



 theEMPLOYEEapp[®]

CHECKLIST

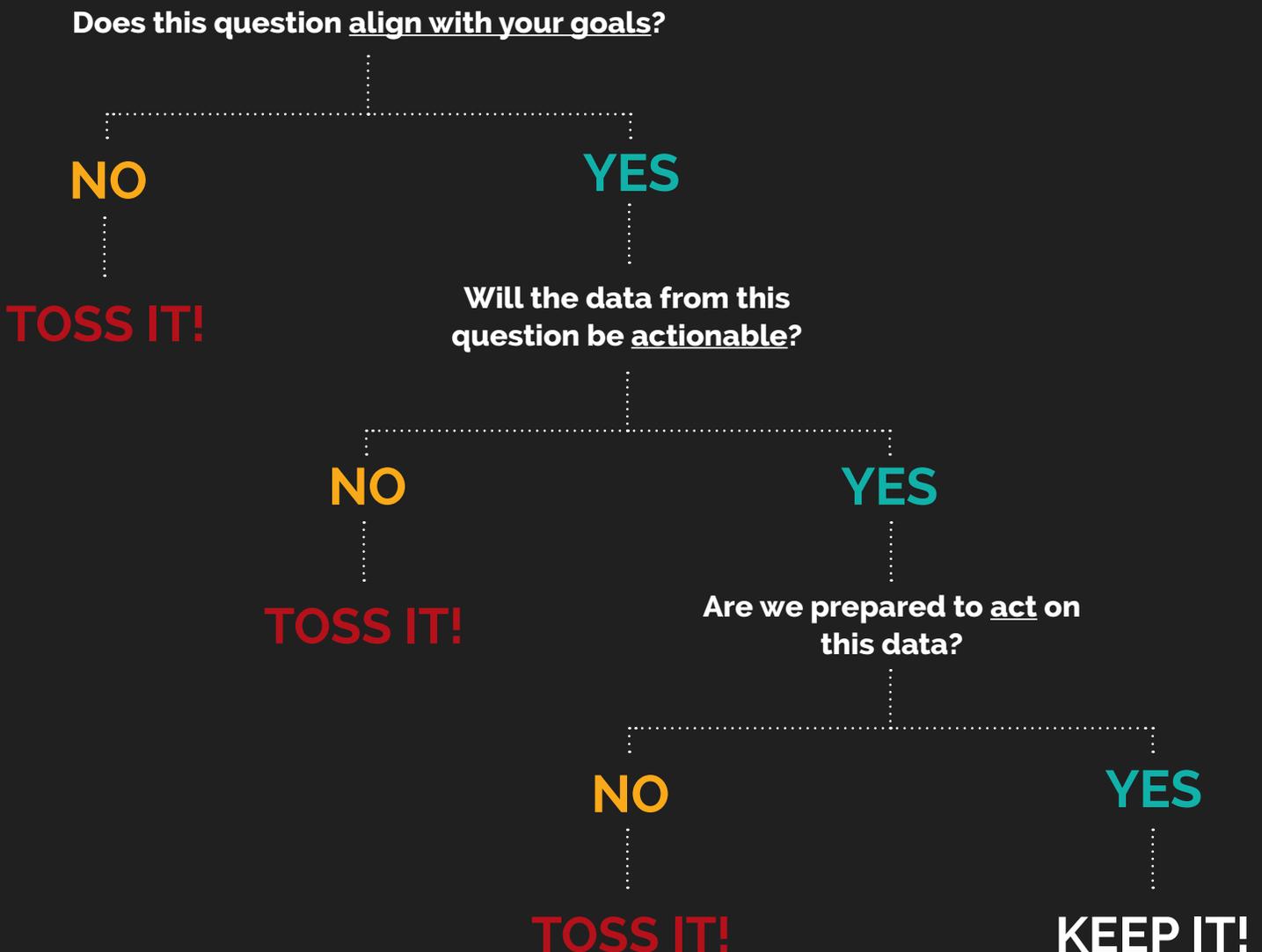
Implementing Employee Surveys

Writing Surveys

The most important thing to keep in mind when implementing a survey, is to start with the end goal in mind. Like all communication, if you don't have a real reason to send something, maybe you don't need to yet. Really consider what you're trying to learn and make sure you have a basic plan to act on what you learn from the survey.

