

## March-April Content Calendar - Updated 2.26.18

- Thursday, March 1
  - Post weekly schedule - "Resolutions may be fading but don't let your 2018 goals slip too far away. Stay active, be fit, find peace, commit! There are a lot of classes to choose from & times to fit any schedule. Try something new today! Stop in for a single class (\$12/\$10 for first timers), 10 class pass (\$100 or \$50 for high school/college students), \$30 for 30 days (new students), and more!
- Friday, March 2
  - Ashtanga Feature - in studio picture, description, schedule with all class options
  - Story: Join us tonight! (video/boomerang: Rocket Demos)
- Saturday, March 3 - National I want you to be happy day
  - Come Get Happy today! Classes at 8 & 10 (Faces of instruct/students cheasin')
- Sunday, March 4
  - Sun (salutation) Day Funday - Boomerang
  - Welcome back GCC Students! We hope you had a great spring break! Start the second half of your semester off right - Student Discount packages available!
- Monday, March 5
  - Mantra Monday:
  - One week left until the First Kid's Class with Becky! Sign Up Today! - Pic of kid in studio and or with Becky if possible
- Tuesday, March 6
  - Meet the Teacher Tuesday - Marcy C - Bio, List of Classes, Come Party w Marcy
- Wednesday, March 7
  - Modification - Child's Pose - Demonstrate & explain benefits of modifications
- Thursday, March 8
  - Picture of Shop Front - Curious about what's inside?
- Friday, March 9
  - National Day of Unplugging
  - Vinyasa Feature - in studio picture, description, schedule with all class options
- Saturday, March 10 - Daylight Savings Reminder (3/11 at 2am)
  - Put down your phone and get to the studio ASAP! We have classes today at 8am (yoga heat) and 10am (beginners). We're saving a spot for you!
- Sunday, March 11
  - Start your week off right! Plan ahead and join us in the studio. Pack your mat!
- Monday, March 12
  - Mantra Monday:
  - Kid's Class Kick Off - 3:30-4pm ages 3-6 years, April 2. Sign up for all 4 weeks for only \$28 or drop in for \$10 cash.
- Tuesday, March 13
  - Meet The Teacher Tuesday - Megan Brumberg
- Wednesday, March 14
  - Modification - Upward dog vs. Cobra
- Thursday, March 15

- Make time for Peace of Mind - Join us tonight - Vinyasa 5:30. Yoga Heat 7pm
- Friday, March 16
  - Beginners Feature - in studio picture, description (it's for everyone!), schedule with class options
- Saturday, March 17
  - St Patrick's Day - DROGA
- Sunday, March 18
- Monday, March 19
  - I Practice For \_\_\_\_\_ Kick Off
- Tuesday, March 20
  - Meet The Teacher Tuesday - Lynette Colvin
  - First Day of Spring
- Wednesday, March 21
  - Modification - Using Blocks
- Thursday, March 22
- Friday, March 23
  - National Puppy Day?
  - Rocket Feature - in studio picture, description, schedule image
- Saturday, March 24
- Sunday, March 25
- Monday, March 26
- Tuesday, March 27
  - Meet The Teacher Tuesday - Becky DeGraaf
- Wednesday, March 28
  - Modification: Upward dog vs. Cobra
- Thursday, March 29
- Friday, March 30
  - Yoga Heat Feature - in studio picture, description, schedule image
- Saturday, March 31
- Sunday, April 1 - Easter
  - Social Media Contest Kick Off
- Monday, April 2
- Tuesday, April 3
  - Meet The Teacher Tuesday - Samantha Haggerty
- Wednesday, April 4
  - Modification: Dropping your knee in lunges
- Thursday, April 5
- Friday, April 6
  - Gentle Feature - in studio picture, description, schedule image
- Saturday, April 7
  - World Health Day
- Sunday, April 8
- Monday, April 9
- Tuesday, April 10

- Meet The Teacher Tuesday - Ken Isles
- Wednesday, April 11
- Thursday, April 12
- Friday, April 13
- Saturday, April 14 - I Practice For \_\_\_\_\_ Celebration of Life
- Sunday, April 15
- Monday, April 16
- Tuesday, April 17
  - Meet The Teacher Tuesday - Kim Koslowski
- Wednesday, April 18
- Thursday, April 19
- Friday, April 20
- Saturday, April 21
- Sunday, April 22
- Monday, April 23
- Tuesday, April 24
  - Meet The Teacher Tuesday - Rachel McQuiston
- Wednesday, April 25
- Thursday, April 26
- Friday, April 27
- Saturday, April 28
- Sunday, April 29
- Monday, April 30
- Tuesday, May 1
  - Meet The Teacher Tuesday - Tamra Schiappa

## **Upcoming Grove City College Days**

May 5 - I Practice For \_\_\_\_\_ Celebration of Life  
May 5 - GCC Family Weekend  
May 6 - GCC day before finals week - come breathe!  
May 10-15 - GCC Final Exams  
May 18-19 - GCC Commencement

## **Remaining Teachers:**

- Robin Shearer
- Fawn Todd
- Shanna Tonelli
- Brie
- Katie
- Patty

## **Other significant days**

- June 21 - International Yoga Day
- November 12 - 5 year anniversary
- February 22 - World Yoga Day

## **Future Ideas**

- Yogi of the Week and/or Student Testimonials
- Targeted Moves - Hip openers, Unlocking shoulders
- This Not That
- Promoted Posts
- Partnerships with other Broad Street Businesses (Collage Coffee?)
- Social Media Contest - make it interactive
- Non social media ideas:
  - eNewsletter
  - Assist with blog
  - Every Door Direct Mail
  - Droga
- Goals/Suggestions
  - Make profile pictures logo - Better recognition (or variation of logo Like "BSY")
  - Different content on different platforms
  - Instagram: 1000 Followers by end of May
  - Facebook: \_\_\_\_ (not sure how many Likes currently)
  - Balance of images vs. in studio pics/action shots
  - Mini photoshoot to get a few quality pics (trade for photo credit)