



Online Communications Insights and Statistics

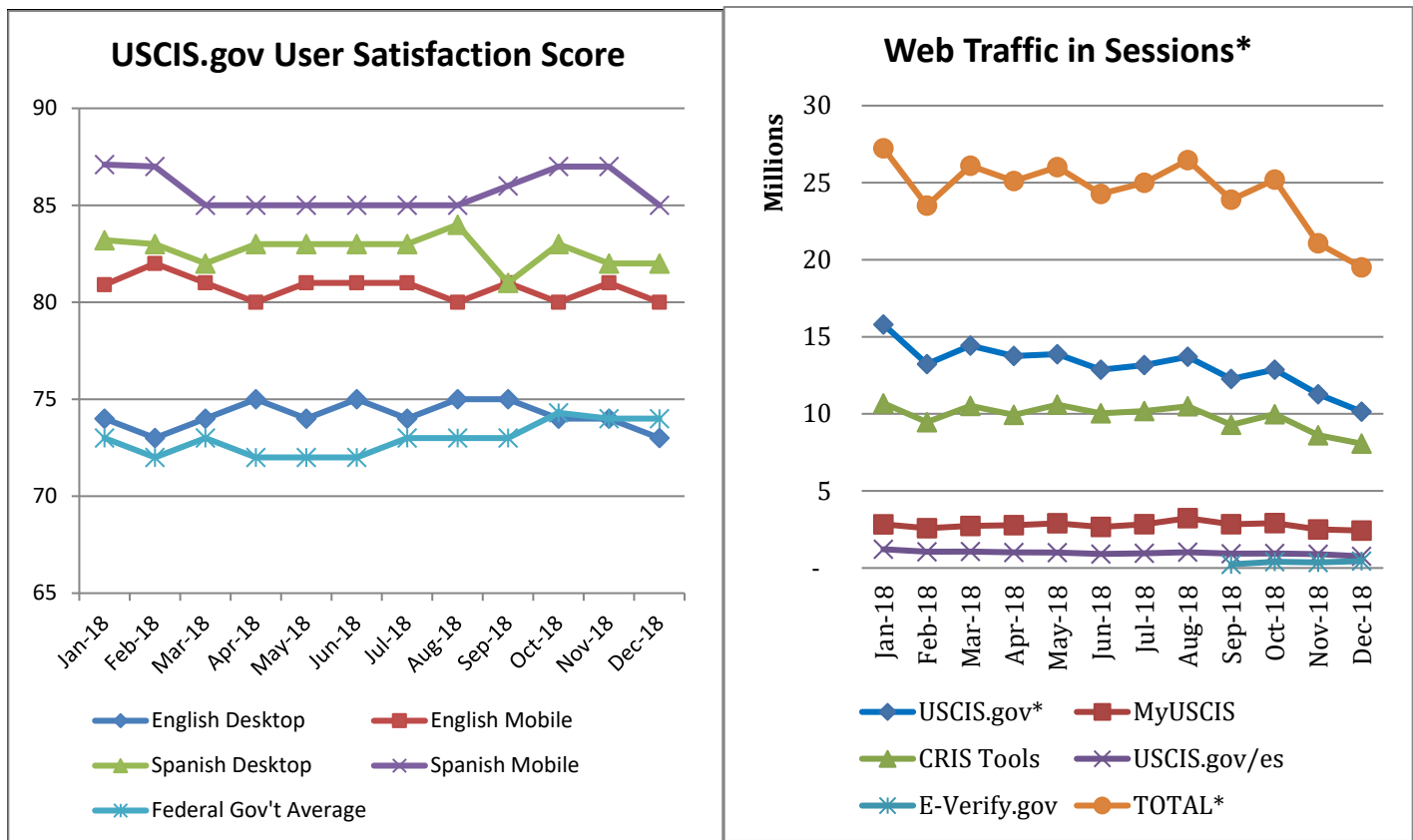
December 2018

Total Web Traffic – ALL PROPERTIES: 19,511,100 Sessions (or -7.4% from past month)

Facebook	Twitter	YouTube	Instagram	LinkedIn
548,500 total page likes lifetime (+1,870 past month)	150,800 followers (+2,550 past month)	3,415,000 total views - counting only active videos (+349,760 past month)	21,100 followers (+2,000 followers)	4,645 followers (+270)

Highlights:

- Traffic Declines as Expected during Holidays:** Overall web traffic declined 7.4%, which is a typical occurrence during the holiday season.
- Closures and Non-Closures Top Social Media:** Messages on closures due to the commemoration of [President George H.W. Bush](#) and [Christmas Eve](#) – and also messages stating that USCIS field offices were not closing due to the [partial shutdown](#) – were among our top social media performers.

