

Throughout 2025, the University of Saskatchewan (USask) College of Nursing marketing and communications team played a key role in promoting the college's mission and strategic plan, celebrating achievements, and connecting with audiences across Saskatchewan and beyond. The team supported student recruitment efforts, shared success stories, and strengthened the college's presence through strategic communications and creative storytelling.

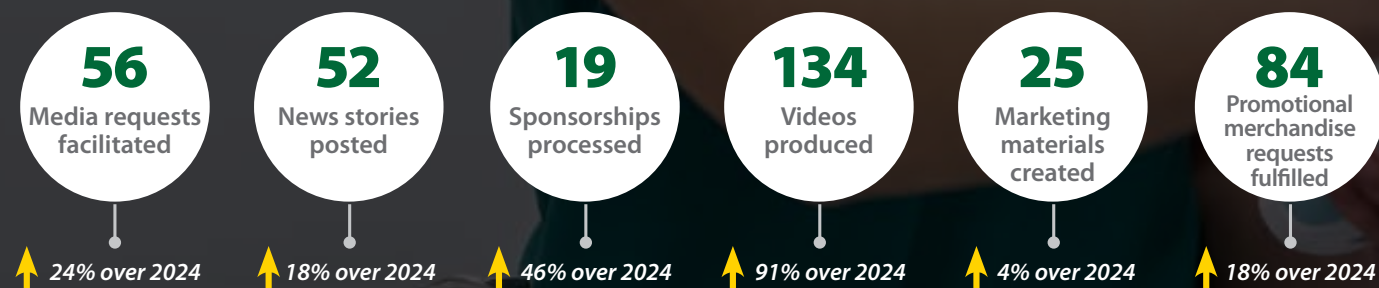
From digital campaigns and content creation to advertising, branded materials, ambassador initiatives, and a website redesign, the marketing and communications team delivered a wide range of projects that supported engagement, visibility, and pride in USask Nursing.

At a glance, here are some of the team's key accomplishments and initiatives from 2025.

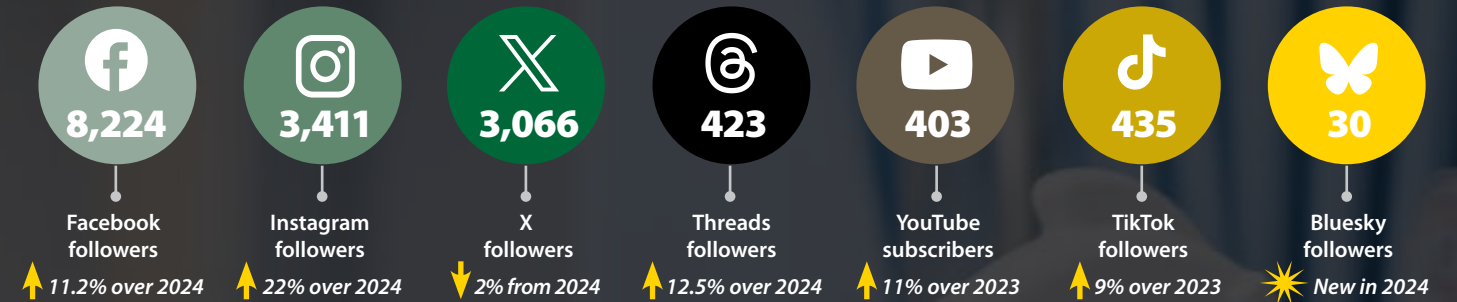
NEW projects introduced in 2025

- ✓ College of Nursing Brand Guidelines
- ✓ Expansion of USask Nursing Ambassador Program
- ✓ Development of faculty, staff, and student PAWS channels
- ✓ Recruitment for new Master of Public Health in Nursing program and Management of Major Depressive Disorder micro-credential
- ✓ Contract Teacher starter packs and manual
- ✓ 2024 Annual Report – Nursing Matters
- ✓ Provincial student photoshoots
- ✓ Graduate student lectures on using social media and media interviews for research dissemination
- ✓ Development of brand shoot production book and photoshoot essentials kit
- ✓ Complete website redesign began, with the majority of sections completed in 2025 and remaining projects leading into early 2026

Activities completed



Social media



Top social posts

- Facebook:** Nurse practitioner student feed feature Calle **47,924 views**
- Instagram:** Neuro clinical student group photo **10,075 reach**
- X:** Associate dean academic appointment news story **1,217 impressions**
- TikTok:** All Paths Lead to Nursing video of BSN student Jholan **1,811 views**

THE FACT
Did you know USask College of Nursing has the 2nd highest number of combined social media followers of all USask colleges and units? AND the highest number of followers on Facebook!

Social media metrics



Advertising

2,531
Radio ads ran in Saskatchewan

Ads appeared almost
2.1 million
times on NOW news websites in Saskatchewan

Undergraduate program digital ads on Facebook, Instagram, and Google appeared almost
3 million
times

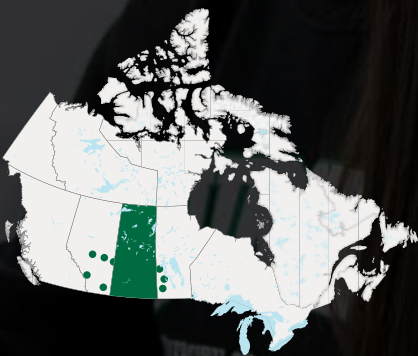
Graduate program digital ads on Facebook, Instagram, Google, and LinkedIn appeared almost
2.8 million
times

634,193
Digital billboard ads played in Saskatchewan

Ads appeared
150,337
times on SaskToday website in Saskatchewan

Ads on Cineplex movie screens in Saskatchewan appeared
7,371
times

Our geographical advertising footprint



BACHELOR OF SCIENCE IN NURSING



NURSE PRACTITIONER



MASTER OF NURSING AND DOCTOR OF PHILOSOPHY IN NURSING



MASTER OF PUBLIC HEALTH NURSING



MANAGEMENT OF MAJOR DEPRESSIVE DISORDER MICRO-CREDENTIAL