



Online Communications Insights and Statistics

March 2016

USCIS.gov: 11,420,000 Total Sessions (+1,270,000 or +12.5% from February)

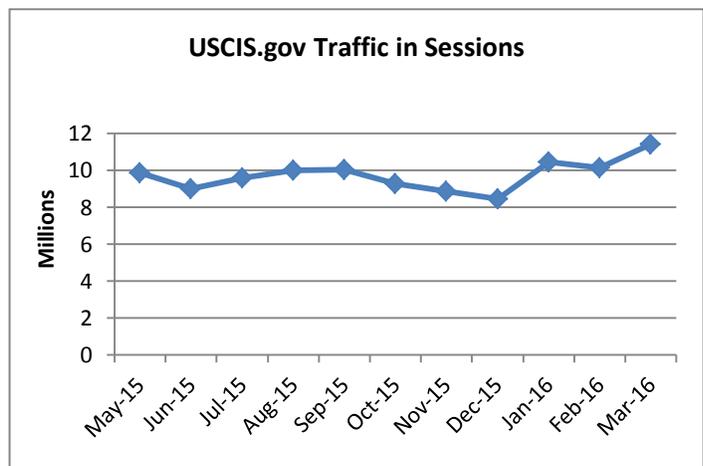
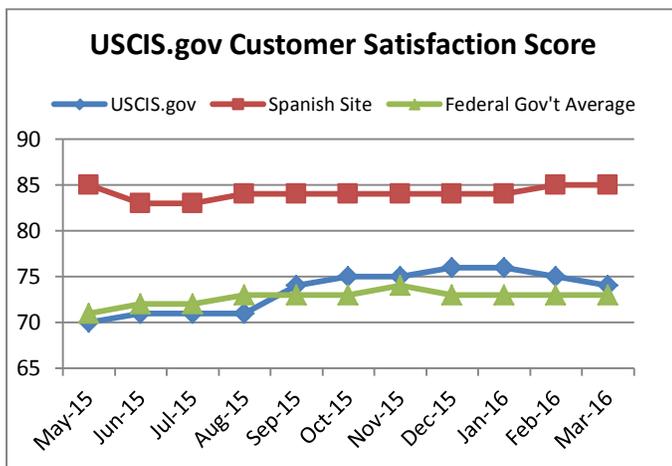
Social Media

Facebook	Twitter	YouTube	The Beacon
385,700 total page likes (+16,700)	67,500 followers (+900)	2,580,000 total views (+202,000)	20,200 total sessions (-3,300)

Highlights:

- Modest Increase in Traffic:** Overall, traffic to the website rose modestly. Some of the rise is attributable to March being a longer month (31 vs. 29 days). When correcting for the difference in days, the average number of sessions per day was still up a little over 5%.
- Noticeable Uptick in Citizenship Materials:** Overall web traffic and searches rose for citizenship related materials. For example, searches for terms “n400” and “n-400” both rose by over 20%. Traffic to the “[Learners](#)” page on the Citizenship Resource Center nearly doubled.
- New H-1B Fiscal Year Cap Page Skyrockets:** Posted March 16, the [H-1B Fiscal Year \(FY\) 2017 Cap Season](#) page jumped into the top 100 pages for March in just two weeks, registering 65,000 sessions.

Did you know? USCIS promotes the hashtag - #newUSCitizen: The #newUSCitizen hashtag has become a part of naturalization ceremonies held at USCIS facilities. If you search the hashtag on [Twitter](#), Instagram, or Facebook, you are sure to find numerous posts of new citizens celebrating citizenship along with friends and family.





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	5,41,000 (+382,000)	1 (1)	Processing times	10,300 (+2,000)
2 (2)	Forms	1,687,000 (+271,000)	2 (2)	I-765	6,200 (+700)
3 (3)	Application for Naturalization	1,098,000 (+177,000)	3 (3)	I-130	6,000 (+1,000)
4 (4)	Petition for Alien Relative	704,000 (+30,000)	4 (4)	DACA	5,200 (+450)
5 (5)	Green Card	528,000 (+89,000)	5 (6) ↑	I-864	5,000 (+600)

