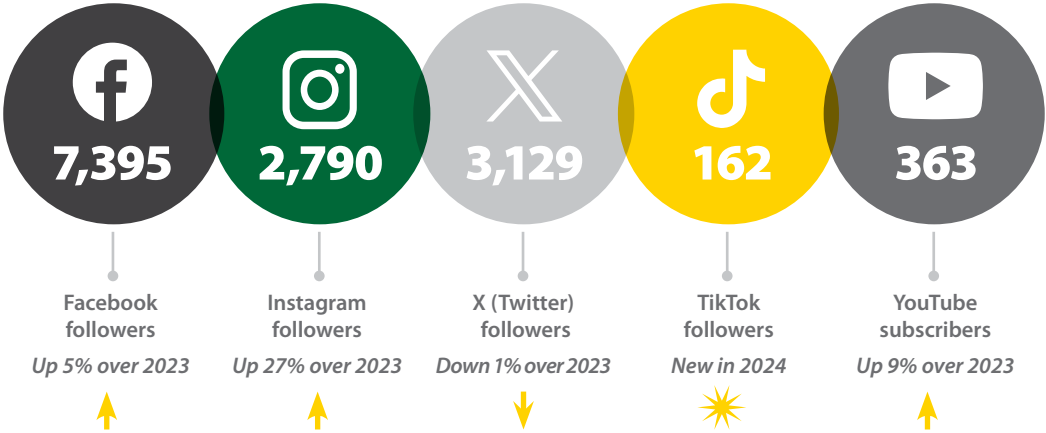


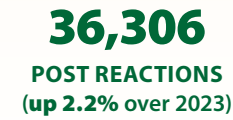
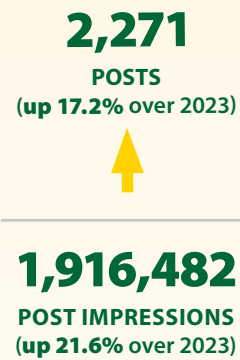
The University of Saskatchewan College of Nursing marketing and communications team spent 2024 celebrating college successes, recruiting future USask Nursing students, and sharing stories about faculty, staff, students, and alumni. From digital content creation to traditional advertising; managing promotional item and marketing material requests to launching USask Nursing Ambassadors, the team had their hands full.

At a glance, here are some of the marketing and communications activities from 2024.

