



# Poll Everywhere

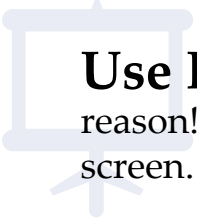
## Presenter Tips & Best Practices

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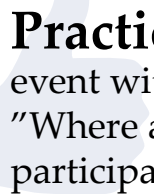
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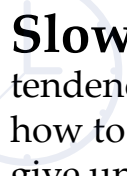
# Tips to Improve Participation




**Use It Live!** Poll Everywhere was built as a live presentation tool for a reason! It's engaging when participants see their results having a direct impact on screen. The “wow-factor” will encourage participation and audience interaction.




**Practice First!** Use a sample or practice poll. We recommend starting your event with a fun poll question. This could be pop-culture based or as simple as “Where are you from?” Giving your audience an opportunity to learn how to participate in a low-pressure environment will improve participation on other poll questions later on.



**Slow Down!** Presenters tend to rush polls because there is a natural tendency to be uncomfortable with the silence while waiting for people to learn how to text. Train your presenters to fight this urge. Uncomfortable texters will give up because of feeling rushed. Typically, you should allow 90 seconds for your first poll, and 30-40 seconds per poll thereafter. As your audience becomes accustomed to submitting their votes, you'll be able to pick up the pace.



**Mix It Up!** We find that audience participation on “just for fun” polls tends to drop off after four or more back-to-back polls. For the best participation make sure polls are spaced out in the presentation, and that the audience will be interested in learning their own consensus. For example, one poll with funny / silly answers works well, but a few in a row and the audience may lose attention.



**Offer Incentives!** If people have high incentives to participate, “poll-fatigue” is not usually an issue. Examples include text message scavenger hunts, prizes for participation, professional education credits, and quizzes / tests.



# How to Explain Poll Everywhere Verbally

Effective presenters tend to do three things to encourage participation.

## Explain what's going on

1. "Now I'm going to ask for your opinion. We're going to use your phones to do some audience voting just like on American Idol. So please take out your cell phones, but remember to leave them on silent."
2. "The way you will be able to participate is by sending a text message. If you don't know how to do that, just ask your kids! Or have your neighbor help you figure it out."
3. Use the applicable Participant Voting Instructions graphic on a slide. "You simply send a message to the five digit number 22333. In the body of the message, you'll type a keyword exactly as you see it on my presentation in a moment."

## Address their concerns

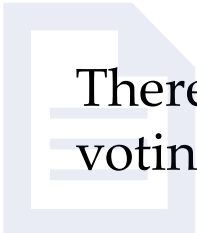
1. "Standard text messaging rates apply, so it may be free for you, or up to twenty cents on some carriers if you do not have a text messaging plan."
2. "The service we are using is serious about privacy. I cannot see your phone numbers, and you'll never receive follow-up text messages outside this presentation. There's only one thing worse than email spam – and that's text message spam because you have to pay to receive it!"
3. "Capitalization doesn't matter, but spelling and spaces do."

## Use a demo or practice poll

1. We recommend using a Free Text Poll with a reply message. Set up the Free Text Poll to ask "Let's Practice: Text in your first name!" They will know they have succeeded when they see their name appear on the poll, and receive a confirmation message back.
2. Or you can start with a fun pop-culture themed Multiple Choice or Free Text poll. This provides a low-pressure environment for participants to try out the voting process.



# How to Explain Poll Everywhere in Print



There are many ways you can clearly present voting instructions in print.

**Multiple Choice Polls** let you define a set of fixed choices that participants can choose from. The following Calls to Action work well in print for Multiple Choice Polls.

## Tech Savvy Audience / Concise

If you have a small set of options, use discrete sentences.

Text **OBAMA** to **22333** to vote for Barack Obama  
Text **ROMNEY** to **22333** to vote for Mitt Romney

For polls with many options, use a tabular format.

Which presentation or performance was the best?

