



Case Study

REVITALIZING PARENT UNIVERSITY'S SOCIAL MEDIA APPROACH



Situation

Parent University, a forward-thinking organization dedicated to community enrichment, faced challenges in leveraging their social media to its fullest potential. Their inability to maintain consistent postings due to limited staff support was hindering brand awareness, audience engagement, and, most crucially, registrations for their pivotal programs. Additionally, their outdated visuals and lack of representational photography further prevented them from truly capturing the essence of their transformative work.

Task

Avant Solutions was approached with a multi-faceted task:

- Revamp Parent University's social media channels to reflect best practices and a professional yet relatable brand image.
- Address the pressing need for updated, authentic photography to depict the organization's current staff and offerings.
- Ensure a consistent and engaging posting cadence that would both resonate with the target audience and drive registrations.

Action

Drawing from our deep-rooted vision of crafting tailored communication strategies, Avant Solutions swiftly pinpointed Parent University's pain points. Here's what we did:

- **Audit & Strategy Development:** The initial social media audit revealed a significant opportunity. We could craft a distinct brand voice - one that was both consistent and conversational. This would not only strengthen their online presence but also position Parent University as a genuine community partner.
- **Content Creation:** Recognizing the critical role of relatable visuals, Avant Solutions coordinated a professional photography shoot. This not only showcased the real-world impact of Parent University's programs but also introduced the passionate staff behind them.
- **Optimized Posting:** Guided by industry best practices and insights, we embarked on a posting schedule. Our approach emphasized content with faces, concise copy, and optimal posting times, leading to robust initial engagement.

Results

The collaboration between Parent University and Avant Solutions culminated in tangible, commendable outcomes:

- **Growth & Engagement:** The first quarter of 2023 witnessed an uptick in followers, a testament to the power of consistent, organic growth strategies. This growth not only retained its pace in April but also set the stage for enhanced audience interaction, from shares to conversations.
- **Enhanced Brand Image:** The infusion of new, authentic photographs breathed fresh life into Parent University's online persona. This visual revitalization not only made the posting process seamless but also showcased the organization's core values and offerings to potential participants.
- **Future Opportunities:** Our work unearthed further growth avenues. Translation of posts to Spanish emerged as a promising strategy to tap into a broader audience demographic, while the potential for more frequent postings hinted at an even brighter future for Parent University's social media journey.

At Avant Solutions, we pride ourselves on truly understanding our clients' unique challenges and delivering customized solutions. Our collaboration with Parent University stands as a testament to our commitment to creating communication strategies that resonate, engage, and drive results.

About Avant Solutions

Avant Solutions is a full-service PR/communication firm that provides customized communication strategies, media training/media relations, executive communication support and services to clients across various industries and sectors. The team has in-depth knowledge of strategic communication and public relations, serving a diverse clientele that includes federal and local government, public agencies, non-profit organizations, education, small businesses and startups. Avant Solutions belongs to the Public Relations Consultants Group, a national network of 50 award-winning independent communications and public relations professionals and consultancies, allowing reach in every market across the U.S., Canada and Puerto Rico. The firm is also part of the Goldman Sachs 10KSB Small Businesses Alumni group and the only Black woman-owned, WBENC and WOSB-certified PR/Communication firm in the State of Nebraska.