

**SOCIAL MEDIA HIGHLIGHTS**❖ **Top Facebook shares:**

Image of farmerettes of the Women's Land Army of America. **1269 Shares, 793 Likes.**

[https://www.facebook.com/usnationalarchives/photos/a.184236592993.153664.128463482993/10152340732482994/?type=1&stream\\_ref=10](https://www.facebook.com/usnationalarchives/photos/a.184236592993.153664.128463482993/10152340732482994/?type=1&stream_ref=10)

❖ **Top Tumblr reblogs:**

Happy 135th Birthday, Albert Einstein. **4126 Reblogs.**

<http://todaysdocument.tumblr.com/post/79551041847/happy-135th-birthday-albert-einstein-also-pi>

❖ **Top Viewed Video:** <http://www.youtube.com/watch?v=TpfY8kh5IUw>

Stories from the Great Depression, 306,095 views

❖ **Top Twitter Retweet:** <https://twitter.com/TodaysDocument/status/448444622713262082>

Firefighters of @FDNY at the

horrific #TriangleShirtwaistFactoryFire #TDiH 1911 <http://todaysdocument.tumblr.com/post/80673195766/photograph-of-fire-fighters-at-the-triangle-...#laborhistory> pic.twitter.com/5rvNRXIUy7

**MARCH FY2014 OVERVIEW**

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	64,030 Views	30,698 Visitors
Tumblr Blogs	43,269 Views	19,744 Visitors
Facebook	4,103,929 Impressions	1,532,717 Reach
National Archives YouTube Channel	64,498 Views	9,746 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	3,294,750 Views	7,149 Total Contacts
Our Archives Wiki	19,058 Views	396 Total Editors
Twitter (all NARA feeds)	--	210,142 Total Followers
FourSquare	3,694 New Check-ins	285 New Followers
iTunes U	16,494 Views	2,112 New Subscribers

**FISCAL YEAR COMPARISON**

Social Media Tool	FY 2014 Views (to date)	FY 2013 Views
Archives.gov Blogs	323,756	761,590
Tumblr Blogs	273,588	615,629
Facebook	19,886,956	39,491,534
National Archives YouTube Channel	444,789	872,926
Flickr (USNatArchives & ArchivesNews)	30,781,253	11,258,709
Our Archives Wiki	108,065	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**

1. Archivist's Task Force on Agency
2. Declarations
4. NRMP Ledger

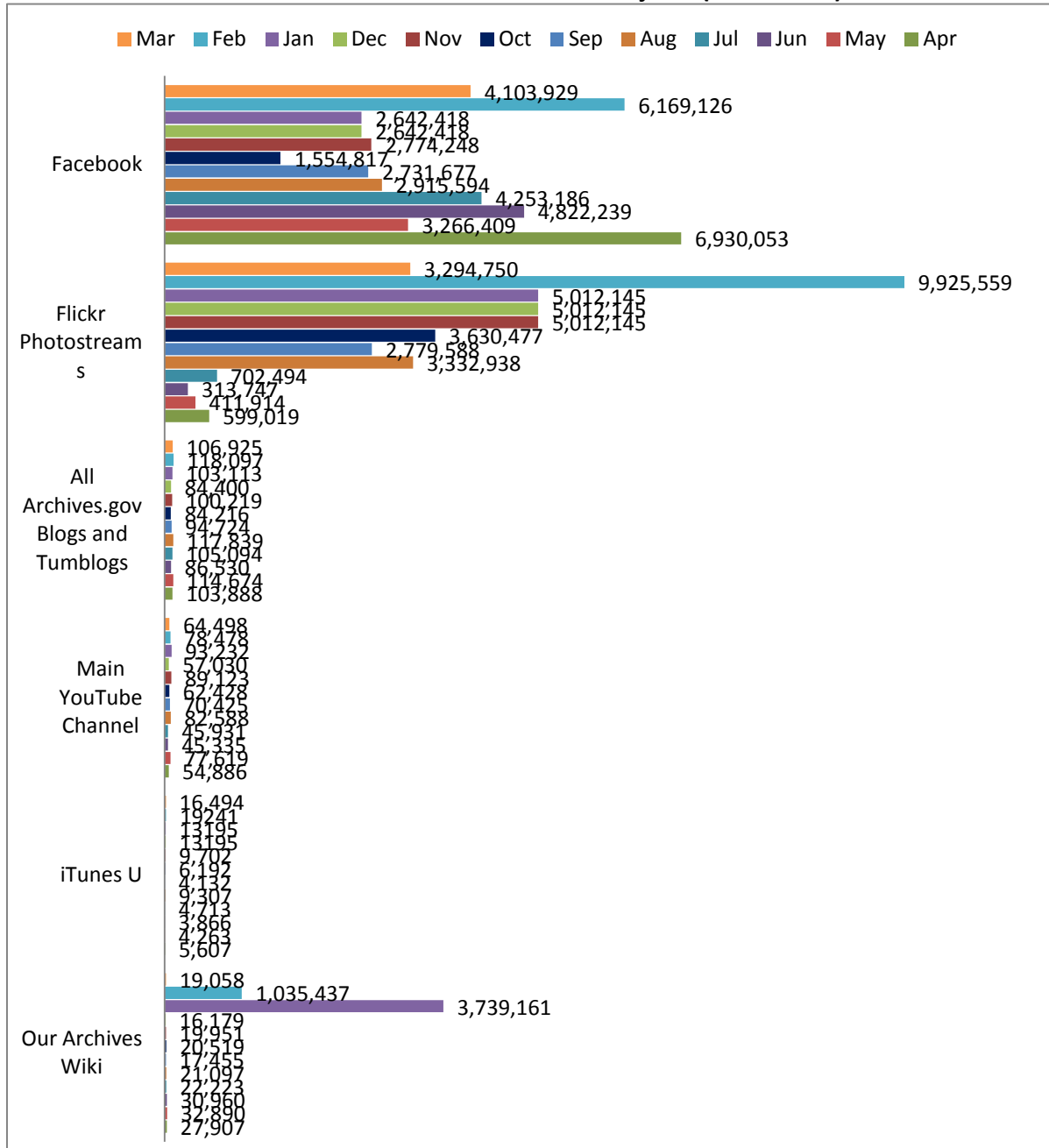
Transformation

3. NR Better Workplace Blog

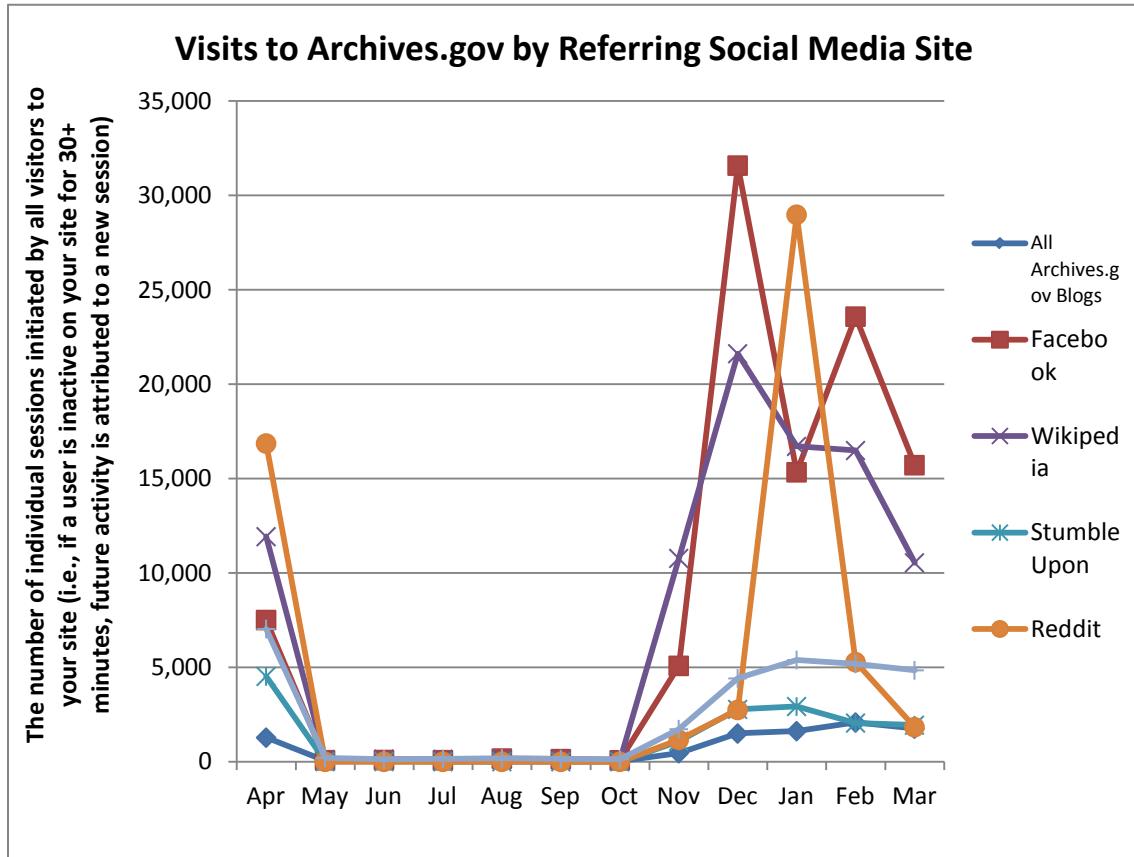
**SOCIAL MEDIA TOOLBOX** (Tools currently in use)

- 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)**



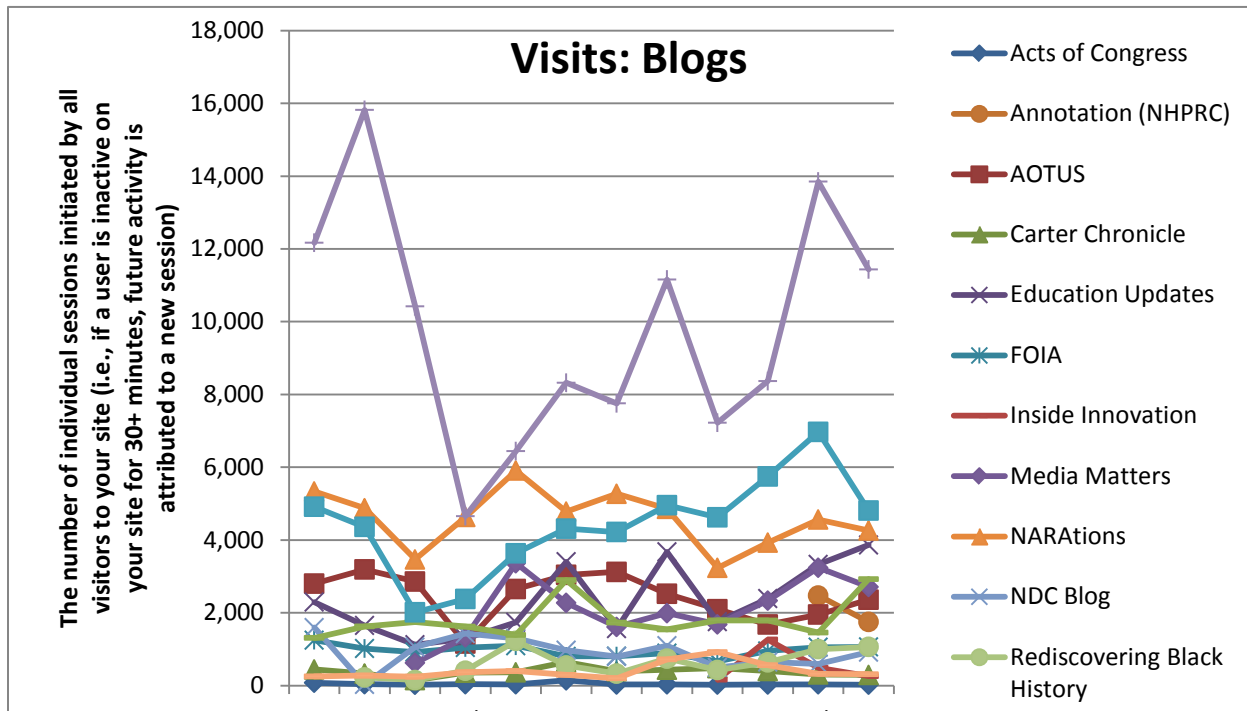
**New External Social Media Projects**

**March Projects**

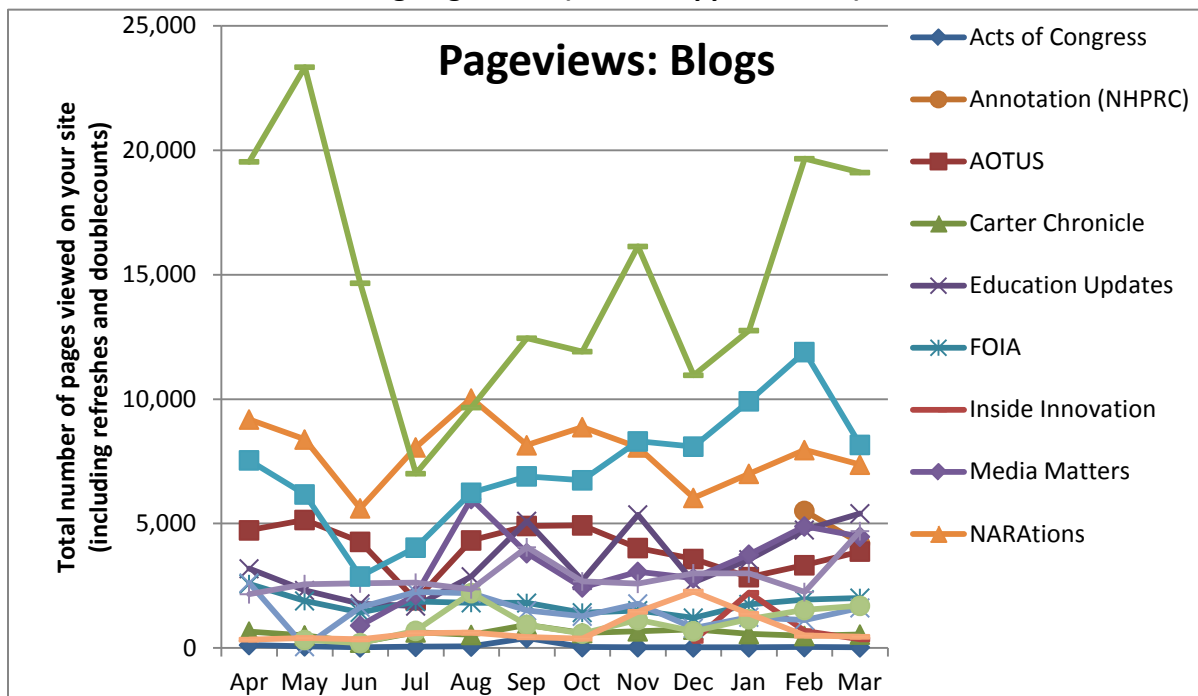
	Dipity	Facebook	Flickr	Twitter	Wiki	Tumblr	Blog	YouTube	Instagram
<b>April</b>				1		1			
<b>May</b>	1					1			
<b>June</b>						1			
<b>July</b>						1			
<b>August</b>									
<b>September</b>									1
<b>October</b>									
<b>November</b>				1					
<b>December</b>		1				1			
<b>January</b>			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

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

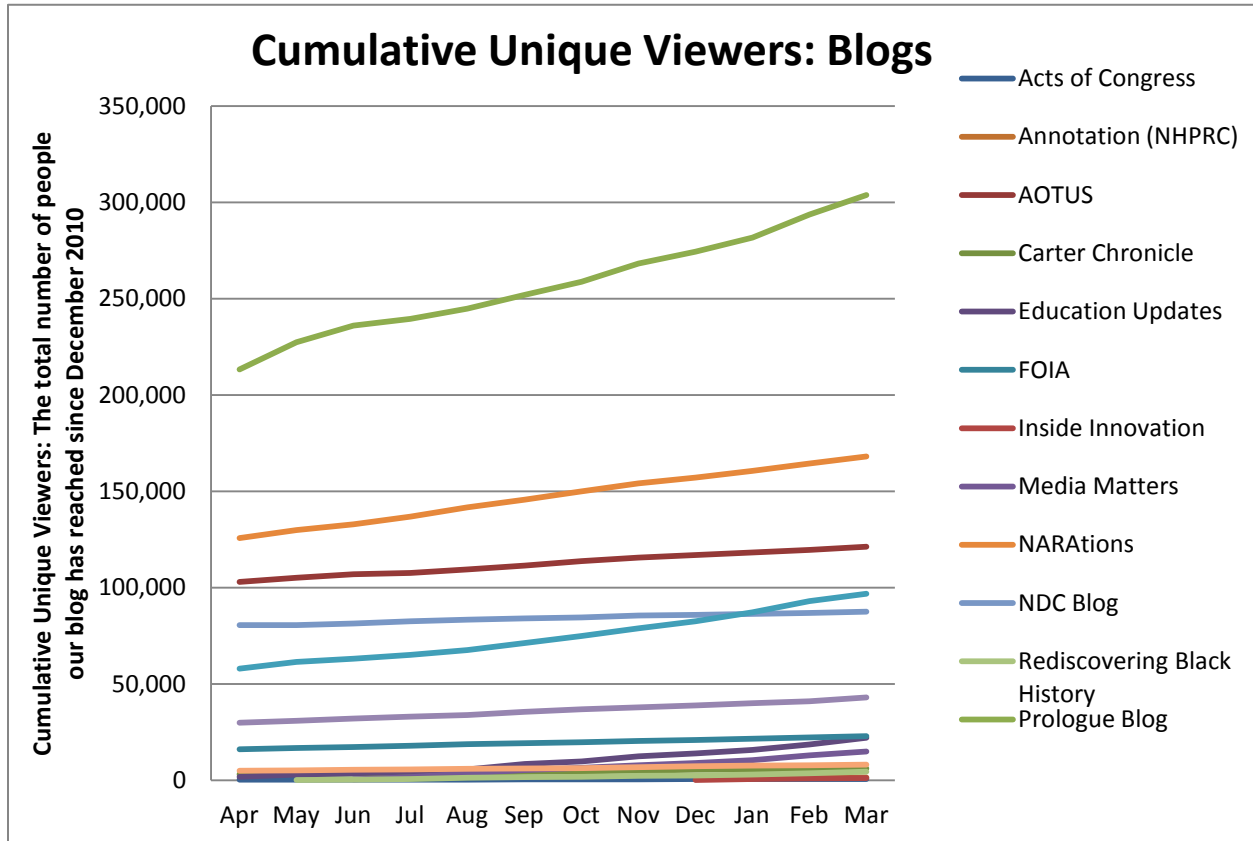
Blog Visits (Source: Appendix II.A)



