

AUGUST FY2014 OVERVIEW

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	48285 Views	23495 Visitors
Tumblr Blogs	33537 Views	12950 Visitors
Facebook	12487242 Impressions	4236645 Reach
National Archives YouTube Channel	109196 Views	11855 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	2311597 Views	7851 Total Contacts
Our Archives Wiki	3314 Views	403 Total Editors
Twitter (all NARA feeds)	--	261202 Total Followers
FourSquare	1784 New Check-ins	0 New Followers
iTunes U	3062 Views	416 New Subscribers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2014 Views (to date)	FY 2013 Views
Archives.gov Blogs	581868	761,590
Tumblr Blogs	471117	615,629
Facebook	70351786	39,491,534
National Archives YouTube Channel	959909	872,926
Flickr (USNatArchives & ArchivesNews)	42976023	11258709
Our Archives Wiki	162618	262,114

EXTERNAL BLOGS AND TUMBLOGS

- | | | |
|---|--|---|
| 1. AOTUS | 10. The Text Message | 19. Prologue |
| 2. AOTUS Tumblr | 11. TumblrWeed Times | 20. Unwritten Record |
| 3. Annotation | 12. Today's Document Tumblr | 21. Our Presidents Tumblr |
| 4. The Carter Chronicle | 13. Transforming Classification (PIDB) | 22. Congress in the Archives Tumblr |
| 5. Exhibits Tumblr | 14. The WashBoard | 23. LBJ Time Machine Tumblr |
| 6. FOIA Ombudsman | 15. The Federal Register | 24. Preservation at NARA Tumblr |
| 7. In Roosevelt History | 16. The National Declassification Center | 25. Acts of Congress |
| 8. NARAtions | 17. NARA Tumblr | 26. Education Updates |
| 9. Records Express | 18. Rediscovering Black History | 27. FDR Tumblr |

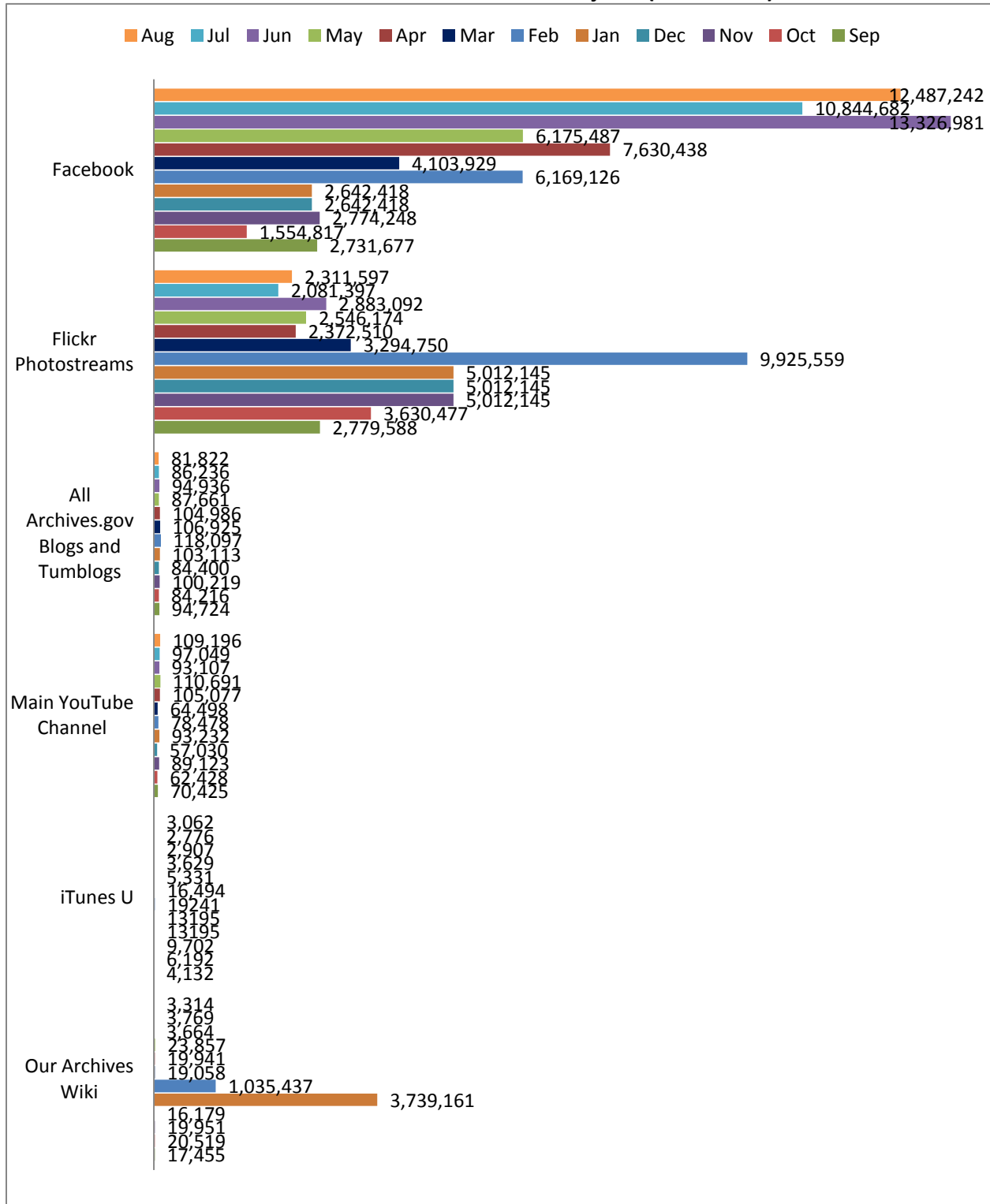
INTERNAL (NARA@WORK) BLOGS

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

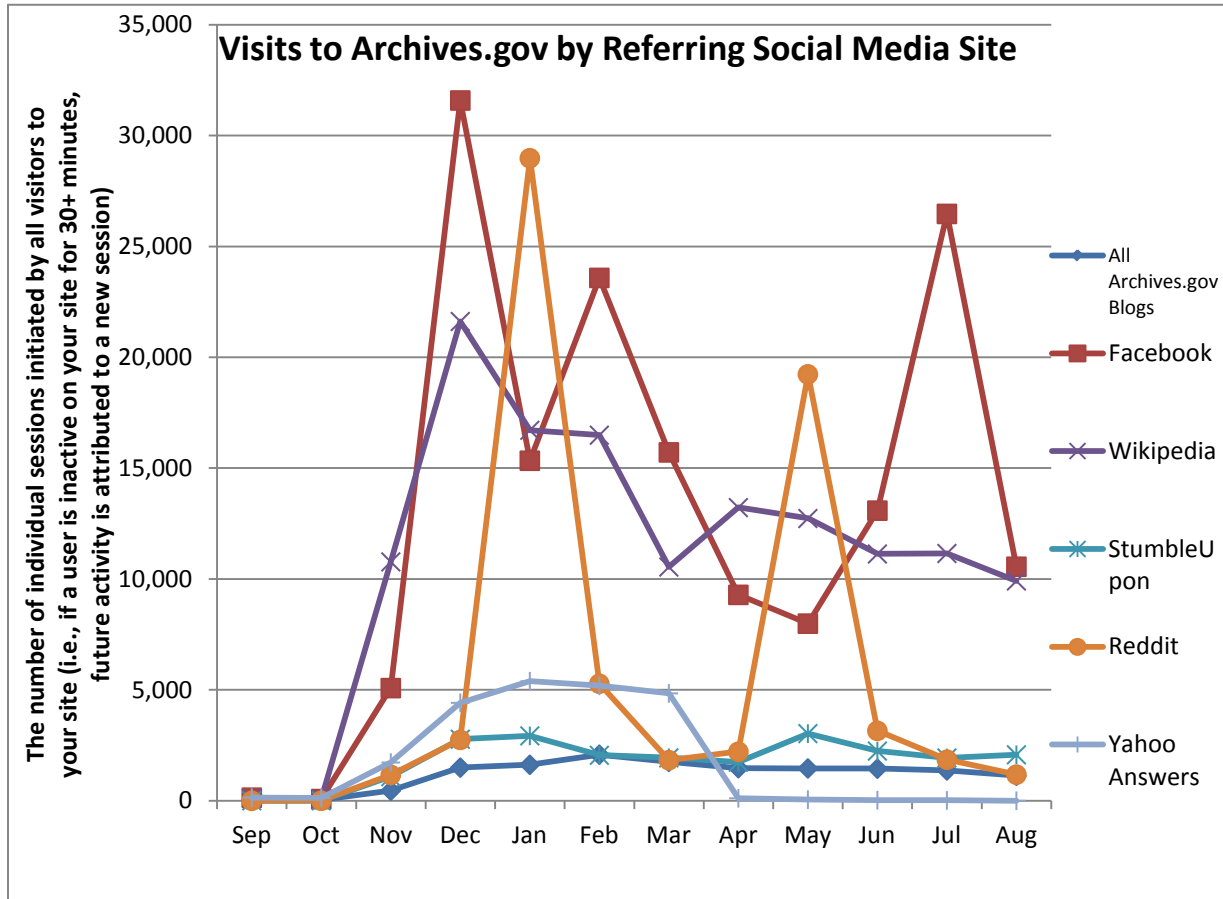
SOCIAL MEDIA TOOLBOX (Tools currently in use)

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

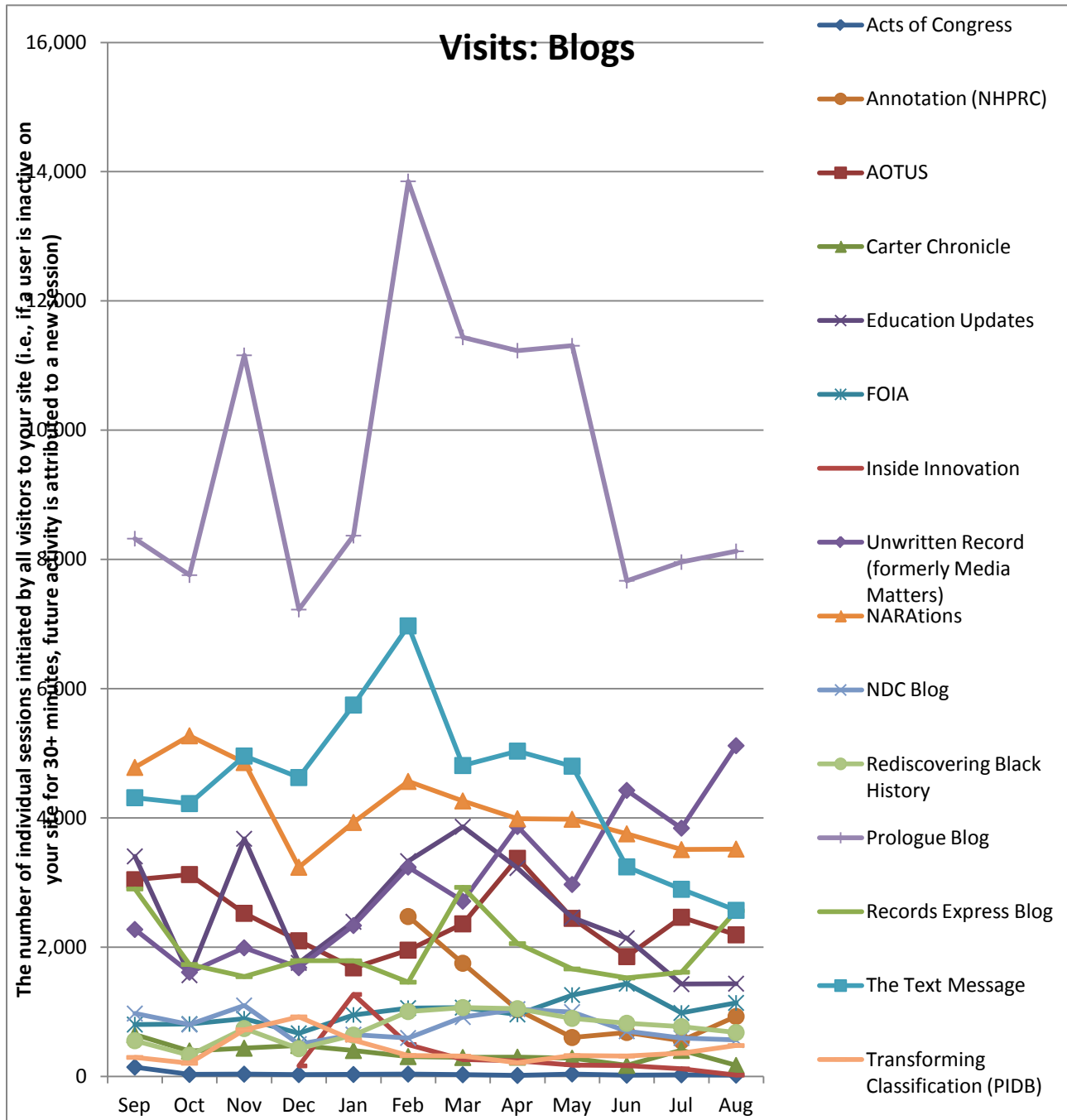


New External Social Media Projects: August Projects

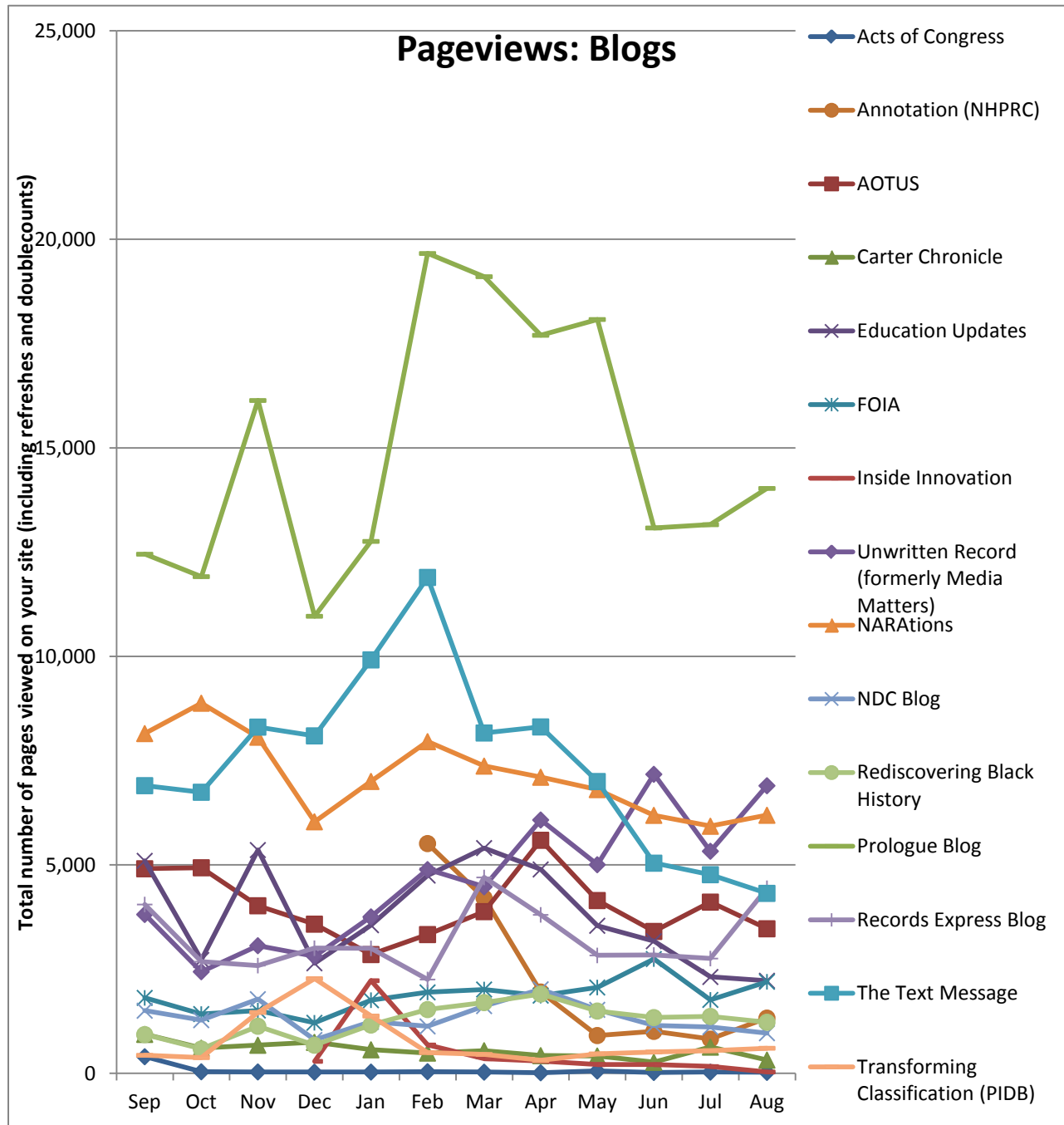
	Dipity	Facebook	Flickr	Twitter	Wiki	Tumblr	Blog	YouTube	Instagram
September									1
October									
November				1					
December									
January									
February									
March									1
April									
May				1					1
June									
July									
August									

