

# Change the Conversation

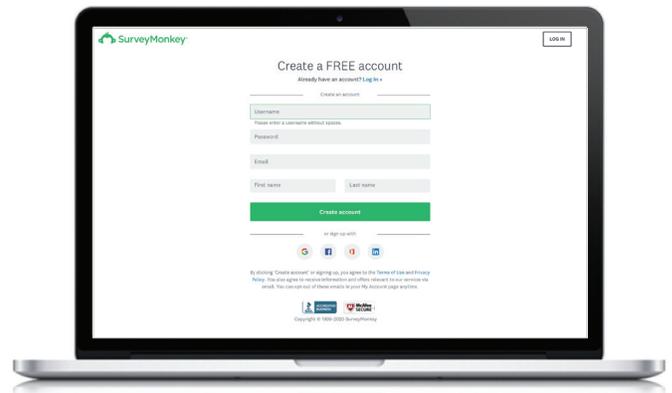
## How to Create an Online Survey with SurveyMonkey

SurveyMonkey offers both free and paid account options that provide different features when creating a survey.

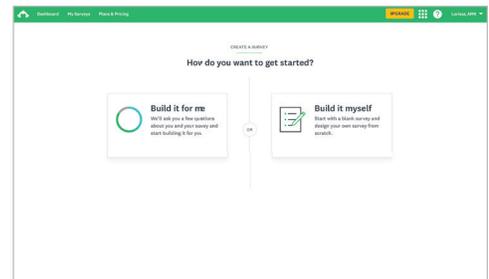
### 1. Visit [SurveyMonkey.com](https://www.surveymonkey.com)

Sign in, or create a new account with your email, Google, Microsoft Office, LinkedIn or Facebook account.

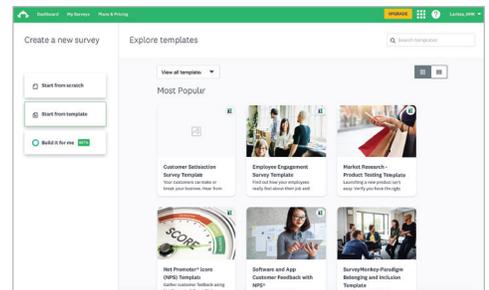
You will be prompted to create / complete your profile. You may complete your profile or skip this step and continue to create your survey.



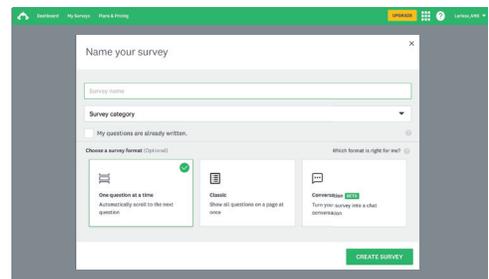
### 2. Click **Build it myself** to get started



### 3. Select **Start from scratch** or **Start from template**

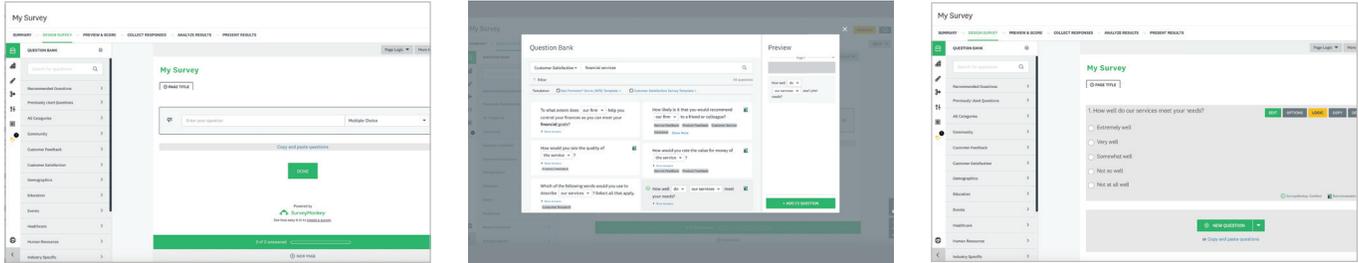


4. If you select **Start from scratch** you will be prompted to give your survey a name and select a survey category. Click **My questions are already written** to copy and paste questions and answers into your survey. Then click **Create Survey**.



5. You are ready to begin adding questions.

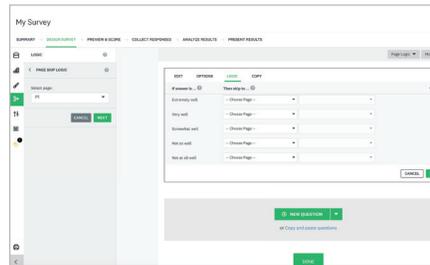
Enter your own questions, or use recommended questions from the **Question Bank** on the left sidebar. You may select whether a response is required.



6. Use the dropdown menu to select a type for your next question. Complete the form to enter your own question or use the Question Bank for recommended questions.

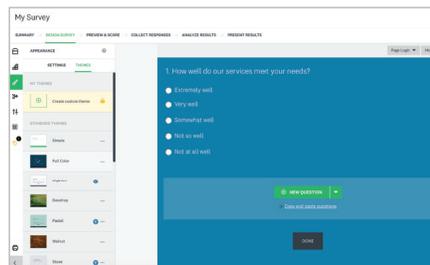


7. As you enter each question, click the yellow **Logic** button to control the behavior of your survey and enhance the quality of your data.



8. After the structure of your survey is in place and your logic is working smoothly, use the **Appearance** tab to fine-tune the appearance of your survey with design and display options.

You can show or hide elements on the survey page, add your logo and create a custom theme.



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