

University of British Columbia

Social Ecological Economic Development Studies (SEEDS) Sustainability Program

Student Research Report

How Can We Use UBC Recreation Social Media as a Successful Health Promotion Tool

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How Can We Use UBC Recreation Social Media as a Successful Health Promotion Tool

Group 17(I)

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School of Kinesiology, UBC

KIN 464: Health Promotion and Physical Activity

Dr. Bundon

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Executive Summary

The purpose of this study was to explore the social media usage of undergraduate students with the intent of providing UBC Recreation with findings that will help them improve their social media platforms and better promote health to students during the current pandemic. Past research suggests social media is an increasingly cost-beneficial route to disseminating health-related information to diverse populations (Neuhauser & Kreps, 2003). Out of 10 studies included in a systematic review of online social networks and health behavior changes, 9 reported significant improvements in some aspect of health behavior change (Maher et al., 2014). Platforms with extensive research in regards to health behaviors and promotion efforts include Facebook, Twitter, and in more recent years Instagram (Al-Eisa et al., 2016; Edney et al., 2018).

We endeavored to further examine the media platforms Facebook and Instagram, while also contributing to newer research on Tiktok. We obtained data by distributing an online survey to undergraduate UBC students. This study had a mix of open and closed-ended survey questions pertaining to health behaviors and social media usage. All close-ended survey questions were statistically analyzed using the analysis and reporting tools of the Qualtrics software. Further descriptive statistics included histograms, graphs, and charts to visually represent the data. The survey yielded 46 survey responses after the exclusion of UBC Recreation employees.

The results indicated that the current activity level of students was below the WHO recommendation for physical activity in adults (World Health Organization, 2020); less than 35% of students participated in more than three hours of physical activity in the past week (Appendix C, Figure 2). This indicates a need for further health promotion within the student community and despite UBC Recreation's current efforts, the promotional material is not reaching much of the student body. It was shown that 30.95% of participants had reported never seeing promotional material from UBC Recreation, or alternatively, 19% of participants only saw promotional material once (Appendix C, Figure 5). Lastly, 82.93% of participants reported they are most likely to take fitness-related advice from Instagram, 12.2% said they would be likely to take advice from TikTok and 4.88% would be likely to take advice from Facebook (Appendix C, Figure 8). Based on the results of the survey the following suggestions were made to UBC Recreation to increase their social media health promotion efforts.

The first recommendation is to maintain the consistency of quality posts while using incentives-based draws or events to get students to follow the UBC Recreation social media accounts. By offering incentives to follow these accounts, it could increase engagement and lead to students actually receiving the content being created. The ideal target for the incentive-based events is incoming students that would expose themselves to UBC Recreation's content throughout their undergraduate degree. Secondly, we recommend the use of short format virtual tours of the different facilities. Our research has shown that Instagram is the most widely used app we studied, but short videos may be adapted to each social media platform. Facilities to showcase include the aquatic center, the ice rink, the ARC, the SRC (including the BirdCoop, Dojo, Studio, and Gymnasium), and the outdoor sports fields. The final recommendation is that UBC Recreation conducts longitudinal studies of their social media accounts. By observing their social media accounts over time and recording responses to different posts and programs, they have the potential to see trends and utilize that information to plan for even further research into marketing their programs effectively.

Introduction and Literature Review

Health promotion can be defined as a strategy used to enable people to gain control over their health. It is designed to address and prevent the root cause of illness, as well as focus on the cure (Welch et al., 2016). In the past, traditional media such as radio, posters, billboards, and television have been effective communication tools to promote health to the general public. However, with the rise of social media, it has gained popularity as a powerful tool in health promotion. Social media has been shown to be a cost-effective tool that allows sharing of thoughts and communication of people around the world (Roberts et al., 2017). Integrating social media into health promotion can motivate people to live healthier both physically and mentally. In terms of physical benefits, social media can be used to encourage physical activity by providing fitness inspiration such as workout tutorials and nutrition advice (Thackeray et al., 2008). With regards to mental health, it may be used to increase mental health awareness by providing ways to access different resources (Centers for Disease Control and Prevention, 2011).

By combining health promotion and social media, a cost-beneficial route to disseminate information to diverse populations is created (Neuhauser & Kreps, 2003). Platforms that have been extensively studied with regards to health behaviors and promotion efforts include Facebook, Twitter, and in more recent years Instagram (Al-Eisa et al., 2016; Edney et al., 2018). These social media platforms utilize their massive user population to actively engage and create content with posts and interactions, as opposed to more passive modes of promotion like a commercial (Thackeray et al., 2008). Out of 10 studies included in a systematic review of online social networks and health behavior changes, 9 reported significant improvements in some aspect of health behavior change (Maher et al., 2014). Still, the most common consensus of the literature is the need for more research on the specific benefits of each platform, which can be

difficult in a rapidly changing media landscape (Al-Eisa et al., 2016; Edney et al., 2018; Thackeray et al., 2008).

Despite a consensus of the potential benefits and strategies behind social media as a health promotion tool, there is also discourse among existing information. Multiple studies point out the risk of negative influence on health behaviors, a concern that is amplified among impressionable populations such as children and teens (Livingstone et al., 2017; Goodyear et al., 2017). As an increasing number of young people rely on social media to provide health information and promotion, an occurrence that can negatively change their perspective on diet/nutrition or body image when there is little guidance on how to navigate an overwhelming amount of information (Goodyear et al., 2017). Furthermore, a study by Welch et al., (2016) discussed the potential to increase health inequity due to access and acceptability to technology with social media platforms.

