

SOCIAL MEDIA HIGHLIGHTS

- **THE GEORGE W BUSH PRESIDENTIAL LIBRARY OFFICIALLY OPENS, ACCOMPANIED BY HUGE INFLUX OF SOCIAL MEDIA TRAFFIC.**
- **NARA BRINGS TOGETHER FIVE FORMER WHITE HOUSE CHIEFS OF STAFF TO DISCUSS THEIR EXPERIENCES.**
- **THE DIGITAL PUBLIC LIBRARY OF AMERICA LAUNCHES IN PARTNERSHIP WITH NARA AND OTHER CONTRIBUTING INSTITUTIONS.**
- **NARA AND THE LIBRARY OF CONGRESS EXPLAIN THE MISSION OF THEIR INSTITUTIONS IN A JOINT BLOG POST.**
- **THE GLAMWIKI BOOT CAMP MEETING IS HOSTED AT THE NATIONAL ARCHIVES IN DC.**

APRIL 2013 OVERVIEW

Social Media Tool	Monthly Views	Cumulative Users
Archives.gov Blogs	59,932 Views	28,971 Visitors
Tumblr Blogs	43,956 Views	19,082 Visitors
Facebook	6,930,053 Impressions	2,199,842 Reach
National Archives YouTube Channel	54,886 Views	6,877 Subscribers
Flickr (USNatArchives & ArchivesNews)	599,019 Views	5,692 Contacts
Our Archives Wiki	27,907 Views	395 Editors
Twitter (all NARA feeds)	--	101,220 Followers
FourSquare	44,812 Check-ins	20,821 Followers
iTunes U	5,607 Views	29,272 Subscribers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2013 Views (To Date)	FY 2012 Views
Archives.gov Blogs	531,962	1,251,254
Tumblr Blogs	326,396	940,954
Facebook	21,502,429	30,915,082
National Archives YouTube Channel	551,028	919,193
Flickr (USNatArchives & ArchivesNews)	3,718,028	4,837,696
Our Archives Wiki	137,489	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 | 23. Acts of Congress |
| 8. Records Express | 16. NARA Tumblr | 24. Education Updates |
| | | 25. FDR Tumblr |

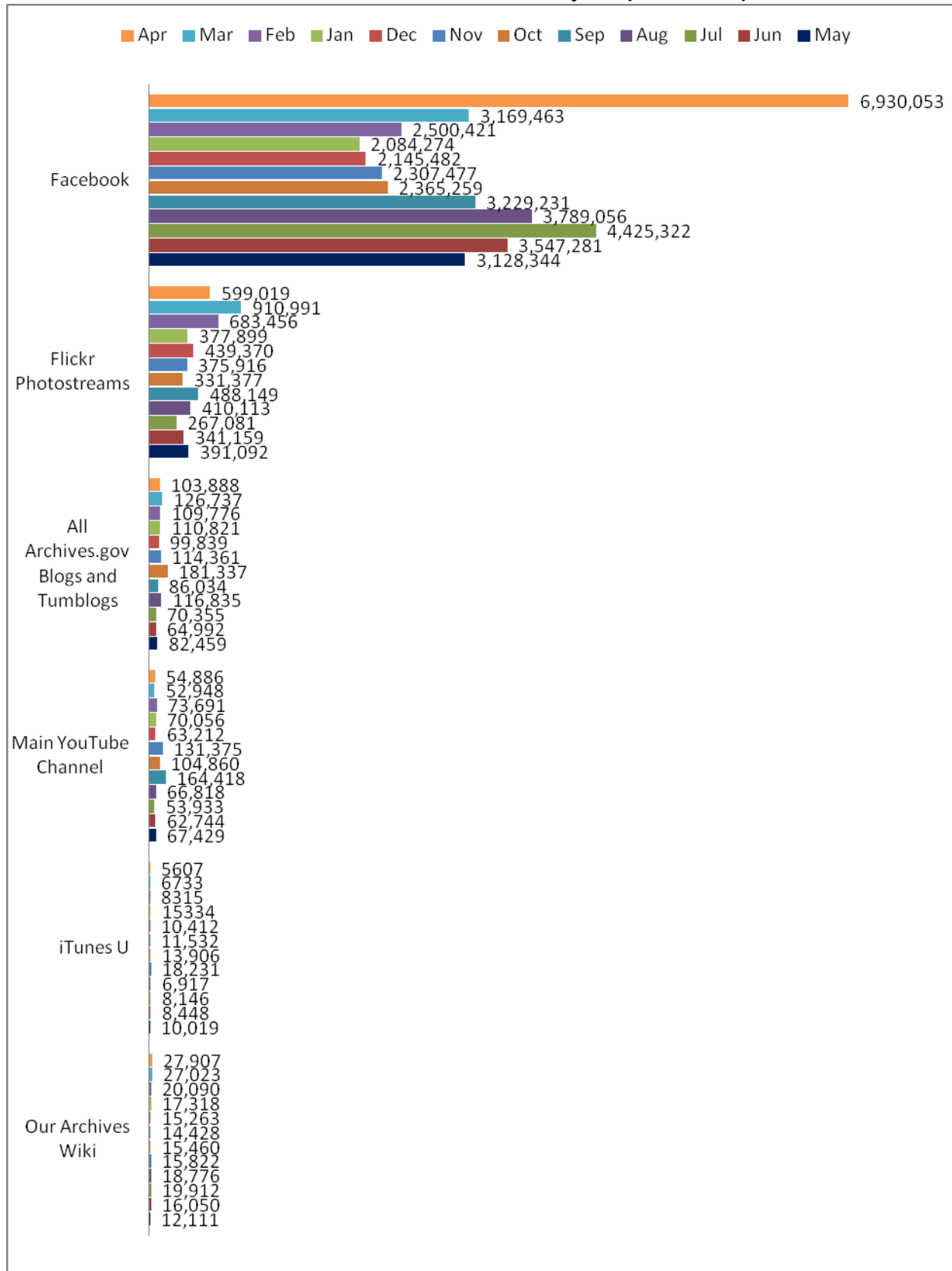
INTERNAL (NARA@WORK) BLOGS

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

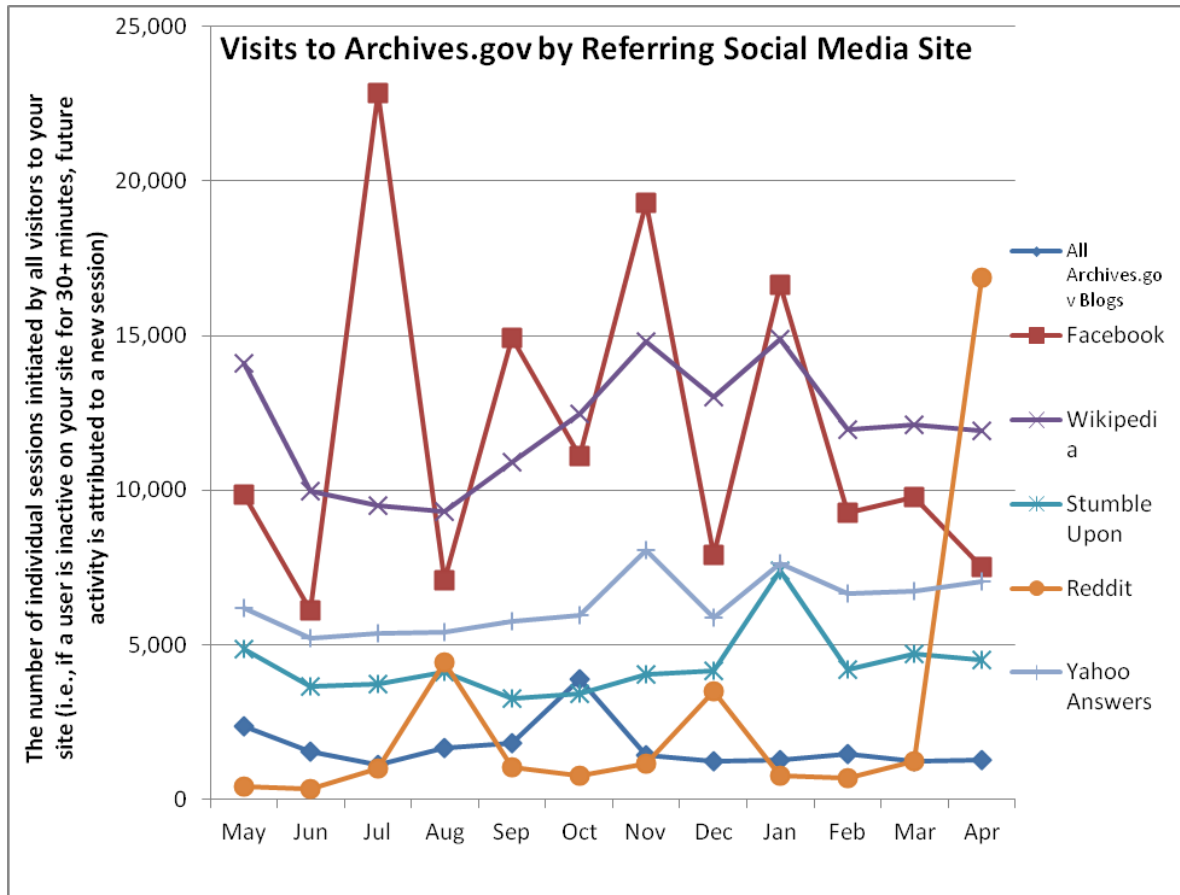
SOCIAL MEDIA TOOLBOX (Tools currently in use)

- | | | |
|-----------------------------|-----------------------------|--------------|
| • 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)



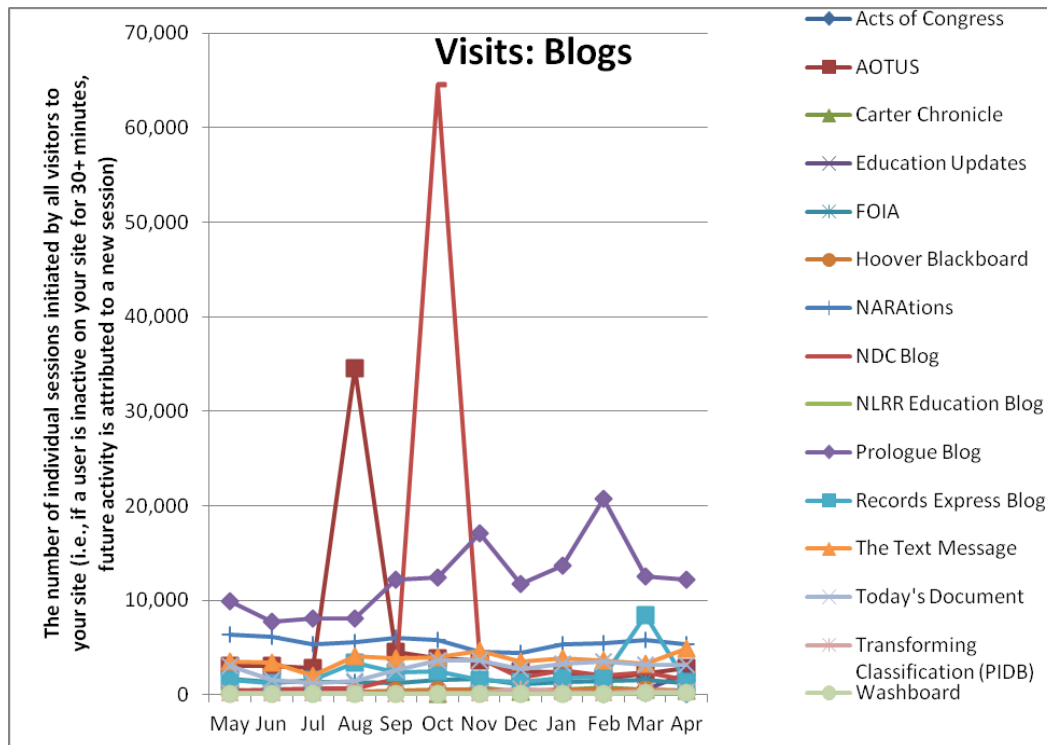
New External Social Media Projects

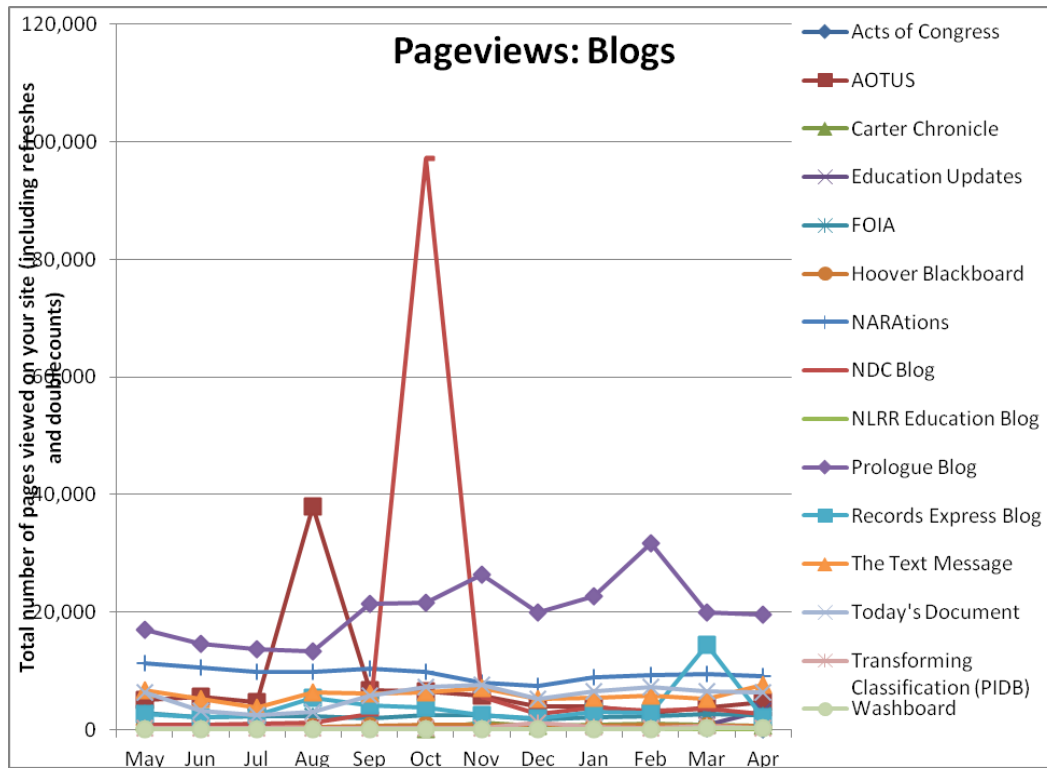
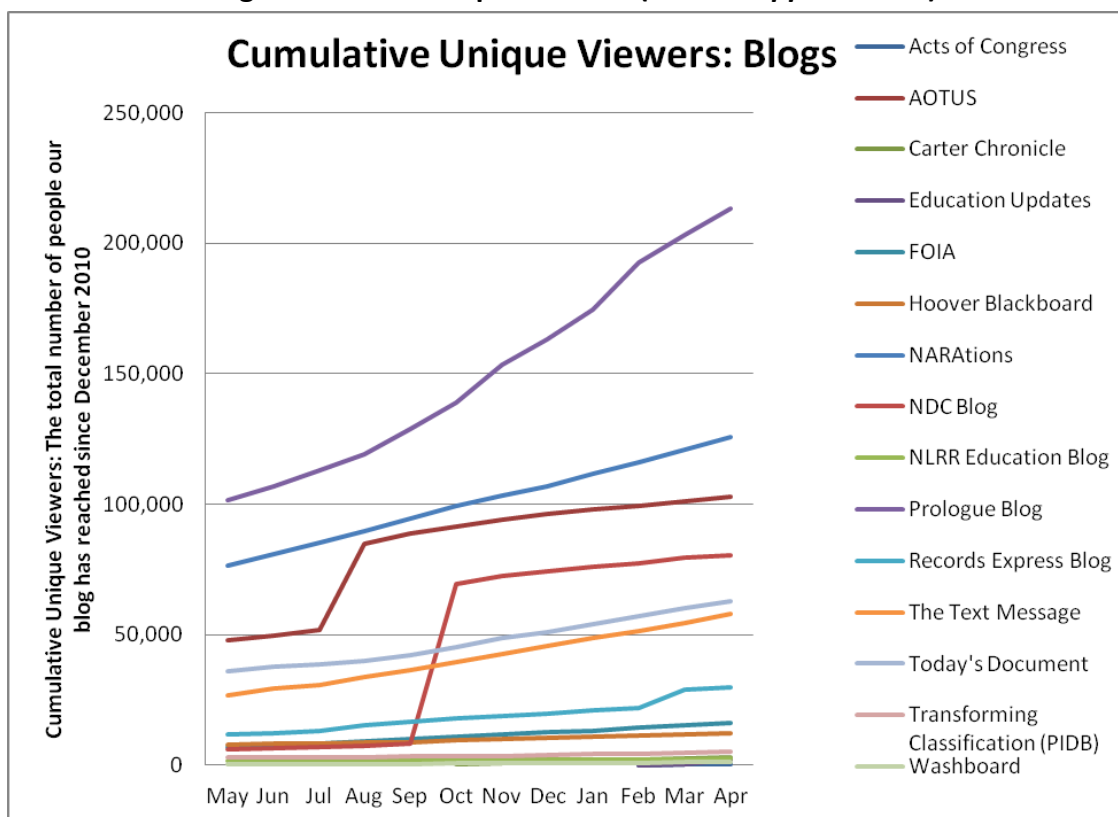
April Projects

