

SOCIAL MEDIA HIGHLIGHTS

- **THE NATIONAL ARCHIVES RELEASES 950 PAGES OF NEWLY-DECLASSIFIED WATERGATE DOCUMENTS**
- **PAMELA WRIGHT IS APPOINTED AS NARA'S FIRST CHIEF INNOVATION OFFICER**
- **THE EMANCIPATION PROCLAMATION IS PUT ON DISPLAY FOR THE 150TH ANNIVERSARY OF ITS SIGNING**
- **NARA WINS THE 2012 WALTER GELLHORN INNOVATION AWARD FOR ITS CITIZEN ARCHIVIST INITIATIVE**
- **THE NATIONAL ARCHIVES AWARDS \$2.6 MILLION IN GRANTS FOR HISTORICAL RECORDS PROJECTS**

DECEMBER 2012 OVERVIEW

Social Media Tool	Monthly Views	Cumulative Users
Archives.gov Blogs	50,994 Views	24,678 Visitors
Tumblr Blogs	48,845 Views	22,245 Visitors
Facebook	2,145,482 Impressions	411,463 Reach
National Archives YouTube Channel	63,212 Views	5,940 Subscribers
Flickr (USNatArchives & ArchivesNews)	439,370 Views	5,141 Contacts
Our Archives Wiki	15,263 Views	382 Editors
Twitter (all NARA feeds)	--	81,022 Followers
FourSquare	41,168 Check-ins	19,979 Followers
iTunes U	10,412 Views	24,396 Subscribers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2013 Views (To Date)	FY 2012 Views
Archives.gov Blogs	275,362	1,251,254
Tumblr Blogs	129,631	940,954
Facebook	6,818,218	30,915,082
National Archives YouTube Channel	299,447	919,193
Flickr (USNatArchives & ArchivesNews)	1,146,663	4,837,696
Our Archives Wiki	45,151	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 | |

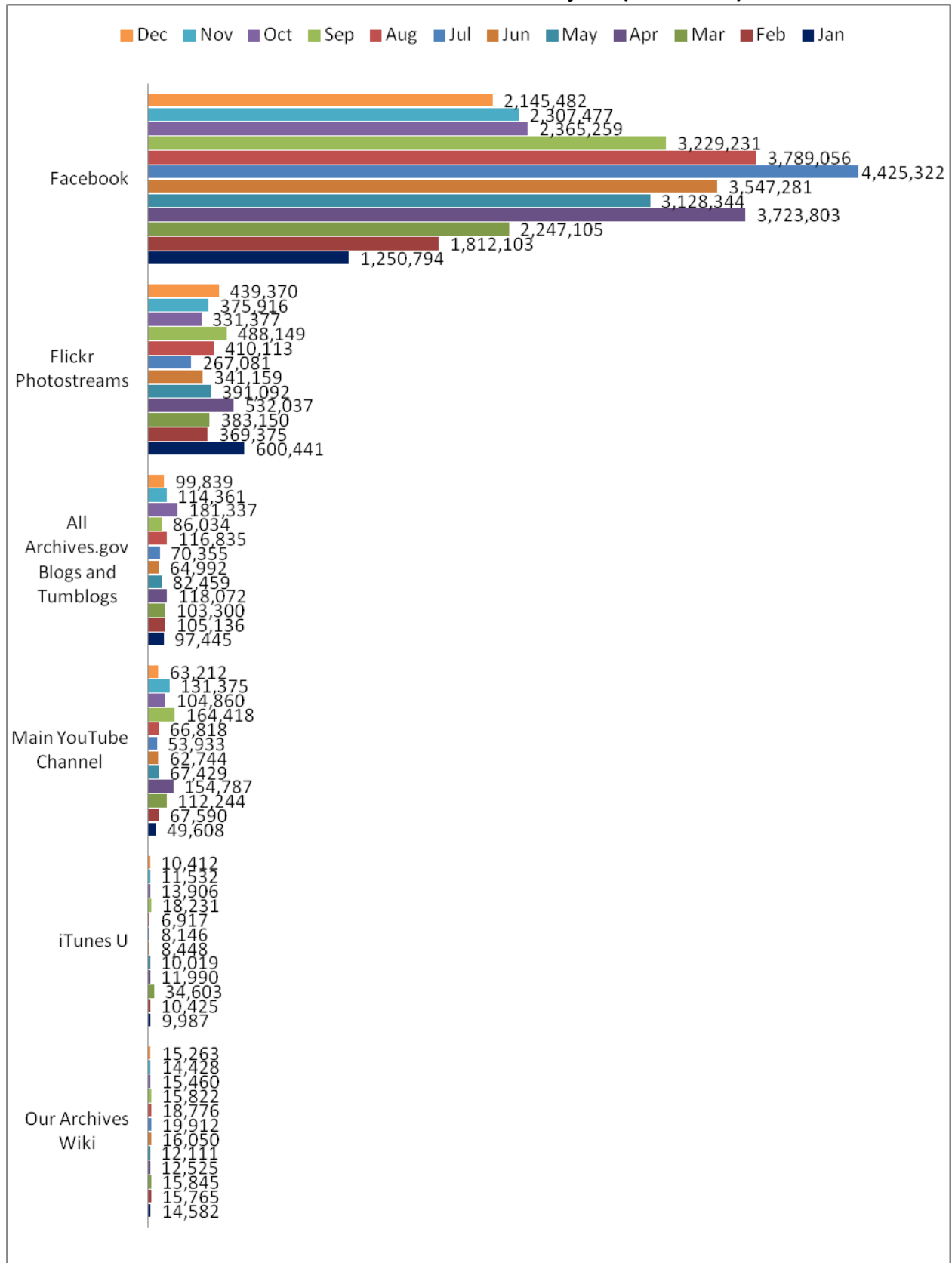
INTERNAL (NARA@WORK) BLOGS

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

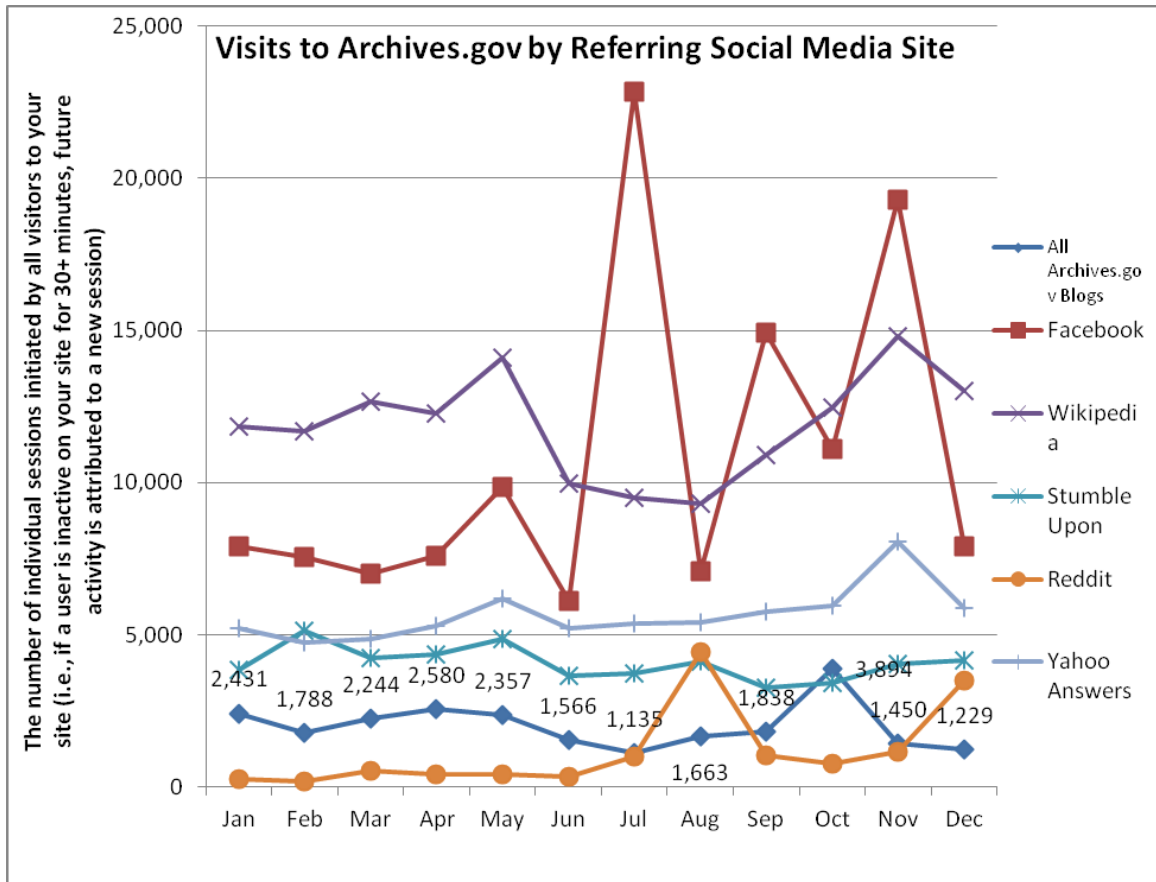
SOCIAL MEDIA TOOLBOX (Tools currently in use)

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



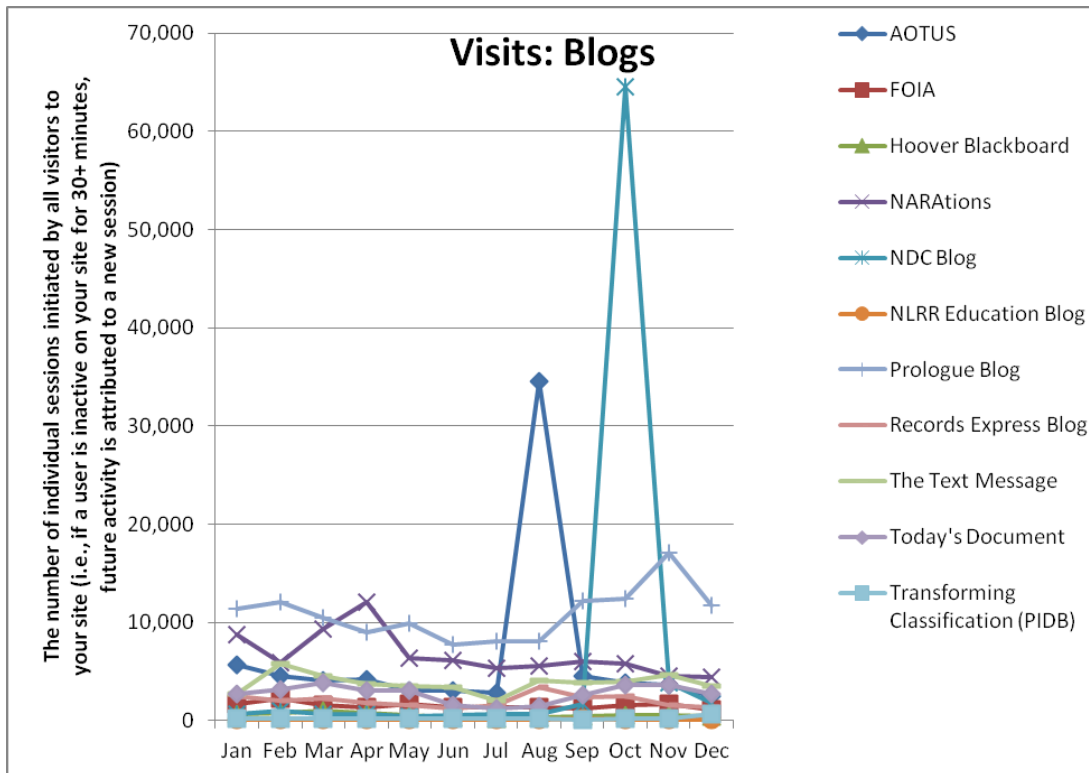
New External Social Media Projects

December Projects

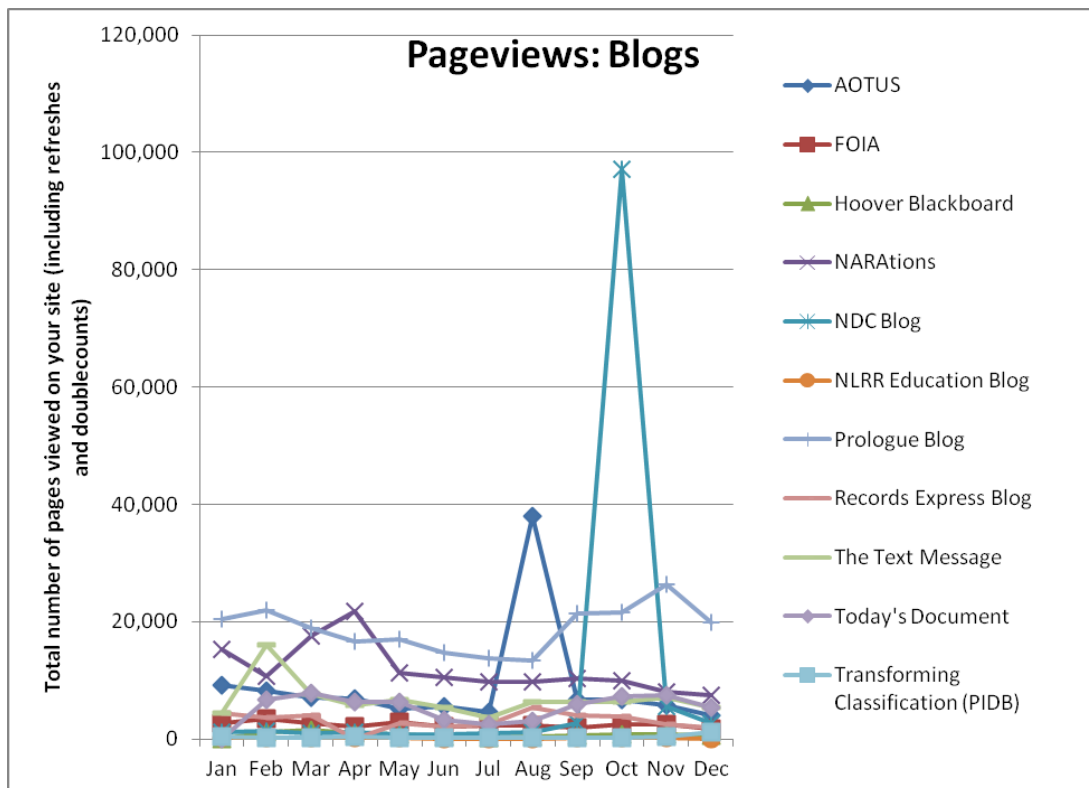
	Facebook	Flickr	Twitter	Wiki	Tumblr	Blog	IdeaScale	GitHub	HistoryPin	Ustream	YouTube	Storify
January				1						1		
February			1	1			1					
March	1		2								1	
April	1					1						
May				1							1	1
June												
July	1			1	1							
August												
September				1		1						
October	1		1			1	1			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

