How to Use SurveyMonkey on Your Social Media Channels

How surveys can build brands, increase engagement and help you understand your audience.

let's get started
In a few minutes you’ll get...

✓ Guidance on how to use surveys in your various social channels.

✓ Clear advice on how to write better surveys and increase response rates.

✓ Examples of how surveys can act as an engagement tool with your customers, followers and fans.

✓ A behind-the-scenes peek into how social media works at SurveyMonkey.
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**Are you ready? Let’s go!**
Why Surveys Are Important

If you downloaded this e-book, chances are you’re a social media professional interested in building your company’s brand, or maybe you’re an existing SurveyMonkey customer looking to expand your usage of the platform. Whether you’re a marketing newbie, a savvy social media expert or a surveying pro, you’ve probably figured out that social media is here to stay.

Any company, organization or group worth its salt has tapped into the social scene by establishing its presence on major networks like Facebook, Twitter, Google+, LinkedIn, Pinterest and YouTube. And these social media channels are on double duty. In addition to building and maintaining a company’s brand identity, they’re also a direct line of communication to your customers. Social media is important. It’s expected. It happens in real-time. And it’s up to you to use your social media channels to build relationships with your customers. Now more than ever, your audience is attentive and willing to give you immediate feedback.

But how do you make sense of all this information? We bet you can guess where this is going. With a survey. And guess what? People LOVE to share their opinions. It’s why they use social media in the first place.

Here at SurveyMonkey, we like to think of surveys as a conversation. A dialog occurs between survey creators and the people who take them. They provide unique feedback and valuable information, so it makes sense to start these “conversations” on your social media channels.
The Basics: Using SurveyMonkey for Social Media

How can you incorporate surveys into your existing social media strategy? Well, we have some good news. You’re probably already doing it. Think about it—every time you ask a question to your followers, they like your status or watch a video, they’re answering you. So what’s the problem? Well, it’s a lot of noise. How do you take 100 comments on your Facebook wall and make sense of what your fans actually think? And how do you take their feedback and turn it into valuable, engaging content?

One guess. Did you guess surveys? Good. You’ve been paying attention.

Your fans, followers, friends and contacts want to share their opinions. And our surveys make it easy to collect those opinions and do something with them. So how do we do it?

We like to think of surveys as a three-step process:

1. **Create**: Where you build your survey by adding questions.
2. **Collect**: Where you send your survey out and start gathering responses.
3. **Analyze**: Where you examine, sort through and share your results.

We’re going to take a closer look at each of these steps, explain how they work and share some insider tips on how to optimize your surveys for your social media channels.
Step 1: Creating Your Survey

First things first: you need to actually build a survey—the part of the process we call Create. In Create, you’ll actually be adding the questions to your survey (including images and videos), customizing the color theme and applying any advanced logic. Don’t worry, more on advanced logic features to come!

Now we know it’s tempting to log into your account and start adding as many questions as you can think of, but before you write a single question, establish your survey goals. We get it—adding questions can be addictive. Once you get started, it’s easy to add every question that pops into your head, but do you need all that data? It can get overwhelming pretty quickly—both for your respondents and for you, who will ultimately be analyzing the results.

So no matter your topic, just make sure you stick to the essential questions. Here are a few questions for you to consider before starting your survey:

a. What is the purpose of my survey?

b. Why am I making this survey?

c. What do I hope to accomplish?

d. How do I plan on using the data that I collect?

e. How will the data influence my decisions?
Once you zero in on your survey goals, it’s time to add those questions. To get started, click the green Create Survey button (a.) in the top right corner of your SurveyMonkey account.

There are three ways to build a survey: create a new one, copy an existing survey and use an expert template. Guess what—all those expert survey templates we mentioned? You can find them on the Create Survey page, but we also added them at the end of this E-book (it’s page 26 if you can’t wait).

Select the “Industry Specific” category (b.) and start adding pre-written surveys to your account.
Whether you’re using a template or starting from scratch, adding questions is a breeze! There are over 15 question types to choose from, including multiple choice, rating scales and open-ended questions. Don’t worry if you get stuck. You can always access Question Bank, our library of thousands of pre-written survey questions written by our experts.

