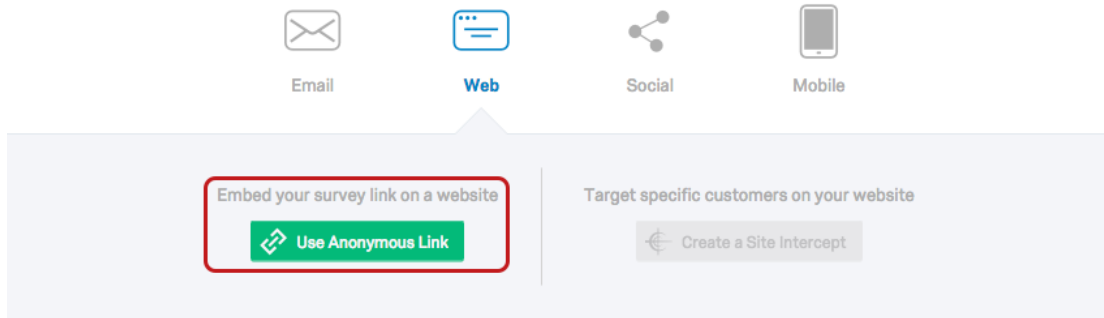


Navigating distributions

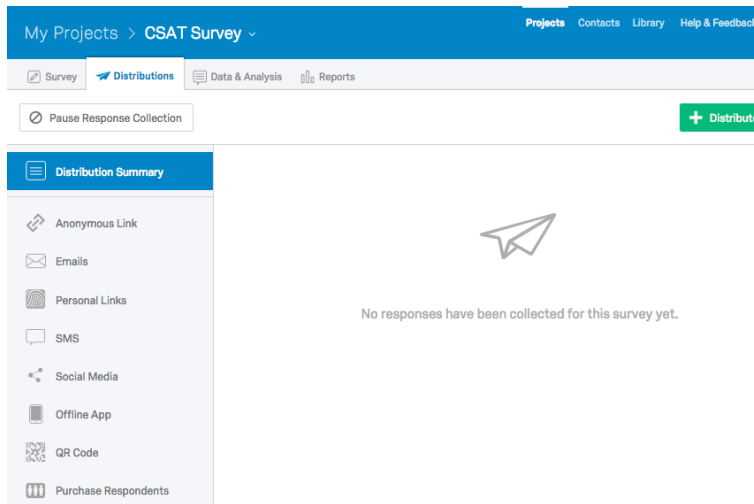
Once you have built your survey, you can use the Distributions module to gather responses. Qualtrics provides a variety of channels for you to distribute your survey, from emailing to QR codes to posting via social media sites.

The first time you enter the Distributions module for a new project, you'll be prompted to choose your distribution channel (Email, Web, Social, or Mobile) and then your specific method of distribution.

How do you want to distribute your survey?



After choosing, you'll enter the main Distributions module. From here, you can distribute through your chosen channel and through any other necessary ones. Each subsequent time you enter the Distributions module for this project, you'll see this view.



Distribution Elements	Description
Anonymous link	It allows you to collect responses anonymously. No identifying information will be collected unless you specifically ask for it in your survey. This link can be pasted into an email or placed on a website for anonymous distribution.
Emails	Instead of collecting anonymous responses, you can create a list of specific contacts and use the Qualtrics Mailer to send a unique survey link to each contact. These links will record the identifying information that you already set up in your contact list. From the Emails tab, you can send emails out to your contact lists and manage distributions you've already sent.
Personal links	For those cases where you need to use a third-party mail system to distribute survey invitations but also need to track which response belongs to which recipient, you can generate a list of unique, or "Personal", survey links. These links are tied to specific survey recipients, and the names and any other uploaded Embedded Data will be included with the responses in the results.
SMS	SMS distribution allows you to send your surveys via SMS. You have a variety of options, including distributing your survey via text or sending the Anonymous Link in a text message and letting the respondent take the survey in a browser on their mobile device. From the SMS tab, you can set up and view your SMS distributions.

Social media	It will help you quickly post your survey to social media. When using this channel, the referring social media site will be recorded as Embedded Data . The options available are Twitter, Facebook, Reddit, LinkedIn, Google+, and Pinterest.
Offline app	Qualtrics Offline Surveys is an application available for iOS and Android that allows you to administer surveys on your mobile device without an internet connection. Responses can be collected in the field on your mobile device and then uploaded to Qualtrics as soon as you have a secure Internet connection. This app is available for iPad, iPhone, and Android tablets and smartphones running Android 4.0 and later.
QR code	When someone takes a picture of this code with their smartphone, they will be directed to your survey. This is a convenient distribution option for receipts, posters, and other print media.
Purchase respondents	If you don't have easy access to your desired survey respondents, Qualtrics can help you get in touch. Use the Purchase Respondents tab to fill out your demographic needs and get a personalized quote.