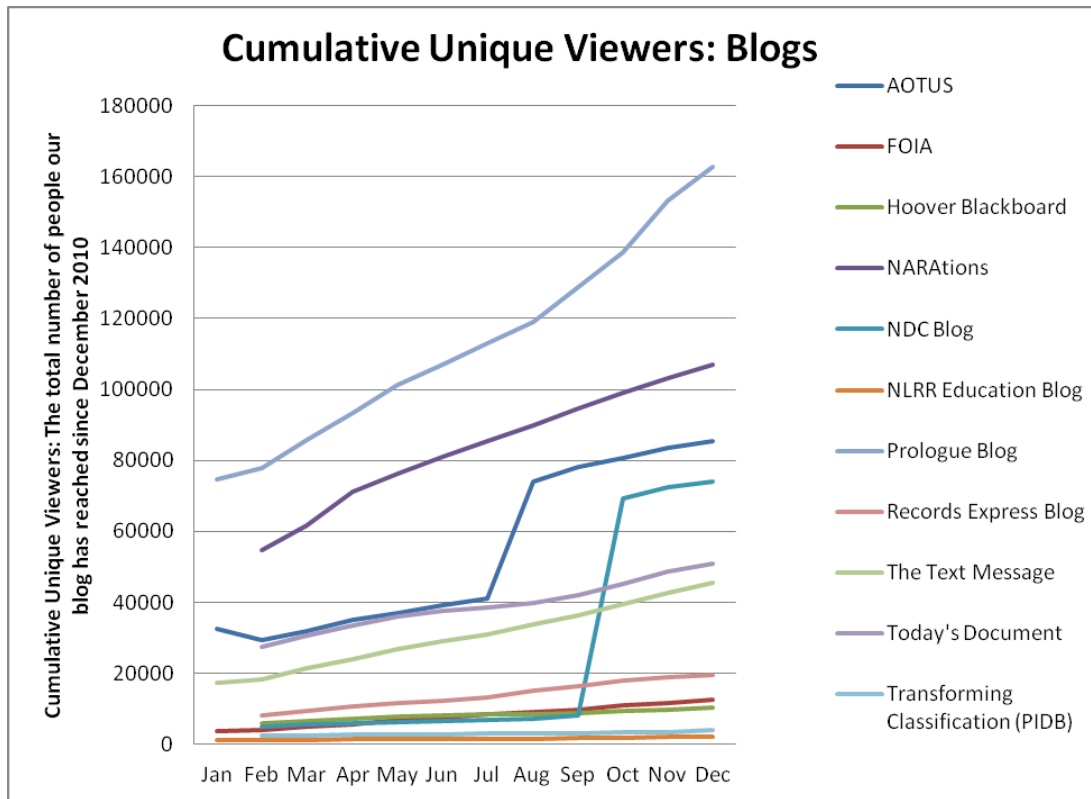
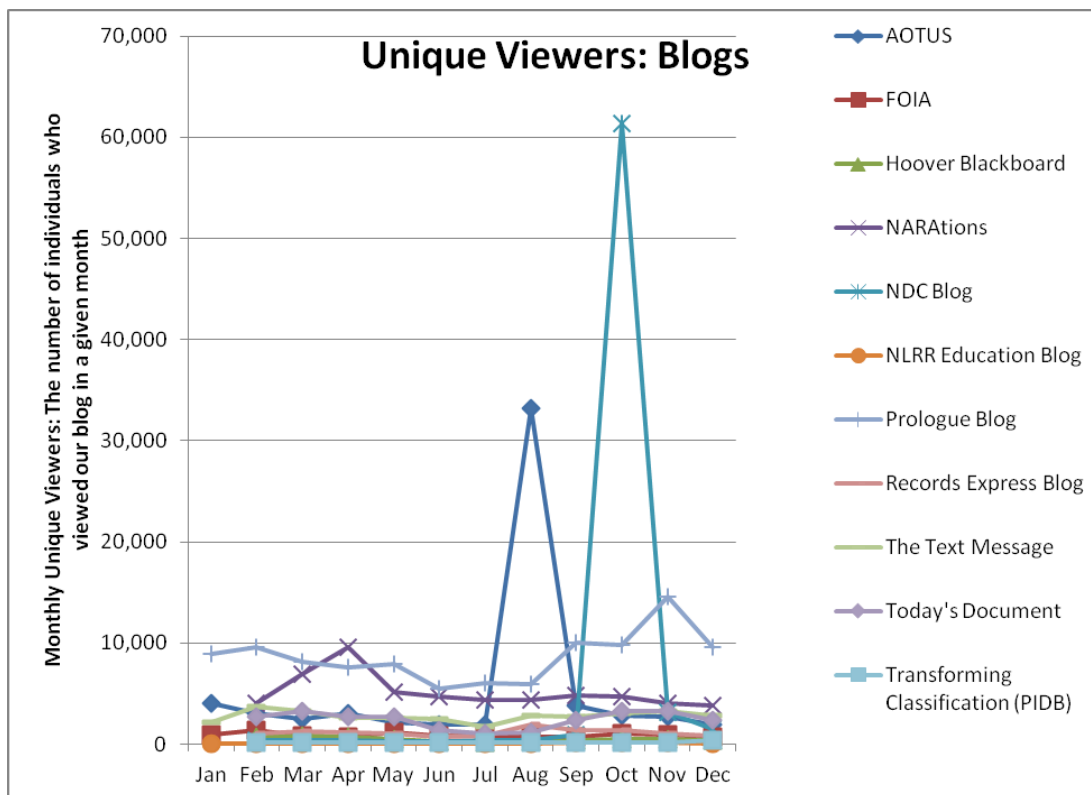
Social Media Tools: Detail View – Blogs (Archives.gov)

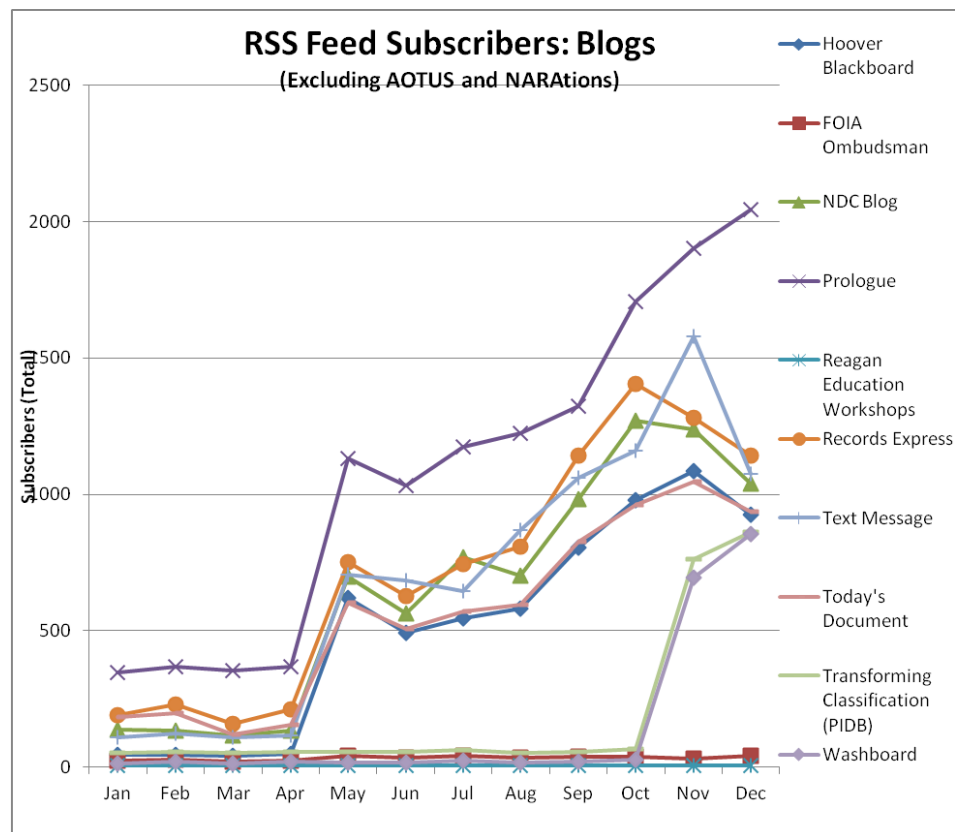
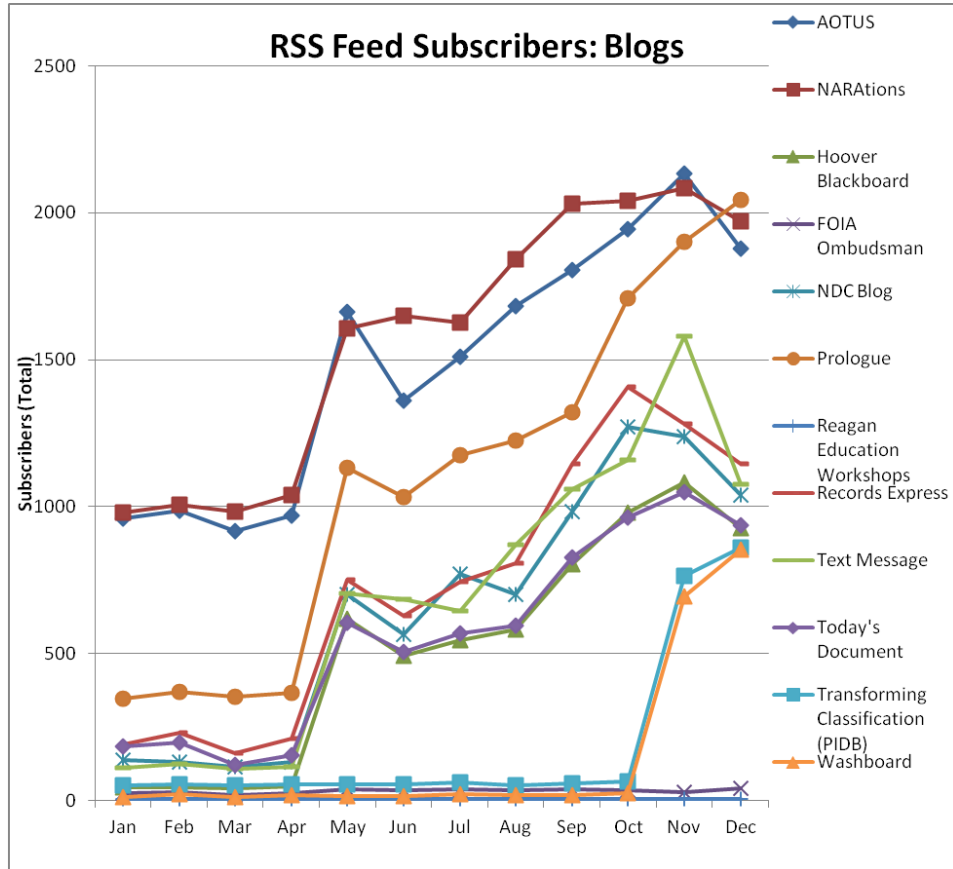
Blog Visits (Source: Appendix II.A)



Blog Pageviews (Source: Appendix II.B)



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

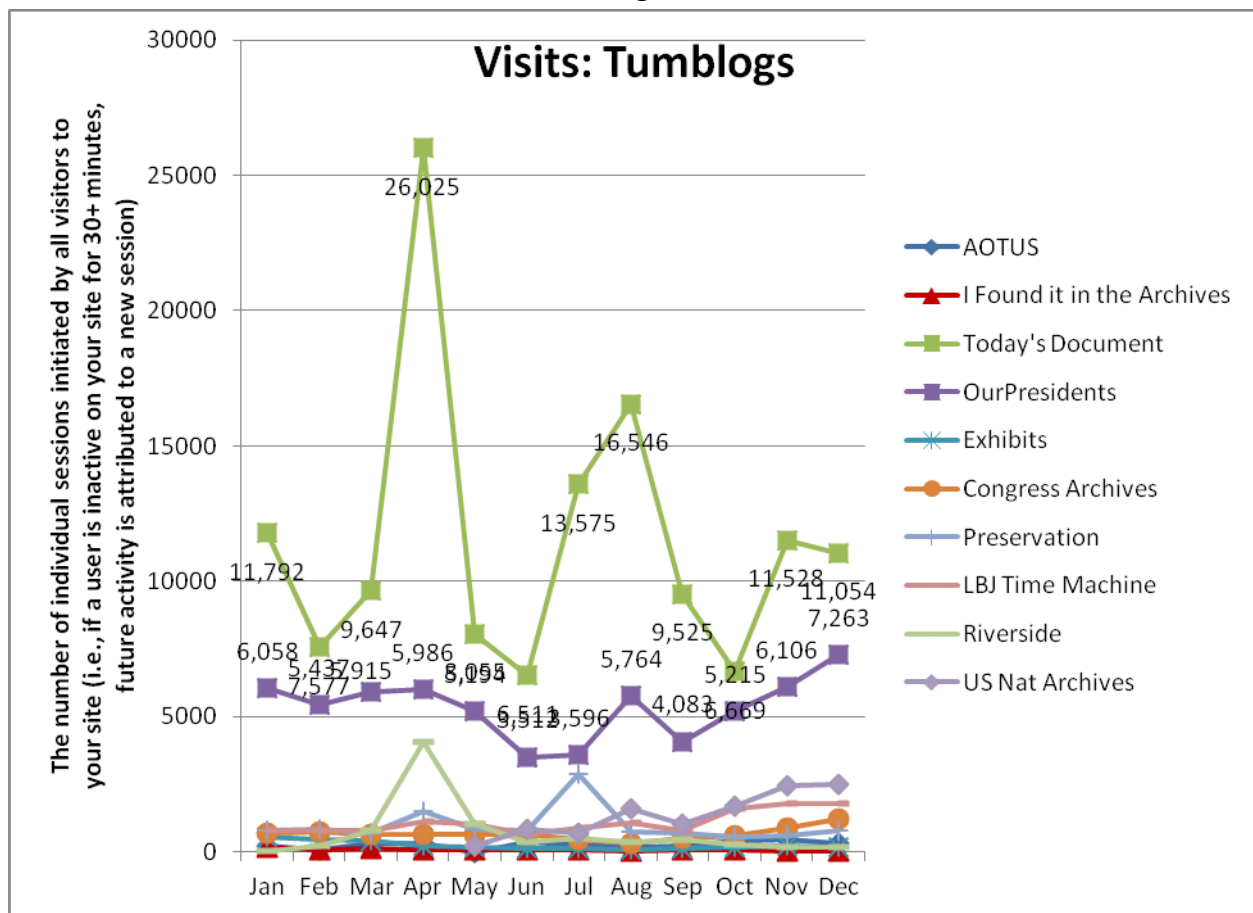
Total RSS Feed Subscribers to Archives.gov Blogs (Source: Appendix III)

