



## Online Communications Insights and Statistics

March 2017

**English Website: 15,366,977 Total Sessions (+747,000 or +5.11% from past month)**

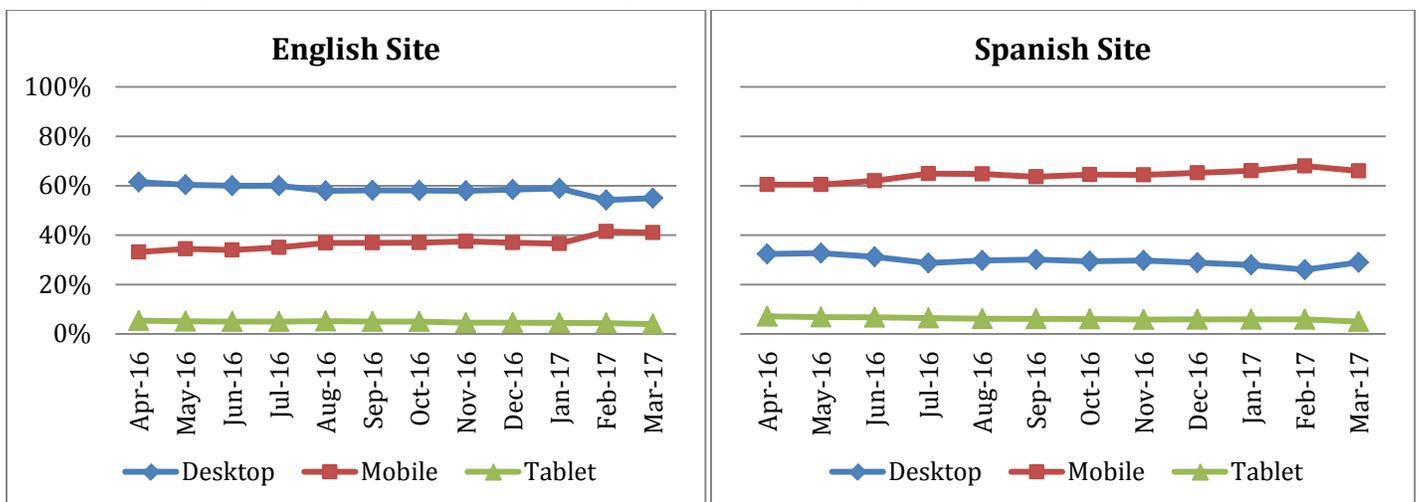
**Spanish Website: 1,085,000 Total Sessions (-191,000 or -14.97% from past month)**

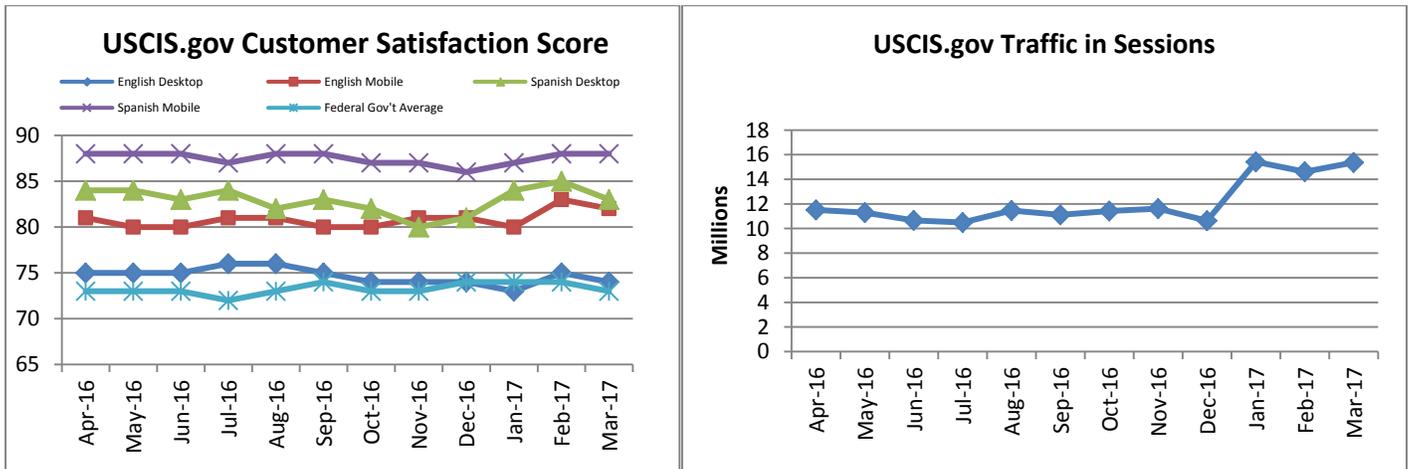
English	Facebook 478,885 total page likes lifetime (+4,885 past month)	Twitter 94,560 followers (+3,030 past month)	YouTube 2,489,025 total views (we are now only counting active videos, +29,000 past month)	Instagram 4,450 followers (+600)
Spanish:	67,340 total page likes lifetime (+1,740 past month)	12,480 followers (+155 past month)	(USCIS does not have a Spanish YouTube channel at present)	1,330 followers (+80)

