

SOCIAL MEDIA HIGHLIGHTS

- ❖ The Office of Innovation and the Office of the Federal Register teamed up with Wikimedia DC to host OFR's first Editathon
- ❖ The Social Media Staff organized training at Google's DC office for NARA staff to expand use of Google Cultural Institute
- ❖ Office of Innovation staff attended GSA's Digital Gov Summit

MAY FY2014 OVERVIEW

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	54,570 Views	27,998 Visitors
Tumblr Blogs	33,091 Views	15,558 Visitors
Facebook	6,175,487 Impressions	2,190,775 Reach
National Archives YouTube Channel	110,691 Views	10,591 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	2,546,174 Views	7,449 Total Contacts
Our Archives Wiki	23,857 Views	398 Total Editors
Twitter (all NARA feeds)	--	228,454 Total Followers
FourSquare	1,183 New Check-ins	925 New Followers
iTunes U	3,629 Views	554 New Subscribers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2014 Views (to date)	FY 2013 Views
Archives.gov Blogs	440,605	761,590
Tumblr Blogs	349,386	615,629
Facebook	13,375,616	39,491,534
National Archives YouTube Channel	660,557	872,926
Flickr (USNatArchives & ArchivesNews)	35,699,937	11,258,709
Our Archives Wiki	4,878,581	262,114

EXTERNAL BLOGS AND TUMBLOGS

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

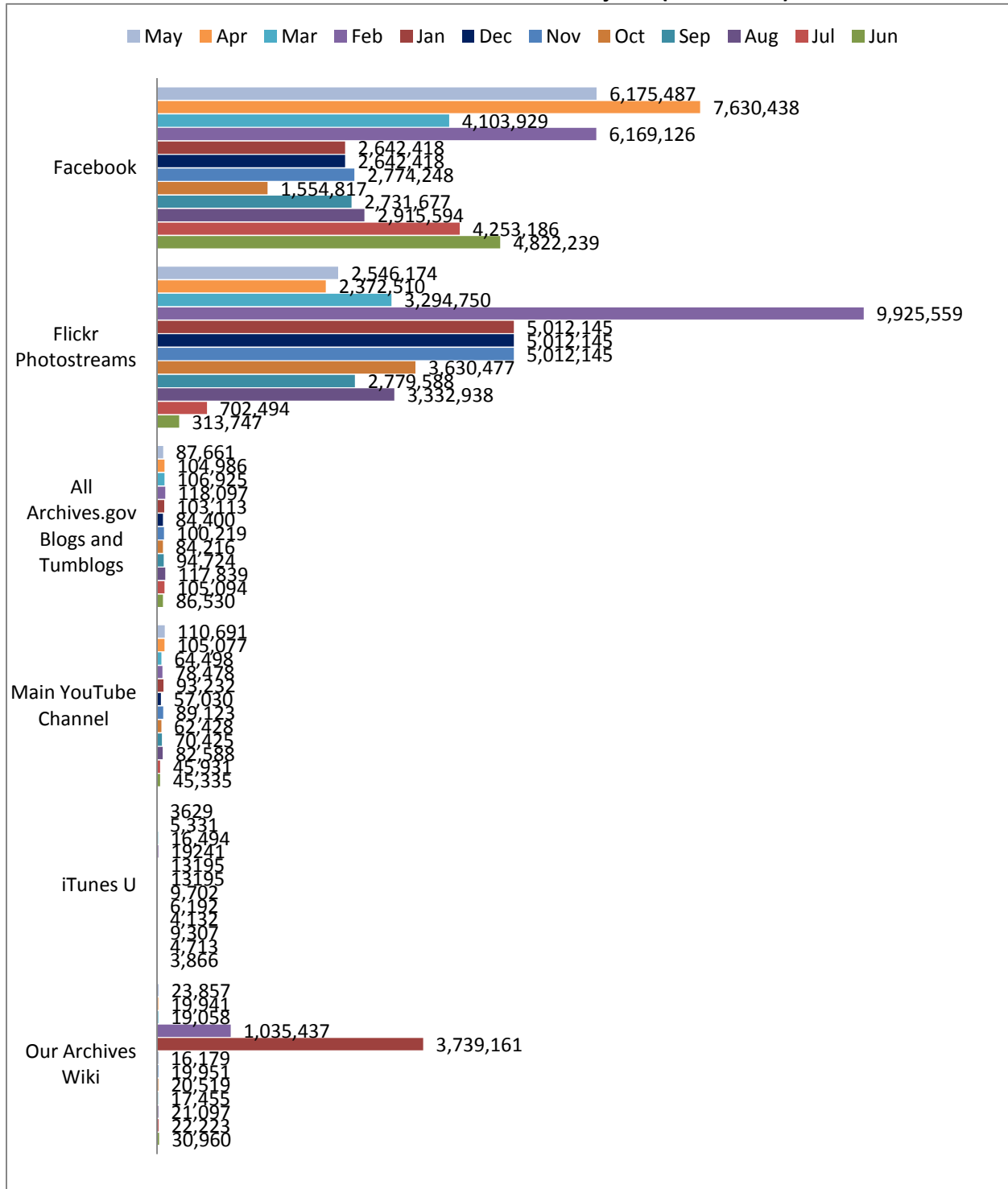
INTERNAL (NARA@WORK) BLOGS

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

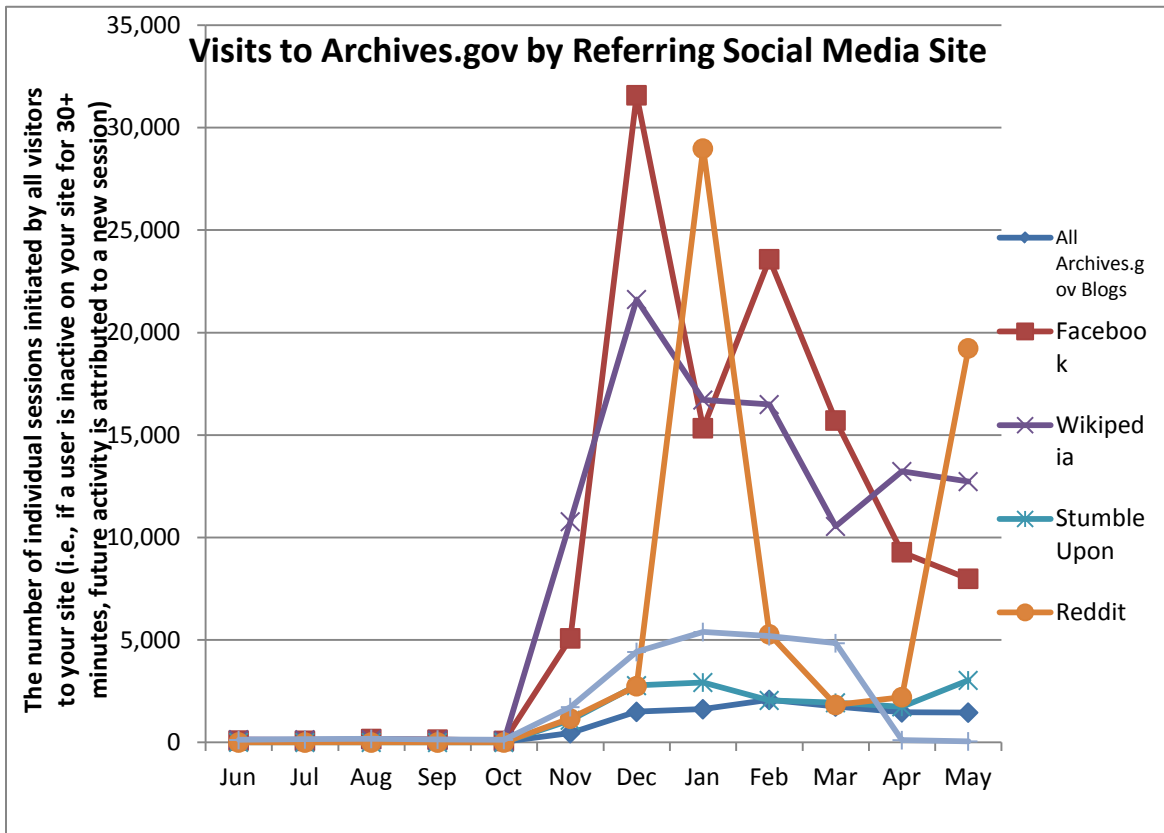
SOCIAL MEDIA TOOLBOX (Tools currently in use)

- 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)

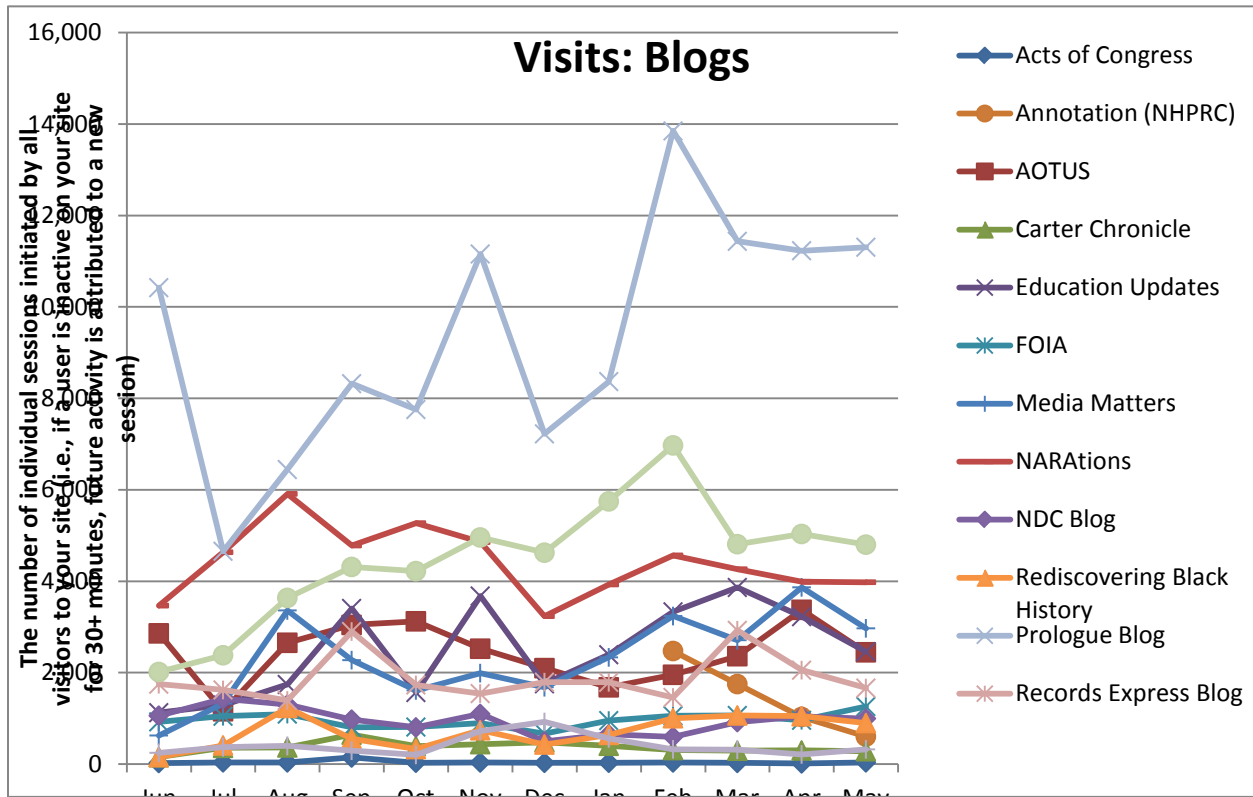


New External Social Media Projects: May Projects

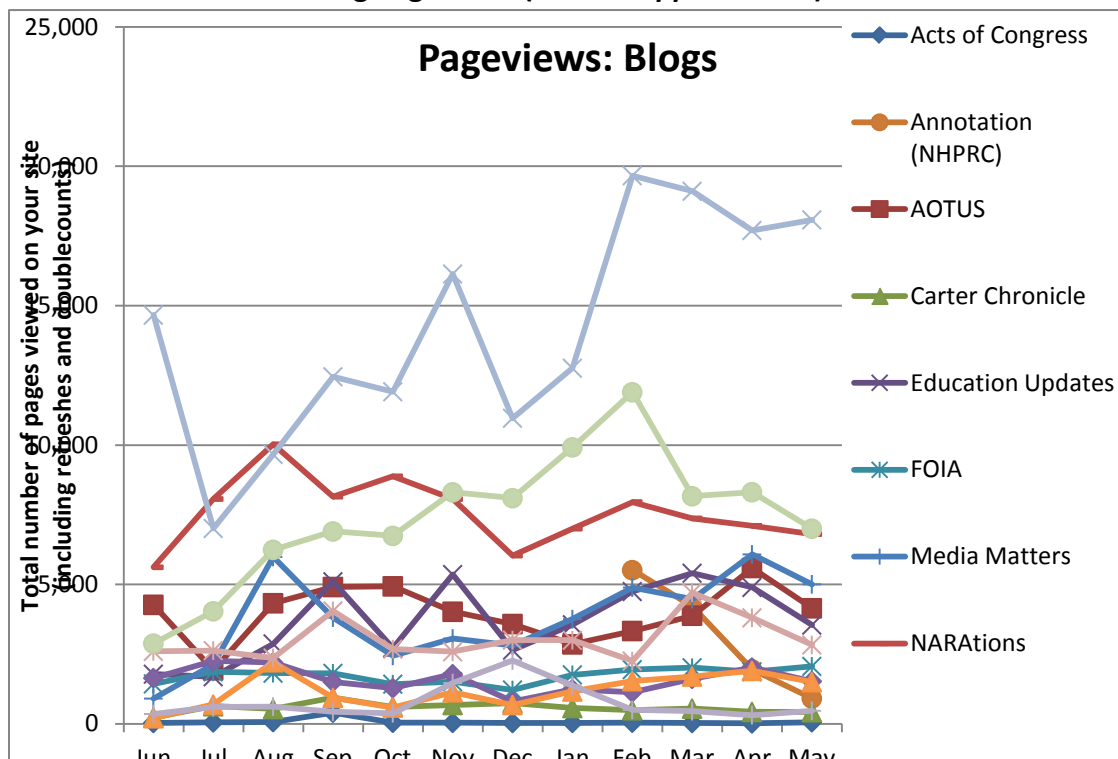
	Dipity	Facebook	Flickr	Twitter	Wiki	Tumblr	Blog	YouTube	Instagram
June						1			
July						1			
August									
September									1
October									
November				1					
December									
January									
February									
March									1
April									
May				1					1

