



## Online Communications Insights and Statistics

October 2016

**English Website: 11,422,700 Total Sessions (+307,800 or +2.77% from past month)**

**Spanish Website: 876,000 Total Sessions (-4,900 or -0.55% from past month)**

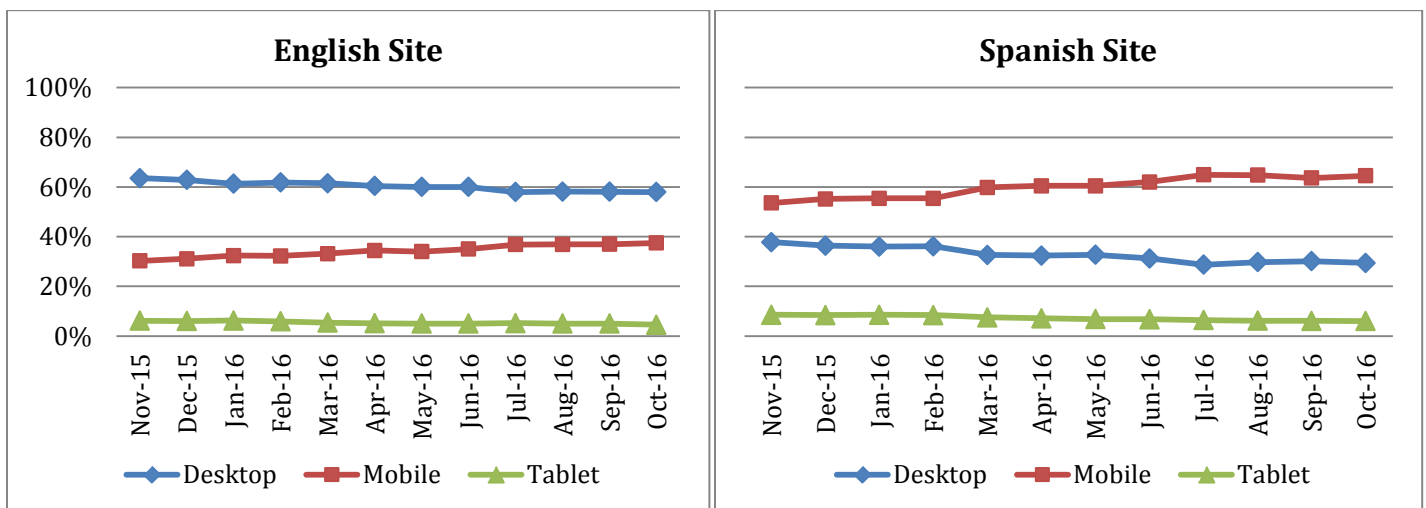
### Social Media

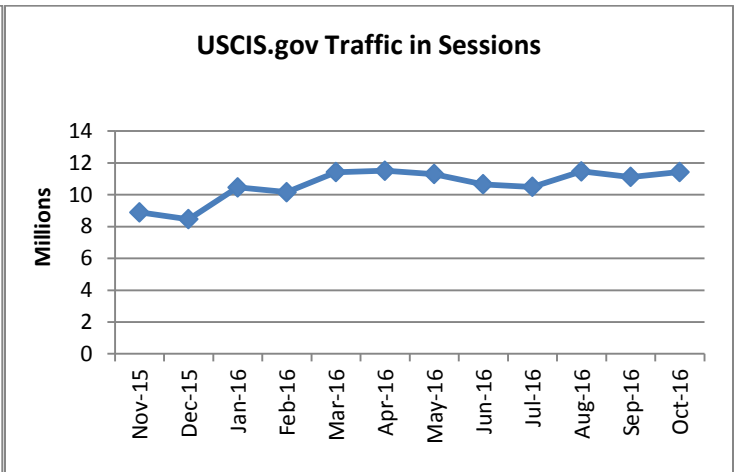
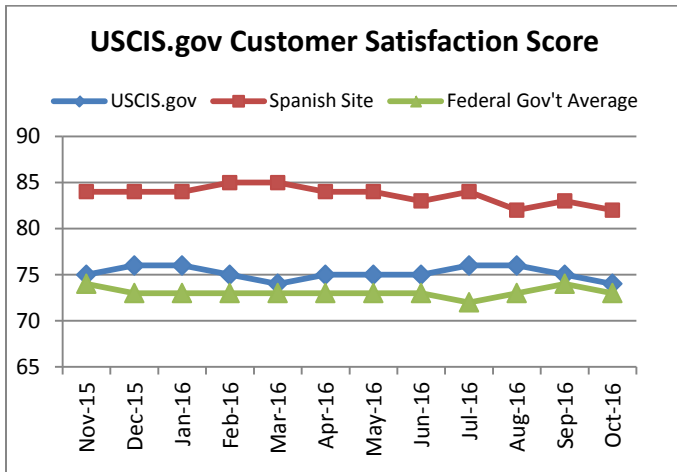
English	Facebook 453,000 total page likes lifetime (+5,200 past month)	Twitter 78,800 followers (+1,300 past month)	YouTube 3,174,200 total views lifetime (+36,300 past month)	The Beacon 16,670 sessions (-3,080 compared to previous month)
Spanish:	45,100 total page likes lifetime (+1,650 past month)	11,780 followers (+170 past month)	(USCIS does not have a Spanish YouTube channel at present)	Compás (Spanish blog) 6,860 pageviews (-13,240 compared to previous month)

### Highlights:

- **Traffic Steady:** Sessions on both the English and Spanish websites were up slightly, but remained at monthly levels consistent with past months.
- **#MeetUS Posts a Success:** Our new #MeetUS posts comprised two of the top five this past month, including this [number one post](#).