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

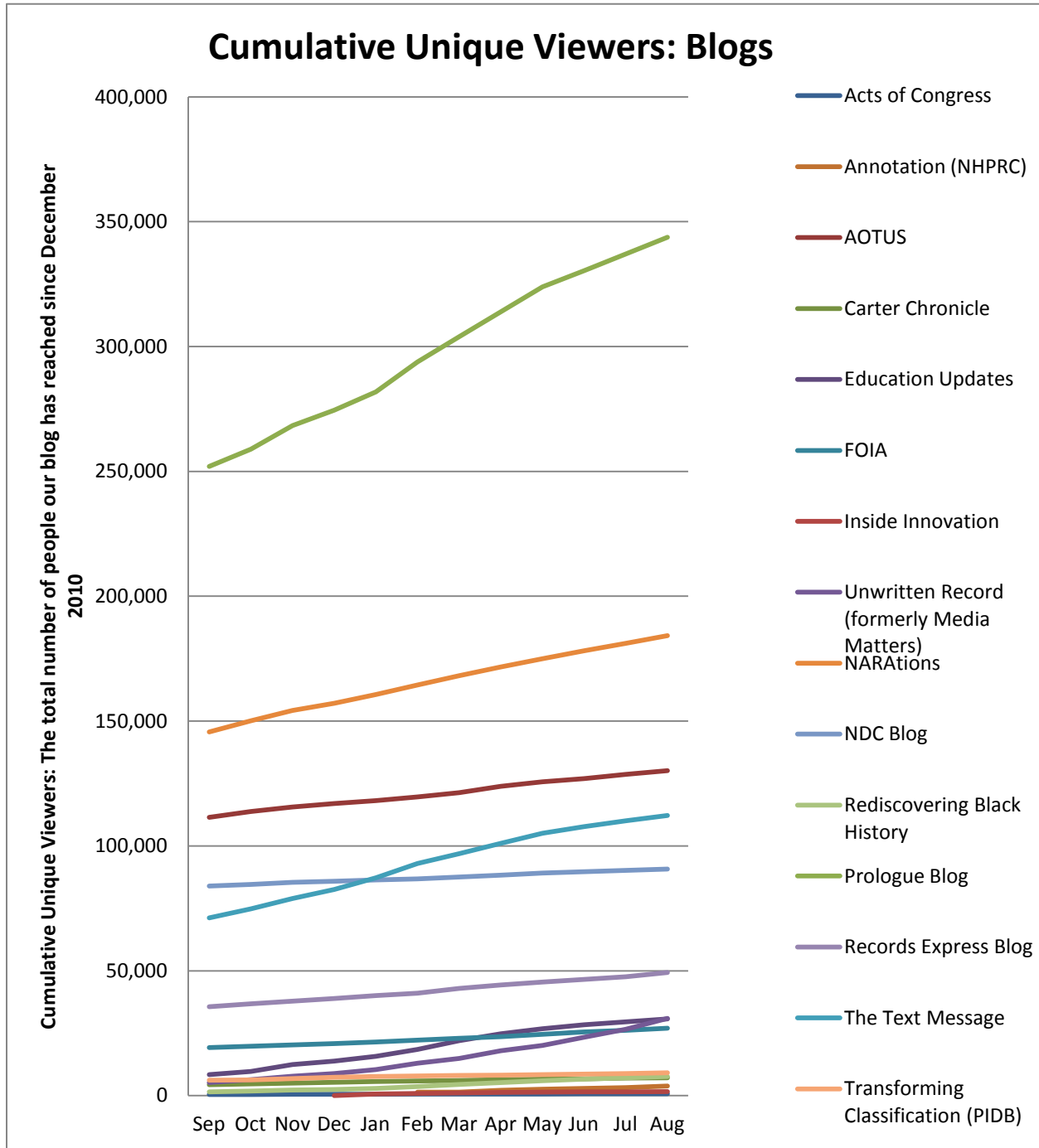
Blog Visits (Source: Appendix II.A)



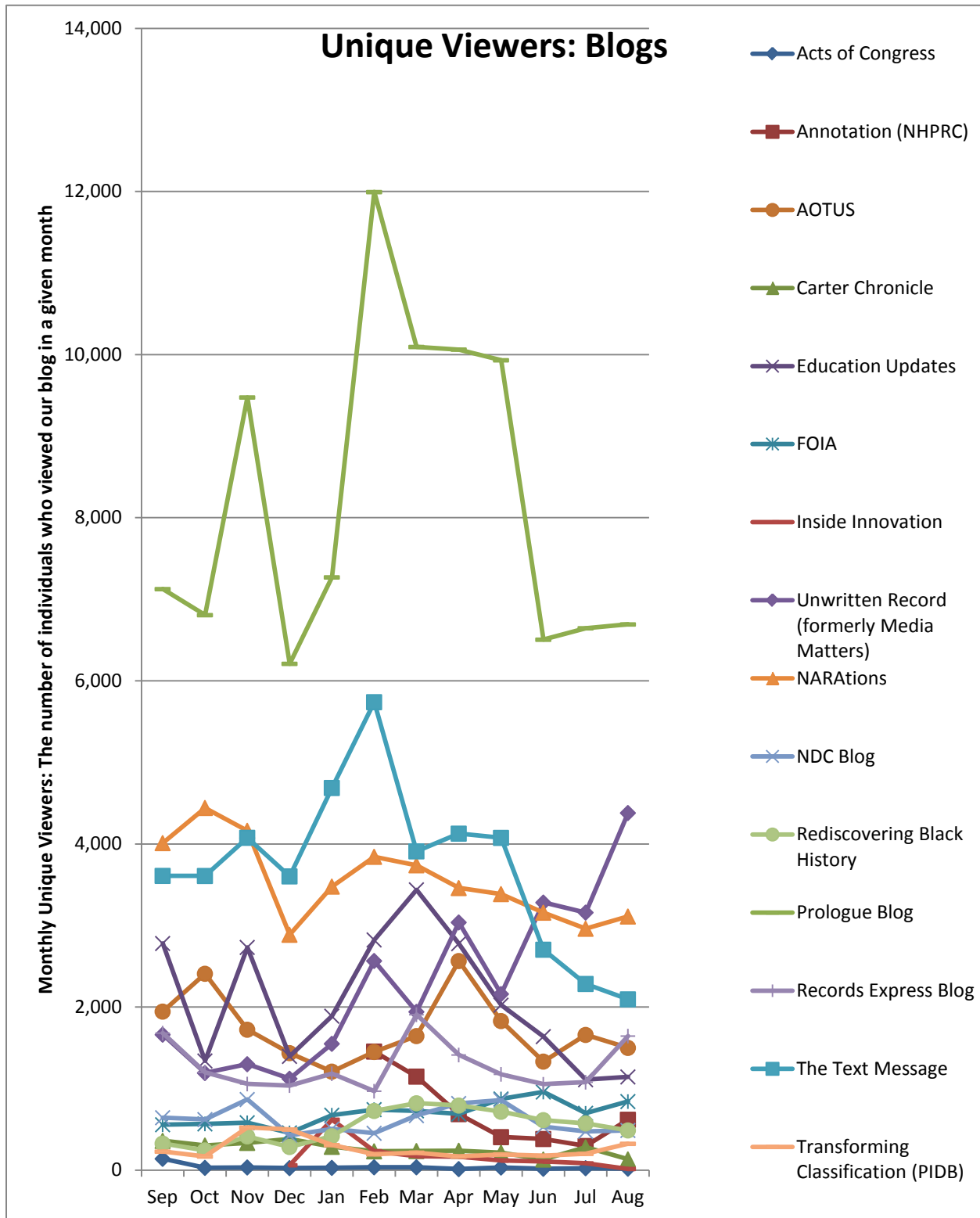
Blog Pageviews (Source: Appendix II.B)



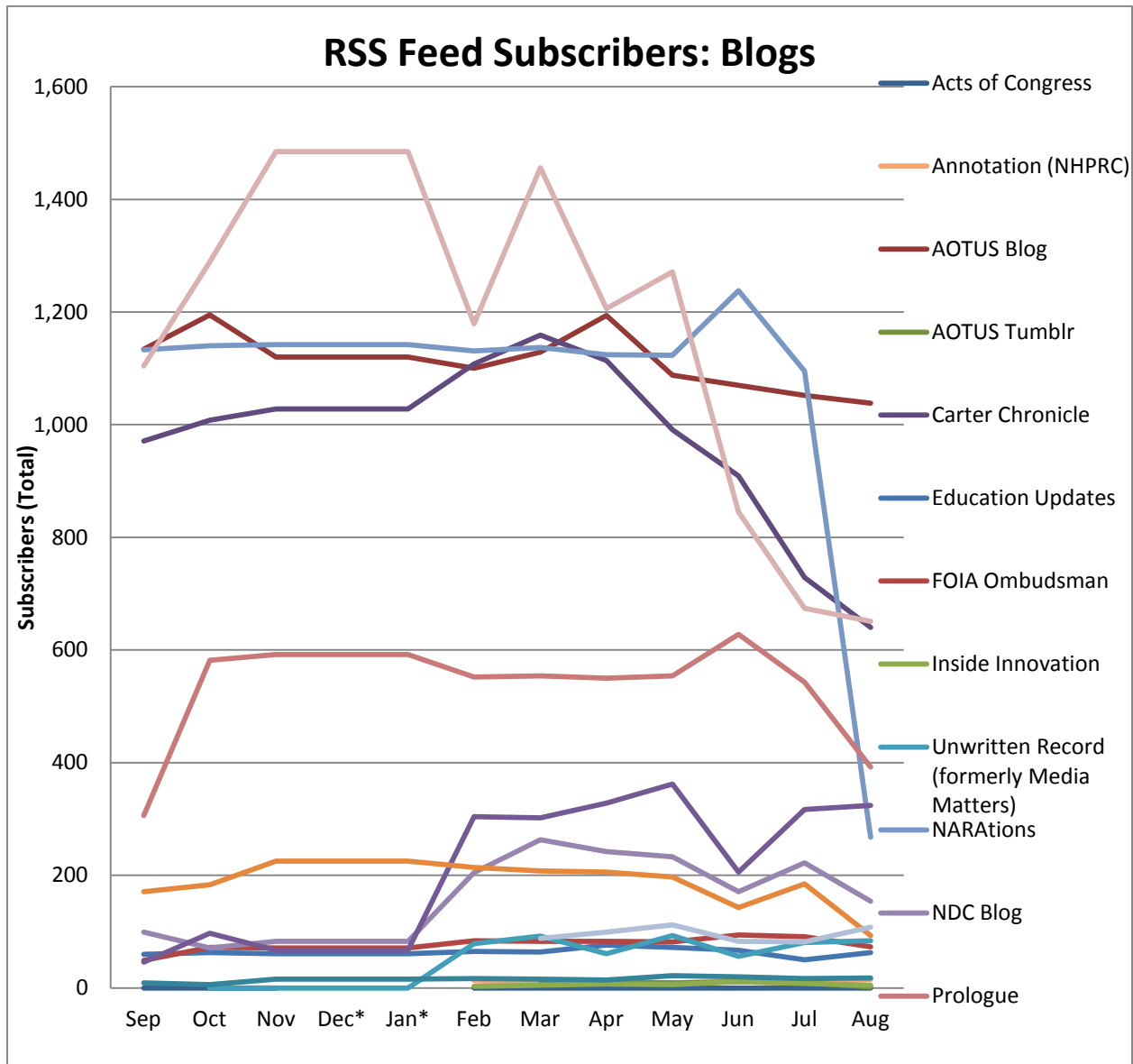
Blog Cumulative Unique Viewers (Source: Appendix II.C)



