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Health Promotion and Social Media Engagement of Students and UBC Recreation

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Health Promotion and Social Media Engagement of Students and UBC Recreation

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EXECUTIVE SUMMARY

The aim of this research paper was to explore current UBC Vancouver (UBCV) student's motivation to follow or not follow UBC Recreation and Athletics (UBC Rec) social media pages, specifically Facebook and Instagram. Through our research, we identified strategies UBC Rec can use to get students more interested and engaged with their health-related content. Sedentary time among students has increased especially due to the COVID-19 lockdown (Romero-Blanco et al., 2020). As increases in sedentary time is positively associated with poor health outcomes such as cardiovascular disease (CVD), cancer, and obesity, increasing physical activity is of utmost importance as it would have profound effects on both the individual and society as a whole (Romero-Blanco et al., 2020).

In order to approach our research question, we created an online survey consisting of 19 questions using Qualtrics. Survey questions were aimed at assessing students' current status with UBC Rec social media pages. It included topics such as demographics, current physical activity levels, current engagement levels with UBC Rec content on social media, and recommendations for UBC Rec. The online survey was distributed through our personal social media accounts. This was done via private messaging and posting in large Facebook groups to increase exposure. After the recruitment period, we collected 61 responses and used a combination of quantitative and qualitative analysis to decode open-ended questions into meaningful categories.

Our data showed that most of our respondent profiles of UBC students have not previously been engaged in UBC Recreation programs or do not follow them on their social media pages. Most of the respondents shared interest in following UBC Recreation social media in order to get information on upcoming events on campus or to get inspiration for workouts. It is evident based on the assessed population that new techniques or communication outreach can be made in order to increase traction and engagement among the target population.

Our findings led us to four recommendations to our project partner, UBC Rec. Our first recommendation is to use posts on Instagram as opposed to IGTVs or Reels. Our second recommendation is to post more about nutrition and quick workouts that students can easily follow while working from home or studying. Our third recommendation is to increase promotion by making media partnerships with other UBC organizations such as UBC Wellness and UBC Student Life. Lastly, we recommend that they use incentives and create fun challenges to increase flow to their content and social media pages. We hope that through our analysis and recommendations, UBC Rec will be able to better engage the student population to encourage physical activity and improve health and quality of life.

INTRODUCTION

The World Health Organization (WHO) estimates more than a quarter of the world's population are insufficiently active, with levels of inactivity being twice as high in high-income countries compared to low-income countries (WHO, 2020). More importantly, recent studies have shown that sitting time has increased among university students during confinement due to the COVID-19 pandemic (Romero-Blanco et al., 2020). This reality poses a great risk to our society as studies have shown that increases in sedentary time in adults are associated with chronic health conditions such as cardiovascular disease (CVD), obesity, cancer and mental health (Cliff et al., 2016; Nam et al., 2017). Physical activity (PA) not only improves health and quality of life, but it is an effective non-pharmaceutical intervention to prevent these chronic diseases (Muller and Khoo, 2014). During a time like this where Malcolm and Philippa (2020) have stated that 'staying as physically active as possible is more important than ever', it is a critical part of the community's responsibility to promote active living initiatives. Due to health concerns amidst the ongoing COVID-19 pandemic, normal recreation programs have transitioned and individuals are now often resorting to home-based alternatives or online platforms to engage in PA (Rhodes et. al, 2020). In this generation where digital health promotion is the promising avenue to promote healthy behaviours, social media plays a key role in connecting the community through sport and recreation programs (Lupton 2012; Kang et. al, 2019; Rhodes et. al, 2020).

This research paper will focus on the current University of British Columbia Athletics and Recreation (UBC Rec) media channels, specifically Instagram and Facebook, on health promotion outreach to the student population. Through community research and data analysis, we will assess current methods of health promotion and recommend strategies to effectively

engage users to their PA programs. Our research targets the student population at the UBC Vancouver (UBCV) campus as research shows that “social media use within university students is almost universal” (Perrault et al., 2019).

