



## Online Communications Insights and Statistics

February 2018

**English Website: 12,335,000 Total Sessions (-2,418,000 or -16.4% from past month)**

**Spanish Website: 1,075,000 Total Sessions (-175,000 or -14% from past month)**

English	Facebook	Twitter	YouTube
	520,500 total page likes lifetime (+2,500 past month)	122,000 followers (+3,000 past month)	2,814,000 total views (we are now only counting active videos, +54,000 past month)

### Highlights:

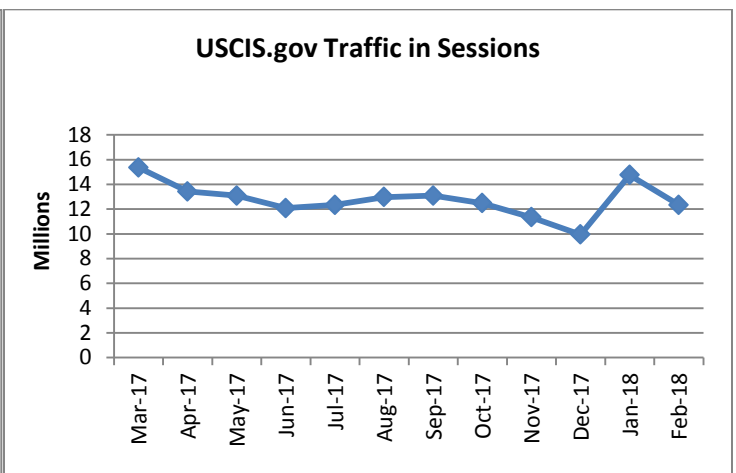
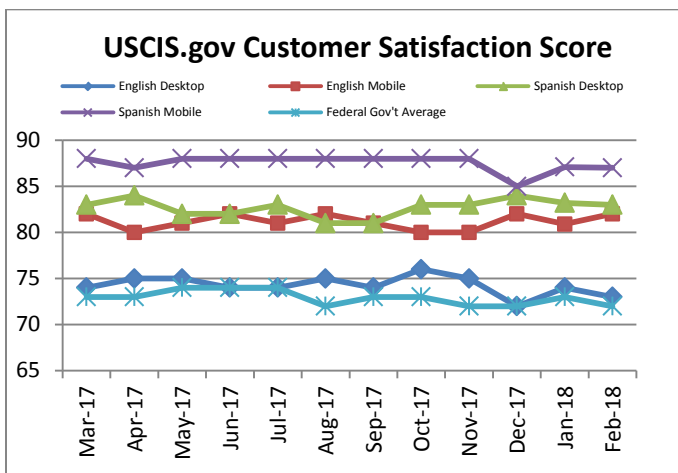
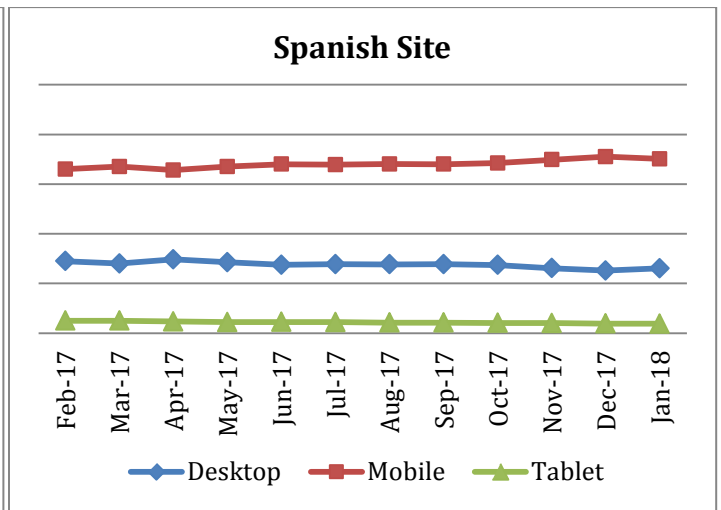
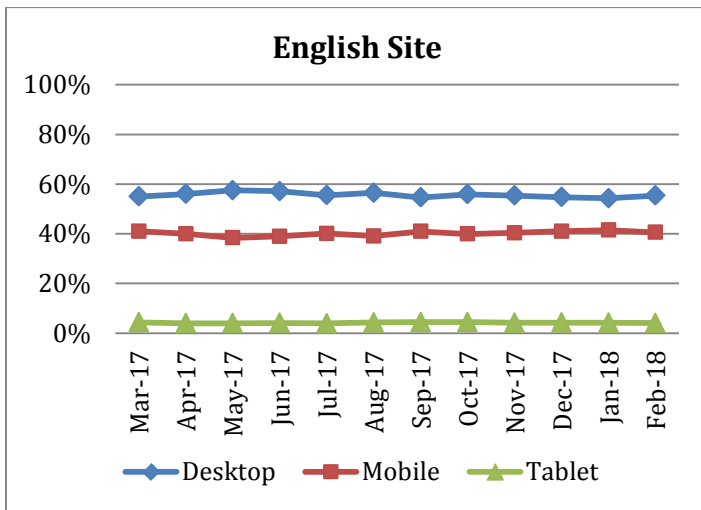
- Web Traffic Returns to 2017 Levels:** After a January with traffic driven up by news on DACA and TPS, February returned to traffic levels typical of 2017, with just over 12.3 million sessions for the month. This 16.4% drop versus January is not as pronounced as it appears when we account for the fact that January has 31 days and February only 28. If we correct for the discrepancy in number of days, the drop in traffic is less than 10%.
- Anti-Fraud Posts Dominate Social Media:** As we have shifted the focus of our social media to our government-wide anti-fraud efforts, this has also been reflected in our statistics. Most of our top [Twitter](#) and [Facebook](#) posts had to do with fighting fraud, particularly H-1B fraud.
- #EndFGM Campaign Resonates on Twitter:** Two of our [top](#) five [tweets](#) in February promoted the #EndFGM campaign, an effort to raise awareness on fighting female genital mutilation.

