A full-page photograph of three athletes in mid-air, performing a jumping exercise. In the center is a woman with a high ponytail, wearing a white tank top and grey shorts. To her left is a man in a black t-shirt and shorts. To her right is a man in a black sleeveless shirt with 'LES MILLS' on it and grey shorts. They are all wearing athletic shoes. The background is a large, light-colored concrete wall. The ground is a grey paved surface. The sky is a clear blue. The overall tone is energetic and athletic.

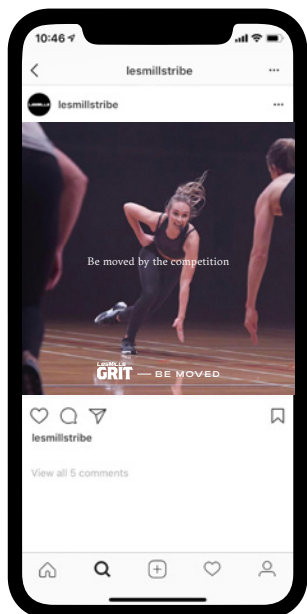
LES MILLS — BE MOVED

Instructor toolkit

BE MOVED

Social assets

We have a great range of new social media tools available for all your Les Mills programs. These are for you to use on social channels to talk to and inspire your followers.



1. SOCIAL FILTERS – PROGRAM SPECIFIC



2. SOCIAL STORIES

Program specific for customization.
Adapt these program stories for your classes!



3. SOCIAL GIPHY

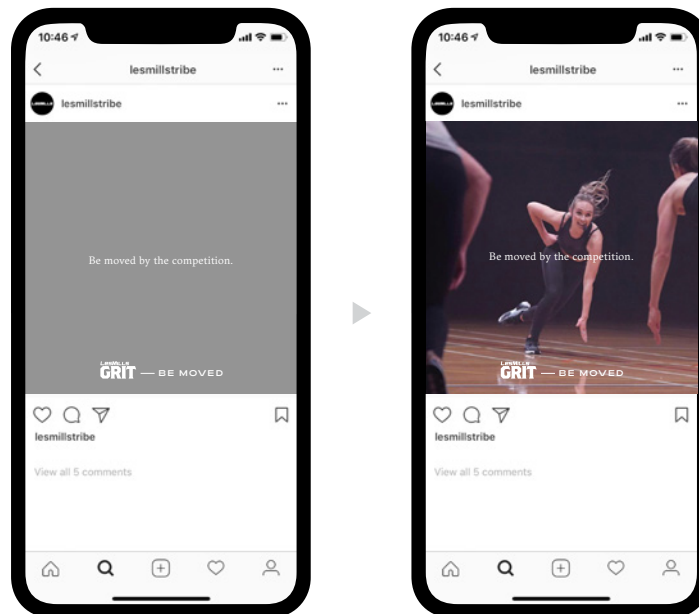
Pick your program and advertise your class and timeslot

DOWNLOAD FILTER

BE MOVED

Social filter – program specific

We know you love our image filters, so we're giving you more of what you want! Jazz up your images with these filters. Use these filters over the top of your own imagery to promote your favorite programs!