The public often focuses on these risks of social media when discussing young people and by doing so limits the awareness of the positive effects of social media, especially when used as a health promotion tool (Goodyear et al., 2019). It is believed that young people and adults have different ideologies and viewpoints of social media and its uses which can create a gap in the delivery of health promotion (Goodyear et al., 2019). Since social media is regarded as an efficient promotion strategy, it is paramount to understand the benefits that would best engage UBC Recreation's audience (Levac & O'Sullivan, 2010). It has been shown that an increase in engagement results in greater success of activity (Edney et al., 2018), but it is currently unknown how this engagement changes during a pandemic.

Following the outbreak of COVID-19, social and physical distancing measures have disrupted numerous aspects of people's lives such as working, studying, exercising, and shopping (Bas et al., 2020). As a result, people tend to be less physically active and more engaged in sedentary behaviors such as an increase in screen time, inadequate diet, and irregular sleep pattern which has caused a loss in physical fitness and weight gain (Bas et al., 2020). According to the World Health Organization, adults aged 18-64 are recommended to do at least 150-300 minutes of moderate or 75-150 minutes of vigorous-intensity aerobic physical activity throughout the week (World Health Organization, 2020). With that being said, the lack of access to physical activity can impact both the mental and physical health of individuals. In addition to that, the experience of isolation, fear of the virus, and potential loss of family and friends have greatly impacted the well-being of many people around the world (Bas et al., 2020). As a result of the pandemic, many university students are experiencing crucial challenges in order to achieve educational requirements (Anxiety Canada, 2020). Our aim is to provide students, specifically UBC students, a chance to stay active and healthy even during the global pandemic. Our research will provide UBC Recreation with findings that will help them improve their social media and promote health to its students during the current pandemic, with recommendations for newer social media platforms.

Due to the nature of social media and fast-evolving technology, it is important to note research can quickly become irrelevant. New strategies and platforms are being introduced almost daily. A majority of the research focuses on Facebook, Twitter, and recently Instagram has garnered research. However, the UBC Recreation audience may be more inclined to use newer social media platforms such as Tiktok or Instagram. Instagram has been shown to have a greater reach than Facebook of upwards to 30 times (Edney et al., 2018). The app Tiktok has

increased in popularity over the past year, especially within younger age demographics. With over 800 million users worldwide, there is a huge opportunity to reach a large demographic with health-related content (Basch et al., 2020). However, the research on TikTok and Instagram is still limited which initiates a need for further studies relating to health promotion.

This study will focus on the utilization of the social media platforms Instagram and TikTok by the student population as a health promotion tool for UBC Recreation. UBC has a very diverse student population that includes students from all over the world (UBC Vancouver Senate, 2020). In the time of a global pandemic, where the majority of students and staff are working remotely, promoting physical activity via the UBC Recreation social media channels is crucial. However, when creating content on any platform, UBC Recreation needs to take into account the diverse understanding of health across the student population. It is shown that 71% of Instagram's users are under the age of 34 compared to only 22% of Facebook users; this demographic makes it more suitable for the UBC population (Edney et al., 2018; UBC Vancouver Senate, 2020). Goodyear et al. (2019) explain how the younger generation perceives health-related content on social media differently. Diverse experiences, use and understanding of social media, and emotions all play a critical role in absorbing this type of content (Goodyear et al., 2019).

Methods

The target demographic for the study was current undergraduate students at the University of British Columbia in Vancouver, Canada. Undergraduate students were chosen because the younger age range of early adulthood corresponds with the most active users on social media platforms such as Instagram and TikTok (Sloane and Rittenhouse, 2019; UBC

Vancouver Senate, 2020). As we aimed to collect data on social media usage, students who use apps like Facebook, Instagram, and TikTok were the ideal participants. For the purpose of this study, ‘interaction’ with the app was considered using the app or consuming content for any duration within a 24 hour period. With the target population identified, the inclusion criteria for this study stated that the participants must be undergraduate students at UBC and have consented to have their responses in the survey utilized for data collection. The exclusion criteria for this study stated that participants must not have been employed by UBC Recreation on a volunteer or paid basis. Those who worked for UBC Recreation were excluded from the study in order to avoid bias due to the relationship with the organization and maintain the internal validity of the study.

In order to answer the research question, a survey was distributed that included a mixture of close-ended and open-ended questions (Appendix A). The survey was used to determine the level of engagement and effectiveness of the UBC Recreation social media accounts among the participants. The survey was 13 questions and was employed instead of an interview as it allows the gathering of information from a large audience; this is beneficial for the target population and the desired participants of the study (Wright, 2006). Furthermore, a survey allowed participants to maintain their anonymity and therefore provide honest responses as some of the questions may be considered sensitive and hard to answer during an interview (Wright, 2006). As an example, one question from the survey asked how many days a week participants were engaging in physical activity, and in an interview, the respondent may not have felt comfortable reporting their lack of physical activity. This would have introduced the possibility of response bias if an interview was conducted as opposed to a survey. Additionally, due to Covid-19, many of the participants might have resided outside Canada; in which case the use of a survey would be the

most convenient option as location will not be a barrier and participants could respond to questions at their own leisure.

