



## Online Communications Insights and Statistics

September 2016

**English Website: 11,114,900 Total Sessions (-348,500 or -3.0 % from past month)**

**Spanish Website: 881,000 Total Sessions (-8,900 or 1.0% from past month)**

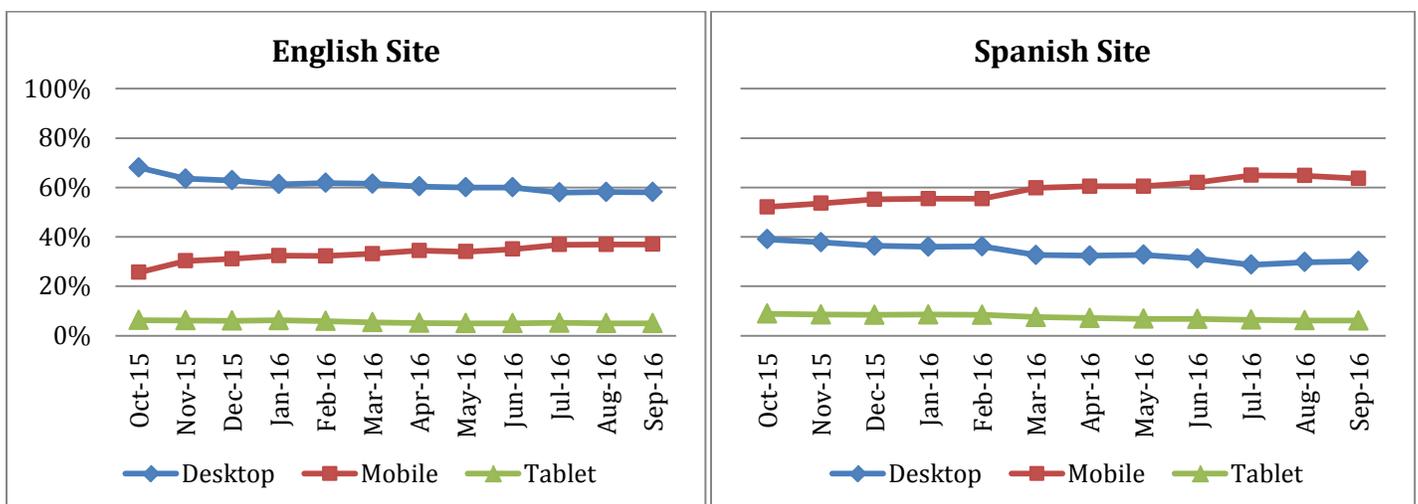
### Social Media

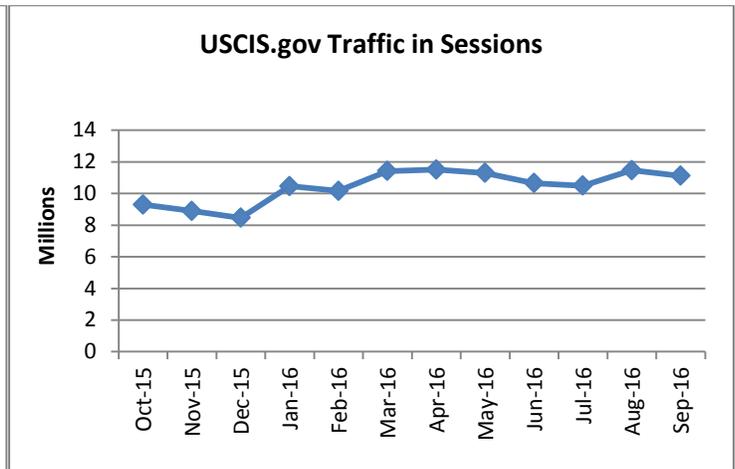
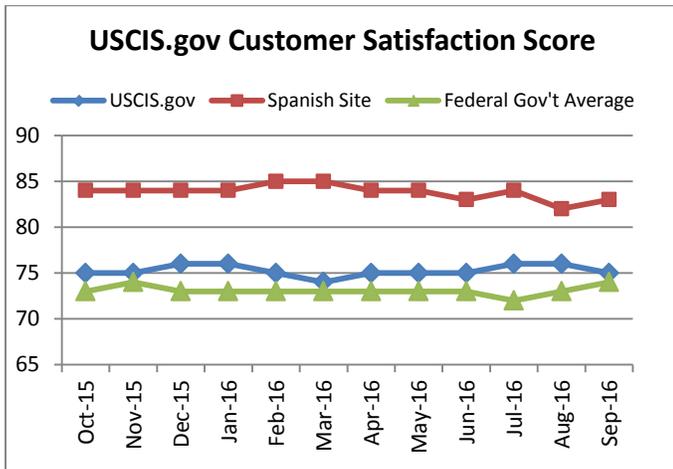
English	Facebook 447,800 total page likes lifetime (+8,700 past month)	Twitter 77,500 followers (+1,240 past month)	YouTube 3,137,900 total views lifetime (+87,900 past month)	The Beacon 19,750 sessions (-1,950 compared to previous month)
Spanish:	43,450 total page likes lifetime (+450 past month)	11,610 followers (+145 past month)	(USCIS does not have a Spanish YouTube channel at present)	Compás (Spanish blog) 20,100 pageviews (+4,625 compared to previous month)

### Highlights:

- **Traffic Steady:** Sessions on both the English and Spanish websites were down slightly, but remained at monthly levels consistent with past months.
- **Ellis Island Naturalization Livestream Soars on Facebook:** [Our September 16 Facebook livestream](#) of the naturalization ceremony from Ellis Island reached over 250,000 people, surpassing the next most popular item by more than three times.
- **Visa Bulletin Items Rise:** [Our main Visa Bulletin web page](#) and the search term “visa bulletin October 2016” topped the list of biggest positive movers for the past month.

