

# BEYOND THE BELT

## Beyond the Belt Social Media Calendar

Suggested Post Day	Suggested Content	Suggested Media	Licensee Notes & Post Insights
Saturday 8/19	<p>ATA Martial Arts is more than earning a black belt—it goes Beyond the Belt.</p> <p>Watch the video to hear ATA students share how training has helped them in all facets of life, from building confidence to fostering discipline and resilience.</p> <p>How has Taekwondo helped you go Beyond the Belt? Visit <a href="http://beyondthebelt.com">beyondthebelt.com</a>, take the challenge and join the conversation.</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Post the Beyond the Belt Video. Download it here: <a href="https://atamartialarts.com/myata/beyond-the-belt-campaign/">https://atamartialarts.com/myata/beyond-the-belt-campaign/</a></p>	
Sunday 8/18	<p>Earning a belt is a great goal, but #Taekwondo is a way of life—it goes Beyond the Belt. Liyara Mananayaka, an ATA brand ambassador, explains what this means to her.</p> <p>Join Liyara in living Beyond the Belt by visiting <a href="http://beyondthebelt.com">beyondthebelt.com</a> and taking the challenge.</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #ATAmartialarts #SongahmTaekwondo #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Post Liyara Mananayaka's video. Download it here: <a href="https://atamartialarts.com/myata/beyond-the-belt-campaign/">https://atamartialarts.com/myata/beyond-the-belt-campaign/</a></p>	
Tuesday 8/20	<p>We want to recognize [NAME] and their Beyond the Belt story.</p> <p>Join the conversation by visiting <a href="http://beyondthebelt.com">beyondthebelt.com</a> and taking the challenge.</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Post a photo or video of a student you want to recognize and enter their name into the copy for the post.</p>	

<p>Thursday 8/22</p>	<p>It's #ThrowbackThursday! Share your Beyond the Belt journey with us by posting a photo from when you first started Songahm Taekwondo and one of you today.</p> <p>Visit <a href="http://beyondthebelt.com">beyondthebelt.com</a> to learn how to take the Beyond the Belt challenge for a chance to be featured on ATA Headquarters' social media.</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Post your own or share your student's photo.</p>	
<p>Saturday 8/24</p>	<p>Your journey in ATA Martial Arts is the way of the foot and the fist, but it's more than kicking and punching—it's about going Beyond the Belt.</p> <p>What does Beyond the Belt mean to you? We want to hear from everyone regardless of your age, gender or abilities.</p> <p>Visit <a href="http://beyondthebelt.com">beyondthebelt.com</a> to learn how to take the Beyond the Belt challenge for a chance to be featured on social media.</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Share photo(s) of your students in class.</p>	
<p>Tuesday 8/27</p>	<p>Going Beyond the Belt can mean making a positive impact in your community. How have you applied the life skills learned in Songahm Taekwondo to give back? We want to hear from everyone regardless of your age, gender or abilities!</p> <p>Visit <a href="http://beyondthebelt.com">beyondthebelt.com</a> to learn how to take the Beyond the Belt challenge for a chance to be featured on social media.</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Post the graphic "Giving Back to the Community." Download it here: <a href="https://atamartialarts.com/myata/beyond-the-belt-campaign/beyond-the-belt-social-graphics/">https://atamartialarts.com/myata/beyond-the-belt-campaign/beyond-the-belt-social-graphics/</a></p>	

