



Online Communications Insights and Statistics

August 2018

English Website: 12,821,000 Total Sessions (+488,000 or 4.0% from past month)

Spanish Website: 1,029,000 Total Sessions (+79,000 or +8.3% from past month)

English	Facebook 538,800 total page likes lifetime (+2,300 past month)	Twitter 139,200 followers (+2,900 past month)	YouTube 3,151,800 total views (we are now only counting active videos, (+20,0500 past month)
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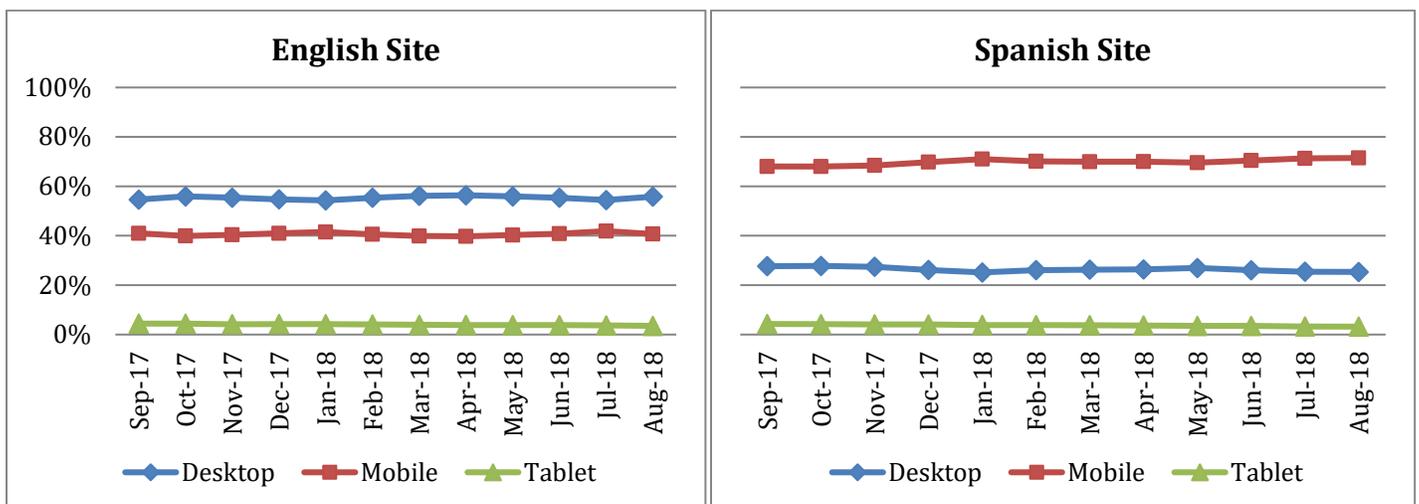
Highlights:

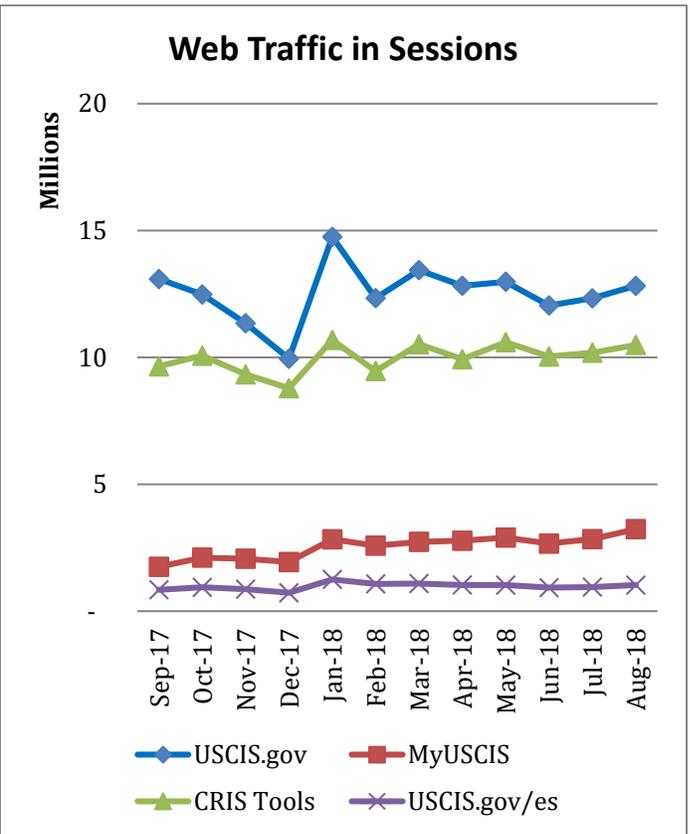
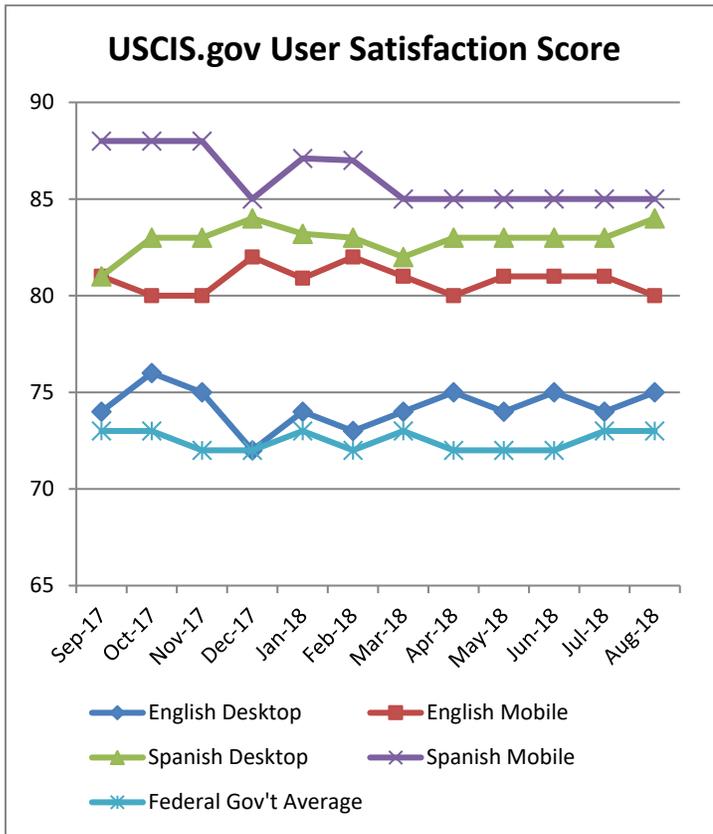
- **Web Traffic Up Modestly:** Traffic on USCIS.gov and our other sites, including myUSCIS and egov gained steadily over the past month, with the main site gaining nearly 500,000 sessions and the Spanish site up nearly 80,000 sessions.
- **“Poverty Guidelines 2018” Triples in Search:** This past month, searches for “poverty guidelines 2018” more than tripled from 3,650 in July to 11,320 in August, climbing more than any other term, and coming in second overall only to “daca”.

Web Satisfaction Scores: August 2018

	USCIS.gov	USCIS.gov Spanish	Federal Average	Private Sector Average
Mobile	80	85	76	74
Desktop	75	84	73	65

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	5,715,000 (+232,182)	2 (15) ↑	poverty guidelines 2018	11,320 (+7,670)
4 (3) ↓	Your Field Office Dates	1,534,000 (-213,085)	1 (2) ↑	daca	16,250 (+5,050)
17 (47) ↑	USCIS Account - Onboarding	409,000 (+185,876)	3 (4) ↑	daca renewal	9,855 (+2,245)
3 (2) ↓	Find a Field Office	1,766,000 (-147,699)	4 (3)	case status check online	9,455 (+1,500)
7 (8) ↑	Acceptable Documents	599,000 (+107,560)	6 (2) ↓	appointment at local office	8,310 (-1,370)



