



Online Communications Insights and Statistics

July 2017

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

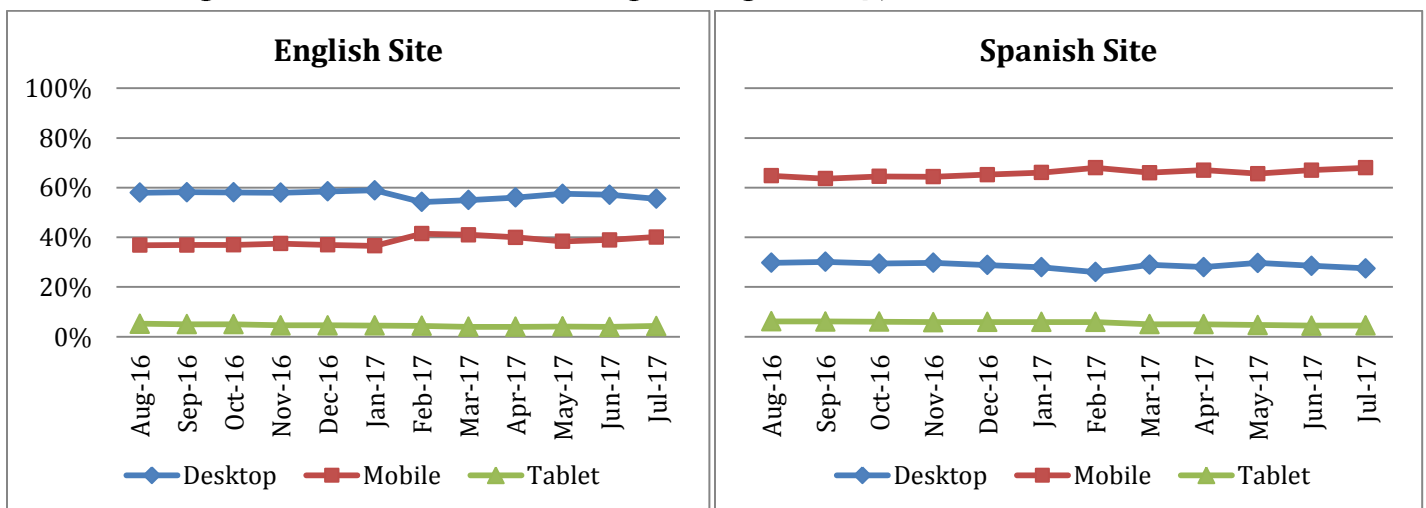
Spanish Website: 918,060 Total Sessions (+18,165 or +2% from past month)

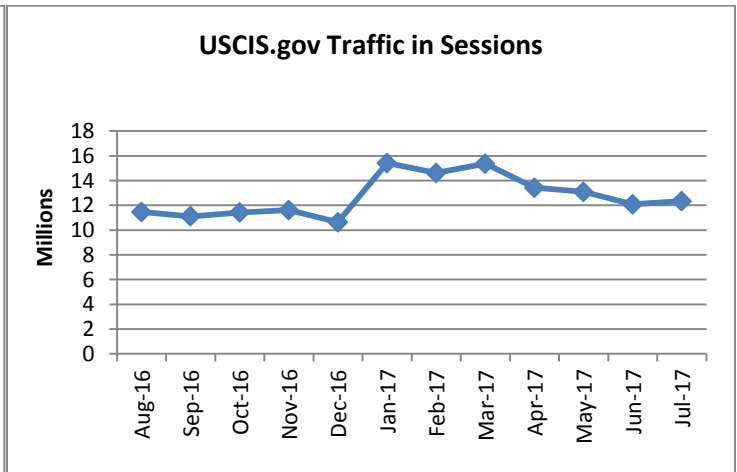
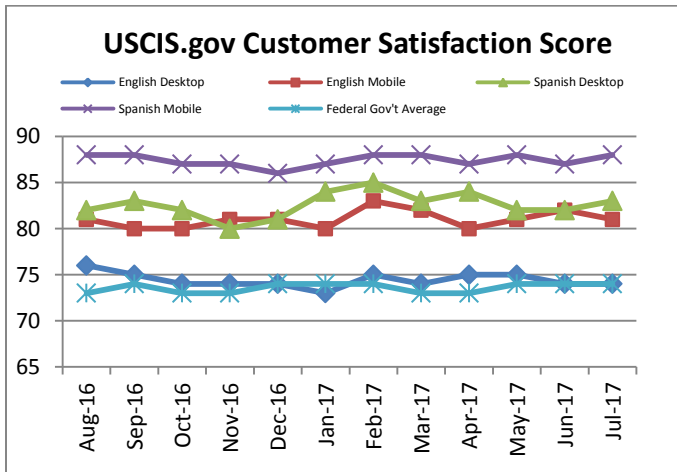
English	Facebook 503,500 total page likes lifetime (+4,170 past month)	Twitter 102,420 followers (+2,200 past month)	YouTube 2,580,000 total views (we are now only counting active videos, +21,815 past month)	Instagram 6,600 followers (+400)
Spanish:	71,020 total page likes lifetime (+1,020 past month)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

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

	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>Livestream of Naturalization Ceremony from the WWII Museum in New Orleans Posted July 3 280,800 people reached 1,100 likes/reactions 170 shares</p>	<p>USCIS to Resume H-1B Premium Processing for Certain Cap-Exempt Petitions. https://t.co/RkKy23SKyv Tweeted July 24 13,150 impressions</p>	<p>The Citizenship Interview and Test +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! Posted July 27 1,325 views</p>
2	<p>Livestream of Naturalization Ceremony from USS New Jersey Posted July 4 273,300 people reached 1,900 likes/reactions 330 shares</p>	<p>Check out how we're supporting the Buy American, Hire American Executive Order. https://t.co/KU5AIYLOH3 https://t.co/UQZZY1YGtm Tweeted July 28 12,315 impressions</p>	<p>A Day in the Life of a USCIS Field Operations Directorate Immigration Services Officer +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. Posted July 14 1,095 views</p>
3	<p>US Citizen Petition for a Spouse post Posted July 10 133,100 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: https://t.co/ZNoTo30nsi https://t.co/Xat1Y24IVJ Tweeted July 6 9,840 impressions</p>	<p>What is the Supreme Law of the Land? +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. Posted July 21 220 likes</p>
4	<p>Post on Facebook comment policy Posted July 10 122,800 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 ... https://t.co/knSr05suNQ Tweeted July 27 8,985 impressions</p>	<p>Promo – Civics Practice Test for the Naturalization Test +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>



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				surrounded by family. Posted July 3 210 likes
5	USCIS to Resume H-1B Premium Processing for Certain Cap-Exempt Petitions Posted July 24 100,400 people reached 570 likes/reactions 135 shares	Now is the time for #Haiti #TPS beneficiaries to prepare possible return to Haiti. Get more info https://t.co/71HmEBoyiG https://t.co/xYnXmu6BF o Tweeted July 20 8,530 impressions	Paying USCIS Immigrant Fee +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. Posted July 10 195 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

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