Checklist

- Determine the objective/purpose of the survey.** Starting with the end goal in mind can help you make sure you're writing an actionable survey and asking your employees to take it at the right time.
- Write your questions.** Many survey tools include great [templates](#) that can be a good starting point if you are brand new at this! But another pro tip is to focus on one focus area at a time rather than asking questions in a random order.
- Assess all questions in your survey by running them through a decision tree.**



Writing Surveys

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- Assess your question types.** You want to make sure you're asking questions the right way. Best practices include:
 - » Avoid ranking questions. This is where you're asked to rank a list of things in order of preference. These aren't ideal because they take a long time and have a high mental load. What to use instead: Select multiple options from a list. Allow employees to choose 30-40% of the list options.
 - » Make sure your Likert Scale questions include a "neutral" option so you don't skew the data.
 - » Don't include too many open response questions because it can be harder to assess the data and see trends. But don't rule these out entirely! Just use them sparingly and where it makes sense to have free-form responses.

Not familiar with the types of survey questions you can use? There are plenty of resources we recommend. Start with this [Survey Monkey guide to question types](#).

- Make sure your questions are written clearly.** A question with confusing wording will result in confusing, inaccurate data...or no data at all, if employees skip the question altogether. Like any piece of writing, you'll want to edit and revise the questions.
 - **Pro Editing Tips:**
 - » Read it backwards to catch spelling errors.
 - » Read it out loud to catch wordiness and awkward phrasing.
 - » Print it! Get out your red pen and read the survey questions printed out. You'd be amazed at how much more you catch.
 - **Pro revision tips:**
 - » Have at least one other person read the survey for you and give feedback.
 - » Test it on multiple browsers and devices (don't forget mobile!) to make sure everything works as expected.

- Brainstorm what you think the results will be.** Think about the most likely trends but also the worst case scenarios. If you have absolutely no idea what your people might say, we do recommend having a focus group and champions that report what they're seeing and hearing. The reason to do this is that it will help you get results out faster and prepare the senior leadership team.

Sharing Survey Results

The only way to avoid **survey fatigue** is to always share the results of your surveys and your action plan. If you feel like you can't follow through on responding to employees after they take a survey, we recommend waiting until you can make it a priority. Not only will that help employee morale and willingness to take surveys, but it will ensure you actually do something with the results.

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- Send a “thanks for taking the survey” message when the survey closes.** You don't have to have all the answers yet, but your employees are going to want to know that they didn't take the survey for nothing. Set some expectations about what happens next (e.g. we are reviewing the results and plan to have an action plan out in the next month).
- Share results with leadership ASAP.** Don't wait to plan the survey recap meeting. Block your calendar. Send the invites early. And share your progress as the survey is being deployed. As those results come in, think through tactics to address slow or low response rates.
- Openly share the survey results with your employees.** We sometimes are guilty of cherry picking good results when we share our survey results. But that's a big no! First, your employees will see right through it. And it also just isn't helpful. You're asking for employee feedback to find challenges and solve them, right? So be as subjective as possible and share as much as you can. And remember, you can share these results before you know exactly what you're going to do about it.
- Share the action plan.** We recommend breaking this into a short-term plan as well as a long-term plan. The long-term plan can take longer to put together, so you can start by sharing those short-term action items.



