



Online Communications Insights and Statistics

May 2016

USCIS.gov: 11,300,000 Total Sessions (-200,000 or -1.8% from April)

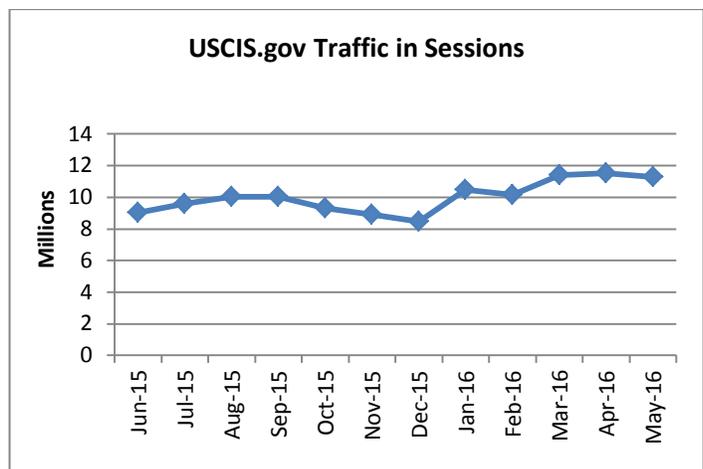
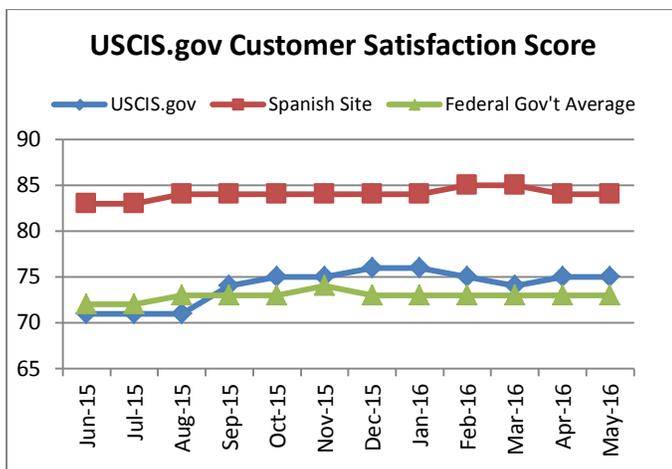
Social Media

Facebook	Twitter	YouTube	The Beacon
415,000 total page likes lifetime (+10,800)	72,200 followers (+1700)	2,646,500 total views lifetime (+28,500)	20,400 total sessions (-900)

Highlights:

- **Site Traffic Steady:** Overall, traffic to the website remained steady from last month, falling slightly from 11.5 to 11.3 million sessions.
- **Naturalization for Spouses information popular on Facebook:** One of our regularly scheduled or “evergreen” posts on Facebook, [Naturalization for U.S. Spouses](#), garnered a collective total of over 500 shares and 3,000 likes.
- **TPS a Top Search Topic:** The terms “tps” and “tps Honduras” were two of the largest movers among search terms climbing the charts this past month.

Did you know? [myUSCIS Case Status](#) is [regularly one of the top ten](#) most visited web pages in the entire federal government. USCIS.gov is also regularly in the top 20 among all government websites.





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	5,302,000 (-39,000)	1 (1)	Processing times	10,000 (+400)
2 (2)	Forms	1,212,000 (-20,000)	2 (2)	I-765	6,100 (+400)
3 (3)	Application for Naturalization	858,000 (-85,000)	3 (3)	DACA	5,800 (+100)
4 (4)	Petition for Alien Relative	633,000 (-7,000)	4 (4)	I-130	5,400 (-140)
5 (5)	Green Card	520,000 (+32,000)	5 (7)	i-864	4,400 (-60)

