



## Crowd source: How to communicate employee surveys

The following content was advice given by internal comms pros via [@theICcrowd](#) on Twitter, and serves as a checklist when you are thinking about communicating employee surveys. It's a mixture of advice and opinion.

It started with a question via [@csdavies24](#) *What's considered a good return on staff surveys percentage wise?*

Thank you to the following people and many more: [@mick\\_rea](#), [@rosePCCI](#), [@adamlloyd](#), [@HanLRees](#), [@Javlinjones](#) [@girlmeetsfarm](#) [@danielbradley](#)

### What is a good return rate?

- We reached an all-time high of 90% participation in our 2012 annual survey of approx 7000 employees
- I'd say anything above 50% is good
- We get 40%, which I think is good
- Over 50% is ideal so you can communicate consensus view
- As many as you possibly can, and keep trying for more

### Incentives

- We offered Krispy Kremes every Friday for a month from Head of HR to team with highest return - think we got over 80%
- I worked in a comms team that achieved over 60% for workforce of more than 4000. Kit Kats helped!
- The survey 'bribery' debate is interesting: isn't a true measure of engagement a willingness to participate?
- Create healthy competition between teams, departments and locations. You could consider a 'leader board'
- Will 'bribing' your target employee survey audience affect the results? Will staff be more thoughtful in their responses?

### Communicating your survey

- Get managers to own it. We don't just corporately communicate but ask managers to encourage. In a massive organisation, tribes work!
- Communicating "you said, so we did" from past surveys works well to remind employees their feedback is vital to make a difference
- Communicate clearly why you are doing the survey and what you intend to do with the results
- Use employee champions to help get people talking about it and run at the same time each year, so teams are expecting it.
- Be transparent - employees need to see that results both good and bad are shared openly. And plans to address issues too!



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- Use pulse surveys on specific topics or campaigns and be prepared to action feedback
- Every question should have an action e.g. why ask the gender if your comms is the same for m/f?
- When creating an internal comms plan pre-survey, build in timeline at the same time for post-survey feedback, and crucially, actions

If you need help from The IC Crowd, simply tweet [@theICcrowd](https://twitter.com/theICcrowd) to ask other internal comms professionals for advice.

Thank you to everyone who provided the content for this checklist.

[Rachel](#), [Jenni](#) and [Dana](#).