LITERATURE REVIEW

The UBC Rec department works to construct and enable an active, healthy and connected community where students, faculty, and staff can come together through various sports and recreation programs across campus (UBC Athletics and Recreation). Through providing comprehensive PA programs of various activities and sports, the UBC Rec department seeks to increase community participation to enhance personal wellbeing. In order to communicate these goals, UBC Rec utilizes Facebook and Instagram as primary means to engage the student population and posts information on upcoming events and programs, virtual workouts, and educational content. With over 13, 000 followers on Facebook and almost 6000 followers on Instagram, social media proves to be a prime channel to reach university students regarding health-related information. However, based on observation, a current issue in current UBC Rec efforts in social media is the lack of engagement (likes, comments, views) with their content compared to their follower count. This poses a great problem as usage of social media is only effective if students are actually following, interacting and sharing the posts being released by UBC Rec (Perrault et al., 2019).

Social Media and Health Information

Over the years the method of health promotion delivery has drastically changed as our primary form of media has evolved. From the development of the World Wide Web in 1994 to the current generation of digital health promotion where individuals have access to produce and

consume content, this has allowed individuals to easily seek information regarding health topics (Lupton, 2014). In fact, a survey of American respondents found that 80% of adult internet users use the online search engine for health information, becoming the third most common use of the Internet (Lupton, 2014). Moreover, through the emergence of mobile devices that are portable and can easily connect to the Internet, social media platforms such as Twitter, Facebook, Youtube, and Instagram have emerged allowing an additional avenue to promote and change health related behaviours (Lupton, 2014). Studies have proven that social marketing is a useful tool to influence and change people's behaviours due to its ability to reach rural communities and allow peer-to-peer support (Mehmet, Roberts and Nayeem, 2020). Therefore, when used effectively, social media marketing can be advocated as a prime channel for organizations such as UBC Rec who are trying to target a body of individuals to promote physical activity and well-being. That being said, with almost all university students active on social media for diverse reasons such as social interaction, entertainment, and information exchange, the chances they will encounter important health information remains high (Prybutook and Ryan, 2015). Thus, social media is and continues to be the favourable method to disseminate health-related messages (Perrault et al., 2019).

Engagement with Social Media

While research has shown that 80% and 71% of university students are users of Facebook and Instagram, respectively, there are limited studies analyzing how people use these platforms in the context of health and physical activity (Perrault et al., 2019; Oh and Kim, 2014). Among the few studies, there is a divide in a user's attitude towards utilizing social media for health information. One study by Newman et al., (2011) revealed that big social media platforms like Facebook may not be an effective space for individuals to share and receive support regarding

their health condition because of the pressure to present oneself as a “positive” and “appealing” member of the community. Another study done by Shaw and Johnson (2011) reports that a significant percentage of individuals living with diabetes actually use population social networking sites (i.e., Facebook) to seek health information. Therefore, utilizing social media platforms is considered an appropriate way to implement diabetes education and social support groups (Shaw and Johnson, 2011). However, the current problem is that these findings do not translate as well when it comes to university students engaging with health related content on social media platforms. This is exemplified in a study done by Perrault et al. (2019), where they found that the Facebook pages created by student health centers only received a median number of likes between 191 and 496 despite having an online presence of 6 years. They further mention that their most recent posts were more promotional rather than trying to socially engage with their followers (Perrault et al., 2019). When compared to current UBC Rec’s Facebook and Instagram page, a similar trend is noticed. Although UBC Rec utilizes incentives for participation by organizing gift card prizes, a majority of their posts are providing information rather than stimulating conversation and action. This causes limited reach towards students because it takes away the “social” aspect of social media and returns to a one-way communication between the organization and the audience (Perrault et al., 2019). Although having an online presence through the creation of a UBC Rec social page is a notable first step towards engaging the community, the next and more crucial step is assessing the user’s motivation to follow, interact and share with health related content. This will allow a more curated approach to content creation that will better target and capture the attention of UBCV students through social media.

