



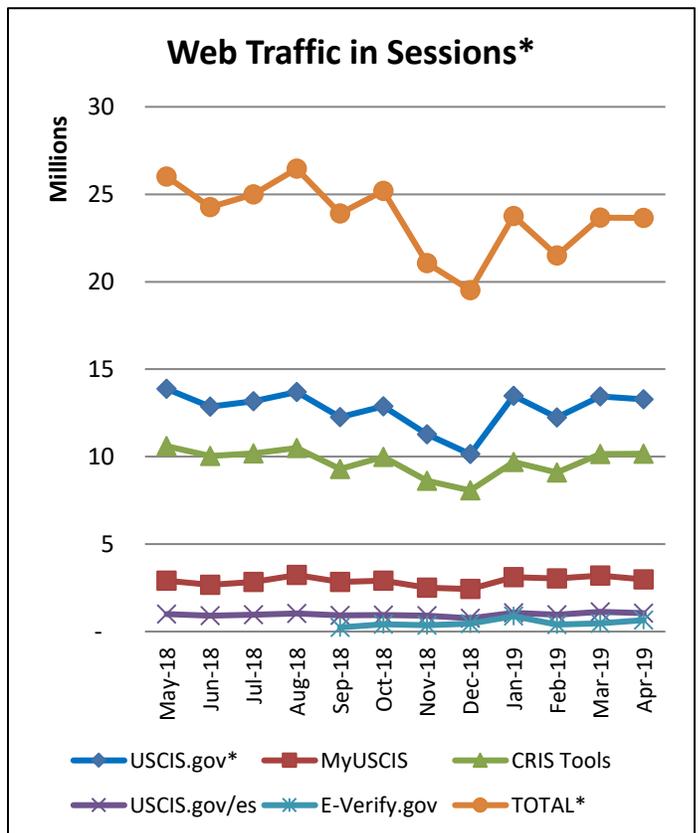
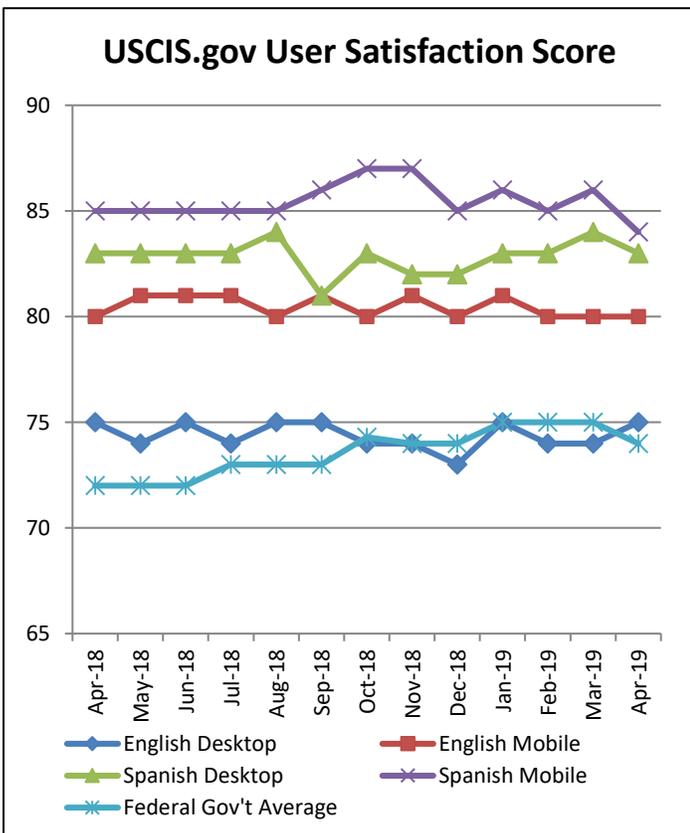
Online Communications Insights and Statistics

April 2019

Total Web Traffic ALL PROPERTIES: 23,650,000 Sessions (or no change from past month)				
Facebook 560,385 total page likes lifetime (+3,385 past month)	Twitter 164,650 followers (+3,150 past month)	YouTube 11,900,000 total views – now counting both active and inactive videos (+900,000 past month)	Instagram 28,000 followers (+1,600 followers)	LinkedIn 6,200 followers (+500)

Highlights:

- **Web traffic remains steady versus March:** Web traffic remained constant versus the past month.
- **Desktop users now less than half of overall users on USCIS.gov:** The percentage of desktop users on our English website (uscis.gov) has gone below the 50% mark for the first time since we began measuring it. It now stands at just under 49% - with mobile users making up 47% - with the trend being that mobile will overtake desktop within the next year.

