

What

This quick sheet will show you all you need to know about Tags, Questions and Master Questions

Why

Questions and Tags store the key information about your voters, so you need to know the differences between them.

Where

You will find Questions and Tags whenever you look in an individual voters record, when you create a list and also in scripts and forms.

Questions and Tags

There are several key differences between Questions and Tags.

The most obvious one, is that questions have answers and tags don't.

So Questions are used to store things like canvas data, where people can give different answers. Tags are used for things like the voter puts up a window poster, where they either apply or do not.

National v local

Tags are set nationally, whereas you can create your own local questions.

You can use local questions to ask about local elections and by-elections and local issues.

Users from Senior Activist upwards can create Questions.

Associated data

Each tag allocation or question answer has additional information stored with it. These are:

- Canvasser
- Date canvassed
- User who entered data
- Date data was entered
- Contact type (Doorstep, phone, etc)

Some of this associated data is stored automatically by Connect. Some of it, such as canvasser name and canvassed date, you need to enter yourself.

Questions

Question Party: Master Party ID

Responses

- Liberal Democrat
- Probable
- Labour
- Soft Labour
- Conservative
- Soft Conservative
- Green
- Soft Green
- SNP
- Soft SNP
- Paid Canvasser

Master Questions

In Connect, there are a few Master Questions which pull together answers to other questions. The Master Question you will probably use the most is Master Party ID. This allows you to quickly and easily search by canvass response, as it will search all the different questions that ask about voting intention.

Keep on learning - these Quick Sheets will build on what you have learnt here:

3.1 - Creating a List

Use your knowledge of tags and questions to create a list of voters, based on their tags or question responses.

10.1 Creating Questions

Learn how to create your own local Questions in Connect.

Watch training videos at Member.LibDems.org.uk/Skills
Get support on Facebook - search for Connect Users