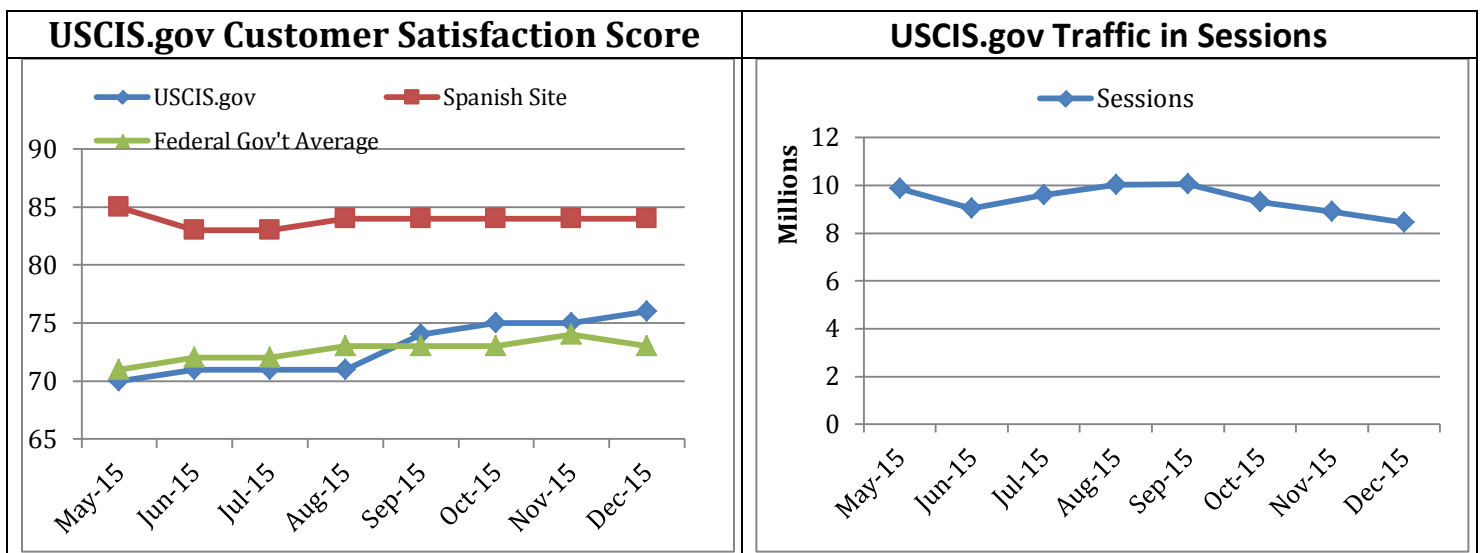




Online Communications Insights and Statistics – December 2015

Highlights:

- Traffic to USCIS.gov decreased in December, with 4.06% fewer user sessions and 5.21% fewer pageviews
- Usage of the Citizenship Civics Practice Tests on USICS.gov dropped from one million average monthly pageviews to zero since December 12, 2015 as that traffic was redirected to the [new Civics Practice Test on my.uscis.gov](http://my.uscis.gov).
- The A-Z Index, first published in September to facilitate quick navigation, had 60.86% more pageviews than in November
- A homepage banner was published on December 2 linking to the Emma page introducing the new Virtual Assistant, resulting in over 4,000 pageviews for the first two days and a monthly total of 24,835 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	4,404,591	1 (1)	processing times	8,072
2 (2)	Forms	1,126,428	2 (3) ↑	i-765	4,427
3 (3)	Application for Naturalization	599,201	3 (2) ↓	i-130	4,193
4 (4)	Petition for Alien Relative	520,994	4 (5) ↑	i-864	3,935
5 (5)	Green Card	392,855	5 (6) ↑	i-485	3,640

Social Media – Top Posts

Past Month	Facebook	Twitter	YouTube	The Beacon
	10,191 page likes	1,261 retweets	49,830 views	20,387 total pageviews



Top 5	Most Combined Likes and Shares	Most Retweeted	Most Viewed	Most Viewed
1	Enjoy these New Year's wishes from U.S. citizens and permanent residents from around the world. Thanks to everyone who sent us videos!	Watch our #Citizenship6 video compilation to see what citizenship means to naturalized Americans.	The Citizenship Interview and Test	Three Myths the Adjustment of Status Process
2	USCIS Approves 10,000 U Visas for 7th Straight Fiscal Year	Enjoying the holidays with family? Share your happy new year's wishes to the world. #USCISvideo	USCIS Revises Form N-400, Application for Naturalization	Applying for Citizenship? What to Know and Bring to Your Naturalization Interview
3	Got ideas about improving employment-based visa programs? @USCIS is seeking input on a new rule	Emma is here! Check out our new virtual assistant.	Six Word Challenge: What Does Citizenship Mean to You?	Scam Alert – Caller ID Spoofing
4	Calling naturalized citizens and permanent residents! Join us in wishing the world a Happy New Year in 2016.	Happy new year! Americans from around the world share their good cheer in this video: #USCISvideo	关于入籍常见的问题—美国公民及移民服务局制作 (Common Questions about Citizenship)	The National Benefits Center: What It Is and What It Does
5	Don't let your American dream become an American nightmare. Be aware of immigration scam.	@POTUS speaks to a naturalization ceremony @USNatArchives on the Bill of Rights' 224th anniversary. #newUScitizen	Citizenship Day Naturalization Ceremony at the Smithsonian National Museum of American History	The Beacon: Do You Want to Become a US Citizen? USCIS Can Help You With the Process

E-Mail Outreach: Most Popular Subscription Lists

1. News Releases (230,574 subscriptions)
2. Forms Updates (152,371 subscriptions)
3. H-1B Cap Season (145,410 subscriptions)
4. Federal Register Announcements (138,577 subscriptions)
5. Executive Actions on Immigration (115,838 subscriptions)