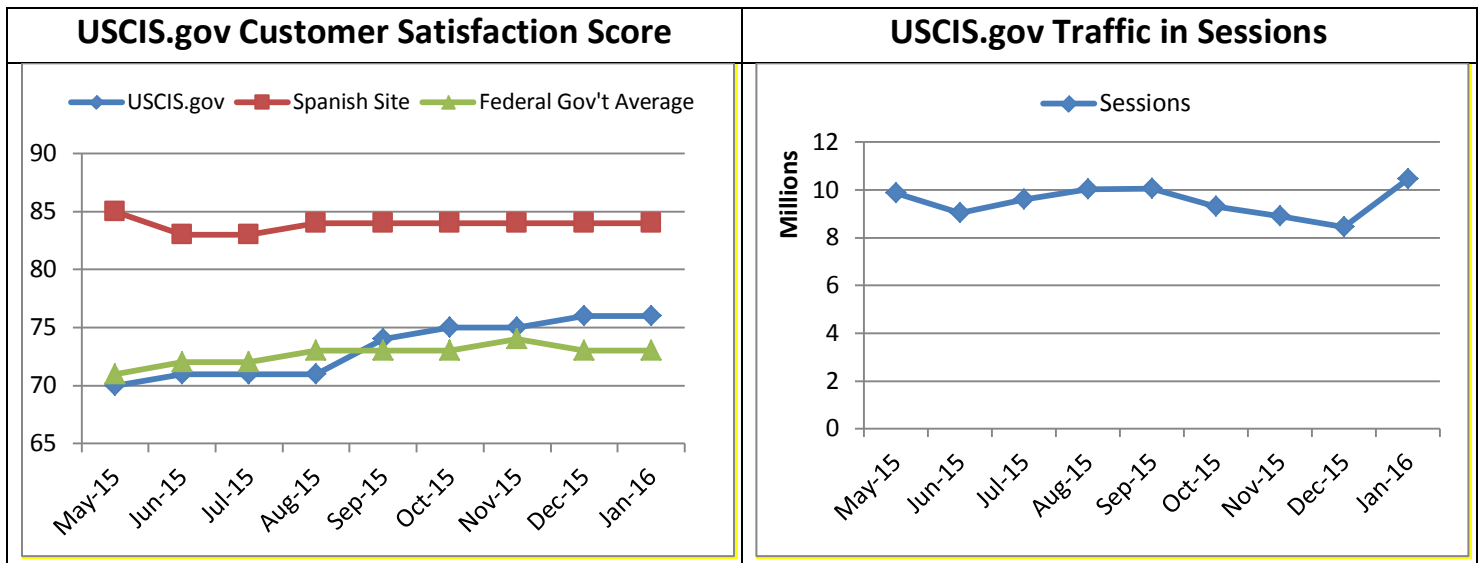


# Online Communications Insights and Statistics – January 2016

## Highlights:

- Citizenship Preparation Materials on the Rise:** In January, pages relating to the naturalization test and the Citizenship Resource Center saw noticeable gains, with four of the five top gainers over the past month. These pages included:
  - [Study for the Test](#) (+61,000 sessions over December)
  - [Citizenship through Naturalization](#) (+43,000 sessions over December)
  - [Citizenship Resource Center](#) (+ 40,000 sessions over December)
  - [Study Materials for the Civics Test](#) (+36,000) sessions over December
  - The increases above were driven in part by our most impactful Facebook post of the month: [Would you like to become a U.S. Citizen?](#) The post generated 2,700 likes, 700 shares and reached 227,000 people, and drove traffic to the pages that experienced gains.
- TPS Experiences a Modest Increase in Search:** The number of searches for tps increased over the past month, most likely due to the extension of TPS for Sudan and South Sudan.
- Did you know? Our most viewed YouTube video by far is [The Citizenship Interview and Test](#):** The video currently has over 1.65 million views out of a total of 2.34 million total views for all of our videos combined, meaning that its views alone make up over 70% of our total YouTube views.



Top Pages on USCIS.gov in Sessions			Most Searched on USCIS.gov		
Rank (Last Month)	Top 5 Pages	Sessions	Rank (Last Month)	Top 5 Terms	Number of Queries
1 (1)	<a href="#">Homepage</a>	5,333,000	1 (1)	processing times	9,300
2 (2)	<a href="#">Forms</a>	1,116,000	2 (2)	i-765	5,200
3 (3)	<a href="#">Application for Naturalization</a>	930,000	3 (3)	i-130	5,040
4 (4)	<a href="#">Petition for Alien Relative</a>	712,000	4 (7) ↑	daca	4,550
5 (6) ↑	<a href="#">Green Card</a>	478,000	5 (5)	i-485	3,830
Largest Change on USCIS.gov (Top 100)			Largest Change Search (Top 100)		
Rank (Last)	Pages	Sessions (Change)	Rank (Last)	Terms	Number of

