AUGUST FY2015 OVERVIEW

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	54,729 Views	31,636 Visitors
Tumblr Blogs	29,449 Views	16,740 Visitors
Facebook	11,727,893 Impressions	4,307,485 Reach
National Archives YouTube Channel	249,919 Views	19,455 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	4,415,852 Views	10,445 Total Contacts
Our Archives Wiki (Retired)	Retired	Retired
Twitter (all NARA feeds)	--	363,076 Total Followers
FourSquare	1,002 New Check-ins	4 New Followers
iTunes U	1,801 Views	277 New Subscribers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2015 Views (to date)	FY 2014 Views
Archives.gov Blogs	740,910	641,494
Tumblr Blogs	324,298	501,398
Facebook	132,871,462	88,139,965
National Archives YouTube Channel	1,487,604	1,127,103
Flickr (USNatArchives & ArchivesNews)	93,622,331	45,024,298
Our Archives Wiki (Retired)	Retired	164,891

EXTERNAL BLOGS AND TUMBLOGS

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

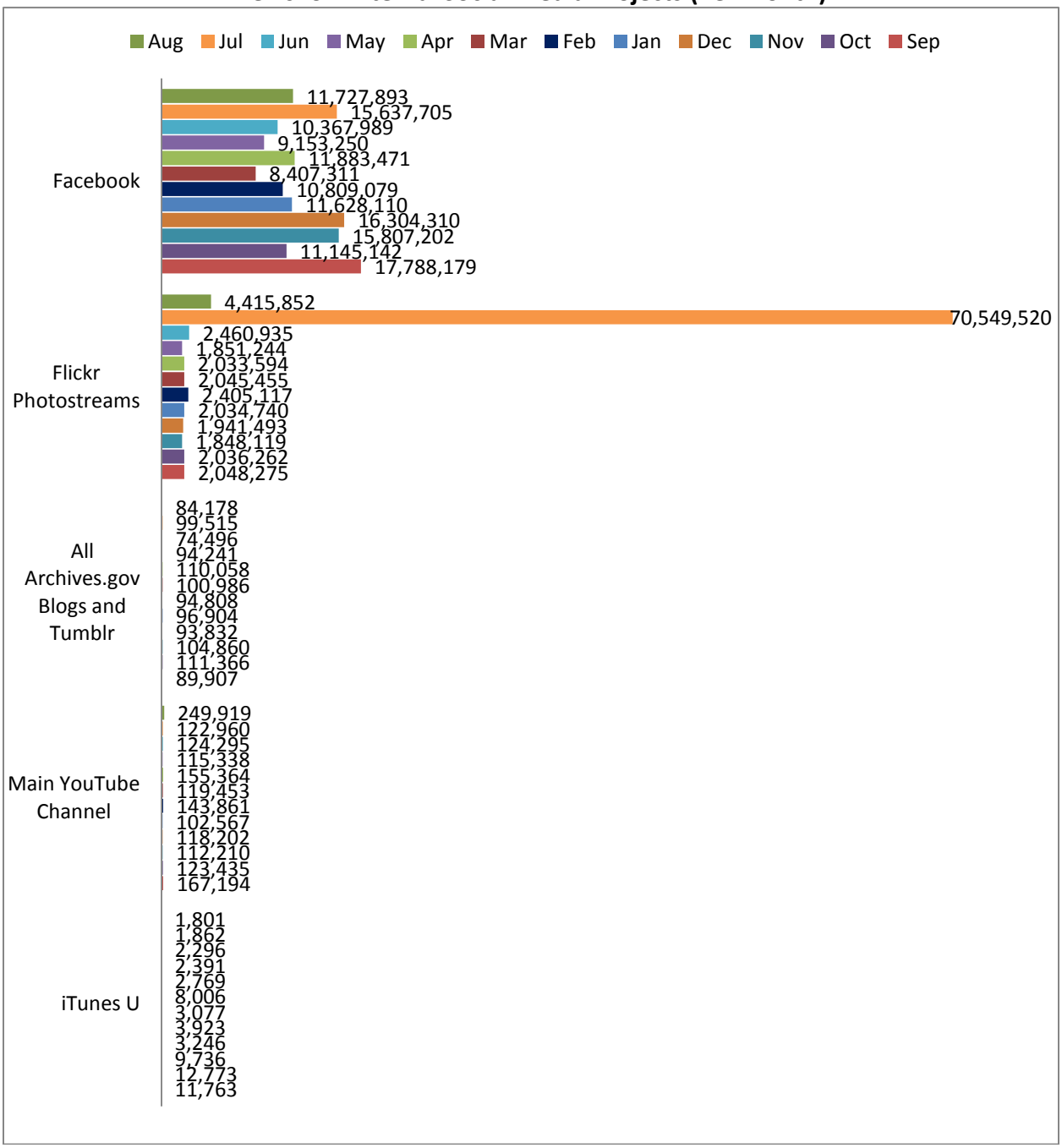
INTERNAL (NARA@WORK) BLOGS

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

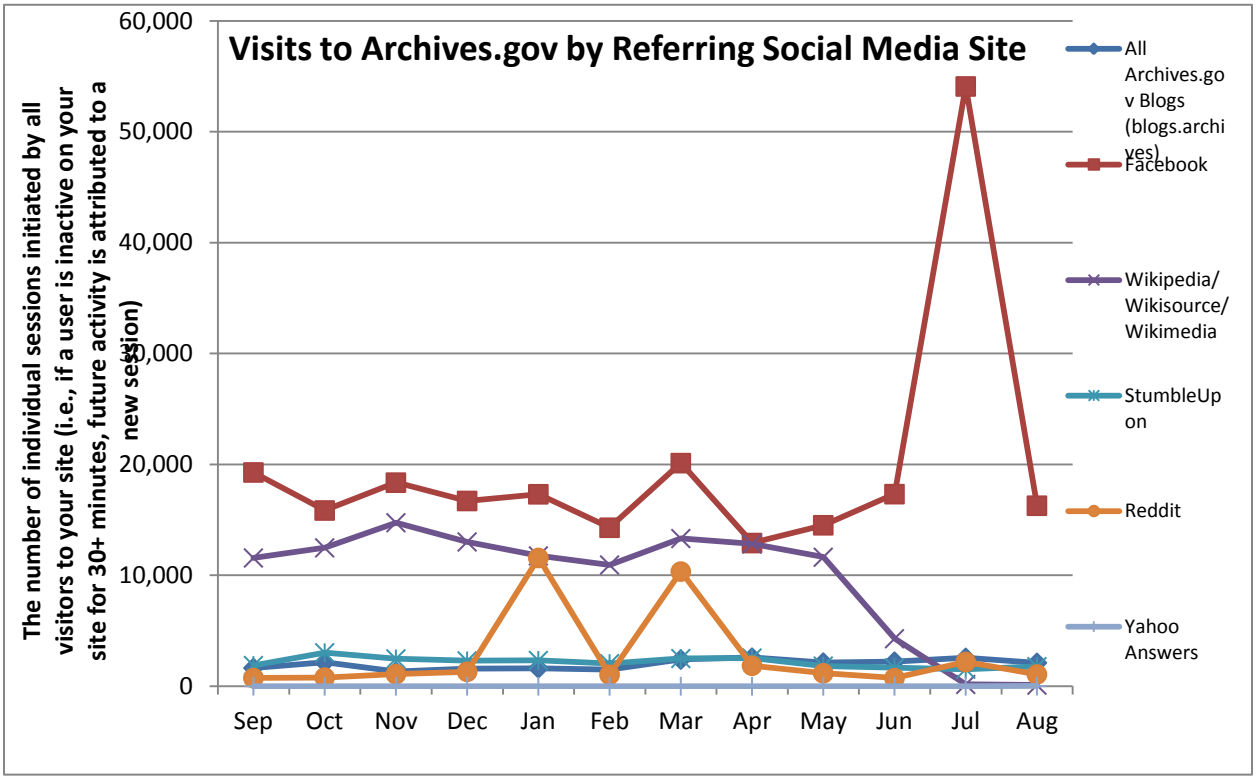
SOCIAL MEDIA TOOLBOX (Tools currently in use)

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

Views: on External Social Media Projects (Per Month)



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

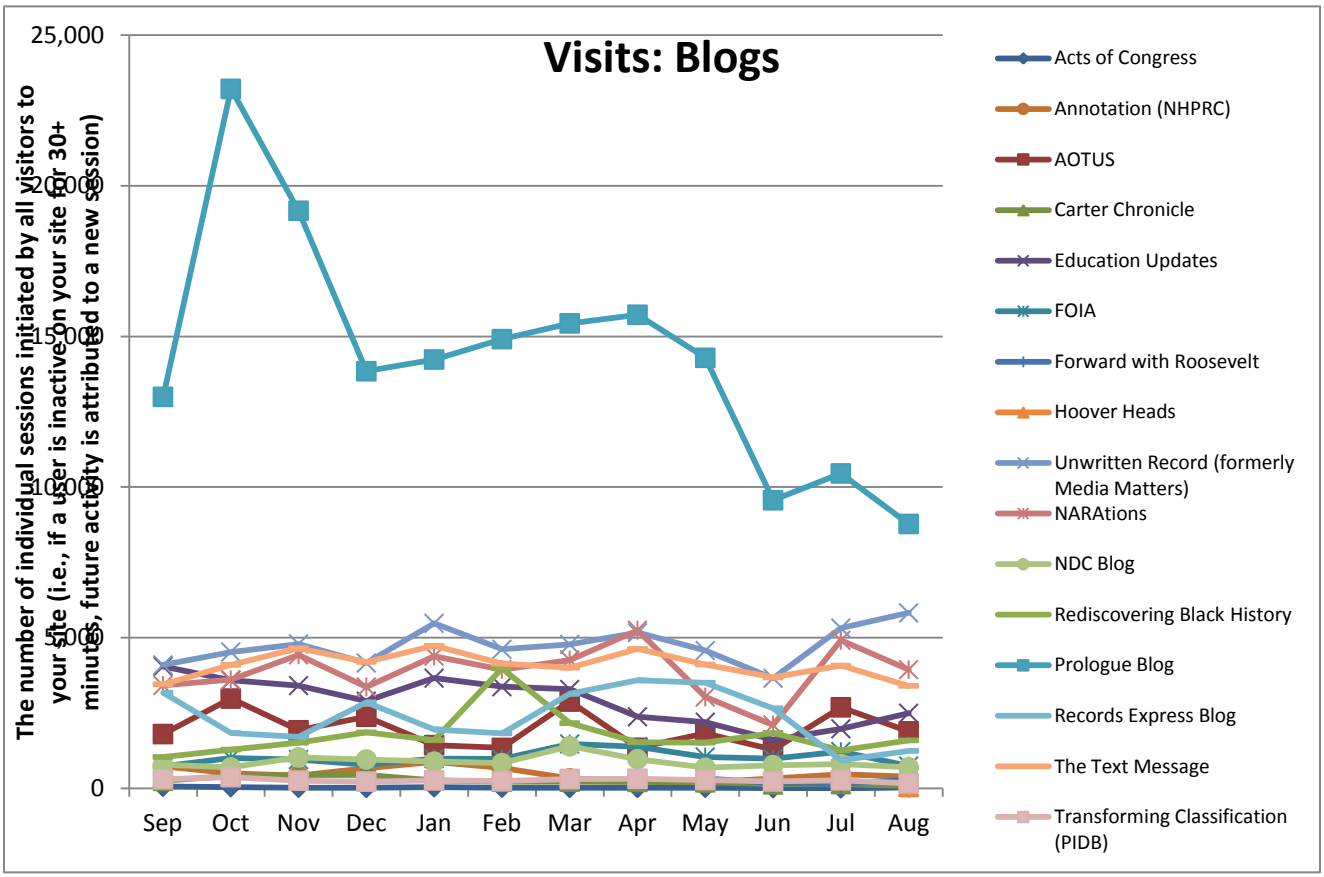


New External Social Media Projects: August Projects

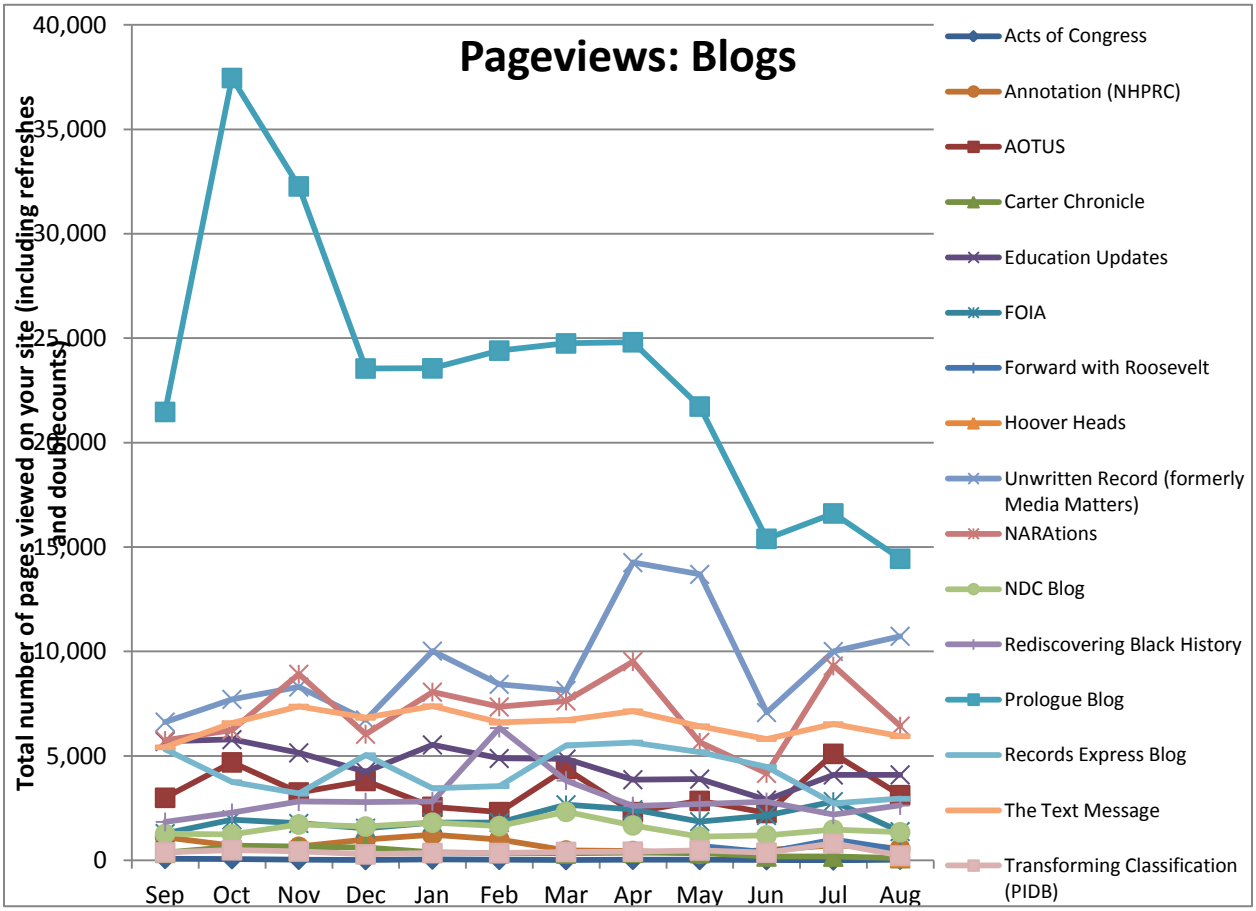
	ZeeMaps	Facebook	Flickr	Twitter	Eventbrite	Tumblr	Blog	YouTube	Instagram
September					1				
October				1					
November									
December									
January						1			
February				1					
March	1								1
April				1					
May									
June				1					1
July									
August		1		1					