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



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

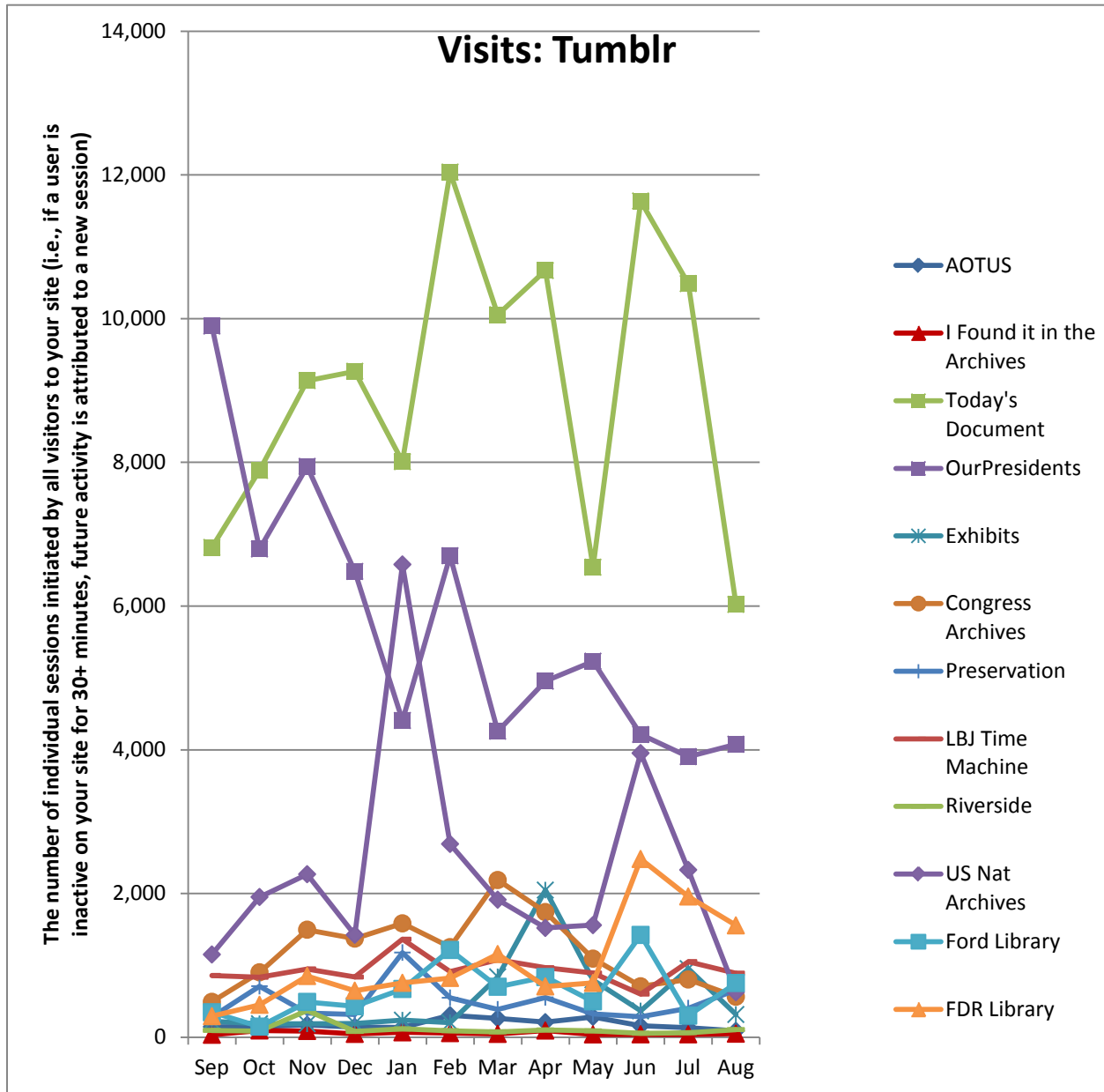


Top 5 Most Viewed Blog Posts in August

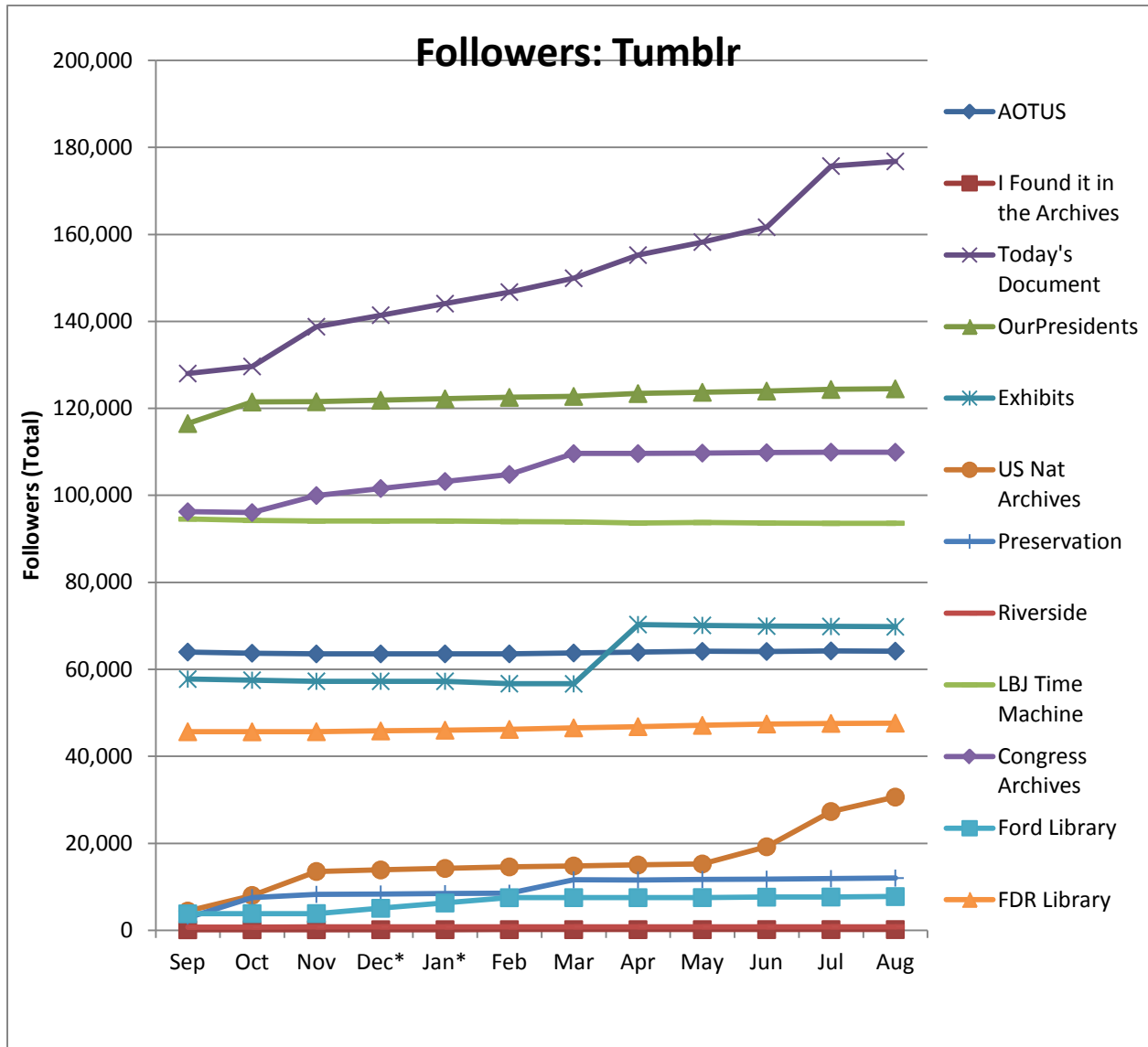
Blog	Pageviews	Post Title
The Unwritten Record	3,237	Nazi Summer Camp, American Style
Records Express	1,078	Review and Comment on Draft Metadata Guidance
Prologue	749	The burning of Washington
The Unwritten Record	457	Kodacolor Decoded: Early Color Footage of Yellowstone National Park
AOTUS	446	My Afternoon with Bacall

Social Media Tools: Detail View – Tumblr

Tumblr Visits

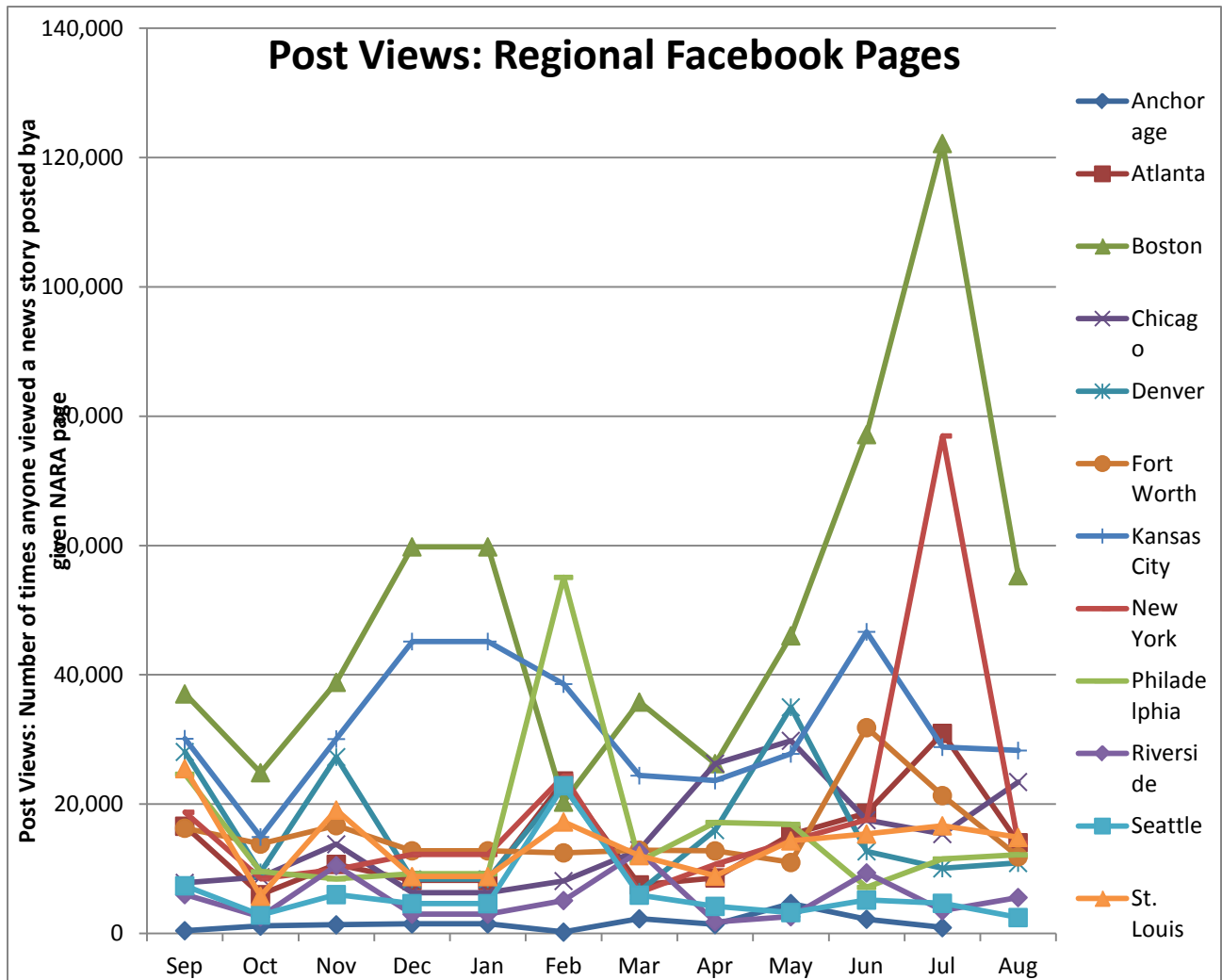


Followers on Tumblr (Source: Appendix IV)

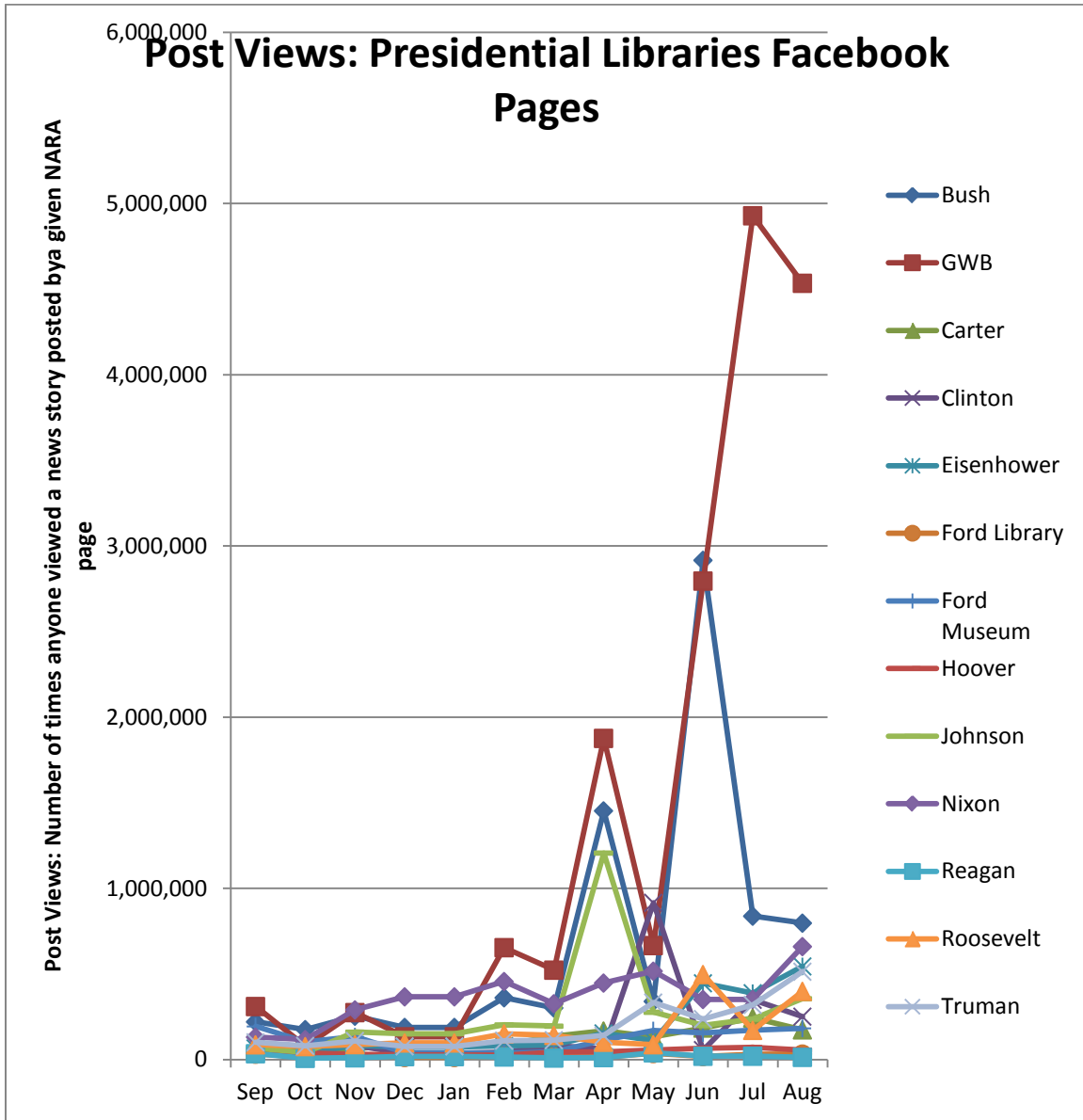


Social Media Tools: Detail View – Facebook

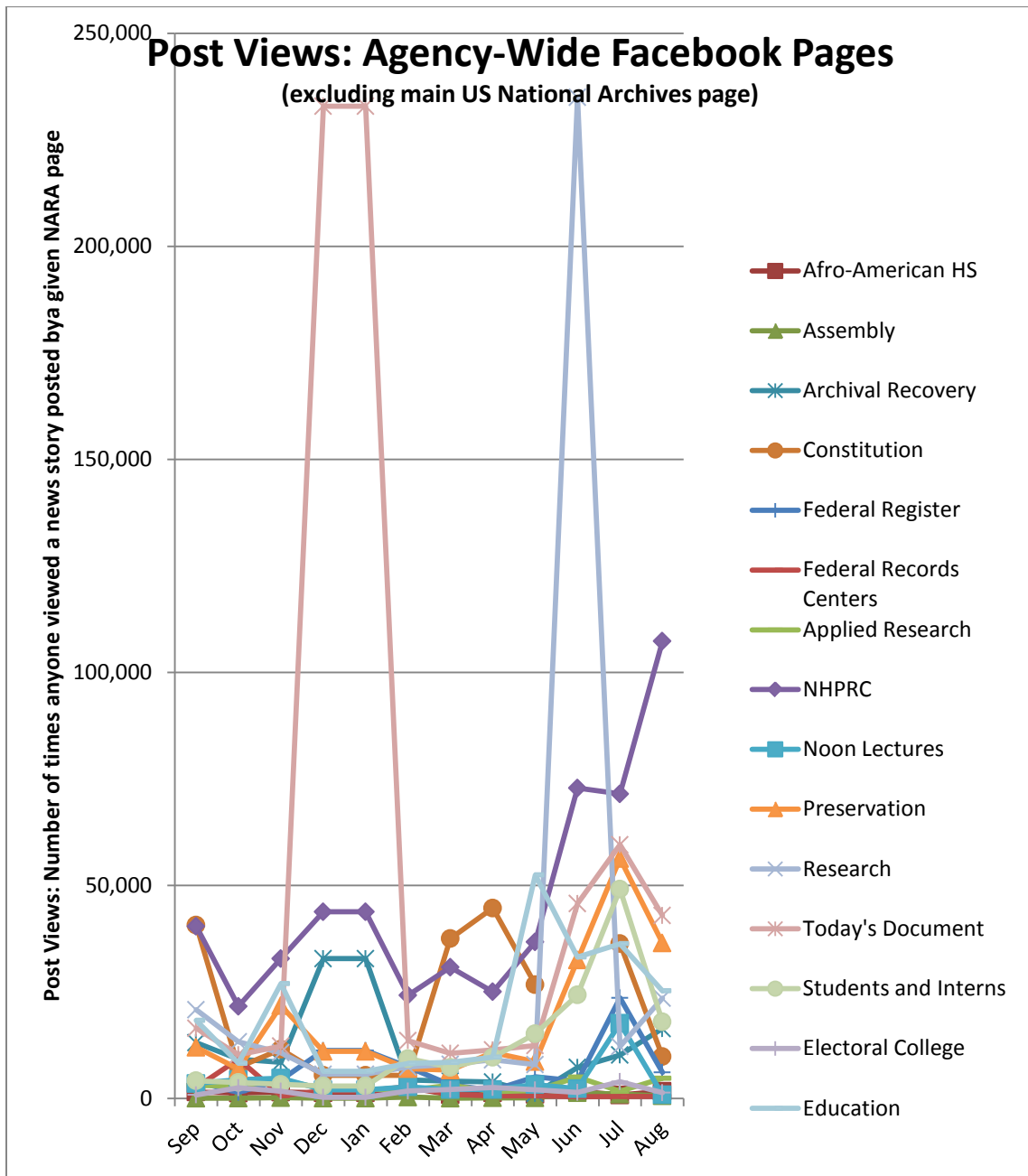
Post Views on Regional Pages (Source: Appendix IV.A)

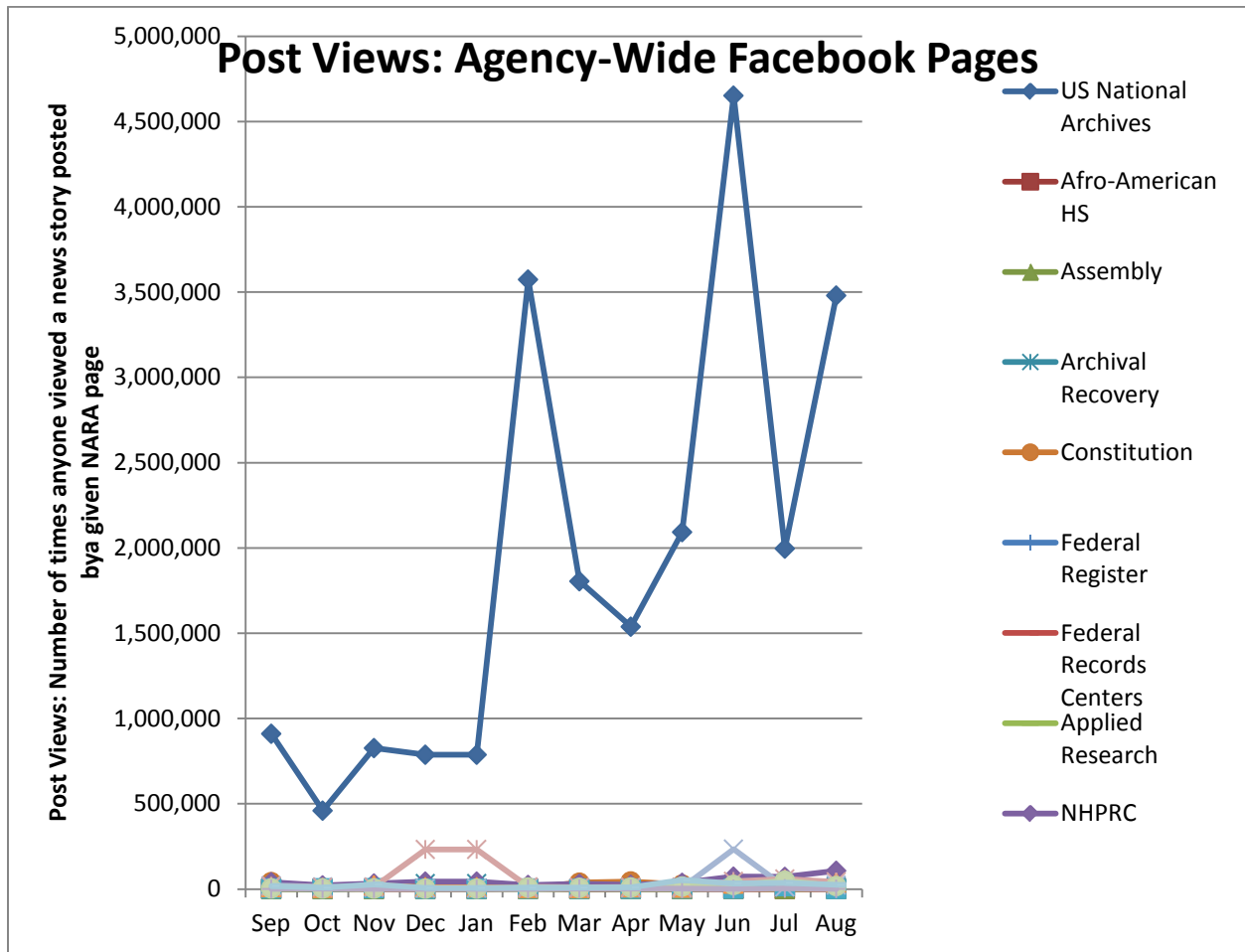


Post Views on Presidential Library Pages (Source: Appendix IV.A)