How can you make sure your survey is set up for success? Here’s a quick checklist to consider before you start:

✔ Ask yourself why. Before you write a single question, ask yourself why you’re running a survey in the first place. The answer might seem obvious, but this practice is critical in defining your survey’s goals. Maybe you’re trying to get feedback on your product. Perhaps you’re creating original content for a marketing campaign. Or, you’re simply just trying to engage with your fans and followers. Whatever your reason, establishing a goal will guide you through the survey-writing process and help you stay focused, keeping you from adding random and unnecessary questions.

✔ Keep it simple. As you’re adding questions to your survey, make sure that you’re using straightforward, easy-to-read questions using language that your audience will understand. Avoid unnecessary words and industry-specific jargon that might be unfamiliar to your survey-takers.

✔ Make your survey short and sweet. The fewer questions you ask, the better the response rate you’ll get. This means every question counts—so get rid of the ones that don’t meet your goals. This is especially important in social media where people tend to look for quick snippets of information. If it takes longer than 5-7 minutes to complete your survey, try cutting it down or breaking it into multiple surveys. Also, tell your respondents up front how long the survey will take and be sure to stick to it!

✔ Test your survey before you send. Having a fresh set of eyes to give your survey a once-over is a great idea. Give it a practice run, and send it to a friend or colleague. This is a great way to make sure all your questions and answers are written clearly and verify that any advanced survey logic is working properly.

Once your survey is finished, you’ll want to find people to take it. Up next, distributing your survey to collect responses.
Step 2: Collecting Responses

So now that your survey is designed and proofed, you’re ready to start gathering responses. This is quite possibly the most important step for social media campaigns. Why? Well, when you choose a collector (ways to send your survey), you’re actually identifying the method by which you’re going to gather results. This collector type—coupled with some engaging messaging—is what will entice your community to actually complete your survey.

So what are the different options available to start getting responses? Currently there are five main collector types: Web link, Email, Website, Facebook and Targeted Audience.
SurveyMonkey automatically generates a web link that you can pretty much share anywhere. There are also more specific collector options like a Facebook embed feature (which lets you put a live survey within a Facebook fan page), a website embed link (great for sharing surveys on blogs) and SurveyMonkey Audience—a feature that lets you purchase a specific demographic of respondents to complete your survey.

Additionally, we partnered with two powerful social media tools: HootSuite and GroSocial.

Both platforms can work to further your survey’s reach. Simply sync your account by logging into either your HootSuite or GroSocial account to connect.

Once you select a collector (or many!), don’t forget to adjust your collector settings, which house the various permissions that allow respondents to access your surveys. For instance, you might want to allow multiple responses, which lets your respondents complete a survey as many times as they like. Surveys automatically only allow one response per device, so if you want to allow multiple responses, you’ll need to select that option within the “Change Settings” tab (a.).
Let’s take a swing through our social channels and see how to promote a survey using some different collectors.

Facebook

After you connect your Facebook and SurveyMonkey accounts, you can post a link directly on your profile. Plus, if you’re the administrator of your company’s fan page, you can add the SurveyMonkey app to your page. When your fans click on the app, they’ll be able to complete an embedded version of your survey—all without leaving your Facebook page!

Another benefit to using our Facebook app? You can edit your collector settings to add a ‘Share’ button to the bottom of your survey so your respondents can help build the buzz!
Twitter

Once your survey is ready to go, create a web link that’s dedicated to your Twitter account. Then take that link and use a URL shortener like bit.ly or goo.gl, which will free up more characters in your tweet. The shorter the Twitter post, the easier it is for your followers to re-tweet without cutting off part of your message. If you’re planning on tweeting the survey more than once, make sure you use different text each time!

For the more daring among you, we also put together a little hack to actually add a Tweet button to the end of your survey. Just follow these steps:

1. Enable HTML in your account.

2. Select the descriptive question type.

3. Paste in this iframe code:

   `<iframe allowtransparency="true" frameborder="0" scrolling="no" src="http://platform.twitter.com/widgets/tweet_button.html?url=https://www.surveymonkey.com/s/tweetme&via=SurveyMonkey&text=Take my cool survey please!&count=horizontal" style="width:130px; height:50px;"></iframe>`

