

# 50 SOCIAL MEDIA IDEAS FOR MARTIAL ARTS SCHOOLS THAT COST \$0 AND ARE SUPER AWESOME



# 50 SOCIAL MEDIA IDEAS FOR MARTIAL ARTS SCHOOLS THAT COST \$0 AND ARE SUPER AWESOME

# 1

*Post a photo of every new student on their first day in their new uniform with your school's logo visible somewhere in the image.*



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## 2

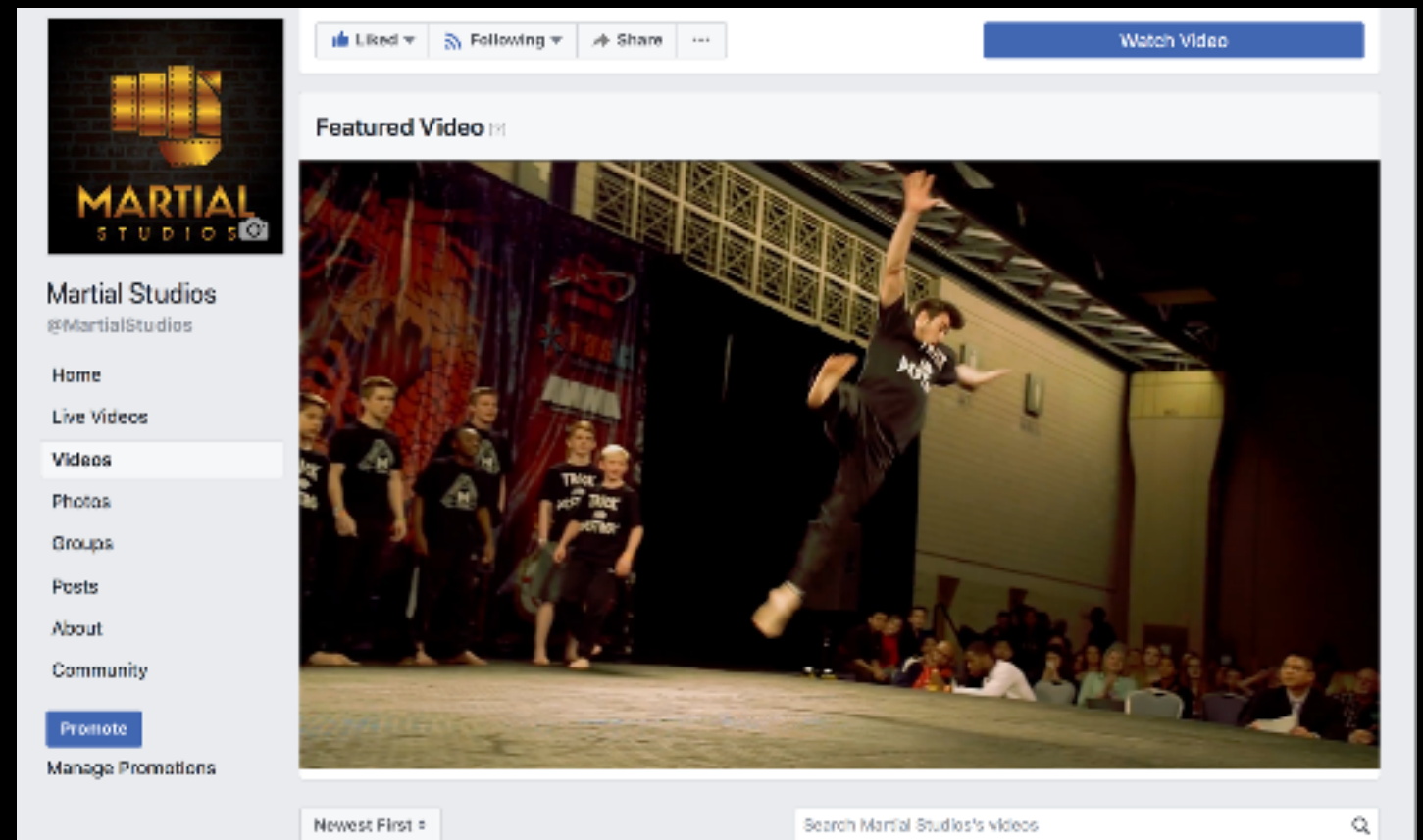
## #WeRockMA

*Have a school hashtag. ...You  
do have a school hashtag,  
right?*

# 50 SOCIAL MEDIA IDEAS FOR MARTIAL ARTS SCHOOLS THAT COST \$0 AND ARE SUPER AWESOME

## 3

*Set your best video of your school as the "Featured" video on your Facebook page. This way, it will be the first post people see when visiting your page on mobile.*





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# 4

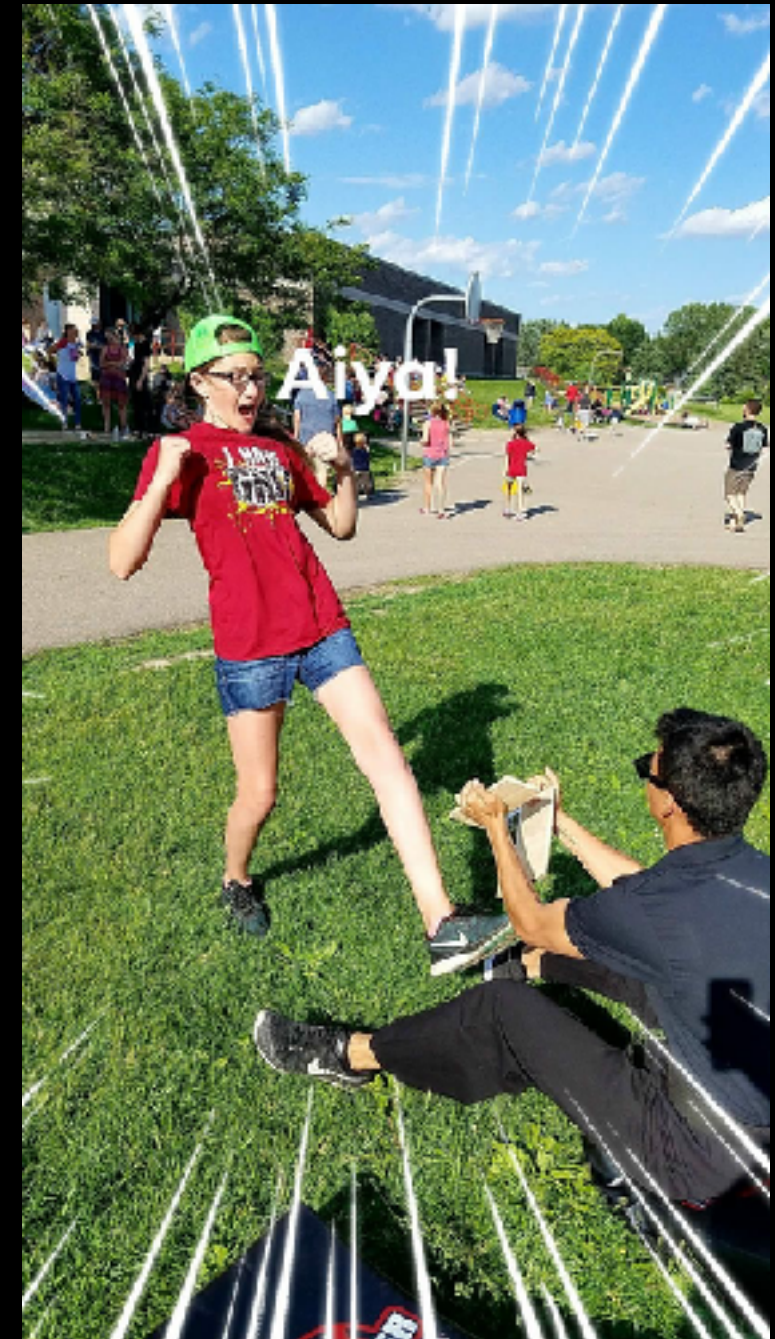
*Film students earning their white belts and post it for mom & dad to share... save that video for the day they earn their black belt.*



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## 5

*Highlight a different student once a week and share a story about why they are a rockstar.*

