



## Online Communications Insights and Statistics

November 2017

**English Website: 11,343,650 Total Sessions (-1,138,750 or -9.1% from past month)**

English	Facebook	Twitter	YouTube	Instagram
	514,100 total page likes lifetime (+2,140 past month)	110,720 followers (+1,720 past month)	2,682,100 total views (we are now only counting active videos, (+32,400 past month)	9,050 followers (+640)
	(+230 past month)		present)	

### Highlights:

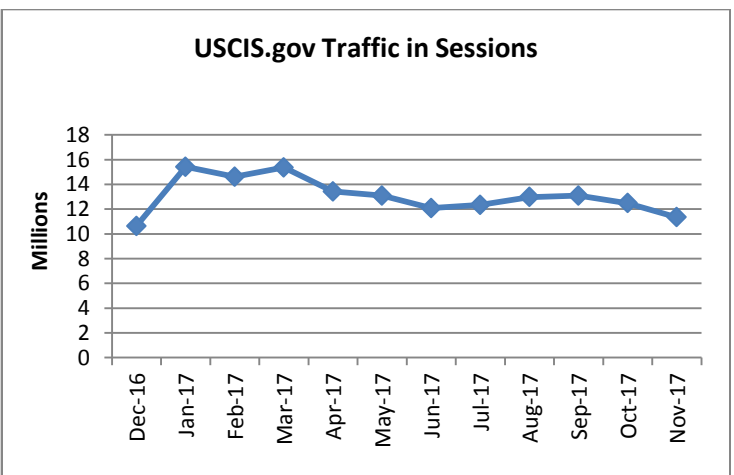
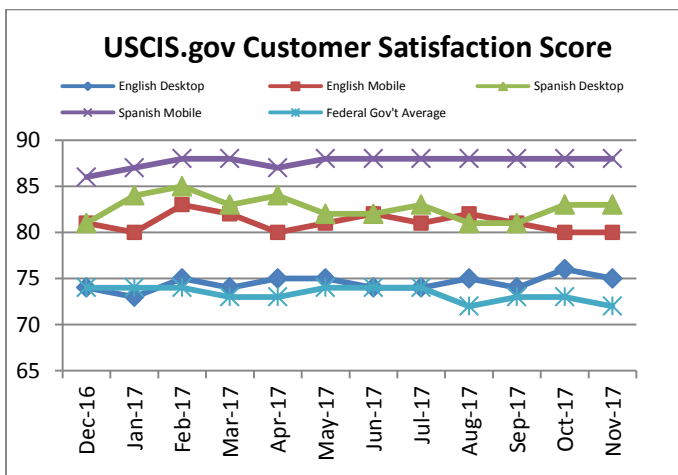
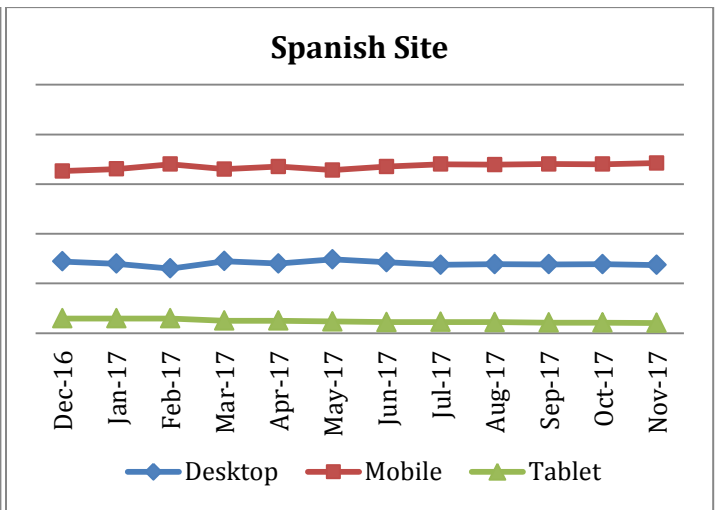
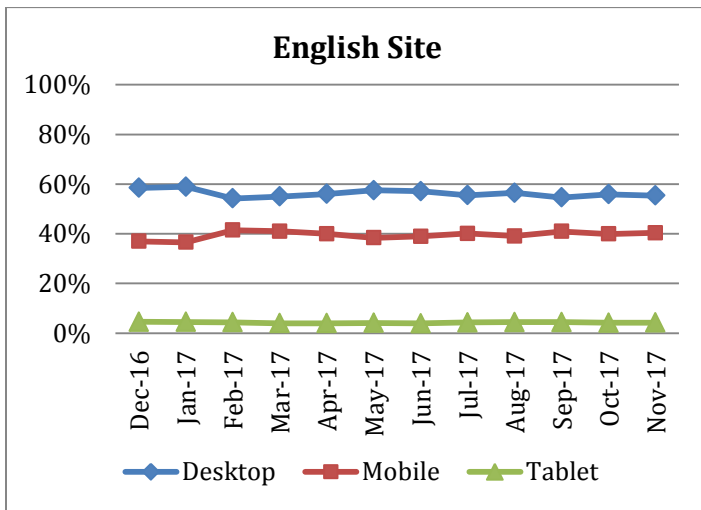
- **Web Traffic Modestly Lower:** Overall web traffic declined a little over 9%, due largely to the passage of time since DACA was making the most news.
- **“TPS” Tops on Search:** Terms relating to Temporary Protected Status or “TPS” saw a significant increase in searches over the past month on our site. Haiti and Honduras were the most searched nations in relation to “TPS”.
- **Holiday and Anti-Fraud Posts Top Social Media:** Our Veterans Day and Thanksgiving posts, along with our posts on combatting fraud, crime and abuse, dominated on our social media platforms.
  - Our [top](#) two [tweets](#) in November featured our Veterans Day ceremonies, with a combined total of over 60,000 impressions.
  - A [Facebook post](#) on anti-fraud efforts, along with a [tweet highlighting Operation Raging Bull](#), both were top 5 posts on their respective platforms this month.

