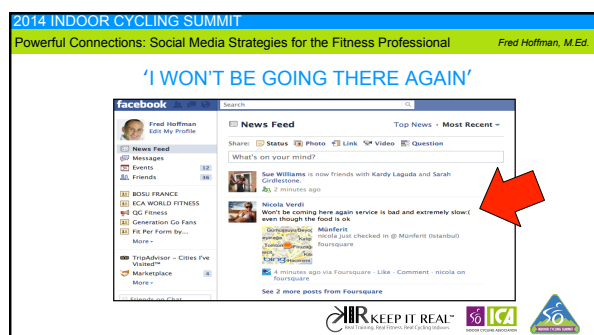


IHRSA 'EVENT'









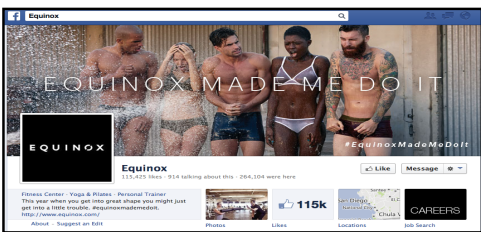
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OBJECTIVE 4: CREATE A COMMUNITY


- In-house/member community
- Larger, outside community




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EQUINOX

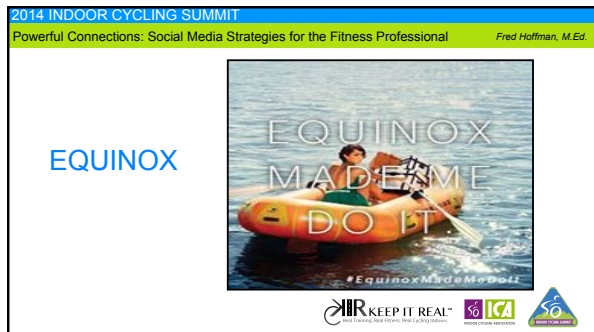


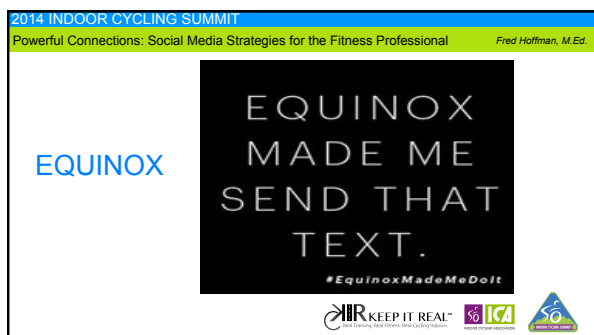
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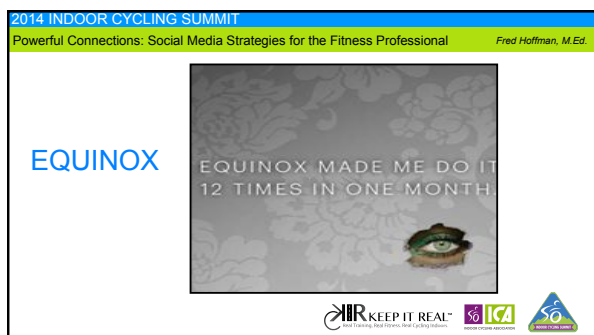


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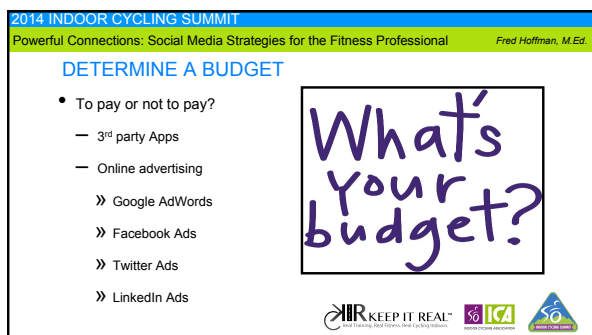












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TARGETED MARKETS AND AUDIENCE

- Who do you want to target?
- Address several different audiences at the same time.




