



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



**CAMPUS  
HEALTH**

# @UAZCampusHealth Social Media Survey Insights

2023 Report

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

Students who follow @UAZCampus Health:



8%



1%



0.4%



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**



# 72%

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

@UACampusHealth 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.

@UACampusHealth social media follows of respondents:



96%



9%



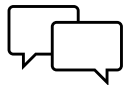
8%



Instagram is most popular with students



# 100%

**Understand the information** posted on our social media

"I definitely know there are people who care about me and information on how to get help."



# 40%

**Frequently click** on our posts to get more information

# 46%

**Occasionally click** on our posts to get more information

"I have learned about the various types of vaccines you guys offer and have been able to inform my friends about it, getting advice from counselors, tips for whenever I'm anxious or have anxiety, how to destress, learning about fruits and veggies, this list could just go on and on!"



"The Campus Health posts always provide a break from a lot of the other content that I see on my social media, which can be negative at times. Their posts often help to ground me and encourage me to take care of myself."

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

Report Prepared By:

Carrie Johnson, MEd, CHES | Health Communications Manager  
Campus Health Evaluation Team



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