

Silver&Fit's Post



Silver&Fit

September 10, 2025 · 🌐



Dumbbells are gym essentials! 🏋️ Build strength and stability while targeting multiple muscle groups.

Remember: The program includes gym access for members. The dumbbells are calling for you!
<https://www.silverandfit.com/search>

*Check with your doctor before starting a new exercise routine.



Silver&Fit
Health & wellness website

Learn more

👍 59

3 comments 4 shares

Silver&Fit's Post



Silver&Fit

July 9, 2025 · 🌐



The elliptical offers a low-impact cardio workout, protecting your knees and hips while strengthening your heart! Follow us for even more great workout tips 👍

*Check with your doctor before starting a new exercise routine.



Silver&Fit™

Elliptical

Low-impact
cardio for
joint health



116

2 comments 5 shares



Chest Fly Machine

Target your chest and shoulders!



silverandfit · [Follow](#)



silverandfit 29w

Strengthen your chest and shoulders with the chest fly machine. Over time, it can also help with upper body flexibility based on how you set the handles.

*Check with your doctor before starting a new exercise routine.



No comments yet.

Start the conversation.



93



August 20, 2025

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Original audio

**silverandfit** Edited • 24w

Side steps improve your hip mobility and strength as well as your coordination. Explore this exercise and other free workouts on our YouTube channel.

[#LivingBoldly](#) [#SilverandFit](#)
[#HomeWorkout](#)

**ponddeb** 21w

Thank you!

[Like](#) [Reply](#)[View all 1 replies](#)

