

## Best Practices: Building Surveys in Your EMT System

**1. Provide an introductory block of content reiterating the purpose and directions for the survey.**

*This can be useful for the recipient of the survey to get a quick overview of why they should fill out the survey.*

**2. Use section headers when survey contains many questions.**

*Clarity is key when putting together surveys. Section headers can help your population identify where they are in the survey and oftentimes how much further they need to go.*

**3. Add a hard return to each question to create a space between questions on your survey.**

*As stated in class, this offers a space between your question and your answer.*

**4. Insert first name attribute in survey introduction to personalize it.**

*Personalization is key to working with today's students and using an attribute, which used in this fashion looks like a mail merge tag, can be useful for your survey recipient to feel like this survey was made just for them.*

**5. Consider offering an incentive for completing your survey.**

*Some schools offer t-shirts, gift cards, or other promotional items to encourage their recipients to complete their survey. We've even seen schools enter students into a drawing for an iPod if they completed their survey.*

**6. Mention the brevity of your survey in your e-mail.**

*For example you might say something like: "Please fill out this brief five-question survey."*

**7. Make sure you have at least one required question on the survey so that you are able to build filters to find results.**

*If there are no required questions then you will not be able to filter to find who filled out your survey.*

**8. Take time at the end of your survey to review and then number questions.**

*Rather than numbering your questions as you go, create your entire survey and then after you have it designed to your liking, go back in and add numbers to your questions.*

**9. Make sure you keep your design styles consistent throughout the survey.**

*If you change the font, size, and style (bold/italics) you'll want to make sure you keep that consistent.*

**10. To test your survey, queue an e-mail to yourself so that you can access the live link.**

*As mentioned in class, this is a great way for you to view your live survey in a safe place, not in the e-mail that you send out to students.*