

SOCIAL REPORT CARD

YOUR GYM

Instagram, last 90 days, measured post by post and graded on the six behaviors that turn a feed into members. Audited August 28, 2026 from the public feed at instagram.com/Your Gym . 102 posts analyzed. The short version: you earned 864,819 video plays this quarter and asked none of those viewers to come in.

THE HEADLINE NUMBER

864,819

Video plays, last 90 days — 353x your 2,448 followers

+2,549%

vs 32,651 in the 90 days before

Posts per week

7.9

▲ +0.5
 vs 7.4 last quarter

Longest gap between posts

3 days

► held
 same as last quarter

Median plays per reel

1,314

▲ +53%
 vs 856 last quarter

Posts carrying an ask

29%

▼ -7 pts
 down from 36% last quarter

THIS QUARTER vs THE QUARTER BEFORE

MEASURE	MAR 1 – MAY 29	MAY 30 – AUG 28	CHANGE
Posts per week	7.4	7.9	+0.5
Longest gap between posts	3 days	3 days	held
Reels published	26 (27%)	40 (39%)	+12 pts
Total video plays	32,651	864,819	+2,549%
Median caption length	240 chars	169 chars	-30%
Posts carrying an ask	34 (36%)	30 (29%)	-7 pts

Measured with the Apify Instagram Post Scraper on August 28, 2026 — 197 posts across two 90-day windows, pinned posts excluded. "Plays" is Instagram's videoPlayCount for reels; photos and carousels do not report plays. Nothing here is estimated.

WHERE THE REACH ACTUALLY WENT

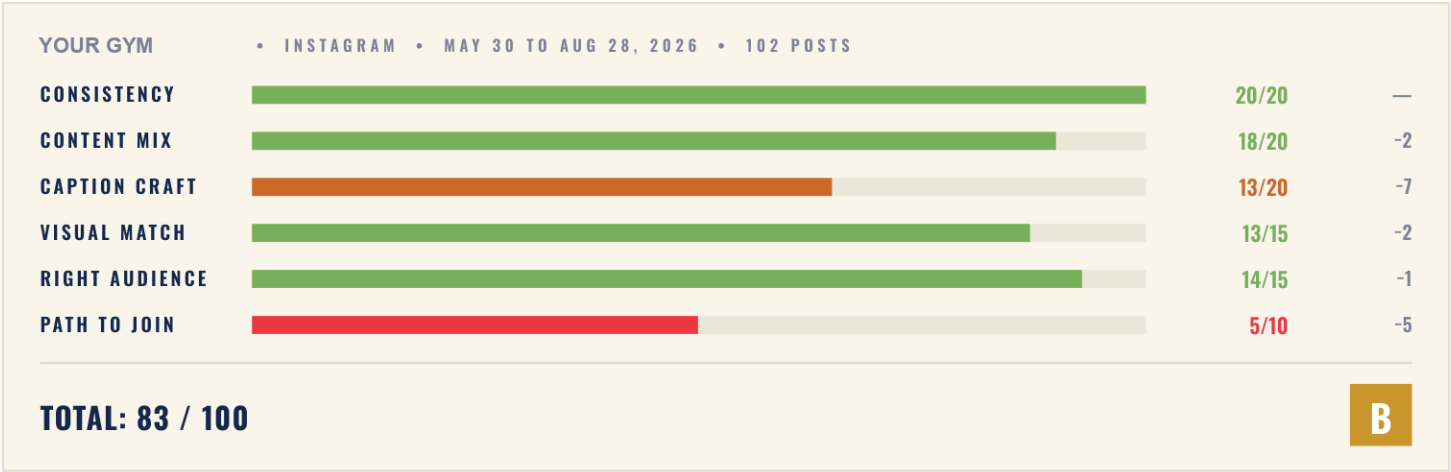
DATE	POST	PLAYS	% OF QTR	LIKES	ASK
Aug 6	"consider this your motivation to get to class today"	561,970	65%	12,710	—
Jul 15	"safe to say each coach brings a different vibe to the table"	203,381	24%	9,461	—
Jul 28	"welcome to the new fixation: triple unders"	19,035	2%	412	—
Aug 18	"maybe went too light for that 20 min time cap...oops"	11,091	1%	222	—
Aug 24	"don't let monday get u down like this"	7,075	1%	586	—

THE ONE NUMBER THAT MATTERS

Those 5 posts carried 802,552 of your 864,819 plays — 93% of everything you earned this quarter, and a single one of them carried 65% on its own. Not one of the 5 contains a link, a booking prompt, a DM instruction, or an offer of any kind. You do not have a reach problem and you do not have a content problem. You have 802,552 plays sitting on five posts with nowhere to send anyone.

THE GRADE, DIMENSION BY DIMENSION.

Six behaviors, scored against what your feed actually did over the window — not against taste. The right-hand column is points lost.



