

SRU Qualtrics Guides:

5. Posting a Survey to Social Media

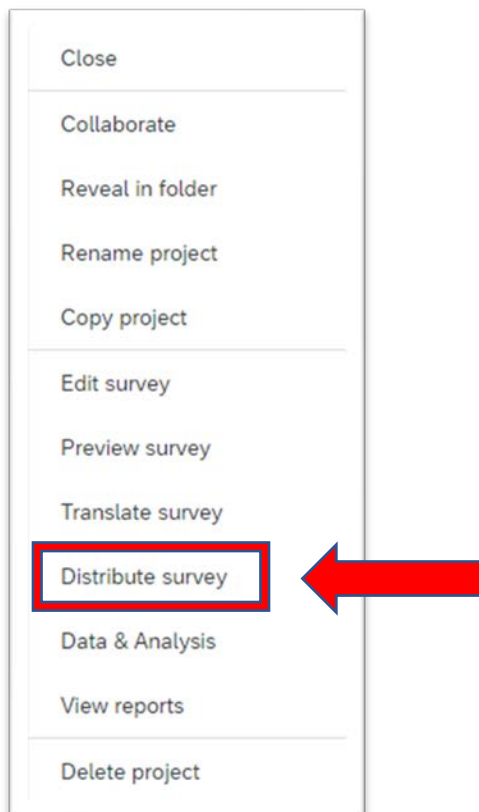
sru.qualtrics.com

Last Updated: 8/16/21

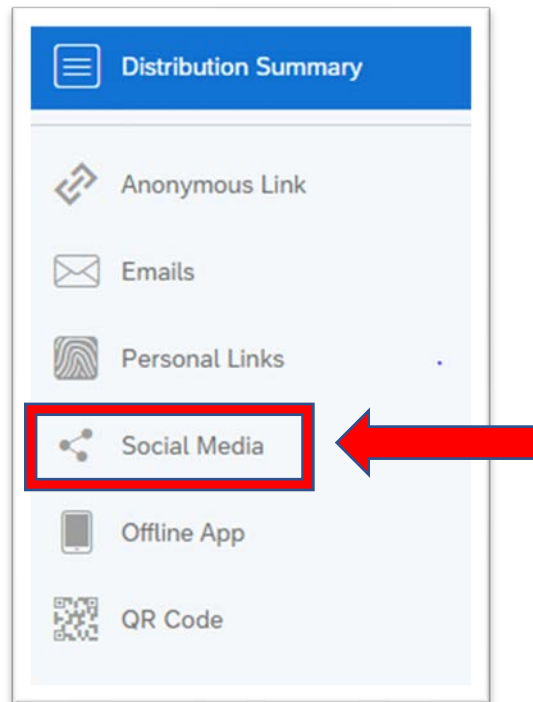
1. Log in to **Qualtrics**.
2. On the main **Home Page**, locate your survey and click on the three ellipses dots on the far right-hand side.



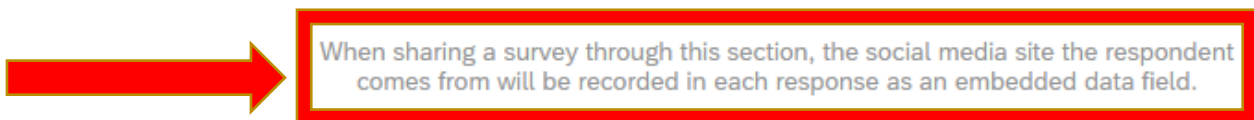
3. From the drop-down list that appears, click on **Distribute Survey**.



