



## Online Communications Insights and Statistics

October 2018

**English Website: 12,872,000 Total Sessions (1,365,000 or +11.9% from past month)**

**Spanish Website: 947,000 Total Sessions (+2,000 or +0.2% from past month)**

<b>Facebook</b> 544,350 total page likes lifetime (+2,650 past month)	<b>Twitter</b> 144,550 followers (+3,050 past month)	<b>YouTube</b> 3,065,240 total views - counting only active videos (-80,960 past month - this decline is due to the removal of outdated E-Verify videos from the channel)	<b>Instagram</b> 17,700 followers	<b>LinkedIn</b> 4,135 followers
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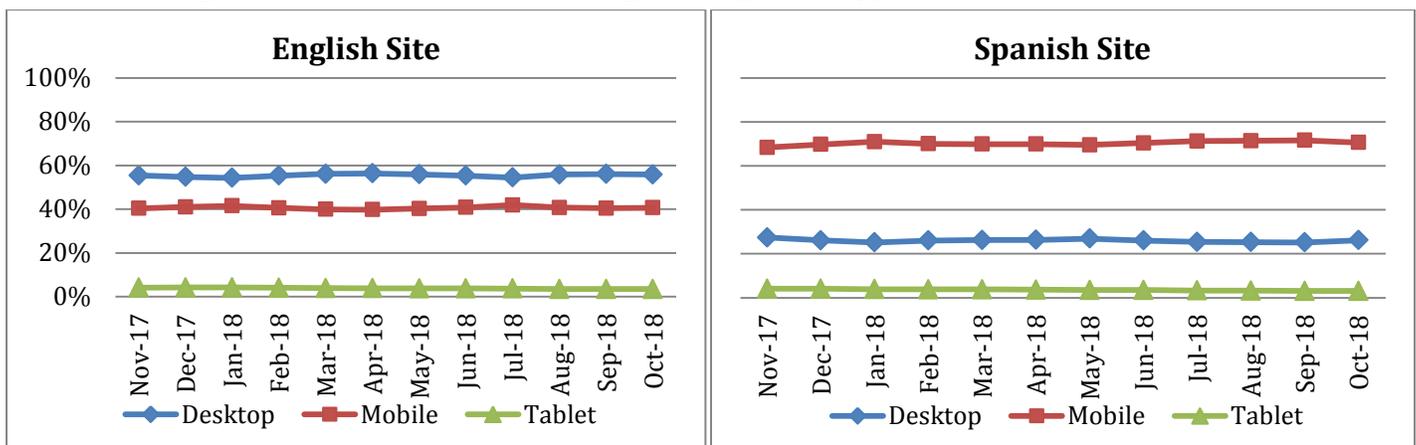
### Highlights:

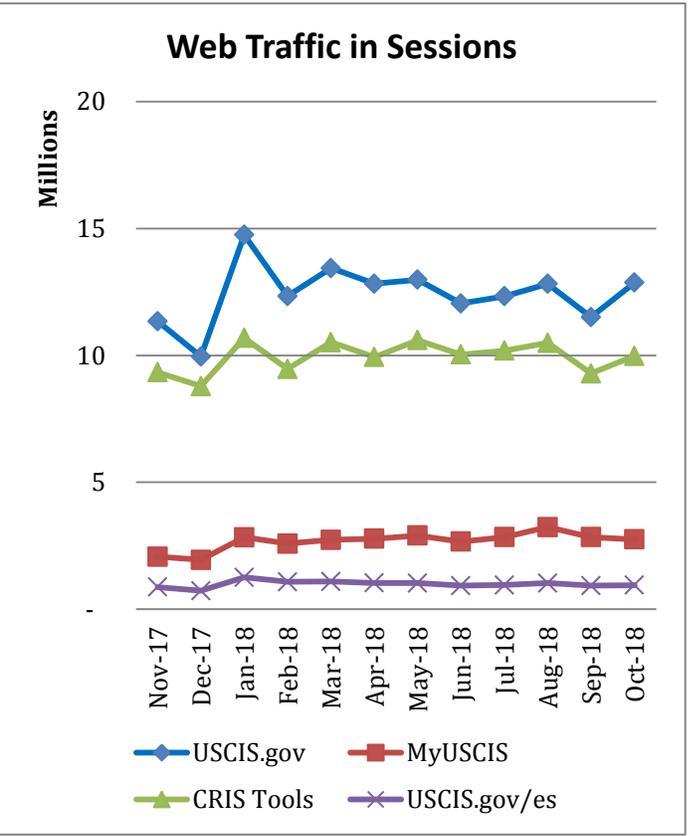
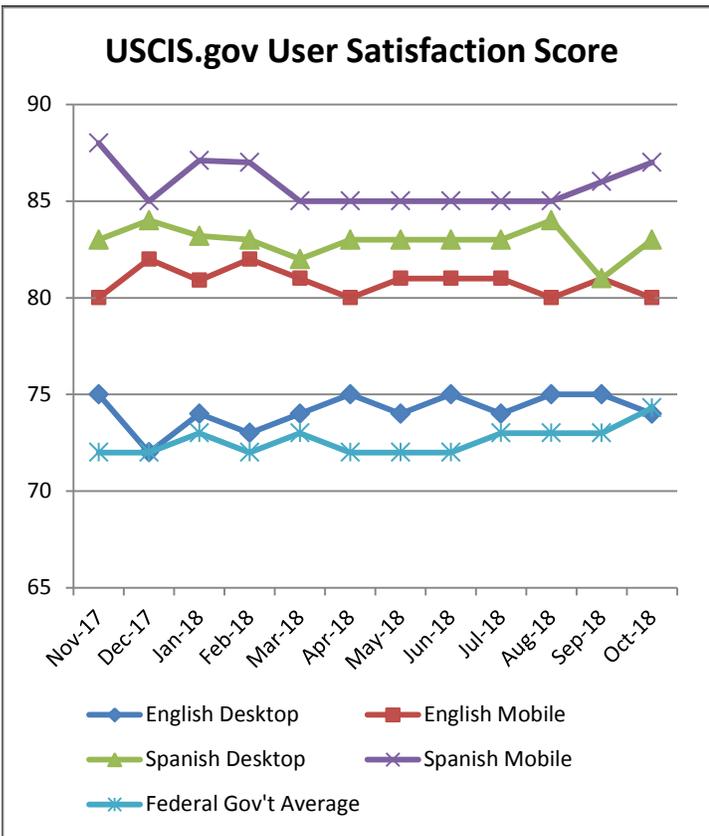
- **New LinkedIn Account:** We officially launched our [new USCIS LinkedIn account](#), and it already has over 4,000 followers.
- **Spike in Civics Videos on YouTube following Citizenship Day Efforts:** Following promotion on our website, Facebook and Twitter accounts for Citizenship Day, traffic to videos on our "[Civics Questions](#)" playlist on YouTube rose dramatically. For example, the flagship video of the playlist, "[Promo - Civics Practice Test for the Naturalization Test](#)", is now receiving over 6,000 views weekly, up from around 500 views weekly before the promotion.

### Web Satisfaction Scores: October 2018

	USCIS.gov	USCIS.gov Spanish	Federal Average	Private Sector Average
<b>Mobile</b>	80	87	78	75
<b>Desktop</b>	74	83	74	65

### USCIS.gov Website Visitors: Percentages using desktop, mobile and tablets over time





#### Largest Traffic Change: Web Pages (Top 100)

Rank (Last Month)	Pages	Page views (Change)
3 (5) ↑	Your Field Office Dates	1,472,000 (+376,047)
6 (6)	Schedule an Appointment	1,221,000 (+215,938)
7 (7)	Acceptable Documents	740,000 (+154,983)
4 (3) ↑	Forms	1,374,000 (+129,570)
43 (59) ↑	USCIS Contact Center	246,000 (+104,961)

#### Largest Change: Search (Top 100)

Rank (Last Month)	Terms	Number of Queries (Change)
1 (1)	infopass shedule an appointment	13,704 (+3,905)
2 (2)	i-130	9,586 (+1,745)
3 (4) ↑	i-765	9,506 (+2,196)
4 (3) ↓	daca	8,760 (+1,419)
5 (5)	case status check online	7,526 (+1,385)



