



FIT FOR THE KING FITNESS CENTER

Social Media Portfolio & Strategy

A plan to refresh, organize, and grow the FitForTheKing Instagram & Facebook — built around the community you've served in Madison since 1994.

Prepared by **Lundun Perry · Marie Glow Studios**



THE PLAN

What's inside this proposal

Eight quick moves to take the page from scattered to scroll-stopping — without adding a daily workload.



01

Account Audit

Where the page stands today + quick wins



02

Visual Direction

A cohesive, on-brand look (Pinterest-inspired)



03

Bio Refresh

A bio that works harder for you



04

Content Pillars

5 simple buckets so you never run dry



05

Posting Schedule

Light, realistic days + best times



06

Post Idea Bank

20+ ready-to-shoot ideas



07

Grid Cleanup

Make the feed look intentional



08

Growth Ideas

Engagement + local reach tactics

The page today: a strong base

773

POSTS

709

FOLLOWERS

553

FOLLOWING

1994

SERVING SINCE



What's working

- Clear local identity — family-owned, faith-forward, “everybody belongs”
- Genuinely active in the community (run club, youth events, SilverSneakers, ReFit)
- Long, consistent posting history to build on



Easy things to improve

- Mixed templates, fonts & photo quality — no consistent look
- Feed is heavy on closures / “no class” notices (move these to Stories)
- Only one Story Highlight; bio could do more; trim the 553 “following”



STEP 02 • THE LOOK

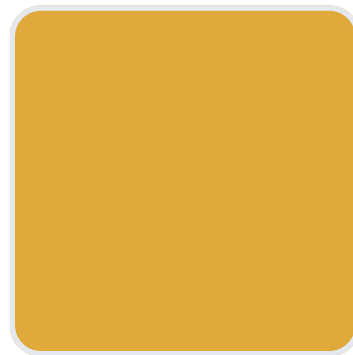
A cohesive, on-brand feed

Every tile will feel like it truly belongs with the others, creating a gentle rhythm that feels warm and welcoming for your members. By treating this as a clear discipline, the whole feed comes together in a way that feels intentional, friendly, and easy to move through—like each post is part of the same inviting space.

BRAND PALETTE



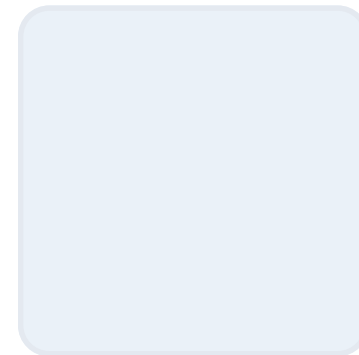
Navy



Gold



White



Soft Blue

Pulled straight from your logo — navy + gold reads trustworthy and established.



The recipe for every post

- 2–3 matching Canva templates — reuse them so graphics always align
- Real member & class photos, lightly brightened with one consistent filter
- Navy or gold name-block on every graphic for instant recognition
- Plan the grid 3 tiles at a time so it reads as one designed strip



STEP 03 · THE BIO

Make the bio work harder

NOW

Keeping the Madison area Fit since 1994. Family, locally owned and operated.

ADD STORY HIGHLIGHTS

About

Classes

Schedule

Programs

Merch

Join



SUGGESTED

Faith · Family · Fitness in Madison since 1994

Open Gym · Group Classes · SilverSneakers · ReFit
Everybody belongs here.

Class schedule + memberships ↓

fitforthe king.com

Tip: swap the website link for a free Linktree so you can point to schedule, memberships, and events at once.



STEP 04 • WHAT TO POST

5 content pillars = never stuck

Rotate these buckets and the feed stays varied with almost no guesswork.



01

Motivation & Mindset

Faith-forward quotes, “why we move,” encouragement



02

Classes & Programs

ReFit, SilverSneakers, schedules, what to expect



03

Community & Members

Member spotlights, events, throwbacks, staff



04

Tips & Education

Form fixes, healthy habits, quick how-tos



05

Promos & Merch

Memberships, “bring a friend,” shirt drops



STEP 05 • WHEN TO POST

A light, realistic weekly rhythm

3 feed posts a week + a few Stories. Consistency beats volume — this is very doable.

