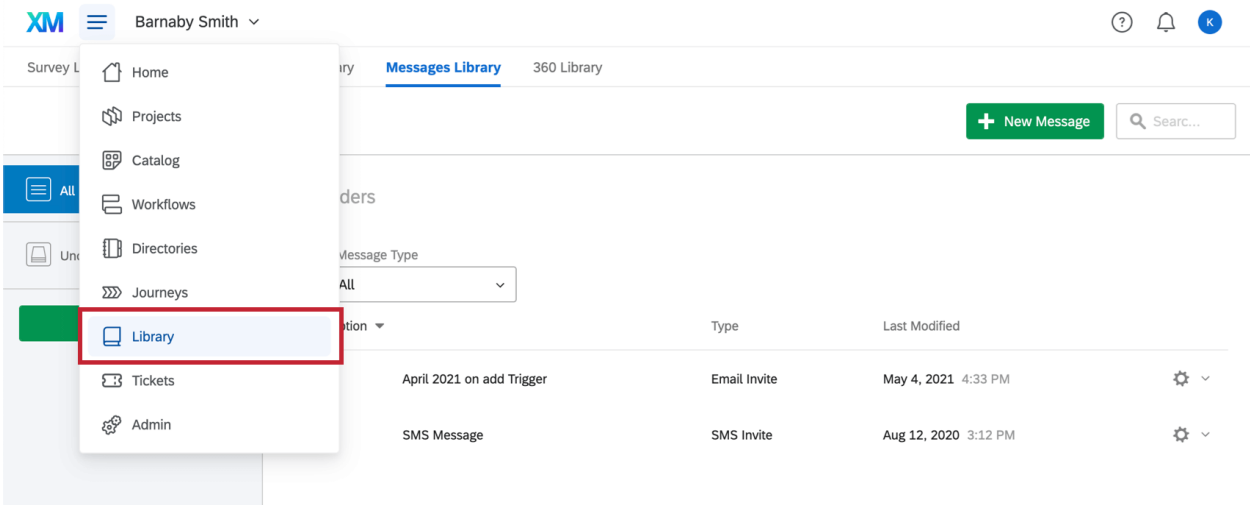
All Text, Graphics, and Directions Taken from Qualtrics:
https://www.qualtrics.com/support/survey-platform/account-library/library-overview/

About the Library

You can store surveys, graphics, messages, and other file types within your Qualtrics libraries. You can access this content by going to the Library page.



There are four libraries within the Library page:

- **Survey Library:** Stores templates of surveys, blocks, and questions for later copying, editing, or referencing in other projects.
- **Graphics Library:** Stores images you've uploaded to Qualtrics for later use in survey themes, questions, and messages.
- **Files Library**: Stores any non-image files you've uploaded to Qualtrics for later use in survey questions and messages.
- **Messages Library**: Stores all messages used in your surveys (Invite Emails, End of Survey messages, Custom Validation messages, etc.).

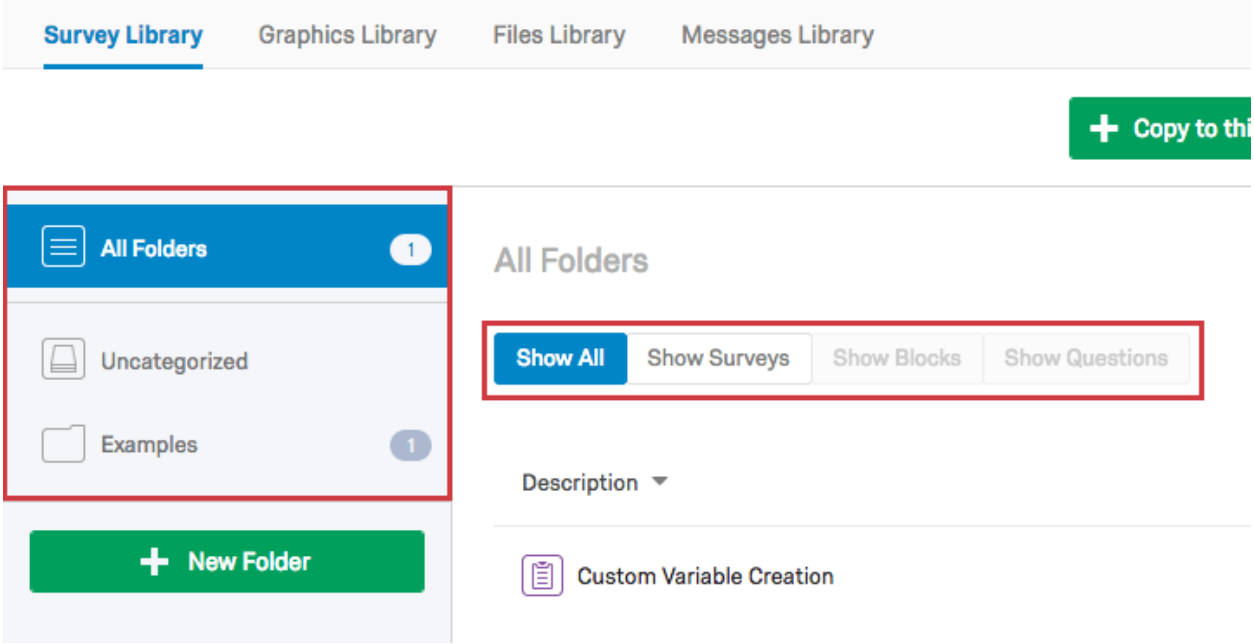
When you first enter the Library page, you will see the items in your Personal Library. This is a library created exclusively for you, where content you personally create or add will be stored for future access. Your Personal Library content is available for you to view, edit, copy, and use in any of your surveys.

In addition to your personal library, many organizations choose to set up user groups to facilitate content sharing. For each group of which you are a member, you will see an associated library where you can access content shared by all group members. Depending on the specific permissions of the group, you may also be able to view, copy, edit, and use content in the user group library. Only Brand Administrators have the ability to create groups, so be sure to reach out to them if you would like one created.

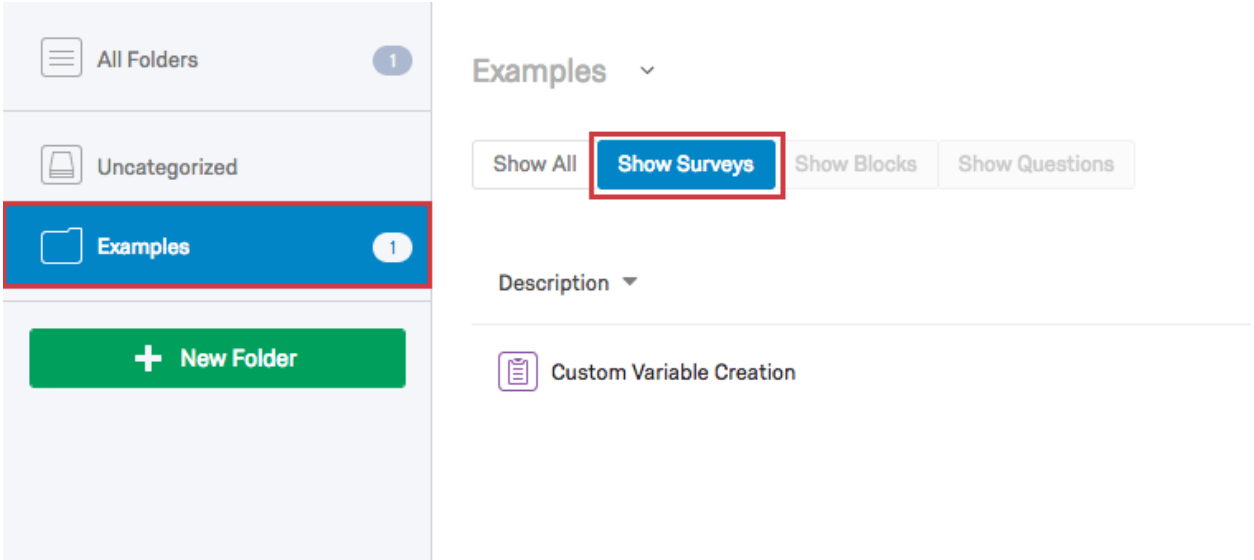
Library Organization

Each library has certain default folders and sorting functionalities. For example, at the top of the library view, you have an item type bar that allows you to quickly search for different types of content.

Qtip: If an item is grayed out, this means you have not yet added any of this type of content. Once you have added this type of content, the item will become clickable. In the below example, blocks or questions have not yet been added to the library, so the options are grayed out.



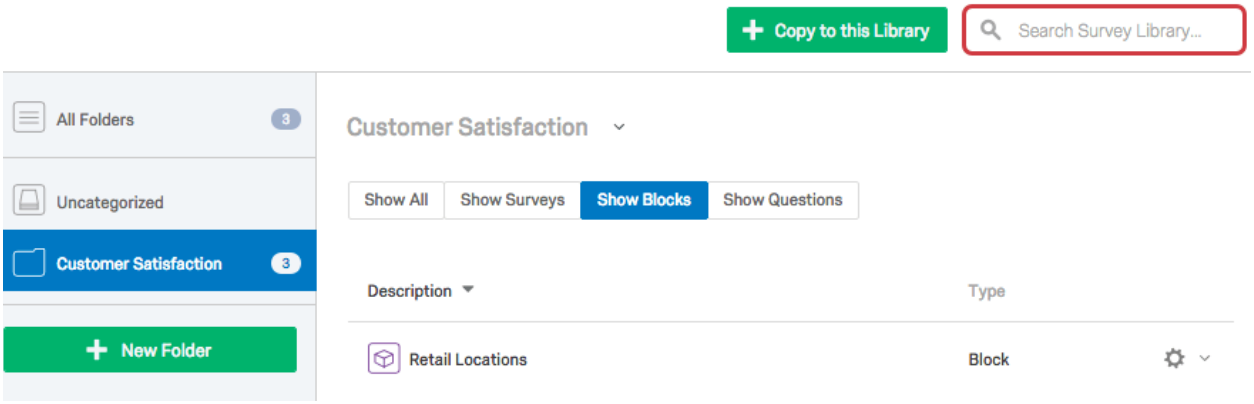
You can create as many folders as desired and each folder can have as many subfolders and sub-subfolders as you need. Use the item type bar in conjunction with your custom folders to quickly and easily find items.



In the below example, only blocks in the Customer Satisfaction folder are being displayed. Surveys and questions are excluded.