Top 5 Most Viewed Blog Posts in December

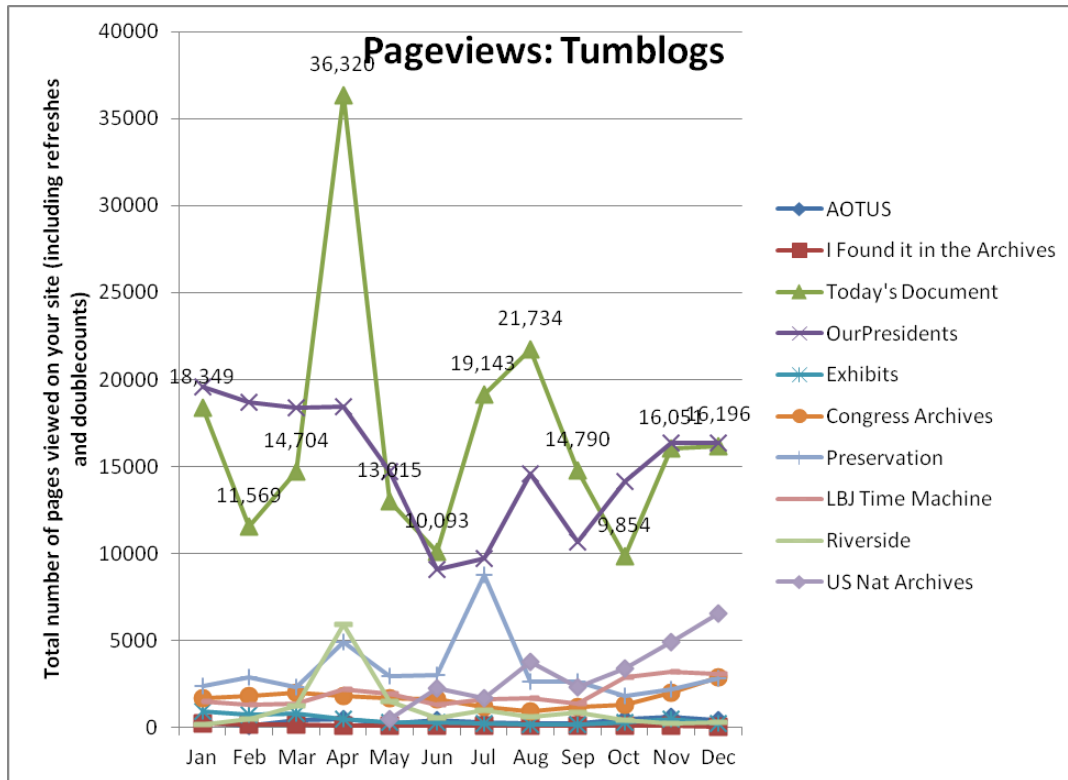
Blog	Pageviews	Post Title
NDC Blog	1,718	How to Build a FLYING SAUCER
Prologue	524	Facial Hair Friday: Gideon Welles, Bearded and Bright
Prologue	508	Teddy Roosevelt and Abraham Lincoln in the same photo
Prologue	480	Rare photo of Lincoln at Gettysburg
Prologue	473	Mole in place at the Archives

Social Media Tools: Detail View – *Tumblogs*

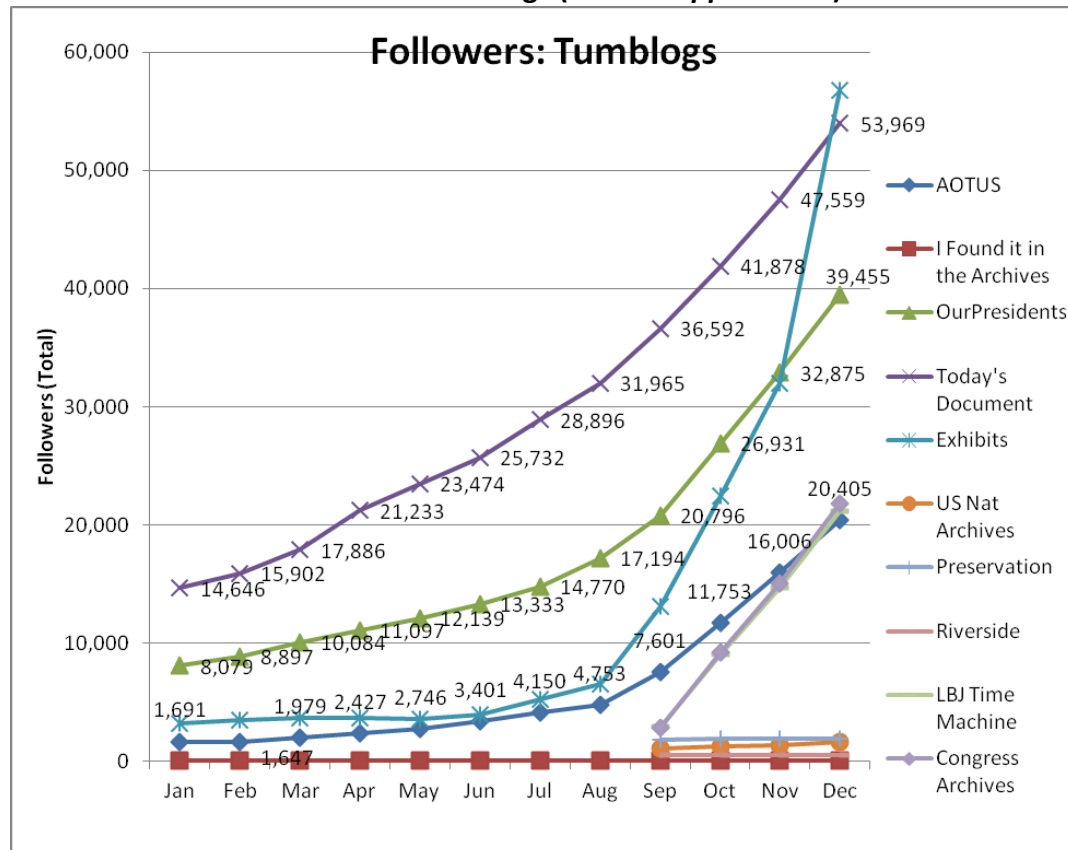
Tumblog Visits



Tumblr Pageviews

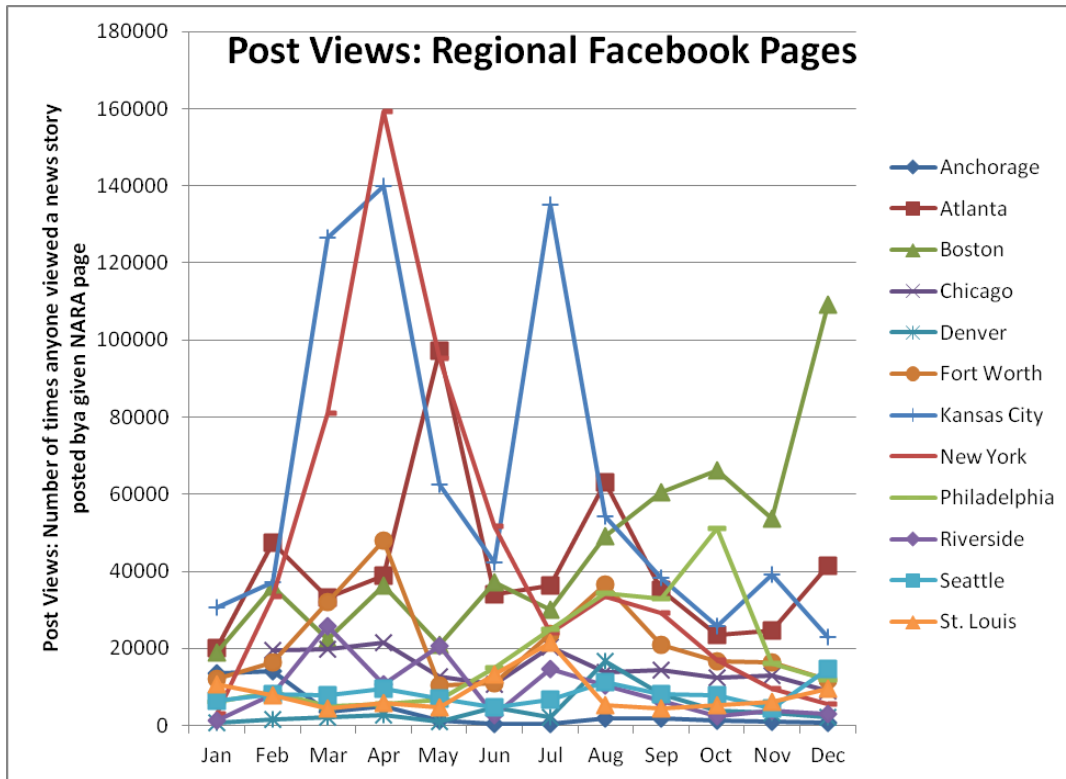


Followers on Tumblogs (Source: Appendix IV)

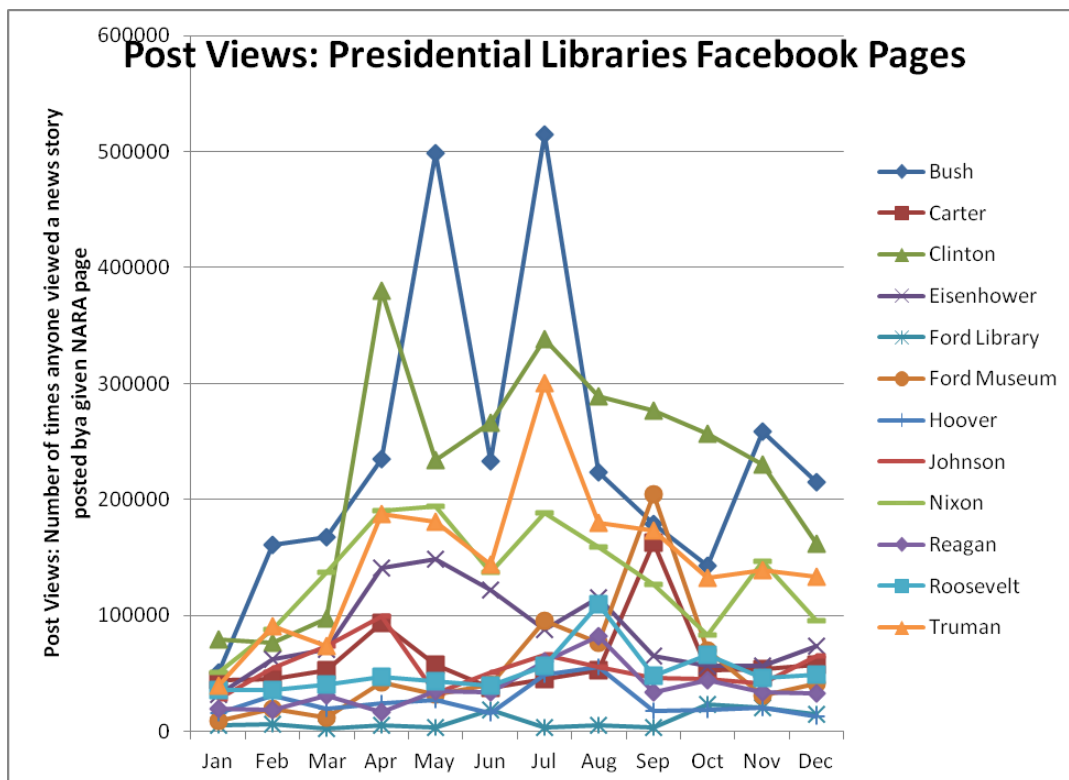


Social Media Tools: Detail View – Facebook

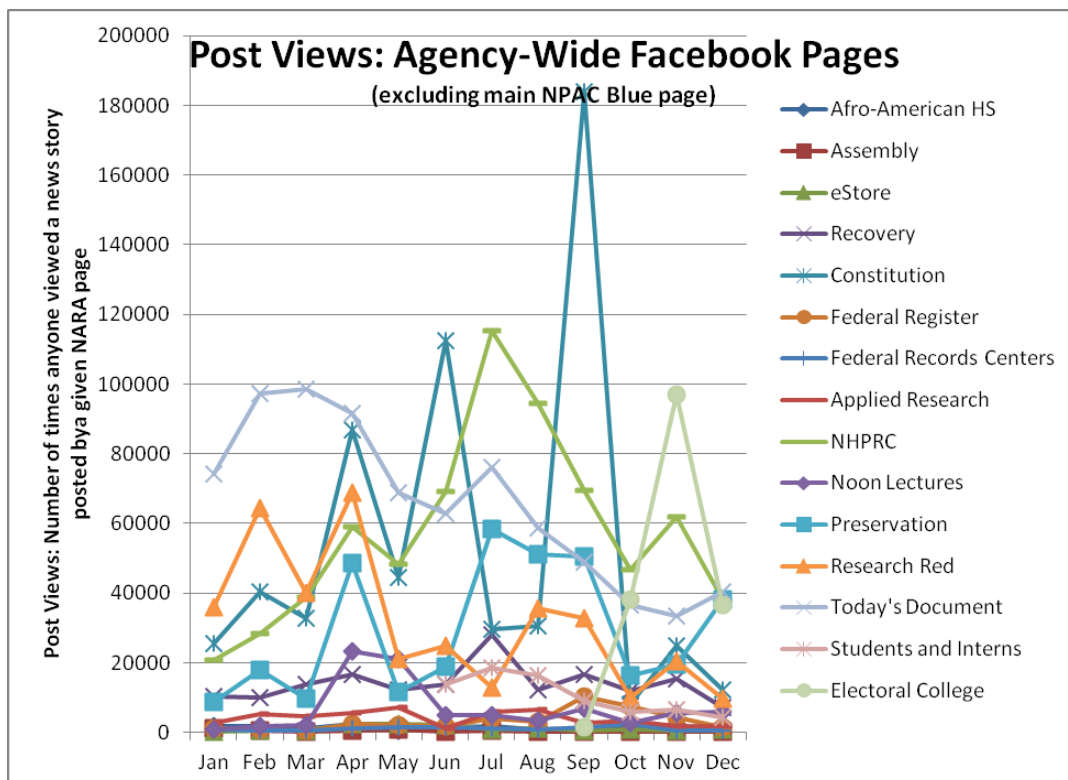
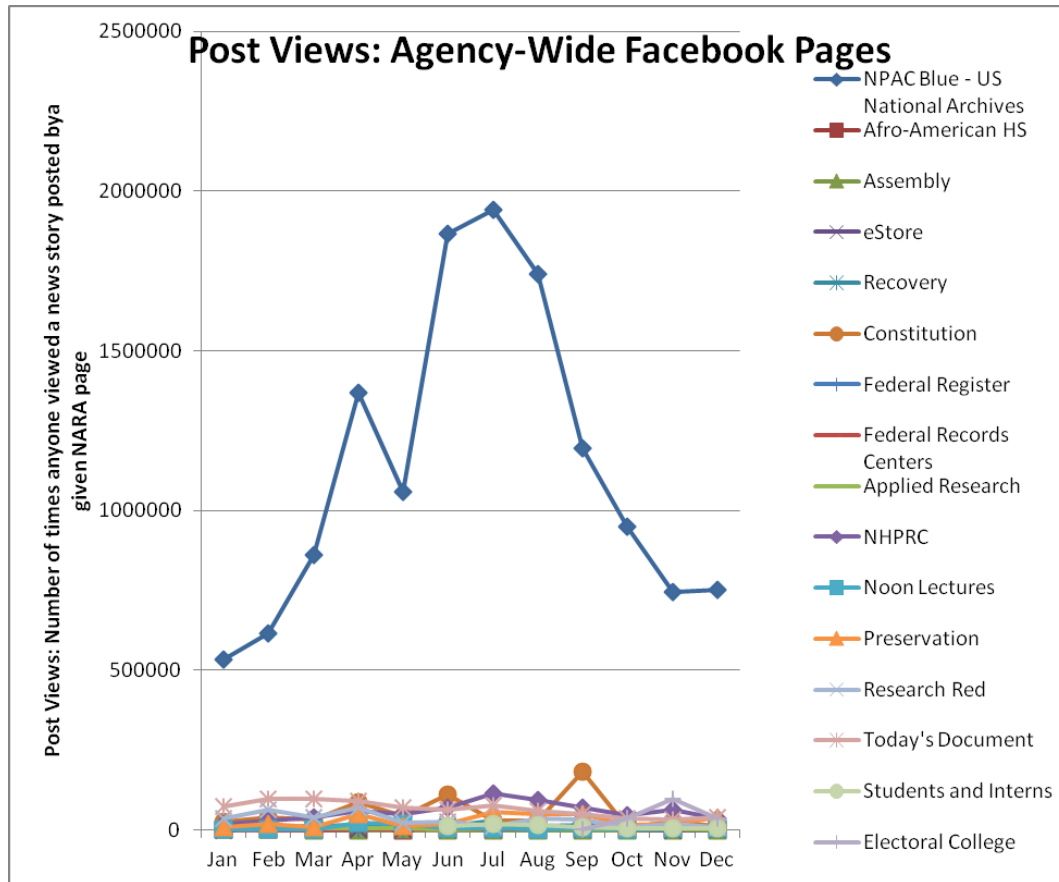
Post Views on Regional Pages (Source: Appendix IV.A)



