



Online Communications Insights and Statistics

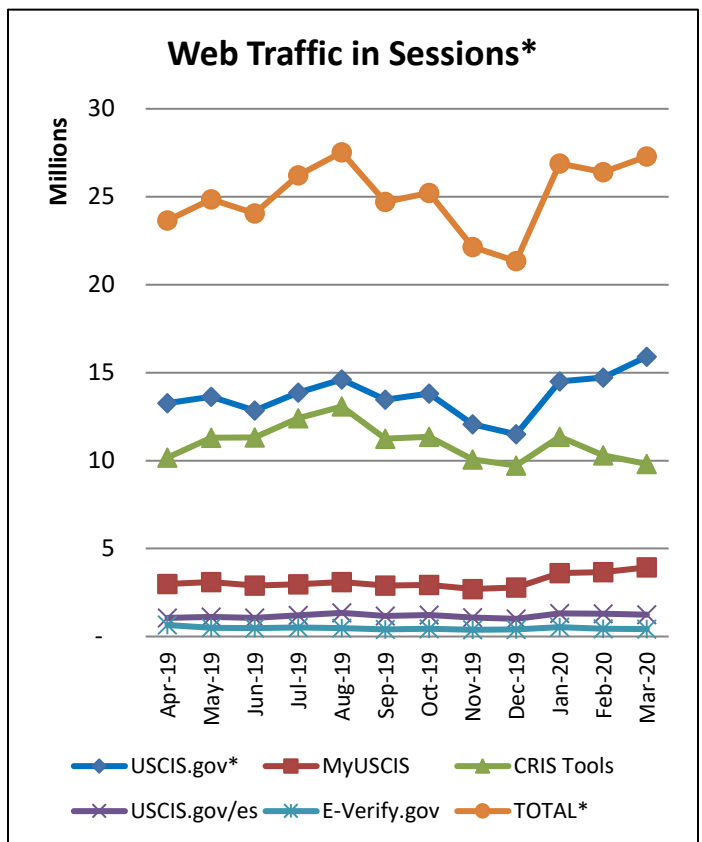
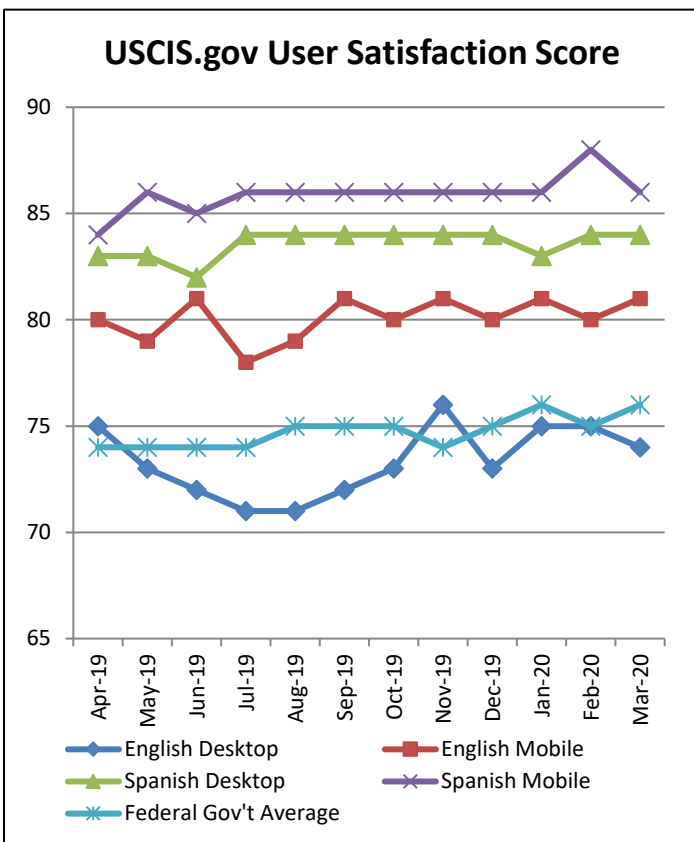
March 2020

Total Web Traffic – ALL PROPERTIES: 27,294,000 Sessions (+1.5% from past month)

Facebook 608,900 followers (+9,500 over past month)	Twitter 199,000 followers (+7,000)	YouTube 21,188,170 total views – now counting both active and inactive videos (+856,200 past month)	Instagram 49,800 followers (+3,000 followers)	LinkedIn 13,300 followers (+1,100)
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Highlights:

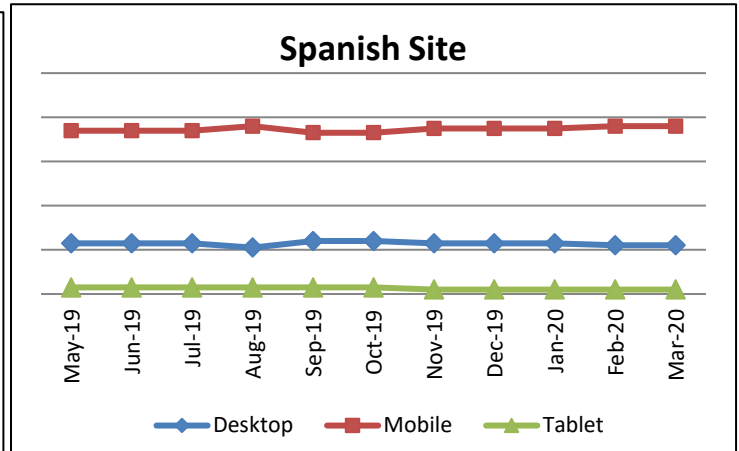
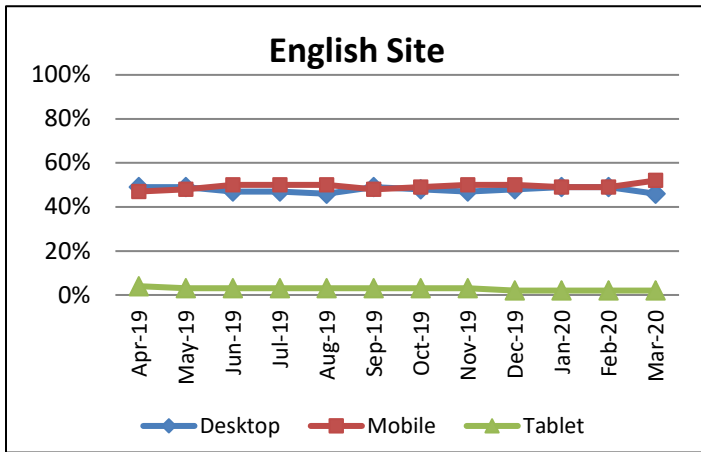
- Office Closings Dominate Social Media Traffic:** Our top posts on [Facebook](#), [Twitter](#) and [Instagram](#) were all posts announcing office closures due to COVID-19.



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)
6 (3) ↓	USCIS myUSCIS Home Page	2,606,000 (+637,319)	6 (23) ↑	h1b	7,490 (+3,663)
3 (1) ↓	Homepage USCIS	5,595,00 (+548,299)	8 (25) ↑	i-944	6,518 (+2,845)
7 (9) ↑	Acceptable Documents USCIS	923,000 (+315,133)	24 (146) ↑	coronavirus	3,556 (+2,557)
17 (44) ↑	USCIS Contact Center USCIS	485,000 (+202,089)	43 (2,145) ↑	special situations	2,407 (+2,360)
9 (5) ↓	I-9, Employment Eligibility Verification USCIS	765,000 (-192,542)	14 (38) ↑	i-539	4,929 (+2,237)

Facebook	Twitter	YouTube	Instagram
<i>Most People Reached</i>	<i>Most Impressions</i>	<i>Most Viewed</i>	<i>Most Liked/Viewed</i>
Post on office closures Posted March 19 100,000 reached 1,285 likes/reactions/shares	Post on office closures Posted March 30 92,000 impressions	H-1B Electronic Registration Process: Registrants +92,065 views 162,495 views total (Posted February 21, 2020)	Post on office closures Posted March 19 1,400 likes



E-Mail Outreach:

Total Number of Subscribers: 2,154,934 (+397,844)/Total Number of Subscriptions 5,733,673 (+679,820)

Average Number of Subscriptions per Subscriber: 2.7

	<i>Most Popular Lists</i>	<i>Lists Most Subscriptions Gained</i>	<i>Lists Most Bulletins Sent (non-automated)</i>
1	News Releases (351,924)	Office Closures (+348,146)	USCIS Intergovernmental Affairs Updates (15)
2	Office Closures (342,647)	News Releases (+29,383)	Updates from the Public Engagement Division (15)
3	Forms Updates (251,310)	Alerts (+27,384)	USCIS on Twitter (13)
4	Federal Register Announcements (229,403)	Immigration Policy (+26,124)	System Outages (12)
5	H-1B Cap Season (203,137)	Forms Updates (+25,804)	Alerts (11)

