

College of Liberal Arts and Sciences

Marketing and Communications

Monthly update
For August 2026

Highlights from August 2026



58% year-over-year
increase in new content
engagement



25 of 31 CLAS academic
units featured



Video top performing
content across all social
channels



Increased program
marketing content

Telling the CLAS story

News and storytelling

21 articles published (+75% Year-over-year)

~/news: 12,229 pageviews (+49% YOY). Key drivers:

- New content performance
- Increased time on page

Top stories by traffic published this month:

- [Beth Skinner brings a social work lens to Iowa corrections](#)
- [CLAS's top stories from summer 2026](#)
- [CLAS music faculty receive NEA grant](#)

CLAS academic unit coverage

25 of 31 academic units featured in CLAS News this month

- **81%** of academic units featured in CLAS News (Q1 to date)

17 of 31 academic units highlighted through shared content this month

- **68%** of academic units highlighted through shared content (Q1 to date)

Audience communications

Faculty and Staff Newsletter ([link](#))

- [Employee updates](#)
- [CLAS's top stories from summer 2026](#)
- [CLAS industry professionals in today's classrooms](#)

Audience communications

Social media followers:
16,707 (+19%)

- Facebook: 4,130
- Instagram: 5,073
- LinkedIn: 4,236
- X: 3,268

Total engagements:
14,209 (+9%YOY)

Top performing posts per channel by engagement:

- Facebook: [Speech and Hearing Science major video \(long form\)](#)
- Instagram: [Biomedical Sciences major video \(short\)](#)
- X: [Communication Studies major video \(short\)](#)
- LinkedIn: [Mathematics major video \(long form\)](#)

Alumni engagement

[~/alumni](#) section traffic

- 210 page views (-9.87%)

[Dean Sanders Thankview video for CLAS donors](#)

[Alumni profile: Beth Skinner](#)

Marketing and recruitment

Master of Social Work

- 38,100 ad impressions
- 6,345 pageviews (-4.4%)
- 56 inquiries (-34%)
- 1 application, fall '27 cycle
- 4% brand visibility in AI-powered search
- New [Why Social Work?](#) web page launched

MA Strategic Communication

- 55,925 ad impressions
- 3,723 pageviews (+108% YOY)
- 13 inquiries (-7% YOY)
- 45% brand visibility in AI-powered search
- Fall '26 recruitment cycle
 - 15 applications (-1 YOY)
 - 10 accepted students (+1 YOY)
- 2026 total enrollment: 20 (-2 YOY)

Speech, Language, and Hearing Clinic

- 65,918 ad impressions
- 3,842 pageviews (+28% MOM)
- Emails from website: 51
- Phone calls from website: 31

Marketing and recruitment (cont.)

Majors videos

[CLAS Majors videos](#)

Views: 776

Avg. % viewed: 58.6%

[YouTube shorts](#)

Views 4,944

Avg. & viewed: 54.7%

- [Political Science](#)
- [Mathematics](#)
- [Psychology](#)
- [Communication Studies](#)
- [Criminology](#)
- [Philosophy and Political Science](#)
- [Spanish](#)
- [International Studies](#)
- [Anthropology](#)
- [Biochemistry](#)
- [Graphic Design](#)
- [Why I chose Iowa](#)
- [Why I chose Iowa](#)
- [Welcome to CLAS](#)

Photography

[CLAS SmugMug:](#)

- **24,319 photo views**

Top galleries:

- [CLAS Welcome Party](#)
- [Campus Seasonal](#)
- [CSD Audiology Lab](#)

Recruitment marketing content

- [CLAS English student builds confidence through literature, writing, and community](#)
- [Program offerings in the Department of Linguistics, Languages, Literatures, and Cultures open countless doors for students](#)
- [Why choose Iowa for a social work degree?](#)

Web

Section traffic

- [Academics](#): 14,294 page views (-14.7%)
- [Areas of Study](#): 328 page views (+4.46%)
- [General Education](#): 2,573 page views (-17.82%)

Departmental websites

- Undergraduate:
 - 395 apply clicks
 - 239 request info clicks
 - 222 visit clicks
- Graduate:
 - 748 apply clicks
 - 437 request info clicks

Web strategy

clas.uiowa.edu

- 60,452 page views (-0.24%)
- 11,471 engaged sessions (-17.21%)
- AI search visibility: 39,200 impressions

resource.clas.uiowa.edu

- 17,881 page views (+17.18%)
- 5,600 engaged sessions (+13.94%)
- AI search visibility: 20,700 impressions

Academic unit support

Training and support

- 44 web help requests completed for 21 CLAS academic units

Resources and improvements

Marcom Toolkit traffic:

- 1,053 page views (+80.31%)
- Top resources by traffic:
 - [How to access previous versions of a website](#)
 - [Design templates](#)
 - [Photos and video](#)