

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

Mickey Rooney photo (posted a day after his death). **434 Shares, 775 Likes.**

[https://www.facebook.com/usnationalarchives/photos/a.184236592993.153664.128463482993/10152394611757994/?type=1&stream\\_ref=10](https://www.facebook.com/usnationalarchives/photos/a.184236592993.153664.128463482993/10152394611757994/?type=1&stream_ref=10)

❖ **Top Tumblr reblog:**

Lincoln animated gif. **8196 Reblogs.**

<http://todaysdocument.tumblr.com/post/81678992471/nice-use-of-our-mathew-brady-photographs>

❖ **Top Viewed Video:** <https://www.youtube.com/watch?v=f1fc-h018Uo>

Curious Alice, 1971; 23,080 views

**APRIL FY2014 OVERVIEW**

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	62,279 Views	31,017 Visitors
Tumblr Blogs	42,707 Views	21,221 Visitors
Facebook	7,630,438 Impressions	2,924,150 Reach
National Archives YouTube Channel	105,077 Views	10,187 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	2,372,510 Views	7,237 Total Contacts
Our Archives Wiki	19,949 Views	397 Total Editors
Twitter (all NARA feeds)	--	218,606 Total Followers
FourSquare	1,094 New Check-ins	55 New Followers
iTunes U	5,331 Views	929 New Subscribers

**FISCAL YEAR COMPARISON**

Social Media Tool	FY 2014 Views (to date)	FY 2013 Views
Archives.gov Blogs	287,632	761,590
Tumblr Blogs	171,264	615,629
Facebook	16,063,432	39,491,534
National Archives YouTube Channel	549,866	872,926
Flickr (USNatArchives & ArchivesNews)	33,153,763	11,258,709
Our Archives Wiki	4,870,254	262,114

**EXTERNAL BLOGS AND TUMBLOGS**

- |   |  |   |
|---|--|---|
| 1. <a href="#">AOTUS</a>                | 9. <a href="#">The Text Message</a>                      | 17. <a href="#">Prologue</a>                        |
| 2. <a href="#">AOTUS Tumblr</a>         | 10. <a href="#">TumblrWeed Times</a>                     | 18. <a href="#">Media Matters</a>                   |
| 3. <a href="#">The Carter Chronicle</a> | 11. <a href="#">Today's Document Tumblr</a>              | 19. <a href="#">Our Presidents Tumblr</a>           |
| 4. <a href="#">Exhibits Tumblr</a>      | 12. <a href="#">Transforming Classification (PIDB)</a>   | 20. <a href="#">Congress in the Archives Tumblr</a> |
| 5. <a href="#">FOIA Ombudsman</a>       | 13. <a href="#">The WashBoard</a>                        | 21. <a href="#">LBJ Time Machine Tumblr</a>         |
| 6. <a href="#">In Roosevelt History</a> | 14. <a href="#">The Federal Register</a>                 | 22. <a href="#">Preservation at NARA Tumblr</a>     |
| 7. <a href="#">NARAtions</a>            | 15. <a href="#">The National Declassification Center</a> | 23. <a href="#">Acts of Congress</a>                |
| 8. <a href="#">Records Express</a>      | 16. <a href="#">NARA Tumblr</a>                          | 24. <a href="#">Education Updates</a>               |
|   |  | 25. <a href="#">FDR Tumblr</a>                      |

**INTERNAL (NARA@WORK) BLOGS**

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

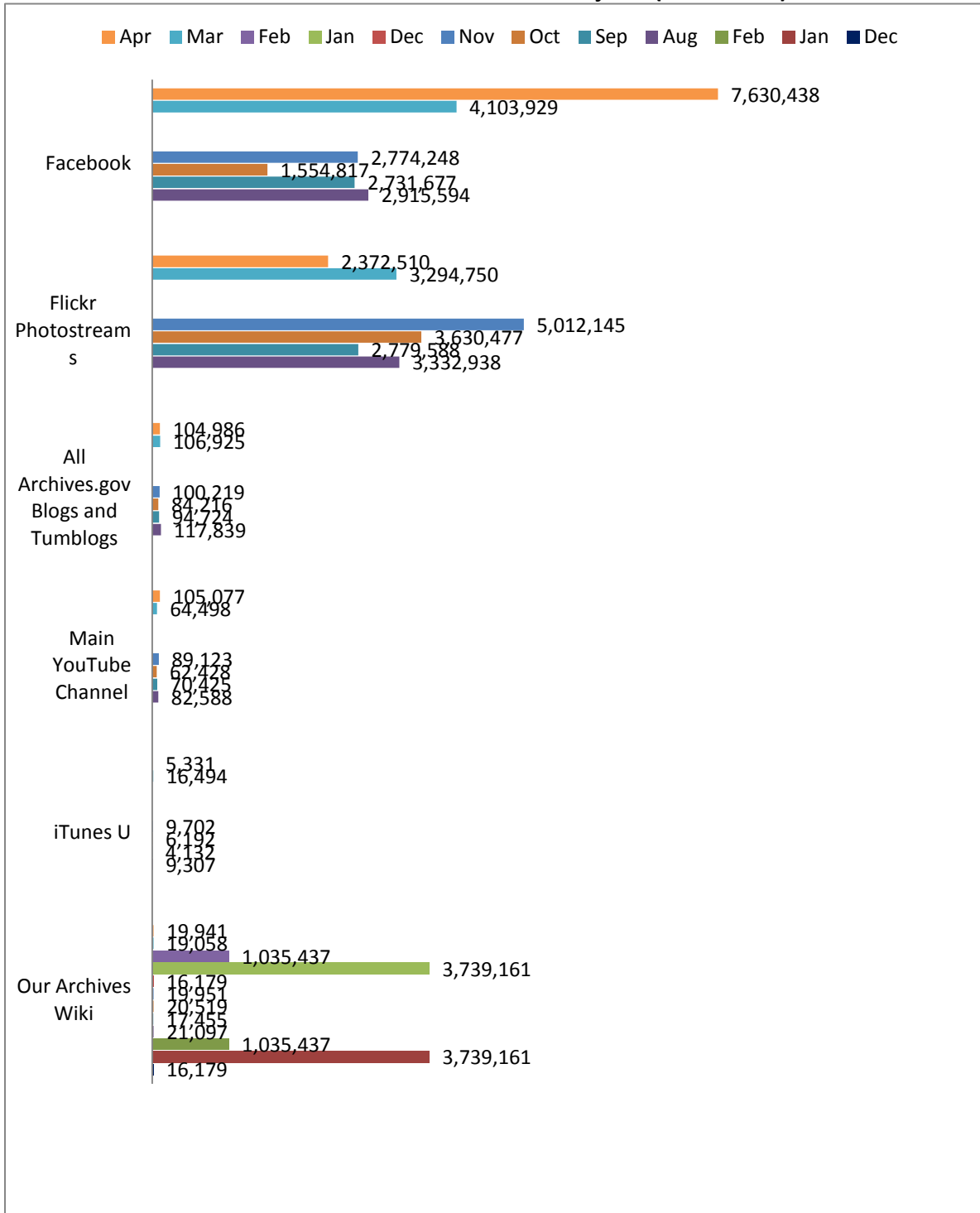
**SOCIAL MEDIA TOOLBOX (Tools currently in use)**

U.S. National Archives, Office of Innovation, Social Media Team  
<http://www.archives.gov/social-media/>

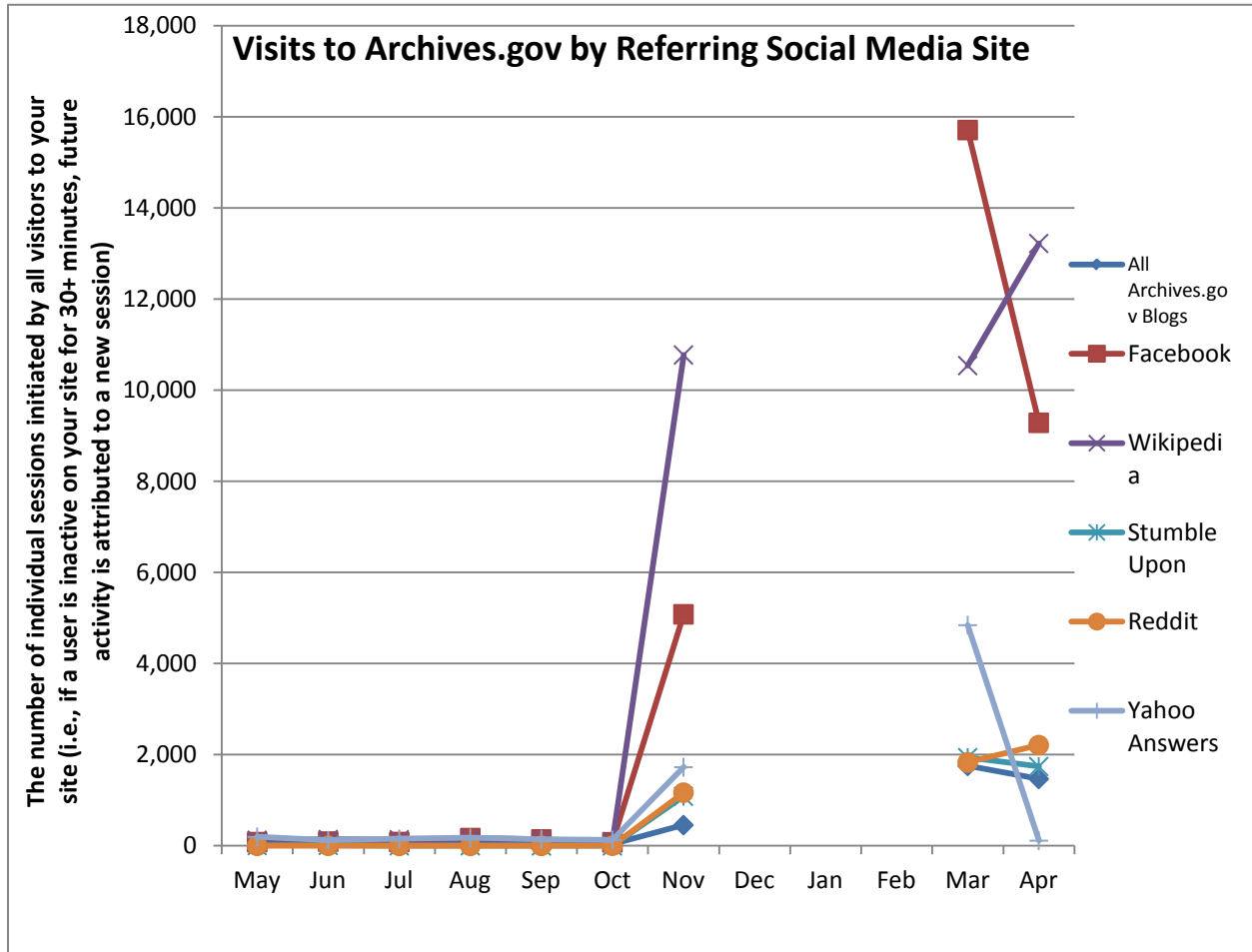
4/01/2014

- 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)**

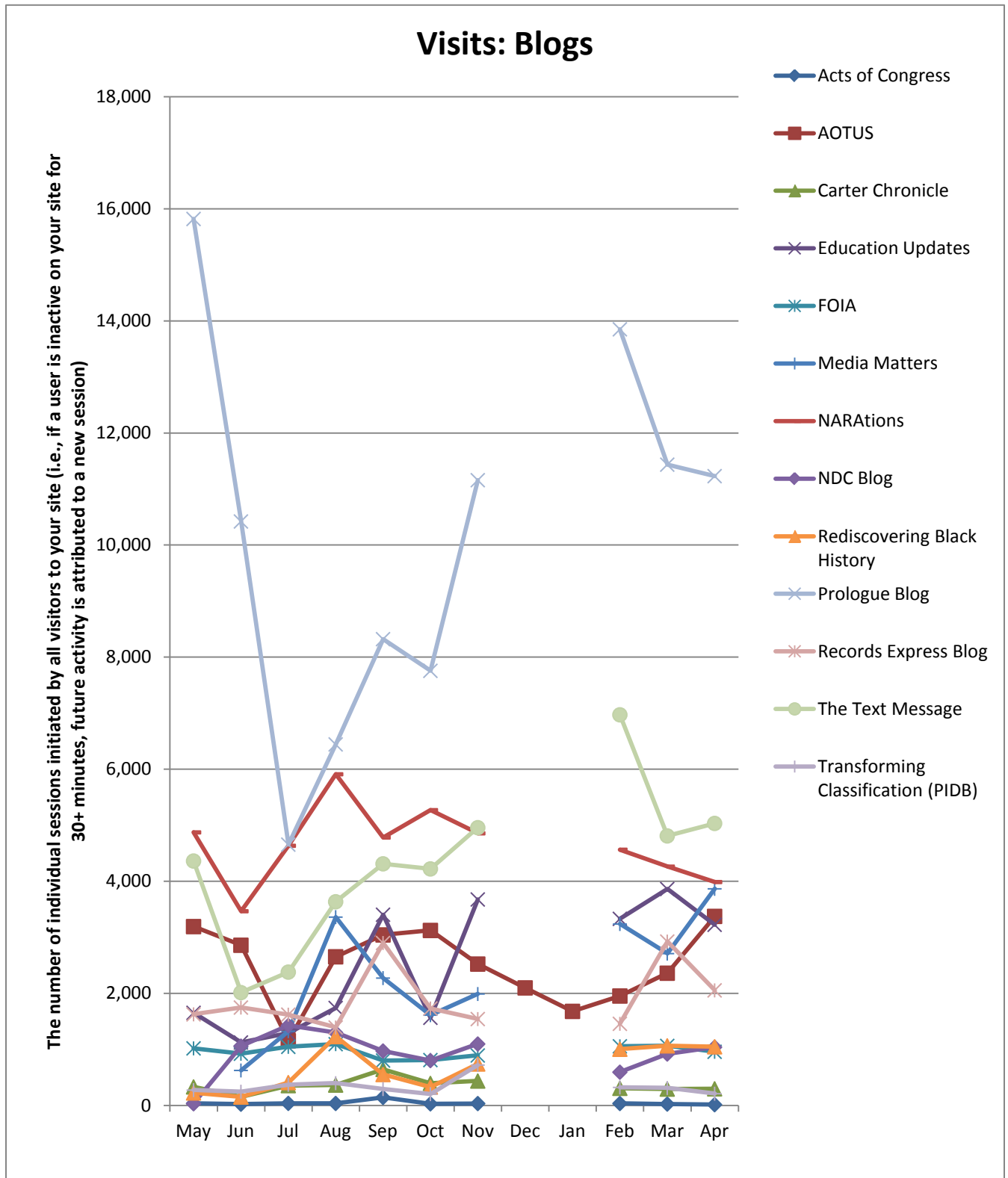


**New External Social Media Projects: April Projects**

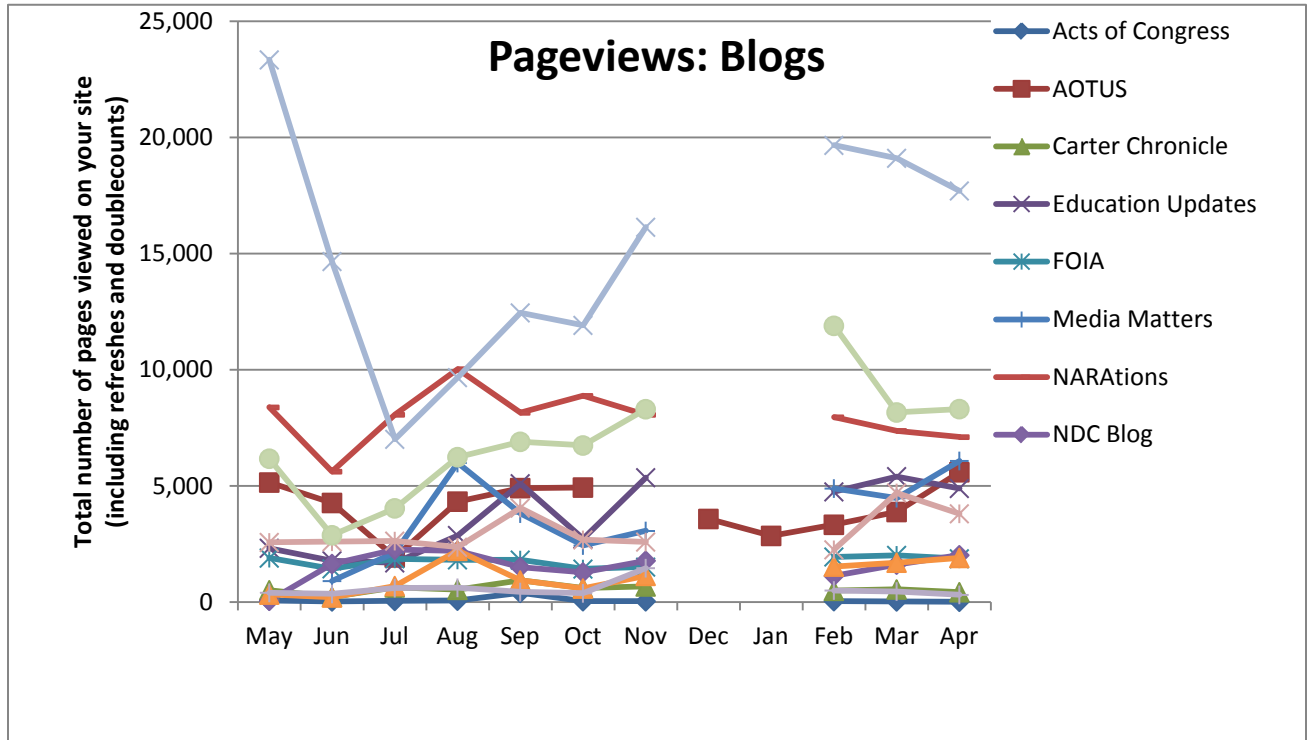
	Dipity	Facebook	Flickr	Twitter	Wiki	Tumblr	Blog	YouTube	Instagram
June						1			
July						1			
August									
September									1
October									
November				1					
December									
January									
February									
March									1
April									

