



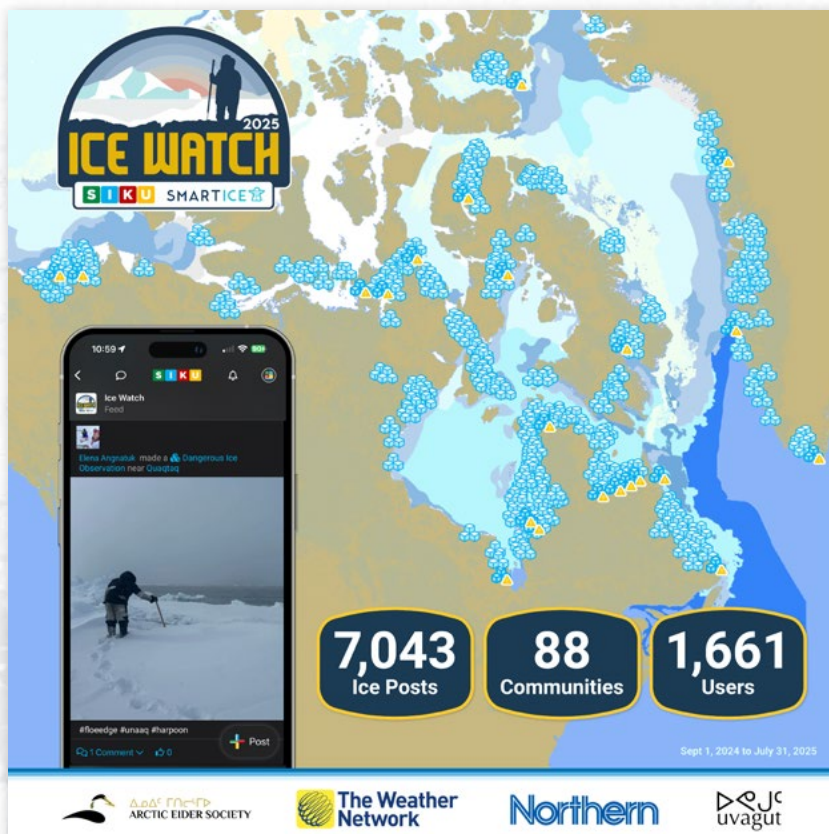
SIKU Ice Watch - 2025

Impact Report

We're excited to share the results of Ice Watch 2025! Between its first year in 2021 and this year, SIKU users made **7,043** ice posts in communities across the North.

With the help of our partners and sponsors, our successful campaign reached northern and national audiences through social media, television, radio and more. Thank you to the North West Company, Uvagut TV, The Weather Network and SmartICE!

Views on social media: 690,503+
Television reach: 12+ Million Households



 	Puasi Ippak Sanikiluaq
 	Elena Angnatuk Quaqtaq
 	Vanessa Flowers Hopedale
 	Willia Amaamatuak Salluit

Social Media, Television and Radio

Along with posts made directly on SIKU, Ice Watch was also shared using an effective advertising campaign.

Social Media



Our sponsors' logos were featured on all Ice Watch content, including graphics, videos and reels on social media, as well as radio ads and videos made for national broadcasts on television.

For the third consecutive year, our social media campaign has reached more than half a million viewers!



Social Media Summary:

	2025	Total Since 2021
SIKU Ice Posts	1,389	7,043
SIKU Users Making Ice Posts	421	1,661
Unique Content	61	276
Social Media Reach Facebook & Instagram	690,503	2,513,356
Engagement Facebook & Instagram (Likes, comments, shares)	7,066	24,315