With this current gap in knowledge, the purpose of this study is to provide a comprehensive analysis on current UBCV student's motivation to follow or not follow UBC Rec social media pages on Facebook and Instagram, seek health related information and interact with their current content. In addition, we will provide insight into the types of media (i.e., post, video, story) students are most likely to engage in. The information uncovered will be used to provide evidence-based recommendations to UBC Rec's current health promotional strategy to ensure an opportunity for a two-way communication between UBC Rec and the students.

METHODS

Study Population & Rationale

The target population of interest for this study is UBC Vancouver (UBCV) students who are current users of large social media platforms such as Instagram and Facebook. As previous literature has shown, the current age demographic representing the largest audience in both Instagram and Facebook is between the ages 25-34 year olds (Sehl, 2021; Barnhart, 2021) supporting the notion that students are the biggest consumers of social media. Therefore, receiving feedback from these participants will provide necessary information on strategies to maximize engagement and capture the attention of these individuals when promoting health and physical activity. Although the ideal participants are students who follow the UBC Recreation page on these various social media platforms mentioned above, it is not necessary as we can collect valuable data on the barriers influencing the lack of participation or engagement.

As all research suggests that sedentary behaviour and physical activity are negatively correlated, with high levels of sedentary behaviour being associated with negative health outcomes, it is critical that physical activity interventions are implemented to reduce sedentary

behaviour in university students. Therefore, UBC Recreations' primary responsibility more than ever, especially due to COVID-19, is to provide resources and programs to promote students to be active even at home (Castro et al., 2018). Our job as researchers is to collect data from our UBCV student population on the various methods of content delivery (posts, stories, videos) they prefer to see and which they are more likely to engage in to actively pursue a healthier, active lifestyle.

Recruitment Procedure

Our primary goal was to try and collect data from diverse student groups in various faculties so that our research can represent the diverse student body as best as we can. To do this, we created an online survey using Qualtrics. Qualtrics is an easy-to-use online survey tool that offers a wide range of useful features such as multiple choice questions and open-ended questions (UBC Survey Tool, 2020). Therefore, it is a convenient way to recruit participants from different student bodies, as a big advantage of online survey research is the ability to access unique populations and individuals who would otherwise be difficult to reach (Wright, 2005). Other benefits of online surveys are that they are quick, take only a few minutes to complete, and are cost and environmentally friendly since everything can be done online allowing us (as researchers) to acquire large quantities of data in a short amount of time (Wright, 2005; Kelley et al., 2003). Our online survey consisted of nineteen questions that would take no more than 15 minutes to complete. Fifteen of the survey questions were multiple choice questions asking general questions regarding their preferences with different social media platforms and engagement to various content delivery methods and four open ended questions to provide reasoning or feedback for their choices (see Appendix C). All participants were automatically directed to a consent form prior to completing the survey outlining the purpose of the study, the

risks and benefits of the study, the contact information of the researcher and Office of Research Ethics, the right to withdraw, and confidentiality forms ensuring the privacy of all participants will be upheld throughout the duration of the study and beyond (see Appendix B).

Participants were recruited using Instagram and Facebook from our personal accounts where we shared the link to the online survey on Qualtrics as well as created posts on various UBC student Facebook groups such as the cohort Class of 2021 undergraduate groups and the UBC Kinesiology Class of 2020 undergraduate group. The only inclusion criteria for participation is that individuals had to be a student currently attending the UBC Vancouver campus. All participants remained completely anonymous to ensure the privacy and confidentiality of their responses. After the recruitment period from March 22nd to March 31st 2021, we were able to gather a total of 61 eligible participants.

Data Analysis

The collected data was analyzed using a combination of quantitative analysis and qualitative analysis. Specifically, quantitative analysis was used to analyze the closed-ended multiple choice questions in our survey whereas, the open-ended questions were analyzed through qualitative analysis (SHIFT Communications, 2021). Quantitative analysis allowed us to collect numerical data on the various multiple choice questions providing information on participant responses to the survey questions (McGill, 2021). Based on these numerical values, we further analyzed our data using statistical figures and procedures to make associations between data sets. Additionally, qualitative analysis was used to analyze the open-ended questions by grouping our data into recurring themes and concepts (McGill, 2021). This will allow us to get a grasp of understanding on some of the reasoning behind their choices and behaviours. The data collected via qualtrics will allow us to get a deeper understanding as to

what type of posts that would be most intriguing to current UBC students. The responses that we received will allow us to generate recommendations and strategies for UBC Rec to incorporate into their posts to further improve their engagement with students when promoting physical activity.