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

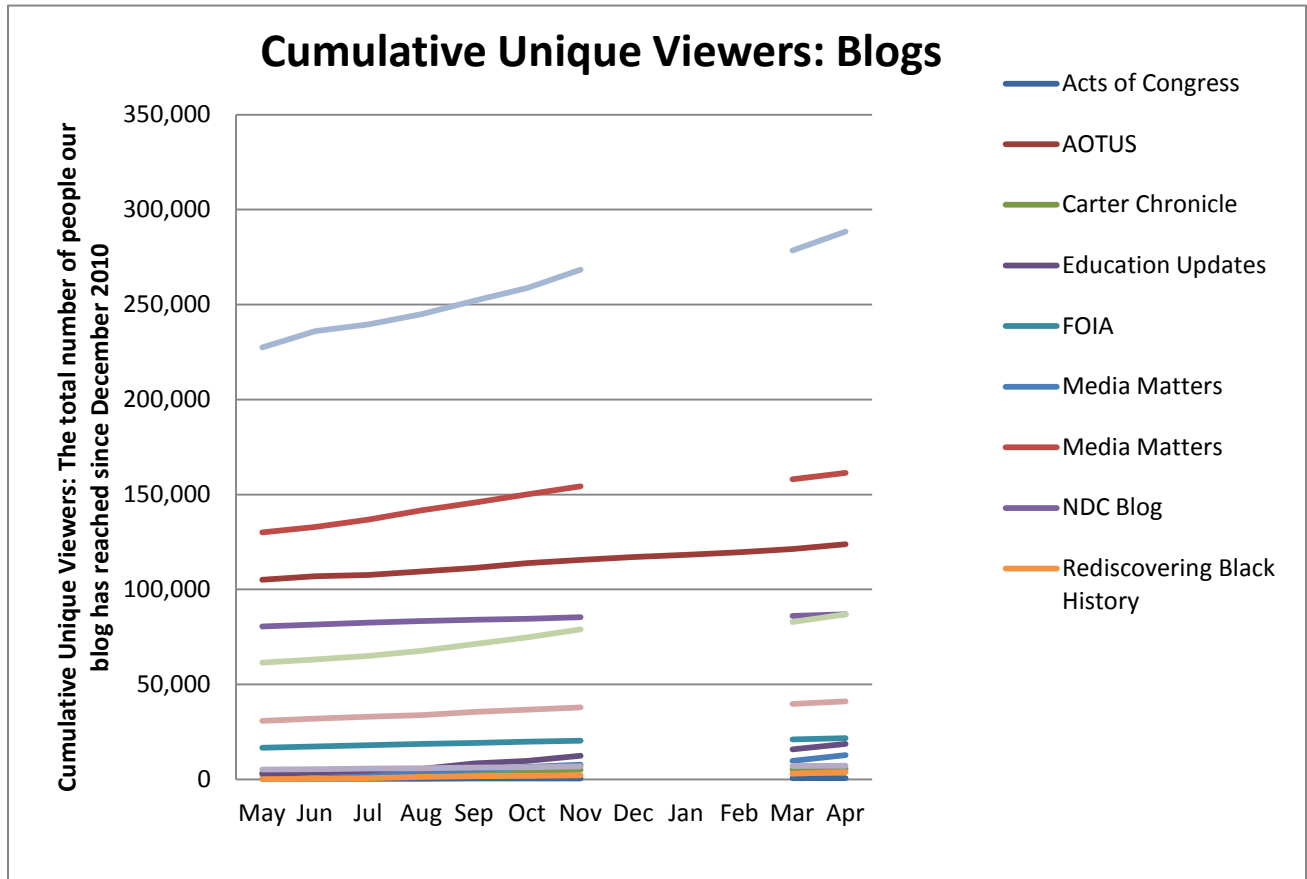
**Blog Visits (Source: Appendix II.A)**



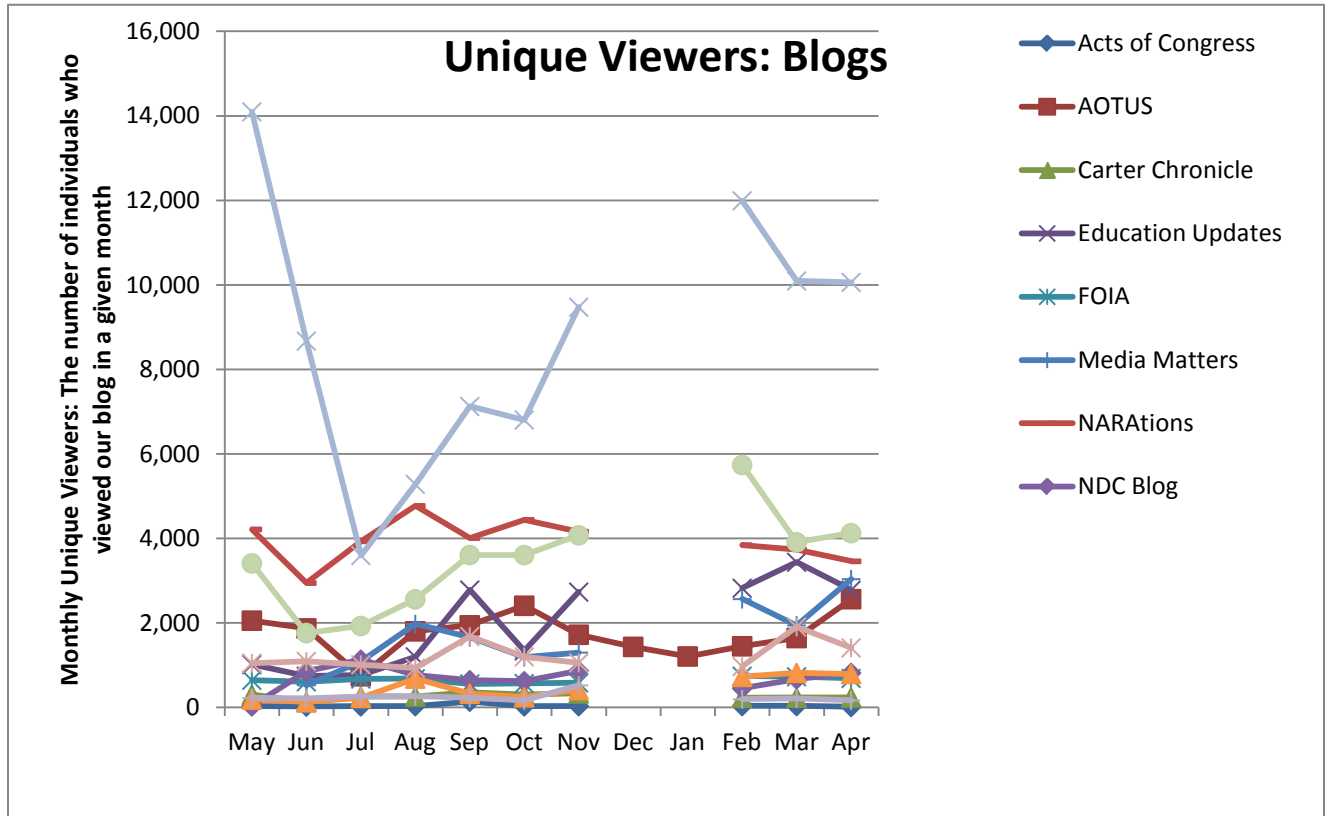
**Blog Pageviews (Source: Appendix II.B)**



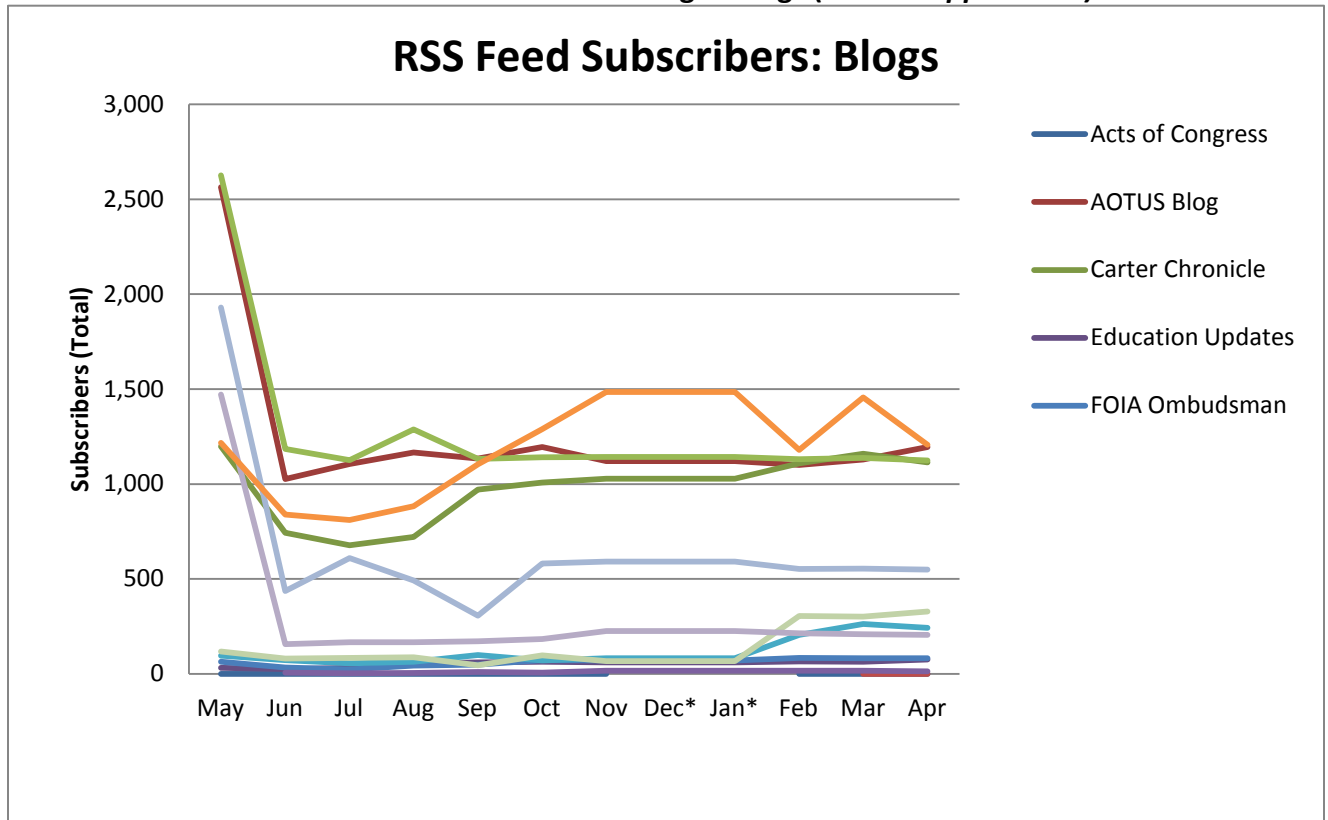
**Blog Cumulative Unique Viewers (Source: Appendix II.C)**



