



Online Communications Insights and Statistics

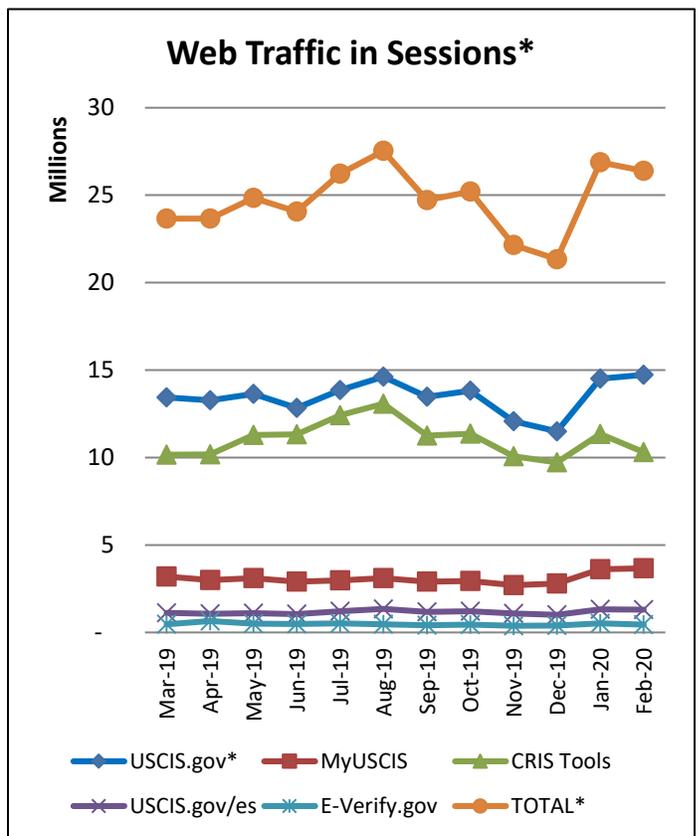
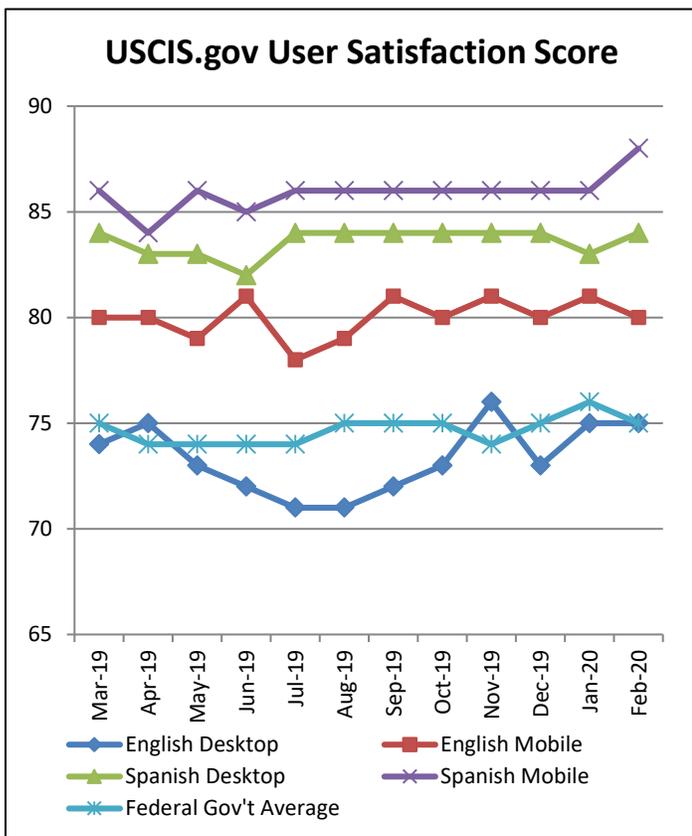
February 2020

Total Web Traffic – ALL PROPERTIES: 26,397,000 Sessions (-1.8% from past month)

Facebook 598,230 followers (now tracking followers, +2,530 over past month)	Twitter 191,800 followers	YouTube 20,331,970 total views – now counting both active and inactive videos (+1,049,670 past month)	Instagram 46,780 followers (+1,450 followers)	LinkedIn 12,200 followers
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Highlights:

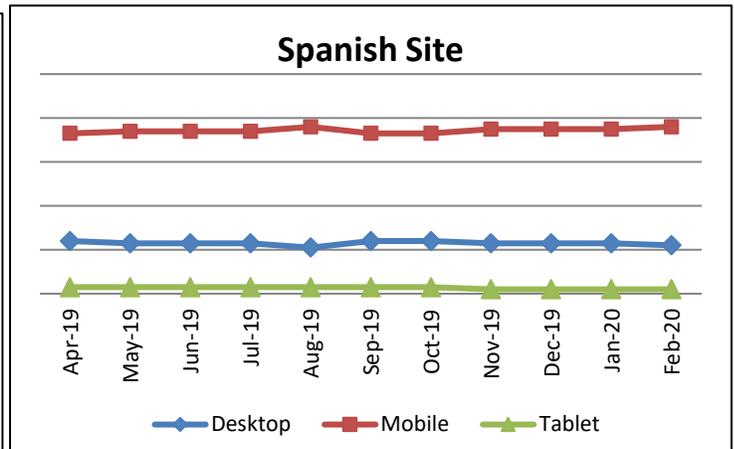
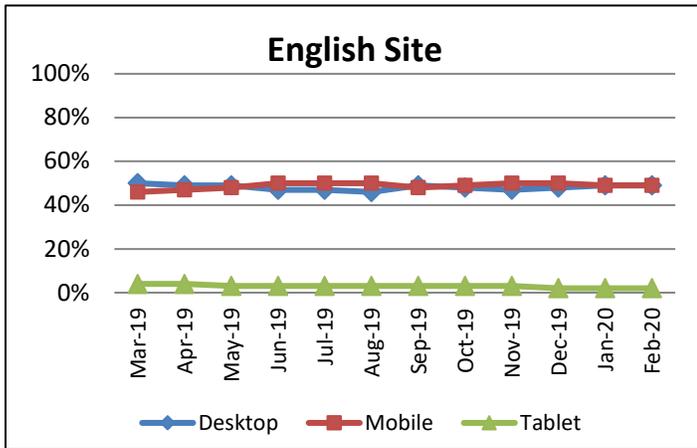
- YouTube Registers over 1 Million Views in February:** The USCIS YouTube channel registered over 1 million views in a single month, with nearly 74,000 views on leap year day February 29 putting the channel over the million mark. A major driver was a [new video on the H-1B registrant registration process](#).



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)
3 (3)	USCIS myUSCIS Home Page	1,969,000 (+462,499)	25 (465) ↑	i-944	3,673 (+3,348)
55 (55)	Renew a Green Card USCIS	0 (-165,260)	3 (4) ↑	i-864	10,064 (+2,735)
6 (6)	I-9, Employment Eligibility Verification USCIS	928,000 (+412,119)	2 (3) ↑	i-485	10,406 (+2,539)
1 (1)	Homepage USCIS	4,941,000 (+392,362)	41 (14) ↓	tps el salvador extension 2021	2,570 (-2,489)
4 (3) ↓	Forms USCIS	1,381,000 (+299,265)	30 (96) ↑	public charge	3,263 (+1,936)

Facebook	Twitter	YouTube	Instagram
<i>Most People Reached</i>	<i>Most Impressions</i>	<i>Most Viewed</i>	<i>Most Liked/Viewed</i>
Post with video on Public Charge Posted February 24 100,000 reached 475 likes/reactions 390 shares	Post with Video on Public Charge Posted February 24 83,000 impressions	H-1B Electronic Registration Process: Registrants +70,430 views 70,430 views total (Posted February 21, 2020)	Post on naturalization on Valentines Day Posted February 14 1,208 likes



E-Mail Outreach:			
Total Number of Subscribers: 1,757,090 (+86,343)/Total Number of Subscriptions 5,053,853 (+162,604)			
Average Number of Subscriptions per Subscriber: 2.9			
	<i>Most Popular Lists</i>	<i>Lists Most Subscriptions Gained</i>	<i>Lists Most Bulletins Sent (non-automated)</i>
1	News Releases (332,418)	News Releases (+23,293)	USCIS on Twitter (20)
2	Forms Updates (234,833)	Alerts (+22,538)	USCIS Intergovernmental Affairs Updates (11)
3	Federal Register Announcements (213,238)	Forms Updates (+22,469)	Updates from the Public Engagement Division (11)
4	H-1B Cap Season (202,940)	Immigration Policy (+22,428)	Alerts (10)
5	Alerts (177,069)	Citizenship (+22,009)	Forms Updates (4)

