



Online Communications Insights and Statistics

August 2017

English Website: 12,972,000 Total Sessions (+630,000 or +5.10% from past month)

Spanish Website: 977,000 Total Sessions (+59,000 or +6.33% from past month)

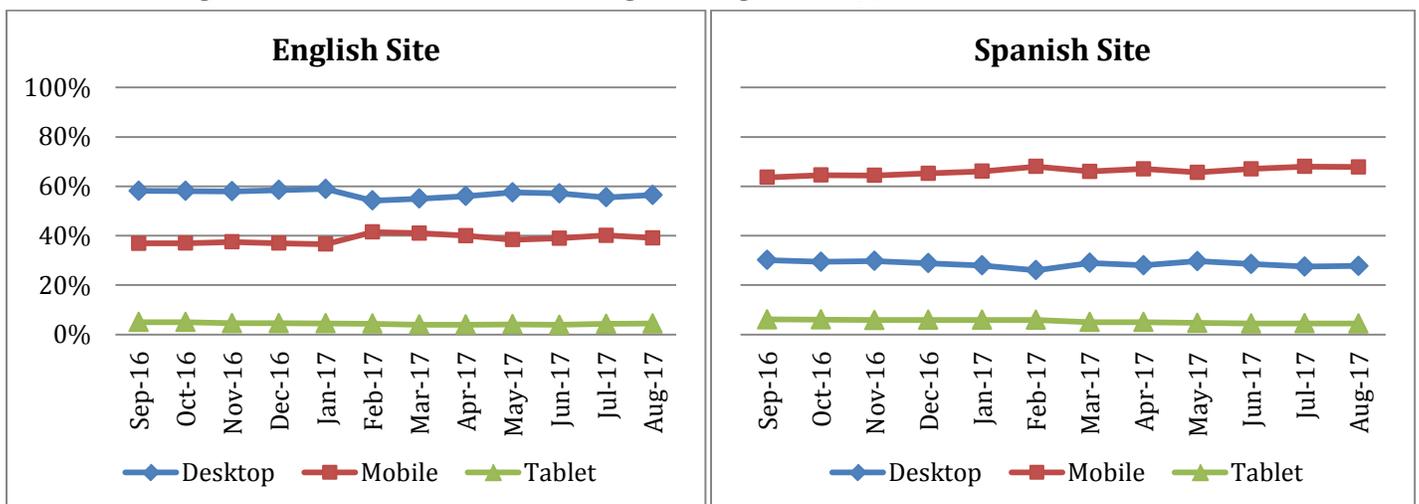
English	Facebook 506,690 total page likes lifetime (+3,190 past month)	Twitter 105,540 followers (+3,120 past month)	YouTube 2,602,230 total views (we are now only counting active videos, (+22,230 past month)	Instagram 7,190 followers (+590)
Spanish:	71,755 total page likes lifetime (+735 past month)	13,510 followers (+380 past month)	(USCIS does not have a Spanish YouTube channel at present)	1,665 followers (+65)

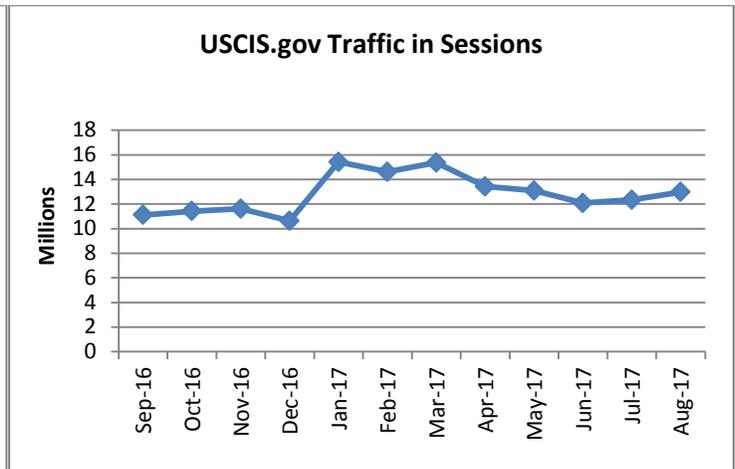
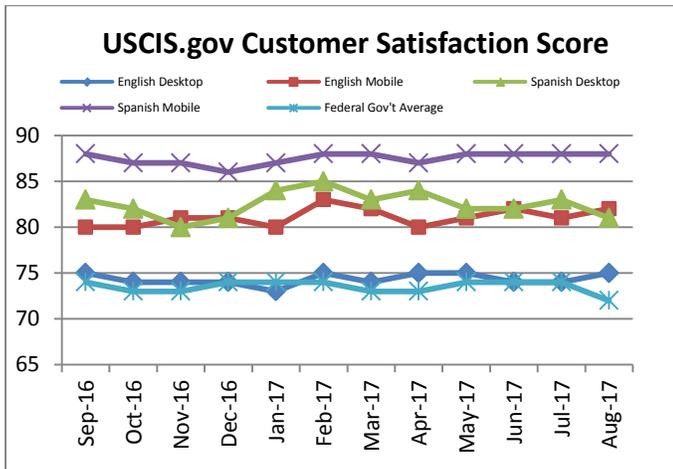
Highlights:

- **Web Traffic Increases 5%:** Our site traffic increased 5% over July, but mainly because July was the bottom of decrease in traffic. Traffic is now trending up and should continue to do so in September.
- **USCIS Site Satisfaction Scores Remain Well Above the Federal Average:** Our August satisfaction scores for both our English and Spanish sites – whether desktop or mobile users – continued to soar above the average for federal sites.