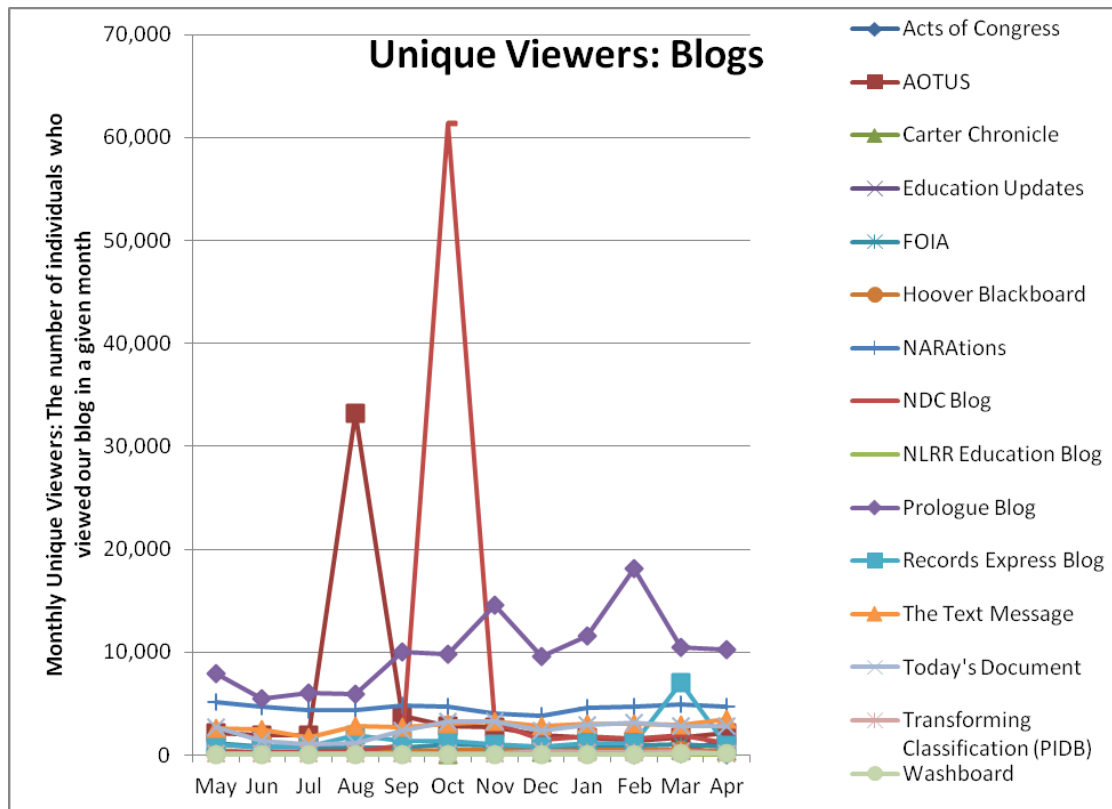
	Facebook	Flickr	Twitter	Wiki	Tumblr	Blog	IdeaScale	GitHub	HistoryPin	Ustream	YouTube	Storify
May				1							1	1
June												
July	1			1	1							
August												
September				1		1						
October	1		1			1	1					
November												
December												
January	1		1	1		1						
February	1					1		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

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

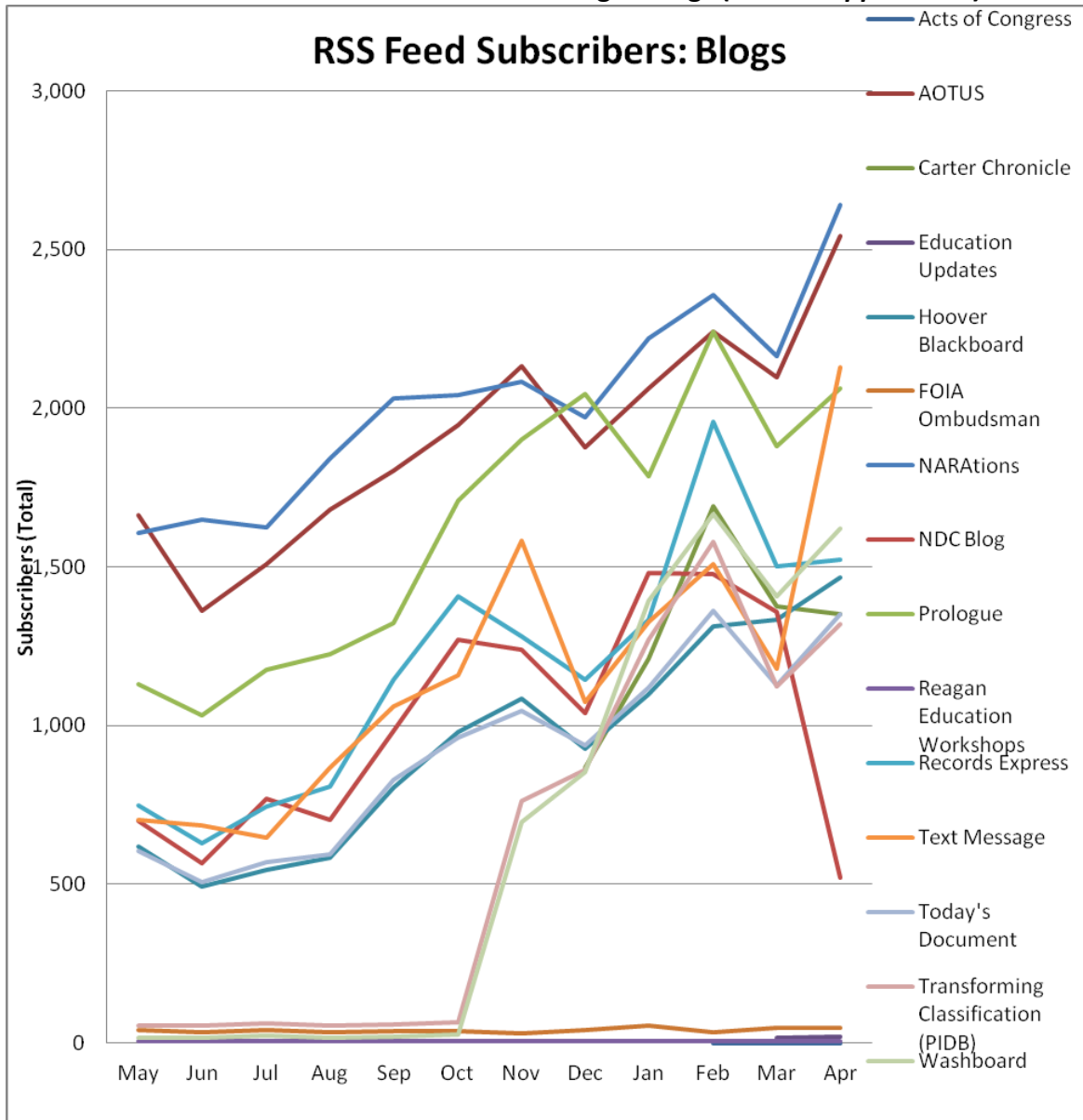
Blog Visits (Source: Appendix II.A)



Blog Pageviews (Source: Appendix II.B)**Blog Cumulative Unique Viewers (Source: Appendix II.C)**

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

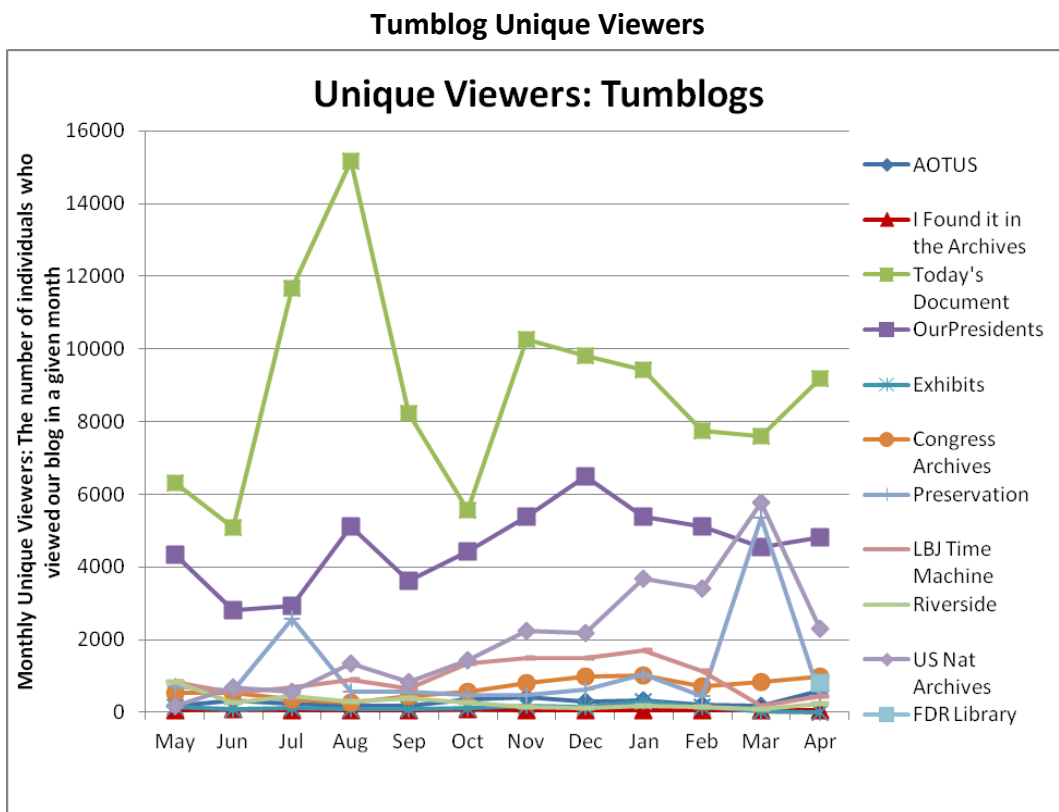
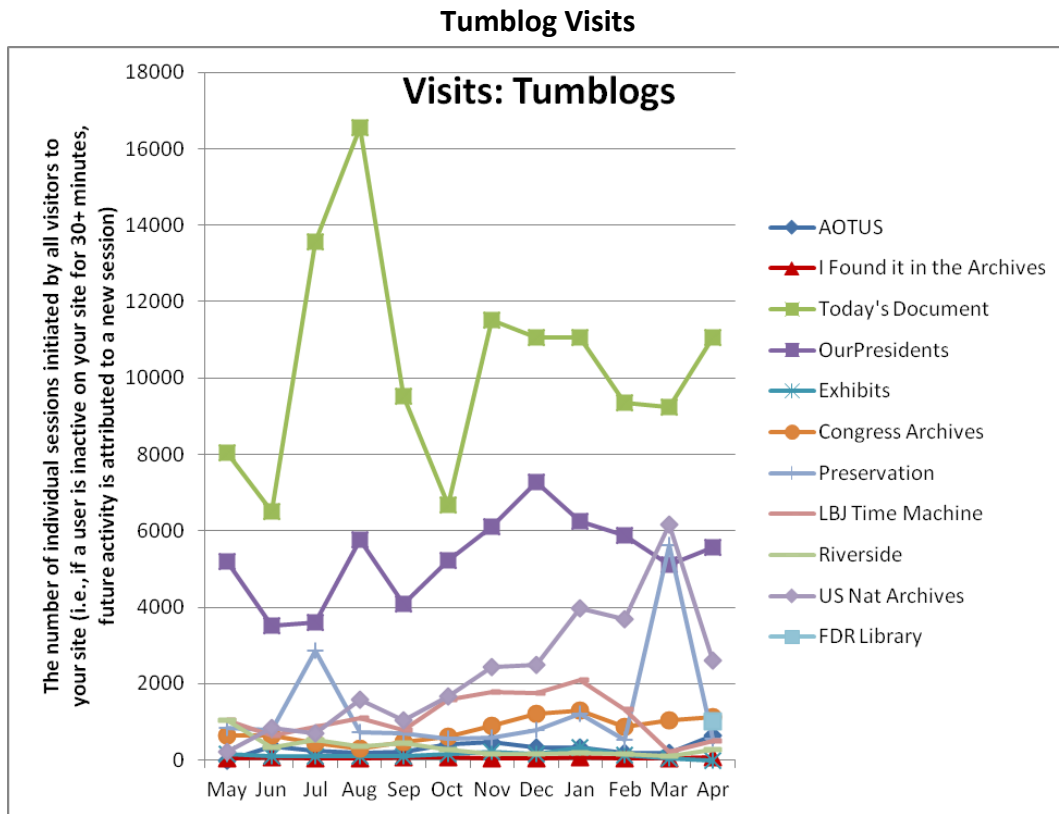
Total RSS Feed Subscribers to Archives.gov Blogs (Source: Appendix III)



