

FEBRUARY FY2014 OVERVIEW

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	66,572 Views	33,458 Visitors
Tumblr Blogs	51,525 Views	23,190 Visitors
Facebook	6,169,126 Impressions	2,332,815 Reach
National Archives YouTube Channel	78,478 Views	9,367 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	9,925,559 Views	7,003 Total Contacts
Our Archives Wiki	16,179 Views	396 Total Editors
Twitter (all NARA feeds)	--	189,776 Total Followers
FourSquare	3,202 New Check-ins	228 New Followers
iTunes U	19,241 Views	2,712 New Subscribers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2014 Views (to date)	FY 2013 Views
Archives.gov Blogs	259,726	761,590
Tumblr Blogs	230,319	615,629
Facebook	15,783,027	39,491,534
National Archives YouTube Channel	380,291	872,926
Flickr (USNatArchives & ArchivesNews)	27,486,503	11,258,709
Our Archives Wiki	89,649	262,114

EXTERNAL BLOGS AND TUMBLOGS

- [AOTUS](#)
- [AOTUS Tumblr](#)
- [The Carter Chronicle](#)
- [Exhibits Tumblr](#)
- [FOIA Ombudsman](#)
- [In Roosevelt History](#)
- [NARations](#)
- [Records Express](#)
- [The Text Message](#)
- [TumblrWeed Times](#)
- [Today's Document Tumblr](#)
- [Transforming Classification \(PIDB\)](#)
- [The WashBoard](#)
- [The Federal Register](#)
- [The National Declassification Center](#)
- [NARA Tumblr](#)
- [Prologue](#)
- [Media Matters](#)
- [Our Presidents Tumblr](#)
- [Congress in the Archives Tumblr](#)
- [LBJ Time Machine Tumblr](#)
- [Preservation at NARA Tumblr](#)
- [Acts of Congress](#)
- [Education Updates](#)
- [FDR Tumblr](#)

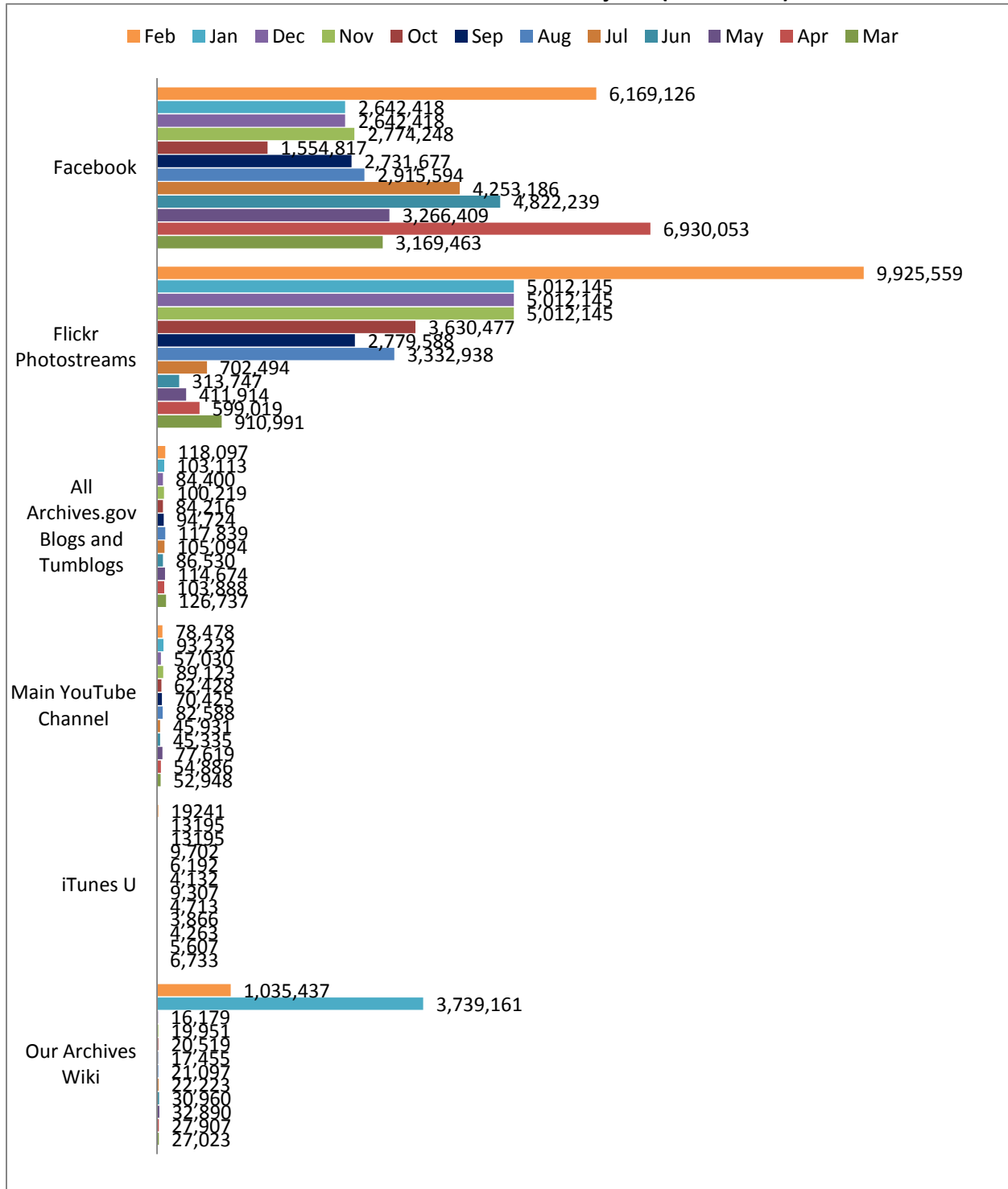
INTERNAL (NARA@WORK) BLOGS

- Archivist's Task Force on Agency Transformation
- Declarations
- NR Better Workplace Blog
- NRMP Ledger

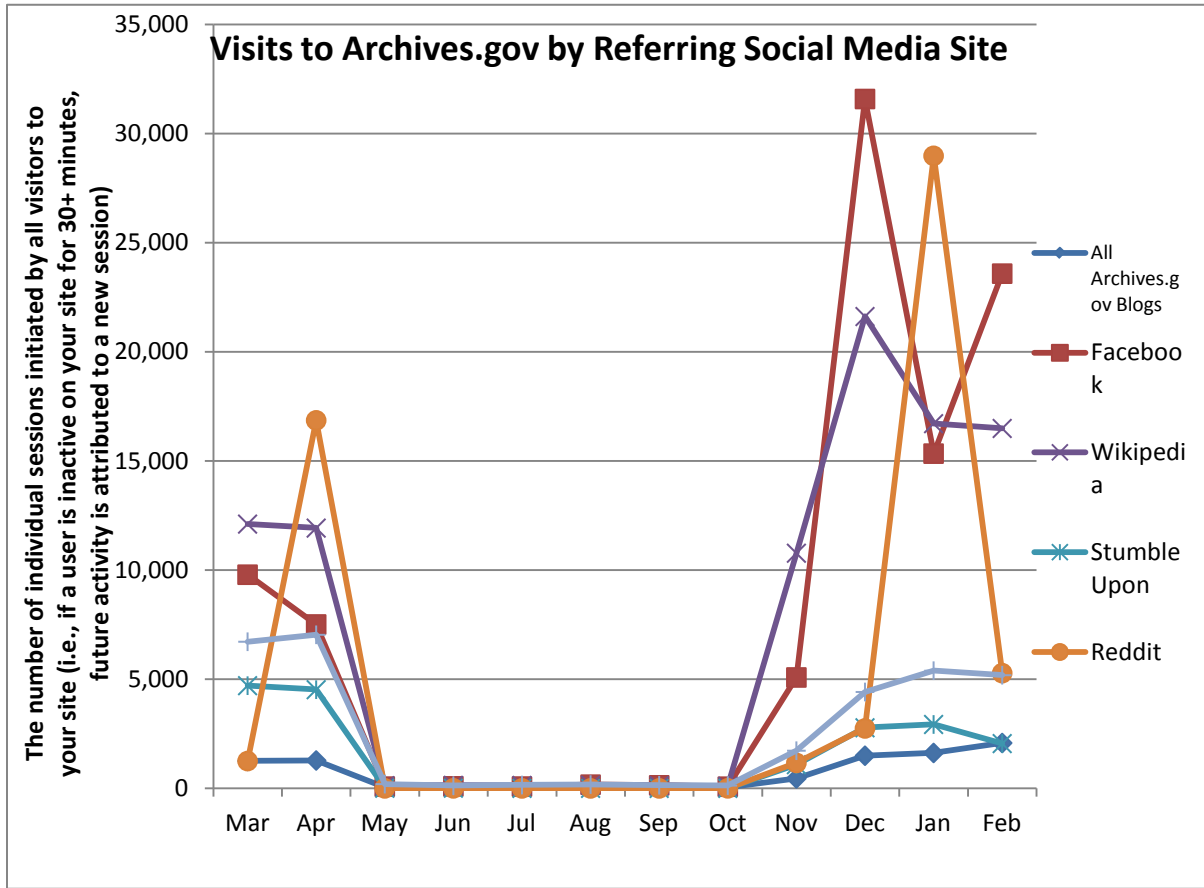
SOCIAL MEDIA TOOLBOX (Tools currently in use)

- 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)



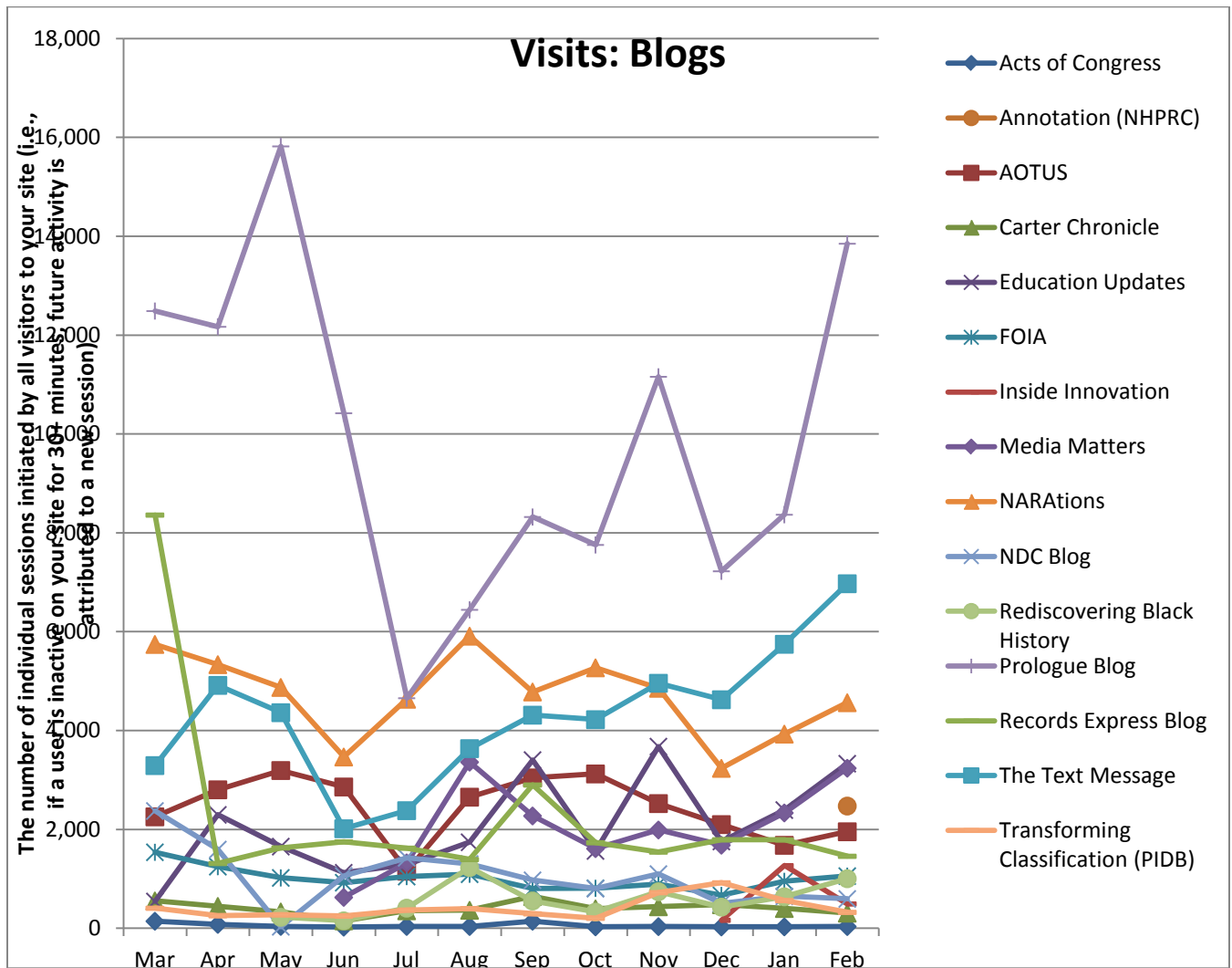
New External Social Media Projects

February Projects

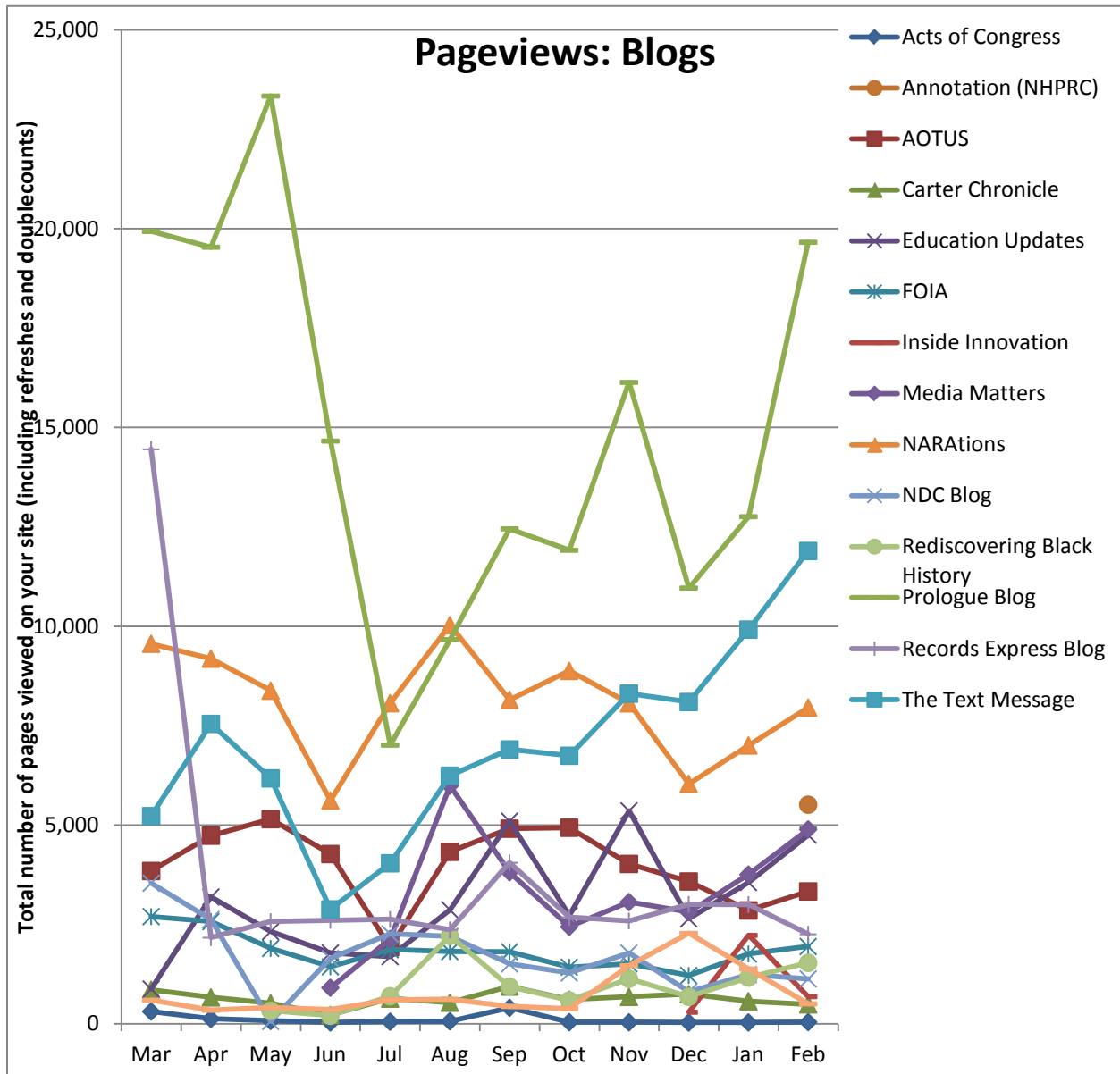
	Dipity	Facebook	Flickr	Twitter	Wiki	Tumblr	Blog	YouTube	Instagram
March									
April				1		1			
May	1					1			
June						1			
July						1			
August									
September									1
October									
November				1					
December		1				1			
January									
February				1			1		

