

What is the Teacher Tapp Brand Tracker?

The Teacher Tapp Brand Tracker is a set of questions we will be asking once per month to all of our users. The questions enable over 100 education organisations to get important information about how well they are serving teachers. And, in return, the teachers taking part get a chance to win a CPD library for their school worth over £300.

Why create the Teacher Tapp Brand Tracker?

Since starting Teacher Tapp in 2017, lots of education organisations have asked us to help with their work. For the Anna Freud Centre, we found out what teachers thought about mental health. On behalf of the Sutton Trust we discovered what motivates teachers to work in challenging schools. Even the education secretary used our data about email workload in one of his speeches.

One thing we have NOT done is routinely ask about education brands. There are only 3 questions per day on Teacher Tapp, so we are very picky about what we ask. Many businesses want to know if you've heard of their organisation. But if we filled up our question bank with these, then we'd never find out the other stuff (which is arguably more important for the profession).

However, lots of education organisations are motivated to find out what teachers think because they want to use that information to improve their products and services. But if they don't know who is or isn't using a service, and how that compares with others, then it is tricky to target improvement effort. Getting teachers to answer questions is difficult because you are all so busy. Surely there was some way we could square this circle?

In response, we came up with the Teacher Tapp Brand Tracker: a way of asking brand-related questions on just one day per month. And if you answer them then it will help education organisations improve their products and services to meet the actual needs of teachers. Plus, you'll be entered into a prize draw to win a CPD library worth over £300 for your school!

How do I join in with the Teacher Tapp Brand Tracker?

If you are on the app then, once-per-month, three questions will appear asking....

- Have you heard of any of the following brands?
- Do you use any of the following brands?
- Would you recommend any of the following brands?

You will be given 10 options in each list. Please tick those which apply. And that's it!

What happens to my answers?

We aggregate the data for each company and use this to create intelligence reports for education organisations so they can improve their products. We do not pass on personal data. The reports are like those we write for the weekly blogs, and only use aggregate data.

What rewards do I receive for being in Teacher Tapp?

As with all questions answered on Teacher Tapp, you receive points towards your streak and badges. BUT ALSO, for every set of Brand Tracker questions you enter you receive a raffle ticket to win a [CPD Library](#) for your school. These will be drawn monthly at first. The more companies that sponsor the Tracker, the more often we will run these raffles.

Will I get to see the results for these companies?

No. The day after answering your Teacher Tapp Tracker questions you will see the results for the ordinary Teacher Tapp questions and not results for the companies.

Why? Two reasons. First, the results we obtain through the app aren't automatically weighted to make them representative. This can lead to false ideas about a company's popularity. For example, a company that produces products just for maths teachers may be very well known among maths teachers, but will end up looking bad compared to a company that serves teachers of all subjects. Hence, we will be holding back to the results so we can analyse them properly and provide fairly reweighted data.

Secondly, we will only be sharing the monthly insights with companies that choose to subscribe to the Tracker (and so help fund the CPD libraries). We would not want other companies to access this information for free.

Can I opt out of the Teacher Tapp Brand Tracker?

As with all questions on Teacher Tapp, if you do not wish to answer that day's question, please close the app and then come back the next day at 3.30pm for a new set of questions.

My question isn't answered here?

Please send any further questions to hello@teachertapp.co.uk and we will get back to you as soon as possible.

Terms & Conditions for the monthly CPD Library Draw

1. The promoter of this free promotion is Education Intelligence Limited, who are the owners of Teacher Tapp.
2. The competition is open to all users of the Teacher Tapp app resident in the United Kingdom, who have verified by email and provided a valid school address.
3. There is no entry fee and no purchase necessary to enter this competition.
4. By entering this competition, an entrant is indicating his/her agreement to be bound

- by these terms and conditions.
5. Route to entry for the summer competitions is by answering the Teacher Tapp Brand Tracker questions
 6. The competition runs for 24 hours each month on the app. We may extend by up to 24 hours to allow users who missed a day to complete a 'lifeline' catch-up.
 7. No responsibility can be accepted for entries not received for whatever reason. This includes malfunctions with the app due to signal or service.
 8. The rules of the competition and how to enter are laid out above.
 9. The promoter reserves the right to cancel or amend the competition and these terms and conditions without notice in the event of a catastrophe, war, civil or military disturbance, act of God or any actual or anticipated breach of any applicable law or regulation or any other event outside of the promoter's control. Any changes to the competition will be notified to entrants as soon as possible by the promoter.
 10. The prize will be approximately 20 books sent to your school from the [Teacher Tapp CPD Library](#). Substitutions may need to be made due to book availability.
 11. The winner will be notified via the email address verified on the app within 28 days of the closing date. If the winner cannot be contacted or do not claim the prize within 14 days of notification, we reserve the right to withdraw the prize from the winner and pick a replacement winner.
 12. The promoter will pay for delivery of the items to the school.
 13. The promoter's decision in respect of all matters to do with the competition will be final and no correspondence will be entered into.
 14. By entering this competition, an entrant is indicating his/her agreement to be bound by these terms and conditions.
 15. The competition and these terms and conditions will be governed by English law and any disputes will be subject to the exclusive jurisdiction of the courts of England.
 16. The winner agrees to the use of his/her name and image in any publicity material, as well as their entry. Any personal data relating to the winner or any other entrants will be used solely in accordance with current UK data protection legislation and will not be disclosed to a third party without the entrant's prior consent.
 17. The winner's name will be available 28 days after closing date by emailing the following address: hello@teachertapp.co.uk
 18. Entry into the competition will be deemed as acceptance of these terms and conditions.
 19. Education Intelligence's decision as to those able to take part and selection of winners is final. No correspondence relating to the competition will be entered into.
 20. Education Intelligence shall have the right, at its sole discretion and at any time, to change or modify these terms and conditions, such change shall be effective immediately upon posting to this webpage.
 21. Education Intelligence also reserves the right to cancel the competition if circumstances arise outside of its control.