

JUNE FY2014 OVERVIEW

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	48,171 Views	22,593 Visitors
Tumblr Blogs	46,765 Views	22,063 Visitors
Facebook	13,326,981 Impressions	6,126,632 Reach
National Archives YouTube Channel	93,107 Views	10,970 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	2,883,092 Views	7,576 Total Contacts
Our Archives Wiki	3,664 Views	403 Total Editors
Twitter (all NARA feeds)	--	237,819 Total Followers
FourSquare	1,232 New Check-ins	0 New Followers
iTunes U	2,907 Views	509 New Subscribers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2014 Views (to date)	FY 2013 Views
Archives.gov Blogs	488,776	761,590
Tumblr Blogs	396,151	615,629
Facebook	47,019,862	39,491,534
National Archives YouTube Channel	753,664	872,926
Flickr (USNatArchives & ArchivesNews)	38,583,029	11,258,709
Our Archives Wiki	155,535	262,114

EXTERNAL BLOGS AND TUMBLOGS

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

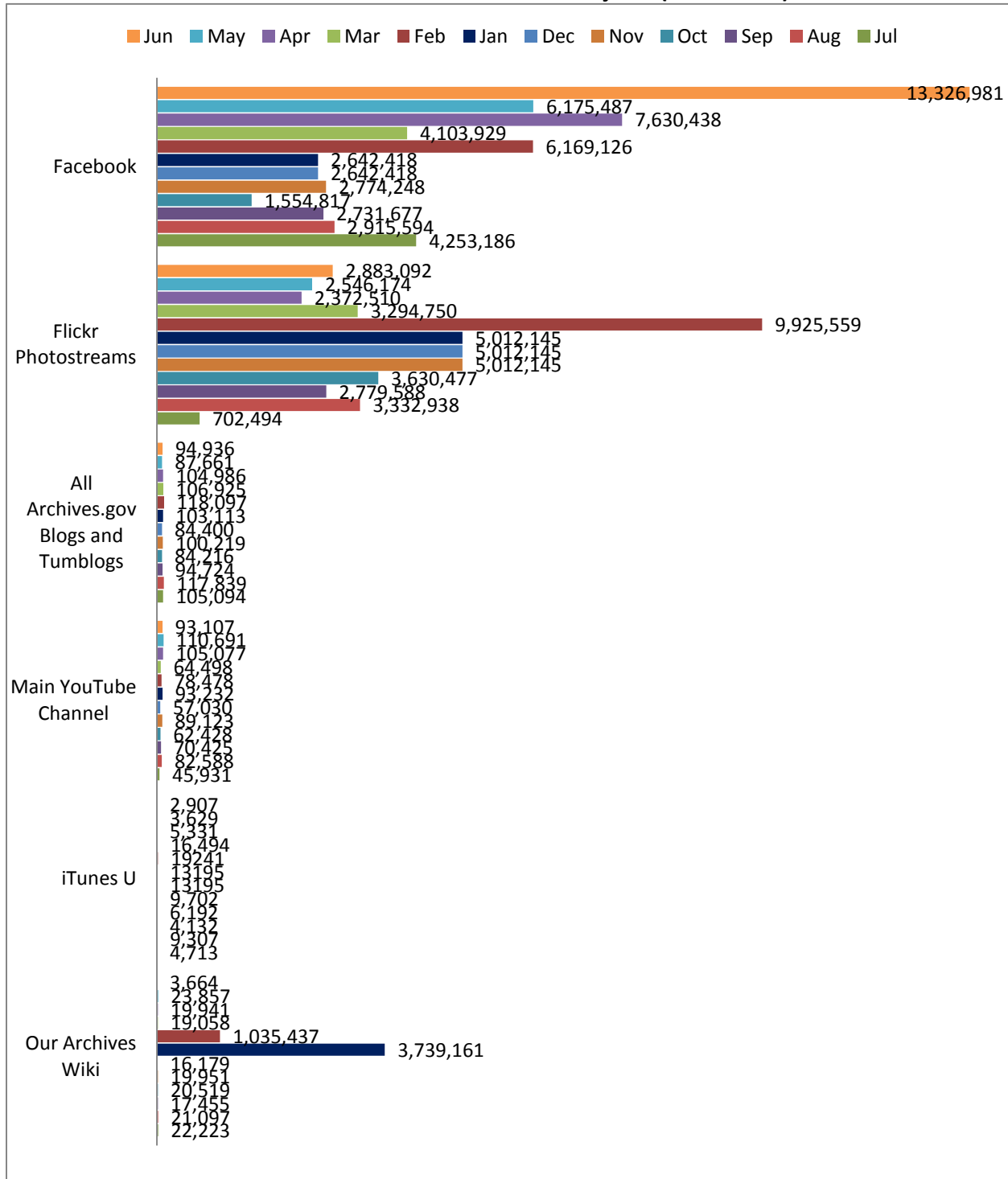
INTERNAL (NARA@WORK) BLOGS

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

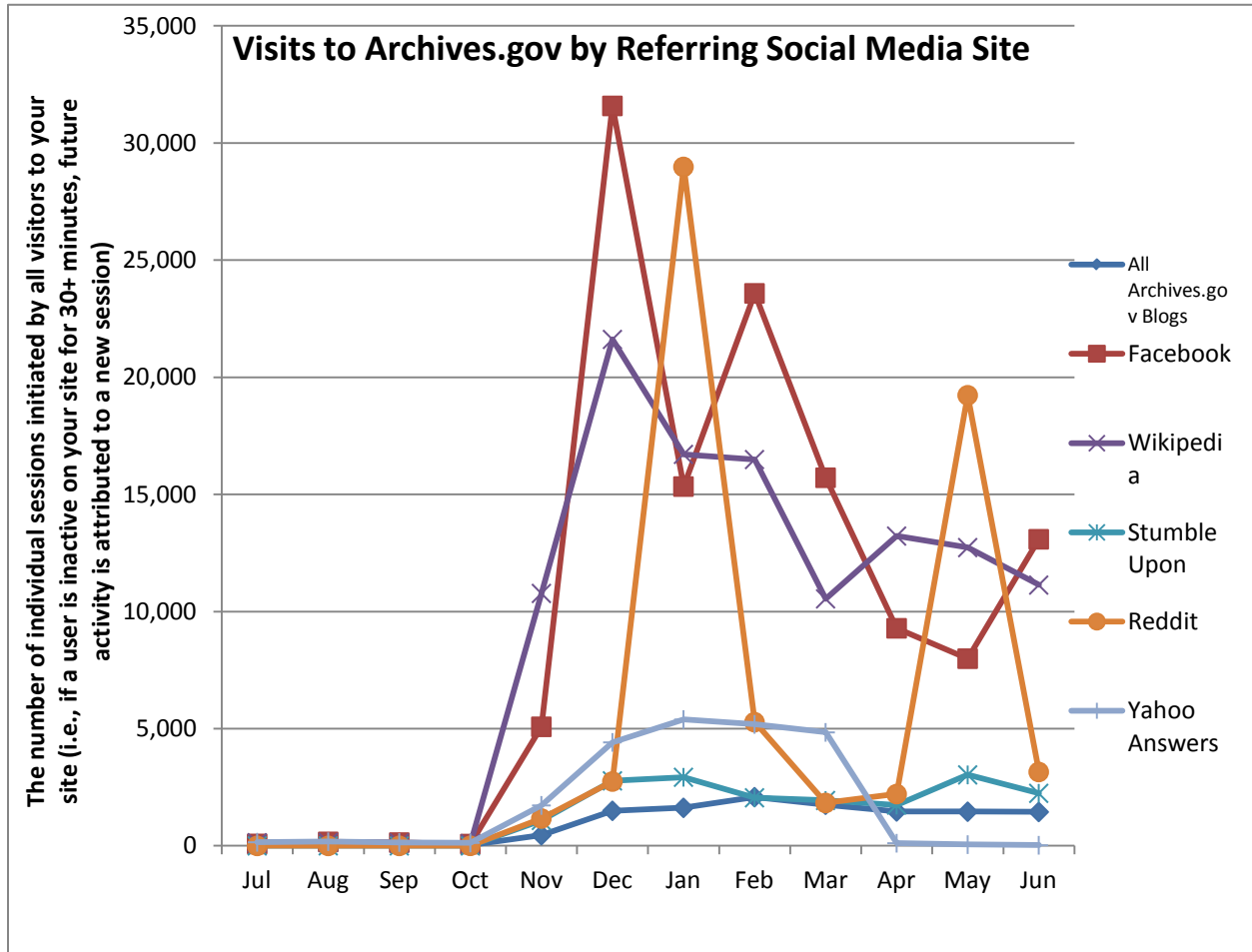
SOCIAL MEDIA TOOLBOX (Tools currently in use)

- | | | |
|---------------------|--------------|-----------------------------|
| • Blogs (Wordpress) | • HistoryPin | • Scribd (Document Sharing) |
| • Dipity | • HootSuite | • Storify |
| • Facebook | • IdeaScale | • Tumblr |
| • Flickr | • Instagram | • Twitter |
| • Foursquare | • iTunes U | • Ustream |
| • GitHub | • Pinterest | • Wikispaces |
| • Google+ | • RSS Feeds | • YouTube |

Views: on External Social Media Projects (Per Month)



Number of Archives.gov Visits Referred by Social Media Sites (Per Month)

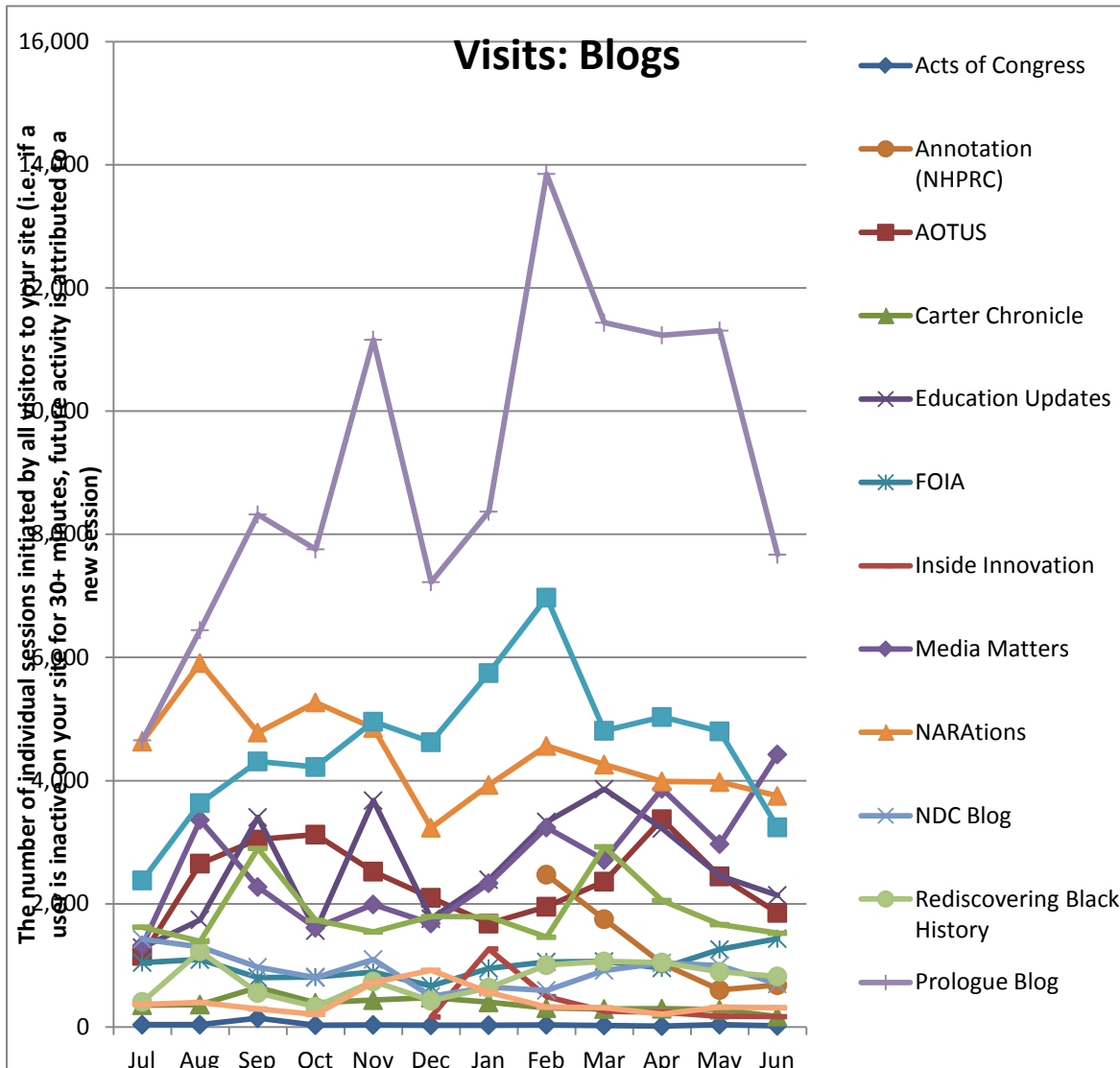


New External Social Media Projects: June Projects

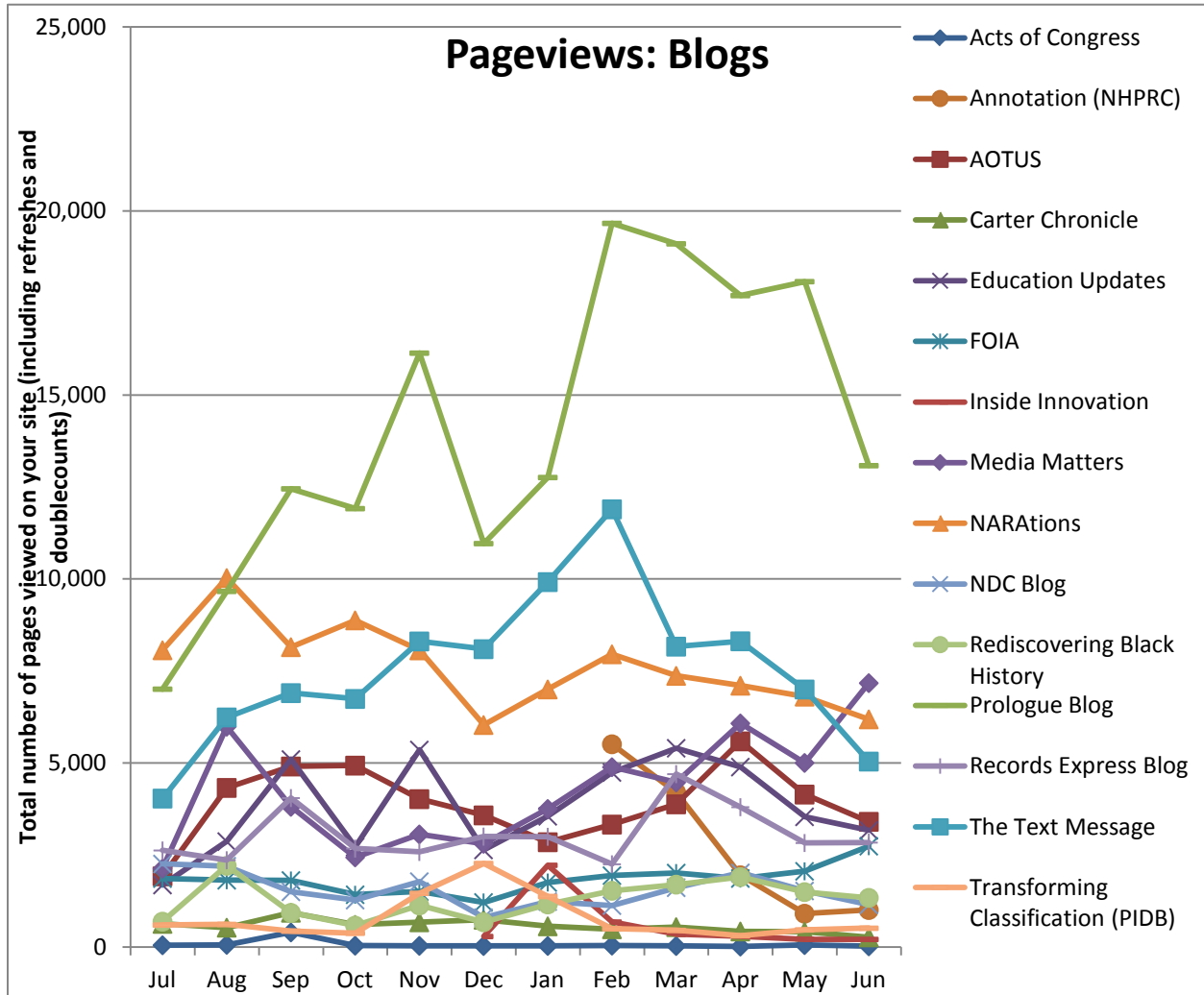
	Dipity	Facebook	Flickr	Twitter	Wiki	Tumblr	Blog	YouTube	Instagram
July						1			
August									
September									1
October									
November				1					
December									
January									
February									
March									1
April									
May				1					1
June									