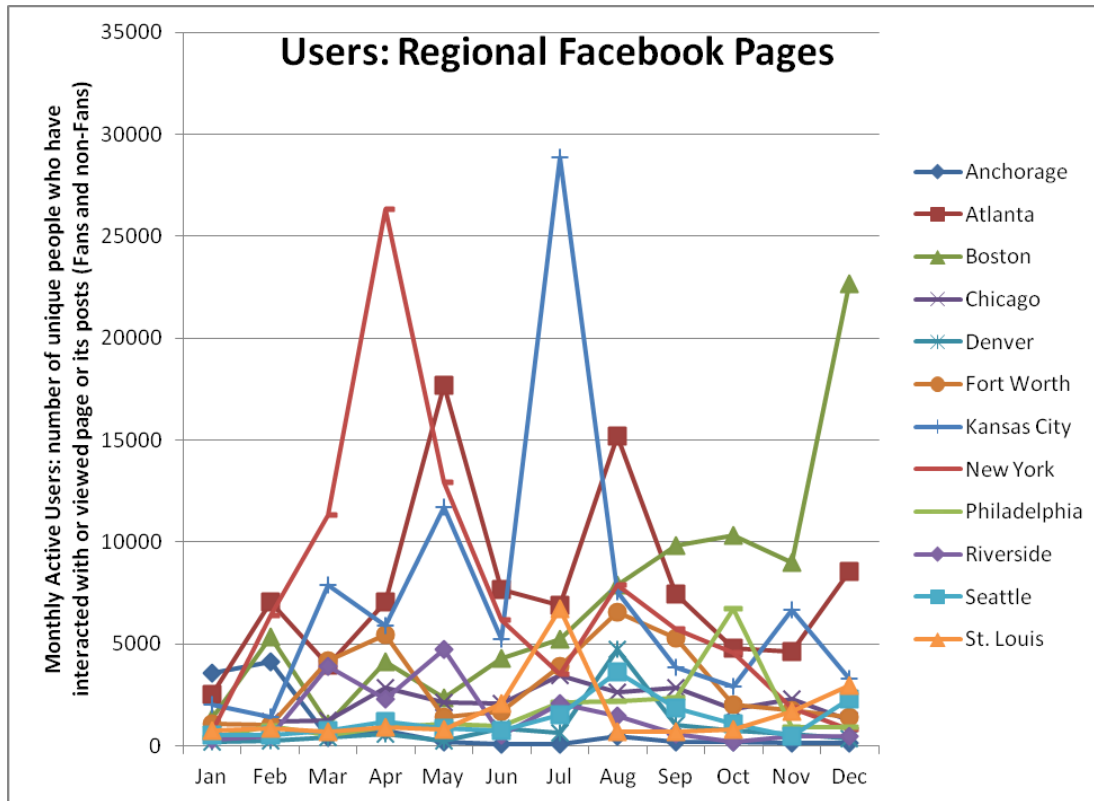
Post Views on Presidential Library Pages (Source: Appendix IV.A)



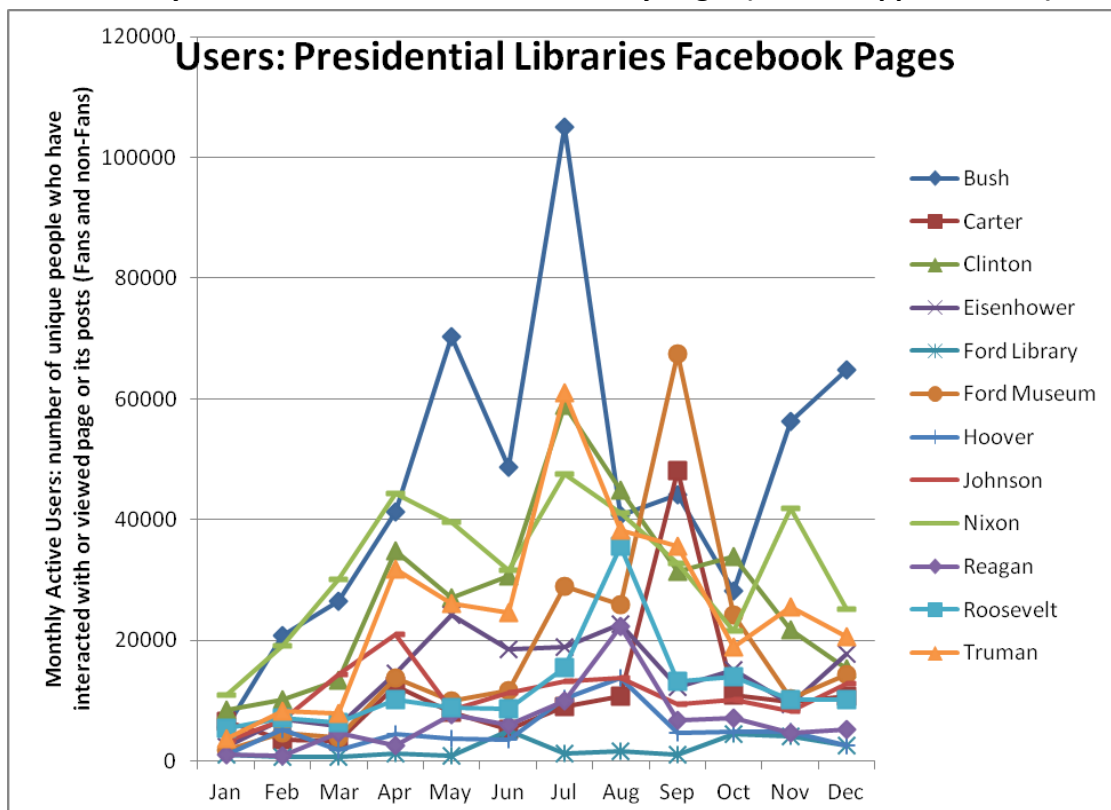
Post Views on Agency-Wide Pages (Source: Appendix IV.A)



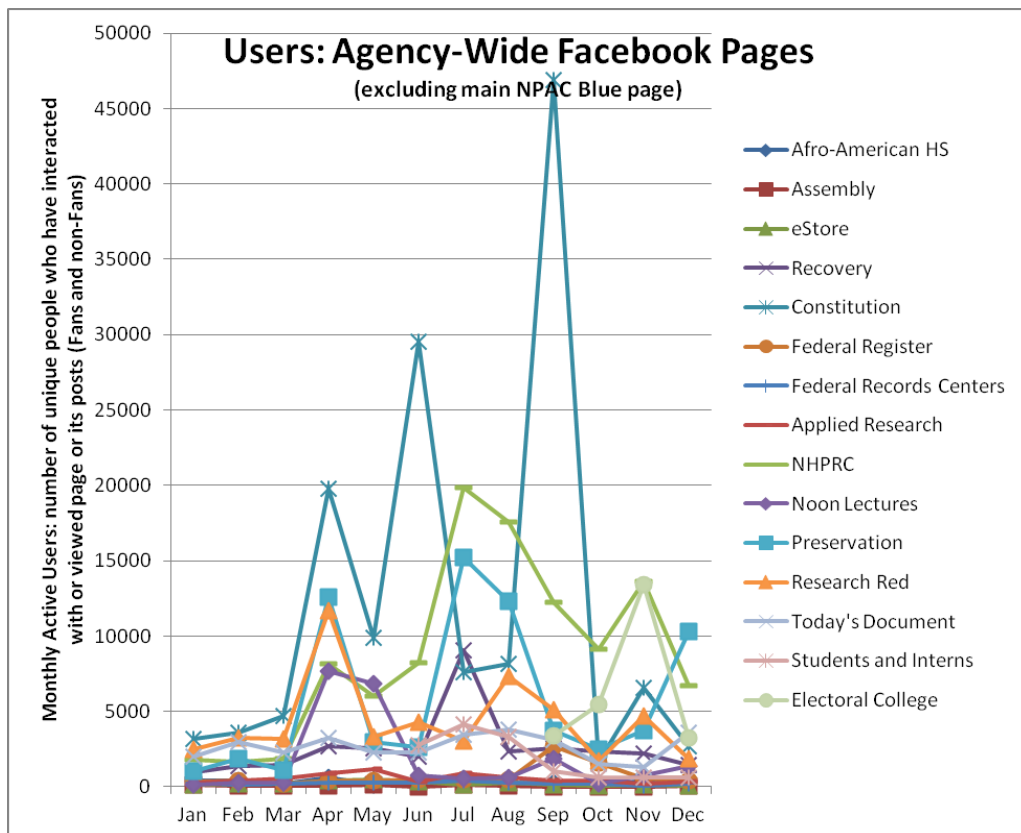
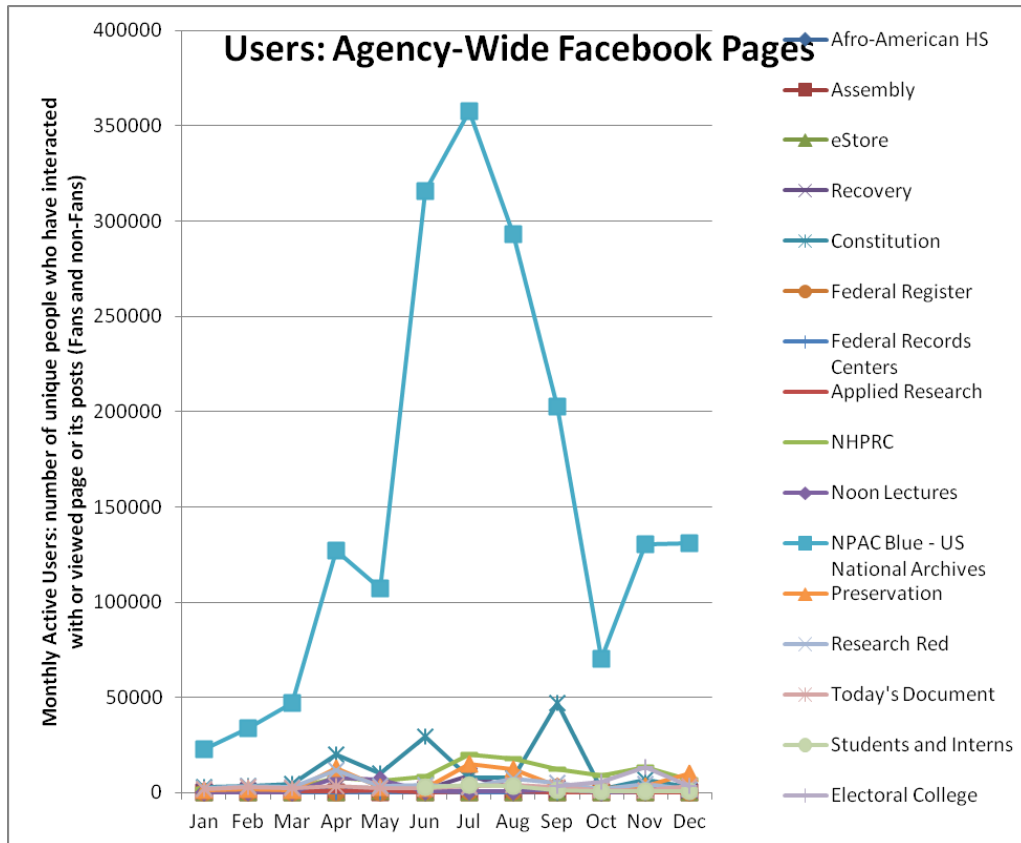
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