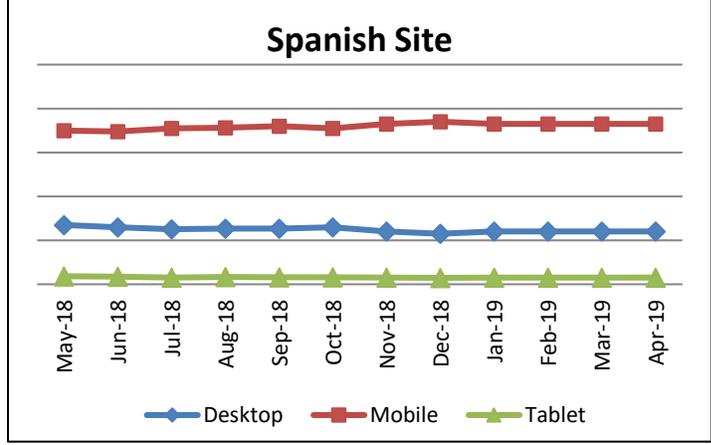
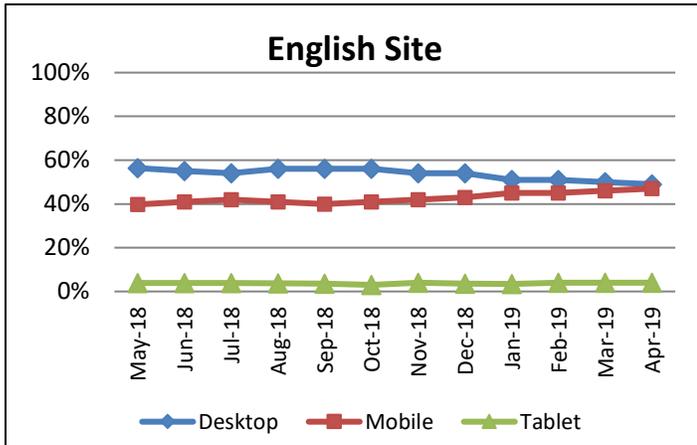


Web Traffic in Sessions*: The total sessions and users shown at the top of the “Web Traffic in Sessions” graph for all USCIS properties represents how many sessions there were to either the USCIS.gov website, E-Verify.gov (tracking for E-Verify.gov began in Sept. 2018), myUSCIS (authenticated and unauthenticated 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)
26 (6) ↓	myUSCIS - Your Field Office Dates	393,000 (-376,000)	99 (5) ↓	daca renewal 2019	9,095 (-6,713)
5 (4) ↓	myUSCIS - Schedule an Appointment	746,000 (-266,000)	6 (1777) ↑	daca renewal 2019 forms	6,105 (+5,987)
13 (7) ↓	myUSCIS – Find a Domestic Field Office	469,000 (-250,000)	32 (14) ↓	tps	7,163 (+2,469)
9 (41) ↑	Home	501,000 (+199,000)	18 (72) ↑	check status of my case	5,546 (+2,148)
3 (3)	Forms USCIS	1,340,000 (-135,000)	3 (3)	daca	7,201 (-1,682)

Facebook	Twitter	YouTube	Instagram
<i>Most People Reached</i>	<i>Most Impressions</i>	<i>Most Viewed</i>	<i>Most Liked/Viewed</i>
Post on Naturalization requirements Posted April 19	We've partnered with @ICEgov, @FTC and @TheJusticeDept to combat	Promo – Civics Practice Test for the	Post on new citizen named Ali who is an engineer originally from Iraq and became a citizen at Mount Vernon.



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

43,700 reached 480 likes/reactions 85 shares	fraud and bring you the latest tips to #AvoidScams. Posted April 8 77,460 impressions	Naturalization Test +29,000 views (287,000 views, published October 2016)	Posted April 5 643 likes
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E-Mail Outreach:			
Total Number of Subscribers: 1,373,524 (+43,604)/Total Number of Subscriptions 4,365,774 (+70,768)			
Average Number of Subscriptions per Subscriber: 3.2			
	<i>Most Popular Lists</i>	<i>Lists Most Subscriptions Gained</i>	<i>Lists Most Bulletins Sent (non-automated)</i>
1	News Releases (325,370)	H-1B Cap Season	USCIS on Twitter (26)
2	Forms Updates (226,517)	News Release (+4,265)	USCIS Intergovernmental Affairs Updates (9)
3	H-1B Cap Season (212,735)	Alerts (+3,169)	Updates from the Public Engagement Division (9)
4	Federal Register Announcements (209,004)	Forms Update (+2,977)	Alerts (7)
5	Alerts (156,199)	Immigration Policy and Procedural Memoranda (+2,843)	Forms Register Announcements (5)