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

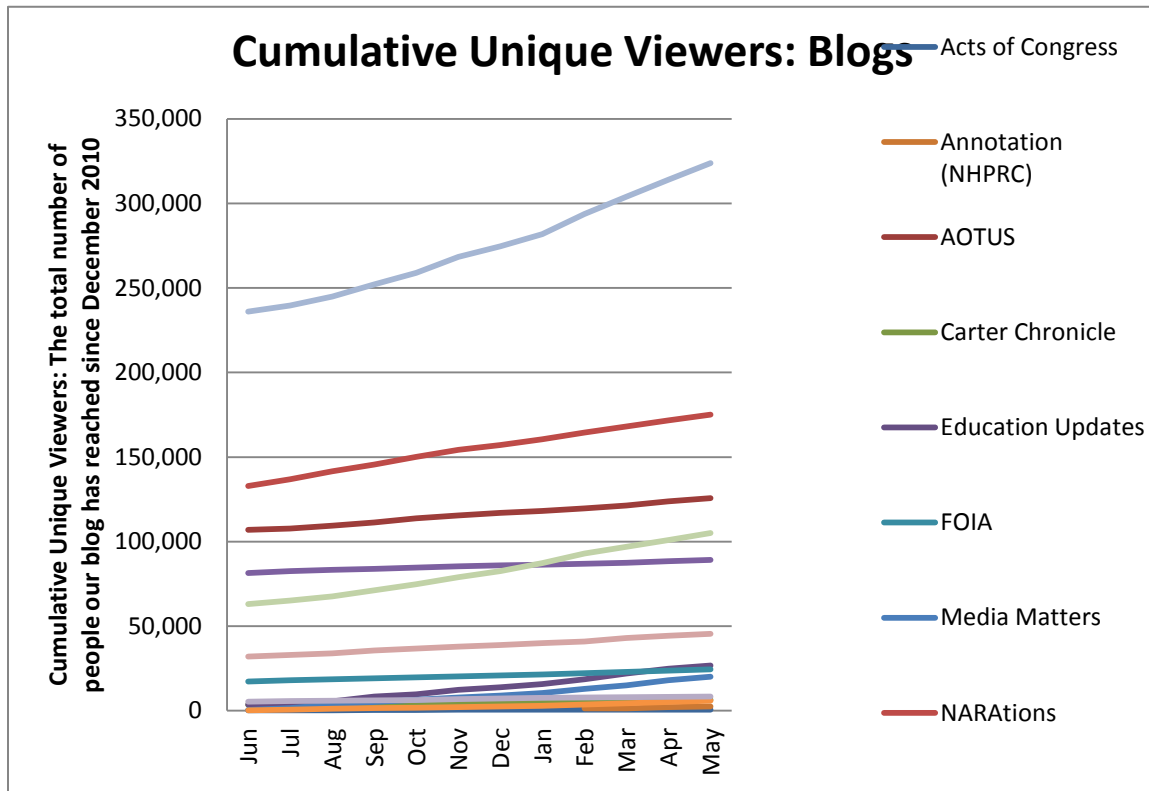
Blog Visits (Source: Appendix II.A)



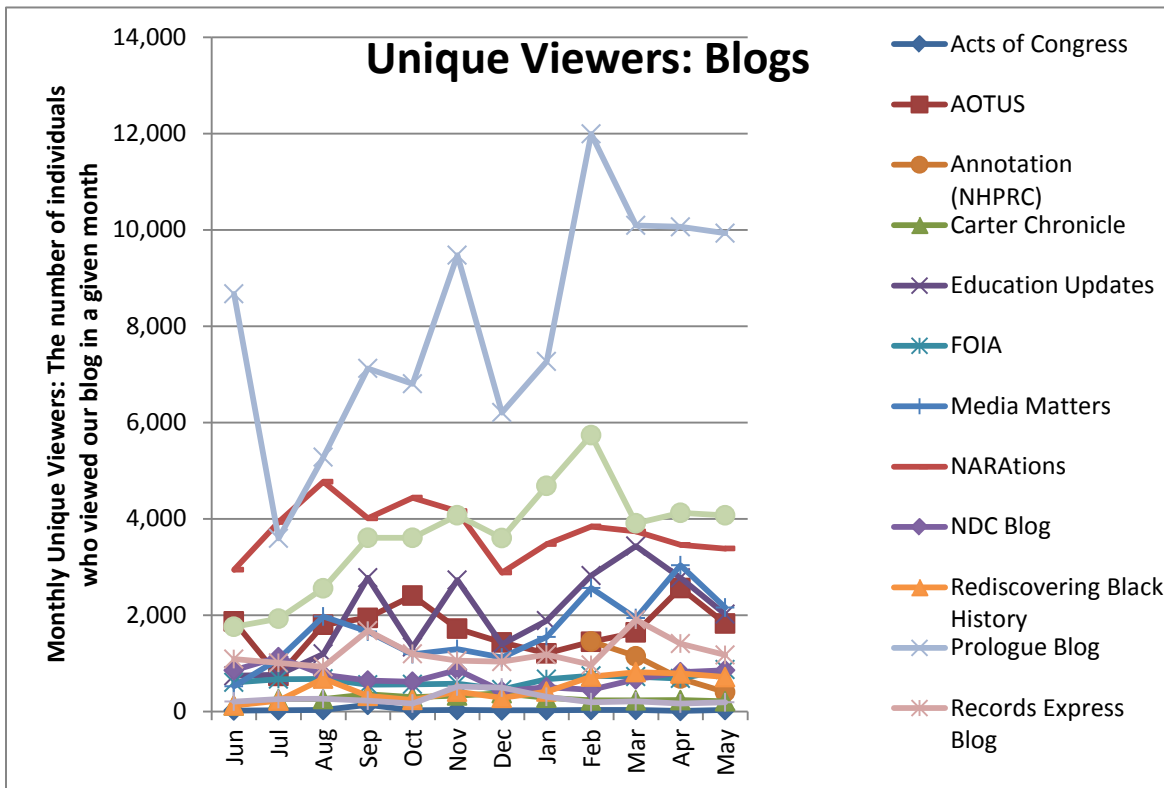
Blog Pageviews (Source: Appendix II.B)



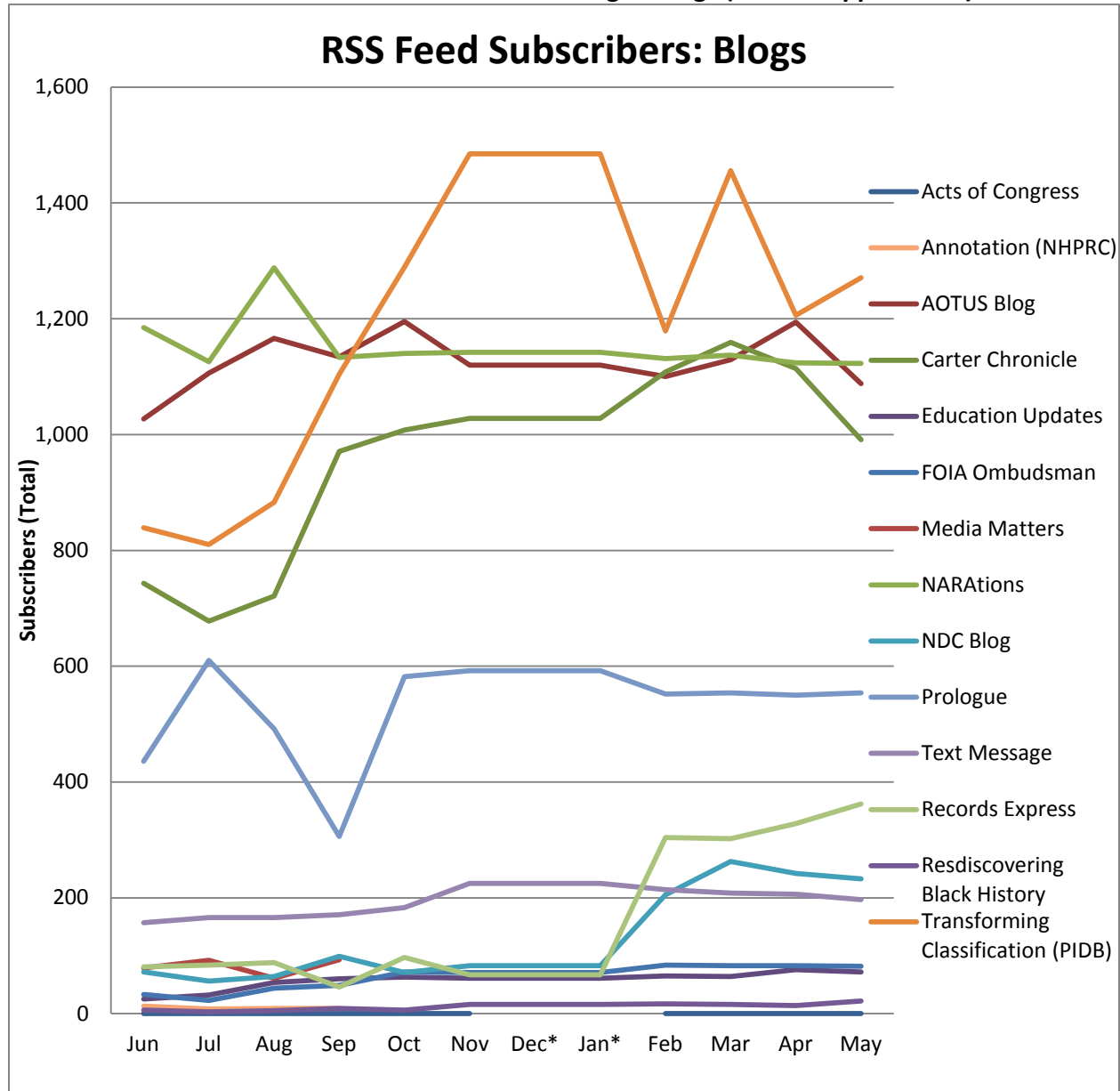
Blog Cumulative Unique Viewers (Source: Appendix II.C)



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



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

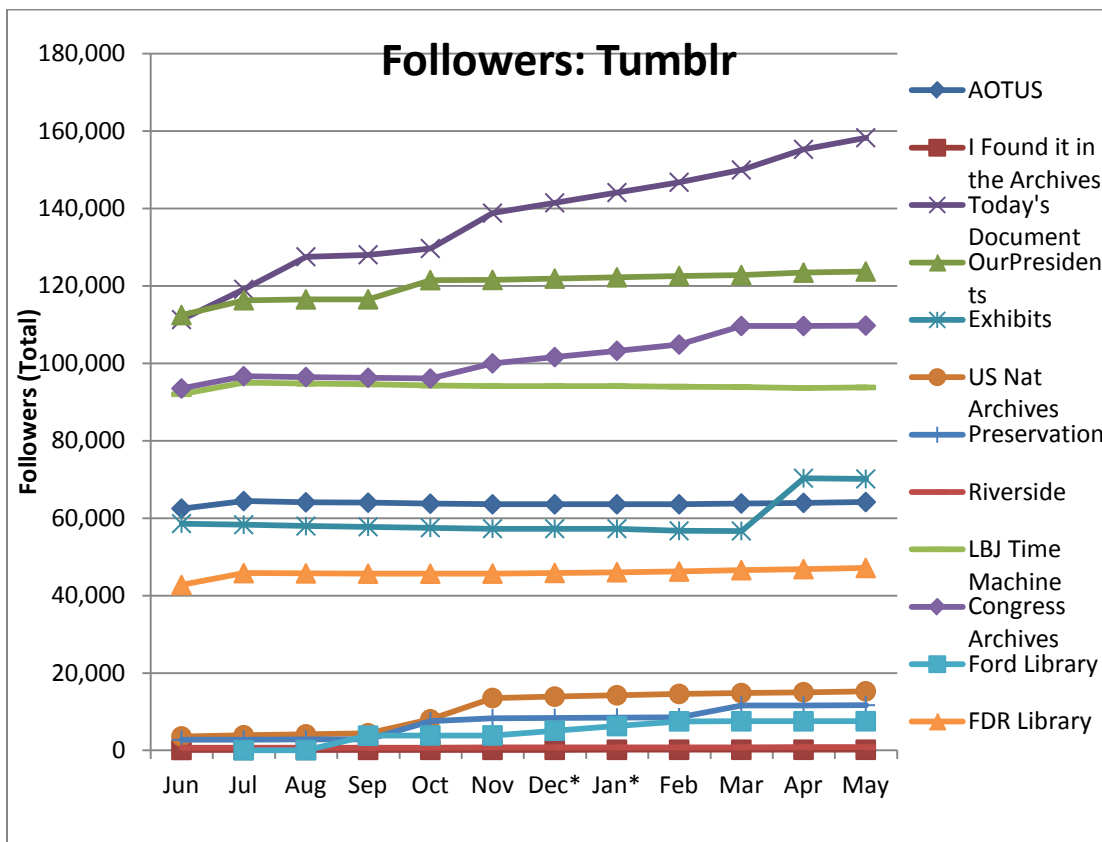
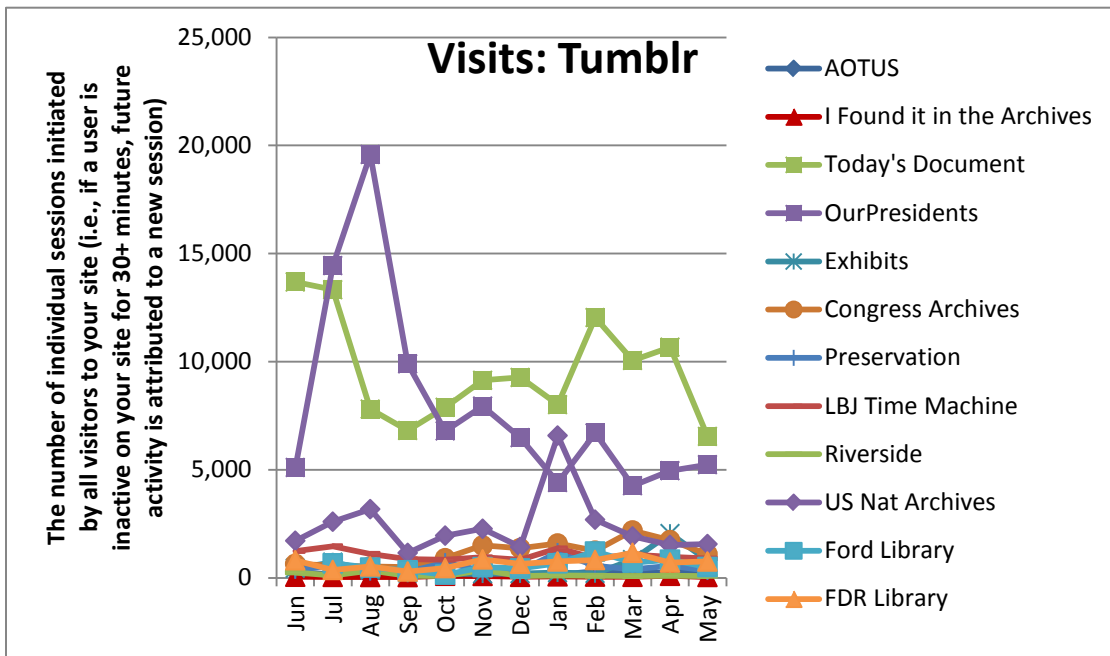


Top 5 Most Viewed Blog Posts in May

Blog	Pageviews	Post Title
Prologue	704	Prohibition and the Rise of the American Gangster
NDC	684	How to Build a FLYING SAUCER
Prologue	525	Teddy Roosevelt and Abraham Lincoln in the same photo
NARAtions	472	The National Archives at Kansas City open over 300,000 Alien Case Files
Prologue	449	Emancipation Proclamation: The 13th Amendment

