



LES MILLS

RE-SET SOCIAL GUIDANCE

THE PLAN

Social Media has become an effective tool during these unprecedented times as a way of keeping connected with your members.

Now that you are getting ready to re-open your club, here are a few tools to keep engaging with your members to welcome them back.

Each week is designed to cover key themes that you should cover with your members so they feel excited, feel safe, want to come back and join their exercise community.

DOWNLOAD FULL COLLECTION →

THIS PLAN COVERS THE FOLLOWING:

- 1. 4 week content schedule
- 2. Social Tiles Copy
- 3. Content for CXMs

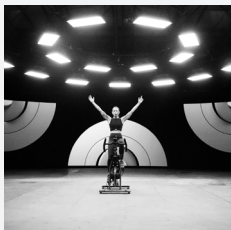

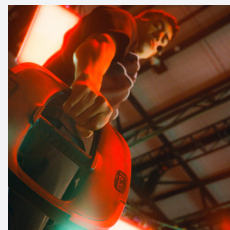
4 WEEKS SCHEDULE (OPTION A&B)

We've included two creative options for you to use.
We recommend that you stick with one option during the 4 weeks.

| WEEK 1 | WEEK 2 | WEEK 3 | WEEK 4 |
|--|--|--|---|
| <p><u>WELCOME BACK YOUR INSTRUCTORS AND MEMBERS</u></p> <p>This content is all about getting your Instructors and members excited to come back to the gym. The content should be motivational and inspiring</p> | <p><u>HEALTH & HYGIENE</u></p> <p>This content is to ensure that people feel safe about coming back into your gym. The content should be factual steps you are taking and making the place welcoming. Post should be a carousel</p> | <p><u>BUILD CONFIDENCE</u></p> <p>This content is to help members feel like they can get back on track with their exercise after being away</p> | <p><u>POWER OF COMMUNITY</u></p> <p>This content is to help members and instructors feel they are part of something larger</p> |

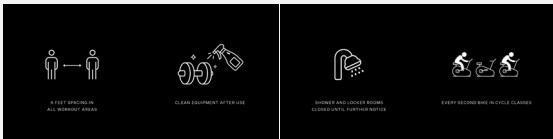
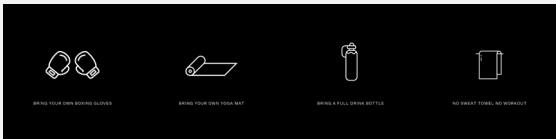

OPTION A

WEEK 1: WELCOME BACK YOUR INSTRUCTORS AND MEMBERS


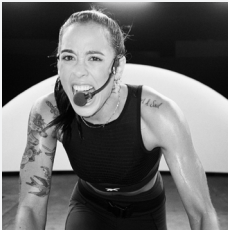

| MONDAY | WEDNESDAY | FRIDAY |
|--|---|---|
|  <p>We're open and ready to have you come back and join us.</p> |  <p>Ready to fly high physically and mentally?</p> |  <p>Let's go. Let's get back to working out.</p> |

WEEK 2: HEALTH & HYGIENE

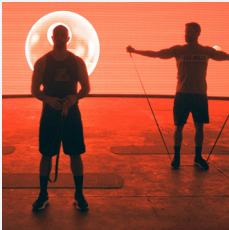


Post should be a carousel of the below images on FB or IG.

| MONDAY | WEDNESDAY | FRIDAY |
|---|--|---|
|  <p>We've implemented safe distancing and cleaning so you can focus on your workout.</p> |  <p>Remember to bring all of your own equipment and only use your own.</p> |  <p>We're open with new timetables to ensure you can workout safely.</p> |

WEEK 3: BUILD CONFIDENCE

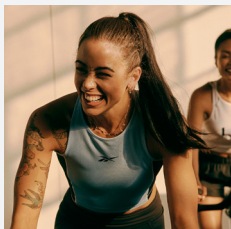


| MONDAY | WEDNESDAY | FRIDAY |
|---|---|---|
|  |  |  |
| Time to rise up. | You've had it before, you still have it now, you'll have it moving forward | You got this. |

WEEK 4: POWER OF COMMUNITY

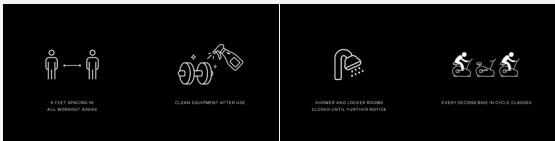

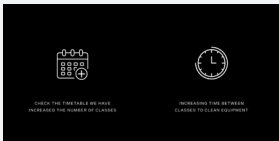
| MONDAY | WEDNESDAY | FRIDAY |
|--|--|--|
|  |  |  |
| New day, still together. | Working out together never felt better. | We're ready to workout together. Just step back in. |

OPTION B




WEEK 1: WELCOME BACK YOUR INSTRUCTORS AND MEMBERS

| MONDAY | WEDNESDAY | FRIDAY |
|--|---|---|
|  <p>We're open and ready to have you come back and join us.</p> |  <p>Ready to fly high physically and mentally?</p> |  <p>Let's go. Let's get back to working out.</p> |




WEEK 2: HEALTH & HYGIENE Post should be a carousel of the below images on FB or IG.

| MONDAY | WEDNESDAY | FRIDAY |
|---|--|---|
|  <p>We've implemented safe distancing and cleaning so you can focus on your workout.</p> |  <p>Remember to bring all of your own equipment and only use your own.</p> |  <p>We're open with new timetables to ensure you can workout safely.</p> |

WEEK 3: BUILD CONFIDENCE

| MONDAY | WEDNESDAY | FRIDAY |
|---|---|---|
|  |  |  |
| Time to rise up. | You've had it before, you still have it now, you'll have it moving forward | You got this. |

WEEK 4: POWER OF COMMUNITY

| MONDAY | WEDNESDAY | FRIDAY |
|--|--|--|
|  |  |  |
| New day, still together. | Working out together never felt better. | We're ready to workout together. Just step back in. |



Please make contact with any questions or
feedback you have to your local contact or directly
to marketing@lesmills.com