



## Online Communications Insights and Statistics

January 2017

English Website: 15,420,000 Total Sessions (+4,788,000 or +42.68% from past month)

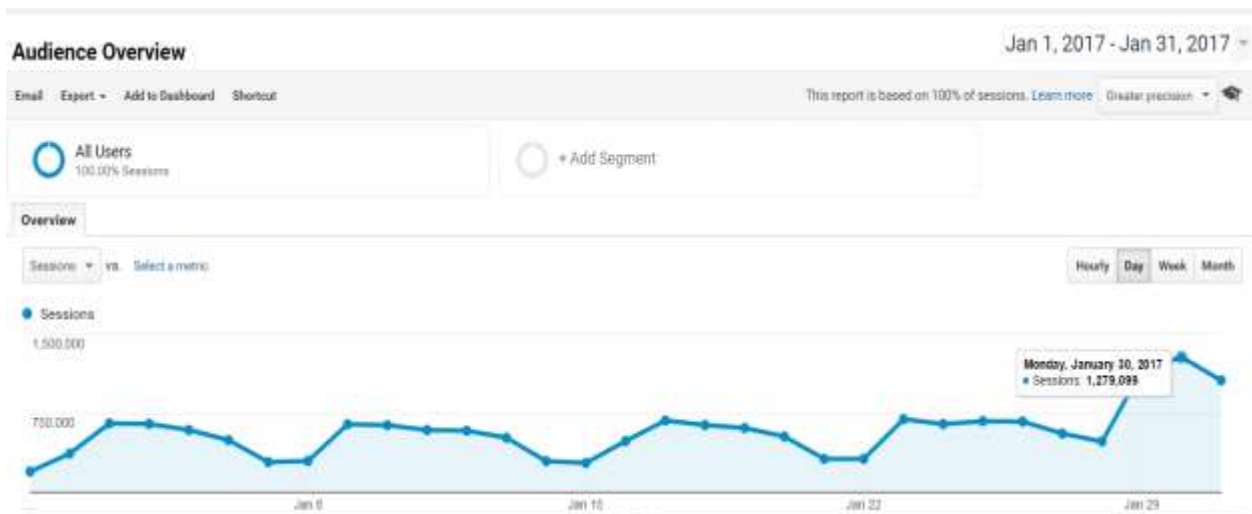
Spanish Website: 1,155,000 Total Sessions (+370,000 or +47.09% from past month)

### Social Media

English	Facebook	Twitter	YouTube	Instagram
	468,600 total page likes lifetime (+7,500 past month)	87,100 followers (+4,200 past month)	3,372,400 total views lifetime (+72,400 past month)	3,300 followers (+300)
Spanish:	54,745 total page likes lifetime (+4,395 past month)	12,180 followers (+150 past month)	(USCIS does not have a Spanish YouTube channel at present)	1,190 followers (+60)

