@UAZCampusHealth
Social Media Survey Insights
- 2023 Report -
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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% Instagram
- 1% Facebook
- 0.4% Twitter

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.

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

“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

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