



UC San Diego
Herbert Wertheim
School of Public Health and
Human Longevity Science

8 Dimensions of Wellness Social Media Campaign with A.S. Office of Health and Wellness at UC San Diego

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Scan/Click me
to see
the campaign!

Background

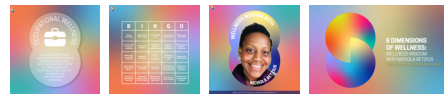
- Mental health and wellness of college students continues to be an area of great concern amidst the COVID-19 pandemic as we see an increased spike in depression amongst college students due to heightened stress and anxiety.
- As the term "wellness" is very broad, breaking it down into individual yet interconnected dimensions may be helpful.
- This research project will consist of implementing an informational social media campaign on the 8 dimensions of wellness.
- The 8 dimensions of wellness include: emotional, environmental, financial, intellectual, occupational, physical, social, and spiritual health.

Purpose

- The goal of the social media campaign is to provide informational health education about the 8 dimensions of wellness amongst UCSD students.
- Interviews will be conducted with health professionals and student representatives to deliver supplemental knowledge on the topic.
- We will be utilizing the AS Office of Health and Wellness social media platforms to deliver our message about health and wellness in an accessible, informative, and relatable manner.
- Instagram analytics will be used to monitor our outreach and engagement with the subjects, which are UCSD students following the page.

Methods

- INTERVIEWS:**
All interviewees are given similar questions ahead of interview for ample preparation. Interviews conducted via Zoom and edited with iMovie and Adobe Premiere Rush.
- CONTENT CREATION**
The format of the main posts consist of an educational slide of each dimension, an activity slide, and a preview slide on the interview clips, which will be posted as an IGTV post featured on the feed. Created with Adobe Illustrator.
- SOCIAL MEDIA CALENDAR**
For planning posts ahead of time. A total of 17 posts will be posted on the Instagram page, following a schedule of 2 posts per day besides the 1st day (Main Educational Post + Interview IGTV).



- ANALYTICS**
Engagement will be tracked using Instagram analytics.

Discussion/Conclusion

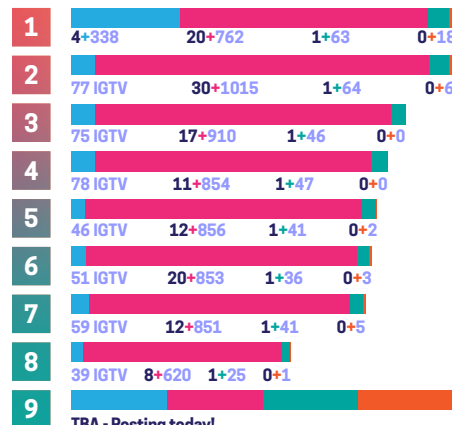
- Social media campaign will launch in the last week of May; analytic data to monitor the traction and general reception of the posts may not be available.
- Relying on feedback from interviewees and the marketing team at ASHW.
- Results are expected to contain positive feedback from students in regards to what professionals can provide about mental health and methods to attain well-rounded dimensional health.
- With the dissemination of our campaign, we hope to educate and highlight the topic of wellness in the context of the 8 dimensions to address the holistic health of college students.

Public Health Relevance

- Since the pandemic has affected individuals all around the globe and multiple facets of peoples' health have been compromised or disrupted, we hope our campaign will:
 - Allow students to recognize holistic health as a priority
 - Virtually connect with the UCSD student community to educate on the importance of developing and maintaining wellness in our daily lives
 - Provide valuable information about dimensions of wellness from health professionals

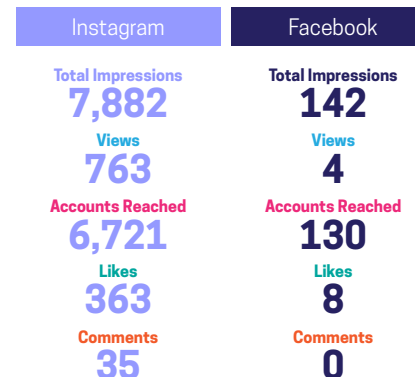
Results

Impressions Per Day: Views (Videos Only), Accounts Reached (FB+IG), Likes (FB+IG), Comments (FB+IG)



Information is gathered by cumulative totals as of June 1, 2021.

Total Analytics



Limitations

- Low engagement with our posts.
- Low following of the @asucsdwellness account on Instagram, with consideration that our audience is also limited to only those with Instagram accounts, data analytics of our posts may not yield high engagement as it does not reach a broad audience.
- Scheduling of posts right around final examinations; students may not be using social media as much, which may yield a lower engagement rate with our posts.
- Daily 8 Dimensions Sticker Sheet giveaway for students to promote engagement may not be as successful, since this isn't as large of a prize as the previous giveaways ASHW has done.