

In 2025, social media is no longer a distraction; its a lifestyle! Social platforms that were once used for socializing are now used for socializing are now used for social platforms that were once used for socializing are now used for social platforms that were once used for social 2 hours and 21 minutes per day on social media Most Popular Platform Facebook: 3.065 billion monthly active users Gen Zs Favourite Platform 47% of U.S. teens say TikTok is their favourite social media app Mental Health Concerns 71% of Gen Z and 61% of Millennials say social media impacts their well-being Cyberbullying Nearly 1 in 2 U.S. teens (ages 1317) say they e faced at least one type of cyberbullying behaviour online Influencer Impact 3% of consumers would buy a product in-store if promoted by a celebrity, compared to 60% for an influencer Gen Z Screen Time Gen Questions These questions broaden the behavioral picture of how often people use social media and the average time they spend on it. Brands can use this data to optimize posting schedules and outreach strategies. Which social media platforms do you use frequently? (Daily, Several times a week, Rarely, Never) How often do you use social media?On which device do you usually access social media? (Phone, Tablet, Desktop, etc.)What time do you usually check your social media? (Phone, Tablet, Desktop, etc.)What time do you usually check your social media? (Select all that apply.)Do you feel you lose track of time while using social media? (Select all that apply.)Do you feel you lose track of time while using social media? (Select all that apply.)Do you feel you lose track of time while using social media? (Select all that apply.)Do you feel you usually check your social media? (Select all that apply.)Do you feel you usually check your social media? (Select all that apply.)Do you feel you usually check your social media? (Select all that apply.)Do you feel you usually check your social media? 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(Select all that apply.)Do you feel you usually check your social media? (Select all that apply.)Do you feel you usually check platformsThese questions reveal on which platform your audience spends most of their time, helping you focus on your content, advertising, or engagement efforts where they matter most. Which is your primary social media platform?Rank the platform there any social platforms you have stopped using recently?Do you use different platforms for different purposes?Content preference and interactionThese questions cover what type of content do you engage with most frequently on social media? Overall, how would you rate the quality of content on your most frequently used social media, such as reviews, photos, or stories? Exposure to Cyberbullying and Online Harassment These questions explore the dark side of social media, which is cyberbullying and online harassment, and how they impact the cyberbullying to anyone (e.g., the platform, a friend, a trusted adult)?Can you describe what happened during your experience with cyberbullying?What do you think should be done to help prevent or stop cyberbullying?What do you think should be done to help prevent or stop cyberbullying?What do you think should be done to help prevent or stop cyberbullying?What do you think should be done to help prevent or stop cyberbullying?What do you think should be done to help prevent or stop cyberbullying?What do you think should be done to help prevent or stop cyberbullying?What do you think should be done to help prevent or stop cyberbullying?What do you think should be done to help prevent or stop cyberbullying?What do you think should be done to help prevent or stop cyberbullying?What do you think should be done to help prevent or stop cyberbullying?What do you think should be done to help prevent or stop cyberbullying?What do you think should be done to help prevent or stop cyberbullying?What do you think should be done to help prevent or stop cyberbullying?What do you think should be done to help prevent or stop cyberbullying?What do you think should be done to help prevent or stop cyberbullying?What do you think should be done to help prevent or stop cyberbullying?What do you think should be done to help prevent or stop cyberbullying?What do you think should be done to help prevent or stop cyberbullying?What do you think should be done to help prevent or stop cyberbullying?What do you think should be done to help prevent or stop cyberbullying?What do you think should be done to help prevent or stop cyberbullying?What do you think should be done to help prevent or stop cyberbullying?What do you think should be done to help prevent or stop cyberbullying?What do you think should be done to help prevent of the cyberbullying?What do you think should be done to help prevent of the cyberbullying?What do you think should be done to help prevent of the cyberbullying?What do you think should be done to help prevent of the cyberbullying?What aware users are of their privacy and how they protect it. Are you concerned about your privacy on social media? Have you ever changed privacy or security issue on any social media? Have you ever changed privacy or security issue on any social media? Have you ever changed privacy or security issue on any social media? Have you ever changed privacy or security issue on any social media? Have you ever changed privacy or security issue on any social media? Have you ever changed privacy or security issue on any social media? Have you ever changed privacy or security issue on any social media? Have you ever changed privacy or security issue on any social media? Have you ever changed privacy or security issue on any social media? Have you ever changed privacy or security issue on any social media? Have you ever changed privacy or security issue on any social media? Have you ever changed privacy settings on any social media? Have you ever changed privacy settings on any social media? Have you ever changed privacy settings on any social media? 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Have you ever c media with your personal information? Social Media and Personal Productivity. Have you ever tried to limit your social media use to stay productive? Do you think social media as a break or a distraction? Have you ever deactivated your social media accounts to stay focused in life?Do you use productivity apps to manage your social media usage?Read - Engaging Social Media Survey Questions for Better InsightsPsychological Effects and the Fear of Missing Out (FOMO)Social media can trigger so many emotions, such as FOMO (feeling like youre always missing out). These questions are about social media? Bo you ever feel you are missing out in life when you see other people's life posts on social media? Have you ever feel you are missing out in life when you see other people's life posts on social media? Have you ever feel you are missing out in life when you see other people's life posts on social media? 