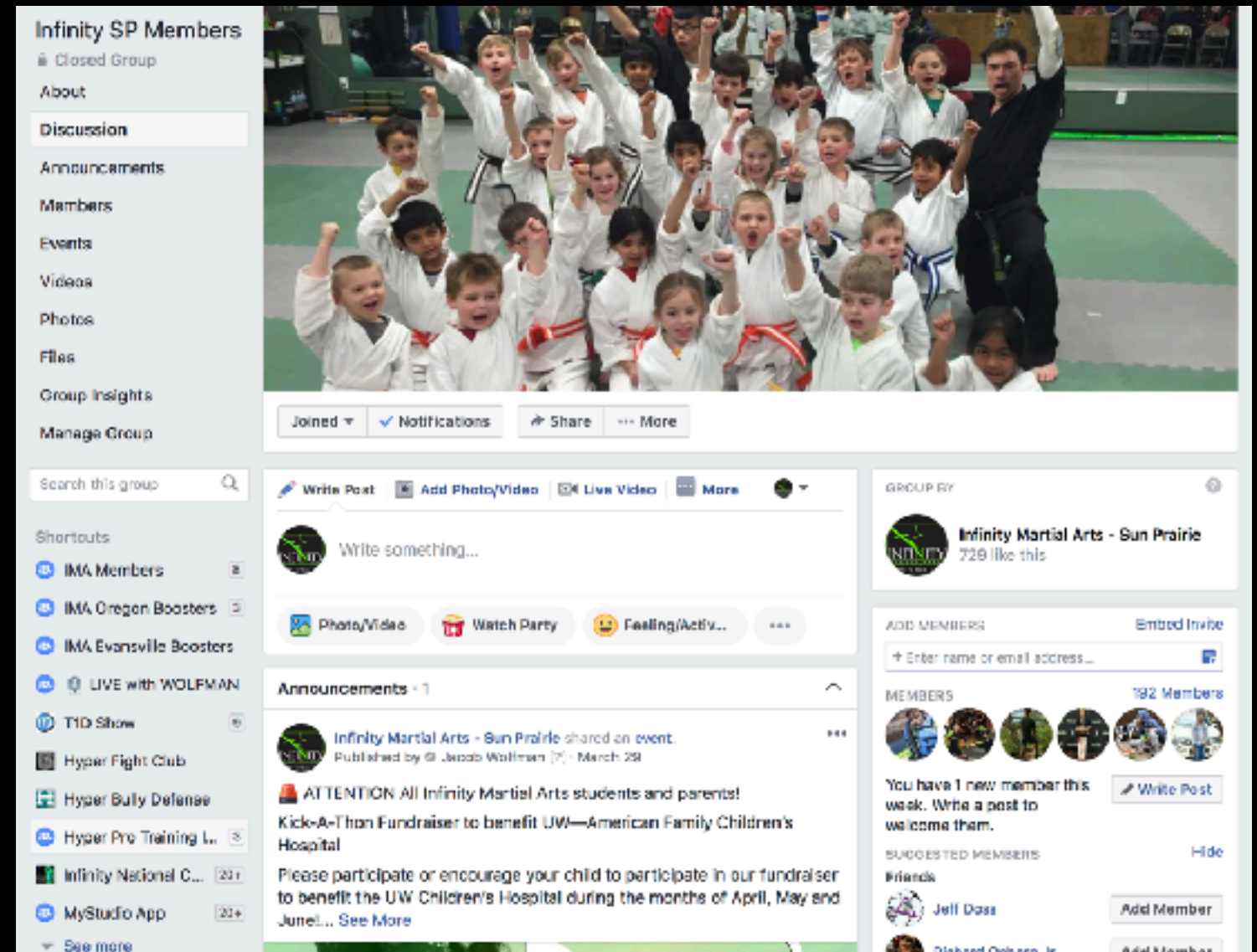




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## 6

*Create a Facebook Group for your Members and build your online community.*



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## 7

*Have instructors talk to the camera in 2 minute Mat Chat video lessons that talk about the character development lessons you teach in class. Make this a free service for the community.*

### DO YOU HAVE BLACK BELT FOCUS?



Hey everybody, it's Master Welch with Infinity Martial Arts

 **MARTIAL STUDIOS**



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## 8

*Film a parent testimonial with your smartphone and post it online.*



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## 9

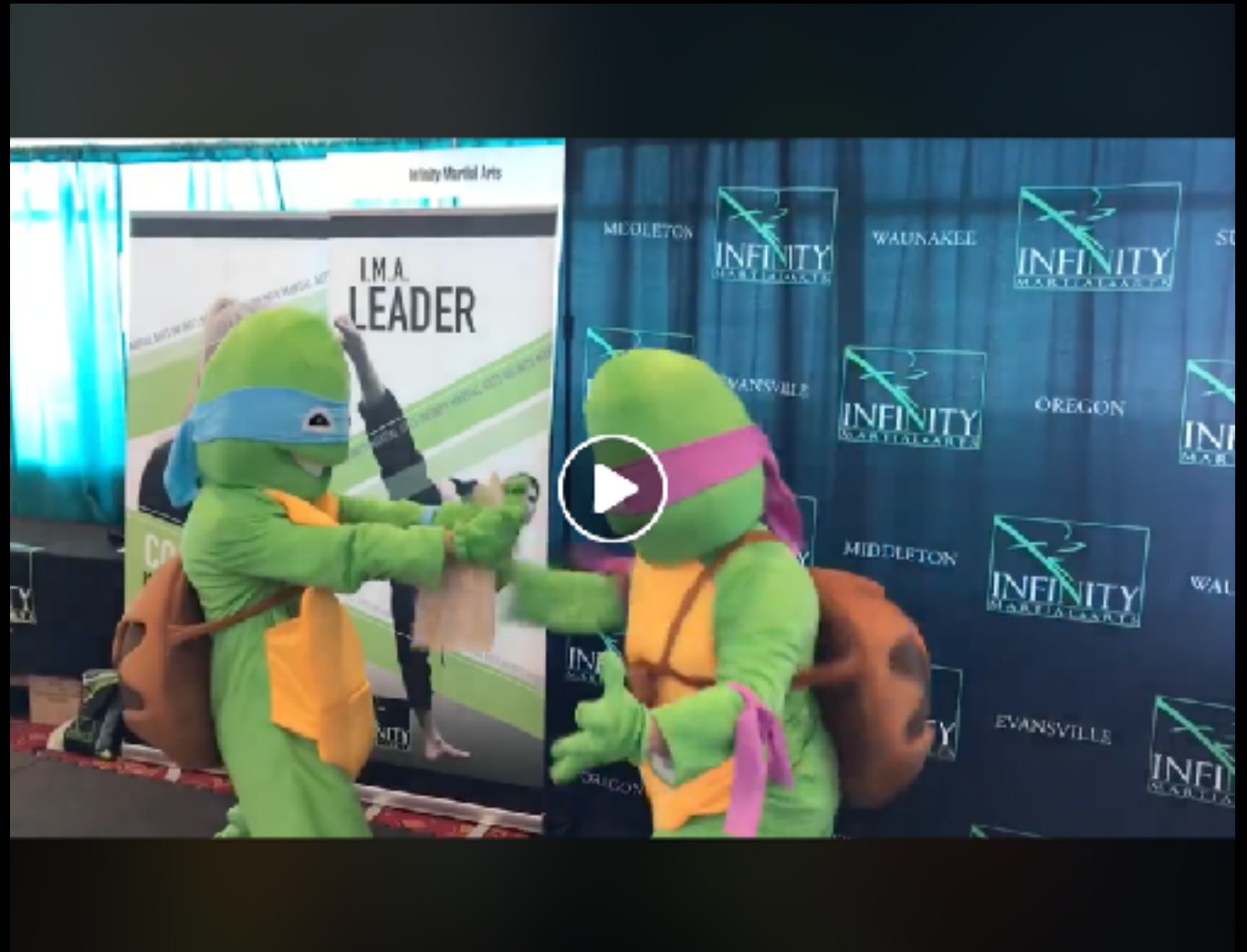
*Take that testimonial, and type out what they said. Email the client the script you wrote, and ask them to copy/paste those words as a written review on Facebook, Google and Yelp.*