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

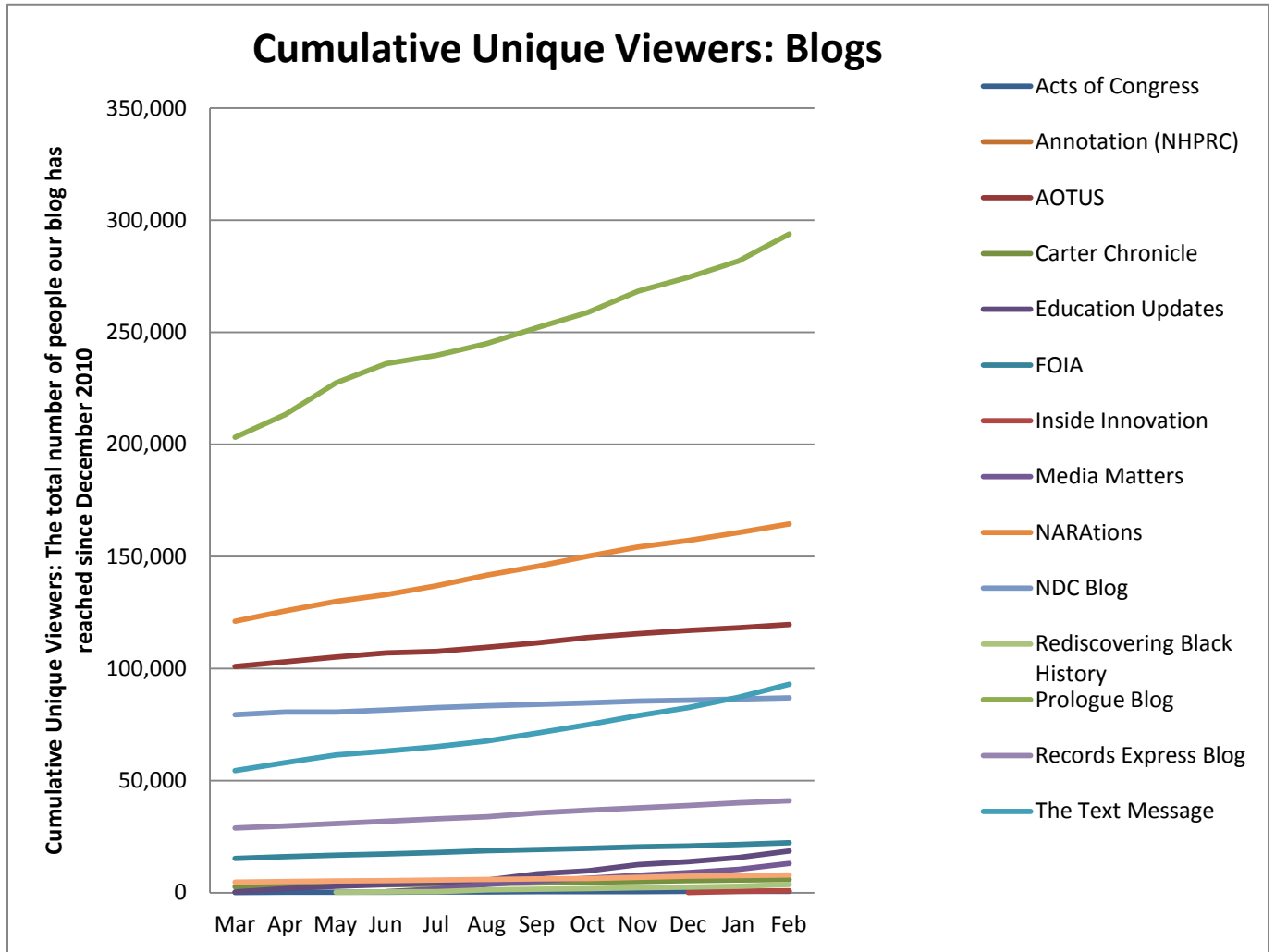
Blog Visits (Source: Appendix II.A)



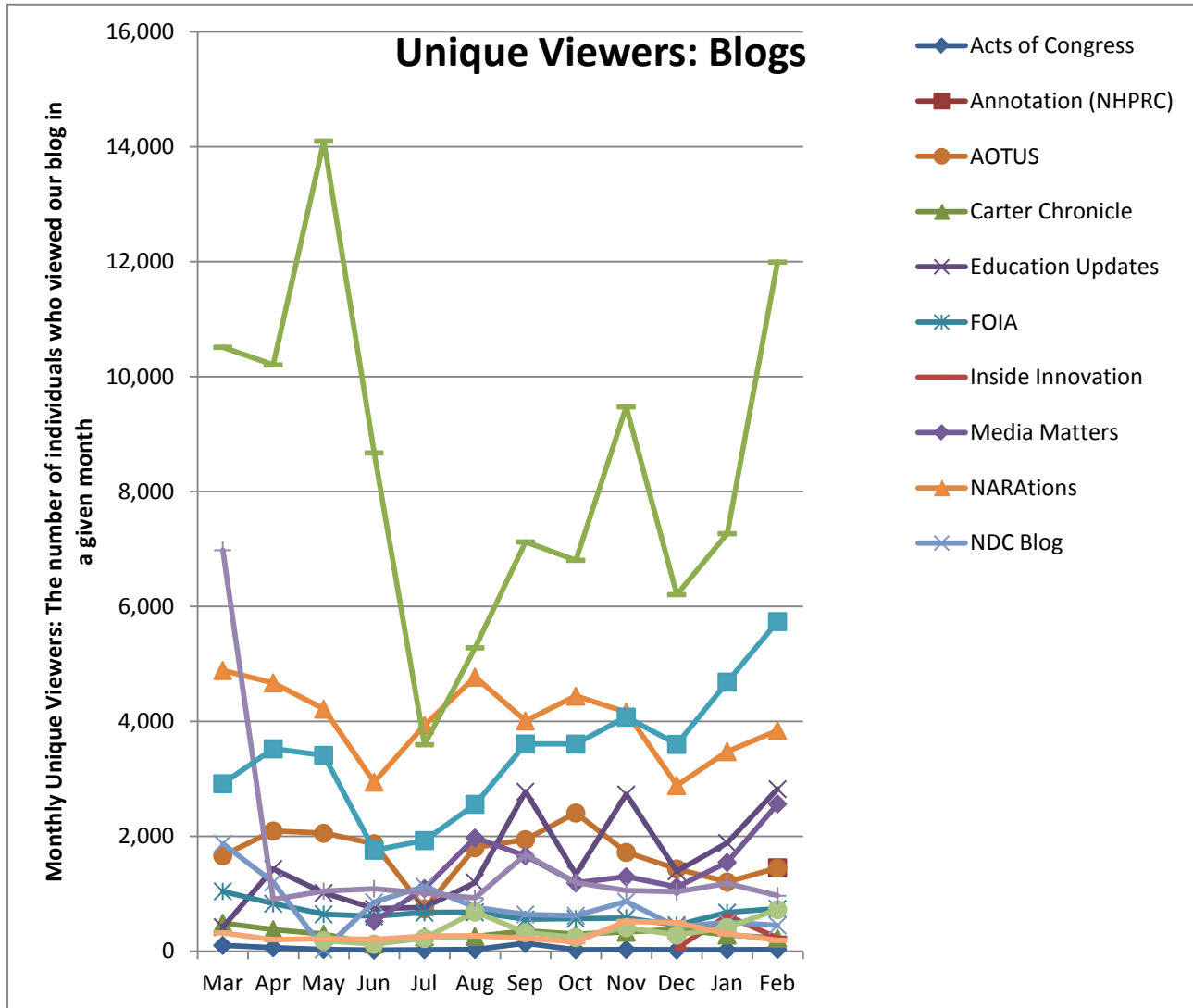
Blog Pageviews (Source: Appendix II.B)



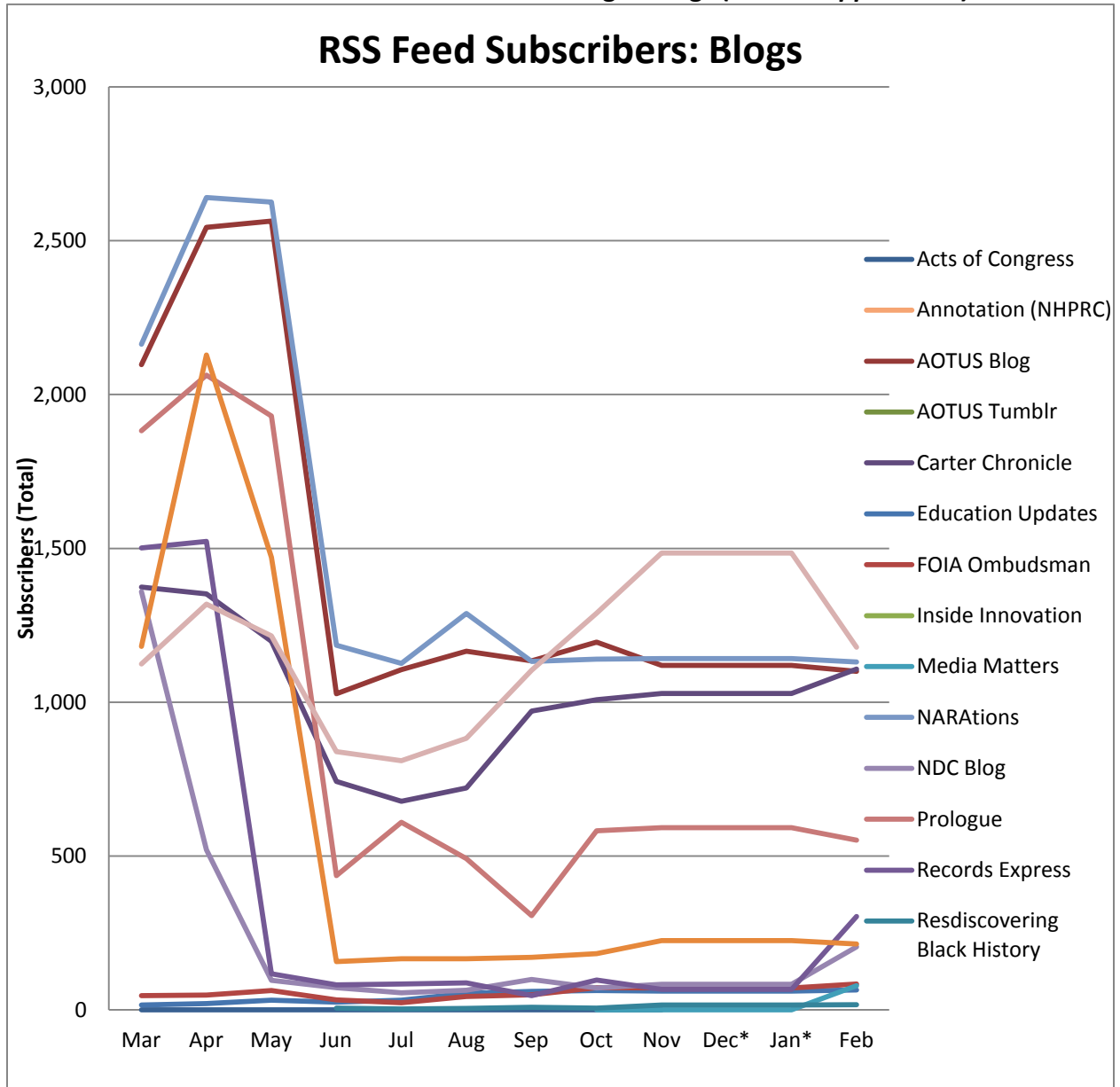
Blog Cumulative Unique Viewers (Source: Appendix II.C)



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



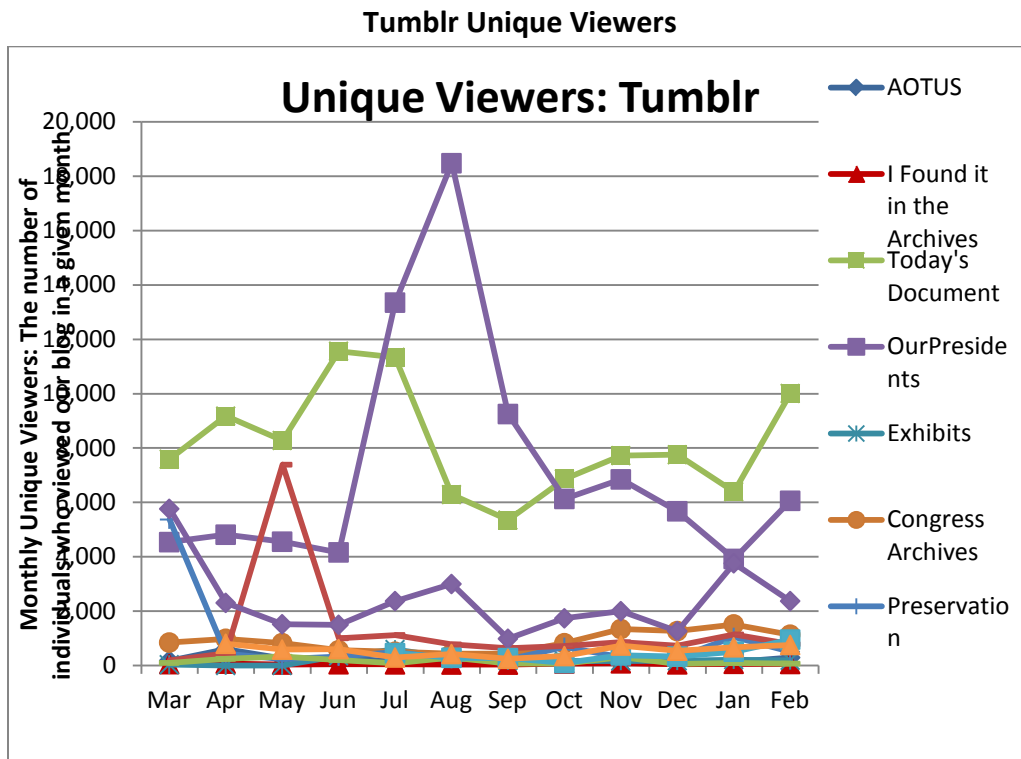
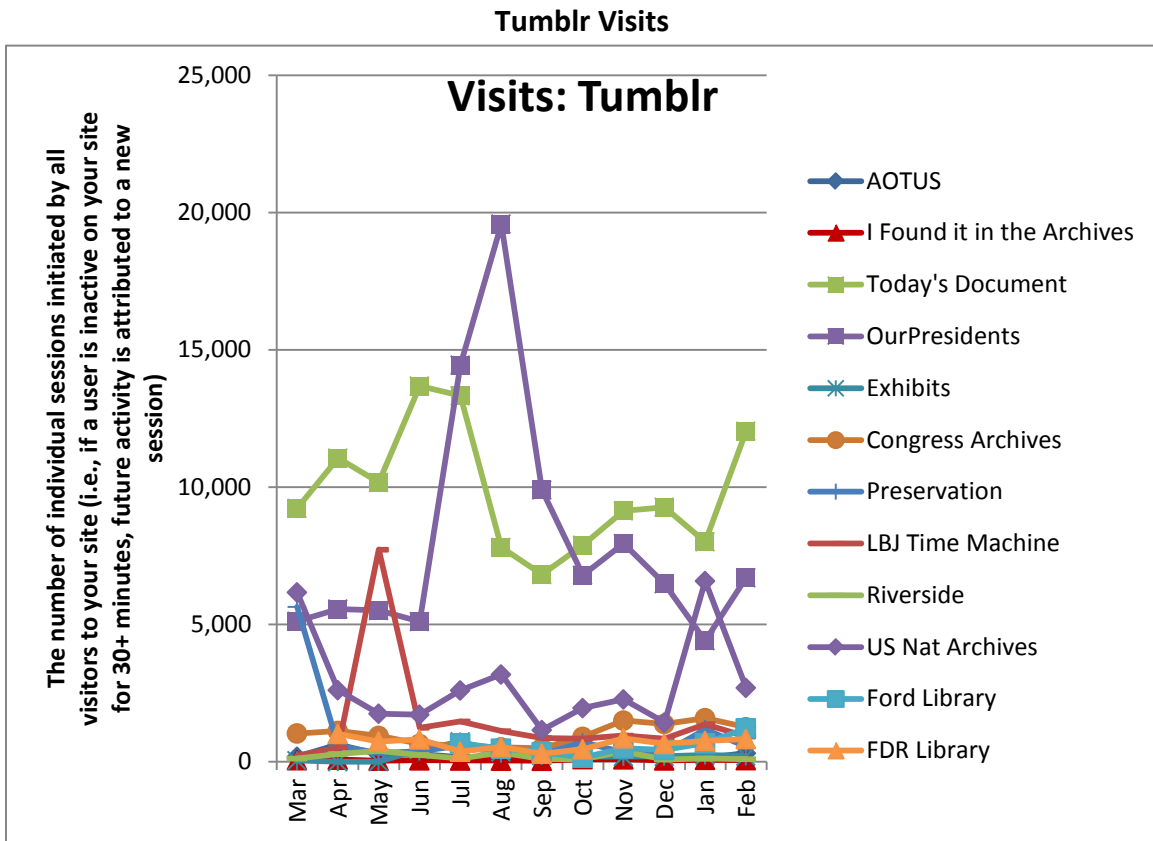
Total RSS Feed Subscribers to Archives.gov Blogs (Source: Appendix III)



