

# SOCIAL MEDIA CALENDAR

TWENTY TWENTY THREE

| SUNDAY   | MONDAY   | TUESDAY   | WEDNESDAY  | THURSDAY  | FRIDAY  | SATURDAY  |
|--|--|---|--|---|---|---|
| <p>01</p> <ul style="list-style-type: none"> <li>NEW YEARS DAY</li> <li>NEW YEAR = NEW YOU</li> <li>NEW YEARS RESOLUTION</li> <li>NEW OPPORTUNITY FOR THE NEW YEAR</li> <li>FITTEAM 30-DAY CHALLENGE STARTS</li> </ul> | <p>02</p> <ul style="list-style-type: none"> <li>THANK GOD IT'S MONDAY</li> <li>FRESH START TO A NEW WEEK</li> <li>MONDAY IS PAYDAY</li> </ul>                       | <p>03</p> <ul style="list-style-type: none"> <li>SHARE 100LB CLUB VIDEO</li> <li>PUBLICLY INVITE TO TRANSFORMATION TUESDAY</li> </ul>                           | <p>04</p> <ul style="list-style-type: none"> <li>POST ABOUT IMMUNE</li> <li>FUN FACT ABOUT GOOD HEALTH</li> </ul>  | <p>05</p> <ul style="list-style-type: none"> <li>SHARE BENEFIT OF HYDRATE</li> <li>FACT ABOUT HARM OF TOO MUCH SUGAR</li> </ul>             | <p>06</p> <ul style="list-style-type: none"> <li>POST SIMPLE EXERCISE</li> <li>POST ABOUT NOT QUITTING</li> </ul>   | <p>07</p> <ul style="list-style-type: none"> <li>WHAT'S YOUR FAVORITE HEALTH PRODUCT AND WHY (WITH POLL)</li> <li>POST ABOUT YOUR FAMILY /LIFE</li> </ul> |
| <p>08</p> <ul style="list-style-type: none"> <li>BENEFITS OF NETWORK MARKETING</li> <li>MISCONCEPTIONS ABOUT NETWORK MARKETING</li> <li>SHARE DIAMOND DOCUMENTARY</li> </ul>   | <p>09</p> <ul style="list-style-type: none"> <li>CLEAN YOUR DESK DAY/POST YOUR WORK AREA</li> <li>CALL THREE FRIENDS TO SHARE FITTEAM</li> </ul>                     | <p>10</p> <ul style="list-style-type: none"> <li>SHARE 30 DAY TRANSFORMATION</li> <li>POST ABOUT TRANSFORMATION KIT</li> </ul>                                  | <p>11</p> <ul style="list-style-type: none"> <li>SHARE A PICTURE OF A HEALTHY HABIT                             <ul style="list-style-type: none"> <li>FOOD</li> <li>EXERCISE</li> <li>ACTIVITY</li> <li>MINDFULLNESS</li> </ul> </li> </ul> | <p>12</p> <ul style="list-style-type: none"> <li>POST ABOUT HYDRATE</li> <li>VIDEO OF YOU OR YOUR FAMILY USING HYDRATE</li> </ul>           | <p>13</p> <ul style="list-style-type: none"> <li>HIGHLIGHT ALL PRODUCTS                             <ul style="list-style-type: none"> <li>EXPLAIN HOW THEY CAN BE INCORPORATED INTO YOUR FITNESS JOURNEY</li> </ul> </li> <li>FUN FACT ABOUT EXERCISE</li> </ul> | <p>14</p> <ul style="list-style-type: none"> <li>SHARE A PIC OF YOU, YOUR FAMILY AND/OR FRIENDS</li> </ul>  |
| <p>15</p> <ul style="list-style-type: none"> <li>NATIONAL HAT DAY, POST A PICTURE IN YOUR FAVORITE HAT</li> </ul>  | <p>16</p> <ul style="list-style-type: none"> <li>MARTIN LUTHER KING DAY</li> <li>POST MOTIVATIONAL QUOTE OR VIDEO FROM MARTIN LUTHER KING JR</li> </ul>              | <p>17</p> <ul style="list-style-type: none"> <li>POST PROGRESS PHOTO</li> <li>PERSONALLY INVITE AS MANY PEOPLE AS POSSIBLE TO TRANSFORMATION TUESDAY</li> </ul> | <p>18</p> <ul style="list-style-type: none"> <li>POST ABOUT IMPORTANCE OF HYDRATION</li> <li>CONSEQUENCES ABOUT UNHEALTHY LIFESTYLES</li> </ul>  | <p>19</p> <ul style="list-style-type: none"> <li>SHARE FITTEAM LEAN SMOOTHIE RECIPE</li> <li>POST SOMETHING YOU ARE THANKFUL FOR</li> </ul> | <p>20</p> <ul style="list-style-type: none"> <li>BENEFITS OF LEAN</li> <li>POST A SIMPLE EXERCISE VIDEO</li> </ul>  | <p>21</p> <ul style="list-style-type: none"> <li>PICTURE OF YOUR FITTEAM PRODUCTS WITH A POST ABOUT SELFCARE</li> </ul>                                   |
| <p>22</p> <ul style="list-style-type: none"> <li>SHARE A TIP ABOUT GROWING A SUCCESSFUL BUSINESS</li> <li>GIVE A SHOUT OUT TO A BRAND PARTNER</li> </ul>   | <p>23</p> <ul style="list-style-type: none"> <li>POST ABOUT NEVER MISSING A MONDAY AND STAYING CONSISTENT</li> <li>POST ABOUT FIT BENEFITS</li> </ul>                | <p>24</p> <ul style="list-style-type: none"> <li>OFFICIAL BELLY LAUGH DAY - SHARE SOMETHING FUNNY</li> <li>RELATE GOOD HEALTH TO HAPPINESS</li> </ul>           | <p>25</p> <ul style="list-style-type: none"> <li>POST ABOUT IMMUNE</li> <li>POST ABOUT GOOD EATING HABITS WITH EASY RECIPE</li> </ul>  | <p>26</p> <ul style="list-style-type: none"> <li>POST A SELFIE WITH HYDRATE EXPLAIN HOW GOOD YOU FEEL WHEN YOU ARE HYDRATED</li> </ul>      | <p>27</p> <ul style="list-style-type: none"> <li>HIGHLIGHT ALL PRODUCTS</li> <li>TAKE A WALK AND POST ABOUT IT OR MAKE A REEL ABOUT IT</li> </ul>   | <p>28</p> <ul style="list-style-type: none"> <li>SHARE A STORY PERSONAL TO YOU OR YOUR FAMILY</li> </ul>  |
| <p>29</p> <ul style="list-style-type: none"> <li>GO LIVE - TALK ABOUT FITTEAM AND THE OPPORTUNITY</li> <li>MAKE AND POST YOUR VISION BOARD</li> </ul>  | <p>30</p> <ul style="list-style-type: none"> <li>SHARE ABOUT THE BENEFITS OF A HOME BASED BUSINESS</li> <li>SHARE WHAT ABOUT THIS INDUSTRY HAS HELPED YOU</li> </ul> | <p>31</p> <ul style="list-style-type: none"> <li>SHARE TRANSFORMATION RESULTS</li> <li>SHARE TRANSFORMATION KIT</li> </ul>                                      | <p><b>**REMEMBER TO SHARE ACROSS SOCIAL MEDIA PLATFORMS INSTAGRAM, FACEBOOK, PINTEREST, TWITTER, TIKTOK, LINKEDIN, ETC.</b></p> <p><b>**REMEMBER TO USE DIFFERENT STYLES SUCH AS PHOTOS, WORDS, LIVES, VIDEOS REELS, POLLS, ETC.</b></p>     |   |   |   |