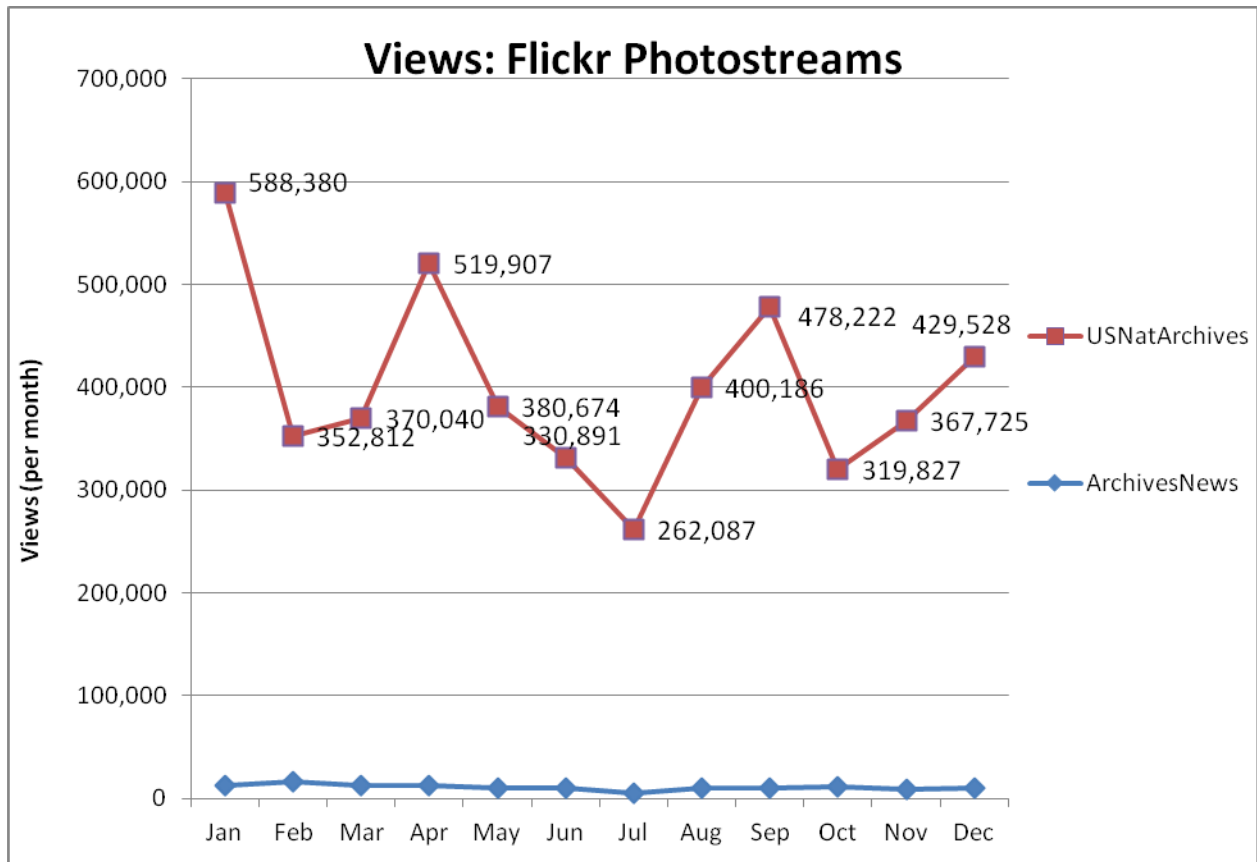
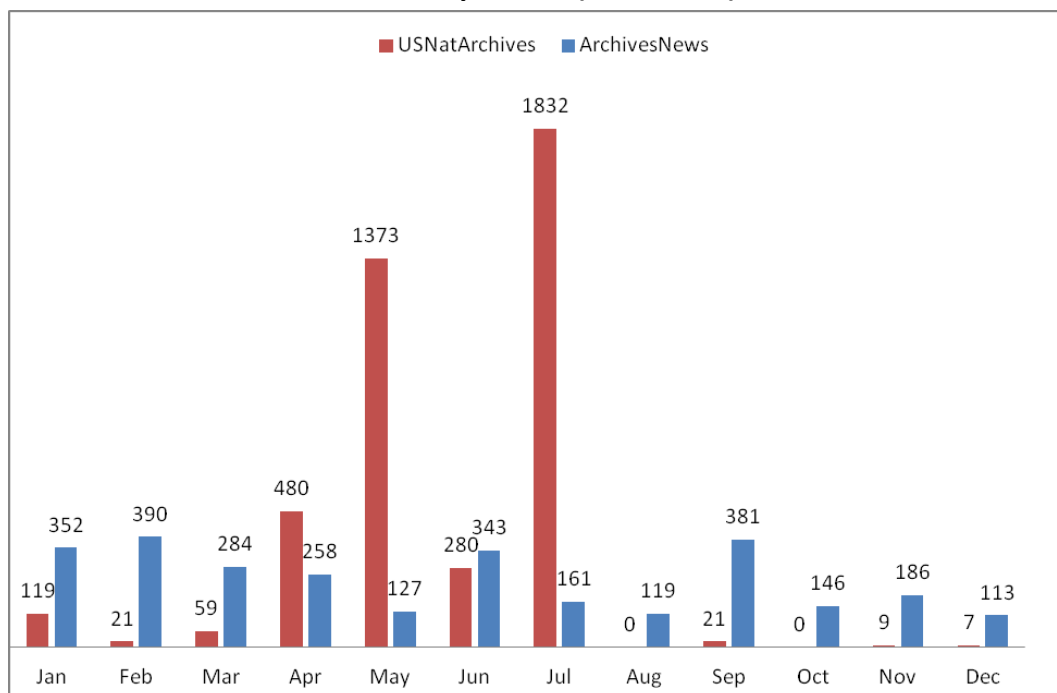


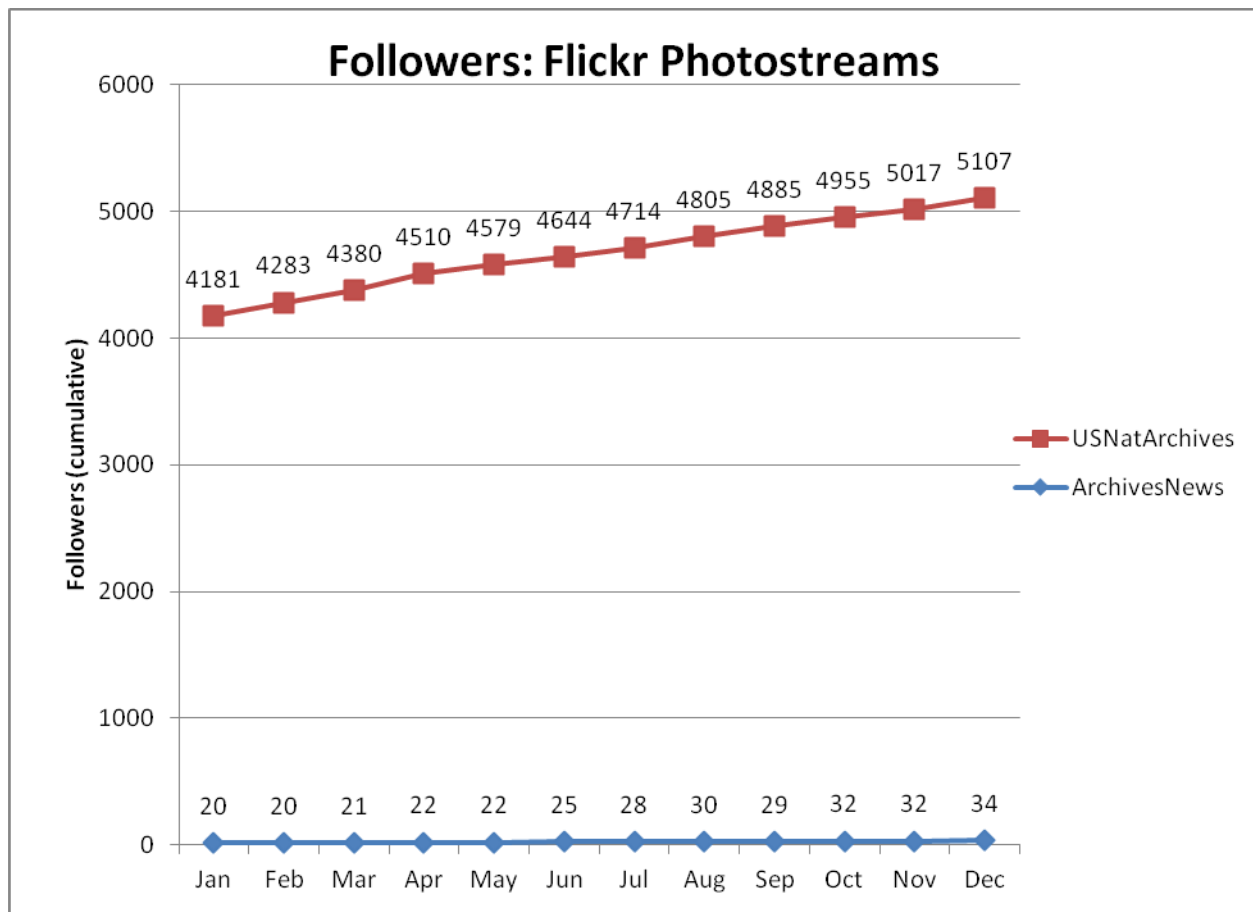
Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



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

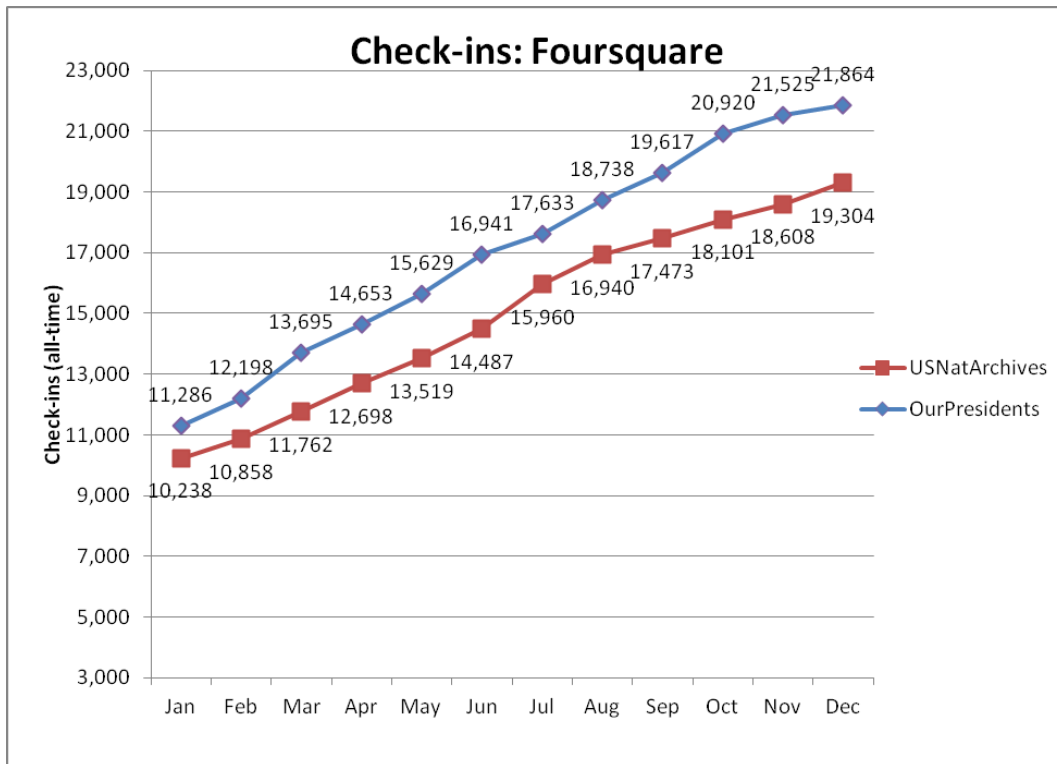


Social Media Tools: Detail View – Flickr**Views on Photostreams (Per Month)****Photos Uploaded (Per Month)**

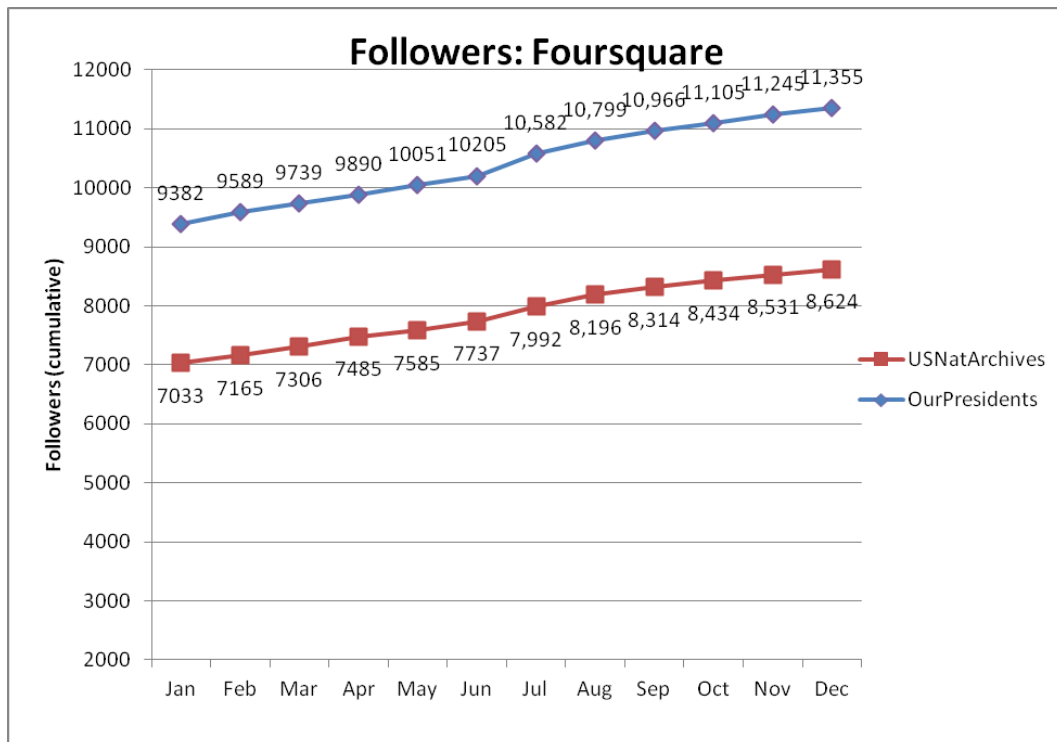
Followers of Photostreams (Cumulative)

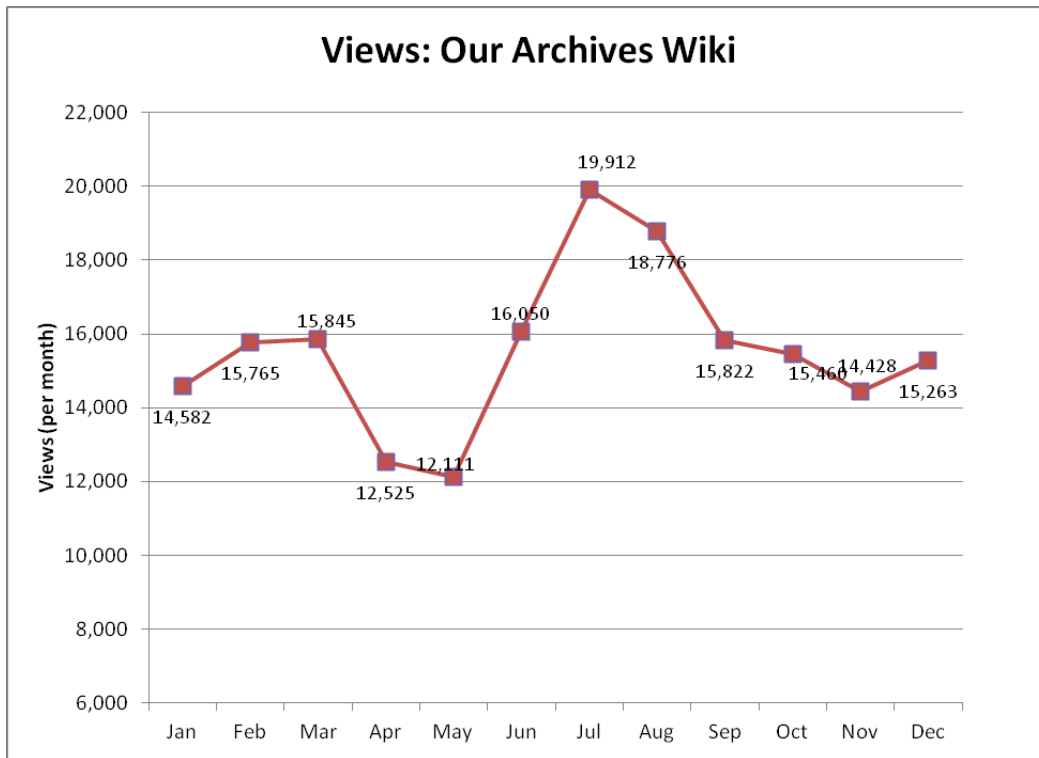
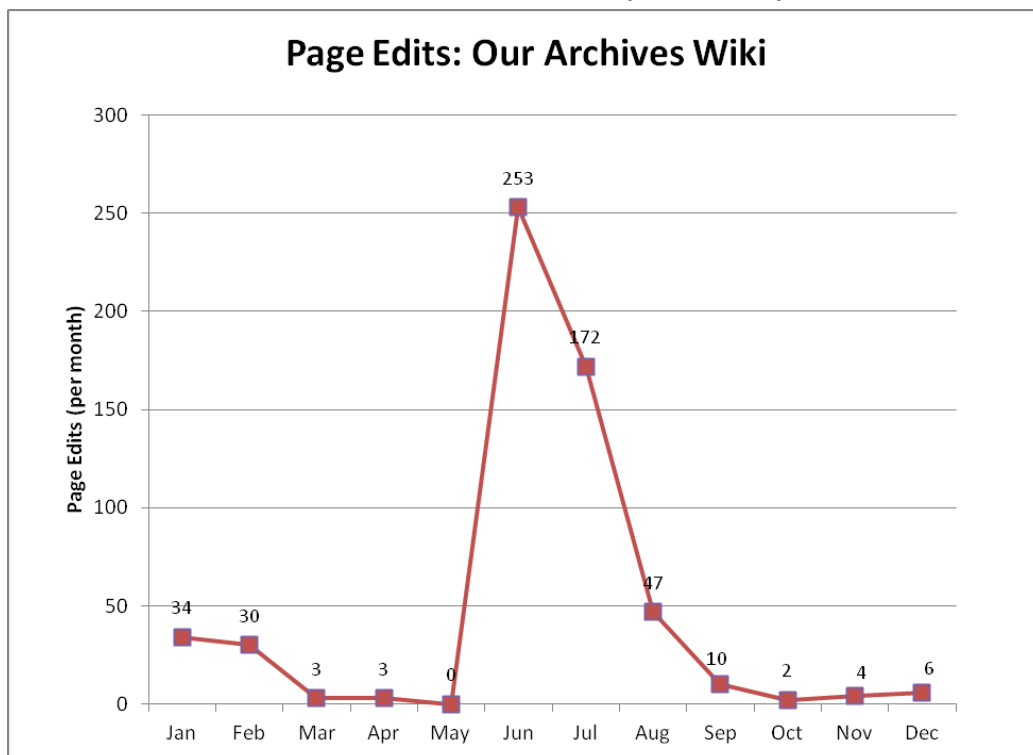
Social Media Tools: Detail View – Foursquare

