



## Online Communications Insights and Statistics

April 2017

English Website: 13,429,000 Total Sessions ( 1,938,000 or 12.61% from past month)

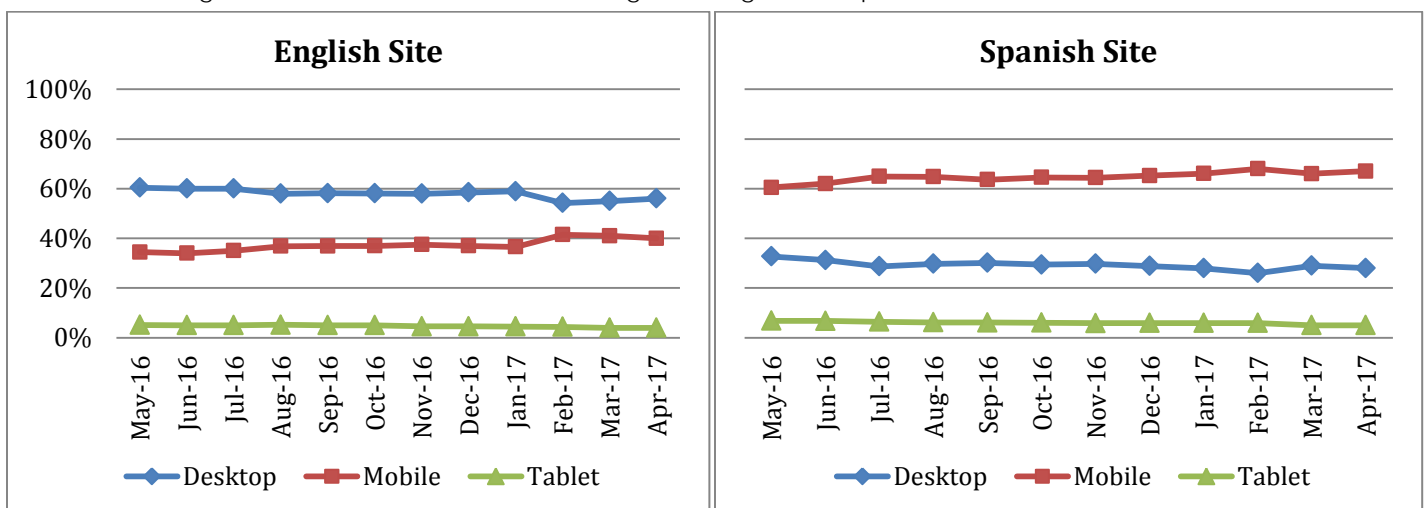
Spanish Website: 908,000 Total Sessions (-177,000 or -16.29% from past month)

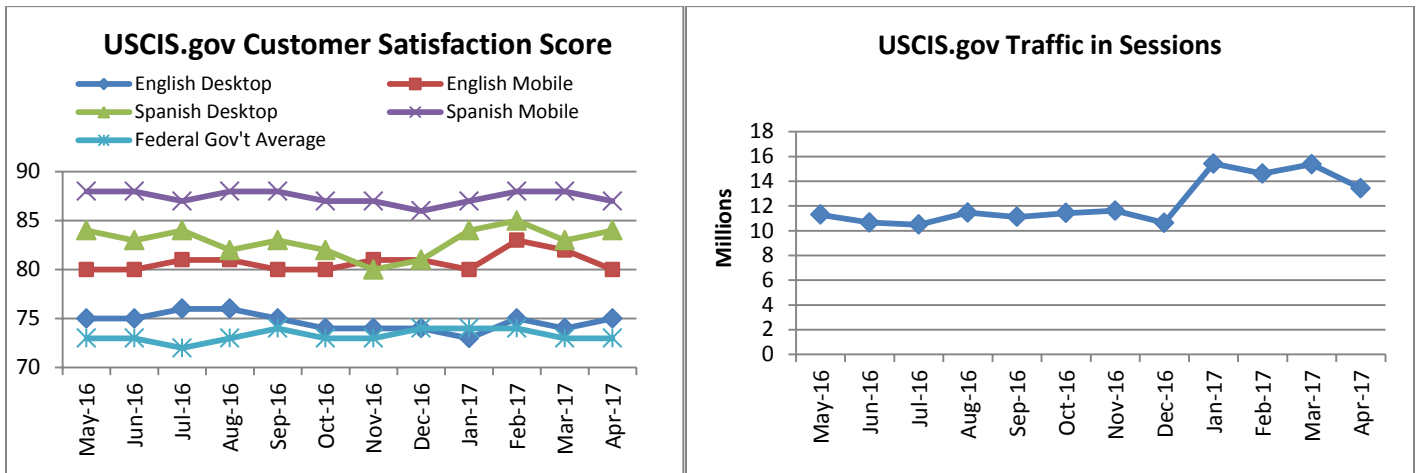
English	Facebook	Twitter	YouTube	Instagram
	485,750 total page likes lifetime (+6,865 past month)	97,660 followers (+3,100 past month)	2,523,100 total views (we are now only counting active videos, +34,075 past month)	5,530 followers (+1,080)
Spanish:	67,960 total page likes lifetime (+620 past month)	12,635 followers (+155 past month)	(USCIS does not have a Spanish YouTube channel at present)	1,430 followers (+100)