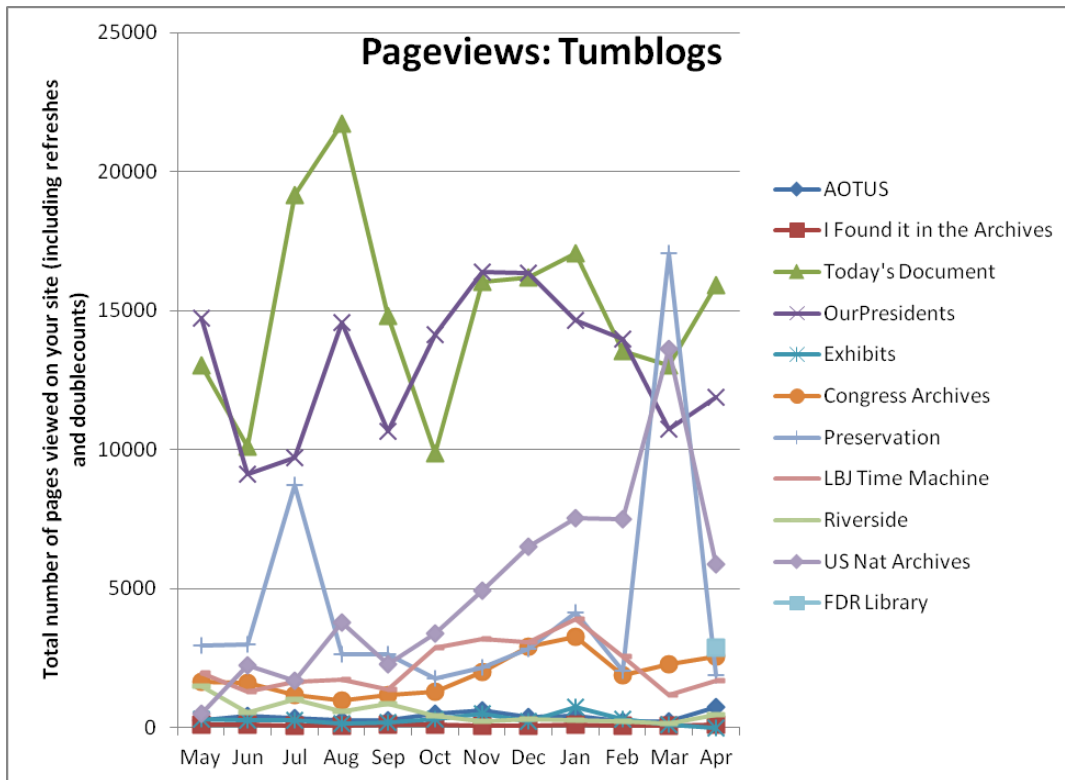
Top 5 Most Viewed Blog Posts in April

Blog	Pageviews	Post Title
NDC	1,004	How to Build a FLYING SAUCER
Prologue	718	White House Reunions: Presidential Library Dedications
AOTUS	660	George W. Bush Presidential Center Dedication
AOTUS	599	The Spirit of Boston
The Text Message	539	Flashback! Secretaries of the 1950s and 1960s

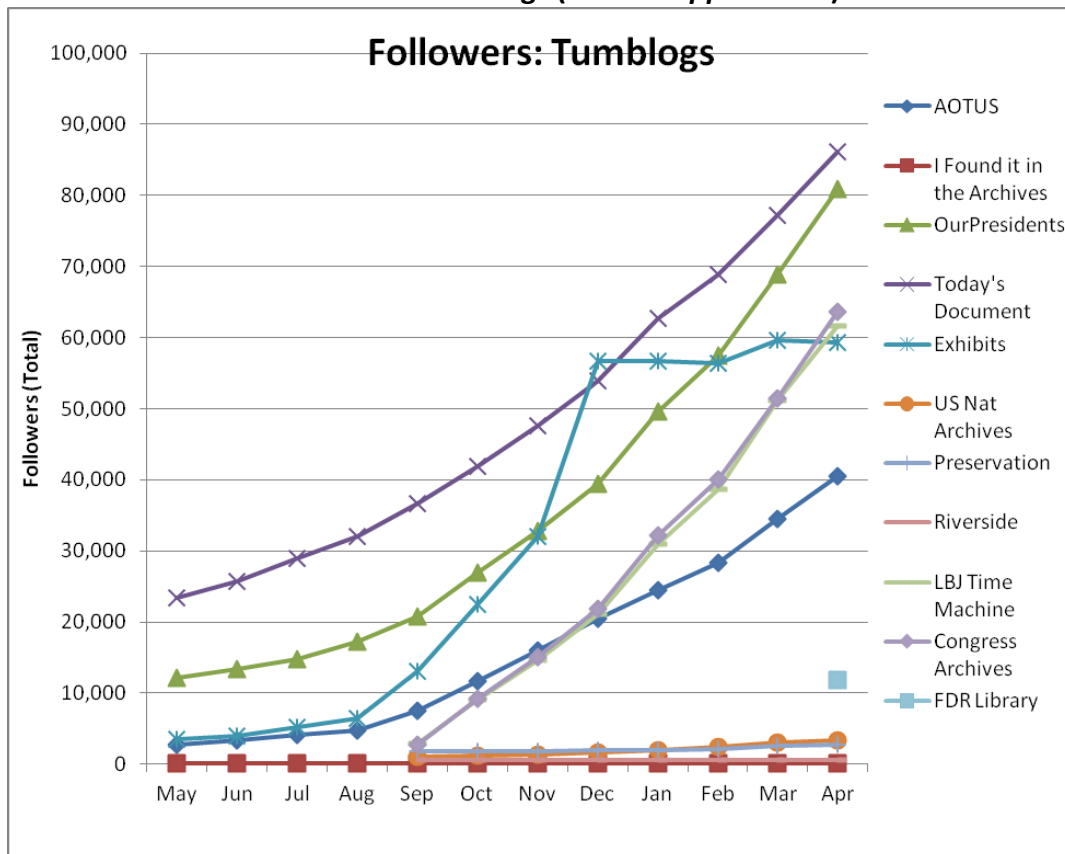
Social Media Tools: Detail View – Tumblogs



Tumblr Pageviews

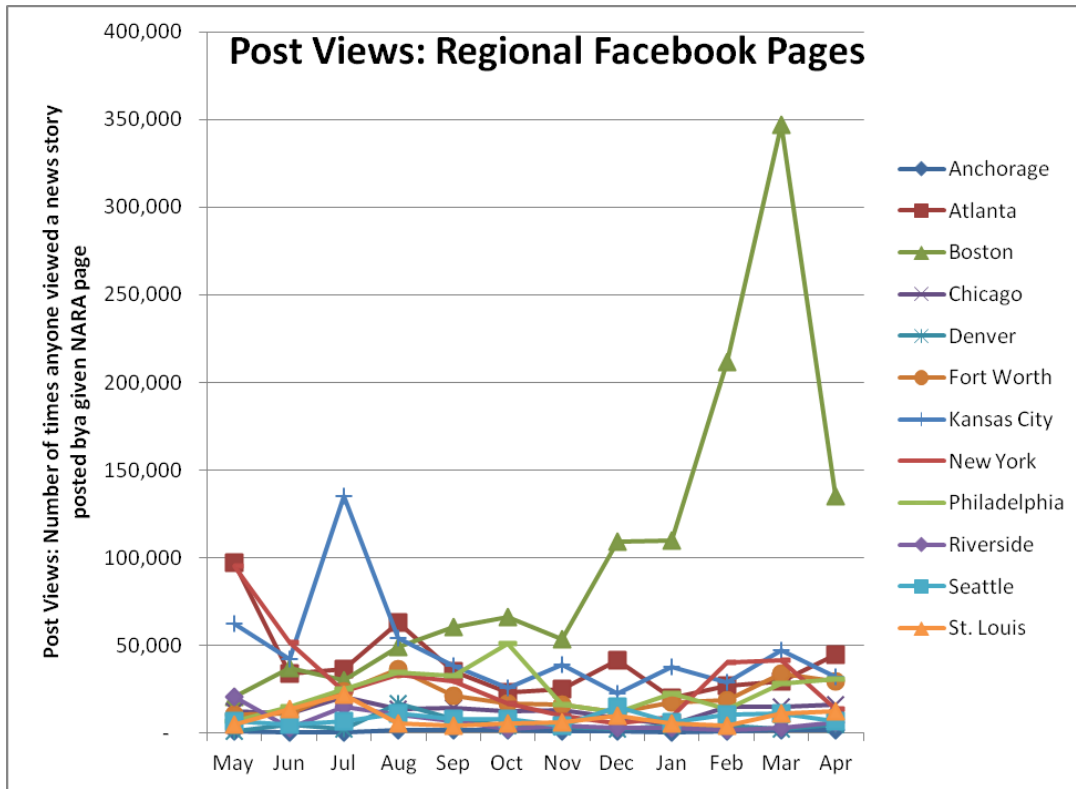


Followers on Tumblogs (Source: Appendix IV)

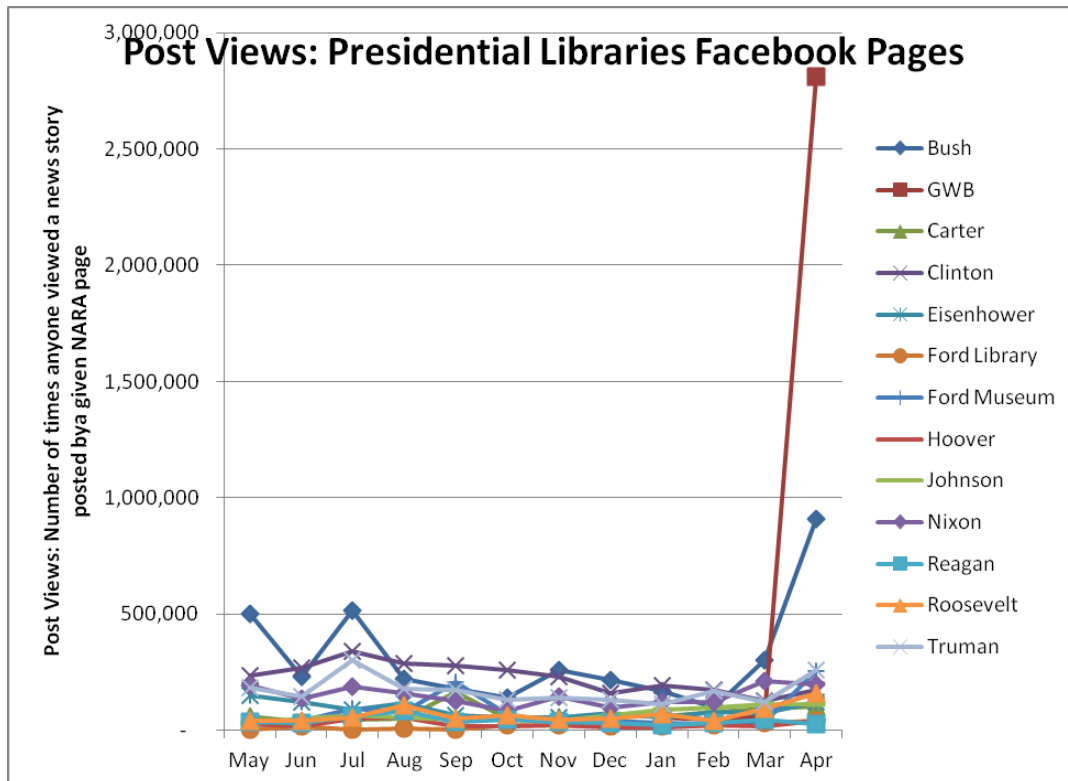


Social Media Tools: Detail View – Facebook

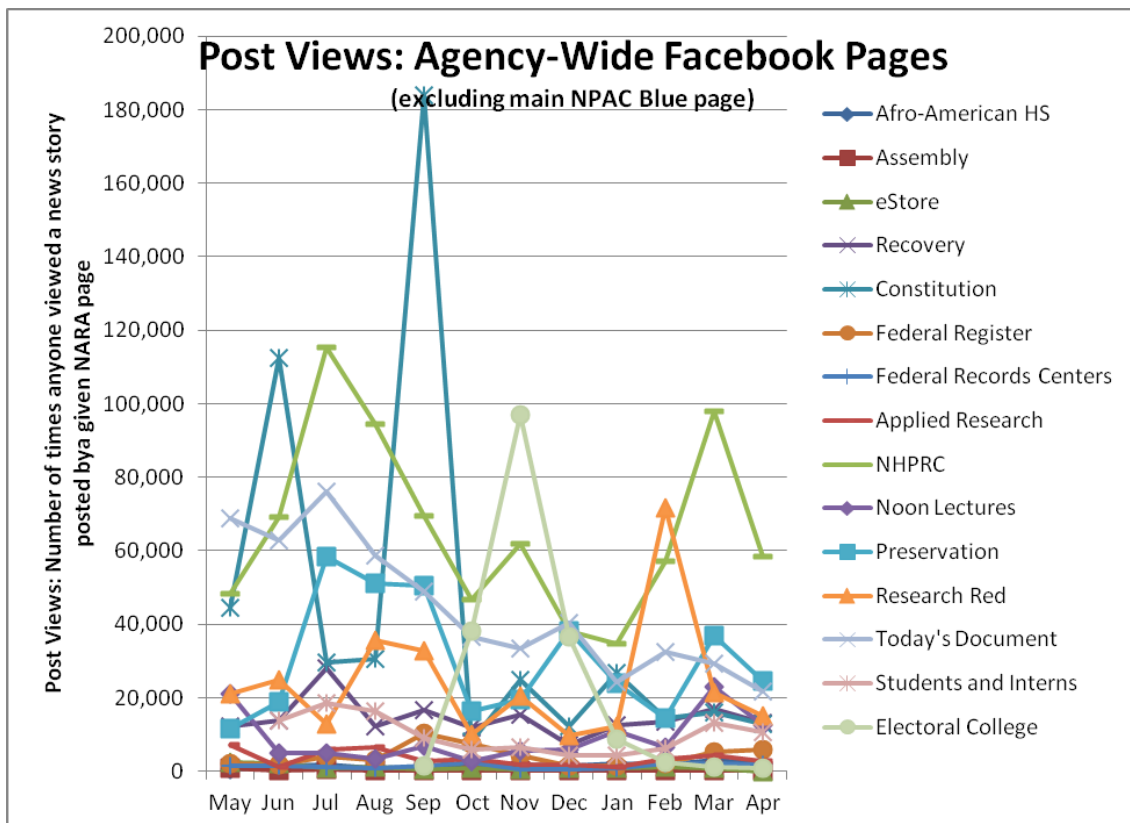
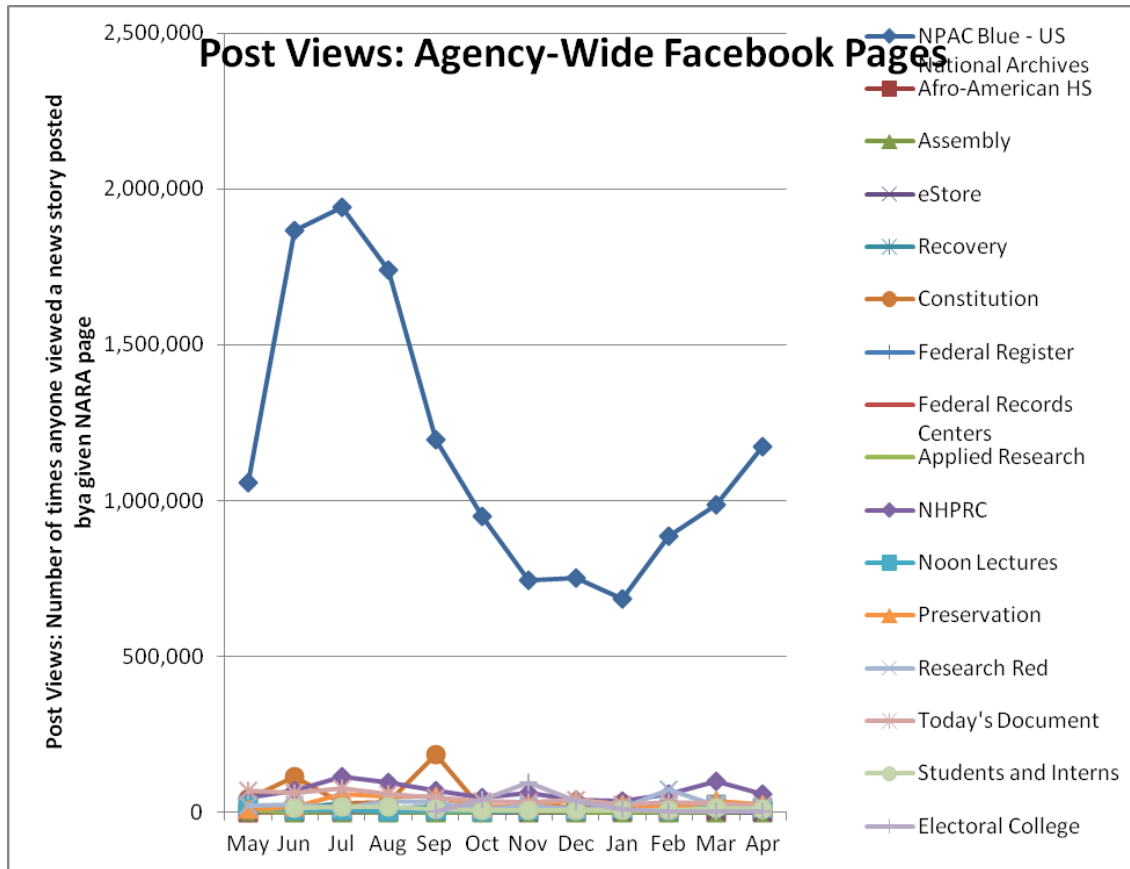
Post Views on Regional Pages (Source: Appendix IV.A)