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HR teams and internal communication, and boost productivity and morale. Content Creators and Influencers: Painoint what their audience actually wants to see, get feedback on engagement dips, and offer exclusive content where it's most wanted. Market Researchers and analysts: Forecast platform adoption rates, support product development and UX testing, and feed findings into broader consumer research. Political campaigns and advocacy groups: Gauge where voters get their news, how much they trust social media content, and what issues resonate most online. Future Trends (Where Social Media is Headed) Emerging Trends Insights Private Communities Users are moving away from public feeds and toward smaller, trusted circles Niche Platform Resurgence Platforms like Tumblr and Pinterest are gaining momentum among Gen Z AI-Generated Content Brands and creators are scaling production with AI tools Screen Time & Lifestyle Teen social media usage survey with TheySaidHeres a step-by-step guide to creating your Social Media Usage Survey with TheySaid:Step 1: Sign In to TheySaidHead over to TheySaid and log in to your account. If youre new here, signing up takes less than a minute. Step 2: Let AI Build Your SurveyTell TheySaid you want to create a Social Media Usage Survey. Just describe your goals, like understanding platform preference, screen time, or user concerns, and AI will generate relevant, research-backed questions automatically. You can tweak or add custom ones, too. Step 3: Choose Your Distribution MethodWhether you want to reach users on Instagram, Slack, email, or via QR codes at events, TheySaid makes it effortless. Choose your preferred method and let the platform handle the logistics. Step 4: Let AI Engage ResondantsTheySaid's AI engages with respondents in real time, posing follow-up questions and revealing more in-depth insights. Instead of getting a one-word responses! TheySaids AI summarizes trends at a glance, detects key action items, and provides follow-up recommendations.Key TakeawaysUse survey data to identify when your audience is most active and align your content schedule accordingly.Tailor campaigns for Gen Z on TikTok and Millennials on Facebook for better engagement and ROI.Showcase behind-the-scenes, real-life stories to ease feelings of inadequacy and boost connection.Use TheySaids AI to create surveys, engage respondents in real time, and instantly analyze actionable insights. FAQs Why conduct a social media usage survey? So make data-driven decisions. What kind of questions should be included in social media surveys? Cover areas like frequency, content interaction, privacy concerns, mental health impacts, platform loyalty, and FOMO. How often should I run a social media usage survey? At least once every 612 months to keep up with evolving user behavior, platform changes, and new trends. Encourage communities online. Growing by attraction, these communities connect ever greater numbers of like-minded people who share opinions, ideas, and information of interest with one another. The networks that evolve on social media platforms like Facebook, Twitter, LinkedIn, Pinterest, Foursquare, Google Plus might include the very audiences your business serves. And at some point, you may want to ask for their feedback. For example, lets say your company is planning to introduce a new mobile app and wants to do a little more market research. You might consider posting a short survey on Facebook and offering a 50 percent discount to the first 50 customers who complete it for you. You can use a host of Survey Monkey social media survey templates to find out which platforms your target audiences and communities prefer. Once you know which networks are most effective for reaching the people you want to hear from, you can then choose from an exhaustive collection of SurveyMonkey templates to create questionnaires for any purpose imaginable. Your surveys can be embedded directly on Facebook, or shared as a link on Twitter, LinkedIn, Foursquare, Google Plus and in an email. To understand which social media channels are most effective for reaching your market segment, first explore how they use social media. Already know where to find your target audiences? Share your market research, lead generation, customer feedback surveys there. Do your clients and customers use the Internet and social networks? If so, which ones? Are they on Facebook, Twitter, LinkedIn, Pinterest, Foursquare, Google Plusor all of the above? How often do they participate in these communities, and for what purposes? What devices do they use to connect, and how likely are they to engage as a consumer? A mobile user will engage as a consumer? A mobile user will engage as a consumer? from Mac or Windows desktop. Use this information to build your digital marketing strategy, including which types of content to deliver (video, blogposts, images, infographics, how to, or other), how long to run promotions, and which key influencers to targetIdentify the key influencers in your business or social networks, and design strategies to engage them to amplify your messages. Invite them to participate in a podcast panel discussion. Develop content and social media marketing that includes their third-party perspective on your company, product, or service to foster authentic conversations. Improve survey response rates by asking members of your online networks to complete and encourage others to complete your questionnaires on Facebook, Twitter, LinkedIn, or Pinterest. Extend the reach of your survey by asking your contacts to like, post, tweet, pin, plus or otherwise share it with their social or professional networks. Invite your networks to provide honest and immediate feedback. For example, ask members to try out a new smartphone and online app youre developing and share their thoughts about the user interface and experience. Include an incentive to encourage them to complete your survey. As your number of fans or followers increases and you build your relationships with customers and clients on social networks, poll these communities to find out what they think of their experience with your business. Thank them for this valuable feedback with incentives and loyalty rewards. Use polling and surveys to add an element of fun to the conversation. People love to take fun surveys that give them insight about themselves; use things like dating or love surveys to build community engagement and interest and leave members more receptive to your next idea, promotion, or request. Are your customers, clients, or other audiences on the internet? What devices do they use to connect and where? What purposes do they use to connect and where? purpose only, what would it be?Learn more about your target audiences mobile phone and app use. If they use the internet or web applications, do your audiences use them on mobile or cell phones? Are they big smart phone end app use. If they use the internet or web applications, do your audiences use them on mobile or cell phone? How often do they use their phones to access their online social networks? Are they inclined to buy apps often, and if so, what kind of apps? Use this feedback to decide if your business should develop and offer a mobile app too. How often does your audience watch movies or TV shows streamed online? Would it make