

August 2023 Fitness Content Calendar

Use these post ideas to plan your social media content for the month.

Week 1: August 1 - 5

8/1/2023	Back to School Month Offer fitness tips and routines for students going back to school. Suggested Hashtags: #BackToSchoolFitness #StudentWorkouts
8/2/2023	Summer Sun Safety Month Educate followers on staying safe and healthy under the sun. Suggested Hashtags: #SunSafetyMonth #SummerWellness
8/3/2023	National Golf Month Celebrate the sport of golf and its fitness benefits. Suggested Hashtags: #NationalGolfMonth #GolfFitness

August 2023 Fitness Content Calendar

8/4/2023	National Wellness Month Advocate for overall wellness and self-care practices. Suggested Hashtags: #NationalWellnessMonth #SelfCare
8/5/2023	Blogger Day (August 5) Collaborate with bloggers on fitness-related content. Suggested Hashtags: #BloggerDay #FitnessCollab

Week 2: August 6 - 12

8/6/2023	Client Testimonials Feature positive feedback from satisfied clients. Suggested Hashtags: #ClientTestimonials #HappyClients
8/7/2023	Purple Heart Day (August 7) Honor and support veterans' health and fitness journey. Suggested Hashtags: #PurpleHeartDay #VeteransFitness

August 2023 Fitness Content Calendar

8/8/2023	Workout of the Day (WOD) Share a challenging workout routine with instructions. Suggested Hashtags: #WorkoutOfTheDay #WOD
8/9/2023	National Book Lovers Day (August 9) Recommend fitness and health-related books. Suggested Hashtags: #BookLoversDay #FitnessReads
8/10/2023	Quick Fitness Tips Offer bite-sized fitness advice for busy individuals. Suggested Hashtags: #QuickFitnessTips #FitTips
8/11/2023	Recipe Roundup Share healthy and delicious recipes for fitness goals. Suggested Hashtags: #HealthyRecipes #FitnessFood
8/12/2023	National Bowling Day (August 12) Showcase fun workouts inspired by bowling. Suggested Hashtags: #BowlingDay #FitnessBowling

Week 3: August 13 - 19

8/13/2023	Behind-the-Scenes Showcase a sneak peek of training sessions or setup. Suggested Hashtags: #BehindTheScenes #GymLife
8/14/2023	Motivational Quotes Share inspiring quotes to encourage followers. Suggested Hashtags: #MotivationalQuotes #FitnessMotivation
8/15/2023	National Relaxation Day (August 15) Promote relaxation techniques for mental wellness. Suggested Hashtags: #RelaxationDay #MindfulnessFitness
8/16/2023	Wellness Wednesday Offer tips for overall wellness and self-care. Suggested Hashtags: #WellnessWednesday #SelfCare

August 2023 Fitness Content Calendar

8/17/2023	Stretching Routine Share a series of exercises to improve flexibility. Suggested Hashtags: #StretchingRoutine #Flexibility
8/18/2023	Flex Friday Show off clients' progress and celebrate achievements. Suggested Hashtags: #FlexFriday #FitnessProgress
8/19/2023	World Photo Day (August 19) Encourage followers to capture fitness moments. Suggested Hashtags: #WorldPhotoDay #FitnessPhotography

Week 4: August 20 - 26

8/20/2023	Post-Workout Nutrition Educate on the importance of post-workout meals. Suggested Hashtags: #PostWorkoutNutrition #RecoveryFuel
------------------	--

August 2023 Fitness Content Calendar

8/21/2023	National Senior Citizens Day (August 21) Provide fitness tips for seniors and elders. Suggested Hashtags: #SeniorCitizensDay #ElderFitness
8/22/2023	Transformation Tuesday Highlight a client's fitness journey and progress. Suggested Hashtags: #TransformationTuesday #FitnessJourney
8/23/2023	World Water Week (August 23-September 1) Advocate for hydration and water-based workouts. Suggested Hashtags: #WorldWaterWeek #HydrationFitness
8/24/2023	National Waffle Day (August 24) Share healthy waffle recipes for fitness enthusiasts. Suggested Hashtags: #WaffleDay #FitnessRecipes

August 2023 Fitness Content Calendar

8/25/2023	Fun Challenges Initiate fitness challenges like 30-day plank challenge. Suggested Hashtags: #FitnessChallenge #FunChallenges
8/26/2023	National Dog Day (August 26) Feature fitness activities with furry workout partners. Suggested Hashtags: #DogDay #FitnessWithPets

Week 5: August 27 - 31

8/27/2023	Q&A Session Host a live Q&A to engage with the audience. Suggested Hashtags: #QandA #AskMeAnything
8/28/2023	Partner Workouts Demonstrate exercises that can be done with a buddy. Suggested Hashtags: #PartnerWorkouts #FitnessBuddy

August 2023 Fitness Content Calendar

8/29/2023	Fitness Myth Busting Debunk common fitness myths and misconceptions. Suggested Hashtags: #FitnessMyths #Debunked
8/30/2023	National Beach Day (August 30) Promote beach workouts and outdoor fitness by the sea. Suggested Hashtags: #BeachDay #FitnessByTheSea
8/31/2023	Motivational Stories Share success stories of people achieving fitness goals. Suggested Hashtags: #MotivationalStories #FitnessSuccess

Make sure to explore all of Photofy's marketing resources for gym owners, trainers, and fitness enthusiasts, and use our app to effortlessly create and schedule your posts.

<https://photofy.com/blog>

With Photofy, you've got the tools to make August 2023 a phenomenal month for your social media presence! Happy posting! 😊