

How to do polling on social media?

Polling can be a fast way to ask your community about targeted information that you may need for programmatic decisions. While face-to-face engagement is always one of the preferred ways to engage with community members, this isn't always possible. Here some ideas on how you can conduct polls through other channels.



WhatsApp for business

WhatsApp for business is a free tool created by WhatsApp to establish two-way channels with your target audience. This tool is already used in many countries by companies and organizations to provide customer service and, in general, a text-line service. Users can be organized in distribution lists (mass sms-like function) and groups. This means that you can easily target your message to sub groups within your audience or that you can send messages to all your contacts.

One of the many functions of WhatsApp for business is that you can ask polls. This will be in the form of a message that people receive asking them to vote on different options.



Instagram

Instagram can be a great way to engage your audience. Especially popular with younger audiences globally (16-25 yo) it is reaching facebook numbers in terms of popularity.

Through its story function (which allows you to publish photos, videos, text etc) it is very easy to ask for questions or even poll your audience through the newly released poll function. This can be a fun and engaging way to ask people what they think. At present you cannot really select people to target.



Facebook

Can also easily be used to poll people about something that might inform your programmes. There are different ways to do this via Facebook – especially depending if you have budget or not.

Simple posts

You can ask questions through the page function, or you can ask people questions through a normal post and then ask them to vote by reacting on your post with an emoticon of your choice (for example a smiley to say “yes” and a sad face to say “no”). This last option has worked very well in many cases, especially because it creates a lot of engagement with the post which might travel farther than normal posts - because of the way Facebook algorithm works and the fact that it

Advertising

You can decide to create a poll or a post and promote it. This can be particularly helpful if you want information from specific groups (target by demographics) or if you want feedback from a specific geographical area.



Twitter

Twitter Polls allow you to weigh in on questions posed by other people on Twitter. You can also easily create your own poll and see the results instantly. You can do polls simply from the Twitter composer box. Your poll's duration defaults to 1 day. You can change the duration of your poll by clicking 1 day and adjusting the days, hours, and minutes. The minimum amount of time for a poll is 5 minutes, and the maximum is 7 days. Remember to use the right hashtags to ensure that your poll is seen by the right people and you can advertise in case you want to give the poll a little boost.