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



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

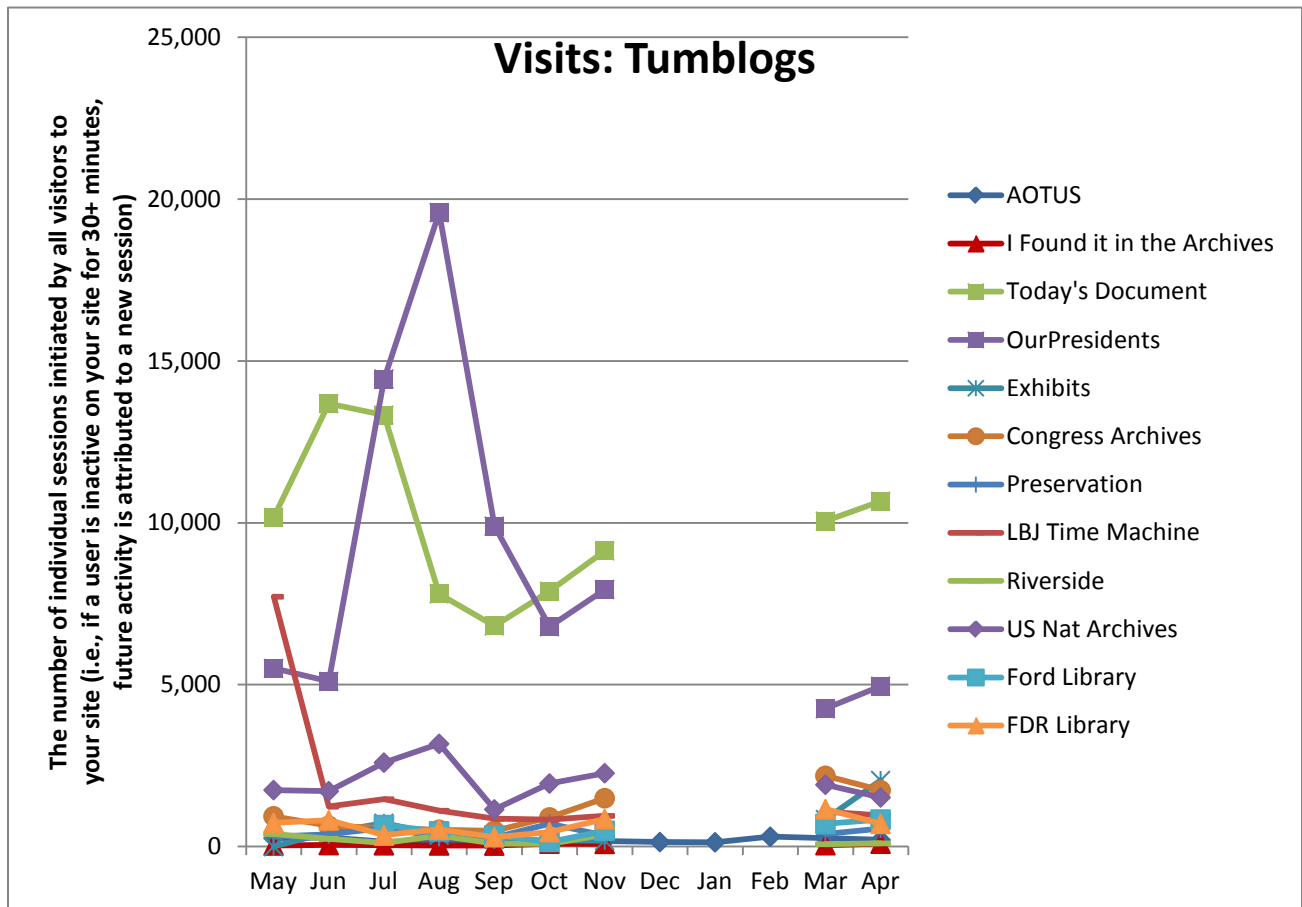


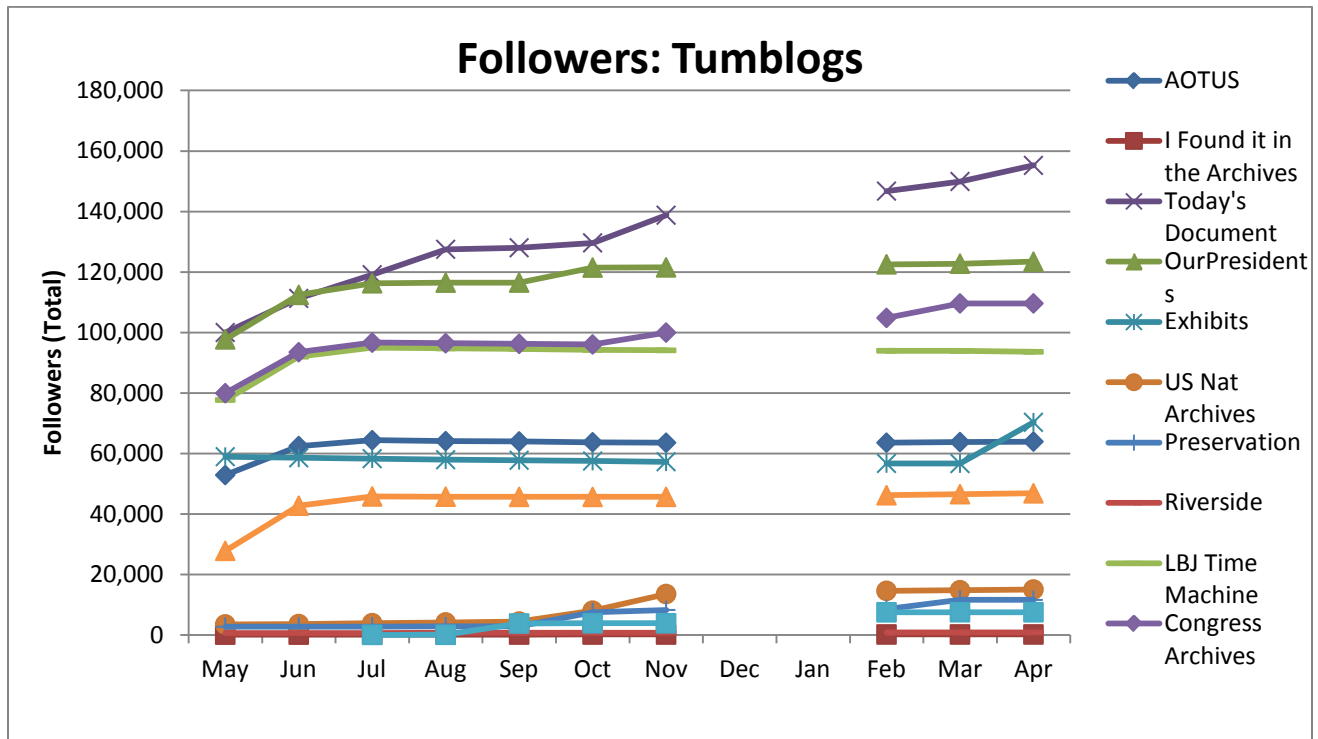
**Top 5 Most Shared Blog Posts in April**

Blog	Reblogs	Post Title
Today's Doc	8196	<a href="#">Lincoln Animated GIF</a>
Today's Doc	2038	<a href="#">It's April 15 – Are Your Taxes Done</a>
Today's Doc	1068	<a href="#">In Vermont, even dogs get excited for the Bookwagon!</a>
Today's Doc	855	<a href="#">It's National Library Week</a>
Today's Doc	701	<a href="#">Photograph of Hungry Internees at the German Prison Camp</a>

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

**Tumblog Visits**

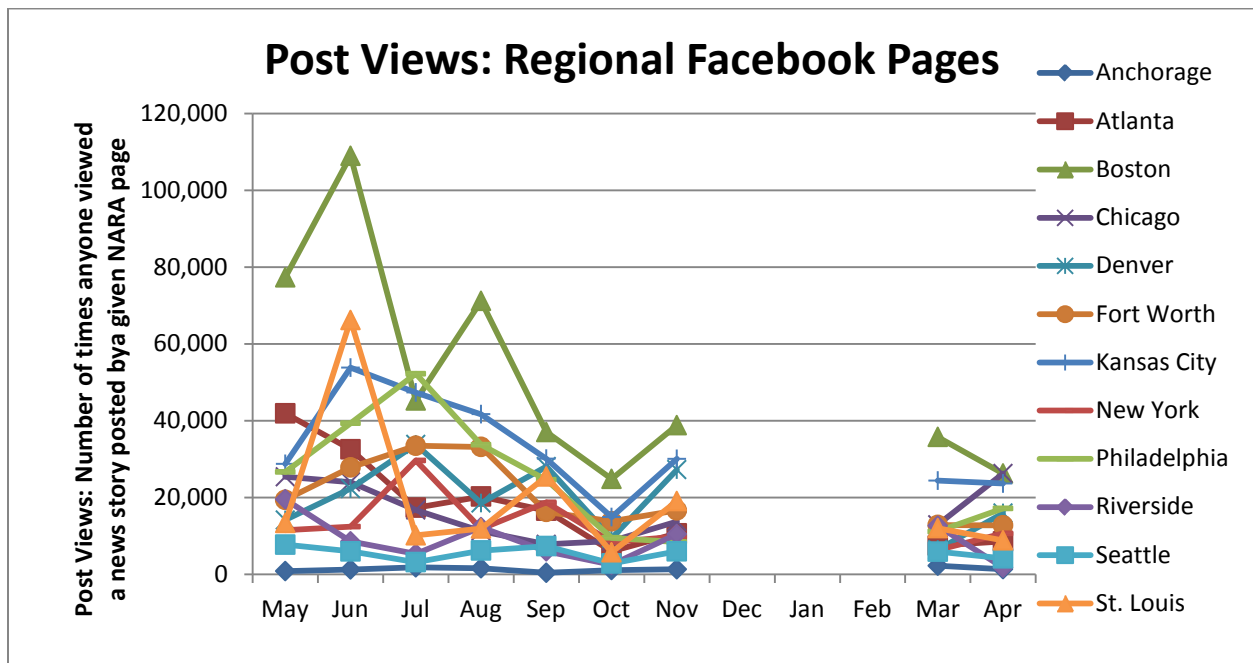




Followers on Tumblogs (Source: Appendix IV)

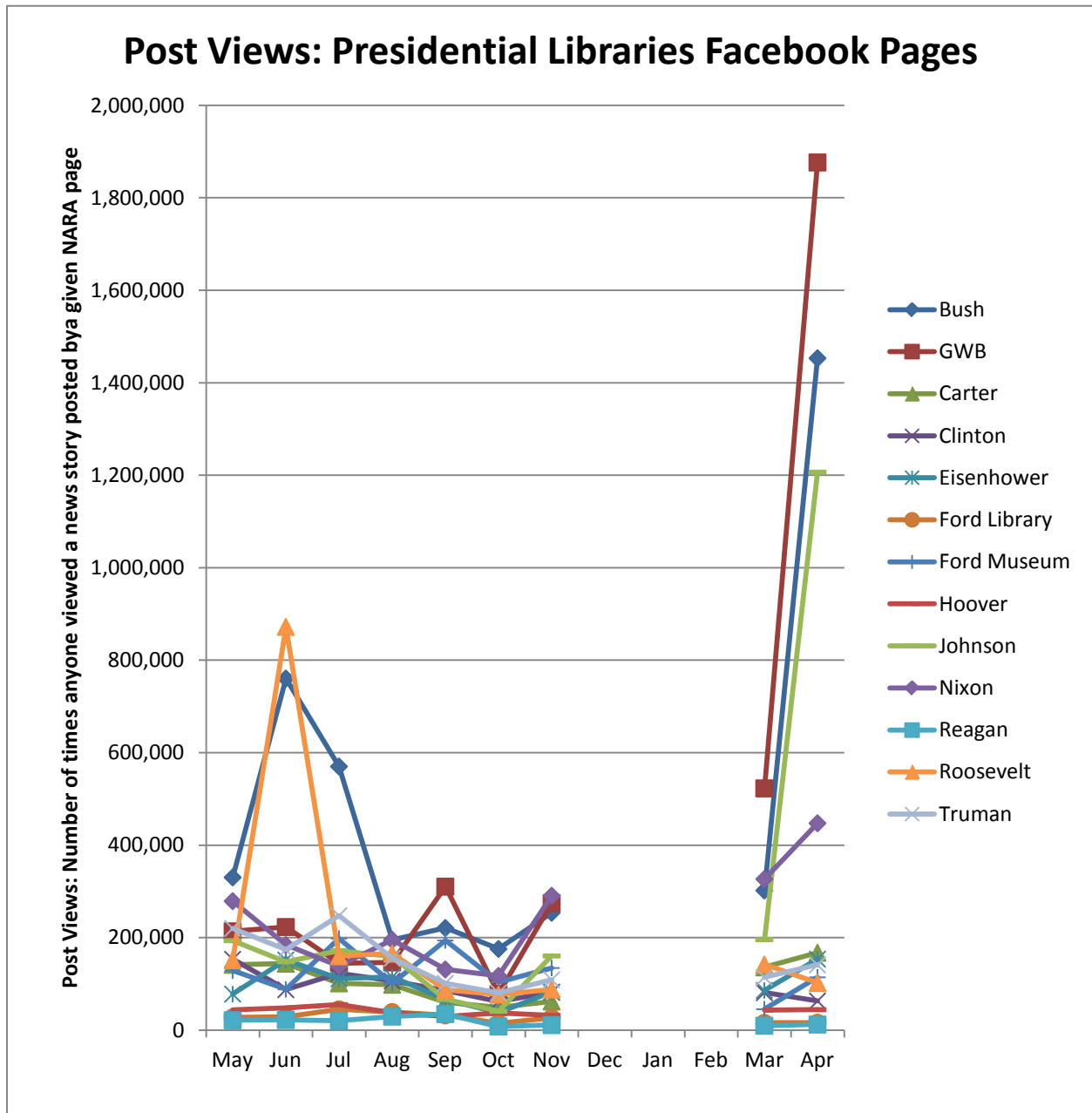
Social Media Tools: Detail View – Facebook