sense to integrate more video advertising and promotions into your online communications or marketing plans? Which sites do your customers use? How often? How often? How often? Are they hesitant about storing particular data online? Consider consumers and B2B customers responses to these questions as you develop online and mobile applications. Which sites do your audiences frequent? And how often? What are their primary purposes for using these sites? Which site are they MOST likely to use, if they were to use only one? Evaluate which channels to use in your social media marketing campaigns. Find out which social media buttons a company includes on their website and which drive the most online traffic for them. Use this information to baseline and measure traffic as a result of specific social media activities. How often do your B2B customers frequent professional networking sites? Learn which of these sites might be good for introducing interactive thought leadership campaigns to build awareness about your company or the business solutions you offer. Find out how your customers, clients, or other audiences use Facebook. Are they actively engaged, frequent visitors? Or occasional drop-ins? Do they use Facebook mainly to connect with friends and family, or are they members of other interest groups too? Customize this survey for any social network application. How often do your customers and clients tweet or check their feeds? Is Twitter a good channel for your brief news flashes or short promotions? Find out about your respondents usage to decide if Twitter is a good channel for your purposes. Ask respondents usage to decide if
Twitter is a good channel for your purposes. Ask respondents is they are also on Pinterest. Do they use it often? Have many pins? How many pins? How many pins currently have prices attached? How did they sign up for Pinterest? Use this information for planning survey-driven product promotions. Find out what blogs your target audience posts to and reads regularly. Identify respondents who might be potential amplifiers of your messages, as part of your community engagement strategies. Learn about the interest-sharing sites your audiences are using, and how frequently, and decide whether it makes sense to engage there to promote your product or service. Which video site your audience uses. What channels and programs are they most likely to watch? If youre planning online advertising or marketing, use this feedback to decide which of these channels might be most effective for your social media presence. Whether you want to refine your content, improve engagement, or get better results from your ads, asking the right social media survey questions can provide you with valuable insights into your addiences preferences, behaviors, and opinions. In this post, well explore some of the best survey questions you can use to learn more about your audiences social media usage, and how to use the data to optimize your strategy and engage more with your followers. Surveys help you gather real-time data that can directly impact your marketing efforts. By asking the right media survey questions, you can:Gain valuable insight into what your audience likes, dislikes, and cares about. Increase engagement by understanding what motivates your audience to interact with your posts. Improve your advertising strategy by using survey data to target the right people with the right content. Optimize your social media presence by discovering which social media presence by discovering which social media channels your audience prefers, when they are most active, and what kind of content. resonates with them. 1. Audience DemographicsKnowing who your followers are helps you tailor your content and messages. Ask questions to understand the demographics of your audience:What is your age group?Where are you located?What industry do you work in?What is your occupation?These questions will give you insights into the age, location, and professional background of your target audiences. This data is crucial for personalizing your social media strategy and crafting content that resonates with your followers. 2. Platform Preferences Different to know where your audience spends their time. Consider these questions: Which social media platform do you use the most? How often do you check social media on a daily basis? Do you prefer consuming content on Instagram, Facebook, LinkedIn, or Twitter? By asking these questions, you can identify which social media channels your audience prefers and tailor your content to perform well on those platforms.3. Content PreferencesWhat type of content gets your audience excited? Understanding the content that your followers prefer helps you create posts they are more likely to engage with. Ask questions like:What kind of social media posts do you enjoy most? (Videos, memes, educational posts, etc.)Do you prefer short or long-form content?What topics interest you the most?These insights will allow you to fine-tune your content and ensure youre posting material that aligns with your audiences interests. It can also help you improve customer loyalty by delivering content they find valuable.4. Engagement and InteractionEngagement is the lifeblood of social media. Knowing what drives your audience to interact with your posts will help you increase likes, shares, and comments. Use these questions to gather feedback: What makes you like, share, or comment on a post? Do you follow brands on social media? Why or why not? How likely are you to participate in contests or giveaways? These responses will reveal what motivates your audience to interact with your posts, helping you optimize your engagement strategy. Connecting with friends and family on social media, understanding your audiences purchasing behavior is key. Ask questions like: Have you ever bought a product because of social media? What type of content influences purchasing decisions? Do you trust influences your purchasing decisions? By learning about your audiences purchasing behavior is key. content with their buying habits.6. Ad PreferencesIf you run paid ads on social media, its essential to understand how your audience interacts with them. Ask these questions to learn more about their ad preferences:Do you pay attention to social media ad?These insights will help you create more compelling ads and ensure that your paid campaigns are reaching the right people with the right message.7. Feedback on how your audience views your brands social MediaLastly, get feedback on Your Brands social MediaLastly, get feedback on how your audience views your brands social media presence. This will help you improve your strategy and address any pain points. Use these questions: What do you like about our social media content? What could we improve? What type of content would you like to see more of? These questions, which can be invaluable for shaping your future content and engagement strategies. These responses can also help your brand make a positive impact on your community. Combined with insights from social media reporting, this feedback gives you a well-rounded view of whats working and what needs adjustment, both from the