

SOCIAL MEDIA HIGHLIGHTS

- **THE NATIONAL ARCHIVES HOSTED OUR FIRST GOOGLE HANGOUT WITH THE ARCHIVIST OF THE UNITED STATES.**
- **THE SOCIAL MEDIA STAFF LAUNCHED A US NATIONAL ARCHIVES ACCOUNT ON INSTAGRAM, THE PHOTO-SHARING SOCIAL NETWORKING SITE.**
- **SOCIAL MEDIA STAFF PRESENTED AT THE ADVANCED LEARNING INSTITUTE'S SOCIAL MEDIA FOR GOVERNMENT & NONPROFIT COMMUNICATIONS CONFERENCE.**

SEPTEMBER 2013 OVERVIEW

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	51,404 Views	25,070 Visitors
Tumblr Blogs	43,320 Views	17,843 Visitors
Facebook	2,731,677 Impressions	814,603 Reach
National Archives YouTube Channel	70,425 Views	7,673 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	2,779,588 Views	6,262 Total Contacts
Our Archives Wiki	17,455 Views	395 Total Editors
Twitter (all NARA feeds)	--	156,880 Followers
FourSquare	51,567 Total Check-ins	21,485 Followers
iTunes U	4,132 Views	33,781 Subscribers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2013 Views	FY 2012 Views
Archives.gov Blogs	761,590	1,251,254
Tumblr Blogs	615,629	940,954
Facebook	39,491,534	30,915,082
National Archives YouTube Channel	872,926	919,193
Flickr (USNatArchives & ArchivesNews)	11,258,709	4,837,696
Our Archives Wiki	262,114	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 | 23. Acts of Congress |
| 8. Records Express | 16. NARA Tumblr | 24. Education Updates |
| | | 25. FDR Tumblr |

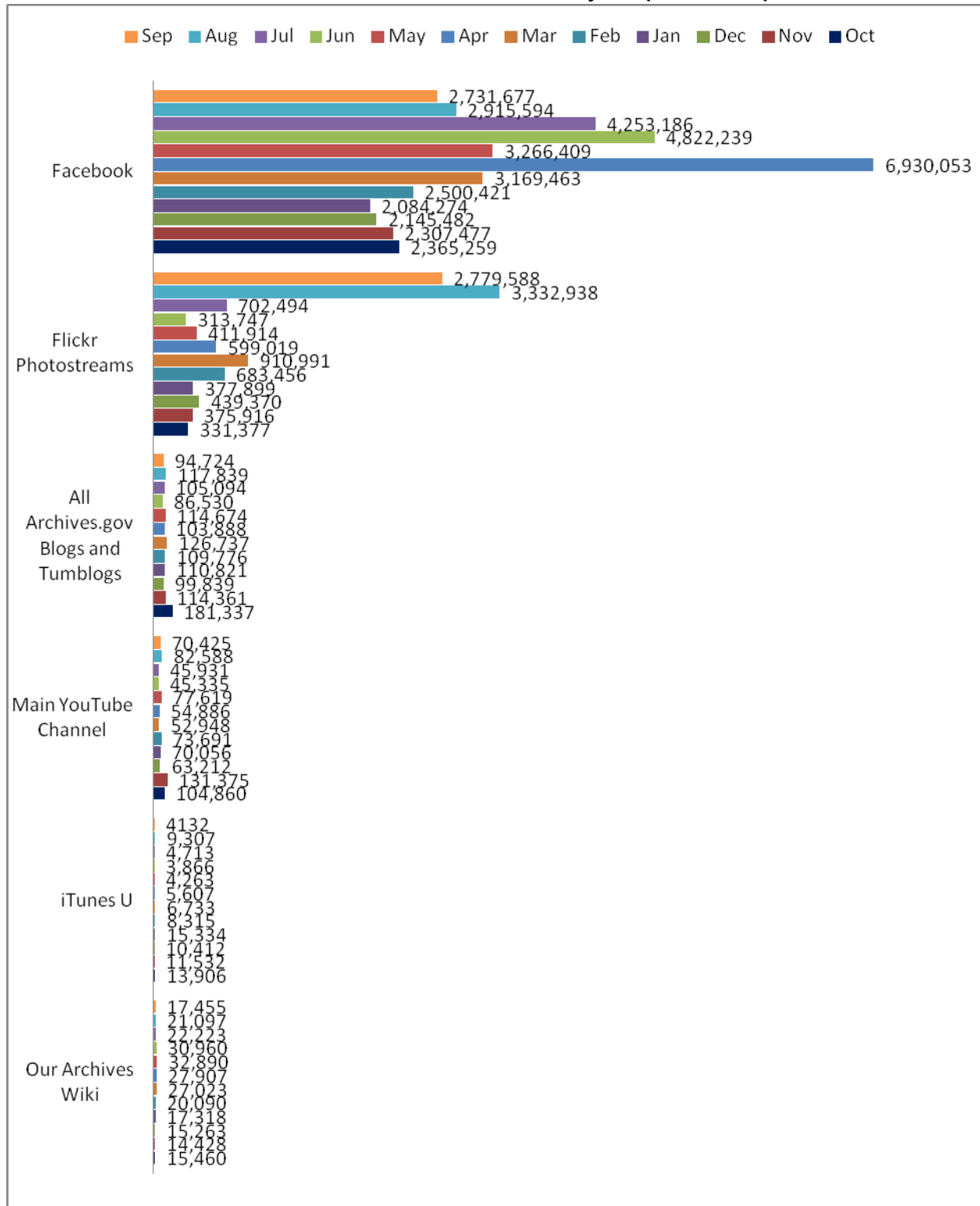
INTERNAL (NARA@WORK) BLOGS

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

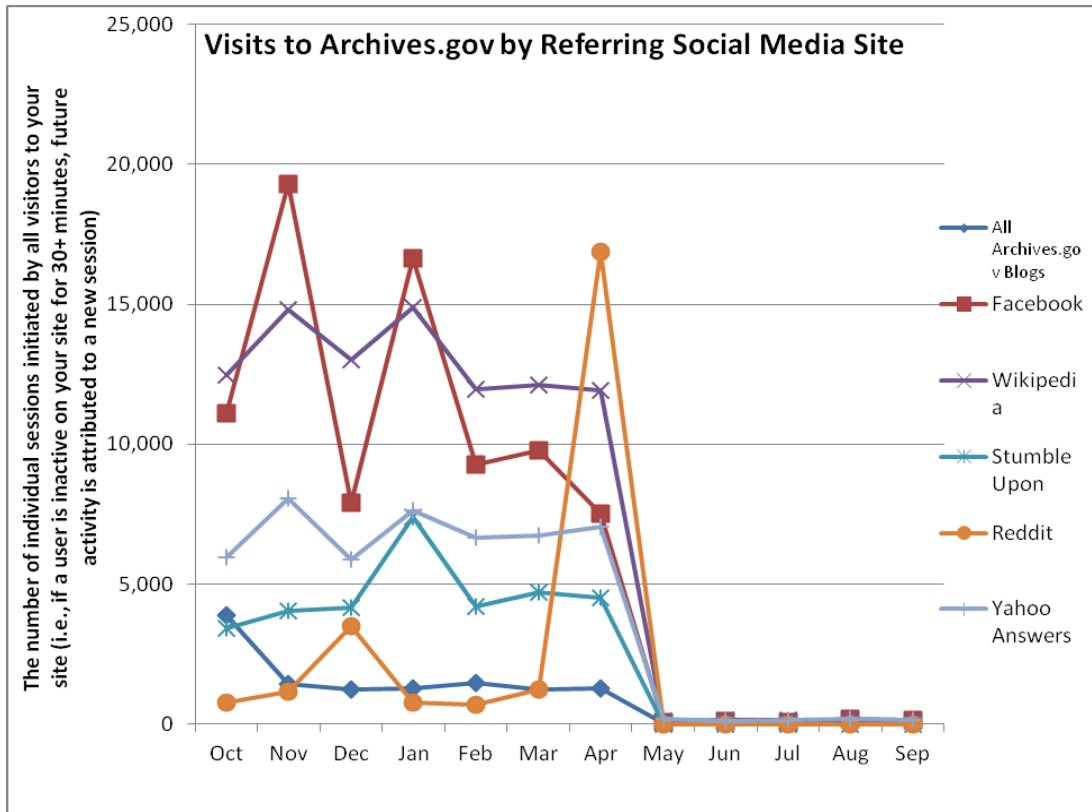
SOCIAL MEDIA TOOLBOX (Tools currently in use)

- | | | |
|--|---|--|
| <ul style="list-style-type: none"> • Blogs (Wordpress) • Dipity • Facebook • Flickr • Foursquare • GitHub • Google+ | <ul style="list-style-type: none"> • HistoryPin • HootSuite • IdeaScale • iTunes U • Pinterest • RSS Feeds • Scribd (Document sharing) | <ul style="list-style-type: none"> • 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)



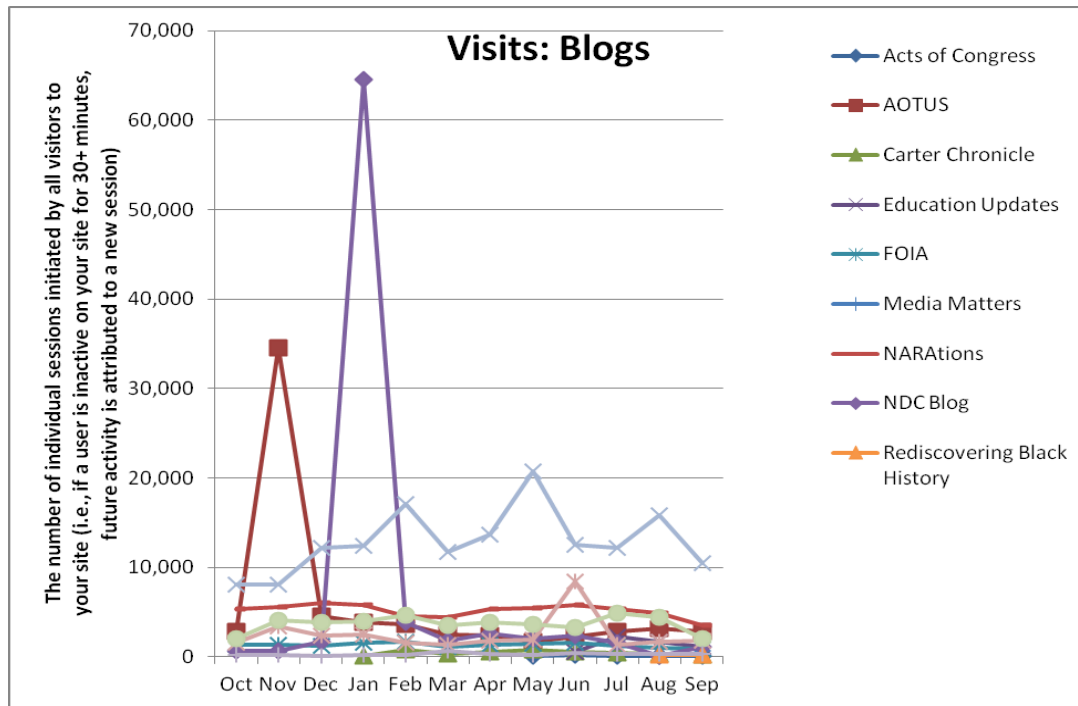
New External Social Media Projects

September Projects

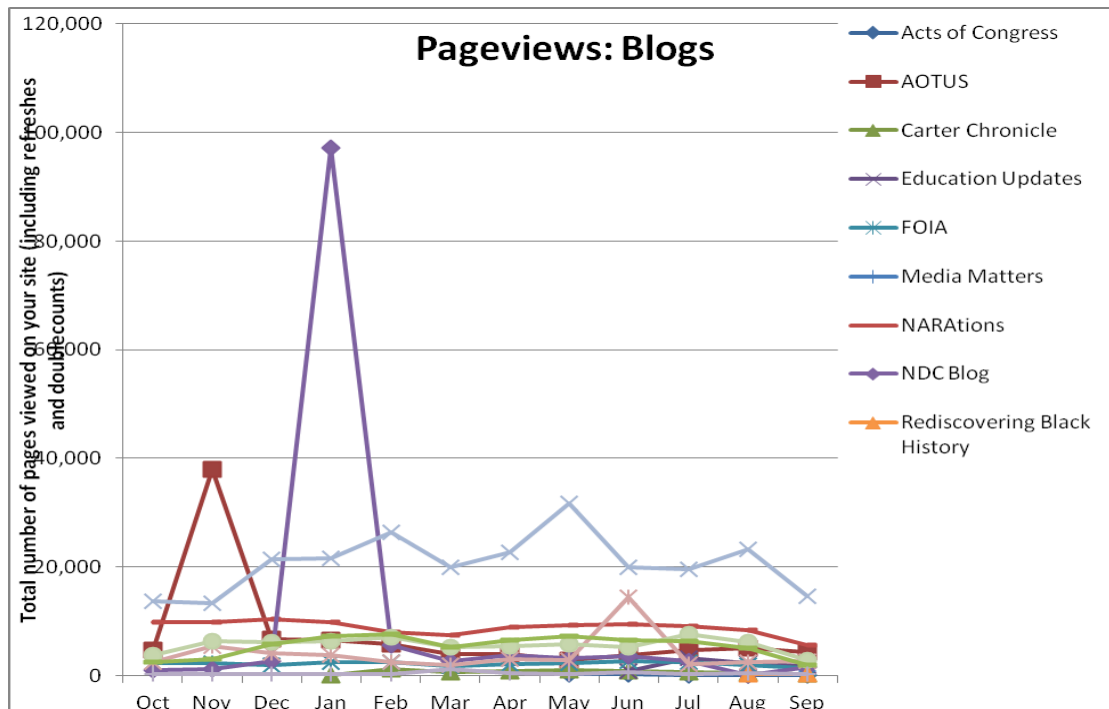
	Dipity	Facebook	Flickr	Twitter	Wiki	Tumblr	Blog	YouTube	Instagram
October		1		1			1		
November									
December									
January		1		1	1		1		
February		1					1		
March									
April				1		1			
May	1					1			
June						1			
July						1			
August									
September									1

