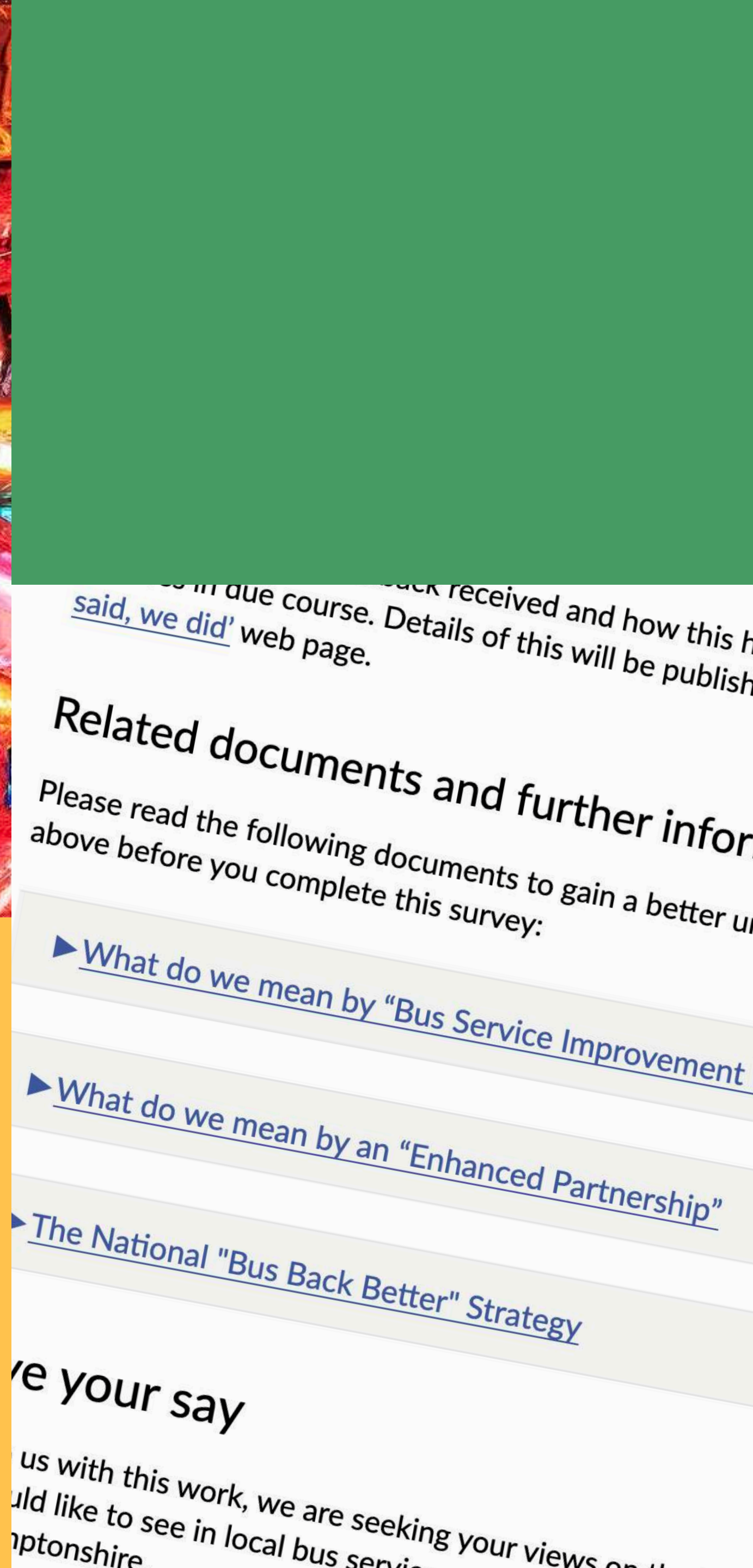


# Building quality into your online engagement

Natalie Williams, Account Manager



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# Why is **quality** so important?

