

5 tips for administering an employee survey

Getting ready to hit, “send” on an employee communications survey? Take heed of these pro tips:

1. **Make it mobile friendly.** More than half of internet traffic in the U.S. came from a mobile device. Your employees are multi-tasking at home trying to juggle work, parenting, self-care and more. Make sure they can take the survey easily on their mobile devices.
2. **Response rates are significantly higher for invitations sent on Mondays.** On average, surveys sent on Mondays collected 13% more responses than average. *(Sourced from SurveyMonkey’s analysis of 100,000 surveys.)*
3. **Get an executive sponsor.** Make sure you have an executive supporting the survey effort. During uncertain times you need them to speak to the results of the survey at a town hall or in a leadership video message. You also need to know they will work with you on next steps for implementing change.
4. **Market your survey.** Get employees ready for the survey so they aren’t confused when it arrives in their inbox. Share why it’s important they take the survey, assure anonymity and tell them how long it will take to complete. Most importantly, let them know a summary of the results will be shared.
5. **Aim for a 20-25% response rate.** External survey’s (with customers, external stakeholders or the general public) usually hover around 10-12% but employee surveys are generally higher. An employee response rate more than 30% is deemed “excellent.” So if your return rate is initially low send a follow-up email encouraging those who haven’t taken it to get it done by a specific date.

Need more tips or want to speak with one of our measurement experts? [Click here](#) to schedule a 30-minute complimentary call.

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