



## Online Communications Insights and Statistics

December 2016

**English Website: 10,631,400 Total Sessions (-193,600 or -9.26% from past month)**

**Spanish Website: 785,100 Total Sessions (-152,600 or -16.27% from past month)**

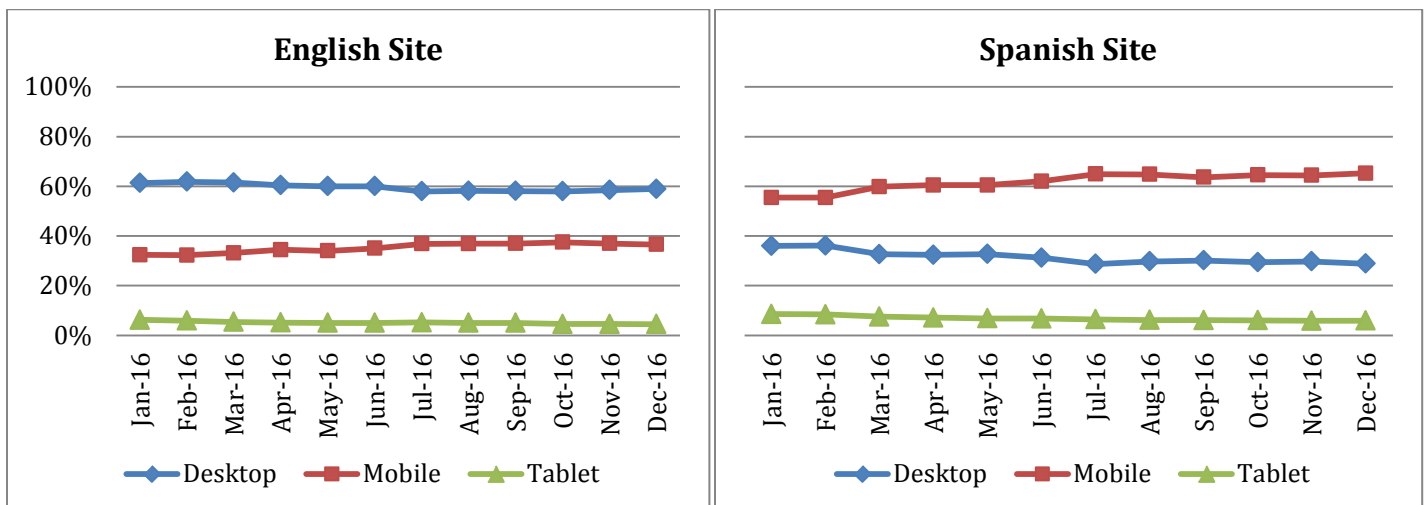
### Social Media

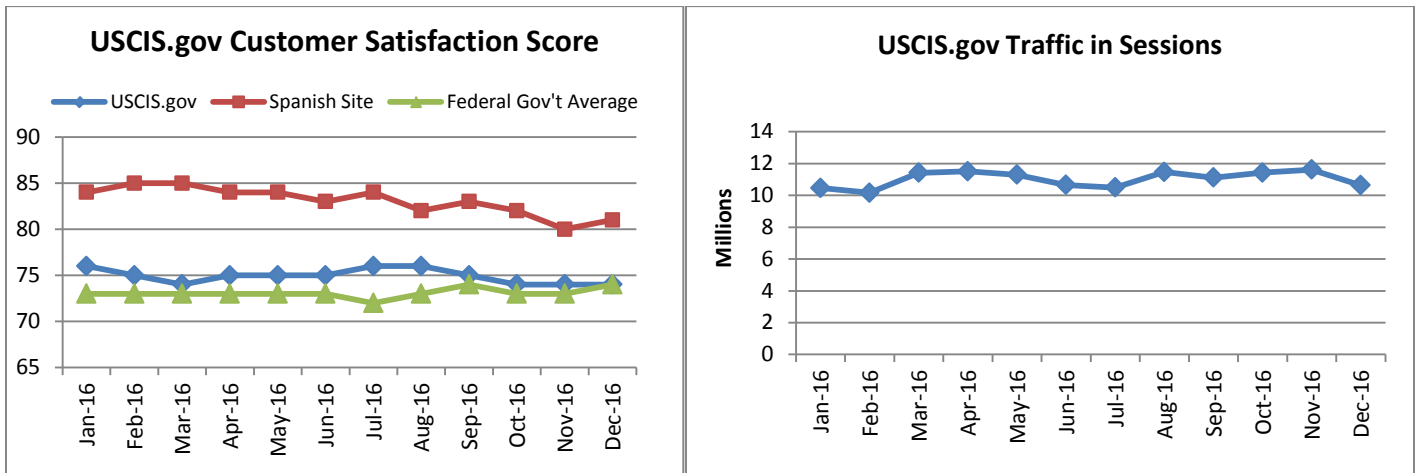
English	Facebook 462,100 total page likes lifetime (+3,600 past month)	Twitter 82,900 followers (+1,550 past month)	YouTube 3,300,000 total views lifetime (+64,660 past month)	Instagram 2,800 followers (+550)
Spanish:	50,350 total page likes lifetime (+2,100 past month)	12,030 followers (+130 past month)	(USCIS does not have a Spanish YouTube channel at present)	1,130 followers (+80)

### Highlights:

- **Site Traffic Down in Normal Holiday Dip:** Sessions on both the English and Spanish websites were down, but this is consistent with past years as traffic typically dips dramatically around Christmas and New Years’.
- **Fee Rule Increases Register with Customers:** Increased interest in the fee rule was clear to see in our traffic and search results, with the “[Our Fees](#)” page registering the largest increase in traffic, and the terms “Fees Increase” and “Fees” topping the search charts.
- **Compassionate Post on Naturalization of Terminally Ill Man** – Two of our most liked posts on [Facebook](#) and [Instagram](#) featured a man named Marc from France with terminal cancer whose wish was to become a U.S. citizen before his passing.

