

Social Media Strategy: CrossFit Enforce



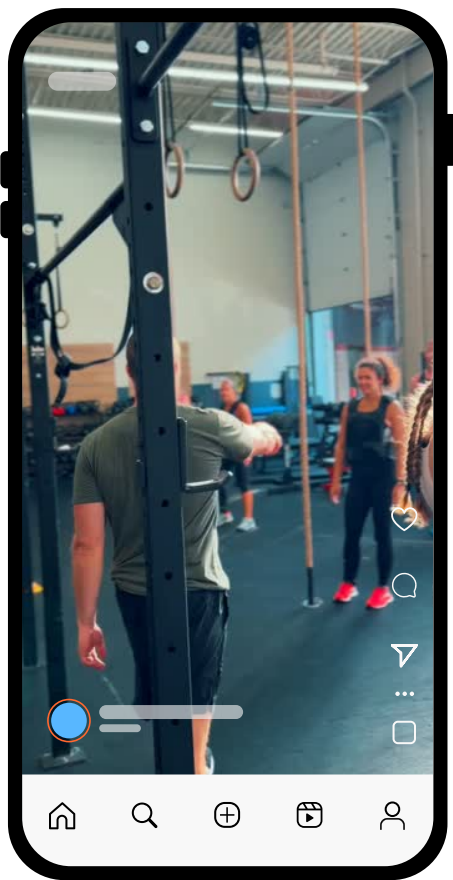
At CFE - Photographs to showcase members for UGC and growing the CFE digital diary for branding purposes

Description/Goals:

- 1. Increase the gym’s reach by **growing the organization’s social media following and increasing page interactions**
- 2. Drive member engagement by **creating attractive content and prioritizing user-generated content** (UGC)
- 3. Build the organization’s digital diary through event photography, staff headshots, workout filming, etc. to **best plan for future content and ensure universal member inclusion**

Creative Process and Strategy:

- 1. Design and implement strategic campaigns to increase instagram engagement, including:
 - a. Coordinated with our coaches to make announcements during classes **encouraging members to follow our Instagram and Facebook pages** during a new member influx
 - b. **Consistently notified members via WhatsApp and other channels** when event photos were uploaded and **encouraged them to tag the gym** if they shared the images on their own socials
- 2. **Write compelling copy** for the Instagram and website to the “voice” of CrossFit Enforce. Maintained **consistent interactions with followers on platforms to nourish the strong community**
- 3. **Capture high-quality photos** of CrossFit Enforce members and staff, and **create visual appearing and enticing digital content** for the organization’s socials



Rope Climb WOD - reel created by me (2025).



Content samples captured and created with my photography and Canva (2024)

Skills Used & Learned:

Instagram Analytics	Graphic Design	Social Media Copywriting
Action Photography	Branding Consistency	Effective Communication

Results:

- 1. **Created high-quality photo and video content**, producing reels in the top **30 most-viewed** in gym history.
- 2. **Led content strategy creation** using Instagram insights, **resulting in top-performing posts** in impressions and views.
- 3. Grew Instagram account and **improved the follower-to-following ratio from 1:1 to 2:1** through strategic engagement.
- 4. Consulted with owners regularly to **refine content strategy and enhance brand presence**.