



ACTIVE FITNESS × SRITHAN GADE

FACEBOOK + INSTAGRAM · MEDFORD, NEW JERSEY

FROM INCONSISTENT POSTING TO A REPEATABLE SHORT-FORM CONTENT SYSTEM

FOR ACTIVE FITNESS

THE CHALLENGE

Active Fitness had a recognizable local brand and useful gym footage, but needed a consistent system for turning footage and offers into polished, platform-ready posts. Engagement evidence begins June 17, 2026; the earliest locally documented produced video was completed July 9.

SCOPE Strategy · vertical edits · captions · static creative · Facebook/Instagram posting support · native review

STRONGEST CURRENT ACCOUNT SIGNAL

38,284

COMBINED VIEWS · JUL 27-AUG 23 · 28 DAYS

24,621

FACEBOOK COMPONENT

13,663

INSTAGRAM

+58.6%

VS META'S PRECEDING 28 DAYS

Exact split behind Meta's displayed 38.3K card. Account-wide during management; no recent paid activity found. This is not a sole-causation claim.

PROOF AT THREE DIFFERENT LEVELS

42

FINAL VERTICAL EXPORTS

Local production archive

10

PUBLIC REEL MATCHES

Exact source-to-Facebook links

≈13.9K

DISPLAYED FB VIEWS

10 matched reels · Aug 18

CLIENT TESTIMONIAL



Working with Srithan has made Active Fitness's social media far more consistent and effective. He took the time to understand our business, created professional content that matched our brand, and handled the posting process reliably. His work generated more than 45,000 views across Facebook and Instagram and increased our Facebook engagement by over 30%. Srithan is responsive, dependable, and easy to work with. I would recommend him to any business looking to improve its social media presence and reach more people online.

MIKE REIS · ACTIVE FITNESS

Authenticated client email · full text re-confirmed in the Google Doc on Aug 24

45K+ views and 30%+ engagement remain client-reported; dated native Meta analytics stay separate.

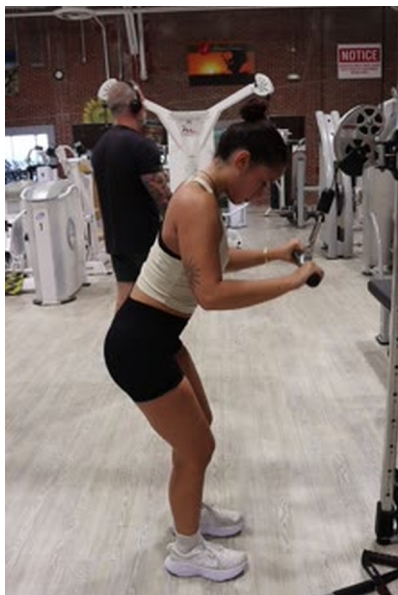
42 is a production count - not a delivered or published count. Public tile views are rounded and remain separate from native periods.

A REPEATABLE CONTENT SYSTEM

ONE IDEA, ONE CLEAR EDIT, ONE MEASURABLE PUBLISHING LOOP

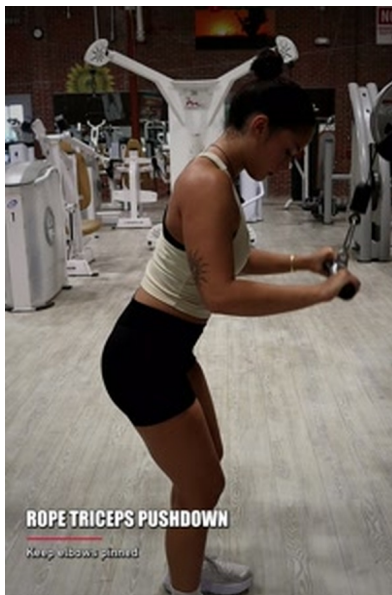


SOURCE-TO-PUBLISHED EXAMPLE · ROPE TRICEPS PUSHDOWN



1 RAW FOOTAGE

MVI_4855 · exercise demonstration



2 BRANDED VERTICAL EDIT

Active Video 8 · title, cue, logo, 9:16



3 PUBLICATION PROOF

Facebook tile · 2.4K shown Aug 18



CAPTURE



SELECT



EDIT



PACKAGE



PUBLISH



REVIEW

CONTENT STRATEGY

● TEACH

Form corrections and practical coaching cues

● DEMONSTRATE

A named exercise library and workout ideas

● ACTIVATE

Timely offers, recruiting, and local calls to action

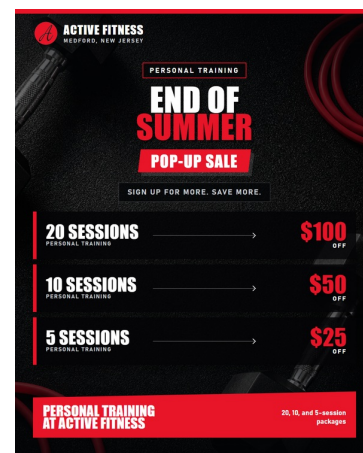
● STAY CONSISTENT

Repeatable on-screen type, logo use, captions, and review

PRODUCTION PROOF

42 finals · 1080×1920 · audio + full-decode QA · 42 source MP4s in Drive

STATIC CAMPAIGN CREATIVE



PREPARED AUG 11 · 1080×1350

Native follow-up on Aug 24: this Reel reached 2,992 combined views, 28 interactions, 21 shares, one save, and 0% paid watch-time distribution.

