



HOW TO ... implement MY World online survey

Background

- The Secretary General's High Level Panel on post-2015 want to hear directly from people across the world about what is important to them, so that their views can be taken into account in the global conversation about the new development agenda.
- The United Nations and partners have therefore teamed up to put in place an innovative global survey, known as MY World, so people can participate in the post-2015 process.
- The MY World survey asks individuals which issues, from a choice of sixteen options, they think would make the most difference to their lives.
- The survey is available through three major channels: **online at www.myworld2015.org**; offline in paper form; and through mobile technologies such as SMS and IVR (toll-free numbers).

This guidance note focuses on survey access online via the MY World website.

Why do we need an online survey?

- MY World wants as many people to express their priorities to the High Level Panel as possible and it is therefore crucial that the survey is widely accessible.
- Global use of the internet and online communications has reached unprecedented levels in recent history and an online survey via a website is therefore a critical component to an international survey such as MY World, especially in countries where internet connectivity and social media penetration are high or are fast increasing. Even in countries where a smaller percentage of people have access to the internet, a web-based survey is useful to reach specific populations.

How does the online survey work?

- The MY World survey is accessible online from anywhere in the world at <http://www.myworld2015.org>.
- Individuals can access the survey online via any web browser and enter their vote anonymously. Anonymous voting is the easiest way for people to vote and vote frankly, but it is not considered an authenticated vote. MY World uses a browser cookie to discourage repeat voting.
- The survey will be available in the six official UN languages (English, French, Spanish, Russian, Arabic and Mandarin).

- The user will be asked to click on ('tick') the six most important issues to them from the sixteen MY World options. They will also be asked their gender, age and the country they live in.
- After a person submits their vote, they are shown a "thank you" page that offers them a link to encourage others to vote via social media sites such as Twitter and Facebook. They will also be shown a customized image reflecting how they voted (a globe with different colors highlighted according to the priorities they chose). This image can also be shared by the user on their social media channels.
- The website is interactive and users will, for example, be able to see a counter showing the number of votes so far around the world and an interactive map will show the date/votes gathered so far. Users will be able to see how certain celebrities and regular citizens have voted too.

How many people will take the survey?

Our current target is for up to 100,000 people to respond in each country across all three channels.

When will the online survey be available?

- The MY World website is live and the online survey is therefore available to voters right now.
- Data from mobile phones, website and offline surveys will be continuously consolidated and available on the MY World website.
- Analysis of all MY World survey results will be regularly provided to the High Level Panel and Secretary General until 2015, including ahead of High Level Panel meetings in February (in Monrovia), March (in Jakarta) and May 2013 (in New York).

What do I need to do to implement the online survey in my country?

- Work with us to make sure the survey language on the MY World website is relevant to your country/region and help us to translate the text if needed.
- Encourage your networks and contacts to take the online survey at <http://www.myworld2015.org> and spread the word about it in their own communities.
- Promote the survey on local websites, via your social media accounts and through any other channels available to you.

MY World online survey.... in four easy steps

Step 1: finalize the online survey text

- If you think that it is important for the online survey to be available in a local language (ie, other than English, French, Spanish, Russian, Arabic and Mandarin, tell us and help us to translate the text.
- **How we can help:** For translations, contact us on support@myworld2015.org for an easy-to-use spreadsheet toolkit which includes all of the website text to translate.

Step 2: register as a MY World outreach partner and encourage your partners and networks to complete the online survey

- Register your organization as a MY World partner and create your own partner ID at <http://partner.myworld2015.org>. Being a registered MY World partner will also give you access to a

custom MY World URL to ensure that your mobilization efforts can be tracked. We will be regularly reporting back to partners on the number of voters that have used their custom link, giving you a clear measurement of the reach and impact of your mobilization efforts.

- If your organization would like a more consumer friendly custom link for MY World for use in outreach campaigns, such as [http://\[partnername\].myworld2015.org](http://[partnername].myworld2015.org), we will be happy to set this up for you. Please send a request to support@myworld2015.org asking for a "custom domain name". Be sure to tell us your partner ID when requesting this service so we can link it correctly.
- Encourage your partners and networks to visit the MY World website and complete the survey online, and ask them to spread the word also. Feel free to use all forms of communications you have available to you (including your websites, newsletters, and speaking time at events).
- **How we can help:** We have a widget which will help you embed an online MY World polling station on your own websites. We can also provide you with communications briefing documents and hand-outs to help you promote the MY World survey.

Step 3: promote MY World via social media

Encourage your social media networks to take the online survey and spread the word among their communities by:

- Sending out messages through your social media accounts.
- When you have completed the survey, sharing your personalized globe image through social media.
- **How we can help:** We can provide you with pre-drafted Tweets and Facebook messages to get you started.

Step 4: external promotion of MY World's online survey

- Use your existing networks and contacts (in papers, magazines, radio etc) to promote MY World and encourage people to call visit the website and take the MY World survey online.
- **How we can help:** We can provide you with briefing documents and hand-outs to help you promote the MY World survey and our communications team are available to support you and answer questions you may have.

Contact the MY World team for support

As well as your focal point/country representative, we are available if you need any further information at support@myworld2015.org