

Research of Instagram Fitness Accounts (10k-100k followers)

Introduction

I examined five fitness-focused Instagram accounts that fall between 10,000 and 100,000 followers. These creators were selected because they represent “micro-influencers” within the fitness niche. The profiles analyzed were:

- @fitnesswcamila (≈15.1 k followers) (www.instagram.com)
- @aishazaza (≈27.9 k followers) (www.instagram.com)
- @jyhodges (≈18.1 k followers) (www.instagram.com)
- @aaremey (≈55.9 k followers) (www.instagram.com)
- @seanfitzsimons (≈35.6 k followers) (www.instagram.com)

I looked at their recent posts to see which content formats and topics generated the most engagement (likes/views/comments), when they post, what hashtags they use and why their captions are effective. The observations below are qualitative, based on visible engagement counts and caption content.

Account-by-Account Analysis

@fitnesswcamila

- **Follower count & niche:** ~15.1 k followers (www.instagram.com). NASM-certified personal trainer offering 1-1 online coaching.
- **High-engagement content:** Photos showcasing her physique at bodybuilding competitions and transformation shots draw the most likes (≈1-2 k). A December 2024 flexing photo encouraging followers to “take control of your life” reached ≈1.9 k likes; stage-competition images from Aug 2024 and Jul 2024 received 1.3 k-1.5 k likes.
- **Posting cadence & times:** Her feed shows infrequent posts (every few months). Recent posts were in Dec 2024, Aug 2024 and Jul 2024; older posts show similar gaps. Posts generally go live in the afternoon based on timestamp (e.g., Dec 26 2024).
- **Hashtags & tags:** Uses minimal hashtags. Instead she tags sponsors and coaching links (@undergroundnutrition, @paramountgymnj) and includes a discount code (Camila10).
- **Caption style:** Captions are motivational and promotional. She uses checklist-style bullet points (e.g., listing pain points like “tired of trying a new diet every month?”) and

then offers a solution (“schedule a free consultation”). Her tone is aspirational and call-to-action oriented.

@aishazaza

- **Follower count & niche:** ~27.9 k followers (www.instagram.com). Founder of the Well Collective app; content focuses on helping women get strong and confident via hybrid training and macro-tracking.
- **High-engagement content:** Reels generate high engagement (7 k-8 k likes). A reel documenting a microneedling skin treatment received ≈3.6 k likes and used trending audio; a run club recap gained ≈7.9 k likes; an instructional reel on deep core exercises (Aug 2025) garnered ≈7-8 k likes.
- **Posting cadence & times:** She posts multiple times per week; recent content included posts 1 week ago and 9 weeks ago. Posts often appear during daytime (around mid-day to afternoon) in her local time.
- **Hashtags:** Uses topical hashtags relevant to each post (e.g., #skincare, #microneedling, #realmoms, #beauty, #fitmoms, #runclub, #coreexercises). The hashtags are specific and help the posts surface to targeted audiences.
- **Caption style:** Her captions are conversational and informative. She often invites followers to “come with me” on experiences (skin treatments, run clubs) and explains benefits. She frequently offers discount codes (e.g., “use code AISHA”) or instructs on proper form. The captions use emoji headings and hashtags effectively and are authenticity-driven, which resonates with her audience.

@jyhodges

- **Follower count & niche:** ~18.1 k followers (www.instagram.com). Entrepreneur and host of the “Built for Life” podcast; content covers fitness, Ironman training, motivation and lifestyle.
- **High-engagement content:** Motivational reels and candid lifestyle videos get solid engagement. A thoughtful reel posted 3 hours prior to analysis (“let them – it’s your life”) had ≈3.2 k likes. A humorous reel about his marathon playlist posted a day before had ≈1.1 k likes. Inspirational posts about his Ironman 70.3 finish (September 2024) received ≈1.2 k likes and numerous comments.
- **Posting cadence & times:** Hodges posts frequently (several times per week). Some reels appear within hours of each other; he posts at various times but often mornings or afternoons (e.g., 3 hours ago).
- **Hashtags & tags:** Rarely uses hashtags; he focuses on storytelling. He tags his fitness company (@hodgesfit) in his bio but not in every post.
- **Caption style:** Captions are reflective and motivational. For milestone posts, he writes long-form narratives about his journey and includes metrics (swim/bike/run times) to inspire followers. For reels, he writes short motivational messages encouraging self-growth. The authenticity and relatability of his captions encourage engagement.

