

CASE STUDY FALL 2024



The Rise School of Austin

The Rise School of Austin is a non-profit school that caters to children of all learning abilities. They combine extensive research, non-traditional teaching techniques, and therapies in order to create an individualized educational experience that fosters inclusion for all of their students.



GOALS

Create a 6-week integrated campaign that promotes Rise's various events and highlights their expansion initiative. Strengthen community network and outreach by sharing the school's work and how Rise continues to exemplify their core values.

STRATEGY

SOCIAL & DESIGN

- Explored new content and design while maintaining the existing brand personality
- Diversified Rise's Instagram portfolio by incorporating reels into the feed
- Provided more extensive coverage of events including Trunk or Treat and the Shine for Rise Gala
- Presented The Rise School of Austin's mission and values in a new and captivating through posts such as Learn the ABCs with Rise
- Traveled on-site for events and captured supplemental photo and video coverage

PUBLIC RELATIONS

- Worked with the Curated Texan magazine to gain media coverage on the Shine for Rise gala
- Provided the Curated Texan with photos of the event and developed a pitch including metrics for a newsletter to put out
- Pitched to 6 local news outlets, not only about the Shine for Rise Gala, but also the ongoing expansion and other events that the RISE School has held
- Refined and updated list of local media contacts with family magazines and newspapers

OUTCOMES

T&B achieved its three goals set at the beginning of the campaign: increasing followers, reach, and engagement rates.

- Gained **34** followers on Instagram and **11** followers on LinkedIn
- Shared **13** Instagram and Facebook posts, **6** Instagram and Facebook stories, and **12** LinkedIn posts
- Increased Instagram impressions by **64.4%** for a total of **44,713**
- Doubled Instagram engagement rate from from **2.17%** to **4.50%**
- Reached **7,993** unique Instagram accounts for an increase of **262%**
- Achieved **1,539** impressions on LinkedIn in a 30-day time frame

SAMPLE POSTS