### Highlights:

- Web Traffic: Traffic in April was down over 12% versus March, but still significantly higher at over 13.4 million than average monthly traffic in 2016.
- Spike in Interest for TPS Haiti: Since March, there has been a significant increase in interest in the issue of TPS Haiti and potential renewal of the program:
  - For the month of April, [TPS Haiti page on uscis.gov](#) received 54,500 unique pageviews, up from 17,500 in March, an increase of more than 3 times in traffic.
  - Over the same period, TPS Haiti was the #2 search term on our site behind processing times (which is the normal #1).
  - We've also seen a big spike in views of the [TPS Haiti video](#) that was originally posted in 2010. For the year before March 1, it was never viewed more than 5 times/day. It hit a peak of 230 views on April 5.
- Redesigned Green Card/EAD Card Rollout - #1 on Facebook: Our April 19 [news alert on our redesigned Green Cards and EAD cards](#) garnered wide attention, and provided our [top post on Facebook](#).

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)
10 (247) ↑	Putting American Workers First: USCIS Announces Further Measures to Detect H-1B Visa Fraud and Abuse	447,000 (+446,980)	2 (23) ↑	tps for haiti 2018 renewal	13,960 (+7,456)
2 (2)	Forms	1,271,000 (-338,835)	12 (56) ↑	haiti tps renewal for 2018	6,889 (+3,679)
1 (1)	Homepage	5,983,000 (-305,321)	6 (3) ↓	daca	7,085 (-3,126)
5 (6) ↑	Application for Naturalization	586,000 (-265,478)	17 (6) ↓	daca renewal 2017 form	4,941 (-2,973)
41 (249) ↑	USCIS Reaches FY 2018 H-1B Cap	246,000 (+246,253)	11 (30) ↑	tps	5,416 (+2,745)