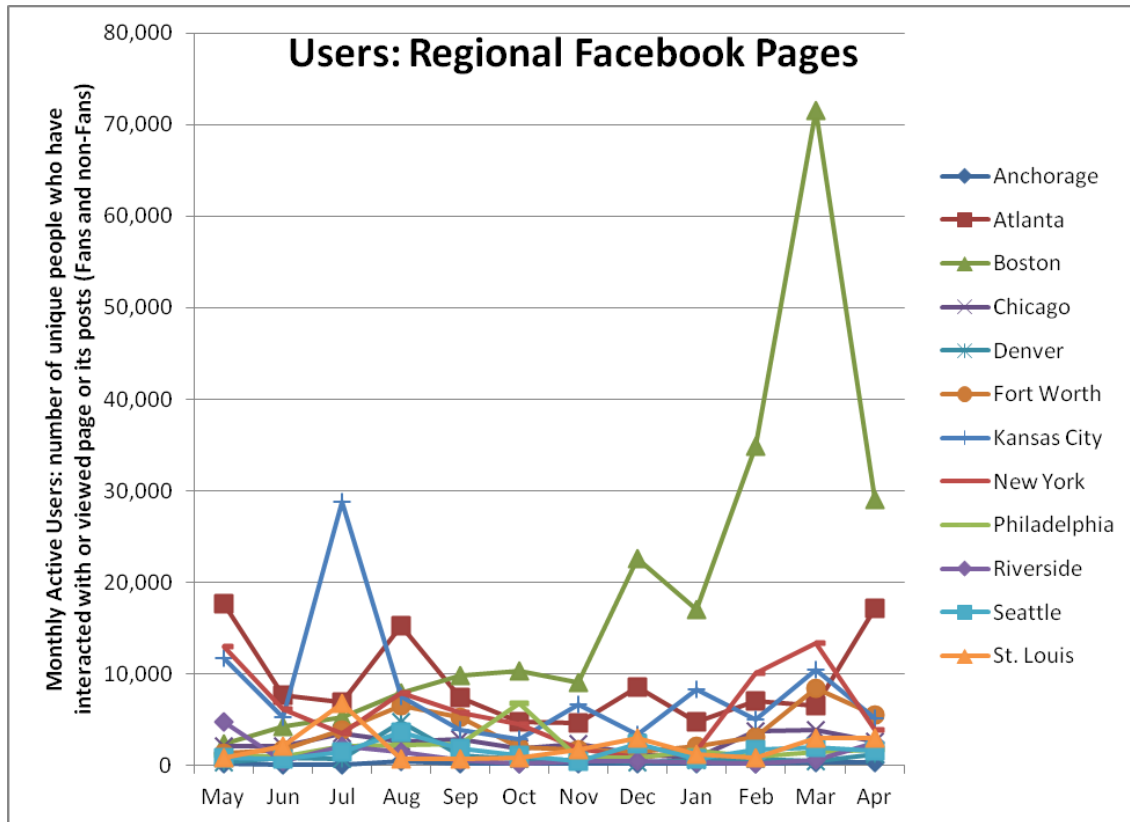
Post Views on Presidential Library Pages (Source: Appendix IV.A)



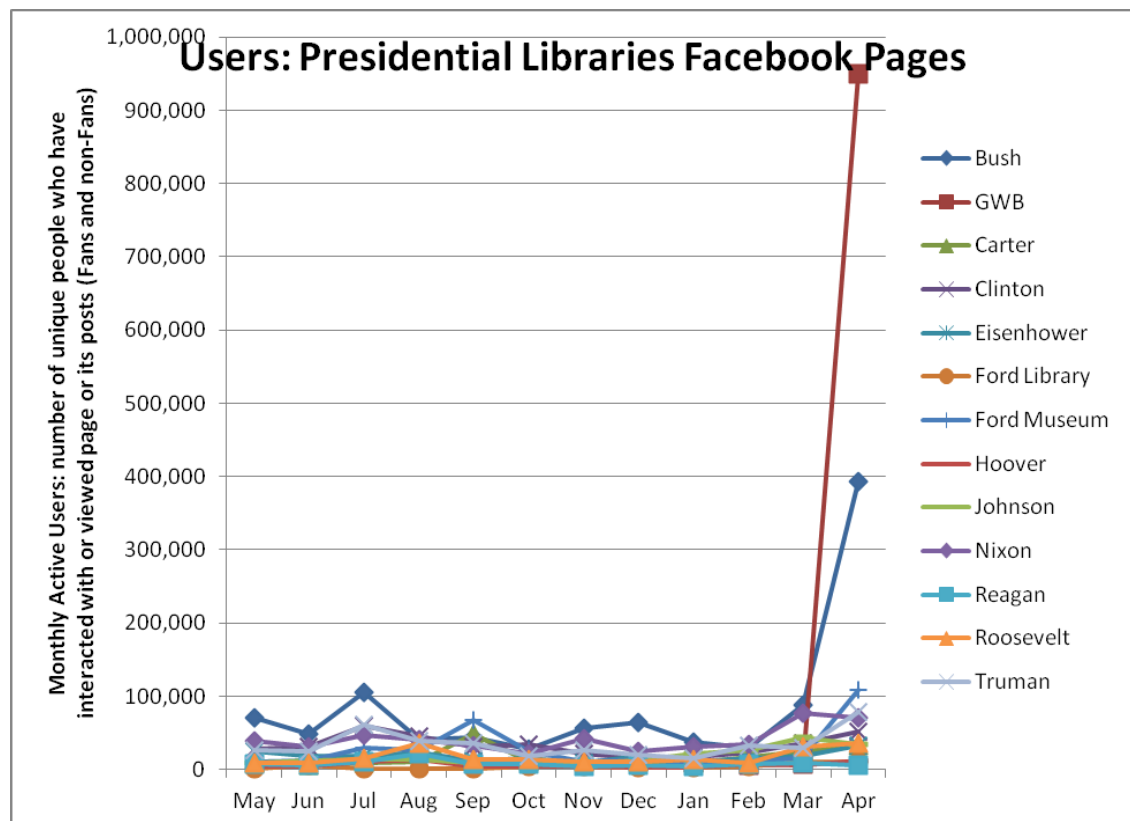
Post Views on Agency-Wide Pages (Source: Appendix IV.A)



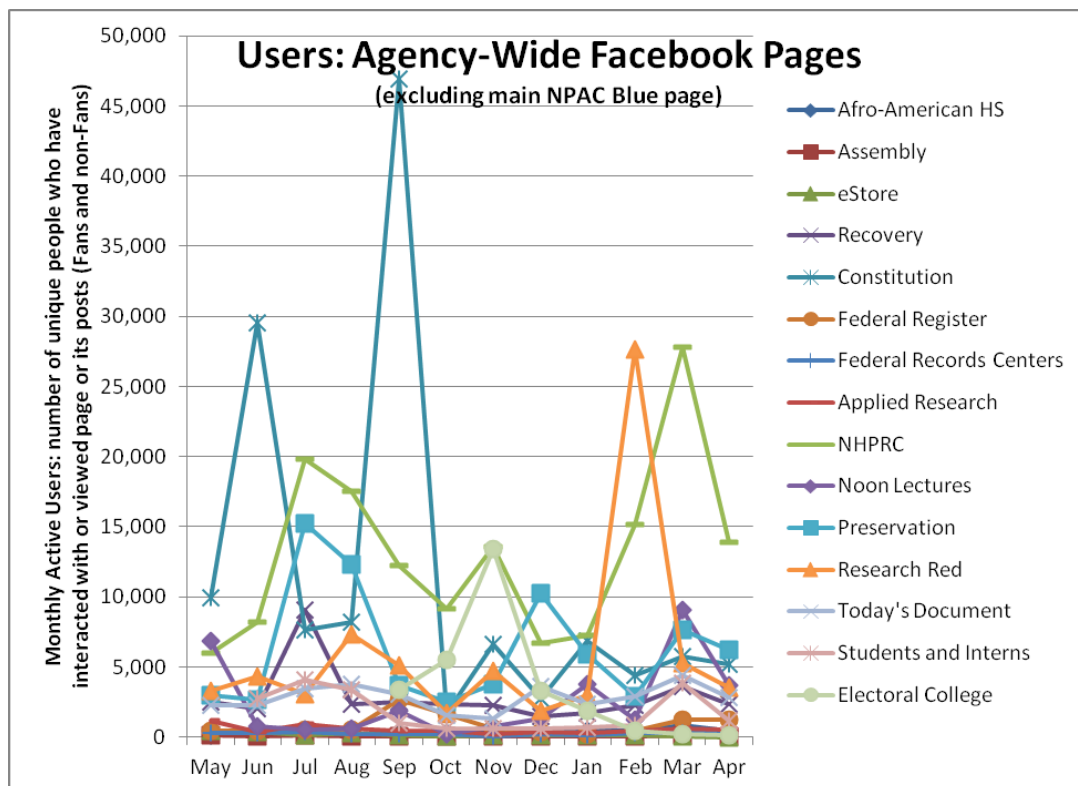
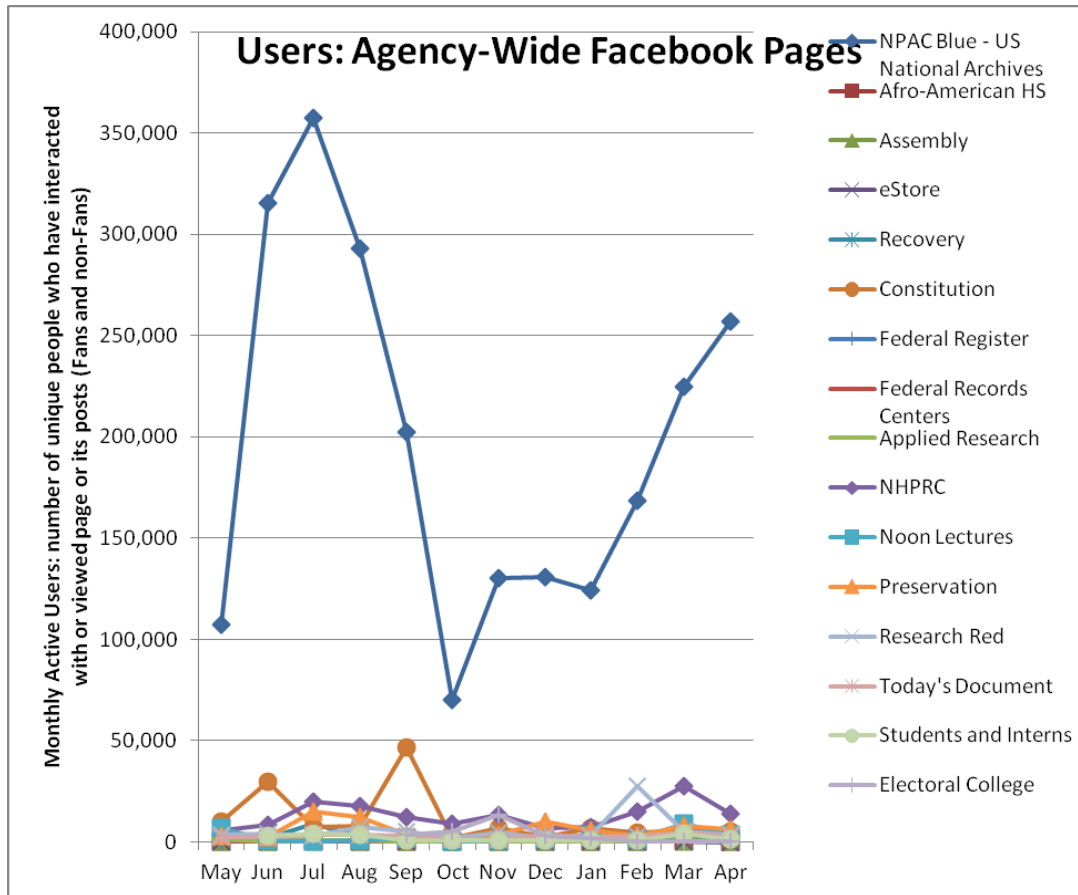
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

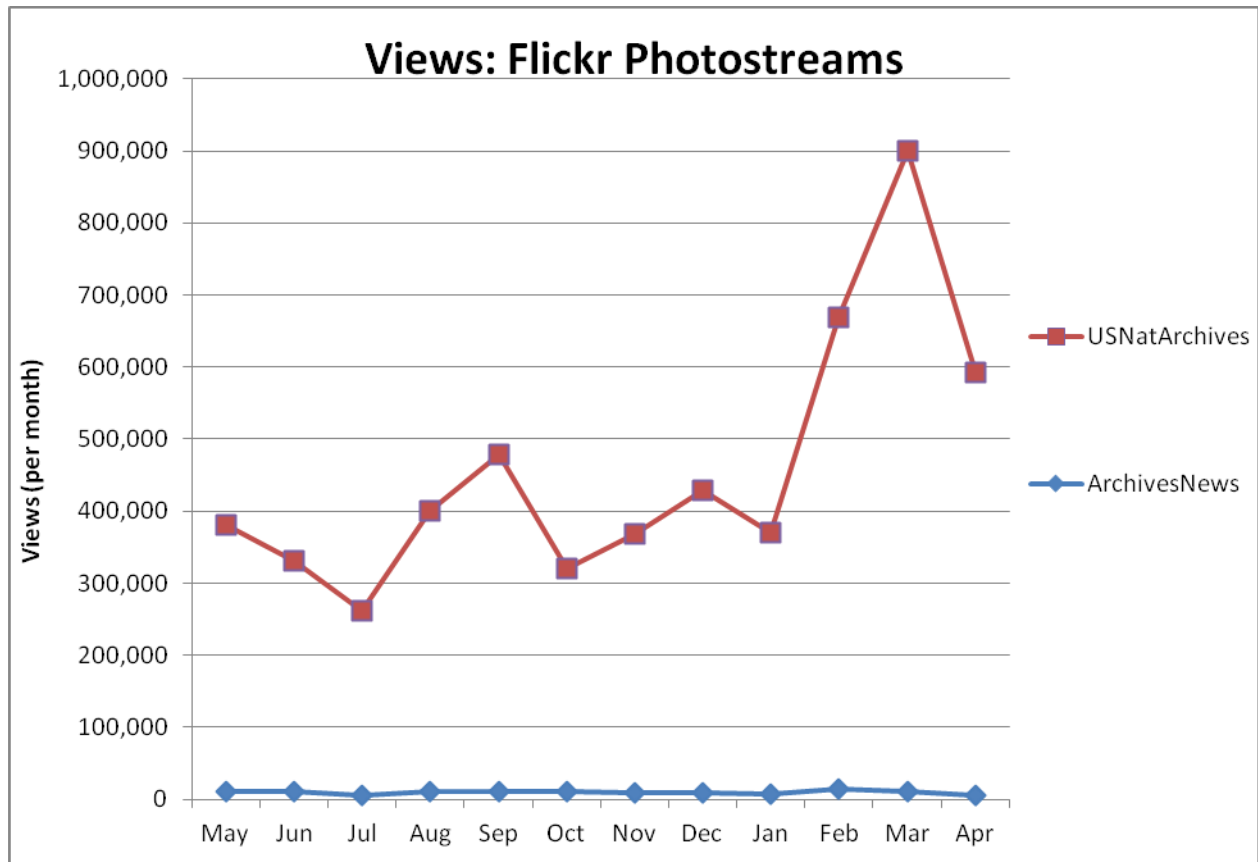
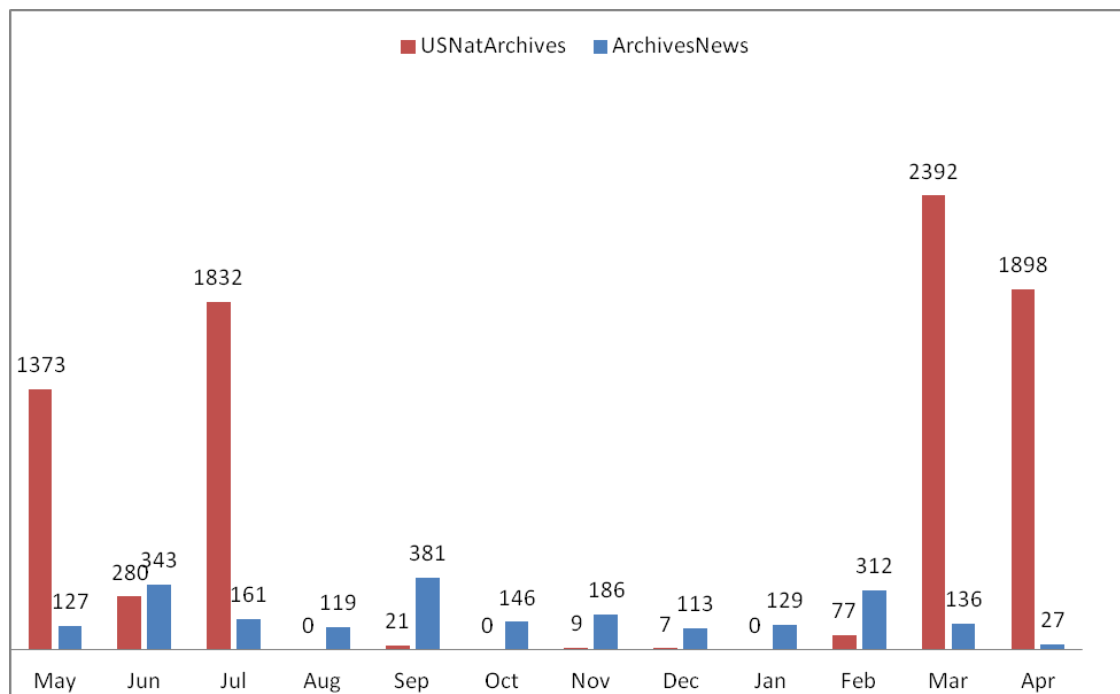