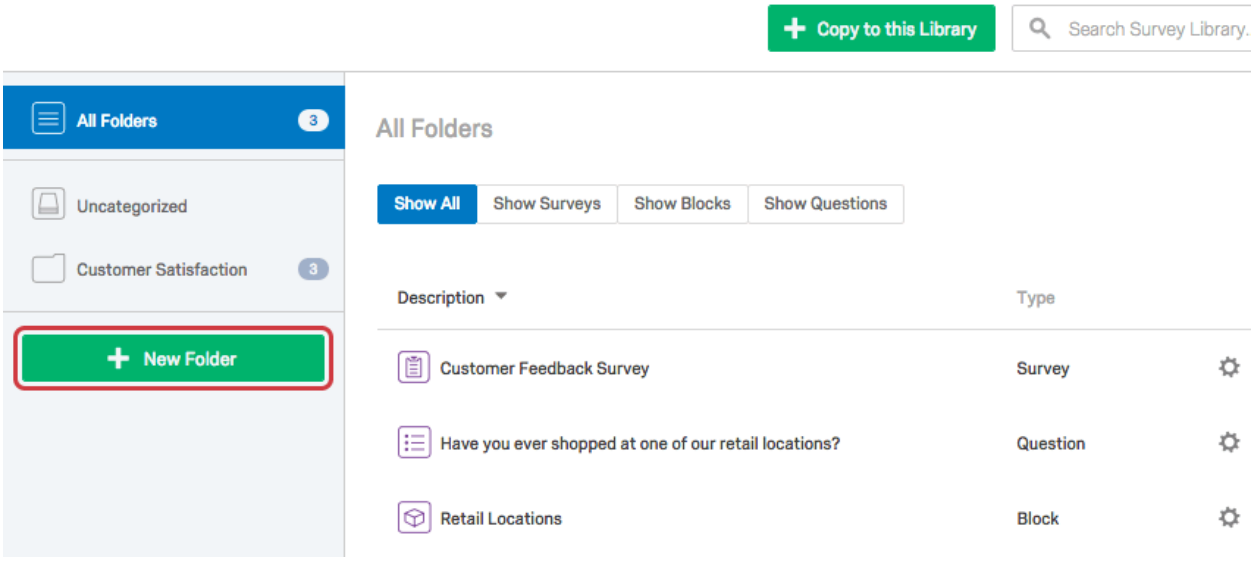
If you need to search for an item, you can use the Search bar to quickly find items by their name. Just type any part of the item name into the box and Qualtrics will search your current folder. To search all folders in that library, select **All Folders** and then search.

Qtip: Having trouble finding your content? Make sure you have **All Folders** and **Show All** selected to ensure you are searching your entire library. The below example is only searching for blocks in the Customer Satisfaction folder.

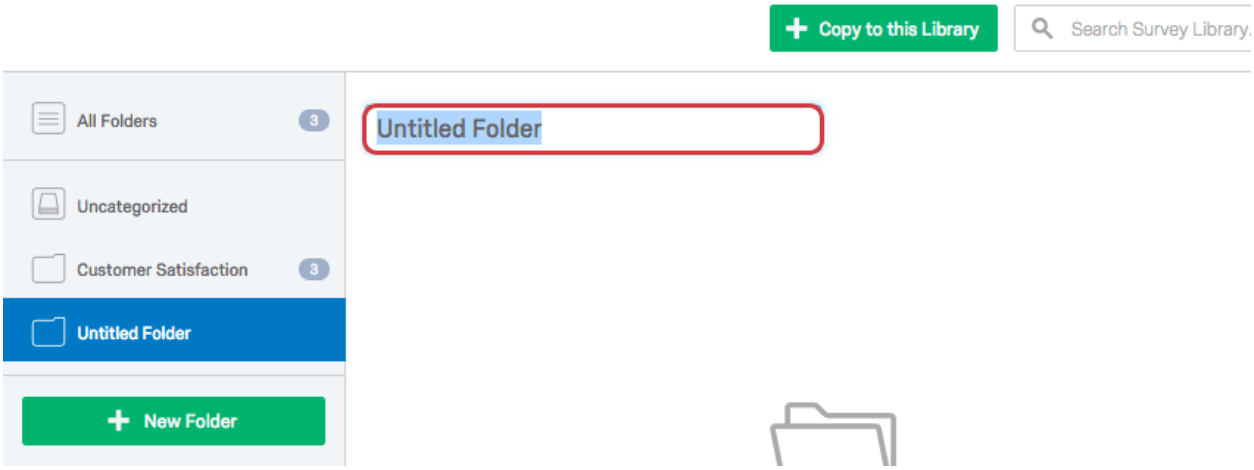


TO ADD AND USE CUSTOM FOLDERS

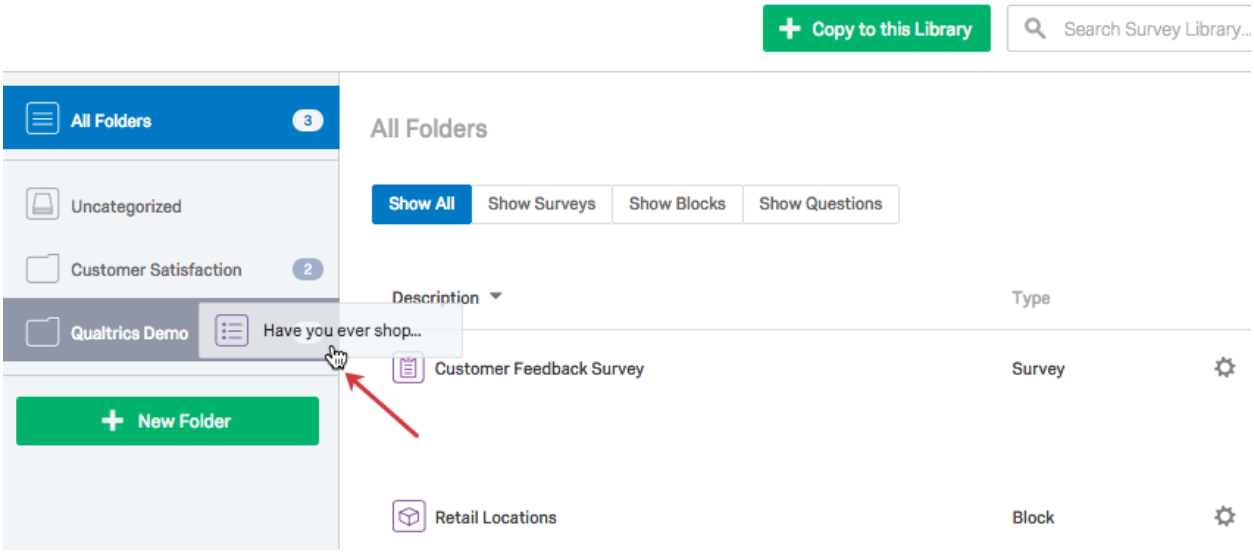
1. Click the **New Folder** button.



2. Name the folder.



3. Place existing items into the folder by dragging them to the folder and dropping them in.

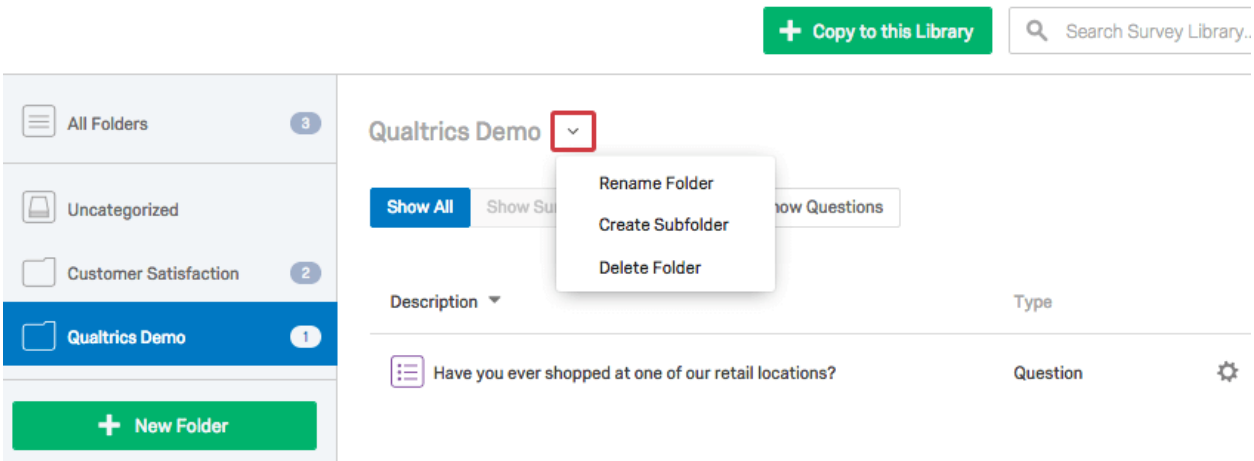


Qtip: You can nest folders by dragging a folder and dropping it into another one.

FOLDER OPTIONS

For custom folders in your library, you can perform the following actions:

- **Rename Folder:** Edit the name of the folder.
- **Create Subfolder:** Create additional folders within the present folder.
- **Delete Folder:** Delete this folder and any subfolders, automatically moving all contents to the default Uncategorized folder.

