



Online Communications Insights and Statistics

June 2016

USCIS.gov: 10,657,000 Total Sessions (-643,000 or -6.0% from May)

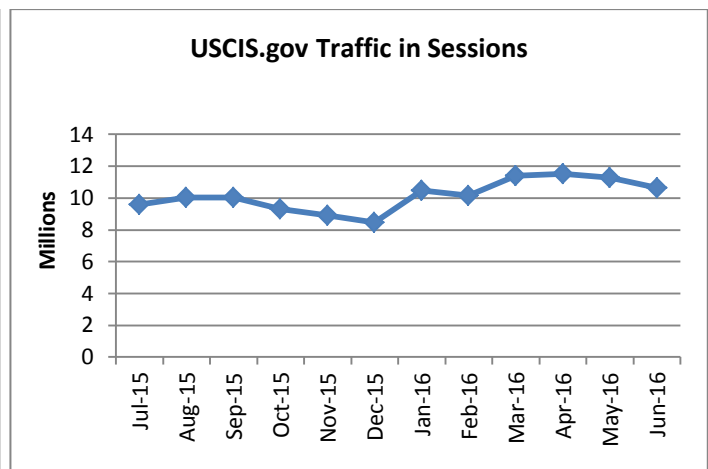
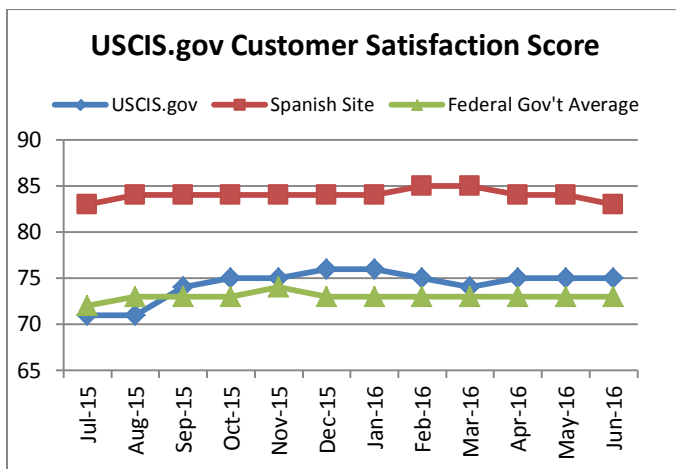
Social Media

Facebook	Twitter	YouTube	The Beacon
423,630 total page likes lifetime (+8,630)	73,445 followers (+1,245)	2,705,800 total views lifetime (+59,300)	19,400 total sessions (-1000 compared to May)

Highlights:

- **Site Traffic Declines Modestly:** This past month, traffic dropped 6% to just over 10.6 million total sessions, still a relatively high overall level of traffic.
- **DACA Numbers Rise:** Visitors searching for information on DACA renewal drove searches for DACA and traffic to DACA related pages up in June.
- **World Refugee Day Tweets Make an Impression:** Our [top](#) two tweets for June highlighted World Refugee Day and linked to a [video on the Director's personal connection to refugee issues](#).

Did you know? We Now Have New Civics Test Prep Videos: Three of our five most watched videos on [our YouTube channel](#) this past month were [new civics test videos](#) developed to help prospective citizens prepare for the naturalization exam.





Top Pages on USCIS.gov in Page Views			Most Searched on USCIS.gov		
Rank (Last Month)	Top 5 Pages	Page Views (Change)	Rank (Last Month)	Top 5 Terms	Number of Queries (Change)
1 (1)	Homepage	5,054,000 (-248,000)	1 (1)	processing times	9,800 (-170)
2 (2)	Forms	1,417,000 (-89,000)	2 (3)	daca	7,600 (+1,500)
3 (3)	Application for Naturalization	746,000 (-113,000)	3 (2)	i-765	5,900 (+60)
4 (4)	Petition for Alien Relative	596,000 (-37,000)	4 (4)	i-130	5,100 (-310)
5 (5)	Green Card	478,000 (-42,000)	5 (6)	case status check online	4,500 (+330)

