



Conducting Online Surveys: Sustaining your Survey Data Collection during COVID-19 Follow-up Materials

Survey Tools: Free and/or HIPAA compliant

Table 1 below provides a sample list of survey tools. Please note that free plans have limited features and HIPAA compliance is usually associated with specific paid plans only. As Table 1 shows, Qualtrics XM is the only platform listed that offers a HIPAA-compliant free plan. However, we recommend visiting each website to review available features for each plan and consulting customer service for additional information.

Table 1. Sample survey tools and key characteristics

Survey Tool	Free Version	QR Code	HIPAA Compliance
CheckMarket	No (free trial only)	Yes (with paid plans)	Yes (with paid plan)
QualtricsXM	Yes	Yes	Yes
QuestionPro	Yes	Yes	Yes (with paid plan)
SoGoSurvey	Yes	Yes (with paid plans)	Yes (with paid plan)
SurveyLegend	Yes	Yes	No (currently in process)
SurveyMonkey	Yes	Yes	Yes (with paid plan)
SurveySparrow	Yes	Yes	No (currently in process)

Sharing on Instagram and other social media platforms.

While Instagram (IG) doesn't allow clickable links on captions/posts, clickable links can be added to bios and sent along as direct messages (DMs). Here's a great article from SurveyMonkey for sharing survey links on some other social media platforms that can be helpful (<https://www.surveymonkey.co.uk/curiosity/3-tips-sharing-surveys-social-media/>). These links can be single-use (expire after one time use) or multiple-use (can be shared with multiple people). Single use links can be a good way of reaching your target audience through Direct Messages, but will require more efforts and information on your user. Multiple-use can be reused/shared, but may generate duplicate responses. One way to avoid duplicate responses is creating user registration with basic information (e.g. email, date of birth) that you can use at the back end to eliminate duplicate responses.

QR Codes

Quick response (QR) codes can provide unique/easy direct access to online surveys. QR codes store URL information for a website and can be scanned using a smartphone or tablet to provide a direct link to the survey. The QR codes can be shared on the website or on print media like flyers, posters, etc. There are a number of websites that allow generating free QR codes (e.g. <https://www.qr-code-generator.com/>, <https://www.qrcode-monkey.com/>), along with survey tools listed in table below.