



## Online Communications Insights and Statistics

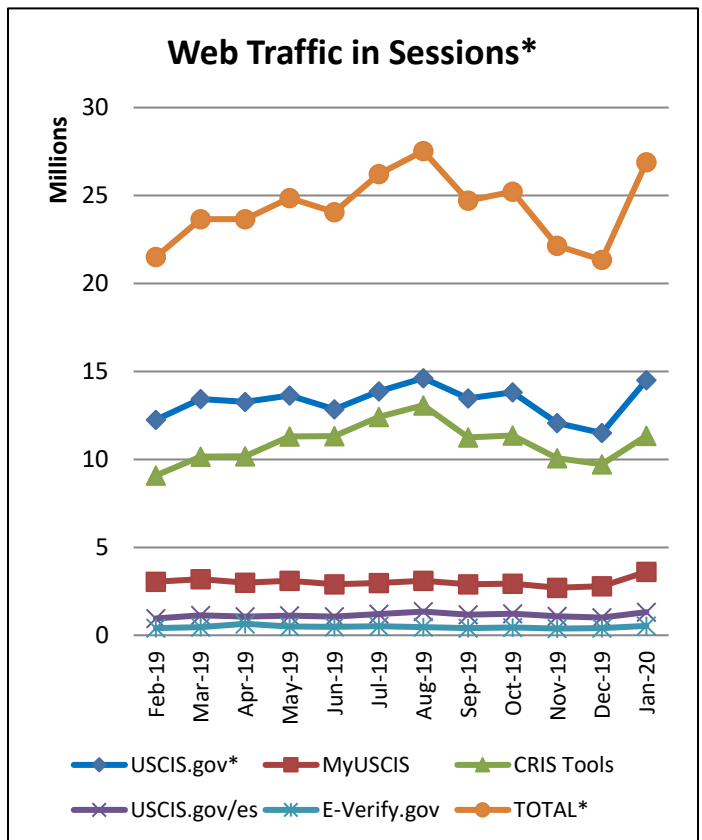
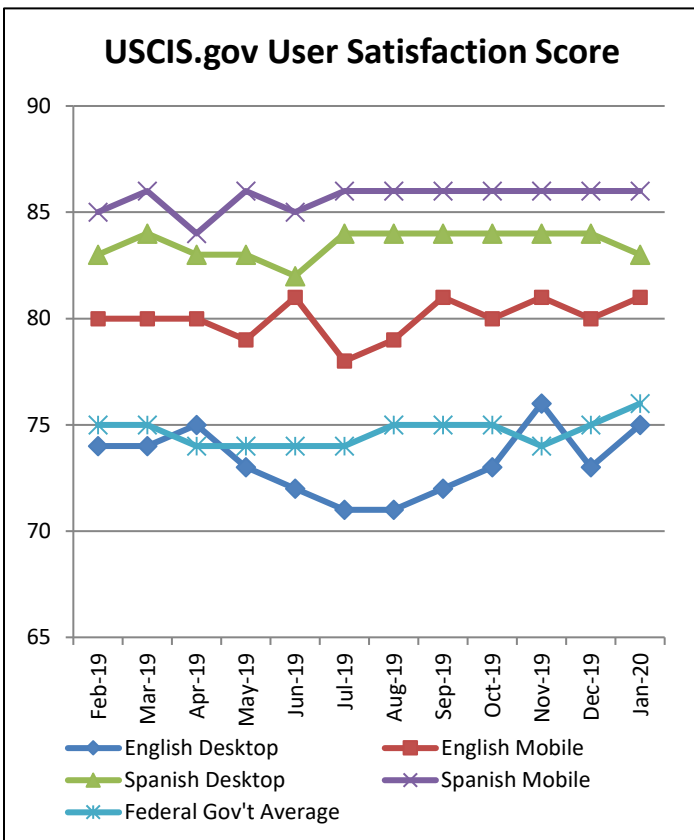
January 2020

### Total Web Traffic – ALL PROPERTIES: 26,887,000 Sessions (+26.0% from past month)

Facebook	Twitter	YouTube	Instagram	LinkedIn
595,700 followers (now tracking followers, +3,700 over past month)	190,100 followers	19,282,300 total views – now counting both active and inactive videos (+738,700 past month)	45,330 followers (+1,700 followers)	11,200 followers (+830)

### Highlights:

- **Large Traffic Boost to Open the Year:** Overall traffic rose over 25% on our websites over the past month, which is consistent with seasonal increases in traffic in years past due to a rise after the holiday season.
- **Post on UFC Fighter Naturalization Scores a KO on Social Media:** Our top [tweet](#) and [Instagram post](#) in January both featured the naturalization of UFC fighter Rafael Dos Anjos.

