

ALIVE CYCLE

Influencer Partnership and Social Media Analysis

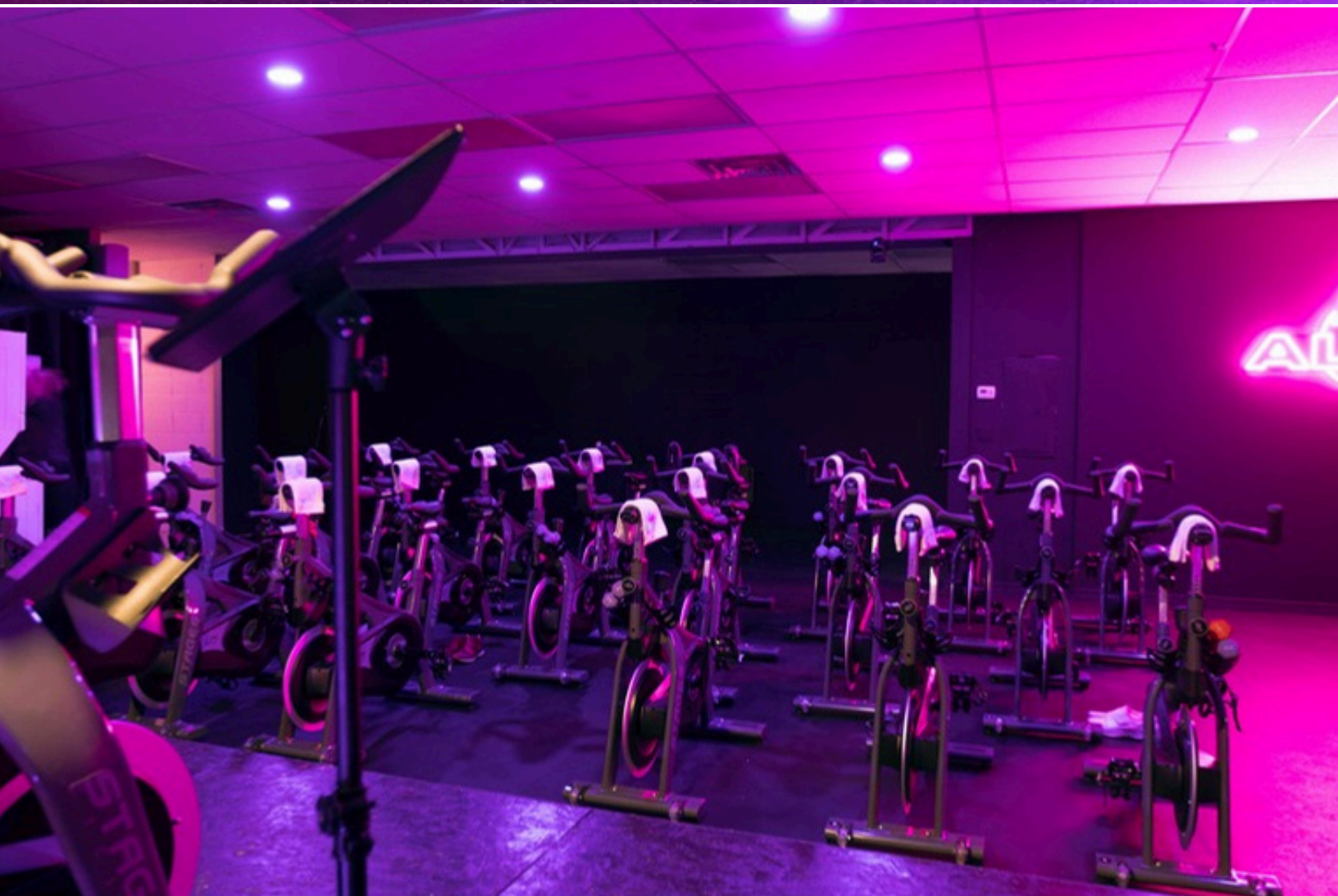


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PROJECT OVERVIEW

Alive is a boutique fitness studio located in Idaho Falls that has grown from a small, basement-based indoor cycling space into a multi-offering studio featuring cycling, barre, strength, pilates, and yoga classes. The brand has built a loyal, membership-based community, with the majority of its growth driven through word-of-mouth and Instagram.

This project was developed to evaluate Alive's current social media presence and identify opportunities for growth through strategic, data-informed decisions. The primary objective was to analyze content performance, calculate engagement rates using publicly available metrics, and explore influencer partnerships as a method to expand reach beyond the studio's existing audience.

Through a full audit of Instagram content, posts were categorized into key content pillars and analyzed for engagement trends and posting patterns. This analysis provided insight into which types of content most effectively resonate with Alive's audience and helped define the studio's brand persona. Additionally, local micro-influencers were evaluated based on audience alignment and content style to identify strong partnership opportunities.

As a result of this project, two local micro-influencers were identified for potential collaboration. A structured influencer outreach strategy was developed, supported by PR box concepts, content deliverables, and partnership timelines. In addition, a competitive analysis was conducted to position Alive within the local fitness market and highlight areas for differentiation.

Overall, this project provides a clear, data-backed foundation for enhancing Alive's social media strategy and leveraging influencer partnerships to increase brand awareness, engagement, and client acquisition.

CONTENT STRATEGY

Client Objective:

Leverage influencer partnerships through Instagram to acquire new members and drive engagement with Alive's classes and offerings.

How is it measured?

Success will be measured by tracking engagement metrics across Alive's and influencer-generated content, analyzing interaction trends across content pillars, comparing promotional content performance before and after partnerships, and monitoring increases in follower growth and membership inquiries tied to influencer posts.

The content analysis shows a clear pattern: posts centered on instructors, community, and themed experiences consistently outperform membership and promotional content. While promotional messaging is necessary, it is significantly less effective when presented in a purely transactional or informational format.

To improve overall engagement and awareness, Alive's content strategy should shift from separating promotional and high-performing content pillars to integrating them. Membership offers, class promotions, and studio updates should be communicated through instructor-led storytelling, community involvement, and experience-driven content such as themed classes and events.

Influencer partnerships support this shift by naturally combining promotion with personality and lived experience. By sharing their experiences with classes, instructors, and the studio environment, influencers can turn promotional messages into content that resonates with the audience's preference for community, storytelling, and openness, which increases engagement and conversion.