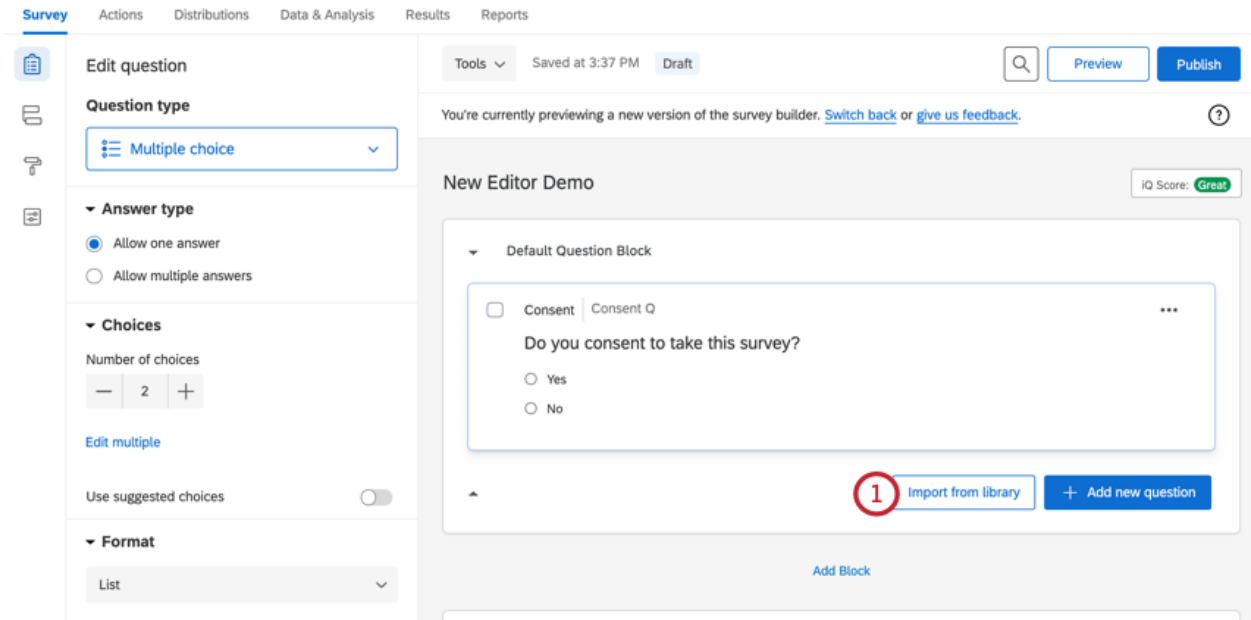


Using the Qualtrics Library

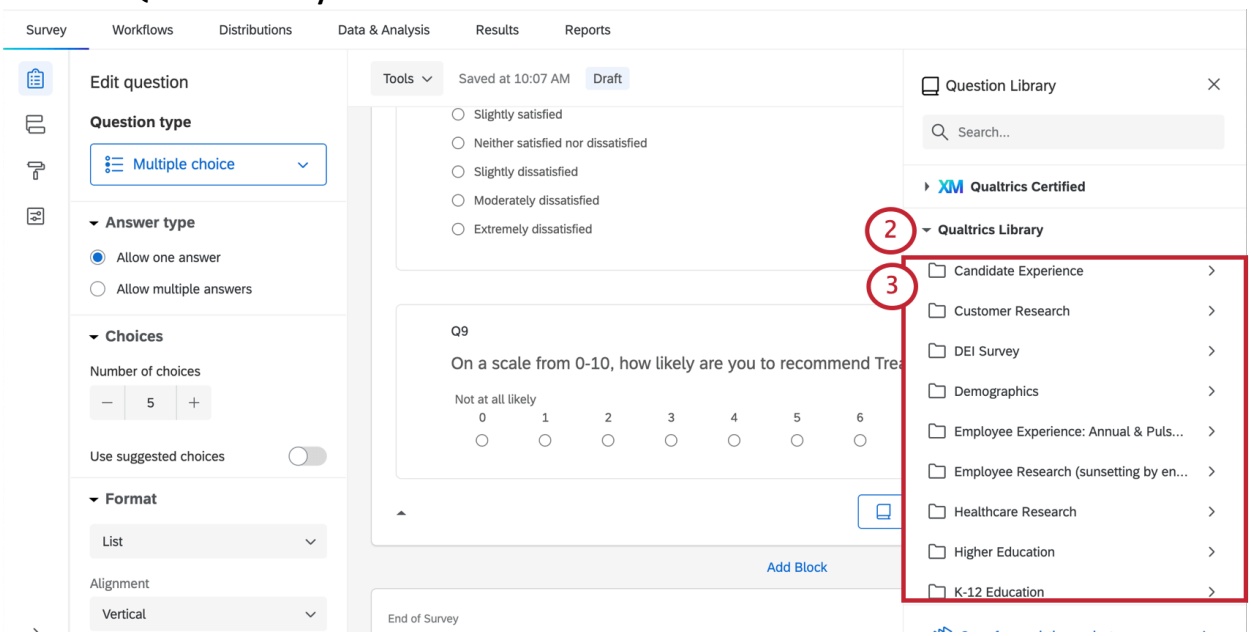
Qualtrics has created a library that contains a common set of survey questions built by our XM Scientists team. For more information about the content available in the library, see the [pre-made Qualtrics library questions]() page.

To access the Qualtrics library:

1. Click **Import from library** at the bottom of a block in your survey.



2. Select the **Qualtrics Library**.



3. Search for the content you want to use and import it.

About the Graphics Library

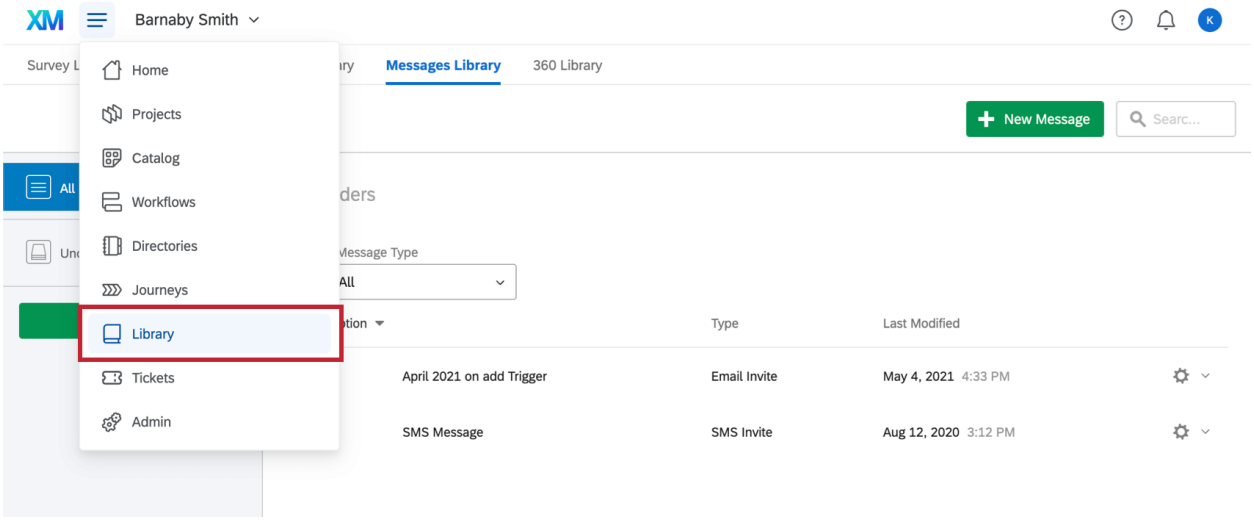
You can use the graphics library to store and manage any images you've uploaded to Qualtrics. You can use these graphics in your surveys and messages.

Example: Store images in your graphics library to use in survey headers or questions.

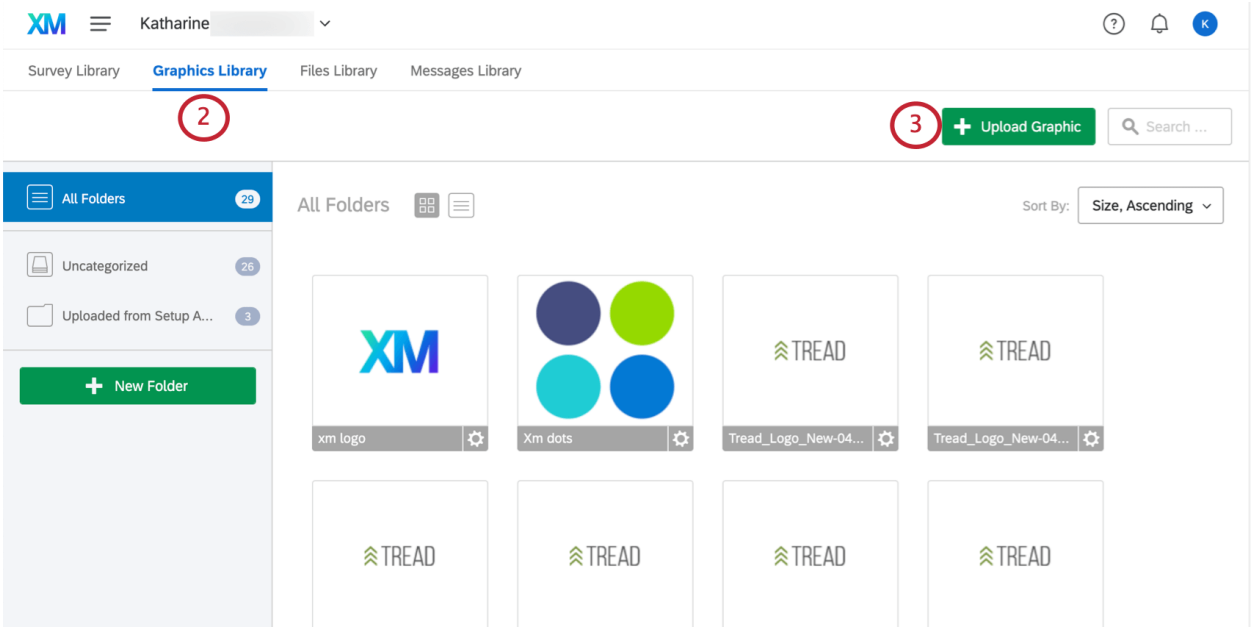
You can upload JPG (or JPEG), PNG, and GIF files that are 16 MB or smaller. For the best experience, we recommend using PNG files.

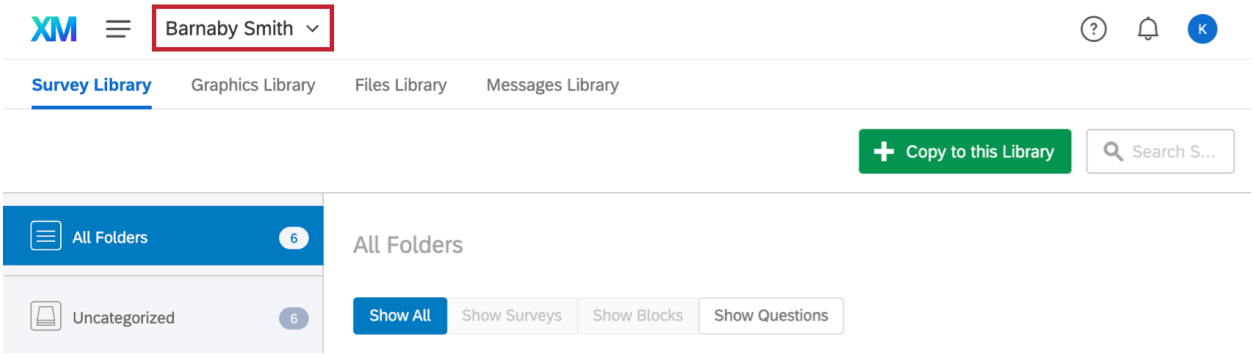
Adding a Graphic

1. Navigate to the **Library** page.



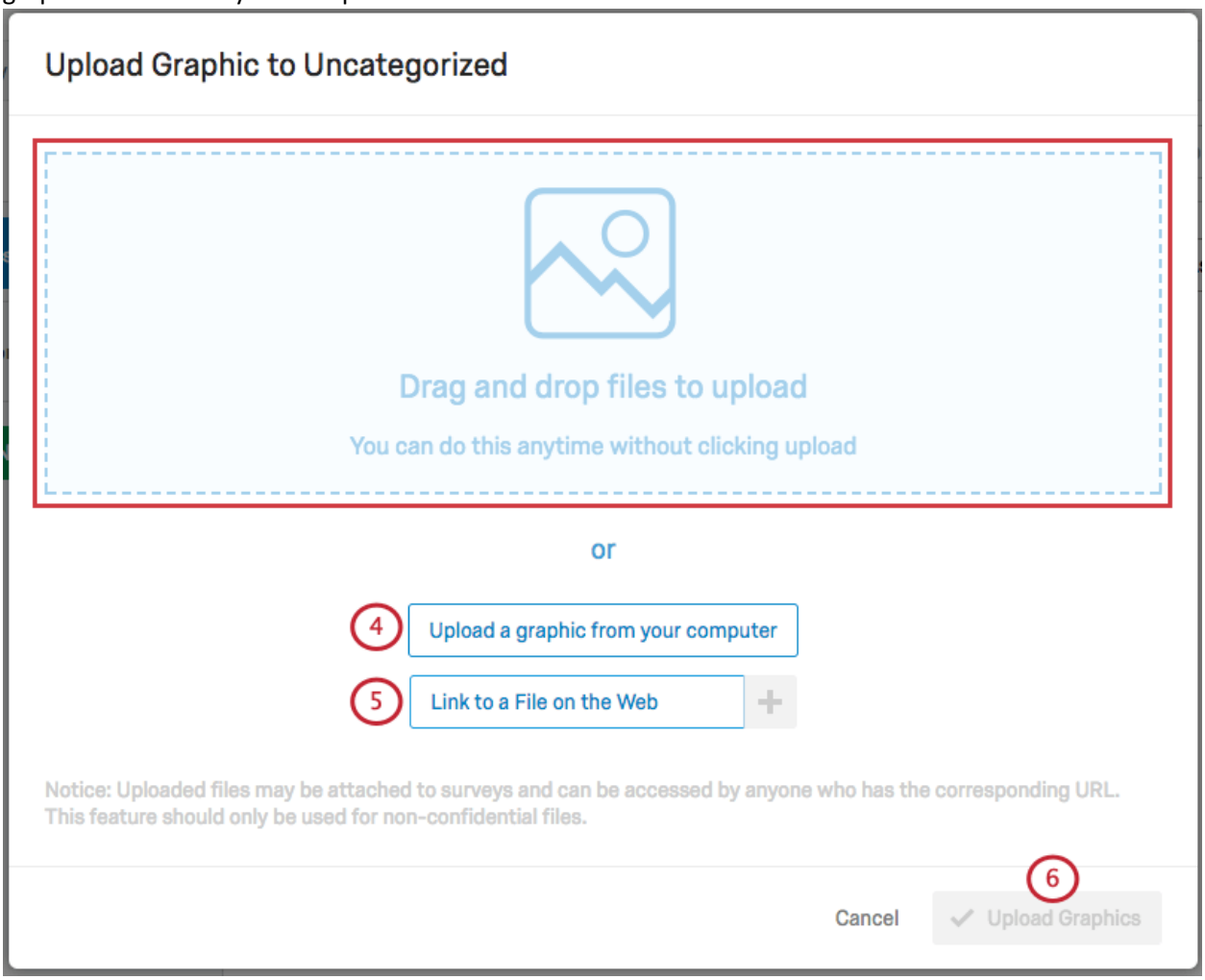
2. Open your **Graphics Library**.





