



Online Communications Insights and Statistics

April 2016

USCIS.gov: 11,510,000 Total Sessions (+91,000 or +0.80% from March)

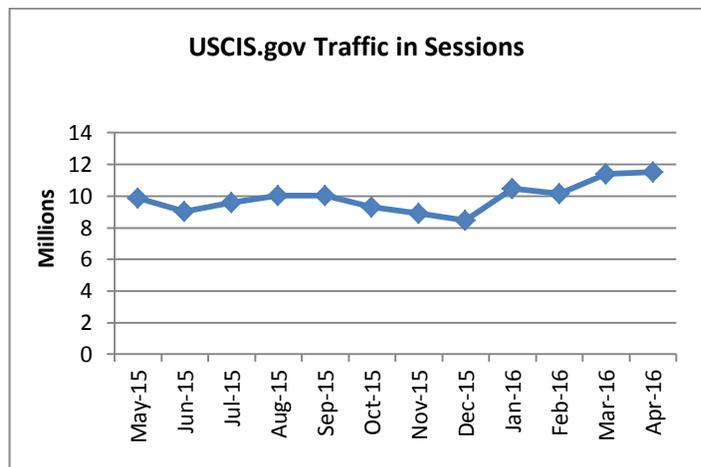
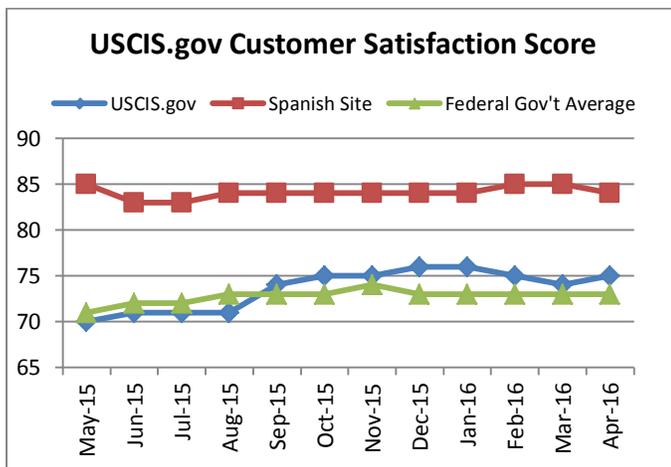
Social Media

Facebook	Twitter	YouTube	The Beacon
404,200 total page likes (+18,500)	70,500 followers (+3000)	2,618,000 total views (+38,000)	21,300 total sessions (+1,100)

Highlights:

- **Site Traffic Steady:** Overall, traffic to the website remained steady from last month, rising slightly from 11.4 to 11.5 million sessions.
- **Traffic to H-1B Cap News Surges:** Web traffic and searches for H-1B Cap information soared during April. On social media, our second most popular [Facebook post](#) this month was on H-1B, and two of our top five [tweets](#) this month were on [H-1B](#). Even our GovDelivery account saw a surge in subscriptions to our H-1B Cap Season email list.

Did you know? USCIS holds monthly Twitter Office Hours: Every month, USCIS holds Twitter Office Hours using the hashtag #AskUSCIS on a variety of immigration and citizenship related issues. After the conclusion of each session, we post the questions and answers to our blog, [The Beacon](#). Follow our Twitter account, [@USCIS](#) for more information.





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	5,34,000 (-72,00)	1 (1)	Processing times	9,500 (-700)
2 (2)	Forms	1,525,000 (-162,000)	2 (2)	I-765	5,800 (-500)
3 (3)	Application for Naturalization	944,000 (-155,000)	3 (4)	DACA	5,700 (-300)
4 (4)	Petition for Alien Relative	640,000 (-64,000)	4 (3)	I-130	5,600 (+370)
5 (5)	Green Card	488,000 (-41,000)	5 (6)	n-400	4,600 (-400)

Largest Change on USCIS.gov (Top 100)			Largest Change Search (Top 100)		
Rank (Last Month)	Pages	Page views (Change)	Rank (Last Month)	Terms	Number of Queries (Change)
16 (83)	H-1B Fiscal Year (FY) 2017 Cap Season	275,000 (+210,000)	33 (313)	H-1B 2017	(+1,480)
28 (N/A)	USCIS Reaches FY 2017 H-1B Cap	158,000 (+158,000)	14 (39)	H-1B	(+1,415)
35 (N/A)	USCIS Completes the H-1B Cap Random Selection Process for FY 2017	136,000 (+136,000)	16 (33)	DACA renewal	(+865)
15 (28)	News	281,000 (+127,000)	37 (24)	Civil surgeon locator	(-620)