4. Customize with your own survey URL, twitter handle and text:

   `<iframe allowtransparency="true" frameborder="0" scrolling="no" src="http://platform.twitter.com/widgets/tweet_button.html?url=PUT THE URL YOU WANT IN THE TWEET HERE&via=SurveyMonkey&text=Take my cool survey please!&count=horizontal" style="width:130px; height:50px;"></iframe>`

   If they click on it, the survey URL and text you provide will pre-populate in a tweet—making survey sharing a breeze!
LinkedIn

Don’t forget to share your survey with your LinkedIn contacts as well! There are many places on LinkedIn that are perfect for collecting responses to your survey. First and foremost, you can place a link to your survey on your personal profile, so it appears in your Contacts feed. Next, if you’re the administrator of your company’s official page, make sure you post it there as well. Finally, take advantage of all your LinkedIn groups and ask your fellow members to fill out your survey.

Pay special attention to tone here. LinkedIn is a professional community, so be sure that your survey content is appropriate to share with your contacts. Content tends to be quite a bit more formal in look and feel than on Facebook or Twitter. Survey on trends in online marketing? Yes. Survey on your all-time favorite cat videos? Not so much.

Just remember, your survey has an automatically generated web link, and you can place links just about anywhere—on your Google+ profile, in a YouTube video, on a Tumblr page... The possibilities are endless.
Website Embed

By selecting the Website Collector option, you have a few different options:

1. Embed: Where you can actually embed a live survey onto your website or blog.
2. Invitation Popup: Where a message appears and invites site visitors to complete a survey.
3. Survey Popup: Where the survey itself appears in a window when someone visits a specific page on your website.

Pro Tip!

Is your blog powered by WordPress? We have just the code for you. Just tick the Support WordPress box, and your survey will be ready to embed.

Each of these options lets you gather responses on your website or blog. This is a prime opportunity to ask your community to complete your survey since they’re already on your site.
Tracking differences in behavior of your social media communities

It’s no secret; people behave differently on different social channels. And that makes sense—a company’s Facebook fans may have different motivations and behave differently than those who’ve joined the same company’s profile on LinkedIn.

Maybe you suspect that your own brand’s Twitter followers rely on the channel for customer support while your blog readers are looking for information and updates about your product.

A great way track differences between your social channels is to send the same survey out to each channel using separate survey collectors.

Say you have fans on Facebook, followers on Twitter and readers on your blog, and you want to see if there are any differences in the type of content they want you to share with them. No problem! You can create one survey to gather input for content ideas using three collectors: a Facebook collector for your fans, a web link for Twitter and an embedded survey for your blog.

You can then review all your feedback in aggregate, or create a filter by collector and see how your fans, followers and readers differ. When you start understanding the different interests your community has, you can start tailoring content that’s specific to their needs and interests.
Step 3: Analyzing Results

Once you finish collecting responses, here comes the fun part: finding out what all those people think! In the Analyze phase, you get to take a look at all that great data you gathered.

Since responses are collected in real time, you can start viewing your results anytime. When you select the Analyze tab in your account, you’ll automatically see the summary of your survey results, the number of respondents who answered each question and the percentage each answer option received. You can also view responses individually, which is especially important if you’re looking at open-ended questions where respondents have written in their own answers.

Examining your survey’s summary provides a great overview of your results, but don’t forget to try out advanced analytics such as Filter, which lets you view responses of a specific set of respondents based on the criteria of your choosing; Compare lets you crosstabulate your data across the rest of your results by producing a side-by-side comparison of two or more survey answers; and Exports lets you download all your results in the format of your choice.
Best of all, all your results are presented in our beautiful signature charts. By selecting the Chart feature, you can choose the format that best shows off your results: pie, bar, column, line, area, donut and stacked charts. These customizable charts make it easy to share your results, whether you’re reporting back findings internally or creating dynamic content for your social media community.

