



Online Communications Insights and Statistics

January 2017

English Website: 15,420,000 Total Sessions (+4,788,000 or +42.68% from past month)

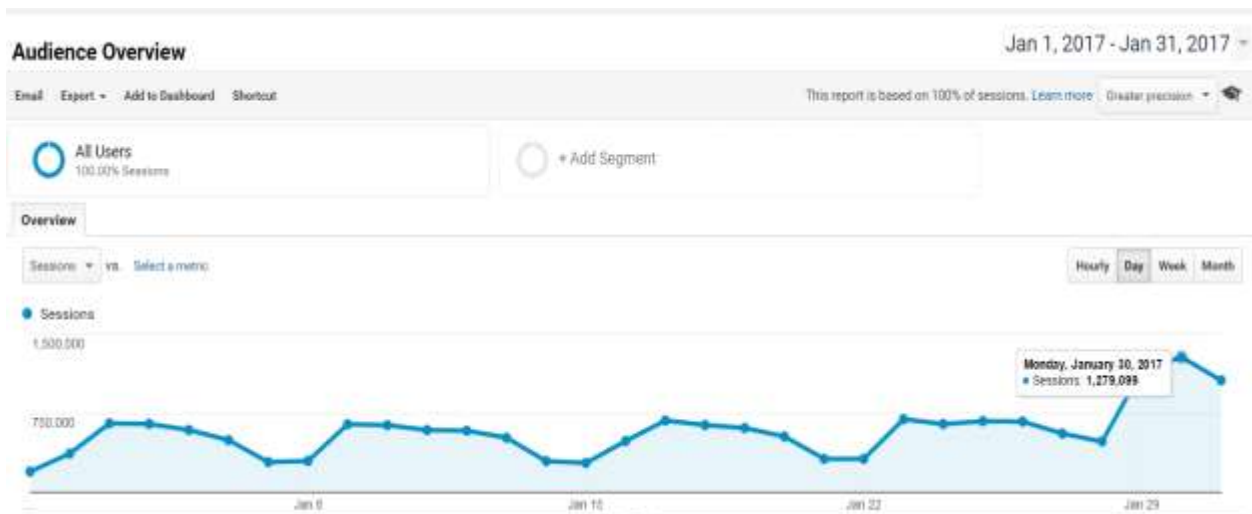
Spanish Website: 1,155,000 Total Sessions (+370,000 or +47.09% from past month)

Social Media

English	Facebook	Twitter	YouTube	Instagram
	468,600 total page likes lifetime (+7,500 past month)	87,100 followers (+4,200 past month)	3,372,400 total views lifetime (+72,400 past month)	3,300 followers (+300)
Spanish:	54,745 total page likes lifetime (+4,395 past month)	12,180 followers (+150 past month)	(USCIS does not have a Spanish YouTube channel at present)	1,190 followers (+60)

Highlights:

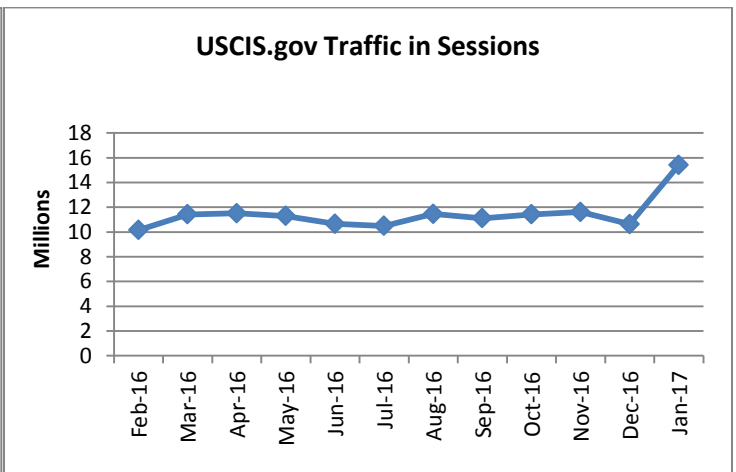
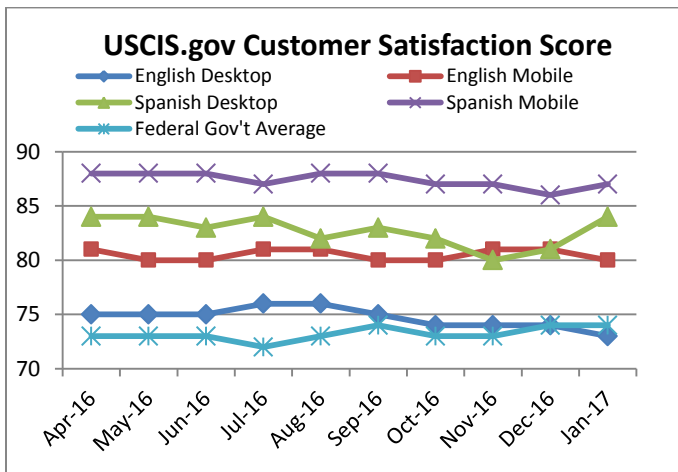
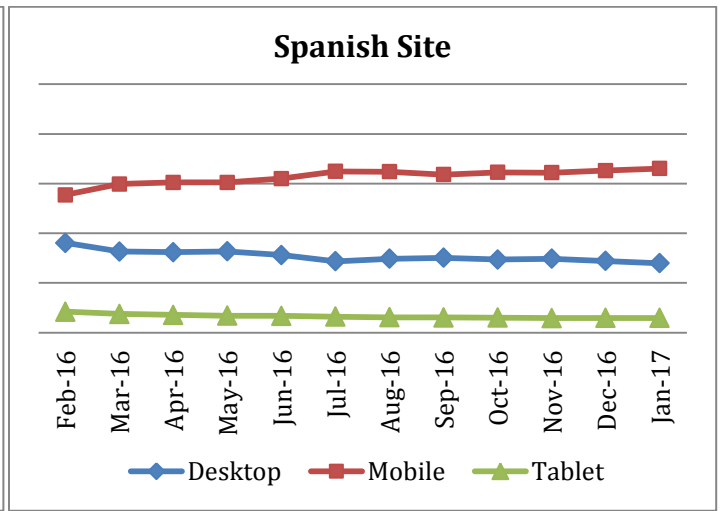
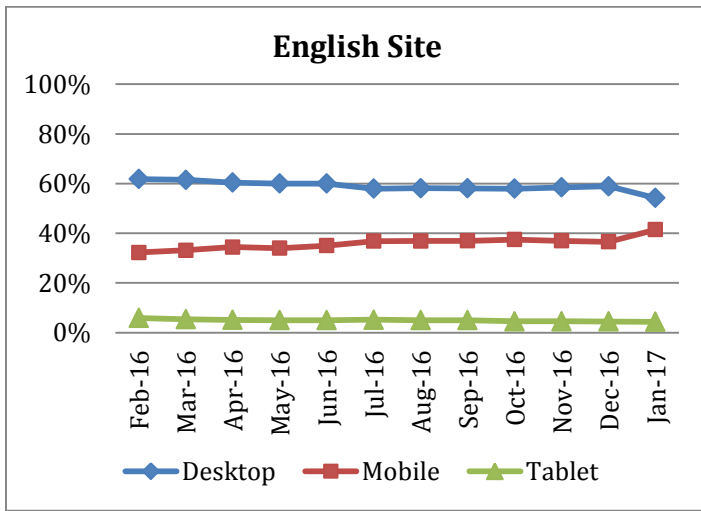
- I-407 Traffic Spike: Beginning January 28, a story driven largely by social media (and documented in media stories such as [this one](#)) went viral and spiked traffic and searches for our [I-407, Record of Abandonment of Lawful Permanent Resident Status page](#).
 - The spike was driven largely by first-time, mobile users, many from tweets such as [this](#) and [this](#).
 - As can be seen in the graph below, overall traffic peaked on January 30 with nearly 1.3 million sessions, roughly twice our average weekday traffic.



- Anti-Scam Tweets Make an Impression: Our two top tweets this month both warned followers to avoid scams. Each received over 14,000 impressions, compared to an **average tweet's** 3,000 to 4,000.



