Inquiry to Innovation | UC Forward
Building Healthy and Resilient Places – Burnet Woods

Social Media
The Making of the Website

Reframing the Question

If UC students gain interest in the Burnet Woods project, they need somewhere to obtain information.

Make UC students more active stakeholders through social media.

Make students interested in Burnet Woods.

Make Burnet Woods information readily available to UC students.

Our site contains all relevant information about Burnet Woods and allows for student interaction.

Timeline

Research Social Media & Survey Case Studies

Create Website

Incorporate Data/Info from Groups in Class

Populate Website with Information that UC Students Care About

Advertise Website through High-Profile Social Media Accounts

Continue Upcoming Website

Case Studies

Physical Activity Promotion Website:
- ~92% of respondents said website changed their outlook
- Focused on visual aspects, few videos/interactive functions
- Time was most commonly cited factor limiting site use
- Technical problems, dislike of the Internet, and laziness were non-issues
- Study proves website effectiveness

Made them want exercise? Success Rate

<table>
<thead>
<tr>
<th>Yes</th>
<th>No Response</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>🐇</td>
<td>🐇</td>
<td>🐏</td>
</tr>
</tbody>
</table>

Each icon represents two people

Aspects of Sales Sites:
- Surveyed college students to determine buying habits
- Ease of Use issues were rated 3.35 out of four
- Info and Quality of Life were less important (3.25 and 3.04, respectively)
- Customer Service - only aspect that brought shoppers back
- We will need to actively engage any community that forms.

References

Inquiry to Innovation | UC Forward
Building Healthy and Resilient Places – Burnet Woods

**Social Media**

**The Prototype**

---

**Survey**
- Hosts survey collecting thoughts on Burnet Woods
- Allows for comments and suggestions

![SurveyMonkey](https://www.surveymonkey.com/m/survemarket/)

---

**Community Service**
- Allows for download of pdf of sign-up sheets
- Gives information on upcoming events

![Community Service](http://mapquest.com/maps/)

---

**Photo Submission Contest**
- Direct feed from Instagram account posting pictures of Burnet
- Allows those unfamiliar with the park to see what it is like
- Allows site visitors to vote for favorite photo

![Instagram](https://www.instagram.com/p/BfQ1OgNjMPV/)

---

**UC Student Input**
- Data from student groups asked about Burnet Woods
- Hosts cumulative results of focus groups

![UC Student Input](http://www.Failogroup.com/استخدام/Community-Meeting)

---

**Website Homepage**

<table>
<thead>
<tr>
<th>Groups Visited</th>
<th>Students - Heard About Burnet Woods (%)</th>
<th>Students - Been to Burnet Woods (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sig. Ep.</td>
<td>100</td>
<td>75</td>
</tr>
<tr>
<td>UC Band</td>
<td>95</td>
<td>75</td>
</tr>
<tr>
<td>Nursing Soc.</td>
<td>60</td>
<td>20</td>
</tr>
<tr>
<td>Gateway</td>
<td>90</td>
<td>30</td>
</tr>
<tr>
<td>IEEE</td>
<td>90</td>
<td>50</td>
</tr>
<tr>
<td>Total</td>
<td>93</td>
<td>64</td>
</tr>
</tbody>
</table>

---

**Website Traffic**

<table>
<thead>
<tr>
<th>Monthly Website Hits</th>
</tr>
</thead>
<tbody>
<tr>
<td>October: 22</td>
</tr>
<tr>
<td>November: 83</td>
</tr>
<tr>
<td>December: 313*</td>
</tr>
</tbody>
</table>

*obtained by data extrapolation

Total = 350

---

**URL**

burnetwoodsproject.wordpress.com

---

**Community Service Sign-Up Sheet**

Please bring this filled out pdf to any Burnet Woods community service event.

---

**Survey for Improvement of Burnet Woods**

Hello UC students. We are excited to be designing a new safety plan for students at Burnet Woods. Please take this short survey on Burnet Woods to give us feedback on what other students would like to see the park improve.