



## Online Communications Insights and Statistics

April 2018

**English Website: 12,825,000 Total Sessions (-614,000 or -4.6% from past month)**

**Spanish Website: 1,030,000 Total Sessions (-59,000 or -5.4% from past month)**

<b>English</b>	<b>Facebook</b> 526,000 total page likes lifetime (+2,450 past month)	<b>Twitter</b> 128,000 followers (+3,500 past month)	<b>YouTube</b> 2,965,000 total views (we are now only counting active videos, (+70,000 past month)
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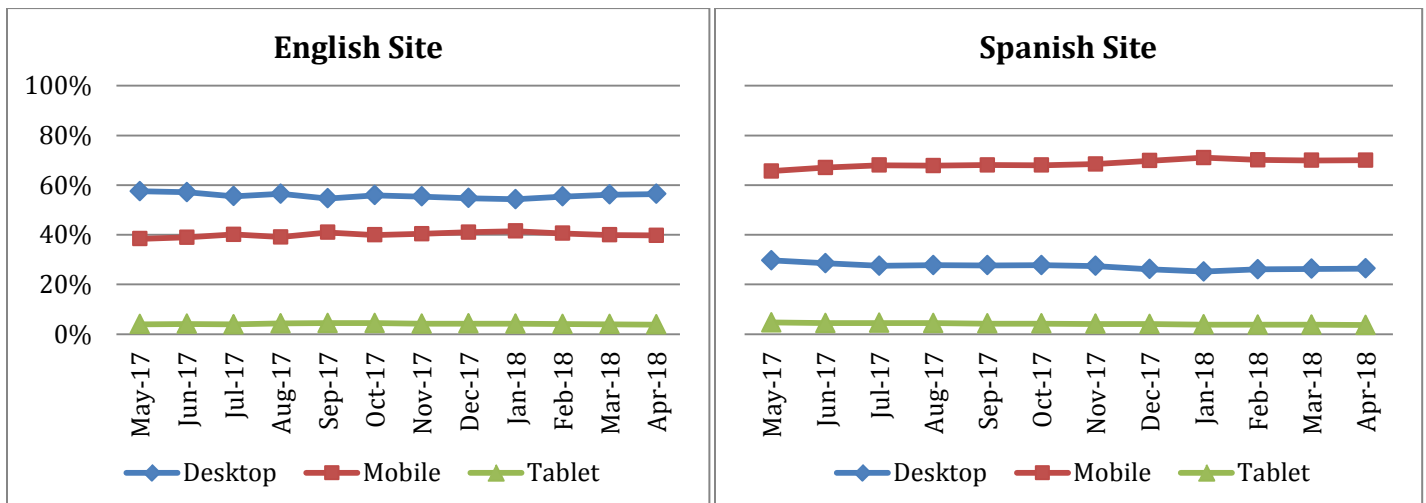
### Highlights:

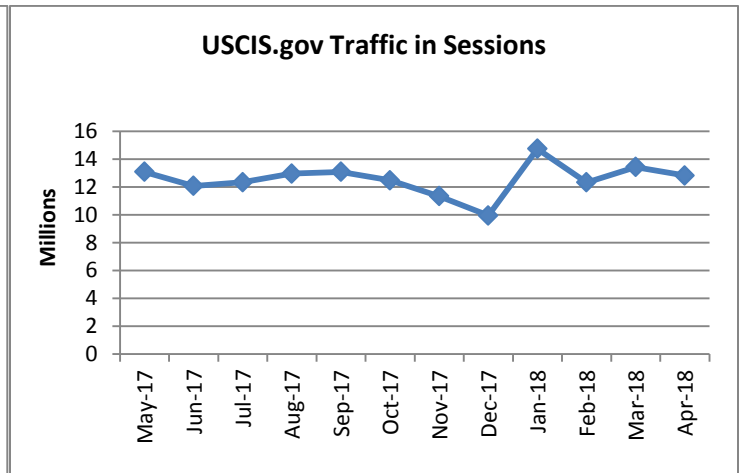
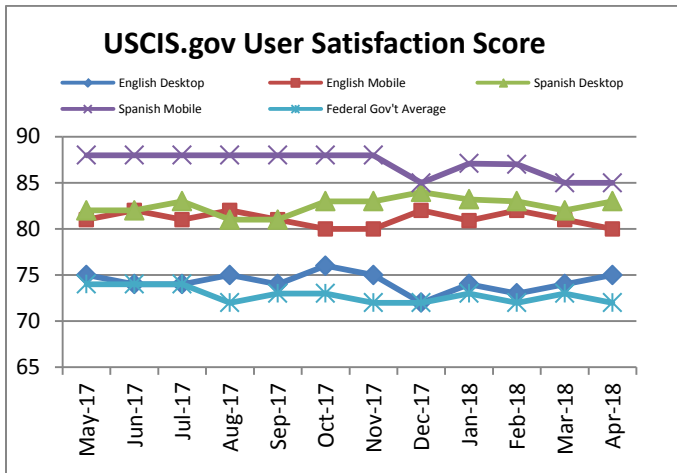
- **Web Traffic Stable:** Web traffic for uscis.gov declined modestly versus March, but remained near the 13 million session mark for the month.
- **E-Verify.gov Successfully Launched:** In early April, we successfully launched the new [E-Verify website](#), which registered 335,000 sessions since launch through the end of April.

### Web Satisfaction Scores: April 2018

	USCIS.gov	USCIS.gov Spanish	Federal Average	Private Sector Average
<b>Mobile</b>	80	85	76	75
<b>Desktop</b>	75	83	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	5,838,000 (-360,000)	3 (1) ↓	processing times	17,698 (-5,882)
3 (3)	Your Field Office Dates	1,643,000 (-307,000)	14 (307) ↑	tps nepal	5,850 (+4,824)
96 (41) ↓	E-Verify	85,000 (-212,000)	1 (2) ↑	Infopass schedule an appointment	28,112 (+4,532)
4 (4)	Schedule an Appointment	1,457,000 (-172,000)	5 (7) ↑	Appointment at local office	17,202 (2,356)
2 (2)	Find a Field Office	2,110,000 (-165,000)	36 (388) ↑	H1b 2019	3,064 (2,264)

Social Media – Top Posts Past Month				
	Facebook	Twitter	YouTube	Instagram
<b>Top 5</b>	<i>Most People Reached</i>	<i>Most Impressions</i>	<i>Most Viewed</i>	<i>Most Liked/Viewed</i>
<b>1</b>	Post on H-1B Fiscal Year 2019 Cap Season <a href="#">Posted April 12</a> 73,325 people reached	Two people who committed immigration fraud were sentenced to	<a href="#">The Citizenship Interview and Test</a> +13,510 views	Director Cissna traveled to Philadelphia and New Jersey today to present employee awards, do interviews, and speak at a