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	Redesigned Green Card and EAD post <a href="#">Posted April 19</a> 241,000 people reached 1,200 likes/reactions 535 shares	We have reached the congressionally mandated cap of 65,000 H-1B visas for fiscal year 2018. <a href="https://t.co/jNto8uEHtS">https://t.co/jNto8uEHtS</a> <a href="#">Tweeted April 7</a> 80,340 impressions	<a href="#">The Citizenship Interview and Test</a> +10,910 views (1,912,160 total views. Published November 2010)	Melissa - the Philippines - Denver, Colorado <b>"It wasn't easy, but I'm glad I did it,"</b> says Melissa of becoming a U.S. citizen on Valentine's Day. She loves being a homemaker and mom to two-year-old Benjamin, who dressed up for her naturalization ceremony. <b>Melissa's husband Kyle is stationed at Peterson Air Force Base in Colorado Springs.</b> <a href="#">Posted April 6</a> 183 likes
2	Putting American Workers First: USCIS Announces Further Measures to Detect H-1B Visa Fraud and Abuse <a href="#">Posted April 3</a> 171,000 people reached 750 likes/reactions 225 shares	USCIS announces improved measures to help American workers and prevent, detect, & combat H-1B visa fraud and abuse. <a href="https://t.co/unPRibJUKb">https://t.co/unPRibJUKb</a> <a href="#">Tweeted April 3</a> 59,470 impressions	<a href="#">Haitian TPS: How to Register (USCIS)</a> +2,000 views (3,220 total views. Published October 2010.)	Repost from @ericng_ using @RepostRegramApp - It took 15 years to get here, but ya boi is finally a US citizen 🇺🇸 #NewUSCitizen <a href="#">Posted April 26</a> 177 likes
3	USCIS has completed the random selection process for the FY 2018 H-1B cap <a href="#">Posted April 17</a> 155,000 people reached 600 likes/reactions 80 shares	Happy April Fools Day! Don't be fooled by an immigration scam - find help in your community: <a href="https://t.co/wC2Usl8aSx">https://t.co/wC2Usl8aSx</a> <a href="#">Tweeted April 1</a> 30,750 impressions	<a href="#">Promo – Civics Practice Test for the Naturalization Test</a> +1,845 views (34,850 total views, published June 2016)	Lorena - El Salvador - San Antonio, Texas. Many years after Lorena arrived in the United States as a child with her family, she began serving in the U.S. Navy. Lorena wants to become a commissioned officer, and now having become a U.S. citizen, she is one step closer to her goal. Lorena also plans to make a difference or change in the world, be <b>it a global one or one person's life.</b> <a href="#">Posted April 10</a> 157 likes
4	USCIS Reaches FY 2018 H-1B Cap <a href="#">Posted April 7</a> 142,000 people reached	We're redesigning the Green Card and Employment Authorization	<a href="#">Jiao Liu video in Chinese</a> +1,420 views (21,335 total	uscisRepost from @itsleolam using @RepostRegramApp <a href="#">Posted April 19</a> 154 likes



**U.S. Citizenship  
and Immigration  
Services**

	550 likes/reactions 200 shares	Document. Look for the new designs starting in May. <a href="https://t.co/vfyoawzFwU">https://t.co/vfyoawzFwU</a> <a href="https://t.co/oup3FEtMO">https://t.co/oup3FEtMO</a> Posted April 19 21,375 impressions	views, published November 2014)	
5	Green Card Processes and Procedures post <a href="#">Posted April 17</a> 139,700 people reached 780 likes/reactions 315 shares	USCIS has completed the random selection process for the FY 2018 H-1B cap <a href="https://t.co/KuxBY2K61y">https://t.co/KuxBY2K61y</a> Posted April 17 19,130 impressions	<a href="#">Paying USCIS Immigrant Fee</a> +1,300 views (36,260 total views, published September 2014)	Sabina - St. Lucia - New York City. "I love everything America stands for – freedom, education . . . and opera! There is no place like Carnegie Hall. I love music and have been to Carnegie Hall many times. And, I've seen every Broadway show." Even before becoming a U.S. citizen, Sabina obtained a U.S. patent for a product to reverse hair loss and thinning. She is currently in business school and plans to open a salon when she completes her degree. <a href="#">Posted April 14</a> 145 likes

E-Mail Outreach:

Total Number of Subscribers: 881,000 (+10,000)/Total Number of Subscriptions 2,586,893 (+39,000)  
Average Number of Subscriptions per Subscriber: **2.9**

	Most Popular Lists	Lists Most Subscriptions Gained	Lists Most Bulletins Sent (non-automated)
1	News Releases (260,986)	H-1B Cap Season (+ 9,719)	Updates from the Public Engagement Division (24)
2	E-Verify Updates (242,755)	<b>News Releases</b> (+4,156)	USCIS Intergovernmental Affairs Updates (15)
3	H-1B Cap Season (184,220)	Alerts (+ 3,862)	E-Verify Self Check (12)
4	Forms Updates (181,080)	<b>Immigration Policy and Procedural Memoranda</b> (+3,840)	USCIS Multilingual Engagement (12)
5	Federal Register Announcements (163,590)	Forms Updates (+ 3,326)	Worker Advocacy Groups (11)

