

**JULY FY2014 OVERVIEW**

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	44,807 Views	21,533 Visitors
Tumblr Blogs	41,429 Views	18,738 Visitors
Facebook	10,844,682 Impressions	3,938,703 Reach
National Archives YouTube Channel	97,049 Views	11,446 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	2,081,397 Views	7,698 Total Contacts
Our Archives Wiki	3,769 Views	403 Total Editors
Twitter (all NARA feeds)	--	248,531 Total Followers
FourSquare	1,074 New Check-ins	0 New Followers
iTunes U	2,776 Views	459 New Subscribers

**FISCAL YEAR COMPARISON**

Social Media Tool	FY 2014 Views (to date)	FY 2013 Views
Archives.gov Blogs	533,583	761,590
Tumblr Blogs	437,580	615,629
Facebook	57,864,544	39,491,534
National Archives YouTube Channel	850,713	872,926
Flickr (USNatArchives & ArchivesNews)	40,664,426	11,258,709
Our Archives Wiki	159,304	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>                      |

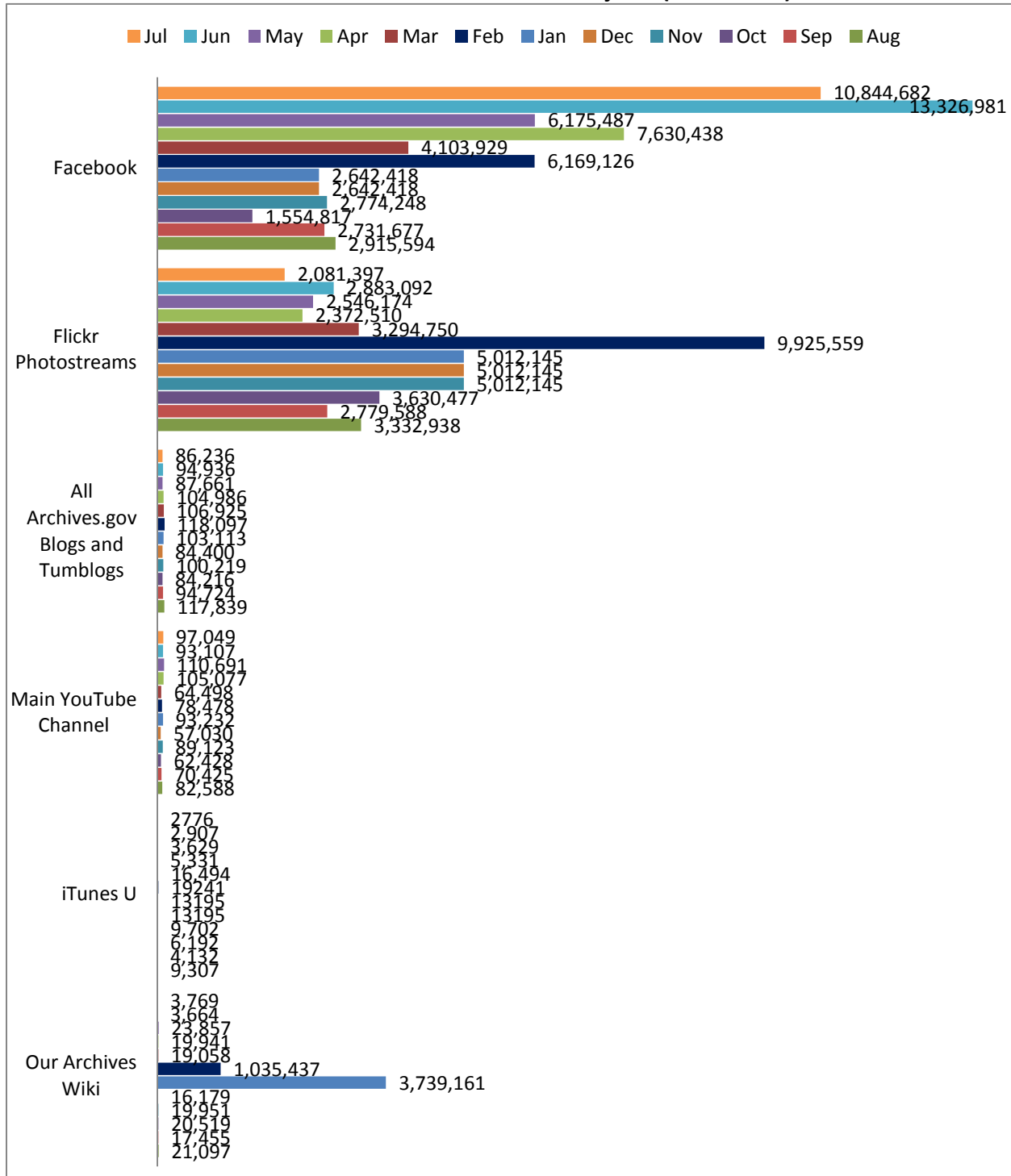
**INTERNAL (NARA@WORK) BLOGS**

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

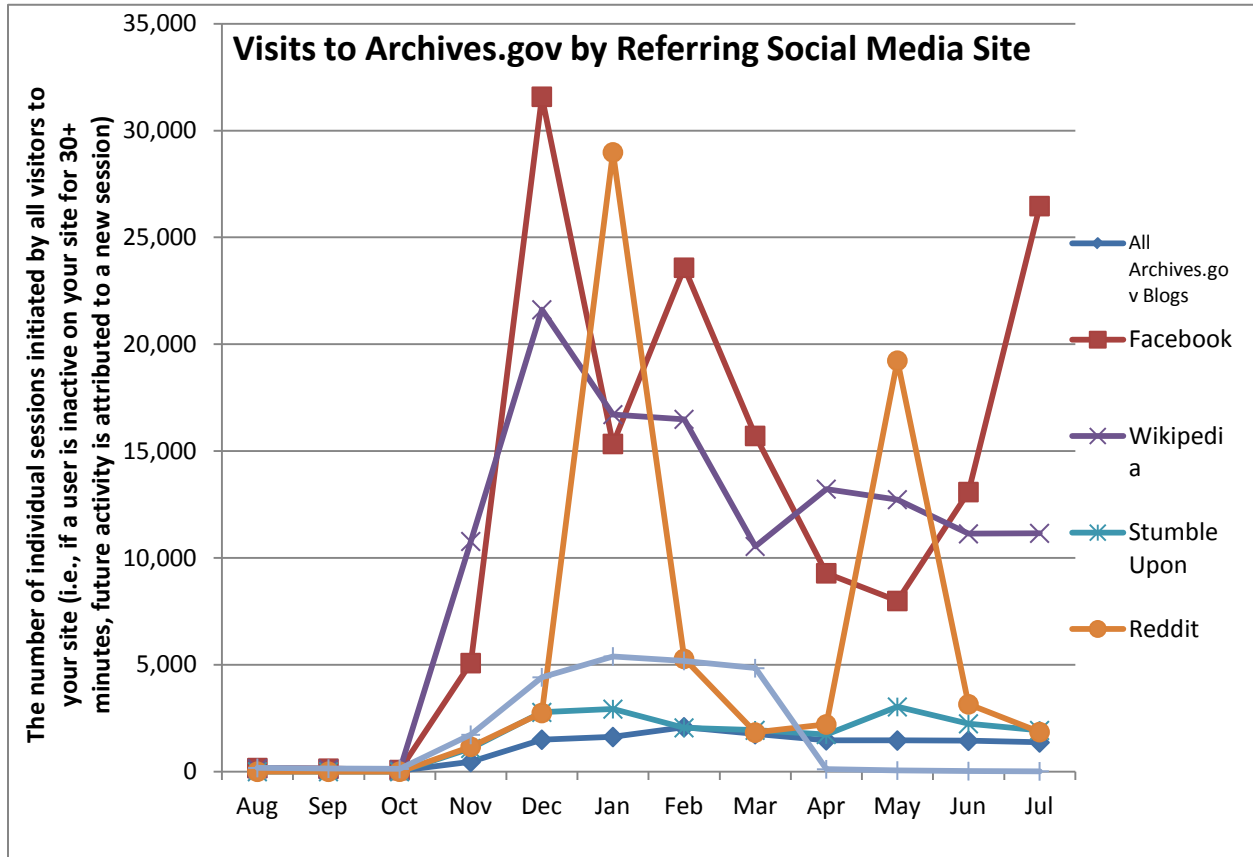
**SOCIAL MEDIA TOOLBOX (Tools currently in use)**

- |                     |              |                             |
|---------------------|--------------|-----------------------------|
| • 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)**

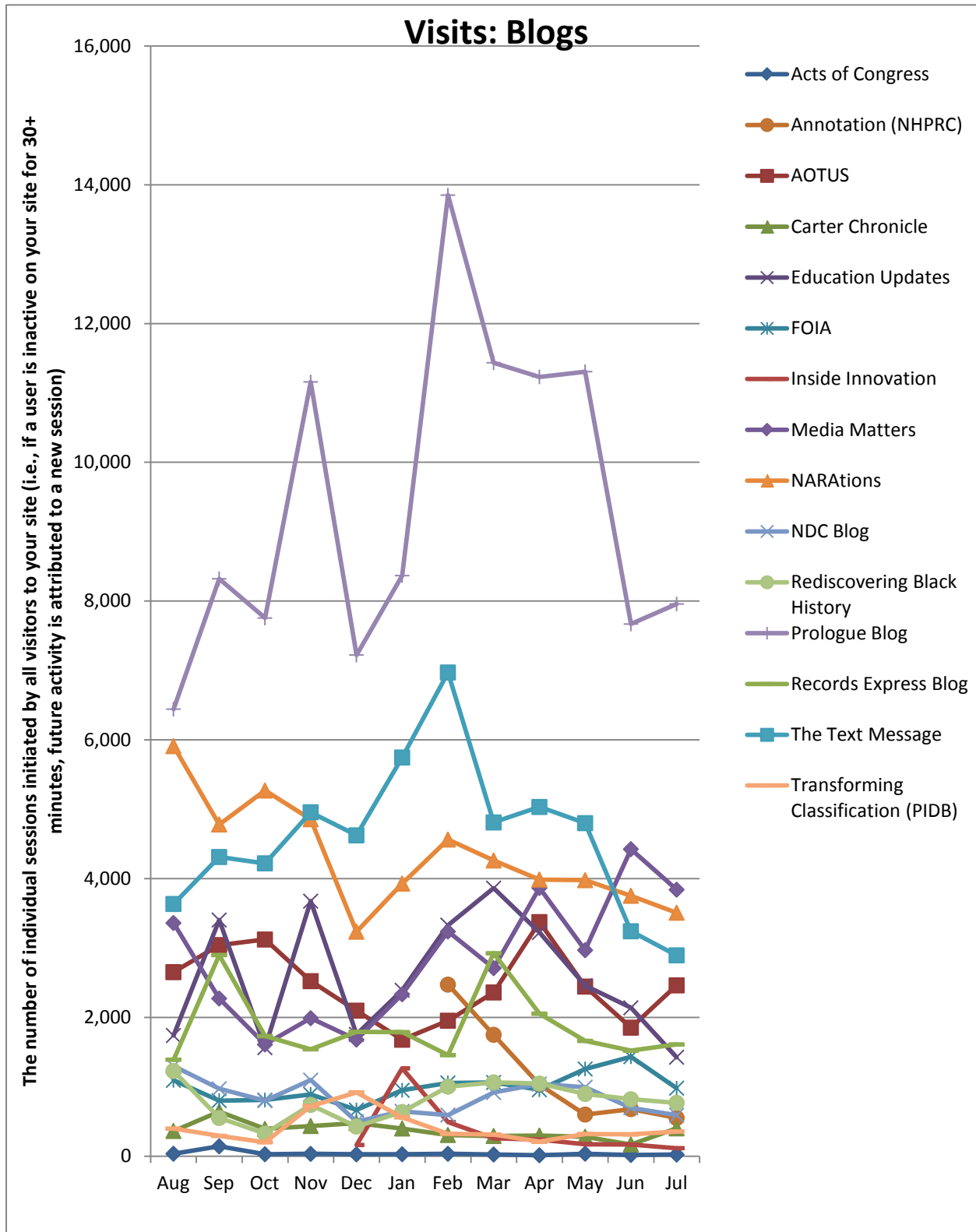


**New External Social Media Projects: July Projects**

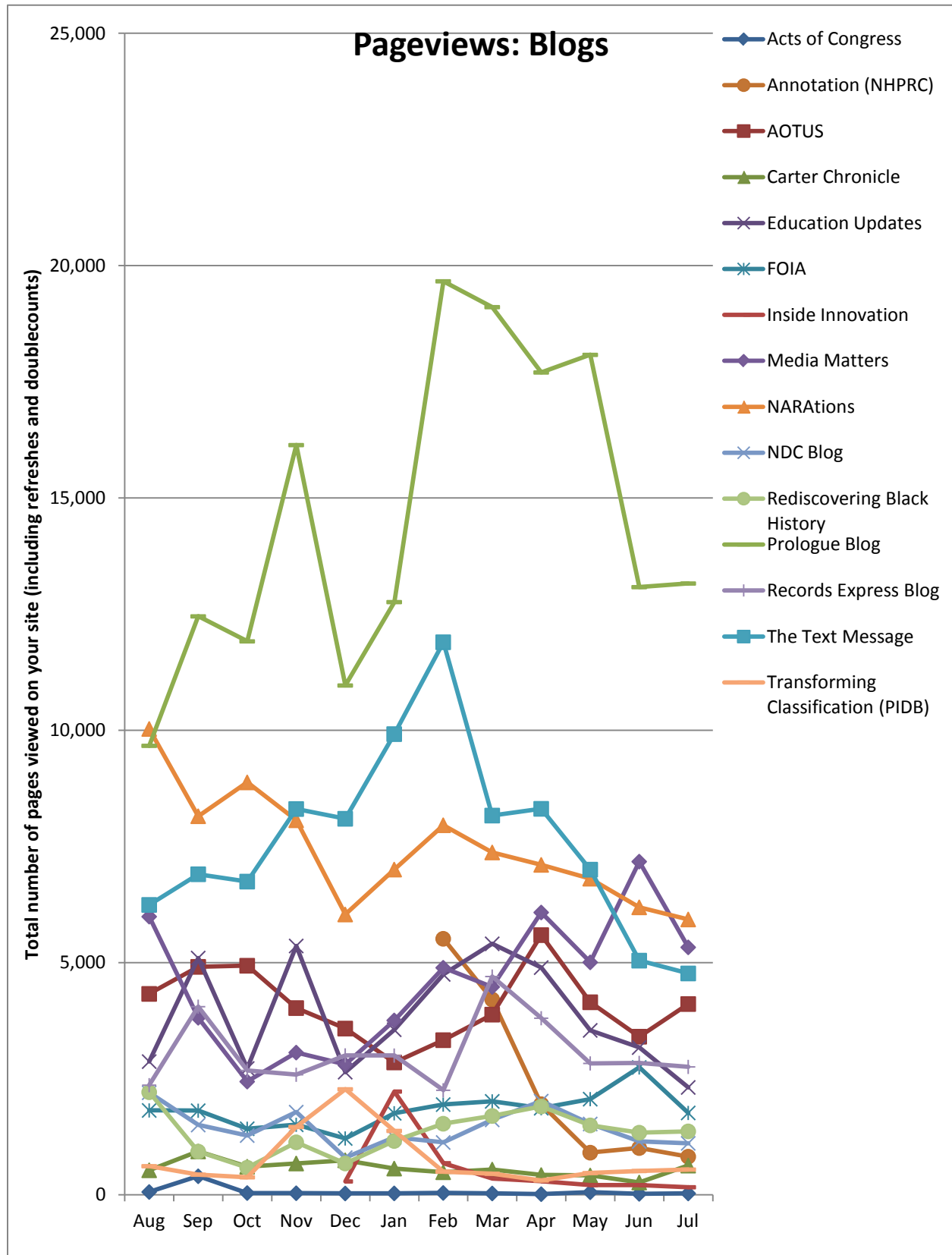
	Dipity	Facebook	Flickr	Twitter	Wiki	Tumblr	Blog	YouTube	Instagram
August									
September									1
October									
November				1					
December									
January									
February									
March									1
April									
May				1					1
June									
July									

