U.S. Citizenship and Immigration Services
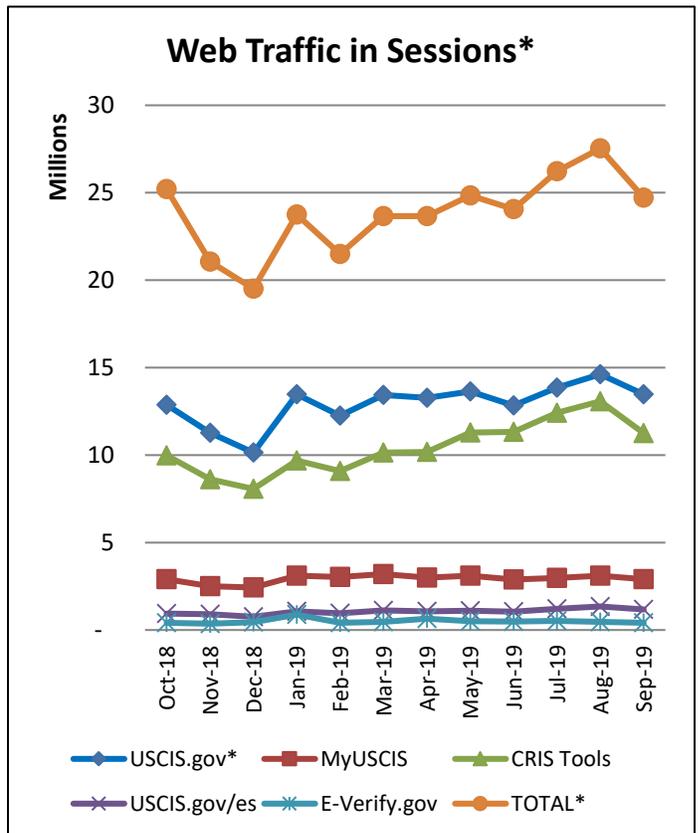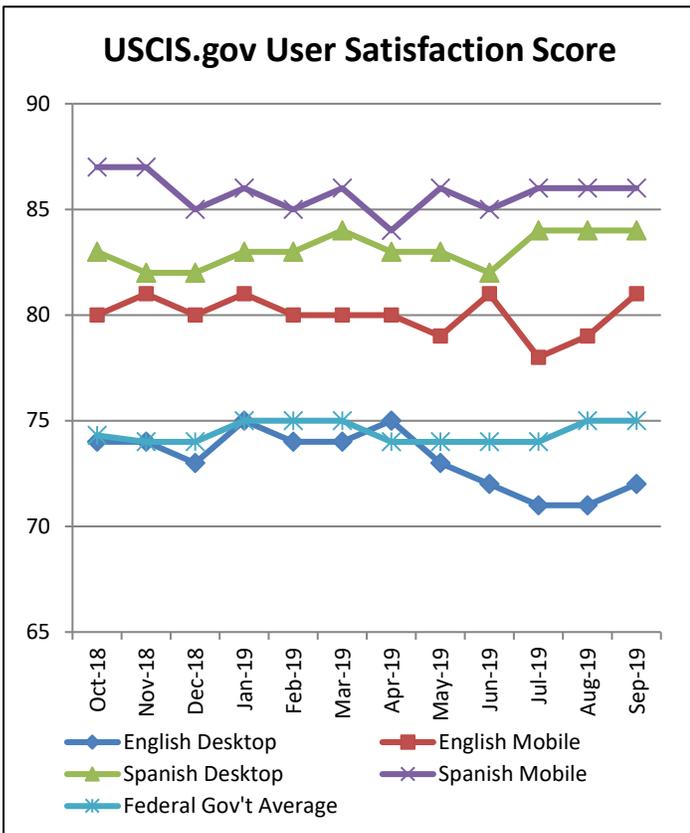
Online Communications Insights and Statistics

September 2019

Total Web Traffic – ALL PROPERTIES: 24,718,000 Sessions (-10.2% from past month)				
Facebook 581,000 total page likes lifetime (+2,700 past month)	**Twitter** 179,030 followers (+1,540 past month)	**YouTube** 16,110,400 total views – now counting both active and inactive videos (+937,900 past month)	**Instagram** 38,700 followers (+2,700 followers)	**LinkedIn** 8,500 followers (+600)

