SurveyMonkey

SurveyMonkey is an easy-to-use online survey tool that can help you gather various types of useful information. For example, it can be used by Learn Local organisations to get enrolment information, for self-assessments or to gather course or program feedback.

What is SurveyMonkey?

SurveyMonkey is a web-based survey site that makes the process of surveying or gathering information very simple. SurveyMonkey offers a variety of formats for asking questions of different audiences. These include multiple choice, true/false, open-ended, etc. Surveys can then be distributed in a variety of ways; however, from the respondent's point of view – it's just a matter of clicking on a link to access the survey.

Response data is amalgamated and can be exported in a variety of formats.

With SurveyMonkey, you can track who has responded to your survey. Then you can follow up by re-distributing the survey to only those haven't responded.

How much is it?

There is a free version of SurveyMonkey – where you can develop a survey of 10 questions with the potential for 100 responses.

There are also paid plans that you can sign up for that offer a variety of different features and benefits. To learn more about SurveyMonkey's payment plans, go to: https://www.surveymonkey.com/pricing

How do I get started with SurveyMonkey?

To create a SurveyMonkey account:

- Go to www.surveymonkey.com/
- Choose Sign in
- Create an Account

Why bother with SurveyMonkey?

SurveyMonkey is relatively easy to learn how to use. Also access to a free version of this platform is a great way to get started or 'try before you buy'. The free version offers a good entry level service with a variety of question types. The emailed notifications are a great way to keep you informed about

the responses received. However, using the free version does mean that the features and number of questions are limited.

Top 10 SurveyMonkey tips

1. Have just three clear goals for your survey.
2. Choose a targeted audience.
3. Keep the survey short and focussed.
4. Make sure you are not asking leading questions.
5. Always include 'Other' as an answer option when creating multiple choice questions.
6. Keep matrix, rating scale, ranking and open-ended questions to a minimum because they can be exhausting to complete.
7. Consider making open-ended questions optional rather than required.
8. Make sure your survey is logical.
9. Make sure you road test your survey before you send it out using the Preview survey function.
10. Only survey people if you are going to use the data they provide.

Need more help?

You can find the help you need at http://help.surveymonkey.com.