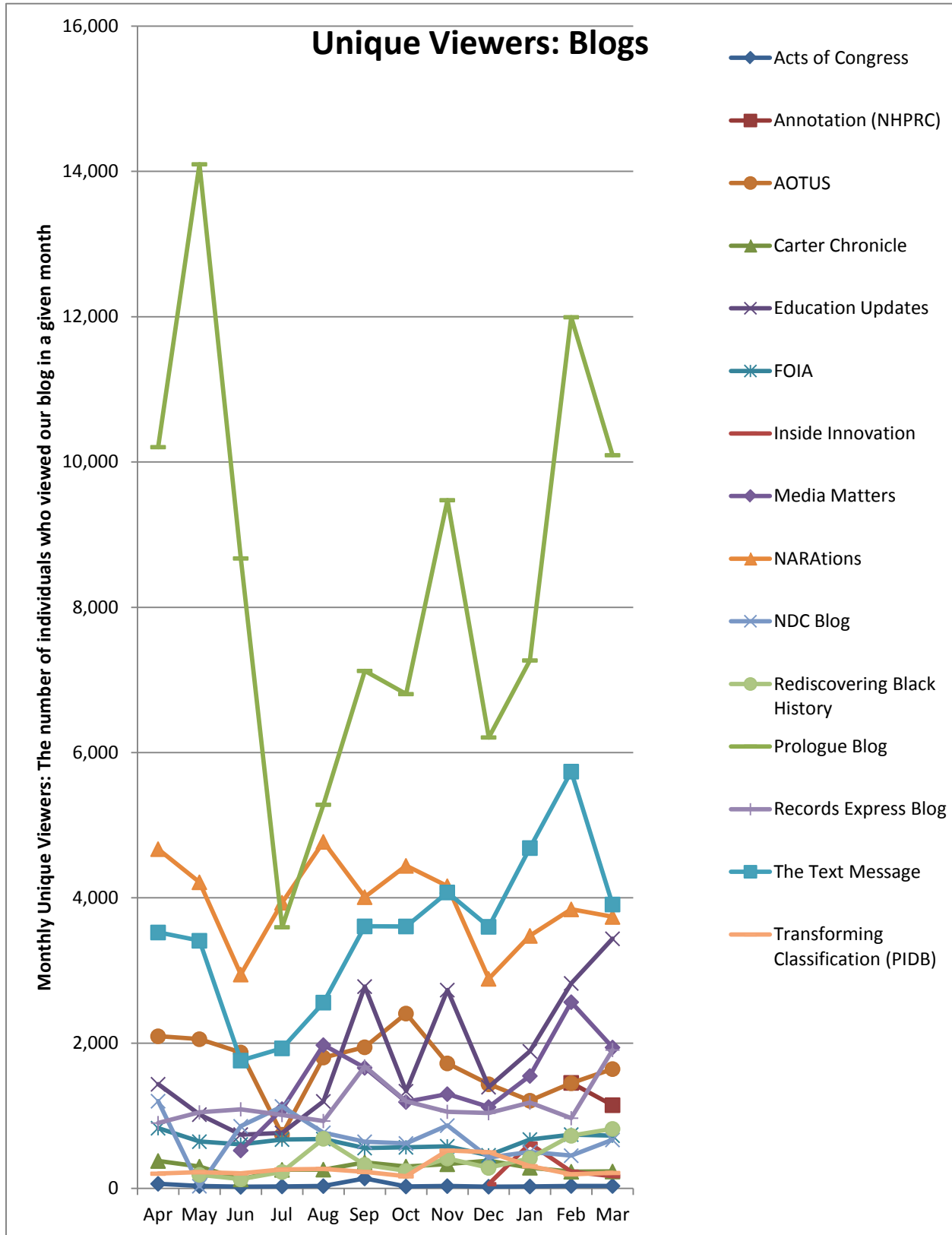
Blog Pageviews (Source: Appendix II.B)



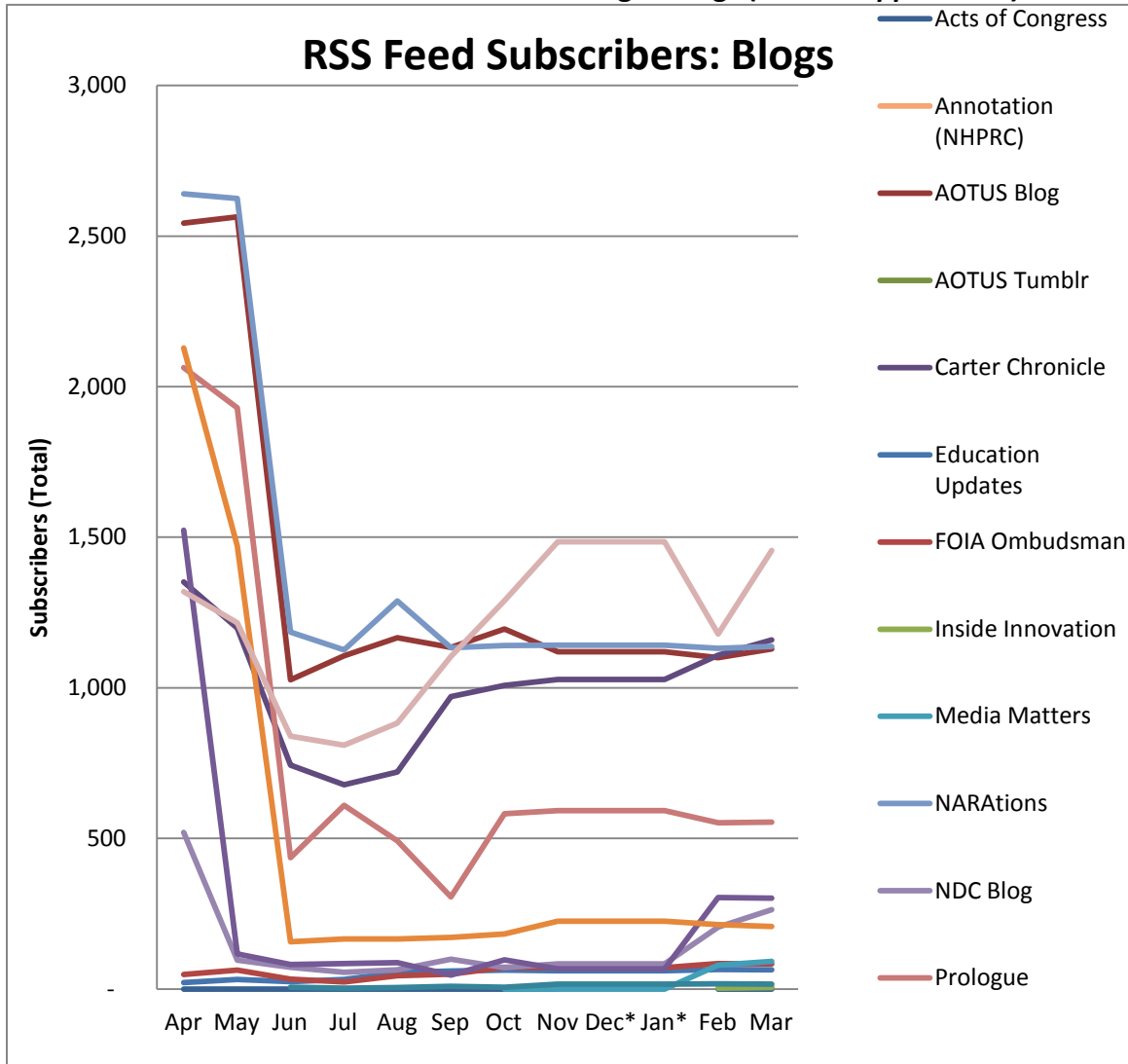
**Blog Cumulative Unique Viewers (Source: Appendix II.C)**



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



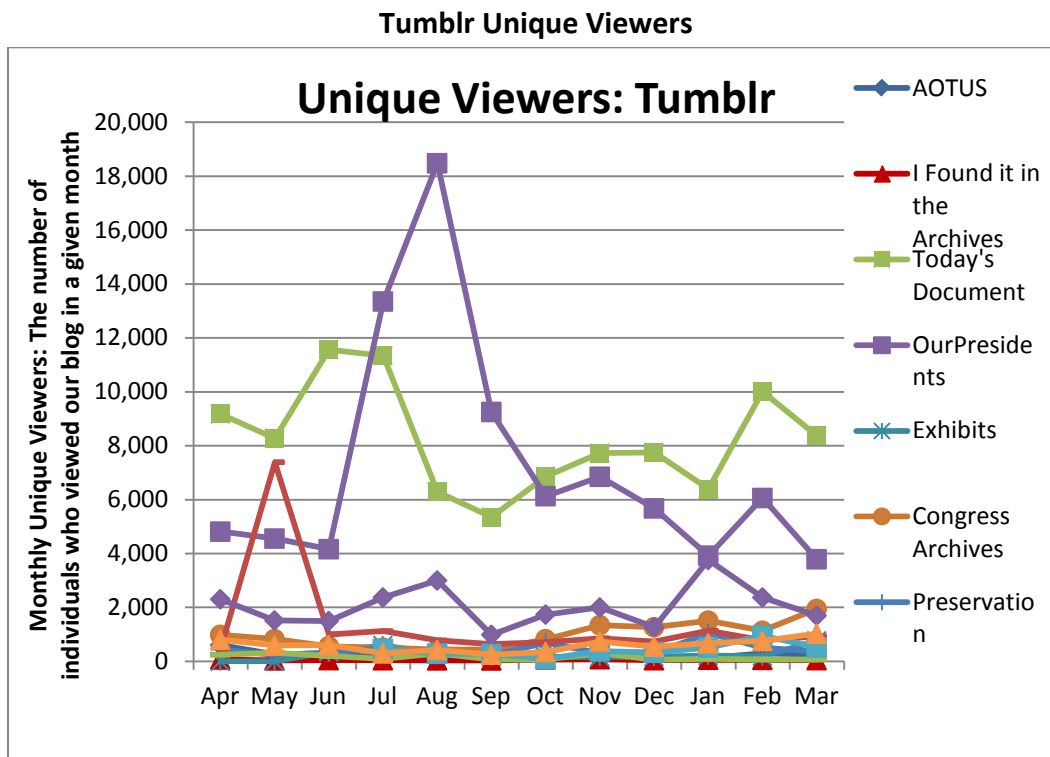
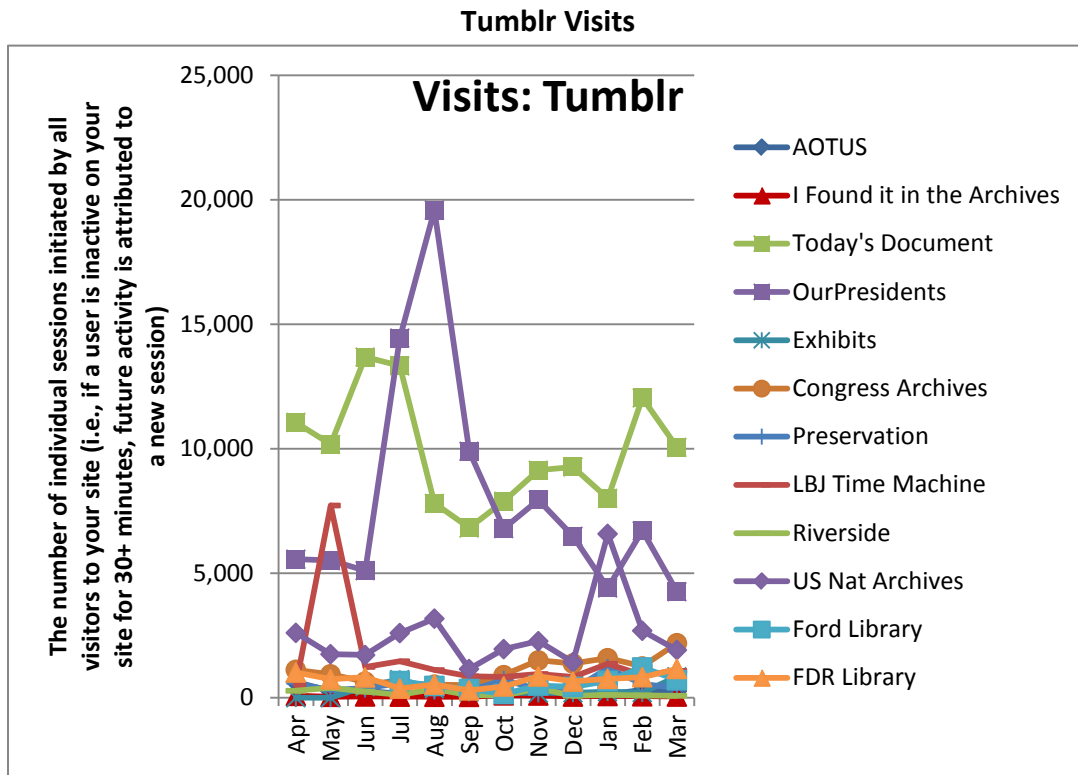
**Total RSS Feed Subscribers to Archives.gov Blogs (Source: Appendix III)**



**Top 5 Most Viewed Blog Posts in March**

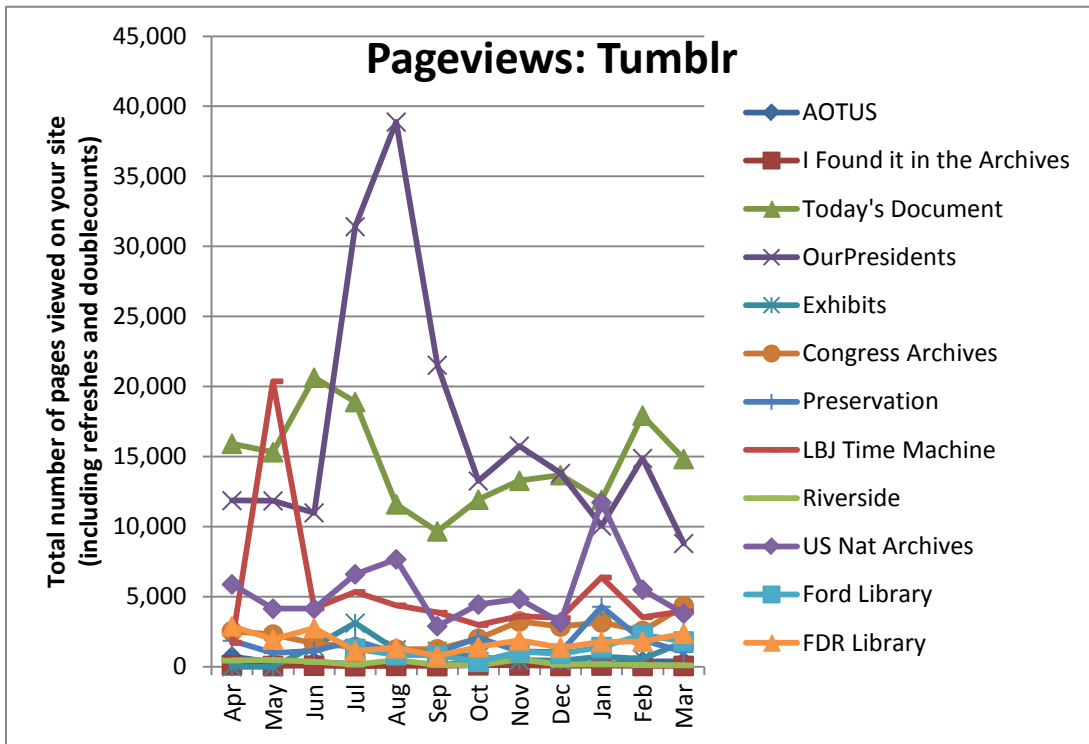
Blog	Pageviews	Post Title
Education Updates	886	<a href="#">The Documents Behind Twelve Years a Slave</a>
Prologue	804	<a href="#">Prohibition and the Rise of the American Gangster</a>
NHPRC	758	<a href="#">Access to Historical Records</a>
NHPRC	742	<a href="#">Online Publishing of Historical Records</a>
Records Express	708	<a href="#">Comment on and Discuss the Automated Electronic Records Management Report and Plan</a>