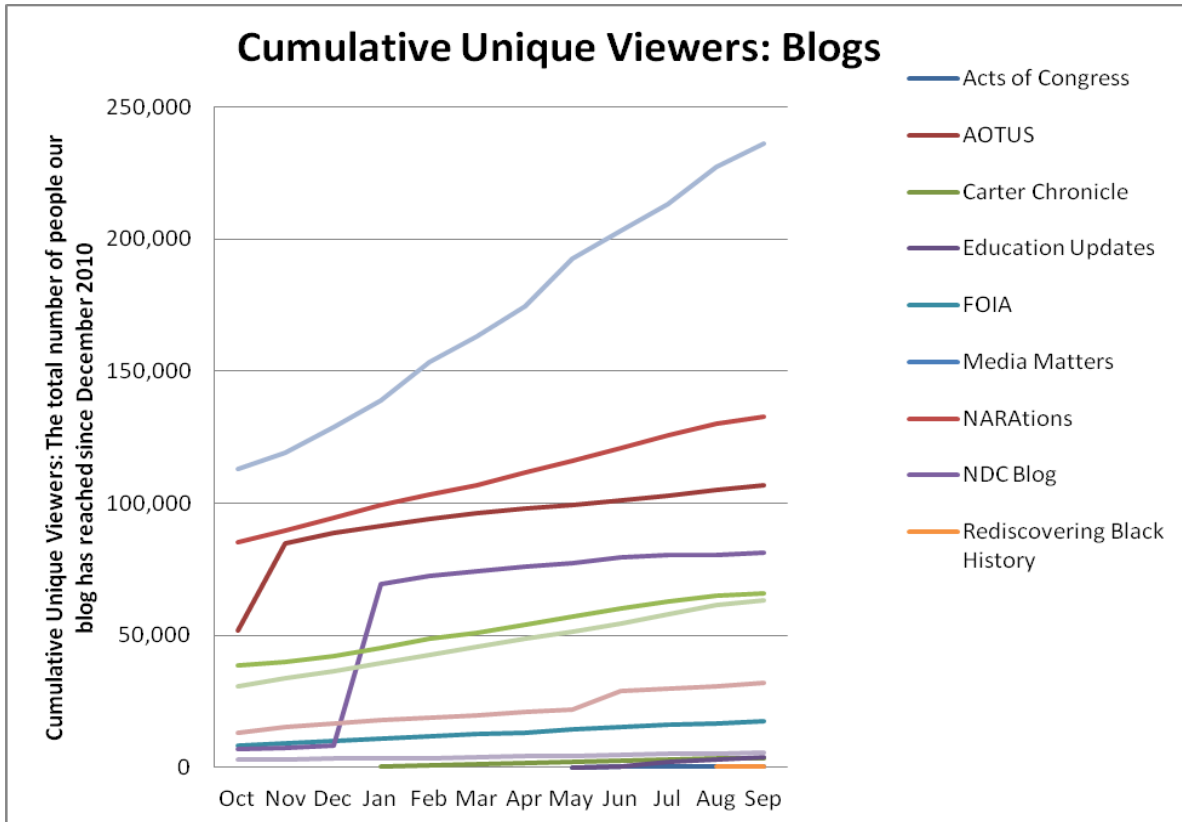
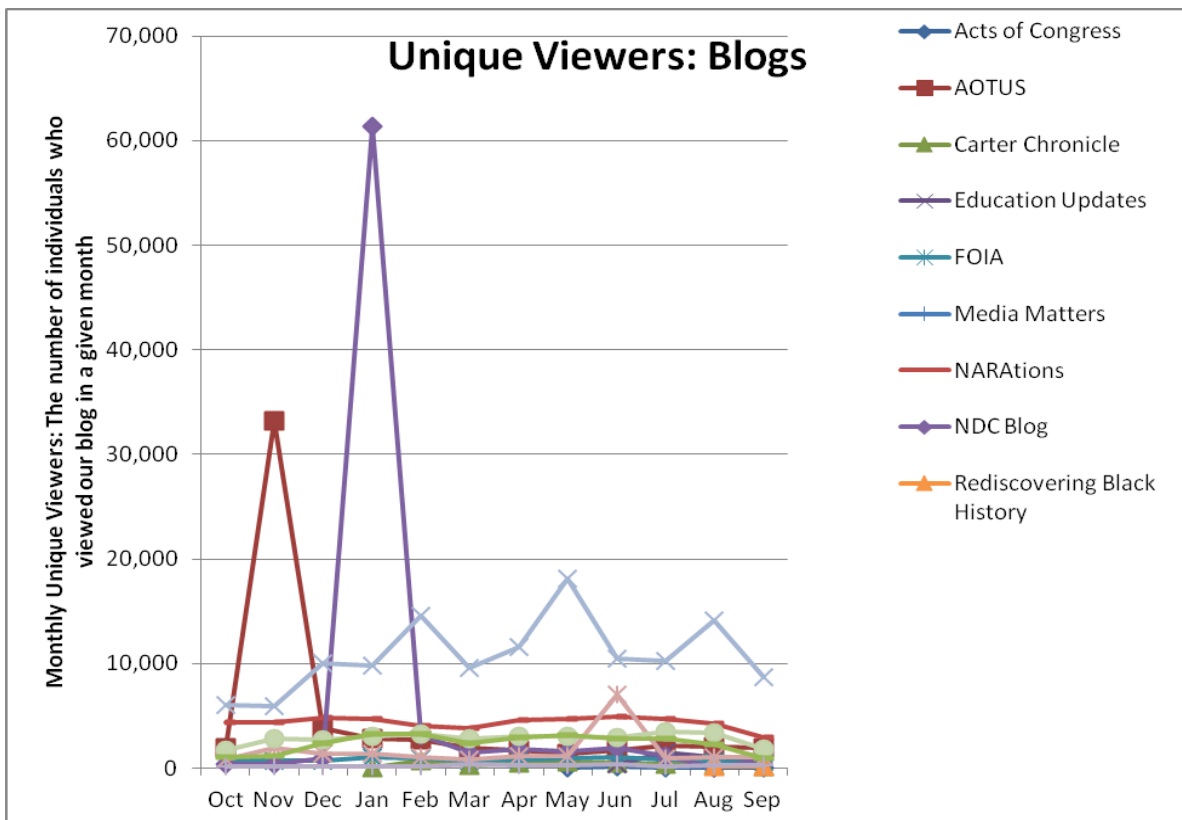
Social Media Tools: Detail View – Blogs (Archives.gov)

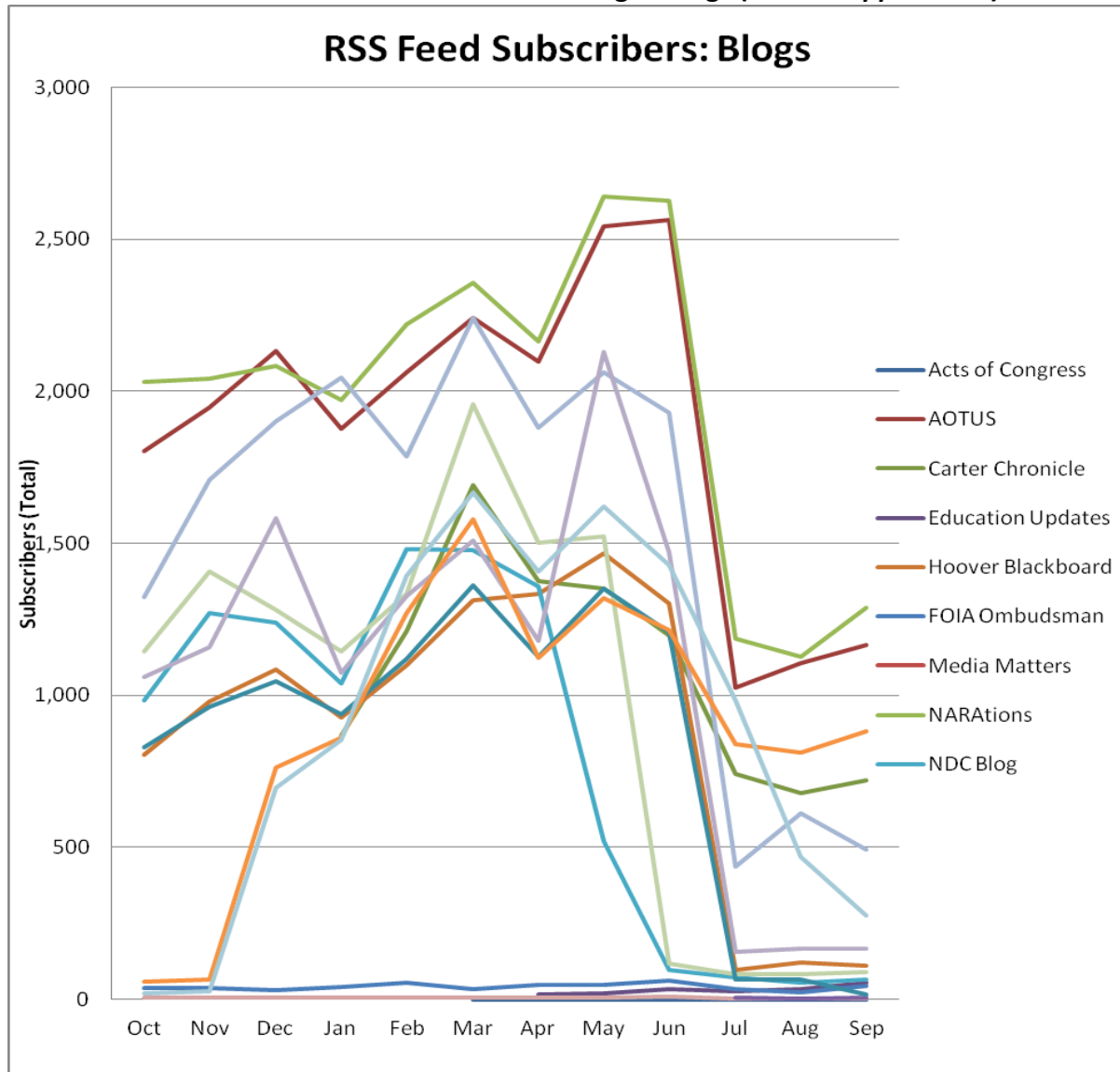
Blog Visits (Source: Appendix II.A)



Blog Pageviews (Source: Appendix II.B)

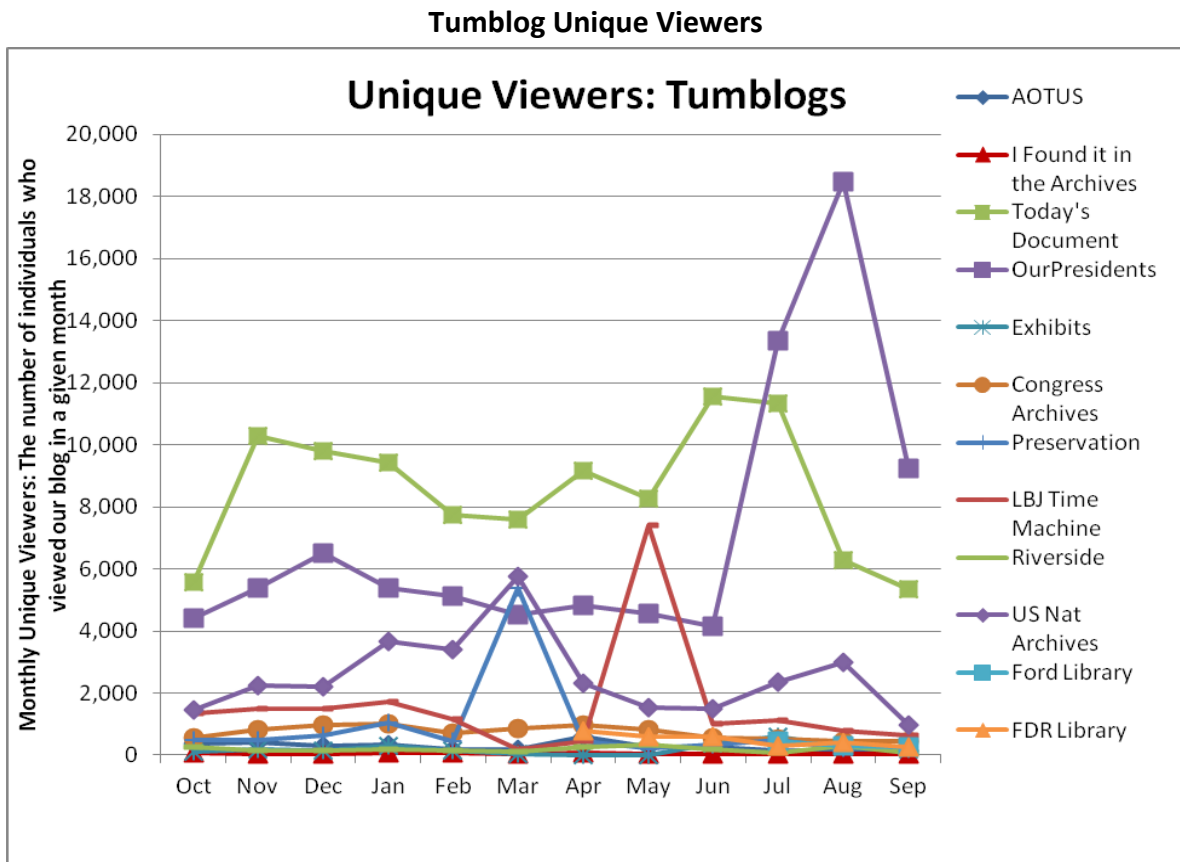
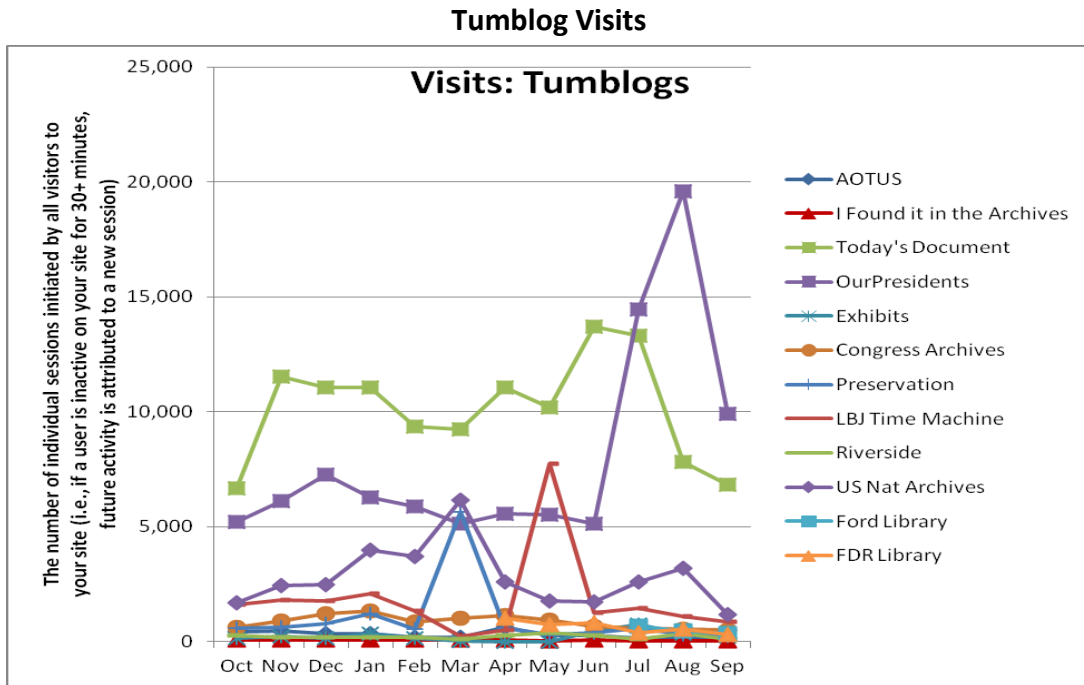


Blog Cumulative Unique Viewers (Source: Appendix II.C)**Blog Unique Viewers by Month (Source: Appendix II.D)**

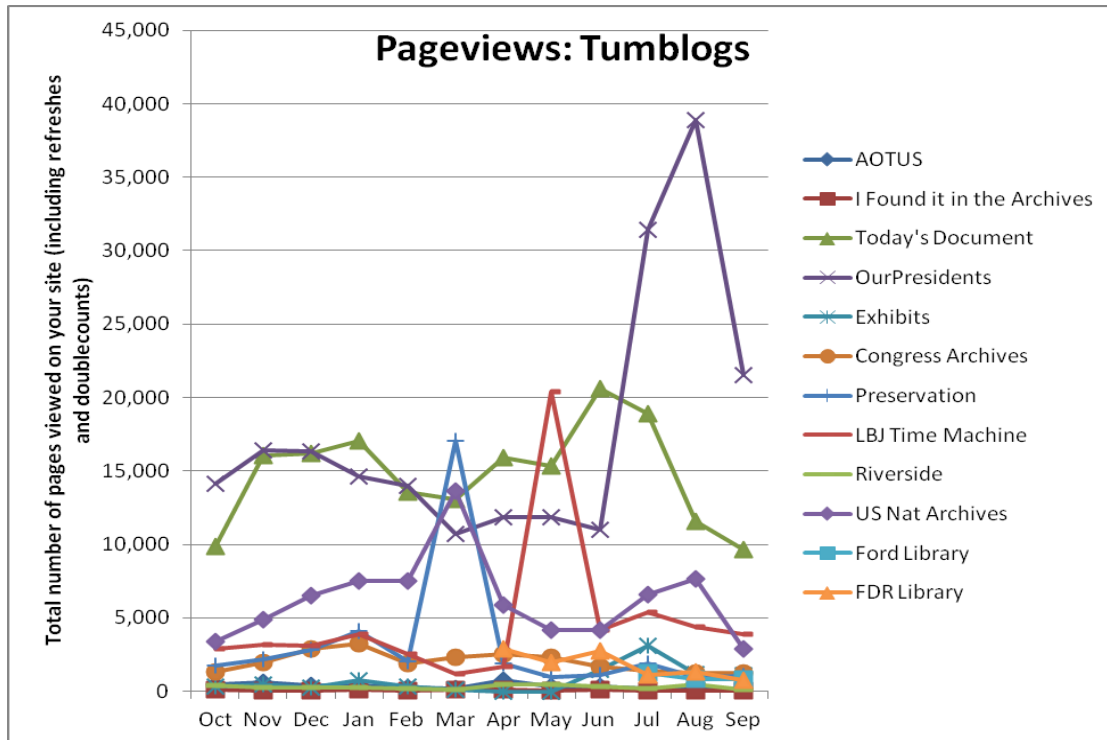
Total RSS Feed Subscribers to Archives.gov Blogs (Source: Appendix III)**Top 5 Most Viewed Blog Posts in September**

