SOCIAL MEDIA HIGHLIGHTS

- **VETERAN'S DAY POST ON TODAY'S DOCUMENT TUMBLR RECEIVED OVER 9,800 NOTES AND REBLOGS.**
- **THANKSGIVING OUTREACH WINS RECOGNITION FROM GSA'S "BEST WEEK EVER IN #SOCIALGOV" BLOG.**
- **WIKIPEDIAN IN RESIDENCE DEVELOPED A PERSONAL STATEMENT EXPLAINING HIS ROLE AND POSITION AT THE NATIONAL ARCHIVES.**

NOVEMBER FY2014 OVERVIEW

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	54,141 Views	27,281 Visitors
Tumblr Blogs	46,078 Views	20,919 Visitors
Facebook	2,774, 248 Impressions	895,980 Reach
National Archives YouTube Channel	89,123 Views	8,182 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	5,012,145 Views	6,569 Total Contacts
Our Archives Wiki	19,951 Views	395 Total Editors
Twitter (all NARA feeds)	--	189,776 Total Followers
FourSquare	1,735 New Check-ins	60 New Followers
iTunes U	9,702 Views	1,682 New Subscribers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2014 Views (to date)	FY 2013 Views
Archives.gov Blogs	98,773	761,590
Tumblr Blogs	85,662	615,629
Facebook	4,329,065	39,491,534
National Archives YouTube Channel	151,551	872,926
Flickr (USNatArchives & ArchivesNews)	8,642,622	11,258,709
Our Archives Wiki	40,470	262,114

EXTERNAL BLOGS AND TUMBLOGS

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

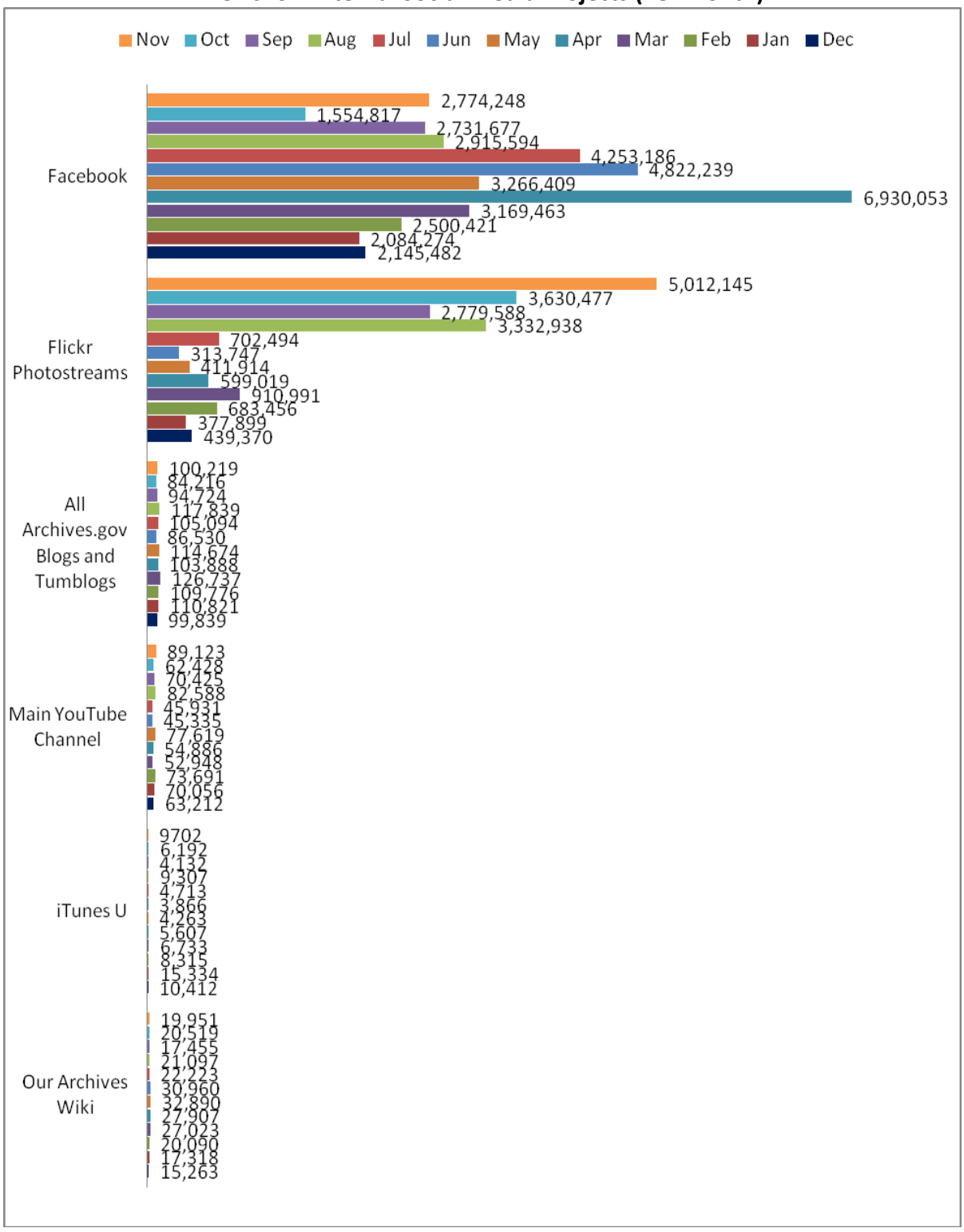
INTERNAL (NARA@WORK) BLOGS

1. Archivist's Task Force on Agency Transformation
2. Declarations
3. NR Better Workplace Blog
4. NRMP Ledger

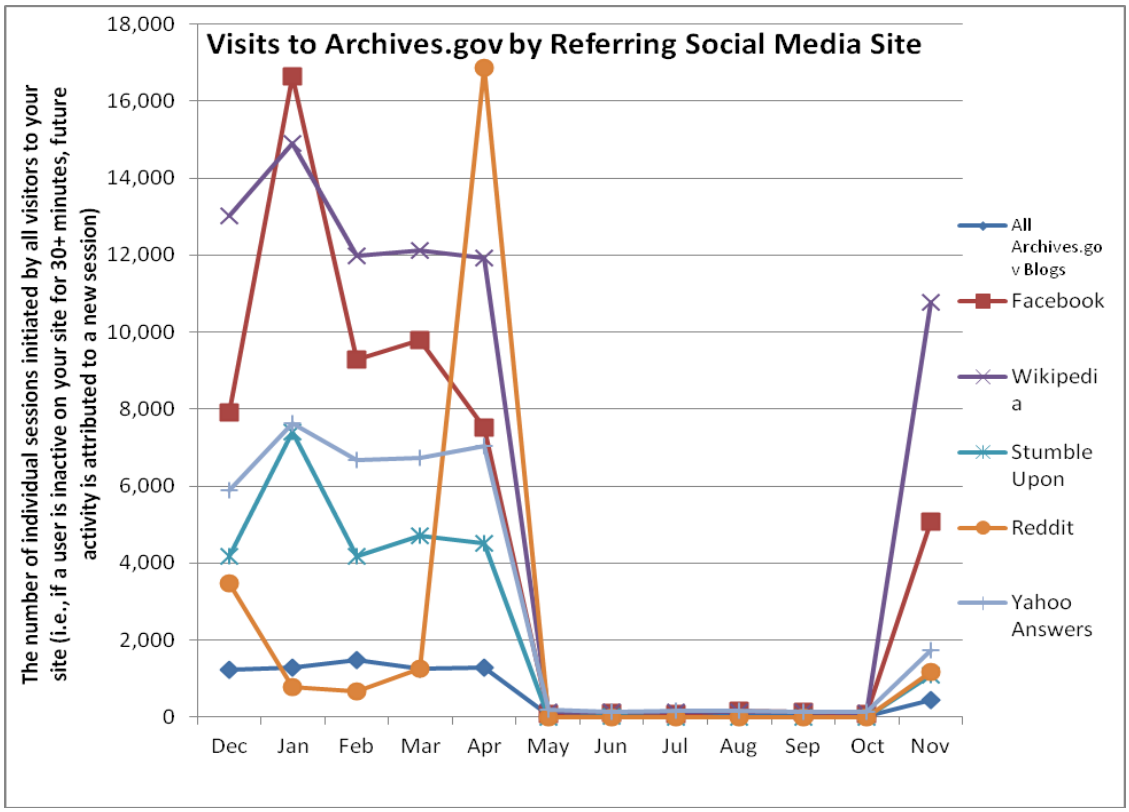
SOCIAL MEDIA TOOLBOX (Tools currently in use)

- Blogs (Wordpress)
- Dipity
- Facebook
- Flickr
- Foursquare
- GitHub
- Google+
- HistoryPin
- HootSuite
- IdeaScale
- Instagram
- iTunes U
- Pinterest
- RSS Feeds
- Scribd (Document Sharing)
- Storify
- Tumblr
- Twitter
- Ustream
- Wikispaces
- YouTube

Views: on External Social Media Projects (Per Month)



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



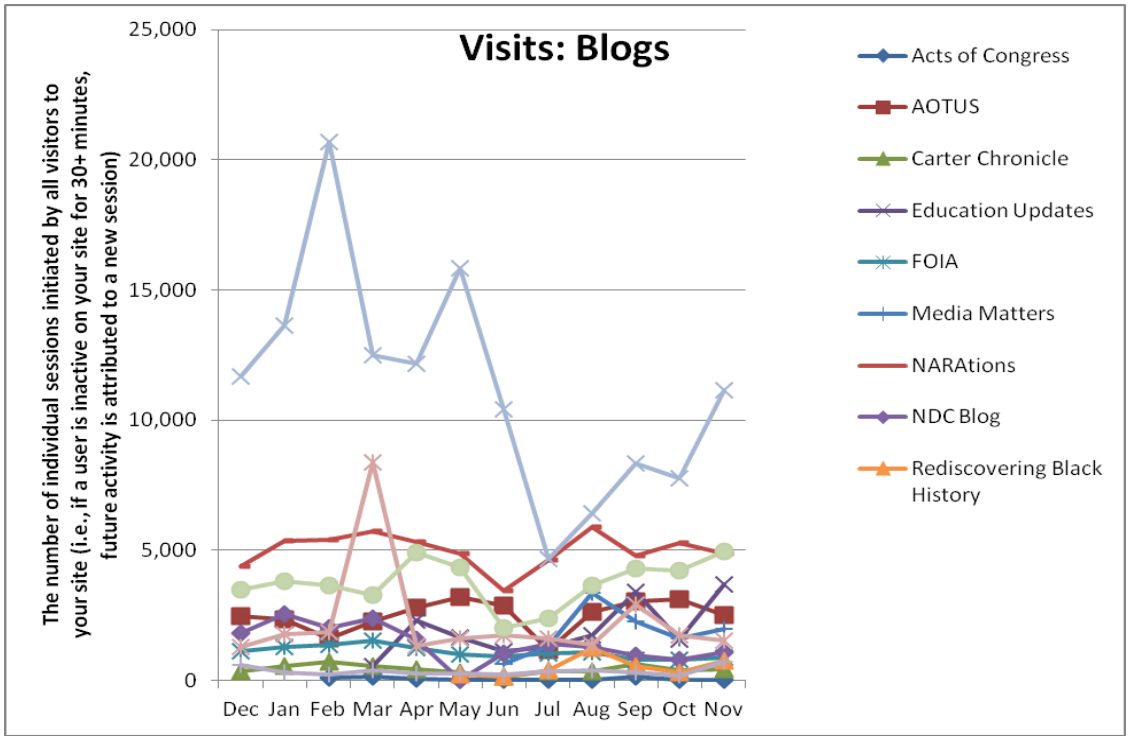
New External Social Media Projects

November Projects

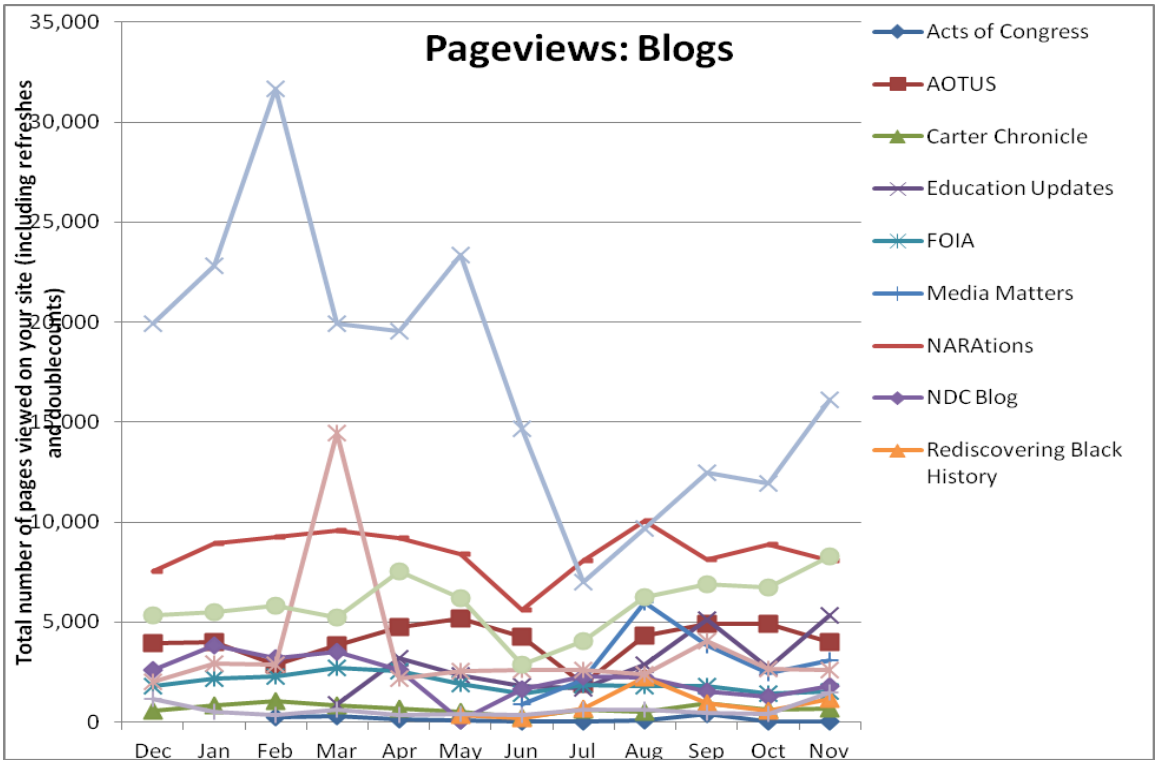
	Dipity	Facebook	Flickr	Twitter	Wiki	Tumblr	Blog	YouTube	Instagram
December									
January		1		1	1		1		
February		1					1		
March									
April				1		1			
May	1					1			
June						1			
July						1			
August									
September									1
October									
November				1					

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

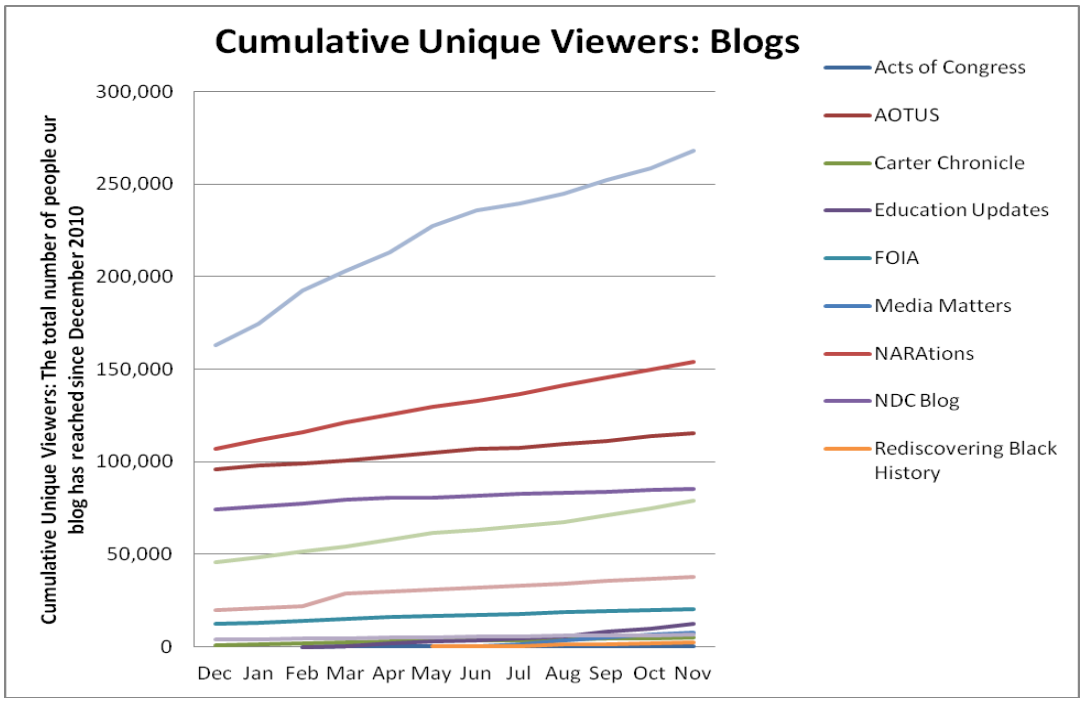
Blog Visits (*Source: Appendix II.A*)