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

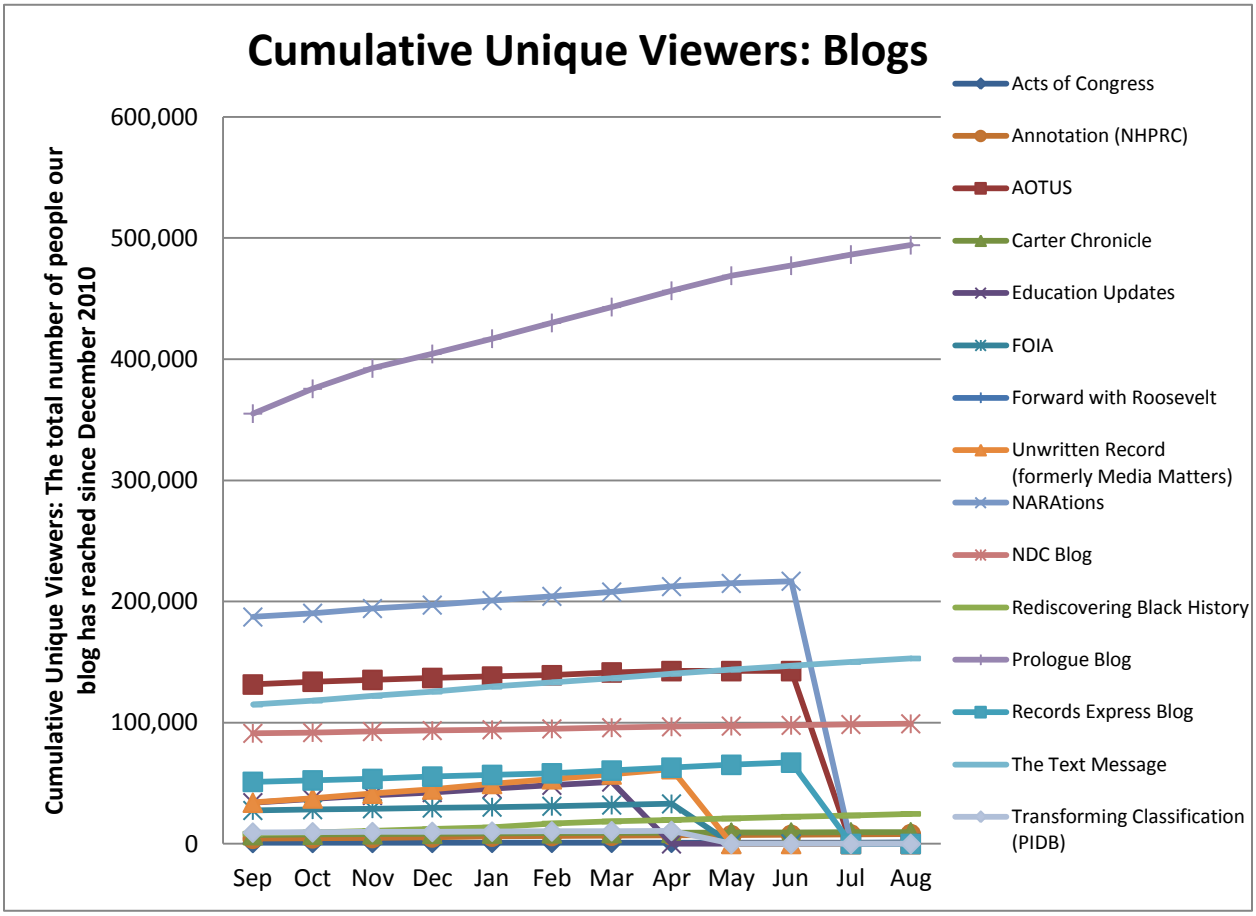
Blog Visits (*Source: Appendix II.A*)



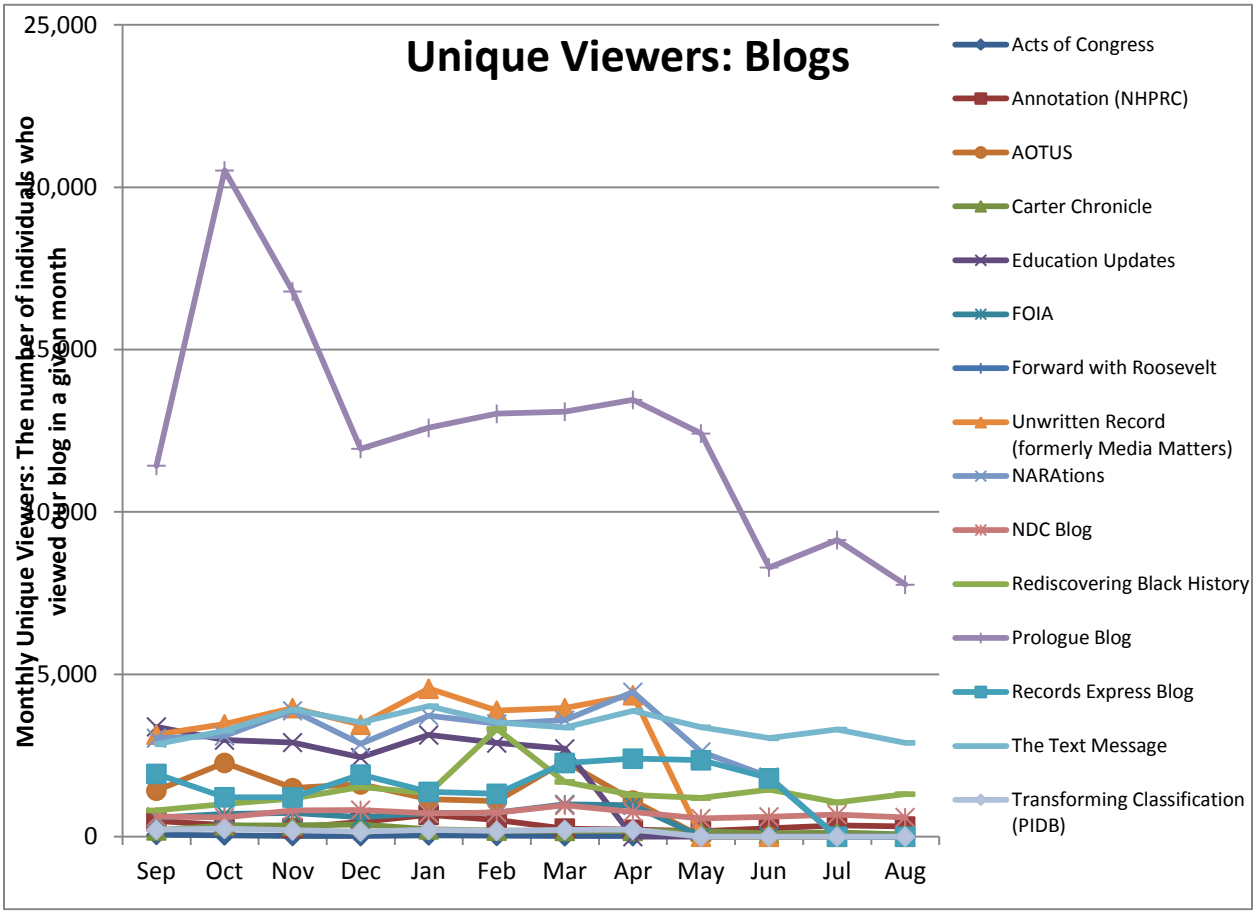
Blog Pageviews (*Source: Appendix II.B*)



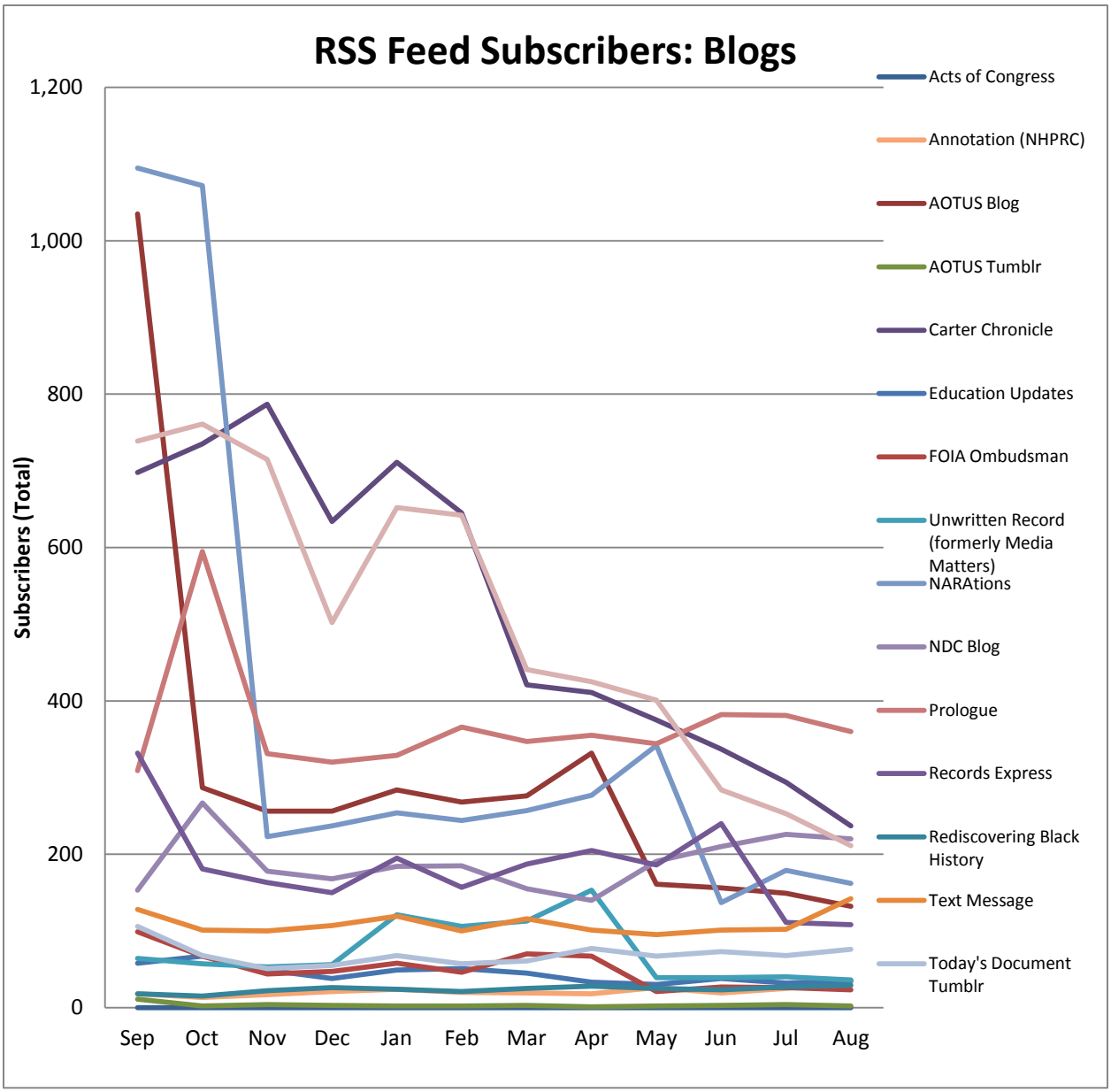
Blog Cumulative Unique Viewers (*Source: Appendix II.C*)



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



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

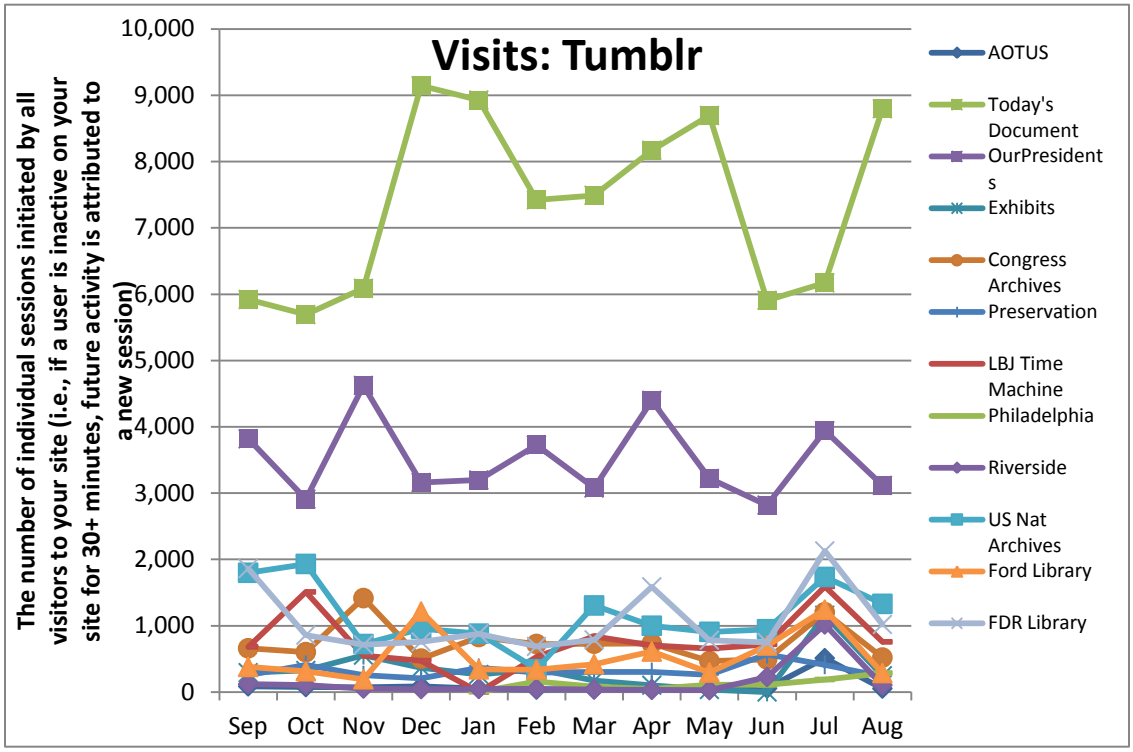


Top 5 Most Viewed Blog Posts in August

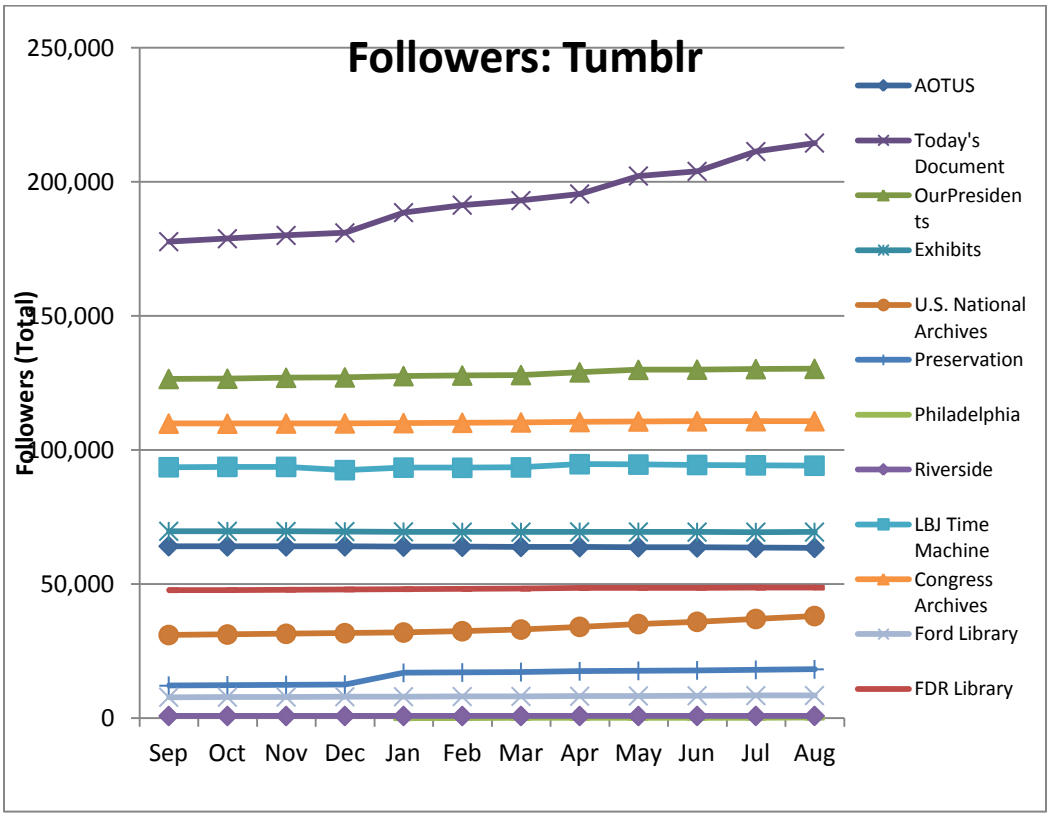
Blog	Pageviews	Post Title
NARAtions	2,231	Ancestry.com Partnership Agreement for public comment
The Unwritten Record	1,244	A Bike Like No Other
Education Updates	1,091	The Purchase of Alaska
The Unwritten Record	884	Taming the Mississippi
AOTUS	775	Historical Cats