<p>Thursday 8/29</p>	<p>Respect is essential in the practice of Taekwondo—respecting your instructors, your peers, and yourself. How do YOU carry respect Beyond the Belt?</p> <p>Visit <a href="http://beyondthebelt.com">beyondthebelt.com</a> to learn how to join the Beyond the Belt challenge for a chance to be featured on social media. Don't forget to tag us and challenge your friends to join!</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Share a student's photo or video about respect.</p>	
<p>Saturday 8/31</p>	<p>We want to recognize [NAME] and their Beyond the Belt story.</p> <p>Join the conversation by visiting <a href="http://beyondthebelt.com">beyondthebelt.com</a> and taking the challenge.</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Post a photo or video of a student you want to recognize and enter their name into the copy for the post.</p>	
<p>Monday 9/2</p>	<p>How has Songahm Taekwondo training improved your confidence in school?</p> <p>Share this post with your answer, tag ATA and a friend, and you could be featured on social media for the Beyond the Belt challenge! Learn more at <a href="http://beyondthebelt.com">beyondthebelt.com</a>.</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Post the graphic "Improve Confidence." Download it here: <a href="https://atamartialarts.com/myata/beyond-the-belt-campaign/beyond-the-belt-social-graphics/">https://atamartialarts.com/myata/beyond-the-belt-campaign/beyond-the-belt-social-graphics/</a></p>	
<p>Wednesday 9/4</p>	<p>Songahm Taekwondo is so much more than earning a belt or rank—it goes Beyond the Belt. For Channah Zeitung, a long-time ATA brand ambassador, it has provided the confidence to achieve her dreams and a supportive community.</p> <p>What does Beyond the Belt mean to you? Join the conversation with Channah by visiting <a href="http://beyondthebelt.com">beyondthebelt.com</a> and taking the challenge.</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Post Channah Zeitung's video. Download it here: <a href="https://atamartialarts.com/myata/beyond-the-belt-campaign/">https://atamartialarts.com/myata/beyond-the-belt-campaign/</a></p>	

<p>Friday 9/6</p>	<p>It's #FatherFriday! Going Beyond the Belt means honoring your family, so take a moment today to honor your father or a father figure in your life.</p> <p>What does Beyond the Belt mean to you? Join the conversation by visiting <a href="http://beyondthebelt.com">beyondthebelt.com</a> and taking the challenge.</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Post a photo of your student with their father.</p>	
<p>Sunday 9/8</p>	<p>We want to recognize [NAME] and their Beyond the Belt story.</p> <p>Join the conversation by visiting <a href="http://beyondthebelt.com">beyondthebelt.com</a> and taking the challenge.</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Post a photo or video of a student you want to recognize and enter their name into the copy for the post.</p>	
<p>Tuesday 9/10</p>	<p>Beyond the Belt means more than just building champions in Songahm Taekwondo—it means building champions in life by teaching perseverance, discipline, and confidence.</p> <p>What does Beyond the Belt mean to you? Join the conversation by visiting <a href="http://beyondthebelt.com">beyondthebelt.com</a> and taking the challenge.</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Post a video of you or a staff member answering the question, "What does Beyond the Belt mean to you?"</p>	
<p>Thursday 9/12</p>	<p>Songahm Taekwondo is not just a martial art—it's a way of life that goes Beyond the Belt.</p> <p>What does Beyond the Belt mean to you? Join the conversation by visiting <a href="http://beyondthebelt.com">beyondthebelt.com</a> and taking the challenge.</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Post the graphic "A Way of Life." Download it here: <a href="https://atamartialarts.com/myata/beyond-the-belt-campaign/beyond-the-belt-social-graphics/">https://atamartialarts.com/myata/beyond-the-belt-campaign/beyond-the-belt-social-graphics/</a></p>	

<p>Saturday 9/14</p>	<p>We want to recognize [NAME] and their Beyond the Belt story.</p> <p>Join the conversation by visiting <a href="http://beyondthebelt.com">beyondthebelt.com</a> and taking the challenge.</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Post a photo or video of a student you want to recognize and enter their name into the copy for the post.</p>	
<p>Monday 9/16</p>	<p>What's next in your Taekwondo journey that doesn't involve earning a new rank or title? We want to know!</p> <p>What does Beyond the Belt mean to you? Join the conversation by visiting <a href="http://beyondthebelt.com">beyondthebelt.com</a> and taking the challenge.</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Share your student's video.</p>	
<p>Thursday 9/19</p>	<p>It's #ThrowbackThursday!</p> <p>Share your Beyond the Belt journey with us by posting a photo from when you first started Songahm Taekwondo and one of you today.</p> <p>Join the conversation by visiting <a href="http://beyondthebelt.com">beyondthebelt.com</a> and taking the challenge.</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Post a before and after photo of yourself and/or staff to encourage participation.</p>	
<p>Saturday 9/21</p>	<p>Brady Smejkal, an ATA brand ambassador, has learned more than just kicking and punching through Songahm Taekwondo—he's learned much more Beyond the Belt.</p> <p>Share Brady's story and join the conversation by visiting <a href="http://beyondthebelt.com">beyondthebelt.com</a> and taking the challenge.</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Post Brady Smejkal's video. Download it here: <a href="https://atamartialarts.com/myata/beyond-the-belt-campaign/">https://atamartialarts.com/myata/beyond-the-belt-campaign/</a></p>	

