



## Online Communications Insights and Statistics

August 2017

**English Website: 12,972,000 Total Sessions (+630,000 or +5.10% from past month)**

**Spanish Website: 977,000 Total Sessions (+59,000 or +6.33% from past month)**

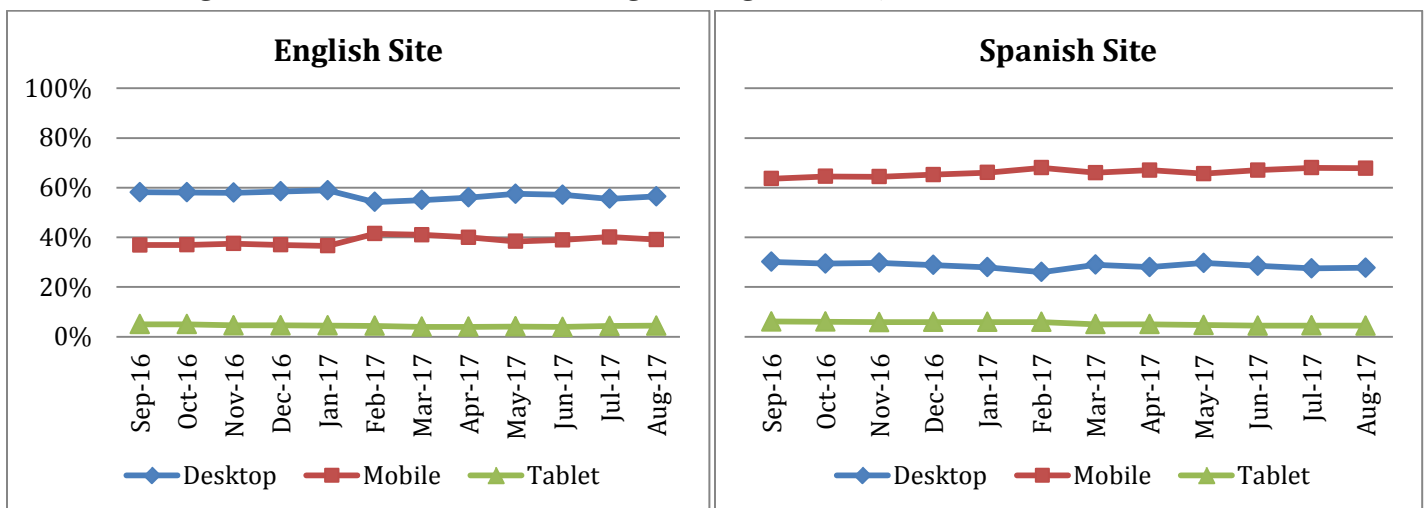
English	Facebook 506,690 total page likes lifetime (+3,190 past month)	Twitter 105,540 followers (+3,120 past month)	YouTube 2,602,230 total views (we are now only counting active videos, (+22,230 past month)	Instagram 7,190 followers (+590)
<b>Spanish:</b>	<b>71,755 total page likes lifetime (+735 past month)</b>	<b>13,510 followers (+380 past month)</b>	(USCIS does not have a Spanish YouTube channel at present)	<b>1,665 followers (+65)</b>

