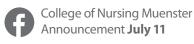
The University of Saskatchewan College of Nursing marketing and communications team spent 2024 celebrating college successes, recruiting future USask Nursing students, and sharing stories about faculty, staff, students, and alumni. From digital content creation to traditional advertising; managing promotional 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





USask Expands Learn Where You Live January 25



Clinical Nursing Student Photo
April 23



USask Nursing Ambassador March 21



2,271

POSTS (**up 17.2%** over 2023)



1,916,482

POST IMPRESSIONS (up 21.6% over 2023)



38,975

POSTED VIDEO VIEWS (up 1,400% over 2023)



36,306POST REACTIONS (up 2.2% over 2023)



3,616 POST SHARES



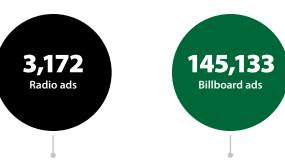
1,512POST COMMENTS (up 35.5% over 2023)



158
STUDENT PHOTOS SHARED
FROM CLINICAL AND CLASSROOM SETTINGS
(up 23% over 2023)



ADVERTISING



Ran in Saskatchewan Displayed in Saskatchewan (84% increase over 2023) (439% increase over 2023)



Appeared in Saskatchewan (138% increase over 2023)



Appeared in Saskatchewan (NEW IN 2024)



Appeared on Facebook,

Instagram, Google and TikTok

(272% more than 2023)

Nursing
digital ad campaigns
on Facebook and
Instagram had the most
engagement of all
USask paid ad campaigns,
aside from the overall
USask recruitment
campaign.

Ranked in the top 25% of all advertisers in the education industry for cost-per-click and click-through rate on TikTok. The
Bachelor of Science
in Nursing Google digital
ad campaign created the
3rd highest number of
applications of all USask
student recruitment
campaigns
in 2024.



Top College of Nursing editorial read on paNOW in 2024 – 6,446 readers

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



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)

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

71 Promotional merchandise requests fulfilled