THE DATA



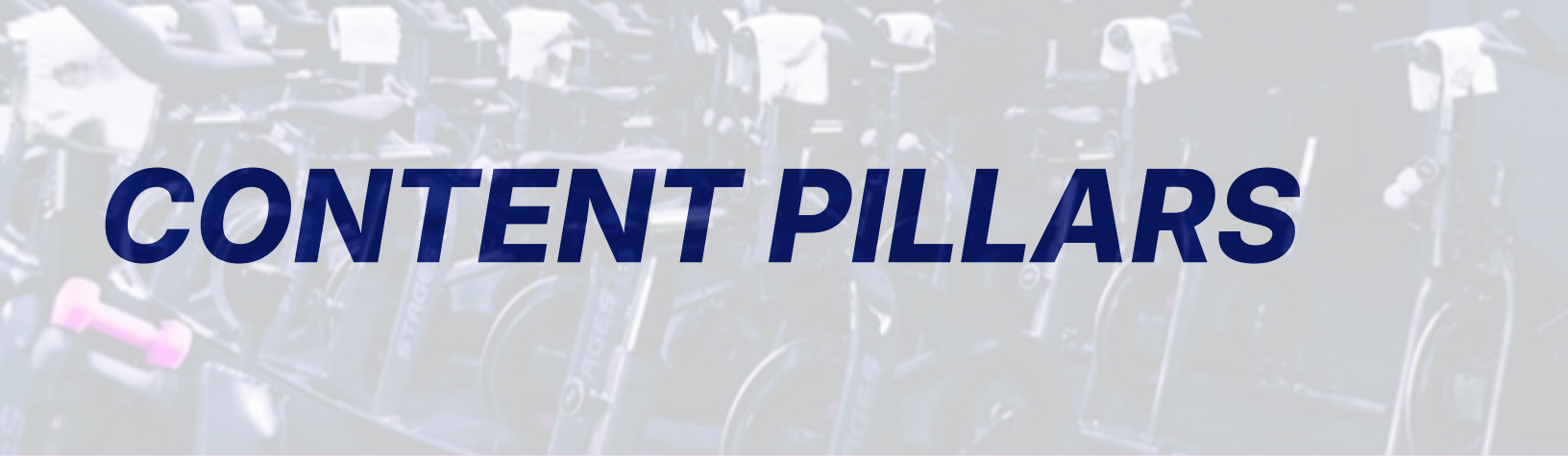
I completed an audit of Alive's Instagram posts from their first post on February 25, 2023, to February 9, 2026, using their publicly available engagement metrics. I tracked the date, post type(reel, carousel, still image, etc.), content pillars, hashtags, tags, likes, and comments. As of February 9, 2026, Alive had 2,217 total followers, which I based my calculations on as explained below.

Engagement rate calculations were completed as follows:
(likes + comments ÷ 2,217 followers × 100)

Posts were categorized into four primary content pillars to evaluate which messaging strategies most effectively drive audience engagement.

Four Identified Content Pillars:

- 1.Instructor Highlights / Collaborations*
- 2.Community Content (Local + Studio)*
- 3.Themed Classes / Class Information*
- 4.Membership / Promotional*



CONTENT PILLARS

1. INSTRUCTOR HIGHLIGHTS / COLLABORATIONS

Average Engagement Rate: ~4.0–4.4%

Instructor highlights, collaborations, and personality-driven posts consistently performed above the account average. Content featuring instructors' personalities, stories, and faces generated stronger engagement than graphic-based or informational posts.

Key Insight:

Human-centered storytelling builds connection and brand affinity. Audiences engage more when content emphasizes people over promotions.

2. COMMUNITY CONTENT (LOCAL + STUDIO)

Average Engagement Rate: ~4.5–5.0%

(Charity-based content reached ~7.5%)

Community-focused posts, local partnerships with charities and businesses, entertainment-based content, and motivational content aimed at helping others feel motivated and supported in this fitness community created at Alive demonstrated some of the strongest performance across all categories. Cause-driven content, in particular, produced engagement spikes well above the account average.

Key Insight:

The audience responds strongly to belonging, shared values, and community involvement. Partnerships and charitable initiatives increase visibility and emotional engagement.

CONTENT PILLARS

3. THEMED CLASSES / CLASS INFORMATION

Average Engagement Rate: ~4.6–5.5%

Themed cycling, pilates, strength, and barre classes, along with 15-day fitness challenges, consistently outperformed standard class information posts. Special classes and offers drove engagement rates.

Key Insight:

Framing and advertising classes as events or experiences increases audience interaction and excitement.

4. MEMBERSHIP/PROMOTIONAL;

Average Engagement Rate: ~2.0–2.6%

Membership promotions, scheduling posts, hiring announcements, and administrative updates generated the lowest engagement rates across all pillars.

Key Insight:

Transactional and utility-based messaging does not drive meaningful audience interaction. Promotional content performs better when paired with storytelling or human elements.

Findings Overview

Across all four pillars, engagement increases when content is:

- Instructor or personality-driven
- Community-focused
- Experiential
- Interactive

Engagement decreases when content is:

- Transactional
- Administrative
- Informational without narrative context

IMPLEMENTING DATA FINDINGS

The social media content analysis shows a clear pattern: posts centered on instructors, community, and themed experiences consistently outperform membership and promotional content.

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To improve overall engagement and awareness, Alive's content strategy should shift from separating promotional and high-performing content pillars to integrating them. Membership offers, class promotions, and studio updates should be communicated through instructor-led storytelling, community involvement, and experience-driven content such as themed classes and events.

Influencer partnerships support this shift by naturally combining promotion with personality and lived experience. By documenting their experience with classes, instructors, and the studio environment, influencers can turn promotional messaging into content that resonates with the audience's preference for community, storytelling, and authenticity, which increases engagement and conversion.

The Goal

Elevate underperforming promotional content by pairing it with high-performing, personality-led, and class-driven content, using influencer partnerships to enhance engagement and drive measurable growth.

INFLUENCER PARTNERSHIPS

Why?

Based on these findings, influencer partnerships offer an opportunity to combine high-performing content pillars with promotional messaging. While promotional content currently performs at 2–3% engagement, class information, instructor content, and community content achieve engagement rates closer to 5%, suggesting that partnerships with relatable individuals may help elevate promotional messaging performance.

