

# @UACampusHealth Social Media Survey Insights

2020/2021 Report

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

## Health and Wellness Survey

The 2021 Health and Wellness survey was administered in Spring 2021 by Campus Health (2/12 – 3/31). In order to adapt to COVID-19, the survey was completely digital and was administered in virtual classrooms and over D2L. Despite these limitations, the sample size was similar to previous years. For 2021, 4,129 undergraduate students were sampled.

## @UACampusHealth Social Media Survey

From October 12-23, 2020, a survey was conducted to assess social media as an effective health education and behavior change tool. The survey was disseminated over @UACampusHealth social platforms as a bit.ly link with the incentive of a drawing for a free nutrition coaching session with a Campus Health dietitian. For 2020, 37 followers completed the survey.

## Health and Wellness Survey Findings

16%

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



10%



2%



2%



Instagram is most popular with students



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



58%

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



92%

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

## @UACampusHealth Social Media Survey Findings

89%

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



81%

Feel our social media content has been helpful dealing with COVID-19

### Select information that respondents learned:



"Learned how to get tested for COVID"



"How important sleep is"



"Pronouns"



"Knowing how not alone I am"



"How to get a flu shot"



"Mindfulness tips"



"Incorporating protein sources into breakfast"

# 30%



Have **made positive health changes** based on information posted on our social media.



# 51%



Might have **made positive health changes** based on information posted on our social media.

### Select behavior changes respondents shared:

- "Got my flu shot"
- "Went to Cooking on Campus events"
- "Helped with motivation"
- "I have better set a routine for sleep throughout COVID, which has proved beneficial in many areas"



# 73%

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



# 81%

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

Based on the data, @UAZCampusHealth social media helps increase knowledge and confidence, and promote positive health changes. 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:



87%



27%



14%

*Instagram is most popular with students*



# 100%

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



*"I always look forward to your posts because they are informative while being digestible"*

# 41%

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

# 46%

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



*"Since I have been self-isolating, while it feels like so many other people aren't, Campus Health posts some supportive material"*

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

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