



Successful Survey Comms

Internal communications play a big role in boosting participation in employee surveys so you get the most robust data and insights. Our guide will help you put together a successful comms programme and make the most of your survey.

Let's get started...

Your comms framework

Plot your comms to the stages of your survey process based on the questions employees are likely to have.



Survey Brand

Look at your survey as a marketing campaign and come up with a concept that will carry across everything you'll be sharing.

Survey Name

Start by looking at your brand tag-line, your values and the language you use – is there anything here you can use or adapt? Ask for ideas outside your team too; one of our clients crowdsourced ideas from an employee focus-group to get people involved right from the start.

Some of our favourite survey campaigns use a well-placed pun like Bostik's "Stick it to us" and a lighter tone like this can cause a buzz around the office and give you room to be more creative. Test it on colleagues to check your name reflects the strategy behind your survey like getting honest feedback, gauging reactions to change or making a better workplace.

Design

Pick imagery that will stand-out on posters and work in an email banner and reinforce the message of your survey. Include images of people from across the business, the products you're known for or (if it fits with your brand) go for an illustrated route.

YOUR SHOUT!



Survey-name starters:

- ▶ Have your say
- ▶ We're listening
- ▶ Your voice
- ▶ Your voice matters

Some of our favourites:

- ▶ We're all Ears - World Animal Protection
- ▶ An Intimate Talk - La Perla
- ▶ Your Shout - Fuller's Brewery



Survey Brand (cont.)

Channels

Share your survey in the places that people already go to. Is **your intranet** set as the default homepage? Add a banner or video here to catch people's eye when they log-on. Or if **Slack** is your go-to for team news, set up a channel and shout about your survey. Think about how you'll **share it offline** too; posters and one-pagers can get your message across as people are making a cup of tea, grabbing their lunch or heading to a meeting. And **ask your Line Managers, Leaders and Survey Champions to talk about it** during meetings to keep it front of mind.

Make it stand out

Let's make your survey something people still talk about months after it closes. **Videographics** capture attention and get details across in an entertaining and mobile-friendly way (give us a shout for help producing these). Or start a buzz around the office and **encourage employees to share photos** that reflect your survey message, **make a launch video** featuring voices from across the business (smartphone or webcam recordings are great for this) or **host a launch breakfast** to answer questions and give people the chance to fill out the survey away from their desks.





What to cover

Every project is different, but these themes crop up most often when an organisation announces a survey.

These are the things to cover every time you communicate with your employees:

Why you're running a survey

What's going on and what does engagement actually mean? Help people understand the value of the survey and why you want to know how engaged people are.

What the survey will do

Explain what you want your survey to achieve, and the difference it will have for employees as well as for the HR team and Leaders. While you can't promise that every suggestion or idea will go ahead, all responses will help build a better place to work.

Why this time is different

If it hasn't been successful before, get employees on-side with messages from the top. Sincere leadership messages demonstrate a commitment to listening to feedback. Make sure you have a 'face' of the programme who is visible and involved during the roll-out and follow-ups. Acknowledge what's happened before and keep people updated so they're confident action is taking place.

What employees need to do

Take part, be honest and expand on their answers. Explain how long the survey will take (usually about 10-minutes) and reinforce that your leaders want them to take this time out.

Who will see the results

Let people know who will see the report once the survey closes, and what happens next. Keep people involved in the programme after they take part too, so they can see changes in-progress.

Confidentiality of responses

Introduce People Insight and why you're using an external partner to run your survey. Often people are worried about feedback tracing back to them, so let them know how responses will be collected and reassure them about the confidentiality of the data.

Where to Start

Our comms templates cover the best-practice bits to include, but we'd suggest tweaking the wording and messaging to bring in your survey brand and make it sound more familiar to employees.

[Invitation](#)

[Reminder Email](#)

[Welcome Message](#)

Pre-Survey Comms

For Managers

Let them know **their role in the process and why it's so important**, reinforce why you need their team to take part and make sure they're clear on the survey process.

Your survey won't be the priority for every Manager but help them understand **what's in it for them** and how it fits into the bigger vision for the organisation.

Look at our [Manager Briefing Pack](#) for more help getting your Managers on-board.