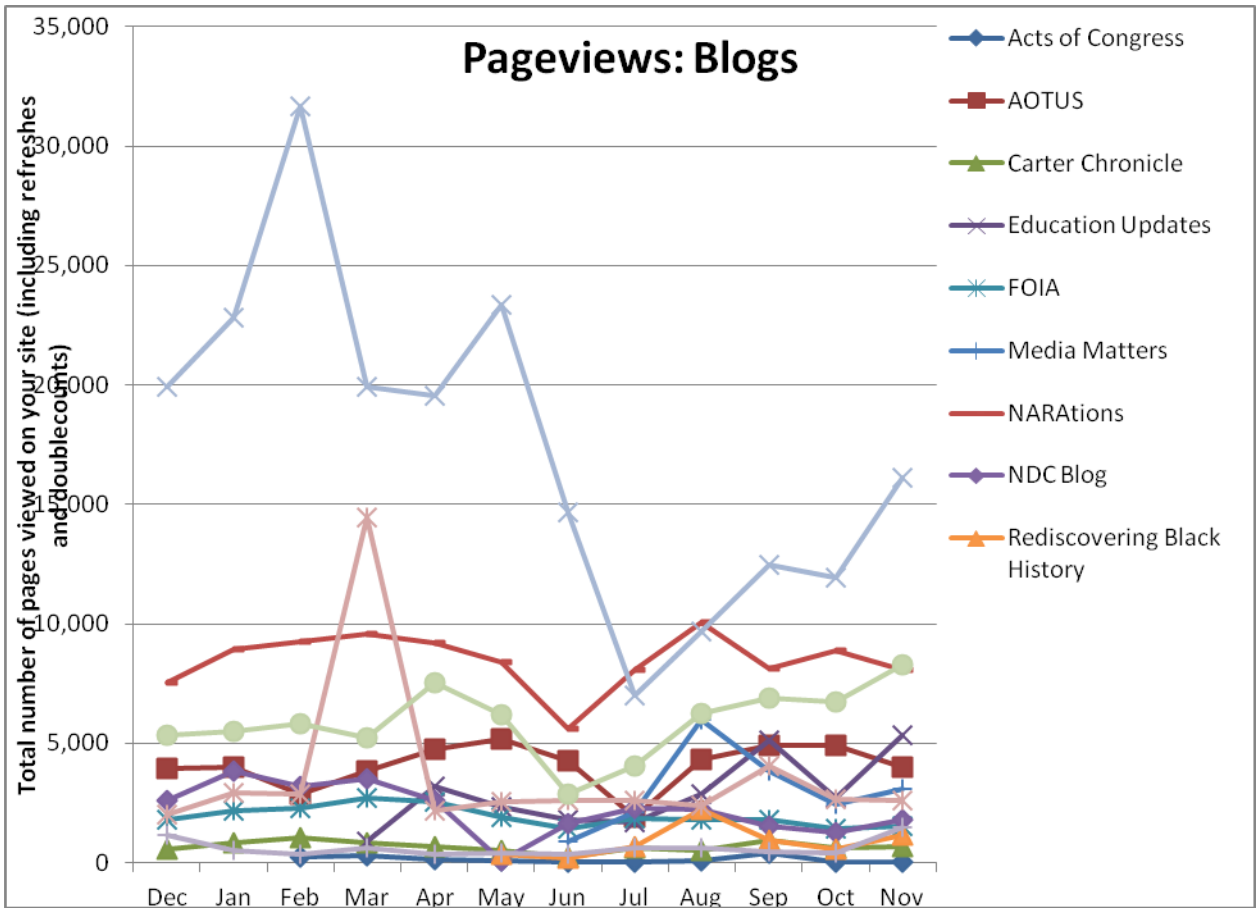
Blog Pageviews (*Source: Appendix II.B*)



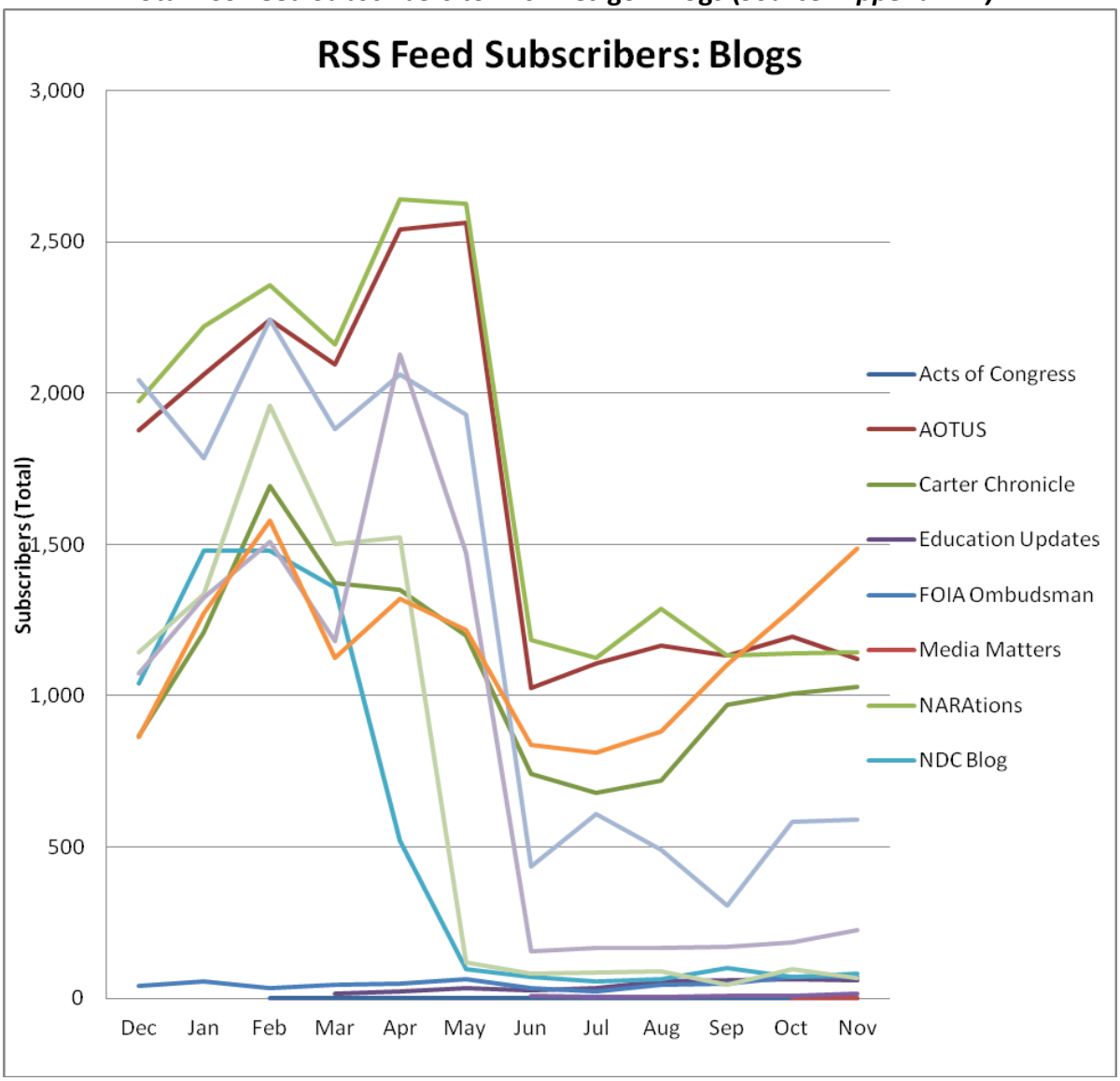
Blog Cumulative Unique Viewers (*Source: Appendix II.C*)



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



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

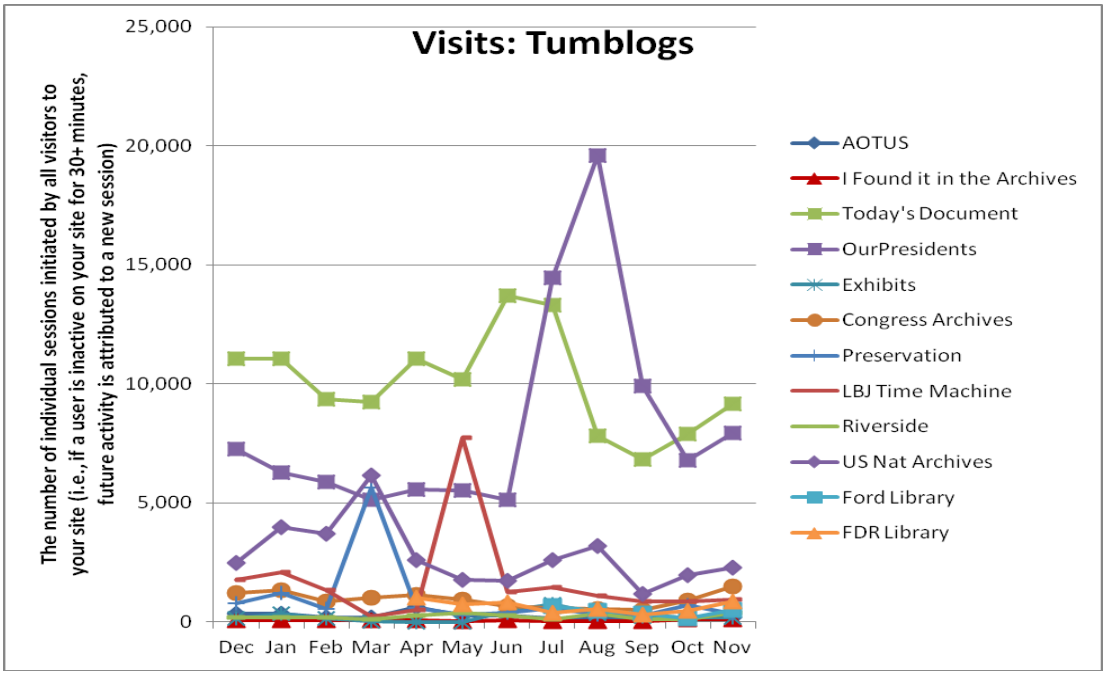


Top 5 Most Viewed Blog Posts in November

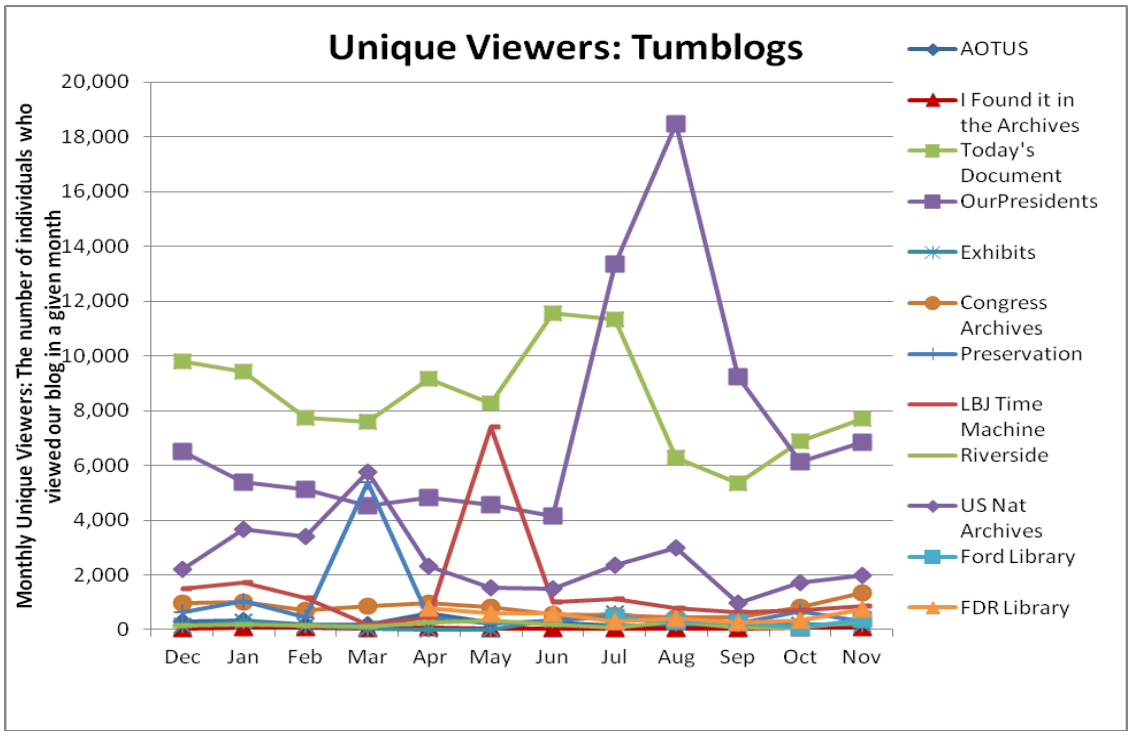
Blog	Pageviews	Post Title
Prologue	1,924	Rare Photo of Lincoln at Gettysburg
Education Updates	1,586	The Documents Behind Twelve Years a Slave
Prologue	1,024	Ten years after a call for help, Iraqi Jewish Documents go on display
NARAtions	709	Ten Records We're Thankful to Have at the National Archives
NDC	703	How to Build a Flying Saucer