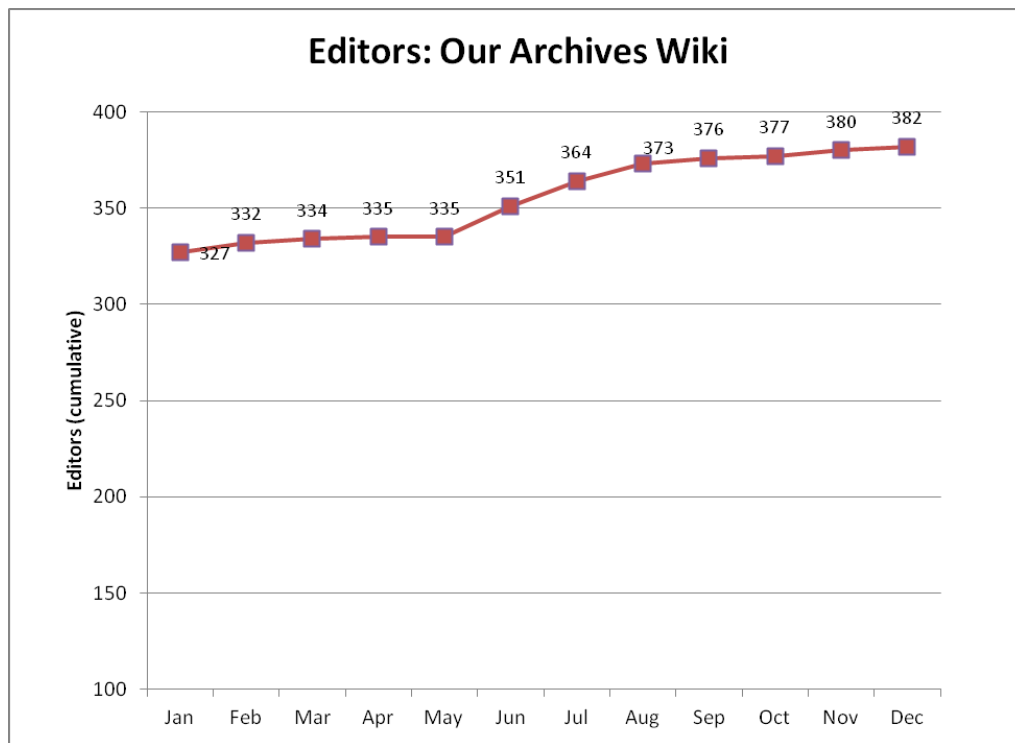
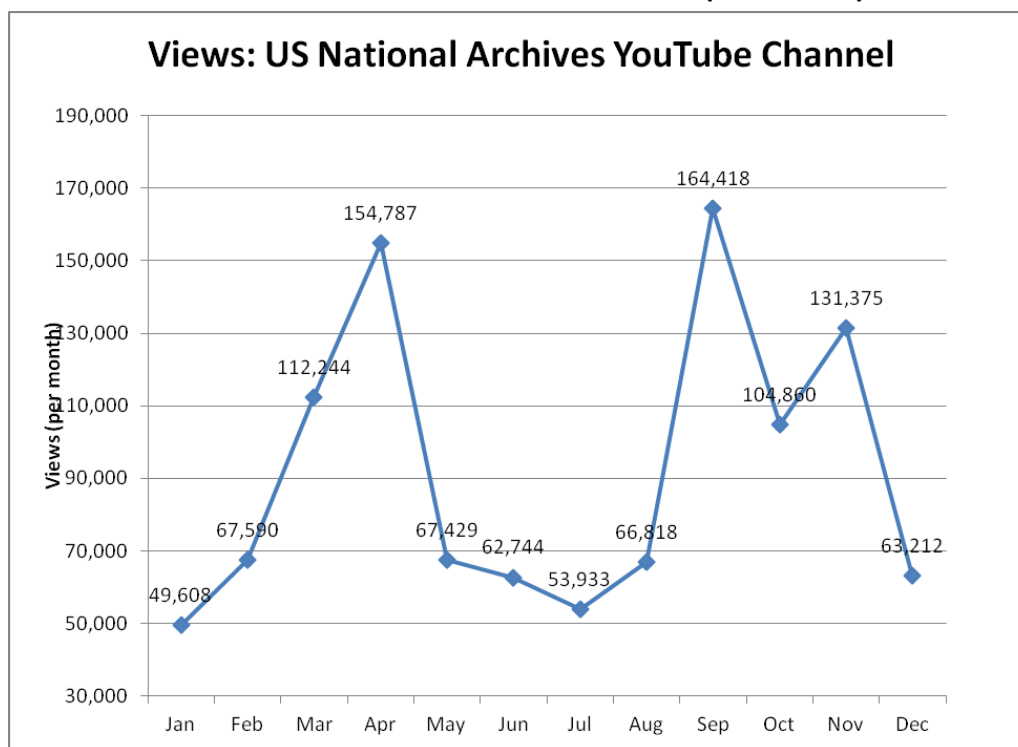
Number of Check-ins at USNatArchives and OurPresidents Venues (Cumulative)

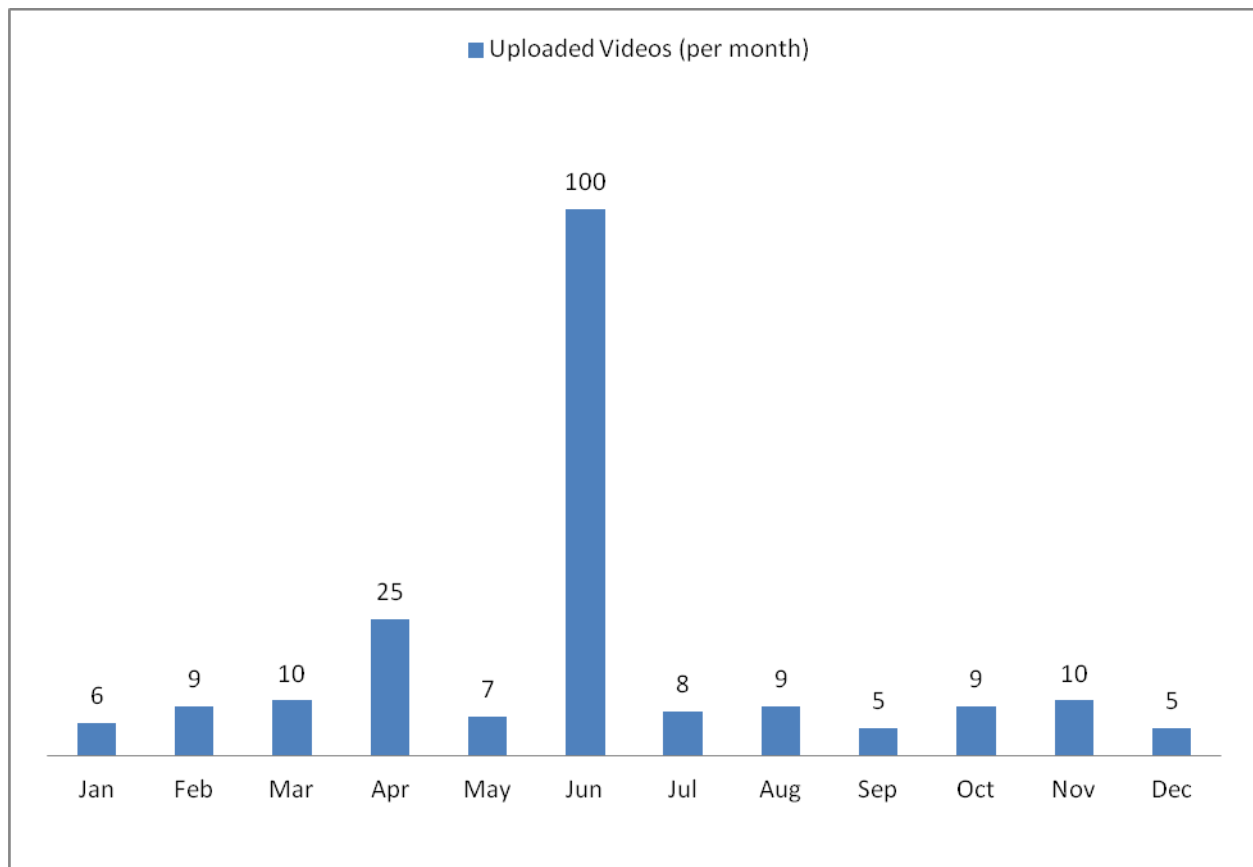


Number of Followers of USNatArchives and OurPresidents (Cumulative)



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

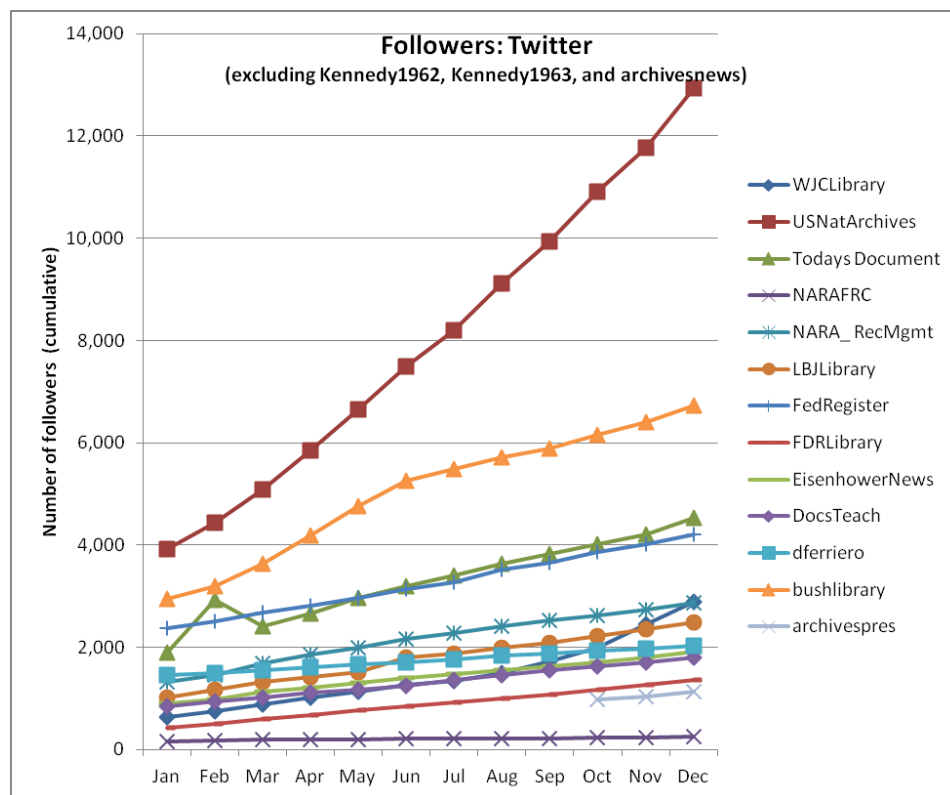
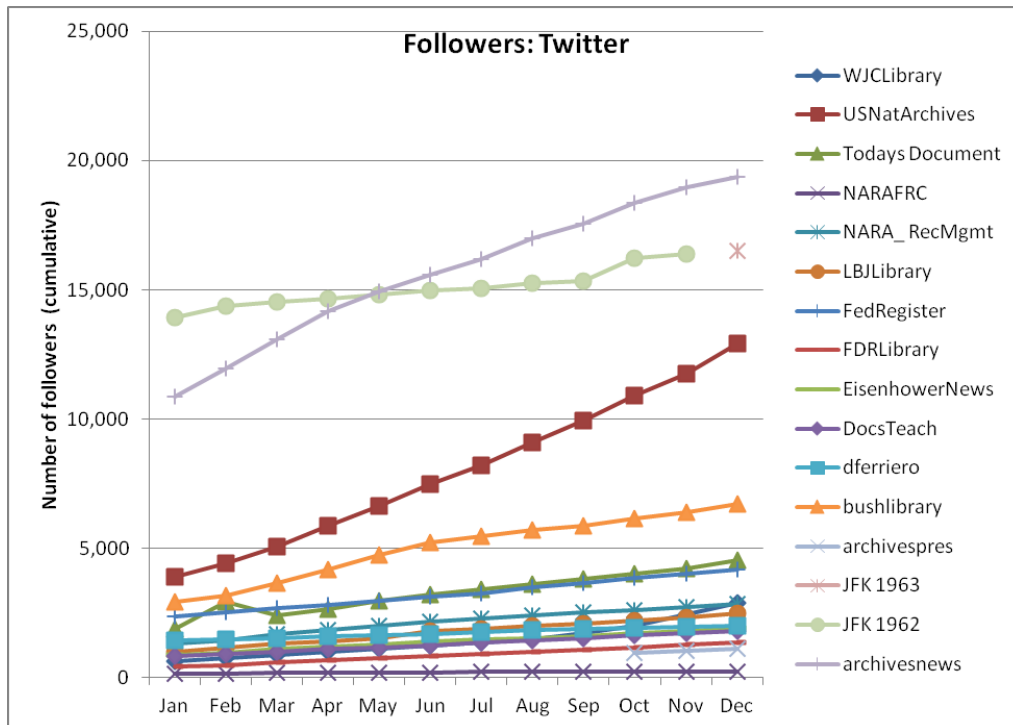
Editors on Our Archives Wiki (Cumulative)**Social Media Tools: Detail View – YouTube****Views on US National Archives Channel (Per Month)**