To vote for:	What to Text:
Reman Shen	Text <b>1001</b> to <b>22333</b>
Scissor Sisters	Text <b>1002</b> to <b>22333</b>
Spongebob	Text <b>1003</b> to <b>22333</b>
Tom Thompson	Text <b>1004</b> to <b>22333</b>
The Outsiders In	Text <b>1005</b> to <b>22333</b>

## Novice Audience / Verbose

For an audience who may not be familiar with sending text messages, we recommend using the graphic examples provided on page 7 to augment a table.

Also consider appending the following statements, depending on your graphic space available. More reassurance tends to boost participation rates.

- Standard texting rates apply
- Capitalization doesn't matter, but spaces and spelling do
- Your phone number is completely private
- Most phones can type numbers in text messages by holding down a number key



# How to Explain Poll Everywhere in Print

**Free Text Polls** allow participants to send free-form text responses or short answers instead of pre-defined choices. (Make sure to encourage concise comments, as most carriers restrict text messages to approximately 160 characters.) The following Calls to Action work well in print for Free Text Polls.

## Tech Savvy Audience / Concise

Text **ASK** (your question) to **22333**

OR

Text the word **ASK** followed by your question for the presenter to **22333**

## Novice Audience / Verbose

We want to hear what you have to say! Give us your feedback and we'll enter you in a drawing for a \$50 Starbucks gift card.

Begin your message with the keyword "ithink", followed by a space and your feedback. For example, "**ithink The day was too short.**"

We are spam-free - You will not receive unsolicited or promotional text messages from us. Prize winners will be notified by text message.



# Print Instruction, Visual Cues & Text Styles

Differentiated typographic styles can help communicate the difference between instructions, short codes, and keywords. Use a bold, capitalized, non-serif font against a serif font to set off keywords and texting numbers.

Text **ASKJOHN** and your question to **22333**

In print (not on the web), underline is also effective and can be used in place of capitalization.

Text a keyword to **22333** to vote! Choices:

clr1 = red

clr2 = blue

clr3 = green

Quotations are also effective; our experience suggests that most people will not be confused and worried, “Should I include the quotes in my text message?”

Text “askjohn” and your question to **22333**

## Best Practices for Custom Keywords

Some premium plans offer the ability to select “custom keywords” like **MICROSOFT** or **OPTION5**. As mentioned above, we like to show them in bold capital letters as a convention, but case doesn’t matter when using them.

Speaking of convention, there are two approaches to selecting custom keywords. You can create keywords that relate to the corresponding choice.

For example: What is your favorite flavor of ice cream?

Cookie Dough - **COOKIE**    Vanilla - **VANILLA**    Chocolate - **CHOCOLATE**

This method works well when you are running only a few polls with a few choices; however, when conducting multiple polls with many options, it is best to set a custom convention based on the name of your company or event.

For example if Poll Everywhere was conducting polling at a conference called “Poll Everywhere Leadership,” we may create keywords such as **PE01, PE02, PE03, ... OR LDRS1, LDRS2, LDRS3 ...**

We’ve found participants grasp this concept very quickly and have less trouble inputting their choices.



# Participant Voting Instructions



So many ways to participate! If you've enabled these features on your polls, people can participate in a variety of ways:

**Text Message (SMS)** Participants can respond from any phone (not just the smart ones!) by sending a text message.

**Web Browser** Participants can respond by accessing your unique Poll Everywhere web page (such as <http://www.pollev.com/john>) from any device connected to the internet. This page is designed to follow along with the live polls you display on stage. Learn more about this at <http://www.polleverywhere.com/my/pollev>.

**Web Browser (Old Style)** Participants can also respond by accessing <http://www.pollev.com> from any device connected to the internet. This page uses the same codes and keywords that are used when responding via text messages, but without the cost.

**Twitter** Participants can submit votes via Twitter by sending a tweet to our voting handle, @poll or to your own Twitter handle (when configured).