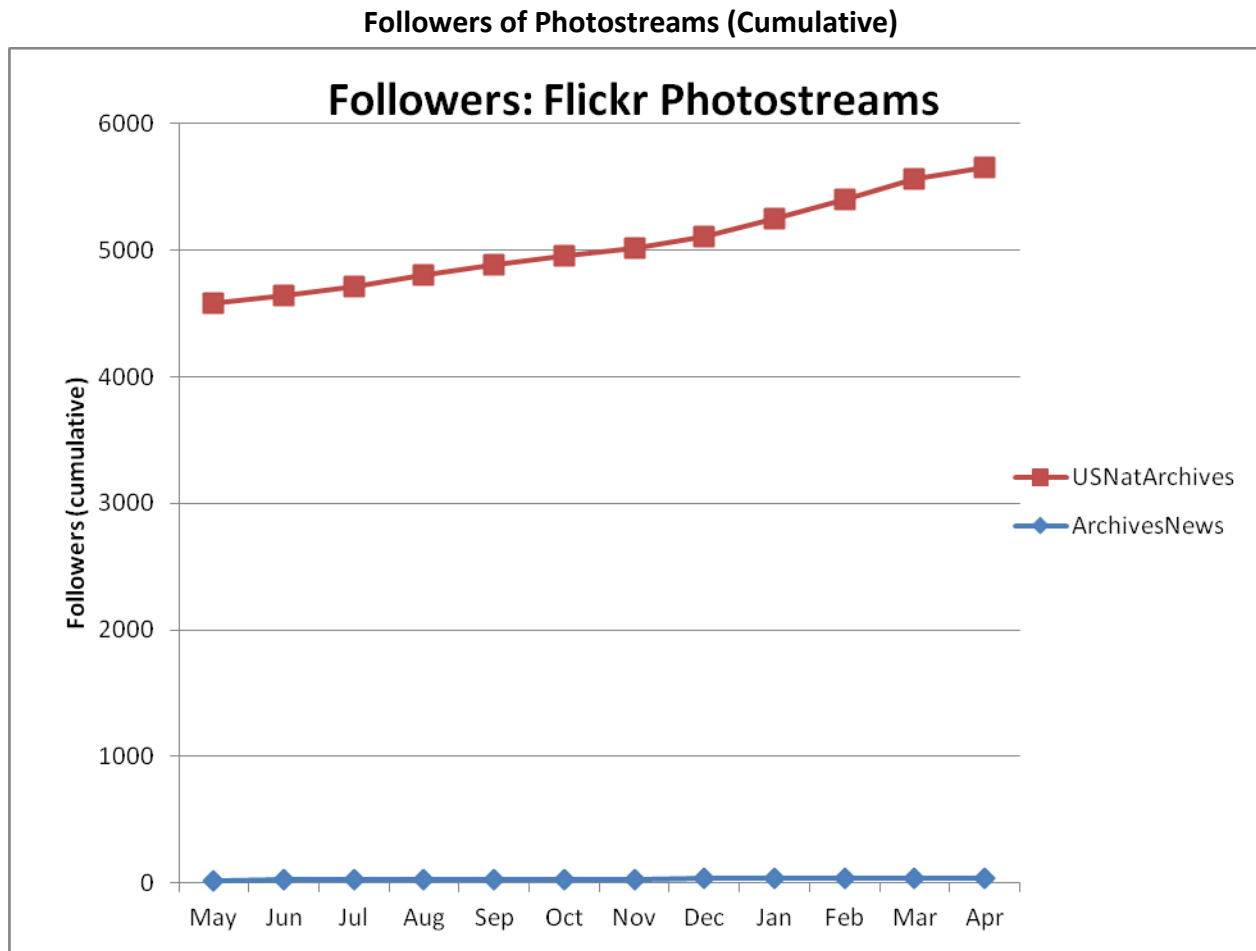
Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)

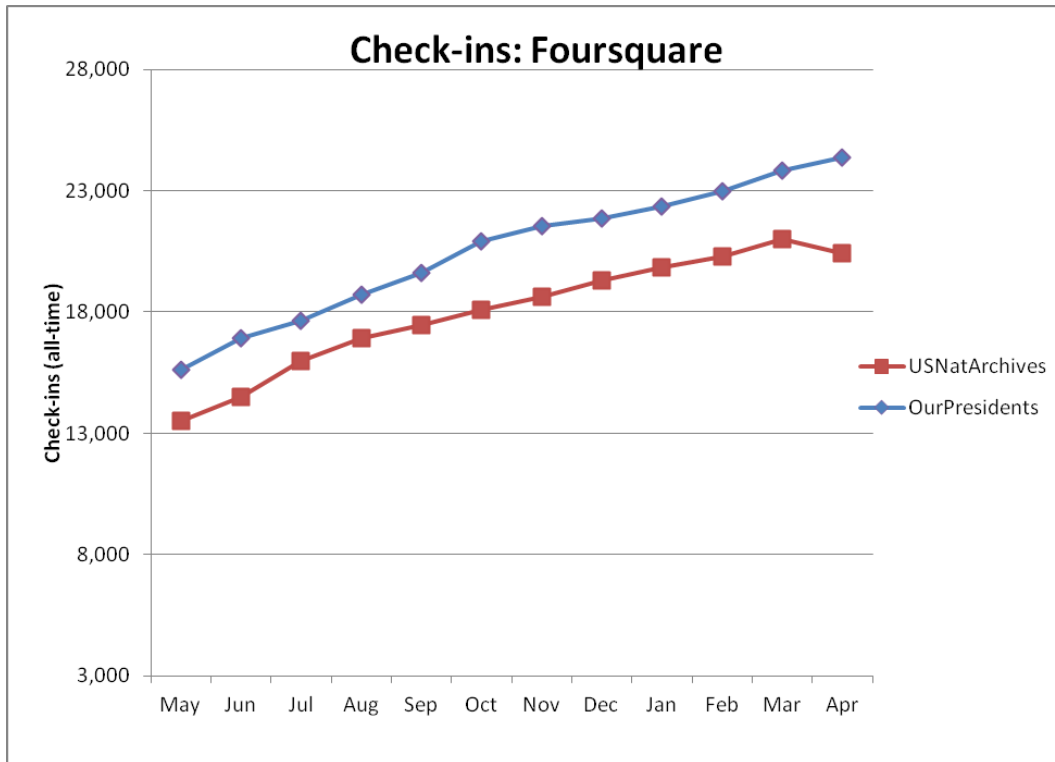
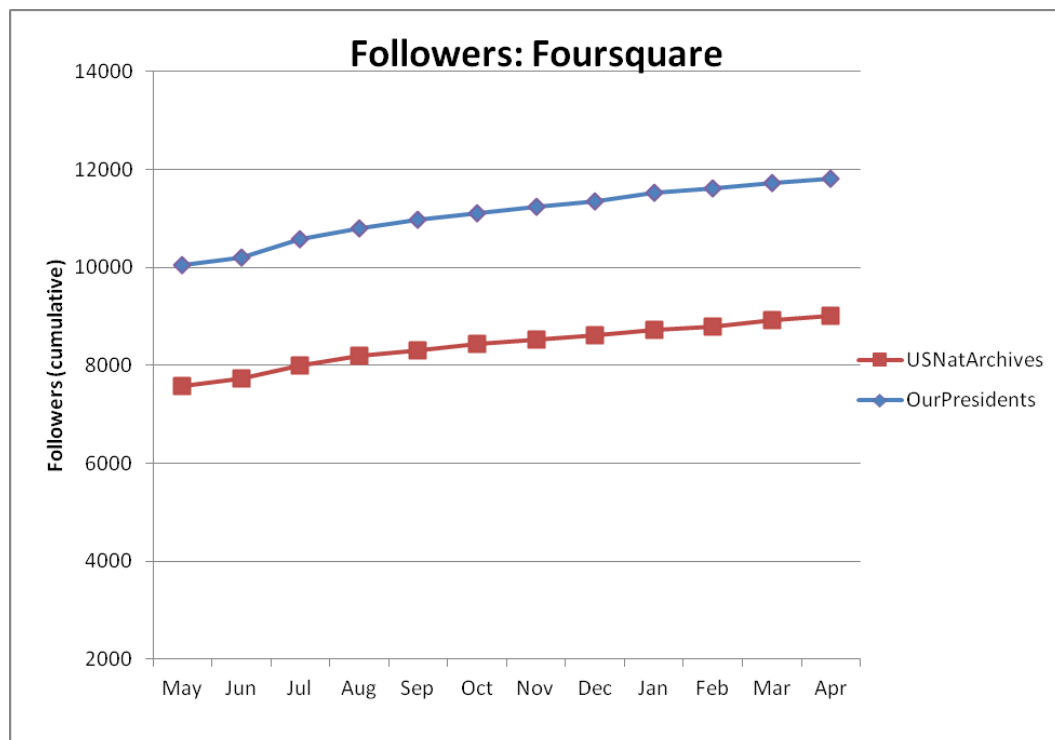


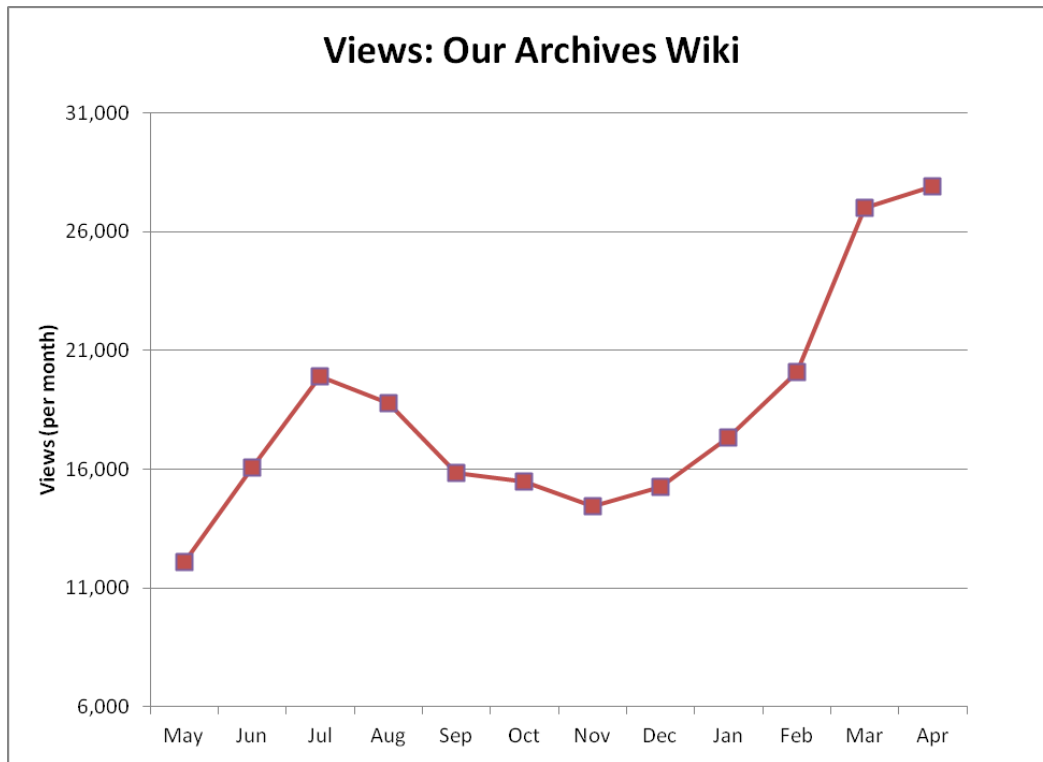
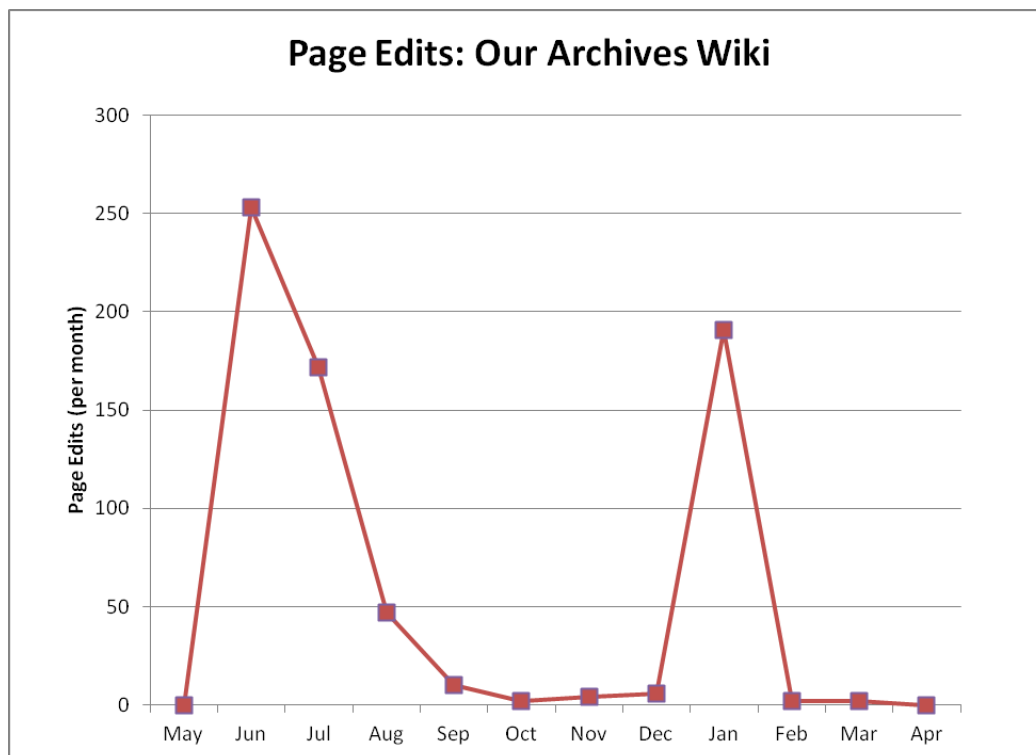
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)