<p>Monday 9/23</p>	<p>It's #MomMonday! Going Beyond the Belt means respecting those who mean the most to you, especially your mother and mother figures.</p> <p>Share this post to show your appreciation today, and visit <a href="http://beyondthebelt.com">beyondthebelt.com</a> to learn how to take the Beyond the Belt challenge.</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Share a photo of your student and mother.</p>	
<p>Thursday 9/26</p>	<p>It's #ThrowbackThursday!</p> <p>When did you attend your first Songahm Taekwondo class, and how has it changed your life Beyond the Belt? We want to know!</p> <p>Join the conversation by visiting <a href="http://beyondthebelt.com">beyondthebelt.com</a> and taking the challenge.</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Post your story in a video or photo and encourage student participation.</p>	
<p>Saturday 9/28</p>	<p>We want to recognize [NAME] Beyond the Belt story.</p> <p>Join the conversation by visiting <a href="http://beyondthebelt.com">beyondthebelt.com</a> and taking the challenge.</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Post a photo or video of a student you want to recognize and enter their name into the copy for the post.</p>	
<p>Monday 9/30</p>	<p>On this #MotivationalMonday, share what motivates you to practice Songahm Taekwondo.</p> <p>Start by visiting <a href="http://beyondthebelt.com">beyondthebelt.com</a> and completing the Beyond the Belt challenge. You might be featured on social media!</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Post the graphic "Motivational Monday." Download it here: <a href="https://atamartialarts.com/myata/beyond-the-belt-campaign/beyond-the-belt-social-graphics/">https://atamartialarts.com/myata/beyond-the-belt-campaign/beyond-the-belt-social-graphics/</a></p>	

<p>Wednesday 10/2</p>	<p>For parents, Beyond the Belt means more than taking your child to Taekwondo class; it means supporting them in developing life skills that will benefit them in every area of their life.</p> <p>What does Beyond the Belt mean to you? We want to know! Start by visiting <a href="http://beyondthebelt.com">beyondthebelt.com</a> and taking the Beyond the Belt challenge. You might even be featured on social media!</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Post a picture or video of your student and parent(s) showing support.</p>	
<p>Saturday 10/5</p>	<p>It's #SiblingSaturday! We love our siblings, even though we may not always get along. How has Songahm Taekwondo helped you go Beyond the Belt and strengthen your relationship with your sibling?</p> <p>Join the conversation by taking the Beyond the Belt challenge at <a href="http://beyondthebelt.com">beyondthebelt.com</a>.</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Post a photo or video of your student and sibling(s).</p>	
<p>Monday 10/7</p>	<p>We want to recognize [NAME] and their Beyond the Belt story.</p> <p>Join the conversation by visiting <a href="http://beyondthebelt.com">beyondthebelt.com</a> and taking the challenge.</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Post a photo or video of a student you want to recognize and enter their name into the copy for the post.</p>	
<p>Wednesday 10/9</p>	<p>Effective and clear communication is important in all areas of life, whether it's earning rank or learning in school. How have communication skills helped you go Beyond the Belt?</p> <p>Start by visiting <a href="http://beyondthebelt.com">beyondthebelt.com</a> and taking the Beyond the Belt challenge. You might even be featured on social media!</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Post the graphic "Communication Skills." Download it here: <a href="https://atamartialarts.com/myata/beyond-the-belt-campaign/beyond-the-belt-social-graphics/">https://atamartialarts.com/myata/beyond-the-belt-campaign/beyond-the-belt-social-graphics/</a></p>	

