

SOCIAL MEDIA HIGHLIGHTS

- **PAMELA WRIGHT AND DARREN COLE SPEAK AT SOCIAL MEDIA WEEK 2013 ON PROJECTS FROM THE OFFICE OF INNOVATION.**
- **THE NATIONAL ARCHIVES AT NEW YORK OPENS ITS NEW LOCATION AT THE U.S. CUSTOM HOUSE.**
- **FEDSCOOP HIGHLIGHTS PAST AND FUTURE PROJECTS FROM NARA'S INNOVATION OFFICE.**
- **A NEW NARA EXHIBIT, "DISCOVERING THE CIVIL WAR", OPENS AT THE TENNESSEE STATE MUSEUM.**
- **NIEMAN JOURNALISM LAB HIGHLIGHTS NARA'S EFFORTS TO OPEN UP DATA TO CITIZENS.**

FEBRUARY 2013 OVERVIEW

Social Media Tool	Monthly Views	Cumulative Users
Archives.gov Blogs	67,636 Views	35,363 Visitors
Tumblr Blogs	42,292 Views	19,118 Visitors
Facebook	2,500,421 Impressions	517,285 Reach
National Archives YouTube Channel	73,691 Views	6,435 Subscribers
Flickr (USNatArchives & ArchivesNews)	683,456 Views	5,431 Contacts
Our Archives Wiki	20,090 Views	393 Editors
Twitter (all NARA feeds)	--	88,334 Followers
FourSquare	43,301 Check-ins	20,407 Followers
iTunes U	8,315 Views	27,523 Subscribers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2013 Views (To Date)	FY 2012 Views
Archives.gov Blogs	402,311	1,251,254
Tumblr Blogs	224,014	940,954
Facebook	11,402,913	30,915,082
National Archives YouTube Channel	443,194	919,193
Flickr (USNatArchives & ArchivesNews)	2,208,018	4,837,696
Our Archives Wiki	82,559	188,414

EXTERNAL BLOGS AND TUMBLOGS

- | | | |
|---|--|---|
| 1. AOTUS | 9. The Text Message | 17. Prologue |
| 2. AOTUS Tumblr | 10. TumblrWeed Times | 18. Media Matters |
| 3. The Carter Chronicle | 11. Today's Document Tumblr | 19. Our Presidents Tumblr |
| 4. Exhibits Tumblr | 12. Transforming Classification (PIDB) | 20. Congress in the Archives Tumblr |
| 5. FOIA Ombudsman | 13. The WashBoard | 21. LBJ Time Machine Tumblr |
| 6. In Roosevelt History | 14. The Federal Register | 22. Preservation at NARA Tumblr |
| 7. NARAtions | 15. The National Declassification Center | |
| 8. Records Express | 16. NARA Tumblr | |

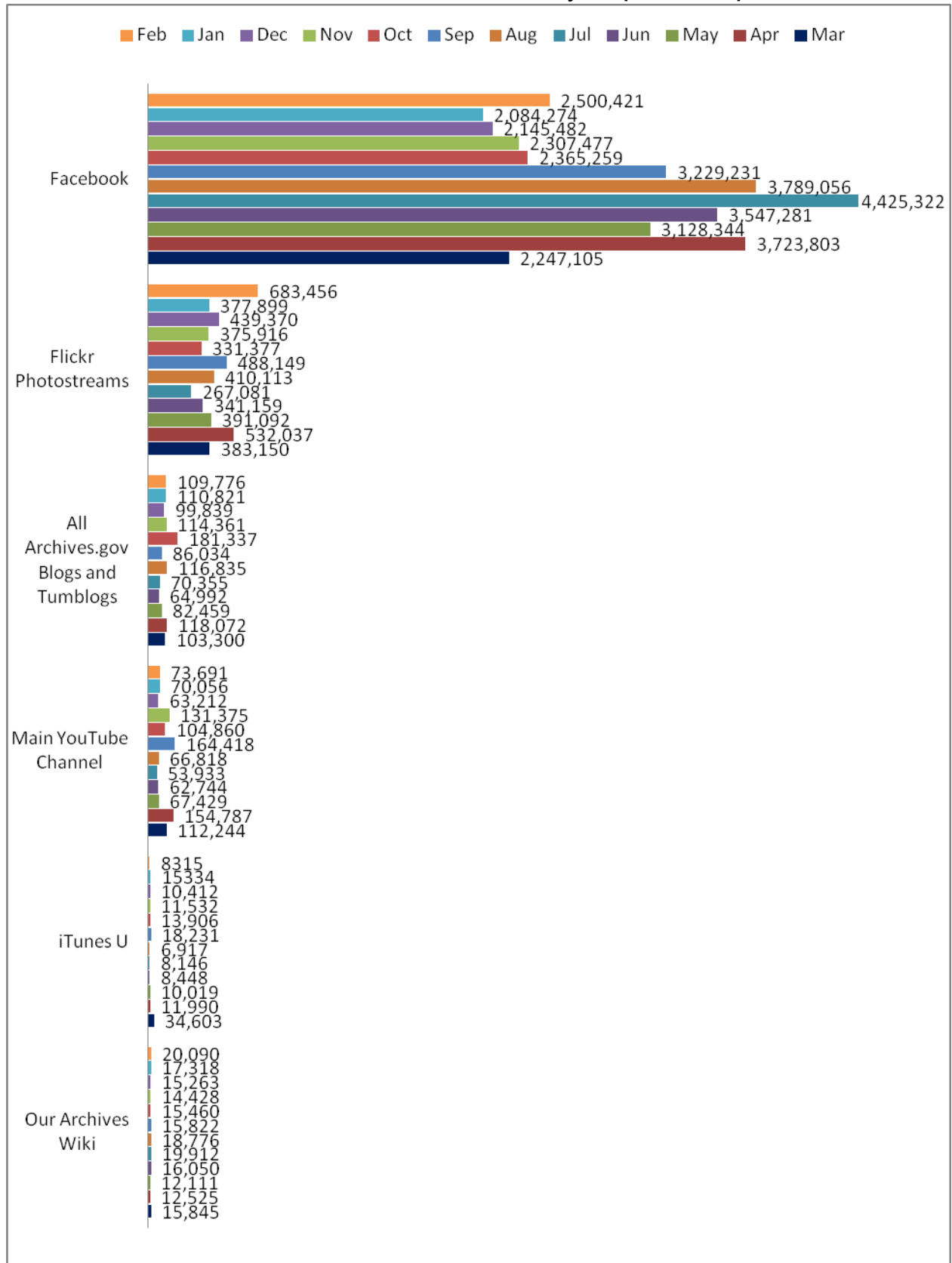
INTERNAL (NARA@WORK) BLOGS

- | | | |
|--|-----------------------------|------------------------------|
| 1. Archivist's Task Force on Agency Transformation | 2. Declarations | 4. NRMP Ledger |
| | 3. NR Better Workplace Blog | 5. Social Media Soapbox Blog |

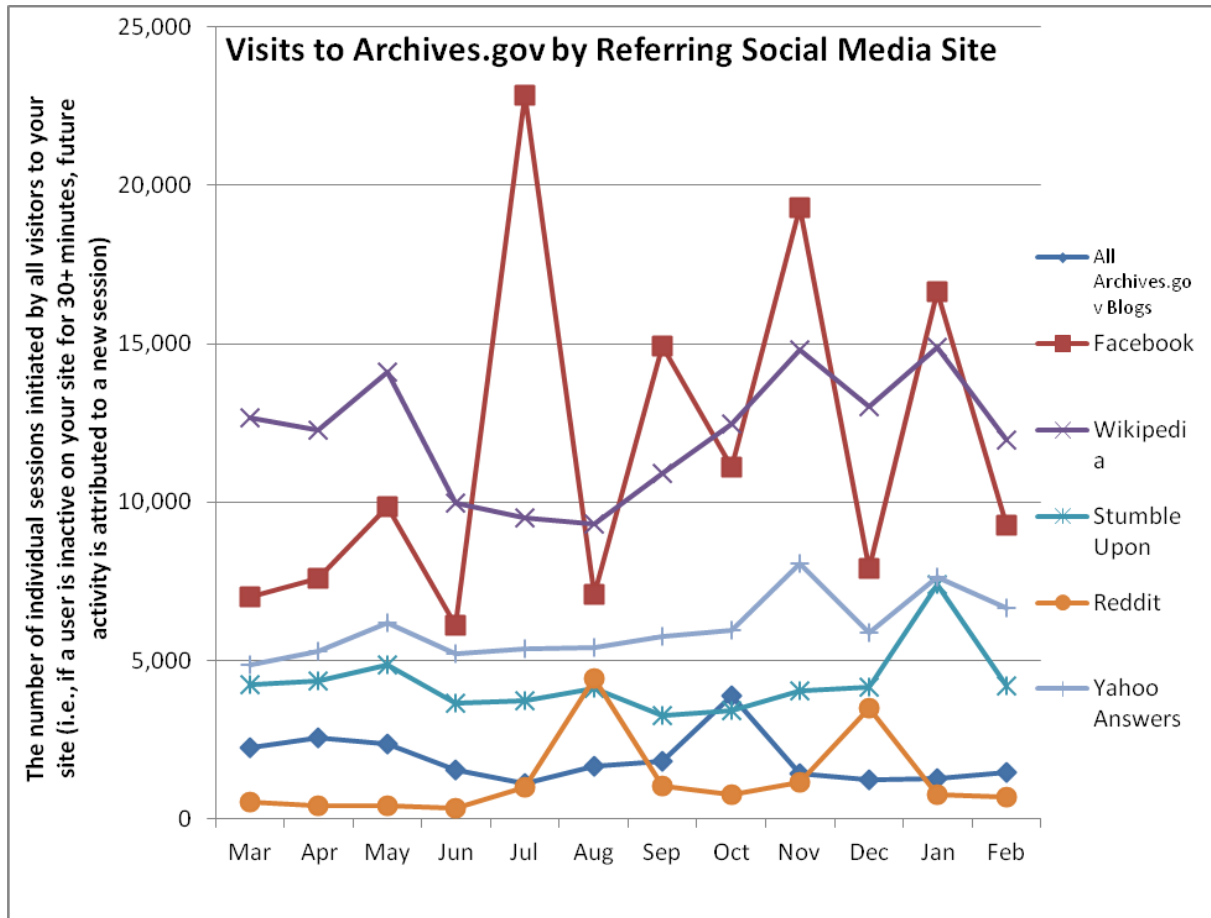
SOCIAL MEDIA TOOLBOX (Tools currently in use)

- | | | |
|-----------------------------|-----------------------------|--------------|
| • Blogs (Wordpress, Tumblr) | • HistoryPin | • Storify |
| • Facebook | • HootSuite | • Tumblr |
| • Flickr | • IdeaScale | • Twitter |
| • Foursquare | • iTunes U | • Ustream |
| • GitHub | • RSS Feeds | • Wikispaces |
| • Google+ | • Scribd (Document sharing) | • YouTube |

Views: on External Social Media Projects (Per Month)



Number of Archives.gov Visits Referred by Social Media Sites (Per Month)



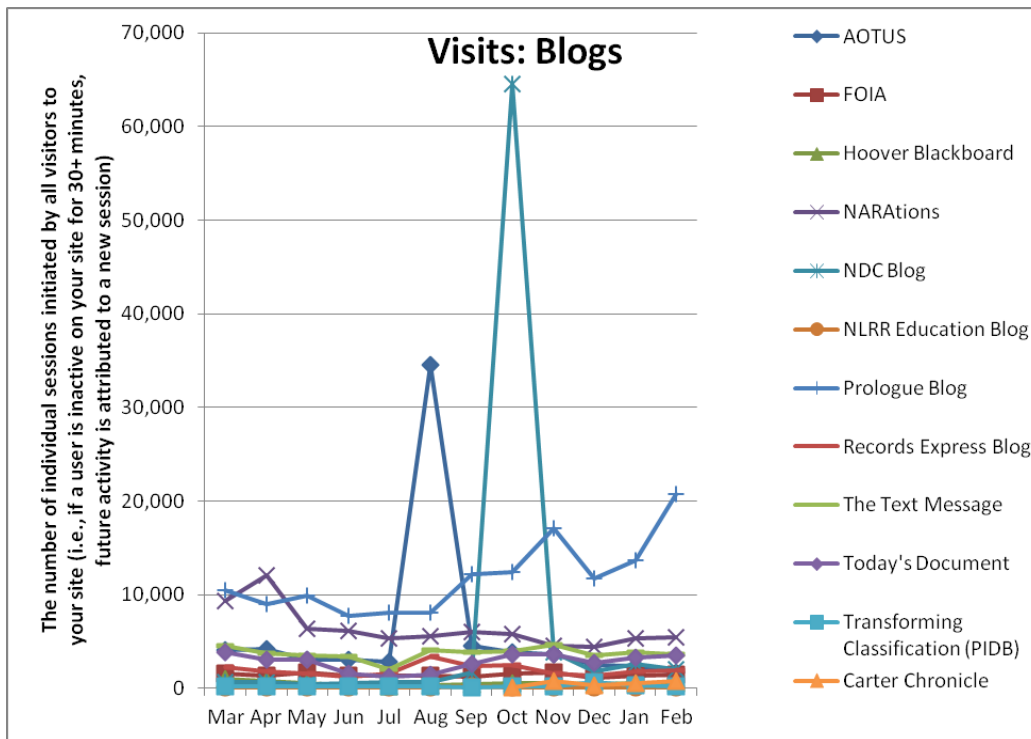
New External Social Media Projects

February Projects

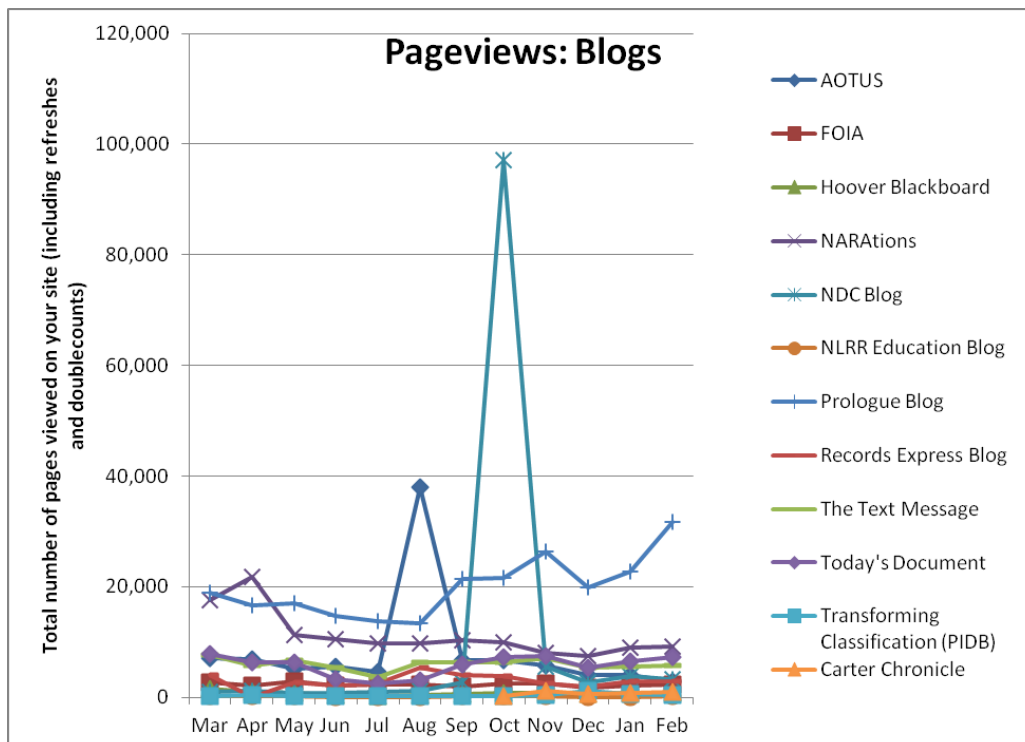
	Facebook	Flickr	Twitter	Wiki	Tumblr	Blog	IdeaScale	GitHub	HistoryPin	Ustream	YouTube	Storify
March	1		2								1	
April	1					1						
May				1							1	1
June												
July	1			1	1							
August												
September				1		1						
October	1		1			1	1					
November												
December												
January	1		1	1		1						
February	1					1						