Social Media Tools: Detail View – Tumblr

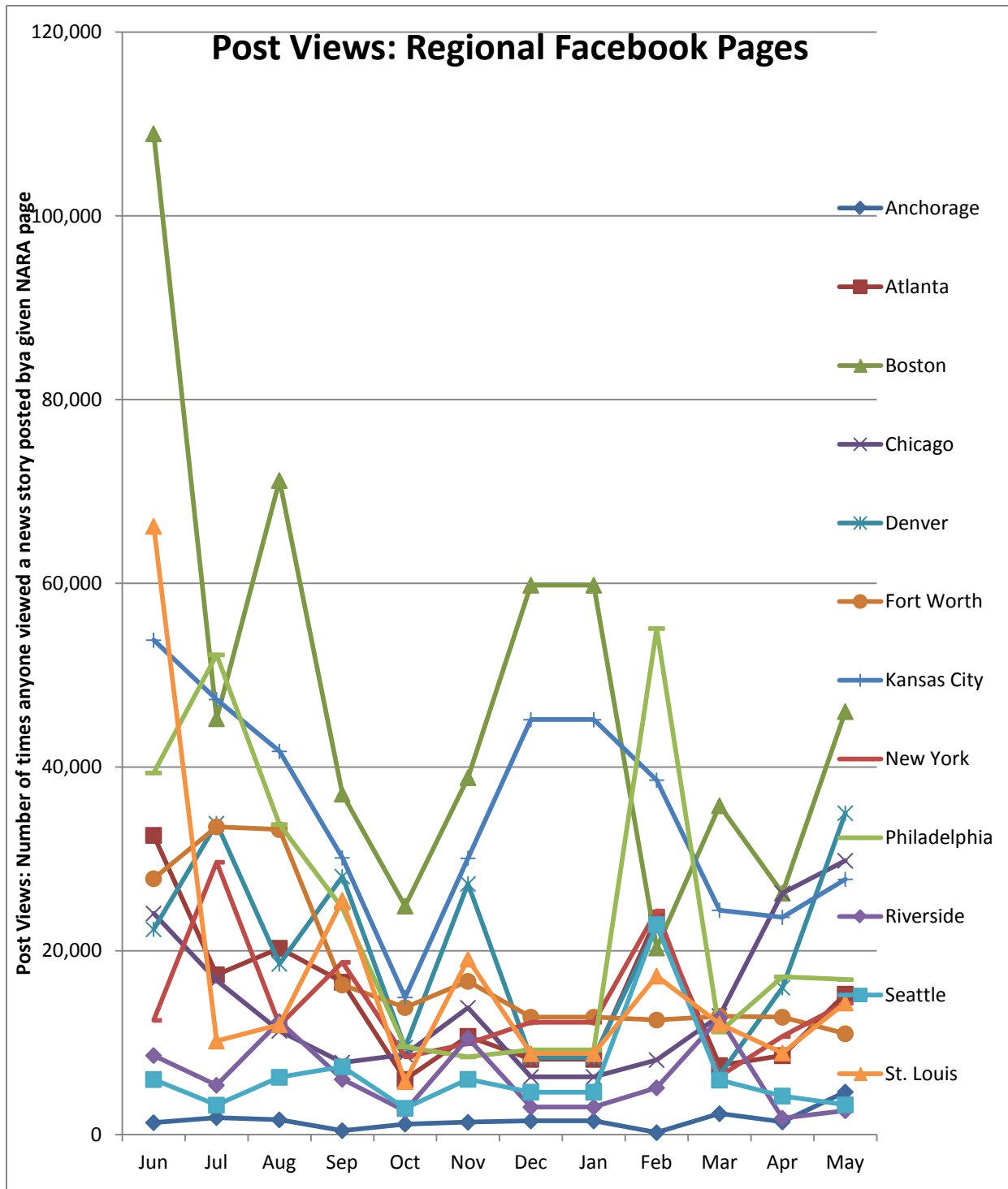
Tumblr Visits



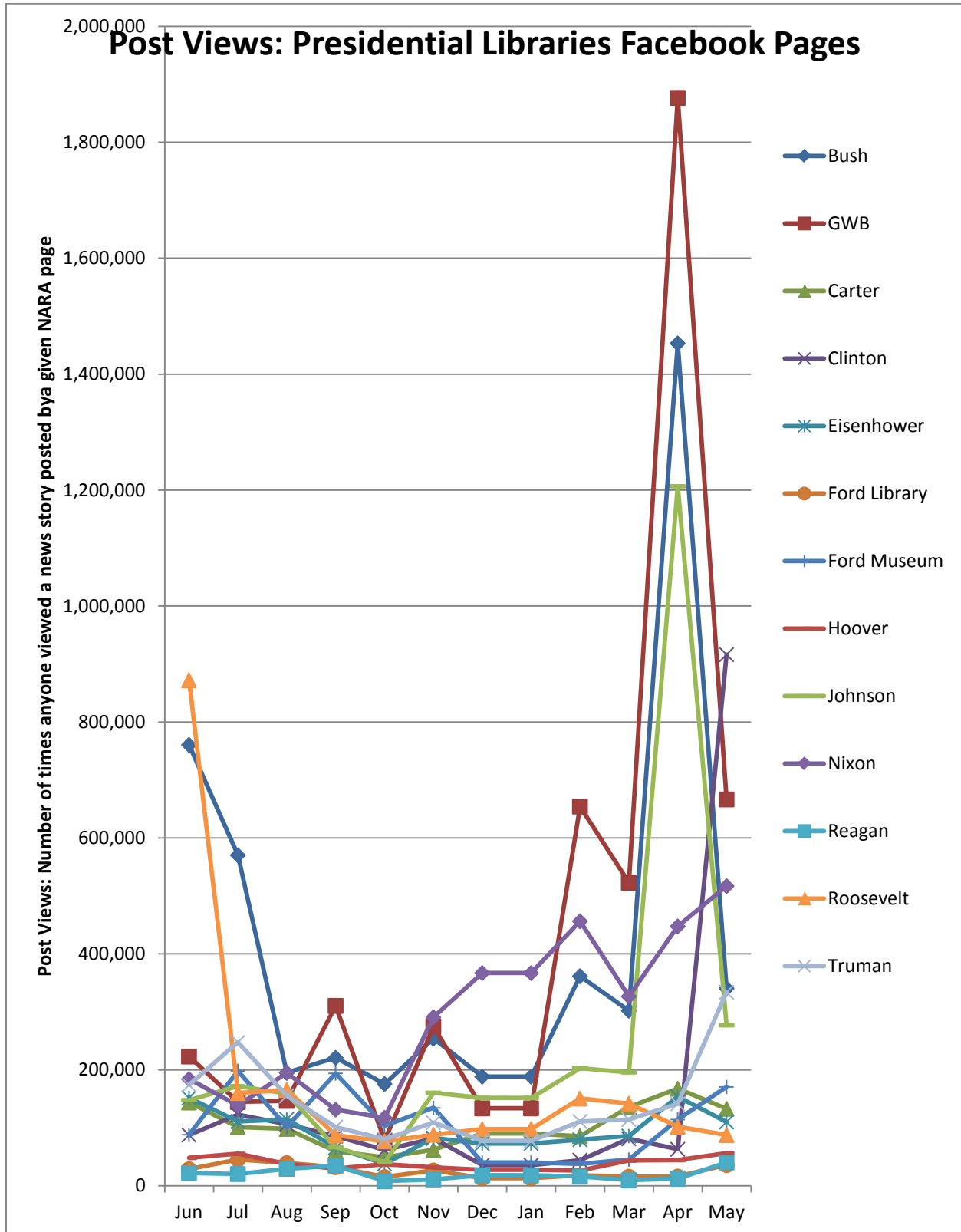
Followers on Tumblr (Source: Appendix IV)

Social Media Tools: Detail View – Facebook

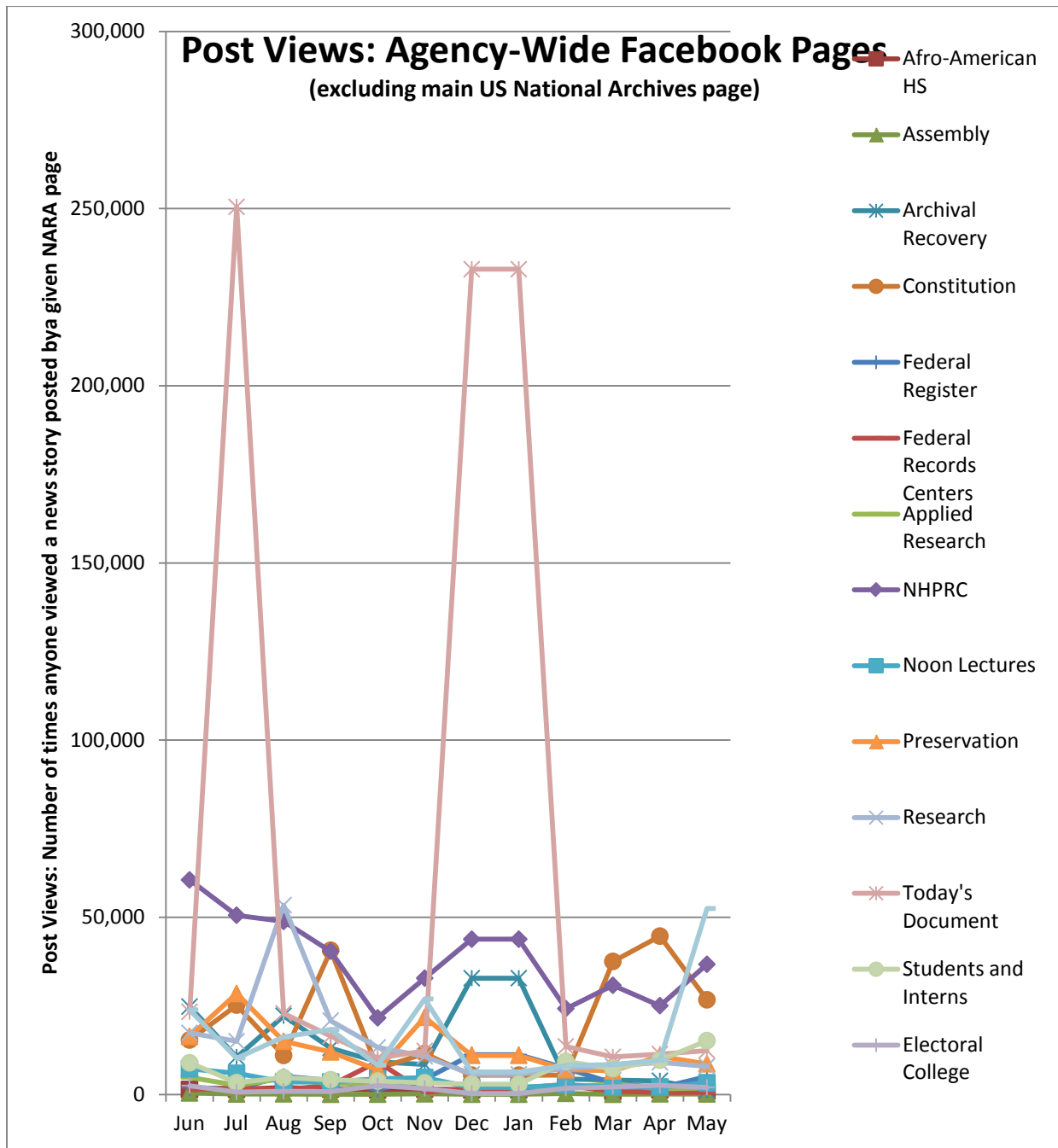
Post Views on Regional Pages (Source: Appendix IV.A)

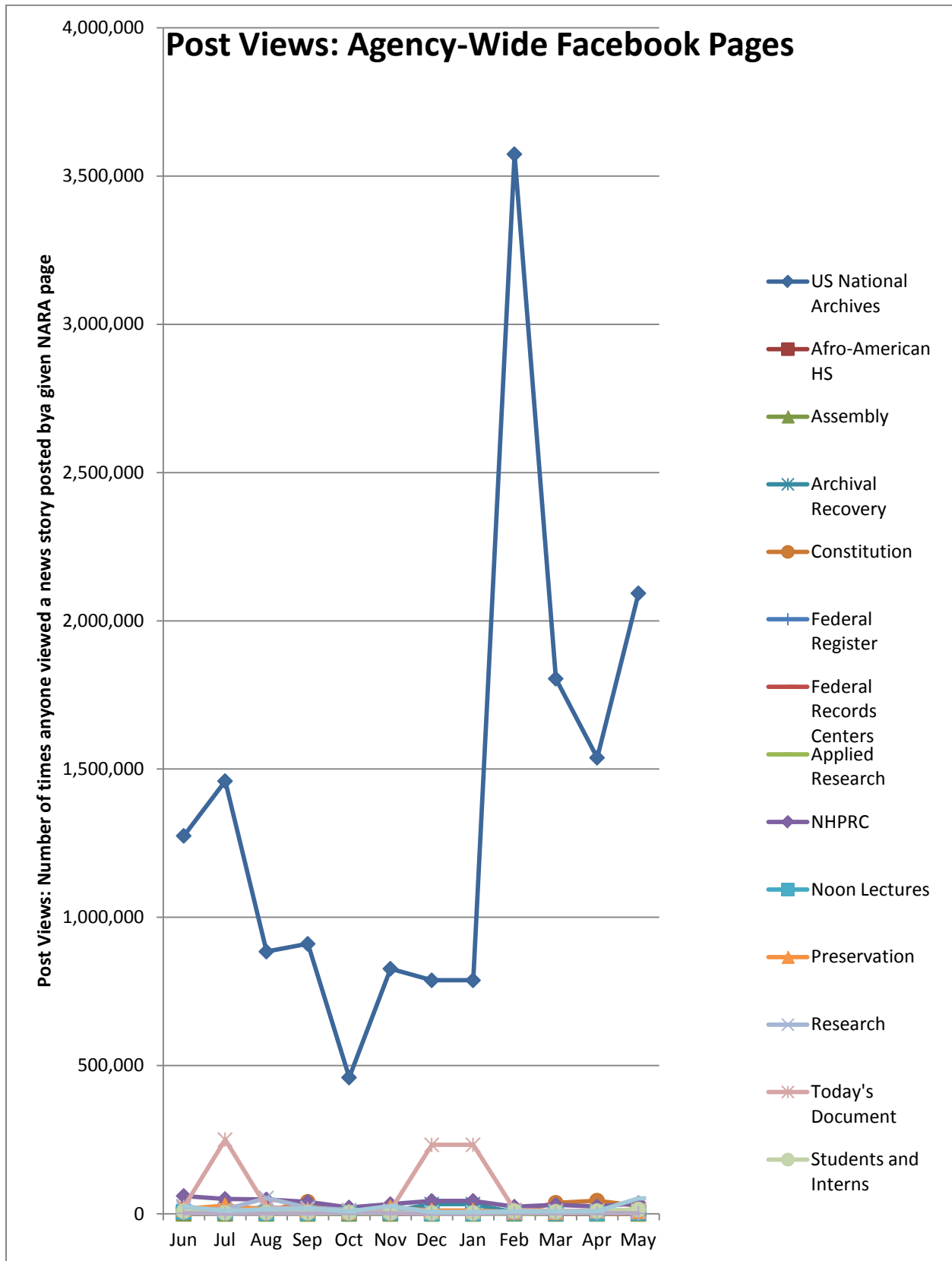


Post Views on Presidential Library Pages (Source: Appendix IV.A)