### 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)
16 (34) ↑	<a href="#">Our Fees</a>	298,000 (+156,500)	21 (215) ↑	Fees increase	3,600 (+3,000)
3 (3) ↑	<a href="#">Forms</a>	1,0087,400 (+38,000)	7 (25) ↑	Fees	5,600 (+2,700)
58 (39) ↓	<a href="#">DACA</a>	80,000 (-52,000)	2 (2) ↓	daca	9,200 (-1,800)
11 (9) ↓	<a href="#">Green Card</a>	409,000 (-112,000)	3 (3) ↑	i-130	9,100 (+1,500)
84 (31) ↓	<a href="#">USCIS Publishes Final Rule For Certain Employment-Based Immigrant and Nonimmigrant Visa Programs</a>	61,000 (-93,000)	6 (8) ↑	i-485	6,000 (+1,200)



**Social Media – Top Posts Past Month**

	<b>Facebook</b>	<b>Twitter</b>	<b>YouTube</b>	<b>Instagram</b>
<b>Top 5</b>	<i>Most People Reached</i>	<i>Most Impressions</i>	<i>Most Viewed</i>	<i>Most Viewed (Date Published)</i>
<b>1</b>	Do you want to bring a family member to the United States? <a href="#">Posted December 7</a> 89,000 people reached 930 likes, 250 shares	Our new fees go into effect on Dec. 23. Find out what that means for you. uscis.gov/aboutus pic.twitter.com/p8Kl25vYzh <a href="#">Tweeted December 5</a> 21,190 impressions	<a href="#">The Citizenship Interview and Test</a> +12,550 views (1,830,400 total views. Published November 2010)	Uscis Happy New Year from a naturalized US citizen from Liberia...and his photo-bombing friend <a href="#">Posted December 30</a> 580 views
<b>2</b>	Permanent Residents (Green Card Holders) Helping Family Members to Immigrate <a href="#">Posted December 8</a> 88,000 people reached 880 likes, 210 shares	Please RT! Spread the word by sending best wishes and a happy new year! Upload your message today #USCISvideo <a href="#">Tweeted December 23</a> 12,430 impressions	<a href="#">Promo – Civics Practice Test for the Naturalization Test</a> +1,830 views (30,590 views, published June 2016)	uscisHappy New Year from a #newUSCitizen #happynewyear #american #newUSCitizen #Sacramento #naturalizationceremony <a href="#">Posted December 30</a> 300 likes
<b>3</b>	Post on Marc from France, Terminally Ill Man who naturalized <a href="#">Posted December 16</a> 80,000 people reached 990 likes, 50 shares	Wish the world a Happy New Year and we will share it on USCIS Social Media: Instagram, Twitter and YouTube #USCISvideo pic.twitter.com/ocrTXwE1qZ <a href="#">Tweeted December 23</a> 11,760 impressions	<a href="#">Paying USCIS Immigrant Fee</a> +1,200 views (30,450 total views, Published September 2014)	Happy New Year Post <a href="#">Posted December 23</a> 400 likes
<b>4</b>	Naturalization for Spouses of U.S. Citizens <a href="#">Posted December 20</a> 73,300 people reached 650 likes, 180 shares	Congrats to 15 #newUSCitizens who naturalized at the White Sands National Monument in Alomogordo, NM, on Dec. 1. #NPS100 pic.twitter.com/qjxir9rRQV <a href="#">Tweeted December 2</a> 11,300 impressions	<a href="#">What is the Supreme Law of the Land</a> (Civics Question #1) +1,150 views (12,090 total views, Published June 2016)	Marc - France- San Antonio, Texas Marc has terminal cancer and wishes to become a U.S. citizen before he passes away. <a href="#">Posted December 16</a> 220 likes
<b>5</b>	Post on naturalization of Maria from Mexico <a href="#">Posted December 29</a> 68,100 people reached 1,140 likes, 50 shares	At #PearlHarbor, @USArmy Lt. Annie Fox, a Canadian immigrant, became the first woman to earn a Purple Heart go.usa.gov/x8EA5 <a href="#">Tweeted December 7</a> 9,630 impressions	<a href="#">What does the Constitution Do?</a> +905 views (10,390 views, published June 2016)	Queli - Brazil - New York, New York. "I am a dog walker—Central Park is my office! <a href="#">Posted December 22</a> 160 likes



**E-Mail Outreach:**

**Total Number of Subscribers: 842,000 (+8,000)/Total Number of Subscriptions 2,420,000 (+29,000)**

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 (250,200 subscriptions)	New E-Verify Enrollee (+6,500)	New E-Verify Enrollee (13)
<b>2</b>	E-Verify Updates (241,100 subscriptions)	E-Verify Updates (+5,500)	Upcoming National Engagements (10)
<b>3</b>	Forms Updates (172,600 subscriptions)	News Releases (+2,800)	E-Verify Updates (10)
<b>4</b>	H-1B Cap Season (170,700 subscriptions)	Immigration Policy and Procedural Memoranda (+2,800)	E-Verify Employer Agents (EEA) (10)
<b>5</b>	Federal Register Announcements (155,800 subscriptions)	Forms Updates (+2,800)	E-Verify Self Check (9)

