



## Online Communications Insights and Statistics

June 2018

**English Website: 12,047,000 Total Sessions (-934,000 or -7.2% from past month)**

**Spanish Website: 927,600 Total Sessions (-100,000 or -9.7% from past month)**

|                |  |   |   |
|----------------|--|---|---|
| <b>English</b> | <b>Facebook</b><br>533,300 total page likes<br>lifetime (+4,000 past<br>month) | <b>Twitter</b><br>133,700 followers<br>(+3,200 past<br>month) | <b>YouTube</b><br>3,101,300 total views (we are now only counting<br>active videos,<br>(+66,600 past month) |
|----------------|--|---|---|

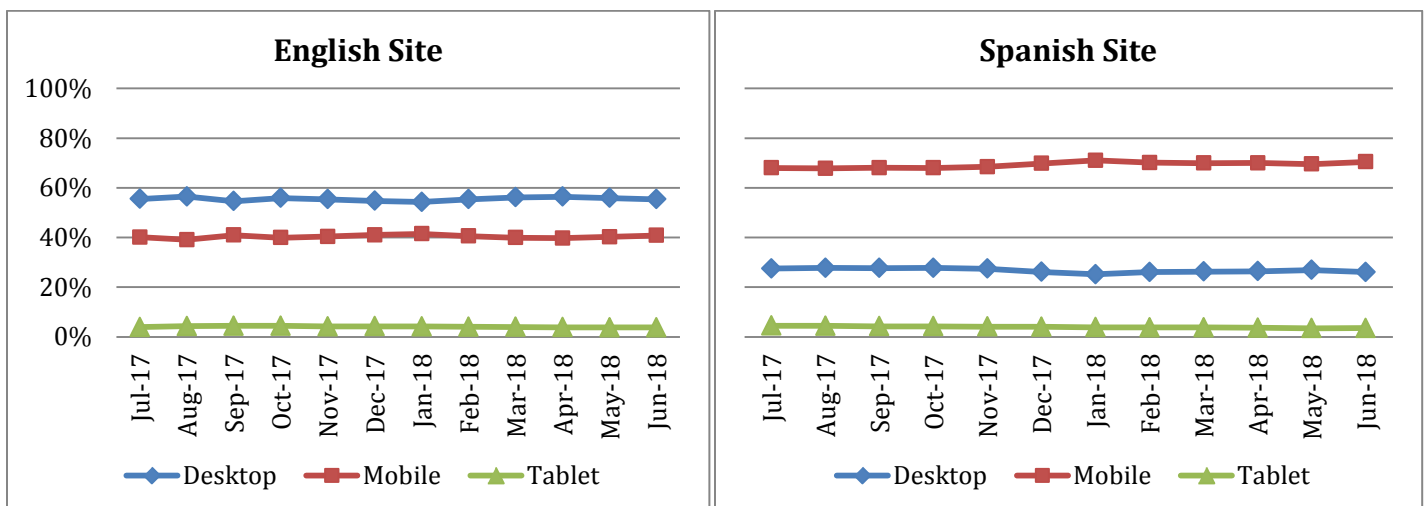
### Highlights:

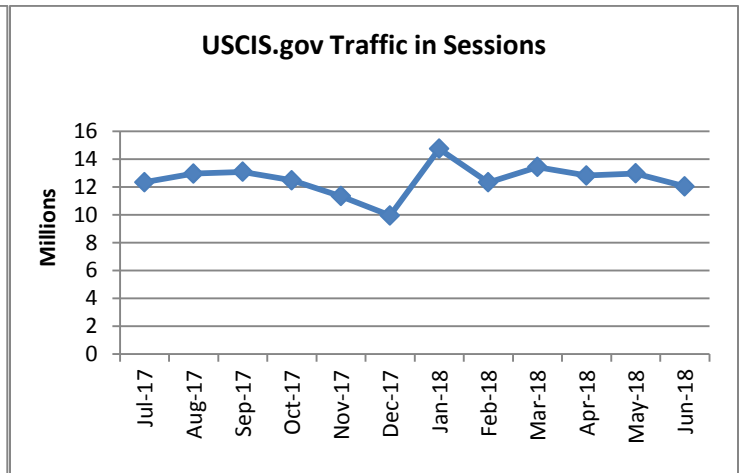
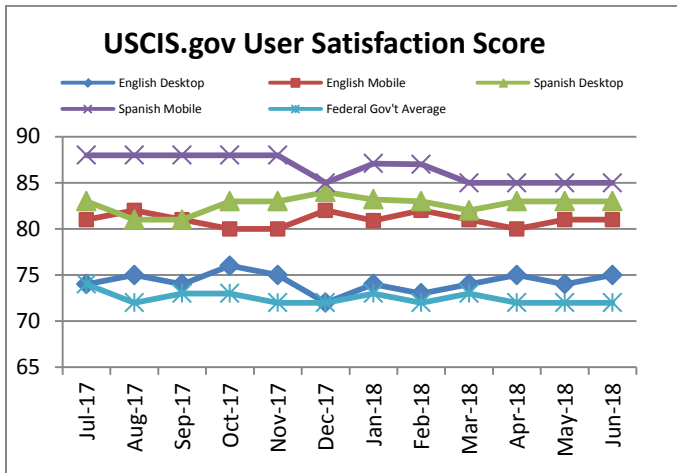
- **Web Traffic Declines Modestly:** Traffic declined 7% to the 12 million session mark for the month, which is not a significant drop in average daily traffic considering the fact that June has fewer days than May.
- **Interest in Asylum Rises:** With the topic asylum increasingly in the news, we saw an uptick in the traffic to asylum related pages, and also in searches for asylum information.

### Web Satisfaction Scores: June 2018

|                | USCIS.gov | USCIS.gov Spanish | Federal Average | Private Sector Average |
|----------------|-----------|-------------------|-----------------|------------------------|
| <b>Mobile</b>  | 81        | 85                | 77              | 75                     |
| <b>Desktop</b> | 75        | 83                | 72              | 66                     |

### 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   | 5,376,000 (-525,000) | 59 (14) ↓                        | tps nepal                  | 1,723 (-3,029)             |
| 6 (6) ↓                                     | Forms   | 1,046,000 (-98,825)  | 34 (144) ↑                       | info pass make appointment | 1,125 (+1,770)             |
| 64 (215) ↑                                  | Asylum  | 129,000 (+92,732)    | 20 (45) ↑                        | asylum                     | 3,852 (+1,719)             |
| 48 (43) ↓                                   | News  | 186,000 (-72,521)    | 3 (2) ↓                          | daca                       | 9,102 (-1,692)             |
| 46 (40) ↓                                   | 100 Civics Questions and Answers with MP3 Audio (English version) | 209,000 (-70,526)    | 25 (13) ↓                        | tps                        | 3,434 (-1,577)             |

| 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 Marriage Fraud <a href="#">Posted June 1</a><br>43,300 people reached | #SmallBusinesses: #DYK you must complete Form I-9 for a one-day hire? Stay | <a href="#">The Citizenship Interview and Test</a><br>+10,300 views | Yesterday, the granite faces of George Washington, Thomas |