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

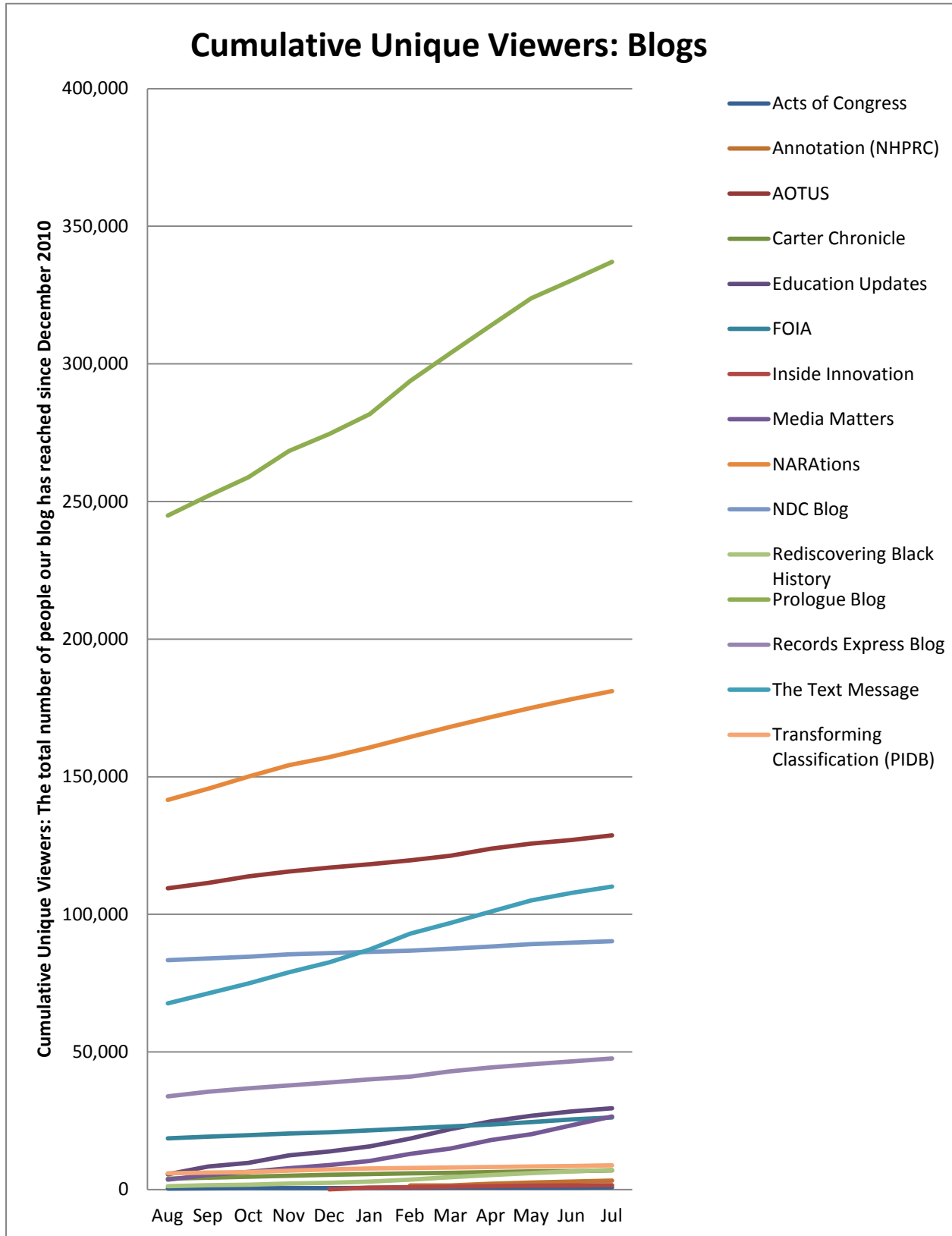
Blog Visits (Source: Appendix II.A)



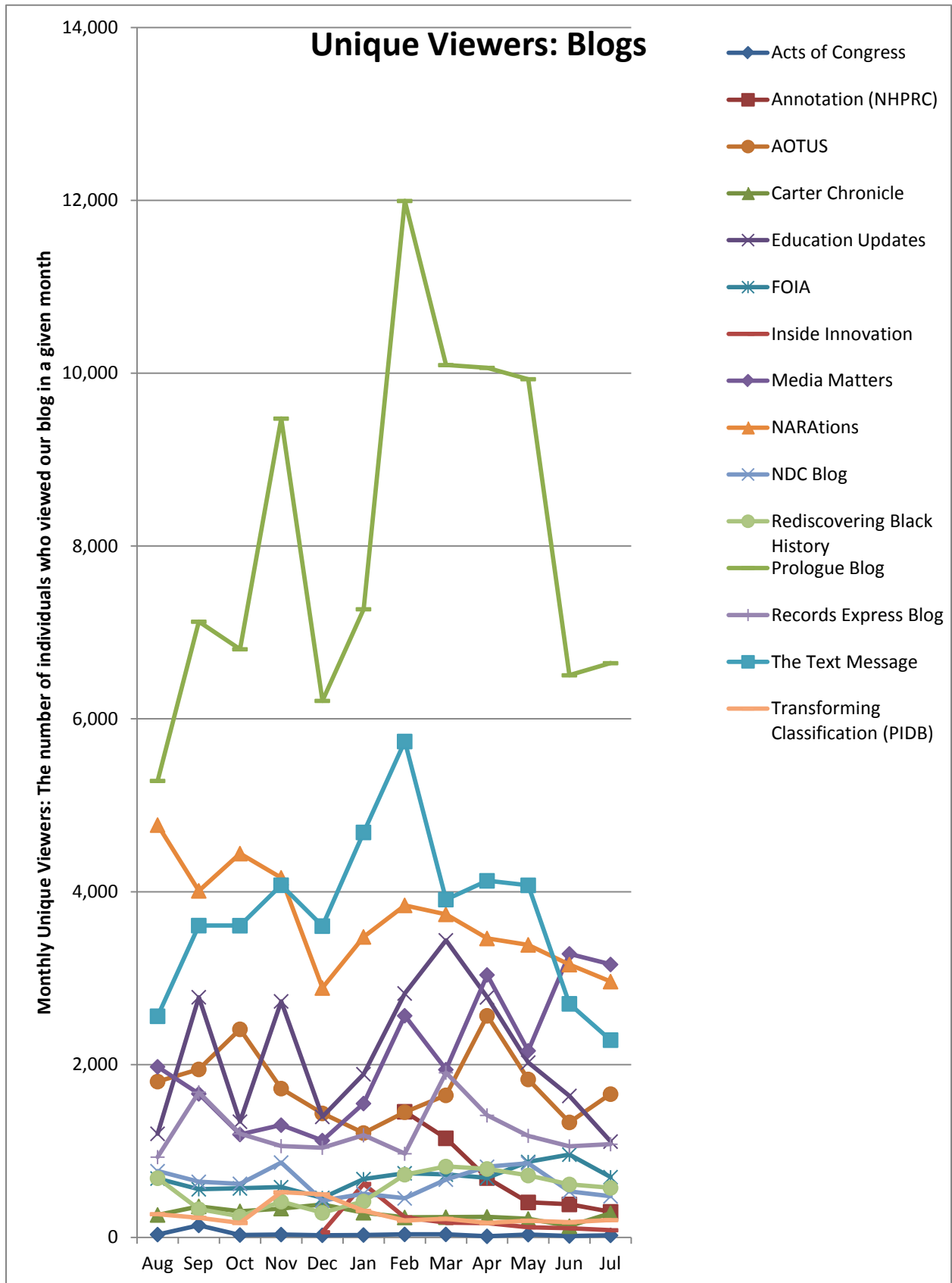
**Blog Pageviews (Source: Appendix II.B)**



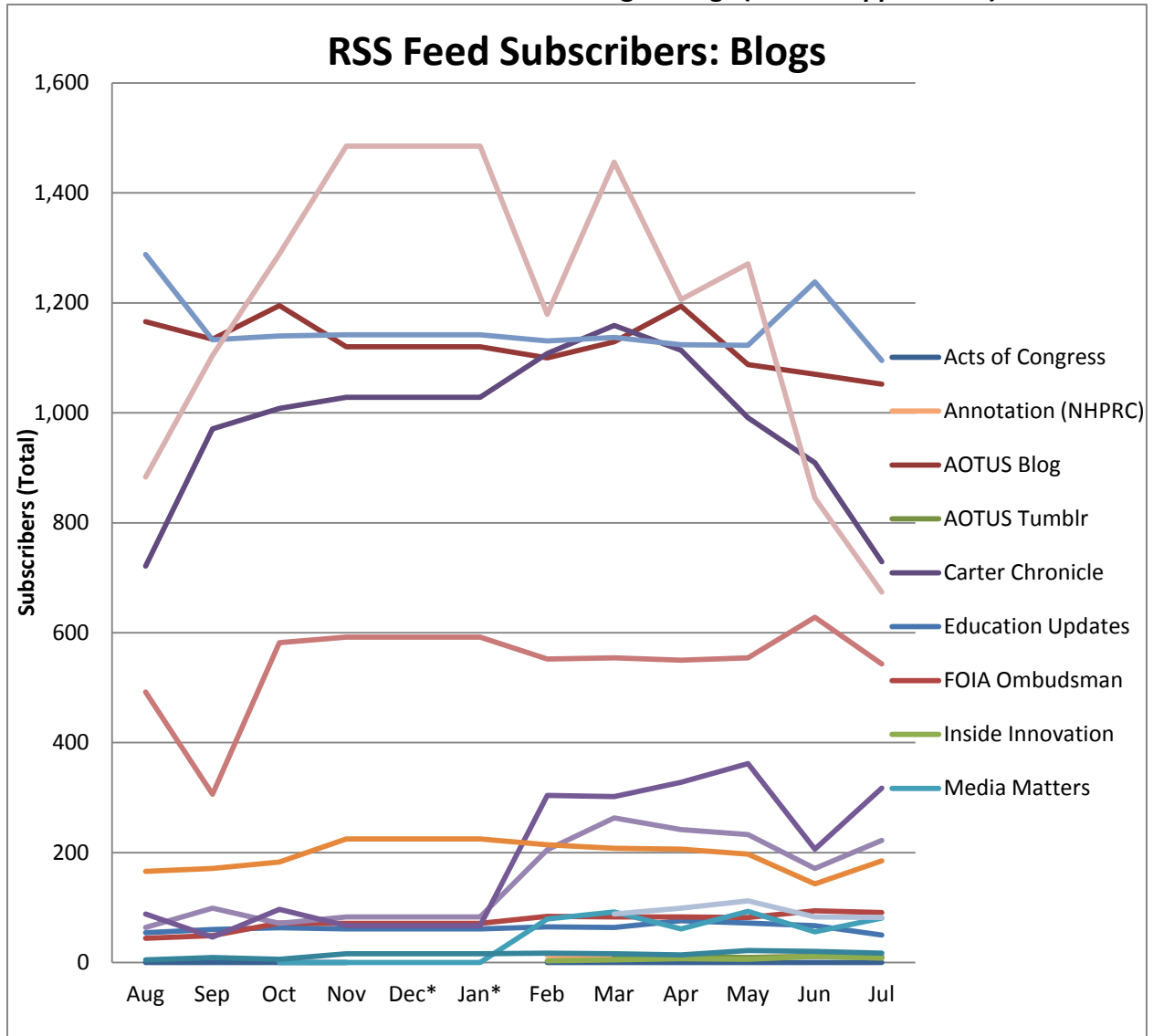
**Blog Cumulative Unique Viewers (Source: Appendix II.C)**



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



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

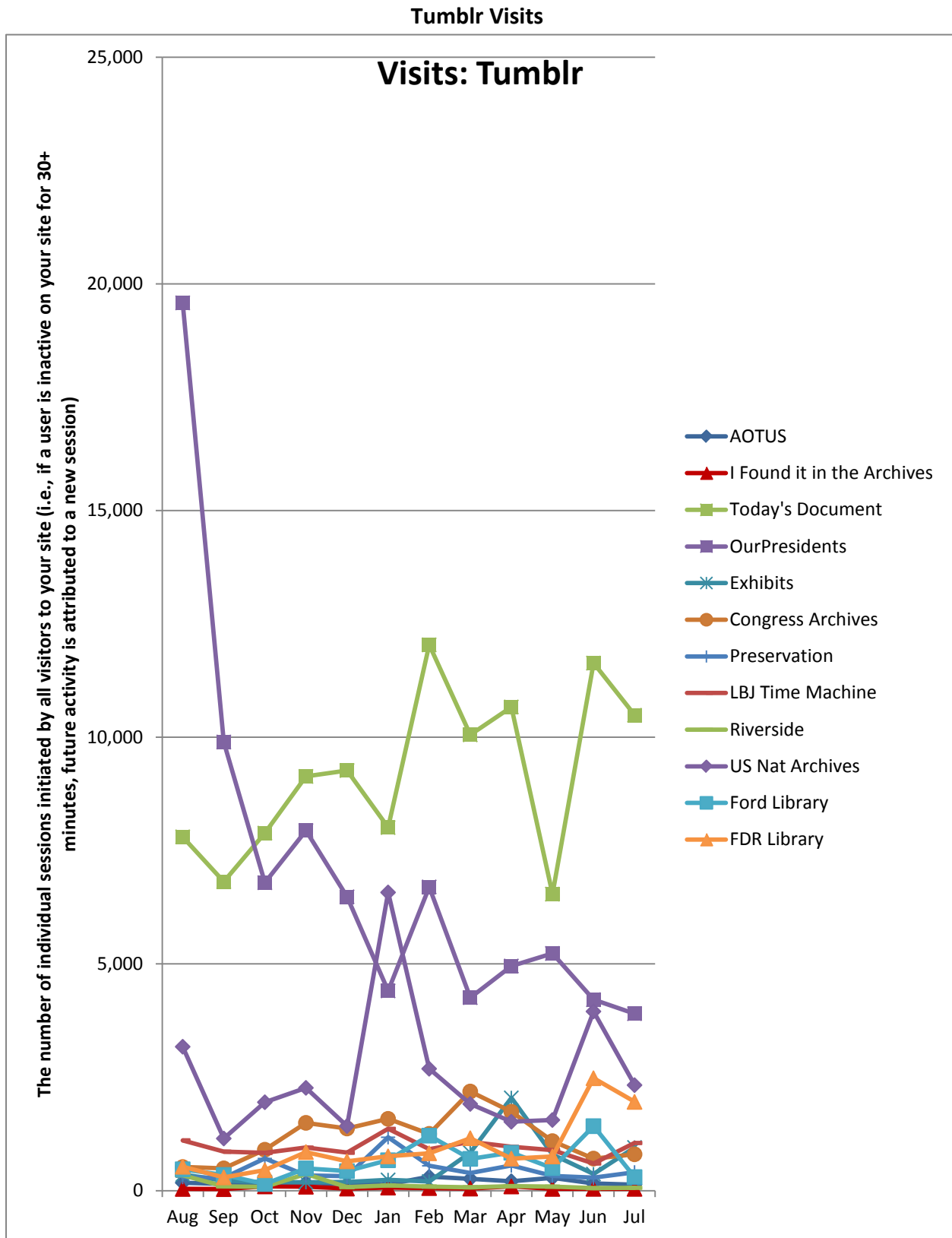


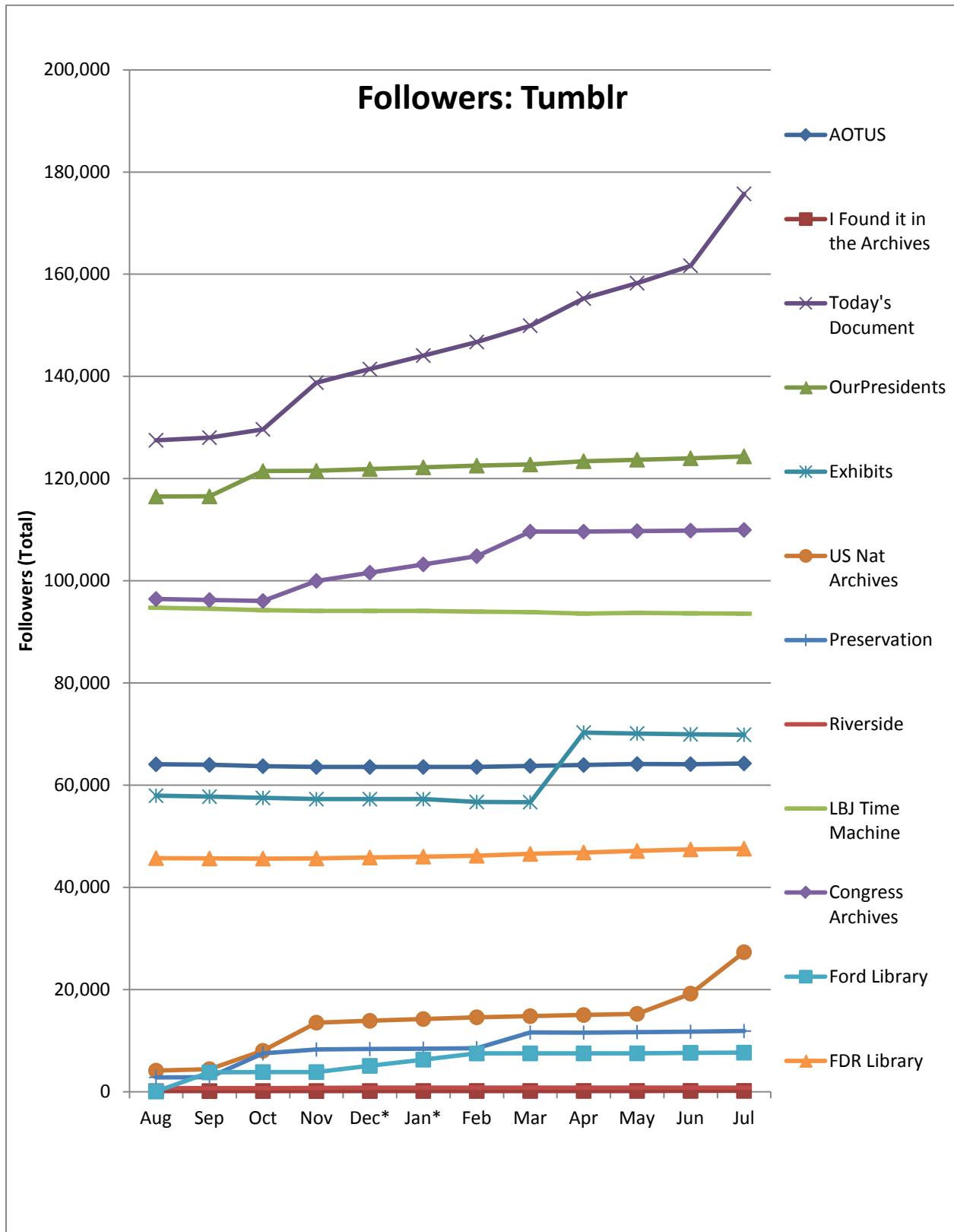
Top 5 Most Viewed Blog Posts in July

Blog	Pageviews	Post Title
The Unwritten Record	1,467	<a href="#">Stepping Stones to the Moon</a>
The Unwritten Record	745	<a href="#">Kodacolor Decoded: Early Color Footage of Yellowstone National Park</a>
AOTUS	440	<a href="#">The Allure of the Archives</a>
NARAtions	399	<a href="#">The National Archives at Kansas City open over 300,000 Alien Case Files</a>
Prologue	343	<a href="#">John Adam's vision of July 4 was July 2</a>



