



2022 calendar

Christa  
Gurka



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ocial media is one of the fastest growing platforms to help get your business seen. Did you know that 78 % of small businesses use social media to attract new customers? Social media marketing helps to validate your brand, educate your ideal customers, create community and more. A company's social media presence, when done correctly, tells consumers that their brand is active and focused on thriving communication with consumers.

If you are ready to take your business to the next level and reach more people, I can help you.

Social Media can be overwhelming and scary. What do I post? How often do I post? What are hashtags? Is anyone even seeing my stuff?

I have put together a few simple strategies to help get your creative juices flowing and help you design a system that should make creating content easier.

**There are a lot of things to consider, but the best way is just to get started!**

*Christa*







# TIPS

ON USING THE  
ATTACHED CALENDAR

I PLAN MY  
SOCIAL MEDIA  
CONTENT  
MONTHLY  
AND WEEKLY

# MONTHLY

One of the time management strategies I teach is to **batch your content** so you get a lot done at one time. This helps free up additional time for other things on your to-do list. At the beginning of every month (for me specifically, it is the first Monday of each month), I sit down and prepare my social media calendar and posts for the next 30 days. I decide on the graphics, photos and copy and place it in a Google Calendar with reminders to post on specific days. I even include the hashtags to use with each post so when it comes time to post I just copy and paste.

First I look at the calendar for the month and see if there are any special holidays (anything from Christmas to National Dog Walking Day) and decide which I will use for content that month. I add those to my monthly calendar with holiday related pictures. Then I decide if there are any personal events taking place this month (birthdays, anniversaries, hosting an event etc) and add those to the calendar.

Lastly, I look at how we can leverage the remainder of the month for highlighting the studio and for business growth, After all you are running a business right? I break up my content into a few different categories as they relate to my business.

**MOTIVATION**  
(usually posts on a Monday)

This includes a post on how to stay motivated with your therapy or fitness or life in general  
#motivationmonday

**MOVEMENT TUTORIALS** (usually post on Tuesday)

This includes a how-to for different exercises  
#tuesdaytutorial  
#tuesdaytip  
#tutorialtuesday

**ANATOMY REVIEW**

This includes a tip on anatomy as it relates to a certain exercise or injury or movement  
#anatomynerd  
#anatomylesson

**BEHIND THE SCENES**

This includes a look behind the scenes at our studio. We include videos or photos of things that happen around the studio (classes, sessions, clients or staff being funny etc)

**CLIENT SUCCESS STORIES/REVIEWS**

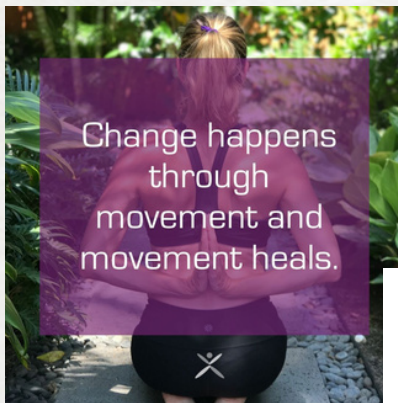
These include testimonials from our clients highlighting their stories and testimonials  
#clientsuccessstories  
#testimonialtuesday  
#sharethelove



# WEEKLY

At the beginning of each week (Sunday for me) we schedule the posts to go out on their respective days using an auto scheduler such as Later, Planoly or Hootsuite. Simply copy and paste the copy and graphic into the scheduler and BAM it will auto post for you.

I recommend posting 3-4 times a week to get you started so you don't feel overwhelmed and you can stay consistent with your audience. Attached is a sample of 10 days of content to get your creative juices flowing. Feel free to print it out and make it unique to you and your business. Then you can just rinse and repeat the same topics with different photos and copy for future posts. Be sure to leave time in your day to engage with your customers as they engage with your posts.



## DAY 1 MOTIVATION MONDAY

COPY:

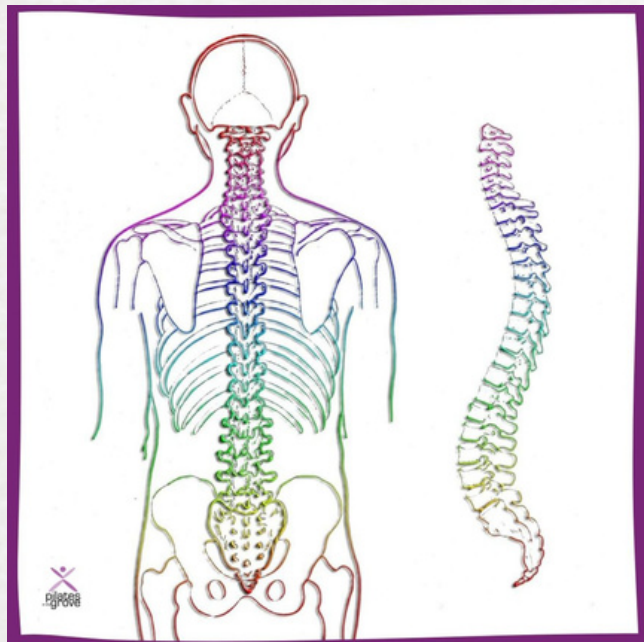
Stooped over computers all day, our muscles actually begin to accommodate that position: we become slouched. (pilates, PT, Yoga,) can actually help correct that slouch: through carefully focusing on [describe movement or posture] (Pilates, Yoga, PT,) stretches the muscles surrounding the spine - people can literally end up taller and of course feeling better.



