

2016 Carleton Satisfaction Survey for Students

University Social Media Past

University Social Media Past	
% Using Service	Number of Users
32.7%	162

Mean of Responses

	University Social Media Past		
	N	Avg.	Std. Dev.
Helpfulness to make a decision as a prospective student	149	7.1	1.8
Ability to have questions or problems answered in a timely fashion	125	7.3	1.8

Percentage of Responses

	University Social Media Past		
	Low	Med.	High
Helpfulness to make a decision as a prospective student	7.4%	50.3%	42.3%
Ability to have questions or problems answered in a timely fashion	8.0%	44.0%	48.0%

Source: 2016 Carleton Satisfaction Survey for Students

Notes: 1. % -> percentage of respondents where: Low - 1,2,3,4; Med. - 5,6,7; High - 8,9,10.

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University Social Media Current

University Social Media Current	
% Using Service	Number of Users
54.2%	266

Which of the accounts do you subscribe to?

	%	#
Carleton_U on Twitter	42.1%	112
Carleton_Future on Twitter	3.8%	10
CURavens on Twitter	25.6%	68
Carleton Official on Facebook	66.5%	177
Carleton Future on Facebook	5.6%	15
CU Ravens on Facebook	18.8%	50
Carleton_U on Instagram	35.0%	93
Carleton_Future on Instagram	2.3%	6
CURavens on Instagram	22.6%	60
Other (please indicate)>	14.7%	39

Source: 2016 Carleton Satisfaction Survey for Students

Notes: 1. Percentage based on respondents who are currently following Carleton social media accounts.

Mean of Responses

	Carleton_U/Carleton Official		
	N	Avg.	Std. Dev.
Overall satisfaction with the presence of Carleton_U/Carleton Official on Twitter/Instagram/Facebook	215	7.8	1.6
Ability to have questions or problems answered in a timely fashion through Carleton_U/Carleton Official	117	7.5	1.8
Helpfulness and usefulness of contents shared on Carleton_U/Carleton Official	211	7.6	1.8

Percentage of Responses

	Carleton_U/Carleton Official		
	Low	Med.	High
Overall satisfaction with the presence of Carleton_U/Carleton Official on Twitter/Instagram/Facebook	2.8%	37.7%	59.5%
Ability to have questions or problems answered in a timely fashion through Carleton_U/Carleton Official	5.1%	39.3%	55.6%
Helpfulness and usefulness of contents shared on Carleton_U/Carleton Official	5.7%	38.4%	55.9%

Source: 2016 Carleton Satisfaction Survey for Students

Notes: 1. % -> percentage of respondents where: Low - 1,2,3,4; Med. - 5,6,7; High - 8,9,10.

Mean of Responses

	Carleton_Future		
	N	Avg.	Std. Dev.
Overall satisfaction with the presence of Carleton_Future on Twitter/Facebook/Instagram	14	7.9	1.7
Ability to have questions or problems answered in a timely fashion through Carleton_Future	10	8.4	1.6
Helpfulness and usefulness of contents shared on the Carleton_Future	14	7.8	1.9

Percentage of Responses

	Carleton_Future		
	Low	Med.	High
Overall satisfaction with the presence of Carleton_Future on Twitter/Facebook/Instagram		35.7%	64.3%
Ability to have questions or problems answered in a timely fashion through Carleton_Future		30.0%	70.0%
Helpfulness and usefulness of contents shared on the Carleton_Future	7.1%	28.6%	64.3%

Source: 2016 Carleton Satisfaction Survey for Students

Notes: 1. % -> percentage of respondents where: Low - 1,2,3,4; Med. - 5,6,7; High - 8,9,10.

Mean of Responses

	CURavens		
	N	Avg.	Std. Dev.
Overall satisfaction with the presence of CURavens on Twitter/Facebook/Instagram	105	8.1	1.4
Ability to have questions or problems answered in a timely fashion through CURavens	63	7.8	1.5
Helpfulness and usefulness of contents shared on CURavens	100	8.1	1.4

Percentage of Responses

	CURavens		
	Low	Med.	High
Overall satisfaction with the presence of CURavens on Twitter/Facebook/Instagram	1.0%	32.4%	66.7%
Ability to have questions or problems answered in a timely fashion through CURavens	1.6%	39.7%	58.7%
Helpfulness and usefulness of contents shared on CURavens	1.0%	35.0%	64.0%

Source: 2016 Carleton Satisfaction Survey for Students

Notes: 1. % -> percentage of respondents where: Low - 1,2,3,4; Med. - 5,6,7; High - 8,9,10.

What items would you like Carleton to share on it social media accounts?

	%	#
Events at Carleton University	47.9%	235
Dates and deadlines	45.0%	221
Contests/giveaways	40.5%	199
Information on support services	31.0%	152
Recognition of Carleton student/faculty awards and successes	22.0%	108
General Carleton information	34.4%	169

Source: 2016 Carleton Satisfaction Survey for Students

Notes: 1. Percentage based on total respondents to this questions.