The survey was distributed through established UBC social media groups such as the UBC Class of 2021 Facebook page or distributed to friends of the group members using the recruitment poster shown in Appendix B. The period of data collection spanned from March 24th to April 10th, 2021, and 47 responses were available for data analysis after the exclusion of 6 responses from people who worked for UBC Recreation. The survey data was collected by the online software Qualtrics and exported to excel with proper passport and data protection in order to maintain appropriate confidentiality. Still, we aimed to minimize the collection of personal information to protect individual privacy. The only question pertaining to age or demographic was the first question in the survey that asked what the current year of university study the participants are in. This is to better understand whether year standing affects participant's preference for social media platforms. As it concluded, no first-year students completed the survey and our responses were majorly fourth-year students.

Analysis of closed-ended survey questions consisted of descriptive statistics using the analysis and reporting tools of the Qualtrics software. The closed-ended questions were presented as histograms, graphs, and charts to help visually represent the data. The open-ended survey questions were recorded in a table and are available in Table 1, Appendix C.

Results

The sample used in this study consisted of undergraduate students from the University of British Columbia. There were a total of 47 responses collected, however, 6 were excluded due to

preexisting employment by UBC Recreation. The participants ranged from students in their second year of study to fifth or more years of study (Appendix C, Figure 1). The average year of study for students was 3.78, which was rounded up to 4. Physical activity of the participants in the past 7 days is as follows: 8 students were actively engaged in physical activity for 30 minutes or less; 14 were active between 30 minutes and one hour; 8 were active between 1 to 3 hours; 16 students were active for more than 3 hours (Appendix C, Figure 2). In regards to facility usage, 59.52% of students reported never using UBC Recreation facilities such as the Aquatic Centre and ARC Fitness Centre (Appendix C, Figure 3). Continuing the line of questioning about UBC Recreation facilities, when asked whether the participant had previously participated in a group fitness class with UBC Recreation the answer was even less, with 71.43% never having taken part in any programs (Appendix C, Figure 4). Furthermore, 30.95% of participants reported never seeing promotional material from UBC Recreation compared to 4.76% of participants reporting seeing it often (Appendix C, Figure 5). Mediated between that, the percentage of participants who saw promotional material sometimes was 45.24%, and those who saw it once was 19.05% (Appendix C, Figure 5).

Moving onto social media participation, the number of participants who said social media motivates them to be active was 30.95% with an additional 42.86% reporting sometimes (Appendix C, Figure 6). 26.19% of participants reported not being motivated by social media platforms (Appendix C, Figure 6). 40 participants declared using Instagram, while 34 have used Facebook, and 18 have used TikTok (Appendix C, Figure 7). 82.93% of participants reported they are most likely to take fitness-related advice from Instagram (Appendix C, Figure 8). 12.2% said they would be likely to take advice from TikTok and 4.88% would be likely to take advice from Facebook (Appendix C, Figure 8). The frequency that the platforms were checked was the

most for Instagram users with 66.67% checking it more than 3 times a day (Appendix C, Figure 9). TikTok was checked the least as 42.86% of participants did not use the platform (Appendix C, Figure 9).

Discussion

Based on the responses gathered from participants, this study was successful in collecting valuable information to suggest strategies that will allow partners to use UBC Recreation as a health promotion tool. As no first-year students participated in the survey, we assumed the majority of students would therefore have had the opportunity to use the facilities before the Covid-19 pandemic with the exception of possible transfer students. Secondly, our data indicated that 26 participants reported only participating in 1-3 hours or less of physical activity across 7 days, and only 16 students reported being active more than 3 hours (Appendix C, Figure 2). Referring back to what the World Health Organization suggests, adults aged 18-64 are recommended to partake in between two-and-a-half hours to five hours of moderate to vigorous physical activity per week. Thus, we can conclude that most of our participants did not meet the recommended hours of physical activity per week (World Health Organization, 2020). These results could be tied back to the effects of a pandemic on individual activity levels. As learned in class and from current literature, it is known that following the outbreak of Covid-19, people have been less physically active and are more engaged in sedentary behaviors which have caused a loss in physical fitness and weight gain (Bas et al., 2020).

Since we hypothesized that students are going to be less physically active due to the pandemic, we asked the following open-ended question: “If you saw promotional material for

UBC Recreation on social media, is there any specific content that would encourage you to engage with the post?" This question was asked to provide us with information regarding what type of physical activity students prefer to engage in. Some suggestions made by students included; posting at-home workout activities that do not require equipment, including incentives, posting before and after photos that reveal improvements, and sharing student's experiences through ads. These responses suggest that motivation is perhaps a barrier that is stopping students from being physically active and suggestions made by participants answer the partners' questions regarding "health promotion contents that are interesting to users".

