



Online Communications Insights and Statistics

October 2017

English Website: 12,482,406 Total Sessions (-608,000 or -4.6% from past month)				
Spanish Website: 939,000 Total Sessions (+96,000 or +11.4% from past month)				
English	Facebook 511,960 total page likes lifetime (+2,750 past month)	Twitter 109,000 followers (+1,620 past month)	YouTube 2,649,705 total views (we are now only counting active videos, (+29,275 past month)	Instagram 8,410 followers (+330)
Spanish:	72,430 total page likes lifetime (+295 past month)	13,835 followers (+140 past month)	(USCIS does not have a Spanish YouTube channel at present)	1,835 followers (+45)

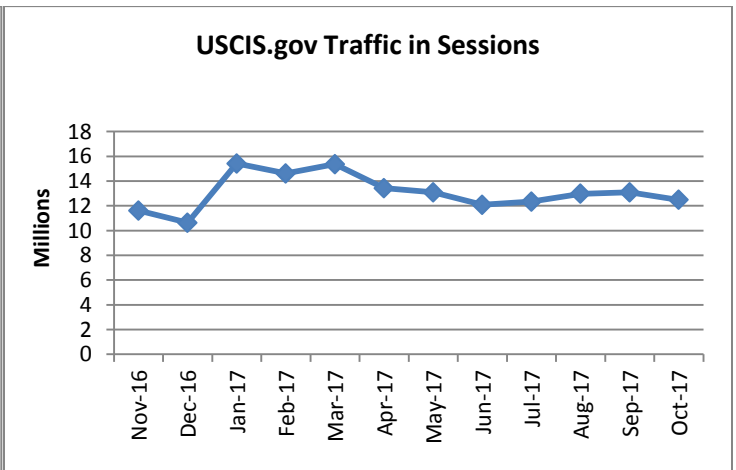
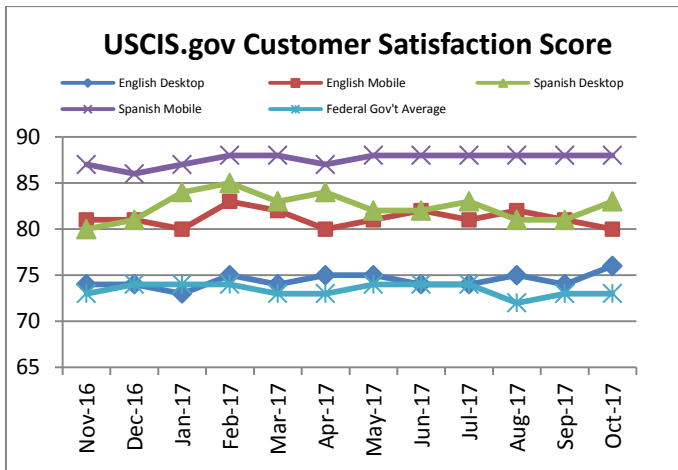
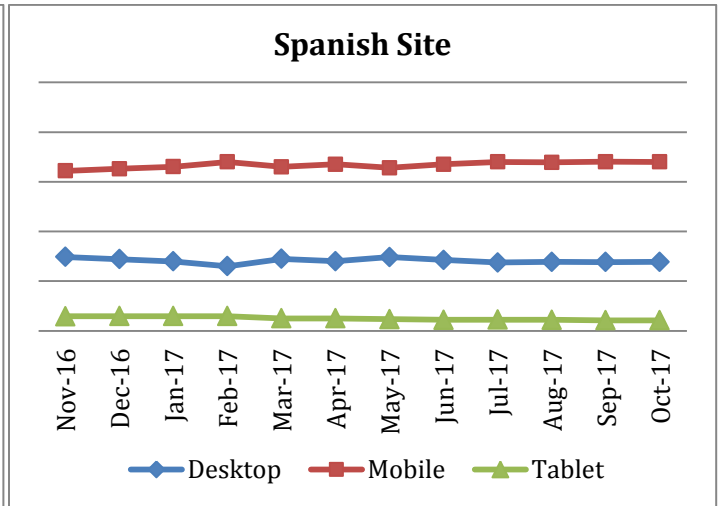
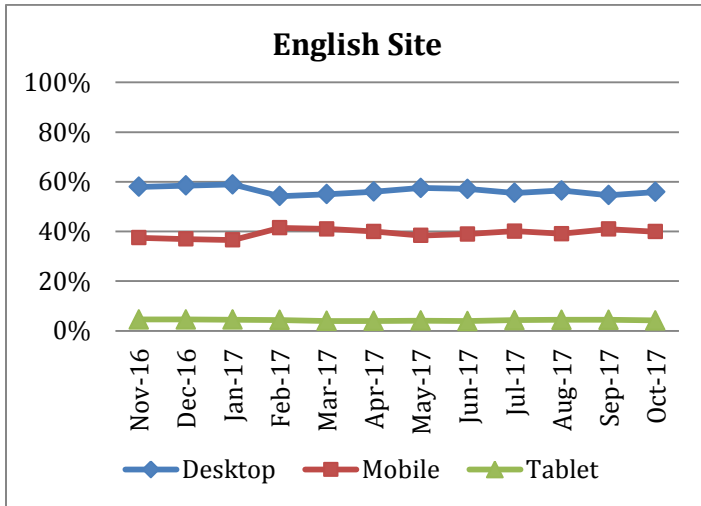
Highlights:

- Searches on Green Card Lottery Rise, DACA Falls:**
 - Our search results revealed a major increase in searches for Green Card Lottery related terms over the past month. This was due to the approach of the application deadline as well as the attention the program received in the wake of the New York terrorist attack.
 - As the DACA renewal deadline came and went, searches for DACA related terms dropped off dramatically compared to September levels.
- New Video on Updated Form I-485 Takes Off:**
 - Our [new video on the updated I-485](#) was our top post on both YouTube and Facebook in October.
 - On Facebook, [we posted it twice](#), and it had a combined reach of over 250,000. (Note: Reach is the combined number of people who saw a post on Facebook)
 - On YouTube, it registered more than 17,000 views, more than twice the number of views received by the next highest video.
 - In fact, this is the first time in more than a year that any video has registered more views in a month than our naturalization interview video.