FINDINGS

Our respondent profile consisted of 61 current UBC students between the ages of 16-18 (3.28%), 18-23 (86.89%), and 24-28 (9.84%). Of these students, most engage in moderate to vigorous physical activity 2-3 days per week (37.70%), followed by 4-5 days/week (26.23%), 1 day/week (22.95%), and 5+ days/week (13.11%). The top three social media platforms used by the majority of the respondent profile are Instagram (35.61%), Facebook (20.45%) and Youtube (18.18%). 72.13% of the respondent profile do not follow UBC Rec on social media platforms and 73.77% of respondents do not visit UBC Rec social media pages. This trend continues when the data illustrates that most of the respondents rarely see UBC Rec promotional materials on their feed (50%). A slim majority of all respondents have heard and participated in UBC Rec programs (50.82%), but most of the respondents have never participated or tried any of the workouts posted by UBC Rec (86.21%).

Respondents reported that out of social media outreach received by UBC Rec, most respondents were most interested in seeing posts (51.72%) over stories (34.48%) or reels (12.07%) on Instagram. Currently, respondents report seeing mostly program promotion material (47.27%) over more informative posts (23.68%) or workout videos (15.79%) on UBC Rec social media feeds. Those who do interact with UBC Rec's social media pages report looking to see what kind of events are coming up at UBC Rec (42.86%) and look at the page to stay up to date on what is happening on campus (35.71%). Most of the respondents have not participated in a

UBC Rec event this past year (86.21%) due to compounded challenges from the COVID-19 pandemic, Zoom fatigue, holding a busier academic and personal schedule this year, or not being aware of the services offered because not on campus. The survey respondents reported that the posts they would like to see would include fitness tips and strategies (19.23%), at-home workouts (18.13%), and current programs available at UBC Rec (18.68%).

Respondents recommended for UBC Rec to consider increasing nutrition-based posts, “easy ways to stay fit” themed posts, follow-along workouts, overall health promotion posts that integrate mental and physical wellness, and simple recipe posts that can be utilized by the general UBC population and is budget friendly. Some themes for UBC Rec to consider that increased motivation by the respondent profile to engage in physical activity was watching people lift heavy weights, seeing people of all sizes and abilities accomplish their wellness goals, post-exercise self care/stretchers, simple workouts that seem fun, engaging HIIT exercises, and posts sharing a variety of activities that can also take place outside of a gym or recreation facility. The respondents shared that UBC Rec can increase engagement among the greater UBC population by providing more prizes/giveaways that require students to follow pages, tips that share how to balance school with fitness, increase featuring students and variety in representation, discuss the programs in classes through educators and infographic outreach, and create challenges that connect with a large group of people or develop an ambassador program.

DISCUSSION

After analyzing the results from our survey, there are a few issues that have been found for student engagement with UBC Rec’s social media platforms. The quantitative data shows that almost all participants have heard of UBC Rec, and although having heard of UBC Rec, most

participants do not follow them on social media and half rarely see their content. Interestingly, even though only very few participants said that they have never heard of UBC Rec in general, many participants discussed being unaware that they have social media platforms to follow and engage with. For the social media platforms most students follow, Instagram was ranked highest and then Facebook. In correlation with data from the students when asked what social media platform they use the most, Instagram and Facebook were the top two, following with YouTube, TikTok, and Twitter. These findings suggest high levels of usage on these platforms and UBC Rec has already been capitalizing on this, which is why our study is focused on Instagram and Facebook.