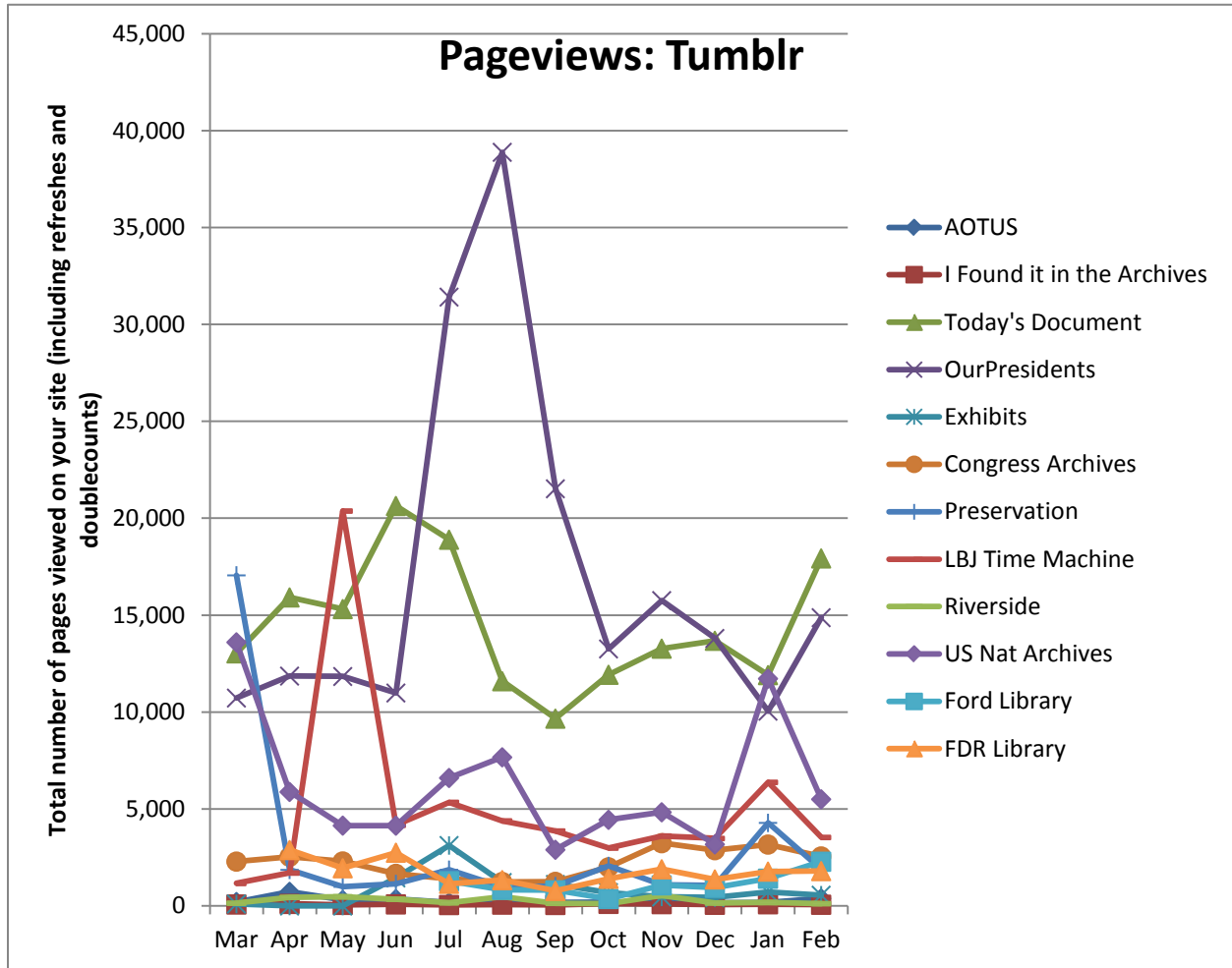
Top 5 Most Viewed Blog Posts in February

Blog	Pageviews	Post Title
Prologue	3,144	You won't see this in the Monuments Men movie
Media Matters	1,608	The Real Monuments Men
NHPRC: Annotation	913	Access to Historical Records
Prologue	808	"I was a gunner and a gun captain on a 90MM-AAA gun during WWII..."
Prologue	635	10 Football Facts Featuring U.S. Presidents

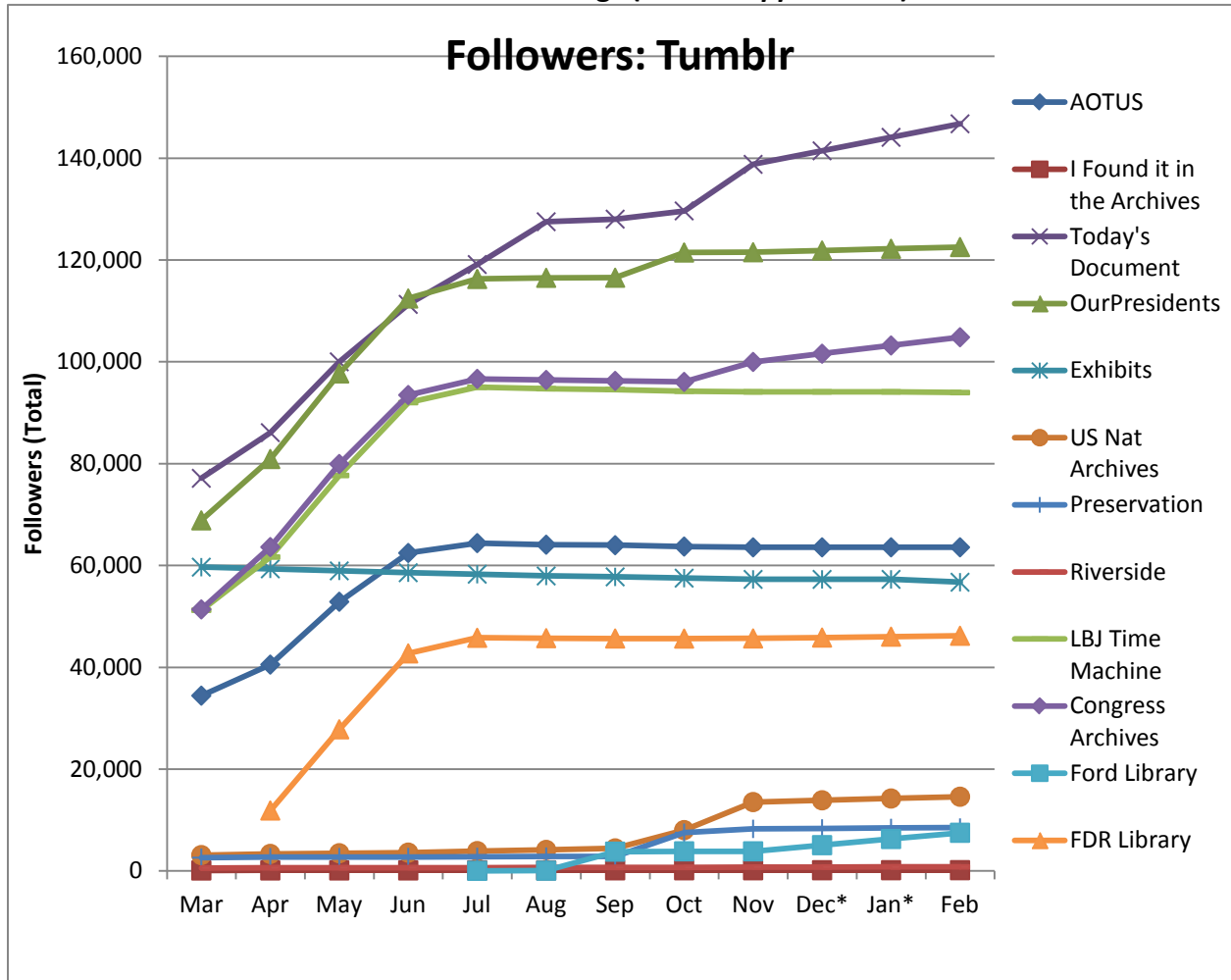
Social Media Tools: Detail View – Tumblr



Tumblr Pageviews

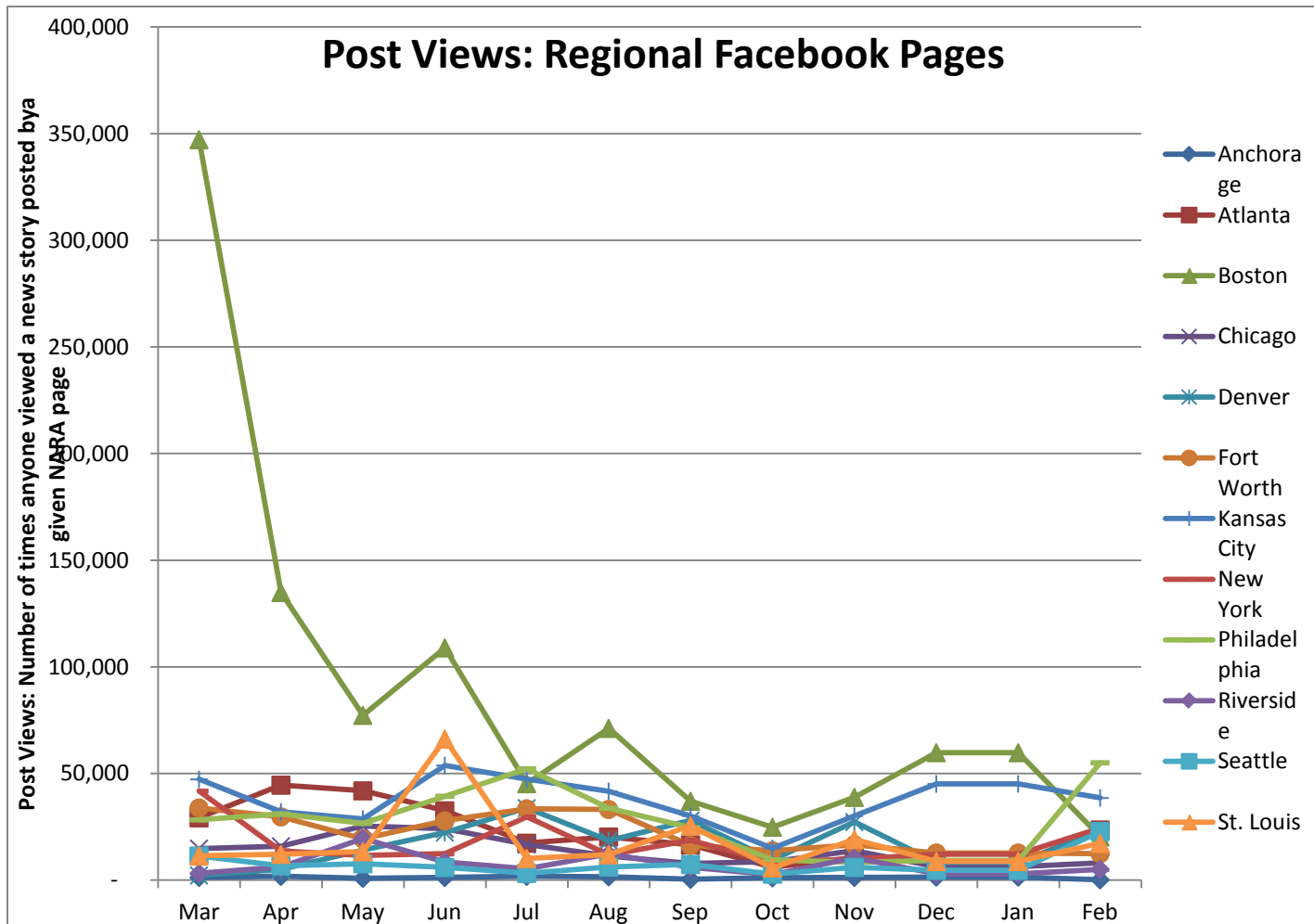


Followers on Tumblogs (Source: Appendix IV)

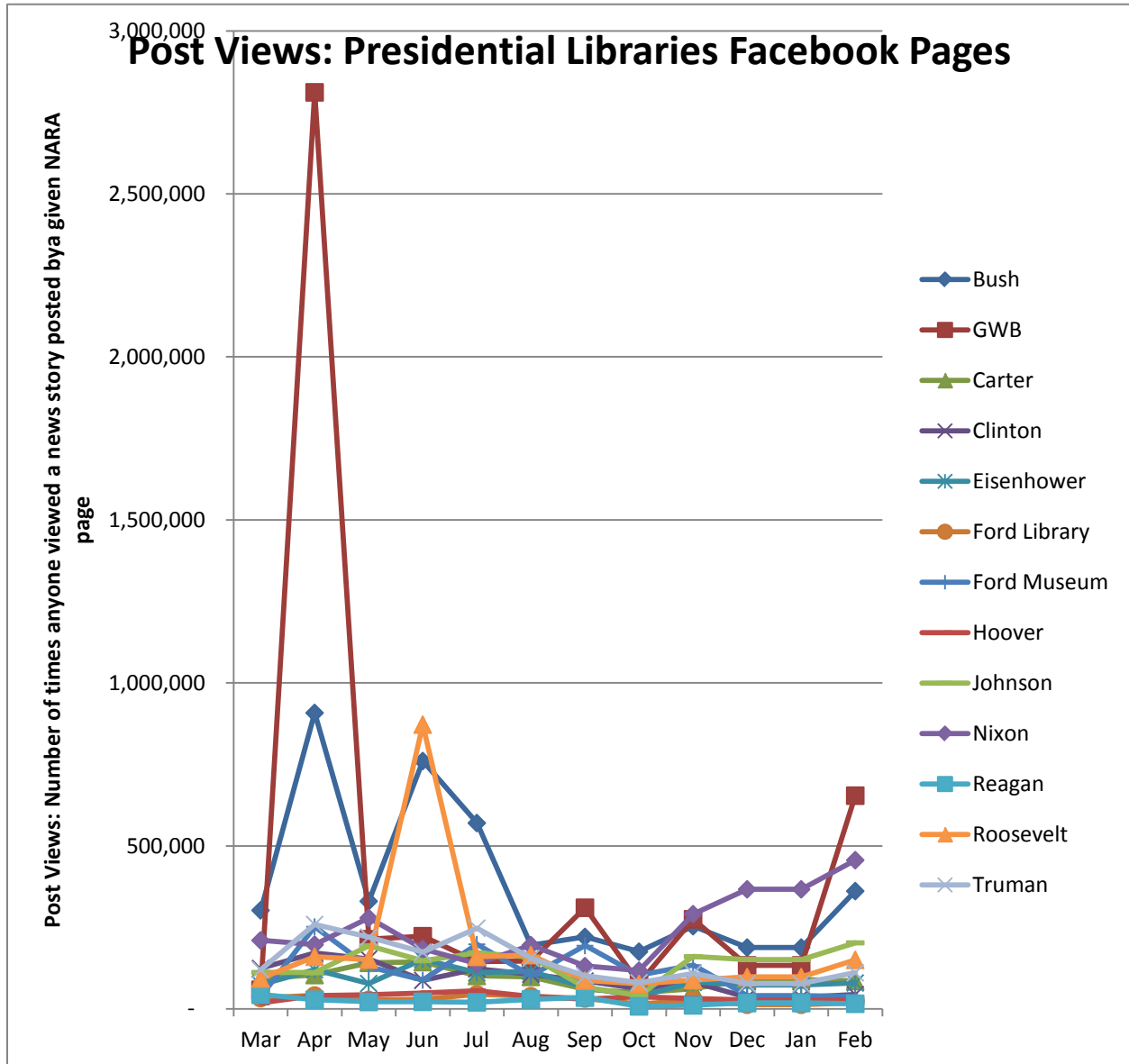


Social Media Tools: Detail View – Facebook

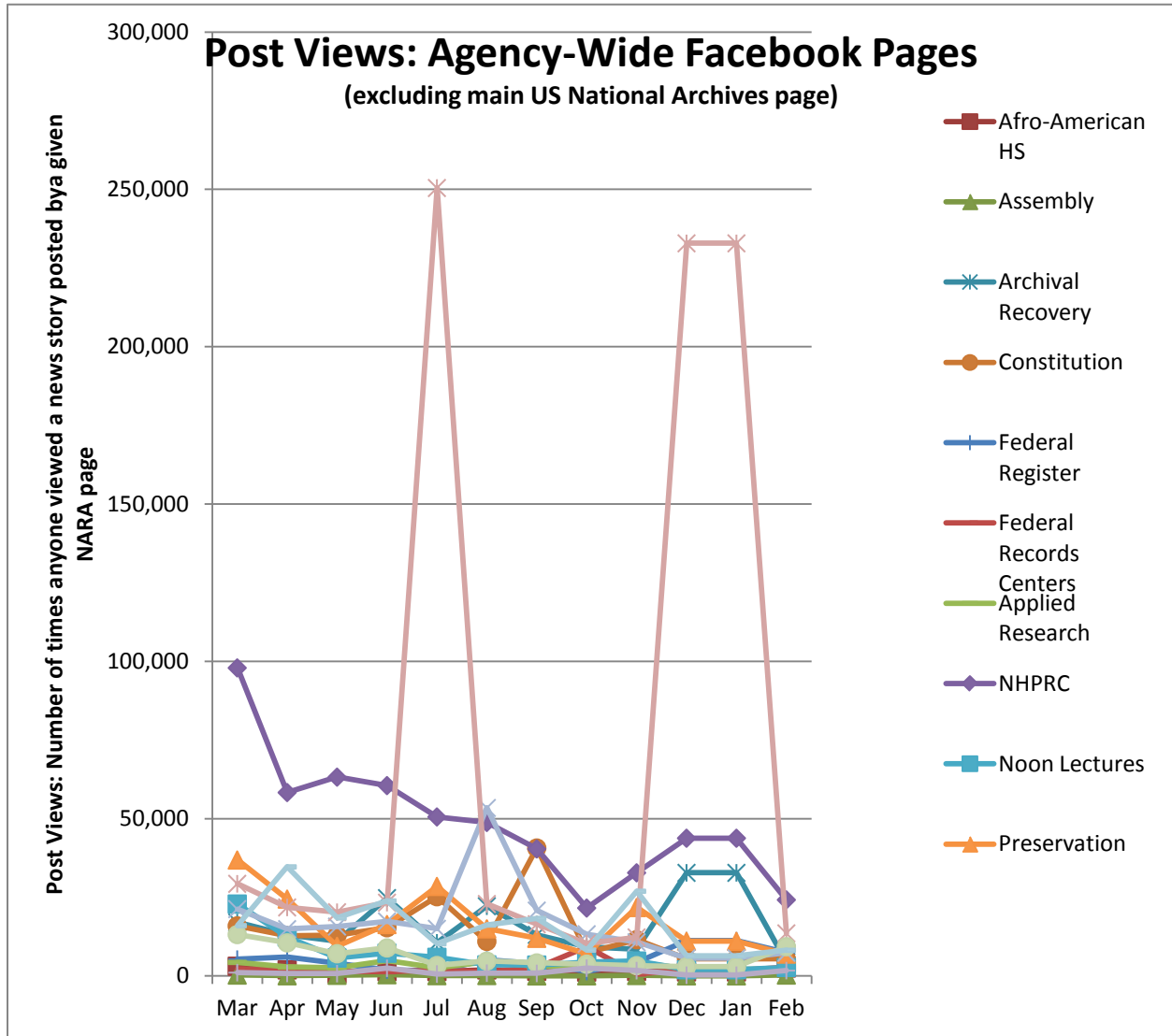
Post Views on Regional Pages (Source: Appendix IV.A)