3. Click **Upload Graphic**.

4. Drag and drop files directly into the menu or click **Upload a graphic from your computer** if the graphic is stored on your computer.



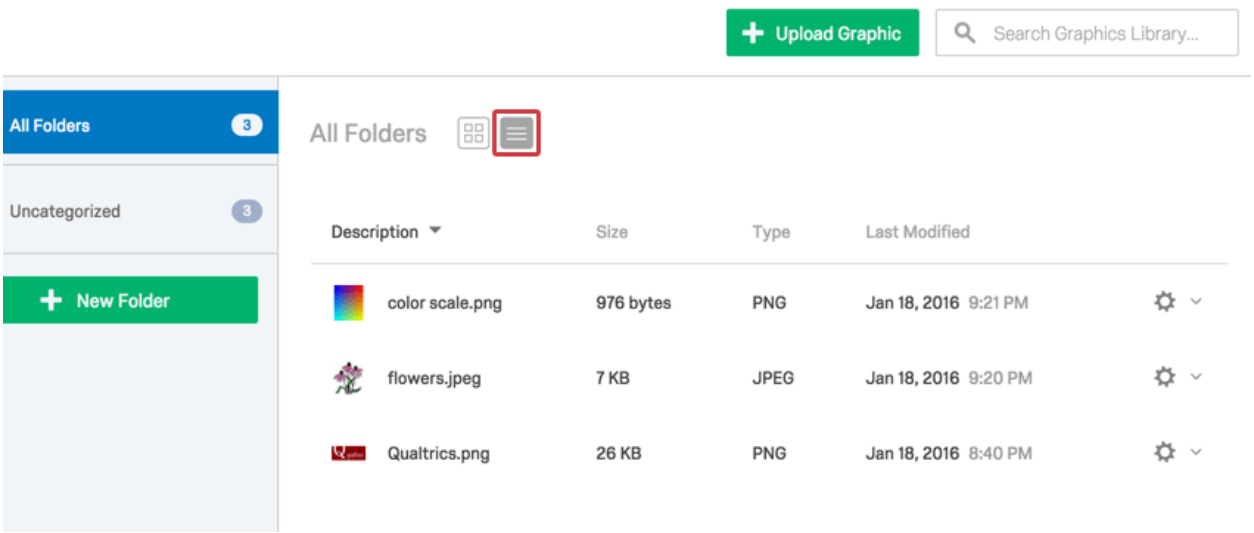
5. Paste a URL into the **Link to a File on the Web** box if the graphic is stored online (click the plus sign to add more URL boxes).

Warning: Only use this option for graphics you own or host yourself. If you host your own graphics, changes you make to the hosted graphic will be reflected in Qualtrics (and vice versa, if you don't own the graphic, changes the owner makes to the graphic will also be reflected here).

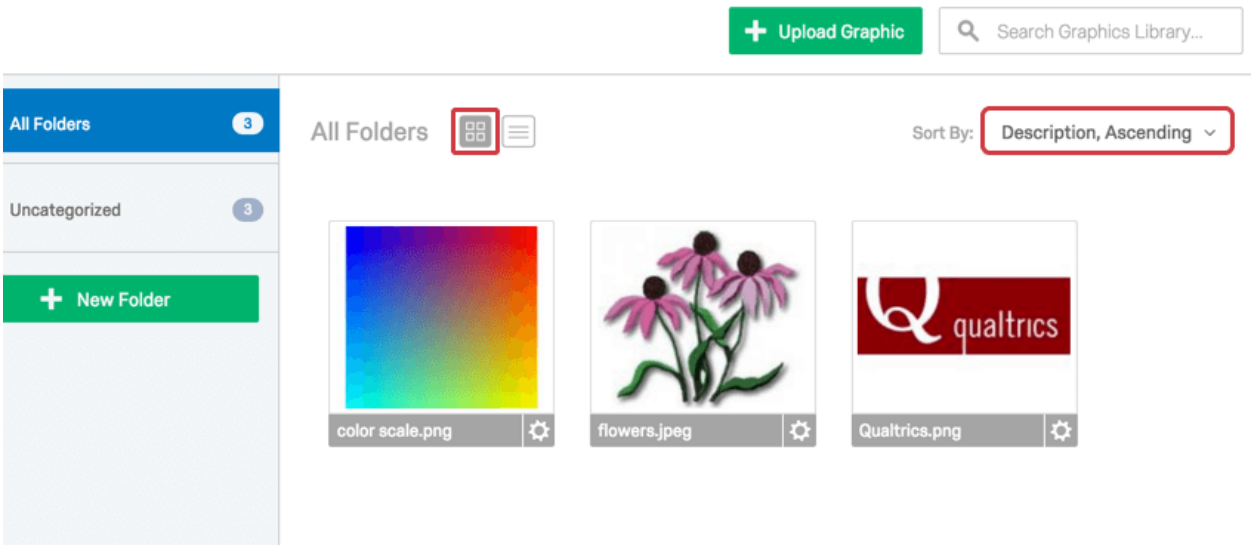
6. Click **Upload Graphics**.

Graphics Library Layout

Images in the graphics library can be viewed in list or icon format. List format creates a line for each graphic, detailing its file size, file type, and last modified information to the right.



Icon format displays each graphic in a thumbnail, with the graphic name beneath it.



Though the file size, file type, and last modified information are not immediately visible in this format, icon format does have an advanced sorting feature available under the search bar on the right. This feature allows you to sort the graphic thumbnails by description, size, type, or last modified date.

Graphics Library Options

The graphic option menu is found within the gray gear dropdown, located to the far right of each item when in list format and in the bottom-right when in icon format.

For graphics in your library, you can perform the following actions:

- **View Graphic:** View a preview of the graphic.
- **Copy URL:** Copy to your computer's clipboard a direct link to your image. You can paste this link wherever you would like. Note that uploaded files may be attached to surveys and can be accessed by anyone who has the corresponding URL. This feature should only be used for non-confidential graphics.
- **Rename Graphic:** Edit the name of the graphic.
- **Edit Graphic:** Edit the folder, name, dimensions, or source file for the graphic. The dimensions you set here will be applied to every instance of the image in any of your surveys.

Qtip: Changing the source file here (i.e., uploading a new graphic or linking to a file on the web) will change the graphic in any survey that uses the graphic.

- **Reveal Graphic in Folder:** Move to the folder the graphic is in.
- **Copy Graphic:** Copy the graphic to another folder in your account or to a group library.
- **Delete Graphic:** Delete the graphic from the library.

Warning: Deleting the source file here will remove the graphic from any survey that uses the graphic.

About the Files Library

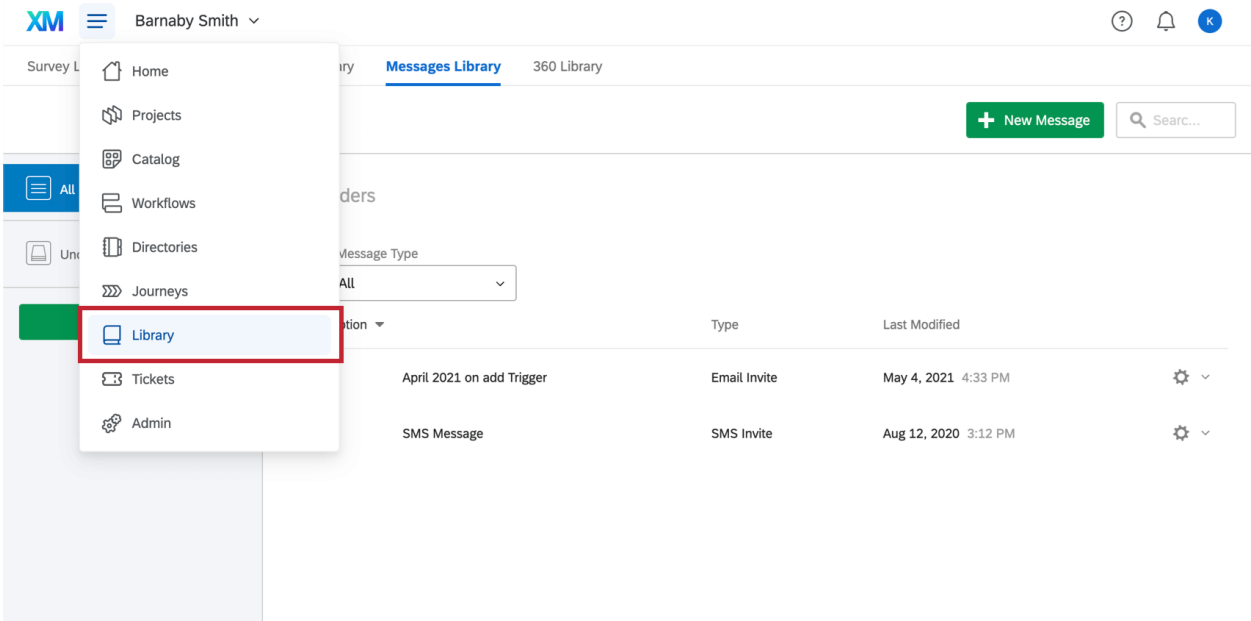
The files library is used to store any non-image files you've uploaded to Qualtrics. For example, you could store security or consent forms in your files library for respondents to view or download during your survey. These files can be attached to a survey for respondents to download or they can be stored in your library for future use. You can upload non-executable files up to 16 MB in size.

Qtip: For uploading file sizes larger than 16 MB, consider hosting files outside of Qualtrics and inserting them into a question; see the Insert Media page for more details.