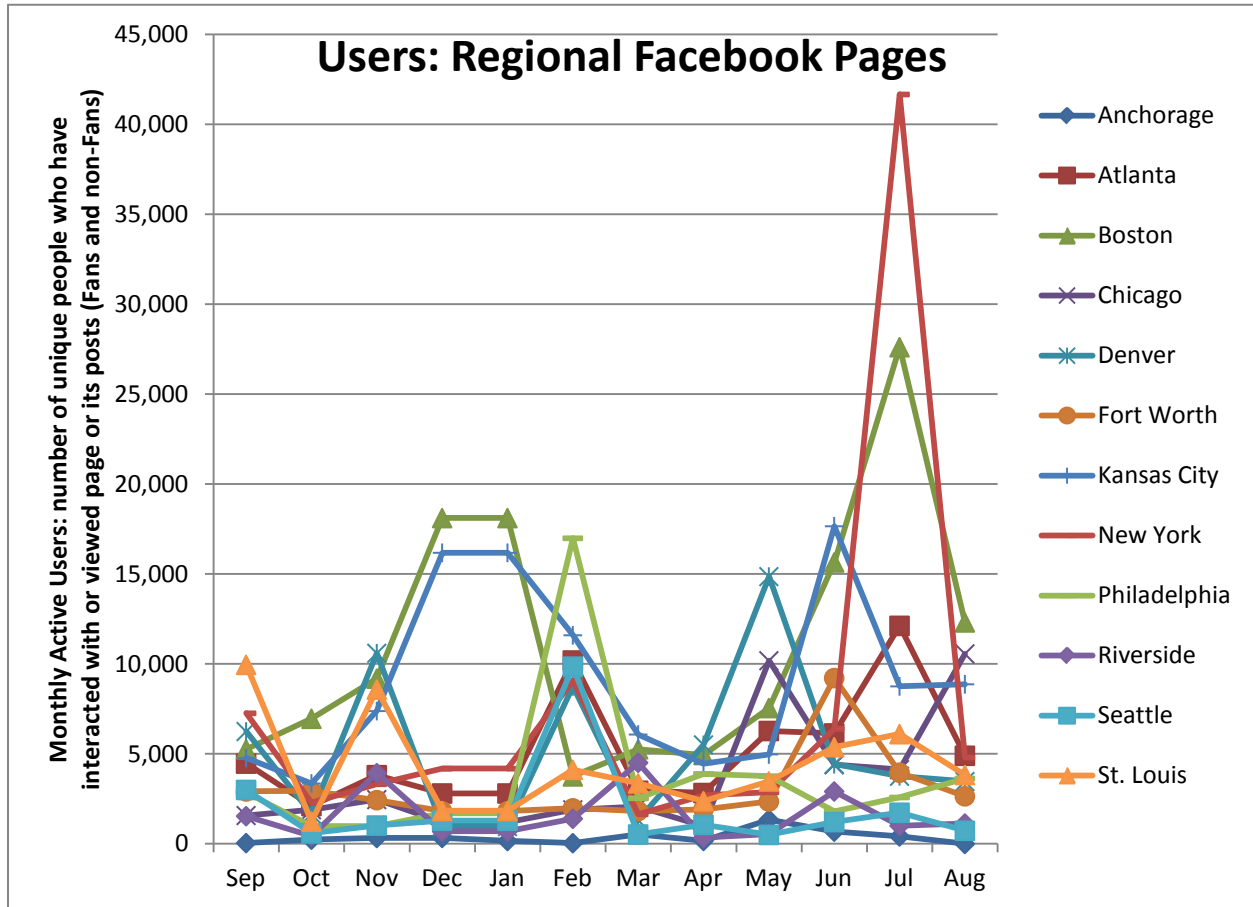


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

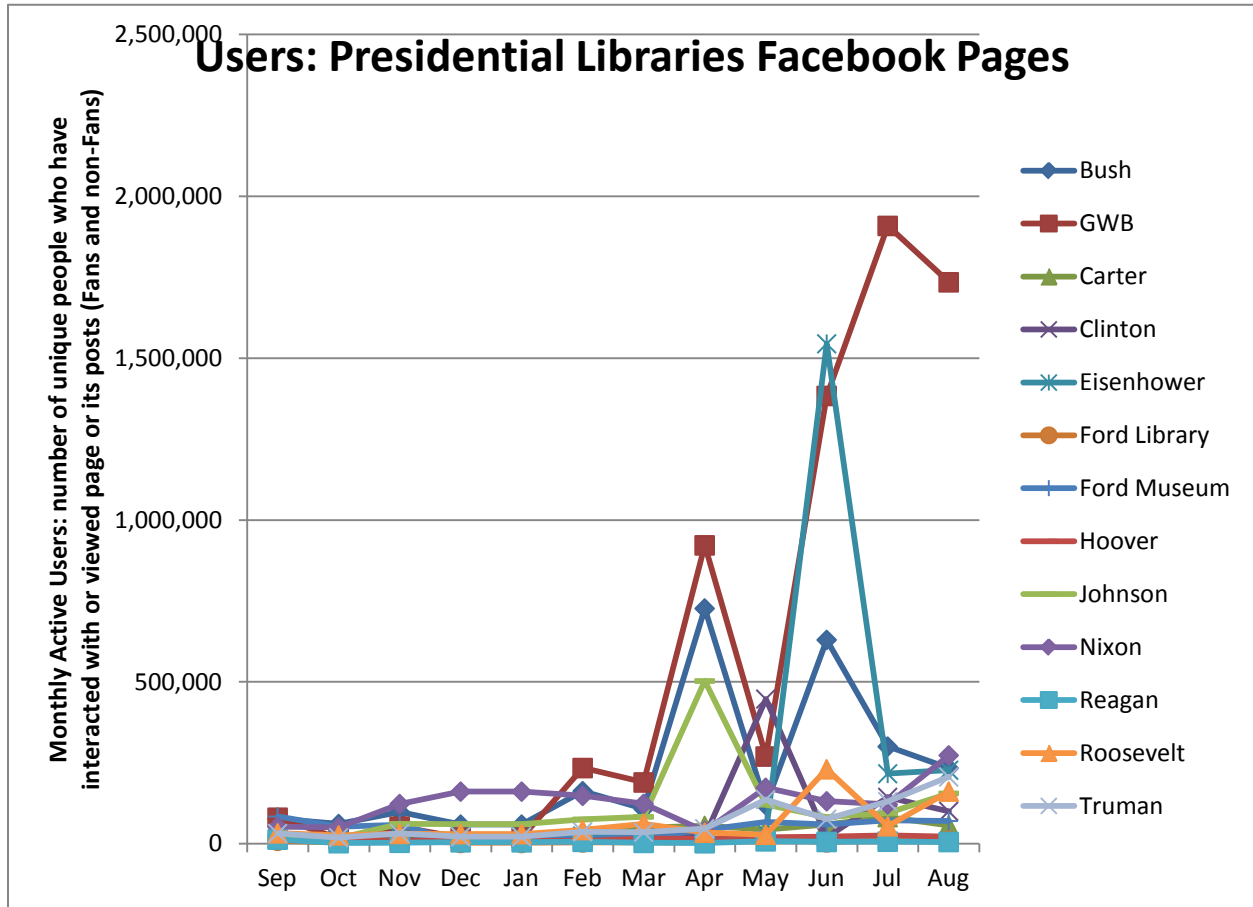




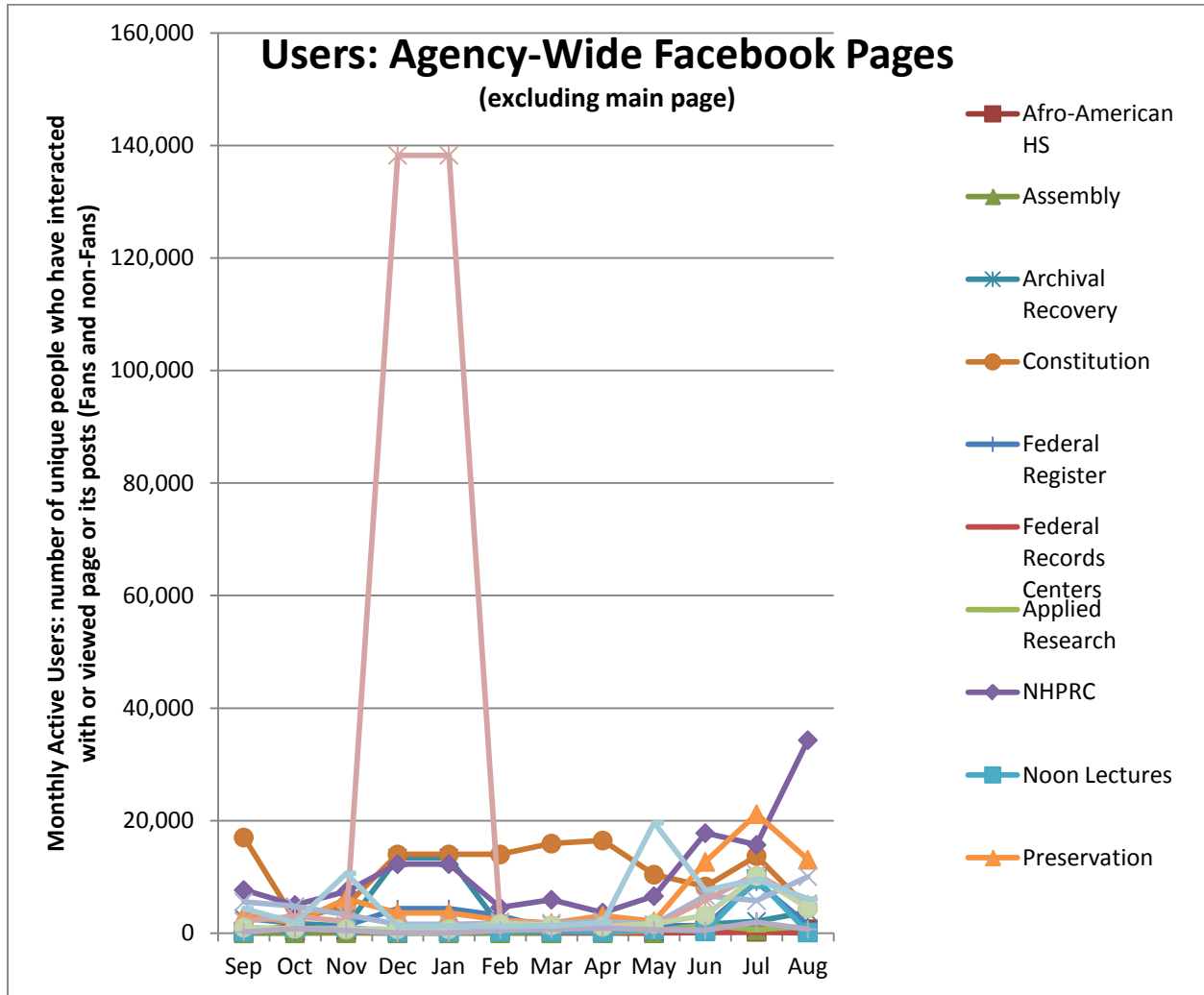
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

