



Online Communications Insights and Statistics

August 2016

English Website: 11,463,400 Total Sessions (+976,400 or +9.3% from July)

Spanish Website: 889,950 Total Sessions (+63,000 or 7.7% from July)

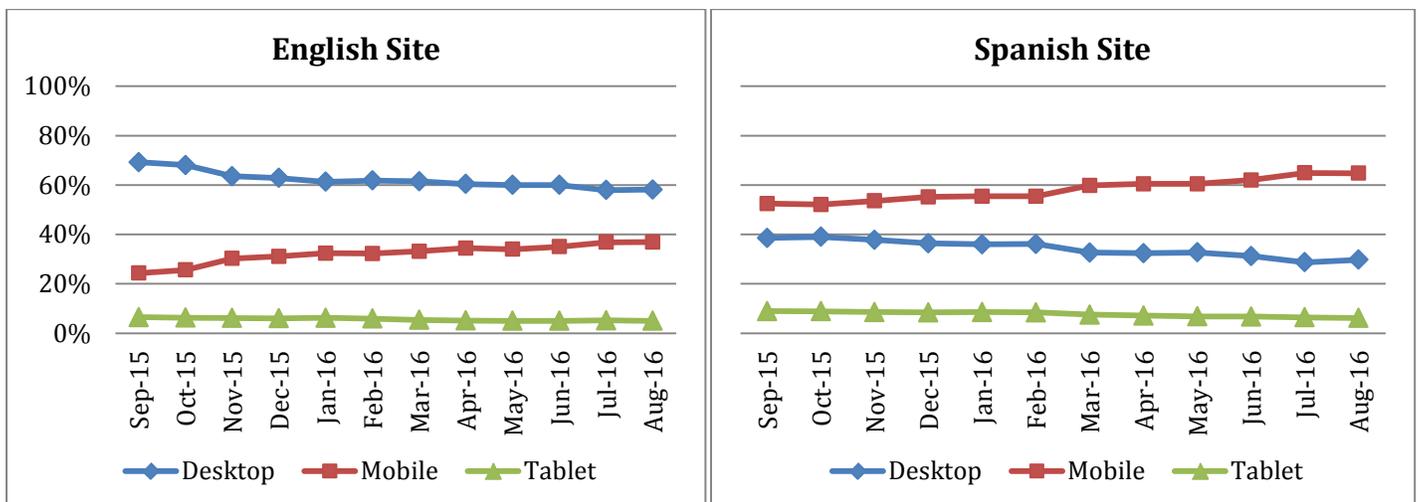
Social Media

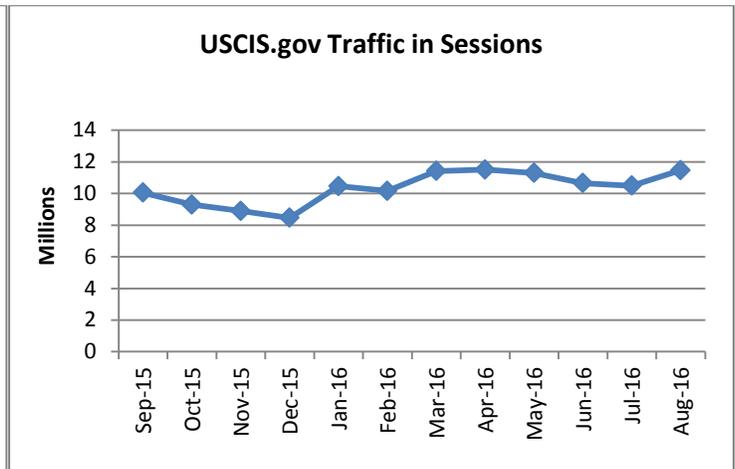
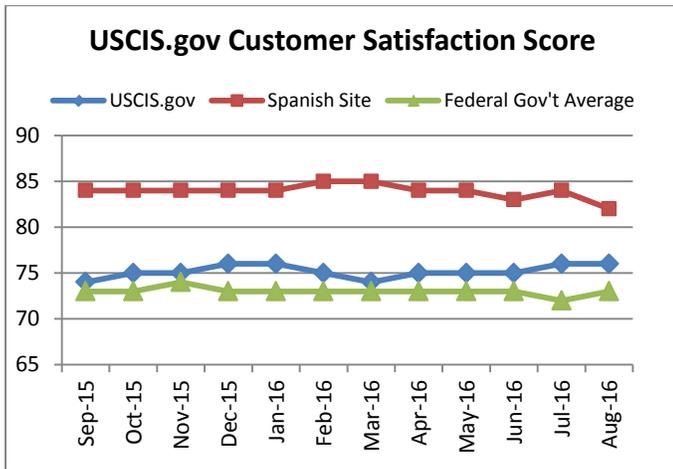
English	Facebook 439,100 total page likes lifetime (+6,500 past month)	Twitter 76,260 followers (+1,500 past month)	YouTube 3,050,000 total views lifetime (+176,000 past month)	The Beacon 21,700 total sessions (+1,235 compared to July)
Spanish:	40,000 total page likes lifetime (+470 past month)	11,465 followers (+160 past month)	(USCIS does not have a Spanish YouTube channel at present)	Compás (Spanish blog) 15,475 (+2,660 compared to July)

Highlights:

- Site Traffic Up:** This past month, traffic on our English and Spanish sites rose by 9.3 and 7.7%, respectively. This increase was driven in part by ongoing interest in [provisional waiver content](#) and the extension of [TPS El Salvador](#) and our news items on [international entrepreneurs](#) and our [special National Parks naturalization ceremonies](#).
- Facebook Livestream of Special Naturalization Ceremony a Success:** [Our Facebook livestream](#) of a special naturalization ceremony held at the National World War II Memorial reached over 130,000 people, making it our most successful post this past month by far. [Tweets on the ceremony](#) also represented 3 of our top 5 tweets in August.