Blog	Pageviews	Post Title
Education Updates	2,056	Resources for Teaching about the Constitution
AOTUS	1,409	Breaking New Ground Again
Prologue	788	9/11: An Address to the Nation
AOTUS	635	Hanging Out for American Archives Month
Prologue	606	Eight myths about the Constitution

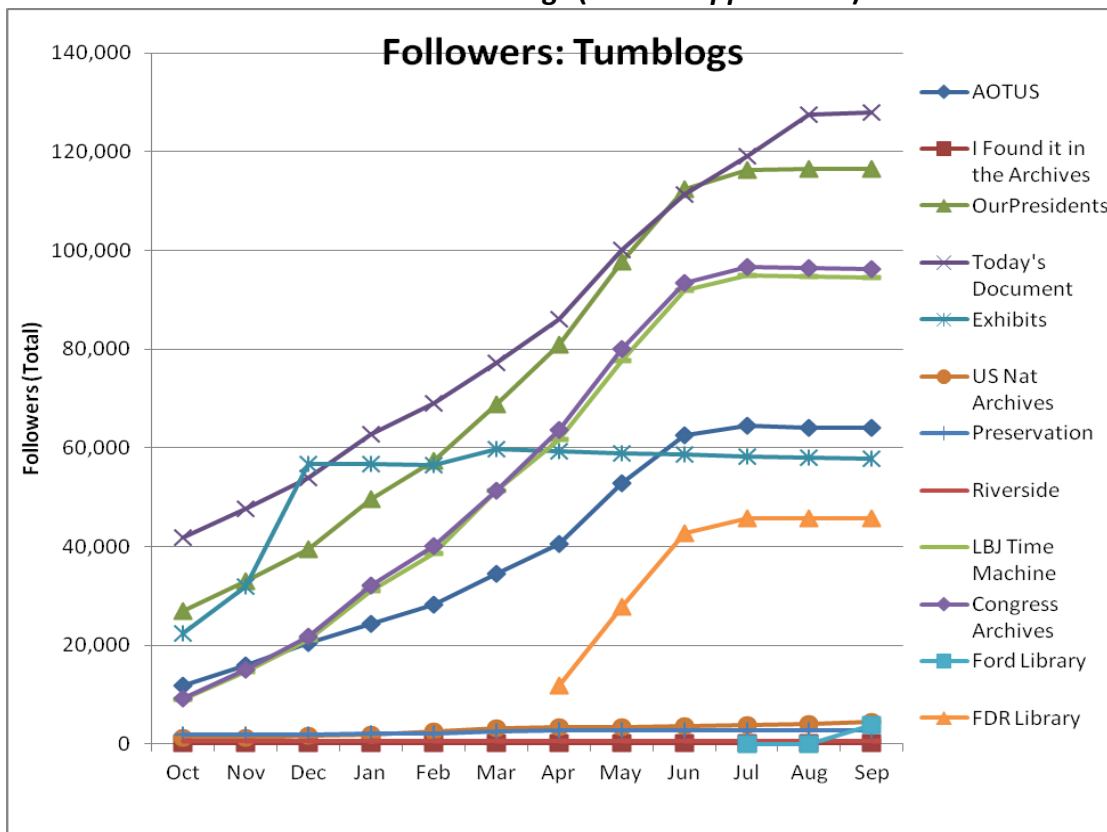
Social Media Tools: Detail View – Tumblr



Tumblr Pageviews

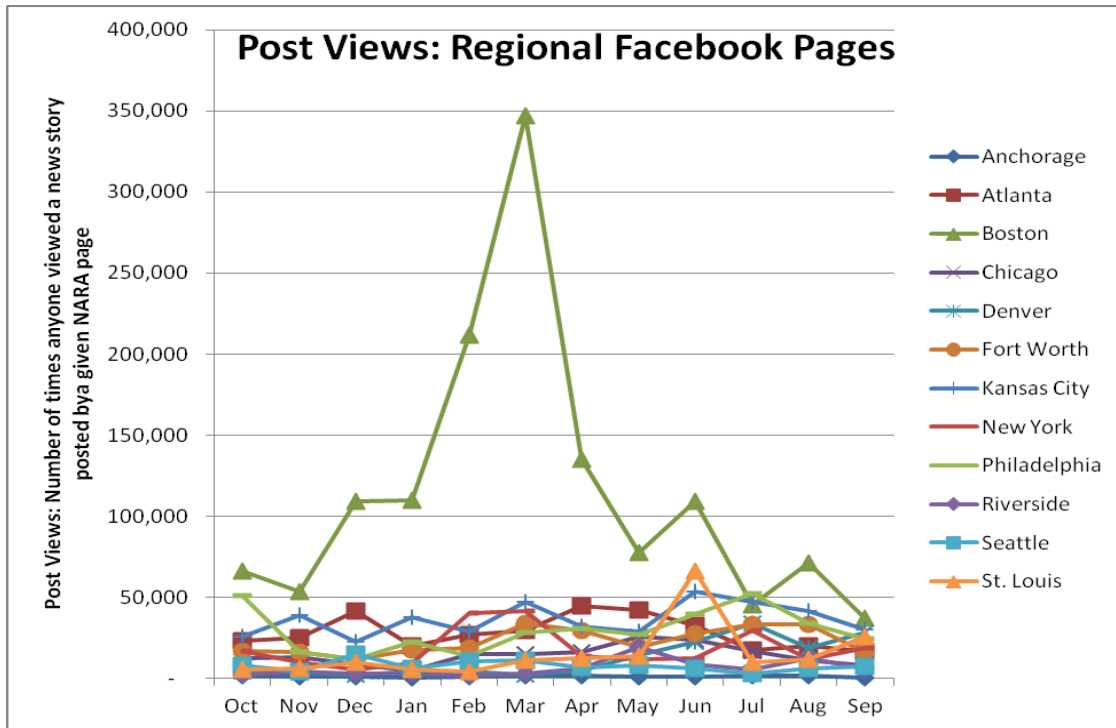


Followers on Tumblogs (Source: Appendix IV)

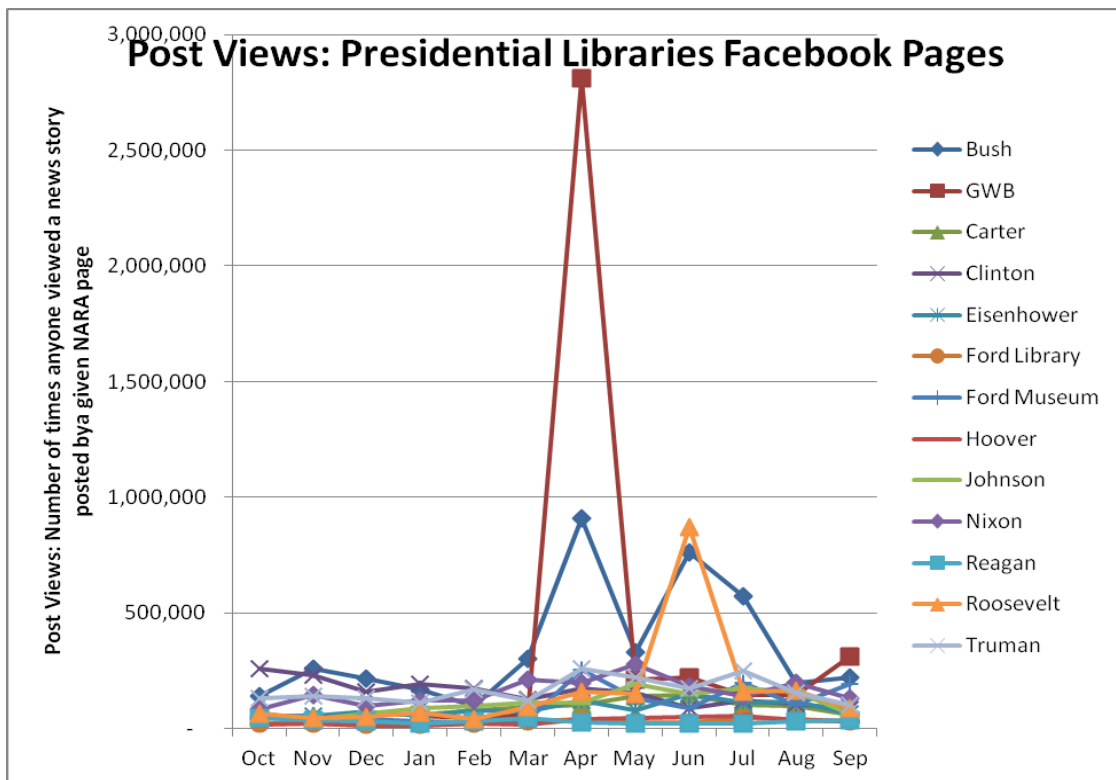


Social Media Tools: Detail View – Facebook

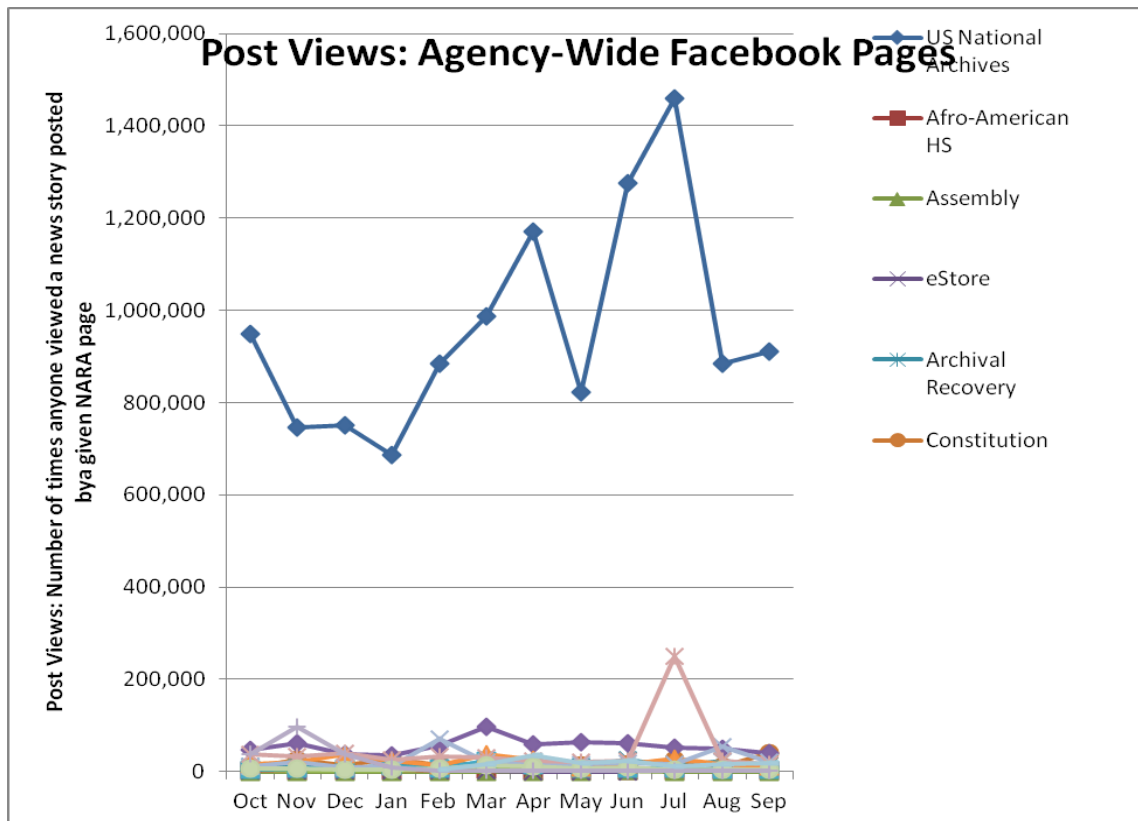
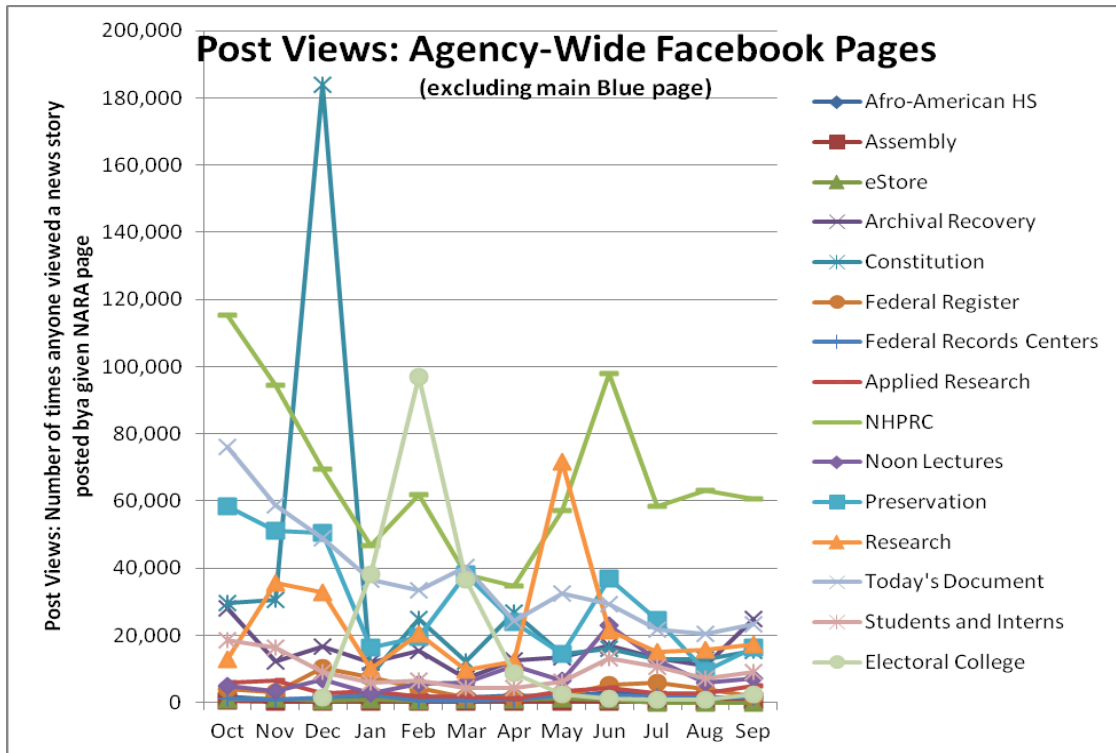
Post Views on Regional Pages (Source: Appendix IV.A)



