



## Online Communications Insights and Statistics

September 2017

English Website: 13,089,962 Total Sessions (+118,000 or +0.9% from past month)				
Spanish Website: 843,000 Total Sessions (-113,000 or -13.6% from past month)				
<b>English</b>	<b>Facebook</b> 509,210 total page likes lifetime (+2,520 past month)	<b>Twitter</b> 107,380 followers (+1,840 past month)	<b>YouTube</b> 2,620,430 total views (we are now only counting active videos, (+18,200 past month)	<b>Instagram</b> 8,080 followers (+890)
<b>Spanish:</b>	<b>72,135 total page likes lifetime (+380 past month)</b>	<b>13,695 followers (+185 past month)</b>	(USCIS does not have a Spanish YouTube channel at present)	<b>1,790 followers (+125)</b>

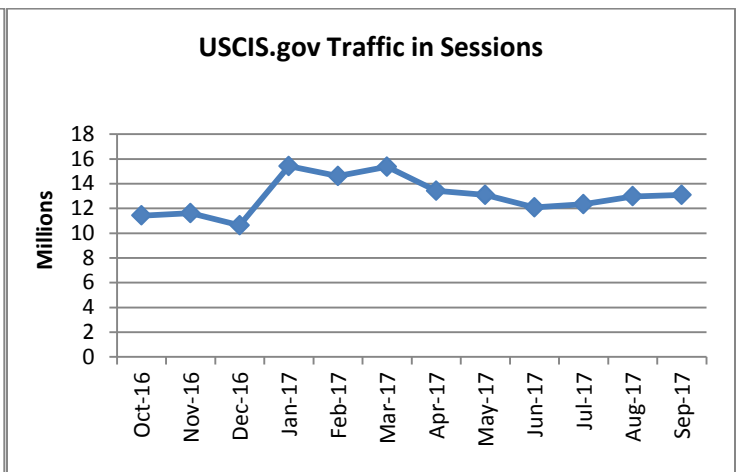
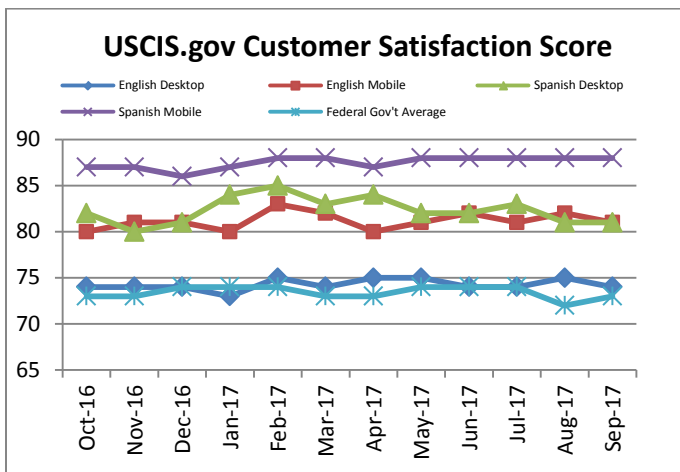
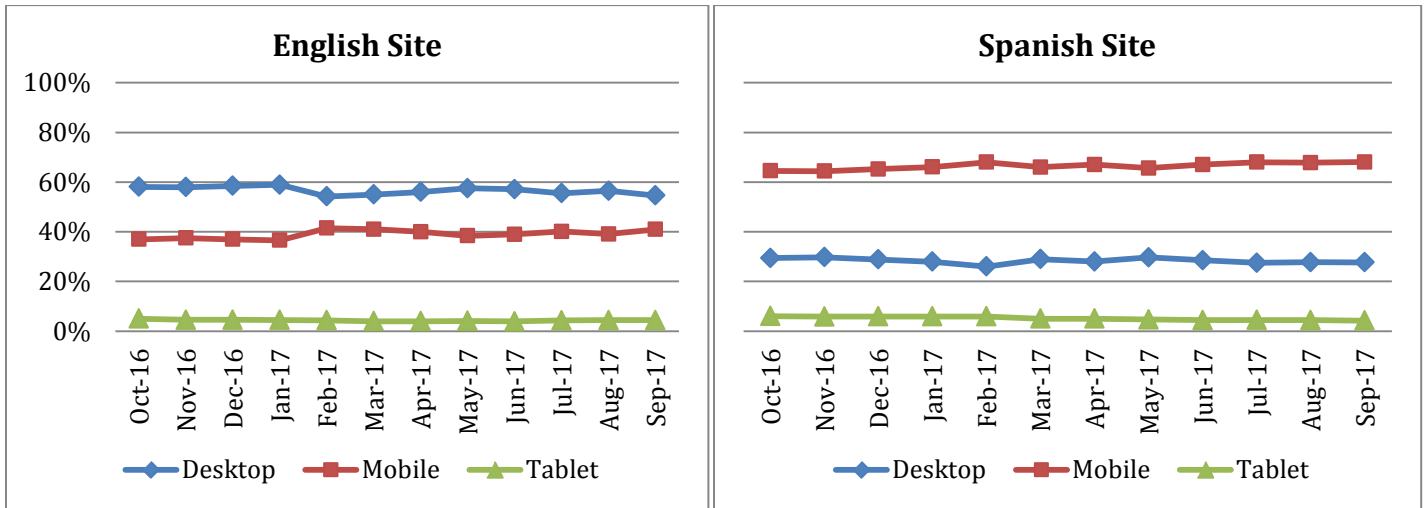
### Highlights:

- **Web Traffic Steady:** Web traffic would have likely seen a noticeable decrease this past month, but announcements on DACA and H-1B drew numerous visitors, and pushed the numbers to a modest increase instead.
- **DACA Dominates Web and Social Media Activity:**
  - The two pages that saw the steepest increase in traffic on our website were both related to DACA.
  - Two of the five top search terms entered into our site’s search field in September were “daca” and “daca renewal 2017 form”.
  - Four of our five [top tweets](#) and two of our five top Facebook posts were on DACA, all but one were a part of our “[DACA Facts](#)” series of posts.
- **H-1B Also Makes an Impact:**
  - While DACA made a large impact, the top [Facebook](#) and [Twitter posts](#) each dealt with the news that we had resumed premium processing for all H-1B visa petitions subject to the fiscal year 2018 cap.
- **Monthly Satisfaction Scores:** Our satisfaction score numbers remained steady, either remaining the same, or moving one point.

	USCIS.gov	USCIS.gov Spanish	Federal Average	Private Sector Average
<b>Mobile</b>	81	88	78	75
<b>Desktop</b>	74	81	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)
6 (79) ↑	Consideration of Deferred Action for Childhood Arrivals (DACA)	904,000 (+805,000)	1 (1)	Processing Times	21,984 (-1,337)
8 (77) ↑	Consideration of Deferred Action for Childhood Arrivals - How to Apply or Renew DACA	605,000 (+505,000)	2 (4) ↑	daca	20,026 (+10,189)



1 (1)	Homepage	5,544,000 (-463,000)	3 (2) ↓	Case status check online	9,414 (-1,378)
3 (5) ↑	Your Field Office Dates	1,311,000 (+228,000)	4 (3) ↓	i-130	8,765 (-1,765)
2 (2)	Find a Field Office	1,638,000 (+158,000)	5 (12) ↑	daca renewal 2017 form	8,735 (+3,173)

