



Online Communications Insights and Statistics

February 2016

USCIS.gov: 10,150,000 Total Sessions (-310,000 or -3% from January)

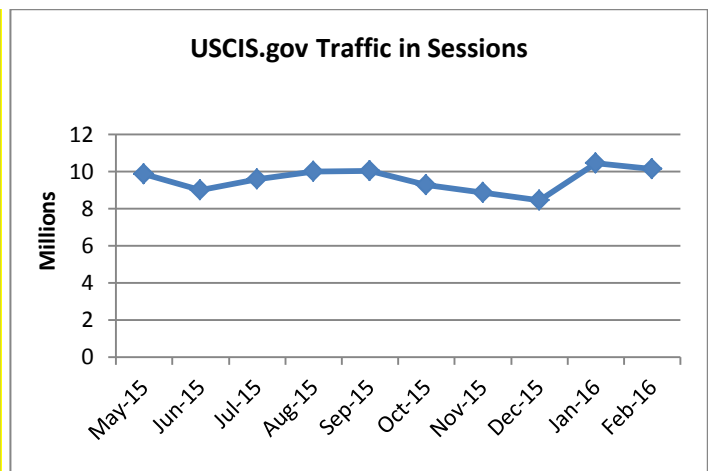
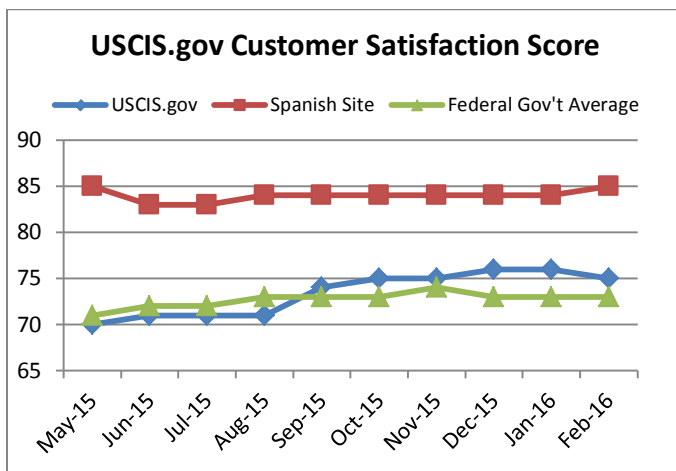
Social Media

Facebook	Twitter	YouTube	The Beacon
369,000 total page likes (+12,000)	66,600 followers (+1,000)	2,378,000 total views (+40,000)	23,500 total sessions (+4,700)

Highlights:

- **Traffic Stable:** Overall, traffic to the website dipped modestly relative to January, but this was primarily due to the shorter month (29 vs. 31 days), with no dramatic spikes in any major area.
- **The Citizenship and Test Interview Video Shines on Facebook:**
 - [Our top Facebook item](#) in February by a sizeable margin was the posting of our Citizenship and Naturalization Interview Video, which had a reach of over 800,000. By comparison, the number two post reached 138,000.
 - Not surprisingly, the same video remained on top [on our YouTube channel](#), gathering nearly 25,000 more views in February for a lifetime total of over 1.67 million views.
- **NBA Naturalization Ceremony in Phoenix Scores on Twitter:** Three of our top five tweets this month featured a February 19 naturalization ceremony held during halftime at a Phoenix Suns basketball game, producing well over 40,000 impressions.

Did you know? We have nearly 700,000 subscribers with a total of 1.88 million subscriptions on our GovDelivery e-mail subscription service. That is an average of 2.7 subscriptions per person: You can [sign up](#) for any or all of our nearly 50 subscription topics on any page of our website by clicking “Get E-Mail Updates” at the top of the page.





Top Pages on USCIS.gov in Sessions			Most Searched on USCIS.gov		
Rank (Last Month)	Top 5 Pages	Sessions (Change)	Rank (Last Month)	Top 5 Terms	Number of Queries (Change)
1 (1)	Homepage	5,030,000 (-300,000)	1 (1)	Processing times	8,300 (-1,000)
2 (2)	Forms	1,138,000 (-20,700)	2 (2)	I-765	5,500 (-400)
3 (3)	Application for Naturalization	921,000 (-8,800)	3 (3)	I-130	5,000 (-50)
4 (4)	Petition for Alien Relative	674,000 (-37,600)	4 (4)	DACA	4,700 (+500)
5 (5)	Green Card	439,000 (-38,600)	5 (6) ↑	I-864	4,400 (+130)