Social Media Tools: Detail View – Tumblr

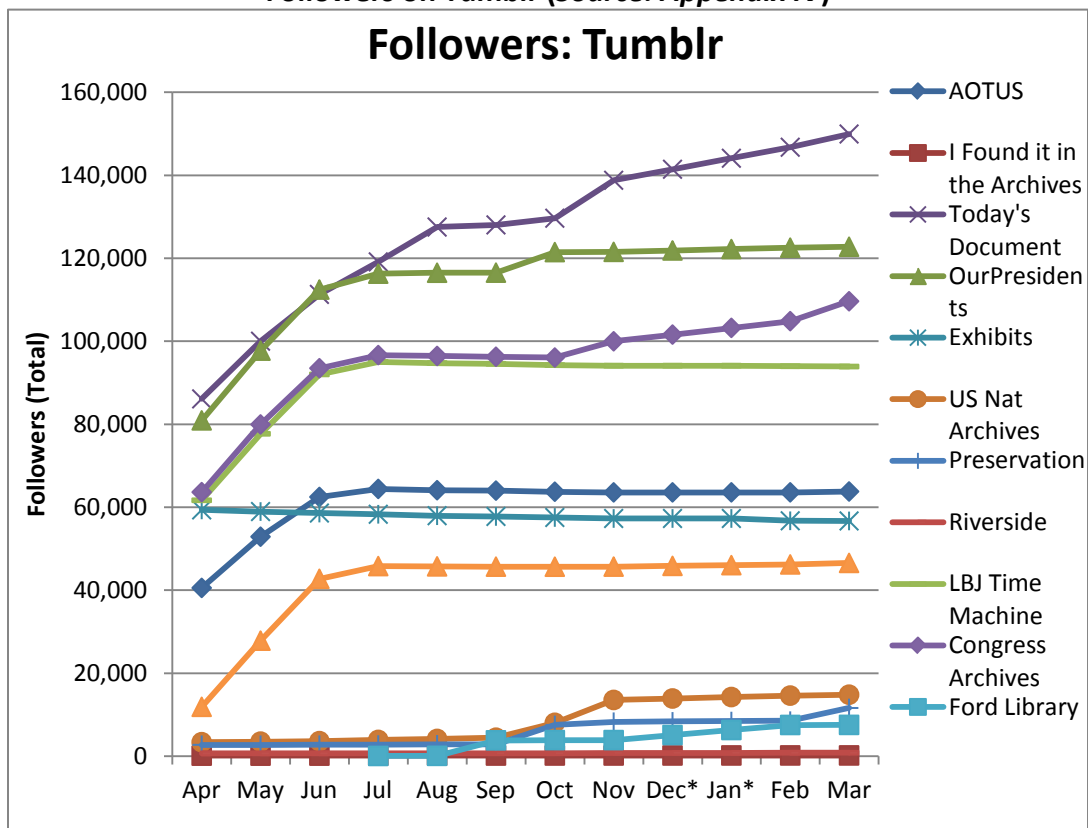




### Tumblr Pageviews

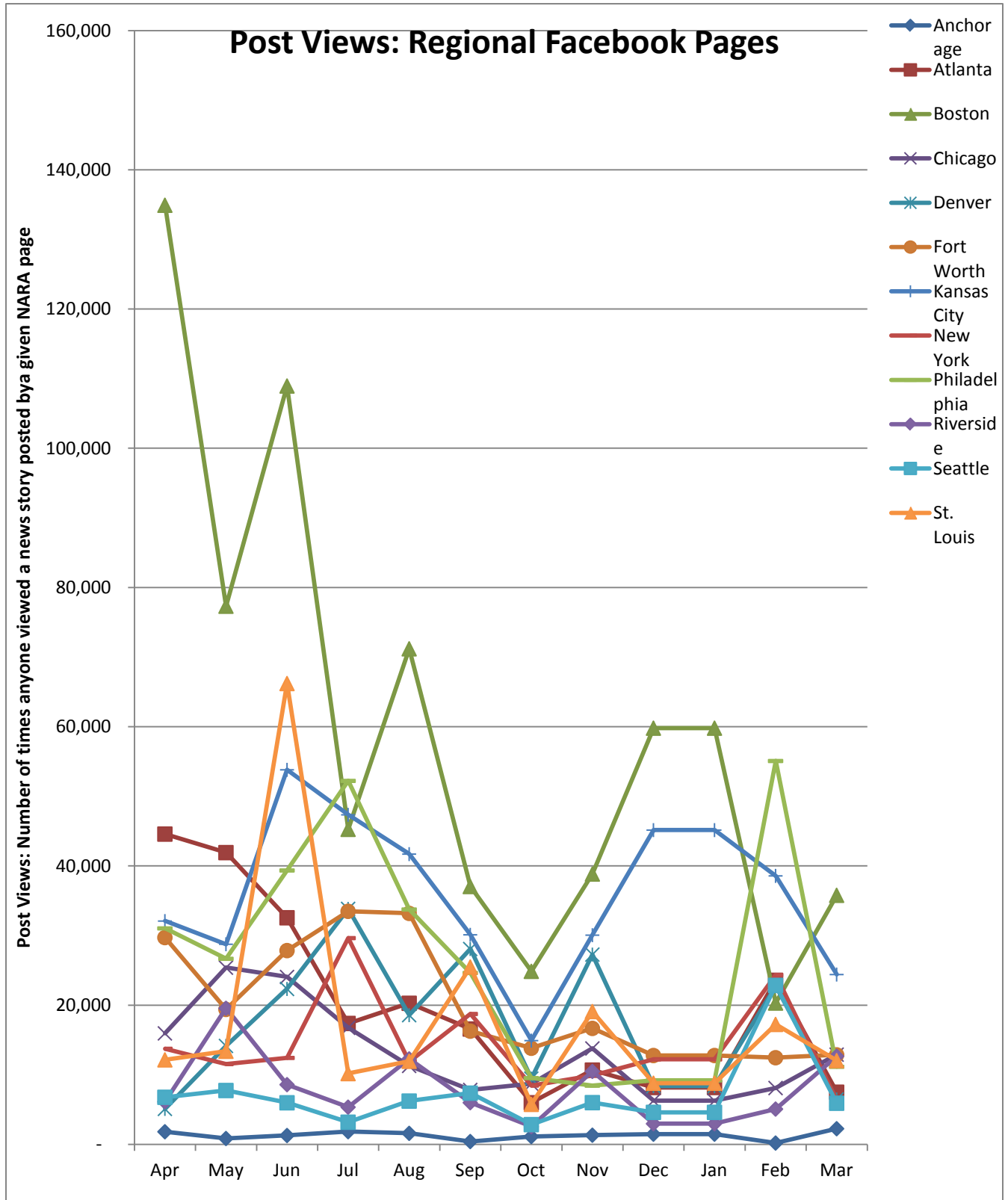


### Followers on Tumblr (Source: Appendix IV)

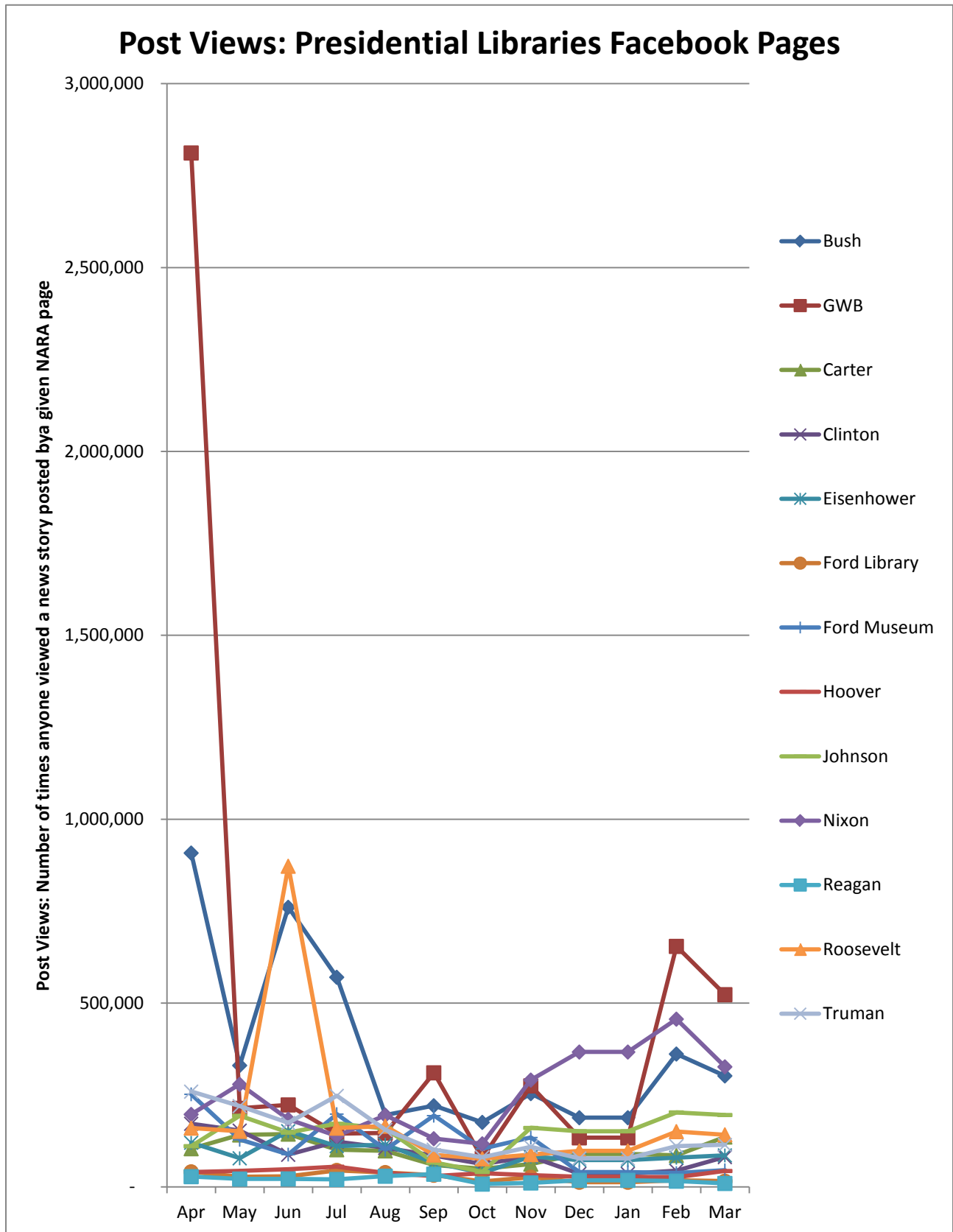


Social Media Tools: Detail View – Facebook

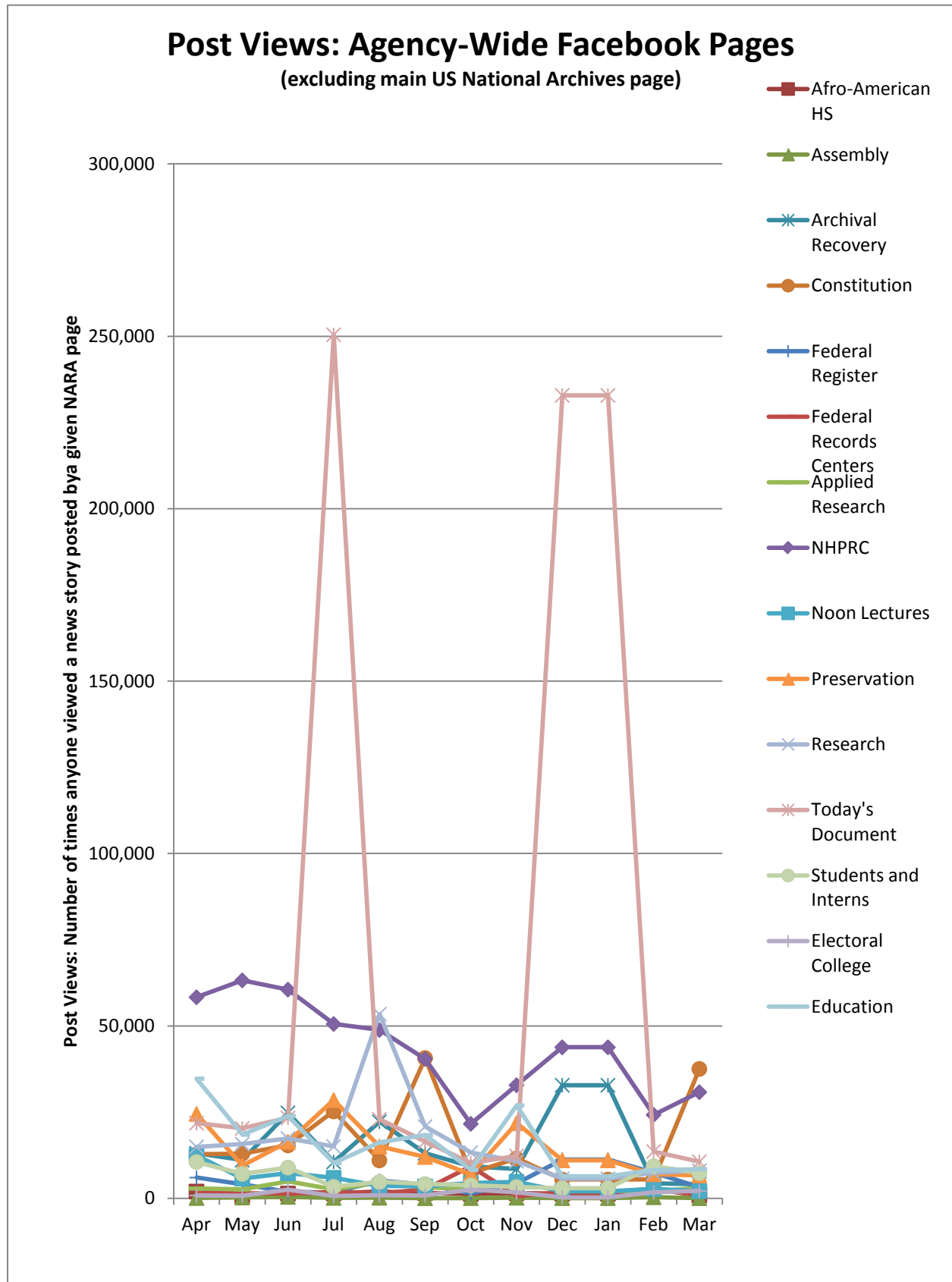
Post Views on Regional Pages (Source: Appendix IV.A)

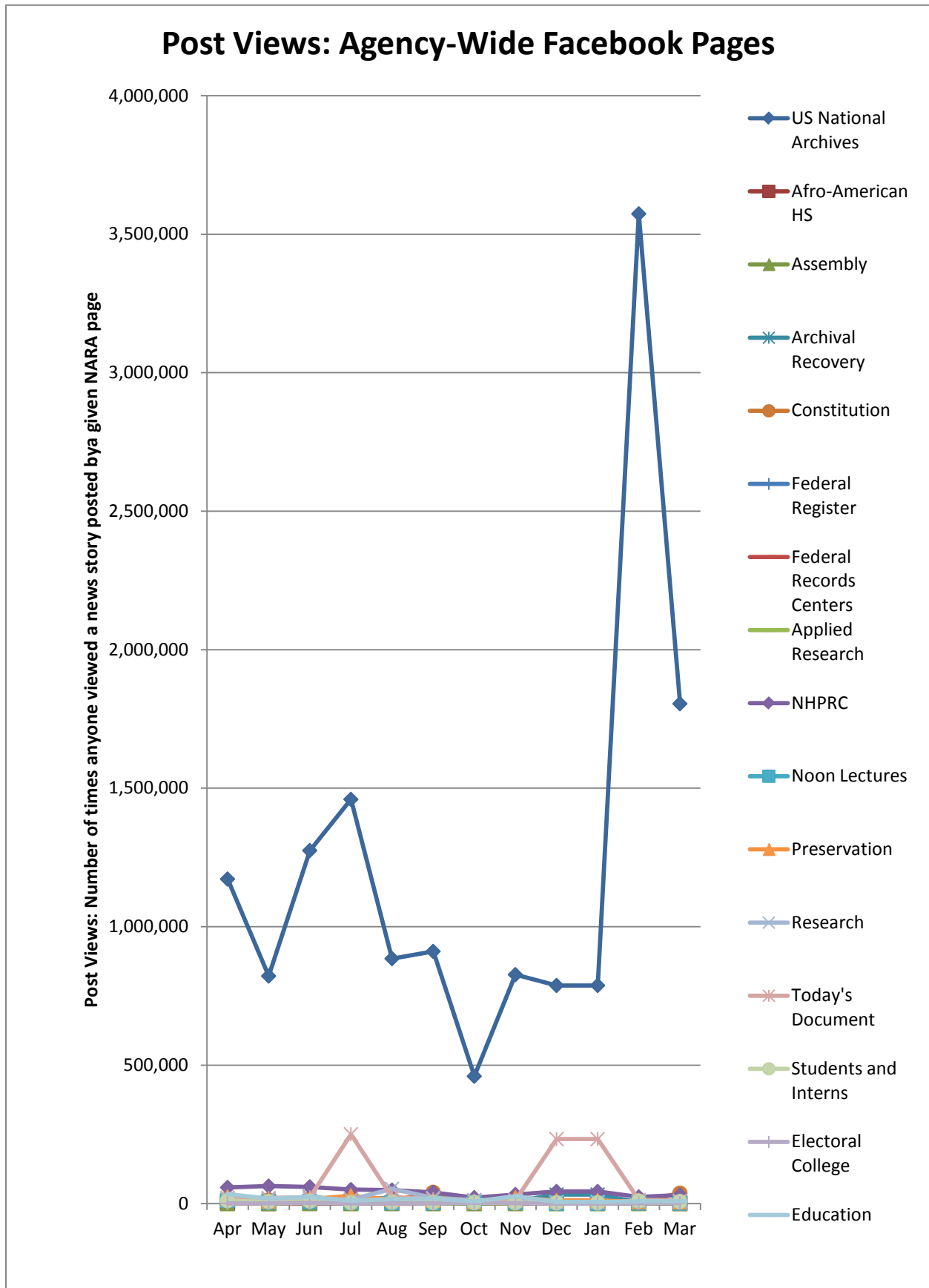


Post Views on Presidential Library Pages (Source: Appendix IV.A)