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





Largest Traffic 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)
17 (38) ↑	<a href="#">Adjustment of Status Filing Charts from the Visa Bulletin</a>	241,000 (+123,000)	24 (N/A) ↑	Visa bulletin October 2016	2,200 (+2,200)
3 (3)	<a href="#">Application for Naturalization</a>	679,000 (-79,000)	9 (7) ↓	change of address online	3,300 (-700)
29 (55) ↑	<a href="#">Green Card Through the Diversity Immigrant Visa Program</a>	147,000 (+57,000)	17 (28) ↑	Daca renewal	2,700 (+700)
19 (15) ↓	<a href="#">100 Civics Questions and Answers with MP3 Audio (English version)</a>	230,000 (-49,000)	15 (11) ↓	tps	2,700 (-600)
7 (9) ↑	<a href="#">E-Verify</a>	419,000 (+31,000)	12 (22) ↑	Check my case status	2,900 (+600)



**Social Media – Top Posts Past Month**

	<b>Facebook</b>	<b>Twitter</b>	<b>YouTube</b>	<b>The Beacon blog</b>
<b>Top 5</b>	Most People Reached	Most Impressions	Most Viewed	Most Viewed (Date Published)
<b>1</b>	Video post: Livestream of Naturalization Ceremony at Ellis Island <a href="#">Posted September 16</a> 251,200 people reached 1,200 likes, 415 shares	#NPS100 and @USCIS welcomed 298 #newUScitizens during a Constitution Day naturalization ceremony at the Ellis Island Museum of Immigration pic.twitter.com/rAnq4q8mf <a href="#">Tweeted September 26</a> 39,000 impressions	<a href="#">The Citizenship Interview and Test</a> +12,940 views (1,787,180 total views. Published November 2010)	<a href="#">Three Myths the Adjustment of Status Process</a> 3,370 sessions (Published May 17, 2012)
<b>2</b>	Citizenship Grant Program Post <a href="#">Posted September 1</a> 73,400 people reached 400 likes, 185 shares	46 groups in 21 states share nearly \$10m in USCIS grants to help permanent residents prepare/apply for citizenship <a href="http://go.usa.gov/xWd53">http://go.usa.gov/xWd53</a> <a href="#">Tweeted September 1</a> 23,900 impressions	<a href="#">Promo – Civics Practice Test for the Naturalization Test</a> +2,750 views (20,060 views, published June 2016)	<a href="#">Scam Alert – Imposter Calls!</a> 2,400 sessions (Re-published June 25, 2015, originally published August 2013)
<b>3</b>	Re-post on those who are not citizens or permanent residents, but are eligible for an EAD <a href="#">Posted September 26</a> 57,700 people reached 480 likes, 130 shares	We are excited to launch our Instagram account tomorrow. Spread the word! @USCIS will have great photos of #NewUSCitizens <a href="#">Tweeted September 15</a> 23,700 impressions	<a href="#">What is the Supreme Law of the Land</a> (Civics Question #1) +2,570 views (8,240 total views, Published June 2016)	<a href="#">Applying for Citizenship? What to Know and Bring to Your Naturalization Interview</a> 1,450 sessions (Published October 21, 2013)
<b>4</b>	Post on those who are not citizens or permanent residents, but are eligible for an EAD <a href="#">Posted September 9</a> 51,100 people reached 450 likes, 125 shares	Hey @uscourts and @NatIParkService : great working with you to celebrate so many #newUScitizens today! Happy birthday again, NPS! #nps100 <a href="#">Tweeted September 16</a> 23,600 impressions	<a href="#">What does the Constitution Do?</a> +1,500 views (7,650 views, published June 2016)	<a href="#">The National Benefits Center: What It Is and What It Does</a> 1,400 sessions (Published June 5, 2012)
<b>5</b>	Information for those thinking about changing non-immigrant status <a href="#">Posted September 14</a>	Emma: answering your immigration-related questions faster than you can dial 1-800-375-5283. <a href="http://go.usa.gov/xWpe3">http://go.usa.gov/xWpe3</a>	<a href="#">The idea of self-government is in the first three words of the Constitution. What are these words?</a>	<a href="#">The Beacon: Five Answers to Common Questions on Changing Your Address</a> 1,050 sessions (Published September 2010)



38,900 people reached 280 likes, 90 shares	pic.twitter.com/gZnv5Jdtl q <a href="#">Tweeted September 6</a> 23,550 impressions	+1,260 views (6,590 views, published June 2016)	
---	---	---	--

**E-Mail Outreach:**

**Total Number of Subscribers: 788,000 (+10,000)/Total Number of Subscriptions 2,268,000 (+88,500)**

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 (243,000 subscriptions)	E-Verify Employer Agents (EEA) (+48,000)	E-Verify Employer Agents (EEA) (10)
<b>2</b>	E-Verify Updates (229,000 subscriptions)	E-Verify Updates (+7,000)	E-Verify Updates (10)
<b>3</b>	H-1B Cap Season (168,000 subscriptions)	New E-Verify Enrollee (+7,000)	E-Verify Self Check (10)
<b>4</b>	Forms Updates (166,000 subscriptions)	News Releases (+5,000)	I-9 Central (10)
<b>5</b>	Federal Register Announcements (150,000 subscriptions)	Forms Updates (+4,000)	E-Verify connection (10)