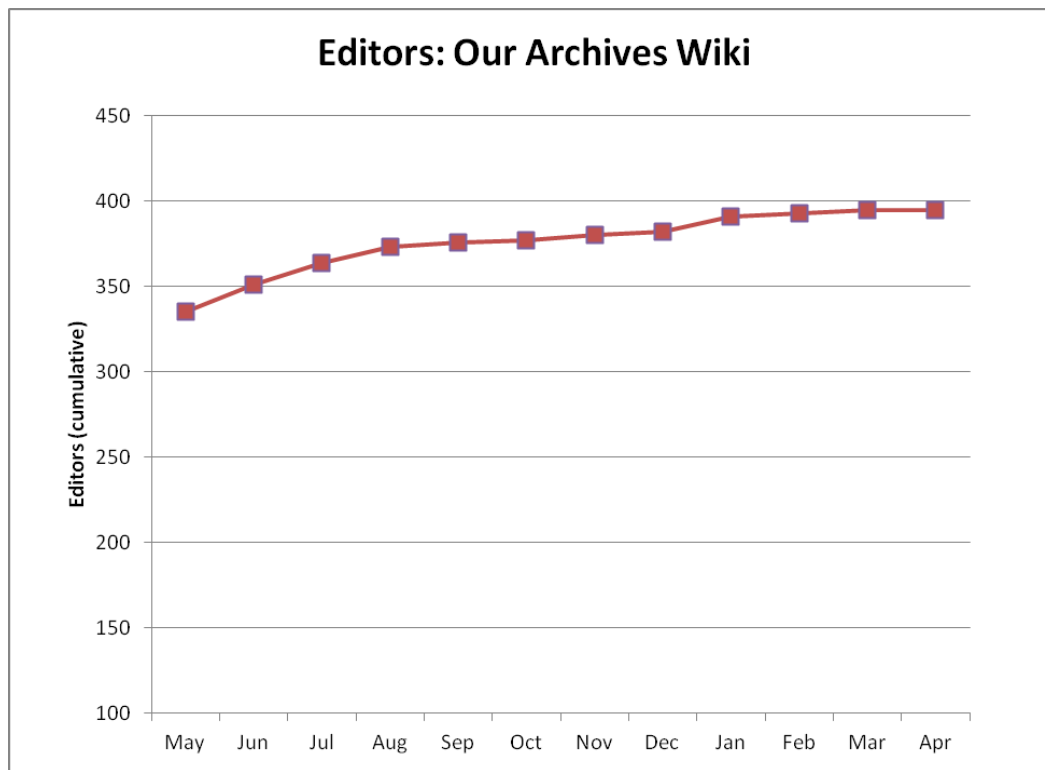
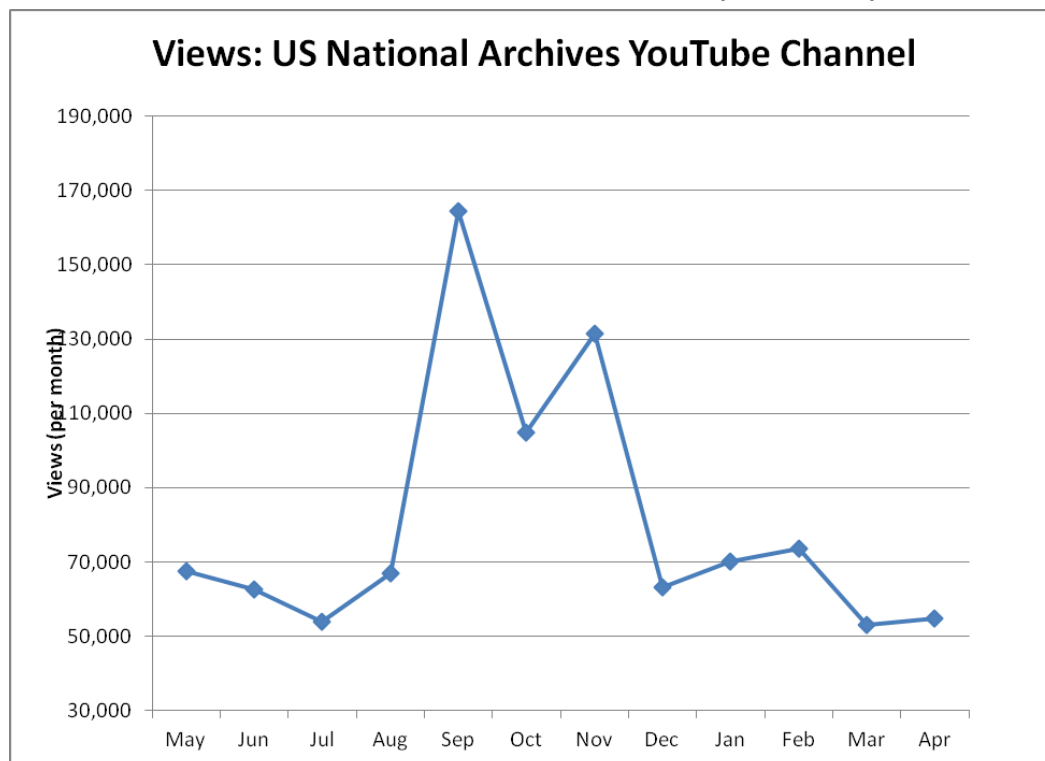


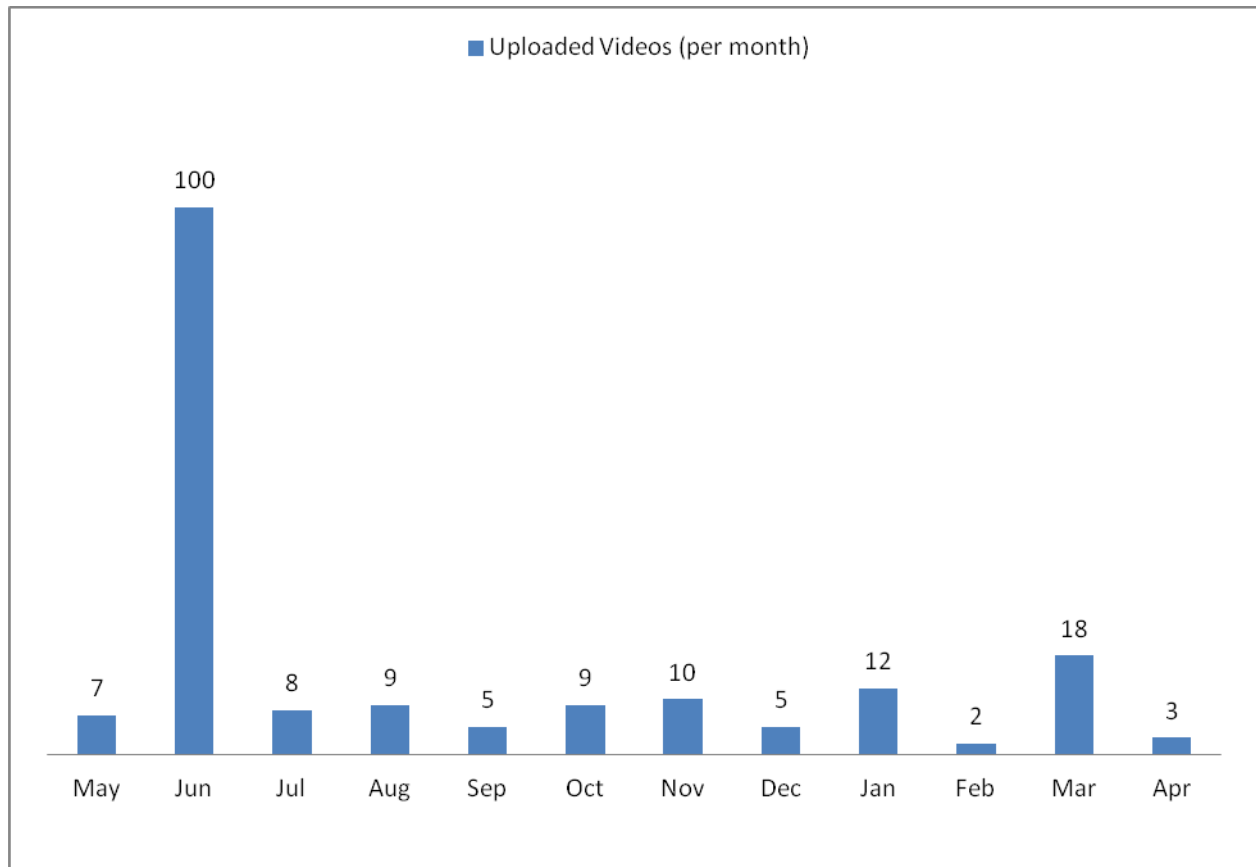
Social Media Tools: Detail View – Flickr**Views on Photostreams (Per Month)****Photos Uploaded (Per Month)**



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)**

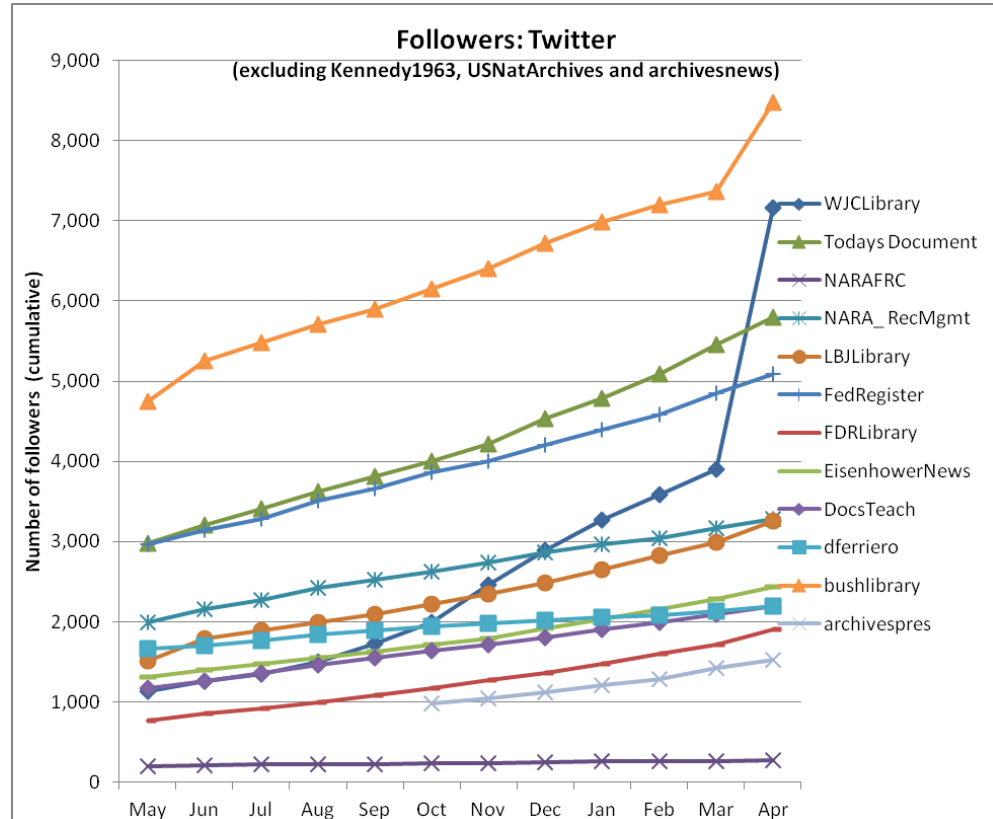
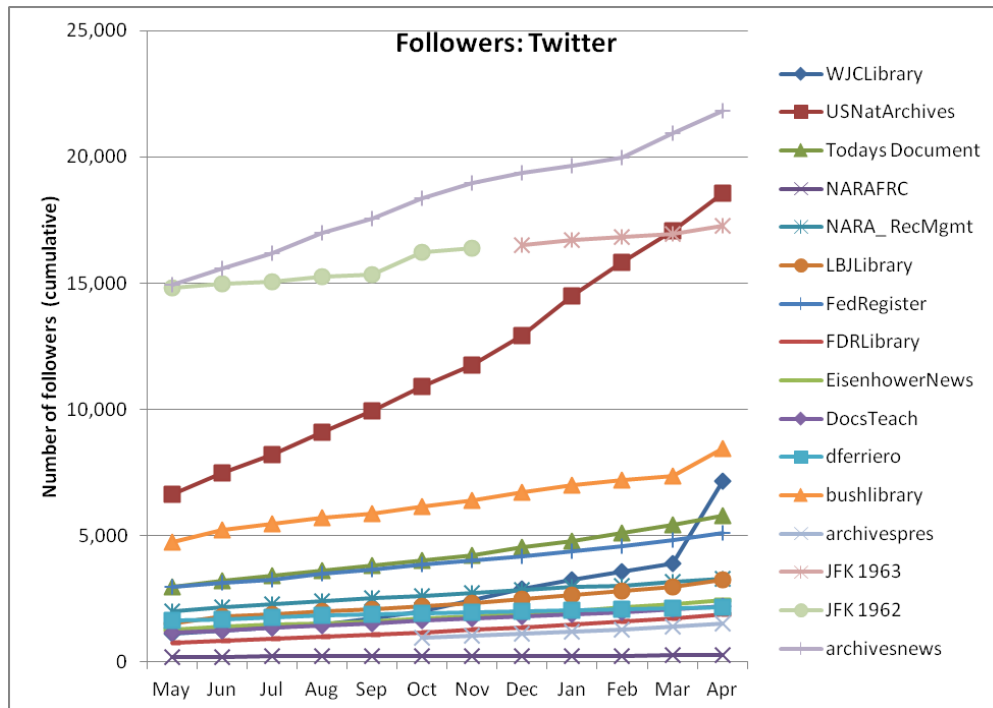
Editors on Our Archives Wiki (Cumulative)**Social Media Tools: Detail View – YouTube****Views on US National Archives Channel (Per Month)**

