

@UACampusHealth Social Media Survey Insights

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 11-22, 2021, 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 2021, 31 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

97%

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

Select information that respondents learned:

- "That you could get flu shots and about the pharmacy"
- "I learn new health facts each day"
- "Drop-in meditations and cooking classes"
- "Events on campus, Q & As like todays on nutrition"
- "It's where I originally learned about the mental health services offered"



81%

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



74%

Feel our social media mental health content has been helpful

26%



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



36%



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

Select behavior changes respondents shared:

- "Attended classes/services posted about"
- "Eating better and going to therapy"
- "I've begun paying closer attention to my habits. Do I harbor some of these nutrition myths? Am I monitoring my wellbeing? Do I take time to de-stress? I've found questions like these are helping me be more aware of my mental and physical being."



65%

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 health and wellness 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:



84%



16%



19%

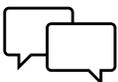


Instagram is most popular with students



100%

Understand the information posted on our social media



"Information on everything is so accessible, I've never experienced that with other healthcare-based accounts"

42%

Frequently click on our posts to get more information

52%

Occasionally click on our posts to get more information



"Campus Health, above all, has taught me to appreciate the diversity of what "healthy" looks like physically, mentally and emotionally."

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

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