



COOPERATIVE INSTITUTIONAL RESEARCH PROGRAM  
at the HIGHER EDUCATION RESEARCH INSTITUTE AT UCLA

## CSS Promo Pack

We now offer templates (<http://www.heri.ucla.edu/promo-packs.php>) for you to promote your surveys via print or digital options. Publicizing the survey by using flyers, social media, your school website, and emails, as well as incentives provided for participation can reinforce the message to students that survey results are valued and utilized on campus. Communicating the importance of the survey to your students can contribute to higher response rates (Dillman, 2007). [Encouraging Participation in CIRP Surveys](#) 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 College Senior Survey coming to your inbox soon! Please share your experience as a student with us! We want your input!”

CSS\_Promo\_Pack\_SocialMedia\_Intro\_2016.jpg  
CSS\_Promo\_Pack\_SocialMedia\_Reminder\_2016.jpg  
CSS\_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 students (please see our sample pre-notification email templates), or include it in your email with the link to the survey. (Please make sure that your institution’s email system will allow attachments).

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

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

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

Infographics – Share the results with your students after the survey so that 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 College Senior 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.