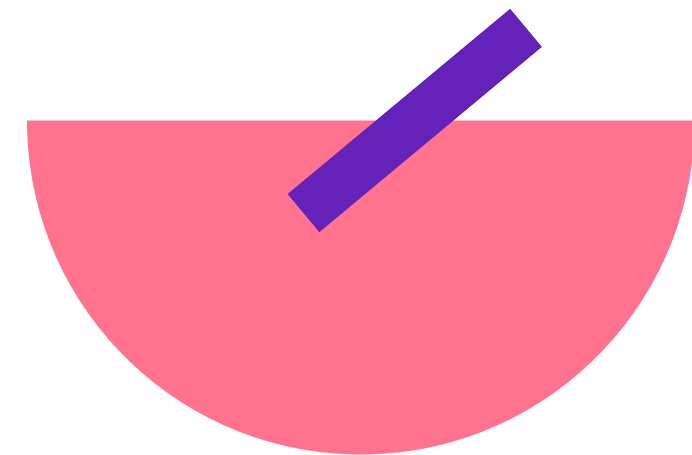
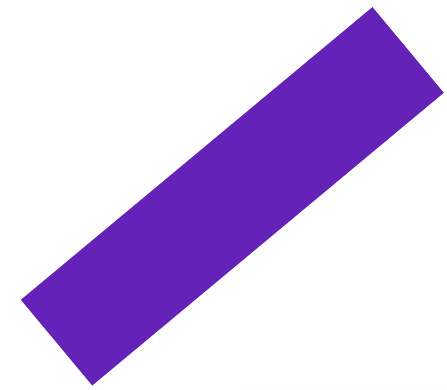




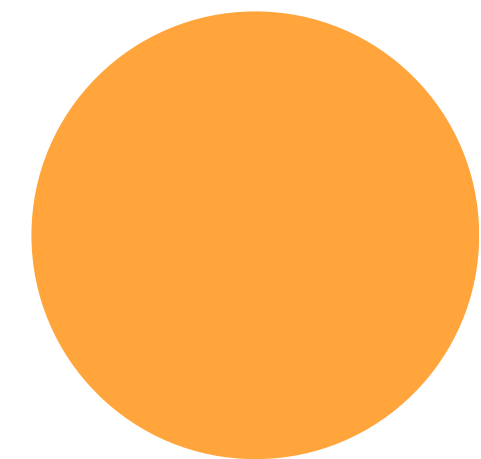
Communication Capstone

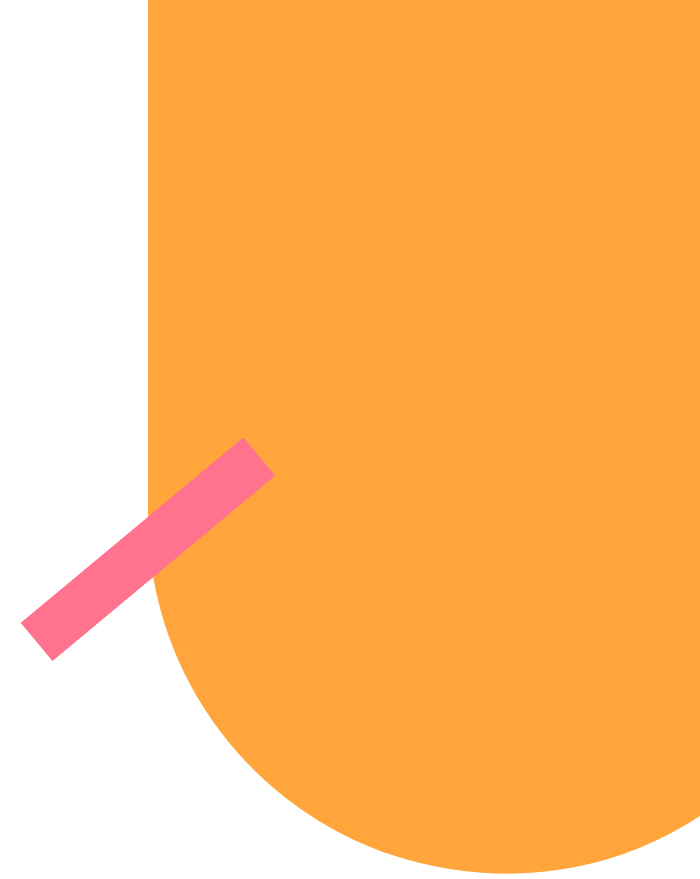
By: Peyton Hicks





- 30 Blogs
- 3 Content Calendars
- 4 Reels
- 1 New Social Media Account
- 1 Implementation Plan





Deliverable 1: Blogs



About the writer



About the Writer

As a full-time student, aspiring ski-world communicator, fitness fanatic, and a 1 in 10,000 individual with a rare genetic disorder, my life is never without chaos.

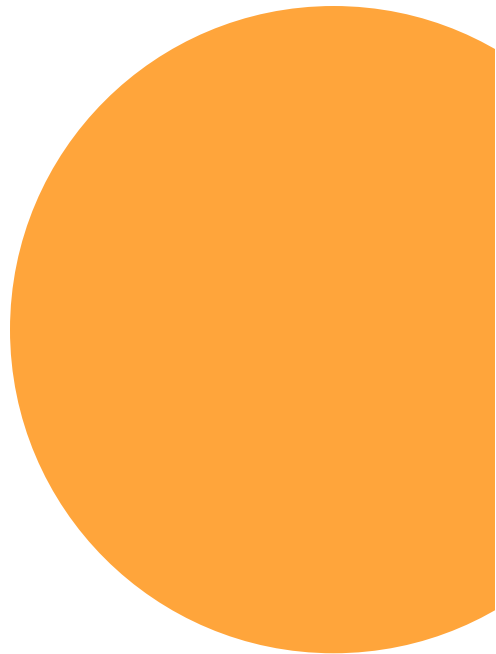
After countless 5 a.m. wake-ups for morning mountain skin ups, or grinding out last minute assignments, it's safe to say I'm a certified morning person. On a less chaotic morning, I like to start my day off with a guided yoga practice, followed by a large cup of coffee and my special protein shake.

