



## Online Communications Insights and Statistics

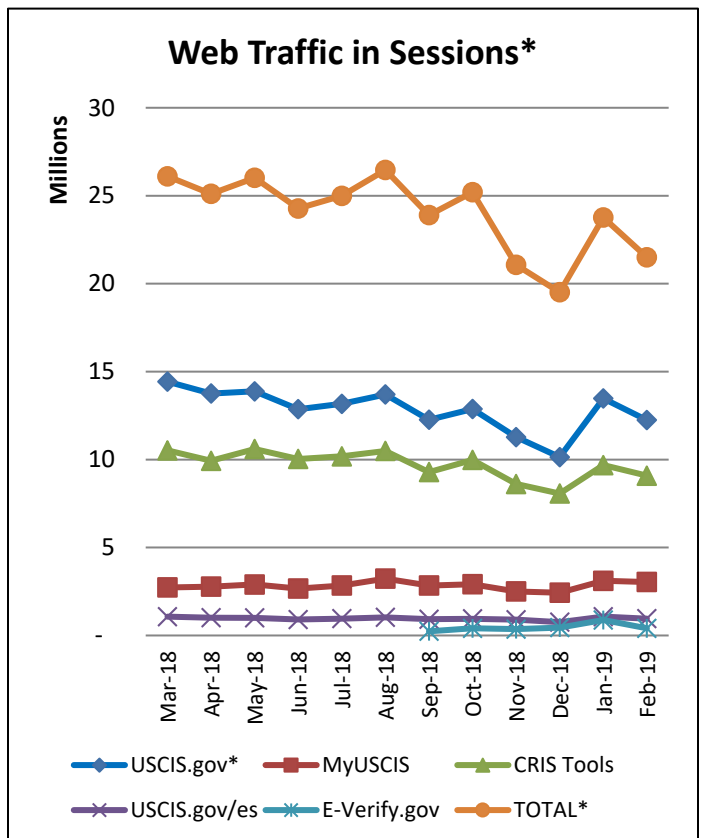
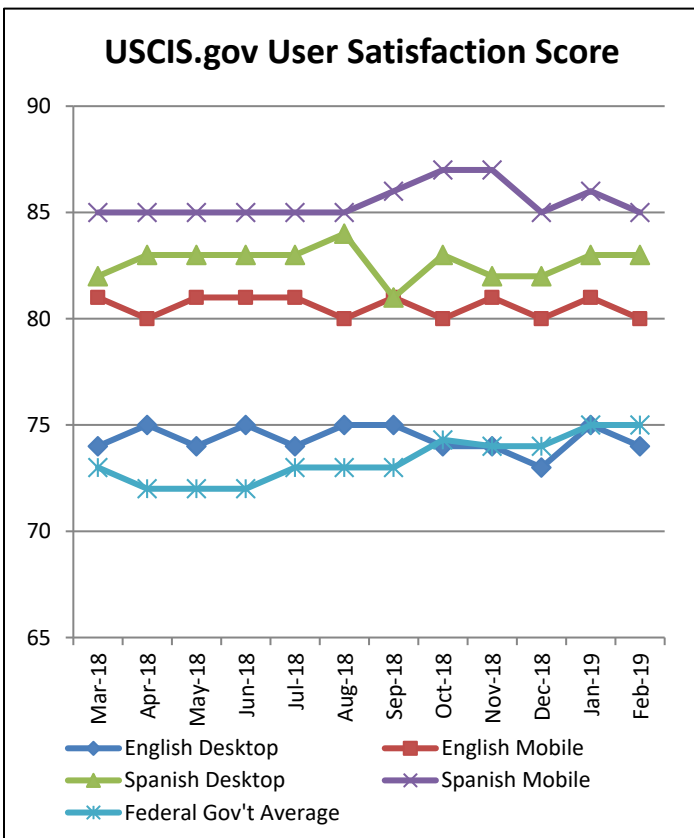
February 2019

### Total Web Traffic – ALL PROPERTIES: 21,500,000 Sessions ( or -9.5% from past month)

Facebook	Twitter	YouTube	Instagram	LinkedIn
554,300 total page likes lifetime (+2,100 past month)	158,800 followers (+2,400 past month)	3,679,000 total views - counting only active videos (+131,300 past month)	25,000 followers (+1,400 followers)	5,350 followers (+350)

### Highlights:

- Mobile Audience on English Site Approaching 50%:** 45% of the audience on our English-language website (uscis.gov) is now on mobile phones, up 5% since the beginning of 2018. The rise of mobile users is a trend which has continued over many years now and has yet to taper off.
- Web Traffic Down after Seasonal Surge:** Not surprisingly, overall web traffic is down after the usual seasonal January surge, which follows on the usual holiday lull.