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## 10

*Film a cool thing from one of your most talented students or instructors.*

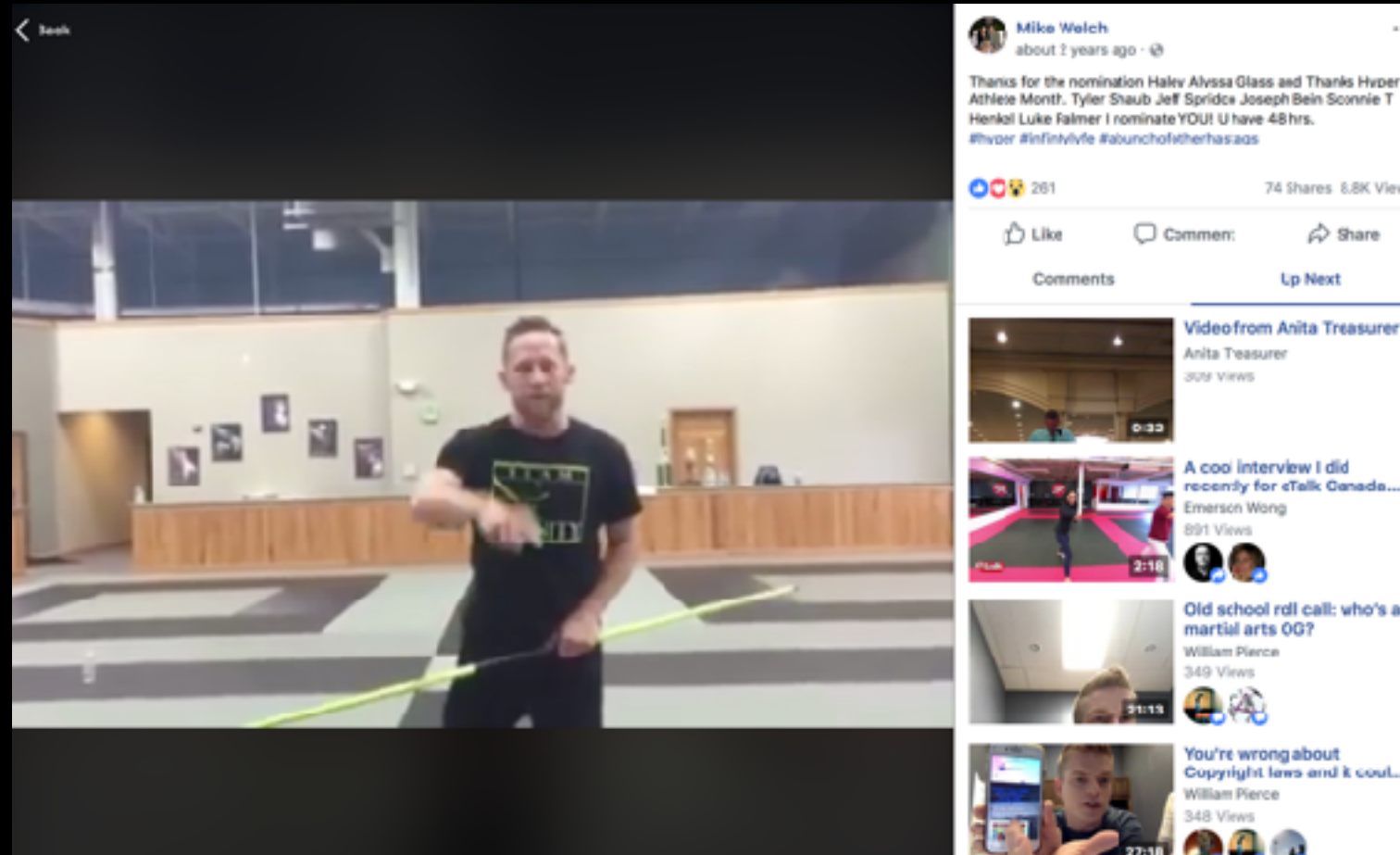




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## 11

*Start a Martial Arts Athlete challenge - film yourself doing a creative challenge involving martial arts, post it and nominate three people to do the same. Give them 48 hours to complete the challenge.*

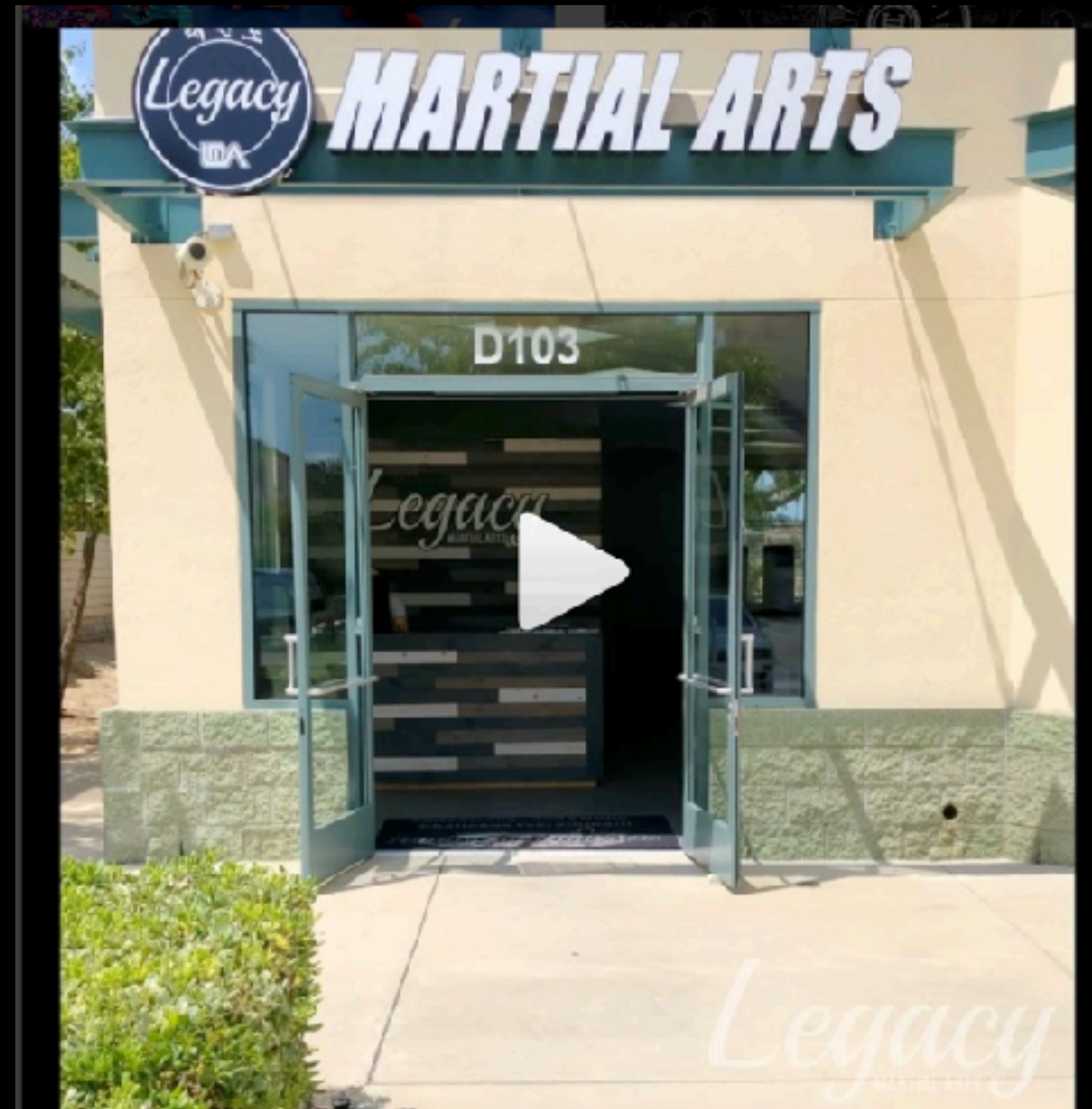




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# 12

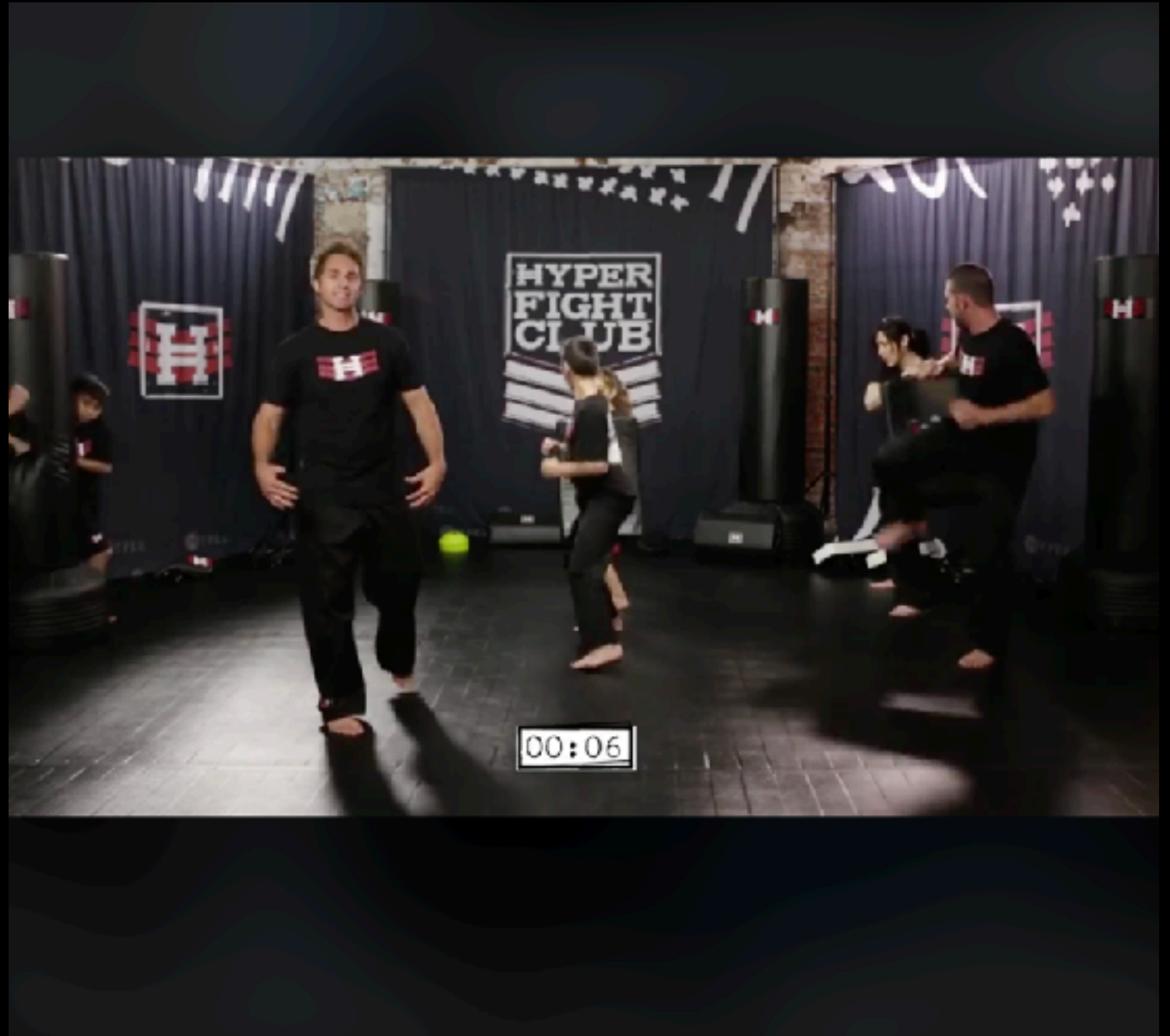
*Use images, text or video to share a story about your facility, your martial arts style, or yourself... people love stories.*