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

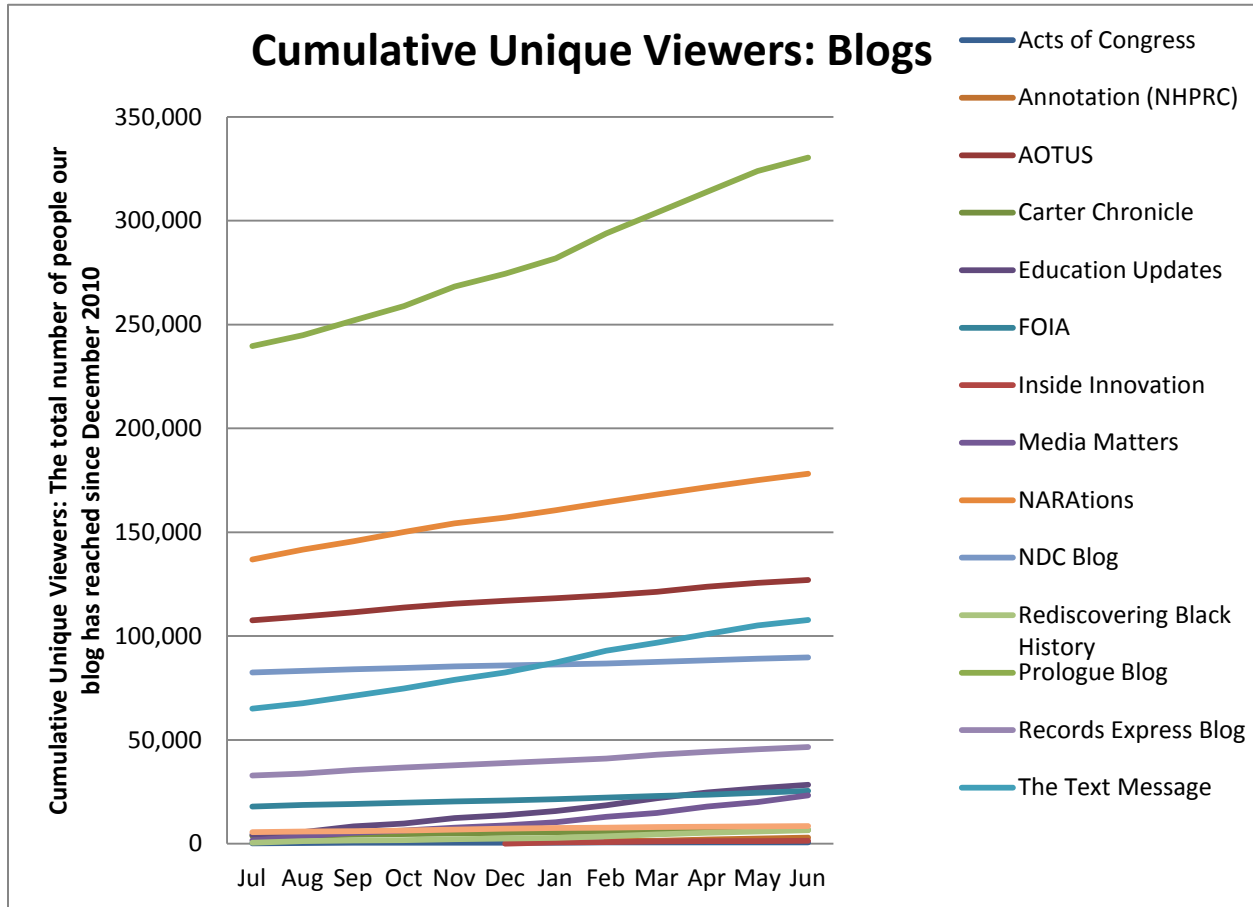
Blog Visits (Source: Appendix II.A)



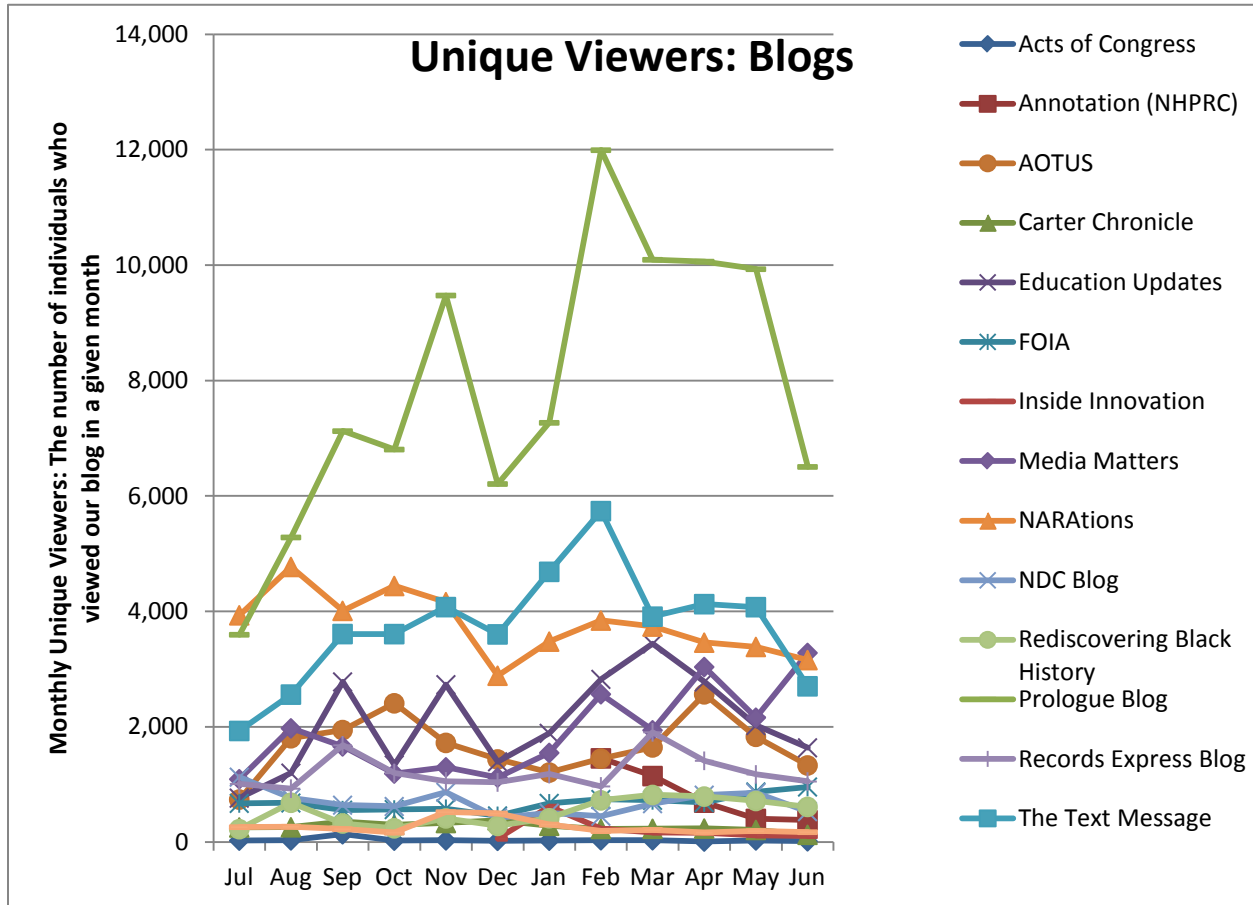
Blog Pageviews (Source: Appendix II.B)



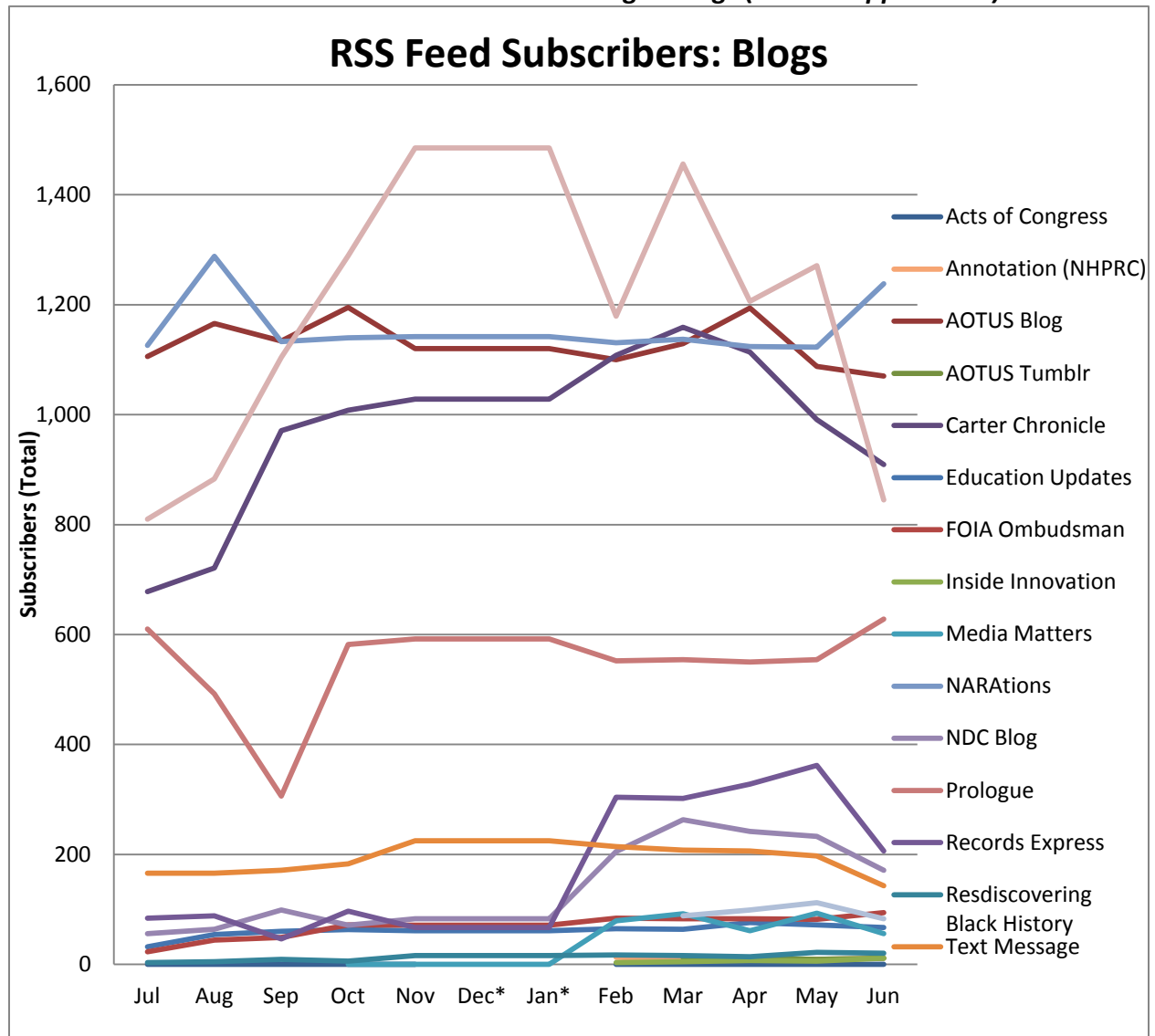
Blog Cumulative Unique Viewers (Source: Appendix II.C)



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



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

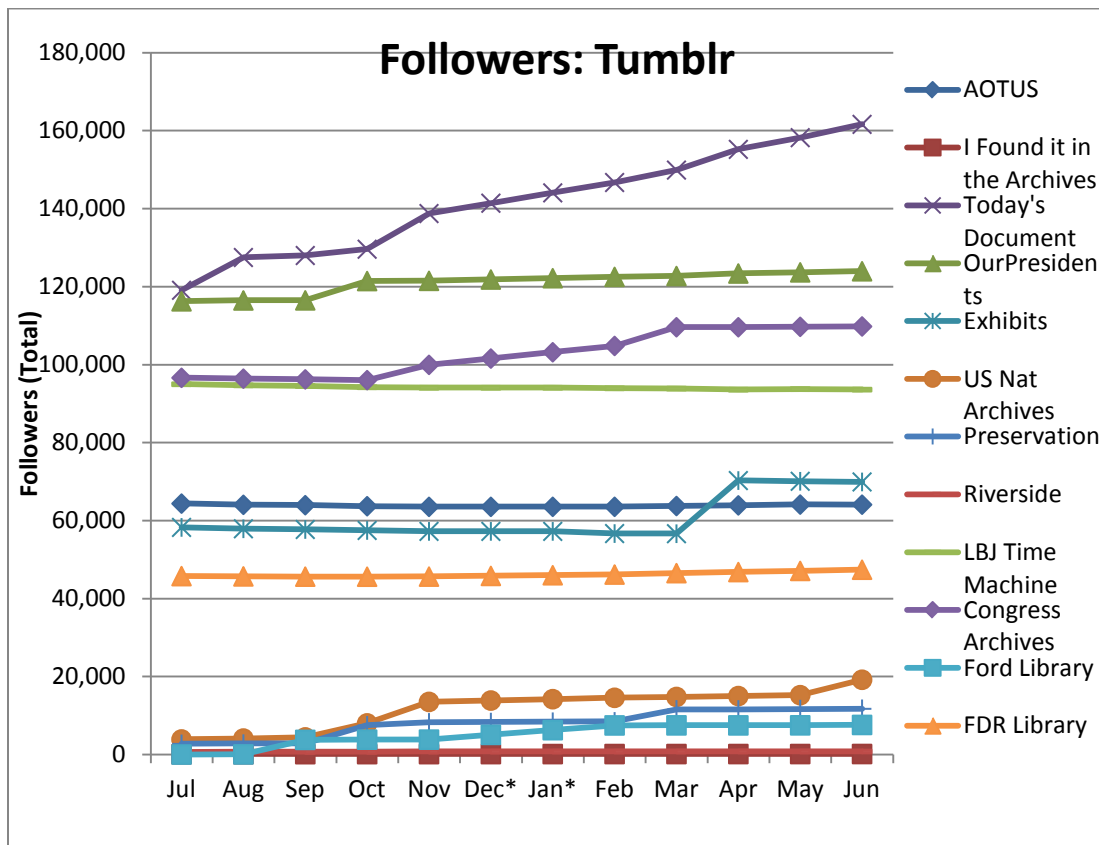
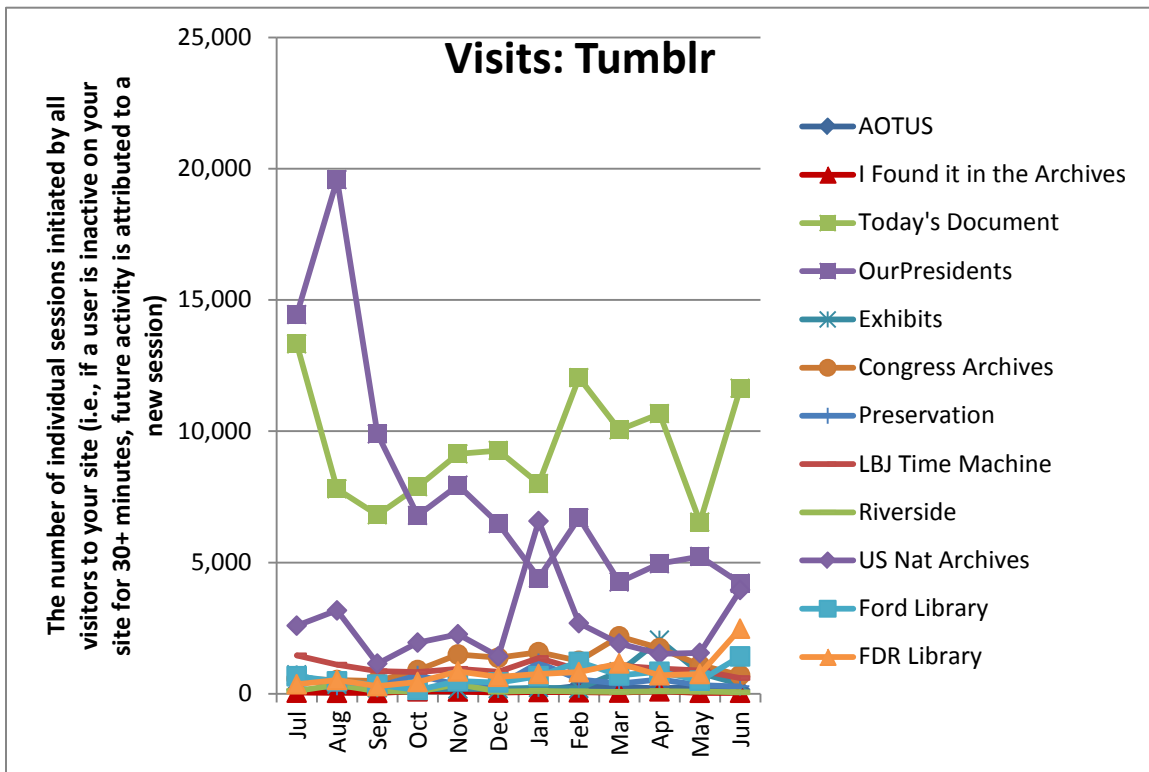