USCIS.gov Website Visitors: Percentages using desktop, mobile and tablets over time





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)
18 (27) ↑	Affidavit of Support Under Section 213A of the INA	252,000 (+104,000)	22 (116) ↑	check my case status	2,300 (+1,600)
41 (87) ↑	USCIS to Allow Additional Applicants for Provisional Waiver Process	115,000 (+58,000)	15 (47) ↑	tps el Salvador 2016	2,800 (+1,400)
13 (16) ↑	Acceptable Documents	294,000 (+55,000)	36 (12) ↓	check status of my case	1,700 (-1,300)
100 (N/A) ↑	USCIS Proposes Rule to Welcome International Entrepreneurs	53,000 (+53,000)	55 (N/A) ↑	visa bulletin september 2016	1,200 (+1,200)
14 (17) ↑	Form I-9 Acceptable Documents	280,000 (+50,000)	4 (2) ↓	daca	5,200 (-1,000)



Social Media – Top Posts

Past Month	Facebook 439,100 total page likes lifetime (+6,500)	Twitter 76,260 followers (+1,500 past month)	YouTube 3,050,000 total views lifetime (+176,000)	The Beacon 21,700 total sessions (+1,235 vs. June)
Top 5	Most People Reached	Most Impressions (times tweet seen)	Most Viewed	Most Viewed (Date Published)
1	Video post: Livestream of Naturalization Ceremony at the National WWII Memorial Posted August 25 130,800 people reached 1,300 likes, 275 shares	Watch our WWII naturalization ceremony on Facebook Live! https://t.co/jQprdaHBzx #newUScitizen #NPS100 Tweeted August 25 42,700 impressions	The Citizenship Interview and Test +16,525 views (1,774,240 total views. Published November 2010)	Three Myths the Adjustment of Status Process 4,000 sessions (Published May 17, 2012)
2	Naturalization for Spouses of U.S. Citizens Posted August 11 63,000 people reached 700 likes, 200 shares	Prepping for our first-ever naturalization ceremony at the WWII Memorial! #NPS100 #newUScitizen https://t.co/YEXI9ZMAi7 Tweeted August 25 39,700 impressions	Promo – Civics Practice Test for the Naturalization Test +6,840 views (17,310 views, published June 2016)	Applying for Citizenship? What to Know and Bring to Your Naturalization Interview 2,080 sessions (Published October 21, 2013)
3	USCIS Processing Time Information Posted August 3 60,300 people reached 600 likes, 120 shares	We've proposed a rule to welcome international entrepreneurs. https://t.co/aCUL2A1gie Tweeted August 26 38,550 impressions	What is the Supreme Law of the Land (Civics Question #1) +1,200 views (5,670 total views, Published June 2016)	Scam Alert – Caller ID Spoofing 1,885 sessions (Re-published June 25, 2015, originally published August 2013)
4	Video on Olympian Athlete Nick Delpopolo Posted August 3 53,500 people reached 430 likes, 155 shares	Goodbye from the WWII Memorial: we celebrated the Nat'l Park Service's 100th b'day by swearing in 40 #newUScitizens https://t.co/UnrCsvt6bz Tweeted August 25 27,580 impressions	What does the Constitution Do? +1,040 views (6,150 views, published June 2016)	The National Benefits Center: What It Is and What It Does 1,680 sessions (Published June 5, 2012)
5	USCIS Director's Message to the National Park Service Posted August 25 51,800 people reached 260 likes, 140 shares	#DidYouKnow Emma, our computer-generated virtual assistant just made her debut in Spanish? Ask her a question! https://t.co/PUBNsr5FjF Tweeted August 15 17,570 impressions	The idea of self-government is in the first three words of the Constitution. What are these words? +830 views (5,330 views, published June 2016)	The Beacon: Five Answers to Common Questions on Changing Your Address 1,360 sessions (Published September 2010)



E-Mail Outreach:

Total Number of Subscribers: 778,000 (+16,000)/Total Number of Subscriptions 2,179,000 (+8,200)

Average Number of Subscriptions per Subscriber: 2.8

	Most Popular Lists	Lists Most Subscriptions Gained	Lists Most Bulletins Sent (non-automated)
1	News Releases (241,000 subscriptions)	E-Verify Employer Agents (EEA) (+14,000)	New E-Verify Enrollee (14)
2	E-Verify Updates (224,000 subscriptions)	New E-Verify Enrollee (+9,000)	E-Verify Employer Agents (EEA) (8)
3	H-1B Cap Season (168,000 subscriptions)	E-Verify Updates (+7,000)	E-Verify Updates (8)
4	Forms Updates (163,000 subscriptions)	EEA (8-24-16) (+3,100)	Alerts (8)
5	Federal Register Announcements (148,000 subscriptions)	EEA List 8-26-16 (+3,100)	E-Verify Self Check (8)

