

Hegemonic masculinity and emphasised
femininity: A comparative analysis of fitness
bloggers Instagram accounts from May 2017

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Declaration

Declaration I hereby certify that this material, which I now submit for assessment on the programme of study leading to the award of the MA in Journalism & Media Communications, is my own; based on my personal study and/or research, and that I have acknowledged all material and sources used in its preparation. I also certify that I have not copied in part or whole or otherwise plagiarised the work of anyone else, including other students.

Signed: _____

Dated: _____

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Abstract

Hegemonic masculinity and emphasised femininity: A comparative analysis of fitness bloggers Instagram accounts May 2017

The purpose of this investigation is to compare and contrast the way fitness bloggers present themselves on Instagram, with particular reference to masculinity and femininity. The research design is based on a review of previous literature and a content analysis of male and female bloggers Instagram accounts from May 1 2017 through May 31 2017. The method of investigation involved a “points system” model, in which the presence of themes and image elements are awarded a point. This was then used as a percentage of the month’s posts in order to indicate the presence volume of particular themes and traits for May 2017. This involved the analysis of 316 Instagram posts accumulated by three male and three female fitness bloggers considered to be of significant influential power.

Prior to the official content analysis, initial study was undertaken, during which a thematic and trait code system was constructed. This was used to highlight themes and traits that were necessary for inclusion in the study. For example, during the initial study, the topic of food featured prominently across both genders of fitness bloggers. Therefore, it was added to the thematic categories in terms of images and of captions. The “points system” that followed, allowed for a quantitative angle on themes presence and therefore allowing the presence volume to be contrasted and compared across both genders.

My results indicate that masculine and feminine traits are exhibited by both genders. These results have been itemised by research questions in the following chapter. The results indicate that objectification is as common among male bloggers as female bloggers. It also indicated that women offer audiences journey based narratives that centre on a positive relationship with food, whereas male bloggers offer themselves as objects and present themselves as the centre of their life narrative.

A number of tables throughout the study highlight areas where male and female bloggers differ and areas where they share traits. These are expressed through statistics. One of the most interesting results shows differences in the way male and female bloggers present themselves. Male bloggers turned out to present themselves as more revealing throughout the month and were less likely to present themselves in an unrevealing manner. This is interesting given part theories regarding women in the media, and in particular, sports women in the media. However, male bloggers have more influential power than female bloggers given they have a larger followership and accumulate more total engagement. This may support theories that are developed from the phrase “sex sells”.

However, this might be the purpose of their Instagram. Product promotion was the most prominent theme across both genders, each selling either their own and name brand products. However, differences in promotional tactics arose between the two sexes for the most part of the study. Feminine traits were displayed in male bloggers at a ratio of 2:1 while female bloggers displayed masculine traits at a ratio of 2:1 also. This highlights a meshing of hegemonic masculinity and female apologetic across both genders.

Table of terminology

Given the contemporary nature of social media, I find it necessary to summarise a selection of terms associated with its consumption. These terms are commonly in online communities, but may not resonate with individuals who are disassociated from social media.

Table (i)

Term	Explanation
Bio	An Instagram bio is a section of information written by and about the holder of said Instagram account. It seeks to act as an introduction about the account holder highlighting individuality, profession, interests, and any other information deemed relevant by the account holder. It is the way individuals identify themselves online. (Jang, et al., 2015) (Lewis, 2016)
Caption	A brief description that accompanies photographs on Instagram. The caption may or may not be reflective of the images but is an expression of the author's thoughts. On Instagram, an image may be uploaded without a caption but a caption cannot be uploaded without an image. (Weilenmann, et al., 2013)
Comment	A written response to a post that is supported by the social media channel. In order to write a written response, both responder and responded must be members of the same social media community. E.g. Instagram. (Dijck, 2013)
Follower	A follower is a social media user and is someone who has actively subscribed to an account and can engage with posts through via "likes, comments and shares". Instagram supports this subscription mechanism. (Hansen, et al., 2010)
Hashtag	<i>"A hashtag—written with a # symbol—is used to index keywords or topics on. This function was created on Twitter, and allows people to easily follow topics they are interested in."</i> (Twitter.com, 2017)
Like	A method by which users show support or admiration for posted content. Social media sites such as Instagram, Facebook and Twitter provide a "like" button to indicate support. (Hansen, et al., 2010)
Regram	<i>"A "regram" is when an Instagram user posts a photo from someone else's account to their own."</i> (Walters, 2016)

Selfie	<i>"A photograph that one has taken of oneself, typically one taken with a smartphone or webcam and shared via social media."</i> (Oxford-Dictionary, 2017)
Share	To share something online is a method of quoting and referencing someone else's posts. (Hansen, et al., 2010)
Snapchat	A social media platform that allows one to send and receive videos that disappear after ten seconds. It is used by many bloggers as a means of recorded diary. (Betters, 2017)
Tagging	Tagging is a means of linking someone's social media account to specific content by writing their name in the comments. The content is shared with them and other users can see that it has been shared. (Hansen, et al., 2010)

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1. Introduction

The subject of this research project was chosen for a number of reasons. Firstly, a personal interest in both health and fitness, and social media initiated the idea of this dissertation. Secondly, an interest in communications theories, in particular, cultivation theory encouraged a development of research into the topic. While much literature may have been written on cultivation theory in relation to traditional media, little has been written on cultivation theory in relation to social media. I believe it is important to initiate research into this area given the power of social media to influence the way audiences shape their realities.

“Because there are no barriers to entry, World Wide networks such as the blogosphere eventually acquire a hidden order through preferential attachment, a situation where a few actors gain disproportionate influence and attention” (Meraz, 2009, p. 685)

This point highlights the significance of the “online influencer”. The rise of social media has come with the introduction of a new wave of celebrity. Individuals who are gaining recognition and a fan base, based on their output of content online. These “online influencers” are present in a range of different genres including journalism, photography; make up artistry and so on. This study examines the content of fitness bloggers. I believe they are important for examination given that they can influence health ideologies of large audiences. Instagram has been considered as a common platform for these bloggers to share not only images, but also health theories and advice, as well as their own personal journeys. Richter (2009) has discussed the speed at which Instagram has risen to the top of the social media channel popularity contest. Its popularity is just one aspect that I believe makes it significant for examination. The premise of its information dissemination is built on the idea that “a picture says a thousand words”. Users of Instagram can upload an image without a caption, but not vice versa. Much of the literature examined the effect of exposure to images on audiences, especially in terms of body image. Fitness bloggers are understood to be advocates for not only the ideal body but for a lifestyle based on wellbeing. However, given the vast amount of information available online, positive and negative messages can become meshed; therefore, unhealthy ideologies can be presented as healthy. The use of hash tagging plays a major role in this meshing of messages. Images that have emerged from online eating disorder communities have been known to be cross-referenced with fitness inspiration images through hashtags such as **#fitspiration** or **#thinspiration**. This may encourage audiences to part-take in unhealthy or even dangerous methods of obtaining unrealistic body image goals.

However, body image goals differ among men and women. Literature has described the ideal frame for women as “slim and somewhat muscular” while male body image reflects one of “large and defined muscles.” These kind of idealised body types have developed from emphasis on body types found attractive by the opposite sex. Fitness and sport is traditionally associated with masculine ideologies and is a method by which men assert their masculinity. They have been known to do this by building the “male parts” of their body such as the chest, arms and shoulders in order to be seen as strong. However, there is evidence in the literature that a desire for muscle is now associated with more superficial desires and that men exhibit traditionally feminine traits online in their self-presentation. However, sharing traits is not significant to male social media users. Some theories suggest that women feel the need to apologise for their associations with sport or fitness by sexualising themselves, therefore remaining subordinate and feminine. My investigation sought to assess masculinity and femininity in a comparative study of male and female fitness bloggers, which has answered the following research questions:

1. Are female fitness bloggers more likely to objectify themselves on Instagram than male fitness bloggers?
2. Do male fitness bloggers still present themselves in a position of hegemonic masculinity on Instagram?
3. Do female fitness bloggers still present themselves in a position of emphasised femininity on Instagram?
4. What do these fitness bloggers offer in terms of shaping realities for audiences?

The results indicate that male bloggers are just as likely to objectify themselves on Instagram by sharing suggestive and appearance focused images. Analysis of male fitness bloggers indicated a heavy presence of hegemonic masculinity however, they were also found to exhibit traits traditionally associated with femininity, such as an interest in fashion and even were more likely to exercise “the female” parts of their body than women. Other shared traits included emotional reflection and product promotion. Male bloggers were more likely to post images in their underwear or with a minimal amount of clothing. This result is interesting given the emphasis on women and traditional objectification in sport (Parsons & Betz , 2001). That is not so say women have completely moved away from sexualising themselves online. However while male bloggers displayed feminine traits, female bloggers also dabbled in masculine traits. They often shared focused on the “male parts” of their body. Women also displayed a strong relationship with food and discussed it as a vital part of their life. This would highlight a new online culture that

counteracts the ideologies of online eating disorder communities. There is still a strong presence of emphasised femininity among female fitness bloggers; however, this study would suggest a substantial shift in female associations with fitness.

So what role are both fitness bloggers playing in shaping audience realities? Female bloggers appear to be shaping ideologies based on personal life journeys that show large and healthy meals as the means for achieving not only the ideal body but crucial in maintaining an active lifestyle. They offer audiences a conversational journey that intertwines both health and fitness discussion, and divulges personal life information through diary style narration. However, a large presence of product promotion would also indicate that female fitness bloggers view themselves as a commodity and see their position of influential power as an opportunity to sell either themselves or brand products through emotive association.

Male bloggers also offer product promotions but do so by methods that are more transparent. They do not delve into emotional discussion in relation to selling products. Their method of selling sees them cut straight to the point without disguising their marketing as part of their “life journey”. Male bloggers, while there is a presence of health encouragement; appear to offer themselves as an object for the most part. The volume of not only self-presence, but of sexualisation appears to take place where the female bloggers used emotion or reflection. Building muscle is still a primary concern for male fitness bloggers, which is conclusive with the literature. However being seen as attractive appears to be taking priority over being seen as masculine.

In order to come to these conclusions it was vital to set objectives. The study analysed Instagram posts from three male and three female fitness bloggers over the month of May 2017. The significance of May 2017 was in order to make the results as recent as possible without being subject to change (Carrotte, et al., 2015).

The purpose of analysis is to highlight similarities and differences in self-presentation regarding images, caption content and hashtags. The study also aimed to identify the presence of hegemonic masculinity and emphasised femininity on Instagram in terms of fitness bloggers. The research questions can be itemised by the following objectives:

- Identify themes among female fitness bloggers on Instagram.
- Identify themes among male fitness bloggers on Instagram.
- Analyse the types of pictures shared by these individuals e.g. food pictures, work out pictures, personal life pictures.

- Further study into changing ideologies surrounding hegemonic masculinity and emphasised femininity.
- Identify and compare hashtags used by both genders on fitness blogger on Instagram.
- Identify what gender of fitness blogger posts content more frequently.

In order to meet these objectives, a content analysis of six fitness bloggers Instagram posts from May 1st through May 31st 2017 was conducted. Three male and three female fitness bloggers were selected as they are believed to have significant influential power online. This was deduced from account verification and the amount of followers each blogger has accumulated.

This type of analysis was used to compare and contrast themes, images and hashtags across both genders and identify the purpose of their information output. Bohjalian (2017) inspired the “1 point award” system used to analysis the Instagram posts. This allowed for a quantitative extraction of information in relation to the qualitative nature of content analysis and allowed me to formulate conclusions based on the results. None of the bloggers selected had private accounts, which means the information they publish is openly available online. This contributed to their reason for selection and emphasises their position of influence. Each Instagram “bio” was also relevant in selecting subjects for analysis.

“Instagram bio is a place where you can add information about you, your work, interests, and any other information you want to share with others” (Lewis, 2016)

Each blogger was selected on the basis their bio described them as influential, a personal trainer, health and fitness, athlete or gym representative.

The results of the study were combined with the findings of the literature review to provide support or arguments against previous literature conducted. Literature will be discussed in the next chapter. The results of this study displayed arguments for and against previous theories, but it also gave rise to other questions that are highlighted in the recommendations chapter. These recommendations include research into audiences attitudes towards the content analysed and expanding the sample of fitness bloggers examined.

If male and female fitness bloggers share traits in online presentation and are resisting practices tied to stereotypical theories regarding masculinity and femininity, then it can be said that new ideologies are being formed and cultivated. This would support an argument for further research into cultivation theory and social media and a need to expand a minute area of study.

Further details on the methodology used in this dissertation can be found in chapter three. The results will be discussed in in the fourth chapter followed by an in-depth discussion in chapter five. From this, the conclusions have been formed and are discussed in relation to the research question in chapter six. Chapter seven highlights limitations of the study and recommendations for future investigations. The appendices in chapter eight will provide a copy of the Instagram posts that were analysed during this investigation and the coding procedure.

Comparing the results of this analysis with the conclusions of previous literature would suggest a shift in the representation of men and women online. Male fitness bloggers still present themselves in a hegemonic position however, exhibitions of feminine traits suggests a significant movement towards a metrosexual position. Women on the other hand, while still somewhat emphasising femininity are moving away from a position of objectification in favour of body positive themes and acceptance.

2. Literature Review

This review aims to look at the literature relating to the mentioned topic in order to develop substantial insight into the way Instagram is used to present male and female fitness bloggers. In order to examine this literature accurately it is necessary to itemise the topic into categories. The following categories were formed from themes arising from the literature:

1. Cultivation theory and social media
2. Hegemonic masculinity and the female apologetic
3. Instagram & hashtagging

2.1 Cultivation theory & social media

Cultivation theory is traditionally attached to media such as television and radio. However, it is one of my hypotheses that studying cultivation theory in relation to new media platforms would provide crucial insight into the way new generations shape their realities. According to Gerbner (1998), exposure to television or media products over long periods heavily influences or constructs viewer's perception of reality. Given that today's society is generally the subject of hours of internet scrolling as opposed to traditional media, the researcher considers it relevant to this study, as social media and web 2.0 allow for a constant and easily accessed feed of messages.

Investigations such as that of Romer, et al, (2003) associates the media with cultivating fear. In terms of body image, the researcher believes that social media and weblogs have played a major role in cultivating a focus on one's appearance (Grover, et al., 2016). However, media focus on one's appearance began long before the popularity of the internet.

A study carried out on the effect of media exposure on young women's self-esteem established that internalisation on the "thin body ideal" initiates with exposure to media images; however, the greatest effect on self-presentation is how others evaluate us.

"Resonance suggests that peer and media attitudes to reinforce one another, strengthening these attitudes regardless of their origin." (Van Vonderen & Kinnally, 2012, p. 52)

This point is relevant given the nature of user-generated content. Online, peers have the ability to endorse images through tools such as "liking, sharing and commenting". I will return to this point later in the review.

This study is only one example of the abundance of academic literature that delves into online culture and its relationship with body image. The discussion in relation to this theme suggests a heavy presence of images online that negatively influences the self-image perceptions of audiences. However, much research examined the effect over- exposure to these kind of messages had without looking at the content or context of the messages. Therefore, I believe it is necessary to examine the messages fitness bloggers are outputting and identify any themes or patterns in these messages.

Grover, et al (2016) used focus groups with young women to assess their perceptions of what an “ideal body” is. The study was unable to pinpoint why the media has such an influence on body image perceptions, however, it did identify a “*social contagion effect*” (Grover, et al., 2016, p. 334). Audiences are sharing the same ideals regarding body image as social networking acts as a gateway for communication. This has been touched on in the point made above. Popular online trends, that usually gain momentum by hash tagging, draw audiences towards them and influence their wants and needs. This article gives specific reference to the “size zero trend” and the attitudes towards eating disorders. Hashtags such as “*thinspiration*” or “*strongnotskinny*” are common terminology used among fitness bloggers. Later in the review, I will discuss how unhealthy messages intertwine with healthy media messages online.

Anske Jobsky discusses the factors associated with maintaining an “ideal” body image. He examines the impact of social and cultural factors that influence bodily perception in western cultures. The study suggests that, like products or goods with which an individual can attach meaning, audiences also associate particular meanings with different body images. In focus groups, he found that those who have grown up in a “*globalised environment*” share similar opinions with regard to what constitutes as “good” and “bad” bodies. When analysing the images posted by fitness bloggers it is wise to note what tone is used in relation to particular images. From this analysis, I can theorise what fitness bloggers deem a “good” or “bad” body.

Similarly, in a study conducted on Irish adolescents’ preconceived notions surrounding masculinity and femininity were uncovered. The methodology in this study consisted of analysing texts written by Transition Year students. The students were required to “tell their life stories”, intended to describe themselves as people and Ireland as the community to which they belong. In the text, the author addresses a common term used among some of the young male participants. The referral of being a “hard lad” is a suggestion of a desirable male quality. In the text it is identified as being an alpha male type who is both threatening and strong.

“Such violence can be seen as reflecting an endorsement of hegemonic masculinity and the failure of young men to achieve this- and hence can be seen as a form of ‘protest masculinity’” (O’Connor, 2006, p. 116)

While not specific to appearances, this article addresses the fact that young men are still the subject of age old hegemonic beliefs about what it is to be masculine. This suggests that with or without the influence of imagery and online blogs, it is a male priority to be perceived as masculine. However, as this article is over ten years old it predates the changing associations of masculinity that have come about with the rise of fitness bloggers.

The article also noted how boys were more likely to include sport as a theme in their lives. The author associated the mention of sport as being a traditionally masculine trait. Mentioning sport thereby was a means for young men to assert their masculinity.

“Their texts focused on competitive sports and on their presentation of themselves as authoritative interpreters of a wide range of economic, political, social and cultural phenomena.” (O’Connor, 2006, p. 124)

Men were more likely to describe themselves in a hierarchal sense where as women described their relationships in a more communal, “side-by-side” description. This is another suggestion of men’s alpha male self-perceptions and may consider emotional connections to anything as a sign of weakness. I will return to this point later in the review in relation to the way male and female athletes present themselves on Instagram.

However, the author did note areas where boys and girls displayed little differences in describing themes in their lives, fashion being one such theme. Both sexes were equally likely to discuss their clothing and influences that encourage them to present themselves as they do. This is an indication in younger male audiences that desirable presentation is a focus for them. This trait has traditionally been associated with femininity; however, changes in society are making men more appearance aware.

“There has been a reluctance to engage with the impact of social change on constructions of manhood.” (O’Connor, 2006, p. 124)

This suggests that those who have grown up in these societies adopted a concept of accepted standards with regard to “how men should be and how women should be”. It is interesting to note that the meaning participants attached to a “good” body coincides with money and success (Jobsky, 2014). I have borne this in mind when analysing the themes that arise from each sexes Instagram posts.

2.2 Hegemonic masculinity and “The female apologetic”

This is an area where the research into female audiences heavily outweighs the research into male audiences.

Benton & Karazsia (2015) carried out a practical examination on the effects of exposure to media images on women’s self-esteem. It did this by dividing the exposed images into 4 categories – thin, thin and muscular, thin and hyper muscular and a control image (cars). The results of the study showed that women’s levels of self-dissatisfaction increased with the first two categories of images but remained the same after exposure to the second two categories of images. The article acknowledges how media images are moving away from size zero themed to an area that depicts women as more muscular and toned. The study raises the question – has women’s idea of the ideal body changed? Whilst it is noted that a move from extreme thin to muscular may be a step in a positive direction, means of achieving either body image may still be undertaken via dangerous methods.

“Extreme calorific restriction for thinness in the context of intense muscle-building workouts to tone muscles may be extremely risky to girls’ and women’s health” (Benton & Karazsia, 2015, p. 22)

According to the article, previous studies have indicated that increased muscularity in women’s images had less of a negative impact on women’s perception of body image. However, it is unclear as to whether this means women do not desire muscular traits or whether muscular traits are unattractive in women and therefore do not negatively influence their self-perceptions. I will discuss this in terms of masculine and feminine traits later.

Benton & Karazsia (2015) asked participants to rate the extent to which they wanted to look like each human image presented to them. The main results from this study show that the perceived ideal for women is a *“thin and somewhat toned frame”*. I considered this in relation to analyzing the images posted by female bloggers. It is interesting to note how body dissatisfaction decreased with exposure to images of women with more protruding muscles. Having read other investigations, I would attribute this to associations with femininity and muscularity.

“With respect to clinical implications, a growing body of empirical research suggests that an effective approach to treating and preventing body image concerns involves teaching individuals how to critically evaluate unrealistic ideals that the individuals are striving to attain, thus inducing cognitive dissonance” (Benton & Karazsia, 2015, p. 26)

While research has been limited to men and body image, I found some literature that carried out relevant or similar investigations on male audiences. This study is specific to television exposure. It examined male reactions to male body intense images and neutral images inserted in advertisements between television shows. The overall result of the study revealed that those exposed to “ideal image advertisements” showed higher levels of depression and dissatisfaction with their own appearance than when exposed to neutral advertisements. The article acknowledges that in general over history, women have been scrutinised and valued by their physical attractiveness. However, the text discusses the development of “the Adonis complex of attractiveness”. While the effect of the media on women appears to have moved slightly, encouraging weight loss and succumbing to lean slightly muscular physiques as previously discussed - the effect of the media on male body image has had the opposite effect. The ideal body for men is portrayed as larger and bulkier with heavy emphasis on muscle definition.

These findings are conclusive with the table given below regarding how male and female fitness bloggers portray themselves. While women may find themselves tempted to part take in unhealthy dieting and eating practices, men may be influenced into taking supplements or even steroids in order to achieve the ideal physique.

“The print media encourages women to control their weight through dieting while urging males to mould their bodies through exercise” (Agliata & Tantleff-Dunn, 2004, p. 8)

According to much of the literature, individuals formulate ideal body shape based on what others present to them and praise. This idea concurs with points made in previous literature regarding the social media endorsement. While television does not allow audiences to participate with the content in the same way social media does, positive association in presentation still plays a role in shaping a desired body type.

“Today’s media do not distinguish between glorified fiction and reality” (Agliata & Tantleff-Dunn, 2004, p. 9)

Therefore the media meshes healthy and maintainable with body images with those that are risky and unrealistic. Thus, forming a false reality regarding physical beauty.

The results of said study indicated that when exposed to “ideal body images” (muscular and lean) increased men’s dissatisfaction with their appearance and caused an increase in depression. While these images are specific to television, I believe that images on online fitness blogs and social media are having a similar effect. As discussed in previous literature images such as these are often accompanied by tags including **#fitinspo**, therefore being represented as an ideal body image.

So far, I have gained an insight into the differences and similarities regarding the body ideals of both genders. I will now move on to the traits exhibited in the sources of health and fitness information. While not confirmed, I have reason to assume that generally the fitness bloggers audiences tend to follow are bloggers specific to their own gender, as they are more likely to relate and have shared health experiences. Having read two different investigations conducted by Jesper Andreasson and Thomas Johansson into masculinity and femininity in fitness blogging, the different categories of fitness blogger are demonstrated in the following table.

Table 2.2.1

Male Fitness Blogger	Female Fitness Blogger
<p>The Hero blogger:</p> <ul style="list-style-type: none"> • Combination of health and fitness advice and personal commentary • Journey focused illustrated with progress pictures • Somewhat alternative views on masculinity but generally remain hegemonic 	<p>The binary blogger –</p> <ul style="list-style-type: none"> • Combination of health and fitness advice and personal commentary • Somewhat journey focused illustrated with reserved images • Somewhat alternative views on masculinity and femininity but generally remain traditional
<p>The Sensual blogger –</p> <ul style="list-style-type: none"> • Very personalised and journey focused • Emphasis on male sexualisation e.g. suggestive images • Views on masculinity can be read in different ways 	<p>The Negotiator blogger –</p> <ul style="list-style-type: none"> • Personalised and journey focus • Emphasis on sexualisation. E.g. suggestive images • Somewhat challenges gender identities but ultimately is subject to “female apologetic”
<p>The Model blogger –</p> <ul style="list-style-type: none"> • image focused, emphasises aesthetic and masculine, rather than heavy and muscular • Emphasis on physical appearance rather than ability. • Emphasises metro sexual masculinity. 	<p>The Subversive blogger –</p> <ul style="list-style-type: none"> • Not much personal narrative • Encourages fitness to the best of one’s own ability. • Emphasis healthy lifestyle rather than physical beauty.

Many texts assess traditional ideologies concerned with masculinity and femininity, and raises the question - are female fitness bloggers contributing to changes in these ideologies? Texts such as these introduced the author to the terms “hegemonic masculinity” and “emphasised femininity”. Ultimately, evidence supports a slow transition from the traditional ideas of masculinity and femininity. Female fitness bloggers are conducting self-representation in such a way that concurs with traditional associations of emphasised femininity. The level of sexualisation present in the imagery and writings of the blogs

examined have determined this. The text found that there is a level of defence present regarding maintaining a career and a role as a mother simultaneously.

“This fits neatly into the ideology that women are first and foremost nurturers” (Andreasson & Johansson, 2013, p. 5)

This quote supports the idea that not much has changed over the last two decades with regard to the social perceptions of femininity. Andreasson & Johansson highlight a post by one blogger that implies women shy away from lifting weights in order to avoid building a masculine physique, thereby suggesting that women wish to remain subordinate in respect of men. However, there is evidence of a challenge towards these ideas through the promotion of strong, hard bodies for women – traits typically associated with traditional masculinity. While acknowledging challenges of hegemonic masculinity, it also highlights a common blogging trait of documenting the fitness process and publicising it. Some fitness blogs intertwined lifestyle advice with details regarding their personal life, some strictly published fitness, health focused information, and some published variations of information on a scale between the two. There was also acknowledgement of the common language used in an attempt to break the associations between muscularity, masculinity and femininity. For example, the use of the tag **#strongnotskinny** attached to a number of fitness blog posts. I furthered this study by noting if female fitness bloggers are encouraging women to lift weights are they therefore challenging this subordinate position. I will also take note of hashtags used.

Overall, Andreasson & Johansson identify three ways in which female fitness bloggers position their narrative. Firstly, there is the “binary position”. This suggests that female bloggers are catering fitness regimes to suit those in typical gender roles (e.g. exercise from home). This feeds into emphasised femininity by stressing the *“the binary perceptions of gendered bodies”* (Andreasson & Johansson, 2013, p. 6) Secondly, there is the “negotiation position”. This is a combination of compliances and challenges of gender roles. This can be seen in the questioning of masculine exclusive rights to heavy weight lifting. Finally, there is the “subversive position”. This position of fitness blogging suggests that female athletics are no longer associated with masculine hegemony. It encourages individual bodily ideals as the basis of realistic lifestyle goals. It also tends to stress that physical ability does not define an individual’s self-worth, but rather is a tool in maintaining it. The text indicates that women are in fact becoming more muscular focused, therefore presenting a slow change into typical gender associations. However, it is noted that female fitness bloggers may tend to emphasise “female parts” of the body such as buttocks, breasts and

thighs and can be considered a conformity to the mentioned “female apologetic”. I will explore this through my own analysis.

Masculinity and fitness blogs were also discussed with regard to men. Similar to the previous text analysis, three different styles of male bloggers are identified. First, it describes “the hero”. This type of male fitness blogger advises on healthy lifestyle and exercise but also provides personal insights about masculinity and life philosophy. He suggests that masculinity is built on moral strength as well as physical. However, Andreasson & Johansson (2013) refer to stereotypical masculinity with regard to the superhero ethos described in many of the posts. The blogger provides a description of his journey from skinny boy to muscular man, which is illustrated with pictures of his progress. Now that I am aware of this type of narration, I will record its possible presence in both sexes Instagram posts. The second blogger identified is “the sensual”. This blog is very personalised by an ugly duckling narrative not unlike the previous blogger mentioned. This blog emphasises the sexualisation of men and therefore seeks to challenge hegemonic masculinity, as sexualisation is traditionally associated with femininity. The author highlights there are different ways of reading this kind of fitness blogger. It can be read in the traditional sense – hegemonic, associated with muscularity and discipline. It may also be read in a sensual sense, focused on beauty, fashion and commercialisation, traits typically associated with femininity. This blogger accents the male body parts such as chest, arms and shoulders. The author suggests this self-vanity may be associated with the construction of homosexual masculinity. Finally, there is “the model”. This blogger is also image focused and emphasises an idealised body type – beautiful, aesthetic and masculine, rather than heavy and muscular. Andreasson & Johansson note references made to Adonis, the Greek god of desire and beauty, over a series of blog posts. They introduce “metro sexuality” to describe a market of “urban, young, white, middle class males preoccupied with looks, style and image” (Andreasson & Johansson , 2013, p. 287). Here the authors suggest that metro sexuality bridges a gap between heterosexuality and homosexuality. This blogger promotes creation of a career formed from idealised appearance rather than promoting health and fitness driven lifestyle.

“The type of masculinity and identities portrayed in these blogs represent fundamental changes in the global representation of masculinity” (Andreasson & Johansson , 2013, p. 288)

Presentation is discussed on health and fitness as a commodity. Fitness bloggers are not just selling fitness advice or emphasising any expertise, but selling life coaching in a general sense. The emphasis, across all the blogs analysed, is on continuous effort and discipline supports traditional hegemonic concepts. While the narratives display little change to traditional ideas, the images associated with fitness blogging would

suggest otherwise. It is suggested that contemporary gym culture has moved away from strength focus to focus on physical appearance and created “*a hybrid combination of old and new ways of embodying masculinity*” (Andreasson & Johansson , 2013, p. 288) This creates an image of bodily aesthetics that would originally be associated with femininity such as hairless, tan skin. It is also noted that men are now more likely to admire each other without being subjected to questioning regarding their sexual orientation, which is interesting as in this regard; they are admiring traits more popular in feminine culture.

These changes regarding ideologies of hegemonic masculinity and emphasised femininity have been explored across a number of examined fitness bloggers. I carried out my own investigation into these traits and themes and their presence on social media.

2.3 Instagram & Hashtagging

I have decided to use Instagram as the platform for analysis due to a number of reasons: its popularity, its process of communication and because it supports hashtagging.

According to the Apple online application store, Instagram allows you to “*post photos and videos you want to keep on your profile grid*” and to “*follow your friends and family to see what they’re up to*”. (Apple, 2017). This highlights not only the photo focus purpose of Instagram but also its sociable aspect. The rate at which Instagram’s popularity is expanding means that it is worthy of academic examination in my opinion.

“Never before has Instagram added 100 million users in such a short time span. At this rate, it only seems like a matter of time before Instagram becomes Facebook’s next user billionaire.” (Richter, 2017)

According to Richter, by April 2017 Instagram had over 700 million active users. This highlights its significance of position within the social sphere and setting it apart from other social media platforms, which have become part of daily life in the western world. This has led to influencing not only the way we source information but also the way we communicate on a daily basis.

“Adding “#TheOscars” to a post means that the post itself is intended to be found and read by people searching for that specific term. Therefore the hashtag symbol (#) has become synonymous with the acts of sorting, finding, labelling, and clicking”. (Daer, et al., 2014)

Instagram is a platform that supports the use of hash tagging for filtering information searches. Daer, et al (2014) go on to acknowledge how this has not only transformed how we search for information but has found its way into everyday language use and has coined phrases synonymous with popular culture. Later, I will discuss hashtags such as “*strongnotskinny*” and “*fitspiration*”, which are popular among fitness Instagram sites and are being used to locate images relating to body image.

Before that, I will discuss two different studies that examined male and female athletes’ use of Instagram for self-representation. Both studies stated that the purpose of their content analysis was to identify patterns and differences in the messages male and female athletes sent out on their Instagram accounts. Andrea, et al. (2016) discusses the theories of Goffman regarding the presentation of the self. The authors highlighted that the Olympic athletes they examined used a diary style narration, giving a candid expression of insight to their followers. This could lead one to believe these images on Instagram are an accurate presentation of “the way things are”. This cultivates a false reality for audiences given we cannot be sure if the representations are accurate or not. This highlights the ability of Instagram users to edit and select content in order to create an “*aura of authenticity*” (Andrea, et al., 2016). The authors identified that the male athletes narrative was dominant and powerful in tone while female athletes narrative was more personalised and often consisted of pictures of family and friends. With regard to engagement, the study also found that these personal pictures were more popular regarding the amount of comments left on the photo. However, both genders of athletes received more likes for photos that were either related to their professional life and/or sexually suggestive.

A similar content analysis conducted by Lauren Reichart Smith & Jimmy Sanderson (2015) identified “feminine touching” in athletes Instagram posts. This is where the person is in a position of embrace – where the person had their arms around themselves, others or inanimate objects. For example, hugging a trophy. While this photographic trait was more common with female athletes’ posts, it was found that men did engage in “feminine touching” but only in relation to pictures of friends or family. While this is an ever so slight cross trait, it may suggest that male athletes are moving towards a subordinate presentation of the self. This brings positioning and posing to my attention and I have considered this when analysing fitness bloggers Instagram’s.

When examining literature on user generated content, the arguments for and against it were similar and consistent. While the internet allows information to be shared more easily and allows people to be more informed, there are also concerns regarding deciphering facts from opinions. Mixed messaged were also an issue raised where posts that intend to encourage healthy living are being categorised alongside posts

that are vocations for eating disorder sites. I will now address a previous issue raised regarding hashtagging and the effect mixed messages are having on shaping audiences realities.

Thinspiration is a word that has developed with the increased popularity of social media. The word often accompanies photos posted on social networking sites as a means to describe a desired body figure (a source of thin physique inspiration.) However, this is negatively affecting people's perceptions of body image by promoting dangerous eating habits and unrealistic self-expectations. A study attempted to analyse the effects that exposure to images accompanied by promotional tags such as thinspiration can have on people's lives and mental health.

"Thinspiration is thin-ideal media content (i.e., images and/or prose) that intentionally promotes weight loss, often in a manner that encourages or glorifies dangerous behaviours characteristic of eating disorders" (Ghaznavi & Taylor, 2015, p. 54)

This article is the first offering of the term Objectification theory, in which people, primarily women visualise themselves as objects to be scrutinised and measure their self-worth in terms of their attractiveness. It states that women who are subject to the theory evaluate themselves from "third person perspective". Thereby women are preoccupied by anxiety driven self-monitoring. The text indicates that these can lead to further mental health problems such as depression, anxiety and sexual dysfunction. While this refers specifically to women, the author believes that men may have similar if not the same cognitive functions with regard to objectification theory.

"Their purpose is to motivate and guide self-scrutiny based on appearance" (Ghaznavi & Taylor, 2015, p. 55)

Ghanzi and Taylor (2015) describe the dangers of positive association with negative and sexualised images in creating unhealthy body ideals for women. The danger of these tags is that they create a categorised location online for people to seek out these images. Under the category, one can find an abundance of these images. Thereby, creating an online folder where women can actively expose themselves to images. Over exposure to images has turned up across many articles. As mentioned, media exposure is influential in how we shape our realities and social media has become a major influencer of information given its accessibility. Another issue raised is that these tags can be confused with categories such as fitness or fitspo, which are considered to encourage healthy body image. However, cross association of the two terms can lead to miscommunication and falsely informing audiences as to what healthy means. In other words, it may link thinness with fitness. People seeking healthy body images may unknowingly be exposed

to negative imagery. Therefore, formulating an unrealistic idea of a healthy body. The author also discussed social cognitive theory.

“Social cognitive theory proposes that people learn from modelled behaviours and are more likely to imitate such behaviours when they can relate to the model and when the behaviour is rewarded socially or otherwise” (Ghaznavi & Taylor, 2015, p. 55)

Social media users can endorse posts via retweets, likes, pins etc. and this is deemed as a reward or type of praise for these posts. This encourages the idea that social acceptance can cultivate unhealthy ideologies for individuals. The repetition of these images can also be harmful for vulnerable users, who may be more likely to adopt these ideas due to repeated exposure that have been glorified by other online community members.

Ghaznavi & Taylor acknowledge the differences in age demographics among users of different social media sites. Users of Pinterest and Facebook tend to be older than those who use twitter and Instagram. Gerbner (1998) suggested that younger audiences are more susceptible to media messages. The fact that Instagram attracts a younger age demographic makes it an ideal platform to examine as one may assume the messages put out on this channel are more effective than that of Facebook or Twitter. It also states that those who were most likely to post body image focused posts tended to be 19 years old or younger. A majority of the images analysed in Ghaznavi & Taylor’s study were objectifying females and depicted women exposing parts of their body to flaunt idealised body parts. This is conclusive with the way fitness bloggers are representing themselves via sexualised images as previously discussed.

