

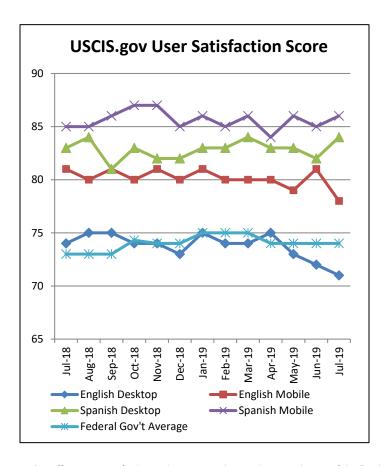
Online Communications Insights and Statistics

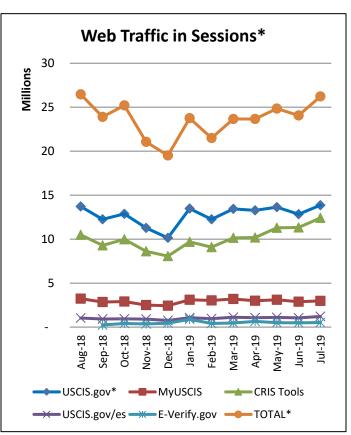
July 2019

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

Highlights:

• July 4 Social Media Highly Celebrated: Our July 4 Facebook and Instagram posts were our strongest items from last month, <u>featuring a ceremony</u> with Vice President Pence.

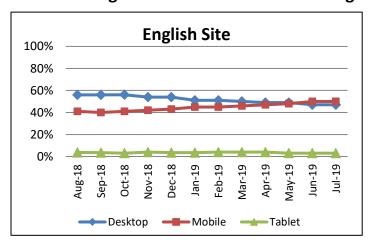


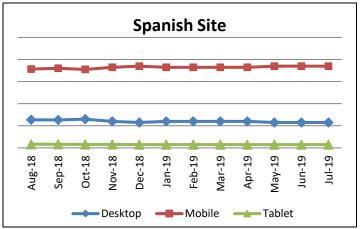


Web Traffic in Sessions*: The total sessions and users shown at the top of the "Web Traffic in Sessions" graph for all USCIS properties represents how many sessions there were to either the USCIS.gov website, E-Verify.gov (tracking for E-Verify.gov began in Sept. 2018), myUSCIS (authenticated and unauthenticated 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) 1	check status of my case	5,036 (+1,297)

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



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

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	Most Popular Lists	Lists Most Subscriptions Gained	Lists Most Bulletins Sent (non-automated)		
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)		