@aaremey

- **Follower count & niche:** ~55.9 k followers (www.instagram.com). Athlete and Brazilian jiu-jitsu practitioner who competes internationally; associated with brands like Hooks Brand and Balanced Nutrition.
- **High-engagement content:** Professional photos from BJJ competitions attract high engagement. A post celebrating her 2025 Jiu-jitsu Con international championship (Sept 2025) achieved ~3.0 k likes. Other competition shots from Oct 2025 and Oct 2025 received 0.9-1.9 k likes.
- **Posting cadence & times:** She posts selectively after competitions; recent posts were 7 weeks, 1 week and 2 weeks ago. Posts seem to go live during evenings.
- **Hashtags & tags:** Uses virtually no hashtags. Instead she tags coaches, gyms and sponsors (e.g., @behringjjshinobimma, @hooksbrand, @balancednutrition21, @1stphorm).
- **Caption style:** Captions are concise, often giving glory to God (“All glory to the Most High”) and acknowledging her team. They serve to thank sponsors and mentors. The simplicity conveys humility and faith, and the high-quality images tell the story.

@seanfitzsimons

- **Follower count & niche:** ~35.6 k followers. Professional snowboarder and 2022 Olympian; content features snowboarding tricks, training and brand partnerships.
- **High-engagement content:** High-energy snowboarding clips generate substantial engagement. A reel from June 2022 of a big trick had >302 k views. Action-packed videos from July 2022 garner ~9 k likes. Sponsored partnership posts (e.g., paid partnership with @atmosrewards) still receive ~777 likes.
- **Posting cadence & times:** Posts are periodic; new clips appear a few times per month or after events. Recent posts included a partnership announcement two weeks prior to analysis and earlier posts from 2022. Posts are often uploaded midday or evening.
- **Hashtags & tags:** Uses minimal hashtags (#snowboarding, #method) and tags brand partners (@hurley, @k2.snowboarding, @skullcandy, @hydroflask).
- **Caption style:** Captions are brief and friendly. He expresses gratitude to friends and sponsors, highlights the difficulty of tricks, and uses playful tone. Sponsored posts include clear disclosures (“Paid partnership”) and emphasize benefits of programs.

Cross-Account Patterns

- **Content formats:** Reels and videos generally drive higher engagement across accounts. @aishazaza’s training and lifestyle reels consistently receive 3-8 k likes, while @seanfitzsimons’ snowboarding reels achieve tens of thousands of views. Static images can perform well when they showcase significant achievements (e.g., @jyhodges’ Ironman finish, @aaremey’s championship photos), but dynamic content tends to garner broader reach.

- **Authenticity & storytelling:** Effective captions across all accounts tell a story or share a personal journey. Posts that share milestones, struggles or behind-the-scenes experiences (e.g., Aisha’s microneedling session, Gerald’s introspective Ironman post, Aaremey’s tribute to faith) feel authentic and receive strong engagement.
- **Use of hashtags:** Only some creators heavily use hashtags. @aishazaza strategically includes niche hashtags to reach specific communities (#fitmoms, #runclub, etc.). Others (Gerald, Aaremey, Sean) rely more on tagging sponsors or omit hashtags entirely. Excessive hashtags are not necessary for engagement if the audience is loyal.
- **Posting frequency:** More frequent posting (multiple times per week) correlates with steady engagement for @aishazaza and @jyhodges. Accounts with infrequent posts (@fitnesswcamila) still receive decent engagement but could gain momentum with more consistent updates.
- **Times of day:** Posts often appear in the afternoon or early evening. Recent examples include Gerald’s reel posted ~3 h ago and Aisha’s run club recap posted mid-day. While the exact posting times vary, none of the analyzed accounts consistently post late at night.
- **Caption effectiveness:** Captions that are motivational, educational or offer value perform well. The best captions:
 - Pose a problem and provide a solution (e.g., Camila listing common fitness struggles then offering coaching).
 - Invite viewers into an experience (e.g., Aisha’s “come with me” run club).
 - Reflect on personal growth (e.g., Gerald’s Ironman reflection).
 - Thank supporters and sponsors (Aaremey, Sean).

Conclusion

Micro-influencers in the fitness space succeed by delivering authentic, value-driven content that resonates with their target audience. Reels demonstrating workouts, lifestyle activities or sports performances generate strong engagement; static images work when tied to major achievements. Captions play a significant role: those that tell a story, provide advice or call followers to action tend to perform better than generic text. Frequent posting and active community interaction help maintain momentum, but even infrequent posters can achieve good engagement if the content is inspiring and high quality.