



**@UAZCampusHealth**  
**Social Media Survey Insights**  
**- 2024 Report -**



**CAMPUS  
HEALTH**

# @UACampusHealth Social Media Survey Insights

2024 Report

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

## Health & Wellness Survey

The 2024 Health & Wellness Survey was administered in Spring 2024 (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 2024, there was a final undergraduate student sample of 4,567.

## @UACampusHealth Social Media Survey

From October 14-25, 2024, a survey was conducted to assess social media as an effective health education and behavior change tool. The survey was disseminated over @UACampusHealth social media platforms as a bit.ly link with a drawing for a \$50 gift card to The Campus Store as an incentive. In 2024, 401 followers completed the survey.

## Health and Wellness Survey Findings

**13%** accessed our social media @UACampusHealth on Facebook, Instagram, Twitter during the past year

Students who follow @UACampus Health:



79%



3%



4%



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.



**68%**

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



**93%**

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

## @UACampusHealth Social Media Survey Findings



**94%**

are more likely to use any services at Campus Health because of the social media content

**94%** definitely or maybe learned something new from information posted on Campus Health social media

### Select information that respondents learned:

- ☒ "About events being held and services."
- ☒ "I've learned about events going on but the major thing I've learned about was WellCats which is now a club I am a part of."
- ☒ "How to take care of my mental health."



**47%**

do not follow any other health and wellness organizations



**73%**

feel our social media mental health content has been helpful

- ☒ "I've learned that there are way more resources than I originally thought and a lot more flexibility with getting help both mentally and physically."
- ☒ "How to make an appointment."
- ☒ "I have learned that they still take you even if you do not have insurance."

# 47%



have **made positive health changes** based on information posted on Campus Health social media.



# 30%



might have **made positive health changes** based on information posted on Campus Health social media.

## Select behavior changes respondents shared:

- ☒ "Scheduled appointments to get my flu and COVID shots."
- ☒ "I joined Togetherall."
- ☒ "I've actually gone to the doctor instead of ignoring my problems."
- ☒ "Going in to get an IUD at the women's health center of Campus Health."
- ☒ "I went to CAPS to get help with stress and improve coping skills to help me in and out of school."
- ☒ "Checked out more stuff around campus and made new friends."
- ☒ "I have utilized the [Hideaway] as a good place to relax in between classes and it allows me to decompress. I notice when I leave, I leave a lot lighter and stress free."



# 96%

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**



# 96%

**Are more likely to attend an event or program** after seeing a post on @UAZCampus Health



# 77%

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



@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.

@UAZCampusHealth social media accounts followed by respondents:



# 94%

# 11%

# 9%

**Instagram is most popular with students**



# 100%

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



*"I know that if I ever need something I could count on Campus Health."*



# 40%

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

# 48%

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

"While I originally followed the Campus Health Instagram in freshman year to earn a free t-shirt at the time, I have never stopped following as it has proven to provide such helpful information while I am both on and off campus about services provided and events happening!"



"I've learned about so many different resources and events they do for the students. I love that they really let everyone know about them as well, their posts are always attractive and informative, like recently the flu shots. They have so many amazing mental wellness events for so many different topics, amidst all the chaos in the world and in our lives right now, I feel safe and supported by what they do and how they do it."

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