

# Background

Health systems **must be intentional** in elevating the professional identity and leadership presence of nurses to support **recruitment, retention, and workforce well-being.**

As nursing roles continue to expand and evolve **visibility, recognition, and authentic storytelling** are essential to reinforcing the value of nursing both internally and externally.

# Purpose

To describe a systemwide nursing digital branding strategy designed to:

- Elevate professional identity and leadership presence
- Increase visibility of nursing excellence
- Support recruitment, retention, and workforce well-being through authentic storytelling

# Strategic Framework

UPMC's nursing brand strategy is anchored in **four integrated pillars.**

1. Professional Branding & Identity
2. Internal Recognition & External Credibility
3. Digital Visibility & Leadership Presence
4. Recruitment Marketing & Authentic Storytelling

# Key Outcomes

1. **LinkedIn audience growth:** Followers increased 18% and post views increased 101% over six months of consistent posting.
2. **Inpatient RN staffing:** The inpatient nursing workforce increased 8.6% over CY2025.

# Contact

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# Strengthening the Voice and Visibility of Nursing Through Digital Branding at UPMC

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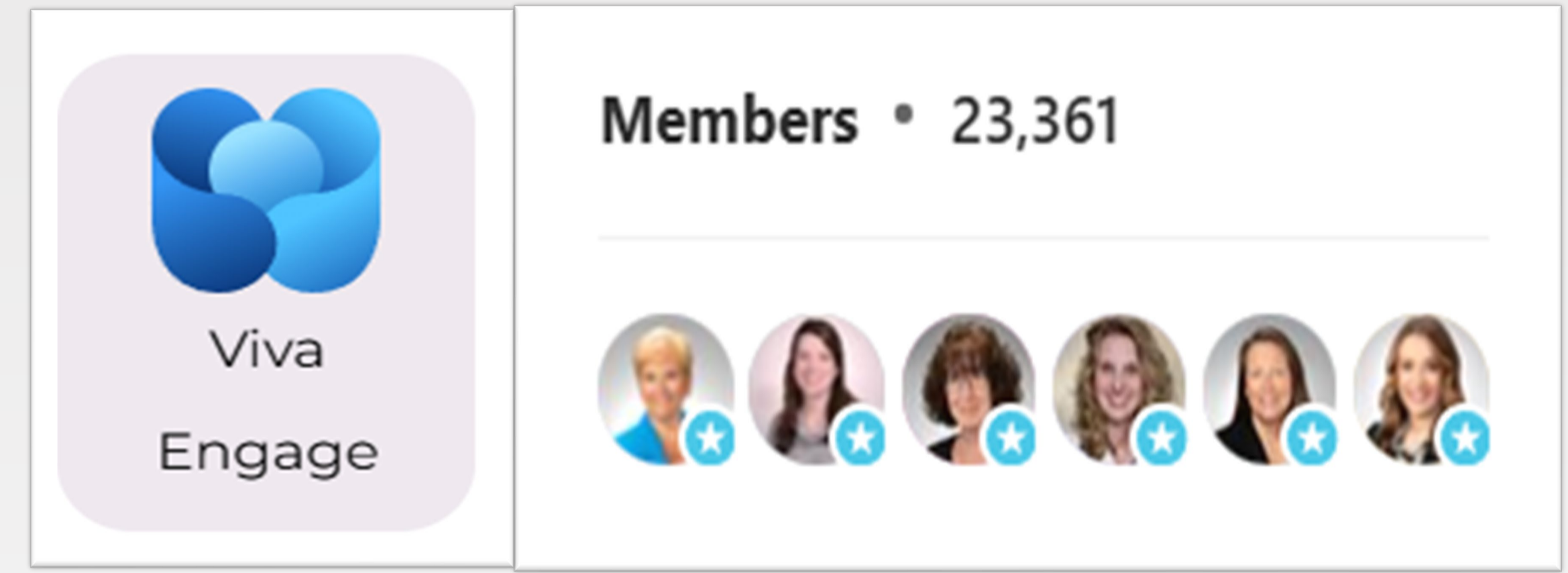
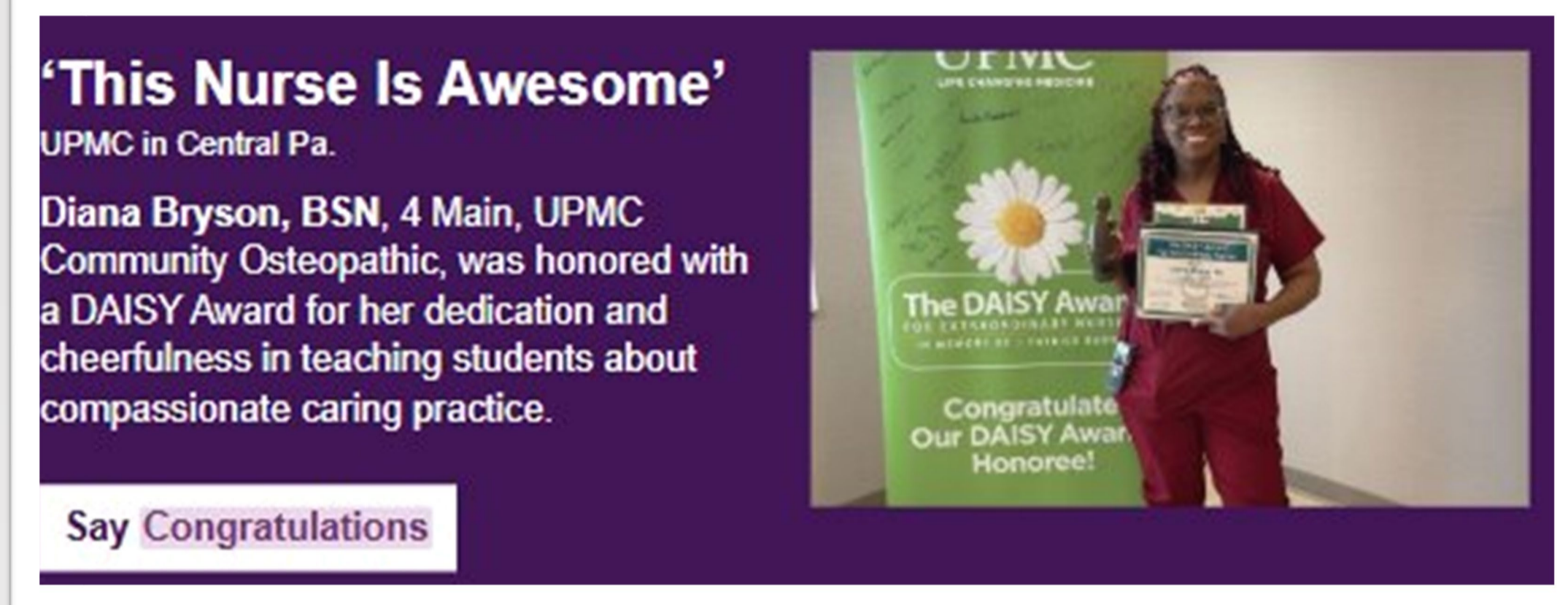
## 1. Professional Branding & Identity