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

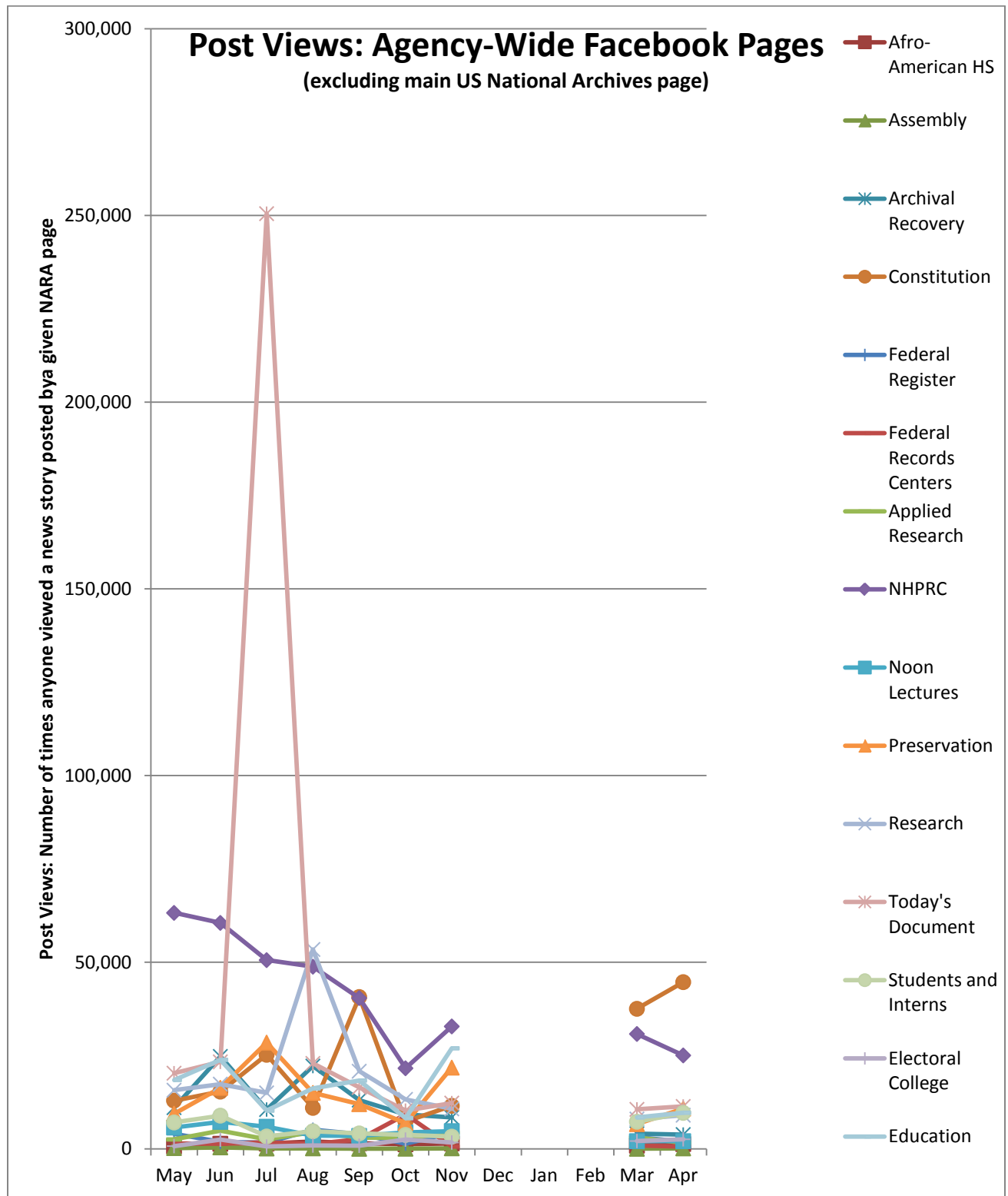


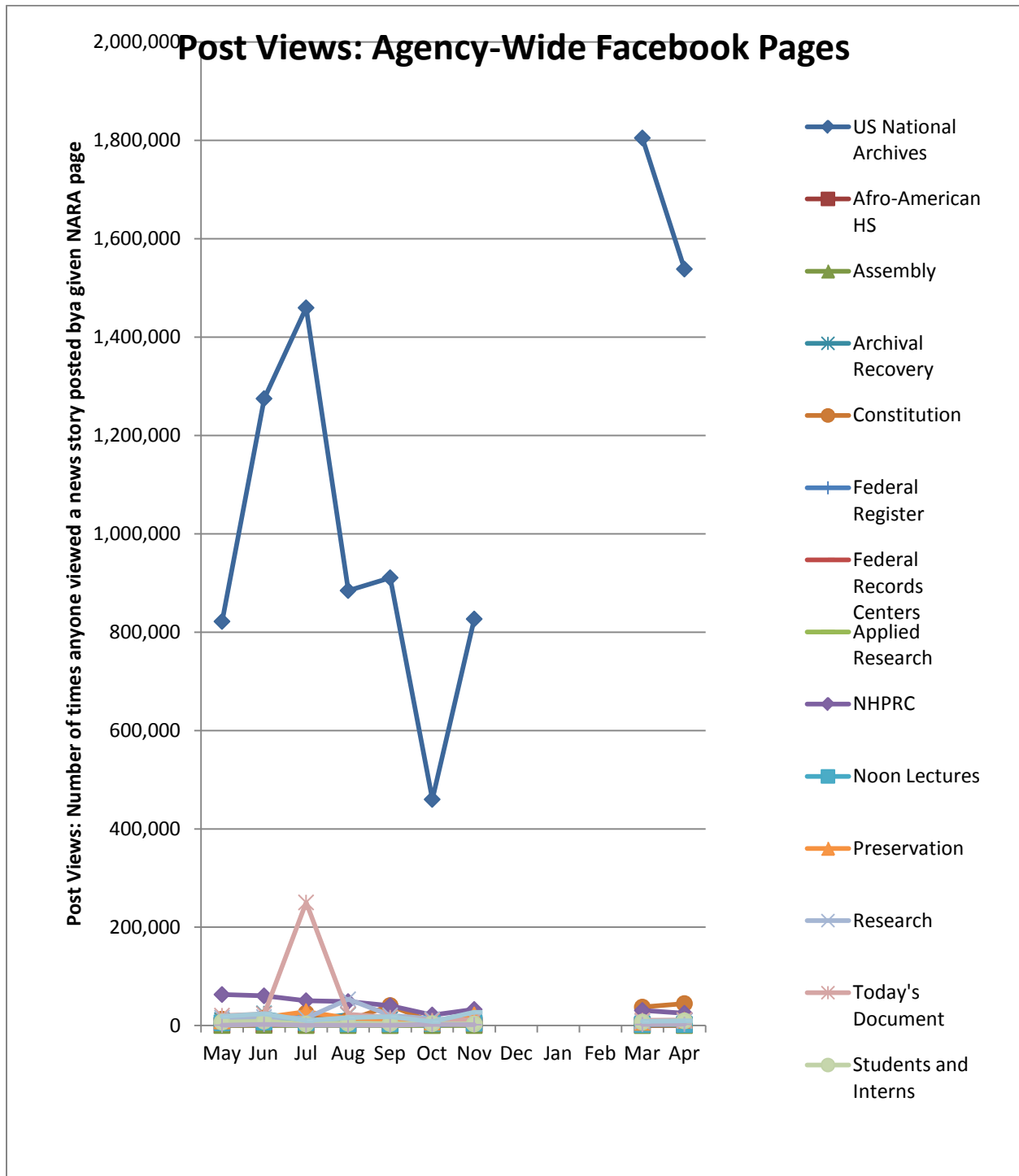


Post Views on Presidential Library Pages (Source: Appendix IV.A)

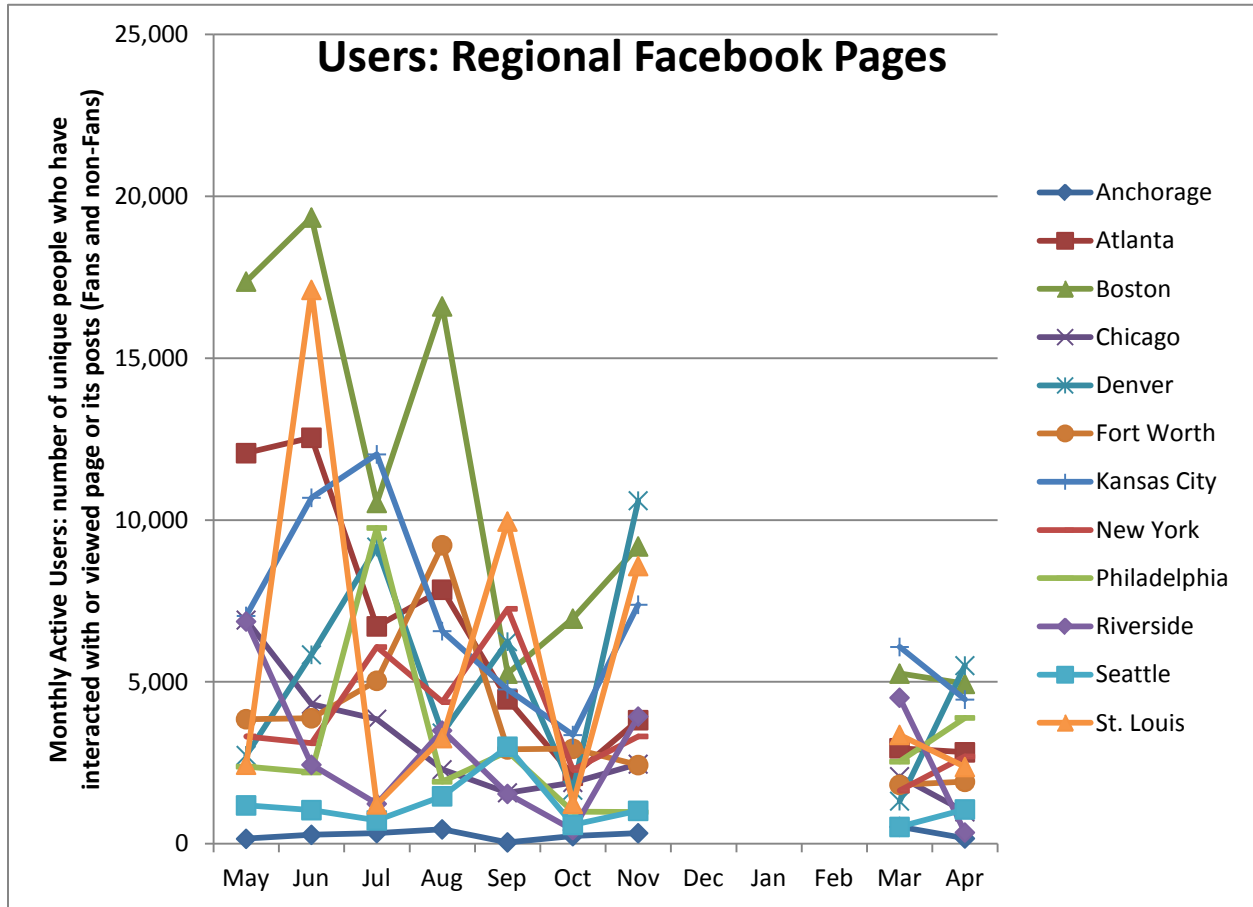


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

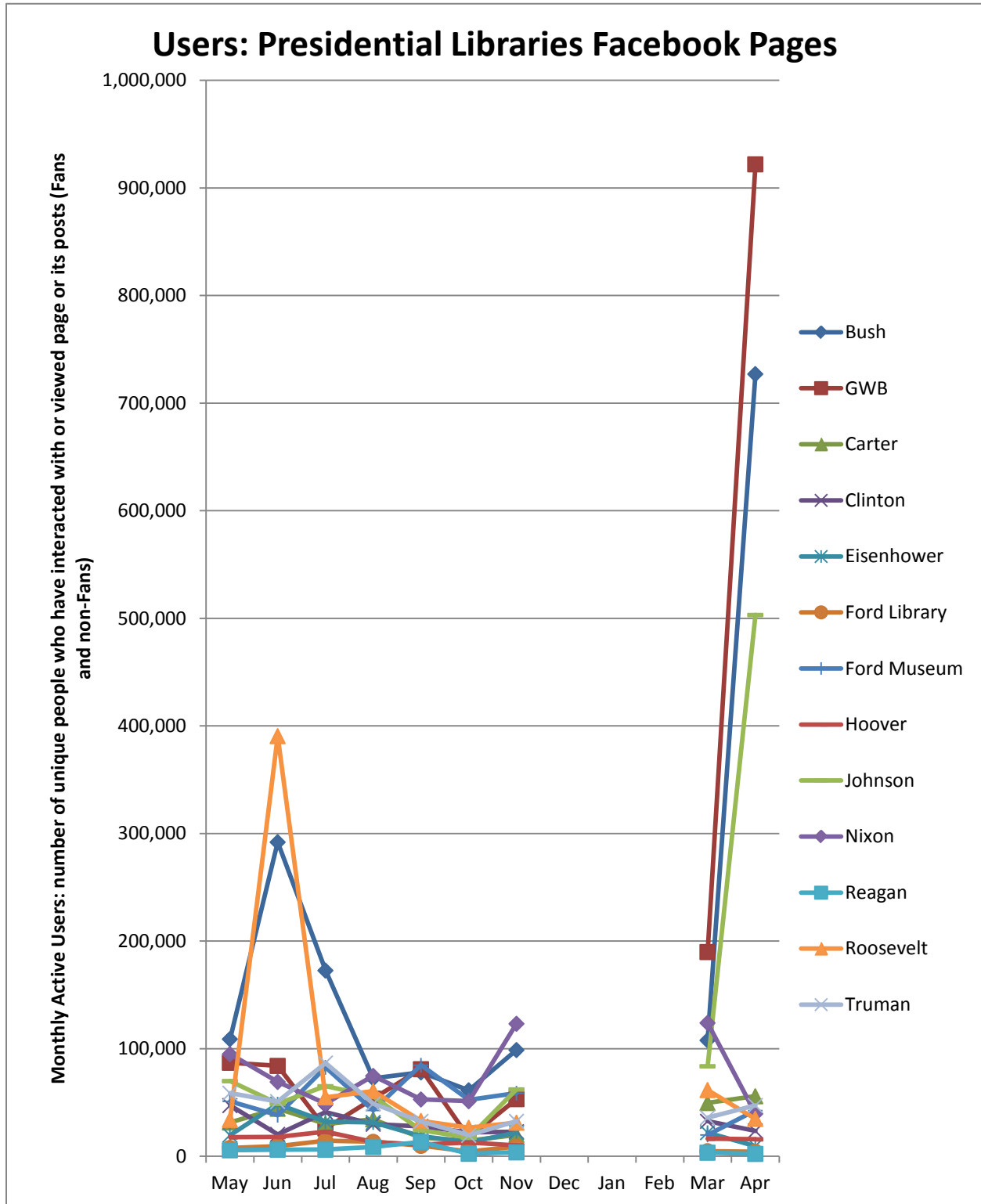




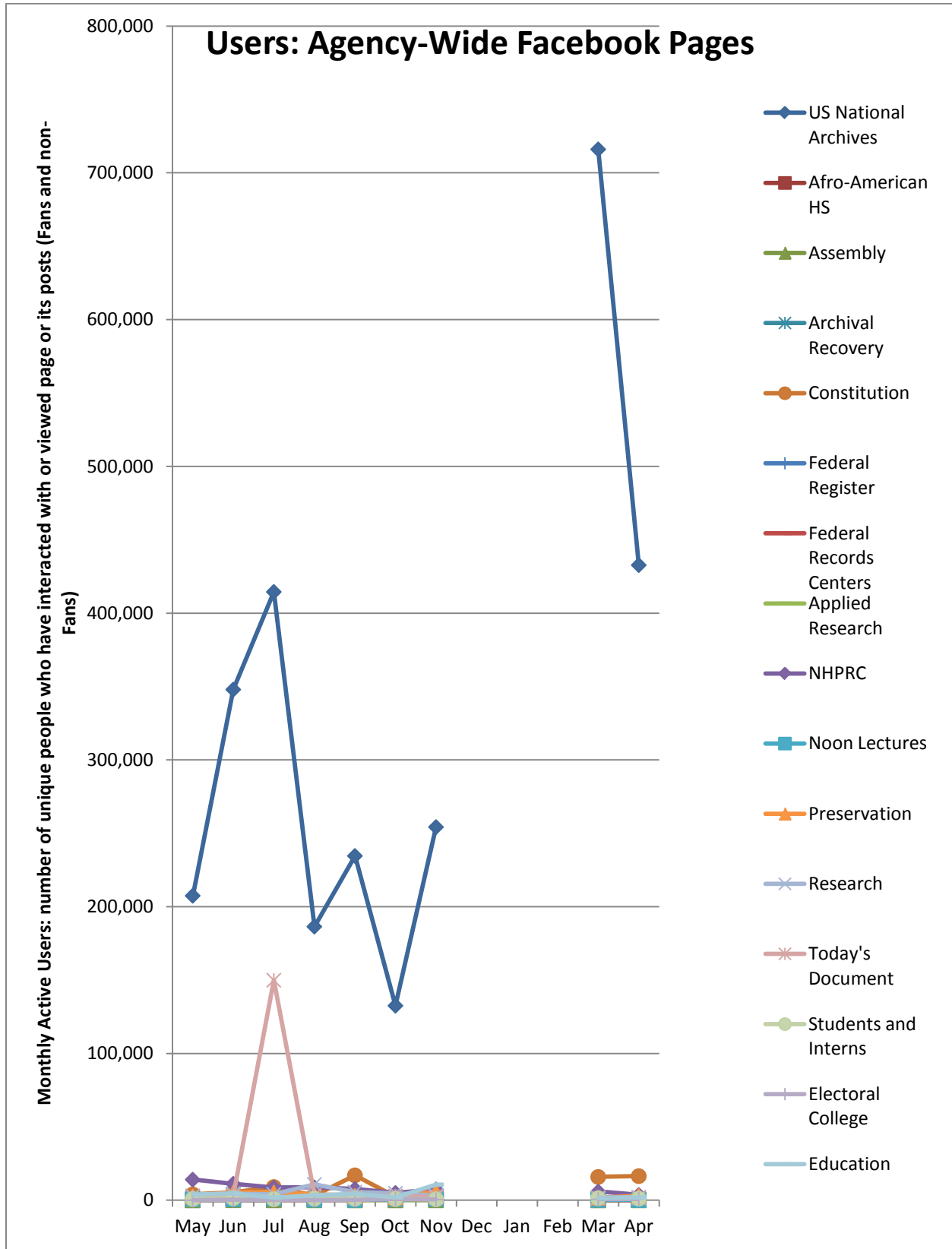
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