Interestingly, the responses to two of our questions were contradictory to one another. In response to the question asking which social media platform participants used (Appendix C, Figure 7), 40 responded with Instagram, 34 declared using Facebook, and 18 using TikTok. On the other hand, results from the question asking which social media platform would participants be most likely to take fitness or health-related advice from? (Appendix C, Figure 8) showed that 82.93% of participants are most likely to take fitness-related advice from Instagram, 12.2% from TikTok, and 4.88% from Facebook. This suggests that while platforms like Instagram and Facebook are more popular among students, they are more likely to take fitness content from TikTok compared to Facebook indicating that the use of Facebook as a health promotion tool may be in decline. Additionally, as research by Basch et al. (2020) suggests, the TikTok app with over 800 million users has a huge opportunity to reach a large demographic with health-related content. Our study fills the gap identified by Basch et al. (2020) regarding Instagram and TikTok having limited research in terms of being a successful health promotion tool.

One of the challenges this study faced was the low number of responses we were able to collect. Despite using various recruitment strategies, such as sharing the survey with the UBC

Facebook page with 16 thousand members, KIN 464 students, and distributing it to our friends, we were only successful in receiving 47 responses. Therefore, the study's sample size was unexpectedly small. To counter this limitation, our study could have used a longer data collection period.

Additionally, to control the effects of extraneous variables, six of the responses had to be excluded as those individuals are/were a volunteer or employee of UBC Recreation which could have resulted in response bias due to their historical relationship with UBC Recreation. Another limitation of this study was the use of convenience sampling as our sampling technique. Convenience sampling was chosen to allow the selection of participants based on easy access to participants. While this sampling method is the easiest when compared to other methods, it can potentially increase the chance of sampling error and selection bias hence limiting our ability to draw conclusions about the target population. Furthermore, convenience sampling does not promote external validity thus the results can not be generalized to the real world (Sedgwick, 2013).

Recommendations For UBC Recreation

This section will detail four recommendations to UBC Recreation with the goal of increasing health promotion using social media within the UBC community. These recommendations were devised based on a review of the present literature on social media in health promotion and the analysis of both qualitative and quantitative survey data.

The first recommendation, strongly influenced by survey participant data, is to offer incentives for students to follow the UBC Recreation social media accounts. Multiple survey responses made suggestions that included posting consistently, specifically with quality content

(Appendix C, Table 1). Upon examination of the UBC Recreation Instagram page, it's clear both posts and stories are made consistently and the graphics are well organized, with dedicated sections of saved stories for different programs run by the organization. So while many of the content suggestions made in the survey are being met already, it appears to be an issue of reaching the targeted demographic. By offering incentives to follow these accounts, it could increase engagement and lead to students actually receiving consistent content being created. These incentives could take place in the form of a draw for prizes, with each follow given to the UBC Recreation's social media account as an entry; prizes could range from gift cards to physical UBC merchandise, or even a follow back on social media. In addition, promotion for such incentive draws would be best promoted not only on social media but also in events for incoming first-years like Jump Start. These draws could lead to a larger following of incoming students who are then seeing UBC Recreation's content on a regular basis during their undergraduate degree. To extend this into a long-term goal, each social media platform may also have a specific follower goal to meet or a targeted growth rate.

Another theme that was shown in the survey responses when being asked for suggestions on how to improve UBC Recreation's social media includes showcasing the facilities available. As such, we suggest short format virtual tours of the different facilities. Our research has shown that Instagram is the most widely used app we studied, but short videos may be adapted to each social media platform relatively easily. On Instagram video tours of the facilities could either be in the highlights section or the reels section so they are readily accessible, as well as promoting this content on the daily stories. Similarly, tours may be posted on Facebook and promoted in stories. Lastly, Tiktok content allows for 60-second videos - a small series could be made with each video showing a different facility. Facilities to showcase include the aquatic center, the ice

rink, the ARC, the SRC (including the BirdCoop, Dojo, Studio, and Gymnasium), and the outdoor sports fields. By introducing these facilities to students virtually, they could be less intimidated to visit them in person and know what is available to them without having to explore the campus - which is especially vital during the pandemic.

An important aspect of any research being conducted on health promotion with social media should include follow-up research to evaluate the effectiveness of the interventions. We are suggesting that UBC Recreation conduct longitudinal studies of their social media accounts if they are not already doing so. By observing their social media accounts over time and recording responses to different posts and programs, they have the potential to see trends and utilize that information to plan for even further research into marketing their programs effectively. This could be done with certain smaller projects, like the incentive-based draw to increase followers mentioned above, or on a bigger scale like tracking the number of followers as a whole over time. Additionally, future research could also strive to examine the impact of the pandemic on the social media accounts and how trends for engagement changed - this again furthers our understanding of how physical activity changed during the pandemic and lays the groundwork for protocol guides during any instances of closure or outbreak.

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Appendix A

Survey Questions

Landing Page

CLASS PROJECT: Health Promotion and Physical Activity (KIN 464)

Participant Consent Form

[Social Media as a Successful Health Promotion Tool for UBC Recreation
[#17]]

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 how UBC Recreation can improve their health promotion on social media.

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.

Do you consent?

- Yes
- No

Question 1

In what year of undergraduate studies are you?

- 2
- 3
- 4
- 5+

Questions 2

How much time have you spent engaging in physical activity the past 7 days?

- Less than 30 minutes
- 30 minutes to 1 hour
- 1-3 hours
- More than 3 hours

Question 3

Have you ever been employed by UBC Recreation on either a volunteer or paid basis?