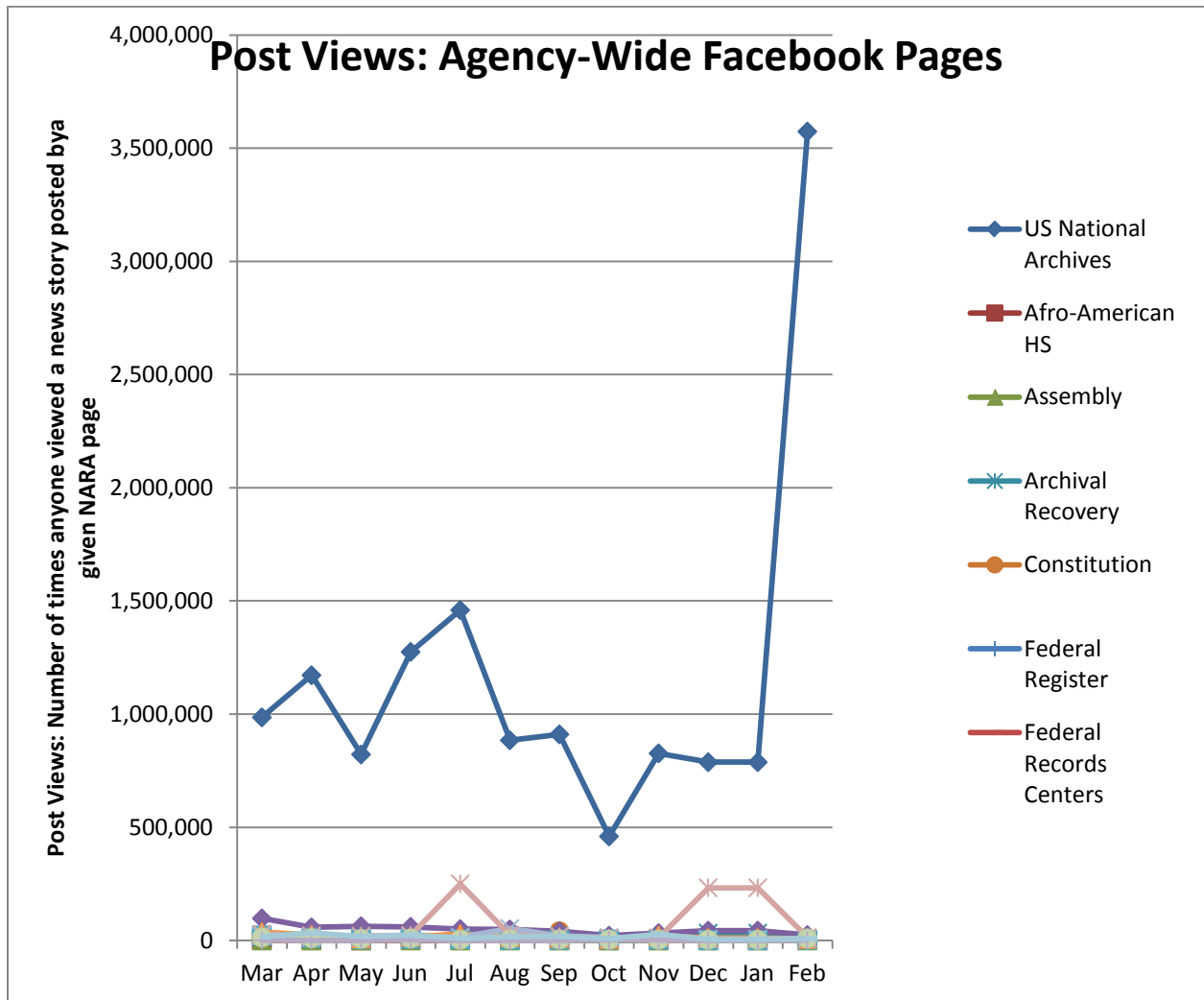


Post Views on Presidential Library Pages (Source: Appendix IV.A)

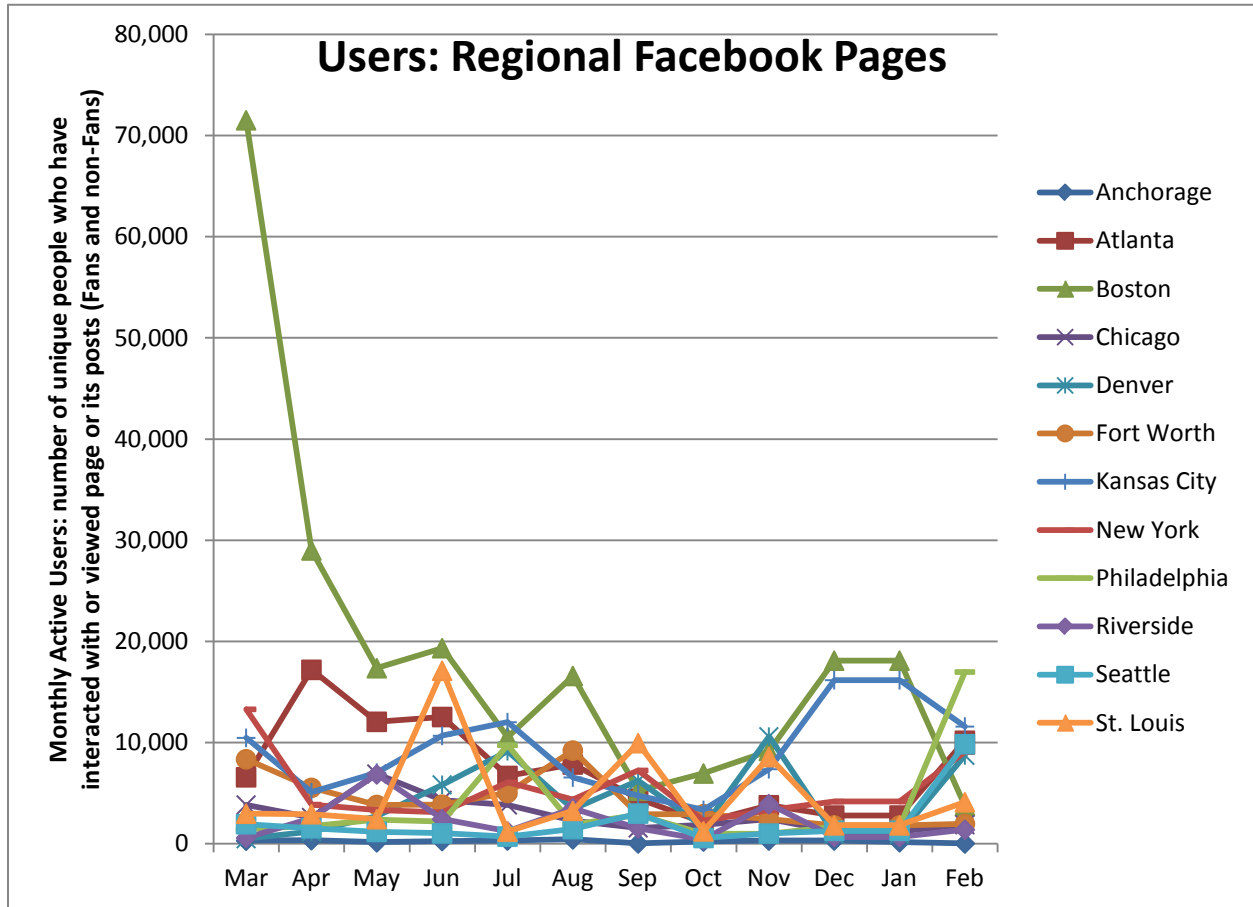


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

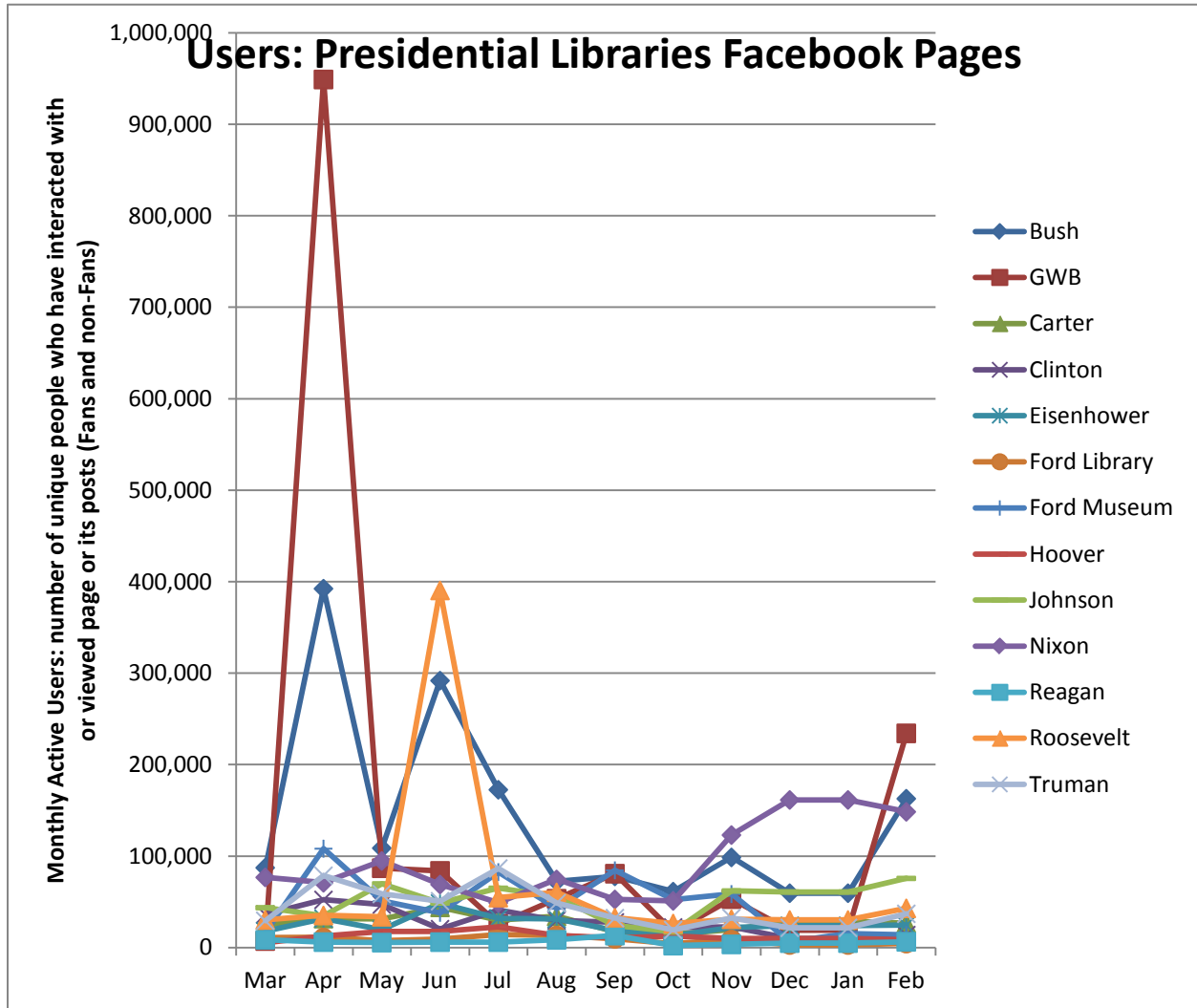




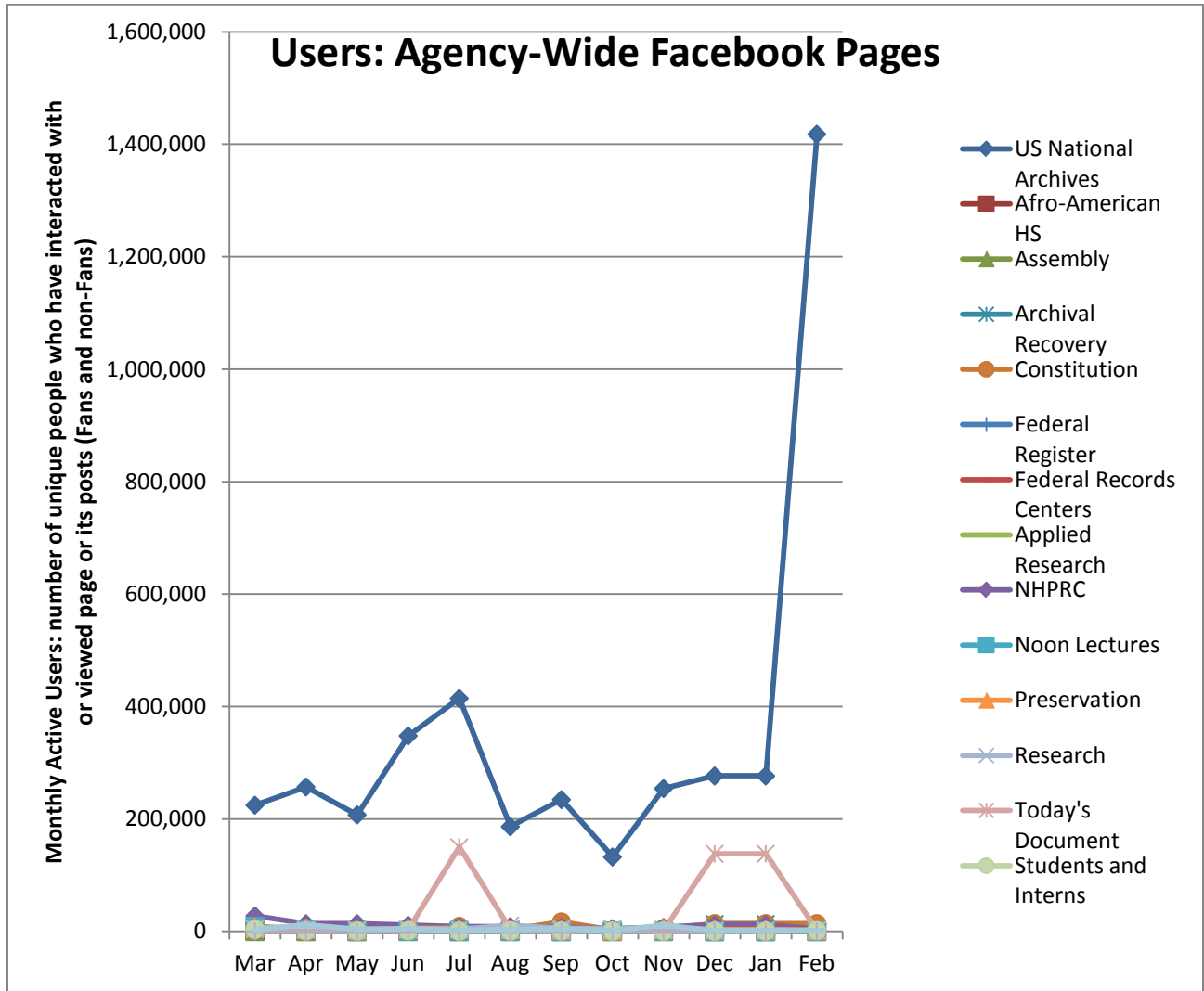
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