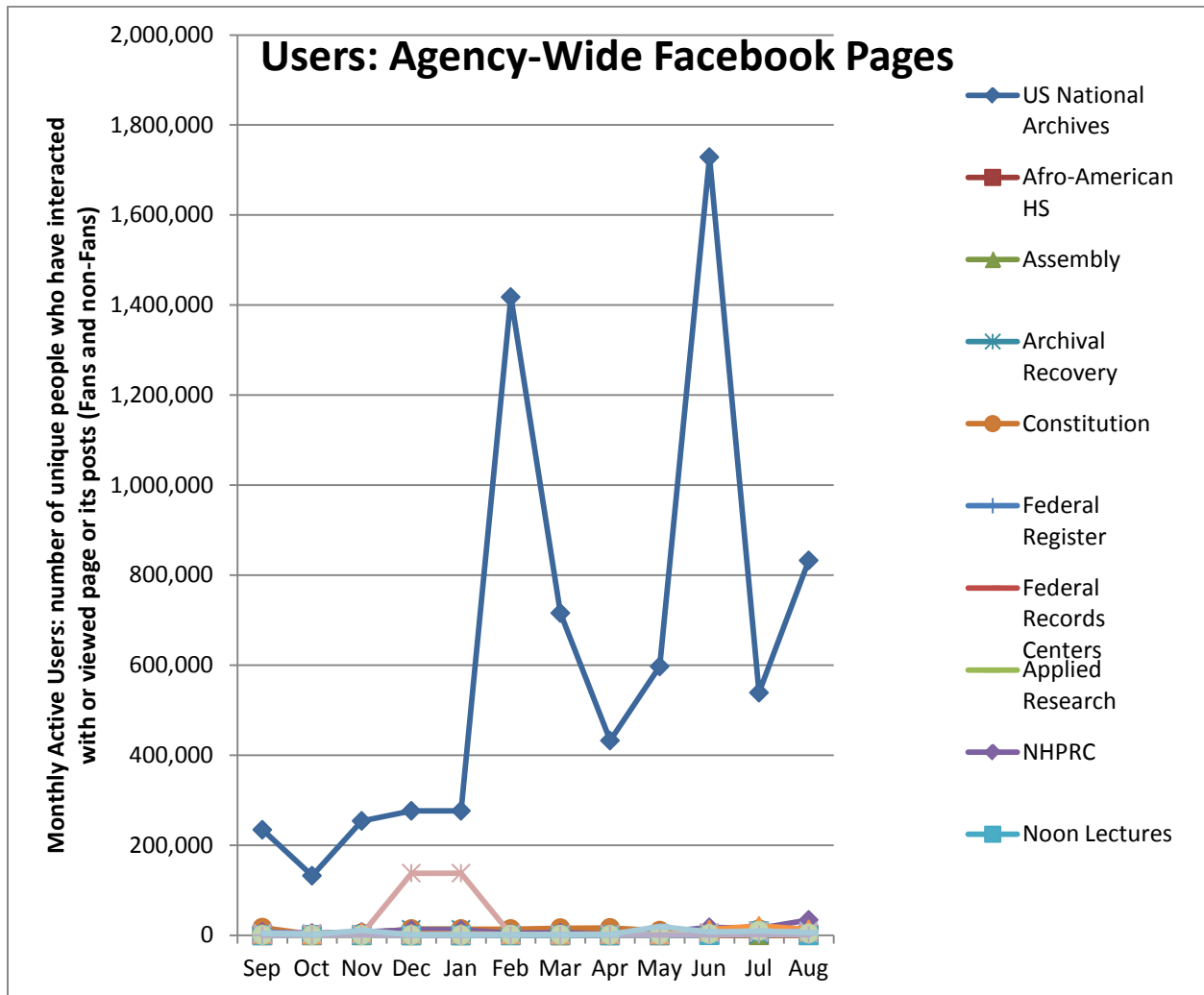


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



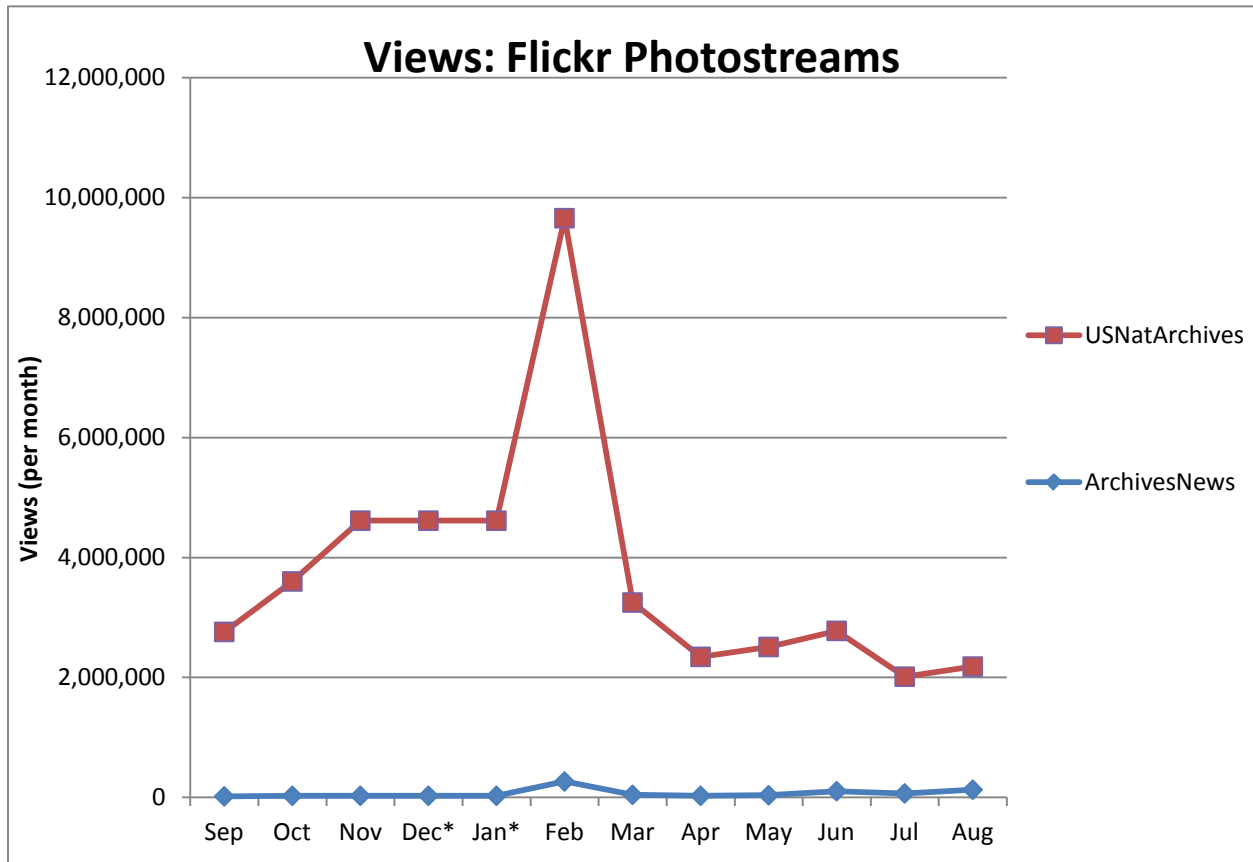
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



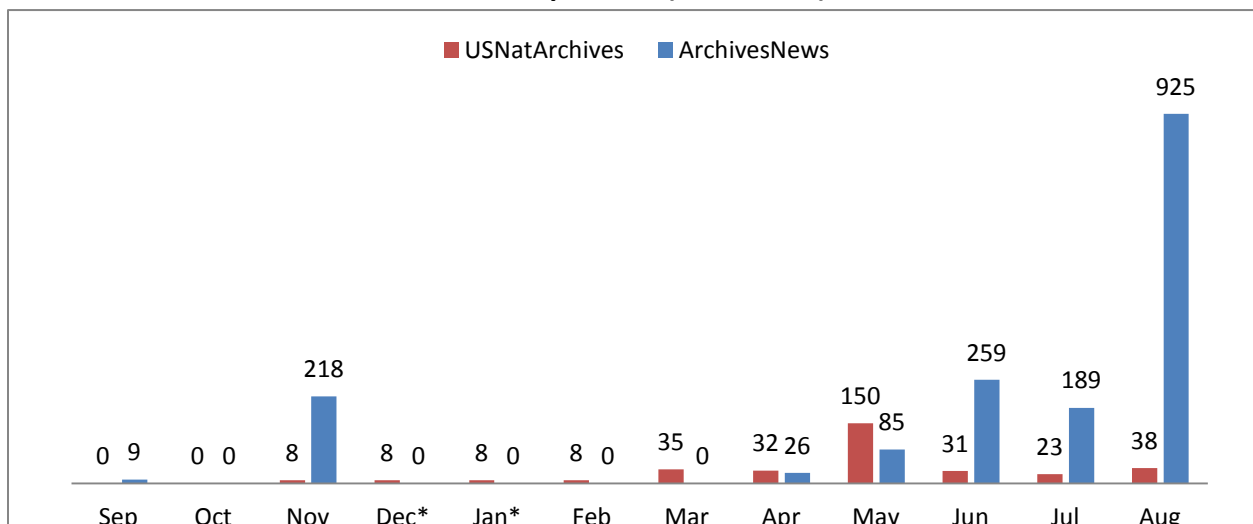


Social Media Tools: Detail View – Flickr

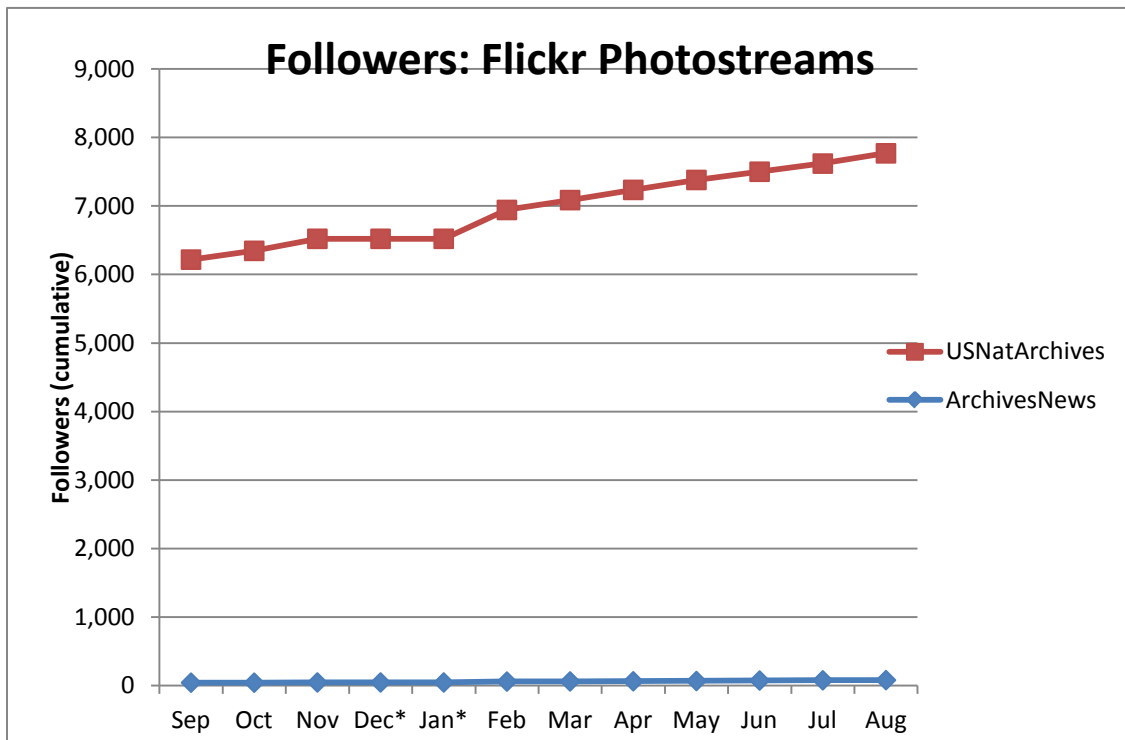
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

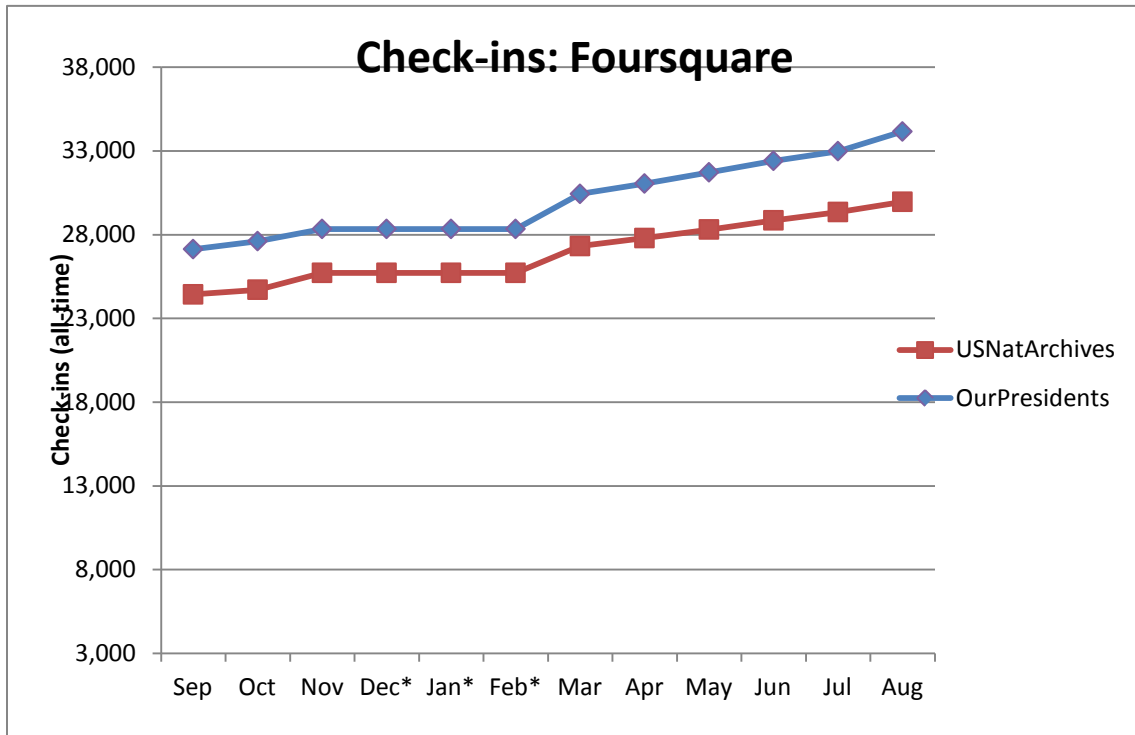


Followers of Photostreams (Cumulative)

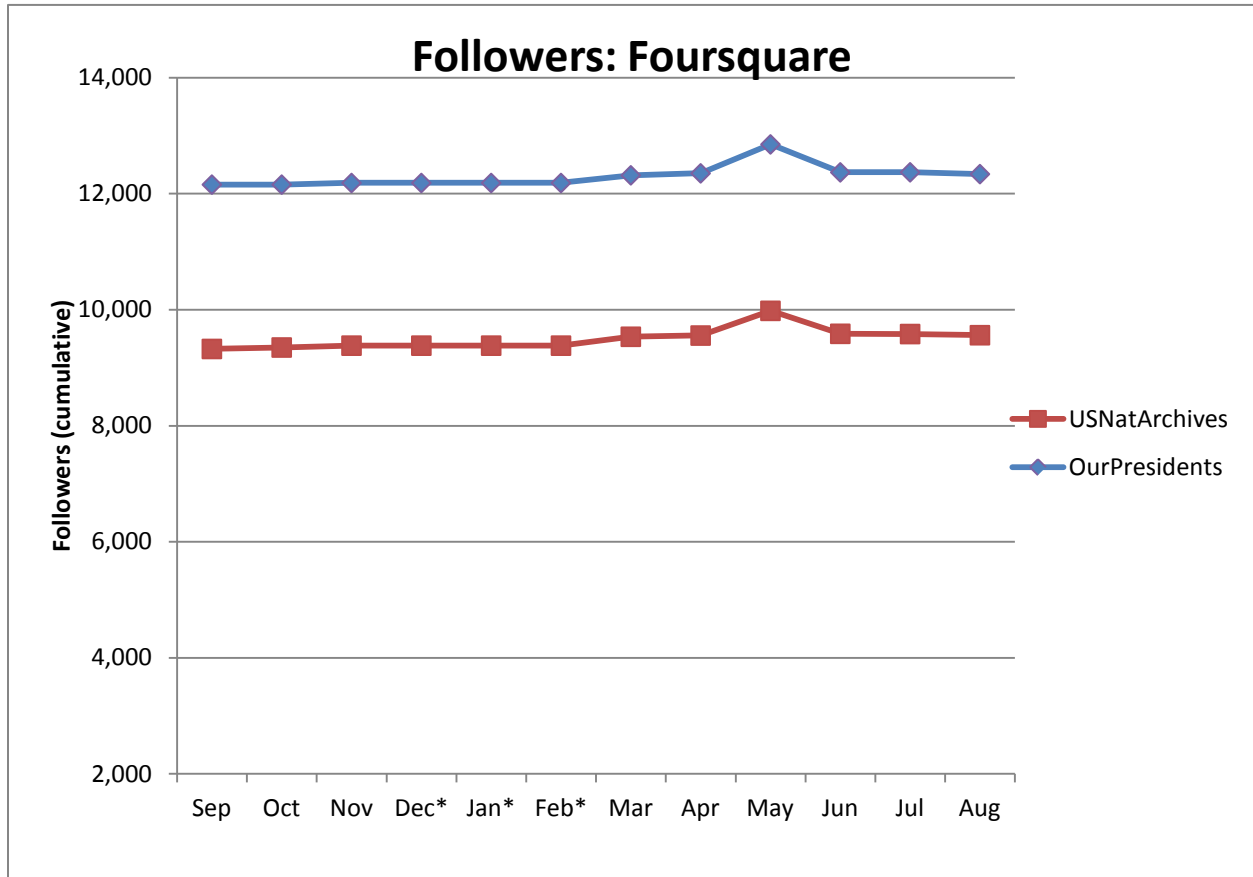


Social Media Tools: Detail View – Foursquare

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

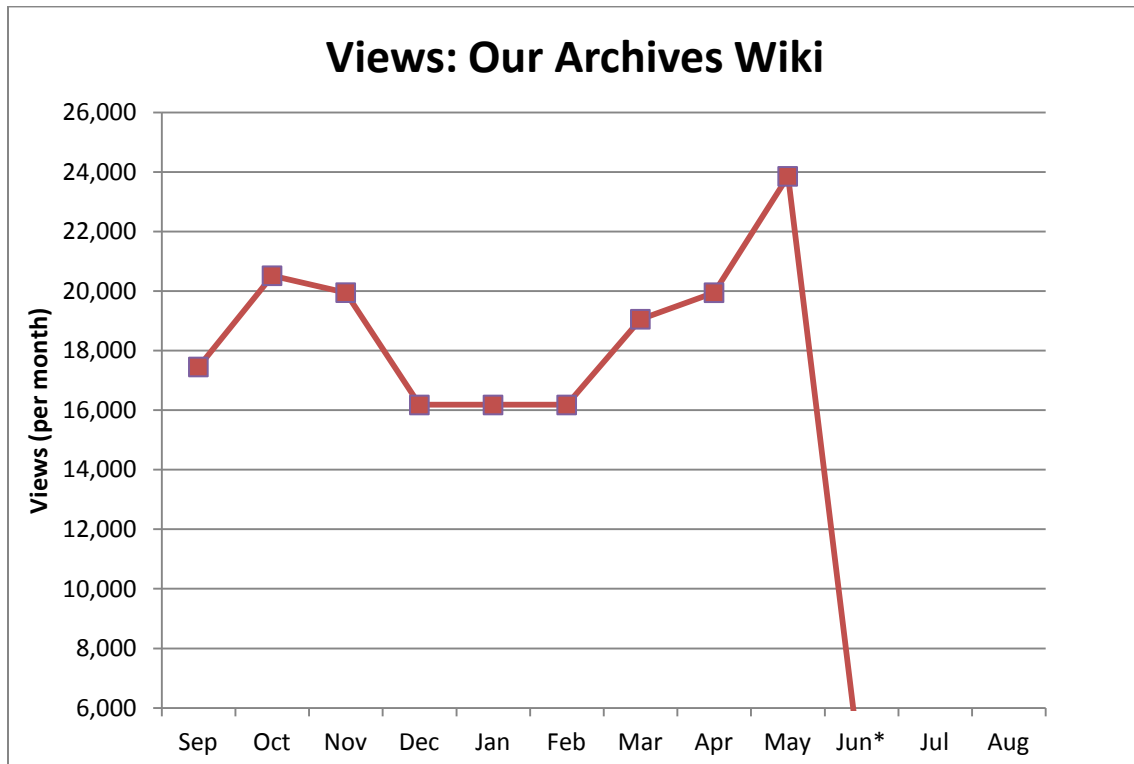


Number of Followers of USNatArchives and OurPresidents (Cumulative)