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SOCIAL CONVERSATION

- Define what you should and want to talk about
- Create compelling content
 - Text, photos, videos, links to pertinent articles/blogs, etc.
 - Contests, sweepstakes
 - Provide and add value
 - Build trust
 - Post 'carefully'
- Educate first...sell second
 - Customers must understand what they are buying before doing so.




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SOCIAL CONVERSATION

- Not all social is created equal!
- Select the appropriate channels and networks




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5 STEPS TO CREATING EFFECTIVE
SOCIAL MEDIA STRATEGIES

STEP 5: Manage and measure social media

**You can't Manage
what you
don't Measure!**

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MANAGING SOCIAL MEDIA

- Social Media Dashboards
 - Manage multiple social networks
 - Allow you to 'multi-task' and be efficient with time and content
 - Allow you to plan and schedule when and how often you post information
 - Track 'brand mentions'
 - Analyze social media traffic
 - Free and paid options

Dashboard

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POPULAR DASHBOARDS

hootsuite

buffer
A Smarter Way to Share.

TweetDeck by Twitter

SOCIAL OMPH
Boost Your Productivity

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HOOTSUITE

Sign Up Today - FREE

Sign Up Using Facebook

or

Email Address

First Name

Last Name

Sign Up Now

HOOTSUITE

Manage multiple social networks

Schedule messages and tweets

Track brand mentions

Analyze social media traffic

7 million+ satisfied users

Plans & Pricing

Hoot's Using HootSuite

Seagate Pepsico Virgin CBS Interactive WWF

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HOOTSUITE

HOOTSUITE

Dashboard

Stream

Compose

Analytics

Settings

Help

Log Out

HOOTSUITE

Manage multiple social networks

Schedule messages and tweets

Track brand mentions

Analyze social media traffic

7 million+ satisfied users

Plans & Pricing

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INTERNAL PLATFORMS

Boom! Fitness Center

Stockton, CA

SOCIALIZE YOUR GYM

retain & grow membership

Sign Up

HOOTSUITE

Manage multiple social networks

Schedule messages and tweets

Track brand mentions

Analyze social media traffic

7 million+ satisfied users

Plans & Pricing

Hoot's Using HootSuite

Seagate Pepsico Virgin CBS Interactive WWF

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COMPANY SOCIAL MEDIA POLICIES

- Establish guidelines for employees and contracted workers
- Inform employees of what can or can not be said
- Monitor the staff's social media content
- Member agreements should include policy
 - What level of access and interaction do you want to allow?
 - Monitor feeds and comments made by members
- Reserve the right to remove posts, tweets & photos




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TO GUARANTEE SUCCESS, GET EVERYONE ON-BOARD

- Have a 'leader'.... A coordinator and motivator
- Educate staff via an event (ex. in-house summit)
- Encourage employee action
- Communicate to staff on a regular basis
 - Create a company social media newsletter
- Continuing education & training is a must!




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METRICS TO MEASURE RESULTS & SUCCESS


Measure and evaluate

| | | |
|---|---|--|
| Social Mention  | Klout  | TweetReach  |
| Facebook Insights  | Quantcast  | Google Analytics  |



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FACEBOOK



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WHY FACEBOOK?

- 'Viral' nature of the network
- 1.23 billion monthly active users (Jan. 2014)
- 945 million monthly mobile users (Jan. 2014)
- Continues to evolve and attract more users
- Easy means for companies to expose their 'culture' and create community



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WHAT TO DO ON FACEBOOK

- Share information: People love to share!
- Tell a story with photos and videos
- Post links to articles & press releases
- Make clickable links with the Hashtag #
- Write comments
- Listen to and recognize fans, clients
- Give recommendations
- Highlight employee achievements
- Recruit new employees
- Communicate through direct messages



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FACEBOOK EDGERANK

- What is EdgeRank?
 - An algorithm developed by Facebook to govern what is displayed, and where (how high) on the News Feed
- A sum of 'edges' (everything that is happening in Facebook)
 - Affinity
 - Weight
 - Time Decay



RANK = AFFINITY x WEIGHT x DECAY



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FACEBOOK EDGERANK



EdgeRank

$R = U_e \times W_e \times D_e$

Affinity



Affinity score between viewing user and edge creator.

Weight



Weight for this edge type (status, comment, like, tag, etc.)