Top 5 Most Viewed Blog Posts in May

Blog	Pageviews	Post Title
Media Matters	956	Images of the Week (D-Day in Color)
Media Matters	617	A Newsreel Cameraman's View of D-Day
NARAtions	505	The National Archives at Kansas City open over 300,000 Alien Case Files
Media Matters	396	Restoring The True Glory
Education Updates	371	New DocsTeach Activity: The Night Before D-Day

Social Media Tools: Detail View – Tumblr

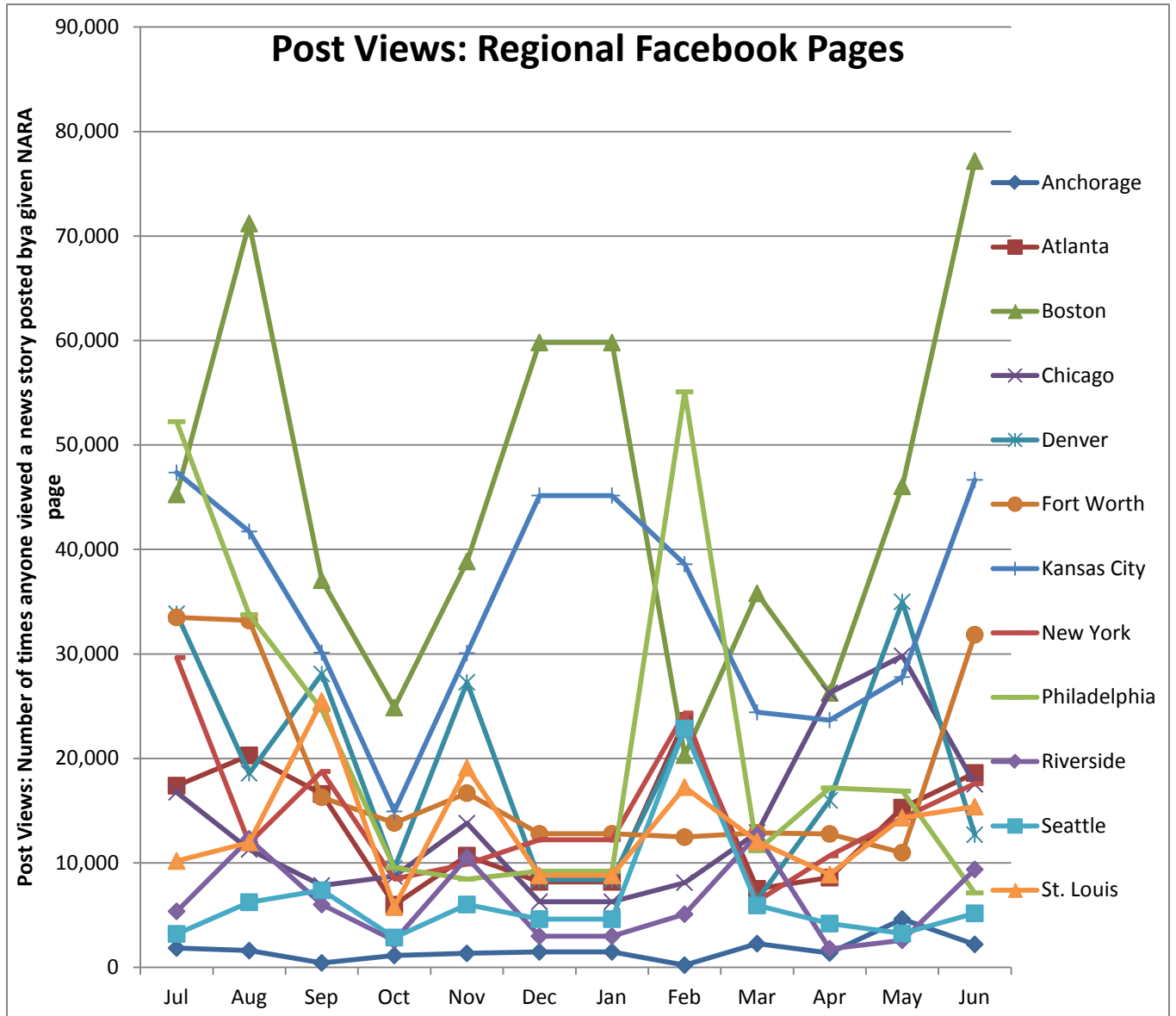
Tumblr Visits



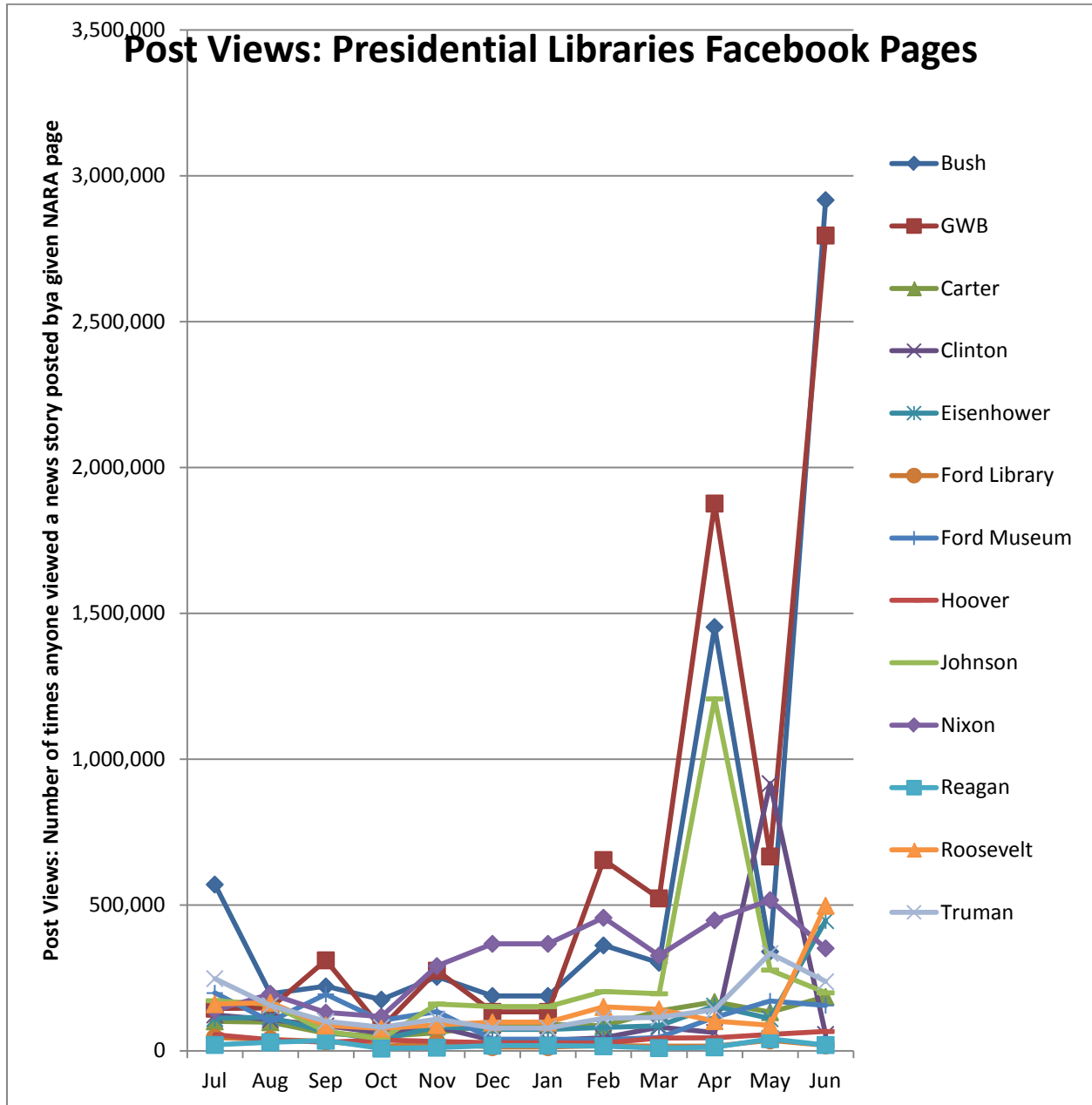
Followers on Tumblr (Source: Appendix IV)

Social Media Tools: Detail View – Facebook

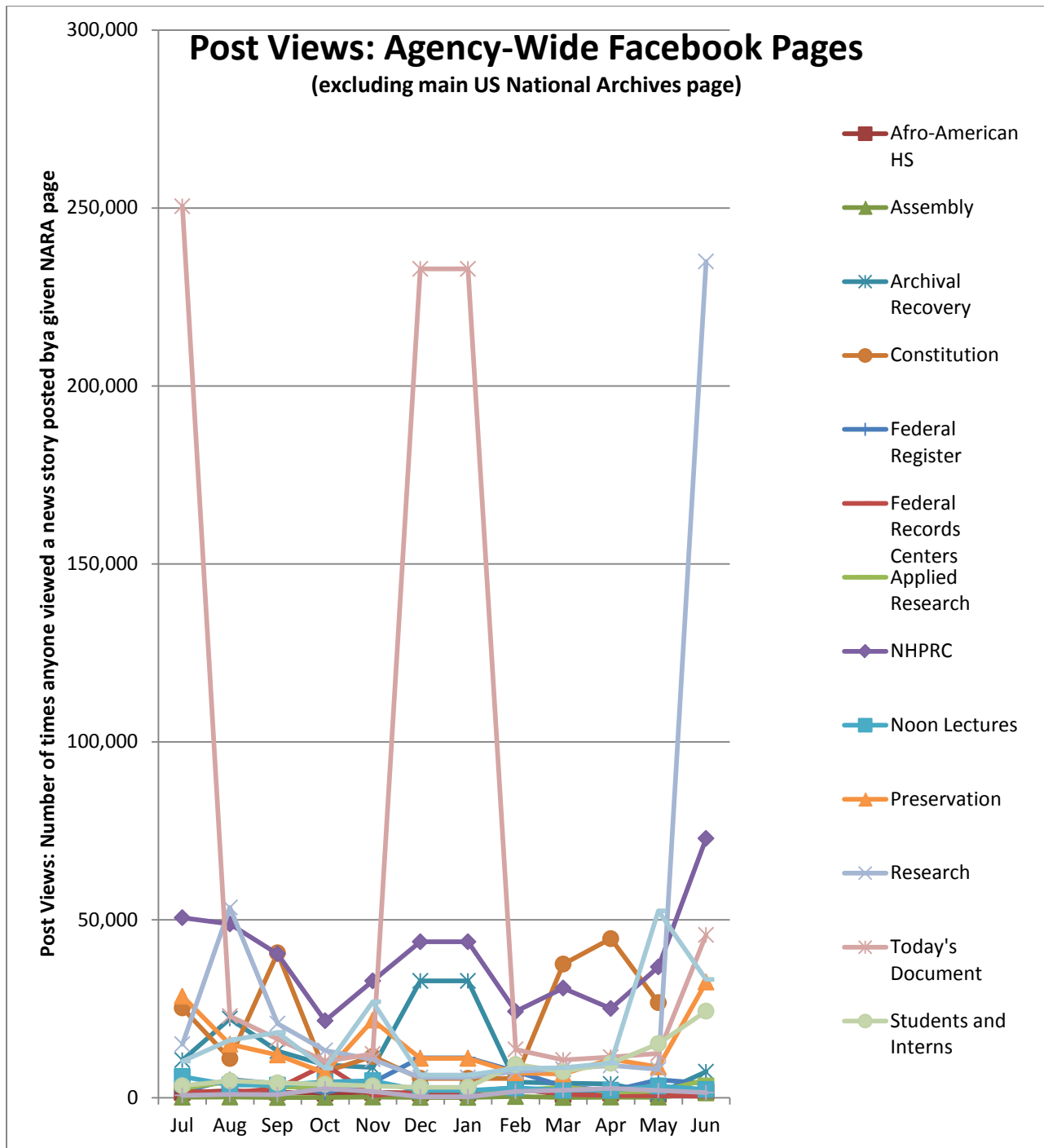
Post Views on Regional Pages (Source: Appendix IV.A)

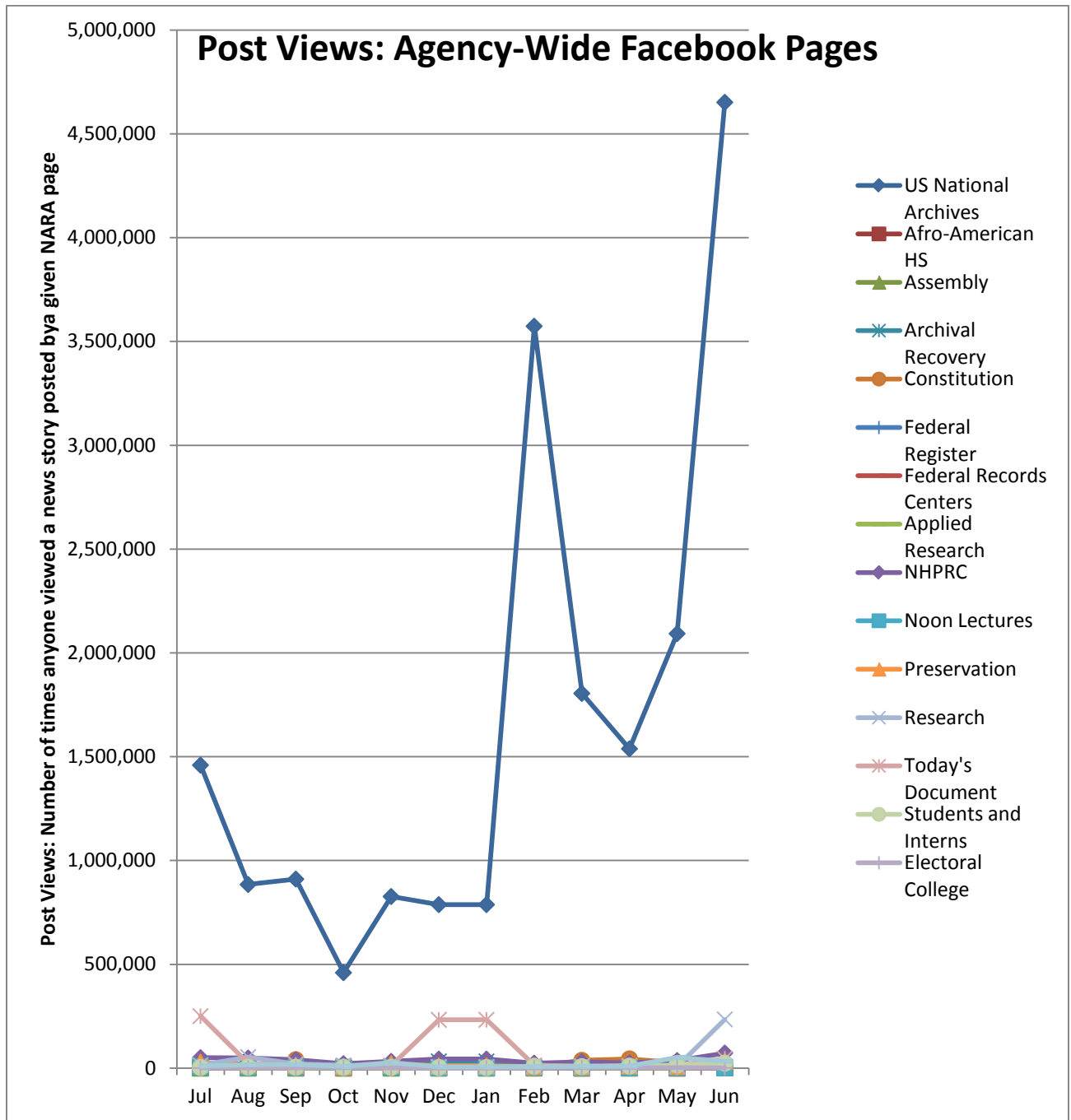


Post Views on Presidential Library Pages (Source: Appendix IV.A)

