

Pre-snapshot message

Purpose:

- Announce your upcoming DX snapshot, giving everyone clarity on what it is and what to expect

When to Send:

- The week before snapshot

Audience:

- All survey takers

How:

- Sent via Slack or MS Teams into a group channel(s), and via email to all survey participants

Template:

In an effort to continuously improve the developer experience at [\[company\]](#), we're using [DX](#) to run a developer-focused survey program.

Here's how it works:

- Once per quarter, you'll take 5-10 minutes to rate & provide feedback on areas you think need improvement.
- DX will share results with everyone who participates, so teams can review their results together and set focus areas.
- DX tracks trend data over time, allowing us to understand the impact of efforts we make to improve.

Our goal is to collect actionable feedback that you can discuss as a team, and that we in the [\[name your group / org - ex. Developer Experience team\]](#) will use to identify areas for improvement and ensure we're focusing on the biggest pain points throughout this upcoming quarter. Your input and feedback are essential in helping us improve!

What to expect:

You'll receive a prompt in [\[Slack/Teams\]](#) on [\[date of snapshot\]](#) to complete the survey before the end of the week. More details can be found in our [\[DX//Company FAQ\]](#) - please reach out with any questions!

Thank you in advance for taking the time to participate and help enhance the [\[company\]](#) developer experience!