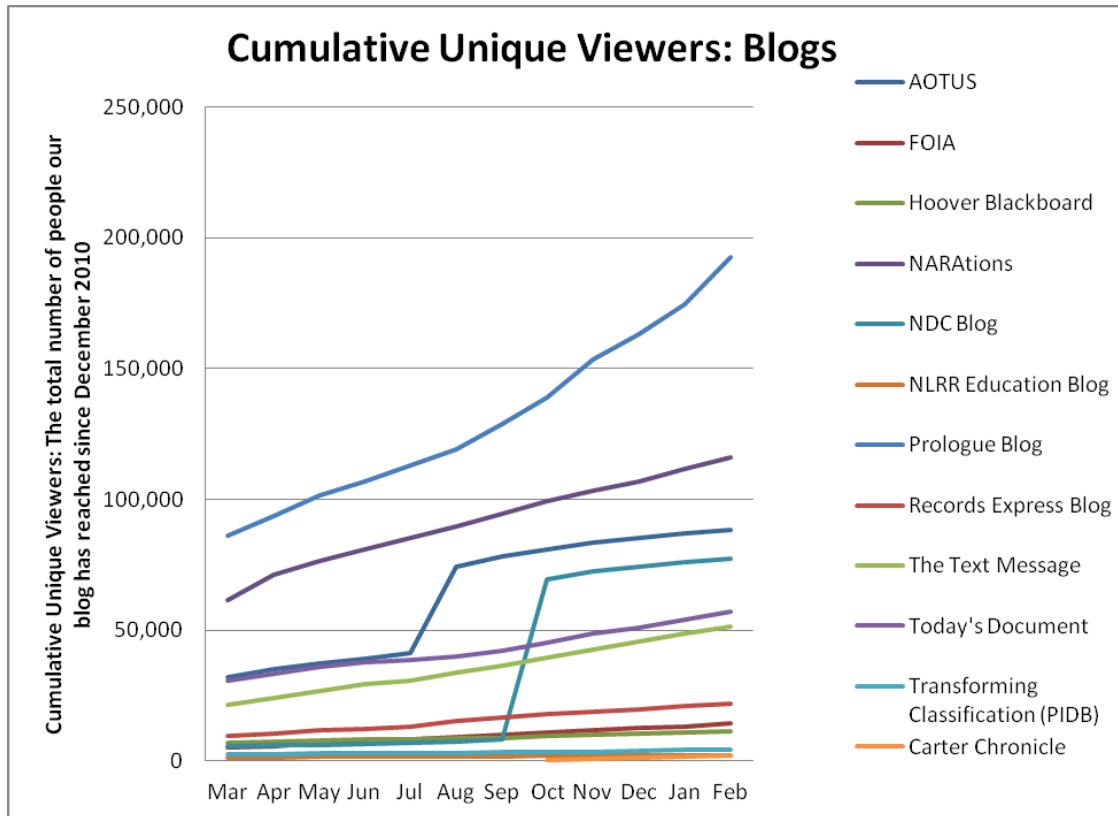
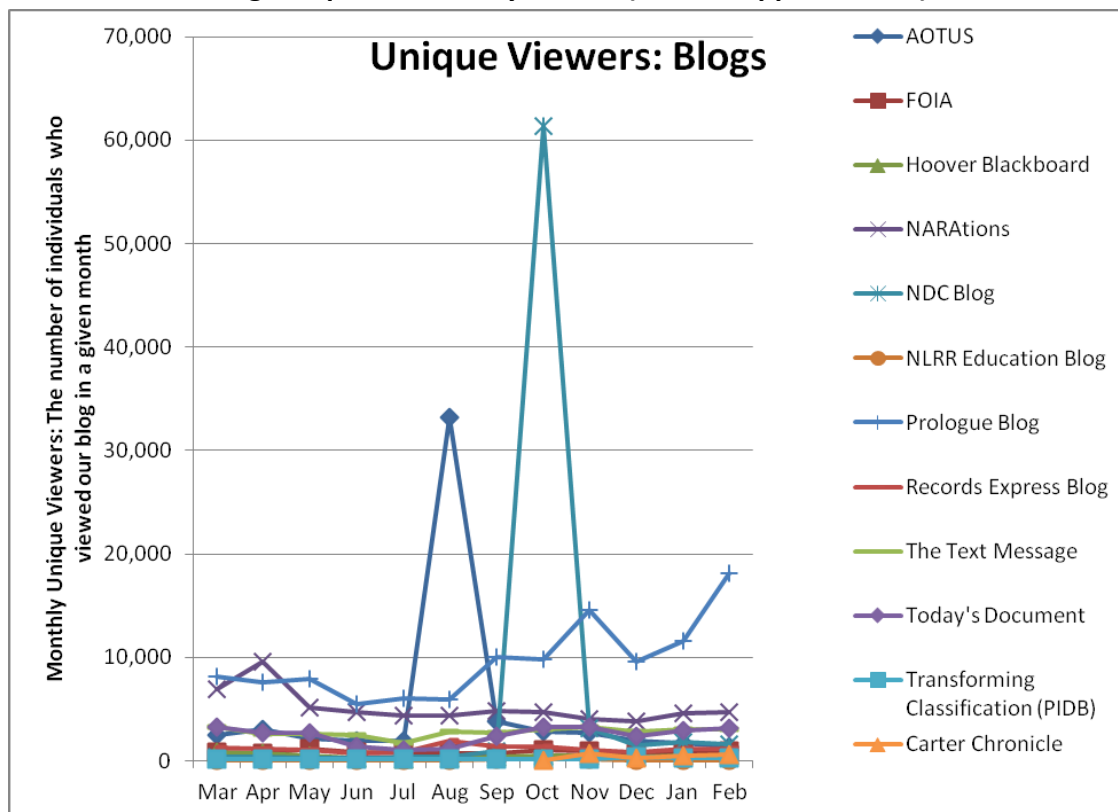
Social Media Tools: Detail View – Blogs (Archives.gov)

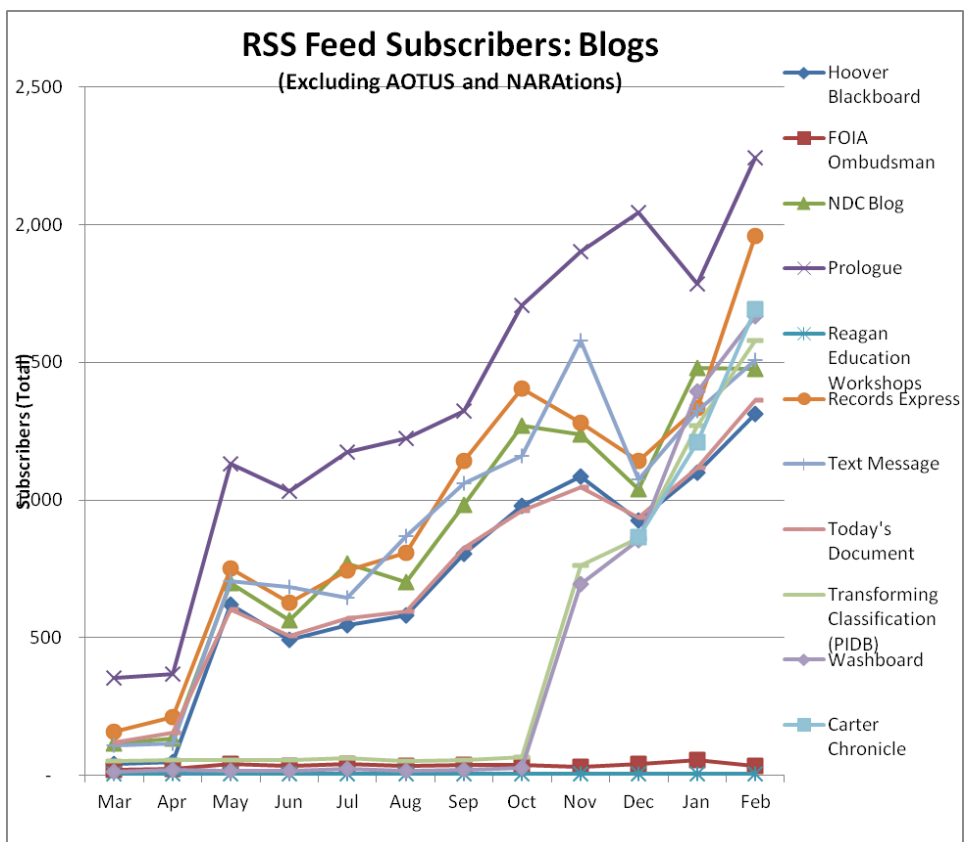
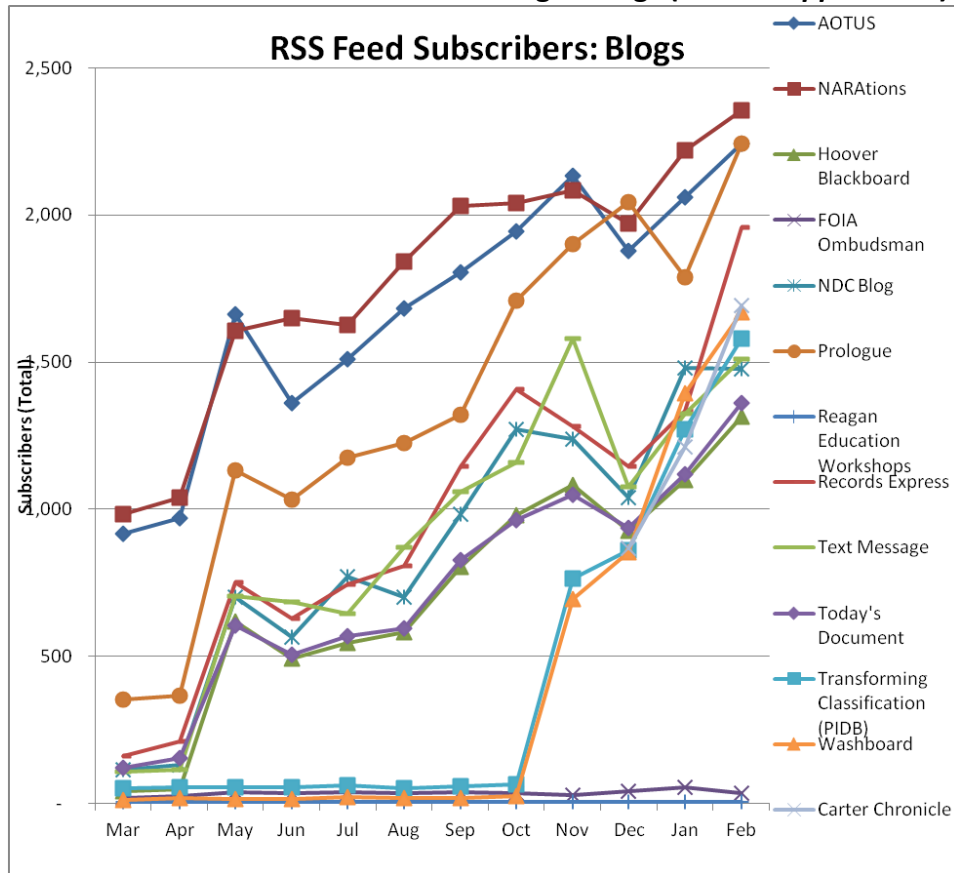
Blog Visits (Source: Appendix II.A)



Blog Pageviews (Source: Appendix II.B)



Blog Cumulative Unique Viewers (Source: Appendix II.C)**Blog Unique Viewers by Month (Source: Appendix II.D)**

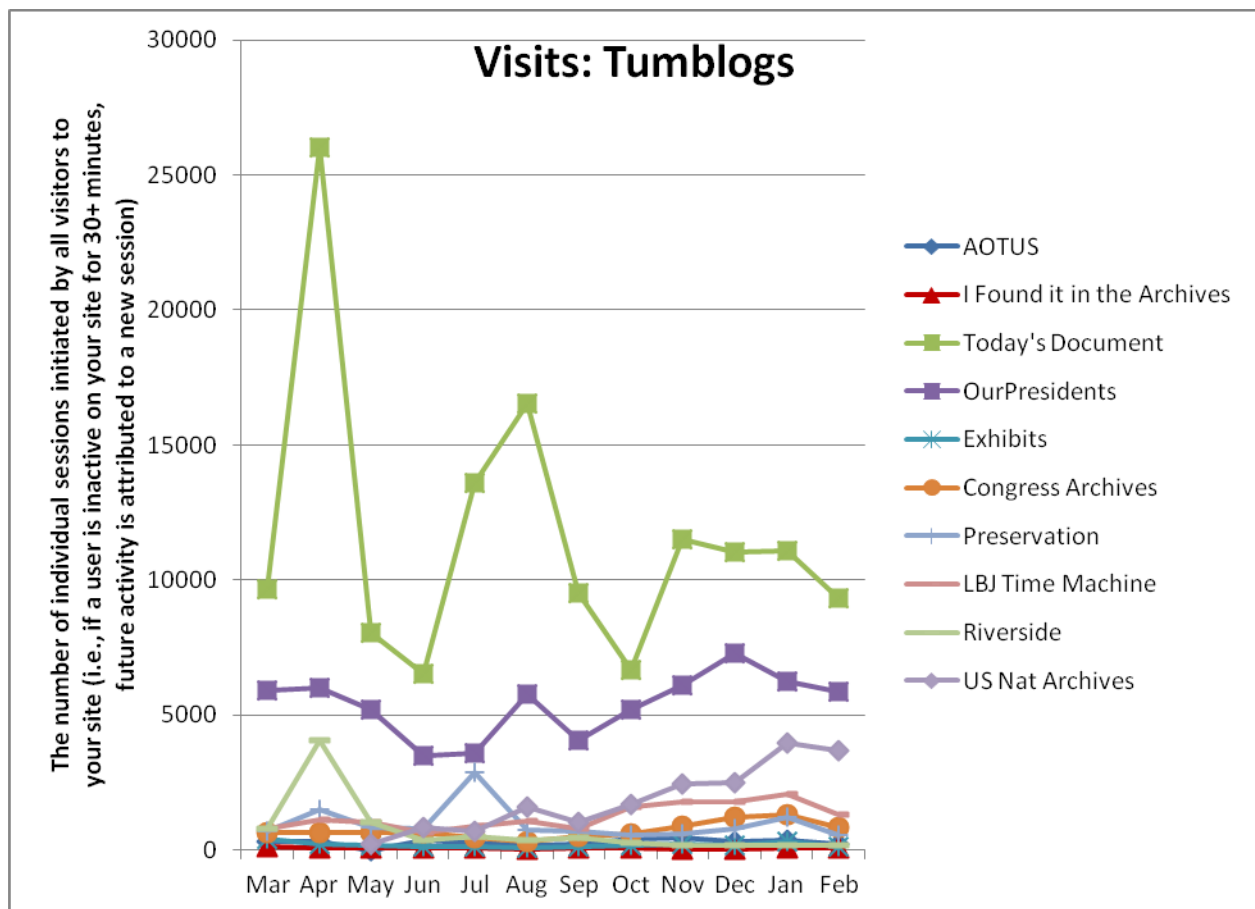
Total RSS Feed Subscribers to Archives.gov Blogs (Source: Appendix III)