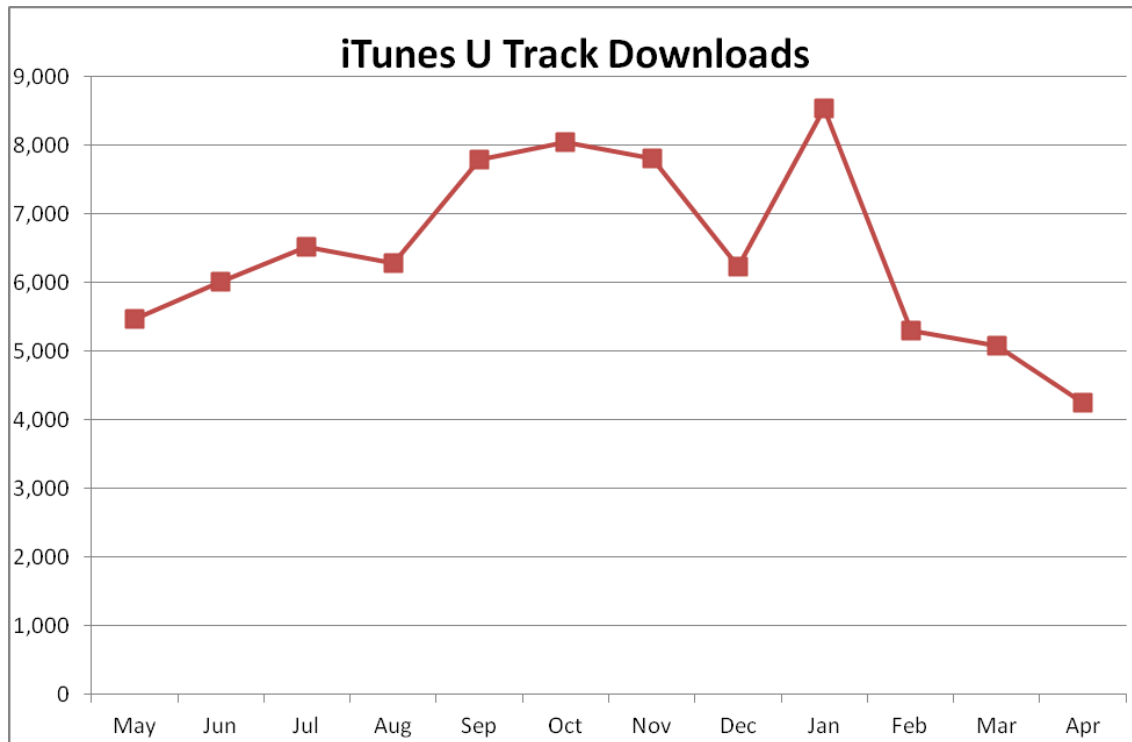
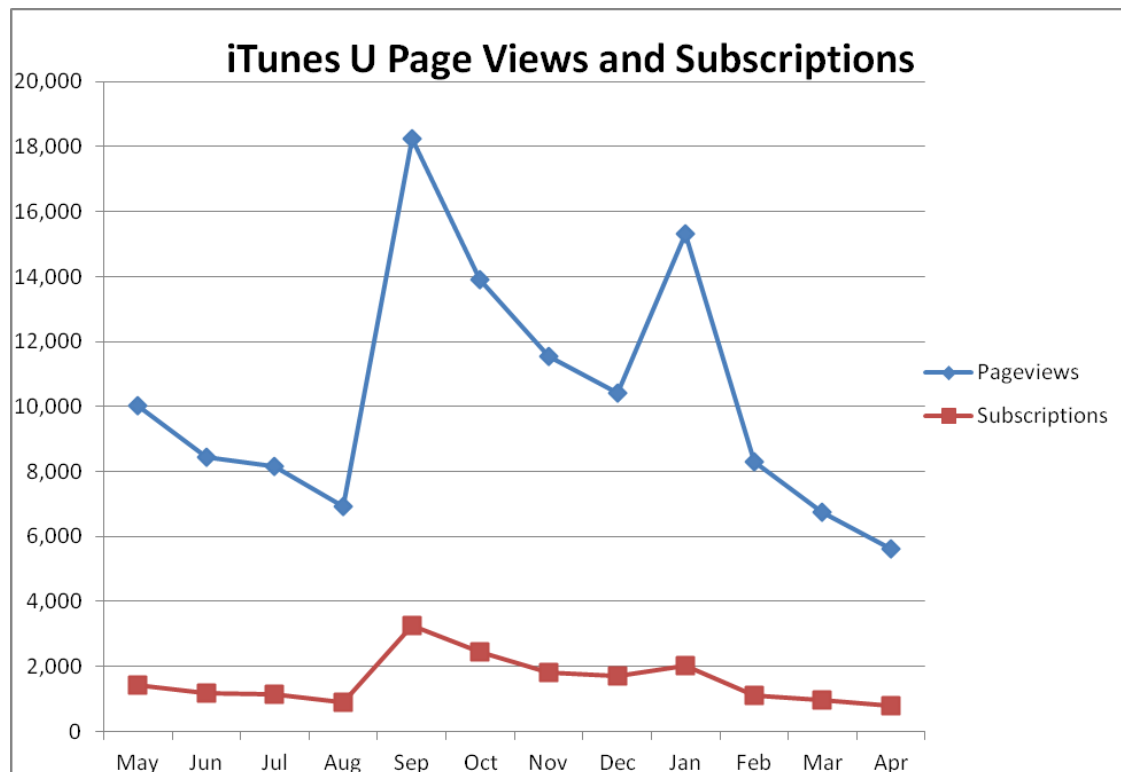
Videos Uploaded to US National Archives Channel (Per Month)**Top 5 Most Viewed Videos for April 2013 on US National Archives Channel**

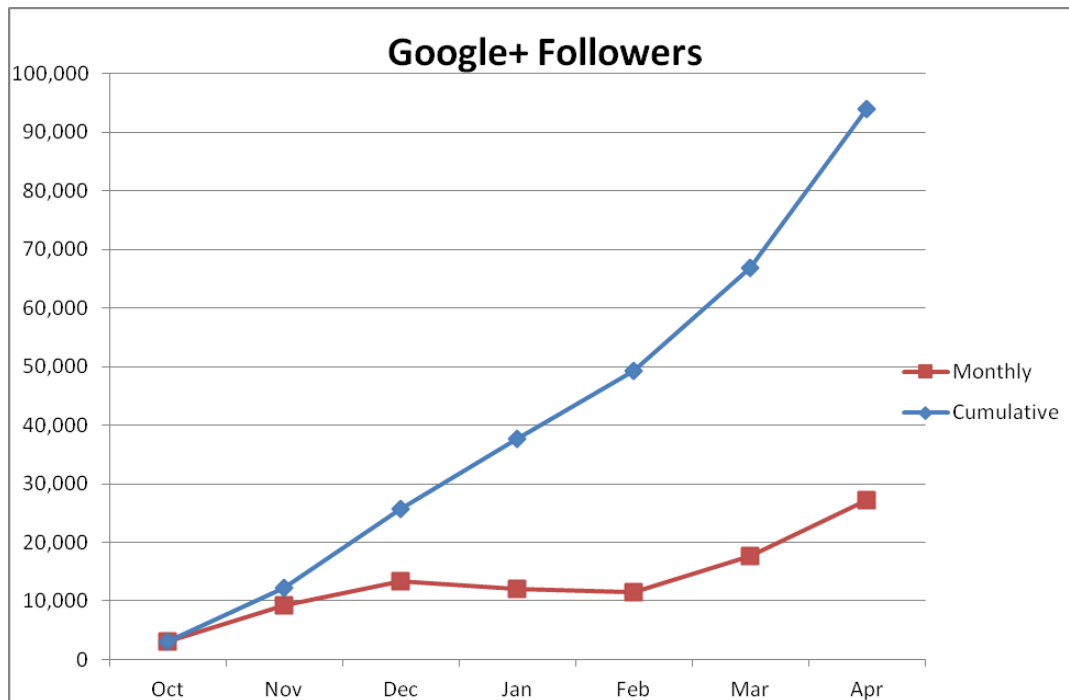
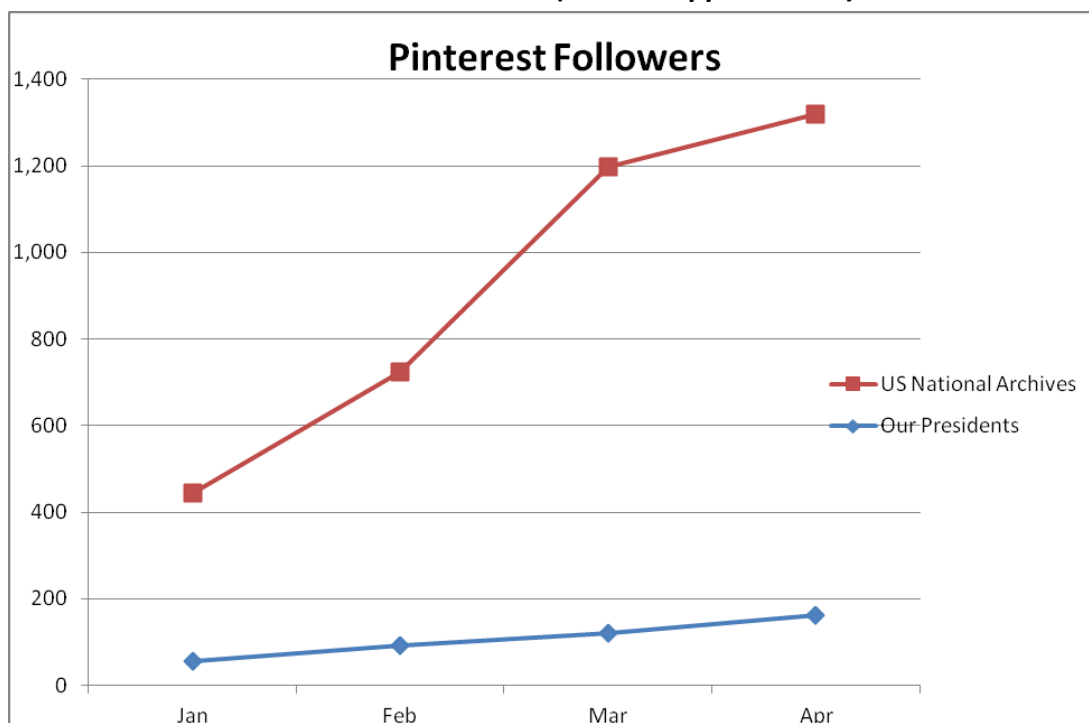
Video Title	Views
Stories from the Great Depression	8,719
Eisenhower's "Military-Industrial Complex" Speech	1,605
War Comes to America (complete film)	1,535
We Were There When Nixon Met Elvis	1,464
The Eagle Has Landed: The First Moon Landing (1969)	1,268

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.

	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Acts of Congress										103	144	80
AOTUS	3,088	2,995	2,827	34,541	4,515	3,803	3,596	2,462	2,346	1,632	2,256	2,803
The Carter Chronicle						93	816	344	552	722	555	444
Education Updates											544	2,296
FOIA	1,713	1,327	1,370	1,297	1,169	1,506	1,668	1,127	1,302	1,392	1,539	1,249
Hoover Blackboard	578	284	209	260	390	517	560	458	493	496	508	422
NARAtions	6,391	6,157	5,378	5,579	5,955	5,756	4,532	4,385	5,360	5,405	5,744	5,335
NDC Blog	467	510	658	695	1,618	64,541	3,867	1,814	2,551	2,008	2,374	1,595
NLRR Education Blog	87	37	42	37	188	132	111	62	65	64	70	75
Prologue Blog	9,861	7,749	8,043	8,114	12,191	12,439	17,036	11,679	13,619	20,688	12,489	12,170
Records Express Blog	1,599	1,204	1,503	3,334	2,339	2,424	1,588	1,297	1,785	1,871	8,361	1,312
The Text Message	3,549	3,395	2,066	4,027	3,838	3,929	4,616	3,478	3,800	3,651	3,293	4,916
Today's Document	3,025	1,578	1,177	1,400	2,619	3,589	3,565	2,645	3,252	3,519	3,141	3,118
Transforming Classification (PIDB)	158	150	150	148	128	186	236	591	320	241	407	254
The Washboard	122	97	101	113	92	105	81	103	99	103	157	190
MONTHLY TOTAL	30,638	25,483	23,524	59,545	35,042	99,020	42,272	30,445	35,544	41,895	41,582	36,179

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.

	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Acts of Congress										224	309	124
AOTUS	5,136	5,550	4,644	37,998	6,689	6,604	5,825	3,963	3,984	2,895	3,844	4,732
The Carter Chronicle						181	1,189	564	817	1,044	856	665
Education Updates											875	3,190
FOIA	2,804	2,152	2,244	2,258	1,886	2,446	2,492	1,776	2,147	2,294	2,698	2,572
Hoover Blackboard	857	415	300	476	678	785	836	671	712	750	688	661
NARAtions	11,304	10,524	9,789	9,776	10,308	9,884	8,019	7,540	8,925	9,231	9,561	9,186
NDC Blog	835	765	1,018	1,178	2,628	97,110	5,552	2,625	3,823	3,212	3,538	2,621
NLRR Education Blog	130	53	104	53	227	193	173	99	97	150	120	105
Prologue Blog	16,993	14,705	13,753	13,396	21,339	21,609	26,436	19,932	22,795	31,683	19,935	19,539
Records Express Blog	2,679	2,065	2,490	5,400	4,060	3,767	2,471	2,018	2,948	2,847	14,454	2,167
The Text Message	6,736	5,314	3,724	6,279	6,221	6,268	7,047	5,330	5,513	5,802	5,225	7,545
Today's Document	6,320	3,212	2,566	3,046	5,835	7,302	7,546	5,311	6,469	7,221	6,582	6,286
Transforming Classification (PIDB)	260	227	220	214	200	275	358	1,165	500	355	594	341
The Washboard	159	131	128	148	124	165	120	149	149	152	216	198
MONTHLY TOTAL	54,213	45,113	40,980	80,222	60,195	156,589	68,064	51,143	58,879	67,860	69,495	59,932

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.

	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Acts of Congress										36	142	208
AOTUS	47,811	49,791	51,726	84,882	88,731	91,515	94,250	96,155	97,897	99,236	100,901	102,997
The Carter Chronicle						74	752	1,026	1,525	2,169	2,661	3,041
Education Updates											422	1,858
FOIA	6,795	7,581	8,394	9,132	9,844	10,842	11,752	12,426	13,230	14,160	15,205	16,036
Hoover Blackboard	7,853	8,104	8,285	8,509	8,848	9,313	9,820	10,238	10,680	11,134	11,602	11,987
NARAtions	76,350	81,038	85,355	89,744	94,514	99,172	103,163	106,947	111,527	116,190	121,078	125,750
NDC Blog	6,120	6,416	6,742	7,111	7,992	69,406	72,593	74,102	75,868	77,466	79,340	80,543
NLRR Education Blog	1,432	1,468	1,508	1,544	1,724	1,846	1,947	2,005	2,065	2,129	2,197	2,266
Prologue Blog	101,415	106,939	113,015	118,956	128,928	138,749	153,310	162,926	174,467	192,548	203,059	213,264
Records Express Blog	11,618	12,363	13,222	15,129	16,463	17,838	18,825	19,630	20,817	21,922	28,903	29,805
The Text Message	26,674	29,132	30,785	33,647	36,405	39,462	42,724	45,518	48,523	51,528	54,446	57,971
Today's Document	36,131	37,532	38,564	39,768	42,135	45,355	48,622	51,043	53,988	57,176	60,002	62,817
Transforming Classification	2,738	2,861	2,971	3,087	3,196	3,345	3,521	3,941	4,211	4,424	4,748	4,953
The Washboard	210	279	344	420	483	547	607	681	756	835	962	1,143
MONTHLY TOTAL	325,147	343,504	360,911	411,929	439,263	527,464	561,886	586,638	615,554	650,953	685,668	714,639

APPENDIX II.D: Blog Unique Viewers (Monthly)

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

	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Acts of Congress										36	106	66
AOTUS	2,098	1,980	1,935	33,156	3,849	2,784	2,735	1,905	1,742	1,339	1,665	2,096
The Carter Chronicle						74	678	274	499	644	492	380
Education Updates											422	1,436
FOIA	1,146	786	813	738	712	998	910	674	804	930	1,045	831
Hoover Blackboard	527	251	181	224	339	465	507	418	442	454	468	385
NARAtions	5,196	4,688	4,317	4,389	4,770	4,658	3,991	3,784	4,580	4,663	4,888	4,672
NDC Blog	312	296	326	369	881	61,414	3,187	1,509	1,766	1,598	1,874	1,203
NLRR Education Blog	80	36	40	36	180	122	101	58	60	64	68	69
Prologue Blog	7,970	5,524	6,076	5,941	9,972	9,821	14,561	9,616	11,541	18,081	10,511	10,205
Records Express Blog	1,071	745	859	1,907	1,334	1,375	987	805	1,187	1,105	6,981	902
The Text Message	2,564	2,458	1,653	2,862	2,758	3,057	3,262	2,794	3,005	3,005	2,918	3,525
Today's Document	2,656	1,401	1,032	1,204	2,367	3,220	3,267	2,421	2,945	3,188	2,826	2,815
Transforming Classification (PIDB)	130	123	110	116	109	149	176	420	270	213	324	205
The Washboard	78	69	65	76	63	64	60	74	75	79	127	181
MONTHLY TOTAL	23,828	18,357	17,407	51,018	27,334	88,201	34,422	24,752	28,916	35,399	34,715	28,971

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

	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Acts of Congress										0	0	0
AOTUS	1,663	1,362	1,509	1,682	1,804	1,946	2,132	1,877	2,061	2,243	2,097	2,543
The Carter Chronicle								866	1,211	1,692	1,374	1,352
Education Updates											16	21
FOIA	620	492	546	582	805	979	1,084	927	1,099	1,313	1,332	1,467
Hoover Blackboard	40	35	40	34	37	36	30	41	56	35	46	48
NARAtions	1,607	1,649	1,626	1,843	2,030	2,041	2,084	1,972	2,221	2,356	2,163	2,640
NDC Blog	700	565	770	702	984	1,271	1,240	1,040	1,480	1,478	1,359	520
NLRR Education Blog	1,131	1,032	1,176	1,225	1,322	1,709	1,901	2,045	1,787	2,242	1,882	2,063
Prologue Blog	4	5	6	4	5	4	4	4	5	5	4	4
Records Express Blog	750	628	745	808	1,144	1,406	1,281	1,144	1,335	1,959	1,501	1,523
The Text Message	704	685	646	869	1,061	1,159	1,581	1,075	1,325	1,509	1,181	2,128
Today's Document	604	507	570	594	828	962	1,048	937	1,119	1,361	1,128	1,350
Transforming Classification (PIDB)	56	56	62	53	57	66	763	862	1,272	1,579	1,124	1,319
The Washboard	16	16	23	17	19	26	695	855	1,393	1,668	1,407	1,620
MONTHLY TOTAL	7,895	7,032	7,719	8,413	10,096	11,605	13,843	13,645	16,364	19,440	16,614	18,598

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.