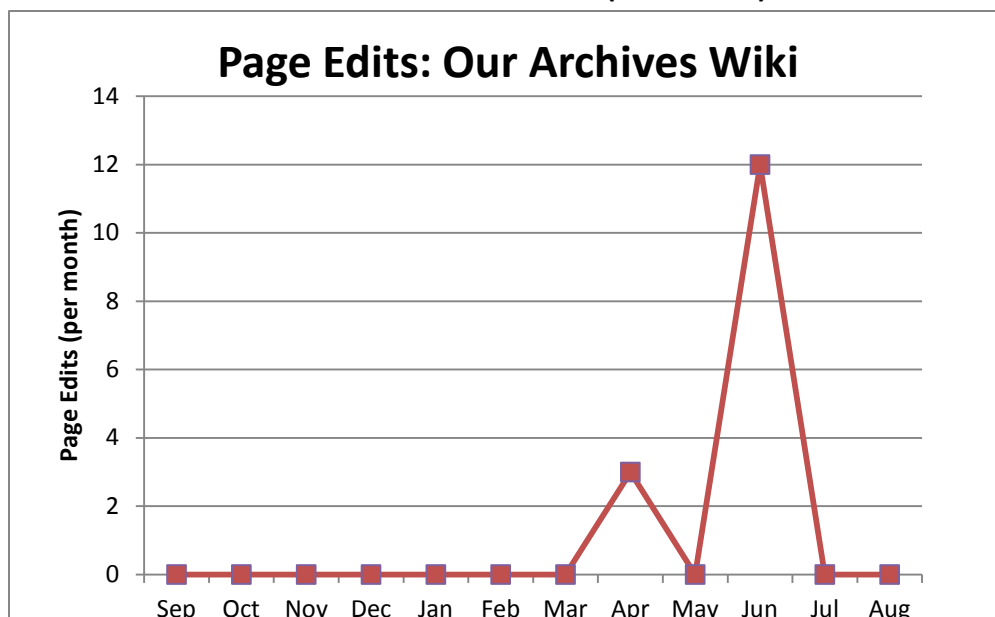
Social Media Tools: Detail View – *Our Archives Wiki*

Views on Our Archives Wiki (Per Month)

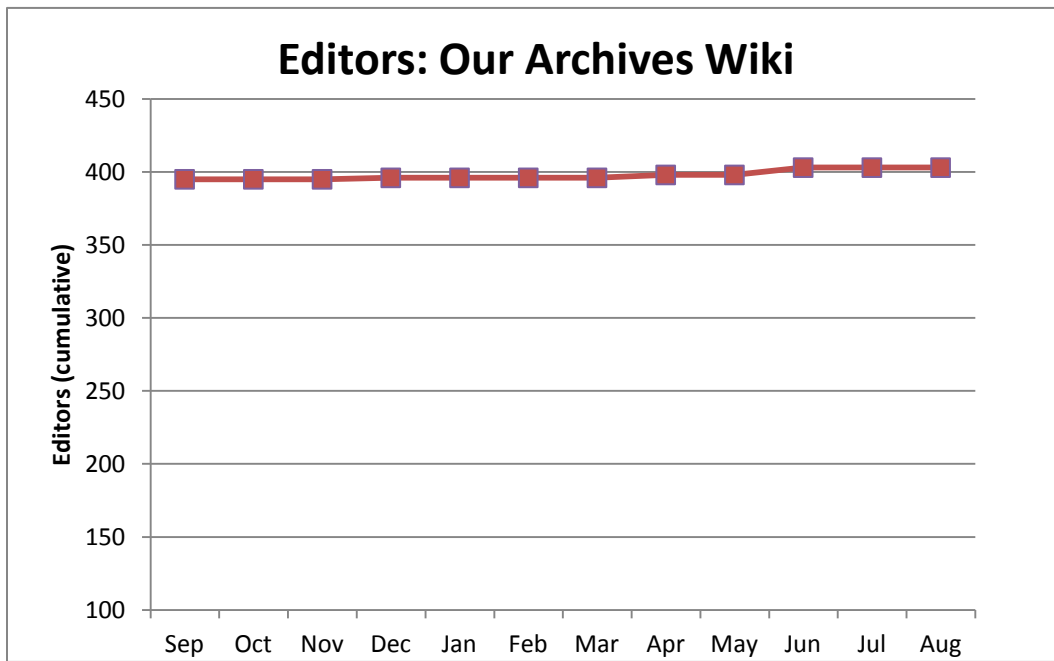


*began collecting stats using Google Analytics, instead of native Wikispaces stats (Wikispaces acknowledges bots as visits)

Edits on Our Archives Wiki (Per Month)

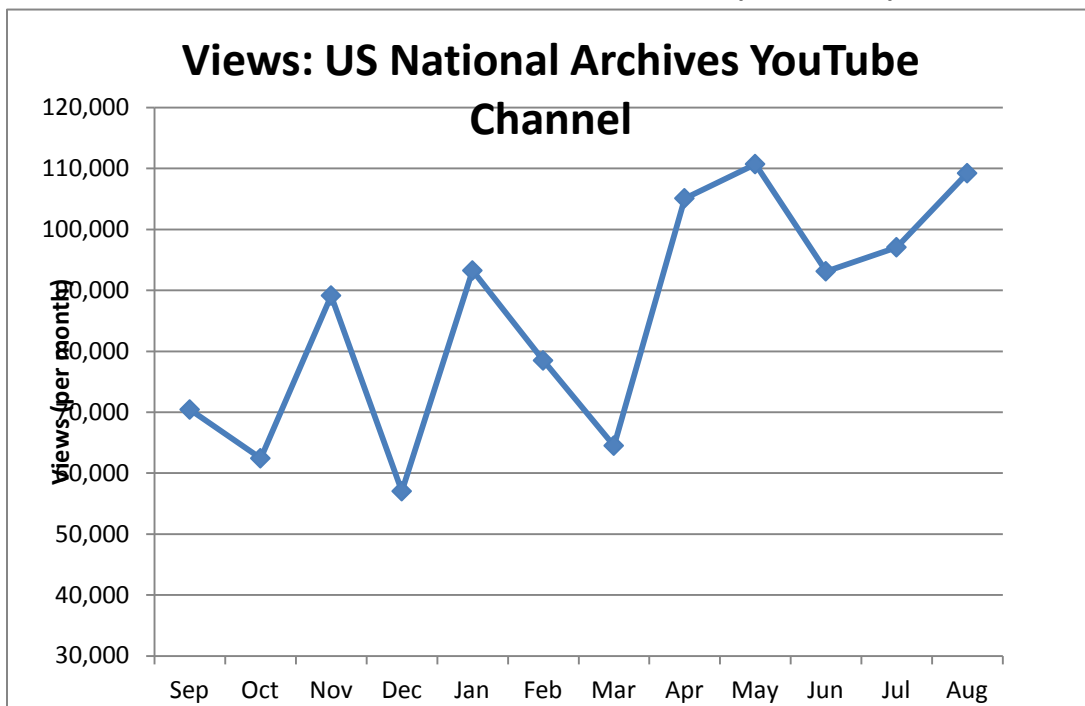


Editors on Our Archives Wiki (Cumulative)

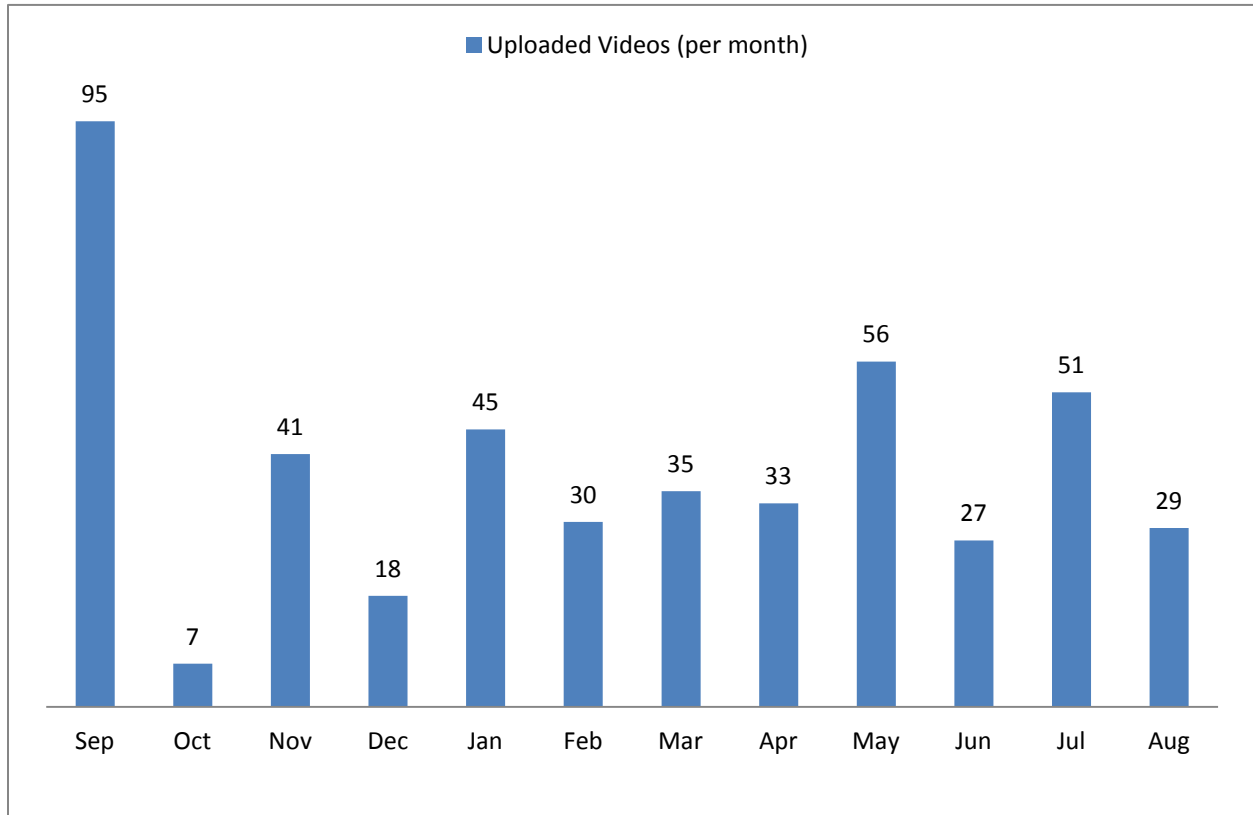


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

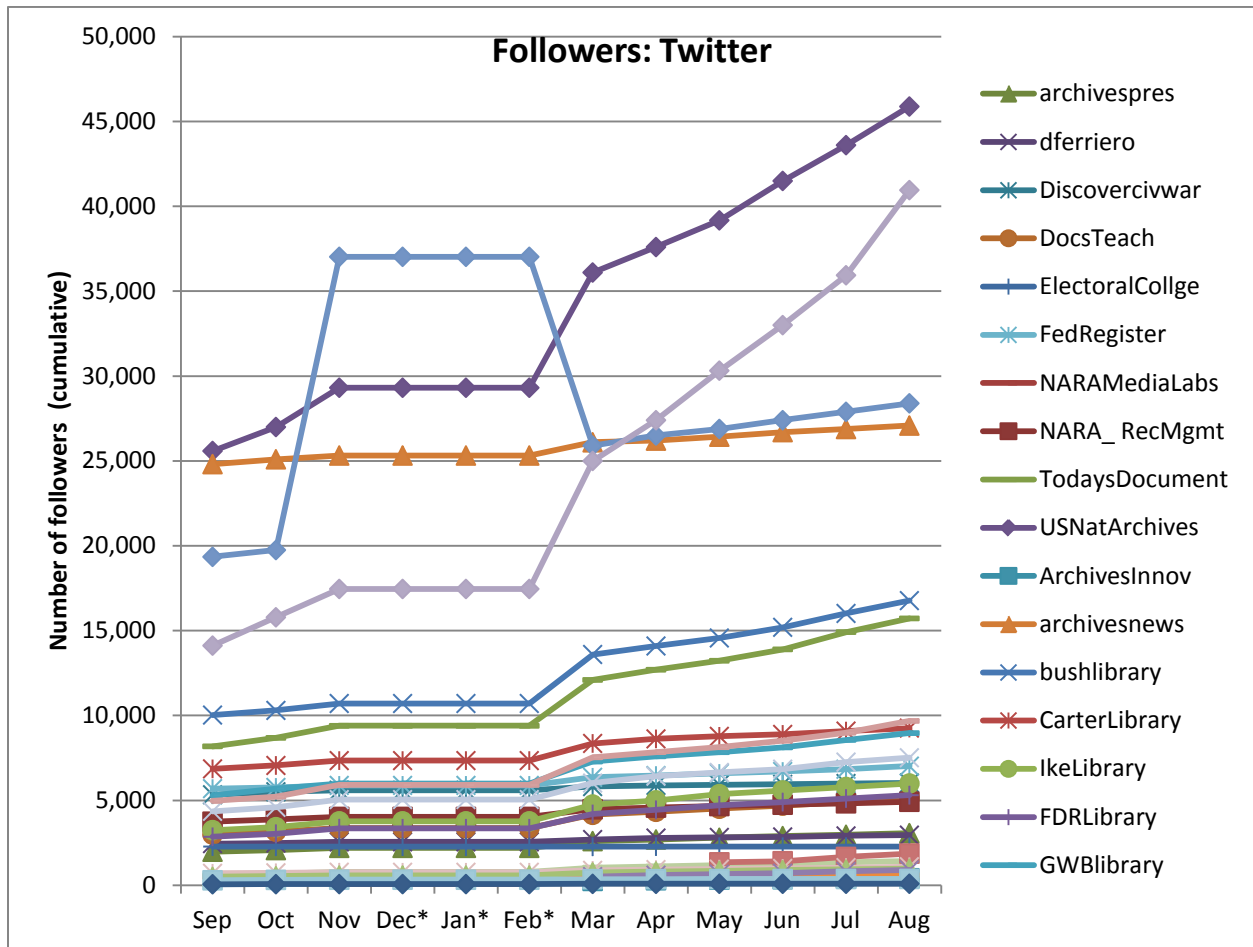


Top 5 Most Viewed Videos for August 2014 on US National Archives Channel

Video Title	Views
Volks-Deutsche/Jungen in USA	14,366
Curious Alice, 1971	12,317
Private Snafu in "Censored." 1944	6,288
Stories from the Great Depression	4,087
Camp Activities of Boys and Girls	3,889

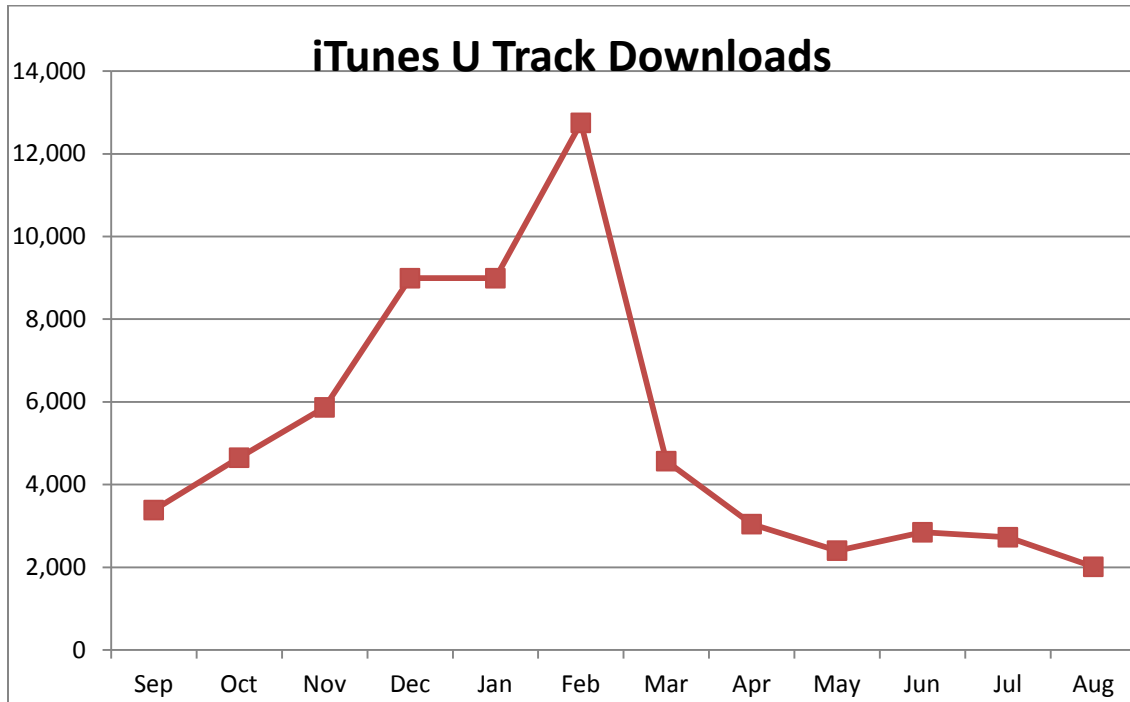
Social Media Tools: Detail View – Twitter