Social Media Tools: Detail View – *Tumblr*

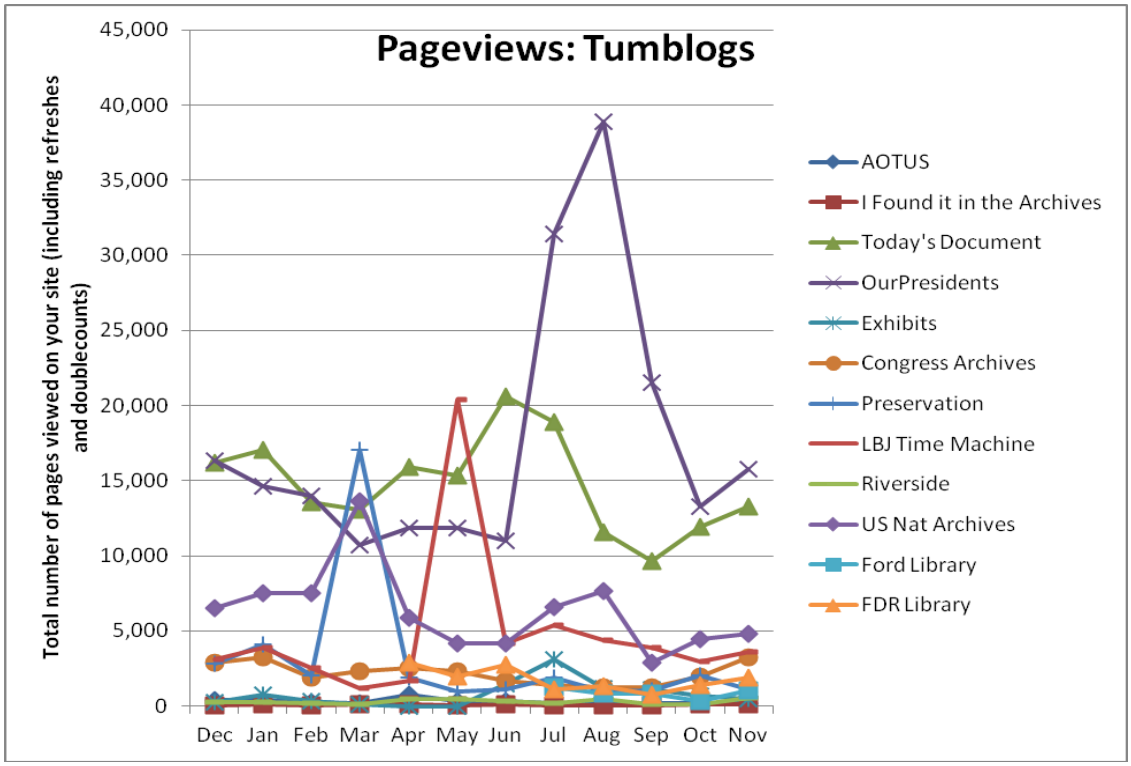
Tumblog Visits



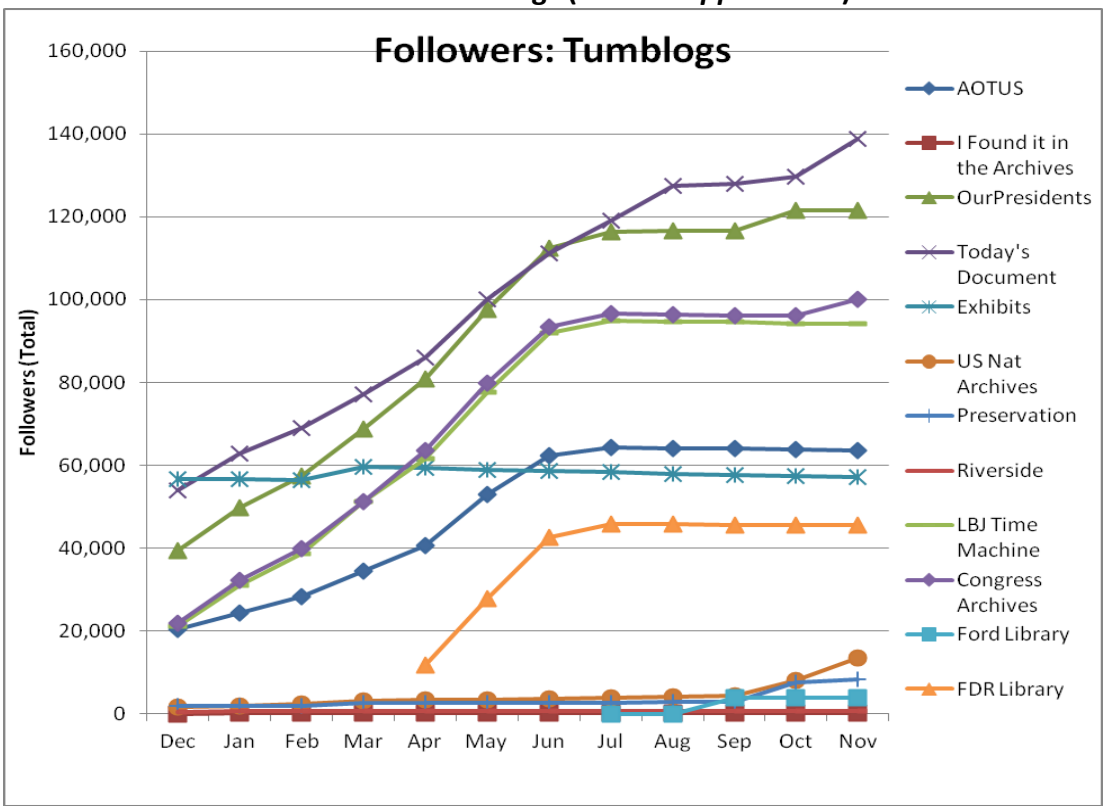
Tumblog Unique Viewers



Tumblog Pageviews

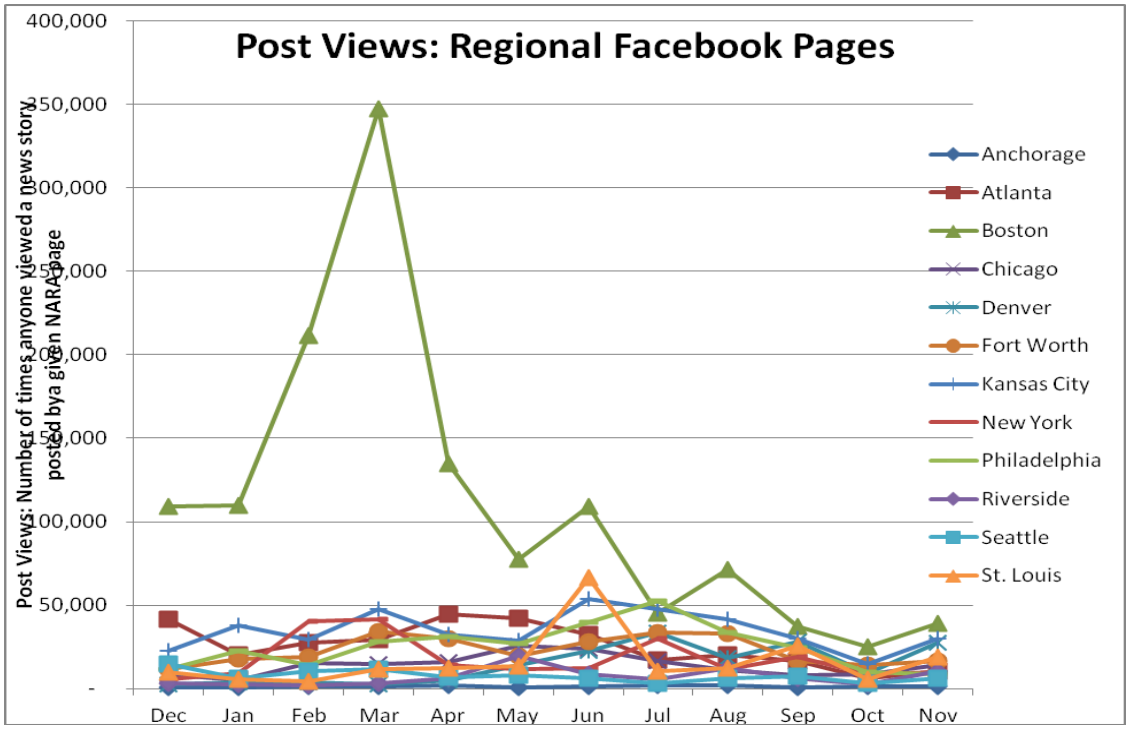


Followers on Tumblogs (*Source: Appendix IV*)

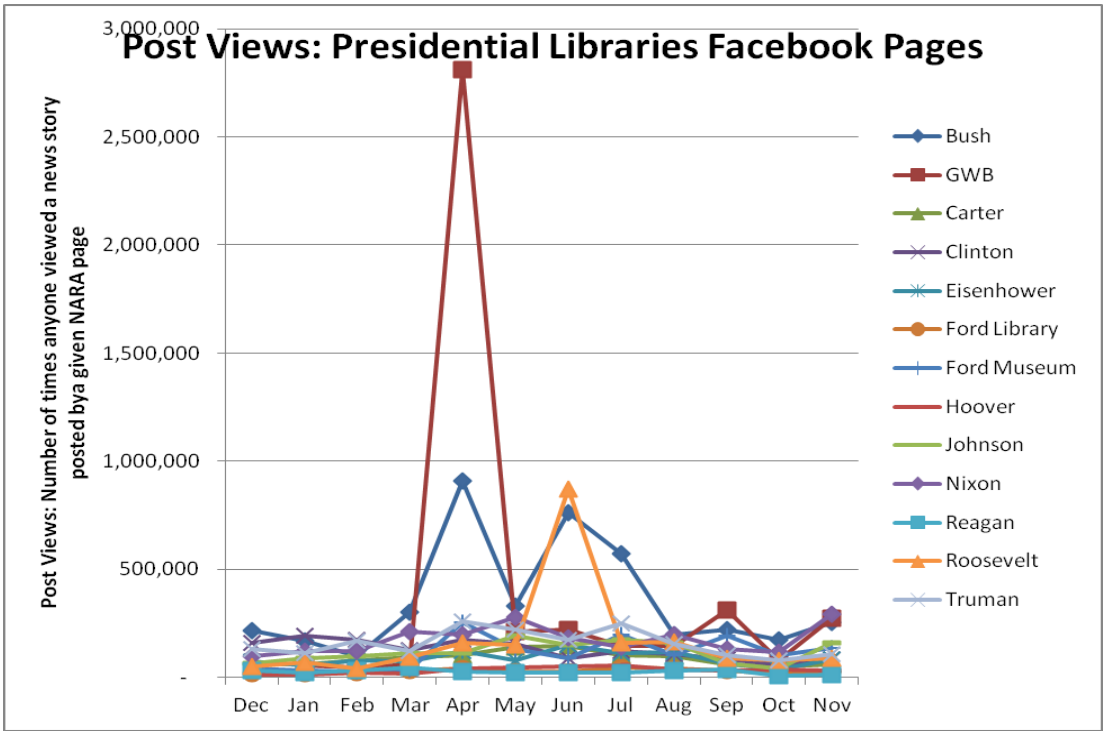


Social Media Tools: Detail View – *Facebook*

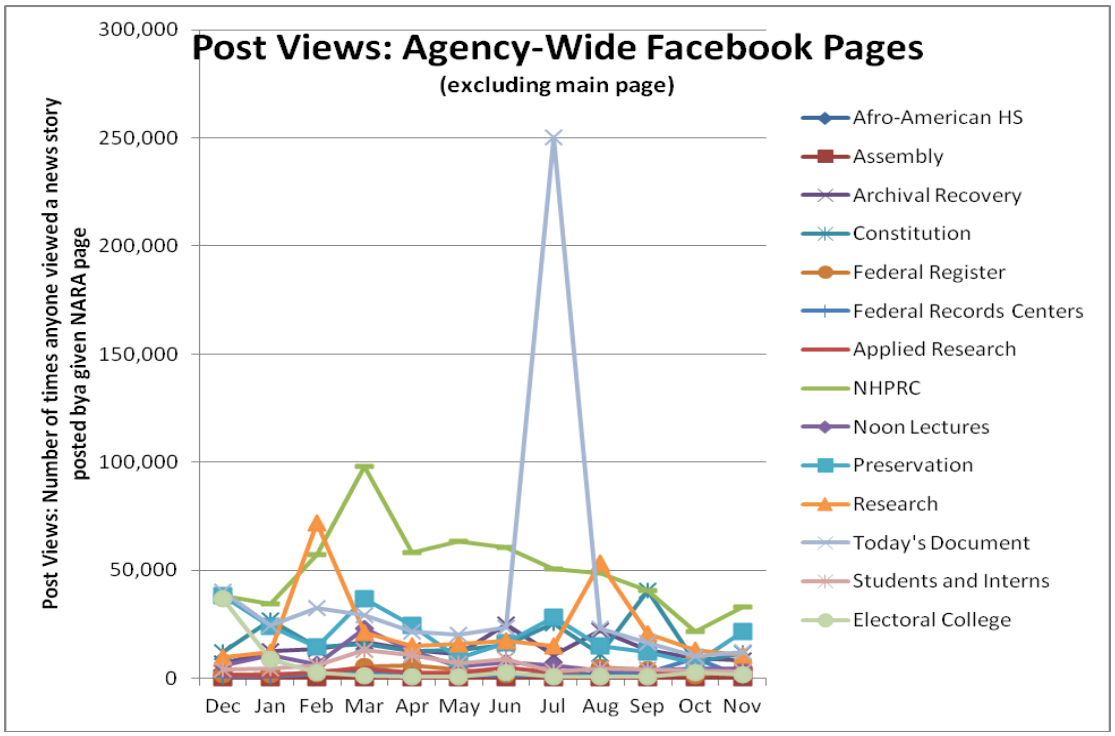
Post Views on Regional Pages *(Source: Appendix IV.A)*