### Highlights:

- Web Traffic Climbs Back Above 15 Million:** Driven in part by site visits relating to news surrounding the temporary suspension of premium processing for H-1B petitions, traffic on the uscis.gov site climbed back above 15 million sessions for March, an increase of over 5 percent over February.
- Temporary Premium Processing Suspension for H-1B Petitions Also Drives Traffic on Social Media:** Our top posts on both [Twitter](#) and [Facebook](#) by a sizeable margin were both posts linking to our [news alert](#) announcing the temporary suspension of premium processing for H-1B petitions.
- “Was this page helpful?” feature added on web pages:** A brief “yes” or “no” survey now appears on the bottom of all of our web pages, giving site visitors another means of providing us feedback for both our English and Spanish Websites.

### 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)
4 (4)	USCIS Will Temporarily Suspend Premium Processing for All H-1B Petitions	951,000 (+951,218)	2 (4) ↑	i-130	14,807 (+4,056)
49 (16) ↓	INA: ACT 264 - FORMS AND PROCEDURE	426,000 (+362,150)	23 (793) ↑	tps for Haiti 2018 renewal	5,075 (+3,690)
15 (1) ↓	Homepage	6,288,000 (+267,527)	75 (393) ↑	premium processing	1,761 (+1,406)
10 (6) ↓	Application for Naturalization	852,000 (-206,373)	32 (61) ↑	h1b	2,776 (+1,401)
18 (18)	Apply for Citizenship	405,000 (-133,715)	4 (3) ↓	i-765	12,457 (+1,394)



**Social Media – Top Posts Past Month**

	<b>Facebook</b>	<b>Twitter</b>	<b>YouTube</b>	<b>Instagram</b>
<b>Top 5</b>	<i>Most People Reached</i>	<i>Most Impressions</i>	<i>Most Viewed</i>	<i>Most Liked/Viewed</i>
<b>1</b>	<p>USCIS will temporarily suspend premium processing for all H-1B petitions  <a href="https://go.usa.gov/xXxxm">https://go.usa.gov/xXxxm</a>  <a href="#">Posted March 3</a>            2,285 likes/reactions            1,650 shares</p>	<p>USCIS will temporarily suspend premium processing for all H-1B petitions  <a href="https://t.co/RV1QrLovW4">https://t.co/RV1QrLovW4</a>  <a href="#">Tweeted March 3</a>            180,320 impressions</p>	<p><a href="#">The Citizenship Interview and Test</a>            +14,590 views            (1,880,420 total views. Published November 2010)</p>	<p>Love this! Congrats! Repost from @hillhamm80 using @RepostRegramApp - She did it!!!! It was one of the coolest things that I have ever witnessed. Thank you so much for including me! ❤️ I cried like a baby.  <a href="#">Posted March 9</a>            169 likes</p>
<b>2</b>	<p>Post on International Travel as a Permanent Resident  <a href="#">Posted March 28</a>            1,135 likes            400 shares</p>	<p>We are fighting immigration scams, and you can help us. Forward any suspicious emails to USCIS.Webmaster@uscis.dhs.gov  <a href="https://t.co/VcZzHkIXad">https://t.co/VcZzHkIXad</a>            Tweeted March 6            44,225 impressions</p>	<p><a href="#">Chinese Jao Liu</a>            +2,685 views            (20,845 views, published November 2014)</p>	<p>Maria - Mexico - Denver, Colorado “My parents sacrificed their lives so I could live in the best country in the world. I feel so proud to be a citizen,” says Maria (center) who became a U.S. citizen on Valentine’s Day at the History Colorado Center in Denver. Maria shared what she says was one of her life’s biggest accomplishments with her two co-workers and friends, Lenee (left) and Lorraine (right), who gave Maria balloons shaped like stars and hearts.  <a href="#">Posted March 24</a>            137 likes</p>
<b>3</b>	<p>Need to renew your green card? Need to remove conditions to your 2-year green card? This page will give you the information you need.  <a href="#">Posted March 30</a>            970 likes            350 shares</p>	<p>The Wrong Help Can Hurt: watch this video to learn more about being aware beware of immigration #scams  <a href="https://t.co/SPfGuCnW83">#NCPW2017</a>  <a href="https://t.co/RGvMEmHgQR">https://t.co/RGvMEmHgQR</a>            Tweeted March 10            39,825 impressions</p>	<p><a href="#">Promo – Civics Practice Test for the Naturalization Test</a>            +2,175 views            (38,145 views, published June 2016)</p>	<p>Luana - Jamaica - Newark, New Jersey. "My husband naturalized already, so he belongs here. My son was born here, so he belongs. Now I belong here. Belong. Belong. And there is dignity in feeling like you belong."  <a href="#">Posted March 3</a>            124 likes</p>
<b>4</b>	<p>Post on removing conditions on a Green Card  <a href="#">Posted March 27</a>            520 likes            180 shares</p>	<p>Daylight Savings Time starts today. Don't be left in the dark - learn about the naturalization process:</p>	<p><a href="#">Paying USCIS Immigrant Fee</a>            +1,625 views            (34,970 total views, Published September 2014)</p>	<p>Louise - Ireland - New York City "My first St. Patrick's Day here, I was blown away as an Irish person at how much it means here. We helped build this country." Louise is becoming a U.S. citizen almost 12 years to the day</p>



