

IOWA

College of Liberal Arts and Sciences

Marketing and Communications

Monthly update
for October 2024

Positioning the college

News, stories, and articles

10 articles (-16% YOY)

~/news 4,059 pageviews (+24%YOY)

[Two CLAS departments collaborate for third Edge of Space Academy](#)

[CLAS English faculty member sees new relevancy for her book in 2024 election](#)

[To drop or not to drop? These are the questions](#)

Newsletters/e mails

Faculty and Staff Newsletter

1. [Employee updates](#)
2. [How to participate in Homecoming](#)
3. [Get your free flu shot](#)

Research Resource

1. [Recent grant awards](#)
2. [Upcoming grant and fellowship deadlines](#)
3. [Meet the new staff members in CLAS GSO](#)

CLAS social media

106 posts (-4.5% YOY)

9,985 engagements (+39% YOY)

12,268 social followers (+21.5% YOY)

Top performing posts per channel by engagement

- FB: [SRM NASCAR practicum story](#)
- X: [Halloween Herky photo](#)
- IG: [Homecoming week photo recap](#)
- LinkedIn: [UI ranked No. 1 public school for writing](#)

Media coverage

[Daily Iowan: CLAS departments considered for restructuring](#) (September)

[Daily Iowan: A look at the UI's plan for a new School of Earth, Environment, and Sustainability](#)

CLAS events

DWLLC- [Japanese Ambassador visit 10/14/24](#)

[2024 Capote Award announcement](#) (September)

[Homecoming parade](#)

Marketing and promoting CLAS programs

Program marketing

(numbers are for month of October unless otherwise noted)

[MA-Strategic Communication](#)

- 19,351 ad impressions
- 556 page views
- 15 web inquiries

[Social Work- MSW](#)

- 69,683 ad impressions
- 4,551 page views
- 84 web inquiries
- 80 total application starts this cycle (-1 YOY)

Video and photography

[Fall campus](#)

Gen Eds: [History of oil, Inequality in sport](#)

[History course in special collections](#)

SEES: [Prairie course at MacBride, Earth Week event](#)

[CLAS at Mental Health Fair](#)

Alumni relations

[CSD alumni newsletter and newsletter website section](#)

CSD [share your building memories form](#)

Homecoming [alumni trading cards](#) and slideshow for float

Building capacity

Department site updates

Build phase:

Communication Studies

Strategy phase:

Anthropology

Sociology and Criminology

Physics and Astronomy

History

[Project updates](#)

Templates or resources

[How-to Guides for CLAS website admins](#)
training library, including:

- Layout Builder and styling
- Managing media
- Person profiles
- Writing
- Accessing website archives

IOWA

Questions?

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