



Online Communications Insights and Statistics

December 2017

English Website: 9,950,000 Total Sessions (-1,394,000 or -12.3% from past month)

Spanish Website: 725,000 Total Sessions (-145,000 or -16.4% from past month)

English	Facebook	Twitter	YouTube	Instagram
	516,140 total page likes lifetime (+2,040 past month)	115,400 followers (+4,680 past month)	2,720,000 total views (we are now only counting active videos, (+37,900 past month)	9,500 followers (+450)
Spanish:	72,960 total page likes lifetime (+300 past month)	14,100 followers (+150 past month)	(USCIS does not have a Spanish YouTube channel at present)	2,000 followers (+70)

Highlights:

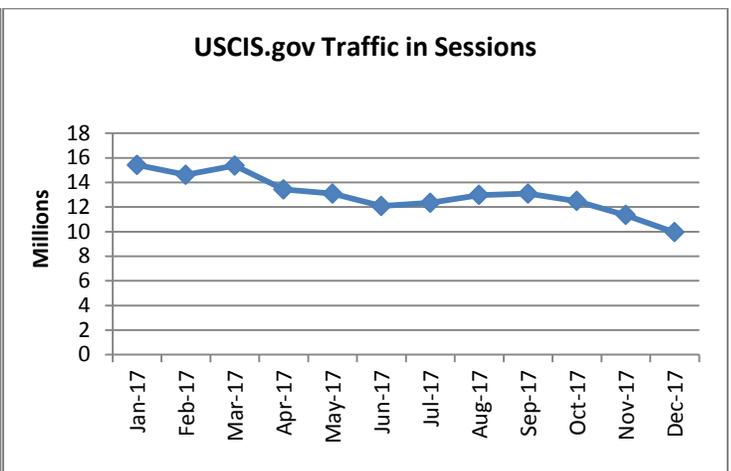
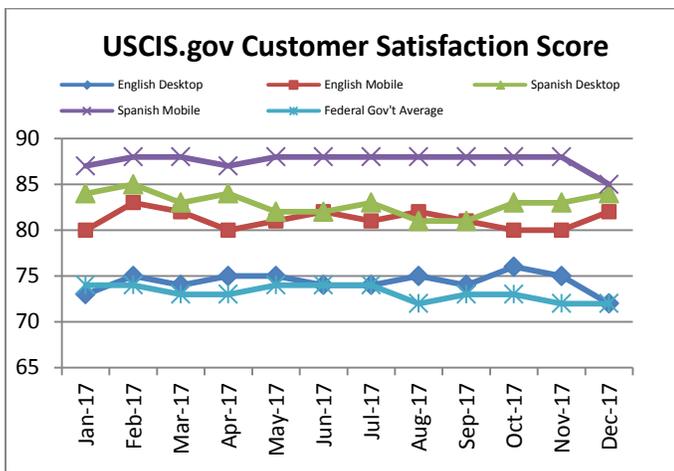
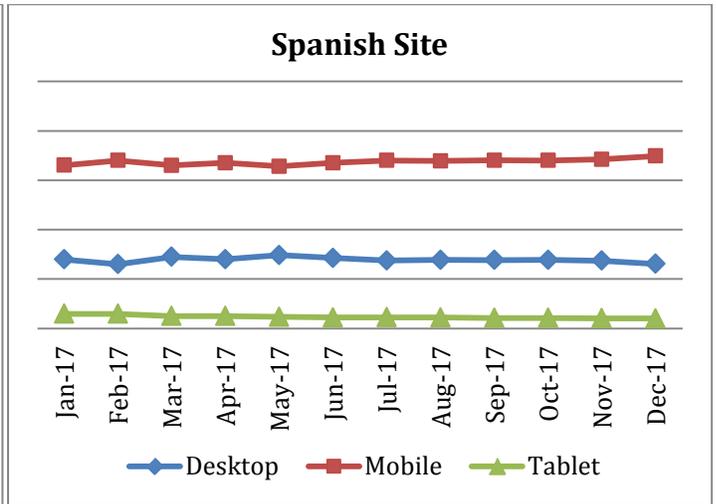
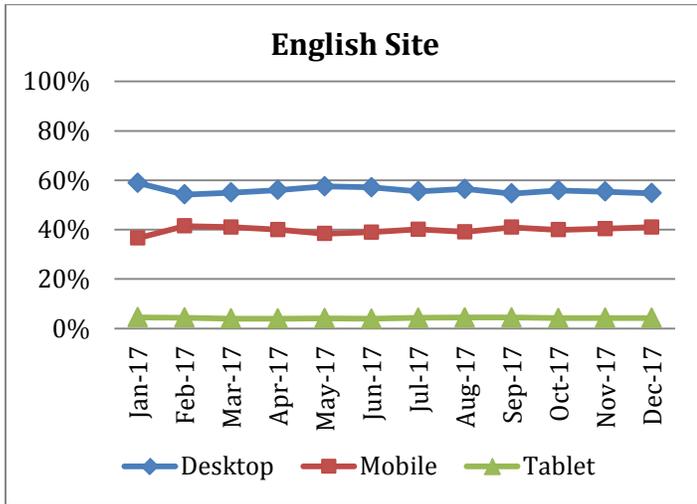
- **Web Traffic Down:** Overall web traffic declined to just under 10 million, due at least in part to a normal seasonal decline in traffic over the holidays.
- **Anti-Fraud Posts Strong on Social Media:** Posts on efforts to combat fraud were among our strongest performers on both [Twitter](#) and [Facebook](#). In fact, all 5 of our top tweets this month had to do with either anti-fraud efforts, or efforts to [protect American workers](#).
- **Top Tweet on Protecting American Workers:** [Our top tweet](#) this month focused on protecting American workers, and garnered over 90,000 impressions (the average tweet receives around 4,000), well above even the [second strongest tweet](#) – which 38,700 impressions – and also focused on protecting Americans.