Social Media Tools: Detail View – *Tumblr*

Tumblr Visits

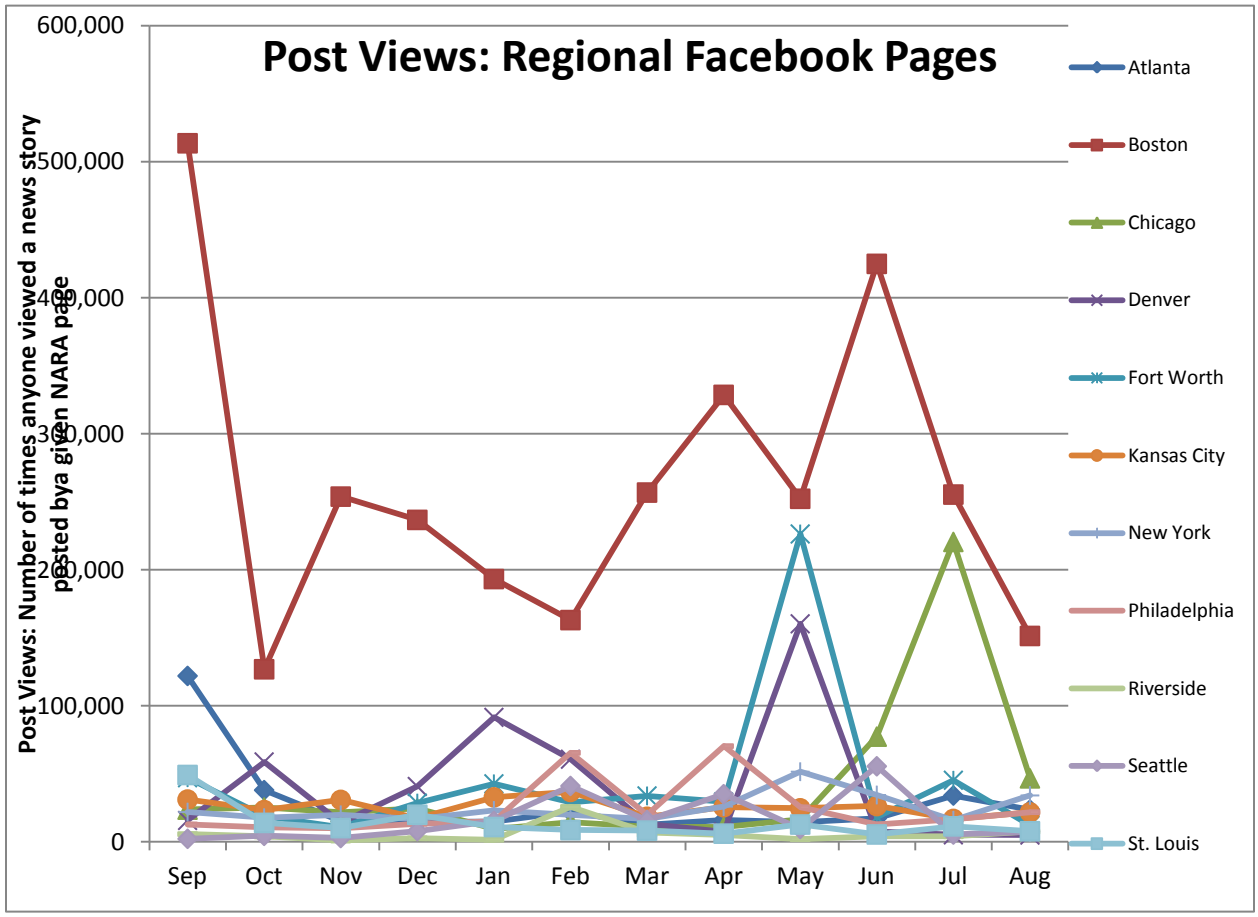


Followers on Tumblr (*Source: Appendix IV*)

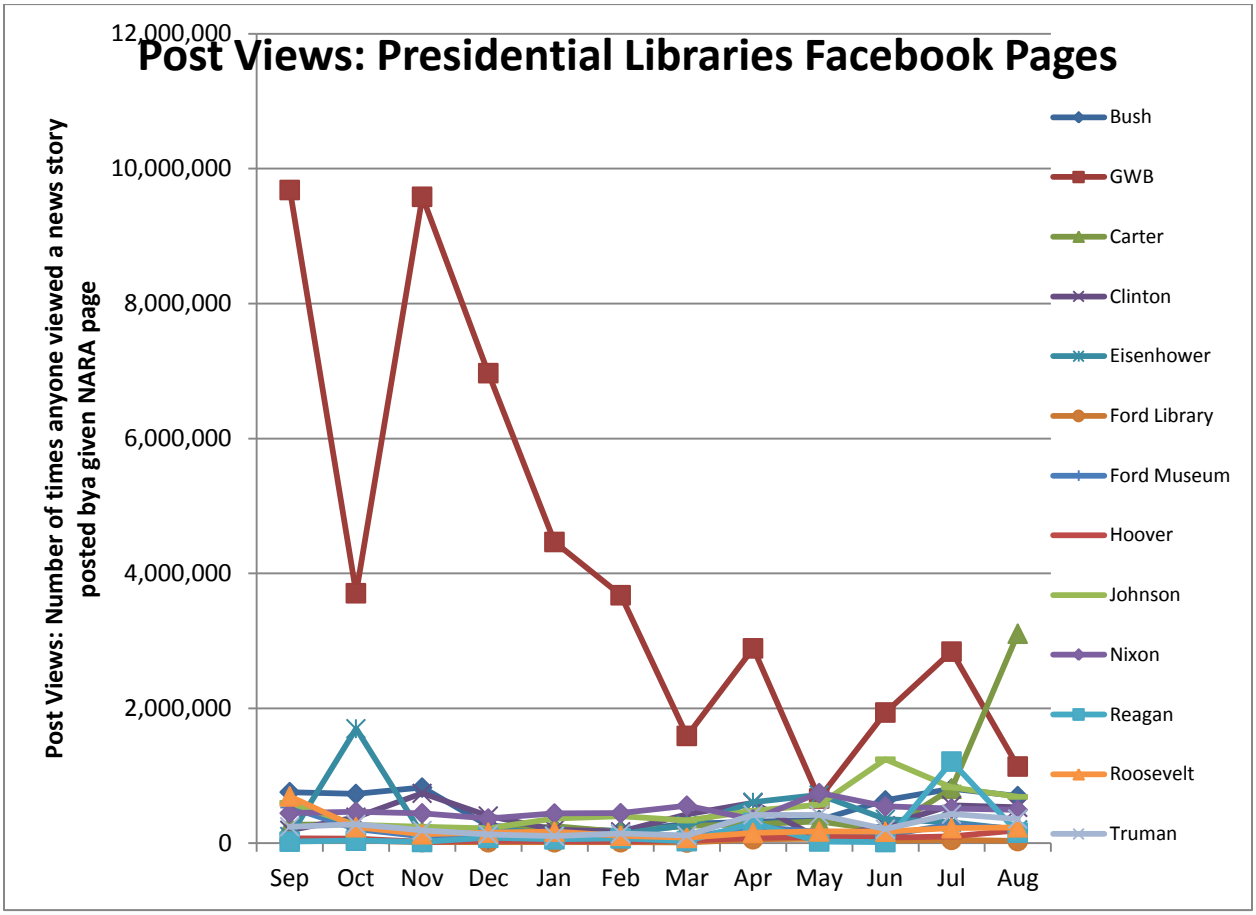


Social Media Tools: Detail View – *Facebook*

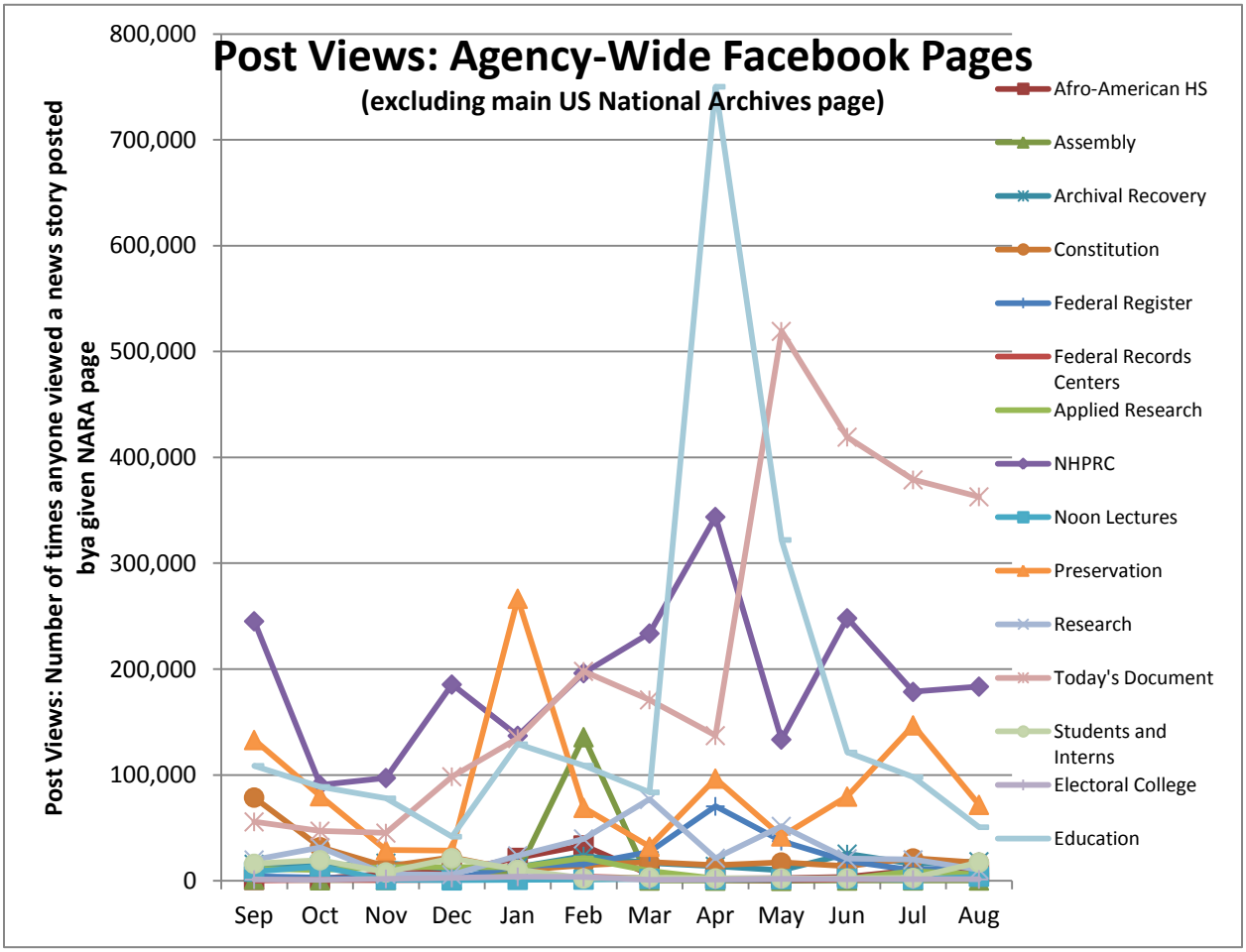
Post Views on Regional Pages *(Source: Appendix IV.A)*

