

School's out and it's... Officially SUMMERTIME!



What does this mean for you?

1. It's so hot you can't breathe.
2. You are counting down the days until your child's summer camp starts.
AND...
3. **You've got to keep participant schedules in mind when launching surveys.**

While you may not have access to participants' individual schedules, there are a few rules of thumb to consider to ensure the success of your initiatives in the summer months.

- **Try not to launch surveys during or near the weekend.**
This is a good rule of thumb all year, however it is especially important during the summer. People often take long weekends during the summer months, making them unavailable to receive and participate in your survey. Studies show that Tuesday and Wednesday are the best days during the week to send invites.
- **Try not to launch your survey too early in the morning or too late in the afternoon.**
People often shorten their work schedules during the summer; arriving later and leaving earlier. Those same studies mentioned above found that the middle of the day is the optimal time of day to send invites.
- **Do your absolute best to not launch a survey near a holiday.**
Again, this is a good rule to follow all year, but in the summers, it is especially important. While the 4th of July may be only one day, you may find that your survey participants are unavailable for several days prior to, and after the holiday.
- **Learn the company calendar of the organizations where you plan to launch your survey.**
Investigate any conferences, mandatory company leave, retreats, or professional development days on the schedule.



If you have any questions about launching your survey or need deployment advice, please contact your **Strategic Account Manager**.