

Instructions for Using @survey.osu.edu to Distribute Surveys in Qualtrics

Qualtrics users have a new option to distribute surveys and reminders using a custom OSU email address. The new domain @survey.osu.edu has enhanced email security set up to make it compatible with sending from Qualtrics. Users can create their own “From” addresses using @survey.osu.edu in the address, making it easier for recipients to identify that a survey is coming from an Ohio State University sender. By sending emails through this domain, emails may be less likely to be flagged as spam.

Current Default Email Addresses

Currently, when a user composes an email in Qualtrics, the *From Address* defaults to noreply@qemailserver.com, the *From Name* defaults to the user’s name, and the *Reply-To* email address defaults to the user’s name.#@osu.edu email address:

Compose Email

To:

From:

New Custom Email Addresses Using @survey.osu.edu

From Address

To use the new enhancement, users will replace the default *From Address* with a custom address following the format **custom@survey.osu.edu**. Any name can be used in place of “custom” but must be followed by @survey.osu.edu.

Compose Email

To:

From:

From Name

The *From Name* field is how the sender’s name appears in the email sent to the recipient. It is customizable as before and does not need to include the email address.

Reply-To Email

The *Reply-To Email* address can be left as the user’s address (default), changed to another address, or changed to match the custom *From Address*. Using the same custom *From Address* for the *Reply-To* address improves the likelihood that the email will not be flagged as spam.

NOTE: If recipients reply to an invitation or reminder sent with a custom@survey.osu.edu *Reply-*

to Email, they will receive a bounce back message saying that the email is not monitored. See Tips and Additional Information below for more details.

Tips and Additional Information:

1. **Using the same custom email address for both the *From Address* and the *Reply-To Email* maximizes the features of the new enhancements.**
2. **Include information about who the recipient should contact with questions about the survey in the body of your invitation/reminder email.** If recipients reply to a survey invitation/reminder email sent with a custom@survey.osu.edu address in the *Reply-To* field, they will receive a bounce back message saying that the account is not monitored and instructing them to check the original email for contact information. Provide contact information and directions within your invitation/reminder email.
3. **Qualtrics default addresses still may be used.** Users may continue to send surveys using the Qualtrics defaults, but they will not get the enhancements built in to @survey.osu.edu.
4. **Using @survey.osu.edu does not guarantee that emails will not go to spam.** Many factors affect whether an email is flagged as spam. The @survey.osu.edu domain was set up to minimize the chances as much as possible.
5. **Recipients who forward email to another email address (not including @buckeyemail.osu.edu) may still have deliverability issues.**
6. **A limit of 10,000 emails can be sent from each email account in a 24-hour period.** This limit is imposed by Microsoft and cannot be changed. Qualtrics also places limits on the overall number of surveys that can be distributed under OSU's license during a week. Contact your [Division Administrator](#) if you are going to be conducting a large survey.

Questions? Contact your [Division Administrator](#).