Largest Change on USCIS.gov (Top 100)			Largest Change Search (Top 100)		
Rank (Last Month)	Pages	Pageviews (Change)	Rank (Last Month)	Terms	Number of Queries (Change)
92 (218) ↑	Learners (Citizenship Resource Center)	54,000 (+36,000)	43 (98) ↑	infopass make appointment	1,300 (+620)
41 (65) ↑	Bringing Siblings to Live in the United States as Permanent Residents	112,000 (+34,000)	13 (19) ↑	poverty guidelines 2016	2,700 (+620)
62 (48) ↓	Tips for Filing Forms	78,000 (-25,000)	34 (23) ↓	tps	1,500 (-450)
74 (62) ↓	Citizenship Through Parents	66,000 (-16,400)	28 (33) ↑	g-28	1,800 (+230)
83 (67) ↓	Green Card for a Family Member of a U.S. Citizen	61,200 (-14,500)	46 (37) ↓	asylum	1,200 (-230)

Social Media – Top Posts				
Past Month	Facebook 369,000 total page likes (+12,000)	Twitter 66,600 followers (+1,000)	YouTube 2,378,000 total views (+40,000)	The Beacon 23,500 total sessions (+4,700)
Top 5	Most People Reached	Most Impressions (times users saw the Tweet)	Most Viewed	Most Viewed (Date Published)
1	The Citizenship Interview and Test (video) Posted February 17	Teamwork makes the dream work! We can't wait to assist 50 people making	The Citizenship Interview and Test +24,200 views	Three Myths the Adjustment of Status Process



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Top 5	Most People Reached	Most Impressions (times users saw the Tweet)	Most Viewed	Most Viewed (Date Published)
	805,000 people reached 4,200 likes, 5,900 shares	a slam dunk by becoming #newUSCitizens during the @Suns game! Tweeted February 19 17,300 impressions	(1,674,200 total views. Published November 2010)	2,280 sessions (Published May 17, 2012)
2	#newUSCitizen Album Posted February 18 138,000 people reached 4,300 likes, 175 shares	Gearing up to welcome 50 #newUSCitizens at the first ever naturalization ceremony during an @NBA @Suns game! Tweeted February 19 17,000 impressions	USCIS Revises Form N-400, Application for Naturalization +7,500 views (179,500 total views. Published February 2014)	Applying for Citizenship? What to Know and Bring to Your Naturalization Interview 1,780 sessions (Published October 21, 2013)
3	Verify Your Eligibility to Work in the U.S. Posted February 22 104,000 people reached 900 likes, 150 shares	USCIS to welcome nearly 20,000 new U.S. citizens in naturalization ceremonies around Presidents Day: http://go.usa.gov/cVqez Tweeted February 12 11,800 impressions	E-Verify: Employee Rights and Responsibilities +1,330 views (77,330 total views, published September 2010)	The National Benefits Center: What It Is and What It Does 1,430 sessions (Published June 5, 2012)
4	Form I-130, Petition for an Alien Relative, from our website, is the only version of that form accepted by our agency Posted February 3 90,000 people reached 1,000 likes, 200 shares	Citizenship teachers: Check out our new tip sheets and idea boards on building a syllabus, marketing and more: http://go.usa.gov/cPGW4 Tweeted February 16 10,100 impressions	Paying USCIS Immigrant Fee +1,220 views (21,220 total views, published September 2014)	Scam Alert – Caller ID Spoofing <u>1,320 sessions</u> (<u>Re-published June 25, 2015, originally published August 2013</u>)
5	USCIS Revises Form N-400 (video) Posted February 24 89,600 people reached 1,090 likes, 150 shares	Lilian is a refugee from Ghana. Today she becomes a #newUScitizen & gets to attend her first @NBA game! pic.twitter.com/v1MDKGP2Su Tweeted February 19 8,200 impressions	Citizenship Day Naturalization Ceremony at the Smithsonian National Museum of American History +1,080 views (23,700 total views, published September 2013)	Do You Want to Become a US Citizen? USCIS Can Help You With the Process 1,000 sessions (Published May 6, 2011)



E-Mail Outreach:

Total Number of Subscribers: 686,000 (+20,000)/Total Number of Subscriptions 1,880,000 (+23,000)

Average Number of Subscriptions per Subscriber: 2.7

	Most Popular Lists	Lists Most Subscriptions Gained (+20,000 gained total)	Lists Most Bulletins Sent (non-automated)
1	News Releases (230,000 subscriptions)	All USCIS Workforce (+22,600 net subscriptions)	New E-Verify Enrollee (14)
2	Forms Updates (151,000 subscriptions)	New E-Verify Enrollee (+7,000 net subscriptions)	E-Verify Self Check (10)
3	H-1B Cap Season (146,000 subscriptions)	USCIS Jobs (+3,000 net subscriptions)	E-Verify Updates (10)
4	Federal Register Announcements (138,500 subscriptions)	Citizenship (+2,800)	Worker Advocacy Groups (10)
5	Executive Actions on Immigration (118,000 subscriptions)	News Releases (+2,700 net subscriptions)	I-9 Central (10) (Several more E-Verify lists tied at 10...)