Top 5 Most Viewed Blog Posts in February

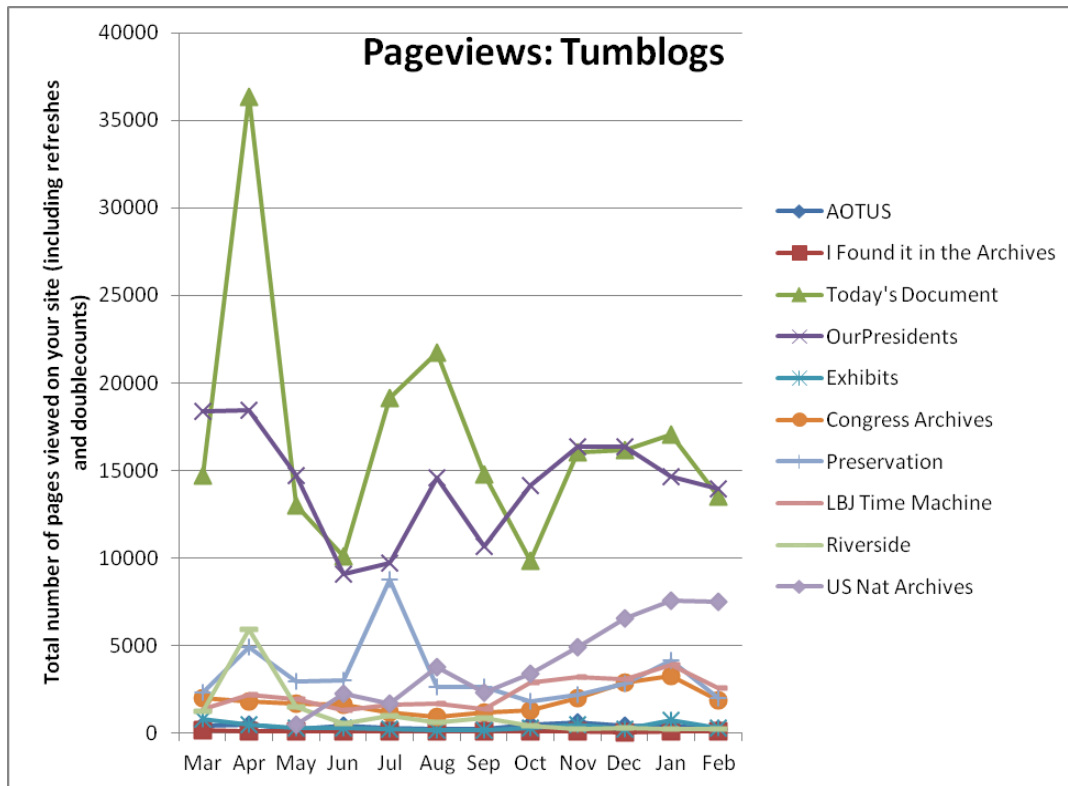
Blog	Pageviews	Post Title
Prologue	6,270	90 letters in 90 days: The courtship of Lady Bird and LBJ
Prologue	1,510	"I am a little country boy eight years old."
Prologue	1,480	9/11: An Address to the Nation
NDC	1,423	How to Build a FLYING SAUCER
NARations	475	Motown Was Not Afraid

Social Media Tools: Detail View – Tumblogs

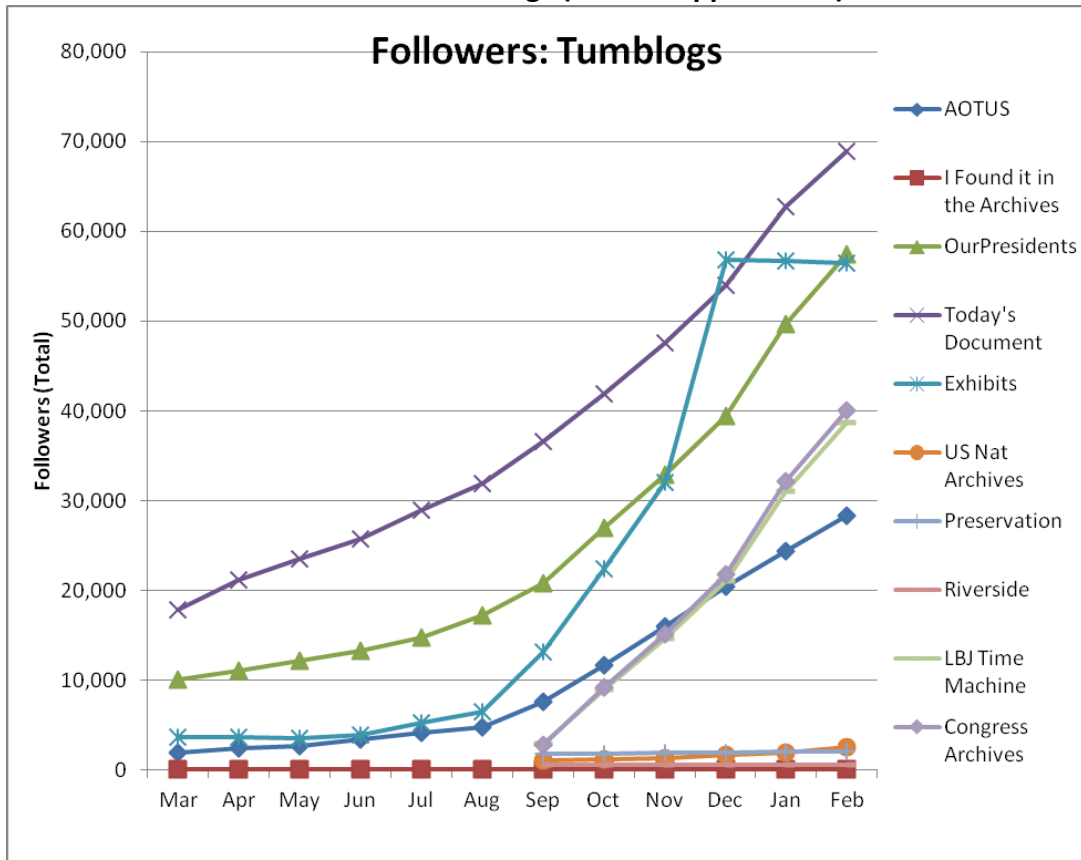
Tumblog Visits



Tumblr Pageviews

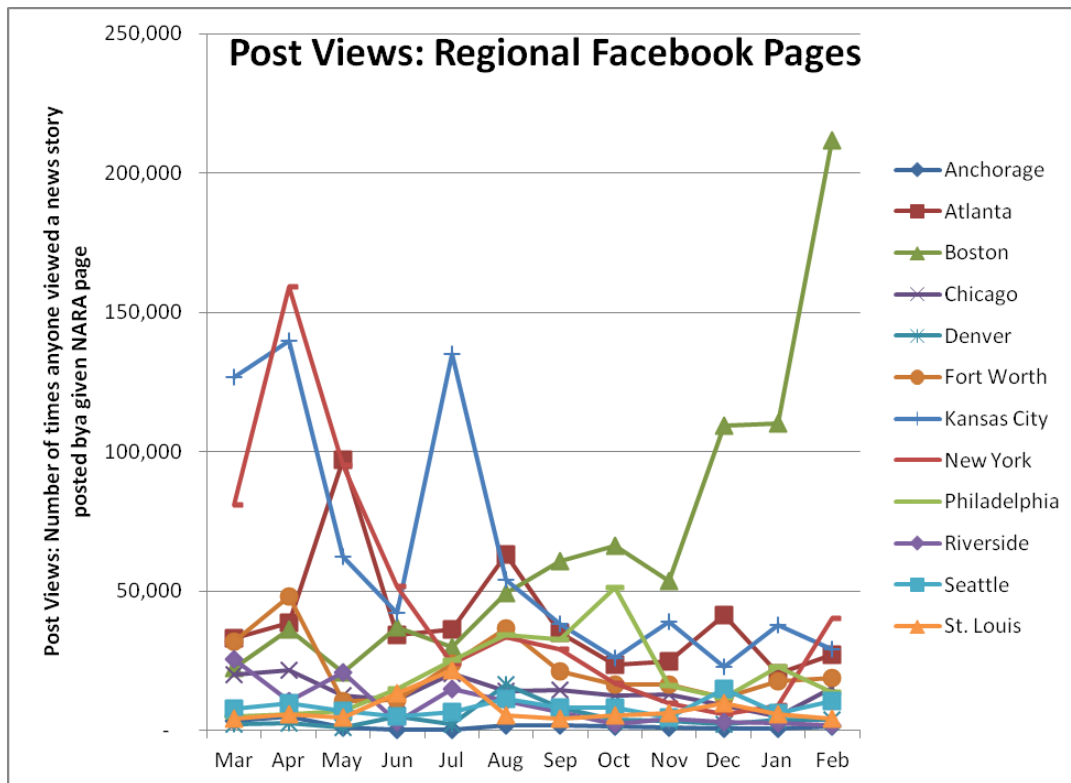


Followers on Tumblogs (Source: Appendix IV)

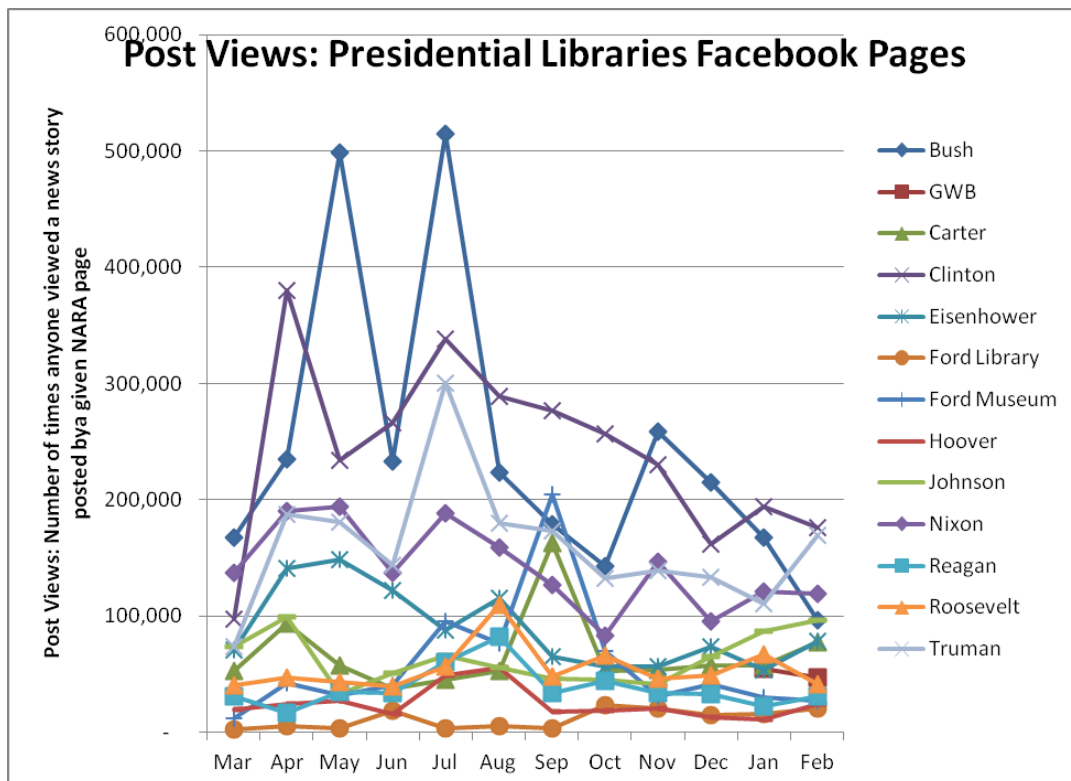


Social Media Tools: Detail View – Facebook

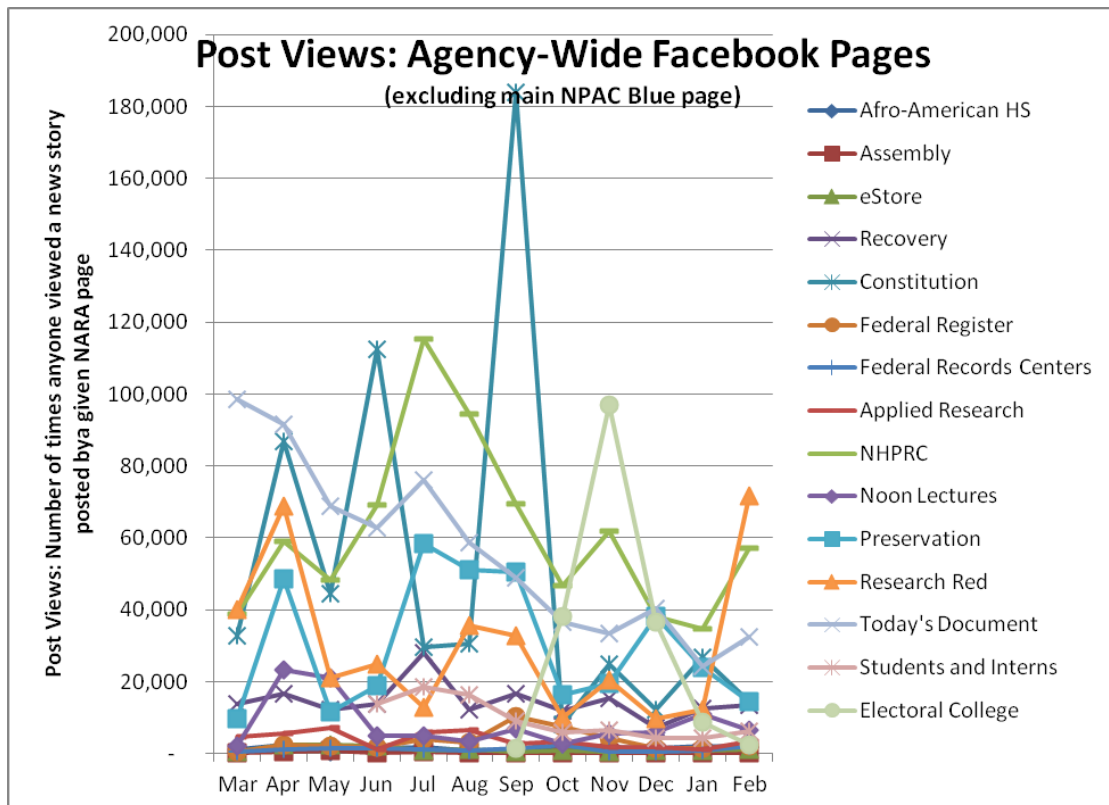
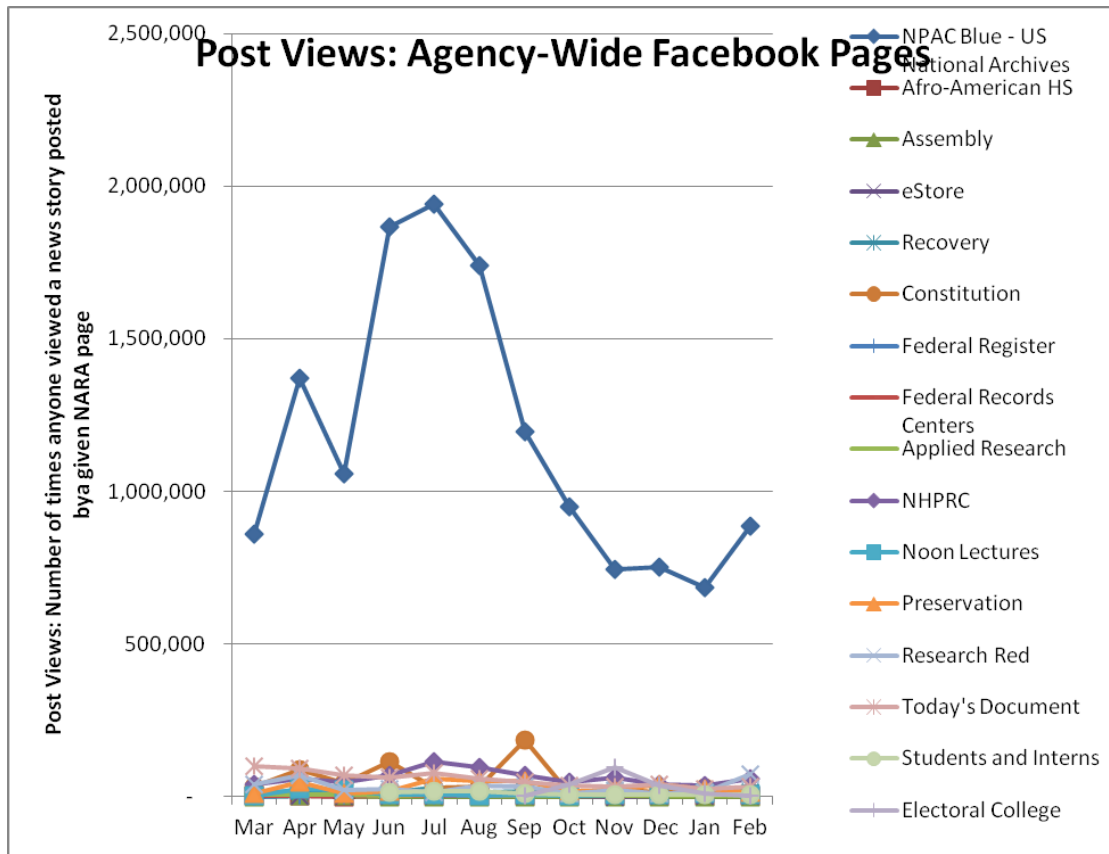
Post Views on Regional Pages (Source: Appendix IV.A)