Social Media Tools: Detail View – Tumblr

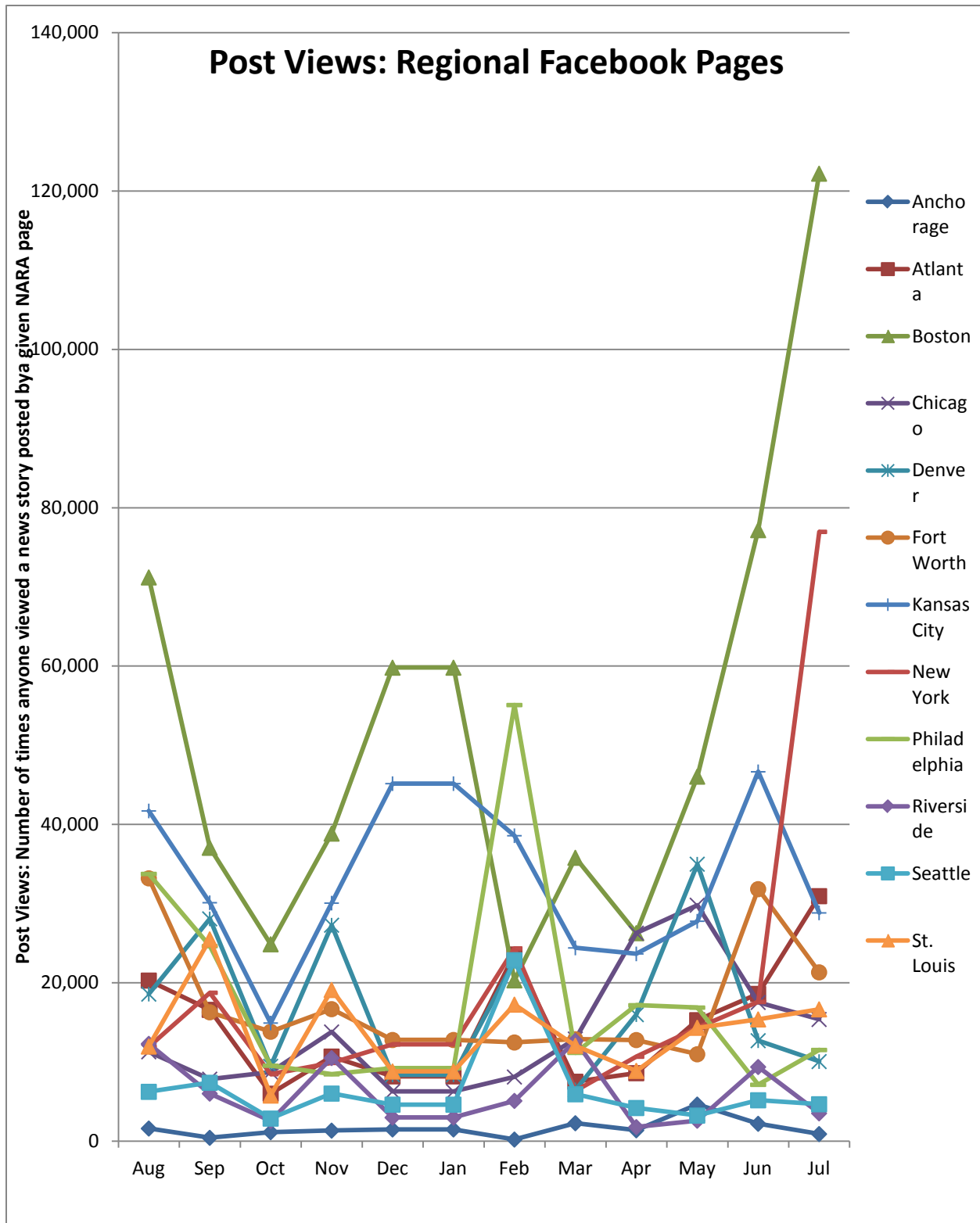




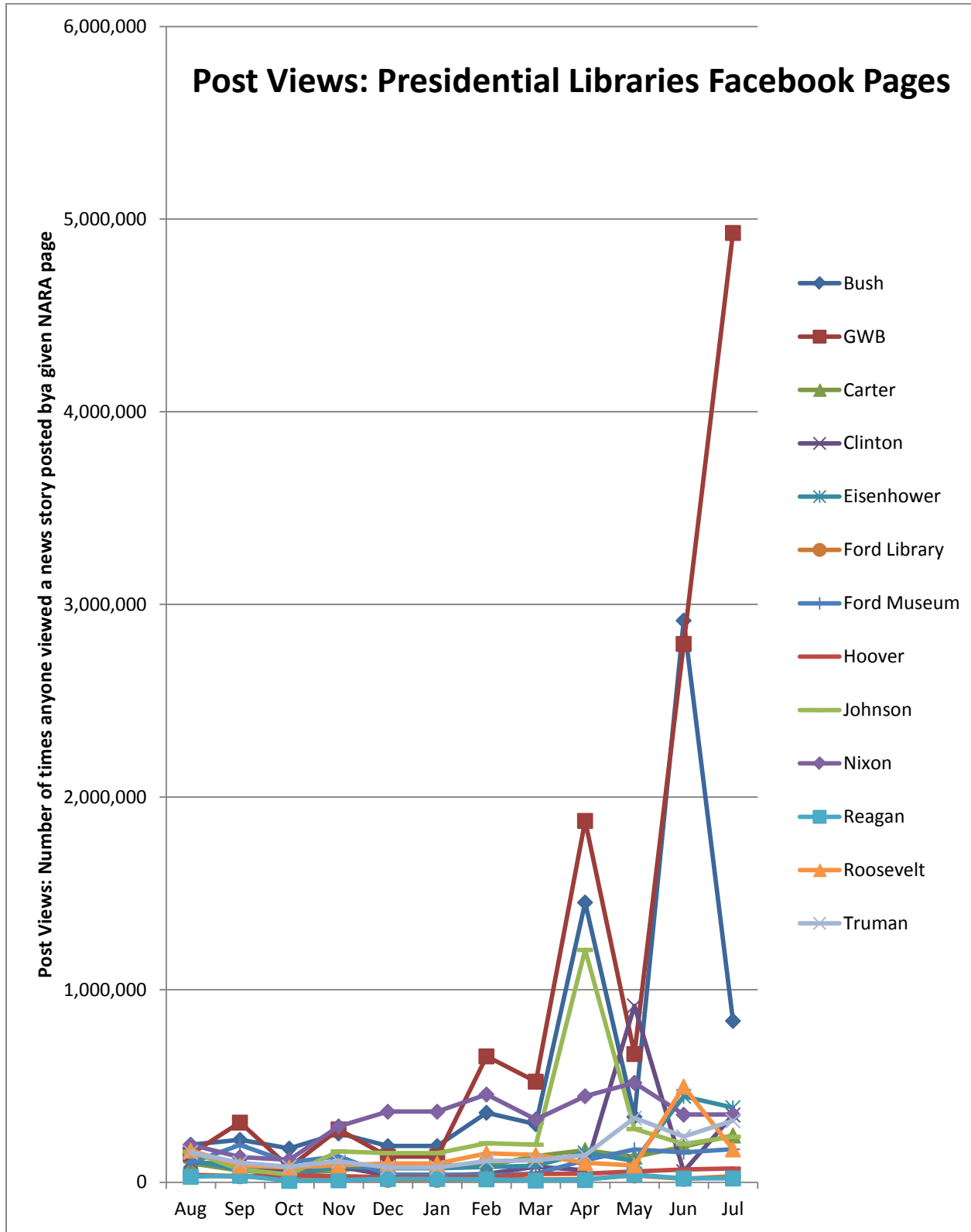
Followers on Tumblr (Source: Appendix IV)

Social Media Tools: Detail View – Facebook

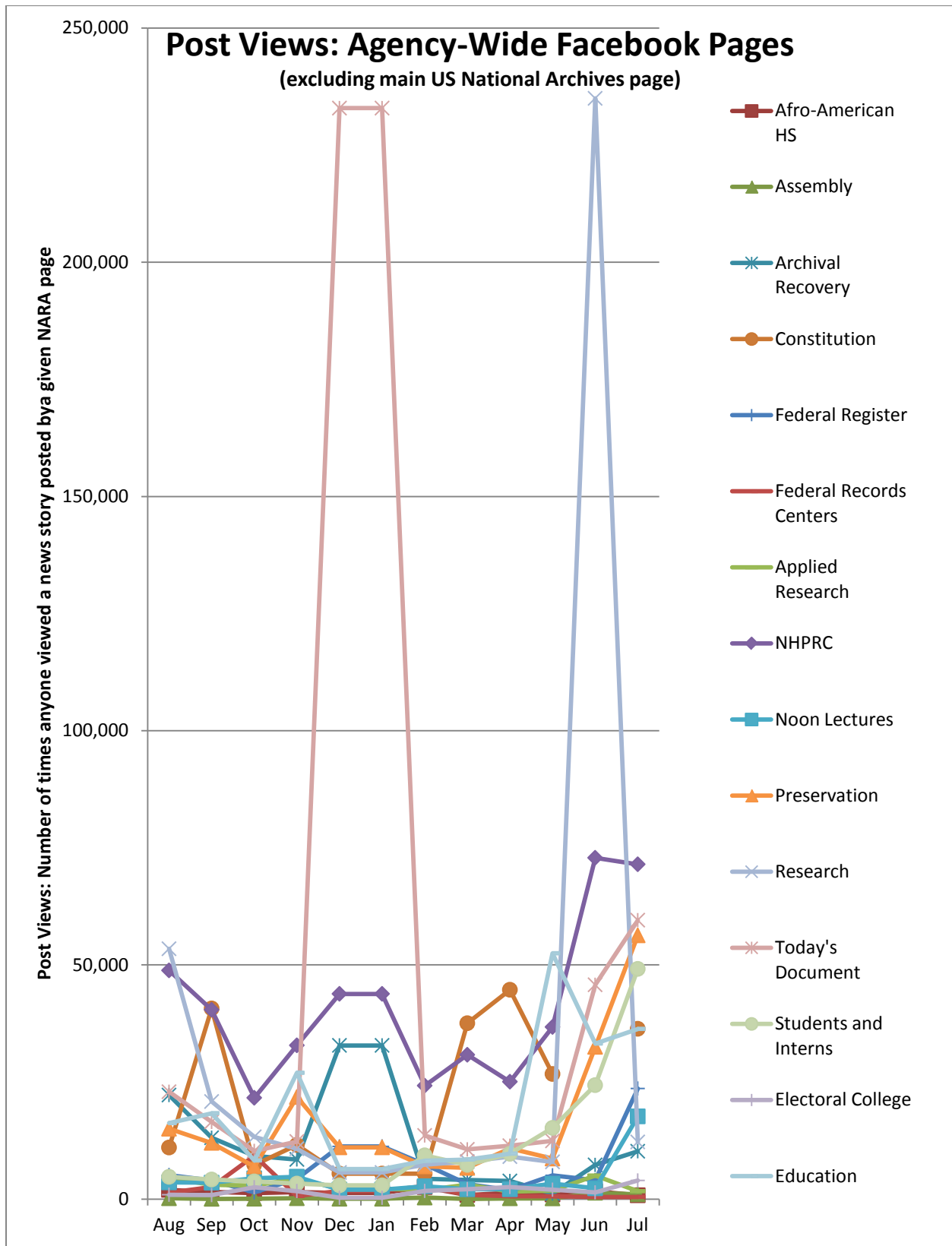
Post Views on Regional Pages (Source: Appendix IV.A)

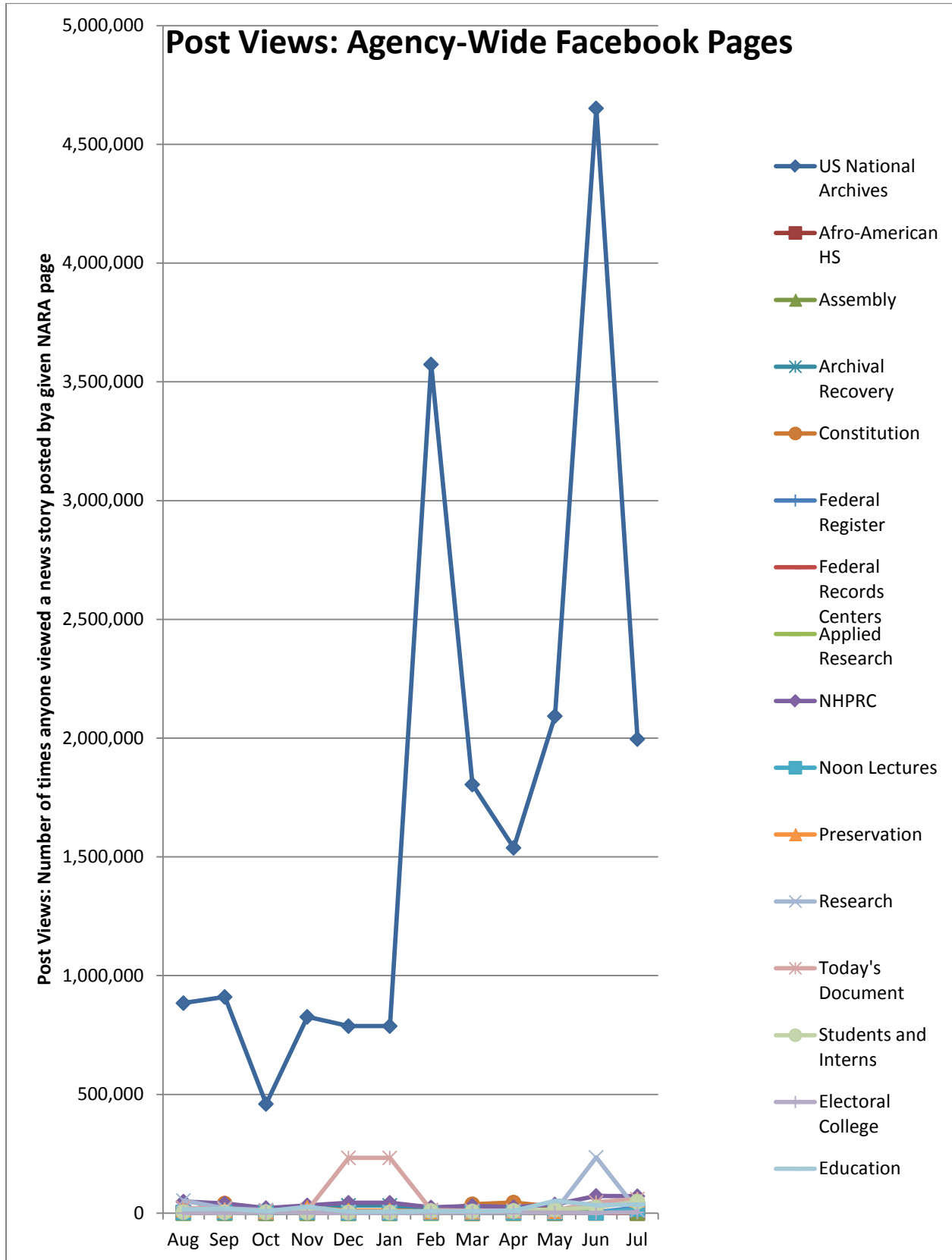


Post Views on Presidential Library Pages (Source: Appendix IV.A)