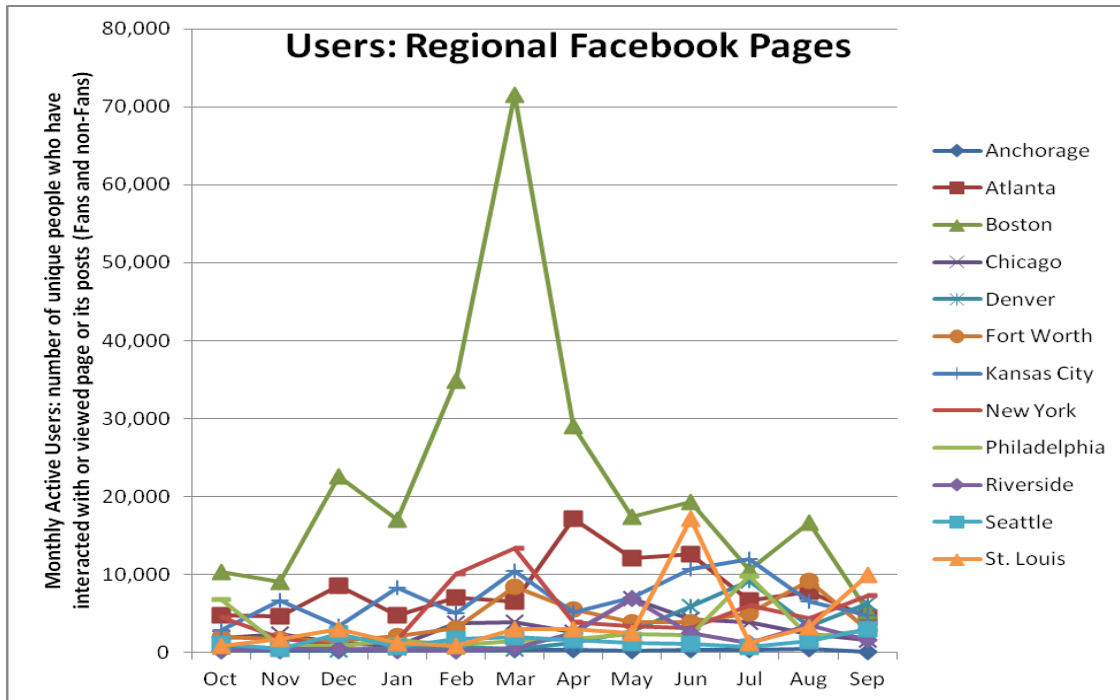
Post Views on Presidential Library Pages (Source: Appendix IV.A)



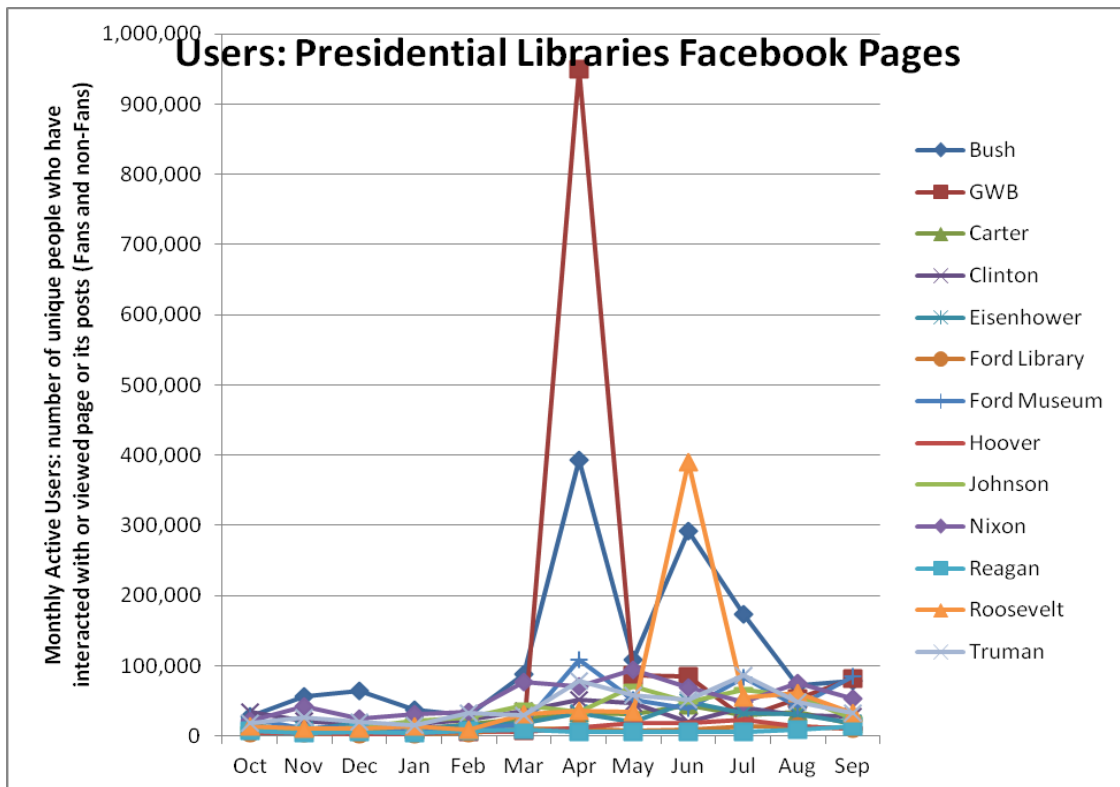
Post Views on Agency-Wide Pages (Source: Appendix IV.A)



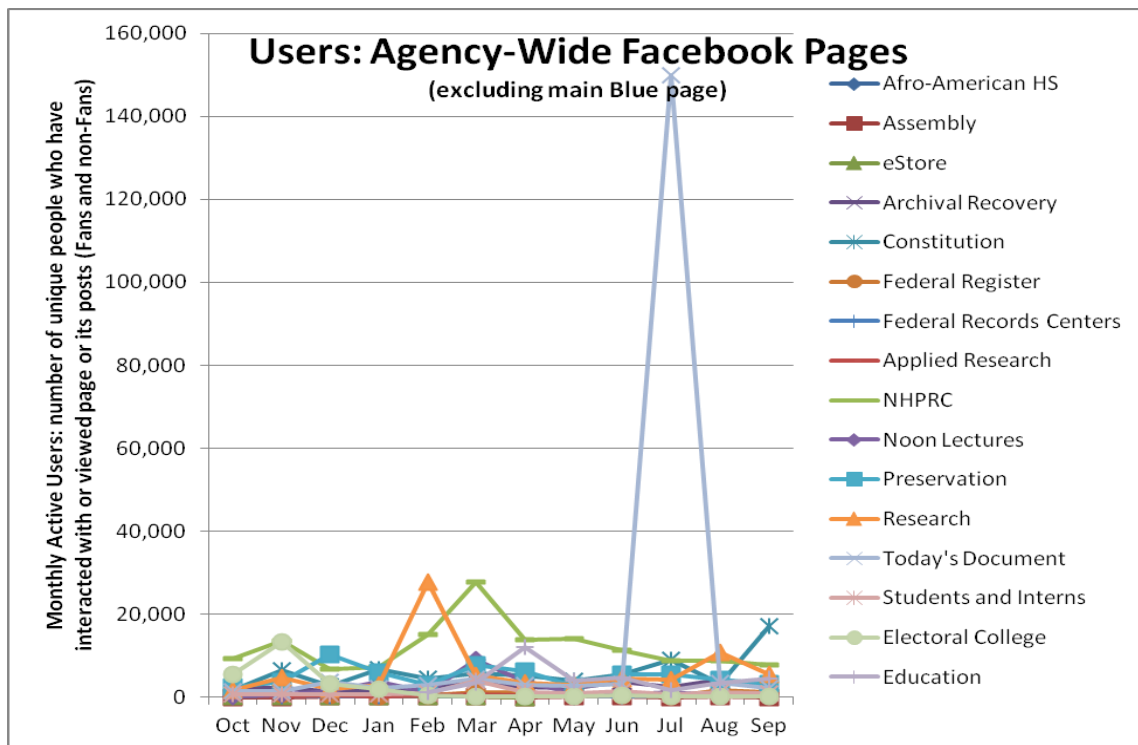
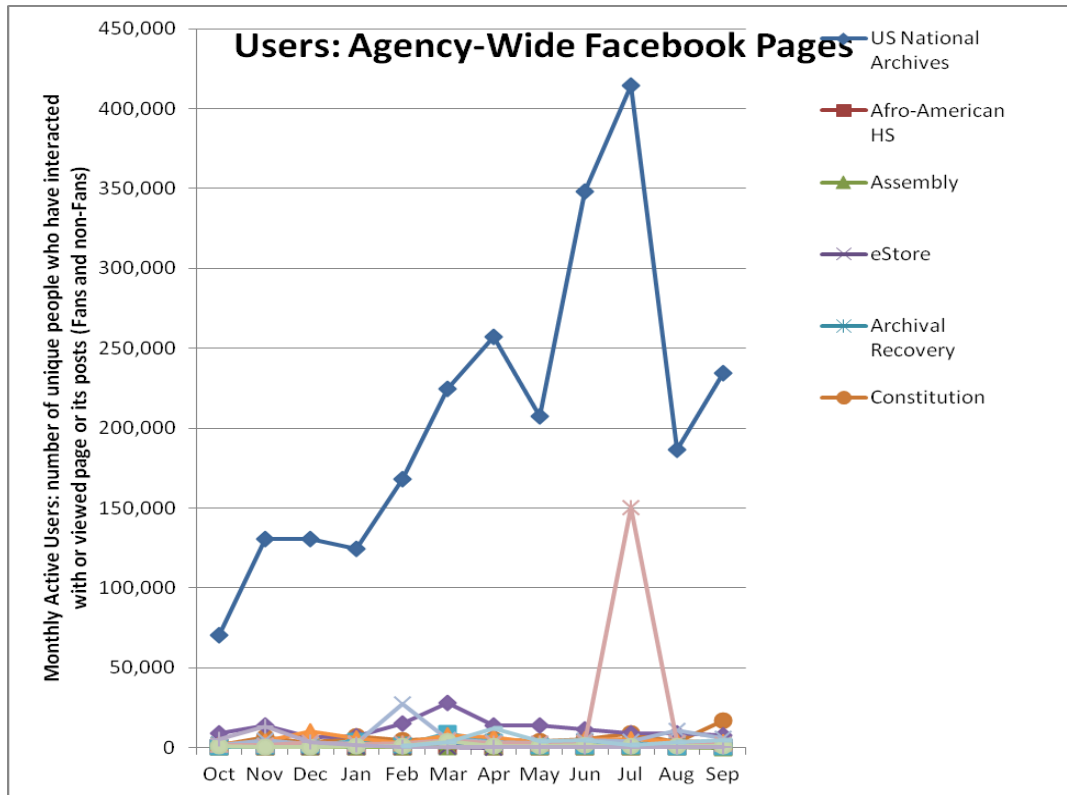
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

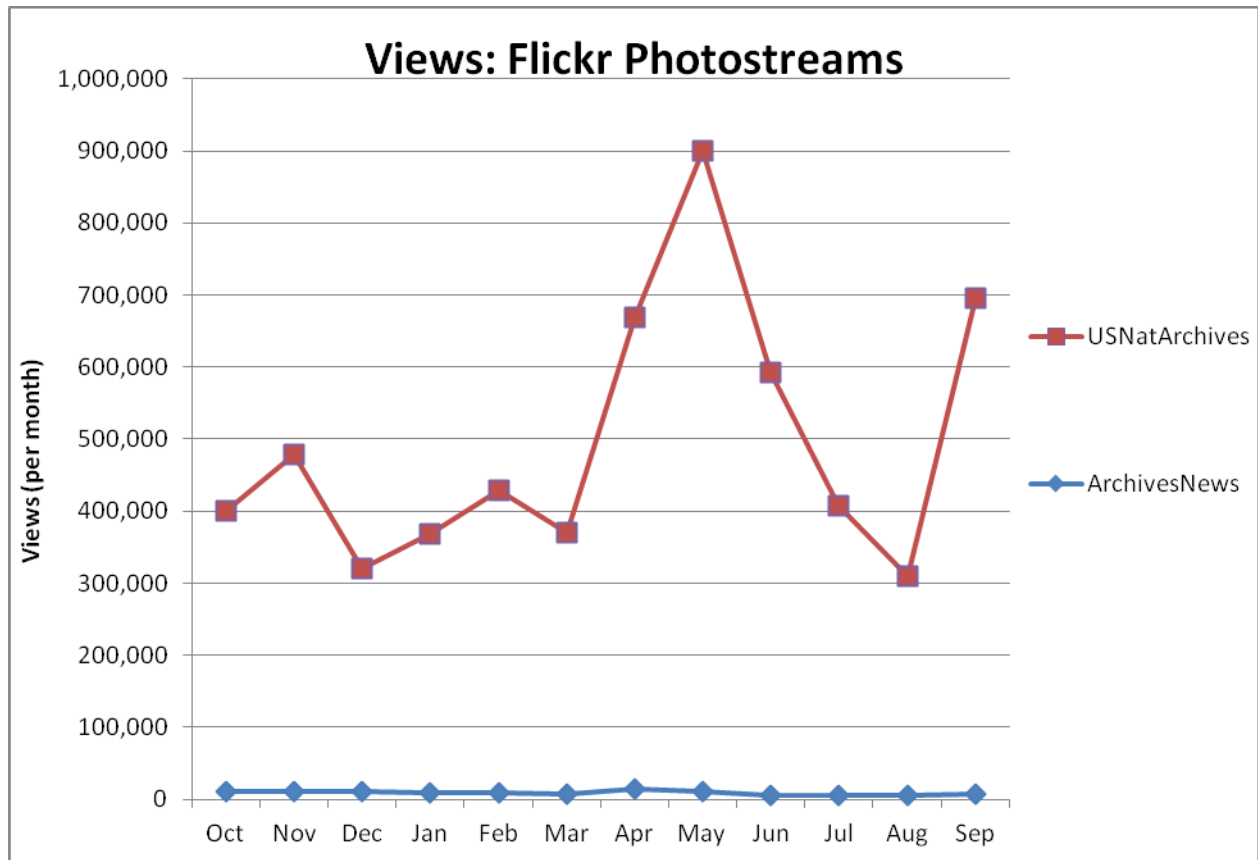
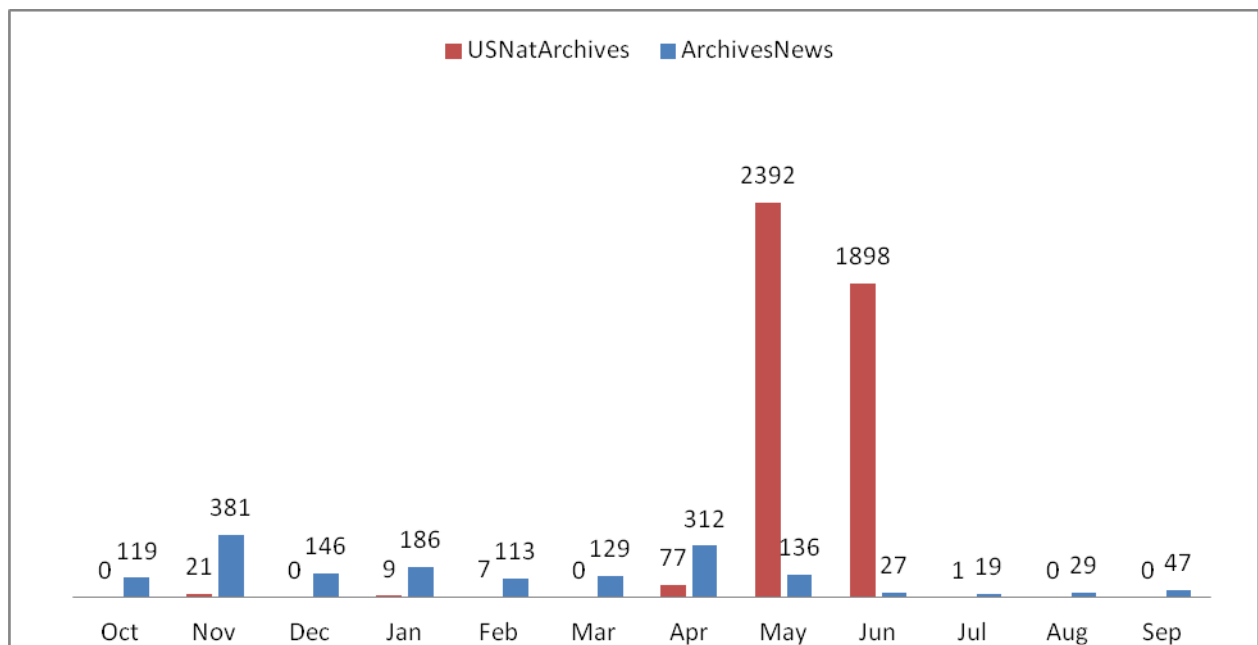