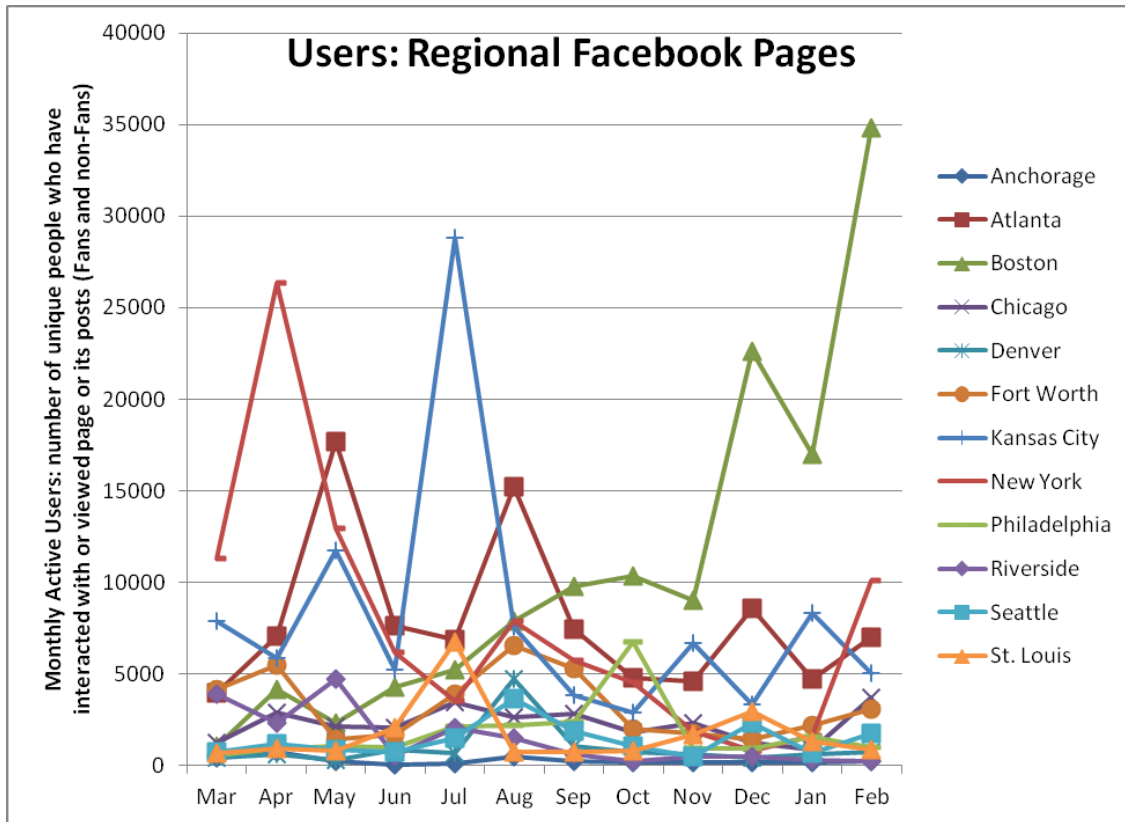
Post Views on Presidential Library Pages (Source: Appendix IV.A)



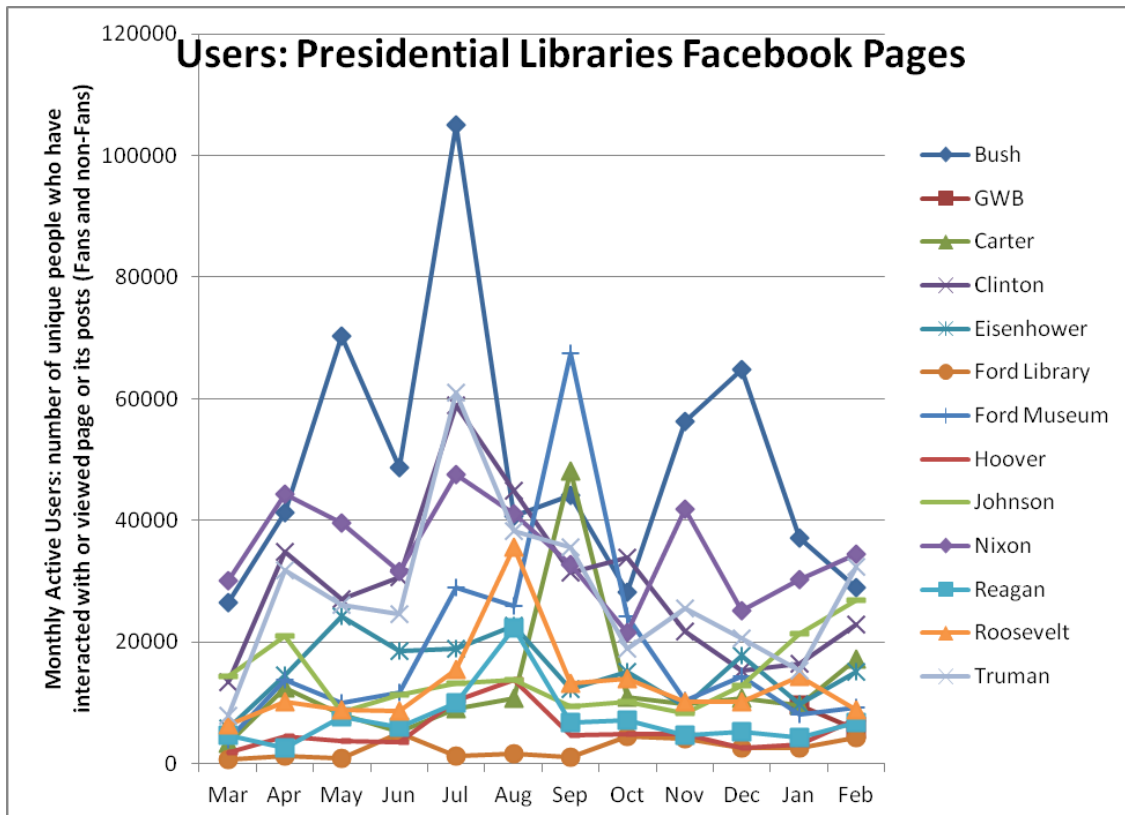
Post Views on Agency-Wide Pages (Source: Appendix IV.A)



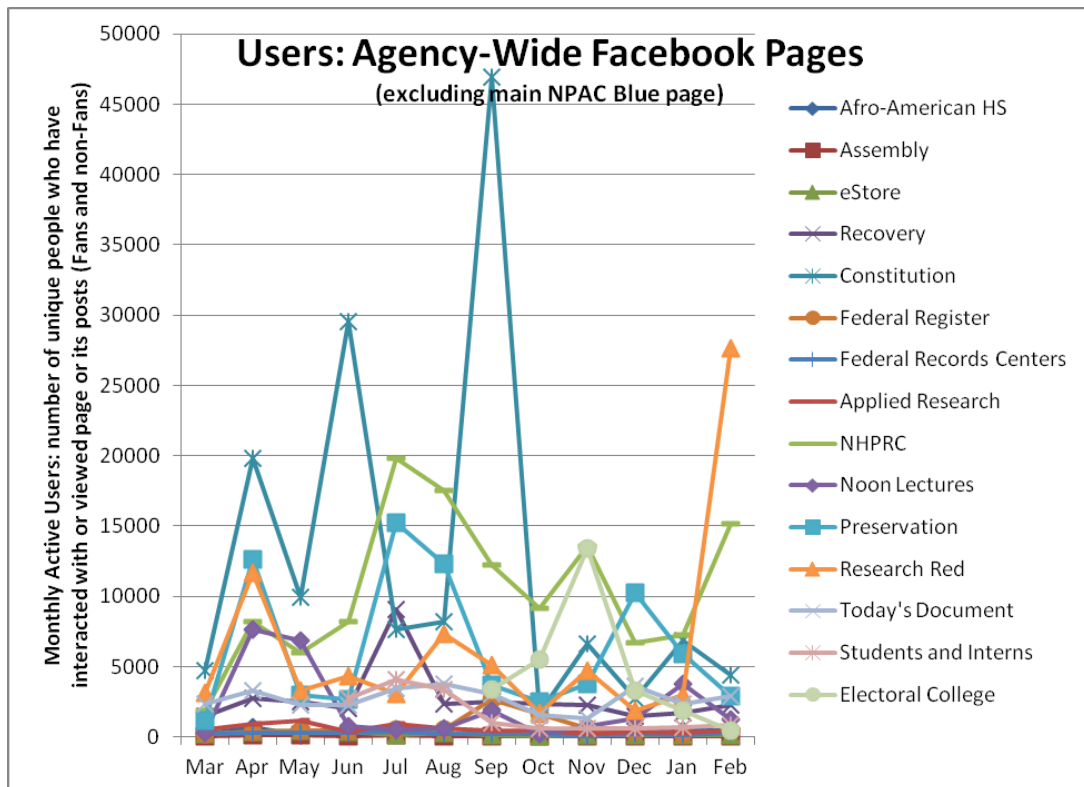
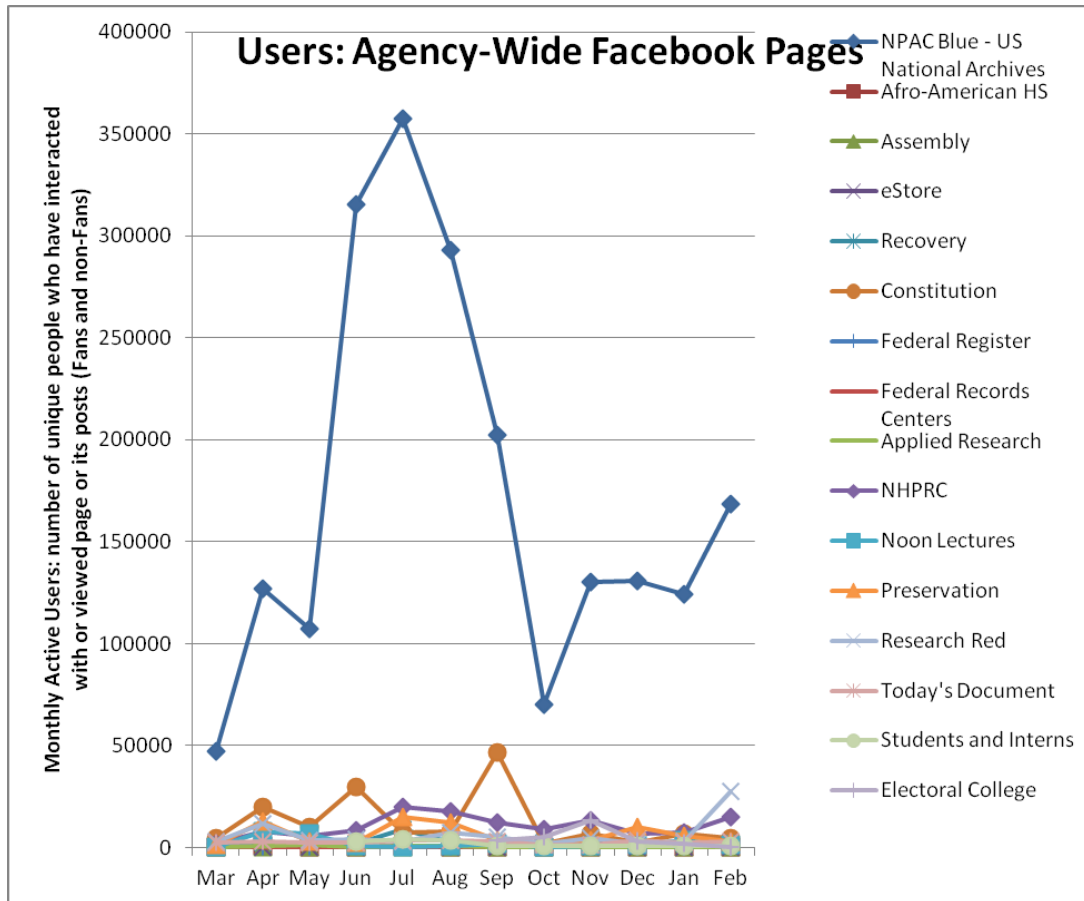
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

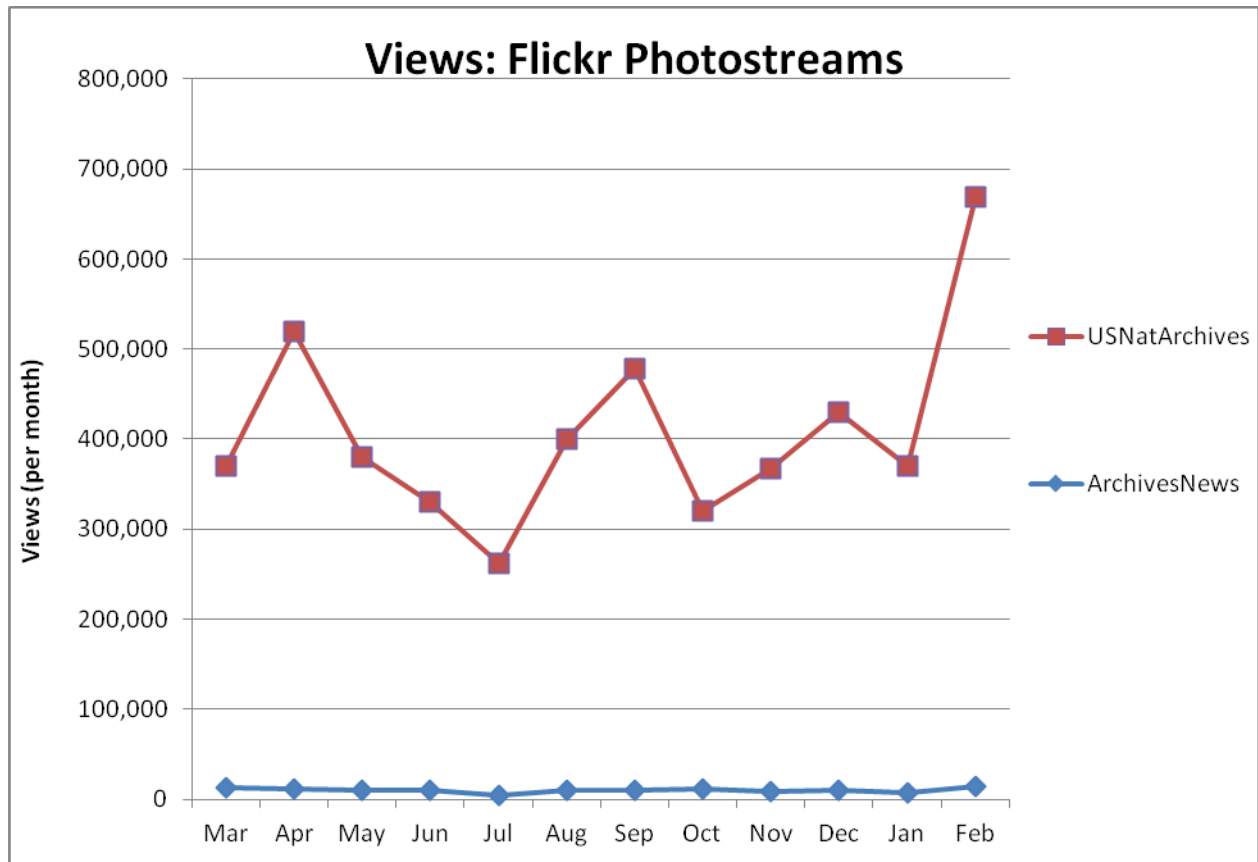
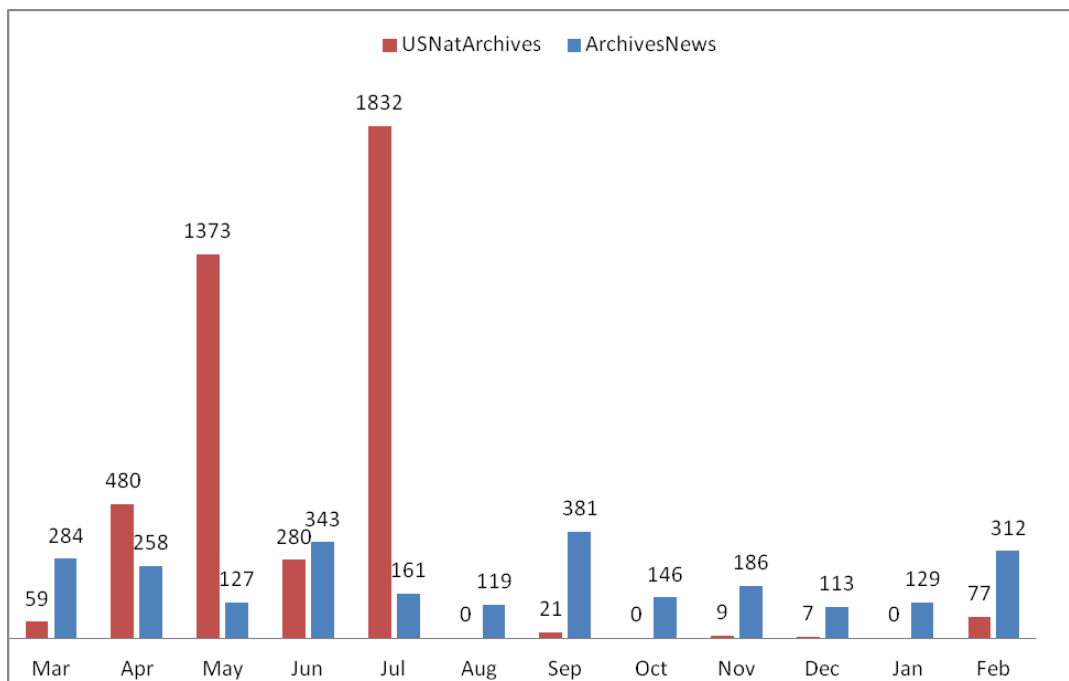