Time Decay



Time Decay factor based on how long ago the edge was created.



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FACEBOOK PAGES

- Help businesses, organizations and brands share their stories & connect with people.
 - Must have a personal profile to create a business page
 - Can have more than 5000 followers
 - Do not send 'friend requests'
 - Pages are always public
 - Can 'target' posts
 - Customize apps for the page
 - Can be an 'unofficial' page

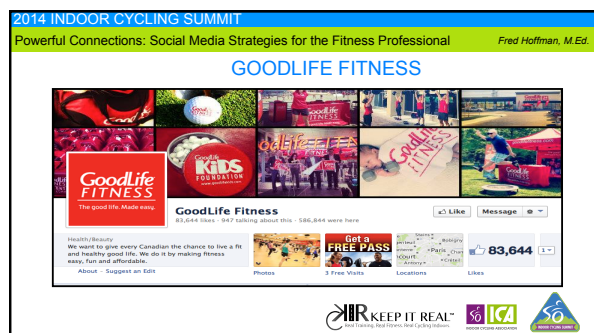




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GOODLIFE FITNESS

Free 3 Visit Pass

Look out on your own to get Online Machine classes or learn more about Personal Training options.

Step 1: Choose your club

Enter a postal code

Search

Step 2: Tell us about yourself

First Name

Last Name

What's your fitness goal?

• Lose weight

• Increase flexibility

• Increase strength

• Live longer

• Decrease pain

• Look great

• Increase energy

• Improve posture

Yes, I would like to receive FREE Health & Fitness App, GoodLife News and exclusive promotions.

Submit

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HEALTHCITY FACEBOOK PAGE

HealthCity

Doe mee! Kras je lot open en maak kans op 1 jaar gratis Personal Training!

Klik hieronder op de Applicatie!

HealthCity

1000

8,065

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HEALTHCITY FACEBOOK PAGE

HealthCity

074907

HealthCity Bergen op Zoom

HealthCity Breda Chasselaer

HealthCity Rotterdam Oostplein

HealthCity Lelystad Amsterdam

HealthCity Amstelveen Phoenix

HealthCity Soesterburg

HealthCity Groningen Vismarkt

HealthCity Eindhoven Pukkelpark

HealthCity Den Haag Phosion

HealthCity Steenok Grijpshagen, Utrecht

HealthCity BredaHemslip

HealthCity Amsterdam WTC

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MEET THE REBELS

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PLANET FITNESS

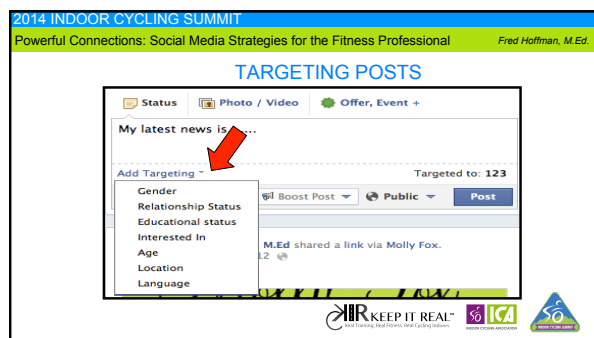
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THE LIKE BUTTON

- We want people to 'like' our posts, photos, links, and our page
- We want people to share and tag our posts, photos, etc.
- Encourage more people to 'like' us through blogs, websites, social plug-ins, e-mail signatures, etc.
- Give people a reason to return to a page
 - Deals offered exclusively on our FB page
 - Tips, products, specials, etc.





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LIKE A PHOTO, VIDEO OR COMMENT






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LIKE A PAGE





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WHAT HAPPENS WHEN YOU LIKE A FACEBOOK PAGE?

