



Perfect**Mind**



**Social Media** for **Yoga Studios**

SPEND MORE TIME  
ON THE MAT



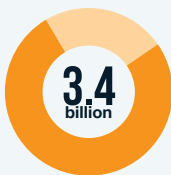
**As dhyana grounds asana in yoga, marketing and organization pave the foundation of your business' success.** The props we use in practice exist as the technological tools we choose to use to interact with our communities and grow our business.

Whether you have a small neighborhood devotion or you manage multi-location studios in the community, using technology in the right ways will align your values with your business goals: increase the time you spend on the mat and in your face-to-face interactions. If your prospective and existing students use applications such as email and social networks in their everyday, online social media platforms are highly influential and primarily free tools for sharing your unique vision and communicating your philosophies. Some of the most widely recognizable instructors and studios have fine-tuned what they share and who they reach.

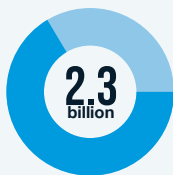
Being clear on your business goals will directly inform you on the appropriate content to create and specify who you are looking to speak to. Optimizing the way you market your brand and business will be reflected in your attendance and student retention.

## A DIGITAL SNAPSHOT OF THE WORLD RIGHT NOW:

Active Internet Users



Social Media Users



Mobile Social Media Users



2.3 billion people out of 3.4 billion active internet users are on at least one social media platform. 1.9 billion active social media users view content on their smartphones and tablets.

\*January 2016, provided by Smartinsights

Facebook

1,590 million

Tumblr

555 million

Instagram

400 million

Twitter

320 million

\*April 2016, provided by Smartinsights



# CONTENT

What do you have to say? What is it you want people to hear? When you are creating content for your social media platforms, stay authentic. This keeps your own communication clear and consistent while helping to deliver your message in a personable way. Long-term, this creates a cohesive voice that will be much more enjoyable to continue. All you need to do is you, boo.

Quality over quantity: if you don't have anything to say, you don't have to. Maintain trust with your future and existing students by scheduling out upcoming events such as workshops, teacher trainings, free or trial class dates, retreats, socials, educational resources- you name it. Planning and organizing your content delivery saves time and reduces the stress of feeling pressured to post.

Need some inspo? [SoMuchYoga](#) lists 50 accounts to look out for on Instagram this year.

# CHANNEL

Arrive... where your students are, digitally! With a high multitude of options for social media platforms, it's easy to be overwhelmed and overworked trying to cover as many as possible. Going back to your vision, start out by only focusing on the appropriate platforms that your students are on. How do you know which platforms they use? You can always just ask! Each social network has its own trends and demographics based on the focus of the platform.

When you are in the digital space with your students are, you have an opportunity to connect further and will be visible to those that you haven't come into direct contact with yet.

The following numbers give a general overview on the number of people on each platform. Keep in mind there are a number of different communities and niches per platform. Many internet users also access multiple platforms per day.

## Overview of demographic breakdowns (May2015)

**58% of adults use Facebook**

*66% of male internet users on Facebook; 77% female*

**22% of all adults use Pinterest**

*16% of male internet users on Pinterest; 44% female*

**21% of adults use Instagram**

*24% of male internet users on Instagram; 31% female*

**19% of adults use Twitter**

*24% of male internet users on Instagram; 31% female*

# CONTACT

You're on the right platforms with some awesome content, what next? Think about when your students want and need to see it! Delivering information to your students at the right time is the final piece in communication; if you publish a workshop for bikram in the middle of the night two nights before it's scheduled, chances are you won't have many students showing up.

At the same time, you don't need to be up in the middle of the night making posts when there are applications that will schedule and automate this task for you. The more effectively you can find the right tools, the less time you can spend on the tech. The frequency of your posts will also depend on the type of content you are sharing. For example, if you have an upcoming event in the near future, you want to be sharing save-the-dates and reminders, or materials such as teacher bios.



## DAY-TO-DAY USAGE OF SOCIAL NETWORKS

70%

of adults use Facebook daily.



49%

of adults use Instagram daily.



36%

of adults use Twitter daily.



17%

of adults use Pinterest daily.



\*May 04, 2015, provided by Smartinsights



About



# PerfectMind

PerfectMind helps businesses create deeper relationships with their members. PerfectMind software simplifies running your health club by automating your day-to-day tasks, like billing, administration and marketing. By streamlining your business operations, PerfectMind allows you to spend more time doing what you love – training your members.

To learn more about how PerfectMind can help you visit

[www.perfectmind.com](http://www.perfectmind.com) or simply give us a call **1-877-737-8030**.

## CONNECT WITH US



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