

@UAZCampusHealth Social Media Survey Insights

2022 Report

This report shares insights on @UAZCampusHealth's Social Media platforms and their impact on those who follow. The data sources are the Health and Wellness Survey and the @UAZCampusHealth Social Media Survey.

Health and Wellness Survey

The 2022 Health and Wellness survey was administered in Spring 2022 by Campus Health (mid February – early March). The survey was completely digitally via a link and/or a QR code and was administered in virtual classrooms, in-person classrooms, and over D2L. For 2022, 5,352 undergraduate students were sampled.

@UAZCampusHealth Social Media Survey

From October 17-28, 2022, a survey was conducted to assess social media as an effective health education and behavior change tool. The survey was disseminated over @UAZCampusHealth social platforms as a bit.ly link with the incentive of a drawing for a \$50 UA Bookstores gift card (2 total). For 2022, 312 followers completed the survey.

Health and Wellness Survey Findings

11%

accessed our social media @UAZCampusHealth on Facebook, Instagram, Twitter during the past year



8%



1%



1%



Instagram is most popular with students



A substantial amount of UA students are accessing @UAZCampusHealth social media platforms, and more than half of those students are using what they've learned to improve their health and wellbeing.



61%

have used some of the information they've learned on Campus Health social media to improve their health and wellbeing



91%

Said they definitely or maybe would recommend @UAZCampusHealth to a friend

@UAZCampusHealth Social Media Survey Findings



96%

are likely to use any services at Campus Health because of the social media content

88%

definitely or maybe learned something new from information posted on our social media

Select information that respondents learned:

- "Options to look for in CAPS and free vaccine dates."
- "All about the resources Campus Health provides."
- "Any events going on around campus related to health services or mental health."



78%

do not follow any other health and wellness organizations



79%

feel our social media mental health content has been helpful



"There is a Hideaway at the Bear Down Gym."



"How to schedule appointments."



"We can always reach out for help."

33%



have **made positive health changes** based on information posted



37%



might have **made positive health changes** based on information posted on our

Select behavior changes respondents shared:

- "I got my flu and COVID-19 vaccines."
- "I've gotten into the healthy lifestyle and menu options shared on the podcast."
- "Made an appointment that I wouldn't have thought of otherwise."
- "They host some animal sessions or stress busters that help and encourage me."
- "I recently started seeing someone at CAPS."
- "I was able to help my roommate use protection due to the free condoms."
- "More meditation and breathing for stress."
- "Limiting alcohol consumption and still being safe."



83%

feel that following our social media helps them **know where to access credible health information online**



74%

feel the information posted on our social media **increases their confidence that they can engage in health-supportive behaviors**



Based on the data, @UAZCampusHealth social media helps increase health and wellness knowledge and confidence, and promotes positive health changes. Students are also more likely to use Campus Health because of the social media content. Our social media has been effectively used both as a health education and behavior change tool. Data suggests that users make concrete behavior changes based on our social media content. Our followers look to Campus Health as a reliable, trusted source for health and wellness information and resources.

@UAZCampusHealth social media follows of respondents:



91%



12%



16%

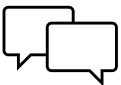


Instagram is most popular with students



100%

Understand the information posted on our social media



"Accessibility to all is given with the platforms that campus health uses."



44%

Frequently click on our posts to get more information

47%

Occasionally click on our posts to get more information



"I've learned what it means to be a part of a community with other people who are also human and struggle with anxiety and how to be more open to help others and myself."



"I love the healthy advice and wellness tips Campus Health social media has provided. I like to use these tips to better myself or help others around me who are struggling."

For more, visit: [We've Got Data](#)

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