numbers and directly from your audience. Now that you have the right questions, you need an easy way to create your survey. Using a survey creator like Formester you can quickly build and share surveys that are easy for your audience to complete. Whether you want to create a simple survey or a detailed guestionnaire, Formester makes it easy to get the answers you need. Use this free Social media survey template to get started: Tips for Higher Response RatesKeep it short: Aim for 5-10 questions to prevent survey fatique and encourage participation. Make it engaging: Use a mix of multiple-choice and rating scale questions to make the survey fatique and encourage participation. Share it everywhere: Post your survey on all your social media channels to reach a broader audience. ConclusionAsking the right social media survey questions is one of the best ways to gain valuable insight into your audience, you can make data-driven decisions that boost your social media success. Ready to start collecting feedback? Try Formesters AI Survey Generator to create your social media survey in just a few clicks. As of April 2024, the total global number of social media users reached 5.07 billion, up from 4.2 billion in 2021. Put another way, more than half the world uses social media users reached 5.07 billion. audiences better. One of the best ways to gain valuable insights from customers is to ask them to complete online surveys. However, getting surveys in front of customers can sometimes be challenging. Apart from the most obvious channel a businesss own website there are innumerable places on the web where a marketer can find customers. They can reach out to and connect with customers in groups (through mailing list databases) or one by one (through email opt-ins and ad clicks). But the best option is going where huge numbers of the target audience are already congregating on social media. Asking social media survey questions gives marketers the ability to reach members of their target audience where they regularly hang out. To gain the insights your business is looking for, youll need to be deliberate and concise when developing questions, and youll need to strategize how and where youll ask them. In this article, well look at what social media surveys are and how you can benefit from them, and well give examples of different types of social media survey questions. Create a social media survey preloaded with these 16 questions. A social media survey, as the name implies, is a method of gathering opinion and observational data through a social media survey as the name implies, is a method of gathering opinion and observational data through a social media survey as the name implies, is a method of gathering opinion and observational data through a social media survey as the name implies, is a method of gathering opinion and observational data through a social media survey as the name implies, is a method of gathering opinion and observational data through a social media survey as the name implies, is a method of gathering opinion and observational data through a social media survey as the name implies, is a method of gathering opinion and observational data through a social media survey as the name implies, is a method of gathering opinion and observational data through a social media survey as the name implies, is a method of gathering opinion and observational data through a social media survey as the name implies, is a method of gathering opinion and observational data through a social media survey as the name implies, is a method of gathering opinion and observational data through a social media survey as the name implies, is a method of gathering opinion and observational data through a social media survey as the name implies, is a method of gathering opinion and observational data through a social media survey as the name implies, is a method of gathering opinion and observational data through a social media survey as the name implies, is a method of gathering opinion and observational data through a social media survey as the name implies as t ask a target audience to participate in surveys. They can do this by sharing the surveys as posts on the businesss social media channels or through social media ads on a platform. Creating an effective social media survey can be a great way to gather insights, opinions, and feedback from your target audience, says Noel
Griffith, CMO of SupplyGem, a website that offers reviews of digital business platforms. There are many benefits to using social media as a survey distribution platform. The key advantage is how easily your business can reach its target audience. With so many billions of people already on social media, it provides a built-in audience that regularly engages with content. Add to this social media channels offer your business can select the demographics it wants to reach with posts and ads and getting survey is that social media platforms provide a smooth user experience. Plus people spend a lot of time on them an average of two hours and 31 minutes a day. Of course, its important to note that having a ready-made audience doesnt guarantee survey must be easy to use, quick to complete, and engaging. Second, it must communicate to customers that its purpose is not merely to collect data, but also to give the customer a voice. To accomplish this, you need a brief survey should be kept relatively short so that people dont become frustrated and give up before theyve finished. Some marketers also include an incentive for participating in surveys. The questions you ask in your social media survey depend on your overarching goals. For example, if your business wants to learn about how loyal its customer base is, your survey questions should focus on finding out how committed the customers feel to your brand.Regardless of the goal, however, the quality of the questions is key. Make sure your questions are clear and easy to understand, says Griffith. Avoid long, complicated sentences or jargon that could confuse respondents. Here are some common categories of social media survey questions are clear and easy to understand, says Griffith. Many businesses use social media surveys to ask their target audience how they feel about specific products or services. The questions typically cover topics ranging from general user satisfaction to opinions or observations, and even inventory levels. Here are some typical product or service social media survey questions: What is your favorite item from this product line? If you could get any product? Would you consider purchasing this service bundle for \$99? Yes yes, but for a lower priceMaybeNoDoes this service package include what youre looking for? Whether you conduct business treats customer service is crucial to your success. After all, the way a business treats customer may rave about is to friends and family, fueling valuable word-of-mouth advertising. If its rotten, the customer may complain about it, not only in private circles, but publicly like in a public social media feed. Here are some useful customer service social media survey questions: How would you rate the customer service at our store on a