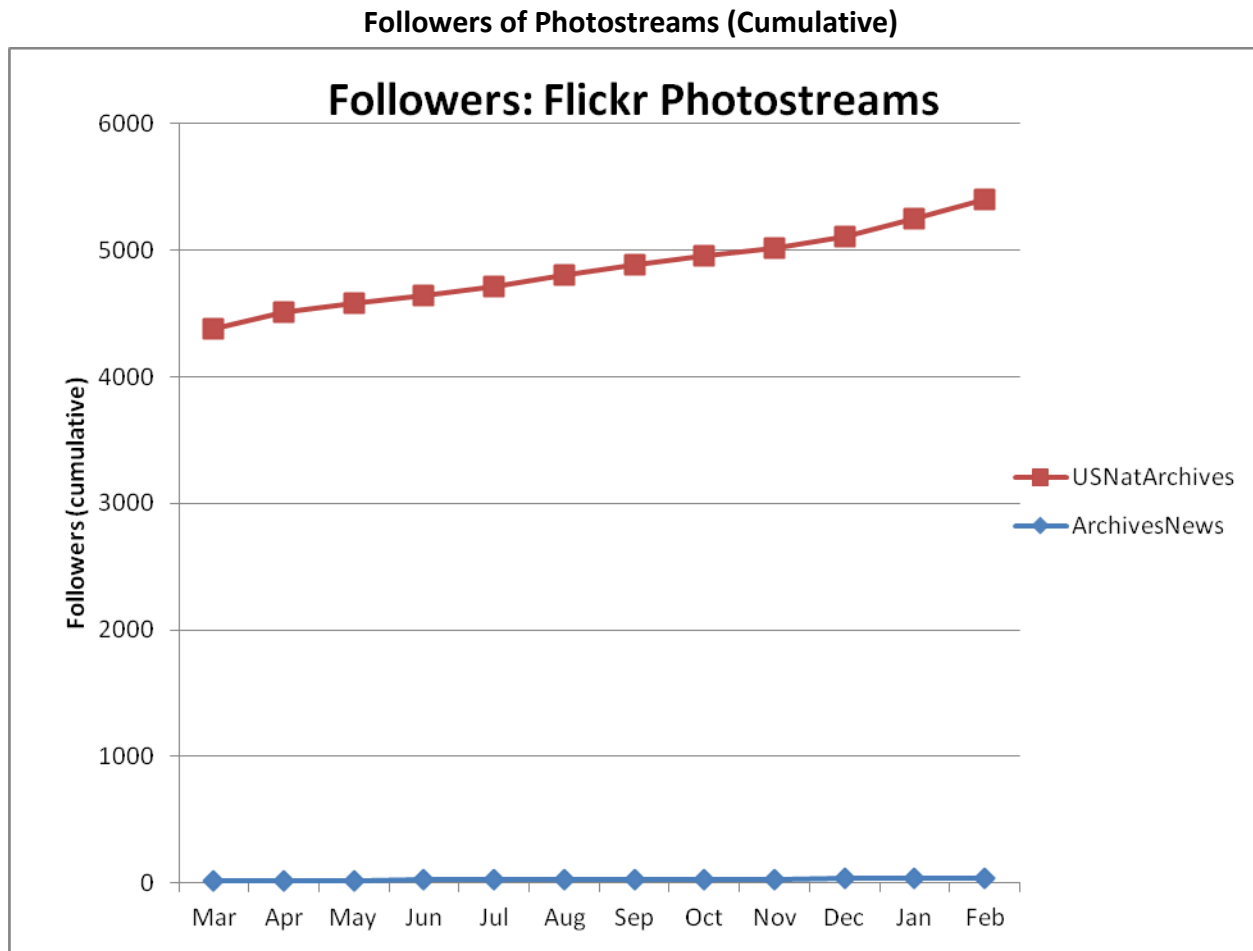
Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)

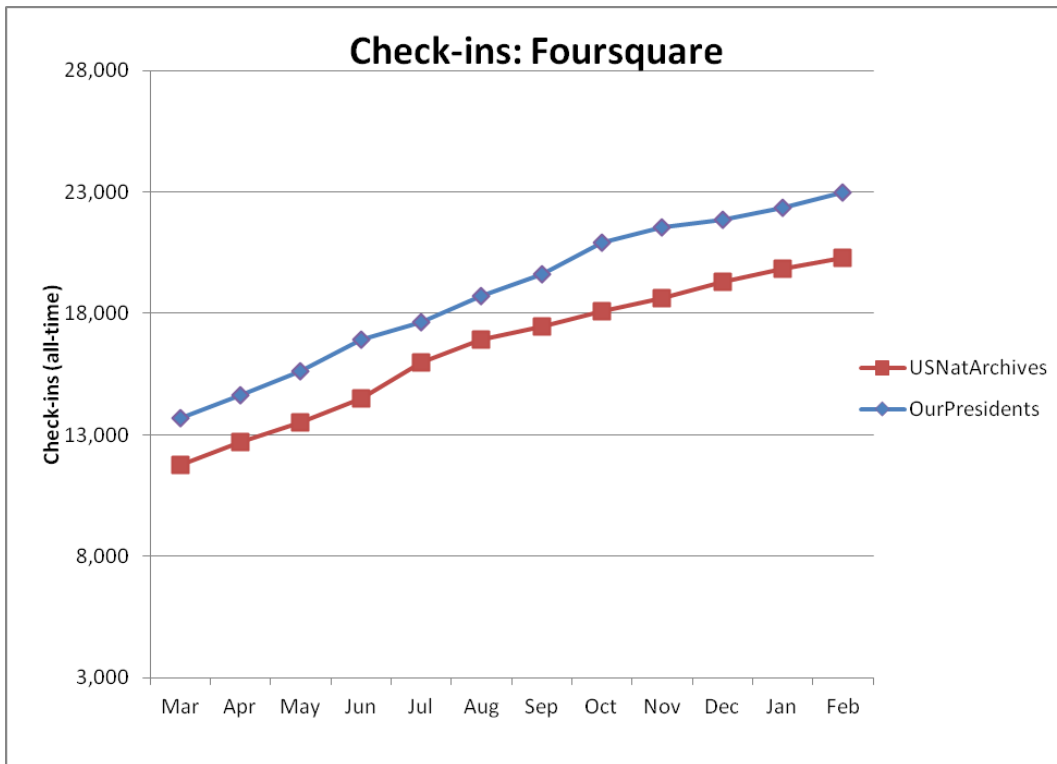
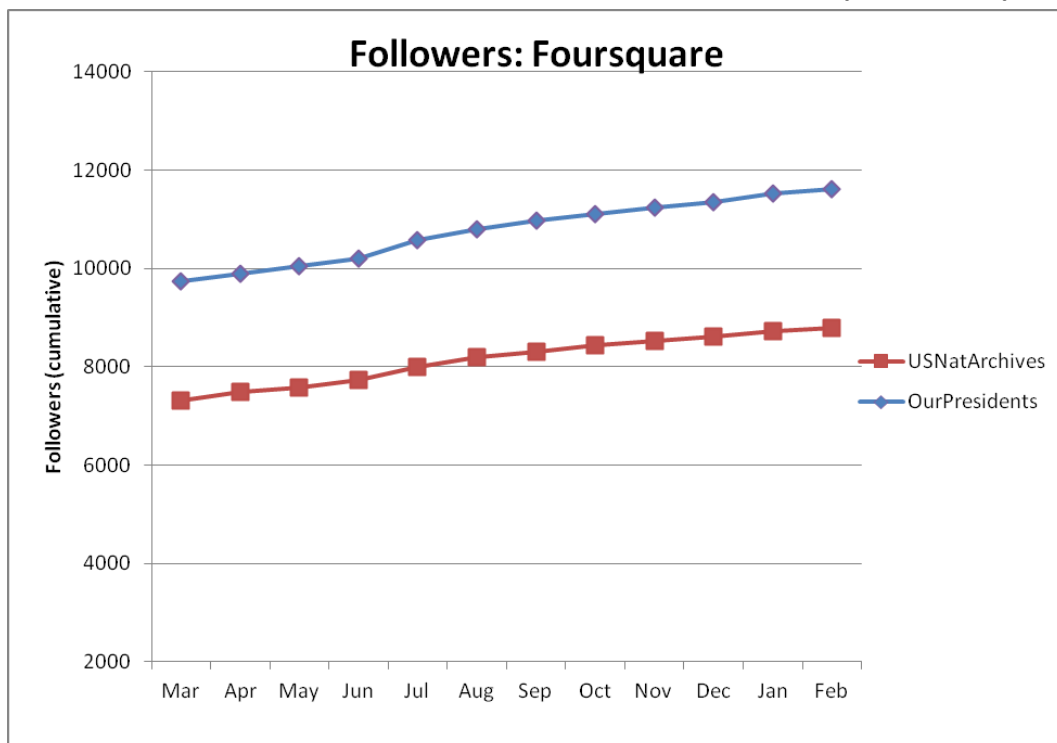


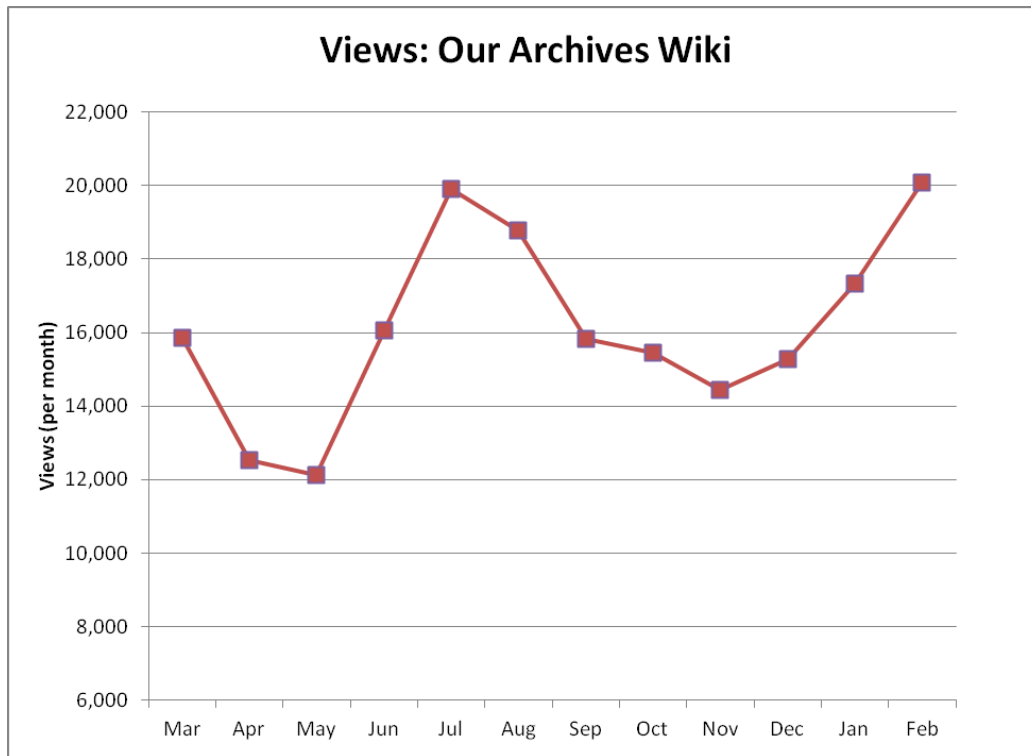
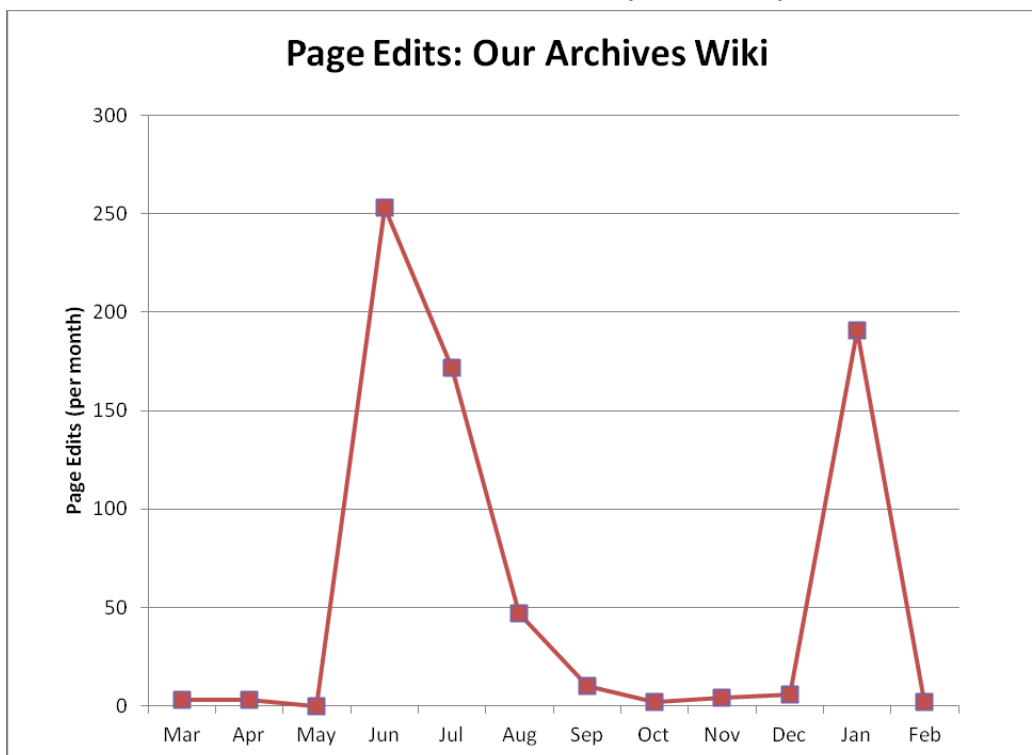
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)