Now what can you do with all that data you collect? Let’s take a look at a few recent examples from some of our stellar customers.
Customer Spotlight

Here are a few recent examples of how our customers use SurveyMonkey to build their social media presence:

Superfly

This travel search platform aims to personalize travel search for frequent travelers based on loyalty program affiliations. With over 60 airline-specific Facebook pages, the SuperFly team noticed that their customers love to share their aviation knowledge and engage in friendly competition. Using the SurveyMonkey Facebook App, SuperFly created a series of travel-based trivia quizzes on their Facebook pages and revealed the results on their blog.
After narrowing down 1,800 submissions to 25 gentlemen, women's magazine Redbook used Pinterest and SurveyMonkey to select the winner of the annual Hot Husbands contest. How'd they do it? By simply pinning pictures of all 25 candidates and including a survey link on each pin. The winner, runners up and their lucky wives were profiled in an article on Redbook’s website.
Every year, Social Media Examiner—an online magazine dedicated to helping readers better navigate the ever-changing landscape of social media—publishes the Social Media Marketing Industry Report. For their 2013 report, the team created a survey about social media trends, shared it on their various channels and emailed their contacts. Ultimately they collected data from more than 3000 marketers and turned the results into a 43-page report with over 70 charts detailing popular trends in social media strategy.
Behind the Scenes
How SurveyMonkey’s Social Media Manager Uses Surveys

Here at SurveyMonkey, we practice what we preach. We’re in the business of surveys and use them whenever possible. So in the spirit of transparency, we wanted to share how our social media manager uses SurveyMonkey.

Without further ado, meet Kayte. She manages SurveyMonkey’s social media channels—Facebook, Twitter, LinkedIn, Google+, YouTube, SlideShare and of course, the SurveyMonkey blog. She’s going to share some of her survey best practices as well as an overview of how social media is run at SurveyMonkey.

Kayte Korwitts, Social Media Manager

Hi there! Running social media for SurveyMonkey is all about keeping our customers informed, engaged and interested in our product. And what’s at the center of my social media strategy? The SurveyMonkey Blog.

Think of our blog as the hub of our communication efforts, with each of our social media channels as a spoke. Together, they make up the wheel that is our social media strategy, and we like to keep that wheel moving! The content that we create for the blog revolves around topics like survey tips and best practices, customer success stories and use cases, media mentions, product updates and my favorite—original content generated from survey results. All of that and more starts on the blog and is then shared with fans via our social channels.

For the social media professional, this might be the most important piece of advice in this entire e-book. Ready for it? Here it is: Surveys are a content-generating machine. Sure, surveys are a great way to gather information about your followers—their likes and dislikes, challenges and what they want. But they’re also a great resource for creating original content.
And what’s more, your social media community can play a major role in creating that content. Whether you’re conducting a quick pulse poll on a current event (don’t forget to turn on our instant results, so respondents can immediately view responses) or simply gathering data about how your followers actually use your social channels, sharing your survey results keeps the conversation going. Here at SurveyMonkey, survey results are instrumental in our content creation strategies and are used in blog posts, webinars, newsletters, infographics and PR campaigns.

Let’s take a look at a real-life example. Every month, our CEO Dave Goldberg appears on Bloomberg TV in a segment called the SurveyMonkey Shakedown where he shares survey results relating to a current event. This is a recurring series that makes use of all of our social media channels. Let’s take a step-by-step look at a recent episode, “Mobile Trends in the Workplace” and how we used it as a great piece of content on our social media channels.

**Step 1:** Create a survey influenced by current events. This survey’s questions were inspired by the announcement that RIM was revealing Blackberry 10. We created a survey that asked several questions about mobile phone usage both in personal and professional capacities and use of Blackberry.

**Step 2:** Use SurveyMonkey Audience (our on-demand group of millions of survey respondents). We collected responses from over 600 mobile phone users.

**Step 3:** After the full set of responses was collected, we analyzed the results and wrote up a report with the most compelling facts! Pro tip: Don’t forget to filter your data to uncover trends within your results. After filtering for age, we found that for the general population, mobile phones are used for making calls (35%) but for those between 18-29, mobile phones were all about text messages (45%).

**Step 4:** Publish the results! After Dave’s segment aired on Bloomberg TV, we embedded the video on our blog and shared the survey’s findings.
Step 5: Then we shared links to the blog post on all of our social channels and encouraged our fans to check out the full set of survey results on our SlideShare channel.

Our main monkey, Dave Goldberg, headed to *Bloomberg West* for this month’s SurveyMonkey Shakedown on mobile trends in the workplace! Check out the segment & our survey findings on the Blackberry 10: http://svy.mk/14zA5kY
Step 6: Turn the data into an infographic—perfect for sharing on Pinterest! Infographics are a great way to continue sharing your content and provide a visually engaging way to increase your survey’s visibility.

