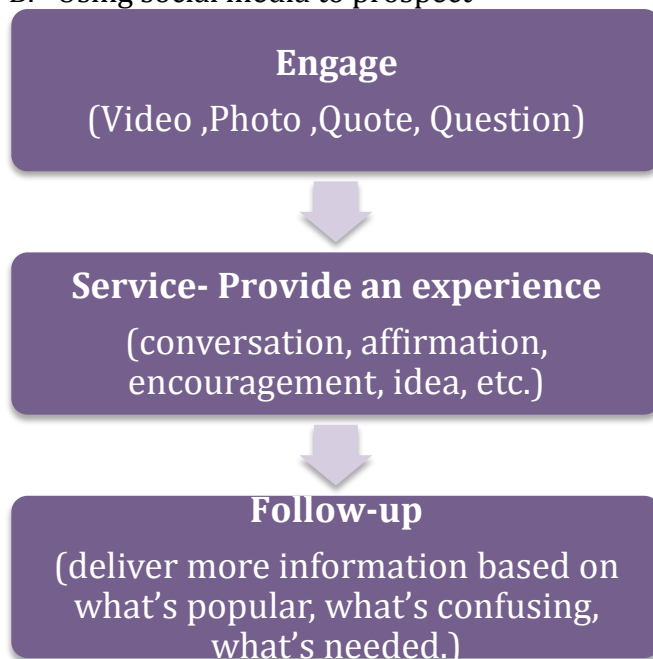


**Using Social Media to Train Session #241 By, Hayley Hollander**  
**ACE Fitness Symposium West May 16<sup>th</sup>-18<sup>th</sup> San Diego, CA**

- I. Intro/Objectives
  - A. Translating Social Media into Business
  - B. The world of social media
    - 1. Statistics
    - 2. What are our clients doing?
    - 3. Why are our clients doing it?
- II. Communication in Social Media
  - A. First Impression
    - 1. Why, What, How
  - B. Brand
    - 1. More than a logo- what feelings do you evoke? What is the culture you create?
  - C. Personality
    - 1. Styles
    - 2. Communicating personality
      - a. Video mediums
      - b. Status updates
      - c. Positive vs. Negative
  - D. Target Marget
    - 1. Who needs to hear this?
      - a. Other trainers
      - b. Members
      - c. Clients
      - d. Friends of clients
- III. Client Prospecting
  - A. Responsive vs. Proactive
  - B. Using social media to prospect



- IV. How do we manage it all?
  - A. Tying together the different social media outlets
    - 1. Website to Facebook, Facebook to YouTube, Youtube to Twitter
  - B. Measuring your success at using social media
    - 1. Google Analytics
      - a. Where is your audience coming from?
      - b. How often do they click through?
      - c. What causes them to leave?
    - 2. Website jet packs
      - a. Allows you to see where the traffic comes from
      - b. Which pages are the most popular
      - c. Which posts (blogs) do they read
    - 3. Klout Scores
      - a. A computed score across all the social media markets in your reach for your target market
      - b. Another way of measuring if your current activity is enough or too much
    - 4. Facebook Insights
      - a. Which TYPE of posts are the most popular
        - 1- Video, links, photo, words, etc.
      - b. Where do they live?
      - c. Male/Female
      - d. Active vs. "Just Fans"
- V. Checklist for mastering social media
  - A. Create a content Calendar
  - B. Tie together events/posts/social media feeds
  - C. TAG and the importance of tagging! 4,000 people versus 10,000 is a different story!
  - D. Participating in the community
  - E. Asking the audience questions, and the power of questions
- VI. Conclusion
  - A. Finding more information on social media
    - 1. Personal Trainer Development Center
      - a. EBooks
    - 2. PTONet blog by Ben Greenfield
    - 3. PTA Global's online education [www.ptaglobal.com](http://www.ptaglobal.com)
      - a. Client Orientation Modules
      - b. Client Prospecting Solution
  - B. Questions/Contact
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