



## Online Communications Insights and Statistics

July 2016

**English Website: 10,487,000 Total Sessions (-170,000 or -2.0% from June)**

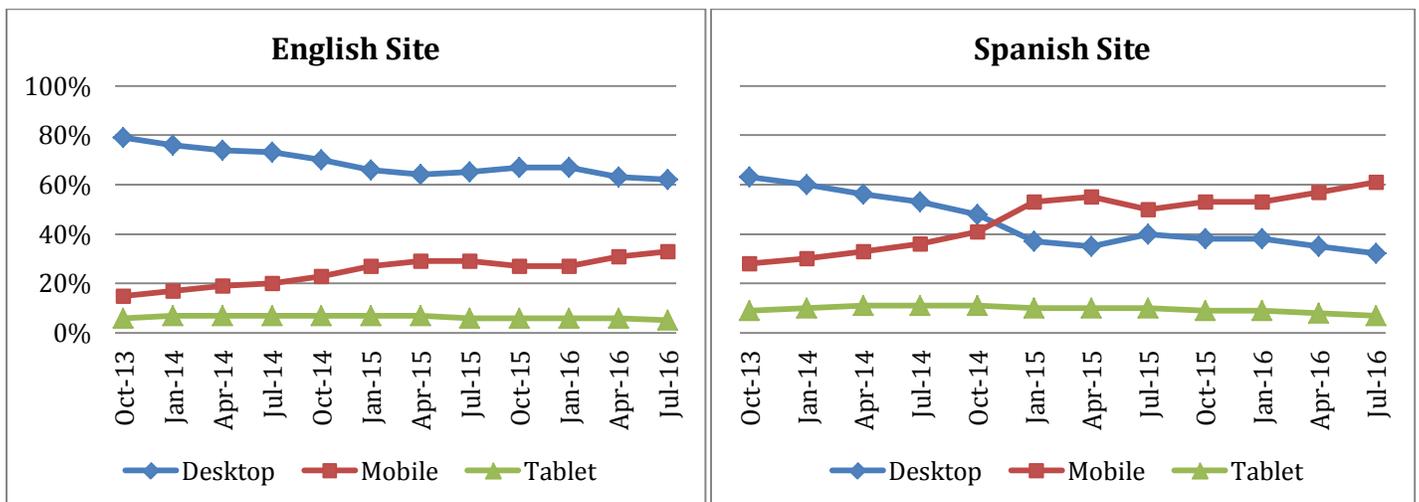
**Spanish Website:**

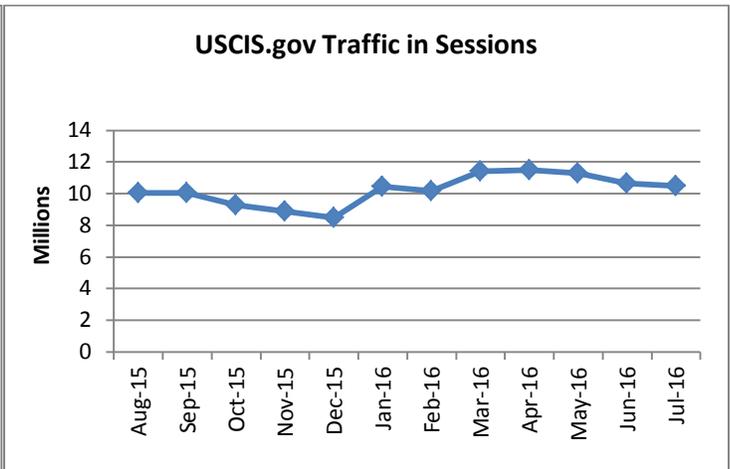
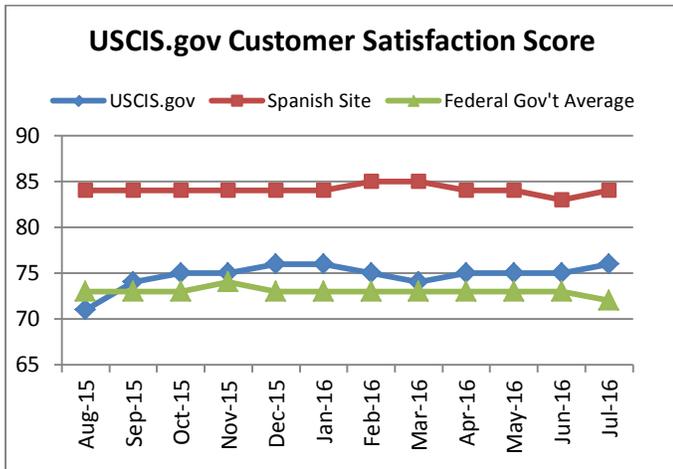
**Social Media**

English	Facebook 432,600 total page likes lifetime (+8,970)	Twitter 74,760 followers (+1,315)	YouTube 2,874,000 total views lifetime (+168,200)	The Beacon 20,465 total sessions (+1,065 compared to June)
Spanish:				

### Highlights:

- **Site Traffic Remains Steady:** This past month, traffic remained near the 10.5 million session mark.
- **July 4 Social Media:**
  - Our July 4 posts on our English and Spanish Facebook pages combined for a total of more than 10,000 likes and 2,700 shares.
  - Our Civics Test videos continue to collect thousands of views, and the [main promotional video](#) has nearly 12,000 views.
- **Did You Know? Mobile on the Rise:** People increasingly use mobile devices to view our sites.
  - At present, mobile users represent 33% of visitors to our English site (up from 15% three years ago) and a whopping 61% of users on our Spanish site (up from 28% three years ago). In both cases, the mobile percentages have more than doubled.
  - The satisfaction level for our mobile site in July was 81, even higher than our overall site rating of 76.
  - Tablet use has remained relatively constant on both sites, typically ranging from 6-10%.