Mobile Surveys

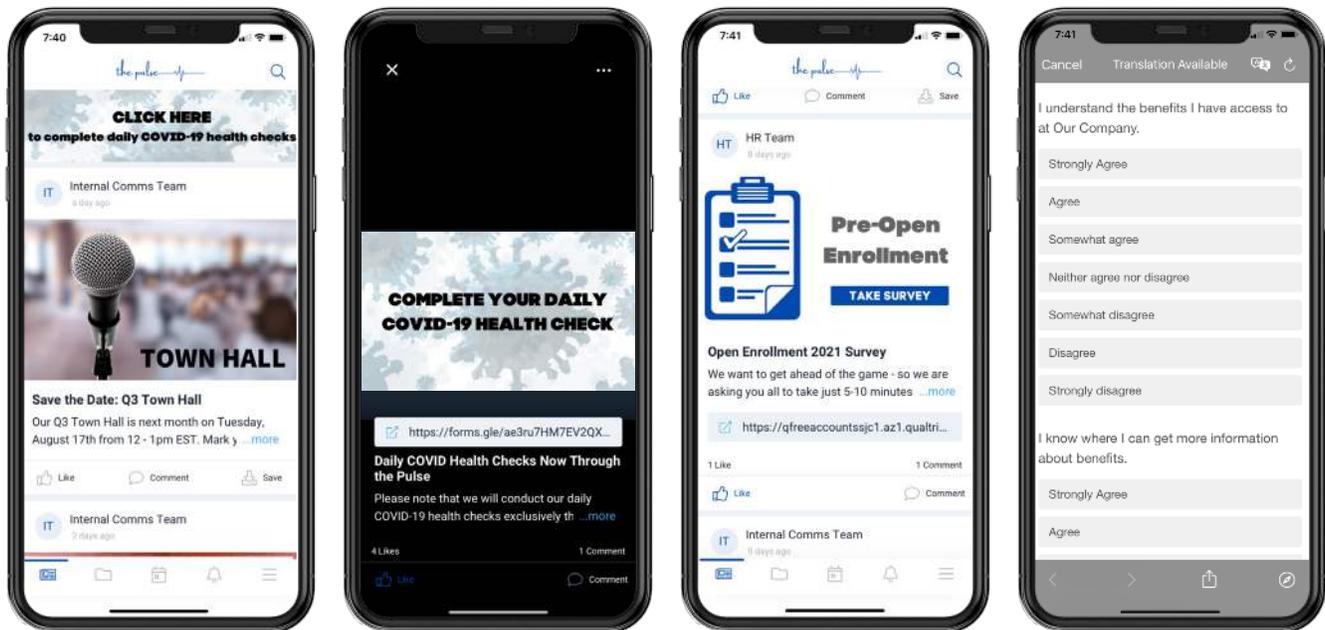
In the past, you probably had to rely on print or email to share your surveys with your employees. But frontline teams rarely have company email addresses and print can be extremely time-consuming to collect and then analyze. Luckily, mobile employee apps create a whole new world of opportunity. Learn how it works on our platform.

Our mobile app makes it easier than ever to survey your teams and collect more responses. Here are the benefits:

Choose your preferred digital survey platform. We integrate with all survey platforms. Just create your survey on your platform of choice (e.g. Survey Monkey, Qualtrics, Google Forms, etc.), grab the link, and post it!

Target your survey. It can be a logistical nightmare to get the right version of a printed survey to the right teams. But our app allows you to target all content by groups, so you can easily share your survey with the right people.

Post your survey in a variety of ways. Usually, we're running surveys for a few weeks to collect the maximum number of responses. But emails easily get lost in an inbox. With our app, you can create a post that links to your survey and you can create a clickable Carousel Banner that takes you to a survey. These banners are also great for daily surveys (like a health check) that need to be accessed daily.



Easily send reminders. If you're trying to get that final push of survey completions, our app makes it easy. Send an Alert to remind your teams to take the survey.

Seamless employee experience. When you take a survey through theEMPLOYEEapp, the survey opens up within our app, so your employees never have to leave the app. This keeps them focused on any other content in the app that requires their attention.

About theEMPLOYEEapp

theEMPLOYEEapp was created by communications and HR professionals to address the challenges organizations face communicating with a dispersed and deskless workforce. theEMPLOYEEapp is an internal communication and engagement solution that allows workers to have fast and easy access to the information, documents, and resources they need to succeed in their work.

Our app allows you to target information to your employees when and where they need it on their smartphone, tablet, or computer, and empower leaders and frontline managers to engage and activate employees across the organization. Unlike most traditional communications channels, theEMPLOYEEapp creates a customized, branded experience for employees, encouraging your workforce to join together in a single, centralized channel.

Our Mission is to enable the effortless flow of meaningful information for organizations driven by frontline workers.

[Request a Demo](#)