My name is Peyton Hicks, and I am a 22 year-old woman with PKU. Phenylketonuria (PKU) is an inherited gene mutation that causes amino acids to build up in the body (specifically in the brain). In other words, if I eat protein, it kills brain cells. To obtain the protein equivalencies that I need to grow, learn and function, I drink a metabolic shake every day called, "Bettermilk." My shake is the energy source that initiates my outgoing, determined personality. Without it, I would suffer constant brain fog and would find immense difficulty in participating in the sports I am passionate about, like skiing. The more protein I eat, the more build-up I have, which causes irreversible brain damage.

After my shake, I am able to conquer the day, and the rest of my life. Born in Atlanta, Georgia, raised in Central Massachusetts, I moved around growing up with a big family. I am the oldest of 6 crazy kids, and have two sets of parents, which only means there's 12 different schedules to keep track of. By the grace of God, I'm graduating Champlain College soon with a Communications degree and a dream to move out West next spring.

Recently, when I'm not found at a coffee shop or hunched over on my twin bed typing away at my laptop, I'm adventuring. Whether I'm skiing, touring the Vermont backcountry, hiking, swimming, working out, or even finding new running spots along Lake Champlain— I am always outside enjoying everything that the Green Mountain State has to offer.

Sometimes— it is hard to balance. I do have days where I'm more tired than others, and my brain feels foggy. After living with PKU all my life, you'd get the hang of it. However, we all have those days where those french fries look more delicious on that day and you decide to spurge. Needless to say, the self control, discipline and independence I continuously master throughout my life has increased significantly since my youth. It does not hold me back— it empowers me. Empowers me to do more and more everyday; empowers me to conquer every single day ahead of me. No matter the amount of chaos, and no matter my schedule. As long as I drink my shake.



Blog 1: Look Good Feel Good Recipes

Post a – Top Meals for Maximum Energy in the Gym

Post b – How to Kick the Morning Munchies

Post c – High Protein + Low Cal = Results

Post d – 5 Tasty Vegan Treats

Post e – Chaotic schedule life hack: meal prepping

Blog 2: Werk Your Workout

Post a – What Workout Class is Best for You?

Post b – A Personal Trainer's Perspective: "Consistency is Key"

Post c – Knowing your Body type for best results

Post d – How to Overcome "Gym Shy"

Post e – Never Too Old (or young) to Hit the Gym

Blog 3: Like Your Body, Love Your Mind

Post a – Benefits of Incorporating Yoga into your Daily Workout Routine

Post b – Injury Prevention Tips and Tricks

Post c – Morning Motivation vs Evening Energy

Post d – Mindfulness over Matter

Post e – Embrace your Inner Yogi

Blog 4: Pilates Addict

Post a – 5 Reasons Why You Should Sign up for Spin Class

Post b – Team Yoga or Team CrossFit?

Post c – Gym vs Group Classes: Pros and Cons

Post d – Benefits of Pilates for All Ages

Post e – Q&A With a Shelburne Athletic Legend: Rayne Herzog

Blog 5: Magic in Movement

Post a – Get up and MOVE! Morning movement improves your day– here's how

Post b – Why stretching is the key to success

Post c – What is Foam Rolling and why is it important?

Post d – Bands vs. Weights

Post e – What is Eccentrics and why you should try it

Blog 6: Finding Your Active Passion

Post a: Top 5 Lifetime Sports to Try

Post b: Best Cross-training Activities for Best Results

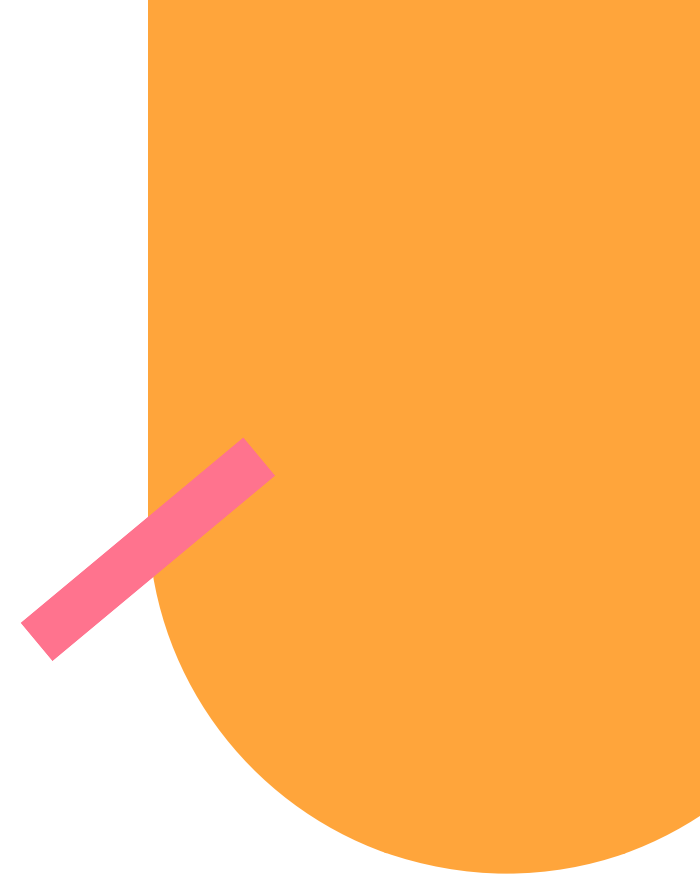
Post c: Never Too Late to Pick Up a New Hobby