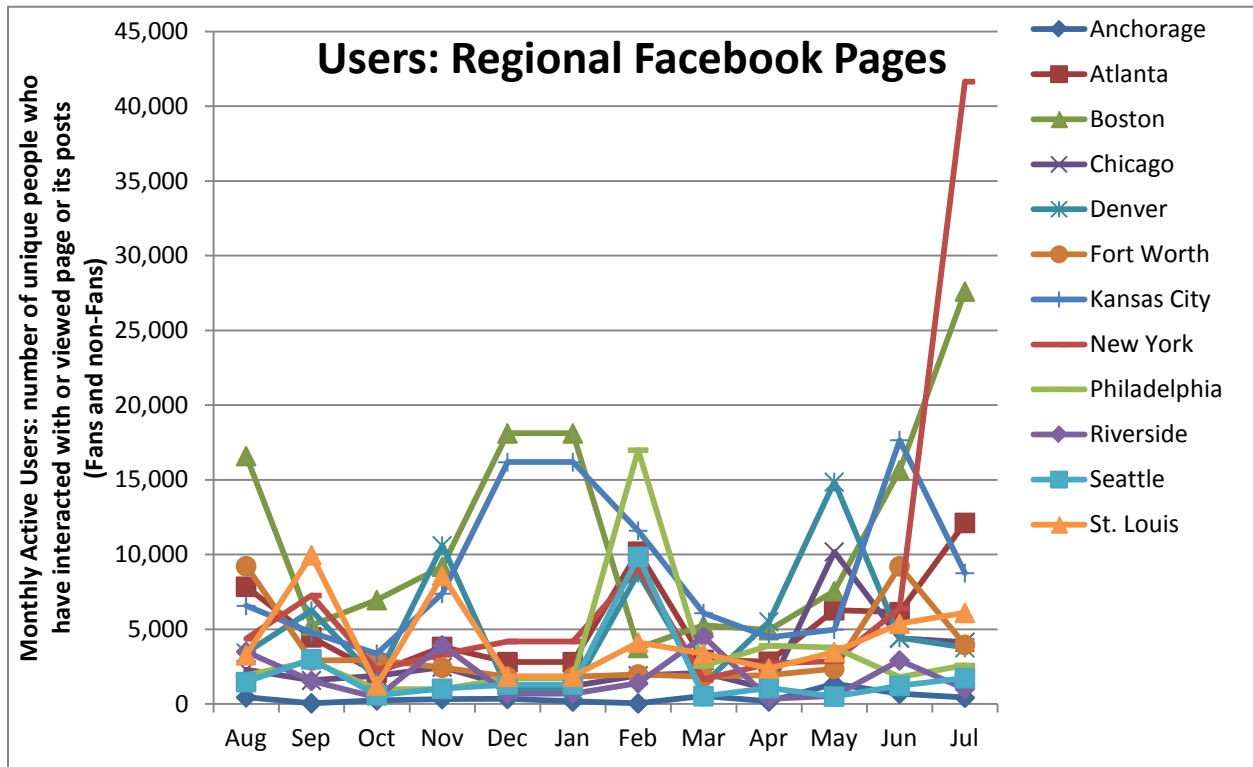


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

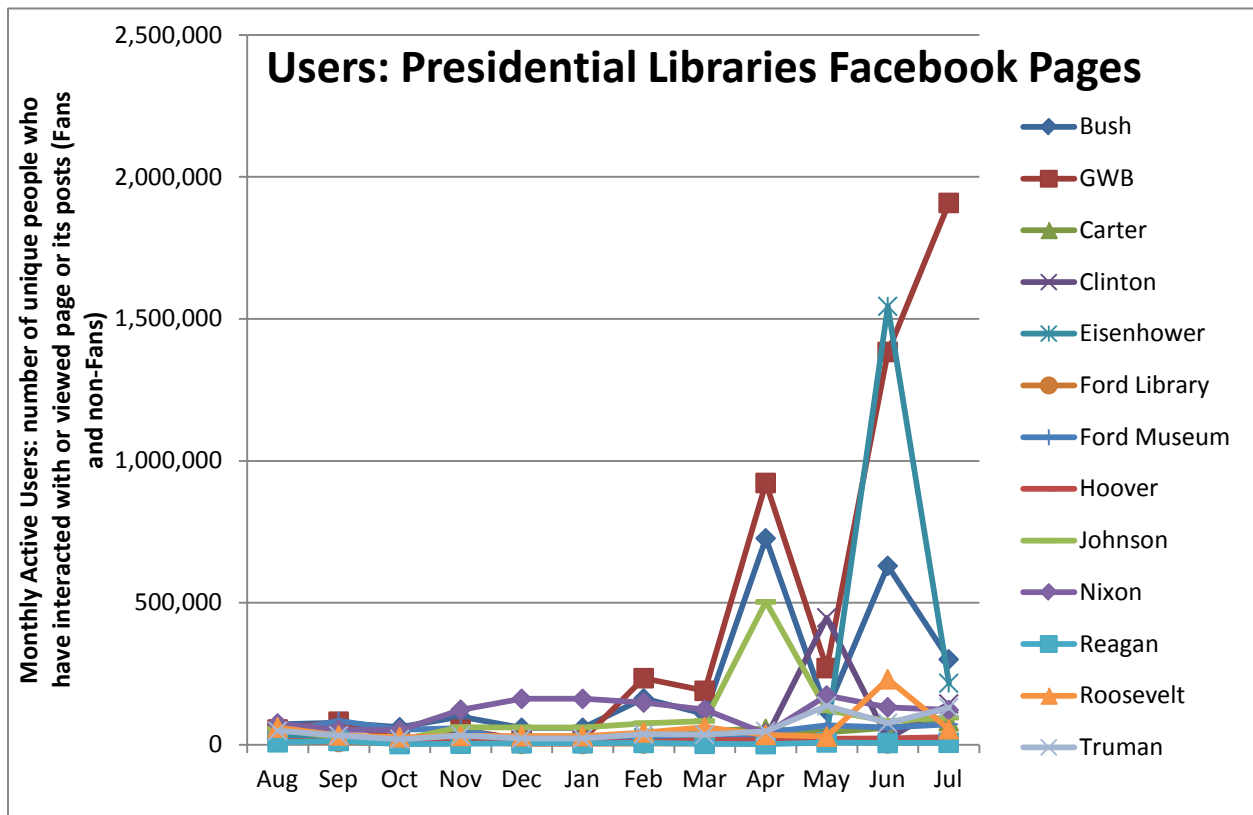




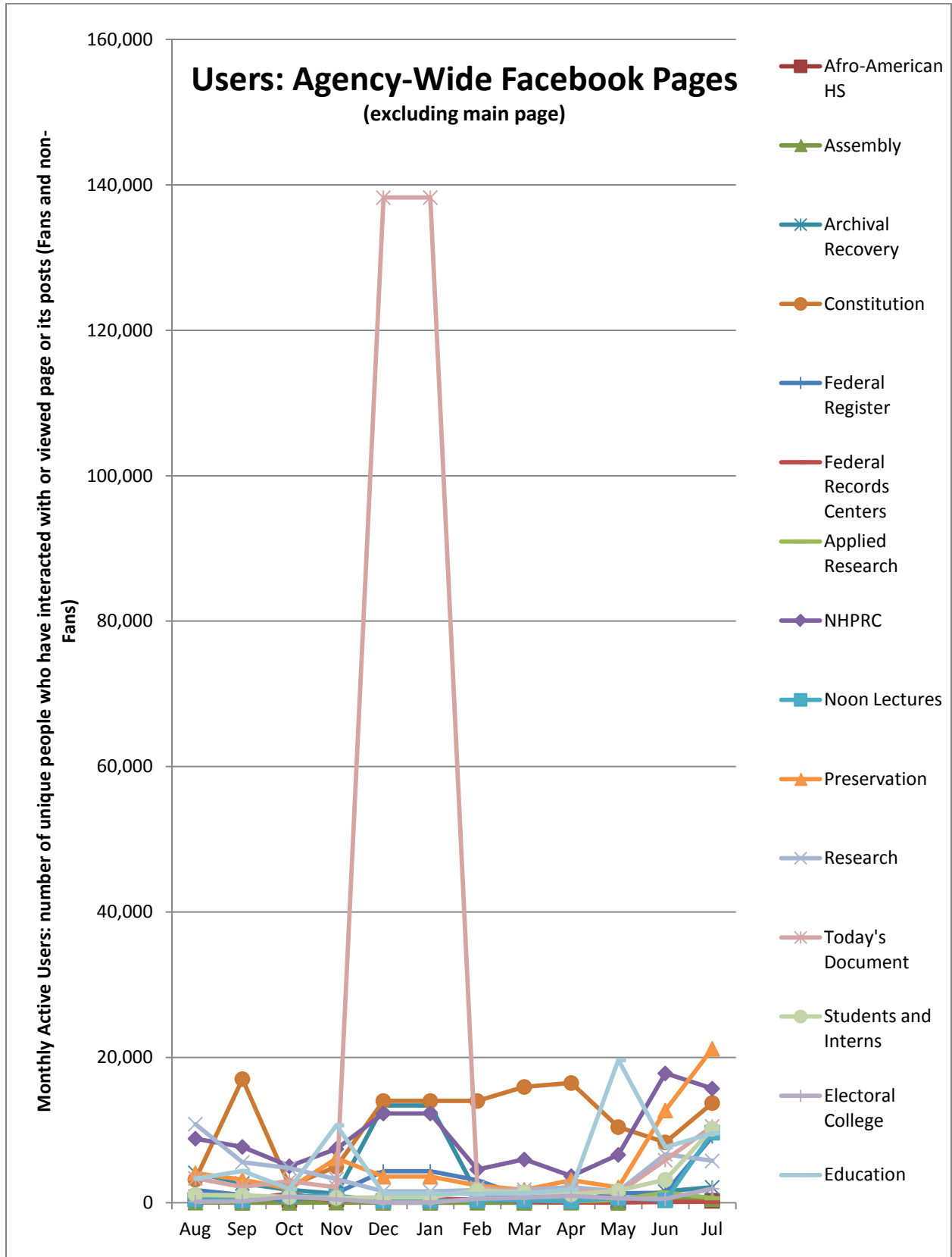
Monthly Active Users of Regional Pages (Source: Appendix IV.B)



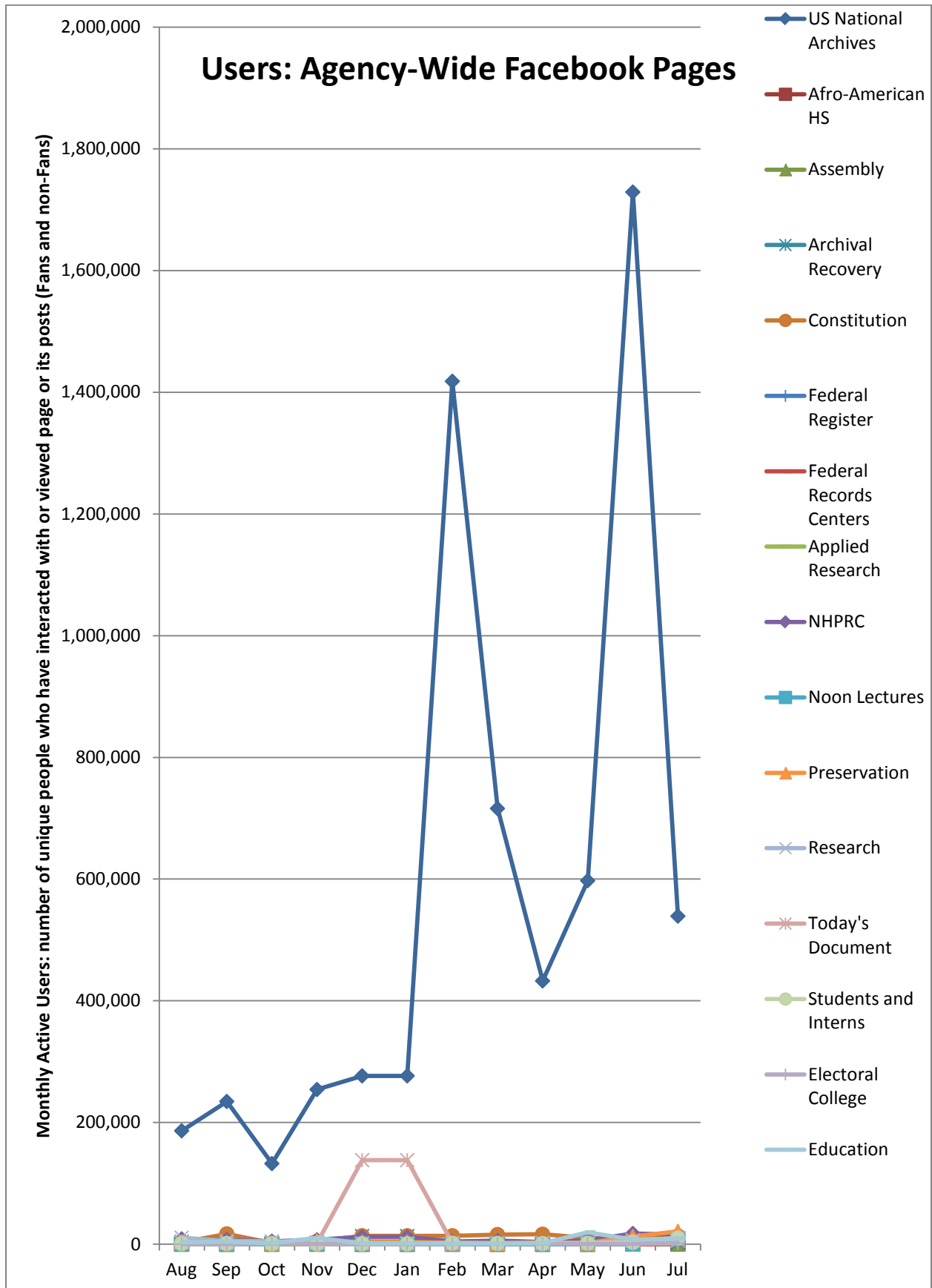
Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