“It is possible, then, that social media users searching for health-related, fitness and/or dieting information and motivation on social media, for example, may be exposed to thinspiration content.” (Ghaznavi & Taylor, 2015, p. 56)

Therefore highlighting the danger of unverified health information online. Online communities have no real way of deciphering genuine health and fitness photos from eating disorder photos, compromising the integrity of positive body image photos. This highlights the issue of citizen journalism and unless fitness bloggers can back up the information, they are disseminating with a degree or proof of education and the value of the messages they are sending out becomes redundant. It may mean that fitness bloggers need to be careful not to sexualise the images that they post in ways that are consistent with thinspiration images. It may also raise the question as to whether there is a need for online bloggers to post content

that is wellness and mental health focused as opposed to being appearance focused. I have noted the presence or absence of these themes in my own analysis.

Concerns regarding the effect of user generated content on the reliability of information online are widely expressed across much literature, especially where health information is published online. A review of lay and corporate health blogs indicated that the development of user-generated content is a valid opportunity for experts to communicate health issues with patients and with the public. Again, raising concerns regarding reliability. How can online users identify facts from certified experts from opinions raised by bloggers.

“Most especially, doubts about the ability of lay persons, individually or collectively, to recognize and correct for information mistakes have been expressed.” (Adams, 2010, p. 392)

This is relevant in terms of the fact that there is no official definition for the term “fitness blogger”. User-generated content allows any individual to set up a fitness blog despite lack of credentials and expertise. Determining the reliability of the information is then left up to the receivers of the information. This concurs with previous discussion regarding tags and the muddling of genuine fitness based posts with unhealthy eating based posts.

Adams (2010) suggests that the development of user-generated content may play a vital role in increasing awareness of issues and issues relating to health. Information is filtered and regurgitated through a net of online user’s information. This language and terminology can be translated understandably, where experts of information may fail in the process of communication. I will be highlighting any common themes that arise across the selected fitness Instagrams and whether they are related to health issues or fitness fads.

New technologies indeed deserve credit for making medical information more widely available and understandable. Information is no longer broadcast on a purely textual basis. Videos, audio clips photographs and interactive data sites mean that information is no longer just widely available but more understandable. The information has been humanised. An aspect a lot of fitness bloggers put to use when communicating with followers through the creation of video, photo uploads and use of social media to push information. However, there is the jarring of facts with opinions, experiences and endorsements to consider. Endorsements in relation to fitness bloggers may be crucial where the pushing of supplements is present and mixed with medical information. Adams (2010) acknowledges that the term “reliable information” is often synonymous with “non-commercial”. Therefore, fitness bloggers need to be aware

of their reputation. Audiences may lose trust in genuine experts if they feel they are being subjected to advertisements. I compare follower interaction with endorsement posts against other themes that arose in the analysis.

This kind of literature is critical to the research as there has been very limited research into health blogging and even less so into fitness blogging from a perspective of reliability and on men's reactions to these blogs. The study identifies two types of blogs, implicit and explicit. Implicit refers to more generalised blogs that touch on an array of different health matters. Fitness blogs fall into the explicit categories in that their purpose is to reach towards specific goals such as body moulding or physical wellness and are derived from the bloggers diary style of commentating. The personalisation of activities, instructions and posts gives the blogs a more candid feel that interests audiences more so than passive implicit and generalised sites.

"Individual practices of documenting experiences with an otherwise private and personal health issue become part of larger public processes and social activities." (Adams, 2010, p. 92)

This where repetition of information is described as a disadvantage. Online blogs can contribute to information repetition, and cause areas of health to go overlooked. This would be interesting to examine and assess how many fitness bloggers are blogging about the same areas of fitness or contributing repetitive ideas compared to bloggers contributing posts that are more original.

3. Methodology

From examining literature, the relevance of content analysis has been assessed. Many definitions have been offered, however Haggerty (1996) has described content analysis as a means of *“identifying the characteristics of messages”*. Social media has led to the most connected generation in history. Literature has suggested the powerful influence media images have on shaping an individual’s reality. However, social media audiences actively expose themselves to content instead of content prioritised by traditional media controllers. Traditionally influential figures stemmed from television and radio. One text has stated; *“A good communication science is necessary if humanity is to fully understand how communication affects us”* (Riff, et al., 2014)

With regard to cultivation theory, most studies have investigated traditional media. I believe it is necessary to conduct research into the messages audiences are exposed to on social media channels, given the ability of social media to cultivate ideologies and due to the lack of investigation to date.

The relevancy of using content analysis as methodology has been discussed in the literature as a means of identifying patterns with group representations. For example, Riff, et al. (2014) discuss a content analysis of the portrayals of Muslims and Christians in print media. The findings showed that qualitatively stories about Christians were more negative; however, the frequency of negative stories about Muslims was significantly higher. This would raise questions as to whether intensity or frequency of content exposure has a greater effect on individuals’ perceptions.

In this study, I examined the representation of men and women with regard to fitness blogging on a social media platform. This study seeks to act as a reality check – are we moving away from traditional gender associations? Alternatively, are fitness bloggers accenting stereotypes through the content they put out on social media?

As stated, the purpose of this study is to analyse Instagram posts by both male and female fitness bloggers in order to gauge the representation of both genders on image focused social media. Literature has led to the following research questions:

1. Are female fitness bloggers more likely to objectify themselves on Instagram than male fitness bloggers?
2. Do male fitness bloggers still present themselves in a position of hegemonic masculinity on Instagram?

3. Do female fitness bloggers still present themselves in a position of emphasised femininity on Instagram?
4. What do these fitness bloggers offer in terms of shaping realities for audiences?

This study contrasts and compares both sexes of fitness blogger under the following categories:

3.1 Images

Instagram identifies as being an image based platform for sharing content. I have analysed the images both sexes have output on their Instagram accounts and highlighted the similarities and differences that may occur. The purpose of this is to identify the presence of hegemonic masculinity and/or a female apologetic. This will indicate whether men and women are moving away from traditional gender associations or not. It will also be complimentary in assessing the tone of the content posted and whether the content is a matter of opinion or conclusions based on fact. Thereby assessing the credibility of information divulged.

3.2 Themes

Instagram allows users to post a caption alongside images they publish. I analysed the themes of the captions based on topic and tone, for example, if a post relates to maintaining inner body health or exterior appearance. This is in order to judge emphasis on body image. In conjunction with literature reviewed, this suggests a negative impact of content on audiences. It has been suggested that negative issues like this are discussed positively and endorsed as such. I have assessed if emphasis on body image appears positively or negatively in these posts. Thereby the bloggers may be guilty of sending mixed messages to audience about positive body image.

It is hoped that this will answer the question “what are fitness bloggers offering their audiences?”

Pre-analysis assumptions included answers such as positive body image encouragement, inner body wellness, appearance improvement or product placement.

Commercialisation was also investigated. Mention of brand products are noted and the use of said bloggers as spokespeople for brands was born in mind. It will also be of interest to compare commercialised posts with fitness-focused posts in order to assess audience reaction regarding likes and comments.

The bios of each blogger were also examined as way of identifying how fitness bloggers see themselves.

3.3 Hashtags

I also assessed the use of hashtags by the fitness bloggers in order to identify common trends and/or differences between both genders of bloggers. Literature has suggested a cross promotion of different body types through hashtagging. By combining images and hashtags, I attempted to identify what types of body these bloggers are endorsing by use of hashtags. For example if they associate with the “#strongnotskinny” trend. It has been noted what hashtags are shared between both genders and what hashtags appear as gender specific.

3.4 Frequency and engagement

I also assessed the amount of posts per week and compared which gender has a higher frequency of published material. This was in order to identify which gender is more Instagram active than the other is.

While examining the amount of content published, I have also assessed audience interaction. This was done by assessing the overall number of followers, likes and comments at the time of the study in order to gauge which gender of fitness blogger receives the most engagement. From this, it may be possible to suggest which gender is more influentially powerful.

3.5 Analysis subjects

I have analysed the posts that three male and three female fitness bloggers have output on Instagram from 1 May 2017 – 31 May 2017.

I have chosen these fitness accounts because they are all Instagram verified. According to the Instagram Help Centre website, this means that Instagram confirms authenticity of said account because they are in fact a public figure.

“Only some public figures, celebrities and brands have verified badges” (Instagram, 2017)

They have also been chosen because they identify as health and/or fitness bloggers according to their Instagram bios and due to the fact, they have 100,000 followers or more. The following table demonstrates each bloggers Instagram bios.

Table 3.5.1

<p>Alice Liveing</p>	<p>“Alice 🙋 Personal Trainer @Third Space Soho 📖 3x Bestselling Author 🗨️ Tweet @aliceliveing_ 📧 Contact: issy@insanitygroup.com 📖 MY NEW BOOK £7.49 📖 www.amazon.co.uk/Clean-Eating-Alice-Everyday-Fitness/dp/0008238006” (Liveing, 2017)</p>
<p>Hazel Wallace</p>	<p>“Dr Hazel Wallace 🏥 Junior Doctor 🏋️ Qualified PT 📷 snapchat/twitter: @thefoodmedic 📧 Laura.Carson@crowntalentgroup.com 📖 Grab a copy of my book The Food Medic 📖 www.amazon.co.uk/Food-Medic-Recipes-Fitness-Healthier/dp/1473650534” (Wallace, 2017)</p>
<p>Emily Skye</p>	<p>“Emily Skye - Health & Fitness HEALTHY MIND+BODY 🏋️ 📷 Mum To Be 📧 media@emilyskye.com 🏆 REEBOK Global Ambassador 📺 YouTube.com/emilyskye . 📖 My F.I.T. Programs (inc. Vegan) 📖 www.emilyskye.com/fit” (Skye, 2017)</p>
<p>Joe Wicks</p>	<p>“Joe Wicks #Leanin15 Food and fitness and home of #LeanIn15 & The 90 Day SSS Fat Loss Plan transforming people all over the world 😊 YouTube Snapchat 📖 thebodycoach www.thebodycoach.com/90daysss.asp (Wicks, 2017)”</p>
<p>Josef Rakich</p>	<p>“Josef Rakich - New Zealand 📷 Twitter: @ImJosefRakich 📷 Snapchat: Josef_Rakich 📺 Youtube: JOSEF RAKICH 🏆 WORLDS #1 ONLINE TRAINER 📖 12 WEEK TRANSFORMATION PROGRAM 📖 JOIN NOW 90% OFF 📖 📖 josefrakichfitness.com/12-week-body-transformation” (Rakich, 2017)</p>
<p>Rob Lipsett</p>	<p>“ROB LIPSETT 📺 Love Island S3 🏆 1 Alphalete MyProtein Raw Gyms YouTuber 📺 YouTube.com/RobLipsett” (Lipsett, 2017)</p>

Fitness, personal trainer or health have all featured in each of the bloggers bios. This highlights a common goal or purpose for their Instagram profile and supports their relevance to this analysis.

3.6 Collecting the Data

I have examined past literature carried out content analysis on Instagram posts. In order to draw inspiration for the method of data collection, I have referred to studies by Smith & Sanderson (2015) and by Bohjalian (2017), in order to formulate a method of coding the Instagram posts and in order to prioritise focus on specific themes.

Firstly, I noted the quantitative features of each male and female Instagram posts beginning from the first post on May 1 2017 and finishing with the bloggers final post on May 31. These results are demonstrated in the tables below. The tables are segregated according to gender. In order to gauge the average of trends according to gender, the amount of variables (for example the number of likes on each post) are added together and divided by the total number of posts over the month.

For example, $\frac{\text{Total amount of likes accumulated over the month}}{\text{Total number of posts}} = \text{average amount of likes per post}$

In the case of hashtags, the most frequent amount of hashtags were calculated, as this provided a more accurate reading in relation to the amount of times no hashtags were used.

Table 3.6.1

Female Bloggers	Alice Liveing	Hazel Wallace	Emily Skye	Total
Followers	587,000	170,000	2,100,000	2,857,000
Total Amount of Posts	74	77	12	153
Average Amount of posts per week	19	20	3	14
Average amount of likes per post	3,875	1,444	29,580	11,633
Average amount of comments	59	39	540	212
Most frequent amount of Hashtags	3	3	0	3
Average length of caption	112 words	112 words	135 words	119 words

Table 3.6.2

Male Bloggers	Joe Wicks	Josef Rakich	Rob Lipsett	Total
Followers	1,900,000	712,000	295,000	2,907,000
Total Amount of Posts	72	42	39	153
Average Amount of posts per week	18	11	10	12
Average amount of likes per post	11,675	12,613	14,811	13,033
Average amount of comments	268	1072	551	630
Most frequent amount of Hashtags	4	0	0	0
Average length of caption	48 words	43 words	29 Words	40 words

3.7 Images

The next step was to formulate a method of coding the images and captions of each bloggers Instagram post. Drawing on Bohjalian (2017), a “1 point award” system was used.

“When each image has the following element, it was assigned 1 point. Otherwise, it scored 0 points. Only the photographic content was analysed, not the caption.” (Bohjalian, 2017, p. 28)

The elements for image coding are expressed in the following table.

Table 3.7.1

This principal was awarded in the case where the named element was present in the image:	
1. Working out	If the image displayed the blogger, engaging in any type of work out, the image was awarded a “1”. This identifies the volume focus of exercise on the bloggers Instagram.
2. In the gym	If the image was presented in a gym setting the image was awarded a “1”. The gym setting was determined by presence of work out equipment. For example, weight machinery, free weights or exercise mats. This identifies the significance of the bloggers surroundings.
3. Present in the image	If the blogger was identifiably present in the image then the image was awarded a “1”. This identifies the volume of self-focus on the bloggers Instagram.
4. A “selfie”	If the image contains a photo the blogger took of themselves, it was awarded a “1”. This identified if the bloggers part take in Instagram habits that are consistent with popular culture. (Mullen-Cooper, 2014)
5. Presented as revealing	For the female bloggers, the image was awarded a “1” if they were revealing two or more body parts that included the breasts, buttock or thighs. These areas have been identified as “female parts” and areas that are subject to the “female apologetic”. (Andreasson & Johansson, 2013, p. 6). In the case of the male fitness bloggers, an image was awarded a “1” if they were revealing two or more body parts that included the chests, arms or shoulders. These areas have been identified as “male parts” (Andreasson & Johansson, 2013). This is necessary to highlight consistencies with theories proposed about self-sexualisation.
6. Presented as somewhat revealing	For female bloggers, an image was awarded a “1” if they revealed 1-2 body parts that included “female parts”. For male bloggers, an image was awarded a “1” if they revealed 1-2 body parts including the “male parts”. This is necessary to highlight consistencies with theories proposed about self-sexualisation.
7. Presented as unrevealing	Image was awarded a “1” if the blogger did not reveal any “male parts” or “female parts” or revealed only one area of their body. This is necessary to highlight consistencies with theories proposed about self-sexualisation.
8. A “before and after” image	If the image contained an old picture and current picture comparison, the image was awarded a “1”. This is to highlight consistencies with the types of male fitness blogger as identified by Andreasson & Johansson (2013)
9. Revealing/focusing on arms	If the blogger revealed their arms in an image, the image was awarded a “1”. This identifies areas male and female bloggers are concentrating on in comparison to each other.
10. Revealing/focused on legs/buttocks	If the blogger revealed their thighs, legs, buttocks in an image, the image was awarded a “1”. This identifies areas male and female bloggers are concentrating on in comparison to each other.

11. Revealing/focused on back	If the blogger revealed their back in an image, the image was awarded a “1”. This identifies areas male and female bloggers are concentrating on in comparison to each other.
12. Revealing/focused stomach	If the blogger revealed their stomach in an image, the image was awarded a “1”. This identifies what areas male and female bloggers are concentrating on in comparison to each other.
13. Revealing/focused breasts/cleavage	If the blogger revealed their breasts/cleavage in an image, the image was awarded a “1”. This identifies what areas male and female bloggers are concentrating on in comparison to each other.
14. Wearing gym clothes	If the blogger is presented in exercise clothing such as leggings, tracksuits, shorts, sports bras or stretch active wear. The image was awarded a “1”. This identifies the volume of purpose presentation in their Instagram posts.
15. Wearing underwear/swimsuit	If the blogger is presented in underwear or swimsuits clothing, the image is awarded a “1”. This identifies the volume of sexualised imagery in their Instagram posts.
16. Wearing everyday clothes	If the blogger is wearing everyday or sociable clothing such as dresses, jeans, trousers, shirts, the image is awarded a “1”. This identifies the volume of purpose presentation in their Instagram posts.
17. Featuring their own products/websites	If the image contains a product of their own such as a book, website image or merchandise, the image is awarded a “1”. This identifies the volume of their own branding on their Instagram’s posts.
18. Featuring others products/websites	If the image contains the blogger specific emphasis on a product that is not their own the image is awarded a “1”. This will highlight the volume of commercialisation on their Instagram posts.
19. Pictured at an event	If the image contains themes consistent with events such as crowds, stages, microphones etc. the image is awarded a “1”. This highlights the lifestyle portrayed on the bloggers Instagram.
20. Featuring food	If the image contains food or drinks, the image was awarded a “1”. This highlights the volume of diet-focused image on their Instagram.
21. Featuring personal life	If the image contains themes that are not associated with diet, exercise or health than the image was presumed to be associated with the bloggers personal life. In this case, the image was awarded a “1”. For example images of the blogger on holiday.
22. Featuring another person	If the image contains people other than the blogger, the image was awarded a “1”. This highlights the volume of relationship-focused posts and may be consistent with the presence of the bloggers personal life.
23. Featuring quotes	Where text is the focus of the image, it was awarded a “1”. This identifies if the bloggers part take in Instagram habits that are consistent with popular culture.
24. Regram	Where the blogger has reposted images from others social media, the image was awarded a “1”. This identifies where bloggers are re-posting information.
25. Uncategorized	Where the images was not identifiable under any of the previous elements, it was awarded “1”.

3.8 Captions

Analysing captions involved a combination of principals in order to gain both a quantitative and qualitative observation. Each caption was read and analysed actively, as opposed to passive leisurely reading. Heath & Cowley (2004) suggest that this type of analysis involves the researcher searching for meanings in the words used and patterns in the tone and themes of content. This was the means of identifying the themes.

“As the data are analysed and coded, ideas and potential insights will begin to develop which are recorded in theoretical memos; it is the data that develops theoretical sensitivity” (Heath & Cowley, 2004)

First, the captions were analysed and the themes of which were individually recorded. In order to provide a quantitative angle, the captions were then analysed again with the use of a theme table. If a particular theme was present in the caption the posts was awarded a “1”. This approach allowed for identifying possible patterns and reoccurring themes throughout the month. Notes were made about significant topics and tone in the data, which resulted in the categories below. Categories emerged because of analysing all posts by both gender of blogger. These categories were then cross-examined to identify the similarities or differences in the themes of female and male bloggers. The themes are explained in the following table:

Table. 3.8.1

1. Product promotion	Where the blogger described a product, its contents or purpose, it was awarded a “1”. This also included where the blogger discussed their own websites as these were seen as privately run commodities where the engagement was not mutual. The presence of this theme highlights the commerciality of the bloggers Instagram presentation.
2. Promotion of other social media channels	Where a blogger referred followers to their other social media channels, they were awarded a “1”. This is similar to the previous theme however; in relation to social media channels the engagement is two way. Therefore, it differs from the bloggers privately run website. The presence of this theme highlights the use of Instagram as a tool increase the bloggers reach and social status.
3. Work out	Where the blogger discussed exercising, the caption was awarded a “1”. Exercise may have been discussed as part of their daily routine, in demonstrating gym plans or discussing the benefits of exercise. The presence of this theme highlights the bloggers presentation in relation to fitness focus.
4. Food	Where a blogger discussed food the caption was awarded a “1”. This discussion may have involved describing recipe, meal contents or

	demonstrating food preparation. The presence of this theme highlights the bloggers presentation in relation to promoting eating and diet.
5. Health	Where the blogger discussed health the caption was awarded a “1”. Health was deducted as a theme where there was discussion of a foods nutritional value, curing ailments or in relation to exercise were avoiding injury was discussed. The presence of this theme highlight the bloggers presentation in relation to promoting well-being.
6. Mental Health	Where the blogger discussed mental health the caption was awarded a “1”. Mental health was deducted as a theme where the blogger discussed mental benefits or referred to “the mind”. The presence of this theme highlights the bloggers presentation in relation to issues associated with social media.
7. Appearance	Where the blogger referred to their appearance, the caption was awarded a “1”. Appearance was deducted as a theme where the blogger described themselves visually or referred to their clothing. It was also deducted where they focused on muscle size or body fat. The presence of this theme highlight the bloggers presentation in relation to vanity and body image.
8. Schedule	Where the blogger discussed their schedule the caption was awarded a “1”. Schedule was deducted as a theme where the blogger discussed items on their agenda or activities recently undertaken. The presence of this theme highlight the bloggers use of Instagram as a diary.
9. Personal life	Where the blogger discussed their personal life, the caption was awarded a “1”. Personal life was deducted as a theme where the blogger discussed matters that related to their feelings, emotions or life events. For example, occasion celebrations or moving house.
10. Supplements	Where the blogger discussed supplements, the caption was awarded a “1”. Supplements were deducted as a theme where the blogger discussed steroids, protein supplements, fat burners or any un-naturally occurring performance enhancer. The presence of this theme highlight the bloggers presentation as an advocate for unhealthy body image.
11. Motivation	Where the blogger discussed life outlook or encouragement the caption was awarded a “1”. The presence of this theme highlights the presentation as influential.
12. Event	Where the blogger discusses events that are significant to their profession or to the press the caption was awarded a “1”. The presence of this theme highlights the presentations of the blogger as a socialite.
13. Other	Where the blogger provided a brief or vague caption that was not relevant to any of the other selected themes, the caption was awarded a “1”.

3.9 Coding

3.9.1 Images

The method of coding was undertaken by expressing the score of each blogger as a percentage of the amount of posts they uploaded. For example, under the food element category for image analysis, Alice Liveing scored 48. (She was awarded a score for every time food was present in a post) Between the 1st of May and the 31st of May 2017, she posted 74 times. 48 was then expressed as a fraction of the amount of posts in order to get the percentage of theme presence.

$$48/74 = 0.648 \times 100/1 = 64.8$$

64.8 is then rounded up to the nearest decimal place in order to give a percentage of 65%

Therefore 65% of Alice Liveings posts contained food over the month of May.

This was repeated for each blogger for every post they uploaded from the month of May. The overall presence of image element and theme presence was then calculated for each gender in order to assess and compare the trends of male bloggers compared to female bloggers.

The results of the image analysis are represented in the following table:

Table 3.9.1 Female fitness bloggers image analysis

Element present	Alice Liveing	Hazel Wallace	Emily Skye	Over all female presentation
1. Working out	14%	1%	8%	7%
2. In the gym	15%	1%	16%	9%
3. Present in the image	35%	26%	100%	36%
4. A Selfie	7%	4%	8%	6%
5. Presented as revealing	5%	0	42%	6%
6. Presented as somewhat revealing	9%	6%	25%	9%
7. Presented as unrevealing	18%	19%	33%	20%
8. A before and after image	1%	1%	0	1%
9. Revealing/focused on arms	22%	8%	66%	18%
10. Revealing/focused on legs/buttocks	8%	0	58%	7%
11. Revealing/focused on back	5%	0	0	2%
12. Revealing/focused on stomach	15%	3%	24%	10%
13. Revealing/focused breasts/cleavage	4%	4%	50%	7%
14. Wearing gym clothes	22%	4%	8%	13%
15. Wearing underwear/swimsuit	4%	0	25%	4%
16. wearing everyday clothes	7%	18%	58%	16%
17. Featuring their own products/websites	9%	21%	0	14%
18. Featuring others products/websites	5%	1%	8%	4%
19. Pictured at an event	5%	6%	0	6%
20. Featuring food	65%	61%	0	58%
21. Featuring personal life	8%	4%	41%	8%
22. Featuring another person	5%	8%	25%	9%
23. Featuring quotes	3%	10%	0	6%
24. Regrams	0	0	0	0
25. Uncategorized	0	0	0	0

Table 3.9.2 Male fitness bloggers image analysis

Element Present	Joe Wicks	Josef Rakich	Rob Lipsett	Over all male presentation
1. Working out	7%	14%	3%	8%
2. In the gym	8%	40%	28%	22%
3. Present in the image	18%	93%	100%	45%
4. A Selfie	1%	5%	5%	3%
5. Presented as revealing	3%	71%	38%	31%
6. Presented as somewhat revealing	0	5%	33%	10%
7. Presented as unrevealing	14%	14%	31%	18%
8. A before and after image	0	0	0	0
9. Revealing/focused on arms	6%	76%	79%	44%
10. Revealing/focused on legs/buttocks	4%	60%	44%	29%
11. Revealing/focused on back	1%	10%	10%	6%
12. Revealing/focused on stomach	1%	12%	0	4%
13. Revealing/focused breasts/cleavage	6%	69%	38%	31%
14. Wearing gym clothes	10%	45%	44%	28%
15. Wearing underwear/swimsuit	0	17%	21%	10%
16. wearing everyday clothes	6%	24%	28%	16%
17. Featuring their own products/websites	15%	2%	3%	8%
18. Featuring others products/websites	1%	0	15%	5%
19. Pictured at an event	3%	0	13%	5%
20. Featuring food	54%	5%	0	27%
21. Featuring personal life	3%	21%	46%	19%
22. Featuring another person	3%	14%	2%	10%
23. Featuring quotes	1%	2%	0	1%
24. Regrams	15%	10%	0	10%
25. Uncategorized	3%	0	0	1%

3.9.1 Captions

Similar to the coding of the images, the method of coding the captions was undertaken by expressing the score of each blogger as a percentage of the amount of posts they uploaded. For example, under the theme schedule, Rob Lipsett scored 13. (He was awarded a score for every time the theme schedule was present in a post) May 1st through May 31st 2017, he posted 39 times. 13 were then expressed as a fraction of the amount of posts in order to get the percentage of theme presence.

$$13/39 = 0.3333 \times 100/1 = 33.3$$

33.3 is then rounded to the nearest decimal place in order to give a percentage of 33%.

Therefore 33% of Rob Lipsett's posts contained a schedule theme over the month of May.

This was repeated for each blogger for every post they uploaded from the month of May. The overall presence of image element and theme presence was then calculated for each gender in order to assess and compare the trends of male bloggers compared to female bloggers.

The results of the image analysis are represented in the following tables:

Table 3.10.1.

Female fitness bloggers theme analysis	Alice Liveing	Hazel Wallace	Emily Skye	Overall Presence of themes
Product Promotion	30%	53%	8%	39%
Promotion of other social media channels	4%	6%	58%	9%
Work Out	15%	9%	16%	12%
Food	35%	58%	0	44%
Health	12%	12%	16%	12%
Mental Health	4%	3%	16%	4%
Appearance	3%	3%	33%	6%
Schedule	42%	29%	8%	33%
Personal Life	28%	43%	42%	36%
Supplements	0	3%	0	1%
Motivational Quote	4%	5%	25%	6%
Event	11%	14%	0	12%
Other	2%	6%	0	4%

Table 3.10.2.

Male Fitness bloggers theme analysis	Joe Wicks	Josef Rakich	Rob Lipsett	Overall Presence of themes
Product Promotion	29%	57%	8%	31%
Promotion of other social media channels	4%	36%	8%	14%
Work Out	10%	24%	13%	14%
Food	54%	7%	5%	29%
Health	2%	5%	3%	3%
Mental Health	0	0	0	0
Appearance	0	36%	18%	14%
Schedule	6%	5%	33%	12%
Personal Life	2%	10%	41%	14%
Supplements	0	2%	5%	2%
Motivational Quote	2%	10%	3%	4%
Event	4%	0	21%	7%
Other	2%	2%	10%	4%

4. Results

Both genders of fitness blogger showed a number of similarities and differences in terms of their image patterns over the course of the month. Over all, female bloggers tended to upload more images and wrote longer captions to accompany these images. This also led to women covering a larger number of themes per post. Men generally wrote shorter captions that could be categorised by one or two themes at the most. However, male bloggers had more combined followers, likes, and comments per post. This was also despite the fact they were less likely to use hashtags. Tsur & Rappoport (2012) have credited hashtags as playing a major role in the spread of ideas across social media platforms, so it is interesting to note that while female bloggers generally used about three hashtags, male bloggers still maintained a lead in engagement. On no occasion did a blogger use hashtags such as those discussed in the literature. For example, *#fitspiration* or *#strongnotskinny*. They tended to use generalised hashtags for example *#breakfast* when referring to a food image. They were also likely to use custom hashtags appropriate to their “brand”. For example, Hazel Wallace used the *#TheFoodMedic* in all but two of her Instagram posts. Joe Wicks used a similar personalised hashtag (*#LeanIn15*) but in general, male bloggers did not use hashtags as specified in the literature review.

The similarities and differences across the bloggers posts for the month of May are discussed in terms of the following categories:

1. Fitness
2. Diet
3. Appearance & Objectification
4. Commercial
5. Personal Life
6. Socialite

4.1 Fitness

In terms of uploading images of the blogger working out or conducting a demonstration, both genders uploaded just about the same percentage of images, with men uploading slightly more by 1%. However, men uploaded more images of them in a gym setting despite the fact that they were not working out. These images generally consisted of selfies, posing for photos with their muscles flexed or pictured with another person. Therefore, women were less likely to upload images of themselves in the gym if the image did not relate to fitness or working out such as this post by Josef Rakich.

Image 4.1.1



The theme of the captions however consisted was 12% over all month concentration for female bloggers and 14% for male bloggers. Male bloggers tended to use pictures of themselves in relation to discussing workouts, for example posing with their arms flexed and describing a work out.

Women tended to use longer captions that consisted of a different number of themes. For example using a picture of food and then discussing the ways in which fitness has improved their wellbeing or mental health. They were also more likely to refer to health benefits and healthy lifestyles in their captions. Mental health was a topic that the female bloggers touched on in about 4% of their overall posts whereas male bloggers did not discuss the matter for the entire month. This would emphasise the types of blogger that women are presenting themselves online. It suggests that female bloggers would discuss fitness as a

means for health and wellbeing, whereas male bloggers are offering fitness as a method of exterior maintenance.

Men tended to use shorter captions that consisted of one or two themes at the most.

This may mean one of two things. Firstly, it could indicate that female bloggers have greater focus on diet than working out. This will be discussed further under the diet category below. Therefore, it might indicate that women do shy away from lifting weights and focus on calorie intake as discussed in the literature as a trait of female presentations online. This would also be consistent with previous theories that suggest the ideal body type women desire is a slim, toned frame.

However, it may also indicate that women are moving away from the need for a female apologetic. They may no longer feel the need to justify presence in the gym with selfies or images that indicate they are working on the “female parts”. For example where the male bloggers were pictured flexing, they were indicating focus on their “male parts”. Female bloggers were less likely to upload images where they were posing in such a manner that commanded focus on their buttocks, thighs or breasts. These results were true in a ratio of two to one. As you can see from the table above, two out the three female bloggers were less likely to post images of themselves in the gym if they were not working out. However, Emily Skye’s image patterns were more consistent with “apologetic” type images in a gym setting. This can be seen in the example image below.

Image 4.1.2



The two out of three ratio was also true for male bloggers where Rob Lipsett and Josef Rakich were more likely to share gym images despite the fact they were not working out. In terms of fitness, Joe Wicks image patterns were more consistent with the female bloggers. While he uploaded a higher percentage of images both working out and/or in the gym, he was less likely to upload gym images if they did not consist of a work out or demonstration.

These kind of similarities indicate a meshing of masculine and feminine presentation traits for both the male and female bloggers.

4.2 Diet

Similar to images relating to fitness, the ratio of food images was 2:1. Overall, female bloggers dedicated 31% more of the month to images concentrating on or consisting of food. Men overall dedicated only 27% of the month to images of food, indicating less of a relation to diet in terms of health and fitness. It is necessary to note here that female bloggers tend to share images of food in relation to their schedule or when discussing emotions. Men were more likely to use images of themselves when discussing similar topics. This would indicate that women are moving away from the dangerous eating habits that social media have been discussed to encourage. Women are consistently presenting themselves as eating and in relation to food where as men are presenting themselves as their sole focus. Women also tended to focus on the value of meal consistency and emphasised the dangers of skipping meals as you can see from an example of one of Hazel's posts on the following page.

Image 4.2.1



However, it is important to note that Emily Skye was once again more consistent with the male bloggers image patterns. She uploaded no images of food over the course of the month. However, she was present in 100% of her images and discussed her personal life 42% of the time. Emily tended to use photos of herself to reflect on her “life journey” and discuss feelings of body confidence. This is similar to Rob Lipsett, who was also present in 100% of his images and discussed his personal life in 41% of his captions.

Joe Wicks also shared traits with two out of the three female bloggers. Similar to Alice and Hazel, Food occupied more than half of his images for the month. While less likely to discuss his schedule or personal life, he displays a greater concentration on food images than the other two male blogger.

This indicates a meshing of patterns across both genders of blogger.

4.3 Appearance & Objectification

Women were more likely than men to upload “selfies” despite the fact they were 9% less likely to appear in the picture shared. Over all, men appeared in 45% of the images they uploaded over the course of the month. They were also more likely to present themselves in gym clothes; however, this was unsurprising given the higher concentration of images in a gym setting. Both genders uploaded almost the same percentage of images where they were presented in everyday clothing (any clothing that was not active

wear.) When presented in everyday clothing, the bloggers were generally in an event situation. In terms of images that rated revealing, somewhat revealing or unrevealing the results indicated that men dressed in a revealing manner for 25% more of the month than the female bloggers. Women were also more likely to dress in a completely unrevealing manner by 2%. Women were also less likely to upload images of themselves in bathing suits or in their underwear than men were. This indicates a shift in the sexualisation of women and a decrease in the presence of the “female apologetic”. It also shows a disintegration in hegemonic masculinity, where men are now exhibiting traits that have previously been associated with femininity. Emily, Josef and Rob shared elements such as uploading an image of themselves and using inspirational quotes about life and success. This would be consistent with theories discussed on the literature review regarding associations with achieving the ideal body and life success. These traits are also consistent with “the sensual blogger” and “the model blogger” as suggested in the literature review.

It is also interesting to note the trends in “male parts” and “female parts” over the course of the month. Men focused on, or revealed their arms in up to 44% of the images they shared, whereas women were concentrated on this area for 18% of the month. However, arms were the body part the female bloggers revealed or focused on most over the month. Women only focused on their buttocks and legs for 8% of the month, indicating a shift in concentration from “female parts” to “male parts”. While men showed a higher concentration of arms in their images, they only concentrated on the same “female parts” 2% less of the time. Women concentrated on other “female parts” such as the breasts for 7% of the month, which again is less than the arms or “male parts”. Male bloggers also displayed a high concentration of chest images, which are regarded as “male parts”. Therefore while men are very much still the subject of hegemonic masculinity, they are showing feminine tendencies with regard to how they present themselves. Women appear to be moving away from traditionally feminine traits and accenting areas of their body that are traditionally prioritised by men.

However, these statistics are also subject to the two to one ratio. Emily Skye showed a concentration on female parts over 50% of her images for the month, which indicates that while women are moving towards a more gender-neutral body image, there is still a presence of the female apologetic among female fitness bloggers. The same can be said for Joe Wicks in maintaining hegemonic masculinity given that he rarely presented himself in a revealing manner, nor did he indicate any focus on “female parts”.

4.4 Commercial

Both male and female bloggers were equally likely to promote products or services of other people. For example, Alice Liveing posted an image of a matcha green tea drink with the brand box situated behind it, as in the image below.

Image 4.4.1



Whereas Rob Lipsett uploaded an image of him with brand of protein drink. Both images are accompanied by promotionally toned captions.

Image 4.4.2



However, female bloggers spent 14% of the month commercialising their own products compared to men who spent 8%. These products were in the form of books, websites and fitness plans that the bloggers sought to promote. Female bloggers tended to upload images of their books or features from their websites. While these elements were present in male images, men also used “Regrams” as method of product promotion. In this case, male bloggers would upload before and after images of people who have purchased their products. Labre (2005) has identified this a common marketing tool among advertisements in *Men’s Health* and *Men’s Fitness* Magazines. It is interesting to note that this method of promotion has been adapted for Instagram and was more common among the male bloggers.

Two of the female bloggers were promoting books that were both released during the course of the month. Joe Wicks was also releasing a book during this time. Josef Rakich was promoting his website and Fitness plans.

Neither Emily Skye nor Rob Lipsett were promoting his or her own products over the course of May. However, they often promoted other brand products and often promoted their other social media channels such as Snapchat or YouTube.

