



Online Communications Insights and Statistics

March 2018

English Website: 13,440,000 Total Sessions (+1,105,000 or +9% from past month)

Spanish Website: 1,089,000 Total Sessions (+14,000 or +1.3% from past month)

English	Facebook	Twitter	YouTube
	523,550 total page likes lifetime (+3,050 past month)	124,500 followers (+2,500 past month)	2,895,000 total views (we are now only counting active videos, +81,000 past month)

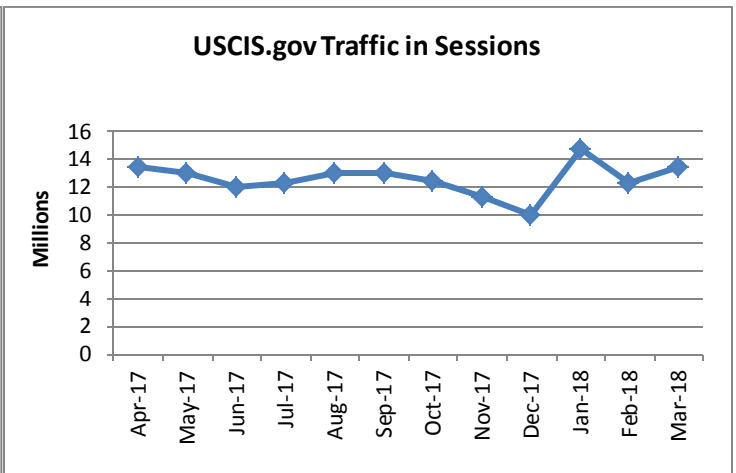
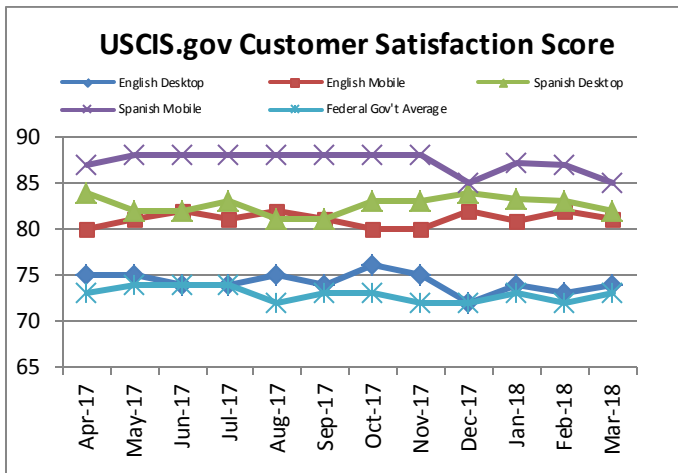
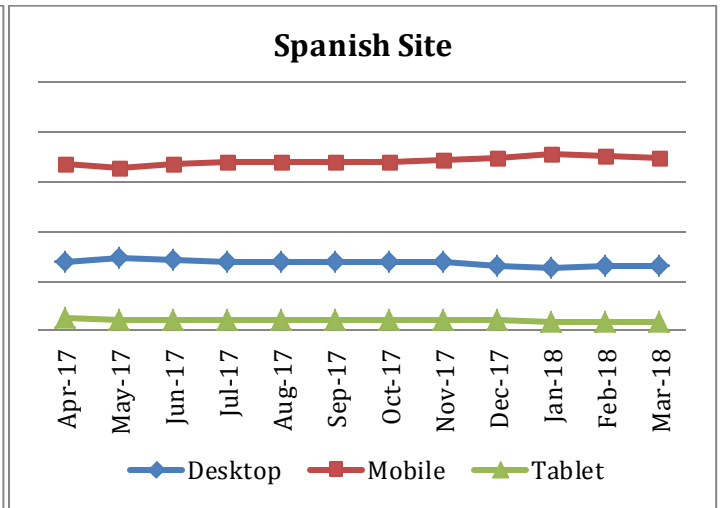
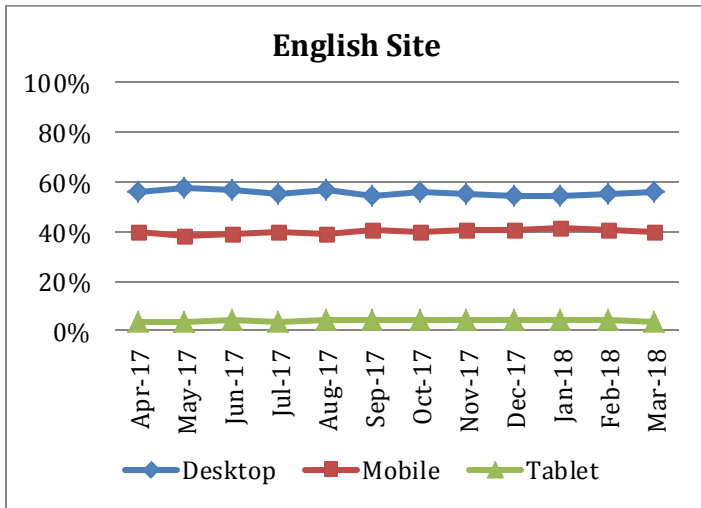
Highlights:

- **Web Traffic Stable:** Web traffic rose 9% over last month, but when the longer duration of March is taken into account, then daily traffic remained virtually unchanged.
- **Anti-Fraud Efforts Dominate Social Media:** Almost all of our most trafficked social media posts involved efforts to combat fraud. See the “Social Media” table below for additional details.

