

SIX POSTS. ONE GRUDGE. POSTABLE THE WEEK IT SHIPS.

Every caption below is final copy, verbatim. Pair each with its frame (index on page 2). Captions carry no dashes; claims are flavor-exclusive.

THE RULES THAT MAKE IT TRAVEL

Own the brand tags from day one. Put **#VELA** **#NoChalk** on every single post. That is how the grudge becomes searchable.

Then add one broad + one category tag per post, drawn from the list, tuned to the post.

Broad pool: **#protein** **#proteindrink** **#highprotein**

Category pool: **#cleanlabel** **#nosucralose** **#rtdprotein**

#gymfridge

Don't over-stack: TikTok max 4 tags, LinkedIn 2 to 3, Instagram 5 to 6.

THE WEEK'S POSTS

Slot 01 · Launch announce

FRAMES: IG 4:5 · TIKTOK 9:16 · LINKEDIN 1:1 (FOUNDER CUT)

Every protein drink knows it's chalky. None of them will say it.

So we made one that isn't, and we'll say it as loud as you want.

VELA. Clean protein that actually tastes good. 20g protein, under 140 calories, no sucralose. Real ingredients doing real work.

No chalk. That's the whole point.

#VELA **#NoChalk** **#protein** **#cleanlabel**

TikTok: cut to the first two lines plus "No chalk. That's the whole point." over the pour footage; trim tags to 4. **LinkedIn:** use the founder cut frame, tags to 2 (#VELA #NoChalk), buyer-facing read.

Slot 02 · Flavor reveal: Vanilla Oat

FRAMES: IG 4:5 · TIKTOK 9:16

Vanilla Oat. Real vanilla bean, oat cream, and not one speck of chalk.

The vanilla that finally isn't sad. 20g protein, under 140 calories.

#VELA **#NoChalk** **#proteindrink** **#cleanlabel**

TikTok: open on the vanilla bean split and oat-cream ribbon; caption tight.

Slot 03 · Flavor reveal: Cold Brew

FRAMES: IG 4:5 · TIKTOK 9:16

Cold Brew. Real coffee concentrate, not coffee flavoring. A coffee that happens to have 20g of protein.

20g protein, 80mg caffeine, under 140 calories. No chalk, obviously.

#VELA **#NoChalk** **#coldbrew** **#highprotein**

TikTok: the dark coffee-concentrate swirl into the pour, real. **Caffeine claim (80mg) appears on Cold Brew posts only.**

FLAVOR N°3, THE SHAREABLE, AND THE WEEK'S RUNNING ORDER.

Slot 04 - Flavor reveal: Yuzu Citrus

FRAMES: IG 4:5 · TIKTOK 9:16

Yuzu Citrus. Real yuzu, bright and sparkling-adjacent. The gym-fridge flavor nobody else was brave enough to make.

20g protein, under 140 calories. Zero chalk, all citrus.

#VELA #NoChalk #gymfridge #rtdprotein

TikTok: yuzu cut open, zest catching light, energy from brightness, NOT fizz. **Never claim carbonation. "Sparkling-adjacent" only.**

Slot 05 - The anti-chalk hook (the shareable)

FRAMES: TIKTOK 9:16 (PRIMARY) · IG 4:5

Pour test. Two glasses. One clings to the sides and settles at the bottom like wet plaster. One pours clean.

You already know which one you've been drinking. Now you know which one we made.

No chalk. #VELA #NoChalk

#VELA #NoChalk #protein #proteindrink

Built for TikTok / Reels first. It is the pour contrast as a native clip. Let the video carry it; caption verbatim.

THE RUNNING ORDER FOR WEEK ONE

1 · OPEN THE WEEK

Lead with Slot 01 (announce), grocery launch. Post the LinkedIn founder cut the same day to the buyer audience.

3 · CLOSE WITH THE HOOK

End the week on Slot 05 (the pour test). It is the one built to travel; give it the weekend.

2 · SPACE THE REVEALS

Grocery-first: lead flavors with Vanilla Oat (Slot 02), broadest trial. Then Cold Brew, then Yuzu, spaced across the week.

4 · EVERY POST

#VELA and #NoChalk always. Only VELA's name on any post. No studio credit.

FRAME INDEX · WHAT'S IN THE KIT

POST	INSTAGRAM 4:5	TIKTOK 9:16	LINKEDIN 1:1
01 · Announce	✓ 1080×1350	✓ 1080×1920	✓ 1200×1200 (founder cut)
02 · Vanilla Oat	✓ 1080×1350	✓ 1080×1920	—
03 · Cold Brew	✓ 1080×1350	✓ 1080×1920	—
04 · Yuzu Citrus	✓ 1080×1350	✓ 1080×1920	—
05 · Pour test	✓ 1080×1350	✓ 1080×1920	—

12 designed frames total. IG 4:5 files also serve the 1:1 feed crop; TikTok 9:16 files serve Reels and Shorts. All exported at native dimensions, whole composition corner to corner.