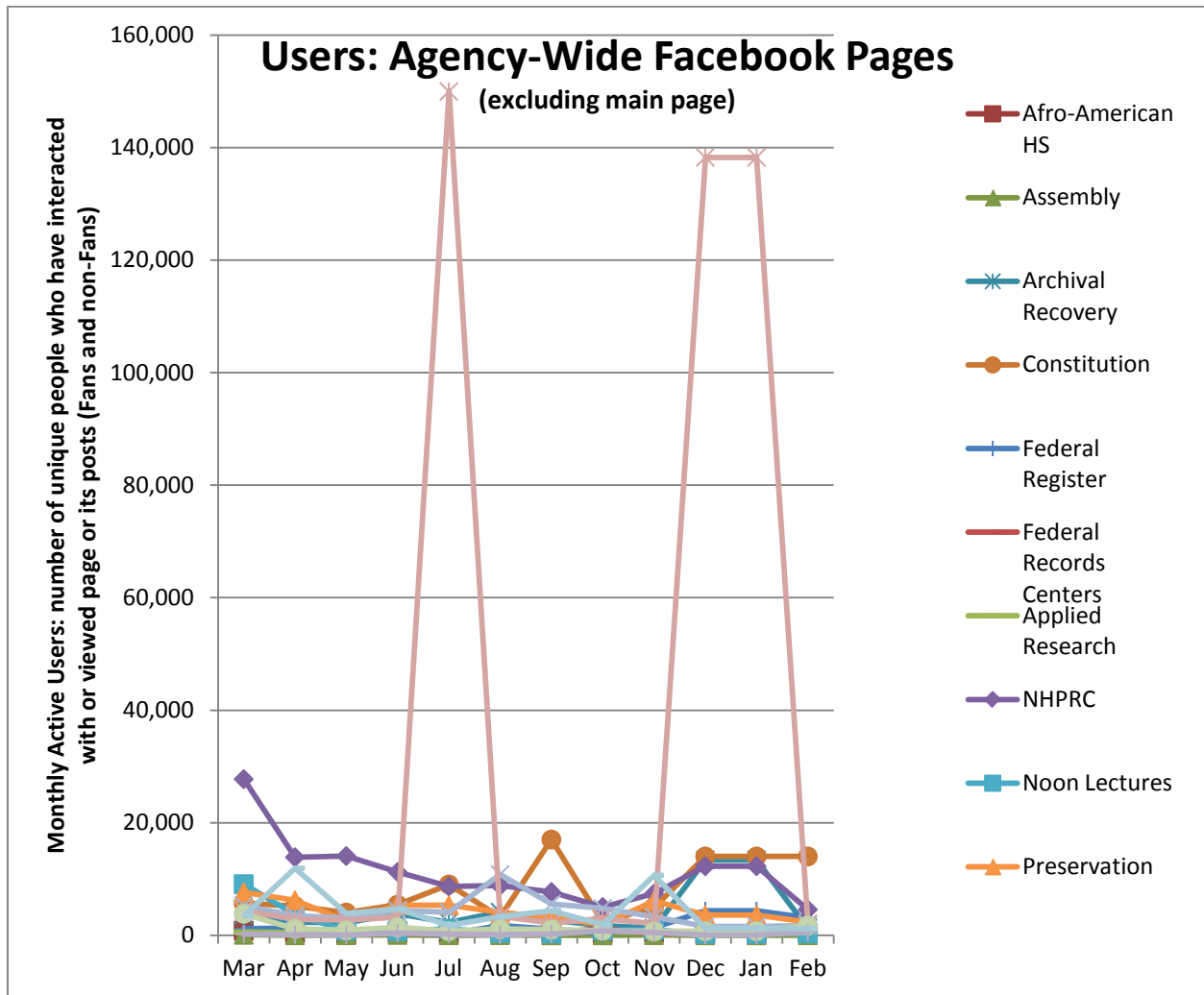


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



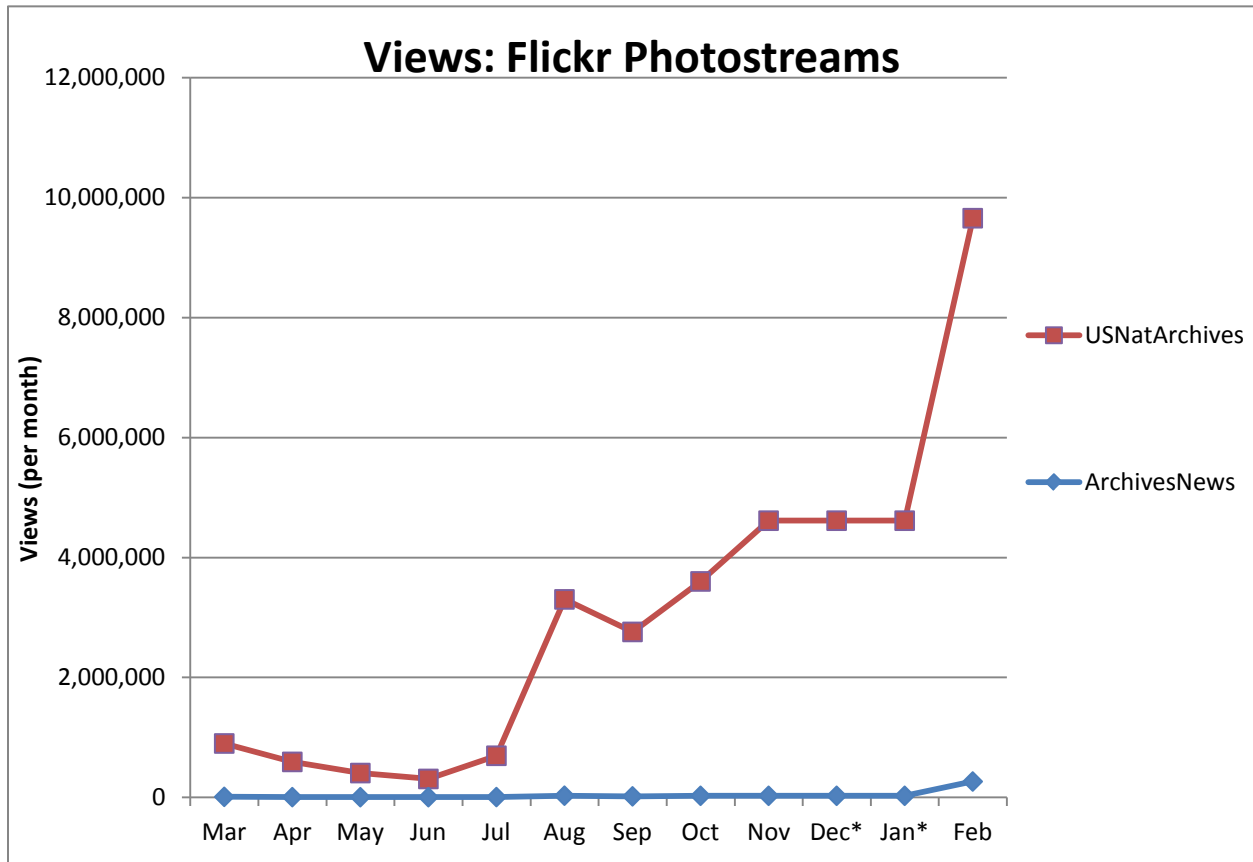
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



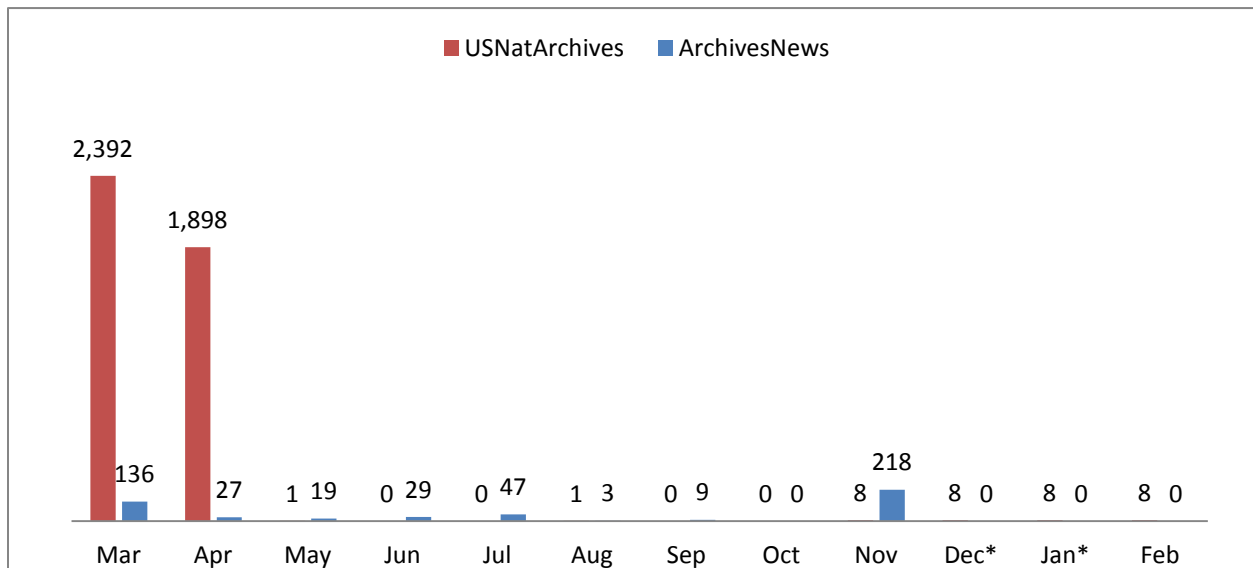


Social Media Tools: Detail View – Flickr

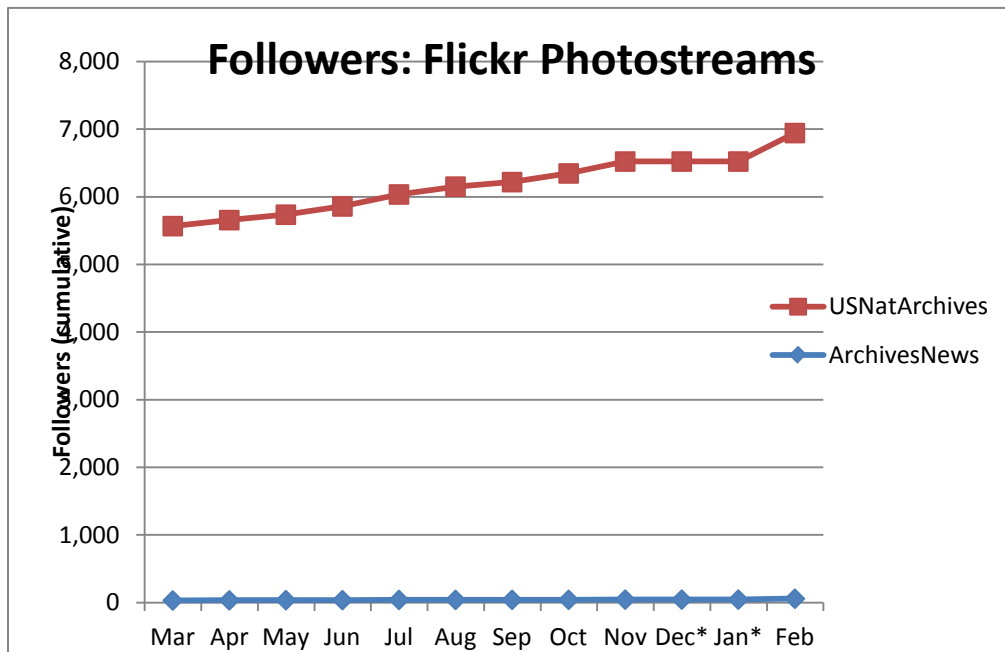
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

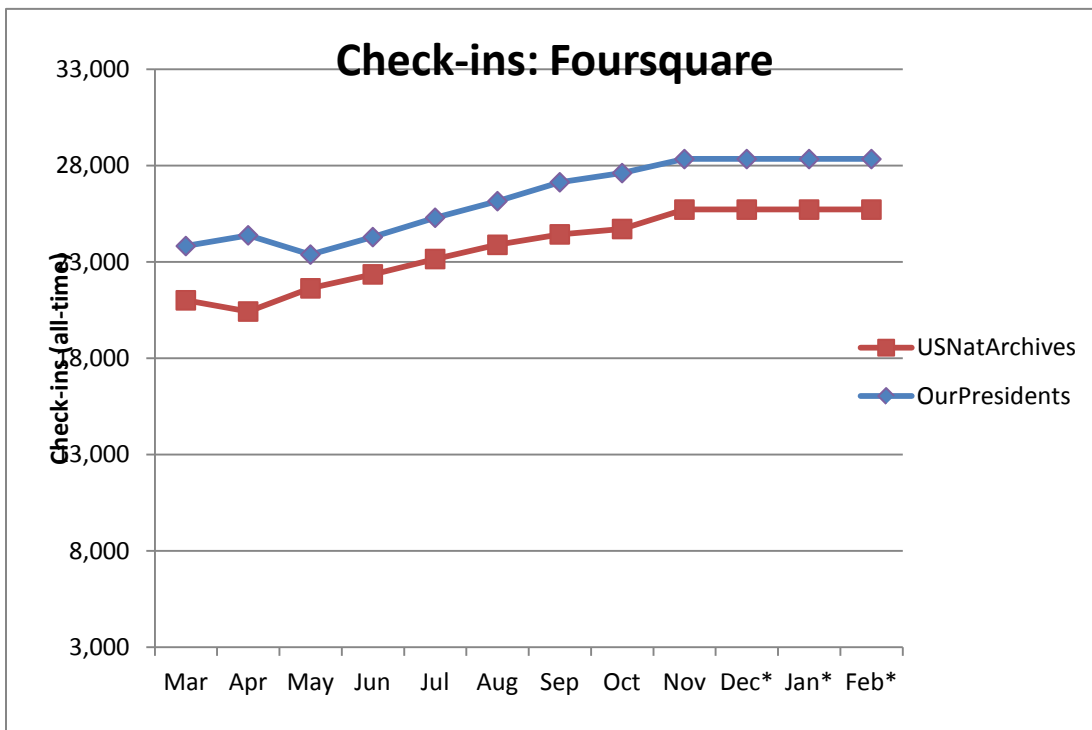


Followers of Photostreams (Cumulative)

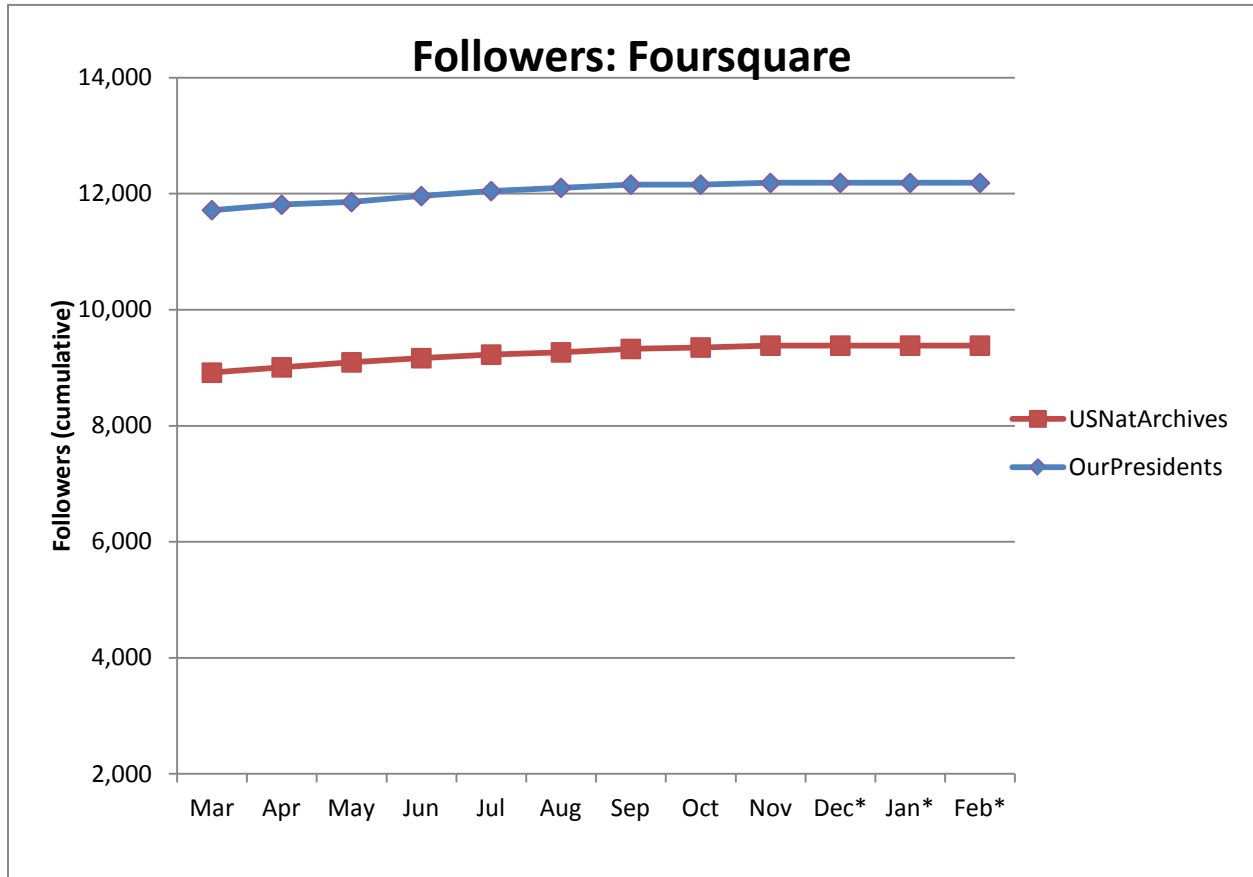


Social Media Tools: Detail View – Foursquare

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

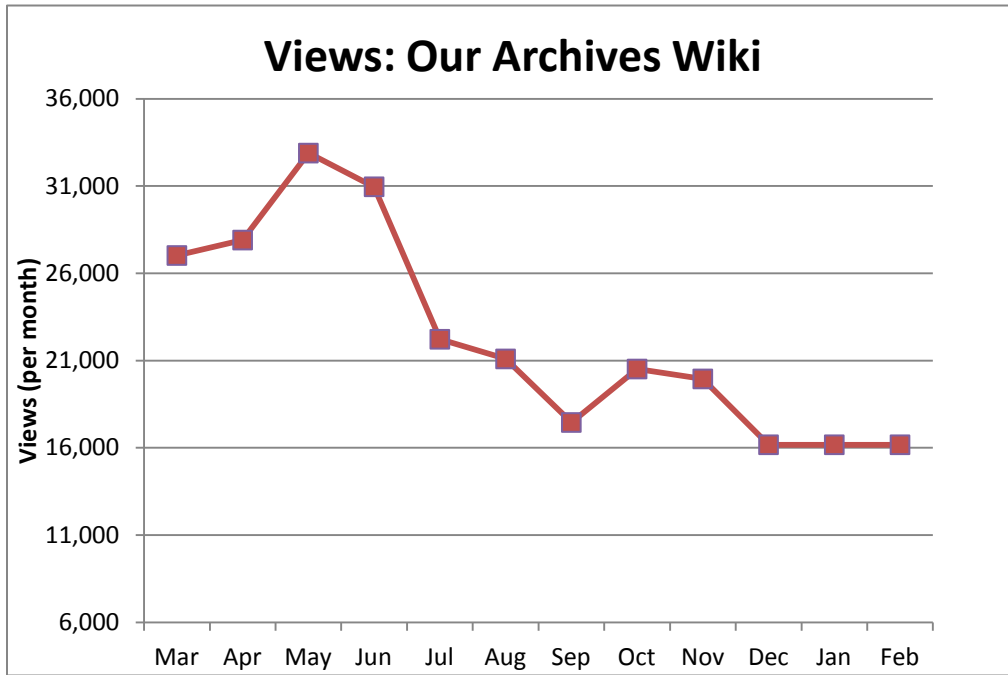


Number of Followers of USNatArchives and OurPresidents (Cumulative)