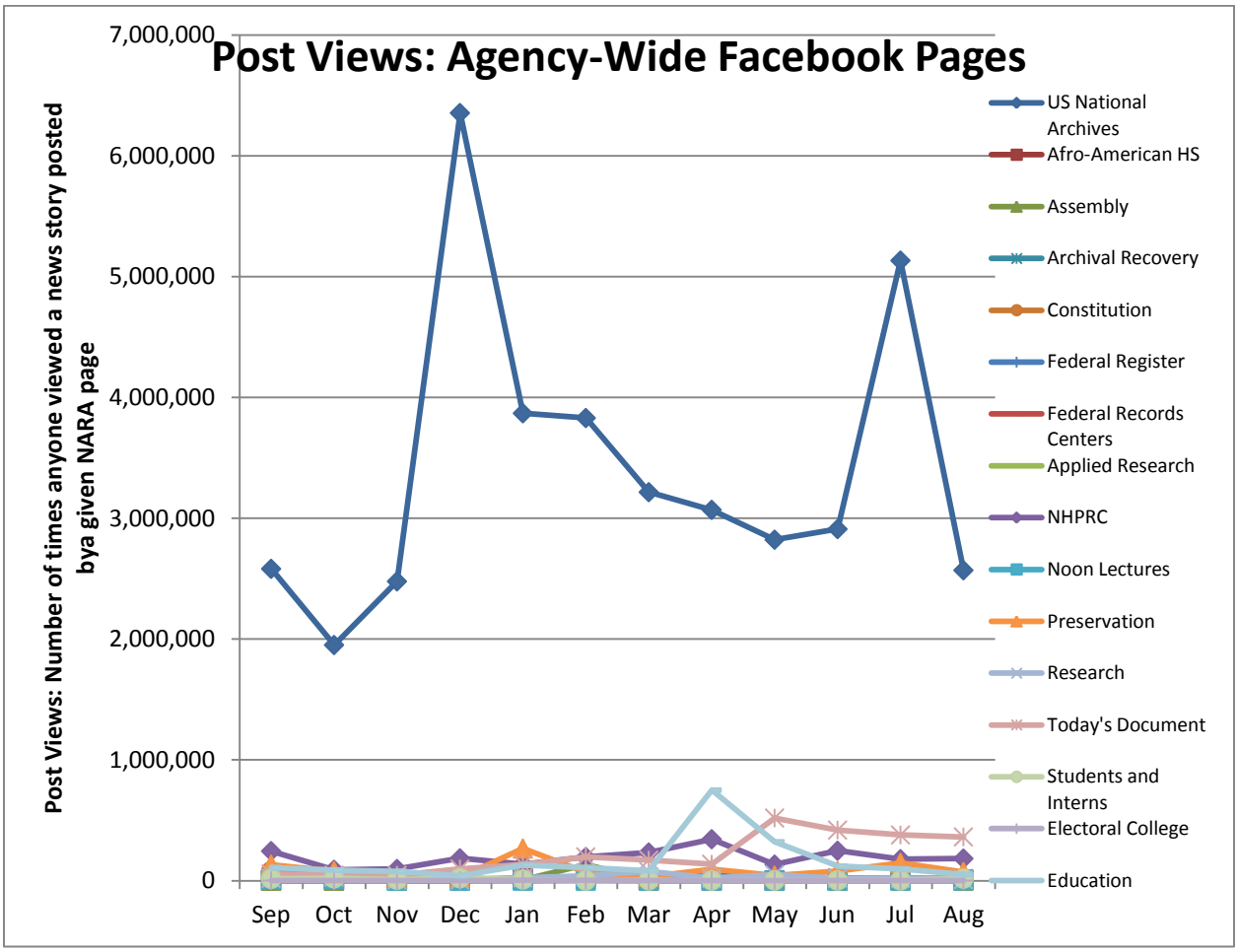


Post Views on Presidential Library Pages *(Source: Appendix IV.A)*

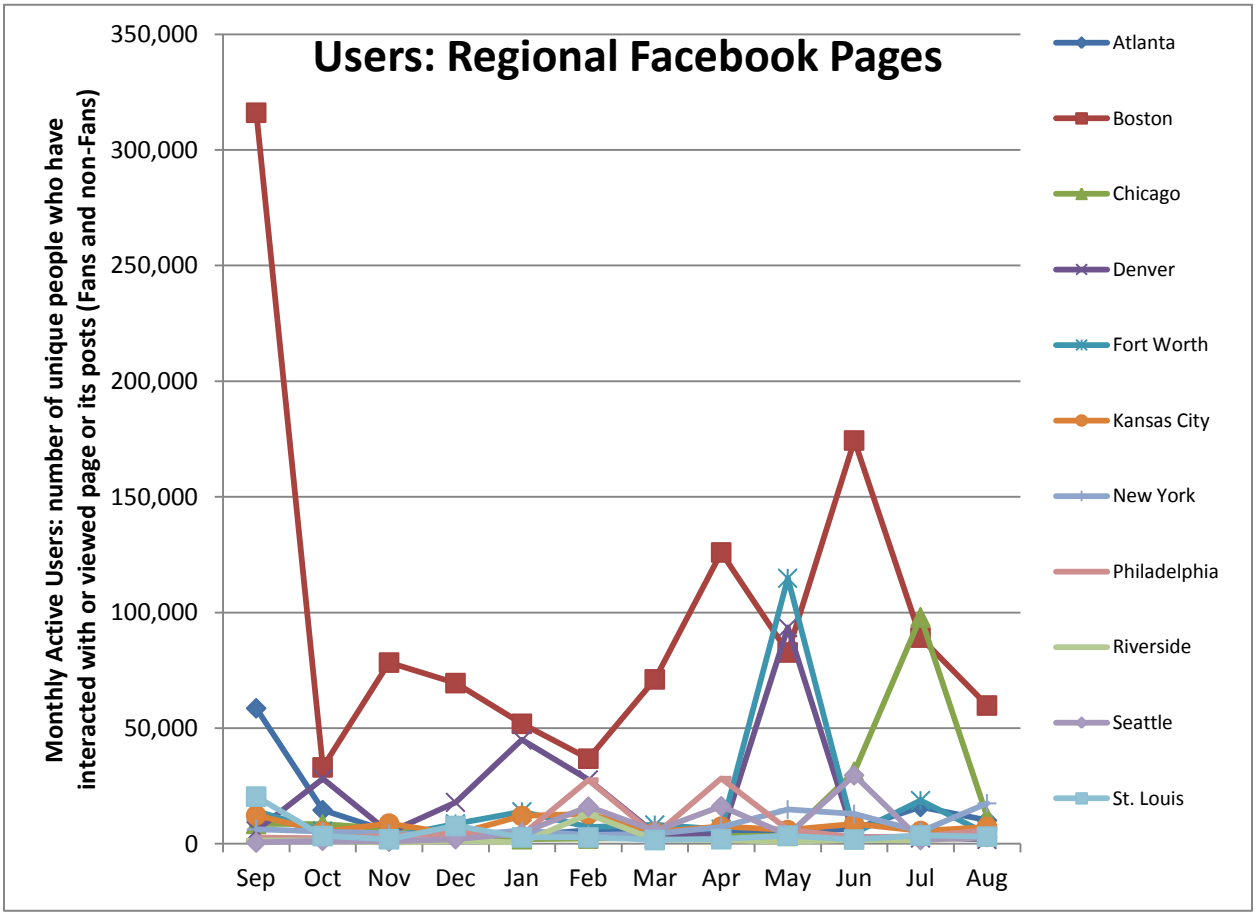


Post Views on Agency-Wide Pages *(Source: Appendix IV.A)*

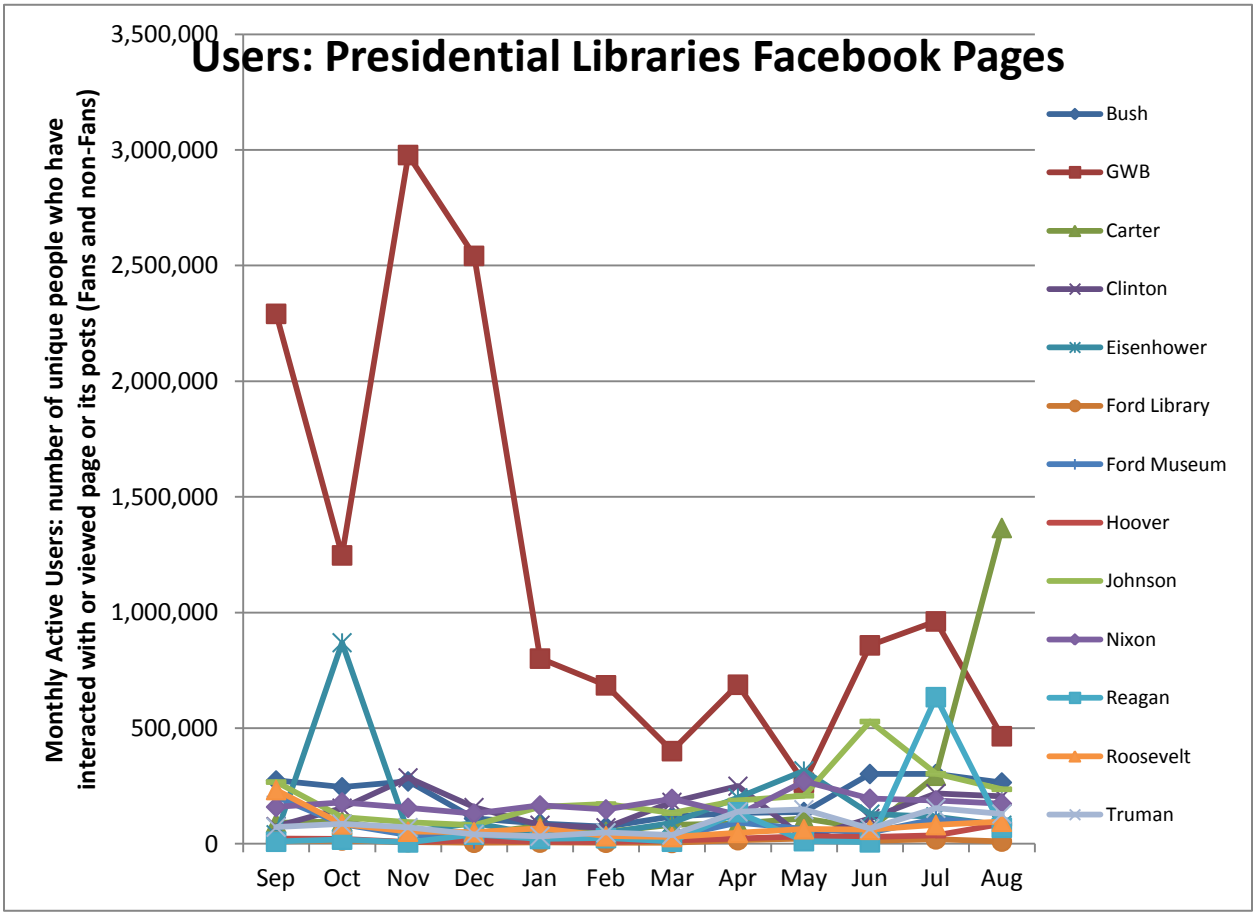



Post Views: Agency-Wide Facebook Pages
Post Views: Number of times anyone viewed a news story posted bya given NARA page
7,000,000
6,000,000
5,000,000
4,000,000
3,000,000
2,000,000
1,000,000
0
Sep
Oct
Nov
Dec
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
US National Archives
Afro-American HS
Assembly
Archival Recovery
Constitution
Federal Register
Federal Records Centers
Applied Research
NHPRC
Noon Lectures
Preservation
Research
Today's Document
Students and Interns
Electoral College
Education

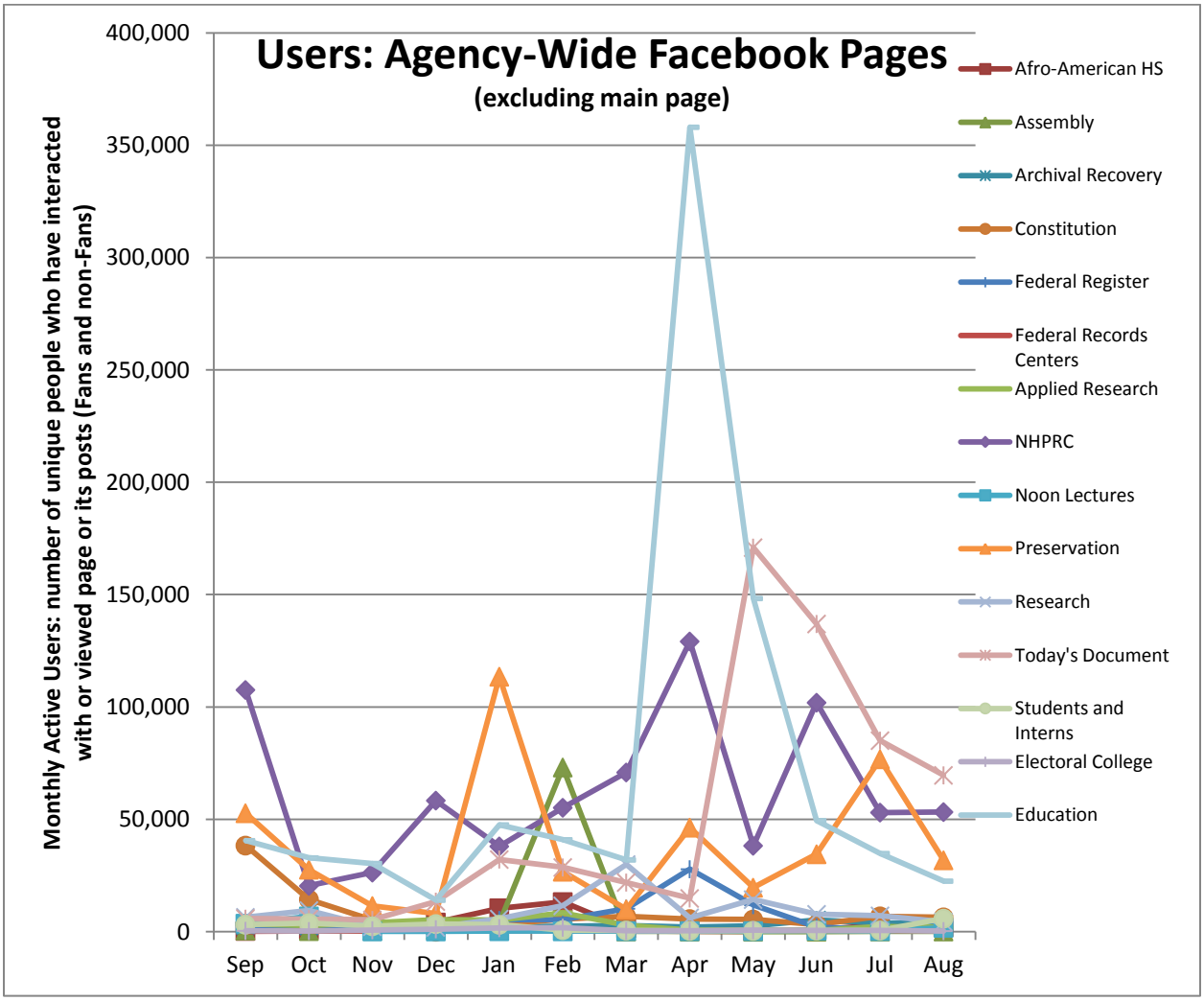
Monthly Active Users of Regional Pages *(Source: Appendix IV.B)*