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## 13

*Post up a weekly fitness challenge video.*



# 50 SOCIAL MEDIA IDEAS FOR MARTIAL ARTS SCHOOLS THAT COST \$0 AND ARE SUPER AWESOME

## 14

*Challenge another martial arts school that you're friends with to an online battle (forms, tricking, fitness challenge... get creative). Go back and forth with posts and build excitement.*





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## 15

*Take headshots of every student and make them look so good that students will want to use them as their profile pic.*





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## 16

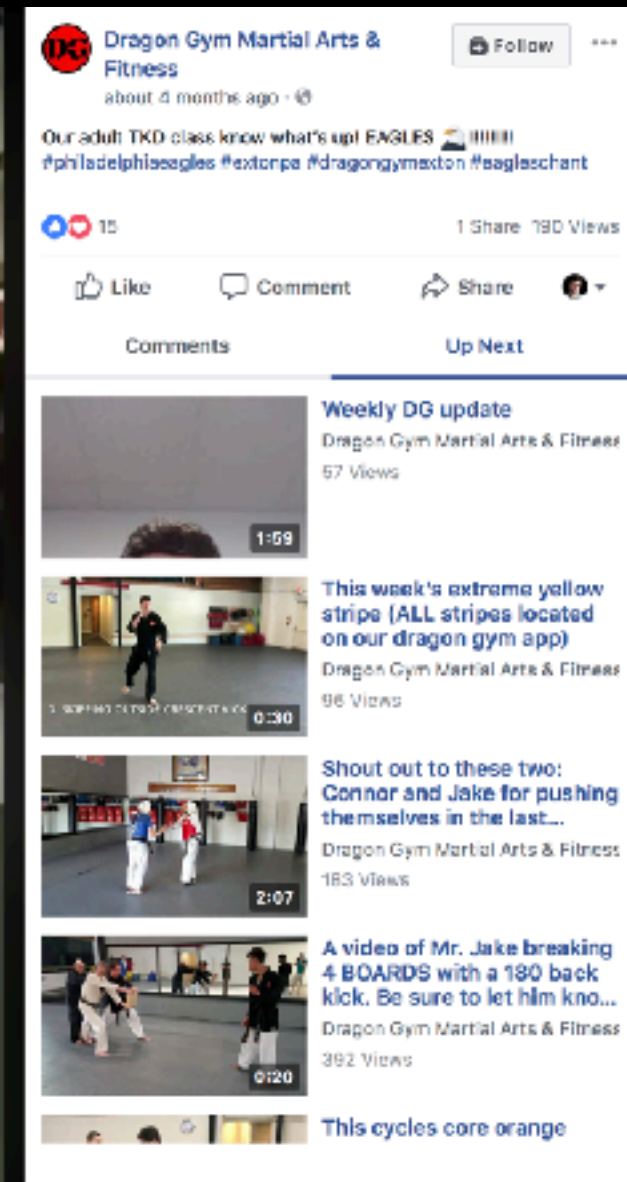
*Super Hero Pose Challenge - Have students post a photo online of them in a super hero pose while wearing your t-shirt. Best pose gets to take a photo of them "beating up" their favorite instructor (obviously as a funny joke picture, not actually beating them up)*



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# 17

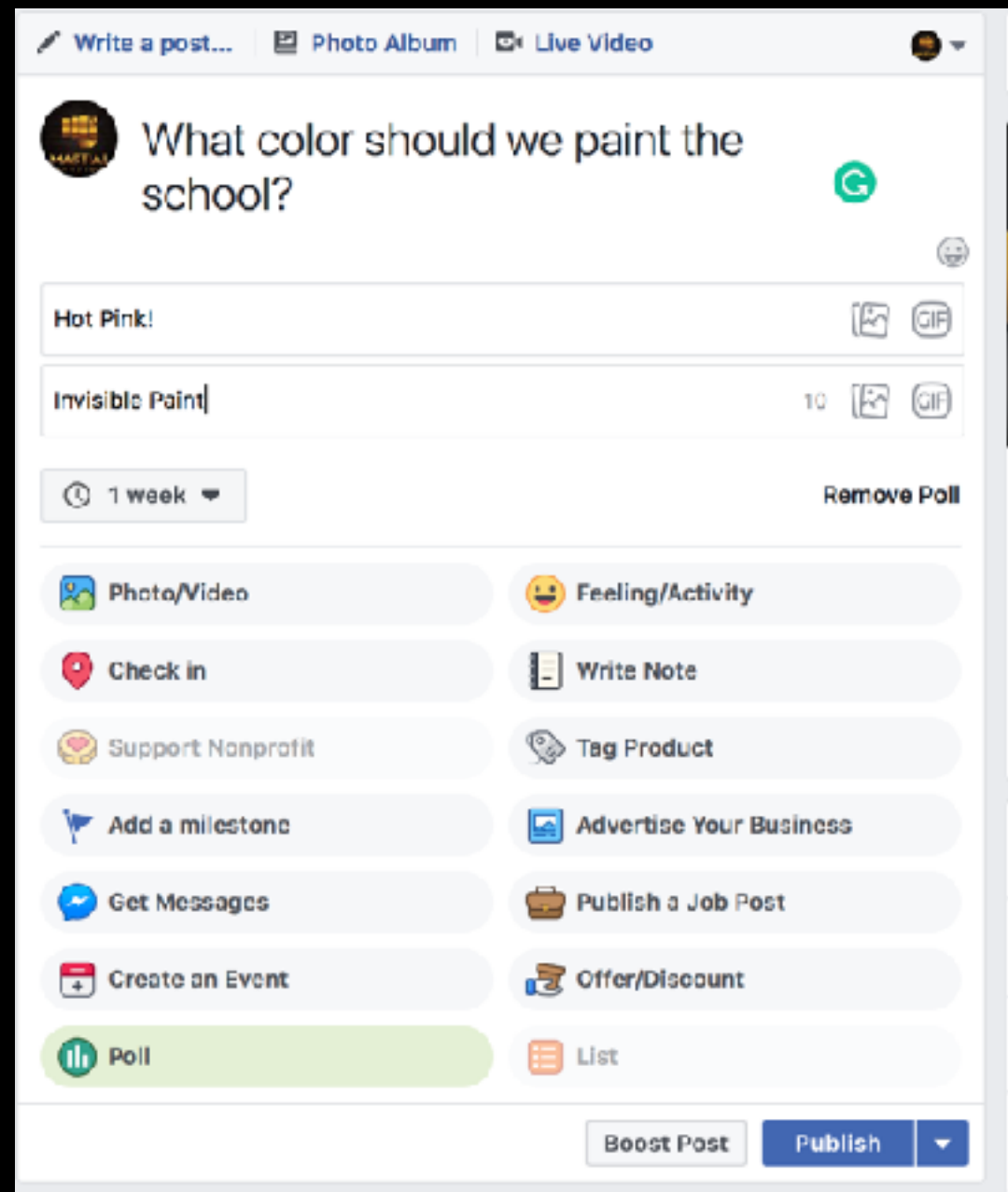
*Livestream your next Kickathon, Belt Test, or creative class drill.*



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# 18

*Create a Poll on your Facebook page asking for feedback about something that's not really that serious. (this is a rarely used feature on Facebook Fan Page)*

