



Employee Engagement Survey Communication Strategy Guide

COMMUNICATION IS **KEY** TO STRONG SURVEY PARTICIPATION

A strong participation rate is critical to your engagement survey's success.
But how do you effectively drive participation?

COMMUNICATE GOALS

Clearly convey to employees why you're launching this initiative and how you intend to use the information people share with you. Take this time to also set clear expectations about what will happen after the survey—you can't tackle every single suggestion that comes your way, but you will work on the most important themes.

COMMUNICATE ACTION

In preparation for the survey, be sure to remind employees what actions have been taken in response to prior feedback (if this isn't your first rodeo). Once you have the results, share a summary of the findings with the whole organization along with a concrete plan of how senior leadership, managers, and individual contributors will work together to drive change in identified focus areas.

COMMUNICATE CONTINUOUSLY

While the bulk of your communication will likely be around the time you plan to launch the survey, don't stop there. Find ways to integrate updates about engagement initiatives into regularly scheduled communications and existing channels. Doing so will remind employees all year long that their feedback is important!

WHAT DO EMPLOYEES NEED TO KNOW?



BIG PICTURE

- Why the organization is surveying employees
- How the feedback gathered will be used to inform organizational decisions
- Conversely, what will NOT happen—set reasonable expectations (i.e. 1-2 focus areas will emerge, can't take action on every single survey finding)

NUTS & BOLTS

- When the survey will be available
- How employees will be able to access the survey
- How confidentiality will be preserved
- Which (if any) incentives are being offered for participation