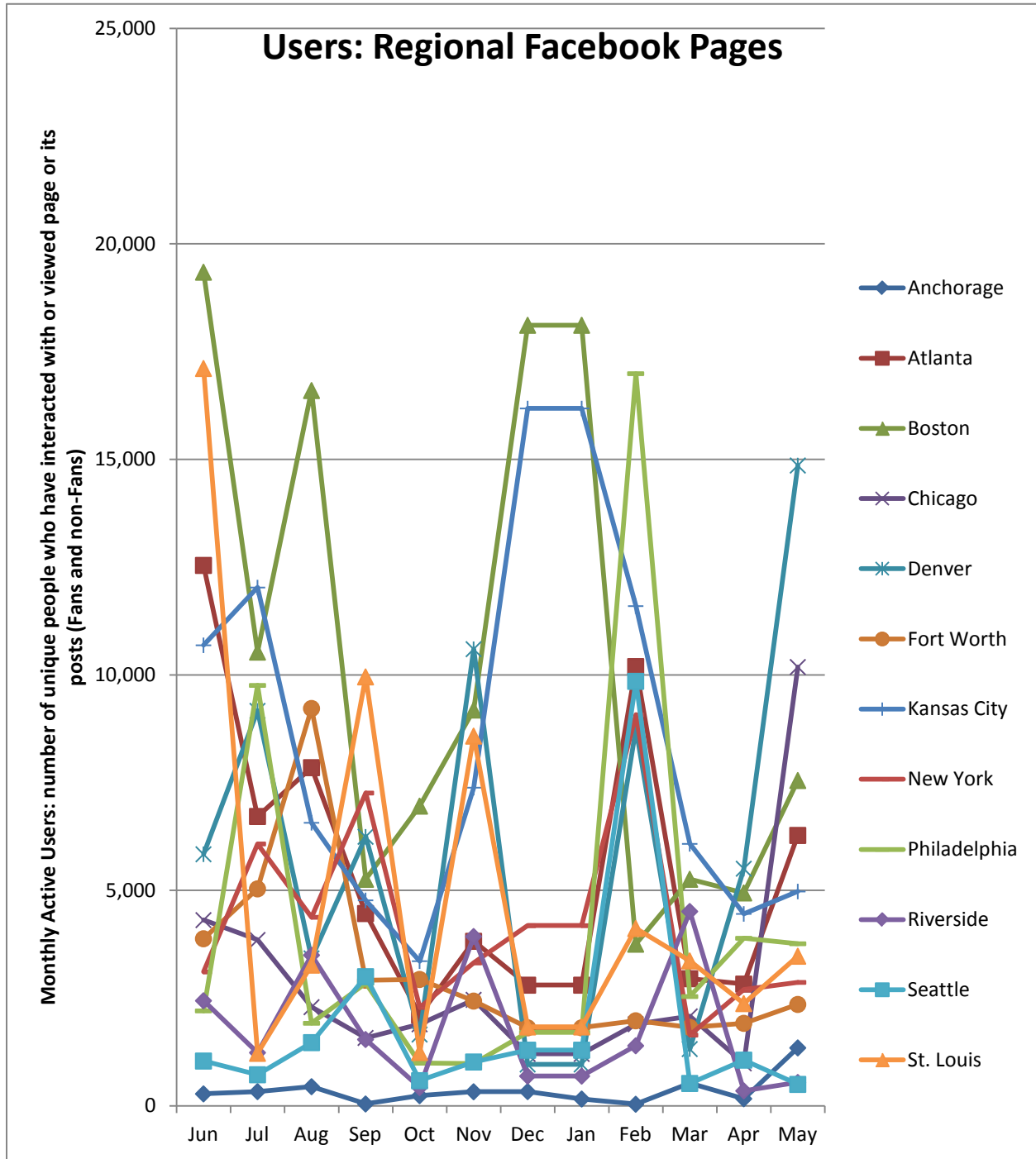


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

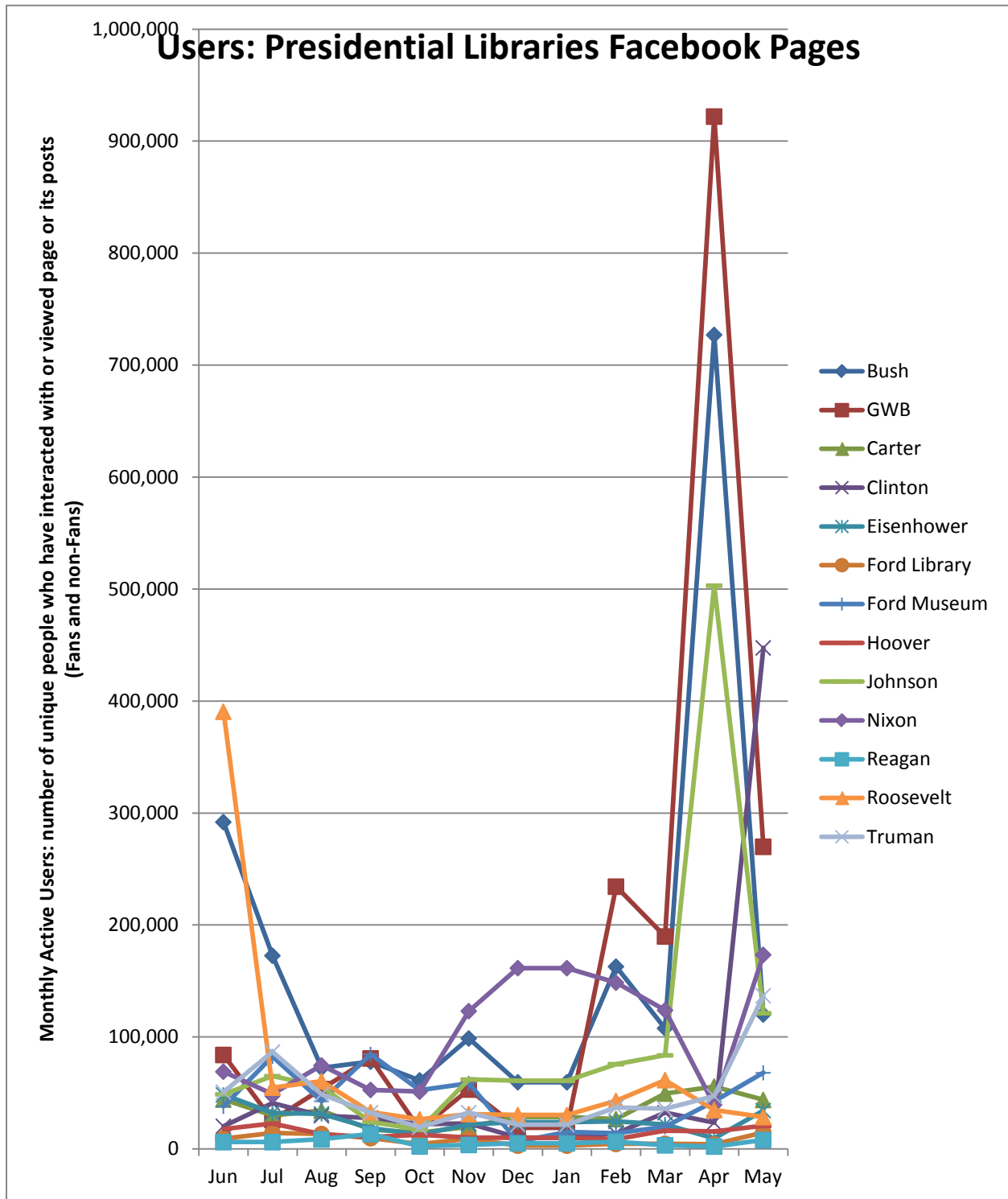




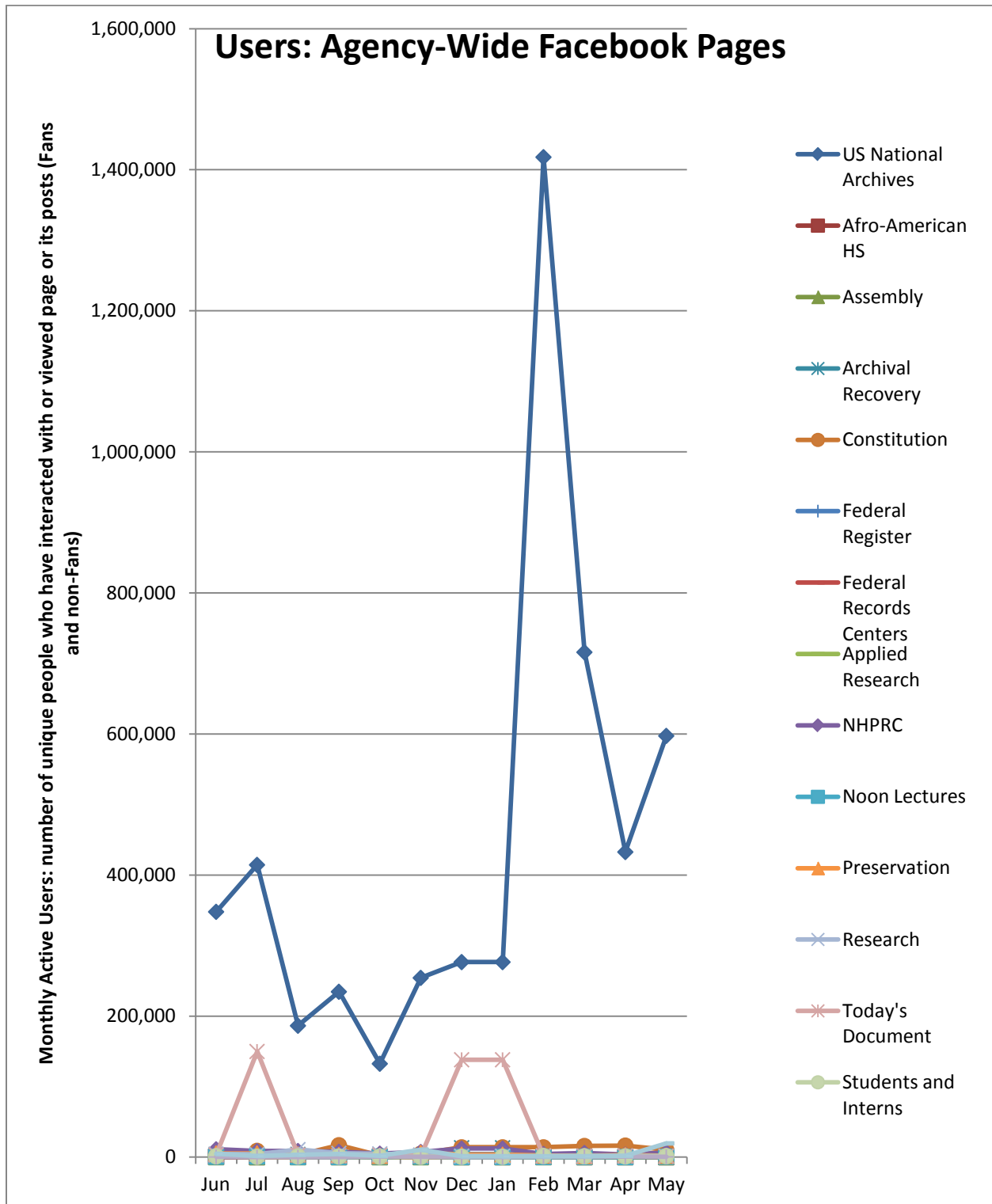
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

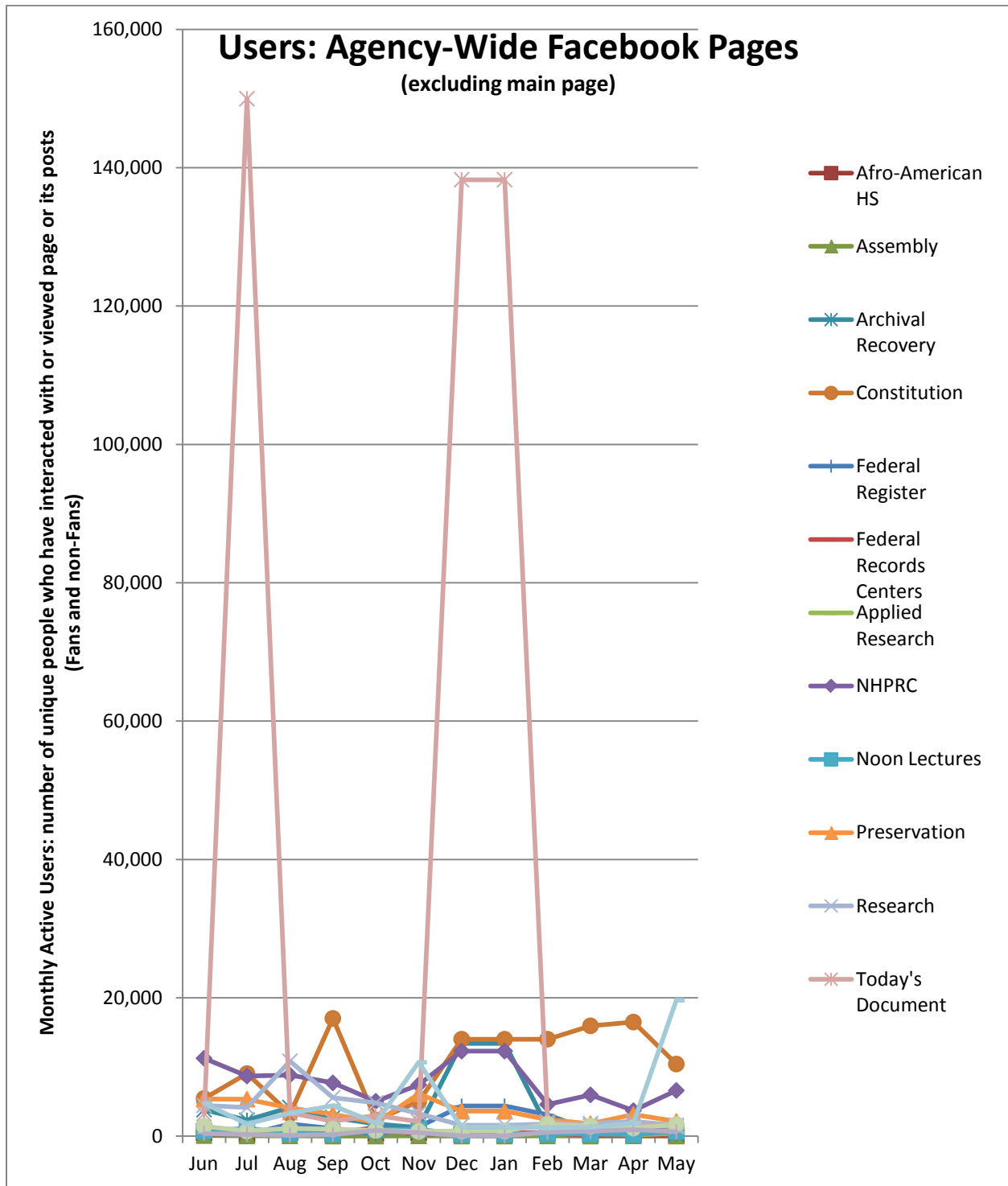


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



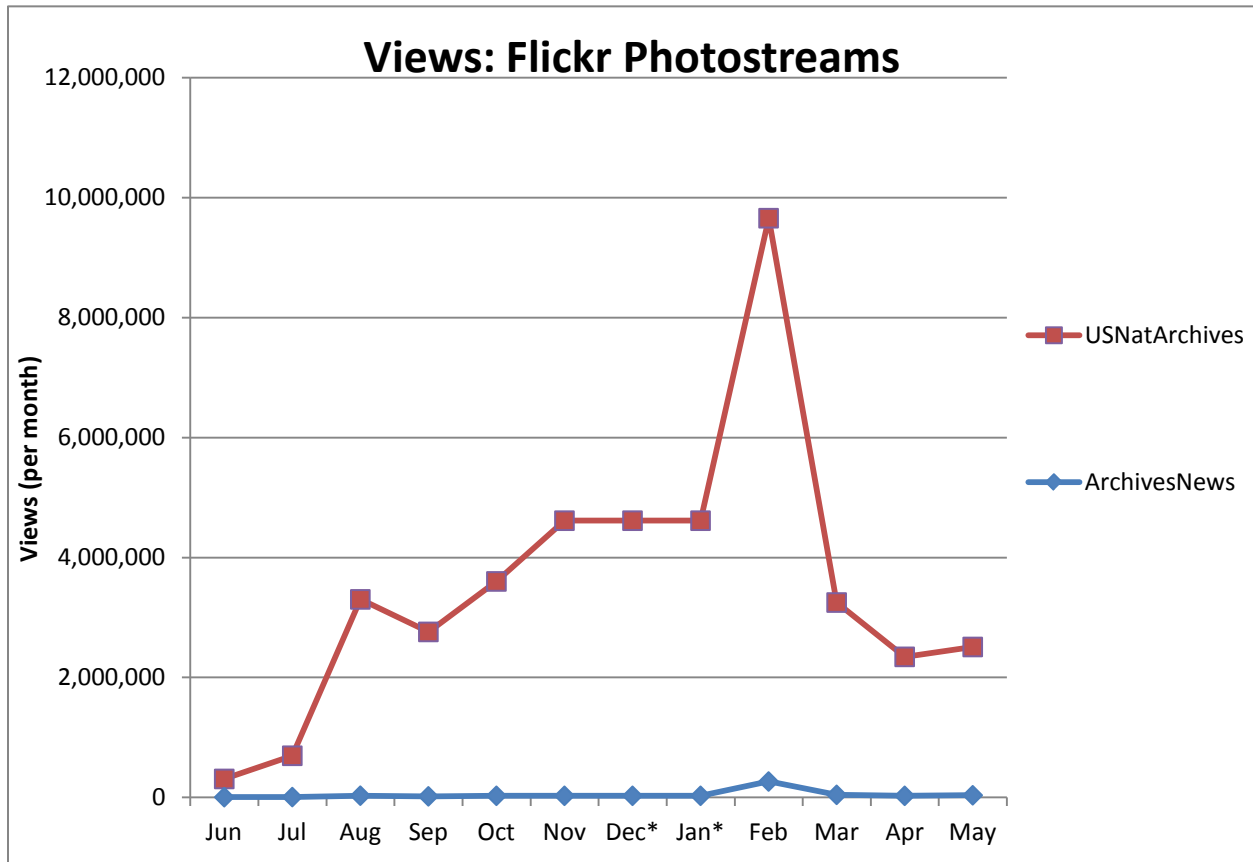
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