4.4 Personal Life

Men were 11% more likely to use images that did not relate to food, health or fitness. This may have generally consisted of images of them on holidays or pictures of their home. However, women were more than twice as likely to discuss personal life themes and reflect on their own emotions in the captions. As mentioned, women were likely to upload pictures of food and use the caption to discuss personal life themes. This would suggest female bloggers have an emotional association with food and view it as a vital part of their everyday life. Women also tended to merge themes and topics in a single post. What might start out as a description of food moves on to discuss a daily schedule, which is then reflected on regarding emotions. It is also necessary to note that the time of year would have some bearing on this theme. Hazel, Alice and Rob all shared images of their holidays, which may have been avoidable, had the time frame for analysis been different, i.e. during the winter months. This will be discussed later in the recommendations section of this investigation.

5. Discussion

Following the results of the content analysis, many issues have been addressed that are consistent with issues raised in the literature review.

The fitness bloggers have been assessed in terms of their output of information on Instagram. This was carried out as I believe that social media plays a major role in the way current generations shape their realities. As mentioned, cultivation theory has traditionally been attached to television and radio. However, given the progression of active audiences and the selective nature of social media, audiences are exposed to images at their own will.

5.1 Engagement

From May 1st through May 31st 2017, the selected bloggers uploaded 316 images. This is a significant amount of output for audiences to be subjected to. Gerbner (1998) has discussed how the exposure of media products over long periods heavily influences or constructs viewer's perception of reality. The amount of followers each blogger has on Instagram ranges from 170,000 people to 2,700,000, meaning that each blogger has a great deal of influential power. Therefore, they have ability to contribute to the way audiences shape their realities.

As mentioned in the literature review, the effect of media exposure on young women's self-esteem established that internalisation on the "thin body ideal" initiates with exposure to media images; however, the greatest effect on self-presentation is how others evaluate us.

"Resonance suggests that peer and media attitudes to reinforce one another, strengthening these attitudes regardless of their origin." (Van Vonderen & Kinnally, 2012, p. 52)

This point is relevant given the nature of user-generated content. Online, peers have the ability to endorse images through tools such as "liking, sharing and commenting". Having assessed the overall engagement of male and female fitness bloggers, it would appear that male fitness bloggers have a stronger ability to strengthen attitudes towards body image. They accumulated more engagement with their images and therefor their images are more strongly endorsed.

What is worrying about this is however, is the direction that both male and female blogger presentation is moving. Where female bloggers are outputting messages more focused on mental health, well-being and positive eating attitude, male bloggers are outputting messages that are more image focused.

5.2 Appearance

In the literature review, O'Connor (2006) conducted a study in which he asked Irish secondary school students to write their life stories, which he then analysed for theme patterns and differences among boys and girls. On Instagram, the fitness bloggers have a similar opportunity to tell stories illustrated with images. Through my research, I have analysed these images and captions for patterns and differences among male and female fitness bloggers. What is interesting is that O'Connor (2006) found boys and girls equally likely to discuss clothing and the way that they present themselves. The results of the content analysis indicate that both genders were equally likely to present themselves in everyday clothes, suggesting an interest in appearance away from the gym. There were also times when both genders shared techniques in discussing clothing. Take for example these posts by Hazel and Rob.

Image 5.2.1

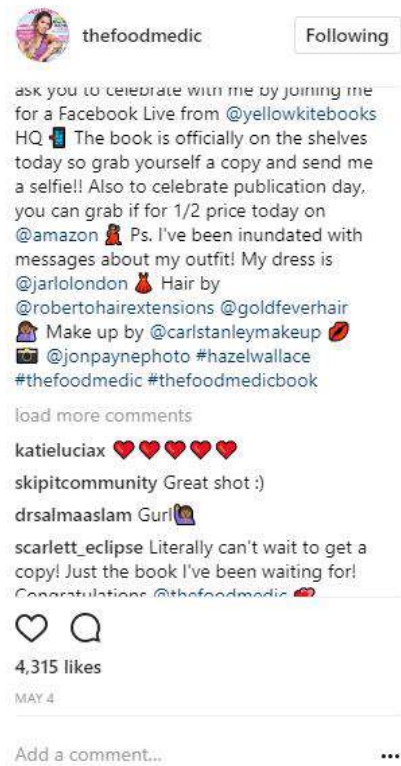


Image 5.2.2



Both bloggers refer to their clothing and advertise the makes and brands. The literature review has identified fashion as theme formally associated with femininity. Andreasson & Johansson (2013) identified three different types of male blogger. In this case, Rob would fall under the category of sensual blogger, given not only his referral to fashion but due to emphasis on male sexualisation. In other words the volume of suggestive images of himself over the course of the month. Given O’Conner (2006) suggests both sexes are equally likely to discuss their clothing and fashion influences, and the results from this analysis. It would be appropriate to assume that desirable presentation is emphasised among men and in particular male bloggers. This trait has traditionally been associated with femininity; however, changes in society are making men more appearance aware. Indicating a movement away from hegemonic masculinity.

O’Connor (2006) also analysed the students’ likelihood of discussing sport in their life stories and found that boys were more likely to include sport as a theme in their lives. The author associated the mention of sport of being a traditionally masculine trait. Mentioning sport was considered a way for young men to prove their masculinity. However, results from this study found that male and female bloggers were equally likely to post images of themselves working out, despite the fact that men posted more generic images in a gym setting. Men were only 2% more likely to discuss working out as well. This would indicate that female bloggers associate sport and work out with their life story almost as much as male bloggers. This could mean that women are growing to display more masculine traits and themes in their presentation of the self and therefore no longer feel the need to emphasise femininity.

The literature also discussed media messages in relation to women's self-esteem. The presentation and volume of "slim and toned" imagery was found to be the desired physique for female audiences, but also found that exposure to these images induced feelings of low self-esteem and depression in female audiences.

While there was a lot more research conducted into women and body image, there was some literature that carried out relevant or similar investigations on male audiences. Agliata & Tantleff-Dunn (2004) examined male reactions to male body intense images and neutral images inserted in advertisements between television shows. While my study relates to images on social media, the imagery discussed in both studies are relevant to each other. Agliata & Tantleff-Dunn (2004) described "ideal image advertisements" that were aimed as men as body intensive and muscular focused. These kind of images are similar in description to the images shared by male bloggers on social media. Men who were exposed to these images exhibited high levels of depression and dissatisfaction with their own appearance. This may mean that male bloggers are contributing to a negative trend in male body image that is more appearance focused than health and wellbeing. The results from my research indicate that men are more likely to objectify themselves. While they are likely to prioritise attention on the "male parts" such as arms and chest, they are also somewhat focused on "female parts". This would indicate a desire for whole body attractiveness. This would also concur with points made in the literature review regarding "the Adonis complex of attractiveness". The images and themes exhibited by male fitness bloggers over the month of May encourage fat loss while building muscle.

"First off we need to understand what creates a good set of abs. A good set of abs it's created by 1, low body fat, and 2, muscle hypertrophy in the abs which is the increase in muscle size of the abdominals."
(Rakich, 2017)

Therefore being conclusive with findings in the literature review in relation to objectification theory. Supplements were discussed earlier on; however, it is necessary to re-affirm male and female bloggers stance on the theme as it also concurs with ideas mentioned in the literature review where men may be influenced into taking supplements or even steroids in order to achieve the ideal physique. Male bloggers have presented themselves as advocates for unrealistic and unhealthy body expectations in male audiences.

The male subjects in my own study also exhibited traits that are consistent with two of the types of blogger identified in by Andreasson & Johansson (2013). The "sensual blogger" and the "model blogger" - These

bloggers promote a career formed from idealised appearance rather than promoting health and fitness driven lifestyle.

Like these kinds of bloggers, the male subjects overall displayed a heavier emphasis on self-sexualisation. They were 24% more likely to appear in a revealing manner and when they did so, revealed the parts of their body associated with male sexualisation (chest, arms, and shoulders).

Given the absence of images of male bloggers working out in comparison to the amount they were posing, these images were read in a sensual sense - focused on beauty, fashion and commercialisation, traits typically associated with femininity. This again would lead one to believe that male fitness bloggers are moving away from the ideas of hegemonic masculinity and are in fact becoming more feminine. In the literature review, these kinds of bloggers were describes as bridging the gap between heterosexuality and homosexuality. Therefore male fitness bloggers are presenting themselves in a metrosexual light and fit into Andreasson & Johansson's description of metro sexuality -

“Urban, young, white, middle class males preoccupied with looks, style and image” (Andreasson & Johansson , 2013, p. 287).

However, while the overall resulted indicated male bloggers were moving away from associations with hegemonic masculinity, Joe Wicks was the least likely to exhibit these traits. Food was a much more prominent theme in his images compared to the revealing and self-focused images of the other male bloggers. In this regard, Joe shares similar elements to that of Hazel and Alice, who have been discussed as moving away from emphasised femininity. Therefore, it is interesting to note the cross section of masculine traits across the two female and one male blogger.

The female bloggers examined in my study displayed some traits that are consistent with two of the female types of bloggers discussed in the literature review. The “negotiation blogger” and the “subversive blogger”. The literature supported the idea that not much has changed over the last two decades with regard to the social perceptions of femininity. Andreasson & Johansson highlight theories that women shy away from lifting weights in order to avoid building a masculine physique, thereby suggesting that women wish to remain subordinate in respect of men. However, the results from my research indicate that female bloggers encourage women to lifts weights and draw more attention to “male parts” than “female parts” in terms of working out and building muscle.

Image 5.2.3



Image 5.2.4



In the literature review, “negotiation blogger” and “subversive bloggers” are described as challenging masculine exclusive rights to heavy weight lifting and disassociation with female subordination. However, the literature suggested that female fitness bloggers may tend to emphasise “female parts” of the body such as buttocks, breasts and thighs and can be considered a conformity to the mentioned “female apologetic”. The results from my research would indicate that female bloggers no longer feel the need to apologise. Overall they were less likely to post revealing images and more likely to post images where they were presented as completely unrevealing. However, this was not the case for all three female bloggers. Emily exhibited images that were consistent with theories regarding the female apologetic. While she did post images concentrated on “masculine” themes such as arm focused work outs, she was also the most likely to post images that focused on the female parts and images in her underwear or bathing suit. Over all, she was the most likely bloggers to post revealing images. This would mean that while there is a strong suggestion of female bloggers moving away from the female apologetic, there is still a presence of emphasised femininity among them.

5.3 Diet

Benton & Karazsia (2015) acknowledge how media images are moving away from size zero themed and moving into an area that depicts women as more muscular and toned. The study raises the question – has women’s idea of the ideal body changed? Whilst it is noted that a move from extreme thin to muscular may be a step in a positive direction, means of achieving either body image may still be undertaken via dangerous methods. However, results from my investigation found not only were female bloggers less likely to upload images of themselves; they were also more likely to upload images of food. Overall, the images also consisted of full plates of food containing a variety of vegetable and meats. Wansink, et al (2005) conducted a study into the visual effect of portion sizes on people’s consumption of food.

“The amount of food on a plate or bowl increases intake because it influences consumption norms and expectations and it lessens one’s reliance on self-monitoring.” (Wansink, et al., 2005, p. 93)

The findings are consistent with the notion that people count calories with their eyes. They identify the role of accurate visual cues on influencing individual’s consumption of food.

The results from this study would indicate that female fitness bloggers are actively encouraging healthy eating habits. With less appearance focused images and images of sizeable healthy food portions, they are diverting attention from unrealistic body expectations to positive food associations. They also tended

to discuss in relation to their schedule, which could discourage audiences from absenting meals from their own schedules. Female bloggers also discussed emotional themes in relation to images of healthy food. This is where female bloggers displayed consistencies with “the subversive blogger” as discussed in the literature. They are emphasising healthy lifestyle and eating habits over physical appearance, and doing so in a way that allows audiences to connect with them emotionally. There was also an absence of supplement discussion in comparison to the male bloggers, which indicates a natural approach to body maintenance. Therefore, female bloggers are having a positive output effect regarding body image and eating habits.

While Joe Wicks showed food characteristics consistent with the female bloggers over the month, in general the male bloggers had a higher concentration of self-focused images compared to food images. They were also more likely to discuss supplement taking. There was no mention of steroids; however, Josef and Rob were likely to promote protein supplements. Given that these were discussed in relation to self-focused images, it would be accurate to state that male fitness bloggers are more consistent with themes discussed by Benton & Karazsia (2015).

5.4 Personalisation & Hashtags

The literature review also noted hashtagging habits associated with female bloggers. These included the use of **#strongnotskinny**, **#inspiration** or **#fitspiration**. While female bloggers were more likely to use hashtags in their posts, no such hashtags were found over the month of May. Female fitness bloggers tended to use self-focused hashtags – i.e. **#thefoodmedic**, or hashtags in relation to the theme of their post – i.e. **#Breakfast**. This would indicate that female bloggers are disassociating themselves with the unhealthy notions that are attached to the former hashtags. However, this could have damaging repercussions for audiences. If these bloggers are focused on outputting body positive messages, they are unlikely to find their way into the searches of audiences who are unknowingly subjected to body negative images. For example, if an audience member searches for **#thinspiration** under the pretence that the images will reflect healthy body image, none of the female bloggers posts will resonate under the search. Therefore, the audience member will not be exposed to their body positive messages. Thus, female bloggers may be having less of an impact in shaping audiences’ realities.

The literature review also referred to previous content analysis’ that have been carried out on Instagram posts. These texts highlighted that the Instagram posts they examined used a diary style narration, giving a candid expression of insight to their followers. My research has gathered that while female bloggers were more likely to use this kind of style of caption, male bloggers were more likely to use images relating

to their personal life. As mentioned, female bloggers tended to write longer captions, which covered more themes. In general, they adhered to a diary style entry similar to that discussed by Andrea, et al (2016) discussing life events such as moving house, going on holidays and often reflected on feelings and emotions. These issues were mostly discussed in relation to food images, which highlights the difference in trends between both genders.

The literature review also discussed the ability of Instagram users to edit and select content in order to create an “aura of authenticity” (Andrea, et al., 2016) and identified that the male athlete narrative was dominant and powerful in tone while female athletes narrative was more personalised and often consisted of pictures of family and friends. The results from my research indicate that female bloggers use a more personalised tone that is emotion reflective. They were also more likely to use images of motivational quotes as well as incorporating motivational quotes into their captions.

5.5 Health

Adams (2010) discusses the role that health focused blogs play in making audiences more health conscious and issue aware. Information is filtered and regurgitated through a net of online users information. Bloggers translate terminology and health facts into language that can be easily understood by their followers, allowing for more health perceptive audiences in cases where experts of information may fail in the process of communication. The results of my research did identify patterns in health related topics across both genders of fitness blogger. Hazel, Alice and Joe all posted in relation to National Vegetarian Week and National Digestive Health Week. The three bloggers all posted about these topics at around the same time in May. This would indicate that fitness bloggers are contributing to cultivating health conscious audiences regardless of gender. Another topic which was shared amongst two of the bloggers did not relate to health. Alice and Hazel both posted content in relation to the Manchester Arena terrorist attack that occurred on Monday 22nd May. It is interesting to note that they were the only two bloggers to refer to the situation given its emotionally charged nature. This would further prove the emotional and personal presentation of female fitness bloggers.

5.6 Commercialisation

Adams (2010) also discussed the reliability of online information and audiences attitudes towards the content to which they are exposed. He suggests that the term “reliable information” is often synonymous with “non-commercial”. Both genders bloggers displayed a significant amount of product promotion throughout May. Female bloggers were 8% more likely to be promoting products, whether it was their

own or that of a named brand. Alice, Hazel and Joe all released their own book during the month. Joe also commonly advertised fitness plans on his website. Josef consistently advertised his personal training services. Emily and Rob were the most likely to advertise name brands. A common trait among all bloggers was to use their Instagram as a means for teasing material from their other social networking sites. The captions were often used to divulge minute details regarding an image. Followers were referred to the bloggers websites, books, Snapchats, Facebook or YouTube if they wished for more information.

It is interesting to note that women were more likely to commercialise their Instagram posts and also received overall, less engagement and have less followers. This may or may not be in correlation to each other but would give rise to further investigation on audience attitudes. In the literature, this issue was raised in relation to fitness bloggers and their reputation. Audiences may lose trust in genuine information if they feel they are being subjected to advertisements. Promotionally toned posts also tended to involve some kind of emotion. This was most common among Hazel, Alice and Joe. In terms of the female bloggers, reflection on their “journey” and gratitude for follower support was often discussed in posts relating to their commodities. Joe used emotionally charged testimonials by people who have used his fitness plans in order to promote his expertise and expressed feelings of admiration and encouragement. Josef also used testimonials however they were solely in the form of client progress images. In the captions, he tended to discuss the availability of his programs only.

This would also concur with the idea that fitness blogs fall into the explicit categories. Their purpose is to encourage specific goals such as body moulding or physical wellness and are derived from the bloggers diary style of commentating as discussed in the literature review. The personalisation of activities, instructions and posts give the blogs a more candid feel that interests audiences. Commercialisation may hinder that audience – blogger relationship. Again, this theory would involve investigation into audience attitudes.

The issues raised in this discussion have allowed me to form the conclusions as discussed in the next section of this investigation.

6. Conclusion

The purpose of this investigation was to analyse and compare female and fitness Instagram posts from May 1st 2017 – May 31st 2017. This investigation intended to answer the following research questions:

1. Are female fitness bloggers more likely to objectify themselves on Instagram than male fitness bloggers?
2. Do male fitness bloggers still present themselves in a position of hegemonic masculinity on Instagram?
3. Do female fitness bloggers still present themselves in a position of emphasised femininity on Instagram?
4. What do these fitness bloggers offer in terms of shaping realities for audiences?

These research questions by meeting the following objectives:

1. Identify themes among female fitness bloggers on Instagram.
2. Identify themes among male fitness bloggers on Instagram.
3. Analyse the types of pictures shared by these individuals e.g. food pictures, work out pictures, personal life pictures.
4. Further study into changing ideologies surrounding hegemonic and subordinate masculinity.
5. Identify and compare hashtags used by both genders on fitness blogger on Instagram.
6. Identify if which gender of fitness blogger posts content more frequently.

Analysis of relevant literature and an extensive content analysis of six fitness bloggers Instagram posts over a month long period allowed me to meet these objectives and therefore answer the research questions of this study. These conclusions have been itemised by each of the research questions.

6.1 Are female fitness bloggers more likely to objectify themselves on Instagram than male fitness bloggers?

Results of this study would indicate that male bloggers are more likely to objectify themselves on Instagram than the female bloggers. The volume of suggestive images shared by male fitness bloggers was ultimately greater than the amount shared by female fitness bloggers. Both genders shared some trends in their most commonly discussed themes such as product promotion, personal life, schedule and

food. However, it is interesting to note the images used to represent these topics. Where women used images of food in relation to their diary entry and personalised posts, men used images of themselves. This would highlight an element of vanity among the male subjects. Female bloggers were more likely to take selfies overall, however given the results of the investigation this might indicate women taking control of their representation and sexualisation. This assumption however would require further study into analysis of selfies among bloggers.

In terms of sexualisation, men were more likely to objectify themselves over all. Over the course of the month, they shared a higher volume of revealing images of themselves. They also shared a lesser volume of unrevealing image and were more likely to post images of themselves in “male part” flattering poses. Literature had originally led me to believe that both genders focus on themes revolving around appearance and focus on improving areas of the body that the opposite sex find physically attractive. However, results from my own investigations suggest that female bloggers are shifting attention from “female parts” and are beginning to emphasis “male parts”. They were more likely to reveal or focus on arms more so than other body part in the analysis. The chest area is considered both a male and female part given sexual differences. In this case, it was lack of focus on this area that further proves a movement away from sexualisation. However, this conclusion was based on two out of the three female bloggers. Overall, female bloggers were the least likely to reveal their breasts or cleavage just after revealing their back, however, 50% of Emily Skye’s imagery consisted of this kind of objectification. This would lead one to believe that female fitness bloggers are vastly moving out from under the female apologetic, there is still a major fraction that emphasise their femininity in such a way that is found attractive by the opposite sex.

This observation was also true in terms of the male fitness bloggers. While men overall showed higher levels of objectification, this was the case in two out of the three bloggers. Joe Wicks rarely presented himself in a revealing manner compared to his male counterparts and appeared in less volume of his images than that of either the male or female bloggers. This indicates a cross section of traits among fitness bloggers. Joe’s Instagram analysis would indicate that a significant fraction of male fitness bloggers do not objectify themselves. The cross section of traits among male and female fitness bloggers identify a meshing of hegemonic masculinity and emphasised femininity. The overall results indicate female bloggers are less likely to objectify themselves on Instagram.

6.2 Do male fitness bloggers still present themselves in a position of hegemonic masculinity on Instagram?

Results from the study would indicate that male fitness bloggers do present themselves in position of hegemonic masculinity given that they adhere to many hegemonic elements described in the literature review such as focusing on “male parts”. In addition, they are less likely to use a personalised style of narration such as discussing emotions, using motivational quotes or reflecting on their private life. However, there was evidence that indicated male fitness bloggers share feminine traits with female bloggers.

Food discussion was the most prominent image and second most prominent theme across both genders. However, in terms of the male bloggers Joe was the largest contributor to this discussion, while in the case of female bloggers, Emily contributed no images or discussion under the theme. Literature refers to women in the case of social media and eating habits. However, half of the analysis subjects, regardless of gender, shared themes discussing healthy eating habits.

Product promotion was also a prominent theme across both genders. Ultimately, both genders had different methods of discussing their products. However, Joe once again shared emotional traits such as using client testimonials followed by his own words of encouragement. This might indicate a shared knowledge of marketing using emotional tactics or a basic sharing of feminine traits.

What is also interesting is that the male bloggers were almost as likely to reveal or attend to “female parts” of the body as the female bloggers. This again would indicate shared elements among male and female bloggers. Literature suggested the likelihood of men and women referring to their clothing when discussing their life stories. The results indicated that men and women were equally likely to present themselves in attire other than active wear; this would indicate a shared interest in fashion.

These results would indicate that while a presence of hegemonic masculinity remains, male fitness bloggers are emphasising their own femininity.

6.3 Do female fitness bloggers still present themselves in a position of emphasised femininity on Instagram?

Similar to the results of the male bloggers and hegemonic masculinity, there is still a presence of emphasised femininity among female fitness bloggers. However, in two out of three cases, female bloggers emphasised masculinity. As discussed, they were less likely to present themselves in a revealing manner and more likely to be presented as unrevealing. There was evidence to support that female blogger reveal of focus on “female parts”. However, this focus did not occur as often as that of focus on “male parts”. Female bloggers were also less likely to present themselves in their underwear or swimwear. Davis (2016) has discussed the presentation of women in swimwear in relation to sports and fitness. The fact that female fitness bloggers display less self-sexualisation compared to their male counterparts in this manner would indicate that women in fitness are moving away from the “female apologetic”.

This would suggest that female bloggers no longer feel the need to accent the parts of their body found attractive by the opposite sex. Instead, they are directing attention to “male parts” and therefore exhibiting traits traditionally associated with masculinity.

In terms of tone, the results of the analysis indicate that female bloggers still adhere to diary style captions. This was evident in relation to images of food and product promotion for the most part. However, I would conclude that this style of narration might be hindering their online engagement. Female bloggers were more likely to commercialise their posts. The literature has suggested that commercialisation caused a level of distrust among audiences. Because female bloggers promote their products in association with emotional or personal element, I would conclude that audiences might feel emotionally blackmailed – this maybe why they have less followers and less over all engagement than male bloggers who tended to use one theme per caption. However, this would require further research into audience’s attitudes towards online content.

Thus, while there is still a presence of female apologetic, female fitness bloggers are understating femininity in favour of traditionally masculine associations.

6.4 What do these fitness bloggers offer in terms of shaping realities for audiences?

All bloggers carry significant influential power given their followership and the amount of engagement they attract per post. Both male and female bloggers offer an abundance of messages, which audiences may use to shape their realities.

Female bloggers appear to be challenging ideologies regarding eating habits online, objectification and masculinity. However, as mentioned in the results, there was no detection of hashtags traditionally associated with bad body image and unhealthy eating habits. There is both a positive and negative observation of this result. In a positive sense, female fitness bloggers are asserting a new wave of positive body image that encourages healthy eating. This provides clear differentiation between positive online content and negative online content. However, this disassociation may not reach audiences who are being over exposed to negative content. Audiences may still search #fitspiration, and be exposed to images that encourage bad eating habits and unrealistic body expectations. If there are no positive images under this category, audiences may not differentiate between positive and negative images and form a reality based on bad eating habits and unrealistic body expectations. Therefore, fitness bloggers may want to reconsider their use of hashtags if they wish to reach audiences who are in need of accuracy.

Male fitness bloggers opted to use one hashtag or less, none of which fell under the categories discussed in the literature such as #fitspiration. However, this may not be seen as a negative outcome given that male fitness bloggers exhibited traits that were appearance focused. They were also more likely to recommend work out supplements. Literature identified these elements as having a negative impact on audiences' self-esteem. Therefore, by opting out of the use of trending hashtags, audiences may be less likely to be exposed to depression inducing content.

However, it is apparent that both fitness bloggers are encouraging healthy eating habits online. They both shared a high volume of food concentrated images that consisted of vegetables and meats in portion sizes that would challenge the ideologies of anorexia or bulimia.

Female bloggers offered audiences an in depth diary narration throughout May. They discussed their daily schedule, emotions and life events in a higher volume than the male fitness bloggers. However, they also used this narration in order to promote their commodities, which would lean one to believe they offer audiences emotional blackmail.

Men were equally likely to promote products; however, their method was more transparent. They used shorter captions that did not mask any promotion as emotion. This may be why they have more overall engagement.

Therefore, female bloggers offer in-depth insights into their lives and emotions, encouraging healthy diets and refer to matters such as health and mental health. Male bloggers offer themselves for objectification, as an example of the "ideal body" and for promotional value.

7. Limitations & Recommendations

The results of this analysis offered much support and answers to previous studies carried out in similar fields, thereby furthering study into changing ideologies surrounding hegemonic and subordinate masculinity and fulfilling said objective. However, the revelations in this research project gave rise to questions, areas that should be further investigated and recommendations for future or similar projects.

Firstly, I will address areas of difficulty encountered throughout this investigation, and how they should be addressed in the future.

7.1 Limitations

7.1.1 Time management

Whilst the project was completed in its entirety before the date of submission, I underestimated the amount of time data collecting would take. The results and conclusions have been accurately made however to avoid time pressure and stress, future researchers should make out a data collection schedule that is relative to the amount of posts a blogger uploads per day.

Some bloggers may post as little as three times a week or as much as 5 times a day. An accurate assessment of frequency before initial data collection may help avoid time pressure.

7.1.2 Relativity

I believe that examining a larger sample of fitness bloggers over a longer period would prove to be beneficial in supporting/arguing against the results of this analysis. I had originally intended to do an analysis of six fitness bloggers over a two month period, but as mentioned I underestimated the amount of posts some fitness bloggers uploaded per day.

In addition, where some bloggers uploaded up 74 posts for the month others uploaded a total 39. Had total posts related closer to each other, results of the study might have differed. Future investigations should take variables such as total posts and frequency into account when choosing their analysis subjects.

7.1.3 Literature

As mentioned throughout the literature review, the amount of research into women and body image surpasses the amount of research conducted into men. This meant that forming hypothesis was based on a smaller reference of material than that of hypothesis regarding female observation. I can only recommend as much literature research as possible in this regard and for the future researcher to conduct male body image research in order to increase the amount of literature written on said subject.

7.2 Recommendations

7.2.1 Audience research

The purpose of this investigation was to analyse the content output by fitness bloggers. Some questions arose such as; why do male bloggers have more followers? Why do male bloggers attract more engagement? Do audiences feel emotionally blackmailed by some promotional themes? What are the attitudes of audiences towards female bloggers compared to male bloggers?

Investigations into these types of questions may resolve theories regarding social media and cultivation theory. As mentioned, little research has been carried out in relation to cultivation theory and social media and I believe that this is an area that requires expansion, given social media's influential power.

7.2.3 Time Frame

Based on the limitations discussed above I believe that carrying out this investigation again over a period of perhaps six months would provide extensive insight into the ideas and theories I have discussed. Given that this study took place solely over the month of May increased the amount of summer themed images. For example, images taken on holidays. The results from this study have provided some interesting conclusions regarding hegemonic masculinity and emphasised femininity. I believe however that the premise of good science is to challenge theories constantly. Therefore, I believe that a similar investigation using a larger sample of Instagram posts would provide either accurate support or an accurate challenge off these conclusions.

8. Appendices

8.1 Analysed Instagram Posts

8.1.1 Hazel Wallace – May 2017



thefoodmedic CrossFit Perpetua Following

thefoodmedic ✨UPDATE: SOLD OUT ✨
EVENT ANNOUNCEMENT 🎉
 Guys I've been toying you about this one for a couple of weeks now but I am very excited to announce my upcoming charity event. An Introduction to CrossFit 🏋️‍♀️ I've teamed up with coach and writer @MimiLent to offer you a workshop designed for those who are keen to get into crossfit, or simply want to learn how to lift and move better.
 On the day we will take you through drills techniques, and of course a crossfit style workout. We train as a team, so bring your biological @thefoodmedic and @stronglifts will be keeping on fuelled and hydrated throughout the workshop, and @personaltrainer will be providing an awesome lunch to end the day. Each person will also get their very own

10.06.2017
 11am-2pm
 INTRODUCTION TO CROSSFIT

408 likes



thefoodmedic Following

thefoodmedic Say hello to the creamiest bowl of cinnamon and apple protein oats 🍌
 I typically put cinnamon on so many things, from sweet to savory dishes. From my oats to my sweet potato fries 🍌 If you want to know how I make my protein oats here is a recipe video over on my YouTube 🍌 I've made the topping by frying some chopped apples, sprinkled in cinnamon and drizzled in honey, in a pan greased with coconut oil for about 5 minutes. Super delish! Give it a go! #thefoodmedic #healthylife #proteinoats

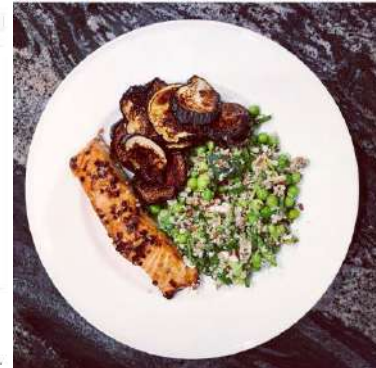
1,774 likes



thefoodmedic Following

thefoodmedic T H R E E
 In case you haven't heard me shouting from the rooftops, my upcoming book, The Food Medic, hits the shelves in 2 days time 📖📖📖 The excitement is on another level (and no I haven't let it out of my hands yet!) 📖 So, what makes this book different to every other health and fitness book on the market? 📖 It was written by me - a doctor, a personal trainer, and a girl who has turned her life around, and her health, through nutrition. I'm not trying to sell you any quick fix or secret. They don't exist. My intention is to help you find a happy, healthy relationship with food. To learn that food has the potential to improve your health, both physically and mentally. To show you that you don't need to do anything drastic, or cut things out, in order to live a healthy lifestyle. Is sugar the

14,424 views



thefoodmedic Following

thefoodmedic Just home from a very productive day of meetings and catch up with friends 🍷 Feel totally happy with where I am at the moment and am totally excited for the next couple of weeks and life in general 🍷 Tonight's dinner is spicy sweet chili salmon, soy roasted aubergin and a mix of quinoa, brown rice, peas and feta 🍷 I've doubled up and made enough for tomorrow's dinner as I'm working a long day at the hospital. Who's prepped and ready for a 2 day week in work? 🍷 #thefoodmedic #healthylife #thefoodmediccook

1,693 likes



thefoodmedic Following

thefoodmedic Tips on how to spot The Food Medic in the wilderness:
 She usually inhabits a hospital in central London that can be found on occasion in various gyms around the city. She has dark hair but known to transform her colour with the seasons. She forages on fruits and vegetables, and carries her Food in random glass jars. Locally in the form of empty peanut butter jars. She moves quick so a sighting is very rare. The trick is to lure her in with coffee or chocolate. ☺️

Happy Tuesday folks 🍷 Kicking start my day with overnight oats topped with blueberries, and clearly for too much caffeine before 7am 🍷 P.S. TWO DAYS UNTIL MY BOOK DROPS 🍷 #thefoodmedic #healthylife #thefoodmediccook

3,286 likes



thefoodmedic Following

thefoodmedic Train to be the best version of you 🍷 #thefoodmedicbook #TheFoodMedic #healthylife

rebeccaaroney @hannahmichugh... easy for some to see 🍷
 @theofficialbalance Love this girl!! Training should not be a punishment it should be a reward -- a blessing 🍷
 jaylenweller @violatanussin
 tidalhorizons Exercise has to be fun for anyone to want to keep doing it. I know the gym works for you but I never took to it. I stay fit by walking just about everywhere we're a one car family - I also like mountain biking, swimming and kayaking. There is definitely an exercise out there for everybody. There's no excuse not to move 🍷

1,505 likes



thefoodmedic Following

thefoodmedic Worked a late shift this evening so dinner was a big bowl of left overs all checked together. I've got some sweet chili salmon fillet, oven roasted peppers, kale, sweetbroot, broccoli, and mixed beans, and quinoa. My favourite meals are the most random ones when you can just team up all your favourite foods in one dish. Anyone else love a random combo for dinner? #TheFoodMedic #HazelWallace #TheFoodMedicBook

View all 23 comments

#saturday Vessicos: "Hi! Enjoy your s. By the 02 weeks today?"

lly704795: "thefoodmedic at my house we call these dishes 'guz in' as health always Yummmmm"

1,594 likes

MAY 3



thefoodmedic Following

thefoodmedic ONE! Just one more day until my book hits the shelves and all of your pre-ordered copies get shipped out! Join me for a Facebook Live tomorrow from @yellowkitebooks HQ, Thursday at 1pm, the day my book comes out! You can ask me any questions you have about the book and I also have a very special giveaway planned! 🎁 #jonpaysphoto #TheFoodMedic #HazelWallace #TheFoodMedicBook

thefoodmedicforthe Oh the:

426 likes

MAY 3



thefoodmedic Following

thefoodmedic Sitting here on the day of my book launch, reading through my speech for tonight, and reflecting on the past 16 months since I started writing this book. I'm going through a complete rollercoaster of emotions today, one minute I'm smiling like a Cheshire Cat and the next I'm a blubbing mess! Before things get crazy, I want to say a special thank you to YOU, my followers, or can I call you my friends? I feel like we're friends at this stage. Although many of you are new to this page (and welcome to the family), there is also a huge amount of you who have followed me from the beginning when I was just a small time student with a big dream and an even bigger drive to make it come true. So thank you for believing in me because I don't think I could have done it without you.

1,532 likes

MAY 3

Add a comment...



thefoodmedic Following

thefoodmedic ITS PUBLICATION DAY! I had an incredible night at my launch party last night. I can't simply put into words how overwhelmed I am from the support and love I have received this week. I always believed in this book, but having so many people believe in it too is just such an incredible feeling! Thank you to everyone who came last night, I will never forget it! I promise to do a full blog post on the night, including my very emotional speech! But for now, I'm going to enjoy today, the day of publication, and ask you to celebrate with me by joining me for a Facebook Live from @yellowkitebooks HQ. The book is officially on the shelves today so grab yourself a copy and send me a selfie! Also to celebrate publication day, you can grab it for 1/2 price today on Amazon! 🎉. I've been inundated with

4,315 likes

MAY 3

Add a comment...



thefoodmedic Following

thefoodmedic Say hello to the no.1 bestselling book on Amazon! I am beyond overwhelmed, blown away, excited, grateful, amazed, humbled and so many other feelings right now! Thank you so much for supporting The Food Medic and purchasing the book. It's so exciting to see pictures of everyone getting theirs in the post and in the shops, making my recipes and trying the workouts already! If you haven't had the chance to grab a copy yet, Amazon are selling it for half price today! Go go go! #thefoodmedic #wholehealth #thefoodmedicbook

View more comments

realFoodfest Perfect!

thefoodmedic: @janecattajw awkiss gail barronlaska @ffasarah cuttino my jeans

2,394 likes

MAY 3

Add a comment...



thefoodmedic Following

thefoodmedic It's back to work today after two very exciting days launching The Food Medic Book. I'm having one of my favourite grab-and-go breakfasts. Almost empty peanut butter jar caps. The recipe for this is in my book! I'm topping it with blueberries, honey, and cinnamon today. Hope everyone has an exciting weekend lined up! I've got a mini book tour stop to @blackpinkfitness in Harrogate on Saturday and then to Dublin for @thelibraryand @wellness on the Sunday. I cannot wait to meet you guys! #thefoodmedic #HazelWallace #thefoodmedicbook #TheFoodMedicBookTour

hannahhealthyking I can't wait to read your book over the weekend, I just know it's going to be awesome!

