

The Guide

powered by 

to September Social Media

Awareness Days

7th

Youth Mental Health Day (UK)

13th

Balance Awareness Week
(UK)

19th

Great British Week of Sport (UK)

23rd

National Fitness Day (UK)

25th

Macmillan's World's Biggest
Coffee Morning

27th

World Tourism Day

28th

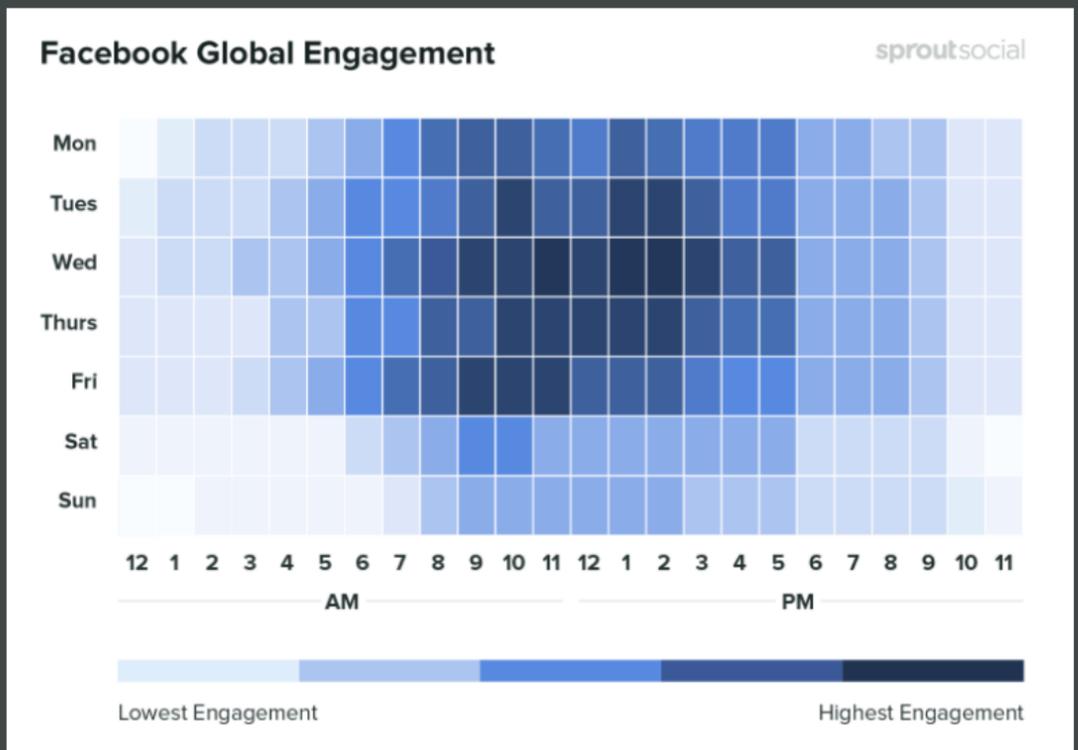
BNF Healthy Eating Week

Top Tips

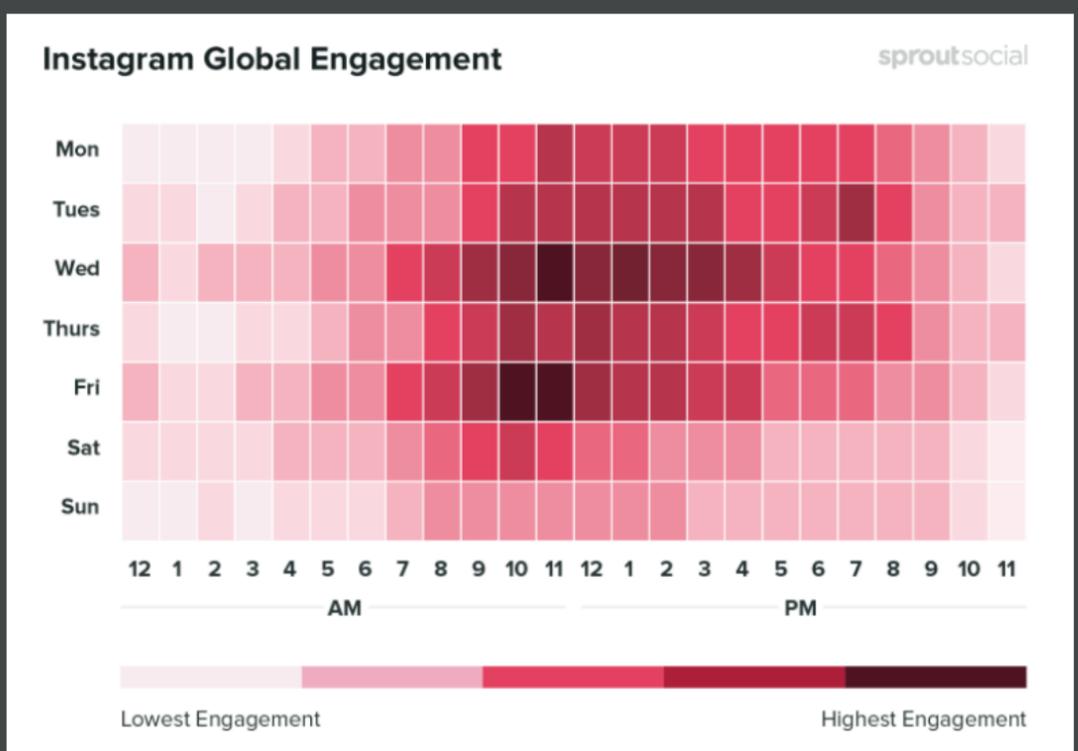


The Best Times of Day to Post

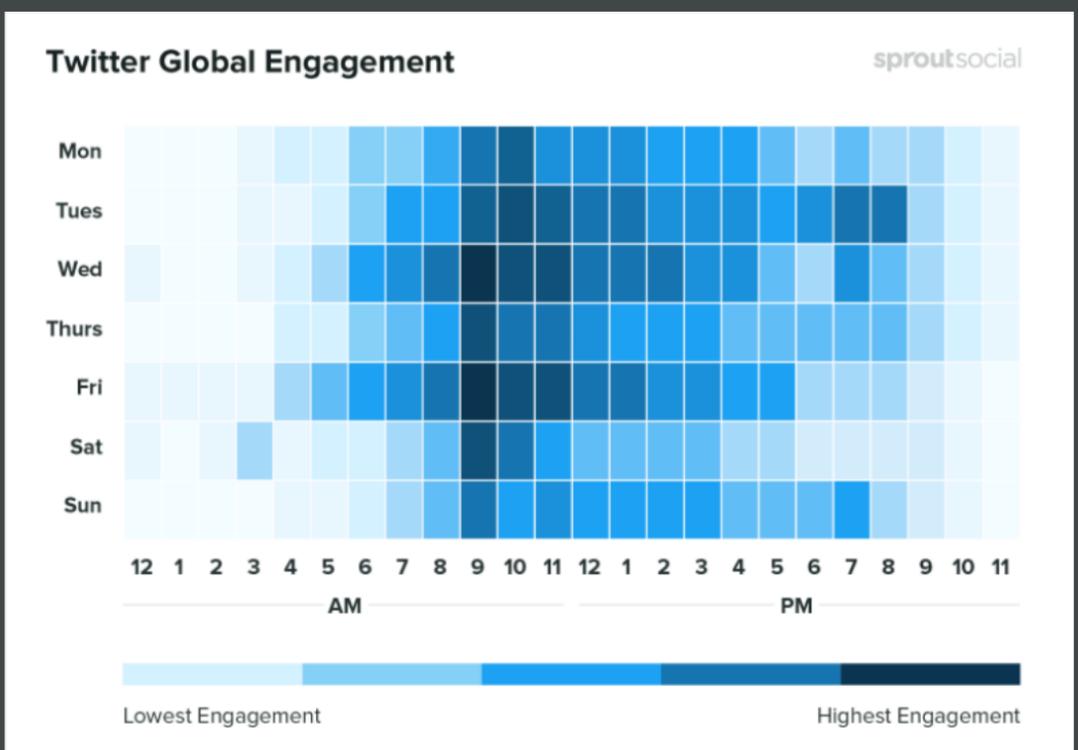
Check out the times of day with highest engagement levels for each social network



credit: sproutsocial.com

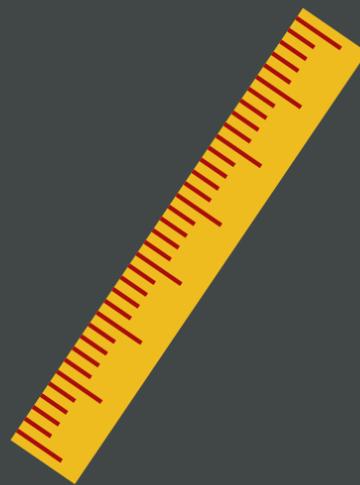


credit: sproutsocial.com



credit: sproutsocial.com

The Best Image Sizes to Use



Images are an invaluable addition to social media posts, and you want to make sure that they're the optimum size for them to achieve their desired impact.

Every social media channel has different specifications, so here's our guide to the right sizes to use.



1200
x
630px



1080
x
1080px



1200
x
675px

#trending

Explore the top industry-related topics being searched for on Google

swimming



swimming timetable



swimming lessons



netball



sports club



Platform Updates



Paid Online Events

Businesses in the UK are now able to host virtual events, setting a ticket price, promoting the online event, collecting payments, and hosting the event itself, all on one page.

Trial events have included fitness programmes, so these could be very useful for the industry.



Reels

Instagram recently rolled out Reels in the UK, a TikTok copycat that allows users to create 15-second videos with a vast range of special effects to make them more exciting.

Businesses are already testing them out, with trendy brands such as Louis Vuitton, Sephora, and Guess giving them a go.

Could they be a way to give customers a quick high-octave introduction to your facilities?



Conversation Controls

When composing a Tweet, you can now control exactly who can reply to it. When you compose a Tweet, you now have the option to enable replies for everyone, people you follow, or just people you mention using the @ symbol.

This could definitely be useful for any pesky bots or trolls that pop up in Twitter from time to time.

*See you
next month!*