- A connection is made
- A story will appear in your Timeline and possibly in your Newsfeed
- You may appear on their Timeline
- You may see updates in their feeds and the feeds of your friends from Pages you like.
- You may also receive notifications









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SET PREFERENCES ON A LIKED PAGE







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PLACES AND CHECKING IN

- The concept of 'location awareness'



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PLACES AND CHECKING IN

- Places are pages that represent locations
- A Place page
 - Shows a map of where the Place is located
 - A list of friends currently checked in at the place
 - A friend activity stream



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GET FREE WIFI



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HOLIDAY PROMOTIONS ON FB

facebook

HALLOWEEN PUMPKIN CARVING CONTEST

Public Event · At City Square Shopping Centre, Vancouver, BC

Monday, October 15, 2012

From Monday, October 15 - to Wednesday, October 31

Upload 2 pictures on our "City Square Shopping Centre" Facebook page, and tell your friends to "like" our page & your pictures. The picture with the most "likes" wins a \$50.00 gift certificate!

1- 1 picture of you working on your pumpkin

See More

City Square Shopping Centre, Va...

555 West 12th Avenue, Vancouver, British...

View Map · Get Directions

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FACEBOOK BADGES

- A badge is a box you can create to share your Facebook profile (timeline), photos or Page on other websites

facebook

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Fans: 83

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FACEBOOK BADGES

Facebook Badges

Share anywhere on the web

Profile Badge

Share your Facebook information on other websites.

Photo Badge

Share your Facebook photos on other websites.

Like Badge

Show off your favorite Pages on your website or blog.

Page Badge

Share your Facebook Page information on other websites.

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THE BASICS OF TWITTER

- Tweeting (140 characters)
- A 'mini' blog
- Retweet
- Direct messages
- Search in real-time, using the hashtag #
 - Search for previously used #



Fred Hoffman (@fredhoffman213)
 Alberto Perlman, CEO of Zumba receives the #IHRS2013 John
 McCarthy Industry Visionary Award! pic.twitter.com/nMXuLbtL24
[View photo](#)

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GET STARTED ON TWITTER

- Create an account (@)
 - Handle should be short and 'represent' you
- Observe what others are doing & tweeting about
- Tweet a relevant message about your company or current events
 - What content and how often should you tweet?
- Search for like-minded people and companies with the #
- Follow others whose tweets you will be interested in
 - Make Lists







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Tweet: #tag

Reply: @username

Mention: via @username

Retweet: RT @username

Direct Message: DM @username





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• Club or business news

• Links to photos, videos, blog posts

• Promotions, special offers

• Contests, raffles, etc.

• Newsworthy items

• Health, fitness and industry news

• Member & staff recognition

• Retweets of interesting posts

• Ask Questions!

WHAT (CONTENT) SHOULD I TWEET?





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THE HASHTAG #

• Categorizes tweets by keywords



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THE HASHTAG #

- Search in real-time : **#IHRSA2014**



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THE HASHTAG #

- #Don't #Spam #Tweets!



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I'M BEING FOLLOWED!

- Check out the people who are following you



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TOO MANY FOLLOWERS??!!

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CUSTOMER SERVICE THROUGH TWITTER

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CUSTOMER SERVICE THROUGH TWITTER



Amanda Vogel

@amandrevogel · 20h

• @FredHoffmanFit, how's your list of top 10 health/fitness apps for #ACSMNews? I've got a few faves already! #fitnessapp #ACSMsummit

Expand

• @FredHoffmanFit A votre disposition Fred. A bientôt !

• @FredHoffmanFit Bonjour Fred, ne avons lu avec attention votre post et venons de vs envoyer un mail à ce sujet. Bonne journée

• ExtraClub @extracub · Feb 20

ExtraClub, le Journal is out! paper.li/extracub/1319... Stories via @gotitcolumbus @FredHoffmanFit

• Reply • Retweet • Favorite • More

• Reply • Retweet • Favorite • More

• Reply • Retweet • Favorite • More

• Reply • Retweet • Favorite • More

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TWITTER CHAT

1

Sign in to TweetChat.

Setup with Twitter. If you don't have an account, our login securely authenticates you with Twitter. Once authenticated, you will be redirected to TweetChat.

If you ever want to sign in as a different user, sign out at Twitter and return to TweetChat.

2

Choose hashtag to follow.

Identify specific topics and choose hashtag that TweetChat is connected to with enough talking about similar things.

TweetChat helps put your attention on the Twitter-capture where you monitor and chat about one topic.

Choosing a hashtag directs you to a TweetChat room.

3

Converse in real-time.

Each tweet automatically gets the hashtag added and the room auto-updates.