1,088 likes

MAY 3

Add a comment...



thefoodmedic Following

thefoodmedic COMPETITION To celebrate the end of an absolutely cracking week for The Food Medic, I have teamed up with @champneysspa to give away a signed copy of my book and a 2 night stay for two people at Champneys. To enter, please comment below with your reason for needing a spa break and the person you would love to treat! All the T&Cs can be found on the @yellowkitebooks

The prize draw opens at 12:01 am BST on Thursday 4th 2017 and closes at 11:59 pm BST on May 18th 2017. Good luck! #thefoodmedicbook #HazelWallace #thefoodmedic

View more comments

dm1210 I'd love to take my fiancé me are

1,249 likes

MAY 3

Add a comment...



thefoodmedic Following

thefoodmedic Recipe Fri-YAY! Today I'm sharing an exclusive recipe from the book over on my website to give you a taste of what you can expect in the book. Here we have my Greek lamb meatball wraps with crunchy slaw and home-made tzatziki. I'm not the biggest meat eater, but Lamb mince makes the best meatballs in my opinion, however you can substitute the lamb for beef, turkey or chicken mince, or if you're veggie, quinoa would work too! There are also so many ways you can eat them - in a wrap, on a salad, on rice, on toast, on noodles.

1,102 likes

MAY 3

Add a comment...



thefoodmedic Leeds Bradford Airport Following

thefoodmedic I've had the most incredible day at the @thefoodmedic show in Harrogate today! 🌟 To be completely honest with you, I was terribly nervous for this show and thought I would feel a little bit like a fish out of water lined up with world-renowned chefs, however the complete opposite was true! The chefs and the BBC Good Food Team welcomed me in like family, my talks and demonstrations were packed out, and I had a queue of people for my book signings. I'm standing here in Leeds airport waiting for my flight to Dublin for @tvireland and @welltofeel tomorrow and I have to keep pinching myself! 🥰 Dreams really do come true, once you're willing to chase them! 🌱
 #thefoodmedic #hazelwallace #thefoodmedicbook

View all 22 comments

969 likes

MAY 7

Add a comment...



thefoodmedic Ireland AM, TV3 Following

thefoodmedic I had such a fab morning on @tvireland with the gorgeous @laurawoodrty and @annastay! I was showing the girls how to cook my Goats cheese and mixed greens tartare and my Rice paper chicken rolls with peanut butter dipping sauce 🥰 Don't worry if you miss my TV segment because both recipes can be found in my book! Now, next stop @welltofeel to discuss mindset and training! 🌱 Looks like the sun has come out to play! 🌞 🌞 🌞 Has it been up to @thebalancepodcast? Top from @zara and eating @lovelyandbites! 🌱
 #thefoodmedicbooks #welltofeel #thefoodmedic

View all 80 comments

hello!hello! Nice to see you in home country doing your thing, just ordered your book!

1,449 likes

MAY 7

Add a comment...



thefoodmedic WellFest Following

thefoodmedic Attempting the #Oscar selfie with this wonderful crowd after my talk at @wellfest! 📸 WOW what a turn out! The tent was jam packed for the talk and that many of you showed up for the book signing that we completely sold out of every 'The Food Medic' book in the entire festival! SOLD OUT! 🌱 I mean, you guys are bloody incredible and you really made me feel at home this weekend - I'm desperate to come back for more events here in Ireland! 🌱 I have hands

1,617 likes

MAY 7

Add a comment...



thefoodmedic Dublin Airport Following

thefoodmedic Managed to squeeze a little bit of downtime at @wellfest! chilling in the sun with a yummy @amazoniaucaci bowl 🥰 🥰 Hope everyone had a brilliant day at the festival and soaked up all that free vitamin D! 🌞 🌞 I'm just about to hop on my flight back to London but I hope to see you soon Dublin! 🌱 Next event you can catch me at!! @balance festival on May 13th! 🌱 who's coming? 🌱 My outfit today was @pawtyletby - trainers @underarmouruk 🌱 #hazelwallace #thefoodmedic #thefoodmedicbook #wellfest2017 #wellfest

marthathatsallpress Looks lovely and chill! 🌱 #fitfam

sofiaindipoint See you at @balance, festival 🌱

1,227 likes

MAY 7

Add a comment...



thefoodmedic Following

thefoodmedic Mondays 🌱

View all 30 comments

georgina_ahamed 🌱

Zbaharon Indeed! 🌱

kentishcupcake @chathambird @hinky not had mine yet!!!! Xx

chathambird @kentishcupcake @hinky mine is too hot at the moment x

hinky Had the coffee 🌱 making soup could be tricky 🌱

elijahjones I feel ya girl, we got this 🌱

margarida.veludo @analambicapardal gotta love soups

hannah_marie_bowen Yes! 🌱

ffaaarah @baronalaska

danielmcstay0 @robbybrogan4 I

1,509 likes

MAY 8

Add a comment...



thefoodmedic Following

thefoodmedic Feeling very sorry of myself after a bit of a dental emergency this morning which resulted in a couple of hours at the dental surgery, a very large bill, and a very numb and wobbly face! Thankfully I got some and now I'm attempting to eat something which doesn't require much chewing! Any advice to have chocolate protein bowls made with @stripped_uk vegan protein and topped with blueberries and a melting square of @minnie-darkchocolate 🌱 Monday, you really have lived up to your reputation today! 🌱 ps. Recipe for this is on my website 🌱 #thefoodmedic #hazelwallace #thefoodmedicbook

View all 29 comments

fabjovantti Aw babe that is always a bummer 🌱 hope bold food is back in the

1,960 likes

MAY 8

Add a comment...



thefoodmedic Following

thefoodmedic Hands up who's tried the sticky soy roasted salmon and aubergine from my book? 🌱 This is one of my favourite ways to eat salmon - and aubergine! 🌱 The marinade is really simple to make, using basic ingredients that you have sitting in your cupboard already. I'm serving it tonight with turmeric cauliflower and puy lentils - YUM 🌱 I know there's a few different cuisines going on here but when it tastes good, who cares? 🌱 Not me! 🌱 It fills me with so much happiness to see you guys tag me in your recipe creations from my book! Please please please share a review on Amazon if you love the book! And if you dislike something about it, then please come speak to me first! 🌱 #hazelwallace #thefoodmedic #thefoodmedicbook

View all 37 comments

1,173 likes

MAY 8

Add a comment...



thefoodmedic Following

thefoodmedic Up and at 'em! before 6am to hit the gym before a day of filming! 🌱 I grabbed a protein shake before heading out the door made with @stripped_uk chocolate vegan protein, 1 shot of coffee, 1/2 frozen banana, almond milk and a handful of sea salt! 🌱 I get a lot of people asking me about pre and post-workout nutrition particularly protein. There's some 'bro science' that you won't make any gains if you don't knock back a protein shake by the time the last dumb bell hits the floor. This is idea is based on the theory of the anabolic window - The 1hr workout period when muscle protein synthesis is said to be maximal! 🌱 The thing is, the window is actually much bigger than we think - more like the anabolic barn door! 🌱 So I wouldn't stress about it too much! So what's a good target? 🌱 I think a protein

197 likes

MAY 8

Add a comment...



thefoodmedic Following

thefoodmedic Lunch on set with @suzannevoss a combination of all things good: salmon, prawns, roast chicken, bean and barley salad, and an avocado, tomato and sourdough salad dressed in delicious oil. I'm cooking some recipes from my book for [Masterchef TV](#) YouTube channel! Make sure to subscribe to their channel! #hazelwallace #thefoodmedic #thefoodmedicbook #whatstheTV

alexadradadley Yum!!!!!!

finnie H @thefoodmedic ... how much protein per day is advisable per kg of body weight? Thanks x

tidalhorizons Mmm... that looks delicious!

thefoodmedic @finnie hello! If you check out my book I talk you through all the macronutrients and their requirements!

thefoodmedic @tidalhorizons xx xx!

1,360 likes



thefoodmedic Following

thefoodmedic The results are in and despite entering the charts mid-way through the week, The Food Medic is officially NUMBER 1 in Ireland and NUMBER 3 in the UK book charts! This is such a massive honour and a huge cause for celebration! 🥳 (Honesty can't thank each and every one of you who have bought the book and support me and The Food Medic message! Writing this book has been a down curve for me and a lot of love, energy, and tears have gone into it. Releasing it to the world made me initially quite anxious, yet very excited! However the response that I've received from it has been totally positive and very overwhelming. Honestly, seeing my book in your hands and tagged on social media is an incredible feeling! Everyone sounds so happy to get stuck in and

2,084 likes

24,041 views



thefoodmedic Following

thefoodmedic Happy Humpday! 🍀

load more comments

elisabeth123 I have zero self control when it does to PB @sanya_7

rachaelmvee @kisaralbot I don't have this every third day Ha ha soooooo true!!!

nessaelott, @paigeacross or the 5th? 🤔

margarida.veludo @analexibzapardal @omekbrntodis @divacoleira

vanessa_santulhao Indeed

kaylouiseem @nicoleeise I run out this morning PML 🤦

aliciadhesi @lucondahesi

rosannalauren @thopkins1989

1,555 likes



thefoodmedic Following

thefoodmedic Fancy a cuppa? ☕ There's nothing quite like the smell of freshly baked cookies straight from the oven! 🍪 These old fashioned cinnamon and oatmeal cookies are a favourite of mine and can be found in my book The Food Medic! ❤️ There's the option to make them gluten free so coeliac, and those with gluten intolerance, can enjoy them too! #CoeliacAwarenessWeek #TheFoodMedic #HazelWallace

thefoodhealthdoctor These look incredible Hazel!! When can I buy them? 🤔

hamahandfitness Hazel these sound amazing 🤤

thefoodmedic @thefoodhealthdoctor you can make them for me 🤔

eatnourishlove Oh my way 🤔 they look so moonish, yum!

1,212 likes



thefoodmedic Following

thefoodmedic Natural Kitchen

thefoodmedic You know it's been a busy day when you have 1% battery, blister's on your feet, and only having lunch at 4pm! 🤔 Luckily I had 2) the chance to swing by @naturalkitchen_london for a salad plate with chilli chicken and b) sit across from my gorgeous friend @shinobu_virtue for a gaily catch up! ❤️ Time to rush home to prep my lunch for work tomorrow and plan a homework out from my book for the morning! Thanks us who's training with me! #hazelwallace #thefoodmedic #thefoodmedicbook

toosinthesun YUM!

alliceliving Yumm!

marysalva15 Excellent 🤔

plantbasedpixie That looks so good! chezhanay Meel!

1,250 likes



thefoodmedic Following

thefoodmedic When your York is on point Mexican breakfast was from my bestselling book 'The Food Medic', topped with smashed avo, fresh cherry tomatoes, and a fried free range egg! 🍳 (Show of hands who's has tried this recipe already?) It's so easy to make but looks pretty impressive once assembled! (Option for Sunday's lazy brunch I think? 🤔 I've been getting quite a lot of students asking me if this book contains student budget friendly recipes and the answer is YES! 🤔 Believe it or not I created every single one of these recipes in my teeny student kitchen at medical school, with minimal resources and access to only small supermarkets so you don't need to spend a fortune, or be a whizz in the kitchen, or trek to the Amazon for some bizarre superfood that you're only going to use once! 🤔

1,171 likes



thefoodmedic Following

thefoodmedic Fancy listening to me rant about nutrition, health and disease on your lunch break? Tune into @bbcradio2 at 2pm to the afternoon show with Steve Wright to hear what I've got to say! #thefoodmedic #hazelwallace #thefoodmedicbook

load more comments

imymorale Love the look by the way x 🤔🤔🤔🤔🤔

toaf73 Just listened on catch up, can't wait to get my hands on a copy! 🤔

thefoodmedic @toaf73 fantastic news!

bazy79 Had a preview of your book today thanks to your lovely mummy and No.1 fan. I have it ordered and can't wait to get stuck in. The recipes look delicious. Love the whole approach. Best of luck! 🤔

stagnation Is there a recording for us on

1,564 likes



thefoodmedic Following

thefoodmedic Dinner tonight is the best kind of dinner - a huge mix of leftovers! 🍲 I've thrown together this bowl of roasted sweet potato, quinoa and roasted vegetables, tender stem broccoli, tatar, roast chicken and hummus, with a spritz of aisee! There are no rules to eating well. Fill your plate with as much good stuff as you can and you'll simply end up reducing the amount of less nutritious foods in your diet! 🤔 Huge thank you to the awesome feedback from my @bbcradio2 interview with Steve Wright today - if you missed it, you can catch the full interview on BBC iPlayer! Also, can we have a minute to appreciate that 150,000 people follow @thefoodmedic now? YES! 🤔 Thank you so much for your support! #thefoodmedicbook #hazelwallace #thefoodmedic

1,900 likes



thefoodmedic Following

thefoodmedic Haha, thank god it's Friday 🙌 #hazekalace #thefoodmedic

View all 40 comments

Jauradumme @robbedunnesoffspring 🤔

tassmason @hmason765 ALWAYS

hollyhedri @Jainnahdaxson

asikaite Every time! 🤔

amandaerln22 @malleymakoup

pegyzuevickers Every morning 🤔🤔

shilton22 Noooooo it's all about finishing it under the grill. No flipping required 🤔

robbedunnesoffspring @Jauradumme, a little bit too true 😂 haha

justbreathe_message Ha ♥ this 🤔

bethcoveney I just don't even try for an omelette now cause I know how it's gonna

1,256 likes

MAY 12



thefoodmedic Following

thefoodmedic Recipes Fri-WAY 🙌 I've you have subscribed to my newsletter then go check your inbox now because this exclusive recipe from my book, summery spicy chicken burgers, has just landed 📖 Chicken mince makes for the easiest, leanest and juiciest burgers. I've added a sweet and spicy kick to this recipe to create a fun, tropical vibe. For the full Caribbean experience, add a slice of grilled pineapple to the burger and pop Bob Marley and the Wailers on! Head over to

992 likes

MAY 12

Add a comment...



thefoodmedic Following

thefoodmedic Making the most of my broods from today's shoot with @theoboluk and tossing my hair up and my heels on for a night out to celebrate my sister's 30th birthday! Looks like everyone had a blast at @Silence_Festive today and I can't wait to meet some of you there tomorrow! I will be on the @strippluk stand from 1pm followed by my group cooking demo at 5pm, and my book signing at 6pm! Come say hi 🙌 #hazekalace #thefoodmedic #thefoodmedicbook

View all 38 comments

theguthhealthdoctor @thefoodmedic you know it! 🤔

jlhennysad What can tell me Friday is always look gorgeous. But this is exceptionally hot 🤔 u look stunning! 🤔🤔🤔🤔🤔🤔🤔🤔

2,008 likes

MAY 12

Add a comment...



thefoodmedic Following

thefoodmedic I have a confession to make. I snoozed. Twice. So my planned gym session has not gone to plan but, fear not because I have my own home workout bible to ensure I don't miss out on those few good workouts! 📖 Taking inspiration from The Food Medic Book this morning, rolling out my @wearebillymat and getting sweaty in my living room. So proud of how well the book is going and I'm so pleased to hear how many of you are feeling the benefits of implementing my advice into your life already! 🙌 If you're reading this from your bed, I'm going to give you a gentle nudge to get up and workout with me for 20 minutes before breakfast! I promise if you do this then we can all look to some pancakes from the book after! 🤔 ps. Don't forget to catch me at @Balance_Festival today! I'm there from

967 likes

MAY 12



thefoodmedic Following

thefoodmedic BALANCE?

Okay, time for a little rant. Apologies in advance but I've got something to say! 🙌

Very excited to attend @balance_festival today and I've heard such great things from people who attended it yesterday! However one thing I wasn't too excited to hear (from more than one person) was the recommendation to make sure I don't eat before I go so that I can fill up on all the free samples! 🤔 Okay so hold up - I love grazing the free samples just as much as the next person, but that kind of all-or-nothing attitude is just going to run you into a worse situation, and is essentially setting you up for a session of binge eating! 🙌 YES the food at Balance is going to be probably more nutritionally beneficial, than

2,263 likes

MAY 12

Add a comment...



thefoodmedic The Old Truman Bra... Following

thefoodmedic Guys! I am here on the @strippluk stand (F73) at @balance_festival from 1-3pm and 4.30-5.30pm. I'm going to be giving away 5 FREE signed copies of my book The Food Medic to the first 5 people who come by for a selfie with me on the stand! Go Go Go! #hazekalace #thefoodmedic #thefoodmedicbook

strippluk 🙌

katieallenm3 Just met the lovely @thefoodmedic and got my copy! 🙌

green_fit_girl Will translate it in French 🤔

ecrazee @selle_b13

banish_nay Coming for ya! 🙌

ellegloria 🙌🙌🙌🙌🙌🙌🙌🙌

1 Will your book be available in

839 likes

17,931 views

MAY 12

Add a comment...



thefoodmedic Following

thefoodmedic After letting my hair down last night for a cheeky glass of wine or two, this breakfast is exactly what the doctor ordered 🙌 Turmeric and black pepper scrambled eggs on toast, with red onion, roasted tomatoes and tenderstem broccoli. 🙌 I can't get over how beautiful the weather is today! I'm planning on finishing my work quickly so I can get out for a walk and some free vitamin D 🙌 What's everyone up to today! #thefoodmedicbook #hazekalace #thefoodmedic

kendberryumd Omg yummm!

chazhanay Studying for my final exams 🙌 hope you have a better day than me lovely!

theguthhealthdoctor Free vitamin D, nothing beats it!

topcat9975 Yummm. Getting food envy

1,190 likes

MAY 14

Add a comment...



thefoodmedic Following

thefoodmedic Sipping on a blueberry muffin protein shake while I recipe create and write blog posts this morning 🙌 There's nothing outa like working from home on a Monday when you can lounge around in your pajamas and have numerous cups of tea! 🙌 This gorgeous recipe can be found on page 123 of my book The Food Medic. 🙌 What's your favourite recipe from the book so far! #hazekalace #thefoodmedic #thefoodmedicbook

load more comments

finbaryskibinda I've got the June one which is on the shops now - do you mean May? 🙌

19kaurajayne85 Guilted... I had the chocolate and banana smoothie this morning - left book out... go home and

968 likes

MAY 15

Add a comment...



thefoodmedic Following

thefoodmedic Struggling to think of something for dinner? @chessiekings whipped up my chicken and chickpea stew for her family dinner last night! This is a super simple, one-pot supper which requires little advanced preparation, a handful of ingredients, and minimal cooking experience! Check out this recipe, and 70 other recipes, in my book The Food Medic! Available on Waterstones, Easons, and other retailers. Click the link in my bio to find out more! 📖❤️ P.s. Please keep tagging me in your recipe creations, I love seeing and hearing your feedback! #thefoodmedic #hazelwallace #thefoodmedicbook

theguthhealthdoctor impressive stuff @chessiekings 🙌🏻
georgina_ahamed Looks delicious

1,128 likes
MAY 18
Add a comment...



thefoodmedic Following

thefoodmedic It's going to take a whole lotta peanut butter to get me moving this morning! 🍌 I'm back at work at the hospital today after a few days off surrounding the book launch and publication. It's been a busy 2 weeks, so I wouldn't call it 'time off' per se, but it has been nice having the luxury of waking up slightly later than 5:30am 🙌🏻 Looking forward to getting some routine in my life starting with my favourite breakfast of creamy oatmeal, made with some grated apple and egg whites, and topped with blueberries and @pipandnut peanut butter 🍌 what's everyone tucking into this Tuesday? #hazelwallace #thefoodmedic #thefoodmedicbook

(load more comments)
thefoodmedic @clairlouise1077 delish!

1,989 likes
MAY 18
Add a comment...



thefoodmedic Fitness Fixt Following

thefoodmedic For the days when you don't think you can do it, but you do, those are the days that matter the most 📖 I've always pushed myself academically throughout my life, at school, at university, and now as a doctor. BUT but it wasn't until I pushed myself physically that I discovered my true inner strength! I think the biggest lesson I learnt was that failure is not final, it was that person that would beat themselves up for not coming first, I was the sore loser. Then I changed my form of thinking and approached failure as an opportunity for progress, not the opportunity to quit. Exercising to build muscle or lose weight is great if your goal is purely physical, but pushing through a hard workout does a lot more than strengthen your body - it strengthens your mind. Every session isn't

2,457 likes
MAY 18
Add a comment...



thefoodmedic Following

thefoodmedic Doing my bit for #NationalVegetarianWeek and having a beautiful bowl of crispy miso tofu, soy roasted aubergine, chunky sweet potato wedges and an Asian style red cabbage salad 🍌 I'm not vegetarian but I've been trying to reduce my meat consumption by having at least one veggie day a week. Our modern diets are very high in meat, which isn't good for the planet and in some cases, such as in the case of red and processed meat, research shows that too much of it is not good for our health. There are a lot of scary health-warnings there, and without making drastic changes or jumping the gun, there are simple changes you and I can make for a healthier, more sustainable future. Firstly we need to ignore the headlines and make sure the facts which we are getting are from good quality

1,229 likes
MAY 18
Add a comment...



thefoodmedic Following

thefoodmedic I have a collection of random jars in my cupboard that I've saved over the years. Pretty sure this is a tomato sauce jar, but it makes a pretty good smoothie base 🍌 Today we have the crmmmmiest chocolate mint smoothie from my book The Food Medic 📖 Everyone is loving the shakes and smoothie section of the book! 🍌 I've given you my personal 'template' for making the perfect smoothie and I've also shared 10 of my favourite flavours including this one, and other exciting flavours such as Pina Colada 🍌 and Strawberry Cheesecake 🍌 What's your favourite so far? P.s. WE ARE BACK IN STOCK ON AMAZON! 📖 #TheFoodMedic #HazelWallace #TheFoodMedicBook

View all 22 comments
josie_eatyourselfstrong I wish I could get it...

1,173 likes
MAY 17
Add a comment...



thefoodmedic Following

thefoodmedic In addition to my random jar collection, I also collect outcrops! 🍌 This pineapple fork I picked up in a random shop in Ex. 🍌 It may be raining cats and dogs outside but it doesn't mean I can't pretend I'm somewhere exotic with a sunny salad for dinner 🍌 Tonight I'm serving up oven baked salmon fillets 🍌 with this gorgeous aubergine and pomegranate and Harissa salad from page 114 of my book The Food Medic. I usually eat this on its own as a lunch with some crumbed tets on top but it works wonderfully with salmon or mackerel also! You can prepare it the night before and bring to work with you - personally I think it tastes better the next day after the dressing has really softened and flavoured the avocado 🍌 🍌 #thefoodmedicbook #hazelwallace #thefoodmedic

1,200 likes
MAY 17
Add a comment...



thefoodmedic Following

thefoodmedic KEEN-WA 🍌 Looks like oatmeal, tastes like oatmeal, but what is it? Quinoa porridge! This is the perfect alternative to your morning oat porridge if you're getting a little bored of the same breakfast! 🍌 Quinoa is high in fibre, high in protein, and a complex carbohydrates offering you energy over a longer period of time. This is the quinoa, coconut, and pear porridge from my book 🍌 often make it the night before and eat it cold when I get to work! #TheFoodMedic #HazelWallace #TheFoodMedicBook

View all 22 comments

nicoleyshaw @joannashan3 this looks yummy!!

medicnaglobal Follow me medical 🍌

georina_ahamed Delicious

1,204 likes

MAY 18

Add a comment...



thefoodmedic Following

thefoodmedic Thinking about what I'm going to make for a Saturday night in with friends this weekend! 🍌 I'm planning to make the crispy almond chicken goujons in lettuce boats with chunky salsa and crispy sweet potato fries! 🍌 The recipe can be found in my book The Food Medic and it only takes 5 minutes to prepare! It's the perfect dish for everyone to pick at and enjoy! 🍌 Hands up who else is day dreaming about their weekend plans already? 🍌 #TheFoodMedicBook #HazelWallace #TheFoodMedic

View all 25 comments

thefoodmedic 🍌 Detective I agreed Can't wait to see what you knock up! 🍌

georgina_ahamed So fabulous

the_healthy_step I love that you're thinking about weekend eats too! I'm already

1,094 likes

MAY 18

Add a comment...



thefoodmedic Following

thefoodmedic Guilty 🍌

load more comments

youleanmeup Always 🍌

@thefoodmedic

laurenholstee @blanladoucar

jackie_curry @forny deaddy 🍌

healthiering 🍌 this was me 20 min ago! Hahah

claire_j_edwards Sometimes snacks for dinner = perfectly fine 🍌 @thefoodmedic

missadler @sonic_b

bethladay @deckydaddy

alexbayman @ben_03 🍌🍌🍌🍌🍌🍌🍌

esmejheps @tueds1 @olivia_moss? 🍌

sonic_b @missadler 🍌 guilty!

b_freshjuice So true!

2,322 likes

MAY 18

Add a comment...



thefoodmedic Following

thefoodmedic Recipe Fri-YAY! 🍌 This week we have a gorgeous guest recipe from the very talented lili (@liliscap) - Crispy Coconut Cauliflower with Minty Peas & Pita 🍌 The combination of the cauliflower with the minty peas works so well, especially when stuffed into a pita bread with fresh tahini dressing and crunchy seeds. Somehow it seems to be both comforting and fresh and light at the same time! The perfect end to #NationalVegetarianWeek 🍌

#thefoodmedic #HazelWallace #thefoodmedicbook

theguthealthdoctor Love it! @rebelrecip

chazhanay Lol so amazing

thefoodmedic @chazhanay yum!

thefoodmedic @theguthealthdoctor she's so good!

926 likes

MAY 18

Add a comment...



thefoodmedic Following

thefoodmedic "Hazel, when will your book be available outside of the UK?" 🍌 I've had a ton of messages from people all over the world waiting to get their hands on The Food Medic book but you can get it now, regardless of where you are in the world! 🍌 All you need to do is ensure you're on amazon.co.uk when ordering and it will be shipped to your country! 🍌 You can also order it on lots of other places online including Waterstones, Easons, The Hive and many more. Have a shop around and

756 likes

MAY 18

Add a comment...



thefoodmedic Following

thefoodmedic Can you guess what my favourite weekend breakfast is by now? 🍌 I'm usually out of the house by 6:30 on a working day (or 5:45 if I'm going to the gym!) so my breakfasts are on-the-go jars of oats, smoothies, branor muesli or quick scrambled eggs on toast. Don't get me wrong, I love all those options, but I love spending time and savouring my breakfast own movie 🍌 This morning I'm having baked eggs and whatever veggie I had left over in the fridge - I also rarely have time to do much of a grocery shop during the working week! Served up with a slice of toast and a mug of coffee! It's a big breakfast, but I need it after a hectic week on my feet! Ps. Thanks to everyone for tuning into my radio interview on @newstalkfm this morning, you can catch it on their podcast later if you missed it! So

1,600 likes

MAY 18

Add a comment...



thefoodmedic Following

thefoodmedic The weather is terribly hormonal in London today from blustery wind and rain, to gorgeous sunshine! I'm really feeling the heat so I'm cooling down with a refreshing Chocolate mint protein shake after the gym! 🍷 I wasn't really feeling the gym today until I got there, but I popped my headphones on and let myself get lost in the squats! I worked through a quick session courtesy of my S&C coach and friend @adamwillis_job. He added a cheeky little finisher of 40s work/20seconds Kettle bell reverse lunges... for 5 sets! 🍷 Ps. The recipe for this creamy protein shake can be found in my book on page 123! 🍷 Now time for me to chill out and have a night in cooking with friends, what are you up to? #thefoodmedic #hazelwallace #thefoodmedic:cook

865 likes
MAY 20

Add a comment...



thefoodmedic Following

thefoodmedic Perfect start to a Sunday kicking off with a creamy @sun11_kulham class followed by a lazy brunch from my book The Food Medic! 🍷 I knocked up some eggs with sweet potato hash, spinach and sweet peppers! 🍷 All washed down with some fresh juice and gressed coffee - my idea of perfection! What's everyone munching on this morning? #hazelwallace #thefoodmedic #thefoodmedic:cook

thefoodmedic Some freshly laid hen eggs from @plantbased_please chickens! #thefoodmedic

annika_mh @laurasr101 mmm, alghaby You had 5 eggs?!

thefoodmedic @thefoodmedic:cook the dream!

thefoodmedic @mamas_alinthe_its_for_han

1,102 likes
MAY 21

Add a comment...



thefoodmedic Following

thefoodmedic Making the most of the sun before it sets and taking my dining al fresco this evening! 🍷 Tonight I'm having a deconstructed sushi bowl inspired by the recipe in my book The Food Medic! 🍷 I have a sticky/sweet chili salmon fillet, soy roasted aubergine, broccoli and ginger and garlic rice! 🍷 I've had such a perfect day training, catching up with friends, and finally signing the contract on my new place - which will be my first place on my own! I'm still renting but I'm pretty excited to make it my own and I've already scouted out some vintage furniture and @nextofficial homeware to really make it feel like mine! #thefoodmedic #hazelwallace #thefoodmedic:cook

jennys.food Looks so good!!!

johanna22200 Exciting times, enjoy x

1,784 likes
MAY 21

Add a comment...



thefoodmedic Following

thefoodmedic 🍷

View all 25 comments

Jorenaphelps @brakrose chronically fit for tomorrow's breakfast

natasha_kennec how EXACTLY?!

kannamomji Omg - that is me!

aliconstapleton @sarachah96

peachylau Always

annekajoyful Yup!

eatourstolive 🍷 🍷 I love these little quotes you make. Always so true! 🍷

sarahchah96 @aliconstapleton 🍷 🍷

pursuitofhealth Every day 🍷

susburn @hatsk

womblic18 Always! 🍷

1,144 likes
MAY 21

Add a comment...



thefoodmedic Following

thefoodmedic There's no feeling quite like the feeling that you guys give me when you make my recipes! 🍷 When I wrote this book I wanted to inspire people to get back in the kitchen and start cooking again. I don't believe in meal plans or guides, and I don't believe in prescriptive diets (unless for medical reasons). In order for a diet to be sustainable and enjoyable, it needs to be flexible and personal to you and what you love. Telling you exactly what to eat for every meal, and every snack, is not fun and has this longevity. We tried to make each of the 70 recipes in my book as nutritionally beneficial as possible, as allergen friendly, as quick as possible, and as delicious as I possibly could make them! I want you to try these recipes and pick up tips from them, play around with the ingredients, add your own little twist and...

948 likes
MAY 21

Add a comment...



thefoodmedic Following

thefoodmedic Today's #munchinginspiration is my favourite #munching:chickpeas and #ourgette veggie burgers from my book The Food Medic! 🍷 I especially love these served with chunky salsa or hummus and fresh baby leaves! 🍷 what's in your lunchbox? #hazelwallace #thefoodmedic #thefoodmedic:cook

View all 21 comments

fitfilveloy This looks SO good! 🍷

thefoodmedic @lauren_pirocchi

anna_f_oley @lauren_pirocchi these look similar to the patties I'll be making!

sternikova @thefoodmedic:cook those burgers are amazing! 🍷

midwifery Looks great!

caliwalsh077 Looking forward to trying beetroot cauliflower ricotta toasts! Had your...

1,483 likes
MAY 21

Add a comment...



thefoodmedic Following

thefoodmedic One aspect of my job is dealing with life and death on a daily basis. It will never be easy, but as I progress in my career, I'm slowly developing coping mechanisms and learning to deal with it a lot better. As a doctor, I need to be empathetic and understanding, but I also need to be focused and not distracted by my own feelings and emotions. When people are really sick, or they are so frail that their bodies begin to fail them, that is something we as doctors can not always fix.

3,818 likes
MAY 21

Add a comment...



thefoodmedic Following

thefoodmedic - High Protein Pine Colada ~ If you like Pine Coladas, and getting caught in the rain

If you're not into yoga, if you have half a brain! 🍷 One of my favourite smoothie recipes (and favourite songs!) from my book The Food Medic! 🍷 So creamy, yet so refreshing! Stick a flowery straw in it and a mini umbrella for an extra boost of those summery vibes! 🍷 #thefoodmedic #thefoodmedic:cook

dr_sheikh Have yet to try the recipes on your book. I'm on annual leave for next 10 days I can't wait to try them! 🍷

richrich.66 Love that tune, loving the look of that recipe! Yum, can't wait to try it! 🍷

divinejones29 Had several of them, really nice! 🍷

1,016 likes
MAY 21

Add a comment...



thefoodmedic Following

thefoodmedic Want to know more about The Food Medic book? How about we have a little flick through and I will tell you a little bit about what makes this book a little bit special 🌟

So, What makes this book different to every other health and fitness book on the market? 🤔 It was written by me - a doctor, a personal trainer, and a girl who has turned her life around, and her health, through nutrition. I'm not trying to sell you any quick fix or secret. They don't exist. My intention is to help you find a happy, healthy relationship with food. To learn that food has the potential to improve your health, both physically and mentally. To show you that you don't need to do anything drastic, or cut things out, in or to have a 'healthy' lifestyle. Is sugar the enemy? 🤔 Will fat make me fat? What are the

656 likes

12,735 views

MAY 22

Add a comment...



thefoodmedic Following

thefoodmedic Hands up who's keeps their 'good' leggings for branding! 🙋
#thefoodmedic #hazelvalace #thefoodmedicbook

load more comments

wee_eib @berfedgar
winnie_winter 📷📷📷
sallythompson. @millieandrew way too relevant 🤔
sarah.n.dhuinin @sofie_jay
janeeilzab@harrison @lotieharrison
marinna2506 @j3886 🤔
marinna2506 @j3886 🤔
lucyyp2 @jociekreams or just brunching?
jodiekeams @lucyyp2 I thought leggings were only for brunching??? 🤔 what is this exercise talk of...

1,123 likes

MAY 22

Add a comment...



thefoodmedic Following

thefoodmedic American Style Pancakes with Bacon + Syrup from The Food Medic Book. beautifully created and presented by @A5_torriehamcourtroad coach @lovestocheer 🤔 Absolutely love seeing everyone making the most of the book and getting stuck in - both the gups and the gals! 🤔 #hazelvalace #thefoodmedicbook lovestocheer @thefoodmedic gotta be done hazy, especially when it tastes as amazing as it is! 🤔
topcat9975 Yum, I love pancakes with crispy bacon and maple syrup! 🤔
aofmcc28 @leonacarday 🤔
livakenna587 Making my first recipe tonight @thefoodmedic... will post a pic this evening 🤔 #thefoodmedic

254 likes

MAY 28

Add a comment...



thefoodmedic Following

thefoodmedic One of my biggest pet peeves is a bad salad - they give ALL salads a bad rep! They're known as unsatisfying planks of a lettuce leaves fit for only a rabbit 🐇 lol in my house they're not. Tonight I knocked up this salad in under 5 minutes using a mixture of lettuce leaves and spinach, @merchantgourmet guy lentils, red onion, courgette ribbons (which I lightly sautéed in coconut oil), pomegranate seeds and some left over chicken from last night, and dressed it in a lime vinaigrette. 🤔 Delicious. Filling. Tasty. 'Mic Drop' 🤔 #thefoodmedic #hazelvalace #thefoodmedicbook

soffee Lentils! Yessss!!!
thatprotein 🤔🤔🤔🤔
topcat9975 I hate a bad salad too, very upsetting. That looks yum 🤔

1,156 likes

MAY 20

Add a comment...



thefoodmedic Following

thefoodmedic Right guys, here's my top tip for beating the dreaded porridge sweats now that the hot weather is rolling in 🤔 Simply make your oats as you normally would (today I've grated some apple in there and added an egg white for some protein) and top with a big dollop of cold yogurt (coconut, soy, dairy, whatever you go!) and some fruit (frozen fruit works wonderfully!) 🤔 Also, if you want you can make it the night before and eat your oats chilled the next day. It's a win win situation guys - thank me later! 🤔 #thefoodmedicbook #hazelvalace #thefoodmedic

View all 23 comments

leesahkathwad LOL, porridge sweats, so true 🤔
thefoodmedic @kjaychilly yky!