Month)			Month)		Queries (Change)
26 (32) ↑	<a href="#">Study for the Test</a>	+61,000	19 (Not in top 100) ↑	Poverty Guidelines 2016	2,080 (+2,080)
30 (40)	<a href="#">Citizenship through Naturalization</a>	+43,000	23 (33) ↑	tps	1,950 (+600)
40 (51)	<a href="#">Citizenship Resource Center</a>	+40,000	36 (41) ↑	Daca renewal	1,500 (+425)
43 (52)	<a href="#">Study Materials for the Civics Test</a>	+36,000	48 (55) ↑	Fiancé visa	1,130 (+250)
72 (57) ↓	<a href="#">Form AR-11 Change of Address</a>	-1,000	50 (56) ↑	i-821d	1,100 (+230)

### Social Media – Top Posts

Past Month	Facebook	Twitter	YouTube	The Beacon
	347,000 total page likes (+16,000)	65,600 followers (+1,100)	2,338,000 total views (+54,700)	18,800 total sessions
<b>Top 5</b>	<b>Most Combined Likes and Shares</b>	<b>Most Impressions (number of times users saw the Tweet)</b>	<b>Most Viewed</b>	<b>Most Viewed by Sessions (Date Published)</b>
1	Would you like to become a U.S. Citizen? <a href="#">Posted January 28</a> – 2,700 likes, 700 shares, 227,000 people reached	As a new U.S. citizen, volunteer in your community in honor of #MLKDay <a href="http://go.usa.gov/cnN3Q">http://go.usa.gov/cnN3Q</a> <a href="#">Tweeted January 16</a> – 28,500 impressions	<a href="#">The Citizenship Interview and Test</a> +26,300 (1,650,000 total views. Published November 2010)	<a href="#">Three Myths the Adjustment of Status Process</a> (Published May 17, 2012)
2	Avoid Immigration Fraud: The Wrong Help Can Hurt <a href="#">Posted January 13</a> – 1,240 likes, 535 shares, 169,000 people reached	Be sure to check out our blog this Monday, Jan. 18 in honor of #MLKDay! <a href="#">Tweeted January 15</a> – 28,300 impressions	<a href="#">USCIS Revises Form N-400, Application for Naturalization</a> +10,900 (172,000 total views. Published February 2014)	<a href="#">Applying for Citizenship? What to Know and Bring to Your Naturalization Interview</a> (Published October 21, 2013)
3	DHS Enhances Opportunities for H-1B1, E-3, CW-1 Nonimmigrants and Certain EB-1 Immigrants, Final Rule Posted <a href="#">Posted January 15</a> – 1,325 likes, 225 shares, 152,000 people reached	What did Martin Luther King, Jr. do? Take our #civics practice test in either English or Spanish: <a href="http://go.usa.gov/ckcCb">http://go.usa.gov/ckcCb</a> <a href="#">Tweeted January 18</a> – 27,000 impressions	<a href="#">Six Word Challenge: What Does Citizenship Mean to You?</a> +2,000 views (10,300 total views)	<a href="#">The National Benefits Center: What It Is and What It Does</a> (Published June 5, 2012)
4	New law increases H-1B and L-1 petition fees. <a href="http://go.usa.gov/cnzxP">http://go.usa.gov/cnzxP</a>	Join us tomorrow for our monthly customer service office hours. Use	<a href="#">E-Verify: Employee Rights and Responsibilities</a>	<a href="#">Do You Want to Become a US Citizen? USCIS Can Help You With the Process</a>

	<a href="#">Posted January 12</a> – 730 likes, 530 shares, 103,000 people reached	#AskUSCIS and we'll answer as many of your questions as possible. <a href="#">Tweeted January 11</a> – 23,400 impressions	+1870 views (76,000 total views, published September 2010)	(Published May 6, 2011)
5	These tools can help you avoid scammers. <a href="http://www.uscis.gov/avoid-scams/common-scams">http://www.uscis.gov/avoid-scams/common-scams</a> Published January 6 – 1,080 likes, 150 shares, 92,600 people reached	Avoid immigration #scams! Always go to the official @USCIS website to file an application or benefit request <a href="http://www.USCIS.gov">http://www.USCIS.gov</a> <a href="#">Tweeted January 27</a> – 9,700 impressions	<a href="#">Happy New Year 2016!</a> +1,700 views (2,170 total views)	<a href="#">Scam Alert – Caller ID Spoofing</a> (Published June 25, 2015)

**E-Mail Outreach: Total Number of Subscribers: 660,000/Increase over Past Month (+12,000)**

	<b>Most Popular Lists</b>	<b>Lists Most Subscriptions Gained (+27,000 gained total)</b>	<b>Lists Most Bulletins Sent (non-automated)</b>
1	News Releases (230,000 subscriptions)	New E-Verify Enrollee (+6,300 net subscriptions)	Intergovernmental Stakeholders (10)
2	Forms Updates (152,500 subscriptions)	Citizenship (+2,200 net subscriptions)	Upcoming Local/National Engagements (10)
3	H-1B Cap Season (145,000 subscriptions)	Alerts (+1,800 net subscriptions)	New E-Verify Enrollee (9)
4	Federal Register Announcements (138,500 subscriptions)	Immigration Policy and Procedural Memoranda (+1,800)	USCIS Office Closings (7)
5	Executive Actions on Immigration (115,000 subscriptions)	News Releases (+1450 net subscriptions)	Federal Register Announcements (7)