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|   | 320 likes/reactions, 50 shares  | compliant.<br><a href="https://t.co/hcRqj4ty43">https://t.co/hcRqj4ty43</a><br>Posted June 22<br>43,900 impressions  | (1,917,130 total views. Published November 2010)  | Jefferson, Theodore Roosevelt and Abraham Lincoln offered a perfect backdrop as 177 #newUScitizens took the Oath of Allegiance. #mtrushmore #uscis #newuscitizen<br><a href="#">Posted June 15</a><br>385 likes   |
| 2 | We will stop fraud!!<br>“This is a perfect example of federal agencies working together to combat those trying to defraud the American people,” stated USCIS Tampa District Director, Michael Borgen.<br><a href="#">Posted June 5</a><br>42,300 people reached<br>300 likes/reactions, 35 shares | We want to hear from you! If you know of immigration fraud or scams, please report it. With your help, we can get the right information to the right people.<br><a href="https://t.co/uR0QGkJogR">https://t.co/uR0QGkJogR</a><br><a href="#">Tweeted June 29</a><br>37,400 impressions | <a href="#">USCIS Has Updated Form I-485</a><br>+9,600 views<br>(108,770 views, published November 2014)                        | Tony was always fascinated by the United States. As a young boy in London, he would watch American shows and wanted to learn all he could about the U.S. His love for the U.S. is what fueled his desire to become a citizen.<br><a href="#">Posted June 5</a><br>350 likes |
| 3 | Marriage fraud and lying to gain citizenship will not be tolerated. We’re working to protect our immigration system by holding those who commit immigration fraud accountable.<br><a href="#">Posted June 8</a><br>40,500 people reached<br>310 likes/reactions, 55 shares                        | Need to replace your naturalization or citizenship certificate? You can now file your Form N-565 online.<br><a href="https://t.co/M3kEyaZqRl">https://t.co/M3kEyaZqRl</a><br><a href="#">June 5</a><br>33,900 impressions  | <a href="#">USCIS and the Legacy of Ellis Island Trailer</a><br>+6,660 views<br>( 17,820 views, published April 2018)           | At the nation’s largest and busiest immigration station, Ellis Island’s clerks often faced stacks of paperwork (circa 1935). #USCISHistory #USCIS #EllisIsland #Immigration<br><a href="#">Posted June 1</a><br>325 likes   |
| 4 | This Iranian national was sentenced to prison for lying on his asylum application. If you commit immigration fraud, we’ll catch you. Thanks to Immigration And Customs Enforcement  | Director L. Francis Cissna is discussing the EB-5 visa program with members of the Senate Judiciary Committee now. Livestream is available:<br><a href="https://t.co/xyE5fxP5Go">https://t.co/xyE5fxP5Go</a><br><a href="#">Posted June 19</a><br>32,300 impressions                   | <a href="#">Promo – Civics Practice Test for the Naturalization Test</a><br>+2,800 views<br>(53,315 views, published June 2016) | The historic Star-Spangled Banner Flag House was the site of our Flag Day naturalization ceremony as we welcomed 28 people from 18 countries. Mary Pickersgill sewed the 15-star, 15-stripe flag at the   |



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|----------|--|--|--|---|
|          | (ICE), The United States Department of Justice, and FBI – Federal Bureau of Investigation for their continued efforts in combatting immigration fraud.<br><a href="#">Posted June 8</a><br>37,600 people reached<br>250 likes/reactions, 30 shares |  |  | @SSBFlagHouse.<br><a href="#">Posted June 14</a><br>310 likes   |
| <b>5</b> | If you lie to the federal government and falsify forms, there will be consequences for undermining the integrity of our immigration laws.<br><a href="#">Posted June 1</a><br>31,900 people reached<br>190 likes/reactions, 15 shares              | Marriage fraud and lying to gain citizenship will not be tolerated. We’re working to protect our immigration system by holding those who commit immigration fraud accountable.<br><a href="https://t.co/7wGlIeDc5M">https://t.co/7wGlIeDc5M</a><br><a href="#">Posted June 8</a><br>22,500 impressions | <a href="#">Paying USCIS Immigration Fee</a><br>+2,000 views<br>(61,500 views, published ) | Wilma's naturalization ceremony was a family celebration. Her husband, sons, in-laws, parents, and godparents cheered for her as she became a U.S. citizen. Wilma’s son, Pedro, waved the American flag high in the air and said that he was so excited for his mom.<br><a href="#">Posted June 22</a><br>300 likes |

**E-Mail Outreach:**

**Total Number of Subscribers: 1,013,550 (+2,438)/Total Number of Subscriptions 3,012,012 (+12,992)**

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 (264,905)                  | News Release (+3,432)                                | E-Verify on Twitter (24)                         |
| <b>2</b> | E-Verify Updates (240,908)               | Alerts (+3,044)                                      | USCIS on Twitter (23)                            |
| <b>3</b> | H-1B Cap Season (185,557)                | Forms Update (+2,837)                                | Updates from the Public Engagement Division (9)  |
| <b>4</b> | Forms Updates (184,391)                  | Immigration Policy and Procedural Memoranda (+2,828) | Forms Updates (7)                                |
| <b>5</b> | Federal Register Announcements (178,631) | Citizenship (+2,632)                                 | Federal Register Announcements (7)               |