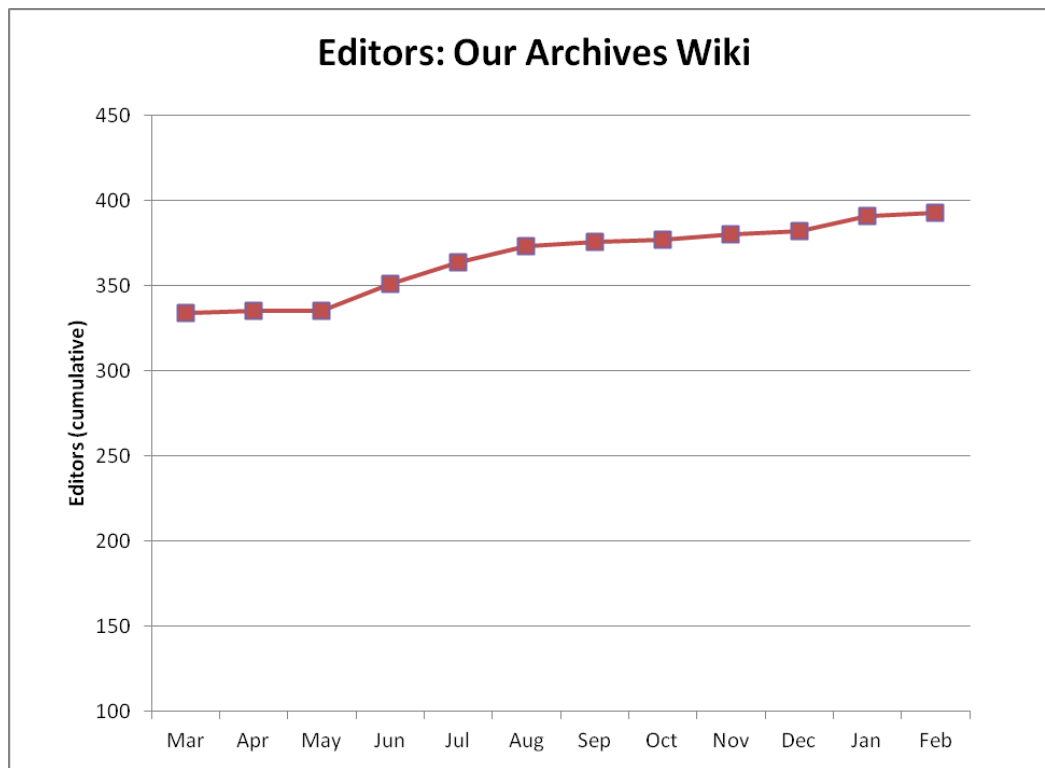
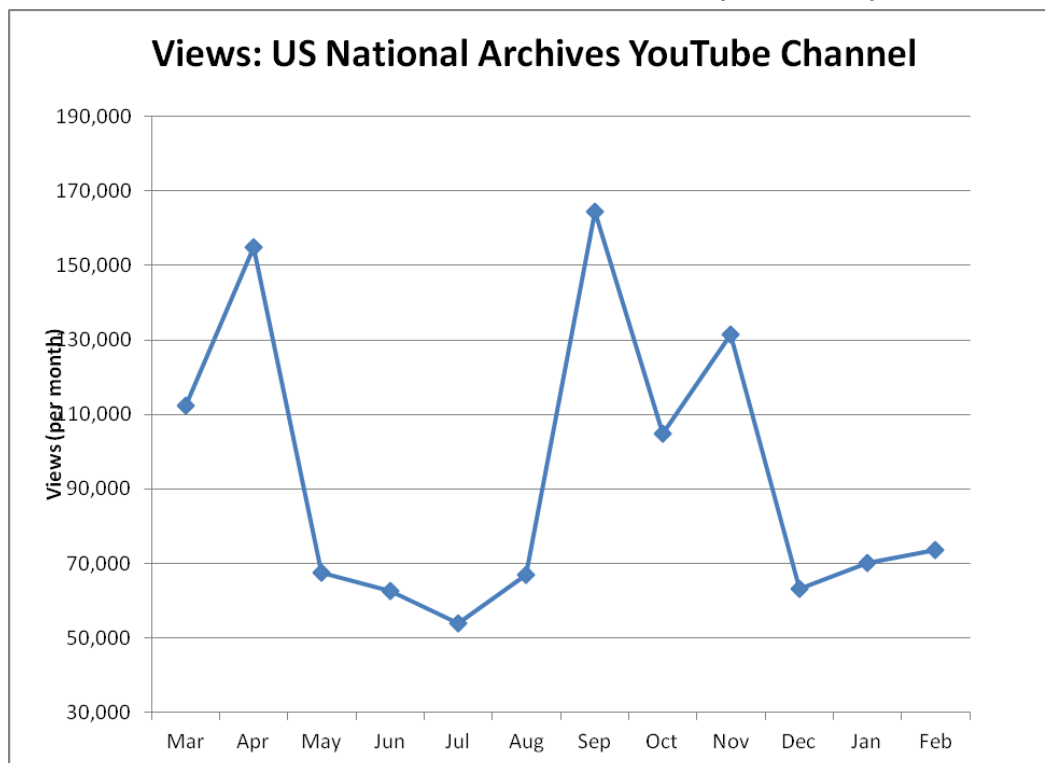


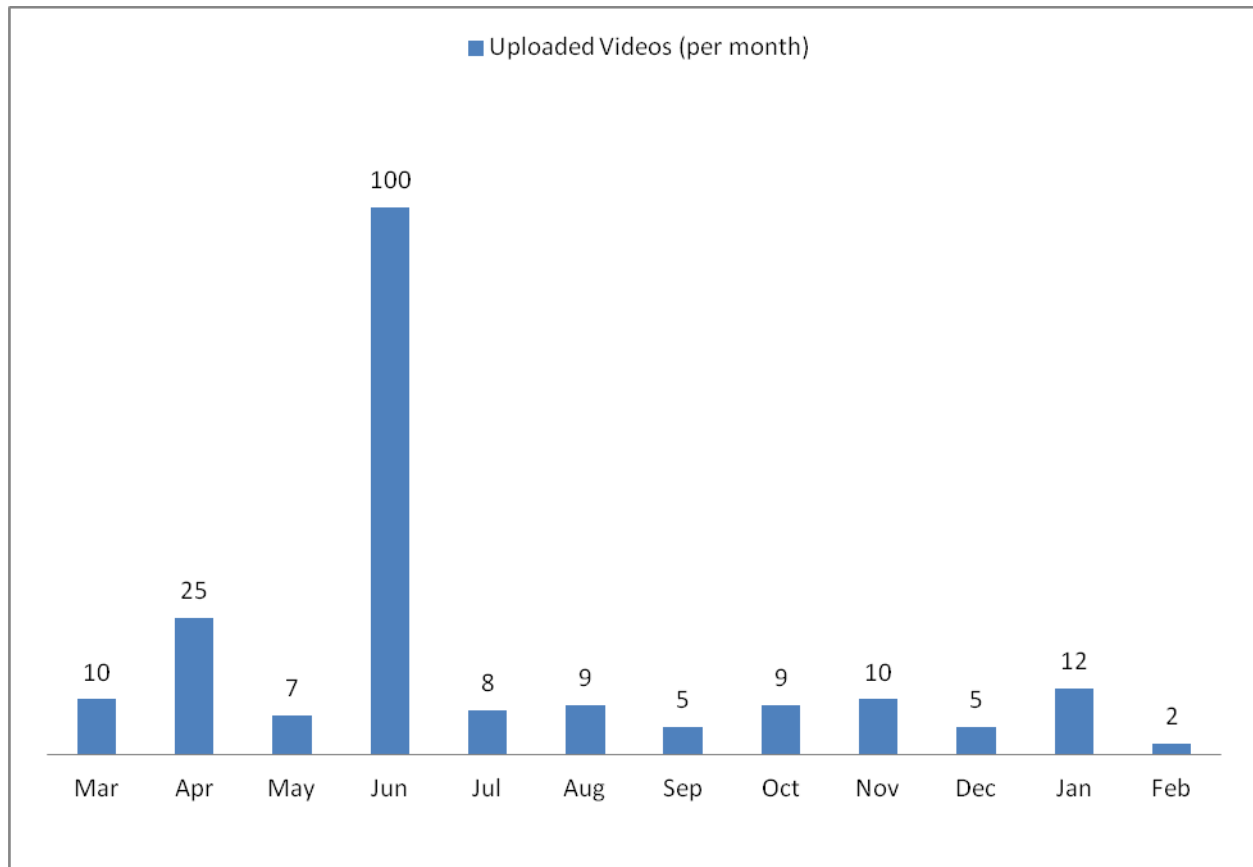
Social Media Tools: Detail View – Flickr**Views on Photostreams (Per Month)****Photos Uploaded (Per Month)**



Social Media Tools: Detail View – Foursquare**Number of Check-ins at USNatArchives and OurPresidents Venues (Cumulative)****Number of Followers of USNatArchives and OurPresidents (Cumulative)**

Social Media Tools: Detail View – *Our Archives Wiki***Views on Our Archives Wiki (Per Month)****Edits on Our Archives Wiki (Per Month)**

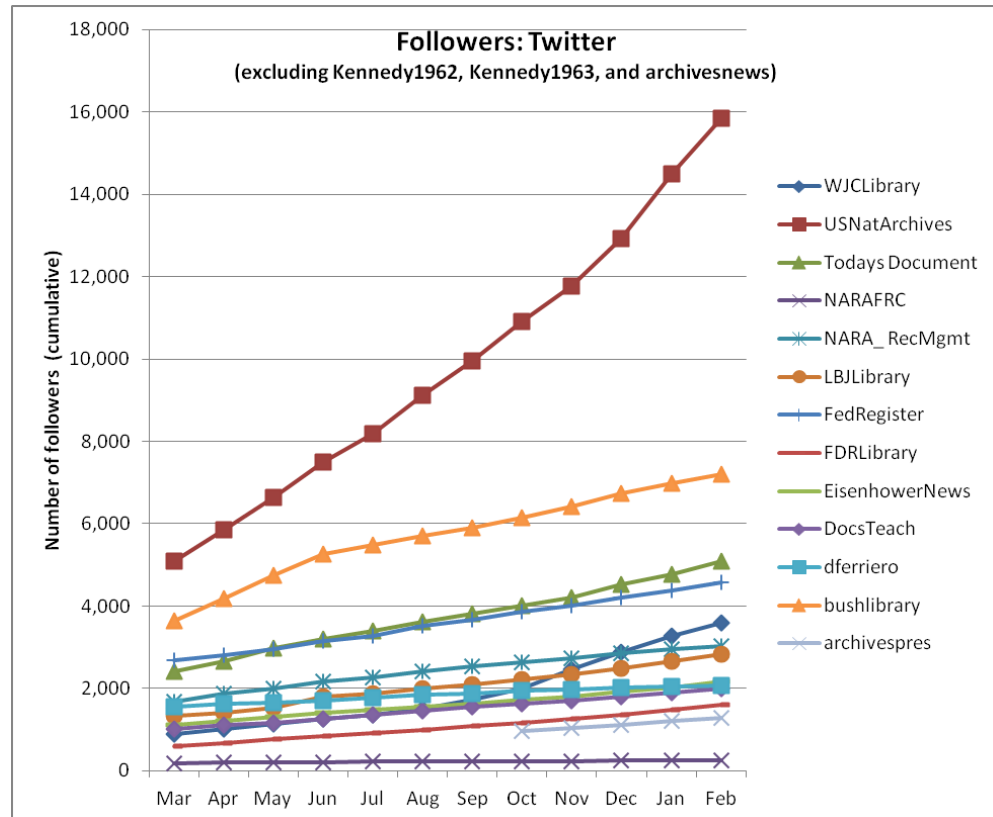
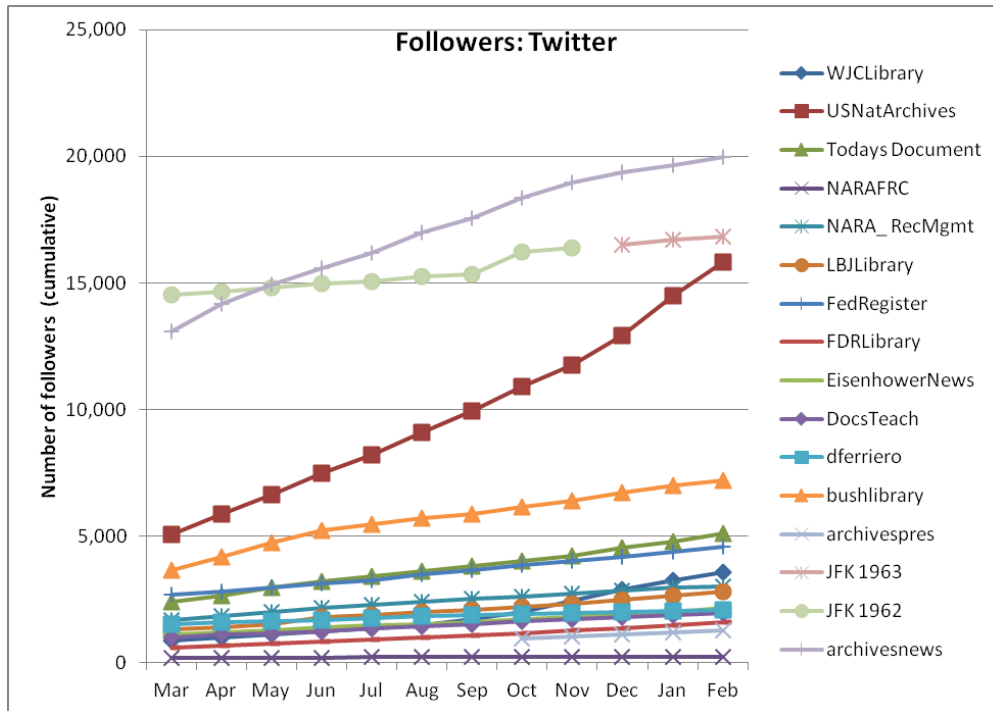
Editors on Our Archives Wiki (Cumulative)**Social Media Tools: Detail View – YouTube****Views on US National Archives Channel (Per Month)**

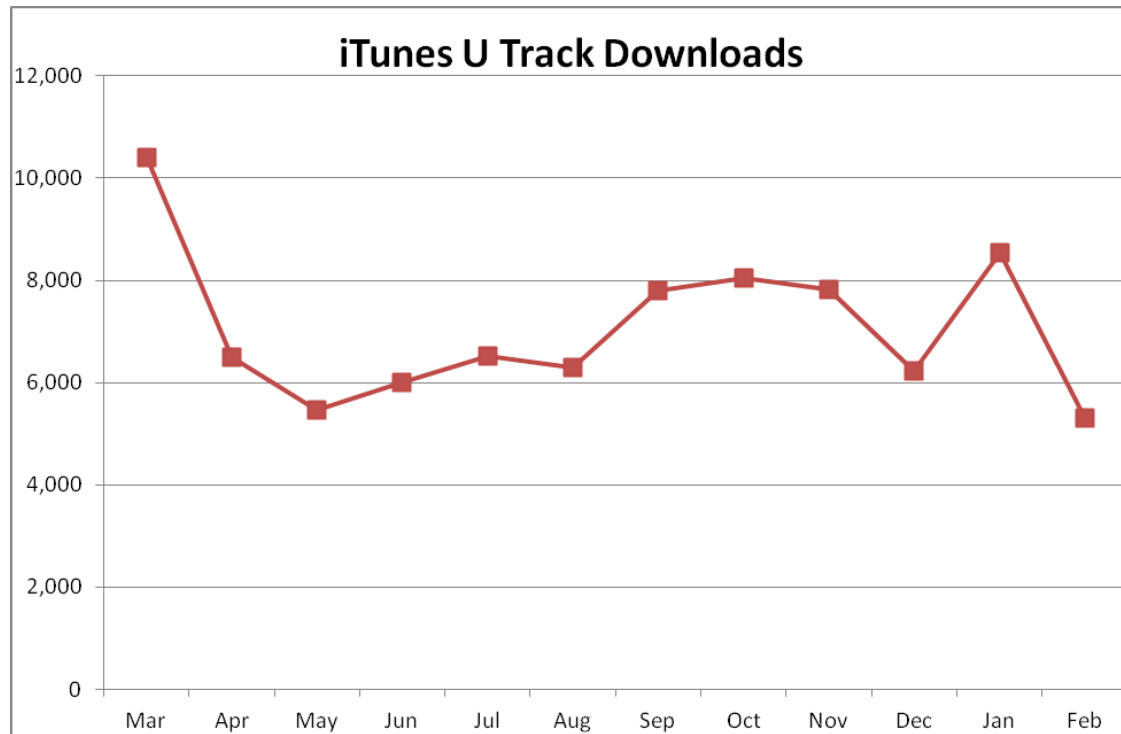
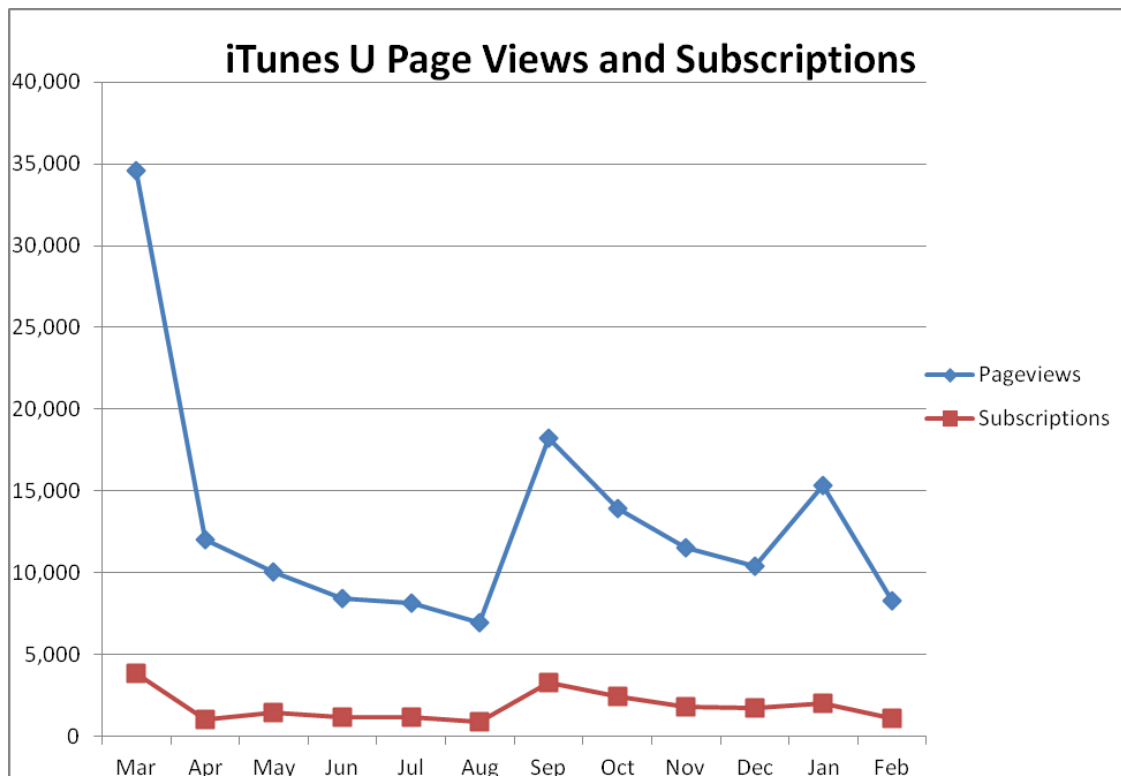
Videos Uploaded to US National Archives Channel (Per Month)**Top 5 Most Viewed Videos for February 2013 on US National Archives Channel**