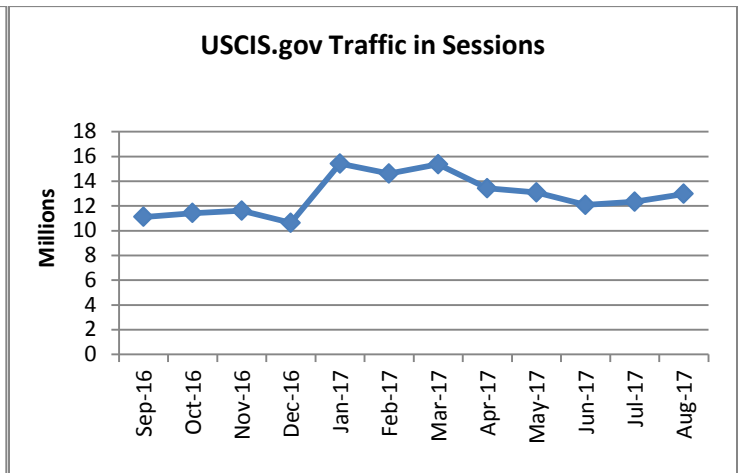
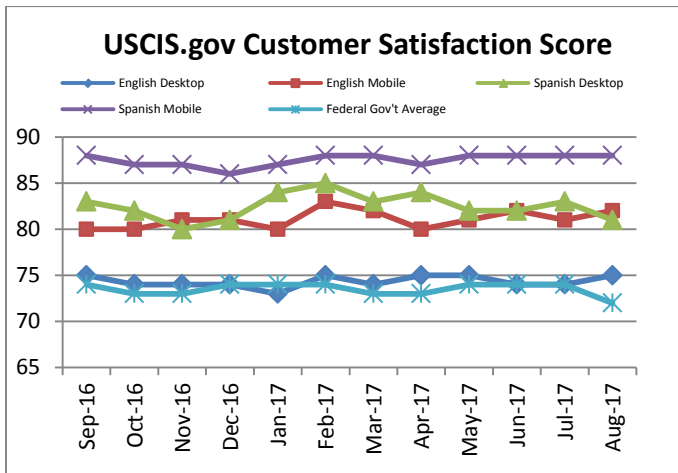
### Highlights:

- **Web Traffic Increases 5%:** Our site traffic increased 5% over July, but mainly because July was the bottom of decrease in traffic. Traffic is now trending up and should continue to do so in September.
- **USCIS Site Satisfaction Scores Remain Well Above the Federal Average:** Our August satisfaction scores for both our English and Spanish sites – whether desktop or mobile users – continued to soar above the average for federal sites.

	USCIS.gov	USCIS.gov Spanish	Federal Average	Private Sector Average
<b>Mobile</b>	81	88	77	76
<b>Desktop</b>	75	84	74	67

### 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)
2 (2)	Find a Field Office	1,481,000 (+238,820)	1 (1)	Processing Times	23,321 (+2,446)
4 (4)	Schedule an Appointment	1,255,000 (+179,640)	9 (12) ↑	infopass schedule an appointment	6,227 (+1,174)
1 (1)	Homepage	6,008,000 (+176,620)	5 (6) ↓	i-485	8,583 (+911)
5 (5)	Your Field Office Dates	1,084,000 (+157,495)	11 (11)	change of address online	6,007 (898)
10 (11) ↑	Acceptable Documents	460,000 (+81,637)	77 (40) ↓	Visa bulletin august 2017	1,471 (-880)