There were also some contradicting findings in our survey; the majority of students said they have never tried any workouts posted by UBC Rec but when asked what type of posts would interest them the most, fitness tips and strategies was the highest chosen answer. Following were current programs available at UBC, at-home workouts, information on health benefits, workouts for the gym, and information on upcoming events. Over half of the students said that posts would interest them the most, followed by stories, reels, and IGTV in last. After looking through UBC Rec's Instagram page, it appears that many of their posts related to fitness and workouts are in the form of IGTV videos anywhere from a few minutes to 50+ minutes long. In comparison to their reels, that have hundreds to thousands of more views and are much shorter videos. One article states that "marketers will have to contend with the reality of shrinking attention spans to modify and adjust their product campaigns and promotions" (Subramanian, 2018). The suggested length of videos on Instagram is 30 seconds in order to keep the attention of users and for longer videos on IGTV, it is important to capture attention within the first 30 seconds (Talking Tree Creative, 2020). Due to UBC Rec's IGTV videos going up to almost an

hour long, it is likely students are not motivated to watch or lose interest quickly, resulting in posts and reels grabbing the attention from students more. With this, we suggest focusing on creating multiple short videos within posts and supplementing them with longer videos for their IGTV or reels.

In relation to a study done by Perrault et al., it was found that student engagement and interaction with social media accounts would increase through incentives, relevant content, and being more aware that these platforms exist (2019). After qualitatively analyzing our results, we found that a lot of students wrote that they would recommend UBC Rec to provide prizes, challenges, and overall incentives to engage students and motivate them to follow their pages. As mentioned in the study done by Perrault et al., 20% of students discussed that they would likely follow these accounts if they found their content relevant. The content students would most like to see are posts about nutrition, recipes, and follow-along workouts. To increase student engagement on UBC Rec's social media platforms, it is important that there is more awareness and more incentives for students. One way to combat this is to increase awareness by introducing these accounts during orientation day to new students. Another would be to incorporate 'bring a buddy or group activities with friends' which will motivate students to tell their friends about UBC Rec. Finally, establishing media partnerships with other UBC departments such as UBC Wellbeing, UBC Student Life account, and the AMS would be key to sharing information across multiple accounts. Overall, it is important for UBC Rec to be promoted to students through all faculties at UBC, not just in the Kinesiology department.

Limitations

This research, however, is subject to several limitations. Our survey participants were recruited through different social media platforms from the team members' personal Instagram

and Facebook accounts. The Qualtrics survey link was posted in group pages and group chats. The UBC student Facebook groups selected for recruiting survey participants were groups chosen at random and groups that team members were already active members of. By posting our survey in Facebook groups such as the UBC Kinesiology Class of 202x groups, some of our survey participants were recruited from a pool of solely Kinesiology students. With physical activity directly related to the field of study of Kinesiology, Kinesiology students, particularly, may be better informed and engaged with the programs, facilities and resources available on UBC campus pertaining to physical activity, such as UBC Recreation, than their counterparts in other faculties. As well, Kinesiology students may be already active participants of regular physical activity, as Kinesiology students have greater knowledge and education surrounding topics of fitness and physical activity than non-Kinesiology students. Therefore, by posting in the UBC Kinesiology Class of 202x groups, this may have resulted in not a truly random sample. However, to help reduce bias, the survey was also shared in the UBC student Facebook groups such as the general cohort Class of 202x undergraduate groups, to recruit participants from a pool of students from various faculties to supplement our recruitment and further the reach of our survey.

Secondly, the study was conducted during the COVID-19 pandemic when fitness studios, gyms and other recreational facilities were either limited or closed to reduce human contact and further prevent the spread of the virus (Kaur et al., 2020). University campuses transitioned into an entirely virtual learning experience for students as well (Walke et al., 2020). With fewer individuals frequenting the UBC campus, this may have impacted UBC Rec's services and programs as well. This may have influenced participants' interest and motivation to engage with UBC Rec's social media platforms, as some information posted may be deemed only relevant to

the participants who reside on campus or are able to easily access campus and could participate in in-person socially distanced activities and events. As well, it is important to acknowledge Zoom fatigue as a new phenomenon unique to the COVID-19 pandemic. Zoom fatigue refers to the physical and emotional exhaustion stemming from the overuse of videoconferencing platforms and other technology as an outcome of the shift to online work and social lives (Wierderhold, 2020). Zoom fatigue was reported in the survey as a deterring factor that prevented participants from wanting to engage with another task online, such as participating in physical activity, in addition to their school, work and social life. However, further research is required to determine the effects of Zoom fatigue on participants' physical activity levels as well as their engagement with virtual workouts and social media platforms.