### Web Satisfaction Scores: November 2017

	USCIS.gov	USCIS.gov Spanish	Federal Average	Private Sector Average
<b>Mobile</b>	80	88	76	75
<b>Desktop</b>	75	83	72	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)		
	Pages	Page views (Change)	Rank (Last Month)	Terms	Queries (Change)
4 (3) ↓	Your Field Office Dates	1,678,000 (-156,151)	3 (170) ↑	tps honduras 2019	10,915 (+10,163)
5					



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6 (6)	Green Card	505,000 (-123,833)	10 (201) ↑	tps honduras	5,678 (+5,026)
12 (7) ↓	Employment Eligibility Verification	408,000 (-87,588)	18 (11) ↓	daca	3,930 (-1,885)
16 (13) ↓	Application for Employment Authorization	317,000 (-82,605)	28 (173) ↑	tps haiti	2,607 (+1,862)

<b>Social Media – Top Posts Past Month</b>				
	<b>Facebook</b>	<b>Twitter</b>	<b>YouTube</b>	<b>Instagram</b>
<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>	Video livestream of Gettysburg Dedication Day naturalization ceremony <a href="#">Posted November 19</a> 219,000 people reached 750 likes/reactions 215 shares	We honor our armed forces this #VeteransDay as we hold naturalization ceremonies for over 1,600 #newUSCitizens. <a href="https://t.co/dr8lDoVbTK">https://t.co/dr8lDoVbTK</a> <a href="https://t.co/aZx6XdUeXe">https://t.co/aZx6XdUeXe</a> <a href="#">Tweeted November 8</a> 34,900 impressions	<a href="#">USCIS Has Updated Form I-485</a> +14,425 views (34,225 total views, Published September 2017)	Toms River High School South choir performs the national anthem for #newUSCitizens. #newuscitizen #nationalanthem #highschoolchoir <a href="#">Posted November 28</a> 980 views
<b>2</b>	Post of Anti-Fraud efforts <a href="#">Posted November 28</a> 75,800 people reached 430 likes/reactions 40 shares	We honor our armed forces during 23 naturalization ceremonies for #VeteransDay. #newUSCitizen <a href="https://t.co/dr8lDoVbTK">https://t.co/dr8lDoVbTK</a> <a href="https://t.co/wcartqdtTz">https://t.co/wcartqdtTz</a> <a href="#">Tweeted November 7</a> 27,300 impressions	<a href="#">The Citizenship Interview and Test</a> +7,270 views (1,975,000 total views. Published November 2010)	Joy – Philippines – Cheyenne, WY: Joy came to the United States five years ago from the Philippines. She said her immigration journey was hard in the beginning, and she was scared and nervous. Now, she’s a U.S. citizen serving in the U.S. Air Force as an electrical power production apprentice at F.E. Warren Air Force Base in Cheyenne, Wyoming <a href="#">Posted November 1</a> 375 likes
<b>3</b>	Repost of Instagram photo of newly naturalized service member named Joy from the Philippines	We encourage every employer to use E-Verify as part of the “Buy American, Hire American” Executive	<a href="#">Promo – Civics Practice Test for the Naturalization Test</a> +1,645 views	Happy Thanksgiving from USCIS! #thankful #uscis #newuscitizen <a href="#">Posted November 23</a> 350 likes