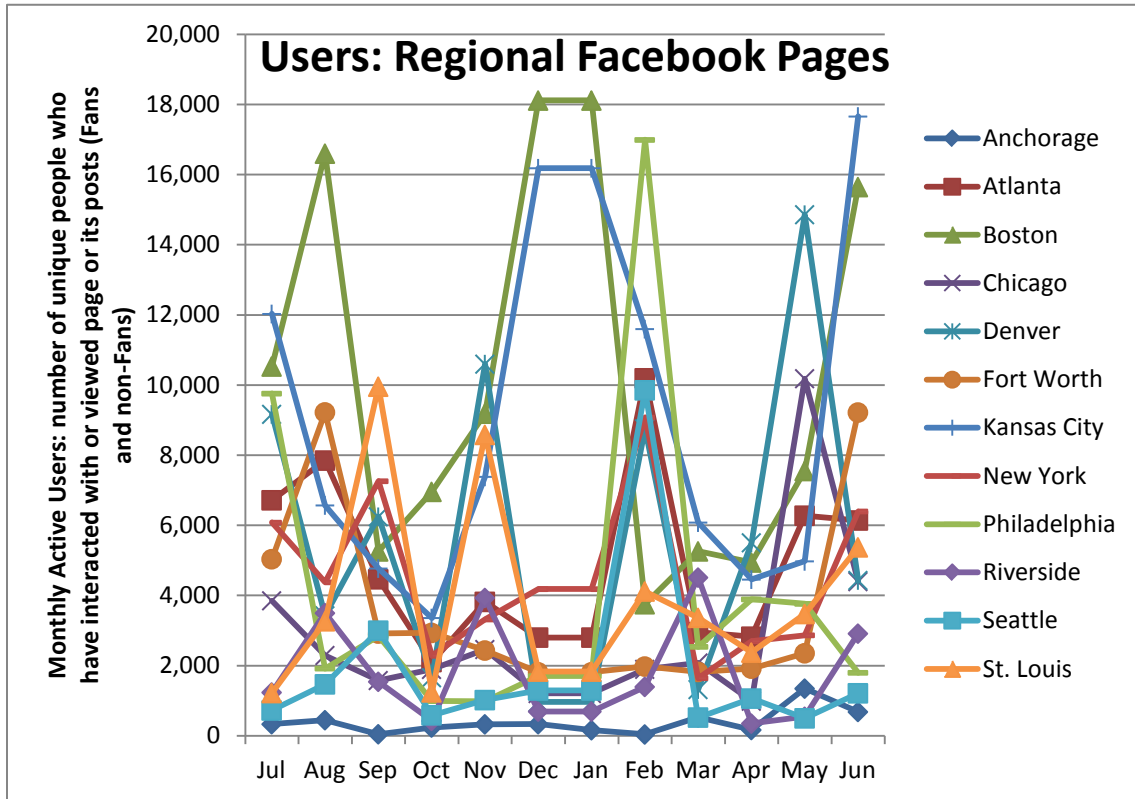


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

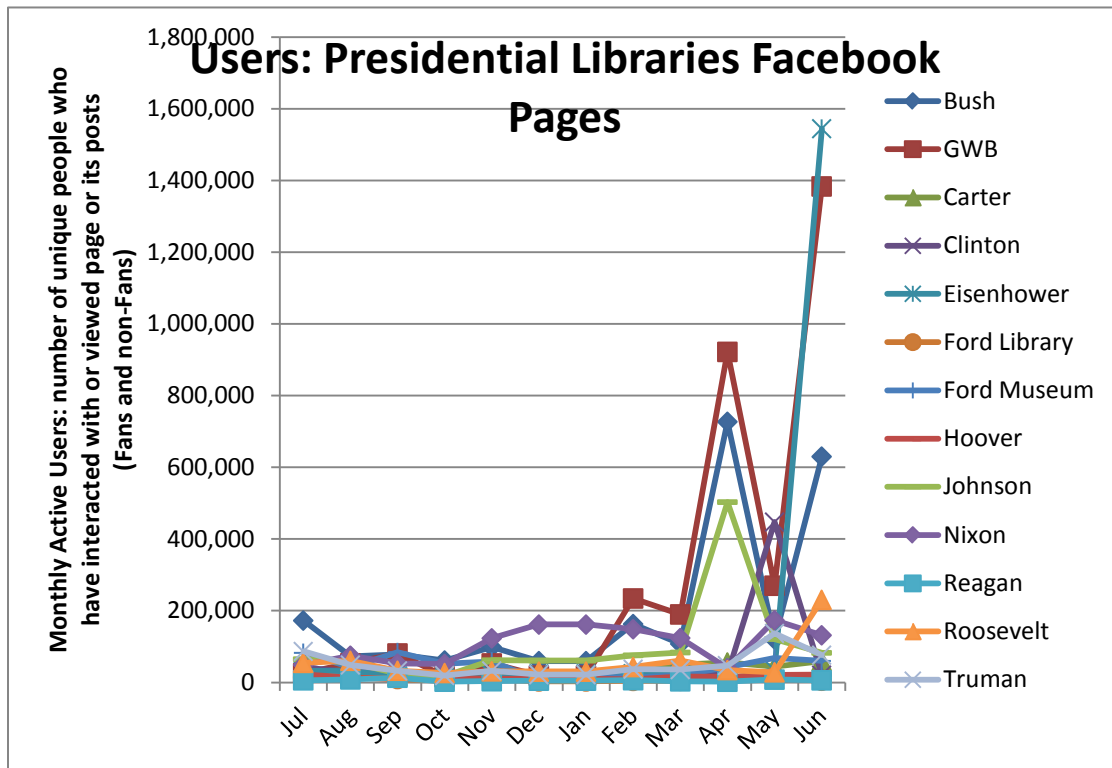




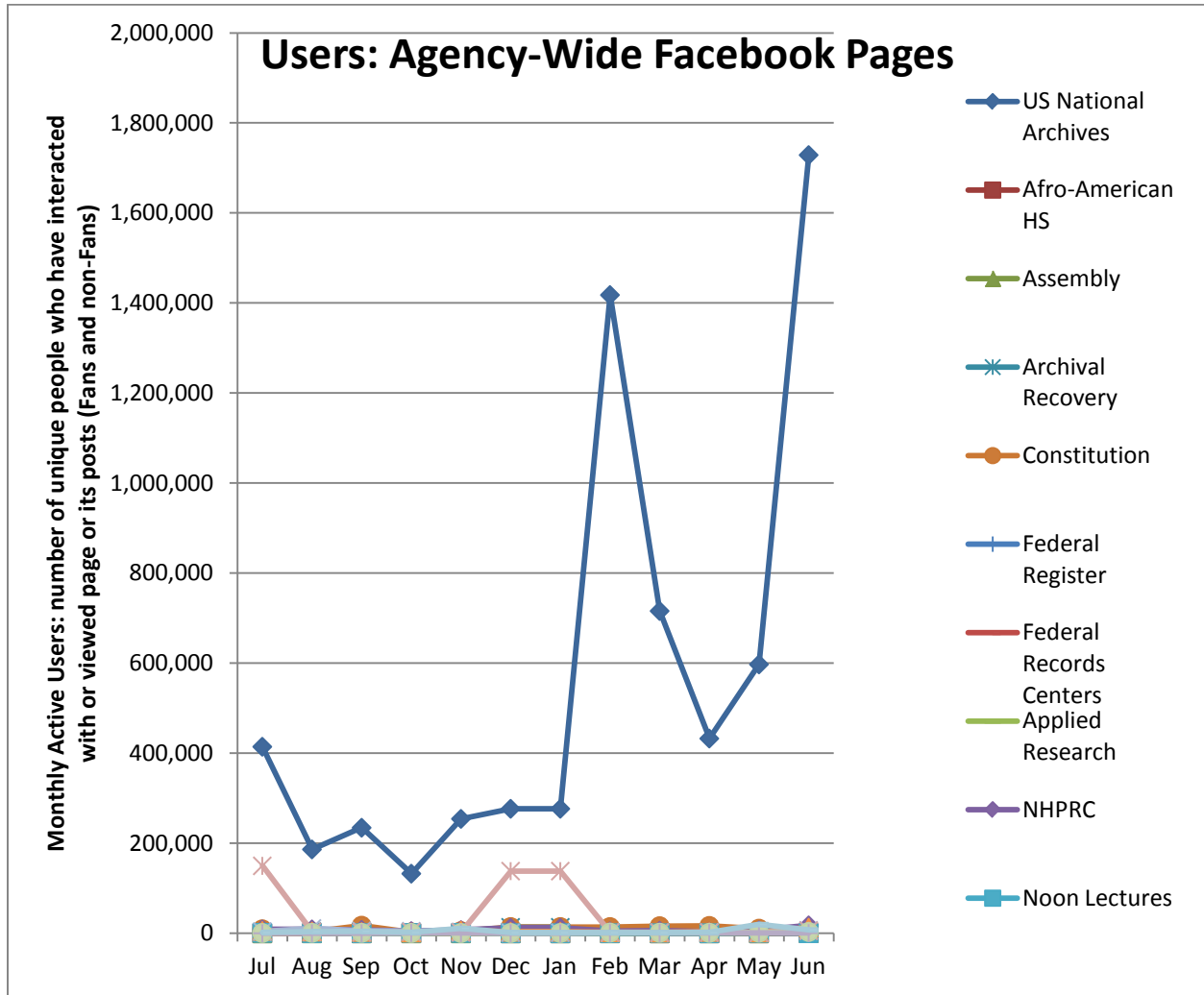
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

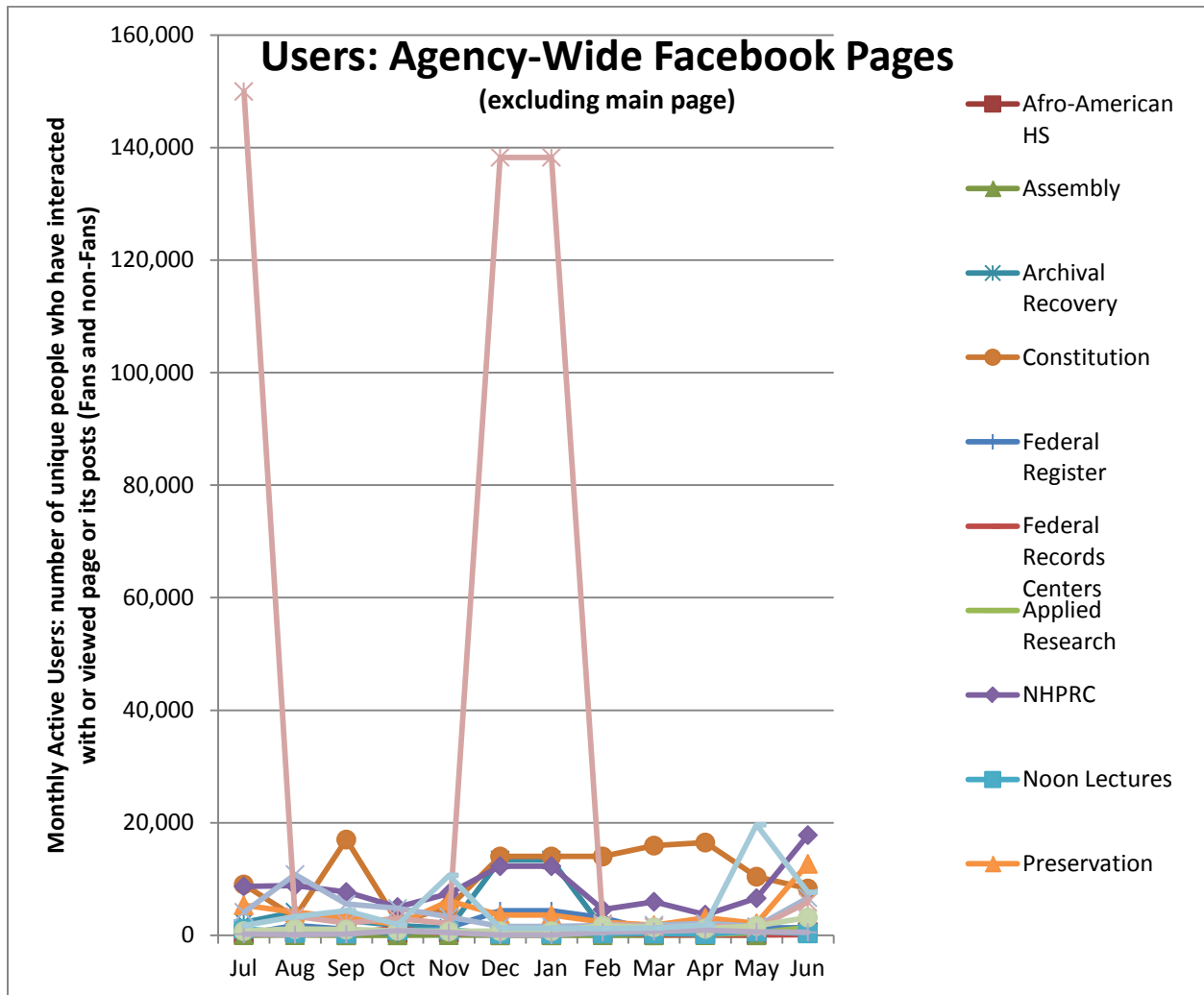


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



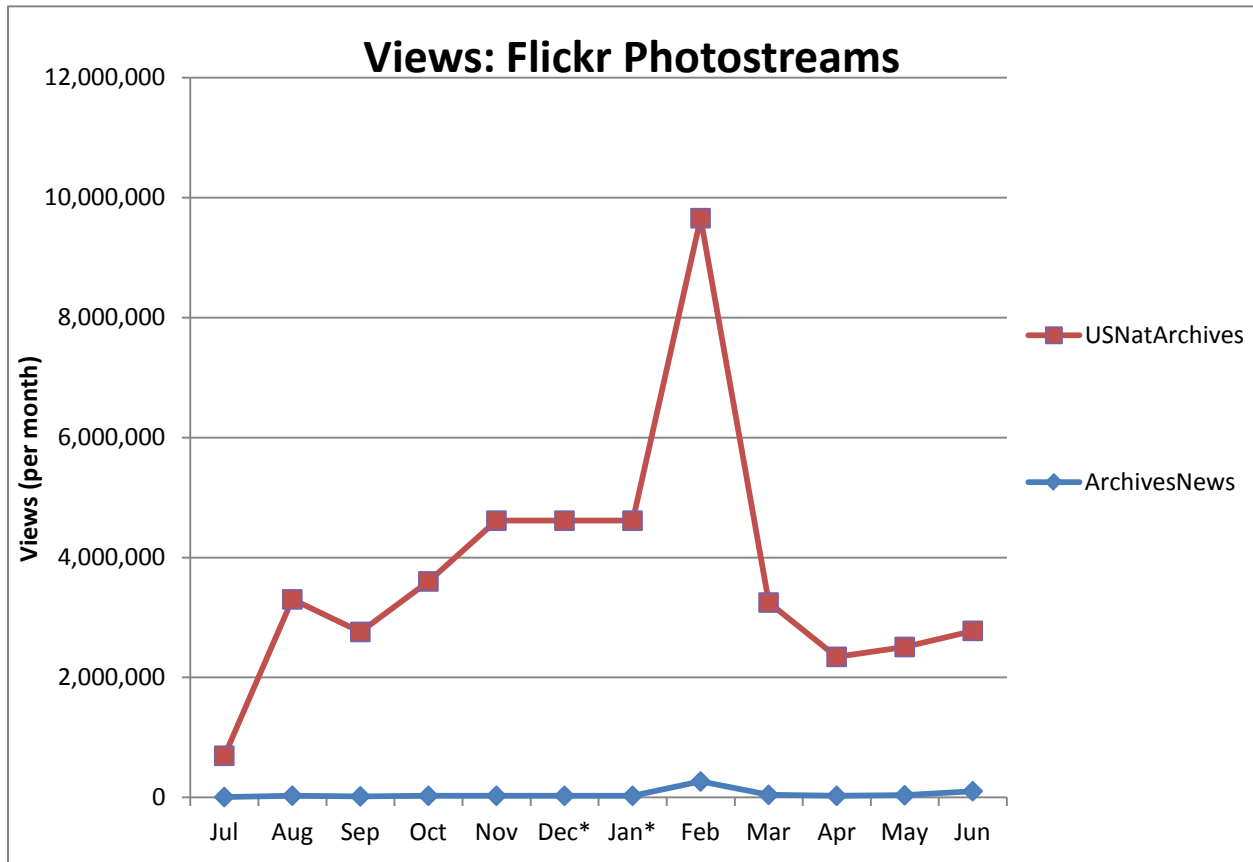
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