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)
103 (44)	Interested in U.S. Citizenship?	47,000 (-70,000)	2 (3)	daca	7,610 (+1,500)
53 (36)	News Releases	88,000 (-42,000)	6 (13)	daca renewal	4,300 (+500)
101 (73)	Optional Practical Training Extension for STEM Students	49,000 (-24,000)	10 (14)	change of address online	3,800 (+460)
97 (61)	Alerts	43,000 (-22,000)	20 (17)	tps honduras 2016	2,300 (-540)
52 (74)	Consideration of Deferred Action for Childhood Arrivals (DACA)	88,000 (+18,000)	22 (20)	i-912	2,160 (-390)



Social Media - Top Posts

Past Month	Facebook 423,630 total page likes lifetime (+8,630)	Twitter 73,445 followers (+1,245)	YouTube 2,705,800 views lifetime (+59,300)	The Beacon 19,400 total sessions (-1000)
Top 5	Most People Reached	Most Impressions (times users saw the Tweet)	Most Viewed	Most Viewed (Date Published)
1	International Travel as a Permanent Resident Posted June 21 152,000 people reached 1,100 likes, 300 shares	Our work to assist refugees is more relevant today than ever before. #WorldRefugeeDay #RefugeesWelcome Tweeted June 22 38,400 impressions	The Citizenship Interview and Test +16,840 views (1,741,465 total views. Published November 2010)	Three Myths the Adjustment of Status Process 3,900 sessions (Published May 17, 2012)
2	Special Instructions for B-1/B-2 Visitors Who Want to Enroll in School Posted June 24 121,700 people reached 690 likes, 215 shares	USCIS Director Leon Rodríguez discusses his family's journey to the United States in honor of #WorldRefugeeDay: Tweeted June 24 25,700 impressions	What is the Supreme Law of the Land (Civics Question #1) +2750 views (2,750 total views, Published June 2016)	Applying for Citizenship? What to Know and Bring to Your Naturalization Interview 1,770 sessions (Published October 21, 2013)
3	How to Remove Conditions on Permanent Residence Based on Marriage Posted June 9 106,000 people reached 725 likes, 170 shares	Have any questions for our customer service team? Use #AskUSCIS and we'll reply during our online office hours on Tuesday. Tweeted June 17 25,600 impressions	Filipino World War II Veterans Parole Program +2,620 views (2,620 total views, published June 2016)	The National Benefits Center: What It Is and What It Does 1,570 sessions (Published June 5, 2012)
4	Video: Independence Day Naturalization Resources Promo Video Posted June 29 98,000 people reached 1,200 likes, 280 shares	America's independence is mentioned in several places on the civics portion of the naturalization test. (1/2) Posted June 30 25,100 impressions	Promo - Civics Practice Test for the Naturalization Test +2,370 views (2,370 views, published June 2016)	Scam Alert - Caller ID Spoofing 1,380 sessions (Re-published June 25, 2015, originally published August 2013)
5	Civics Test Videos Link Posted June 30 93,000 people reached 900 likes, 330 shares	#DidYouKnow refugees from 73 different nationalities were resettled to the U.S. in 2015? #WorldRefugeeDay Posted June 20 23,700 impressions	What does the Constitution Do? +1,250 views (1,250 views, published June 2016)	The Beacon: Five Answers to Common Questions on Changing Your Address 1,090 sessions (Published September 2010)



E-Mail Outreach:

Total Number of Subscribers: 751,000 (+9,000)/Total Number of Subscriptions 2,154,000 (+46,000)

Average Number of Subscriptions per Subscriber: 2.8

	Most Popular Lists	Lists Most Subscriptions Gained	Lists Most Bulletins Sent (non-automated)
1	News Releases (237,500 subscriptions)	Filipino WWII Veterans Parole Program (+19,000)	New E-Verify Enrollee (10)
2	H-1B Cap Season (166,000 subscriptions)	New E-Verify Enrollee (+7,000)	Upcoming National Engagements (7)
3	Forms Updates (160,000 subscriptions)	News Releases (+4,000)	E-Verify Self Check (6)
4	Federal Register Announcements (145,000 subscriptions)	Immigration Policy and Procedural Memoranda (+3,000)	E-Verify Updates (6)
5	New E-Verify Enrollee (132,000 subscriptions)	Alerts (+3,000)	I-9 Central (6)