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	<p><a href="#">Posted November 1</a> 75,300 people reached 1,200 likes/reactions 50 shares</p>	<p>Order. <a href="https://t.co/vqYBIOQbJs">https://t.co/vqYBIOQbJs</a> <a href="https://t.co/29rieDSW9Z">https://t.co/29rieDSW9Z</a> <a href="#">Tweeted November 18</a> 15,950 impressions</p>	<p>(45,625 total views, published June 2016)</p>	
<b>4</b>	<p>Post on the Rights and Responsibilities of Permanent Residents <a href="#">Posted November 8</a> 66,300 people reached 940 likes/reactions 200 shares</p>	<p>Operation Raging Bull is a DHS cross-component initiative designed to degrade, disrupt, and dismantle the MS-13 criminal enterprise. <a href="https://t.co/KoKgQmuQSE">https://t.co/KoKgQmuQSE</a> <a href="#">Tweeted November 16</a> 15,940 impressions</p>	<p><a href="#">Paying USCIS Immigrant Fee</a> +1,425 views (45,385 total views, published September 2014)</p>	<p>Carlos and Lourdes are from Venezuela. They became Americans together in Orlando on their 25th wedding anniversary! They describe their life here as, "a dream come true." Congrats! <a href="#">Posted November 20</a> 295 likes</p>
<b>5</b>	<p>Civics Question video post <a href="#">Posted November 2</a> 58,300 people reached 330 likes/reactions 90 shares</p>	<p>Catch Director Cissna on FOX News tonight at 6 Eastern as he discusses immigration policy. <a href="#">Tweeted November 30</a> 14,500 impressions</p>	<p><a href="#">A Day in the Life of a USCIS Field Operations Directorate Immigration Services Officer</a> +1,225 views (6,525 total views, published May 2017)</p>	<p>Rafael was so excited to become a U.S. citizen: he had been waiting for this dream to come true for 20 years. He enjoyed saying the Pledge of Allegiance as a citizen and listening to "The Star-Spangled Banner." #MeetUS #DTLA #newuscitizen <a href="#">Posted November 27</a> 260 likes</p>

**E-Mail Outreach:**

**Total Number of Subscribers: 920,312 (+ 10,964)/Total Number of Subscriptions 2,779,802 (+ 26,763)**

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 (275,850)	E-Verify Users Case Processing Usability Test (NY) (+9,287)	USCIS on Twitter (30)
<b>2</b>	E-Verify Updates (234,654)	News Releases (+ 3,494 )	E-Verify on Twitter (25)
<b>3</b>	Forms Updates (194,083)	Alerts (+ 2,698 )	New E-Verify Enrollee (5)
<b>4</b>	H-1B Cap Season (187,548)	Forms Updates (+ 2,583 )	E-Verify Updates (4)
<b>5</b>	Federal Register Announcements (184,196)	Immigration Policy and Procedural Memoranda (+ 2,535 )	E-Verify Employer Agents (EEA) (4)