# Participant Voting Instructions

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The next four pages include participant voting instructions for each method described on the previous page. Feel free to share or reproduce these for your own audience!

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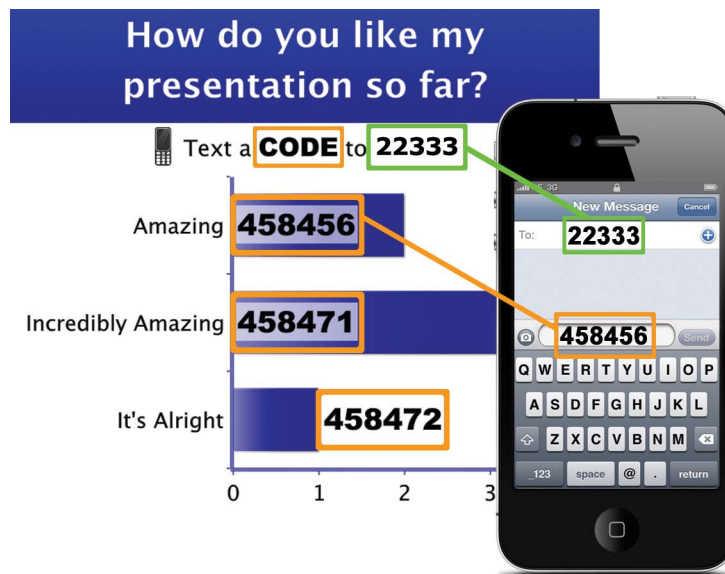




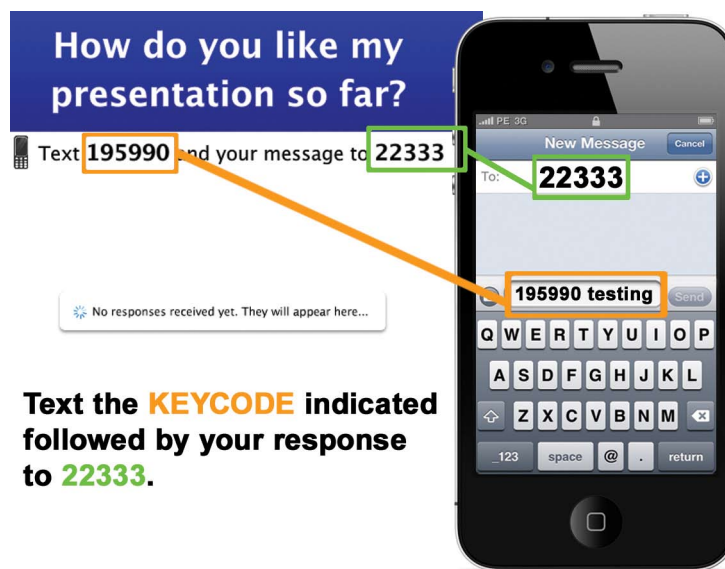
# Text Message Voting Instructions

Use your mobile phone's text message (SMS) feature. No internet or smartphone required! Standard text messaging rates apply.

