



Online Communications Insights and Statistics

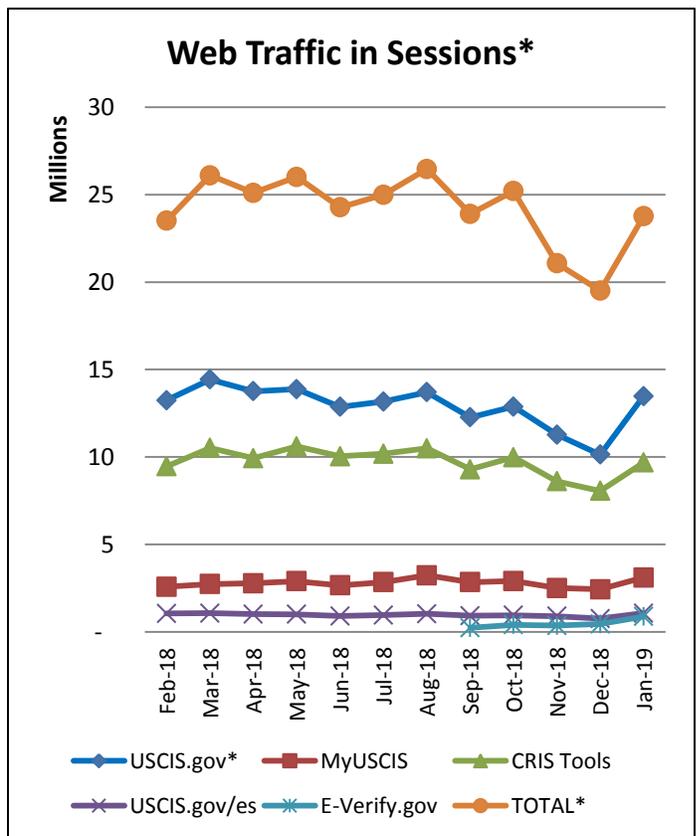
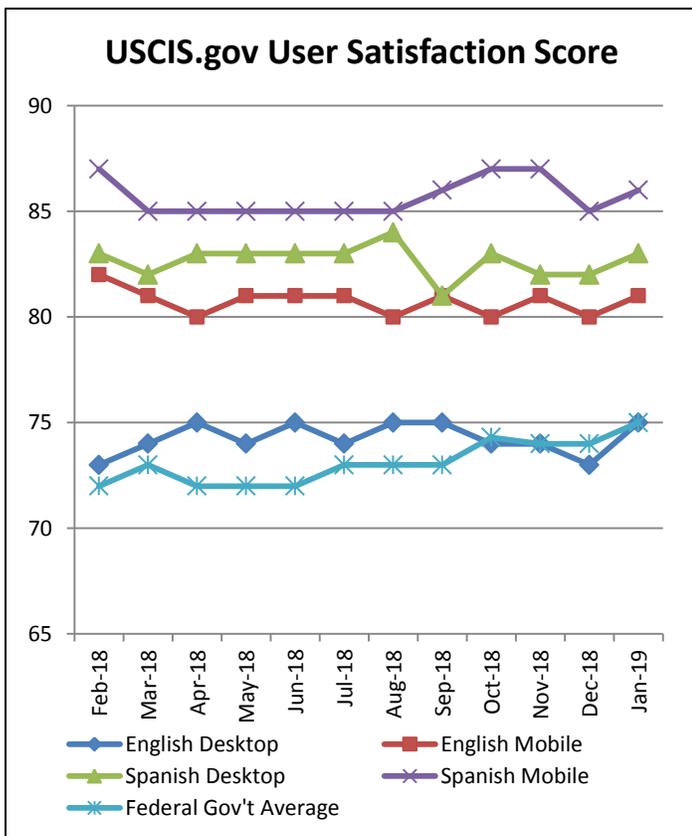
January 2019

Total Web Traffic – ALL PROPERTIES: 23,760,100 Sessions (or +21.8% from past month)

