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Connect and Post in the Social Planner

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The **Social Planner** lets you connect your social media accounts to your Gym Lead Machine platform so you can start posting directly to your gym's social media pages, all from one place. This guide walks through connecting your accounts, the posting options available, and an example of creating a post.

What you can do with the Social Planner

- Connect your Facebook, Instagram, and Google My Business accounts
 - Create and schedule posts from one place
 - Bulk-upload posts with a CSV file
 - Use templates, AI-generated content, RSS posts, and review sharing
 - Save, schedule, send for approval, or set posts to recur
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Step 1: Connect your social media accounts

1. From your **Gym Lead Machine Dashboard**, navigate to the **Marketing** section. You'll see a prompt to connect your social media accounts.
2. **Connect Facebook:** click the option to connect your Facebook account and select the account you'd like to link.
3. **Connect Instagram:** click to connect your Instagram account and follow the prompts to authorize the connection.
4. **Connect Google My Business:** connect your Google My Business profile. You might need to approve the connection through your phone for security verification.

Once all your social media accounts are connected, you're ready to start posting.

Step 2: Create and schedule social media posts

1. Back in the **Marketing** section, click **Get Started**.
2. You'll now have access to create and schedule posts for your gym's social media.

Options for posting

- **New Post:** create a post for your Facebook, Instagram, or Google My Business accounts
 - **Bulk Upload:** upload multiple posts at once using a CSV file
 - **Templates & Content AI:** use ready-made templates or AI-generated content to speed up your posting
 - **RSS Posts:** automatically share new content from your blog or website to your social media pages
 - **Post Reviews:** automatically share reviews from your Facebook or Google pages directly to your social media
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Step 3: Example: creating a new Facebook post

1. Click **New Post** and select your Facebook page.
2. Type your message or ad copy in the text box.
3. Upload your creative (images, videos, etc.).
4. Choose where you'd like the post to appear: **Feed**, **Reel**, or **Story**.
5. Choose what to do with the post: **Save for later**, **Post now**, **Schedule the post**, **Send for approval**, or **Set the post to recur**.
6. Once you're ready, click **Post**, and your content will be published to your gym's Facebook page.

You're now ready to manage your gym's social media directly through Gym Lead Machine.

If you have questions about the Social Planner in Gym Lead Machine, our Support team is happy to help. Reach us at hello@usekilo.com.

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