



# Geo Listening<sup>®</sup>

Be there when they need you.



“Realizing the communication disconnect with our students, we knew we needed to adapt. Adding this vital information to our existing intervention strategies has allowed us to more proactively engage students.”

-High School Principal working with Geo Listening

## ○ Students have gone 21<sup>st</sup> century— it's time to join them.

Never before has the reality of student communication diverged so widely from those who guide them. Powered by ubiquitous access to smart devices and the rise of social media, the historic divide between generations has become, for many, an almost unbridgeable chasm.

Consequently, the key information students share publically on social media seldom reaches the adults who are otherwise in the best position to respond. The disconnect between communication paradigms means many students' emotional needs are going both unnoticed and unmet—not for lack of proper intervention programs, but simply because those who need to know are unable to find the information they need to be more effective.

## ○ Let us show you how

Geo Listening provides a vital service that illuminates the social and emotional needs of students, offering school personnel and parents the ability to effectively intervene on behalf of students in need. Addressing these otherwise unseen obstacles can improve school climate, provide a safer learning environment, and mitigate factors such as bullying that limit children's opportunities.

Geo Listening reviews public posts made to social networks and provides custom reports to school sites on a daily basis. These reports provide staff with timely information aligned to existing policies, so they may better respond to the social and emotional needs of their students.

Geo listening is designed as a service so your staff can focus on existing responsibilities without adding to their workload. We employ human beings as analysts rather than algorithms, and have created domain expertise in order to provide the best service to your schools.

# ○ The Geo Listening Process



## Campus Filtering

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In the gathering stage, we search public social media activity for customized keywords, phrases, and pictures, and align information to specific school locations.



## Analysis

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Going beyond the keywords, Geo Listening staffs a team of expert analysts trained in recognizing behavior issues based on students' public postings. This includes expert use of keyword searches, dates, times and locations, as well as any additional public sites necessary to determine context.



## Site Report

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Designated school administrators are provided a customized daily report featuring a concise summary matrix of public social media posts and analyst commentary that connects reported content with specific policies or areas of concern. The matrix is a time-efficient report to determine if action is needed.

Specifics on the Geo Listening process and success stories are available at [www.geolistening.com](http://www.geolistening.com)

## ○ Making a difference

### **Bullying: The Human Analyst Value**

Our analyst found a post from a high school campus using the word “sad.” Upon analyst review, the student’s public page contained other posts to justify a report to the school. Posts from the school bus included: “First day and the bullying is starting again”; “Almost punched a girl in the face; I want to do independent studies.” With the information and insight from Geo Listening analysts, school staff were able to step in and provide help to this girl when she needed it.

### **Alcohol: Identification and Intervention**

With binge drinking on the rise, we provide a reality check on the effectiveness of passive school-based alcohol awareness programs. While the alcohol may never be seen on campus, its lasting impact and abuse is pervasive among teens on social networks. The reports we provide include posts involving the consumption or promotion of alcohol. With this information, administrators are better able to identify students who may be at risk and intervene appropriately.

*“We found a true partner for kids in Geo Listening. They have tuned us into the conversation, so that we could be at our best for our students every day.”*

—High school principal

### **Suicide: Identification and Intervention**

We initially reported that a teenager had posted about harming herself. After the girl posted end of life messages, we contacted her school again. Their successful intervention resulted with the girl no longer posting about suicide and removing the morose messages from her profile. With her newly discovered self-esteem, she attended her junior prom in May 2013.

## ○ Industry leadership

Geo Listening strongly believes if the social and emotional needs of students are addressed in a timely manner, schools will see fewer incidents of behavioral issues. We are an innovator, creating the first service of this type for schools. Geo Listening is a resource for legislators, providing expertise and counsel in the drafting of legislation on social media.

With the depth of knowledge and experience drawn from our analysts, Geo Listening shares trending information through its Advisories for new areas of concern propagating on social media.

Geo Listening actively participates in ongoing research and professional discussions on the impact of social media on student behavior.

## ○ Supporting student rights

The Geo Listening service does not limit students' rights to free speech. Students remain free to express their views, provided it is speech otherwise protected by the First Amendment in the school setting. Geo Listening does not monitor students' private emails, texts, phone calls, voicemails, browser history or contacts.

We examine content already in the public domain, and share posts of concern with designated school staff. The review of public posts does not invade legitimate privacy interests, and Geo Listening encourages students to enact stricter privacy settings on their social media accounts.

Our service is a means of risk mitigation, demonstrating a school's commitment to action by using strategies to anticipate and resolve student issues.

## Contact Geo Listening

For additional information or to set up a demo, contact  
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