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

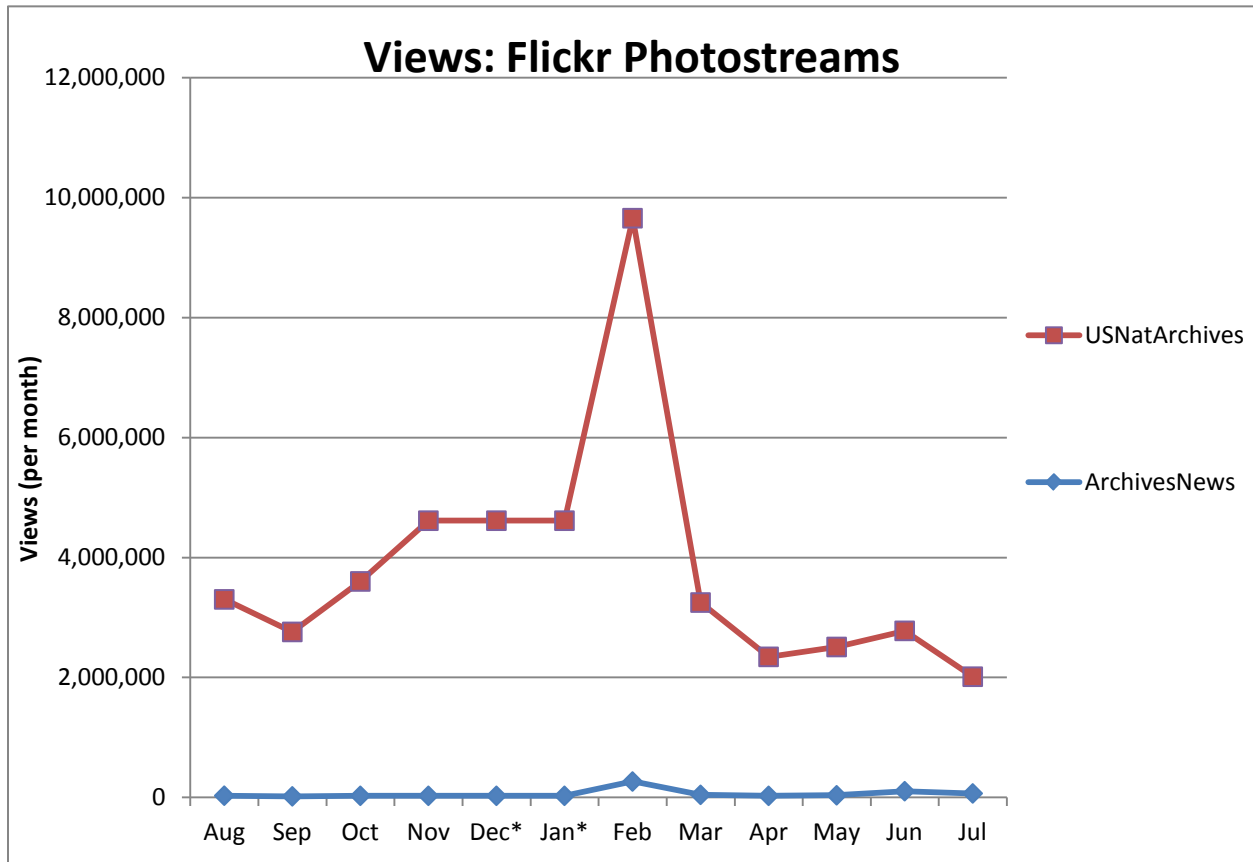




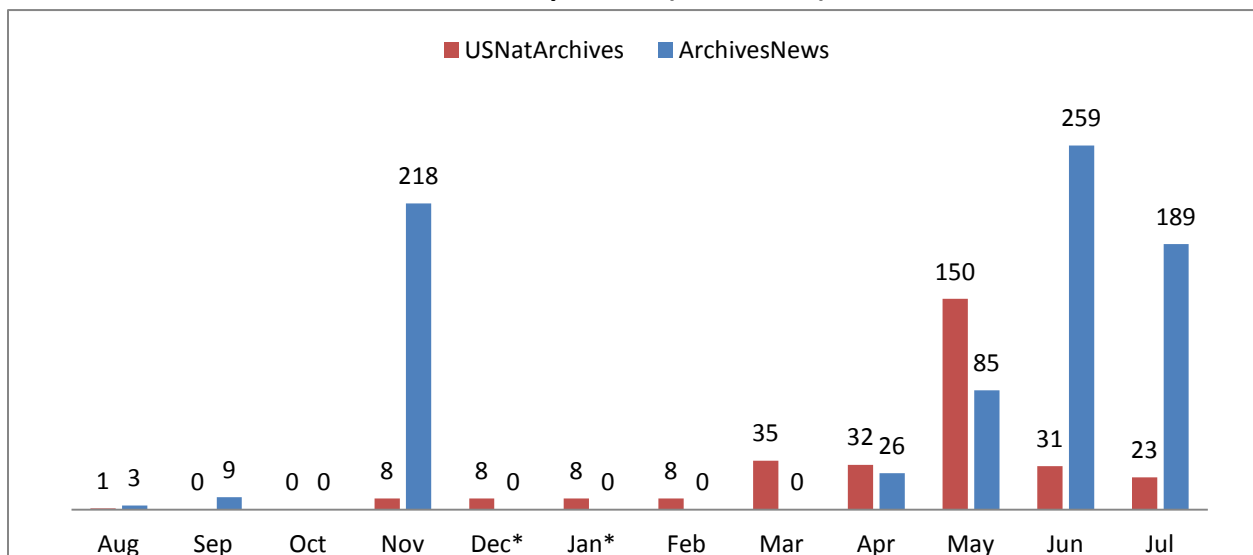


Social Media Tools: Detail View – Flickr

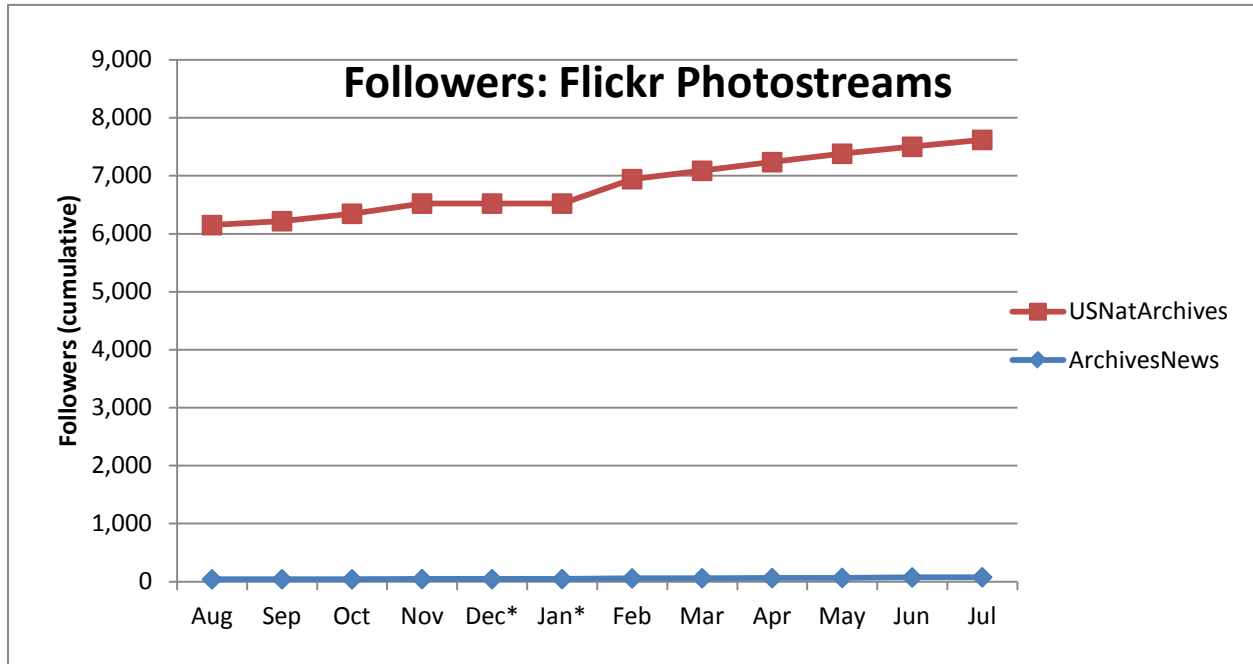
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

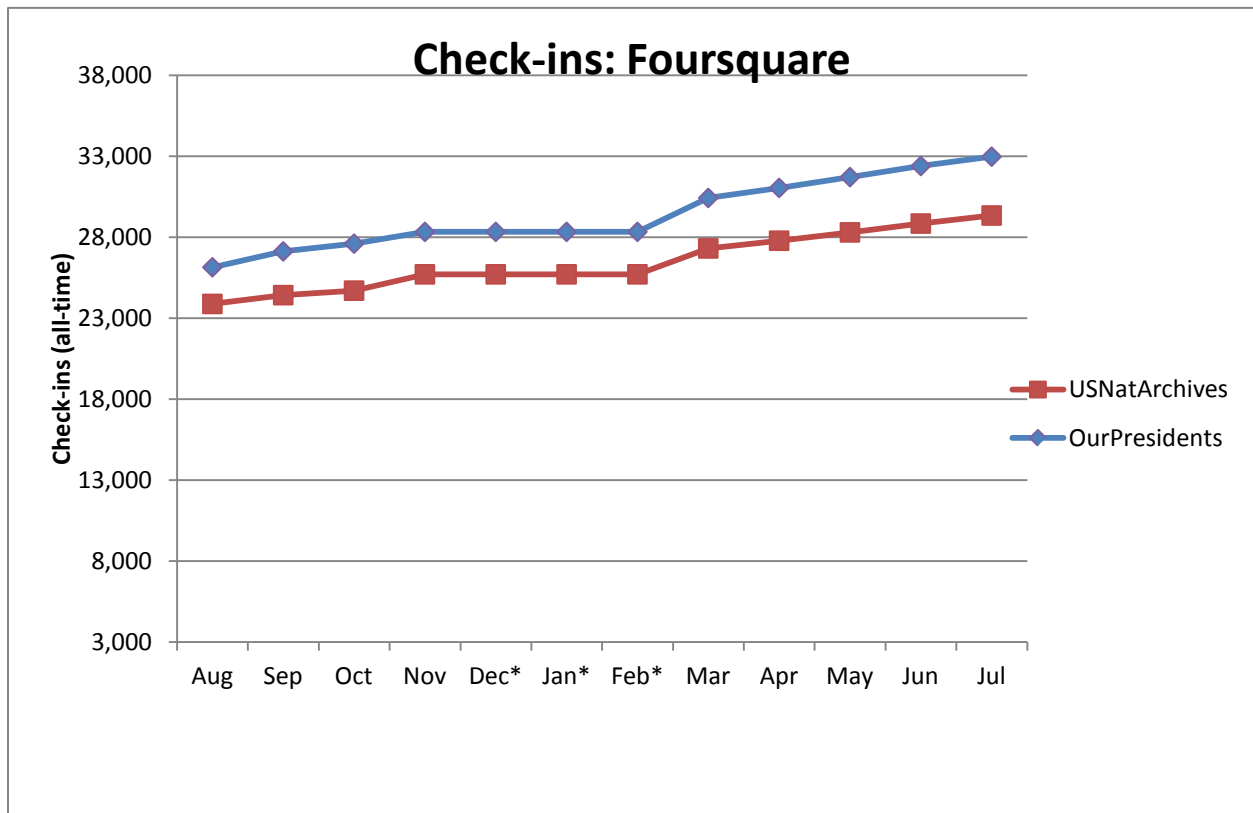


**Followers of Photostreams (Cumulative)**

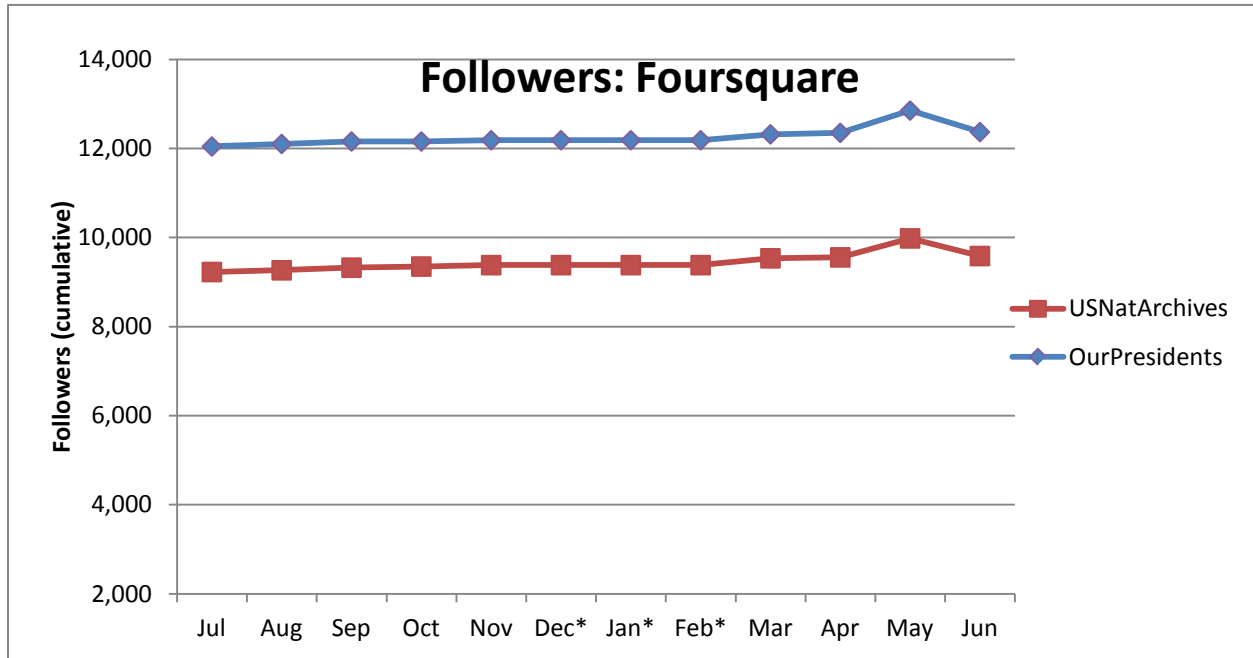


**Social Media Tools: Detail View – Foursquare**

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

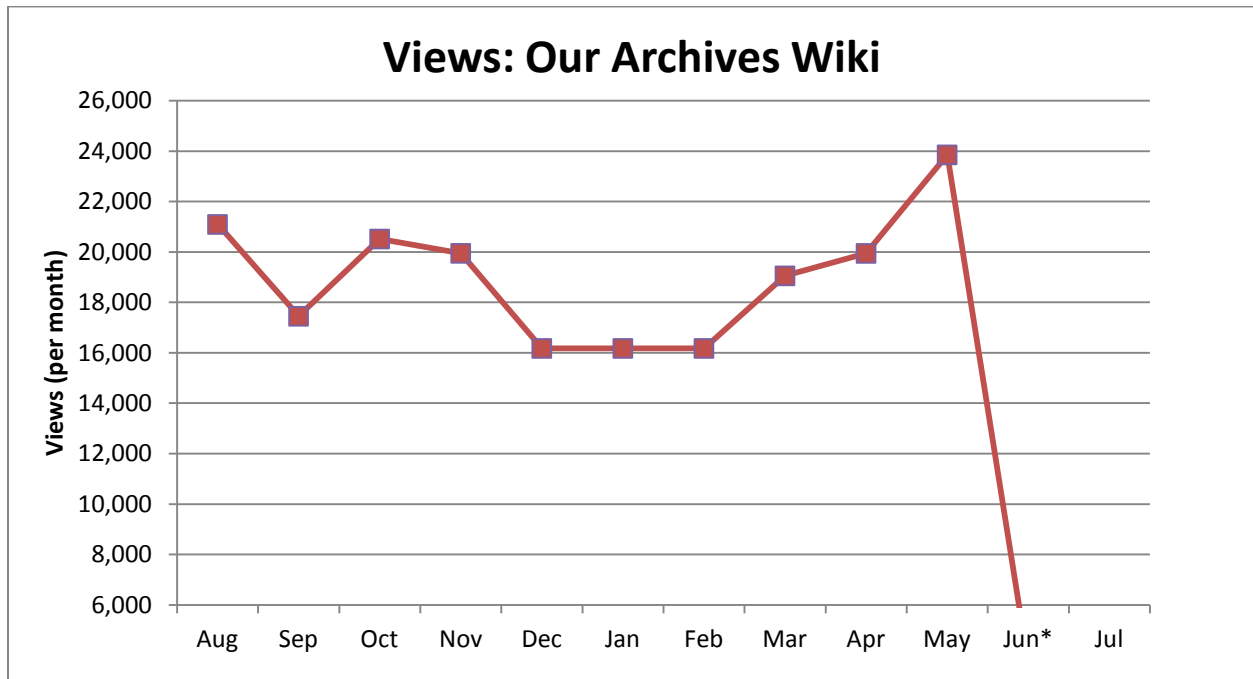


Number of Followers of USNatArchives and OurPresidents (Cumulative)

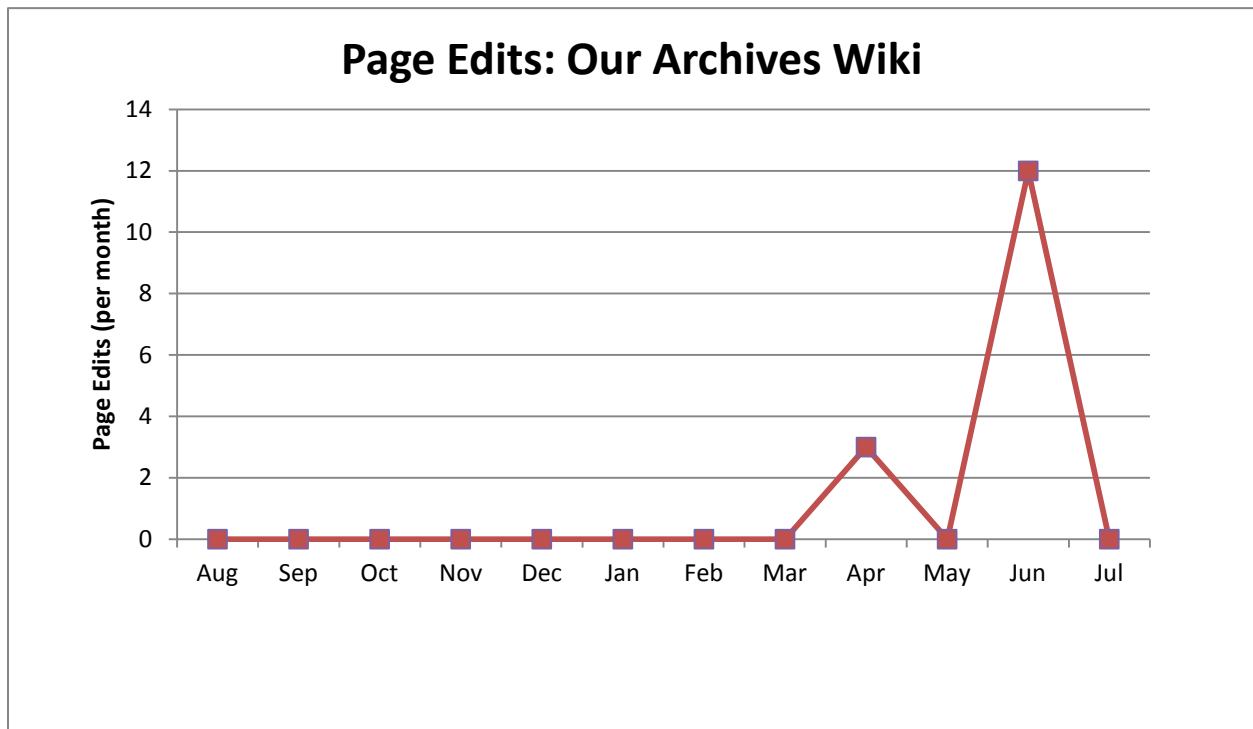


Social Media Tools: Detail View – *Our Archives Wiki*

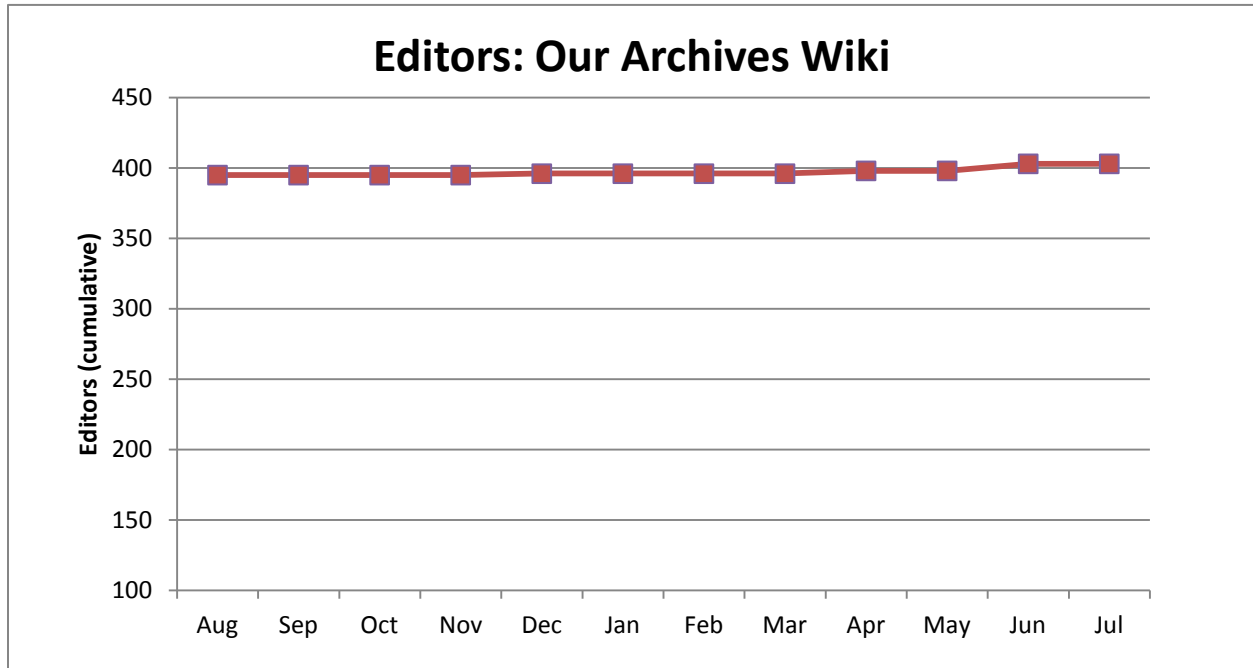
Views on Our Archives Wiki (Per Month)