1,381 likes

MAY 21

Add a comment...



thefoodmedic Following

thefoodmedic Lifting weights will make you bulky? Swipe right 🤔 This is me summer 2016 training most days, eating really well and probably at my fittest. My body has not drastically changed over the past year but my frequency of working out has dwindled down to 3 times a week. This is due to my hectic work schedule as a doctor (not to mention running my own business and writing a book). What I have tried to keep consistent is my nutrition. I still prep my meals for work, and try to eat an all round balanced diet without any restrictions, and of course, with daily chocolate. So I still look like this in gym kit, but if you swipe back to the first picture, you can hardly tell both bodies are the same person! When we train, we become more vascular (very veinly) in order to get more blood to the tissues and our muscles

2,128 likes

MAY 22

Add a comment...



thefoodmedic Following

thefoodmedic We all know the best part of baking is licking the spoon 🍴 This is the gorgeous chocolate sweet potato pudding recipe from my book *The Food Medic*. I love using sweet potato in both sweet and savory dishes 🍠 Although this dish may sound a little bit too outlandish for some, please don't knock it until you try it 🍴 It's one of my favourite comfort snacks to munch on while watching a movie. It requires only a handful of ingredients and it doesn't take long to make either 🍴 To top it off, it's low in refined sugar and packed full of vitamins, minerals, and fibre 🍴 I'm feeling a little bit generous today and may have popped this recipe into my Friday newsletter, so make sure to subscribe! 🍴 #thefoodmedicbook #hazelwallace #thefoodmedic #sarahpoyser | Chocolate and sweet potato

930 likes
MAY 25
Add a comment...



thefoodmedic Following

thefoodmedic Oh what a day! 🍴 I've just finished an incredibly busy surgical shift on call and I am so ready to finally get home and put my feet up! I plan on running up something quick before diving into bed as I'm back in work bright and early for the rest of the weekend. So tonight is not the time for making an not-appealing meal and instead I'm handing it over to you guys to spread some meal inspiration 🍴 Check out this awesome meal of sticky soy roasted salmon and asparagus which @gym.powerlifting made from my book *The Food Medic* 🍴 I might go as far as saying as this is the most popular recipe from the book - as it's definitely the most made 🍴 I think the soy roasted asparagus has become a signature of mine and it's awesome to see how many people I've converted from asparagus haters to lovers! 🍴

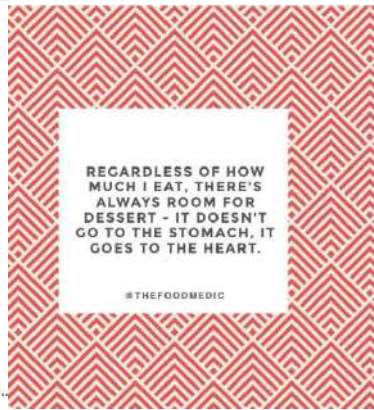
1,862 likes
MAY 25
Add a comment...



thefoodmedic Following

thefoodmedic If you're finding yourself dashing out the door before work gobbling down a spoonful of two of cornflakes or throwing a bag of cold toast in your handbag, then I've the PERFECT recipe for you! I'm out the door at 6ish most mornings and sometimes eggs are not the most practical thing to make! So overnight oats are my saving grace 🍴 This is the Chocolate and Banana overnight protein oats from my book *The Food Medic* 🍴 Pop it in an empty jar or Tupperware and top with some fruit and grated dark chocolate to make it feel a little more special 🍴 So many of you have been tagging me in your photos of your oats in the jar at work/on the tube/at home/on the bus - it's incredible! Simple steps like having a really nutritious breakfast really can enhance your health! 🍴 ps. I used

1,420 likes
MAY 27
Add a comment...



thefoodmedic Following

thefoodmedic Errrrrrrryay
View all 37 comments
@mangoandbilis @manhollows @rachisa_khota @amrrowlandt @zaccapopov
caroline_higg @jessica_higg
idoreyn Facts @_lila16
litz_rub @licemelling
karan_louise_vollis More meal ideas please... how about a new book on feeding this family... especially tweens and stressed out teens!
amyharding92 It's true @dan249
goodforyourknees Yassss there are two bellies in every human
dan249 Love this @amyharding92
lisclicksandlunooes Always!!

1,679 likes
MAY 27
Add a comment...



thefoodmedic Following

thefoodmedic The danger of making granola is holding back from eating the whole damn batch in one sitting 🍴 This is the lower sugar nutty granola from my book *The Food Medic* served with cranberries, coconut yogurt, and a little dark chocolate 🍴 Shop bought granolas tend to be extremely high in sugar from dried fruits and syrups so I've tried to make this lower sugar alternative, which tastes just as great! Again please feel free to experiment with my recipes - I love hazelnuts in my granola but maybe you prefer pecans or macadamias? Or maybe you're not a nut fan at all and prefer something like toasted coconut and cacao nibs! 🍴 Find your own special concoction! 🍴 #thefoodmedicbook #hazelwallace #thefoodmedicbook #katieholgate This looks great! Your book arrived yesterday - can't wait to try more of

1,738 likes
MAY 28
Add a comment...



thefoodmedic Following

thefoodmedic Thank you @mangoandbilis for sharing a picture of your Balsamic chicken, strawberry and avocado salad. The perfect refreshing salad on a humid day like today! 🍴 I also love this served with feta or buffalo mozzarella instead of the chicken for a veggie alternative 🍴 This recipe can be found in my book *The Food Medic* which you can grab for 1/2 price this weekend on Amazon! 🍴 #thefoodmedic #hazelwallace #thefoodmedicbook @deaneathorliffe This looks amazing! 🍴

mangoandbilis Ahhhhh thank you so much for sharing!! I am loving all the recipes! Easy, easy, quick and yummy!!! 🍴🍴🍴🍴🍴🍴
emmalisdown @mameal_coming fruit in salad is my fav thing YES YES
mairread_coming This is so heavenly I want it

1,214 likes
MAY 28
Add a comment...



thefoodmedic Following

thefoodmedic When you give yourself 90 minutes to pack before leaving for Ibiza but decide that your time is better spent making a leisurely breakfast 🍴 Food first, always 🍴 Today I'm trying to @sol_beach, house in Ibiza where I will be hosting a press trip but also having some down time with my girl @chessieknigg 🍴 Guys, this holiday is NEEDED! I'm so exhausted from work, the book launch, moving house, personal drama, you know the drill 🍴 Right, I better pack now hey? 🍴 #thefoodmedicbook #hazelwallace #thefoodmedic #ourishtagmella Have an amazing time! 🍴

behappyline Such a great shot!
mangoandbilis I can imagine how much you need this holiday!! Enjoy ladies!!

1,351 likes
MAY 28
Add a comment...



thefoodmedic Following

thefoodmedic For World Digestive Health Day (yep, it's a thing!) I've asked my good friend, and specialist in gut health @the_gut_health_doctor to discuss 'leaky gut' 🍴 Never heard of it? Or hearing it everywhere? 🍴 Leaky gut is the latest pandemic said to be sweeping the globe, but is it worth all this anxiety-provoking hype? I decided it was high time I discovered for myself (and you guys!) by taking a closer look at the science 🍴 Head over to www.thefoodmedic.co.uk for the full scoop! 🍴 The recipe for this gorgeous chickpea, cauliflower and kale salad is from my book *The Food Medic*! 🍴 #hazelwallace #thefoodmedic #thefoodmedicbook

theguthealthdoctor Look after the gut of yours in Ibiza 🍴
thefoodmedic @theguthealthdoctor I think

924 likes
MAY 28
Add a comment...



thefoodmedic
Sol Beach House Ibiza

Following

thefoodmedic Waking up to a slightly cloudy day in Ibiza but that hasn't stopped us jumping straight into our bikinis, and heading straight to the breakfast buffet 🍳 I'm having some scrambled eggs with prosciutto on rye bread and salad, with some fruit on the side 🍌 Now that we are fed and watered we can go explore this beautiful place! @solbeachhouseibiza #hazelwallace #thefoodmedic #solbeachhouse #solbeachhouseibiza #beachhousemyway

sueji! Looks fab!

dedicationkristine All the colours 🍌

myredcarpetbody Yummy

hwalthybetrix You need to go to @the_sunny_kitchen it's so good!

wbo_wco_29 The scattered clouds are fresh, clean! 🍌 It's reason to be a

1,423 likes
MAR 21

Add a comment...



thefoodmedic
Sol Beach House Ibiza

Following

thefoodmedic Oh what a day! 🍌 I am having THE most incredible time at @solbeachhouseibiza with @chessiekingg 🍌 Although I'm doing some work out here, I genuinely feel so relaxed! 🍌 We've spent the morning exploring the hotel and it's surroundings and then we rented a car and headed to one of the nearby beach clubs 🍌 I've been to Ibiza once before but I really want to experience more of the island so please send me your recommendations - food, beaches, clubs, hit me! 🍌 Wearing: @nextofficial #hazelwallace #thefoodmedic #thefoodmedicbook #solbeachhouseibiza #beachhousemyway

load more comments

essicalaar You look so beautiful! 🍌

josephine.wallace 🍌🍌

1,903 likes
MAR 21

Add a comment...



thefoodmedic
Sol Beach House Ibiza

Following

thefoodmedic Hands up, if breakfast is your favourite meal of the day? 🍌 We woke up early and worked out in the hotel gym before diving into the breakfast buffet at @solbeachhouseibiza 🍌 It's always difficult working out on holidays because a) no one wants to be inside a gym and b) the hotel gyms tend to have limited equipment. Fancy giving it a go? I'll post the workout below! So here's what we did, for a total of 4 rounds:

- 🍌 DB shoulder press x 10
- 🍌 DB goblet squat x 10
- 🍌 DB split squat x 10 per leg
- 🍌 Lat pull down x 10
- 🍌 Push up x 10
- 🍌 Burpee x 10

Now time to explore the island with @thestrengthtoemple and @chessiekingg

2,022 likes
MAR 21

Add a comment...



thefoodmedic
Sol Beach House Ibiza

Following

thefoodmedic We've had an incredible day road tripping around the island of Ibiza, but unfortunately it was not in the resident! 🍌 @solbeachhouseibiza VW camper van and instead a Fiat panda 🍌 We still had a lot of fun! 🍌 We discovered some incredible secret beaches and look outs on the island (check out my insta stories for some incredible views!) and now we are chasing the sun to find a cosy spot to watch it go down 🍌 Tomorrow I'm hosting a full day of fun including a workout from my book

1,536 likes
MAR 21

Add a comment...

8.1.2 Alice Living – May 2017



aliceiving
St Clements Cafe

aliceiving Bank Holiday brunch! 🍳
@stclementscafe So yummy and the perfect start to a much needed week off! I'm flying to Crete tomorrow for a sunholidays that I've been counting down to for SO long, and so today will be spent packing and counting down the hours until we fly!
How's everyone spending the bank holiday? #Breakfast #EatWell#Everyday

View all 23 comments

florian.gad Love this! 🍷
runforchampaigne Its about balance hey @clean_eating_alice 🍷
paulwoy @banasuly01 scan out plantbased plode Volk porn 🍷🍷
healthylivingflora Yum!
fabioivanetti Whicov the hols baby boo

3,219 likes

1 May

Add a comment...



aliceiving

aliceiving Who's excited for book three? 📖 It's not long to wait now and I have some seriously exciting announcements to make leading up to publication on the 18th May! More recipes, SO many more workouts and LOTS more no BS information to support your training! You can pre order your copy from Amazon for only £8 by hitting the link in my bio! I am SO so excited for you to get your hands on this! #EverydayFitness #PlantSmart

View all 14 comments

theseshan Are there still signed copies available to give order!
ajindulu 🍷
acthe_working_mum Pre ordered already. So excited for this book 🍷
healthy_happy_smoothies I've got this!

1,955 likes

1 May



aliceiving
L'eto Kings Road

aliceiving I am always so happy to stumble across yummy eateries in London! I've had a day of wondering around town running errands and have now stopped for the amazing lunch @l'etocafe.co.uk. The cafe has on show an delicious spread of salads and dishes that you then choose from, and the portion sizes are so good compared to most healthy eateries! Where are your favourite lunch spots in London? #Lunch #EatWell#Everyday #DayOff!

View all 22 comments

emilyvebleysmith @hewley let's go! diddydeable Looks yuuummm
kms.health Love this place!! Have you tried their lattes? Amazing 🍷 they have a fawcett rose one which is to die for!!

3,069 likes

1 May

Add a comment...



aliceiving
Domes Noruz Cham...

aliceiving No filter needed... working out in paradise @domesnoruz 🍷 I'm not going to go crazy with my workouts this week, my body needs a rest... but when the view is this good and after an amazing night's sleep I couldn't resist making the most of the amazing outdoor gym space here and working on my pull ups!
Time to put my bikini on and relax! 🍷 horizontal for the rest of the day 🍷
#Motivation #EatWell#Everyday #DomesNoruz @for_girl

View all 8 comments

twistingmymelon @hagnastay and bacos
twistingmymelon @clean_eating_alice you have to go to @lafontal and bacos beach! 🍷
@mymy 🍷
smartwombeing Good workout

79,911 views

1 May

Add a comment...



aliceiving
The Third Space

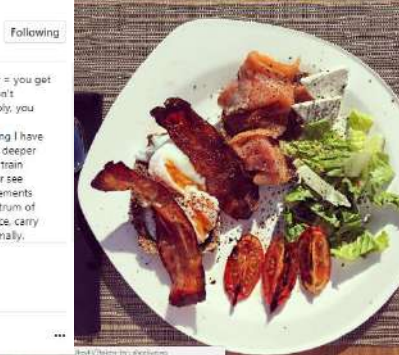
aliceiving The law of specificity = you get good at what you do and you don't improve on what you don't. Simply, you use it or you lose it.
Since working with @lukestraining I have begun to want and need a much deeper understanding of why and how I train myself and my clients. I no longer see exercises in isolation but as movements that make up a much wider spectrum of our bodies ability to produce force, carry rally function optimally.

1,890 likes

71,868 views

1 May

Add a comment...



aliceiving
Domes Noruz Cham...

aliceiving Holiday breakfast! A chance to load your plate up with all the goodness! I opted for two poached eggs, smothered with cashew smoked salmon, tomatoes, feta and some olive oil!
I'm now heading back for ascorbic to get some of the most amazing Greek yogurt they have here with all the toppings! Shop in Greece with!
I hope you're all having a great week! 🍷
@CLAworks @clean_eating_alice @for_girl
florian.gad Perfect! Love this!
whenamymistad 🍷 CLA killing it! 🍷
_h_u_o_i_a_f_l_o_r 🍷🍷🍷
veerortarawaka 🍷
campergraduate 🍷🍷
raposwefashion @clean_eating_alice making me hungry and I just eaten.

4,101 likes

1 May

Add a comment...



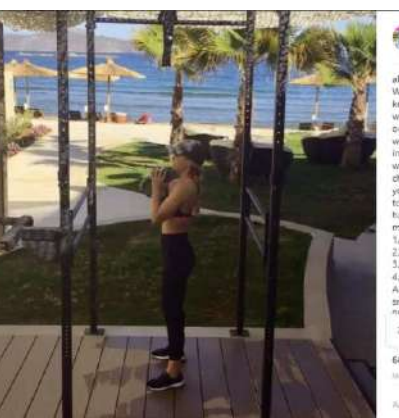
aliceiving
Domes Noruz Cham...

aliceiving Over the past few days I've had time to press pause and think. Sounds crazy right? You think on multiple occasions every single day... but honestly I've been hell bent on making myself as busy as possible the past few months that days blurred into weeks into months.
Today I decided on one thing I want to share with you that is one of life's lessons we all need to remind ourselves of every now and then... You will never be able to make everyone happy, and you will never be everyone's cup of tea. I've tried to be everything to everyone so many times and it's not only exhausting but it's also not fun. I'm not saying I'm going to stop pleasing people... I am naturally a people pleaser and I can't simply switch that part of my brain off. BUT... From today, I am going to make a conscious effort to do what makes

5,254 likes

1 May

Add a comment...



aliceiving
Domes Noruz Cham...

aliceiving Simple weekend workout! Whilst the gym here is well stocked I've kept my workouts really simple this week working on relative strength and improving on lifting and mobilising my own body weight with a little bit of resistance thrown in too. Try this simple circuit yourselves this weekend for an unexpectedly tough challenge! If you're not quite there with your pull ups yet, just improve your ability to hold your own body weight by going for hang or use resistance bands to assist the movement:

1. Goblet squats x12
2. Pull ups x5
3. Push ups x10
4. Hanging leg raises x5

Aim for four rounds of the circuit taking small rests between each exercise and 60-90 seconds between each circuit!

2,389 likes

68,916 views

1 May

Add a comment...



aliceivving Domes Nouriz Chari... Following

aliceivving Lunch in the sunshine ☀️ despite @paddympm187? Having a horrific fat avvie escaping the entire front off his shirt ☹️ we are making the most of the BEAUTIFUL weather and food at @domeznouriz. Today we went for a Greek feast with three top selections of seabass, Cretan sausage and pork as well as delicious bread and olive oil. The Mediterranean diet is the boss brocc! This afternoon I'm listening to a few more podcasts and enjoying our penultimate day here!

I hope you're all having a great weekend! 🍷 #Lunch #CEATravel #DomesNouriz @fox_pr

thesupplementstudios! 🥰🥰🥰

chivewilliams Wishing I could enjoy a lunch like this too! Instead we have rain ☹️

3,193 likes

MAY 6

Add a comment...



aliceivving Sois Following

aliceivving ❤️ The perfect dinner to end the perfect holiday! If any of you do head to Crete and want a recommendation for the most delicious food in Chania... Salvi is sensational. Some of the best food I've ever eaten and so good we came back twice! #CEATravel

load more comments

laurendaniellax Where is your dress from please? Locked so nice on your insta story marijakulla, so cute you two! 🥰

longsummerz What a cute photo. Haven't a clue who you are... Lol lol but it's cute xxx emmalcannan You look so pretty darling and so so happy xxx

warrenkingham It's been so lovely to watch your honesty through your videos and posts! #inspo

7,331 likes

MAY 6

Add a comment...



aliceivving Following

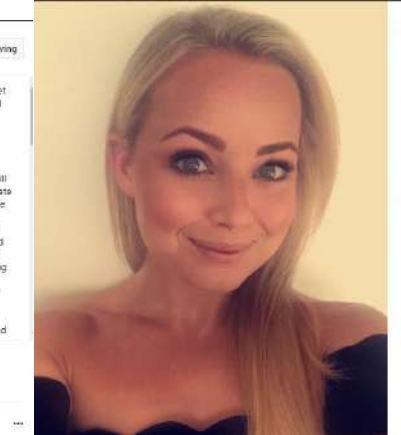
aliceivving I've been keeping this a secret for SO long but I am unbelievably excited to announce this WEEK of fitness that I want you ALL to be involved! Your support to all my books has been unbelievable and I really hope this dedicated fitness book full of LOADS of workouts, warm ups, recipes and more will be the perfect way to motivate and educate you all with your training! To celebrate the launch of the book and to hopefully give you a little added motivation I wanted to get as many of you involved in online and face to face events as possible and share my passion for training happy and training smart! I head to the website www.everydayfitness.to to find a full list of what will be going on for a whole week starting on the 18th May and tag your mum, dad, aunties and

2,057 likes

76,205 views

MAY 7

Add a comment...



aliceivving Domes Nouriz Chari... Following

aliceivving Nothing beats having a tan ☀️ we're waiting for our final meal before we fly home this evening and I really really don't want to leave. This trip has been the PERFECT escape, and I'm not just saying this but I honestly couldn't fault @domeznouriz in any way. Back to London, but with a whole load of memories that will last forever. Holidays are the best! #CEATravel #Holiday

load more comments

lisabasketfield You look stunning! ❤️

foodloveria_vienna Beauty

sarahiliving Beautifully bronzed my lovely 🥰🥰

harkit_1 Since I PM'd you on Snap, we've booked up for our 20th anniversary! Thanks for helping me in finding a lovely place...

5,640 likes

MAY 7

Add a comment...



aliceivving Domes Nouriz Chari... Following

aliceivving Tonight's starter... I am absolutely obsessed with octopus and this was amazing! The food has been so good here and I've been inspired by lots of dishes so am excited to get back into my kitchen and hopefully recreate the summer! I hope you're all having a lovely Sunday! 🍷 #Dinner #CEATravel #DomesNouriz #holistatn85 This looks immense! 🍷 #vegfittersfood Oh wow! Octopus is so incredible! 🥰

rlnutrition I LOVE octopus

brunishing_bae This looks indoubtly good!

myredcarpetbody This looks great! you are mag! Wow!! Great always do incredible but so huge octopus! 🍷

2,015 likes

MAY 7

Add a comment...



aliceivving Following

aliceivving Happy Monday you gorgeous lot! I am home safely and back in my kitchen this morning after a few flight home. With limited resources I've kept it simple and opted for two slices of buttery toast with two six minute eggs topped with an olive oil and fresh toast drizzle. I stole the latter idea from Crete as a delicious way of adding flavour to my eggs but also including a great portion of healthy fats at breakfast. (and of course I bought a delicious oil back with me) It's back to work today (although today won't feel like work) with a REALLY exciting photo shoot today so I've up with my insta stories for some BTS! I hope you all have a great week. I'm definitely feeling refreshed and ready to do implement some exciting plans! 🍷 #MondayMotivation #Breakfast

3,290 likes

MAY 8

Add a comment...



aliceivving Sois Following

aliceivving Up to something exciting 🥰 #StayTuned

load more comments

mummychelle9 Looking incredible Alice! Can I ask where your back top is from? X

theshadborough Stunning! ❤️❤️

rene_van_vilsteren 🥰🥰

cleaneats_em serious body inspiration and summer motivation 🥰

sarahiliving Absolutely stunning! 🥰🥰🥰

michellewainline Just stunning girl. Strong but feminine sexy but classy. You got it

chazzhanay Congrats girl can't wait to find out more!

deborahbarbosa Keep it up girl! You're an inspiration! 🥰

theauthhealthdoctor 🥰🍷

3,790 likes

MAY 8

Add a comment...



aliceivving Following

aliceivving I read an article by @amy_olababins last week that really stuck a chord with me. My holiday read kumhered what Amy speaks about too. We as a society have lost sight of what exercise and movement more importantly, truly is for. I'll be the first to hold my hands up and say before CEA and throughout my own journey I used to exercise to 'burn off' a pizza, or to damage control my poor diet. Exercise became a tool to lose weight and that was it. I didn't truly enjoy it, and the gym filled me with dread. And that is what 99% of people (particularly women), IMO see it as. A weight loss tool, something we should do and do so simply to stay in shape. Let me tell you how wrong this is, how

12,841 likes

MAY 8

Add a comment...



aliceliving Following

aliceliving **OH SO HELMED!** My goodness, if I could summarise in one word how I am feeling right now that would be it! I don't want to give you guys an Oscar worthy speech, but I couldn't open this morning without saying thank you to every single one of you who commented on my previous photo, sent me DMs, texts and messages. I read all of them and appreciate them so much. I honestly wouldn't or couldn't have continued my own journey without you all. Right, breakfast Coucou! Grilled veggie, poached eggs and some pomegranate seeds is one of my favourite ways to start the day. I've so excited to finally catch up with one of my favourite people @talya today as well as working on my talk for @coachtheacademy! Happy Tuesday as I hope you have a

4,666 likes

ADD A COMMENT...



aliceliving Following

aliceliving I've had so many of you asking me if I'll be at BodyPower this year and the answer is YES! I'll be there chatting to as many of you as possible on Sunday at 12pm. I'll be doing a Q&A so it would be great to have some pre questions from you all if you are going to be there. So comment below anything you'd like me to answer and I'll try and cover them all! #BodyPower2017 #BPActive theguthhealthdoctor Great stuff! aliceliving @theguthhealthdoctor thanks Megan! 🙌🏻 stazmacker Just get your book! It's a copier! commalister19 This is brilliant news. Do you still PT too? I'd love to get in touch if you do

871 likes

ADD A COMMENT...



aliceliving Following

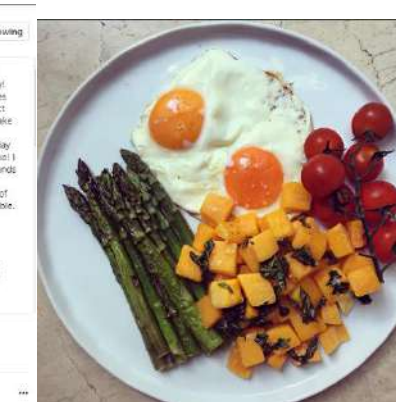
aliceliving Tuesday night recipe inspo from my second book *Eat Well Everyday!* This is one of my favourite dinner recipes from the book and makes for the perfect cook once eat twice dish that you can take to work the next day. Did you know that my new book *Everyday Fitness* also has lots of new recipes in too! I am SO excited for you all to get your hands on it! Less than two weeks to go, and counting down the days until my week of fitness fun with as many of you as possible. Who's joining in? #EverydayFitness #EatWellEveryday

View all 34 comments

bollyhewlett This is my favourite recipe (although to be fair I'm still working my way through the book!) 🙌🏻 gdlinda Deao by @sahma17

2,358 likes

ADD A COMMENT...



aliceliving Following

aliceliving Happy #TumpDay everyone! After a morning workout I'm now tucking into this fab breakfast of two buttery fried eggs with sweetened butternut squash, topped with a basil and extra virgin olive oil drizzle, grilled asparagus and some tomatoes! The sun is shining and I am feeling full of happiness today! Have a great day all! #EverydayFitness #EatWellEveryday

View all 38 comments

letsnotsogrow This is awesome!! I struggle @train, justing, alicia josh okay! I have a problem, one food I can't eat is bananas 🙄 have a phobia 🙄 what would you recommend having instead of a banana before? Thanks for getting back! X vestia-analishah! Those voices!

4,512 likes

ADD A COMMENT...

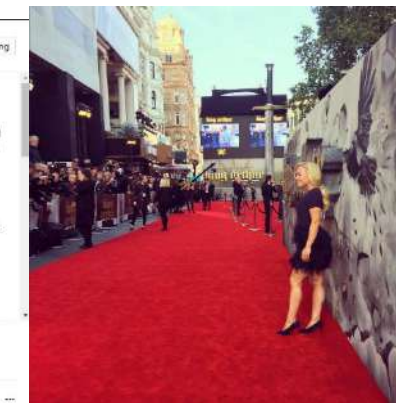


aliceliving Following

aliceliving What's going on here? On Friday at 4pm I'll be supporting my trainer @lukeattraining at @balance_festival as he delves into the fascinating and life changing science of PPL and applying its principles to SSC training and life in general. I would highly recommend any industry professionals who can come down on Friday to be there, as it will be an unmissable opportunity to ask questions and understand a little more about what exactly postural restoration is. You can find information about tickets and timings by heading to Luke's page or the Balance Festival website! #PosturalRestoration #MovementMechanics #Balance theguthhealthdoctor Magic movement duo!! 🙌🏻

1,448 likes

ADD A COMMENT...



aliceliving Following

aliceliving Sometimes this job brings me some serious pinch me moments and this was one of them. Feeling very very lucky to be at the UK premiere of @kingofthamsoke this evening. What an excuse to get dressed up on a beautiful Wednesday evening what! #TheCockle #TheCarpel

Load more comments

healthylivingfiona Love the dress! Really striking! 🙌🏻 je_rosafor 🙌🏻🙌🏻 katekous17 Love the dress! Where can I find it? liona_kwan7 Beautiful! 🙌🏻🙌🏻🙌🏻 rubyj1487 You look so pretty! And you're wearing such a lovely dress!!! X 🙌🏻 monlietsh @ladna sara lester course

4,987 likes

ADD A COMMENT...



aliceliving Following

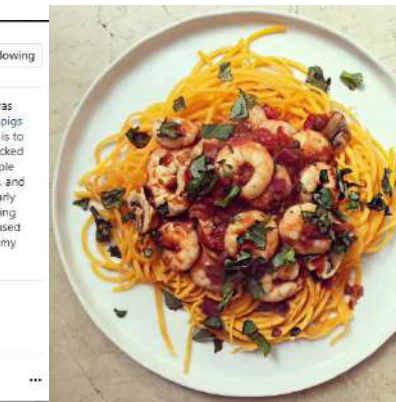
aliceliving As a big fan of matcha, I was really excited to collaborate with @teapigs on a recipe to show you how simple it is to get some daily matcha yumminess! Packed full of nutrients, this smoothie is a simple but sure fire way to kick start your day, and the individual sachets make it particularly perfect for those in a hurry. Just 1 serving of matcha provides you with calm focused energy for up to 6 hours, meaning it's my go-to drink for a pre-work out energy

1,231 likes

49,166 views

MAY 11

ADD A COMMENT...



aliceliving Following

aliceliving Good evening you gorgeous bunch! I was SO excited to tuck into tonight's dinner and get my cook on to unwind after a busy day. Tonight I topped some butternut squash noodles with some spicy tomato and basil prawns with gyoza from @themovement, chili, red onion and mushrooms and some fresh basil on top too! This isn't complicated cooking, but it's a packed full of flavour and it's quick to make too! Just a little warning too to please stay tuned for 8pm this evening as I've got a really exciting announcement! I hope you've all had a great day - the weekend is in sight what! 🙌🏻 #EatWellEveryday #EverydayFitness #Dinner

View all 38 comments

4,512 likes

ADD A COMMENT...

WIN A HIIT CLASS

WITH ALICE AT THIRD SPACE



HOW TO ENTER:

- 1 - Pre-order *Everyday Fitness*
- 2 - Email your receipt to cleaneatingalice@harpercollins.co.uk along with your answer to this question:

Which women's fitness magazine was Alice on the cover of last January?

aliceveing Following

aliceveing With only ONE week left until the launch of my new fitness book *Everyday Fitness* it's time to really get excited with the first competition announcement! I am SO excited to be hosting an exclusive workout class at @thebalancestudio for some of you gorgeous people to really show my hands on approach to training and talk you through some of the elements of the book. In addition to working out with me, you'll be provided with some delicious post workout food and a treat from @naturalnutrition as well as lots of time for photos and questions on the day. I am SO unbelievably grateful for all your support with this book, so I hope this is a teeny tiny way of me giving something back. To pre-order, simply hit the link in my bio, and to find the full schedule of the...

774 likes

Add a comment...



aliceveing Following

aliceveing That yolk though! A quickie breakfast before a morning workout with my gal @jenfrancesca! Two slices of @gingerbreaduk - one topped with a buttery fried egg, and one with half an avocado, some fresh yeasts and fresh spinach. Can you believe it's Friday already, woo! Who's got an exciting weekend lined up? #breakfast #eatwell everyday #everydayfitness

View all 29 comments

disbeauty1
 elias_anna_mari Really easy and healthy breakfast! Great! Have to cook some eggs on the weekend! Looking forward to a girls Eurovision night with good food and drinks!

menmenmat Oh, I can't wait to have...

4,211 likes

Add a comment...



aliceveing Following

aliceveing Do you want to come and workout with me enjoying panoramic views of the city of London as the sun sets? I am SO excited to finally announce one of my most exciting events in the lead up to the publication of *Everyday Fitness*! I'll be hosting a workout on the top floor of the News Building where attendees will be taken through a full training session and will all receive the most amazing goodie bags featuring products from @moxokinicare @zhoconutbrand @boudie_uk @leapsie @givingtreecrack @lifeofboofido and @sripandit as well as a copy of my new book! To grab your tickets simply hit the link in my bio NOW or head to my insta stories where I'll also provide the link! I am SO so excited for this event!! Let the build up commence! #EverydayFitness

4,109 likes

MAY 12

Add a comment...



aliceveing Following

aliceveing Good morning all, and a happy Saturday! I've got a busy weekend lined up with @thebalancestudio and @thebalancestudio tomorrow so I'm about to fuel up with a tasty breakfast. Today I've got a three egg omelette with fresh spinach which I cooked in a little butter, and two slices of buttery toast. Simple, but scrummy and a good source of some protein and carbohydrates! I am SO excited to meet as many of you as possible this weekend, so please do say hi if you manage to spot a teeny tiny person amongst the crowd! Enjoy your weekend everyone and stay tuned for 11am for another exciting *Everyday Fitness* announcement! #Breakfast #EatWellEveryday

View all 52 comments

2,675 likes

MAY 11

Add a comment...



aliceveing Following

aliceveing Meal prep! A topic that came up a few times at @thebalancestudio today. Well, never fear! Prepping food shouldn't be a chore but something you can build into your weekly routine. The recipe taken from my new book *Everyday Fitness* is the perfect one tray take to cook once and then box up into Tupperware for the week ahead. No need to complicate things when simple cooking can taste and look this good! Who agrees? The book publishes in less than a week and you can pre-order your copy for only £8 from Amazon by hitting the link in my bio! It would mean the world to me! #EverydayFitness

Load more comments

active_healthy_balanced @cleaneating_alice a lovely meeting you today and watching...

3,671 likes

MAY 12

Add a comment...



aliceveing Yorks Cafe Following

aliceveing Breakfast @yorkscafe in Birmingham before @bodypowerexpo! Keeping it simple with poached eggs on toast with mushrooms and a coffee! Great breakfast spot for those of you that live in Birmingham! I can't wait to see some of you today, please say hi if you spot me and be sure to come to my talk at 3pm! Happy Sunday all! #breakfast #EatWellEveryday

theguthealthdoctor Great to see your big smile yesterday x

rhinithion Mushroom addict! X

aliceveing @rhinithion haha I know!

aliceveing @theguthealthdoctor awe you too Megan!

meganmegan So lovely bumping into you this morning @clean_eating_alice!

2,085 likes

MAY 16

Add a comment...



aliceveing Following

aliceveing Where you'll find me @bodypowerexpo - not picking up freebies but instead getting my geek on with another new training book added to my collection, I'll always be a geek at heart but I hope my geekiness will in turn help me to help you to make the happiest and healthiest bodies possible! Who's had a good weekend? I can't wait to get home and snuggle on the sofa after a busy few days! #trainstrong

Load more comments

grenadajay @cleaneating_alice great to finally meet you today Alice!

slawny What's a Snapchat name?

@cleaneating_alice if... Where did you get the spotty dress off your story please?

2,738 likes

MAY 16

Add a comment...



aliceveing Following

aliceveing Happy Monday all! I can't believe that publication week of my new book *Everyday Fitness* is here - time has ahhh I am backing into a tasty breakfast this morning of some spicy fried eggs on puy lentils from @merchandise with asparagus and tomatoes. Despite it being a bit of a grey and gloomy morning I've got my positive pants on for an exciting week ahead! Have a great week everyone! #breakfast #EverydayFitness

Load more comments

officiallystalloneer 🥰🥰🥰

fitgal_nuzba This looks delicious!

batibozles @bodypowerexpo this would be awesome to add to your eggs + leanbodytraining! Looks Delicious!

