

## Digital PR Survey Development Checklist

The following are questions to assess your work developing surveys. For each question, assess whether or not you met expectations (yes or no), and if not, what needs to be improved.

- 1. Have you identified themes that will make news?** This is primarily straightforward with little nuance but a good reminder that we are looking for newsworthy stories and not stories that might do well on social media. Social media stories are cute, funny, or interesting. In contrast, newsworthy stories have more importance. They usually have good answers to the questions why, so what, and why now.
- 2. Have you composed questions that directly support reporting on those themes?** There's more nuance here than in question 1. Questions must go to the emotional meat of each theme you've identified.
- 3. Have you avoided questions that will not be easy or interesting to report?** Many interesting questions may lead to data that's not easy to report. For instance, asking how satisfied people are with their jobs is less compelling than asking how many people are considering leaving their jobs in the next 6 months.
- 4. Have you covered an adequate number of themes to justify a full report?** The more themes you cover, the more angles you will have. You must balance cost with possible outcomes.
- 5. Are your question-answer sets structured to make reporting concise and easy to understand?** Your sets need to be both accurate and relatable. For instance, a question on exercise frequency can offer weekly choices. A question about digital subscription spend should offer monthly answer choices.
- 6. Are your question-answer sets comprehensive?** Think through your choices carefully, and don't leave anything important out.
- 7. Are your question-answer sets clear and concise?** But if they are too long, your survey-takers will grow tired. Help them.
- 8. Are your question-answer sets culturally and topically savvy and relevant?**
- 9. Are your precise language choices conscientious of how questions will be read and answered to optimize results?** Always keep the reader in mind. A survey taker isn't particularly careful. If you don't provide an answer choice they immediately identify with, they might skip the question.
- 10. Do you have an appropriate number of questions to meet budget expectations or make use of the budget invested?**