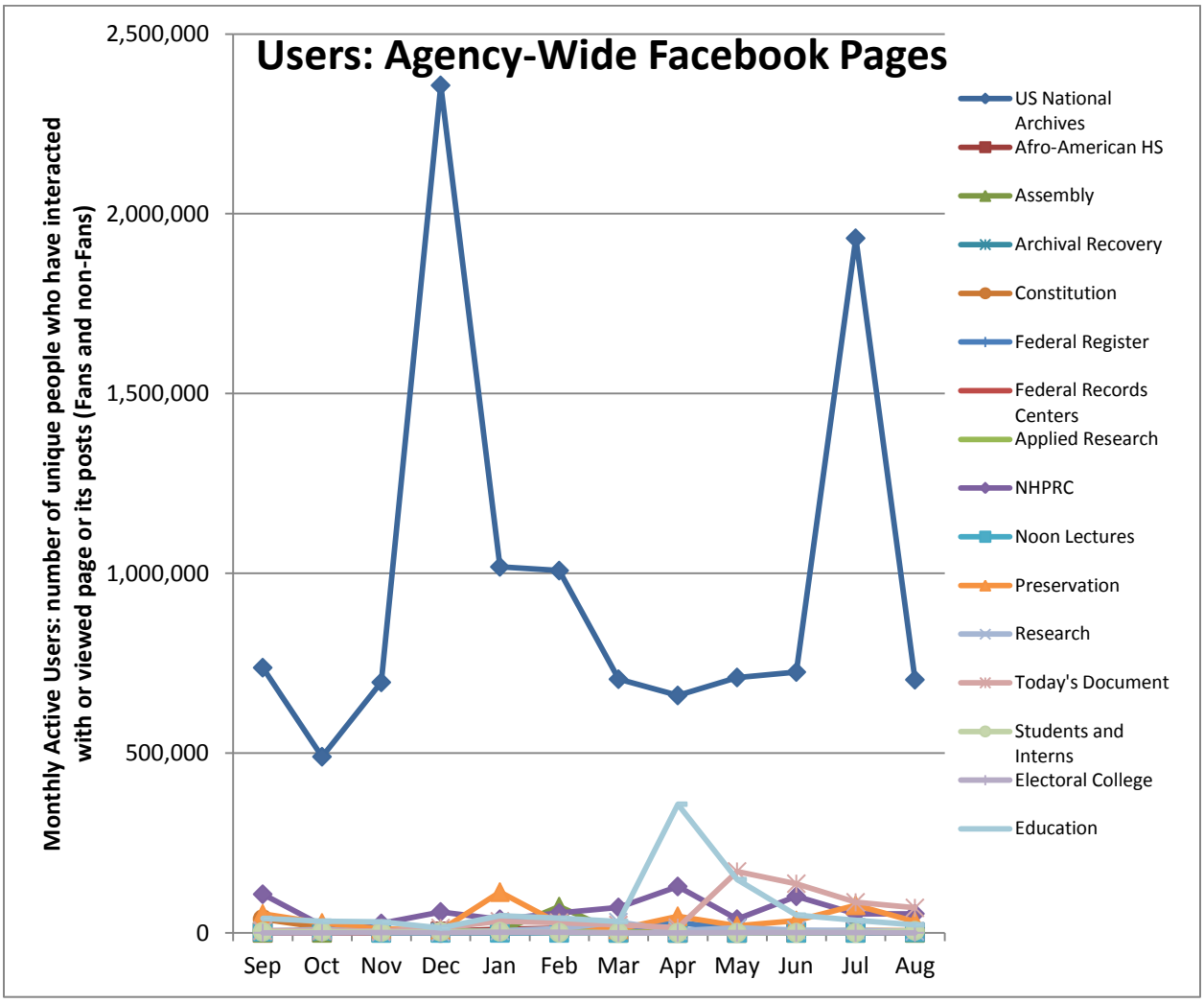


Monthly Active Users of Presidential Library Pages *(Source: Appendix IV.B)*



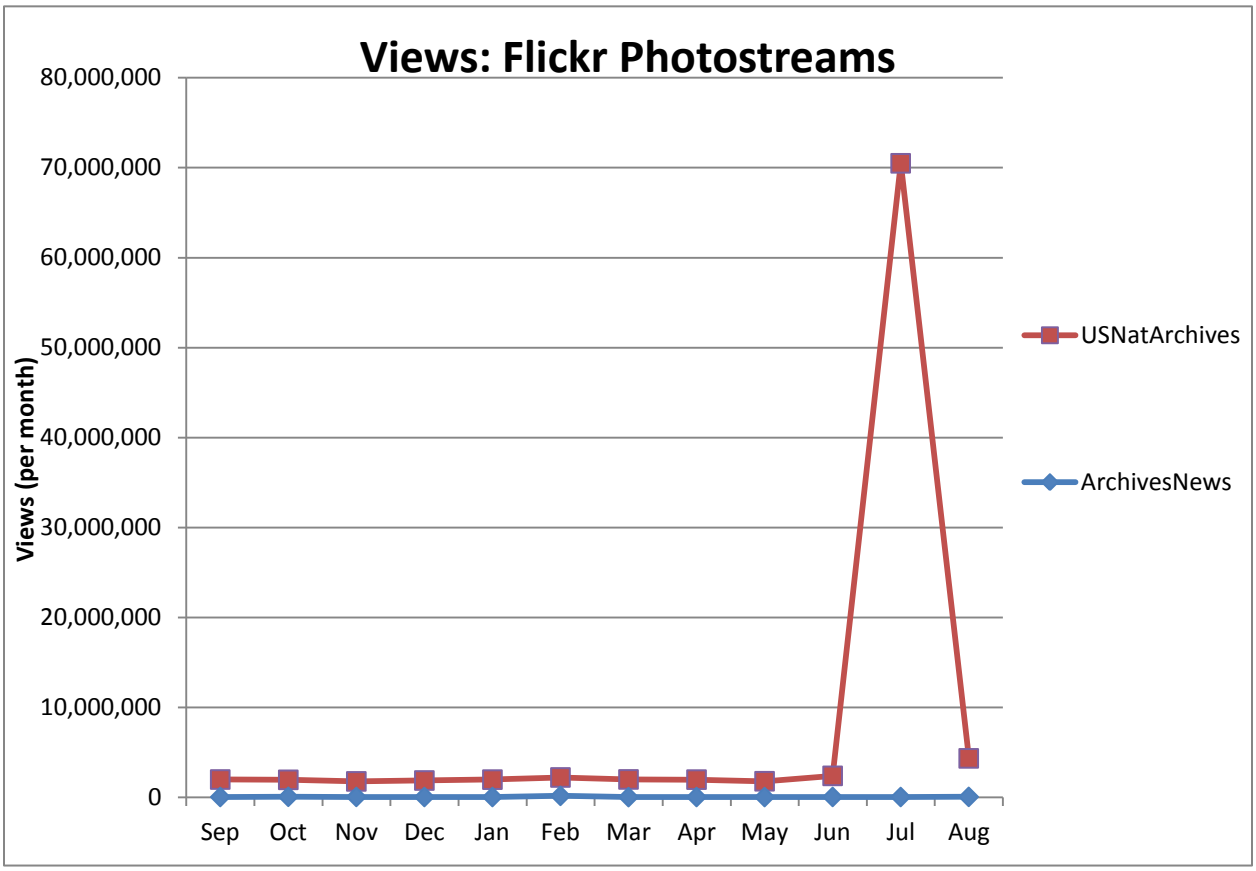
Monthly Active Users of Agency-Wide Pages *(Source: Appendix IV.B)*



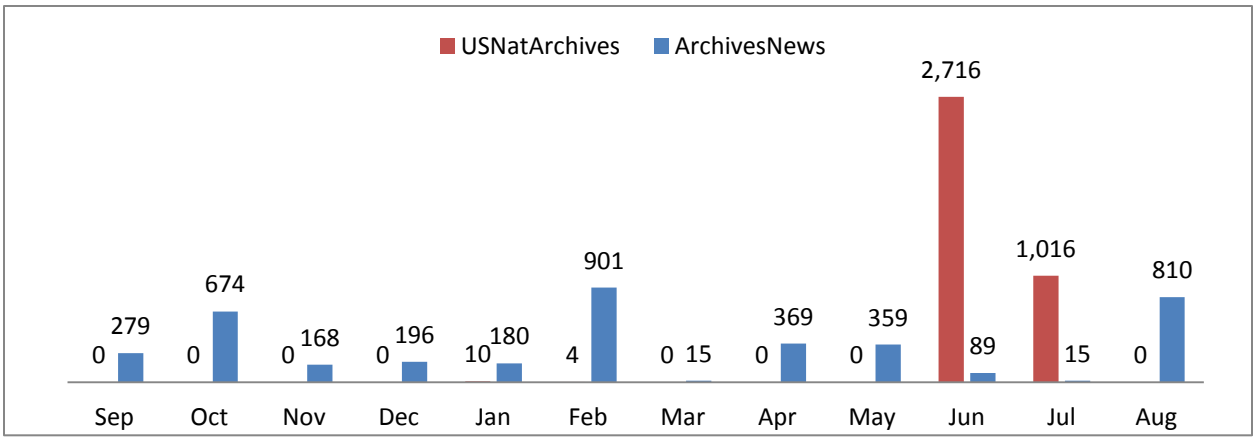

Users: Agency-Wide Facebook Pages
Monthly Active Users: number of unique people who have interacted with or viewed page or its posts (Fans and non-Fans)
2,500,000
2,000,000
1,500,000
1,000,000
500,000
0
Sep
Oct
Nov
Dec
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
US National Archives
Afro-American HS
Assembly
Archival Recovery
Constitution
Federal Register
Federal Records Centers
Applied Research
NHPRC
Noon Lectures
Preservation
Research
Today's Document
Students and Interns
Electoral College
Education

Social Media Tools: Detail View – *Flickr*

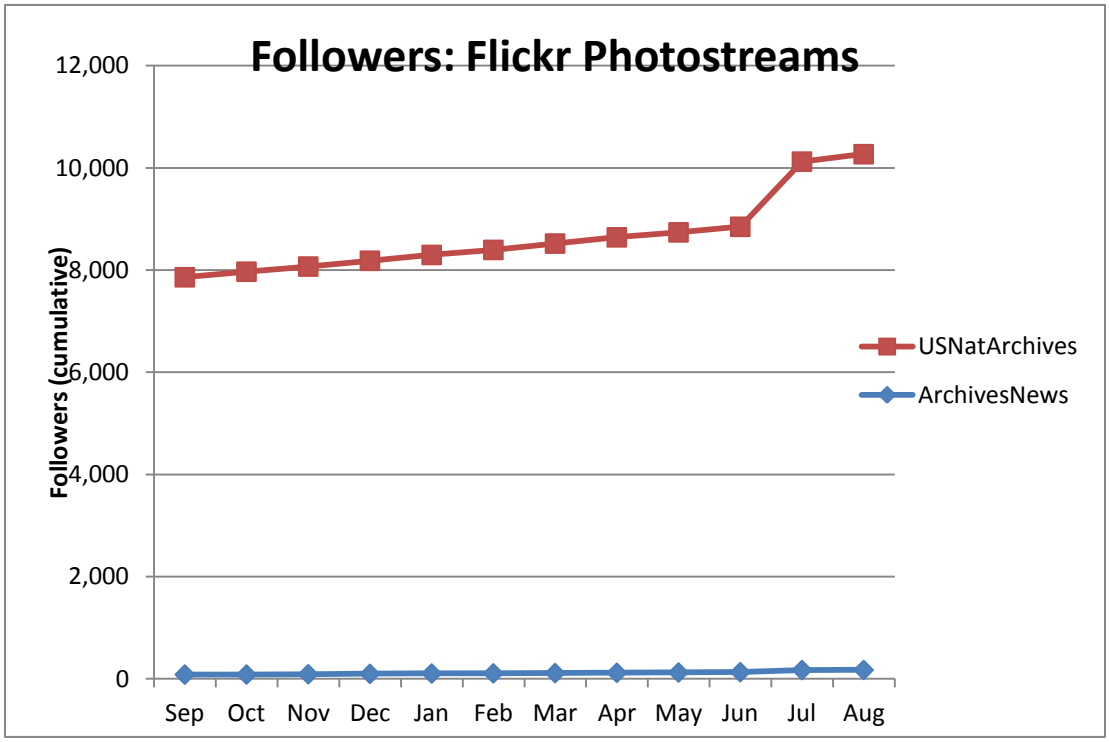
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

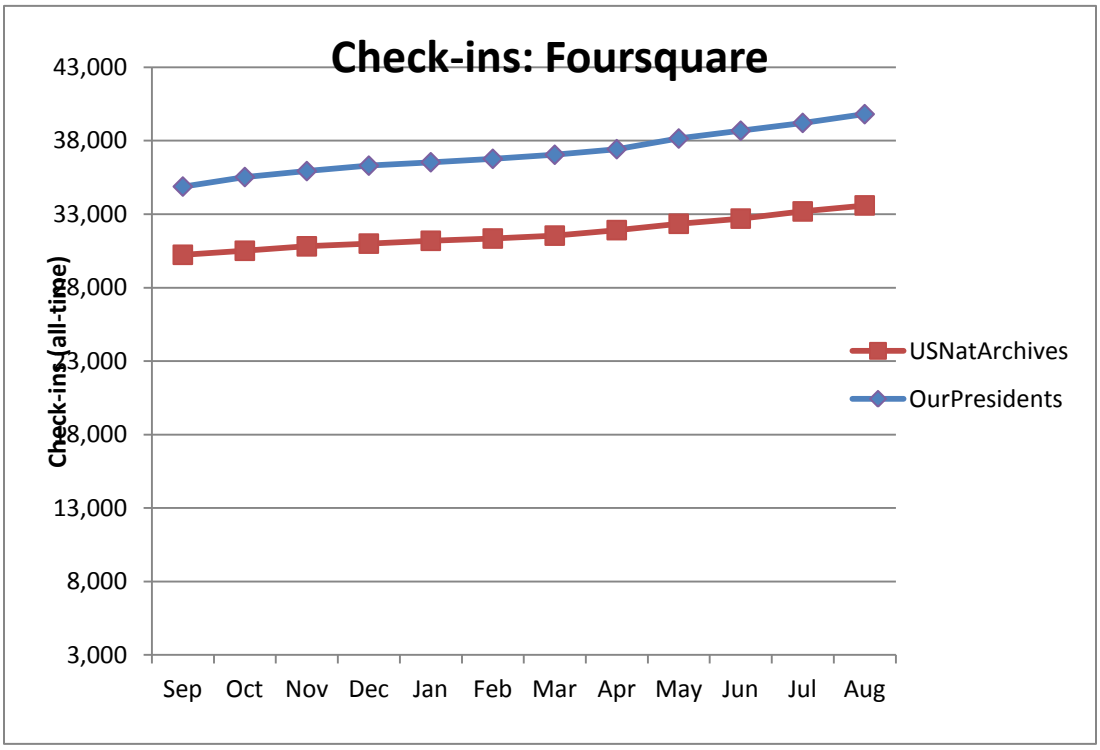


Followers of Photostreams (Cumulative)

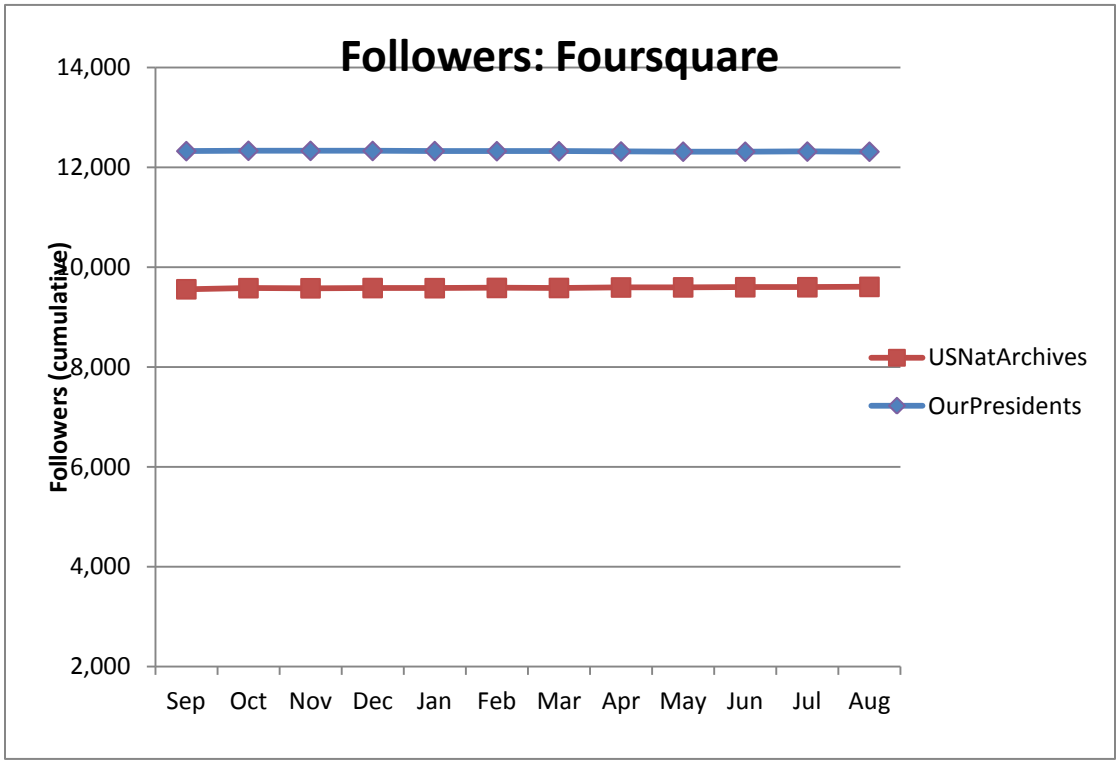


Social Media Tools: Detail View – *Foursquare*

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

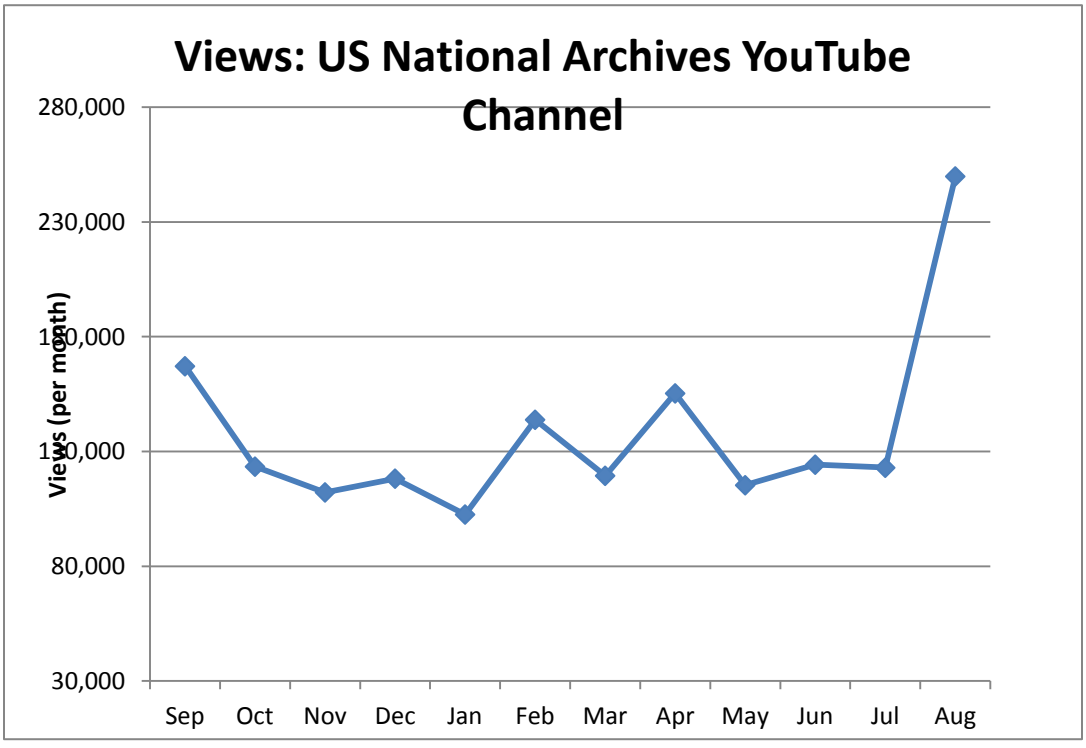


Number of Followers of USNatArchives and OurPresidents (Cumulative)