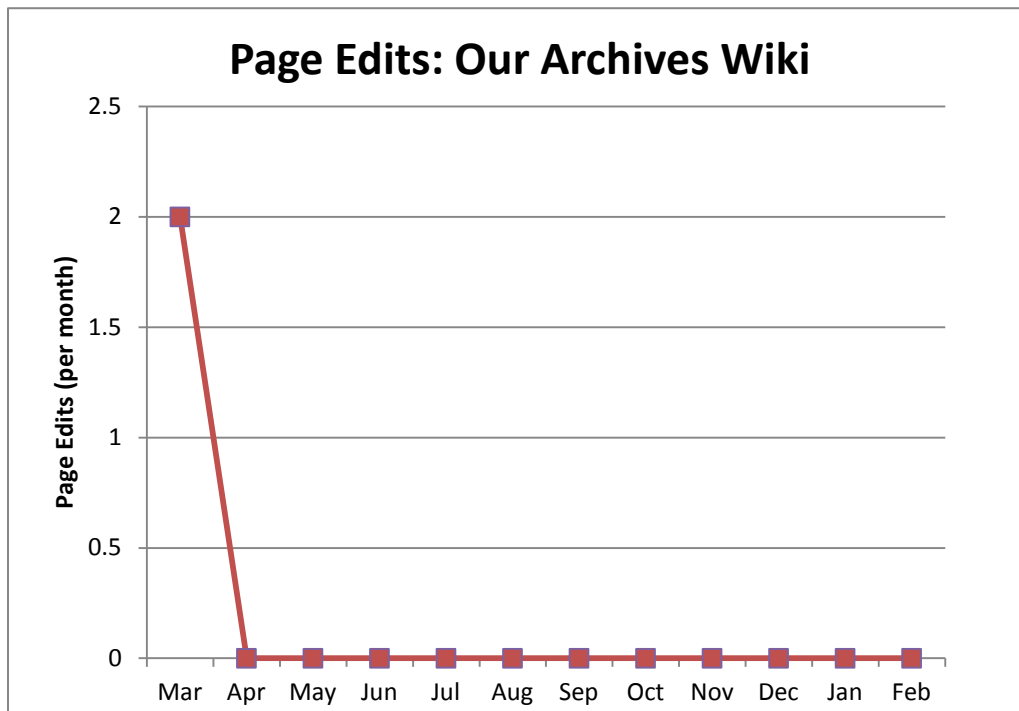


Social Media Tools: Detail View – *Our Archives Wiki*

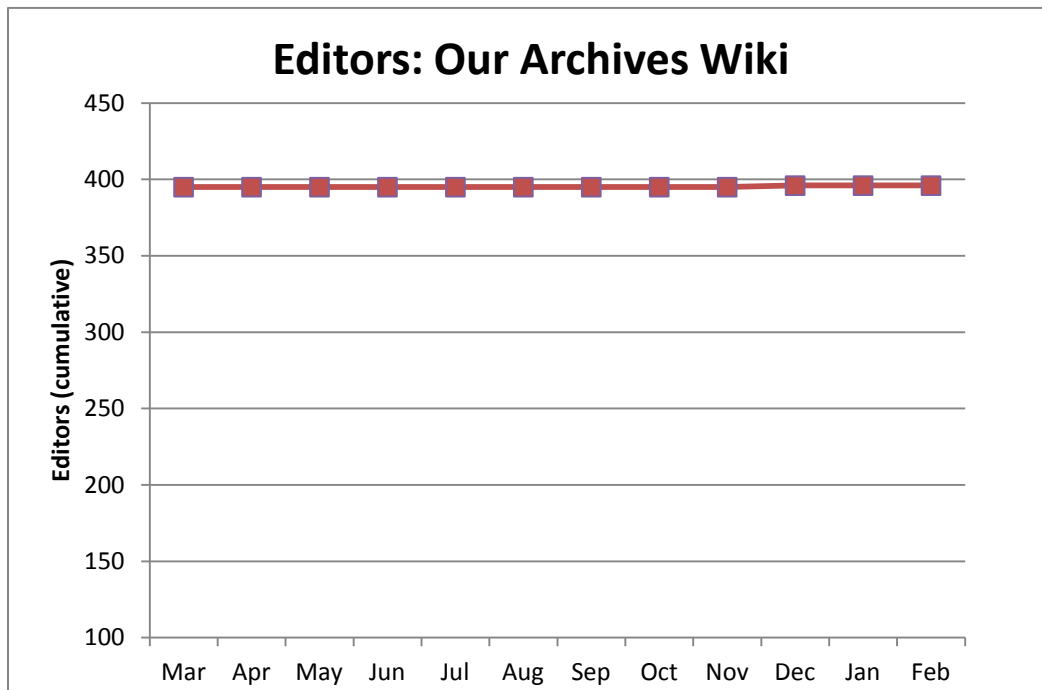
Views on Our Archives Wiki (Per Month)



Edits on Our Archives Wiki (Per Month)

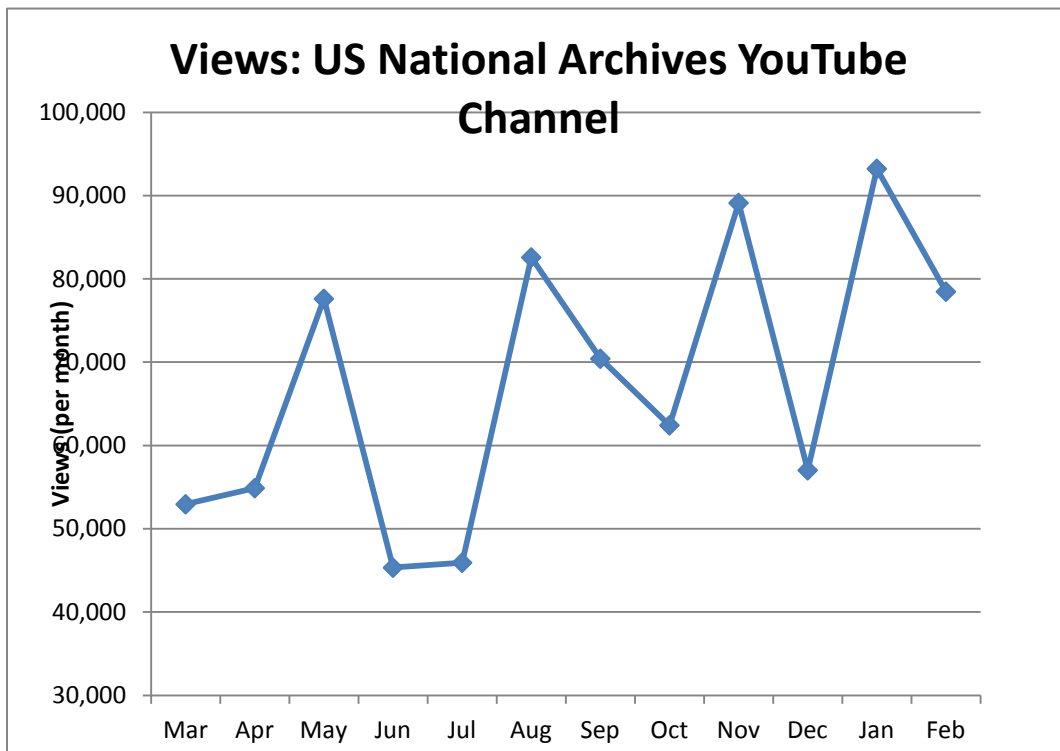


Editors on Our Archives Wiki (Cumulative)

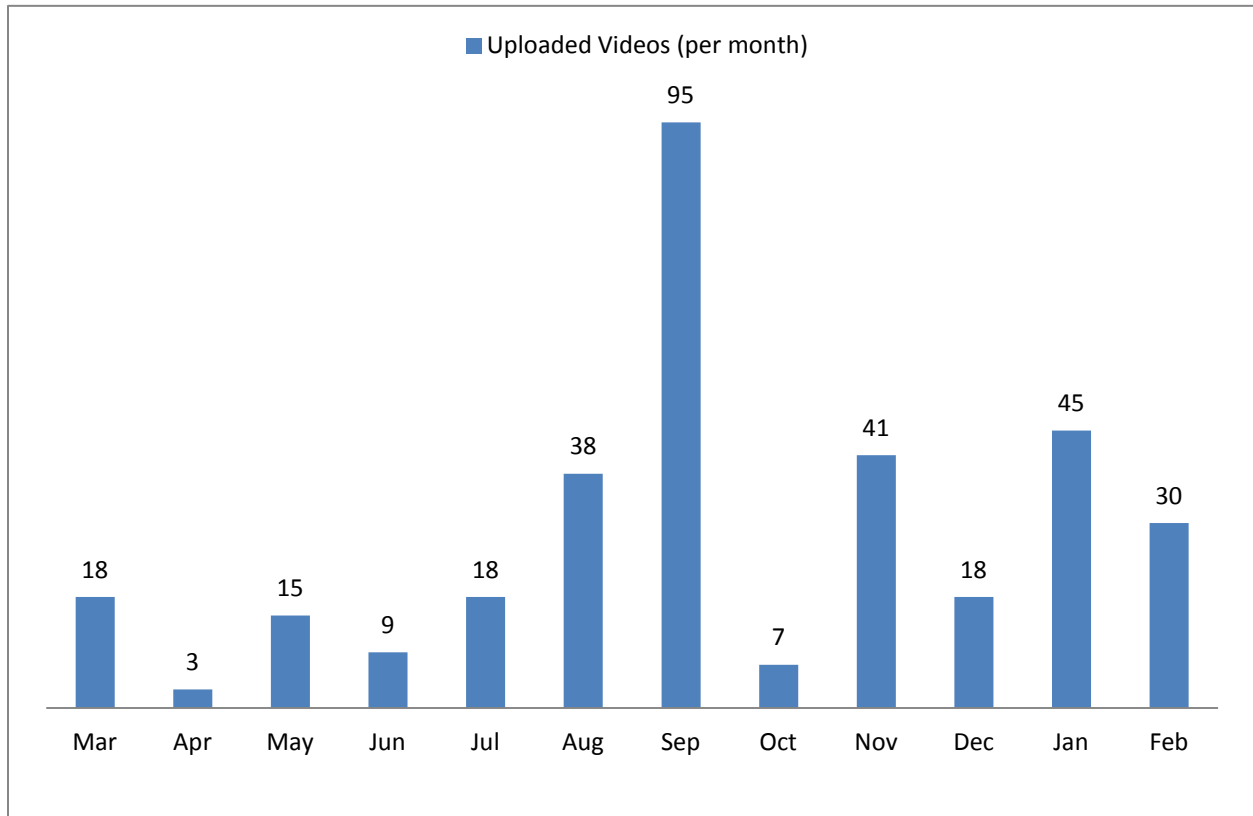


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

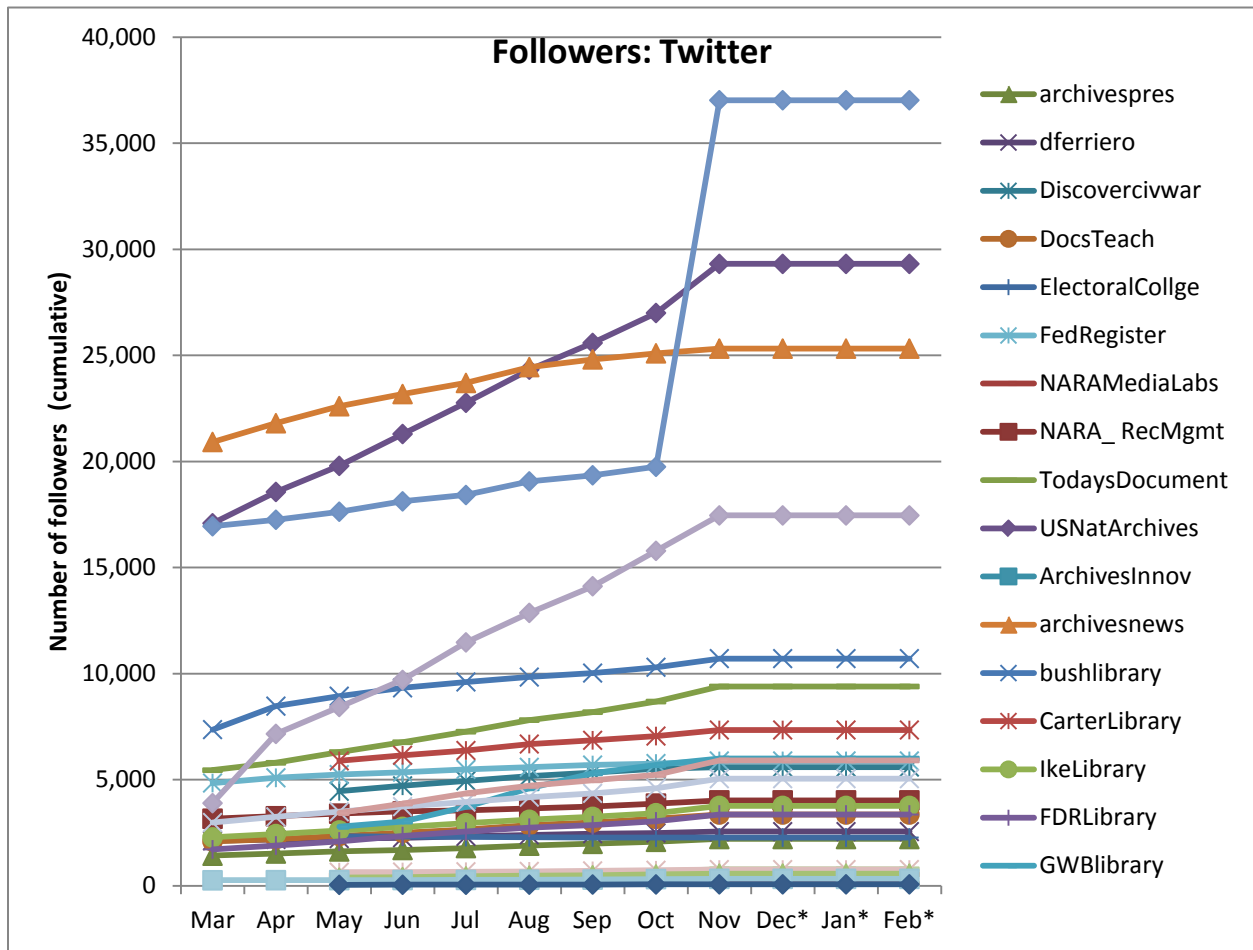


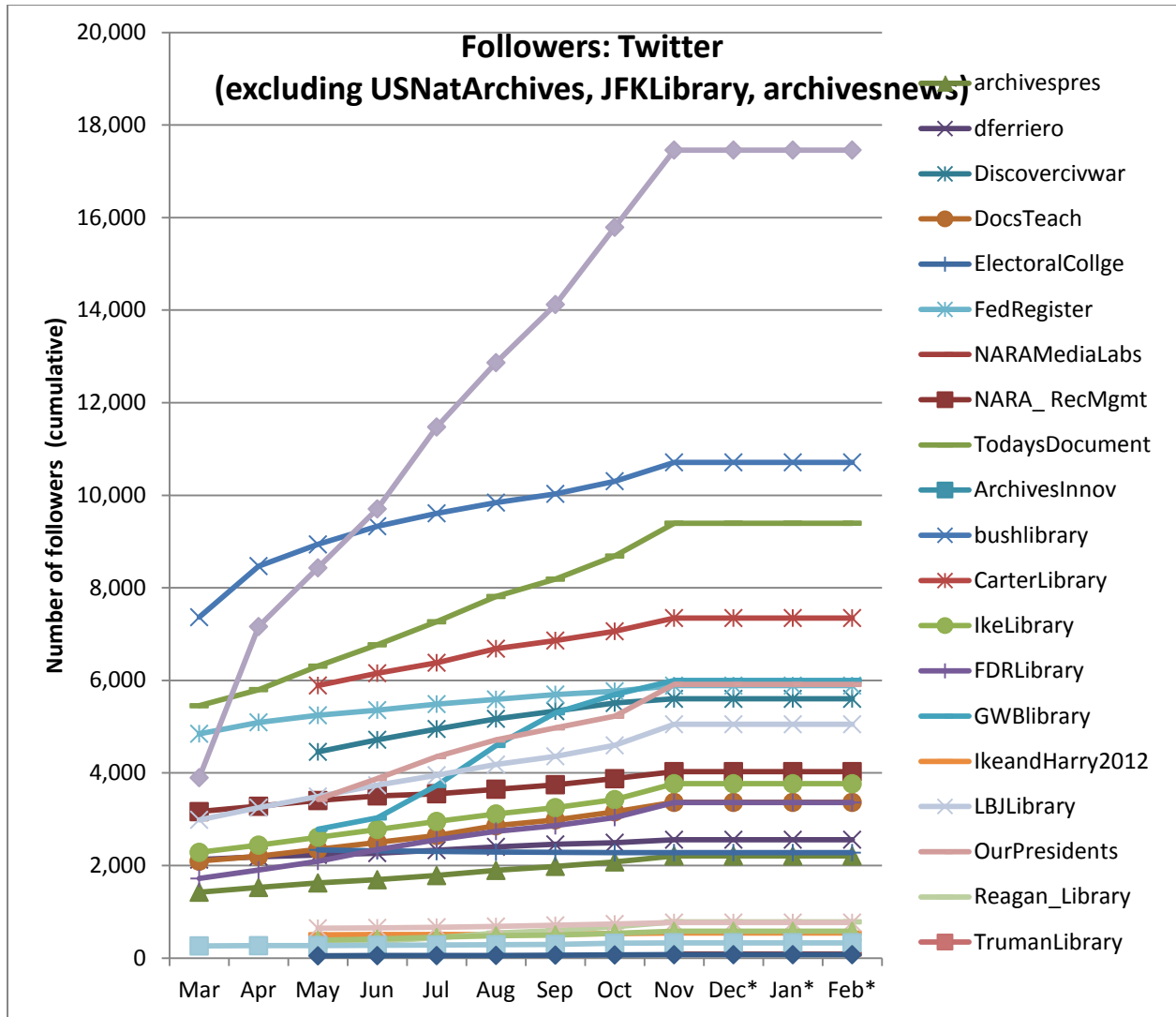
Top 5 Most Viewed Videos for February 2014 on US National Archives Channel

