



2020 People Matter Survey Wellbeing Check

How to promote your survey

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How to promote your survey

Use this guide to help your organisation get the most out of the survey.

Who this guide is for

This guide is for the survey coordinators in organisations participating in the People Matter Survey Wellbeing Check in 2020.

It is designed to assist you to promote your survey alongside your organisations own internal communications policies and channels.

Why promotion is important

Your promotion of the survey is an opportunity to let employees know that their voice matters and demonstrate your organisation's commitment to improvement.

Promoting your survey fosters strong engagement, as it encourages a greater number of your employees to participate, giving you richer data to use for organisational improvement.

Along with this guide, there are resources to help you promote the survey. You can find these on [the Commission's website](#).

Resources include: email templates, FAQs, Key messages, sample news article, poster pack, workstation splash screens, email signature banners and promotional images.

In the lead up to your survey

Build up your promotion in three ways:

- **Awareness** - start spreading the word with a simple message, e.g. the survey is coming, the dates, have your say about your employee experience. People take time to process information, too much detail too early can be overwhelming.
- **Reinforcement** - provide more information about the survey and what you want people to do. Everyone benefits from hearing your message repeated in multiple ways.

- **Action** - focus your promotion on the time period just before and during the survey window. People are most likely to act on information they receive at the point where they need it.

Survey Promotion Timeline

When	What
4 weeks out	Plan your campaign <ul style="list-style-type: none"> • Identify your audience and brainstorm tactics • Focus on a short, targeted campaign
3 weeks out	Communicate to senior leaders <ul style="list-style-type: none"> • Gain senior leader and executive support • Identify survey champions
2 weeks out	Start your active promotion <ul style="list-style-type: none"> • Draft invitation emails and messages, articles etc, so they're ready to go • Cascade across your organisation
1 week out	Boost your campaign <ul style="list-style-type: none"> • Ask your leaders and survey champions to actively promote the survey. • Add People Matter Survey Wellbeing Check email signature banners to emails
During the survey	Open your survey <ul style="list-style-type: none"> • Remind employees of the survey dates • Display splash screens at workstations
After your survey closes	Thank staff for their participation <ul style="list-style-type: none"> • Tell your teams when they can expect to see results

Tactics

Successful tactics used by other organisations to secure participation

It's important to keep the survey in the front of people's minds during the survey period. You know what works well for your organisation. Here are some ideas:

- Make a time to do the survey as a team or business area.
- Organise an information session to answer queries, just on the survey.
- Ask people to share their experiences of positive organisational change.
- Talk about outcomes from previous surveys.
- Suggest managers and organisation leaders encourage participation in team meetings and one-on-ones, e.g. Discuss why the survey is important and how the information will benefit workplace culture.
- Reinforce the message: the survey is anonymous.
- Reinforce the message: the survey is short to do.
- Reinforce the message: it's an opportunity to have your say in an independent survey.
- Create a participation scoreboard ranking teams or divisions. Some friendly competition may encourage participation. Your survey portal will provide you with response counts by employee group during the survey window. (Applicable if your organisation has elected to provide an organisation composition or hierarchy)
- Use influencers and reach out to others in your organisation who can assist you to promote your survey, e.g. organisation and division executives, communication teams and other survey champions. Identify survey champions at all levels if your organisation for the best impact.
- Ask your most senior leader to launch the survey to your organisation with an official email.
- Book a spot in your internal e-newsletter and write an article for the intranet using the resources from the suite provided. Include key messages and images so that you catch the attention of the reader.
- Consider utilising collaboration tools like Microsoft Teams, Slack and Yammer with eye-catching content.

- Send reminder emails. People’s inboxes are busy, they may need to hear the same or similar message multiple times.
- Use the splash screen and email signature banners provided, selecting the images that best represent your workplace. Many employees are engaging frequently with screens, so this keeps the survey front of mind. Rotate your splash screen display or email signature banner part way through the survey to refresh the imagery.

Onsite only (if applicable)

- Display the provided People Matter Survey Wellbeing Check posters in walkways, elevators, bathrooms and other communal areas (only if applicable for your workplace).

Your week-by-week guide to survey promotion

4 weeks before your survey

Start planning your campaign

- **Identify your audience/s** - your goal is to get as many employees to participate as possible. Depending on your organisation, you may not be able to effectively reach all employees all in the same way. Are there specific groups of employees you will treat differently? For example, employees working at home or out in the field. Make a note of your target audiences. Who they are and how they work will influence how you reach them with your promotion
- **Brainstorm tactics** - think about all the ways you will reach employees throughout the campaign.
 - What tactics will you use? There are some ideas in this document. Think online and digital. It is often the most efficient and effective way of reaching your audience during this time.
 - What channels will you use? Regular meetings, email newsletters and your intranet are communications channels you may be able to access easily.
 - What resources do you need? Do you need key messages and images? There are resources on [the Commission’s website](#) that can be tailored to your needs.
 - Do you need help to deliver your tactics? For example, do you need to contact your communications team to book a spot in an internal newsletter?

