



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

Health & Wellness Survey

The 2025 Health & Wellness Survey was administered in Spring 2025 (end of January - February) 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 2025, there was a final undergraduate student sample of 3,928.

@UACampusHealth Social Media Survey

From October 13-24, 2025, 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 2025, 246 followers completed the survey.

Health and Wellness Survey Findings

12% accessed @UACampusHealth social media on Facebook, Instagram, or Twitter during the school year

Students who follow @UACampus Health:



85%



3%



3%



U of A students are accessing @UACampusHealth social media platforms, and a substantial amount of followers are using what they've learned to improve their health and wellbeing.



64%

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



95%

of followers said they definitely or maybe would recommend following @UACampusHealth to a friend

@UACampusHealth Social Media Survey Findings



Over two-thirds of followers are more likely to use any service at Campus Health because of the social media content

96% definitely or maybe learned something new from information posted on Campus Health social media

Select information that respondents learned:

- "That I can get my flu shot at Campus Health, and where it is located."
- "I learned about food and how to cook."
- "New things to check out and go be involved in. Finding community."

41%

do not follow other health and wellness organizations



69%

feel our social media mental health content has been helpful

- "I've learned about the various services offered, where to go, and how to make appointments."
- "How much one drink is when it's hard alc."
- "It's a safe space for when I need help physically or mentally."

50%



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



26%



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

Select behavior changes respondents shared:

- "The Instagram has helped me learn easier ways to access campus health services- so I make appointments more frequently."
- "I got vaccinated for covid/flu."
- "The green, yellow, and red flag post about eating made me start to realize my unhealthy eating habits and try to be more comfortable eating."
- "I have started counseling sessions and been working on my mental health!"
- "I try to take a break between classes by going to the hideaway."
- "I now go to see the doctor yearly and the women's health center for yearly check ups which has been great."



97%

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



98%

feel our social media content **adds value to their feed**



95%

are more likely to attend an event or program after seeing a post on @UAZCampusHealth



76%

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:



Instagram is most popular with students



100%

understand the information posted on @UAZCampusHealth social media



"I love how simple yet effective the information is given."

"I think the information is delivered in an easy to digest manner."



43%

frequently click on posts to get more information

48%

occasionally click on posts to get more information



"I really enjoy what you guys are doing for the students and it shows that you guys truly care about our well being outside of just being students. Thank you!"

"It give[s] me something new and meaningful to look at every few days."

"Just very helpful, including and welcoming."

"Some things that i have learned from the [campus health] posts and stories is that there should be balance and the fun plus sustainable as ever since i have been doing laundry or house chores, i have experienced less stress. I also started to get out of [my] comfort zone and joined new clubs or class such bookclub and leadership bluechip and i have seen change in myself. I have gained more freedom ever since I left high school."

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