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)
17 (21) ↑	Employment Eligibility Verification (Form I-9)	263,000 (+68,000)	1 (1) ↑	Processing times	11,000 (+2,000)
83 (N/A) ↑	H-1B Fiscal Year (FY) 2017 Cap Season	65,000 (+65,000)	6 (6) ↑	n-400	5,000 (+1,250)
41 (68) ↑	A-Z Index	126,000 (+54,000)	10 (12) ↑	N400	4,000 (+1,160)
50 (92) ↑	Learners	104,000 (+49,700)	9 (10) ↑	Case status check online	4,000 (+1,070)
43 (61) ↑	Petition for Nonimmigrant Worker (Form I-129)	115,000 (+37,500)	3 (3) ↑	i-130	6,000 (+1,030)



Social Media – Top Posts

Past Month	Facebook 385,700 total page likes (+16,700)	Twitter 67,500 followers (+900)	YouTube 2,580,000 total views (+202,000)	The Beacon 20,200 total sessions (-3,300)
Top 5	Most People Reached	Most Impressions (times users saw the Tweet)	Most Viewed	Most Viewed (Date Published)
1	The Citizenship Interview (video) Posted March 23 231,000 people reached 1,700 likes, 1,200 shares	We are now accepting applications for the Citizenship and Integration Grant Program! Learn more at http://go.usa.gov/cwTkk Tweeted March 2 30,250 impressions	The Citizenship Interview and Test +26,125 views (1,700,325 total views. Published November 2010)	Three Myths the Adjustment of Status Process 2,500 sessions (Published May 17, 2012)
2	Happy Birthday USCIS Posted March 1 206,000 people reached 7,200 likes, 310 shares	As part of #WomensHistoryMonth, we celebrated #InternationalWomensDay with a naturalization ceremony in Atlanta! Tweeted March 8 28,900 impressions	USCIS Revises Form N-400, Application for Naturalization +7,820 views (187,320 total views. Published February 2014)	Applying for Citizenship? What to Know and Bring to Your Naturalization Interview 1,700 sessions (Published October 21, 2013)
3	International Travel as a Permanent Resident Posted March 3 171,200 people reached 1,100 likes, 260 shares	As part of #WomensHistoryMonth, we celebrated #InternationalWomensDay with a naturalization ceremony in Tampa! pic.twitter.com/1D7v8SrSel Tweeted March 8 23,800 impressions	Paying USCIS Immigrant Fee +1,050 views (22,270 total views, published September 2014)	The National Benefits Center: What It Is and What It Does 1,560 sessions (Published June 5, 2012)
4	Your Rights as a Permanent Resident Posted March 8 130,300 people reached 1,000 likes, 230 shares	Need help studying for the naturalization test? Find a citizenship class near you: http://go.usa.gov/c7pVj Tweeted March 24 23,700 impressions	USCIS Chinese Language Video +860 views (7,500 total views, published November 2014)	Scam Alert – Caller ID Spoofing 1,260 sessions (Re-published June 25, 2015, originally published August 2013)
5	How to Remove Conditions on Permanent Residence Based on Marriage Posted March 4 110,300 people reached 650 likes, 140 shares	If you travel abroad before your change of status is approved, we will deny your request even if you are re-admitted as an H-4 nonimmigrant. Tweeted March 29 12,500 impressions	Form N-648 Instructional Video +745 views (17,900 total views, published August 2011)	Five Answers to Common Questions on Changing Your Address 1,200 sessions (Published September 16, 2010)



E-Mail Outreach:

Total Number of Subscribers: 705,000 (+19,000)/Total Number of Subscriptions 1,970,000 (+90,000)

Average Number of Subscriptions per Subscriber: 2.8

	Most Popular Lists	Lists Most Subscriptions Gained	Lists Most Bulletins Sent (non-automated)
1	News Releases (235,000 subscriptions)	Citizenship Resource Center (+31,600 net subscriptions)	Asylum (16)
2	H-1B Cap Season (158,000 subscriptions)	New E-Verify Enrollee (+7,800)	DHS OLA External (16)
3	Forms Updates (155,000 subscriptions)	H-1B Cap Season (+3,850)	New E-Verify Enrollee (14)
4	Federal Register Announcements (142,000 subscriptions)	Immigration Policy and Procedural Memoranda (+3,650)	Upcoming National Engagements (11)
5	Executive Actions on Immigration (120,000 subscriptions)	News Releases (+3,350)	Numerous lists tied at 9