And there you have it! Creating original content is a huge part of our social media strategy and a large part of how we keep our customers engaged with our brand. Whether you use our Facebook App on your company’s fan page, add a Tweet button to your survey to help make it go viral, or simply post a link on your LinkedIn page, you have the opportunity to gain a great deal of important information from your most dedicated fans. These are the people who made the choice to add you as a contact, so make sure to stay engaged with them.

Pro Tip!

Be sure to strike a balance between feedback surveys and content-generating surveys. Remember, your fans have made the choice to follow your organization’s social channels, and social media is supposed to be fun. Have an equal balance of entertaining surveys and information-gathering ones.
Sample Survey Topics

Now that you know how to create surveys, collect responses, analyze results and share them with your social communities, it’s time to get started! Need a little more inspiration? Here are a few more sample topics to consider when you’re creating your next survey:

**Social media channels assessments.** Do your clients and customers use the Internet and social networks? If so, which ones? Are they on Facebook, Twitter, LinkedIn, Pinterest, Foursquare, Google+—or all of the above? How often do they participate in these communities, and for what purposes? What devices do they use to connect, and how likely are they to engage as a consumer? A mobile user will engage with your products very differently than someone who primarily accesses the Internet from a Mac or Windows desktop. Use this information to build your digital marketing strategy, including which types of content to deliver (video, blog posts, images, infographics, how-to or other), how long to run promotions and which key influencers to target.

**Influencer strategies.** Identify the key influencers in your business or social networks, and design strategies to engage them to amplify your messages. Invite them to write a guest product review, or ask them to participate in a podcast panel discussion. Develop content and social media marketing that includes third-party perspectives on your company, product or service to foster authentic conversations.

**Customer satisfaction and loyalty.** As your number of fans or followers increases and you build relationships with customers and clients on social networks, poll these communities to find out what they think of their experience with your business. Thank them for this valuable feedback with incentives and loyalty rewards.

**Community engagement.** Use polling and surveys to add an element of fun to the conversation. People love to take fun surveys that give them learnings about themselves; use things like dating or love surveys to build community engagement and interest, and leave members more receptive to your next idea, promotion or request.
Pre-Written Social Media Templates

Created by Our Survey Scientists!

These links take the guesswork out of survey creation. Use one as is or customize it. Give ‘em a try!

- **Expert template: Corporate Social Media**
- **Expert template: Online Social Networking**
- **Expert template: Facebook**
- **Expert template: Twitter**
- **Expert template: Professional Networking Sites**
- **Expert template: Pinterest**
- **Expert template: Blogging**
- **Expert template: Online Video Viewing**
- **Expert template: Media Usage**
- **Expert template: App Use**
- **Expert template: General Internet Usage**
- **Expert template: Mobile or Cell Phone**
Now Go Be Social!

Surveys are a great way to gather quick feedback from your followers or fans on sites like Facebook, Twitter, Google+ and LinkedIn. Surveys can also ignite new ideas or uncover interesting information about your social community. Additionally, they’re an excellent way to create unique content that’s specific to your community’s interests.

In this e-book, we’ve covered a lot of information:

• The natural partnership between surveys and social media

• How to use SurveyMonkey to create surveys and use them on your social media channels

• Some of our favorite social media use-cases by our customers

• A behind-the-scenes peek at how we create our SurveyMonkey Shakedown series and share results

• A few topics to help you get started

• And we’ve given you some social media templates to try out

So now that you know how we use social media over here at SurveyMonkey, it’s your turn. And don’t forget to share your surveys with us! We’ll keep an eye out for them.
SurveyMonkey is the world’s largest survey company, helping customers collect more than 2+ million online survey responses every day.

SurveyMonkey revolutionizes the way people give and take feedback, making it accessible, easy and affordable for everyone. The company was founded in 1999 with a focus on helping people make better decisions and has built technology based on more than 10 years of experience in survey methodology and web development. Customers include 99 percent of the Fortune 500, academic institutions, small businesses, HR departments and neighborhood soccer leagues everywhere.

The company has over 250 employees throughout the United States and Portugal, with headquarters in Palo Alto, CA.
Thanks a bunch!

Follow our daring adventures here:
surveymonkey.com/blog

f  in  twitter  pinterest  youtube  google+