

IOWA

College of Liberal Arts and Sciences

Marketing and Communications

Monthly update

For May 2025

Positioning the college

News, stories, and articles

12 articles (– YOY)
~/news 6,765 pageviews
(+83%YOY)

Top stories by traffic
published this month:

[CLAS students graduating with distinction and honors](#)

[CLAS announces 2025 faculty promotion and tenure awards](#)

[CLAS honors faculty with 2025 teaching and engagement awards](#)

Newsletters/emails

[Faculty and Staff Newsletter](#)

1. [CLAS announces 2025 faculty promotion and tenure awards](#)
2. [Employee Updates](#)
3. [CLAS honors faculty with 2025 teaching and engagement awards](#)

[Research Resource](#)

1. [15 CLAS graduate students awarded collegiate fellowships](#)
2. [Meet these CLAS student researchers](#)
3. [Upcoming grant and fellowship deadlines](#)

CLAS social media

153 posts (+.7%YOY)

11,244 engagements
(+26.1%YOY)

13,356 social followers
(+17.7%YOY)

Top performing posts per channel
by engagement

- FB: [Meet the student researchers](#)
- X: [SRM NIL story crosslink](#)
- IG: [Fun facts about the spring class of 2025](#) (Canva graphic)
- LinkedIn: [Learn about six CLAS grads](#) (Canva graphic)

Strategic issues and events

[HHP dept. name change comms](#)

[Commencements May 17th, 2025](#)

Marketing and promoting CLAS programs

Website optimizations and migrations

Completed migrations

- CLAS Strategic Plan

In-progress

- English
- SEES (new website)
- LLLC (new website)
- Spanish & Portuguese

Up next/on deck for upgrade

- Communication Sciences and Disorders

[Project updates](#)

Program marketing

[MA-Strategic Communication](#)

- 41,671 ad impressions
- 2,028 page views
- 13 web inquiries

[Social Work- MSW](#)

- 161,528 ad impressions
- 3,708 page views
- 80 web inquires

Video and photography

[Geographical and Sustainability Sciences at Iowa video](#)

[Cinema at Iowa video](#)

[Screenwriting Arts at Iowa video](#)

[Music at Iowa video](#)

[Commencement speaker Reed Niebauer](#)

Alumni relations

- [English and Creative Writing alumni newsletter](#)
 - Total send: 6,823
 - Open rate: 47.66%
 - Click rate: 3.83%
- [Cinematic Arts alumni newsletter](#)
 - Total send: 709
 - Open rate: 52.47%
 - Click rate: 17.49%