

GETTING SOCIAL WITH FIT: TURN SOCIAL NETWORKING INTO FITNESS FUEL FOR BODY AND BUSINESS

It's no secret students are spending more time online, and less time interacting. "Social networking" to most involves engaging with technology, so this program equips fitness professionals on how to make fitness "social" by encouraging you to **get active together** offline.

This interactive workshop will share how social media can be a powerful tool for fitness enthusiasts, enabling them to bridge the gap between the virtual and real worlds.

Experience specific techniques to energize your training sessions, and learn the best practices for getting AND keeping one another engaged in their overall fitness and create a new business opportunity.

I. PARTNERS

- a. **Partners get you moving-** Stanford Study shows weekly call-ins increased exercise participation 78%.
- b. **Partners keep you moving-** Couple's who trained together had only a 6.3% dropout rate and those who worked out separately had a 43% dropout rate from gyms.
- c. **Partners will get you to work harder-** when told they were working as a team (one person had to stop when the other stopped), participants exercised 160% longer than those simply working with a partner (were free to stop without affecting the other) and 200% longer than those working alone.
- d. Partner's help you get better results- a female-only study found that women who exercise with friends burn around 236 calories, compared to the 195 calories burned during a solo session.
- e. **Source:** <http://blog.codyapp.com/workout-partner-motivation-exercises/>

II. MILLENNIALS

- a. **Intense usage of technology:** On average, millennials have twice as many core friends online as they do offline. Question is how to tap online network in the real world.
- b. **Limited discretionary income:** This generation is generally under employed, and in your case, students are less likely to be employed so financial resources are limited. Cost-effective group training and flexible pricing plans work best.
- c. **More diverse:** In general, this generation has friends from all backgrounds of life given them different perspectives on how they view the world. A growing contention new wed to the traditional view that you have to go to a gym to get fit. A fitness plan that utilizes different settings and exercise regimens is key.
- d. **Brand relationship is a form of self-expression:** Nearly 90% take action weekly on behalf of a brand. In any given week, 47% write positive while 39% write negative reviews.

- e. **Source:** <http://www.slideshare.net/Bryankorourke/millennials-impact-on-the-fitness-industry>

III. **USE OF TECHNOLOGY:** The best way to capture their attention through **technology!** Millennials' usage of social media is off the charts:

- a. They are 77% more likely to spend three or more hours per day on social sites.
- b. Their amount of time spent online in a given week is an hour and a half more than the average person online
- c. **Source:** <http://dialog.scarborough.com/index.php/millennials-like-fitness-served-with-technology-celebrity/#sthash.Kv9UyTqf.dpuf>

IV. **MAKING THE FITNESS-TECHNOLOGY CONNECTION is pivotal to maximizing the reach of an campus fitness program**

- a. Social media and sharing tools have changed the way people view you. If your product is weak, service is poor, social media will negatively impact your business.
- b. We trust reviews from strangers more than description of a program, product.
 - i. 30% trust straight up advertising
 - ii. 70% trust on line recommendations (in other words opinions from strangers!).
- c. **Source:** https://www.eiseverywhere.com/file_uploads/e91c11efbf11b9b3c7fdd6053f51caf7_320-BuildingYourBrandintheFitnessIndustryworkshopChrisFreytag.pdf

V. **BRANDING**

- a. Online presence- always add posts that involve users to comment, share or take action. Keep them informed of trends, research, apps and upcoming events.
- b. Use photos and video whenever possible.
- c. Make a statement and decide your voice. This will differentiate you and authentic. If you do not believe in your message, no one else will.

VI. **PUTTING IT ALL TOGETHER**

- a. Real world example is a new fitness start up called FITIVERSE that has a tech platform rooted in the social aspect of fitness making it easier to build fitness relationships.
- b. American University has agreed to partner with FITIVERSE to provide demonstrations of this concept.

VII. **THE PARTNER WORKOUT**