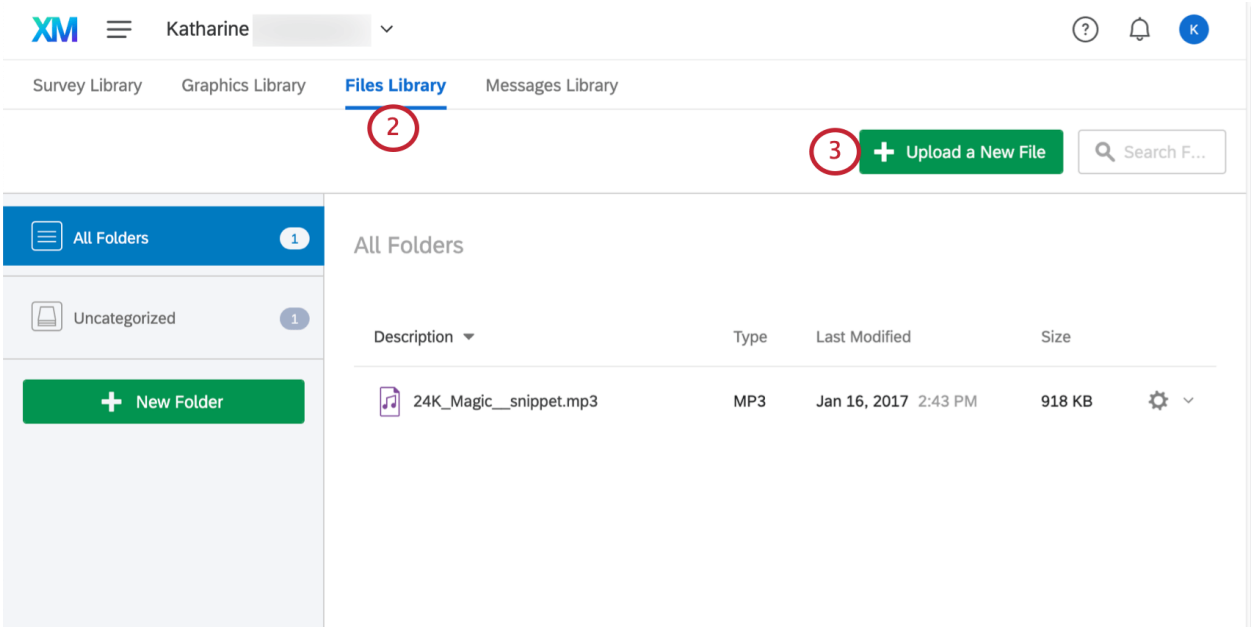
Qtip: If an item is grayed out (i.e., PDF Files, XLS Files, etc.), this means you have not yet added any of this type of content. Once you have added this type of content, the item will become clickable.

Adding a File to a Library

1. Navigate to the **Library** page.

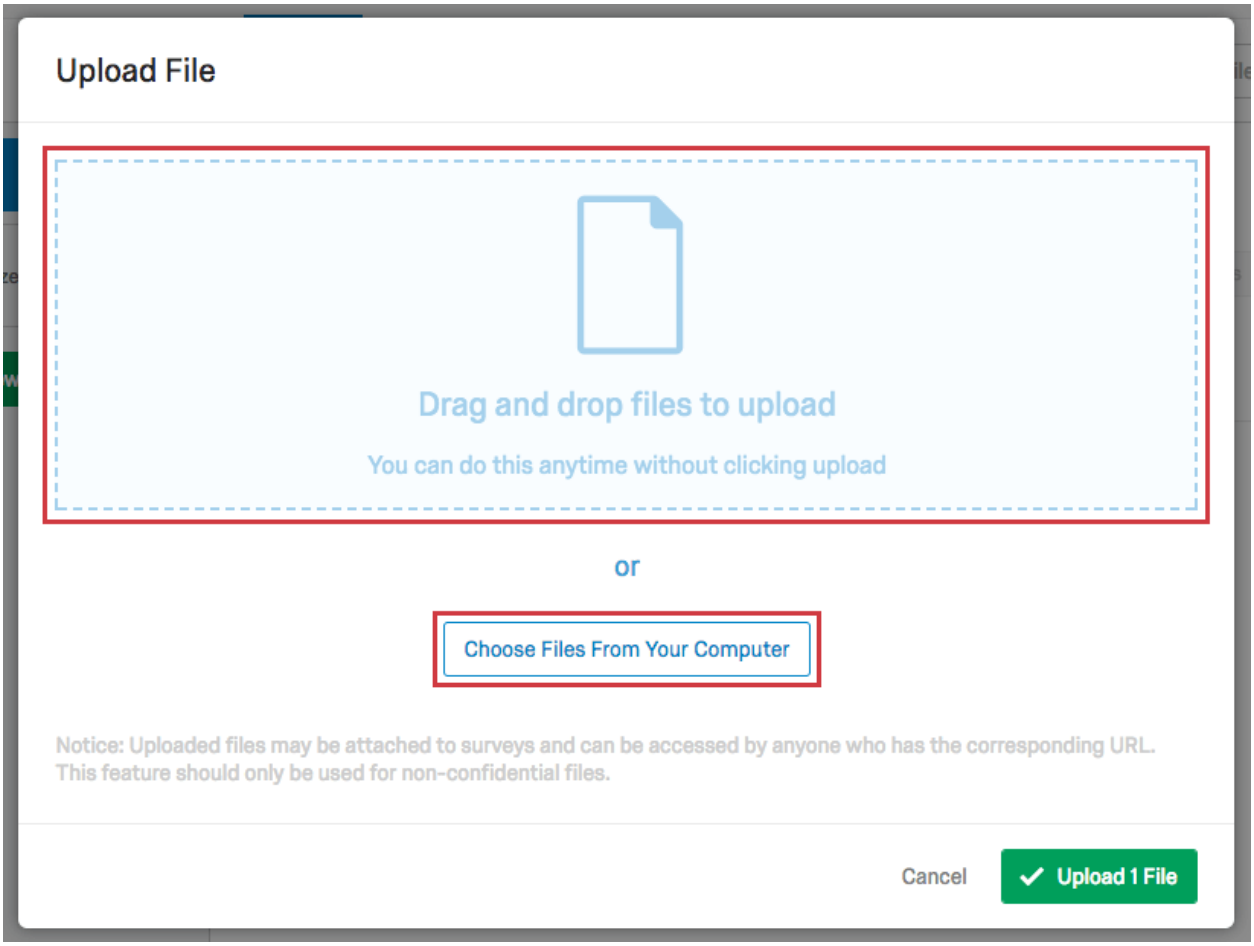


2. Open your **Files Library**.



3. Click **Upload a New File**.

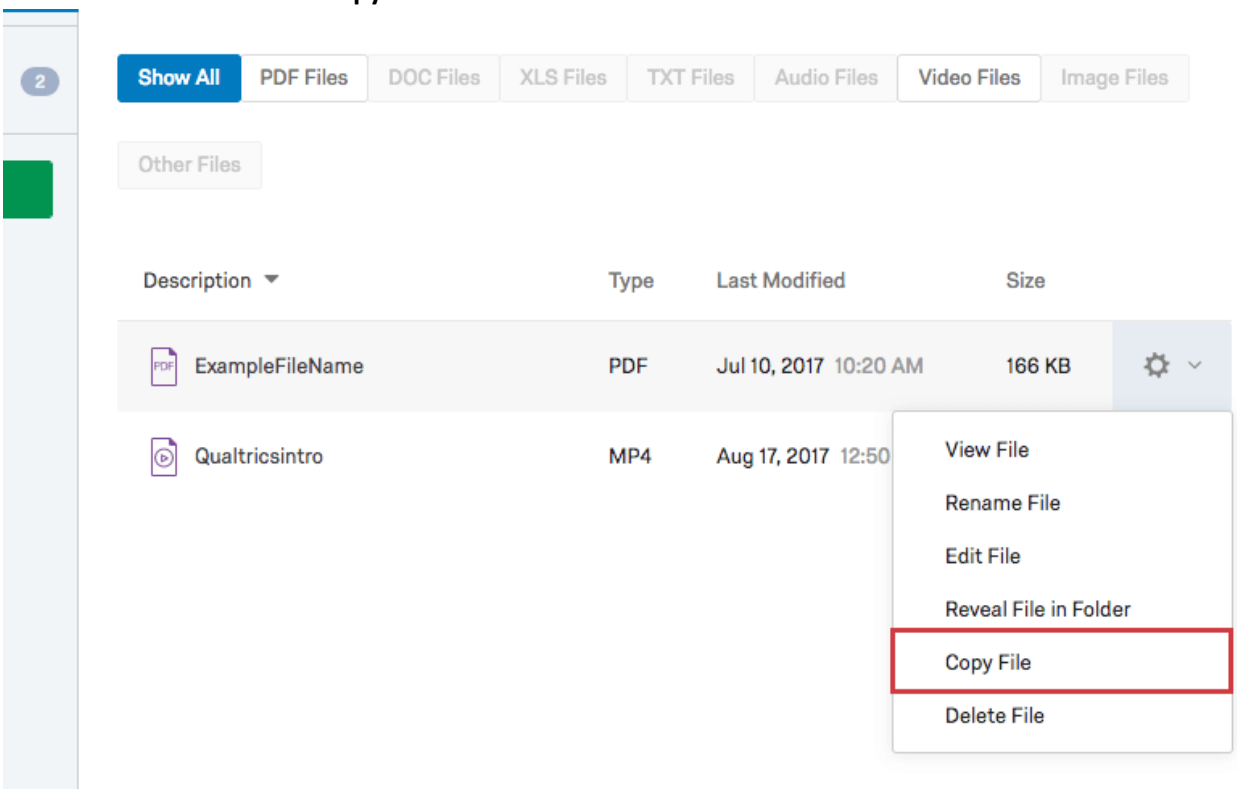
4. Drag and drop files directly into the menu or click **Choose Files From Your Computer** .



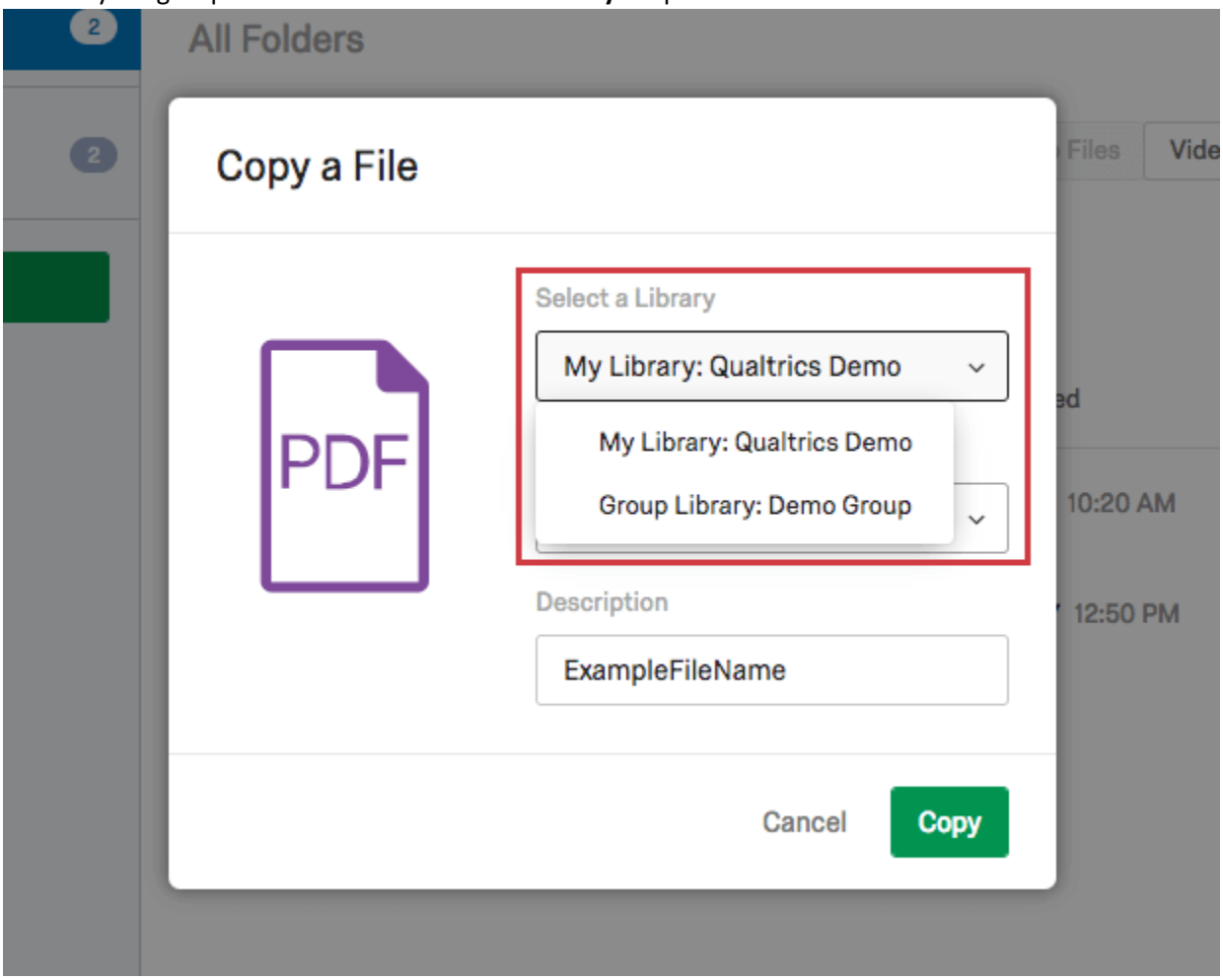
5. Click the green **Upload Files** button.