Additionally, content connected to charity partnerships produced the highest engagement rate at approximately 7.5%. Partnering with influencers who value community, fitness, and giving back will help broaden awareness of Alive Cycling while reinforcing the studio's brand values.

Local influencers are particularly valuable because they place Alive Cycling directly into the social media feeds of local women in the Idaho Falls community, creating immediate relatability and trust. These partnerships can help strengthen audience engagement while also increasing first-time class participation and membership conversions.

The target audience for Alive Cycling is illustrated in the following audience persona.

BRAND PERSONA

BRITTANY MANNING



Age: 32

Location: Idaho Falls

Social Networks:
Instagram, Facebook, TikTok

Occupation:
Works part-time

Education:
Bachelor's Degree

Household Income:
\$100,000

Challenges:

New to Idaho Falls, recovering post partum, looking for community, and lacking self-confidence

Behaviors:

- Loves music
- Loves having something active in her day (working out, walks, etc.)
- 'Eats healthy, balanced meals
- Has a husband and 2 kids under 6 years old
- Values friends and belonging in her community
- Open to trying new things

Why Alive:

Brittany is looking for friends and a community. She heard from a friend about live group classes and saw reels on Instagram of class recaps and loved the energy and encouragement brought by the instructors. She decided that this could be a good way to involve herself in something that would connect her with other women in the community, similar to her.

COMPETITOR ANALYSIS

Understanding our persona, Alexia Manning's behaviors, needs, and challenges helps clarify what makes Alive Cycling unique within a competitive fitness market. Alexia represents the type of customer Alive aims to reach through local influencers and social media campaigns. To better understand how Alive compares within this space, a competitor analysis was conducted, examining both local studios and larger nationwide fitness brands that offer similar in-person or at-home workout experiences.

1. Orangetheory Fitness

Product: Scheduled coach-led group workout sessions. The same classes are happening nationwide each day, making it possible for people out of town or traveling to attend a class and stay on track.

Pricing: Membership options, a month-to-month membership, and they offer a trial first-class free.

Membership Options.

Premier

- ✔ Unlimited Classes (recommended for usage of 3x/week or more)
- ✔ 30-Day Risk Free Guarantee†

Elite

- ✔ 8 Classes Monthly (avg. usage of 2x/week)
- ✔ Discounted Add-On Classes

Basic

- ✔ 4 Classes Monthly (avg. usage of 1x/week)
- ✔ Discounted Add-On Classes

Class Packs

- ✔ 10 Classes
- ✔ 20 Classes
- ✔ 30 Classes

Place: Idaho Falls has a location, but there are 1,300 locations owned across the US; they are a franchised gym

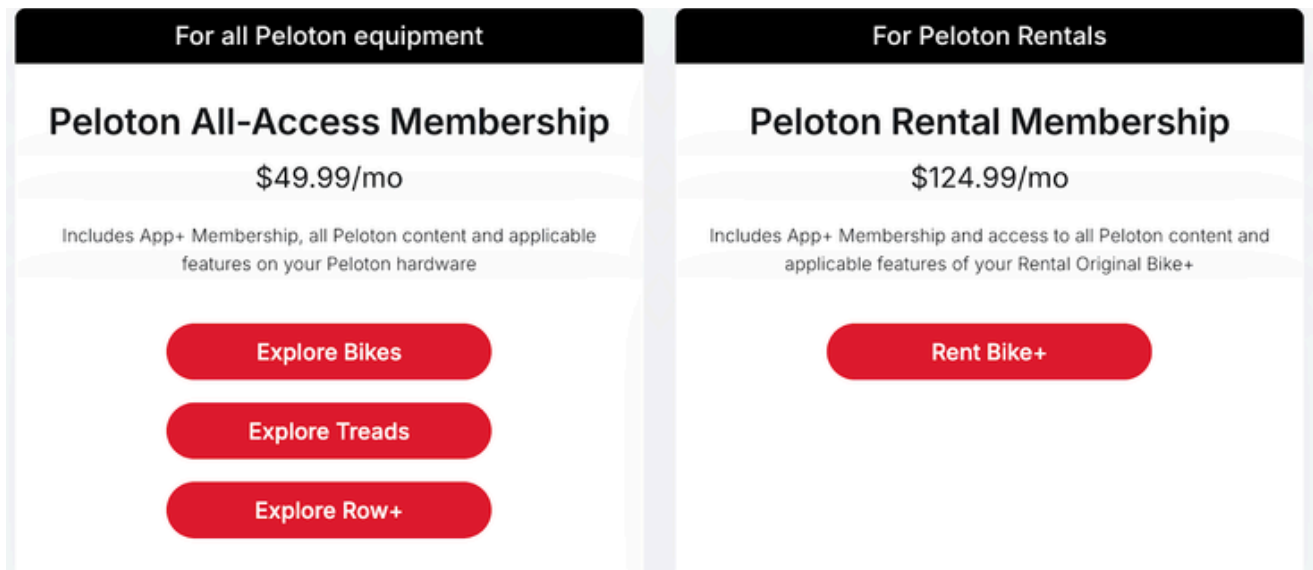
Promotion/Positioning:

They target busy professionals, want people to achieve their goals by focusing on achieving the results and workouts they want through targeting their heart rate, trying to enter the orange zone for 12 minutes during a workout that feels uncomfortable, and giving 84-91% of effort with a max heart rate. Their workouts are scientifically supported, and they have something called the OTconnect that tracks workouts and records them. It is a band that can be worn like a watch or on ones arm. This positions them uniquely as they have their own ecosystem of equipment and tracking measures that keep their customers entirely with their organization and away from other competitors. They have individual location social media accounts, but their main company-run account has about 450k followers and 2.5k posts. Their Instagram bio has a link tree connecting to their offers, YouTube videos explaining the science and why behind Orange Theory, and links to scientific articles.

2. Peloton

Product: Mainly at-home workout equipment and in-person classes, with classes recorded daily and stored on Peloton's membership systems.

Pricing: An individual bike, row machine, or treadmill, and a monthly membership to access classes. The equipment ranges from \$1,200-\$5,000. Memberships are as follows for equipment owners.



Place: Remote videos and two primary locations in New York and London.