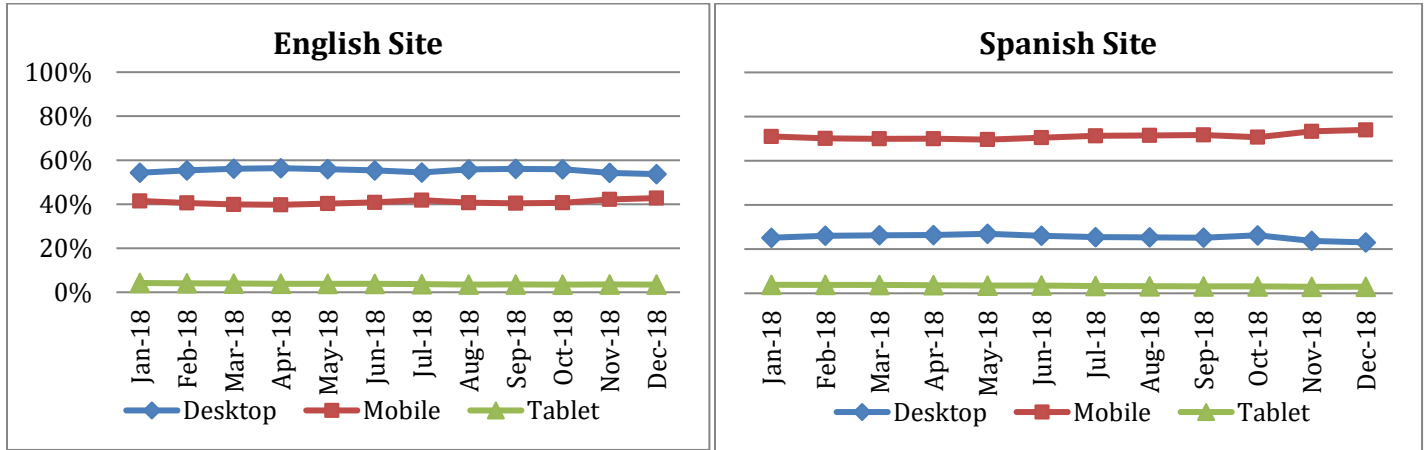


Web Traffic in Sessions*: The total sessions and users shown at the top of the “Web Traffic in Sessions” graph for all USCIS properties represents how many sessions there were to either the USCIS.gov website, E-Verify.gov (tracking for E-Verify.gov began in Sept. 2018), myUSCIS (authenticated and unauthenticated 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)
21 (8) ↓	Acceptable Documents	331,000 (-228,000)	3 (3)	i-765	6,928 (-2,578)
36 (13) ↓	Form I-9 Acceptable Documents	294,000 (-150,000)	5 (4) ↓	daca	6,711 (-2,049)
3 (3)	Forms	1,046,000 (-117,000)	2 (2)	i-130	7,728 (-1,858)
34 (20) ↓	Employment Eligibility Verification	308,000 (-72,000)	81 (28) ↓	tps	1,170 (-1,238)
14 (15) ↑	Green Card	350,000 (-58,000)	22 (15) ↓	g-28	2,841 (-1,657)

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	Interviews and appointments at	All of our offices are closed today in remembrance of	Promo – Civics Practice Test for	Albert Einstein became a U.S. citizen on Oct. 1, 1940. Einstein