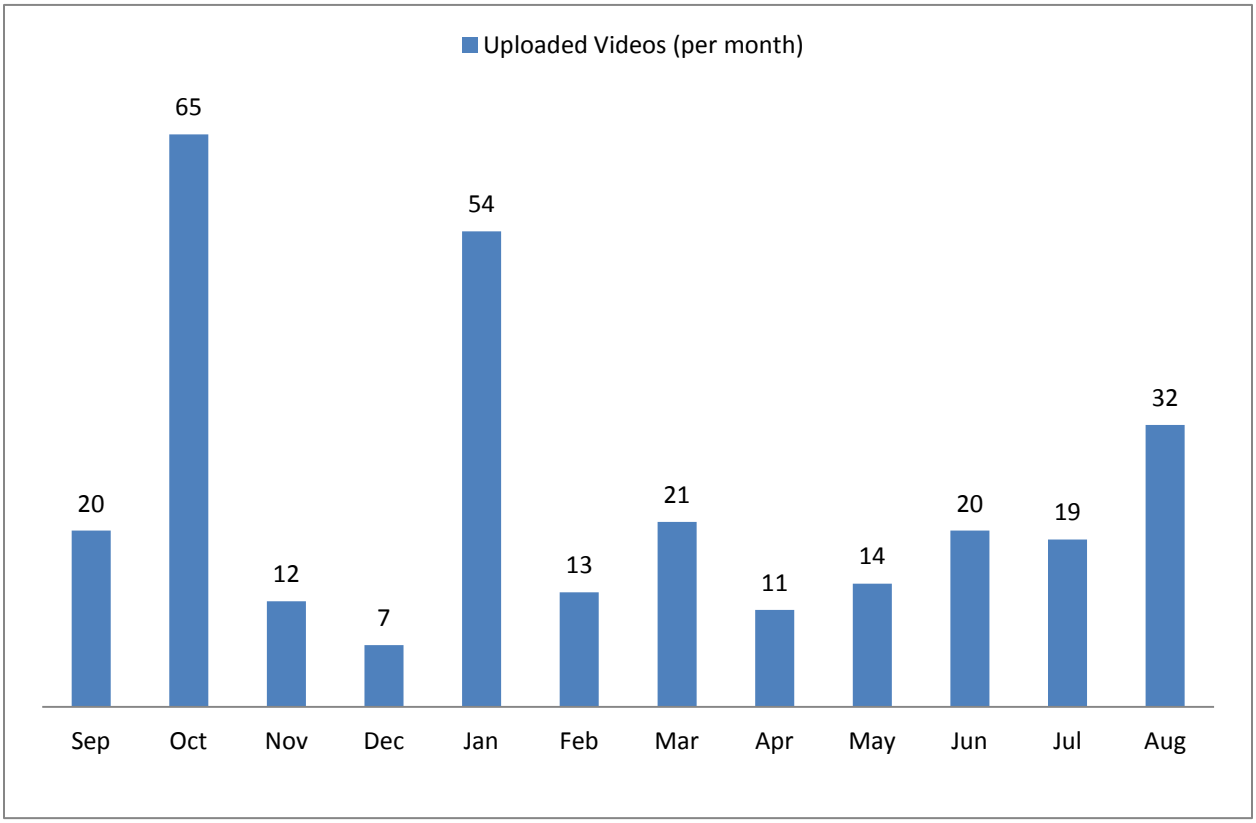


Social Media Tools: Detail View – *YouTube*

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

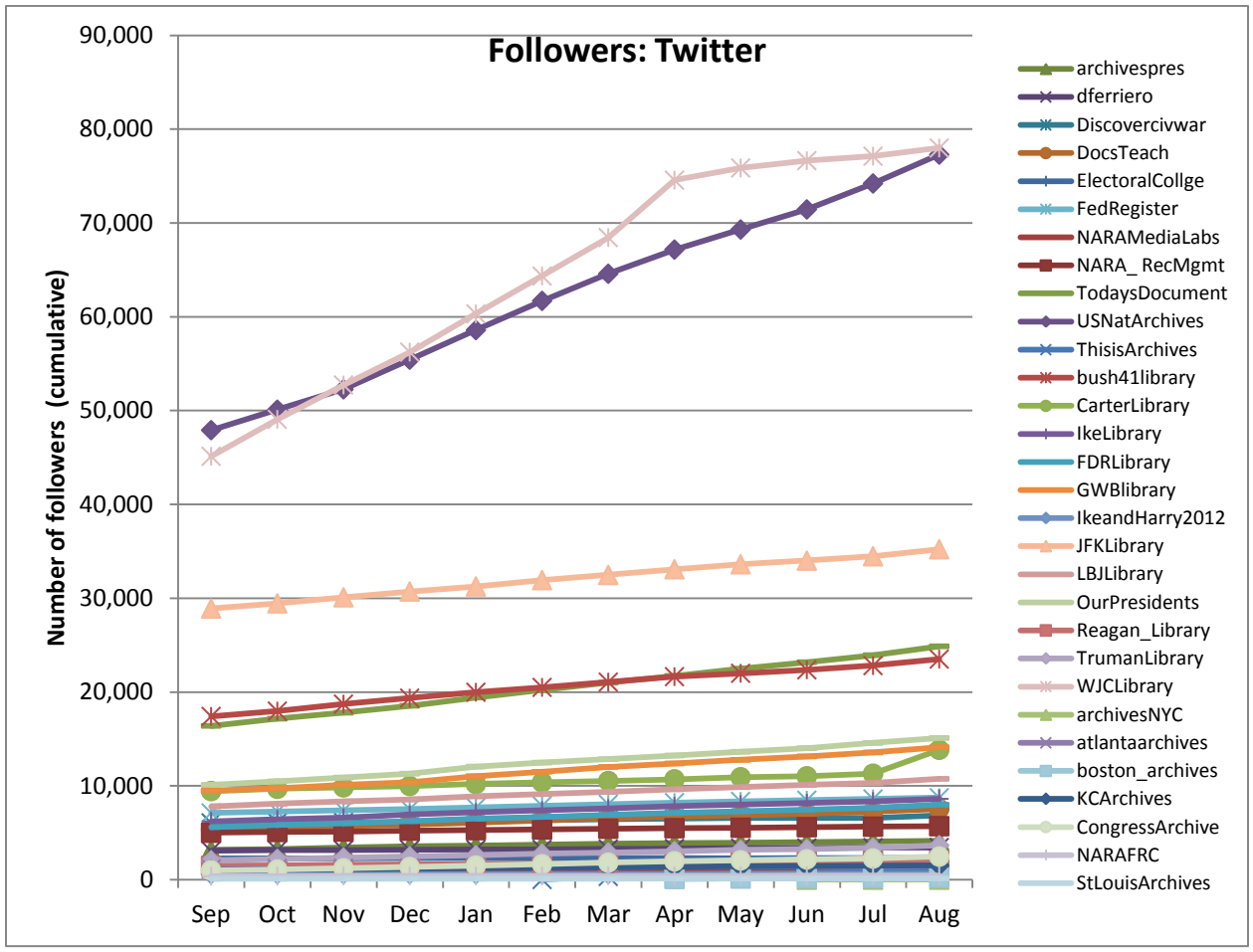


Top 5 Most Viewed Videos for August 2015 on US National Archives Channel

Video Title	Views
Private Snafu in "Censored.", 1944	79,016
Spies – Private SNAFU	39,728
The True Glory, 1945 (restored)	14,512
Private SNAFU: Fighting Tools	7,406
D-Day to Germany, 1944	5,019

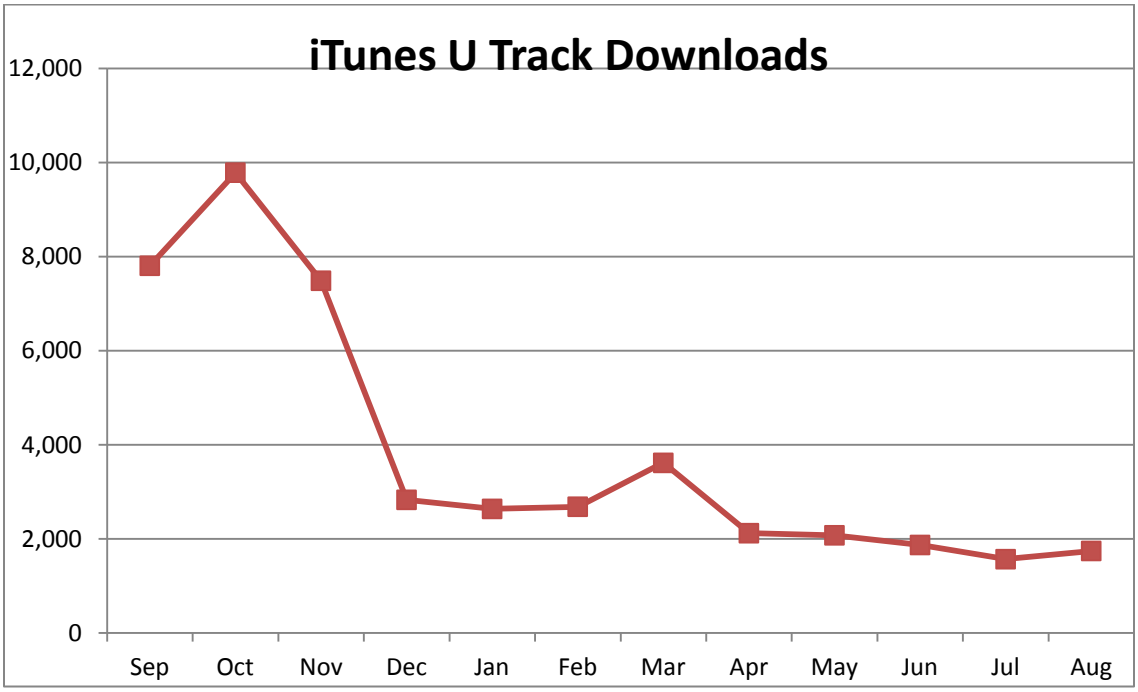
Social Media Tools: Detail View – *Twitter*

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

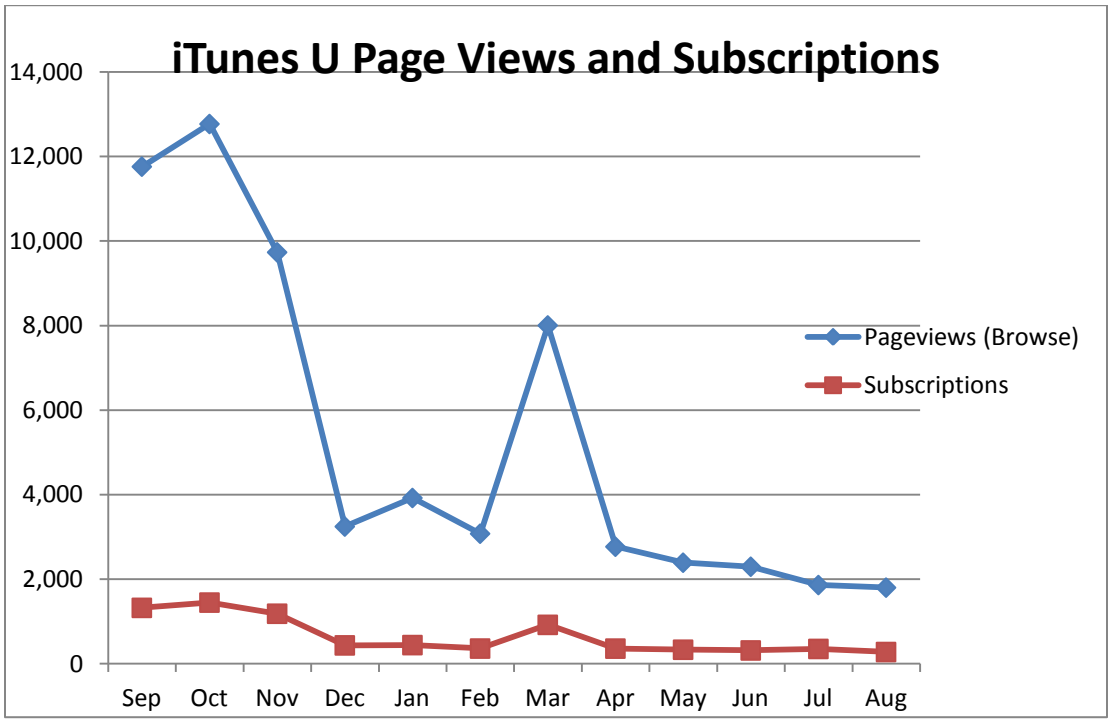


Social Media Tools: Detail View – *iTunes U*

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

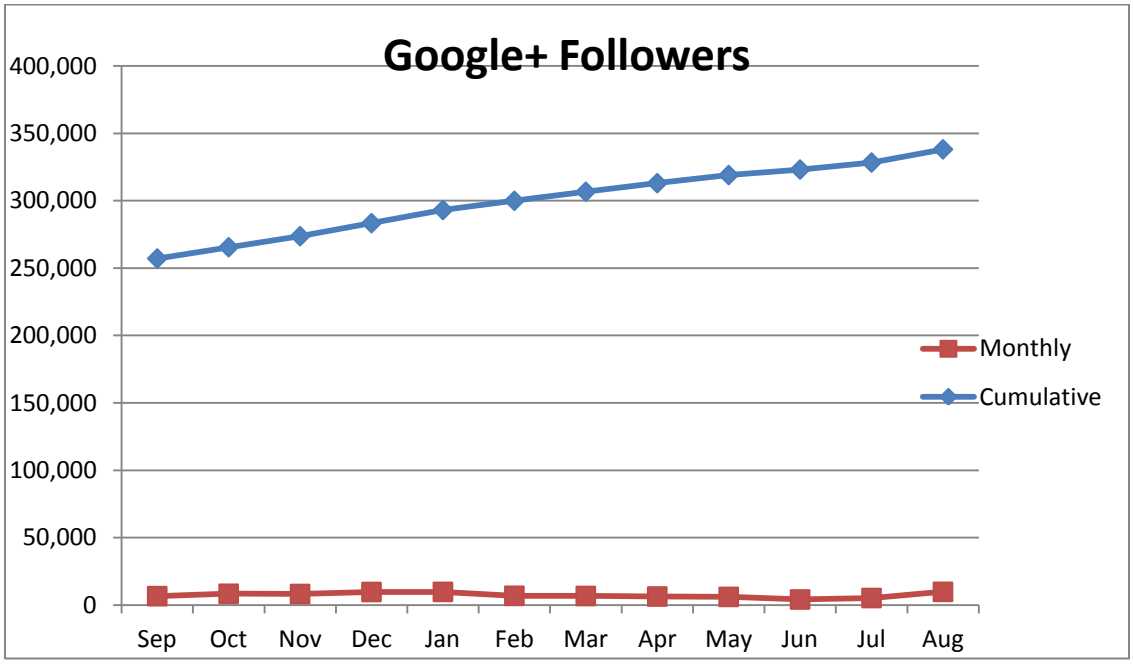


Page Views and Subscriptions on U.S. National Archives iTunes U *(Source: Appendix VI)*