## DAY 2 BEHIND THE SCENES

(picture or you working or studio shot)

Much like deciding which ingredients to mix first when baking a \_\_\_\_\_ [pie/bread/cake], my \_\_\_\_\_ [pilates business, yoga studio, PT clinic] require tons of preparation and work behind the scenes. First, I/we gather \_\_\_\_\_ [all of health information, a team of dedicated staff,] together, and then \_\_\_\_\_ [put together a custom plan/ determine the best course of treatment/design a class]. Without these key items, I/we couldn't deliver the level of quality my/our clients have grown to expect! Do you like a behind the scenes look like this? What questions do you have?



## DAY 3 DID YOU KNOW

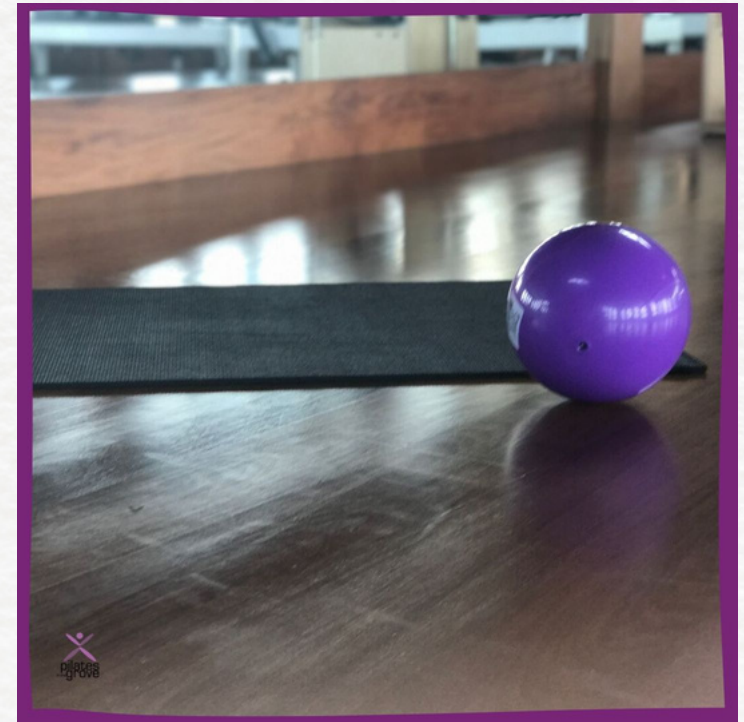
(photo of anatomy, question mark )

Did you know that [the spine is made up of 24 bones/Pilates was born in Germany, most back pain is non-traumatic in nature]? We specialize in [treating clients with back pain/helping people move better/educating clients] and would love to help you learn more about [how you can reduce back pain/move better/lose weight]. How can we help you achieve your goals?



# DAY 4 BENEFITS

(photo of you in your business, photo of you speaking with customer, photo of a picture of a tool you use in your business yoga mat, pilates ring, massage table)



You probably know by now, I \_\_\_\_\_ [provide PT/ treat knee pain//teach yoga]. But you might NOT know \_\_\_\_\_ [how easy it is to feel better/how private sessions can revolutionize your practice/I also do home visits]. First of all, \_\_\_\_\_ [answer how private sessions can improve your practice or how three stretches can help your back pain or ]]. Second, I'm betting you have a few more questions on your mind and today I'm answering them—ask away via DM or the comments below!

Great pilates session, outstanding professional and personalized instruction at a clean, well equipped and well appointed studio. The staff and instructors are friendly and very knowledgeable in delivering first class wellness instruction!

Bonita Travis



# DAY 5 TRANSFORMATION

(photo or video of a client)

Check this out...we have some news that is even more exciting than [learning the krispy kreme delivers, finding out \$100 in your pocket, winning a new car]. Our client [name client] has something they wanted to say...(write out testimonial)



# DAY 6 INSPIRATION

(photo of someone who inspires you, someone famous in your industry, quote about inspiration)

One thing we try and live out here at [enter business name] is to show our clients what is possible. Today we want to return the favor and say thank you to all of our clients who inspire us. Today we raise a glass to [all of your who worked hard to lose weight, our clients who have ditched pain pills, those who teach us age is just a number]. Thanks for inspiring us to be our best selves.



