



Online Communications Insights and Statistics

November 2016

English Website: 11,616,300 Total Sessions (+193,600 or +1.7% from past month)

Spanish Website: 937,700 Total Sessions (+61,500 or +7.0% from past month)

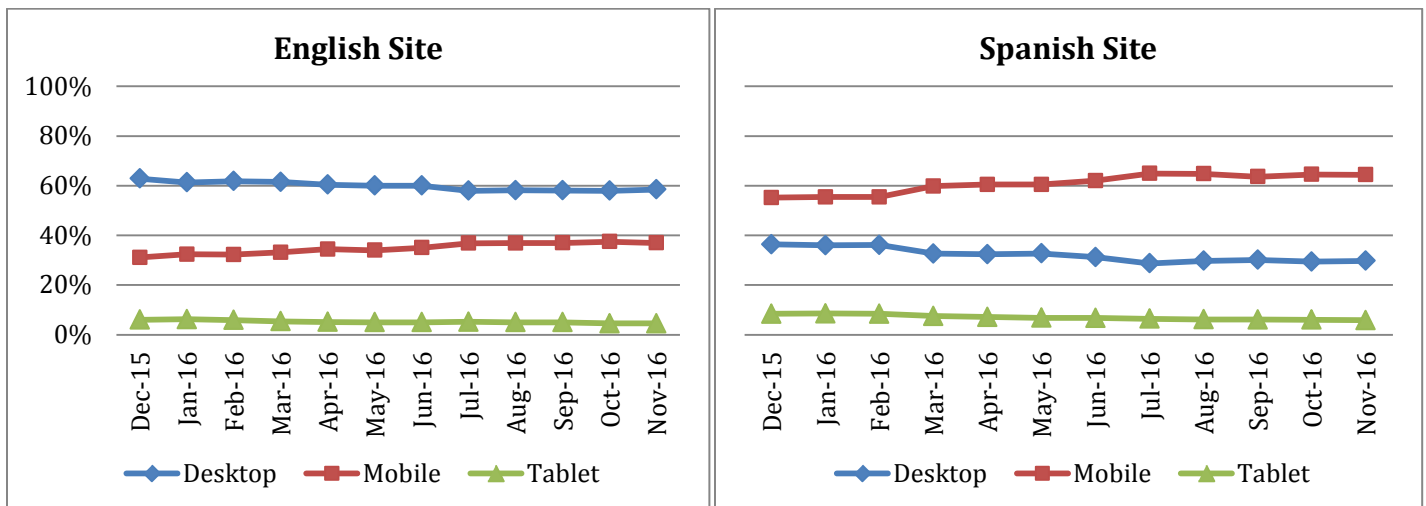
Social Media

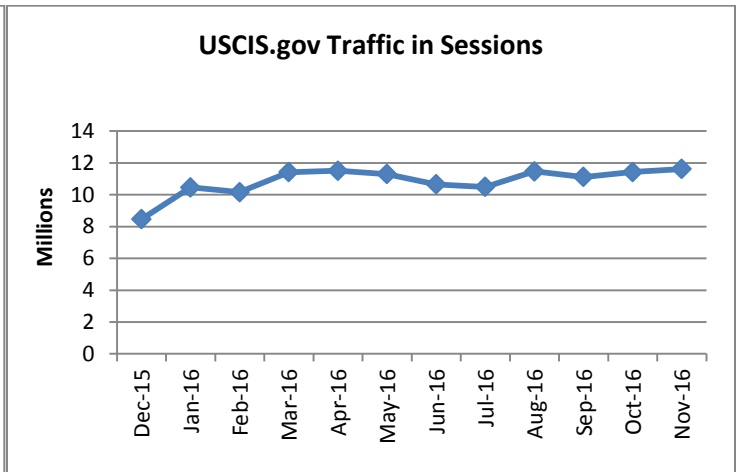
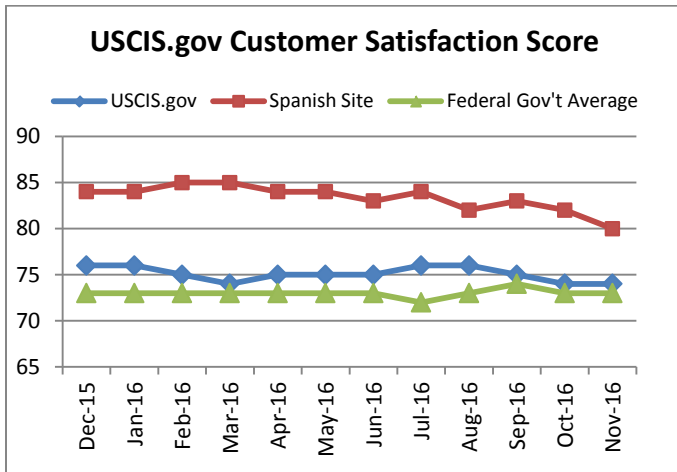
English	Facebook 458,500 total page likes lifetime (+5,500 past month)	Twitter 81,350 followers (+2,550 past month)	YouTube 3,235,140 total views lifetime (+60,940 past month)	Instagram 2,350 followers
Spanish:	48,250 total page likes lifetime (+3,150 past month)	11,900 followers (+120 past month)	(USCIS does not have a Spanish YouTube channel at present)	1,050 followers

Highlights:

- **Traffic Steady:** Sessions on both the English and Spanish websites were up, but remained at monthly levels consistent with past months.
- **#ImmigrantThanksgiving Posts a Success:** Our #ImmigrantThanksgiving posts featuring meals served by immigrant families during the holiday performed well on [Facebook](#) and [Instagram](#), each finishing within the top 5 for posts on each platform in November.