Video Title	Views
Emancipation Proclamation 150th Anniversary	10,642
Stories from the Great Depression	7,884
Paris. [No.] 453, War Crimes Trials, Nuremberg, Germany, 12/12/1945	3,209
Madam C.J. Walker in the National Archives	2,714
Batman for U.S. Savings Bonds, ca. 1966	2,393

Social Media Tools: Detail View – Twitter

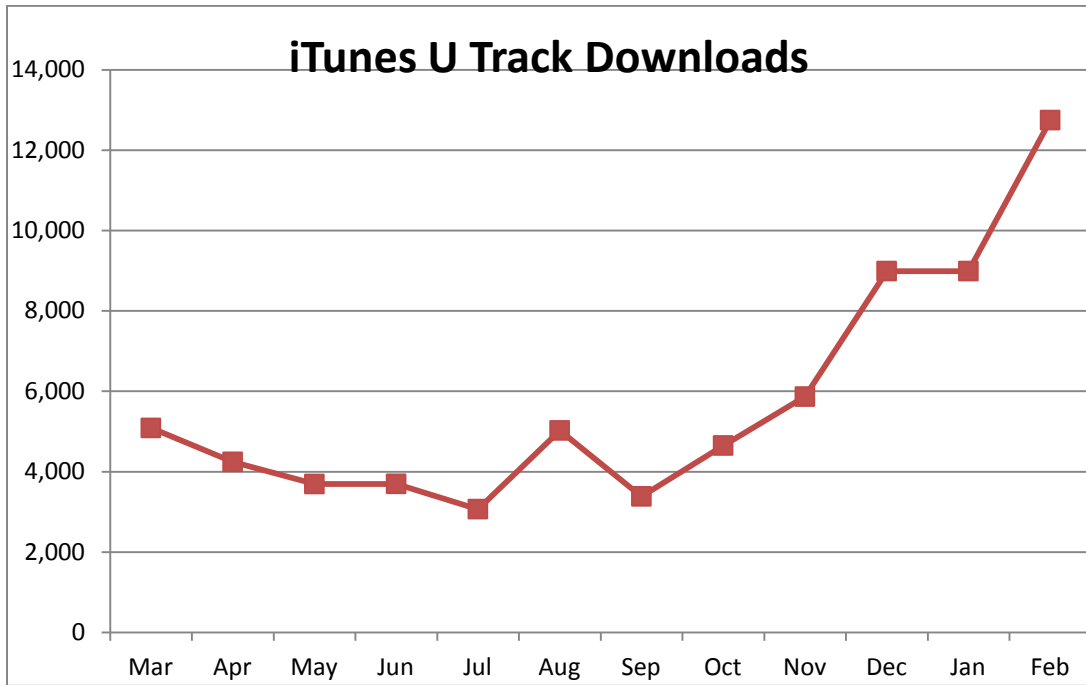
Followers on U.S. National Archives Twitter Feeds (Source: Appendix V)



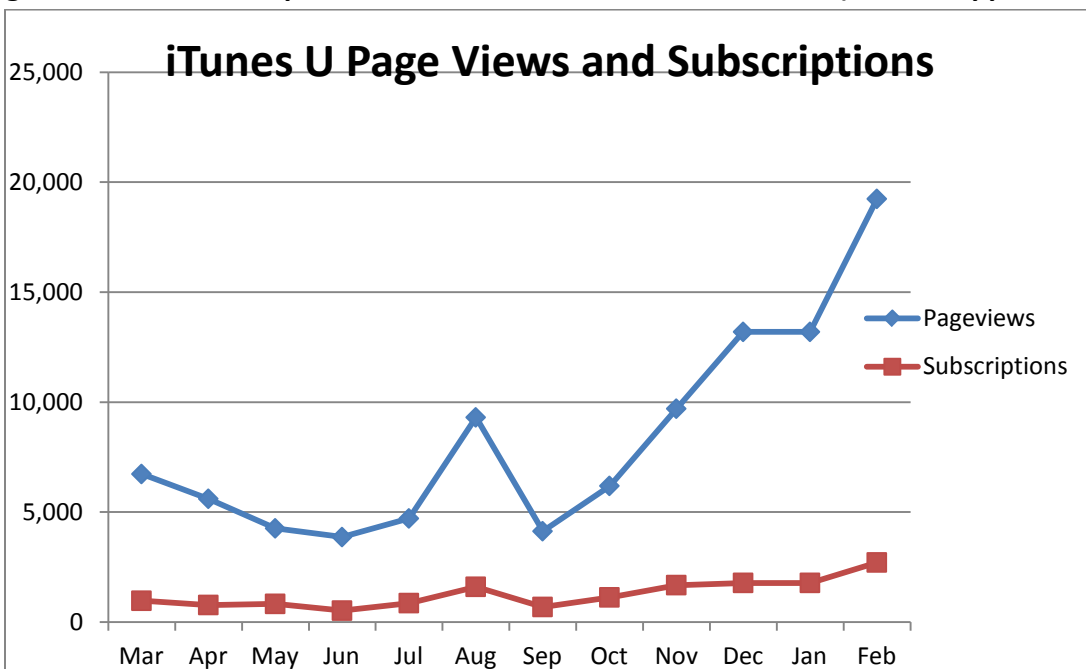


Social Media Tools: Detail View – iTunes U

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

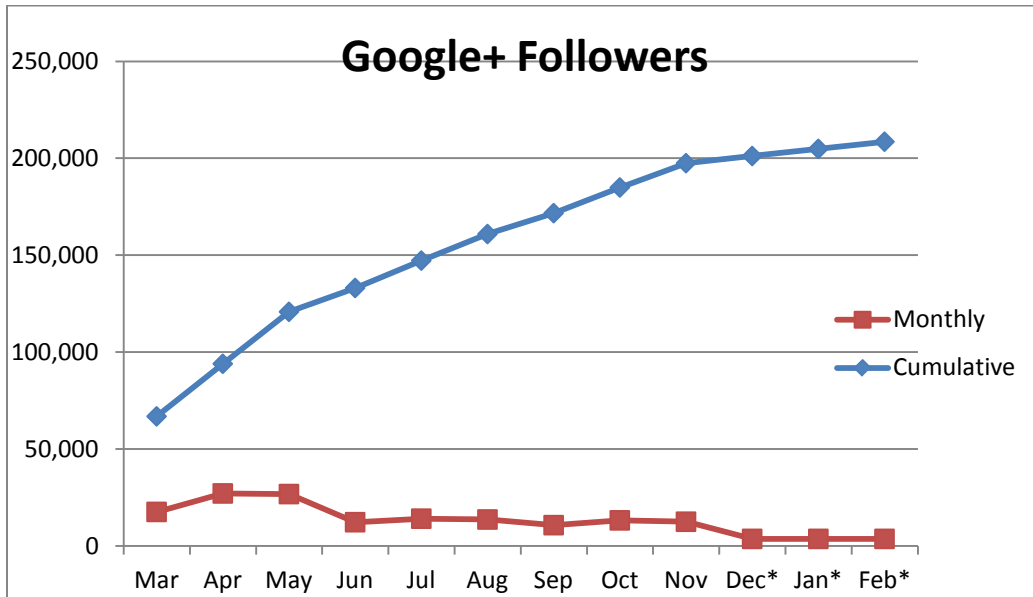


Page Views and Subscriptions on U.S. National Archives iTunes U (Source: Appendix VI)



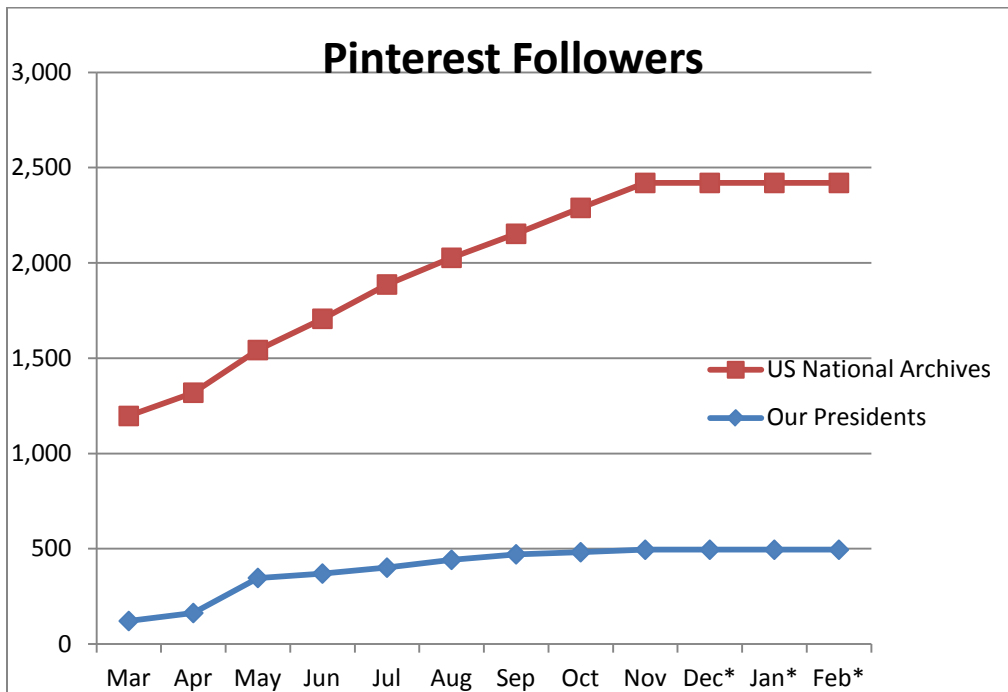
Social Media Tools: Detail View – Google+

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.

	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb
Acts of Congress	144	80	39	24	38	37	144	30	35	28	30	36
Annotation (NHPRC)												2,474
AOTUS	2,256	2,803	3,193	2,860	1,156	2,654	3,044	3,124	2,524	2,099	1,680	1,954
The Carter Chronicle	555	444	332	151	355	365	645	394	437	479	401	307
Education Updates	544	2,296	1,654	1,125	1,291	1,741	3,405	1,566	3,677	1,757	2,393	3,331
FOIA	1,539	1,249	1,020	924	1,047	1,095	803	811	893	667	952	1,057
Inside Innovation										163	1,268	493
Hoover Blackboard				626	1,325	3,362	2,274	1,612	1,990	1,682	2,335	3,239
Media Matters				626	1,325	3,362	2,274	1,612	1,990	1,682	2,335	3,239
NARAtions	5,744	5,335	4,874	3,467	4,635	5,911	4,782	5,271	4,857	3,237	3,930	4,565
NDC Blog	2,374	1,595	33	1,060	1,427	1,300	973	802	1,098	500	648	595
Rediscovering Black History			224	152	409	1,230	553	329	741	429	639	1,004
Prologue Blog	12,489	12,170	15,820	10,422	4,656	6,444	8,322	7,757	11,159	7,224	8,368	13,851
Records Express Blog	8,361	1,312	1,627	1,748	1,622	1,392	2,900	1,732	1,543	1,792	1,789	1,458
The Text Message	3,293	4,916	4,363	2,015	2,381	3,636	4,313	4,222	4,958	4,625	5,747	6,972
Transforming Classification (PIDB)	407	254	275	247	369	399	294	203	722	921	562	323
MONTHLY TOTAL	41,582	36,259	36,446	26,067	20,711	29,566	32,452	27,853	34,634	25,603	30,742	41,659

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.

	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb
Acts of Congress	309	124	73	33	53	64	402	41	37	32	34	43
Annotation (NHPRC)												5,513
AOTUS	3,844	4,732	5,149	4,270	1,925	4,327	4,909	4,933	4,022	3,581	2,852	3,331
The Carter Chronicle	856	665	513	223	634	531	937	608	677	746	568	489
Education Updates	875	3,190	2,319	1,782	1,689	2,870	5,099	2,722	5,358	2,643	3,556	4,747
FOIA	2,698	2,572	1,897	1,434	1,865	1,819	1,813	1,425	1,510	1,216	1,758	1,945
Inside Innovation										291	2,225	683
Media Matters				907	2,135	5,990	3,813	2,440	3,064	2,808	3,756	4,890
NARAtions	9,561	9,186	8,382	5,617	8,066	10,029	8,151	8,879	8,064	6,036	7,003	7,957
NDC Blog	3,538	2,621	60	1,642	2,260	2,200	1,505	1,279	1,782	803	1,240	1,129
Rediscovering Black History			327	203	694	2,211	933	587	1,133	678	1,162	1,533
Prologue Blog	19,935	19,539	23,342	14,662	7,010	9,666	12,452	11,914	16,138	10,964	12,759	19,663
Records Express Blog	14,454	2,167	2,570	2,601	2,628	2,363	4,052	2,680	2,587	3,004	3,000	2,253
The Text Message	5,225	7,545	6,175	2,879	4,038	6,242	6,902	6,744	8,306	8,096	9,918	11,895
Transforming Classification (PIDB)	594	341	404	354	602	619	436	380	1,463	2,274	1,378	501
MONTHLY TOTAL	69,495	59,932	56,899	38,795	33,599	48,931	51,404	44,632	54,141	43,172	51,209	66,572

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.