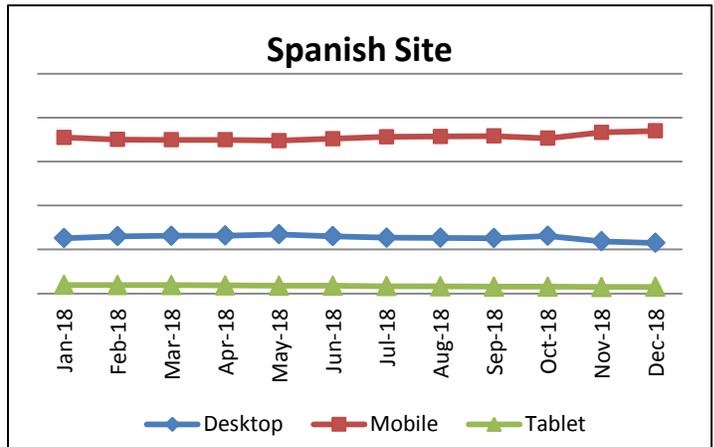
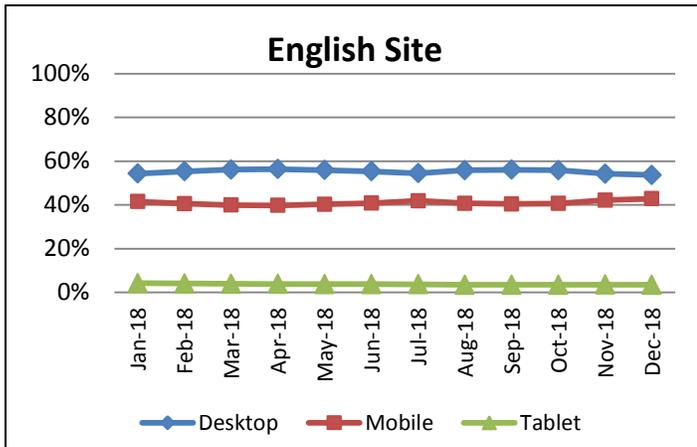
Facebook	Twitter	YouTube	Instagram	LinkedIn
552,200 total page likes lifetime (+3,700 past month)	156,400 followers (+5,600 past month)	3,547,700 total views - counting only active videos (+132,700 past month)	23,600 followers (+2,500 followers)	5,000 followers (+355)

Highlights:

- **Post-Holidays Traffic Increase:** Web traffic exhibited a normal seasonal jump in January following the usual dip during the holidays. This is a typical annual pattern.
- **Social Media Milestones:** Our Facebook page surpassed 550,000 page likes, our Twitter surpassed 150,000 followers and our LinkedIn reached 5,000 followers after being newly launched in 2018.



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	5,181,000 (+885,000)	5 (8) ↑	DACA Renewal 2019	9,527 (+4,280)
42 (45) ↑	What's New	612,000 (+425,000)	3 (5) ↑	DACA	10,610 (+3,899)
4 (3) ↓	USCIS Account – Home Page (MyUSCIS)	1,638,000 (+330,000)	41 (18) ↓	Poverty Guidelines 2018	504 (-2,763)
5 (4) ↓	Forms	1,356,000 (+310,000)	4 (3) ↓	I-765	9,415 (+2,487)
35 (35)	Employment Eligibility Verification	481,000 (+173,000)	9 (13) ↑	I-90	6,537 (+2,410)

Facebook	Twitter	YouTube	Instagram
<i>Most People Reached</i>	<i>Most Impressions</i>	<i>Most Viewed</i>	<i>Most Liked/Viewed</i>
Post on Civic Test Answer Updates. Posted January 4 78,900 reached 660 likes/reactions 256 shares	Civics test question 20: Who is one of your state's U.S. Senators now? Posted January 11 46,170 impressions	Promo – Civics Practice Test for the Naturalization Test +29,000 views	Yasser Country of Birth: Nicaragua Occupation: Forklift Driver Length of time in the U.S.: 12 years Posted January 22



		(146,700 views, published October 2016)	833 likes
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E-Mail Outreach:			
Total Number of Subscribers: 1,249,772 (+52,191)/Total Number of Subscriptions 4,193,377 (+1,050,755)			
Average Number of Subscriptions per Subscriber: 3.4			
	<i>Most Popular Lists</i>	<i>Lists Most Subscriptions Gained</i>	<i>Lists Most Bulletins Sent (non-automated)</i>
1	News Releases (317,580)	Immigration Policy and Procedural Memoranda (+13,271)	USCIS on Twitter (25)
2	Forms Updates (222,097)	News Release (+12,180)	USCIS Intergovernmental Affairs Updates (7)
3	H-1B Cap Season (207,370)	Alerts (+10,923)	Updates from the Public Engagement Division (7)
4	Federal Register Announcements (205,996)	Forms Update (+10,437)	News Releases (4)
5	Executive Actions on Immigration (151,880)	Citizenship (+10,369)	System Outages (4)