COMMUNICATION CHANNELS TO CONSIDER

SOURCE: QUALTRICS

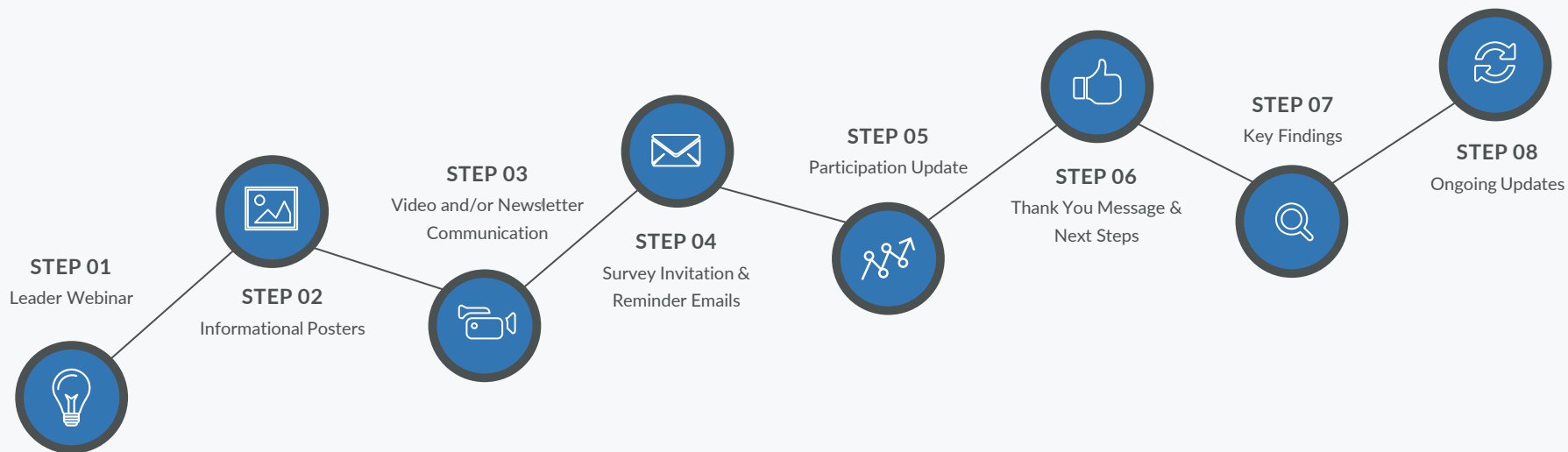
INFORMAL TWO-WAY

CHANNEL	PRO	CON
Leader Webinar	Provides organizational leaders with key information about the survey to encourage team-level participation and take action on the results.	Requires a high level of coordination to get enough time on leaders' calendars prior to survey launch.
Team Meeting	Promotes two-way conversation and gives opportunity for employees and leaders to ask questions.	Offer less positioning and messaging control than other forms of communication.
Slack/Teams Channel	Internal social media is an informal and friendly communication option that allows people to access information on their own time and engage in two-way conversation about the survey program.	This may not be an option if your company doesn't have an internal social media platform. In addition, social media offers less control over what is posted and what employees are saying about the survey program publicly
Company Town Hall	A consistent message can be communicated directly from company leadership to a large number of people. Q&A can be incorporated and town hall can also be recorded.	May take time and preparation and requires leaders to be prepared to discuss the topic of feedback.
Individual Email	An easy way to reach everyone who has an email address in your organization, allowing you to communicate a consistent message to each participant.	A one-way conversation. Using this channel assumes that your employees have an active email address that they check often.
Intranet	Can be embedded where your employees go to get information about the company. Can also combine different types of media (such as video and text).	Only feasible if your company already has an intranet site which is regularly used by employees.
Informational Poster	Can draw attention and can communicate consistent information to large audiences.	Designers needed for visual impact, plus may be printing costs and environmental impact.
Video and/or Newsletter	A good way to distribute deeper information about the feedback program and can include different types of content, such as statistics, interviews and graphics.	Requires more time for your employees to digest the information, and sometimes it can take some planning to secure a spot on a regularly distributed newsletter.
Desktop Wallpaper	Adding messages about your survey program to the corporate desktop wallpaper or screensaver message is a good way to get your employees' attention with minimal time and effort.	Only suitable for very short messages and requires coordination with your IT team.

FORMAL ONE-WAY

SAMPLE COMMUNICATION PLAN

Communicate with employees **before**, **during**, and **after** the survey.



LEADER WEBINAR

PURPOSE

Empower managers, supervisors, and/or other organizational leaders with key information about the survey to drive team-level participation and take action on the feedback provided.

LEADER WEBINAR TEMPLATE



INFORMATIONAL POSTERS

PURPOSE

Raise awareness about the survey process and goals throughout the organization by hanging posters in break rooms, on bulletin boards, on the back of bathroom stalls, or in other high traffic areas. Alternatively, post a flyer image to your organization's e-communications board or intranet landing page.

WHAT DO EMPLOYEES NEED TO KNOW?

- When the survey will be available (dates)
- How employees will be able to access the survey (e.g., scan a QR code, follow a link in an email, etc.)
- Goal participation rate
- Which (if any) incentives are being offered for participation

POSTER DESIGN RESOURCES

- Adobe Spark
- Canva
- Internal marketing/branding teams

Participate in our Team Member Engagement Survey

Logo
Here

Together
we build
excellence



Survey Administration Dates
Click on the 20XX Employee Engagement link to share your feedback or scan the QR code.

Your voice matters!

Help us reach our goal of 80% participation!



VIDEO/NEWSLETTER ANNOUNCEMENT

Send a newsletter via email or post a video on your organization's intranet to build enthusiasm for the upcoming opportunity to share meaningful feedback.

Consider having the email/video be from the CEO, President, or the extended Senior Leadership team to demonstrate executive buy-in.

SAMPLE NEWSLETTER

Your opinion counts...

On {Date}, you will be invited to participate in a short employee engagement survey. The purpose of this survey is to better understand your perspective on our work environment to ensure we are building a culture where employees can thrive and work effectively toward meeting our organizational goals. In this survey, we would like to get your feedback so we can drive positive change.

What can you expect?

- The survey will be administered electronically, unless otherwise designated by your leader.
- Your responses will be kept confidential.
- Each supervisor will create an action plan to respond to the areas that are likely to have the biggest impact on our effectiveness. The specific action plan will be shared with you.

What we need from you:

- Your participation in the survey (5-10 minutes), by providing honest and thoughtful feedback.
- Letting us know if you need assistance with accessing the survey. If you don't receive your personal invitation to your email, please contact **(Survey Support Contact)**
- Your help in planning and taking action on the survey results. Improving our culture is everyone's responsibility.

Thank you in advance for sharing your valuable feedback!



SURVEY INVITATION

Consider who you want invitation to be from, the subject line, and the content of the email. For instance, you can use the CEO/President's name for the sender, or use "Qualtrics" as the sender to implicitly communicate that the survey is confidential and administered by a third party.

SAMPLE INVITATION

Dear Employees:

You are invited to participate in our Employee Engagement Survey. The purpose of this survey is to help us better understand if we are creating a culture in which employees feel valued and if we are effectively accomplishing our organizational goals. We need your feedback so we can continue to grow and improve.

The survey will only take 5-10 minutes to complete. The answers you provide on this survey will be kept strictly confidential. All data will be reported in summary form to protect your personal responses, so that you feel comfortable providing honest answers to the questions. We need full participation from everyone for the survey results to be meaningful.

The survey will be available to complete from {Dates}.

Please click here to complete the survey:

{Survey Link}

Please do not forward this email to anyone as this survey invitation is unique to you.

