













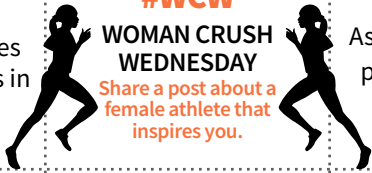


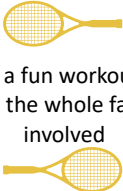















# July

SUN	MON	TUE	WED	THU	FRI	SAT
			01	02	03	04
			 <p><b>#WCW WOMAN CRUSH WEDNESDAY</b> Share a post about a female athlete that inspires you.</p>	 <p><b>BIG SALE</b></p> <p>Check in with your audience and share your summer offers/packages in your studio.</p>	 <p><b>Friday Favorites</b> Share your favorite way to spend a hot summer's day</p>	 <p><b>Independence Day!</b> Wish your audience a very happy 4th of July!</p>
05	06	07	08	09	10	11
 <p><b>Self-Care Sunday</b> Share some of your favorite ways to unwind after a rough week</p>	 <p><b>PLANNING DAY</b> Don't worry about posting today. Instead, get the next 2 weeks of content mapped out and scheduled!</p>	 <p><b>Community Spotlight</b> On this day, spotlight an upcoming charity/fitness-based event in your community.</p>	 <p>Share some mid-week motivation</p>	 <p><b>TRY-IT THURSDAY</b> Encourage your followers to try meditation this summer</p>	 <p><b>Feature Friday</b> Shine the spotlight on a member who's been crushing it lately.</p>	 <p><b>Saturday Snooze</b> Share a post about the importance of sleep for overall health and wellness</p>
12	13	14	15	16	17	18
 <p><b>Instructor Highlight</b> Host a Facebook Live Q&amp;A with one of your instructors!</p>	 <p><b>Promote your email list - encourage people to subscribe to your list to learn about upcoming events, promotions, studio news</b></p>	 <p>Share the best places to workout outdoors in your area</p>	 <p><b>#WCW WOMAN CRUSH WEDNESDAY</b> Share a post about a female athlete that inspires you.</p>	 <p>Ask your customers to provide information and feedback</p>	 <p><b>Mid-month check in</b> Ask your audience how they're progressing on their goals</p>	 <p>Share a fun workout that gets the whole family involved</p>
19	20	21	22	23	24	25
 <p><b>Share tips about how to keep cool in the summer</b></p>	 <p><b>PLANNING DAY</b> Don't worry about posting today. Instead, get the next 2 weeks of content mapped out and scheduled!</p>	 <p>Check in with your followers on their vacation fitness and if your tips from the previous month helped</p>	 <p>Share a piece of content tagged with your studio's hashtag. Encourage your audience to use the hashtag!</p>	 <p><b>Share a testimonial from a client. Bonus points if it's a video!</b></p>	 <p>Let an instructor take over your Instagram and share how they spent their summer</p>	 <p><b>Weekend Warriors</b> Share a snap of the dedicated members working out on the weekend</p>
26	27	28	29	30	31	
 <p><b>National Disability Independence Day</b></p>	 <p><b>MYTHBUSTER MONDAY</b> Bust a common industry-myth and establish your expertise.</p>	 <p><b>National Parents' Day!</b> Share your appreciation for your parents and ask your audience to share their stories too!</p>	 <p><b>SHARE YOUR FAVORITE HEALTHY SUMMER RECIPES</b></p>	 <p><b>Thankful Thursday</b> Share one thing you were thankful for in the previous months of 2020</p>	 <p><b>Workout Buddy</b> Post a picture with your workout buddy (even if it's your dog) and encourage people to do the same!</p>	