- Yes
- No

Question 4

Have you ever utilized the UBC Recreation fitness facilities (i.e. the aquatic center or ARC fitness center)?

- Yes
- No

Question 5

Have you ever participated in a scheduled UBC Recreation fitness program (i.e. intramurals)?

- Yes
- No

Question 7

How often do you see promotional material for UBC Recreation on social media?

- Often
- Sometimes
- Once
- Never

Question 8

Do social media platforms motivate you to be more active?

- Yes
- No
- Sometimes

Question 9

Do you use any of the following social media platforms (Please select all that apply)?

- Facebook
- Instagram
- TikTok

Questions 10

How often do you check the following social media platforms (select what applies)?

	Less than once a day	1-3 times a day	More than 3 times a day
Facebook			
Instagram			
Tiktok			

Question 11

Which social media platform would you be most likely to take fitness or health-related advice from?

- Facebook
- Instagram
- Tiktok

Question 12 (open-ended)

If you saw promotional material for UBC Recreation on social media, is there any specific content that would encourage you to engage with the post?

Question 13 (open-ended)

How would you suggest improving UBC Recreation's presence on social media platforms while promoting physical activity?

Exit Page

If you are interested in entering a draw for 3 prizes (2 x \$25 UBC Bookstore gift card or \$25 UBC Food Services gift card and one Fitbit), please follow [this link](#) to a new survey and select Group 17

Appendix B

Recruitment Material



KIN 464: HEALTH PROMOTION AND PHYSICAL ACTIVITY CLASS-BASED PROJECT

SOCIAL MEDIA AND HEALTH PROMOTION

AS PART OF A COURSE-BASED RESEARCH PROJECT (KIN 464), WE ARE CONDUCTING A STUDY ON SOCIAL MEDIA USE IN HEALTH PROMOTION. IF YOU ARE AN UNDERGRADUATE UBC STUDENT WE WOULD LOVE FOR YOU TO COMPLETE A SURVEY.

FOR MORE INFORMATION AND THE SURVEY:
[CLICK HERE](#)

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. THE PRINCIPAL INVESTIGATOR ON THIS PROJECT IS DR. ANDREA BUNDON (ANDREA.BUNDON@UBC.CA).