COPYING FILES FROM YOUR LIBRARY TO A GROUP LIBRARY

1. Locate the file you want to share with a group. Select the dropdown arrow on the right-hand side of the file and choose **Copy File**.

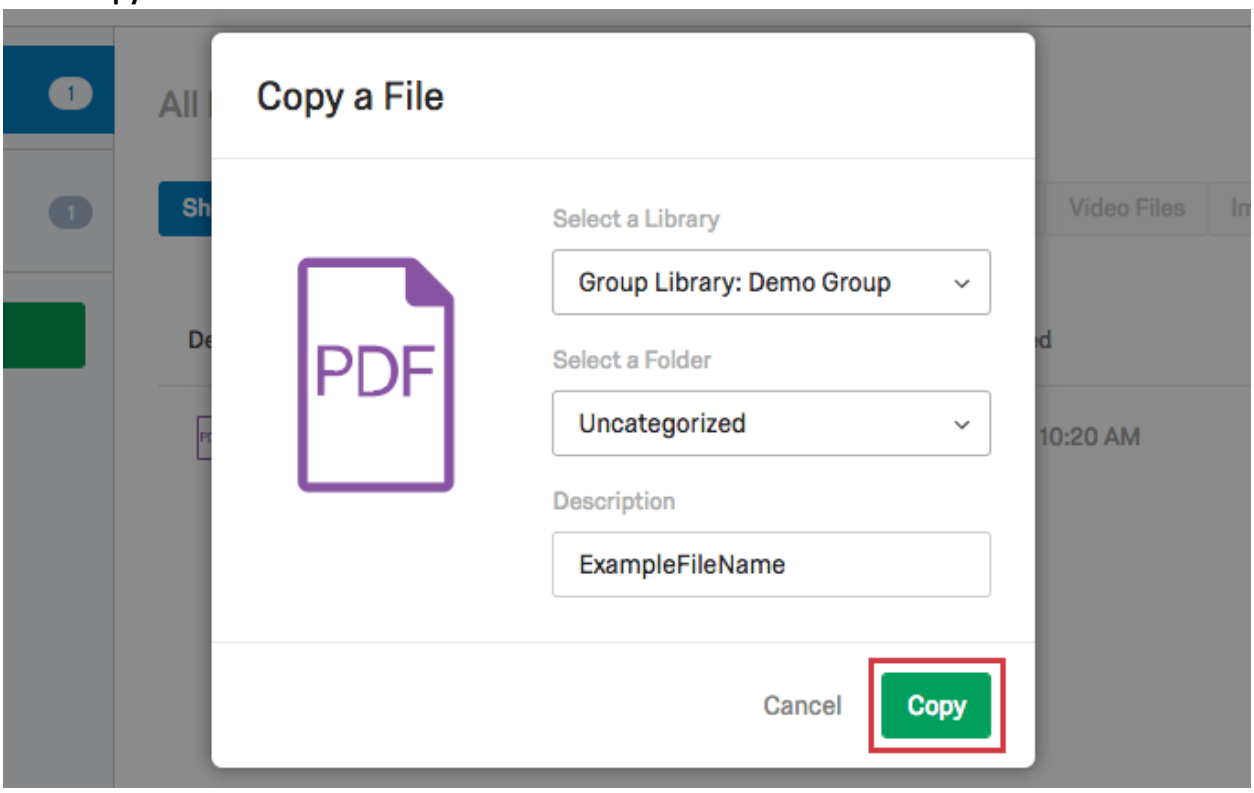


2. Choose your group's name from the **Select a Library** dropdown menu.



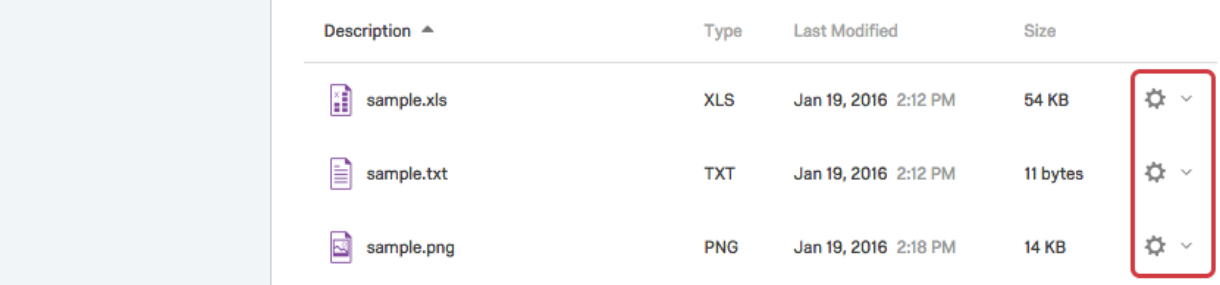
3. Select a folder and/or change the file's description, if desired.

4. Select **Copy**.



Files Library Options

The file option menu is found within the gray gear dropdown, located to the far-right of each file.



For files in your library, you can perform the following actions:

- **View:** View file details, such as name, size, and type.
- **Rename:** Edit the name of the file.
- **Edit:** Edit the folder, name, or source file.

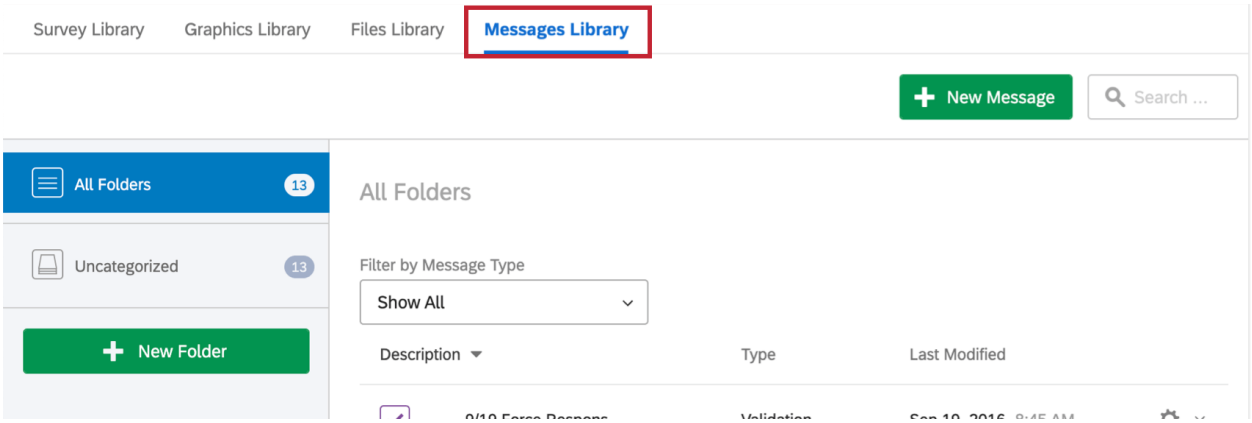
Qtip: Changing the source file here (i.e., uploading a new file) will change the file in any survey the file is being used in. Note that uploaded files may be attached to surveys and can be accessed by anyone who has the corresponding URL. This feature should only be used for non-confidential files.

- **Reveal in Folder:** Move to the folder the file is in.
- **Copy:** Copy the file to another folder in your account or to a Group Library. See the above section for more information.
- **Delete:** Delete the file from the library.

Warning: Deleting the source file here will remove the file from any survey the file is being used in.

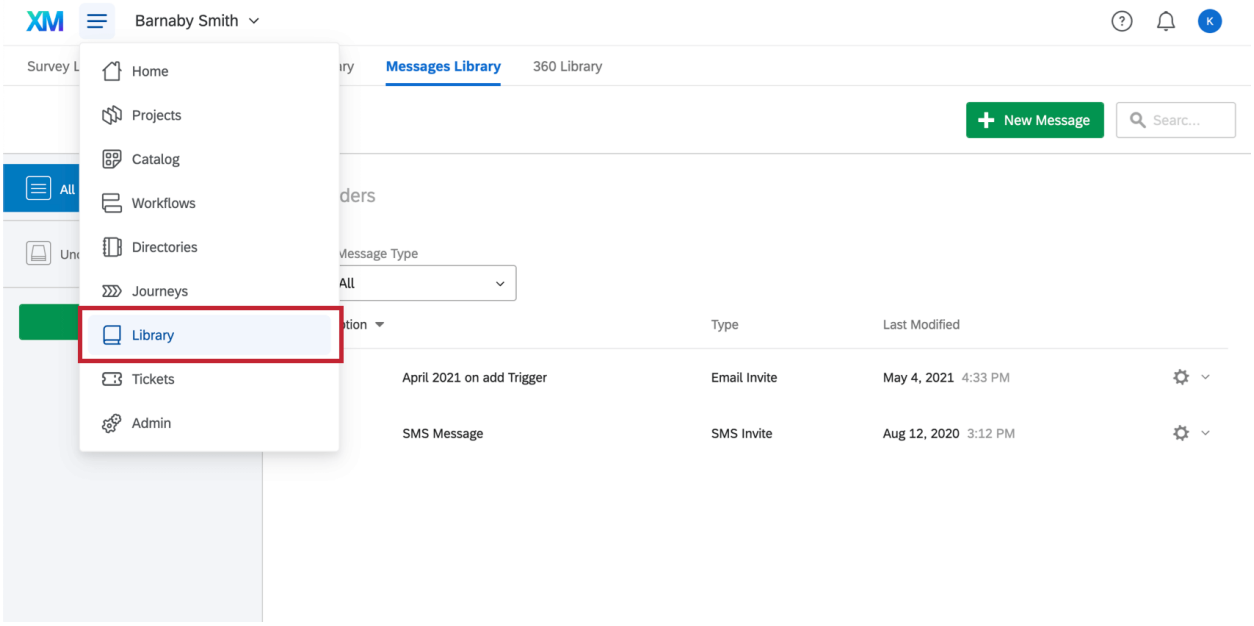
About the Messages Library

The messages library holds all messages used for your surveys, such as invite emails and end of survey messages. Each time you make a message in Qualtrics, such as a reminder email or custom validation message, it's saved in your messages library. You can also create messages directly within the messages library and use them later.

