



# REOPENING CHECKLIST

## Communicate your re-opening date

Email / text members

Update website

Update external signs

Post on social media (use your UPshow hashtag)

Update business hours on Google, Yelp, and other search engines

## Re-engage members with your brand

Check TVs and hardware to make sure they work

Position TVs in key locations (zones)

Update your class schedules, trainer bios in your UPshow Manager

Update and schedule new UPcodes and Spotlights to announce incentives and programs — [SEE TUTORIAL](#)

## Open the doors

Prep the team and screens to welcome members back

Maintain messaging about cleanliness, sanitization

Share or re-share success stories to inspire members to actively pursue goals with PT, classes, etc — [SEE UPSHOW'S TRAINER PLAYBOOK](#)

## Keep member attendance and engagement high

Measure success with UPshow Manager's Insights tab

Continue to optimize screen content

Talk with your Customer Success Manager about how to best use your screens



Questions? Visit [help.upshow.tv](https://help.upshow.tv),  
email [support@upshow.tv](mailto:support@upshow.tv),  
or text 312.500.9200