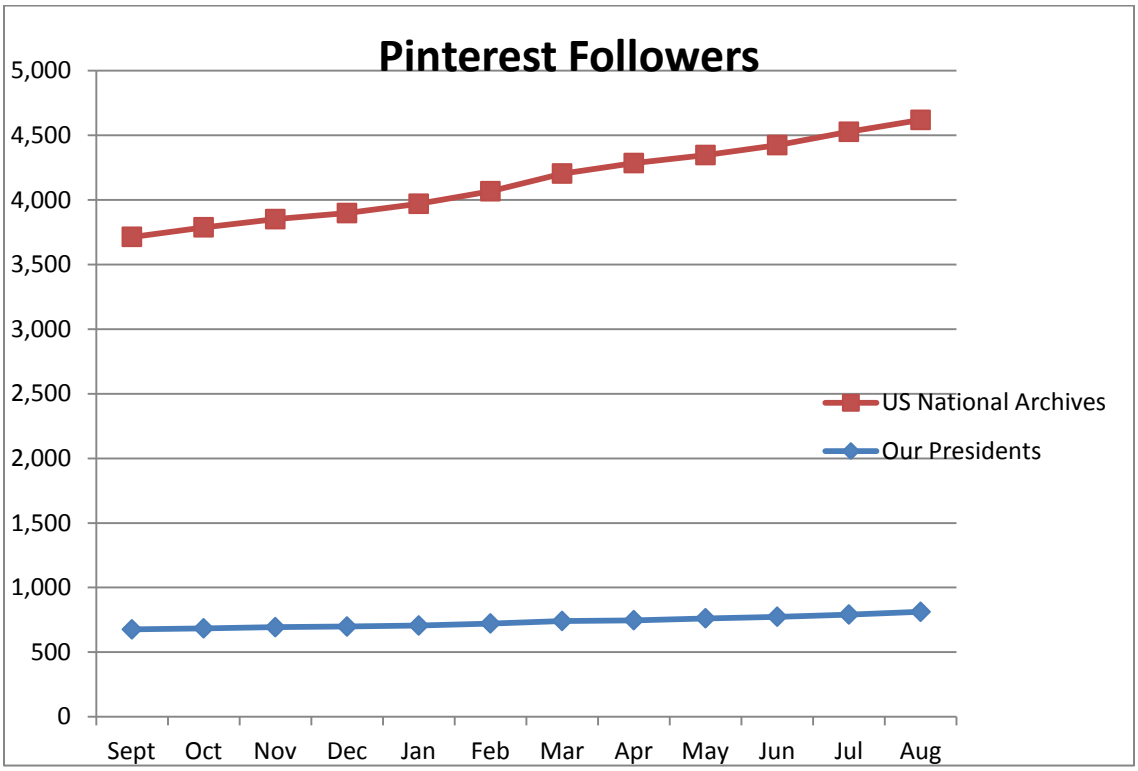
Social Media Tools: Detail View – *Google+*

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.

	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug
Acts of Congress	60	46	23	18	42	25	17	20	23	10	5	33
Annotation (NHPRC)	728	494	420	674	886	677	334	263	199	332	466	388
AOTUS	1,804	2,982	1,930	2,380	1,437	1,346	2,884	1,346	1,824	1,287	2,692	1,894
Carter Chronicle	252	419	444	441	264	222	226	216	202	135	145	73
Education Updates	4,050	3,591	3,413	2,896	3,660	3,374	3,288	2,379	2,200	1,619	1,980	2,497
FOIA	732	1,007	960	782	990	975	1,476	1,386	1,044	987	1,225	745
Forward with Roosevelt									325	177	149	298
Hoover Heads												48
Unwritten Record (formerly Media Matters)	4,099	4,529	4,795	4,163	5,479	4,617	4,780	5,171	4,575	3,658	5,322	5,827
NARAtions	3,419	3,608	4,433	3,369	4,389	3,945	4,264	5,252	3,034	2,106	4,915	3,943
NDC Blog	781	698	1,029	961	890	839	1,401	970	688	770	810	700
Rediscovering Black History	1,043	1,289	1,518	1,859	1,601	3,985	2,167	1,533	1,521	1,833	1,265	1,594
Prologue Blog	12,996	23,218	19,172	13,847	14,236	14,913	15,435	15,721	14,292	9,565	10,455	8,778
Records Express Blog	3,173	1,839	1,711	2,859	1,956	1,829	3,139	3,588	3,510	2,660	932	1,247
The Text Message	3,457	4,102	4,654	4,199	4,733	4,143	4,008	4,628	4,112	3,682	4,075	3,404
Transforming Classification (PIDB)	306	376	258	227	268	244	313	321	279	233	270	167
MONTHLY TOTAL	**36,901**	**48,198**	**44,760**	**38,675**	**40,831**	**41,134**	**43,732**	**42,794**	**37,828**	**29,054**	**34,706**	**31,636**

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.

	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug
Acts of Congress	77	65	33	22	47	28	20	31	27	18	6	39
Annotation (NHPRC)	1,107	699	652	995	1,224	1,000	473	448	315	491	720	576
AOTUS	3,000	4,695	3,254	3,807	2,566	2,314	4,389	2,312	2,850	2,273	5,104	3,125
Carter Chronicle	365	643	642	615	382	344	332	370	351	192	185	110
Education Updates	5,699	5,785	5,153	4,245	5,532	4,882	4,852	3,866	3,892	2,892	4,092	4,098
FOIA	1,289	1,946	1,771	1,539	1,811	1,815	2,666	2,430	1,858	2,153	2,820	1,382
Forward with Roosevelt									693	378	991	501
Hoover Heads												168
Unwritten Record (formerly Media Matters)	6,625	7,713	8,303	6,729	10,024	8,433	8,141	14,258	13,695	7,080	10,006	10,732
NARAtions	5,747	6,238	8,912	6,042	8,058	7,348	7,634	9,522	5,654	4,167	9,311	6,433
NDC Blog	1,271	1,241	1,720	1,623	1,810	1,642	2,327	1,678	1,136	1,197	1,475	1,350
Rediscovering Black History	1,846	2,277	2,816	2,795	2,827	6,338	3,823	2,604	2,695	2,802	2,188	2,629
Prologue Blog	21,475	37,463	32,273	23,555	23,561	24,412	24,756	24,813	21,733	15,400	16,615	14,448
Records Express Blog	5,318	3,748	3,196	5,039	3,450	3,558	5,508	5,646	5,185	4,474	2,729	2,952
The Text Message	5,418	6,576	7,369	6,829	7,383	6,599	6,712	7,144	6,426	5,813	6,528	5,949
Transforming Classification (PIDB)	383	488	430	292	353	354	406	419	479	374	815	237
MONTHLY TOTAL	**59,626**	**79,577**	**76,524**	**64,127**	**69,028**	**69,067**	**72,039**	**75,541**	**66,989**	**49,704**	**63,585**	**54,729**

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.

*Migrated to Wordpress.com. Unique visitors is not calculated

	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug
Acts of Congress	828	870	893	911	953	978	994	1,012	1,034	1,044	1,049	1,082
Annotation (NHPRC)	4,327	4,682	4,950	5,403	6,076	6,591	6,841	7,054	7,217	7,468	7,808	8,122
AOTUS	131,591	133,863	135,359	136,970	138,124	139,221	141,535	142,649	142,649	142,649	*	*
Carter Chronicle	7,318	7,667	8,014	8,387	8,614	8,803	8,984	9,165	9,335	9,430	9,554	9,620
Education Updates	34,062	37,035	39,935	42,377	45,507	48,390	51,097	*	*	*	*	*
FOIA	27,604	28,302	29,035	29,635	30,352	31,088	32,084	33,050	*	*	*	*
Forward with Roosevelt									*	*	*	*
Unwritten Record	34,091	37,557	41,519	44,968	49,527	53,413	57,374	61,732	*	*	*	*
NARAtions	187,290	190,394	194,272	197,129	200,855	204,331	207,921	212,372	214,985	216,824	*	*
NDC Blog	91,305	91,891	92,702	93,522	94,241	94,984	95,947	96,707	97,268	97,882	98558	99,152
Rediscovering Black History	8,461	9,469	10,638	12,168	13,506	16,825	18,514	19,796	20,988	22,432	23486	24,798
Prologue Blog	355,148	375,666	392,459	404,407	416,999	430,024	443,116	456,571	468,988	477,279	486416	494,177
Records Express Blog	51,223	52,439	53,649	55,562	56,942	58,263	60,534	62,938	65,293	67,092	*	*
The Text Message	114,998	118,263	122,172	125,687	129,708	133,224	136,587	140,464	143,834	146,866	150166	153,057
Transforming Classification	9,333	9,577	9,769	9,927	10,134	10,314	10,521	10,734	*	*	*	*
MONTHLY TOTAL	**1,059,152**	**1,099,248**	**1,136,939**	**1,168,626**	**1,203,111**	**1,236,449**	**1,272,049**	**1,254,244**	**1,164,374**	**1,181,498**	**777,037**	**790,008**

APPENDIX II.D: Blog Unique Viewers (Monthly)

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

	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug
Acts of Congress	58	42	23	18	42	25	16	18	22	10	5	33
Annotation (NHPRC)	479	355	268	453	673	515	250	213	163	251	340	314
AOTUS	1,418	2,272	1,496	1,611	1,154	1,097	2,314	1,114	*	*	*	*
Carter Chronicle	196	349	347	373	227	189	181	181	170	95	124	66
Education Updates	3,384	2,973	2,900	2,442	3,130	2,883	2,707	*	*	*	*	*
FOIA	583	698	733	600	717	736	996	966	*	*	*	*
Forward with Roosevelt									*	*	*	*
Unwritten Record (formerly Media Matters)	3,144	3,466	3,962	3,449	4,559	3,886	3,961	4,358	*	*	*	*
NARAtions	3,034	3,104	3,878	2,857	3,726	3,476	3,590	4,451	2,613	1,839	*	*
NDC Blog	616	586	811	820	719	743	963	760	561	614	676	594
Rediscovering Black History	809	1,008	1,169	1,530	1,338	3,319	1,689	1,282	1,192	1,444	1,054	1,312
Prologue Blog	11,427	20,518	16,793	11,948	12,592	13,025	13,092	13,455	12,417	8,291	9,137	7,761
Records Express Blog	1,934	1,216	1,210	1,913	1,380	1,321	2,271	2,404	2,355	1,799	*	*
The Text Message	2,847	3,265	3,909	3,515	4,021	3,516	3,363	3,877	3,370	3,032	3,300	2,891
Transforming Classification (PIDB)	212	244	192	158	207	180	207	213	*	*	*	*
MONTHLY TOTAL	**30,141**	**40,096**	**37,691**	**31,687**	**34,485**	**34,911**	**35,600**	**33,292**	**22,863**	**17,375**	**14,636**	**12,971**

*migrated to Wordpress.com. Unique visitors is not calculated.

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

	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug
Acts of Congress	0	0	0	0	0	0	0	0	0	0	0	0
Annotation (NHPRC)	18	13	17	21	24	20	19	18	26	19	25	33
AOTUS Blog	1,035	287	256	256	284	268	276	332	161	156	149	132
AOTUS Tumblr	11	2	4	3	2	2	3	1	2	3	4	2
Carter Chronicle	698	735	787	634	711	645	421	411	375	337	294	237
Education Updates	58	67	49	38	49	51	45	33	30	38	32	35
FOIA Ombudsman	99	67	44	47	58	46	70	67	21	27	26	23
Unwritten Record (formerly Media Matters)	64	57	53	56	121	106	113	153	39	39	40	36
NARAtions	1,095	1,072	223	237	254	244	257	277	342	137	179	162
NDC Blog	153	267	178	168	184	185	155	140	191	210	226	220
Prologue	309	595	331	320	329	366	347	355	344	382	381	360
Records Express	332	181	163	150	195	157	187	205	186	240	111	108
Rediscovering Black History	18	15	22	26	24	21	25	28	25	23	27	29
Text Message	128	101	100	107	119	100	116	101	95	101	102	142
Today's Document Tumblr	106	68	51	55	68	57	61	77	67	73	68	76
Transforming Classification (PIDB)	739	761	715	502	652	642	441	425	401	284	253	211
MONTHLY TOTAL	**4,867**	**4,292**	**2,993**	**2,620**	**3,074**	**2,910**	**2,536**	**2,623**	**2,305**	**2,069**	**1,917**	**1,806**

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. (A+P+R = Agency, Regional & Presidential totals.)

