



Online Communications Insights and Statistics

November 2018

English Website: 11,277,000 Total Sessions (-1,595,000 or -12.4% from past month)

Spanish Website: 899,000 Total Sessions (-48,000 or -5.1% from past month)

Facebook 546,630 total page likes lifetime (+2,280 past month)	Twitter 148,250 followers (+3,700 past month)	YouTube 3,065,240 total views - counting only active videos (+259,210 past month)	Instagram 19,100 followers (+1,400 followers)	LinkedIn 4,375 followers (+240)
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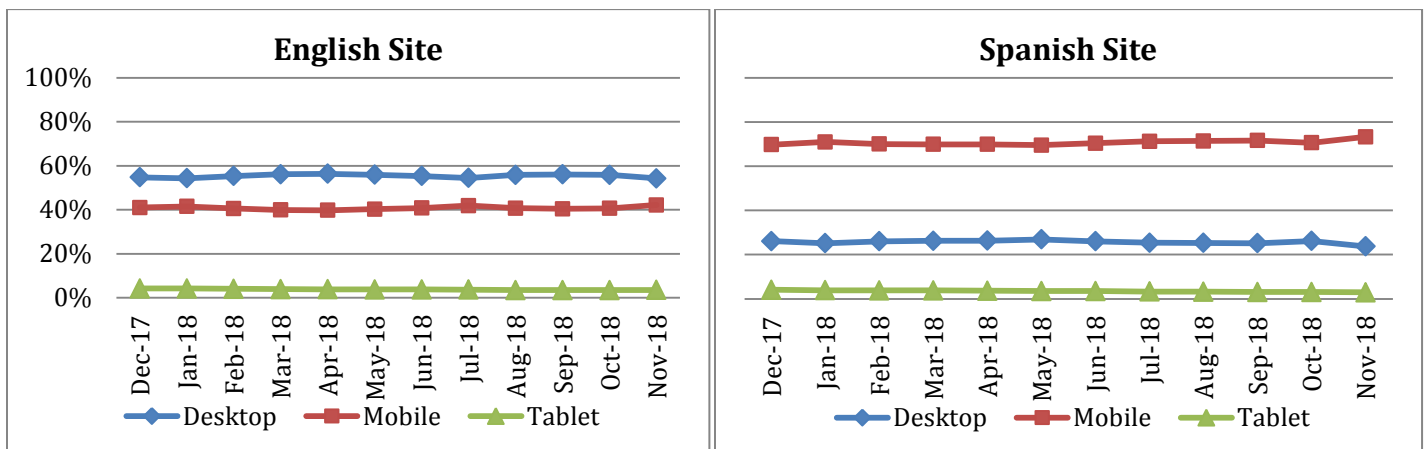
Highlights:

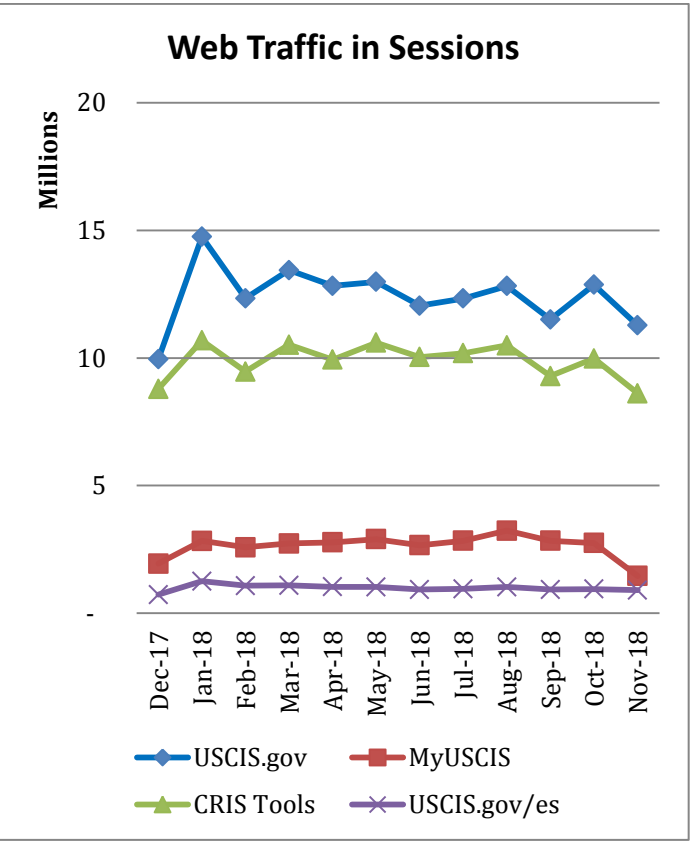
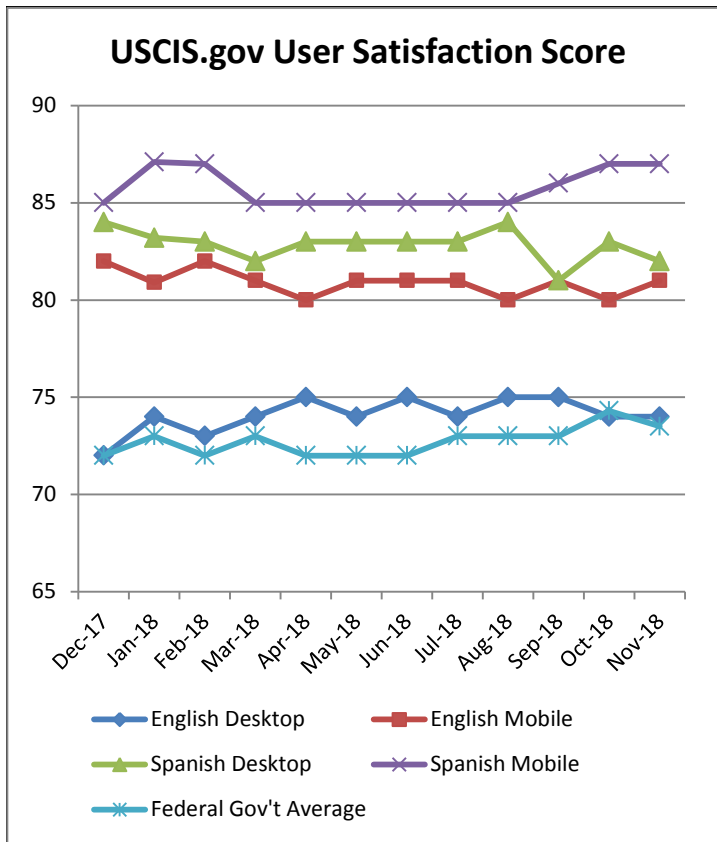
- **Billy Idol Naturalization Smashes the Charts on Twitter:** [Our tweet on Billy Idol's naturalization](#) in Los Angeles registered over 2.2 MILLION impressions, which is our most prolific tweet in the history of our account many times over (the next highest tweet on our account had 180,000 impressions since we began counting impressions in this report).
- **Web Traffic Dips in Holidays:** Traffic on our English language site dipped 12%, not unusual considering the normal season drop in traffic typically seen around Thanksgiving.