3,769 likes

MAY 16

Add a comment...



aliceweing **Fitness First London...** Following

aliceweing The countdown is ON! Four days to go until Everyday Fitness is released and I've just wrapped up some exciting filming @fitnessfirstuk which I'll be revealing soon!
 ALSO if you're after a bargain and want to pre order a signed copy of my new book @fitnessfirstuk are selling signed copies for only £8 and you can grab your copy by simply hitting the link in my bio! Who's excited?
 View all 29 comments
 johanna22200 Pre ordered! 🙌🙌
 gator.tall. 🙌🙌🙌
 lucygregory Ordered my copy can't wait to see it! 🙌
 catcoughley @clean_eating_alice Love this! 🙌🙌🙌 Hope the filming went well this time!
 2,048 likes
 45,703 views
 MAY 15



aliceweing Following

aliceweing Well, that's Monday done and dusted! 🙌 after a busy day of filming and more plus some fit viewings this evening I was SO excited to tuck into this dinner!
 I've got a delicious salad of a whole mix of veggies with a spinach base, red cabbage, red onion, roasted cauliflower, cucumber, pomegranate seeds, roasted aubergine and spicy roasted chicken thighs. I also dressed the salad with a tasty dressing of olive oil, the juice from the cooked chicken, some garlic and lemon juice!
 What's everyone tucking into this evening? Be sure to tag me if you're whipping up one of my recipes! #Dinner #EatWellEveryday #EverydayFitness
 View all 20 comments
 chillipeppermagazine Lovely!
 nosilla_bg That's the most beautiful salad I've ever seen!
 4,206 likes
 MAY 15

"Measure your success only by what truly matters: your happiness and the happiness you bring to others. If today you laughed, felt inspired, or consoled a friend, smiled to a stranger, stood for a cause, or inched closer to one of your dreams, then today was a resounding success."
 — Beau Taplin • A Resounding Success

aliceweing Following

aliceweing This is #MondayMotivation!
 View all 20 comments
 clawa.lindsayx @sauramoney 🙌
 maldyblanc 🙌🙌🙌
 bodybymar Love it! 🙌🙌🙌
 victorianlamb I love this! 🙌🙌🙌
 hairbysew 🙌🙌
 sarahmaki Yes yes yes!! 🙌🙌
 churchmans96 HELL YES!!! 🙌
 stereobartlett 🙌
 missamamnutrition 🙌
 myredcarpetbody Very nice 🙌
 laurasandbach @lewisbaughton3 🙌
 katie.gritch Hear hear 🙌🙌
 inspired_by_gh So true!! Love this! 🙌
 4,679 likes
 MAY 15



aliceweing **Evolve353** Following

aliceweing Small but strong! 🙌 8.5kg for 3 @evolve353 finished off with a big snail as always! You can find this and many more weight training exercises in my book which publishes in two days! Grab your signed copy for £8 by hitting the link in my bio! #Strong #EverydayFitness
 View all 20 comments
 redflower297 Wow your strong!
 us4428 Awesome Alice! Such an inspiration!
 kacienhiques Wow so strong! Amazing!
 anbarazani @ross_mack
 kfe2e @clean_eating_alice we moved to australia and just wondering will I be able to order your book and have it delivered to us? 🙌
 a.health.havoo me should the belly!
 103,383 views
 MAY 15



aliceweing Following

aliceweing I am SO excited to be taking over the @womenshealthuk Instagram tomorrow to show a day in the life of me! I'll be showing everything from my breakfast, my training session including my non-negotiables when it comes to my training, an exciting interview at the @btoc AND a step by step behind the scenes of my dinner prep where I'll be making a recipe from my new book Everyday Fitness! I'll also be showing snacks, drinks and fun stuff I do along the way, so make sure you're following @womenshealthuk to get a little insight into the life of me and I hope you'll learn some stuff along the way too!
 Is there anything you guys would especially like me to show or do?
 View all 33 comments
 3,076 likes
 MAY 15



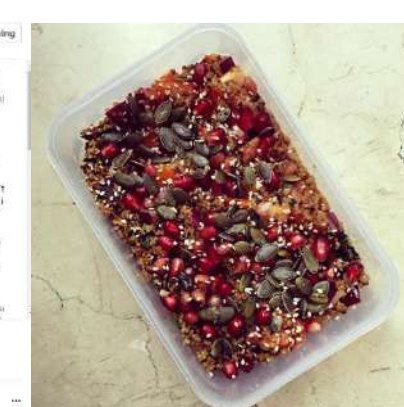
aliceweing Following

aliceweing Sneak peek alert! Super simple snacking ideas from my new book Everyday Fitness which publishes tomorrow week! To grab your copy simply hit the link in my bio!
 Today I'll be over on the @womenshealthuk Instagram showing a day in the life of me, so make sure you're following and stay tuned! #Fitness #WHT #Takeover
 View all 28 comments
 the.dietitian.kitchen Looks delicious!
 brookemaster Already pre-ordered mine from tesco the other week... can NOT wait for the postman!! 🙌
 alexaharrock11 I've pre-ordered on Amazon. Can't wait for it to pop on my doormat! Have loved your other books!
 2,809 likes
 MAY 17



aliceweing Following

aliceweing Find my breakfast rules and behind the scenes of my breakfast prep over on the @womenshealthuk Instagram! Who enjoys eggs in the morning? 🙌 #Breakfast #EverydayFitness
 View all 29 comments
 jennypenny All of these meals look delicious but they're SO tasty! 🙌
 brownie.gains @clean_eating_alice I don't think I've ever used a cook book as much as I use your Eat Well Everyday. So thank you, lovely! 🙌
 sretts1978 @clean_eating_alice where do you buy pea shoots from? No supermarkets around here seem to stock them. I've only ever had them in restaurants and they're delish!
 aliceweing @brownie.gains oh thank you!
 3,579 likes
 MAY 17



aliceweing **Third Space London** Following

aliceweing I'm doing my bit for #NationalVegetarianWeek today with this tasty lunch box! I've got some @munchygoats quinoa salad with garlic, red onion, tomatoes, basil and topped with pumpkin and sesame seeds and some pomegranate seeds! I threw all of the mix a pan this morning and it took under ten minutes to prep and cook, proving healthy doesn't equal hard work! Winner everyone got in their lunch box today! Munch #EverydayFitness
 View all 33 comments
 boodybenny91 Smoked macaroni, lentils, spinach, leas and tomatoes and cucumber!
 coffeeandbread kart joined that gym!
 jackphesca @catherinebrown
 authorize Looks like that would be sensus!
 2,623 likes
 MAY 17



alliceiving Following

alliceiving Who's excited? LESS THAN 24 HOURS!! Pre order your copy for only £8 by hitting the link in my bio now! I cannot wait for you to get your hands on this! #EverydayFitness #Preorder

Load more comments

joannalowy I'm a little excited for this to be arriving today 🥰

emmalibba @Kibbaa bet u are a miltostreiff 🤔👀

sallyannkeyward @sallyann, sitting alone in just wondering if the workouts are for home or gym? As I workout at home 🙄

teskialiving Just bought my copy! Happy birthday to me!! 🥰🥰🥰🥰

oliviawales Have any of the shops got this book out today do you know? xx

2,537 likes

57,145 views

1647-18

Add a comment...



alliceiving Following

alliceiving Workout more of the week! A new feature to my platform is that every Wednesday I want to share with you all my favourite exercise that I've been working on in my own training.

This week it's all about the core. The exercise above called a wide stance wood chop, is an anti rotation exercise, in that my core has to resist rotating towards the pull of the resistance creating abdominal tension. The main teaching points are to ensure that the arms remain straight and the ball button remains facing the same direction for the entire length of the movement. Avoid any excessive hip flex and keep your feet grounded. Aim for around 8 reps on each side!

Tag a friend and try this challenging exercise in your next training session! AND for loads more training information please

80,405 views

1647-18

Add a comment...



alliceiving Following

alliceiving GOOD MORNING! I am bursting with excited-ness and happiness today as my new fitness book Everyday Fitness publishes TODAY! I just wanted to say the biggest of THANK YOU'S to everyone who pre ordered the book - I really hope you love it, it's been the most rewarding experience being able to give something back to you all!

Please tag me in any photos of you with your books, and if you haven't got a copy, you can grab one for only £8 by hitting the link in my bio!

I am SO excited for all the events to come this week so for now I'm taking a moment to breathe and am tucking into my breakfast omelette with lentils, mushrooms and gas shoots before the fun begins! Happy happy Alice today! #EverydayFitness #Breakfast

2,964 likes

1647-18

Add a comment...



alliceiving Following

alliceiving Train with me! TONIGHT at 7pm to kick off my week of celebrating the release of Everyday Fitness. I will be doing a workout live from the book and you're all invited to join me!

The workout will be from the home workout section of the book and will be a full body workout. I would LOVE as many of you as possible to set your alarms and join me at 7pm with or without your books to get active and get a sweat on from the comfort of your own homes!

2,227 likes

1647-18

Add a comment...



alliceiving Following

alliceiving I was never the smartest kid at school. In fact, I found school a struggle as I never really excelled at anything in particular, I wasn't very academic, I wasn't good at sports, I enjoyed drama but became incredibly self conscious through my teens.

I decided to take a gap year aged 18 and turned down a place at Southampton university to study history. I instead applied to theatre schools to pursue my true passion which was musical theatre. I was rejected from every college I auditioned for except for one - who, through the skin of my teeth took a chance on me to undertake a three year degree course in MT. I found the three years unbelievably challenging both physically and mentally. In fact I rang my mum crying on so many occasions wanting to give up and leave.

8,248 likes

1647-18

Add a comment...



alliceiving Following

alliceiving Good morning you beautiful bunch! there's a new video up on my facebook showing how to make these super simple pancakes which are from my second book Eat Well Everyday!

If you're hunting for the perfect weekend breakfast then look no further! I'm off to do a radio interview this morning before a busy day of kicking off the moving house process and seeing over 120 of you for this evenings workout on the top floor of the Hives building this evening!

AND my best friend @henk_heming is coming along today everyone who is coming is going to LOVE him so it really is a good day all round!

Happy Friday all, this miserable weather isn't getting me down! #Breakfast #EverydayFitness #EatWellEveryday #sincerelyjewe3 @sincincouley this is

2,044 likes

1647-18

Add a comment...



alliceiving Following

alliceiving For anyone challenging themselves with #100daysofclean! Week 1 - this @emmalibba dish looks the absolute BEES KNEES 🐝 Double tap if you want to face plant this bowl ASAP! #everydayfitness

samuel26 Looks burnt to me 🙄

lfeinbalance_hana Amazing picture!

hattieclutterbuck @katieclutterbuck

louisamartac @nikkittamar

misszoec @emmalibba

picstylauenebb @alliceiving_alice what's the recipe/dish?

l3akosring Looks absolutely delicious!

emmalibba This would be a really nice side for a beef burger @alliceiving3

charliekerwin Was on his website earlier

2,801 likes

1647-18

Add a comment...



alliceiving Following

alliceiving What an inspiring way to kick off the weekend! Thank you to everyone who came to sweat with me as the sun set! I am a small human with small arms, but I just managed to get my very own Oscar style selfie after our workout with almost 120 people squeezed in! What I love about these events is how everyone enters not knowing each other but leave with new acquaintances and so much shared happiness!

Thank you for all the #EverydayFitness love - please keep tagging me in photos and sharing your sweaty selfies! 🥰

Load more comments

emshelk Well done beautiful xxxx

alliceiving @emshelk 🥰🥰

joannalowy Thank you so much! @clean_eating_alice 🥰

2,942 likes

1647-18

Add a comment...



aliceivewing Following

aliceivewing Breakfast wrap of dreams! I apologise for my breakfast being a slightly repetitive of late... I've been really busy and haven't managed a proper food shop. That aside, this breakfast was the 🥰 so I'm still happy!

I filled a rye wrap with smashed avocado, buttery fried mushrooms, two boiled eggs, pine shoots and tomatoes for the perfect pre Everyday Fitness Event breakfast! The sun is shining and I've got my positive pants on for a successful weekend of work and moving house! #EverydayFitness #Breakfast

load more comments

thuckers20 Looks so yummy Alice! Where do you get the rye wraps from? 🥰

princessalps Delicious! How did you eat it Alice? I hope you rolled it all up and got

3,995 likes

Mar 20

Add a comment...



aliceivewing Following

aliceivewing Good evening you beautiful bunch! After a long afternoon of moving house life chores I'm now sat down with my zone mixing into my delicious veggie salad!

We've got roasted red onion, cauliflower, submerge courgettes, and spicy paprika chicken breast with crumbed feta and a lemon and herb drizzle. Nothing fancy because cooking a mammoth meal wasn't on the agenda. I'm busy to ensure I'm on hand for the rest of the evening... who's with me? #Dinner #SaturdayNight #EverydayFitness

View all 33 comments

je_rossfor 🥰🥰

georgina_ahamed The look so yummy delicious! Oh my @alceivewing 🥰

3,346 likes

Mar 20

Add a comment...



aliceivewing Following

aliceivewing Fridge leftovers breakfast! Don't forget I'll be going live at 10am answering all your gym questions from #EverydayFitness 🥰 be sure to tune in! I am SO excited as today is moving day for me, into my own beautiful one bed flat! So breakfast was using up some last bits before I get used to cooking in my new kitchen. Stay tuned for lots of flat tours and pictures as I create my own space! Happy Sunday all 🥰 #saturday #EverydayFitness

View all 33 comments

casalaura_finkost Nice 🥰

bjoyceanderson every time

awfullyfamous @clean_seting_alice I want to 'Sals' in Creste for my birthday last night after seeing your recommendation - it was Divine! so just wanted to say thank you! 🥰

3,924 likes

Mar 20

Add a comment...



aliceivewing Fulham

aliceivewing Moving in - done! I'm throwing together some random foods for tonight's dinner after a pretty long day. I've got a spinach & sea trout with roasted aubergine & egg again. I know with roasted courgettes, red onion and sumac spiced cod, and a @titaize edamame and rice mix.

I'm yet to have left, or anywhere to actually eat for that matter, but I'm moved in and can't wait to make this house a home yay! Happy Sunday all. I hope you've all had wonderful weekends 🥰 #dinner #EverydayFitness

View all 22 comments

holenewman11 happy new home!!

debs_bfielding How do you cook your aubergine? @clean_seting_alice? Might sound crazy but I've never cooked one

2,575 likes

Mar 21

Add a comment...



aliceivewing Fulham

aliceivewing Good morning 🥰 and a very happy Monday! I apologise for my repetition in my meals this week - when I get busy and with the move I've gone into auto pilot with my cooking but I'm looking forward to getting creative in the kitchen again soon!

I've got a really exciting photo shoot today to kick off the week, so make sure you tune into my insta stories to see some behind the scenes - AND keep your eyes peeled for 9am this morning for a FREE ticket release to something VERY exciting! Have a great week 🥰 #Breakfast #EverydayFitness

View all 21 comments

green_fit_girl Perfect 🥰🥰🥰🥰

johanna11 What seeds did you use? Xx 🥰

peachviva You really have mastered the

3,358 likes

Mar 22

Add a comment...



aliceivewing The Third Space

aliceivewing Hip flexors 🥰 they're tight little monkeys and always need a good stretch, partly due to our more sedentary lifestyle and other factors too.

This is one of the most effective real hip flexor stretches that I do pre training! Main training cue: tuck the back foot under and have the pelvis neutral, then slowly tuck your pelvis under into a posterior pelvic tilt and if you're able, then slowly with each breath lean towards the front leg. Ensure your ribs stay down and be sure to cushion both knees with a mat or similar!

Tag a friend who might find this useful! 🥰 #EverydayFitness #transmart (also wearing @tropsports shorts that I'm now obsessed with)

load more comments

2,488 likes

108,295 views

Mar 22

Add a comment...



aliceivewing Following

aliceivewing A bowl of yum for @paddy_murphy07 and I! Grilled tofu on a salad of lots of veggie, roasted chickpeas, feta and a balsamic and olive oil dressing. Hallelujah that the warmer weather is finally gracing us with its zeeenone - time for summer salads, BBQ's and a healthy dose of Vit D!

Happy Monday all 🥰 #Dinner #EverydayFitness

load more comments

layne_cavill @milla_cavill this piece of tofu is my life 🥰🥰

3oceans 🥰🥰🥰

melaniedbrooke @mcmscs?

eatrightfeastazing @laurabulday it all seems daunting at the beginning when you try out something new, but really it's the

3,681 likes

Mar 22

Add a comment...

IF YOU HAVE THE POWER TO MAKE SOMEONE HAPPY, DO IT. THE WORLD NEEDS MORE OF THAT.

aliceivewing Following

aliceivewing My heart breaks at the unbearably cruel events that have played out in Manchester on today's innocent young people. Today, be kind, speak low and unite in the face of such a shocking crime 🥰

load more comments

ashleighrobbinson 🥰

eleniyasouma @georgia_courtney_always

barbarahemming2959 PEACE 🥰🥰🥰

ashleigh_swell Love this post Alice! Keep spreading your message. Some people are truly too far in negativity, let's hope they find something to be grateful for and appreciate life like we do. 🥰

4_mermake_takes_my_heart 🥰 goes across the sea to Manchester. As far as the poor degenerate soul, report and block him.

10,649 likes

Mar 22

Add a comment...



aliceiviving Following

aliceiviving Have you got your copy of #EverydayFitness? I am so proud of this little book and the response to it so far. Tomorrow I'll be hosting a live Q&A from the Regent Street @bookstore with some amazing panelists @wellness_ad @doctor_kitchen and @hikertraining which will also be streamed live on my Facebook so make sure you tune in from around 7.30am! AND if you haven't got your hands on the book yet - it's currently on offer for only £7.49 on Amazon and you can grab your copy by hitting the link in my bio! 📖 #TeamSmart #EverydayFitness

Read more comments

sueghaw1218 Got mine and loving it - have already made tray bake chicken and 🍷 and in process of working

1,747 likes

41,501 views

Mar 22

Add a comment...



aliceiviving Following

aliceiviving Breakfast before breakfast meetings is definitely a thing! 🍳 Today I'm tucking into two poached eggs on greens with grilled mushrooms, pomogranate seeds, mixed seeds and tomatoes! My top tips for poached eggs? Crack the egg into a bowl and drop into slightly salted just boiled water. Believe me mine are far from perfect and it took me a long while to get them this good haha, so keep persevering my eggs friends! 🍳 #EverydayFitness

View all 35 comments

lanynayeb @dian_zating_alice Do you take a lunch after this kind of breakfast? I've seen you're always so healthy if you put white vinegar in the water. It holds the egg together and comes out really good.

2,892 likes

Mar 22

Add a comment...



aliceiviving Fulham Following

aliceiviving When you make the perfect iced coffee it deserves a photo! Apart from a bit of filming for a job today I'm having a complete rest day to let my body recover from whatever I've had and am heading out to get some furniture bits for my new place! The excitement of hopefully not eating any more meals off the floor is real lol! Enjoy the sunshine all and remember to cream up - safety first! 🍷 #Morning #Furniture #HappyPlace #Coffee

View all 35 comments

koohybear Looks amazing! too good to drink. I did say almost 😊 enjoy the a well deserved rest & how exciting - furniture shopping!! Yay & have fun making it your home 🏠

bumble_bee Hi Alice! Would you like to

3,179 likes

Mar 22

Add a comment...



aliceiviving Following

aliceiviving After a successful afternoon furniture shopping I'm now tucking into this tasty summer spread! I've got courgette topped with a spicy bean, quinoa and rice mix which I picked up from @divaripa and mixed with some prawns. The perfect way to whip up a meal in under 10 minutes when you're starving! I hope you all had a great day enjoying the beautiful weather! 🍷 #Dinner #SummerEats #EverydayFitness

View all 27 comments

dilyanatabakova Yummy 🍷

thatsoulfood 🍷🍷🍷

thebigminded My prawn sister! 🍷🍷🍷

natasha_anale Yummmmm!! 🍷🍷🍷🍷

grace_wison @gemmamallins2 minus the

3,007 likes

Mar 22

Add a comment...



aliceiviving Following

aliceiviving Happy Friday gorgeous people! It's strawberry season 🍷 and I'm celebrating with some honey and vanilla protein oats topped with fresh strawberries and some mixed seeds. Simple, great chunky oats for a happy tummy and can be propped the night before to suit on the go for those pushed for time in the morning! I can't wait to see my favourite girl @taliyye this morning before chatting on the radio @badewomenfm later! Enjoy your sun filled day and the countdown is on for the long weekend! #Breakfast #EverydayFitness #Fonzie

Read more comments

miraculous_cbd Looks very good! 🍷

fundyouarefitk Yummy 🍷

stizenzoa Omg yass 🍷

3,757 likes

Mar 22

Add a comment...



aliceiviving Following

aliceiviving Gut health is such an important part of our overall health and something I'm really mindful of. To look after my gut health I like to take a Digestive Enzyme and Super B Microbiotic from @dividichem. Their team have created a best pack of these products which are currently available at health food stores and they also feature an exclusive recipe by me on the back. If you struggle with gut health I would always always seek the advice of a registered nutritionist or dietitian, but these are what work for me to help keep my digestion in check. Let me know if you've tried these and if you spot the twin pack in store! #GutHealth #SuperB

natasha_anale Do they ship to Greece? (Greece, eating, Alice?)

1,930 likes

Mar 22

Add a comment...



aliceiviving Fulham Following

aliceiviving No better way to cool down in this beautiful weather (hey not so good as ice cream but a close second!) Greek yogurt, frozen raspberries and lashings of @pipendnut 🍷 #HeatWave #Snacking

View all 20 comments

launlouise @clarahughes10 mmmmmmm

clarahughes10 @launlouise frozen raspberries why have I never thought of that!

healthynothungry_rach YUM

miss_mumdee How do you get the nut butter so yummy! 🍷🍷

strongbloom YUMMY

maple I like better Greek yogurt with frozen berries than regular ice cream. Especially when mixing a little vanilla protein powder in. Am I weird? 🍷

3,675 likes

Mar 22

Add a comment...



aliceiviving Following

aliceiviving Weekend breakfast inspo (straight from my new book Everyday Fitness) This sweet berry omelette is an absolute winner if you're a sucker for sweetness first thing in the morning and it's a fool proof recipe for even the most novice of cooks! This morning I'm off for a couples workout with my babe @taliyye and our partners followed by @citygym bench so I'll show you what I craved later! I hope everyone's got an exciting long weekend lined up and be sure to enjoy every moment! 🍷 as you can grab the book for a reduced price of only £7.49 on Amazon by hitting the link in my bio! #EverydayFitness #Nope

View all 26 comments

jackshah13 🍷🍷🍷

2,880 likes

Mar 22

Add a comment...



alliceiving
UNIT - Fulham

alliceiving Couples who train together what a perfect way to kick off the bank holiday weekend @un1_fulham with these guys. Obligatory brunch to follow yay! #LongWeekend

View all 25 comments

florian.gaul Nice!

34oceans 🍕🍕🍕🍕🍕🍕🍕🍕🍕🍕

nimmam32 Girl at the front middle where are her leggings from

alliceiving @nimmam32 they're @lululemon 😊

carlycook30 🍕 this!

laurajanevillies So epic!

banhass This could be us @hebeburton if we join tinder 🍕

Love this ❤️👍❤️

2,133 likes

73,303 views

MAY 27



alliceiving
St Clements Cafe

alliceiving A pretty perfect way to start any day 🍕 Happy Sunday! What's everyone sucking into this morning? I'm nursing a slightly sore head but am loading up on water and am ready to make the most of the day! #Breakfast #EverydayFitness

View all 24 comments

10jlm @clean_eating_alice That's my breakfast sorted 🍕

catrinrose I'm naughty this morning @clean_eating_alice I've had a bowl of ready bran with berries and seeds!

healthyyou Wow you're awesome!! I think I'll have one of those 🍕

jonathansaxanderdadd That's looks good! Probably something similar now that we've seen this!

3,279 likes

MAY 28

Add a comment...



alliceiving

alliceiving Forgive me for being a little obsessed with this recipe, but if you're after a del-cious warm summer salad you can find the recipe for the above in my new book Everyday Fitness! All the recipes in the book are incredibly simple - my ethos revolves around dispelling the myth that eating healthy is hard work, and that is expensive. On top of the tasty recipes the book focuses around exercise programmes that can be done at home or at the gym to create the happiest and healthiest bodies! Grab your copy for only £7.49 by hitting the link in my bio 🍕 #Recipe #Lunch #EverydayFitness

View all 33 comments

patinow Cough @mystary_slit_411 birthday cough

3,279 likes

MAY 28

Add a comment...



alliceiving
Third Space Spa

alliceiving I see so many 'booty builder' videos on here so I just wanted to give my two cents worth to hopefully help some of you build some strength in your beautiful posterior! The second exercise of this video is one of the most wrongly done exercises I ever saw. A reverse hyperextension. If done well can be an awesome exercise to target the booty. Sadly, SO many demonstrate this exercise by throwing their legs up into an extreme lumbar extension without control and therefore not creating a disconnection between your hips and spine. This weakens your ability to move through your hips without your lumbar spine taking in which isn't a happy recipe for optimal health or glutes! My best advice? Get good at controlled @clean_eating_alice between hips and spine

2,405 likes

99,756 views

MAY 28

Add a comment...



alliceiving

alliceiving Today is World Digestive Health day! Yup, that's right - a day devoted to taking a little extra care and attention for your tummy, and whether you suffer with digestive issues or not, it's something we can all learn a little more about. With that in mind, I've spoken to the lovely Dr Megan at @theguthealthdoctor about how I can impart some exercise related advice to my fitness focused audience. One of my most frequently asked questions is what to eat before a workout so Megan has put together some words below to offer her best gut friendly pre workout advice 🍕 "What do I eat pre-workout with my sensitive tummy?" For people with sensitive tummies (around 30% of us!) eating a meal high in fibre & fructose (fruit sugar) before a run could

4,964 likes

MAY 28

Add a comment...



alliceiving

alliceiving Summer salads 🍕 rocket, roasted sweet potato, peppers, tomatoes, asparagus, chorizo, feta and mixed roasted seeds! All dressed with a garlicky pesto and olive oil dressing. Plants made so perfect to have as leftovers tomorrow too! Peace out all, and thanks for all your lovely messages today - I really adore you guys! 🍕 #Dinner #EverydayFitness

View all 10 comments

ptcamillan 🍕

emmagubbins @gramposiac

hemfu @lars_purpret - this looks nice minus the chorizo for you

emmachittmoss @siddow yeah it looks lovely!

..healthy_happy_char.. @healthy_living_x

5,256 likes

MAY 28

Add a comment...



alliceiving

alliceiving Breakfast in a hurry 🍕 a quick super greens omelette with asparagus, avocado and some five tomatoes (yes I love tomatoes, and no they're not going anywhere 🍕) I woke up this morning with a whole load of motivation to action some plans I've been working on for a while now, and I am SO excited! Time for a positive and productive week - have a great one everyone! 🍕 #Breakfast #EverydayFitness

View all 24 comments

lifestyleday i need some of that motivation!! so ready to hop back into bed 🍕

healthy_titnum Like it

miss.pasco Just heard you on magic - yay!! such an inspiration honey xxx

2,778 likes

MAY 28

Add a comment...



alliceiving

alliceiving When you're tired and hungry after a long day at work, thinking of a tasty dinner can often be a bit of a challenge. This delicious warm prawn noodle salad is the perfect quick and simple week night supper that can double up as a packed lunch for the following day! Find the recipe in my new book Everyday Fitness which you can grab for only £7.49 from Amazon by hitting the link in my bio 🍕 #Dinner #EverydayFitness

View all 31 comments

topcat9575 Looks delicious 🍕

jessjann_impire 🍕🍕🍕

helentaylor05 @clean_eating_alice is this book only available with amazon? I like

hannahs.homemade.treats Wow that looks incredible!!

3,937 likes

MAY 28

Add a comment...

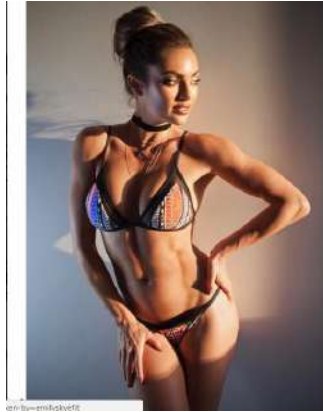


aliceliving Following
 aliceliving Good morning! whilst variety is something I try and aim for in my diet. I also think having your 'go-to' quick and easy meals is really useful for times when your brain has bigger things to think about than what to make for breakfast. This morning was one of those for me, so I replicated yesterday's breakfast with an omelette topped with rocket and then fried some mushrooms in a little butter and added a slice of @profusionorganic tomat and some tomatoes.
 I'm filming lots of workout videos today and I've written a whole load of things I want to film, but if you've any requests of videos for me to capture I'd love for you to drop a comment below so I can make sure I'm covering my content to what you guys want! 🙌 thanks in advance! #Breakfast #Everydayfitness
 2,730 likes
 Add a comment...



aliceliving Following
 The Third space
 aliceliving Common mistakes in a HIP THRUST: I promised you guys an exercise each week and today's Wednesday wisdom comes in the form of a little coaching on the hip thrust.
 In the first video I aimed to demonstrate some of the common mistakes I see on social media and in the gym. 1. Notice my neck is extended back placing greater force through the neck and therefore affecting the neutral spine position we're after.
 2. Notice how my hips drive up too high creating a whole lot of rib flare and a big arch in my lumbar spine (anterior pelvic tilt) - this weakens the core and allows for force to go through the lumbar spine leaving it liable to pain and/or injury.
 2,372 likes
 76,545 views
 Add a comment...

8.1.3 Emily Skye – May 2017



emilyskyefit
Gold Coast, Queensl... Following

emilyskyefit Good morning, good afternoon or good evening everyone! I've been doing more Vlogs lately and just uploaded my most recent one! I'd love it if you subscribed to my channel and gave me some ideas on what to include in my upcoming vlog! 🙌 This vlog is just a light/fun one but I have lots more coming and I have some really big news I'm going to share with you soon! 🙌 Sending lots of love to you all! 🙌

YT Vlog: youtube.com/emilyskye

load more comments

levonthebarbiebearfinest #stunning #bikinifit #bikinifit #stunning and beautiful #perfection

41,035 likes

May 2

Add a comment...



emilyskyefit
Gold Coast, Queensl... Following

emilyskyefit If you want to be healthy and fit then do it. If you want to have more muscle then build it. If you want to be lean then get lean. If you don't want to be healthy or exercise then don't do it. Do whatever it is you want to do and what makes you happy as long as it's not directly hurting anyone. Don't live your life with the constant need to please other people and strive to be who they want you to be. Let them dislike and criticize because I'd much rather live being content with myself and my life than dislike myself and live miserably in attempt to please other miserable people! I put my own opinion of myself well above everyone else's opinion of me and I choose my own happiness over pleasing everyone else.

41,318 likes

May 2

Add a comment...



emilyskyefit
Gold Coast, Queensl... Following

emilyskyefit My Shoulder Workout! 🙌

Take 30-60 sec rest in between sets. Focus on your form - it's more important than how much you lift! 🙌

My Meal & Exercise Programs IN BIO! 🙌

More workouts: @emilyskyefitness or download my workouts app, search "Emily Skye". 🙌

Fitness gear: @ireebok

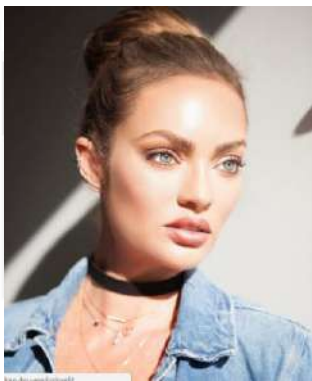
load more comments

12,220 likes

271,365 views

May 2

Add a comment...



emilyskyefit
Gold Coast, Queensl... Following

emilyskyefit Before I fell in love with fitness and made it my career I did a lot of beauty modeling! I loved playing with makeup and lighting! It was my favourite type of modeling back in the day haha! 🙌 I'm 32 now and I thought "I'm too old to do pics like this", but then thought "stfu! I can still do it!" So I got together with my talented sister @jessicawhiteanderson and created some photos in the natural sun light (which is the best I think) - so much fun! 🙌 Don't ever think "I'm too old" or "I'm not good enough" to do such and such, your mind tries to fool you into thinking you lack something or you're not good enough but it's full of sh!t! 🙌 Go for it! I say whatever that may be! 🙌

21,059 likes

May 10

Add a comment...



emilyskyefit
Los Angeles, Califor... Following

emilyskyefit I visit @TheRock on the set of @BakersHO in my new Vlog on YT! Also in my Vlog...

Long DSM talk on:

- Self Worth / Self Belief
- Depression / Anxiety
- How I Overcome Negativity from Myself & Others
- The Obsession With The Perfect Life
- Why I Post "Selfies" & Bikini Pics
- Celebrating Accomplishments
- Realising You Can't Please Everyone

load more comments

slacksyazretsky Monasa-👍

rodflou26 The rock Johnson at his best!

39,429 likes

May 13

Add a comment...



emilyskyefit
Gold Coast, Queensl... Following

emilyskyefit He's the love of my life! 🙌 @recedmond

#grateful #love #happiness #mylove

load more comments

skybarter_fly That baby will be gorgeous...

cliff_bishop Great photo gorgeous couple!

j.gemustit 🙌👍

soubhagimullika Cute

louraj 🙌🙌🙌

frenchy1025 You make quite the beautiful pair!! I love the smiles...

theycallmegiggles You two are seriously my favorite couple ever. I absolutely LOVE the personalities and sense of humor that you two have...

27,379 likes

May 16

Add a comment...



emilyskyefit
Gold Coast, Queensl... Following

emilyskyefit My RT Programs in bio!

Strengthening and growing my glutes has been a personal goal of mine for quite some time and I have to say I've never been stronger throughout my posterior chain or had more shape in my glutes!

What has really helped strengthen and grow my glutes the most is doing glute activation exercises before training my legs & glutes. They switch the glutes on and get them ready to work so I can perform squats, deadlifts, lunges etc correctly. A lot of people have weak glutes because they spend a lot of time sitting down which switches off the glutes and this can lead to an anatomical imbalance with dominant quads and therefore alter the pelvic position. This puts a lot of pressure on the

45,196 likes

May 16

Add a comment...



emilyskyefit
Santa Monica, Califo... Following

emilyskyefit New Vlog LIVE on my YT!

- I catch up with beautiful @annavictoria
- Have an exciting meeting at Warner Bros.
- I attempt to teach my manager @sammingari how to pose for a photo! 🙌

Please have a watch & let me know what you think & also what you'd like to see in my future Vlogs! 🙌

load more comments

crystalhelalab 🙌🙌🙌

jordanoelugo HOLA

jordanoelugo 🙌🙌🙌

jordanoelugo 🙌🙌🙌

20,124 likes

May 18

Add a comment...



emilyskyefit
Gold Coast, Queensland, Australia · Following

emilyskyefit GUESS WHAT!!! Getting ready! 🤗 After months of work I'm excited to finally announce the launch of my new website and cosmetics line @James_Cosmetics | and YES they're cruelty free and NOT tested on animals 🐾

This is something I've been working really hard on over the last few months and I can't wait to see what you all think! I'll be bringing out some really exciting new products in the next few months too! Not many people know this but I'm actually a fully qualified Australian Beauty and Fitness have both been a passion of mine for a long time! 💕

8,375 likes
MAY 22



emilyskyefit
Gold Coast, Queensland, Australia · Following

emilyskyefit My Meal & Workout Programs in Bio! (What I do to build shape & strength & stay healthy & lean)

Removing self doubt allows you to ignite the spark you know is buried deep down inside you. You can finally have what you truly want and deserve but you have to believe in yourself and stop doubting your potential and abilities. No more doubting, no more putting yourself down, no more being negative about yourself. Only you can make changes so no more procrastinating! You are capable of SO much more than you think you are! Never hold yourself back because you "don't think you can" - you CAN and you WILL! 🤗

38,999 likes
MAY 22



emilyskyefit
Gold Coast, Queensland, Australia · Following

emilyskyefit 50% off all of my F.I.T. Programs in Bio!

I'm going to keep drilling this in! 🤗 Weight lifting does the human body wonders! Not just superficially speaking (because they are great for shaping and toning your body) but they strengthen your body and mind too. I strongly suggest doing exercise that you enjoy doing but ladies, please don't ever fear lifting weights, the benefits far outweigh any fear you may have of them. They won't turn you into a man! 💕

Lead more comments
michaelbrown1982 @kyleembleton athahsh.ziva Extraordinary

36,756 likes
MAY 22



emilyskyefit
Gold Coast, Queensland, Australia · Following

emilyskyefit FIT PROGRAM in Bio!

There are no short cuts to getting fit and healthy. You either put in the work or you don't. Consistency is key. That doesn't mean you can't have treats every now and then, but if you really want results then you're going to have to commit yourself and learn when to say "no" to things. You are what you invest your time into most of the time. So if you eat "unhealthy food" most of the time then you'll be unhealthy. If you have a "negative attitude" most of the time then "negative" is what you'll be. Choose wisely what you spend most of the time doing... do your actions give you the results you want? Does the way you think about yourself or "others" make you feel good? Do the people you surround yourself make you feel happy and positive? 🤗

23,586 likes
MAY 22

8.1.4 Joe Wicks – May 2017



90 DAYSS CYCLE TWO - 8 WEEK RESULTS WHAT A LEAN WINNER!

thebodycoach Following

thebodycoach Start your own 90 Day SSS journey at the time in my bio 🙌 I have absolutely loved the last 80 days on the body coach! I've learnt so much about food, effective training and the importance of rest... I started the plan because I couldn't stop indulging after our honeymoon, but also because I noticed a big difference in how I was feeling about myself in terms of self-esteem, confidence and happiness and this wasn't how I wanted to be. So I took the plunge and signed up! I can honestly say it's the best thing I've ever done! It's been worth every penny. Bead of sweat and random happy tears. Although my body has changed for the better, the biggest bonus and the change that matters to me the most is on my face - my smile. My confidence has soared, I'm more focused, and just

4,151 likes

Add a comment...



thebodycoach Following

thebodycoach My low carb high fat lunch today 🍷 Steak with avocado and mozzarella salad 🥑

load more comments

lizmasonmusic Yes let's do it! Xxxx @pau_votier

iamdaveajan Too much yum here! emmb4by @mattjarratt

sinead_tyrell @thelopec1 lunch Wednesday?? 🍷

boudiccapr @elliotmcguinn looks well up your street

12,740 likes

Add a comment...



thebodycoach Following

thebodycoach Here's a little sneak peek of my new book Cooking for Family and Friends 🙌 You can pre-order it now on Amazon for half price! 📖 #amazon15 #thebodycoach #food #recipes

load more comments

beuu37 @vineyyy oooooo! I'll have a look!

thereston Can you please make a vegetarian book?

lesleykinder I love your books, but please can you make the page numbers larger? They are so small!

kiahha @jami_s_sanderson

chelleys @jenys543

melissax Got mine on pre order 🙌🙌

ryoung23 Ordered xix

145,651 views

Add a comment...



thebodycoach Following

thebodycoach Tag someone who loves a burpee 🙌 #thebodycoach #fitness #workout #fitfam

load more comments

jaycibbons @gregfrz

gregfrz @jaycibbons just the thought of a burpee makes me feel sick after yesterday's class 🤔

lucianantonabin Genial!

lucianantonabin Excelente

lucianantonabin @nickscortous just watching is making me sweat, I know you love these!

tomjackson @ballant32

vinah @mayamahr

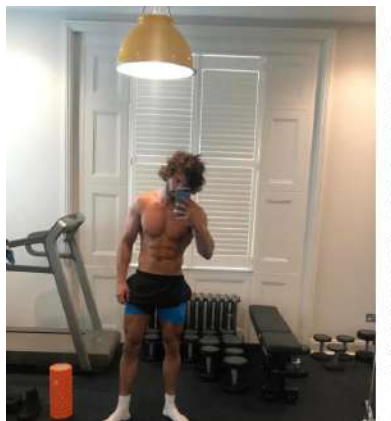
chazhuena @ra_bharris

Lpa69 Haha ive just started being able to see crown. These look

4,423 likes

172,972 views

Add a comment...



thebodycoach Following

thebodycoach My Wednesday morning home workout: 10 Kettle bell front squats, 10 pull ups, 10 press ups, 10 hanging knee raises 🙌 Rest 2 mins and repeated it 5 times 🙌

load more comments

hevdog 🙌🙌🙌 x

marina.santill Gorgeus body 🙌

felipe_aran My God!

quunktgrundmann tolle Socken!

rachelobrien.14 @llyobrian00 ah hi

llyobrien0 @rachelobrien.14 oh my god jogat Coocoooo

charlie_cox @viki_prtce31 this is the guys DVD to do and you get to check him out at the same time, ding dong! 🙌

Immyy @llyxwobtt

19,180 likes

Add a comment...



thebodycoach Following

thebodycoach Is this Cajun chicken breast with jasmine rice salad a bit of you? 🙌 @lucybeccocina #amazon15 #food #recipes #fitness #thebodycoach #foodie

load more comments

sonia_saraj @martin_bonipon65

caroquezadar 🙌🙌🙌

amiga400 I have just made this from your video! Wow so flavour some and so easy to make! Hats off to you @thebodycoach if 🙌

feonaq @fromheight

_sherezee @alan.morton

samatam08 @stevieare3212 🙌

gemwem11 @greenlightpopgirl

cathydake @compickes1893

@dcreandevolino

11,600 likes

321,410 views

Add a comment...