	USCIS.gov	USCIS.gov Spanish	Federal Average	Private Sector Average
Mobile	80	88	77	75
Desktop	76	83	72	67



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)
76 (6) ↓	Consideration of Deferred Action for Childhood Arrivals (DACA)	103,000 (-800,000)	11 (2) ↓	daca	21,984 (-1,337)
2 (2)	Find a Field Office	2,347,000 (+709,000)	84 (5) ↓	Daca renewal 2017 form	20,026 (+10,189)
3 (3)	Your Field Office Dates	1,834,000 (+523,000)	29 (1976) ↑	Green card lottery 2018-2019	9,414 (-1,378)



4 (4)	Schedule an Appointment	1,740,000 (+435,000)	44 (1320) ↑	Lottery application 2019	8,765 (-1,765)
1 (1)	Homepage	5,788,000 (+244,000)	35 (150) ↑	dv lottery 2019	8,735 (+3,173)

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 Liked/Viewed</i>
1	Video on changes to Form I-485 Posted October 2 194,400 people reached 1,200 likes/reactions 650 shares	Affected by a wildfire? Learn about immigration services that you can request in special situations. https://t.co/Dob1E1dX8I Tweeted October 24 29,400 impressions	USCIS Has Updated Form I-485 +17,580 views (19,800 total views, Published September 2017)	Nazk – Iraq – Phoenix Nazk immigrated to America from Iraq. When asked how she felt about becoming a new U.S. citizen, Nazk replied "I love America!" #MeetUS #newUSCitizen Posted October 2 235 likes
2	New USCIS form streamlines process to obtain a work authorization document and social security number simultaneously. Posted October 2 122,400 people reached 435 likes/reactions 110 shares	2 days left to renew your #DACA. It must be properly filed and RECEIVED on or before Oct. 5. https://t.co/ujgmrhNgSP Tweeted October 3 17,635 impressions	The Citizenship Interview and Test +8,330 views (1,959,445 total views. Published November 2010)	Nathalia said, "I became an American citizen. I am truly honored and blessed to be able to say that!! I am extremely thankful for having my wonderful and almighty God and great parents by my side!!! I really plan on making an actual difference in this country." #MeetUS #DTLA #newUSCitizen Posted October 9 220 likes
3	We posted additional data about our employment-based visa programs on our Buy American, Hire American webpage. Posted October 12 118,100 people reached 365 likes/reactions 50 shares	We issued a policy memo to guide adjudicators on H-1B computer related positions on March 31, 2017: https://t.co/W6RP9bXugB Tweeted October 24 15,220 impressions	Promo – Civics Practice Test for the Naturalization Test +1,990 views (43,980 total views, published June 2016)	Arezou - Iran -Los Angeles, CA Arezou is a world-famous kayaker. She has been kayaking for more than 15 years and was the first and only female kayaker in Iran to qualify for an Olympic Games. She moved to the U.S. to pursue her kayaking training. She joined Team USA and has represented the country in many international competitions.



**U.S. Citizenship
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Services**

				Posted October 11 200 likes
4	Military Natz Ceremony video Posted October 19 112,700 people reached 455 likes/reactions 45 shares	Avoid immigration #scams! Always use the official @USCIS website to file an application or benefit request https://t.co/RCHfNc3mCt Tweeted October 4 14,645 impressions	Paying USCIS Immigrant Fee +1,495 views (43,960 total views, published September 2014)	Chandresh-India-Buffalo,TX Chandresh immigrated to Texas from India. "America is a country at large. It is a dream for everyone around the world, and I got an opportunity at citizenship." A hotel chain owner, Chandresh says, "I want to serve this country in a useful capacity in all areas as required." Posted October 25 195 likes
5	Video on new Form I-485 (posted for second time) Posted October 5 86,100 people reached 615 likes/reactions 205 shares	We need your help in reporting fraud in H-1B and H-2B employment. https://t.co/kC3pPldkY5 https://t.co/iSvxliZwiK Tweeted October 12 12,870 impressions	What is the Supreme Law of the Land? +1,215 views (32,000 total views, published June 2016)	Madeleine - Venezuela - New Jersey "I came seven years ago to the United States because I wanted to start a new life and write my own story," says Madeleine, originally from Venezuela. "Today was the day I became a citizen of this beautiful country, and I'm honored and grateful for this opportunity." Posted October 19 190 likes

E-Mail Outreach:

Total Number of Subscribers: 909,348 (-1,630)/Total Number of Subscriptions 2,753,039 (+13,394)

Average Number of Subscriptions per Subscriber: 3.0

	Most Popular Lists	Lists Most Subscriptions Gained	Lists Most Bulletins Sent (non-automated)
1	News Releases (273,791)	News Releases (+4,563)	USCIS on Twitter (30)
2	E-Verify Updates (235,099)	Alerts (+3,666)	E-Verify on Twitter (25)
3	Forms Updates (192,751)	Forms Updates (+3,496)	Updates from the Public Engagement Division (8)
4	H-1B Cap Season (187,052)	Immigration Policy and Procedural Memoranda (+3,443)	USCIS Intergovernmental Affairs Updates (7)
5	Federal Register Announcements (183,394)	Citizenship (+3,125)	Forms Updates (5)