**Multiple Choice Poll** Text the CODE for your choice to the number indicated (22333 pictured).



**Free Text Poll** Text the CODE followed by your message to the number indicated (22333 pictured).



# Web Browser Voting Instructions

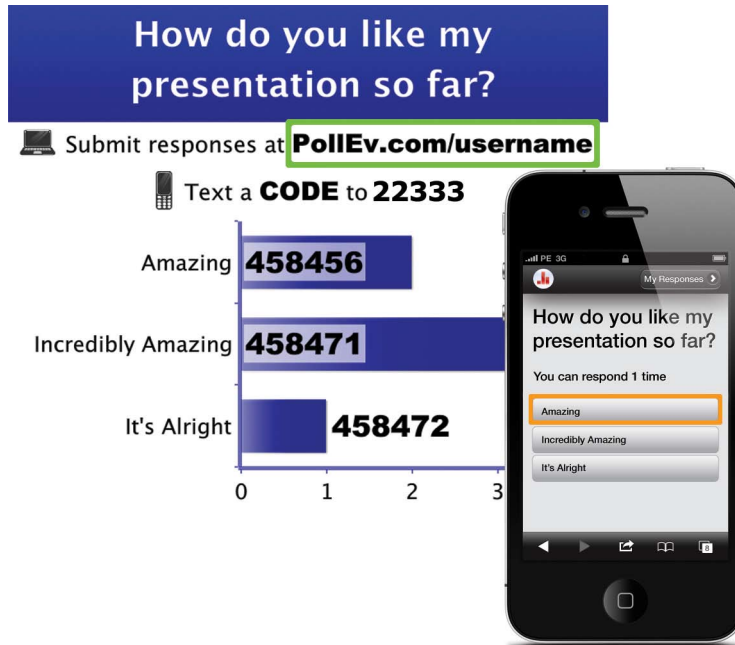
Access your presenter's unique Poll Everywhere web page from any device connected to the internet. Example: [PollEv.com/username](http://PollEv.com/username)

This page will "follow" your presenter and display the current question. If you see a piece of pie, wait for the presenter to activate a poll.



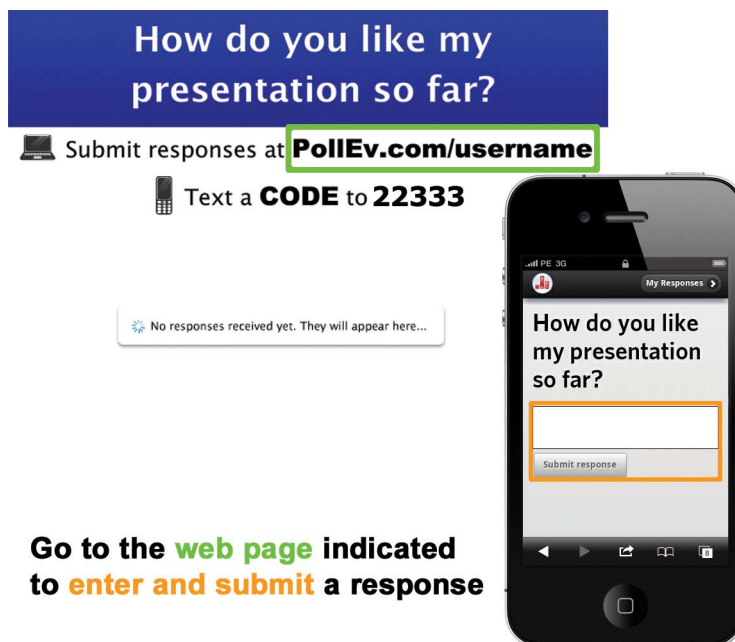
## Multiple Choice Poll

Once on the page, click the option you prefer



## Free Text Poll

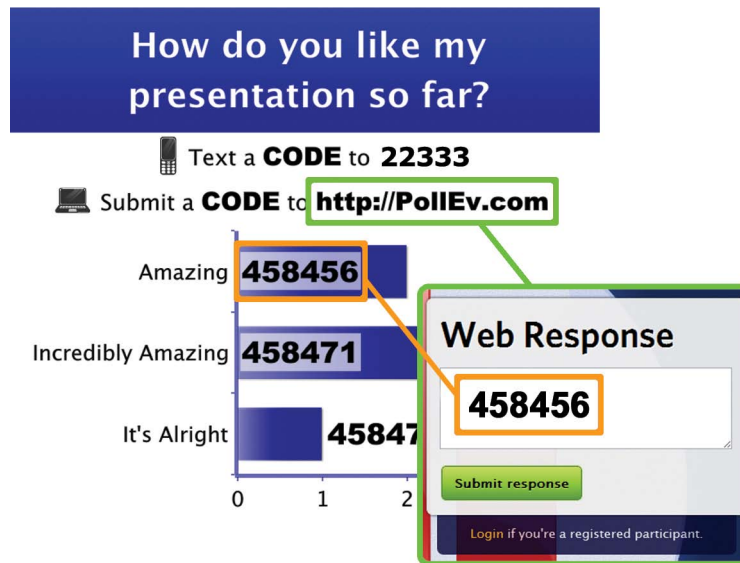
Once on the page, type your response and click submit