Promotion/Positioning: For busy professionals who struggle to get to the workout classes they love, Peloton gathered a team that has a mission to bring integrated fitness and wellness experiences to members anytime, anywhere. They value empowering people to live fit, strong, long, and happy lives through exercise. They create a studio-like workout in the comfort of one's home. Their equipment is an investment, and they know their target audience has the money and limited time to have this appeal to them. There are about 2.6 million worldwide users.

3. Bodifi

Product/Place: Gym memberships with weights and classes in locations across Eastern Idaho.

Pricing: This is the Rexburg location's membership pricing. There are different membership prices depending on which location is chosen. (Ammon, Idaho Falls, or Rexburg)

LUXURY PIF \$960.00* Paid In Full \$0.00 Enrollment Fee \$0.00 Processing Fee 12 Month Plan 24/7 Access Available* All Club Access Bodifi App BodiPod & NeuroBodi Guest Privileges Red Light Therapy Unlimited Group Fitness Unlimited Tanning Unlimited Wellness <i>Expires in 12 months</i> Select Plan	PLATINUM PIF \$720.00* Paid In Full \$0.00 Enrollment Fee \$0.00 Processing Fee 12 Month Plan 24/7 Access Available* All Club Access Blue Light Acne Treatment Bodifi App Red Light Therapy Unlimited Group Fitness Unlimited Tanning Unlimited Wifi <i>Expires in 12 months</i> Select Plan	LUXURY \$79.99* MONTHLY \$60.00 Enrollment Fee \$39.99 Processing Fee Month To Month 24/7 Access Available* All Club Access Bodifi App BodiPod & NeuroBodi Guest Privileges Red Light Therapy Unlimited Group Fitness Unlimited Tanning Unlimited Wellness <i>*\$49.99 Annual Fee billed in 6 mo</i> Select Plan
PLATINUM \$59.99* MONTHLY \$60.00 Enrollment Fee \$39.99 Processing Fee 12 Month Plan 24/7 Access Available* All Club Access Bodifi App Red Light Therapy Unlimited Group Fitness Unlimited Strength & Cardio Unlimited Tanning		

Promotion/Positioning: They position themselves as a luxury gym experience. Their monthly or yearly membership pricing reflects that they want working young people and professionals in their gyms. The price point deters younger kids and families. Aside from gym offerings, they have group classes, tanning, red light therapy, BodiPod, and NeuroPods, and other offers that make their gym more than a weight room; it is a luxury experience. They aim to create a place that is focused on recovery and helping members achieve their goals, not only in strength but in self-awareness and strength as well. Small local organization in eastern Idaho.

COMPETITOR ANALYSIS

Summary of Competitor Analysis

OrangeTheory, Peloton, and Bodifi all share the core value of helping members achieve their fitness and wellness goals, primarily targeting busy professionals ages 25–50. While their offerings and pricing structures differ, each brand addresses the challenge of maintaining fitness within demanding schedules, something often deprioritized despite its importance for long-term productivity and well-being. Research from Johns Hopkins supports this, emphasizing that increased physical activity leads to a healthier, more productive workforce.

Each competitor approaches this audience differently. Bodifi focuses on a luxury, in-person experience that builds strong local community through personalized coaching and a high-end environment. Orangetheory Fitness, with over 1,300 locations, offers a consistent group fitness model that allows traveling professionals to maintain their routines anywhere. Peloton brings the experience into the home through connected equipment and on-demand classes, appealing to professionals who value convenience while still engaging in a strong digital community.

Alive Cycling differentiates itself by focusing specifically on women and building a supportive, local community. As a women-owned studio in Idaho Falls, it emphasizes encouragement, empowerment, and personal growth, creating a space where women can rebuild confidence, stay consistent, and feel connected within a more personal and approachable fitness environment.

COMPETITOR ANALYSIS

Alive Membership Pricing

For reference to the above summary this is the pricing for Alive classes.

UNLIMITED

\$165/4 weeks

Unlimited Cycling + Power—enjoy unlimited cycling + power classes that will bill every 4 weeks. This will auto renew! You will get early booking and 2 guest passes a month.

FIRST-TIMERS

\$15/2 classes

It usually takes a couple of times to really get a feel for our space so enjoy this very discounted intro offer! Expires in 14 days. Only eligible for first timers!

DROP IN

\$24/1 class

Drop In for a single class. Expires in 2 months!

5-CLASS PACK

\$110/5 classes

5 Class Pack expires in 2 months! Can be used for any class!

10-CLASS PACK

\$199/10 classes

10 Class Pack expires in 3 months and can be used on any class!

INFLUENCER STRATEGY

Local Micro-Influencers

Local micro-influencers with less than 10,000 followers align closely with Alive's location and target demographic. Two influencers in the Idaho Falls area were identified whose content reflects the brand persona and supports the overall outreach strategy.

Alive has not previously implemented influencer partnerships. A traveling cycling instructor, Holland Scattergood, opened the door to their influencer relations after her weekend series, which performed high in attendance and energy. While this demonstrates the potential of influencer involvement, the primary focus moving forward is on partnering with local mothers and community members through PR box outreach to drive more relevant and sustained engagement and build their clientele further.

PR Boxes Strategy

- Track content from influencers and compare promotional engagement rates to see how partnered posts are increasing engagement % and themed ride attendance before and after partnerships occur

Measuring Success

- Influencer reach and engagement
- Affiliate link clicks
- First-time ride sign-ups
- 2 classes for \$15 sales

MORIAH SCHOFIELD

Followers: 2k

Content: Family, Outdoors, Health/Fitness, Concerts, Christian Content

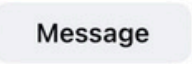
 **moriahschofield** 

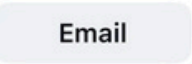


Moriah Schofield
461 posts 1,994 followers 4,283 following

God 🇺🇸 & Family first
❤️ Wife 💕 Girl mom of 2 💕
✨ Collab: moriahscho.ugc@gmail.com
msha.ke/moriahscho