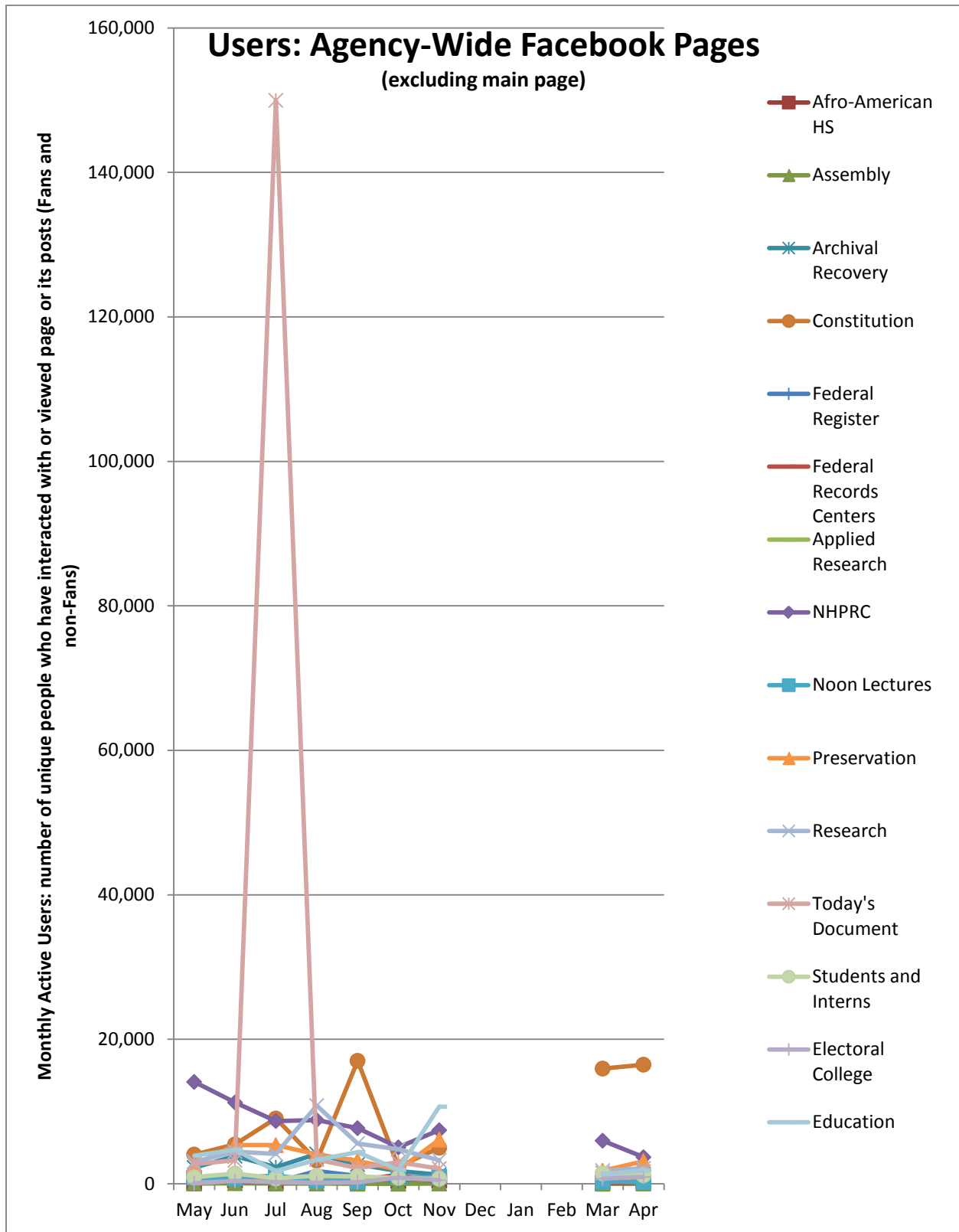


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



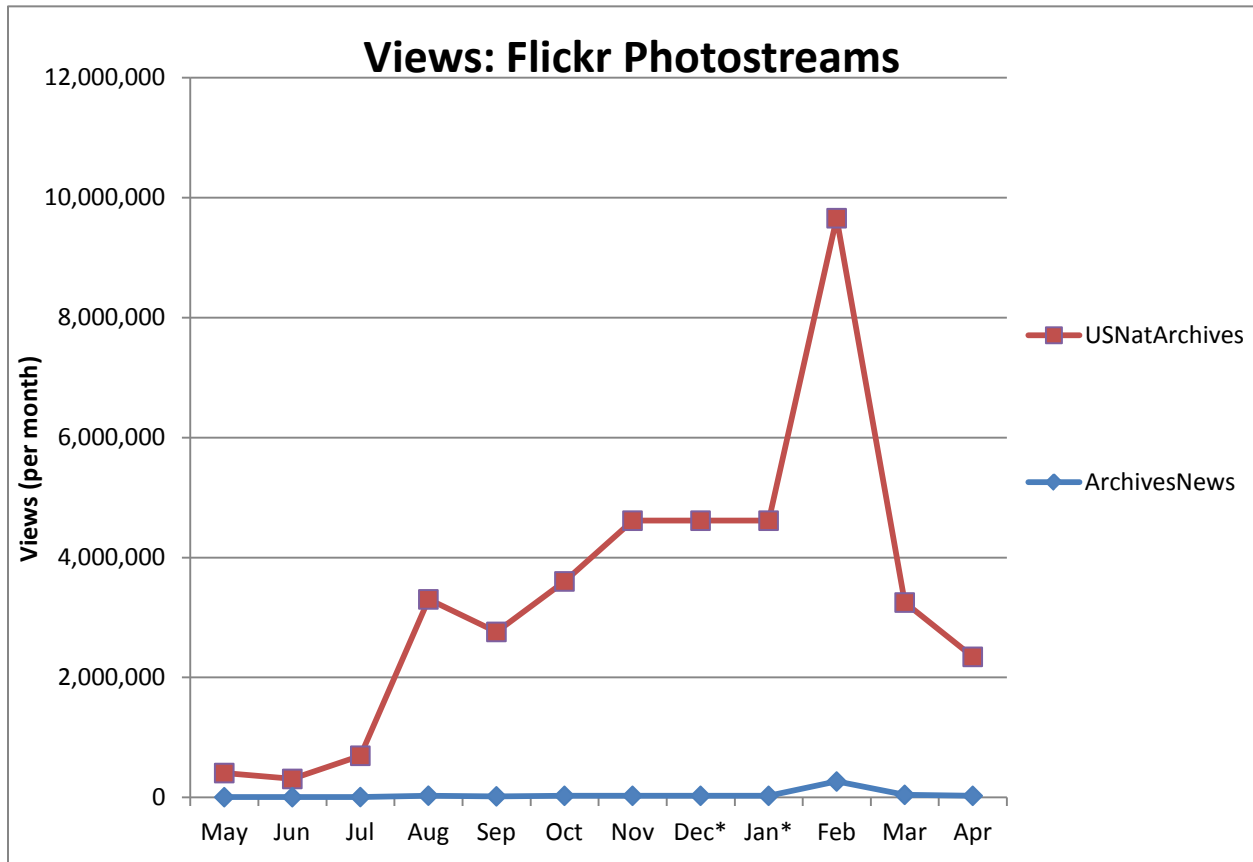
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



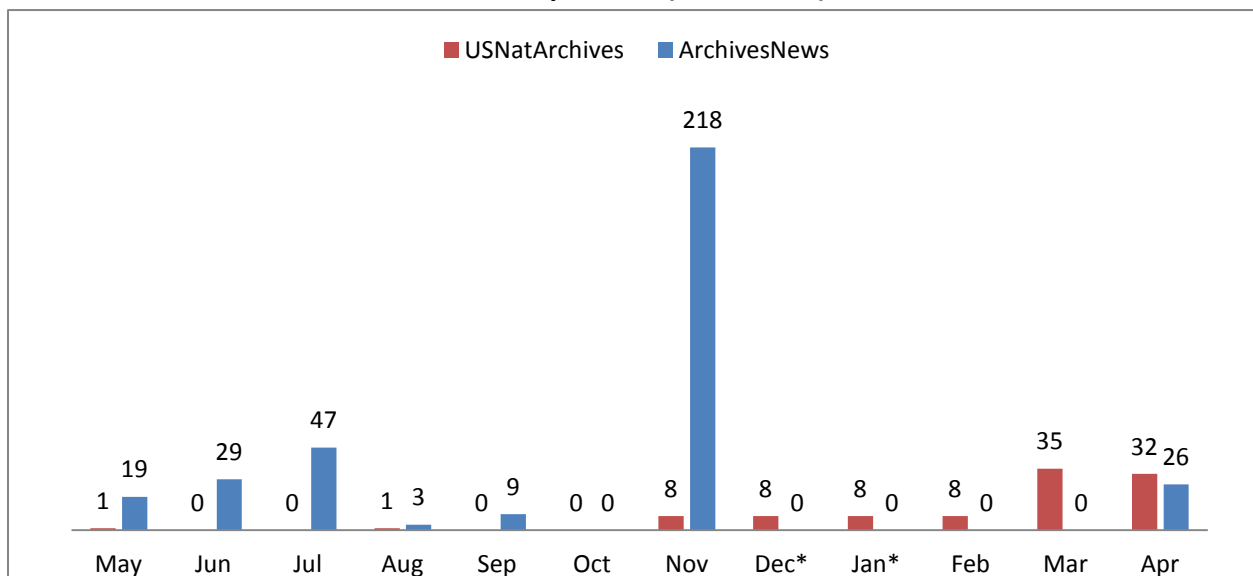


Social Media Tools: Detail View – Flickr

Views on Photostreams (Per Month)

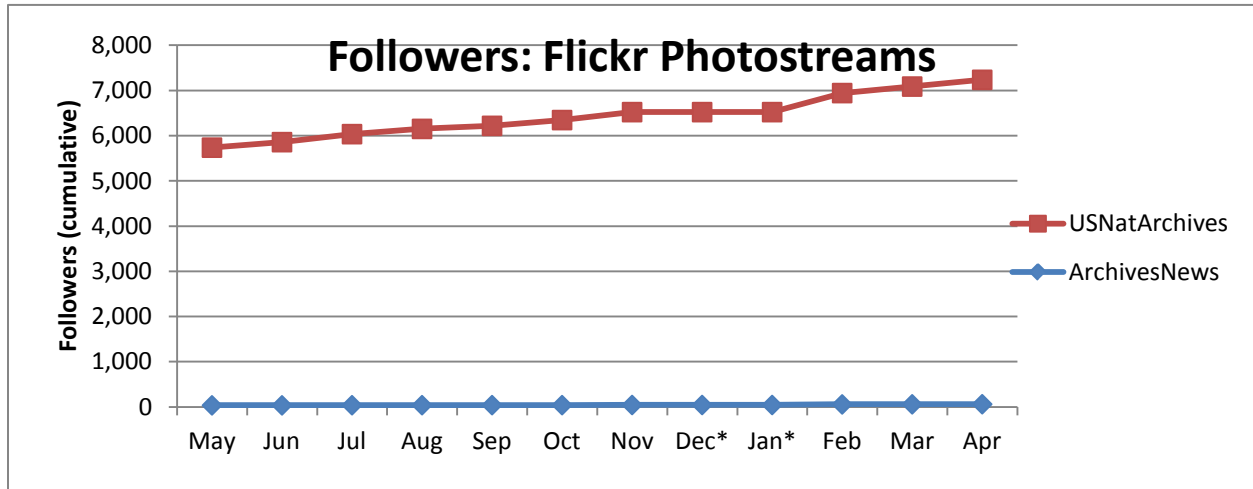


Photos Uploaded (Per Month)