**Social Media – Top Posts Past Month**

	<b>Facebook</b>	<b>Twitter</b>	<b>YouTube</b>	<b>Instagram</b>
<b>Top 5</b>	<i>Most People Reached</i>	<i>Most Impressions</i>	<i>Most Viewed</i>	<i>Most Liked/Viewed</i>
<b>1</b>	<p>We've begun implementing the June 28 Notice to Appear (NTA) Policy Memorandum. Read more about how this will affect status-impacting applications. <a href="#">Posted October 1</a> 55,125 reached 330 likes/reactions 81 shares</p>	<p>In partnership with @StateDept, @DHS is co-hosting the Security and Prosperity Summit to help our Central American partners improve regional #security. #CentAm2018 <a href="#">Posted October 12</a> 39,770 impressions</p>	<p><a href="#">Promo – Civics Practice Test for the Naturalization Test</a> +24,695 views (63,405 views, published October 2016)</p>	<p>Post on Malin Akerman, new U.S. citizen originally from Sweden <a href="#">Posted October 24</a> 805 likes</p>
<b>2</b>	<p>Post on new U.S. Citizen Malin Akerman, originally from Sweden. <a href="#">Posted October 24</a> 52,085 reached 780 likes/reactions 49 shares</p>	<p>Follow @SpoxUSCIS for additional news, perspective &amp; insights. This channel features regular updates on the agency's efforts to uphold the integrity of our laws and #immigration system, while protecting the homeland, the American people &amp; our values. <a href="#">Posted October 15</a> 30,775 impressions</p>	<p><a href="#">What is the supreme law of the land?</a> +16,840 views (68,000 views, published June 2016)</p>	<p>Being in the spotlight is an everyday occurrence for Telemundo star David Chocarro. Today, he and his wife Carolina were in a different spotlight as they took the Oath of Allegiance and became new U.S. citizens. #newUSCitizen #DavidChocarro #FamiliaChocarro #TelemundoCenter #Hialeah #Florida @DavidChocarro @CaroLaursen <a href="#">Posted October 12</a> 756 likes</p>
<b>3</b>	<p>FEMA will be conducting a nationwide test of the Emergency Alert System and Wireless Emergency Alerts at 2:18 p.m. on Wed., Oct. 3. This test will make a loud tone and display a message on the screen of your mobile phone. Don't be alarmed. This is only a test. For more info: <a href="#">Posted October 2</a> 49,500 reached</p>	<p>We've partnered with @ICEgov, @FTC and @TheJusticeDept to combat fraud and bring you the latest tips to #AvoidScams. <a href="https://t.co/H57GKK2jxV">https://t.co/H57GKK2jxV</a> <a href="#">Posted October 2</a> 22,150 impressions</p>	<p><a href="#">What does the Constitution do?</a> +15,780 views (+53,080 views, published June 2016)</p>	<p>Mother Teresa is one of only 8 people to have ever been granted honorary U.S. citizenship. Congress passed a joint resolution confirming her citizenship in 1996, crediting her work with children and the poor. Other honorary citizens include the Marquis de Lafayette and Winston Churchill. @LibraryCongress #History #USCIShistory #Citizenship #USCIS</p>



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

	200 likes/reactions 143 shares			#ThrowbackThursday #tbt <a href="#">Posted October 18</a> 663 likes
<b>4</b>	Identifying and stopping fraud is important to us. Read about how we helped bring a marriage fraud ring in Texas to justice. <a href="#">Posted October 19</a> 37,370 reached 350 likes/reactions 46 shares	Our partnerships with @ICEgov, @FTC and @TheJusticeDept help us provide you with the latest tips to #AvoidScams. Here is what you need to know: <a href="https://t.co/16KzXly1kl">https://t.co/16KzXly1kl</a> <a href="#">Posted October 31</a> 18,300 impressions	<a href="#">The Citizenship Interview and Test</a> +15,290 views (1,942,980 total views. Published November 2010)	Musibau was inspired to immigrate to the United States. “There is so much opportunity in America. I knew I could be anything I wanted.” After moving to Texas, Musibau became a correctional officer and is currently working on a degree in information technology. <a href="#">Posted October 1</a> 371 likes
<b>5</b>	We will now administer the English reading and writing portion of the naturalization test using digital technology. <a href="#">Posted October 3</a> 36,000 reached 220 likes/reactions 73 shares	Agency staff and adjudicators are processing more applications than we have in recent years. We’re on our way to breaking a five year record. <a href="https://t.co/qcO6okaKtY">https://t.co/qcO6okaKtY</a> <a href="#">Posted October 9</a> 18,220 impressions	<a href="#">The idea of self-government is in the first three words of the Constitution. What are these words?</a> +14,300 views (56,260 views, published June 2016)	Elke met Al in Frankfurt, Germany, when he was stationed there with the U.S. Air Force. They married, and her first trip to the U.S. was in 1969 to meet his parents. With two children living in the U.S. and one in Germany, she is very connected to both countries, but calls the United States home. After 22 years in the U.S., Elke became a U.S. citizen as her husband, children and grandchildren watched. Her neighbors in the cul-de-sac where she lives threw a big party for her. “I feel like I finally belong here.” #newUSCitizen #MeetUS #Germany#USCIS <a href="#">Posted October 29</a> 248 views

**E-Mail Outreach:**

**Total Number of Subscribers: 1,150,503 (+41,492)/Total Number of Subscriptions 3,081,381 (-3,192)**

Average Number of Subscriptions per Subscriber: 2.7

	<b>Most Popular Lists</b>	<b>Lists Most Subscriptions Gained</b>	<b>Lists Most Bulletins Sent (non-automated)</b>
<b>1</b>	News Releases (304,269)	News Release (+4,253)	USCIS on Twitter (26)
<b>2</b>	Forms Updates (210,854)	Alerts (+3,018)	Alerts (11)



## U.S. Citizenship and Immigration Services

<b>3</b>	H-1B Cap Season (202,049)	Immigration Policy and Procedural Memoranda (+2,948)	USCIS Intergovernmental Affairs Updates (11)
<b>4</b>	Federal Register Announcements (195,547)	Forms Update (+2,905)	Updates from the Public Engagement Division (11)
<b>5</b>	Executive Actions on Immigration (151,684)	Citizenship (+2,588)	Federal Register Announcements (3)