 Follow

 Message

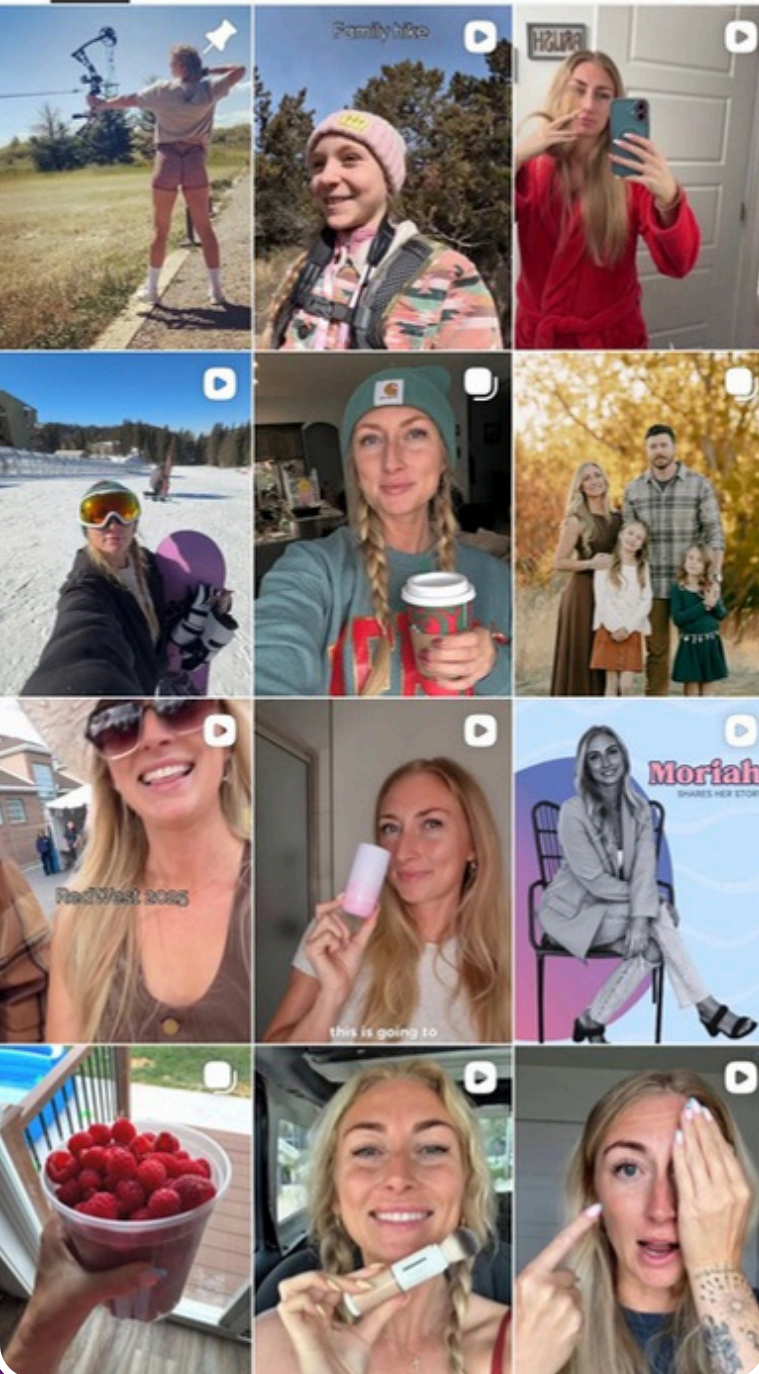
 Email

 +8


Gains


Good eats

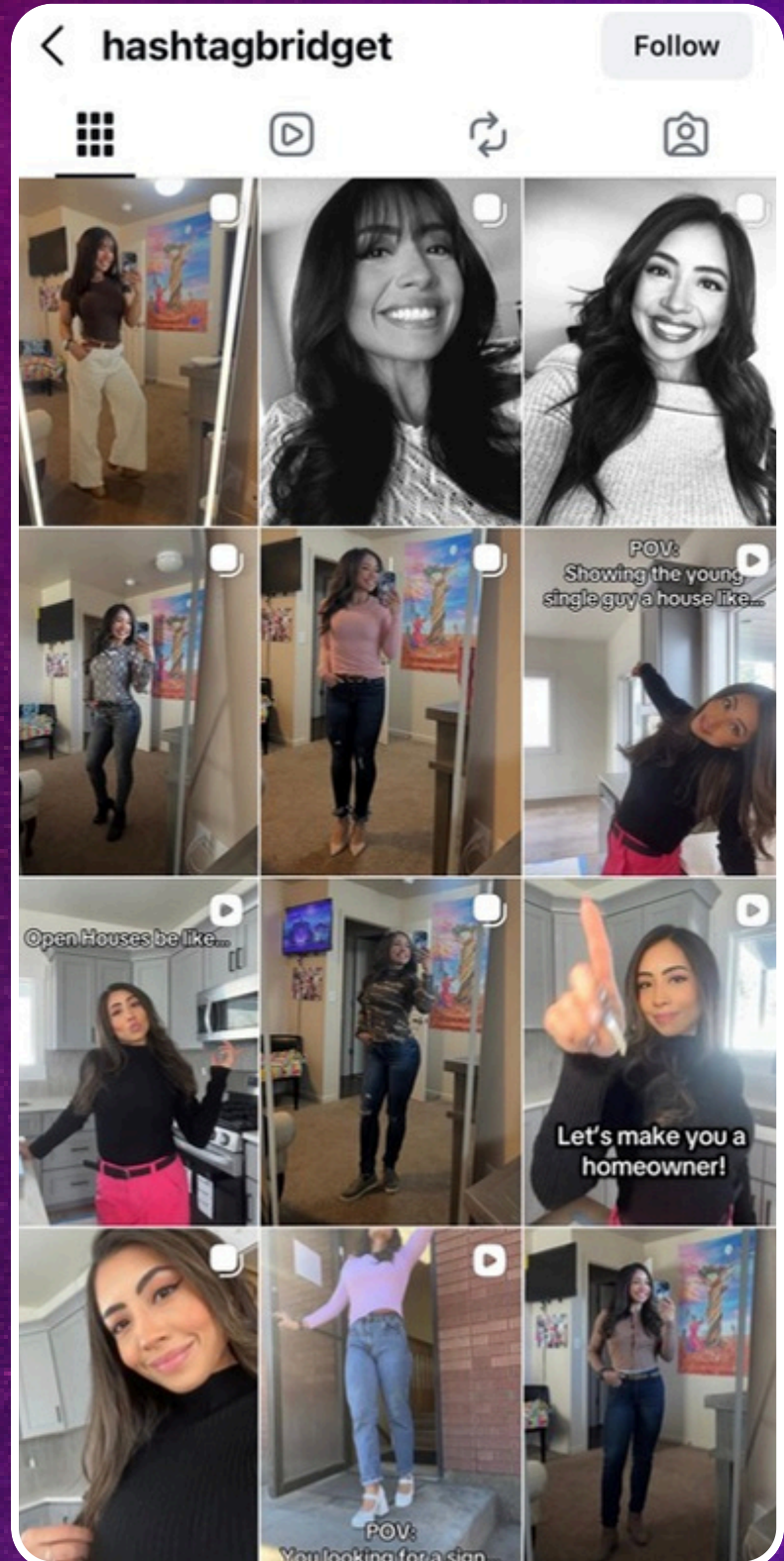
 **moriahschofield** 



BRIDGET ZARAGOZA

Followers: 5k

Content: fitness, belonging at the gym, bodybuilding, and vulnerable postpartum before and after.