Social Media – Top Posts Past Month				
	Facebook	Twitter	YouTube	Instagram
Top 5	Most People Reached	Most Impressions	Most Viewed	Most Liked/Viewed
<b>1</b>	Post on USCIS Resumption of Premium Processing for Some Categories of Applicants Seeking H-1B Visas <a href="#">Posted September 18</a> 104,500 people reached 660 likes/reactions 150 shares	We resumed premium processing today for all H-1B visa petitions that are subject to the fiscal year 2018 cap. <a href="https://t.co/C4J5O51SKP">https://t.co/C4J5O51SKP</a> <a href="#">Tweeted September 18</a> 32,775 impressions	<a href="#">The Citizenship Interview and Test</a> +7,690 views (1,958,805 total views. Published November 2010)	So... finally a citizen after 12 years... the ceremony was beautiful I even teared up a little ))) 9/9/2017 and 79 countries were represented by 400+ people... <a href="#">Posted September 11</a> 1,010 views
<b>2</b>	DACA Facts post <a href="#">Posted September 12</a> 97,100 people reached 660 likes/reactions 475 shares	Fact: DACA benefits will continue until they expire; nothing is being revoked. <a href="#">Tweeted September 8</a> 28,240 impressions	<a href="#">Promo – Civics Practice Test for the Naturalization Test</a> +2,815 views (44,805 total views, published June 2016)	Bruno - Mexico - San Antonio - Bruno immigrated to the U.S. on an E-16 visa, which is granted to people who are considered to have an extraordinary ability. <a href="#">Posted September 8</a> 245 likes
<b>3</b>	Livestream of naturalization ceremony at the National Arboretum <a href="#">Posted September 18</a> 85,400 people reached 760 likes/reactions 85 shares	Fact: if you enter the country illegally today or in the future, you are not eligible for #DACA. <a href="https://t.co/81wZAYvzS W">https://t.co/81wZAYvzS W</a> <a href="#">Tweeted September 26</a> 27,575 impressions	<a href="#">Paying USCIS Immigrant Fee</a> +1,345 views (43,810 total views, published September 2014)	uscis#Repost @vitoiacopelli (@get_repost) Today I would like to share with all of you one of my best moment of my live. Today I choose to became an American citizen <a href="#">Posted September 20</a> 210 likes
<b>4</b>	Post linking to DHS post on rescission of DACA <a href="#">Posted September 6</a>	Fact: If you need a new #DACA EAD, file a new Form I-765.	<a href="#">What is the supreme law of the land?</a>	Gentile—Congo—Phoenix, Arizona Gentile immigrated to America from Congo. After becoming a U.S.



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

	80,300 people reached 620 likes/reactions 30 shares	<a href="https://t.co/xHZXkmhVI">https://t.co/xHZXkmhVI</a> <a href="#">O</a> <a href="#">Tweeted September 15</a> 18,130 impressions	+1,205 views (30,770 total views, published June 2016)	citizen on Independence Day, she said "I feel very happy today. Today is my day and I'm so happy to be an American!" #newuscitizen #meetus #congo #phoenix <a href="#">Posted September 21</a> 205 likes
<b>5</b>	Post on Green Card information <a href="#">Posted September 18</a> 69,800 people reached 550 likes/reactions 150 shares	If your #DACA is expiring between now and March 5, 2018, you need to renew so we receive it by October 5. <a href="https://t.co/p5UGGo6bd">https://t.co/p5UGGo6bd</a> <a href="#">8</a> <a href="#">Tweeted September 15</a> 17,925 impressions	<a href="#">USCIS Has Updated Form I- 485</a> +1,135 views (1,135 total views, published September 2017)	USCIS district in LA welcomed more than 10,000 new US citizens at the Los Angeles convention center, including a very special 103 year old woman, originally from Cambodia. Los Angeles District Director, Donna Campagnolo, presented to the newly minted US Citizen with her certificate of citizenship. <a href="#">Posted September 1</a> 185 likes

**E-Mail Outreach:**

**Total Number of Subscribers: 910,978 (+6,080)/Total Number of Subscriptions 2,739,6453 (+32,042)**

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 (272,404)	News Releases (+4,441)	USCIS on Twitter (30)
<b>2</b>	E-Verify Updates (237,627)	Alerts (+4,034)	E-Verify on Twitter (23)
<b>3</b>	Forms Updates (191,640)	Forms Updates (+3,930)	USCIS Intergovernmental Affairs Updates (9)
<b>4</b>	H-1B Cap Season (187,119)	Immigration Policy and Procedural Memoranda (+3,629)	Updates from the Public Engagement Division (9)
<b>5</b>	Federal Register Announcements (182,894)	Citizenship (+3,248)	Alerts (7)