Lastly, upon completion of recruiting our survey participants, 61 responses were gathered from March 22nd to March 31st. 61 responses represents a small sample of the total number of UBCV students. For greater accuracy, a larger sample size may be able to provide more information on how to better improve student engagement with UBC Rec's social media. As well, university students were the target participants as we shared the survey in student groups, with the majority of survey participants ranging in the 18 to 23 year old demographic. UBC Rec's programs, facilities and resources are accessed by individuals of all ages. Further research with a more inclusive and expansive age sample may be more representative and allow for more information on how to better interest individuals to the UBC Rec's social media.

Recommendations

Our overall findings suggest that the main reasons why students at UBC are not engaging are because they are not interested in the posts that are made or that they are just not aware of the program and platforms at all. Our first recommendation is to upload posts on instagram rather

than IGTVs or reels. Our study found that posts are much more likely to be seen if a student is to browse their feed. Another reason why posts may be more effective than IGTVs is due to the length that IGTV and reels tend to be, and the difficulty in capturing attention that this may have compared to regular posts and the option to swipe through multiple short videos in one.

Another finding that should be mentioned is the huge interest in nutrition. Over 50% of participants stated that posts about nutrition and quick, healthy recipes would be more of interest. After browsing UBC Rec's instagram page, it is evident that they have posted recipes before, but we recommend posting them more routinely as it may pull more interest than the other themes of posts. The second most popular suggestion was to post more easy and quick follow-along workouts that students can do while working from home or studying. Since most individuals are now stuck being sedentary at home for work and for school, this proves to be a big interest during the pandemic.

Our data shows that over 70% of participants were unaware that UBC Rec still had a presence on social media during the pandemic, or were completely unaware of its existence in general. This is the biggest problem to combat in order to increase engagement with the student body. In order to further promote UBC Rec's social media, we recommend having more faculty members and professors mention UBC Rec to their students, specifically spreading outside of the faculty of Kinesiology, as this is the faculty that is most likely to engage in UBC Rec. Another way we could increase awareness is to use orientation days to introduce and encourage students to follow these accounts. Perrault's (2019) study showed that this was an effective technique as student's were aware of these accounts right from the get-go. Finally, establishing media partnerships with other UBC departments such as UBC Wellbeing, UBC Student Life account,

and the AMS would be key to sharing information across multiple accounts that reaches a myriad of individuals and increases awareness of UBC Rec programs.

The last recommendation we have is to use incentives and challenges. In Perrault's (2019) study, they found that 28% of students stated that it would take some sort of incentive to motivate them to follow these accounts (i.e., money, gift cards, or extra credit). Similar to this, we found that over 60% of participants stated incentives would motivate them to follow as well. In order to win prizes, we recommend that UBC Rec use fun challenges that involve grabbing a buddy or a group of friends to compete with. Doing this will incorporate incentives to motivate more engagement, as well as further spread more awareness about the program and platform at the same time.

CONCLUSION

It is known that almost all university students are users of social media for diverse reasons such as social interaction, entertainment, and information exchange. (Prybutook and Ryan, 2015). As studies have shown that 71-80% of university students are users of Instagram and Facebook, our research aligned with the literature. Based on our survey responses, both Instagram and Facebook were shown to be the top platform that the majority of our participants were using, yet the engagement with UBC Rec social media pages were not very high. Using the total number of students at UBC which is 54,804 and the total number of instagram followers that UBC Rec has, we calculated that under 9% of students are following their instagram page (UBC, 2020).

The goal of this project was to understand the reason behind the lack of engagement that students at UBC have toward UBC Rec and it's programs and platforms. In order to accomplish

this, the questions asked in our survey were provided in hopes to learn about certain barriers and interests that UBC student's have and don't have.