<p>Friday 10/11</p>	<p>It's #FamilyFriday! Do you practice Taekwondo as a family? Share why your family loves Songahm Taekwondo and how you incorporate its core values Beyond the Belt!</p> <p>Start by visiting <a href="http://beyondthebelt.com">beyondthebelt.com</a> and taking the Beyond the Belt challenge. You might even be featured on social media!</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Post or share a photo or video highlighting a family or families in your school.</p>	
<p>Sunday 10/13</p>	<p>We want to recognize [NAME] and their Beyond the Belt story.</p> <p>What does Beyond the Belt mean to you? Join the conversation by visiting <a href="http://beyondthebelt.com">beyondthebelt.com</a> and taking the Beyond the Belt challenge. You might even be featured on social media!</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Post a photo or video of a student you want to recognize and enter their name into the copy for the post.</p>	
<p>Tuesday 10/15</p>	<p>Your Taekwondo journey is about personal growth and self-discovery. How has training helped you become a better version of yourself?</p> <p>Join the conversation by visiting <a href="http://beyondthebelt.com">beyondthebelt.com</a> and taking the Beyond the Belt challenge.</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Post the graphic "Personal Growth &amp; Self Discovery." Download it here: <a href="https://atamartialarts.com/myata/beyond-the-belt-campaign/beyond-the-belt-social-graphics/">https://atamartialarts.com/myata/beyond-the-belt-campaign/beyond-the-belt-social-graphics/</a></p>	
<p>Thursday 10/17</p>	<p>Beyond the Belt means more than building champions in Songahm Taekwondo—it means building champions in life.</p> <p>What does Beyond the Belt mean to you? Start by visiting <a href="http://beyondthebelt.com">beyondthebelt.com</a> and taking the Beyond the Belt challenge. You might even be featured on social media!</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Post a before and after photo of yourself and/or staff to encourage student participation.</p>	



<p>Saturday 10/19</p>	<p>We want to recognize [NAME] and their Beyond the Belt story.</p> <p>Join the conversation by visiting <a href="http://beyondthebelt.com">beyondthebelt.com</a> and taking the challenge.</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Post a photo or video of a student you want to recognize and enter their name into the copy for the post.</p>	
<p>Monday 10/21</p>	<p>For parents, Taekwondo is more than cheering for their kids by the mat—they're helping their children go Beyond the Belt.</p> <p>Share how Taekwondo has helped your child go Beyond the Belt. Visit <a href="http://beyondthebelt.com">beyondthebelt.com</a> and take the challenge. You might even be featured on social media!</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Post a photo or video of your student and parent(s).</p>	
<p>Thursday 10/24</p>	<p>It's #ThrowbackThursday! Share your Beyond the Belt journey with us by posting a photo from when you first started Taekwondo and one of you today.</p> <p>Visit <a href="http://beyondthebelt.com">beyondthebelt.com</a> and learn how to take the Beyond the Belt challenge for a chance to be featured on social media.</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Post your own or share a student's photo or video.</p>	
<p>Monday 10/28</p>	<p>If you're looking for some motivation on this #MotivationalMonday, look no further than [NAME]'s Beyond the Belt story.</p> <p>What does Beyond the Belt mean to you? We want to know! Start by visiting <a href="http://beyondthebelt.com">beyondthebelt.com</a> and taking the Beyond the Belt challenge.</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Post a photo or video of a student you want to recognize and enter their name into the copy for the post.</p>	

<p>Wednesday 10/30</p>	<p>It's #WellnessWednesday. Taekwondo can keep you physically healthy, but it also helps maintain mental and emotional well-being. Master Lauren Blanks shares how Taekwondo has impacted her health.</p> <p>How has Songahm Taekwondo helped you mentally or emotionally outside of training? Join the conversation by visiting <a href="http://beyondthebelt.com">beyondthebelt.com</a> and taking the Beyond the Belt challenge.</p> <p>#BeyondTheBelt #BeyondTheBeltChallenge #ATAnation #SongahmTaekwondo #ATAmartialarts #ATA55 #BuildingChampionsBeyondTheBelt</p>	<p>Post the video of Master Lauren Blanks. Download the video here: <a href="https://atamartialarts.com/myata/beyond-the-belt-campaign/">https://atamartialarts.com/myata/beyond-the-belt-campaign/</a></p>	
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