



## Online Communications Insights and Statistics

July 2017

**English Website: 12,341,935 Total Sessions (+262,670 or +2.17% from past month)**

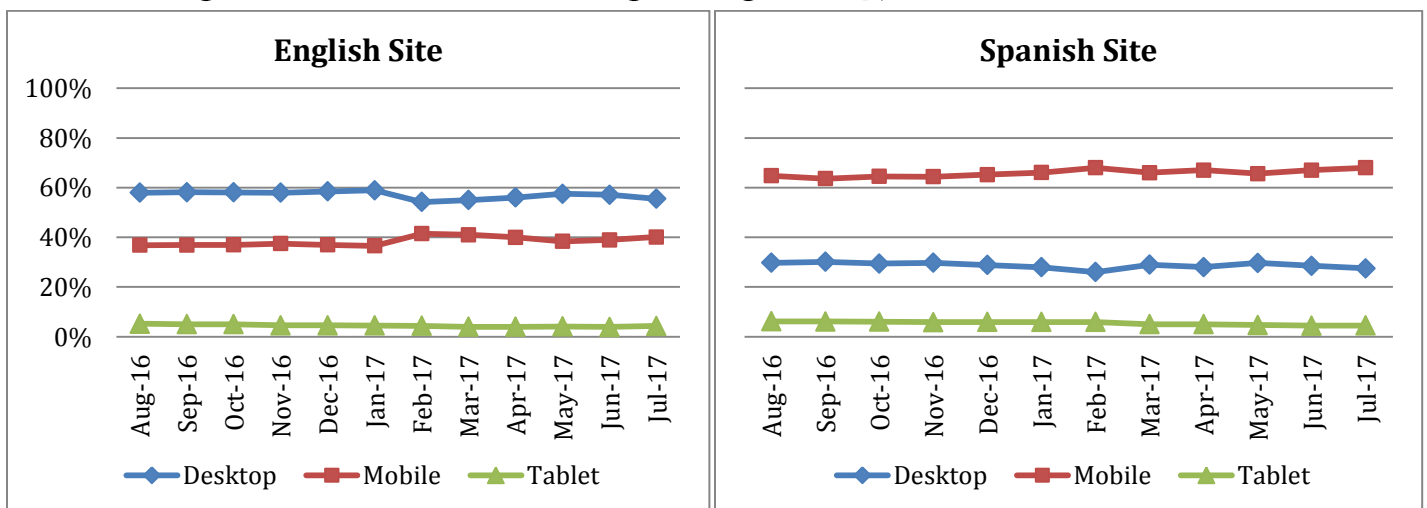
**Spanish Website: 918,060 Total Sessions (+18,165 or +2% from past month)**

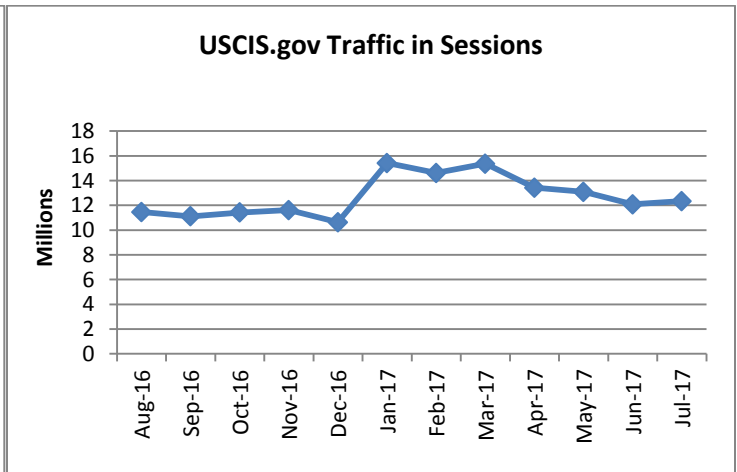
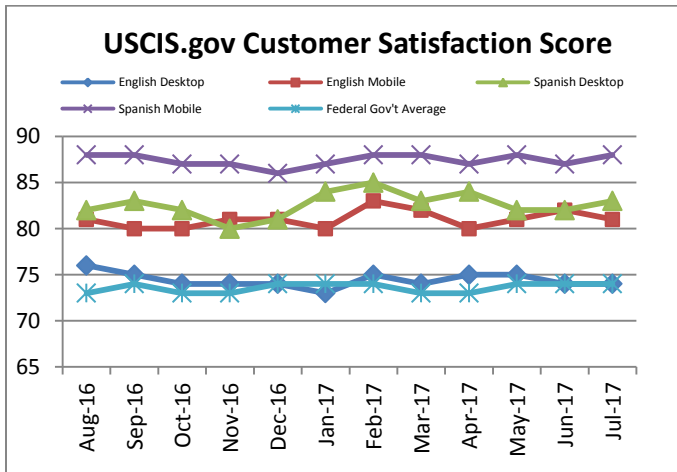
English	Facebook 503,500 total page likes lifetime (+4,170 past month)	Twitter 102,420 followers (+2,200 past month)	YouTube 2,580,000 total views (we are now only counting active videos, +21,815 past month)	Instagram 6,600 followers (+400)
<b>Spanish:</b>	<b>71,020 total page likes lifetime (+1,020 past month)</b>	<b>13,130 followers (+185 past month)</b>	(USCIS does not have a Spanish YouTube channel at present)	<b>1,600 followers (+55)</b>