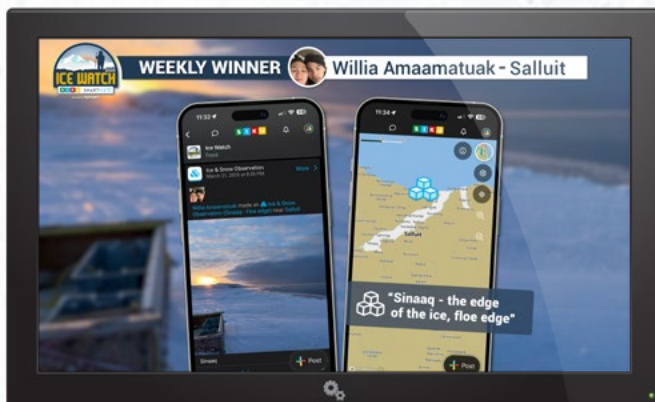
**Includes communities in Greenland and Alaska.*

Television



The Weather Network featured Ice Watch posts weekly in its Share Your Weather (SYW) segment, which was broadcast hourly on Fridays. SYW content reached an impressive **1.93 million** viewers overall. Video clips from each segment were also published on our social media channels and shared by our partners.

For the first time this year, our content was broadcast nationally on Uvagut TV, reaching an audience of more than **10 million** households across Canada.



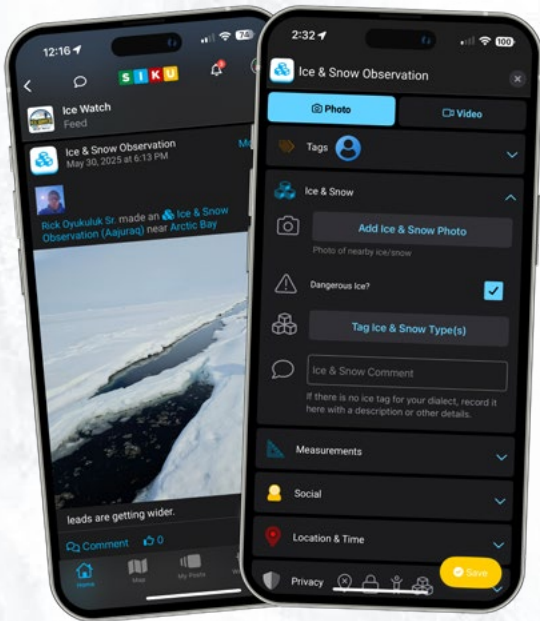
View more of our 2025 Ice Watch video content on our [Facebook page](#), [Vimeo profile](#), or on [IsumaTV](#).

Radio

- Radio adverts were also aired across the North on local community radio stations.

Sharing Knowledge

With five years of Ice Watch observations now recorded, the data demonstrate the significant contributions to ice knowledge transfer and safety in northern communities. Thanks to SIKU's Indigenous language features, Ice Watch is also advancing language skills by promoting the use of Inuktitut ice terminology. Ice Watch is an excellent example of SIKU being used across Inuit Nunangat to strengthen knowledge, encourage language use and make vital contributions to environmental safety.



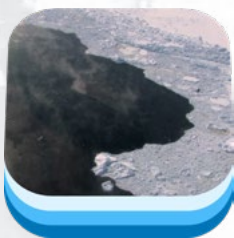
How it works:

- Users create Ice Posts while traveling on land and sea ice using the SIKU app, which is available online and offline. Ice Post content includes pictures, videos, and tags for sea ice and snow terminology in Inuktitut.
- Hazards and observations are shared in SIKU community news feeds and on the SIKU Ice Map. Eligible posts are reviewed by our panel of Inuit Ice Experts and may be selected to win weekly or Grand Prizes.
- Work is ongoing to mobilize ice data through machine learning research, with the goal of further enhancing safe travel in a changing North.

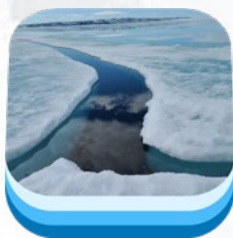
SIKU Ice Profiles

The use of sea ice terminologies across Inuktitut dialects promotes language use. Communities utilize their own knowledge systems to document the changing conditions of sea ice across the North. As a result, SIKU users tag more ice profiles and contribute new terms in their own dialects every year.

This year's IW posts demonstrate how SIKU's ice and snow profiles enable users to create ice posts – and how these ice posts, in turn, enhance SIKU's ice and snow profiles.



