

College of Liberal Arts and Sciences

Marketing and Communications

Monthly update
For June 2026

Positioning the college

News, stories, and articles

11 articles (+10% YOY)

~/news section pageviews: 8,650
(+176%)

Top stories by traffic published
this month:

- [CLAS researchers' hearing care study named "Trial of the Year" by leading medical journal](#)
- [Learn how CLAS faculty members are furthering humanities research during the summer months](#)
- [Staff spotlight: Shonda Monette cultivates connection across CLAS](#)

Newsletters & emails

[Faculty and Staff Newsletter](#)

1. [Employee updates](#)
2. [CLAS faculty receive summer research funding](#)
3. [Staff spotlight: Shonda Monette cultivates connection across CLAS](#)

CLAS social media

115 posts (+63% YOY)

8,975 engagements -35% YOY

16,040 social followers (+19% YOY)

Top performing posts per channel by engagement

FB: [University of Iowa hearing care study named 'Clinical Trial of the Year'...](#)

X: [Congratulations to all 13 @uiowa students selected for Fulbright awards](#)

IG: [Celebrating CLAS faculty recognized with 2026 promotion and tenure awards](#)

LI: [Congratulations to CLAS faculty recognized with 2026 promotion and tenure awards](#)

Strategic Communications

[CLAS 2026 Budget Update](#)

Marketing and promoting CLAS programs

Graduate professional marketing

MA Strategic Communication

- 57,805 ad impressions
- 1776 page views (+22% YOY)
- 9 web inquiries (+28.5% YOY)

Master of Social Work

- 5,000 ad impressions
- 4,531 page views (+106% YOY)
- 45 web inquiries (-21% YOY)

Clinic marketing

Speech, Language, and Hearing Clinic

- 64,474 ad impressions
- 3,104 page views
- Emails from website: 39
- Calls from website: 48

Video and photography

Video

- [Biology major video](#)
- [LLLC majors video](#)

SmugMug Top Viewed Galleries:

[CSD SLP clinic Laura Schmidt](#)

[CSD SLP Voice session Louise Pinkerton](#)

[CSD SLP ARC clinic](#)

Photography

LLLC

- [Translation](#)
- [Italian tutoring](#)
- [German classroom](#)
- [German conversation group](#)

Biology

- [Research lab](#)
- [Biology research lab 2](#)
- [Biology lab classroom](#)
- [Biomedical Sciences research lab](#)

Mathematics

- [Classroom](#)
- [1:1 research session](#)

Building capacity

Website optimizations or improvements

Complete

- New [Department of Classics and Religious Studies](#) site
- Rhetoric move to [Communication Studies](#)
- [Journalism and Mass Communication](#)

In progress

- Interdepartmental Studies
- Interdisciplinary Programs
- Faculty Honors

CLAS websites*

clas.uiowa.edu

- 10,386 sessions (-3.42% YOY)
- 31,467 page views (+78.97% YOY)

resource.clas.uiowa.edu

- 5,852 sessions (+20.21% YOY)
- 12,426 page views (+35.91% YOY)

*Reporting now only shows U.S. traffic, filtering out bot traffic as much as possible.

Training and support

- 27 web support requests completed
- MarCom toolkit section traffic:
 - 746 page views (+96.83% YOY)