MON	 6:30–8 AM	Motivation Monday	Faith-forward quote or week kickoff
WED	 11 AM–1 PM	Programs / Tips	Class spotlight or quick fitness tip
FRI	 11 AM–1 PM	Community	Member spotlight, event, or fun BTS
DAILY	 8 AM & 6–8 PM	Stories (2–4 ×/wk)	Reminders, polls, behind-the-scenes, reposts
SUN	 6–8 PM	Optional	Scripture / week-ahead inspiration

Cross-post everything to Facebook too — a big share of your members (especially SilverSneakers) live there.

Why those days and times

Tue–Thu

Highest-engagement days across the board

11 AM–1 PM

The lunch scroll — your most reliable window

6–9 PM

Best for Reels & Stories reach

Fri PM / Sat

Weakest — skip important posts here

One important tweak for you: general data says fitness pages peak at 5–7 AM, but your audience skews local and a bit older — so late-morning and lunch will likely win. After 30 days, check Insights → “Most Active Times” and adjust.

Source: Buffer, Sprout Social & Metricool 2026 Instagram engagement studies

Post idea bank

Pull from this whenever you sit down to plan a week. Mix photo posts, carousels, and the occasional Reel.

→ Member of the Month spotlight

→ Meet the staff / trainer intro

→ 30-second form-fix tip

→ “Why we started” story post

→ Poll: “What class should we add?”

→ Faith Friday verse or reflection

→ Short Reel: a class in action

→ Throwback: 1994 → today

→ Quick healthy snack or recipe

→ Event recap (Turkey Trot, tailgate)

→ New equipment reveal

→ Merch drop / new shirt

Stories, Reels & a cleaner feed



Stories — daily-ish

The low-pressure workhorse

Closures, reminders, polls, countdowns, behind-the-scenes, reposting members



Reels — 1–2 ×/month

This is what reaches NEW people

Class clips, a tip, a transformation. Post evenings, keep them 7–20 seconds



Grid cleanup

Make it look intentional

Move admin posts to Stories, keep one filter, plan 3 tiles at a time

BUILD THESE HIGHLIGHTS:



About



Classes



Schedule



Programs



Merch



Join



Reviews



Ideas to grow local reach



Run IG + Facebook together

Cross-post everything. FB is where many local & older members already are.



Own your local hashtags

#MadisonIndiana #MadisonIN #SoutheastIN + branded
#FitForTheKing #EverybodyBelongs



Tag partners & members

Tag local businesses, events, and (with permission) members to ride their reach.



Reply within 24 hours

Answer every comment & DM. Engagement early tells the algorithm to push posts further.



“Bring a friend” + referrals

Simple member referral pushes and a steady ask for Google reviews.



Plan a month at a time

Batch graphics and captions once a month so posting stays effortless.

WORKING TOGETHER

What I'll handle for you

Marie Glow Studios manages the day-to-day so you can focus on the gym floor.



Monthly content calendar, planned ahead



Branded graphics in a consistent template kit



3 posts/week + Stories, written & scheduled



Captions + local hashtag sets



Comment & DM replies (community management)



Simple monthly report on what's working





Next steps

1

Approve the direction

Sign off on the look + new bio

2

Build the kit

Templates, Highlights, Linktree

3

Set month one

First content calendar

4

Go live

Start posting & track results

Lundun Perry · Marie Glow Studios · Social Media Management & UGC

Everybody belongs here.



FitForTheKing

850 posts 12.4k followers 612 following

FitForTheKing

Faith • Fitness • Community

Honoring God with mind, body & spirit

🔥 ReFit & SilverSneakers Classes

🙌 Encouragement & Tips

🛍 Shop our Merch!

www.fitfortheKing.com

Follow

Message

Contact

POSTS

TAGS



FitForTheKing

652 posts 28.4k followers 612 following

Faith • Fitness • Community

Honoring God with our health & strength ✨

Join the Kingdom Family

www.fitfortheKing.com



Workouts



Devotionals



Events



Success



Shop