< hashtagbridget



Bridget M. Zaragoza

2,688
posts

5,254
followers

3,120
following

Real Estate Agent [@bridgetzaragoza.realtor](#)
[@postpartumbridget](#) Mamacita to two beautiful girly
💕

📍 hashtagbridget 🎧 rain · mxmtoon

Follow

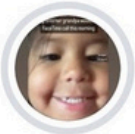
Message



Disneyland...



Layla



Khloe



TinyRemind...

PR BOX SOCIAL MEDIA CONTENT

Upon contact and partnership agreement with the influencer, we would ask for content in these 3 ways: tagging us in each of the posts/stories.

1. Awareness: Reel 1

Unboxing Video

Influencers receive the Alive Cycling PR box and film an unboxing video showcasing the items inside, including the crewneck, blender bottle, and free class ticket. This content introduces the brand to its audience and generates excitement about trying the Alive Cycling experience.

Goal: Introduce Alive Cycling to new audiences and create curiosity.

2. Experience: Reel 2

First Ride Vlog

Influencers document their first ride at Alive Cycling in a vlog-style post. This content shows the full experience from arriving at the studio to participating in the ride and sharing their reaction afterward.

Goal: Show the class atmosphere and make the experience feel approachable for first-time riders.

3. Conversion: Story and Static Post/Reel

Affiliate Link + Themed Ride Promotion

Influencers place their Alive Cycling affiliate link in their bio and promote an upcoming themed ride. Their audience can use the link to receive a discount on their first class.

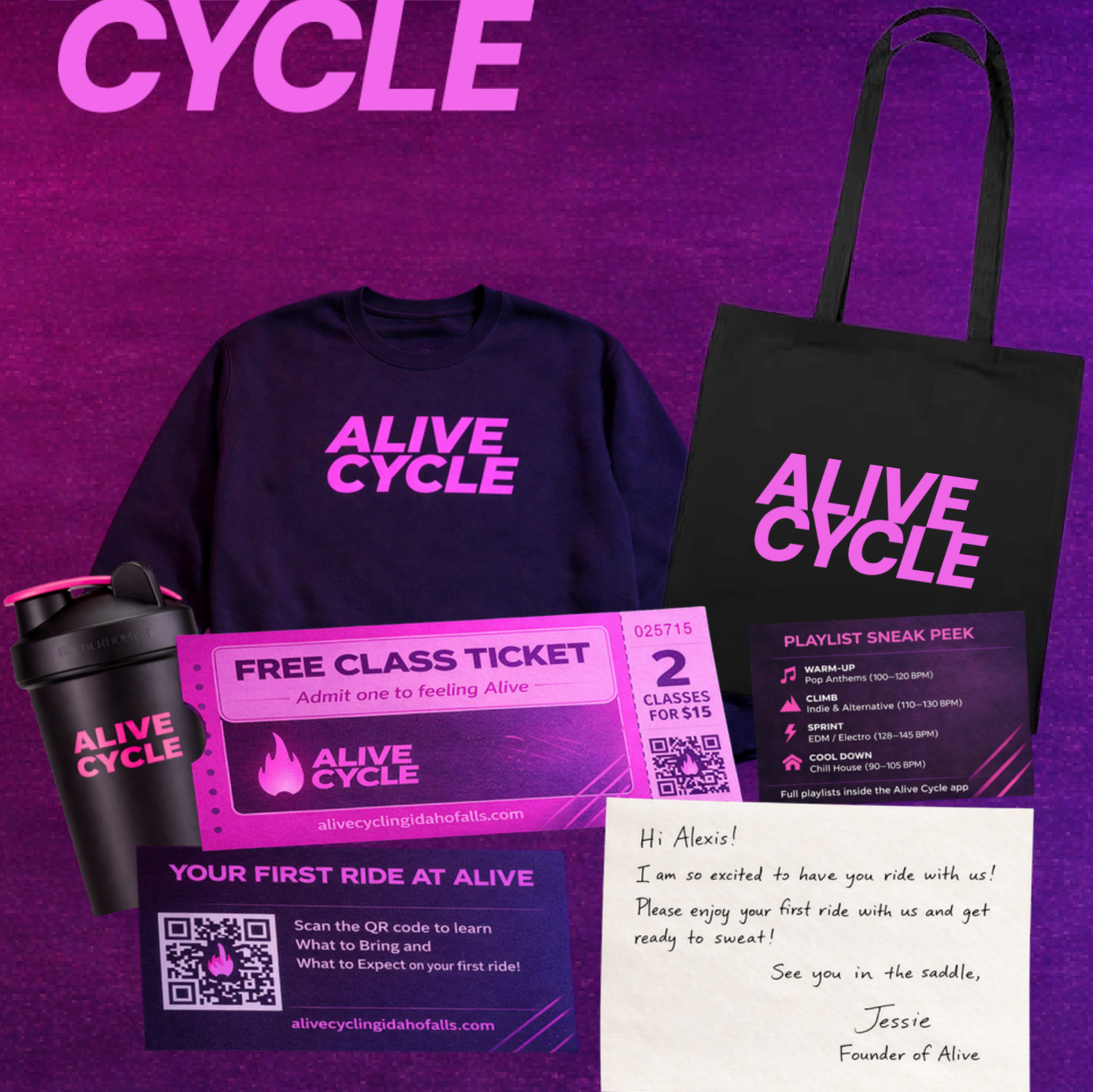
Goal: Turn engaged viewers into new riders through an easy sign-up opportunity.