Sinaaq
Floe Edge



Aajuraq
Lead



Ikirasaq
Polynya



Allu
Breathing Hole



Aukkaaniq
Open areas in Spring

This year's five most frequently tagged ice profiles were key ice features.

Weekly Winners

Ice Watch had **12** Weekly Winners this year, all receiving **\$150** gift cards from the North West Company. Our panel of expert Inuit ice reviewers reviewed SIKU posts, and the winning posts were selected for their contributions to ice knowledge mobilization and safety. The winning posts were then published on SIKU, our social media channels, The Weather Network and Uvagu TV.



"I especially like SIKU to see if others have posted dangerous conditions, so we can be aware before we head on the land."

Overall the past year has been wonderful using SIKU, and I hope my posts help others just as much as their posts help me."

- Vanessa Flowers, Ice Watch 2025 prize winner

Grand Prize Winners

The North West Company generously contributed a **\$750** gift card for the second-place Grand Prize winner and a **\$500** gift card for the third-place winner. The same panel of Inuit ice experts carefully reviewed and selected the recipients of these prizes. Again this year, we included a special grand prize, a beautifully crafted harpoon created by master craftsman Simeonie Kavik from Sanikiluaq.

ICE WATCH 2025
Sponsored by Northern

Grand Prize Winners!

Puasi Ippak
Sanikiluaq
NEW SNOWMOBILE!
*model may vary

Elena Angnatuk
Quaqtaq
\$750 Northern Gift Card

Willia Amaamatuak
Salluit
Custom-made unaaq (harpoon)

Vanessa Flowers
Hopedale
\$500 Northern Gift Card

A graphic showcasing the grand prize winners from 2025

Ice Watch 2025 Featured Posts

Throughout the fall and winter, we selected Featured Posts highlighting some of the best posts of the ice season. These were published on SIKU and our social media channels ahead of Ice Watch's official launch to generate interest and start promoting our sponsors.





Sponsored by Northern

Support ice safety & knowledge transfer. You could win a NEW SNOWMOBILE!

Weekly winners receive gift cards
+ all ice posts qualify for grand prizes.




Download **SIKU** and join the challenge!
Visit siku.org/icewatch for more info



*Snowmobile model may vary




Sponsored by Northern

Make your Ice Posts by June 2nd for a chance to win!

siku.org/icewatch



Sponsored by Northern

Win a NEW SKI-DOO & Northern Gift Cards!

siku.org/icewatch




Various promotional graphics from the 2025 Ice Watch.

ICE WATCH PARTNERS & SPONSORS

SMARTICE 

 The Weather Network

Northern


uvagut

SUPPORT FOR SIKU

 Tech for Nature

Canada 

 TD **READY**
COMMITMENT

 MakeWay

 lokalise

 mapbox


Air Inuit

zoom  cares


Google Earth Engine

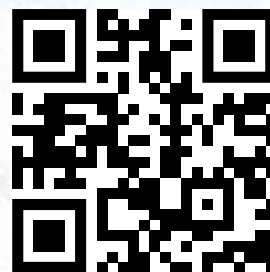
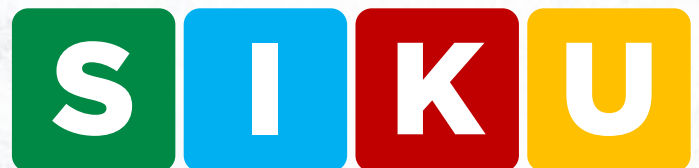
GORDON AND BETTY
MOORE
FOUNDATION

Nakurmiik to all our partners and sponsors, and to everyone who contributed to their community's safety and knowledge.
We'll see you again next year for the 2025 Ice Watch Challenge!

About AES and SIKU

Arctic Eider Society is an Inuit-led charity established in 2011, and developer of SIKU: The Indigenous Knowledge Social Network. SIKU is a web and mobile platform that provides tools and services for Indigenous communities to lead their own research and monitoring programs.

View the 2025 Ice Watch content on our [Facebook page](#), [Vimeo profile](#), or on [IsumaTV](#).



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