



Online Communications Insights and Statistics

July 2018

English Website: 12,330,000 Total Sessions (+285,295 or 2.4% from past month)

Spanish Website: 950,000 Total Sessions (+22,000 or +2.4% from past month)

English	Facebook 536,500 total page likes lifetime (+3,200 past month)	Twitter 136,300 followers (+2,600 past month)	YouTube 3,131,800 total views (we are now only counting active videos, (+31,500 past month)
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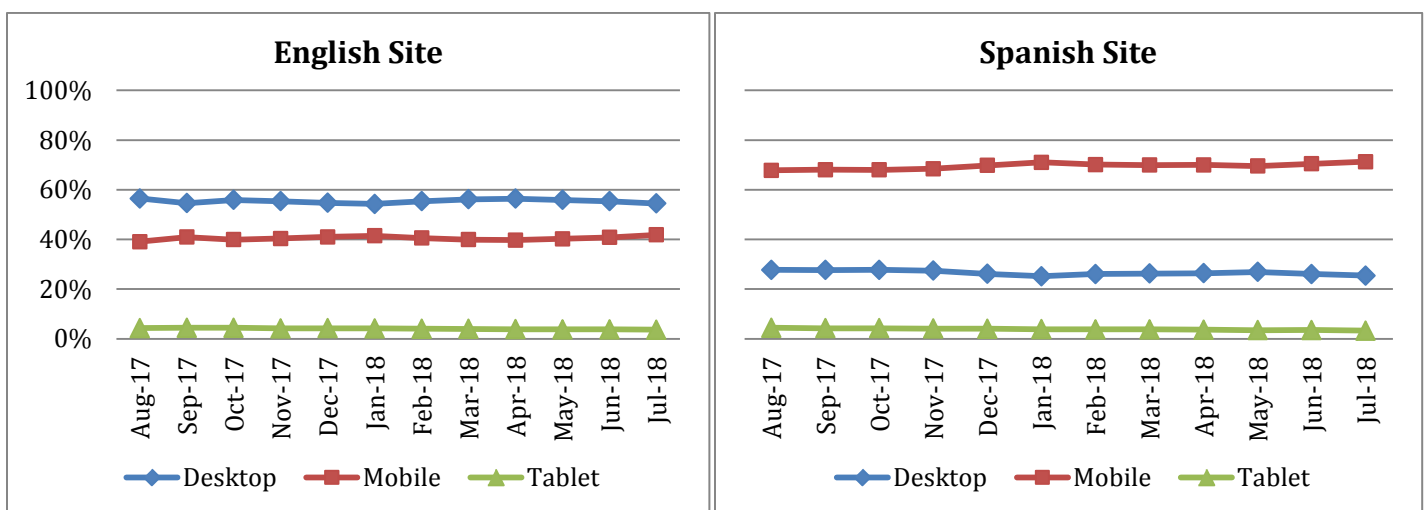
Highlights:

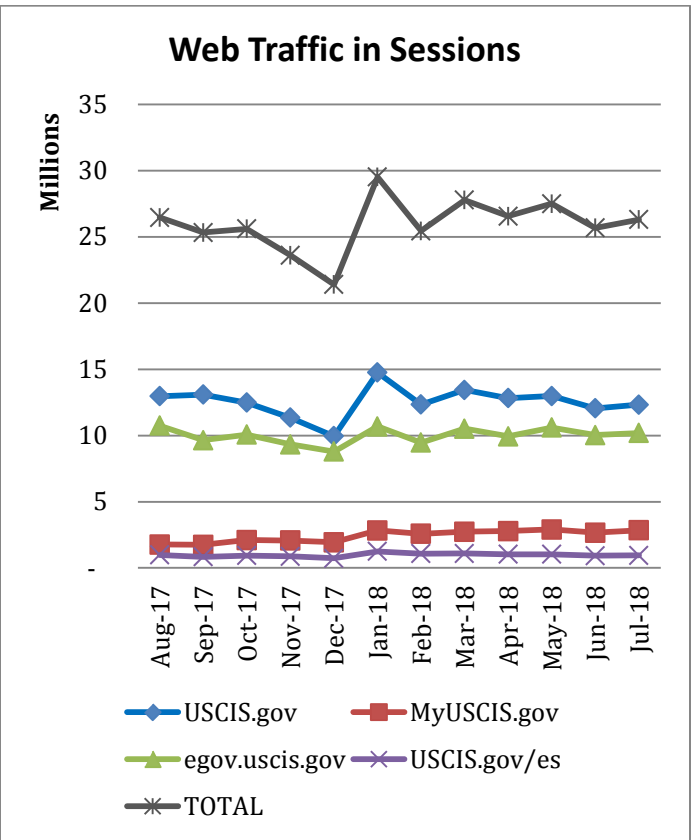
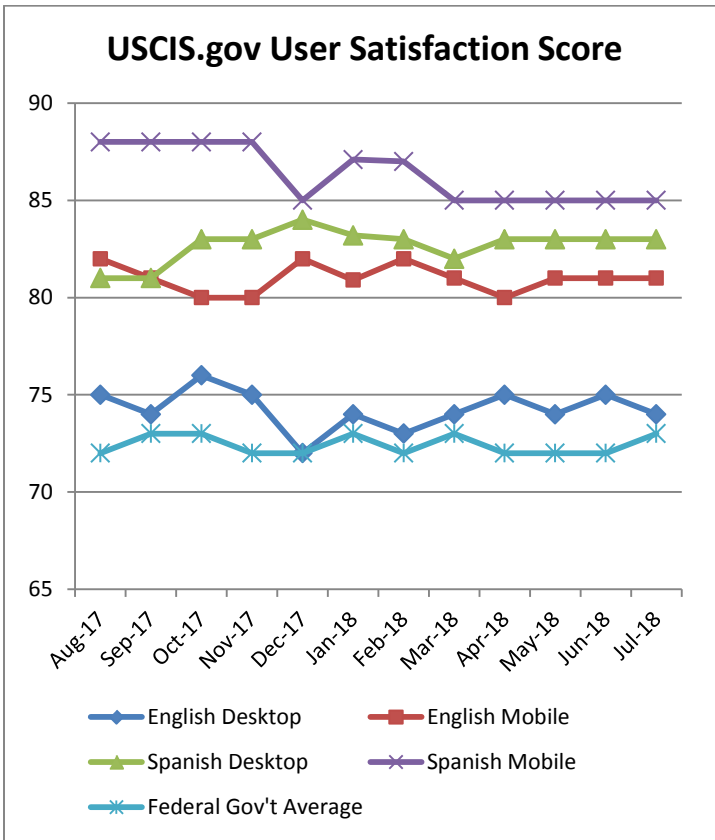
- **Web Traffic Stable:** Traffic on USCIS.gov and our other sites, including myUSCIS and egov remained steady over the past month, rising only slightly.
- **July 4 Social Media a Hit:** Several top posts on our [Instagram](#) and [Facebook](#) accounts highlighted special Independence Day naturalization ceremonies around the country.

Web Satisfaction Scores: July 2018

	USCIS.gov	USCIS.gov Spanish	Federal Average	Private Sector Average
Mobile	81	85	77	75
Desktop	74	83	73	66

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)
3 (3)	Your Field Office Dates	1,747,000 (-142,485)	35 (20) ↓	asylum	2,379 (-1,473)
1 (1)	Homepage	5,483,000 (+107,116)	2 (3) ↑	daca	10,477 (+1,372)
6 (6)	Forms	1,113,000 (+67,033)	1 (1)	infopass shedule an appointment	15,852 (+1,372)
8 (7) ↓	Acceptable Documents	491,000 (-65,003)	3 (5) ↑	i-765	9,843 (+1,344)
14 (8) ↓	Form I-9 Acceptable Documents	440,000 (-56,202)	7 (11) ↑	daca renewal 2018	7,044 (+1,320)