# DAY 7 MOTIVATION

Give a description of what movements means to you





## DAY 8 MEET THE TEAM

(picture of your team members)

We are a little biased but we think we have the best team in town. Today we want to introduce them to you. Meet [enter name of team member] [have them answer a few questions about them like their favorite color, favorite quote, biggest teaching blunder, three things they would grab in a fire, something few people know about them.]



**Christa Gurka**

MSPT, PMA®-CPT

Owner & Chief Health & Happiness Officer



Our studios set the benchmark in Pilates instruction, as most of the instructors hold advanced degrees and boast well-rounded backgrounds in physical therapy, occupational therapy, dance movement therapy and massage therapy.

## DAY 9 WHAT MAKES US UNIQUE

A lot of people don't know this, but [we have over 100 years of combined experience, I have taken 100 hours of continuing education this year alone, we use environmentally safe cleaning products]] are not only what makes us/me unique. In addition, our/my clients love [that we spend a full hour one on one with them, use environmentally safe products, have a digital exercise gallery]. Do you want to know how we can help you? We're/I'm all ears!



# DAY 10

## EXERCISE TIP

(photo or video of doing an exercise, picture of a treatment table, picture of you working with a client)

Are you looking to (get stronger abs, have more flexibility, get more tone)? Well you are in luck. We are experts in (stretching, strengthening, exercise design). If your goal is to (get stronger abs, have more flexibility, get more tone) try these three tips:



Try Reformer Pilates For The First Time



SUNDAY

MONDAY

TUESDAY

WEDNESDAY





THURSDAY

FRIDAY

SATURDAY

# January 2022

NOTES:

						1
2  National Personal Trainer Awareness Day	3	4	5	6 National Cuddle Up Day 	7	8
9	10 National Clean Off Your Desk Day 	11	12	13	14	15
16	17	18	19	20	21  National Hugging Day	22
23	24	25	26	27	28	29
30	31					



SUNDAY

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THURSDAY

FRIDAY

SATURDAY

# February 2022

NOTES:

		1	2  National Girls and Women in Sports Day	3	4	5
6	7	8	9 National Pizza Day 	10	11	12
13	14	15	16	17  National Random Act of Kindness	18	19
20	21	22	23	24	25	26
27	28					



SUNDAY

MONDAY

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THURSDAY

FRIDAY

SATURDAY

# March 2022

NOTES:

1 National Peanut Butter Lovers Day



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International Women's Day

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National Awkward Moments Day



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National Mom and Pop Business Owners Day



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SUNDAY

MONDAY

TUESDAY

WEDNESDAY





THURSDAY

FRIDAY

SATURDAY

# April 2022

NOTES:

					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16  National Wear Your Pajamas to Work Day
17	18	19	20	21  National Get to Know Your Customers Day	22	23  National Take a Chance Day
24	25	26	27	28  National Pay It Forward Day	29	30



SUNDAY

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# May 2022

NOTES:

1 National Loyalty Day   
 Start of National Small Business Week 

5  World Password Day

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SUNDAY

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THURSDAY

FRIDAY

SATURDAY

# June 2022

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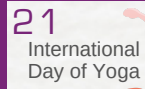
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SUNDAY

MONDAY

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WEDNESDAY



THURSDAY

FRIDAY

SATURDAY

# July 2022

NOTES:

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10	11	12	13	14	15	16
17  National Ice Cream Day	18	19	20	21	22	23
24	25	26	27	29	29	30  International Day of Friendship
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SUNDAY

MONDAY

TUESDAY

WEDNESDAY





THURSDAY

FRIDAY

SATURDAY

# August 2022

NOTES:

	1	2	3	4	5	6
7	8	9  Book Lovers Day	10	11	12	13
14	15  National Relaxation Day	16  National Tell A Joke Day	17	18	19	20
21	22	23	24	25	26  Women's Equality Day	27
28	29	30	31			

SUNDAY

MONDAY

TUESDAY

WEDNESDAY





THURSDAY

FRIDAY

SATURDAY

September 2022

NOTES:

				1	2	3
4	5	6	7	8	9	10  National Swap Ideas Day
11	12  National Day of Encouragement	13	14	15	16	17  National Gymnastics Day
18	19	20	21	22	23	24
25	26	27	28	29	30  International Podcast Day	



SUNDAY

MONDAY

TUESDAY

WEDNESDAY





THURSDAY

FRIDAY

SATURDAY

October 2022

NOTES:

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2	3	4	5  National Kiss A Wrestler Day	6	7	8
9	10  National Kick Butt Day	11  International Day of the Girl	12	13  National Train Your Brain Day	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

November 2022

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National Stress Awareness Day

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International Accountant Day

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National Day of Giving

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SUNDAY

MONDAY

TUESDAY

WEDNESDAY



THURSDAY

FRIDAY

SATURDAY

# December 2022

NOTES:

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4	5	6	7	8	9	10
11	12	13	14	15	16  National Ugly Christmas Sweater Day	17
18	19	20	21	22	23	24
25	26  National Thank You Day	27	28	29	30	31