

**GET  
THE  
GAME  
ON**



# ***SURVEY MONKEY***

Creating your  
own online survey

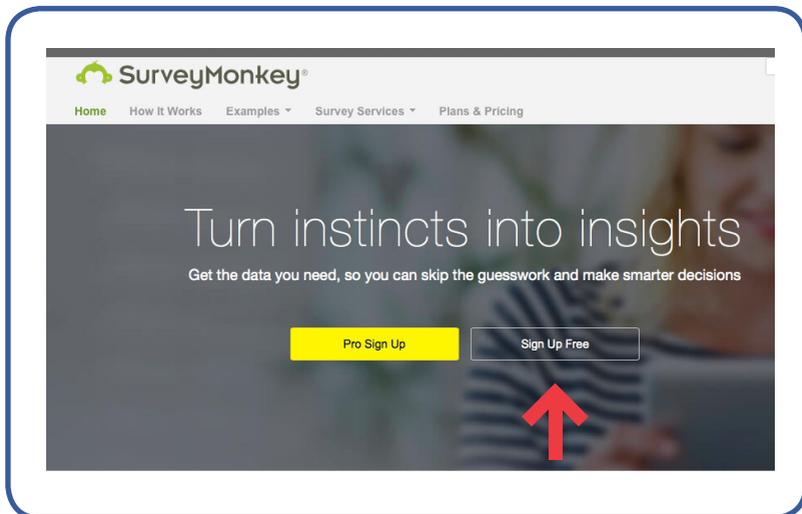




**SurveyMonkey is an online service that allows you to create free surveys. Creating and sharing surveys within your league and amongst clubs can help you to turn your instincts and opinions into measurable insights that can create real change.**

The service offers both a free account and a paid account that includes some enhanced features – the information here is based on helping you to set up your first free online survey.

1. Go to <http://www.surveymonkey.com/> and click the 'Sign Up Free' button to begin
2. Enter all of your details within the form and click the 'Sign Up' button to create your account
3. Once you've created your account and you are signed in to SurveyMonkey, you can begin to create your first survey by clicking the 'Create Survey' button on the homepage





- Now you can enter a title for your survey and select a category or you can use an expert survey template
- Use an expert survey template, as we've done here, to make the process easier if you want to. Once you've selected this option you can then select a template to use for your survey and click next

The screenshot shows a web interface for creating a survey. At the top, there are two radio buttons: "Edit a Copy of an Existing Survey" (unselected) and "Start from an Expert Template" (selected). Below this is a list of expert templates. A red arrow points to the "Use this Template" button for the "Customer Satisfaction Survey Template".

Category	Count
Most Popular	13
Benchmarkable	29
Community	2
Customer Feedback	12
Demographics	5
Education	18
Events	11
Healthcare	21
Human Resources	19
Industry Specific	27
Just for Fun	5
Market Research	20

Template Name	Description	Questions	Pages
Customer Satisfaction Survey Template	Your customers can make or break your business. Hear from them directly about what you're doing well and what you need to improve.	10 questions	1 pages
Employee Engagement Survey Template	Find out how your employees really feel about their job and get the feedback you need to keep them happy.	42 questions	7 pages
Market Research - Product Testing Template	Launching a new product isn't easy. Verify you have the right audience and get input on what people think of your offerings before going to market.	10 questions	1 pages



6. You will then have the option to make edits to the default survey and template on the left side of your survey, this is your opportunity to customise to your requirements

**BUILDER**

- Multiple Choice
- Dropdown
- Matrix / Rating Scale
- Matrix of Dropdown Menus
- Ranking
- Net Promoter® Score
- Slider
- Single Textbox
- Multiple Textboxes

QUESTION BANK

THEMES

LOGIC

OPTIONS

PAGE 1 Page Logic More Actions

+ Add Logo

Volunteer Feedback Template

1. In a typical month, about how many hours do you vol

2. How much of an impact do you feel your volunteer wc

- A great deal of impact
- A lot of impact
- A moderate amount of impact
- A little impact
- Not as important at all



7. Once you've fully customised your survey you can click the "Collect Responses" tab at the top
8. Click the method you wish to use to distribute your survey. The 'get web link' option has been used in the example below but you can also try out the other sharing options available when you click the 'Collect Responses' tab in point 7 if you want to use a different method

Upgrade to collect unlimited responses: Get more answers and turn them into results. [View Pricing](#) →

**Volunteer Feedback Template** Summary Design Survey **Collect Responses** Analyze Results

[< Back](#)

How would you like to collect responses to your survey?

- Send by Email**  
Create custom email invitations and track who responds. Send follow up reminders to those who haven't responded.
- Get Web Link**  
Share a web link via your email, post to social media or on your website. This option is most anonymous.
- Buy Responses**  
Millions of qualified respondents are ready to take your survey. Get results in 2 days.
- Post on Social Media**  
Post your survey on Facebook, LinkedIn, or Twitter.
- Embed on Website**  
Embed your survey on your website or a link to your survey in a popup window.
- Embed on Mobile app**  
Integrate your surveys and responses directly in your mobile app for customer feedback about their in-app experience.



9. You can now Copy the URL (web link) and paste it in your email newsletters, tweets, and anywhere else that you can post a link for your users to click and access the survey

The screenshot displays the 'Volunteer Feedback Template' interface. At the top, there are navigation tabs: 'Summary', 'Design Survey', 'Collect Responses', and 'Analyze Results'. Below these is a 'SEND YOUR SURVEY' button. The main content area is titled 'WEB LINK 1' and includes a 'Manual Data Entry' link. A section titled 'Which organization are you collecting information for?' contains an 'Organization Name' input field and a checked checkbox for 'Save as my default organization'. Below this is the 'WEB LINK' section, which shows a URL: <https://www.surveymonkey.co.uk/r/6SHN2ZP>. A red arrow points to this URL. To the right of the URL is an 'OPEN' dropdown menu and a 'Customize' button. At the bottom, there are several expandable settings: 'Multiple Responses: Off', 'Response Editing: On, until survey complete', 'Anonymous Responses: Off', and 'Instant Results: Off'. On the left side of the interface, there is a 'Buy Survey Responses' section with a 'Get Started' button.



**Opening your account and knowing the basics of creating the survey in points 1-9 is only part of the process. It will be up to you to write and design an effective survey that will return the information you're really looking for. Below are a few key points to help you build the best survey possible:**

- ➔ Creating a survey with an end goal and knowing how you will take action post survey is the best way to get people on board
- ➔ When creating a survey, keep your questions relevant
- ➔ Anonymity is a useful way to get people to respond to surveys in a candid way – provide this option unless it's absolutely essential to get names. If taking names, always advise as to how you'll maintain confidentiality of details (such as aggregating the results without mentioning individuals)
- ➔ Effective survey questions tend to be: brief, simple, relevant and jargonfree. Avoid using questions that are loaded (assumption filled) or leading (directs the answer)
- ➔ Try putting more sensitive questions at the end of the survey – a survey taker is more likely to opt out early if these appear at the start. In the same vein, ask interesting questions at the start
- ➔ Keep your survey looking clean. Use white space and only ask one question per line
- ➔ Test the survey before you send it. Sharing with a few friends or colleagues will allow you to clarify any points that need to be clearer before the main distribution