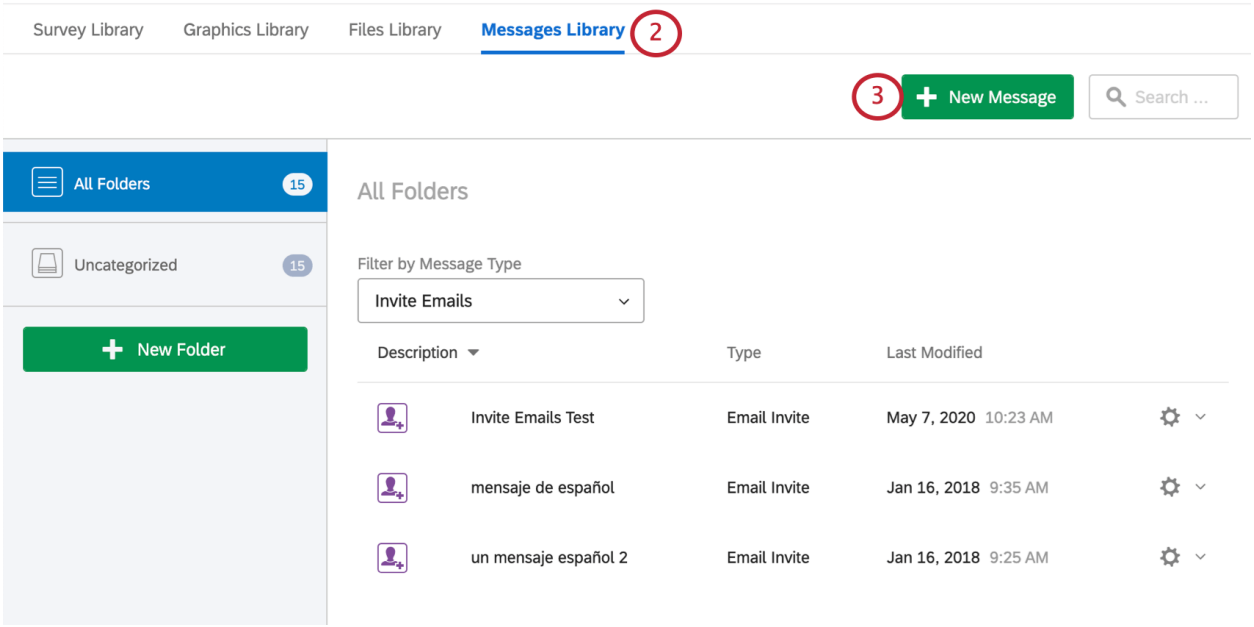


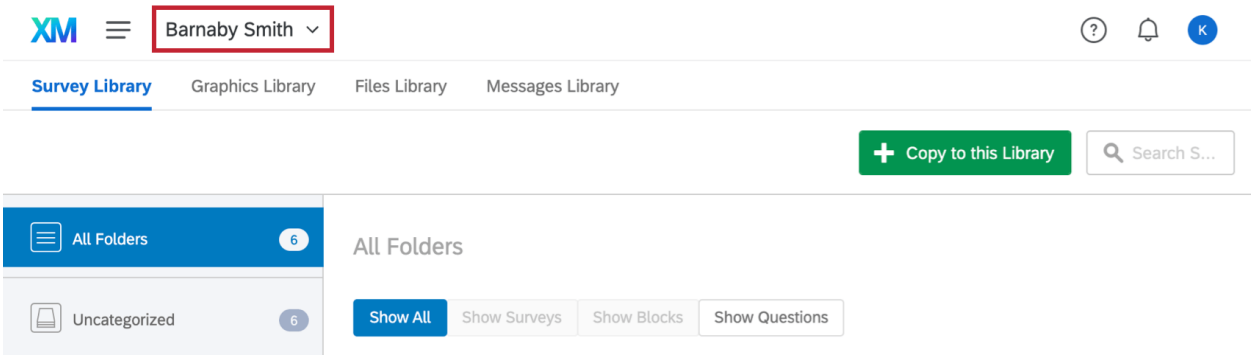
Creating a Message in a Library

1. Navigate to the **Library** page.



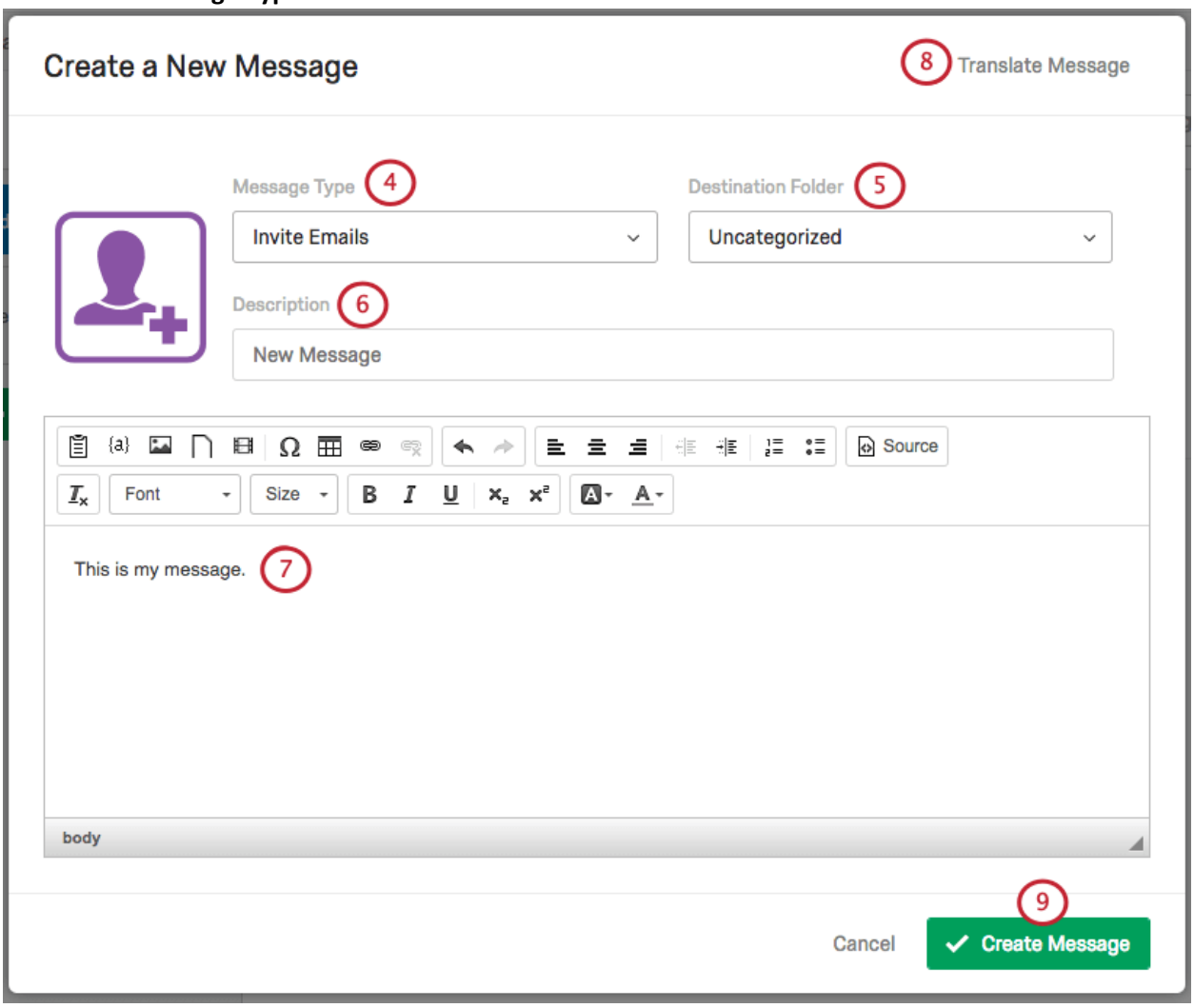
2. Go to the **Messages Library**.





3. Click the **New Message** button.

4. Choose the **Message Type**.



Qtip: Validation messages work as a set of customized error messages and are created differently than the other message types. To learn how to create validation messages, visit our Validation page.

5. Choose the folder you want to add the message to (if no folder is selected, it will automatically be saved to the default "Uncategorized" folder).

6. Name the message (if no name is given, it will automatically be saved as "New Message").

7. Type the message content as you want it to appear.

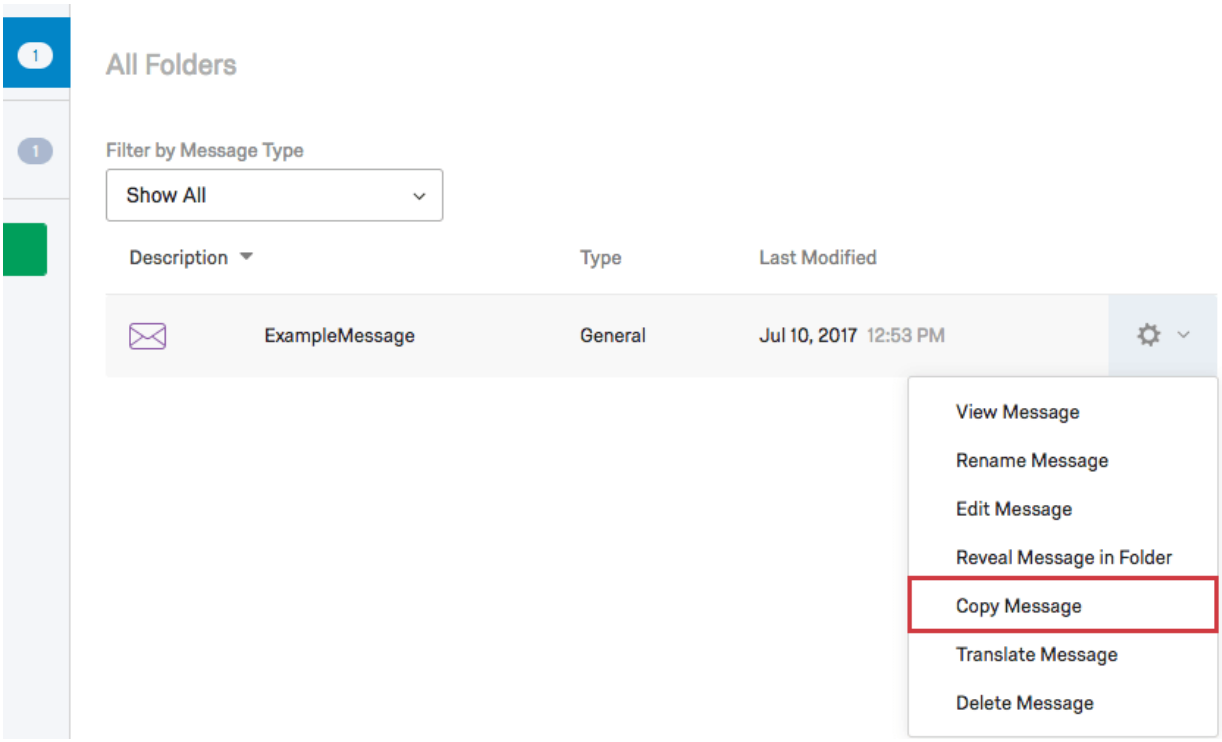
Qtip: You can use the rich content editor to change the size, color and format of your text.

8. If desired, select Translate Message to translate your message into other language. See the Translating Messages section below for more details.