scale from 110, with 10 being excellent?Who is your favorite customer service? Was customer service? Was customer service? Was customer service? Was customer all of your questions. during your last experience? Its essential for a business to understand its target audiences level of loyalty toward the brand and what fosters that loyalty in customers. Such as promotions, internal processes like product or service design and customer service, and advertising campaigns After all, it takes far less money to retain existing customers than it does to gain new ones, so its important to keep existing customers as happy as possible. Here are some customers than it does to gain new ones, so its important to keep existing customers as happy as possible. Here are some cu are you to recommend our business to your friends and family, with 10 being very likely? Would you purchase a similar product or service from one of our competitors? Yes, if the price and quality were the same. Yes, for a lower price. No, I prefer to buy this brand. How would you rate your loyalty to our brand on a scale of 110? Would you consider purchasing a gift card from our business for a friend or family member? Businesses are always looking to satisfy their target audiences needs. But sometimes even a well-informed business will have trouble coming up with the right new product or service to sell to its target audience. To stimulate ideas and mitigate the risk of investing in a product or service that might bomb in the marketplace, your business can ask its customers exactly what they want to see. Here are some examples of new product in any way, how would you change it? How would you suggest we improve this service? Better customer support Clearer set-up instructionsBetter troubleshooting instructionsIf you could add a new product to this product line, what would it be?What do you most want to see in this new product?Improved user experienceMore convenient accessNew designMore security features? If marketers are using social media as a way to see in this new product?Improved user experienceMore convenient accessNew designMore security features? to learn more about their customers, then they also need to know how their customers use social media. For example, which platforms to include: Which social media platform do you use most often? Facebook InstagramX (formerly ikTokOtherHow much time do you spend on social media each day?Less than an hour13 hours46 hours57 hours7+ hoursWhich day of the week do you use least often?FacebookInstagramX (formerly Twitter)TikTokWhat time of day do you typically use social media platform do you use least often?FacebookInstagramX (formerly Twitter)TikTokWhat time of day do you typically use social media platform do you use least often?FacebookInstagramX (formerly Twitter)TikTokWhat time of day do you typically use social media platform do you use least often?FacebookInstagramX (formerly Twitter)TikTokWhat time of day do you typically use social media platform do you use least often?FacebookInstagramX (formerly Twitter)TikTokWhat time of day do you typically use social media platform do you use least often?FacebookInstagramX (formerly Twitter)TikTokWhat time of day do you typically use social media platform do you use least often?FacebookInstagramX (formerly Twitter)TikTokWhat time of day do you typically use social media platform do you use least often?FacebookInstagramX (formerly Twitter)TikTokWhat time of day do you typically use social media platform do you use least often?FacebookInstagramX (formerly Twitter)TikTokWhat time of day do you typically use social media platform do you use least often?FacebookInstagramX (formerly Twitter)TikTokWhat time of day do you typically use social media platform do you use least often?FacebookInstagramX (formerly Twitter)TikTokWhat time of day do you typically use social media platform do you use least often?FacebookInstagramX (formerly Twitter)TikTokWhat time of day do you typically use social media platform do you use least often?FacebookInstagramX (formerly Twitter)TikTokWhat time of day do you typically use social media platform do you use least often?FacebookInstagram media?Regardless of which types of questions you include, its important not to make them all mandatory. Give respondents the option of skipping questions if they wish, says Griffith. This allows them to answer only the questions they feel comfortable with and prevents them from becoming frustrated by difficult questions. When it comes to selecting a tool to help you create social media survey questions, Jotform is the easy choice. This survey builder comes with thousands of survey templates, all of which are easy to customize right down to the finest details. Griffith offers another helpful piece of advice for organizations who focus on the user experience: Make sure your survey is mobile friendly so that it can be completed on any device. Jotform makes that easy, too.You can leverage the benefits weve covered in this article by using Jotform Tables and Jotform Report Builder. In addition to creating social media surveys, you can use Jotform for any other business process that requires forms, including invoicing, scheduling, and registrations. QuestionPro in your clients content the only one. Polls are one of the easiest ways to make your clients content to creating social media polls getting ghosted? more interactive and fun. They can spark real conversations, pull valuable insights, and keep followers coming back for more. The trick? Asking the right questions. Thats where this guide comes in. Weve rounded up 101+ creative social media poll ideas you can drop straight into your content calendar. Whether youre after feedback, insights, or just a few laughs, these poll questions are designed to increase engagement and help your clients connect with their audience. Table of contents What are social media polls? Social media polls? What are the benefits of using social media polls? What are the benefits of using social media polls? Social media polls? What are the benefits of using social media polls? Social media polls? What are the benefits of using social media polls? What are the benefits of using social media polls? Social media polls? Social media polls? What are the benefits of using social media polls? social media polls to engage followersFAQs on social media pollsReady to boost engagement with social media polls? Social media polls? Social media polls? Social media polls are interactive posts that let your clients audiences vote on a question or topic using predefined options, usually with just a tap or click. Social media pollsReady to boost engagement with social media polls? Facebook, X (Twitter), and LinkedIn offer a built-in polling feature, making it easy to get quick feedback or spark engagement. Must read: How to Create a survey with a fun twist. You ask questions such as, Coffee or tea? or What content do you want to see next? and your clients followers instantly weigh in. The best part is that theyre quick to create, fun to answer, and they are interactive content, which encourages engagement. What are the benefits of using social media polls? Social media polls?