# 01. JAN

**MONDAY = MOTIVATION**

**TUESDAY = TRANSFORMATION**

**WEDNESDAY = WELLNESS**

**THURSDAY = THIRSTY**

**FRIDAY = FITNESS**

**SATURDAY = SELFIE**

**SUNDAY = SIDE HUSTLE**

# SOCIAL MEDIA CALENDAR

TWENTY TWENTY THREE

| SUNDAY   | MONDAY   | TUESDAY  | WEDNESDAY  | THURSDAY  | FRIDAY  | SATURDAY   |
|--|--|--|--|---|---|--|
| 29   | 30   | 31   | 01<br><ul style="list-style-type: none"> <li>POST ABOUT HYDRATE IMPORTANCE OF HYDRATION</li> <li>SHARE BENEFITS OF IMMUNE AND/OR TESTIMONIAL</li> </ul>  | 02<br><ul style="list-style-type: none"> <li>GROUND HOG DAY</li> <li>POST ABOUT SPRING AND SUMMER BEING RIGHT AROUND THE CORNER</li> <li>POST ABOUT SOMETHING YOU ARE THANKFUL FOR</li> </ul> | 03<br><ul style="list-style-type: none"> <li>POST ABOUT AMERICAN HEART MONTH AND TIPS FOR EXERCISE</li> <li>SHOW BENEFITS OF ALL PRODUCTS RELATED TO FITNESS</li> </ul> | 04<br><ul style="list-style-type: none"> <li>POST A FUN TIME WITH LOVED ONES</li> <li>PICK A PRODUCT THAT HAS HELPED YOU TODAY</li> </ul>                          |
| 05<br><ul style="list-style-type: none"> <li>POST A PICTURE FROM A FITTEAM EVENT OR WITH YOUR TEAM MEMBERS</li> <li>SHARE BENEFITS OF THE BUSINESS</li> </ul>  | 06<br><ul style="list-style-type: none"> <li>POST ABOUT MOOD ENHANCEMENT FEATURES OF FIT</li> <li>SHARE SOMETHING FIT HAS HELPED YOU WITH</li> </ul>                         | 07<br><ul style="list-style-type: none"> <li>SHARE 100LB CLUB VIDEO</li> <li>HIGHLIGHT TRANSFORMATION KIT</li> </ul>   | 08<br><ul style="list-style-type: none"> <li>FUN FACT ABOUT EATING HEALTHY</li> <li>HIGHLIGHT INGREDIENTS OF IMMUNE</li> </ul>   | 09<br><ul style="list-style-type: none"> <li>POST ABOUT HYDRATE PROBLEMS CAUSED BY DEHYDRATION</li> </ul>   | 10<br><ul style="list-style-type: none"> <li>POST ABOUT BENEFITS OF HEART HEALTH</li> <li>POST ABOUT BENEFITS OF LEAN</li> </ul>  | 11<br><ul style="list-style-type: none"> <li>POST ABOUT FUN TIMES WITH FAMILY</li> <li>POST ABOUT SELF-CARE OF LEAN</li> </ul>                                     |
| 12<br><ul style="list-style-type: none"> <li>SHARE A DIAMOND DOCUMENTARY</li> <li>SHARE YOUR WHY FOR JOINING FITTEAM AND THE BUSINESS OPPORTUNITY</li> </ul>   | 13<br><ul style="list-style-type: none"> <li>POST ABOUT FITTEAM PAYDAY "I LOVE MONDAYS"</li> <li>POST BENEFITS OF FIT</li> </ul>   | 14<br><ul style="list-style-type: none"> <li>VALENTINES DAY</li> <li>SHARE A SPECIAL FITTEAM STORY</li> <li>LOVE WHAT YOU DO - SHARE WHY YOU LOVE FITTEAM</li> </ul> | 15<br><ul style="list-style-type: none"> <li>POST ABOUT IMMUNE</li> <li>SHARE A TESTIMONIAL ABOUT SOMEONE GETTING HEALTHIER</li> </ul>   | 16<br><ul style="list-style-type: none"> <li>SHARE IMPORTANCE OF HYDRATION</li> <li>POST ABOUT HYDRATE</li> </ul>   | 17<br><ul style="list-style-type: none"> <li>SHARE A VIDEO OF YOU EXERCISING OR WALKING, TALKING ABOUT AMERICAN HEALTH MONTH</li> <li>HIGHLIGHT FIT+</li> </ul>         | 18<br><ul style="list-style-type: none"> <li>WHAT'S YOUR FAVORITE PRODUCT AND WHY, SHARE A POLL</li> <li>POST A PIC OF YOUR FAVORITE PRODUCT</li> </ul>            |
| 19<br><ul style="list-style-type: none"> <li>GO LIVE AND TALK ABOUT THE FITTEAM OPPORTUNITY</li> <li>MAKE AND POST A VISION BOARD</li> </ul>                   | 20<br><ul style="list-style-type: none"> <li>PRESIDENTS DAY</li> <li>POST A QUOTE FROM A PRESIDENT</li> <li>CALL TWO PEOPLE AND SHARE FITTEAM AND THE OPPORTUNITY</li> </ul> | 21<br><ul style="list-style-type: none"> <li>SHARE 100LB CLUB VIDEO</li> <li>CALL FIVE PEOPLE AND PERSONALLY INVITE THEM TO TRANSFORMATION TUESDAY</li> </ul>        | 22<br><ul style="list-style-type: none"> <li>NATIONAL WALK YOUR DOG DAY</li> <li>GO LIVE WALKING YOUR DOG</li> <li>SHARE A WELLNESS TIP</li> </ul>   | 23<br><ul style="list-style-type: none"> <li>SHARE A FITTEAM LEAN SMOOTHIE RECIPE</li> <li>POST SOMETHING YOU'RE THANKFUL FOR</li> </ul>  | 24<br><ul style="list-style-type: none"> <li>HIGHLIGHT EACH PRODUCT</li> <li>SHARE A SIMPLE ON-THE-GO RECIPE</li> </ul>   | 25<br><ul style="list-style-type: none"> <li>SHARE A PICTURE OF YOU AT AN EVENT OR WITH OTHER BRAND PARTNERS</li> <li>POST ABOUT A BOOK YOU ARE READING</li> </ul> |
| 26<br><ul style="list-style-type: none"> <li>SHARE A DIAMOND DOCUMENTARY</li> <li>POST ABOUT THE VALUE IN STARTING YOUR BUSINESS WITH AN ALL-IN KIN</li> </ul> | 27<br><ul style="list-style-type: none"> <li>NEVER MISS A MONDAY POST</li> <li>POST ABOUT FIT</li> </ul>   | 28<br><ul style="list-style-type: none"> <li>SHARE ABOUT THE TRANSFORMATION KIT</li> <li>SHARE A 30-DAY TRANSFORMATION RESULT</li> </ul>                             | <p><b>**REMEMBER TO SHARE ACROSS SOCIAL MEDIA PLATFORMS INSTAGRAM, FACEBOOK, PINTEREST, TWITTER, TIKTOK, LINKEDIN, ETC.</b></p> <p><b>**REMEMBER TO USE DIFFERENT STYLES SUCH AS PHOTOS, WORDS, LIVES, VIDEOS REELS, POLLS, ETC.</b></p> |   |   |  |

# 02.FEB

**MONDAY = MOTIVATION**

**TUESDAY = TRANSFORMATION**

**WEDNESDAY = WELLNESS**

**THURSDAY = THIRSTY**

**FRIDAY = FITNESS**

**SATURDAY = SELFIE**

**SUNDAY = SIDE HUSTLE**

# SOCIAL MEDIA CALENDAR

TWENTY TWENTY THREE

| SUNDAY   | MONDAY  | TUESDAY  | WEDNESDAY  | THURSDAY   | FRIDAY  | SATURDAY   |
|--|---|--|--|--|---|--|
| **CHECK OUT NATIONALTODAY.COM FOR NATIONAL DAYS AND HOLIDAYS TO HIGHLIGHT ON ANY DAY DURING THE MONTH                  |   |  | 01<br>• MINDSET POST, SHARE AN INSPIRATIONAL QUOTE   | 02<br>• SHARE THE VALUE OF DRINKING WATER<br>• TIPS ON HOW TO DRINK MORE WATER                                       | 03<br>• SHARE A WORKOUT TIP<br>• SHOW YOURSELF AT THE GYM, WALKING OR DOING SOMETHING ACTIVE                                | 04<br>• SPOTLIGHT A PRODUCT<br>◦ SHARE THE BENEFITS AND WHAT YOU LOVE ABOUT THE PRODUCT        |
| 05<br>• SHARE SOME FAMILY FUN  | 06<br>• ENGAGEMENT POST<br>◦ TRY A THIS OR THAT POLL<br>◦ VOTE POLL ABOUT IF YOU LOVE MONDAYS | 07<br>• TASTY TUESDAY<br>◦ SHARE A HEALTHY RECIPE                            | 08<br>• POST A STORY<br>◦ SHARE AN INSPIRING FIT STORY   | 09<br>• POST ABOUT SOMETHING YOU NEED TO THROW AWAY<br>• POST ABOUT DECLUTTERING YOUR LIFE TO MAKE ROOM FOR THE GOOD | 10<br>• FLASH BACK FRIDAY<br>• SHARE SOMETHING YOU COULDN'T DO BEFORE FITTEAM BUT NOW YOU CAN                               | 11<br>• SHOWCASE FITTEAM ACTIVEWEAR  |
| 12<br>• SUNDAY FUNDAY MEAL PREP<br>• TIPS FOR HEALTHY FAMILY LUNCHES THROUGH THE WEEK                                  | 13<br>• SHARE A VIEW FROM YOUR HOME OR YOUR OFFICE  | 14<br>• SHARE A LEAN SHAMROCK SHAKE RECIPE FOR THE UP COMING ST PATRICKS DAY | 15<br>• SHARE A BOOK THAT HELPED YOU<br>• ASK FOR A NEW BOOK TO READ   | 16<br>• HYDRATE FOR ST PATRICKS DAY<br>• SHARE BENEFITS OF HYDRATE   | 17<br>• ST PATRICKS DAY<br>◦ SHARE FUN WAYS TO CELEBRATE<br>◦ SHARE HEALTHY SNACKS  | 18<br>• SPOTLIGHT OUR OPPORTUNITY<br>◦ SHARE A PERSONAL STORY<br>◦ SHARE A DIAMOND DOCUMENTARY |
| 19<br>• FIND A WAY TO MAKE SELFCARE FUN, MAKE SURE YOU TAKE TIME FOR YOURSELF  | 20<br>• WHO NEEDS A PICK ME UP<br>◦ CALL SOMEONE TO SAY HELLO                                 | 21<br>• TASTY TACO TUESDAY<br>◦ SHARE YOUR FAVORITE TACO SPREAD OR RECIPE    | 22<br>• SHARE A FITTEAM WORKOUT  | 23<br>• SPRING FEVER IS COMING<br>SHARE IMMUNE   | 24<br>• SHARE A WORKOUT CHALLENGE YOU WILL START NEXT MONTH<br>◦ SQUAT CHALLENGE<br>◦ PLANK CHALLENGE<br>◦ PUSHUP CHALLENGE | 25<br>• SHOWCASE TRAVEL<br>◦ SHARE A TRIP YOU HAVE BEEN ON<br>◦ SHARE A FITTEAM TRAVEL STORY   |
| 26<br>• ENGAGEMENT POST<br>◦ SURVEY WHO WAKES UP TO AN ALARM<br>▪ SPIN THIS INTO BENEFITS OF WORKING YOUR OWN BUSINESS | 27<br>• READY FOR A VACAY? WHERE DO YOU WANT TO GO?   | 28<br>• TIP - TAKE TIME OUT FOR YOURSELF                                     | 29<br>• WELCOME NEW TEAM MEMBERS AND CUSTOMERS TO FITTEAM<br>• POST SOMETHING INSPIRING TO THE BRAND PARTNER GROUP | 30<br>• THROW OUT YOUR EXCUSES! WHAT ARE SOME WHATS YOU CAN GET AROUND WHATS HOLDING YOU BACK FROM YOUR GOAL         | 31<br>• SHARE OR REPOST A POST YOU LOVED FROM THE PRIOR YEAR  | 01   |