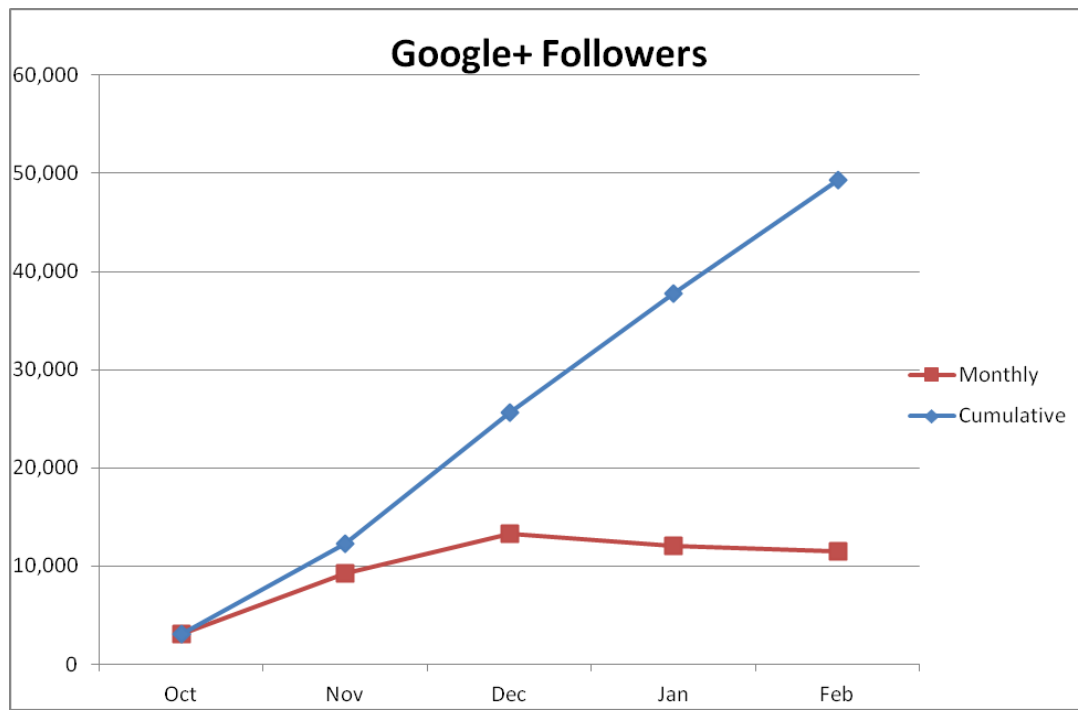
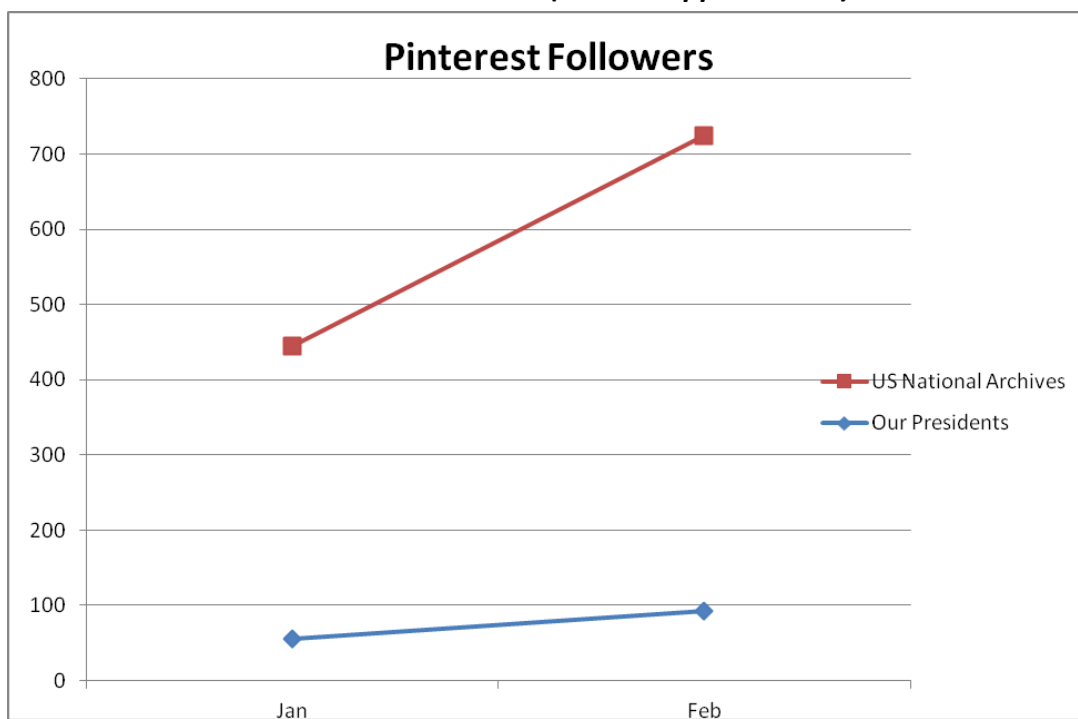
Video Title	Views
Stories from the Great Depression	8,569
Barney Reloaded, 2003	4,271
Happy Holidays from Barney and Spotty, 2002	2,449
War Comes to America (complete film)	2,392
Madam C.J. Walker in the National Archives	1,907

Social Media Tools: Detail View – Twitter

Followers on U.S. National Archives Twitter Feeds (Source: Appendix V)



Social Media Tools: Detail View – iTunes U**Track Plays and Downloads on U.S. National Archives iTunes U (Source: Appendix VI)****Page Views and Subscriptions on U.S. National Archives iTunes U (Source: Appendix VI)**

Social Media Tools: Detail View – Google+**Followers on Google+ (Source: Appendix VII)****Social Media Tools: Detail View – Pinterest****Followers on Pinterest (Source: Appendix VIII)**

APPENDIX I: Sources of Information

Site / Tool	Source	Statistic
Archives.gov	Google Analytics	Visits via referring sites
Blogs (WordPress)	Google Analytics	Visits Pageviews Unique visitors (monthly)
	Feedburner	RSS feed subscribers
Tumblogs	Google Analytics	Visits Pageviews Unique visitors (monthly)
	Tumblr	Followers
Facebook	Facebook	Impressions Reach
Flickr	Flickr	View counts Content uploaded Who calls you a contact?
Foursquare	Foursquare	All-time check-ins at all venues Followers
Google+	Google+	Followers
iTunes	iTunes	Track Downloads Page Views Subscriptions
Our Archives Wiki	Wikispaces	Views Page edits Editors
Pinterest	Pinterest	Followers
YouTube	YouTube	Views of videos on this channel Views of top videos My uploaded videos
Twitter	Twitter	Followers

APPENDIX II.A: Blog Visits

Defined by Google Analytics as the number of individual sessions initiated by all visitors to your site. An individual session times out after thirty minutes of inactivity.

	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
AOTUS	4,024	4,148	3,088	2,995	2,827	34,541	4,515	3,803	3,596	2,462	2,346	1,632
FOIA	1,606	1,333	1,713	1,327	1,370	1,297	1,169	1,506	1,668	1,127	1,302	1,392
Hoover Blackboard	948	719	578	284	209	260	390	517	560	458	493	496
NARAtions	9,330	12,061	6,391	6,157	5,378	5,579	5,955	5,756	4,532	4,385	5,360	5,405
NDC Blog	662	630	467	510	658	695	1,618	64,541	3,867	1,814	2,551	2,008
NLRR Education Blog	77	87	87	37	42	37	188	132	111	62	65	64
Prologue Blog	10,436	8,981	9,861	7,749	8,043	8,114	12,191	12,439	17,036	11,679	13,619	20,688
Records Express Blog	2,236	1,789	1,599	1,204	1,503	3,334	2,339	2,424	1,588	1,297	1,785	1,871
The Text Message	4,525	3,697	3,549	3,395	2,066	4,027	3,838	3,929	4,616	3,478	3,800	3,651
Today's Document	3,855	3,088	3,025	1,578	1,177	1,400	2,619	3,589	3,565	2,645	3,252	3,519
Transforming Classification (PIDB)	162	214	158	150	150	148	128	186	236	591	320	241
The Washboard	131	125	122	97	101	113	92	105	81	103	99	103
The Carter Chronicle								93	816	344	552	722
MONTHLY TOTAL	37,992	36,872	30,638	25,483	23,524	59,545	35,042	99,020	42,272	30,445	35,544	41,792

APPENDIX II.B: Blog Pageviews

Defined by Google Analytics as the number of individual pages visited by all users. Page refreshes and multiple visits count towards the number of pageviews.

	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
AOTUS	7,047	6,882	5,136	5,550	4,644	37,998	6,689	6,604	5,825	3,963	3,984	2,895
FOIA	2,657	2,119	2,804	2,152	2,244	2,258	1,886	2,446	2,492	1,776	2,147	2,294
Hoover Blackboard	1,484	1,027	857	415	300	476	678	785	836	671	712	750
NARAtions	17,638	21,739	11,304	10,524	9,789	9,776	10,308	9,884	8,019	7,540	8,925	9,231
NDC Blog	1,002	1,134	835	765	1,018	1,178	2,628	97,110	5,552	2,625	3,823	3,212
NLRR Education Blog	137	158	130	53	104	53	227	193	173	99	97	150
Prologue Blog	18,890	16,621	16,993	14,705	13,753	13,396	21,339	21,609	26,436	19,932	22,795	31,683
Records Express Blog	3,994	2,989	2,679	2,065	2,490	5,400	4,060	3,767	2,471	2,018	2,948	2,847
The Text Message	7,724	5,771	6,736	5,314	3,724	6,279	6,221	6,268	7,047	5,330	5,513	5,802
Today's Document	7,771	6,290	6,320	3,212	2,566	3,046	5,835	7,302	7,546	5,311	6,469	7,221
Transforming Classification (PIDB)	231	331	260	227	220	214	200	275	358	1,165	500	355
The Washboard	171	170	159	131	128	148	124	165	120	149	149	152
The Carter Chronicle								181	1,189	564	817	1,044
MONTHLY TOTAL	68,746	62,242	54,213	45,113	40,980	80,222	60,195	156,589	68,064	51,143	58,879	67,636

APPENDIX II.C: Blog Unique Viewers (Cumulative)

Defined as the number of unique individuals who have at some point in the past nine months looked at our blog.

	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
AOTUS	31,965	34,986	37,084	39,064	40,999	74,155	78,004	80,788	83,523	85,428	87,170	88,509
FOIA	4,969	5,649	6,795	7,581	8,394	9,132	9,844	10,842	11,752	12,426	13,230	14,160
Hoover Blackboard	6,659	7,326	7,853	8,104	8,285	8,509	8,848	9,313	9,820	10,238	10,680	11,134
NARAtions	61,587	71,154	76,350	81,038	85,355	89,744	94,514	99,172	103,163	106,947	111,527	116,190
NDC Blog	5,439	5,808	6,120	6,416	6,742	7,111	7,992	69,406	72,593	74,102	75,868	77,466
NLRR Education Blog	1,269	1,352	1,432	1,468	1,508	1,544	1,724	1,846	1,947	2,005	2,065	2,129
Prologue Blog	85,910	93,445	101,415	106,939	113,015	118,956	128,928	138,749	153,310	162,926	174,467	192,548
Records Express Blog	9,396	10,547	11,618	12,363	13,222	15,129	16,463	17,838	18,825	19,630	20,817	21,922
The Text Message	21,484	24,110	26,674	29,132	30,785	33,647	36,405	39,462	42,724	45,518	48,523	51,528
Today's Document	30,731	33,475	36,131	37,532	38,564	39,768	42,135	45,355	48,622	51,043	53,988	57,176
Transforming Classification (PIDB)	2,455	2,608	2,738	2,861	2,971	3,087	3,196	3,345	3,521	3,941	4,211	4,424
The Washboard	76	132	210	279	344	420	483	547	607	681	756	835
The Carter Chronicle								74	752	1,026	1,525	2,169
MONTHLY TOTAL	261,940	290,592	314,420	332,777	350,184	401,202	428,536	516,737	551,159	575,911	604,827	640,190

APPENDIX II.D: Blog Unique Viewers (Monthly)

Defined by Google Analytics as the number of individuals who viewed our blog for a given month.

