

# Who does the work?

## Geo Listening Service Model vs. Tool Providers



Geo Listening Services meet the needs of today's busy school administrators by providing them with timely information in order to increase the effectiveness of intervention without increasing their workload. This allows school personnel to better meet the social and emotional needs of their students which, if left unaddressed, may otherwise pose as an obstacle to their educational attainment and peer connections.

The success stories of our client schools across the country have helped us set the bar on best practices. Principals, Assistant Principals, and SROs are currently inundated with competing high priority responsibilities – and limited time to do everything. Using simple “keyword hit” software will require these valuable team members to spend hours a day scouring through data in order to find relevant content that is affecting their students. The legal requirement to attend to multiple “False Alerts” throughout a day is not an effective use of their time.

Geo Listening's expert analysts take on 95% of the workload while bringing trend awareness to each administrator. While we utilize school specific keywords for each site, the benefit of our analyst's wealth of knowledge is critical to serving students effectively. Geo Listening analysts will filter out non-relevant information about a great “shot” in a basketball game, instead of needlessly placing that burden on critical staff members. Our model avoids the creation of a “False Alert” scenario and will deliver acceptance of the service.

Geo Listening will always work on behalf of what is best for students and those that serve on behalf of their well-being. We will not sacrifice the quality and timeliness of information. Our children deserve your best, and we will help you meet that requirement each and every day.

## Who does the work?

<b>Work to be done</b>	<b>Geo Listening Monitoring Services</b>	<b>Tool Provider Monitoring Software</b>
<b>Training</b>	<b>Not Needed</b>	<b>Must Have</b>
<b>Set-up of Coverage (Adjustments)</b>	<b>Geo Listening Analyst</b>	<b>School Administrator</b>
<b>Keyword Customization</b>	<b>Geo Listening Analyst</b>	<b>School Administrator</b>
<b>Review of Posts with Keyword Hits</b>	<b>Geo Listening Analyst</b>	<b>School Administrator</b>
<b>Human Discovery of Non-searchable Sites</b>	<b>Geo Listening Analyst</b>	<b>School Administrator</b>
<b>Capturing of Content for Report</b>	<b>Geo Listening Analyst</b>	<b>School Administrator</b>
<b>Report Creation</b>	<b>Geo Listening Analyst</b>	<b>School Administrator</b>
<b>Review of Relevant Posts</b>	<b>School Administrator</b>	<b>School Administrator</b>
<b>Take Prescribed Action Based on Existing Policy and Procedure</b>	<b>School Administrator</b>	<b>School Administrator</b>