

Active iQ

# Trust Your Trainer

## Campaign Pack



**We're proud to launch our Trust Your Trainer campaign - tackling harmful health and fitness misinformation online.**

**Our manifesto calls on social media platforms and the health, fitness and leisure industry to do more to protect the public from unqualified advice.**

## Our mission:

- Demand that the big social media companies improve how they tackle harmful health misinformation
- Enable qualified fitness professionals to stand out online with a trust mark that signals safe, evidence-based guidance
- Unite our industry to professionalise the fitness influencer space, ensuring everyone can Trust Your Trainer

## Get involved

By adding your name to the manifesto, you're joining leading professionals and organisations in demanding clear labelling and fact-checking on Meta, TikTok, and beyond. Please sign today and share your support: activeiq.co.uk/trust-your-trainer

## Spread the word

This pack equips you with everything you need to champion professionalisation in the fitness sector, demonstrate the importance of qualified advice, and drive momentum behind our manifesto.



## Key messages

- Social media is rife with unqualified fitness advice; transparency and accreditation are needed to protect the public
- Trust Your Trainer unites the sector to call on META, X and other platforms for clear labelling and fact-checking of fitness influencers
- Qualified professionals bring safety, credibility, and long-term outcomes to their clients, they need to stand out, and their content be prioritised
- Signing our manifesto signals leadership in raising standards and safeguarding public health
- Together, we can raise standards, safeguard public health, and rebuild trust in online fitness.

## Social assets

#TrustYourTrainer