25 (62) ↑	News Releases	188,624 (101,000)	26 (37) ↑	TPS	(+265)
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Social Media – Top Posts

Past Month	Facebook 404,200 total page likes (+18,500)	Twitter 70,500 followers (+3000)	YouTube 2,618,000 total views (+38,000)	The Beacon 21,300 total sessions (+1,100)
Top 5	Most People Reached	Most Impressions (times users saw the Tweet)	Most Viewed	Most Viewed (Date Published)
1	Green Card for a Family Member of a Permanent Resident Posted April 20 205,700 people reached 2,000 likes, 550 shares	EB-4 visa limits reached for special immigrants from El Salvador, Guatemala and Honduras: http://go.usa.gov/czQJe Tweeted April 15 31,590 impressions	The Citizenship Interview and Test +21,400 views (1,721,725 total views. Published November 2010)	Three Myths the Adjustment of Status Process 2,350 sessions (Published May 17, 2012)
2	USCIS has reached the congressionally mandated H-1B cap for fiscal year 2017: http://go.usa.gov/ctgkx Posted April 7 176,900 people reached 1,000 likes, 215 shares	USCIS has reached the congressionally mandated H-1B cap for fiscal year 2017: http://go.usa.gov/ctgkx Tweeted April 7 31,200 impressions	USCIS Revises Form N-400, Application for Naturalization +2,825 views (190,145 total views. Published February 2014)	The National Benefits Center: What It Is and What It Does 1,550 sessions (Published June 5, 2012)
3	Thinking of becoming a U.S. citizen? Posted April 5 170,600 people reached 1,800 likes, 350 shares	We've completed the H-1B cap random selection process for FY 2017 Tweeted April 12 26,500 impressions	Paying USCIS Immigrant Fee +840 views (23,010 total views. Published September 2014)	Applying for Citizenship? What to Know and Bring to Your Naturalization Interview 1,420 sessions (Published October 21, 2013)
4	Working in the U.S. Posted April 17 169,500 people reached 2,000 likes 370 shares	The Houston, TX Application Support Centers are closed due to flooding. http://go.usa.gov/czAXk Tweeted April 18 23,300 impressions	Citizenship Day Naturalization Ceremony at the Smithsonian National Museum of American History +680 views (24,400 total views. Published September 2013)	Scam Alert – Caller ID Spoofing 1,250 sessions (Re-published June 25, 2015, originally published August 2013)
5	Your permanent residence is conditional if it is based on a marriage that was less than 2 years old on the day you	Our team is currently here answering your questions. Post w/ #AskUSCIS. To protect your privacy, please DO NOT post any case	USCIS Chinese Language Video +630 views (8,130 total views, published November 2014)	Checking Your Case Status Online 1,250 sessions (Published September 2, 2015)



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Top 5	Most People Reached	Most Impressions (times users saw the Tweet)	Most Viewed	Most Viewed (Date Published)
	were granted permanent residence. (...) Posted April 26 149,000 people reached 1,500 likes, 340 shares	details. Tweeted April 12 22,800 impressions		

E-Mail Outreach:

Total Number of Subscribers: 732,000 (+27,000)/Total Number of Subscriptions 2,083,000 (+113,000)
Average Number of Subscriptions per Subscriber: 2.8

	Most Popular Lists	Lists Most Subscriptions Gained	Lists Most Bulletins Sent (non-automated)
1	News Releases (237,000 subscriptions)	Updates from the Public Engagement Division (+36,000 net subscriptions)	New E-Verify Enrollee (17)
2	H-1B Cap Season (164,000 subscriptions)	H-1B Cap Season (+15,000)	Alerts (13)
3	Forms Updates (158,000 subscriptions)	USCIS Intergovernmental Affairs Updates (+9,000)	Asylum (13)
4	Federal Register Announcements (143,000 subscriptions)	New E-Verify Enrollee (+7,000)	Several E-Verify Lists (13)
5	New E-Verify Enrollee (123,000 subscriptions)	News Releases (+4,600)	Worker Advocacy Groups (11)