College of Liberal Arts and Sciences

Marketing and Communications

Monthly update
For October 2026

Highlights



579% increase in social media engagement

Driven largely by ESPN GameDay/Nike/Caitlin Clark event and Homecoming-related content

183% increase in CLAS news stories published

+ 20 from October 2025

80% of CLAS academic units featured

Telling the CLAS story

News and storytelling

34 articles published (+183% YOY)

~/news 11,425 pageviews (-16% YOY)

Top stories by traffic published this month:

- Scott Icenogle turns his memories into music
- Meet four CLAS researchers
- 2026-27 AY facilities update

Academic unit coverage

24 of 30 academic units featured on CLAS News (this month)

80% of CLAS academic units featured Q2-to-date

14 of 30 units highlighted through shared content

Audience communications

Faculty and Staff Newsletter

- Employee updates
- Staff spotlight: Rachel Spengler
- CLAS shops help ideas take shape

Research Resource

- New and renovated CLAS spaces
- Recent grant awards
- Meet 4 CLAS researchers

Audience communications

Social media followers: 17,306 (+20% YOY)

- Facebook: 4,304
- Instagram: 5,255
- LinkedIn: 4,482
- X: 3,265

Total engagements: 22,184 (+579% YOY)

Top performing posts per channel by engagement:

- Facebook: CLAS alumnus Ty Schmit on Pat McAfee Show
- Instagram: New and updated spaces in CLAS
- X: CLAS alumnus Ty Schmit on Pat McAfee Show
- LinkedIn: New and updated spaces in CLAS

Strategic communications

CLAS Teaching Excellence Showcase

Social work fall alumni newsletter

- Sent to 2,886
- Open rate: 42%
- CTR: 6%
- Top links:
  - Continuing education workshop
  - Job board
  - New advisory board

Marketing and recruitment

Master of Social Work

- 143,428 ad impressions
- 7,819 page views (-24.5%)
- 42 inquiries (-51%)
- 96 applications (+10% YOY)
- 2.6% brand visibility

MA Strategic Communication

- 101,231 ad impressions
- 5,991 page views (+257% YOY)
- 18 inquiries (+200% YOY)
- 3 applications
- 37.31% brand visibility
- U2G info session email push
  - Sent to 435
  - Open rate: 36%
  - CTR: 1%

Speech, Language, and Hearing Clinic

- 999 ad impressions
- 1,481 page views (-67% MOM)
- 36 emails from website
- 22 phone calls from website

Marketing and recruitment (cont.)

Majors videos

Majors videos

- YT playlist views: 974
- YT playlist APV: 57.7%
- Strat Comm U2G
- Statistics
- Actuarial Science

YouTube shorts

- YT playlist views:1652
- YT playlist APV: 56.2%
- Sports Media Culture
- Sports Rec Management
- Actuarial Science

Photography

Total shoots: 8

CLAS units covered: 6

- STATS
- SSW
- SAAHD
- SJMC
- CINE

CLAS SmugMug:

Photo Views: 30,623

Top Galleries:

- CLAS Welcome Party
- HSHP in new HSAB
- SSW Team Retreat

CLAS Website

Section traffic

- Academics: 8,656 (-48.64%)
- Areas of Study: 428 (+72.58%)
- General Education: 1,748 (-56.58%)

Departmental websites

- Undergraduate:
  - 269 request info clicks
  - 504 apply clicks
  - 269 visit clicks
- Graduate
  - 1,596 apply clicks
  - 558 request info clicks

Updated CLAS vital statistics

Marketing content

Finding a future in social work (BASW feature)

Web strategy

clas.uiowa.edu

- 51,739 page views (-45.27%)
- 11,292 engaged sessions (-40.03%)
- AI search visibility: 49,300 impressions

resource.clas.uiowa.edu

- 18,178 page views (-3.21%)
- 5,167 engaged sessions (+4.89%)
- AI search visibility: 21,000 impressions

Academic unit support

Training and support

- 30 web help requests across 12 academic units
- Redesigned HSHP Facilities page

Resources and improvements

Marcom Toolkit traffic:

- 776 page views (+1.57%)
- Top resources by traffic:
  - How to access previous versions of a website
  - Design templates
  - Photos and video

Share your news, achievements, or story ideas with us:

CLAS MarCom News form

→ **Questions: clas-marcom@uiowa.edu**