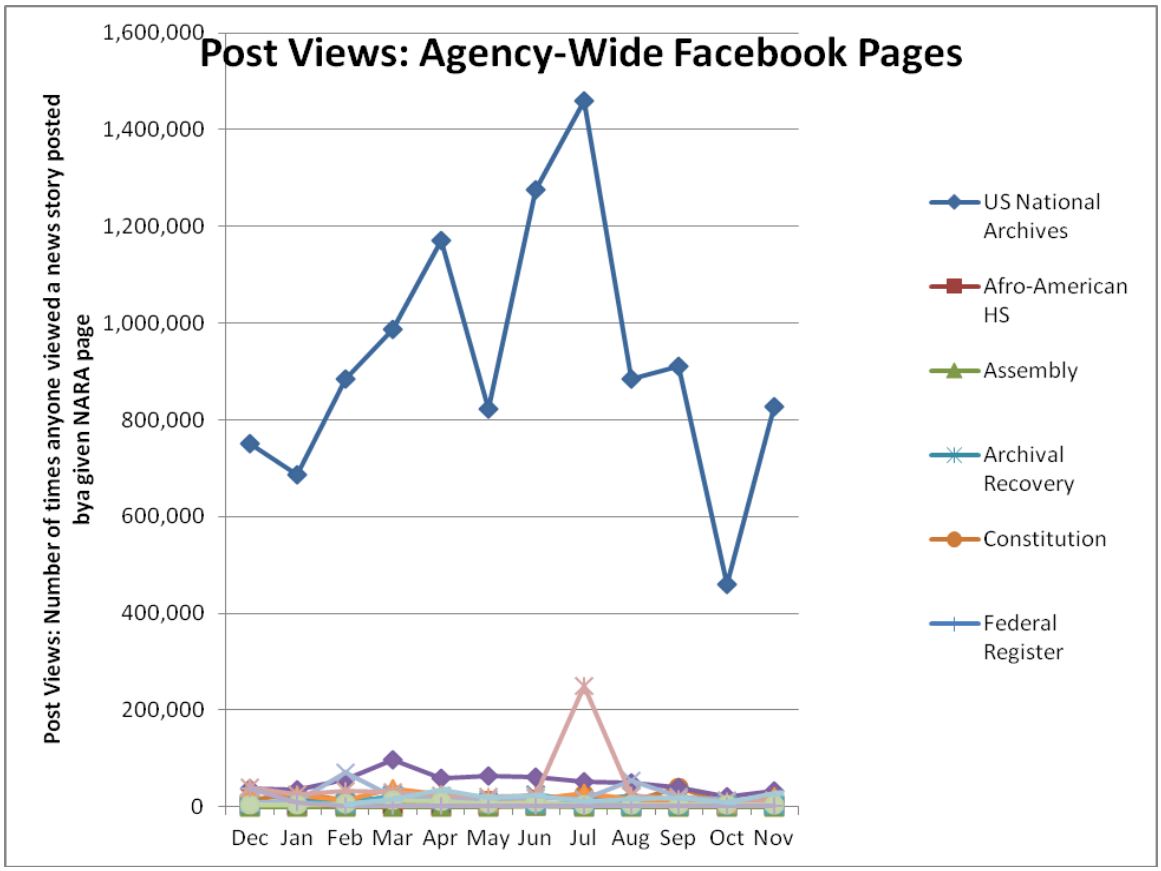


Post Views on Presidential Library Pages *(Source: Appendix IV.A)*

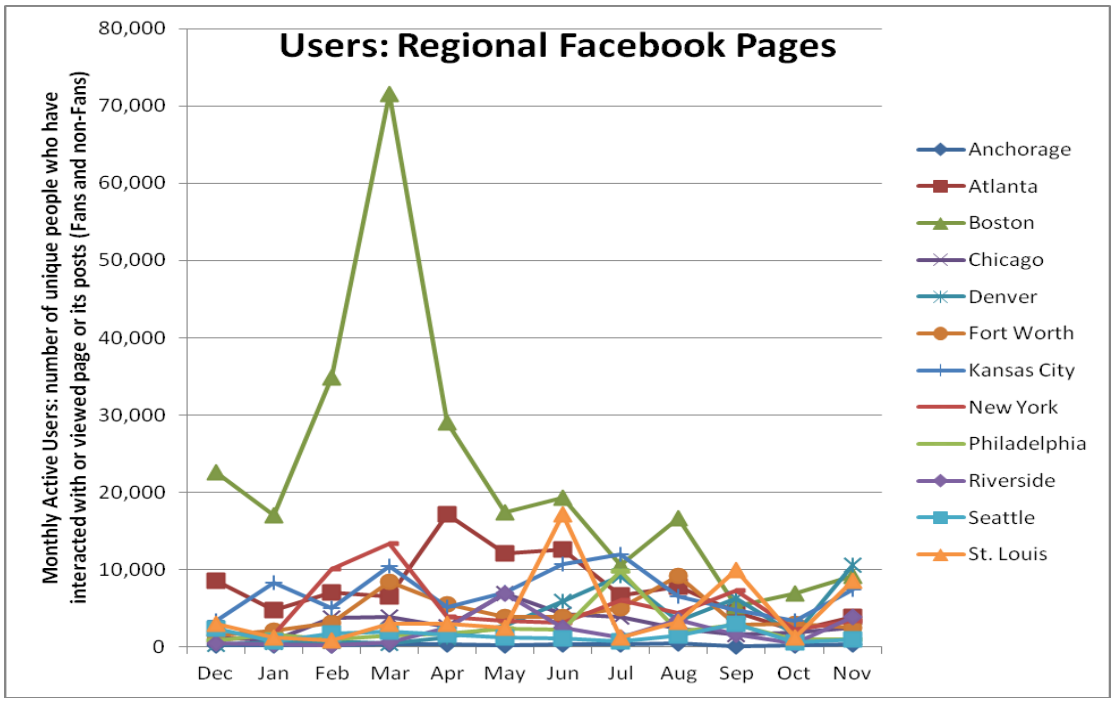


Post Views on Agency-Wide Pages *(Source: Appendix IV.A)*

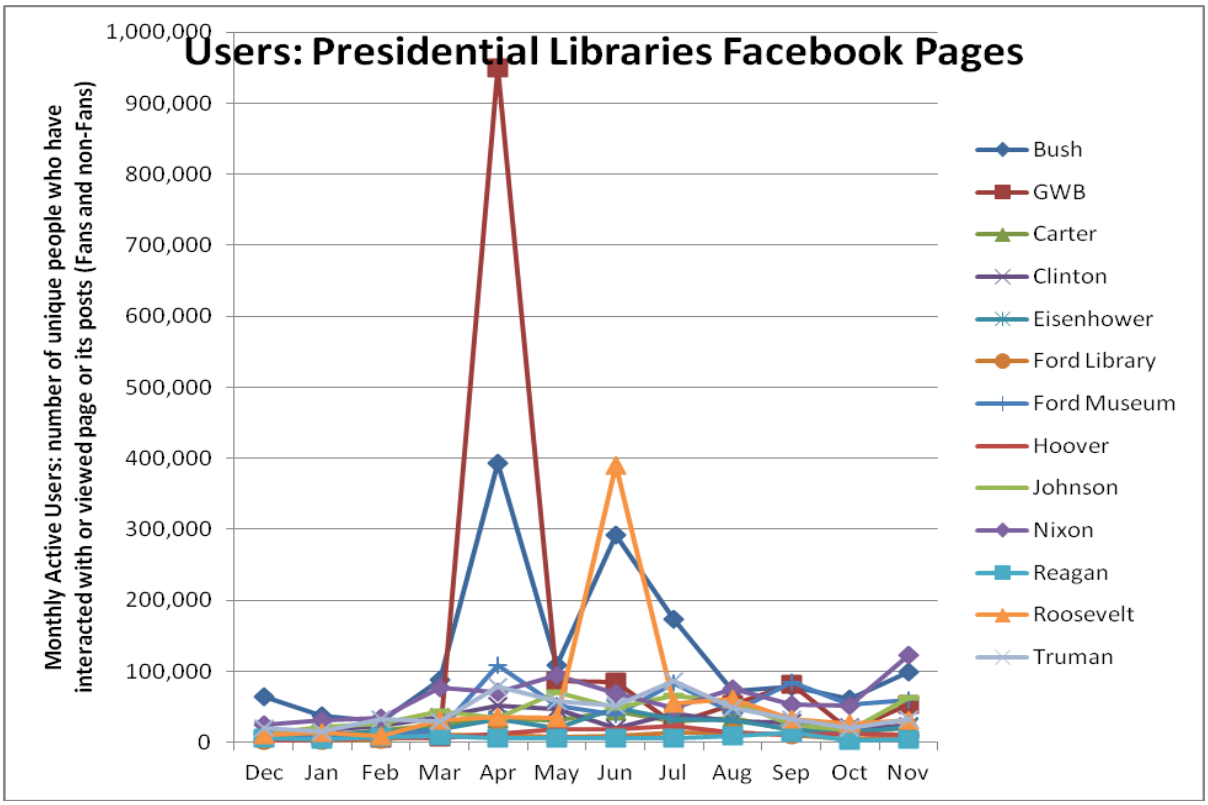




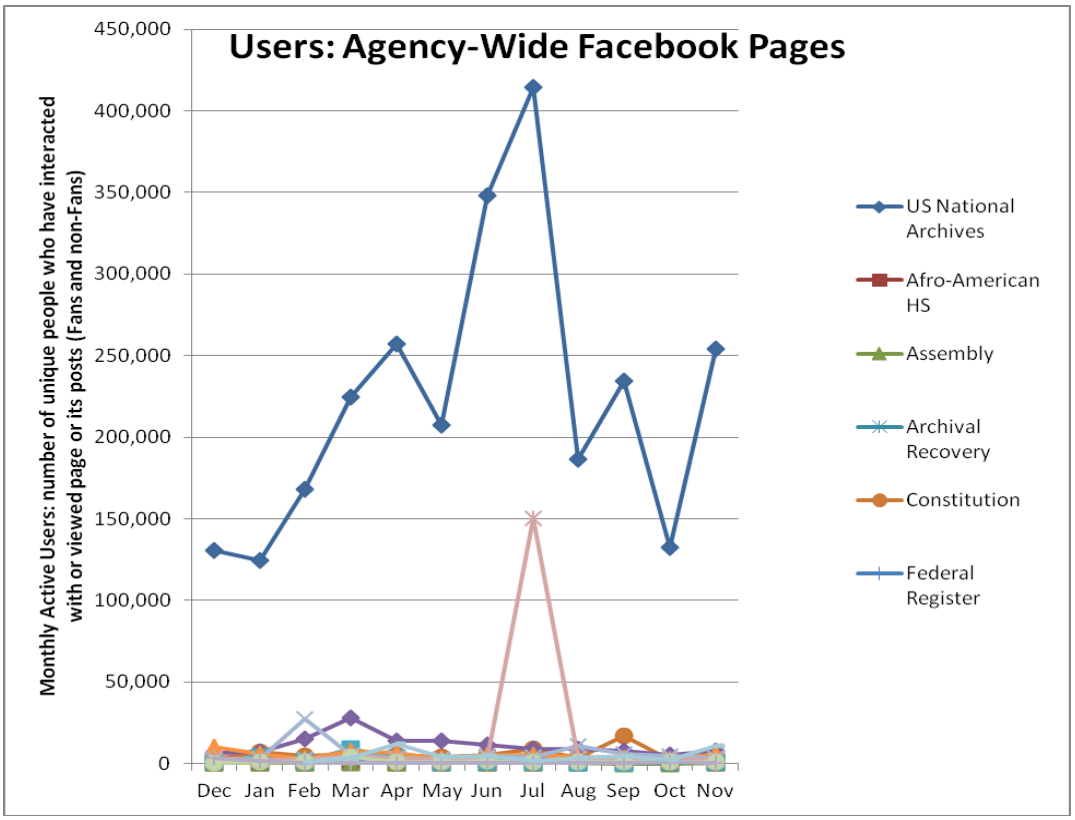
Monthly Active Users of Regional Pages *(Source: Appendix IV.B)*

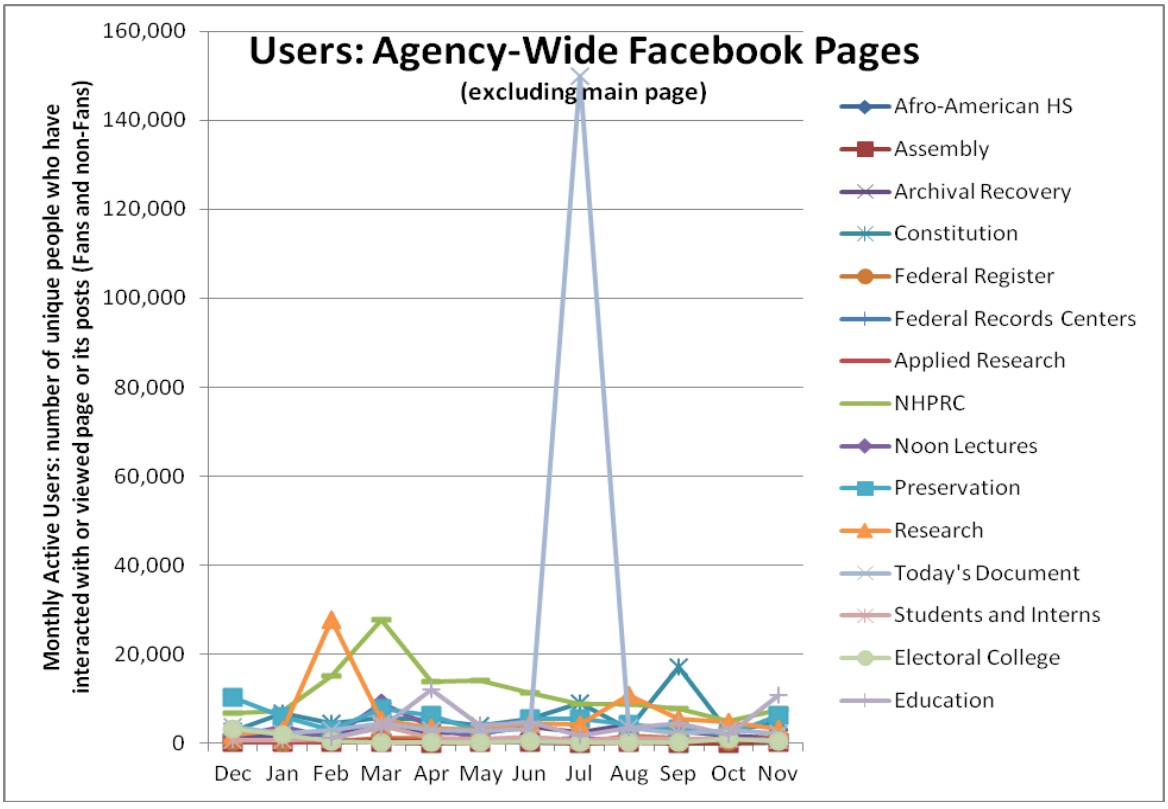


Monthly Active Users of Presidential Library Pages *(Source: Appendix IV.B)*



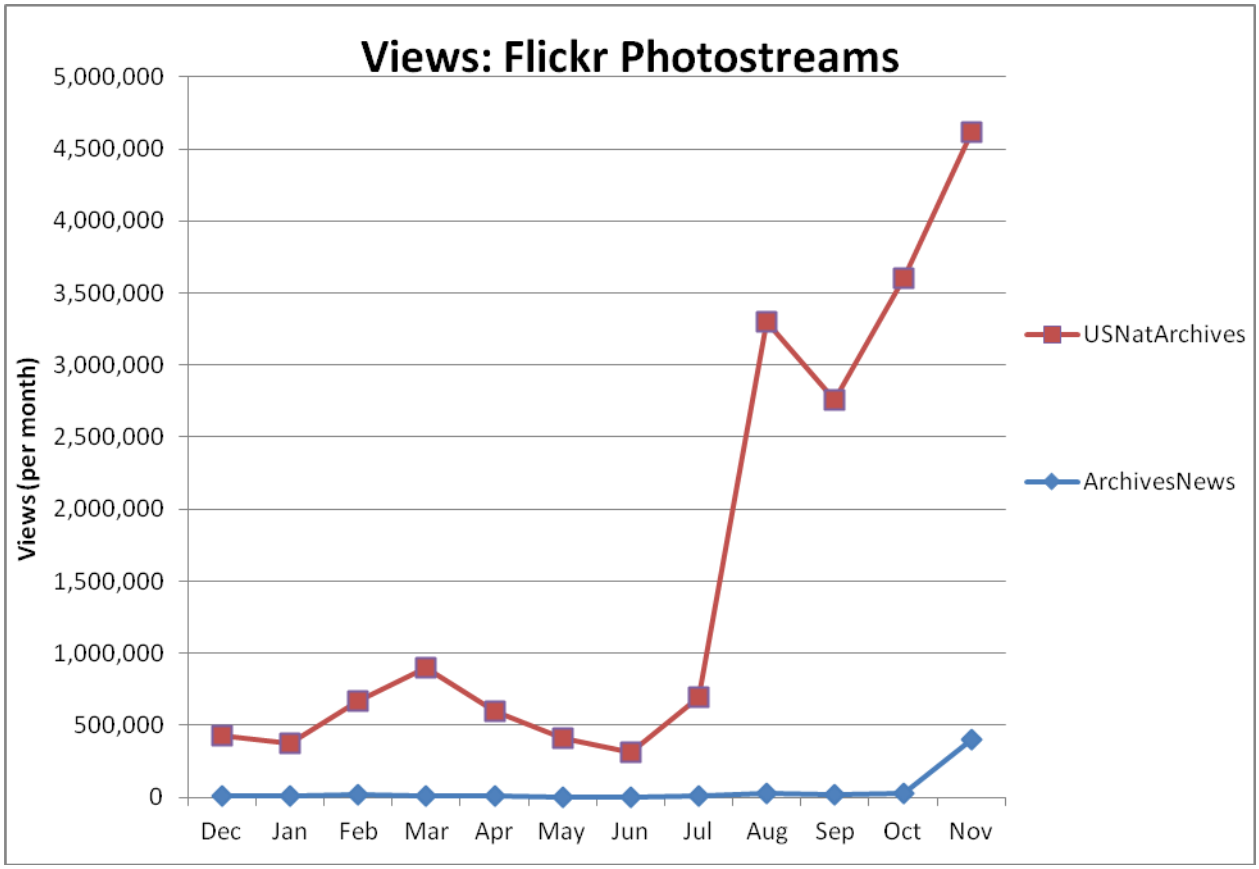
Monthly Active Users of Agency-Wide Pages *(Source: Appendix IV.B)*



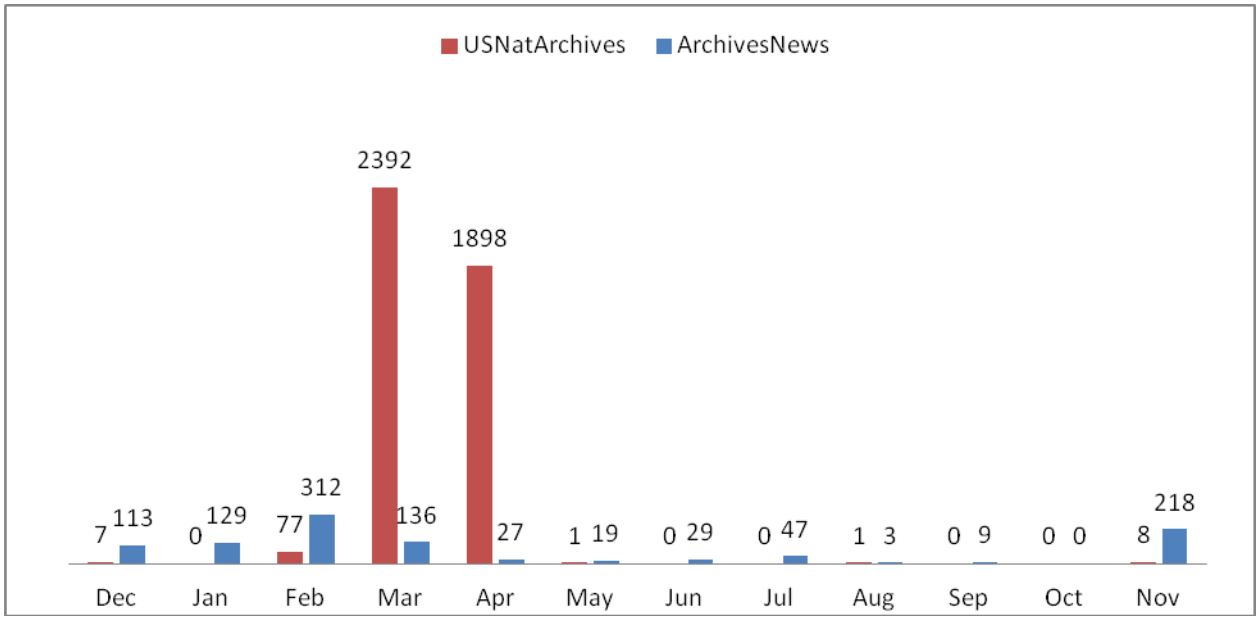


Social Media Tools: Detail View – *Flickr*

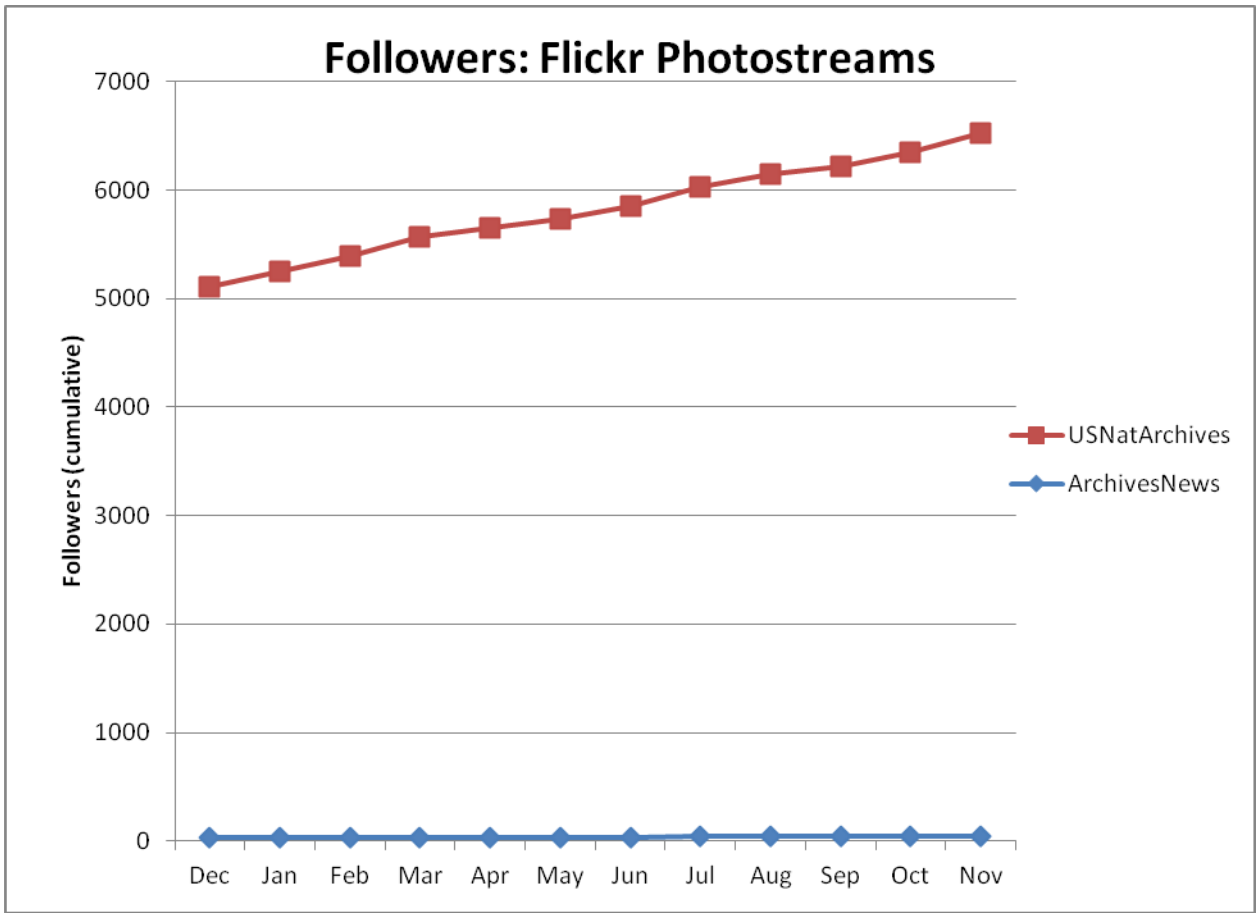
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

