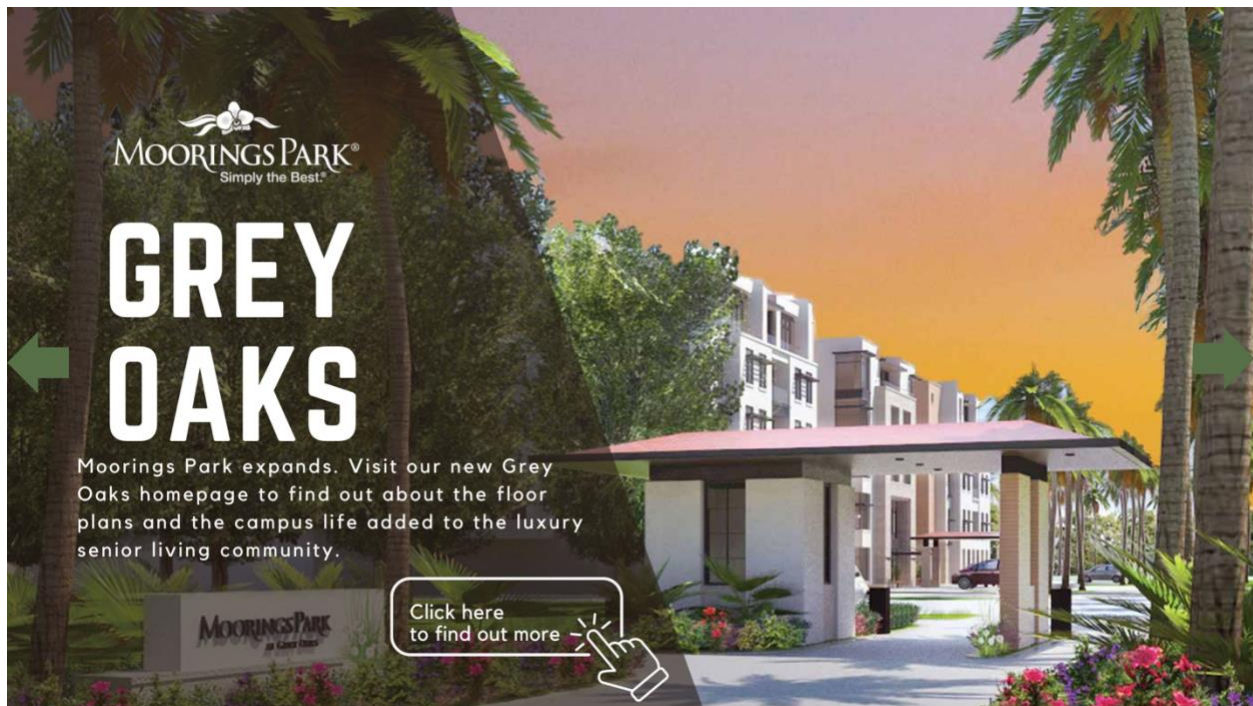


**Website:** Moorings Park expands. Visit our new Grey Oaks homepage to find out about the floor plans and the campus life added to the luxury senior living community.

Click here to find out more.

- ➔ This website update would be on the top of the page. However it will slide back and forth to other updates. See below example.



## Blog Post:

### **Moorings Park expands its community with third campus**

*Grey Oaks is the new additional campus to the luxury senior living community*

NAPLES, Fla. — Moorings Park is very excited to announce the grand opening of its third campus Grey Oaks. It offers includes 96 elegant Garden Residences and 13 penthouse-style residences.

After two years of planning. One and a half years of construction. The new residences will host its grand opening event on Dec. 13<sup>th</sup> 2022. Nonetheless, this community offers a lot more than its new home options. It offers a sports membership to Grey Oaks Country Club, which also offers open views of the golf course.

The clubhouse is built as a luxury community place. It includes a theatre for movie nights and plays. Also, it includes restaurants with views to the golf course and the pool. It also includes a penthouse-style dining space for private parties for residents to rent out. The pool



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itself is an infinity pool with and spacious patio. Furthermore, Grey Oaks contraction thought about little details as well. The elevators are built with glass, where residents and partners are able to enjoy views of the new campus. The residents will have lots of activities to enjoy. From art classes to fine dining events. Grey Oaks will host clubs and events within its own community which are exclusive to its residents.

