@UAZCampusHealth
Social Media Survey Insights
- 2023 Report -
@UAZCampusHealth Social Media Survey Insights

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

**Health & Wellness Survey**
The 2023 Health & Wellness Survey was administered in Spring 2023 (early February – early March) by Campus Health. The survey was administered digitally via a link and/or a QR code in virtual classrooms, in-person classrooms, and posted on D2L. In 2023, 3,564 undergraduate students were sampled.

**@UAZCampusHealth Social Media Survey**
From October 16-27, 2023, a survey was conducted to assess social media as an effective health education and behavior change tool. The survey was disseminated over @UAZCampusHealth social media platforms as a bit.ly link with a drawing for a $50 UA Bookstores gift card (2 total) as an incentive. In 2023, 333 followers completed the survey.

---

### Health and Wellness Survey Findings

- **12%** accessed our social media @UAZCampusHealth on Facebook, Instagram, Twitter during the past year

  - 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.

- **53%** 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

- **94%** are likely to use any services at Campus Health because of the social media content

- **96%** definitely or maybe learned something new from information posted on our social media

  **Select information that respondents learned:**

  - “All the mental health resources and events.”
  - “How to fulfill nutritional needs while being a college student on a budget.”
  - “Sleep is one of the best things for your body.”

- **51%** do not follow any other health and wellness organizations

- **66%** feel our social media mental health content has been helpful

  - “Campus Health offers more than what I thought.”
  - “How to make an appointment.”
  - “How to cope with my anxiety.”
48% have made positive health changes based on information posted on our social media.

29% might have made positive health changes based on information posted on our social media.

Select behavior changes respondents shared:

- “I got my COVID vax and flu shot!”
- “Getting STD tested.”
- “I’ve used Campus Health multiple times now.”
- “I have learned to be more conscientious of how I speak to others and myself about health and body image!”
- “I started seeing a provider at CAPS.”
- “I take study breaks and relax a little more, especially at the Campus Hideaway.”
- “I made an appointment at Campus Health.”
- “I’ve been getting more sleep and taking more breaks to mentally check in with myself.”

84% feel that following our social media helps them know where to access credible health information online.

97% feel our social media content adds value to their feed.

@UAZCampusHealth social media is an effective health education and behavior change tool. Social media content increases health and wellness knowledge and promotes health-supportive behaviors leading to concrete positive health changes among followers. Students are more likely to use Campus Health and attend an event or program because of social media content.

100% understand the information posted on our social media.

40% frequently click on our posts to get more information.

46% occasionally click on our posts to get more information.

72% feel the information posted on our social media increases their confidence that they can engage in health-supportive behaviors.

96% Instagram is most popular with students.

For more, visit: We’ve Got Data

Report Prepared By:
Carrie Johnson, MEd, CHES | Health Communications Manager
Campus Health Evaluation Team