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	<p>We updated our policy memorandum on unlawful presence. This changes how F, M and some J nonimmigrants may accrue unlawful presence. Posted August 28 58,000 reached 380 likes/reactions 65 shares</p>	<p>Temporary Protected Status (TPS) for Yemen is extended through March 3, 2020. To maintain your TPS, re-register by October 15, 2018. https://t.co/XABjYz01d7 Tweeted August 17 55,500 impressions</p>	<p>USCIS Has Updated Form I-485 +10,420 views (129,060 views, published November 2014)</p>	<p>From the gridiron to citizenship: Rees Odhiambo of the Seattle Seahawks recently took the Oath of Allegiance to become a #newUSCitizen. #meetus #seattle #gohawks Posted August 9 507 likes</p>
2	<p>Marriage fraud is a serious crime. Every day, our Fraud Detection and National Security officers work to uphold the integrity of our immigration system. Posted August 1 37,000 reached 300 likes/reactions 50 shares</p>	<p>If you've been affected by the California wildfires, we may be able to help you on a case-by-case basis. Learn more: https://t.co/ln93PJ6kgr Tweeted August 15 43,000 impressions</p>	<p>The Citizenship Interview and Test +8,400 views (1,934,380 total views. Published November 2010)</p>	<p>Arturo said that he was so glad to be an American and be with his family. He was grateful for all the opportunities in America, and loved every part of the naturalization ceremony. His wife celebrated with him on this very special day. #Philippines #newUSCitizen #LA Posted August 21 472 likes</p>
3	<p>USCIS is updating its premium processing fee on Oct. 1 to account for inflation. Read more on our website. Posted August 31 35,700 reached 210 likes/reactions 50 shares</p>	<p>If you think you may have been a victim of an immigration scam, you can find help on our website. Start here: https://t.co/H57GKK2jxV Tweeted August 23 35,700 impressions</p>	<p>USCIS and the Legacy of Ellis Island Trailer +7,420 views (32,015 views, published April 2018)</p>	<p>Recently, our Denver field office held a ceremony at the Aurora Municipal Center in Aurora, CO. We welcomed 72 new U.S. citizens from 35 countries. @AuroraGov #newuscitizen #meetus Posted August 31 260 likes</p>
4	<p>You asked for more realistic and transparent data about case processing times.</p>	<p>Marriage fraud is a serious crime. Every day, our Fraud Detection and National Security officers</p>	<p>Promo – Civics Practice Test for the Naturalization Test +2,720 views</p>	<p>We have opened our doors in El Paso, TX and Albuquerque, NM with the grand opening of</p>



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

	Our new approach provides that. Posted August 20 33,000 reached 180 likes/reactions 30 shares	work to uphold the integrity of our immigration system. https://t.co/Qa5N8t4sCE Tweeted August 1 24,000 impressions	(58,475 views, published August 2016)	two new field offices. We held ribbon-cutting and naturalization ceremonies at both locations to celebrate the occasion. #uscis #grandopening #ElPaso #Albuquerque #newuscitizen Posted August 7 259 likes
5	Our processing times are now easier to understand and provide a more realistic date range. All you need to enter online is your form number, and the office processing your case. Posted August 13 31,000 reached 200 likes/reactions 30 shares	We revised our policy memorandum on unlawful presence based on public feedback received during the comment period. https://t.co/7DAWPZXSNI Tweeted August 10 18,400 impressions	Paying USCIS Immigration Fee +2,665 views (66,425 views, published)	These five women sit on a bench after arriving at Ellis Island around 1900. Between 1892 and 1924, more than 12 million immigrants passed through the Ellis Island immigration station on their way to the United States. Posted August 30 249 likes

E-Mail Outreach:

Total Number of Subscribers: 1,020,454 (+3,144)/Total Number of Subscriptions 3,041,458 (+12,829)

Average Number of Subscriptions per Subscriber: 3.0

	Most Popular Lists	Lists Most Subscriptions Gained	Lists Most Bulletins Sent (non-automated)
1	News Releases (298,687)	News Release (+4,386)	USCIS on Twitter (27)
2	Forms Updates (207,531)	Alerts (+3,079)	USCIS Intergovernmental Affairs Updates (7)
3	H-1B Cap Season (200,946)	Immigration Policy and Procedural Memoranda (+2,966)	Updates from the Public Engagement Division (7)
4	Federal Register Announcements (192,993)	Forms Update (+2,900)	Alerts (6)
5	Executive Actions on Immigration (149,514)	Citizenship (+2,429)	News Releases (4)