Enhancements to the look and feel of the UPMC Nursing brand were made to **update colors, tone, photography,** and a logo transition to UPMC Nursing. Consistent visual identity across career sites, executive communications, and internal platforms to ensure inclusivity across all nursing roles and career stages.



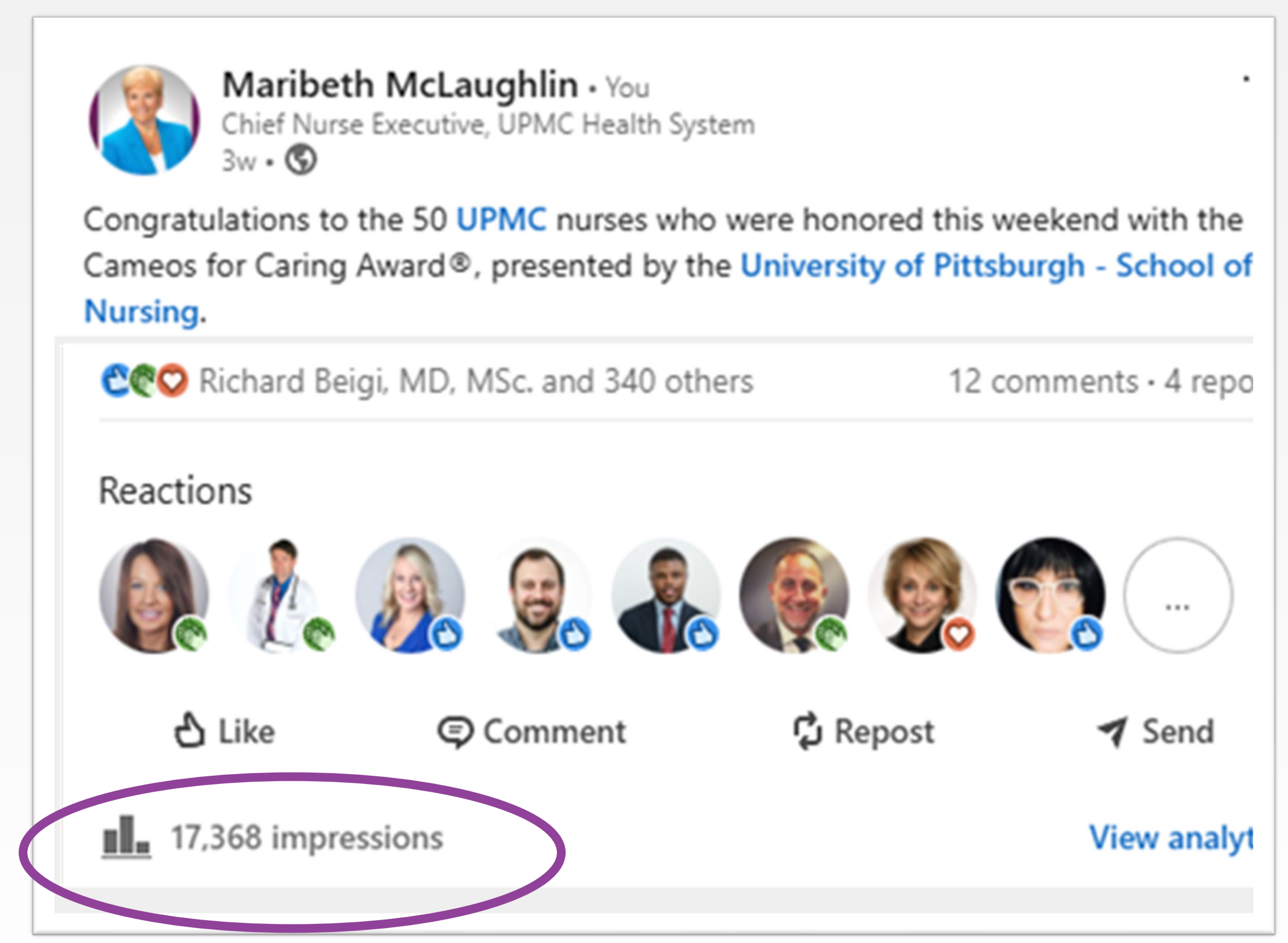
## 2. Internal Recognition & External Credibility

Consistent promotion of **nursing achievements and recognition** at standard cadence amplified our nurse's impact. Weekly internal news features and monthly nursing accomplishments recognition includes celebration of awards, graduations, and professional milestones. External credibility was gained through **media features, professional conferences,** and **national partnerships.**



## 3. Digital Visibility & Leadership Presence

UPMC's Chief Nurse Executive modeled digital storytelling and leadership visibility with **intentional engagement** of nursing leaders **on external platforms,** like LinkedIn. Other external features include conference sponsorships, local and national interviews and sponsorship on job sites. The use of **internal platforms, like Viva Engage,** reinforced connection, recognition, and transparency. Amplifying nursing content across organizational platforms drove engagement.



## 4. Recruitment Marketing & Authentic Storytelling

By connecting nursing talent with opportunities that meet them where they are and offering a glimpse into life as a nurse, UPMC helps job seekers visualize themselves as part of your team.

Elevate **nursing leadership priorities** through candidate-facing, omnichannel recruitment marketing.

- Address nursing initiatives
- Build trust in your nursing brand



Connect nurses with **information and opportunities** that meet them where they are in their careers.

- Entice an aspiring nurse
- Support for a graduate nurse
- Grown as an experienced nurse



Reinforce your organization's nursing brand through **your employees' voices.**

- Use photos of real employees
- Film unscripted conversations
- Show genuine experiences

