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Exploring the Strength of Relationships between Group Exercise Instructors and Participants Through Social Media Outreach

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ANGELA ROSSI (Biology, Psychology)

Exploring the Strength of Relationships between Group Exercise Instructors and Participants Through Social Media Outreach

Sponsor: Denise Robbin (Campus Recreation)

Here at the University of Rhode Island, the department of Campus Recreation is a major component of student life on campus, offering substantial activities and employment opportunities that encourage students to get involved, in addition to increasing their overall physical and mental well-being. Campus Recreation hosts a wide variety of group exercise classes taught by students from within our facilities each week, including popular formats such as yoga and cycle. This project aims to strengthen the relationship between group exercise instructors and their participants by increasing opportunities for engagement both inside and outside the exercise studio. Campus Recreation social media accounts are responsible for posting announcements and promoting group exercise classes that encourage members to participate in Campus Rec affiliated activities. During the duration of this project, social media posts were curated in the form of Instagram posts, blogs, and a podcast episode devoted to the benefits of group exercise classes, encouraging those interested to participate. The goal was to increase member engagement and participation in group exercise classes, thus establishing a strong connection between group exercise instructors and their participants, creating a sense of community within URI Campus Rec. Results are analyzed in accordance with IMLeague statistics and responses from an administered survey.