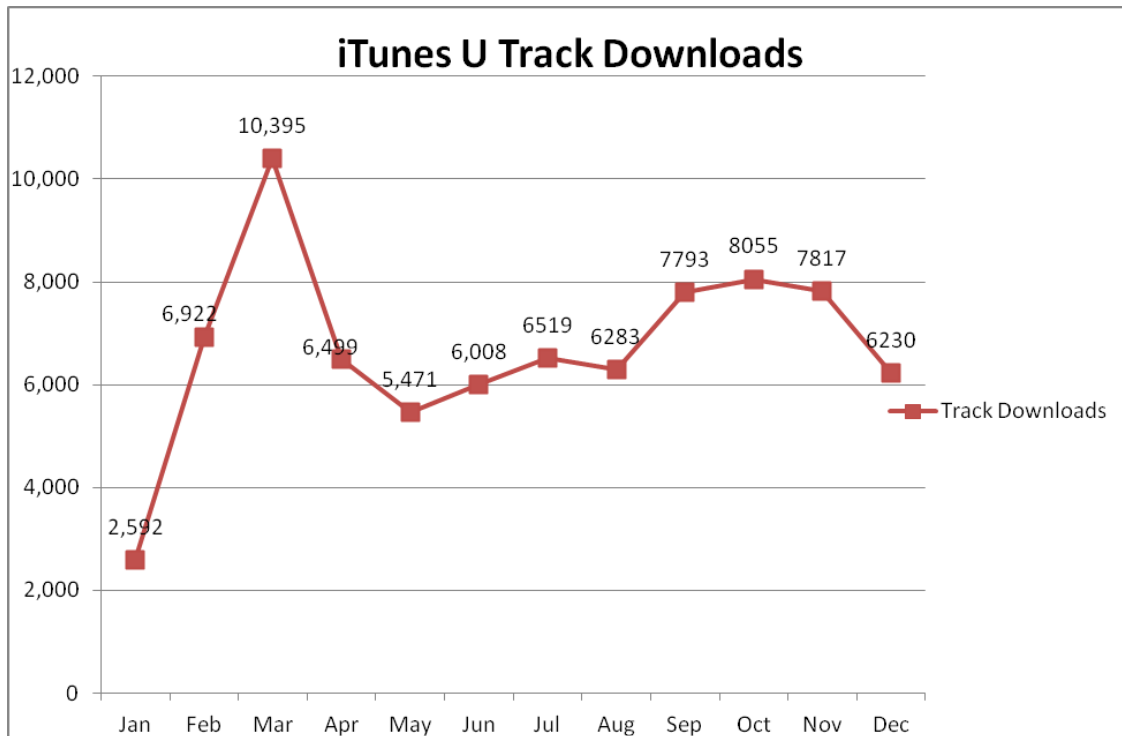
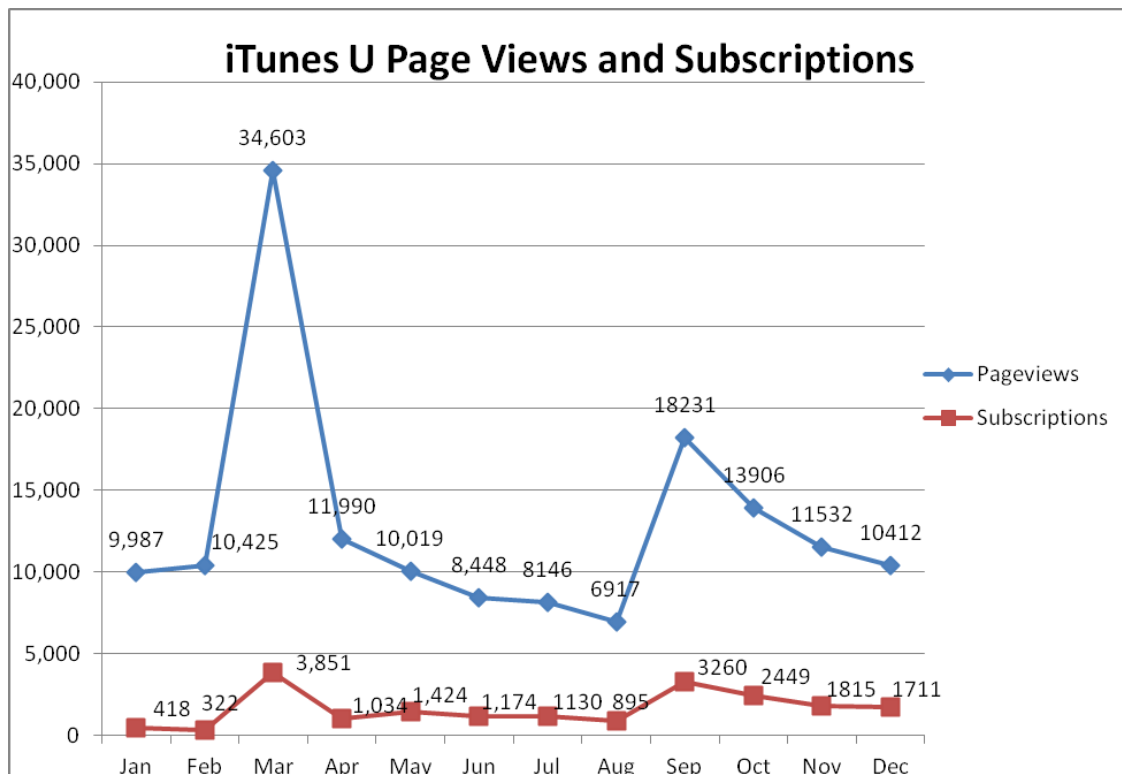
Videos Uploaded to US National Archives Channel (Per Month)**Top 5 Most Viewed Videos for December 2012 on US National Archives Channel**

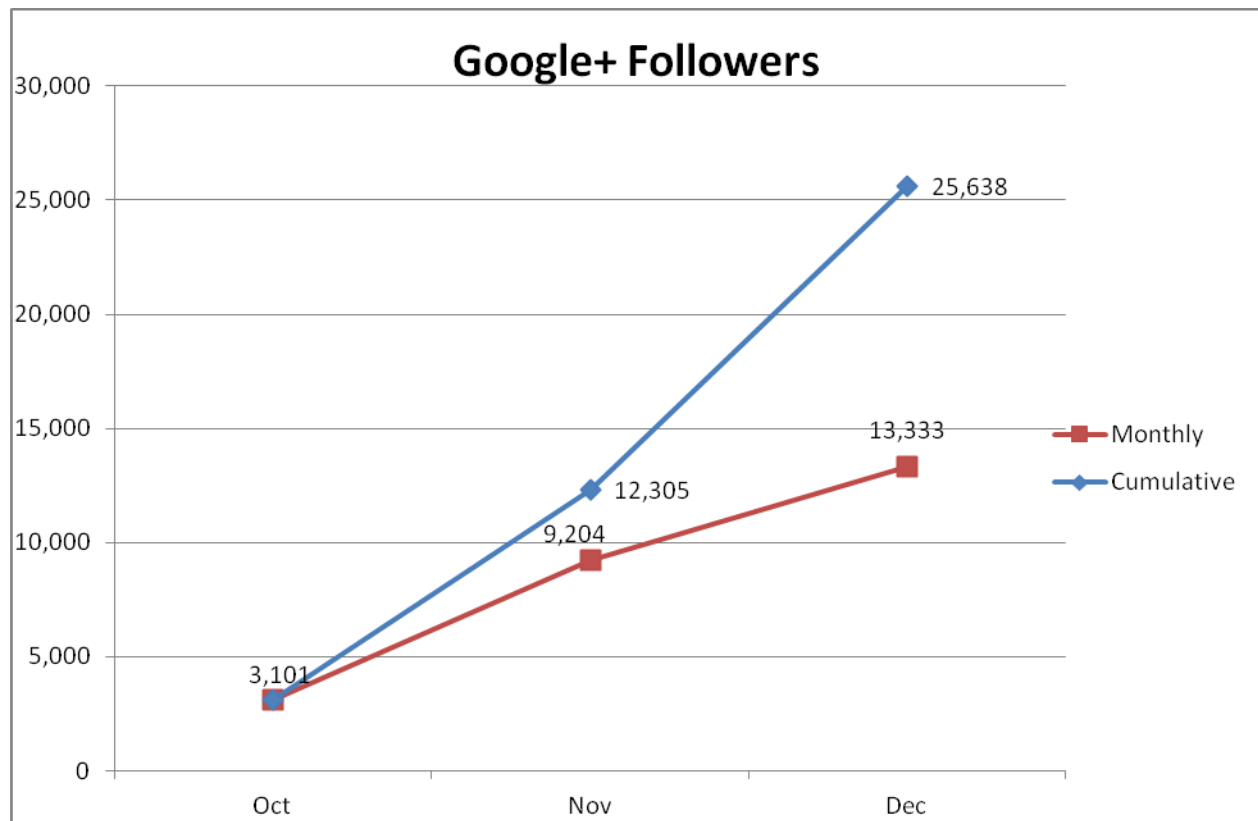
Video Title	Views
Stories from the Great Depression	6,811
We Were There When Nixon Met Elvis	2,712
Emancipation Proclamation 150th Anniversary at the National Archives	2,457
Electoral College and the National Archives	2,231
War Comes to America (complete film)	1,902

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)**

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	Post Views, Impressions (Jan 2012) Monthly active users, Reach (Jan 2012)
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
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.

	Jan*	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
AOTUS	5,620	4,558	4,024	4,148	3,088	2,995	2,827	34,541	4,515	3,803	3,596	2,462
FOIA	1,674	2,246	1,606	1,333	1,713	1,327	1,370	1,297	1,169	1,506	1,668	1,127
Hoover Blackboard	608	778	948	719	578	284	209	260	390	517	560	458
NARAtions	8,779	5,943	9,330	12,061	6,391	6,157	5,378	5,579	5,955	5,756	4,532	4,385
NDC Blog	681	942	662	630	467	510	658	695	1,618	64,541	3,867	1,814
NLRR Education Blog	70	92	77	87	87	37	42	37	188	132	111	62
Prologue Blog	11,316	12,110	10,436	8,981	9,861	7,749	8,043	8,114	12,191	12,439	17,036	11,679
Records Express Blog	2,507	1,961	2,236	1,789	1,599	1,204	1,503	3,334	2,339	2,424	10,125	1,297
The Text Message	2,705	5,757	4,525	3,697	3,549	3,395	2,066	4,027	3,838	3,929	4,616	3,478
Today's Document	2680	3,157	3,855	3,088	3,025	1,578	1,177	1,400	2,619	3,589	3,565	2,645
Transforming Classification (PIDB)	244	150	162	214	158	150	150	148	128	186	236	591
The Carter Chronicle										93	816	344
MONTHLY TOTAL	37,018	37,845	38,000	36,874	30,670	25,518	23,423	59,432	34,950	98,915	49,912	30,342

*Google Analytics Statistics not available for some blogs in the month of January. WebTrends has been substituted.

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.

	Jan*	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
AOTUS	9,123	8,253	7,047	6,882	5,136	5,550	4,644	37,998	6,689	6,604	5,825	3,963
FOIA	2,602	3,516	2,657	2,119	2,804	2,152	2,244	2,258	1,886	2,446	2,492	1,776
Hoover Blackboard	1,105	1,169	1,484	1,027	857	415	300	476	678	785	836	671
NARAtions	15,229	10,723	17,638	21,739	11,304	10,524	9,789	9,776	10,308	9,884	8,019	7,540
NDC Blog	1,069	1,366	1,002	1,134	835	765	1,018	1,178	2,628	97,110	5,552	2,625
NLRR Education Blog	137	211	137	158	130	53	104	53	227	193	173	99
Prologue Blog	20,510	21,864	18,890	16,621	16,993	14,705	13,753	13,396	21,339	21,609	26,436	19,932
Records Express Blog	4,348	3,570	3,994	2,989	2,679	2,065	2,490	5,400	4,060	3,767	16,474	2,018
The Text Message	4,407	15,987	7,724	5,771	6,736	5,314	3,724	6,279	6,221	6,268	7,047	5,330
Today's Document	5,080	6,735	7,771	6,290	6,320	3,212	2,566	3,046	5,835	7,302	7,546	5,311
Transforming Classification (PIDB)	350	217	231	331	260	227	220	214	200	275	358	1,165
The Carter Chronicle										181	1,189	564
MONTHLY TOTAL	58,010	73,863	68,806	62,282	54,299	45,185	40,852	80,074	60,071	156,424	67,944	50,994

*Google Analytics Statistics not available for some blogs in the month of January. WebTrends has been substituted.

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.

	Jan*	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
AOTUS	32,495	29,484	31,965	34,986	37,084	39,064	40,999	74,155	78,004	80,788	83,523	85,428
FOIA	3,717	4,100	4,969	5,649	6,795	7,581	8,394	9,132	9,844	10,842	11,752	12,426
Hoover Blackboard	-	5,789	6,659	7,326	7,853	8,104	8,285	8,509	8,848	9,313	9,820	10,238
NARAtions	-	54,616	61,587	71,154	76,350	81,038	85,355	89,744	94,514	99,172	103,163	106,947
NDC Blog	-	5,084	5,439	5,808	6,120	6,416	6,742	7,111	7,992	69,406	72,593	74,102
NLRR Education Blog	1,184	1,200	1,269	1,352	1,432	1,468	1,508	1,544	1,724	1,846	1,947	2,005
Prologue Blog	74,660	77,821	85,910	93,445	101,415	106,939	113,015	118,956	128,928	138,749	153,310	162,926
Records Express Blog	-	8,182	9,396	10,547	11,618	12,363	13,222	15,129	16,463	17,838	25,560	19,630
The Text Message	17,404	18,207	21,484	24,110	26,674	29,132	30,785	33,647	36,405	39,462	42,724	45,518
Today's Document	-	27,424	30,731	33,475	36,131	37,532	38,564	39,768	42,135	45,355	48,622	51,043
Transforming Classification (PIDB)	-	2,313	2,455	2,608	2,738	2,861	2,971	3,087	3,196	3,345	3,521	3,941
The Carter Chronicle										74	752	1,026

*Google Analytics Statistics not available for some blogs in the month of January.

APPENDIX II.D: Blog Unique Viewers (Monthly)

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

	Jan*	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
AOTUS	4,031	3,062	2,481	3,021	2,098	1,980	1,935	33,156	3,849	2,784	2,735	1,905
FOIA	973	1,342	869	680	1,146	786	813	738	712	998	910	674
Hoover Blackboard	-	714	870	667	527	251	181	224	339	465	507	418
NARAtions	-	4,062	6,971	9,567	5,196	4,688	4,317	4,389	4,770	4,658	3,991	3,784
NDC Blog	-	419	355	369	312	296	326	369	881	61,414	3,187	1,509
NLRR Education Blog	65	83	69	83	80	36	40	36	180	122	101	58
Prologue Blog	8,882	9,593	8,089	7,535	7,970	5,524	6,076	5,941	9,972	9,821	14,561	9,616
Records Express Blog	-	1,012	1,214	1,151	1,071	745	859	1,907	1,334	1,375	7,722	805
The Text Message	2,154	3,726	3,277	2,626	2,564	2,458	1,653	2,862	2,758	3,057	3,262	2,794
Today's Document	-	2,717	3,307	2,744	2,656	1,401	1,032	1,204	2,367	3,220	3,267	2,421
Transforming Classification (PIDB)	-	124	142	153	130	123	110	116	109	149	176	420
The Carter Chronicle										74	678	274
MONTHLY TOTAL	-	27,010	27,788	28,728	23,897	18,410	17,342	50,942	27,271	88,137	34,362	24,678

*Google Analytics Statistics not available for some blogs in the month of January.