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	In keeping with @DHSgov enforcement priorities, we're issuing Notices to Appear (NTAs) for a wider range of cases under certain conditions. Posted July 5 41,800 reached 175 likes/reactions 45 shares	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 July 17 37,000 impressions	USCIS Has Updated Form I-485 +9,870 views (118,640 views, published November 2014)	Happy 4th of July! #4thofjuly #uscis Posted July 4 665 likes
2	The American flags were flying as the Phoenix, AZ Field Office hosted a naturalization ceremony for 231 people from 43 countries taking the Oath of Allegiance to become new U.S. citizens. #newUSCitizen Posted July 4 40,900 reached 830 likes/reactions, 90 shares	USCIS is rescinding a 2013 Policy Memorandum that addressed policies for the issuance of Requests for Evidence (RFEs) and Notices of Intent to Deny (NOIDs) when the evidence submitted at the time of filing did not establish eligibility. https://t.co/nTIVkAUAdE Tweeted July 13 28,000 impressions	The Citizenship Interview and Test +8,850 views (1,925,980 total views. Published November 2010)	The American flags were flying as the Phoenix, AZ Field Office hosted a naturalization ceremony for 231 people from 43 countries taking the Oath of Allegiance to become new U.S. citizens. #newUSCitizen #uscis #4thofjuly Posted July 4 589 likes
3	Avoid immigration scams. Always use the official USCIS.gov website to file an application or benefit request online. Posted July 6 30,800 reached 130 likes/reactions 20 shares	We're updating our guidance with regard to issuing Notices to Appear (NTAs), which are filed with the Immigration Court to begin removal proceedings. This guidance ensures that when we issue NTAs, it supports DHS' overall enforcement and removal priorities. Tweeted July 5 26,000 impressions	USCIS and the Legacy of Ellis Island Trailer +6,775 views (24,595 views, published April 2018)	The @usshornet played a major part in our military history. Yesterday, she played a major part in hosting a naturalization ceremony for 76 people who took the Oath of Allegiance. #newUSCitizen #uscis #USSHornet #California #navy #WWII Posted July 4 398 likes
4	Visa fraud undermines the integrity of the immigration system.	Our updated guidance aims to curb this practice by allowing adjudicators	Promo – Civics Practice Test for the Naturalization Test	Fernando Rodney didn't play his usual spot as closing pitcher for the



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

	We're improving our site visit program to catch fraud and abuse. #ImmigrationFraud Posted July 17 26,200 reached 135 likes/reactions ,15 shares	to deny applications, petitions, and requests without first issuing an RFE or a NOID, when appropriate. https://t.co/nTIVkAUAdE Tweeted July 13 23,350 impressions	+2,440 views (55,755 views, published July 2016)	Minnesota Twins last Sunday because he had an important appointment on Monday morning in Hialeah, FL to become a #newUSCitizen. Posted July 18 417 likes
5	The Seattle, WA Field Office welcomed 500 new U.S. citizens at the annual Independence Day naturalization ceremony at the Seattle Center. #newUSCitizen #4thofJuly Posted July 5 25,000 reached 250 likes/reactions, 20 shares	Due to preliminary injunctions, this memo does not change the RFE and NOID policies and practices that apply to the adjudication of DACA requests. Tweeted July 13 21,000 impressions	Paying USCIS Immigration Fee +2,260 views (63,760 views, published)	The Newark, NJ Field Office hosted naturalization ceremonies throughout the week for appx. 550 people in celebration of Independence Day. #newUSCitizen Posted July 7 398 likes

E-Mail Outreach:

Total Number of Subscribers: 1,017,310 (+3,760)/Total Number of Subscriptions 3,028,629 (+16,617)
Average Number of Subscriptions per Subscriber: 3.0

	Most Popular Lists	Lists Most Subscriptions Gained	Lists Most Bulletins Sent (non-automated)
1	News Releases (296,008)	News Release (+4,101)	USCIS on Twitter (26)
2	Forms Updates (205,862)	Alerts (+2,617)	Updates from the Public Engagement Division (8)
3	H-1B Cap Season (200,947)	Immigration Policy and Procedural Memoranda (+2,560)	Alerts (7)
4	Federal Register Announcements (191,912)	Forms Update (+2,521)	USCIS Intergovernmental Affairs Updates (6)
5	Executive Actions on Immigration (148,562)	Citizenship (+2,063)	News Releases (3)