benefits of using polls. Boost engagement quickly Social media algorithms love engagement, and polls deliver it quickly. Unlike posts that require long comments or shares, polls only ask for a quick tap. That simplicity lowers the barrier to interaction, making your clients audiences more likely to respond. When your clients content receives higher engagement, social platforms are likely to promote it to a wider audience. It can help your clients brands grow visibility organically. Get instant valuable feedback. Whether testing a clients new product name, deciding between two campaign ideas, or asking what kind of content followers want more of, polls give you actionable insightsfast. Its like crowdsourcing your next move without having to run a full-blown survey. Spark conversations Social media polls dont just collect votesthey open the door to conversations. Ask a quirky this or that question or pose a slightly controversial topic (within reason), and youll often see people jumping into the comments to explain their vote. The added layer of engagement helps build community around your clients brands while giving them a more active social media presence across their followers feeds. Must read: Social Media Engagement Strategies, Tips, Examples and Tools Understand your audiences over time. Do they prefer video content or carousel posts? Are they more into educational tips or behind-the-scenes fun? Every poll you run adds another piece to the puzzle, helping you refine your social media content strategy and speak directly to what your clients audiences want. Humanize your brand Polls allow your clients brands to drop the megaphone and start a real dialogue. You can ask, Pineapple on pizza: Yay or nay? or say, Describe your Monday in one emoji. These playful polls can make your clients brands feel more approachable, which builds trust and long-term loyalty with their audiences. Increase visibility via algorithms Engagement is a major factor in how social media platforms decide which content to show more often. interact with your clients polls, it signals to the algorithm that your post is worth boosting. That means more exposure for the poll AND your clients overall social media profiles. Remember, more reach = more followers and potential leads over time. Drive traffic or conversions Polls can also be strategic drivers for your clients business goals. You can use them to tease an upcoming blog post (Want the full list of tips? Click the link!), promote product features (Which version would you choose?), or guide users to take action (Want to learn more? Vote YES and well DM you!). Social media polls can be an easy way to lead your clients followers from interaction to conversion, without being pushy Social media polls: Content ideas and questions to boost engagement Get inspiration for your clients social media polls from the examples. What type of content do you enjoy most? Photos | Videos | Infographics | BlogsHow often do you check [platform name]? Whats your biggest challenge with [topic]?Which tool do you use for [task]?Would you rather see behind-the-scenes or tutorials?How do you usually find our posts?Do you prefer short tips or deep dives?Whats your favorite time to scroll social media?Are you more into business content?Would you join a live session about [topic]? What platform do you spend the most time on?What kind of freebies do you love most?Which format do you prefer: carousel or video?How long have you followed us?Do you prefer product tips or industry trends? Fun and lighthearted polls Encourage participation and boost your clients engagement rate with the best social media poll questions below Breaking spaghetti: Yes or no?Coffee or tea?Dogs or cats?Whats your Monday mood?Which superpower would you choose?Early bird or night owl?Sweet or savory snacks?Summer or winter?Text or call?Ice cream in a cone or a cup?Would you survive a zombie apocalypse?Are you team Marvel or DC?Beach vacation or mountain getaway?Work from home or in the office?Binge-watch or read a book?Aliens: Real or Fake?Would you rather time travel to the past or the future?Online shopping or in-store browsing?Sneakers or sandals?Morning person or snooze-button champ? Educational and value-driven polls Showcase your clients expertise while getting information to guide future content with these social media poll ideas. Want a step-by-step guide on [topic]?Which topic should we break down next?Do you prefer templates or checklists?Would a cheat sheet for [topic] help?Have you tried [tool/strategy] before?Are webinars or eBooks more your style?Do you want more beginner or advanced tips?How confident are you with [skill]?Would you watch a how-to video on [topic]?Is your [strategy] more DIY or done-for-you?Want a live Q&A on [topic]?Would you like to see success stories or tutorials?What slows you down the most with [task]?Are you more about productivity hacks?Should we drop a new blog post this week? Brand and business polls Involve your clients audiences in decisions and get feedback that helps their brands grow with the following poll question examples. Which product should we create merch? How did you recommend us to a friend? Want early access to our next launch? Should we create merch? How did you recommend us to a friend? Want early access to our next launch? Should we create merch? How did you recommend us to a friend? Want early access to our next launch? Should we create merch? How did you recommend us to a friend? Want early access to our next launch? Should we create merch? How did you recommend us to a friend? Want early access to our next launch? Should we create merch? How did you recommend us to a friend? Want early access to our next launch? Should we create merch? How did you recommend us to a friend? Want early access to our next launch? Should we create merch? How did you recommend us to a friend? Want early access to our next launch? Should we create merch? How did you recommend us to a friend? Want early access to our next launch? Should we create merch? How did you recommend us to a friend? Want early access to our next launch? Should we create merch? How did you recommend us to a friend? Want early access to our next launch? Should we create merch? How did you recommend us to a friend? Want early access to our next launch? Should we create merch? How did you recommend us to a friend? Want early access to our next launch? Should we create merch? How did you recommend us to a friend? Want early access to our next launch? Should we create merch? How did you recommend us to a friend? Want early access to our next launch? Should we create merch? How did you recommend us to a friend? Want early access to our next launch? Should we create merch? How did you recommend us to a friend? Want early access to our next launch? How did you recommend us to a friend? Want early access to a frie you first hear about us?Want to see more customer stories?Should we do a monthly giveaway?Would you wear our brand colors?What