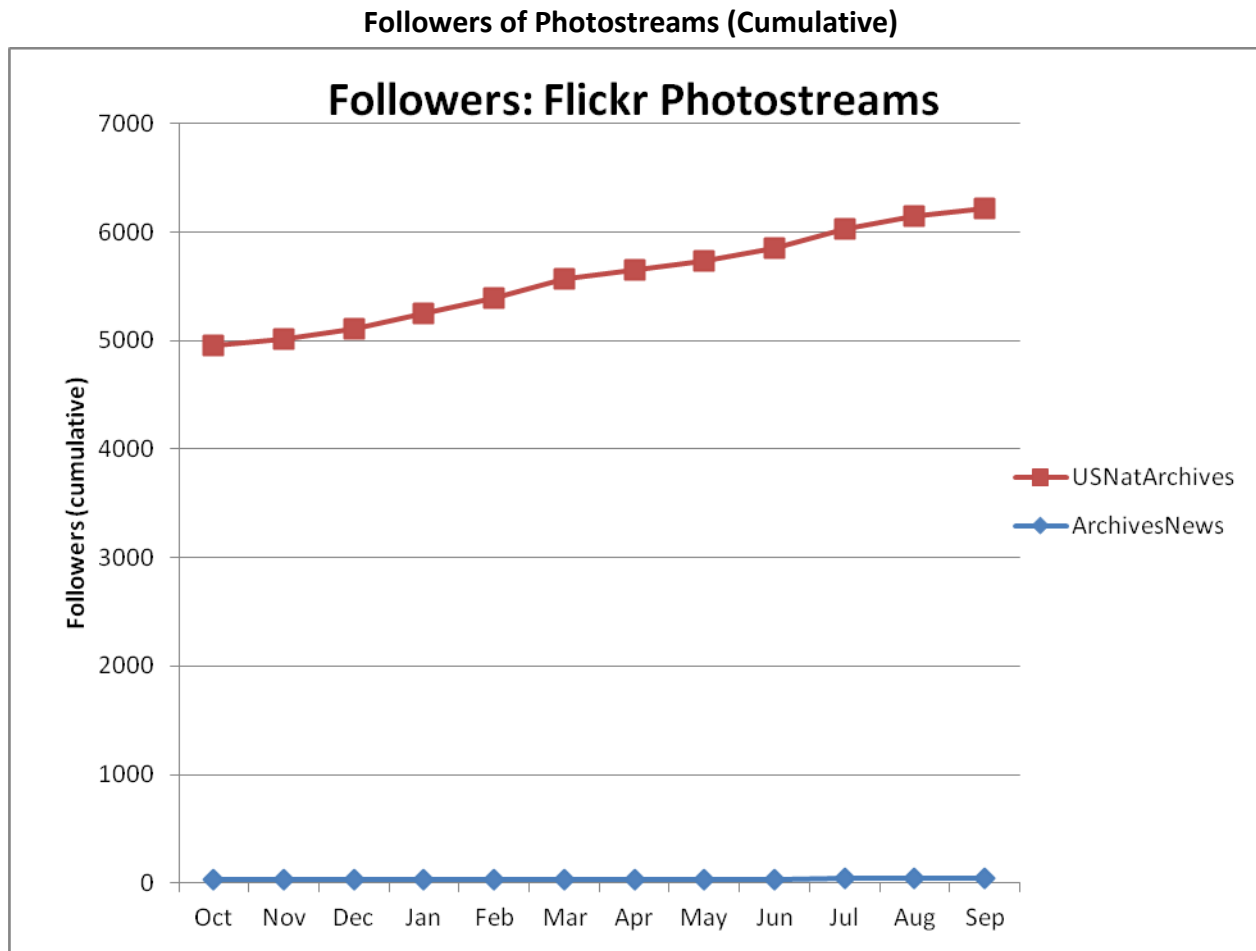
Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)

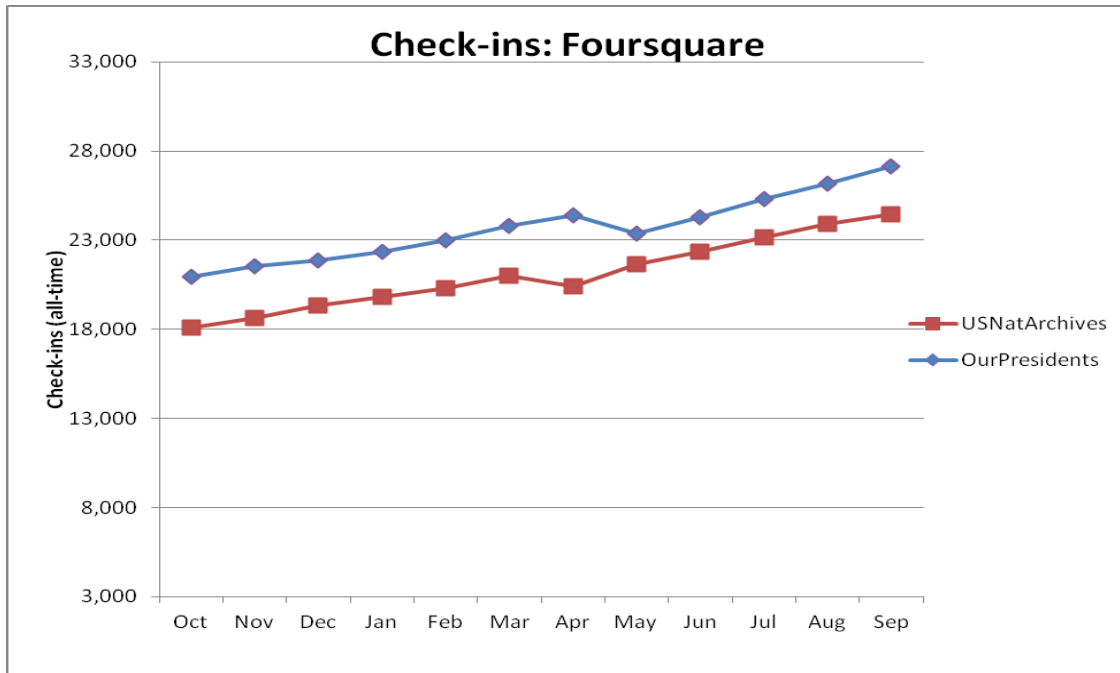
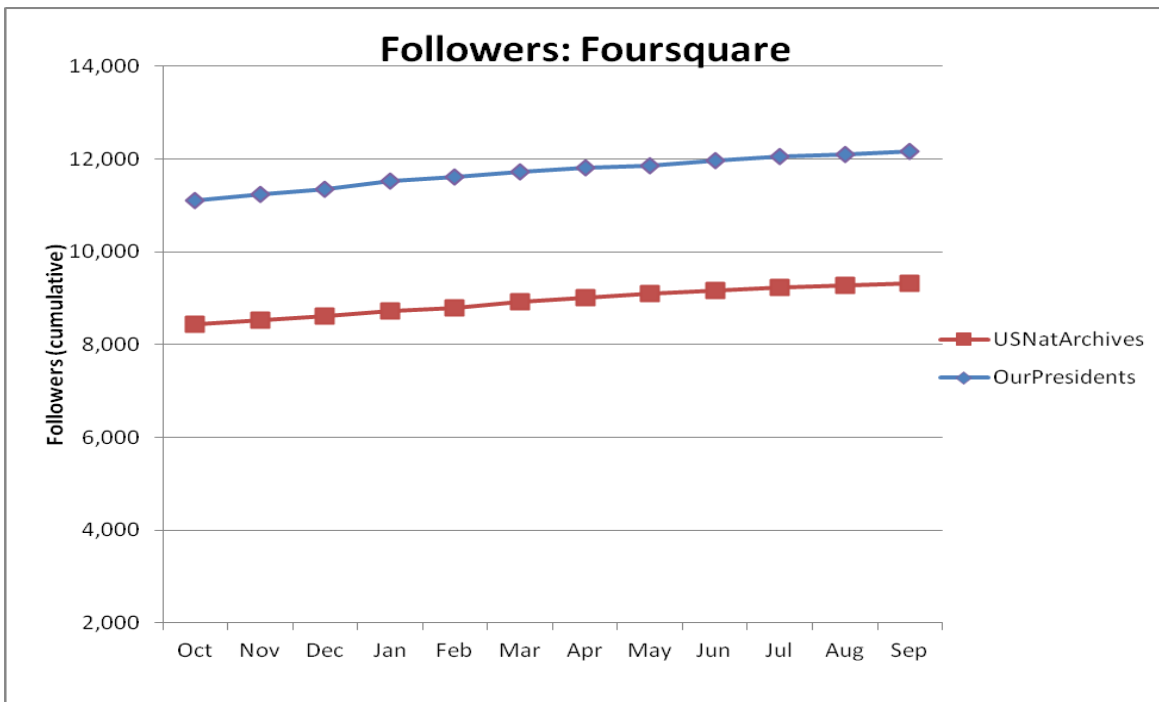


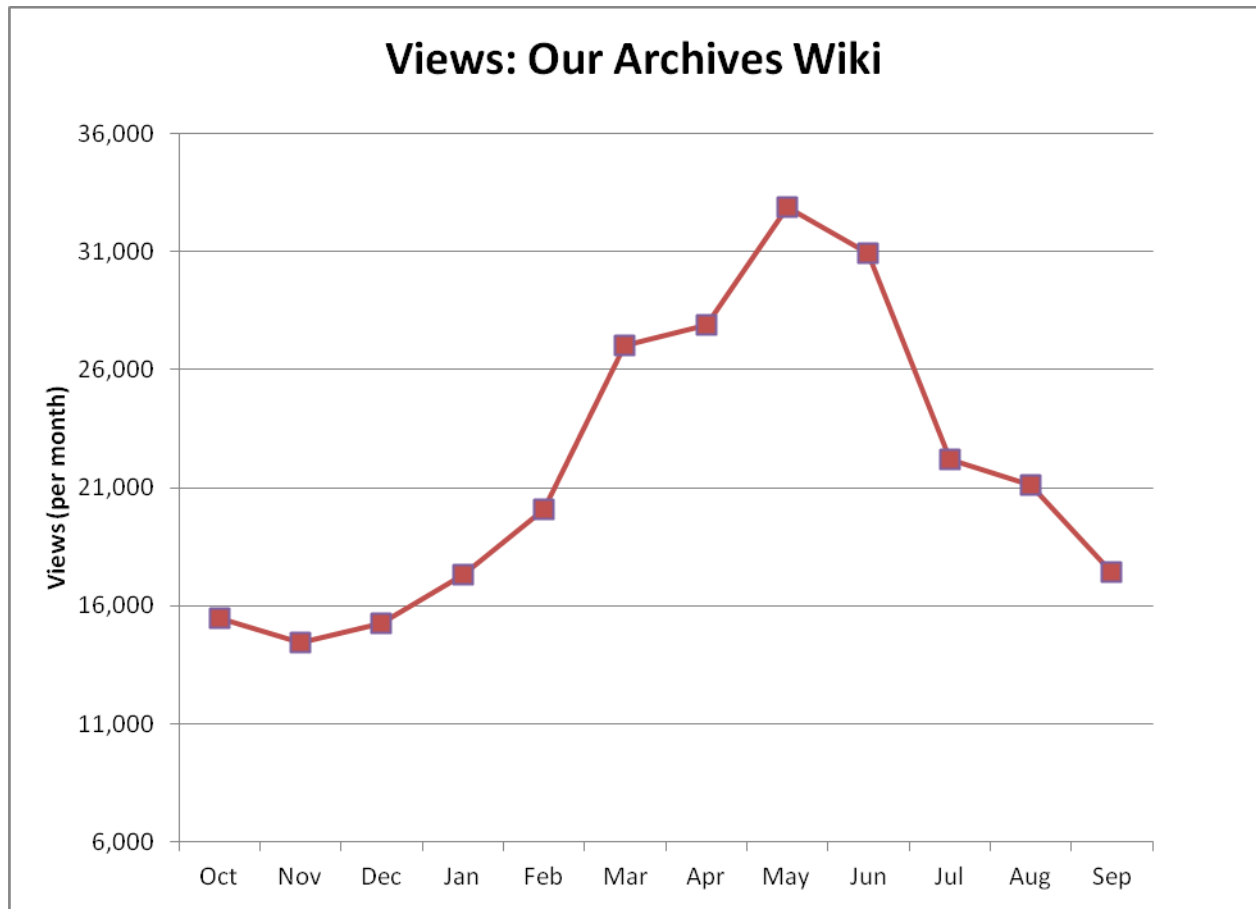
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)

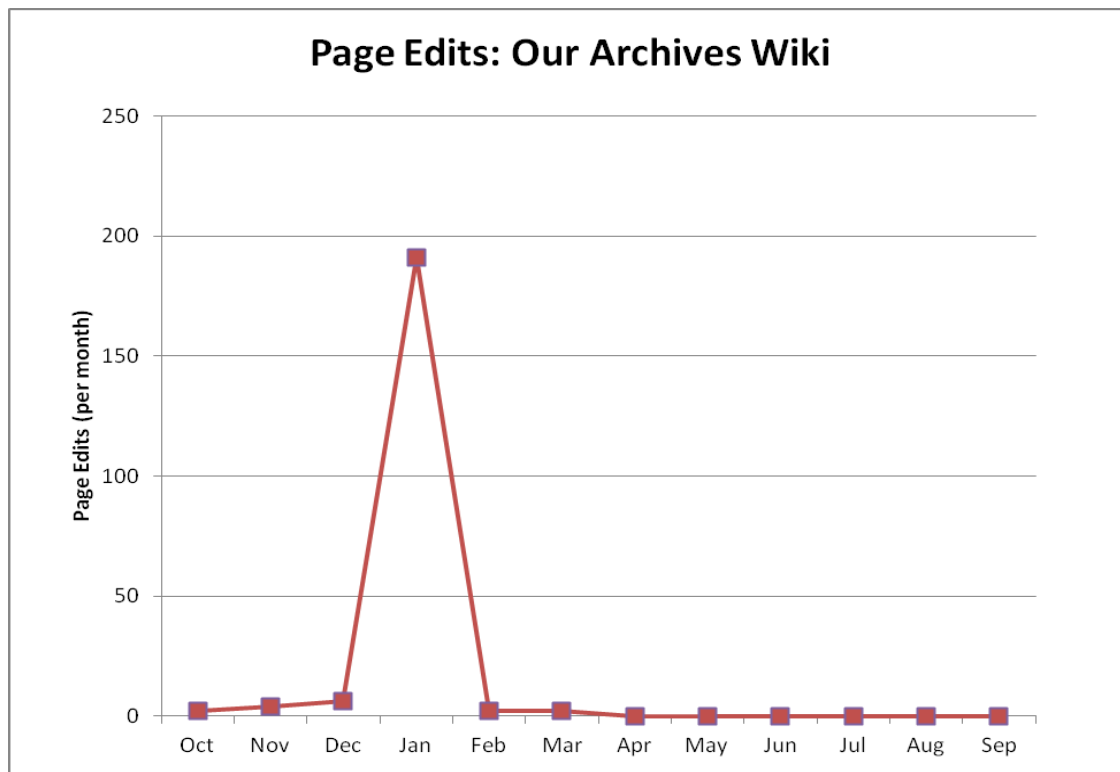
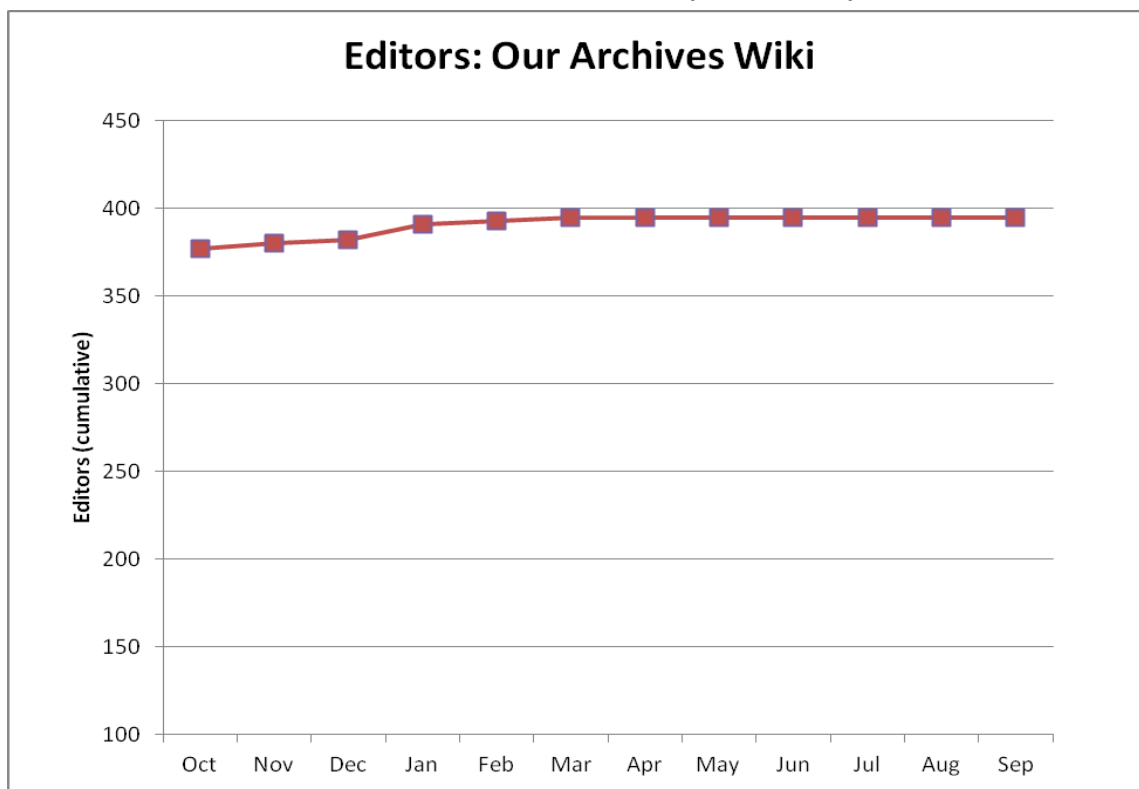


