

## SOCIAL MEDIA GUIDELINES

### art of motion Academy

The social media guide gives you an idea of the social media channels we use and what to take into consideration when it comes to posting photos, videos or blog posts related to intellectual property of art of motion. It also lists the relevant tags & hashtags we use on social media. While we believe that knowledge should be shared generously, we count on all stakeholders to respect the property of art of motion, both material and knowledge, and to act accordingly on various social media channels.

### AIMS AND RULES OF THE GAME

At present we use [Facebook](#) and [Instagram](#) as our main social media channels.

Our aim is to increase the awareness of Slings Myofascial Training (Slings) around the world and inspire as many movement enthusiasts and body workers as possible to incorporate Slings into their movement practice. Our social media voice is always positive and optimistic.

### CREDIT ETIQUETTE

We greatly appreciate every effort promoting Slings. However, we expect you to credit art of motion Academy in your posts and treat our intellectual property such as the whole movement concept, movement sequences or individual exercises with respect. Below we list a few examples on how you can give us credit using tags.

### TAGS FOR VIDEOS

Are you posting videos demonstrating Slings Myofascial Training Sequences or individual exercises?

Fantastic!

→ Simply tag us with...

INSTAGRAM	@art_of_motion_academy, @karingurtner_aom
FACEBOOK	@artofmotionacademy, @Karin Gurtner

### TAGS FOR PHOTOS

Are you posting photos demonstrating individual Slings Myofascial Training **exercises**?

→ Tag us with...

INSTAGRAM	@art_of_motion_academy, @karingurtner_aom
FACEBOOK	@artofmotionacademy @Karin Gurtner

Do you post photos from a **course** you are attending, assisting or teaching? Brilliant!

→ Use these Tags...

INSTAGRAM	@art_of_motion_academy, @[educator], @[hosting_partner], eg. @liveandbreathepilates
FACEBOOK	@artofmotionacademy, @[educator], @[hosting_partner], eg. @liveandbreathepilates

Additional tags for Anatomy Trains in Motion (**ATiM**) courses:

INSTAGRAM                      @anatomytrainsofficial  
  
and  
  
@anatomytrainsau  
for ATiM courses organized by AT Australia & New Zealand or  
  
@anatomytrainsuk  
for ATiM courses organized by AT United Kingdom

FACEBOOK                      @AnatomyTrains  
  
and  
  
@AnatomyTrainsAustralia  
for ATiM courses organized by AT Australia & New Zealand or  
  
@AnatomyTrainsUKofficial  
for ATiM courses organized by AT United Kingdom

## LINKS TO BLOG POSTS

Did you write a blog entry about Slings Myofascial Training, your personal movement and development journey with Slings and are posting the blog entry link on social media? Wonderful! We love content based on personal experience!

→ Make sure we know about your blog. We'd love to share it with our community! Tag us with...

INSTAGRAM                      @art\_of\_motion\_academy  
  
FACEBOOK                      @artofmotionacademy

## HASHTAGS

### SOCIAL MEDIA PLATFORM'S BEST PRACTICES

Let's talk about hashtags. Before it became a household term (and even added to the Oxford English Dictionary), hashtags simply referred to the pound symbol # on your telephone. Hashtags are social tools for tagging a particular post that relates to a popular trend or subject and have become a fun way of communicating (#thankgoditisfriday, #soitis, #truestory). The pound sign (#) at the beginning of a keyword helps marketers or other people to click on them and find the different mentions of the same topic. Commonly discussed topics include: marketing campaigns, social movements, popular events or brands.

It all started in 2007 when Twitter began to use the hashtag as a method of indexing keywords to help facilitate good search results for it. Hubspot's Dan Zarrella found that tweets that include hashtags were 55 percent more likely to be retweeted and shared by other users. Since then, almost every social media site has been leveraging hashtags for that same purpose.

It's probably not a stretch to assume that most of us are familiar with the basic idea of hashtags. But knowing of a concept is certainly not the same as understanding it. As such, it's important to set the record straight regarding how to use hashtags properly, respective of the platform in which they're used.

Let's have a look at how you can and should be using hashtags effectively on Facebook and Instagram, our main social media channels.

## FACEBOOK

Optimal Number of Hashtags: 0-2 Hashtags that are highly relevant to your post

Like on Twitter, a Facebook hashtag ties together a conversation from different users. When used properly, hashtags make it easier for users to find related content – but bear in mind that most Facebook accounts are private and a # does not make a post public. Hashtags can help increase the visibility of your messages and boost your social shares. When used inappropriately, however, they can negatively impact your credibility on social media. This can have the inverse effect of decreasing your social media performance.

Various independent studies\* showed that Facebook posts without hashtags have the greatest effect. The content marketing platform Buzzsumo has analyzed one billion posts from companies and showed that the interaction of contributions without hashtags is on average 34% higher. Another study by Social Bakers found that interaction decreases with the number of hashtags. An average post with 0-2 hashtags had about 600 or more interactions, while a post with 10 or more hashtags had less than 200 interactions. Hashtags are not a popular thing on Facebook. They focus your attention and pull your attention away from the actual content and visuals.