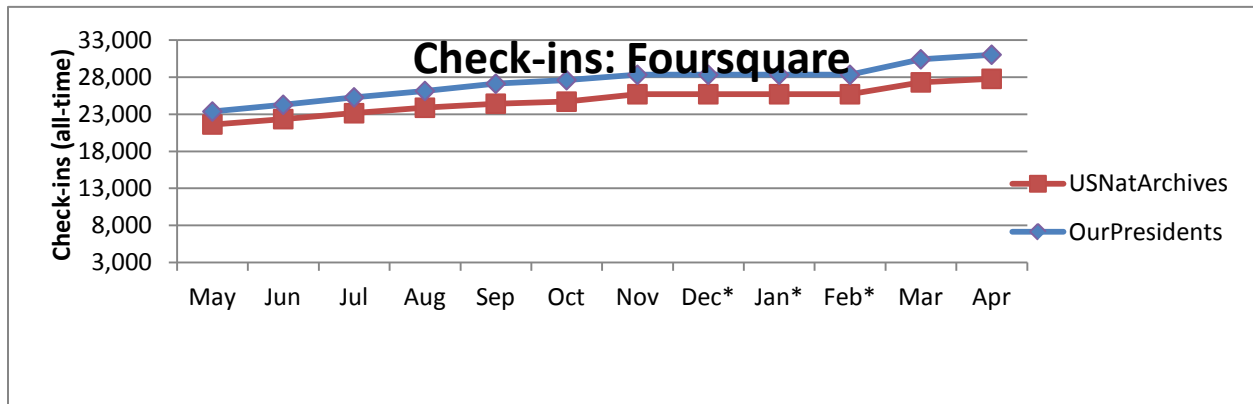


**Followers of Photostreams (Cumulative)**

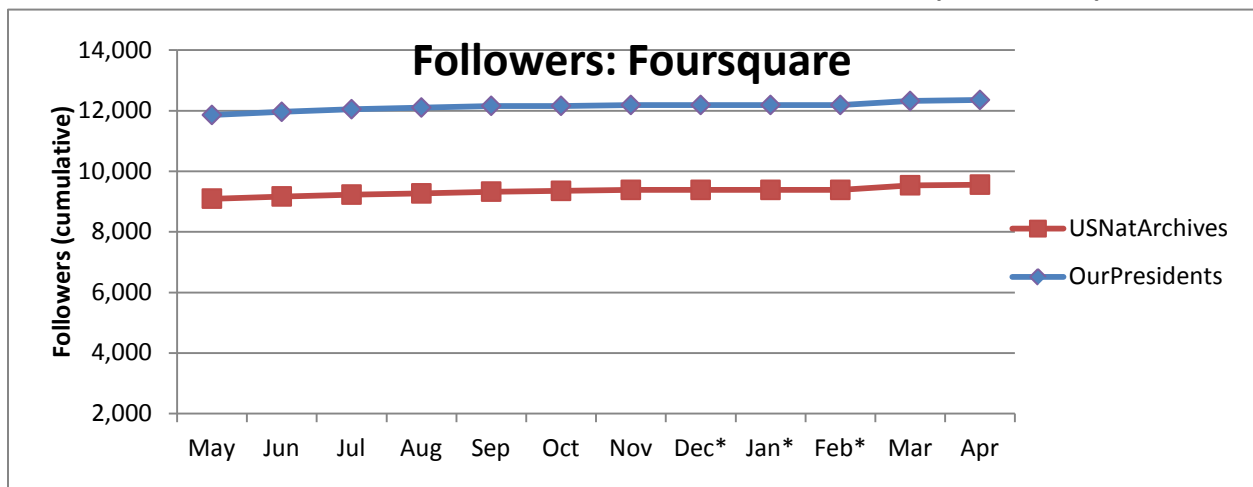


**Social Media Tools: Detail View – Foursquare**

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

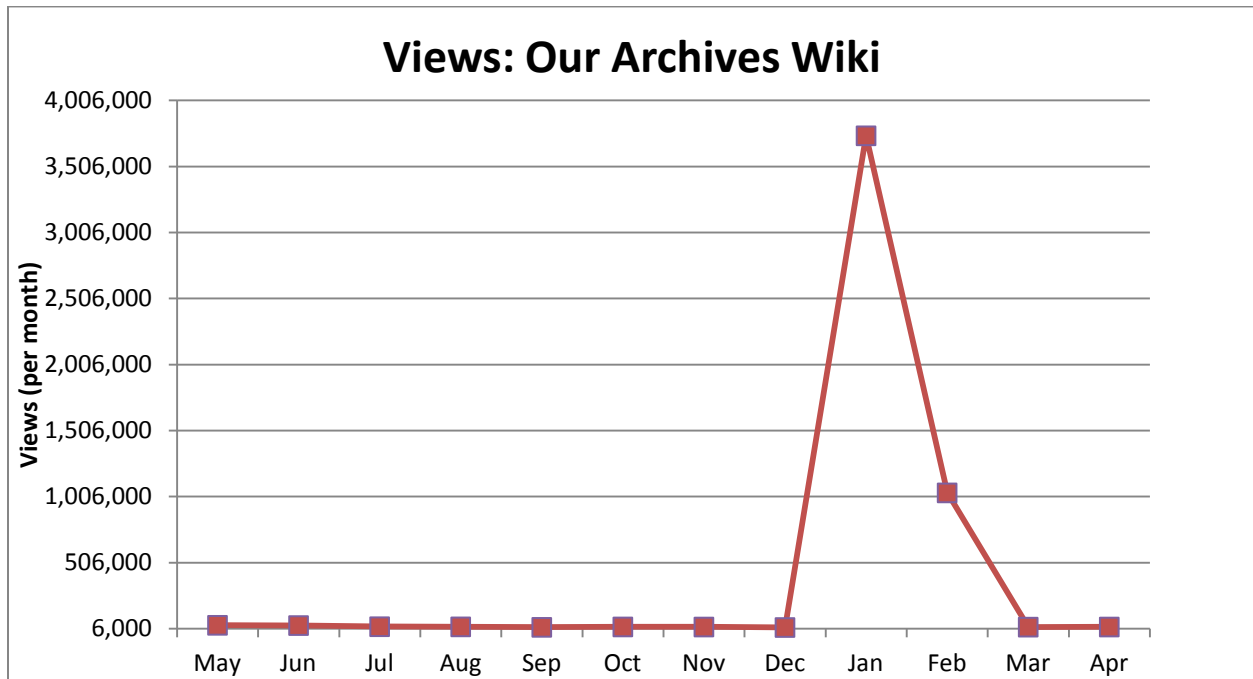


**Number of Followers of USNatArchives and OurPresidents (Cumulative)**

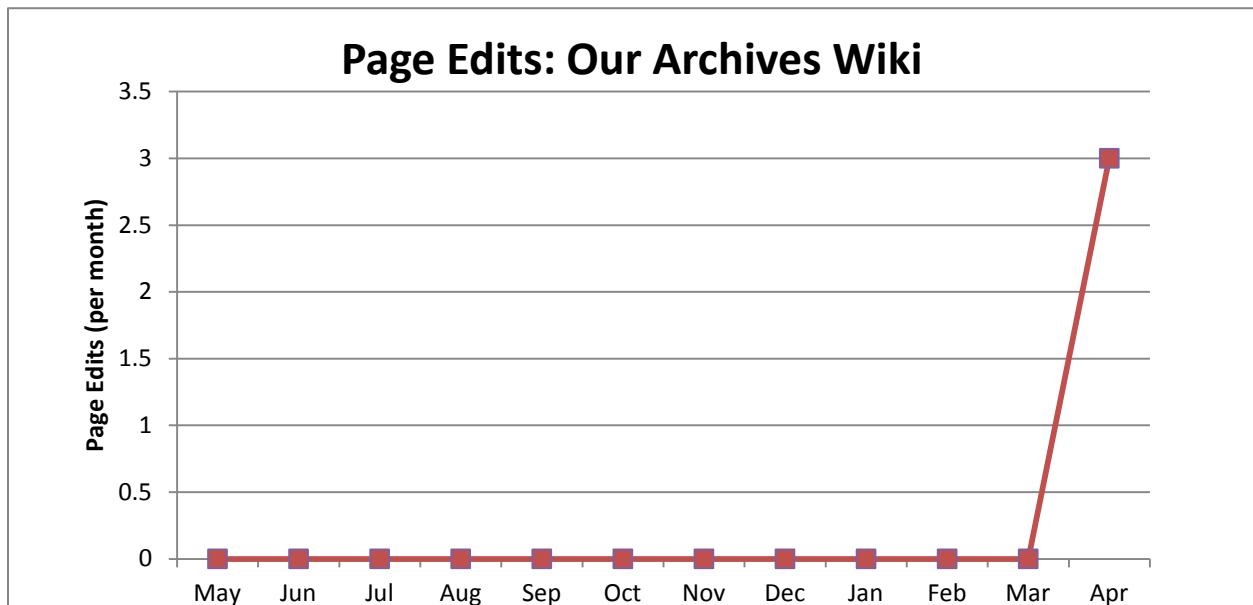


Social Media Tools: Detail View – *Our Archives Wiki*

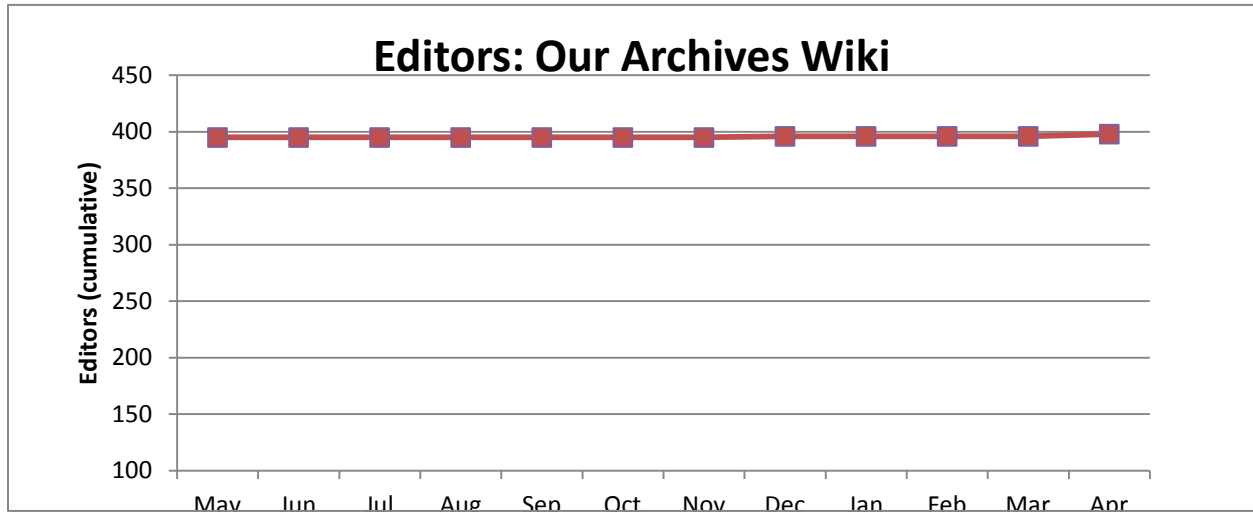
Views on Our Archives Wiki (Per Month)



Edits on Our Archives Wiki (Per Month)

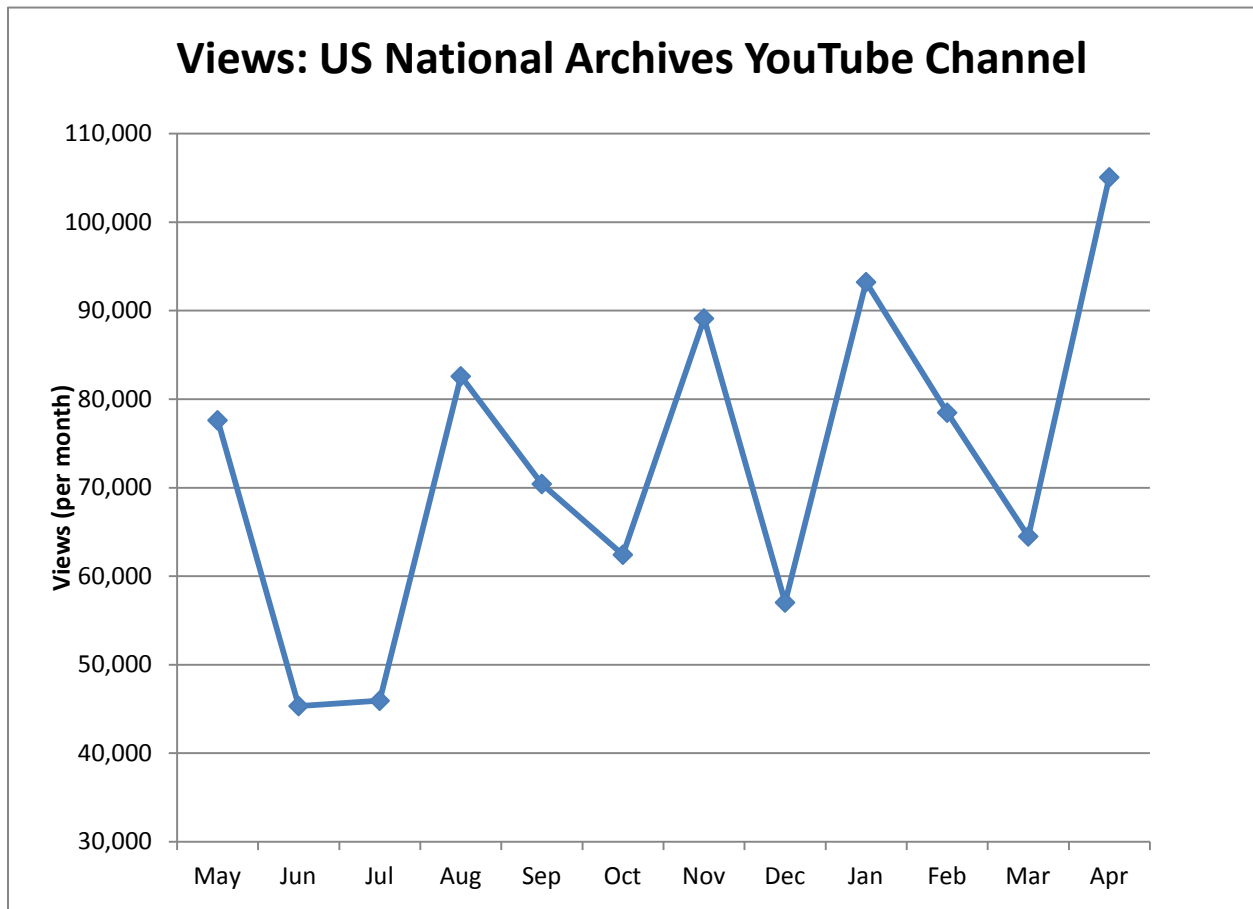


Editors on Our Archives Wiki (Cumulative)

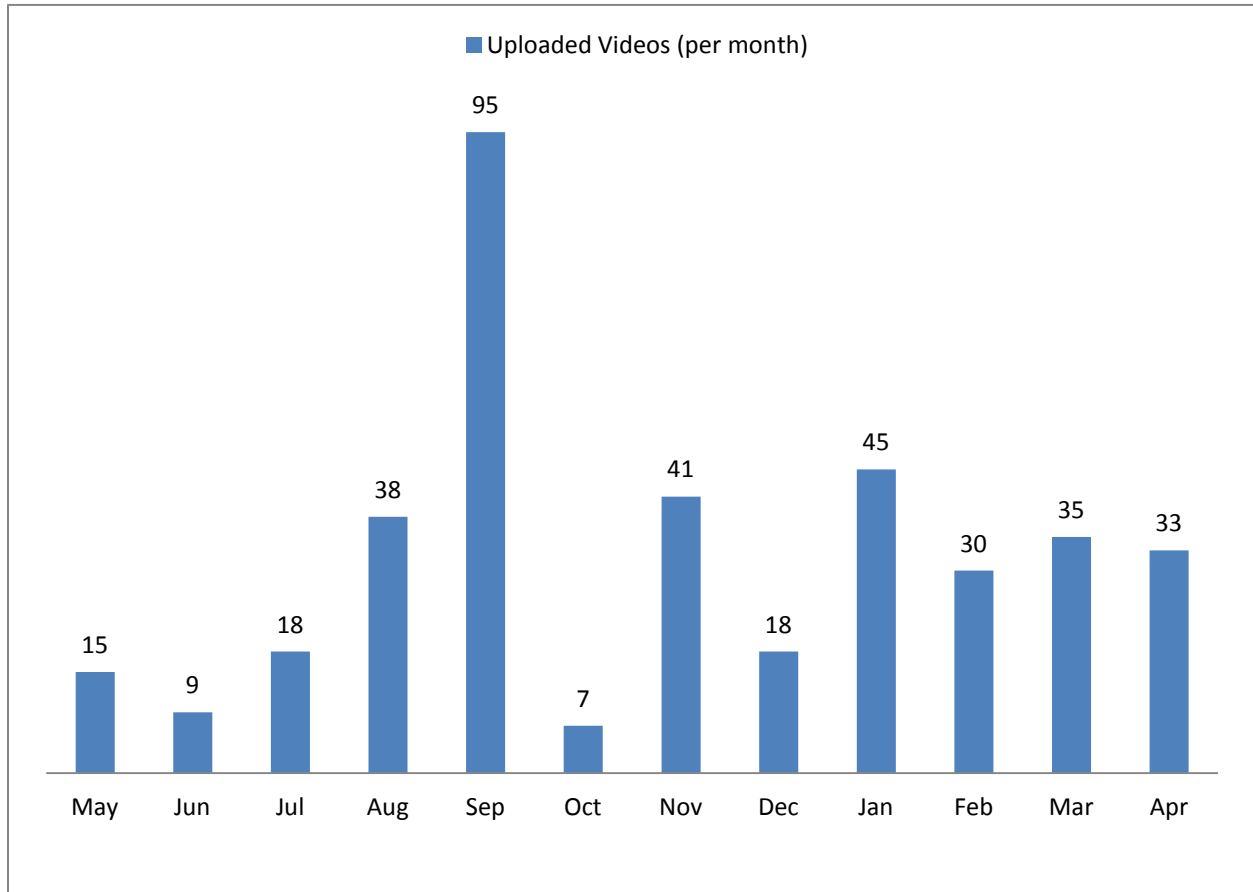


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



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

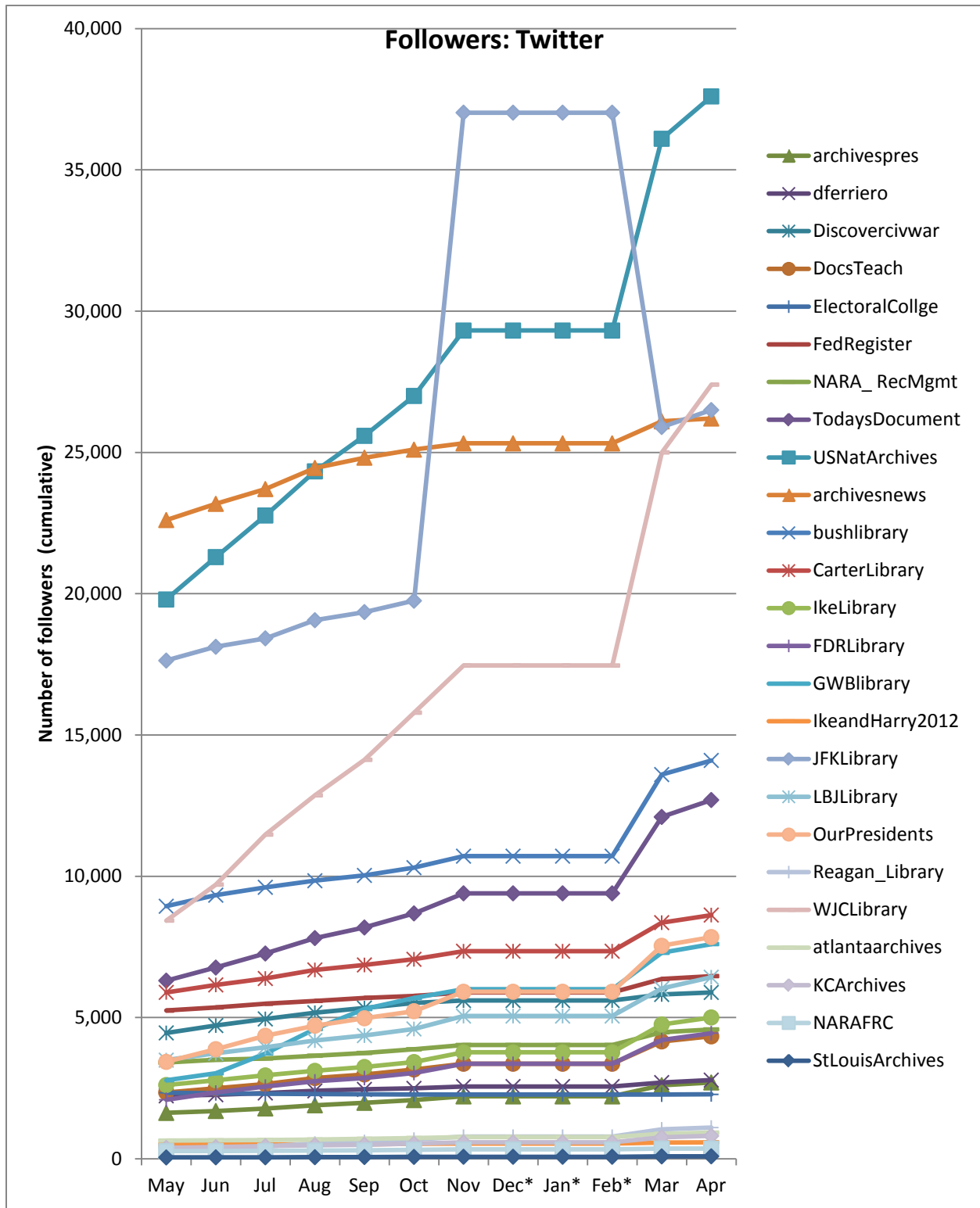


**Top 5 Most Viewed Videos for April 2014 on US National Archives Channel**

Video Title	Views
Curious Alice, 1971	23,080
Right on the Button	15,133
Stories from the Great Depression	8,700
Private Snafu in "Censored." 1944	1,983
Electoral College and the National Archives	1,515