	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb
Acts of Congress	142	208	243	267	297	331	471	500	534	560	589	625
Annotation (NHPRC)												1,455
AOTUS	100,901	102,997	105,053	106,926	107,667	109,471	111,416	113,825	115,548	116,984	118,193	119,643
The Carter Chronicle	2,661	3,041	3,343	3,470	3,728	3,989	4,349	4,652	4,987	5,369	5,656	5,888
Education Updates	422	1,858	2,876	3,619	4,385	5,585	8,365	9,705	12,437	13,833	15,722	18,546
FOIA	15,205	16,036	16,682	17,290	17,965	18,647	19,205	19,773	20,355	20,813	21,488	22,231
Inside Innovation										61	680	913
Media Matters				525	1,619	3,594	5,256	6,448	7,748	8,870	10,420	12,986
NARAtions	121,078	125,750	129,966	132,912	136,846	141,618	145,629	150,071	154,233	157,120	160,598	164,441
NDC Blog	79,340	80,543	80,576	81,433	82,563	83,330	83,974	84,595	85,462	85,888	86,393	86,846
Rediscovering Black History			189	317	545	1,231	1,558	1,801	2,216	2,501	2,918	3,645
Prologue Blog	203,059	213,264	227,362	236,035	239,632	244,915	252,040	258,846	268,321	274,530	281,799	293,792
Records Express Blog	28,903	29,805	30,854	31,945	32,957	33,887	35,568	36,768	37,825	38,863	40,046	41,015
The Text Message	54,446	57,971	61,382	63,144	65,074	67,634	71,243	74,851	78,927	82,530	87,217	92,956
Transforming Classification (PIDB)	4,748	4,953	5,179	5,389	5,652	5,922	6,150	6,318	6,841	7,340	7,648	7,843
MONTHLY TOTAL	685,668	714,639	744,680	765,400	781,058	802,282	825,611	768,153	795,434	815,262	839,367	872,825

APPENDIX II.D: Blog Unique Viewers (Monthly)

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

	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb
Acts of Congress	106	66	35	24	30	34	140	29	34	26	29	36
Annotation (NHPRC)												1,455
AOTUS	1,665	2,096	2,056	1,873	741	1,804	1,945	2,409	1,723	1,436	1,209	1,450
The Carter Chronicle	492	380	302	127	258	261	360	303	335	382	287	232
Education Updates	422	1,436	1,018	743	766	1,200	2,780	1,340	2,732	1,396	1,889	2,824
FOIA	1,045	831	646	608	675	682	558	568	582	458	675	743
Inside Innovation										61	619	233
Media Matters				525	1,094	1,975	1,662	1,192	1,300	1,122	1,550	2,566
NARAtions	4,888	4,672	4,216	2,946	3,934	4,772	4,011	4,442	4,162	2,887	3,478	3,843
NDC Blog	1,874	1,203	33	857	1,130	767	644	621	867	426	505	453
Rediscovering Black History			189	128	228	686	327	243	415	285	417	727
Prologue Blog	10,511	10,205	14,098	8,673	3,597	5,283	7,125	6,806	9,475	6,209	7,269	11,993
Records Express Blog	6,981	902	1,049	1,091	1,012	930	1,681	1,200	1,057	1,038	1,183	969
The Text Message	2,918	3,525	3,411	1,762	1,930	2,560	3,609	3,608	4,076	3,603	4,687	5,739
Transforming Classification (PIDB)	324	205	226	210	263	270	228	168	523	499	308	195
MONTHLY TOTAL	34,715	28,971	30,041	20,720	15,658	21,224	25,070	22,929	27,281	19,828	24,105	33,458

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

*Estimated

	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec*	Jan*	Feb
Acts of Congress	0	-	0	0	0	0	0	0	0			0
Annotation (NHPRC)												13
AOTUS Blog	2,097	2,543	2,564	1,027	1,106	1,166	1,134	1,195	1,120	1,120	1,120	1,100
AOTUS Tumblr												
Carter Chronicle	1,374	1,352	1,198	743	678	721	971	1,008	1,028	1,028	1,028	1,108
Education Updates	16	21	32	25	32	54	60	63	61	61	61	65
FOIA Ombudsman	46	48	63	33	23	44	49	72	71	71	71	84
Inside Innovation												3
Media Matters								0	0	0	0	79
NARAtions	2,163	2,640	2,625	1,185	1,126	1,288	1,133	1,140	1,142	1,142	1,142	1,131
NDC Blog	1,359	520	96	72	56	64	99	71	83	83	83	205
Prologue	1,882	2,063	1,930	436	610	492	306	582	592	592	592	552
Records Express	1,501	1,523	117	81	84	88	46	97	67	67	67	304
Rediscovering Black History				6	3	5	9	6	16	16	16	17
Text Message	1,181	2,128	1,471	157	166	166	171	183	225	225	225	214
Today's Document Tumblr												
Transforming Classification (PIDB)	1,124	1,319	1,216	839	810	883	1,104	1,289	1,485	1,485	1,485	1,179
MONTHLY TOTAL	16,614	18,598	15,260	5749	5350	5377	5345	5,942	5,890	5,890	5,890	6,054

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.

	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb
Monthly Total (A+P+R)	3,169,463	6,930,053	3,266,409	4,822,239	4,253,186	2,915,594	2,731,677	1,554,817	2,774,248	2,642,418	2,642,418	6,169,126
Agency-Wide Total	1,273,908	1,388,810	995,842	1,485,406	1,867,950	1,096,775	1,092,388	562,722	972,460	1,147,864	1,147,864	3,672,596
US National Archives	985,890	1,171,852	821,757	1,274,885	1,459,551	884,583	910,660	459,932	826,773	787,796	787,796	3,573,429
Afro-American HS	3,135	1,994	716	1,416	1,464	1,979	1,542	1,282	1,512	1,350	1,350	2,568
Assembly	334	107	259	446	148	188	66	89	195	82	82	337
Archival Recovery	17,044	13,110	11,086	24,798	10,580	22,216	13,104	9,250	8,480	32,821	32,821	4,373
Constitution	15,949	12,777	12,969	15,375	25,235	11,021	40,705	7,337	11,578	5,455	5,455	5,455
Federal Register	5,389	6,039	4,082	1,910	1,657	5,148	3,981	1,448	4,341	11,251	11,251	7,421
Federal Records Centers	2,198	1,902	1,488	1,417	1,830	1,380	2,602	9,271	672	1,760	1,760	2,826
Applied Research	4,358	2,863	2,573	4,883	2,618	4,533	3,074	2,919	4,398	2,234	2,234	1,933
NHPRC	97,945	58,339	63,235	60,552	50,585	48,826	40,423	21,631	32,831	43,822	43,822	24,229
Noon Lectures	22,903	12,433	5,742	7,276	5,973	3,572	3,512	4,442	4,792	2,031	2,031	2,752
Preservation	36,896	24,488	9,475	16,397	28,504	15,028	12,012	6,960	21,801	11,057	11,057	6,993
Research	21,294	14,940	15,752	17,380	15,041	53,442	20,835	13,301	10,764	5,686	5,686	7,392
Today's Document	29,326	21,828	20,309	23,344	250,464	22,922	16,480	10,285	12,305	232,877	232,877	13,590
Students and Interns	13,208	10,565	7,113	8,945	3,359	4,765	4,186	3,781	3,317	2,948	2,948	9,351
Electoral College	1,110	854	787	2,502	664	938	865	2,532	1,733	285	285	1,756
Education	16,039	34,719	18,499	23,880	10,277	16,234	18,341	8,262	26,968	6,409	6,409	8,191

	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb
Presidential Total	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	1,314,588	1,314,588	2,245,845
Bush	302,611	908,170	330,498	760,636	570,368	195,324	221,067	175,814	254,037	188,441	188,441	361,678
George W Bush	58,913	2,811,670	213,945	223,220	144,792	146,649	310,531	78,461	275,074	133,815	133,815	654,321
Carter	92,756	104,205	141,579	143,889	101,408	98,345	59,901	49,425	62,163	90,092	90,092	85,751
Clinton	124,362	171,964	153,405	87,700	123,095	106,436	85,566	62,111	82,002	35,736	35,736	44,319
Eisenhower	74,334	120,393	78,151	151,820	111,173	114,976	66,085	37,895	82,517	73,100	73,100	79,763
Ford Library	33,400	41,334	27,778	28,744	45,199	39,335	32,157	15,143	26,659	13,053	13,053	18,345
Ford Museum	37,673	252,161	128,676	88,303	198,355	101,375	194,120	103,762	134,579	40,368	40,368	37,829
Hoover	18,942	40,599	43,691	48,204	55,376	37,669	29,633	37,359	32,057	27,455	27,455	26,559
Johnson	112,018	111,171	193,657	147,949	171,957	159,239	66,640	40,883	160,662	151,609	151,609	202,922
Nixon	210,518	197,502	279,198	184,276	138,462	195,060	131,423	117,518	290,850	367,097	367,097	456,494
Reagan	43,776	28,247	21,666	22,049	20,510	29,435	34,926	8,004	11,107	18,163	18,163	16,012
Roosevelt	93,467	160,278	151,496	872,279	160,099	165,503	87,117	76,802	88,205	97,966	97,966	150,704
Truman	120,538	259,367	220,001	174,210	247,808	155,410	101,409	80,747	109,169	77,693	77,693	111,148

	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb
Regional Total	572,247	334,182	286,826	403,554	296,634	274,063	218,714	108,171	192,707	179,966	179,966	250,685
Anchorage	1,347	1,839	868	1,297	1,847	1,607	432	1,141	1,342	1,487	1,487	213
Atlanta	29,272	44,593	41,931	32,573	17,392	20,289	16,593	6,002	10,693	8,194	8,194	23,590
Boston	347,206	134,922	77,326	108,957	45,274	71,207	37,063	24,876	38855	59,810	59,810	20,321
Chicago	14,871	15,966	25,403	24,067	16,763	11,295	7,840	8,724	13,800	6,281	6,281	8,114
Denver	2,252	5,119	14,163	22,347	33,849	18,582	28,085	9,467	27,286	8,382	8,382	22,742
Fort Worth	33,912	29,728	19,409	27,859	33,500	33,201	16,287	13,830	16,682	12,786	12,786	12,471
Kansas City	47,309	32,100	28,768	53,826	47,361	41,717	30,126	14,929	30,075	45,165	45,165	38,588
New York	41,742	13,755	11,554	12,441	29,650	11,902	18,753	8,468	9,894	12,230	12,230	24,345
Philadelphia	28,329	31,046	26,679	39,366	52,232	33,760	24,639	9,539	8,454	9,212	9,212	55,090
Riverside	3,207	6,164	19,570	8,605	5,369	12,303	6,015	2,564	10,506	2,988	2,988	5,095
Seattle	11,361	6,787	7,759	5,998	3,208	6,241	7,382	2,860	6,018	4,621	4,621	22,863
St. Louis	11,439	12,163	13,396	66,218	10,189	11,959	25,499	5,771	19,102	8,810	8,810	17,253

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).

	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb
Monthly Total (A+P+R)	218,658	486,618	434,658	607,708	867,555	722,772	634,777	327,412	416,225	411,463	380,236	517,285
Agency-Wide Total	63,603	195,466	143,661	369,863	423,124	350,129	286,299	98,032	178,515	163,952	158,892	228,919
US National Archives	47268	126,835	107,197	315,580	357,584	292,808	202,557	70,195	130,355	130,688	124,431	168,264
Afro-American HS	201	647	152	427	559	246	291	288	309	356	478	425
Assembly	73	93	128	22	103	47	29	26	21	73	36	44
Archival Recovery	1440	2,725	2,527	1,991	9,086	2,346	2,539	2,348	2,238	1,458	1,693	2,240
Constitution	4708	19,782	9,917	29,540	7,630	8,170	46,909	1,684	6,589	2,716	6,825	4,411
Federal Register	188	402	442	462	491	501	2,692	1,597	570	394	233	426
Federal Records Centers	237	287	291	248	378	243	218	236	64	178	138	287
Applied Research	519	904	1,182	328	917	590	435	420	192	326	268	482
NHPRC	1893	8,165	6,002	8,208	19,836	17,557	12,236	9,146	13,604	6,704	7,223	15,152
Noon Lectures	283	7,676	6,848	752	546	616	1,885	197	759	1,350	3,799	1,268
Preservation	1121	12,596	2,961	2,644	15,219	12,311	3,724	2,463	3,729	10,279	5,880	2,864
Research	3153	11,696	3,290	4,298	3,046	7,294	5,127	1,729	4,676	1,881	2,992	27,654
Today's Document	2312	3,263	2,254	2,254	3,483	3,791	3,081	1,518	1,322	3,604	2,303	2,871
Students and Interns				2,752	4,118	3,343	1,031	631	591	584	655	860
Electoral College							3,404	5,470	13,393	3,264	1,831	470
Education												1,059

	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb
Presidential Total	118,743	232,718	234,885	205,516	379,363	311,670	306,678	193,188	207,195	202,321	182,184	219,740
Bush	26402	41,336	70,288	48,668	105,050	40,768	44,225	28,209	56,347	64,864	37,175	28,951
George W Bush											9,602	5,604
Carter	3378	12,441	8,119	5,166	9,026	10,836	48,163	10,848	9,873	10,686	9,629	17,131
Clinton	13305	34,770	27,088	30,575	59,004	44,886	31,389	33,836	21,729	15,318	16,448	22,887
Eisenhower	5738	14,616	24,168	18,434	18,886	22,652	12,197	15,169	9,432	17,836	9,724	15,110
Ford Library	641	1,278	922	5,135	1,184	1,683	1,055	4,408	4,008	2,581	2,573	4,302
Ford Museum	3949	13,790	9,956	11,704	28,965	25,979	67,469	24,276	10,338	14,312	8,150	9,234
Hoover	1902	4,530	3,697	3,558	10,332	13,837	4,604	4,792	4,874	2,675	3,162	7,329
Johnson	14335	20,996	8,464	11,339	13,130	13,731	9,350	10,195	8,195	12,833	21,443	26,780
Nixon	30138	44,314	39,504	31,634	47,509	41,139	32,729	21,524	41,885	25,248	30,300	34,475
Reagan	4621	2,588	7,635	5,926	9,893	22,291	6,733	7,129	4,685	5,171	4,295	6,707
Roosevelt	6423	10,203	8,916	8,709	15,426	35,592	13,130	13,886	10,239	10,097	14,317	8,866
Truman	7911	31,856	26,128	24,668	60,958	38,276	35,634	18,916	25,590	20,700	15,366	32,364
	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb
Regional Total	36312	58,434	56,112	32,329	65,068	60,973	41,800	36,192	30,515	45,190	39,160	68,626
Anchorage	395	760	221	66	104	471	223	188	158	151	151	211
Atlanta	3960	7,077	17,660	7,650	6,874	15,215	7,442	4,776	4,602	8,558	4,717	7,024
Boston	1063	4,146	2,336	4,279	5,213	7,911	9,808	10,349	9,023	22,641	16,976	34,826
Chicago	1237	2,876	2,114	2,057	3,475	2,624	2,843	1,815	2,307	1,272	842	3,717

Denver	408	587	269	881	658	4,715	1,051	734	610	391	599	739
Fort Worth	4169	5,466	1,400	1,693	3,912	6,580	5,276	2,022	1,746	1,415	2,164	3,056
Kansas City	7879	5,873	11,715	5,217	28,846	7,539	3,846	2,892	6,649	3,322	8,309	5,064
New York	11313	26,346	12,929	6,159	3,507	7,874	5,758	4,546	1,872	789	1,611	10,120
Philadelphia	524	917	1,075	984	2,131	2,208	2,378	6,755	899	900	1,566	1,009
Riverside	3910	2,299	4,730	520	2,083	1,467	612	227	486	459	276	255
Seattle	761	1,176	860	738	1,523	3,644	1,845	1,075	459	2,326	676	1,764
St. Louis	693	911	803	2,085	6,742	725	718	813	1,704	2,966	1,273	841

APPENDIX V: Twitter Followers (Cumulative)

*Estimated

								FY14				
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec*	Jan*	Feb*
archivespres	1,425	1,527	1,625	1,694	1,784	1,896	1,983	2,079	2,210	2,210	2,210	2,210
dferriero	2,128	2,191	2,230	2,269	2,333	2,405	2,458	2,494	2,559	2,559	2,559	2,559
Discovercivwar			4,457	4,718	4,951	5,170	5,336	5,512	5,602	5,602	5,602	5,602
DocsTeach	2,095	2,200	2,348	2,500	2,650	2,860	2,988	3,162	3,366	3,366	3,366	3,366
ElectoralCollge			2,339	2,318	2,303	2,293	2,284	2,278	2,279	2,279	2,279	2,279
FedRegister	4,848	5,095	5,247	5,359	5,489	5,590	5,697	5,767	5,888	5,888	5,888	5,888
NARAMediaLabs									89	89	89	89
NARA_ RecMgmt	3,165	3,281	3,405	3,506	3,552	3,650	3,747	3,877	4,029	4,029	4,029	4,029

TodaysDocument	5,453	5,801	6,308	6,770	7,267	7,813	8,188	8,687	9,397	9,397	9,397	9,397
USNatArchives	17,089	18,566	19,795	21,296	22,768	24,330	25,587	26,999	29,313	29,313	29,313	29,313
ArchivesInnov												
archivesnews	20,921	21,805	22,607	23,180	23,703	24,451	24,814	25,099	25,321	25,321	25,321	25,321
bushlibrary	7,366	8,471	8,939	9,332	9,611	9,842	10,031	10,305	10,712	10,712	10,712	10,712
CarterLibrary			5,891	6,156	6,382	6,686	6,862	7,062	7,348	7,348	7,348	7,348
IkeLibrary	2,285	2,441	2,612	2,781	2,953	3,114	3,251	3,425	3,768	3,768	3,768	3,768
FDRLibrary	1,720	1,903	2,093	2,346	2,556	2,741	2,860	3,039	3,363	3,363	3,363	3,363
GWBLibrary			2,783	3,029	3,731	4,596	5,302	5,695	6,001	6,001	6,001	6,001
IkeandHarry2012			505	509	509	511	516	529	541	541	541	541
JFKLibrary	16,949	17,255	17,634	18,122	18,421	19,062	19,351	19,751	37,025	37,025	37,025	37,025
LBJLibrary	2,989	3,251	3,493	3,735	3,952	4,184	4,361	4,597	5,053	5,053	5,053	5,053
OurPresidents			3,432	3,881	4,355	4,713	4,975	5,226	5,913	5,913	5,913	5,913
Reagan_Library			296	358	441	540	596	679	784	784	784	784
TrumanLibrary												
WJCLibrary	3,899	7,164	8,433	9,706	11,476	12,866	14,122	15,790	17,459	17,459	17,459	17,459
atlantaarchives			646	655	668	684	709	738	770	770	770	770
KCArchives			388	413	449	482	500	538	580	580	580	580
CongressArchive												

NARAFRC	264	269	273	277	283	291	297	322	332	332	332	332
StLouisArchives			50	54	55	59	65	69	74	74	74	74
TOTAL	92,596	101,220	127,829	134,964	142,642	150,829	156,880	163,719	189,776	189,776	189,776	189,776

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

	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb
Page Views	6,733	5,607	4,263	3,866	4,713	9,307	4,132	6,192	9,702	13,195	13,195	19,241
Track Downloads	5,088	4,244	3,693	3,697	3,068	5,026	3,385	4,651	5,868	8,992	8,992	12,749
Subscriptions	971	778	829	523	864	1,605	688	1,125	1,682	1,783	1,783	2,712

APPENDIX VII: Google+ Followers

	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec*	Jan*	Feb*
Monthly Followers	17,601	27,130	26,808	12,298	14,118	13,693	10,774	13,244	12,541	3,690	3,690	3,690
Cumulative Followers	66,882	94,012	120,820	133,118	147,236	160,929	171,703	184,947	197,488	201,178	204,868	208,558

APPENDIX VIII: Pinterest Followers (Cumulative)

*Estimated

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