



Online Communications Insights and Statistics

May 2017

English Website: 13,092,500 Total Sessions (336,000 or 2.50% from past month)

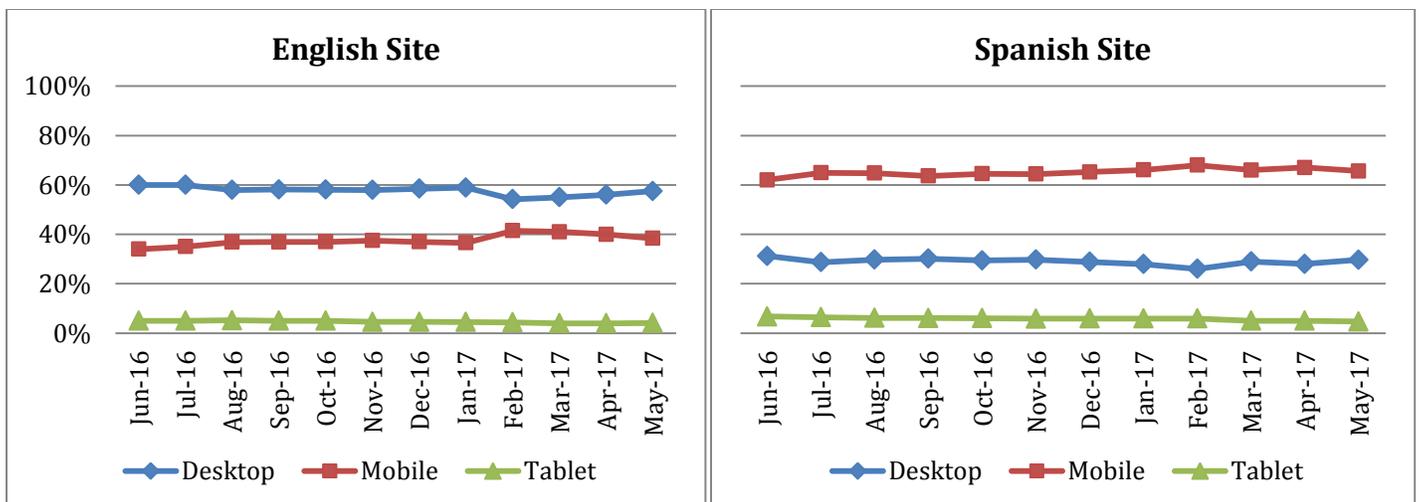
Spanish Website: 918,000 Total Sessions (+10,000 or +1.07% from past month)

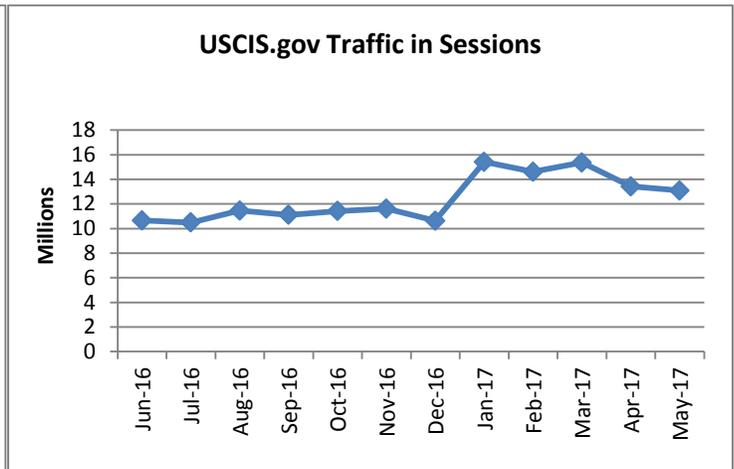
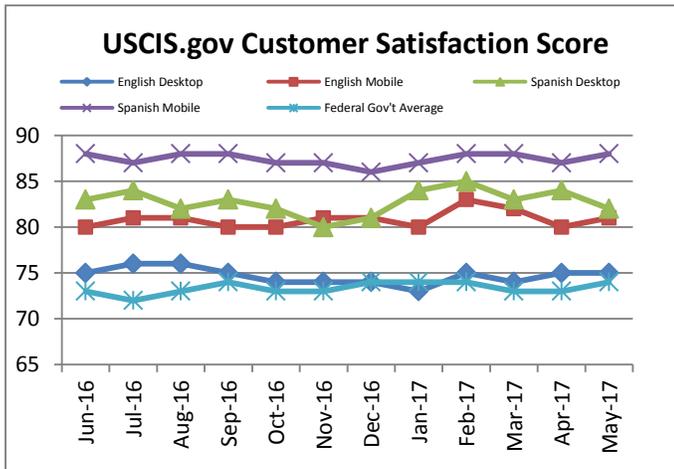
English	Facebook	Twitter	YouTube	Instagram
	493,000 total page likes lifetime (+7,250 past month)	98,850 followers (+1,190 past month)	2,538,400 total views (we are now only counting active videos, +15,300 past month)	5,840 followers (+310)
Spanish:	68,580 total page likes lifetime (+620 past month)	12,730 followers (+95 past month)	(USCIS does not have a Spanish YouTube channel at present)	1,470 followers (+40)

Highlights:

- **Web Traffic Down Slightly:** Traffic on the USCIS.gov website declined 2.5%, but remains well over 10 million sessions per month we averaged in 2016, with over 13 million sessions logged in May.
- **Facebook and Twitter Accounts Approaching Milestones:** Our Facebook account is poised to reach half a million page likes and our Twitter account is poised to reach 100,000 followers in the coming weeks.
- **First Facebook Office Hours:** We conducted our first Facebook Office Hours on May 24. We were answered over 20 customer questions, but did hit a technical snag half-way through the session (our account prompted a password reset) that prevented us from answering some questions in real time, but we circled back and answered later. We have addressed the snag our next office hours are scheduled for June 27.

