**Conducting a Pulse Survey to Measure New Policy Awareness**

Pulse surveys are one way for you to measure employee engagement and awareness using short check-ins. They can come in handy when you want to gauge employee knowledge related to policies and procedures.

Conducting a pulse survey requires the use of a survey platform. There are many to choose from, including options that can be used for regular (long-form) surveys and those specifically designed to conduct pulse (short-form) surveys. Some of these platforms are free and others charge a per user/per month fee. If you plan to use pulse survey regularly or you feel you need a lot of analytics tools to analyze the data you collect over time, paying a fee might make sense for you. For everyone else, a free tool is probably the way to go.

Survey Platforms

Free survey platforms to consider include

* Qualtrics ( (which includes a number of prebuilt employee surveys) - <https://www.qualtrics.com>
* Google Forms - <https://workspace.google.com/products/forms/>, and
* SurveySparrow - <https://surveysparrow.com>

Questions for Your Survey

When it comes to creating questions for your pulse survey, the key thing to remember is keep it short. Your purpose is to quickly gauge the awareness level of your employees with regard to the introduction of your new policy. You want to ask a few concisely worded questions. No more than five questions.

Consider questions like:

* I am aware that the company has a policy covering [policy area].
* I feel comfortable that I understand what this policy requires of me.
* I feel comfortable that I am able to fully comply with this policy.
* I agree that this policy change was positive/necessary for the company.
* If I have a question about this policy, I know who to ask.

Using a Likert scale [Strongly Disagree….Strongly Agree] for the responses will likely provide you with better data than a simple yes or no.

Getting Employees to Respond

Ask employees to respond to the surveys as soon as they receive them. Let them know that completing the survey will only take them a minute or so. If you have trouble getting responses, try making a game of it. Awarding small gift cards or creating competition through group or department leaderboards can help to get your response rates up.