

## 2019 Carleton Satisfaction Survey for Students

### University Social Media Past

University Social Media Past	
% Using Service	Number of Users
31.5%	170

### Mean of Responses

	University Social Media Past		
	N	Avg.	Std. Dev.
Helpfulness to make a decision as a prospective student	152	7.8	2.0
Ability to have questions or problems answered in a timely fashion	119	8.1	2.0

### Percentage of Responses

	University Social Media Past		
	Low	Med.	High
Helpfulness to make a decision as a prospective student	3.9%	34.9%	61.2%
Ability to have questions or problems answered in a timely fashion	5.0%	29.4%	65.5%

**Source:** 2019 Carleton Satisfaction Survey for Students

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

### University Social Media Current

University Social Media Current	
% Using Service	Number of Users
56.7%	305

### Which of the accounts do you subscribe to?

	%	#
Carleton_U on Twitter	28.5%	87
Carleton_Future on Twitter	3.9%	12
CURavens on Twitter	12.5%	38
Carleton University Official on Facebook	45.9%	140
CarletonFuture on Facebook	4.9%	15
CU Ravens on Facebook	13.8%	42
Carleton_U on Instagram	61.3%	187
Carleton_Future on Instagram	9.5%	29
CURavens on Instagram	41.6%	127
Other	16.1%	49

**Source:** 2019 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 University Official		
	N	Avg.	Std. Dev.
Overall satisfaction with the presence of Carleton_U/Carleton University Official on Twitter/Instagram/Facebook	242	8.3	1.7
Ability to have questions or problems answered in a timely fashion through Carleton_U/Carleton University Official	162	8.3	1.8
Helpfulness and usefulness of contents shared on Carleton_U/Carleton University Official	238	8.1	1.7
Overall satisfaction with the timing of support services promotion during the academic year on Carleton_U/Carleton Unive	219	8.2	1.8

### Percentage of Responses

	Carleton_U/Carleton University Official		
	Low	Med.	High
Overall satisfaction with the presence of Carleton_U/Carleton University Official on Twitter/Instagram/Facebook	2.1%	25.6%	72.3%
Ability to have questions or problems answered in a timely fashion through Carleton_U/Carleton University Official	3.1%	24.1%	72.8%
Helpfulness and usefulness of contents shared on Carleton_U/Carleton University Official	3.4%	26.1%	70.6%
Overall satisfaction with the timing of support services promotion during the academic year on Carleton_U/Carleton Unive	3.2%	24.2%	72.6%

**Source:** 2019 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	33	8.5	1.5
Ability to have questions or problems answered in a timely fashion through Carleton_Future	24	8.4	1.3
Helpfulness and usefulness of contents shared on the Carleton_Future	32	8.6	1.4
Satisfaction with frequency of posts on Carleton_Future	30	8.3	1.6

### Percentage of Responses

	Carleton_Future	
	Med.	High
Overall satisfaction with the presence of Carleton_Future on Twitter/Facebook/Instagram	21.2%	78.8%
Ability to have questions or problems answered in a timely fashion through Carleton_Future	25.0%	75.0%
Helpfulness and usefulness of contents shared on the Carleton_Future	21.9%	78.1%
Satisfaction with frequency of posts on Carleton_Future	26.7%	73.3%

**Source:** 2019 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	138	8.7	1.3
Ability to have questions or problems answered in a timely fashion through CURavens	98	8.8	1.3
Helpfulness and usefulness of contents shared on CURavens	138	8.6	1.5

### Percentage of Responses

	CURavens		
	Low	Med.	High
Overall satisfaction with the presence of CURavens on Twitter/Facebook/Instagram		13.8%	86.2%
Ability to have questions or problems answered in a timely fashion through CURavens		15.3%	84.7%
Helpfulness and usefulness of contents shared on CURavens	1.4%	14.5%	84.1%

**Source:** 2019 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 its social media accounts?

	%	#
Events at Carleton University	92.8%	283
Dates and deadlines	83.6%	255
Contests/giveaways	73.8%	225
Information on support services	60.7%	185
Recognition of Carleton student/faculty awards and successes	47.5%	145
General Carleton information	65.6%	200
Information about academic programs	50.5%	154
Other	3.6%	11

**Source:** 2019 Carleton Satisfaction Survey for Students

**Notes:** 1.

Percentage based on total respondents to this question.