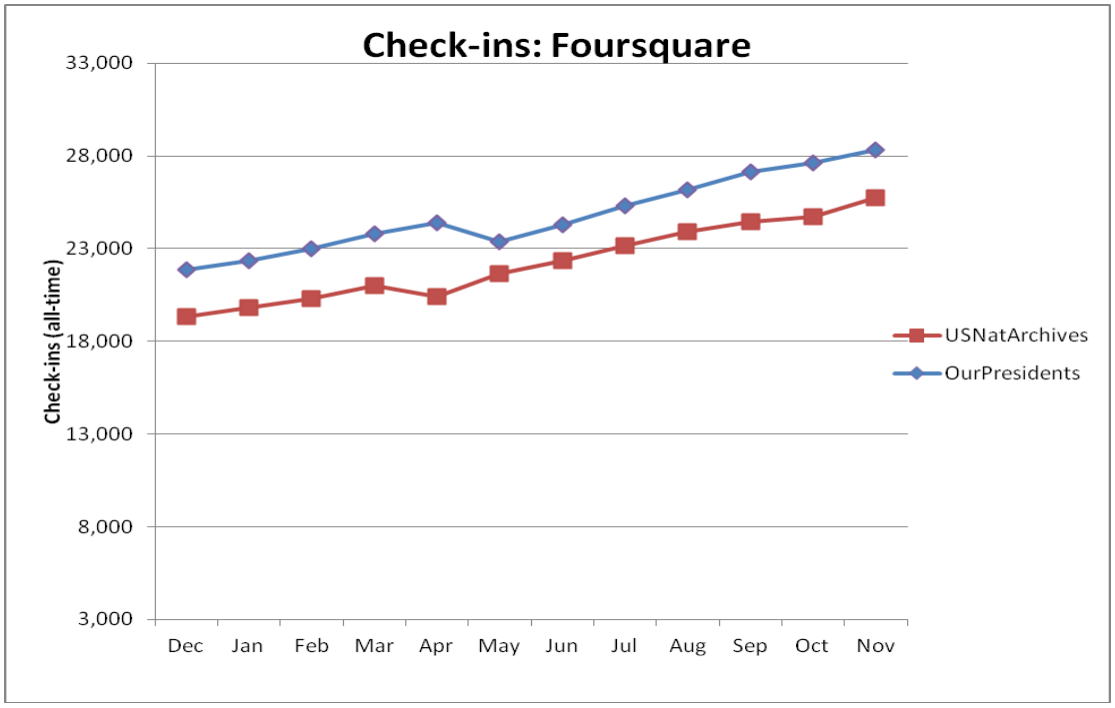


Followers of Photostreams (Cumulative)

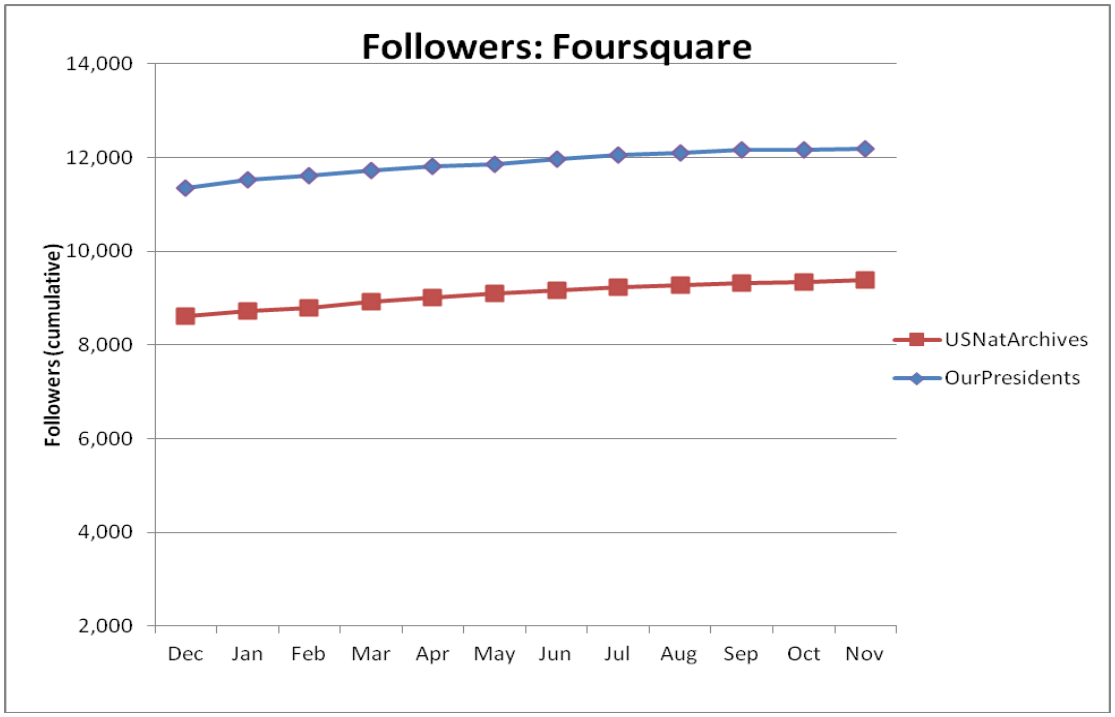


Social Media Tools: Detail View – *Foursquare*

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

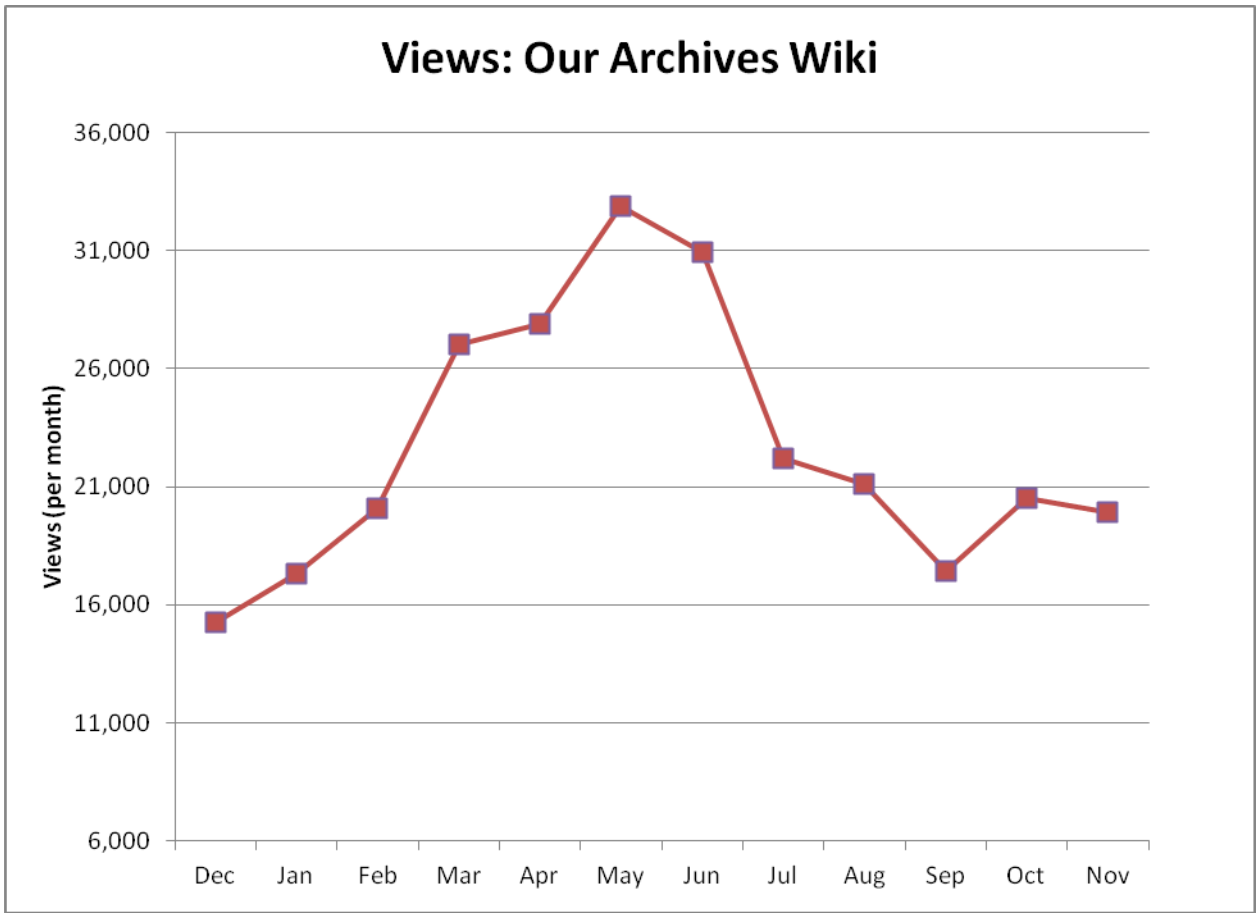


Number of Followers of USNatArchives and OurPresidents (Cumulative)

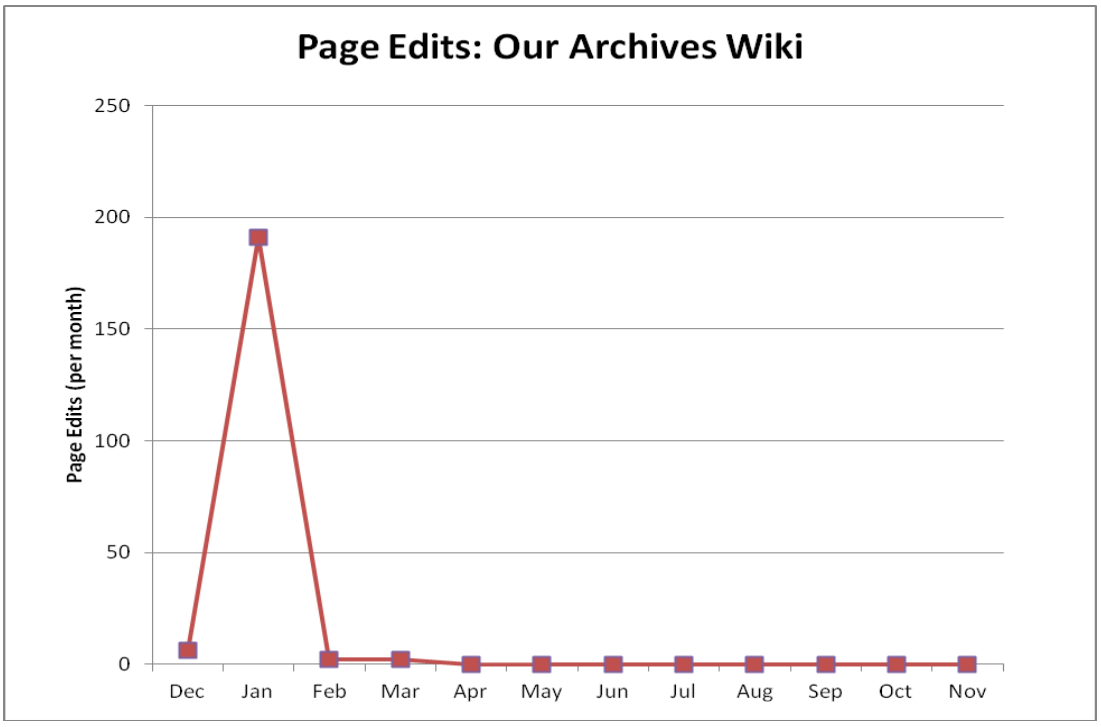


Social Media Tools: Detail View – *Our Archives Wiki*

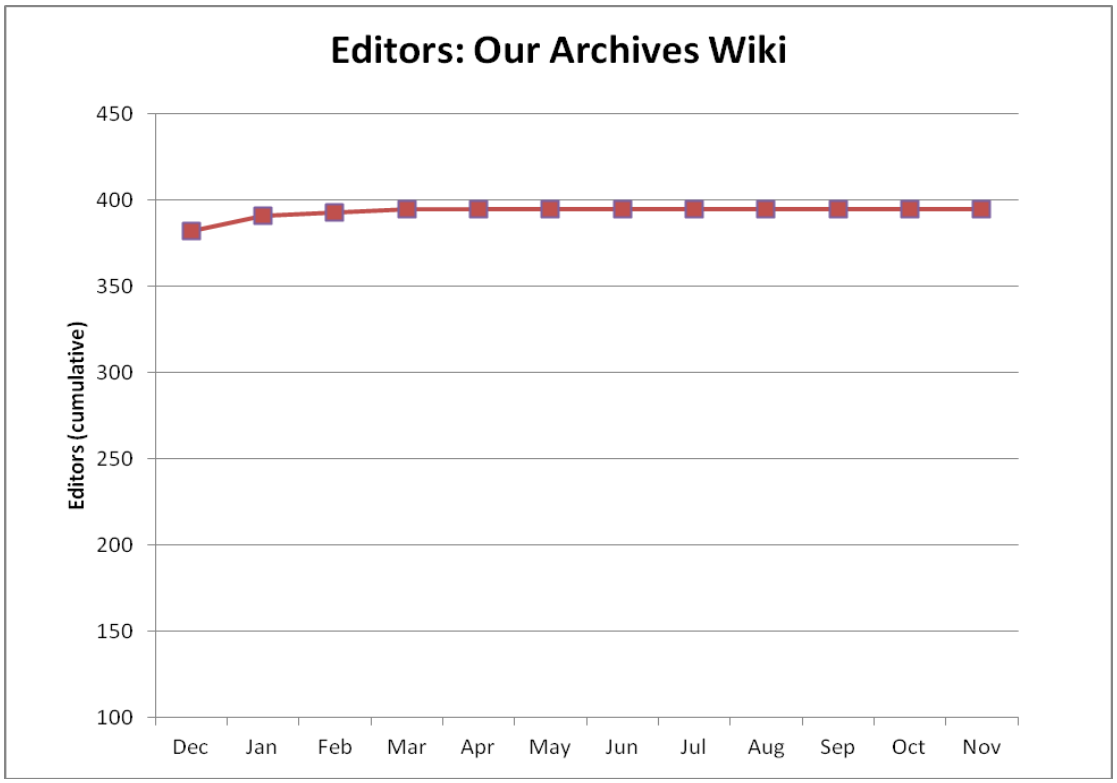
Views on Our Archives Wiki (Per Month)