### Web Satisfaction Scores: February 2018

	USCIS.gov	USCIS.gov Spanish	Federal Average	Private Sector Average
<b>Mobile</b>	82	87	76	75
<b>Desktop</b>	73	83	72	71



**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)
1 (1)	Homepage	5,579,000 (-974,822)	3 (2) ↓	daca	12,328 (-14,042)
2 (2)	Find a Field Office	2,228,000 (-306,202)	19 (3) ↓	tps el salvador 2019	4,019 (-12,040)



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

4 (4)	Schedule an Appointment	1,668,000 (-259,026)	12 (4) ↓	tps	5,191 (-10,786)
96 (43) ↓	Deferred Action for Childhood Arrivals: Response to January 2018 Preliminary Injunction	87,000 (-209,595)	63 (10) ↓	tps el salvador	1,737 (-5,533)
5 (5)	Forms	1,173,000 (-171,208)	2 (1) ↓	processing times	23,289 (-4,343)

**Social Media – Top Posts Past Month**

	<b>Facebook</b>	<b>Twitter</b>	<b>YouTube</b>
<b>Top 5</b>	<i>Most People Reached</i>	<i>Most Impressions</i>	<i>Most Viewed</i>
<b>1</b>	Post on our cooperation with ICE and DOJ to combat immigration fraud <a href="#">Posted February 9</a> 81,500 people reached 420 likes/reactions 50 shares	Have you been a victim of an immigration services scam and need to find help? Here's where to start: <a href="https://t.co/A08ZA82FEa">https://t.co/A08ZA82FEa</a> <a href="https://t.co/IXQb3x1vZZ">https://t.co/IXQb3x1vZZ</a> <a href="#">Tweeted February 26</a> 33,330 impressions	<a href="#">The Citizenship Interview and Test</a> +11,470 views (2,003,660 total views. Published December 2010)
<b>2</b>	Post on Working in the U.S. <a href="#">Posted February 21</a> 76,400 people reached 755 likes/reactions 110 shares	Asylum applications have more than tripled in five years. We're taking action to reduce the case backlog and to identify potential fraud: <a href="https://t.co/0bWIXpYIgT">https://t.co/0bWIXpYIgT</a> <a href="https://t.co/9samm6eyPg">https://t.co/9samm6eyPg</a> <a href="#">Tweeted February 2</a> 27,225 impressions	<a href="#">USCIS Has Updated Form I-485</a> +9,755 views (57,075 total views, Published September 2017)
<b>3</b>	Post on combatting fraud and abuse in the H-1B program <a href="#">Posted February 5</a> 73,100 people reached 345 likes/reactions 60 shares	Join the global community to mark Feb. 6 as Zero Tolerance Day for Female Genital Mutilation. #EndFGM <a href="https://t.co/jmLxm5cvJk">https://t.co/jmLxm5cvJk</a> <a href="#">Tweeted February 6</a> 26,885 impressions	<a href="#">Promo – Civics Practice Test for the Naturalization Test</a> +3,890 views (57,500 total views, published June 2016)
<b>4</b>	Post on detecting and combatting H-1B visa fraud and abuse <a href="#">Posted February 1</a> 72,800 people reached 465 likes/reactions 40 shares	If you have undergone FGM/C, or believe you or someone else may be at risk, please call 1-800-4-A-CHILD (1-800-422-4453), or 1-800-994-9662 for help. <a href="https://t.co/WlhK03yPs3">https://t.co/WlhK03yPs3</a> #EndFGM	<a href="#">Paying USCIS Immigrant Fee</a> +1,910 views ( 51,910 total views, published September 2014)



		<a href="#">Tweeted February 6</a> 25,365 impressions	
<b>5</b>	Post on USCIS efforts to strengthen efforts to combat H-1B abuses <a href="#">Posted February 27</a> 65,400 people reached 350 likes/reactions 60 shares	Read the USCIS policy relating to H-1B beneficiaries who will be employed at one or more third-party worksites. <a href="https://t.co/GyPJ9I8Yq">https://t.co/GyPJ9I8Yq</a> <a href="#">Tweeted February 23</a> 25,090 impressions	<a href="#">Hello, I'm Emma. How may I help you?</a> +1,665 views (15,915 total views, published November 2016)

**E-Mail Outreach:**

**Total Number of Subscribers: 982,990 (+54,116)/Total Number of Subscriptions 2,883,430 (+76,495)**

Average Number of Subscriptions per Subscriber: 2.9

	<b>Most Popular Lists</b>	<b>Lists Most Subscriptions Gained</b>	<b>Lists Most Bulletins Sent (non-automated)</b>
<b>1</b>	News Releases (283,436)	SAVE Updates (+52,593)	USCIS on Twitter (23)
<b>2</b>	E-Verify Updates (232,587)	News Release (+4,495)	E-Verify on Twitter (19)
<b>3</b>	Forms Updates (199,049)	Immigration Policy and Procedural Memoranda (+3,3,93)	Updates from the Public Engagement Division (6)
<b>4</b>	H-1B Cap Season (189,742)	Forms Update (+3,328)	E-Verify Updates (5)
<b>5</b>	Federal Register Announcements (187,459)	Alerts (+3,297)	New E-Verify Webinars (5)