Edits on Our Archives Wiki (Per Month)

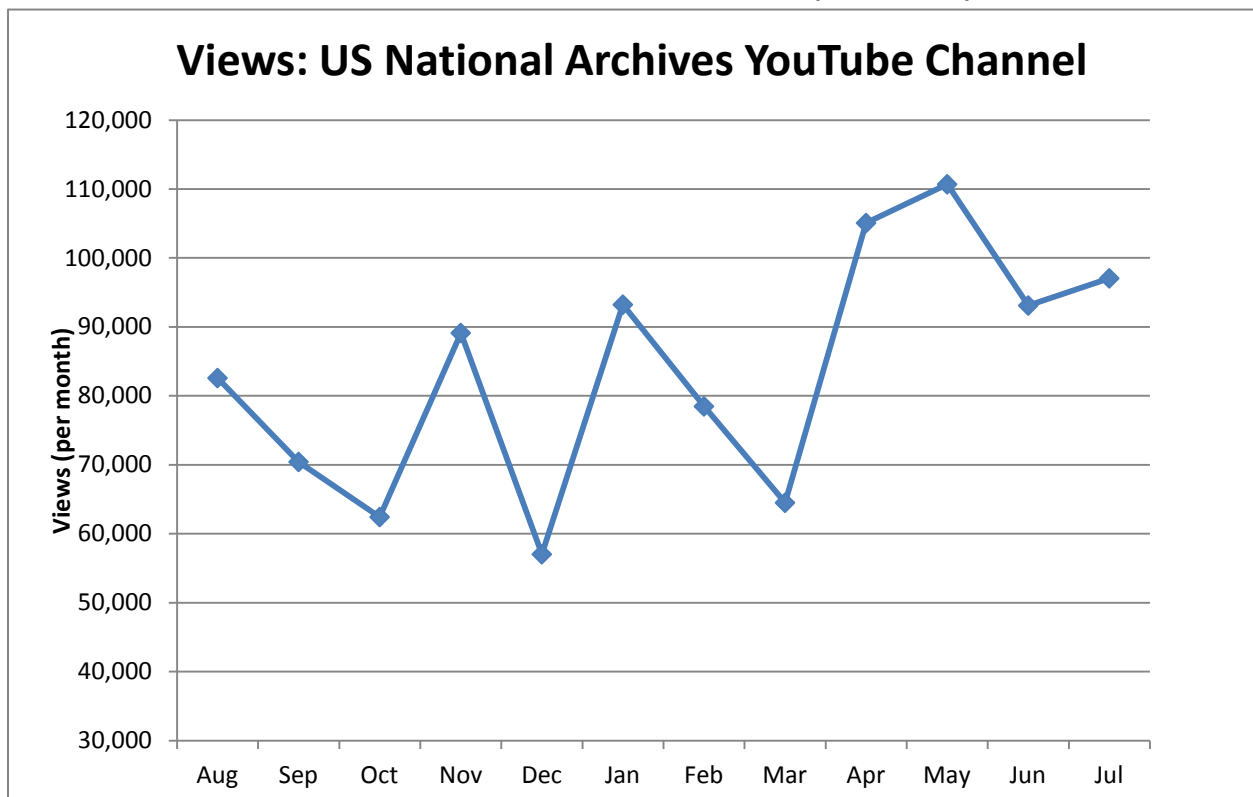


**Editors on Our Archives Wiki (Cumulative)**

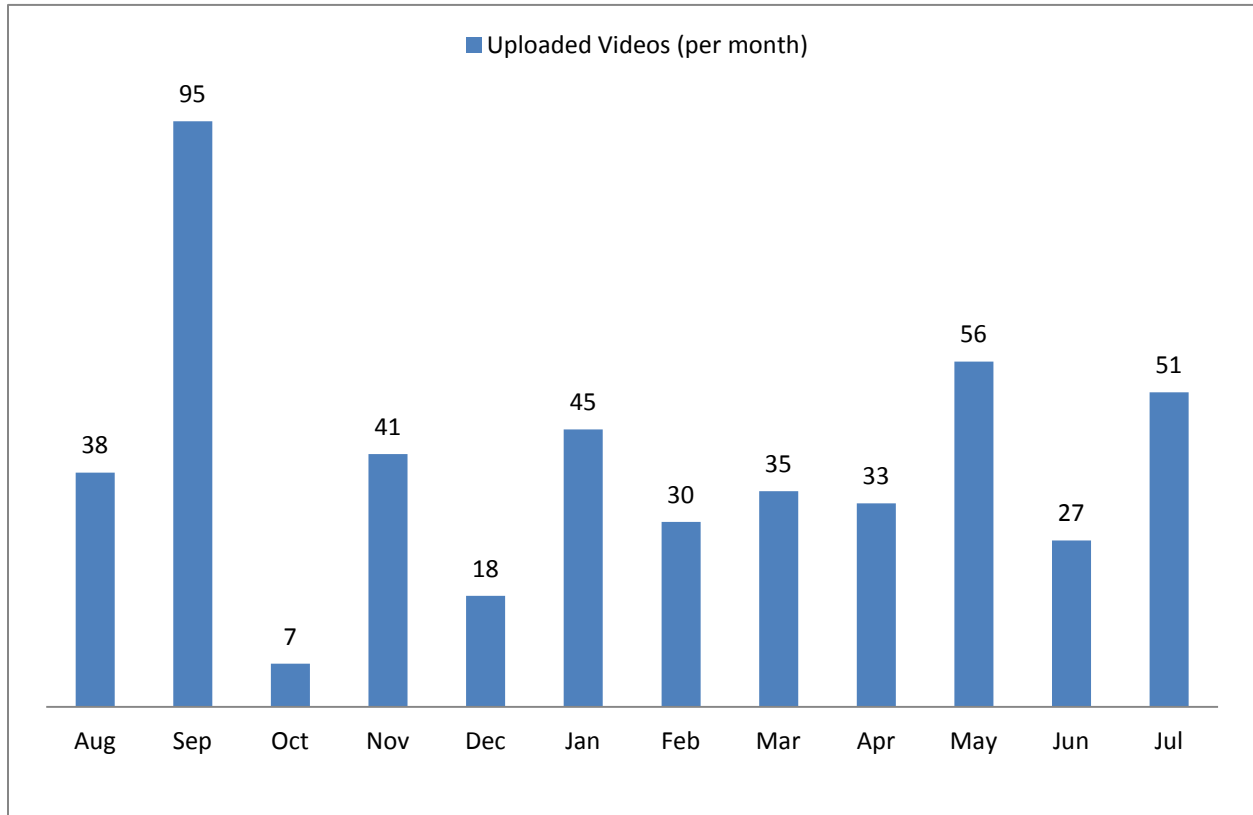


**Social Media Tools: Detail View – YouTube**

**Views on US National Archives Channel (Per Month)**



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

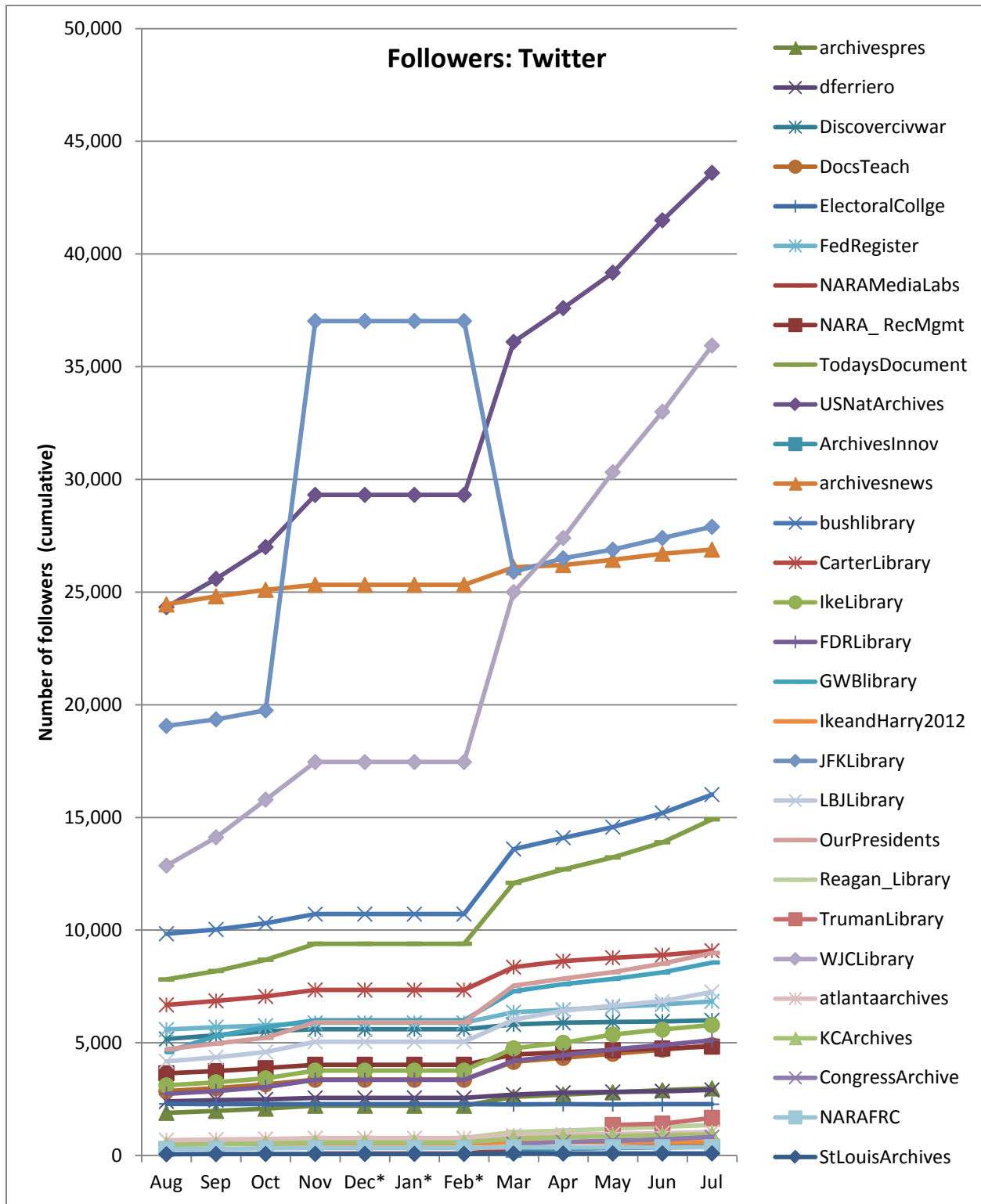


**Top 5 Most Viewed Videos for July 2014 on US National Archives Channel**

Video Title	Views
<a href="#">Private Snafu in "Censored." 1944</a>	6,358
<a href="#">The Eagle Has Landed, The Flight of Apollo 1</a>	4,595
<a href="#">Stories from the Great Depression</a>	3,941
<a href="#">Let's See Yosemite, 1938</a>	3,233
<a href="#">SAILOR AND THE SEAGULL (1949)</a>	2,264

Social Media Tools: Detail View – Twitter

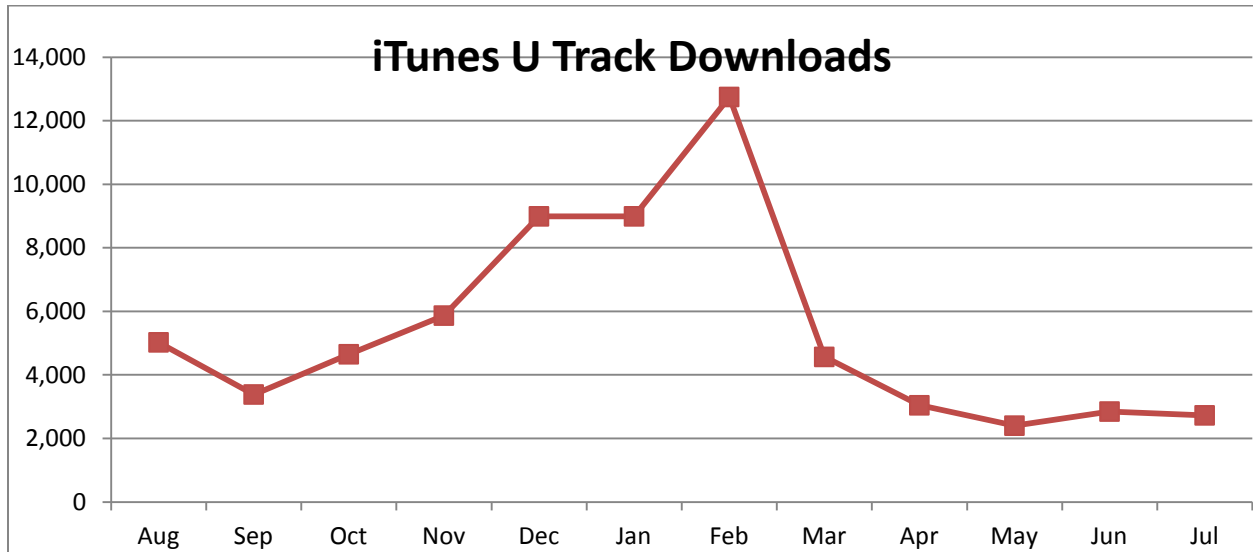
Followers on U.S. National Archives Twitter Feeds (Source: Appendix V)