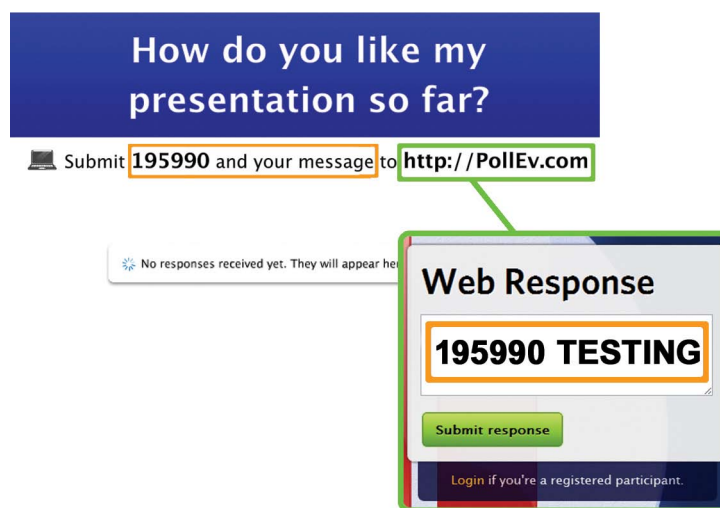
# Web Browser Voting Instructions (Old Style)

Access PollEv.com from any device connected to the internet.

**Multiple Choice Poll** Once on the page, enter the CODE for your choice and click submit. Example: 458456



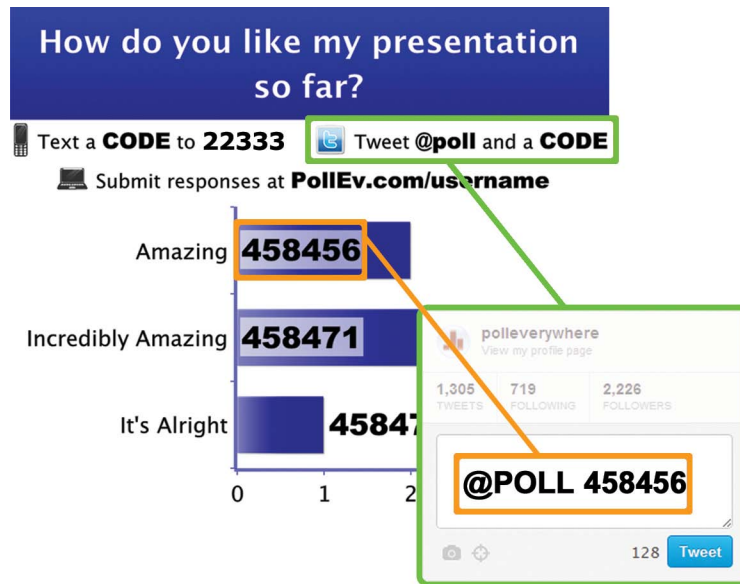
**Free Text Poll** Once on the page enter the CODE followed by your message and click submit. Example: 195990 testing



# Twitter Voting Instructions

Use Twitter to respond. Works with Wi-Fi or mobile devices with access to Twitter via their data plan. Navigate to [www.twitter.com](http://www.twitter.com) or one of Twitter's apps in your mobile device.

**Multiple Choice Poll** Tweet the CODE for your choice to the Twitter handle indicated (@poll pictured).



**Free Text Poll** Tweet the CODE followed by your message to the Twitter handle indicated (@poll pictured).