### Highlights:

- **Web Traffic Steady at 12 Million Sessions:** Our site traffic for July was steady at just over 12 million sessions.
- **Facebook surpasses 500,000 page likes:** This July, the [USCIS Facebook account](#) surpassed the 500,000 page like mark.
- **Facebook Independence Day Ceremony Livestreams a Hit:** Our two livestreams for Independence Day, one from the [WWII Museum in New Orleans](#), and the other from aboard the [Battleship USS New Jersey](#), each reached over 270,000 people and had over 1,000 likes.

**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)
6 (7) ↑	Employment Eligibility Verification	700,000 (+167,097)	21 (43) ↑	TPS for Haiti 2018 renewal	3,533 (+1,436)
45 (154) ↑	Green Card Eligibility Categories	192,000 (+154,953)	1 (1)	processing times	20,875 (+1,171)
1 (1)	Homepage	5,831,000 (+141,829)	5 (4) ↓	I-765	8,156 (-1,137)
5 (5)	Your Field Office Dates	927,000 (+63,465)	11 (9) ↓	change of address online	5,109 (-1,116)
2 (3) ↑	Find a Field Office	1,242,000 (+61,402)	10 (14) ↑	DACA renewal 2017 form	6,065 (+964)



**Social Media – Top Posts Past Month**

	<b>Facebook</b>	<b>Twitter</b>	<b>YouTube</b>	<b>Instagram</b>
<b>Top 5</b>	<i>Most People Reached</i>	<i>Most Impressions</i>	<i>Most Viewed</i>	<i>Most Liked/Viewed</i>
<b>1</b>	<p>Livestream of Naturalization Ceremony from the WWII Museum in New Orleans  <a href="#">Posted July 3</a>            280,800 people reached            1,100 likes/reactions            170 shares</p>	<p>USCIS to Resume H-1B Premium Processing for Certain Cap-Exempt Petitions.  <a href="https://t.co/RkKy23SKyv">https://t.co/RkKy23SKyv</a>  <a href="#">Tweeted July 24</a>            13,150 impressions</p>	<p><a href="#">The Citizenship Interview and Test</a>            +10,530 views            (1,942,100 total views. Published November 2010)</p>	<p>Congratulations! Repost from @ana_valdes13 using @RepostRegramApp - 15 years ago my parents made a huge sacrifice and moved our family to the United States. Today I officially became a United States Citizen!  <a href="#">Posted July 27</a>            1,325 views</p>
<b>2</b>	<p>Livestream of Naturalization Ceremony from USS New Jersey  <a href="#">Posted July 4</a>            273,300 people reached            1,900 likes/reactions            330 shares</p>	<p>Check out how we're supporting the Buy American, Hire American Executive Order.  <a href="https://t.co/KU5AIYLOH3">https://t.co/KU5AIYLOH3</a>  <a href="https://t.co/UQZZY1YGtm">https://t.co/UQZZY1YGtm</a>  <a href="#">Tweeted July 28</a>            12,315 impressions</p>	<p><a href="#">A Day in the Life of a USCIS Field Operations Directorate Immigration Services Officer</a>            +1,895 views            (2,400 total views, Published May 2017)</p>	<p>Congratulations to you both! Repost from @danieladanieladaniela1 using @RepostRegramApp - My mom and I are officially US Citizens!! So much has happened since we moved here in 2002 and this is something we have wanted to accomplish for so long.  <a href="#">Posted July 14</a>            1,095 views</p>