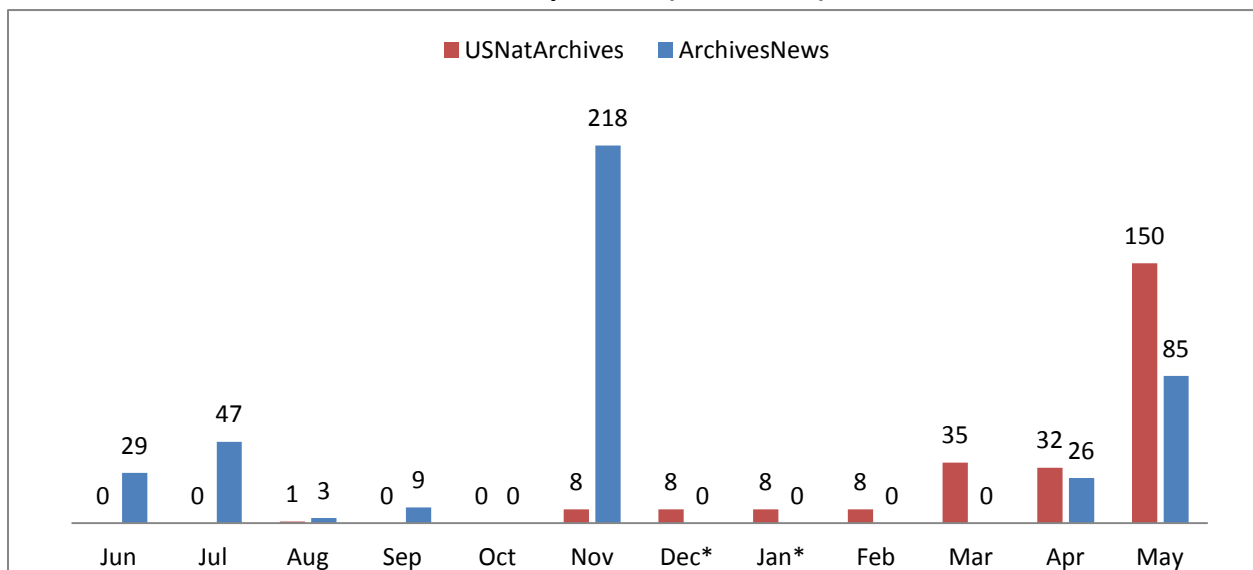


Social Media Tools: Detail View – Flickr

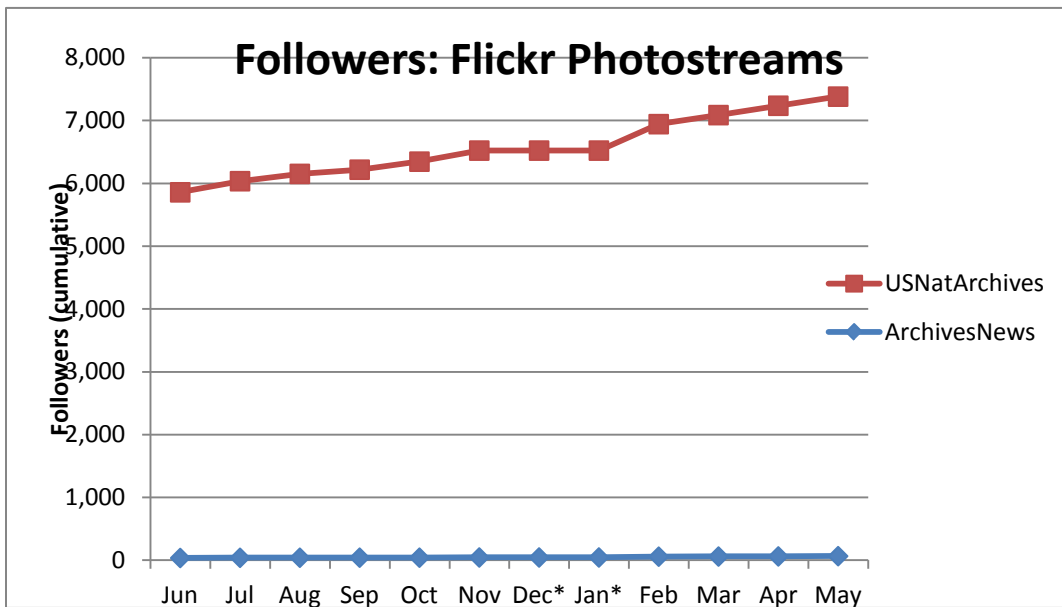
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

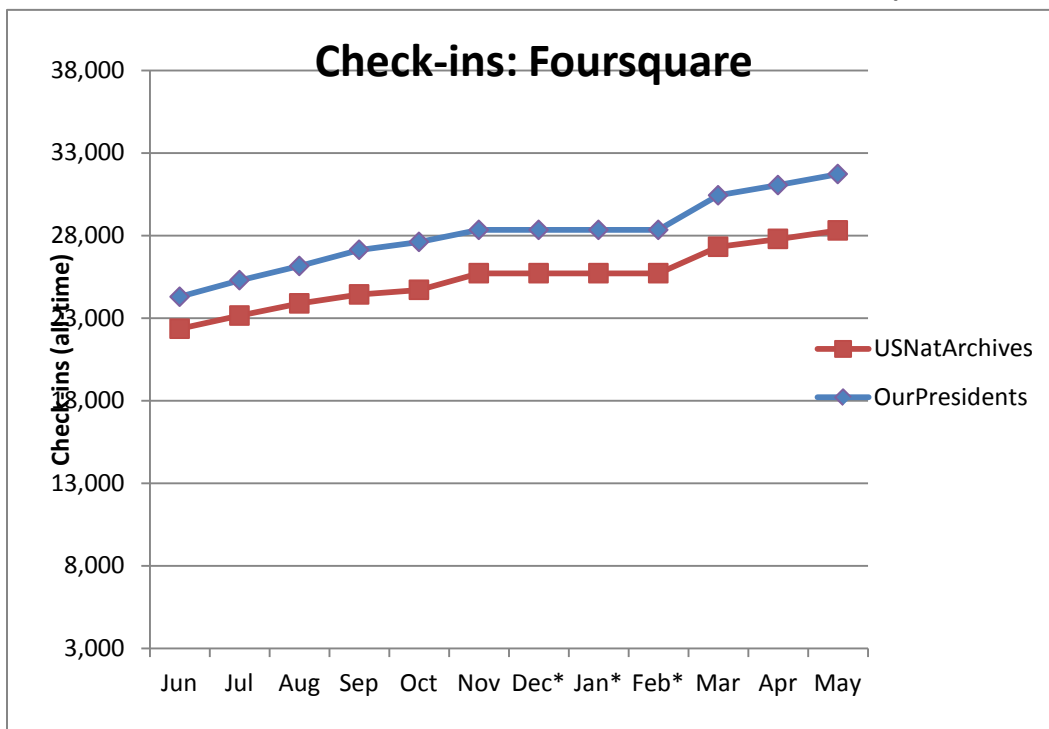


Followers of Photostreams (Cumulative)

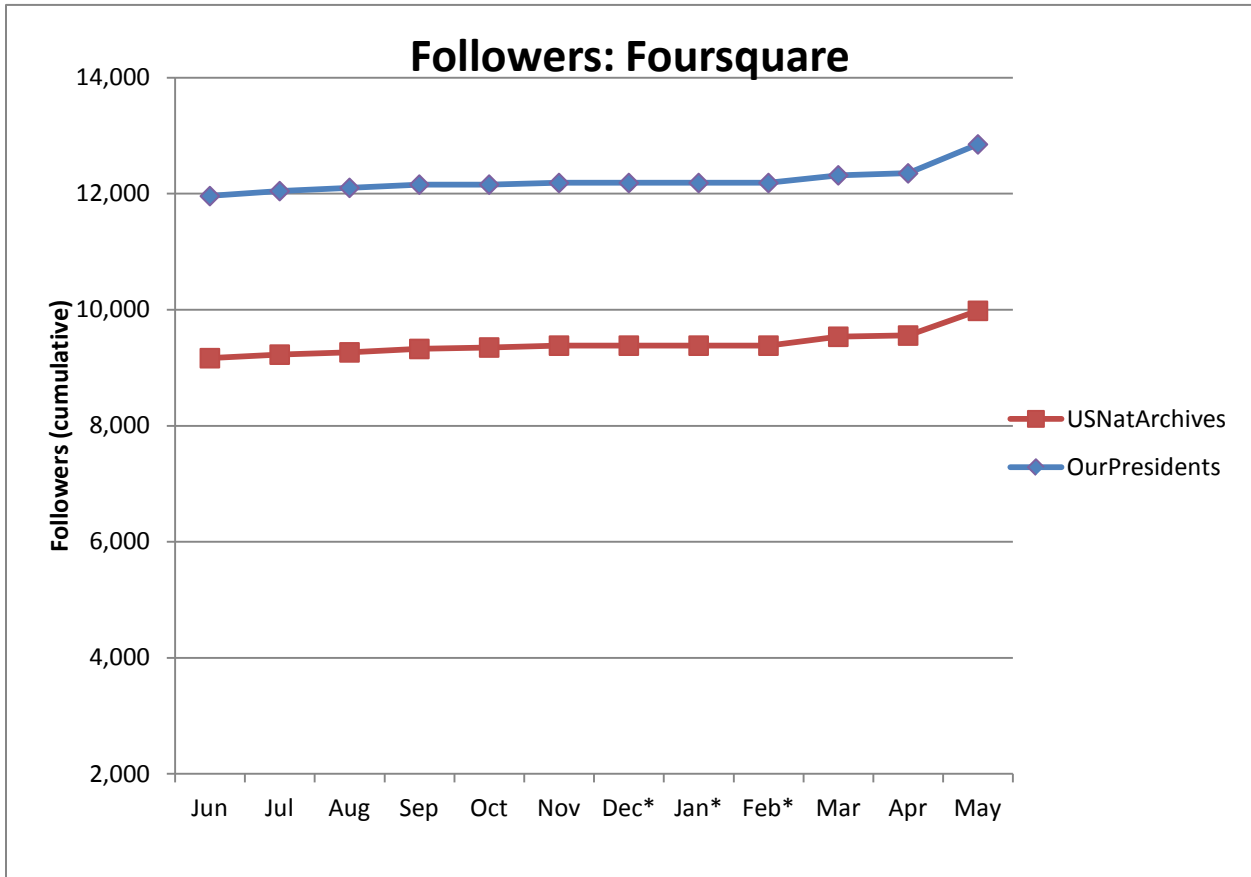


Social Media Tools: Detail View – Foursquare

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

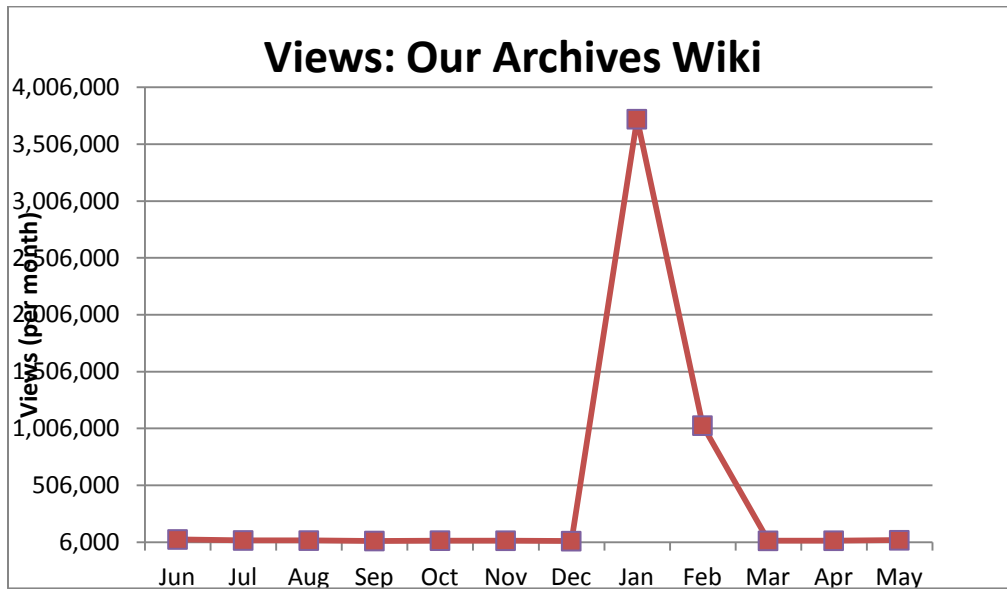


Number of Followers of USNatArchives and OurPresidents (Cumulative)