# 03. MAR

**MONDAY = MOTIVATION**

**TUESDAY = TRANSFORMATION TASTY/TIP**

**WEDNESDAY = WELLNESS/INSPIRE**

**THURSDAY = THIRSTY/ THROWAWAY**

**FRIDAY = FITNESS**

**SATURDAY = SPOTLIGHT**

**SUNDAY = FUNDAY**

# SOCIAL MEDIA CALENDAR

TWENTY TWENTY THREE

| SUNDAY  | MONDAY   | TUESDAY   | WEDNESDAY   | THURSDAY  | FRIDAY   | SATURDAY   |
|---|--|---|---|---|--|--|
| 26  | 27   | 28  | 29  | 30  | 31   | 01<br>• APRIL FOOLS DAY<br>• POST USING HUMOR OR JOKE GEARED TO YOUR AUDIENCE  |
| 02<br>• WORK PERKS SHARE SOMETHING FUN ABOUT YOUR BUSINESS                                  | 03<br>• WHEN DO YOU PLANT YOUR SEEDS, SO THAT THEY WILL GROW STRONG              | 04<br>• HEALTHY SPRINGTIME RECIPE   | 05<br>• SHARE AN INSPIRATION QUOTE ABOUT FAITH, BELIEF OR FATE                | 06<br>• SHARE FIT WHAT DO YOU LOVE AND WHAT IT DOES FOR YOU         | 07<br>• FITNESS EDUCATION TIP "DID YOU KNOW..."        | 08<br>• SPRUCE IT UP SATURDAY<br>• CLEAN UP YOUR YARD<br>• CLEAN UP YOUR HOUSE |
| 09<br>• HOW DO YOU CELEBRATE EASTER OR FAMILY GATHERINGS                                    | 10<br>• POST ABOUT NEW YEARS RESOLUTIONS, LET FITTEAM HELP YOU GET BACK ON TRACK | 11<br>• SHARE YOUR TIPS TO IMPROVE YOUR HEALTH AND WELLNESS                         | 12<br>• SHARE ONE CHANGE FIT INSPIRED<br>• NAME ONE THING THAT HAS IMPROVED   | 13<br>• SPRING CLEANING<br>◦ WHAT ARE YOU THROWING AWAY OR CLEANING | 14<br>• FLASHBACK TO ONE YEAR AGO                      | 15<br>• SPOTLIGHT FIT<br>◦ ADDED ENERGY FOR SPRING CLEANING                    |
| 16<br>• DO YOU PROCRASTINATE?<br>• TAX DAY IS COMING ARE YOU READY?                         | 17<br>• TAX DAY<br>• SHARE BENEFITS OF A HOMEBASED BUSINESS                      | 18<br>• REAL RESULTS<br>◦ SHARE A PROGRESS PHOTO                                    | 19<br>• SHOWCASE FITTEAM COMMUNITY & CULTURE, WHO YOU SPEND TIME WITH MATTERS | 20<br>• HYDRATE GOOD FOR BOTH YOUR BODY AND MIND                    | 21<br>• SHARE THE BENEFITS OF SIMPLE AND EASY EXERCISE | 22<br>• SHOWCASE A CUSTOMER TESTIMONIAL  |
| 23<br>• SHARE THE FUN OF GIVING BACK<br>• WHAT WAYS DOES YOUR BUSINESS ALLOW YOU TO DO THIS | 24<br>• ARE YOU READY FOR SUMMER BREAK?<br>• WHAT DO YOU HAVE PLANNED FOR SUMMER | 25<br>• TRAVEL TIP<br>◦ DO YOU HAVE THE CORRECT ID<br>◦ WAYS TO SAVE WHEN TRAVELING | 26<br>• SHARE INSPIRATION QUOTE ABOUT NOT GIVING UP                           | 27<br>• TIPS FOR GETTING RID OF BAD HABITS                          | 28<br>• FLASHBACK TO THREE YEARS AGO                   | 29<br>• SPOTLIGHT YOU<br>• INTRODUCE YOURSELF TO YOUR AUDIENCE WITH FUN FACTS  |
| 30<br>• GRATITUDE POST  | 01   | 02  | 03  | 04  | 05   | 06   |