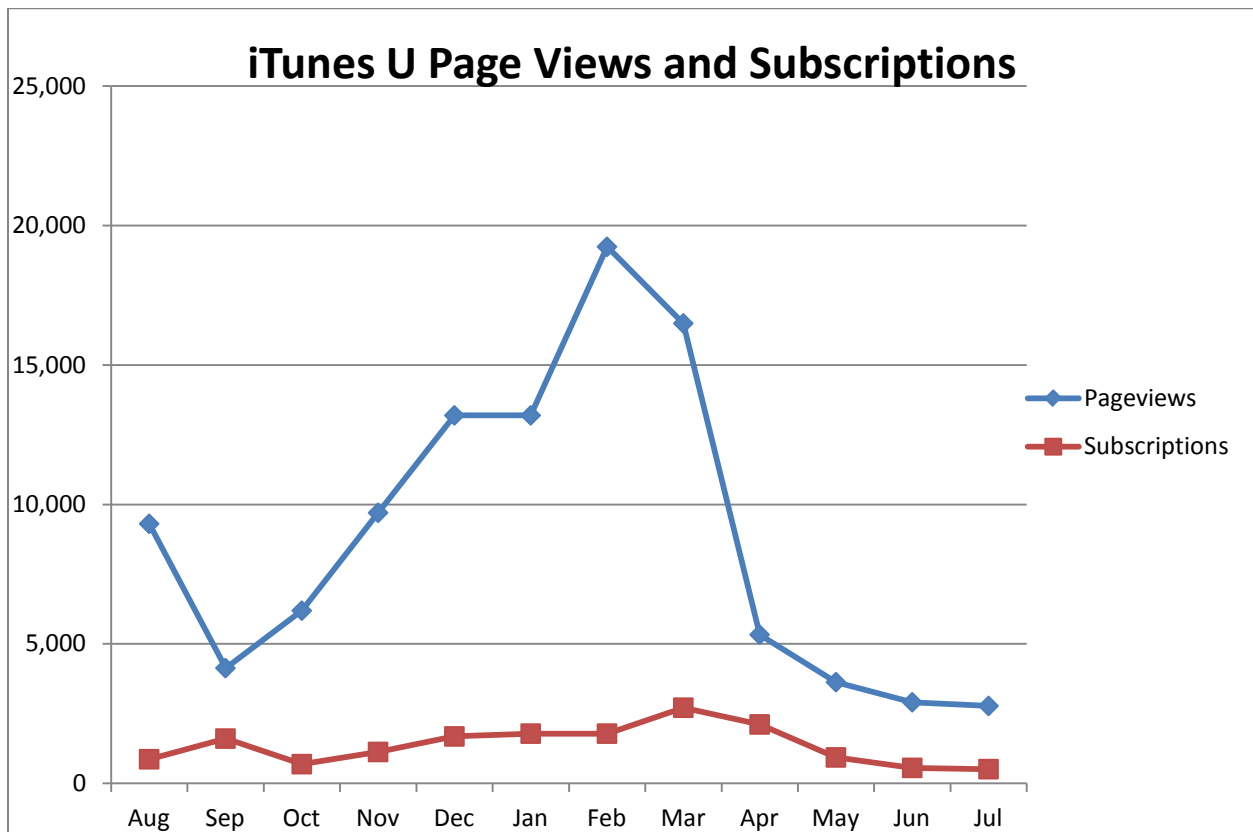


**Social Media Tools: Detail View – iTunes U**

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

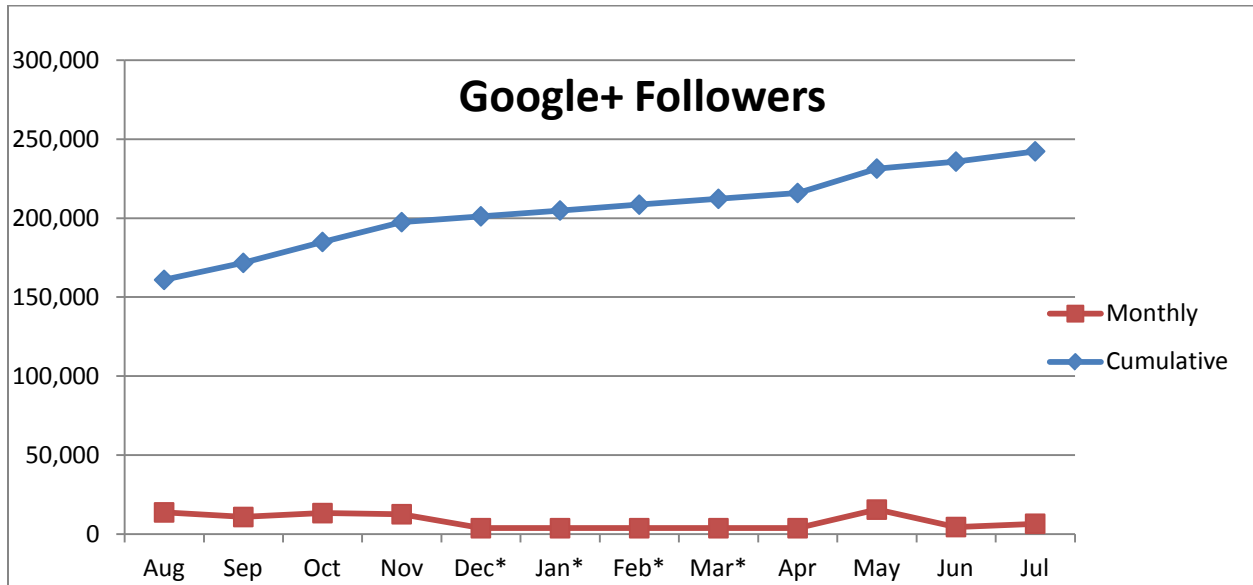


**Page Views and Subscriptions on U.S. National Archives iTunes U (Source: Appendix VI)**



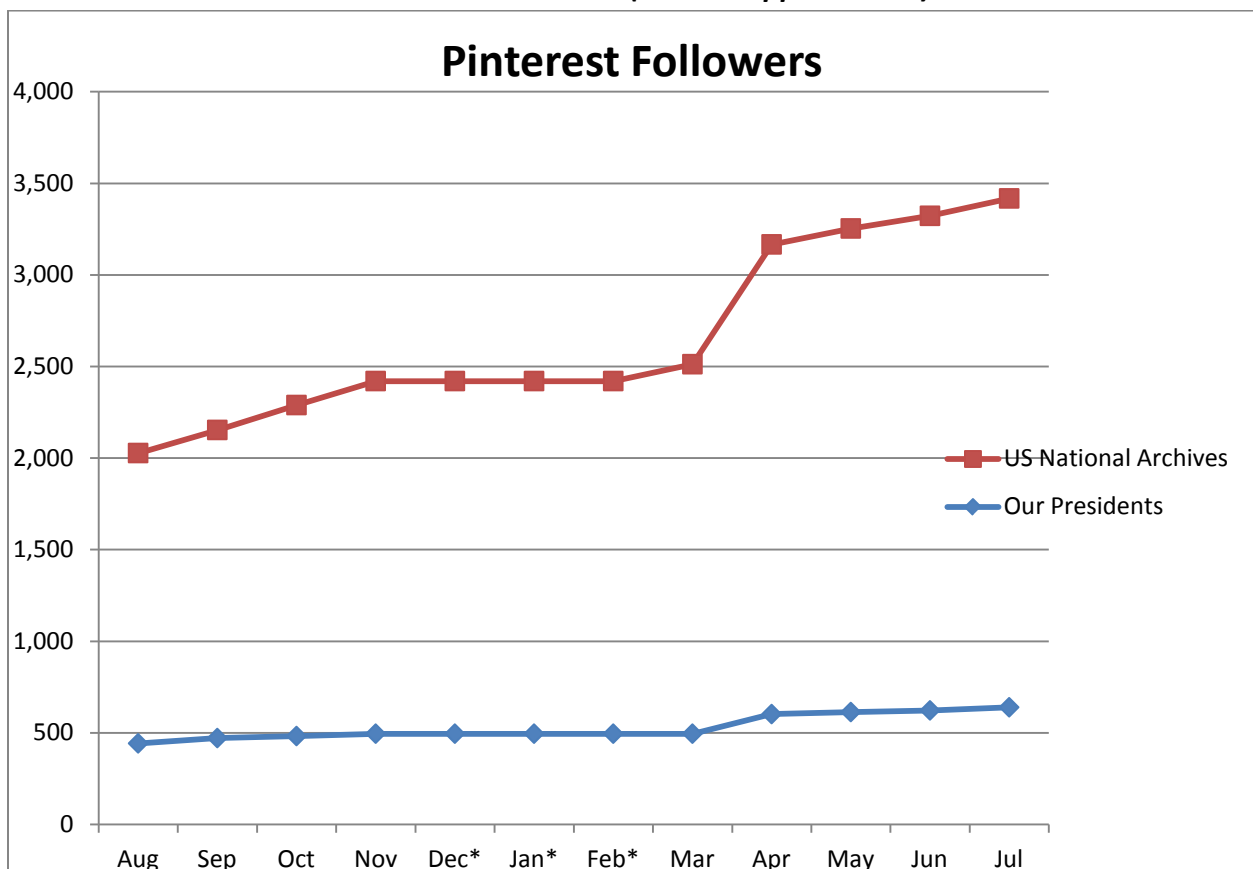
**Social Media Tools: Detail View – Google+**

**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.

	August	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June	July
Acts of Congress	37	144	30	35	28	30	36	26	15	38	19	25
Annotation (NHPRC)							2,474	1,751	1,032	602	680	552
AOTUS	2,654	3,044	3,124	2,524	2,099	1,680	1,954	2,361	3,375	2,446	1,854	2,463
Carter Chronicle	365	645	394	437	479	401	307	293	298	282	171	403
Education Updates	1,741	3,405	1,566	3,677	1,757	2,393	3,331	3,864	3,225	2,459	2,140	1,428
FOIA	1,095	803	811	893	667	952	1,057	1,064	959	1,259	1,435	982
Inside Innovation					163	1,268	493	260	240	174	168	117
Media Matters	3,362	2,274	1,612	1,990	1,682	2,335	3,239	2,711	3,867	2,970	4,426	3,842
NARAtions	5,911	4,782	5,271	4,857	3,237	3,930	4,565	4,263	3,988	3,979	3,754	3,510
NDC Blog	1,300	973	802	1,098	500	648	595	919	1,041	997	699	593
Rediscovering Black History	1,230	553	329	741	429	639	1,004	1,065	1,048	898	822	770
Prologue Blog	6,444	8,322	7,757	11,159	7,224	8,368	13,851	11,436	11,231	11,307	7,670	7,959
Records Express Blog	1,392	2,900	1,732	1,543	1,792	1,789	1,458	2,926	2,055	1,663	1,523	1,612
The Text Message	3,636	4,313	4,222	4,958	4,625	5,747	6,972	4,811	5,034	4,801	3,243	2,896
Transforming Classification (PIDB)	399	294	203	722	921	562	323	313	211	322	315	358
<b>MONTHLY TOTAL</b>	<b>29,566</b>	<b>32,452</b>	<b>27,853</b>	<b>34,634</b>	<b>25,603</b>	<b>30,742</b>	<b>41,659</b>	<b>38,063</b>	<b>37,619</b>	<b>34,197</b>	<b>28,919</b>	<b>27,510</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.

	August	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June	July
Acts of Congress	64	402	41	37	32	34	43	32	17	58	24	32
Annotation (NHPRC)							5,513	4,205	1,953	910	1,010	824
AOTUS	4,327	4,909	4,933	4,022	3,581	2,852	3,331	3,881	5,592	4,147	3,406	4,109
Carter Chronicle	531	937	608	677	746	568	489	546	428	419	268	632
Education Updates	2,870	5,099	2,722	5,358	2,643	3,556	4,747	5,405	4,893	3,542	3,172	2,314
FOIA	1,819	1,813	1,425	1,510	1,216	1,758	1,945	2,014	1,867	2,062	2,744	1,765
Inside Innovation					291	2,225	683	354	296	213	211	166
Media Matters	5,990	3,813	2,440	3,064	2,808	3,756	4,890	4,476	6,079	5,006	7,174	5,329
NARAtions	10,029	8,151	8,879	8,064	6,036	7,003	7,957	7,371	7,104	6,807	6,190	5,929
NDC Blog	2,200	1,505	1,279	1,782	803	1,240	1,129	1,616	2,019	1,527	1,151	1,111
Rediscovering Black History	2,211	933	587	1,133	678	1,162	1,533	1,700	1,904	1,497	1,340	1,368
Prologue Blog	9,666	12,452	11,914	16,138	10,964	12,759	19,663	19,107	17,701	18,080	13,081	13,159
Records Express Blog	2,363	4,052	2,680	2,587	3,004	3,000	2,253	4,701	3,804	2,831	2,842	2,756
The Text Message	6,242	6,902	6,744	8,306	8,096	9,918	11,895	8,165	8,310	7,001	5,043	4,767
Transforming Classification (PIDB)	619	436	380	1,463	2,274	1,378	501	457	312	470	515	546
<b>MONTHLY TOTAL</b>	<b>48,931</b>	<b>51,404</b>	<b>44,632</b>	<b>54,141</b>	<b>43,172</b>	<b>51,209</b>	<b>66,572</b>	<b>64,030</b>	<b>62,279</b>	<b>54,570</b>	<b>48,171</b>	<b>44,807</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.

	August	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June	July
<b>Acts of Congress</b>	331	471	500	534	560	589	625	661	675	708	726	751
<b>Annotation (NHPRC)</b>							1,455	1,455	2,143	2,549	2,932	3,229
<b>AOTUS</b>	109,47	111,41	113,82	115,54	116,98	118,19	119,64	121,28	123,85	125,68	127,01	128,673
<b>Carter Chronicle</b>	3,989	4,349	4,652	4,987	5,369	5,656	5,888	6,123	6,362	6,577	6,708	6,989
<b>Education Updates</b>	5,585	8,365	9,705	12,437	13,833	15,722	18,546	21,984	24,762	26,786	28,424	29,534
<b>FOIA</b>	18,647	19,205	19,773	20,355	20,813	21,488	22,231	22,959	23,648	24,522	25,481	26,179
<b>Inside Innovation</b>					61	680	913	1,083	1,248	1,367	1,474	1,558
<b>Media Matters</b>	3,594	5,256	6,448	7,748	8,870	10,420	12,986	14,928	17,966	20,126	23,408	26,567
<b>NARAtions</b>	141,61	145,62	150,07	154,23	157,12	160,59	164,44	168,18	171,64	175,02	178,18	181,145
<b>NDC Blog</b>	83,330	83,974	84,595	85,462	85,888	86,393	86,846	87,516	88,334	89,193	89,725	90,201
<b>Rediscovering Black History</b>	1,231	1,558	1,801	2,216	2,501	2,918	3,645	4,466	5,259	5,976	6,590	7,164
<b>Prologue Blog</b>	244,91	252,04	258,84	268,32	274,53	281,79	293,79	303,88	313,94	323,87	330,38	337,029
<b>Records Express Blog</b>	33,887	35,568	36,768	37,825	38,863	40,046	41,015	42,922	44,335	45,511	46,565	47,644
<b>The Text Message</b>	67,634	71,243	74,851	78,927	82,530	87,217	92,956	96,866	100,99	105,06	107,77	110,056
<b>Transforming Classification</b>	5,922	6,150	6,318	6,841	7,340	7,648	7,843	8,058	8,226	8,420	8,596	8,797
<b>MONTHLY TOTAL</b>	<b>802,28</b>	<b>825,61</b>	<b>768,15</b>	<b>795,43</b>	<b>815,26</b>	<b>839,36</b>	<b>872,82</b>	<b>902,37</b>	<b>933,39</b>	<b>961,39</b>	<b>983,98</b>	<b>1,005,51</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.

	August	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June	July
<b>Acts of Congress</b>	34	140	29	34	26	29	36	36	14	33	18	25
<b>Annotation (NHPRC)</b>							1,455	1,148	688	406	383	297
<b>AOTUS</b>	1,804	1,945	2,409	1,723	1,436	1,209	1,450	1,645	2,565	1,829	1,332	1,659
<b>Carter Chronicle</b>	261	360	303	335	382	287	232	235	239	215	131	281
<b>Education Updates</b>	1200	2780	1340	2732	1396	1889	2824	3438	2,778	2024	1638	1110
<b>FOIA</b>	682	558	568	582	458	675	743	728	689	874	959	698
<b>Inside Innovation</b>					61	619	233	170	165	119	107	84
<b>Media Matters</b>	1975	1662	1192	1300	1122	1550	2566	1942	3038	2160	3282	3159
<b>NARAtions</b>	4,772	4,011	4,442	4,162	2,887	3,478	3,843	3,739	3,460	3,386	3,158	2,961
<b>NDC Blog</b>	767	644	621	867	426	505	453	670	818	859	532	476
<b>Rediscovering Black History</b>	686	327	243	415	285	417	727	821	793	717	614	574
<b>Prologue Blog</b>	5,283	7,125	6,806	9,475	6,209	7,269	11,993	10,094	10,062	9,931	6,505	6,645
<b>Records Express Blog</b>	930	1,681	1,200	1,057	1,038	1,183	969	1,907	1,413	1,176	1,054	1,079
<b>The Text Message</b>	2,560	3,609	3,608	4,076	3,603	4,687	5,739	3,910	4,127	4,075	2,704	2,284
<b>Transforming Classification (PIDB)</b>	270	228	168	523	499	308	195	215	168	194	176	201
<b>MONTHLY TOTAL</b>	<b>21,224</b>	<b>25,070</b>	<b>22,929</b>	<b>27,281</b>	<b>19,828</b>	<b>24,105</b>	<b>33,458</b>	<b>30,698</b>	<b>31,017</b>	<b>27,998</b>	<b>22,593</b>	<b>21,533</b>

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

\*Estimated

	August	Sept	Oct	Nov	Dec*	Jan*	Feb	March	Apr	May	June	July
<b>Acts of Congress</b>	0	0	0	0			0	0	0	0	0	0
<b>Annotation (NHPRC)</b>							13	8	9	9	11	12
<b>AOTUS Blog</b>	1,166	1,134	1,195	1,120	1,120	1,120	1,100	1,129	1,194	1,088	1,070	1,052
<b>AOTUS Tumblr</b>								12	11	9	11	9
<b>Carter Chronicle</b>	721	971	1,008	1,028	1,028	1,028	1,108	1,159	1,114	991	909	729
<b>Education Updates</b>	54	60	63	61	61	61	65	64	76	72	67	50
<b>FOIA Ombudsman</b>	44	49	72	71	71	71	84	83	83	82	94	91
<b>Inside Innovation</b>							3	5	7	6	11	8
<b>Media Matters</b>			0	0	0	0	79	92	61	93	56	81
<b>NARAtions</b>	1,288	1,133	1,140	1,142	1,142	1,142	1,131	1,137	1,124	1,123	1,238	1,095
<b>NDC Blog</b>	64	99	71	83	83	83	205	263	242	233	171	222
<b>Prologue</b>	492	306	582	592	592	592	552	554	550	554	628	543
<b>Records Express</b>	88	46	97	67	67	67	304	302	328	362	206	317
<b>Rediscovering Black History</b>	5	9	6	16	16	16	17	16	14	22	20	17
<b>Text Message</b>	166	171	183	225	225	225	214	208	206	197	143	185
<b>Today's Document Tumblr</b>								88	99	112	83	82
<b>Transforming Classification (PIDB)</b>	883	1,104	1,289	1,485	1,485	1,485	1,179	1,456	1,206	1,271	845	674
<b>MONTHLY TOTAL</b>	<b>5377</b>	<b>5345</b>	<b>5,942</b>	<b>5,890</b>	<b>5,890</b>	<b>5,890</b>	<b>6,054</b>	<b>6,576</b>	<b>6,324</b>	<b>6,224</b>	<b>5,563</b>	<b>5,167</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.)