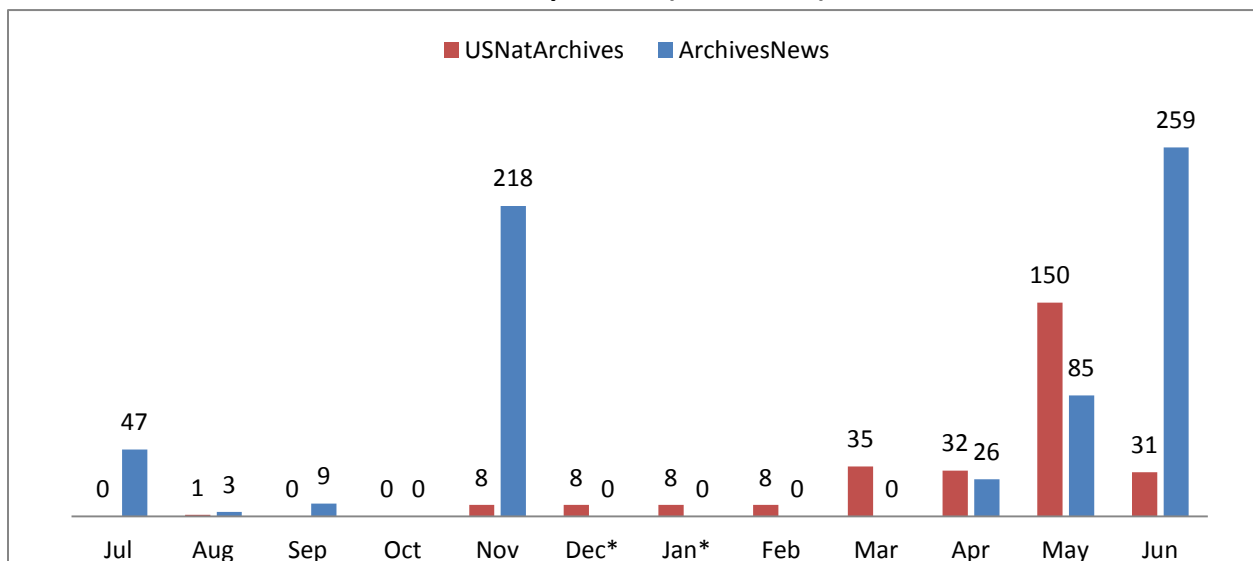


Social Media Tools: Detail View – Flickr

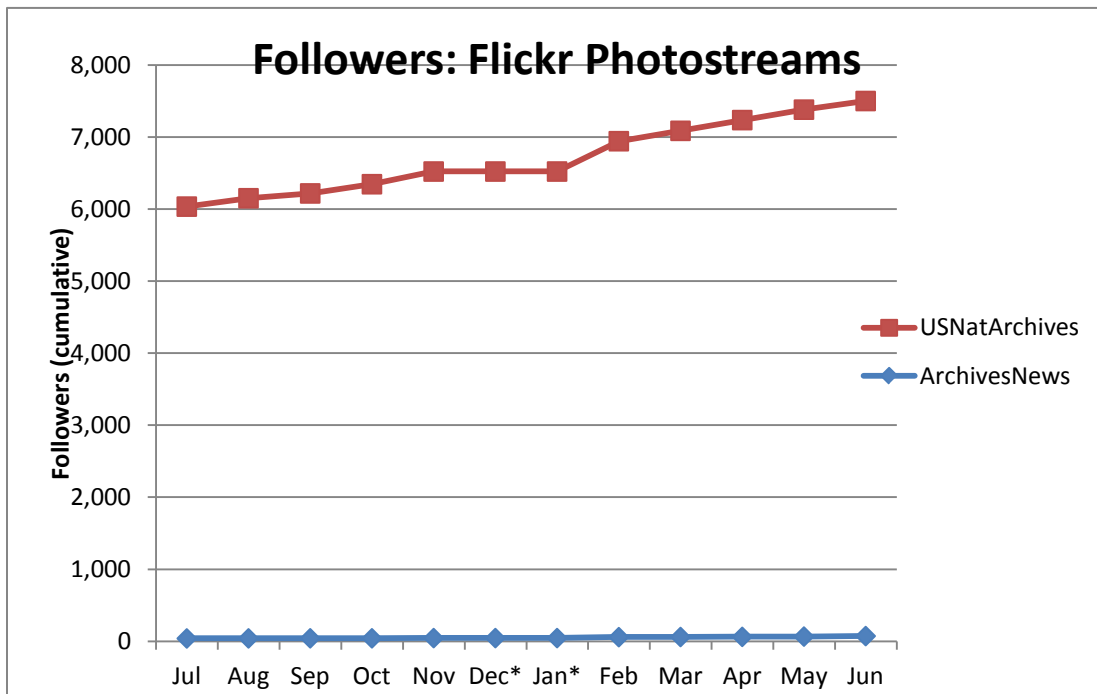
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

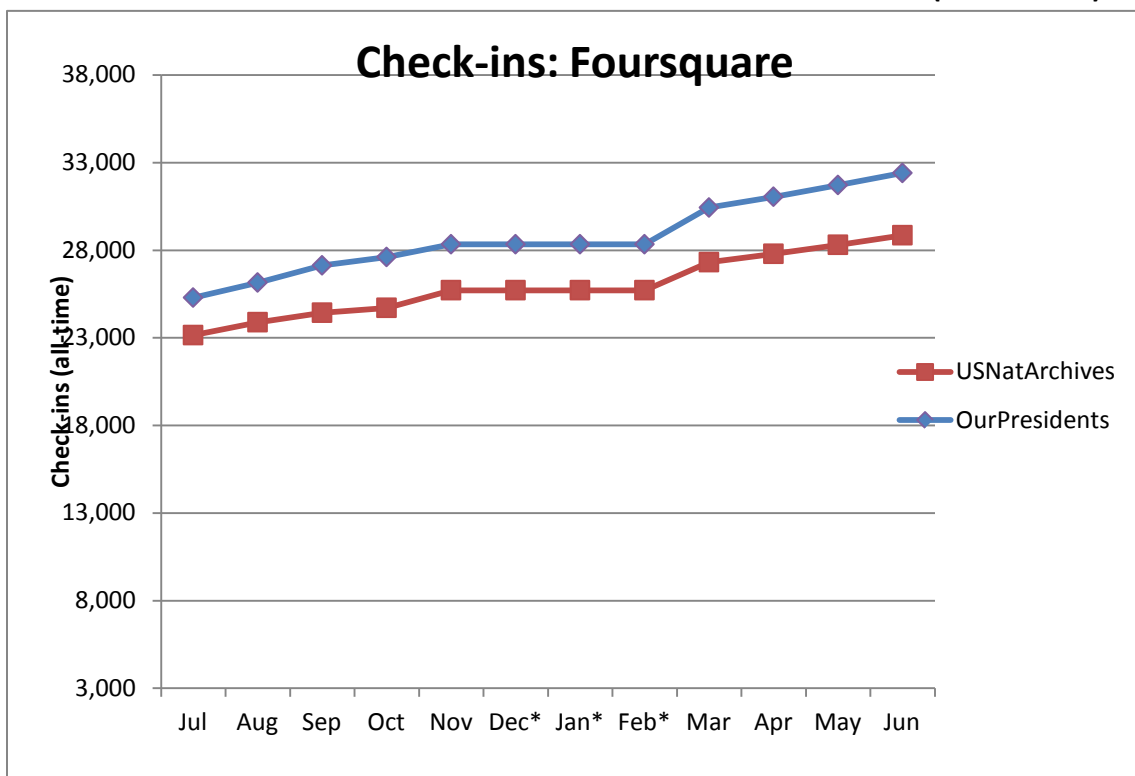


Followers of Photostreams (Cumulative)

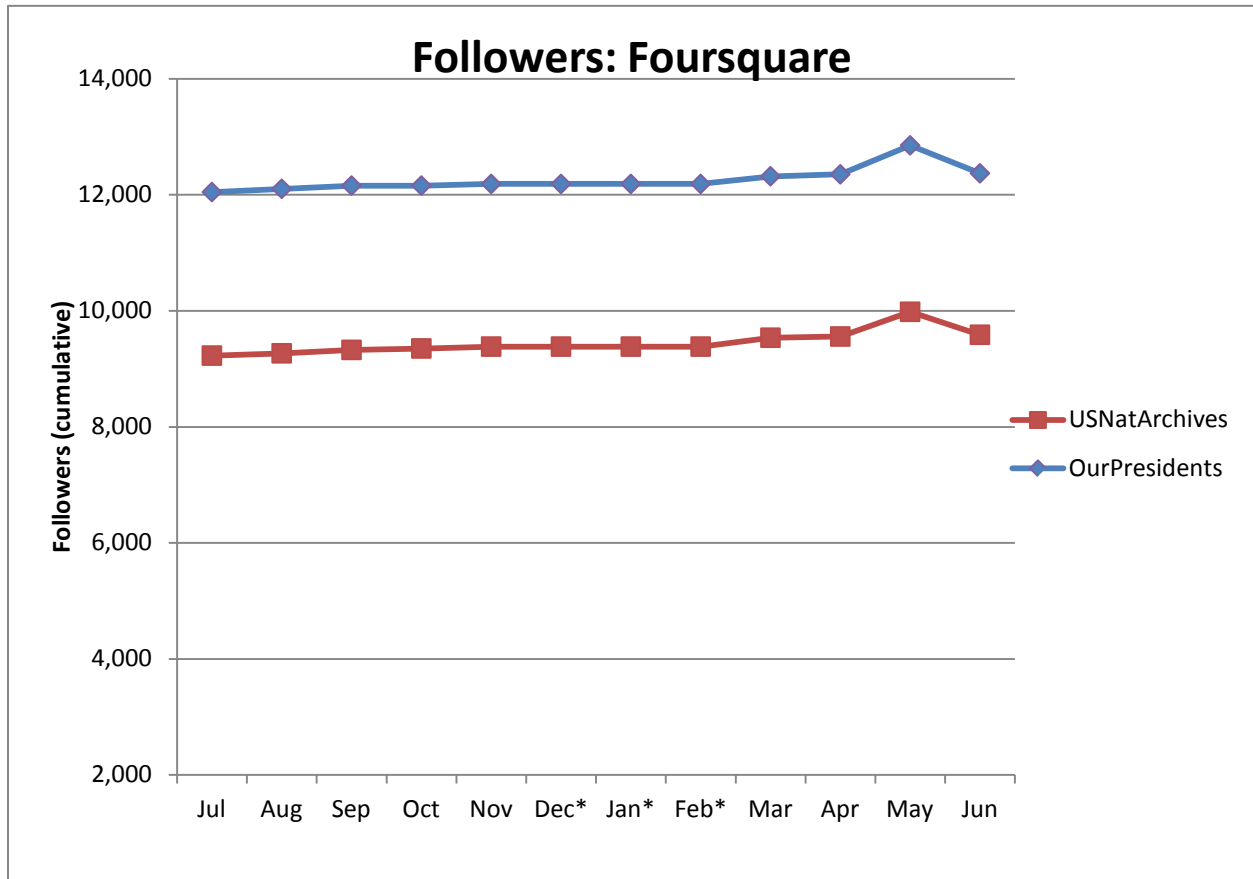


Social Media Tools: Detail View – Foursquare

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

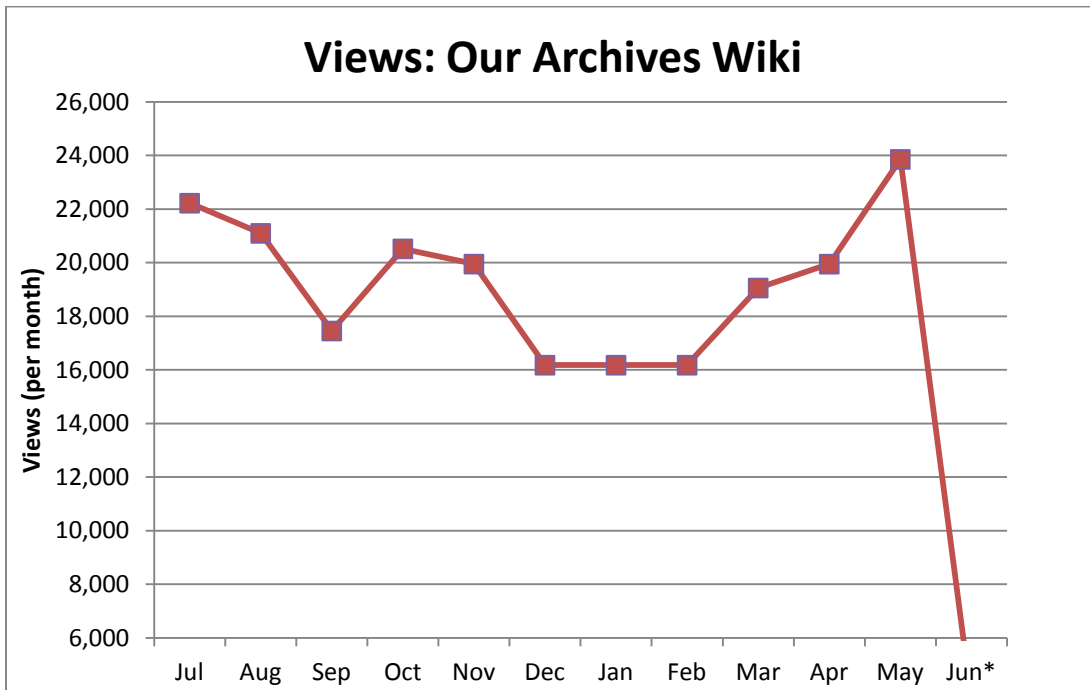


Number of Followers of USNatArchives and OurPresidents (Cumulative)