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>
<b>1</b>	Post on naturalization of 103 year old woman from Cambodia <a href="#">Posted August 22</a> 87,700 people reached 1,100 likes/reactions 80 shares	Preparing for the Naturalization Test: A Pocket Study Guide is now available in Spanish! <a href="https://t.co/7joOo5SS7A">https://t.co/7joOo5SS7A</a> <a href="https://t.co/5sSUkjQyCg">https://t.co/5sSUkjQyCg</a> <a href="#">Tweeted August 8</a> 22,210 impressions	<a href="#">The Citizenship Interview and Test</a> +9,015 views (1,951,115 total views. Published November 2010)	Repost from @chaufasaurusrex using @RepostRegramApp - You are an American now!!! us Congrats little one <a href="#">Posted August 23</a> 1,400 views
<b>2</b>	Green Card Processes and Procedures Post <a href="#">Posted August 4</a> 87,200 people reached 830 likes/reactions 160 shares	Today is the deadline to apply for the Citizenship and Assimilation Grant Program. Don't miss out! <a href="https://t.co/0oiKzUa8J8">https://t.co/0oiKzUa8J8</a> <a href="#">Tweeted August 6</a> 12,000 impressions	<a href="#">Promo – Civics Practice Test for the Naturalization Test</a> +2,190 views (41,990 total views, published June 2016)	Congratulations! Repost from @ayapapaya08 using @RepostRegramApp - You know that's right. 😊😊😊 #newUScitizena <a href="#">Posted August 15</a> 1,090 views
<b>3</b>	USCIS Immigrant Fee post <a href="#">Posted August 10</a> 41,500 people reached 355 likes/reactions 55 shares	We are now accepting applications for the Citizenship and Assimilation Grant Program! Learn more at <a href="https://t.co/0oiKzUa8J8">https://t.co/0oiKzUa8J8</a> <a href="#">Tweeted August 1</a> 11,985 impressions	<a href="#">Paying USCIS Immigrant Fee</a> +1,550 views (42,465 total views, published September 2014)	Repost from @alexstylenow using @RepostRegramApp - #newuscitizen I always felt within my heart that America is HOME TO ME. Now it's official!! Thank you America <a href="#">Posted August 9</a> 220 likes
<b>4</b>	Post on myUSCIS <a href="#">Posted August 7</a> 40,800 people reached 375 likes/reactions 50 shares	Some offices in Texas are closed due to #HurricaneHarvey. Check our list of office closings before your appointment. <a href="https://t.co/nAzwXbpaeU">https://t.co/nAzwXbpaeU</a> <a href="https://t.co/r8LqJHGBFn">https://t.co/r8LqJHGBFn</a> <a href="#">Tweeted August 27</a> 10,685 impressions	<a href="#">A Day in the Life of a USCIS Field Operations Directorate Immigration Services Officer</a> +1,140 views (3,540 total views, Published May 2017)	France-NYC and Baffour-Ghana-NYC - Though they are from different continents, Antoine and Baffour find that they have a lot in common - they have kids of similar ages, they live in the same building in Harlem...and they were scheduled for the same naturalization ceremony. <a href="#">Posted August 7</a> 160 likes
<b>5</b>	File Form I-90 online <a href="#">Posted August 8</a> 38,900 people reached 240 likes/reactions 45 shares	Do you have questions about U.S. citizenship? We have answers. <a href="https://t.co/L18luAckbg">https://t.co/L18luAckbg</a> <a href="#">Tweeted August 28</a>	<a href="#">Hello, I'm Emma. How may I help you?</a> +1,025 views (8,855 total)	Jose - Mexico – Texas - Jose moved to Texas 10 years ago and began working for Bonnie (pictured with him at his naturalization ceremony). They



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

		10,110 impressions	views, Published November 2016	became good friends, and she supported him through his naturalization process and gave him a patriotic tie as a gift. <a href="#">Posted August 2</a> 155 likes
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**E-Mail Outreach:**

**Total Number of Subscribers: 904,898 (+4,353)/Total Number of Subscriptions 2,707,603 (+24,636)**  
Average Number of Subscriptions per Subscriber: 3.0

	<b>Most Popular Lists</b>	<b>Lists Most Subscriptions Gained</b>	<b>Lists Most Bulletins Sent (non-automated)</b>
<b>1</b>	News Releases (269,589)	News Releases (+4,172)	USCIS on Twitter (27)
<b>2</b>	E-Verify Updates (238,001)	Forms Updates (+3,646)	E-Verify on Twitter (16)
<b>3</b>	Forms Updates (188,801)	Alerts (+3,617 )	Updates from the Public Engagement Division (10)
<b>4</b>	H-1B Cap Season (186,409)	Immigration Policy and Procedural Memoranda (+3,332 )	E-Verify Updates (9)
<b>5</b>	Federal Register Announcements (181,195)	Citizenship (+3,194)	E-Verify Employer Agents (EEA) (9)

