



SPIRITED INQUIRY

How We Used Social Listening & Tagging To Help This NPO With Event Planning

The [National Council of Teachers of English](#) (NCTE) is a United States professional organization dedicated to "improving the teaching and learning of English and the language arts at all levels of education".

NCTE is a leading partner that provides educators (Pre-K through college) with a voice as the educational landscape evolves. They host an annual convention that enables attendees to find new teaching allies and make connections with luminaries and authors. NCTE also provides attendees with enough books to fill entire classrooms.

This annual convention hosts on-site attendees totaling over 8,000. In addition to their attendees, their virtual audience of educators are able to follow the events across multiple social channels. During this time, NCTE's internal social media team required assistance with online engagement while they tended to their on-site hosting duties.

B Squared Media was tasked to assist NCTE with monitoring the social media conversation around this annual convention, which used the hashtag #NCTE19. The B Squared Media team used the [Sprout Social](#) listening tool to monitor all mentions, hashtags and keywords across their social channels.

With this listening tool, our team created multiple keyword searches, allowing urgent questions to be addressed by the B Squared Media team. This made it possible for NCTE's on-site team to focus on creating on-the-spot content and connecting with attendees in person.

After the convention had wrapped, B Squared Media audited the insights the team received during the convention. These recorded insights gave us the opportunity to offer NCTE analysis for future conventions based on their attendee feedback.

How we made it work

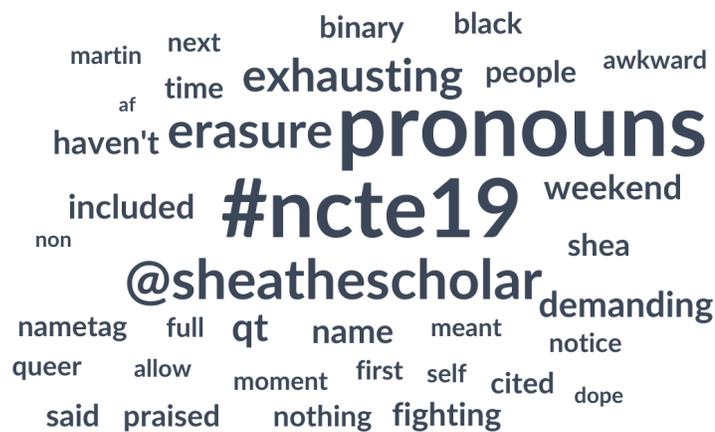
- **Engaged with the attendees and digital community to provide assistance and build relationships.**
B Squared Media extended community management hours to facilitate communication with educators at the convention.
- **Acted as an extension of the on-site team.**
The B Squared Media team alleviated the social workload for the on-site NCTE team. This allowed NCTE's team to assist convention attendees with on-site needs.
- **Reported back to NCTE with insights from conversation around #NCTE19.**
B Squared Media utilized the data collected from Sprout Social's listening reports along with community manager recorded data. This facilitated discussion with NCTE to create a better convention experience in 2020 and beyond.

Results

- Engagement and tagging of over 20K posts to reveal sentiment and conversation throughout the four-day convention.

Event Tags	19,557	Sessions	7,191
Positive	17,917	Positive	6,673
Negative	427	Negative	313

- Provided feedback on what members would like to see added next year based on conversations members were having with one another (while not necessarily tagging the official handle, brand, or using the #NCTE19 hashtag).



"Our partnership with B Squared Media has been more than valuable to our organization. Having their support during our largest event of the year, along with getting favorable results via paid advertising – we couldn't be more pleased. Their team offers great results as well as notable professionalism."

Emily Kirkpatrick,
Executive Director

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