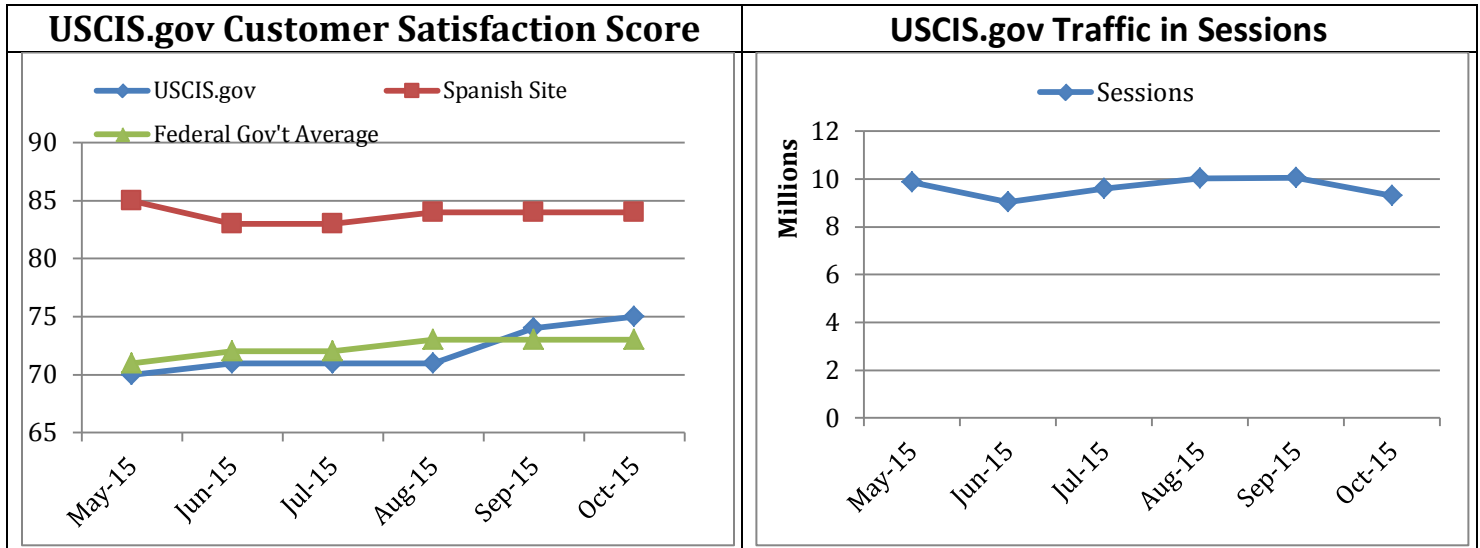




Online Communications Insights and Statistics – October 2015

Highlights:

- Overall traffic to USCIS.gov decreased in November, with 8% fewer users (sessions) and 13% fewer pageviews



Top Pages on USCIS.gov in Pageviews			Most Searched on USCIS.gov		
Rank (Last Month)	Top 10 Pages	Sessions	Rank (Last Month)	Terms	Number of Queries
1 (1)	Homepage	5,171,542	1 (1)	processing times	12,209
2 (2)	Forms	1,302,538	2 (2)	i-765	8,125
3 (4) ↑	Application for Naturalization	730,734	↑3 (7)	i-130	7,788
4 (3) ↓	Petition for Alien Relative	632,090	4 (4)	i-864	7,719
5 (5)	Green Card	488,028	5 (5)	i-485	5,996

Social Media – Top Posts (all listed items will be linked)

Past Month	Facebook	Twitter	YouTube	The Beacon
	11,550 page likes and 2,250 shares	1,250 retweets	42,500 views	27,900 total pageviews
Top 5	Most Combined Likes and Shares	Most Retweeted	Most Viewed	Most Viewed
1	Congratulations and welcome to these 100 new U.S. citizens from 44 countries!	Mariano Rivera congratulates our #newUScitizens	The Citizenship Interview and Test	Three Myths the Adjustment of Status Process



2	Here's what the beginning of the Oath of Allegiance looks like. This is the moment people become U.S. citizens!	DHS Deputy Secretary Mayorkas introduces Mariano Rivera #NewUSCitizen #HispanicHeritageMonth pic.twitter.com/6PYh663v10	USCIS Revises Form N-400, Application for Naturalization	The National Benefits Center: What It Is and What It Does
3	Refugees need protection. Make a difference. Become an asylum officer	Seen the Twitter Moments of our special ceremony w/ @PeopleenEspanol on 10/18? #newUSCitizen #Festivalpeople twitter.com/i/moments/6561 ...	Citizenship Day Naturalization Ceremony at the Smithsonian National Museum of American History	Scam Alert – Caller ID Spoofing
4	USCIS offers free online tools and materials for educators and volunteers to help instructors better prepare students for citizenship and the naturalization process.	A naturalized citizen himself, @DHSgov Dep Sec Mayorkas welcomes new citizens @tenementmuseum pic.twitter.com/Z35I6HgWi4	E-Verify: Employee Rights and Responsibilities	Applying for Citizenship? What to Know and Bring to Your Naturalization Interview
5	USCIS has developed a variety of materials to help teachers supplement their classroom instruction. Students can also use many of these materials as self-study tools.	Our #newUSCitizens get their Certificates of Naturalization. pic.twitter.com/jtAFXY7f8v	(Jiao Liu) 关于入籍常见的问题—美国公民及移民服务局制作	Five Questions about Advance Parole

E-Mail Outreach: Most Popular Subscription Lists

1. News Releases (230,000 subscriptions)
2. Forms Updates (152,500 subscriptions)
3. H-1B Cap Season (145,000 subscriptions)
4. Federal Register Announcements (138,500 subscriptions)
5. Executive Actions on Immigration (115,000 subscriptions)