4. From the **Distribute Survey** home screen, on the left-hand side, click on **Social Media**.

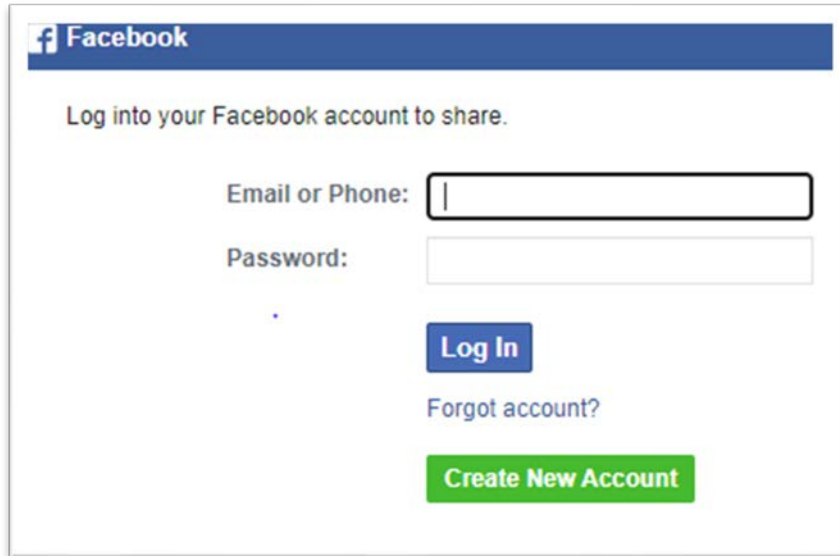


5. Next, click on the **Social Media Platform** that you would like to use. For this example, Facebook will be used.



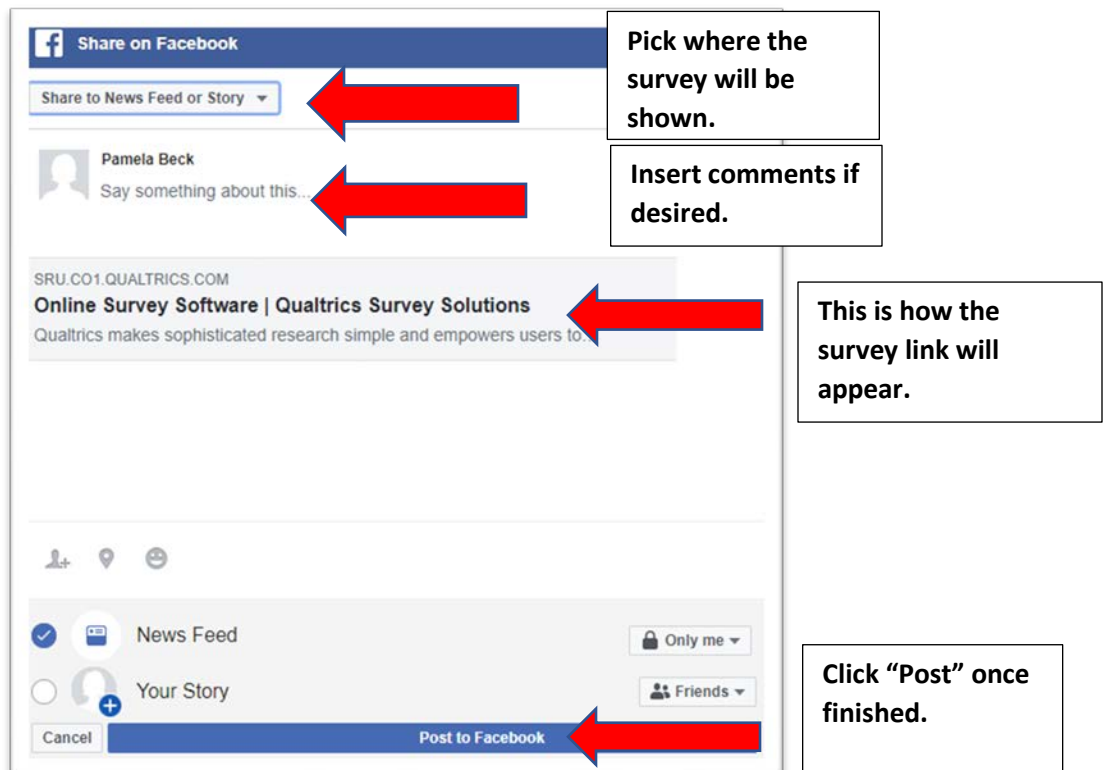
****Note the comment under the selections.**

6. You'll be prompted to log in to the **Social Media Platform**. If you're already logged in you will not see this step.