<b>3</b>	<p>US Citizen Petition for a Spouse post  <a href="#">Posted July 10</a>            133,100 people reached            1,060 likes/reactions            280 shares</p>	<p>Adult ESL and citizenship teachers: Register for our free training on July 20 in Memphis, TN:  <a href="https://t.co/ZNoTo30nsi">https://t.co/ZNoTo30nsi</a>  <a href="https://t.co/Xat1Y24IVJ">https://t.co/Xat1Y24IVJ</a>  <a href="#">Tweeted July 6</a>            9,840 impressions</p>	<p><a href="#">What is the Supreme Law of the Land?</a>            +1,830 views            (28,930 total views, published June 2016)</p>	<p>Gisendry-Dominican Republic – Trenton, New Jersey            Gisendry was excited all day leading up to her naturalization ceremony at the Trenton War Memorial. Her excitement didn't dim, even when her boyfriend, a local firefighter, got called away during the ceremony.  <a href="#">Posted July 21</a>            220 likes</p>
<b>4</b>	<p>Post on Facebook comment policy  <a href="#">Posted July 10</a>            122,800 people reached            950 likes/reactions            130 shares</p>	<p>To address recent false allegations, USCIS does not have a hold on all Cuban applicants' cases ...  <a href="https://t.co/knSr05suNQ">https://t.co/knSr05suNQ</a>  <a href="#">Tweeted July 27</a>            8,985 impressions</p>	<p><a href="#">Promo – Civics Practice Test for the Naturalization Test</a>            +1,810 views            (39,800 total views, published June 2016)</p>	<p>Maria Enriquetta - Ecuador - New York, New York            At 96 years old, Maria studied hard for the civics test (a requirement for naturalization): she wrote questions in a notebook and, with her granddaughter's help, practiced them. All that practice paid off as she became a new U.S. citizen in her home in Queens</p>



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

				surrounded by family. <a href="#">Posted July 3</a> 210 likes
<b>5</b>	USCIS to Resume H-1B Premium Processing for Certain Cap-Exempt Petitions <a href="#">Posted July 24</a> 100,400 people reached 570 likes/reactions 135 shares	Now is the time for #Haiti #TPS beneficiaries to prepare possible return to Haiti. Get more info <a href="https://t.co/71HmEBoyiG">https://t.co/71HmEBoyiG</a> <a href="https://t.co/xYnXmu6BF">https://t.co/xYnXmu6BF</a> <a href="#">o</a> <a href="#">Tweeted July 20</a> 8,530 impressions	<a href="#">Paying USCIS Immigrant Fee</a> +1,600 views (40,915 total views, published September 2014)	John - Colombia - King of Prussia, Pennsylvania John's wife became a U.S. citizen in 2007, their daughter was born here in 2009, and now it was John's turn to get dressed up and celebrate. <a href="#">Posted July 10</a> 195 likes

**E-Mail Outreach:**

**Total Number of Subscribers: 900,545 (+3,205)/Total Number of Subscriptions 2,683,000 (+25,967)**

Average Number of Subscriptions per Subscriber: 3.0

	<b>Most Popular Lists</b>	<b>Lists Most Subscriptions Gained</b>	<b>Lists Most Bulletins Sent (non-automated)</b>
<b>1</b>	News Releases (267,243)	News Releases (+3,959)	USCIS on Twitter (27)
<b>2</b>	E-Verify Updates (239,529)	Alerts (+ 3,504)	E-Verify on Twitter (16)
<b>3</b>	Forms Updates (186,668)	Forms Updates (+ 3,500)	New E-Verify Enrollee (10)
<b>4</b>	H-1B Cap Season (185,993)	Immigration Policy and Procedural Memoranda (+ 3,318)	E-Verify Self Check (9)
<b>5</b>	Federal Register Announcements (179,992)	Citizenship (+ 2,908)	E-Verify Updates (9)

