



Elephant Academy

Portfolio

September - December 2018

Chris Lindstrom Day

Elephant Academy is proud to confirm that Chris Lindstrom Day has completed our intensive three-month training program in writing, editing, social media, and journalism ethics. In this robust training, she gained new skills and embraced the commitment to become a more mindful communicator in today's competitive work environment while inspiring herself and her peers to help bring about an Enlightened Society.

This portfolio is a curated example of their work while in the Elephant Academy.

Yours in the Vision of Enlightened Society,

Molly Murphy, *Director of Elephant Academy*

Waylon Lewis, *Editor-in-Chief* & the entire Elephant Academy team.

1. About

Personal Instagram:

- ❑ Number of followers: 790
- ❑ Example post:



2. Social Media Challenge

Project: Apprentices will maintain, schedule, and grow the likes and reach of an assigned *Elephant Journal* Facebook page. Required was three posts per day for at least 30 days. This was a team challenge to curate the page and increase the “likes” and “reach” of said page between a group of between 2-5 people.

3. Published Writing

The links below are the best performing writing samples published by Chris Day throughout the duration of the Apprenticeship. The Elephant Academy program offers the opportunity to work one-on-one with *Elephant Journal* editors in order to improve both their writing skills as well as their mindful communication.

The top 5 performing articles.

1. [How I Stopped Clinging to the Past \(& Worrying about the Future\)](#), 1.6K views
2. [A Mindfulness Practice to cure our Smartphone Addiction](#), 4.4K views
3. [How To Have a Happy \(Vegan\) Holiday Season](#), 921 views

4. Peer Editing

Chris Day was required to submit editing feedback to peers throughout the duration of the program. Listed are some examples of editorial skills gained when exchanging with peers.

1. Compassionate professionalism
2. Learning how to give constructive feedback without the writer getting discouraged
3. Copyediting for grammar, punctuation, and syntax

***Elephant Journal* Editor Apprentice article:** [When Death Came to Dinner & Taught me How to Live](#)

5. Final Project

Chris Day was asked to research, write, peer edit, and publish a final blog showcasing the newly acquired skills as a mindful communicator and grassroots journalist. This is considered the culmination of the program as it ties each area of study together. Apprentices then learn how to best share their published work on social media.

- ❑ Final Thesis Article Link: [The Hidden Victims of Fracking](#)
- ❑ Final Thesis Title: The Hidden Victims of Fracking
- ❑ Total view count as of February 7, 2021: 472

This is an unofficial official portfolio that was compiled by the program participant and not verified by Elephant Academy staff. In the shared interest of pursuing an Enlightened Society and in practicing mindful communication, we place our trust in the integrity of our Elephant Academy alumni.