	USCIS.gov	USCIS.gov Spanish	Federal Average	Private Sector Average
Mobile	81	88	77	76
Desktop	75	84	74	67

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)
2 (2)	Find a Field Office	1,481,000 (+238,820)	1 (1)	Processing Times	23,321 (+2,446)
4 (4)	Schedule an Appointment	1,255,000 (+179,640)	9 (12) ↑	infopass schedule an appointment	6,227 (+1,174)
1 (1)	Homepage	6,008,000 (+176,620)	5 (6) ↓	i-485	8,583 (+911)
5 (5)	Your Field Office Dates	1,084,000 (+157,495)	11 (11)	change of address online	6,007 (898)
10 (11) ↑	Acceptable Documents	460,000 (+81,637)	77 (40) ↓	Visa bulletin august 2017	1,471 (-880)



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	Post on naturalization of 103 year old woman from Cambodia Posted August 22 87,700 people reached 1,100 likes/reactions 80 shares	Preparing for the Naturalization Test: A Pocket Study Guide is now available in Spanish! https://t.co/7joOo5SS7A https://t.co/5sSUkjQyCg Tweeted August 8 22,210 impressions	The Citizenship Interview and Test +9,015 views (1,951,115 total views. Published November 2010)	Repost from @chaufasaurusrex using @RepostRegramApp - You are an American now!!! us Congrats little one Posted August 23 1,400 views
2	Green Card Processes and Procedures Post Posted August 4 87,200 people reached 830 likes/reactions 160 shares	Today is the deadline to apply for the Citizenship and Assimilation Grant Program. Don't miss out! https://t.co/0oiKzUa8J8 Tweeted August 6 12,000 impressions	Promo – Civics Practice Test for the Naturalization Test +2,190 views (41,990 total views, published June 2016)	Congratulations! Repost from @ayapapaya08 using @RepostRegramApp - You know that's right. 😊😊😊 #newUScitizena Posted August 15 1,090 views
3	USCIS Immigrant Fee post Posted August 10 41,500 people reached 355 likes/reactions 55 shares	We are now accepting applications for the Citizenship and Assimilation Grant Program! Learn more at https://t.co/0oiKzUa8J8 Tweeted August 1 11,985 impressions	Paying USCIS Immigrant Fee +1,550 views (42,465 total views, published September 2014)	Repost from @alexstylenow using @RepostRegramApp - #newuscitizen I always felt within my heart that America is HOME TO ME. Now it's official!! Thank you America Posted August 9 220 likes
4	Post on myUSCIS Posted August 7 40,800 people reached 375 likes/reactions 50 shares	Some offices in Texas are closed due to #HurricaneHarvey. Check our list of office closings before your appointment. https://t.co/nAzwXbpaeU https://t.co/r8LqJHGBFn Tweeted August 27 10,685 impressions	A Day in the Life of a USCIS Field Operations Directorate Immigration Services Officer +1,140 views (3,540 total views, Published May 2017)	France-NYC and Baffour-Ghana-NYC - Though they are from different continents, Antoine and Baffour find that they have a lot in common - they have kids of similar ages, they live in the same building in Harlem...and they were scheduled for the same naturalization ceremony. Posted August 7 160 likes
5	File Form I-90 online Posted August 8 38,900 people reached 240 likes/reactions 45 shares	Do you have questions about U.S. citizenship? We have answers. https://t.co/L18luAckbg Tweeted August 28	Hello, I'm Emma. How may I help you? +1,025 views (8,855 total	Jose - Mexico – Texas - Jose moved to Texas 10 years ago and began working for Bonnie (pictured with him at his naturalization ceremony). They



		10,110 impressions	views, Published November 2016	became good friends, and she supported him through his naturalization process and gave him a patriotic tie as a gift. Posted August 2 155 likes
--	--	--------------------	--------------------------------	---

E-Mail Outreach:

Total Number of Subscribers: 904,898 (+4,353)/Total Number of Subscriptions 2,707,603 (+24,636)

Average Number of Subscriptions per Subscriber: 3.0

	Most Popular Lists	Lists Most Subscriptions Gained	Lists Most Bulletins Sent (non-automated)
1	News Releases (269,589)	News Releases (+4,172)	USCIS on Twitter (27)
2	E-Verify Updates (238,001)	Forms Updates (+3,646)	E-Verify on Twitter (16)
3	Forms Updates (188,801)	Alerts (+3,617)	Updates from the Public Engagement Division (10)
4	H-1B Cap Season (186,409)	Immigration Policy and Procedural Memoranda (+3,332)	E-Verify Updates (9)
5	Federal Register Announcements (181,195)	Citizenship (+3,194)	E-Verify Employer Agents (EEA) (9)

