



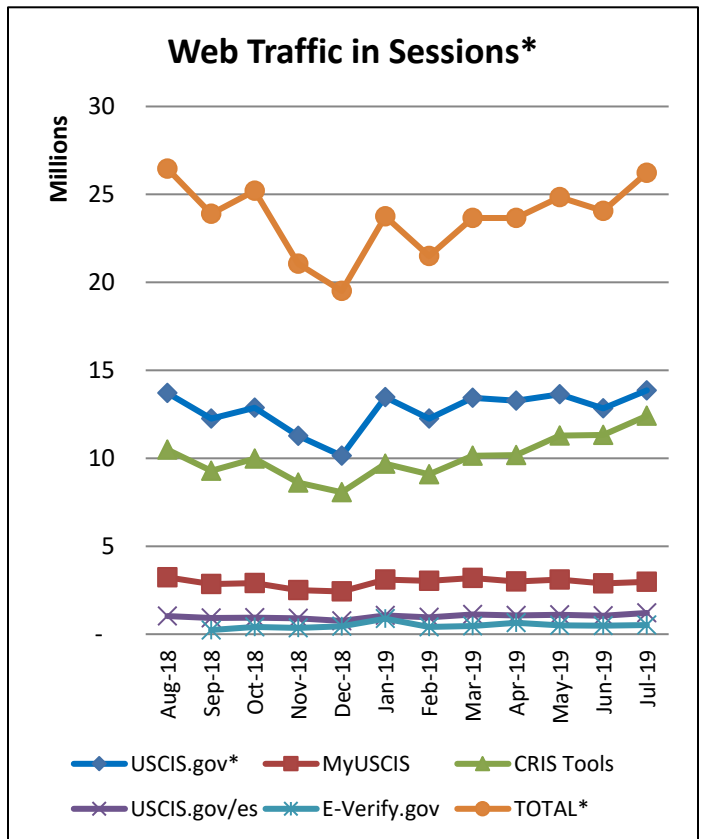
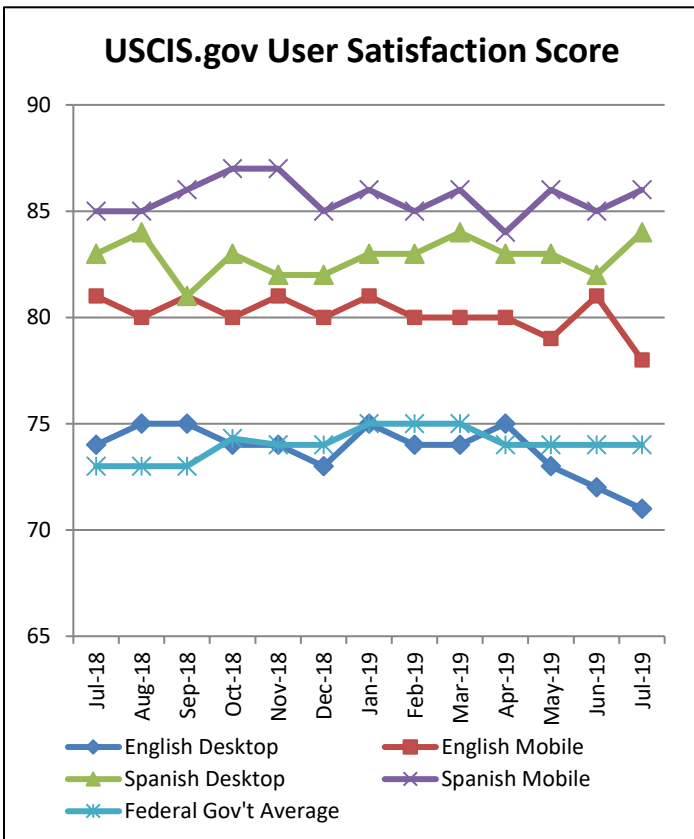
Online Communications Insights and Statistics

July 2019

Facebook 572,500 total page likes lifetime (+3,750 past month)	YouTube 14,637,500 total views – now counting both active and inactive videos (+937,500 past month)	LinkedIn 7,200 followers (+500)
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Highlights:

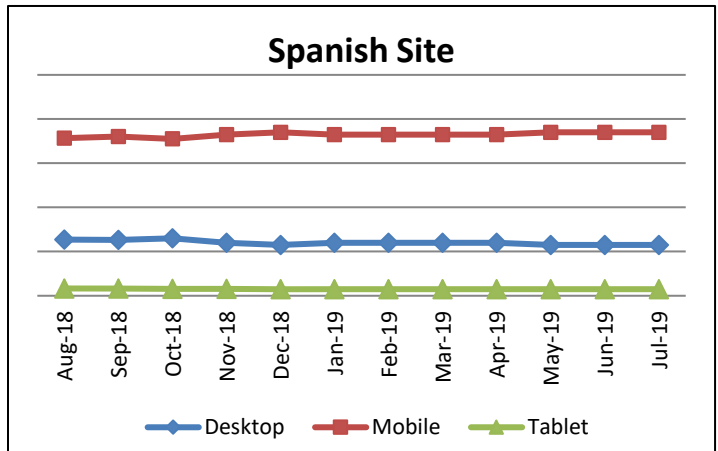
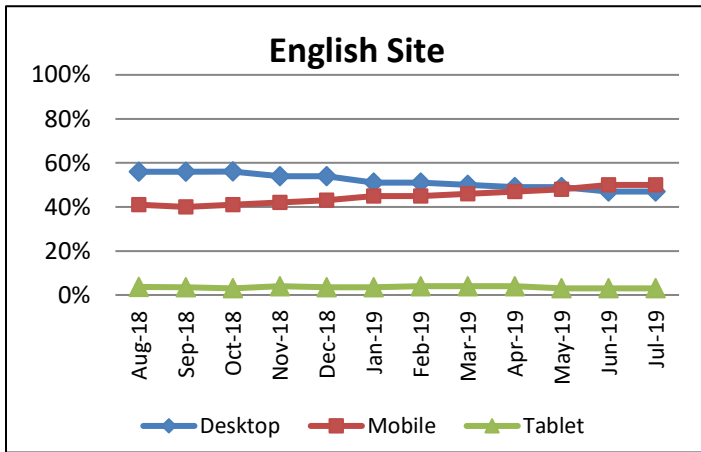
- July 4 Social Media Highly Celebrated:** Our July 4 Facebook and Instagram posts were our strongest items from last month, [featuring a ceremony](#) with Vice President Pence.



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	5,459,000 (+832,000)	4 (8) ↑	case status check online	8,106 (+2,565)
59 (36) ↓	myUSCIS - Your Field Office Dates	155,000 (-140,000)	1 (1)	i-130	11,244 (+1,606)
8 (10) ↑	Espanol Homepage USCIS	561,000 (+126,000)	6 (7) ↑	change of address online	7,073 (+1,524)
3 (3)	Forms USCIS	1,376,000 (+109,000)	3 (4) ↑	i-485	8,194 (+1,402)
9 (9)	USCIS myUSCIS Home Page	557,000 (+108,000)	11 (16) ↑	check status of my case	5,036 (+1,297)

Facebook	Twitter	YouTube	Instagram
<i>Most People Reached</i>	<i>Most Impressions</i>	<i>Most Viewed</i>	<i>Most Liked/Viewed</i>
July 4 th Post Posted July 4 50,080 reached 2,000 likes/reactions 185 shares	Immigration fraud is not a victimless crime. In fact, it's a threat to our national security. Anyone who lies to receive immigration benefits could be denied admission to the U.S. Posted July 22 71,735 impressions	Promo – Civics Practice Test for the Naturalization Test +31,760 views (368,320 views, published October 2016)	On July 4th, @vp Mike Pence welcomed new citizens at a naturalization ceremony @usnatarchives. #newUSCitizen Posted July 4 3,470 views



E-Mail Outreach:			
Total Number of Subscribers: 1,482,697 (+20,923)/Total Number of Subscriptions 4,481,486 (+2,500)			
Average Number of Subscriptions per Subscriber: 3.0			
	<i>Most Popular Lists</i>	<i>Lists Most Subscriptions Gained</i>	<i>Lists Most Bulletins Sent (non-automated)</i>
1	News Releases (326,447)	News Release (+3,355)	USCIS on Twitter (26)
2	Forms Updates (227,801)	Alerts (+2,568)	USCIS Intergovernmental Affairs Updates (8)
3	H-1B Cap Season (209,378)	Immigration Policy (+2,544)	Updates from the Public Engagement Division (8)
4	Federal Register Announcements (209,178)	Forms Updates (+2,527)	News Release (7)
5	Alerts (161,292)	Citizenship (+2,227)	System Outages (4)