To our partners, we have provided 4 recommendations through our research that can be implemented right away, and some that can be put to use in the future: (1) to use posts more rather than IGTV or reels on instagram, or stories on facebook (2) to post more information about nutrition, recipes and quick workouts that students can do while working from home or studying, (3) to increase awareness about UBC Rec's platforms by getting a wider range of faculty members to talk about it, using orientation day to introduce it, and to have a media partnership with other UBC departments such as UBC Life, AMS or UBC Wellbeing, (4) to create fun challenges that involving grabbing your friends to compete and using incentives to further motivate students to engage.

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APPENDIX A
Recruitment Document

KIN 464: Health Promotion and Physical Activity Class-based Project

**If you are a student that is active on
social media, we would love to speak
with you!**

As part of a course-based research project (KIN 464), we are conducting a study on the Health Promotion, Social Media Engagement and Audience Retention of Students using University of British Columbia (UBC) Recreation Services. If you identify as a UBC student and use social media platforms (ie. Facebook and Instagram), we would love to hear more about your experiences with UBC Recreation's programs and media outreach. If you are interested, shoot Group 18 an email at morgane.lorenz@gmail.com.

Please note that this post is public and anyone who likes, comments or shares the link will, by doing so, be associated with the study. If you have any further questions, please do not hesitate to reach out. The Principal Investigator on this project is Dr. Andrea Bundon (andrea.bundon@ubc.ca).

APPENDIX B
Consent Form

CLASS PROJECT: Health Promotion and Physical Activity (KIN 464)
Participant Consent Form
UBC Rec Social Media as a successful health promotion tool
Group 18

Principal Investigator:

Dr. Andrea Bundon (Assistant Professor, School of Kinesiology, Faculty of Education)

The purpose of the class project: To gather knowledge and expertise from community members on the topic of UBC Recreation Social Media as a tool for health promotion. Specifically, we will be looking into health promotion, social media engagement and content interest of UBC Students across the Vancouver campus.

Study Procedures: With your permission, we are asking you to participate in a survey. You may only complete the survey once. With the information gathered, students will critically examine how different individuals understand or engage in health promoting activities or health promotion initiatives.

Project outcomes: The information gathered will be part of a written report for the class project. The written report will be shared with campus partners involved with the project. Summaries of findings will also be posted on the following websites. *No personal information/information that could identify participants will be included in these reports or shared with campus partners.*

UBC SEEDS Program Library:

<https://sustain.ubc.ca/courses-degrees/alternative-credit-options/seeds-sustainability-program/seeds-sustainability-library>

Potential benefits of class project: There are no explicit benefits to you by taking part in this class project. However, the interview will provide you with the opportunity to voice your opinion on your experiences with health promoting activities or initiatives in a broad sense and will provide the students with an opportunity to learn from your experiences.

Confidentiality: Maintaining the confidentiality of the participants involved in the research is paramount, and no names of participants will be collected.

At the completion of the course, all data (i.e. notes) and signed consent forms will be stored on a secure electronic drive by Dr. Bundon. All data and consent forms will be destroyed 1 year after completion of the course.

Risks:

The risks associated with participating in this research are minimal. There are no known physical, economic, or social risks associated with participation in this study. You should know that your participation is completely voluntary and you are free to withdraw from the study and there will not be negative impacts related to your withdrawal. If you withdraw from the study, all of the information you have shared up until that point will be destroyed.

Contact for information about the study: If you have any questions about this class project, you can contact Andrea Bundon by phone at 604-822-9168 or by email at andrea.bundon@ubc.ca

Research ethics complaints: If you have any concerns or complaints about your rights as a research participant and/or your experiences while participating in this study, contact the Research Participant Complaint Line in the UBC Office of Research Ethics at 604-822-8598 or e-mail RSIL@ors.ubc.ca . or call toll free 1-877-822-8598.

Consent: Your participation in this study is entirely voluntary and you may refuse to participate or withdraw from the study at any time.