	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
AOTUS	2,481	3,021	2,098	1,980	1,935	33,156	3,849	2,784	2,735	1,905	1,742	1,339
FOIA	869	680	1,146	786	813	738	712	998	910	674	804	930
Hoover Blackboard	870	667	527	251	181	224	339	465	507	418	442	454
NARAtions	6,971	9,567	5,196	4,688	4,317	4,389	4,770	4,658	3,991	3,784	4,580	4,663
NDC Blog	355	369	312	296	326	369	881	61,414	3,187	1,509	1,766	1,598
NLRR Education Blog	69	83	80	36	40	36	180	122	101	58	60	64
Prologue Blog	8,089	7,535	7,970	5,524	6,076	5,941	9,972	9,821	14,561	9,616	11,541	18,081
Records Express Blog	1,214	1,151	1,071	745	859	1,907	1,334	1,375	987	805	1,187	1,105
The Text Message	3,277	2,626	2,564	2,458	1,653	2,862	2,758	3,057	3,262	2,794	3,005	3,005
Today's Document	3,307	2,744	2,656	1,401	1,032	1,204	2,367	3,220	3,267	2,421	2,945	3,188
Transforming Classification (PIDB)	142	153	130	123	110	116	109	149	176	420	270	213
The Washboard	76	56	78	69	65	76	63	64	60	74	75	79
The Carter Chronicle								74	678	274	499	644
MONTHLY TOTAL	27,720	28,652	23,828	18,357	17,407	51,018	27,334	88,201	34,422	24,752	28,916	35,363

APPENDIX III: RSS Feed Subscribers to Archives.gov Blogs (Total)

	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
AOTUS	918	970	1,663	1,362	1,509	1,682	1,804	1,946	2,132	1,877	2,061	2,243
NARAtions	984	1038	1,607	1,649	1,626	1,843	2,030	2,041	2,084	1,972	2,221	2,356
Hoover Blackboard	42	48	620	492	546	582	805	979	1,084	927	1,099	1,313
FOIA Ombudsman	19	24	40	35	40	34	37	36	30	41	56	35
NDC Blog	115	132	700	565	770	702	984	1,271	1,240	1,040	1,480	1,478
Prologue	355	367	1,131	1,032	1,176	1,225	1,322	1,709	1,901	2,045	1,787	2,242
Reagan Education Workshops	4	4	4	5	6	4	5	4	4	4	5	5
Records Express	160	212	750	628	745	808	1,144	1,406	1,281	1,144	1,335	1,959
Text Message	107	114	704	685	646	869	1,061	1,159	1,581	1,075	1,325	1,509
Today's Document	120	154	604	507	570	594	828	962	1,048	937	1,119	1,361
Transforming Classification (PIDB)	53	54	56	56	62	53	57	66	763	862	1,272	1,579
Washboard	11	19	16	16	23	17	19	26	695	855	1,393	1,668
The Carter Chronicle										866	1,211	1,692
TOTAL RSS SUBSCRIBERS	2,888	3,136	7,895	7,032	7,719	8,413	10,096	11,605	13,843	13,645	16,364	19,440

APPENDIX IV.A: Facebook Post Views

Defined by Facebook as the number of times people (fans and non-fans) have viewed a news story feed posted by our page.

	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Life Total
Monthly Total (A+P+R)	2,247,105	3,723,803	3,128,344	3,547,281	4,443,813	3,789,056	3,229,231	2,365,259	2,307,477	2,145,482	2,084,274	2,500,421	57,903,747
Agency-Wide Total	1,104,607	1,778,817	1,301,443	2,182,116	2,298,602	2,055,575	1,629,905	1,141,635	1,038,163	950,388	850,113	1,118,705	31,629,504
US National Archives	861,187	1,369,550	1,059,317	1,866,951	1,940,998	1,740,560	1,194,550	949,454	744,944	751,765	685,234	884,702	24,776,786
Afro-American History Society	1,009	2,410	434	1,550	1,823	872	1,032	1,320	1,661	1,379	2,033	1,873	23,383
Assembly	317	551	769	142	390	157	107	129	108	251	122	263	9,668
eStore	582	2,401	2,519	1,971	710	1,144	642	952	408	686	920	1,040	48,681
Recovery	13,805	16,591	12,238	13,759	28,027	12,334	16,719	11,991	15,318	7,041	12,451	13,617	551,667
Constitution	32,853	86,953	44,622	112,511	29,626	30,538	183,816	8,253	24,850	12,365	26,706	14,299	941,061
Federal Register	374	2,401	2,016	1,851	3,922	3,137	10,179	7,408	4,403	1,555	1,512	1,971	148,412
Federal Records Centers	552	1,098	1,506	1,423	1,117	770	1,363	2,363	623	633	771	2,149	43,442
Applied Research	4,650	5,640	7,297	1,300	5,778	6,546	2,597	3,392	1,777	1,904	1,296	3,357	163,512
NHPRC	38,877	58,896	48,305	69,245	115,190	94,363	69,537	46,649	61,951	38,003	34,598	57,257	1,420,861
Noon Lectures	2,201	23,336	20,947	4,856	5,006	3,426	6,744	2,753	5,488	6,004	10,856	6,560	103,529
Preservation	9,578	48,728	11,625	18,905	58,491	51,043	50,427	16,298	19,446	38,085	23,829	14,514	560,886
Research Red	40,065	68,799	21,071	24,716	12,950	35,482	32,675	10,136	20,410	9,568	12,238	71,780	1,126,294
Today's Document	98,557	91,463	68,777	62,936	76,083	58,842	48,975	36,657	33,308	40,209	24,332	32,460	1,437,611
NARA Students and Interns				13,951	18,491	16,361	9,075	5,840	6,452	4,295	4,421	6,186	85,072
Electoral College							1,467	38,040	97,016	36,645	8,794	2,508	184,470

Education												4,169	4,169
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Life Total
Presidential Total	778,812	1,462,335	1,486,773	1,137,000	1,804,961	1,403,176	1,338,795	989,993	1,077,665	953,170	992,715	1,003,687	20,849,499
Bush	167,550	235,142	498,875	232,954	514,779	223,053	178,927	142,501	258,992	214,951	167,632	96,002	4,315,514
George W Bush											54,341	47,040	101,381
Carter	52,979	93,528	57,562	37,238	45,435	52,476	163,110	52,451	53,398	57,627	57,534	77,560	1,237,649
Clinton	97,191	379,915	234,231	266,307	337,985	288,565	276,369	257,108	229,737	161,473	194,292	175,964	4,164,800
Eisenhower	70,770	141,065	148,515	121,718	88,206	114,942	65,224	56,197	56,505	73,997	53,399	78,144	1,820,544
Ford Library	2,583	5,062	3,672	18,277	3,863	5,703	3,658	23,162	20,795	15,120	15,468	20,045	221,794
Ford Museum	11,974	42,305	31,602	40,616	94,983	76,917	204,976	69,431	31,301	41,767	29,982	26,696	807,292
Hoover	19,173	24,065	26,783	15,399	48,862	55,340	17,837	18,593	20,040	13,023	10,885	24,068	515,584
Johnson	74,026	99,654	32,712	50,798	65,577	55,816	46,069	44,991	41,513	64,632	87,389	96,800	1,215,357
Nixon	137,290	190,570	193,948	136,801	188,412	158,981	127,067	83,088	146,376	95,577	121,259	119,370	2,102,783
Reagan	31,340	16,834	34,414	33,536	60,149	82,197	33,783	43,922	33,811	32,519	22,698	31,348	528,781
Roosevelt	40,706	47,083	43,265	39,636	56,745	109,658	48,275	66,275	45,817	49,183	67,018	41,039	936,411
Truman	73,230	187,112	181,194	143,720	299,965	179,528	173,500	132,274	139,380	133,301	110,818	169,611	2,881,609
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Life Total
Regional Total	363,686	482,651	340,128	228,165	340,250	330,305	260,531	233,631	191,649	241,924	241,446	378,029	5,424,744
Anchorage	3,593	4,878	1,225	407	359	1,973	1,939	1,405	940	773	539	1,252	62,463
Atlanta	33,069	38,763	97,145	34,077	36,183	63,078	35,196	23,442	24,760	41,342	20,224	27,178	808,835
Boston	22,372	36,319	20,814	37,157	30,049	49,144	60,591	66,174	53,744	109,182	109,966	211,741	1,118,862
Chicago	19,837	21,504	12,617	10,842	20,444	13,939	14,405	12,369	12,937	8,866	5,032	15,136	187,374

Denver	2,071	2,621	1,024	4,801	2,239	16,643	8,080	3,986	3,375	2,172	3,910	3,893	97,958
Fort Worth	32,043	47,994	10,426	10,914	23,936	36,707	21,089	16,602	16,316	11,820	17,545	18,985	488,844
Kansas City	126,631	139,771	62,433	42,245	134,957	54,142	38,245	25,909	39,174	22,829	37,824	29,130	1,077,418
New York	81,028	159,139	95,242	51,649	23,976	33,397	29,180	16,859	9,621	5,652	9,098	40,293	755,993
Philadelphia	5,116	5,651	6,832	15,001	25,033	34,277	32,847	51,175	16,151	11,735	22,713	13,873	316,005
Riverside	25,735	10,622	20,620	2,856	14,758	10,501	6,511	2,348	4,012	3,153	2,735	1,743	158,684
Seattle	7,883	9,623	6,992	4,818	6,670	11,303	8,084	7,971	4,442	14,733	6,148	10,595	172,893
St. Louis	4,308	5,766	4,758	13,398	21,646	5,201	4,364	5,391	6,177	9,667	5,712	4,210	179,415

APPENDIX IV.B: Facebook Monthly Active Users

Defined by Facebook as the number of people who have interacted with or viewed your Page or its posts (fans+non-fans).

	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Monthly Total (A+P+R)	218,658	486,618	434,658	607,708	867,555	722,772	634,777	327,412	416,225	411,463	380,236	517,285
Agency-Wide Total	63,603	195,466	143,661	369,863	423,124	350,129	286,299	98,032	178,515	163,952	158,892	228,919
US National Archives	47,268	126,835	107,197	315,580	357,584	292,808	202,557	70,195	130,355	130,688	124,431	168,264
Afro-American History Society	201	647	152	427	559	246	291	288	309	356	478	425
Assembly	73	93	128	22	103	47	29	26	21	73	36	44
eStore	207	395	470	357	128	266	141	84	103	97	107	142
Recovery	1,440	2,725	2,527	1,991	9,086	2,346	2,539	2,348	2,238	1,458	1,693	2,240
Constitution	4,708	19,782	9,917	29,540	7,630	8,170	46,909	1,684	6,589	2,716	6,825	4,411
Federal Register	188	402	442	462	491	501	2,692	1,597	570	394	233	426

Federal Records Centers	237	287	291	248	378	243	218	236	64	178	138	287
NCAST	519	904	1,182	328	917	590	435	420	192	326	268	482
NHPRC	1,893	8,165	6,002	8,208	19,836	17,557	12,236	9,146	13,604	6,704	7,223	15,152
Noon Lectures	283	7,676	6,848	752	546	616	1,885	197	759	1,350	3,799	1,268
Preservation	1,121	12,596	2,961	2,644	15,219	12,311	3,724	2,463	3,729	10,279	5,880	2,864
Research Red	3,153	11,696	3,290	4,298	3,046	7,294	5,127	1,729	4,676	1,881	2,992	27,654
Today's Document	2,312	3,263	2,254	2,254	3,483	3,791	3,081	1,518	1,322	3,604	2,303	2,871
NARA Students and Interns				2,752	4,118	3,343	1,031	631	591	584	655	860
Electoral College							3,404	5,470	13,393	3,264	1,831	470
Education												1,059
	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Presidential Total	118,743	232,718	234,885	205,516	379,363	311,670	306,678	193,188	207,195	202,321	182,184	219,740
Bush	26,402	41,336	70,288	48,668	105,050	40,768	44,225	28,209	56,347	64,864	37,175	28,951
George W Bush											9,602	5,604
Carter	3,378	12,441	8,119	5,166	9,026	10,836	48,163	10,848	9,873	10,686	9,629	17,131
Clinton	13,305	34,770	27,088	30,575	59,004	44,886	31,389	33,836	21,729	15,318	16,448	22,887
Eisenhower	5,738	14,616	24,168	18,434	18,886	22,652	12,197	15,169	9,432	17,836	9,724	15,110
Ford Library	641	1,278	922	5,135	1,184	1,683	1,055	4,408	4,008	2,581	2,573	4,302
Ford Museum	3,949	13,790	9,956	11,704	28,965	25,979	67,469	24,276	10,338	14,312	8,150	9,234
Hoover	1,902	4,530	3,697	3,558	10,332	13,837	4,604	4,792	4,874	2,675	3,162	7,329
Johnson	14,335	20,996	8,464	11,339	13,130	13,731	9,350	10,195	8,195	12,833	21,443	26,780

Nixon	30,138	44,314	39,504	31,634	47,509	41,139	32,729	21,524	41,885	25,248	30,300	34,475
Reagan	4,621	2,588	7,635	5,926	9,893	22,291	6,733	7,129	4,685	5,171	4,295	6,707
Roosevelt	6,423	10,203	8,916	8,709	15,426	35,592	13,130	13,886	10,239	10,097	14,317	8,866
Truman	7,911	31,856	26,128	24,668	60,958	38,276	35,634	18,916	25,590	20,700	15,366	32,364
	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Regional Total	36,312	58,434	56,112	32,329	65,068	60,973	41,800	36,192	30,515	45,190	39,160	68,626
Anchorage	395	760	221	66	104	471	223	188	158	151	151	211
Atlanta	3,960	7,077	17,660	7,650	6,874	15,215	7,442	4,776	4,602	8,558	4,717	7,024
Boston	1,063	4,146	2,336	4,279	5,213	7,911	9,808	10,349	9,023	22,641	16,976	34,826
Chicago	1,237	2,876	2,114	2,057	3,475	2,624	2,843	1,815	2,307	1,272	842	3,717
Denver	408	587	269	881	658	4,715	1,051	734	610	391	599	739
Fort Worth	4,169	5,466	1,400	1,693	3,912	6,580	5,276	2,022	1,746	1,415	2,164	3,056
Kansas City	7,879	5,873	11,715	5,217	28,846	7,539	3,846	2,892	6,649	3,322	8,309	5,064
New York	11,313	26,346	12,929	6,159	3,507	7,874	5,758	4,546	1,872	789	1,611	10,120
Philadelphia	524	917	1,075	984	2,131	2,208	2,378	6,755	899	900	1,566	1,009
Riverside	3,910	2,299	4,730	520	2,083	1,467	612	227	486	459	276	255
Seattle	761	1,176	860	738	1,523	3,644	1,845	1,075	459	2,326	676	1,764
St. Louis	693	911	803	2,085	6,742	725	718	813	1,704	2,966	1,273	841

APPENDIX V: Twitter Followers (Cumulative)

Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
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archivesnews	13,089	14,189	14,921	15,601	16,201	16,976	17,537	18,360	18,946	19,372	19,663	19,979
archivespres								977	1,040	1,125	1,207	1,285
bushlibrary	3,644	4,181	4,753	5,251	5,478	5,709	5,893	6,151	6,410	6,725	6,987	7,202
dferriero	1,544	1,619	1,662	1,700	1,766	1,839	1,886	1,940	1,981	2,023	2,054	2,079
DocsTeach	1,022	1,112	1,170	1,256	1,357	1,464	1,548	1,633	1,714	1,804	1,906	1,990
EisenhowerNews	1,125	1,206	1,306	1,400	1,475	1,546	1,624	1,715	1,793	1,922	2,031	2,159
FDRLibrary	596	680	767	853	917	1,000	1,080	1,174	1,267	1,366	1,476	1,600
FedRegister	2,688	2,819	2,965	3,141	3,277	3,514	3,656	3,862	4,007	4,205	4,390	4,583
Kennedy	14,526	14,662	14,830	14,971	15,039	15,248	15,340	16,233	16,394	16,515	16,700	16,825
LBJLibrary	1,322	1,420	1,519	1,794	1,886	1,995	2,088	2,216	2,347	2,487	2,651	2,829
NARA_ RecMgmt	1,687	1,863	1,995	2,159	2,276	2,418	2,527	2,628	2,736	2,868	2,965	3,038
NARAFRC	190	195	200	209	220	223	226	234	239	253	258	258
Todays Document	2,409	2,665	2,973	3,202	3,407	3,629	3,816	4,008	4,216	4,535	4,780	5,094
USNatArchives	5,081	5,858	6,642	7,495	8,193	9,111	9,944	10,903	11,775	12,930	14,486	15,832
WJCLibrary	891	1,024	1,135	1,258	1,351	1,494	1,726	1,998	2,456	2,892	3,273	3,581

APPENDIX VI: Monthly iTunes U Page Views, Track Plays Track Downloads, and Subscriptions

	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Page Views	34,603	11,990	10,019	8,448	8,146	6,917	18,231	13,906	11,532	10,412	15,334	8,315
Track Downloads	10,395	6,499	5,471	6,008	6,519	6,283	7,793	8,055	7,817	6,230	8,533	5,295
Subscriptions	3,851	1,034	1,424	1,174	1,130	895	3,260	2,449	1,815	1,711	2,022	1,105

APPENDIX VII: Google+ Followers

	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Monthly Followers								3,101	9,204	13,333	12,105	11,538
Cumulative Followers								3,101	12,305	25,638	37,743	49,281

APPENDIX VIII: Pinterest Followers

	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
US National Archives											444	725
Our Presidents											56	92