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| Content Package: MM-24-1086501 2025 USNWR content package  By David Ching | |
| Title | *Type the title as it will appear on the* [*webpage*](https://marcom.purdue.edu/toolbox/content-packages/)*. Use title case capitalization. “Content package” or years should not be in the title.* |
| Title | U.S. News and World Report Rankings 2025 |
| Summary | *Provide a concise description of the project.* |
| Summary | Purdue is the No. 1 public university in Indiana according to U.S. News & World Report’s 2025 Best Colleges rankings. Because of the university’s reputation as one of the nation’s most forward-thinking institutions, U.S. News also ranked Purdue among its top 10 Most Innovative Schools in the U.S. for the seventh straight year.    The rankings data reflected the value of a Purdue degree — particularly regarding graduate earnings. Purdue placed as a top-five U.S. public university and No. 1 in the Big Ten for producing the highest portion of graduates earning more than those with only a high school diploma.    Finally, numerous colleges and individual undergraduate programs earned recognition, including the College of Engineering’s No. 8 collegewide undergraduate standing and seven engineering departments ranking in the top 10.  STRATEGY  These rankings celebrate the quality and value present in a Purdue education, as well as the university’s efforts to innovate within the higher education model. The tone of this content should emphasize pride and optimism about the future, highlighting current strengths while expressing excitement about what Purdue’s innovative culture might yield next. This content is evergreen and can be shared throughout the year. From a marketing standpoint, it may be particularly useful during key recruitment periods when prospective students are determining which school they will attend. |
| Resources Include | *Use a bulleted list to define. Examples of resources: social graphics, social post copy, links to press releases and previously published stories.* |
| Resources Include | **RESOURCES INCLUDE**   * Social post copy * Social graphics * [Press release](https://www.purdue.edu/newsroom/2024/Q3/for-second-year-in-a-row-purdue-ranked-among-top-50-undergraduate-colleges-in-america-by-u-s-news-world-report/) |
| Links and UTM Parameters | *Identify the UTM campaign, UTM medium and UTM source for reporting purposes. Unhighlight once completed.* |
| Links and UTM Parameters | **LINKS AND UTM PARAMETERS**  When linking to Purdue websites from social platforms or emails, it is recommended that UTM parameters be added to the URL in order to provide reporting on the activity. The Purdue Marketing and Communications [campaign URL builder](https://marcom.purdue.edu/restricted-access/?redirect_to=%2Ftoolbox%2Fcampaign-url-builder%2F) allows you to easily configure these links and even request shortened Purdue-branded links.  Purdue press release: https://www.purdue.edu/newsroom/2024/Q3/for-second-year-in-a-row-purdue-ranked-among-top-50-undergraduate-colleges-in-america-by-u-s-news-world-report/  UTM Campaign:  UTM Medium:  UTM Source: |
| Available Assets | *Unhighlight once completed.* |
| Available Assets | **AVAILABLE ASSETS**  The following assets are available for download and use.  NOTE: If InDesign files are needed for any of these assets, please complete the [marketing request form](https://marcom.purdue.edu/contact/request/). |
| Social Media Guidance | *List post examples and accounts to tag; handles may vary by platform, such as @LifeAtPurdue on Instagram and @PurdueUnviersity on Facebook. Unhighlight once completed.* |
| Social Media Guidance | **SOCIAL MEDIA GUIDANCE**  **POSTING TIPS**   * Keep posts short and direct * Link all posts back to the story * Include photos or videos * Use short URLS   **NO. 1 IN INDIANA GRAPHIC**  **SUGGESTED SOCIAL MEDIA POSTS**  Facebook: We’re Indiana’s top public university — again!    When @USNewsAndWorldReport released its 2025 #BestColleges rankings, #Purdue was the state’s only public institution listed among the nation’s top 50 universities.  Instagram: The 2025 #BestColleges rankings are out from @USNews — and #Purdue is once again the only public university from Indiana in the top 50.  Read more at the 🔗 in bio.  X: The @USNews 2025 #BestColleges rankings are out — and #Purdue is once again Indiana’s only public university in the top 50.  Read more. ⬇️  LinkedIn: The 2025 #BestColleges rankings are out from @US-News-And-World-Report — and #Purdue is once again the only public university from Indiana in the top 50.    The rankings data confirms that #Boilermakers are among the nation’s most in-demand graduates. Purdue’s recent graduate earnings are in the top five among U.S. public universities and No. 1 among those from the #BigTen.  Read more:  **MOST INNOVATIVE GRAPHIC**  **SUGGESTED SOCIAL MEDIA POSTS**  Facebook: Why did @USNewsAndWorldReport rank #Purdue as one of the 10 Most Innovative Schools in the U.S. for the seventh year in a row?    ✅ Transformative teaching and research    ✅ Job-ready graduates    ✅ Impactful partnerships    ✅ Future-focused initiatives   #Boilermakers never stop working to tackle society’s biggest challenges. That’s why we’re among the leading institutions in American higher education.  Instagram: Why did @USNews rank #Purdue as one of the 10 Most Innovative Schools in the U.S. for the seventh year in a row?    ✅ Transformative teaching and research    ✅ Job-ready graduates    ✅ Impactful partnerships    ✅ Future-focused initiatives  #Boilermakers never stop working to tackle society’s biggest challenges. That’s why we’re among the leading institutions in American higher education.  X: Why did @USNews rank #Purdue as one of the 10 Most Innovative Schools in the U.S. for the seventh year in a row?  Because #Boilermakers never stop working to tackle society’s biggest challenges.  LinkedIn: Why did @US-News-And-World-Report rank #Purdue as one of the 10 Most Innovative Schools in the U.S. for the seventh year in a row?    ✅ Transformative teaching and research    ✅ Job-ready graduates    ✅ Impactful partnerships    ✅ Future-focused initiatives   #Boilermakers never stop working to tackle society’s biggest challenges. That’s why we’re among the leading institutions in American higher education.  **BOTH GRAPHICS**  Facebook: The 2025 #BestColleges rankings are out from @USNewsAndWorldReport — and #Purdue is the only public university from Indiana in the top 50.    Purdue also made #USNews’ list of the top 10 Most Innovative Schools for the seventh consecutive year.    The rankings data confirms that #Boilermakers are among the nation’s most in-demand graduates. Purdue ranked in the top five among U.S. public universities and No. 1 in the #BigTen for producing the highest portion of graduates who earn more than a high school graduate.  Read more:  Instagram: The 2025 #BestColleges rankings are out from @USNews — and #Purdue is the only public university from Indiana in the top 50.    Purdue also made #USNews’ list of the top 10 most innovative universities for the seventh consecutive year.    The rankings data confirms that #Boilermakers are among the nation’s most in-demand graduates. Purdue ranked in the top five among U.S. public universities and No. 1 in the #BigTen for producing the highest portion of graduates who earn more than a high school graduate.    Read more at the 🔗 in bio.  X: The @USNews 2025 #BestColleges rankings are out — and #Purdue is Indiana’s only public university in the top 50.    #USNews also selected Purdue as one of the top 10 Most Innovative Schools for the seventh straight year.    Read more. ⬇️  LinkedIn: The 2025 #BestColleges rankings are out from @US-News-And-World-Report — and #Purdue is the only public university from Indiana in the top 50.    Purdue also made #USNews’ list of the top 10 Most Innovative Schools for the seventh consecutive year.    The rankings data confirms that #Boilermakers are among the nation’s most in-demand graduates. Purdue ranked in the top five among U.S. public universities and No. 1 in the #BigTen for producing the highest portion of graduates who earn more than a high school graduate.  Read more: |