90 DAYSSS
90 DAY SSS GRADUATE AND SUPER LEAN WINNER!

thebodycoach Following

thebodycoach To start your 90 Day SSS journey go to www.thebodycoach.com (link in bio) 📲

I have absolutely loved 90 day SSS! Although at times I have found myself struggling I have reminded myself why I did this: To change the way I feel about myself and be more confident. My results aren't as amazing as some of the transformations but I have worked hard, and I'm really proud of myself for sticking with it. I am now loving exercise and find myself picking healthy food options when eating out! I have definitely changed my outlook on food! 🥰🥰🥰🥰🥰🥰🥰🥰🥰

Check out this awesome transformation from @amrikatejokes on the #90DAYSSSPLAN 📲 You've smashed it Amy and you should be super proud of yourself! 🥰 You look so much fitter!

3,617 likes



WIN A MINI ADVENTURE WITH MINI PARK LANE.

thebodycoach Following

thebodycoach Who fancy going on a Mini Adventure this summer? 📲 I've teamed up with the guys at @miniparklane to get a little competition going 📲 The lucky winner gets a MINI Competition for a week and to top it off can have a MINI adventure at Go Ape in Battersea Park, plus a signed copy of my workout DVD 📲 To enter click on the link in my bio 📲 #miniparklane #miniadventure #competition #winner

load more comments

nikkitaizew @yotandajp you should enter that!

yotandajp Did it @nikkitaizew

spotterlady The link doesn't let me enter the comp it just wants me to book a taxi drive! Where do you click to enter? @thebodycoach

2,878 likes



90 DAYSSS

thebodycoach Following

thebodycoach Double tap if you want the video for my tasty Popeye's chicken recipe 📲 #leanin15 #foodie #instagram #recipe #thebodycoach

load more comments

ray_tr @tomjweston 📲

jaywilliams93 Cooked that last night & was amazing!

lee_bradshaw One of my faves! nella, bella! Got it in the book but love to hear you yelling it out! Great recipe!

ruthiebellbarley @jessajay90 let's make this for tea?

naturallysoaj One of my absolute faves woerd! @baylisk

clive_choux 📲📲

dannvalder92 @blackhodon

24,626 likes



90 DAYSSS

thebodycoach Following

thebodycoach Try my post workout chocolate protein oats with berries and dark chocolate 📲 #leanin15

load more comments

abritynursandthings Could we have measurements please???

flavorandfunventospecials Delicious 📲📲

beccaemwright @charlottemegan_janaidstagram95 @adi_tanna have this recipe? Mia estee @beramx20 nat_lorenz_12 @darevalace91 nat_lorenz_12 @darevalace91 damm121 @luzzyzizi

harrybowen @buddybrockie #weekend 📲📲 @cineouttraining 📲

6,000 likes

224,108 views



90 DAYSSS

thebodycoach Dublin, Ireland Following

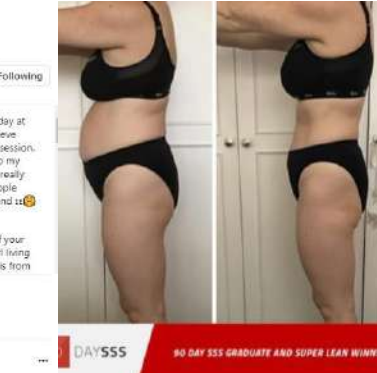
thebodycoach Had so much fun today at @wellfestir! Dublin 📲 Can't believe how many people came to my HIIT session. I used to struggle to get 5 people to my first bootcamp in Richmond so feel really proud and lucky to see all these people today 📲 Thanks for having me Ireland! 📲

load more comments

Lforde @esaxby your talking out of your ass love I'm born and bred Irish girl living in London and my boyfriend is from Ireland

22,385 likes

362,146 views



90 DAYSSS
90 DAY SSS GRADUATE AND SUPER LEAN WINNER!

thebodycoach Following

thebodycoach So proud of all the lean winners getting fitter, healthier and leaner on my #90DAYSSSPLAN 📲 Click on the link in my bio to start your journey today 📲

The biggest thing for me was to keep reminding myself that this plan is 90 days so to trust the process and not look what I've achieved. I am so grateful and have never felt so strong and healthy in my life. I was previously a slimming club 'resident' as I was a member for years! This is different, completely different. It changes your way of thinking and how you see food. I feel more confident in making the right choices and I continue to learn. Combination of the right food and exercise is key. I love this plan! 📲📲📲📲📲📲📲📲📲📲

Congratulations to this super lean winner on her fantastic transformation on the #90dayssplan 📲📲 #fitness #health

2,781 likes



90 DAYSSS

thebodycoach Following

thebodycoach Good morning world 📲📲 Try these Sweet potato hash browns with spinach and egg 📲📲📲📲 INGREDIENTS:

Sweet potato

Chopped onion

Chopped garlic

Salt and pepper

Plain flour

Olive oil

@lucybeaconat

Knob of butter

8,991 likes

314,647 views



90 DAYSSS

thebodycoach Following

thebodycoach My new book Cooking for family and friends is out now to pre order on Amazon 📲 Click the link in my bio to get your copy for half price today 📲 #foodie #food #leanin15 #cooking #family

load more comments

meg_x_jones You hair gives me LIFE yesssss. I love it 📲 Love from Ireland 📲 Love your books xx

dik66 @nami_ni_she_beautiful 📲

cocoblush7 📲

carolina_lannuzzi 📲📲

keaverbooth 📲📲 @liam.love.life

liam.love.life @keaver.booth nooooooo000000

keaverbooth @liam.love.life I'll actually fight you 📲

8,426 likes



thebodycoach Following

thebodycoach Banana and chocolate post-workout overnight oats 🍌🍫 #lean15 #thebodycoach #foodie

load more comments

mscharlotte108ff How long should they be in the fridge for? When I ate mine the next morning the oats were still quite hard and it tasted a little powdery.

callum28 @airmackenzie

callum28 @airmackenzie

daynaferreira @riyanoye_wellnessgary @herbertlanster

Jennynauton1 Here you go @bikin_hd Super duper tasty! X

rachelhughes51 @shawnking

kroffey82 @id_carell without the bananas of

6,192 likes

234,986 views

MAY 7

Add a comment...



thebodycoach Following

thebodycoach Zatar chicken and chickpea salad with pomegranate 🍷🍌 #lean15 #Lunch #summer #recipes #nutrition #fitness #foodie

load more comments

michaelerena @charler53 you need this benitawest @monique_west

.danielleaders @ashleighturningg this looks gooooooood

antonia_mckillop That looks really good @fithalphytimes

sammyn1985 @ameeggsbanjay looks yum so

Jessielw23 Mmm the chicken #preegg

Jessiele Where can I find the recipe for this please??

theem0522 Recipe please!

15,978 likes

MAY 8

Add a comment...



thebodycoach Grosvenor House, A... Following

thebodycoach With my lovely publisher @carolefontinson & my mentor and manager @bev_james at the British Book awards 2017 📖🏆 #London

load more comments

bekkiemiles Your my idol

jimmbowen Meff

rosannasreal 🙌🙌🙌🙌

slm_sainii All of your hard work pays off! Congrats! We all learn so much from you!

10,746 likes

MAY 8

Add a comment...



thebodycoach Following

thebodycoach Lunch goals 🍷 Tuna Nigbo salad from #lean15 book! 🍷 #lean15 #Lunch #food #foodie #thebodycoach

load more comments

leannecolesley One of my fers x: shellypadan @pennylouise_1 for you xx

bellangelique @hata_sately

(oni_kki) You should try the sushi grade tuna from the amazing @highendkitchenfoods

ilpoo @officalkrows maybe I'll have this next week

charmarhall5 @megashrubn194

omomakan Bang Bang @tommaalen

suwangaen Yaki!

caethwood @kellu girl hel vest!

18,625 likes

MAY 8

Add a comment...



thebodycoach Following

thebodycoach To start your 90 Day 555 journey today go to www.thebodycoach.com (link in bio) 🍷🍷 I'm so happy with the results. I was desperate to shed some fat and my weight training had plateaued but this new diet and training has really worked well. It's achieved chest and arm definition I'm not sure I've had before. Cycle 1 gave instant results and I lost a ton fat. It was hard initially with the lack of carbs and at the end of cycle 1 I didn't feel like there was much change. However, the change was really clear when comparing the before and after photos. I struggled with Cycle 2 and found myself reluctant to eat lots of carbs again. Cycle 3 really changed things and I loved the new training workouts. In summary the 90 day plan has really changed my diet and eating habits for the

2,472 likes

MAY 9

Add a comment...

90 DAY 555 90 DAY GRADUATE & LEAN WINNER!



thebodycoach Following

thebodycoach Quick and easy #lean15 pizza 🍷 TAG a mate who loves a pizza #lean15 #foodie #pizza #foodporn #thebodycoach

load more comments

amycutting5 @daynich89

nicoleawesley @comackesley

eliebibaerd @joegalagher tonight?

joegalagher Yeah okay

joegalagher @eliebibaerd yeah okay

chloperry @shahat234

scottycrain How is this made @thebodycoach

sophstamp @jodistamp27

sammorak @joe_monk3

billmartini @zOemilior you making?!

27,424 likes

MAY 9

Add a comment...



thebodycoach Richmond station Following

thebodycoach Give this abs routine a blast 🍷 30 seconds on each move. Repeat for two minutes and repeat #abs #lean15 #fitness #fitpop #instafit

load more comments

sammendalfon @hian_dalits

jazulm Thanko! 🙌🙌

flower_jake @beckies57

na.thalia @renstavr00v voce gerante usa apenas o peso do seu corpo. Muitas repetições e carga moderada

djibep @sumungunu this one too

carlem @migueljohn

jackweston18 @afcebarkeov

emily_bing @kenyanzous

amwest1 this routine is the best out there!

7,564 likes

164,095 views

MAY 10

Add a comment...



thebodycoach Following

thebodycoach Try this quick and easy potato salad with smoked paprika chicken 🍷 #lean15 #PostWorkout

load more comments

am_biggs @maae_bee

am_biggs @stuartyeth1 I did this one stuartyeth @em_biggs yum

carlytweeflowers @olaz_aka_muz

uniquely_jay95 This is gonna be dinner tonight

jess_mina @afarukhtar @omni_10

s_ameel @stevernelson

shichan1 @jameskelly91 the could work for lunch or dinn!

jackc @ractormer

han_khenlar @BerDicoe

12,896 likes

289,732 views

MAY 10

Add a comment...



thebodycoach Following

thebodycoach Click on the link in my bio to start your 90 Day 555 Plan journey today 🙌🏻 I decided to sign up to the programme after gaining more than a stone over a year (partially due to injury) and returning from an A&E inclusive holiday where I think I returned carrying the whole buffet! I've loved Cycle 1, once I got used to the amount of food to consume, I kept my meals simple with lots of repeats. I kept my snacks the same every day and drank my whole water allowance. It's amazing that when you start drinking the recommended water intake that you become addicted to it, something I never thought would happen. I had 2 meals out during the Cycle where I just kept to the principles and ate protein and greens. I also had a few nights where I had alcohol but overall only had about 8 G&Ts in the 30...

3,194 likes

14th Jun

Add a comment...



thebodycoach Following

thebodycoach Is my #stein15 in-a-hurry cottage pie a bit of you? 🙌🏻 #foodie #recipe #thebodycoach #food #nutrition with @larybeccoout

load more comments

emecan @congrat5 _andee @lysamarie we could make this #audjwktv Made it tonight 🙌🏻 so delicious 🙌🏻🙌🏻🙌🏻 thanks for inspiration 🙌🏻

karismsackley @michelle_mackley marcelle.thomas @gregjo sophietottman @adam_mahoney? johnnyj1 wish you would let the ingredients come up so we don't miss any love your ideas! @juliegiffin23

6,256 likes

214,290 views

14th May

Add a comment...

Don't compare your progress to other people. Everybody is different. Work hard and be consistent, you are making progress everyday.

@thebodycoach

thebodycoach Following

thebodycoach Focus on yourself and let's win this week 🙌🏻 #thebodycoach #mondymotivation #fitness #health #nutrition #workout #fitgo #motivation #inspiration

load more comments

rosannareal True! max70 @thebodycoach are you not putting up a new hit workout this week???

natters_14 @teamsprintastic @vaynycordoni 🙌🏻

qdhr92 @tamim23 🙌🏻

lanje23 @gth82 🙌🏻

izak.wadkins @roselauren aw this is caye! gabrielakias @traylayoff kramnoaj @maljoann 🙌🏻

16,126 likes

13th Jun

Add a comment...



thebodycoach Following

thebodycoach Chicken and pesto pasta 🙌🏻 So quick and easy and tastes unreal 🙌🏻 #stein15 #foodie #thebodycoach #food #instagram

load more comments

adefewinton @mickawnton stevenorley90 @kzyrobrown addictbelblossom @amy_shacklady sophielouiseucas @marfth 🙌🏻

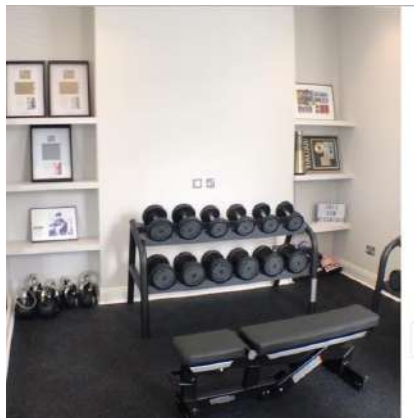
teirynone @finanz321 dinner tonight ?? handalington_ @rachidawington nicolascheffer @dghomadrn ella_atkinson @rasberry_maya raspberry_maya Ruth 🙌🏻 @ella_atkinson ella_atkinson I love that dish so much 🙌🏻🙌🏻🙌🏻🙌🏻🙌🏻🙌🏻

14,204 likes

425,561 views

13th Jun

Add a comment...



thebodycoach Following

thebodycoach A little tour of my home gym 🙌🏻 I've always dreamed of having a gym at home so really chuffed I've finally got one 🙌🏻 @bachmogym #homeGym #fitness #stein15

load more comments

poppilatesmann My advice is to make sure that those pictures are firmly secured as once you start bouncing around with your hilt then they will all fall off!!! tomwayman52 The real question here is how long does it stay that tidy haha 🙌🏻

charchmand596 That is a brilliant home gym, you so deserve all the lovely things in life you have worked so hard for so! anycutting9 For our second home? @daynah95 🙌🏻

Where can I get one of?

12,991 likes

282,495 views

15th May

Add a comment...



thebodycoach Following

thebodycoach Try my Cajun salmon with sweet corn and cucumber relish 🙌🏻 #Leann15 #recipe

load more comments

giffoley @luceluncan muna_sadeh90 @vbnbrady1 hahahahahaha 🙌🏻

emason15 just made this 🙌🏻 added black beans too, god bless you mickwalk_ @daryefines? kelseycooler @iamcorcoran foster_jake @danh83 creamood All these recipes in your book! jess_mina @fatana.akhtar @omni_10 shinchani @tikano5414 are you ok with this for dinner 🙌🏻🙌🏻🙌🏻

9,352 likes

250,430 views

16th Jun

Add a comment...



thebodycoach Following

thebodycoach My new book is coming out June 1st 🙌🏻 If you want to be the first to get your hands on it click the link in my Instagram bio and pre-order it for half price on Amazon 🙌🏻

load more comments

melampopelytu Ohhhh I want this book!!!

7aboz7 @thebodycoach down!!

mariah_carey_blossom_boland 🙌🏻🙌🏻🙌🏻

annatoulouhart @jenny_x36 daryelade90 I will be ordering this to add to my collection. Is it OK just choose recipes from different books just to create a healthier lifestyle or should you just stick to one book at a time depending on what you want to achieve. For example I start each week with a lot of meals I want but they

5,167 likes

16th Jun

Add a comment...



thebodycoach Following

thebodycoach Hold tight for this tasty prawn and coconut salsa 🙌🏻🙌🏻 #foodie #food #thebodycoach #recipe #instagram #instagram

load more comments

edentik @nahcomyt getting_fedup Made this tonight - so yum!!!!

azizairani @hadelos1 hadelos1 @azizairani ah soooo cool!!!

matrimajury @develsie if@acordingtaniki @chezyofat1 rachbowenjones @aled_davies next on my list 🙌🏻

barron_xo @thebodycoach cooking this now how much coconut milk do you put 🙌🏻🙌🏻🙌🏻

6,943 likes

178,498 views

17th Jun

Add a comment...



thebodycoach Following

thebodycoach Who wants the recipe for these no-bake chocolate, oat and macadamia nut protein energy balls? 🍫🥜
#eattime #recipe #thebodycoach #foodie #chocolate

load more comments

helenamth5778 Yes please 🙏
jennydowney2014 Oh yes please
jOnlyOne Oh yes please, can I have them on SAT?
dijoux.stephanie Me too!
jalepar3 yes
alltajordan1630 Me please but can I just leave the chocolate out?
giamline Donde puedo ver la receta? 🙏
nicholasamth57 Yes please

27,552 likes
Mar 17

Add a comment...



thebodycoach Following

thebodycoach Swipe left for the video for these amazing spicy chicken lettuce boats 🌶️🍗 #lean15 #glucosecontrol

load more comments

susanna_cru8 @temmycoltman
magk_safarin Like the format picture & video 🙏
sira105 @christina09 looks so yummy but do I eat half the ingredients were 1p
nicoleff27 @bodycuton
lovelysonial @_jess1977
jedwhitton @ben89
kelemb95 @joshafine1 give them!!
rusan4556 kls, tendri g agudiar mi odo en tu idioma, jgavis st3a pzz
lanlaan teach properly or don't do it at all your cooking videos are like porn videos

7,747 likes
Mar 19

Add a comment...



thebodycoach Following

thebodycoach On that cloud egg train 🍳👉 this is for the video recipe 🍳
#lean15 #food #brunch #breakfast #foodie #cloudegg

load more comments

jan13davi34 @gemma_valentinedeaves klshe10 Did you guys try this yet? @aishoara @mimimanz
sophgeorge7 @milliemiddleton1
_annahowes @baezedanny
meredithm... Whatchu know about Cloud eggs @dstrom88
delacha @arianamotazed really into cloud eggs m
arianamotazed @delacha what is a cloud egg where do I acquire one
charlotte.smith22 @ajayshelmittt

20,587 likes
Mar 18

Add a comment...



thebodycoach Following

thebodycoach Tap a mate who'd love this roasted butternut squash and goat cheese gnocchi 🍲👉 it's so quick and easy and tastes amazing 🍴 #lean15 #weekend #dinner #recipe #recipes #food #instagood #thebodycoach

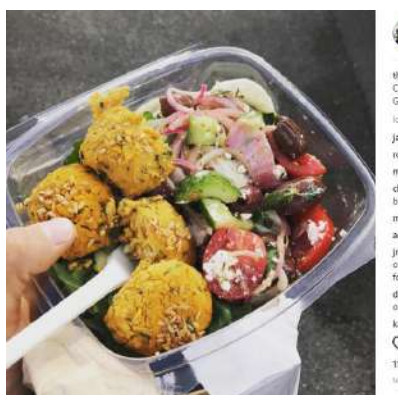
load more comments

nomi_b89 @rosscart
ghoeb_kate @charliepooy
ferdaisale @jamespogner @scipha11
sarahdls @rosspage
cozi_barlow @parkerross, watch all the videos
margparrott15 @hannah
zjbarat Was awesome tried this just a few days ago

30,309 likes
Mar 19

262,406 views

Add a comment...



thebodycoach Following

thebodycoach One for the veggie! 🌱🥗 Chickpea and butternut squash falafel with Greek salad 🇬🇷 #Lean #OnTheGo

load more comments

jadedcoral91 @vintage_theos
rosalindjane... Omg this looks amazing!
myberrybearsand @laykay84 xx
deestay2 Shit those falafels looks like the bomb 🙏
mideo0 @annatouse07
adel128 Is this a carb rich meal??
jmgreenland Nice one! Inventive version of a mainstream veggie go to - can't wait for the recipe!
dovydov @cece6203 think he finally heard our prayers
katvfraser @DLelelecaster 🙏

11,835 likes
Mar 18

Add a comment...



thebodycoach Following

thebodycoach Tag someone who should try the workout 🏋️🙏

load more comments

dave Lo amo @gentonavarro
gentonavarro @dave ah pero está más fuerte que patada de allenamento
_abano... Looks like @jurtboil_ale
eclawh30 @thebodycoach I love you 🙏🙏🙏
ballysapes Maybe after work hey @_cans_jost_e_7
andw Easy least @damin
danielatala08 @_maddiecoltman @olivia_steve I can only imagine the thrushs
danielatala08 @_maddiecoltman did he just like my comment

11,104 likes
Mar 20

335,808 views

Add a comment...



thebodycoach Following

thebodycoach Treat time 🍫 Try these homemade chocolate, oat and macadamia nut protein energy balls 🍴 #thebodycoach #foodie #lean15 #recipe #instagood #chocolate

load more comments

duckenka_10 @vin1zactier23
hansyden @benford99
Bika_ruse6 @joenitro
justi_thakar1 @shanev snack option
santasad13 @ululululul
emartin104 @k15_ric11
dayniferreira @tyanyys
ruksananana_batman These look lush @herosporite
aaronbyzefite @_mattbuse

3,278 likes
Mar 20

257,704 views

Add a comment...



thebodycoach Following

thebodycoach My new book is half price on Amazon today 📖🙏🙏 Click the link in my Instagram bio to get your copy 🙏🙏 It has 100 brand new recipes for you to share with your family and friends 🙏🙏

load more comments

dejees.wales Just pre ordered mine I can't wait 🙏
abrudar @louisood14 @holincampbell123
eleanorleanoribor Are there many veggie recipes?
louisood14 @puzadar
teenenfoy76 @hannah_jane_x
bananabella3 Got mine pre-ordered 🙏
maccsallace_bendon 🙏
jennalatt @radiermo can we get these books pls?

4,219 likes
Mar 20

Add a comment...



thebodycoach Following

thebodycoach Tag a mate who might like to try my homemade chicken katsu curry 🍗🍛 #katsu15 #foodie #food #instagood #thebodycoach

Load more comments

emmajane_knitters We have been trying this... we used a rolling pin (as it states in your book). It didn't work. So after watching the video I now want to use saucapan. #wongoo3 #rockymistake This is so nice and easy to make 🥰🥰

jameskaly91 @shinchan! lucindabates @sianburchett @sophietottman I'm making this tonight 🥰

sianburchett @lucindabates so weird... me and @sophietottman were talking about katsu curry the other day and about...

8,856 likes

341,118 views

May 24

Add a comment...



thebodycoach Following

thebodycoach Check out these bad ass American style protein pancakes 🥞🍌 It's a recipe from my new book 📖 Cooking for family and friends. Click the link in my bio to order your copy for half price on Amazon 🛒 #bookie #pancakes #katsu15

Load more comments

rafadelabroski @marcelabroski romachedon @thebodycoach already pre-ordered... 🥰🥰

scottycann03 @natelgy scenes natelgy yes @scottycann03 over night later always look amazing and I can never get mine to be as nice!

scottycann03 @natelgy you hunting for a reply there...? @thebodycoach 🥰🥰

natelgy Maha I wasn't @scottycann03, but if I get one I'll not complain 🥰🥰

8,268 likes

May 23

Add a comment...



thebodycoach Following

thebodycoach He like if you want the recipe for my blueberry oat muffins 🥞🍌

Load more comments

margjodhan1 Would like the recipe please - love all your recipes - so easy. Thanks x manawazz Yes please

gadwilling Where's the recipe, looks delicious 🥰🥰 @thebodycoach mluxtonbrooks Would love the recipe 🥰

tzwinght20 Waiting eagerly for this recipe

justamom01 Would love this recipe! ,matty_mitch yes please

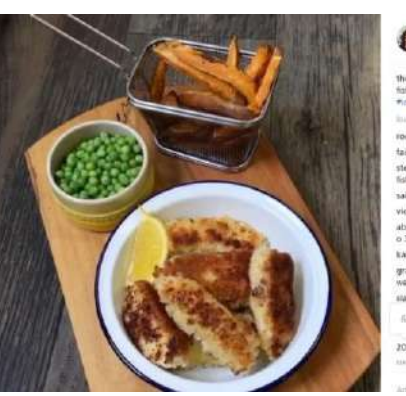
janinecoomb003 Yes please nicolcm66 Yes please

6,535 likes

202,428 views

May 22

Add a comment...



thebodycoach Following

thebodycoach Try these tasty homemade fish & chips 🐟🍷 #katsu15 #fishandchips #instagood #recipes #thebodycoach

Load more comments

roden93 @belliehuggins faaal 87 @maryam_almomem 🥰🥰 stefcaspe90 Let's try this and I will attempt fish @jakeycillar2

sakib_nade @abdenbenasse vick_jukes @pedweston aldenbenasse @saki_sakia faha de ta tj o small hashki

kalamamer I miss fish & chips grahamguyter_ee @ocean_hughes_12 can we try this?

nanjennifer @maide_gatagher I've been thinking of...

6,535 likes

202,857 views

May 18

Add a comment...



thebodycoach Following

thebodycoach Hold tight for this Saturday brunch 🥞🍌

Load more comments

soffling_hiller Love @galibakery! sarahryce33 fit

_charlottajackson @marinatoskka 🥰

bhagyaeshi_gawar @phillerkitter me yaacha 90 days cha plan sunu karye, including workout. What do you think? 🥰

phillerkitter @bhagyaeshi_gawar yes! Reason sanjte Tula udhya ka ho she phillerkitter @bhagyaeshi_gawar sea food khup she pan tu kay khushi. Mala tyancha vege diet nupr mahis she Kay asi!

jahadagaming That's weird. I had exactly that about an hour ago

fusionfooddiary Yum! I'm going to make

13,597 likes

May 27

Add a comment...



thebodycoach Following

thebodycoach Competition time 🏆🥰 For your chance to win a signed copy of my brand new cook book, simply regram this image with the hashtag #JoeWicksCookingWithFriends 🥰 Good luck. One winner will be announced Monday morning at 10am 🕒📅

Load more comments

jaithat1985 Fantastic! #JoeWicks Have reported 🥰 Your books are great! 📖

namaska... so excited to try these @thebodycoach #mamakie jycasava #JoeWicksCookingWithFriends #ambr1 #JoeWicksCookingWithFriends Love it 🥰

next-to-heaven @shellyb140 this looks like a cookbook you would like!

starbriht1506 great!

3,631 likes

May 27

Add a comment...



thebodycoach Following

thebodycoach **OMG** have you tried this one yet! 🤩 The creamy cauliflower cheese sauce tastes unreal! 🤩 @luzbeccomut #Learn15 #food #recipes #thebodycoach #foodie #foodporn #fitness

load more comments

paulacaine **Omg** @thebodycoach I've just made this and probably should stop eating but it's sooooo delicious! x

rebeccaosamu @lanhndley_

ctron0401 @koto01 🤩🤩

lillemas Oh my gawd @haryadani

haryadani @lillemas I know 🤩🤩

amberehwards_ @tayahs18

sindyansell @dianne.maree

madhi @gursheid

18,862 likes

270,378 views

MAY 31

Add a comment...



thebodycoach Following

thebodycoach Go to www.thebodycoach.com (link in bio) to start your 90 Day 5SS Plan! 🤩

"Cycle 3 has been really good for me, it's not only helped to continue to shape my body towards my goal, but I am now fitter than I have ever been and am feeling really great about myself for the first time in ages, so I'd like to share with you my story to date. Every story starts with a first step, mine was taking the plunge on the 90 day journey. I had no expectations of the perfect body, but what I have got is a good knowledge of food and exercise. When I started 90 days ago my fitness level was non-existent, but now I'm above average on the scale. It's great! I feel alive, full of energy and know that with continued work I will see the results get even better. My progress may be slower than others, but I

4,301 likes

MAY 31

Add a comment...

8.1.5 Josef Rakich – May 2017



Josef Rakich
Glenfield, New Zealand

Josef Rakich Hey guys I've decided to be part of the "Healthy never tasted better" online Summit by LIVE FIT TV so check it out. Link is in my snapchat.

Username: [Josef_Rakich](#)

load more comments

[houston.walters](#) #snapsquad @josefrakich not only do you have a good physique, you are so kind to your followers and are always giving back to us ♥️🙏🏻

[sarbhjuneja3](#) No one has a big heart like yours to do such kind stuff for the people 🙏🏻 #snapsquad

[hrysoo7](#) #snapsquad love ya work keep up the good stuff, always motivates me to hit the gym watching you train 🙏🏻🙏🏻

[alexbuffone](#) Nice excited to see it!!

13,571 likes



Josef Rakich
Auckland, New Zealand

Josef Rakich #TB to this one time I actually decided to cut lol... for anyone needing help with fat loss just hit the link in my bio for my FREE eBook! @josefrakich

load more comments

[josefrakich](#) @osocharty02 Well Said bro, awesome.

[davefulu](#) #snapsquad what a gun 🙏🏻 flex flex 🙏🏻

[balleygeddes7](#) #snapsquad

[collinreecheat](#) #snapsquad

[anaezelidat](#) #snapsquad

[michaelhizar](#) #SNAPSQUAD

[thacarisajo](#) #snapsquad

[navi_singz](#) Nice muscles bro #snapsquad NZ

[tobidawn](#) Omg!!!! #snapsquad 🙏🏻🙏🏻

13,316 likes



Josef Rakich
Albany, New Zealand

Josef Rakich Want my top 5 fat loss secrets? Click link in my bio! @josefrakich

load more comments

[Tfymgirl](#) @josefrakich Thank You #snapsquad always 🙏🏻🙏🏻🙏🏻

[chrismarshall15](#) #snapsquad 🙏🏻

[arj_bbb](#) #snapsquad 🙏🏻

[tommyrobertfitness](#) #snapsquad you're my biggest inspiration Josef! Thank you for all of your help and advice! You always keep me motivated to better myself! Legend! 🙏🏻🙏🏻

[mik_88316](#) Want to talk about commitment. Look at the picture above. #inspiration #SNAPSQUAD MR 🙏🏻🙏🏻🙏🏻

[broadprice](#) #snapsquad 🙏🏻

13,735 likes



Josef Rakich
Wolf's Gym

Josef Rakich Awesome leg workout this morning with the legend himself! @diquapan & @troyoungpaps 212 Olympia bodybuilder and of course the bro himself @manc_boss! Legs going to be hurting tomorrow! 🙏🏻

load more comments

[rohanngeorgemathew](#) #snapsquad

[#snapsquad](#) #snapsquad #snapsquad

[#snapsquad](#) #snapsquad

[gill_bon](#) #snapsquad

[emadaboughouth2](#) #SNAPSQUAD

[billymac333](#) #snapsquad 🙏🏻

[josefrakich](#) @sportsfourdays 🙏🏻

[sportsfourdays](#) @josefrakich 🙏🏻

[josefrakich](#) @josefrakich @manc_boss I was the smallest kid in my class for years man. keep it up! 🙏🏻🙏🏻

13,420 likes



Josef Rakich
Albany, New Zealand

Josef Rakich The gun look good when I cut lol. 🙏🏻

Need help building muscle? Hit the link in my bio for my FREE muscle building guide! @josefrakich

load more comments

[josefrakich](#) @danthemody Happy to hear it man!

[josefrakich](#) @tydute27 Thanks man!

[johnnaazjohn](#) #SNAPSQUAD

[bedhead_95](#) #snapsquad why can't my legs look like that 🙏🏻

[farrallyjames00](#) Mean legs bro

[shubhamjenbekar007](#) @josefrakich I'm glad that you replied! 🙏🏻

[piploot123](#) Sponsor me #SNAPSQUAD

13,511 likes



Josef Rakich
Auckland City

Josef Rakich Just bought myself a pet Lion. 🙏🏻

load more comments

[martin_jump](#) #snapsquad

[lucky_king](#) @josefrakich sickkk zhttt! 🙏🏻

[brendon.ferreira.1997](#) Beautiful #snapsquad

[inrpese](#) #snapsquad 🙏🏻

[kyle_joseph](#) #snapsquad

[shaan_johari](#) #snapsquad

[bogdih](#) #snapsquad

[tarrynchander0x](#) #snapsquad 🙏🏻🙏🏻

[jonas_rohr](#) #snapsquad

[emadaboughouth2](#) #SNAPSQUAD

[lucynilson](#) #snapsquad

[josefrakich](#) @thatskuzastan 🙏🏻

13,144 likes



Josef Rakich
New Zealand

Josef Rakich Think of the 3 biggest discouragers in your life.

There not your biggest discouragers - You are.

Hit link in bio for my FREE muscle building guide! @josefrakich

load more comments

[Benn_hibbert](#) #snapsquad 🙏🏻🙏🏻🙏🏻

[sassy_jr](#) Still looking big Joseph #snapsquad

[josefrakich](#) @kuntaignaldongare

[_jazan_albakeet](#) #snapsquad damn tarekheiba #snapsquad never too late to comment 🙏🏻

13,430 likes



Josef Rakich

Josef Rakich Life's a beach. Enjoy it.

FREE muscle building eBook, link in bio: @josefrakich

load more comments

[vall_cristescu](#) #snapsquad

[shen.lien](#) 🙏🏻 like your abs

[anwar_momin](#) #snapsquad

[Ingeekunn](#) THAT is a picture 🙏🏻

#Snapsquad

13,241 likes



Josefrakich
Auckland, New Zealand

Josefrakich Throwback to last time in India flexing with the squad! (Tag if you know them) @Josefrakich_Youtube

load more comments

jonas_rohi #snapsquad dream team
jordancoffer If you haven't tried EHP supps you need to get it INDIASnapsquad
brendondavis8 #snapsquad 🤔🤔🤔🤔
shaan_johari Haha squad goals

13,925 likes



Josefrakich
Auckland City

Josefrakich I always do my best to not be back to all so if you have any questions on training, nutrition or supplementation ask me below & I will get back to you eventually! 🙌 #AskMeAnything

load more comments

kundalgeraldsngare 18 inches?!

Josefrakich @kundan25 Hey Luke generally speaking when training for muscle hypertrophy you would want to be in the 15-3 range

hannahmccabe Hey @Josefrakich when I'm trying back on shoulders I seem to tense my neck too much, any suggestions to stop this so I don't hurt myself further?

