



## Online Communications Insights and Statistics

January 2018

**English Website: 14,753,000 Total Sessions (+4,802,000 or +48.25% from past month)**

**Spanish Website: 1,250,000 Total Sessions (+523,000 or +72% from past month)**

English	Facebook	Twitter	YouTube
	518,000 total page likes lifetime (+1,860 past month)	119,000 followers (+4,600 past month)	2,760,000 total views (we are now only counting active videos, +40,000 past month)
Spanish:	73,430 total page likes lifetime (+470 past month)	14,400 followers (+300 past month)	(USCIS does not have a Spanish YouTube channel at present)

### Highlights:

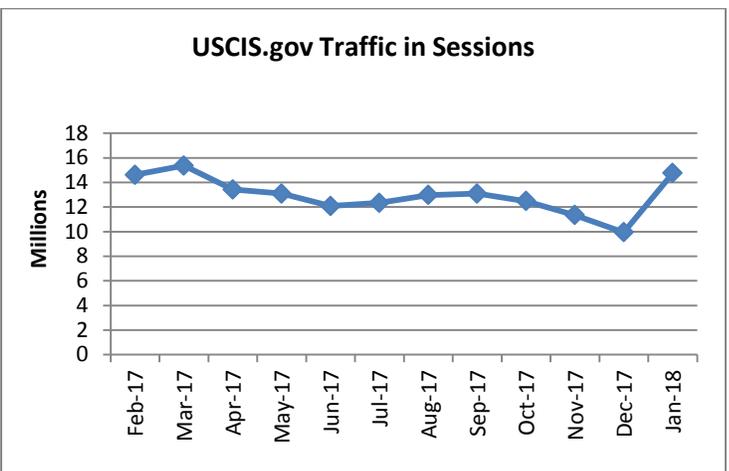
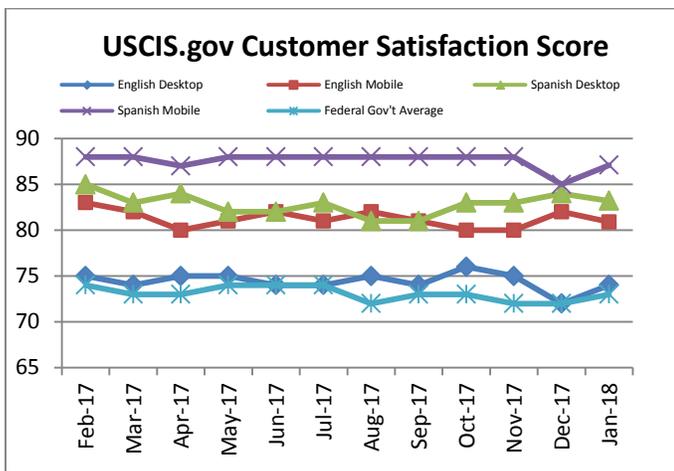
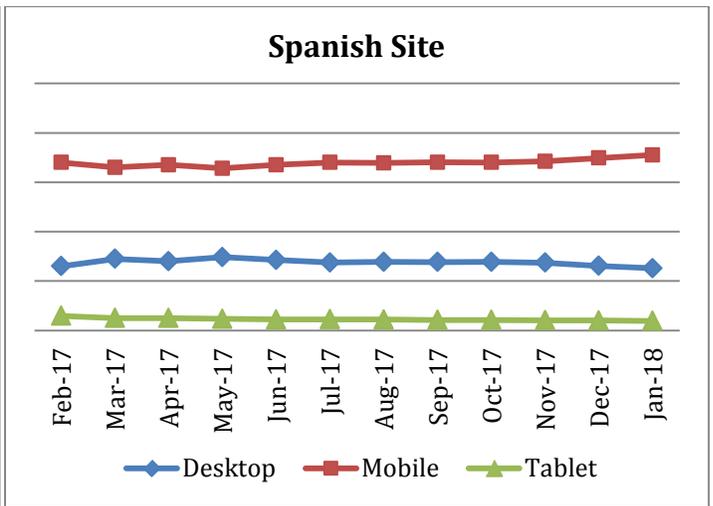
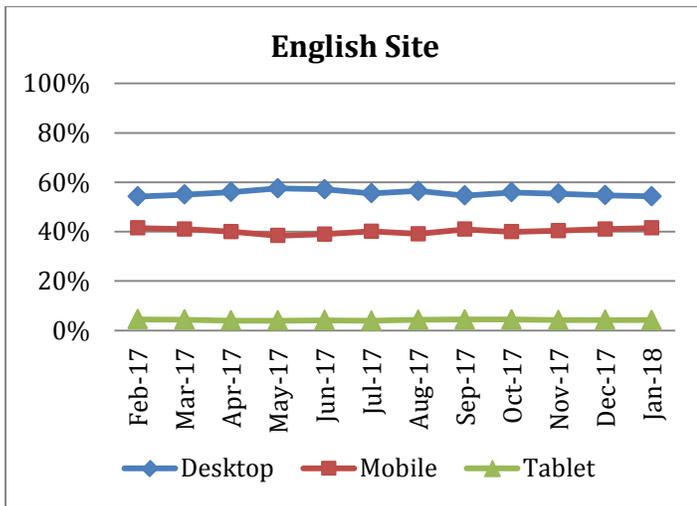
- Anti-Fraud Posts Perform Well on Social Media:**
  - On Facebook, three of our top five posts (including the [strongest post overall](#) with over 127,000 reached) in January centered around combatting fraud, particularly citizenship fraud.
  - On Twitter, [our top tweet](#), (with nearly 65,000 impressions, an average tweet receives about 4,000), was also a post on an example of fraud used to obtain citizenship and our government-wide efforts to combat it.
- Web Traffic Rises Significantly over December:** Traffic rose nearly 50% over December 2017. This was in part due to low holiday traffic in December, but also because of increased traffic and searches on TPS and DACA. To put things in perspective, however, traffic at the start of last year was also in the 14 to 15 million session-a-month range – so this is by no means unusual.