1. It reflects on your organisation
2. It could leave you open to criticism
3. It could affect **your response rates**



# Top tips for quality control

- Plan your internal process - decide who needs to be involved
- Consider restricting publishing permissions
- Enforce realistic timescales
- Share great examples internally - e.g. annual reports



## 1. Do you like our priorities?

I like this priority



I do not like this priority



## Preview mode

Some of the benefits:

- Doesn't save response data
- Allows you to test skip logic
- Link can be shared with anyone, with no need for a Citizen Space login



**DON'T** share preview links  
with your respondents!



# Things to look out for



1. Is the activity **fit for purpose** & will it give you the **data** you need?

Check whether you:

- actually need this data
- are asking the right questions
- have used the correct answer components - including a combination of quant & qual components to make your analysis easier

Test:

- by publishing as a private activity

# Things to look out for

2. Is it **as easy as possible** for your respondents to engage with and fill in?

Check for:

- typos
- long paragraphs of text
- unnecessary gaps
- too many questions per page
- required questions

Test your:

- hyperlinks
- skip logic





# Things to look out for



## 3. Is it **accessible**?

Check for:

- acronyms or jargon
- plain English
- alt text on images
- PDFs

Test:

- on a mobile device



# Things to look out for

## 4. Is information **easy to find** and refer back to?

Make sure to:

- attach supporting documents on the overview page & add user-friendly link text
- keep file sizes to a minimum
- use fact banks to provide useful information throughout the survey
- set hyperlinks to open in a new window with clear guidance



<u>Considering other regulatory approaches</u>	0 of 1 questions answered
<u>Preventing serious damage or spread of disease to livestock, crops and foodstuffs</u>	0 of 5 questions answered
<u>Conservation of wild birds, fauna and flora</u>	0 of 10 questions answered
<u>Preserving public health or public safety and preventing the spread of disease</u>	0 of 3 questions answered
<u>Preserving air safety</u>	0 of 2 questions answered
<u>Fish-eating birds</u>	0 of 6 questions answered
<u>Invasive non-native species of birds</u>	0 of 2 questions answered

# Things to look out for



## 5. Final considerations

- Would the survey work better with a **non-linear** structure?
- Would it be more appropriate as a **private** survey?
- How's the **URL** looking?
- Add a **time estimate** to the overview
- **Avoid** adding 'thank you' messages before the submit page

# Recap

- Quality matters!
- Agree an internal process
- Always leave enough time for reviewing & testing
- Preview mode is your friend
- Put the respondent experience first



# Common mistakes

## Common mistakes

### Overview

Delib Account Managers have got together and created this consultation to demonstrate the most common mistakes and errors that we have found in **live public consultations**.

So remember before going live **CHECK YOUR WORK**

**Closes 31 Dec 2021**

Opened 1 Jan 2020

**Contact**

[support@delib.net](mailto:support@delib.net)



# Resources

## Citizen Space Knowledge Base

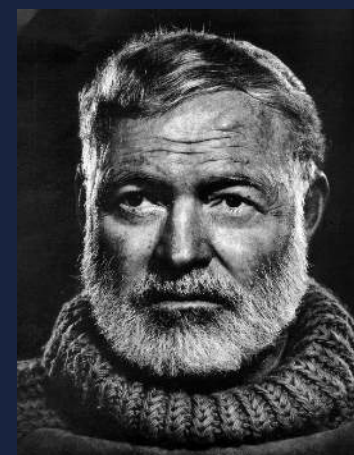
- [Previewing an activity before publishing](#)
- [How to share a preview link](#)
- [Testing an activity before it goes live](#)

## Test your skills

- [Common mistakes training activity](#)

## Other useful tools

- [Hemingway app](#)





# Need more help?

Get answers: [delib.zendesk.com](https://delib.zendesk.com)

Get inspiration: [aggregator.delib.net](https://aggregator.delib.net)

Get ideas: [newsroom.delib.net](https://newsroom.delib.net)

Get more content like this:  
[delib.net/learn](https://delib.net/learn)



Any questions?



