



5 MINUTE GYM-STAGRAM MAKEOVER

Instagram Tips for your Gym

1



Update your Profile Picture



2



Use your Bio to tell us who you serve

Gym/Physical Fitness Center
We Help Men & Women 30+ Transform Their Bodies & Build Confidence

3



Make sure your username reflects your business

crossfit_showdown

Follow Back

4



Add a CTA above the Link

Click below for your FREE Intro
linktr.ee/trvfitdetroit



5



Make sure the CTA is
related to the link

crossfituv
Book a Free Consult 📍
🔗 linktr.ee/crossfituv

6



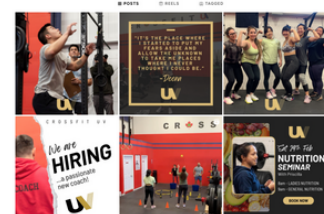
Make sure your category
reflects your business

DeltaTrain
Gym/Physical Fitness Center
We help working professionals g
Feel great in your body! 🏋️
• Group Classes • Personal Train
📍 Toronto, Canada
🔗 linktr.ee/deltatrainlv

7



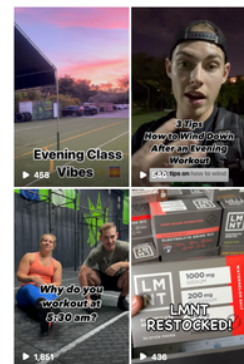
Check that your posts have
consistent branding, colors
& fonts



8



Make sure your reels have
title text



9



If you use a “link in bio”
page, make sure it is up to
date and the links work

Sorry, this page isn't
available.

The link you followed may be broken, or the
page may have been removed. Go back to
Instagram.