The image shows the Facebook login interface. At the top, it says "Facebook" with the logo. Below that, it prompts the user to "Log into your Facebook account to share." There are two input fields: "Email or Phone:" and "Password:". Below the password field is a "Log In" button. To the right of the "Log In" button is a link for "Forgot account?". At the bottom, there is a green button that says "Create New Account".

7. From here, depending on the platform, you'll have a couple of options (Facebook is shown).



The image shows a Facebook share dialog for a link. The link is "SRU.CO1.QUALTRICS.COM Online Survey Software | Qualtrics Survey Solutions". The dialog has a dropdown menu for "Share to News Feed or Story". There is a text input field for "Say something about this...". At the bottom, there are options for "News Feed" and "Your Story", a "Cancel" button, and a "Post to Facebook" button. Red arrows point from text boxes to these elements:

- A red arrow points from the "Share to News Feed or Story" dropdown to a text box that says "Pick where the survey will be shown."
- A red arrow points from the "Say something about this..." text input to a text box that says "Insert comments if desired."
- A red arrow points from the link text to a text box that says "This is how the survey link will appear."
- A red arrow points from the "Post to Facebook" button to a text box that says "Click 'Post' once finished."

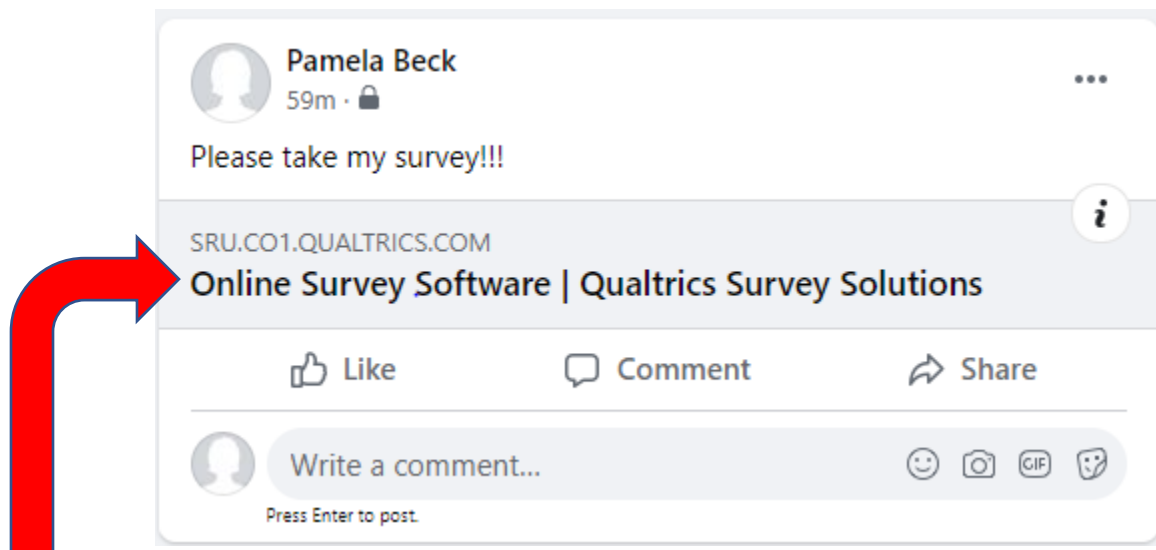
8. You'll be returned to the **Qualtrics Social Media** home screen.



When sharing a survey through this section, the social media site the respondent comes from will be recorded in each response as an embedded data field.

9. How the respondents access the survey (Facebook is used in this example) - Log in to the **Social Media Platform**.

Here's how the survey appears in Facebook under posts:



Clicking **Online Survey Software-Qualtrics Survey Solutions** will launch the survey.

Additional Resources:

<https://www.sru.edu/offices/planning-resource-management-and-assessment/services> - PRMA page with additional Qualtrics guides– Under the **Survey Requests** accordion/**Qualtrics Self-Help**

<https://www.qualtrics.com/support/survey-platform/getting-started/survey-platform-overview/> - Qualtrics Training Manual – Main

<https://www.qualtrics.com/support/survey-platform/distributions-module/social-media-distribution/> - Qualtrics Training Manual – Social Media Distribution