



Online Communications Insights and Statistics

June 2017

English Website: 12,079,266 Total Sessions (-1,013,239 or -7.74% from past month)

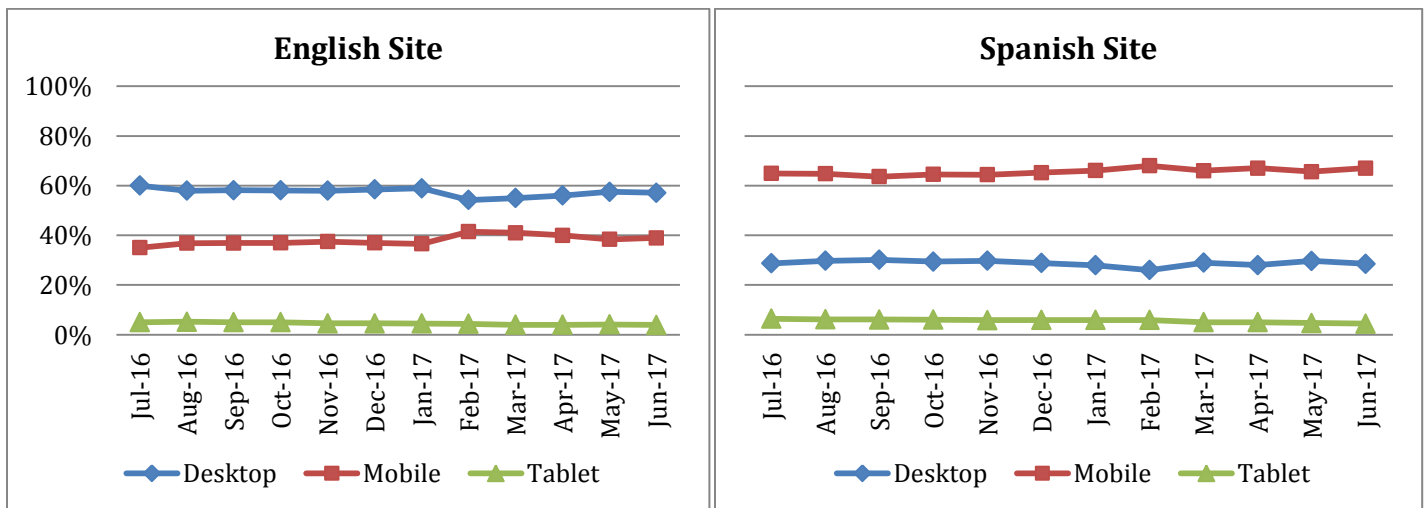
Spanish Website: 899,895 Total Sessions (-18,000 or -1.99% from past month)

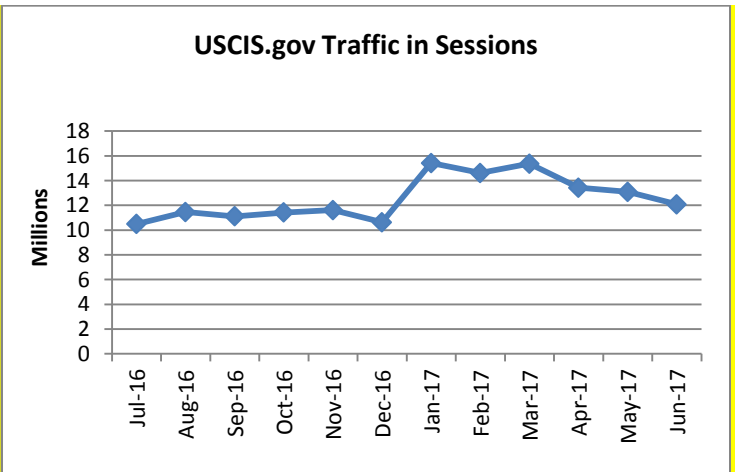
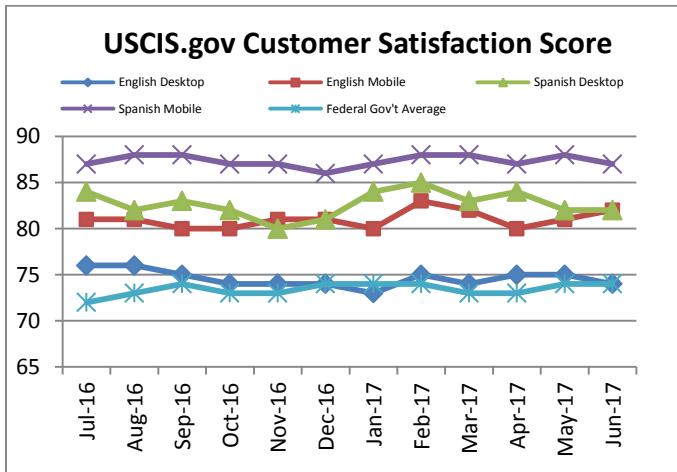
English	Facebook 499,330 total page likes lifetime (+6,330 past month)	Twitter 100,220 followers (+1,370 past month)	YouTube 2,558,185 total views (we are now only counting active videos, +19,785 past month)	Instagram 6,200 followers (+360)
Spanish:	70,000 total page likes lifetime (+1,420 past month)	12,945 followers (+215 past month)	(USCIS does not have a Spanish YouTube channel at present)	1,545 followers (+75)

Highlights:

- Web Traffic at 12 Million Sessions: Our site traffic for June was down nearly 8% versus May, but it still remains well above the 10 million session mark that we averaged for 2016.
- Major Revamp of Green Card Section: Along with our rollout of new editions of Forms I-485, I-485 Supplement A and I-485 Supplement J, we also implemented a **major content overhaul of our site's [Green Card section](#)**, which we hope will lead to greater ease of use and satisfaction for customers.
- @ USCIS Twitter Feed Reaches 100K Followers: Our [English-language Twitter](#) feed reached a major milestone and crossed the 100,000 follower mark.