	August	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June	July
<b>Monthly Total (A+P+R)</b>	<b>2,915,594</b>	<b>2,731,677</b>	<b>1,554,817</b>	<b>2,774,248</b>	<b>2,642,418</b>	<b>2,642,418</b>	<b>6,169,126</b>	<b>4,103,929</b>	<b>7,630,438</b>	<b>6,175,487</b>	<b>13,326,981</b>	<b>10,844,682</b>
<b>Agency-Wide Total</b>	<b>1,096,775</b>	<b>1,092,388</b>	<b>562,722</b>	<b>972,460</b>	<b>1,147,864</b>	<b>1,147,864</b>	<b>3,672,596</b>	<b>1,930,898</b>	<b>1,673,035</b>	<b>2,268,177</b>	<b>5,118,950</b>	<b>2,376,976</b>
US National Archives	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	1,996,095
Afro-American HS	1,979	1,542	1,282	1,512	1,350	1,350	2,568	902	1,348	990	1,703	825
Assembly	188	66	89	195	82	82	337	67	179	161	1,359	1,025
Archival Recovery	22,216	13,104	9,250	8,480	32,821	32,821	4,373	4,104	3,874	1,189	7,305	10,218
Constitution	11,021	40,705	7,337	11,578	5,455	5,455	5,455	37,549	44,692	26,717		36,361
Federal Register	5,148	3,981	1,448	4,341	11,251	11,251	7,421	3,214	1,927	5,082	4,062	23,613
Federal Records Centers	1,380	2,602	9,271	672	1,760	1,760	2,826	949	643	615	456	480
Applied Research	4,533	3,074	2,919	4,398	2,234	2,234	1,933	3,107	1,623	1,828	5,019	1,686
NHPRC	48,826	40,423	21,631	32,831	43,822	43,822	24,229	30,815	25,069	36,747	72,864	71,478
Noon Lectures	3,572	3,512	4,442	4,792	2,031	2,031	2,752	2,103	2,108	3,297	2,312	17,662
Preservation	15,028	12,012	6,960	21,801	11,057	11,057	6,993	6,668	10,823	8,664	32,505	56,310
Research	53,442	20,835	13,301	10,764	5,686	5,686	7,392	8,031	9,073	7,955	234,963	12,207
Today's Document	22,922	16,480	10,285	12,305	232,877	232,877	13,590	10,621	11,399	12,435	45,751	59,548
Students and Interns	4,765	4,186	3,781	3,317	2,948	2,948	9,351	7,309	9,680	15,206	24,331	49,145
Electoral College	938	865	2,532	1,733	285	285	1,756	2,144	2,610	2,020	1,438	3,984
Education	16,234	18,341	8,262	26,968	6,409	6,409	8,191	8,464	9,720	52,478	33,214	36,339
<b>Presidential Total</b>	<b>1,544,756</b>	<b>1,420,575</b>	<b>883,924</b>	<b>1,609,081</b>	<b>1,314,588</b>	<b>1,314,588</b>	<b>2,245,845</b>	<b>2,022,580</b>	<b>5,799,716</b>	<b>3,686,422</b>	<b>7,946,648</b>	<b>8,124,687</b>
Bush	195,324	221,067	175,814	254,037	188,441	188,441	361,678	302,175	1,453,205	340,486	2,916,574	838,337
GWB	146,649	310,531	78,461	275,074	133,815	133,815	654,321	523,018	1,876,531	666,644	2,795,302	4,928,751
Carter	98,345	59,901	49,425	62,163	90,092	90,092	85,751	135,976	167,616	132,945	185,032	243,618
Clinton	106,436	85,566	62,111	82,002	35,736	35,736	44,319	81,354	63,201	916,498	56,440	349,859
Eisenhower	114,976	66,085	37,895	82,517	73,100	73,100	79,763	86,000	153,747	110,378	446,490	388,341
Ford Library	39,335	32,157	15,143	26,659	13,053	13,053	18,345	15,915	16,203	35,962	18,606	31,971
Ford Museum	101,375	194,120	103,762	134,579	40,368	40,368	37,829	45,521	114,452	170,764	155,765	171,758
Hoover	37,669	29,633	37,359	32,057	27,455	27,455	26,559	43,595	44,527	56,451	66,622	71,515

Johnson	159,239	66,640	40,883	160,662	151,609	151,609	202,922	195,848	1,206,772	277,143	199,188	236,474
Nixon	195,060	131,423	117,518	290,850	367,097	367,097	456,494	326,813	447,636	517,021	351,636	352,150
Reagan	29,435	34,926	8,004	11,107	18,163	18,163	16,012	9,752	12,336	40,457	20,237	20,434
Roosevelt	165,503	87,117	76,802	88,205	97,966	97,966	150,704	142,031	102,137	87,660	497,445	171,428
Truman	155,410	101,409	80,747	109,169	77,693	77,693	111,148	114,582	141,353	334,013	237,311	320,051
<b>Regional Total</b>	<b>274,063</b>	<b>218,714</b>	<b>108,171</b>	<b>192,707</b>	<b>179,966</b>	<b>179,966</b>	<b>250,685</b>	<b>150,451</b>	<b>157,687</b>	<b>220,888</b>	<b>261,383</b>	<b>343,019</b>
Anchorage	1,607	432	1,141	1,342	1,487	1,487	213	2,274	1,381	4,634	2,204	908
Atlanta	20,289	16,593	6,002	10,693	8,194	8,194	23,590	7,515	8,595	15,288	18,607	30,953
Boston	71,207	37,063	24,876	38,855	59,810	59,810	20,321	35,801	26,280	46,049	77,181	122,201
Chicago	11,295	7,840	8,724	13,800	6,281	6,281	8,114	12,912	26,280	29,810	17,531	15,379
Denver	18,582	28,085	9,467	27,286	8,382	8,382	22,742	6,476	15,988	34,990	12,700	10,064
Fort Worth	33,201	16,287	13,830	16,682	12,786	12,786	12,471	12,880	12,778	10,982	31,838	21,330
Kansas City	41,717	30,126	14,929	30,075	45,165	45,165	38,588	24,417	23,662	27,787	46,663	28,840
New York	11,902	18,753	8,468	9,894	12,230	12,230	24,345	6,345	10,678	14,310	17,592	76,965
Philadelphia	33,760	24,639	9,539	8,454	9,212	9,212	55,090	11,166	17,177	16,877	7,129	11,526
Riverside	12,303	6,015	2,564	10,506	2,988	2,988	5,095	12,682	1,786	2,594	9,376	3,525
Seattle	6,241	7,382	2,860	6,018	4,621	4,621	22,863	5,932	4,196	3,238	5,175	4,671
St. Louis	11,959	25,499	5,771	19,102	8,810	8,810	17,253	12,051	8,886	14,329	15,387	16,657

## 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.)

	August	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June	July
<b>Monthly Total (A+P+R)</b>	<b>829,067</b>	<b>814,603</b>	<b>498,078</b>	<b>895,980</b>	<b>959,477</b>	<b>968,025</b>	<b>2,332,815</b>	<b>1,532,717</b>	<b>2,924,150</b>	<b>2,190,775</b>	<b>6,126,632</b>	<b>3,938,703</b>
<b>Agency-Wide Total</b>	<b>229,005</b>	<b>281,441</b>	<b>158,630</b>	<b>294,966</b>	<b>467,655</b>	<b>467,655</b>	<b>1,452,142</b>	<b>749,271</b>	<b>465,852</b>	<b>644,390</b>	<b>1,797,708</b>	<b>650,314</b>
US National Archives	186,481	234,639	132,593	254,315	276,718	276,718	1,417,961	716,037	432,782	597,432	1,728,850	539,177
Afro-American HS	444	232	374	448	207	207	418	184	201	148	574	296
Assembly	39	9	10	39	11	11	28	7	34	11	673	494
Archival Recovery	4,137	2,674	1,772	1,248	13,396	13,396	1,246	711	1,028	317	1,568	2,135
Constitution	3,202	17,025	2,327	4,992	14,014	14,014	14,014	15,949	16,490	10,425	8,323	13,734
Federal Register	1,754	1,084	322	1,354	4,355	4,355	3,104	809	275	1,314	1,389	9,135
Federal Records Centers	145	460	1,250	208	547	547	441	101	36	46	100	143
Applied Research	658	717	758	639	291	291	295	599	169	420	1,427	648
NHPRC	8,834	7,701	5,039	7,415	12,292	12,292	4,573	5,969	3,682	6,605	17,812	15,716
Noon Lectures	439	327	889	966	286	286	343	316	231	689	353	9,660
Preservation	4,081	3,185	1,939	6,111	3,601	3,601	2,376	1,797	3,128	2,119	12,707	21,185
Research	10,832	5,572	4,796	3,265	1,585	1,585	1,758	1,822	2,134	1,568	6,690	5,768
Today's Document	3,367	2,182	2,981	2,106	138,263	138,263	2,080	1,491	1,681	1,338	5,876	10,511
Students and Interns	1,124	1,032	823	690	747	747	1,725	1,444	1,183	1,681	3,168	10,180
Electoral College	137	216	835	495	56	56	564	708	944	624	544	1,966
Education	3,331	4,386	1,922	10,675	1,286	1,286	1,216	1,327	1,854	19,653	7,654	9,566
<b>Presidential Total</b>	<b>539,111</b>	<b>483,261</b>	<b>314,753</b>	<b>546,950</b>	<b>440,685</b>	<b>449,405</b>	<b>801,015</b>	<b>750,803</b>	<b>2,427,096</b>	<b>1,487,671</b>	<b>4,253,037</b>	<b>3,174,532</b>
Bush	72,457	77,999	61,330	98,753	59,642	59,642	162,904	107,784	727,050	120,169	629,981	300,574
GWB	53,572	80,941	17,307	53,139	19,010	19,010	234,321	189,848	922,008	269,923	1,383,382	1,908,418
Carter	34,311	17,239	14,533	19,835	28,634	28,634	26,698	49,516	55,804	43,886	59,753	82,892
Clinton	29,798	27,733	22,209	22,830	10,123	10,123	13,900	32,512	23,589	447,526	20,622	143,993
Eisenhower	31,409	18,575	13,023	21,990	24,005	24,005	24,648	21,982	9,400	34,322	1,544,473	216,690
Ford Library	13,405	9,727	4,469	8,952	3,063	3,063	4,591	4,727	4,193	14,865	4,980	13,499
Ford Museum	42,608	84,634	52,395	58,696	6,571	15,291	14,092	19,803	42,509	68,072	60,168	72,133
Hoover	13,205	10,699	12,767	10,099	9,947	9,947	8,783	16,297	15,731	20,660	22,244	26,292

Johnson	55,594	24,298	17,217	62,120	60,908	60,908	75,791	83,679	503,108	121,264	82,748	95,596
Nixon	74,689	52,813	51,220	123,180	161,550	161,550	148,585	123,936	39,478	173,445	131,666	122,194
Reagan	8,692	13,329	2,329	3,662	5,094	5,094	6,505	3,331	2,216	8,083	6,066	6,987
Roosevelt	60,577	32,852	26,493	31,193	30,356	30,356	43,085	61,556	34,793	28,506	230,544	54,644
Truman	48,794	32,422	19,461	32,501	21,782	21,782	37,112	35,832	47,217	136,950	76,410	130,620
<b>Regional Total</b>	<b>60,951</b>	<b>49,901</b>	<b>24,695</b>	<b>54,064</b>	<b>51,137</b>	<b>50,965</b>	<b>79,658</b>	<b>32,643</b>	<b>31,202</b>	<b>58,714</b>	<b>75,887</b>	<b>113,857</b>
Anchorage	449	48	240	331	335	163	42	527	169	1,349	684	420
Atlanta	7,850	4,466	2,106	3,822	2,804	2,804	10,195	2,954	2,829	6,278	6,142	12,122
Boston	16,599	5,260	6,958	9,187	18,113	18,113	3,755	5,261	4,944	7,552	15,646	27,610
Chicago	2,294	1,580	1,896	2,464	1,209	1,209	1,899	2,080	990	10,184	4,399	4,134
Denver	3,426	6,247	1,659	10,599	964	964	8,757	1,322	5,506	14,859	4,433	3,763
Fort Worth	9,223	2,919	2,937	2,435	1,815	1,815	1,978	1,826	1,919	2,357	9,219	3,961
Kansas City	6,571	4,772	3,361	7,386	16,183	16,183	11,598	6,082	4,457	4,977	17,657	8,758
New York	4,379	7,261	2,285	3,320	4,184	4,184	9,075	1,646	2,702	2,868	6,399	41,658
Philadelphia	1,920	2,847	994	983	1,705	1,705	16,990	2,540	3,892	3,765	1,800	2,583
Riverside	3,500	1,544	429	3,933	694	694	1,398	4,514	352	547	2,916	1,012
Seattle	1,471	3,001	588	1,022	1,296	1,296	9,853	524	1,065	502	1,216	1,734
St. Louis	3,269	9,956	1,242	8,582	1,835	1,835	4,118	3,367	2,377	3,476	5,376	6,102

APPENDIX V: Twitter Followers (Cumulative)

\*Estimated

	August	Sept	Oct	Nov	Dec*	Jan*	Feb*	March	Apr	May	June	July
archivespres	1,896	1,983	2,079	2,210	2,210	2,210	2,210	2,607	2,703	2,803	2,901	2,980
dferriero	2,405	2,458	2,494	2,559	2,559	2,559	2,559	2,699	2,787	2,823	2,853	2,913
Discovercivwar	5,170	5,336	5,512	5,602	5,602	5,602	5,602	5,818	5,889	5,927	5,952	6,000
DocsTeach	2,860	2,988	3,162	3,366	3,366	3,366	3,366	4,157	4,335	4,515	4,698	4,895
ElectoralCollge	2,293	2,284	2,278	2,279	2,279	2,279	2,279	2,273	2,281	2,275	2,276	2,278
FedRegister	5,590	5,697	5,767	5,888	5,888	5,888	5,888	6,365	6,468	6,592	6,705	6,839
NARAMediaLabs				89	89	89	89	270	316	357	400	445
NARA_RecMgmt	3,650	3,747	3,877	4,029	4,029	4,029	4,029	4,481	4,580	4,672	4,751	4,834

Today's Document	7,813	8,188	8,687	9,397	9,397	9,397	9,397	12,100	12,700	13,229	13,900	14,918
USNatArchives	24,330	25,587	26,999	29,313	29,313	29,313	29,313	36,100	37,600	39,173	41,495	43,603
ArchivesInnov								261	302	334	362	392
archivesnews	24,451	24,814	25,099	25,321	25,321	25,321	25,321	26,100	26,200	26,431	26,700	26,883
bushlibrary	9,842	10,031	10,305	10,712	10,712	10,712	10,712	13,600	14,100	14,572	15,200	16,017
CarterLibrary	6,686	6,862	7,062	7,348	7,348	7,348	7,348	8,359	8,628	8,777	8,891	9,088
IkeLibrary	3,114	3,251	3,425	3,768	3,768	3,768	3,768	4,757	5,004	5,370	5,588	5,792
FDRLibrary	2,741	2,860	3,039	3,363	3,363	3,363	3,363	4,205	4,448	4,710	4,904	5,115
GWBLibrary	4,596	5,302	5,695	6,001	6,001	6,001	6,001	7,292	7,601	7,843	8,126	8,566
IkeandHarry2012	511	516	529	541	541	541	541	577	588	591	592	596
JFKLibrary	19,062	19,351	19,751	37,025	37,025	37,025	37,025	25,900	26,500	26,883	27,400	27,894
LBJLibrary	4,184	4,361	4,597	5,053	5,053	5,053	5,053	6,026	6,428	6,649	6,846	7,259
OurPresidents	4,713	4,975	5,226	5,913	5,913	5,913	5,913	7,540	7,848	8,136	8,517	8,990
Reagan_Library	540	596	679	784	784	784	784	1,044	1,108	1,191	1,271	1,358
TrumanLibrary										1,354	1,419	1,672
WJCLibrary	12,866	14,122	15,790	17,459	17,459	17,459	17,459	25,000	27,400	30,319	33,000	35,938
atlantaarchives	684	709	738	770	770	770	770	884	928	956	996	1,045
KCArchives	482	500	538	580	580	580	580	761	813	857	898	933
CongressArchive								515	598	653	714	820
NARAFRC	291	297	322	332	332	332	332	364	363	369	371	374
StLouisArchives	59	65	69	74	74	74	74	87	90	93	93	94
<b>TOTAL</b>	<b>150,829</b>	<b>156,880</b>	<b>163,719</b>	<b>189,776</b>	<b>189,776</b>	<b>189,776</b>	<b>189,776</b>	<b>210,142</b>	<b>218,606</b>	<b>228,454</b>	<b>237,819</b>	248,531

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

\*Estimated

	August	Sept	Oct	Nov	Dec	Jan*	Feb	March	Apr	May	June	July
<b>Page Views</b>	9,307	4,132	6,192	9,702	13,195	13,195	19,241	16,494	5,331	3,629	2,907	2,776
<b>Track Downloads</b>	5,026	3,385	4,651	5,868	8,992	8,992	12,749	4,568	3,045	2,404	2,848	2,728
<b>Subscriptions</b>	1,605	688	1,125	1,682	1,783	1,783	2,712	2,112	929	554	509	459

## APPENDIX VII: Google+ Followers

\*Estimated

	August	Sept	Oct	Nov	Dec*	Jan*	Feb*	March*	Apr	May	June	July
<b>Monthly Followers</b>	13,693	10,774	13,244	12,541	3,690	3,690	3,690	3,690	3,692	15,467	4,422	6,492
<b>Cumulative Followers</b>	160,929	171,703	184,947	197,488	201,178	204,868	208,558	212,248	215,940	231,407	235,829	242,321

## APPENDIX VIII: Pinterest Followers (Cumulative)

\*Estimated

	August	Sept	Oct	Nov	Dec*	Jan*	Feb*	March	Apr	May	June	July
<b>US National Archives</b>	2,027	2,153	2,289	2,420	2,420	2,420	2,420	2,512	3,166	3,253	3,322	3,417
<b>Our Presidents</b>	442	471	482	495	495	495	495	495	602	613	622	639

## APPENDIX IX: Instagram Followers (Cumulative)

	August	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June	July
<b>US National Archives</b>								584	645	764	976	1,253
<b>Ike Library</b>								31	44	64	89	102
<b>Clinton Library</b>										82	89	136

## APPENDIX X: HistoryPin Channel Views(Cumulative)

	August	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June	July
<b>Channel Views</b>								16,290	16,866	17,461	17,849	18,292