

## SOCIAL MEDIA SURVEY

### SURVEY OVERVIEW

SCAD surveyed all of its 16,487 students in the fall of 2022 via email. Student feedback focused on three key areas: (1) **overall social media use**, (2) **TikTok interactions**, and (3) **likelihood of using social media in career growth**. The purpose of the survey was to learn more about how college-aged students use social media with a specific interest in the quickly growing platform, TikTok. The results below summarize impressions from 816 students who completed the survey.

### RESPONDENT OVERVIEW

- 45% of respondents were first-year students.
- 77% of respondents attended SCAD Savannah.
- 16% of respondents were international students.

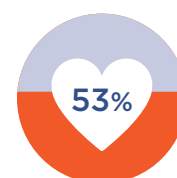
### SURVEY HIGHLIGHTS



98% of respondents reported using **social media**.



**Instagram** had the highest reported usage of any platform. **YouTube** recorded the second highest usage. **TikTok** was the third most used platform.



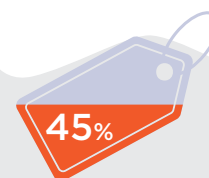
53% of TikTok users report they **post** on the platform. 47% of users do not.



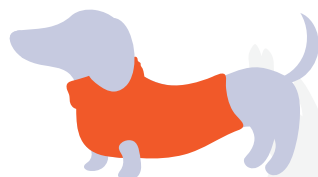
83% of respondents plan to use social media to **grow their career** with 89% planning to use **Instagram**.



**Instagram** earned the most amount of respondents using the platform daily or more (82%). **TikTok** had the second highest reported usage of the application daily or more (81%).



45% of respondents reported that they have **purchased an item** as a result of their TikTok use.



Respondents identified the top three most enjoyable types of content to watch on TikTok as **animals, skits, and fashion**.



The highest reported action taken as a result of watching TikTok is **self-care** (65%).



The average reported time spent on TikTok each week is **9.11 hours**.