# 04. APR

**MONDAY =  
MOTIVATION**

**TUESDAY =  
TRANSFORMATION  
TASTY/TIP**

**WEDNESDAY =  
WELLNESS/INSPIRE**

**THURSDAY =  
THIRSTY/  
THROWAWAY**

**FRIDAY =  
FITNESS/FLASHBACK**

**SATURDAY =  
SPOTLIGHT**

**SUNDAY =  
FUNDAY**

# SOCIAL MEDIA CALENDAR

TWENTY TWENTY THREE

| SUNDAY  | MONDAY   | TUESDAY   | WEDNESDAY  | THURSDAY  | FRIDAY   | SATURDAY  |
|---|--|---|--|---|--|---|
| 30  | 01<br><ul style="list-style-type: none"> <li>PAYDAY - GO LIVE</li> <li>SHARE FAVORITE MOTIVATION QUOTE</li> </ul>  | 02<br><ul style="list-style-type: none"> <li>TRANSFORMATION POST                             <ul style="list-style-type: none"> <li>PHYSICAL</li> <li>MENTAL</li> </ul> </li> </ul>                     | 03<br><ul style="list-style-type: none"> <li>WELLNESS EDUCATION POST                             <ul style="list-style-type: none"> <li>TIPS OF A FITTEAM PRODUCT</li> </ul> </li> <li>EMPOWERING POST                             <ul style="list-style-type: none"> <li>WHAT THAT PRODUCT HAS HELPED YOU ACHIEVE</li> </ul> </li> </ul>                                    | 04<br><ul style="list-style-type: none"> <li>POST ABOUT THE BUSINESS AND OPPORTUNITY                             <ul style="list-style-type: none"> <li>WORK FROM ANYWHERE</li> <li>FLEXIBLE SCHEDULE</li> <li>PERSONAL GROWTH</li> <li>NEVER DOING IT ALONE</li> </ul> </li> </ul> | 05<br><ul style="list-style-type: none"> <li>CINCO DE MAYO</li> <li>GO LIVE                             <ul style="list-style-type: none"> <li>SOMETHING YOU ARE DOING TO CLOSE OUT THE WEEK IN A FUN WAY</li> </ul> </li> </ul>   | 06<br><ul style="list-style-type: none"> <li>PERSONAL POST SOME IDEAS ARE:                             <ul style="list-style-type: none"> <li>SELFCARE</li> <li>SOMETHING YOU ARE DOING DURING THE DAY</li> </ul> </li> </ul>                         |
| 07<br><ul style="list-style-type: none"> <li>BUSINESS POST                             <ul style="list-style-type: none"> <li>FAVORITE THING ABOUT FITTEAM AS A BUSINESS</li> </ul> </li> </ul>   | 08<br><ul style="list-style-type: none"> <li>PAYDAY - GO LIVE</li> <li>BUSINESS OPPORTUNITY POST</li> </ul>  | 09<br><ul style="list-style-type: none"> <li>TRANSFORMATION POST                             <ul style="list-style-type: none"> <li>FINANCIAL INDEPENDENCE</li> <li>TIME FREEDOM</li> </ul> </li> </ul> | 10<br><ul style="list-style-type: none"> <li>WELLNESS EDUCATION POST                             <ul style="list-style-type: none"> <li>TIP FOR CREATING HEALTHY HABITS</li> </ul> </li> <li>EMPOWERING POST                             <ul style="list-style-type: none"> <li>HOW YOU HAVE MADE AND STUCK TO A HEALTHY CHANGE</li> </ul> </li> </ul>                       | 11<br><ul style="list-style-type: none"> <li>POST HEALTH RELATED CONTENT                             <ul style="list-style-type: none"> <li>A RECIPE YOU LIKE</li> <li>AN EXERCISE YOU LIKE</li> </ul> </li> </ul>  | 12<br><ul style="list-style-type: none"> <li>ENGAGEMENT POST                             <ul style="list-style-type: none"> <li>TAKE A POLE ON SUMMER PLANS OR ASK AS A QUESTION</li> <li>TAKE A POLE ON SUMMER GOALS OR ASK AS A QUESTION</li> </ul> </li> </ul>            | 13<br><ul style="list-style-type: none"> <li>PERSONAL POST SOME IDEAS ARE:                             <ul style="list-style-type: none"> <li>INCLUDE FAMILY OR FRIENDS</li> </ul> </li> </ul>  |
| 14<br><ul style="list-style-type: none"> <li>MOTHERS DAY</li> <li>POST ABOUT ONE WAY YOUR MOM IMPACTED YOUR LIFE OR WAYS YOU HOPE TO IMPACT THE LIVES OF YOUR CHILDREN INCORPORATE A POLL OR QUESTION FOR ENGAGEMENT</li> </ul>         | 15<br><ul style="list-style-type: none"> <li>PAYDAY - GO LIVE</li> <li>WHAT ARE YOU DOING WITH YOUR EXTRA INCOME</li> </ul>                                | 16<br><ul style="list-style-type: none"> <li>TRANSFORMATION POST                             <ul style="list-style-type: none"> <li>PERSONAL GROWTH</li> <li>LEADERSHIP</li> </ul> </li> </ul>          | 17<br><ul style="list-style-type: none"> <li>WELLNESS EDUCATION POST                             <ul style="list-style-type: none"> <li>WHY MOVEMENT MATTERS</li> </ul> </li> <li>EMPOWERING POST                             <ul style="list-style-type: none"> <li>POST ABOUT OVERCOMING A PHYSICAL CHALLENGE</li> </ul> </li> </ul>                                       | 18<br><ul style="list-style-type: none"> <li>POST ABOUT THE BUSINESS AND OPPORTUNITY                             <ul style="list-style-type: none"> <li>RESIDUAL INCOME</li> <li>GET PAID TO HELP OTHERS</li> <li>THE RELATIONSHIPS YOU BUILD</li> </ul> </li> </ul>                | 19<br><ul style="list-style-type: none"> <li>GO LIVE                             <ul style="list-style-type: none"> <li>WHAT ARE YOUR WEEKEND PLANS</li> <li>WHAT YOU ARE MAKING FOR DINNER</li> </ul> </li> </ul>   | 20<br><ul style="list-style-type: none"> <li>PERSONAL POST SOME IDEAS ARE:                             <ul style="list-style-type: none"> <li>SOMETHING YOU VALUE</li> </ul> </li> </ul>  |
| 21<br><ul style="list-style-type: none"> <li>BUSINESS POST                             <ul style="list-style-type: none"> <li>WHAT THIS BUSINESS HAS DONE FOR YOU</li> </ul> </li> </ul>  | 22<br><ul style="list-style-type: none"> <li>PAYDAY - GO LIVE</li> <li>FAVORITE PART ABOUT RESIDUAL INCOME</li> </ul>                                      | 23<br><ul style="list-style-type: none"> <li>TRANSFORMATION POST                             <ul style="list-style-type: none"> <li>BUSINESS GROWTH</li> <li>MINDSET GROWTH</li> </ul> </li> </ul>      | 24<br><ul style="list-style-type: none"> <li>WELLNESS EDUCATION POST                             <ul style="list-style-type: none"> <li>MENTAL HEALTH IS JUST AS IMPORTANT AS PHYSICAL HEALTH</li> </ul> </li> <li>EMPOWERING POST                             <ul style="list-style-type: none"> <li>DO SOMETHING THAT CHALLENGES YOU MENTALLY TODAY</li> </ul> </li> </ul> | 25<br><ul style="list-style-type: none"> <li>POST HEALTH RELATED CONTENT                             <ul style="list-style-type: none"> <li>A RECIPE YOU LIKE</li> <li>AN EXERCISE YOU LIKE</li> </ul> </li> </ul>  | 26<br><ul style="list-style-type: none"> <li>ENGAGEMENT POST                             <ul style="list-style-type: none"> <li>ASK PEOPLE WHAT THEIR FAVORITE THING IN MAY HAS BEEN SO FAR</li> <li>WHAT PRODUCT DID YOU USE MOST THIS MONTH AND WHY</li> </ul> </li> </ul> | 27<br><ul style="list-style-type: none"> <li>PERSONAL POST SOME IDEAS ARE:                             <ul style="list-style-type: none"> <li>SOMETHING ACTIVE YOU ARE DOING OVER THE WEEKEND</li> <li>A RECIPE YOU ARE MAKING</li> </ul> </li> </ul> |
| 28<br><ul style="list-style-type: none"> <li>ENGAGEMENT POST                             <ul style="list-style-type: none"> <li>WHAT DID EVERYONE DO THIS SUNDAY</li> <li>ASK A QUESTION ABOUT THE UPCOMING WEEK</li> </ul> </li> </ul> | 29<br><ul style="list-style-type: none"> <li>PAYDAY - GO LIVE</li> <li>INVITE PEOPLE TO TRANSFORMATION TUESDAY TO LEARN MORE ABOUT THE BUSINESS</li> </ul> | 30<br><ul style="list-style-type: none"> <li>TRANSFORMATION POST                             <ul style="list-style-type: none"> <li>POST A PERSONAL TRANSFORMATION</li> </ul> </li> </ul>               | 31<br><ul style="list-style-type: none"> <li>WELLNESS EDUCATION POST</li> <li>EMPOWERING POST                             <ul style="list-style-type: none"> <li>END OF THE MONTH</li> <li>JUNE GOALS</li> </ul> </li> </ul>   | 01  | 02   | 03  |

# 05. MAY

**MONDAY = MOTIVATION**

**TUESDAY = TRANSFORMATION**

**WEDNESDAY = WELLNESS**

**THURSDAY = BUSINESS**

**FRIDAY = HAVE FUN**

**SATURDAY = PERSONAL**

**SUNDAY = MIX IT UP**

# SOCIAL MEDIA CALENDAR

TWENTY TWENTY THREE

| SUNDAY  | MONDAY  | TUESDAY   | WEDNESDAY   | THURSDAY   | FRIDAY   | SATURDAY  |
|---|---|---|---|--|--|---|
| 28  | 29  | 30  | 31  | 01<br>• POST HEALTH RELATED CONTENT<br>◦ RECIPE<br>◦ WORKOUT   | 02<br>• ENGAGEMENT POST<br>◦ WHATS EVERYONES FAVORITE SUMMER ACTIVITY                  | 03<br>• PERSONAL POST SOME IDEAS ARE:<br>◦ AN EXERCISE YOU DID TODAY OR PLAN TO DO<br>◦ TAKE A WALK AND POST ABOUT IT |
| 04<br>• ENGAGEMENT POST<br>◦ POST A TIP ABOUT PREPARING FOR A PRODUCTIVE MONDAY AND ASK PEOPLE TO SHARE THEIRS              | 05<br>• PAYDAY - GO LIVE<br>◦ SHARE BENEFIT OF FITTEAM BUSINESS     | 06<br>• TRANSFORMATION POST<br>◦ SHARE A PHOTO  | 07<br>• WELLNESS EDUCATION POST<br>◦ BENEFITS OF SLEEPING<br>◦ BENEFITS OF WALKING  | 08<br>• POST ABOUT THE BUSINESS AND OPPORTUNITY<br>◦ YOUR FAVORITE PART ABOUT THE BUSINESS               | 09<br>• GO LIVE<br>◦ SHARE SOMETHING YOU CONSIDER FUN                                  | 10<br>• PERSONAL POST SOME IDEAS ARE:<br>◦ INCLUDE FAMILY<br>◦ INCLUDE YOUR FRIENDS                                   |
| 11<br>• BUSINESS POST<br>◦ ONE PERK OF THE FITTEAM BUSINESS   | 12<br>• PAYDAY - GO LIVE<br>◦ SHARE A BENEFIT OF FITTEAM BUSINESS   | 13<br>• TRANSFORMATION POST<br>◦ SHARE A TESTIMONIAL  | 14<br>• FLAG DAY<br>◦ POST ABOUT YOUR HERITAGE<br>• EMPOWERING OR MOTIVATIONAL POST<br>◦ FAVORITE QUOTE                                 | 15<br>• POST HEALTH RELATED CONTENT<br>◦ PRODUCT BENEFITS<br>◦ A BENEFIT YOU HAVE PERSONALLY EXPERIENCED | 16<br>• ENGAGEMENT POST<br>◦ ASK FOR EVERYONE TO SHARE THEIR FAVORITE JOKE             | 17<br>• PERSONAL POST. SOME IDEAS ARE:<br>◦ SOMETHING YOU ARE EXCITED ABOUT<br>◦ ANY TRAVEL PLANS YOU HAVE COMING UP  |
| 18<br>• HAPPY FATHERS DAY<br>• ENGAGEMENT POST<br>◦ ONE THING YOUR FATHER TAUGHT YOU<br>◦ ONE MEMORY YOU HAVE WITH YOUR DAD | 19<br>• PAYDAY - GO LIVE<br>◦ SHARE A BENEFIT OF FITTEAM BUSINESS   | 20<br>• TRANSFORMATION POST<br>◦ SHARE A PERSONAL TRANSFORMATION                                    | 21<br>• WELLNESS EDUCATION POST<br>◦ BENEFITS OF PRODUCTS<br>◦ INCORPORATE PRODUCT INTO AN EVERYDAY PRACTICE                            | 22<br>• POST ABOUT THE BUSINESS AND OPPORTUNITY<br>◦ PERKS OF BEING IN A NETWORK MARKETING BUSINESS      | 23<br>• GO LIVE<br>◦ MAKE A FUN RECIPE LIVE<br>◦ DO PART OF YOUR WORKOUT LIVE          | 24<br>• PERSONAL POST. SOME IDEAS ARE:<br>◦ A RECIPE YOU ARE MAKING<br>◦ YOUR FAVORITE PRODUCT                        |
| 25<br>• BUSINESS POST<br>◦ ONE PERK OF THE FITTEAM BUSINESS   | 26<br>• PAYDAY - GO LIVE<br>◦ SHARE A BENEFIT OF A FITTEAM BUSINESS | 27<br>• TRANSFORMATION POST<br>◦ SHARE A STORY ABOUT HOW YOU CAN TRANSFORM BEFORE THE END OF SUMMER | 28<br>• EMPOWERING OR MOTIVATIONAL POST<br>◦ SHARE HOW YOU PLAN TO ACHIEVE YOUR GOALS IN THE NEXT SIX MONTHS<br>◦ RECOMMEND A GOOD BOOK | 29<br>• POST HEALTH RELATED CONTENT<br>◦ HOW TO STAY HYDRATED IN THE SUMMER<br>◦ FROZEN FIT POP RECIPE   | 30<br>• ENGAGEMENT POST<br>◦ TAKE A POLL ON HOW MANY ARE GOING TO AN OCEAN OVER SUMMER | 01  |

