

IOWA

College of Liberal Arts and Sciences

Marketing and Communications

Monthly update
For August 2024

CLAS Marketing and Communications update (August 2024)

News, stories, and articles

12 articles (-7.6% YOY)

~/news 4,344 pageviews (+60%YOY)

Top stories by traffic published this month:

[CLAS faculty members recognized by students for their commitment to student success](#)

[Fall 2024: Important dates and deadlines for students](#)

[CLAS honors faculty with 2024 teaching and engagement awards](#)

Newsletters/e mails

Faculty and Staff Newsletter

1. [Employee updates](#)
2. [CLAS honors faculty with 2024 teaching and international engagement awards](#)
3. [CLAS faculty members recognized by students for their commitment to student success](#)

Undergraduate Student Newsletter

1. [Want to graduate with distinction? Learn how!](#)
2. [Key dates and deadlines](#)
3. [How to get involved this year](#)

CLAS social media

133 posts (+22%YOY)

6,135 engagements (-21%YOY)

11,861 social followers (+42%YOY)

Top performing posts per channel by engagement

- [Facebook](#)
- [X](#)
- [IG](#)
- [LinkedIn](#)

Strategic communications

[Advisor outreach](#)

[Resources for instructors](#)

[Faculty honors invite](#)

[Dean's first-day message](#)

CLAS events

CLAS Welcome Party



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Website migrations

[Enterprise Leadership](#)

Program marketing

[MA Strategic Communication](#)

- 25,007 ad impressions
- 461 page views
- 35 web inquiries

[MSW](#)

- 41,668 ad impressions
- 3,601 page views
- 79 web inquiries

Video and photography

[CLAS Welcome Party](#)

[Dean Sanders 'Thankview' stewardship video](#)

[Helping Careers area of study video](#)

Alumni relations

[HHP alumni e-newsletter and newsletter web section](#)

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Website optimizations or improvements

[Web strategy upgrades project](#) kicked off for:

- Classics
- Communication Studies
- Computer Science
- English
- History
- Physics and Astronomy
- Political Science
- Psychological and Brain Sciences
- Sociology and Criminology

Web documentation

[How-to add or edit a person profile](#)

[How-to upload files to the media library](#)

[How-to use layout builder components](#)