should we open a private community?Do you prefer educational or behind-the-scenes content?Want a peek at our workspace?Should we go live this week? Seasonal and timely polls Leverage polls that capitalize on trends, holidays, and pop culture moments, such as the following. Ready for the holiday season or not yet?Favorite fall drink?Is it too early for Christmas music?Who are you rooting for this Super Bowl?Best Halloween candy?Resolutions: Love em or leave em?Are you doing spring cleaning this year?Planning a summer trip this year?Cozy nights in or snowy adventures?Whats your go-to holiday movie?Pumpkin spice: Yay or nay?Which costume is cooler: a Cartoon character or a famous person?Who do you think will win the Oscars this year?Which holiday dessert wins: Pie or cookies?Do you shop on Black Friday or Cyber Monday? Community and conversation starters With Facebook, LinkedIn, and Instagram poll questions like these, you can create a sense of connection and make space for follower stories. Must read: 142+ Instagram Poll Questions to Ask Your Followers How did you discover our brand? What motivates you in your industry? Dropendic to Ask Your Follower stories. your go-to productivity tool.Follower spotlights: Go or No go?Whats something people often misunderstand about your work?Solopreneur or team player?Do you set monthly goals?Whats your favorite way to recharge after work?How do you celebrate small wins?Should we host a follower takeover?Whats your biggest win this month?What advice would you give to your past self? Should we host a challenge next month? Weekly routine and habit polls Use these poll question examples to get your clients followers involved in everyday life and relatable content. Do you plan your week on Sunday or Monday? Whats your favorite day of the week? Are you a to-do list or a wing-it person? Morning workouts or evening sessions?Ideal meeting length: 15 minutes or 20 minutes (and longer)Do you use a paper planner or a digital one?Monday: Love it or loathe it?Do you schedule your social media posts in advance?Weekly check-ins: Helpful or meh?et workday?Do you take social media breaks?How do you schedule your social media posts in advance?Weekly check-ins: Helpful or meh?et workday?Do you take social media breaks?How do you schedule your social media posts in advance?Weekly check-ins: Helpful or meh?et workday?Do you take social media breaks?How do you schedule your schedule your social media breaks?How do you schedule your schedu How do you track your goals? Are you more productive in the AM or PM? What day do you post the most? Publish social media polls and other content is as easy as pie. The comprehensive social media management platforms sophisticated features make it a game-changer for social media managers, teams, brands, business owners, and other users. You can run polls for Facebook, Instagram, LinkedIn, and more directly within Vista Social and schedule them for auto-posting.
This way, you wont need to switch between apps to create a poll and publish it individually, saving you tons of time and energy. Access the social media publishing feature by clicking Create > New post on your Vista Social dashboard. Click the poll icon and options (answers audiences can choose from). You can also set how long your poll should run. Click Save and preview your poll. You can customize your post further by adding a caption or descriptions and taglines in a flash with the AI Assistant (Magic wand icon). You can use the AI Assistant to generate engaging captions based on your prompt or refine your written post descriptions. Brought to you by Try Vista Social for Free A social media management platform that actually helps you grow with easy-to-use content planning, scheduling, engagement and analytics tools. Get Started Now When youre done, select Add to draft, Publish Now, Add to Queue, or Schedule to auto-post your poll on your clients social media accounts, profiles, or pages. Users can vote directly on LinkedIn and X (Twitter) polls published on Facebook, Reddit, Threads, and other social networks appear as clickable links. When a user clicks the poll, theyll be directed to a Vista Social networks appear as clickable links. in more places, especially platforms without built-in poll features. To view all the posts you previously published, go to the Media Library and select Polls. You can also view the poll results here. You can check the results by social media platform, including the number of people who voted. Make the most of Vista Socials robust social media management features, including the following. Must read: TikTok Social Listening: Complete Guide [2025] Bulk publishing on TikTok, Facebook, Instagram, etc.Content calendarEngagement management via a unified Social InboxSocial media analytics and reportingReview management via a unified Social InboxSocial media analytics and reportingReview management via a unified Social InboxSocial media analytics and reportingReview management via a unified Social InboxSocial media analytics and reportingReview management via a unified Social InboxSocial media analytics and reportingReview management via a unified Social InboxSocial media analytics and reportingReview management via a unified Social InboxSocial media (Vista Page)Social listening with sentiment analysisEmployee advocacy Must read: B2B Employee Advocacy Step-by-Step Guide in 2025 10 Tips to use social media polls using the best practices below. 1. Ask questions that spark curiosity or emotion Generic questions are easy to ignore. But you spark genuine interest when you ask questions that touch on your followers feelings, opinions, or memories. Think playful nostalgia such as What was your all-time favorite school lunch snack? or something reflective like Would you rather time travel to the past or the future? These types of polls can create an emotional connection and naturally increase participation among your clients followers. 2. Make your polls easy to answer Most social media users scroll fast. That means your clients Instagram, LinkedIn, or Facebook polls must be eye-catching. The polls should also be easy to understand and answer in a second or two or people wont bother interacting with them. Must read: Instagram Social Listening: What You Need to Know Stick to two to four clear options or poll answers with short wordings. Avoid jargon or lengthy explanations. The simpler and more obvious the options, the more likely people will tapand keep scrolling with your clients brands in mind. 3. Use polls to crowdsource content ideas Are you unsure of what content to post next? Ask your clients audiences. Use polls to let social media followers choose between blog topics, video formats, or upcoming Q&A themes. It can make your content and marketing strategy easier while giving audiences a say, making them feel more connected and invested in your clients brands. 