JANUARY 11, 2020 PROJECT ID: H17-03560

Appendix C

Figure 1

Year of Undergraduate Study

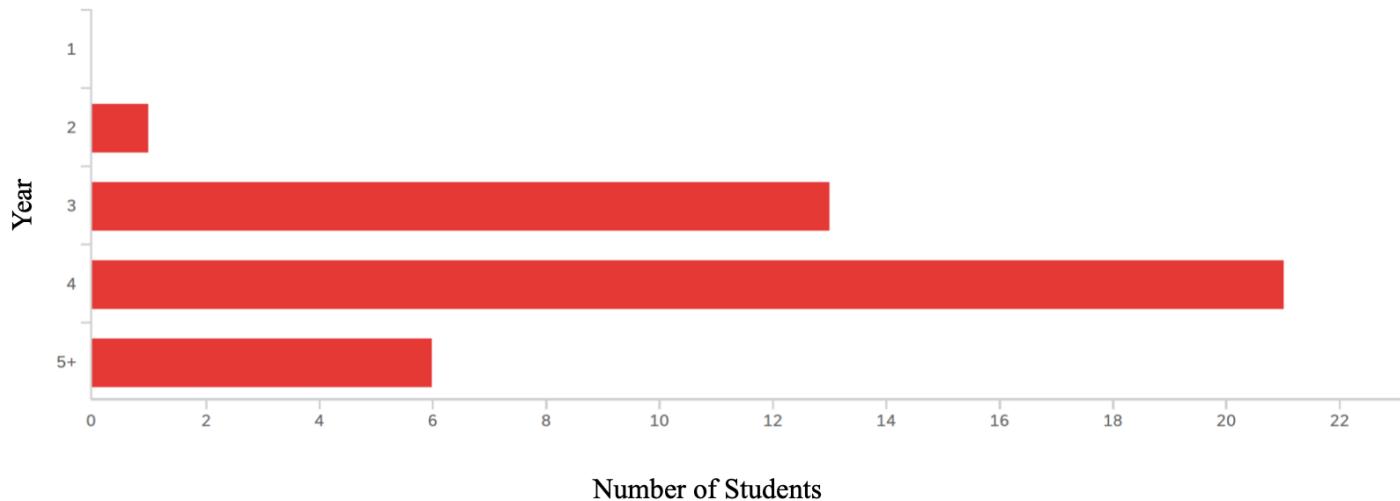


Figure 2

Time Spent Engaged in Physical Activity in Past 7 Days

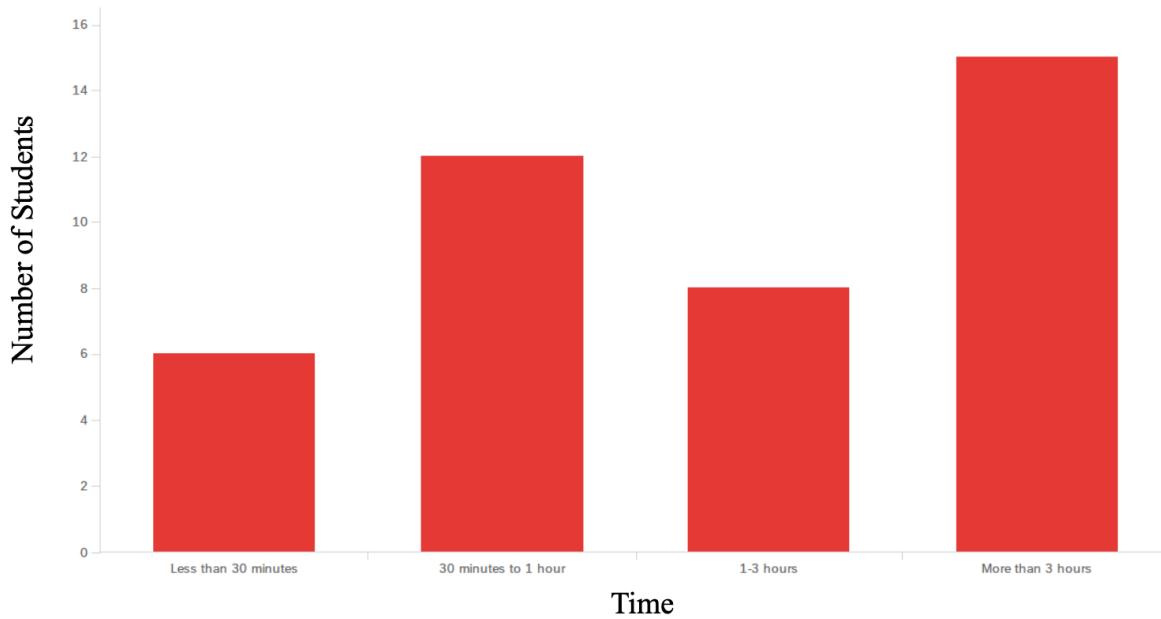
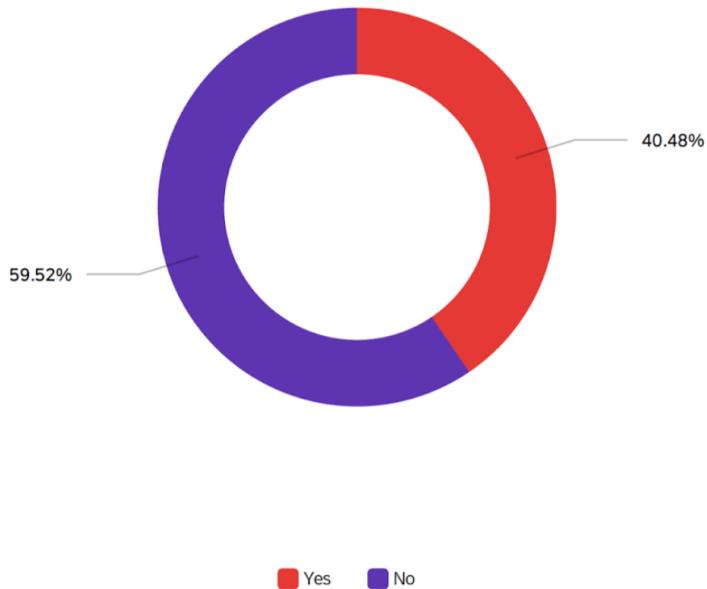


Figure 3

Students Who Have Used UBC Recreation Facilities

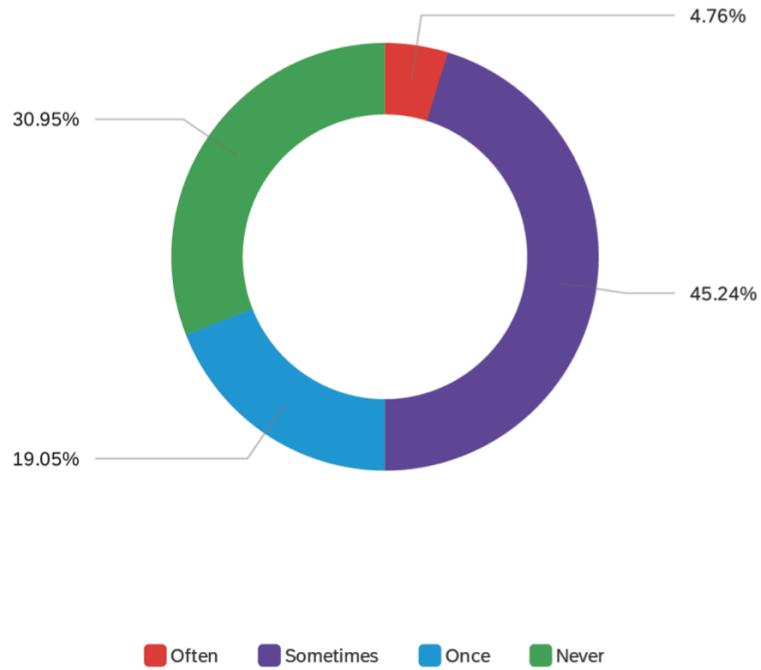
**Figure 4**

Participants Who Have Participated in a Scheduled UBC Recreation Fitness Program



Figure 5

How Often Participants Saw Promotional Material From UBC Recreation on Social Media