Web Satisfaction Scores: December 2017

	USCIS.gov	USCIS.gov Spanish	Federal Average	Private Sector Average
Mobile	82	85	76	74
Desktop	72	84	72	66



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)
4 (1) ↓	Homepage	4,797,000 (-975,123)	1 (3) ↑	tps honduras 2019	3,778 (-7,137)
5 (2) ↓	Find a Field Office	2,013,000 (-273,710)	10 (2) ↓	tps	7,210 (-4,500)



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70 (8) ↓	Acceptable Documents	271,000 (-178,921)	18 (4) ↓	case status check online	6,930 (-3,823)
44 (14) ↓	Form I-9 Acceptable Documents	244,000 (-113,669)	56 (38) ↓	haiti tps renewal 2019	3,971 (+1,892)
12 (5) ↓	Forms	913,000 (-110,268)	93 (7) ↓	check my case status	4,963 (-1,780)

Social Media – Top Posts Past Month

	Facebook	Twitter	YouTube	Instagram
Top 5	<i>Most People Reached</i>	<i>Most Impressions</i>	<i>Most Viewed</i>	<i>Most Liked/Viewed</i>
1	Post on naturalization of couple from India Posted December 11 82,300 people reached 1,200 likes/reactions 40 shares	The regulatory changes we're planning for FY18 will focus on protecting the American worker. https://t.co/8TzGV6JxmE Tweeted December 15 92,700 impressions	USCIS Has Updated Form I-485 +9,120 views (43,345 total views, Published September 2017)	uscisCongratulations to our 88 #newUScitizens in #Upperdarby, Pennsylvania #newuscitizen #uscis Posted December 8 1,090 views
2	Post on denaturalization of a Bangladeshi citizen Posted December 14 72,100 people reached 500 likes/reactions 85 shares	DHS announces progress in enforcing immigration laws, protecting Americans. https://t.co/Dvz22wsw7t Tweeted December 5 38,700 impressions	The Citizenship Interview and Test +5,660 views (1,980,660 total views. Published December 2010)	Luz always wanted to be a journalist and earned a degree in journalism in Mexico. (...) Luz said she likes the opportunities in the U.S. and the beauty. Posted December 18 350 likes
3	Post on Director Cissna's op-ed in "The Hill" Posted December 8 67,000 people reached 450 likes/reactions 45 shares	We're committed to protecting American workers. Together, we can stop #H1B fraud. Report abuse at: ReportH1BAbuse@uscis.dhs.gov Tweeted December 16 35,940 impressions	Promo – Civics Practice Test for the Naturalization Test +2,000 views (47,625 total views, published June 2016)	Ramya and her husband, Snnivas, who are both from India, became U.S. citizens at the Phoenix Field Office. When asked how she felt about naturalizing on her birthday, she said she was "honored and privileged to be a United States citizen." #MeetUs #newuscitizen #birthday Posted December 11 340 likes
4	Post on resources for Citizenship teachers	With our partners at @ICEgov and	A Day in the Life of a USCIS Field	Jilan celebrates her new citizenship with her younger sister.



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	Posted December 13 65,000 people reached 750 likes/reactions 205 shares	@TheJusticeDept, we'll keep fighting fraud like this case. https://t.co/jl5OWUZT7f Tweeted December 22 32,800 impressions	Operations Directorate Immigration Services Officer +1,680 views (8,205 total views, published May 2017)	She said her favorite part of the ceremony was the song and video. She is so excited for the opportunities available to her now that she is a U.S. citizen. Posted December 4 255 likes
5	Post on prosecution of lawyer involved with false U visa applications Posted December 6 57,100 people reached 330 likes/reactions 50 shares	Defrauding the immigration system hurts American workers and legitimate applicants. Tweeted December 22 31,270 impressions	Haitian TPS: How to Register (USCIS) +1,520 views (7,000 total views, published October 2010)	Congratulations to 25 #newUScitizens sworn in at National Museum New Britain Museum of American Art in Connecticut. #Connecticut #museum #newuscitizen Posted December 15 240 likes

E-Mail Outreach:

Total Number of Subscribers: 923,775 (+3,463)/Total Number of Subscriptions 2,796,788 (+16,986)

Average Number of Subscriptions per Subscriber: 3.0

	Most Popular Lists	Lists Most Subscriptions Gained	Lists Most Bulletins Sent (non-automated)
1	News Releases (277,029)	News Release (+3,554)	USCIS on Twitter (29)
2	E-Verify Updates (234,374)	Forms Updates (+2,596)	E-Verify on Twitter (23)
3	Forms Updates (195,054)	Immigration Policy and Procedural Memoranda (+2,591)	Federal Register Announcements (7)
4	H-1B Cap Season (187,748)	Alerts (+2,570)	USCIS Intergovernmental Affairs Updates (7)
5	Federal Register Announcements (184,516)	Citizenship (+2,335)	Updates from the Public Engagement Division (7)