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

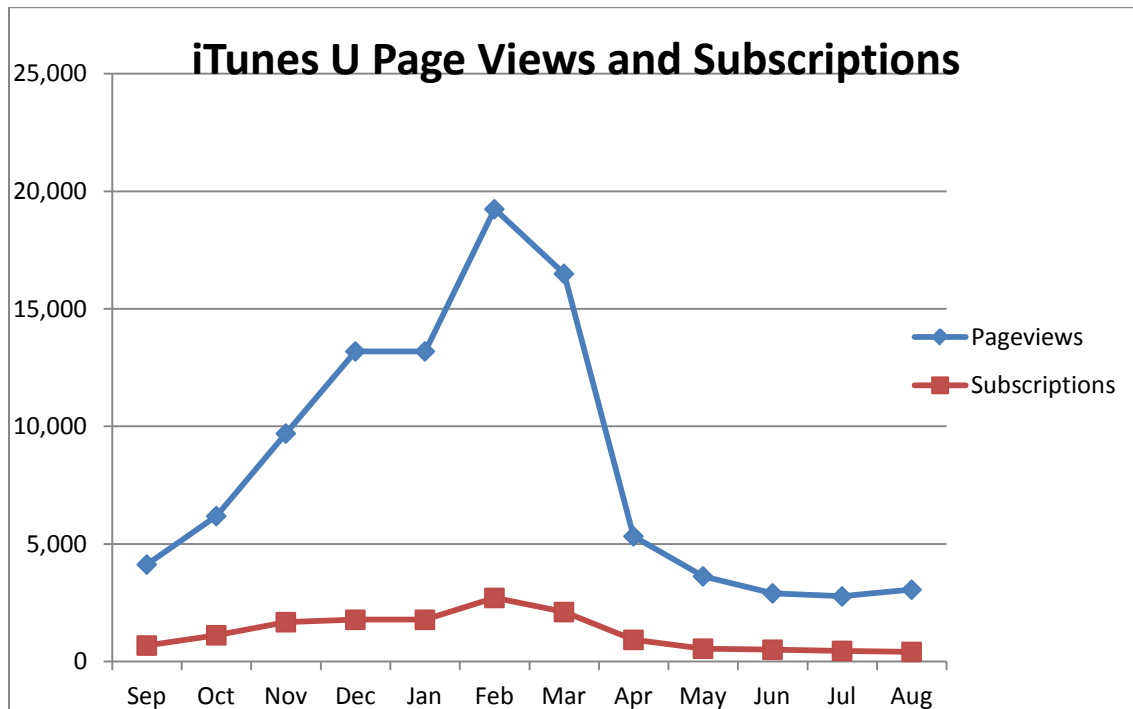


Social Media Tools: Detail View – iTunes U

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

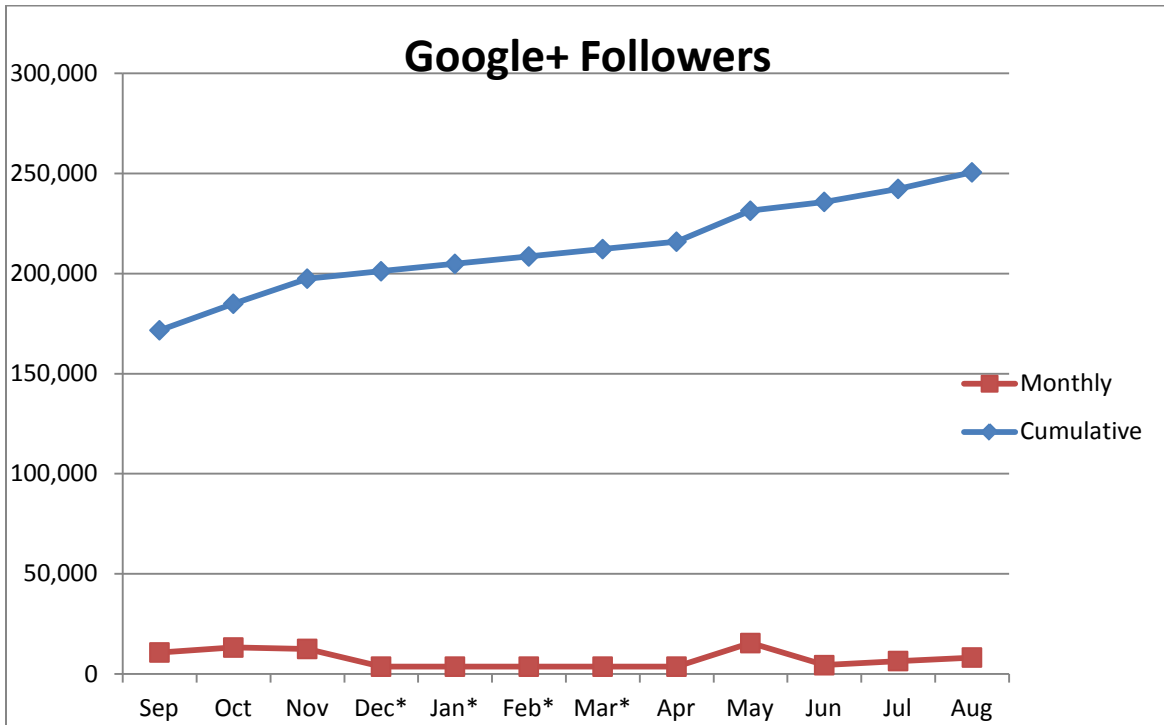


Page Views and Subscriptions on U.S. National Archives iTunes U (Source: Appendix VI)



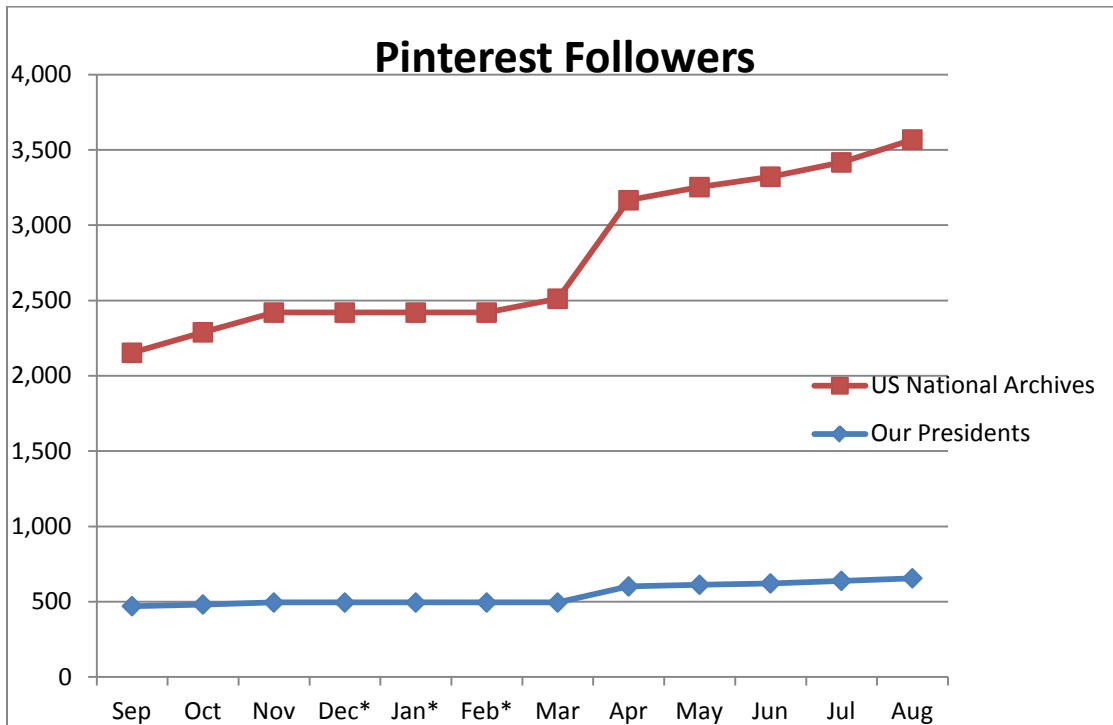
Social Media Tools: Detail View – Google+

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.

	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June	July	August
Acts of Congress	144	30	35	28	30	36	26	15	38	19	25	20
Annotation (NHPRC)						2,474	1,751	1,032	602	680	552	928
AOTUS	3,044	3,124	2,524	2,099	1,680	1,954	2,361	3,375	2,446	1,854	2,463	2,191
Carter Chronicle	645	394	437	479	401	307	293	298	282	171	403	170
Education Updates	3,405	1,566	3,677	1,757	2,393	3,331	3,864	3,225	2,459	2,140	1,428	1,435
FOIA	803	811	893	667	952	1,057	1,064	959	1,259	1,435	982	1,138
Inside Innovation				163	1,268	493	260	240	174	168	117	20
Media Matters	2,274	1,612	1,990	1,682	2,335	3,239	2,711	3,867	2,970	4,426	3,842	5,118
NARAtions	4,782	5,271	4,857	3,237	3,930	4,565	4,263	3,988	3,979	3,754	3,510	3,518
NDC Blog	973	802	1,098	500	648	595	919	1,041	997	699	593	563
Rediscovering Black History	553	329	741	429	639	1,004	1,065	1,048	898	822	770	679
Prologue Blog	8,322	7,757	11,159	7,224	8,368	13,851	11,436	11,231	11,307	7,670	7,959	8,126
Records Express Blog	2,900	1,732	1,543	1,792	1,789	1,458	2,926	2,055	1,663	1,523	1,612	2,564
The Text Message	4,313	4,222	4,958	4,625	5,747	6,972	4,811	5,034	4,801	3,243	2,896	2,570
Transforming Classification (PIDB)	294	203	722	921	562	323	313	211	322	315	358	478
MONTHLY TOTAL	32,452	27,853	34,634	25,603	30,742	41,659	38,063	37,619	34,197	28,919	27,510	29,518

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.

	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June	July	August
Acts of Congress	402	41	37	32	34	43	32	17	58	24	32	26
Annotation (NHPRC)						5,513	4,205	1,953	910	1,010	824	1,328
AOTUS	4,909	4,933	4,022	3,581	2,852	3,331	3,881	5,592	4,147	3,406	4,109	3,470
Carter Chronicle	937	608	677	746	568	489	546	428	419	268	632	321
Education Updates	5,099	2,722	5,358	2,643	3,556	4,747	5,405	4,893	3,542	3,172	2,314	2,224
FOIA	1,813	1,425	1,510	1,216	1,758	1,945	2,014	1,867	2,062	2,744	1,765	2,199
Inside Innovation				291	2,225	683	354	296	213	211	166	36
Media Matters	3,813	2,440	3,064	2,808	3,756	4,890	4,476	6,079	5,006	7,174	5,329	6,900
NARAtions	8,151	8,879	8,064	6,036	7,003	7,957	7,371	7,104	6,807	6,190	5,929	6,192
NDC Blog	1,505	1,279	1,782	803	1,240	1,129	1,616	2,019	1,527	1,151	1,111	966
Rediscovering Black History	933	587	1,133	678	1,162	1,533	1,700	1,904	1,497	1,340	1,368	1,229
Prologue Blog	12,452	11,914	16,138	10,964	12,759	19,663	19,107	17,701	18,080	13,081	13,159	14,029
Records Express Blog	4,052	2,680	2,587	3,004	3,000	2,253	4,701	3,804	2,831	2,842	2,756	4,441
The Text Message	6,902	6,744	8,306	8,096	9,918	11,895	8,165	8,310	7,001	5,043	4,767	4,319
Transforming Classification (PIDB)	436	380	1,463	2,274	1,378	501	457	312	470	515	546	605
MONTHLY TOTAL	51,404	44,632	54,141	43,172	51,209	66,572	64,030	62,279	54,570	48,171	44,807	48,285

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.

	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June	July	August
Acts of Congress	471	500	534	560	589	625	661	675	708	726	751	770
Annotation (NHPRC)						1,455	1,455	2,143	2,549	2,932	3,229	3,848
AOTUS	111,41	113,82	115,54	116,98	118,19	119,64	121,28	123,85	125,68	127,01	128,67	130,173
Carter Chronicle	4,349	4,652	4,987	5,369	5,656	5,888	6,123	6,362	6,577	6,708	6,989	7,122
Education Updates	8,365	9,705	12,437	13,833	15,722	18,546	21,984	24,762	26,786	28,424	29,534	30,678
FOIA	19,205	19,773	20,355	20,813	21,488	22,231	22,959	23,648	24,522	25,481	26,179	27,021
Inside Innovation				61	680	913	1,083	1,248	1,367	1,474	1,558	1,573
Media Matters	5,256	6,448	7,748	8,870	10,420	12,986	14,928	17,966	20,126	23,408	26,567	30,947
NARAtions	145,62	150,07	154,23	157,12	160,59	164,44	168,18	171,64	175,02	178,18	181,14	184,256
NDC Blog	83,974	84,595	85,462	85,888	86,393	86,846	87,516	88,334	89,193	89,725	90,201	90,689
Rediscovering Black History	1,558	1,801	2,216	2,501	2,918	3,645	4,466	5,259	5,976	6,590	7,164	7,652
Prologue Blog	252,04	258,84	268,32	274,53	281,79	293,79	303,88	313,94	323,87	330,38	337,02	343,721
Records Express Blog	35,568	36,768	37,825	38,863	40,046	41,015	42,922	44,335	45,511	46,565	47,644	49,289
The Text Message	71,243	74,851	78,927	82,530	87,217	92,956	96,866	100,99	105,06	107,77	110,05	112,151
Transforming Classification	6,150	6,318	6,841	7,340	7,648	7,843	8,058	8,226	8,420	8,596	8,797	9,121
MONTHLY TOTAL	825,611	768,153	795,434	815,262	839,367	872,825	902,375	933,392	961,390	983,983	1,005,516	1,029,011

APPENDIX II.D: Blog Unique Viewers (Monthly)

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

	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June	July	August
Acts of Congress	140	29	34	26	29	36	36	14	33	18	25	19
Annotation (NHPRC)						1,455	1,148	688	406	383	297	619
AOTUS	1,945	2,409	1,723	1,436	1,209	1,450	1,645	2,565	1,829	1,332	1,659	1,500
Carter Chronicle	360	303	335	382	287	232	235	239	215	131	281	133
Education Updates	2780	1340	2732	1396	1889	2824	3438	2,778	2024	1638	1110	1,144
FOIA	558	568	582	458	675	743	728	689	874	959	698	842
Inside Innovation				61	619	233	170	165	119	107	84	15
Media Matters	1662	1192	1300	1122	1550	2566	1942	3038	2160	3282	3159	4,380
NARAtions	4,011	4,442	4,162	2,887	3,478	3,843	3,739	3,460	3,386	3,158	2,961	3,111
NDC Blog	644	621	867	426	505	453	670	818	859	532	476	488
Rediscovering Black History	327	243	415	285	417	727	821	793	717	614	574	488
Prologue Blog	7,125	6,806	9,475	6,209	7,269	11,993	10,094	10,062	9,931	6,505	6,645	6,692
Records Express Blog	1,681	1,200	1,057	1,038	1,183	969	1,907	1,413	1,176	1,054	1,079	1,645
The Text Message	3,609	3,608	4,076	3,603	4,687	5,739	3,910	4,127	4,075	2,704	2,284	2,095
Transforming Classification (PIDB)	228	168	523	499	308	195	215	168	194	176	201	324
MONTHLY TOTAL	25,070	22,929	27,281	19,828	24,105	33,458	30,698	31,017	27,998	22,593	21,533	23,495

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

*Estimated

	Sept	Oct	Nov	Dec*	Jan*	Feb	March	Apr	May	June	July	August
Acts of Congress	0	0	0			0	0	0	0	0	0	0
Annotation (NHPRC)						13	8	9	9	11	12	15
AOTUS Blog	1,134	1,195	1,120	1,120	1,120	1,100	1,129	1,194	1,088	1,070	1,052	1,038
AOTUS Tumblr							12	11	9	11	9	2
Carter Chronicle	971	1,008	1,028	1,028	1,028	1,108	1,159	1,114	991	909	729	640
Education Updates	60	63	61	61	61	65	64	76	72	67	50	63
FOIA Ombudsman	49	72	71	71	71	84	83	83	82	94	91	73
Inside Innovation						3	5	7	6	11	8	5
Media Matters		0	0	0	0	79	92	61	93	56	81	84
NARAtions	1,133	1,140	1,142	1,142	1,142	1,131	1,137	1,124	1,123	1,238	1,095	268
NDC Blog	99	71	83	83	83	205	263	242	233	171	222	154
Prologue	306	582	592	592	592	552	554	550	554	628	543	392
Records Express	46	97	67	67	67	304	302	328	362	206	317	324
Rediscovering Black History	9	6	16	16	16	17	16	14	22	20	17	18
Text Message	171	183	225	225	225	214	208	206	197	143	185	93
Today's Document Tumblr							88	99	112	83	82	108
Transforming Classification (PIDB)	1,104	1,289	1,485	1,485	1,485	1,179	1,456	1,206	1,271	845	674	651
MONTHLY TOTAL	5345	5,942	5,890	5,890	5,890	6,054	6,576	6,324	6,224	5,563	5,167	3,928

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.)