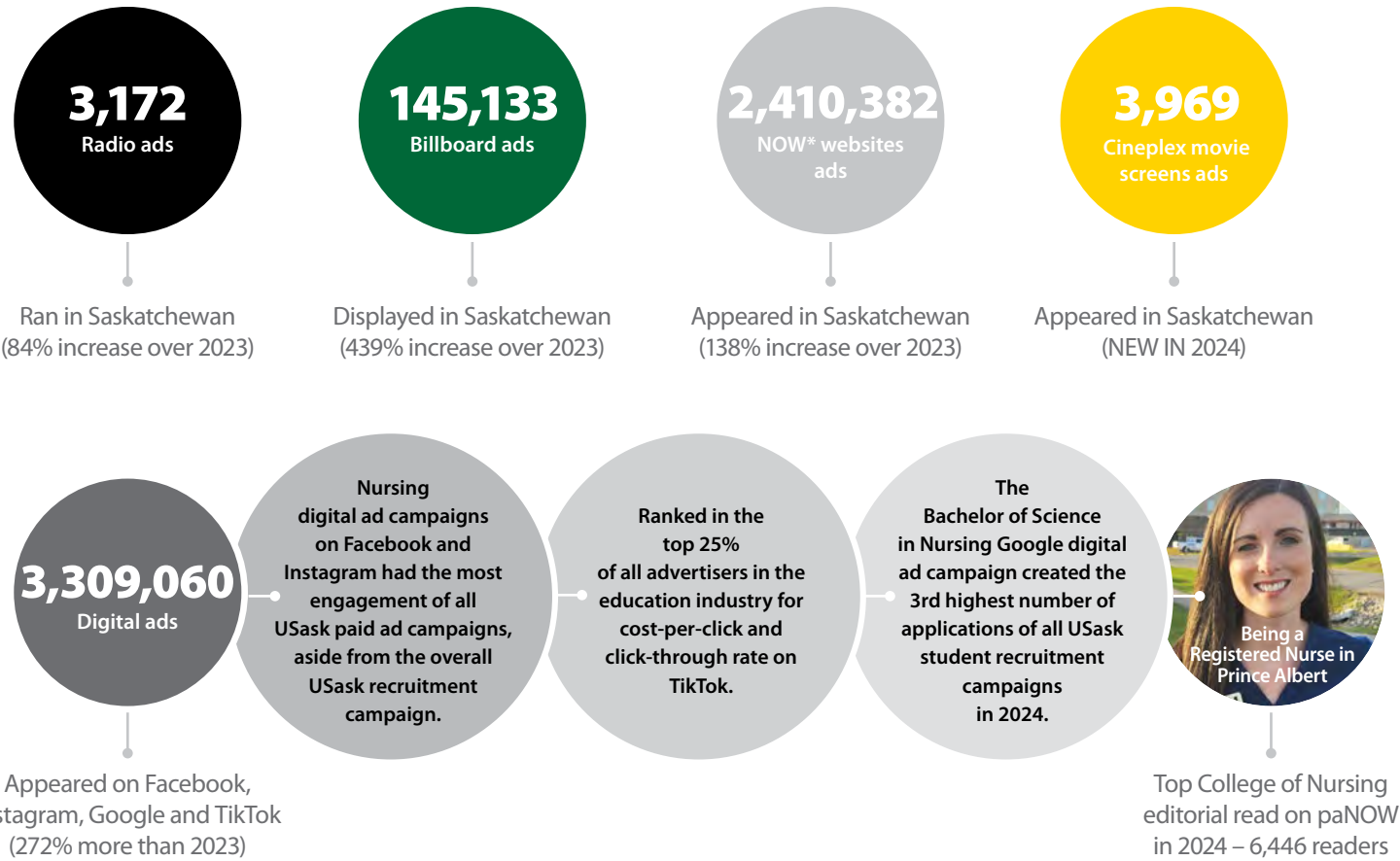
SOCIAL MEDIA



Top Social Posts



ADVERTISING



Our Geographical Advertising Footprint



Bachelor of Science in Nursing ads Nurse Practitioner ads Master of Nursing and Doctor of Philosophy in Nursing ads

*paNOW, larongeNOW, meadowlakeNOW, battlefordsNOW websites

NEW Projects Introduced and Completed in 2024

- ✓ Social Media Guidelines
- ✓ Distributed Nursing Site Brand Guidelines
- ✓ Online parent recruitment portal
- ✓ Launch of USask Nursing Ambassador Program
- ✓ 2023 Annual Report – Nursing Matters
- ✓ YouTube rebrand
- ✓ TikTok launch
- ✓ Creation of social media personas
- ✓ Nursing people page profile relaunch
- ✓ Provincial student photo shoots
- ✓ Undergraduate program welcome packages
- ✓ Creation of Google Business Profile

Student Feedback Matters!

We surveyed our incoming nursing students in 2024 to ask them about our marketing and recruitment efforts. Here are some of their suggestions:

“ I think the marketing strategy for nursing so far is great! I mean I see it on all platforms I use – maybe except TikTok. ”

– INCOMING UNDERGRADUATE STUDENT

We're there now!

“ Testimonials from actual USask Nursing students and grads posted on social media. ”

– INCOMING UNDERGRADUATE STUDENT

We've launched USask Nursing Ambassadors based on this feedback!

“ More informative videos on social media pages. ”

– INCOMING GRADUATE STUDENT

We're trying to post more Q&A videos, so stay tuned.

Additional Activities Completed

13 Sponsorships processed (▲ 18% over 2023)

45 Media requests facilitated (▲ 25% over 2023)

45 News stories posted (▲ 15% over 2023)

78 Videos produced (▲ 218% over 2023)

26 Marketing materials (brochures, postcards, etc.) updated/created

71 Promotional merchandise requests fulfilled