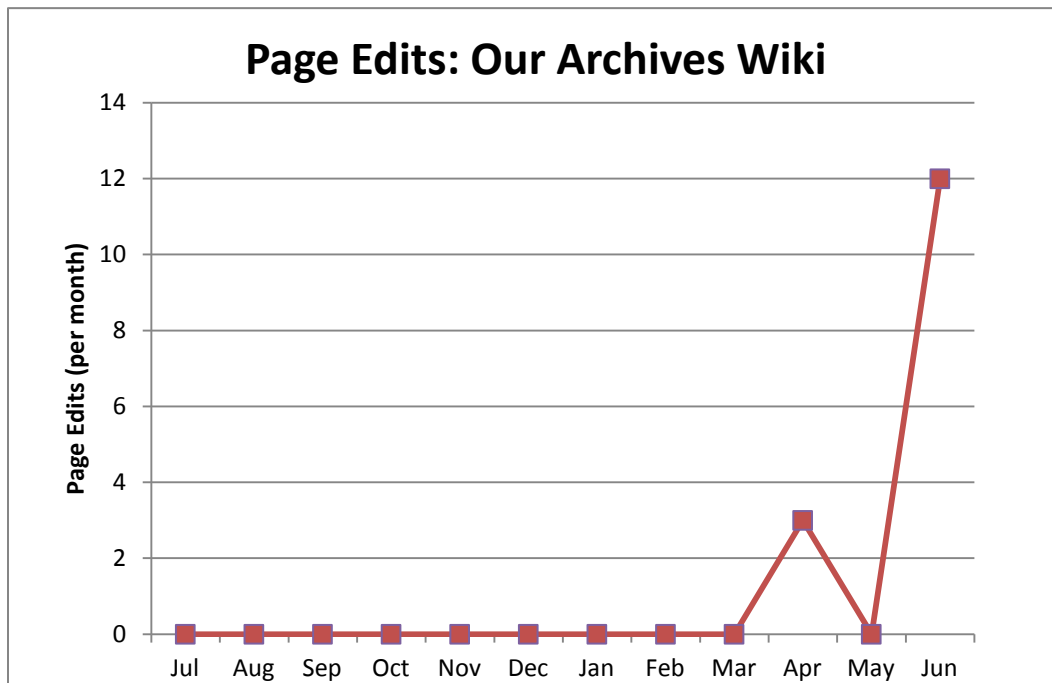


Social Media Tools: Detail View – *Our Archives Wiki*

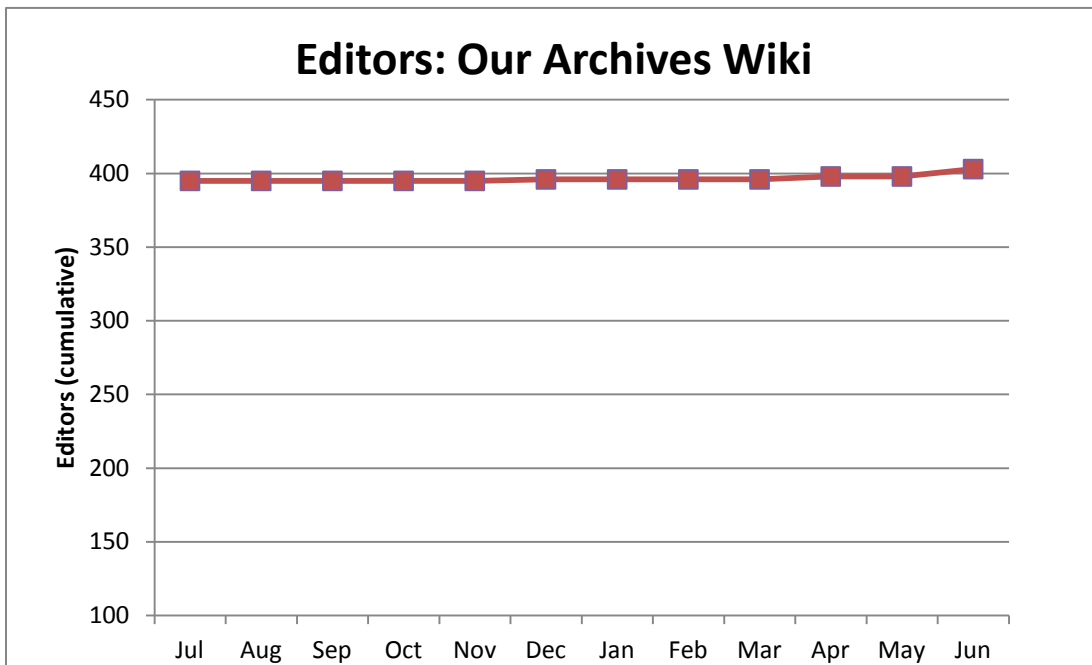
Views on Our Archives Wiki (Per Month)



Edits on Our Archives Wiki (Per Month)

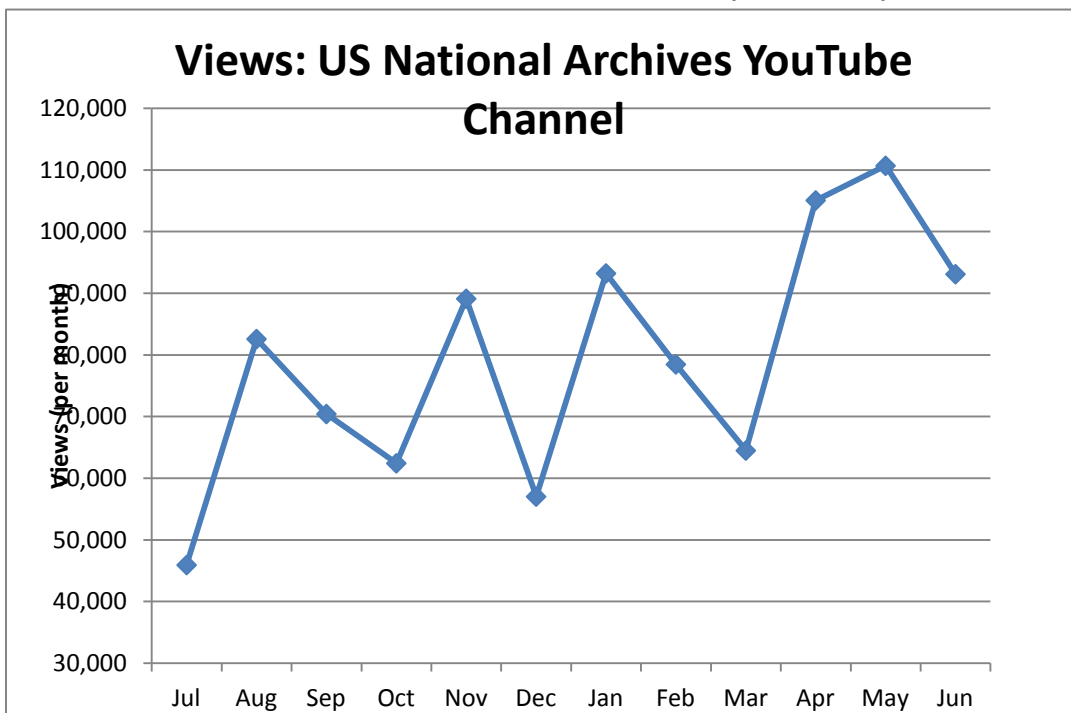


Editors on Our Archives Wiki (Cumulative)

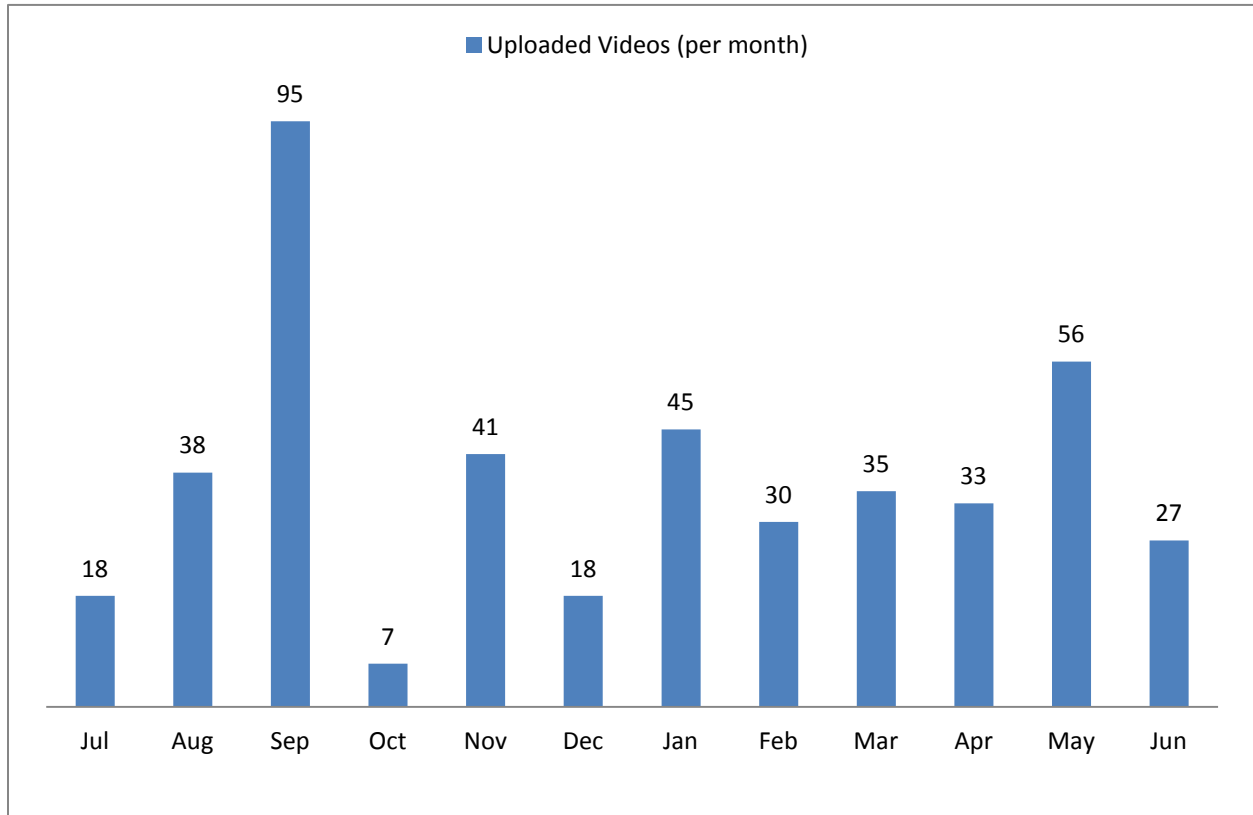


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

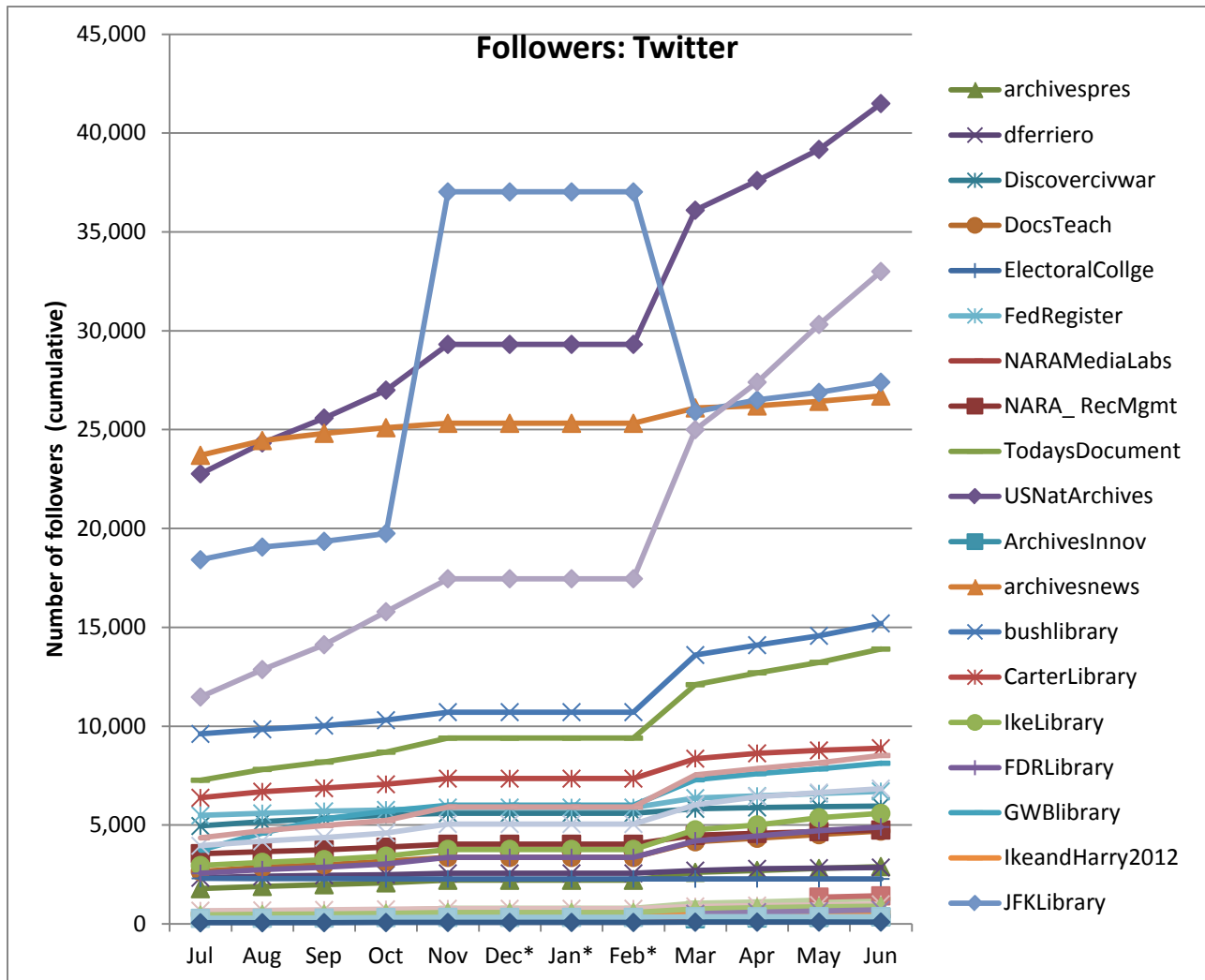


Top 5 Most Viewed Videos for June 2014 on US National Archives Channel

Video Title	Views
D-Day to Germany, 1944	11,777
SAILOR AND THE SEAGULL (1949)	4,608
Stories from the Great Depression	3,711
Universal News Volume 17, Release 302, June 12, 1944	3,606
Private Snafu in "Censored." 1944	3,572

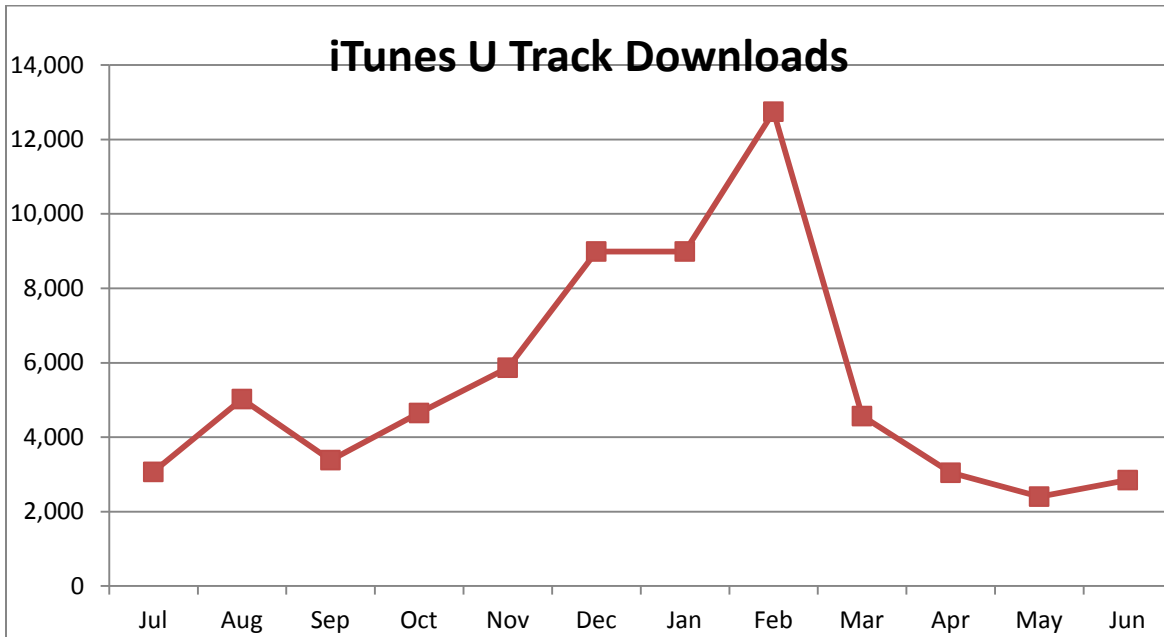
Social Media Tools: Detail View – Twitter