By continuing with this study, you are providing consent

APPENDIX C
Survey Questions

1. Are you a current student at UBC? (y/n) **if no = close survey**
2. How old are you?
 - 16-18
 - 18-23
 - 24-28
 - 29-34
 - 35+
3. How often do you participate in moderate-vigorous exercise in a week? (i.e., working out, jogging, cycling, swimming)
 - 1 day/week
 - 2-3 days/week
 - 4-5 days/week
 - 5+ days/week
4. Which social media platform do you spend the most amount of time on? (check all that apply)
 - Facebook
 - Instagram
 - Twitter
 - Tik Tok
 - Youtube
 - Other: _____
5. Have you heard of UBC Recreation (UBC Rec) and their sport programs?
 - Yes
 - I've heard of it but I've never participated in any
 - No
6. How often do you see UBC Rec content on Social Media?
 - All the time
 - Sometimes
 - Rarely
 - Never
 - I don't know

7. What type of content do you see most often from UBC Rec on your social media? (check all that apply)
- Work out videos
 - Program promotional posts
 - Informative posts
 - Other: _____
8. Do you follow UBC Rec on Social Media platforms?
- If Yes, which ones? (list all): _____
 - If No, why not? _____
9. Do you ever voluntarily visit UBC Rec's Facebook/Instagram page?
- Yes
 - No (skip to Question 12)
10. If you selected YES for Question 10, for what reason?
- To see the workouts
 - To see upcoming events
 - To learn more about health and physical activity
 - To stay up to date
 - Other: _____
11. Which type of posts interests you the most on Instagram?
- Posts
 - Stories
 - Reels
 - IGTV
 - Videos
12. How often do you interact with UBC Rec's posts by liking, commenting, sharing, or saving?
- Always (every time I see a new post)
 - Often
 - Sometimes
 - Rarely
 - Never
13. What type of content on these posts would interest you the most? (select all that apply)
- Information on health benefits
 - At-home workouts

- Workouts for the gym
- Fitness tips & strategies
- Current programs available at UBC
- Information on upcoming events
- Other: _____ -

14. Have you attended any events hosted by UBC Recreation this year?

- Yes I have attended many
- No I have not

15. If you answered NO to Question 14, why not?

16. Have you tried any of the workouts suggested by UBC Rec?

- All the time
- Sometimes
- I have tried a few
- Never

17. What types of health promotion messaging would you like to see on the UBC Rec social media pages? (i.e., nutrition, group-friendly activities, follow-along workouts)

18. What types of posts online motivate you to participate in physical activity? (i.e., seeing how easy exercise can be)

19. What recommendations do you have for UBC Rec to help engage more students on Instagram & Facebook?

APPENDIX D

Sample Email Outreach Message

This illustrates an outreach email message that will be used as a platform for communication efforts by all research team members in Group 18(I).

Dear (Insert name of UBC Faculty/Staff Member),

We hope this message finds you safe and in good health. My name is (filled in based on member of research team) and my research team and I wanted to connect to gather interest in participating in a research study. In our KIN 464 Health Promotion course, our team has uncovered that staff and faculty are a significant population that is not as engaged with UBC Recreation and their programs offered. We want to uncover how social media strategies can be better adjusted to recruit middle-aged and older faculty and staff members on the UBC Vancouver campus to participate in UBC Recreation programs and identify barriers inhibiting their participation. If you have participated in a UBC Recreation program or session in the past 5 years, or have noticed over social media platforms the opportunities available at UBC Recreation, this survey is here to better your experience in participating in recreation services available at UBC Vancouver. If you are interested in participating, please send along the consent form completed in its entirety. Our research team will follow up with a survey link that should last 5 minutes at the least and 10 minutes at the most. We appreciate your consideration and support in better supporting services that can support faculty and staff alike at UBC Vancouver.

We are a community, and we can't be students without your guidance and leadership- thank you for your support. Please do not hesitate to reach out and we look forward to hearing from you.

Warmly, (Or preferred salutation)

Name of Research Team Group 18(I) Member