Edits on Our Archives Wiki (Per Month)

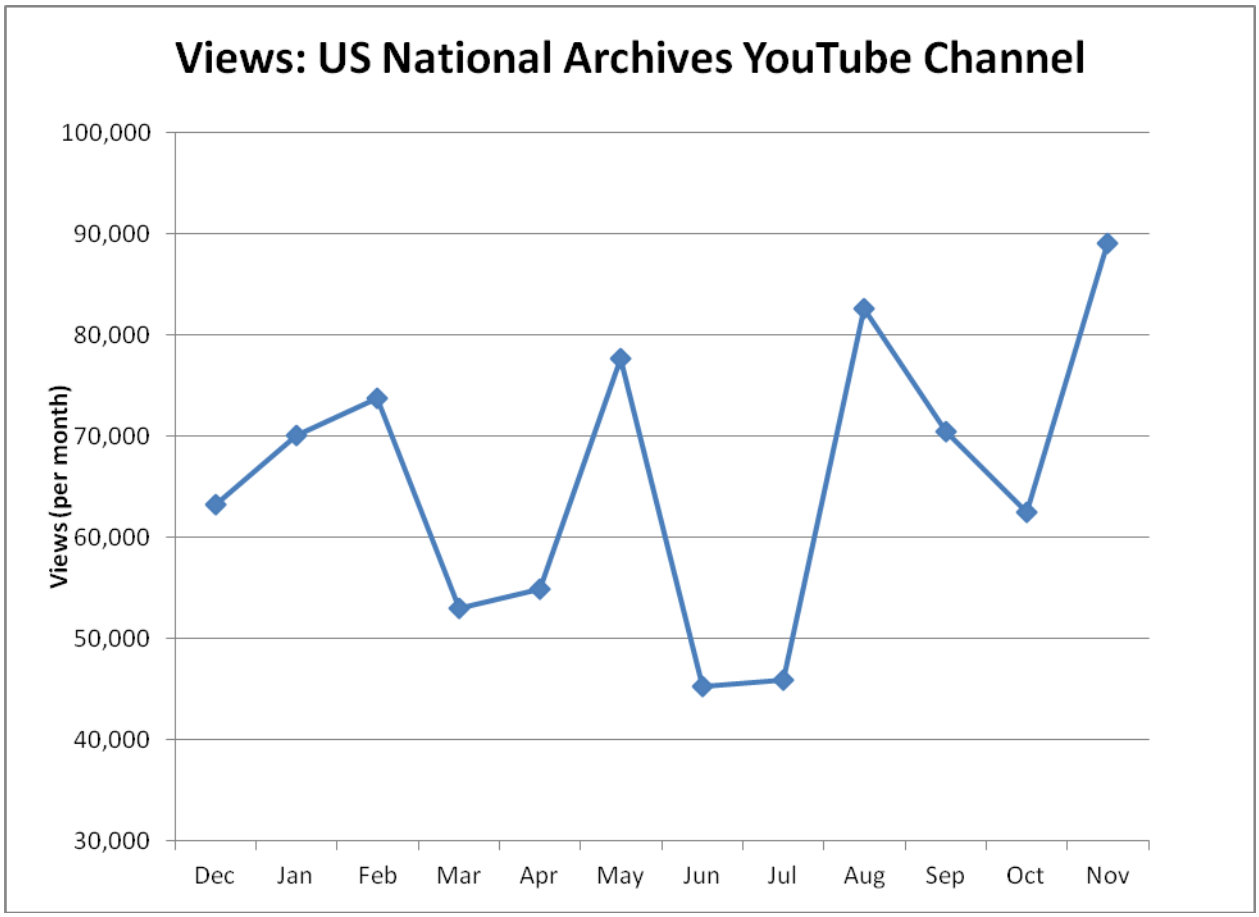


Editors on Our Archives Wiki (Cumulative)

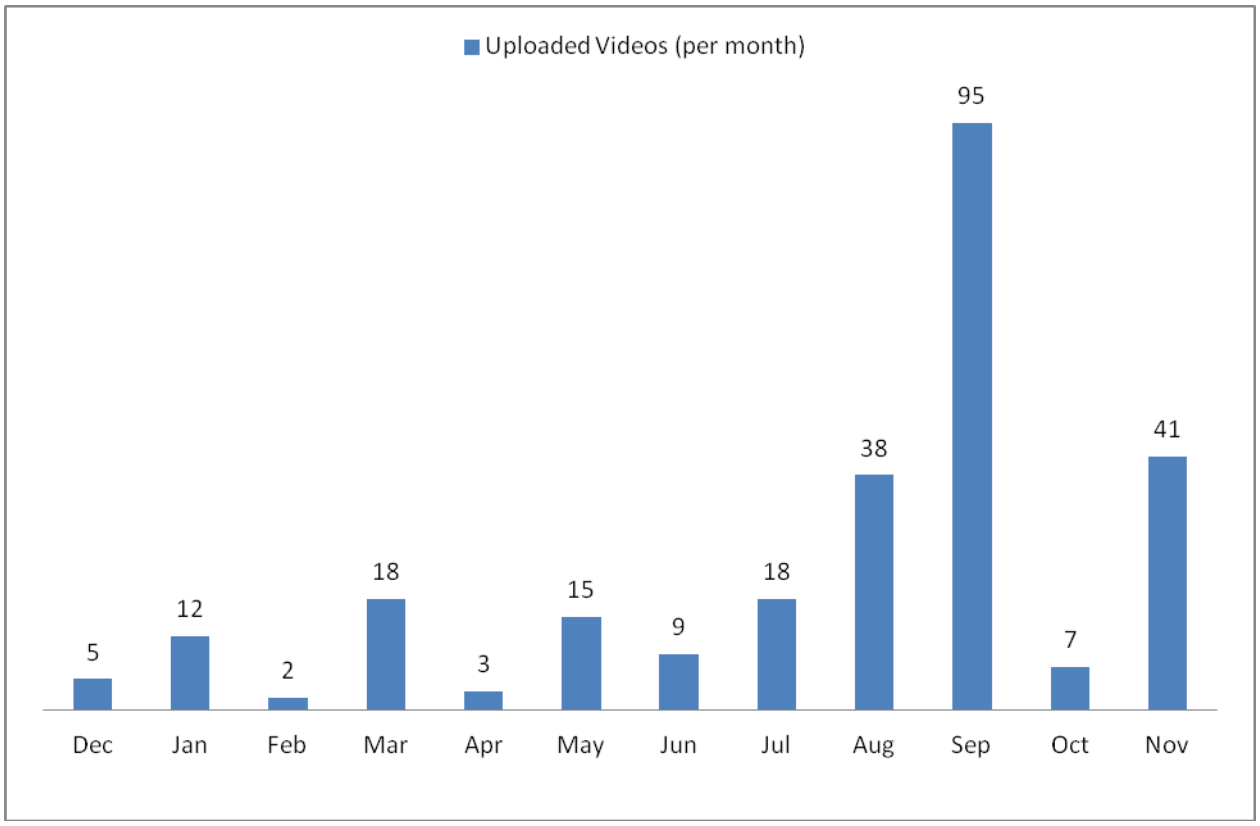


Social Media Tools: Detail View – *YouTube*

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

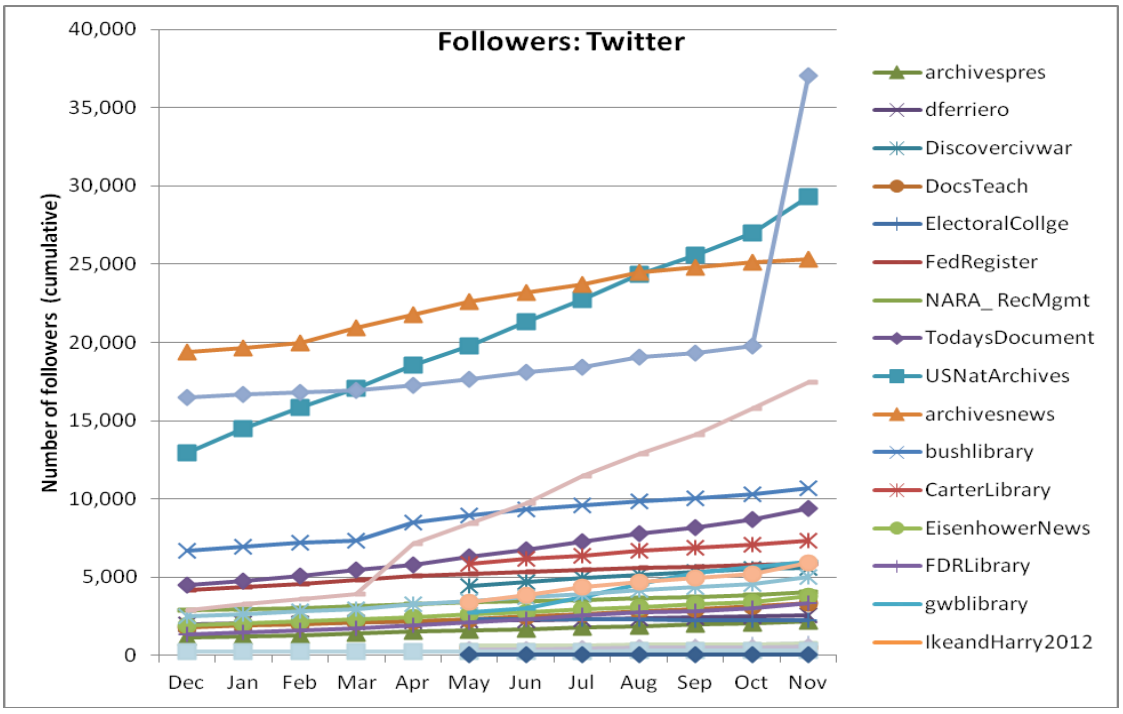


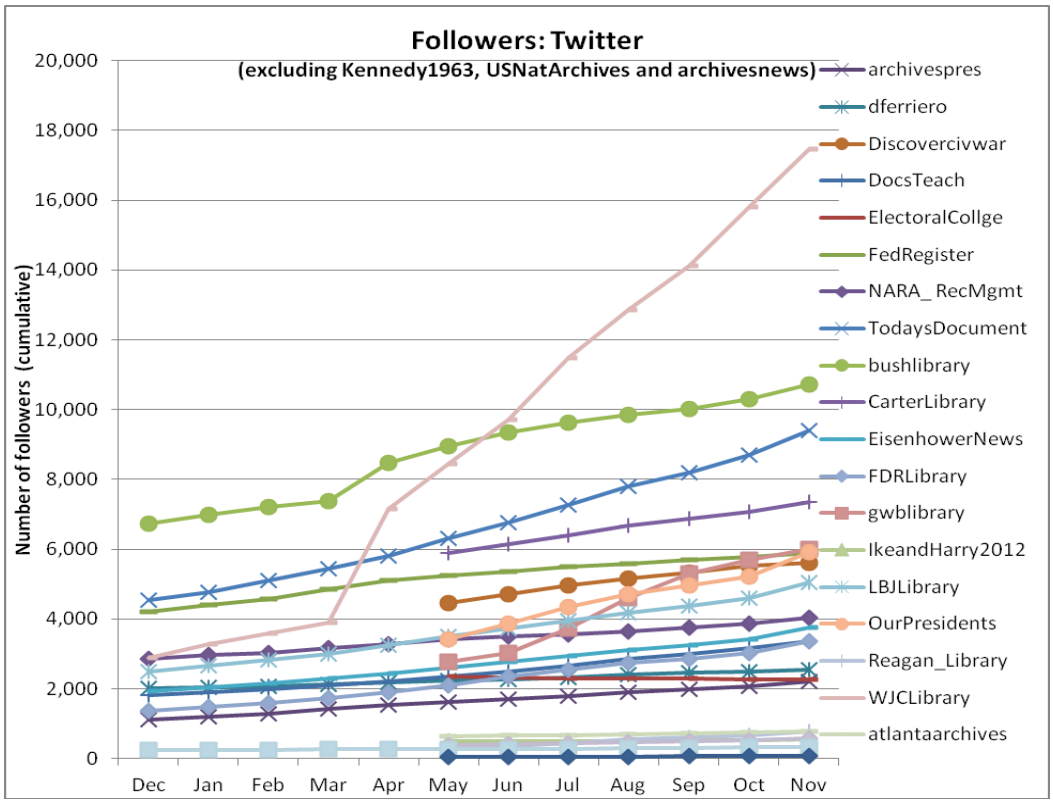
Top 5 Most Viewed Videos for November 2013 on US National Archives Channel

Video Title	Views
Galesburg, Moline, Illinois, 03/06/1967 - 03/09/1967	8,165
Colorado Spring, Colorado, 08/09/1964	5,768
Stories from the Great Depression	5,585
Montebello, California, 12/01/1957	4,682
River Forest, Illinois, 01/01/1958 – 01/10/1958	4,280

Social Media Tools: Detail View – *Twitter*

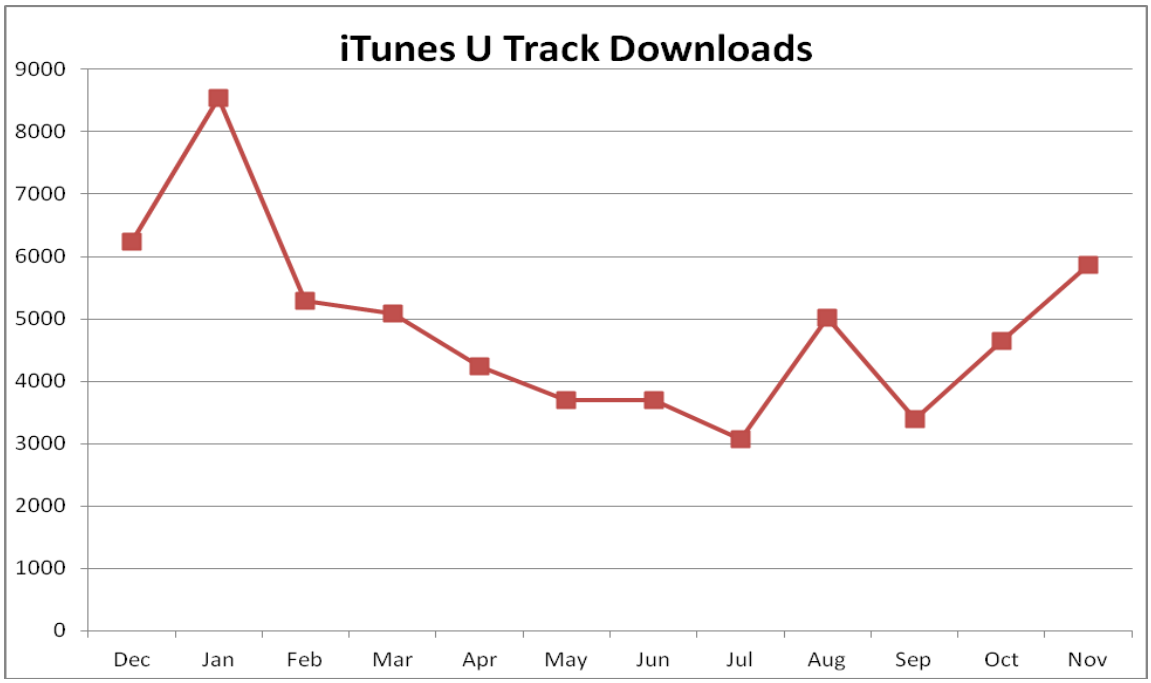
Followers on U.S. National Archives Twitter Feeds *(Source: Appendix V)*



