



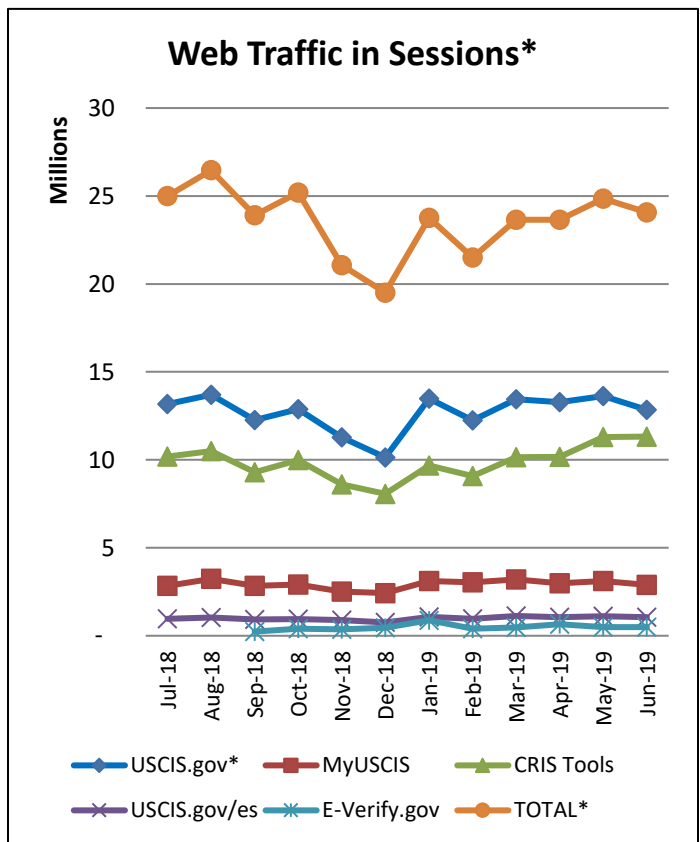
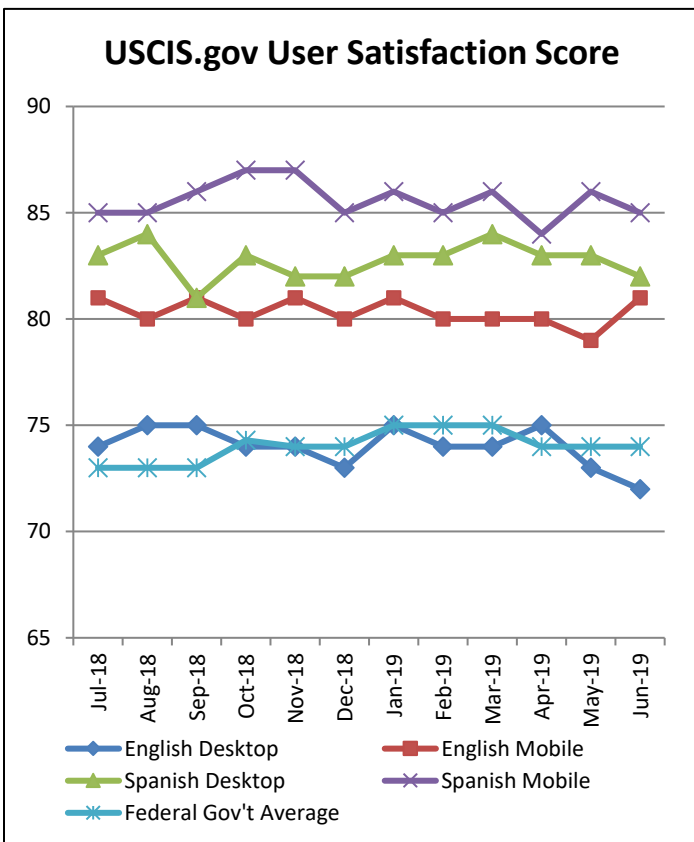
Online Communications Insights and Statistics

June 2019

Total Web Traffic – ALL PROPERTIES: 24,850,000 Sessions (+1.2 million from past month)				
Facebook 568,750 total page likes lifetime (+4,330 past month)	Twitter 168,900 followers (+2,400 past month)	YouTube 13,700,000 total views – now counting both active and inactive videos (+900,000 past month)	Instagram 31,200 followers (+1,700 followers)	LinkedIn 7,200 followers (+500)

Highlights:

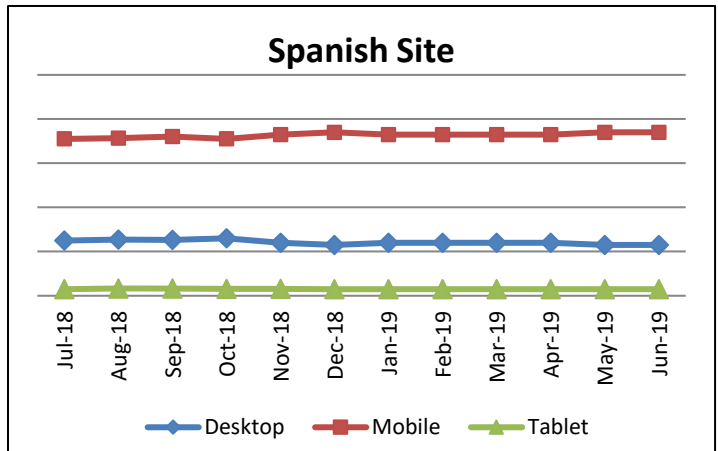
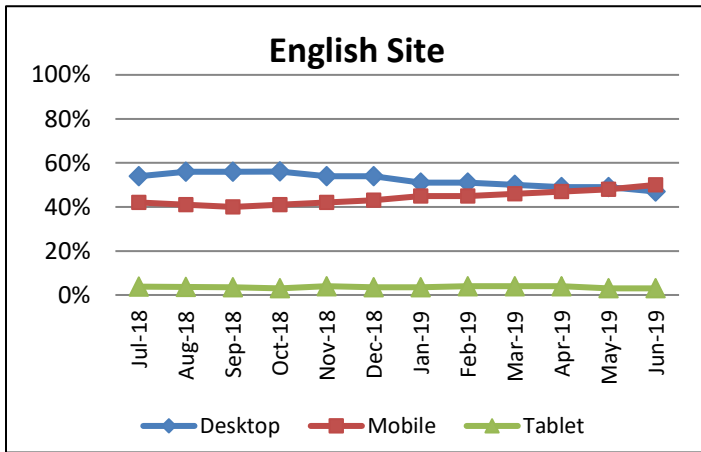
- Mobile Users #1 on USCIS.gov:** As part of a long-term trend, mobile users have now surpassed desktop users as the largest single group on USCIS.gov for first time – nearly 50% of all users (49.9% mobile versus 46.7% desktop and 3.5% tablet in June 2019).



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)
1 (1)	Home Page	4,628,000 (-679,000)	19 (8) ↓	infopass shedule an appointment	3,259 (-2,826)
14 (8) ↓	USCIS - Civics Practice Test Question 1	399,000 (-161,000)	8 (4) ↓	case status check online	5,541 (-1,908)
4 (8) ↓	USCIS - Civics Practice Test Question 2	344,000 (-142,000)	61 (23) ↓	h1b	1,630 (-1,639)
7 (11) ↓	USCIS - Civics Practice Test Question 3	334,000 (-137,000)	49 (21) ↓	appointment schedule	1,827 (-1,513)
40 (9) ↓	USCIS - Civics Practice Test Question 4	328,000 (-133,000)	32 (121) ↑	info pass appointment	2,463 (+1,373)

Facebook	Twitter	YouTube	Instagram
<i>Most People Reached</i>	<i>Most Impressions</i>	<i>Most Viewed</i>	<i>Most Liked/Viewed</i>
Post on strategy to decrease processing times on N-400 and I-485 Posted June 21 47,400 reached	#DYK that in FY 2018, about 757,000 people took the Oath of Allegiance and became American citizens? That is the highest number in the past five years. Check out our new FY 2018 statistical	Promo – Civics Practice Test for the Naturalization Test +28,500 views	DYK that each month, we pass out more than 34,000 flags at our naturalization ceremonies? We invite all the new citizens to wave them after the Oath of Allegiance. #flagday2019 Posted June 14



**U.S. Citizenship
and Immigration
Services**

3,790 290 likes/reactions 75 shares	report for more info. #newUSCitizen Posted June 10 41,900 impressions	(336,560 views, published October 2016)	4,500 views
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E-Mail Outreach:			
Total Number of Subscribers: 1,461,774 (+88,250)/Total Number of Subscriptions 4,478,986 (+113,212)			
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 (330,421)	News Release (+8,650)	USCIS on Twitter (24)
2	Forms Updates (230,355)	Immigration Policy (+7,709)	USCIS Intergovernmental Affairs Updates (10)
3	H-1B Cap Season (212,318)	Alerts (+7,680)	Updates from the Public Engagement Division (10)
4	Federal Register Announcements (211,654)	Forms Updates (+7,573)	Alerts (7)
5	Alerts (160,399)	Citizenship (+7,302)	Forms Register Announcements (6)