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)
74 (16)	H-1B Fiscal Year (FY) 2017 Cap Season	67,000 (-209,000)	17 (173)	tps Honduras 2017	(+2,375)
166 (28)	USCIS Reaches FY 2017 H-1B Cap	29,000 (-128,000)	11 (26)	tps	(+1,295)
15 (23)	I-9 Acceptable Documents	265,000 (+61,000)	9 (16)	DACA renewal	(+1,020)
6 (26)	I-765, Application for Employment Authorization	479,000 (+54,000)	8 (5)	n-400	(-670)
101(N/A)	USCIS Completes Data Entry of Fiscal Year 2017 H-1B Cap-Subject Petitions	74,000 (+48,000)	15 (12)	g-325a	(-470)



Social Media – Top Posts

Past Month	Facebook 415,000 total page likes lifetime (+10,800)	Twitter 72,200 followers (+1700)	YouTube 2,646,500 total views lifetime (+28,500)	The Beacon 20,400 total sessions (-900)
Top 5	Most People Reached	Most Impressions (times users saw the Tweet)	Most Viewed	Most Viewed (Date Published)
1	Naturalization for Spouses of U.S. Citizens Posted May 11 166,000 people reached 1,330 likes, 360 shares	With honor and integrity, we will safeguard the American people, our homeland & our values. #DHSvalor Tweeted May 16 39,900 impressions	The Citizenship Interview and Test +20,900 views (1,724,625 total views. Published November 2010)	Three Myths the Adjustment of Status Process 3,000 sessions (Published May 17, 2012)
2	The story behind the tears (post shared from West Point - the U.S. Military Academy) Posted May 26 116,600 people reached 1,300 likes, 195 shares	#TBT Immigrants in U.S. Immigration Station c.1907. May 27, 62 immigrants will become #newUScitizens at #EllisIsland Tweeted May 26 35,400 impressions	USCIS Chinese Language Video +900 views (9,030 total views, published November 2014)	The National Benefits Center: What It Is and What It Does 1,550 sessions (Published June 5, 2012)
3	Naturalization for Spouses of U.S. Citizens Posted May 20 106,600 people reached 900 likes, 190 shares	Find out what it's really like to be an immigration services officer at USCIS #PSRW #LifeatUSCIS Tweeted May 4 32,000 impressions	Paying USCIS Immigrant Fee +1050 views (24,060 total views. Published September 2014)	Applying for Citizenship? What to Know and Bring to Your Naturalization Interview 1,500 sessions (Published October 21, 2013)
4	Naturalization for Spouses of U.S. Citizens Posted May 31 106,300 people reached 960 likes, 210 shares	Read how one refugee family's sacrifices blossomed into the American Dream #PSRW http://go.usa.gov/cuyPJ http://ow.ly/i/j6SL8 Tweeted May 5 29,900 impressions	Making Your USCIS Immigrant Fee Payment +500 views (12,820 total views. Published September 2014)	Scam Alert – Caller ID Spoofing 1,300 sessions (Re-published June 25, 2015, originally published August 2013)
5	Renew or Replace a Green Card Posted May 10 95,800 people reached 1,000 likes, 240 shares	Asians are now the largest and fastest growing group of new immigrants in the United States. Tweeted May 31 14,500 impressions	Form I-9, Employment Eligibility Verification - Section One +500 views (10,900 total views. Published April 2014)	The Beacon: Five Answers to Common Questions on Changing Your Address 1,050 sessions (Published September 2010)



E-Mail Outreach:

Total Number of Subscribers: 742,000 (+10,000)/Total Number of Subscriptions 2,108,000 (+25,000)

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)	New E-Verify Enrollee (+7,000)	New E-Verify Enrollee (10)
2	H-1B Cap Season (166,000 subscriptions)	News Releases (+3,000)	E-Verify Self Check (7)
3	Forms Updates (158,000 subscriptions)	Immigration Policy and Procedural Memoranda (+3,000)	E-Verify Updates (7)
4	Federal Register Announcements (144,000 subscriptions)	Forms Updates (+3,000)	I-9 Central (7)
5	New E-Verify Enrollee (128,000 subscriptions)	H-1B Cap Season (+3,000)	E-Verify Connection (7)

<https://www.uscis.gov/website-metrics>