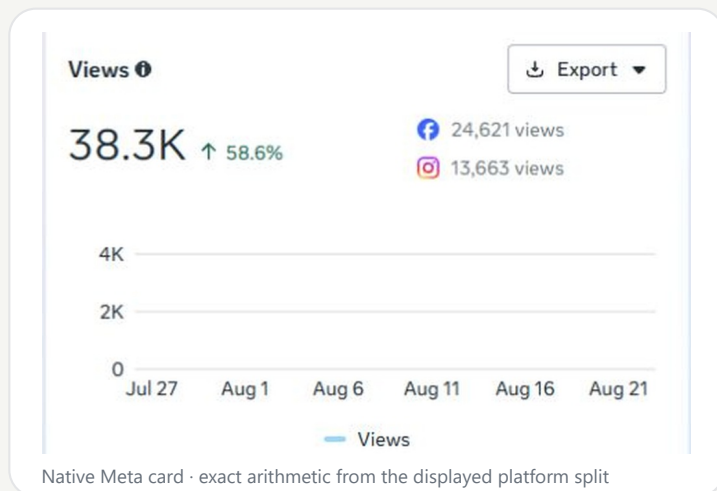
Production records prove a structured workflow; they do not establish 42 client deliveries, 42 publications, or paid campaign activity.

WHAT THE DATA SUPPORTS

NATIVE ACCOUNT SIGNALS, MATCHED CONTENT, AND CLEAR ATTRIBUTION LIMITS



LATEST COMPLETE 28-DAY WINDOW · JUL 27-AUG 23 · PACIFIC TIME



38,284

COMBINED VIEWS · +58.6%

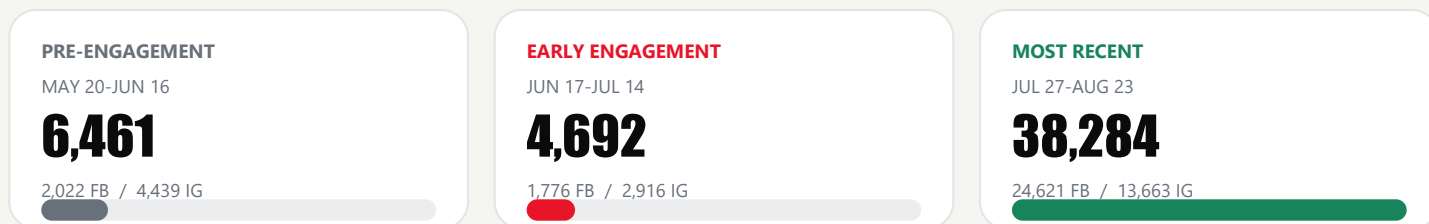
24,621 FACEBOOK COMPONENT

13,663 INSTAGRAM

3.8K IG reach · 271 IG interactions

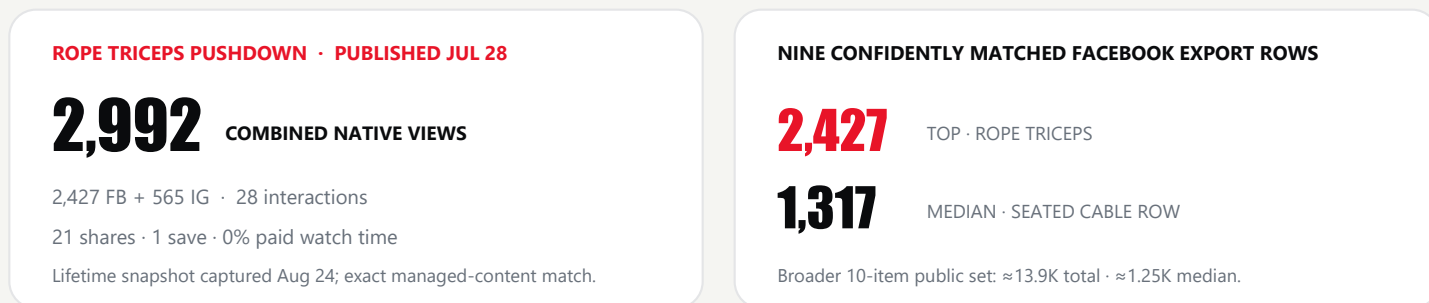
No recent paid activity found

COMPARABLE ACCOUNT WINDOWS · EQUAL LENGTH, NON-OVERLAPPING



Intentional Jul 15-26 gap. The early window declined before the recent increase; this is a descriptive sequence, not causal lift.

ATTRIBUTABLE CONTENT EVIDENCE



ATTRIBUTION LIMITS

Account-wide ≠ sole causation. Only exact matched rows support content-level attribution.
Periods stay separate. No overlapping windows were added.
No customer claim. Views, reach, and interactions do not prove memberships, leads, revenue, or sales.

Meta surface conflict. FB entity: 21,767 views; cross-platform FB component: 24,621. Unresolved and not merged.
Client-reported. 45K+ views and 30%+ engagement remain labeled as such.
Logbook scope. 26K FB / 32K IG / +30.6% entries lack dates and are not current totals.
Permission gate. Confirm external use of name, logo, quote, analytics, and content frames.