- Will you reach different groups of employees in different ways, or in different locations? Your promotional opportunities may differ for offsite and onsite employees.
- **Create a schedule** - create a timeline of your chosen activities. You don't want all your activities to happen at once. Instead, aim to build momentum.
 - How will you stagger your promotional activities ahead of and during the survey period for maximum impact?
 - Do you need to prepare other people or teams to help achieve your promotional plan on time? For example, does your ICT team need advance notice to install splash screens? Do your leaders need speaking points for a staff meeting? Use this schedule as an opportunity to consider all the items you need help to deliver.
- **Be flexible** - keep your plan flexible to take advantage of new opportunities to promote the survey that present themselves along the way.
- **Start drafting** - draft customised text for your invitation and reminder emails, to reinforce your message (this wording will be similar). We've provided key messages and templates you can adapt on [the Commission's website](#).

3 weeks before your survey

- **Start at the top** - communicate your promotional plan to senior leaders and start promoting the survey to this group. Ask them to filter the message down to their direct reports. Tell senior leaders what action you want them to take, e.g. show support for the survey in appropriate forums, send emails to all employees, identify themselves as survey champions.
- **Promote survey dates** - inform leaders about important survey dates and stages of your campaign.
- **Supply messaging** - share the key messages you want managers to use in their division/teams.
- **Anonymity of the survey** - make sure leaders understand and can explain the [anonymity protections](#).

2 weeks before your survey

- **Start your active promotion** – this is the ideal time to start your active promotional campaign. Focus on a short, intense campaign tailored to the Wellbeing Check.
- **Continue down and across** – communicate your promotional plan to the division, branch, workgroups and employees. Ask managers and team leaders to become survey champions and support the survey by cascading the message across the organisation. Raise awareness with employees that participating in the survey is an important opportunity to have their say about their workplace experience.

Remember: the survey is optional, focus your messages on encouragement rather than coercion.

1 week before your survey

- **Step it up** - step up your promotional activities. Aim to increase the frequency of your messaging to at least twice weekly. Choose different formats or channels of communication.
- **Give leaders tips** - give leaders tips on raising participation such as freeing up time to complete the survey or create some competition by keeping score on participation rates between divisions or teams.
- **Message from the top** - send an email from the head of your organisation encouraging people to participate in the survey.

Tip: Include information about programs or outcomes of previous surveys.

- **Message from the middle** - ask managers and survey champions to present to staff, tailor communications to different work locations and teams, as required.
- **Keep online front of mind** - this is an excellent time to have managers, champions and other influencers add the People Matter Survey signature banner to their emails in time for the week before the survey.

Survey period

During the survey

- **Open the survey** - declare the survey open with an all-staff email, supported by any other tactics you've assigned to your launch.
- **Display splash screens** - if appropriate for your organisation.
- **Keep the survey to front of mind** - keep the survey in the e-newsletter, intranet and other internal communications channels. You can remind staff of the benefits of taking part, such as actions and outcomes from previous surveys.
- **Mobilise survey champions** - to verbally encourage staff to participate.
- **Create a division-level participation scoreboard** - shared among senior leaders or to your whole organisation. Your survey portal will provide you with response counts by employee group during the survey window. (Applicable if your organisation has elected to provide an organisation composition or hierarchy)

Tip: Use previous years' participation numbers to encourage 'beating' the participation rate.

- **Daily participation numbers** - update leaders on participation rates daily. You'll find this information on the survey portal.
- **Reinforce the message** - half-way through the survey period is a good time to circulate messages from leaders (organisation and branch level) reinforcing the importance of having your say in the survey, and the organisation's commitment to responding to the results.
- **In the last week of the survey** - send a reminder about the survey closing date.

Remember to do the survey yourself.

Post Survey

After your survey closes

- **Thank your staff** - send an email from the head of your organisation or division thanking staff for participating in the survey.
- **Repeat** - repeat a thank you message in an internal e-newsletter.
- **Results** - announce when staff will hear the results, and what actions your organisation will take to respond to the survey and make improvements.

Where can I get more information?

If you have questions about the 2020 People Matter Survey Wellbeing Check, or need any support, please visit the Victorian Public Sector Commission's [website](#) or contact the People Matter Survey team at people.matter@vpsc.vic.gov.au.