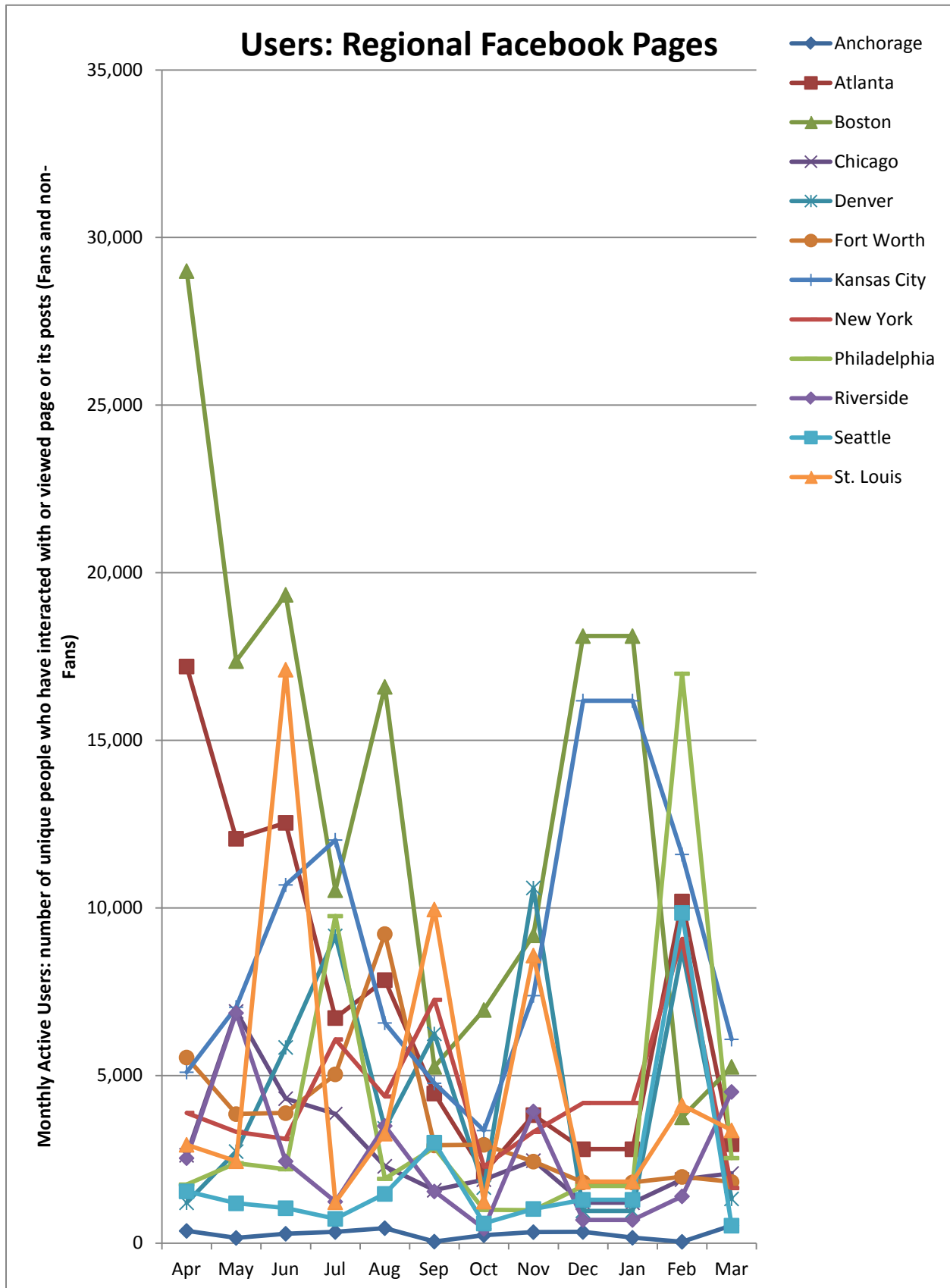


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

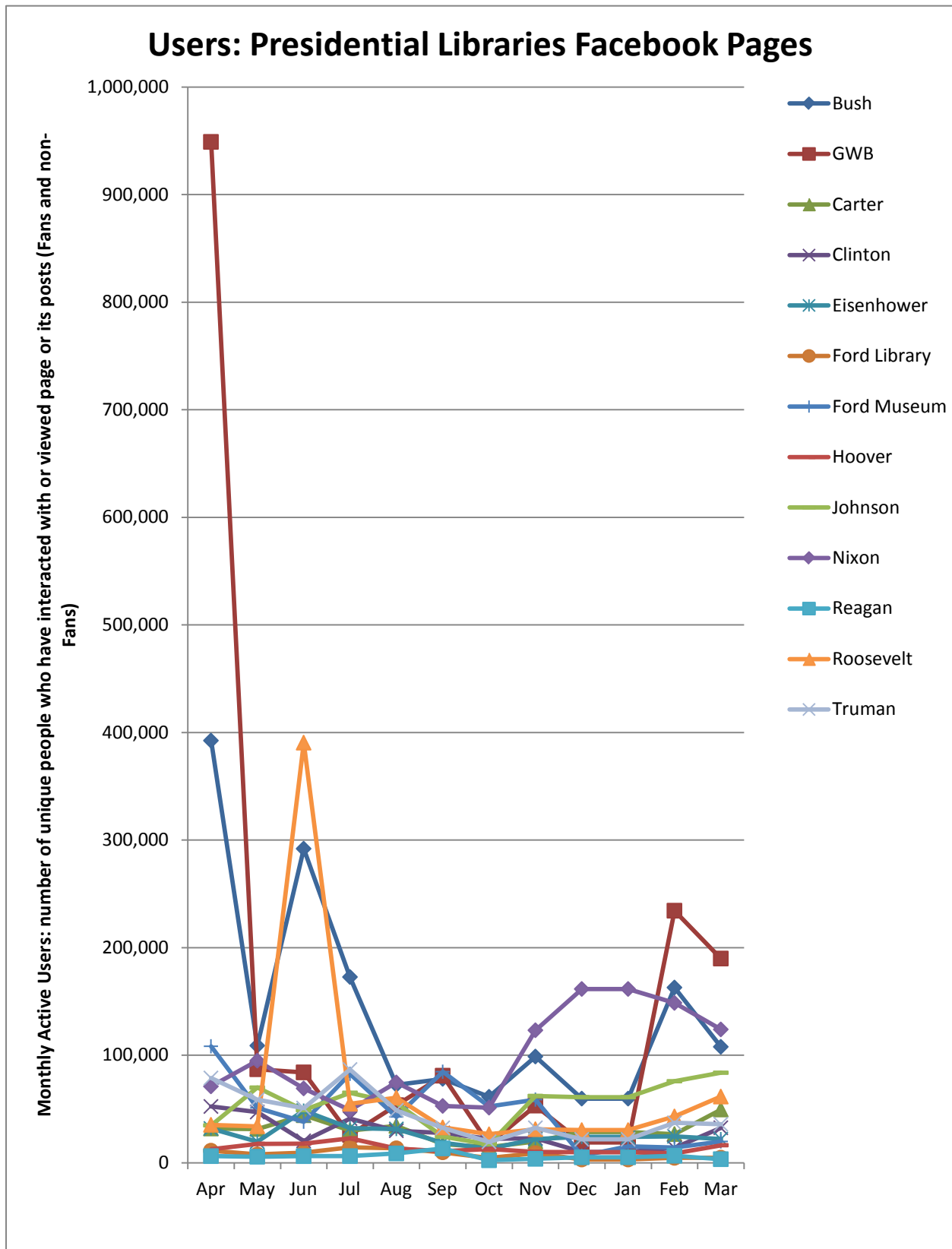




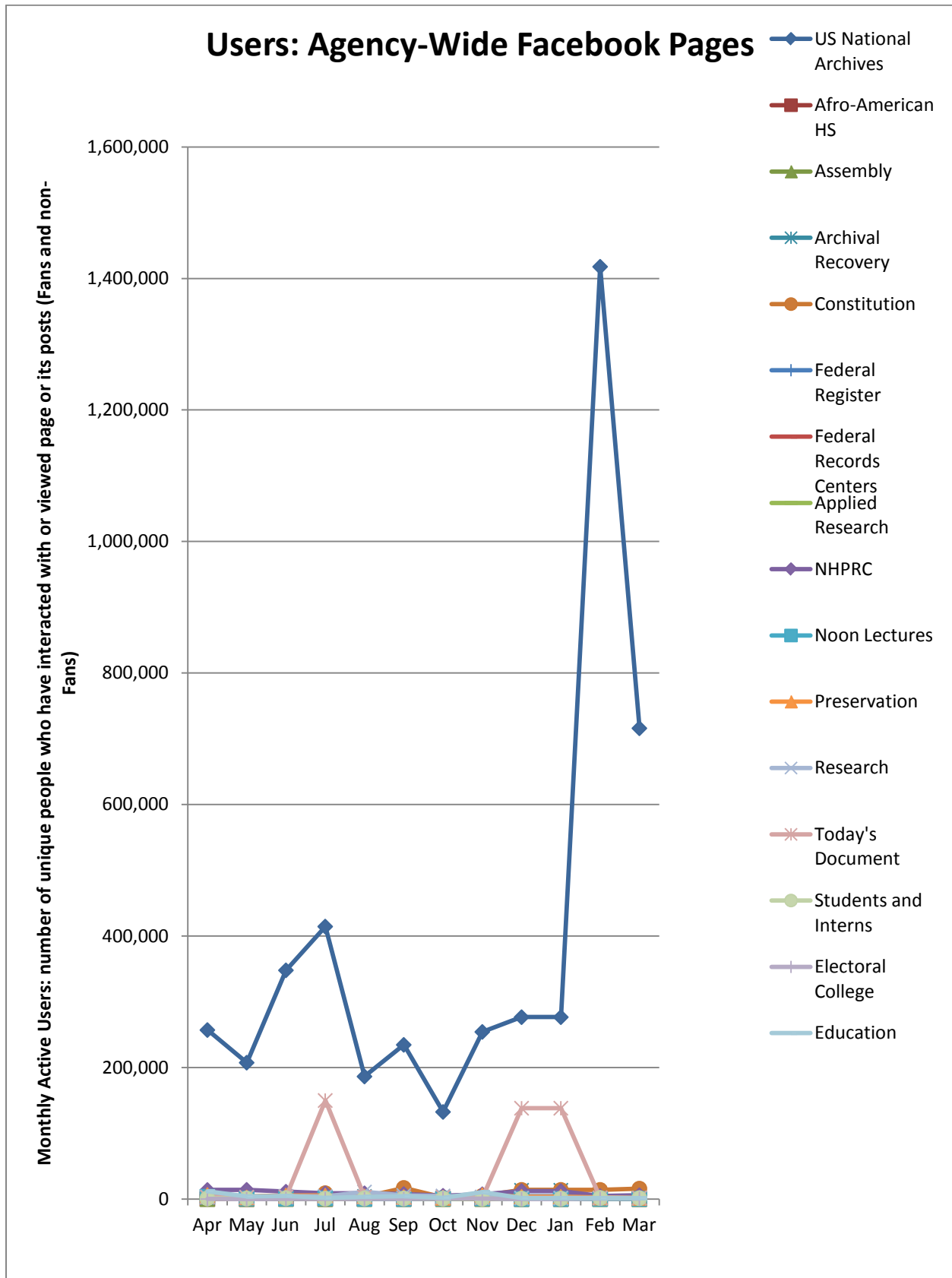
Monthly Active Users of Regional Pages (Source: Appendix IV.B)



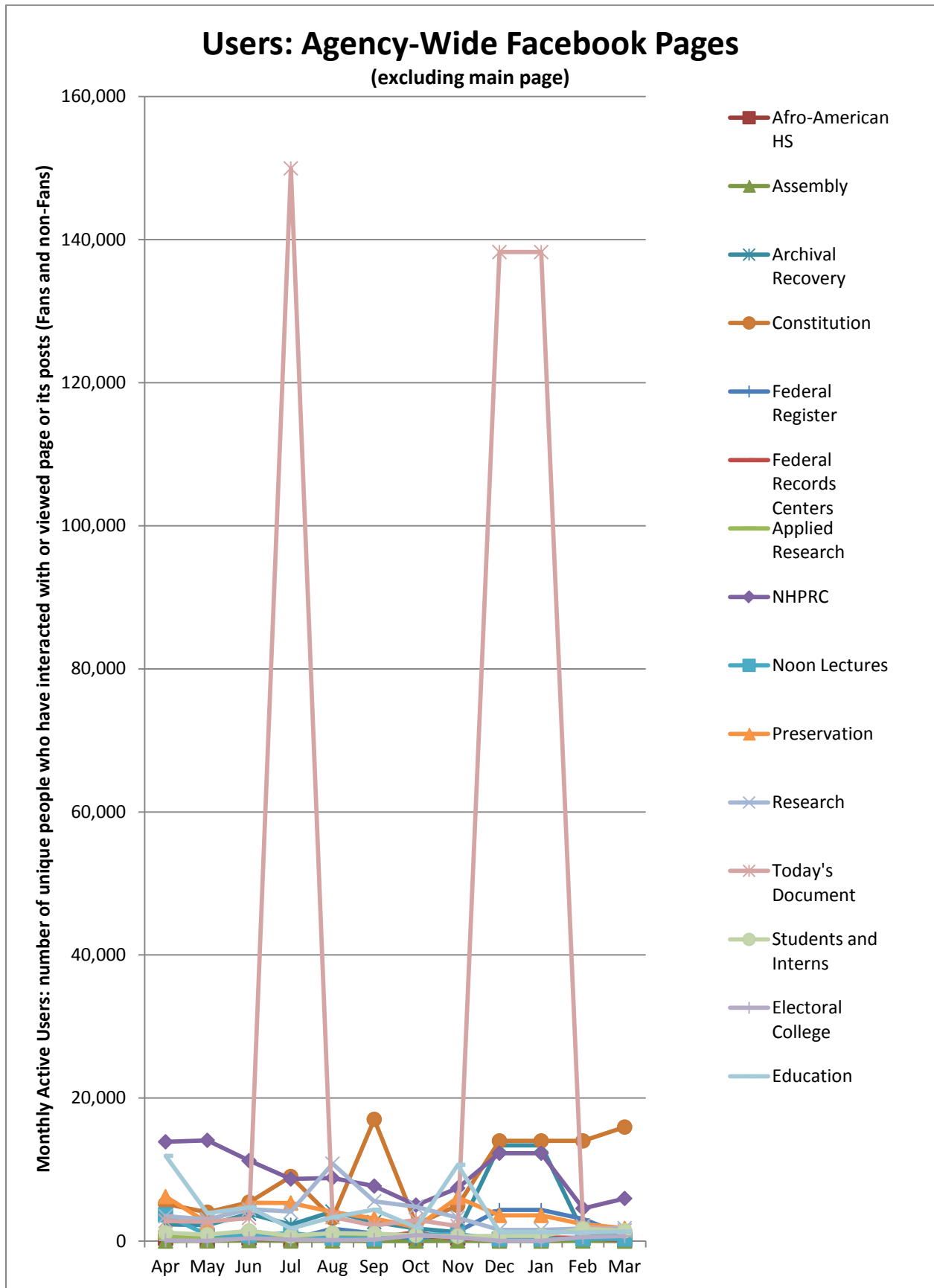
Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



