

Campaign Authoring Instructions

Follow the instructions below to create your campaign. If you would like a video tutorial to accompany the written instructions, it can be found here: <https://youtu.be/PzwMCHOghnl>

Go to the **IDS Home Page** found at <https://portal.thinkdataed.org/> and click on **Campaign Manager**. Then, click on the **Create New Campaign** button on the top right-hand side of the page. Finally, follow the steps below:

- a. **Campaign Info:**
 - i. **Campaign Name:** Give your campaign a name. A name related to the topic is recommended (do not include commas, periods, etc.).
 - ii. **Select your class/period.**
 - iii. **Description:** Provide a one-sentence description of your campaign.
 - iv. **Campaign Status:** Select Running.
 - v. **Data Sharing:** Select Disabled in order to monitor for improper responses.
 - vi. **Editable Responses:** Select Disabled.
 - vii. Click the **+Add Survey** button.
- b. **Survey Window:**
 - i. **Title:** Give the survey a title (again, it may or may not be the same as the campaign name). Users see the title and the all the prompts that follow.
 - ii. **ID:** Give the survey a name (it may be the same as the campaign name). Users do not see the survey ID.
 - iii. **Description:** Provide a short description of the survey for display (optional – may be the same as the **Description** in **Campaign Info**).
 - iv. **Submission Message:** Provide a brief message to be displayed after survey submission. *Note: it is helpful to include a reminder to click the green button to submit the survey.*
 - v. Click the **+Add Prompt** button and select the prompt type for your first survey question.
- c. **Prompt Information:**
 - i. **ID:** This will be your first variable. A short one-word name or short two-word name separated by an underscore is recommended.
 - ii. **Prompt Label:** This is the variable name that will be displayed (it may be the same as the prompt ID without the underscore, if used).
 - iii. **Question Text:** Type the survey question about which you want to collect data.
 - iv. **Additional Prompt Information:** Depending on the prompt type, you will be asked to enter additional information. For example, if your prompt is Text, you will be asked a minimum and a maximum value for the number of characters the participant can enter.
 - v. **Skippable:** Select the checkbox if you would like the prompt to be skipped. It is recommended that photo prompts be skippable, since some users will submit their responses via a browser.
- d. Repeat step c for the remaining survey questions by clicking the **+Add Prompt** button.
- e. **XML Code:** As you create the campaign, the code that creates it will be displayed. You may select the checkbox titled **Highlight XML** so that you can keep track of where the information you are adding is embedded in the code. You learned about XML syntax in Unit 3.
- f. Click the **Submit Campaign** button on the top, right hand side of the page once all prompts have been added. This action will send the campaign to the server. Users will now be able to submit surveys.