You can use the "User Control" area to follow people you like or to block unwanted.

"Smart preview" has been added so when you scroll down the page, it will pre-render, helping you avoid replying to the wrong person.

See who's live-tweeting. Like right #now.

LET'S GO

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TWITTER PARTY

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BANK OF AMERICA CAREERS PAGE ON TWITTER

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TWITTER FOR BUSINESS

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Sync with Twitter

Get products, offers and more with your synced American Express® Card by tweeting special #hashtags

Amex Syncs On Twitter - American Express

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Starbucks

tweet a coffee

Gift Starbucks using Twitter
#amazing

Watch how easy it is ▶

Tweet-a-coffee is a NEW way to send \$5 Starbucks Card eGifts to Twitter friends and followers. The current beta version allows you to send a Starbucks Card eGift to Twitter users in the US. Click below to give it a try.

1. Connect your Starbucks and Twitter accounts

2. Tweet-a-coffee to a friend

3. They get a \$5 Starbucks Card eGift

Get Started

Give one. Get one.

As one of the first beta testers, you'll be able to send Starbucks Card eGifts to your friends and followers. And you'll get a Starbucks Card eGift.

• Qualified participants will receive their Starbucks Card eGift within 24 hours of sending theirs.

• Limit one Starbucks Card eGift per user.

• See rules, terms & conditions

VISA

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TF1 AND TWITTER: SPONSORED TWEETS

LE FIGARO.fr

TF1 et Twitter forment un duo sur les vidéos

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TWITTER ANALYTICS

- Third-party providers



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PINTEREST



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WHAT TO DO ON PINTEREST?

'Connect everyone in the world through things that they find interesting'

- On-line bulletin board to share images and videos found on the internet
- Create boards and pin images (scrapbook) 'Connect everyone in the world through things that they find interesting'
- Connects people with shared interests and tastes



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WHY YOU SHOULD USE PINTEREST

- 3rd largest referral traffic source.. It drives traffic...
- Users spend more time on Pinterest than any other social media site
 - 80% of users are women
 - Converts more browsers into buyers
- Projected to account for 40% of all social media driven purchases
- Users recommend, and share with others.. They market for you!





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GETTING STARTED ON PINTEREST

- Open a free account
 - Through Facebook, Twitter or e-mail address
- Create a board
 - Topic-themed (food, wedding, remodeling, fashion, films, etc.)
- Add a 'Follow me' button to your website or blog
- Add a 'Pin it' button to your website and browser
- Follow 'friends' who are on Pinterest









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HOW TO USE PINTEREST

- Showcase products, services & events
 - Determine themes and 'purpose' for each board
- Pin photos, videos and graphics
- Create a community of followers
- Follow others (as you would twitter)
- Encourage others to pin or re-pin









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PINTEREST FOR BUSINESS



Help millions of people discover your business and share it with others.

[Join as a business](#)

Already have an account? [Convert it](#)

Get Started
Set up your business account and get prepared to pin.

Basics
Learn how to connect with others and pin like a pro.

Success stories
See how businesses are doing Pinterest right.

Tools
Learn more about pinning, pins, analytics and more.

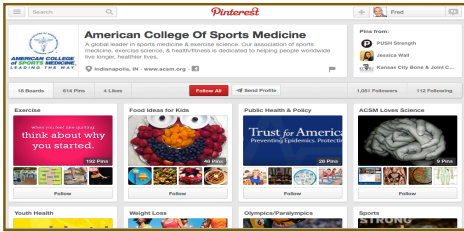
Log in

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American College Of Sports Medicine
A global leader in sports medicine & exercise science. Our association of sports medicine, exercise science, & health fitness is dedicated to helping people worldwide live longer, healthier lives.

Indianapolis, IN • www.acsm.org

18 Boards • 616 Pins • 4 Likes • **Follow** • 47 Recent posts • 1,081 Followers • 112 Following

Exercise
Learn how to pin and think about why you started.