	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Life Total
Monthly Total (A+P+R)	3,128,344	3,561,232	4,443,813	3,789,056	3,229,231	2,365,259	2,307,477	2,145,482	2,084,274	2,500,421	3,169,463	6,930,053	68,003,263
Agency-Wide Total	1,301,443	2,196,067	2,298,602	2,055,575	1,629,905	1,141,635	1,038,163	950,388	850,113	1,118,705	1,273,908	1,388,810	34,292,222
US National Archives	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	985,890	1,171,852	26,934,528
Afro-American History Society	434	1,550	1,823	872	1,032	1,320	1,661	1,379	2,033	1,873	3,135	1,994	28,512
Assembly	769	142	390	157	107	129	108	251	122	263	334	107	10,109
eStore	2,519	1,971	710	1,144	642	952	408	686	920	1,040	890	-	49,571
Recovery	12,238	13,759	28,027	12,334	16,719	11,991	15,318	7,041	12,451	13,617	17,044	13,110	581,821
Constitution	44,622	112,511	29,626	30,538	183,816	8,253	24,850	12,365	26,706	14,299	15,949	12,777	969,787
Federal Register	2,016	1,851	3,922	3,137	10,179	7,408	4,403	1,555	1,512	1,971	5,389	6,039	159,840
Federal Records Centers	1,506	1,423	1,117	770	1,363	2,363	623	633	771	2,149	2,198	1,902	47,542
Applied Research	7,297	1,300	5,778	6,546	2,597	3,392	1,777	1,904	1,296	3,357	4,358	2,863	170,733
NHPRC	48,305	69,245	115,190	94,363	69,537	46,649	61,951	38,003	34,598	57,257	97,945	58,339	1,577,145
Noon Lectures	20,947	4,856	5,006	3,426	6,744	2,753	5,488	6,004	10,856	6,560	22,903	12,433	138,865
Preservation	11,625	18,905	58,491	51,043	50,427	16,298	19,446	38,085	23,829	14,514	36,896	24,488	622,270
Research Red	21,071	24,716	12,950	35,482	32,675	10,136	20,410	9,568	12,238	71,780	21,294	14,940	1,162,528
Today's Document	68,777	62,936	76,083	58,842	48,975	36,657	33,308	40,209	24,332	32,460	29,326	21,828	1,488,765
NARA Students and Interns		13,951	18,491	16,361	9,075	5,840	6,452	4,295	4,421	6,186	13,208	10,565	108,845
Electoral College					1,467	38,040	97,016	36,645	8,794	2,508	1,110	854	186,434

Education										4,169	16,039	34,719	54,927
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Life Total
Presidential Total	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	1,323,308	5,207,061	27,379,868
Bush	498,875	232,954	514,779	223,053	178,927	142,501	258,992	214,951	167,632	96,002	302,611	908,170	5,526,295
George W Bush									54,341	47,040	58,913	2,811,670	2,971,964
Carter	57,562	37,238	45,435	52,476	163,110	52,451	53,398	57,627	57,534	77,560	92,756	104,205	1,434,610
Clinton	234,231	266,307	337,985	288,565	276,369	257,108	229,737	161,473	194,292	175,964	124,362	171,964	4,461,126
Eisenhower	148,515	121,718	88,206	114,942	65,224	56,197	56,505	73,997	53,399	78,144	74,334	120,393	2,015,271
Ford Library	3,672	18,277	3,863	5,703	3,658	23,162	20,795	15,120	15,468	20,045	33,400	41,334	296,528
Ford Museum	31,602	40,616	94,983	76,917	204,976	69,431	31,301	41,767	29,982	26,696	37,673	252,161	1,097,126
Hoover	26,783	15,399	48,862	55,340	17,837	18,593	20,040	13,023	10,885	24,068	18,942	40,599	575,125
Johnson	32,712	50,798	65,577	55,816	46,069	44,991	41,513	64,632	87,389	96,800	112,018	111,171	1,438,546
Nixon	193,948	136,801	188,412	158,981	127,067	83,088	146,376	95,577	121,259	119,370	210,518	197,502	2,510,803
Reagan	34,414	33,536	60,149	82,197	33,783	43,922	33,811	32,519	22,698	31,348	43,776	28,247	600,804
Roosevelt	43,265	39,636	56,745	109,658	48,275	66,275	45,817	49,183	67,018	41,039	93,467	160,278	1,190,156
Truman	181,194	143,720	299,965	179,528	173,500	132,274	139,380	133,301	110,818	169,611	120,538	259,367	3,261,514
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Life Total
Regional Total	340,128	228,165	340,250	330,305	260,531	233,631	191,649	241,924	241,446	378,029	572,247	334,182	6,331,173
Anchorage	1,225	407	359	1,973	1,939	1,405	940	773	539	1,252	1,347	1,839	65,649
Atlanta	97,145	34,077	36,183	63,078	35,196	23,442	24,760	41,342	20,224	27,178	29,272	44,593	882,700
Boston	20,814	37,157	30,049	49,144	60,591	66,174	53,744	109,182	109,966	211,741	347,206	134,922	1,600,990
Chicago	12,617	10,842	20,444	13,939	14,405	12,369	12,937	8,866	5,032	15,136	14,871	15,966	218,211

Denver	1,024	4,801	2,239	16,643	8,080	3,986	3,375	2,172	3,910	3,893	2,252	5,119	105,329
Fort Worth	10,426	10,914	23,936	36,707	21,089	16,602	16,316	11,820	17,545	18,985	33,912	29,728	552,484
Kansas City	62,433	42,245	134,957	54,142	38,245	25,909	39,174	22,829	37,824	29,130	47,309	32,100	1,156,827
New York	95,242	51,649	23,976	33,397	29,180	16,859	9,621	5,652	9,098	40,293	41,742	13,755	811,490
Philadelphia	6,832	15,001	25,033	34,277	32,847	51,175	16,151	11,735	22,713	13,873	28,329	31,046	375,380
Riverside	20,620	2,856	14,758	10,501	6,511	2,348	4,012	3,153	2,735	1,743	3,207	6,164	168,055
Seattle	6,992	4,818	6,670	11,303	8,084	7,971	4,442	14,733	6,148	10,595	11,361	6,787	191,041
St. Louis	4,758	13,398	21,646	5,201	4,364	5,391	6,177	9,667	5,712	4,210	11,439	12,163	203,017

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).

	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Monthly Total (A+P+R)	434,658	607,708	867,555	722,772	634,777	327,412	416,225	411,463	380,236	517,285	817,338	2,199,842
Agency-Wide Total	143,661	369,863	423,124	350,129	286,299	98,032	178,515	163,952	158,892	228,919	298,853	310,501
US National Archives	107,197	315,580	357,584	292,808	202,557	70,195	130,355	130,688	124,431	168,264	224,754	257,142
Afro-American History Society	152	427	559	246	291	288	309	356	478	425	843	422
Assembly	128	22	103	47	29	26	21	73	36	44	102	12
eStore	470	357	128	266	141	84	103	97	107	142	35	-
Recovery	2,527	1,991	9,086	2,346	2,539	2,348	2,238	1,458	1,693	2,240	3,585	2,354
Constitution	9,917	29,540	7,630	8,170	46,909	1,684	6,589	2,716	6,825	4,411	5,721	5,213
Federal Register	442	462	491	501	2,692	1,597	570	394	233	426	1,199	1,243

Federal Records Centers	291	248	378	243	218	236	64	178	138	287	283	293
Applied Research	1,182	328	917	590	435	420	192	326	268	482	584	512
NHPRC	6,002	8,208	19,836	17,557	12,236	9,146	13,604	6,704	7,223	15,152	27,761	13,889
Noon Lectures	6,848	752	546	616	1,885	197	759	1,350	3,799	1,268	9,100	3,678
Preservation	2,961	2,644	15,219	12,311	3,724	2,463	3,729	10,279	5,880	2,864	7,662	6,225
Research Red	3,290	4,298	3,046	7,294	5,127	1,729	4,676	1,881	2,992	27,654	5,256	3,496
Today's Document	2,254	2,254	3,483	3,791	3,081	1,518	1,322	3,604	2,303	2,871	4,383	2,818
NARA Students and Interns		2,752	4,118	3,343	1,031	631	591	584	655	860	3,838	1,169
Electoral College					3,404	5,470	13,393	3,264	1,831	470	221	112
Education										1,059	3,526	11,923
	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Presidential Total	234,885	205,516	379,363	311,670	306,678	193,188	207,195	202,321	182,184	219,740	396,564	1,815,637
Bush	70,288	48,668	105,050	40,768	44,225	28,209	56,347	64,864	37,175	28,951	87,442	392,460
George W Bush									9,602	5,604	7,352	948,994
Carter	8,119	5,166	9,026	10,836	48,163	10,848	9,873	10,686	9,629	17,131	24,640	31,855
Clinton	27,088	30,575	59,004	44,886	31,389	33,836	21,729	15,318	16,448	22,887	36,419	52,323
Eisenhower	24,168	18,434	18,886	22,652	12,197	15,169	9,432	17,836	9,724	15,110	18,175	31,851
Ford Library	922	5,135	1,184	1,683	1,055	4,408	4,008	2,581	2,573	4,302	10,980	11,200
Ford Museum	9,956	11,704	28,965	25,979	67,469	24,276	10,338	14,312	8,150	9,234	16,750	108,281
Hoover	3,697	3,558	10,332	13,837	4,604	4,792	4,874	2,675	3,162	7,329	5,462	12,656
Johnson	8,464	11,339	13,130	13,731	9,350	10,195	8,195	12,833	21,443	26,780	43,797	34,779

Nixon	39,504	31,634	47,509	41,139	32,729	21,524	41,885	25,248	30,300	34,475	76,899	71,016
Reagan	7,635	5,926	9,893	22,291	6,733	7,129	4,685	5,171	4,295	6,707	8,722	6,171
Roosevelt	8,916	8,709	15,426	35,592	13,130	13,886	10,239	10,097	14,317	8,866	30,417	35,272
Truman	26,128	24,668	60,958	38,276	35,634	18,916	25,590	20,700	15,366	32,364	29,509	78,779
	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Regional Total	56,112	32,329	65,068	60,973	41,800	36,192	30,515	45,190	39,160	68,626	121,921	73,704
Anchorage	221	66	104	471	223	188	158	151	151	211	320	367
Atlanta	17,660	7,650	6,874	15,215	7,442	4,776	4,602	8,558	4,717	7,024	6,588	17,205
Boston	2,336	4,279	5,213	7,911	9,808	10,349	9,023	22,641	16,976	34,826	71,509	29,002
Chicago	2,114	2,057	3,475	2,624	2,843	1,815	2,307	1,272	842	3,717	3,856	2,622
Denver	269	881	658	4,715	1,051	734	610	391	599	739	511	1,206
Fort Worth	1,400	1,693	3,912	6,580	5,276	2,022	1,746	1,415	2,164	3,056	8,365	5,540
Kansas City	11,715	5,217	28,846	7,539	3,846	2,892	6,649	3,322	8,309	5,064	10,480	5,101
New York	12,929	6,159	3,507	7,874	5,758	4,546	1,872	789	1,611	10,120	13,300	3,887
Philadelphia	1,075	984	2,131	2,208	2,378	6,755	899	900	1,566	1,009	1,461	1,751
Riverside	4,730	520	2,083	1,467	612	227	486	459	276	255	594	2,538
Seattle	860	738	1,523	3,644	1,845	1,075	459	2,326	676	1,764	1,948	1,548
St. Louis	803	2,085	6,742	725	718	813	1,704	2,966	1,273	841	2,989	2,937

APPENDIX V: Twitter Followers (Cumulative)

	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
archivesnews	14,921	15,601	16,201	16,976	17,537	18,360	18,946	19,372	19,663	19,979	20,921	21,805
archivespres						977	1,040	1,125	1,207	1,285	1,425	1,527
bushlibrary	4,753	5,251	5,478	5,709	5,893	6,151	6,410	6,725	6,987	7,202	7,366	8,471
dferriero	1,662	1,700	1,766	1,839	1,886	1,940	1,981	2,023	2,054	2,079	2,128	2,191
DocsTeach	1,170	1,256	1,357	1,464	1,548	1,633	1,714	1,804	1,906	1,990	2,095	2,200
EisenhowerNews	1,306	1,400	1,475	1,546	1,624	1,715	1,793	1,922	2,031	2,159	2,285	2,441
FDRLibrary	767	853	917	1,000	1,080	1,174	1,267	1,366	1,476	1,600	1,720	1,903
FedRegister	2,965	3,141	3,277	3,514	3,656	3,862	4,007	4,205	4,390	4,583	4,848	5,095
Kennedy	14,830	14,971	15,039	15,248	15,340	16,233	16,394	16,515	16,700	16,825	16,949	17,255
LBJLibrary	1,519	1,794	1,886	1,995	2,088	2,216	2,347	2,487	2,651	2,829	2,989	3,251
NARA_ RecMgmt	1,995	2,159	2,276	2,418	2,527	2,628	2,736	2,868	2,965	3,038	3,165	3,281
NARAFRC	200	209	220	223	226	234	239	253	258	258	264	269
Todays Document	2,973	3,202	3,407	3,629	3,816	4,008	4,216	4,535	4,780	5,094	5,453	5,801
USNatArchives	6,642	7,495	8,193	9,111	9,944	10,903	11,775	12,930	14,486	15,832	17,089	18,566
WJCLibrary	1,135	1,258	1,351	1,494	1,726	1,998	2,456	2,892	3,273	3,581	3,899	7,164

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

	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Page Views	10,019	8,448	8,146	6,917	18,231	13,906	11,532	10,412	15,334	8,315	6,733	5,607
Track Downloads	5,471	6,008	6,519	6,283	7,793	8,055	7,817	6,230	8,533	5,295	5,088	4,244
Subscriptions	1,424	1,174	1,130	895	3,260	2,449	1,815	1,711	2,022	1,105	971	778

APPENDIX VII: Google+ Followers

	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Monthly Followers						3,101	9,204	13,333	12,105	11,538	17,601	27,130
Cumulative Followers						3,101	12,305	25,638	37,743	49,281	66,882	94,012

APPENDIX VIII: Pinterest Followers

	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
US National Archives									444	725	1,197	1,319
Our Presidents									56	92	121	163