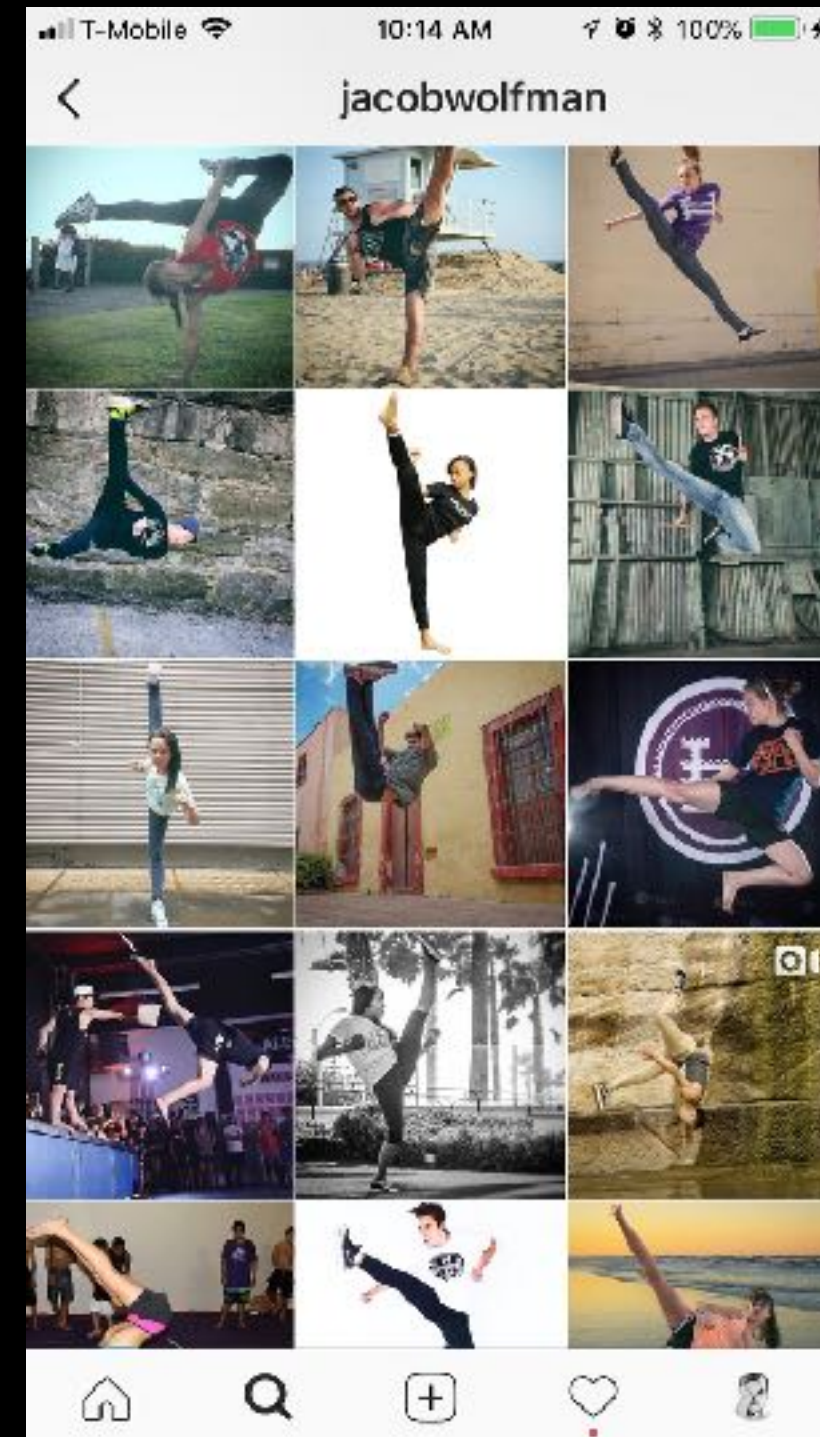




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# 19

*Build your Instagram "Grid". Rather than focusing only on what your next post is going to be, focus on how all your posts look side by side from the channel's view.*





# 50 SOCIAL MEDIA IDEAS FOR MARTIAL ARTS SCHOOLS THAT COST \$0 AND ARE SUPER AWESOME

# 20

*Offer something for free on your website in exchange for their email. Share this link on your Instagram bio.*



# 50 SOCIAL MEDIA IDEAS FOR MARTIAL ARTS SCHOOLS THAT COST \$0 AND ARE SUPER AWESOME

## 21

*Post free mini martial arts lessons. Example: How to throw a punch, how to escape a wrist grab, how to deescalate a tense situation*



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## 22

*Interview local police, teachers and community leaders and have them share their insight on topics that you also talk about at your martial arts school.*

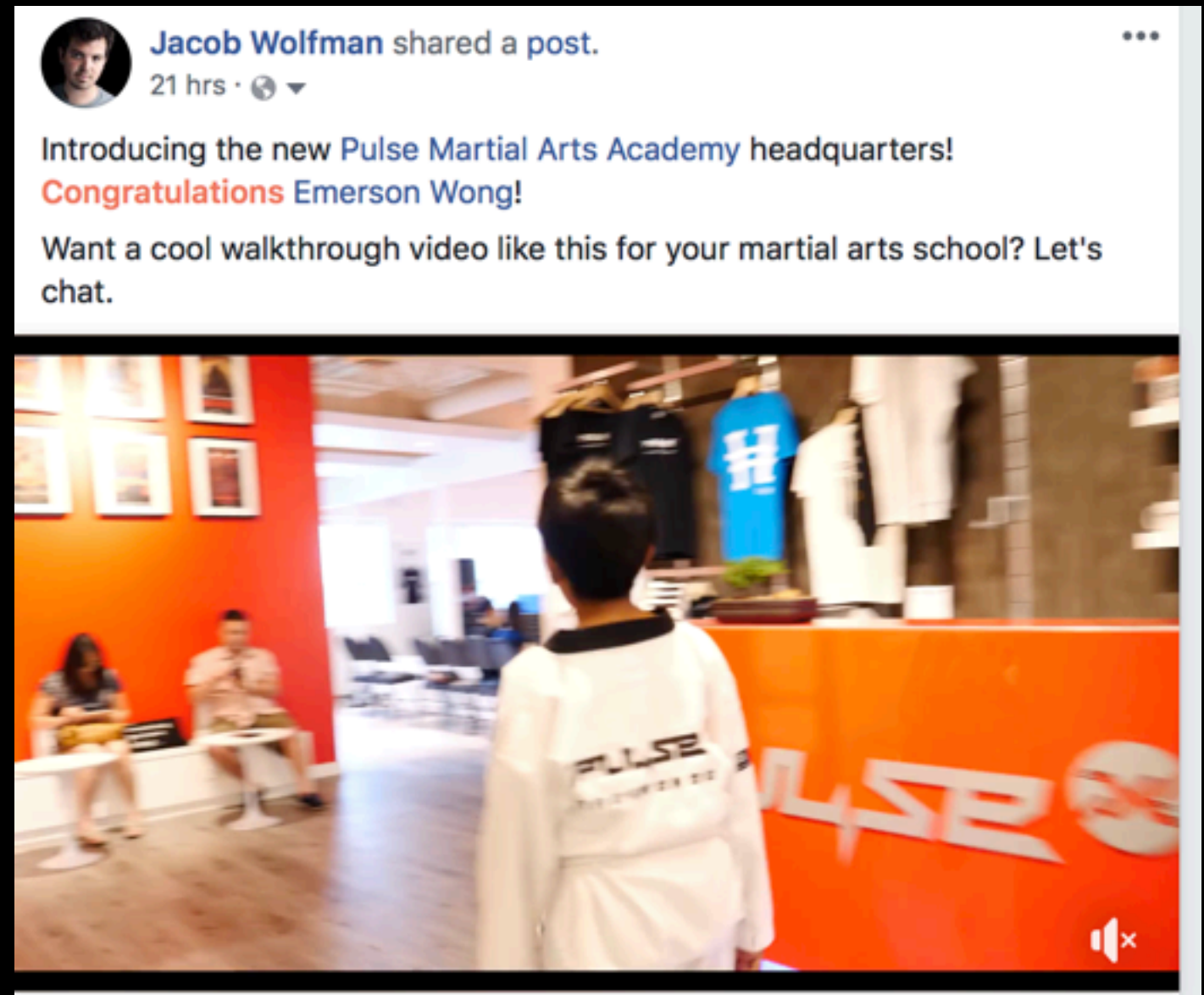




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# 23

*Film a Walkthrough Video of your school.*



# 50 SOCIAL MEDIA IDEAS FOR MARTIAL ARTS SCHOOLS THAT COST \$0 AND ARE SUPER AWESOME

## 24

*Find local "celebrities" on instagram and offer them free private training in exchange for features on their instagram channel.*



# 50 SOCIAL MEDIA IDEAS FOR MARTIAL ARTS SCHOOLS THAT COST \$0 AND ARE SUPER AWESOME

## 25

*Create a weekly or daily liveshow where you discuss all the topics that normally are spoken about on the mat.*