**Figure 6**

Participants Who Were Motivated by Social Media Platforms

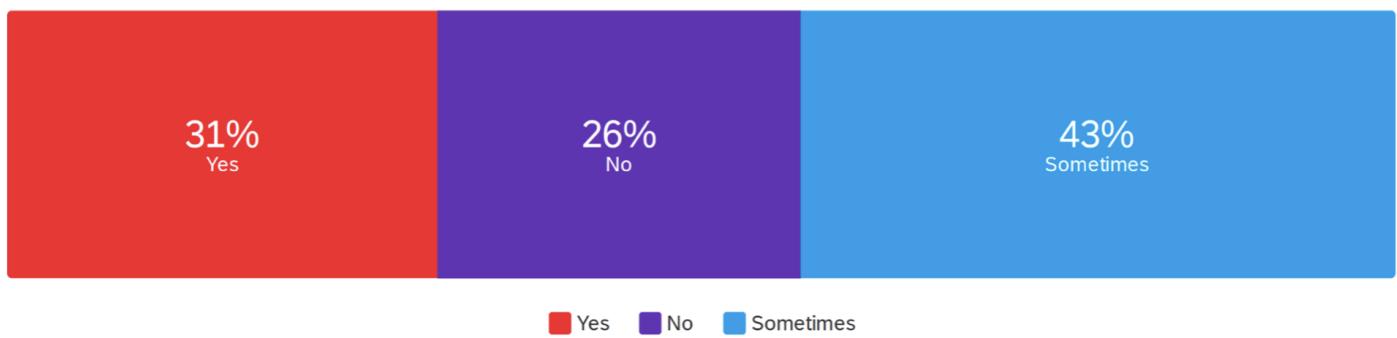
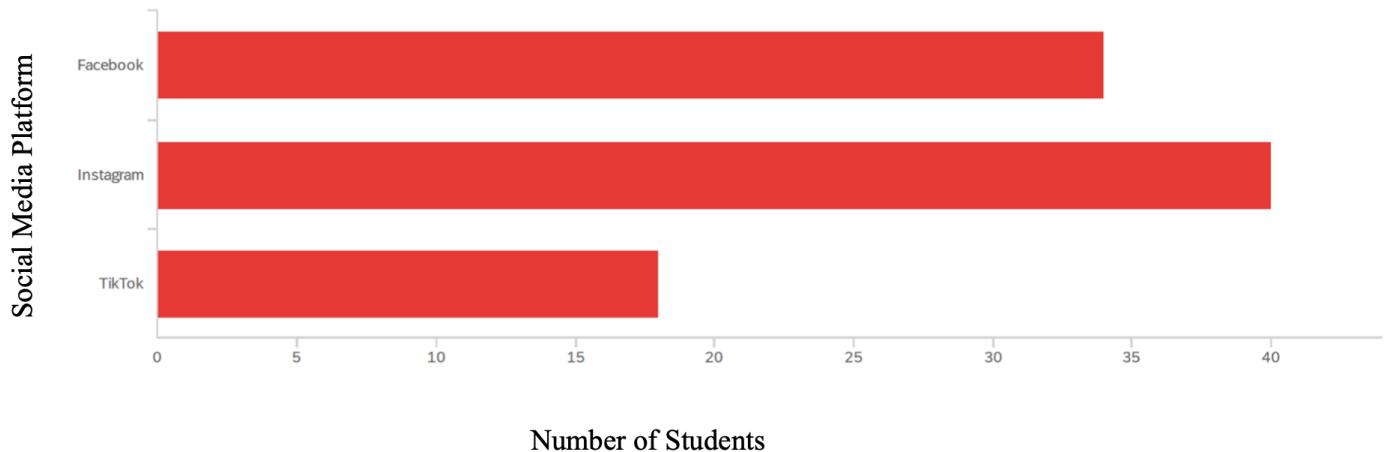