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

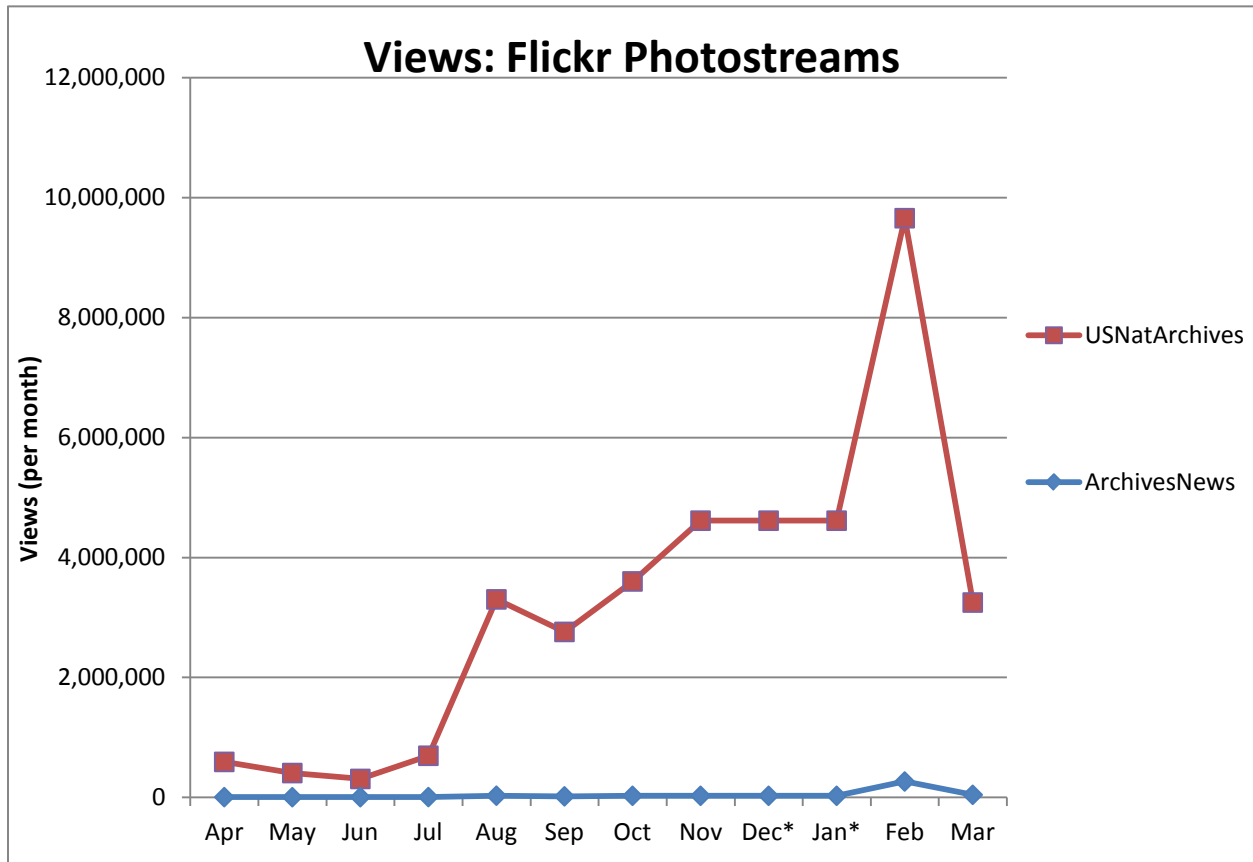




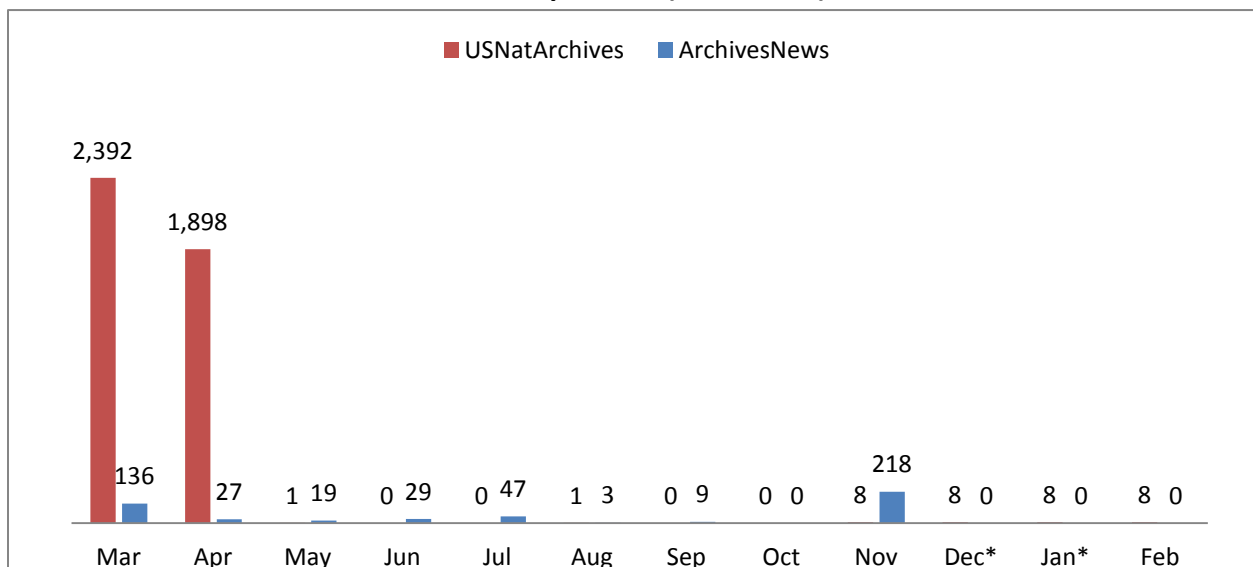


Social Media Tools: Detail View – Flickr

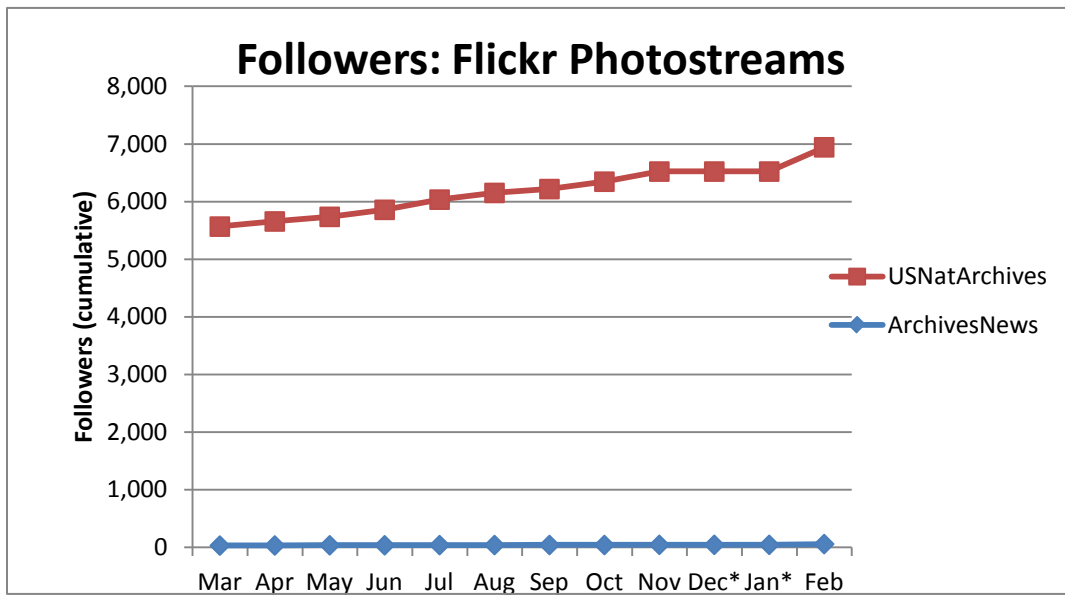
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

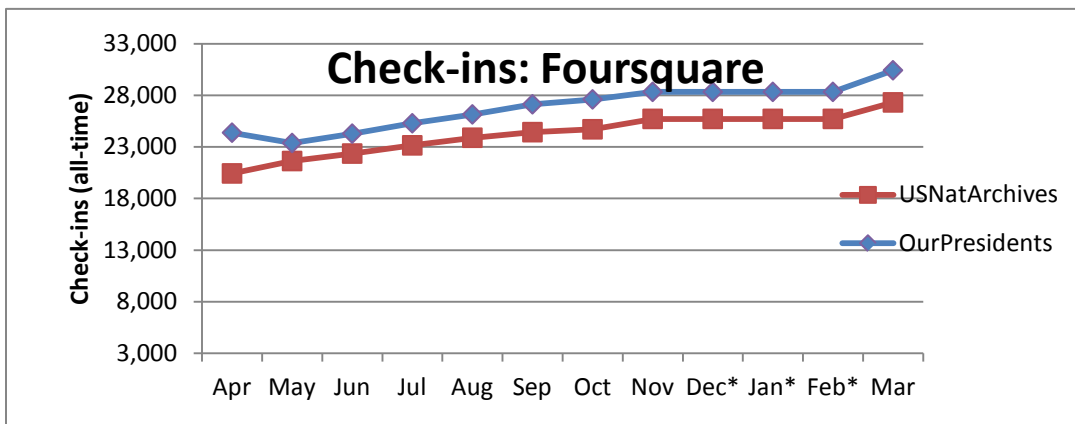


**Followers of Photostreams (Cumulative)**

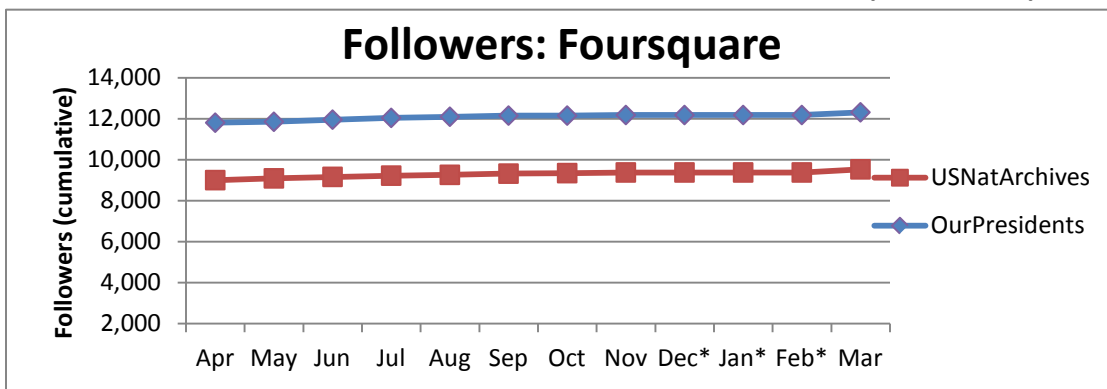


**Social Media Tools: Detail View – Foursquare**

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

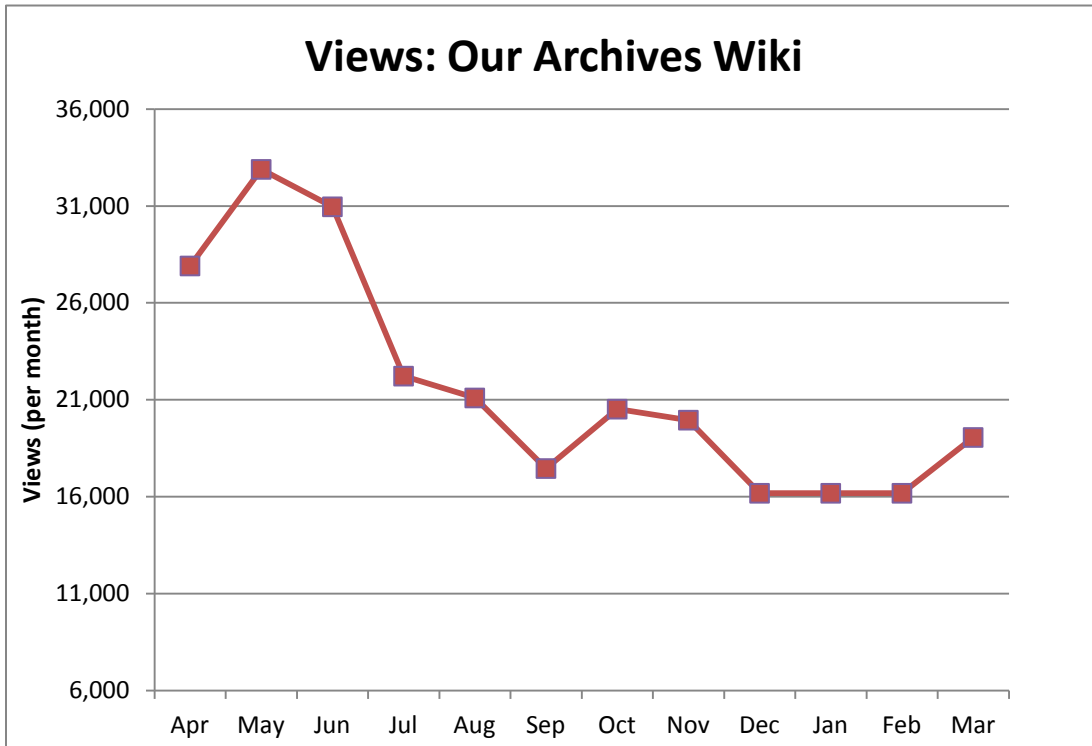


**Number of Followers of USNatArchives and OurPresidents (Cumulative)**

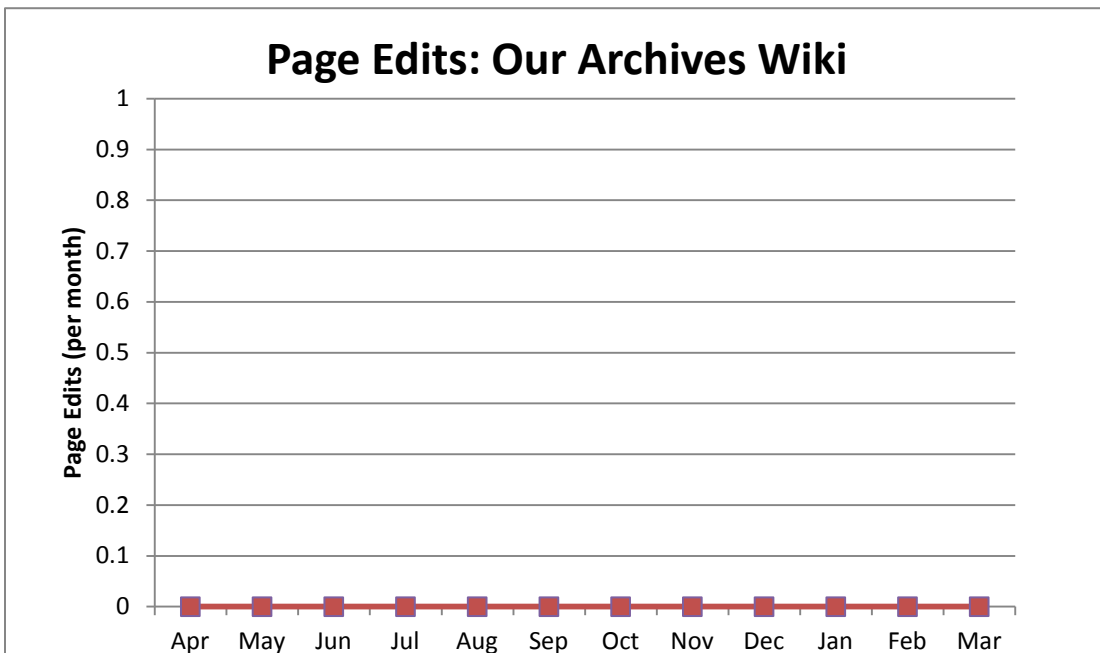


**Social Media Tools: Detail View – *Our Archives Wiki***

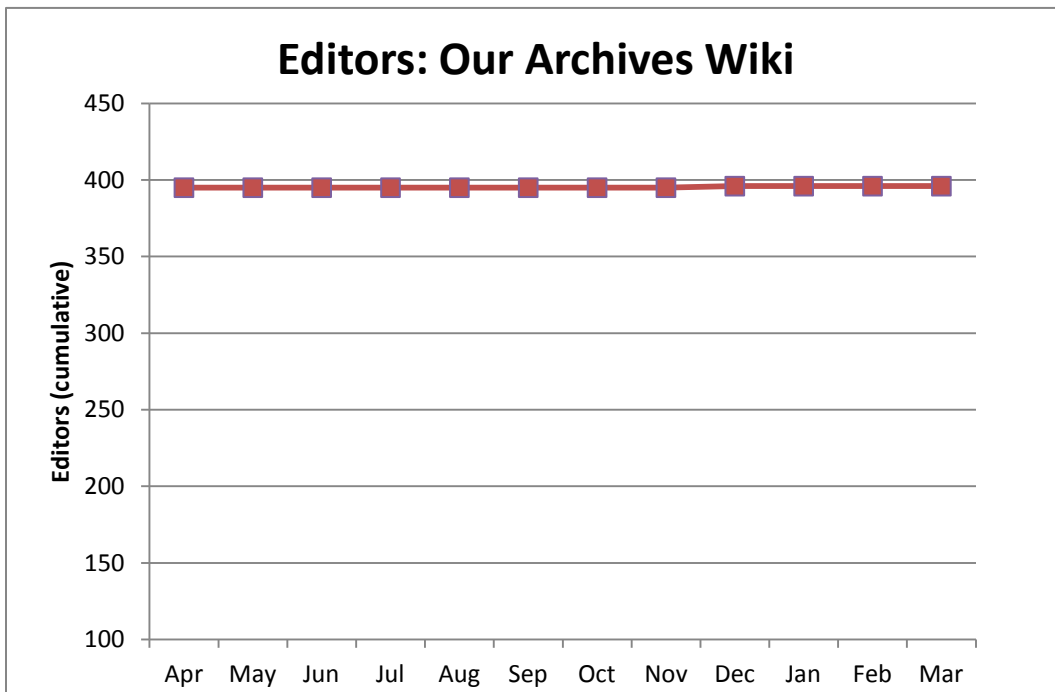
**Views on Our Archives Wiki (Per Month)**



**Edits on Our Archives Wiki (Per Month)**

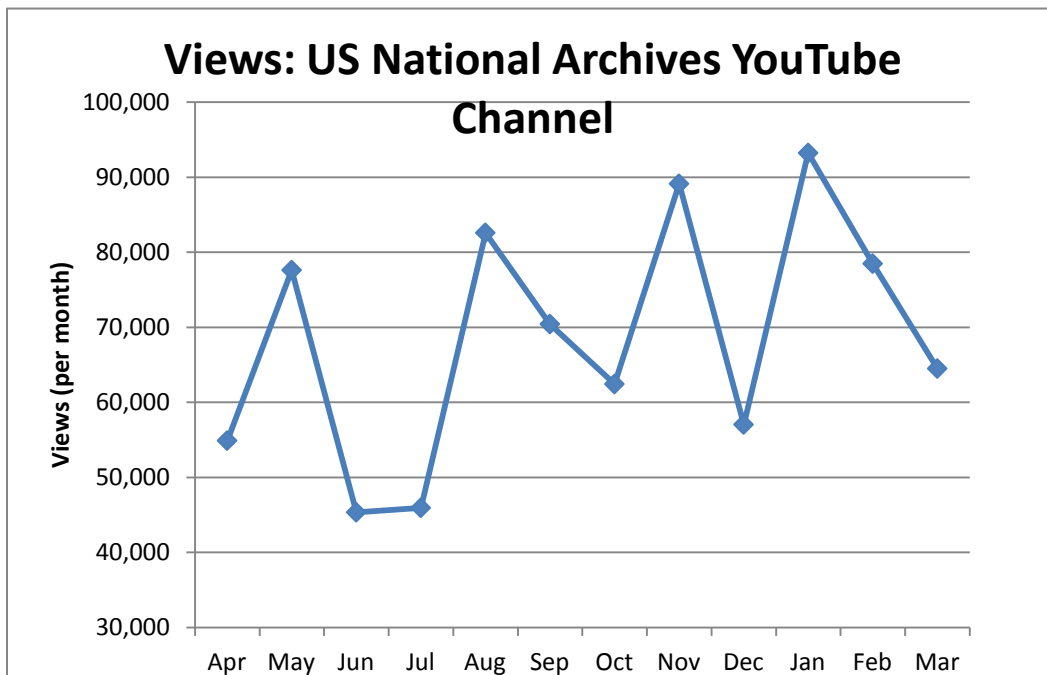


Editors on Our Archives Wiki (Cumulative)