Largest 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)
27 (N/A) ↑	Affidavit of Support Under Section 213A of the INA	149,000 (+149,000)	19 (6) ↓	daca renewal	2,440 (-1,900)
60 (98) ↑	Temporary Protected Status Extended for El Salvador	78,000 (+73,000)	22 (104) ↑	tps el salvador	2,300 (+1,540)
44 (93) ↑	Application for Temporary Protected Status	109,000 (+59,000)	18 (67) ↑	Infopass appointment	2,400 (+1,450)
17 (15) ↓	Form I-9 Acceptable Documents	230,000 (-42,000)	45 (N/A) ↑	visa bulletin august 2016	1,400 (+1,400)
89 (97) ↑	Temporary Protected Status Designated Country: El Salvador	55,000 (+39,000)	58 (959) ↑	Invitation letter	1,140 (+1,060)

Social Media – Top Posts				
<b>Past Month</b>	Facebook 432,600 total page likes lifetime (+8,970)	Twitter 74,760 followers (+1,315)	YouTube 2,874,000 total views lifetime (+168,200)	The Beacon 20,465 total sessions (+1,065 vs. June)
<b>Top 5</b>	Most People Reached	Most Impressions (times tweet seen)	Most Viewed	Most Viewed (Date Published)
<b>1</b>	Civics Test Promotional Video post <a href="#">Posted July 3</a>	Emma, our computer-generated virtual assistant, is ready for	<a href="#">The Citizenship Interview and Test</a> +16,250 views (1,757,715)	<a href="#">Three Myths the Adjustment of Status Process</a> 3,800 sessions



U.S. Citizenship  
and Immigration  
Services

	112,500 people reached 1,400 likes, 345 shares	your questions in Spanish! <a href="https://t.co/PUBNsr5FjF">https://t.co/PUBNsr5FjF</a> <a href="#">Tweeted July 11</a> 26,650 impressions	total views. Published November 2010)	(Published May 17, 2012)
2	USCIS to Allow Additional Applicants for Provisional Waiver Process <a href="#">Posted July 29</a> 92,900 people reached 660 likes, 300 shares	Our staff will be online shortly for our monthly Office Hours. To protect your privacy, don't post case details on Twitter. #AskUSCIS <a href="#">Tweeted July 26</a> 24,180 impressions	<a href="#">Promo – Civics Practice Test for the Naturalization Test</a> +8,100 views (10,470 views, published June 2016)	<a href="#">Applying for Citizenship? What to Know and Bring to Your Naturalization Interview</a> 2,225 sessions (Published October 21, 2013)
3	Renew or Replace a Green Card <a href="#">Posted July 12</a> 85,600 people reached 880 likes, 165 shares	Welcome! Our customer service team is here for the next hour answering your questions. Use #AskUSCIS and we'll answer as many as we can. <a href="#">Tweeted July 26</a> 23,140 impressions	<a href="#">What is the Supreme Law of the Land</a> (Civics Question #1) +1720 views (4,470 total views, Published June 2016)	<a href="#">The National Benefits Center: What It Is and What It Does</a> 1,685 sessions (Published June 5, 2012)
4	Crater Lake Naturalization Ceremony Album <a href="#">Posted July 7</a> 63,900 people reached 1,400 likes, 50 shares	Independence Day naturalization ceremony at the William Paca House in Annapolis, MD. #July4th #NewUSCizen <a href="https://t.co/jhPGZyZkj6">https://t.co/jhPGZyZkj6</a> <a href="#">Tweeted July 6</a> 13,465 impressions	<a href="#">What does the Constitution Do?</a> +3,860 views (5,110 views, published June 2016)	<a href="#">Scam Alert – Caller ID Spoofing</a> 1,530 sessions (Re-published June 25, 2015, originally published August 2013)
5	New York Public Library Naturalization Ceremony <a href="#">Posted July 8</a> 59,600 people reached 1,300 likes, 60 shares	USCIS welcomed 17 #newUSCitizens from 8 countries during an #July4th naturalization ceremony @CraterLakeNPS <a href="https://t.co/b4OTyrkD5s">https://t.co/b4OTyrkD5s</a> <a href="#">Tweeted July 7</a> 13,420 impressions	<a href="#">The idea of self-government is in the first three words of the Constitution. What are these words?</a> +3,250 views (4,500 views, published June 2016)	<a href="#">The Beacon: Five Answers to Common Questions on Changing Your Address</a> 1,320 sessions (Published September 2010)



**E-Mail Outreach:**

**Total Number of Subscribers: 761,800 (+10,800)/Total Number of Subscriptions 2,171,000 (+17,000)**

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 (239,100 subscriptions)	E-Verify Updates (+126,500)	New E-Verify Enrollee (10)
<b>2</b>	E-Verify Updates (220,000 subscriptions)	New E-Verify Enrollee (+8,000)	Upcoming National Engagements (10)
<b>3</b>	H-1B Cap Season (166,800 subscriptions)	News Releases (+3,400)	Upcoming Local Engagements (10)
<b>4</b>	Forms Updates (161,200 subscriptions)	Alerts (+3,100)	Intergovernmental Stakeholders (10)
<b>5</b>	Federal Register Announcements (146,500 subscriptions)	Citizenship (+3,100)	Alerts (6)