U.S. Citizenship  
and Immigration  
Services

		<a href="https://t.co/GtnrY6kp3">https://t.co/GtnrY6kp3</a> <a href="https://t.co/rIzK4FyKAr">https://t.co/rIzK4FyKAr</a> Tweeted March 12 34,145 impressions		after she first arrived in New York City -- and a few days before St. Patrick's Day. "There is nowhere else in the world like this. This [naturalization] ceremony, with 39 countries represented, is a prime example of why I love it." <a href="#">Posted March 17</a> 123 likes
5	USCIS will begin accepting H-1B petitions subject to the fiscal year 2018 cap on April 3, 2017. The congressionally mandated cap on H-1B petitions for fiscal year 2018 is 65,000, with certain exemptions. <a href="https://go.usa.gov/xXY8k">https://go.usa.gov/xXY8k</a> <a href="#">Posted March 15</a> 480 likes 160 shares	Some customer service options will be unavailable on 3/5. Our website has a complete list of affected systems. <a href="https://t.co/GNOvaMKTf">https://t.co/GNOvaMKTf</a> Tweeted March 3 13,245 impressions	<a href="#">What is the supreme law of the land?</a> +1,000 views ( 23,730 total views, Published June 2016)	Amy - South Korea - Trenton, New Jersey More than 40 years after becoming a #NewUSCitizen, Amy says she is grateful for what this country and this city have done for her. She organizes special events to celebrate Trenton's history and new citizens because "This is my opportunity to be part of these people's very special day and show off my city a little bit. I invite people to come and celebrate our history and our culture." <a href="#">Posted March 6</a> 121 likes

**E-Mail Outreach:**

**Total Number of Subscribers: 871,000 (+7,000)/Total Number of Subscriptions 2,548,000 (+37,000)**

Average Number of Subscriptions per Subscriber: 2.9

	<b>Most Popular Lists</b>	<b>Lists Most Subscriptions Gained</b>	<b>Lists Most Bulletins Sent (non-automated)</b>
1	News Releases (259,000)	News Releases (+4,487)	New E-Verify Enrollee (12)
2	E-Verify Updates (244,000)	Alerts (+4,323)	Updates from the Public Engagement Division (12)
3	Forms Updates (179,000)	Immigration Policy and Procedural Memoranda (+4,205)	USCIS Intergovernmental Affairs Updates (10)
4	H-1B Cap Season (176,000)	Child Company Enrollment Session DMV 1/24/17 (+4,102)	Worker Advocacy Groups (10)
5	Federal Register Announcements (162,000)	H-1B Cap Season (+4,005)	Intergovernmental Stakeholders (10)