Post d: Lifetime Sports to Promote Strength Building

Post e: Incorporating Fun into your Routine

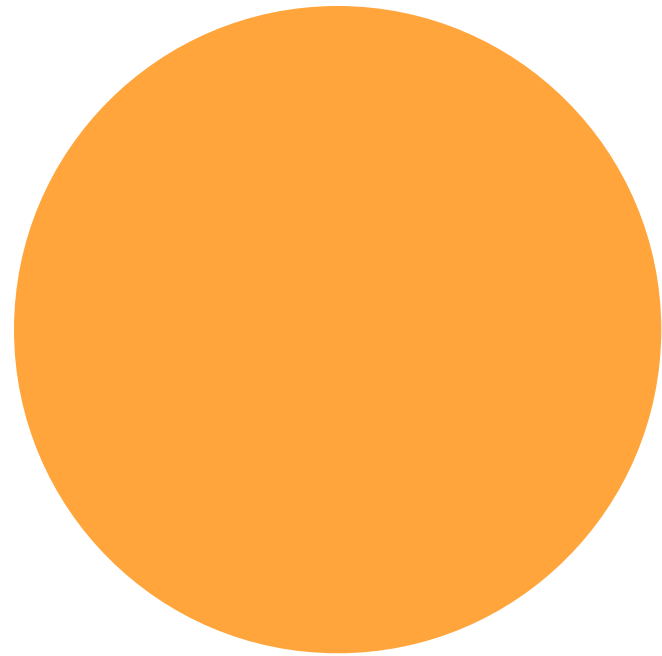
Blog: "Inspiration with Peyton"





Deliverable 2: Content Calendars





March

CAPSTONE: Deliverable #2 - Content Calendar (MONTH 1)

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1	DATE	PLATFORM	CONTENT THEME	COPY	CONTENT	POST TYPE	HASHTAGS	TAGS
2	DAILY	Instagram/Facebook	Quote of the day	POST PHOTO OF QUOTE OF THE DAY ON STORY EVERY DAY	PHOTO OF QUOTE	Story		
3	3/3/23	Instagram	Ski Conditioning	Get those ski legs ready for those surprise March snow storms at our Ski Conditioning classes! Join us on Wednesday's from 5:30 - 6:30pm instructed by our former Women's Olympic Dryland trainer 🙌. View the link in our bio to sign up now!	LEX'S REEL FROM THE CLASS	Reel	#ShelburneAthleticClub #getfit #skitraining	
4	3/3/23	Instagram	Ski Conditioning	Ski Conditioning every Wednesday 5:30 - 6:30, sign up now!	Boost post	Story		add sign up link
5	3/3/23	Facebook	Ski Conditioning	Struggling to keep up with your kids on the slopes these days? Fear not! The Shelburne Athletic Club hosts weekly Wednesday Ski Conditioning group workout classes from 5:30 - 6:30pm. Hit the link in our bio to sign up now! 🙌	Photo of kids skiing with their families	Photo	#ShelburneAthleticClub #getoutside #getfit #skitraining	
6	3/5/23	Instagram	Pilates & Pilates Addict Blog	New week NEW YOU! 🌟 Enjoy our favorite pilates practice to start your week right! Want to learn more about Pilates and it's endless benefits? Hit our link in the bio to read more on our "Pilates Addict" blog 🙌	LEX'S REEL	Reel	#ShelburneAthleticClub #workoutwithme #pilatesaddict	
	3/7/23	Instagram	Blog: Team Yoqa or Team	If you have a specific fitness goal in mind, but are		Photo	#embraceyouryogi	