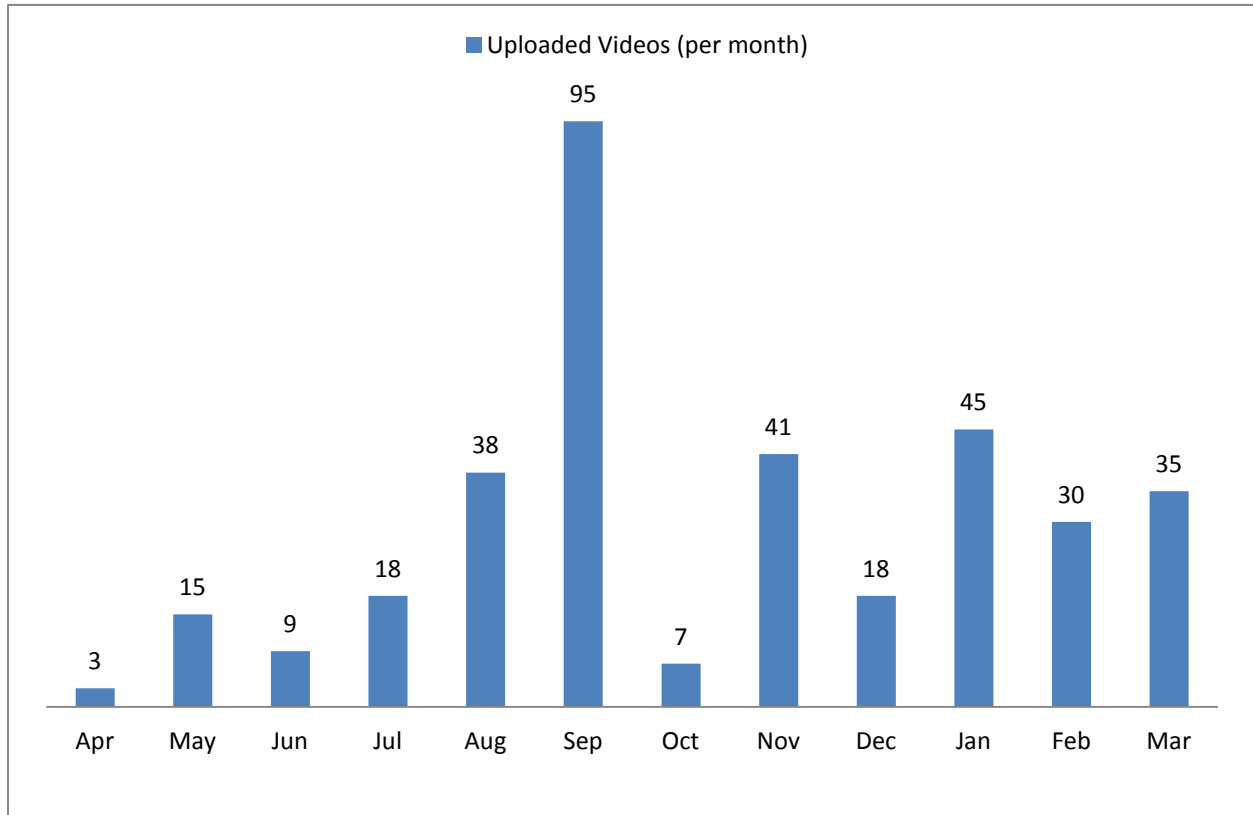


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



**Videos Uploaded to US National Archives Channel (Per Month)**

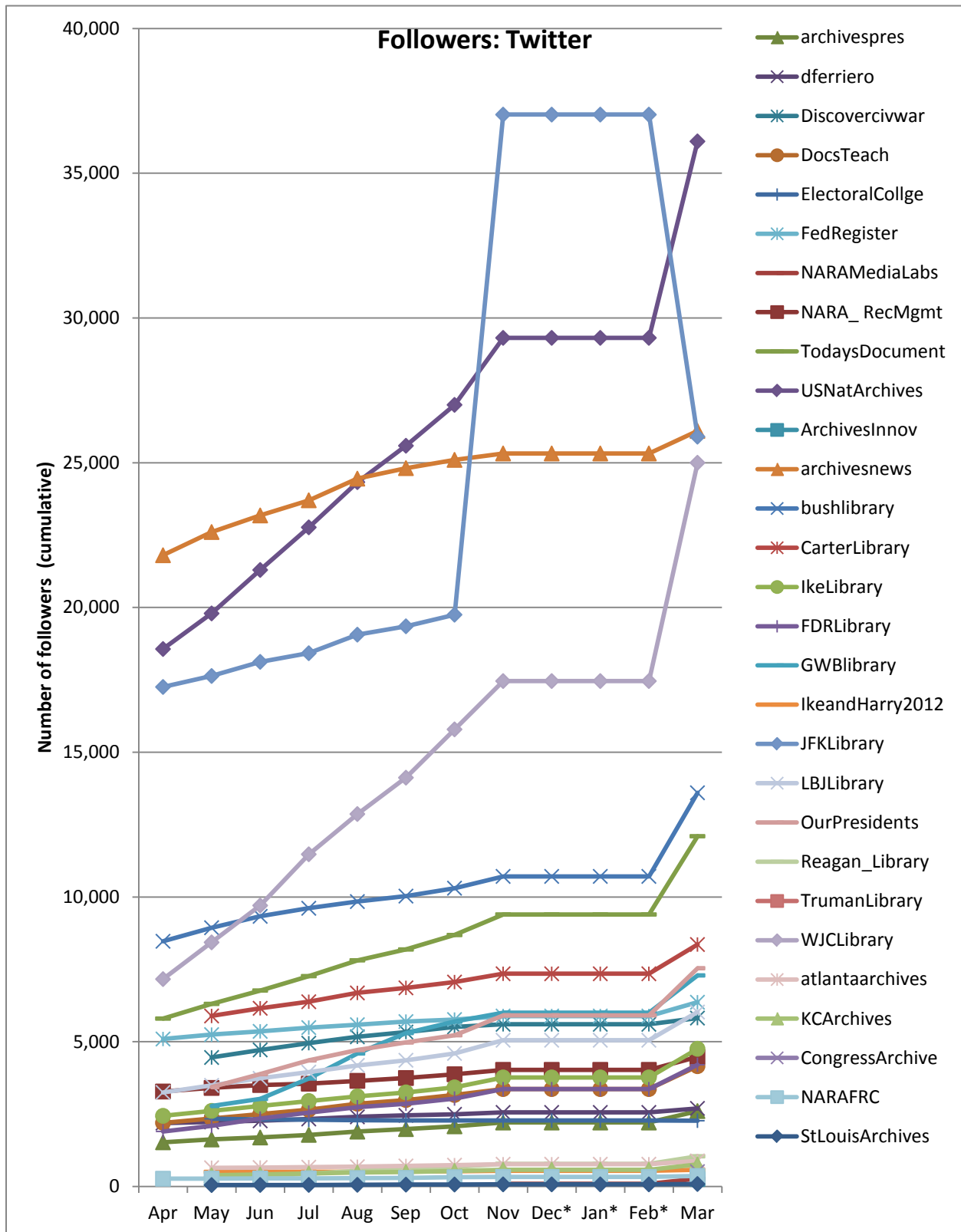


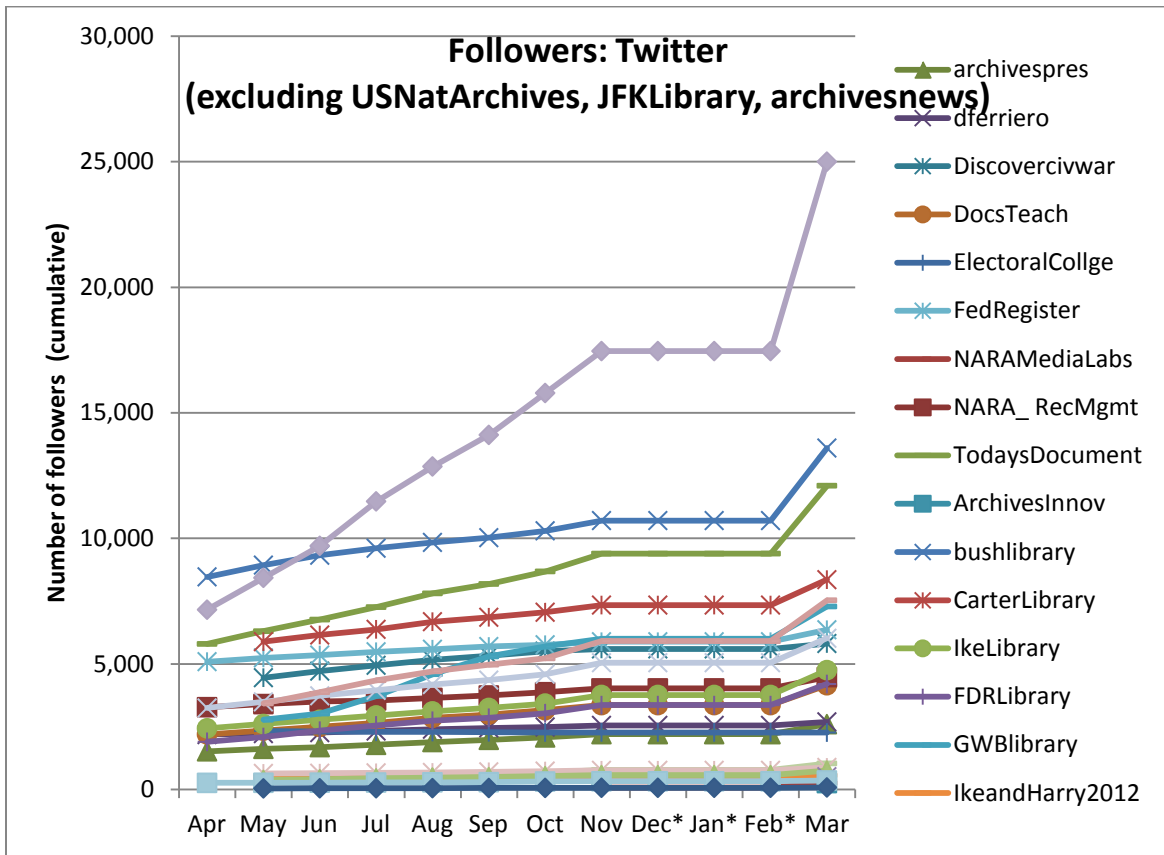
**Top 5 Most Viewed Videos for March 2014 on US National Archives Channel**

Video Title	Views
<a href="#">Stories from the Great Depression</a>	10,136
<a href="#">Army-Navy Screen Magazine, No. 15, 1943</a>	2,514
<a href="#">Emancipation Proclamation 150<sup>th</sup> Anniversary at the National Archives</a>	1,973
<a href="#">Eisenhower’s “Military-Industrial Complex” Speech Origins and Significance</a>	1,615
<a href="#">Electoral College and the National Archives</a>	1,565

Social Media Tools: Detail View – Twitter

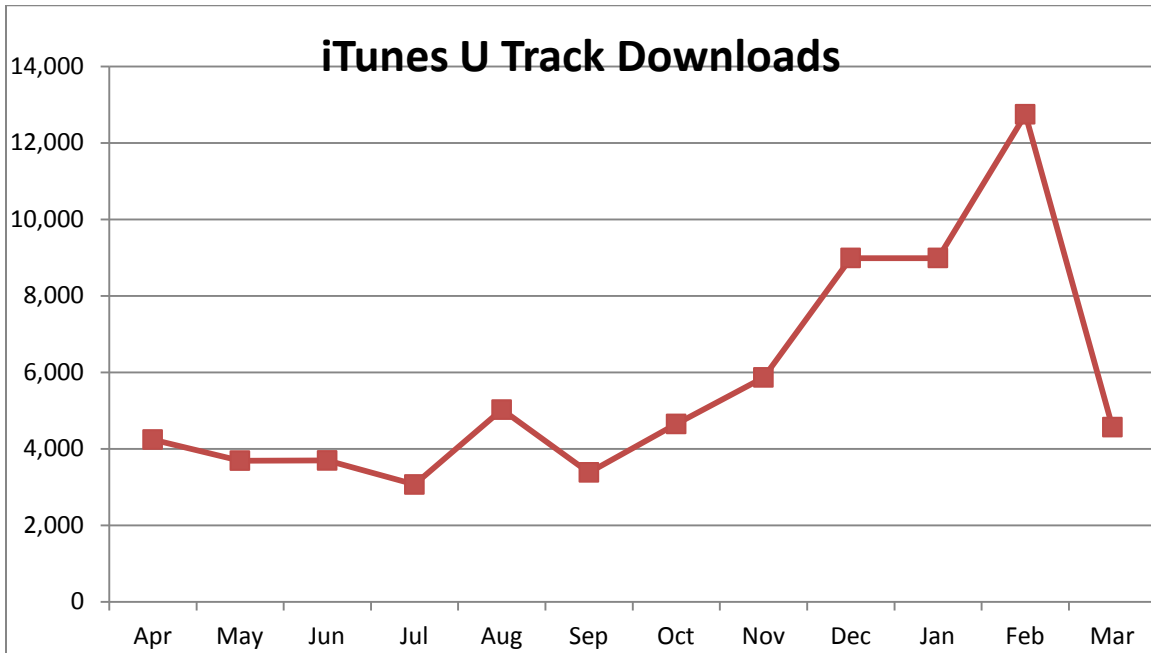
Followers on U.S. National Archives Twitter Feeds (Source: Appendix V)





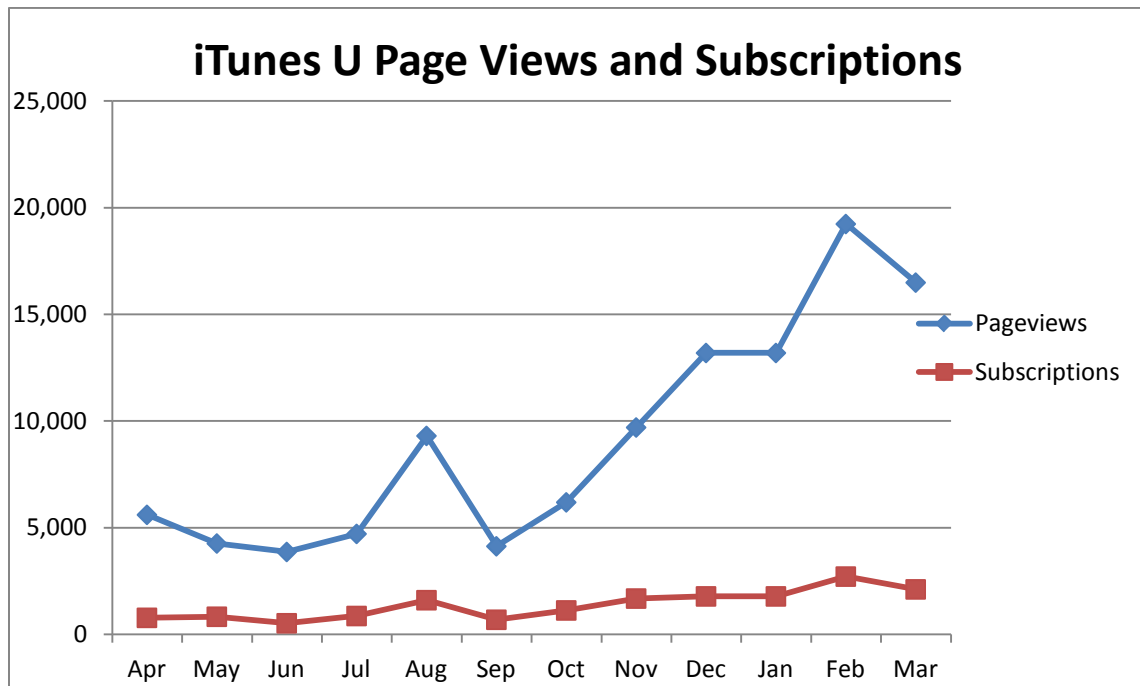
Social Media Tools: Detail View – iTunes U