### 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)
37 (16) ↑	<a href="#">Adjustment of Status Filing Charts from the Visa Bulletin</a>	114,000 (-127,000)	32 (1676) ↑	dv lottery 2018	1,700 (+1600)
10 (7) ↓	<a href="#">E-Verify</a>	303,000 (-112,000)	27 (46) ↑	i-94	1,900 (+550)
19 (28) ↓	<a href="#">Green Card Through the Diversity Immigrant Visa Program</a>	216,000 (+69,000)	10 (8) ↓	n-400	3,000 (-500)
3 (3)	<a href="#">N-400, Application for Naturalization</a>	590,000 (-89,000)	30 (41) ↑	i-821d	1,800 (+330)
57 (88) ↑	<a href="#">Renew Your DACA</a>	82,000 (+25,000)	6 (6)	i-864	4,000 (+300)



**Social Media – Top Posts Past Month**

	<b>Facebook</b>	<b>Twitter</b>	<b>YouTube</b>	<b>The Beacon blog</b>
<b>Top 5</b>	Most People Reached	Most Impressions	Most Viewed	Most Viewed (Date Published)
<b>1</b>	#MeetUS post on couple from India <a href="#">Posted October 19</a> 52,600 people reached 490 likes, 11 shares	Congrats to the 785 #newUSCitizens who naturalized at the Paramount Theater in San Francisco on Oct. 19! <a href="https://t.co/cQaQerWfZ7">https://t.co/cQaQerWfZ7</a> Tweeted October 25 22,800 impressions	<a href="#">The Citizenship Interview and Test</a> +16,370 views (1,803,550 total views. Published November 2010)	<a href="#">Three Myths the Adjustment of Status Process</a> 3,100 sessions (Published May 17, 2012)
<b>2</b>	USCIS Increases Validity of Work Permits post <a href="#">Posted October 6</a> 51,500 people reached 365 likes, 160 shares	DHS needs the best and brightest employees to protect our nation. Apply now: <a href="https://t.co/5GhPBKmgUX">https://t.co/5GhPBKmgUX</a> Tweeted October 27 18,900 impressions	<a href="#">Promo – Civics Practice Test for the Naturalization Test</a> +1,710 views (27,070 views, published June 2016)	<a href="#">Scam Alert – Imposter Calls!</a> 1,650 sessions (Re-published June 25, 2015, originally published August 2013)
<b>3</b>	USCIS Immigrant Fee post <a href="#">Posted October 4</a> 50,100 people reached 440 likes, 85 shares	Our new fees go into effect on Dec. 23. Find out what that means for you. <a href="https://t.co/IFfjdn8vCa">https://t.co/IFfjdn8vCa</a> <a href="https://t.co/ecHknmZLsM">https://t.co/ecHknmZLsM</a> Tweeted October 24 18,300 impressions	<a href="#">What is the Supreme Law of the Land</a> (Civics Question #1) +1,470 views (9,710 total views, Published June 2016)	<a href="#">Applying for Citizenship? What to Know and Bring to Your Naturalization Interview</a> 1,530 sessions (Published October 21, 2013)
<b>4</b>	#MeetUS post on Fatima from Ethiopia <a href="#">Posted October 24</a> 44,400 people reached 550 likes, 25 shares	Due to Hurricane Matthew many Field Offices & Application Support Centers are closing early 10/5. For more info <a href="https://t.co/Le73bbLuEq">https://t.co/Le73bbLuEq</a> Tweeted October 6 18,200 impressions	<a href="#">Jiao Liu video</a> +850 views (12,500 views, published November 2014)	<a href="#">The National Benefits Center: What It Is and What It Does</a> 1,450 sessions (Published June 5, 2012)
<b>5</b>	DOJ announces takedown of scammers post <a href="#">Posted October 28</a> 42,800 people reached 315 likes, 120 shares	NVC Tip: Submit the IV application form DS-260 online at <a href="https://t.co/pP2OL1DmHJ">https://t.co/pP2OL1DmHJ</a> . Have passport with you when completing form “NVC #AskUSCIS” Tweeted October	<a href="#">What does the Constitution Do?</a> +900 views (8,550 views, published June 2016)	<a href="#">The Beacon: Five Answers to Common Questions on Changing Your Address</a> 1,280 sessions (Published September 2010)



**E-Mail Outreach:**

**Total Number of Subscribers: 823,000 (+35,000)/Total Number of Subscriptions 2,345,000 (+77,000)**

Average Number of Subscriptions per Subscriber: 2.8

	<b>Most Popular Lists</b>	<b>Lists Most Subscriptions Gained</b>	<b>Lists Most Bulletins Sent (non-automated)</b>
<b>1</b>	News Releases (245,600 subscriptions)	E-Verify Updates (+60,000)	Upcoming National Engagements (12)
<b>2</b>	E-Verify Updates (233,000 subscriptions)	E-Verify Employer Agents (EEA) (+45,000)	Upcoming Local Engagements (12)
<b>3</b>	H-1B Cap Season (169,000 subscriptions)	New E-Verify Enrollee (+7,000)	Intergovernmental Stakeholders (12)
<b>4</b>	Forms Updates (168,000 subscriptions)	Civil Surgeons (+5,000)	New E-Verify Enrollee (10)
<b>5</b>	Federal Register Announcements (152,000 subscriptions)	News Releases (+5,000)	Forms Updates (10)