### Highlights:

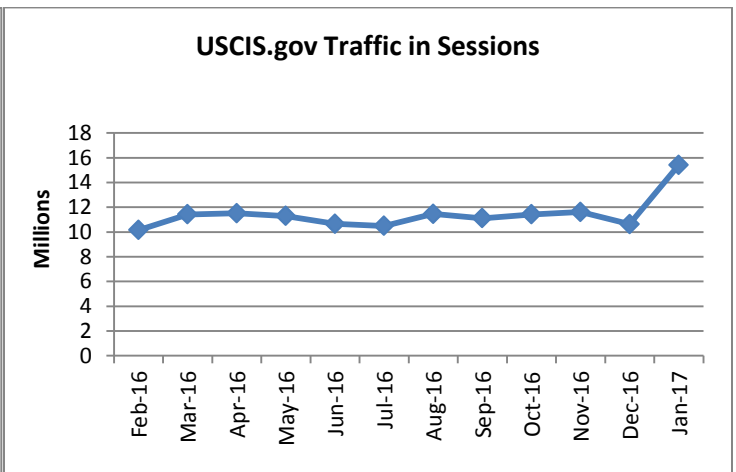
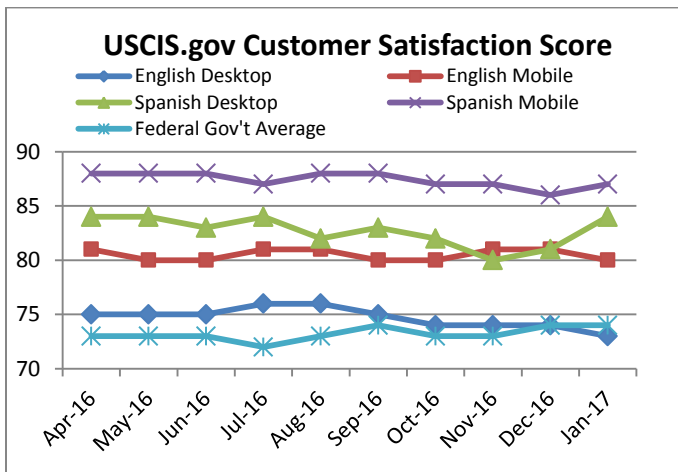
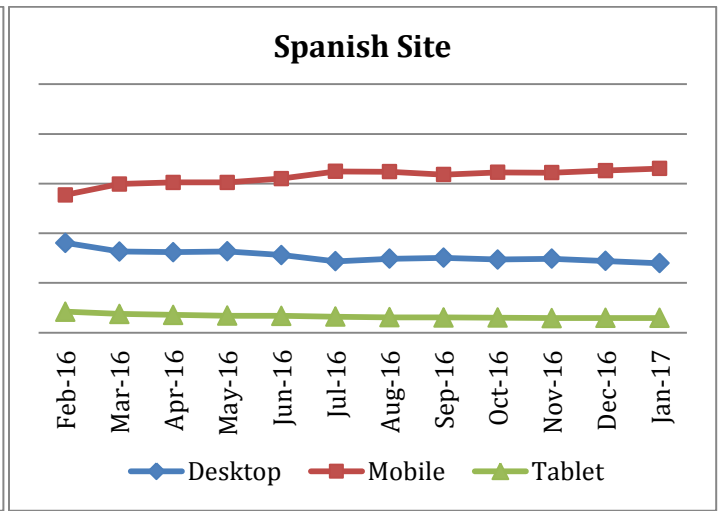
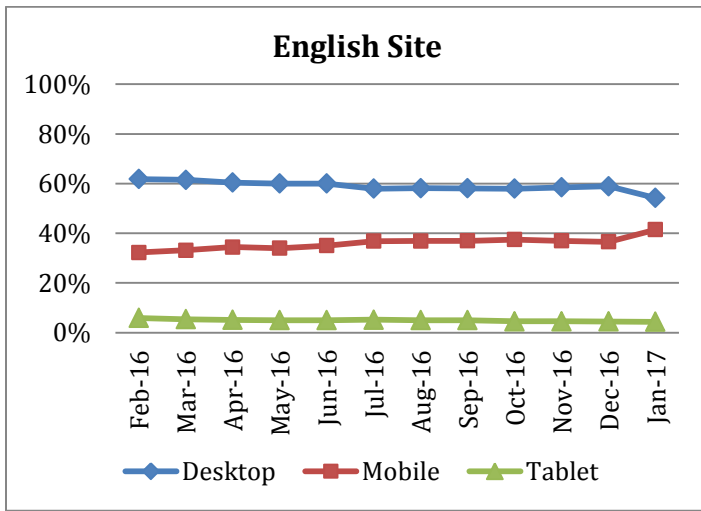
- I-407 Traffic Spike: Beginning January 28, a story driven largely by social media (and documented in media stories such as [this one](#)) went viral and spiked traffic and searches for our [I-407, Record of Abandonment of Lawful Permanent Resident Status page](#).
  - The spike was driven largely by first-time, mobile users, many from tweets such as [this](#) and [this](#).
  - As can be seen in the graph below, overall traffic peaked on January 30 with nearly 1.3 million sessions, roughly twice our average weekday traffic.



- Anti-Scam Tweets Make an Impression: Our two top tweets this month both warned followers to avoid scams. Each received over 14,000 impressions, compared to an **average tweet's** 3,000 to 4,000.



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)	Homepage	6,440,688 (+1,750,000)	1 (1)	processing times	21,608 (+9,000)



3 (413) ↑	Record of Abandonment of Lawful Permanent Resident Status	1,463,305 (+1,455,000)	2 (2)	daca	13,279 (+4,100)
5 (6) ↑	Employment Eligibility Verification	977,101 (+371,000)	3 (5) ↑	case status check online	10,010 (+3,100)
2 (2)	Forms	1,535,314 (+256,000)	4 (4)	i-765	9,673 (+2,500)
48 (15) ↓	Our Fees	223,247 (-75,000)	17 (23) ↑	i-9	4,991 (+1,700)