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	340 likes/reactions, 75 shares	<p>prison this week with the help of our partners @TheJusticeDept @ICEgov and our own fraud detection unit. We are committed to bringing perpetrators to justice.</p> <p><a href="https://t.co/5GEYzjXBVX">https://t.co/5GEYzjXBVX</a>  <a href="#">Tweeted April 20</a>  40,080 impressions</p>	(1,893,930 total views. Published November 2010)	<p>naturalization ceremony at our Mt. Laurel field office. #uscis #newuscitizen</p> <p><a href="#">Posted April 13</a>  368 likes</p>
<b>2</b>	<p>You may only work in the U.S. if you have a permanent resident card (Green Card), an Employment Authorization Document (work permit) or an employment-related visa allowing your employment.</p> <p><a href="#">Posted April 3</a>  67,700 people reached  730 likes/reactions, 110 shares</p>	<p>Out of 190,098 H-1B petitions, yesterday we randomly picked enough to meet the cap of 65,000 (plus 20,000 with advanced degrees) for FY2019.</p> <p><a href="https://t.co/VZpPma32Hv">https://t.co/VZpPma32Hv</a>  <a href="#">Tweeted April 12</a>  31,250 impressions</p>	<p><a href="#">USCIS Has Updated Form I-485</a>  +10,280 views (87,790 views, published November 2014)</p>	<p>Director L. Francis Cissna toured USCIS Vermont offices last week and met with staff, followed by a tour of the facilities. #uscis</p> <p><a href="#">Posted April 25</a>  356 likes</p>
<b>3</b>	<p>Post on immigration fraud.</p> <p><a href="#">Posted April 20</a>  57,140 people reached  410 likes/reactions, 60 shares</p>	<p>200 #newUSCitizens from 59 countries at a special naturalization ceremony New-York Historical Society this afternoon. Supreme Court Associate Justice Ginsburg administered the Oath of Allegiance and offered congratulatory remarks.</p> <p><a href="https://t.co/jCloFRDQTR">https://t.co/jCloFRDQTR</a>  <a href="#">Tweeted April 10</a>  28,680 impressions</p>	<p><a href="#">E-Verify on Demand</a>  +7,030 views (19,100 views, published July 2015)</p>	<p>Director Cissna held a Town Hall at the Philadelphia Field Office and met with new officers on their first day of training. #uscis</p> <p><a href="#">Posted April 13</a>  344 likes</p>
<b>4</b>	<p>Combatting fraud in employment based</p>	<p>USCIS has reached the congressionally</p>	<p><a href="#">Promo – Civics Practice Test for</a></p>	<p>Director L. Francis Cissna was happy to visit the New York District Office on</p>



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	immigration post <a href="#">Posted April 13</a> 51,500 people reached 190 likes/reactions, 25 shares	mandated cap of 65,000 H-1B visas, and 20,000 visas for workers with advanced degrees for FY2019. <a href="https://t.co/GsJoMDLif7">https://t.co/GsJoMDLif7</a> <a href="#">Tweeted April 6</a> 26,670 impressions	<a href="#">the Naturalization Test</a> +6,110 views (44,255 views, published June 2016)	April 23 for a Town Hall meeting with staff and a tour of the office. #uscis <a href="#">Posted April 25</a> 179 likes
<b>5</b>	In 5 days, we received enough applications to meet our cap of 65,000 H-1B visas, and 20,000 visas under the master’s cap for FY2019. <a href="#">Posted April 6</a> 51,300 people reached 540 likes/reactions, 100 shares	We are proud to support @ICE efforts to root out known or suspected human rights violators who seek a safe haven in the United States. <a href="https://t.co/zaNWPnHKaO">https://t.co/zaNWPnHKaO</a> <a href="#">Tweeted April 19</a> 25,000 impressions	<a href="#">The Citizenship Interview and Test – Spanish Subtitles</a> +4,575 views (13,375 views, published September 2017)	#EVerify users: Welcome to the new and improved E-Verify. Our new updates will make our site easier to use. Visit our new website today: <a href="https://e-verify.gov">https://e-verify.gov</a> <a href="#">Posted April 23</a> 111 likes

**E-Mail Outreach:**

**Total Number of Subscribers: 999,248 (+10,435)/Total Number of Subscriptions 2,971,118 (+51,890)**  
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 (289,625)	H-1B Cap Season (+7,617)	USCIS on Twitter (27)
<b>2</b>	E-Verify Updates (230,228)	News Release (+5,466)	E-Verify on Twitter (26)
<b>3</b>	Forms Updates (202,615)	Alerts (+3,721)	Alerts (9)
<b>4</b>	H-1B Cap Season (199,266)	Forms Update (+3,376)	E-Verify Updates (9)
<b>5</b>	Federal Register Announcements (189,750)	Immigration Policy and Procedural Memoranda (+3,222)	New E-Verify Enrollee (9)