## 06. JUN

**MONDAY = MOTIVATION**

**TUESDAY = TRANSFORMATION**

**WEDNESDAY = WELLNESS**

**THURSDAY = BUSINESS**

**FRIDAY = HAVE FUN**

**SATURDAY = PERSONAL**

**SUNDAY = MIX IT UP**

# SOCIAL MEDIA CALENDAR

TWENTY TWENTY THREE

07. JUL

| SUNDAY   | MONDAY  | TUESDAY   | WEDNESDAY  | THURSDAY   | FRIDAY   | SATURDAY  |
|--|---|---|--|--|--|---|
| 25   | 26  | 27  | 28   | 29   | 30   | 01<br>• WHO IS CELEBRATING JULY 4TH THIS WEEKEND, SHARE YOUR PLANS                                    |
| 02<br>• DO YOU HAVE ANY FUN BBQ RECIPES OR ACTIVITIES              | 03<br>• WHAT IS A GOAL YOU WANT TO ACHIEVE BEFORE WINTER                              | 04<br>• JULY 4TH<br>• HOLIDAY THEMED POST                                 | 05<br>• FAVORITE OUTDOOR WORKOUT<br>• FAVORITE SUMMER RECIPE                             | 06<br>• SHARE A BENEFIT OF NETWORK MARKETING   | 07<br>• POST YOUR TOP 10 FITNESS MOVEMENTS   | 08<br>• HOW IS FITTEAM MAKING YOUR WEEKEND BETTER   |
| 09<br>• POST AN IMAGE OF SOMETHING FUN YOU DID THIS WEEKEND        | 10<br>• SHARE PAYDAY AND WHAT MOTIVATES YOU TO KEEP GOING IN THE BUSINESS             | 11<br>• KEEP THE ENERGY UP THIS SUMMER SHARE FIT AND TRANSFORMATION PHOTO | 12<br>• WHATS A SUMMER HEALTH GOAL YOU HAVE?<br>• SHARE HYDRATE GREAT FOR SUMMER         | 13<br>• SHARE A BENEFIT OF FITTEAM AS A BUSINESS<br>• TAG YOUR TEAM AND ASK THEM THE SAME QUESTION | 14<br>• SHARE FUN WAYS TO MOVE YOUR BODY DURING THE SUMMER<br>◦ POOL SWIM/<br>BEACH /<br>WALKING | 15<br>• SHARE FUN FACT ABOUT YOURSELF TURN IT INTO AN ENGAGEMENT POST AND ASK OTHERS TO SHARE AS WELL |
| 16<br>• A FUN WAY YOU ENTERTAIN KIDS OR YOURSELF DURING THE SUMMER | 17<br>• SHARE SOMETHING THAT GETS YOU MOTIVATED FOR THE WEEK AHEAD<br>• SHARE A QUOTE | 18<br>• INVITE YOUR FOLLOWERS TO TRANSFORMATION TUESDAY                   | 19<br>• SHARE YOUR FAVORITE HEALTHY GRILL OR APP RECIPE<br>• SHARE HOW FIT + IMPACTS YOU | 20<br>• EXPLAIN HOW OTHERS CAN GET STARTED WITH FITTEAM  | 21<br>• FIRST OFFICIAL DAY OF SUMMER<br>• POST YOURSELF BEING ACTIVE OUTSIDE                     | 22<br>• SHARE HOW YOU PLAN TO KICK OFF YOUR SUMMER  |
| 23<br>• SHARE A RECENT OR UPCOMING TRAVEL PLAN                     | 24<br>• HALF WAY THROUGH THE YEAR WHERE ARE YOU AT WITH YOUR YEAR END GOALS           | 25<br>• SHARE A CHALLENGE WINNER IMAGES AND INFO ABOUT TRANSFORMATION KIT | 26<br>• GO LIVE MAKING A SUMMER SMOOTHIE<br>• SHARE YOUR WORKOUT                         | 27<br>• SHARE SOMETHING FROM YOU LAST FITTEAM GATHERING/EVENT                                      | 28<br>• SHARE A FITNESS GOAL YOU HAVE, ASK OTHERS TO DO THE SAME                                 | 29<br>• SHARE A STRUGGLE YOU HAVE HAD THIS WEEK   |
| 30<br>• SHARE SOMETHING YOU ARE GRATEFUL FOR                       | 31<br>• LAST MONDAY OF THE MONTH MOTIVATION FOR                                       | 01  | 02   | 03   | 04   | 05  |

