



Online Communications Insights and Statistics

September 2018

English Website: 11,507,000 Total Sessions (-1,314,000 or -10.3% from past month)

Spanish Website: 945,000 Total Sessions (-102,000 or -9.8% from past month)

English	Facebook	Twitter	YouTube
	541,700 total page likes lifetime (+2,900 past month)	141,500 followers (+2,300 past month)	3,146,200 total views - counting only active videos (-5,600 past month - this decline is due to the removal of outdated videos from the channel)

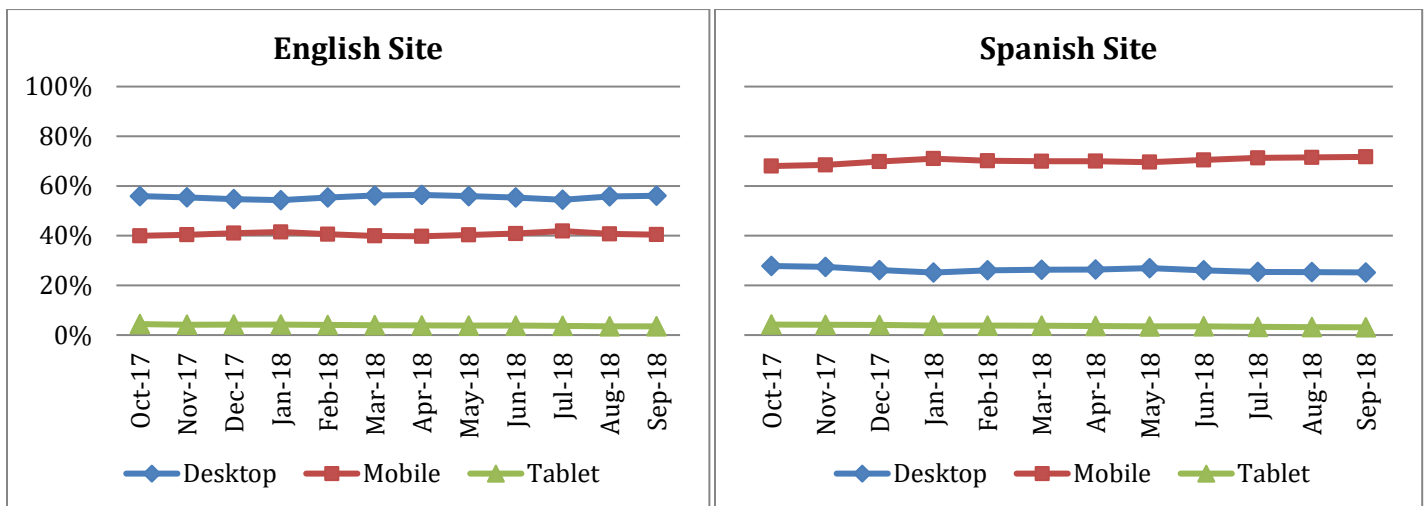
Highlights:

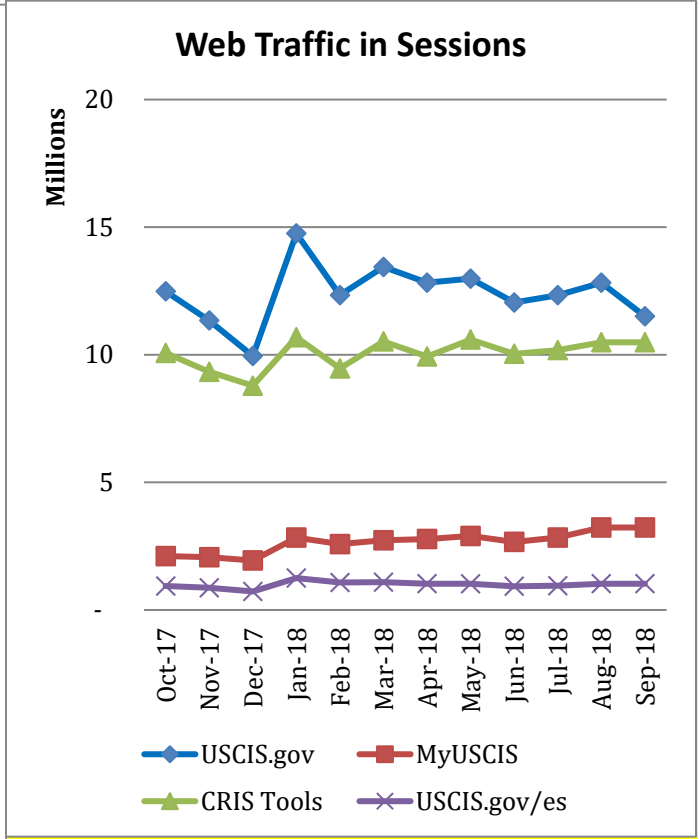
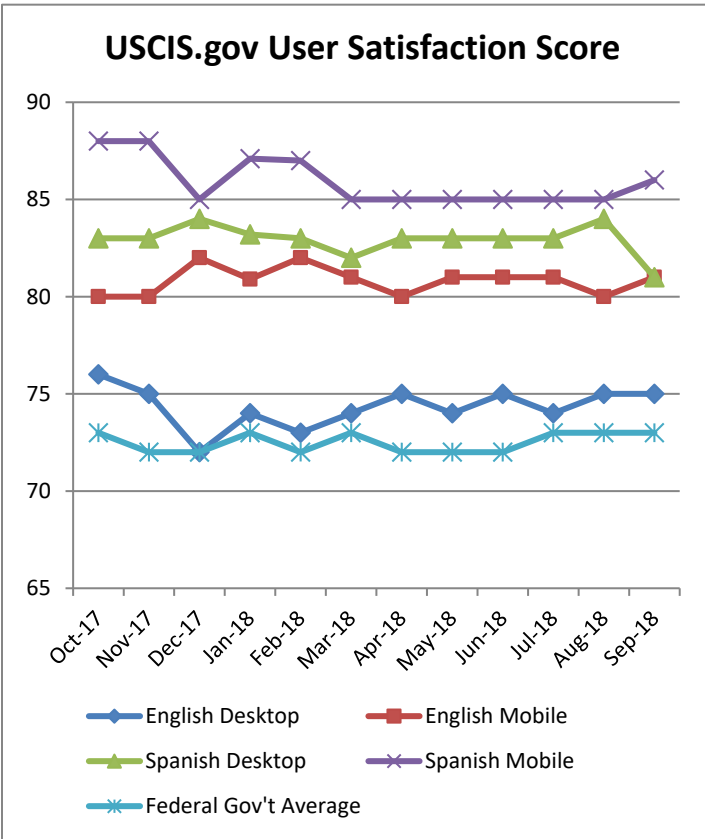
- Notice to Appear Memo Post Tops Facebook:** Our [top Facebook post](#) by far in September was on the Notice to Appear Memo going into effect on October 1, 2018. The post reached over 140,000, well ahead of the second strongest post, which reached just over 37,000.

Web Satisfaction Scores: September 2018

	USCIS.gov	USCIS.gov Spanish	Federal Average	Private Sector Average
Mobile	81	86	78	75
Desktop	75	81	73	65

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	5,039,000 (-675,748)	3 (2) ↓	daca	7,341 (-7,695)
4 (3) ↓	Find a Field Office	1,234,000 (-531,670)	1 (1)	infopass schedule an appointment	9,799 (-6,083)
5 (4) ↓	Your Field Office Dates	1,096,000 (-438,039)	15 (6) ↓	daca renewal 2018	3,617 (-5,632)
6 (5) ↓	Schedule an Appointment	1,005,000 (-331,985)	5 (5)	case status check online	6,141 (-3,537)
50 (11) ↓	Log in to Online Filing	199,000 (-314,371)	4 (3) ↓	i-765	7,310 (-3,324)