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)
1 (1)	Homepage	6,440,688 (+1,750,000)	1 (1)	processing times	21,608 (+9,000)



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3 (413) ↑	Record of Abandonment of Lawful Permanent Resident Status	1,463,305 (+1,455,000)	2 (2)	daca	13,279 (+4,100)
5 (6) ↑	Employment Eligibility Verification	977,101 (+371,000)	3 (5) ↑	case status check online	10,010 (+3,100)
2 (2)	Forms	1,535,314 (+256,000)	4 (4)	i-765	9,673 (+2,500)
48 (15) ↓	Our Fees	223,247 (-75,000)	17 (23) ↑	i-9	4,991 (+1,700)

Social Media – Top Posts Past Month

	Facebook	Twitter	YouTube	Instagram
Top 5	<i>Most People Reached</i>	<i>Most Impressions</i>	<i>Most Viewed</i>	<i>Most Viewed (Date Published)</i>
1	Video on Director Rodriguez stakeholder engagement Posted January 11 473,600 people reached 410 likes, 75 shares	Avoid scams! Find out the right time to apply for adjustment of status. https://t.co/6SJizQc6fk Tweeted January 28 15,140 impressions	The Citizenship Interview and Test +17,650 views (1,848,050 total views. Published November 2010)	USCIS welcomed over 5,000 new citizens from over 120 countries at a ceremony held at the Los Angeles Convention Center. #MeetUS #Immigration #LA #USCIS #Welcome #Congratulations Posted January 30 148 likes
2	Post linking to DHS statement on recent litigation Posted January 29 217,600 people reached 2,180 likes, 1 share	Avoid scams! USCIS has all the information you need about immigration benefits. https://t.co/J3lqnmkON4 Tweeted January 30 14,480 impressions	Promo – Civics Practice Test for the Naturalization Test +2,300 views (32,890 views, published June 2016)	PFC Sheraz William – Pakistan – Washington, D.C. Sheraz, an active-duty soldier and combat engineer, says he came to the United States for one reason: Freedom. Posted January 25 129 likes
3	After a Green Card is Granted Posted January 25 165,000 people reached 1,200 likes, 420 shares	Are you eligible to apply for citizenship? We have everything you need to know about naturalization http://go.usa .	Paying USCIS Immigrant Fee +1,380 views (31,830 total views, Published	Paula (right) and daughter Paula Amelia (left) – Dominican Republic – New York City. Paula Amelia, age 10, derived citizenship



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		gov/x8as8 Tweeted January 31 14,385 impressions	September 2014)	the moment her mom naturalized. Posted January 19 126 likes
4	Post on retaining and storing Form I-9 Posted January 26 130,000 people reached 660 likes, 300 shares	USCIS receives funding from immigration and naturalization service fees. Learn more: https://t.co/IFfjdn8vCa https://t.co/B9cNKpeIWD Tweeted January 30 13,590 impressions	What is the Supreme Law of the Land (Civics Question #1) +1,250 views (13,340 total views, Published June 2016)	Lorena-Mexico-Dallas- Lorena has lived in the U.S. for 13 years. She is a radio host for @Univision in Dallas . “I wanted to become an American so that I could vote. It’s a great opportunity.” Posted January 4 126 likes
5	Post on studying for the naturalization test Posted January 24 91,300 people reached 525 likes, 210 shares	Happy Chinese New Year! Did you know we have citizenship resources available in Chinese? Check them out: https://t.co/sHyHLPMAH Tweeted January 28 13,560 impressions	Chinese Jao Liu +1,040 views (15,500 views, published November 2014)	Ameer - Iraq - Arlington, Texas. "I left my country for America because America has everything ," says Ameer, who came to the U.S. as a refugee. “America is freedom.” #newUScitizen #freedom #America #refugee #Texas #Iraq Posted January 17 111 likes

E-Mail Outreach:

Total Number of Subscribers: 852,000 (+10,000)/Total Number of Subscriptions 2,466,000 (+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 (253,000)	E-Verify Updates (+7,500)	New E-Verify Enrollee (13)
2	E-Verify Updates (246,000)	News Releases (+5,000)	Upcoming Local Engagements (13)
3	Forms Updates (176,000)	New E-Verify Enrollee (+4,700)	Intergovernmental Stakeholders (13)
4	H-1B Cap Season (172,000)	Forms Updates (+4,600)	Upcoming National Engagements (12)
5	Federal Register Announcements (158,000)	Alerts (+4,600)	E-Verify Updates (11)

