

Online Communications Insights and Statistics

March 2018

English Website: 13,440,000 Total Sessions (+1,105,000 or +9% from past month)				
Spanish Website: 1,089,000 Total Sessions (+14,000 or +1.3% from past month)				
English	Facebook 523,550 total page likes lifetime (+3,050 past month)	Twitter 124,500 followers (+2,500 past month)	YouTube 2,895,000 total views (we are now only counting active videos, (+81,000 past month)	

Highlights:

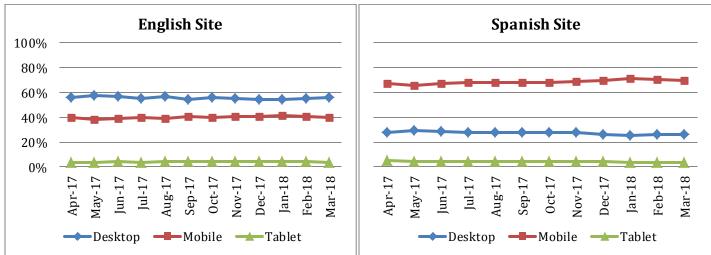
- Web Traffic Stable: Web traffic rose 9% over last month, but when the longer duration of March is taken into account, then daily traffic remained virtually unchanged.
- Anti-Fraud Efforts Dominate Social Media: Almost all of our most trafficked social media posts involved efforts to combat fraud. See the "Social Media" table below for additional details.

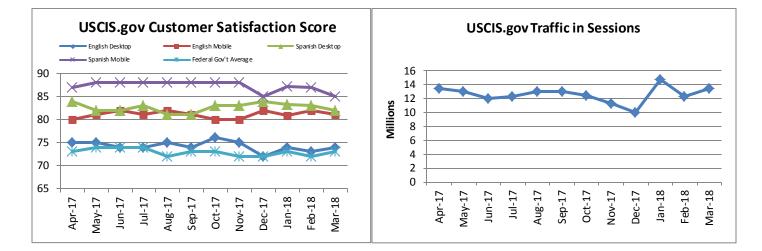
Web Satisfaction Scores: March 2018

	USCIS.gov	USCIS.gov Spanish	Federal Average	Private Sector Average
Mobile	81	85	76	75
Desktop	74	82	73	71

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)	Homepage	6,198,000 (+618,000)	2 (9) 1	infopass schedule an appointment	17,698 (+5,882)
5 (6) 1	USCIS Account - Home Page	1,301,000 (+475,000)	7 (34) 1	appointment at local office	9,847 (+4,679)
3 (3)	Your Field Office Dates	1,951,000 (-231,000)	8 (19) 1	check status of my case	10,914 (3,436)



8 (9) 1	USCIS Account - USCIS - Account - Secure Messaging	616,000 (+127,000)	29 (134) 1	make an appointment	4,319 (2,453)
6 (5) 📕	Forms	1,279,000 (+105,793)	21 (32) 1	infopass	7,790 (2,356)

	Social Media – Top Posts Past Month				
	Facebook Twitter		YouTube		
Top 5	Most People Reached	Most Impressions	Most Viewed		
1	Post on our cooperation with ICE and DOJ to combat immigration fraud Posted March 18 Post on fraud arrest in Orlando with link to DOJ news release 70,300 people reached <u>Posted March 18</u> 360 likes/reactions 35 shares	Fraudulent visas hurt those victims and other legitimate immigrants, so we worked with our partners @ICEgov and @TheJusticeDept to bring this criminal to justice. <u>Tweeted March 9</u> 33,590 impressions	The Citizenship Interview and Test +13,500 views (2,017,160 total views. Published December 2010)		
2	Post linking to DOJ release on arrest of immigration attorney in Queens, NY on charges of fraud <u>Posted March 28</u> 67,000 people reached 350 likes/reactions 75 shares	Immigration scams harm everyone. If you suspect something, report it. <u>https://t.co/76SCr75gz6</u> <u>Tweeted March 5</u> 29,775 impressions	USCIS Has Updated Form 1-485 +10,575 views (67,650 total views, Published September 2017)		
3	Post on sham marriages with link to DOJ news release <u>Posted March 9</u> 58,200 people reached 525 likes/reactions 35 shares	Visa fraud undermines the integrity of the immigration system. We're improving our site visit program to catch fraud and abuse. <u>https://t.co/3zKp1Bw4CG</u> #ImmigrationFraud <u>Tweeted March 30</u> 25,400 impressions	<u>E-Verify On Demand</u> +6,000 views (13,500 total views, published July 2015)		
4	Post on new processing times page <u>Posted March 22</u> 53,900 people reached 300 likes/reactions 60 shares	Visa fraud undermines the integrity of the immigration system. We're improving our site visit program to catch fraud and abuse. <u>https://t.co/j9Oaw4J8xM</u> #ImmigrationFraud <u>Tweeted March 5</u> 24,335 impressions	Promo – Civics Practice Test for the Naturalization Test +5,600 views (63,500 total views, published June 2016)		



5	Post linking to DOJ news release on sentencing of an immigration attorney for	Our officers detected fraud, so they researched a case that led to today's sentencing of an	Paying USCIS Immigrant Fee +2,670 views (54,560 total views, published
	fraudulent U visas Posted March 9	immigration attorney for shameful, fraudulent U visas.	September 2014)
	53,300 people reached 420 likes/reactions	https://t.co/WmaRoIH0Qm Tweeted March 9	
	75 shares	24,130 impressions	

Т	E-Mail Outreach: Total Number of Subscribers: 988,813 (+5,823)/Total Number of Subscriptions 2,919,228 (+35,798) Average Number of Subscriptions per Subscriber: 3.0					
	Most Popular Lists Lists Most Subscriptions Gaine		Lists Most Bulletins Sent (non-automated)			
1	News Releases (286,247)	SAVE Web Access Superuser (+9,893)	USCIS on Twitter (28)			
2	E-Verify Updates (230,810)	News Release (+5,137)	E-Verify on Twitter (25)			
3	Forms Updates (200,971)	H-1B Cap Season (+3,887)	E-Verify Updates (18)			
4	H-1B Cap Season (192,581)	Forms Update (+3,835)	New E-Verify Enrollee (18)			
5	Federal Register Announcements (188,630)	Alerts (+3,796)	E-Verify Employer Agents (EEA) (17)			