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 (15) ↑	I-9	641,000 (+413,000)	2 (2)	daca	11,000 (+4,500)
8 (11) ↑	Apply for Citizenship	376,000 (+117,000)	13 (59) ↑	i-9	4,200 (+3,100)
20 (30) ↑	Filing Fees	181,000 (+53,000)	20 (89) ↑	daca renewal forms	3,400 (+2,500)
28 (68) ↑	Our Fees	143,000 (+68,000)	10 (17) ↑	Infopass appointment	4,700 (+2,200)
56 (18) ↓	Green Card Through the Diversity Immigrant Visa Program	84,000 (-137,000)	34 (69) ↑	Appointment at a local office	2,200 (+1,100)



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 Viewed (Date Published)</i>
1	USCIS Publishes Final Rule Employment Based Immigrant/Nonimmigrant Visa Programs Posted November 18 140,700 people reached 640 likes, 340 shares	Naturalization ceremony on 11/24/1953 at Fort Bragg, North Carolina, just after the July 27 armistice that ended the Korean War. https://t.co/JZAqz9lvxr Tweeted November 7 25,760 impressions	The Citizenship Interview and Test +14,300 views (1,817,850 total views. Published November 2010)	Naturalization: 99 year old America de Hernandez Posted November 29 131 likes
2	Are You Eligible to Apply for a Green Card? Posted November 14 75,500 people reached 610 likes, 180 shares	A naturalization ceremony in April 1944 at Camp Barkeley, Texas, during #WWII. @USArmy #VeteransDay https://t.co/ljclpJLvGp Tweeted November 6 24,770 impressions	Promo – Civics Practice Test for the Naturalization Test +1,690 views (28,760 views, published June 2016)	Naturalization: Alesandra from Peru Posted November 15 130 likes
3	Alesandra from Peru naturalization post Posted November 15 54,200 people reached 630 likes, 25 shares	Congratulations to Captain Florent A. Groberg, Outstanding #AmericanbyChoice! Read more about ABC recipients: https://t.co/LxVzfjw8zx https://t.co/VqgNmOnnwp Tweeted November 22 23,930 impressions	What is the Supreme Law of the Land (Civics Question #1) +1,230 views (10,940 total views, Published June 2016)	Naturalization: Jasson – El Salvador Posted November 8 125 likes
4	#ImmigrantThanksgiving post on food Posted November 23 44,600 people reached 280 likes, 20 shares	A large naturalization ceremony during World War I at Fort Ethan Allen, Vermont, on June 25, 1918. https://t.co/2Ys9DAKF1R https://t.co/ow76Q6MsEd Tweeted November 8 21,900 impressions	Paying USCIS Immigrant Fee +1,150 views (29,250 total views, Published September 2014)	Fort Lee Naturalization Ceremony Posted November 7 125 likes
5	Post on naturalization of 99 year old America de Hernandez Posted November 29 38,800 people reached 560 likes, 30 shares	Congratulations to 26 #newUScitizens who took the Oath of Allegiance at a Veterans Day naturalization ceremony Nov. 11 on USS Constellation! https://t.co/tk601VVIGN Tweeted November 14 10,580 impressions	What does the Constitution Do? +935 views (9,485 views, published June 2016)	Thanksgiving Meals Posted November 22 97 likes



E-Mail Outreach:

Total Number of Subscribers: 834,000 (+11,000)/Total Number of Subscriptions 2,391,000 (+46,000)

Average Number of Subscriptions per Subscriber: 2.8

	Most Popular Lists	Lists Most Subscriptions Gained	Lists Most Bulletins Sent (non-automated)
1	News Releases (248,600 subscriptions)	New E-Verify Enrollee (+7,000)	New E-Verify Enrollee (13)
2	E-Verify Updates (238,000 subscriptions)	E-Verify Updates (+7,000)	Upcoming National Engagements (10)
3	Forms Updates (171,000 subscriptions)	News Releases (+4,000)	E-Verify Updates (9)
4	H-1B Cap Season (170,000 subscriptions)	Forms Updates (+4,000)	I-9 Central (9)
5	Federal Register Announcements (154,500 subscriptions)	Immigration Policy and Procedural Memoranda (+4,000)	E-Verify Self Check (9)