	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June	July	August
Monthly Total (A+P+R)	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	10,844,682	12,487,242
Agency-Wide Total	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	2,376,976	3,775,710
US National Archives	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	3,479,817
Afro-American HS	1,542	1,282	1,512	1,350	1,350	2,568	902	1,348	990	1,703	825	1,699
Assembly	66	89	195	82	82	337	67	179	161	1,359	1,025	640
Archival Recovery	13,104	9,250	8,480	32,821	32,821	4,373	4,104	3,874	1,189	7,305	10,218	16,415
Constitution	40,705	7,337	11,578	5,455	5,455	5,455	37,549	44,692	26,717		36,361	9,851
Federal Register	3,981	1,448	4,341	11,251	11,251	7,421	3,214	1,927	5,082	4,062	23,613	6,131
Federal Records Centers	2,602	9,271	672	1,760	1,760	2,826	949	643	615	456	480	519
Applied Research	3,074	2,919	4,398	2,234	2,234	1,933	3,107	1,623	1,828	5,019	1,686	4,747
NHPRC	40,423	21,631	32,831	43,822	43,822	24,229	30,815	25,069	36,747	72,864	71,478	107,340
Noon Lectures	3,512	4,442	4,792	2,031	2,031	2,752	2,103	2,108	3,297	2,312	17,662	881
Preservation	12,012	6,960	21,801	11,057	11,057	6,993	6,668	10,823	8,664	32,505	56,310	36,498
Research	20,835	13,301	10,764	5,686	5,686	7,392	8,031	9,073	7,955	234,963	12,207	23,546
Today's Document	16,480	10,285	12,305	232,877	232,877	13,590	10,621	11,399	12,435	45,751	59,548	42,954
Students and Interns	4,186	3,781	3,317	2,948	2,948	9,351	7,309	9,680	15,206	24,331	49,145	18,009
Electoral College	865	2,532	1,733	285	285	1,756	2,144	2,610	2,020	1,438	3,984	1,380
Education	18,341	8,262	26,968	6,409	6,409	8,191	8,464	9,720	52,478	33,214	36,339	25,283
Presidential Total	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	8,124,687	8,518,564
Bush	221,067	175,814	254,037	188,441	188,441	361,678	302,175	1,453,205	340,486	2,916,574	838,337	797,565
GWB	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	4,534,352
Carter	59,901	49,425	62,163	90,092	90,092	85,751	135,976	167,616	132,945	185,032	243,618	174,397
Clinton	85,566	62,111	82,002	35,736	35,736	44,319	81,354	63,201	916,498	56,440	349,859	251,657
Eisenhower	66,085	37,895	82,517	73,100	73,100	79,763	86,000	153,747	110,378	446,490	388,341	544,862
Ford Library	32,157	15,143	26,659	13,053	13,053	18,345	15,915	16,203	35,962	18,606	31,971	32,808
Ford Museum	194,120	103,762	134,579	40,368	40,368	37,829	45,521	114,452	170,764	155,765	171,758	183,153
Hoover	29,633	37,359	32,057	27,455	27,455	26,559	43,595	44,527	56,451	66,622	71,515	56,261

Johnson	66,640	40,883	160,662	151,609	151,609	202,922	195,848	1,206,772	277,143	199,188	236,474	355,942
Nixon	131,423	117,518	290,850	367,097	367,097	456,494	326,813	447,636	517,021	351,636	352,150	660,521
Reagan	34,926	8,004	11,107	18,163	18,163	16,012	9,752	12,336	40,457	20,237	20,434	13,799
Roosevelt	87,117	76,802	88,205	97,966	97,966	150,704	142,031	102,137	87,660	497,445	171,428	399,200
Truman	101,409	80,747	109,169	77,693	77,693	111,148	114,582	141,353	334,013	237,311	320,051	514,047
Regional Total	218,714	108,171	192,707	179,966	179,966	250,685	150,451	157,687	220,888	261,383	343,019	192,968
Anchorage	432	1,141	1,342	1,487	1,487	213	2,274	1,381	4,634	2,204	908	
Atlanta	16,593	6,002	10,693	8,194	8,194	23,590	7,515	8,595	15,288	18,607	30,953	14,038
Boston	37,063	24,876	38,855	59,810	59,810	20,321	35,801	26,280	46,049	77,181	122,201	55,349
Chicago	7,840	8,724	13,800	6,281	6,281	8,114	12,912	26,280	29,810	17,531	15,379	23,434
Denver	28,085	9,467	27,286	8,382	8,382	22,742	6,476	15,988	34,990	12,700	10,064	10,898
Fort Worth	16,287	13,830	16,682	12,786	12,786	12,471	12,880	12,778	10,982	31,838	21,330	11,873
Kansas City	30,126	14,929	30,075	45,165	45,165	38,588	24,417	23,662	27,787	46,663	28,840	28,304
New York	18,753	8,468	9,894	12,230	12,230	24,345	6,345	10,678	14,310	17,592	76,965	14,008
Philadelphia	24,639	9,539	8,454	9,212	9,212	55,090	11,166	17,177	16,877	7,129	11,526	12,169
Riverside	6,015	2,564	10,506	2,988	2,988	5,095	12,682	1,786	2,594	9,376	3,525	5,564
Seattle	7,382	2,860	6,018	4,621	4,621	22,863	5,932	4,196	3,238	5,175	4,671	2,466
St. Louis	25,499	5,771	19,102	8,810	8,810	17,253	12,051	8,886	14,329	15,387	16,657	14,865

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.)

	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June	July	August
Monthly Total (A+P+R)	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	3,938,703	4,236,645
Agency-Wide Total	281,441	158,630	294,966	467,655	467,655	1,452,142	749,271	465,852	644,390	1,797,708	650,314	919,134
US National Archives	234,639	132,593	254,315	276,718	276,718	1,417,961	716,037	432,782	597,432	1,728,850	539,177	832,923
Afro-American HS	232	374	448	207	207	418	184	201	148	574	296	714
Assembly	9	10	39	11	11	28	7	34	11	673	494	282
Archival Recovery	2,674	1,772	1,248	13,396	13,396	1,246	711	1,028	317	1,568	2,135	3,776
Constitution	17,025	2,327	4,992	14,014	14,014	14,014	15,949	16,490	10,425	8,323	13,734	4,469
Federal Register	1,084	322	1,354	4,355	4,355	3,104	809	275	1,314	1,389	9,135	1,470
Federal Records Centers	460	1,250	208	547	547	441	101	36	46	100	143	80
Applied Research	717	758	639	291	291	295	599	169	420	1,427	648	1,192
NHPRC	7,701	5,039	7,415	12,292	12,292	4,573	5,969	3,682	6,605	17,812	15,716	34,326
Noon Lectures	327	889	966	286	286	343	316	231	689	353	9,660	157
Preservation	3,185	1,939	6,111	3,601	3,601	2,376	1,797	3,128	2,119	12,707	21,185	13,089
Research	5,572	4,796	3,265	1,585	1,585	1,758	1,822	2,134	1,568	6,690	5,768	10,071
Today's Document	2,182	2,981	2,106	138,263	138,263	2,080	1,491	1,681	1,338	5,876	10,511	5,306
Students and Interns	1,032	823	690	747	747	1,725	1,444	1,183	1,681	3,168	10,180	4,460
Electoral College	216	835	495	56	56	564	708	944	624	544	1,966	702
Education	4,386	1,922	10,675	1,286	1,286	1,216	1,327	1,854	19,653	7,654	9,566	6,117
Presidential Total	483,261	314,753	546,950	440,685	449,405	801,015	750,803	2,427,096	1,487,671	4,253,037	3,174,532	3,260,596
Bush	77,999	61,330	98,753	59,642	59,642	162,904	107,784	727,050	120,169	629,981	300,574	233,948
GWB	80,941	17,307	53,139	19,010	19,010	234,321	189,848	922,008	269,923	1,383,382	1,908,418	1,734,364
Carter	17,239	14,533	19,835	28,634	28,634	26,698	49,516	55,804	43,886	59,753	82,892	56,564
Clinton	27,733	22,209	22,830	10,123	10,123	13,900	32,512	23,589	447,526	20,622	143,993	100,713
Eisenhower	18,575	13,023	21,990	24,005	24,005	24,648	21,982	9,400	34,322	1,544,473	216,690	227,593
Ford Library	9,727	4,469	8,952	3,063	3,063	4,591	4,727	4,193	14,865	4,980	13,499	10,048
Ford Museum	84,634	52,395	58,696	6,571	15,291	14,092	19,803	42,509	68,072	60,168	72,133	70,797
Hoover	10,699	12,767	10,099	9,947	9,947	8,783	16,297	15,731	20,660	22,244	26,292	22,481

Johnson	24,298	17,217	62,120	60,908	60,908	75,791	83,679	503,108	121,264	82,748	95,596	156,019
Nixon	52,813	51,220	123,180	161,550	161,550	148,585	123,936	39,478	173,445	131,666	122,194	273,489
Reagan	13,329	2,329	3,662	5,094	5,094	6,505	3,331	2,216	8,083	6,066	6,987	5,911
Roosevelt	32,852	26,493	31,193	30,356	30,356	43,085	61,556	34,793	28,506	230,544	54,644	161,829
Truman	32,422	19,461	32,501	21,782	21,782	37,112	35,832	47,217	136,950	76,410	130,620	206,840
Regional Total	49,901	24,695	54,064	51,137	50,965	79,658	32,643	31,202	58,714	75,887	113,857	56,915
Anchorage	48	240	331	335	163	42	527	169	1,349	684	420	
Atlanta	4,466	2,106	3,822	2,804	2,804	10,195	2,954	2,829	6,278	6,142	12,122	4,901
Boston	5,260	6,958	9,187	18,113	18,113	3,755	5,261	4,944	7,552	15,646	27,610	12,313
Chicago	1,580	1,896	2,464	1,209	1,209	1,899	2,080	990	10,184	4,399	4,134	10,564
Denver	6,247	1,659	10,599	964	964	8,757	1,322	5,506	14,859	4,433	3,763	3,471
Fort Worth	2,919	2,937	2,435	1,815	1,815	1,978	1,826	1,919	2,357	9,219	3,961	2,648
Kansas City	4,772	3,361	7,386	16,183	16,183	11,598	6,082	4,457	4,977	17,657	8,758	8,874
New York	7,261	2,285	3,320	4,184	4,184	9,075	1,646	2,702	2,868	6,399	41,658	4,805
Philadelphia	2,847	994	983	1,705	1,705	16,990	2,540	3,892	3,765	1,800	2,583	3,641
Riverside	1,544	429	3,933	694	694	1,398	4,514	352	547	2,916	1,012	1,134
Seattle	3,001	588	1,022	1,296	1,296	9,853	524	1,065	502	1,216	1,734	731
St. Louis	9,956	1,242	8,582	1,835	1,835	4,118	3,367	2,377	3,476	5,376	6,102	3,833

APPENDIX V: Twitter Followers (Cumulative)

*Estimated

	Sept	Oct	Nov	Dec*	Jan*	Feb*	March	Apr	May	June	July	August
archivespres	1,983	2,079	2,210	2,210	2,210	2,210	2,607	2,703	2,803	2,901	2,980	3,075
dferriero	2,458	2,494	2,559	2,559	2,559	2,559	2,699	2,787	2,823	2,853	2,913	2,956
Discovercivwar	5,336	5,512	5,602	5,602	5,602	5,602	5,818	5,889	5,927	5,952	6,000	6,032
DocsTeach	2,988	3,162	3,366	3,366	3,366	3,366	4,157	4,335	4,515	4,698	4,895	5,125
ElectoralCollge	2,284	2,278	2,279	2,279	2,279	2,279	2,273	2,281	2,275	2,276	2,278	2,273
FedRegister	5,697	5,767	5,888	5,888	5,888	5,888	6,365	6,468	6,592	6,705	6,839	7,024
NARAMediaLabs			89	89	89	89	270	316	357	400	445	482
NARA_RecMgmt	3,747	3,877	4,029	4,029	4,029	4,029	4,481	4,580	4,672	4,751	4,834	4,924
TodaysDocument	8,188	8,687	9,397	9,397	9,397	9,397	12,100	12,700	13,229	13,900	14,918	15,723
USNatArchives	25,587	26,999	29,313	29,313	29,313	29,313	36,100	37,600	39,173	41,495	43,603	45,878
ArchivesInnov							261	302	334	362	392	415
archivesnews	24,814	25,099	25,321	25,321	25,321	25,321	26,100	26,200	26,431	26,700	26,883	27,086
bushlibrary	10,031	10,305	10,712	10,712	10,712	10,712	13,600	14,100	14,572	15,200	16,017	16,773
CarterLibrary	6,862	7,062	7,348	7,348	7,348	7,348	8,359	8,628	8,777	8,891	9,088	9,263
IkeLibrary	3,251	3,425	3,768	3,768	3,768	3,768	4,757	5,004	5,370	5,588	5,792	5,996
FDRLibrary	2,860	3,039	3,363	3,363	3,363	3,363	4,205	4,448	4,710	4,904	5,115	5,310
GWBLibrary	5,302	5,695	6,001	6,001	6,001	6,001	7,292	7,601	7,843	8,126	8,566	8,968
IkeandHarry2012	516	529	541	541	541	541	577	588	591	592	596	605
JFKLibrary	19,351	19,751	37,025	37,025	37,025	37,025	25,900	26,500	26,883	27,400	27,894	28,394
LBJLibrary	4,361	4,597	5,053	5,053	5,053	5,053	6,026	6,428	6,649	6,846	7,259	7,516
OurPresidents	4,975	5,226	5,913	5,913	5,913	5,913	7,540	7,848	8,136	8,517	8,990	9,684
Reagan_Library	596	679	784	784	784	784	1,044	1,108	1,191	1,271	1,358	1,426
TrumanLibrary									1,354	1,419	1,672	1,871
WJCLibrary	14,122	15,790	17,459	17,459	17,459	17,459	25,000	27,400	30,319	33,000	35,938	40,954
atlantaarchives	709	738	770	770	770	770	884	928	956	996	1,045	1,097
KCArchives	500	538	580	580	580	580	761	813	857	898	933	979
CongressArchive							515	598	653	714	820	902
NARAFRC	297	322	332	332	332	332	364	363	369	371	374	377
StLouisArchives	65	69	74	74	74	74	87	90	93	93	94	94
TOTAL	156,880	163,719	189,776	189,776	189,776	189,776	210,142	218,606	228,454	237,819	248,531	261,202

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

*Estimated

	Sept	Oct	Nov	Dec	Jan*	Feb	March	Apr	May	June	July	August
Page Views	4,132	6,192	9,702	13,195	13,195	19,241	16,494	5,331	3,629	2,907	2,776	3,062
Track Downloads	3,385	4,651	5,868	8,992	8,992	12,749	4,568	3,045	2,404	2,848	2,728	2,013
Subscriptions	688	1,125	1,682	1,783	1,783	2,712	2,112	929	554	509	459	416

APPENDIX VII: Google+ Followers

*Estimated

	Sept	Oct	Nov	Dec*	Jan*	Feb*	March*	Apr	May	June	July	August
Monthly Followers	10,774	13,244	12,541	3,690	3,690	3,690	3,690	3,692	15,467	4,422	6,492	8,252
Cumulative Followers	171,703	184,947	197,488	201,178	204,868	208,558	212,248	215,940	231,407	235,829	242,321	250,573

APPENDIX VIII: Pinterest Followers (Cumulative)

*Estimated

	Sept	Oct	Nov	Dec*	Jan*	Feb*	March	Apr	May	June	July	August
US National Archives	2,153	2,289	2,420	2,420	2,420	2,420	2,512	3,166	3,253	3,322	3,417	3,569
Our Presidents	471	482	495	495	495	495	495	602	613	622	639	656

APPENDIX IX: Instagram Followers (Cumulative)

	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June	July	August
US National Archives							584	645	764	976	1,253	1,553
Ike Library							31	44	64	89	102	112
Clinton Library									82	89	136	158

APPENDIX X: HistoryPin Channel Views(Cumulative)

	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June	July	August
Channel Views							16,290	16,866	17,461	17,849	18,292	19,263