



Burn Boot Camp Social Media Resource

Focus: First-Time Campers

Overview: Stepping into a new gym or fitness routine can feel overwhelming and intimidating. Whether it's a person's first time or first-time-in-a-long-time, communicating that *Burn is for everyone* is a vital part of overcoming that objection.

Goal: To ignite social media posting and highlight that Burn is for people of all ages and fitness levels. Below are a variety of examples you can use as inspiration or reference when curating your own content. *Friendly reminder* - each gym is different, so make it unique to your gym!

FOR THE COMMUNITY:

- [Instagram Reel](#) / [Instagram Reel](#) / [Instagram Reel](#) / [Instagram Reel](#) / [Instagram Reel](#)
→ Burn Boot Camp is about the *community*.
 - Focus on the special community one can experience by joining Burn Boot Camp.
 - **Additional Content Idea:** Record a testimonial of a new member discussing the community they have found when they needed it most.
- [Instagram Reel](#) / [Instagram Reel](#) → Burn Boot Camp has a *community of trainers*.
 - It is not just about the community the members find, but we also have special trainers. Showcase some trainers cheering on and helping members.
 - **Additional Content Idea:** Record your trainers answering "what they wish a first time camper knew." Encourage your trainers to remind potential members that they also had to start somewhere.

FOR ANY STEP OF YOUR FITNESS JOURNEY:

- [Instagram Reel](#) / [Instagram Reel](#) → Burn Boot Camp is for those at *any stage of their fitness journey*.
 - We don't want our potential members believing they have to reach a certain stage in their journey before they show up to camp. We meet them wherever they are.
- [Instagram Reel](#) / [Instagram Reel](#) / [Instagram Reel](#) → Burn Boot Camp *offers modifications*.

- People can become reluctant when getting started, potentially due to medical conditions or restrictions. Display your trainer(s) showing some modifications they provide. Burn Boot Camp is for *everyone*, so explain why and how.
- [Instagram Reel](#) → Burn is about progress, not perfection.
 - Highlight that every person is at a different place in their fitness journey and there is no *right* or *wrong* place to be.
 - **Additional Content Idea:** POV: come with me to a Focus Meeting. Show that Focus Meetings are designed as an extra layer of personalized support. Make it centered around form correction and goal setting. “We talked about *this* in my Focus Meeting so I can do *this* at camp” (include FM content to camp footage).
- [Instagram Reel](#) → You belong here!
 - Reinforce the inclusivity messaging as much as possible.
 - **Additional Content Idea:** Create a “come to Burn with me” through the lens of a first time camper. High focus on modifications and celebrating crushing their first camp.
- [Instagram Reel](#) → “But what if I can’t do this?”
 - Be intentional about addressing reasons why people might be deterred from joining Burn. Use it as an opportunity to challenge the misconception of having to be fit to get started.
 - **Additional Content Idea:** Apply this same approach with a focus on exercises that are modified only.

FOR ANYONE LOOKING TO CHANGE THEIR LIFE:

- [Instagram Reel](#) → Burn Boot Camp members have *incredible transformations*.
 - Highlight some members who have inspiring transformation stories. It’s not just about weight loss, it can also be emotional and mental transformations.
- [Instagram Reel](#) → Burn Boot Camp can improve all aspects of a member’s life.
 - In this reel, the member explains how she was “looking for something different.” She has now found an amazing community, encouraging trainers, and a better version of herself.
- [Instagram Reel](#) → Burn Boot Camp offers an opportunity *to crush your goals*.
 - Our members are busy people with busy schedules. Remind members that prioritizing themselves is crucial, and taking 45-minutes to themselves is something they can do and control.

- [Instagram Reel](#) → The Burn Boot Camp community knows the secret to success: showing up.
 - Take the motivational and inspiring route on your content! Remind your viewers that it isn't about giving 100% of yourself every camp, but showing up and trying your best!
- [Instagram Reel](#) → "Courage is not the absence of fear."
 - More motivation and inspiration! Remind viewers that it's okay to be nervous- we all were and we all started somewhere! Have some courage and show up anyways.

FOR ALL AGES:

- [Instagram Reel](#) / [Instagram Reel](#) → Burn Boot Camp is *for all ages*.
 - Burn Boot Camp is for everyone and for all ages! Whether you are 13 or 65, we have something for everyone. Show your members and include their ages in a reel.

MORE REEL IDEAS

- [First Camp Overview: Instagram Reel](#)
- [First Camp Overview: Instagram Reel](#)
- [First Camp Overview: Instagram Reel](#)
- [First-Time Camper: Instagram Reel](#)

PRO TIPS AND HELPFUL HINTS:

- Take your content cues from feedback you're hearing in real time.
- Celebrate modifications because there isn't any shame in the mod game!
- Create a culture of inclusivity by showcasing all fitness levels in your content.