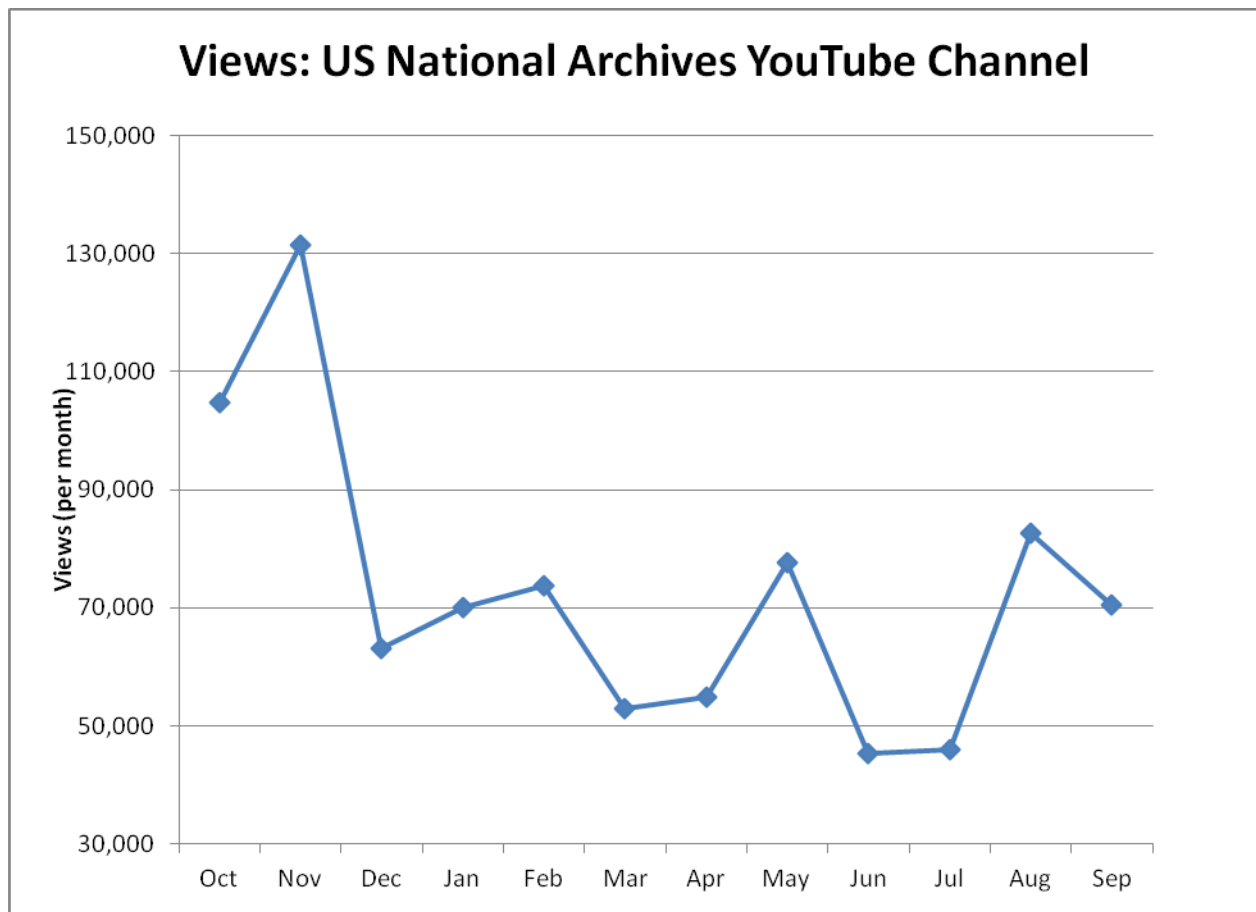
Social Media Tools: Detail View – Flickr**Views on Photostreams (Per Month)****Photos Uploaded (Per Month)**

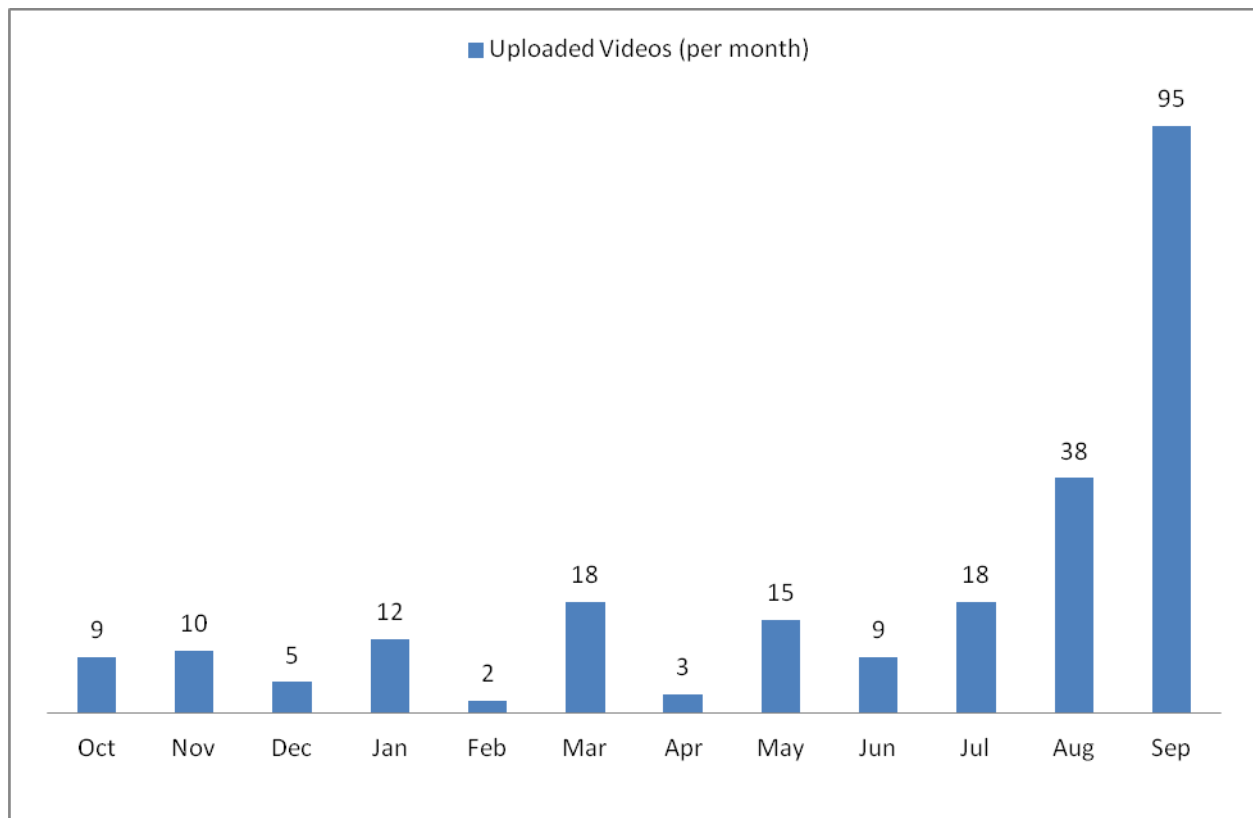


Social Media Tools: Detail View – Foursquare**Number of Check-ins at USNatArchives and OurPresidents Venues (Cumulative)****Number of Followers of USNatArchives and OurPresidents (Cumulative)**

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**

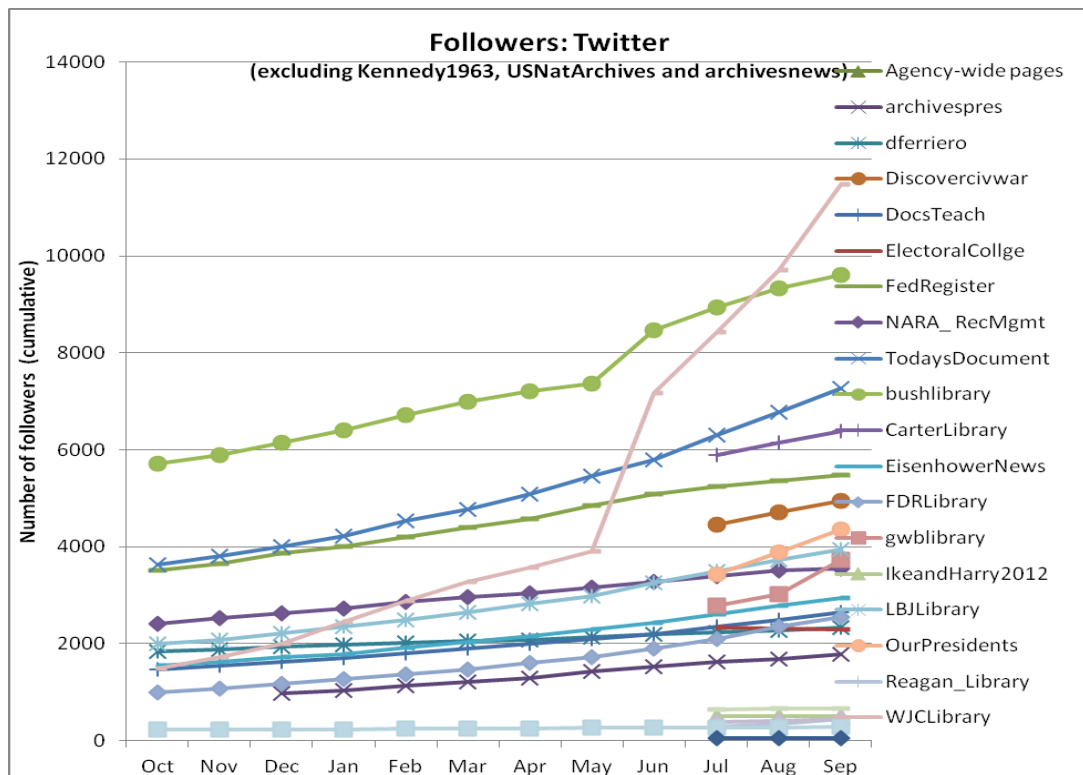
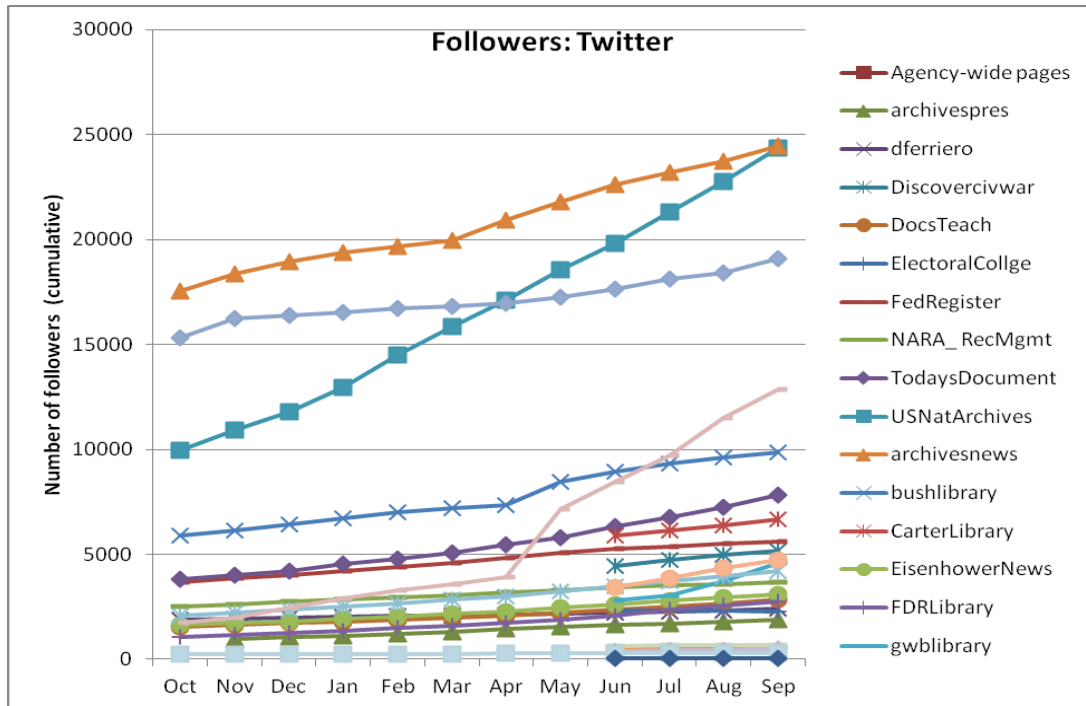
Views on US National Archives Channel (Per Month)