The partners themselves will also be stationed in the clubhouse. The fitness and wellness staff will be in the thrift floor. The HR and doctor and many other offices will be on the second floor. The partners will be able from 9 a.m. to 5 p.m. from Monday through Friday.

Overall, Moorings Park communities is excited to see life in this new campus, after a long construction and a lot of thought with every detail. Comment below what questions you have about Grey Oaks.

### Leave a comment

Comment

Post Comment

- ➔ As seen in my blog post, it includes two photographs of an area view of Grey Oaks and the new art classes. Also, to create two-way communication I included a comment section. The blog post is static, but is included there list of all blog posts. there it will just show the headline and the first two sentences (lead).

Newsletter:

NOV. 13TH, 2022

MOORINGS PARK®  
Simply the Best.®

ISSUE 58

# NEWSLETTER



## Moorings Park expands

We are very excited to announce the grand opening of its third campus Grey Oaks. It offers includes 96 elegant Garden Residences and 13 penthouse-style residences. Further it offers multiple dining spaces, an open pool area with an infinity pool and a theatre. As well as, residents are able to join clubs, classes and evening events exclusive to Grey Oaks.

## Grey Oaks will host grand opening Dec. 13th

After almost four years of planning and construction we are very excited to open our third location. We already opened the housing applications and welcomed residents; nonetheless, we are pleased to inform you that we host the grand opening this December. It will include catering from the main restaurant and drinks. It will be hosted in the clubhouse, which serves spectacular views. Also, the current and future residents are able to meet our wonderful partners.

### Event Details

Date  
Dec. 13th 2022

Location  
Grey Oaks Clubhouse  
R. du Jardin, Naples, FL 34105

RSVP  
Click here or scan QR  
Code:





For more information: 239-768-9923

- ➔ This newsletter is one page “special news newsletter.” It included photographs of the new location and also it includes details for the grand opening. The newsletter first describes the location itself and then more about the event. On the side the newsletter has the details and RSVP link and QR code convenient and compact for readers. The RSVP request is to create two-way communication.

**Reflection:**

- Briefly recap who your intended audience was and what your goal was. Also, was the audience/goal the same for all three mediums?

The audience for all three are current residents ages 65 and older. These people live in Mooring Parks and need the updates and news, also easy navigation through the website if they need something. This is the main audience for all three since they are affected by all things Mooring Parks does.

Another audience for the website is also possible new residents and people who look for family members into community living. Female and males from 40-60 years old. People who already live in Southwest Florida, especially Lee and Charlotte County.

Another audience for the blog posts would be family and friends of Mooring Parks resident. Ages 25-70. Age range is high due to grandchildren of the residents up to their friends. The location of these people can be all over the United States; but, there is a connection between them and a resident living in Mooring Parks.

Another audience for all three would be the employees (partners) of Mooring Parks. Male and female. Remote and on-site workers. Any department. People who need to stay up-to-date with Mooring Parks

- Explain how you wrote each of the three mediums differently. Did you use the same voice/personality or something different based on the medium?

The website header is written more professional. The blog is a mixture of a news release with a personal touch. And the newsletter is written in a personal tone. All three are written professionally; yet, the tone feels different while writing all three. I think the medium getting “published” I wrote more facts and newsy and the newsletter I wrote more as an informational invitation.

- How do you think your website update, blog post and newsletter article encouraged two-way communication, engagement and relationship building with your intended audience? Did they all work the same or were they slightly different?

The website invites people to click on the new added page for Grey Oaks. All new information people would desire would be found there.

The blog asks to comment questions about Grey Oaks after being introduced to it with the blog.

The newsletter asks people the RSVP to the grand opening event for Grey Oaks.

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They are slightly different, but all cover the same story.

- One is one thing you learned about websites, blogs and newsletters from completing this assignment.

While writing these I understood the real difference between all three. Even though the story is the same I had to find a way to transform the story for the medium. Also the two-way communication factor had to be different for each.