For Employees

Let people know about the survey before their invitation lands. Get people excited about the reasons for the survey and the changes their answers will lead to.

Emails, posters, Slack, TV screens, team meetings and intranets can all help spread the message. Think about the places people are already looking at everyday and use these to build knowledge of your survey.

Invitation

This is most employees' first step to taking part so it needs to stand out in their inbox. A winning invitation:

1. **Has a snappy subject line** (about 40 characters) with a clear action
2. **Tells people why you're running a survey** what they need to do, what will happen when the
3. **Puts the link somewhere easy to spot**
4. **Makes the survey closing date obvious** so no excuses for missing out

Survey Launch

Reminder Email

Most people will need a few nudges before they take part. Combined with other attention-grabbers like Manager comms, posters and intranet postings sending email reminders each week will keep your survey top-of-mind. Our real-time participation reports also show which business areas or teams to focus on, so you can make sure everyone is represented.

QR codes in emails are effective. They make it easier for employees to complete the survey. A QR code is also user friendly with majority of devices and is beneficial for those who do not have office based role.



Survey Welcome Message

This is the first interaction people will have with your survey and plays a big role in how engaged people will be with it.

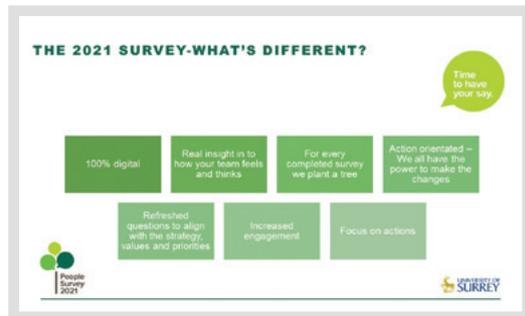
It's best for this to come from a senior leader to show their commitment to the survey and reassure people that your organisation values what employees have to say.

This can be in the form of a written message (with a photo and their signature too), an infographic or a short video. This is a good space to share the results from previous surveys and what's happened since, so people know you're responsive to feedback.

Survey Incentives

One of the biggest challenges when it comes to surveys is response rates. Offering a survey incentive can help increase survey participation, raise awareness of your survey, and are a chance to support a charity of your choice by offering a donation for each participant. You could ask employees to nominate a charity or, as many of our clients do, plant a tree for every participant through a charity like [Eden Reforestation Project](#).

The University of Surrey used a tree incentive to increase response rates, planting a tree for every survey participant. To reflect this incentive, they also branded their survey comms around this. They used a green colour scheme throughout, designed their survey logo to resemble a tree and regularly made reference to the tree incentive at different levels of the survey communication, from emails to feedback sessions.





PeopleInsight

Plant trees. Save lives. Your next survey incentive.

In a nutshell:

- ▶ Encourage participation and increase your response rate.
- ▶ Plant 1 (or more) trees per survey respondent.
- ▶ Support your organisation's sustainability goals and CSR.
- ▶ Remove CO2 from the atmosphere, reduce extreme poverty and restore healthy forests.
- ▶ A low-cost incentive – just £0.10 per tree (£100 for 1,000 respondents).

Our recommended charity:
Eden Reforestation Projects

- ▶ A non-profit working in developing nations to **reduce extreme poverty and restore healthy forests**.
- ▶ **Eden currently plants over 12 million trees each month**, in sites across Nepal, Mozambique, Madagascar, Indonesia, Kenya and Haiti.
- ▶ **Eden hire and train local people to plant, grow and guard forest areas**. So, every tree planted also provides life-changing income.

Leave the admin to us! We have partnered with Eden Reforestation Projects, so we can arrange it all for you. However, if you wish to support Eden with further fundraising, you can choose to become a partner directly and arrange the donations yourself.