+ Sheet1

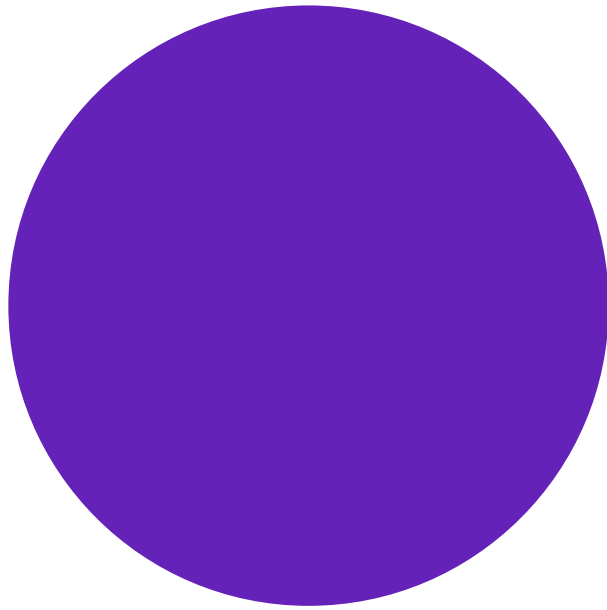
April

CAPSTONE: Deliverable #2 - Content Calendar (MONTH 2) ☆ 📁 ☁

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		Instagram/Facebook	Quote of the day	POST PHOTO OF QUOTE OF THE DAY ON STORY EVERY DAY		Story		
2	DAILY				PHOTO OF QUOTE			
3	4/1/23	Instagram	First day of April	Still hoping to be bikini ready before summer? If you know or didn't already know the 75:25, you'll maintain a healthy balance between diet and excersise. Follow more tips in this weeks blog to LOOK good and FEEL good! 🌟	Sneak peak into blog	Photo	#healthyeating #LookGoodFeelGood #getfit	
4	4/1/23	Instagram	First day of April	Click here to see the best tips in getting 💪 ready!	Sneak peak into blog	Story		link to blog
5	4/1/23	Facebook	First day of April	Still hoping to be bikini ready before summer? If you know or didn't already know the 75:25, you'll maintain a healthy balance between diet and excersise. Follow more tips in this weeks blog to LOOK good and FEEL good! 🌟	Sneak peak into blog	Photo	#healthyeating #LookGoodFeelGood #getfit	
6	4/3/23	Instagram	Blog: Morning Motivation vs Evening Energy	Whether you wake up with the sun or stay up with the moon and the stars, your fitness journey can be maximized with the schedule that best fits you. Read more about the benefits of morning motivation and evening energy in our blog! 🌙 🌟 🌞	Sneak peak into blog	Photo	#morningmotivation #eveningenergy #ShelburneAthleticClub	
	4/3/23	Instagram	Blog: Morning Motivation vs Evening Energy	Morning motivation vs. Evening energy life hacks		Story		link to blog



May

CAPSTONE: Deliverable #2 - Content Calendar (MONTH 3)

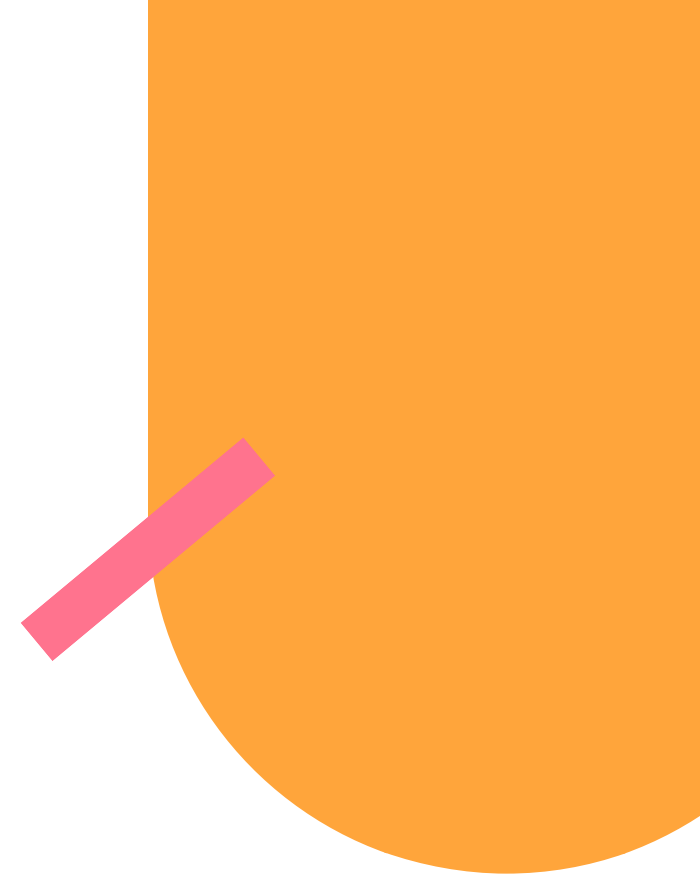
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1	DATE	PLATFORM	CONTENT THEME	COPY	CONTENT	POST TYPE	HASHTAGS	TAGS
2	DAILY	Instagram/Facebook	Quote of the day	POST PHOTO OF QUOTE OF THE DAY ON STORY EVERY DAY	PHOTO OF QUOTE	Story		
3	5/1/2023	Instagram	Blog #5: "Magic in Movement"	It's easy to let the April showers bring you down. Luckily, as May brings you flowers, we're here to give you tips and tricks to kick the spring slump. In this week's blog, Peyton Hicks talks about how getting up and moving your body comes with many health benefits, including improving your mood! Read about it by clicking the link in our bio 😊	photo of sunrise on green mountains	Photo	#mindfulnesspractice #getupandmove #ShelburneAthleticClub	
4	5/1/2023	Instagram	Blog #5: "Magic in Movement"	"Magic in Movement" blog OUT NOW! 📄	repost	Story	#getupandmove	link to blog
5	5/1/2023	Facebook	Blog #5: "Magic in Movement"	It's easy to let the April showers bring you down. Luckily, as May brings you flowers, we're here to give you tips and tricks to kick the spring slump. In this week's blog, Peyton Hicks talks about how getting up and moving your body comes with many health benefits, including improving your mood! Read about it by clicking the link in our bio 😊	photo of sunrise on green mountains	Photo	#mindfulnesspractice #getupandmove #ShelburneAthleticClub	
6	5/4/2023	Instagram/Facebook	Outdoor Sauna and Hot Tub	ATTENTION GYMERS, YOGIS, AND FITNESS ENTHUSIASTS: The outdoor Sauna and Polar Plunge are coming along and they will officially be ready to use on May ___! We will have an grand opening ribbon cutting ceremony with the staff, owners, and members that day at noon. All are welcome! 🎉	sneak peak photo of constuction site	Photo	#polarplunge #getoutside #getfit #ShelburneAthleticClub	