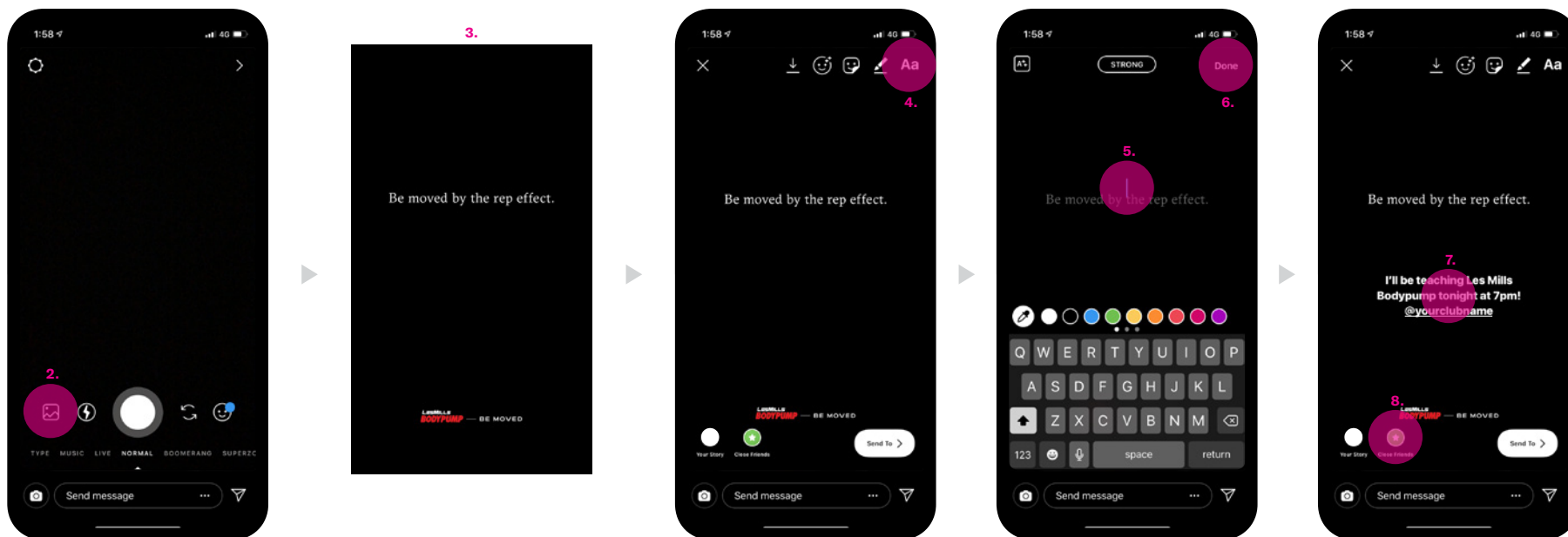


DOWNLOAD FILTER

BE MOVED

Social Story programs tiles

Instagram stories are a great way to engage your followers and encourage them to attend your class! These stories are customizable so you can add details about your class and make it personal, just follow our how-to guide below:



1. Tap your story icon to add a new story

2. Access your camera roll

3. Select the Instagram Story from your camera roll

4. Tap the type tool to add text

5. Add details about your new release launch class

6. Tap 'Done'

7. Postion the type

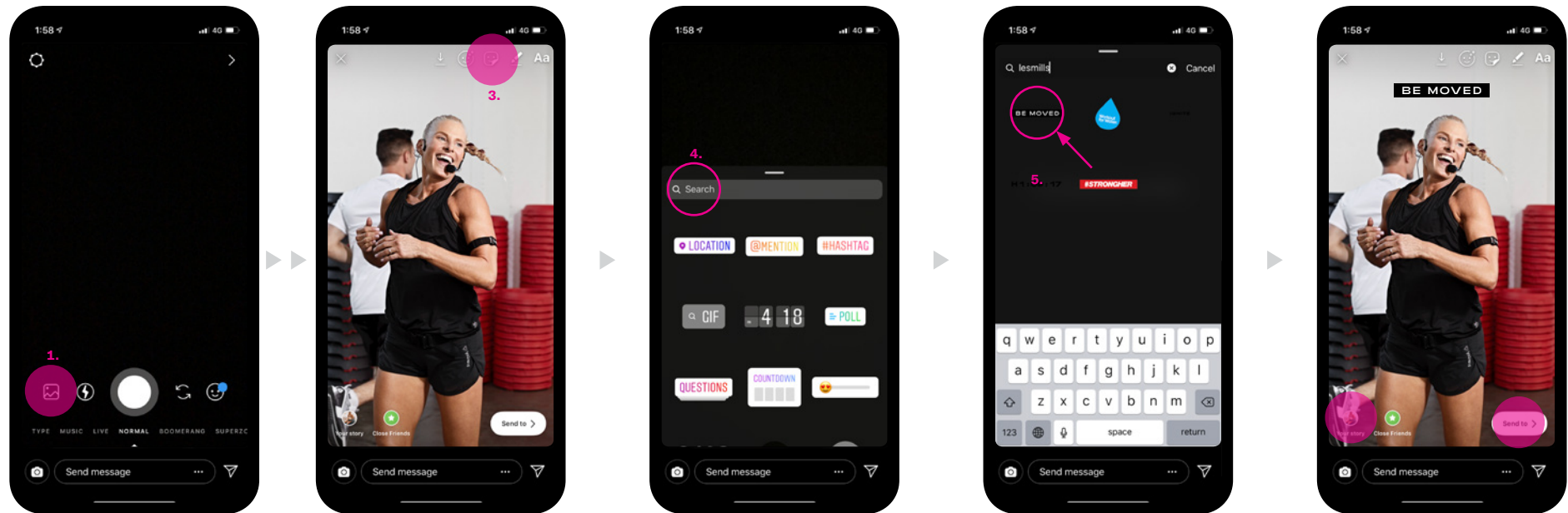
8. Publish to your story

DOWNLOAD FILTER

BE MOVED

GIPHY

We've also created an Instagram GIPHY for you to have fun with too. GIPHY's are super easy to use and will make your story posts even more engaging. Use to personalize any of your posts and promote classes.



1. Tap your story icon to add a new story.
2. Take a photo by tapping the record button or take a video by holding down the record button.

3. To add a GIPHY to your Instagram story, select the sticker button at the top of the screen.

4. Type 'lesmills' into the search bar.

5. Select the Les Mills GIPHY you want to add to your story.

6. Position the GIPHY.
7. Post your story by selecting the "your story" icon or selecting "send to" and manually selecting who you want to send your story to.