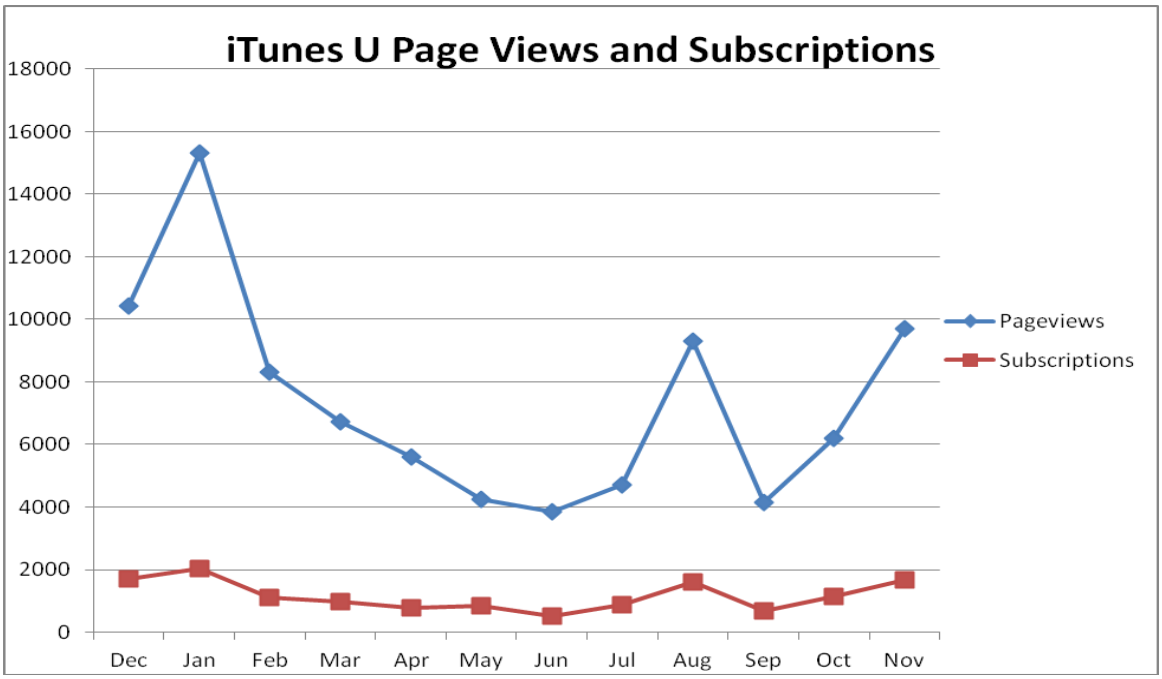


Social Media Tools: Detail View – *iTunes U*

Track Plays and Downloads on U.S. National Archives iTunes U *(Source: Appendix VI)*

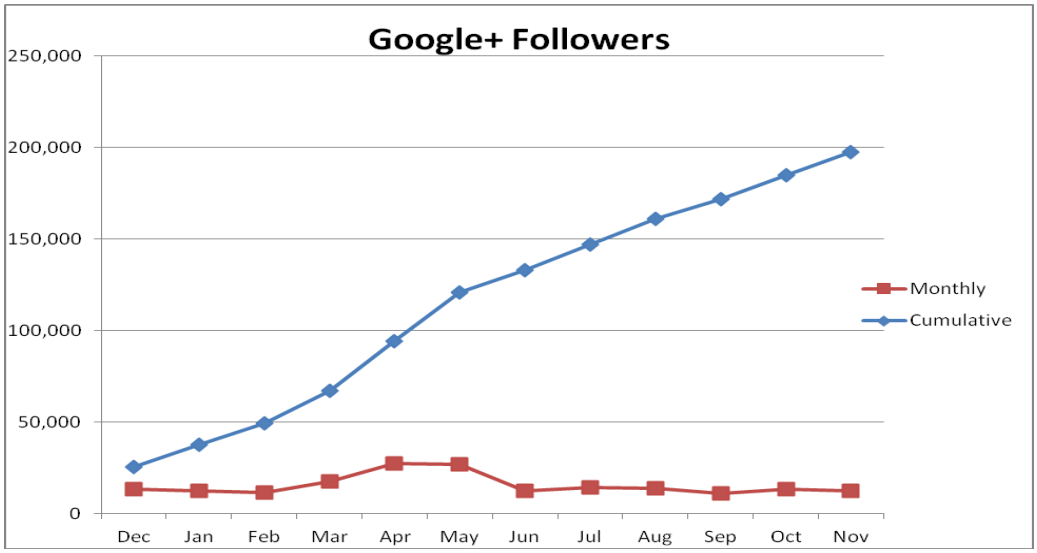


Page Views and Subscriptions on U.S. National Archives iTunes U *(Source: Appendix VI)*



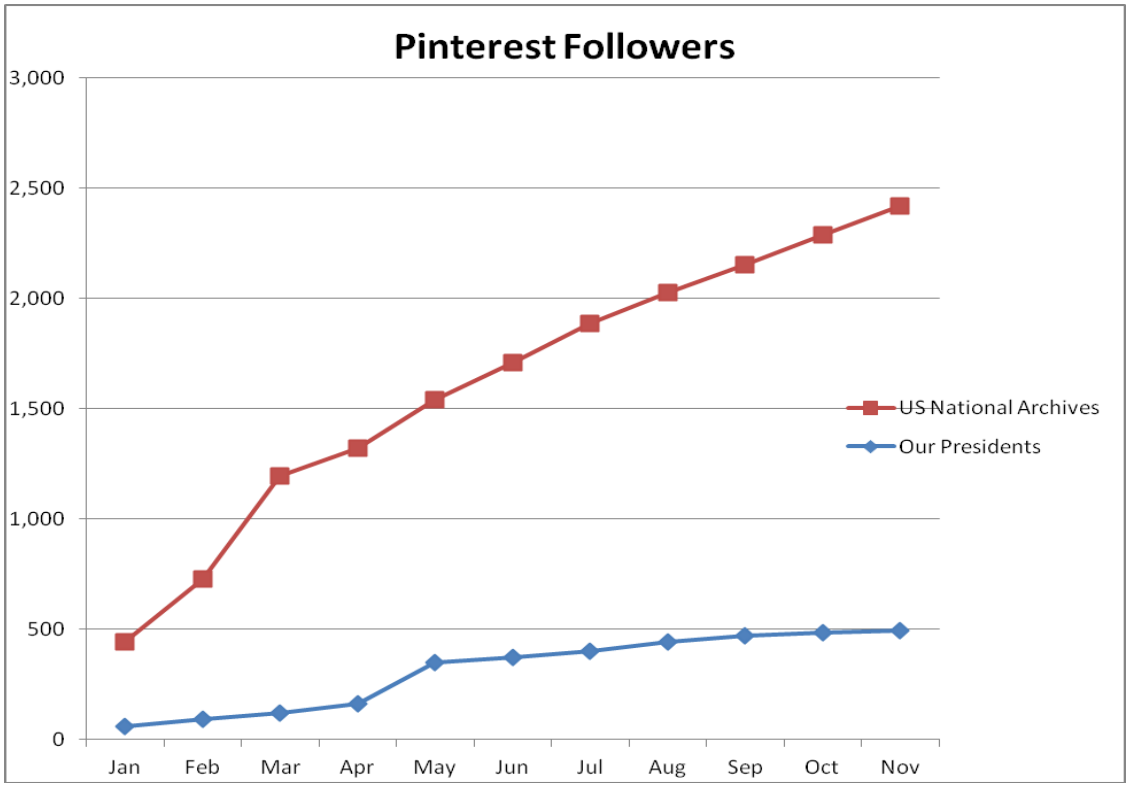
Social Media Tools: Detail View – *Google+*

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.

	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Acts of Congress			103	144	80	39	24	38	37	144	30	**35**
AOTUS	2,462	2,346	1,632	2,256	2,803	3,193	2,860	1,156	2,654	3,044	3,124	**2,524**
The Carter Chronicle	344	552	722	555	444	332	151	355	365	645	394	**437**
Education Updates				544	2,296	1,654	1,125	1,291	1,741	3,405	1,566	**3,677**
FOIA	1,127	1,302	1,392	1,539	1,249	1,020	924	1,047	1,095	803	811	**893**
Hoover Blackboard	458	493	496	508	422	308	198	-	-	-	-	**-**
Media Matters							626	1,325	3,362	2,274	1,612	**1,990**
NARAtions	4,385	5,360	5,405	5,744	5,335	4,874	3,467	4,635	5,911	4,782	5,271	**4,857**
NDC Blog	1,814	2,551	2,008	2,374	1,595	33	1,060	1,427	1,300	973	802	**1,098**
Reagan Education Blog	62	65	64	70	75	97	14	-	-	-	-	**-**
Rediscovering Black History						224	152	409	1,230	553	329	**741**
Prologue Blog	11,679	13,619	20,688	12,489	12,170	15,820	10,422	4,656	6,444	8,322	7,757	**11,159**
Records Express Blog	1,297	1,785	1,871	8,361	1,312	1,627	1,748	1,622	1,392	2,900	1,732	**1,543**
The Text Message	3,478	3,800	3,651	3,293	4,916	4,363	2,015	2,381	3,636	4,313	4,222	**4,958**
Today's Document	2,645	3,252	3,519	3,141	3,118	2,489	1,001	-	-	-	-	**-**
Transforming Classification (PIDB)	591	320	241	407	254	275	247	369	399	294	203	**722**
The Washboard	103	99	103	157	190	98	33	-	-	-	-	**-**
MONTHLY TOTAL	**30,445**	**35,544**	**41,895**	**41,582**	**36,179**	**36,446**	**26,067**	**20,711**	**29,566**	**32,452**	**27,853**	**34,634**

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.

	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Acts of Congress			224	309	124	73	33	53	64	402	41	37
AOTUS	3,963	3,984	2,895	3,844	4,732	5,149	4,270	1,925	4,327	4,909	4,933	4,022
The Carter Chronicle	564	817	1,044	856	665	513	223	634	531	937	608	677
Education Updates				875	3,190	2,319	1,782	1,689	2,870	5,099	2,722	5,358
FOIA	1,776	2,147	2,294	2,698	2,572	1,897	1,434	1,865	1,819	1,813	1,425	1,510
Hoover Blackboard	671	712	750	688	661	418	265	-	-	-	-	-
Media Matters							907	2,135	5,990	3,813	2,440	3,064
NARAtions	7,540	8,925	9,231	9,561	9,186	8,382	5,617	8,066	10,029	8,151	8,879	8,064
NDC Blog	2,625	3,823	3,212	3,538	2,621	60	1,642	2,260	2,200	1,505	1,279	1,782
Reagan Education Blog	99	97	150	120	105	127	19	-	-	-	-	-
Rediscovering Black History						327	203	694	2,211	933	587	1,133
Prologue Blog	19,932	22,795	31,683	19,935	19,539	23,342	14,662	7,010	9,666	12,452	11,914	16,138
Records Express Blog	2,018	2,948	2,847	14,454	2,167	2,570	2,601	2,628	2,363	4,052	2,680	2,587
The Text Message	5,330	5,513	5,802	5,225	7,545	6,175	2,879	4,038	6,242	6,902	6,744	8,306
Today's Document	5,311	6,469	7,221	6,582	6,286	5,039	1,860	-	-	-	-	-
Transforming Classification (PIDB)	1,165	500	355	594	341	404	354	602	619	436	380	1,463
The Washboard	149	149	152	216	198	104	44	-	-	-	-	-
MONTHLY TOTAL	**51,143**	**58,879**	**67,860**	**69,495**	**59,932**	**56,899**	**38,795**	**33,599**	**48,931**	**51,404**	**44,632**	**54,141**

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.

	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Acts of Congress			36	142	208	243	267	297	331	471	500	534
AOTUS	96,155	97,897	99,236	100,901	102,997	105,053	106,926	107,667	109,471	111,416	113,825	115,548
The Carter Chronicle	1,026	1,525	2,169	2,661	3,041	3,343	3,470	3,728	3,989	4,349	4,652	4,987
Education Updates				422	1,858	2,876	3,619	4,385	5,585	8,365	9,705	12,437
FOIA	12,426	13,230	14,160	15,205	16,036	16,682	17,290	17,965	18,647	19,205	19,733	20,355
Hoover Blackboard	10,238	10,680	11,134	11,602	11,987	12,279	12,465	12,465	12,465	12,465	-	-
Media Matters							525	1,619	3,594	5,256	6,448	7,748
NARAtions	106,947	111,527	116,190	121,078	125,750	129,966	132,912	136,846	141,618	145,629	150,071	154,233
NDC Blog	74,102	75,868	77,466	79,340	80,543	80,576	81,433	82,563	83,330	83,974	84,595	85,462
Reagan Education Blog	2,005	2,065	2,129	2,197	2,266	2,360	2372	2,372	2,372	2,372	-	-
Rediscovering Black History						189	317	545	1,231	1,558	1,801	2,216
Prologue Blog	162,926	174,467	192,548	203,059	213,264	227,362	236,035	239,632	244,915	252,040	258,846	268,321
Records Express Blog	19,630	20,817	21,922	28,903	29,805	30,854	31,945	32,957	33,887	35,568	36,768	37,825
The Text Message	45,518	48,523	51,528	54,446	57,971	61,382	63,144	65,074	67,634	71,243	74,851	78,927
Today's Document	51,043	53,988	57,176	60,002	62,817	65,098	66,021	66,021	66,021	66,021	-	-
Transforming Classification	3,941	4,211	4,424	4,748	4,953	5,179	5,389	5,652	5,922	6,150	6,318	6,841
The Washboard	681	756	835	962	1,143	1,238	1,270	1,270	1,270	1,270	-	-
MONTHLY TOTAL	**586,638**	**615,554**	**650,953**	**685,668**	**714,639**	**744,680**	**763,735**	**782,298**	**802,282**	**825,611**	**849,011**	**876,292**

APPENDIX II.D: Blog Unique Viewers (Monthly)

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

	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Acts of Congress			36	106	66	35	24	30	34	140	29	34
AOTUS	1,905	1,742	1,339	1,665	2,096	2,056	1,873	741	1,804	1,945	2409	1,723
The Carter Chronicle	274	499	644	492	380	302	127	258	261	360	303	335
Education Updates				422	1,436	1,018	743	766	1,200	2,780	1340	2,732
FOIA	674	804	930	1,045	831	646	608	675	682	558	568	582
Hoover Blackboard	418	442	454	468	385	292	186	0	0	0	-	-
Media Matters							525	1,094	1,975	1,662	1192	1,300
NARAtions	3,784	4,580	4,663	4,888	4,672	4,216	2,946	3,934	4,772	4,011	4442	4,162
NDC Blog	1,509	1,766	1,598	1,874	1,203	33	857	1,130	767	644	621	867
Reagan Education Blog	58	60	64	68	69	94	12	0	0	0	-	-
Rediscovering Black History						189	128	228	686	327	243	415
Prologue Blog	9,616	11,541	18,081	10,511	10,205	14,098	8,673	3,597	5,283	7,125	6806	9,475
Records Express Blog	805	1,187	1,105	6,981	902	1,049	1,091	1,012	930	1,681	1200	1,057
The Text Message	2,794	3,005	3,005	2,918	3,525	3,411	1,762	1,930	2,560	3,609	3608	4,076
Today's Document	2,421	2,945	3,188	2,826	2,815	2,281	923	0	0	0	-	-
Transforming Classification (PIDB)	420	270	213	324	205	226	210	263	270	228	168	523
The Washboard	74	75	79	127	181	95	32	0	0	0	-	-
MONTHLY TOTAL	**24,752**	**28,916**	**35,399**	**34,715**	**28,971**	**30,041**	**20,720**	**15,658**	**21,224**	**25,070**	**22,929**	**27,281**

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

	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Acts of Congress			0	0	0	0	0	0	0	0	0	0
AOTUS	1,877	2,061	2,243	2,097	2,543	2,564	1,027	1,106	1,166	1,134	1,195	1,120
The Carter Chronicle	866	1,211	1,692	1,374	1,352	1,198	743	678	721	971	1,008	1,028
Education Updates				16	21	32	25	32	54	60	63	61
Hoover Blackboard	927	1,099	1,313	1,332	1,467	1,302	96	120	111	89	-	-
FOIA Ombudsman	41	56	35	46	48	63	33	23	44	49	72	71
Media Matters												
NARAtions	1,972	2,221	2,356	2,163	2,640	2,625	1,185	1,126	1,288	1,133	1,140	1,142
NDC Blog	1,040	1,480	1,478	1,359	520	96	72	56	64	99	71	83
Prologue Blog	2,045	1,787	2,242	1,882	2,063	1,930	436	610	492	306	582	592
Reagan Education Blog	4	5	5	4	4	8	1	2	1	1	-	-
Records Express Blog	1,144	1,335	1,959	1,501	1,523	117	84	84	88	46	97	67
Rediscovering Black History							6	3	5	9	6	16
The Text Message	1,075	1,325	1,509	1,181	2,128	1,471	157	166	166	171	183	225
Today's Document	937	1,119	1,361	1,128	1,350	1,208	66	66	17	62	-	-
Transforming Classification (PIDB)	862	1,272	1,579	1,124	1,319	1,216	839	810	883	1,104	1,289	1,485
The Washboard	855	1,393	1,668	1,407	1,620	1,430	982	468	277	111	-	-
MONTHLY TOTAL	**13,645**	**16,364**	**19,440**	**16,614**	**18,598**	**15,260**	**5,749**	**5,350**	**5,377**	**5,345**	**5,942**	**5,890**

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.

