



Online Communications Insights and Statistics

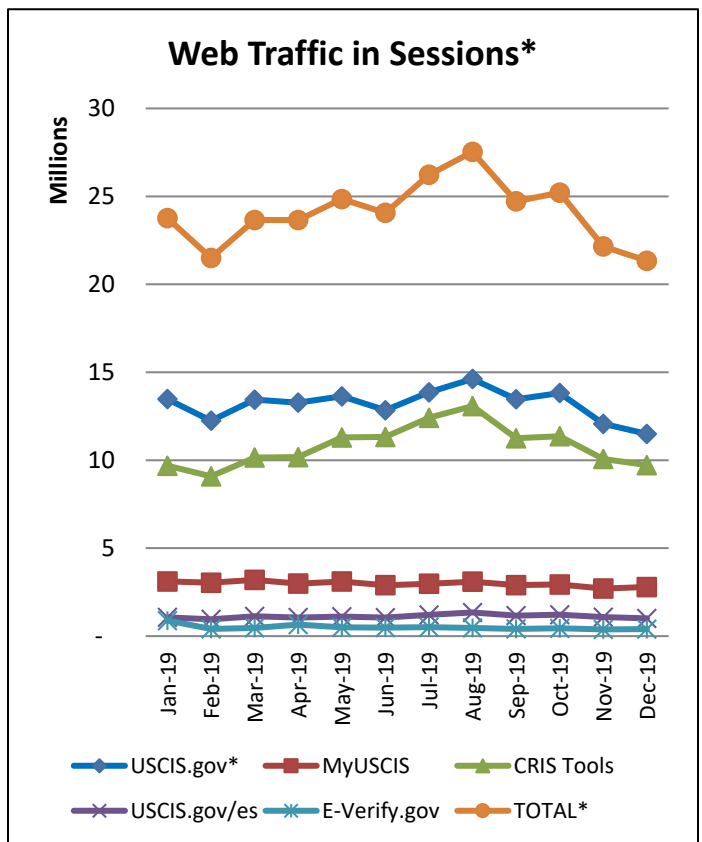
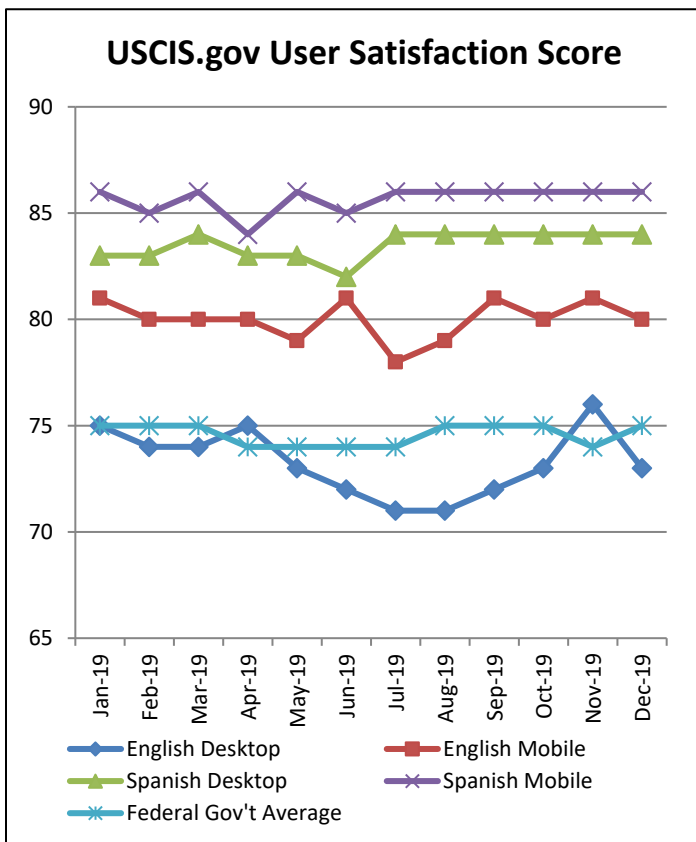
December 2019

Total Web Traffic – ALL PROPERTIES: 21,340,000 Sessions (-3.7% from past month)

Facebook 592,000 followers (now tracking followers, +850 over past month)	Twitter 186,000 followers	YouTube 18,543,600 total views – now counting both active and inactive videos (+722,000 past month)	Instagram 43,630 followers (+1,350 followers)	LinkedIn 10,370 followers (+650)
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Highlights:

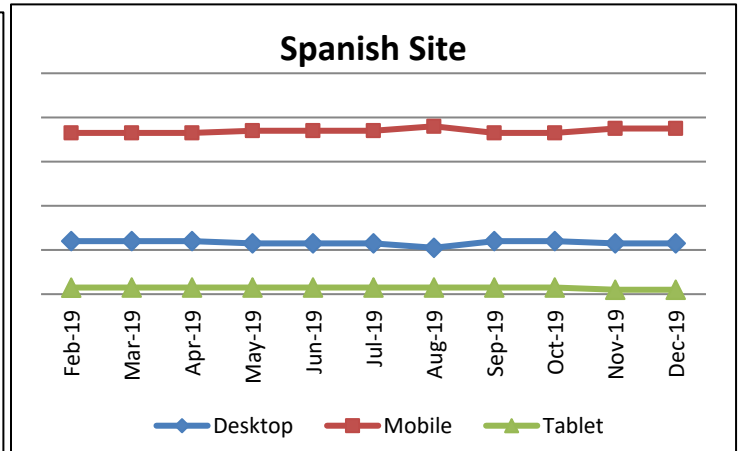
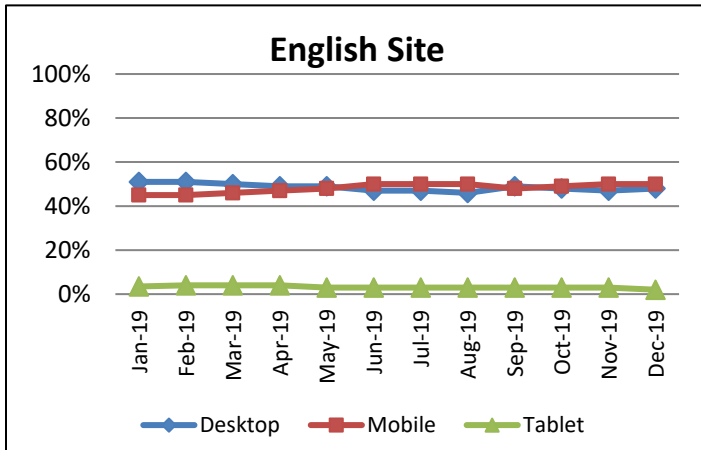
- Traffic Down Due to Holiday:** Overall traffic decreased to our websites over the past two months, but this is consistent with seasonal dips in traffic in years past due to the holiday season.
- LinkedIn Account Surpasses 10,000 Followers**



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)
8 (4) ↓	Acceptable Documents USCIS	481,,000 (-427,660)	5 (4) ↓	i-485	6,891 (+17)
1 (1)	Homepage USCIS	4,549,000 (+405,485)	12 (19) ↑	check status of my case	4,819 (+1,507)
24 (6) ↓	Form I-9 Acceptable Documents USCIS	394,000 (-223,427)	6 (6)	i-864	5,895 (-347)
54 (42) ↓	Appointment Scheduler Home	142,000 (-95,400)	1 (2) ↑	i-130	8,658 (+85)
59 (231) ↑	Enrolling in E-Verify	132,000 (+95,336)	2 (8) ↑	case status check online	8,038 (+2,817)

Facebook	Twitter	YouTube	Instagram
<i>Most People Reached</i>	<i>Most Impressions</i>	<i>Most Viewed</i>	<i>Most Liked/Viewed</i>
Historic Post on Naturalization of Ellis Island Clerk Anna Prokupek 100 Years Ago Posted December 26 127,000+ reached 560 likes/reactions 40 shares	Post on naturalization of Navy sailors and others at Jaguars vs. Colts game Posted December 29 66,800 impressions	How to Create a USCIS Online Account +29,500 views (Posted December 2019)	Happy New Year Post Posted December 31 1,543 likes



E-Mail Outreach:			
Total Number of Subscribers: 1,684,683 (+48,464)/Total Number of Subscriptions 5,270,365 (+145,603)			
Average Number of Subscriptions per Subscriber: 3.1			
	<i>Most Popular Lists</i>	<i>Lists Most Subscriptions Gained</i>	<i>Lists Most Bulletins Sent (non-automated)</i>
1	News Releases (389,294)	News Releases (+20,312)	USCIS on Twitter (19)
2	Forms Updates (292,329)	Alerts (+19,809)	USCIS Intergovernmental Affairs Updates (6)
3	Federal Register Announcements (267,087)	Forms Updates (+19,767)	Updates from the Public Engagement Division (6)
4	Alerts (228,985)	Immigration Policy (+19,722)	News Release (3)
5	Immigration Policy (228,495)	Citizenship (+19,525)	Alerts (3)

