Digital Strategies and Services Staff: Social Media Team

### NARA Social Media Snapshot

**Project** | **Primary Office** | **Date** | **Footprints** | **People** | **Pushpin** | **Comments** | **Tags** | **Abbreviations**
--- | --- | --- | --- | --- | --- | --- | --- | ---
NARAtions | NPOL | 7/21/09 | 8,915 | N/A | 86 | 357 | 34 | N/A
Flickr | NPOL | Lv:6/12/09 Co:2/1/10 | 650,562 | N/A | Ttl: 9,594 Lv:5,140 | 313 | 1,249 | 7,104
YouTube | NPAC | 6/9/09 | Vid: 130,219 Ch: 31,321 | 842 | 231 | Vin: 257 Ch:24 | 11 | N/A
Facebook | US National... | NPAC | 7/29/09 | N/A | 5,324 | 328 | 626 | 2,435 | N/A
Facebook | Research... | NPOL | 7/29/09 | N/A | 1,293 | 64 | 36 | 179 | N/A
Facebook | NHPRC | 2/4/09 | N/A | 930 | 90 | 36 | 249 | N/A
Facebook | Federal Register | NF | 10/6/09 | N/A | 426 | 65 | 24 | 89 | N/A
Facebook | Atlanta | NRC | 1/13/10 | N/A | 562 | 24 | 34 | 51 | N/A
Facebook | New York | NRAN | 12/4/09 | N/A | 472 | 53 | 20 | 93 | N/A
Facebook | Chicago | NRD | 12/2/09 | N/A | 392 | 67 | 32 | 79 | N/A
Facebook | Hoover Library | NLHH | 12/15/09 | N/A | 385 | 21 | 18 | 48 | N/A
Twitter | archivesnews | NPAC | 10/14/09 | N/A | 1,080 | 347 | N/A | 213 | N/A
Twitter | fedregister | NF | 10/2009 | N/A | 353 | 574 | N/A | 75 | N/A
IdeaScale | OpenGov | NPOL | 2/4/10 | N/A | 102 | 30 | 30 | 295 | 47

**Tools**

- Blogs: 8 Live, 4 Approved, 1 Pending
- Facebook: 15 Live, 3 Approved, 0 Pending
- Flickr: 1 Live, 1 Approved, 0 Pending
- IdeaScale: 2 Live, 3 Approved, 0 Pending
- RSS: 4 Live, 0 Approved, 0 Pending
- Twitter: 6 Live, 1 Approved, 1 Pending
- Wikis: 20 Live, 0 Approved, 1 Pending
- YouTube: 4 Live, 1 Approved, 0 Pending
- Other: 0 Live, 2 Approved, 1 Pending

**Recent Buzz on Our Channels**

- AOTUS blog highlighted the new Civil War exhibit and a citizen archivist who found a diary among our records
- Sharing plans for a new researchers wiki on FB and NARAtions
- Lots of student engagement on the Hoover Blackboard blog

**Recent Buzz on External Channels**

- Impressions of Civil War exhibit
- Geneabloggers' Better Genealogy Challenge focused on NARA webpages
- Discussion of upcoming Clinton Library release of Elena Kagan documents
- Buzz about new Archival Recovery Team FB page

**What the Social Media Team is working on...**

- Ask An Archivist Working Group selected RightNow chat for pilot project
- Social Media web pages on NARA@Work
- Setting up new IdeaScale projects for internal NARA use (NR Better Workplace, NPOL regulation comments, and NAH Employee satisfaction)
- Technical infrastructure of internal blogs
- Social Media Working Group hosted NY Public Library’s Josh Greenberg (5/20)

**Most Recent Proposals**

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<thead>
<tr>
<th>Project</th>
<th>Office</th>
<th>Date</th>
<th>Status</th>
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<tbody>
<tr>
<td>Declarations Blog</td>
<td>NPAC</td>
<td>5/21/10</td>
<td>Live</td>
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<tr>
<td>ACERA Wiki</td>
<td>NH</td>
<td>5/14/10</td>
<td>Live</td>
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<tr>
<td>Regulations Idea Forum</td>
<td>NPOL</td>
<td>5/7/10</td>
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<td>Kansas City Facebook</td>
<td>NREA</td>
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<td>Ford Library Facebook</td>
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<tr>
<td>CFR Changes</td>
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<tr>
<td>DOCUMERICA Mobile App</td>
<td>NPOL</td>
<td>5/4/10</td>
<td>Approved</td>
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Contact us at socialmedia@nara.gov.

Archives.gov/social-media/

NARA-at-Work.gov/information_technology/social_media/