



Online Communications Insights and Statistics

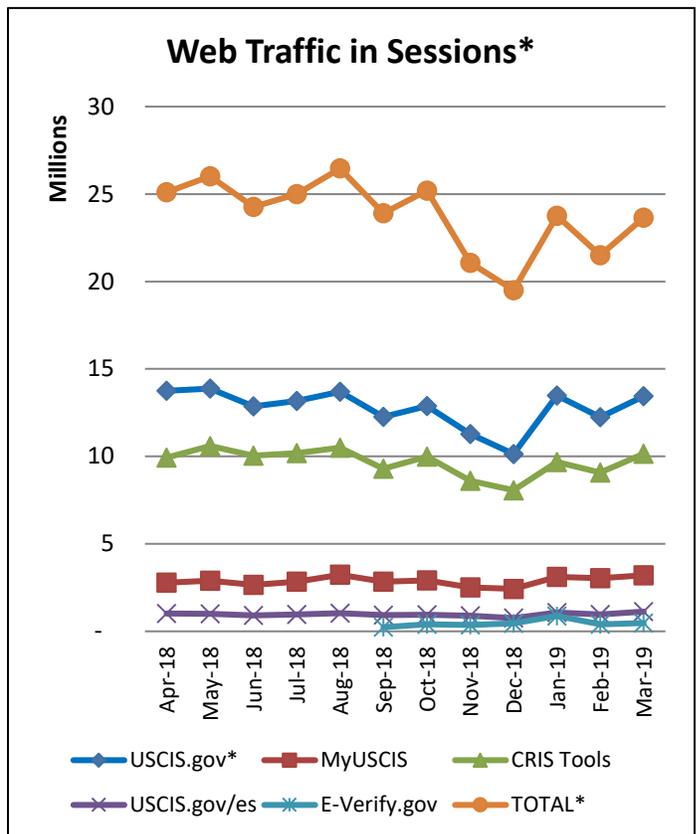
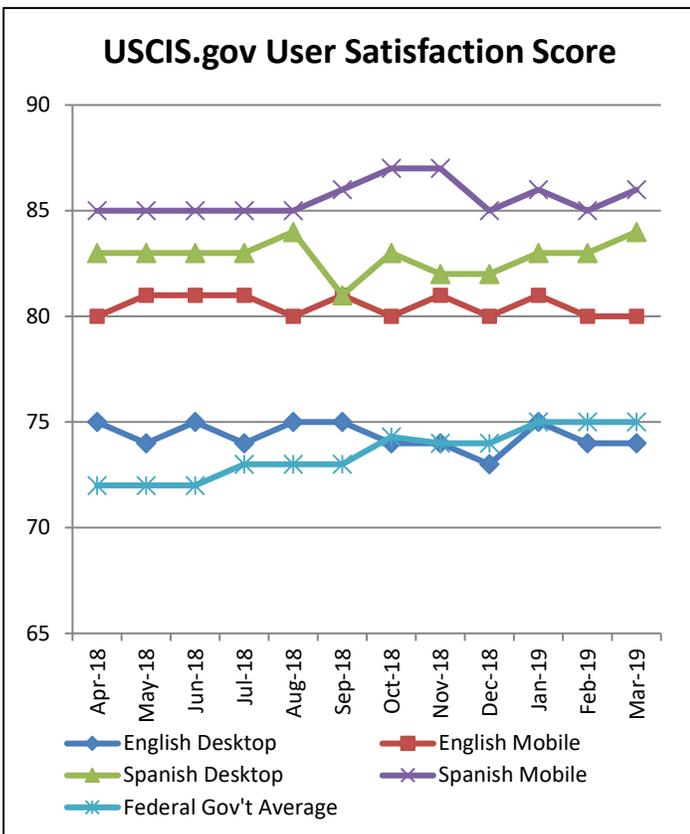
March 2019

Total Web Traffic – ALL PROPERTIES: 23,650,000 Sessions (or +10.0% from past month)

Facebook	Twitter	YouTube	Instagram	LinkedIn
557,000 total page likes lifetime (+2,700 past month)	161,500 followers (+2,700 past month)	3,685,000 total views - counting only active videos (+6,000 past month)	26,400 followers (+1,400 followers)	5,700 followers (+350)

Highlights:

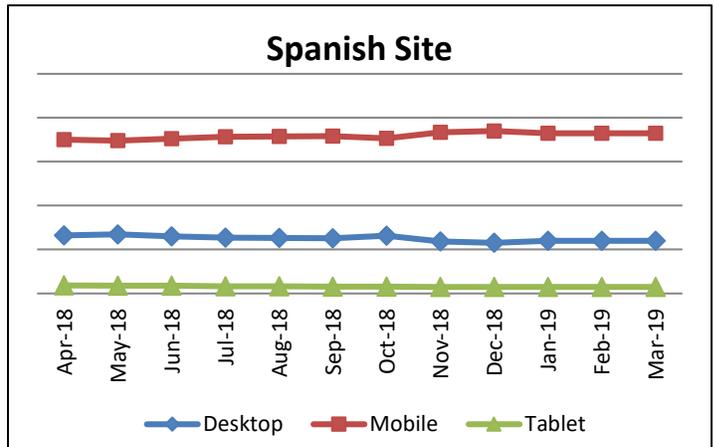
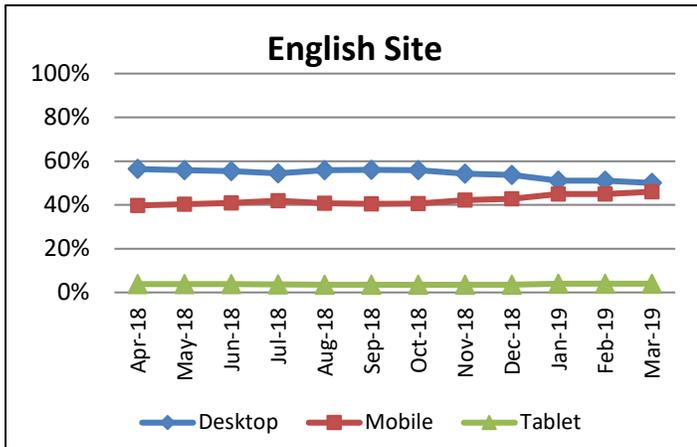
- Web traffic rises 10%:** Overall traffic was up, with all major websites showing an increase over February. This was due in part to the shortness of February, but demonstrates that traffic remains robust.



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	5,107,000 (+359,000)	27 (9) ↓	DACA Renewal 2019	7,904 (+3,167)
6 (4) ↓	myUSCIS - Your Field Office Dates	770,000 (-335,000)	7 (4) ↓	infopass	3,860 (-3,025)
2 (2)	USCIS Account – Home Page (MyUSCIS)	2,072,000 (+195,000)	20 (20)	poverty guidelines 2019	5,957 (+2,679)
3 (3)	Forms	1,475,000 (+178,000)	24 (34) ↑	tps	4,816 (+2,564)
7 (6) ↓	myUSCIS – Find a Domestic Field Office	719,000 (-99,000)	34 (5) ↓	infopass shedule an appointment	8,636 (+2,508)

Facebook	Twitter	YouTube	Instagram
<i>Most People Reached</i>	<i>Most Impressions</i>	<i>Most Viewed</i>	<i>Most Liked/Viewed</i>
Video post on use of tablets to administer Naturalization reading and writing test segments Posted March 20 69,000 reached 430 likes/reactions	Happy Birthday USCIS and @DHSgov! On March 1, 2003, we assumed responsibility for the immigration service functions of the federal government and became a component of the newly established	Promo – Civics Practice Test for the Naturalization Test +31,700 views (258,000 views, published October 2016)	At U.S. Citizenship and Immigration Services, we believe that the “government of the people, by the people, and for the people” should make information about the agency more accessible to the American people. An informed public is essential to a thriving



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

300 shares	Department of Homeland Security. Posted March 1 40,000 impressions		Republic and USCIS strives to do its part. #sunshineweek Posted March 11 1,900 views
------------	--	--	--

E-Mail Outreach:			
Total Number of Subscribers: 1,329,920 (+31,170)/Total Number of Subscriptions 4,295,006 (+48,587)			
Average Number of Subscriptions per Subscriber: 3.2			
	<i>Most Popular Lists</i>	<i>Lists Most Subscriptions Gained</i>	<i>Lists Most Bulletins Sent (non-automated)</i>
1	News Releases (323,099)	News Release (+4,419)	USCIS on Twitter (25)
2	Forms Updates (225,386)	Alerts (+3,459)	USCIS Intergovernmental Affairs Updates (6)
3	H-1B Cap Season (209,418)	Forms Update (+3,259)	Updates from the Public Engagement Division (6)
4	Federal Register Announcements (208,202)	Immigration Policy and Procedural Memoranda (+2,995)	Alerts (4)
5	Alerts (154,352)	Citizenship (+2,768)	Forms Updates (4)

