



Online Communications Insights and Statistics

February 2017

English Website: 14,620,000 Total Sessions (-800,000 or -5.2% from past month)

Spanish Website: 1,276,000 Total Sessions (+122,000 or +10.52% from past month)

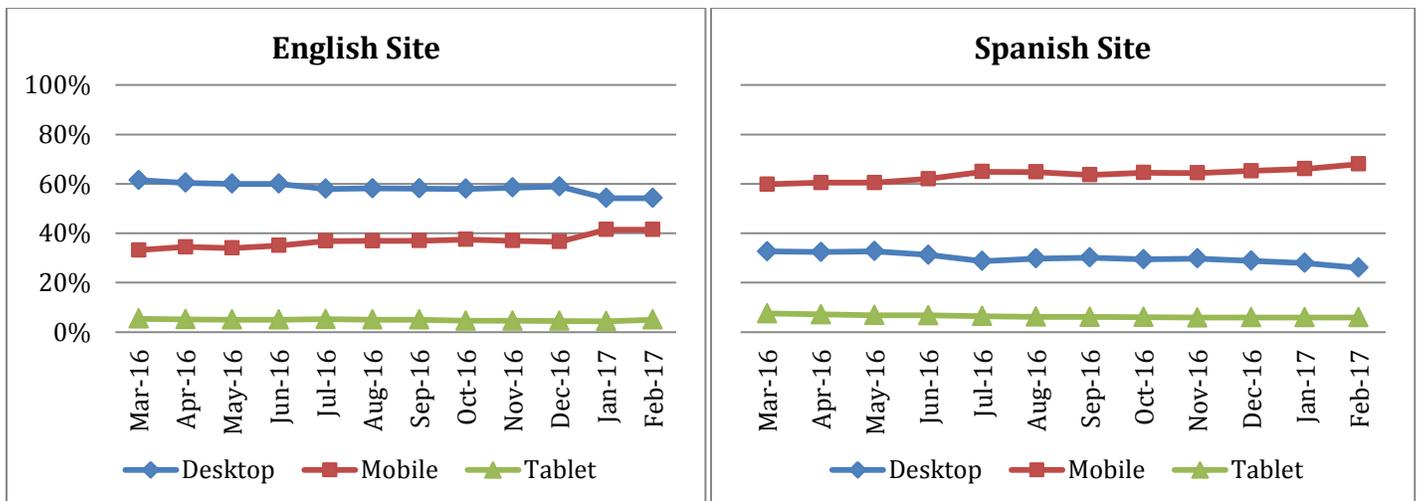
Social Media

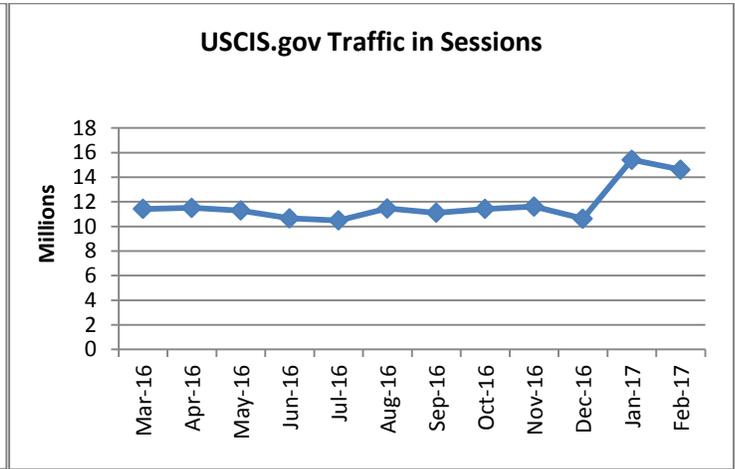
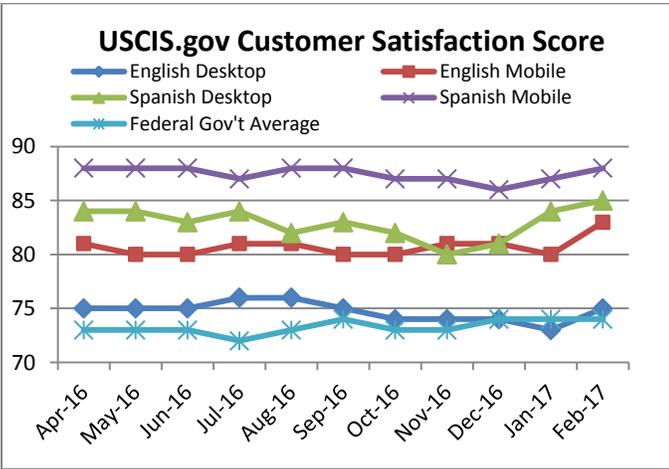
English	Facebook 474,000 total page likes lifetime (+5,400 past month)	Twitter 91,530 followers (+4,430 past month)	YouTube 3,459,900 total lifetime views (includes videos no longer active, +87,500 past month)	Instagram 3,850 followers (+550)
Spanish:	65,600 total page likes lifetime (+10,855 past month)	12,325 followers (+145 past month)	(USCIS does not have a Spanish YouTube channel at present)	1,250 followers (+60)

Highlights:

- Web traffic down versus last month, but on higher trend line: Web traffic decreased from January by 5%, but at over 14 million, is still higher than the 10 to 12 million we have typically registered in the past.
- Library-related items perform well on social media: Posts on both [Twitter](#) and [Instagram](#) featuring library ceremonies and events registered in the top five for each platform.
- Naturalization interview video still tops: Our [video on the Naturalization interview](#) remains far-and-away the most viewed video month to month and overall.