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

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
AOTUS	959	985	918	970	1,663	1,362	1,509	1,682	1,804	1,946	2,132	1,877
NARAtions	980	1006	984	1038	1,607	1,649	1,626	1,843	2,030	2,041	2,084	1,972
Hoover Blackboard	46	46	42	48	620	492	546	582	805	979	1,084	927
FOIA Ombudsman	25	28	19	24	40	35	40	34	37	36	30	41
NDC Blog	137	132	115	132	700	565	770	702	984	1,271	1,240	1,040
Prologue	346	369	355	367	1,131	1,032	1,176	1,225	1,322	1,709	1,901	2,045
Reagan Education Workshops	5	4	4	4	4	5	6	4	5	4	4	4
Records Express	191	230	160	212	750	628	745	808	1,144	1,406	1,281	1,144
Text Message	110	123	107	114	704	685	646	869	1,061	1,159	1,581	1,075
Today's Document	183	198	120	154	604	507	570	594	828	962	1,048	937
Transforming Classification (PIDB)	52	55	53	54	56	56	62	53	57	66	763	862
Washboard	12	21	11	19	16	16	23	17	19	26	695	855
The Carter Chronicle												866
TOTAL RSS SUBSCRIBERS	3,046	3,197	2,888	3,136	7,895	7,032	7,719	8,413	10,096	11,605	13,843	13,645

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.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Monthly Total (A+P+R)	1,250,794	1,812,103	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	53,319,052
Agency-Wide Total	717,642	884,656	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	29,660,686
Afro-American History Society	1,873	1,661	1,009	2,410	434	1,550	1,823	872	1,032	1,320	1,661	1,379	23,206,850
Assembly	997	589	317	551	769	142	390	157	107	129	108	251	19,477
eStore	279	578	582	2,401	2519	1,971	710	1,144	642	952	408	686	9,283
Recovery	10,309	10,080	13,805	16,591	12238	13,759	28,027	12,334	16,719	11,991	15,318	7,041	46,721
Constitution	25,485	40,315	32,853	86,953	44622	112,511	29,626	30,538	183,816	8,253	24,850	12,365	525,599
Federal Register	1,041	827	374	2,401	2016	1,851	3,922	3,137	10,179	7,408	4,403	1,555	900,056
Federal Records Centers	837	386	552	1,098	1506	1,423	1,117	770	1,363	2,363	623	633	144,929
NCAST	2,602	5,279	4,650	5,640	7297	1,300	5,778	6,546	2,597	3,392	1,777	1,904	40,522
NHPRC	20,865	28,438	38,877	58,896	48305	69,245	115,190	94,363	69,537	46,649	61,951	38,003	158,859
Noon Lectures	879	1,726	2,201	23,336	20947	4,856	5,006	3,426	6,744	2,753	5,488	6,004	1,329,006
NPAC Blue	533,538	615,436	861,187	1,369,550	1059317	1,866,951	1,940,998	1,740,560	1,194,550	949,454	744,944	751,765	86,113
Preservation	8,779	17,969	9,578	48,728	11625	18,905	58,491	51,043	50,427	16,298	19,446	38,085	522,543
Research Red	35,985	64,246	40,065	68,799	21071	24,716	12,950	35,482	32,675	10,136	20,410	9,568	1,042,276
Today's Document	74,173	97,126	98,557	91,463	68777	62,936	76,083	58,842	48,975	36,657	33,308	40,209	1,380,819
NARA Students and Interns						13,951	18,491	16,361	9075	5,840	6452	4,295	74,465
Electoral College									1467	38,040	97,016	36,645	173,168

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Presidential Total	409,021	689,288	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	18,853,097
Bush	51,071	161,362	167,550	235,142	498,875	232,954	514,779	223,053	178,927	142,501	258,992	214,951	4,051,880
Carter	43,906	45,347	52,979	93,528	57,562	37,238	45,435	52,476	163,110	52,451	53,398	57,627	1,102,555
Clinton	79,516	76,369	97,191	379,915	234,231	266,307	337,985	288,565	276,369	257,108	229,737	161,473	3,794,544
Eisenhower	31,745	61,827	70,770	141,065	148,515	121,718	88,206	114,942	65,224	56,197	56,505	73,997	1,689,001
Ford Library	5,310	6,203	2,583	5,062	3,672	18,277	3,863	5,703	3,658	23,162	20,795	15,120	186,281
Ford Museum	9,428	19,898	11,974	42,305	31,602	40,616	94,983	76,917	204,976	69,431	31,301	41,767	750,614
Hoover	15,391	30,640	19,173	24,065	26,783	15,399	48,862	55,340	17,837	18,593	20,040	13,023	480,631
Johnson	27,840	54,232	74,026	99,654	32,712	50,798	65,577	55,816	46,069	44,991	41,513	64,632	1,031,168
Nixon	50,459	88,198	137,290	190,570	193,948	136,801	188,412	158,981	127,067	83,088	146,376	95,577	1,862,154
Reagan	19,307	19,003	31,340	16,834	34,414	33,536	60,149	82,197	33,783	43,922	33,811	32,519	474,735
Roosevelt	35,469	35,731	40,706	47,083	43,265	39,636	56,745	109,658	48,275	66,275	45,817	49,183	828,354
Truman	39,579	90,478	73,230	187,112	181,194	143,720	299,965	179,528	173,500	132,274	139,380	133,301	2,601,180
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Regional Total	124,131	238,159	363,686	482,651	340,128	228,165	340,250	330,305	260,531	233,631	191,649	241,924	4,805,269
Anchorage	13,538	14,200	3,593	4,878	1,225	407	359	1,973	1,939	1,405	940	773	60,672
Atlanta	20,228	47,293	33,069	38,763	97,145	34,077	36,183	63,078	35,196	23,442	24,760	41,342	761,433
Boston	19,091	35,912	22,372	36,319	20,814	37,157	30,049	49,144	60,591	66,174	53,744	109,182	797,155
Chicago		19,446	19,837	21,504	12,617	10,842	20,444	13,939	14,405	12,369	12,937	8,866	167,206

Denver	796	1,721	2,071	2,621	1,024	4,801	2,239	16,643	8,080	3,986	3,375	2,172	90,155
Fort Worth	12,036	16,317	32,043	47,994	10,426	10,914	23,936	36,707	21,089	16,602	16,316	11,820	452,314
Kansas City	30,539	37,138	126,631	139,771	62,433	42,245	134,957	54,142	38,245	25,909	39,174	22,829	1,010,464
New York	3,024	33,390	81,028	159,139	95,242	51,649	23,976	33,397	29,180	16,859	9,621	5,652	706,602
Philadelphia	6,193	8,638	5,116	5,651	6,832	15,001	25,033	34,277	32,847	51,175	16,151	11,735	279,419
Riverside	1,425	8,225	25,735	10,622	20,620	2,856	14,758	10,501	6,511	2,348	4,012	3,153	154,206
Seattle	6,549	8,071	7,883	9,623	6,992	4,818	6,670	11,303	8,084	7,971	4,442	14,733	156,150
St. Louis	10,712	7,808	4,308	5,766	4,758	13,398	21,646	5,201	4,364	5,391	6,177	9,667	169,493

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).

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Monthly Total (A+P+R)	100,866	174,744	218,658	486,618	434,658	604,956	867,555	722,772	634,777	327,412	416,225	411,463
Agency-Wide Total	35,956	50,509	63,603	195,466	143,661	367,111	423,124	350,129	286,299	98,032	178,515	163,952
Afro-American History Society	410	420	201	647	152	427	559	246	291	288	309	356
Assembly	137	91	73	93	128	22	103	47	29	26	21	73
eStore	104	170	207	395	470	357	128	266	141	84	103	97
Recovery	993	1,365	1,440	2,725	2,527	1,991	9,086	2,346	2,539	2,348	2,238	1,458
Constitution	3,159	3,594	4,708	19,782	9,917	29,540	7,630	8,170	46,909	1,684	6,589	2,716
Federal Register	318	384	188	402	442	462	491	501	2,692	1,597	570	394
Federal Records Centers	268	150	237	287	291	248	378	243	218	236	64	178
NCAST	285	409	519	904	1,182	328	917	590	435	420	192	326
NHPRC	1,808	1,672	1,893	8,165	6,002	8,208	19,836	17,557	12,236	9,146	13,604	6,704
Noon Lectures	153	251	283	7,676	6,848	752	546	616	1,885	197	759	1,350
NPAC Blue - US National Archives	22,779	33,930	47,268	126,835	107,197	315,580	357,584	292,808	202,557	70,195	130,355	130,688
Preservation	1,061	1,842	1,121	12,596	2,961	2,644	15,219	12,311	3,724	2,463	3,729	10,279
Research Red	2,466	3,273	3,153	11,696	3,290	4,298	3,046	7,294	5,127	1,729	4,676	1,881
Today's Document	2,015	2,958	2,312	3,263	2,254	2,254	3,483	3,791	3,081	1,518	1,322	3,604
NARA Students and Interns						2,752	4,118	3,343	1,031	631	591	584

Electoral College									3,404	5,470	13,393	3,264
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Presidential Total	51,477	94,472	118,743	232,718	234,885	205,516	379,363	311,670	306,678	193,188	207,195	202,321
Bush	5,582	20,754	26,402	41,336	70,288	48,668	105,050	40,768	44,225	28,209	56,347	64,864
Carter	6,546	3,599	3,378	12,441	8,119	5,166	9,026	10,836	48,163	10,848	9,873	10,686
Clinton	8,392	10,186	13,305	34,770	27,088	30,575	59,004	44,886	31,389	33,836	21,729	15,318
Eisenhower	2,396	7,040	5,738	14,616	24,168	18,434	18,886	22,652	12,197	15,169	9,432	17,836
Ford Library	972	779	641	1,278	922	5,135	1,184	1,683	1,055	4,408	4,008	2,581
Ford Museum	1,867	4,720	3,949	13,790	9,956	11,704	28,965	25,979	67,469	24,276	10,338	14,312
Hoover	1,046	5,270	1,902	4,530	3,697	3,558	10,332	13,837	4,604	4,792	4,874	2,675
Johnson	3,324	6,674	14,335	20,996	8,464	11,339	13,130	13,731	9,350	10,195	8,195	12,833
Nixon	11,004	19,035	30,138	44,314	39,504	31,634	47,509	41,139	32,729	21,524	41,885	25,248
Reagan	1,104	880	4,621	2,588	7,635	5,926	9,893	22,291	6,733	7,129	4,685	5,171
Roosevelt	5,507	7,222	6,423	10,203	8,916	8,709	15,426	35,592	13,130	13,886	10,239	10,097
Truman	3,737	8,313	7,911	31,856	26,128	24,668	60,958	38,276	35,634	18,916	25,590	20,700
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Regional Total	13,433	29,763	36,312	58,434	56,112	32,329	65,068	60,973	41,800	36,192	30,515	45,190
Anchorage	3,559	4,132	395	760	221	66	104	471	223	188	158	151
Atlanta	2,533	7,047	3,960	7,077	17,660	7,650	6,874	15,215	7,442	4,776	4,602	8,558
Boston	1,352	5,336	1,063	4,146	2,336	4,279	5,213	7,911	9,808	10,349	9,023	22,641

Chicago		1,208	1,237	2,876	2,114	2,057	3,475	2,624	2,843	1,815	2,307	1,272
Denver	186	263	408	587	269	881	658	4,715	1,051	734	610	391
Fort Worth	1,082	1,051	4,169	5,466	1,400	1,693	3,912	6,580	5,276	2,022	1,746	1,415
Kansas City	2,008	1,428	7,879	5,873	11,715	5,217	28,846	7,539	3,846	2,892	6,649	3,322
New York	678	6,409	11,313	26,346	12,929	6,159	3,507	7,874	5,758	4,546	1,872	789
Philadelphia	448	968	524	917	1,075	984	2,131	2,208	2,378	6,755	899	900
Riverside	293	486	3,910	2,299	4,730	520	2,083	1,467	612	227	486	459
Seattle	552	551	761	1,176	860	738	1,523	3,644	1,845	1,075	459	2,326
St. Louis	742	884	693	911	803	2,085	6,742	725	718	813	1,704	2,966

APPENDIX V: Twitter Followers (Cumulative)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
archivesnews	10,882	11,938	13,089	14,189	14,921	15,601	16,201	16,976	17,537	18,360	18,946	19,372
archivespres										977	1,040	1,125
bushlibrary	2,953	3,198	3,644	4,181	4,753	5,251	5,478	5,709	5,893	6,151	6,410	6,725
dferriero	1,459	1,503	1,544	1,619	1,662	1,700	1,766	1,839	1,886	1,940	1,981	2,023
DocsTeach	847	937	1,022	1,112	1,170	1,256	1,357	1,464	1,548	1,633	1,714	1,804
EisenhowerNews	897	980	1,125	1,206	1,306	1,400	1,475	1,546	1,624	1,715	1,793	1,922
FDRLibrary	428	496	596	680	767	853	917	1,000	1,080	1,174	1,267	1,366
FedRegister	2,365	2,517	2,688	2,819	2,965	3,141	3,277	3,514	3,656	3,862	4,007	4,205

Kennedy	13,944	14,369	14,526	14,662	14,830	14,971	15,039	15,248	15,340	16,233	16,394	16,515
LBJLibrary	1,020	1,167	1,322	1,420	1,519	1,794	1,886	1,995	2,088	2,216	2,347	2,487
NARA_ RecMgmt	1,320	1,467	1,687	1,863	1,995	2,159	2,276	2,418	2,527	2,628	2,736	2,868
NARAFRC	154	172	190	195	200	209	220	223	226	234	239	253
Todays Document	1,903	2,919	2,409	2,665	2,973	3,202	3,407	3,629	3,816	4,008	4,216	4,535
USNatArchives	3,919	4,445	5,081	5,858	6,642	7,495	8,193	9,111	9,944	10,903	11,775	12,930
WJCLibrary	641	753	891	1,024	1,135	1,258	1,351	1,494	1,726	1,998	2,456	2,892

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

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Page Views	9,987	10,425	34,603	11,990	10,019	8,448	8,146	6,917	18,231	13,906	11,532	10,412
Track Downloads	2,592	6,922	10,395	6,499	5,471	6,008	6,519	6,283	7,793	8,055	7,817	6,230
Subscriptions	418	322	3,851	1,034	1,424	1,174	1,130	895	3,260	2,449	1,815	1,711

APPENDIX VII: Google+ Followers

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Monthly Followers										3,101	9,204	13,333
Cumulative Followers										3,101	12,305	25,638