

The Guide

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to February Social Media

Awareness Days

All

LGBTQ+ History Month
Raynauds Awareness Month

4th

World Cancer Day

7th - 12th

Children's Mental Health
Week

11th

International Day of Women and
Girls in Science

14th

Valentines Day

18th

Care Day

Top Tips



New Year Engagement

The New Year is well and truly underway, and the excitement of New Year's resolutions may be starting to wear off for some people. For this reason, it's vital for your social media to be as engaging as possible. Here's some suggestions for what you can do with your social media to encourage customers to stay engaged with you.

Fresh Organic Content

Show your audience what is happening at your facility **now**. Of course it's good to have pre-planned content ready to go, but leaving space for posts showing day-to-day goings on is a good idea to give your feed some realism.



Staff Involvement

Your **staff** can be a fantastic resource when it comes to your social media. Not only will they be recognised by your existing members, but your staff are the people on the front line, and will be able to show what's happening day-to-day, as discussed above. This is a great way for all members to feel welcome, and gives a great community feel to your online presence.

Feedback

Posting **feedback** on your social media is a great way to make your members feel like

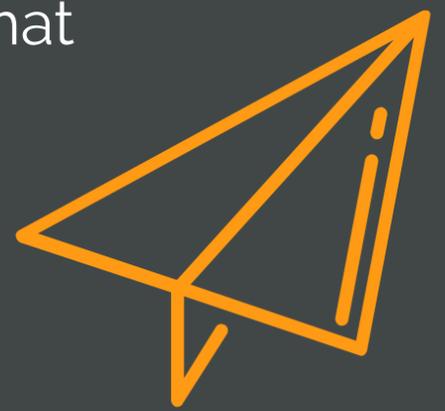
they have a voice that is being heard. This can encourage further feedback, which in turn can provide you with further meaningful content.

Demonstrating that you are listening to what your customers have to say is a great way to keep engagement up.



Highlight customers involvement

Getting your **customers** involved is another great way to encourage engagement. This can be done in many different ways, including member of the month features, photographs of fitness classes and testimonials. Show your customers that they are what makes your facility what it is!



Use of Polls

Polls are a fantastic way of really getting people involved. Not only does your audience get to take part in something interactive, you can also get an indication as to people's opinions on certain topics. Some examples of this could be asking what people's favourite classes are, voting on how they are getting active today, and asking a question about what they think of a new activity at the centre.



#trending

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

mental health and exercise



exercise equipment



home workout



exercise after covid vaccine



pool near me



sauna



Platform Updates



Removing Certain Ad Targeting Options

Starting in January and expected to be in full force in February, Facebook is working towards removing certain options for ad targeting that certain people may find sensitive.

Some examples of sensitive topics include issues relating to health causes, sexual orientation, religious practices and political beliefs.



Voice to Text on Reels

Instagram is working on giving its reels feature an option to use text to speech, which in their words 'allows an auto-generated voice to read your text aloud.' They continue by stating 'Text to speech helps you add narration without using your own voice, get creative, and add fun and humor to your Reels.'



Read Before You Tweet

This update has been in development for a few months. It displays what is essentially a pop up, encouraging users to read articles before they are retweeted. This is another part of the ongoing work that Twitter does to tackle the spread of misinformation.

See you next month!