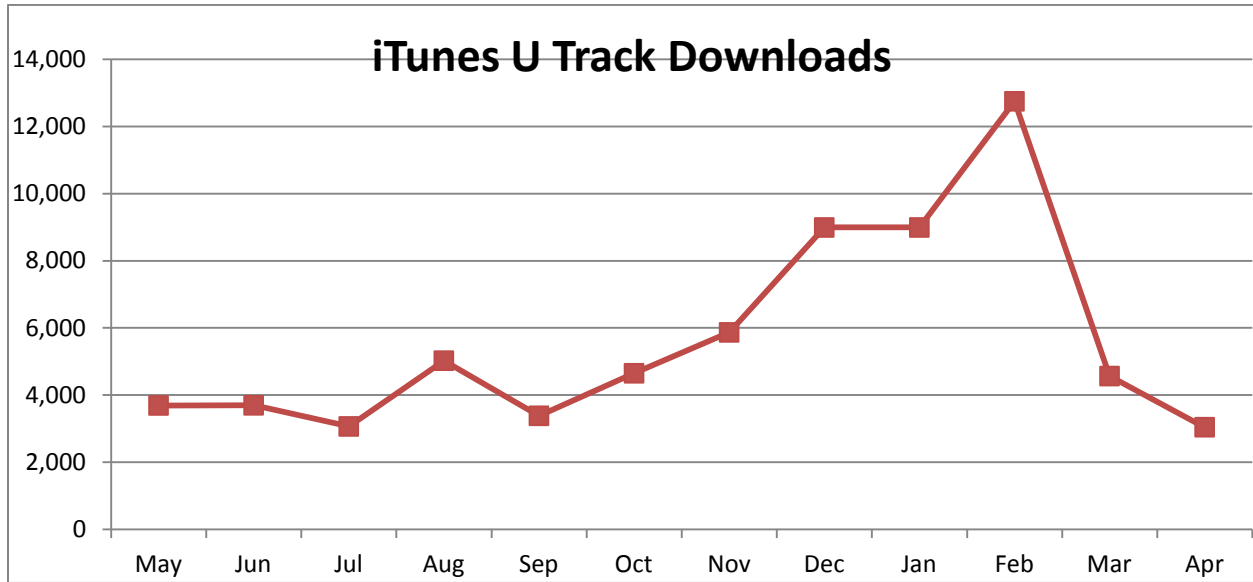
Social Media Tools: Detail View – Twitter

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

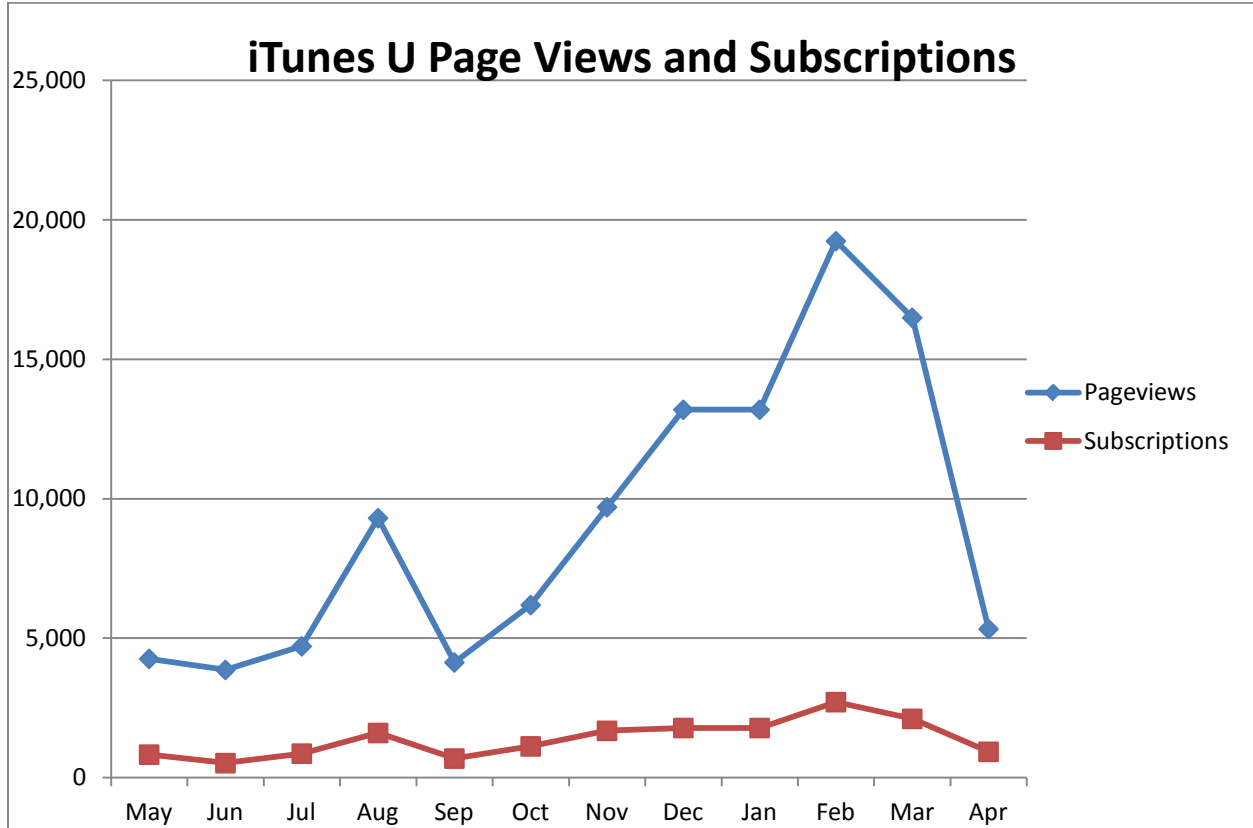


**Social Media Tools: Detail View – iTunes U**

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

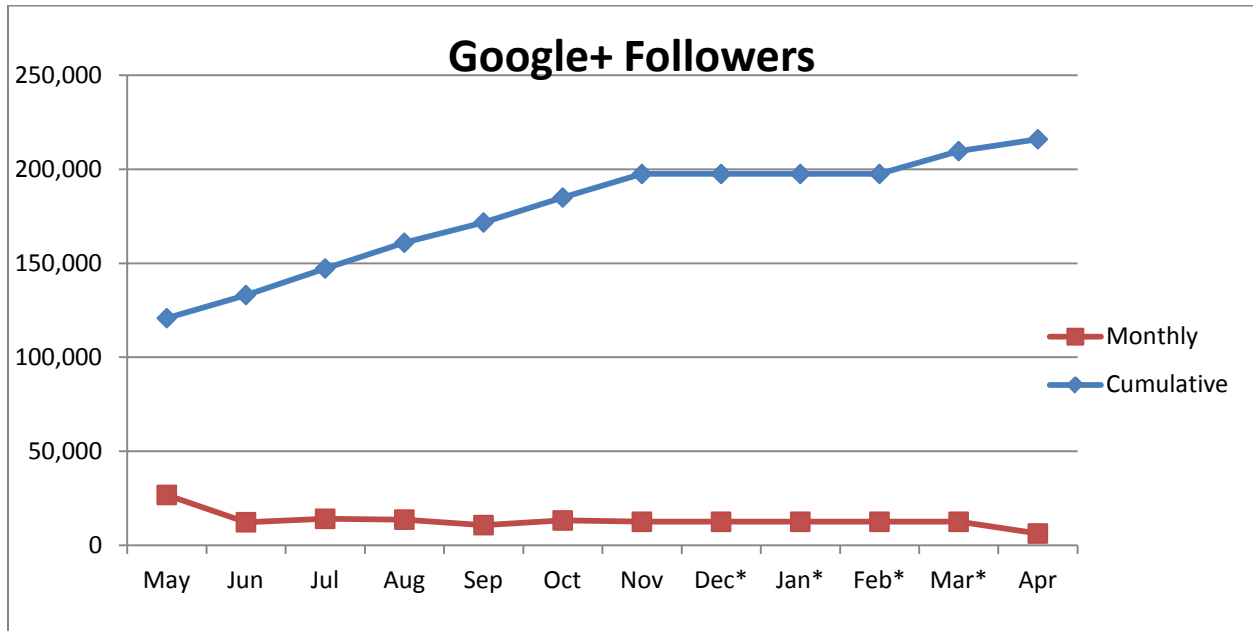


**Page Views and Subscriptions on U.S. National Archives iTunes U (Source: Appendix VI)**



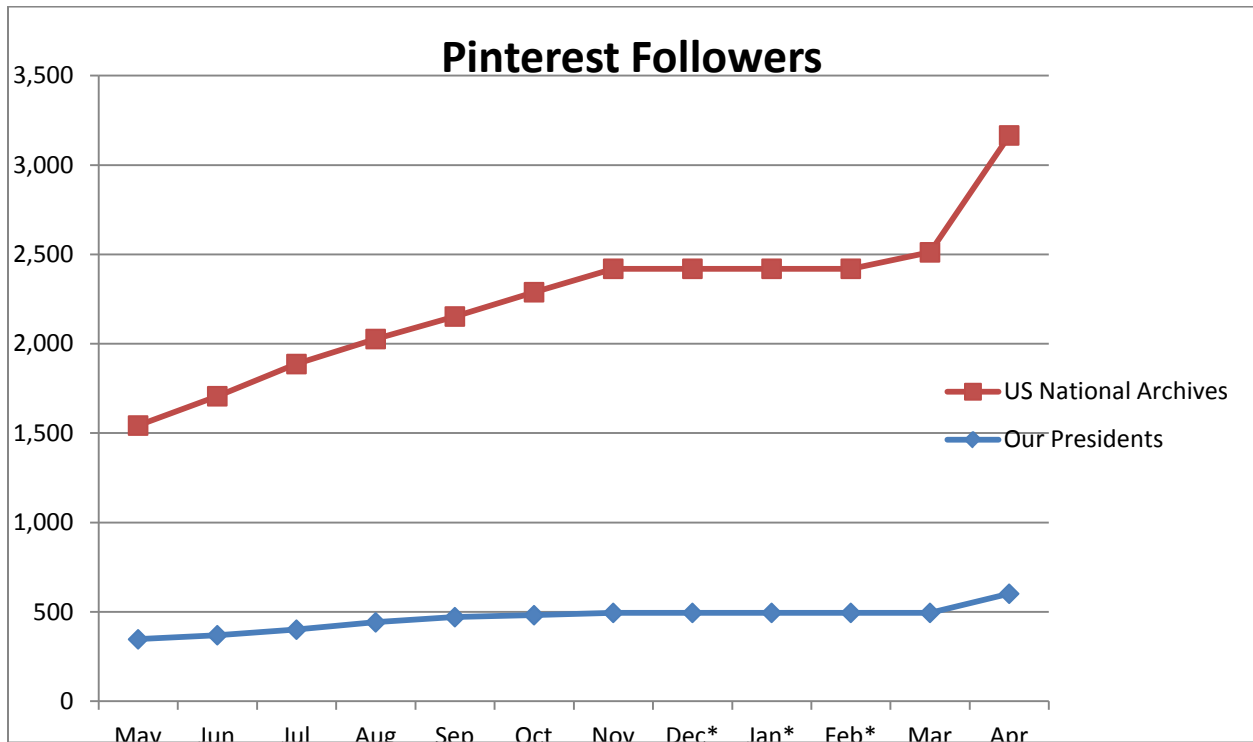
**Social Media Tools: Detail View – Google+**

**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.

Blog Visits	FY14											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Acts of Congress	39	24	38	37	144	30	35			36	26	15
Annotation (NHPRC)										2,474	1,751	1,032
AOTUS	3,193	2,860	1,156	2,654	3,044	3,124	2,524	2,099	1,680	1,954	2,361	3,375
Carter Chronicle	332	151	355	365	645	394	437			307	293	298
Education Updates	1,654	1,125	1,291	1,741	3,405	1,566	3,677			3,331	3,864	3,225
FOIA	1,020	924	1,047	1,095	803	811	893			1,057	1,064	959
Inside Innovation										493	260	240
Media Matters		626	1,325	3,362	2,274	1,612	1,990			3,239	2,711	3,867
NARAtions	4,874	3,467	4,635	5,911	4,782	5,271	4,857			4,565	4,263	3,988
NDC Blog	33	1,060	1,427	1,300	973	802	1,098			595	919	1,041
Rediscovering Black History	224	152	409	1,230	553	329	741			1,004	1,065	1,048
Prologue Blog	15,820	10,422	4,656	6,444	8,322	7,757	11,159			13,851	11,436	11,231
Records Express Blog	1,627	1,748	1,622	1,392	2,900	1,732	1,543			1,458	2,926	2,055
The Text Message	4,363	2,015	2,381	3,636	4,313	4,222	4,958			6,972	4,811	5,034
Transforming Classification (PIDB)	275	247	369	399	294	203	722			323	313	211
<b>MONTHLY TOTAL</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>41,659</b>	<b>38,063</b>	<b>37,619</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.

Blog Pageviews	FY14											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Acts of Congress	73	33	53	64	402	41	37			43	32	17
Annotation (NHPRC)										5,513	4,205	1,953
AOTUS	5,149	4,270	1,925	4,327	4,909	4,933	4,022	3,581	2,852	3,331	3,881	5,592
Carter Chronicle	513	223	634	531	937	608	677			489	546	428
Education Updates	2,319	1,782	1,689	2,870	5,099	2,722	5,358			4,747	5,405	4,893
FOIA	1,897	1,434	1,865	1,819	1,813	1,425	1,510			1,945	2,014	1,867
Media Matters		907	2,135	5,990	3,813	2,440	3,064			4,890	4,476	6,079
NARAtions	8,382	5,617	8,066	10,029	8,151	8,879	8,064			7,957	7,371	7,104
NDC Blog	60	1,642	2,260	2,200	1,505	1,279	1,782			1,129	1,616	2,019
Rediscovering Black History	327	203	694	2,211	933	587	1,133			1,533	1,700	1,904
Prologue Blog	23,342	14,662	7,010	9,666	12,452	11,914	16,138			19,663	19,107	17,701
Records Express Blog	2,570	2,601	2,628	2,363	4,052	2,680	2,587			2,253	4,701	3,804
The Text Message	6,175	2,879	4,038	6,242	6,902	6,744	8,306			11,895	8,165	8,310
Transforming Classification (PIDB)	404	354	602	619	436	380	1,463			501	457	312
<b>MONTHLY TOTAL</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>66,572</b>	<b>64,030</b>	<b>62,279</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.

Blog Unique Viewers (Cumulative)						FY14						
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Acts of Congress	243	267	297	331	471	500	534				570	584
Annotation (NHPRC)												
AOTUS	105,053	106,926	107,667	109,471	111,416	113,825	115,548	116,984	118,193	119,643	121,288	123,853
Carter Chronicle	3,343	3,470	3,728	3,989	4,349	4,652	4,987				5,222	5,461
Education Updates	2,876	3,619	4,385	5,585	8,365	9,705	12,437				15,875	18,653
FOIA	16,682	17,290	17,965	18,647	19,205	19,773	20,355				21,083	21,772
Inside Innovation												
Media Matters		525	1,619	3,594	5,256	6,448	7,748				9,690	12,728
Media Matters	129,966	132,912	136,846	141,618	145,629	150,071	154,233				157,972	161,432
NDC Blog	80,576	81,433	82,563	83,330	83,974	84,595	85,462				86,132	86,950
Rediscovering Black History	189	317	545	1,231	1,558	1,801	2,216				3,037	3,830
Prologue Blog	227,362	236,035	239,632	244,915	252,040	258,846	268,321				278,415	288,477
Records Express Blog	30,854	31,945	32,957	33,887	35,568	36,768	37,825				39,732	41,145
The Text Message	61,382	63,144	65,074	67,634	71,243	74,851	78,927				82,837	86,964
Transforming Classification (PIDB)	5,179	5,389	5,652	5,922	6,150	6,318	6,841				7,056	7,224
<b>MONTHLY TOTAL</b>	<b>744,680</b>	<b>765,400</b>	<b>781,058</b>	<b>802,282</b>	<b>825,611</b>	<b>849,011</b>	<b>876,292</b>				<b>828,909</b>	<b>859,073</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.