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



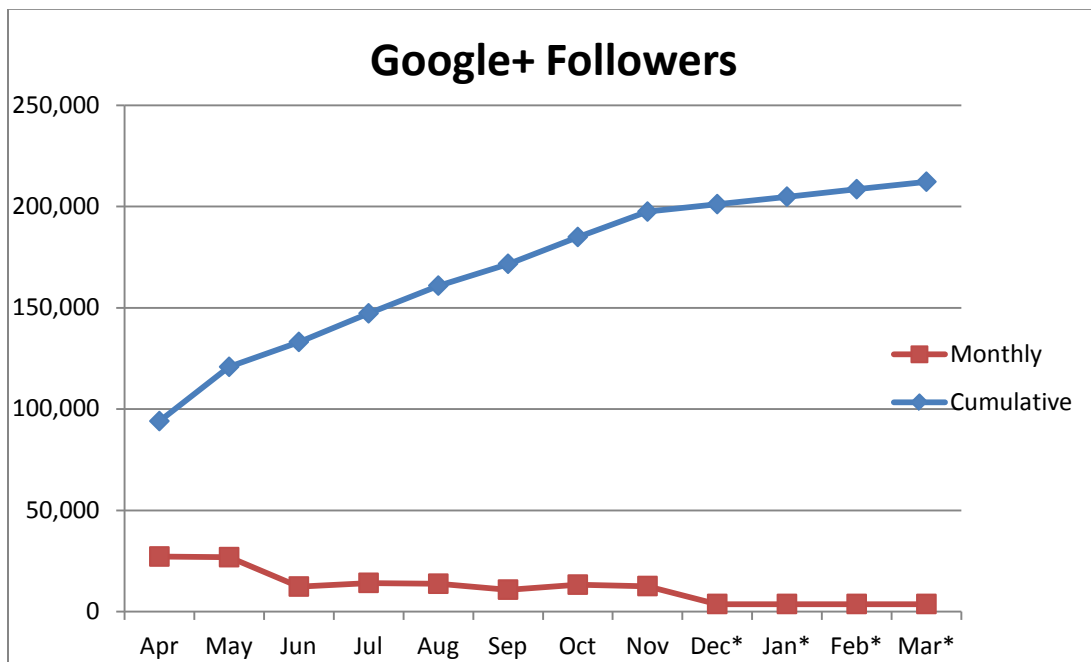


**Page Views and Subscriptions on U.S. National Archives iTunes U (Source: Appendix VI)**



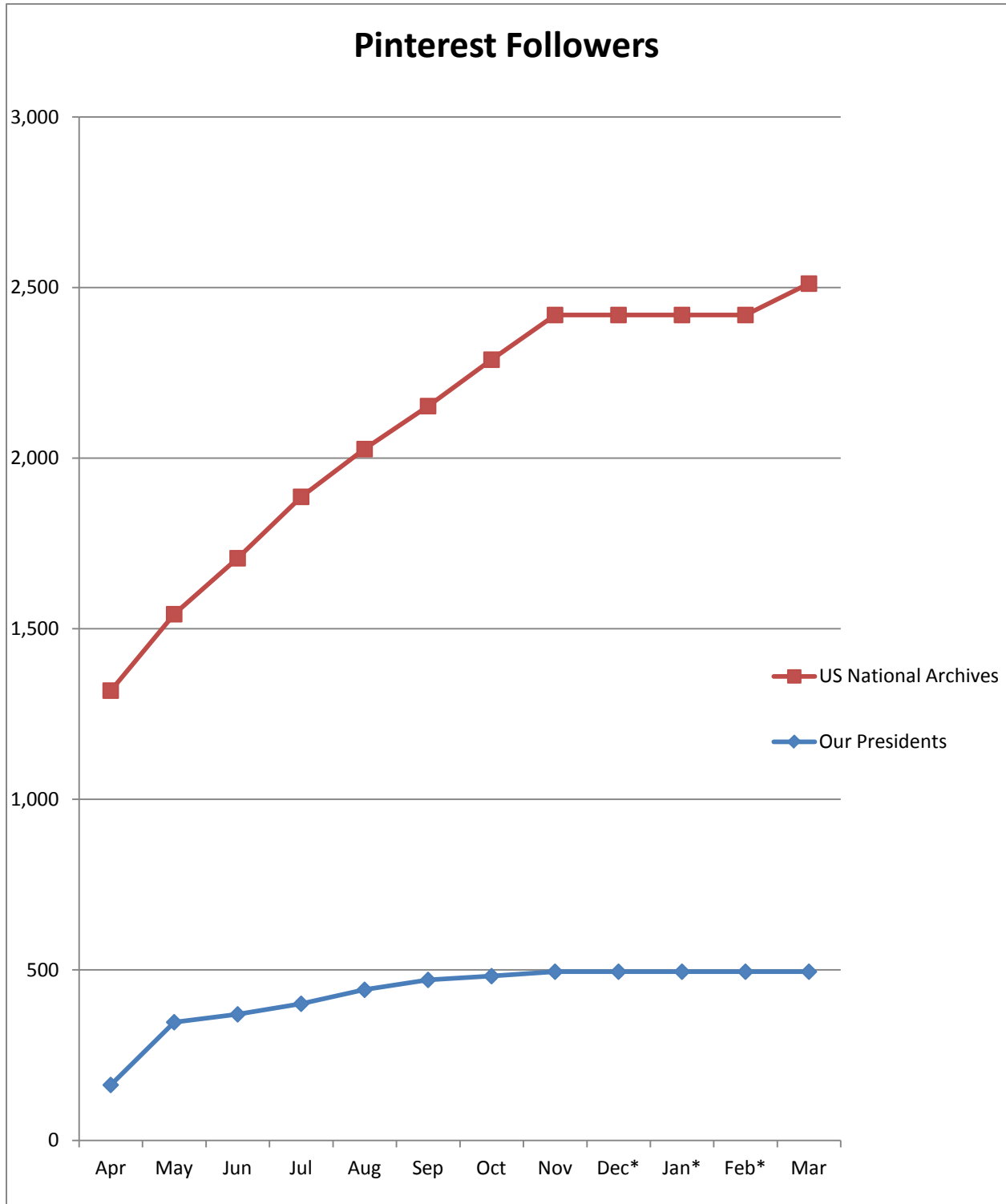
**Social Media Tools: Detail View – Google+**

**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
<b>Archives.gov</b>	Google Analytics	Visits via referring sites
<b>Blogs (WordPress)</b>	Google Analytics	Visits Pageviews Unique visitors (monthly)
	Feedburner	RSS feed subscribers
<b>Tumblogs</b>	Google Analytics	Visits Pageviews Unique visitors (monthly)
	Tumblr	Followers
<b>Facebook</b>	Facebook	Impressions Reach
<b>Flickr</b>	Flickr	View counts Content uploaded Who calls you a contact?
<b>Foursquare</b>	Foursquare	All-time check-ins at all venues Followers
<b>Google+</b>	Google+	Followers
<b>iTunes</b>	iTunes	Track Downloads Page Views Subscriptions
<b>Our Archives Wiki</b>	Wikispaces	Views Page edits Editors
<b>Pinterest</b>	Pinterest	Followers
<b>YouTube</b>	YouTube	Views of videos on this channel Views of top videos My uploaded videos
<b>Twitter</b>	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.

	FY14											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Acts of Congress	80	39	24	38	37	144	30	35	28	30	36	26
Annotation (NHPRC)											2,474	1,751
AOTUS	2,803	3,193	2,860	1,156	2,654	3,044	3,124	2,524	2,099	1,680	1,954	2,361
Carter Chronicle	444	332	151	355	365	645	394	437	479	401	307	293
Education Updates	2,296	1,654	1,125	1,291	1,741	3,405	1,566	3,677	1,757	2,393	3,331	3,864
FOIA	1,249	1,020	924	1,047	1,095	803	811	893	667	952	1,057	1,064
Inside Innovation									163	1,268	493	260
Media Matters			626	1,325	3,362	2,274	1,612	1,990	1,682	2,335	3,239	2,711
NARAtions	5,335	4,874	3,467	4,635	5,911	4,782	5,271	4,857	3,237	3,930	4,565	4,263
NDC Blog	1,595	33	1,060	1,427	1,300	973	802	1,098	500	648	595	919
Rediscovering Black History		224	152	409	1,230	553	329	741	429	639	1,004	1,065
Prologue Blog	12,170	15,820	10,422	4,656	6,444	8,322	7,757	11,159	7,224	8,368	13,851	11,436
Records Express Blog	1,312	1,627	1,748	1,622	1,392	2,900	1,732	1,543	1,792	1,789	1,458	2,926
The Text Message	4,916	4,363	2,015	2,381	3,636	4,313	4,222	4,958	4,625	5,747	6,972	4,811
Transforming Classification (PIDB)	254	275	247	369	399	294	203	722	921	562	323	313
<b>MONTHLY TOTAL</b>	<b>36,259</b>	<b>36,446</b>	<b>26,067</b>	<b>20,711</b>	<b>29,566</b>	<b>32,452</b>	<b>27,853</b>	<b>34,634</b>	<b>25,603</b>	<b>30,742</b>	<b>41,659</b>	<b>38,063</b>

## 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.

								FY14				
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Acts of Congress	124	73	33	53	64	402	41	37	32	34	43	32
Annotation (NHPRC)											5,513	4,205
AOTUS	4,732	5,149	4,270	1,925	4,327	4,909	4,933	4,022	3,581	2,852	3,331	3,881
Carter Chronicle	665	513	223	634	531	937	608	677	746	568	489	546
Education Updates	3,190	2,319	1,782	1,689	2,870	5,099	2,722	5,358	2,643	3,556	4,747	5,405
FOIA	2,572	1,897	1,434	1,865	1,819	1,813	1,425	1,510	1,216	1,758	1,945	2,014
Inside Innovation									291	2,225	683	354
Media Matters			907	2,135	5,990	3,813	2,440	3,064	2,808	3,756	4,890	4,476
NARAtions	9,186	8,382	5,617	8,066	10,029	8,151	8,879	8,064	6,036	7,003	7,957	7,371
NDC Blog	2,621	60	1,642	2,260	2,200	1,505	1,279	1,782	803	1,240	1,129	1,616
Rediscovering Black History		327	203	694	2,211	933	587	1,133	678	1,162	1,533	1,700
Prologue Blog	19,539	23,342	14,662	7,010	9,666	12,452	11,914	16,138	10,964	12,759	19,663	19,107
Records Express Blog	2,167	2,570	2,601	2,628	2,363	4,052	2,680	2,587	3,004	3,000	2,253	4,701
The Text Message	7,545	6,175	2,879	4,038	6,242	6,902	6,744	8,306	8,096	9,918	11,895	8,165
Transforming Classification (PIDB)	341	404	354	602	619	436	380	1,463	2,274	1,378	501	457
<b>MONTHLY TOTAL</b>	<b>59,932</b>	<b>56,899</b>	<b>38,795</b>	<b>33,599</b>	<b>48,931</b>	<b>51,404</b>	<b>44,632</b>	<b>54,141</b>	<b>43,172</b>	<b>51,209</b>	<b>66,572</b>	<b>64,030</b>

## 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.

							FY14					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Acts of Congress	208	243	267	297	331	471	500	534	560	589	625	661
Annotation (NHPRC)											1,455	1,455
AOTUS	102,997	105,053	106,926	107,667	109,471	111,416	113,825	115,548	116,984	118,193	119,643	121,288
Carter Chronicle	3,041	3,343	3,470	3,728	3,989	4,349	4,652	4,987	5,369	5,656	5,888	6,123
Education Updates	1,858	2,876	3,619	4,385	5,585	8,365	9,705	12,437	13,833	15,722	18,546	21,984
FOIA	16,036	16,682	17,290	17,965	18,647	19,205	19,773	20,355	20,813	21,488	22,231	22,959
Inside Innovation									61	680	913	1,083
Media Matters			525	1,619	3,594	5,256	6,448	7,748	8,870	10,420	12,986	14,928
NARAtions	125,750	129,966	132,912	136,846	141,618	145,629	150,071	154,233	157,120	160,598	164,441	168,180
NDC Blog	80,543	80,576	81,433	82,563	83,330	83,974	84,595	85,462	85,888	86,393	86,846	87,516
Rediscovering Black History		189	317	545	1,231	1,558	1,801	2,216	2,501	2,918	3,645	4,466
Prologue Blog	213,264	227,362	236,035	239,632	244,915	252,040	258,846	268,321	274,530	281,799	293,792	303,886
Records Express Blog	29,805	30,854	31,945	32,957	33,887	35,568	36,768	37,825	38,863	40,046	41,015	42,922
The Text Message	57,971	61,382	63,144	65,074	67,634	71,243	74,851	78,927	82,530	87,217	92,956	96,866
Transforming Classification (PIDB)	4,953	5,179	5,389	5,652	5,922	6,150	6,318	6,841	7,340	7,648	7,843	8,058
<b>MONTHLY TOTAL</b>	<b>714,639</b>	<b>744,680</b>	<b>765,400</b>	<b>781,058</b>	<b>802,282</b>	<b>825,611</b>	<b>768,153</b>	<b>795,434</b>	<b>815,262</b>	<b>839,367</b>	<b>872,825</b>	<b>902,375</b>

## APPENDIX II.D: Blog Unique Viewers (Monthly)

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

								FY14				
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Acts of Congress	66	35	24	30	34	140	29	34	26	29	36	36
Annotation (NHPRC)											1,455	1,148
AOTUS	2,096	2,056	1,873	741	1,804	1,945	2,409	1,723	1,436	1,209	1,450	1,645
Carter Chronicle	380	302	127	258	261	360	303	335	382	287	232	235
Education Updates	1,436	1,018	743	766	1,200	2,780	1,340	2,732	1,396	1,889	2,824	3,438
FOIA	831	646	608	675	682	558	568	582	458	675	743	728
Inside Innovation									61	619	233	170
Media Matters			525	1,094	1,975	1,662	1,192	1,300	1,122	1,550	2,566	1,942
NARAtions	4,672	4,216	2,946	3,934	4,772	4,011	4,442	4,162	2,887	3,478	3,843	3,739
NDC Blog	1,203	33	857	1,130	767	644	621	867	426	505	453	670
Rediscovering Black History		189	128	228	686	327	243	415	285	417	727	821
Prologue Blog	10,205	14,098	8,673	3,597	5,283	7,125	6,806	9,475	6,209	7,269	11,993	10,094
Records Express Blog	902	1,049	1,091	1,012	930	1,681	1,200	1,057	1,038	1,183	969	1,907
The Text Message	3,525	3,411	1,762	1,930	2,560	3,609	3,608	4,076	3,603	4,687	5,739	3,910
Transforming Classification (PIDB)	205	226	210	263	270	228	168	523	499	308	195	215
<b>MONTHLY TOTAL</b>	<b>28,971</b>	<b>30,041</b>	<b>20,720</b>	<b>15,658</b>	<b>21,224</b>	<b>25,070</b>	<b>22,929</b>	<b>27,281</b>	<b>19,828</b>	<b>24,105</b>	<b>33,458</b>	<b>30,698</b>

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

								FY14 *ESTIMATED					
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec*	Jan*	Feb	Mar
Acts of Congress	0	-	0	0	0	0	0	0	0			0	0
Annotation (NHPRC)												13	8
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	1,129
AOTUS Tumblr													12
Carter Chronicle	1,374	1,352	1,198	743	678	721	971	1,008	1,028	1,028	1,028	1,108	1,159
Education Updates	16	21	32	25	32	54	60	63	61	61	61	65	64
FOIA Ombudsman	46	48	63	33	23	44	49	72	71	71	71	84	83
Media Matters								0	0	0	0	79	92
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	1,137
NDC Blog	1,359	520	96	72	56	64	99	71	83	83	83	205	263
Prologue	1,882	2,063	1,930	436	610	492	306	582	592	592	592	552	554
Records Express	1,501	1,523	117	81	84	88	46	97	67	67	67	304	302
Rediscovering Black History				6	3	5	9	6	16	16	16	17	16
Text Message	1,181	2,128	1,471	157	166	166	171	183	225	225	225	214	208
Today's Document Tumblr													88
Transforming Classification (PIDB)	1,124	1,319	1,216	839	810	883	1,104	1,289	1,485	1,485	1,485	1,179	1,456
<b>MONTHLY TOTAL</b>	<b>16,614</b>	<b>18,598</b>	<b>15,260</b>	<b>5749</b>	<b>5350</b>	<b>5377</b>	<b>5345</b>	<b>5,942</b>	<b>5,890</b>	5,890	5,890	<b>6,054</b>	<b>6,576</b>



## 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.

	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
<b>Monthly Total (A+P+R)</b>	<b>6,930,053</b>	<b>3,266,409</b>	<b>4,822,239</b>	<b>4,253,186</b>	<b>2,915,594</b>	<b>2,731,677</b>	<b>1,554,817</b>	<b>2,774,248</b>	<b>2,642,418</b>	<b>2,642,418</b>	<b>6,169,126</b>	<b>4,103,929</b>
<b>Agency-Wide Total</b>	<b>1,388,810</b>	<b>995,842</b>	<b>1,485,406</b>	<b>1,867,950</b>	<b>1,096,775</b>	<b>1,092,388</b>	<b>562,722</b>	<b>972,460</b>	<b>1,147,864</b>	<b>1,147,864</b>	<b>3,672,596</b>	<b>1,930,898</b>
US National Archives	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	1,804,851
Afro-American HS	1,994	716	1,416	1,464	1,979	1,542	1,282	1,512	1,350	1,350	2,568	902
Assembly	107	259	446	148	188	66	89	195	82	82	337	67
Archival Recovery	13,110	11,086	24,798	10,580	22,216	13,104	9,250	8,480	32,821	32,821	4,373	4,104
Constitution	12,777	12,969	15,375	25,235	11,021	40,705	7,337	11,578	5,455	5,455	5,455	37,549
Federal Register	6,039	4,082	1,910	1,657	5,148	3,981	1,448	4,341	11,251	11,251	7,421	3,214
Federal Records Centers	1,902	1,488	1,417	1,830	1,380	2,602	9,271	672	1,760	1,760	2,826	949
Applied Research	2,863	2,573	4,883	2,618	4,533	3,074	2,919	4,398	2,234	2,234	1,933	3,107
NHPRC	58,339	63,235	60,552	50,585	48,826	40,423	21,631	32,831	43,822	43,822	24,229	30,815
Noon Lectures	12,433	5,742	7,276	5,973	3,572	3,512	4,442	4,792	2,031	2,031	2,752	2,103
Preservation	24,488	9,475	16,397	28,504	15,028	12,012	6,960	21,801	11,057	11,057	6,993	6,668
Research	14,940	15,752	17,380	15,041	53,442	20,835	13,301	10,764	5,686	5,686	7,392	8,031
Today's Document	21,828	20,309	23,344	250,464	22,922	16,480	10,285	12,305	232,877	232,877	13,590	10,621
Students and Interns	10,565	7,113	8,945	3,359	4,765	4,186	3,781	3,317	2,948	2,948	9,351	7,309
Electoral College	854	787	2,502	664	938	865	2,532	1,733	285	285	1,756	2,144
Education	34,719	18,499	23,880	10,277	16,234	18,341	8,262	26,968	6,409	6,409	8,191	8,464