PR BOX CONTENTS

Items Included in PR Box:

- **Branded Canvas Bag**
- **Crewneck** – an Alive Cycling-branded crewneck for influencers to wear in content and during rides.
- **Blender Bottle** – Branded shaker bottle to use for hydration or protein after class.
- **Free Class Ticket** – Invitation to experience Alive Cycling with a first-timer offer: 2 classes for \$15. Influencers are encouraged to document their experiences and share them with their audiences.
- **Ride Guide Card** – “Your First Ride at Alive.” Includes a QR code linking to a short video explaining how to set up the bike, what to expect in class, and helpful tips for first-time riders.
- **Playlist Sneak Peek Card** – A preview of the music and themes used during Alive rides, giving influencers a feel for the studio’s energy and style.
- **Handwritten Note from the Owner Jessie** – A personal message welcoming the influencer and inviting them to experience the Alive.

ALIVE CYCLE



FREE CLASS TICKET

Admit one to feeling Alive



ALIVE
CYCLE

alivecyclingidahofalls.com

025715

2

CLASSES
FOR \$15



PLAYLIST SNEAK PEEK

- 🎵 **WARM-UP**
Pop Anthems (100–120 BPM)
- ⬆️ **CLIMB**
Indie & Alternative (110–130 BPM)
- ⚡ **SPRINT**
EDM / Electro (128–145 BPM)
- 🏠 **COOL DOWN**
Chill House (90–105 BPM)

Full playlists inside the Alive Cycle app

YOUR FIRST RIDE AT ALIVE



Scan the QR code to learn
What to Bring and
What to Expect on your first ride!

alivecyclingidahofalls.com

Hi Alexis!

I am so excited to have you ride with us!
Please enjoy your first ride with us and get
ready to sweat!

See you in the saddle,

Jessie
Founder of Alive

CONCLUSION

Major Takeaways

Influencer partnerships, when driven by data, can be an effective way to expand a brand's reach beyond what can be achieved through its own social media platforms. By leveraging trusted voices within a target community, brands are able to create more authentic connections and increase both awareness and engagement.

Understanding current social media performance, including engagement rates, content trends, and audience behavior, along with evaluating competitors' size, positioning, and offerings, allows a brand to identify where it can differentiate itself and compete more effectively within the market.

The strategy developed in this case study was rooted in the initial social media audit. These findings highlighted both strengths and gaps in Alive Cycle's content. While promotional content showed lower engagement, high-performing content pillars such as community and instructor-focused posts revealed an opportunity to improve performance. By incorporating influencer-generated content that reflects real experiences and storytelling, promotional messaging can feel more organic and increase engagement, class interest, and brand awareness.

Although full implementation and measurement were outside the scope of this project, the proposed strategy provides a clear foundation for future execution. Tracking engagement rates, follower growth, and class bookings tied to influencer content would offer valuable insight into the effectiveness of this approach and allow for continued optimization over time.

APPENDIX

Sources

[Competitor Analysis:](#)

[How to Evaluate Competition](#)

[Orange Theory](#)

[Orange Theory Instagram](#)

[Peloton](#)

[Peloton Size](#)

[Bodifi](#)

[John Hopkins Article](#)

[Local Influencers](#)

[Moriah Schofield](#)

[Bridget Zaragoza](#)

[Holland Scattergood](#)

[Alive Instagram](#)

[Alive Website](#)

AI:

Gemini and ChatGpt

APPENDIX

Hours
88+ Total

Date	Purpose	Accomplished	Hours
1/21	Sis. Russell Meeting	Y	30 min
1/27	Br. Heuett Research Questions	Y	30 min
2/7	Project Overview outline	Y	2 hours
2/9 and 2/10	Content Analysis of Instagram and Facebook uploaded into excel sheet	Y	6 hours
2/10	Sis. Russell Meeting project check-in and report	Y	30 min
2/12	In-person analysis and fitness class; what is in store/studio, do they have guest instructors, how is the experience as a first timer, what demographic and psychographic are te	Y	4 hours
2/13	Analyze content excel. Content pillars; What worked for them and where are there gaps in their social media (create a deliverable with clear data supporting my findings)	Y	3.5 hours
2/16	Create a top 3 chart for brands and infleucners. Research who and why and give data specific answers as to why certain infleuncers or brands or collabs should be focused or Y	Y	4 hours
2/17	Identify a key finding and benefit to each infleucner with data, create an about me page that introduces each of them to the pannel of judges and why they would be the best fi	Y	4 hours
2/17	Bro. Heuett Meeting (research feedback and findings)	Y	30 min
2/18	Catch up on and design deliverables and make edits from brother Heuett's feedback	Y	4 hours
2/19	Reach our to influencers/gyms/ people in influencer partnerships about their partnerships, what works best for them and why	Y	2 hours
2/20	Follow up on gyms and influencer people I reached out to, list what to include in my PR box specifically; quick mock up of items and logo	Y	3 hours
2/21	PR box writing, CTA, and designs; use illustrator and current designs to create a design that can be put on a PR box and various products in a PR box for influencers with spe	Y	4 hours
2/23	Complete draft of PR box and send it to sister russell	Y	2 hours
2/24	Sis.Russell Meeting and project check-in and report	Y	30 min
2/25	Edit mock up from sister russell's feedback	Y	4 hours
2/26	Edit and polish all of my deliverables (writing and design in particular)	Y	2 hours
2/27	PR box personalization for 3 influencers. Use the in-depth researched top 3 chart to compile and edit and add the why for each personalization choice per influencer to my abc	Y	4 hours
3/1	Finalize PR box; Focus on the story section of the final report to be submitted 3/2		4 hours
3/2	Revise and edit the entirety of the Case Study Draft and SUBMIT ENTIRE DRAFT		4 hours
3/4	Sis Russell Meeting and case study draft feedback and revision	Y	1 hour
3/5	Edit based off of feedback entire case study and make it something presentable	Y	3 hours
3/7	Final Case study ready to be submitted	Y	3 hours
3/9	Get things printed and ready for a physical table for showcase	Y	4 hours
3/11	Misc. work on anything with my personal project needing to be completed	Y	2 hours
3/23	Case Study and mock ups	Y	4 hours
3/24	Case study	Y	5 hours
3/25	Final Case study Compiling	Y	5 hours
3/26	Final presentation practice and final	Y	2 hours
3/26	SENIOR SHOWCASE		3:30-5:30 pm
			88 total work hours