Highlights:
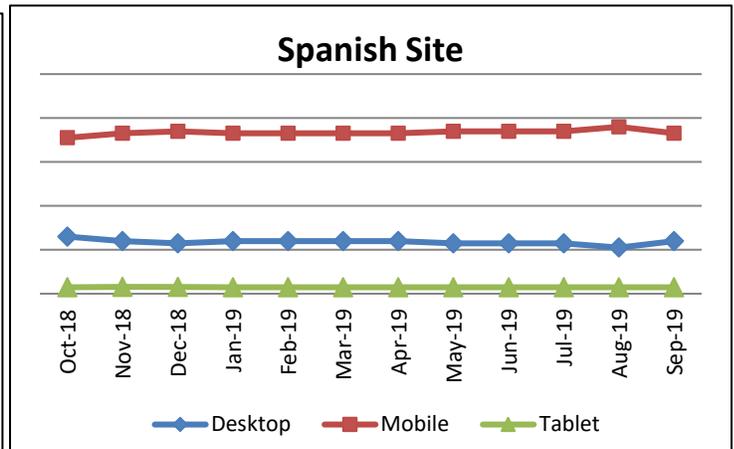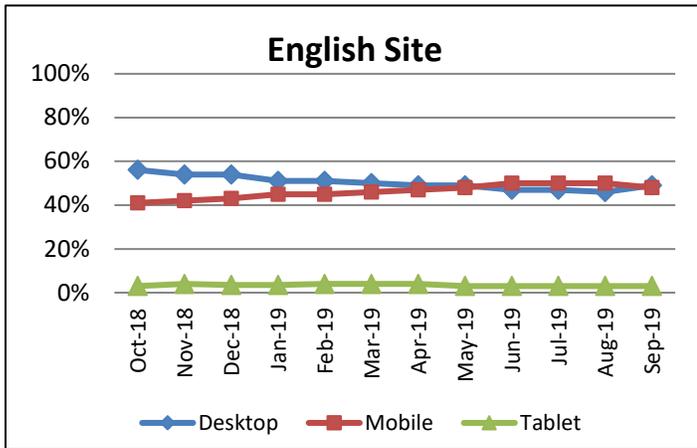
- **Desi Arnaz Throwback Post Tops on Facebook**: Our post on Desi Arnaz's naturalization during World War II was our top performing Facebook post in September.

USCIS.gov User Satisfaction Score — line chart (Oct-18 to Sep-19) with series: English Desktop, English Mobile, Spanish Desktop, Spanish Mobile, Federal Gov't Average.

Web Traffic in Sessions* — line chart (Oct-18 to Sep-19), in Millions, with series: USCIS.gov*, MyUSCIS, CRIS Tools, USCIS.gov/es, E-Verify.gov, TOTAL*.

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

English Site

Spanish Site

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 | USCIS	4,707,000 (-803,000)	10 (4) ↓	Case status check online	5,999 (-2,169)
2 (2)	USCIS Account - Home Page	2,296,000 (-125,000)	27 (13) ↓	Check status of my case	3,139 (-1,858)
5 (7) ↑	I-9, Employment Eligibility Verification | USCIS	806,000 (+119,000)	32 (20) ↓	infopass shedule an appointment	2,733, (-1,300)
19 (9) ↓	Espanol Homepage | USCIS	473,000 (-85,000)	70 (28) ↓	visa bulletin september 2019	1,653 (-1,276)
4 (4)	Acceptable Documents | USCIS	952,000 (+79,000)	17 (10) ↓	processing times	1,922 (+859)

Facebook	Twitter	YouTube	Instagram
Most People Reached	*Most Impressions*	*Most Viewed*	*Most Liked/Viewed*
Cuban-born musician and actor Desi Arnaz became a naturalized U.S. citizen in 1943 while serving in the U.S. Army. He is well-known for co-starring with his wife Lucille Ball on the "I Love Lucy" TV show and was deeply patriotic.	Before the @Dodgers ⚾ even stepped up to the plate, these 15 new U.S. citizens hit a home run as they took the Oath of Allegiance. 🎉 Congratulations! us #newUScitizen #Dodgers Posted September 4 277,000 impressions	Promo – Civics Practice Test for the Naturalization Test +31,000 views (425,120 views, published October 2016)	Director's Constitution Week post Posted September 16 3,280 Views

#USCISHistory #HispanicHeritageMonth Posted September 25 52,800 reached 525 likes/reactions 80 shares			

E-Mail Outreach:
Total Number of Subscribers: 1,532,368 (+35,235)/Total Number of Subscriptions 4,784,760 (+132,474)
Average Number of Subscriptions per Subscriber: 3.1

	Most Popular Lists	*Lists Most Subscriptions Gained*	*Lists Most Bulletins Sent (non-automated)*
1	News Releases (345,769)	News Releases (+9,755)	USCIS on Twitter (22)
2	Forms Updates (246,147)	Forms Updates (+9,013)	USCIS Intergovernmental Affairs Updates (8)
3	Federal Register Announcements (226,198)	Alerts (+8,991)	Updates from the Public Engagement Division (8)
4	H-1B Cap Season (209,661)	Immigration Policy (+8,779)	News Release (5)
5	Alerts (180,042)	Citizenship (+8,534)	Alerts (3)