

# Full Service or Software



Geo Listening provides a service for school leaders who wish to better meet their student’s social and emotional needs, which if left unaddressed may otherwise create obstacles to their educational attainment and peer connections.

Our **Full Service Model** empowers today’s busy school administrators by providing them with timely information to increase the effectiveness of intervention without increasing their workload. Geo Listening’s expert analysts take on 95% of the workload while working as part of a team for all K12 schools. Our experienced analysts review public posts and deliver social intelligence to your staff so that they may effectively intervene on behalf of a child. Geo Listening analysts will curate through non-relevant information about a great “shot” in a basketball game, instead of needlessly placing that burden on critical staff members. Simple alerting software will create a 99% false positive rate for your staff to work through. Our **Full Service Model** avoids the creation of a dynamic “False Alert” scenario that mandates attention by your staff. 98% of reported concerns to our client schools are not geo tagged or keyword matched, but rather they are discovered by an analyst using manual methods and our time.

While this option is not recommended, other companies offer **Monitoring Software** for schools/districts that can appropriately staff an in-house monitoring administrator/team. This person(s) would be responsible for utilizing the “keyword hit” software and curating through publicly available posts that meet the district criteria for action as well as analyzing the data to eliminate “False Alerts.” With principals, APs, and SROs currently inundated with competing high priority responsibilities – and limited time to accomplish it all, it is strongly recommended that you designate a separate individual(s) to assume this role. You may utilize the expertise of our analyst team with a professional development service contract so that you have a foundation of best practices to build upon.

The success stories of our client schools across the country have helped us set the bar on best practices. 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. Children deserve your best, and we will help you meet that requirement each and every day no matter which option you choose.

## Who does the work?

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