4. Keep the visuals clean and engaging Polls with eye-catching visuals tend to perform better. Use high-quality images, short videos, or branded graphics that match the tone of your poll question. For example, a bright photo of two drink choices for a Coffee or Tea? poll can double your chances of catching someones attention in a busy Facebook or Instagram feed. Must read: 12 Instagram Analytics Tools for 2025 5. Time your polls right Polls are time-sensitive. If you post when your clients addiences are most active, and schedule your polls for those windows. Bonus tip: Test different times to see what works best to drive social media engagement. 6. Tap into trends and seasons Make your polls feel timely by tying them to holidays, seasons, or trending topics. Social media questions such as Are you Team Elf or Team Grinch? during the holidays can instantly feel relevant and boost engagement because theyre part of what many people already talk about. 7. Follow up with results Dont just post the poll and move on. Share the results. Create a follow-up Instagram Story or LinkedIn post to reveal the winning answer and thank people for voting. Must read: How to Create an Instagram Content Strategy: Easy Steps You know whats even better? Building your next piece of content around the results, such as creating a post based on what your clients audiences chose. Its a surefire way of creating content around a topic that your clients audiences are already interested in. 8. Use platform-specific features Each social media platform has its own poll tools and guirks. Instagram Stories allow stickers, X (Twitter) polls are great for guick replies, and LinkedIn polls can spark thoughtful comments in a professional context. Know the format and audience of each platform, and tailor your question style to match. Doing so helps ensure that your clients polls draw eyeballs and clicks. 9. Mix in fun and serious questions Keep your clients social media content balanced. For instance, you can use some polls to gauge customer satisfaction or gather business feedback, such as What topic should we cover next? and others just for fun, like Whats your weekend vibe? The variety helps keep your clients social media content fresh. It also shows their brand personalities and helps humanize their brand persona can be a treasure trove of audience data. Monitor votes, views, replies, and shares to understand what resonates most. Try various question types, such as yes/no, this or that, preference polls, or multiple-choice questions and analyze the results. Use the insights to tweak future posts and build a stronger, more responsive content and social media marketing strategy over time. Must read: 20 Top Social Media Strategies for SaaS Companies this 2025 FAQs on social media polls can be cost-effective methods for market research since they can help you: Test your clients new product ideas or featuresUnderstand customer preferences and behaviorsGather feedback on your clients services or contentIdentify trends and audience interestsInform your clients product development process Are social media polls anonymous? The anonymity of social media polls depends on the platform. Instagram: Polls in IG Stories are not anonymous since creators can see who voted and what option they choseFacebook: Polls are not anonymous since the participants choices are visible to othersLinkedIn: Polls are anonymous. The number of votes is public, but individual choices are visible to the poll creatorX (Twitter): Polls are not anonymous. The number of votes is public, but individual choices are visible to the poll creatorX (Twitter): Polls are anonymous since the voters identities and choices are visible to the poll creatorX (Twitter): Polls are not anonymous. post social media polls? The optimal frequency depends on your audience, content, and social media strategies. However, a general guideline for social media marketers is to: Post once or twice a week to keep your clients audiences engaged without overwhelming them with too many pollsAlign polls with your content calendar and integrate them during your clients product launches, events, or when seeking customer feedback Can you use polls in paid social media campaigns? Yes, many platforms let you incorporate polls into your paid campaigns, such as: Poll stickers on Facebook and Instagram Stories in adsLinkedIn sponsored content polls. While you cant promote polls directly on X (Twitter), you can share poll results in promoted tweets Ready to boost engagement with social media polls? Social media polls are more than just a fun way to fill your clients followersation-starters and help you learn what you clients followersation-starters and help you clients followersation-starters and help you clients followersation-starters and help you clients followersation-starters and actually care about. Want to manage your polls, schedule content, and track engagement and social media performance all in one place? Vista Socials all-in-one social media usage survey yields reliable insights Overlooked errors can skew results and miss diverse groups. A study comparing traditional methods to by limiting channels. Many teams send surveys only via certain platforms and miss diverse groups. A study comparing traditional methods to Facebook found minimal bias - but you must account for method effects (Evaluation of Biases in Self-reported Demographic and Psychometric Information). Mix distribution channels - email, social posts, and in-app messages - and run a Facebook Survey campaign to broaden coverage. Mistake #2: Crafting unclear or leading questions. Steering wording like "Don't you think Instagram is your favorite?" muddies insight. Instead, ask "Which social platform do you prefer and why?" This neutral phrasing invites honest feedback. Mistake #3: Overloading your survey with too many items. Packing 20+ questions checks all boxes - and irritates respondents. The Social Media Analyses for Social Media

Measurement article stresses representativeness over sheer volume. Stick to 10 - 12 focused items and break deeper dives into follow-up modules. Mistake #4: Skipping pilot tests before launch. Without a dry run, confusing phrasing stays hidden until real respondents bail out. Run a small test with colleagues or triendly users to uncover weak spots. Use their feedback to smooth flow, fix ambiguities, and ensure mobile-friendly formatting. Mistake #5: Leaving out open-text feedback fields. Dropping comment boxes may save time - but costs context. A simple "What frustrates you most about social media?" question often reveals fresh pain points. Analyze themes in those comments to uncover hidden trends. Avoid these traps, and your Social Media Usage survey will deliver clean, actionable data. Pilot thoughtfully, craft clear questions, and respect respondent time. Apply these insider tips to level up your next social study.

Phone usage survey questions. Media usage survey questions. Usage survey questions. How often do you use social media questionnaire. Social media use survey questions. Social media usage survey. Media usage survey.