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	<p>On Oct. 1, we will begin implementing the June 28 Notice to Appear Policy Memorandum. A Notice to Appear is a document that instructs an individual to appear before an immigration judge. This is the first step in starting removal proceedings. Posted September 26 146,000 reached 460 likes/reactions 620 shares</p>	<p>SAVE drastically reduced the time it needed to verify immigration status by switching to online filing of the G-845 form -- efficiently supporting our SAVE agencies. #SAVEprogram #RegisterforSAVE Learn more at https://t.co/RgXHYQz26r Posted September 26 144,100 impressions</p>	<p>USCIS Has Updated Form I-485 +11,700 views (129,060 views, published November 2014)</p>	<p>Seattle Mariners pitcher Felix Hernandez has added another moment to his personal highlight reel: becoming an American citizen. #newUSCitizen #Baseball #Seattle @therealkingfelix34 @mariners Posted September 28 576 likes</p>
2	<p>Livestream of September 20 naturalization ceremony. Posted September 20 37,700 reached 230 likes/reactions 55 shares</p>	<p>Our partnerships with @ICEgov, @FTC and @TheJusticeDept help us provide you with the latest tips to #AvoidScams. Here is what you need to know: https://t.co/16KzXly1kl Posted September 10 31,400 impressions</p>	<p>The Citizenship Interview and Test +8,600 views (1,942,980 total views. Published November 2010)</p>	<p>In the famous Daley Plaza, our Chicago Field Office held a naturalization ceremony in honor of Constitution Week. Fifty-five new U.S. citizens representing 18 countries took the Oath of Allegiance. #newUSCitizen #ConstitutionWeek #Chicago #daleyplaza Posted September 19 359 likes</p>
3	<p>During a ceremony at Oatlands Historic House, a National Historic Landmark in Virginia, 31 people became new U.S. citizens. USCIS Director L. Francis Cissna attended the ceremony and offered congratulatory remarks to the new Americans. Posted September 21 27,340 reached 225 likes/reactions 8 shares</p>	<p>When was the Constitution written? Posted September 20 30,700 impressions</p>	<p>USCIS and the Legacy of Ellis Island Trailer +6,930 views (38,945 views, published April 2018)</p>	<p>Lillian wanted to have more opportunity and knew that immigrating to the United States from Uganda would make that happen. When talking about why she's happy to be a Texan, she laughed and said, "Texas has good steak. There is no steak in Uganda." #Texas #USCIS #newuscitizen Posted September 18 346 likes</p>



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

<p>4</p>	<p>43 of America's newest citizens took the Oath of Allegiance at the Glacier Point overlook in @YosemiteNP, a majestic landmark that underscored the importance of their ceremony. Posted September 21 27,280 reached 310 likes/reactions 30 shares</p>	<p>When you report #ImmigrationFraud, you help protect all Americans. https://t.co/UkBWwAVpb6 Posted September 13 18,250 impressions</p>	<p>Promo – Civics Practice Test for the Naturalization Test +4,930 views (63,405 views, published September 2016)</p>	<p>Two of our largest #ConstitutionWeek ceremonies were held last week at the Los Angeles Convention Center where we welcomed more than 5,200 new U.S. citizens. #newUSCitizen #LosAngeles Posted September 26 314 likes</p>
<p>5</p>	<p>Prepare for naturalization with a complimentary Civics and Citizenship toolkit. Posted September 19 24,300 reached 210 likes/reactions 33 shares</p>	<p>We want to hear from you! If you know of immigration fraud or scams, please report it. With your help, we can get the right information to the right people. https://t.co/UkBWwAVpb6 Posted September 21 16,230 impressions</p>	<p>Paying USCIS Immigration Fee +2,800 views (69,225 views, published)</p>	<p>The U.S. Air Force Academy served as the backdrop for 49 candidates from 22 countries as they took the Oath of Allegiance. This ceremony is one of many that marks the start of Constitution Week, which celebrates the 231st anniversary of the signing of the U.S. Constitution. Posted September 18 308 likes</p>

E-Mail Outreach:

Total Number of Subscribers: 1,109,011 (+88,557)/Total Number of Subscriptions 3,084,573 (+43,115)

Average Number of Subscriptions per Subscriber: 2.8

	Most Popular Lists	Lists Most Subscriptions Gained	Lists Most Bulletins Sent (non-automated)
1	News Releases (301,623)	News Release (+4,510)	USCIS on Twitter (24)
2	Forms Updates (209,330)	Alerts (+3,194)	Alerts (11)
3	H-1B Cap Season (201,520)	Immigration Policy and Procedural Memoranda (+3,023)	USCIS Intergovernmental Affairs Updates (11)
4	Federal Register Announcements (194,252)	Forms Update (+2,941)	Updates from the Public Engagement Division (11)
5	Executive Actions on Immigration (150,626)	Citizenship (+2,641)	Federal Register Announcements (4)