WHAT WE FOUND, DIMENSION BY DIMENSION

DIMENSION	THE EVIDENCE FROM YOUR FEED
CONSISTENCY 20/20	102 posts in 90 days, 7.9 a week, and the longest gap anywhere in the window is 3 days . Not one gap of four days or more. We measured the 90 days before it and got the same result — 3-day maximum, zero gaps. Two consecutive quarters without a single dark stretch . No gym we have audited has done that once. Full marks, no notes.
CONTENT MIX 18/20	40 reels, 50 photos, 12 carousels, and reel share up from 27% to 39% in a quarter. You also found a format on purpose: the lowercase coach-humor reel is your engine, and every one of your top five posts is one. Real member proof runs monthly — Committed Club, Bright Spot Friday, Reva at ten months. Youth Academy and Trifecta both get real airtime. Sunday Funday on Sept 13 is a genuine dated event with a registration form. Points off for the internal admin posts — welcome lists, schedule notes, four teaser hints — which land between 2 and 8 likes.
CAPTION CRAFT 13/20	The humor voice works and 864,819 plays is your audience confirming it. Two problems, both measured. Median caption length fell from 240 to 169 characters this quarter, and the ask rate fell with it — from 36% of posts to 29% , in the exact quarter plays went up twenty-six-fold. The post that did 561,970 plays is 114 characters long, five hashtags, and ends with a flexed-bicep emoji.
VISUAL MATCH 13/15	Real coaches, real floor, real members, real humor, shot natively for the platform instead of adapted to it. The reels are the product and they look like it — a stranger sees exactly what a class feels like before they ever book. Held back only by the admin photo posts, which are name lists and screenshots rather than pictures of your gym.
RIGHT AUDIENCE 14/15	Excellent, and clearly on purpose. “CrossFit might be scary from the outside, but we promise every workout is scalable.” “Come in knowing nobody, leave having some of your new best friends.” “It is not your job to know what to do.” Perimenopause brain fog. A pelvic floor clinic. No age limit. CrossFit is for ALL. That is the buyer, named correctly, over and over — the strongest audience read we have graded. One point off for how much of the feed still talks to your members instead of the person deciding.
PATH TO JOIN 5/10	This is the whole problem. Your bio runs a link tree with five destinations instead of one booking page. 30 of 102 posts ask — and none of your five biggest posts is among them. Those five carried 802,552 plays, 93% of your quarter , and contain no ask at all. You are not short of attention. You are declining to convert it.

THE ONE-SENTENCE DIAGNOSIS

Your Gym solved the problem most gyms never do — it earned 864,819 video plays in 90 days on 2,448 followers — then put an ask on none of the five posts that carried 93% of them.

YOUR GRADE, WITH ECHO.

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

WHAT ECHO CHANGES

DIMENSION	NOW → ECHO	WHAT CHANGES FOR YOU
CONSISTENCY	A → A	Nothing to fix, and we will say so. Echo holds the cadence you already built so it stops depending on one person's evenings.
CONTENT MIX	A → A	The humor reel is your engine. We treat it like one and run it on schedule. Admin posts move to stories where they belong, and every month carries one offer with a date on it.
CAPTION CRAFT	D → A	Same voice, same jokes, same length. One line added to the posts that travel, so nothing goes out at 114 characters with nowhere to go.
VISUAL MATCH	B → A	Nearly there already. Echo writes from the footage you upload, so it holds without you writing captions at 9pm.
RIGHT AUDIENCE	A → A	Held on every post and aimed outward — at the person deciding, not the members already in.
PATH TO JOIN	F → A	One clear ask per post, pointed at a booking page instead of a five-link tree — and the ask moves onto the reels that actually travel. On this quarter's numbers that is 802,552 plays that suddenly have somewhere to go.

Grades measure behaviors. Two of the six need something from you: your real footage 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 already work. 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 card and fresh numbers, so you watch the 83 climb.

WHY THIS GRADE IS GOOD NEWS

YOU ALREADY SOLVED THE HALF NOBODY CAN BUY

Reach is the part you cannot buy. You already have it — 864,819 plays in a quarter on 2,448 followers, up twenty-six-fold, on a two-quarter cadence we have not seen matched. You are reaching 353 people for every one who follows you, and asking none of them in.

YOUR GYM , THIS IS THE WHOLE DECISION

KEEP THE REACH. MOVE THE ASK.

\$99 a month. Your footage, your voice, your final tap on every post. Book fifteen minutes and we will start with your next month.

BOOK 15 MINUTES

HOW THIS WAS MEASURED

We pulled every post on your public Instagram feed for the 90 days ending August 28, 2026 and the 90 days before it — 197 posts — using the Apify Instagram Post Scraper, with pinned posts excluded so they could not distort the cadence figures. For each post we recorded the date, format, caption, play count, like count, comment count, tagged accounts and Instagram's own image description. Cadence, gaps, ask rate, caption length and format mix are computed from that full record, not sampled or estimated. Note that Instagram reports two different video numbers — plays and views — and they differ by several times; every figure on this card is plays, and we never mix the two. The six dimensions are scored against the same rubric for every gym we audit, so an 83 here means the same thing as an 83 anywhere else.