

# The Personal Trainer Social Media Cheat Sheet

**Hey Trainer!** Want to crush it on social media?

Whether you're new to the game or just looking to level up, these tips will help you connect with your audience and grow your brand.

## BE REAL

### **Authenticity goes a long way!**

Share behind-the-scenes glimpses of your day—whether it's your morning workout routine, meal prep, or a blooper reel. Let your followers see there's a real person behind the trainer.

## OPTIMIZE YOUR PROFILE

### **Your bio is prime real estate**—make every word count.

Highlight your specialty, add a call-to-action (like booking a session), and ensure your contact info is easy to find.

**Need a hand?** Check out our [Personal Trainer Bio Builder Tool!](#)

## ENGAGE WITH YOUR AUDIENCE

**Remember**, social media is a two-way street! Respond to comments, answer questions, and reply to DMs. The more you engage, the stronger your community becomes.



## JUMP ON CURRENT TRENDS

Stay relevant by tapping into current trends. Whether it's a new workout challenge or fitness-related meme, jump in and put your spin on it. **Trends are a great way to boost visibility and connect with a bigger audience.**

**Check out:** [TikTok Fitness Trends: A Guide for Personal Trainers](#)

## STAY CONSISTENT

**Post regularly** to stay on your followers' radar. You don't need to post every day – but whether it's a few times a week, or just on Mondays—stick to it! Your audience will come to look forward to your content.

**Looking for some inspo?** Check out [ABC Trainerize on Instagram!](#)

## SHARE SUCCESS STORIES

### **Nothing builds trust like results.**

Share your clients' success stories (with their permission, of course!). It's proof of what you can do and inspires others to start their journey.

## MASTER SHORT-FORM CONTENT

**Short, sweet, and oh-so-engaging!** Instagram Stories, Reels and TikTok are your best friends for showing off quick tips, workouts, or fun moments. Keep it lively and keep it frequent.

**Check out:** [The Ultimate Guide to Instagram Marketing for Fitness Professionals](#)

## KEEP AN EYE ON YOUR ANALYTICS

Just like you track your clients' performance, improvements, and results, you should take a similar approach for your social channels! Monitor how your content is performing and use these insights to understand what your audience loves and where you can switch it up. Remember, data is your friend.

With [ABC Trainerize](#), personal trainers can craft a client experience that makes them feel connected, inspired, and **eager to come back for more.**

With fitness, nutrition, and habit-coaching features, plus in-app messaging, progress tracking, and more – **it's everything you need to motivate and inspire.**

**START YOUR FREE 30-DAY  
TRIAL TODAY!**