Figure 7

Social Media Platforms Used by Participants

**Figure 8**

Social Media Platform Participants Most Likely to Take Fitness Advice From

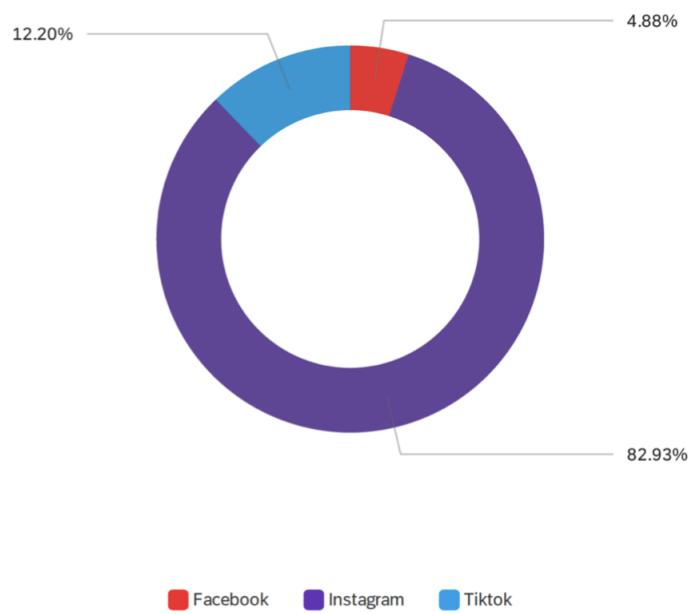
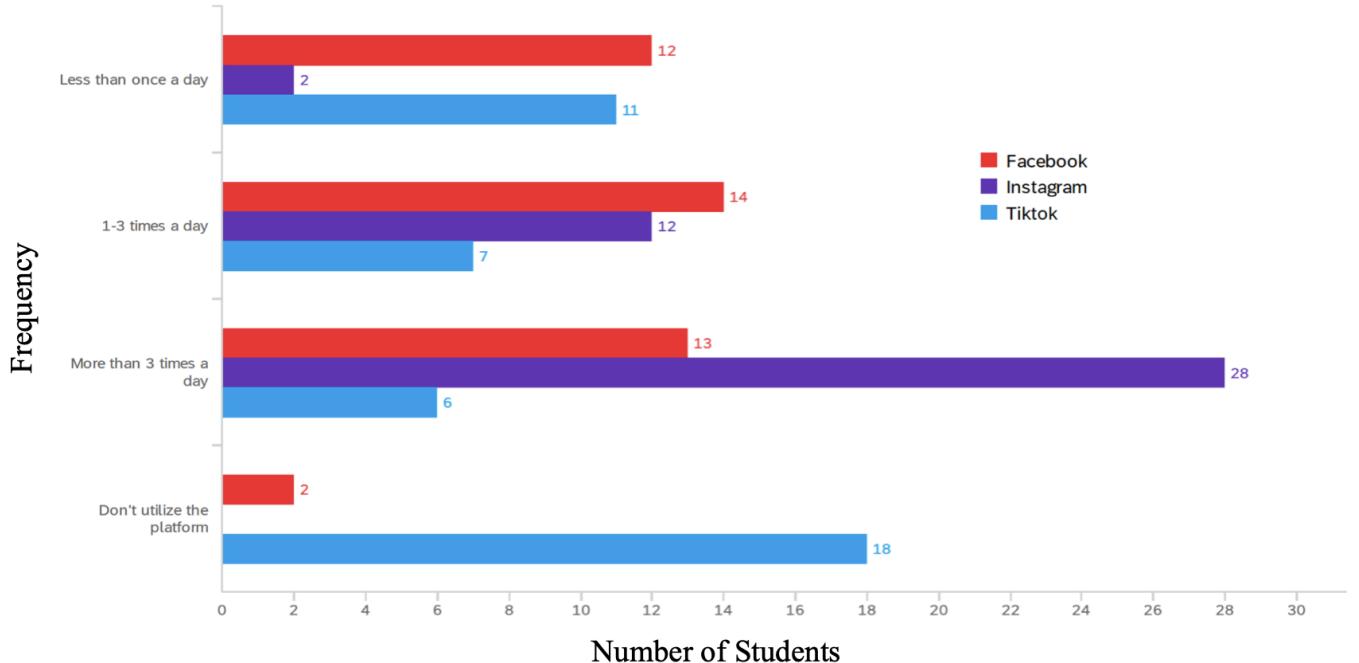


Figure 9*Participants' Frequency of Checking Social Media Platforms Daily***Table 1***Direct Quotations of Participants' Recommendations to Open Answer Questions*

<ul style="list-style-type: none"> • Use of influencers
<ul style="list-style-type: none"> • Photos of the facilities and information about the schedule
<ul style="list-style-type: none"> • Make posts that attract attention on the first picture, then the second picture can have more information.
<ul style="list-style-type: none"> • More promotion maybe some incentives
<ul style="list-style-type: none"> • Posting more + quality content
<ul style="list-style-type: none"> • Make it entertaining! Use thumbnails that are interesting! Also quick & not so boring as many people have very short attention spans and tend to skip to the next thing if the first few seconds aren't intriguing.

<ul style="list-style-type: none">● Increase educational/exercise content for viewers to learn and attempt
<ul style="list-style-type: none">● Suggest activities that need to equipment and can be done at home
<ul style="list-style-type: none">● Showcase amenities
<ul style="list-style-type: none">● Don't really care about UBC Rec
<ul style="list-style-type: none">● Content actually created by students.
<ul style="list-style-type: none">● Small educational videos about exercise routines, diet, common mistakes, things going on in Vancouver or at UBC.
<ul style="list-style-type: none">● Never seen a post from UBC rec
<ul style="list-style-type: none">● I feel like UBC Recreation caters to a specific group of people. It might be beneficial to advertise to a wide range of people! (Different body types, neuroscience for people, different ethnicities, vulnerable populations).
<ul style="list-style-type: none">● use the influencer algorithm strategy: post stories every day (especially ones that encourage engagement like polls/scales/etc), repost when someone mentions you in their ig story, post at least 1-3 reels per week using popular audio in the background, post an igtv once a week, make regular posts (every 1-3 days) which encourage engagement such as giveaways and be very responsive and send personalized messages to followers. on tiktok just try to follow the trends (audios, video remakes, and challenges) and use popular hashtags. The specific content can be physical activity centered, but the actual posts should be more strategic with media presence in mind.
<ul style="list-style-type: none">● Targeting ubc kinesiology students
<ul style="list-style-type: none">● Make promotions fun, cheap, entertaining and group fitness oriented.
<ul style="list-style-type: none">● try other social media websites?

- Tips on diet
- students talk about their experiences on ads