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	<p>our offices are not affected by the government shutdown. Posted Dec. 26 137,000 reached 990 likes/reactions 390 shares</p>	<p>the 41st president of the United States, George H.W. Bush. We will promptly reschedule all naturalization ceremonies, interviews, and appointments canceled today. https://t.co/FqVNBf09jF Posted Dec. 5 44,270 impressions</p>	<p>the Naturalization Test +24,420 views (117,700 views, published October 2016)</p>	<p>fled Nazi persecution in Germany and immigrated to the U.S. as a refugee. Posted Dec. 13 756 likes</p>
2	<p>We've permanently closed the Havana Field Office in Cuba Posted Dec. 10 34,200 reached 145 likes/reactions, 43 shares</p>	<p>Marriage fraud is a crime. A Massachusetts man was convicted of immigration fraud after marrying multiple women to help them obtain immigration benefits. Thanks to our partners at @ICEgov and @TheJusticeDept for bringing this case to justice. https://t.co/e9gF00EGdv https://t.co/eivPq509T9 Posted Dec. 10 36,550 impressions</p>	<p>What is the supreme law of the land? +18,300 views (108,600 views, published June 2016)</p>	<p>Name: Raunak Country of Birth: India Occupation: Petroleum Supply Specialist for the U.S. Army Posted Dec. 10 471 likes</p>
3	<p>The government shutdown does not affect Form I-9, Employment Eligibility Verification requirements. Posted Dec. 23 29,800 reached 155 likes/reactions 33 shares</p>	<p>Learn the top things you need to know about @EVerify in our 30 min. webinar on Thursday, Dec. 13 at 2 p.m. Eastern. https://t.co/kVsystZG1p https://t.co/TuHiMAts1V Posted Dec. 12 36,230 impressions</p>	<p>What does the Constitution do? +17,175 views (+91,290 views, published June 2016)</p>	<p>All of our offices are closed today for the federal holiday. We will re-open tomorrow, Dec. 26. Posted Dec. 25 468 likes</p>
4	<p>Our offices will be closed Monday, Dec. 24, by executive order. We'll reschedule all appointments ASAP. Posted Dec. 21 27,200 reached 135 likes/reactions 23 shares</p>	<p>Five people were indicted for marriage fraud and now face prison time. We partnered with @ICEgov on this case and thank them for their help in protecting the integrity of our lawful immigration system. https://t.co/3X9XkmaAeZ https://t.co/xURii7Q4Ga Posted Dec. 5 31,220 impressions</p>	<p>The idea of self-government is in the first three words of the Constitution. What are these words? +15,640 views (91,060 views, published June 2016)</p>	<p>Name: Elena Country of Birth: Russia Occupation: Accountant Length of time in the U.S.: 6 years Posted Dec. 17 464 likes</p>



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<p>5</p>	<p>You can file Form N-400 or Form I-90 online. Create an account, complete the form, submit evidence, and pay online: Posted Dec. 6 27,100 reached 190 likes/reactions 35 shares</p>	<p>All of our offices are closed today for the federal holiday. We will re-open tomorrow, Dec. 26. https://t.co/x7EWBevsuS Posted Dec. 25 22,100 impressions</p>	<p>What is an amendment? +14,645 views (73,945 views, published June 2016)</p>	<p>In 1892, the Bureau of Immigration hired Augustus Sherman to work as a clerk at Ellis Island. Sherman took photographs of new immigrants as they passed through in traditional clothing Posted Dec. 20 420 likes</p>
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<p align="center">E-Mail Outreach:</p>			
<p align="center">Total Number of Subscribers: 1,197,581 (+11,830)/Total Number of Subscriptions 3,142,622 (+21,430)</p>			
<p align="center">Average Number of Subscriptions per Subscriber: 2.6</p>			
	<p align="center">Most Popular Lists</p>	<p align="center">Lists Most Subscriptions Gained</p>	<p align="center">Lists Most Bulletins Sent (non-automated)</p>
1	News Releases (307,334)	News Release (+2,873)	USCIS on Twitter (26)
2	Forms Updates (213,178)	Alerts (+2,245)	USCIS Intergovernmental Affairs Updates (8)
3	H-1B Cap Season (202,871)	Forms Update (+2,099)	Updates from the Public Engagement Division (8)
4	Federal Register Announcements (197,069)	Immigration Policy and Procedural Memoranda (+2,058)	Alerts (7)
5	Executive Actions on Immigration (152,990)	Citizenship (+1,821)	Federal Register Announcements (4)

