



## HERI Faculty Promo Pack

We now offer templates (<http://www.heri.ucla.edu/promo-faculty-2016.php>) for you to promote your surveys via print or digital options. Publicizing the survey by using pre-notification letters, social media, notices posted in strategic locations on campus, and email, as well as incentives provided for participation can reinforce the message to faculty that survey results are valued and utilized on campus. Communicating the importance of the survey to your targeted sample can contribute to higher response rates (Dillman, 2007). [Encouraging Participation](#) will give you more information about the factors that contribute to higher response rates, as well as more in-depth information and ideas for promoting the survey on your campus.

*Websites and Social Media (Facebook, Twitter, etc.)* – Enter your desired tweet, post on Facebook or other social media, and attach the corresponding JPEG file. For example, on Facebook: “The HERI Faculty Survey is coming to your inbox soon! Please share your experience as a faculty member with us! We want your input!”

Faculty\_Promo\_Pack\_SocialMedia\_Intro\_2016.jpg  
Faculty\_Promo\_Pack\_SocialMedia\_Reminder\_2016.jpg  
Faculty\_Promo\_Pack\_SocialMedia\_Stats\_2016.pdf (please see instructions for converting to JPG for posting on social media)

*Email* – you can use the email attachment as a pre-notification to faculty (please see our sample pre-notification email template), or include it in your email with the link to the survey. (Please make sure that your institution’s email system will allow attachments).

Faculty\_Promo\_Pack\_SocialMedia\_Email\_2016.pdf

*Flyer/Poster* – Customize the text in the flyer (8.5x11) or poster (11x17), print it out and post on campus.

Faculty\_Promo\_Pack\_Flyer\_8.5x11\_2016.pdf  
Faculty\_Promo\_Pack\_Poster\_11x17\_2016.pdf

*Infographics* – Share the results with your faculty after the survey so they can see the direct results of their participation. Our infographics can be customized to include your institution’s data compared to the national statistics. The infographic poster can be shared online or printed out and posted on campus.

<http://www.heri.ucla.edu/infographics.php>

### Instructions for saving an Editable PDF as a JPG

Some of the Editable PDFs included in the HERI Faculty Survey Promo Pack must be converted to .JPGs if you plan to post them to social media or embed them in an email.

How to Convert:

1. Open PDF.
2. Type your school’s information into any of the light blue boxes. If you chose to leave some boxes blank, delete the placeholder copy.
3. Go to File > Save As in Acrobat
4. Change the “Format” to .JPG
5. Click save.