73

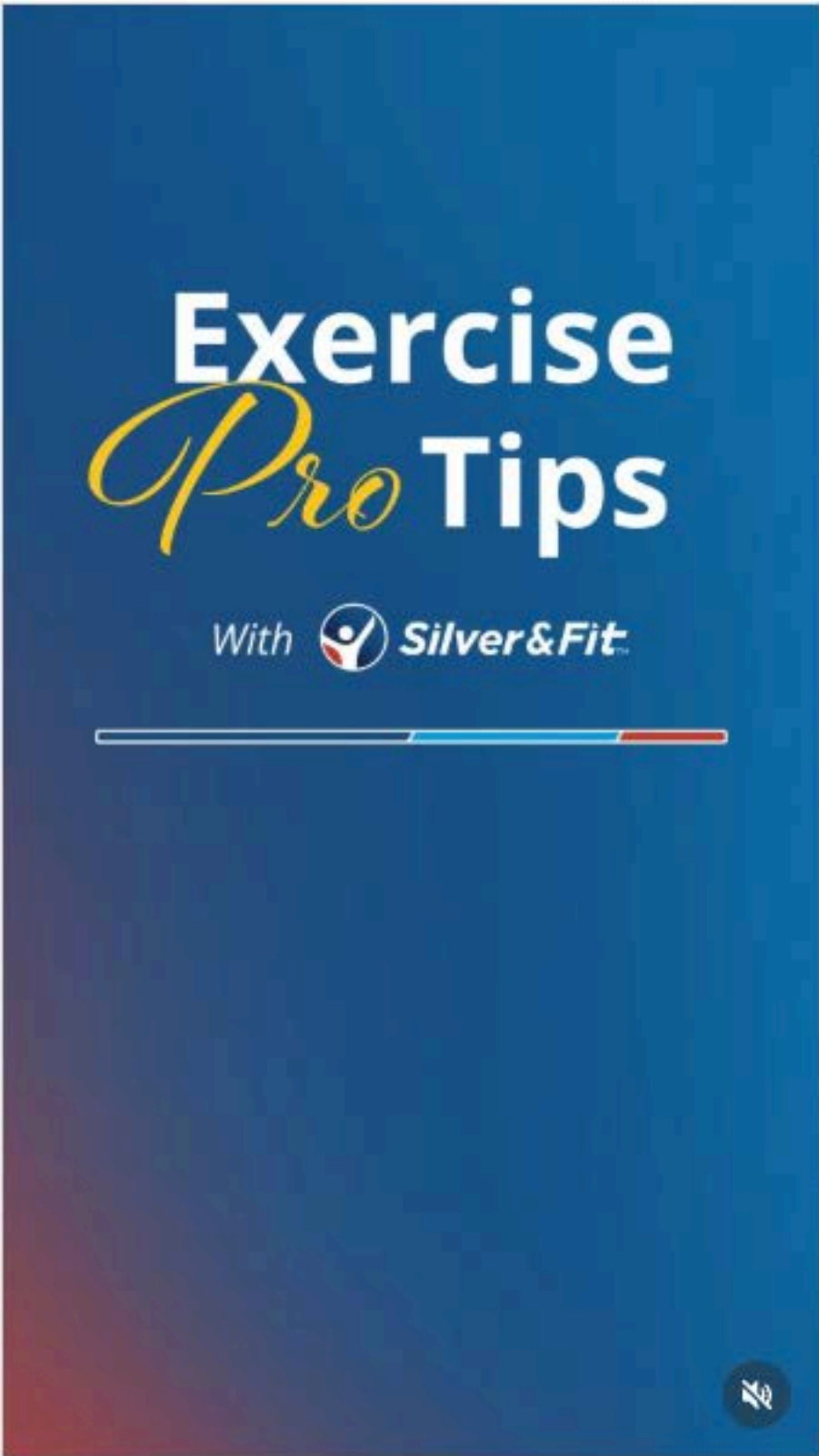


2



September 18, 2025

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Original audio



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Side steps improve your hip mobility and strength as well as your coordination. Explore this exercise and other free workouts on our YouTube channel.

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Thank you!

Like Reply

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September 18, 2025

Log in to like or comment.

Marketing Award Recognition Nomination

Silver&Fit® Social Media Education Campaign

For nearly two decades, American Specialty Health's Silver&Fit® program has supported healthy aging by meeting Medicare-eligible adults where they are—at home, in their communities, or at a fitness center—and empowering them to live boldly through movement and connection. As the program's social media following continues to grow, the team behind the public-facing Silver&Fit channels recognized an opportunity to evolve the content beyond inspiration alone and transform it into a more meaningful, confidence-building experience for older adults navigating fitness on their own terms.

To achieve this, Engage! Creative Group—ASH's internal marketing agency—led a strategically creative social media initiative designed to educate, empower, and reduce barriers to physical activity for Silver&Fit followers—many of whom are aged 60+ and rely on social platforms for guidance, encouragement, and connection.

Through consistent listening, moderation, and direct audience engagement, the Engage! team uncovered a critical insight: Staying active was a top priority for the Silver&Fit social community—even during challenging seasons such as COVID, inclement weather, or periods of uncertainty. However, intimidation around gyms, unfamiliar equipment, and uncertainty about proper movement often stood in the way.

While Silver&Fit already offered a robust library of on-demand workout videos to enrolled members, the team identified a deeper challenge for their followers—offering confidence, while also guiding access. The question became how to use social media strategically—not only to promote workout classes, but to demystify fitness itself and help older adults feel capable, informed, and motivated wherever they chose to exercise.

Guided by audience feedback and platform analytics, the Engage! Creative Group social media team developed an approach rooted in empathy and empowerment: Educate first, encourage always, and meet people exactly where they are. The goal was to remove intimidation, normalize learning, and create a digital space where fitness felt approachable rather than overwhelming. To bring this strategy to life, Engage! conceived and executed two complementary educational social media campaigns designed specifically for the Silver&Fit audience:

1. *Getting to Know Gym Equipment* series

This campaign addressed one of the most common barriers to gym participation—unfamiliar equipment. Each post spotlighted a single piece of gym equipment, clearly explaining its purpose, the muscle groups it targets, and how it fits into a balanced routine.

By breaking down complex equipment into simple, relatable explanations, the series helped reduce fear of the unknown and encouraged curiosity, confidence, and variety in workouts.

2. *How-To Fitness Series*

Designed for maximum accessibility, this short-form video series introduced foundational movements such as squats, pushups, marching, and tandem walks. Filmed vertically for social-first consumption, the videos emphasized proper form, safety, and encouragement, without requiring large equipment—making each easy to follow at home and welcoming to all fitness levels.

In close partnership with Silver&Fit fitness instructors, the Engage! Creative Group produced 24 high-quality educational assets, including 12 gym-equipment posts and 12 short-form How-To exercise videos. Rather than flooding feeds, the team implemented a deliberate monthly cadence, releasing one gym-equipment highlight and one how-to video per month—reinforcing learning, maintaining anticipation, and supporting long-term engagement.

The impact was immediate and measurable. Once live, the *Getting to Know Gym Equipment* series sparked two-way conversations across social channels. Followers shared personal experiences, asked questions, and requested alternatives—transforming static posts into interactive learning moments. In 2025 alone, the series generated 78,435 impressions and 3,382 engagements.

The *How-To Fitness* series delivered similarly strong results, earning 72,335 impressions and driving the growth of 2,000+ new Instagram followers. More importantly, audience response validated the strategy and directly influenced future planning, inspiring expanded educational fitness content slated for 2026.

This campaign demonstrates how thoughtful, audience-first content marketing can meaningfully improve the member experience. By shifting social media from promotion to education, Engage! Creative Group transformed the Silver&Fit social platforms into welcoming spaces where older adults feel seen, supported, and capable. The work removed intimidation, built confidence, and reinforced the Silver&Fit role as a trusted healthy aging partner—proving that strategic creativity, grounded in empathy and insight, can make a measurable difference at any age.

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