	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Life Total
Monthly Total (A+P+R)	**2,145,482**	**2,084,274**	**2,500,421**	**3,169,463**	**6,930,053**	**3,226,409**	**4,822,239**	**4,253,186**	**2,915,594**	**2,731,677**	**1,554,817**	**2,774,248**	**90,321,433**
Agency-Wide Total	**950,388**	**850,113**	**1,118,705**	**1,273,908**	**1,388,810**	**995,842**	**1,485,406**	**1,867,950**	**1,096,775**	**1,092,388**	**562,722**	**972,460**	**42,365,765**
US National Archives	751,765	685,234	884,702	985,890	1,171,852	821,757	1,274,885	1,459,551	884,583	910,660	459,932	826,773	**33,572,669**
Afro-American History Society	1,379	2,033	1,873	3,135	1,994	716	1,416	1,464	1,979	1,542	1,282	1,512	**38,423**
Assembly	251	122	263	334	107	259	446	148	188	66	89	195	**11,500**
eStore	686	920	1,040	890	-	-	-	-	-	-	-	-	**-**
Recovery	7,041	12,451	13,617	17,044	13,110	11,086	24,798	10,580	22,216	13,104	9,250	8,480	**681,335**
Constitution	12,365	26,706	14,299	15,949	12,777	12,969	15,375	25,235	11,021	40,705	7,337	11,578	**1,094,007**
Federal Register	1,555	1,512	1,971	5,389	6,039	4,082	1,910	1,657	5,148	3,981	1,448	4,341	**182,407**
Federal Records Centers	633	771	2,149	2,198	1,902	1,488	1,417	1,830	1,380	2,602	9,271	672	**66,202**
Applied Research	1,904	1,296	3,357	4,358	2,863	2,573	4,883	2,618	4,533	3,074	2,919	4,398	**195,731**
NHPRC	38,003	34,598	57,257	97,945	58,339	63,235	60,552	50,585	48,826	40,423	21,631	32,831	**1,895,228**
Noon Lectures	6,004	10,856	6,560	22,903	12,433	5,742	7,276	5,973	3,572	3,512	4,442	4,792	**174,174**
Preservation	38,085	23,829	14,514	36,896	24,488	9,475	16,397	28,504	15,028	12,012	6,960	21,801	**732,447**
Research Red	9,568	12,238	71,780	21,294	14,940	15,752	17,380	15,041	53,442	20,835	13,301	10,764	**1,309,043**
Today's Document	40,209	24,332	32,460	29,326	21,828	20,309	23,344	250,464	22,922	16,480	10,285	12,305	**1,844,874**
NARA Students and Interns	4,295	4,421	6,186	13,208	10,565	7,113	8,945	3,359	4,765	4,186	3,781	3,317	**144,311**
Electoral College	36,645	8,794	2,508	1,110	854	787	2,502	664	938	865	2,532	1,733	**196,455**

Education			4,169	16,039	34,719	18,499	23,880	10,277	16,234	18,341	8,262	26,968	**177,388**
	Dec	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sept**	**Oct**	**Nov**	**Life Total**
Presidential Total	**953,170**	**992,715**	**1,003,687**	**1,323,308**	**5,207,061**	**1,983,741**	**2,933,279**	**2,088,602**	**1,544,756**	**1,420,575**	**883,924**	**1,609,081**	**39,843,826**
Bush	214,951	167,632	96,002	302,611	908,170	330,498	760,636	570,368	195,324	221,067	175,814	254,037	**8,034,039**
George W Bush		54,341	47,040	58,913	2,811,670	213,945	223,220	144,792	146,649	310,531	78,461	275,074	**4,364,636**
Carter	57,627	57,534	77,560	92,756	104,205	141,579	143,889	101,408	98,345	59,901	49,425	62,163	**2,091,320**
Clinton	161,473	194,292	175,964	124,362	171,964	153,405	87,700	123,095	106,436	85,566	62,111	82,002	**5,161,441**
Eisenhower	73,997	53,399	78,144	74,334	120,393	78,151	151,820	111,173	114,976	66,085	37,895	82,517	**2,657,888**
Ford Library	15,120	15,468	20,045	33,400	41,334	27,778	28,744	45,199	39,335	32,157	15,143	26,659	**511,543**
Ford Museum	41,767	29,982	26,696	37,673	252,161	128,676	88,303	198,355	101,375	194,120	103,762	134,579	**2,046,296**
Hoover	13,023	10,885	24,068	18,942	40,599	43,691	48,204	55,376	37,669	29,633	37,359	32,057	**859,114**
Johnson	64,632	87,389	96,800	112,018	111,171	193,657	147,949	171,957	159,239	66,640	40,883	160,662	**2,379,533**
Nixon	95,577	121,259	119,370	210,518	197,502	279,198	184,276	138,462	195,060	131,423	117,518	290,850	**3,847,590**
Reagan	32,519	22,698	31,348	43,776	28,247	21,666	22,049	20,510	29,435	34,926	8,004	11,107	**748,501**
Roosevelt	49,183	67,018	41,039	93,467	160,278	151,496	872,279	160,099	165,503	87,117	76,802	88,205	**2,791,657**
Truman	133,301	110,818	169,611	120,538	259,367	220,001	174,210	247,808	155,410	101,409	80,747	109,169	**4,350,268**
	Dec	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sept**	**Oct**	**Nov**	**Life Total**
Regional Total	**241,924**	**241,446**	**378,029**	**572,247**	**334,182**	**286,826**	**403,554**	**296,634**	**274,063**	**218,714**	**108,171**	**192,707**	**8,111,842**
Anchorage	773	539	1,252	1,347	1,839	868	1,297	1,847	1,607	432	1,141	1,342	**74,183**
Atlanta	41,342	20,224	27,178	29,272	44,593	41,931	32,573	17,392	20,289	16,593	6,002	10,693	**1,028,173**
Boston	109,182	109,966	211,741	347,206	134,922	77,326	108,957	45,274	71,207	37,063	24,876	38,855	**2,004,548**
Chicago	8,866	5,032	15,136	14,871	15,966	25,403	24,067	16,763	11,295	7,840	8,724	13,800	**326,103**

Denver	2,172	3,910	3,893	2,252	5,119	14,163	22,347	33,849	18,582	28,085	9,467	27,286	**259,108**
Fort Worth	11,820	17,545	18,985	33,912	29,728	19,409	27,859	33,500	33,201	16,287	13,830	16,682	**713,252**
Kansas City	22,829	37,824	29,130	47,309	32,100	28,768	53,826	47,361	41,717	30,126	14,929	30,075	**1,403,629**
New York	5,652	9,098	40,293	41,742	13,755	11,554	12,441	29,650	11,902	18,753	8,468	9,894	**914,152**
Philadelphia	11,735	22,713	13,873	28,329	31,046	26,679	39,366	52,232	33,760	24,639	9,539	8,454	**570,049**
Riverside	3,153	2,735	1,743	3,207	6,164	19,570	8,605	5,369	12,303	6,015	2,564	10,506	**232,987**
Seattle	14,733	6,148	10,595	11,361	6,787	7,759	5,998	3,208	6,241	7,382	2,860	6,018	**230,507**
St. Louis	9,667	5,712	4,210	11,439	12,163	13,396	66,218	10,189	11,959	25,499	5,771	19,102	**355,151**

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).

	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov
Monthly Total (A+P+R)	**411,463**	**380,236**	**517,285**	**817,338**	**2,199,842**	**943,001**	**1,593,512**	**1,349,262**	**829,067**	**814,603**	**498,078**	**895,980**
Agency-Wide Total	**163,952**	**158,892**	**228,919**	**298,853**	**310,501**	**243,285**	**390,815**	**599,531**	**229,005**	**281,441**	**158,630**	**294,966**
US National Archives	130,688	124,431	168,264	224,754	257,142	207,494	347,979	414,531	186,481	234,639	132,593	**254,315**
Afro-American History Society	356	478	425	843	422	109	454	205	444	232	374	**448**
Assembly	73	36	44	102	12	36	84	28	39	9	10	**39**
eStore	97	107	142	35	-	-	-	-	-	-	-	**-**
Recovery	1,458	1,693	2,240	3,585	2,354	2,251	3,823	2,308	4,137	2,674	1,772	**1,248**
Constitution	2,716	6,825	4,411	5,721	5,213	4,049	5,446	9,040	3,202	17,025	2,327	**4,992**
Federal Register	394	233	426	1,199	1,243	326	313	233	1,754	1,084	322	**1,354**

Federal Records Centers	178	138	287	283	293	352	279	288	145	460	1,250	**208**
Applied Research	326	268	482	584	512	502	792	542	658	717	758	**639**
NHPRC	6,704	7,223	15,152	27,761	13,889	14,100	11,256	8,692	8,834	7,701	5,039	**7,415**
Noon Lectures	1,350	3,799	1,268	9,100	3,678	860	767	1,142	439	327	889	**966**
Preservation	10,279	5,880	2,864	7,662	6,225	2,584	5,361	5,344	4,081	3,185	1,939	**6,111**
Research Red	1,881	2,992	27,654	5,256	3,496	3,053	4,455	4,122	10,832	5,572	4,796	**3,265**
Today's Document	3,604	2,303	2,871	4,383	2,818	2,712	3,252	149,966	3,367	2,182	2,981	**2,106**
NARA Students and Interns	584	655	860	3,838	1,169	905	1,433	743	1,124	1,032	823	**690**
Electoral College	3,264	1,831	470	221	112	55	396	224	137	216	835	**495**
Education			1,059	3,526	11,923	3,897	4,725	1,763	3,331	4,386	1,922	**10,675**
	Dec	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sept**	**Oct**	**Nov**
Presidential Total	**202,321**	**182,184**	**219,740**	**396,564**	**1,815,637**	**633,373**	**1,119,891**	**683,394**	**539,111**	**483,261**	**314,753**	**546,950**
Bush	64,864	37,175	28,951	87,442	392,460	108,887	291,961	172,672	72,457	77,999	61,330	**98,753**
George W Bush		9,602	5,604	7,352	948,994	86,937	84,016	25,873	53,572	80,941	17,307	**53,139**
Carter	10,686	9,629	17,131	24,640	31,855	31,390	44,178	30,009	34,311	17,239	14,533	**19,835**
Clinton	15,318	16,448	22,887	36,419	52,323	47,163	20,358	41,083	29,798	27,733	22,209	**22,830**
Eisenhower	17,836	9,724	15,110	18,175	31,851	19,647	48,484	32,237	31,409	18,575	13,023	**21,990**
Ford Library	2,581	2,573	4,302	10,980	11,200	7,730	9,363	14,413	13,405	9,727	4,469	**8,952**
Ford Museum	14,312	8,150	9,234	16,750	108,281	51,026	38,152	82,654	43,608	84,634	52,395	**58,696**
Hoover	2,675	3,162	7,329	5,462	12,656	17,607	17,857	22,723	13,205	10,699	12,767	**10,099**
Johnson	12,833	21,443	26,780	43,797	34,779	69,878	48,890	65,091	55,594	24,298	17,217	**62,120**

Nixon	25,248	30,300	34,475	76,899	71,016	94,912	69,096	48,992	74,689	52,813	51,220	**123,180**
Reagan	5,171	4,295	6,707	8,722	6,171	5,613	6,159	6,172	8,692	13,329	2,329	**3,662**
Roosevelt	10,097	14,317	8,866	30,417	35,272	33,898	390,540	54,818	60,577	32,852	26,493	**31,193**
Truman	20,700	15,366	32,364	29,509	78,779	58,685	50,837	86,657	48,794	32,422	19,461	**32,501**
	Dec	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sept**	**Oct**	**Nov**
Regional Total	**45,190**	**39,160**	**68,626**	**121,921**	**73,704**	**66,343**	**82,806**	**66,697**	**60,951**	**49,901**	**24,695**	**54,064**
Anchorage	151	151	211	320	367	158	282	335	449	48	240	**331**
Atlanta	8,558	4,717	7,024	6,588	17,205	12,067	12,542	6,718	7,850	4,466	2,106	**3,822**
Boston	22,641	16,976	34,826	71,509	29,002	17,366	19,344	10,531	16,599	5,260	6,958	**9,187**
Chicago	1,272	842	3,717	3,856	2,622	6,914	4,313	3,853	2,294	1,580	1,896	**2,464**
Denver	391	599	739	511	1,206	2,734	5,841	9,168	3,426	6,247	1,659	**10,599**
Fort Worth	1,415	2,164	3,056	8,365	5,540	3,852	3,881	5,038	9,223	2,919	2,937	**2,435**
Kansas City	3,322	8,309	5,064	10,480	5,101	7,040	10,689	12,029	6,571	4,772	3,361	**7,386**
New York	789	1,611	10,120	13,300	3,887	3,320	3,110	6,080	4,379	7,261	2,285	**3,320**
Philadelphia	900	1,566	1,009	1,461	1,751	2,387	2,207	9,758	1,920	2,847	994	**983**
Riverside	459	276	255	594	2,538	6,868	2,443	1,238	3,500	1,544	429	**3,933**
Seattle	2,326	676	1,764	1,948	1,548	1,190	1,044	726	1,471	3,001	588	**1,022**
St. Louis	2,966	1,273	841	2,989	2,937	2,447	17,110	1,223	3,269	9,956	1,242	**8,582**

APPENDIX V: Twitter Followers (Cumulative)

	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	August	Sept	Oct	Nov
archivesnews	19,372	19,663	19,979	20,921	21,805	22,607	23,180	23,703	24,451	24,814	25,099	**25,321**
archivespres	1,125	1,207	1,285	1,425	1,527	1,625	1,694	1,784	1,896	1,983	2,079	**2,210**
atlantaarchives						646	655	668	684	709	738	**770**
bushlibrary	6,725	6,987	7,202	7,366	8,471	8,939	9,332	9,611	9,842	10,031	10,305	**10,712**
CarterLibrary						5,891	6,156	6,382	6,686	6,862	7,062	**7,348**
dferriero	2,023	2,054	2,079	2,128	2,191	2,230	2,269	2,333	2,405	2,458	2,494	**2,559**
DiscoverCivWar						4,457	4,718	4,951	5,170	5,336	5,512	**5,602**
DocsTeach	1,804	1,906	1,990	2,095	2,200	2,348	2,500	2,650	2,860	2,988	3,162	**3,366**
EisenhowerNews	1,922	2,031	2,159	2,285	2,441	2,612	2,781	2,953	3,114	3,251	3,425	**3,768**
ElectoralCollge						2,339	2,318	2,303	2,293	2,284	2,278	**2,279**
FDRLibrary	1,366	1,476	1,600	1,720	1,903	2,093	2,346	2,556	2,741	2,860	3,039	**3,363**
FedRegister	4,205	4,390	4,583	4,848	5,095	5,247	5,359	5,489	5,590	5,697	5,767	**5,888**
gwblibrary						2,783	3,029	3,731	4,596	5,302	5,695	**6,001**
IkeandHarry2012						505	509	509	511	516	529	**541**
JFK_1963	16,515	16,700	16,825	16,949	17,255	17,634	18,122	18,421	19,062	19,351	19,751	**37,025**
KCArchives						388	413	449	482	500	538	**580**
LBJLibrary	2,487	2,651	2,829	2,989	3,251	3,493	3,735	3,952	4,184	4,361	4,597	**5,053**
NARA_ RecMgmt	2,868	2,965	3,038	3,165	3,281	3,405	3,506	3,552	3,650	3,747	3,877	**40,29**
NARAMediaLabs												**89**
NARAFRC	253	258	258	264	269	273	277	283	291	297	322	**332**

OurPresidents						3,432	3,881	4,355	4,713	4,975	5,226	**5,913**
Reagan_Library						296	358	441	540	596	679	**784**
StLouisArchives						50	54	55	59	65	69	**74**
TodaysDocument	4,535	4,780	5,094	5,453	5,801	6,308	6,770	7,267	7,813	8,188	8,687	**9,397**
USNatArchives	12,930	14,486	15,832	17,089	18,566	19,795	21,296	22,768	24,330	25,587	26,999	**29,313**
WJCLibrary	2,892	3,273	3,581	3,899	7,164	8,433	9,706	11,476	12,866	141,22	15,790	**17,459**

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

	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov
Page Views	10,412	15,334	8,315	6,733	5,607	4,263	3,866	4,713	9,307	4,132	6,192	**9,702**
Track Downloads	6,230	8,533	5,295	5,088	4,244	3,693	3,697	3,068	5,026	3,385	4,651	**5,868**
Subscriptions	1,711	2,022	1,105	971	778	829	523	864	1,605	688	1,125	**1,682**

APPENDIX VII: Google+ Followers

	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov
Monthly Followers	13,333	12,105	11,538	17,601	27,130	26,808	12,298	14,118	13,693	10,744	13,244	**12,541**
Cumulative Followers	25,638	37,743	49,281	66,882	94,012	120,820	133,118	147,236	160,929	171,703	184,947	**197,488**

APPENDIX VIII: Pinterest Followers (Cumulative)

	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov
US National Archives		444	725	1,197	1,319	1,543	1,707	1,887	2,027	2,153	2,289	**2,420**
Our Presidents		56	92	121	163	347	370	401	442	471	482	**495**