Food Ideas for Kids

Public Health & Policy

Trust for America
Preventing Gunshots, Protecting

ACSM Loves Science

Health Health

Weight Loss

Olympics/Translational

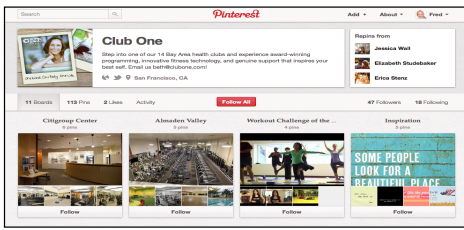
Sports

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Club One
Step into one of our 14 Bay Area health clubs and experience award-winning programming, innovative fitness technology and genuine support that inspires your love and love of fitness.

San Francisco, CA

11 Boards • 119 Pins • 2 Likes • **Follow** • 47 Followers • 18 Following

Citigroup Center

Almaden Valley

Workout Challenge of the

Imaginations

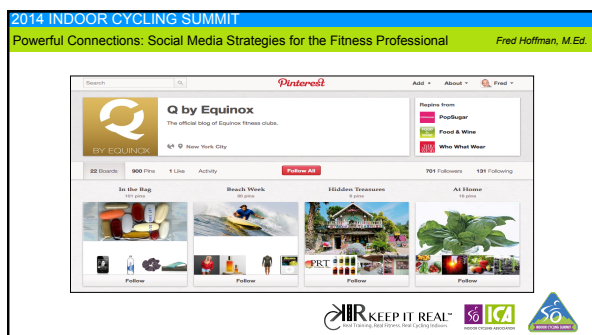
SOME PEOPLE LOOK FOR A BEAUTIFUL PLACE

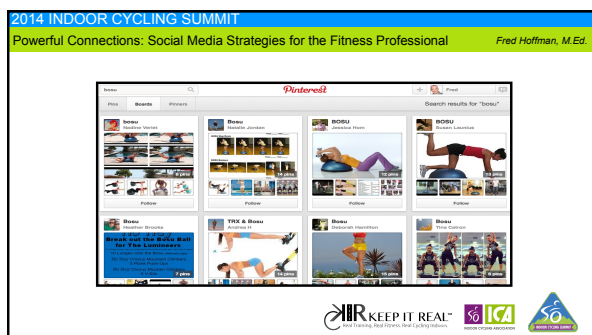
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FOUR SEASONS HOTEL CONCIERGE SERVICE
LAUNCHED ON PINTEREST

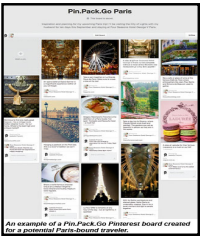


CREATE
Four Seasons clients are invited to create a Pin.Pack.Go Pinterest board to share their favorite products and services.

COLLABORATE
Four Seasons properties with access to collaboration invitations and help guests share their story.

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An example of a Pin.Pack.Go Pinterest board created for a gourmet Paris-based traveler.

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PINTEREST ANALYTICS



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YouTube






And other video sharing platforms



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- Over 1 billion unique users each month
- Over 6 billion hours of video are watched each month on YouTube
- 100 hours of video uploaded every minute



*September 2013 stats



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HOW TO USE YOUTUBE FOR BUSINESS?

- Introduce yourself or your company
- Showcase your clubs
- News
- Testimonials
- Recruitment
- Promotions



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GAIA FITNESS (IT) ON YOUTUBE



SPOT GAIA FITNESS 2013 www.gaiafitness.it

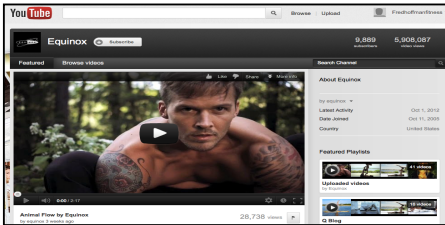
1,955 views

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Equinox

28,738 views

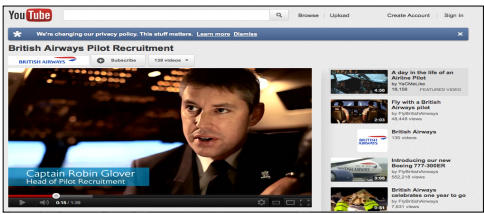
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BRITISH AIRWAYS ON YOUTUBE



British Airways

129 views

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YOUTUBE ANALYTICS

YouTube

Search YouTube Help

1885 Home

How can we help you?

