



# Qualtrics: Distribute a Survey

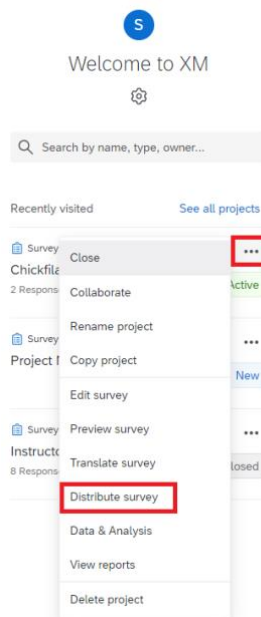
Center for Innovation in Teaching and Learning

This guide outlines the steps for how to distribute a Qualtrics survey to participants.

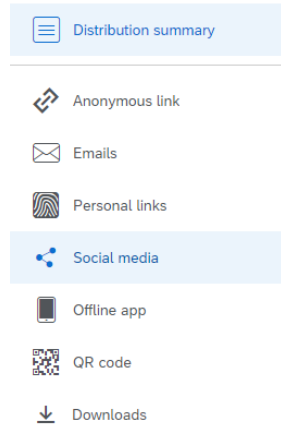
## To Distribute A Survey

1. On the Qualtrics homepage, select the three-dot menu on the survey description bar, then select **Distribute survey** from the drop-down menu

NOTE: In order to distribute your survey, you must click **Publish** on the survey editing page, this changes the survey status to **Active**.



2. Select one of the available distribution options
  - Distribution can be done through email, website link, social media, and mobile  
You can customize your link and paste it into emails or onto a website



NOTE: If you are wanting to track identifying information on respondents you will need to use the **Personal Links** option which generates a separate link for each individual on your contact list.

- In order to email the survey, you will need to create a contact list. To do this, **Compose Email** and then select **New Contact List** from the **Select Contacts** drop-down menu.

Compose Email

To: **Select Contacts** ▾  
**+ New Contact List**

From: Use Contacts From a Library

When: Send in 1 hour ▾

Subject: Subject ▾

Message: Load Message ▾ Save As

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Follow this link to the Survey:  
\${//SurveyLink?d=Take the Survey}

Or copy and paste the URL below into your internet browser:  
\${//SurveyURL}

Follow the link to opt out of future emails:  
\${//OptOutLink?d=Click here to unsubscribe}

Show Advanced Options Cancel Send Preview Email Send in 1 hour

3. Once you have selected your distribution option, Qualtrics will then begin to collect responses.