

Engagement Survey Action Plan

To access the Free #BeHeard engagement survey and other complementary tools visit Sparck's Resource Page [HERE](#).



www.sparckco.com

Purpose:

Objective:

Engagement Survey:

Description:

Participation Goal:

Survey Launch Date:

Survey Close Date:

CUSTOM QUESTIONS:

Open-ended

Five Star Likert

MARKETING CAMPAIGN

MANAGEMENT COMMUNICATION

Description:

Email Survey Details: (Date)

Follow-Up Q&A Session: (Date)

COMPANY WIDE COMMUNICATION

Description:

Email Survey Introduction: (Date)

Follow-Up Q&A Session: (Date)

PRE-LAUNCH COMMUNICATION

Description:

Reminder Company Email: (Date)

ADDITIONAL PROMOTION

Description:

Target Areas:

TAKE ACTION

**REVIEW COMPANY RESULTS +
CREATE ENGAGEMENT PLAN**

Description:

Objective:

Date:

**SHARE COMPANY RESULTS +
ENGAGEMENT PLAN**

Manager Results Email: (Date)

Manager Q&A Results Session: (Date)

Company Results Email: (Date)

Company Q&A Results Session: (Date)

LAUNCH ENGAGEMENT PLAN

Objective:

Date:

MEASURE PROGRESS

Next Engagement Survey: (Date)

Engagement Plan Updates: (Dates)