Blog Unique Viewers (Monthly)	FY14											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Acts of Congress	35	24	30	34	140	29	34			36	36	14
Annotation (NHPRC)										1,455	1,148	688
AOTUS	2,056	1,873	741	1,804	1,945	2,409	1,723	1,436	1,209	1,450	1,645	2,565
Carter Chronicle	302	127	258	261	360	303	335			232	235	239
Education Updates	1018	743	766	1200	2780	1340	2732			2824	3438	2,778
FOIA	646	608	675	682	558	568	582			743	728	689
Inside Innovation										233	170	165
Media Matters		525	1094	1975	1662	1192	1300			2566	1942	3038
NARAtions	4,216	2,946	3,934	4,772	4,011	4,442	4,162			3,843	3,739	3,460
NDC Blog	33	857	1,130	767	644	621	867			453	670	818
Rediscovering Black History	189	128	228	686	327	243	415			727	821	793
Prologue Blog	14,098	8,673	3,597	5,283	7,125	6,806	9,475			11,993	10,094	10,062
Records Express Blog	1,049	1,091	1,012	930	1,681	1,200	1,057			969	1,907	1,413
The Text Message	3,411	1,762	1,930	2,560	3,609	3,608	4,076			5,739	3,910	4,127
Transforming Classification (PIDB)	226	210	263	270	228	168	523			195	215	168
<b>MONTHLY TOTAL</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>33,458</b>	<b>30,698</b>	<b>31,017</b>

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

RSS Feed Subscribers for Blogs	FY14											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Acts of Congress	0	0	0	0	0	0	0			0	0	0
Annotation (NHPRC)										13	8	9
AOTUS Blog	2,564	1,027	1,106	1,166	1,134	1,195	1,120			1,100	1,129	1,194
AOTUS Tumblr											12	11
Carter Chronicle	1,198	743	678	721	971	1,008	1,028			1,108	1,159	1,114
Education Updates	32	25	32	54	60	63	61			65	64	76
FOIA Ombudsman	63	33	23	44	49	72	71			84	83	83
Media Matters						0	0			79	92	61
NARAtions	2,625	1,185	1,126	1,288	1,133	1,140	1,142			1,131	1,137	1,124
NDC Blog	96	72	56	64	99	71	83			205	263	242
Prologue	1,930	436	610	492	306	582	592			552	554	550
Records Express	117	81	84	88	46	97	67			304	302	328
Rediscovering Black History		6	3	5	9	6	16			17	16	14
Text Message	1,471	157	166	166	171	183	225			214	208	206
Today's Document Tumblr											88	99
Our Presidents Tumblr											1	2
Transforming Classification (PIDB)	1,216	839	810	883	1,104	1,289	1,485			1,179	1,456	1,206
<b>MONTHLY TOTAL</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>			<b>6,054</b>	<b>6,577</b>	<b>6,326</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. (A+P+R = Agency, Regional & Presidential totals.)

Facebook Post Views						FY14						
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
<b>Monthly Total (A+P+R)</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>4,103,929</b>	<b>7,630,438</b>
<b>Agency-Wide Total</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>1,930,898</b>	<b>1,673,035</b>
US National Archives	821,757	1,274,885	1,459,551	884,583	910,660	459,932	826,773				1,804,851	1,538,267
Afro-American HS	716	1,416	1,464	1,979	1,542	1,282	1,512				902	1,348
Assembly	259	446	148	188	66	89	195				67	179
Archival Recovery	11,086	24,798	10,580	22,216	13,104	9,250	8,480				4,104	3,874
Constitution	12,969	15,375	25,235	11,021	40,705	7,337	11,578				37,549	44,692
Federal Register	4,082	1,910	1,657	5,148	3,981	1,448	4,341				3,214	1,927
Federal Records Centers	1,488	1,417	1,830	1,380	2,602	9,271	672				949	643
Applied Research	2,573	4,883	2,618	4,533	3,074	2,919	4,398				3,107	1,623
NHPRC	63,235	60,552	50,585	48,826	40,423	21,631	32,831				30,815	25,069
Noon Lectures	5,742	7,276	5,973	3,572	3,512	4,442	4,792				2,103	2,108
Preservation	9,475	16,397	28,504	15,028	12,012	6,960	21,801				6,668	10,823
Research	15,752	17,380	15,041	53,442	20,835	13,301	10,764				8,031	9,073
Today's Document	20,309	23,344	250,464	22,922	16,480	10,285	12,305				10,621	11,399
Students and Interns	7,113	8,945	3,359	4,765	4,186	3,781	3,317				7,309	9,680
Electoral College	787	2,502	664	938	865	2,532	1,733				2,144	2,610
Education	18,499	23,880	10,277	16,234	18,341	8,262	26,968				8,464	9,720

<b>Presidential Total</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>2,022,580</b>	<b>5,799,716</b>
Bush	330,498	760,636	570,368	195,324	221,067	175,814	254,037				302,175	1,453,205
GWB	213,945	223,220	144,792	146,649	310,531	78,461	275,074				523,018	1,876,531
Carter	141,579	143,889	101,408	98,345	59,901	49,425	62,163				135,976	167,616
Clinton	153,405	87,700	123,095	106,436	85,566	62,111	82,002				81,354	63,201
Eisenhower	78,151	151,820	111,173	114,976	66,085	37,895	82,517				86,000	153,747
Ford Library	27,778	28,744	45,199	39,335	32,157	15,143	26,659				15,915	16,203
Ford Museum	128,676	88,303	198,355	101,375	194,120	103,762	134,579				45,521	114,452
Hoover	43,691	48,204	55,376	37,669	29,633	37,359	32,057				43,595	44,527
Johnson	193,657	147,949	171,957	159,239	66,640	40,883	160,662				195,848	1,206,772
Nixon	279,198	184,276	138,462	195,060	131,423	117,518	290,850				326,813	447,636
Reagan	21,666	22,049	20,510	29,435	34,926	8,004	11,107				9,752	12,336
Roosevelt	151,496	872,279	160,099	165,503	87,117	76,802	88,205				142,031	102,137
Truman	220,001	174,210	247,808	155,410	101,409	80,747	109,169				114,582	141,353

<b>Regional Total</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>150,451</b>	<b>157,687</b>
Anchorage	868	1,297	1,847	1,607	432	1,141	1,342				2,274	1,381
Atlanta	41,931	32,573	17,392	20,289	16,593	6,002	10,693				7,515	8,595
Boston	77,326	108,957	45,274	71,207	37,063	24,876	38,855				35,801	26,280
Chicago	25,403	24,067	16,763	11,295	7,840	8,724	13,800				12,912	26,280
Denver	14,163	22,347	33,849	18,582	28,085	9,467	27,286				6,476	15,988

Fort Worth	19,409	27,859	33,500	33,201	16,287	13,830	16,682				12,880	12,778
Kansas City	28,768	53,826	47,361	41,717	30,126	14,929	30,075				24,417	23,662
New York	11,554	12,441	29,650	11,902	18,753	8,468	9,894				6,345	10,678
Philadelphia	26,679	39,366	52,232	33,760	24,639	9,539	8,454				11,166	17,177
Riverside	19,570	8,605	5,369	12,303	6,015	2,564	10,506				12,682	1,786
Seattle	7,759	5,998	3,208	6,241	7,382	2,860	6,018				5,932	4,196
St. Louis	13,396	66,218	10,189	11,959	25,499	5,771	19,102				12,051	8,886

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). (A+P+R = Agency, Regional & Presidential totals.)

	FY14											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
<b>Monthly Total (A+P+R)</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>1,532,717</b>	
<b>Agency-Wide Total</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>	0	0	0	<b>749,271</b>	465,852
US National Archives	207,494	347,979	414,531	186,481	234,639	132,593	254,315				716,037	432,782
Afro-American HS	109	454	205	444	232	374	448				184	201
Assembly	36	84	28	39	9	10	39				7	34
Archival Recovery	2,251	3,823	2,308	4,137	2,674	1,772	1,248				711	1,028
Constitution	4,049	5,446	9,040	3,202	17,025	2,327	4,992				15,949	16,490
Federal Register	326	313	233	1,754	1,084	322	1,354				809	275
Federal Records Centers	352	279	288	145	460	1,250	208				101	36



Applied Research	502	792	542	658	717	758	639				599	169
NHPRC	14,100	11,256	8,692	8,834	7,701	5,039	7,415				5969	3682
Noon Lectures	860	767	1,142	439	327	889	966				316	231
Preservation	2,584	5,361	5,344	4,081	3,185	1,939	6,111				1797	3128
Research	3,053	4,455	4,122	10,832	5,572	4,796	3,265				1822	2134
Today's Document	2,712	3,252	149,966	3,367	2,182	2,981	2,106				1491	1681
Students and Interns	905	1,433	743	1,124	1,032	823	690				1444	1183
Electoral College	55	396	224	137	216	835	495				708	944
Education	3,897	4,725	1,763	3,331	4,386	1,922	10,675				1327	1854
<b>Presidential Total</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>	0	0	0	<b>750803</b>	2427096
Bush	108,887	291,961	172,672	72,457	77,999	61,330	98,753				107784	727050
GWB	86,937	84,016	25,873	53,572	80,941	17,307	53,139				189848	922008
Carter	31,390	44,178	30,009	34,311	17,239	14,533	19,835				49516	55804
Clinton	47,163	20,358	41,083	29,798	27,733	22,209	22,830				32512	23589
Eisenhower	19,647	48,484	32,237	31,409	18,575	13,023	21,990				21982	9400
Ford Library	7,730	9,363	14,413	13,405	9,727	4,469	8,952				4727	4193
Ford Museum	51,026	38,152	82,654	42,608	84,634	52,395	58,696				19803	42509
Hoover	17,607	17,857	22,723	13,205	10,699	12,767	10,099				16297	15731
Johnson	69,878	48,890	65,091	55,594	24,298	17,217	62,120				83679	503108

<b>Nixon</b>	94,912	69,096	48,992	74,689	52,813	51,220	123,180				123936	39478
<b>Reagan</b>	5,613	6,159	6,172	8,692	13,329	2,329	3,662				3331	2216
<b>Roosevelt</b>	33,898	390,540	54,818	60,577	32,852	26,493	31,193				61556	34793
<b>Truman</b>	58,685	50,837	86,657	48,794	32,422	19,461	32,501				35832	47217
<b>Regional Total</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>	0	0	0	<b>32643</b>	31202
<b>Anchorage</b>	158	282	335	449	48	240	331				527	169
<b>Atlanta</b>	12,067	12,542	6,718	7,850	4,466	2,106	3,822				2954	2829
<b>Boston</b>	17,366	19,344	10,531	16,599	5,260	6,958	9,187				5261	4944
<b>Chicago</b>	6,914	4,313	3,853	2,294	1,580	1,896	2,464				2080	990
<b>Denver</b>	2,734	5,841	9,168	3,426	6,247	1,659	10,599				1322	5506
<b>Fort Worth</b>	3,852	3,881	5,038	9,223	2,919	2,937	2,435				1826	1919
<b>Kansas City</b>	7,040	10,689	12,029	6,571	4,772	3,361	7,386				6082	4457
<b>New York</b>	3,320	3,110	6,080	4,379	7,261	2,285	3,320				1646	2702
<b>Philadelphia</b>	2,387	2,207	9,758	1,920	2,847	994	983				2540	3892
<b>Riverside</b>	6,868	2,443	1,238	3,500	1,544	429	3,933				4514	352
<b>Seattle</b>	1,190	1,044	726	1,471	3,001	588	1,022				524	1065
<b>St. Louis</b>	2,447	17,110	1,223	3,269	9,956	1,242	8,582				3367	2377

APPENDIX V: Twitter Followers (Cumulative)

Twitter Followers (Cumulative)						FY14						
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
archivespres	1,625	1,694	1,784	1,896	1,983	2,079	2,210				2,607	2,703
dferriero	2,230	2,269	2,333	2,405	2,458	2,494	2,559				2,699	2,787
Discovercivwar	4,457	4,718	4,951	5,170	5,336	5,512	5,602				5,818	5,889
DocsTeach	2,348	2,500	2,650	2,860	2,988	3,162	3,366				4,157	4,335
ElectoralCollge	2,339	2,318	2,303	2,293	2,284	2,278	2,279				2,273	2,281
FedRegister	5,247	5,359	5,489	5,590	5,697	5,767	5,888				6,365	6,468
NARAMediaLabs							89				270	316
NARA_ RecMgmt	3,405	3,506	3,552	3,650	3,747	3,877	4,029				4,481	4,580
Today'sDocument	6,308	6,770	7,267	7,813	8,188	8,687	9,397				12,100	12,700
USNatArchives	19,795	21,296	22,768	24,330	25,587	26,999	29,313				36,100	37,600
ArchivesInnov											261	302
archivesnews	22,607	23,180	23,703	24,451	24,814	25,099	25,321				26,100	26,200
bushlibrary	8,939	9,332	9,611	9,842	10,031	10,305	10,712				13,600	14,100
CarterLibrary	5,891	6,156	6,382	6,686	6,862	7,062	7,348				8,359	8,628
IkeLibrary	2,612	2,781	2,953	3,114	3,251	3,425	3,768				4,757	5,004
FDRLibrary	2,093	2,346	2,556	2,741	2,860	3,039	3,363				4,205	4,448
GWBLibrary	2,783	3,029	3,731	4,596	5,302	5,695	6,001				7,292	7,601

IkeandHarry2012	505	509	509	511	516	529	541				577	588
JFKLibrary	17,634	18,122	18,421	19,062	19,351	19,751	37,025				25,900	26,500
LBJLibrary	3,493	3,735	3,952	4,184	4,361	4,597	5,053				6,026	6,428
OurPresidents	3,432	3,881	4,355	4,713	4,975	5,226	5,913				7,540	7,848
Reagan_Library	296	358	441	540	596	679	784				1,044	1,108
WJCLibrary	8,433	9,706	11,476	12,866	14,122	15,790	17,459				25,000	27,400
atlantaarchives	646	655	668	684	709	738	770				884	928
KCArchives	388	413	449	482	500	538	580				761	813
CongressArchive											515	598
NARAFRC	273	277	283	291	297	322	332				364	363
StLouisArchives	50	54	55	59	65	69	74				87	90
<b>TOTAL</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>210,142</b>	<b>218,606</b>

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

	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr
<b>Page Views</b>	4,263	3,866	4,713	9,307	4,132	6,192	9,702	13,195	13,195	19,241	16,494	5,331
<b>Track Downloads</b>	3,693	3,697	3,068	5,026	3,385	4,651	5,868	8,992	8,992	12,749	4,568	3,045
<b>Subscriptions</b>	829	523	864	1,605	688	1,125	1,682	1,783	1,783	2,712	2,112	929

## APPENDIX VII: Google+ Followers

	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr
<b>Monthly Followers</b>	26,808	12,298	14,118	13,693	10,774	13,244	12,541					6,301
<b>Cumulative Followers</b>	120,820	133,118	147,236	160,929	171,703	184,947	197,488	197,488	197,488	197,488	209,639	215,940

## APPENDIX VIII: Pinterest Followers (Cumulative)

	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr
<b>US National Archives</b>	1,543	1,707	1,887	2,027	2,153	2,289	2,420	2,420	2,420	2,420	2,512	3,166
<b>Our Presidents</b>	347	370	401	442	471	482	495	495	495	495	495	602

## APPENDIX IX: Instagram Followers (Cumulative)

	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr
<b>US National Archives</b>											584	645
<b>Ike Library</b>											31	44

## APPENDIX X: HistoryPin Channel Views(Cumulative)

	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr
<b>Channel Views</b>											16,290	16,866