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 Viewed (Date Published)</i>
1	Video on Director Rodriguez stakeholder engagement <a href="#">Posted January 11</a> 473,600 people reached 410 likes, 75 shares	Avoid scams! Find out the right time to apply for adjustment of status. <a href="https://t.co/6SJizQc6fk">https://t.co/6SJizQc6fk</a> <a href="#">Tweeted January 28</a> 15,140 impressions	<a href="#">The Citizenship Interview and Test</a> +17,650 views (1,848,050 total views. Published November 2010)	USCIS welcomed over 5,000 new citizens from over 120 countries at a ceremony held at the Los Angeles Convention Center. #MeetUS #Immigration #LA #USCIS #Welcome #Congratulations <a href="#">Posted January 30</a> 148 likes
2	Post linking to DHS statement on recent litigation <a href="#">Posted January 29</a> 217,600 people reached 2,180 likes, 1 share	Avoid scams! USCIS has all the information you need about immigration benefits. <a href="https://t.co/J3lqnmkON4">https://t.co/J3lqnmkON4</a> <a href="#">Tweeted January 30</a> 14,480 impressions	<a href="#">Promo – Civics Practice Test for the Naturalization Test</a> +2,300 views (32,890 views, published June 2016)	PFC Sheraz William – Pakistan – Washington, D.C. Sheraz, an active-duty soldier and combat engineer, says he came to the United States for one reason: Freedom. <a href="#">Posted January 25</a> 129 likes
3	After a Green Card is Granted <a href="#">Posted January 25</a> 165,000 people reached 1,200 likes, 420 shares	Are you eligible to apply for citizenship? We have everything you need to know about naturalization <a href="http://go.usa">http://go.usa</a> .	<a href="#">Paying USCIS Immigrant Fee</a> +1,380 views (31,830 total views, Published	Paula (right) and daughter Paula Amelia (left) – Dominican Republic – New York City. Paula Amelia, age 10, derived citizenship



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

		gov/x8as8 <a href="#">Tweeted January 31</a> 14,385 impressions	September 2014)	the moment her mom naturalized. <a href="#">Posted January 19</a> 126 likes
4	Post on retaining and storing Form I-9 <a href="#">Posted January 26</a> 130,000 people reached 660 likes, 300 shares	USCIS receives funding from immigration and naturalization service fees. Learn more: <a href="https://t.co/IFfjdn8vCa">https://t.co/IFfjdn8vCa</a> <a href="https://t.co/B9cNKpeIWD">https://t.co/B9cNKpeIWD</a> <a href="#">Tweeted January 30</a> 13,590 impressions	<a href="#">What is the Supreme Law of the Land</a> (Civics Question #1) +1,250 views (13,340 total views, Published June 2016)	Lorena-Mexico-Dallas- Lorena has lived in the U.S. for 13 years. She is a radio host for @Univision in <b>Dallas</b> . <b>“I wanted to become an American so that I could vote. It’s a great opportunity.”</b> <a href="#">Posted January 4</a> 126 likes
5	Post on studying for the naturalization test <a href="#">Posted January 24</a> 91,300 people reached 525 likes, 210 shares	Happy Chinese New Year! Did you know we have citizenship resources available in Chinese? Check them out: <a href="https://t.co/sHyHLPMAH">https://t.co/sHyHLPMAH</a> <a href="#">Tweeted January 28</a> 13,560 impressions	<a href="#">Chinese Jao Liu</a> +1,040 views (15,500 views, published November 2014)	Ameer - Iraq - Arlington, Texas. "I left my country for America because America has <b>everything</b> ," says Ameer, who came to the U.S. as a refugee. <b>“America is freedom.”</b> #newUScitizen #freedom #America #refugee #Texas #Iraq <a href="#">Posted January 17</a> 111 likes

E-Mail Outreach:

Total Number of Subscribers: 852,000 (+10,000)/Total Number of Subscriptions 2,466,000 (+46,000)

Average Number of Subscriptions per Subscriber: **2.8**

	Most Popular Lists	Lists Most Subscriptions Gained	Lists Most Bulletins Sent (non-automated)
1	News Releases (253,000)	E-Verify Updates (+7,500)	New E-Verify Enrollee (13)
2	E-Verify Updates (246,000)	News Releases (+5,000)	Upcoming Local Engagements (13)
3	Forms Updates (176,000)	New E-Verify Enrollee (+4,700)	Intergovernmental Stakeholders (13)
4	H-1B Cap Season (172,000)	Forms Updates (+4,600)	Upcoming National Engagements (12)
5	Federal Register Announcements (158,000)	Alerts (+4,600)	E-Verify Updates (11)