USCIS.gov Website Visitors: Percentages using desktop, mobile and tablets over time





Largest Traffic Change: Web Pages (Top 100)			Largest Change: Search (Top 100)		
Rank (Last Month)	Pages	Page views (Change)	Rank (Last Month)	Terms	Number of Queries (Change)
15 (3) ↓	Record of Abandonment of Lawful Permanent Resident Status	482,000 (-981,590)	36 (2826) ↑	tps for haiti 2018	2,763 (+2,735)
1 (1)	Homepage	6,021,000 (-419,724)	48 (11,682) ↑	deportable crimes	2,272 (+2,267)
7 (5) ↓	Employment Eligibility Verification	611,000 (-365,679)	56 (13,353) ↑	visa bulletin march 2017	2,026 (+2,022)
4 (7) ↑	Application for Naturalization	1,058,000 (+213,296)	32 (17) ↓	i-9	3,046 (-1,945)
13 (28) ↑	100 Civics Questions and Answers with MP3 Audio (English version)	496,000 (+139,257)	8 (15) ↑	n400	7,059 (+1,899)



Social Media – Top Posts Past Month

	Facebook	Twitter	YouTube	Instagram
Top 5	<i>Most People Reached</i>	<i>Most Impressions</i>	<i>Most Viewed</i>	<i>Most Liked/Viewed</i>
1	International Travel as a Permanent Resident 313,900 people reached Posted February 8 1,800 likes/reactions 1,000 shares	Naturalization ceremony celebrating the 285th birthday of General George Washington where 51 #newUScitizens took the Oath of Allegiance. https://t.co/Ko4zoNySfj Tweeted February 22 45,070 impressions	The Citizenship Interview and Test +17,780 views (1,865,830 total views. Published November 2010)	(Video) USCIS partners with the African-American Research Library and Cultural Center in Fort Lauderdale to welcome 100 new U.S. citizens from 23 different countries. Posted February 1 590 views
2	Post linking to January 27 Executive Order on CBP.gov Posted February 1 197,200 people reached 890 likes/reactions 405 shares	Don't have time to call our 1-800 number today? Tweet us and we'll reply to as many questions as possible this afternoon. #AskUSCIS Tweeted February 22 24,430 impressions	Promo – Civics Practice Test for the Naturalization Test +3,080 views (35,970 views, published June 2016)	(Video) I took the Oath of Citizenship today, and after 16 years of living here, I now have dual citizenship. Posted February 23 400 views
3	Change of address information for noncitizens Posted February 7 179,900 people reached 810 likes/reactions 290 shares	Don't pay anyone for copies of USCIS forms! You can find all of our forms and the current filing fees at https://t.co/alcolw89iH . Tweeted February 10 10,935 impressions	Chinese Jao Liu +2,660 views (18,160 views, published November 2014)	Satish and Surbhi - India - Feasterville, Pennsylvania. Though Satish and Surbhi came to the U.S. from India, they first met in New York while studying at New York University. Now nine years later, they're married, both in the U.S. Army, and both Americans. Posted February 13 190 likes
4	Your Rights as a Permanent Resident Posted February 14 177,100 people reached 1,200 likes/reactions 630 shares	Happy Library Lovers Month! Visit a library near you and ask if they have a citizenship corner. https://t.co/yrZTC6BWBq Tweeted February 8 10,385 impressions	Hello, I'm Emma. How May I Help You? +1,840 views (2,350 views, published November 2016)	Isaac - Israel - Dallas, Texas "I came to the U.S. for my children, for them to have a better opportunity." Posted February 28 150 likes
5	Green Card Processes and Procedures Posted February 20 159,400 people reached 1,100 likes/reactions 415 shares	Register for our free training Feb. 16-17 in Fremont, CA for adult ESL and citizenship teachers and librarians: https://t.co/n2TW9oPpMt https://t.co/RSeWjfF30R	Paying USCIS Immigrant Fee +1,515 views (33,345 total views, Published September 2014)	Repost from @danielaireinoso using @RepostRegramApp - "El Salvador is more than just my birthplace, it is my roots and the United



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		Tweeted February 2 10,130 impressions	States is more than where I'm currently residing, it is my future." Posted February 7 130 likes
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E-Mail Outreach:

Total Number of Subscribers: 864,000 (+12,000)/Total Number of Subscriptions 2,511,000 2,466,000 (+45,000)

Average Number of Subscriptions per Subscriber: **2.9**

	Most Popular Lists	Lists Most Subscriptions Gained	Lists Most Bulletins Sent (non-automated)
1	News Releases (256,000)	I-9 Central (+6,400)	Updates from the Public Engagement Division (12)
2	E-Verify Updates (245,000)	News Releases (+4,200)	Forms Updates (10)
3	Forms Updates (177,000)	Immigration Policy and Procedural Memoranda (+3,800)	USCIS Intergovernmental Affairs Updates (10)
4	H-1B Cap Season (173,000)	Alerts (+3,800)	New E-Verify Enrollee (9)
5	Federal Register Announcements (160,000)	Child Company Enrollment Session DMV 1/24/17 (+3,700)	I-9 Central (8)

