

# Importance of Portrayal on Social Media

A Survey of Appalachian State University Students

Emma Engelman, Kayla May, Jordan Ford

# Hypothesis

Our hypothesis for this study was that students with involvement on campus would have strict rules regarding appropriate posts for social media. We thought that involvement on campus would be directly related to what was being posted on social media.

# Research Methods

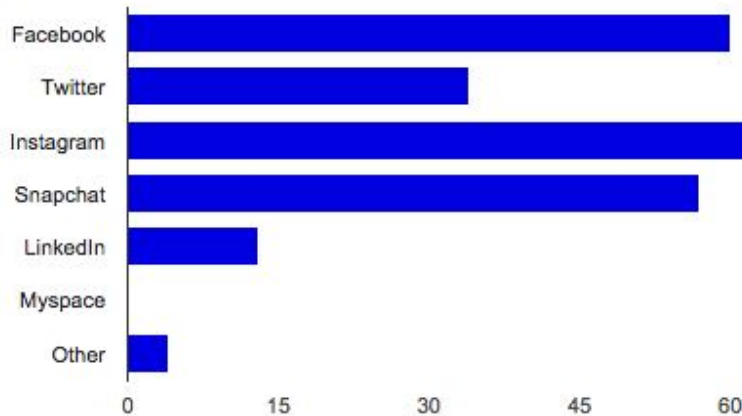
- Cross sectional survey via email:
  - open-ended questions
  - multiple choice questions
  - checklist question
- Received quantitative and qualitative responses
- Used Google Forms as platform

# Sample Population

- Sent to email contacts of group members
  - Greek life affiliates
  - University Recreation employees
  - University athletes
  - General students
- Total # surveyed: 62

# Sample of Survey

**What social media outlets do you use?**



Facebook	60	96.8%
Twitter	34	54.8%
Instagram	62	100%
Snapchat	57	91.9%
LinkedIn	13	21%
Myspace	0	0%
Other	4	6.5%

# Sample of Survey

**How often do you check and/or post on these sites each day?**

3-4 hours a day

3

1 hr

2-3

10 times

40

less than 1 hour

# Sample of Survey

## What do you mostly post about?

Pictures

Pictures of things I've done lately and sharing posts I think are interesting, for a good cause, or just cool in general.

facebook- pictures instagram- pictures snapchat- pictures twitter- retweet funny stuff

Friends

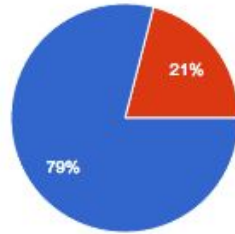
Pictures and friends

Things happening in my life to update family/friends.

Pictures or funny things in life

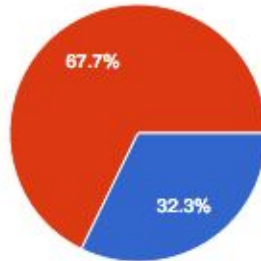
# Sample of Survey

**Do clubs/organizations/jobs you are affiliated with have a policy about what you can/can not post on social media?**



Yes	49	79%
No	13	21%

**Do you have pictures/videos of alcohol or drugs on your social media?**

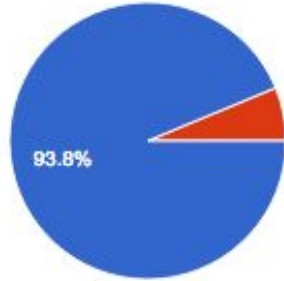


Yes	20	32.3%
No	42	67.7%



# Findings

Is self portrayal on social media important to you?



Yes	15	93.8%
No	1	6.3%

Our hypothesis suggests that portrayal on social media is solely important because of affiliations on campus. While the students also suggest it is personally important to them as well.

# Importance

- Social media is integral in everyday life.
  - Major communication tool
- Important for professional development.
  - Networking opportunities
- Ties personal and professional life together.