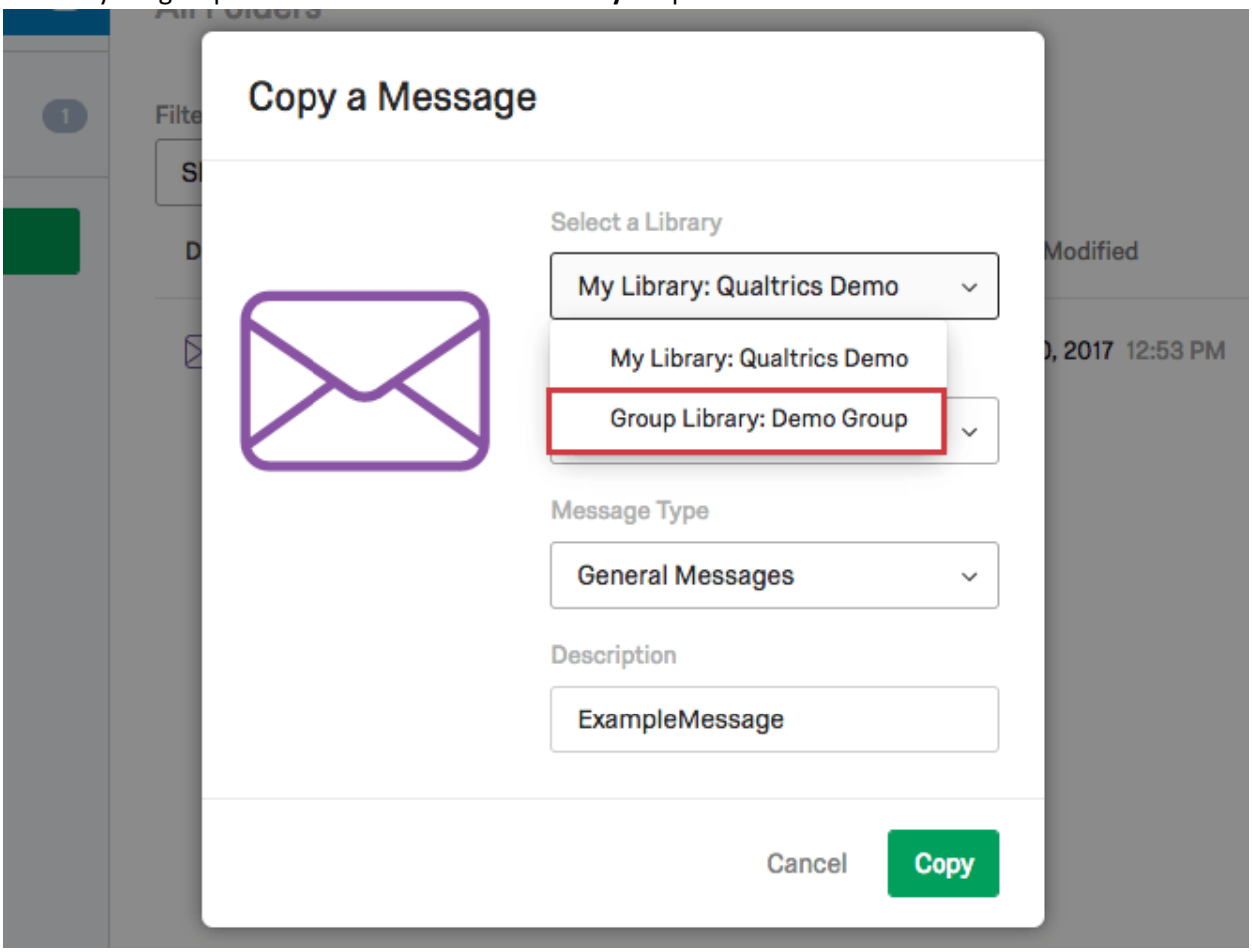
9. Click **Create Message**.

COPYING MESSAGES FROM YOUR LIBRARY TO A GROUP LIBRARY

1. Locate the message you want to share with a group. Select the dropdown arrow on the right hand side of the message and choose **Copy Message**.



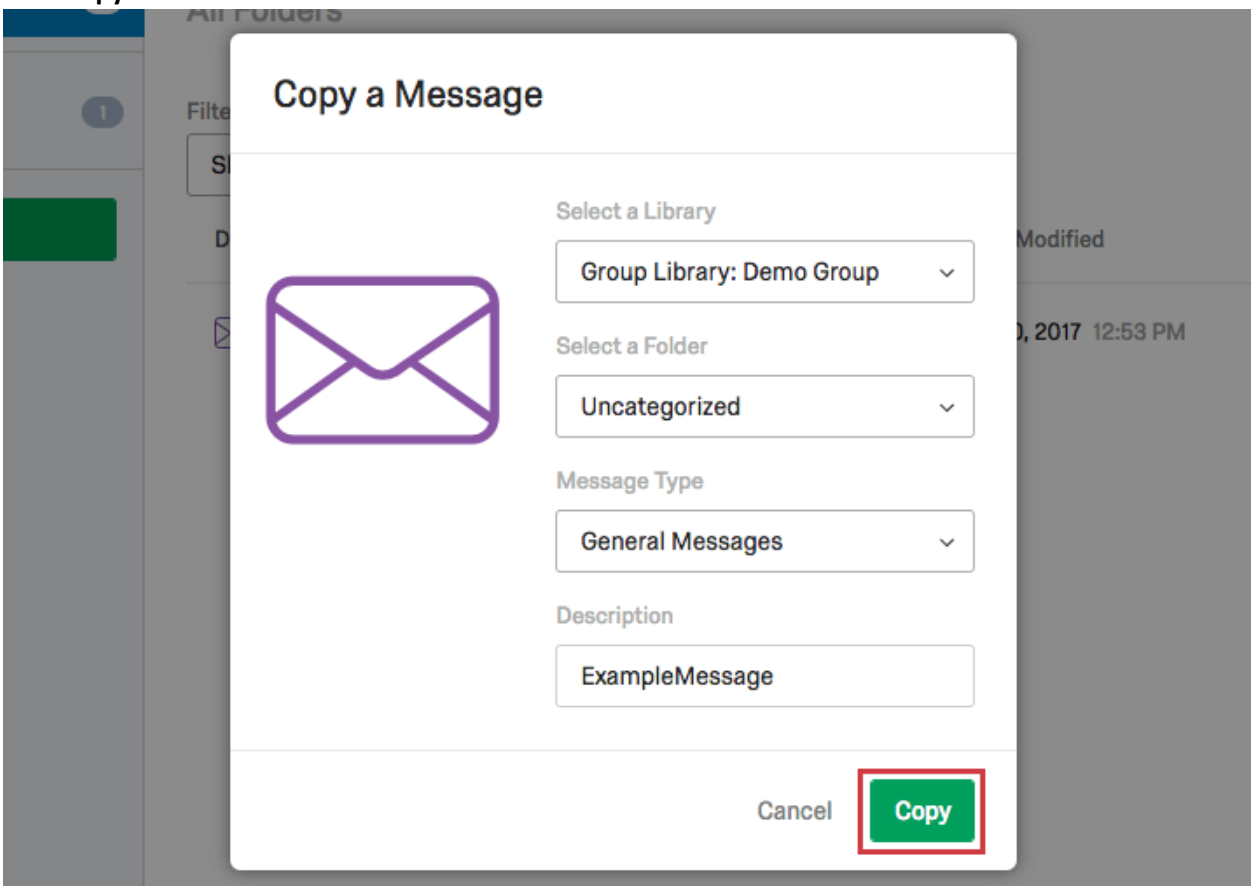
2. Choose your group's name from the **Select a Library** dropdown menu.



3. Not required: Select a folder and/or change the message's description.

4. Select the **Message Type**.

5. Click **Copy**.



Message Types

There are ten types of messages you can make. Creating the right type of message will help you when trying to find or use the message later.

- **Invite Emails:** Email messages sent in an email distribution to invite participants to take your survey. You can access or create these messages in the Emails section in the Distributions tab.
- **Look and Feel Messages:** Usually short phrases used as Next or Back button text or as header or footer text. You can access or create these messages in the Look and feel menu in the Survey tab.

Qtip: If you set up look and feel text as messages (instead of just typing the text directly into the available fields in the menu), you can add translations or edit the message and have all instances update automatically.

- **End of Survey Messages:** The message participants see when they've completed their survey. You can access or create these messages in either the survey options or the survey flow in the Survey tab.

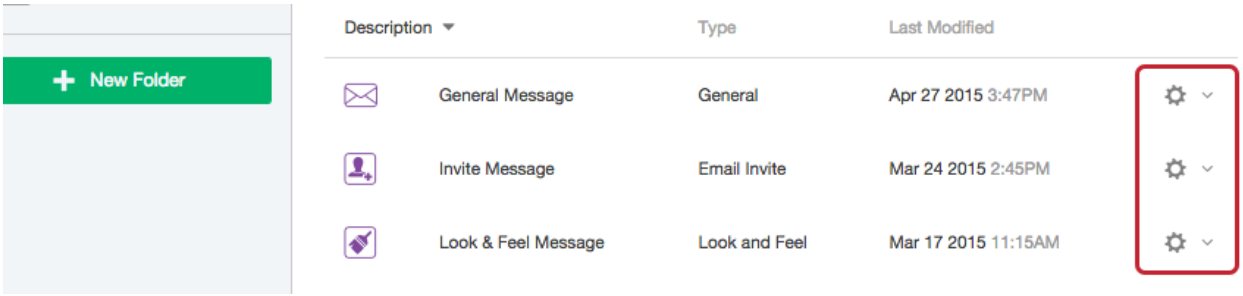
- **General Messages:** Messages used in features like authenticators and the table of contents. You can access or create these messages in the survey flow in the Survey tab.
- **Reminder Emails:** Email messages sent to remind participants in an email distribution to take your survey. You can access or make these messages in the Emails section in the Distributions tab.
- **Validation Messages:** Explanatory messages participants see when they fail specific validation requirements (e.g., not answering a question that has force response or inputting text in a question that has numeric content validation). You can access or create these messages in the survey option or any question's custom validation menu.
- **Email Subject Messages:** Subject lines for emails sent in an email survey invitation. You can access or make these messages in the Emails section in the Distributions tab.
- **Thank You Emails:** Emails sent to participants who have completed a survey in an Email distribution. You can access or create these messages in the survey options menu within the Survey tab and in the Emails section within the Distributions tab.
- **Inactive Survey Messages:** The message participants see when they open a link to an inactive survey. You can access or create these messages in the survey options menu in the Survey tab.
- **SMS Invites:** Text messages to invite participants to take the Anonymous Link of your survey. You can access or create these messages in the SMS section in the Distributions tab.

Qtip: SMS access is an add-on feature for your Qualtrics license and will need to be enabled for you to use it. Contact your Brand Administrator for more information.

- **Ticket Messages:** An email you can send to follow up on a ticket task.

Message Library Options

The message option menu is found within the gray gear dropdown, located to the far right of each message.



For messages in your library, you can perform the following actions:

- **View:** View a preview of the message.
- **Rename:** Edit the name of the message.

- **Edit:** Edit the message type, folder, name, and content.

Qtip: If you modify the source message of a scheduled email invitation before your invitation has sent, the most recently saved message will appear in the survey invitation.

- **Reveal in Folder:** Move to the folder the message is in.
- **Copy:** Copy the message to your account or to a group library.
- **Translate:** Translate your message into other languages so that each respondent will see the survey in a language they are comfortable with.
- **Delete:** Delete the message from the library.

Warning: Deleting the source message in the library will remove the file from any survey or invitation that the message is being used in.