Presenter tips & best practices
How to get the most out of your polling
Tips to improve participation

**Give instructions up-front**
Before your first poll, tell your audience that you will be asking them to participate using their mobile devices or laptops. Giving clear instructions upfront sets your group’s expectations and will encourage participation.

**Do a practice poll**
Start your session or event with a practice poll. We recommend beginning with a fun icebreaker poll. This could be related to pop-culture, current events, or just simply, “Where are you from?” Doing so gives your audience time to get out their devices and learn how to participate in a low-pressure setting. This will improve participation on other poll questions later.

**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 participate. Embrace the silence! 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**
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 or silly answers works well, but a few in a row and the audience may lose attention.

**Offer incentives**
If people have incentives to participate, “poll-fatigue” is not usually an issue. Examples include offering prizes for participation, making it a game or competition, and of course giving credit for quizzes or tests.
Explaining Poll Everywhere verbally

Walk through the details of how to participate

1. **Ask them to take their phones out.** “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. **Tell them how they can participate.** “The way you will be able to participate is by sending a text message or visiting a web address on your phone or laptop.” (If you will be polling the same audience repeatedly - for example, as part of a class - they can download our app from the Apple or Android app store to participate.)

When allowing participation through texting:
“To participate you must first join my session. You do this by sending a message to the five digit number 22333. In the body of the message, you’ll type the keyword _____ You will get a confirmation message that you are now part of my session. From there, just reply to that message with your response (A,B,C)…”

When allowing participation on the web:
“To participate, open any browser and visit www.pollev.com/_____. Wait for the poll to appear and then submit your response.”

Read aloud the instructions that appear at the top of your poll for how to participate.

Address their concerns

1. **Fees.** “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. **Privacy.** “The service we are using is serious about privacy. I cannot see your phone numbers, and you will never receive follow-up text messages outside this presentation.”

3. **Typing.** “Capitalization doesn’t matter, but spelling and spaces do.”

4. **Downloading another app.** “You can participate without downloading yet another app to your phone. (But if you want to, Poll Everywhere does have an app available in the Android and Apple app stores.)
Visual aid for SMS text participation

Participating through SMS text messaging

How do you like my presentation so far?

- Respond at PollEv.com/yourpage
- Text YOURPAGE to 22333 once to join, then A, B, or C

It's amazing!  

- A

It's incredibly amazing!  

- B

It's aw'right.  

- C

Remember to update these visuals with the specific instructions for your own poll.

yourpage
Visual aid for web participation

Participating from any web enabled browser

How do you like my presentation so far?

- It's amazing! (A)
- It's incredibly amazing! (B)
- It's aw'right. (C)

Text YOURPAGE to 22333 once to join, then A, B, or C

Remember to update these visuals with the specific instructions for your own poll.

Pollev.com/yourpage