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

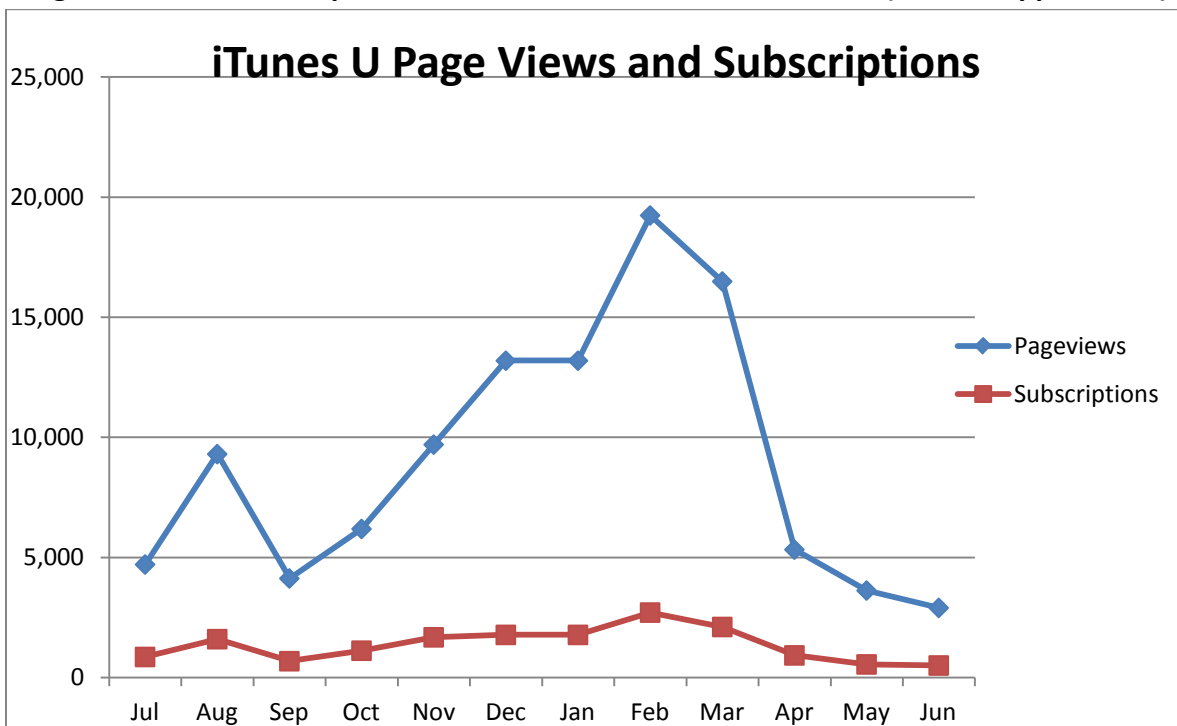


Social Media Tools: Detail View – iTunes U

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

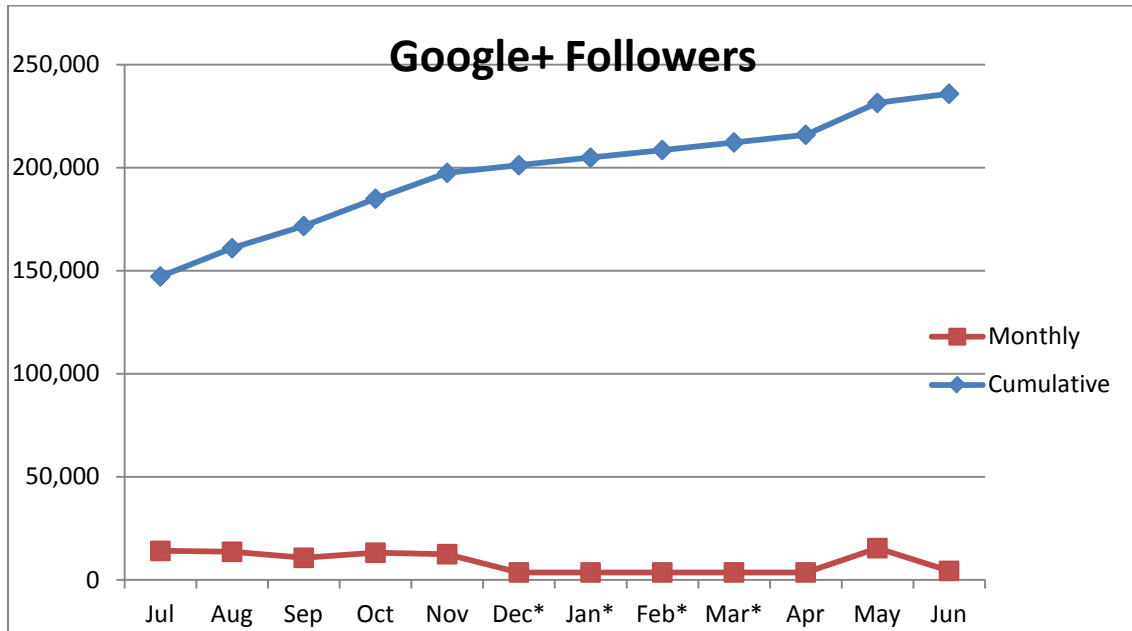


Page Views and Subscriptions on U.S. National Archives iTunes U (Source: Appendix VI)



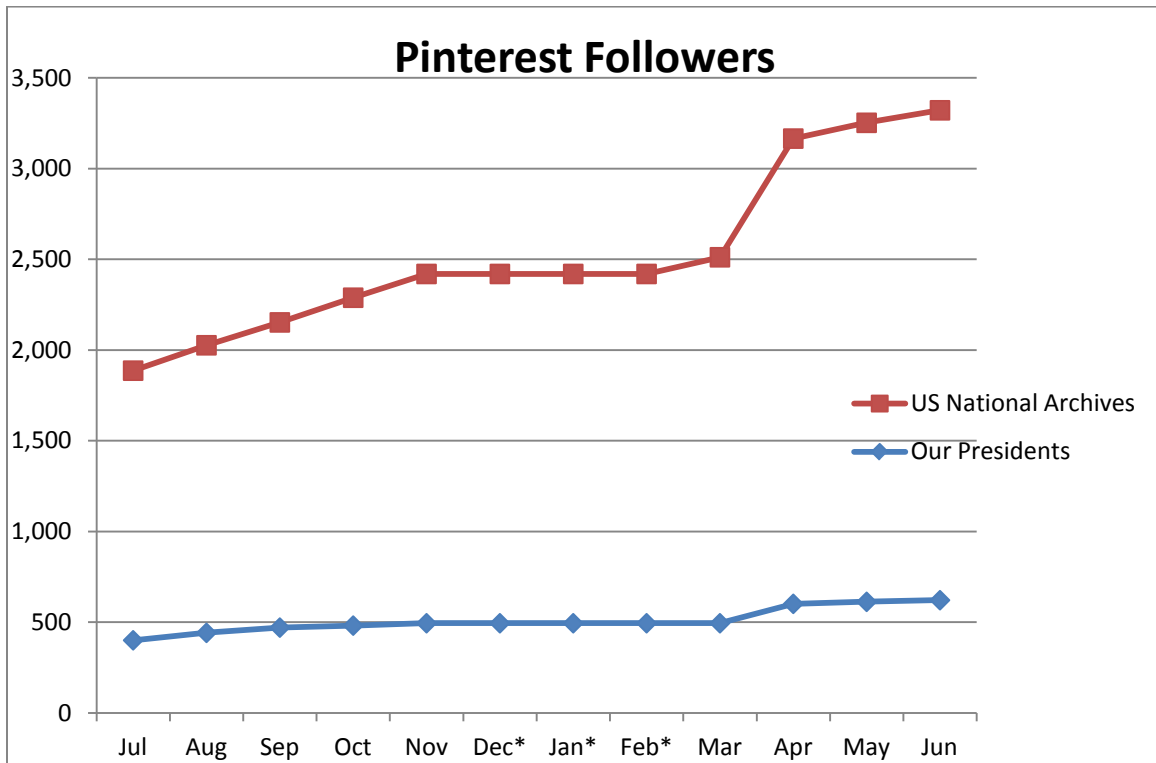
Social Media Tools: Detail View – Google+

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.

	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June
Acts of Congress	38	37	144	30	35	28	30	36	26	15	38	19
Annotation (NHPRC)								2,474	1,751	1,032	602	680
AOTUS	1,156	2,654	3,044	3,124	2,524	2,099	1,680	1,954	2,361	3,375	2,446	1,854
Carter Chronicle	355	365	645	394	437	479	401	307	293	298	282	171
Education Updates	1,291	1,741	3,405	1,566	3,677	1,757	2,393	3,331	3,864	3,225	2,459	2,140
FOIA	1,047	1,095	803	811	893	667	952	1,057	1,064	959	1,259	1,435
Inside Innovation						163	1,268	493	260	240	174	168
Media Matters	1,325	3,362	2,274	1,612	1,990	1,682	2,335	3,239	2,711	3,867	2,970	4,426
NARAtions	4,635	5,911	4,782	5,271	4,857	3,237	3,930	4,565	4,263	3,988	3,979	3,754
NDC Blog	1,427	1,300	973	802	1,098	500	648	595	919	1,041	997	699
Rediscovering Black History	409	1,230	553	329	741	429	639	1,004	1,065	1,048	898	822
Prologue Blog	4,656	6,444	8,322	7,757	11,159	7,224	8,368	13,851	11,436	11,231	11,307	7,670
Records Express Blog	1,622	1,392	2,900	1,732	1,543	1,792	1,789	1,458	2,926	2,055	1,663	1,523
The Text Message	2,381	3,636	4,313	4,222	4,958	4,625	5,747	6,972	4,811	5,034	4,801	3,243
Transforming Classification (PIDB)	369	399	294	203	722	921	562	323	313	211	322	315
MONTHLY TOTAL	20,711	29,566	32,452	27,853	34,634	25,603	30,742	41,659	38,063	37,619	34,197	28,919

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.

	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June
Acts of Congress	53	64	402	41	37	32	34	43	32	17	58	24
Annotation (NHPRC)								5,513	4,205	1,953	910	1,010
AOTUS	1,925	4,327	4,909	4,933	4,022	3,581	2,852	3,331	3,881	5,592	4,147	3,406
Carter Chronicle	634	531	937	608	677	746	568	489	546	428	419	268
Education Updates	1,689	2,870	5,099	2,722	5,358	2,643	3,556	4,747	5,405	4,893	3,542	3,172
FOIA	1,865	1,819	1,813	1,425	1,510	1,216	1,758	1,945	2,014	1,867	2,062	2,744
Inside Innovation						291	2,225	683	354	296	213	211
Media Matters	2,135	5,990	3,813	2,440	3,064	2,808	3,756	4,890	4,476	6,079	5,006	7,174
NARAtions	8,066	10,029	8,151	8,879	8,064	6,036	7,003	7,957	7,371	7,104	6,807	6,190
NDC Blog	2,260	2,200	1,505	1,279	1,782	803	1,240	1,129	1,616	2,019	1,527	1,151
Rediscovering Black History	694	2,211	933	587	1,133	678	1,162	1,533	1,700	1,904	1,497	1,340
Prologue Blog	7,010	9,666	12,452	11,914	16,138	10,964	12,759	19,663	19,107	17,701	18,080	13,081
Records Express Blog	2,628	2,363	4,052	2,680	2,587	3,004	3,000	2,253	4,701	3,804	2,831	2,842
The Text Message	4,038	6,242	6,902	6,744	8,306	8,096	9,918	11,895	8,165	8,310	7,001	5,043
Transforming Classification (PIDB)	602	619	436	380	1,463	2,274	1,378	501	457	312	470	515
MONTHLY TOTAL	33,599	48,931	51,404	44,632	54,141	43,172	51,209	66,572	64,030	62,279	54,570	48,171

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.

	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June
Acts of Congress	297	331	471	500	534	560	589	625	661	675	708	726
Annotation (NHPRC)								1,455	1,455	2,143	2,549	2,932
AOTUS	107,667	109,471	111,416	113,825	115,548	116,984	118,193	119,643	121,288	123,853	125,682	127,014
Carter Chronicle	3,728	3,989	4,349	4,652	4,987	5,369	5,656	5,888	6,123	6,362	6,577	6,708
Education Updates	4,385	5,585	8,365	9,705	12,437	13,833	15,722	18,546	21,984	24,762	26,786	28,424
FOIA	17,965	18,647	19,205	19,773	20,355	20,813	21,488	22,231	22,959	23,648	24,522	25,481
Inside Innovation						61	680	913	1,083	1,248	1,367	1,474
Media Matters	1,619	3,594	5,256	6,448	7,748	8,870	10,420	12,986	14,928	17,966	20,126	23,408
NARAtions	136,846	141,618	145,629	150,071	154,233	157,120	160,598	164,441	168,180	171,640	175,026	178,184
NDC Blog	82,563	83,330	83,974	84,595	85,462	85,888	86,393	86,846	87,516	88,334	89,193	89,725
Rediscovering Black History	545	1,231	1,558	1,801	2,216	2,501	2,918	3,645	4,466	5,259	5,976	6,590
Prologue Blog	239,632	244,915	252,040	258,846	268,321	274,530	281,799	293,792	303,886	313,948	323,879	330,384
Records Express Blog	32,957	33,887	35,568	36,768	37,825	38,863	40,046	41,015	42,922	44,335	45,511	46,565
The Text Message	65,074	67,634	71,243	74,851	78,927	82,530	87,217	92,956	96,866	100,993	105,068	107,772
Transforming Classification	5,652	5,922	6,150	6,318	6,841	7,340	7,648	7,843	8,058	8,226	8,420	8,596
MONTHLY TOTAL	781,058	802,282	825,611	768,153	795,434	815,262	839,367	872,825	902,375	933,392	961,390	983,983

APPENDIX II.D: Blog Unique Viewers (Monthly)

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

	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June
Acts of Congress	30	34	140	29	34	26	29	36	36	14	33	18
Annotation (NHPRC)								1,455	1,148	688	406	383
AOTUS	741	1,804	1,945	2,409	1,723	1,436	1,209	1,450	1,645	2,565	1,829	1,332
Carter Chronicle	258	261	360	303	335	382	287	232	235	239	215	131
Education Updates	766	1200	2780	1340	2732	1396	1889	2824	3438	2,778	2024	1638
FOIA	675	682	558	568	582	458	675	743	728	689	874	959
Inside Innovation						61	619	233	170	165	119	107
Media Matters	1094	1975	1662	1192	1300	1122	1550	2566	1942	3038	2160	3282
NARAtions	3,934	4,772	4,011	4,442	4,162	2,887	3,478	3,843	3,739	3,460	3,386	3,158
NDC Blog	1,130	767	644	621	867	426	505	453	670	818	859	532
Rediscovering Black History	228	686	327	243	415	285	417	727	821	793	717	614
Prologue Blog	3,597	5,283	7,125	6,806	9,475	6,209	7,269	11,993	10,094	10,062	9,931	6,505
Records Express Blog	1,012	930	1,681	1,200	1,057	1,038	1,183	969	1,907	1,413	1,176	1,054
The Text Message	1,930	2,560	3,609	3,608	4,076	3,603	4,687	5,739	3,910	4,127	4,075	2,704
Transforming Classification (PIDB)	263	270	228	168	523	499	308	195	215	168	194	176
MONTHLY TOTAL	15,658	21,224	25,070	22,929	27,281	19,828	24,105	33,458	30,698	31,017	27,998	22,593

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

*Estimated

	July	August	Sept	Oct	Nov	Dec*	Jan*	Feb	March	Apr	May	June
Acts of Congress	0	0	0	0	0			0	0	0	0	0
Annotation (NHPRC)								13	8	9	9	11
AOTUS Blog	1,106	1,166	1,134	1,195	1,120	1,120	1,120	1,100	1,129	1,194	1,088	1,070
AOTUS Tumblr									12	11	9	11
Carter Chronicle	678	721	971	1,008	1,028	1,028	1,028	1,108	1,159	1,114	991	909
Education Updates	32	54	60	63	61	61	61	65	64	76	72	67
FOIA Ombudsman	23	44	49	72	71	71	71	84	83	83	82	94
Inside Innovation								3	5	7	6	11
Media Matters				0	0	0	0	79	92	61	93	56
NARAtions	1,126	1,288	1,133	1,140	1,142	1,142	1,142	1,131	1,137	1,124	1,123	1,238
NDC Blog	56	64	99	71	83	83	83	205	263	242	233	171
Prologue	610	492	306	582	592	592	592	552	554	550	554	628
Records Express	84	88	46	97	67	67	67	304	302	328	362	206
Rediscovering Black History	3	5	9	6	16	16	16	17	16	14	22	20
Text Message	166	166	171	183	225	225	225	214	208	206	197	143
Today's Document Tumblr									88	99	112	83
Transforming Classification (PIDB)	810	883	1,104	1,289	1,485	1,485	1,485	1,179	1,456	1,206	1,271	845
MONTHLY TOTAL	5350	5377	5345	5,942	5,890	5,890	5,890	6,054	6,576	6,324	6,224	5,563

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.)

