



Online Communications Insights and Statistics

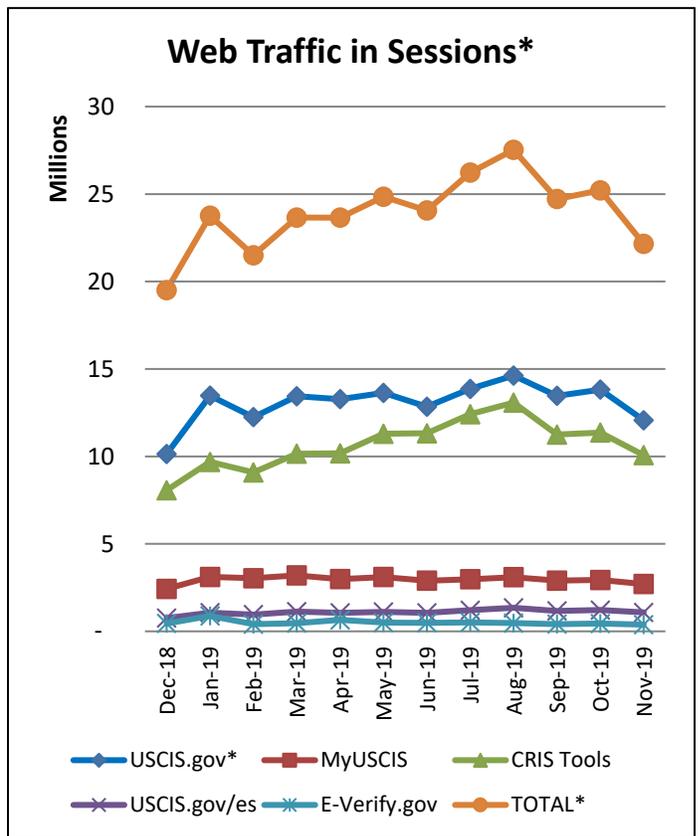
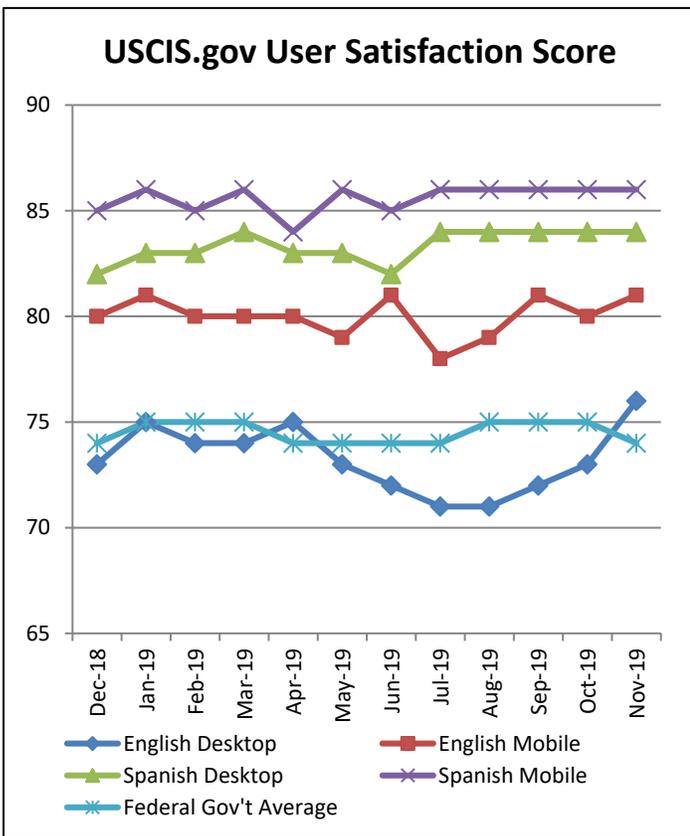
November 2019

Total Web Traffic – ALL PROPERTIES: 22,153,000 Sessions (-12.1% from past month)

| Facebook | Twitter | YouTube | Instagram | LinkedIn |
|---|---------------------------------------|---|-------------------------------------|------------------------|
| 586,430 total page likes lifetime (+2,650 past month) | 182,690 followers (+1,540 past month) | 17,821,600 total views – now counting both active and inactive videos (+811,200 past month) | 42,280 followers (+2,630 followers) | 9,720 followers (+635) |

Highlights:

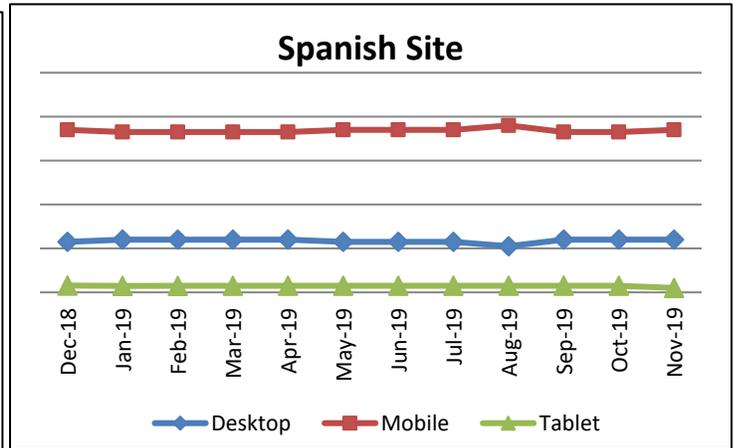
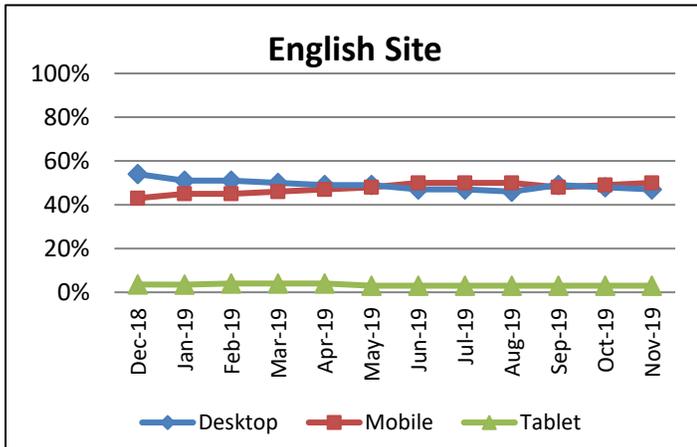
- Traffic Down 12% in Part due to Holiday:** Overall traffic decreased to our websites, but this is consistent with seasonal dips in traffic in years past due to the Thanksgiving holiday. We can anticipate a similar decrease due to the December holidays.



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 USCIS | 4,143,000 (-568,000) | 4 (2) ↓ | i-485 | 6,874 (-5,298) |
| 3 (3) | Forms USCIS | 1,114,000 (-244,000) | 1 (6) ↑ | tps el salvador extension 2021 | 10,519 (+4,202) |
| 4 (4) | Acceptable Documents USCIS | 909,000 (-241,000) | 6 (3) ↓ | i-864 | 6,242 (-3,117) |
| 7 (7) | I-9, Employment Eligibility Verification USCIS | 588,000 (-185,000) | 2 (1) ↓ | i-130 | 8,573 (-2,894) |
| 6 (6) | Form I-9 Acceptable Documents USCIS | 617,000 (-168,000) | 19 (124) ↑ | check status of my case | 3,312 (+2,261) |

| Facebook | Twitter | YouTube | Instagram |
|---|--|---|--|
| <i>Most People Reached</i> | <i>Most Impressions</i> | <i>Most Viewed</i> | <i>Most Liked/Viewed</i> |
| Post on DACA arrest data Posted November 16 110,000+ reached 200 likes/reactions 215 shares | Marriage fraud undermines the integrity of our immigration system. Getting married just to receive immigration benefits is a crime and can lead to | Promo – Civics Practice Test for the Naturalization Test +27,400 views | Thanksgiving Post Posted November 28 1,280 likes |



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

| | | | |
|--|--|---|--|
| | deportation, arrest, jail time, and substantial fines. Posted November 7 104,300 impressions | (482,320 views, published October 2016) | |
|--|--|---|--|

| E-Mail Outreach: | | | |
|--|--|--|--|
| Total Number of Subscribers: 1,636,219 (+51,316)/Total Number of Subscriptions 5,124,762 (+173,255) | | | |
| Average Number of Subscriptions per Subscriber: 3.1 | | | |
| | <i>Most Popular Lists</i> | <i>Lists Most Subscriptions Gained</i> | <i>Lists Most Bulletins Sent (non-automated)</i> |
| 1 | News Releases (375,964) | News Releases (+15,938) | USCIS on Twitter (23) |
| 2 | Forms Updates (275,717) | Immigration Policy (+15,186) | USCIS Intergovernmental Affairs Updates (10) |
| 3 | Federal Register Announcements (254,965) | Alerts (+15,160) | Updates from the Public Engagement Division (10) |
| 4 | Alerts (209,916) | Forms Updates (+15,154) | News Release (6) |
| 5 | Immigration Policy (209,100) | Citizenship (+14,919) | Federal Register Announcements (6) |