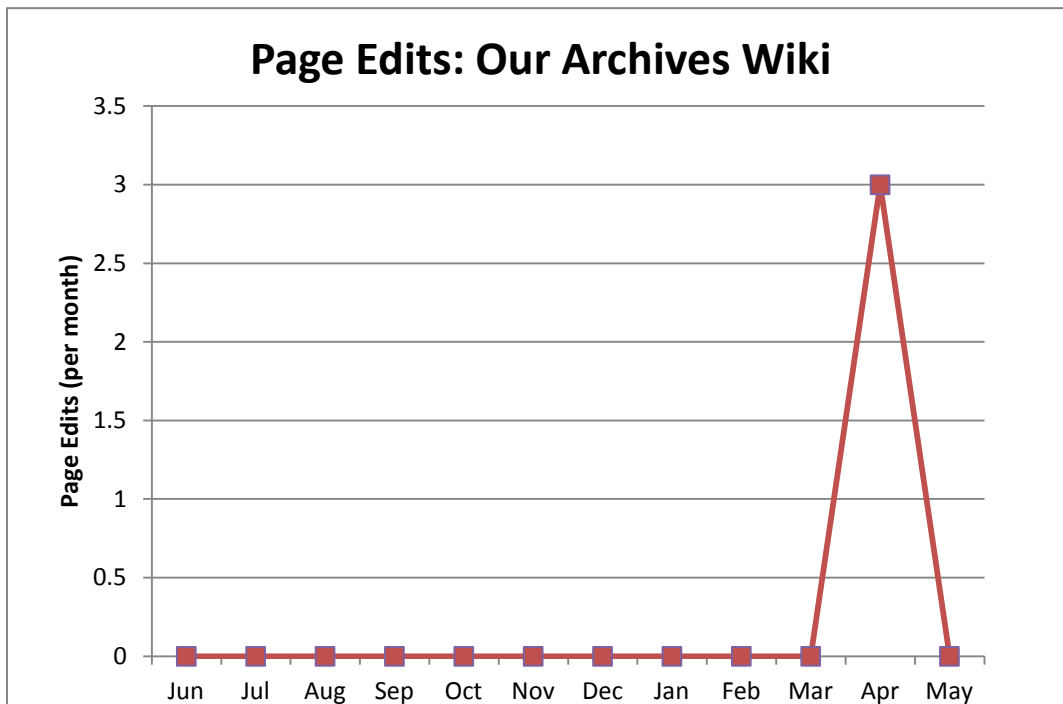


Social Media Tools: Detail View – *Our Archives Wiki*

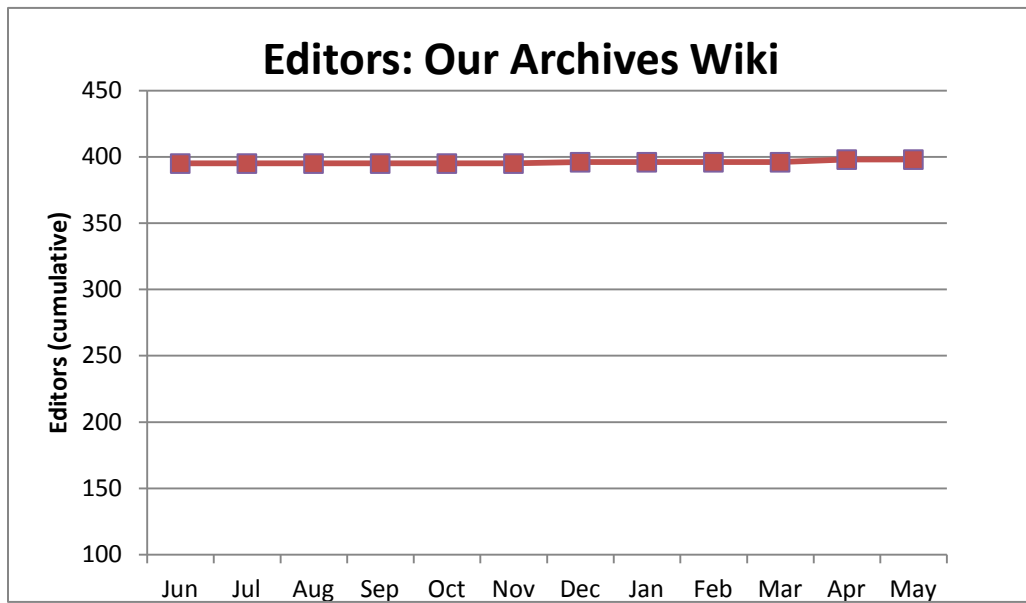
Views on Our Archives Wiki (Per Month)



Edits on Our Archives Wiki (Per Month)

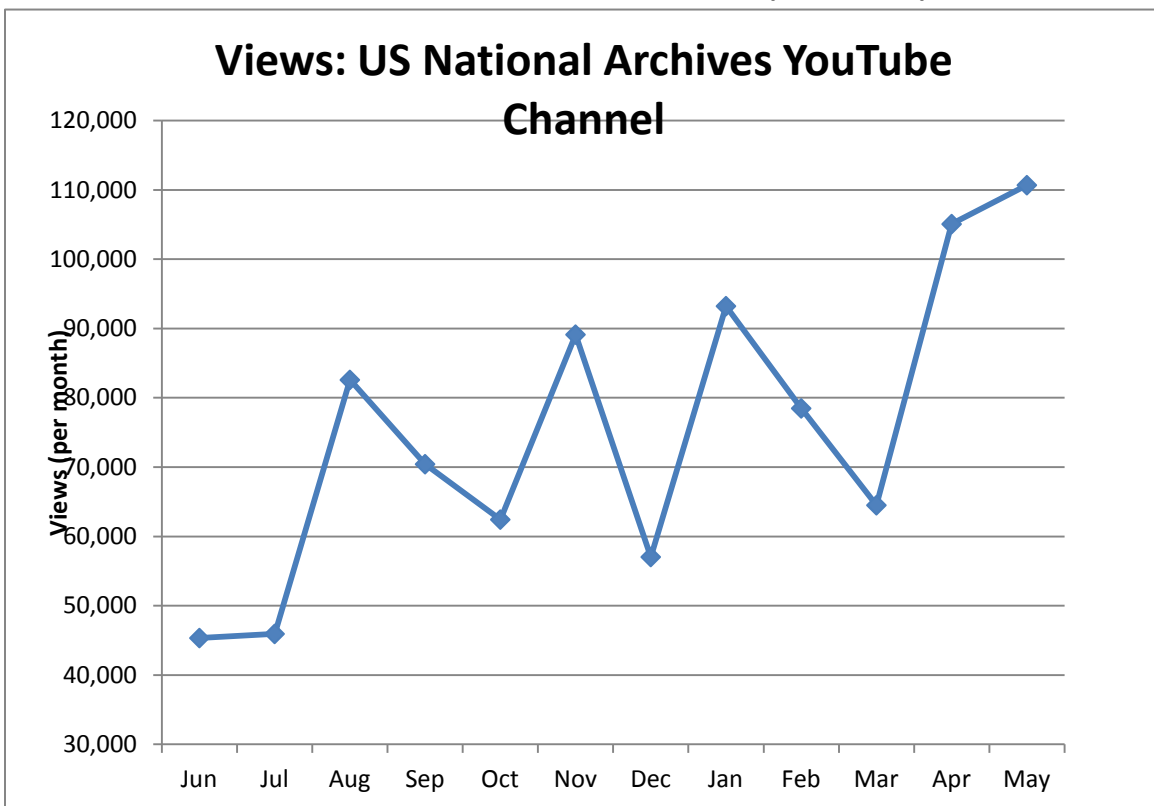


Editors on Our Archives Wiki (Cumulative)

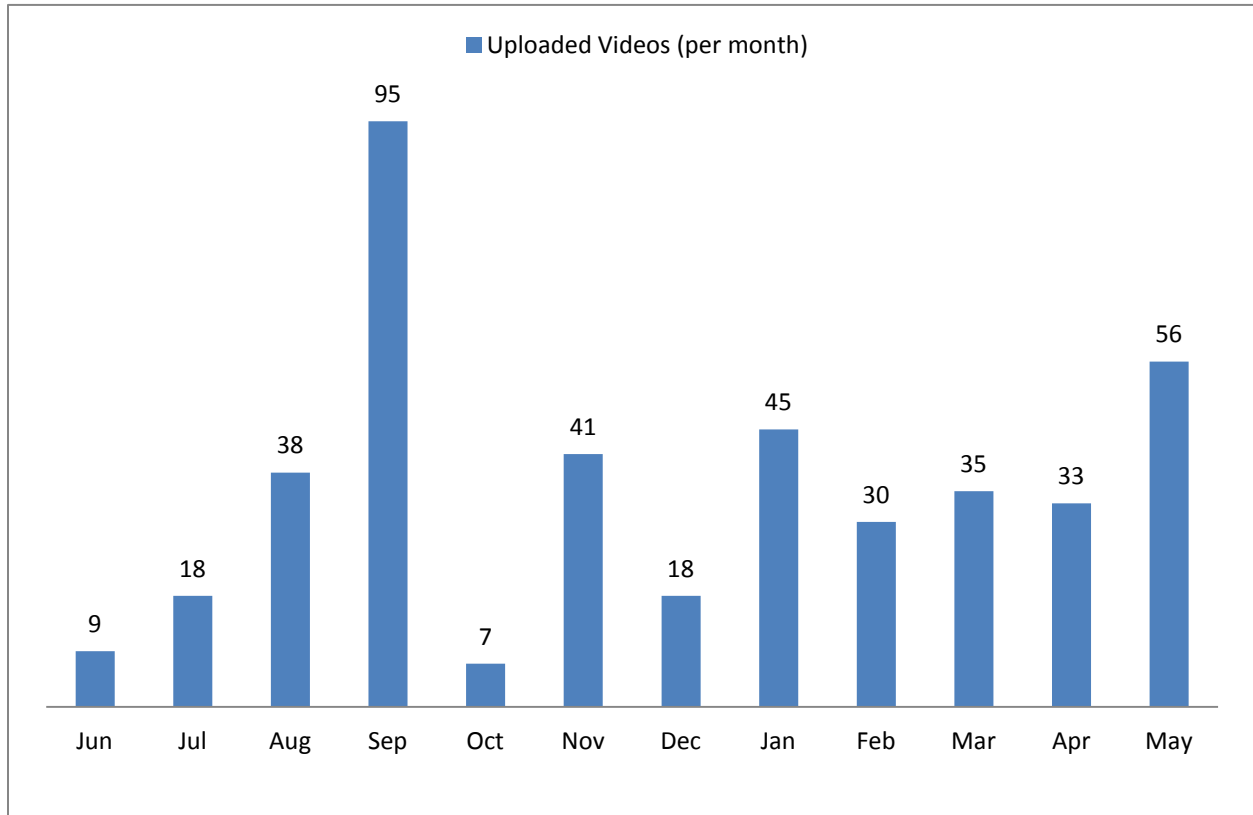


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

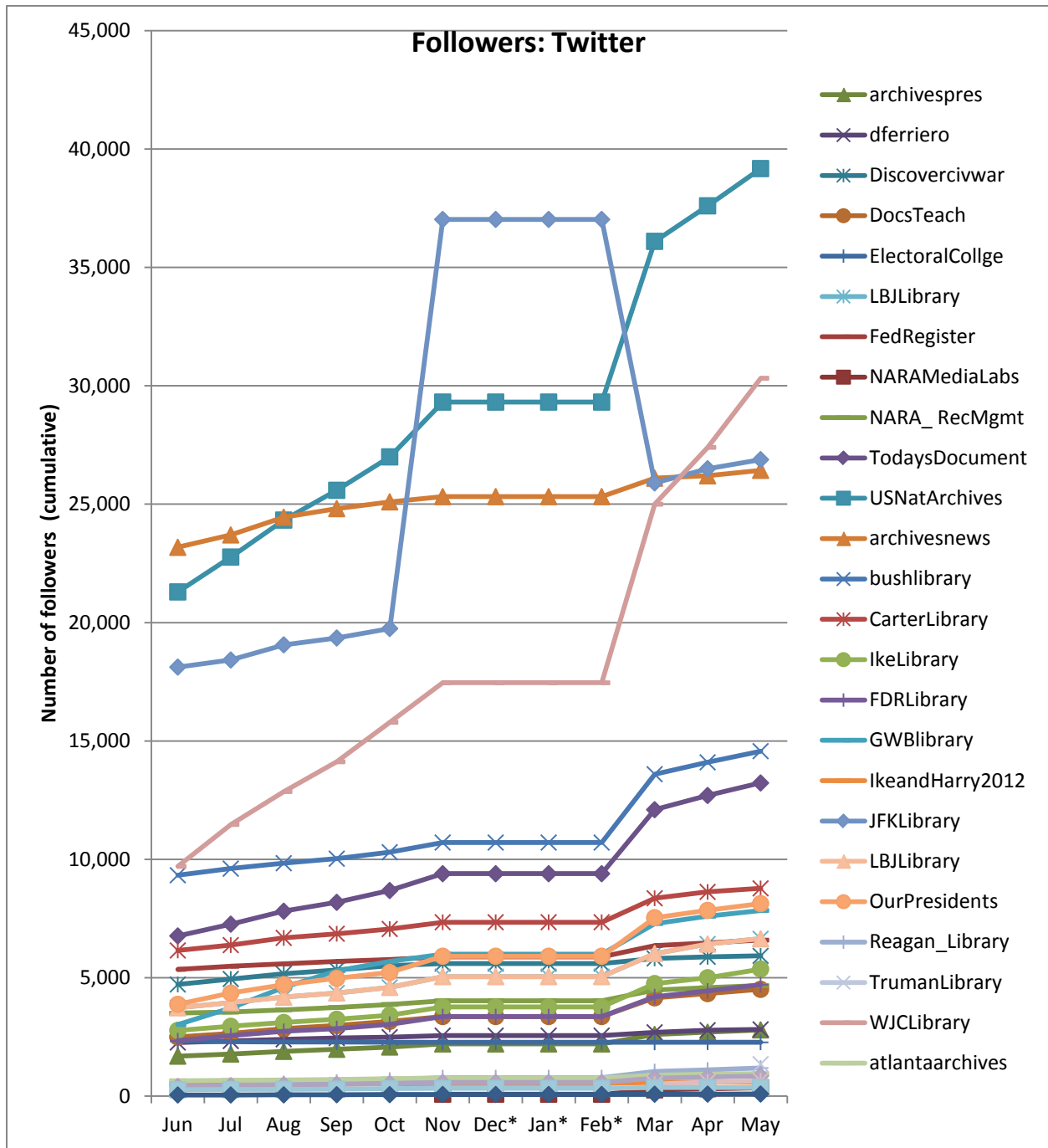


Top 5 Most Viewed Videos for May 2014 on US National Archives Channel

Video Title	Views
A Very Beazley Christmas, 2005	35,645
Curious Alice, 1971	7,054
Stories from the Great Depression	6,461
Private Snafu in "Censored." 1944	3,528
Eisenhower's "Military-Industrial Complex" Speech Origins and Significance	1,888

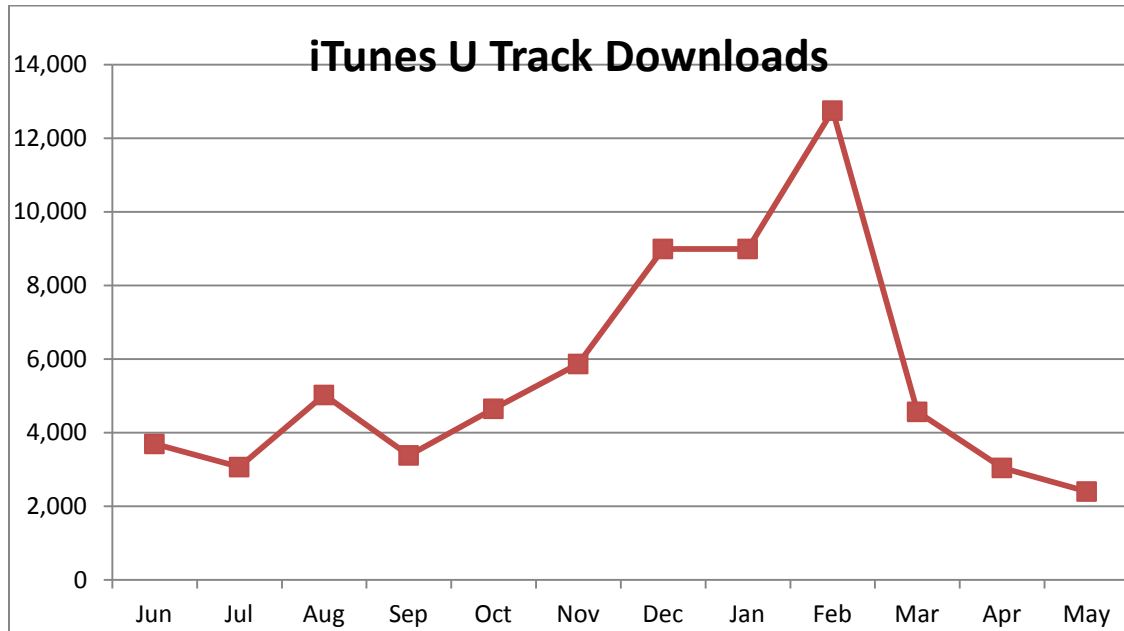
Social Media Tools: Detail View – Twitter