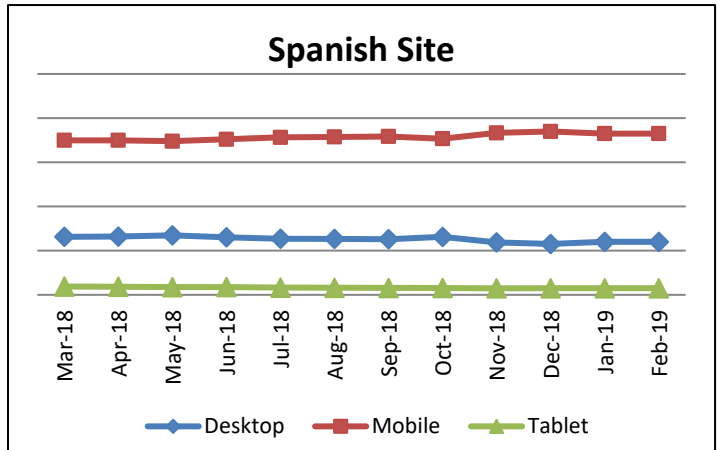
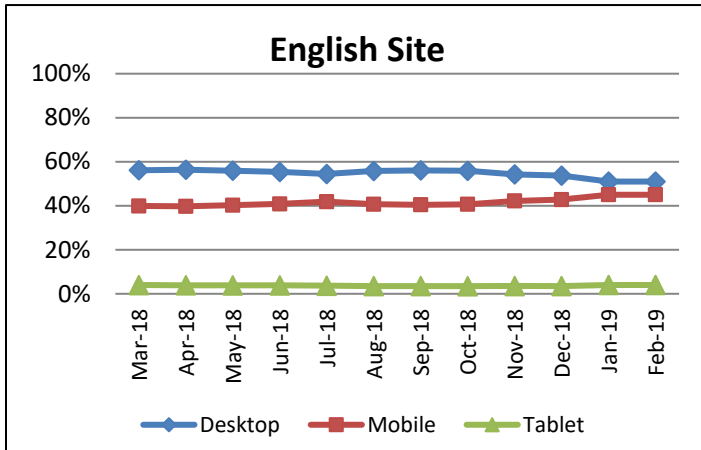


**Web Traffic in Sessions\*:** The total sessions and users shown at the top of the “Web Traffic in Sessions” graph for all USCIS properties represents how many sessions there were to either the USCIS.gov website, E-Verify.gov (tracking for E-Verify.gov began in Sept. 2018), myUSCIS (authenticated and unauthenticated sessions counted separately) and CRIS Tools. Note that the separate sites are not simply added together to reach a correct “TOTAL” traffic number because there is overlap.



For example, in a single session, some people visit two or even all three of the domains. Additionally, on the Spanish USCIS.gov website, every session is considered a session on USCIS.gov because Spanish sessions are delineated by the /es, but they are still in the same domain as USCIS.gov.

**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	4,748,000 (-433,000)	13 (4) ↓	DACA Renewal 2019	4,737 (-4,790)
4 (4)	myUSCIS - Your Field Office Dates	1,105,000 (-241,000)	9 (2) ↓	infopass shedule an appointment	6,128 (-3,851)
2 (2)	USCIS Account – Home Page (MyUSCIS)	1,877,000 (+239,000)	28 (8) ↓	case status check online	3,082 (-2,812)
6 (6)	myUSCIS - Find a Domestic Field Office	818,000 (-220,000)	34 (13) ↓	change of address online	2,470 (-2,570)
5 (5)	myUSCIS - Schedule an Appointment	945,000 (-130,000)	27 (12) ↓	appointment at local office	3,160 (-2,130)

Facebook	Twitter	YouTube	Instagram
<i>Most People Reached</i>	<i>Most Impressions</i>	<i>Most Viewed</i>	<i>Most Liked/Viewed</i>
Post on modernizing the H-1B program. <a href="#">Posted February 12</a> 72,300 reached 650 likes/reactions 150 shares	Today we honor the leaders of our great nation. #PresidentsDay <a href="https://t.co/5HLiDEuNi9">https://t.co/5HLiDEuNi9</a> <a href="#">Posted February 18</a> 69,000 impressions	<a href="#">Promo – Civics Practice Test for the Naturalization Test</a> +28,700 views	Bishnu Maya Karki, a 96 year old Bhutanese refugee, became a U.S. citizen at a South Burlington, Vermont naturalization ceremony. <a href="#">Posted February 4</a>



		(175,400 views, published October 2016)	788 likes
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<b>E-Mail Outreach:</b>			
<b>Total Number of Subscribers: 1,292,750 (+42,978)/Total Number of Subscriptions 4,246,419 (+53,042)</b>			
<b>Average Number of Subscriptions per Subscriber: 3.3</b>			
	<i>Most Popular Lists</i>	<i>Lists Most Subscriptions Gained</i>	<i>Lists Most Bulletins Sent (non-automated)</i>
<b>1</b>	News Releases (320,381)	News Release (+4,546)	USCIS on Twitter (24)
<b>2</b>	Forms Updates (223,813)	Alerts (+3,261)	USCIS Intergovernmental Affairs Updates (9)
<b>3</b>	H-1B Cap Season (208,180)	Forms Update (+2,910)	Updates from the Public Engagement Division (9)
<b>4</b>	Federal Register Announcements (207,019)	Immigration Policy and Procedural Memoranda (+2,801)	Alerts (5)
<b>5</b>	Executive Actions on Immigration (152,916)	Citizenship (+2,524)	Federal register Announcements (4)

