COVID-19 Vaccine Communication in Small Liberal Arts Colleges in the Southeast

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BACKGROUND

INTRODUCTION

Communication between institutions and their student and staff has been key to public health safety (Johnson, 2021).
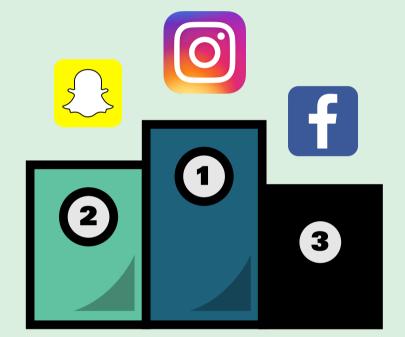
COMMUNICATION SHOULD BE:

strong, centralized, concise, and rapid

BACKGROUND

COLLEGES AND SOCIAL MEDIA

11%

Number of college students who had never used social media in 2008 (Lewis, 2009)

Most popular social media among college students (Knight-McCord et al., n.d.)

The use of social media improve engagement and collaboration between the students, but also between the students and their professors and the students and the staff (Mbodila, 2014)

BACKGROUND

UTILIZING SOCIAL MEDIA FOR HEALTH COMMUNICATION TO STUDENTS

Social media is advocated as a prime channel through which to reach this population with health-related messaging (Shi, Poorisat, & Salmon, 2018).

Campus health centers, have begun to utilize social media for health communication, for initiatives such as alcohol use, widespread pandemics, and wellness practices (Waters et al., 2011).

BACKGROUND

UTILIZING SOCIAL MEDIA FOR HEALTH COMMUNICATION TO STUDENTS

College students, especially those with lower electronic health literacy, are more likely to utilize social media for health information (Paige et al., 2017).

Facebook was found to be used in correlation with campus websites to provide college-specific health news as well as external resources, such as news reports (Waters et al., 2011).

Information retention among college students is greater on the visual platform, Instagram, rather than the text-based platform, Twitter (Arceneaux and Dinu, 2018).

BACKGROUND

USE OF INSTAGRAM

With roughly one billion monthly active users, Instagram belongs to the most popular social networks worldwide. The social photo sharing app is especially popular in India and in the United States (Statista, 2021).

Instagram is now being used for more purposes and develops communication, whether commercial or social, with a sense of the personal and the intimate.(Leaver, 2020)

Research Questions

Did colleges use Instagram to communicate COVID-19 information?

1. Did the posts feature keywords related to COVID-19 and the vaccine in the caption?

2. Did the colleges use static images to communicate COVID-19 information?
   a. Did these static images feature real elements?
   b. Did these static images feature digitally developed elements?
   c. Did these static images include information related to preventative measures regarding COVID-19?

Research Questions

3. Did the colleges use video to communicate COVID-19 information ?

    a. Did these videos feature real elements?

    b. Did these videos feature digitally developed elements?

    c. Did these videos include information related to preventative measures regarding COVID-19?

4. Did the colleges use a combination of both video and static image to communicate COVID-19 information?

    a. Did the video and static image combination post feature real elements?

    b. Did the video and static image combination post feature digitally developed elements?

    c. Did the video and static image combination post include information related to preventative measures regarding COVID-19?

Methods: Content Analysis

Participants

-Random Sampling of the Small Liberal Art Colleges in the South East of the USA

-Needed to have the link of their Instagram on their website

Measures

-Each conductor had three colleges assigned to them.

-Each conductor screenshot all post from August 8th to November 25th.

-We began to develop our codebook to provide a stable frame for dynamic analysis of contextual data and to create explicit guidelines for quantitative data analysis

Data analysis

-Online Qualtrics Program

-The codebook will ensure consistency and accuracy, while also allowing unique perspectives for the team-based quantitative analysis of data.

QUESTIONS?