

Create a Greeting Page in Your Survey

It can be quite jarring for survey respondents if your survey launches straight into your survey questions. Start your survey off right with a greeting page or text element to welcome respondents to your survey and build rapport.

Welcome to the community improvement survey!

Thank you for taking the time to participate and give us ideas about how we can improve our community together.

We'll keep this short and sweet! Below are the survey topics we will cover:

- **Demographics** - We start with a page about you. This is completely optional but it definitely helps us make decisions.
- **Waste Collection** - Next, we'll ask about your waste collection services.
- **Recycling Program** - On the third page of the survey we will ask about recycling services.
- **City Parks** - On the fourth page we ask about city parks.
- **Dog Parks** - Finally, we ask about dog parks.

Click Next to begin!

It's also a great idea to provide your survey respondents with details about how the survey works, as well as how to optimize the survey taking experience.

Before answering the survey, please read the following instructions to ensure that we receive your important responses:

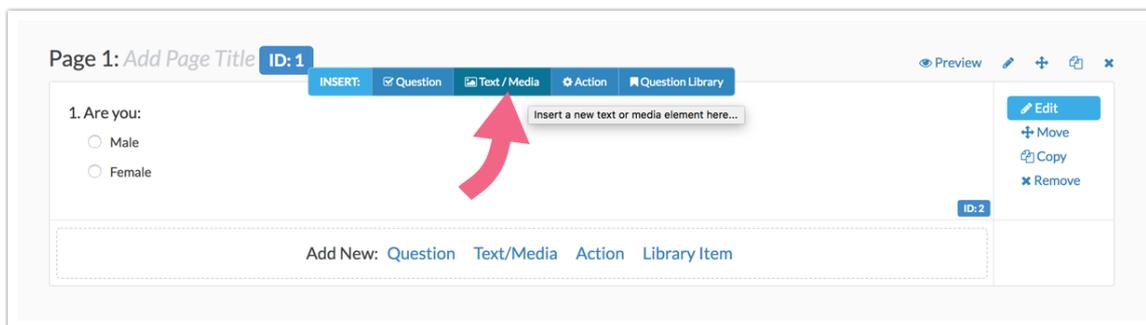
- Maximize your computer screen for the best view of the survey.
- Always click the NEXT button at the bottom of each page after answering the question(s) on that page.
- Click the SUBMIT button after you finish the survey. Please DO NOT click the X to close your browser tab until after you have submitted the survey or we may not receive your responses correctly.

Thank you very much for your participation in our survey!

If you've just created your survey, start by adding a [text/instruction element](#) to the very first page. To do so, click the **Text/Media** link on the first page. Enter your text or instructions. For a greeting message, in addition to saying hello and welcoming them to the survey, you may want to explain what to expect in the survey and, of course, thank them in advance for participating!

If you've already been working hard on building your survey, you can add a Text/Instruction element to the top of the first page by hovering your mouse at the top of the page and clicking the **Text/Media** button.

You can also add a new page by clicking the Add Page link between 2 pages then simply reorder your pages.



Best Practice Tip

Survey greetings are a good idea but use care with your tone. Being too familiar or conversational might cause your survey respondents to tell you what they think you want to hear instead of telling you their honest opinion. This is known as conversational bias.

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