	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
<b>Presidential Total</b>	<b>5,207,061</b>	<b>1,983,741</b>	<b>2,933,279</b>	<b>2,088,602</b>	<b>1,544,756</b>	<b>1,420,575</b>	<b>883,924</b>	<b>1,609,081</b>	<b>1,314,588</b>	<b>1,314,588</b>	<b>2,245,845</b>	<b>2,022,580</b>
<b>Bush</b>	908,170	330,498	760,636	570,368	195,324	221,067	175,814	254,037	188,441	188,441	361,678	302,175
<b>George W Bush</b>	2,811,670	213,945	223,220	144,792	146,649	310,531	78,461	275,074	133,815	133,815	654,321	523,018
<b>Carter</b>	104,205	141,579	143,889	101,408	98,345	59,901	49,425	62,163	90,092	90,092	85,751	135,976
<b>Clinton</b>	171,964	153,405	87,700	123,095	106,436	85,566	62,111	82,002	35,736	35,736	44,319	81,354
<b>Eisenhower</b>	120,393	78,151	151,820	111,173	114,976	66,085	37,895	82,517	73,100	73,100	79,763	86,000
<b>Ford Library</b>	41,334	27,778	28,744	45,199	39,335	32,157	15,143	26,659	13,053	13,053	18,345	15,915
<b>Ford Museum</b>	252,161	128,676	88,303	198,355	101,375	194,120	103,762	134,579	40,368	40,368	37,829	45,521
<b>Hoover</b>	40,599	43,691	48,204	55,376	37,669	29,633	37,359	32,057	27,455	27,455	26,559	43,595
<b>Johnson</b>	111,171	193,657	147,949	171,957	159,239	66,640	40,883	160,662	151,609	151,609	202,922	195,848
<b>Nixon</b>	197,502	279,198	184,276	138,462	195,060	131,423	117,518	290,850	367,097	367,097	456,494	326,813
<b>Reagan</b>	28,247	21,666	22,049	20,510	29,435	34,926	8,004	11,107	18,163	18,163	16,012	9,752
<b>Roosevelt</b>	160,278	151,496	872,279	160,099	165,503	87,117	76,802	88,205	97,966	97,966	150,704	142,031
<b>Truman</b>	259,367	220,001	174,210	247,808	155,410	101,409	80,747	109,169	77,693	77,693	111,148	114,582
	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
<b>Regional Total</b>	<b>334,182</b>	<b>286,826</b>	<b>403,554</b>	<b>296,634</b>	<b>274,063</b>	<b>218,714</b>	<b>108,171</b>	<b>192,707</b>	<b>179,966</b>	<b>179,966</b>	<b>250,685</b>	<b>150,451</b>
<b>Anchorage</b>	1,839	868	1,297	1,847	1,607	432	1,141	1,342	1,487	1,487	213	2,274
<b>Atlanta</b>	44,593	41,931	32,573	17,392	20,289	16,593	6,002	10,693	8,194	8,194	23,590	7,515
<b>Boston</b>	134,922	77,326	108,957	45,274	71,207	37,063	24,876	38855	59,810	59,810	20,321	35,801
<b>Chicago</b>	15,966	25,403	24,067	16,763	11,295	7,840	8,724	13,800	6,281	6,281	8,114	12,912

<b>Denver</b>	5,119	14,163	22,347	33,849	18,582	28,085	9,467	27,286	8,382	8,382	22,742	6,476
<b>Fort Worth</b>	29,728	19,409	27,859	33,500	33,201	16,287	13,830	16,682	12,786	12,786	12,471	12,880
<b>Kansas City</b>	32,100	28,768	53,826	47,361	41,717	30,126	14,929	30,075	45,165	45,165	38,588	24,417
<b>New York</b>	13,755	11,554	12,441	29,650	11,902	18,753	8,468	9,894	12,230	12,230	24,345	6,345
<b>Philadelphia</b>	31,046	26,679	39,366	52,232	33,760	24,639	9,539	8,454	9,212	9,212	55,090	11,166
<b>Riverside</b>	6,164	19,570	8,605	5,369	12,303	6,015	2,564	10,506	2,988	2,988	5,095	12,682
<b>Seattle</b>	6,787	7,759	5,998	3,208	6,241	7,382	2,860	6,018	4,621	4,621	22,863	5,932
<b>St. Louis</b>	12,163	13,396	66,218	10,189	11,959	25,499	5,771	19,102	8,810	8,810	17,253	12,051

## 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).

	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
<b>Monthly Total (A+P+R)</b>	<b>2,199,842</b>	<b>943,001</b>	<b>1,593,512</b>	<b>1,349,262</b>	<b>829,067</b>	<b>814,603</b>	<b>498,078</b>	<b>895,980</b>	<b>959,477</b>	<b>968,025</b>	<b>2,332,815</b>	<b>1,532,717</b>
<b>Agency-Wide Total</b>	<b>310,501</b>	<b>243,285</b>	<b>390,815</b>	<b>599,171</b>	<b>229,005</b>	<b>281,441</b>	<b>158,630</b>	<b>294,966</b>	<b>467,655</b>	<b>467,655</b>	<b>1,452,142</b>	<b>749,271</b>
<b>US National Archives</b>	257,142	207,494	347,979	414,531	186,481	234,639	132,593	254,315	276,718	276,718	1,417,961	716,037
<b>Afro-American HS</b>	422	109	454	205	444	232	374	448	207	207	418	184
<b>Assembly</b>	12	36	84	28	39	9	10	39	11	11	28	7
<b>Archival Recovery</b>	2,354	2,251	3,823	2,308	4,137	2,674	1,772	1,248	13,396	13,396	1,246	711
<b>Constitution</b>	5,213	4,049	5,446	9,040	3,202	17,025	2,327	4,992	14,014	14,014	14,014	15,949
<b>Federal Register</b>	1,243	326	313	233	1,754	1,084	322	1,354	4,355	4,355	3,104	809

<b>Federal Records Centers</b>	293	352	279	288	145	460	1,250	208	547	547	441	101
<b>Applied Research</b>	512	502	792	542	658	717	758	639	291	291	295	599
<b>NHPRC</b>	13,889	14,100	11,256	8,692	8,834	7,701	5,039	7,415	12,292	12,292	4,573	5,969
<b>Noon Lectures</b>	3,678	860	767	1,142	439	327	889	966	286	286	343	316
<b>Preservation</b>	6,225	2,584	5,361	5,344	4,081	3,185	1,939	6,111	3,601	3,601	2,376	1,797
<b>Research</b>	3,496	3,053	4,455	4,122	10,832	5,572	4,796	3,265	1,585	1,585	1,758	1,822
<b>Today's Document</b>	2,818	2,712	3,252	149,966	3,367	2,182	2,981	2,106	138,263	138,263	2,080	1,491
<b>Students and Interns</b>	1,169	905	1,433	743	1,124	1,032	823	690	747	747	1,725	1,444
<b>Electoral College</b>	112	55	396	224	137	216	835	495	56	56	564	708
<b>Education</b>	11,923	3,897	4,725	1,763	3,331	4,386	1,922	10,675	1,286	1,286	1,216	1,327
	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>July</b>	<b>Aug</b>	<b>Sept</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>
<b>Presidential Total</b>	<b>1,815,637</b>	<b>633,373</b>	<b>1,119,891</b>	<b>683,394</b>	<b>539,111</b>	<b>483,261</b>	<b>314,753</b>	<b>546,950</b>	<b>440,685</b>	<b>449,405</b>	<b>801,015</b>	<b>750,803</b>
<b>Bush</b>	<b>392,460</b>	<b>108,887</b>	<b>291,961</b>	<b>172,672</b>	<b>72,457</b>	<b>77,999</b>	<b>61,330</b>	<b>98,753</b>	<b>59,642</b>	<b>59,642</b>	<b>162,904</b>	<b>107,784</b>
<b>George W Bush</b>	<b>948,994</b>	<b>86,937</b>	<b>84,016</b>	<b>25,873</b>	<b>53,572</b>	<b>80,941</b>	<b>17,307</b>	<b>53,139</b>	<b>19,010</b>	<b>19,010</b>	<b>234,321</b>	<b>189,848</b>
<b>Carter</b>	<b>31,855</b>	<b>31,390</b>	<b>44,178</b>	<b>30,009</b>	<b>34,311</b>	<b>17,239</b>	<b>14,533</b>	<b>19,835</b>	<b>28,634</b>	<b>28,634</b>	<b>26,698</b>	<b>49,516</b>
<b>Clinton</b>	<b>52,323</b>	<b>47,163</b>	<b>20,358</b>	<b>41,083</b>	<b>29,798</b>	<b>27,733</b>	<b>22,209</b>	<b>22,830</b>	<b>10,123</b>	<b>10,123</b>	<b>13,900</b>	<b>32,512</b>
<b>Eisenhower</b>	<b>31,851</b>	<b>19,647</b>	<b>48,484</b>	<b>32,237</b>	<b>31,409</b>	<b>18,575</b>	<b>13,023</b>	<b>21,990</b>	<b>24,005</b>	<b>24,005</b>	<b>24,648</b>	<b>21,982</b>
<b>Ford Library</b>	<b>11,200</b>	<b>7,730</b>	<b>9,363</b>	<b>14,413</b>	<b>13,405</b>	<b>9,727</b>	<b>4,469</b>	<b>8,952</b>	<b>3,063</b>	<b>3,063</b>	<b>4,591</b>	<b>4,727</b>
<b>Ford Museum</b>	<b>108,281</b>	<b>51,026</b>	<b>38,152</b>	<b>82,654</b>	<b>42,608</b>	<b>84,634</b>	<b>52,395</b>	<b>58,696</b>	<b>6,571</b>	<b>15,291</b>	<b>14,092</b>	<b>19,803</b>
<b>Hoover</b>	<b>12,656</b>	<b>17,607</b>	<b>17,857</b>	<b>22,723</b>	<b>13,205</b>	<b>10,699</b>	<b>12,767</b>	<b>10,099</b>	<b>9,947</b>	<b>9,947</b>	<b>8,783</b>	<b>16,297</b>

<b>Johnson</b>	34,779	69,878	48,890	65,091	55,594	24,298	17,217	62,120	60,908	60,908	75,791	83,679
<b>Nixon</b>	71,016	94,912	69,096	48,992	74,689	52,813	51,220	123,180	161,550	161,550	148,585	123,936
<b>Reagan</b>	6,171	5,613	6,159	6,172	8,692	13,329	2,329	3,662	5,094	5,094	6,505	3,331
<b>Roosevelt</b>	35,272	33,898	390,540	54,818	60,577	32,852	26,493	31,193	30,356	30,356	43,085	61,556
<b>Truman</b>	78,779	58,685	50,837	86,657	48,794	32,422	19,461	32,501	21,782	21,782	37,112	35,832
	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>July</b>	<b>Aug</b>	<b>Sept</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>
<b>Regional Total</b>	<b>73,704</b>	<b>66,343</b>	<b>82,806</b>	<b>66,697</b>	<b>60,951</b>	<b>49,901</b>	<b>24,695</b>	<b>54,064</b>	<b>51,137</b>	<b>50,965</b>	<b>79,658</b>	<b>32,643</b>
<b>Anchorage</b>	367	158	282	335	449	48	240	331	335	163	42	527
<b>Atlanta</b>	17,205	12,067	12,542	6,718	7,850	4,466	2,106	3,822	2,804	2,804	10,195	2,954
<b>Boston</b>	29,002	17,366	19,344	10,531	16,599	5,260	6,958	9,187	18,113	18,113	3,755	5,261
<b>Chicago</b>	2,622	6,914	4,313	3,853	2,294	1,580	1,896	2,464	1,209	1,209	1,899	2,080
<b>Denver</b>	1,206	2,734	5,841	9,168	3,426	6,247	1,659	10,599	964	964	8,757	1,322
<b>Fort Worth</b>	5,540	3,852	3,881	5,038	9,223	2,919	2,937	2,435	1,815	1,815	1,978	1,826
<b>Kansas City</b>	5,101	7,040	10,689	12,029	6,571	4,772	3,361	7,386	16,183	16,183	11,598	6,082
<b>New York</b>	3,887	3,320	3,110	6,080	4,379	7,261	2,285	3,320	4,184	4,184	9,075	1,646
<b>Philadelphia</b>	1,751	2,387	2,207	9,758	1,920	2,847	994	983	1,705	1,705	16,990	2,540
<b>Riverside</b>	2,538	6,868	2,443	1,238	3,500	1,544	429	3,933	694	694	1,398	4,514
<b>Seattle</b>	1,548	1,190	1,044	726	1,471	3,001	588	1,022	1,296	1,296	9,853	524
<b>St. Louis</b>	2,937	2,447	17,110	1,223	3,269	9,956	1,242	8,582	1,835	1,835	4,118	3,367

APPENDIX V: Twitter Followers (Cumulative)

							FY14					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec*	Jan*	Feb*	Mar
									*ESTIMATED			
archivespres	1,527	1,625	1,694	1,784	1,896	1,983	2,079	2,210	2,210	2,210	2,210	2,607
dferriero	2,191	2,230	2,269	2,333	2,405	2,458	2,494	2,559	2,559	2,559	2,559	2,699
Discovercivwar		4,457	4,718	4,951	5,170	5,336	5,512	5,602	5,602	5,602	5,602	5,818
DocsTeach	2,200	2,348	2,500	2,650	2,860	2,988	3,162	3,366	3,366	3,366	3,366	4,157
ElectoralCollge		2,339	2,318	2,303	2,293	2,284	2,278	2,279	2,279	2,279	2,279	2,273
FedRegister	5,095	5,247	5,359	5,489	5,590	5,697	5,767	5,888	5,888	5,888	5,888	6,365
NARAMediaLabs								89	89	89	89	270
NARA_ RecMgmt	3,281	3,405	3,506	3,552	3,650	3,747	3,877	4,029	4,029	4,029	4,029	4,481
TodaysDocument	5,801	6,308	6,770	7,267	7,813	8,188	8,687	9,397	9,397	9,397	9,397	12,100
USNatArchives	18,566	19,795	21,296	22,768	24,330	25,587	26,999	29,313	29,313	29,313	29,313	36,100
archivesnews	21,805	22,607	23,180	23,703	24,451	24,814	25,099	25,321	25,321	25,321	25,321	26,100
bushlibrary	8,471	8,939	9,332	9,611	9,842	10,031	10,305	10,712	10,712	10,712	10,712	13,600
CarterLibrary		5,891	6,156	6,382	6,686	6,862	7,062	7,348	7,348	7,348	7,348	8,359
IkeLibrary	2,441	2,612	2,781	2,953	3,114	3,251	3,425	3,768	3,768	3,768	3,768	4,757
FDRLibrary	1,903	2,093	2,346	2,556	2,741	2,860	3,039	3,363	3,363	3,363	3,363	4,205
GWBLibrary		2,783	3,029	3,731	4,596	5,302	5,695	6,001	6,001	6,001	6,001	7,292
IkeandHarry2012		505	509	509	511	516	529	541	541	541	541	577
JFKLibrary	17,255	17,634	18,122	18,421	19,062	19,351	19,751	37,025	37,025	37,025	37,025	25,900

LBJLibrary	3,251	3,493	3,735	3,952	4,184	4,361	4,597	5,053	5,053	5,053	5,053	6,026
OurPresidents		3,432	3,881	4,355	4,713	4,975	5,226	5,913	5,913	5,913	5,913	7,540
Reagan_Library		296	358	441	540	596	679	784	784	784	784	1,044
WJCLibrary	7,164	8,433	9,706	11,476	12,866	14,122	15,790	17,459	17,459	17,459	17,459	25,000
atlantaarchives		646	655	668	684	709	738	770	770	770	770	884
KCArchives		388	413	449	482	500	538	580	580	580	580	761
CongressArchive												515
NARAFRC	269	273	277	283	291	297	322	332	332	332	332	364
StLouisArchives		50	54	55	59	65	69	74	74	74	74	87
<b>TOTAL</b>	<b>101,220</b>	<b>127,829</b>	<b>134,964</b>	<b>142,642</b>	<b>150,829</b>	<b>156,880</b>	<b>163,719</b>	<b>189,776</b>	<b>189,776</b>	<b>189,776</b>	<b>189,776</b>	<b>210,142</b>

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

	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
<b>Page Views</b>	5,607	4,263	3,866	4,713	9,307	4,132	6,192	9,702	13,195	13,195	19,241	16,494
<b>Track Downloads</b>	4,244	3,693	3,697	3,068	5,026	3,385	4,651	5,868	8,992	8,992	12,749	4,568
<b>Subscriptions</b>	778	829	523	864	1,605	688	1,125	1,682	1,783	1,783	2,712	2,112

APPENDIX VII: Google+ Followers

	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
<b>Monthly Followers</b>	27,130	26,808	12,298	14,118	13,693	10,774	13,244	12,541	3,690	3,690	3,690	3,690
<b>Cumulative Followers</b>	94,012	120,820	133,118	147,236	160,929	171,703	184,947	197,488	201,178	204,868	208,558	212,248

APPENDIX VIII: Pinterest Followers (Cumulative)

	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
<b>US National Archives</b>	122	224	164	180	140	126	136	131	131	131	131	92
<b>Our Presidents</b>	42	184	23	31	41	29	11	13	13	13	13	13