Web Satisfaction Scores: March 2018

	USCIS.gov	USCIS.gov Spanish	Federal Average	Private Sector Average
Mobile	81	85	76	75
Desktop	74	82	73	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	6,198,000 (+618,000)	2 (9) ↑	infopass schedule an appointment	17,698 (+5,882)
5 (6) ↑	USCISAccount - Home Page	1,301,000 (+475,000)	7 (34) ↑	appointment at local office	9,847 (+4,679)
3 (3)	Your Field Office Dates	1,951,000 (-231,000)	8 (19) ↑	check status of my case	10,914 (3,436)



8 (9) ↑	USCIS Account - USCIS - Account - Secure Messaging	616,000 (+127,000)	29 (134) ↑	make an appointment	4,319 (2,453)
6 (5) ↓	Forms	1,279,000 (+105,793)	21 (32) ↑	infopass	7,790 (2,356)

Social Media – Top Posts Past Month

	Facebook	Twitter	YouTube
Top 5	<i>Most People Reached</i>	<i>Most Impressions</i>	<i>Most Viewed</i>
1	<p>Post on our cooperation with ICE and DOJ to combat immigration fraud Posted March 18 Post on fraud arrest in Orlando with link to DOJ news release 70,300 people reached Posted March 18 360 likes/reactions 35 shares</p>	<p>Fraudulent visas hurt those victims and other legitimate immigrants, so we worked with our partners @ICEgov and @TheJusticeDept to bring this criminal to justice. Tweeted March 9 33,590 impressions</p>	<p>The Citizenship Interview and Test +13,500 views (2,017,160 total views. Published December 2010)</p>
2	<p>Post linking to DOJ release on arrest of immigration attorney in Queens, NY on charges of fraud Posted March 28 67,000 people reached 350 likes/reactions 75 shares</p>	<p>Immigration scams harm everyone. If you suspect something, report it. https://t.co/76SCr75gz6 Tweeted March 5 29,775 impressions</p>	<p>USCIS Has Updated Form I-485 +10,575 views (67,650 total views, Published September 2017)</p>
3	<p>Post on sham marriages with link to DOJ news release Posted March 9 58,200 people reached 525 likes/reactions 35 shares</p>	<p>Visa fraud undermines the integrity of the immigration system. We're improving our site visit program to catch fraud and abuse. https://t.co/3zKp1Bw4CG #ImmigrationFraud Tweeted March 30 25,400 impressions</p>	<p>E-Verify On Demand +6,000 views (13,500 total views, published July 2015)</p>
4	<p>Post on new processing times page Posted March 22 53,900 people reached 300 likes/reactions 60 shares</p>	<p>Visa fraud undermines the integrity of the immigration system. We're improving our site visit program to catch fraud and abuse. https://t.co/j9Oaw4J8xM #ImmigrationFraud Tweeted March 5 24,335 impressions</p>	<p>Promo – Civics Practice Test for the Naturalization Test +5,600 views (63,500 total views, published June 2016)</p>



<p>5</p>	<p>Post linking to DOJ news release on sentencing of an immigration attorney for fraudulent U visas Posted March 9 53,300 people reached 420 likes/reactions 75 shares</p>	<p>Our officers detected fraud, so they researched a case that led to today's sentencing of an immigration attorney for shameful, fraudulent U visas. https://t.co/WmaRoIH0Qm Tweeted March 9 24,130 impressions</p>	<p>Paying USCIS Immigrant Fee +2,670 views (54,560 total views, published September 2014)</p>
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E-Mail Outreach:

Total Number of Subscribers: 988,813 (+5,823)/Total Number of Subscriptions 2,919,228 (+35,798)

Average Number of Subscriptions per Subscriber: 3.0

	Most Popular Lists	Lists Most Subscriptions Gained	Lists Most Bulletins Sent (non-automated)
1	News Releases (286,247)	SAVE Web Access Superuser (+9,893)	USCIS on Twitter (28)
2	E-Verify Updates (230,810)	News Release (+5,137)	E-Verify on Twitter (25)
3	Forms Updates (200,971)	H-1B Cap Season (+3,887)	E-Verify Updates (18)
4	H-1B Cap Season (192,581)	Forms Update (+3,835)	New E-Verify Enrollee (18)
5	Federal Register Announcements (188,630)	Alerts (+3,796)	E-Verify Employer Agents (EEA) (17)

