Trainer Posting Steps

Honest, sourced posts about training, inside your scope.

Name: _____ **Date:** _____

1. Rules first

Scope, ethics, gym policy, FTC.

2. Who you train

Clients, places, online, referrals.

3. Pillars

Five or six, plus safety.

4. Safety post

911, AHA signs, heat, 988. Pin it.

5. Credentials

Name the cert and issuer. Current.

6. No promises

No before and after or results.

7. Source facts

HHS, CDC, AHA wording.

8. Rhythm

Two or three posts a week.

9. Replies, review

No programs by DM. Check monthly.

What this planner is and is not

A plan for honest training posts, not a program for any one client.

Is Public education and logistics	Pillars, dates, care checks
Is not Not a crisis service	A program, meal plan, promise
Care No client bodies as proof	Sourced, kind, private

Say it on every safety post: this account is not monitored for emergencies.

Chest pain, short of breath, faint: stop and call 911 (AHA).

Heat stroke signs: call 911 and cool. Crisis: call or text 988.

Not emergency care. Not affiliated with ACE, ACSM, NSCA, AHA or CDC.

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Trainer Content Planner

Four weeks of pillars, post ideas and care checks.

Name: _____ **Date:** _____

Week	Pillar	Post idea	Care check
Week 1, A			
Week 1, B			
Week 2, A			
Week 2, B			
Week 3, A			
Week 3, B			
Week 4, A			
Week 4, B			

Practice details and replies

Certification I hold and issuer: _____

CPR, first aid, AED renewed on: _____

Who I train, and who I refer out: _____

Sources I trust (HHS, CDC, AHA): _____

Standard reply to pain or diet DMs: _____

Who checks comments and DMs: _____

Posts to pin (safety, cert, book): _____

Highlights to update this month: _____

911 emergencies. 988 crisis. Account not monitored for emergencies.

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Trainer Post Care Check

Read each post as a nervous beginner would first.

Name: _____ **Date:** _____

Check	Post 1	Post 2	Post 3	Post 4
Certification named and current	☐	☐	☐	☐
No result or weight-loss claim	☐	☐	☐	☐
No before and after or bodies	☐	☐	☐	☐
No diagnosis, rehab or meal plan	☐	☐	☐	☐
Client filmed with written OK	☐	☐	☐	☐
Source on any fact	☐	☐	☐	☐
Gifts and paid links disclosed	☐	☐	☐	☐
911 and 988 lines if needed	☐	☐	☐	☐
Says general information	☐	☐	☐	☐

Trainer posting pocket cards (cut out)

Privacy Written OK first	Credentials Only what you hold	Promises None, ever
Pain Refer to a clinician	Food Refer to an RD	Bodies No before and after
Facts Cite the source	Chest pain Stop, call 911	Crisis Call or text 988

General information, not medical advice. 911 or 988. Not monitored.

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