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

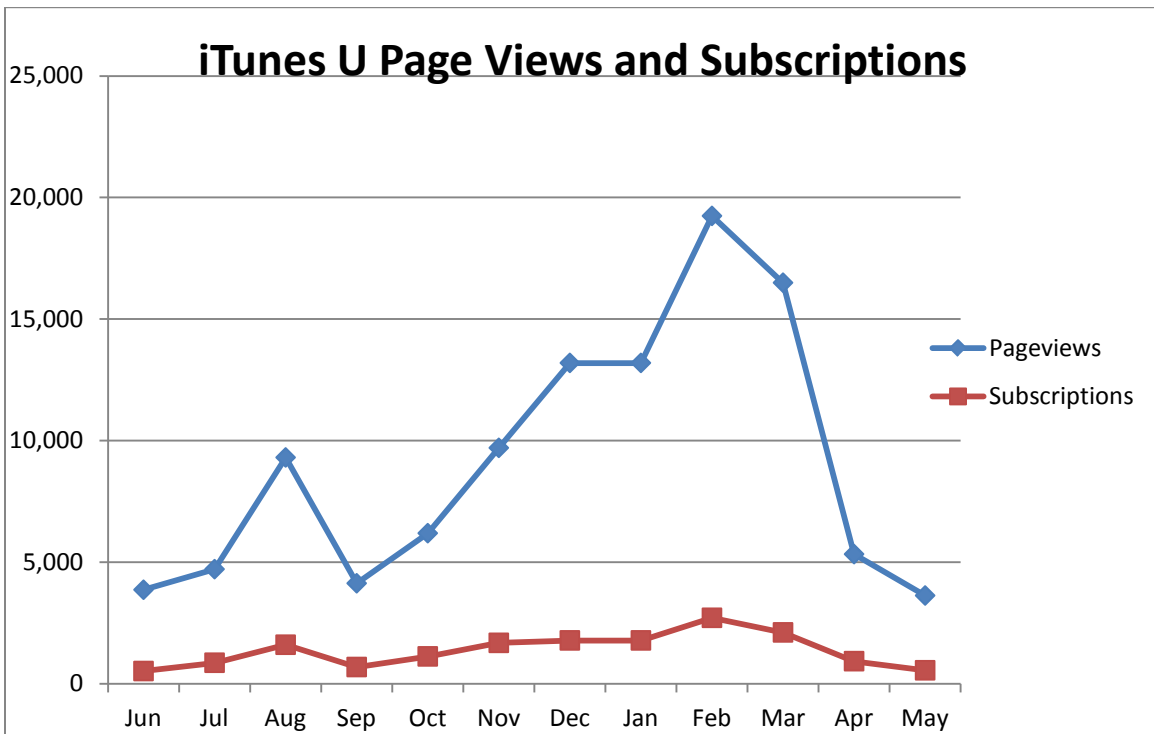


Social Media Tools: Detail View – iTunes U

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

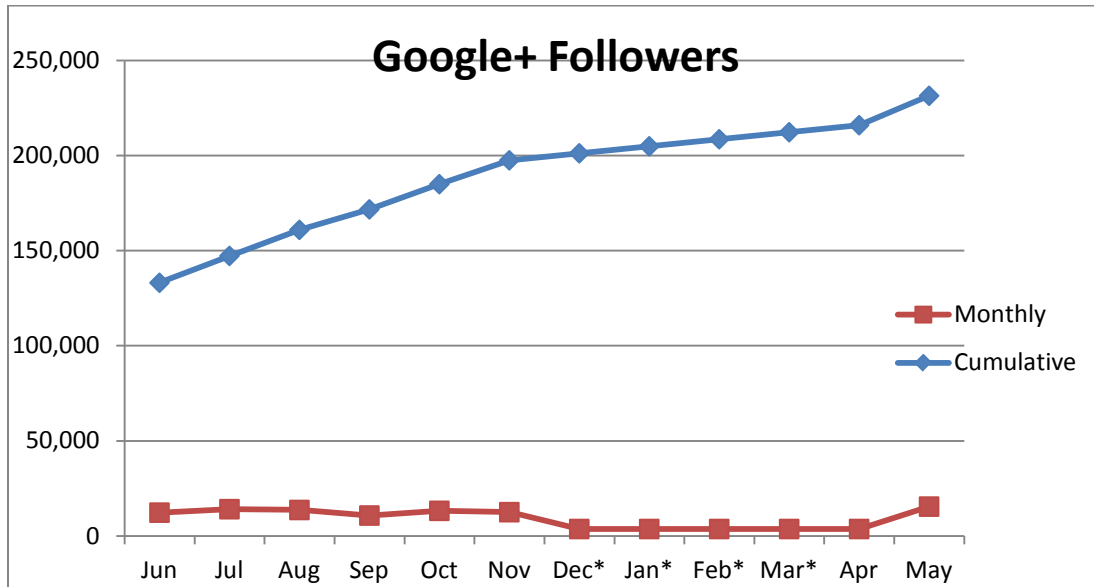


Page Views and Subscriptions on U.S. National Archives iTunes U (Source: Appendix VI)



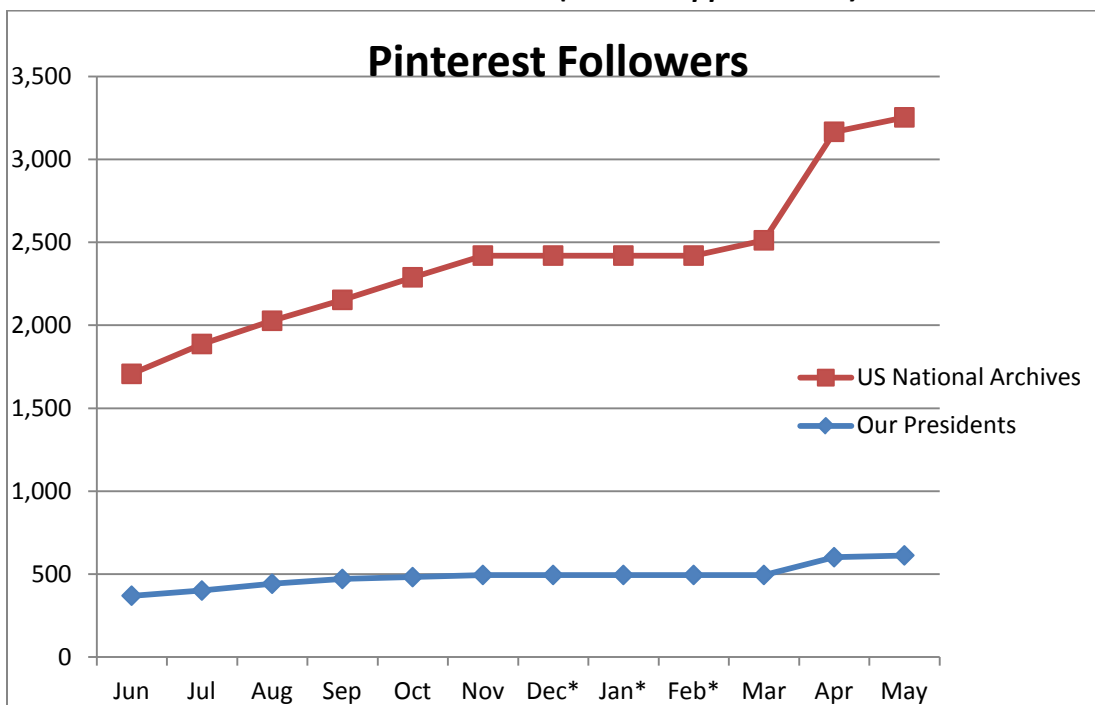
Social Media Tools: Detail View – Google+

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.

Blog Visits						FY14						
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Acts of Congress	24	38	37	144	30	35	28	30	36	26	15	38
Annotation (NHPRC)									2,474	1,751	1,032	602
AOTUS	2,860	1,156	2,654	3,044	3,124	2,524	2,099	1,680	1,954	2,361	3,375	2,446
Carter Chronicle	151	355	365	645	394	437	479	401	307	293	298	282
Education Updates	1,125	1,291	1,741	3,405	1,566	3,677	1,757	2,393	3,331	3,864	3,225	2,459
FOIA	924	1,047	1,095	803	811	893	667	952	1,057	1,064	959	1,259
Inside Innovation							163	1,268	493	260	240	174
Media Matters	626	1,325	3,362	2,274	1,612	1,990	1,682	2,335	3,239	2,711	3,867	2,970
NARAtions	3,467	4,635	5,911	4,782	5,271	4,857	3,237	3,930	4,565	4,263	3,988	3,979
NDC Blog	1,060	1,427	1,300	973	802	1,098	500	648	595	919	1,041	997
Rediscovering Black History	152	409	1,230	553	329	741	429	639	1,004	1,065	1,048	898
Prologue Blog	10,422	4,656	6,444	8,322	7,757	11,159	7,224	8,368	13,851	11,436	11,231	11,307
Records Express Blog	1,748	1,622	1,392	2,900	1,732	1,543	1,792	1,789	1,458	2,926	2,055	1,663
The Text Message	2,015	2,381	3,636	4,313	4,222	4,958	4,625	5,747	6,972	4,811	5,034	4,801
Transforming Classification (PIDB)	247	369	399	294	203	722	921	562	323	313	211	322
MONTHLY TOTAL	26,067	20,711	29,566	32,452	27,853	34,634	25,603	30,742	41,659	38,063	37,619	34,197

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											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Acts of Congress	33	53	64	402	41	37	32	34	43	32	17	58
Annotation (NHPRC)									5,513	4,205	1,953	910
AOTUS	4,270	1,925	4,327	4,909	4,933	4,022	3,581	2,852	3,331	3,881	5,592	4,147
Carter Chronicle	223	634	531	937	608	677	746	568	489	546	428	419
Education Updates	1,782	1,689	2,870	5,099	2,722	5,358	2,643	3,556	4,747	5,405	4,893	3,542
FOIA	1,434	1,865	1,819	1,813	1,425	1,510	1,216	1,758	1,945	2,014	1,867	2,062
Media Matters	907	2,135	5,990	3,813	2,440	3,064	2,808	3,756	4,890	4,476	6,079	5,006
NARAtions	5,617	8,066	10,029	8,151	8,879	8,064	6,036	7,003	7,957	7,371	7,104	6,807
NDC Blog	1,642	2,260	2,200	1,505	1,279	1,782	803	1,240	1,129	1,616	2,019	1,527
Rediscovering Black History	203	694	2,211	933	587	1,133	678	1,162	1,533	1,700	1,904	1,497
Prologue Blog	14,662	7,010	9,666	12,452	11,914	16,138	10,964	12,759	19,663	19,107	17,701	18,080
Records Express Blog	2,601	2,628	2,363	4,052	2,680	2,587	3,004	3,000	2,253	4,701	3,804	2,831
The Text Message	2,879	4,038	6,242	6,902	6,744	8,306	8,096	9,918	11,895	8,165	8,310	7,001
Transforming Classification (PIDB)	354	602	619	436	380	1,463	2,274	1,378	501	457	312	470
MONTHLY TOTAL	38,795	33,599	48,931	51,404	44,632	54,141	43,172	51,209	66,572	64,030	62,279	54,570

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						
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Acts of Congress	267	297	331	471	500	534	560	589	625	661	675	708
Annotation (NHPRC)									1,455	1,455	2,143	2,549
AOTUS	106,926	107,667	109,471	111,416	113,825	115,548	116,984	118,193	119,643	121,288	123,853	125,682
Carter Chronicle	3,470	3,728	3,989	4,349	4,652	4,987	5,369	5,656	5,888	6,123	6,362	6,577
Education Updates	3,619	4,385	5,585	8,365	9,705	12,437	13,833	15,722	18,546	21,984	24,762	26,786
FOIA	17,290	17,965	18,647	19,205	19,773	20,355	20,813	21,488	22,231	22,959	23,648	24,522
Inside Innovation							61	680	913	1,083	1,248	1,367
Media Matters	525	1,619	3,594	5,256	6,448	7,748	8,870	10,420	12,986	14,928	17,966	20,126
Media Matters	132,912	136,846	141,618	145,629	150,071	154,233	157,120	160,598	164,441	168,180	171,640	175,026
NDC Blog	81,433	82,563	83,330	83,974	84,595	85,462	85,888	86,393	86,846	87,516	88,334	89,193
Rediscovering Black History	317	545	1,231	1,558	1,801	2,216	2,501	2,918	3,645	4,466	5,259	5,976
Prologue Blog	236,035	239,632	244,915	252,040	258,846	268,321	274,530	281,799	293,792	303,886	313,948	323,879
Records Express Blog	31,945	32,957	33,887	35,568	36,768	37,825	38,863	40,046	41,015	42,922	44,335	45,511
The Text Message	63,144	65,074	67,634	71,243	74,851	78,927	82,530	87,217	92,956	96,866	100,993	105,068
Transforming Classification (PIDB)	5,389	5,652	5,922	6,150	6,318	6,841	7,340	7,648	7,843	8,058	8,226	8,420
MONTHLY TOTAL	765,400	781,058	802,282	825,611	768,153	795,434	815,262	839,367	872,825	902,375	933,392	961,390

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											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Acts of Congress	24	30	34	140	29	34	26	29	36	36	14	33
Annotation (NHPRC)									1,455	1,148	688	406
AOTUS	1,873	741	1,804	1,945	2,409	1,723	1,436	1,209	1,450	1,645	2,565	1,829
Carter Chronicle	127	258	261	360	303	335	382	287	232	235	239	215
Education Updates	743	766	1200	2780	1340	2732	1396	1889	2824	3438	2,778	2024
FOIA	608	675	682	558	568	582	458	675	743	728	689	874
Inside Innovation							61	619	233	170	165	119
Media Matters	525	1094	1975	1662	1192	1300	1122	1550	2566	1942	3038	2160
NARAtions	2,946	3,934	4,772	4,011	4,442	4,162	2,887	3,478	3,843	3,739	3,460	3,386
NDC Blog	857	1,130	767	644	621	867	426	505	453	670	818	859
Rediscovering Black History	128	228	686	327	243	415	285	417	727	821	793	717
Prologue Blog	8,673	3,597	5,283	7,125	6,806	9,475	6,209	7,269	11,993	10,094	10,062	9,931
Records Express Blog	1,091	1,012	930	1,681	1,200	1,057	1,038	1,183	969	1,907	1,413	1,176
The Text Message	1,762	1,930	2,560	3,609	3,608	4,076	3,603	4,687	5,739	3,910	4,127	4,075
Transforming Classification (PIDB)	210	263	270	228	168	523	499	308	195	215	168	194
MONTHLY TOTAL	20,720	15,658	21,224	25,070	22,929	27,281	19,828	24,105	33,458	30,698	31,017	27,998

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

RSS Feed Subscribers for Blogs	FY14											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Acts of Congress	0	0	0	0	0	0			0	0	0	0
Annotation (NHPRC)									13	8	9	9
AOTUS Blog	1,027	1,106	1,166	1,134	1,195	1,120	1,120	1,120	1,100	1,129	1,194	1,088
AOTUS Tumblr										12	11	9
Carter Chronicle	743	678	721	971	1,008	1,028	1,028	1,028	1,108	1,159	1,114	991
Education Updates	25	32	54	60	63	61	61	61	65	64	76	72
FOIA Ombudsman	33	23	44	49	72	71	71	71	84	83	83	82
Media Matters									3	5	7	6
NARAtions					0	0	0	0	79	92	61	93
NDC Blog	1,185	1,126	1,288	1,133	1,140	1,142	1,142	1,142	1,131	1,137	1,124	1,123
Prologue	72	56	64	99	71	83	83	83	205	263	242	233
Records Express	436	610	492	306	582	592	592	592	552	554	550	554
Rediscovering Black History	81	84	88	46	97	67	67	67	304	302	328	362
Text Message	6	3	5	9	6	16	16	16	17	16	14	22
Today's Document Tumblr	157	166	166	171	183	225	225	225	214	208	206	197
Our Presidents Tumblr										88	99	112
Transforming Classification (PIDB)	839	810	883	1,104	1,289	1,485	1,485	1,485	1,179	1,456	1,206	1,271
MONTHLY TOTAL	5749	5350	5377	5345	5,942	5,890	5,890	5,890	6,054	6,576	6,324	6,224