	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June
Monthly Total (A+P+R)	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	13,326,981
Agency-Wide Total	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	5,118,950
US National Archives	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	4,651,668
Afro-American HS	1,464	1,979	1,542	1,282	1,512	1,350	1,350	2,568	902	1,348	990	1,703
Assembly	148	188	66	89	195	82	82	337	67	179	161	1,359
Archival Recovery	10,580	22,216	13,104	9,250	8,480	32,821	32,821	4,373	4,104	3,874	1,189	7,305
Constitution	25,235	11,021	40,705	7,337	11,578	5,455	5,455	5,455	37,549	44,692	26,717	
Federal Register	1,657	5,148	3,981	1,448	4,341	11,251	11,251	7,421	3,214	1,927	5,082	4,062
Federal Records Centers	1,830	1,380	2,602	9,271	672	1,760	1,760	2,826	949	643	615	456
Applied Research	2,618	4,533	3,074	2,919	4,398	2,234	2,234	1,933	3,107	1,623	1,828	5,019
NHPRC	50,585	48,826	40,423	21,631	32,831	43,822	43,822	24,229	30,815	25,069	36,747	72,864
Noon Lectures	5,973	3,572	3,512	4,442	4,792	2,031	2,031	2,752	2,103	2,108	3,297	2,312
Preservation	28,504	15,028	12,012	6,960	21,801	11,057	11,057	6,993	6,668	10,823	8,664	32,505
Research	15,041	53,442	20,835	13,301	10,764	5,686	5,686	7,392	8,031	9,073	7,955	234,963
Today's Document	250,464	22,922	16,480	10,285	12,305	232,877	232,877	13,590	10,621	11,399	12,435	45,751
Students and Interns	3,359	4,765	4,186	3,781	3,317	2,948	2,948	9,351	7,309	9,680	15,206	24,331
Electoral College	664	938	865	2,532	1,733	285	285	1,756	2,144	2,610	2,020	1,438
Education	10,277	16,234	18,341	8,262	26,968	6,409	6,409	8,191	8,464	9,720	52,478	33,214
Presidential Total	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	7,946,648
Bush	570,368	195,324	221,067	175,814	254,037	188,441	188,441	361,678	302,175	1,453,205	340,486	2,916,574
GWB	144,792	146,649	310,531	78,461	275,074	133,815	133,815	654,321	523,018	1,876,531	666,644	2,795,302
Carter	101,408	98,345	59,901	49,425	62,163	90,092	90,092	85,751	135,976	167,616	132,945	185,032
Clinton	123,095	106,436	85,566	62,111	82,002	35,736	35,736	44,319	81,354	63,201	916,498	56,440
Eisenhower	111,173	114,976	66,085	37,895	82,517	73,100	73,100	79,763	86,000	153,747	110,378	446,490
Ford Library	45,199	39,335	32,157	15,143	26,659	13,053	13,053	18,345	15,915	16,203	35,962	18,606
Ford Museum	198,355	101,375	194,120	103,762	134,579	40,368	40,368	37,829	45,521	114,452	170,764	155,765
Hoover	55,376	37,669	29,633	37,359	32,057	27,455	27,455	26,559	43,595	44,527	56,451	66,622

Johnson	171,957	159,239	66,640	40,883	160,662	151,609	151,609	202,922	195,848	1,206,772	277,143	199,188
Nixon	138,462	195,060	131,423	117,518	290,850	367,097	367,097	456,494	326,813	447,636	517,021	351,636
Reagan	20,510	29,435	34,926	8,004	11,107	18,163	18,163	16,012	9,752	12,336	40,457	20,237
Roosevelt	160,099	165,503	87,117	76,802	88,205	97,966	97,966	150,704	142,031	102,137	87,660	497,445
Truman	247,808	155,410	101,409	80,747	109,169	77,693	77,693	111,148	114,582	141,353	334,013	237,311
Regional Total	296,634	274,063	218,714	108,171	192,707	179,966	179,966	250,685	150,451	157,687	220,888	261,383
Anchorage	1,847	1,607	432	1,141	1,342	1,487	1,487	213	2,274	1,381	4,634	2,204
Atlanta	17,392	20,289	16,593	6,002	10,693	8,194	8,194	23,590	7,515	8,595	15,288	18,607
Boston	45,274	71,207	37,063	24,876	38,855	59,810	59,810	20,321	35,801	26,280	46,049	77,181
Chicago	16,763	11,295	7,840	8,724	13,800	6,281	6,281	8,114	12,912	26,280	29,810	17,531
Denver	33,849	18,582	28,085	9,467	27,286	8,382	8,382	22,742	6,476	15,988	34,990	12,700
Fort Worth	33,500	33,201	16,287	13,830	16,682	12,786	12,786	12,471	12,880	12,778	10,982	31,838
Kansas City	47,361	41,717	30,126	14,929	30,075	45,165	45,165	38,588	24,417	23,662	27,787	46,663
New York	29,650	11,902	18,753	8,468	9,894	12,230	12,230	24,345	6,345	10,678	14,310	17,592
Philadelphia	52,232	33,760	24,639	9,539	8,454	9,212	9,212	55,090	11,166	17,177	16,877	7,129
Riverside	5,369	12,303	6,015	2,564	10,506	2,988	2,988	5,095	12,682	1,786	2,594	9,376
Seattle	3,208	6,241	7,382	2,860	6,018	4,621	4,621	22,863	5,932	4,196	3,238	5,175
St. Louis	10,189	11,959	25,499	5,771	19,102	8,810	8,810	17,253	12,051	8,886	14,329	15,387

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.)

	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June
Monthly Total (A+P+R)	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	6,126,632
Agency-Wide Total	599,171	229,005	281,441	158,630	294,966	467,655	467,655	1,452,142	749,271	465,852	644,390	1,797,708
US National Archives	414,531	186,481	234,639	132,593	254,315	276,718	276,718	1,417,961	716,037	432,782	597,432	1,728,850
Afro-American HS	205	444	232	374	448	207	207	418	184	201	148	574
Assembly	28	39	9	10	39	11	11	28	7	34	11	673
Archival Recovery	2,308	4,137	2,674	1,772	1,248	13,396	13,396	1,246	711	1,028	317	1,568
Constitution	9,040	3,202	17,025	2,327	4,992	14,014	14,014	14,014	15,949	16,490	10,425	8,323
Federal Register	233	1,754	1,084	322	1,354	4,355	4,355	3,104	809	275	1,314	1,389
Federal Records Centers	288	145	460	1,250	208	547	547	441	101	36	46	100
Applied Research	542	658	717	758	639	291	291	295	599	169	420	1,427
NHPRC	8,692	8,834	7,701	5,039	7,415	12,292	12,292	4,573	5,969	3,682	6,605	17,812
Noon Lectures	1,142	439	327	889	966	286	286	343	316	231	689	353
Preservation	5,344	4,081	3,185	1,939	6,111	3,601	3,601	2,376	1,797	3,128	2,119	12,707
Research	4,122	10,832	5,572	4,796	3,265	1,585	1,585	1,758	1,822	2,134	1,568	6,690
Today's Document	149,966	3,367	2,182	2,981	2,106	138,263	138,263	2,080	1,491	1,681	1,338	5,876
Students and Interns	743	1,124	1,032	823	690	747	747	1,725	1,444	1,183	1,681	3,168
Electoral College	224	137	216	835	495	56	56	564	708	944	624	544
Education	1,763	3,331	4,386	1,922	10,675	1,286	1,286	1,216	1,327	1,854	19,653	7,654
Presidential Total	683,394	539,111	483,261	314,753	546,950	440,685	449,405	801,015	750,803	2,427,096	1,487,671	4,253,037
Bush	172,672	72,457	77,999	61,330	98,753	59,642	59,642	162,904	107,784	727,050	120,169	629,981
GWB	25,873	53,572	80,941	17,307	53,139	19,010	19,010	234,321	189,848	922,008	269,923	1,383,382
Carter	30,009	34,311	17,239	14,533	19,835	28,634	28,634	26,698	49,516	55,804	43,886	59,753
Clinton	41,083	29,798	27,733	22,209	22,830	10,123	10,123	13,900	32,512	23,589	447,526	20,622
Eisenhower	32,237	31,409	18,575	13,023	21,990	24,005	24,005	24,648	21,982	9,400	34,322	1,544,473
Ford Library	14,413	13,405	9,727	4,469	8,952	3,063	3,063	4,591	4,727	4,193	14,865	4,980
Ford Museum	82,654	42,608	84,634	52,395	58,696	6,571	15,291	14,092	19,803	42,509	68,072	60,168
Hoover	22,723	13,205	10,699	12,767	10,099	9,947	9,947	8,783	16,297	15,731	20,660	22,244

Johnson	65,091	55,594	24,298	17,217	62,120	60,908	60,908	75,791	83,679	503,108	121,264	82,748
Nixon	48,992	74,689	52,813	51,220	123,180	161,550	161,550	148,585	123,936	39,478	173,445	131,666
Reagan	6,172	8,692	13,329	2,329	3,662	5,094	5,094	6,505	3,331	2,216	8,083	6,066
Roosevelt	54,818	60,577	32,852	26,493	31,193	30,356	30,356	43,085	61,556	34,793	28,506	230,544
Truman	86,657	48,794	32,422	19,461	32,501	21,782	21,782	37,112	35,832	47,217	136,950	76,410
Regional Total	66,697	60,951	49,901	24,695	54,064	51,137	50,965	79,658	32,643	31,202	58,714	75,887
Anchorage	335	449	48	240	331	335	163	42	527	169	1,349	684
Atlanta	6,718	7,850	4,466	2,106	3,822	2,804	2,804	10,195	2,954	2,829	6,278	6,142
Boston	10,531	16,599	5,260	6,958	9,187	18,113	18,113	3,755	5,261	4,944	7,552	15,646
Chicago	3,853	2,294	1,580	1,896	2,464	1,209	1,209	1,899	2,080	990	10,184	4,399
Denver	9,168	3,426	6,247	1,659	10,599	964	964	8,757	1,322	5,506	14,859	4,433
Fort Worth	5,038	9,223	2,919	2,937	2,435	1,815	1,815	1,978	1,826	1,919	2,357	9,219
Kansas City	12,029	6,571	4,772	3,361	7,386	16,183	16,183	11,598	6,082	4,457	4,977	17,657
New York	6,080	4,379	7,261	2,285	3,320	4,184	4,184	9,075	1,646	2,702	2,868	6,399
Philadelphia	9,758	1,920	2,847	994	983	1,705	1,705	16,990	2,540	3,892	3,765	1,800
Riverside	1,238	3,500	1,544	429	3,933	694	694	1,398	4,514	352	547	2,916
Seattle	726	1,471	3,001	588	1,022	1,296	1,296	9,853	524	1,065	502	1,216
St. Louis	1,223	3,269	9,956	1,242	8,582	1,835	1,835	4,118	3,367	2,377	3,476	5,376

APPENDIX V: Twitter Followers (Cumulative)

*Estimated

	July	August	Sept	Oct	Nov	Dec*	Jan*	Feb*	March	Apr	May	June
archivespres	1,784	1,896	1,983	2,079	2,210	2,210	2,210	2,210	2,607	2,703	2,803	2,901
dferriero	2,333	2,405	2,458	2,494	2,559	2,559	2,559	2,559	2,699	2,787	2,823	2,853
Discovercivwar	4,951	5,170	5,336	5,512	5,602	5,602	5,602	5,602	5,818	5,889	5,927	5,952
DocsTeach	2,650	2,860	2,988	3,162	3,366	3,366	3,366	3,366	4,157	4,335	4,515	4,698
ElectoralCollge	2,303	2,293	2,284	2,278	2,279	2,279	2,279	2,279	2,273	2,281	2,275	2,276
FedRegister	5,489	5,590	5,697	5,767	5,888	5,888	5,888	5,888	6,365	6,468	6,592	6,705
NARAMediaLabs					89	89	89	89	270	316	357	400

NARA_ RecMgmt	3,552	3,650	3,747	3,877	4,029	4,029	4,029	4,029	4,481	4,580	4,672	4,751
TodaysDocument	7,267	7,813	8,188	8,687	9,397	9,397	9,397	9,397	12,100	12,700	13,229	13,900
USNatArchives	22,768	24,330	25,587	26,999	29,313	29,313	29,313	29,313	36,100	37,600	39,173	41,495
ArchivesInnov									261	302	334	362
archivesnews	23,703	24,451	24,814	25,099	25,321	25,321	25,321	25,321	26,100	26,200	26,431	26,700
bushlibrary	9,611	9,842	10,031	10,305	10,712	10,712	10,712	10,712	13,600	14,100	14,572	15,200
CarterLibrary	6,382	6,686	6,862	7,062	7,348	7,348	7,348	7,348	8,359	8,628	8,777	8,891
IkeLibrary	2,953	3,114	3,251	3,425	3,768	3,768	3,768	3,768	4,757	5,004	5,370	5,588
FDRLibrary	2,556	2,741	2,860	3,039	3,363	3,363	3,363	3,363	4,205	4,448	4,710	4,904
GWBLibrary	3,731	4,596	5,302	5,695	6,001	6,001	6,001	6,001	7,292	7,601	7,843	8,126
IkeandHarry2012	509	511	516	529	541	541	541	541	577	588	591	592
JFKLibrary	18,421	19,062	19,351	19,751	37,025	37,025	37,025	37,025	25,900	26,500	26,883	27,400
LBJLibrary	3,952	4,184	4,361	4,597	5,053	5,053	5,053	5,053	6,026	6,428	6,649	6,846
OurPresidents	4,355	4,713	4,975	5,226	5,913	5,913	5,913	5,913	7,540	7,848	8,136	8,517
Reagan_Library	441	540	596	679	784	784	784	784	1,044	1,108	1,191	1,271
TrumanLibrary											1,354	1,419
WJCLibrary	11,476	12,866	14,122	15,790	17,459	17,459	17,459	17,459	25,000	27,400	30,319	33,000
atlantaarchives	668	684	709	738	770	770	770	770	884	928	956	996
KCArchives	449	482	500	538	580	580	580	580	761	813	857	898
CongressArchive									515	598	653	714
NARAFRC	283	291	297	322	332	332	332	332	364	363	369	371
StLouisArchives	55	59	65	69	74	74	74	74	87	90	93	93
TOTAL	142,642	150,829	156,880	163,719	189,776	189,776	189,776	189,776	210,142	218,606	228,454	237,819

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

*Estimated

	July	August	Sept	Oct	Nov	Dec	Jan*	Feb	March	Apr	May	June
Page Views	4,713	9,307	4,132	6,192	9,702	13,195	13,195	19,241	16,494	5,331	3,629	2,907
Track Downloads	3,068	5,026	3,385	4,651	5,868	8,992	8,992	12,749	4,568	3,045	2,404	2,848
Subscriptions	864	1,605	688	1,125	1,682	1,783	1,783	2,712	2,112	929	554	509

APPENDIX VII: Google+ Followers

*Estimated

	July	August	Sept	Oct	Nov	Dec*	Jan*	Feb*	March*	Apr	May	June
Monthly Followers	14,118	13,693	10,774	13,244	12,541	3,690	3,690	3,690	3,690	3,692	15,467	4,422
Cumulative Followers	147,236	160,929	171,703	184,947	197,488	201,178	204,868	208,558	212,248	215,940	231,407	235,829

APPENDIX VIII: Pinterest Followers (Cumulative)

*Estimated

	July	August	Sept	Oct	Nov	Dec*	Jan*	Feb*	March	Apr	May	June
US National Archives	1,887	2,027	2,153	2,289	2,420	2,420	2,420	2,420	2,512	3,166	3,253	3,322
Our Presidents	401	442	471	482	495	495	495	495	495	602	613	622

APPENDIX IX: Instagram Followers (Cumulative)

	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June
US National Archives									584	645	764	976
Ike Library									31	44	64	89
Clinton Library											82	89

APPENDIX X: HistoryPin Channel Views(Cumulative)

	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June
Channel Views									16,290	16,866	17,461	17,849