**MONDAY =  
MOTIVATION**

**TUESDAY =  
TRANSFORMATION**

**WEDNESDAY =  
WELLNESS**

**THURSDAY =  
BUSINESS**

**FRIDAY =  
FITNESS**

**SATURDAY =  
PERSONAL**

**SUNDAY =  
FUNDAY**

# SOCIAL MEDIA CALENDAR

TWENTY TWENTY THREE

| SUNDAY  | MONDAY   | TUESDAY  | WEDNESDAY  | THURSDAY  | FRIDAY   | SATURDAY   |
|---|--|--|--|---|--|--|
| 30  | 31   | 01<br><ul style="list-style-type: none"> <li>SHARE TRANSFORMATION TUESDAY WITH YOUR FOLLOWERS</li> <li>GO LIVE EXPLAINING HOW FITTEAM CAN HELP OTHERS TRANSFORM</li> </ul>     | 02<br><ul style="list-style-type: none"> <li>HYDRATE POPSICLE RECIPE GREAT FOR SUMMER AND HEALTHY</li> <li>SHARE BENEFITS OF HYDRATION</li> </ul>  | 03<br><ul style="list-style-type: none"> <li>IF YOU HAVE KIDS SHARE HOW FITTEAM HELPS YOU SPEND MORE TIME WITH THEM IN THE SUMMER</li> <li>IF NOT, SHARE HOW WORKING FROM HOME HELPS YOU ENJOY SUMMER MONTHS</li> </ul>               | 04<br><ul style="list-style-type: none"> <li>SHARE A VIDEO OR IMAGE OF YOU BEING ACTIVE                             <ul style="list-style-type: none"> <li>IF YOU USED A PRODUCT TO HELP MOTIVATE YOU SHARE THE PRODUCT AS WELL</li> </ul> </li> </ul>       | 05<br><ul style="list-style-type: none"> <li>SHARE A PEEK INSIDE YOUR PERSONAL LIFE                             <ul style="list-style-type: none"> <li>SHARE AN IMAGE OF YOUR FAMILY, PET OR YOURSELF</li> </ul> </li> </ul> |
| 06<br><ul style="list-style-type: none"> <li>POST AND IMAGE OF SOMETHING THAT MADE YOU HAPPY THIS WEEKEND</li> <li>SHARE A VIDEO CLIP OF SOMETHING YOU ARE DOING THIS SUNDAY</li> </ul> | 07<br><ul style="list-style-type: none"> <li>SHARE YOUR WHY AND HOW IT MOTIVATES YOU DAILY</li> </ul>  | 08<br><ul style="list-style-type: none"> <li>SHARE A TRANSFORMATION PHOTO</li> </ul>   | 09<br><ul style="list-style-type: none"> <li>SHARE A STORY ON HOW YOU CREATED A HEALTHY HABIT</li> <li>SHARE A PRODUCT THAT HELPS YOU ACHIEVE YOUR HEALTH GOALS</li> </ul>                                     | 10<br><ul style="list-style-type: none"> <li>EXPLAIN HOW EARNING EXTRA INCOME WITH FITTEAM CAN PREPARE YOU FOR THE UPCOMING HOLIDAY EXPENSES</li> </ul>   | 11<br><ul style="list-style-type: none"> <li>SHARE HOW YOU GOT STARTED IN YOUR FITNESS JOURNEY</li> <li>SHARE YOUR CONTINUED FITNESS GOALS</li> </ul>  | 12<br><ul style="list-style-type: none"> <li>SHARE YOUR WEEKEND PLANS</li> <li>POST A FUN FACT ABOUT YOURSELF AND ASK YOUR FOLLOWERS TO DO THE SAME</li> </ul>   |
| 13<br><ul style="list-style-type: none"> <li>SHARE A FUN TIME YOU HAVE HAD WITH FITTEAM</li> <li>SHARE HOW FITTEAM HAS ALLOWED YOU TO HAVE MORE FUN IN LIFE</li> </ul>                  | 14<br><ul style="list-style-type: none"> <li>ASK YOUR FOLLOWERS TO SHARE THEIR FAVORITE MOTIVATIONAL QUOTE</li> <li>ASK YOUR FOLLOWERS TO SHARE THEIR FAVORITE SUMMER READ</li> </ul>  | 15<br><ul style="list-style-type: none"> <li>SHARE A DIAMOND DOCUMENTARY</li> <li>SHARE A PERSONAL TRANSFORMATION YOU HAVE MADE PHYSICALLY, MENTALLY OR FINANCIALLY</li> </ul> | 16<br><ul style="list-style-type: none"> <li>SHARE YOUR FAVORITE WEEK NIGHT FAMILY RECIPE</li> </ul>   | 17<br><ul style="list-style-type: none"> <li>SHARE HOW YOUR FITTEAM NETWORK HAS IMPACTED YOUR LIFE</li> </ul>   | 18<br><ul style="list-style-type: none"> <li>SHARE AN ACTIVITY YOU LIKE TO DO IN THE SUMMER THAT KEEPS YOUR BODY MOVING                             <ul style="list-style-type: none"> <li>ASK YOUR FOLLOWERS TO SHARE THEIRS AS WELL</li> </ul> </li> </ul> | 19<br><ul style="list-style-type: none"> <li>SHARE A CURRENT STRUGGLE AND HOW YOU ARE DEALING WITH IT</li> <li>SHARE YOUR MOST RECENT SUCCESS</li> </ul>   |
| 20<br><ul style="list-style-type: none"> <li>SHARE SOMETHING FUN YOU ARE LOOKING FORWARD TO</li> </ul>  | 21<br><ul style="list-style-type: none"> <li>MONDAY MINDSET, SHARE HOW YOU PLAN TO SUCCEED THIS WEEK                             <ul style="list-style-type: none"> <li>SHARE SOME GOALS YOU HAVE FOR THIS WEEK</li> </ul> </li> </ul> | 22<br><ul style="list-style-type: none"> <li>SHARE HOW YOUR MINDSET HAS TRANSFORMED SINCE YOU HAVE STARTED WITH FITTEAM</li> </ul>   | 23<br><ul style="list-style-type: none"> <li>SHARE A VIDEO OF YOU MAKING A LEAN SMOOTHIE                             <ul style="list-style-type: none"> <li>THE PERFECT SUMMER SNACK</li> </ul> </li> </ul>    | 24<br><ul style="list-style-type: none"> <li>SHARE A FUN MEMORY OF A FITTEAM EVENT, TRIP OR EXPERIENCE</li> </ul>   | 25<br><ul style="list-style-type: none"> <li>SHARE A FITTEAM WORKOUT</li> <li>GO LIVE DOING A WORKOUT</li> </ul>   | 26<br><ul style="list-style-type: none"> <li>SHARE A STORY ABOUT YOURSELF</li> <li>SHARE A CURRENT PROJECT YOU HAVE GOING ON</li> <li>POST YOUR FAVORITE THING IN YOUR OFFICE</li> </ul>                                     |
| 27<br><ul style="list-style-type: none"> <li>ASK YOUR FOLLOWERS THEIR FAVORITE FUN MEMORY</li> <li>ASK YOUR FOLLOWERS THEIR FAVORITE FUN ACTIVITY OR GAME</li> </ul>                    | 28<br><ul style="list-style-type: none"> <li>LAST MONDAY OF THE MONTH POST ABOUT FINISHING THE MONTH STRONG</li> </ul>   | 29<br><ul style="list-style-type: none"> <li>THERE IS STILL TIME TO REACH YOUR HEALTH GOALS BY THE NEW YEAR</li> <li>SHARE TRANSFORMATION KIT</li> </ul>                       | 30<br><ul style="list-style-type: none"> <li>ENGAGEMENT POST                             <ul style="list-style-type: none"> <li>ASK YOUR FOLLOWERS THEIR FAVORITE HEALTHY SNACK AND WHY</li> </ul> </li> </ul> | 31<br><ul style="list-style-type: none"> <li>SHARE HOW ANYONE CAN START THEIR FITTEAM BUSINESS TODAY                             <ul style="list-style-type: none"> <li>FOCUS ON ALL-IN AND TRANSFORMATION KIT</li> </ul> </li> </ul> | 01   | 02   |

# 08.AUG

**MONDAY = MOTIVATION**

**TUESDAY = TRANSFORMATION**

**WEDNESDAY = WELLNESS**

**THURSDAY = BUSINESS**

**FRIDAY = FITNESS**

**SATURDAY = PERSONAL**

**SUNDAY = FUNDAY**



# SOCIAL MEDIA CALENDAR

TWENTY TWENTY THREE

| SUNDAY   | MONDAY   | TUESDAY   | WEDNESDAY  | THURSDAY   | FRIDAY  | SATURDAY  |
|--|--|---|--|--|---|---|
| 27   | 28   | 29  | 30   | 31   | 01<br>• WEEKEND IS ALMOST HERE POST SOMETHING INSPIRING ABOUT THE WEEKEND AHEAD | 02<br>• POST SOMETHING EDUCATIONAL ABOUT YOUR FAVORITE FITTEAM PRODUCT<br>◦ INGREDIENTS<br>◦ BENEFITS |
| 03<br>• POST AN EASY WORK OUT<br>• SHARE A SELFIE OF YOU ON A WALK   | 04<br>• SHOW A BEHIND THE SCENES POST OF YOUR MONDAY   | 05<br>• PROMOTE A FITTEAM PRODUCT TRANSFORMATION PHOTO FOR FIT & FIT +                          | 06<br>• PROMOTE ONE BENEFIT OF WORKING FOR FITTEAM<br>◦ FREEDOM TO WORK ANYWHERE - SHARE PHOTO   | 07<br>• ENGAGEMENT POST ASK A QUESTION<br>◦ DO YOU LOVE FALL?<br>◦ SHARE EXCITING PLANS FOR THE WEEKEND      | 08<br>• POST AN END OF THE WEEK SELFIE  | 09<br>• POST SOMETHING EDUCATIONAL ABOUT A FITTEAM PRODUCT<br>◦ INGREDIENTS<br>◦ BENEFITS             |
| 10<br>• POST YOUR WORKOUT PLANS FOR THE WEEK<br>• SHARE A WORKOUT GOAL YOU HAVE  | 11<br>• SHARE YOUR FAVORITE QUOTE AND WHAT IT MEANS TO YOU THIS MONDAY                           | 12<br>• PROMOTE A FITTEAM PRODUCT TRANSFORMATION FOR LEAN + IMMUNE                              | 13<br>• PROMOTE ONE BENEFIT OF WORKING FOR FITTEAM<br>◦ RESIDUAL INCOME - POST A FACT ABOUT HOW THIS HAS HELPED YOU<br>◦ SHARE A STORY | 14<br>• ASK A TRUE FALSE QUESTION ABOUT A FITTEAM PRODUCT<br>• ASK A TRUE FALSE QUESTION ABOUT A HEALTH FACT | 15<br>• POST A PICTURE OF YOU HAVING FUN WITH YOUR SPOUSE OR FAMILY             | 16<br>• POST SOMETHING EDUCATIONAL ABOUT A FITTEAM PRODUCT<br>◦ INGREDIENTS<br>◦ BENEFITS             |
| 17<br>• START A "MY LIFE IS GOOD WEEK CHALLENGE" POST SOMETHING EVERYDAY FOR THE NEXT WEEK THAT MAKES YOU HAPPY AND LOVE YOUR LIFE | 18<br>• POST FOR "MY LIFE IS GOOD CHALLENGE"<br>◦ TRY RELATING A POST TO THE FITTEAM OPPORTUNITY | 19<br>• POST FOR "MY LIFE IS GOOD CHALLENGE"<br>◦ TRY RELATING A GOOD LIFE TO A FITTEAM PRODUCT | 20<br>• POST FOR "MY LIFE IS GOOD CHALLENGE"   | 21<br>• POST FOR "MY LIFE IS GOOD CHALLENGE"   | 22<br>• POST FOR "MY LIFE IS GOOD CHALLENGE"                                    | 23<br>• POST FOR "MY LIFE IS GOOD CHALLENGE"  |
| 24<br>• ENDING POST OF "MY LIFE IS GOOD CHALLENGE"<br>• POST WHAT YOU LEARNED FROM THIS CHALLENGE AND THE IMPORTANCE OF GRATITUDE  | 25<br>• MOTIVATION MONDAY POST SHARE 3 REASONS WHY MONDAYS MATTERS TO YOU.                       | 26<br>• PROMOTE A FITTEAM TRANSFORMATION PHOTO FROM ALL-IN KIT OR TRANSFORMATION KIT            | 27<br>• PROMOTE ONE BENEFIT OF WORKING FOR FITTEAM<br>◦ BUILT IN SUPPORT SYSTEM - SHARE AND TAG YOUR TEAM<br>◦ SHARE A DIAMOND DOC     | 28<br>• ASK PEOPLE TO SHARE THEIR BEST WELLNESS TIPS   | 29<br>• TAKE A POLL ASK PEOPLE THEIR FAVORITE WEEKEND ACTIVITY                  | 30<br>• POST SOMETHING EDUCATIONAL ABOUT AN INGREDIENT OR BENEFITS OF A FITTEAM PRODUCT               |