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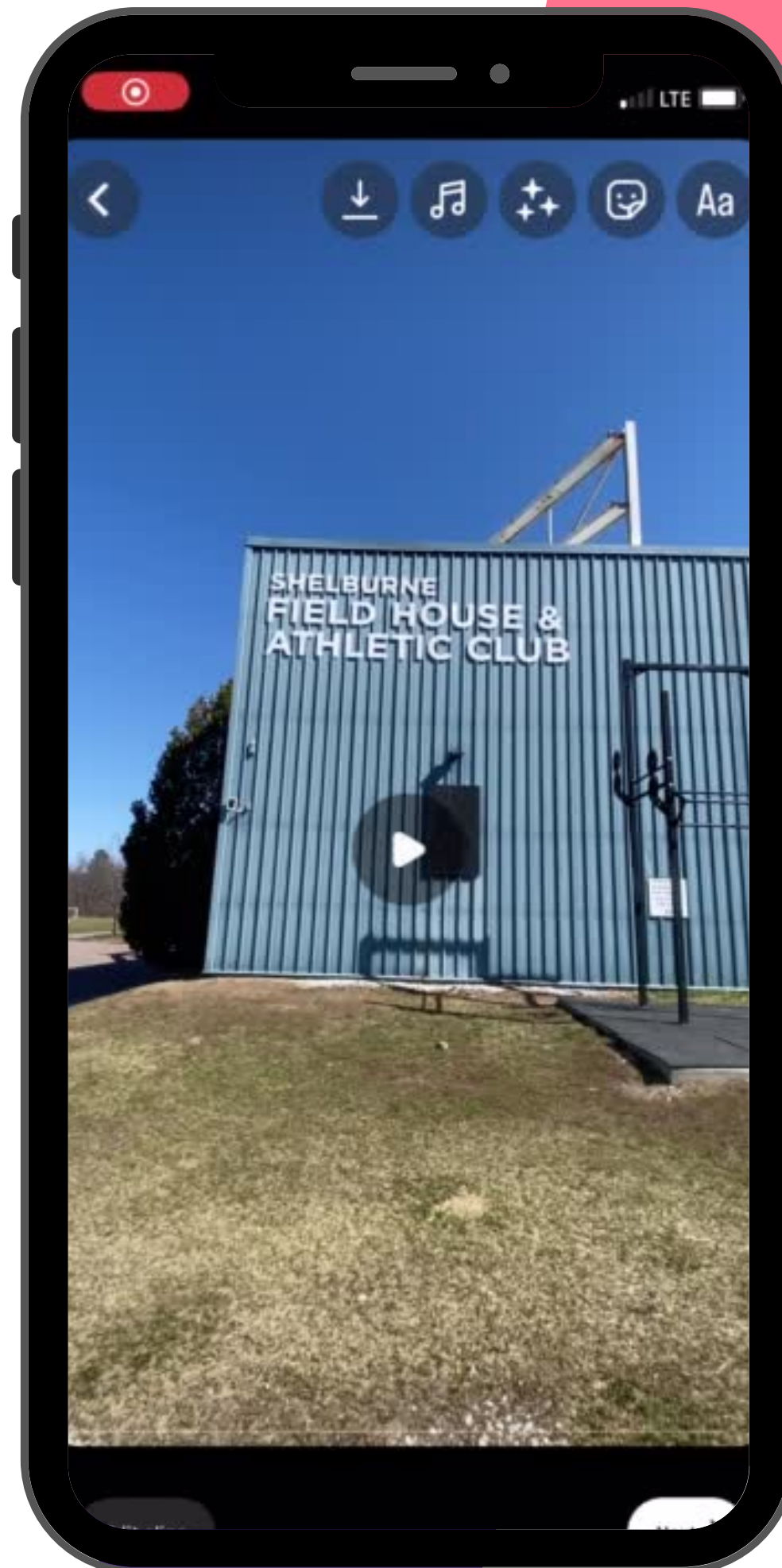


