



Online Communications Insights and Statistics

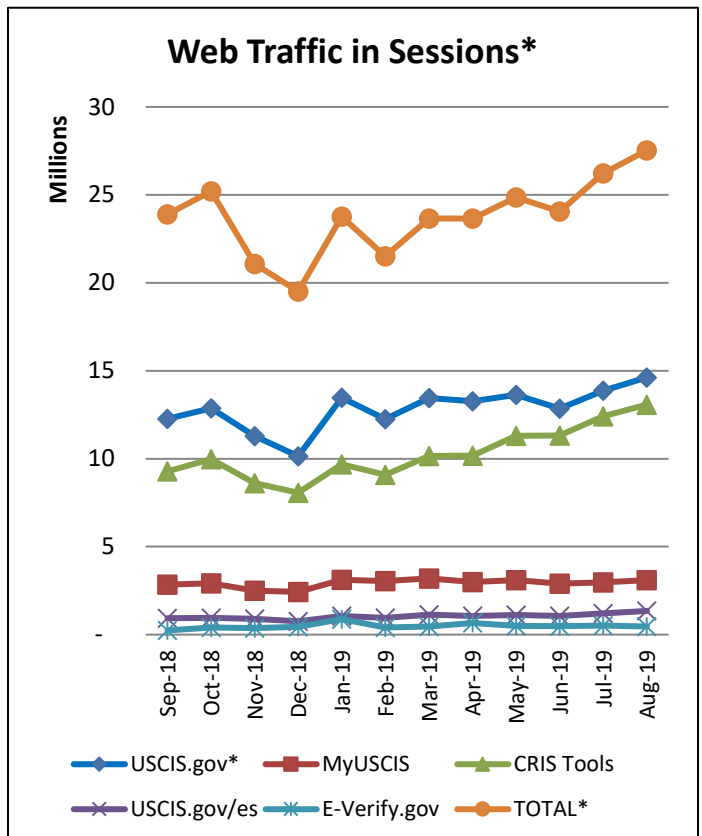
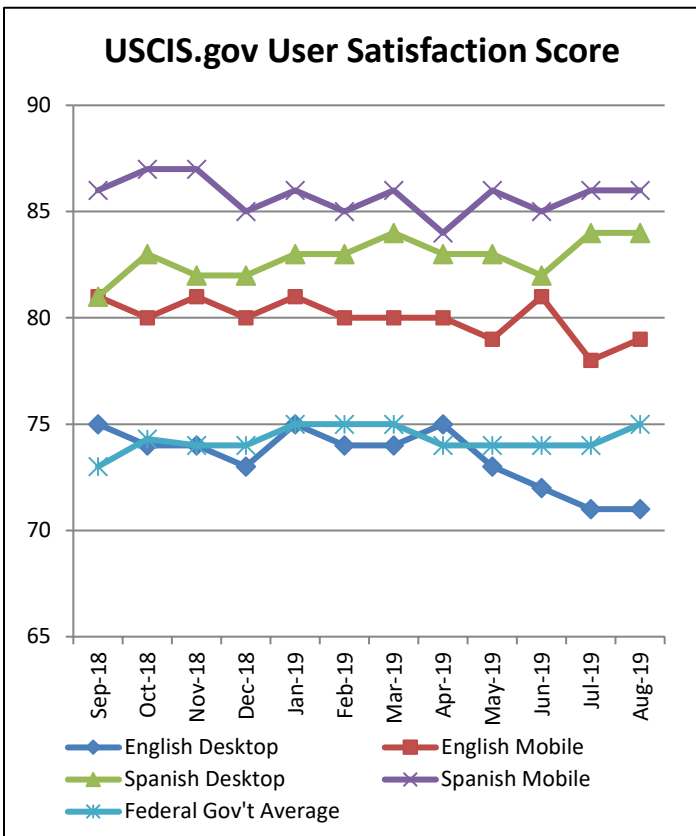
August 2019

Total Web Traffic – ALL PROPERTIES: 27,528,000 Sessions (+5.0% from past month)

| Facebook | Twitter | YouTube | Instagram | LinkedIn |
|---|---------------------------------------|---|-------------------------------------|------------------------|
| 578,300 total page likes lifetime (+5,800 past month) | 177,490 followers (+4,140 past month) | 15,172,500 total views – now counting both active and inactive videos (+535,000 past month) | 36,000 followers (+2,400 followers) | 7,900 followers (+700) |

Highlights:

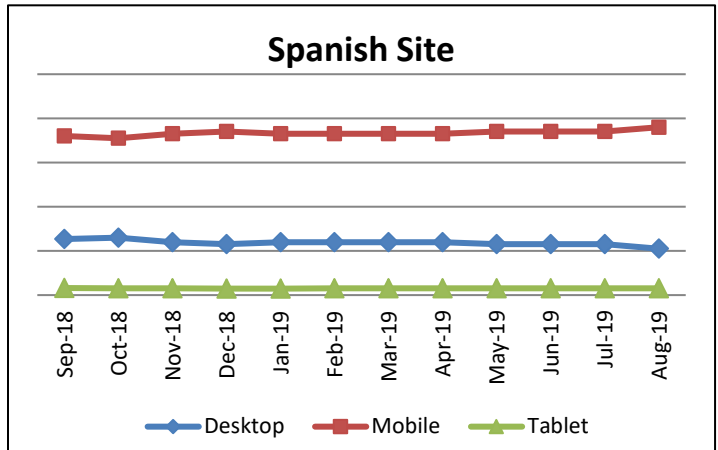
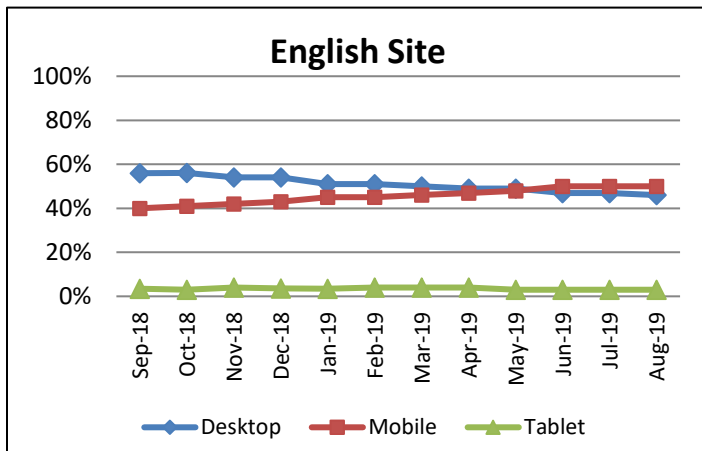
- Director’s Public Charge Video Tops on Instagram and Facebook:** Our August 12 [Facebook](#) and [Instagram](#) posts featuring the Director’s video had the highest reach and number of views respectively for August on our accounts.
- USCIS.gov Mobile Users Now a Majority on Both Sites:**
 - For the first time since we tracked it, the mobile audience on uscis.gov surpassed the 50% mark, reaching 50.45% for August.
 - On the Spanish site, mobile users comprised 76% of the audience, surpassing the three-quarters mark for the first time.





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) |
| 2 (2) | USCIS Account - Home Page | 2,421,000 (+245,000) | 3 (86) ↑ | tps el salvador extension 2020 | 8,891 (+7,410) |
| 96 (42) ↓ | myUSCIS - Find a Domestic Field Office | 96,000 (-195,000) | 17 (25) ↑ | tps | 4,285 (+1,231) |
| 4 (5) ↑ | Acceptable Documents USCIS | 873,000 (+170,000) | 85 (538) ↑ | tps syria | 1,434 (+1,159) |
| 7 (11) ↑ | I-9, Employment Eligibility Verification USCIS | 687,000 (+153,000) | 65 (32) ↓ | Asylum | 1,668 (-929) |
| 10 (14) ↑ | USCIS - Civics Practice Test Question 1 | 546,000 (+105,000) | 54 (125) ↑ | tps el salvador | 1,922 (+859) |



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

| Facebook | Twitter | YouTube | Instagram |
|---|--|--|--|
| <i>Most People Reached</i> | <i>Most Impressions</i> | <i>Most Viewed</i> | <i>Most Liked/Viewed</i> |
| Director’s Public Charge Video post Posted August 12 131,800 reached 525 likes/reactions 295 shares | Arranging or entering into sham marriages to get a Green Card is a crime. A Connecticut resident recently pled guilty to arranging numerous fraudulent marriages to obtain immigration benefits and now faces five years in prison. Read more: https://www.uscis.gov/news/news-releases/uscis-helps-detect-marriage-fraud-ring Posted August 21 148,630 impressions | Promo – Civics Practice Test for the Naturalization Test +25,800 views (394,120 views, published October 2016) | Director’s Public Charge Video post Posted August 12 7,340 Views |

| E-Mail Outreach: | | | |
|--|--|--|--|
| Total Number of Subscribers: 1,497,133 (+14,436)/Total Number of Subscriptions 4,652,286 (+170,800) | | | |
| Average Number of Subscriptions per Subscriber: 3.1 | | | |
| | <i>Most Popular Lists</i> | <i>Lists Most Subscriptions Gained</i> | <i>Lists Most Bulletins Sent (non-automated)</i> |
| 1 | News Releases (337,521) | News Release (+13,760) | USCIS on Twitter (23) |
| 2 | Forms Updates (238,156) | Alerts (+12,830) | USCIS Intergovernmental Affairs Updates (10) |
| 3 | Federal Register Announcements (218,908) | Forms Updates (+12,692) | Updates from the Public Engagement Division (10) |
| 4 | H-1B Cap Season (209,418) | Immigration Policy (+12,551) | News Release (5) |
| 5 | Alerts (172,113) | Citizenship (+12,322) | Alerts (5) |