Web Satisfaction Scores: November 2018

	USCIS.gov	USCIS.gov Spanish	Federal Average	Private Sector Average
Mobile	81	87	75	75
Desktop	74	82	74	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)
7 (3) ↓	Your Field Office Dates	568,000 (-904,000)	4 (3) ↓	i-765	7,813 (-1,693)
9 (5) ↓	Find A Field Office	541,000 (-764,910)	3 (2) ↓	i-130	8,196 (-1,390)
10 (6)	Schedule an Appointment	486,000 (-735,000)	1 (1)	infopass shedule an appointment	12,402 (-1,302)
1 (1) ↓	Homepage	4,437,000 (-672,000)	48 (28) ↓	tps	1,751 (-1,238)
3 (4) ↑	Forms	1,163,000 (-219,997)	8 (17) ↑	daca renewal 2019	5,460 (+1,204)



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	Post on Billy Idol becoming a US citizen. Posted November 14 57,100 reached 750 likes/reactions 235 shares	It's a nice day for a naturalization ceremony. Congratulations Billy Idol on becoming a #newUScitizen today in Los Angeles, CA. https://t.co/4s7KXHqoKC Posted November 15 2,206,600 impressions	Promo – Civics Practice Test for the Naturalization Test +29,875 views (93,280 views, published October 2016)	Post on naturalization and brief interview of woman named Diana from Mexico Posted November 19 1,050 likes
2	Post on 106 year old from El Salvador becoming US citizen Posted November 6 56,300 reached 750 likes/reactions 75 shares	Thanks to our partners at @ICEgov and @TheJusticeDept for helping us fight asylum fraud and protect the integrity of our nation's immigration system. https://t.co/CrSUHjrRpH Posted November 21 45,200 impressions	What is the supreme law of the land? +22,300 views (90,300 views, published June 2016)	Post on 106 year old from El Salvador becoming US citizen Posted November 6 973 likes
3	Post on guidance for the June 28, 2018 Notice to Appear memorandum (NTA) Posted November 8 51,300 reached 335 likes/reactions 95 shares	We provide resources to help American parents understand the process for adopting children from other countries. https://t.co/R6Y7KIXjhn #NationalAdoptionMonth https://t.co/tQdxxTPJEJ Posted November 16 37,650 impressions	What does the Constitution do? +21,035 views (+74,115 views, published June 2016)	Post on Billy Idol Naturalization Posted November 14 600 likes
4	Post on falsifying information and enforcement efforts to combat it Posted November 15 40,000 reached 420 likes/reactions	.@EVerify users: On Oct. 12, we established a new E-Verify staging environment. Check out the What's New page for more information. https://t.co/aX8ph8K1Dq Posted November 7 36,050 impressions	The idea of self-government is in the first three words of the Constitution. What are these words? +19,160 views (75,420 views,	Happy Thanksgiving post Posted November 22 540 likes



U.S. Citizenship
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	55 shares		published June 2016)	
5	Post on 100 th anniversary of end of WW1 and Veterans Day Posted November 11 31,400 reached 225 likes/reactions 30 shares	DHS Secretary Kirstjen Nielsen recognized USCIS employees during the DHS Secretary Awards on Nov. 7 at DAR Constitution Hall in Washington, D.C. USCIS brought home five group awards and four individual awards. https://t.co/ueTF0uVAjf https://t.co/pTDcW1Z5ul Posted November 13 32,350 impressions	What is an amendment? +18,050 views (59,300 views, published June 2016)	Post on Military Naturalization Ceremony Posted November 9 531 likes