Josefrakich @hannahmccabe Hey Hannah, it's this with any particular exercises.

13,630 likes



Josefrakich
Auckland, New Zealand

Josefrakich Relaxed back shot.

Full back workout on Snapchat: Josefrakich

load more comments

arley093 #snapsquad
patrickullen_ #snapsquad
_shahrez24 #snapsquad
zachinball, Hell yeah dude #snapsquad 🙌🙌🙌🙌

Josefrakich @kundalgeraldsngare haha keep it up

reecealexander Wow bro I Unreal back gains

two_adamczyk #snapsquad
flynn_hilbert #snapsquad 🙌🙌🙌🙌

15,536 likes



Josefrakich

Josefrakich Bro, just hurry up and take the pic.

load more comments

Josefrakich @rody_getright D V D
Jordan, sepp #snapsquad
christian92 #SNAPSQUAD
chemisac #SNAPSQUAD
keepin_jib #SNAPSQUAD
danhar #snapsquad
christopherhagen #snapsquad
jaysontkayliza Aye I see you in your snap story listening to kanye! Jose!

umzz_b #snapsquad always been a poster eh?

b_beezer #snapsquad
jussuffbaham #snapsquad

13,596 likes



Josefrakich

Josefrakich CLIENT RESULTS 🎯
#JRF-results
JOIN TODAY FOR 90% OFF!
#JRF_Transformations

load more comments

shaan_johari Shocking results man. Well done on your success and thanks for inspiring people like me. Keep it up #SNAPSQUAD

jamesmullan17 #snapsquad thanks for those live stream videos they have improved my technique so much! Keep it up @Josefrakich

ratty1989 #snapsquad
william_breanor #SNAPSQUAD
all-mahmoudsalah #snapsquad 🙌🙌
victorbravo4666 #snapsquad great transformations 🙌🙌

65,965 views



Josefrakich
Albany, North Shore

Josefrakich #JosefTipOfTheDay

IF FAT LOSS STALLS TAKE A DIET BREAK!

When dieting and in a calorie deficit for a prolonged period of time your metabolism, thyroid production and leptin levels down regulate which leads to plateau in fat loss. Now what do most people do when fat loss stalls? They decrease calories even more, which sometimes can make the situation even worse and actually cause your body to start storing fat to survive and you also damage your metabolic rate. I have heard of some people consuming less than 1000 calories a day and doing more than an hour of cardio per day and still not dropping body fat. How is this even possible to not lose weight when they are consuming so little calories and doing so

12,381 likes



Josefrakich
Auckland, New Zealand

Josefrakich Who can guess my body fat here?

Join my muscle building & fat loss transformation program today for a crazy 90% OFF! @JRF_Transformations

load more comments

ferencsteadi #snapsquad
zohanngeorgeathew #snapsquad 11% body fat
raphael_jubi 6%
angelesose88 it's all lean muscle 🙌🙌
I'm going with 10% of fat #snapsquad
christopherhagen #snapsquad 🙌🙌
amadabughosh12 #snapsquad j.
Re_creative #snapsquad you the man kum 🙌

13,227 likes

97,829 views



Josefrakich
West Harbour, Auckland

Josefrakich www.JosefrakichFitness.com

load more comments

hemmish_mac #snapsquad I've lost my first 10.6 kg since January with you motivation me all the way. Can't thank you enough! 🙌🙌

ophef12 #snapsquad 🙌🙌🙌
angelesose88 All it takes is motivation, dedication and patience! 🙌🙌🙌
#snapsquad
waleed_yel The best 🙌🙌 #snapsquad

Josefrakich @hemmish_mac Awesome bro. Keep it up

Josefrakich @darrylscottfitness Awesome. Let me know how you go!

darrylscottfitness @Josefrakich I'll be sure to my man!

13,124 likes



Josefrackich CLIENT RESULTS
#JRFResults
JOIN TODAY FOR 90% OFF!
@JRF_Transformations

load more comments

...mattstacey #snapsquad keep grinding
...mclovinnidich #snapsquad
...samyak #snapsquad bustin
li487 #snapsquad
dubs_alie #snapsquad tesseract
Josefrackich @angelgogogo00 awesome bro keep up the good work!
mckinmont Awesome work! #snapsquad
patovfit #snapsquad 🙌🙌🙌 join the gain train 12week programme
nessabet30 #snapsquad

66,193 views
MAY 12



Josefrackich Auckland, New Zeal... Following

Josefrackich LIVE STREAMING my next leg workout on Facebook, Instagram, YouTube & Periscope (all at the same time) plus I will also be announcing the winner for the FREE trip to New Zealand for 4 days to come train with me. (All food & accommodation paid for)

www.JosefrackichFitness.com

load more comments

ronbonmm Quad goals #SNAPSQUAD
theoz90 #snapsquad
jonas_rohr #snapsquad
masonjustin7 #snapsquad Persistence is key and in the end you will prevail 🙌🙌🙌 #London #JRF #transformation
_zezan_albakheet_ #snapsquad bruhhhhh nice gains

14,103 likes
MAY 13



Josefrackich West Harbour, Auck... Following

Josefrackich #JosetsTipOfTheDay

SHOULD YOU TRAIN YOUR ABS WHEN BULKING?

First off we need to understand what creates a good set of abs. A good set of abs is created by 1, low body fat, and 2, muscle hypertrophy in the abs which is the increase in muscle size of the abdominals. Having low body fat alone is not enough to have a good set of abs, the abs also need to be well developed for the definition and cuts to stand out. A combination of both low body fat plus well developed abs is what will create the perfect set of abs. Most people think that just achieving low body fat will give them abs, which yes in most cases is true, but their abs are nothing outstanding because they don't have the

14,153 likes
MAY 14



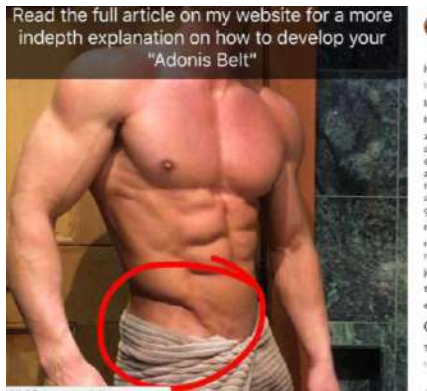
Josefrackich Avondale, New Zeal... Following

Josefrackich YouTube search: Josefrackich

load more comments

titoinmjordans #snapsquad
mathias_bugge #snapsquad
Josefrackich @baileygeddes? Thanks for the support
lwo_adamczyk #snapsquad
kyle_joseph #snapsquad
ophel2 #snapsquad 🙌🙌🙌
s.olox2 #snapsquad
tonyrobertsfitness #snapsquad 🙌🙌
_nicolejane #snapsquad
victorbravo4666 #snapsquad 🙌🙌🙌
bodiekane #snapsquad 🙌 I've missed a few posts haha playing catch up with the

11,499 likes
58,142 views
MAY 15



Josefrackich Auckland, New Zeal... Following

Josefrackich www.JosefrackichFitness.com

load more comments

luke_bundren #snapsquad
hustarparke #snapsquad
ajzzjames #snapsquad 🙌 watch every snap that you upload and try talk on everything you do in your workouts and try incorporate them into my own, thank you for your inspiration and on going support is helping others with their fitness goals 🙌🙌
roaming99 Cum gutters are such a class roaming99 Cum gutters are a much better name.
Josefrackich #snapsquad V Skoed
titato10 All about that V #snapsquad
emovier #snapsquad 🙌🙌🙌

11,525 likes
MAY 16



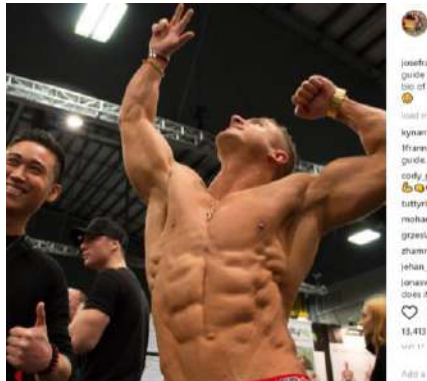
Josefrackich Albany, New Zealand Following

Josefrackich This girl is my everything and every day I fall in love with her over and over again. ❤️

load more comments

all_mahmoud_salah #snapsquad 🙌
_shafiq24 #snapsquad
emadlughman12 #snapsquad
hameesh_maj #snapsquad 🙌🙌
kimberlydifferon #snapsquad 🙌
benmethele929 #snapsquad
twide_bread #snapsquad
vinnyguldord #snapsquad
little_franco_aka_johanny_bravo Awesome couple
lwo_adamczyk #snapsquad
hasan_saz95 #snapsquad

15,821 likes
MAY 16



Josefrackich New Zealand Following

Josefrackich 'ooo I have a FREE fat burning guide for you all! Just click the link in the bio of my second account @leaf_frackich 🙌

load more comments

kyanthebarbarian #snapsquad
franz16 #snapsquad so excited for this guide...
cody_gettief #snapsquad #TEAMJRF 🙌🙌🙌
tuttyrios #snapsquad
mohammad.z54 #snapsquad
grzeslaw #snapsquad
zhammer7 #snapsquad
jehan_p98 #snapsquad 🙌
jensvannieuwenhuzen @Josefrackich but does it matter if you're in a caloric deficit to

11,413 likes
MAY 17



Josefrackich New Zealand Following

Josefrackich Be fearless:

- Have a vision.
- Believe in yourself.
- Always hustle.
- Stay focused.
- Get out there.

13,126 likes
MAY 18



Josefrakich
Auckland, New Zealand

Josefrakich Learn my top 5 fat burning secrets: 🔥
Link in bio for my FREE fat loss guide! 📄
@Josefrakich

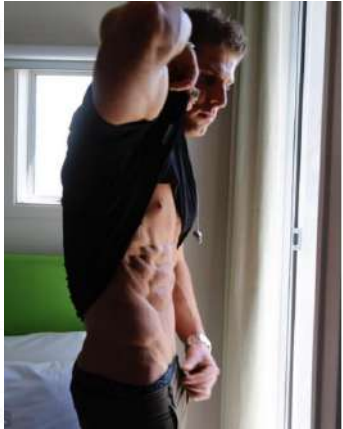
load more comments

rachel_kiss_2017 Amazing... best so far
stevartlane97 #SnapSquad
callanmcDougal! Do you use steroids? 🤔
#SnapSquad
nicoljabines #SnapSquad
jakobelkshohit #SnapSquad
bjornargi #SnapSquad
cam0123456789 #SnapSquad Seeing results from your ab workouts! 🙌
frannielit #SnapSquad
abhishik.dhiman.1217 #SnapSquad

13,905 likes

MAY 18

Add a comment...



Josefrakich
Albany, New Zealand

Josefrakich New YouTube vid will be up this week explaining in full detail the best exercises & techniques that develop the serratus anterior & intercostals (muscles pictured) @Josefrakich YouTube

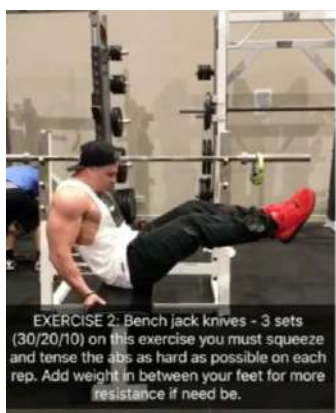
load more comments

leanu_salvador You make me better
#SnapSquad
patrickpullen_ #SnapSquad
julioelopez #SnapSquad 🔥
rufusking420 #SnapSquad 🙌🙌🙌
from the us
griffb #SnapSquad
mirko2488 #SnapSquad
rodneynoor69 #SnapSquad
rodneynoor69 #SnapSquad Mate. Love your videos...if i can afford one day i will

14,168 likes

MAY 18

Add a comment...



Josefrakich
Massey, New Zealand

Josefrakich Abs workout! (Screen shot to save)

More workouts on snapchat: 📷 Josefrakich

load more comments

foytjonwilliams #SnapSquad
brnflgriz #SnapSquad
julioelopez #SnapSquad 🔥
th_fish23 #SnapSquad good workout
kewpie_hkk @Josefrakich burning success!
🙌🙌🙌
cam0123456789 #SnapSquad
cam0123456789 Love the workouts you post
javeradriana #SnapSquad

11,892 likes

MAY 20

77,491 views

Add a comment...



Josefrakich
Auckland City

Josefrakich I need help with fat loss? Get my free fat loss guide! (Link in bio) @Josefrakich

load more comments

jlove2206 #SnapSquad
JulioBanerandez #SnapSquad "hold on camera man. I have to sneeze"
akus982 #SnapSquad
btolin22 #SnapSquad
kotarain02 #SnapSquad
Josefrakich @jacobrittain19 Keep it up bro
Josefrakich @sarahroseconroy haha thank
Josefrakich @swackattack1455 Thank you
Josefrakich @baste68_Shot bro
Josefrakich @vishal.thakur_ Thanks for all the love and support brother. Keep up the

13,139 likes

MAY 21

Add a comment...



Josefrakich

Josefrakich This is my favorite meal right now. 400g Greek yogurt & 230g of sliced mango. It's so good! If anyone needs a custom meal plan (with all calories & macronutrients worked out perfectly) for your body type and specific goals (muscle building and/or fat loss) then just send me an email and I will get back to you ASAP.

JosefrakichTraining@gmail.com

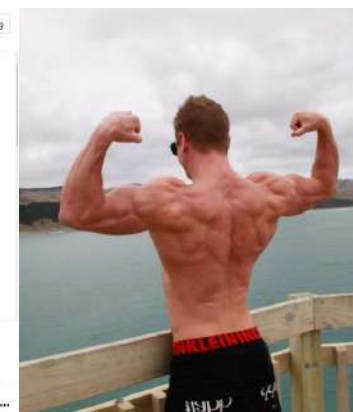
load more comments

Josefrakich @mustafakhussein Will do one soon bro.
Josefrakich @haru555 Thanks for all the love and support brother. Much appreciated
Josefrakich @mustafakhussein Haha
Josefrakich @keeenmyy1 Happy to help

13,735 likes

MAY 24

Add a comment...



Josefrakich
New Zealand

Josefrakich The starting point of all achievement is DESIRE. Keep this constantly in mind. Weak desire brings weak results, just as a small fire brings a small amount of heat. 🔥

For personalized meal plans & workout programs to build muscle and/or lose fat just hit the link in my bio: @Josefrakich

load more comments

...Jayharris #SnapSquad
regoc922 #SnapSquad
flynn_hilobred #SnapSquad 🙌🙌🙌
mejia_029 #SnapSquad
ns_aesthetics #SnapSquad
thecoachjones32 #SnapSquad. Too status

11,599 likes

MAY 21

Add a comment...



Josefrakich
New Zealand

Josefrakich Today's ab workout is up on my snapchat!

Check it: 📷 Josefrakich

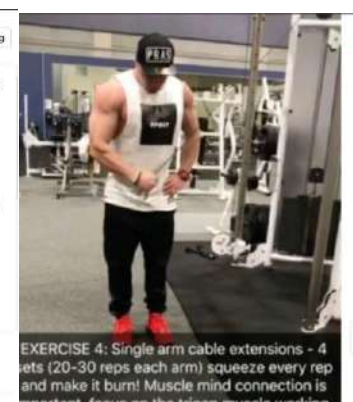
load more comments

k_harrison806 #SnapSquad
rhyalmain3k13 #SnapSquad
kwoots14 #SnapSquad
danielholmgvist57 #SnapSquad always late because of timezones damn it
galante757 #SnapSquad 🙌
mufala_32 #SnapSquad
Josefrakich @cornelcerrato Thanka Comet
Josefrakich @dakodafire Glad you liked it. Cheers
Josefrakich @jaz_jilllyn Awesome bro

13,765 likes

MAY 22

Add a comment...



Josefrakich
Auckland, New Zealand

Josefrakich Blast your triceps with this workout!

More on snapchat: Josefrakich

load more comments

ryanberry @wisolatos
delwindwanow Bmo #SnapSquad
...samyak_ #SnapSquad haha
craime_mark #SnapSquad
joshah.bruno02 Ah damn, I didn't see this until just now, yesterday I was looking for a friend workout to go with that chest workout of yours. oh well. Next to day this week then 🙌
wheaties_709 #SnapSquad I'm going to do this workout today. haven't switched it up in awhile

11,597 likes

MAY 22

63,894 views

Add a comment...



Josefrakich New Zealand Following

Josefrakich WHAT DO I ACTUALLY DO!

For everyone who just thinks that I take topless photos for Instagram here is what I actually do lol...

I am an ISSA certified Personal Trainer who specializes in muscle building & fat loss for both males & females. I coach anyone and everyone to achieve the body they have always wanted with my 12 Week Transformation Program which is 100% personalized to my clients and their specific goals! Build muscle burn fat increase strength, whatever the goal is we can and will achieve it!

My 12 Week Program includes fully personalized meal plans, workout programs, extreme ab workouts, extreme

13,458 likes

MAY 23

Add a comment...



Josefrakich Following

Josefrakich Want result? Join my 12 week program!

Link in my bio @Josefrakich

load more comments

Layla_w @Josefrakich It's Layla. Sorry if the 'L' is not noticeable! 🙄

sh_bbb #snapsquad

joshtjdjngs_hqjdnme #snapsquad

stevenet_30 #snapsquad

officialshic #snapsquad

nicolejane #snapsquad my boyfriend follows your workouts from your snapchat. You truly are an inspiration to everyone. Keep up the great work 🙌

yes_197 #snapsquad You and Mini are actual power couple goals! Both huge

64,875 views

MAY 23

Add a comment...



Josefrakich Auckland, New Zealand Following

Josefrakich Try this leg workout!

More on snapchat: Josefrakich

load more comments

Josefrakich @shygirl2582 Thank you for the support bro!

Josefrakich @greeny_82nz Awesome bro.

Josefrakich @olevsingh_44 Thank you bro.

Josefrakich @dribs_iii Do them all James, there is no need to do one at the expense of another. Mixing it up is key.

asb_fit #snapsquad

chelseawalker1 #snapsquad

alex01237 #snapsquad better late than never 🙄

uze_458 #snapsquad

13,237 likes

Best online coach in the

91,458 views

MAY 23

Add a comment...



Josefrakich New Zealand Following

Josefrakich ATTENTION!

I'm sending every single person a free tub of Dripkiss pre-workout who signs up to my 12 week program so and your training partner can train hard as FK! (This offer ends in 12 hours so must be quick)

Link in bio to join @Josefrakich

load more comments

chelseawalker1 #snapsquad

daniel_byap #snapsquad

jaedenjames #snapsquad

daniel_byap #snapsquad

wheaties_709 #snapsquad

willthorntau #snapsquad

mckinloint Stredz for dayz! 🙌 #snapsquad

14,587 likes

MAY 23

Add a comment...



Josefrakich New Zealand Following

Josefrakich ASK ME ANYTHING!

I'm filming lots of Q&A videos for my YouTube channel today so ask me your questions below and I'll feature you in the video.

@Josefrakich_Youtube

load more comments

chemasanc #SNAPSQUAD

boomohvisiue What is the best diet

13,067 likes

MAY 20

Add a comment...



Josefrakich Auckland, New Zealand Following

Josefrakich Full article on my website.

www.Josefrakichfitness.com

load more comments

Josefrakich @ahmad_idais Cheers Ahmad

Josefrakich @sarthak_surve95 Happy to help

Josefrakich @rcloose_howard Awesome bro. Happy to help and keep up the good work.

Josefrakich @mr_vadhara Train them 2-3 times a week

Josefrakich @ottoimjardans Happy to help

Josefrakich @gaganggi thanks bro

Josefrakich @dsahirov_Happy to help

gaganggi @Josefrakich 🙌🙌🙌

12,302 likes

MAY 27

Add a comment...



Josefrakich Auckland, New Zealand Following

Josefrakich Join my 12 week program!

Link in my bio @JRF_Transformations

load more comments

jakobtkhosht #snapsquad

vasu_2209 @Josefrakich bro, I workout 5 days a week... Weight training in morning and cardio in evng... Is it good to hit gym twice a day or I should change my plan ????

My goal is to build muscle and also to burn fat at a reasonable amount.

tommygrady9 #snapsquad

Layla_w #snapsquad

shaunt1997_ #snapsquad

Layla_w Amazing work!

mim_speedy #snapsquad Awesome

10,432 likes

49,321 views

MAY 27

Add a comment...



Josefrakich Victoria Harbour Following

Josefrakich Live 10h with vision

www.Josefrakichfitness.com

load more comments

angelangel98 #snapsquad nice words from expert 🙌

arjithmandolin #snapsquad

mdvndevnith #snapsquad

yusufpeetham Vision is to have a body like that 🙌🙌 #snapsquad

daniel_byap #snapsquad

wheaties_709 #snapsquad

huna.pickerling #SNAPSQUAD r2

huna.pickerling #SNAPSQUAD shredz r2

huna.pickerling #snapsquad ripped

huna.pickerling #SNAPSQUAD

12,533 likes

MAY 28

Add a comment...



Josefraklich
Muscle Beach

Following

Josefraklich Learn my top 5 fat burning secrets! 📌
Link is in bio of my second account: @Josef_Raklich

load more comments

Josefraklich @sarthak_surve95 Happy to help bro

Josefraklich @passirohan Thanks for the support

Josefraklich @sam_george2829 Thanks for all the support

lansaura #snapsquad the first bodybuilder that motivate me everyday to train

Josefraklich @kyokushinikarate_la24 behind the camera. Lol

kyokushinikarate_la24 @Josefraklich could u inbox message me? I'd really like to chat w/

15,727 likes

112,544 views

MAY 22

Add a comment...



Josefraklich
New Zealand

Following

Josefraklich If you want to get ripped quick you can download my FREE fat loss guide! Link in this bio 📌 @Josef_Raklich

load more comments

michealformis #snapsquad

fun_time30 #inspiration #snapsquad 🙌🏻

kaylee_fraser3 #snapsquad #beast 🙌🏻

Josefraklich @heniapickering Thank you for your support.

food_700 🙌🏻🙌🏻🙌🏻🙌🏻🙌🏻🙌🏻

_jakobvb09 #snapsquad

_giorgiavams #snapsquad

destretamihana #snapsquad made an Insta so I could double my chances of winning since I have no luck on Facebook 🙌🏻

daniel_tsyp Probably way to late. #snapsquad

14,461 likes

MAY 20

Add a comment...



Josefraklich

Following

Josefraklich Throwing some weights around with the beast @johnluucas_

load more comments

hookemhorns18 #snapsquad

jason_barrett34 #snapsquad shoulder day!

fredrik_prestegaard #snapsquad from norway

sahiljain19 #member #snapsquad

archie_osborne #snapsquad

chloe_occonnor18 #snapsquad

jordan_taylor #snapsquad

stians95 #snapsquad

Josefraklich @beau_instathat Great to meet you man!

Josefraklich @sarthak_surve95 Cheers bro.

beau_instathat How do you achieve or

13,759 likes

MAY 21

Add a comment...

8.1.6 Rob Lipsett – May 2017





robilipsett
Dublin City

robilipsett Game face on. Today was one of the best days of my life and I am not joking when I say that! Signed off on a new company, got featured in the Sunday Business Post, did a talk at @WellFestri and my family got to be there, got to meet so many cool people who follow me on this. Have one hell of a video on the way and the weather was on point, too. Good times ahead.

load more comments

stevenerixon #famy
cixionmochtain #famy
iam_fahy_ #famy
suparvic1304 #famy
jamiethompson99 #famy
ruth_h98 #famy

12,767 likes

MAY 7

Add a comment...



robilipsett
Dublin, Ireland

robilipsett New whip 🚗 Any guesses as to what it is? 🤔

load more comments

c_rick110p Grand Cherokee
jimjm1beanz @marleyboi2k15 #famy
igordingdong Clearly a Mercedes-Benz gratz Rob great choice 🙌
cjkennan92 Great to see someone from home killing it is
luke_hallam6 @idavidodocherty, is this her? samprivett? #famy
_christhomas VW tigan #LFARMY
jacob_buckley24 @shane_dunlea golf r? leith_duane @robilipsett looking Sharp bro
bihitarnike 🍷❤️

15,939 likes

MAY 8

Add a comment...



robilipsett
Raw Gyms

robilipsett The pump was phenomenal today 🙌

Last weekends vlog also just went live on my YouTube channel 📺

Clothing: @Alphalets
Photo Credit: @BankKealy
Gym: @RawGymsDublin

load more comments

saankohes @mooeeechallenge
daniel_or7 #famy
eileendonlon @bridgetdonlon this guys inn and on nite

17,781 likes

MAY 9

Add a comment...



robilipsett
Marron Square

robilipsett Fun evening with the @LavinDublin team tonight 🥳
Now time to rest up before I head to Birmingham tomorrow for @BodyPowerUK 🇬🇧
I'll be at the @MyProteinUK booth all weekend so come say hello 🙌

load more comments

alancroninger @moudy_jean it's UNBELIEVABLE WHAT THIS GUY IS DOING
adamhardon23 #famy
taylor_38 #famy
rony_names_jeff #famy
_vandelnel Where can I buy your arms! #famy @shopekowsk
shirleybyme #LFARMY
civertaloe #famy

13,408 likes

MAY 10

Add a comment...



robilipsett
Dublin, Ireland

robilipsett The gains got too much to handle so had to get a bigger car 🚗 Big thanks to @kearysmotors for the hook up 🙌

load more comments

thenextsock Nice!
glenmartin #LFARMY
michaelsrachanowski You always know -- and say -- exactly what I need to hear when I need to hear it.

14,162 likes

MAY 11

Add a comment...



robilipsett
Birmingham Airport

robilipsett Just landed in Birmingham, time to get the weekend started 🥳
Waste: @MAYIT Discount 80% 🙌

load more comments

glenmartin #LFARMY
aliscottan Thanks for the meet and greet today. @robilipsett from your pal up north ... amagh in enjoy the rest of your weekend!!
muhammadakramahyudi 🙌🙌🙌🙌🙌🙌
melanie_valerieric 🙌🙌🙌
intrivatches Let the party begin!
alkeohalaran @chris_jones35
matthew_johnstone #LFARMY
jonas_ich Always laughing, that's nice

16,911 likes

MAY 11

Add a comment...



robilipsett
Ultimate Fitness Birmin...

robilipsett Can't beat an old school gym 🏋️

load more comments

stephenwallace97 #famy
ftm123444 Looking small bro
bestiaan_jv #famy
brittney.cox2015 U have the most amazing perfect body
kide_of_cambridge #famy
ilzprendergast @edainolan #LFARMY
elindenim What's your snapchat @robilipsett? 🤔
nicrob_x #LFARMY
kozen.salah #famy very true!! Keep up THE Good Work!
bencregan_13 #famy
sjjbosman Nice physique 🙌🙌

15,614 likes

MAY 10

Add a comment...



robilipsett
Birmingham, United Kin...

robilipsett BodyPower Day 2 lets go, I'll be at the @MyProteinUK booth from 12pm onwards 🇬🇧 The love yesterday was surreal, here's to an epic weekend! 🙌

Shorts: @Alphalets (yet to be released)

load more comments

matalfitness Looking great rooi! Shredded as always
rikkerfisk Killing it 🙌 @robilipsett
dream.physique #LFARMY
richardamuel888 Wow
allen_clark 🙌
atmaghiteachuck 25 Your body is on fire
edgy cat @robilipsett
newtonsto89 Hottie
johbeattie @eliamozzoni

16,174 likes

MAY 10

Add a comment...



robbipsett Dublin, Ireland [Follow](#)

robbipsett These two chancers tried to out angle me so I had to hit em with a flex. Can't put into words how great this weekend was. The turnout at BodyPower was crazy and blew me away, meeting the people that watch my videos in person is a feeling like no other. Much love to anyone I met this weekend. Time to fly back to Dublin and rest up before another big week. 🙏

load more comments...

11,611 likes

MAY 14

Add a comment...



robbipsett Dublin, Ireland [Follow](#)

robbipsett Look who I brought back to Dublin with me. 🙏 @MaxxChewing

load more comments

londal Looking s'wolo bro

jasemwilson thank you

karabrown2002 well said

janiefitz, fitness You two are literally just as expected in real life. Amazing. All I can say is you must live off pre workout. So much energy man.

nate_wet24 Been some awesome videos so far. Can't wait for more.

zakiemth86 excellent

niko.phan Amazing

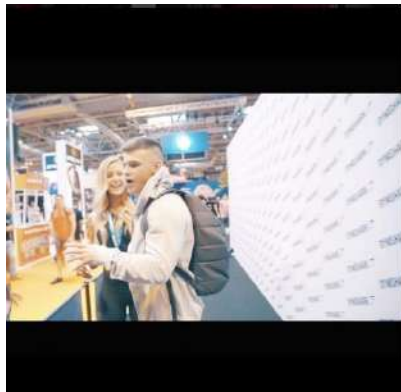
starryussell You've got such an amazing profile angle!

emom oi. New

19,639 likes

MAY 11

Add a comment...



robbipsett [Follow](#)

robbipsett My #BodyPower vlog from last weekend just went live. 🙏 Head to my YouTube channel to check it out (linked in the bio) 🙏

load more comments

seals_cinnamonstory Found myself in the vlog and jumped around for about 10 minutes. #sorrynotsorry #fangirling

clanoglad90 #ifarmy

rubus_vlora #ifarmy

6,798 likes

45,043 views

MAY 16

Add a comment...



robbipsett Raw Gyms [Follow](#)

robbipsett Had an epic day today with Mister @maxxchewing #WhiskeyAndDeadlifts

The two of us are hosting an event in @RawGymsDublin Sandyford at 8pm on Friday, check out my Instagram story to find out more details. 🙏

load more comments

maxxchewing @maxxchewing99 get a load of this. He's legit too!

canonofit @robbipsett is there limited tickets?

windown This is sick Rob. You look class.

zachyoung131 @robbipsett is that a new black alpha jacket that you are wearing in @maxxchewing latest vid?

qwas_reehd Mister max 🙏🙏🙏 that was

16,462 likes

MAY 17

Add a comment...



robbipsett Dublin, Ireland [Follow](#)

robbipsett It would be rude of me and @maxxchewing to not film a Q&A vid before he leaves on Sunday so get some questions in below people. Also very excited for the meet up tomorrow in @RawGymsDublin Sandyford. 🙏

load more comments

michaelberry #ifarmy

jamesdonnell100 Will you two do a couples yoga challenge please?

paulhyland #ifarmy

grizzlyadamuk I need to come across in person like this event!!!! 🙏

14,110 likes

MAY 18

Add a comment...



robbipsett Raw Gyms [Follow](#)

robbipsett Just booked a last minute trip away. any guesses where? 🙏 Time to hit the gym extra hard for the next week. Wearing a cut off tank from @pmark #SmartGunsSaves #FitnessAAD

load more comments

livinginmattressfitness 🙏🙏🙏

stehdja 🙏🙏🙏

myyml018matt Nice!

kus_filipe_vieira 🙏🙏

mim.gao 🙏

viamonabulous Wow

vetthav_gupta Stunning one

nina_fitpatrick. Hi rob have you ever heard of the rusty bombone ??? Hint hint me ???

benko eros 🙏

16,202 likes

MAY 18

Add a comment...



robbipsett Killiney Hill [Follow](#)

robbipsett What a day! Started it off with some cardio in the form of a hike, booked a holiday, got one hell of a Nando's with the crew, then finished the day off with a very successful event in @RawGymsDublin. 🙏 Then tomorrow I'm speaking at @bioggerconfiri. 🙏

Here's to a good weekend. 🙏

Photo cred: @MaxxChewing 🙏

load more comments

danielachowski Nice outfit! 🙏🙏

_alanaryan @rachel3yme what a time to be alive!

__mrsmith_Great! 🙏🙏

mkbirkenhagen #IFarmy

aceraspire730 #ifarmy

15,088 likes

MAY 19

Add a comment...



robbipsett Mansion House, Dublin [Follow](#)

robbipsett Me and @maxxchewing bout to drop the hottest mix tape of 2017. 🙏

But for real I had a blast today, I was giving a talk on "Growing A YouTube Channel" at @bioggerconfiri today and at the end Maxx got up on stage with me (unplanned) and bossed it. 🙏 We had a lot of fun! I'll be sad to see him leave tomorrow. 🙏 #ISeeHimAgainInAboutAWeekTho

load more comments

thanasaraboddyguy Natty gains baby!!! Keep the dream alive guys! 🙏🙏🙏

meehan_shane #ifarmy

kethansuvarna #IFarmy

christhoboi Two fresh dudes. 🙏 #ifarmy

hadl_syed #IFarmy #MCArmy

davidwilson91 #ifarmy

16,398 likes

MAY 20

Add a comment...



8.2 Coding Tally

8.2.1 Hazel Wallace

<i>Images</i>	
Working Out	
In the Gym	1
Present in the picture	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Selfie	1 1 1
Revealing Image	
Somewhat revealing	1 1 1 1 1
Unrevealing	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Before & After Image	1
Revealing/focused arms	1 1 1 1 1 1
Revealing/focused pectorals	
Revealing/focused legs/buttocks	
Revealing/focused back	
Revealing/focused stomach	1 1
Revealing/focused breasts/cleavage	1 1 1
Wearing gym clothes	1 1 1
Wearing underwear/swimsuit	
Wearing everyday clothes	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Featuring their own products/websites	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Featuring others products/websites	1
Pictured at an event	1 1 1 1 1
Food Image	1 1
Image from their personal life	1 1 1
Featuring another person	1 1 1 1 1 1
Quote Images	1 1 1 1 1 1 1 1
Regrams	
Uncategorised	

8.2.3 Emily Skye

<i>Images</i>	
Working Out	1
In the Gym	1 1
Present in the picture	1 1 1 1 1 1 1 1 1 1 1
Selfie	1 1
Revealing Image	1 1 1 1 1
Somewhat revealing	1 1 1
Unrevealing	1 1 1 1
Before & After Image	
Revealing/focused arms	1 1 1 1 1 1 1 1
Revealing/focused legs/buttocks	1 1 1 1 1 1 1
Revealing/focused back	
Revealing/focused stomach	1 1 1 1
Revealing/focused breasts/cleavage	1 1 1 1 1 1
Wearing gym clothes	1
Wearing underwear/swimsuit	1 1 1 1
Wearing everyday clothes	1 1 1 1 1 1 1
Featuring their own products/websites	
Featuring others products/websites	1
Pictured at an event	
Food Image	
Image from their personal life	1 1 1 1 1
Featuring another person	1 1 1 1
Quote Images	
Regrams	
Uncategorised	

<i>Captions</i>	
Product Promotion	1
Promotion of other social media channels	1 1 1 1 1 1 1
Work Out	1 1
Food	
Health	1 1
Mental Health	1 1
Appearance	1 1 1 1
Schedule	1
Personal Life	1 1 1 1 1
Supplements	
Motivational Quotes	1 1 1
Event	
Other	
No caption	

<i>Captions</i>	
Product Promotion	1 1
Promotion of other social media channels	1 1 1
Work Out	1 1 1 1 1 1 1
Food	1 1
Health	1
Mental Health	
Appearance	
Schedule	1 1 1 1
Personal Life	1
Supplements	
Motivational Quotes	1
Event	1 1 1
Other	1
No Caption	

8.2.5 Josef Rakich

<i>Images</i>	
Working Out	1 1 1 1 1 1
In the Gym	1 1
Present in the picture	1 1
Selfie	1 1
Revealing Image	1 1
Somewhat revealing	1 1
Unrevealing	1 1 1 1 1 1
Before & After Image	
Revealing/focused arms	1 1
Revealing/focused pectorals	1 1
Revealing/focused legs/buttocks	1 1 1 1
Revealing/focused back	1 1 1 1 1 1
Revealing/focused stomach	1 1
Wearing gym clothes	1 1
Wearing underwear/swimsuit	1 1 1 1 1 1 1 1
Wearing everyday clothes	1 1 1 1 1 1 1 1 1 1 1 1
Featuring their own products/websites	1
Featuring others products/websites	
Pictured at an event	
Food Image	1 1
Image from their personal life	1 1 1 1 1 1 1 1 1 1 1 1
Featuring another person	1 1 1 1 1 1 1 1
Quote Images	1
Regrams	1 1 1 1 1
Uncategorised	

<i>Captions</i>	
Product Promotion	1 1 1
Promotion of other social media channels	1 1 1
Work out	1 1 1 1 1
Food	1 1
Health	1
Mental Health	
Appearance	1 1 1 1 1 1 1
Schedule	1 1 1 1 1 1 1 1 1 1 1 1 1
Personal Life	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Supplements	1 1
Motivational Quotes	1
Event	1 1 1 1 1 1 1 1
Other	1 1 1 1
No caption	

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