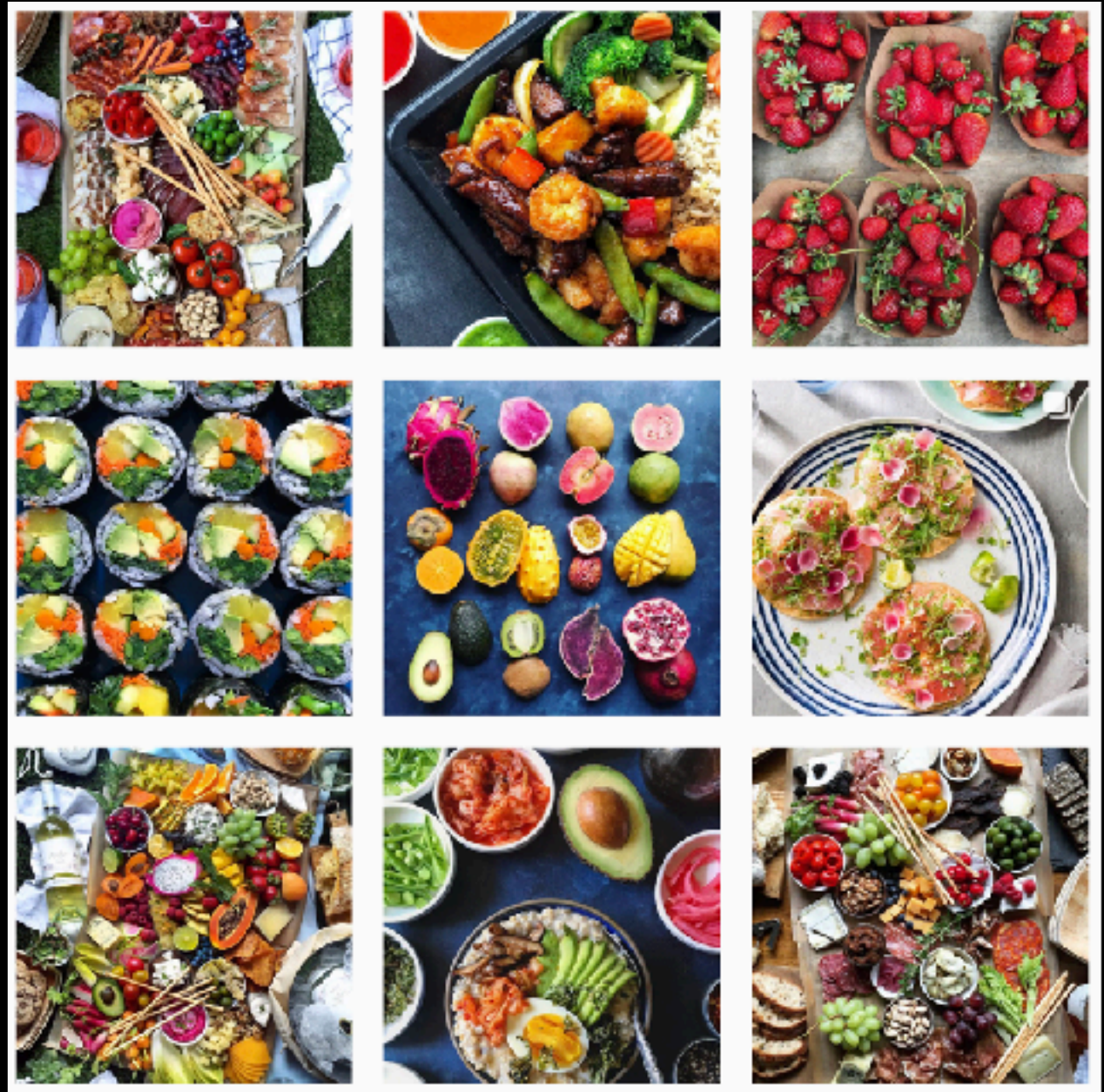




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## 26

*Post images of food that fall into a diet plan you believe in.*



# 50 SOCIAL MEDIA IDEAS FOR MARTIAL ARTS SCHOOLS THAT COST \$0 AND ARE SUPER AWESOME

## 27

*Use the "Boomerang" feature to post silly/fun posts of people punching at the camera or doing jump kicks... post them as stories.*





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## 28

*Create Instagram Story  
"Channels"*

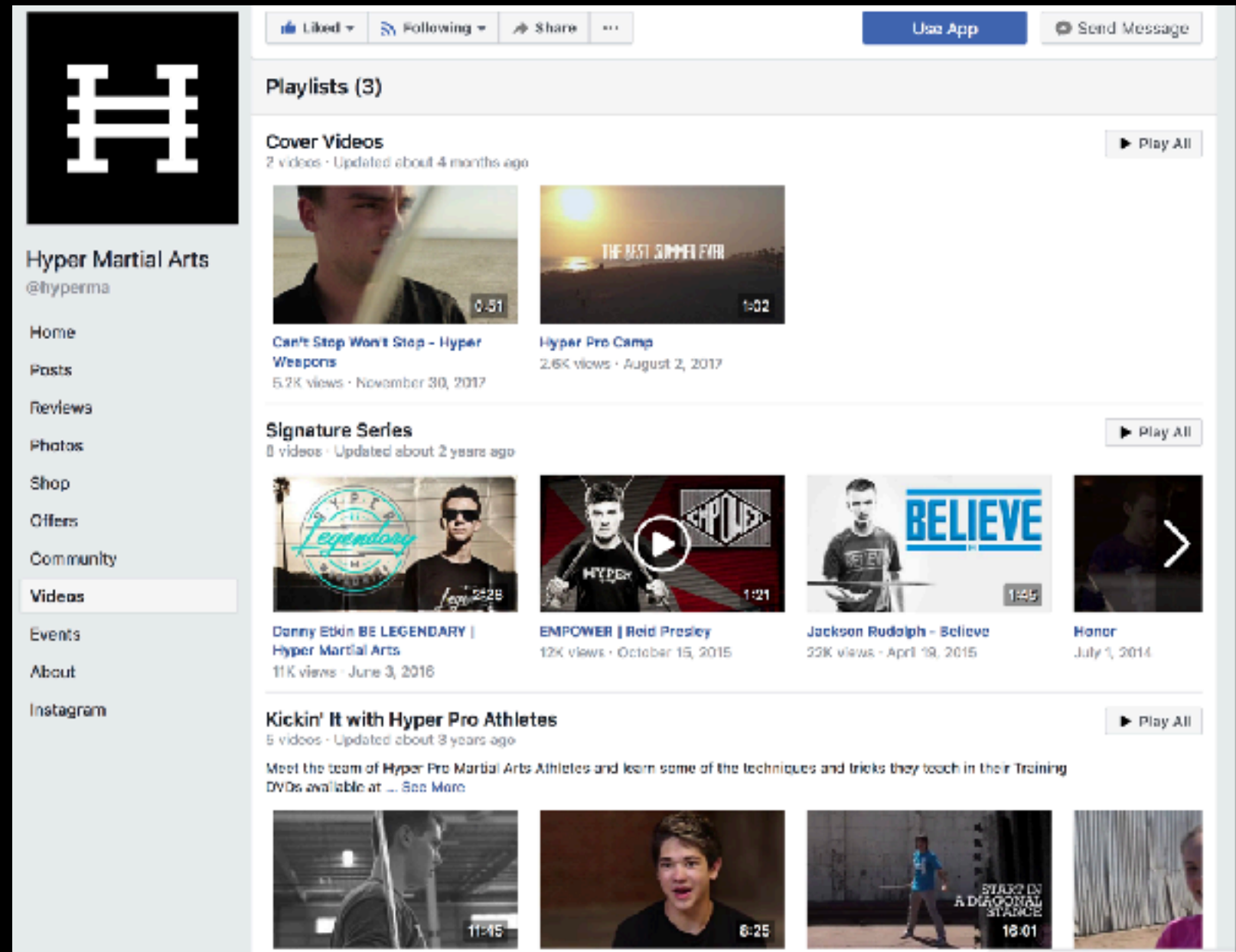




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# 29

*Collect footage of your students at tournaments and post them as Youtube and Facebook video playlists.*



# 50 SOCIAL MEDIA IDEAS FOR MARTIAL ARTS SCHOOLS THAT COST \$0 AND ARE SUPER AWESOME

# 30

*Go to local businesses and create a cool photo or video for them to post on their instagram featuring you or your top level athletes doing something cool at the business. B-twist at the Bank. Backflip at Burger King.*