Using YouTube

Overview

Advanced

YouTube Analytics Overview

Next Estimated earnings

YouTube Analytics is a feature that generates a set of interactive reports that create a richer reporting experience. Through YouTube Analytics you will be able to monitor the performance of your channel and your videos with up to date metrics. The data is presented in a way that is designed to be useful and interactive.

YouTube Partners: Guide to your YouTube analytics

The Summary report shows a high-level summary of the main reports in YouTube Analytics. Here, you can quickly see some key-level performance metrics for your content on YouTube. Clicking on the title of each widget will take you to that specific report where you can view additional information. Click the options on the left to explore the other reports in YouTube Analytics.

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GOOGLE+

g+

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GOOGLE +

Create circles!!

Build

Create a Google+ Page to represent your organization across the web. Build a message and a brand that people can discover on Google+ and in their web searches on Google.

Connect

Find your audience, your fans, and your followers on Google+. Create circles to target your message to specific members of your community. Put the +1 button on your website so that people can share your content with others across the web.

Engage

Group video chats, called Hangouts, allow for a direct connection with your audience like never before. Add short – or long – posts to your stream to engage your followers in a discussion, and weigh in with a +1 anywhere on the web.

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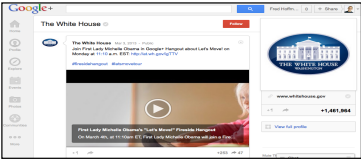
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GOOGLE+ HANGOUT

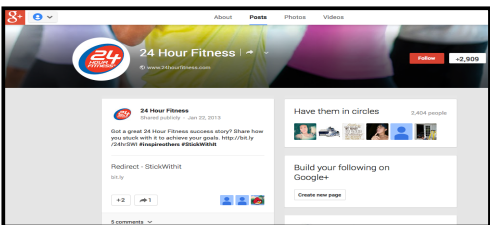
- Video chat with up to 10 people
- Can live stream






+1,487,884

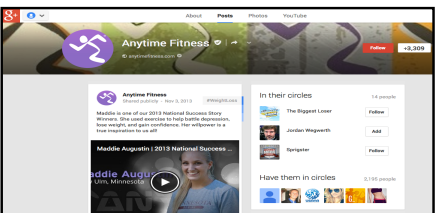
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+2,505

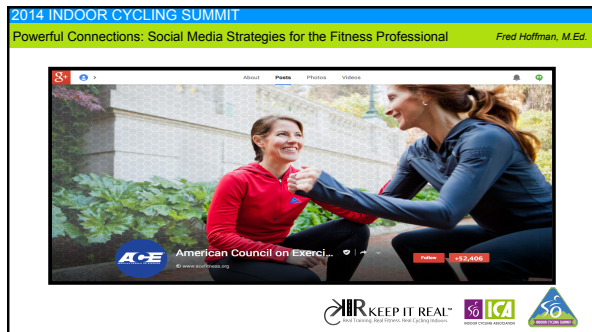
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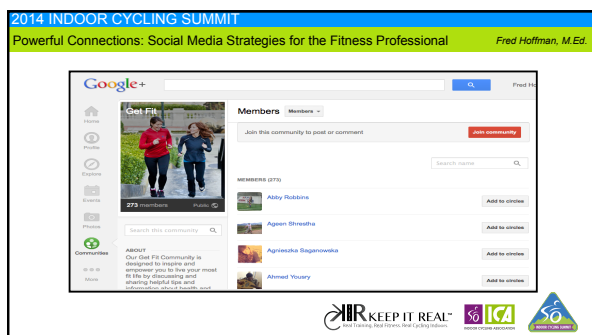


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BLOGS

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BLOGS

- A web-based journal created by one or several writers
- Used to communicate useful information within social networks
- Information is shared rapidly
- Blog *readers* pay attention to information that interests them, personally and professionally
- Important for customer service

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Other Popular Social Media Platforms

- More than 200!!




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STEPS TO A STRATEGY

- 1) Explore the most common social media platforms
- 2) Start small
- 3) Establish objectives
- 4) Create content to build & engage your audience
- 5) Manage and measure social media



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THANK YOU FOR ATTENDING TODAY!



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