Eden Reforestation Projects

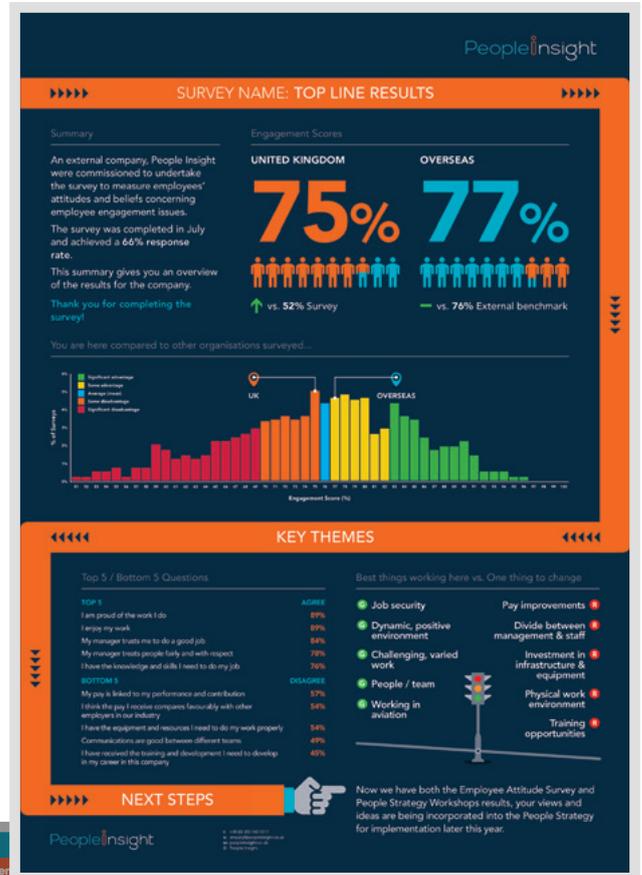
Post-Survey

Thank you

Send a thank-you note to employees when your survey closes to show you value their opinion and remind them what's going to happen now. You could share a headline stat or finding or invite them to a Town Hall or Results Briefing for the next update.

Results

Leaders and Managers will see these in more detail but share highlight survey results with your employees too. Tell them the themes you're seeing, action areas you've chosen and any 'quick-wins' you're putting in place. Infographics or videographics share this information in an entertaining way to start conversations around survey findings. Change can take a while to see, so tell them about the little steps you're taking. Arrow Communications share quarterly infographics, provided by People Insight, so everyone can see progress is on track.



Case Study: “Your Voice Matters” at The Nottingham

The Nottingham Building Society is the eighth largest building society in the UK, with assets of £4bn, 67 branches and over 700 employees.

In 2017, The Nottingham announced a new business model requiring changes to skills, capabilities and team structures. The new model brought significant culture change so The Nottingham developed a “Do the right thing” cultural framework to help team members see the vision for change, feel the benefits and feel energised about the changes to come.

We designed a survey programme based on the “Do the right thing” values, intended to evaluate the employee experience and responses to change across the business. We also drew upon stakeholder interviews to understand the views of frontline staff and engage them in supporting the programme.

Communicating the programme was key and the ‘Your Voice Matters’ campaign was designed to be a consistent part of their external and internal voice. Taking part in the survey was incentivised with a prize draw for participants and a ‘Have a break’ KitKat desk drop.

Jo Navin, Internal Communications Manager said, “The effort we put into pre-survey communications paid off. With the reassuring stakeholder interviews, followed up by a broad, bold campaign and incentives, we were delighted to achieve an 86% participation rate.”





Your survey comms checklist

Setting up a survey comms programme sounds like a big job but you don't have to tackle it alone.

Use our comms templates to get started and think about who else in your organisation can be a champion for your survey and help spread the word.

Keep your communications clear, straight-forward and carry them on after the survey closes to show people it wasn't all talk!

Pre-Survey

- Leaders and Managers Briefings
- Pre-Survey Announcement
- Survey Invitation

Survey launch

- Survey Welcome Message
- Survey Reminders

Post-Survey

- Employee Thank You
- Share results and what happens now
- You Said, We Did

What People Insight can do to help

We want your survey to be a success and we can help launch it, communicate it and maximise the impact of what happens afterwards.

Get in touch if you'd like to talk to us about:

- ▶ **Communications** to share why you're doing a survey
- ▶ **Videographics** to share results in a dynamic way
- ▶ **Support** with your Comms plan

We'd love to talk

If you are interested in how our employee engagement programmes could help your organisation, contact us at:

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T: 0203 142 6511

W: peopleinsight.co.uk

PeopleInsight



**Intuitive
technology**



**Practical
expertise**



**Continuous
support**