On Facebook you have to be wise on how to use hashtags in order to achieve what you want to achieve. We recommend, that you use 0–2 #s which are absolutely relevant to your post. The more you use, the fewer interactions your post will get.

Some interesting best practice examples to look at are the following top brands: Red Bull, Virgin Airlines, Apple, AT&T, Google & Amazon. And for something a bit closer to our industry, check out Yoga Journal and Lululemon.

If you decide, that you would like to use hashtags in relation with art of motion relevant content we'd suggest that you use a small selection (remember 0-2) of the hashtags listed at the end of this guide, pick the most relevant ones. It might be that you shared your latest Instagram Post on Facebook and all your Instagram #s appear in your Facebook post too. No problem, head over to the respective post on Facebook, go to edit post and remove all or the less relevant #s. Save. Done.

## INSTAGRAM

Optimal Number of Hashtags: 8-12 hashtags that are highly relevant to your post

Hashtags are one of the best ways to get your posts seen on Instagram. They can help pull your social media posts into topic-specific feeds, which can reach audiences beyond your current followers. One of the ways people find content on Instagram is to search with hashtags or follow a specific hashtag. The latter was rolled out in December 2017 and means that instead of users having to scroll through a feed to discover your tagged content, your posts could show up automatically in their feeds. This is a great way of attracting potential new followers.

Once users are following a specific hashtag, suggested posts begin showing up in their feeds. So far so good. On the flip side, they will have the ability to select a “Don't Show for This Hashtag” option to mark content that is not interesting or relevant to them. Having too many of your posts marked with “Don't Show for This Hashtag” could potentially raise a red flag on your account and negatively impact your other content, as well. Therefore, make sure you're only including relevant hashtags on your Instagram post, or you may run the risk of losing engagement.

Instagram's algorithm favors posts with high engagement, meaning that the more likes and comments your post receives, the more people will see your post. Instagram posts with at least one hashtag have 12.6% more engagement than those without.

And although each Instagram post allows up to 30 hashtags, research on the topic suggests that the optimum number of hashtags lies between 8 and 12.

## HASHTAGS WE USE AT ART OF MOTION

### MAIN HASHTAGS

- #artofmotionacademy
- #slingsmyofascialtraining
- #artofmotionaroundtheworld
- #contemporarymovementeducation
- #karingurtner

#slingsinmotion

#[course name] = #anatomytrainsinmotion, #slingsessentials #slingsinmotionI #slingsinmotionII #slingsinmotionIII

#aomteachertraining

For our online Academy: #artofmotiononlineacademy

#### OTHER HASHTAGS WE USE

#slingspractitioner

#slingsfasciatraining

#fasciainmotion

#fasciainsportandmovement

#structuralintegration

#structuralintegrationthroughmovement

#movementeducation

#pilatesinstructor

#yogainstructor

#### TRANSLATIONS OF HASHTAGS

If you are posting in languages not using the Latin letters such as Japanese, Chinese, Cyrillic, Arabic etc. please use the terms learnt during the art of motion courses similar to the ones listed above.

#### \*SOURCES

- Buzzsmo: <https://buzzsumo.com/blog/hashtags-for-social-reach/>
- AdWeek: <https://www.adweek.com/digital/why-its-time-to-update-your-instagram-hashtag-strategy/>
- Buffer: <https://buffer.com/library/a-scientific-guide-to-hashtags-which-ones-work-when-and-how-many>
- Smartinsights: <https://www.smartinsights.com/social-media-marketing/how-when-and-why-you-should-be-using-hashtags/>
- Track Maven: [http://pages.trackmaven.com/rs/251-LXF-778/images/hashtag-strategies-for-social-media.pdf?mkt\\_tok=eyJpIjoiT0RlMlVpHUM1aV1UzTW1VNCIsInQiOiI3dEhxaDBpdGk1MmtqQW83Z1grOXRhRnN5a3dtOGlQanNUbXFPN3RVUmVjU0RzM04rb3NoSEdkRW1QazQ1T2IyeUVDTFZUaFpJbXJlMm5aE5XcmZhVj9UOWNBck8wSURpbHRyc2daMm1iaitpTElRzFtMnZFRTRV1hYOG82RTVqYyJ9](http://pages.trackmaven.com/rs/251-LXF-778/images/hashtag-strategies-for-social-media.pdf?mkt_tok=eyJpIjoiT0RlMlVpHUM1aV1UzTW1VNCIsInQiOiI3dEhxaDBpdGk1MmtqQW83Z1grOXRhRnN5a3dtOGlQanNUbXFPN3RVUmVjU0RzM04rb3NoSEdkRW1QazQ1T2IyeUVDTFZUaFpJbXJlMm5aE5XcmZhVj9UOWNBck8wSURpbHRyc2daMm1iaitpTElRzFtMnZFRTRV1hYOG82RTVqYyJ9)
- Hootsuite: <https://blog.hootsuite.com/instagram-hashtags/>
- Simply Measured: <http://get.simplymeasured.com/rs/simplymeasured2/images/InstagramStudy2014Q3.pdf>
- Social Bakers: <https://www.socialbakers.com/blog/2126-the-ultimate-guide-to-hashtags>