Deliverable 3: Instagram Reels & TikTok Videos



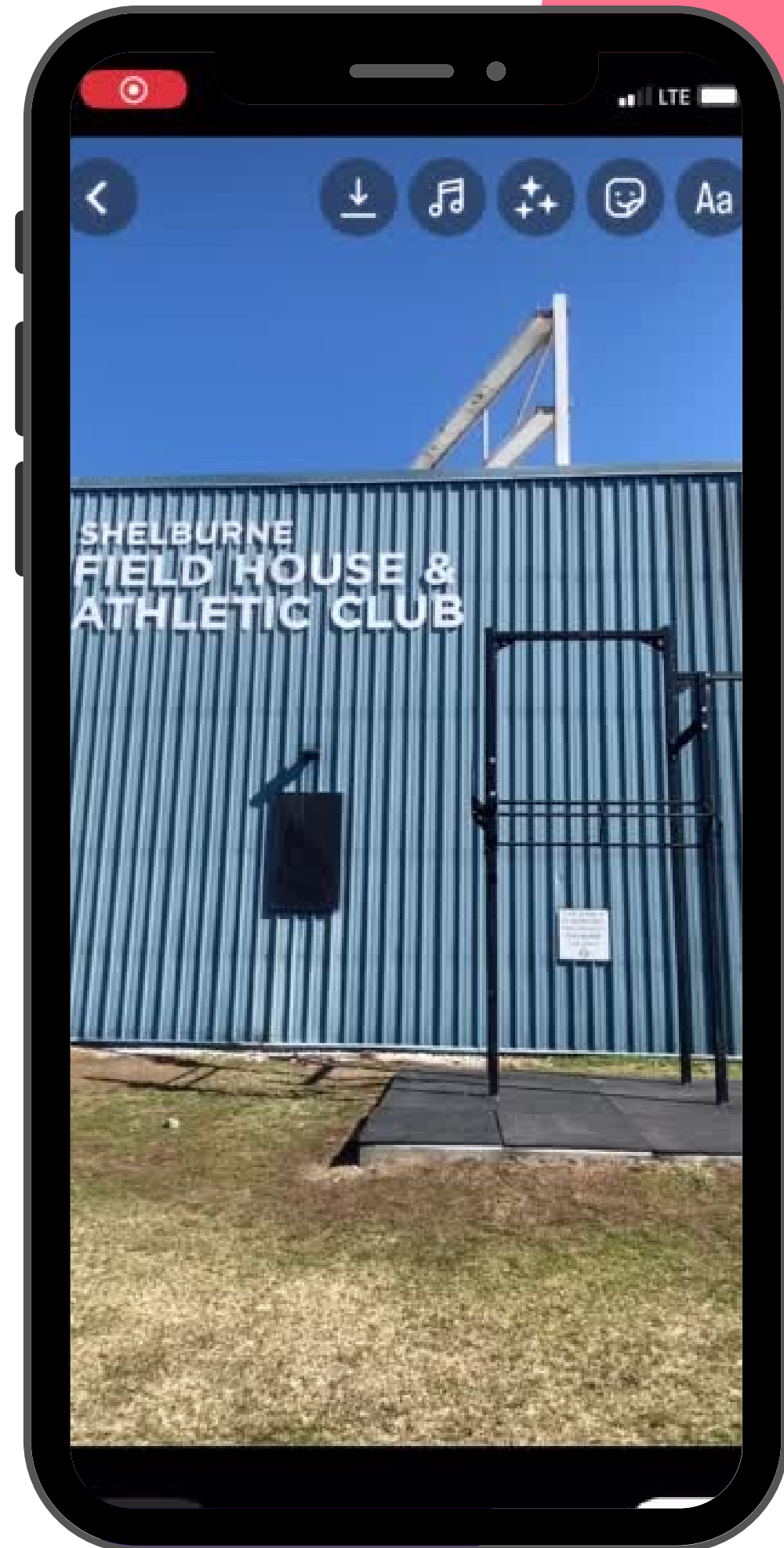


1. Facility Tour

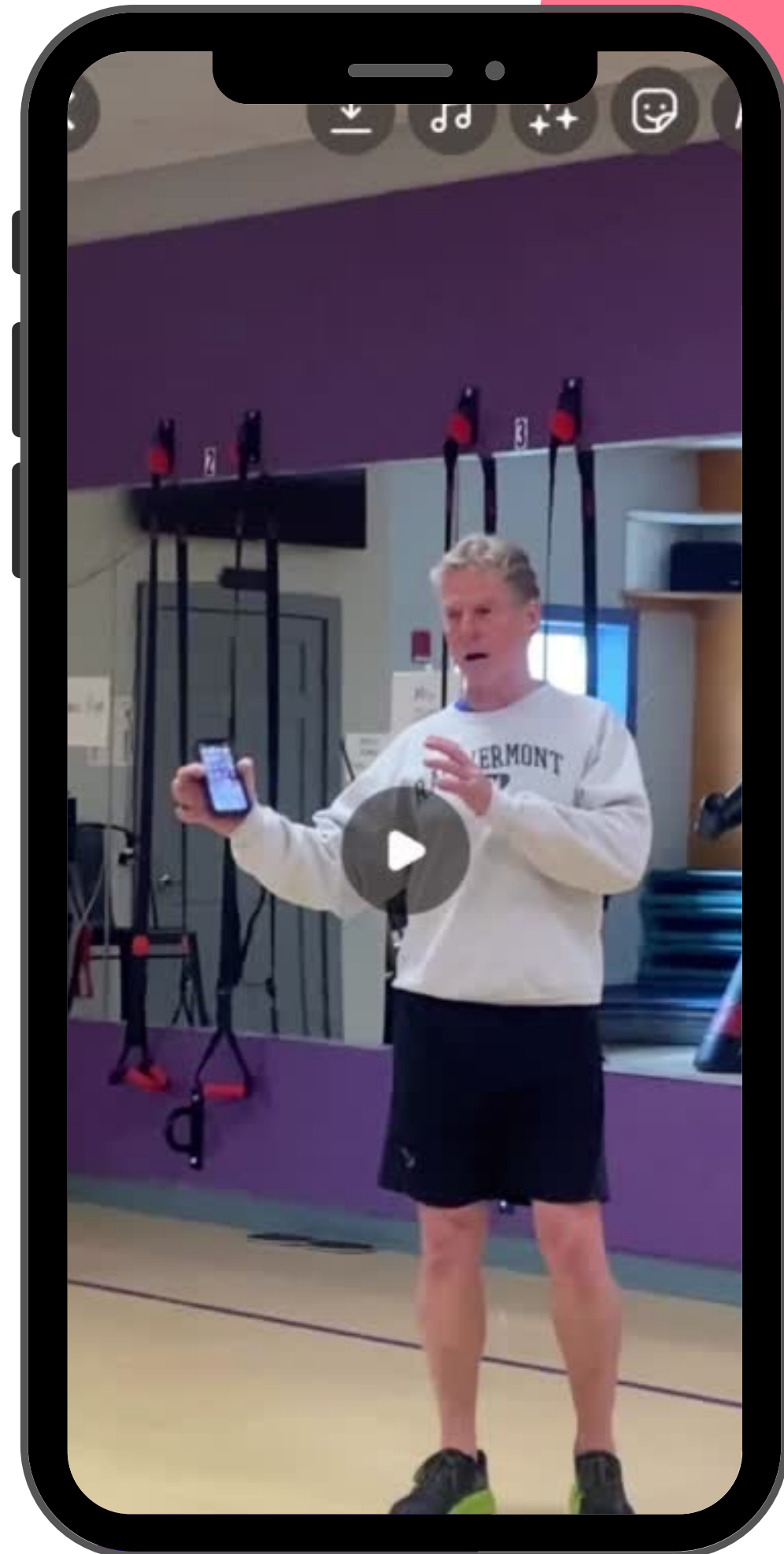




2. Wellness Center Tour

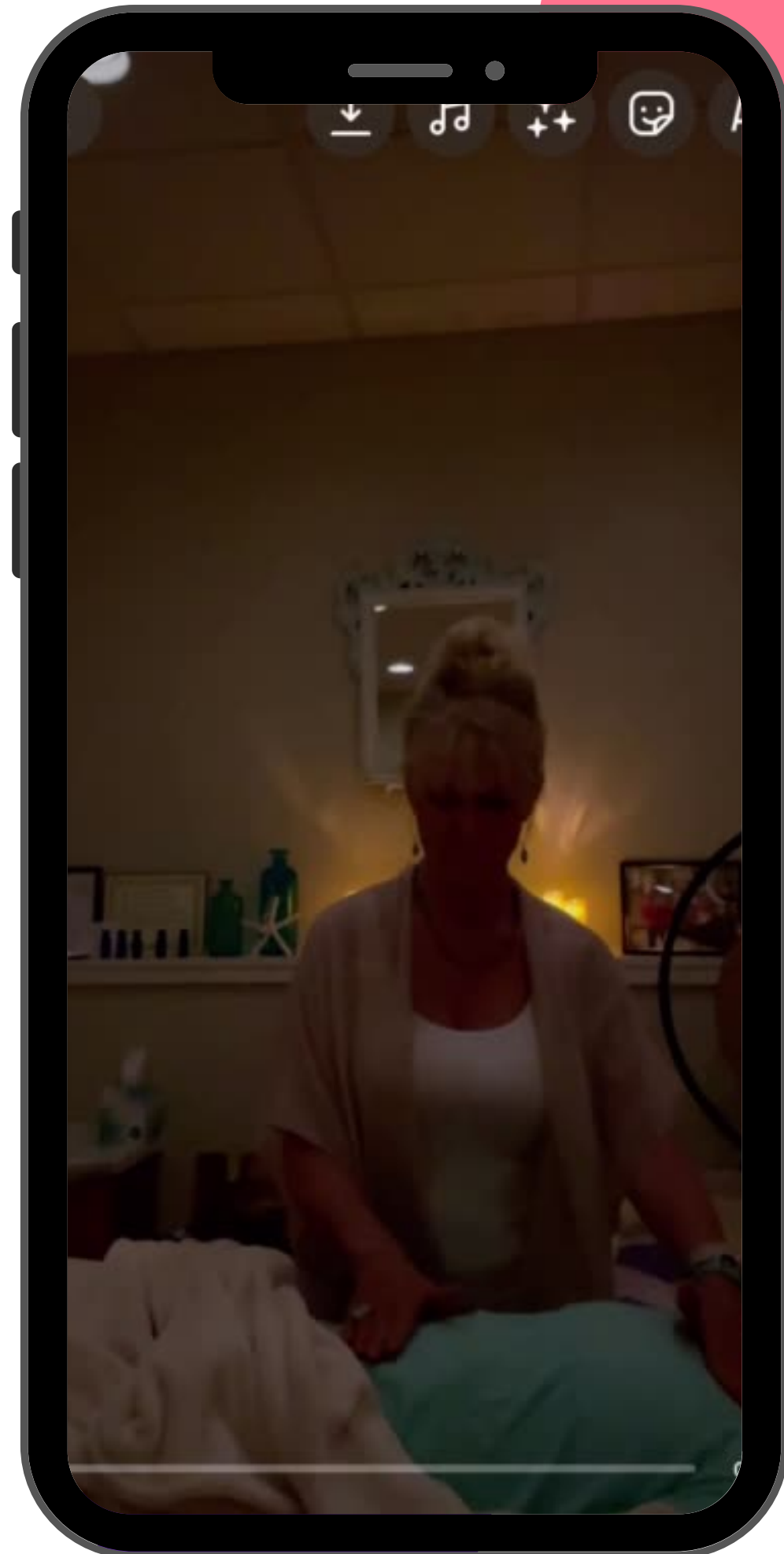


3. Rayne's HIIT Class



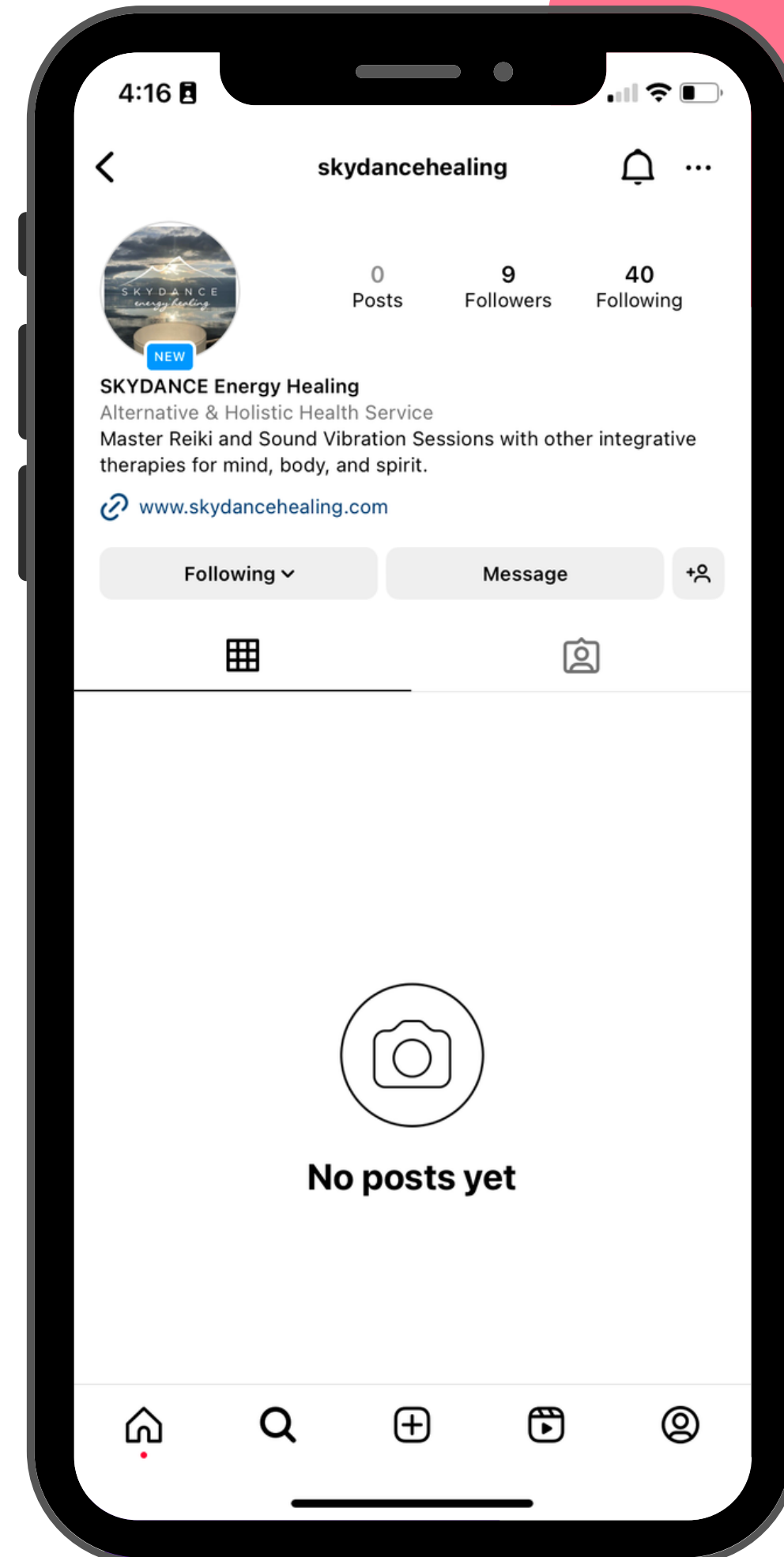


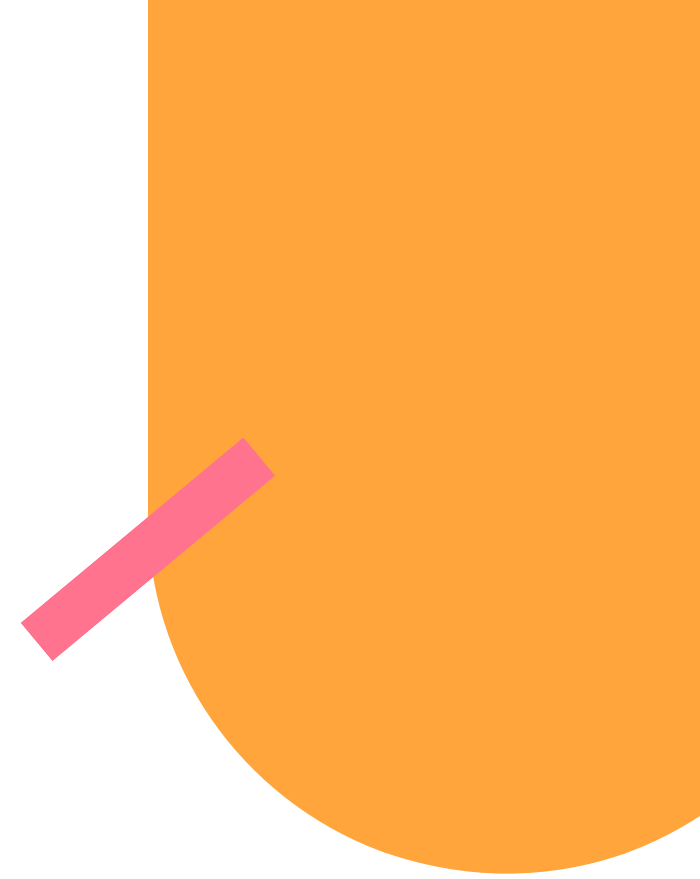
4. Terry's SkyDance Energy Healing: Reiki and Sound Bath





6. Setting up Terry's Business on Instagram





Implementation Plans



My Work



- Post blogs to the website
 - Add separate nav section titled, “Blogs”
 - Add each blog category (6 Blogs)
 - Add each post into the correct category with embedded photos and links provided
- Use Content Calendar for social media posts
 - Post Blogs by the timeline
 - Post Reels/Videos to Instagram & TikTok
- Post blogs to poster wall in gym
 - Print out blogs (1-2 per week) to be featured on the wall
 - Have a section of the board dedicated to the blogs
- Post Reel on Sky Dance account

Thank you for your time and working with us!