Data Sheets (2 Screenshots)

Content Pillars Themed Classes/Class Info Instructor Highlights/Collabs Memberships Community	Findings There was a large focus on reels and carousel posts that performed well Giveaways gave them high engagement numbers (5 Giveaway posts total with 1,159 overall engagement) nearly 6% of total engagement came from these posts Their posts stay true to their content pillars Community partnerships and collabs have been done and recently a guest instructor came and taught classes/trained instructors	Previous partnerships and Events Idaho Falls charities around the holidays for clothing drives and food drives + assault kit drives Idaho Falls local companies partnerships Coffee and Cycle classes Outdoor cycling in the summer silent disco cycling classes
Alive Cycle Followers = 2,217	2,217	
Interactions by Content Pillar Themed Classes/Class Info Instructor Highlights/Collabs Memberships Community Total Likes + Comments	Engagement rate = likes + comments / followers * 100 7359 4.6-5.5% 6335 4.0-4.4% 2612 2.0-2.6% 4494 4.5-5.0% 20,200	
If engagement is: Below 2% → weak audience connection 2-4% → average 4-6% → strong 6%+ → very strong for local business	Next Step How to Analyze It Properly For each content pillar: Calculate engagement rate for each post in that pillar Find the average engagement rate for that pillar Compare pillars Create suggestions based off of the data by telling a public audience their current standing	

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
	Date	Post Type	Post Purpose	Hashtag number	Tags	Likes	Comments														
1	1/15/24	Post	15-day Fitness Challenge	0	0	30	0														
2	1/17/24	Reel	15-day Fitness Challenge	0	0	70	10														
3	1/17/24	Reel	15-day Fitness Challenge	0	0	28	2														
4	1/18/24	Post	15-day Fitness Challenge	0	0	8	0														
5	1/19/24	Reel	15-day Fitness Challenge	14	0	18	6														
6	1/21/24	Reel	15-day Fitness Challenge	14	0	14	3														
7	1/25/24	Reel	15-day Fitness Challenge	0	0	20	4														
8	9/15/23	Reel	Barre Class	0	1	39	0														
9	10/30/26	Reel	Barre Class	0	1	39	8														
10	12/6/23	Reel	Barre Class	0	1	26	0														
11	9/17/24	Reel	Barre Class	8	1	36	1														
12	9/29/23	Carousel	Class Info	0	0	29	2														
13	1/29/24	Reel	Class Info	10	0	23	0														
14	1/21/24	Post	Class Info	0	0	8	0														
15	9/19/24	Post	Class Info	0	0	62	13														
16	2/6/25	Post	Class Info	7	0	36	4														
17	2/15/25	Carousel	Class Info	7	0	22	0														
18	4/3/25	Carousel	Class Info	7	0	35	8														
19	4/22/25	Carousel	Class Info	8	0	24	2														
20	5/13/25	Carousel	Class Info	8	0	29	0														
21	7/11/25	Reel	Class Info	0	0	65	10														
22	9/21/25	Post	Class Info	0	1	47	1														
23	9/27/25	Post	Class Info	0	2	21	0														
24	10/26/25	Carousel	Class Info	0	1	120	6														
25	11/25/25	Post	Class Info	0	1	28	3														
26	12/1/25	Carousel	Class Info	0	1	76	13														
27	12/26/25	Carousel	Class Info	0	0	381	0														
28	12/28/25	Post	Class Info	0	1	32	0														
29	1/3/26	Post	Class Info	0	0	47	3														
30	1/15/26	Carousel	Class Info	0	2	161	25														
31	1/25/26	Post	Class Info	0	0	85	3														
32	1/27/26	Carousel	Class Info	0	0	117	18														
33	2/26/25	Reel	Collab	5	1	70	9														
34	2/21/25	Reel	Collab	5	1	22	0														
35	2/22/25	Reel	Collab	5	1	22	0														
36	9/19/25	Reel	Collab	0	1	54	10														
37	9/20/25	Reel	Collab	0	1	161	15														
38	9/28/25	Carousel	Collab	0	1	124	9														
39	10/6/25	Carousel	Collab	0	2	260	4														
40	10/26/25	Reel	Collab	18	1	131	12														
41	10/23/25	Reel	Collab	18	1	121	3														
42	1/9/26	Post	Collab	1	2	Can't See	43														
43	1/22/26	Carousel	Collab	0	1	213	44														
44	1/25/26	Reel	Collab	0	1	213	36														
45	1/29/26	Reel	Collab	12	1	Can't See	10														
46	2/5/26	Post	Collab	0	0	130	5														
47	2/9/26	Reel	Collab	14	2	Can't See	25														
48	2/9/26	Reel	Collab	14	2	Can't See	24														
49	2/9/26	Reel	Collab	0	1	Can't See	29														
50	5/24/23	Reel	Cycling Instructor Highlight	8	1	18	1														
51	7/26/23	Post	Cycling Instructor Highlight	0	1	92	81														
52	8/19/23	Post	Cycling Instructor Highlight	0	4	48	16														
53	9/16/23	Reel	Cycling Instructor Highlight	0	0	49	10														
54	10/10/23	Reel	Cycling Instructor Highlight	0	1	64	8														
55	10/24/23	Reel	Cycling Instructor Highlight	0	0	36	3														
56	11/2/23	Post	Cycling Instructor Highlight	0	1	22	11														
57	11/8/23	Reel	Cycling Instructor Highlight	0	0	25	3														
58	11/10/23	Post	Cycling Instructor Highlight	0	0	55	6														
59	12/1/23	Reel	Cycling Instructor Highlight	0	1	73	27														
60	1/23/24	Reel	Cycling Instructor Highlight	1	2	50	28														
61	1/30/24	Reel	Cycling Instructor Highlight	9	0	24	12														
62	3/2/24	Reel	Cycling Instructor Highlight	8	0	64	8														
63	5/8/24	Reel	Cycling Instructor Highlight	10	2	49	10														
64	7/29/24	Reel	Cycling Instructor Highlight	0	3	55	15														
65	7/30/24	Reel	Cycling Instructor Highlight	0	3	1	82														
66	8/7/24	Reel	Cycling Instructor Highlight	5	2	55	13														
67	8/27/24	Reel	Cycling Instructor Highlight	0	1	152	14														
68	9/8/24	Reel	Cycling Instructor Highlight	0	1	59	20														