

SOCIAL REPORT CARD

YOUR GYM

Instagram, last 90 days, graded on the six behaviors that turn a feed into members.

Audited August 27, 2026 from the public feed at [instagram.com/yourgyim](https://www.instagram.com/yourgyim)

The short version: the posts that reach strangers never ask them to come in.

THE GRADE

YOUR GYM • INSTAGRAM • JUN 1 TO AUG 27, 2026 • 37 POSTS

CONSISTENCY		14 / 20
CONTENT MIX		17 / 20
CAPTION CRAFT		15 / 20
VISUAL MATCH		13 / 15
RIGHT AUDIENCE		12 / 15
PATH TO JOIN		10 / 10

TOTAL: 81 / 100

B

WHAT WE FOUND, DIMENSION BY DIMENSION

DIMENSION	THE EVIDENCE FROM YOUR FEED
CONSISTENCY 14/20	Thirty-seven posts across the window — 12 in June, 14 in July, 11 in August. That is roughly three a week, the lowest volume in this batch, and the trend is down. Nine separate gaps of four days or more, including a six-day hole from Jul 28 to Aug 4 and five-day holes in August. The content is excellent when it lands. It just does not land often enough to hold a rhythm.
CONTENT MIX 17/20	The best mix we have graded. Nineteen reels and 16 carousels against just two single photos — 51% of the feed is video on the platform that rewards it. Real pillars, all working: race results, class walkthroughs, the gym tour, new schedule launches, the GM announcement, the one-year party, the Erg Workshop. Missing piece: a dated membership offer. Everything asks for the same free class, all quarter.
CAPTION CRAFT 15/20	Short, warm, and readable at 303 characters median — the right length for a video-first feed. Twenty-three of 37 posts carry an ask, which is the highest rate in this batch. Two problems. Seventeen posts close with the identical line, "click the link in our bio to try your first class FREE," so regulars have stopped reading your last sentence. And the anniversary caption ran verbatim twice, on Aug 13 and Aug 25.
VISUAL MATCH 13/15	Far and away the best of any gym we have audited. Real footage, real members, your real floor, and only 14 posts of the 37 lean on a graphic. The Speed Edition tour reel, the class walkthrough, the full-gym energy reel — a stranger can see what a class actually is before they ever book one. Points off only for the flyer-style event graphics, which are the weakest-performing images on the grid.
RIGHT AUDIENCE 12/15	Graded against the HYROX buyer, not the general gym avatar. Two voices are running at once. The conversion posts talk to a beginner: "It doesn't have to be perfect — you just have to start," the 11:30 AM mid-day class, do hard things with fun people. The reach posts talk to an elite: World Championship times, a four-peat champion, podium finishes. The problem is which one strangers see — your top five posts are all elite content, so the first impression sets a bar most buyers will not clear.
PATH TO JOIN 10/10	Full marks, and the only ten we have given. The bio link goes straight to your PushPress plans page — no link tree, no extra tap, the shortest path we have audited. Twenty-three of 37 posts point at it. The free class is a real, live, always-on offer. Nothing on this line needs fixing; the gap is in which posts carry the ask, and that is a Content Mix problem, not a Path problem.

THE ONE SENTENCE DIAGNOSIS

Your Gym has the best video, the best offer, and the shortest path to booking of any gym in this batch — and your five biggest posts of the quarter, 2,473 likes and 34,410 video views between them, do not contain a single ask.

YOUR GRADE, WITH ECHO.

Done For You Social is \$99 a month. Here is exactly what changes for Your Gym, dimension by dimension, and what stays yours.

THE HONEST MATH

DIMENSION	NOW → ECHO	WHAT CHANGES FOR YOU
CONSISTENCY	C → A	Three posts a week becomes a planned month with no six-day holes, staged before the month starts. Your best content stops depending on whether it was a busy week.
CONTENT MIX	B → A	The rotation you already run, held every month, plus the piece you are missing: one dated membership offer that runs while it is live instead of the same evergreen free class all quarter.
CAPTION CRAFT	C → A	Same voice, same length, but the close rotates so your last line gets read again — and no caption ever ships twice.
VISUAL MATCH	B → A	Already an A. Echo writes from the footage you upload, so this stays where it is without you writing the caption at 9pm.
RIGHT AUDIENCE	B → A	Both voices kept, sequenced properly. Race wins stay as proof and get a beginner-facing line attached, so an elite result opens a door instead of closing one.
PATH TO JOIN	A → A	Your ten holds — and the ask moves onto the high-reach posts, so the 34,410 views your race content earns this quarter have somewhere to go.

Grades measure behaviors. Two need something from you: your real photos and a live offer. We do not promise follower counts, reach, or leads from organic. You approve every post before it publishes.

WHAT YOUR WEEK LOOKS LIKE

YOU SEND CLIPS

You already shoot them, and they are good. Echo plans the month from your real footage.

YOU TAP APPROVE

Every post waits for you in your portal or Slack. Edit or deny anything.

YOU GET A CARD

Every month closes with a fresh report card, so you watch this 81 climb.

WHY THIS GRADE IS GOOD NEWS

AN 81 IS THE HARDEST GRADE TO EARN

Nobody else in this batch broke 78. You did it on 37 posts — half the volume of the gyms below you — because the content is real and the path is short. That is the part money cannot buy. What is left is cadence and one ask in the right place.

YOUR GYM, THIS IS THE WHOLE DECISION

KEEP THE FOOTAGE. MOVE THE ASK.

\$99 a month. Your footage, your voice, your final tap on every post. Reply to the message that brought you this report card and we will start with your next month.

START MY NEXT MONTH