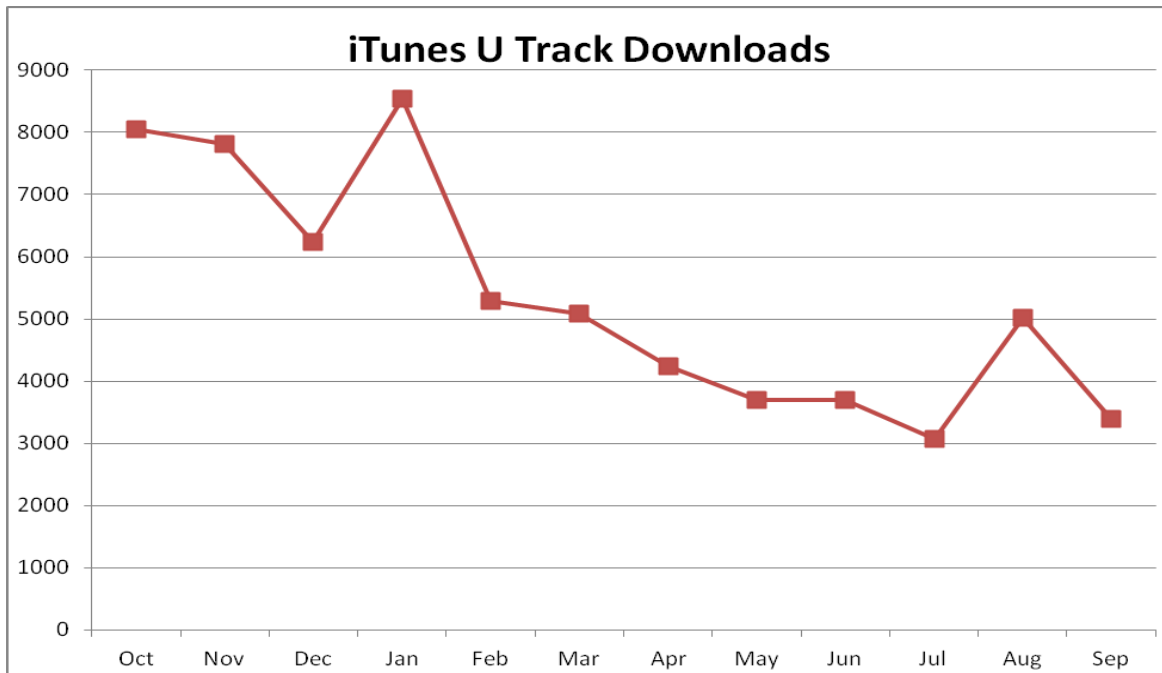
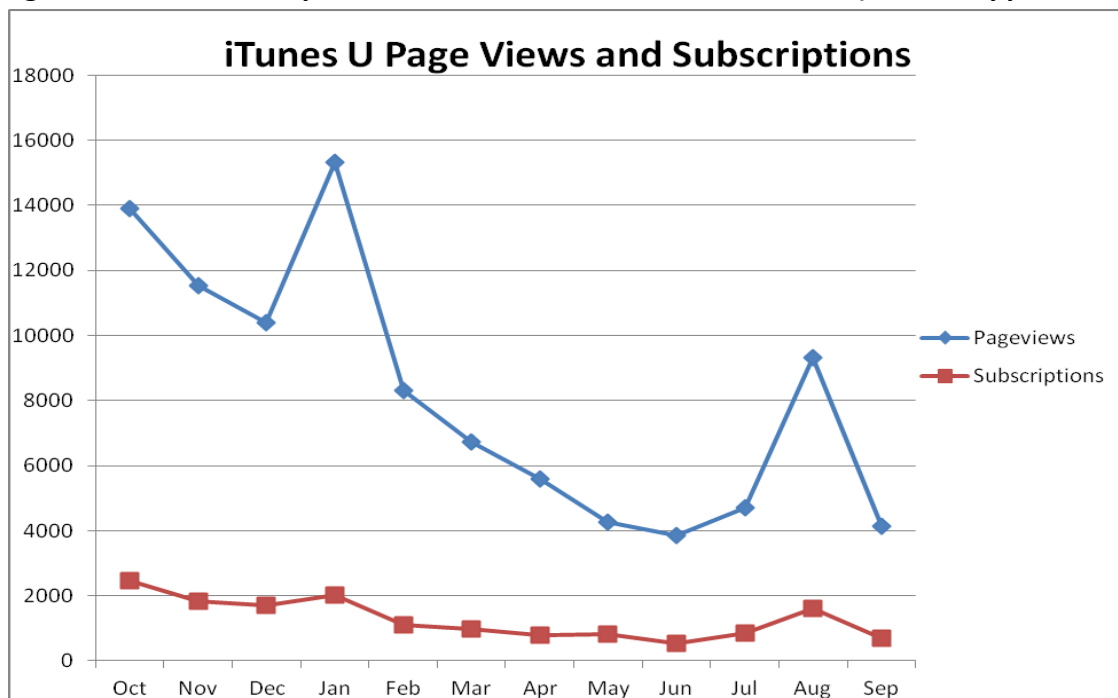
Videos Uploaded to US National Archives Channel (Per Month)**Top 5 Most Viewed Videos for September 2013 on US National Archives Channel**

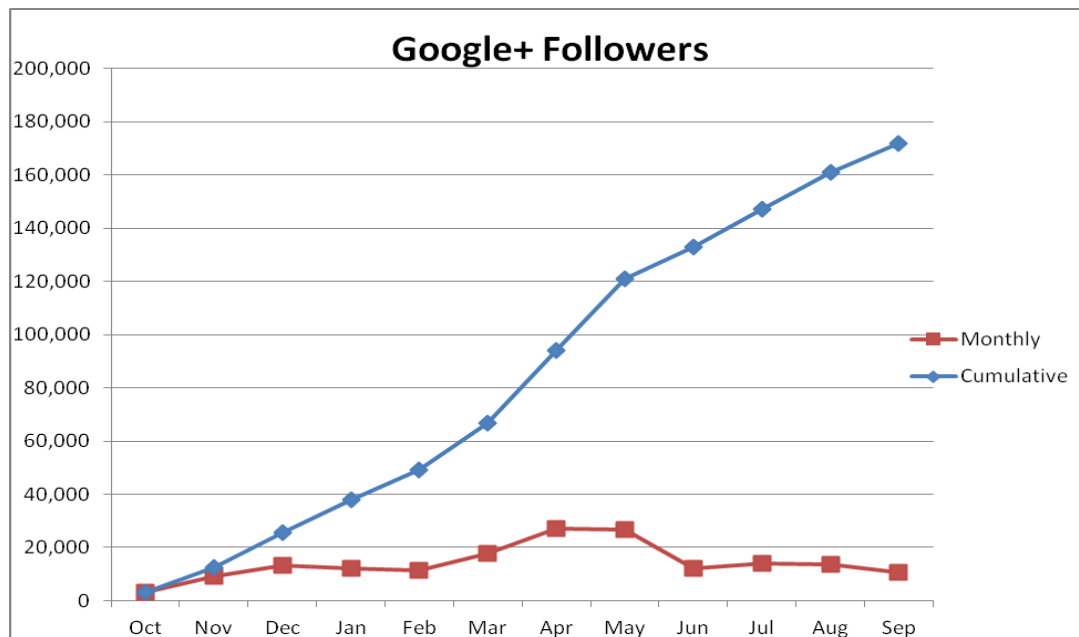
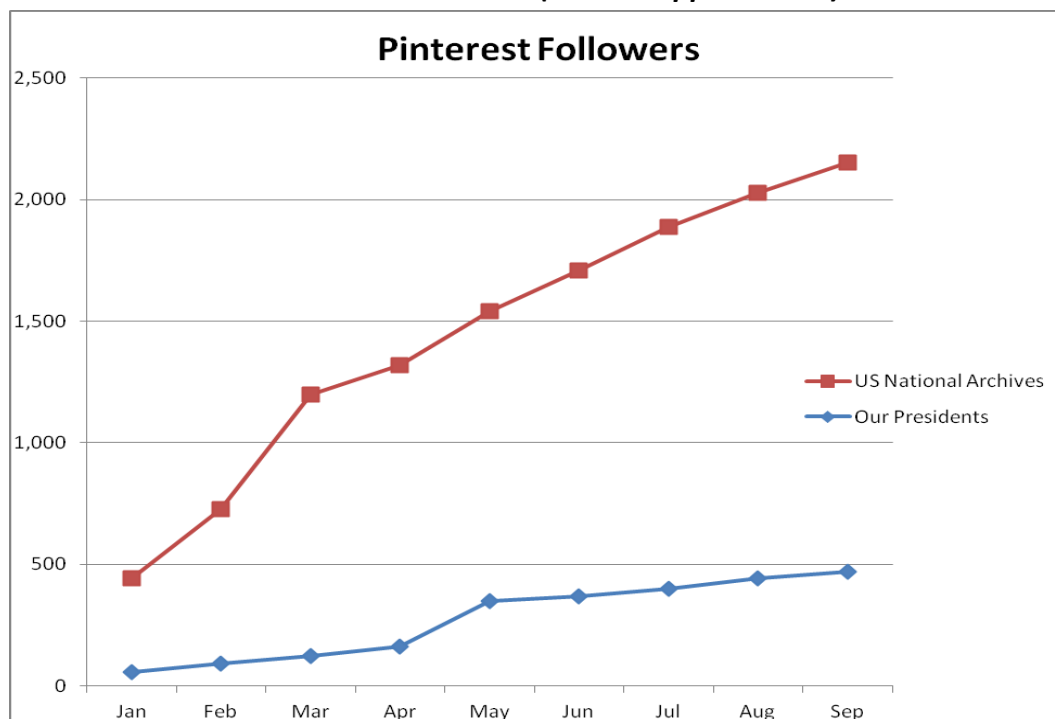
Video Title	Views
Pleasure of Your Company: Military Etiquette and Grooming, 1970	7,435
Stories from the Great Depression	5,884
Curious Alice, 1971	5,876
Address to the Nation, September 11, 2001	4,237
Address to the Nation, March 19, 2003	3,949

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.

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Acts of Congress					103	144	80	39	24	38	37	144
AOTUS	3,803	3,596	2,462	2,346	1,632	2,256	2,803	3,193	2,860	1,156	2,654	3,044
The Carter Chronicle	93	816	344	552	722	555	444	332	151	355	365	645
Education Updates						544	2,296	1,654	1,125	1,291	1,741	3,405
FOIA	1,506	1,668	1,127	1,302	1,392	1,539	1,249	1,020	924	1,047	1,095	803
Hoover Blackboard	517	560	458	493	496	508	422	308	198	0	0	0
Media Matters									626	1,325	3,362	2,274
NARAtions	5,756	4,532	4,385	5,360	5,405	5,744	5,335	4,874	3,467	4,635	5,911	4,782
NDC Blog	64,541	3,867	1,814	2,551	2,008	2,374	1,595	33	1,060	1,427	1,300	973
Reagan Education Blog	132	111	62	65	64	70	75	97	14	0	0	0
Rediscovering Black History								224	152	409	1,230	553
Prologue Blog	12,439	17,036	11,679	13,619	20,688	12,489	12,170	15,820	10,422	4,656	6,444	8,322
Records Express Blog	2,424	1,588	1,297	1,785	1,871	8,361	1,312	1,627	1,748	1,622	1,392	2,900
The Text Message	3,929	4,616	3,478	3,800	3,651	3,293	4,916	4,363	2,015	2,381	3,636	4,313
Today's Document	3,589	3,565	2,645	3,252	3,519	3,141	3,118	2,489	1,001	0	0	0
Transforming Classification (PIDB)	186	236	591	320	241	407	254	275	247	369	399	294
The Washboard	105	81	103	99	103	157	190	98	33	0	0	0
MONTHLY TOTAL	99,020	42,272	30,445	35,544	41,895	41,582	36,179	36,446	26,067	20,711	29,566	32,452

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.

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Acts of Congress					224	309	124	73	33	53	64	402
AOTUS	6,604	5,825	3,963	3,984	2,895	3,844	4,732	5,149	4,270	1,925	4,327	4,909
The Carter Chronicle	181	1,189	564	817	1,044	856	665	513	223	634	531	937
Education Updates						875	3,190	2,319	1,782	1,689	2,870	5,099
FOIA	2,446	2,492	1,776	2,147	2,294	2,698	2,572	1,897	1,434	1,865	1,819	1,813
Hoover Blackboard	785	836	671	712	750	688	661	418	265	0	0	0
Media Matters									907	2,135	5,990	3,813
NARAtions	9,884	8,019	7,540	8,925	9,231	9,561	9,186	8,382	5,617	8,066	10,029	8,151
NDC Blog	97,110	5,552	2,625	3,823	3,212	3,538	2,621	60	1,642	2,260	2,200	1,505
Reagan Education Blog	193	173	99	97	150	120	105	127	19	0	0	0
Rediscovering Black History								327	203	694	2,211	933
Prologue Blog	21,609	26,436	19,932	22,795	31,683	19,935	19,539	23,342	14,662	7,010	9,666	12,452
Records Express Blog	3,767	2,471	2,018	2,948	2,847	14,454	2,167	2,570	2,601	2,628	2,363	4,052
The Text Message	6,268	7,047	5,330	5,513	5,802	5,225	7,545	6,175	2,879	4,038	6,242	6,902
Today's Document	7,302	7,546	5,311	6,469	7,221	6,582	6,286	5,039	1,860	0	0	0
Transforming Classification (PIDB)	275	358	1,165	500	355	594	341	404	354	602	619	436
The Washboard	165	120	149	149	152	216	198	104	44	0	0	0
MONTHLY TOTAL	156,589	68,064	51,143	58,879	67,860	69,495	59,932	56,899	38,795	33,599	48,931	51,404

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.

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Acts of Congress					36	142	208	243	267	297	331	471
AOTUS	91,515	94,250	96,155	97,897	99,236	100,901	102,997	105,053	106,926	107,667	109,471	111,416
The Carter Chronicle	74	752	1,026	1,525	2,169	2,661	3,041	3,343	3,470	3,728	3,989	4,349
Education Updates						422	1,858	2,876	3,619	4,385	5,585	8,365
FOIA	10,842	11,752	12,426	13,230	14,160	15,205	16,036	16,682	17,290	17,965	18,647	19,205
Hoover Blackboard	9,313	9,820	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
NARAtions	99,172	103,163	106,947	111,527	116,190	121,078	125,750	129,966	132,912	136,846	141,618	145,629
NDC Blog	69,406	72,593	74,102	75,868	77,466	79,340	80,543	80,576	81,433	82,563	83,330	83,974
Reagan Education Blog	1,846	1,947	2,005	2,065	2,129	2,197	2,266	2,360	2,372	2,372	2,372	2,372
Rediscovering Black History								189	317	545	1,231	1,558
Prologue Blog	138,749	153,310	162,926	174,467	192,548	203,059	213,264	227,362	236,035	239,632	244,915	252,040
Records Express Blog	17,838	18,825	19,630	20,817	21,922	28,903	29,805	30,854	31,945	32,957	33,887	35,568
The Text Message	39,462	42,724	45,518	48,523	51,528	54,446	57,971	61,382	63,144	65,074	67,634	71,243
Today's Document	45,355	48,622	51,043	53,988	57,176	60,002	62,817	65,098	66,021	66,021	66,021	66,021
Transforming Classification	3,345	3,521	3,941	4,211	4,424	4,748	4,953	5,179	5,389	5,652	5,922	6,150
The Washboard	547	607	681	756	835	962	1,143	1,238	1,270	1,270	1,270	1,270
MONTHLY TOTAL	527,464	561,886	586,638	615,554	650,953	685,668	714,639	744,680	763,735	782,298	802,282	825,611

APPENDIX II.D: Blog Unique Viewers (Monthly)

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

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Acts of Congress					36	106	66	35	24	30	34	140
AOTUS	2,784	2,735	1,905	1,742	1,339	1,665	2,096	2,056	1,873	741	1,804	1,945
The Carter Chronicle	74	678	274	499	644	492	380	302	127	258	261	360
Education Updates						422	1,436	1,018	743	766	1,200	2,780
FOIA	998	910	674	804	930	1,045	831	646	608	675	682	558
Hoover Blackboard	465	507	418	442	454	468	385	292	186	0	0	0
Media Matters									525	1,094	1,975	1,662
NARAtions	4,658	3,991	3,784	4,580	4,663	4,888	4,672	4,216	2,946	3,934	4,772	4,011
NDC Blog	61,414	3,187	1,509	1,766	1,598	1,874	1,203	33	857	1,130	767	644
Reagan Education Blog	122	101	58	60	64	68	69	94	12	0	0	0
Rediscovering Black History								189	128	228	686	327
Prologue Blog	9,821	14,561	9,616	11,541	18,081	10,511	10,205	14,098	8,673	3,597	5,283	7,125
Records Express Blog	1,375	987	805	1,187	1,105	6,981	902	1,049	1,091	1,012	930	1,681
The Text Message	3,057	3,262	2,794	3,005	3,005	2,918	3,525	3,411	1,762	1,930	2,560	3,609
Today's Document	3,220	3,267	2,421	2,945	3,188	2,826	2,815	2,281	923	0	0	0
Transforming Classification (PIDB)	149	176	420	270	213	324	205	226	210	263	270	228
The Washboard	64	60	74	75	79	127	181	95	32	0	0	0
MONTHLY TOTAL	88,201	34,422	24,752	28,916	35,399	34,715	28,971	30,041	20,720	15,658	21,224	25,070

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

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Acts of Congress					0	0	0	0	0	0	0	0
AOTUS	1,946	2,132	1,877	2,061	2,243	2,097	2,543	2,564	1,027	1,106	1,166	1,134
The Carter Chronicle			866	1,211	1,692	1,374	1,352	1,198	743	678	721	971
Education Updates						16	21	32	25	32	54	60
Hoover Blackboard	979	1,084	927	1,099	1,313	1,332	1,467	1,302	96	120	111	89
FOIA Ombudsman	36	30	41	56	35	46	48	63	33	23	44	49
Media Matters												
NARAtions	2,041	2,084	1,972	2,221	2,356	2,163	2,640	2,625	1,185	1,126	1,288	1,133
NDC Blog	1,271	1,240	1,040	1,480	1,478	1,359	520	96	72	56	64	99
Prologue Blog	1,709	1,901	2,045	1,787	2,242	1,882	2,063	1,930	436	610	492	306
Reagan Education Blog	4	4	4	5	5	4	4	8	1	2	1	1
Records Express Blog	1,406	1,281	1,144	1,335	1,959	1,501	1,523	117	84	84	88	46
Rediscovering Black History									6	3	5	9
The Text Message	1,159	1,581	1,075	1,325	1,509	1,181	2,128	1,471	157	166	166	171
Today's Document	962	1,048	937	1,119	1,361	1,128	1,350	1,208	66	66	17	62
Transforming Classification (PIDB)	66	763	862	1,272	1,579	1,124	1,319	1,216	839	810	883	1,104
The Washboard	26	695	855	1,393	1,668	1,407	1,620	1,430	982	468	277	111
MONTHLY TOTAL	11,605	13,843	13,645	16,364	19,440	16,614	18,598	15,260	5,749	5,350	5,377	5,345

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.