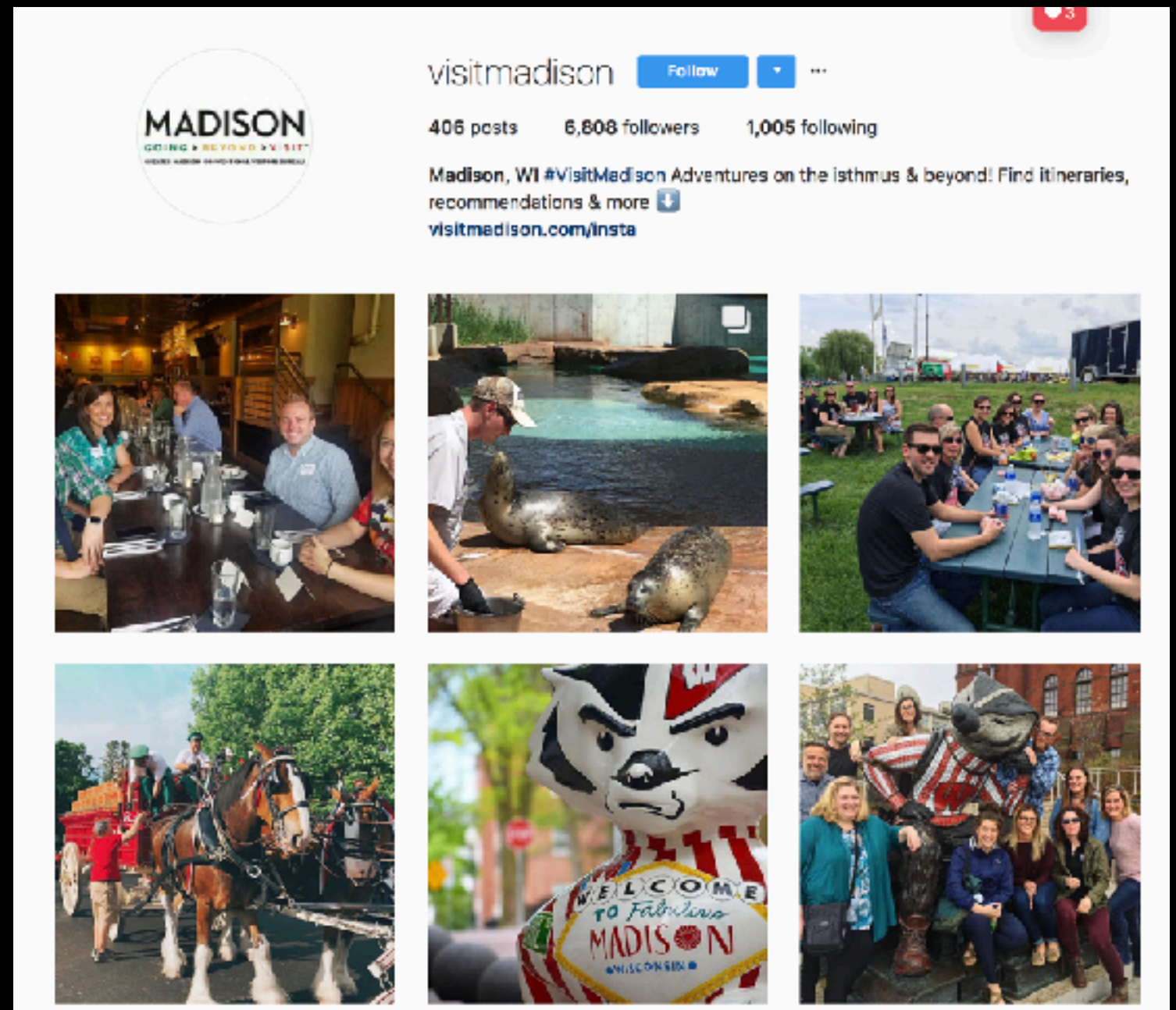




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# 31

*Create a "Best of (Your City)" Instagram account and repost the best businesses, people.... get your entire town to follow that channel. And every once in awhile... add your martial arts school into the mix but don't make it obvious that you're running the channel.*

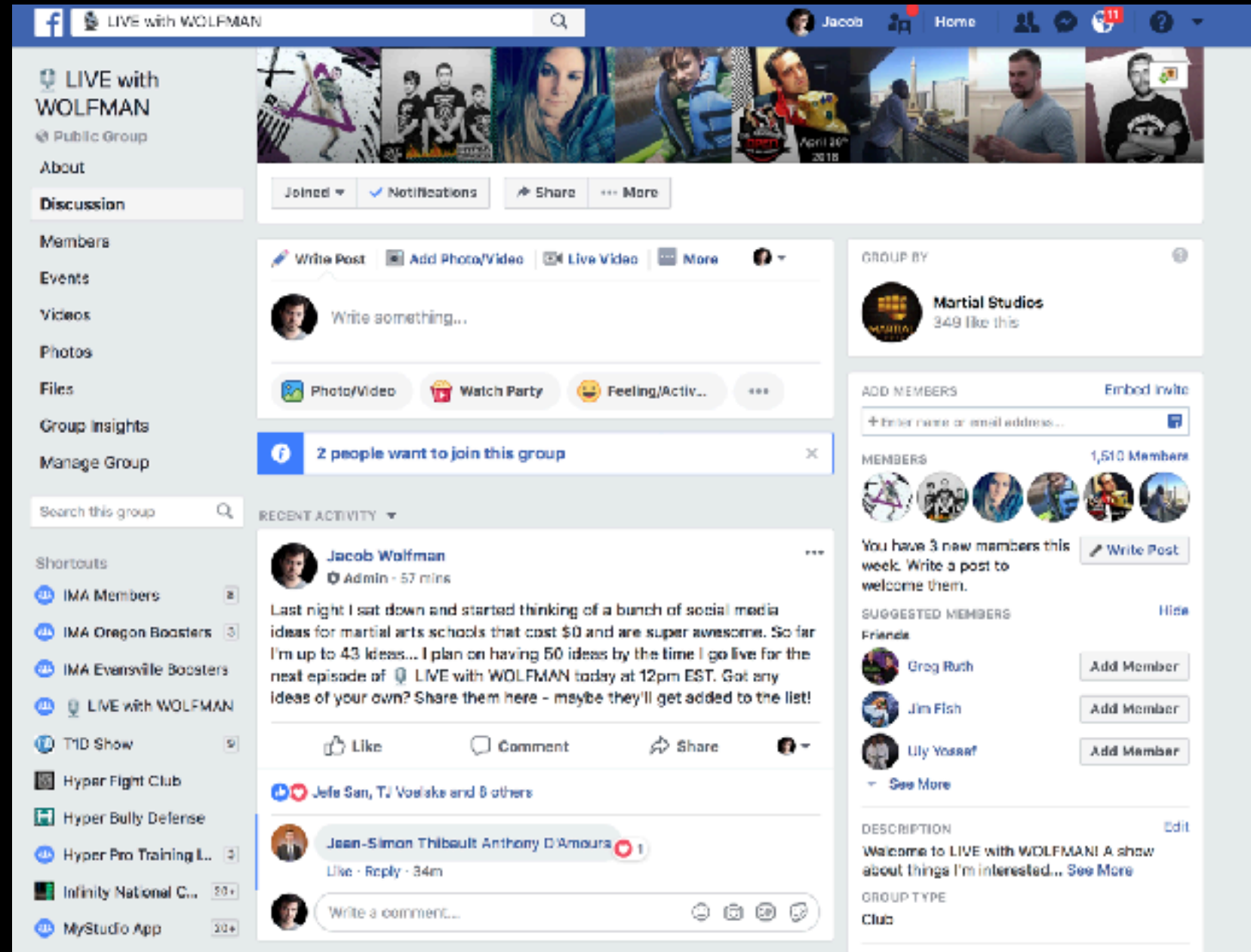




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# 32

*Create a "Parents of (Your Community)" Facebook group and build a community that shares relevant information - important upcoming events, resources for families, local businesses sharing their information... be the leader of your community.*



# 50 SOCIAL MEDIA IDEAS FOR MARTIAL ARTS SCHOOLS THAT COST \$0 AND ARE SUPER AWESOME

## 33

*Head to a public area and do a run and gun "flash mob" style demonstration - blast some music, do some crazy performances, and then move on. Film it and post it up online.*





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## 34

*Film a martial arts or tricking sampler at an iconic location in your community.*