Thank you very much for completing this survey. Your input is very important and much appreciated.

Many thanks,

SURVEY REMINDER

Consider creating a series of different subject lines to encourage people to open the email and respond to the survey.

SAMPLE SUBJECT LINES



YOUR VOICE MATTERS! 3 DAYS
LEFT TO SHARE YOUR FEEDBACK



PENNY FOR YOUR THOUGHTS?



IF YOU'RE READING THIS, WE STILL
HAVEN'T HEARD FROM YOU!

SAMPLE REMINDER

Dear Employees:

As a reminder, you are invited to participate in our Employee Engagement Survey. Please click here to complete the survey:

{Survey Link}

The purpose of this survey is to help us better understand if we are creating a culture in which employees feel valued and if we are effectively accomplishing our organizational goals. We need your feedback so we can continue to grow and improve.

The survey will only take 5-10 minutes to complete. The answers you provide on this survey will be kept strictly confidential. All data will be reported in summary form to protect your personal responses, so that you feel comfortable providing honest answers to the questions. You have until {Date} to complete the survey.

Please do not forward this email to anyone as this survey invitation is unique to you.

Thank you very much for completing this survey. Your input is very important and much appreciated.

Many thanks,

NEWMEASURES, LLC

PARTICIPATION UPDATE

Invite managers to monitor their team's participation in real-time, and/or send an organization-wide participation update internally. These updates will let employees know where they stand relative to the response rate goal and convey demonstrated interest in sharing feedback. If it fits within your organization's culture, consider creating some healthy competition between departments, divisions, or managers regarding participation to further boost the numbers!



52% PARTICIPATION

SAMPLE UPDATE

Dear Managers:

As you know, we are in the process of collecting employee feedback via the **{Organization Name}** engagement survey. So far, we have reached 52% participation! We appreciate your help in encouraging all employees to participate so that we get the most accurate feedback possible.

During the survey administration period, you can monitor the participation of your group by using the link and login information below:

{Dashboard Link}

Teams with high participation rates will be entered into a drawing for a prize. Please use this link to monitor and encourage participation between now and **{date}**.

If you have any questions, please contact {contact name}.

Thanks for your help in gathering this valuable feedback from our employees.

THANK YOU & NEXT STEPS

Send a thank you via email or post a note on your organization's intranet within one week of the survey close data. Let employees know when they can expect follow up from their managers and/or organizational leadership on the survey feedback.



SAMPLE THANK YOU NOTE

Dear Employees:

Thank you to everyone who participated in our 20XX engagement survey. We are excited to share that our participation rate was {final Participation Rate} and we received incredibly valuable feedback.

As a leadership team, we are currently in the process of reviewing the feedback and mapping out the best plan to respond to the insights you shared. Given that building an engaged culture that supports accomplishing our mission depends on every single one of us, we will be asking for your input and assistance in following up on the survey feedback.

Stay tuned for updates on key findings and next steps by no later than {Date}!

KEY SURVEY FINDINGS

To close the loop, share high-level findings from the survey with employees across the organization using a presentation/webinar from senior leaders and/or manager-facilitated team conversations.

STRENGTHS & OPPORTUNITIES

Highlight the top three strengths and bottom three opportunities identified in the survey feedback. Share themes that have emerged around individual survey topics.

FOCUS AREAS

Leveraging the key driver analysis, share what the organization intends to focus on improving or sustaining in the coming weeks and months.

BIGGEST CHANGES

If this was not the inaugural engagement survey, share how this survey round's feedback has changed for the better or worse compared to past rounds. Emphasize changes that are statistically significant given the sample size.

NEXT STEPS

Share what employees can expect next, such as a meeting with their manager to talk about results specific to their team or department or periodic updates about organizational-level actions.

ONGOING UPDATES

At a minimum, communicate on a quarterly basis to let employees know the organization is listening and taking action.





TIP: ESTABLISH A BRAND

Increase visibility of your efforts and progress by branding your action plan communications. Creating a campaign will help employees see how actions are tied back to the survey and encourage future participation and transparency. Additionally, a campaign will connect the many updates that occur during the year under one umbrella.

Consider developing a logo or templated “look & feel” that you apply to communications involving updates on your action plan. These can accompany postings on your intranet, serve as a template for internal PowerPoint presentations, be placed on flyers or formatted into emails.





CONTACT US

Let Newmeasures Consultants help you design the perfect employee listening strategy.

Contact us:

-  1035 Pearl St, #322 Boulder, CO 80302
-  1-877-888-3817
-  info@newmeasures.com

Follow us on:

-  [linkedin.com/company/newmeasures-inc](https://www.linkedin.com/company/newmeasures-inc)