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						
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Monthly Total (A+P+R)	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	4,103,929	7,630,438	6,175,487
Agency-Wide Total	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	1,930,898	1,673,035	2,268,177
US National Archives	1,274,885	1,459,551	884,583	910,660	459,932	826,773	787,796	787,796	3,573,429	1,804,851	1,538,267	2,092,793
Afro-American HS	1,416	1,464	1,979	1,542	1,282	1,512	1,350	1,350	2,568	902	1,348	990
Assembly	446	148	188	66	89	195	82	82	337	67	179	161
Archival Recovery	24,798	10,580	22,216	13,104	9,250	8,480	32,821	32,821	4,373	4,104	3,874	1,189
Constitution	15,375	25,235	11,021	40,705	7,337	11,578	5,455	5,455	5,455	37,549	44,692	26,717
Federal Register	1,910	1,657	5,148	3,981	1,448	4,341	11,251	11,251	7,421	3,214	1,927	5,082
Federal Records Centers	1,417	1,830	1,380	2,602	9,271	672	1,760	1,760	2,826	949	643	615
Applied Research	4,883	2,618	4,533	3,074	2,919	4,398	2,234	2,234	1,933	3,107	1,623	1,828
NHPRC	60,552	50,585	48,826	40,423	21,631	32,831	43,822	43,822	24,229	30,815	25,069	36,747
Noon Lectures	7,276	5,973	3,572	3,512	4,442	4,792	2,031	2,031	2,752	2,103	2,108	3,297
Preservation	16,397	28,504	15,028	12,012	6,960	21,801	11,057	11,057	6,993	6,668	10,823	8,664
Research	17,380	15,041	53,442	20,835	13,301	10,764	5,686	5,686	7,392	8,031	9,073	7,955
Today's Document	23,344	250,464	22,922	16,480	10,285	12,305	232,877	232,877	13,590	10,621	11,399	12,435
Students and Interns	8,945	3,359	4,765	4,186	3,781	3,317	2,948	2,948	9,351	7,309	9,680	15,206
Electoral College	2,502	664	938	865	2,532	1,733	285	285	1,756	2,144	2,610	2,020

Education	23,880	10,277	16,234	18,341	8,262	26,968	6,409	6,409	8,191	8,464	9,720	52,478
Presidential Total	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	2,022,580	5,799,716	3,686,422
Bush	760,636	570,368	195,324	221,067	175,814	254,037	188,441	188,441	361,678	302,175	1,453,205	340,486
GWB	223,220	144,792	146,649	310,531	78,461	275,074	133,815	133,815	654,321	523,018	1,876,531	666,644
Carter	143,889	101,408	98,345	59,901	49,425	62,163	90,092	90,092	85,751	135,976	167,616	132,945
Clinton	87,700	123,095	106,436	85,566	62,111	82,002	35,736	35,736	44,319	81,354	63,201	916,498
Eisenhower	151,820	111,173	114,976	66,085	37,895	82,517	73,100	73,100	79,763	86,000	153,747	110,378
Ford Library	28,744	45,199	39,335	32,157	15,143	26,659	13,053	13,053	18,345	15,915	16,203	35,962
Ford Museum	88,303	198,355	101,375	194,120	103,762	134,579	40,368	40,368	37,829	45,521	114,452	170,764
Hoover	48,204	55,376	37,669	29,633	37,359	32,057	27,455	27,455	26,559	43,595	44,527	56,451
Johnson	147,949	171,957	159,239	66,640	40,883	160,662	151,609	151,609	202,922	195,848	1,206,772	277,143
Nixon	184,276	138,462	195,060	131,423	117,518	290,850	367,097	367,097	456,494	326,813	447,636	517,021
Reagan	22,049	20,510	29,435	34,926	8,004	11,107	18,163	18,163	16,012	9,752	12,336	40,457
Roosevelt	872,279	160,099	165,503	87,117	76,802	88,205	97,966	97,966	150,704	142,031	102,137	87,660
Truman	174,210	247,808	155,410	101,409	80,747	109,169	77,693	77,693	111,148	114,582	141,353	334,013
Regional Total	403,554	296,634	274,063	218,714	108,171	192,707	179,966	179,966	250,685	150,451	157,687	220,888
Anchorage	1,297	1,847	1,607	432	1,141	1,342	1,487	1,487	213	2,274	1,381	4,634
Atlanta	32,573	17,392	20,289	16,593	6,002	10,693	8,194	8,194	23,590	7,515	8,595	15,288
Boston	108,957	45,274	71,207	37,063	24,876	38,855	59,810	59,810	20,321	35,801	26,280	46,049
Chicago	24,067	16,763	11,295	7,840	8,724	13,800	6,281	6,281	8,114	12,912	26,280	29,810

Denver	22,347	33,849	18,582	28,085	9,467	27,286	8,382	8,382	22,742	6,476	15,988	34,990
Fort Worth	27,859	33,500	33,201	16,287	13,830	16,682	12,786	12,786	12,471	12,880	12,778	10,982
Kansas City	53,826	47,361	41,717	30,126	14,929	30,075	45,165	45,165	38,588	24,417	23,662	27,787
New York	12,441	29,650	11,902	18,753	8,468	9,894	12,230	12,230	24,345	6,345	10,678	14,310
Philadelphia	39,366	52,232	33,760	24,639	9,539	8,454	9,212	9,212	55,090	11,166	17,177	16,877
Riverside	8,605	5,369	12,303	6,015	2,564	10,506	2,988	2,988	5,095	12,682	1,786	2,594
Seattle	5,998	3,208	6,241	7,382	2,860	6,018	4,621	4,621	22,863	5,932	4,196	3,238
St. Louis	66,218	10,189	11,959	25,499	5,771	19,102	8,810	8,810	17,253	12,051	8,886	14,329

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											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Monthly Total (A+P+R)	1,593,512	1,349,262	829,067	814,603	498,078	895,980	959,477	968,025	2,332,815	1,532,717	2,924,150	2,190,775
Agency-Wide Total	390,815	599,171	229,005	281,441	158,630	294,966	467,655	467,655	1,452,142	749,271	465,852	644,390
US National Archives	347,979	414,531	186,481	234,639	132,593	254,315	276,718	276,718	1,417,961	716,037	432,782	597,432
Afro-American HS	454	205	444	232	374	448	207	207	418	184	201	148
Assembly	84	28	39	9	10	39	11	11	28	7	34	11
Archival Recovery	3,823	2,308	4,137	2,674	1,772	1,248	13,396	13,396	1,246	711	1,028	317
Constitution	5,446	9,040	3,202	17,025	2,327	4,992	14,014	14,014	14,014	15,949	16,490	10,425
Federal Register	313	233	1,754	1,084	322	1,354	4,355	4,355	3,104	809	275	1,314

Federal Records Centers	279	288	145	460	1,250	208	547	547	441	101	36	46
Applied Research	792	542	658	717	758	639	291	291	295	599	169	420
NHPRC	11,256	8,692	8,834	7,701	5,039	7,415	12,292	12,292	4,573	5,969	3,682	6,605
Noon Lectures	767	1,142	439	327	889	966	286	286	343	316	231	689
Preservation	5,361	5,344	4,081	3,185	1,939	6,111	3,601	3,601	2,376	1,797	3,128	2,119
Research	4,455	4,122	10,832	5,572	4,796	3,265	1,585	1,585	1,758	1,822	2,134	1,568
Today's Document	3,252	149,966	3,367	2,182	2,981	2,106	138,263	138,263	2,080	1,491	1,681	1,338
Students and Interns	1,433	743	1,124	1,032	823	690	747	747	1,725	1,444	1,183	1,681
Electoral College	396	224	137	216	835	495	56	56	564	708	944	624
Education	4,725	1,763	3,331	4,386	1,922	10,675	1,286	1,286	1,216	1,327	1,854	19,653
Presidential Total	1,119,891	683,394	539,111	483,261	314,753	546,950	440,685	449,405	801,015	750,803	2,427,096	1,487,671
Bush	291,961	172,672	72,457	77,999	61,330	98,753	59,642	59,642	162,904	107,784	727,050	120,169
GWB	84,016	25,873	53,572	80,941	17,307	53,139	19,010	19,010	234,321	189,848	922,008	269,923
Carter	44,178	30,009	34,311	17,239	14,533	19,835	28,634	28,634	26,698	49,516	55,804	43,886
Clinton	20,358	41,083	29,798	27,733	22,209	22,830	10,123	10,123	13,900	32,512	23,589	447,526
Eisenhower	48,484	32,237	31,409	18,575	13,023	21,990	24,005	24,005	24,648	21,982	9,400	34,322
Ford Library	9,363	14,413	13,405	9,727	4,469	8,952	3,063	3,063	4,591	4,727	4,193	14,865
Ford Museum	38,152	82,654	42,608	84,634	52,395	58,696	6,571	15,291	14,092	19,803	42,509	68,072
Hoover	17,857	22,723	13,205	10,699	12,767	10,099	9,947	9,947	8,783	16,297	15,731	20,660
Johnson	48,890	65,091	55,594	24,298	17,217	62,120	60,908	60,908	75,791	83,679	503,108	121,264

Nixon	69,096	48,992	74,689	52,813	51,220	123,180	161,550	161,550	148,585	123,936	39,478	173,445
Reagan	6,159	6,172	8,692	13,329	2,329	3,662	5,094	5,094	6,505	3,331	2,216	8,083
Roosevelt	390,540	54,818	60,577	32,852	26,493	31,193	30,356	30,356	43,085	61,556	34,793	28,506
Truman	50,837	86,657	48,794	32,422	19,461	32,501	21,782	21,782	37,112	35,832	47,217	136,950
Regional Total	82,806	66,697	60,951	49,901	24,695	54,064	51,137	50,965	79,658	32,643	31,202	58,714
Anchorage	282	335	449	48	240	331	335	163	42	527	169	1,349
Atlanta	12,542	6,718	7,850	4,466	2,106	3,822	2,804	2,804	10,195	2,954	2,829	6,278
Boston	19,344	10,531	16,599	5,260	6,958	9,187	18,113	18,113	3,755	5,261	4,944	7,552
Chicago	4,313	3,853	2,294	1,580	1,896	2,464	1,209	1,209	1,899	2,080	990	10,184
Denver	5,841	9,168	3,426	6,247	1,659	10,599	964	964	8,757	1,322	5,506	14,859
Fort Worth	3,881	5,038	9,223	2,919	2,937	2,435	1,815	1,815	1,978	1,826	1,919	2,357
Kansas City	10,689	12,029	6,571	4,772	3,361	7,386	16,183	16,183	11,598	6,082	4,457	4,977
New York	3,110	6,080	4,379	7,261	2,285	3,320	4,184	4,184	9,075	1,646	2,702	2,868
Philadelphia	2,207	9,758	1,920	2,847	994	983	1,705	1,705	16,990	2,540	3,892	3,765
Riverside	2,443	1,238	3,500	1,544	429	3,933	694	694	1,398	4,514	352	547
Seattle	1,044	726	1,471	3,001	588	1,022	1,296	1,296	9,853	524	1,065	502
St. Louis	17,110	1,223	3,269	9,956	1,242	8,582	1,835	1,835	4,118	3,367	2,377	3,476

APPENDIX V: Twitter Followers (Cumulative)

Twitter Followers (Cumulative)						FY14						
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
archivespres	1,694	1,784	1,896	1,983	2,079	2,210	2,210	2,210	2,210	2,607	2,703	2,803
dferriero	2,269	2,333	2,405	2,458	2,494	2,559	2,559	2,559	2,559	2,699	2,787	2,823
Discovercivwar	4,718	4,951	5,170	5,336	5,512	5,602	5,602	5,602	5,602	5,818	5,889	5,927
DocsTeach	2,500	2,650	2,860	2,988	3,162	3,366	3,366	3,366	3,366	4,157	4,335	4,515
ElectoralCollge	2,318	2,303	2,293	2,284	2,278	2,279	2,279	2,279	2,279	2,273	2,281	2,275
FedRegister	5,359	5,489	5,590	5,697	5,767	5,888	5,888	5,888	5,888	6,365	6,468	6,592
NARAMediaLabs						89	89	89	89	270	316	357
NARA_ RecMgmt	3,506	3,552	3,650	3,747	3,877	4,029	4,029	4,029	4,029	4,481	4,580	4,672
TodaysDocument	6,770	7,267	7,813	8,188	8,687	9,397	9,397	9,397	9,397	12,100	12,700	13,229
USNatArchives	21,296	22,768	24,330	25,587	26,999	29,313	29,313	29,313	29,313	36,100	37,600	39,173
ArchivesInnov										261	302	334
archivesnews	23,180	23,703	24,451	24,814	25,099	25,321	25,321	25,321	25,321	26,100	26,200	26,431
bushlibrary	9,332	9,611	9,842	10,031	10,305	10,712	10,712	10,712	10,712	13,600	14,100	14,572
CarterLibrary	6,156	6,382	6,686	6,862	7,062	7,348	7,348	7,348	7,348	8,359	8,628	8,777
IkeLibrary	2,781	2,953	3,114	3,251	3,425	3,768	3,768	3,768	3,768	4,757	5,004	5,370
FDRLibrary	2,346	2,556	2,741	2,860	3,039	3,363	3,363	3,363	3,363	4,205	4,448	4,710
GWBLibrary	3,029	3,731	4,596	5,302	5,695	6,001	6,001	6,001	6,001	7,292	7,601	7,843

IkeandHarry2012	509	509	511	516	529	541	541	541	541	577	588	591
JFKLibrary	18,122	18,421	19,062	19,351	19,751	37,025	37,025	37,025	37,025	25,900	26,500	26,883
LBJLibrary	3,735	3,952	4,184	4,361	4,597	5,053	5,053	5,053	5,053	6,026	6,428	6,649
OurPresidents	3,881	4,355	4,713	4,975	5,226	5,913	5,913	5,913	5,913	7,540	7,848	8,136
Reagan_Library	358	441	540	596	679	784	784	784	784	1,044	1,108	1,191
WJCLibrary												1,354
atlantaarchives	9,706	11,476	12,866	14,122	15,790	17,459	17,459	17,459	17,459	25,000	27,400	30,319
KCArchives	655	668	684	709	738	770	770	770	770	884	928	956
CongressArchive	413	449	482	500	538	580	580	580	580	761	813	857
NARAFRC										515	598	653
StLouisArchives	277	283	291	297	322	332	332	332	332	364	363	369
TOTAL	54	55	59	65	69	74	74	74	74	87	90	93

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

	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May
Page Views	3,866	4,713	9,307	4,132	6,192	9,702	13,195	13,195	19,241	16,494	5,331	3,629
Track Downloads	3,697	3,068	5,026	3,385	4,651	5,868	8,992	8,992	12,749	4,568	3,045	2,404
Subscriptions	523	864	1,605	688	1,125	1,682	1,783	1,783	2,712	2,112	929	554

APPENDIX VII: Google+ Followers

	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May
Monthly Followers	12,298	14,118	13,693	10,774	13,244	12,541	3,690	3,690	3,690	3,690	6,301	15,467
Cumulative Followers	133,118	147,236	160,929	171,703	184,947	197,488	197,488	197,488	197,488	209,639	215,940	231,407

APPENDIX VIII: Pinterest Followers (Cumulative)

	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May
US National Archives	1,707	1,887	2,027	2,153	2,289	2,420	2,420	2,420	2,420	2,512	3,166	3,253
Our Presidents	370	401	442	471	482	495	495	495	495	495	602	613

APPENDIX IX: Instagram Followers (Cumulative)

	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May
US National Archives										584	645	764
Ike Library										31	44	64

APPENDIX X: HistoryPin Channel Views(Cumulative)

	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May
Channel Views										16,290	16,866	17,461