## PLAN YOUR EMPLOYEE ENGAGEMENT SURVEY

Use this worksheet to plan and promote your survey. For more detailed explanations of each step and more ideas, see our best practices: support.pinnaclegi.com/retain-best-practices.

### PRE-ANNOUNCEMENT

# ANNOUNCEMENT & PROMOTION

## **SURVEY OPEN**

## **POST SURVEY**

Start Date: DD/MM/YYYY

Start Date: DD / MM / YYYYY One week before launch

Start Date: DD/MM/YYYYY First date survey month; ends last

Start Date: DD/MM/YYYY Within one week after the survey closes

Four weeks before survey launch

day of the month

Fill out this sheet.

Send teaser.

Send launch announcement.

Send out thank-vou.

Set participation goal.

Goal:

Brand your survey.

A teaser increases participation by making employees aware of the upcoming survey and potential incentives without risking overwhelming them with details.

Promote participation.



Try a fun survey's open announcement. Ex: Attach two pennies to a card and let employees know you value their "two cents."

Send weekly reminders.

Announce reward.



Reward department or location with the highest participation rate or reward everyone for reaching the participation goal.

Utilize your results.



### Brand your survey using:

- Eve-catching logo or design element
- Pun or play on words
- Tagline
- Distinctive colors

Review & update employee contact info.



### Grab attention by using:

- Email blast
- Posters
- Video
- Music
- Text messages
- Newsletters
- Email signatures
- Department meetings
- Messaging app

Retain automates this step and regularly reminds only those who haven't participated.



#### Include in announcement:

- Who will be participating
- Survey dates
- Types of question
- What will be done with the results

The most important aspect of any employee survey is the action taken based on the results. Check out our support content for using your employee engagement feedback.