### Web Satisfaction Scores: January 2018

	USCIS.gov	USCIS.gov Spanish	Federal Average	Private Sector Average
Mobile	81	87	75	74
Desktop	74	83	73	67



**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	6,554,000 (+1,757,089)	2 (27) ↑	daca	26,370 (+23,674)
2 (2)	Find a Field Office	2,288,000 (+633,945)	3 (143) ↑	tps el salvador 2019	16,059 (+15,340)



3 (3)	Find a Field Office	2,534,000 (+521,290)	5 (64) ↑	tps haiti 2018 2019 extended	14,069 (+12,685)
4 (4)	Schedule an Appointment	1,927,000 (+442,641)	4 (3) ↓	tps	15,977 (+8,767)
5 (5)	Forms	1,344,000 (+431,397)	10 (152) ↑	tps el salvador	7,270 (+6,578)

### Social Media – Top Posts Past Month

	Facebook	Twitter	YouTube
Top 5	<i>Most People Reached</i>	<i>Most Impressions</i>	<i>Most Viewed</i>
<b>1</b>	Post on marriage fraud used to obtain citizenship <a href="#">Posted January 24</a> 127,200 people reached 700 likes/reactions 185 shares	Getting married to get citizenship is illegal; just ask a Ghanaian national who was convicted yesterday. Thanks to our partners @TheJusticeDept and @ICEgov! <a href="#">Tweeted January 24</a> 64,500 impressions	<a href="#">USCIS Has Updated Form I-485</a> +13,730 views (57,075 total views, Published September 2017)
<b>2</b>	Post on TPS El Salvador <a href="#">Posted on January 18</a> 104,500 people reached 175 likes/reactions 280 shares	Even in a government shutdown, come to interviews and appointments at our offices. Only a few of our programs will be affected: <a href="https://t.co/h1r7KmbJlQ">https://t.co/h1r7KmbJlQ</a> <a href="#">Tweeted January 20</a> 54,670 impressions	<a href="#">The Citizenship Interview and Test</a> +11,670 views (1,992,330 total views. Published December 2010)
<b>3</b>	Post on naturalization fraud <a href="#">Posted January 5</a> 97,200 people reached 645 likes/reactions 115 shares	Personalized #DACA resubmission letters cannot be used by other requestors. Please refer to our FAQs for more information. <a href="https://t.co/M5kR3n1gp8">https://t.co/M5kR3n1gp8</a> <a href="#">Tweeted January 4</a> 50,620 impressions	<a href="#">Promo – Civics Practice Test for the Naturalization Test</a> +3,140 views (50,765 total views, published June 2016)
<b>4</b>	Post on addressing asylum backlog <a href="#">Posted January 31</a> 78,900 people reached 350 likes/reactions 90 shares	Lying to gain citizenship is fraud, so we work with @TheJusticeDept and @ICEgov to protect our immigration system. <a href="https://t.co/NhVaCzYFDx">https://t.co/NhVaCzYFDx</a> <a href="#">Tweeted January 5</a> 49,860 impressions	<a href="#">The Citizenship Interview and Test - Spanish Subtitles</a> + 2,135 views ( 3,500 total views, published September 2017)



U.S. Citizenship  
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<p><b>5</b></p>	<p>Post on citizenship fraud <a href="#">Posted January 10</a> 72,800 people reached 440 likes/reactions 70 shares</p>	<p>Statement about DACA responding to the recent preliminary injunction. <a href="https://t.co/88vx18DlaW">https://t.co/88vx18DlaW</a> <a href="#">Tweeted January 14</a> 48,730 impressions</p>	<p><a href="#">Paying USCIS Immigrant Fee</a> +1,870 views ( 50,000 total views, published September 2014)</p>
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**E-Mail Outreach:**

**Total Number of Subscribers: 928,874 (+5,099)/Total Number of Subscriptions 2,806,935 (+10,147)**  
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 (280,659)	News Release (+5,924)	USCIS on Twitter (29)
<b>2</b>	E-Verify Updates (232,907)	Alerts (+4,084)	E-Verify on Twitter (19)
<b>3</b>	Forms Updates (197,106)	Immigration Policy and Procedural Memoranda (+4,070)	Updates from the Public Engagement Division (12)
<b>4</b>	H-1B Cap Season (188,908)	Forms Update (+3,927)	E-Verify Updates (11)
<b>5</b>	Federal Register Announcements (186,058)	Citizenship (+3,466)	Alerts (11)