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)	Home Page	5,689,000 (-271,101)	43 (2) ↓	tps for haiti 2018 renewal	2,239 (-9,449)
3 (3)	Find a Field Office	Find a Field Office (+259,154)	32 (8) ↓	tps	2,463 (-4,468)
4 (4)	Schedule an Appointment	1,042,000 (+231,821)	1 (1)	processing times	20,779 (-3,214)
5 (5)	Your Field Office Dates	863,000 (+231,150)	9 (15) ↑	change of address online	6,644 (+1,182)
20 (15) ↓	100 Civics Questions and Answers with MP3 Audio (English version)	251,000 (-86,510)	23 (24) ↑	g-325a	3,988 (-736)



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	<p>Post on Montgomery, Alabama Office Opening, Natz, MOH Dedication Posted June 14 217,600 people reached 740 likes/reactions 65 shares</p>	<p>Test your civics knowledge by participating in our Independence Day poll happening in 10 minutes! https://t.co/fWU9QOwIU6 Tweeted June 27 27,340 impressions</p>	<p>The Citizenship Interview and Test +9,480 views (1,931,570 total views. Published November 2010)</p>	<p>Repost from @thetrendysmoothie using @RepostRegramApp - Today I became an American citizen! I'm beyond grateful for everything that this wonderful country has given me. Posted June 1 178 likes</p>
2	<p>Post on Mount Vernon Natz Ceremony Posted June 2 204,300 people reached 1,470 likes/reactions 165 shares</p>	<p>Have any questions for our customer service team? You can tweet us using #AskUSCIS and we'll be online in a few hours to answer. Posted June 20 13,325 impressions</p>	<p>Promo – Civics Practice Test for the Naturalization Test +1,480 views (37,990 total views, published June 2016)</p>	<p>Repost from @brettdurrant using @RepostRegramApp - It's been 3,275 days since we landed at LAX as green South Africans hoping to build a life in America. Posted June 21 151 likes</p>
3	<p>Post on rights and responsibilities of Green Card holders Posted June 20 159,500 people reached 1,600 likes/reactions 280 shares</p>	<p>Before mailing your form, ensure you signed it! Unsigned forms will be rejected and returned. https://t.co/UviWheVJaw Posted June 3 10,465 impressions</p>	<p>Paying USCIS Immigrant Fee +1,480 views (39,315 total views, published September 2014)</p>	<p>The USCIS Boston Field Office participating in the creation of a garden of flags at the Sailors and Soldiers Monument in Boston Common. Posted June 8 149 likes</p>
4	<p>New Form I-485 Rollout Post Posted June 26 90,900 people reached 750 likes/reactions 235 shares</p>	<p>USCIS will conduct system maintenance on Sunday, June 4, 2017, from 5:00 a.m. until 8:00 p.m. (Eastern). https://t.co/JljaxleGv3 Posted June 2 10,170 impressions</p>	<p>What is the Supreme Law of the Land? +1,355 views (27,100 total views, published June 2016)</p>	<p>After 17 years living in the United States and a 13 year career in @mlb, Baltimore @orioles Hall of Famer, Melvin Mora took the oath of allegiance and became a naturalized U.S. citizen in Baltimore, Maryland. #meetus #uscis #halloffame #baseball #uscitizen #congratulations #mlb #orioles Posted June 12 139 likes</p>
5	<p>Post on conditional Green Cards and how to remove conditions</p>	<p>How much do you know about the American flag? Test your civics</p>	<p>What does the Constitution Do? +1,050 views</p>	<p>When asked what brought him to the United States, Faiz, from Bosnia, said one word, "Love." He</p>



**U.S. Citizenship
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Services**

	Posted June 20 89,400 people reached 580 likes/reactions 185 shares	knowledge: Why does the flag have 50 stars? https://t.co/vXe7VYWsZu Posted June 15 9,225 impressions	(17,700 total views, published June 2016)	met and fell in love with his wife during a visit she made to Bosnia. Five years after following her to the U.S., Faiz took the steps to become an American. Posted June 26 136 likes
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E-Mail Outreach:

Total Number of Subscribers: 897,340 (+3,800)/Total Number of Subscriptions 2,657,000 (+21,065)
 Average Number of Subscriptions per Subscriber: **3.0**

	Most Popular Lists	Lists Most Subscriptions Gained	Lists Most Bulletins Sent (non-automated)
1	News Releases (264,905)	News Releases (+ 3,432)	E-Verify on Twitter (24)
2	E-Verify Updates (240,908)	Alerts (+ 3,044)	USCIS on Twitter (23)
3	H-1B Cap Season (185,557)	Forms Updates (+ 2,837)	Updates from the Public Engagement Division (9)
4	Forms Updates (184,391)	Immigration Policy and Procedural Memoranda (+ 2,828)	Federal Register Announcements (7)
5	Federal Register Announcements (178,631)	Citizenship (+ 2,632)	Intergovernmental Stakeholders (7)