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	August	September	Life Total
Monthly Total (A+P+R)	2,365,259	2,307,477	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	85,992,368
Agency-Wide Total	1,141,635	1,038,163	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	40,830,583
US National Archives	949,454	744,944	751,765	685,234	884,702	985,890	1,171,852	821,757	1,274,885	1,459,551	884,583	910,660	32,285,964
Afro-American History Society	1,320	1,661	1,379	2,033	1,873	3,135	1,994	716	1,416	1,464	1,979	1,542	35,629
Assembly	129	108	251	122	263	334	107	259	446	148	188	66	11,216
eStore	952	408	686	920	1,040	890	-	-	-				49,571
Recovery	11,991	15,318	7,041	12,451	13,617	17,044	13,110	11,086	24,798	10,580	22,216	13,104	663,605
Constitution	8,253	24,850	12,365	26,706	14,299	15,949	12,777	12,969	15,375	25,235	11,021	40,705	1,075,092
Federal Register	7,408	4,403	1,555	1,512	1,971	5,389	6,039	4,082	1,910	1,657	5,148	3,981	176,618
Federal Records Centers	2,363	623	633	771	2,149	2,198	1,902	1,488	1,417	1,830	1,380	2,602	56,259
Applied Research	3,392	1,777	1,904	1,296	3,357	4,358	2,863	2,573	4,883	2,618	4,533	3,074	188,414
NHPRC	46,649	61,951	38,003	34,598	57,257	97,945	58,339	63,235	60,552	50,585	48,826	40,423	1,840,766
Noon Lectures	2,753	5,488	6,004	10,856	6,560	22,903	12,433	5,742	7,276	5,973	3,572	3,512	164,940
Preservation	16,298	19,446	38,085	23,829	14,514	36,896	24,488	9,475	16,397	28,504	15,028	12,012	703,686
Research Red	10,136	20,410	9,568	12,238	71,780	21,294	14,940	15,752	17,380	15,041	53,442	20,835	1,284,978
Today's Document	36,657	33,308	40,209	24,332	32,460	29,326	21,828	20,309	23,344	250,464	22,922	16,480	1,822,284
NARA Students and Interns	5,840	6,452	4,295	4,421	6,186	13,208	10,565	7,113	8,945	3,359	4,765	4,186	137,213
Electoral College	38,040	97,016	36,645	8,794	2,508	1,110	854	787	2,502	664	938	865	192,190

Education					4,169	16,039	34,719	18,499	23,880	10,277	16,234	18,341	142,158
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	August	September	Life Total
Presidential Total	989,993	1,077,665	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	37,350,821
Bush	142,501	258,992	214,951	167,632	96,002	302,611	908,170	330,498	760,636	570,368	195,324	221,067	7,604,188
George W Bush				54,341	47,040	58,913	2,811,670	213,945	223,220	144,792	146,649	310,531	4,011,101
Carter	52,451	53,398	57,627	57,534	77,560	92,756	104,205	141,579	143,889	101,408	98,345	59,901	1,979,732
Clinton	257,108	229,737	161,473	194,292	175,964	124,362	171,964	153,405	87,700	123,095	106,436	85,566	5,017,328
Eisenhower	56,197	56,505	73,997	53,399	78,144	74,334	120,393	78,151	151,820	111,173	114,976	66,085	2,537,476
Ford Library	23,162	20,795	15,120	15,468	20,045	33,400	41,334	27,778	28,744	45,199	39,335	32,157	469,741
Ford Museum	69,431	31,301	41,767	29,982	26,696	37,673	252,161	128,676	88,303	198,355	101,375	194,120	1,807,955
Hoover	18,593	20,040	13,023	10,885	24,068	18,942	40,599	43,691	48,204	55,376	37,669	29,633	789,698
Johnson	44,991	41,513	64,632	87,389	96,800	112,018	111,171	193,657	147,949	171,957	159,239	66,640	2,177,988
Nixon	83,088	146,376	95,577	121,259	119,370	210,518	197,502	279,198	184,276	138,462	195,060	131,423	3,439,222
Reagan	43,922	33,811	32,519	22,698	31,348	43,776	28,247	21,666	22,049	20,510	29,435	34,926	729,390
Roosevelt	66,275	45,817	49,183	67,018	41,039	93,467	160,278	151,496	872,279	160,099	165,503	87,117	2,626,650
Truman	132,274	139,380	133,301	110,818	169,611	120,538	259,367	220,001	174,210	247,808	155,410	101,409	4,160,352
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	August	September	Life Total
Regional Total	233,631	191,649	241,924	241,446	378,029	572,247	334,182	286,826	403,554	296,634	274,063	218,714	7,810,964
Anchorage	1,405	940	773	539	1,252	1,347	1,839	868	1,297	1,847	1,607	432	71,700
Atlanta	23,442	24,760	41,342	20,224	27,178	29,272	44,593	41,931	32,573	17,392	20,289	16,593	1,011,478
Boston	66,174	53,744	109,182	109,966	211,741	347,206	134,922	77,326	108,957	45,274	71,207	37,063	1,940,817
Chicago	12,369	12,937	8,866	5,032	15,136	14,871	15,966	25,403	24,067	16,763	11,295	7,840	303,579

Denver	3,986	3,375	2,172	3,910	3,893	2,252	5,119	14,163	22,347	33,849	18,582	28,085	222,355
Fort Worth	16,602	16,316	11,820	17,545	18,985	33,912	29,728	19,409	27,859	33,500	33,201	16,287	682,740
Kansas City	25,909	39,174	22,829	37,824	29,130	47,309	32,100	28,768	53,826	47,361	41,717	30,126	1,358,625
New York	16,859	9,621	5,652	9,098	40,293	41,742	13,755	11,554	12,441	29,650	11,902	18,753	895,790
Philadelphia	51,175	16,151	11,735	22,713	13,873	28,329	31,046	26,679	39,366	52,232	33,760	24,639	552,056
Riverside	2,348	4,012	3,153	2,735	1,743	3,207	6,164	19,570	8,605	5,369	12,303	6,015	219,917
Seattle	7,971	4,442	14,733	6,148	10,595	11,361	6,787	7,759	5,998	3,208	6,241	7,382	221,629
St. Louis	5,391	6,177	9,667	5,712	4,210	11,439	12,163	13,396	66,218	10,189	11,959	25,499	330,278

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).

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	August	September
Monthly Total (A+P+R)	327,412	416,225	411,463	380,236	517,285	817,338	2,199,842	943,001	1,593,512	1,349,262	829,067	814,603
Agency-Wide Total	98,032	178,515	163,952	158,892	228,919	298,853	310,501	243,285	390,815	599,531	229,005	281,441
US National Archives	70,195	130,355	130,688	124,431	168,264	224,754	257,142	207,494	347,979	414,531	186,481	234,639
Afro-American History Society	288	309	356	478	425	843	422	109	454	205	444	232
Assembly	26	21	73	36	44	102	12	36	84	28	39	9
eStore	84	103	97	107	142	35	-	-	-			
Recovery	2,348	2,238	1,458	1,693	2,240	3,585	2,354	2,251	3,823	2,308	4,137	2,674
Constitution	1,684	6,589	2,716	6,825	4,411	5,721	5,213	4,049	5,446	9,040	3,202	17,025
Federal Register	1,597	570	394	233	426	1,199	1,243	326	313	233	1,754	1,084

Federal Records Centers	236	64	178	138	287	283	293	352	279	288	145	460
Applied Research	420	192	326	268	482	584	512	502	792	542	658	717
NHPRC	9,146	13,604	6,704	7,223	15,152	27,761	13,889	14,100	11,256	8,692	8,834	7,701
Noon Lectures	197	759	1,350	3,799	1,268	9,100	3,678	860	767	1,142	439	327
Preservation	2,463	3,729	10,279	5,880	2,864	7,662	6,225	2,584	5,361	5,344	4,081	3,185
Research Red	1,729	4,676	1,881	2,992	27,654	5,256	3,496	3,053	4,455	4,122	10,832	5,572
Today's Document	1,518	1,322	3,604	2,303	2,871	4,383	2,818	2,712	3,252	149,966	3,367	2,182
NARA Students and Interns	631	591	584	655	860	3,838	1,169	905	1,433	743	1,124	1,032
Electoral College	5,470	13,393	3,264	1,831	470	221	112	55	396	224	137	216
Education					1,059	3,526	11,923	3,897	4,725	1,763	3,331	4,386
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	August	September
Presidential Total	193,188	207,195	202,321	182,184	219,740	396,564	1,815,637	633,373	1,119,891	683,394	539,111	483,261
Bush	28,209	56,347	64,864	37,175	28,951	87,442	392,460	108,887	291,961	172,672	72,457	77,999
George W Bush				9,602	5,604	7,352	948,994	86,937	84,016	25,873	53,572	80,941
Carter	10,848	9,873	10,686	9,629	17,131	24,640	31,855	31,390	44,178	30,009	34,311	17,239
Clinton	33,836	21,729	15,318	16,448	22,887	36,419	52,323	47,163	20,358	41,083	29,798	27,733
Eisenhower	15,169	9,432	17,836	9,724	15,110	18,175	31,851	19,647	48,484	32,237	31,409	18,575
Ford Library	4,408	4,008	2,581	2,573	4,302	10,980	11,200	7,730	9,363	14,413	13,405	9,727
Ford Museum	24,276	10,338	14,312	8,150	9,234	16,750	108,281	51,026	38,152	82,654	43,608	84,634
Hoover	4,792	4,874	2,675	3,162	7,329	5,462	12,656	17,607	17,857	22,723	13,205	10,699
Johnson	10,195	8,195	12,833	21,443	26,780	43,797	34,779	69,878	48,890	65,091	55,594	24,298

Nixon	21,524	41,885	25,248	30,300	34,475	76,899	71,016	94,912	69,096	48,992	74,689	52,813
Reagan	7,129	4,685	5,171	4,295	6,707	8,722	6,171	5,613	6,159	6,172	8,692	13,329
Roosevelt	13,886	10,239	10,097	14,317	8,866	30,417	35,272	33,898	390,540	54,818	60,577	32,852
Truman	18,916	25,590	20,700	15,366	32,364	29,509	78,779	58,685	50,837	86,657	48,794	32,422
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	August	September
Regional Total	36,192	30,515	45,190	39,160	68,626	121,921	73,704	66,343	82,806	66,697	60,951	49,901
Anchorage	188	158	151	151	211	320	367	158	282	335	449	48
Atlanta	4,776	4,602	8,558	4,717	7,024	6,588	17,205	12,067	12,542	6,718	7,850	4,466
Boston	10,349	9,023	22,641	16,976	34,826	71,509	29,002	17,366	19,344	10,531	16,599	5,260
Chicago	1,815	2,307	1,272	842	3,717	3,856	2,622	6,914	4,313	3,853	2,294	1,580
Denver	734	610	391	599	739	511	1,206	2,734	5,841	9,168	3,426	6,247
Fort Worth	2,022	1,746	1,415	2,164	3,056	8,365	5,540	3,852	3,881	5,038	9,223	2,919
Kansas City	2,892	6,649	3,322	8,309	5,064	10,480	5,101	7,040	10,689	12,029	6,571	4,772
New York	4,546	1,872	789	1,611	10,120	13,300	3,887	3,320	3,110	6,080	4,379	7,261
Philadelphia	6,755	899	900	1,566	1,009	1,461	1,751	2,387	2,207	9,758	1,920	2,847
Riverside	227	486	459	276	255	594	2,538	6,868	2,443	1,238	3,500	1,544
Seattle	1,075	459	2,326	676	1,764	1,948	1,548	1,190	1,044	726	1,471	3,001
St. Louis	813	1,704	2,966	1,273	841	2,989	2,937	2,447	17,110	1,223	3,269	9,956

APPENDIX V: Twitter Followers (Cumulative)

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	August	Sept
archivesnews	18,360	18,946	19,372	19,663	19,979	20,921	21,805	22,607	23,180	23,703	24,451	24,814
archivespres	977	1,040	1,125	1,207	1,285	1,425	1,527	1,625	1,694	1,784	1,896	1,983
atlantaarchives								646	655	668	684	709
bushlibrary	6,151	6,410	6,725	6,987	7,202	7,366	8,471	8,939	9,332	9,611	9,842	10,031
CarterLibrary								5,891	6,156	6,382	6,686	6,862
dferriero	1,940	1,981	2,023	2,054	2,079	2,128	2,191	2,230	2,269	2,333	2,405	2,458
DiscoverCivWar								4,457	4,718	4,951	5,170	5,336
DocsTeach	1,633	1,714	1,804	1,906	1,990	2,095	2,200	2,348	2,500	2,650	2,860	2,988
EisenhowerNews	1,715	1,793	1,922	2,031	2,159	2,285	2,441	2,612	2,781	2,953	3,114	3,251
ElectoralCollge								2,339	2,318	2,303	2,293	2,284
FDRLibrary	1,174	1,267	1,366	1,476	1,600	1,720	1,903	2,093	2,346	2,556	2,741	2,860
FedRegister	3,862	4,007	4,205	4,390	4,583	4,848	5,095	5,247	5,359	5,489	5,590	5,697
gwblibrary								2,783	3,029	3,731	4,596	5,302
IkeandHarry2012								505	509	509	511	516
JFK_1963	16,233	16,394	16,515	16,700	16,825	16,949	17,255	17,634	18,122	18,421	19,062	19,351
KCArchives								388	413	449	482	500
LBJLibrary	2,216	2,347	2,487	2,651	2,829	2,989	3,251	3,493	3,735	3,952	4,184	4,361
NARA_ RecMgmt	2,628	2,736	2,868	2,965	3,038	3,165	3,281	3,405	3,506	3,552	3,650	3,747
NARAFRC	234	239	253	258	258	264	269	273	277	283	291	297
OurPresidents								3,432	3,881	4,355	4,713	4,975

Reagan_Library								296	358	441	540	596
StLouisArchives								50	54	55	59	65
TodaysDocument	4,008	4,216	4,535	4,780	5,094	5,453	5,801	6,308	6,770	7,267	7,813	8,188
USNatArchives	10,903	11,775	12,930	14,486	15,832	17,089	18,566	19,795	21,296	22,768	24,330	25,587
WJCLibrary	1,998	2,456	2,892	3,273	3,581	3,899	7,164	8,433	9,706	11,476	12,866	141,22

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

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept
Page Views	13,906	11,532	10,412	15,334	8,315	6,733	5,607	4,263	3,866	4,713	9,307	4,132
Track Downloads	8,055	7,817	6,230	8,533	5,295	5,088	4,244	3,693	3,697	3,068	5,026	3,385
Subscriptions	2,449	1,815	1,711	2,022	1,105	971	778	829	523	864	1,605	688

APPENDIX VII: Google+ Followers

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept
Monthly Followers	3,101	9,204	13,333	12,105	11,538	17,601	27,130	26,808	12,298	14,118	13,693	10,744
Cumulative Followers	3,101	12,305	25,638	37,743	49,281	66,882	94,012	120,820	133,118	147,236	160,929	171,703

APPENDIX VIII: Pinterest Followers (Cumulative)

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