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 (3) ↓	Schedule an Appointment	810,000 (-351,506)	13 (214) ↑	infopass shedule an appointment	5,886 (+4,593)
43 (11) ↓	News	229,000 (-195,346)	48 (21) ↓	h1b	1,832 (-1,806)
50 (195) ↑	Interested in U.S. Citizenship?	180,000 (-150,455)	1 (1)	processing times	23,834 (+1,553)
22 (66) ↑	USCIS - Home	274,000 (-143,230)	4 (4)	case status check online	11,924 (+1,278)
57 (39) ↓	News Releases	142,000 (-124,190)	95 (930) ↑	tps for haiti 2017 renewal	1,234 (+1,216)



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	<p>Post on USCIS Completes Data Entry of Fiscal Year 2018 H-1B Cap Subject Petitions Posted May 3 98,100 people reached 500 likes/reactions 100 shares</p>	<p>We presented citizenship certificates to 11 children on May 5 during a Star Wars-themed ceremony held at the Albuquerque Field Office. https://t.co/soeUkphrBW Tweeted May 5 27,965 impressions</p>	<p>The Citizenship Interview and Test +9,930 views (1,922,090 total views. Published November 2010)</p>	<p>Nada - Yemen – Putney, Vermont Nada became a United States citizen at a naturalization ceremony at a school in Vermont. As a U.S. citizen, she says she feels free, but mostly she feels strong and empowered to help others. Posted May 25 205 likes</p>
2	<p>Post on redesigned Green Card and EAD Posted May 1 83,120 people reached 825 likes/reactions 260 shares</p>	<p>Starting in May, you will begin seeing new designs on the Green Cards and Employment Authorization Documents that we issue. https://t.co/FhCe5WrEs6 Tweeted May 1 24,435 impressions</p>	<p>Hello, I'm Emma. How may I help you? +1,850 views (6,000 total views, published November 2016)</p>	<p>uscisRepost from @_snack.pack_ using @RepostRegramApp - #newuscitizen CONGRATS MAMA! You make me proud. 20 long years in this country working hard and making it do what it do for my brother and !! 🇺🇸 by any means! I love you ❤️🇺🇸 Posted May 1 165 likes</p>
3	<p>Post on e-Request tool Posted May 10 76,870 people reached 475 likes/reactions 160 shares</p>	<p>If you currently have a Green Card or Employment Authorization Document, your card is still valid until the expiration date. https://t.co/FOxA5loU6Z Tweeted May 9 21,305 impressions</p>	<p>Promo – Civics Practice Test for the Naturalization Test +1,660 views (36,510 total views, published June 2016)</p>	<p>uscisLions and tigers and bears and USCIS! USCIS and the Bronx Zoo partnered to host a special children’s citizenship ceremony for 32 kids from 25 countries. Posted May 19 155 likes</p>
4	<p>Steps to Become a Green Card Holder Posted May 19 58,180 people reached 470 likes/reactions 115 shares</p>	<p>Our redesigned Green Cards and Employment Authorization Documents have enhanced security features. Read more at https://t.co/vfyoawzFwU https://t.co/z66Q7ZcdeC Tweeted May 20 14,805 impressions</p>	<p>Paying USCIS Immigrant Fee +1,575 views (37,835 total views, published September 2014)</p>	<p>(From left) Carina, Belinda, Katalin, Justya, Vanessa and Noeme - Fort Carson, Colorado The Denver Field Office administers the Oath of Allegiance to military spouses at a naturalization ceremony held on Fort Carson in Colorado. Each spouse came from a different country, yet they all decided to become U.S. citizens. "This country</p>



				<p>has been really good to me, and I'm so happy to be a citizen," says Noeme.</p> <p>#militaryspouseappreciationday #militaryfamilies #newUScitizens</p> <p>Posted May 12 150 likes</p>
5	<p>Post on redesigned Green Card and EAD Posted May 11 52,100 people reached 520 likes/reactions 105 shares</p>	<p>Our redesigned Green Cards and Employment Authorization Documents have enhanced security features. Read more at https://t.co/vfyoawzFwU https://t.co/ZHlobzKMLt Tweeted May 3 14,300 impressions</p>	<p>Jiao Liu video in Chinese +835 views (22,170 total views, published November 2014)</p>	<p>Yolanda - Colombia - Denver, Colorado (pictured wearing red necklace). Yolanda teaches Spanish and English at a public school. She has a master's in education from Regis University. She said she was impressed with education in the United States, especially for those with special needs, like her son. She married a U.S. citizen and has been in the U.S. for seven years. Yolanda became an American on Valentine's Day. Posted May 9 145 likes</p>

E-Mail Outreach:

Total Number of Subscribers: 893,540 (+13,000)/Total Number of Subscriptions 2,635,935 (+49,000)
Average Number of Subscriptions per Subscriber: **2.9**

	Most Popular Lists	Lists Most Subscriptions Gained	Lists Most Bulletins Sent (non-automated)
1	News Releases (263,274)	Federal Register Announcements (+15,372)	New E-Verify Enrollee (14)
2	E-Verify Updates (241,445)	Case Processing Observation Session (+10,422)	E-Verify Updates (13)
3	H-1B Cap Season (185,012)	News Releases (+ 3,772)	E-Verify Webinars (13)
4	Forms Updates (183,071)	Alerts (+3,581)	E-Verify Employer Agents (EEA) (13)
5	Federal Register Announcements (177,760)	Immigration Policy and Procedural Memoranda (+ 3,454)	E-Verify Self Check (12)

