

IOWA

College of Liberal Arts and Sciences

Marketing and Communications

Monthly update

for January, 2024

Telling the CLAS story

Output (news and stories)

14 articles (+27%)
7 UI placements (-22%)

CLAS social media

120 posts (+10%)
12,164 engagements (+161%)
10,770 social followers (+43%)

Traffic

~/news
4,353 pageviews (-24%)
Top stories by traffic published this month:

[Translation workshop celebrates 60 years](#)

[6 CLAS departments redesign introductory STEM courses](#)

[CLAS psychology professor retires after 50 years](#)

Faculty and Staff Newsletter

[January Newsletter](#)

52% open rate (-3%)
27% click rate (+5%)

Top links:

[Employee updates](#)

[CLAS adds undergraduate sustainability requirement](#)

[Workshop book recommendations](#)

CLAS Student Newsletter

[January Newsletter](#)

46% open rate
5% click rate

Top links:

[How to apply for scholarships](#)

[Important dates and deadlines](#)

[CLAS therapy dog Drax](#)

Marketing and Web Strategy

Media production

[Photography: School of Music feature](#)

[Photography: Art History class](#)

[Photography: Winter Campus beauty shots](#)

[Video: MA-SC YouTube ads](#)

[Photography: Biology Labs](#)

[Video: SAAH web reel](#)

Marketing campaigns

MA-Strategic Communication

- 95,727 advertising impressions
- 2,830 pageviews
- 18 inquiries

Social Work- MSW

- 42,471 advertising impressions
- 6,143 pageviews
- 84 inquiries

Website migrations

Completed:

[Art and Art History](#)

In-progress:

Philosophy

Religious Studies

Biology

Writers' Workshop

Chemistry

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Program page redesigns

[MA-Strategic Communication program pages](#)

[School of Social Work-MSW program pages](#)

Performing arts marketing and communications

Content (news and stories)

Articles: 5

News items: 11

5 news placements

- 1 – Iowa Now newsletter
- 4 – Daily Iowan online and print

Social media

120 posts
(+22 YOY)

317,149 impressions
(-288,962 YOY)

15,911 engagements
(-3,035 YOY)

15,256 social followers
(+2,841 YOY)

Marketing initiatives

Theatre Arts – *Dance Nation* (Mainstage pre-event promo)

Theatre Arts – MFA programs recruitment social ad campaign (Playwriting, Stage Management, Acting)

- Reach: 82K+
- Clicks: 796

Dance – UIDC Dances Described Concert (pre-event promo)

Special projects

New Performing Arts at Iowa poster series installed in UCC

Hype video project in approvals phase

New Events pages interface created for PAI website

IOWA

Feedback

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Send news, story ideas, publications, awards, or general questions to: clas-marcom@uiowa.edu