



# client overview: First Student

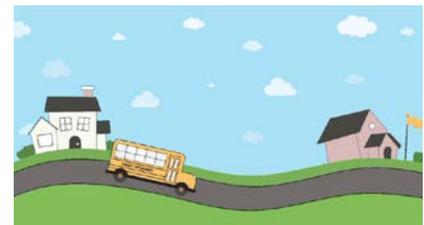
## Community, Corporate and Marketing Initiatives



First Student, the largest student transportation service provider in North America, has partnered with Vehr since 2015 to develop strategy for and support multiple community engagement, corporate communications and marketing initiatives.

### National event strategy, execution and management

In its fourth year, the Safety Dog Bus Tour is designed to shine a spotlight on school bus safety. From August to October, thousands of elementary school students and their parents visit Safety Dog events across North America. Vehr supports the award-winning Tour by creating and implementing communications strategies that include community engagement, content marketing, media relations and social media. In addition, we utilize our deeply experienced IPREX partners to provide local market counsel and assist with on-the-ground event management. To date, the Tour has generated nearly 11 million media impressions and 30,000 social media engagements.



**Above:** Vehr wrote, animated and produced Safety Dog Says, a short video teaching first-time bus riders school bus safety.

**Left:** Vehr team on site at a Safety Dog Bus Tour event. We may or may not be wearing the costume.

## Social media consumer service strategy

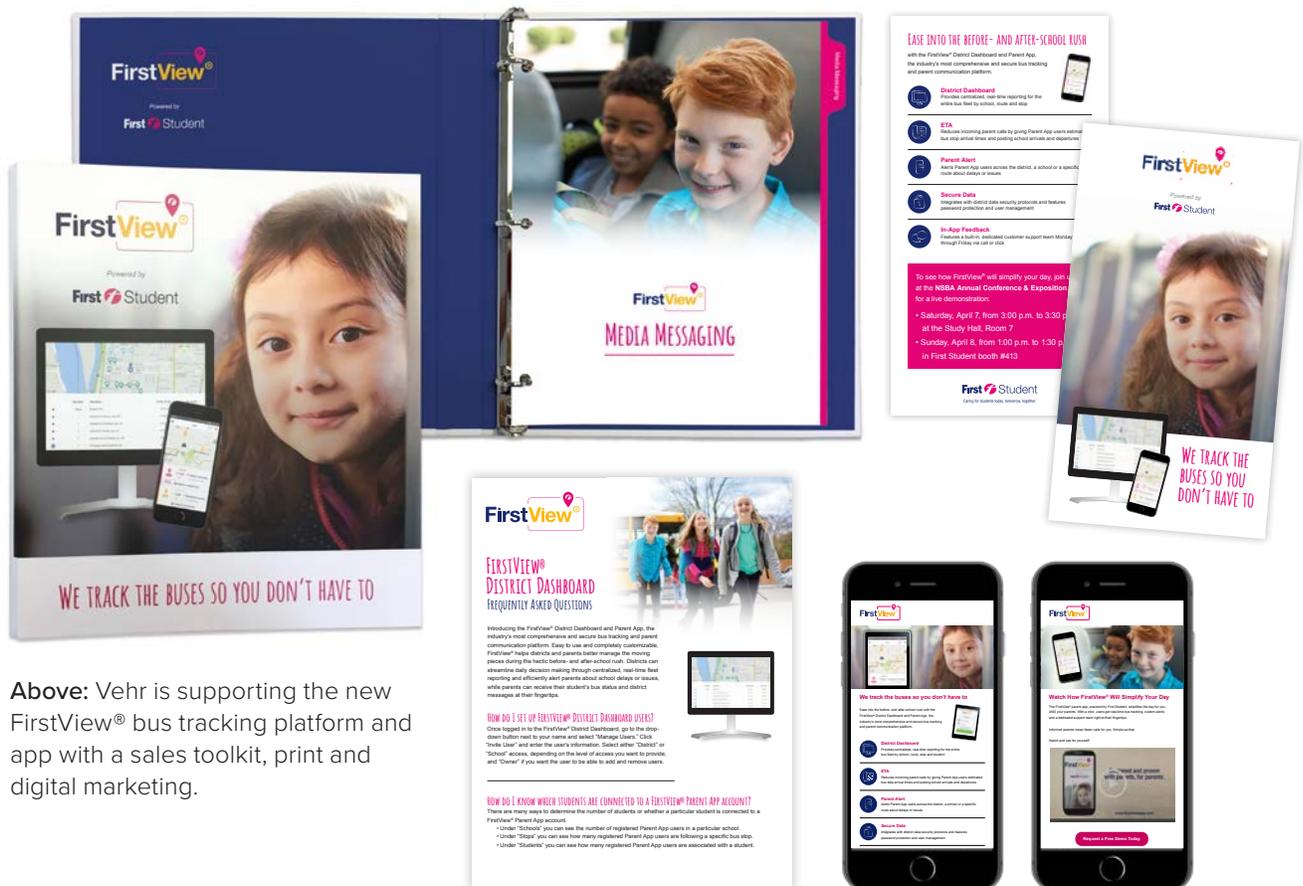
First Student realized its social media channels were becoming one of the first stops for consumer questions and complaints. Since the company serves 1,100 school districts and is responsible for 5 million student journeys DAILY, it was important that protocols were put in place for quick, efficient and consistent responses. Vehr audited a year's worth of Facebook and Twitter questions and comments and created a comprehensive messaging and best practices guide for its social media managers. To date, the company has seen improved response times, an increase in positive on-page feedback and organic engagement and has been better able to identify and manage issues "off-page" to reduce negative viral conversations.

## New product messaging and marketing

FirstView® is a new bus tracking app and parent communications platform in very early launch stage. Currently, Vehr has been engaged to develop internal and external messaging, brand standards, a sales toolkit to help general managers increase school district adoption, a school district toolkit to support staff and parent technology communication and implementation, e-blast campaigns and trade advertising.

## Labor relations communications strategy and support

First Student has a largely unionized workforce and issues can arise surrounding contract negotiations. Vehr assists the company by providing ongoing strategic counsel and issues management, including local media, influencer and political assessments; communications plan development; and materials creation. As necessary, we utilize our IPREX partners for in-market insights and on-the-ground support.



Above: Vehr is supporting the new FirstView® bus tracking platform and app with a sales toolkit, print and digital marketing.