**MARTIAL STUDIOS**



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## 35

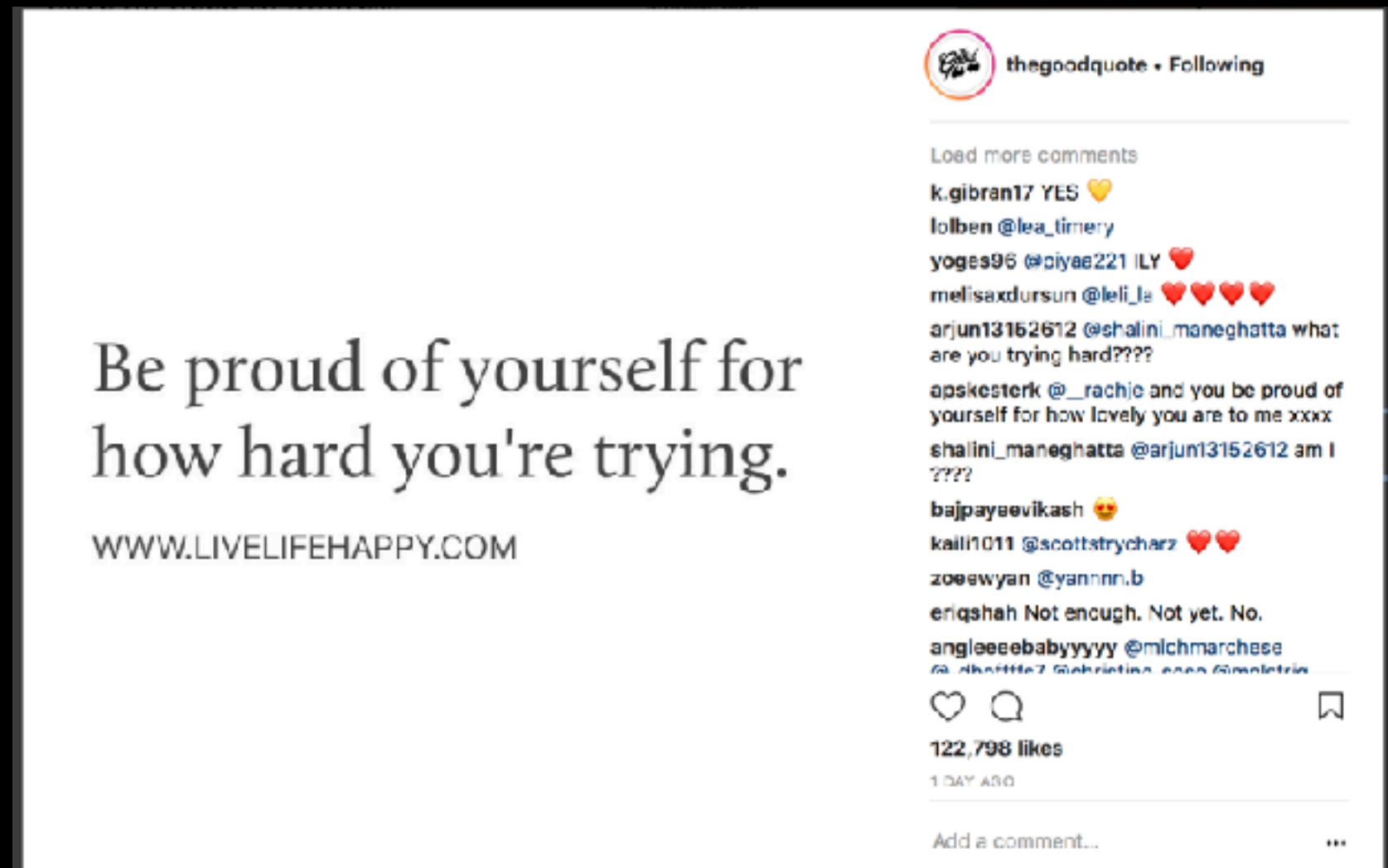
*Go to local resource centers for your community (firehouse, hospital, community pool, library) and build relationships with the people that work there -- make a video where you teach them a free martial arts lesson and have them break a board.*



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# 36

*Post an inspirational message (photo/video/text) and tell your followers to tag a friend who needs to hear this message today.*





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## 37

*Film a fight scene  
in a local alley.*





# 50 SOCIAL MEDIA IDEAS FOR MARTIAL ARTS SCHOOLS THAT COST \$0 AND ARE SUPER AWESOME

## 38

*Film a self defense lesson at a local park.*



# 50 SOCIAL MEDIA IDEAS FOR MARTIAL ARTS SCHOOLS THAT COST \$0 AND ARE SUPER AWESOME

## 39

*Take a cool photo with your smartphone of every student at your school and give it to them to post on their social media. bonus points if your logo is in the image -- but not as a watermark.*





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# 40

*Start a Motivational Monday series where you talk to the camera and pump up your followers.*





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## 41

*Host a "Bring Your Pup To School" day at your martial arts school - get photos of your families with their dogs.*



# 50 SOCIAL MEDIA IDEAS FOR MARTIAL ARTS SCHOOLS THAT COST \$0 AND ARE SUPER AWESOME

## 42

*Create a "Caption This" post using a funny photo you have from your school.*

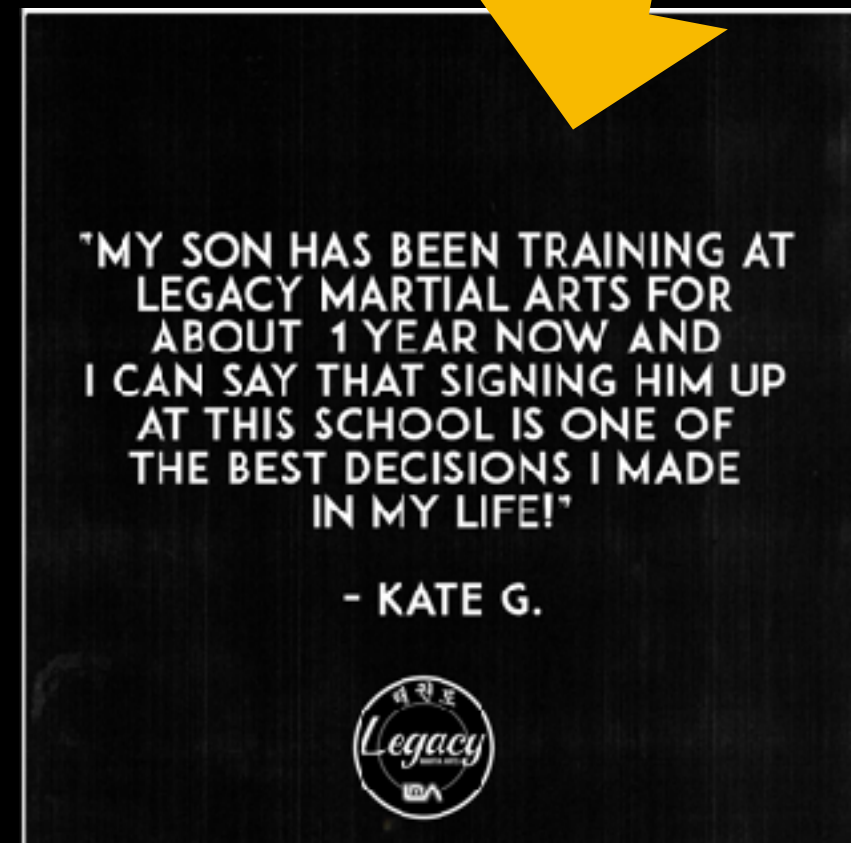




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# 43

*Turn your Yelp, Google and Facebook Reviews into Text-Images and give a thank you shoutout for whoever said that nice thing about you.*





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# 44

*Post on Instagram and in description say “Tag a friend. If they join, you get a free private lesson.”*



# 50 SOCIAL MEDIA IDEAS FOR MARTIAL ARTS SCHOOLS THAT COST \$0 AND ARE SUPER AWESOME

## 45

*Make a highlight video that contains the very best of the best posts you've ever made. Post it everywhere.*



# 50 SOCIAL MEDIA IDEAS FOR MARTIAL ARTS SCHOOLS THAT COST \$0 AND ARE SUPER AWESOME

## 46

*Create a Instagram Scavenger Hunt. Give students a list of places in town to take martial arts photos and post them on their IG.*





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# 47

*Give Birthday Shoutouts  
in your Instagram Story*



# 50 SOCIAL MEDIA IDEAS FOR MARTIAL ARTS SCHOOLS THAT COST \$0 AND ARE SUPER AWESOME

# 48

*Send out “We Miss You”  
Instagram Stories to  
people who haven’t  
been to class in over a  
week.*



# 50 SOCIAL MEDIA IDEAS FOR MARTIAL ARTS SCHOOLS THAT COST \$0 AND ARE SUPER AWESOME

## 49

*Film a timelapse of isometric drills (holding positions for long periods of time)*





# 50 SOCIAL MEDIA IDEAS FOR MARTIAL ARTS SCHOOLS THAT COST \$0 AND ARE SUPER AWESOME

# 50

*Participate in viral trends... while they are still cool.*



50 SOCIAL MEDIA IDEAS FOR MARTIAL ARTS  
SCHOOLS THAT COST \$0 AND ARE SUPER AWESOME

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STILL NOT  
ENOUGH  
IDEAS?

# 50 SOCIAL MEDIA IDEAS FOR MARTIAL ARTS SCHOOLS THAT COST \$0 AND ARE SUPER AWESOME

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WELL THEN DANG. CAN'T  
PLEASE THEM ALL.





# 50 SOCIAL MEDIA IDEAS FOR MARTIAL ARTS SCHOOLS THAT COST \$0 AND ARE SUPER AWESOME

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GO HAVE FUN.  
BE **SOCIAL**  
WITH YOUR **MEDIA**.