



SOCIAL MEDIA TIPS FOR DDPY INSTRUCTORS

TALKING ABOUT DDPY

SHORT DESCRIPTION

DDPY Fitness is a unique program that anyone can do. We're not just focused on building a better body, we're focused on better health overall and delivering higher quality of life for everyone.

We know that our bodies and minds work together to create a healthy life. That's why our program is designed around three core areas that work together to improve overall health and wellness:

FITNESS • NUTRITION • COMMUNITY

THE DDPY STORY

The Diamond Dallas Page (DDP) story IS the heart of DDPY, a fitness program born out of necessity and reality. After years of wrestling injuries, including a broken back, DDP developed a real-life workout that completely gave him his life back. If it could work for him, why not share it with others who want to Own Their Lives again too?

The genius behind DDPY started from the very beginning with a genuine focus on helping people live better. From DDP's epic comeback in the ring to the lives we've helped transform to our decades of hard work, there's no fitness program in the world that helps people Own Their Lives more than DDPY.

OFFICIAL HASHTAGS TO FOLLOW AND USE

#DDPYWORKS

#DDPYCERTIFIED

#DDPY

#TEACHDDPY

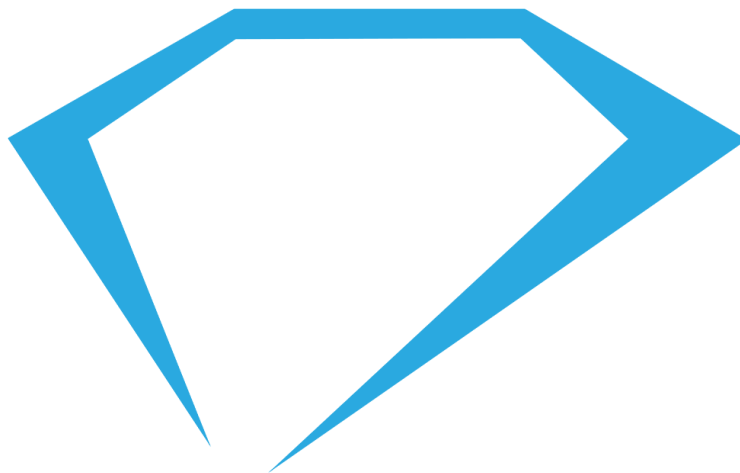
#BEUNSTOPPABLE

#PositivelyUnstoppable

#DDPYOGA

#OWNYOURLIFE

#PayItForward



WEBSITE ESSENTIALS

HERE ARE A FEW
SUGGESTED ITEMS TO
PUT ON YOUR WEBSITE.

YOUR STORY

Help people get to know you and why you are passionate about teaching DDPY to others.

CLASS SCHEDULE

Tell people how they can join your classes or schedule time to work with you one-on-one.

HOW TO CONNECT WITH YOU

Include links to your social media networks and a way for people to contact you with questions.

PHOTOS

Show people what DDPY looks like and what they can expect if they join you for a class.

VIDEOS

Short videos of class highlights, no longer than 60 secs in length. It's important not to include the complete workouts.



SOCIAL MEDIA TIPS

Try and post daily! Let people know who you are, show them your personality. It all doesn't have to be DDPY related. Sometimes even empowering quotes go a long way.

Stop caring what people think!

You're spreading positivity, if someone has an issue with that, it's their problem, not yours!

Tell YOUR story

There are plenty of people that are going to relate to you and the journey that you've taken. Share your successes and your failures, most importantly share your "Why".

You can never share your story TOO MUCH

There is always someone who might be seeing your story for the first time!

Share educational content

Give people information on fitness, DDPY, staying healthy, and more! This could be meal planning, how you approach your workouts, and even small tips and tricks you've discovered along the way.

Post Photos As Much As Possible

Posts that have photos uploaded with them tend to perform better on Facebook than posts that just have a link or text.

Motivate People

Share motivational quotes and stories to get people fired up and inspired to join your classes.

Ask for Reviews

Periodically remind your classes that they can go on your Facebook page to leave you a review.

Don't Worry About the Number of Likes

The number of people liking your page doesn't matter as much as the number of people engaging with your content. Make sure your posts are engaging and getting reactions/comments/shares

Stay positive!

There's plenty of negativity out there, don't be a part of it! With your posting, stay as positive as possible. When someone sees negative where they expect to see positive that may turn them off. That doesn't mean lying about your current situation, it just means doing your best to find the positive.

Don't forget the tags!

Tags are super useful in people finding your content! Don't worry about going a little tag crazy!

WHAT TO POST

It's best to provide as much value as you can with your postings.

Post about your life!

So much of what you're doing and going through is repeatable. Don't be afraid to share! It could be something that you're struggling with, a little victory or just a goofy story.

Post about your lifestyle!

Show people what you're doing! It could be a certain position that you're working on like Black Crow or just you working out. The end of workout cards are great to post as well to show your progress!

Motivate People

Share motivational quotes and stories to get people fired up and inspired to join your classes.

Create engagement

Don't be afraid to ask question! Ask what people would like to see in the next workout or ask what questions people may have. Flex those expert muscles!

Ask for Reviews

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Don't Worry About the Number of Likes

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Videos are great content!

There are so many things that you can create a video for! It could be a tip of the day, personal thoughts, struggles that you're dealing with or tips and tricks that you've learned.



PHOTO TIPS



1 **Light the Room**

Make sure there's as much light on in the room as possible when taking photos. Dark photos are the worst!

2 **Get Snug**

For photos, try to have everyone in the class concentrate in one area. If people are too spread out it'll make the class look empty.

3 **Use a Good Phone or Camera**

You don't need a fancy camera, but make sure you're using a phone that's got a good resolution and the photos aren't turning out blurry.

4 **Get Creative**

Don't always take the same photo. Experiment with different angles and levels. Don't only take the standard "Diamond Cutter" group shot after class.

5 **Tell a Story**

Use photos (or a quick video) to tell the story of what you do in class. How has someone progressed with a specific position? Are there lots of different types of people modifying? Does your class size continue to grow? What do you want someone to think or feel when they see that photo?

PHOTO IDEAS



RESOURCES

DDPY has libraries of our success videos on Youtube, FB, Twitter and Instagram and you can share any of them to help inspire your potential classes.

Canva.com

Templates to create social graphics, flyers, and beautiful looking content

Hootsuite.com

Free tools to schedule and post to your Social Networks

Wix.com

Easy drag-and-drop template to build a website

SquareSpace.com

Easy drag and drop website with many website templates.

GoDaddy.com

Purchase your domain name and has an easy website builder that is available with some subscriptions and also support wordpress.

DDPY Graphics

For all the DDPY Logos and colors check out the Graphic Resources page on the certification site or just visit this link: <https://www.ddpyogacertification.com/ddpy-graphic-resources/>