# 09.SEP

**MONDAY =  
MOTIVATION**

**TUESDAY =  
TRANSFORMATION**

**WEDNESDAY =  
WORK PERKS**

**THURSDAY =  
TRIVIA**

**FRIDAY =  
HAVE FUN**

**SATURDAY =  
SMART**

**SUNDAY =  
ACTIVE**

# SOCIAL MEDIA CALENDAR

TWENTY TWENTY THREE

| SUNDAY   | MONDAY   | TUESDAY   | WEDNESDAY  | THURSDAY   | FRIDAY  | SATURDAY   |
|--|--|---|--|--|---|--|
| <p>01</p> <ul style="list-style-type: none"> <li>FIRST SUNDAY OF THE MONTH</li> <li>POST ABOUT HOW YOU ARE PREPARING FOR THE WEEK AHEAD</li> </ul>                   | <p>02</p> <ul style="list-style-type: none"> <li>POST YOUR WORKSPACE AND MINDSET FOR THE WEEK</li> </ul>                                   | <p>03</p> <ul style="list-style-type: none"> <li>SHARE A TESTIMONIAL ABOUT FIT AND FIT+</li> </ul>  | <p>04</p> <ul style="list-style-type: none"> <li>POST A WORKOUT YOU COULD DO AS A FAMILY</li> </ul>                            | <p>05</p> <ul style="list-style-type: none"> <li>THANKFUL POST FOR YOUR CUSTOMERS AND FOLLOWERS</li> </ul>   | <p>06</p> <ul style="list-style-type: none"> <li>FOLLOWER ENGAGEMENT</li> <li>ASK YOUR FOLLOWERS A QUESTION</li> <li>POLL YOUR FOLLOWERS</li> </ul>   | <p>07</p> <ul style="list-style-type: none"> <li>START A WEEKEND CHALLENGE                             <ul style="list-style-type: none"> <li>PUSH UP</li> <li>SIT UP</li> <li>PLAN</li> <li>NO SUGAR</li> <li>ONLY VEGGIES</li> </ul> </li> </ul> |
| <p>08</p> <ul style="list-style-type: none"> <li>SHARE A HIGHLIGHT FROM THE WEEKEND</li> </ul>   | <p>09</p> <ul style="list-style-type: none"> <li>SHARE SOMETHING GREAT THAT HAS HAPPENED SINCE YOU JOINED FITTEAM</li> </ul>               | <p>10</p> <ul style="list-style-type: none"> <li>SHARE A TESTIMONIAL ABOUT THE FITTEAM OPPORTUNITY</li> </ul>                                       | <p>11</p> <ul style="list-style-type: none"> <li>POST A GOOD HABIT YOU HAVE OR WANT TO INSTILL MOVING FORWARD</li> </ul>       | <p>12</p> <ul style="list-style-type: none"> <li>ENGAGEMENT POST ABOUT NETWORK MARKETING: I.E POLL ABOUT WHO WANTS TO WORK FROM HOME OR YES OR NO ON DO YOU LIKE WORKING WITH FRIENDS</li> </ul> | <p>13</p> <ul style="list-style-type: none"> <li>FREEBIE GIVEAWAY DAY                             <ul style="list-style-type: none"> <li>TRY GIVING AWAY A \$5 GIFT CARD</li> </ul> </li> </ul> | <p>14</p> <ul style="list-style-type: none"> <li>POST A SELFIE</li> </ul>  |
| <p>15</p> <ul style="list-style-type: none"> <li>POST ONE FUN THING YOU DID OR ARE GOING TO DO THIS WEEKEND</li> </ul>   | <p>16</p> <ul style="list-style-type: none"> <li>SHARE YOUR MINDSET FOR THE DAY AND WHAT YOU PLAN TO ACCOMPLISH</li> </ul>                 | <p>17</p> <ul style="list-style-type: none"> <li>SHARE A TESTIMONIAL ABOUT HYDRATE, LEAN AND/OR IMMUNE</li> </ul>                                   | <p>18</p> <ul style="list-style-type: none"> <li>POST A SHOCKING HEALTH FACT</li> </ul>  | <p>19</p> <ul style="list-style-type: none"> <li>SHARE FITTEM BRAND VALUES AND WHAT THEY MEAN TO YOU</li> </ul>  | <p>20</p> <ul style="list-style-type: none"> <li>SHARE YOUR FAVORITE FITTEAM PRODUCT</li> </ul>   | <p>21</p> <ul style="list-style-type: none"> <li>SHARE YOUR SATURDAY PLANS</li> </ul>  |
| <p>22</p> <ul style="list-style-type: none"> <li>ENGAGEMENT POST ABOUT WHAT YOUR FAVORITE SUNDAY FUNDAY ACTIVITY IS</li> </ul>                                       | <p>23</p> <ul style="list-style-type: none"> <li>TALK ABOUT THE IMPORTANCE OF HAVING A PLAN OF ACTION</li> <li>POST ABOUT GOALS</li> </ul> | <p>24</p> <ul style="list-style-type: none"> <li>SHARE A TESTIMONIAL ABOUT WEIGHT LOSS</li> <li>SHARE A PROGRESS PHOTO</li> </ul>                   | <p>25</p> <ul style="list-style-type: none"> <li>WHO'S READY FOR WINTER?</li> <li>TIPS AND TRICKS FOR WINTER MONTHS</li> </ul> | <p>26</p> <ul style="list-style-type: none"> <li>SHARE WHERE YOU ARE FROM AND SOMETHING YOU ARE THANKFUL ABOUT YOUR HOME/HOMETOWN</li> </ul>   | <p>27</p> <ul style="list-style-type: none"> <li>SHARE A FAVORITE ACTIVITY YOU LIKE TO DO</li> <li>ASK OTHERS TO SHARE THEIR FAVORITE WEEKEND ACTIVITY</li> </ul>                               | <p>28</p> <ul style="list-style-type: none"> <li>POST A FUN FACT ABOUT YOURSELF</li> </ul>   |
| <p>29</p> <ul style="list-style-type: none"> <li>ENGAGEMENT POST ASK OTHERS IF THEY HAVE ANY FUN PLANS FOR THE WEEK</li> <li>POST SOMETHING YOU DID TODAY</li> </ul> | <p>30</p> <ul style="list-style-type: none"> <li>END OF THE YEAR MINDSET ONLY TWO MONTHS LEFT HOW DO YOU PLAN TO FINISH STRONG</li> </ul>  | <p>31</p> <ul style="list-style-type: none"> <li>HALLOWEEN</li> <li>SHARE YOUR PLANS FOR THE NIGHT</li> <li>SHARE YOUR HALLOWEEN COSTUME</li> </ul> | <p>01</p>  | <p>02</p>  | <p>03</p>   | <p>04</p>  |