	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug
Monthly Total (A+P+R)	**17,788,179**	**11,145,142**	**15,807,202**	**16,304,310**	**11,628,110**	**10,809,079**	**8,407,311**	**11,883,471**	**9,153,250**	**10,367,989**	**15,637,705**	**11,727,893**
Agency-Wide Total	**3,283,541**	**2,386,061**	**2,797,763**	**6,798,188**	**4,657,058**	**4,697,328**	**3,900,245**	**4,528,313**	**3,966,702**	**3,871,056**	**6,029,438**	**3,337,643**
US National Archives	2,581,533	1,950,856	2,477,553	6,353,630	3,868,815	3,829,388	3,215,859	3,069,415	2,822,347	2,910,605	5,132,654	2,569,420
Afro-American HS	1,028	2,105	6,546	8,862	21,730	33,493	6,169	2,165	2,528	3,670	10,048	7,130
Assembly	1,184	659	950	1,770	7,905	135,822	399	301	83	385	518	463
Archival Recovery	15,822	13,733	16,885	11,286	12,818	23,549	16,976	13,847	9,947	25,403	15,879	18,213
Constitution	78,758	31,852	13,432	22,402	9,946	14,770	17,809	14,632	17,396	13,805	21,232	17,153
Federal Register	4,383	3,131	1,943	1,422	14,017	15,756	27,232	70,460	37,589	18,687	9,821	14,089
Federal Records Centers	387	964	638	858	2,051	4,036	2,410	968	626	1,408	2,073	2,505
Applied Research	11,471	10,361	12,835	13,010	13,041	21,246	9,392	2,119	2,042	1,720	9,144	6,068
NHPRC	245,306	90,605	97,254	185,524	137,097	196,287	233,782	343,824	133,532	248,137	178,585	183,547
Noon Lectures	8,801	13,602	1,044	580	1,064	1,253	1,917	1,359	1,632	2,132	1,330	4,046
Preservation	133,129	80,089	29,008	28,539	266,618	69,076	32,375	96,679	42,109	79,668	146,977	71,879
Research	19,830	31,602	6,512	5,886	23,794	39,740	76,990	21,481	51,571	20,973	20,009	10,703
Today's Document	55,786	47,100	45,188	98,420	134,547	197,972	171,009	137,247	519,151	419,241	378,882	362,861
Students and Interns	16,185	19,576	8,059	21,433	10,549	2,338	3,190	2,352	2,304	2,323	2,797	17,391
Electoral College	1,210	975	1,907	2,736	3,896	3,652	1,085	1,225	1,739	1,566	1,449	1,429
Education	108,728	88,851	78,009	41,830	129,710	108,950	83,651	750,239	322,106	121,333	98,040	50,746
Presidential Total	**13,659,575**	**8,417,136**	**12,619,803**	**9,083,185**	**6,520,721**	**5,624,824**	**4,093,840**	**6,795,080**	**4,390,912**	**5,813,002**	**8,977,809**	**8,051,226**
Bush	758,563	730,963	825,844	258,321	219,662	184,776	288,692	321,166	345,370	635,639	809,767	699,736
GWB	9,683,251	3,706,744	9,582,567	6,968,783	4,466,458	3,676,980	1,591,821	2,889,346	664,262	1,938,754	2,841,090	1,138,072
Carter	275,292	276,627	169,731	155,167	254,658	170,680	256,809	280,020	322,472	188,167	808,109	3,106,708
Clinton	193,070	387,390	740,723	404,686	199,674	171,865	428,288	598,325	67,300	262,444	562,509	532,640

Eisenhower	101,484	1,698,940	124,717	238,386	115,820	139,862	268,996	609,365	717,507	356,211	312,762	200,177
Ford Library	31,688	38,159	18,850	16,488	15,989	16,912	12,294	60,258	71,049	38,859	51,211	33,451
Ford Museum	531,407	210,549	99,694	48,352	68,736	59,887	80,974	243,722	167,700	117,869	279,921	209,594
Hoover	71,451	68,239	22,939	34,743	30,456	26,014	41,217	79,958	98,399	80,579	100,655	193,638
Johnson	600,632	273,464	244,454	222,125	368,131	402,971	337,898	481,448	571,206	1,245,801	828,411	688,076
Nixon	446,888	466,862	445,052	367,020	442,309	446,018	557,428	353,907	744,705	547,400	516,632	494,738
Reagan	24,873	38,855	19,561	82,876	59,301	73,958	32,209	300,791	27,253	18,303	1,211,670	157,707
Roosevelt	695,673	238,842	134,219	158,232	173,378	112,118	80,883	154,737	175,579	172,747	223,071	236,764
Truman	245,303	281,502	191,452	128,006	106,149	142,783	116,331	422,037	418,110	209,779	432,001	359,925
Regional Total	**845,063**	**341,945**	**389,636**	**422,937**	**450,331**	**486,927**	**413,226**	**560,078**	**795,636**	**683,931**	**630,458**	**339,024**
Atlanta	122,007	38,021	14,998	14,598	14,768	22,262	12,599	16,037	14,496	17,290	34,027	23,648
Boston	513,701	126,896	253,845	236,738	193,238	163,068	256,827	328,657	252,267	425,001	255,360	151,391
Chicago	23,704	25,258	21,702	24,548	9,460	14,521	11,147	10,784	16,425	77,369	220,540	46,672
Denver	15,714	58,750	13,970	40,722	91,536	60,747	13,159	7,349	160,324	7,562	5,145	4,982
Fort Worth	47,166	18,961	10,619	28,524	42,687	29,008	33,781	29,366	24,645	18,142	45,285	12,056
Kansas City	31,067	23,350	30,833	17,295	32,694	36,723	18,420	25,444	25,444	26,297	16,833	21,656
New York	21,880	17,759	19,871	16,826	23,131	19,785	16,660	25,915	51,590	34,435	15,846	34,106
Philadelphia	12,778	10,681	9,986	13,274	15,084	65,422	19,701	70,382	25,404	12,792	16,570	21,815
Riverside	5,666	3,938	907	2,608	1,507	25,657	6,824	5,092	1,913	4,060	4,097	7,478
Seattle	2,230	4,405	2,798	7,896	15,353	41,092	15,871	35,032	9,454	55,558	5,361	7,419
St. Louis	49,150	13,926	10,107	19,908	10,873	8,642	8,237	6,020	12,728	5,425	11,394	7,801

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). (A+P+R = Agency, Regional & Presidential totals.)

	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug
Monthly Total (A+P+R)	**5,203,696**	**3,949,554**	**4,978,192**	**5,924,135**	**3,006,040**	**2,832,257**	**2,337,566**	**3,586,722**	**3,135,226**	**3,764,436**	**5,872,046**	**4,307,485**
Agency-Wide Total	**1,004,744**	**619,233**	**792,580**	**2,471,189**	**1,290,376**	**1,282,074**	**896,148**	**1,252,959**	**1,124,548**	**1,070,330**	**2,207,895**	**910,308**
US National Archives	737,676	490,014	696,888	2,357,075	1,017,984	1,007,687	705,573	660,392	710,414	725,546	1,931,945	704,129
Afro-American HS	379	921	3,304	4,112	10,452	13,209	1,499	425	417	891	2,997	1,956
Assembly	565	303	430	891	3,961	73,116	140	85	24	75	146	138
Archival Recovery	2,696	2,566	2,971	2,420	2,043	2,517	2,681	2,030	2,619	5,199	3,770	3,847
Constitution	38,350	14,385	5,222	14	3,135	5,555	6,878	5,654	5,474	3,121	6,866	6,415
Federal Register	1,190	882	607	369	5,278	5,281	10,265	27,823	11,851	2,038	1,028	1,820
Federal Records Centers	106	349	216	302	361	492	357	151	140	624	551	603
Applied Research	3,482	2,760	3,927	5,389	5,239	8,355	2,831	721	744	616	2,341	1,885
NHPRC	107,613	20,424	26,329	58,379	37,999	55,196	70,891	129,183	38,257	101,943	53,053	53,267
Noon Lectures	3,589	6,826	192	164	257	228	308	286	316	504	347	1,784
Preservation	52,761	27,634	11,470	8,123	113,522	26,730	9,976	46,338	19,626	34,503	76,789	31,822
Research	6,430	9,474	2,239	1,940	5,676	11,582	29,929	6218	14,297	7,776	7,073	4,349
Today's Document	5,816	5,669	5,280	13,430	32,156	28,626	21,910	14,827	170,945	136,974	85,057	69,623
Students and Interns	3,140	3,853	2,463	3,433	3,112	729	539	406	403	518	543	5,844
Electoral College	412	299	670	1,113	1,650	1,820	419	397	710	541	580	305
Education	40,539	32,874	30,372	14,035	47,551	40,951	31,952	358,023	148,311	49,461	34,809	22,521
Presidential Total	**3,751,767**	**3,221,179**	**4,067,462**	**3,324,304**	**1,569,291**	**1,394,282**	**1,328,029**	**2,126,332**	**1,675,398**	**2,416,721**	**3,418,686**	**3,269,400**
Bush	274,289	244,931	270,293	110,231	88,424	73,905	118,752	133,433	138,053	302,406	302,140	265,585
GWB	2,291,721	1,247,479	2,978,287	2,542,349	801,264	685,756	401,239	688,317	264,652	858,561	961,971	465,698
Carter	90,769	97,679	49,490	41,540	77,782	52,254	81,663	87,772	110,232	64,481	294,967	1,366,061
Clinton	75,236	154,736	285,975	157,809	81,038	70,181	180,058	249,615	23,870	110,240	217,968	204,997
Eisenhower	39,787	870,134	49,336	90,063	36,401	46,951	90,294	199,422	316,390	128,829	117,413	80,883
Ford Library	10,535	15,176	8,039	5,338	6,002	5,498	4,513	16,444	22,468	13,189	19,994	10,459

Ford Museum	204,238	85,479	38,316	19,400	22,404	22,600	29,878	91,397	63,819	49,603	107,049	84,116
Hoover	22,668	20,944	7,932	14,369	9,023	8,009	14,768	23,040	32,618	30,314	36,259	85,842
Johnson	267,488	115,629	92,890	80,488	159,410	172,433	133,626	187,799	208,644	529,216	303,232	236,368
Nixon	160,007	179,447	156,034	130,996	166,400	149,200	194,815	124,735	270,683	195,325	187,530	174,195
Reagan	9,688	18,650	6,642	40,102	21,591	25,380	9,752	136,869	12,150	6,973	634,524	69,828
Roosevelt	233,218	84,791	53,156	50,605	66,832	33,534	30,030	48,248	63,755	61,296	81,788	96,088
Truman	72,123	86,104	71,072	41,014	32,720	48,581	38,641	139,241	148,064	66,288	153,851	129,280
Regional Total	**447,185**	**109,142**	**118,150**	**128,642**	**146,373**	**155,901**	**113,389**	**207,431**	**335,280**	**277,385**	**245,465**	**127,777**
Atlanta	58,642	14,627	5,283	3,982	3,647	5,815	4,382	5,334	5,339	6,495	16,012	10,173
Boston	316,134	33,091	78,409	69,532	51,946	36,864	71,148	126,025	82,765	174,424	89,218	59,853
Chicago	8,699	8,439	6,593	5,263	2,071	2,334	2,528	3,412	3,493	31,210	98,021	11,642
Denver	5,682	28,133	4,869	17,966	44,978	27,694	4,550	3,334	93,593	2,945	2,563	1,951
Fort Worth	14,175	5,593	2,895	8,686	13,948	7,257	8,223	6,344	114,880	4,625	18,779	4,157
Kansas City	12,357	5,323	8,793	4,172	12,076	12,929	5,133	7,480	5,984	8,584	5,582	7,313
New York	6,309	5,331	4,460	3,515	5,732	3,763	4,340	7,325	14,899	12,930	5,278	17,545
Philadelphia	2,711	2,424	3,365	4,469	3,866	27,590	3,846	28,221	6,159	2,867	3,216	5,946
Riverside	1,419	1,405	433	1,248	670	12,756	1,932	1,592	832	1,718	1,446	3,023
Seattle	586	1,354	1,004	2,060	4,616	16,104	5,617	16,288	3,782	29,690	1,702	3,001
St. Louis	20,471	3,422	2,046	7,749	2,823	2,795	1,690	2,066	3,554	1,897	3,648	3,173

APPENDIX V: Twitter Followers (Cumulative)

	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug
archivespres	3,175	3,262	3,425	3,546	3,645	3,724	3,833	3,892	3,947	4,007	4,067	4,144
dferriero	3,071	3,145	3,162	3,188	3,214	3,237	3,277	3,333	3,361	3,388	3,417	3,438
Discovercivwar	6,057	6,094	6,121	6,147	6,240	6,352	6,443	6,498	6,567	6,569	6,593	6,851
DocsTeach	5,315	5,519	5,713	5,875	6,085	6,300	6,542	6,721	6,869	7,039	7,264	7,546
ElectoralCollge	2,266	2,270	2,279	2,294	2,293	2,287	2,293	2,290	2,286	2,298	2,317	2,331
FedRegister	7,125	7,267	7,396	7,527	7,689	7,882	8,046	8,226	8,353	8,480	8,611	8,742
NARAMediaLabs	519	558	629	696	774	853	936	1,006	1,074	1,156	1,206	1,258
NARA_ RecMgmt	5,009	5,086	5,140	5,228	5,286	5,352	5,433	5,493	5,542	5,602	5,651	5,707
TodaysDocument	16,398	17,165	17,803	18,542	19,423	20,228	21,003	21,725	22,486	23,183	23,935	24,883
USNatArchives	47,921	50,099	52,272	55,435	58,583	61,700	64,589	67,165	69,305	71,445	74,214	77,289
ThisisArchives						20	347	454	572	700	883	1,101
Bush41library	17,410	17,975	18,726	19,361	19,981	20,503	21,065	21,644	22,003	22,371	22,821	23,517
CarterLibrary	9,448	9,693	9,845	9,989	10,197	10,378	10,527	10,700	10,925	11,026	11,297	13,852
IkeLibrary	6,216	6,430	6,601	6,939	7,177	7,380	7,592	7,840	8,019	8,165	8,336	8,623
FDRLibrary	5,615	5,843	6,017	6,241	6,501	6,700	6,924	7,119	7,302	7,455	7,661	7,993
GWBlibrary	9,504	9,743	10,121	10,381	11,041	11,506	12,022	12,395	12,775	13,144	13,563	14,131
IkeandHarry2012	610	610	615	614	613	613	619	625	636	636	636	635
JFKLibrary	28,908	29,462	30,104	30,720	31,263	31,940	32,489	33,097	33,627	34,016	34,482	35,226
LBJLibrary	7,812	8,100	8,340	8,563	8,887	9,128	9,369	9,643	9,872	10,109	10,318	10,750
OurPresidents	10,116	10,491	10,889	11,307	12,059	12,484	12,849	13,240	13,636	14,025	14,574	15,108
Reagan_Library	1,477	1,537	1,583	1,619	1,672	1,729	1,760	1,806	1,862	1,913	1,955	2,041
TrumanLibrary	2,057	2,214	2,342	2,477	2,602	2,769	2,885	3,031	3,177	3,257	3,394	3,673
WJCLibrary	45,137	49,073	52,732	56,239	60,313	64,350	68,452	74,565	75,867	76,646	77,124	77,995
ArchivesNYC										6	8	8
atlantaarchives	1,157	1,194	1,233	1,261	1,293	1,333	1,363	1,389	1,399	1,418	1,432	1,467
Boston_archives								79	125	165	190	218
KCArchives	1,026	1,080	1,131	1,187	1,244	1,293	1,333	1,386	1,421	1,458	1,486	1,528
CongressArchive	992	1,089	1,214	1,354	1,507	1,646	1,815	1,964	2,065	2,171	2,260	2,461
NARAFRC	380	383	395	405	407	407	419	420	422	425	427	431
StLouisArchives	94	97	103	106	106	109	115	122	125	127	128	129
TOTAL	**272,469**	**255,479**	**265,931**	**277,241**	**290,095**	**302,203**	**314,340**	**327,789**	**335,620**	**342,400**	**350,250**	**363,076**

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

	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug
Page Views	11,763	12,773	9,736	3,246	3,923	3,077	8,006	2,769	2,391	2,296	1,862	1,801
Track Downloads	7,809	9,788	7,490	2,832	2,639	2,685	3,618	2,123	2,078	1,872	1,570	1,745
Subscriptions	1,322	1,447	1,183	434	441	359	920	358	331	314	350	277

APPENDIX VII: **Google+** Followers

	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug
Monthly Followers	6,582	8,358	8,181	9,676	9,755	6,853	6,714	6,340	6,032	4,118	5,196	9,786
Cumulative Followers	257,155	265,513	273,694	283,370	293,125	299,978	306,692	313,032	319,064	323,182	328,378	338,164

APPENDIX VIII: **Pinterest** Followers (Cumulative)

	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug
US National Archives	3,714	3,788	3,851	3,898	3,970	4,067	4,204	4,285	4,347	4,424	4,527	4,619
Our Presidents	676	684	693	698	706	722	741	747	762	774	791	812

APPENDIX IX: **Instagram** Followers (Cumulative)

	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug
US National Archives	1,710	1,877	2,216	2,614	3,177	3,565	3,922	4,254	4,800	5,498	6,800	8,207
Ike Library	122	135	139	147	155	192	216	232	252	266	282	297
Clinton Library	165	216	272	288	320	349	376	1,204	1,218	1,239	1,270	1,311
FDR Library							43	54	62	75	112	140
Bush 41 Library										1	13	28

APPENDIX X: **HistoryPin** Channel Views(Cumulative)

	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	August
Channel Views	19,663	20,138	20,506	20,992	21,389	21,805	22,196	22,793	23,443	23,995	24,526	24,996