

## **AOTUS blog post: By the Numbers 2015**

The Strategic Plan of the National Archives outlines a bold direction to ensure the continued and increased relevance of archives and the people who do this important work, as well truly democratic access to our holdings in a digital society.

\*How are we measuring the success of our actions in implementing this Strategic Plan?

\*What are the numbers actually telling us?

[be sure to go back to the earliest blogpost on this and compare the info to today. ]

Here is what some of our data shows thus far in FY2015:

### **Physical Visits: (Data from PRMS as of August 31)**

Number of visits to all NARA facilities: **3,438,465**

- Number of visits to our exhibits: **3,283,264**
- Number of researcher visits to all NARA facilities: **77,364**

Number of written requests answered by all NARA offices: **1,030,498**

- Number of written requests (includes fax, letter, email) received by all NARA archival offices: **105,481**
- Number of written requests received by the St. Louis Military Personnel Records Center: **925,017**

### **Website and Online Catalog:**

- Traffic to [Archives.gov](http://Archives.gov): We had **27,102,480** visits from **19,001,388** visitors who viewed **77,893,869** pages (WebTrends for consistency)
- Percentage of online visits to archives.gov via mobile device: **22.5%**
- Number of visits to the National Archives [catalog](#): **865,652 (From PMRS not sure who enters the numbers)**

### **Social Media:**

Over 200 NARA staff across the country are contributing to and/or managing our external social media platforms.

Over 600 staff are actively posting content to our internal collaboration network.

Number of views of [NARA social media sites](#): 249,025,403 (FY15)

- Number of views of NARA's 16 [external blogs](#): 799,759
- Number of followers on [Today's Document](#): 215,567
- [OurPresidents](#) has 130,360 followers
- [Congress Archives](#) has 110,786 followers
- Number of downloads of [Today's Document mobile app](#) (IOS and Droid): \_\_\_\_\_ in FY15 for a cumulative total of \_\_\_\_\_ downloads since the app launched in 2011
- Number of NARA digital copies on our [Flickr account](#): 16,013
  - Number of views from June 2009 to date: 153,296,466

Over \_\_\_\_\_ digital copies of National Archives records have been used in Wikipedia articles that have garnered over \_\_\_\_\_ views in FY15.

### **Digitization:**

- Imaging Lab digitized:
  - Photo lab:
  - textual scanning lab:
  - microfilm scanning lab:
- Uploads to the catalog:
- Partners
  - Views of NARA records (Ancestry, Fold3, FamilySearch)

Description:

- Catalog
    - Catalog views:
    - Transcriptions: **4,718**
    - Tags added: **6,021**
-



## American Archives Month: How We Make Access Happen (An Infographic Series)

Date	Topic	Metrics to include	Image ideas
	Website	Total numbers and mobile increasing	Little people Little mobile phones
	Social media	Total followers, views, total engagements	Little thumbs up, speech bubbles, "share"?
	Exhibit visitors	Visits	Feet
	Researchers	In-person visits, written requests answered, online researchers (catalog), Wikipedia?	File folders
	Newly digitized records		
	Finale		One big infographic on how we make access happen

### DRAFT BLOG POST #1 - WEBSITE AND SOCIAL MEDIA

The staggering numbers of people who visit our website and social media platforms each year illustrate the increasing relevance of truly democratic access to our holdings in a digital society.

This is the first in a series exploring the impact the National Archives is making through our increased efforts to digitize and foster engagement with our nation's history.

According to Google Analytics, in FY15, we reached more than 24M people who collectively viewed more than 80M pages on archives.gov. (That's up from 19M people and 69M pages in FY14, a 26% increase and 16% increase, respectively.)

We've noticed a continued increase in people using their smartphone and tablets to access our websites. A nearly 27% increase in smartphone sessions

Currently more than one third (33.6%) of sessions on our websites are from a mobile or tablet device. That's a nearly 18% increase over the previous fiscal year.

Over 200 NARA staff across the country are actively contributing to our external social media platforms. Throughout this fiscal year, almost 250 million people have viewed content posted to those platforms, which is up significantly over the previous fiscal year (141,554,462).

The core mission of the National Archives has always been to make our holdings available to the public. As the number of views on our website and social media platforms continue to grow each year, we are reminded that .....

How are we measuring the success of our actions in implementing this Strategic Plan?  
 \*What are the numbers actually telling us?

[Talk about Cheney 9/11 photos as example of social media reach.]

Here are some ideas for graphics. I think the ones in red are most important. If we're trying to hit a deadline of Tuesday we need to keep this simple!

Stat	Visualization
Over 200 NARA staff across the country are contributing to and/or managing our external social media platforms.	200 little people on a solid shape of the U.S.
Number of people following on social media: #TBD Meredith	Do we want to just show the total number or people (with little people)? Or do we want to break down by platform? Or at least the top ones: Facebook, Twitter, Tumblr, Instagram, Flickr? In which case maybe have little social media icons representing numbers of people
Number of views of NARA social media sites: 249,025,403	Eyeballs (?) representing 200M people around the globe?
Number of engagements on NARA social media sites: #TBD Meredith	Speech bubbles, thumbs ups, retweet icon (looks sort of like the recycle button)
Number of people visiting our website: 24M	Little people on a world wide web?
Number of pages viewed on our website: 80M	Little pages and eyeballs?
More than one third (33.6%) of sessions on our websites are from a mobile or tablet device.	A pie chart 1/3 filled in with mobile phones/tablets? I'm sure there are better ideas for this.