# 10. OCT

**MONDAY = MOTIVATION/ MINDSET**

**TUESDAY = TESTIMONIAL**

**WEDNESDAY = WELLNESS**

**THURSDAY = BUSINESS/ THANKFUL**

**FRIDAY = FAVORITES**

**SATURDAY = PERSONAL**

**SUNDAY = FUNDAY**

# SOCIAL MEDIA CALENDAR

TWENTY TWENTY THREE

| SUNDAY  | MONDAY  | TUESDAY  | WEDNESDAY   | THURSDAY   | FRIDAY  | SATURDAY   |
|---|---|--|---|--|---|--|
| 29  | 30  | 31   | 01<br><ul style="list-style-type: none"> <li>WELLNESS WEDNESDAY</li> <li>DIABETES MONTH                             <ul style="list-style-type: none"> <li>POST AN ARTICLE ABOUT AWARENESS</li> </ul> </li> </ul>                       | 02<br><ul style="list-style-type: none"> <li>THIRSTY THURSDAY                             <ul style="list-style-type: none"> <li>FIT DRINK</li> <li>SHARE A VIDEO OF YOU DRINKING OR MIXING</li> </ul> </li> </ul>   | 03<br><ul style="list-style-type: none"> <li>FLASHBACK FRIDAY</li> <li>HAPPY BIRTHDAY LEAN CREATED IN 2016</li> </ul>       | 04<br><ul style="list-style-type: none"> <li>SHARE SOMETHING GOOD THAT HAPPENED DURING THE WEEK</li> </ul>       |
| 05<br><ul style="list-style-type: none"> <li>SUNDAY FUNDAY                             <ul style="list-style-type: none"> <li>SHARE YOUR FAMILY AND FRIENDS</li> </ul> </li> </ul>  | 06<br><ul style="list-style-type: none"> <li>MOTIVATION MONDAY                             <ul style="list-style-type: none"> <li>NEVER MISS A MONDAY</li> <li>QUOTE OR EXERCISE</li> </ul> </li> </ul>                             | 07<br><ul style="list-style-type: none"> <li>TRANSFORMATION TUESDAY                             <ul style="list-style-type: none"> <li>PROMOTE TUESDAY ZOOM</li> </ul> </li> </ul>   | 08<br><ul style="list-style-type: none"> <li>WELLNESS WEDNESDAY</li> <li>DIABETES MONTH                             <ul style="list-style-type: none"> <li>POST A TESTIMONIAL</li> </ul> </li> </ul>                                    | 09<br><ul style="list-style-type: none"> <li>THIRSTY THURSDAY                             <ul style="list-style-type: none"> <li>FIT + AND FIT</li> <li>SHARE BENEFITS OF USING FIT WITH FIT+</li> </ul> </li> </ul>   | 10<br><ul style="list-style-type: none"> <li>FLASHBACK FRIDAY</li> <li>SHARE AN IMAGE FROM A FITTEAM EVENT</li> </ul>       | 11<br><ul style="list-style-type: none"> <li>SHARE SOMETHING THAT YOU OVERCAME THIS WEEK</li> </ul>              |
| 12<br><ul style="list-style-type: none"> <li>SUNDAY FUNDAY                             <ul style="list-style-type: none"> <li>SELFCARE DAY</li> </ul> </li> </ul>   | 13<br><ul style="list-style-type: none"> <li>MOTIVATION MONDAY                             <ul style="list-style-type: none"> <li>NEVER MISS A MONDAY</li> <li>QUOTE OR EXERCISE</li> </ul> </li> </ul>                             | 14<br><ul style="list-style-type: none"> <li>TRANSFORMATION TUESDAY                             <ul style="list-style-type: none"> <li>YOU CAN LOSE A TURKEY BY THANKSGIVING</li> </ul> </li> </ul>                        | 15<br><ul style="list-style-type: none"> <li>WELLNESS WEDNESDAY</li> <li>DIABETES MONTH                             <ul style="list-style-type: none"> <li>POST HOW FITTEAM PRODUCT CAN HELP WITH OVERALL HEALTH</li> </ul> </li> </ul> | 16<br><ul style="list-style-type: none"> <li>THIRSTY THURSDAY                             <ul style="list-style-type: none"> <li>LEAN DRINK</li> <li>SHARE A RECIPE</li> <li>SHARE AN IMAGE OF YOU DRINKING</li> </ul> </li> </ul>   | 17<br><ul style="list-style-type: none"> <li>FLASHBACK FRIDAY</li> <li>SHARE A PERSONAL FLASHBACK</li> </ul>                | 18<br><ul style="list-style-type: none"> <li>SHARE SOMETHING THAT YOU ARE LOOKING FORWARD TO</li> </ul>          |
| 19<br><ul style="list-style-type: none"> <li>SUNDAY FUNDAY                             <ul style="list-style-type: none"> <li>SHARE SOMETHING YOU ARE EXCITED FOR</li> <li>SHARE A SHOPPING EXPERIENCE</li> </ul> </li> </ul> | 20<br><ul style="list-style-type: none"> <li>MOTIVATION MONDAY                             <ul style="list-style-type: none"> <li>NEVER MISS A MONDAY</li> <li>QUOTE OR EXERCISE</li> </ul> </li> </ul>                             | 21<br><ul style="list-style-type: none"> <li>TRANSFORMATION TUESDAY                             <ul style="list-style-type: none"> <li>SHARE THE FITTEAM FACEBOOK PAGE</li> </ul> </li> </ul>                              | 22<br><ul style="list-style-type: none"> <li>WELLNESS WEDNESDAY</li> <li>DIABETES MONTH                             <ul style="list-style-type: none"> <li>POST ONE THING YOU DO TO SUPPORT YOUR HEALTH</li> </ul> </li> </ul>          | 23<br><ul style="list-style-type: none"> <li>THANKSGIVING                             <ul style="list-style-type: none"> <li>SHARE SOMETHING YOU ARE THANKFUL FOR</li> </ul> </li> <li>THIRSTY THURSDAY                             <ul style="list-style-type: none"> <li>HYDRATE DRINK GOOD FOR ALL</li> </ul> </li> </ul> | 24<br><ul style="list-style-type: none"> <li>FLASHBACK FRIDAY</li> <li>IF THERE IS A BLACK FRIDAY PROMO SHARE IT</li> </ul> | 25<br><ul style="list-style-type: none"> <li>SHARE A FUN FACT ABOUT YOU AND ASK OTHERS TO DO THE SAME</li> </ul> |
| 26<br><ul style="list-style-type: none"> <li>SUNDAY FUNDAY                             <ul style="list-style-type: none"> <li>SHARE SOMETHING YOU DID OR ARE DOING THIS WEEKEND FOR RECREATION</li> </ul> </li> </ul>         | 27<br><ul style="list-style-type: none"> <li>MOTIVATION MONDAY                             <ul style="list-style-type: none"> <li>NEVER MISS A MONDAY</li> <li>QUOTE OR EXERCISE</li> <li>CYBER MONDAY DEALS</li> </ul> </li> </ul> | 28<br><ul style="list-style-type: none"> <li>TRANSFORMATION TUESDAY                             <ul style="list-style-type: none"> <li>SHARE A PERSONAL TRANSFORMATION</li> <li>DIAMOND DOCUMENTARY</li> </ul> </li> </ul> | 29<br><ul style="list-style-type: none"> <li>WELLNESS WEDNESDAY</li> <li>DIABETES MONTH                             <ul style="list-style-type: none"> <li>POST A DIET TIP</li> </ul> </li> </ul>                                       | 30<br><ul style="list-style-type: none"> <li>THIRSTY THURSDAY                             <ul style="list-style-type: none"> <li>IMMUNE DRINK</li> <li>DONT GET SICK BEFORE THE HOLIDAYS</li> </ul> </li> </ul>  | 01  | 02   |

# 11. NOV

**MONDAY = MOTIVATION**

**TUESDAY = TRANSFORM**

**WEDNESDAY = WELLNESS**

**THURSDAY = THIRSTY**

**FRIDAY = FLASHBACK**

**SATURDAY = PERSONAL**

**SUNDAY = FUNDAY**

# SOCIAL MEDIA CALENDAR

TWENTY TWENTY THREE

# 12. DEC

| SUNDAY   | MONDAY   | TUESDAY  | WEDNESDAY  | THURSDAY   | FRIDAY   | SATURDAY   |
|--|--|--|--|--|--|--|
| 26   | 27   | 28   | 29   | 30   | 01<br>• OFFICIAL HOLIDAY SEASON<br>• WAYS YOU ARE GOING TO MAKE A DECEMBER TO REMEMBER | 02<br>• SHARE SOMETHING GOOD THAT HAPPENED THIS PAST WEEK                            |
| 03<br>• SHARE A POST WITH YOUR FAMILY OR FRIENDS   | 04<br>• MOTIVATION MONDAY<br>◦ NEVER MISS A MONDAY<br>◦ QUOTE OR EXERCISE    | 05<br>• TRANSFORMATION TUESDAY<br>◦ WHY WAIT FOR THE NEW YEAR START YOUR RESOLUTIONS NOW | 06<br>• SHARE A RECIPE USING A FITTEAM PRODUCT                                     | 07<br>• THIRSTY THURSDAY<br>◦ SHARE FIT AND HOW IT CAN MAKE A GREAT GIFT                 | 08<br>• FLASHBACK FRIDAY<br>◦ FITTEAM EVENT<br>◦ FITTEAM GATHERING                     | 09<br>• SHARE ONE GOOD PERSONAL MEMORY FROM THE HOLIDAY SEASON                       |
| 10<br>• ARE YOU DONE WITH HOLIDAY SHOPPING?<br>• SHARE SOMETHING YOU ARE EXCITED TO GIVE | 11<br>• MOTIVATION MONDAY<br>◦ NEVER MISS A MONDAY<br>◦ QUOTE OR EXERCISE    | 12<br>• TRANSFORMATION TUESDAY<br>◦ SHARE THE FITTEAM FACEBOOK PAGE AND A TRANSFORMATION | 13<br>• SHARE A VIDEO OF YOU MAKING OR USING OUR PRODUCT<br>• SHARE WHY YOU USE IT | 14<br>• START A 12 DAYS UNTIL CHRISTMAS COUNTDOWN<br>• SHARE HOW FIT+ MAKES A GREAT GIFT | 15<br>• 11 DAYS UNTIL CHRISTMAS<br>• FLASH BACK TO YOUR FAVORITE GIFT AS A CHILD       | 16<br>• 10 DAYS UNTIL CHRISTMAS<br>• IS LEAN ON YOUR CHRITSMAS LIST? SHARE BENEFITS  |
| 17<br>• 9 DAYS UNTIL CHRISTMAS<br>• ARE YOU DONE WITH YOUR SHOPPING?                     | 18<br>• 8 DAYS UNTIL CHRISTMAS<br>• MOTIVATION MONDAY<br>◦ QUOTE OR EXERCISE | 19<br>• 7 DAYS UNTIL CHRISTMAS<br>• TREAT YOURSELF TO HEALTH GRAB A TRANSFORMATION KIT   | 20<br>• 6 DAYS UNTIL CHRISTMAS<br>• SHARE A CHRITSMAS RECIPE                       | 21<br>• 5 DAYS UNTIL CHRISTMAS<br>• SHARE HOW HYDRATE IS GREAT FOR EVERYONE              | 22<br>• 4 DAYS UNTIL CHRISTMAS<br>• FLASHBACK TO YOUR FAVORITE CHRISTMAS MEMORY        | 23<br>• 3 DAYS UNTIL CHRISTMAS<br>• SHARE HOW THE FITTEAM OPPORTUNITY HAS HELPED YOU |
| 24<br>• 2 DAYS UNTIL CHRISTMAS<br>• SHARE YOUR FAVORITE THING ABOUT THE HOLIDAYS         | 25<br>• CHRISTMAS DAY<br>• POST WITH YOUR FAMILY                             | 26<br>• TRANSFORMATION TUESDAY<br>• SHARE DIAMOND DOCUMENTARY                            | 27<br>• SHARE A WORKOUT PLAN YOU PLAN TO DO IN THE NEW YEAR                        | 28<br>• THIRSTY THURSDAY   | 29<br>• FLASHBACK TO CHRISTMAS   | 30<br>• SHARE WHAT YOU HAVE PLANNED NEW YEARS EVE                                    |
| 31<br>• NEW YEARS EVE<br>• CELEBRATION POST  | 01   | 02   | 03   | 04   | 05   | 06   |

**MONDAY = MOTIVATION**

**TUESDAY = TRANSFORM**

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