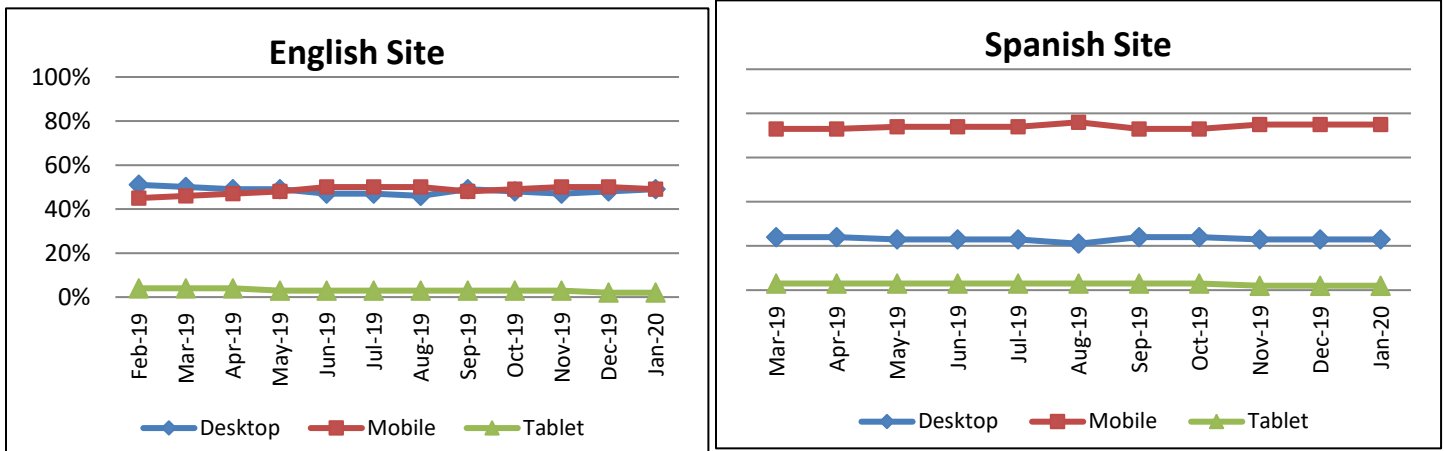


**Web Traffic in Sessions\*:** The total sessions and users shown at the top of the “Web Traffic in Sessions” graph for all USCIS properties represents how many sessions there were to either the USCIS.gov website, E-Verify.gov (tracking for E-Verify.gov began in Sept. 2018), myUSCIS (authenticated and 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)
3 (14) ↑	USCIS   myUSCIS Home Page	1,506,000 (+1,072,503)	14 (1) ↓	tps el salvador extension 2021	5,059 (+17)
2 (2) ↑	USCIS Account - Home Page	2,811,000 (+443,267)	27 (7) ↓	tps	3,225 (+1,507)
6 (6)	I-9, Employment Eligibility Verification   USCIS	928,000 (+412,119)	8 (15) ↑	Processing times	6,289 (-347)
1 (1)	Homepage   USCIS	4,941,000 (+392,362)	56 (16) ↓	Poverty guidelines 2019	1,969 (+85)
4 (3) ↓	Forms   USCIS	1,381,000 (+299,265)	1 (2) ↑	i-130	10,426 (+2,817)

Facebook	Twitter	YouTube	Instagram
<i>Most People Reached</i>	<i>Most Impressions</i>	<i>Most Viewed</i>	<i>Most Liked/Viewed</i>
Post on Public Charge <a href="#">Posted January 30</a> 62,000 reached 370 likes/reactions 330 shares	Post on naturalization of UFC fighter Rafael Dos Anjos <a href="#">Posted January 24</a> 75,690 impressions	Promo - Civics Practice Test for the Naturalization Test +22,725 views 536,900 views total	Post on naturalization of UFC fighter Rafael Dos Anjos <a href="#">Posted January 24</a>



		<a href="#">(Posted June 2016)</a>	1,732 likes
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<b>E-Mail Outreach:</b>			
<b>Total Number of Subscribers: 1,670,747 (-13,936)/Total Number of Subscriptions 4,891,249 (-379,116)</b>			
<b>Average Number of Subscriptions per Subscriber: 3.1</b>			
	<i>Most Popular Lists</i>	<i>Lists Most Subscriptions Gained</i>	<i>Lists Most Bulletins Sent (non-automated)</i>
<b>1</b>	News Releases (334,588)	News Releases (+27,631)	USCIS on Twitter (21)
<b>2</b>	Forms Updates (292,329)	Alerts (+26,908)	USCIS Intergovernmental Affairs Updates (8)
<b>3</b>	Federal Register Announcements (216,476)	Forms Updates (+26,432)	Updates from the Public Engagement Division (8)
<b>4</b>	H-1B Cap Season (202,259)	Immigration Policy (+26,411)	Federal Register Announcements (6)
<b>5</b>	Alerts (179,611)	Citizenship (+26,142)	Alerts (4)

