

SEPTEMBER FY2014 OVERVIEW

| Social Media Tool | Monthly Views | Monthly Visits/Users |
|---------------------------------------|------------------------|--------------------------|
| Archives.gov Blogs | 59,626 Views | 30,141 Visitors |
| Tumblr Blogs | 30,281 Views | 13,312 Visitors |
| Facebook | 17,788,179 Impressions | 5,203,696 Reach |
| National Archives YouTube Channel | 167,194 Views | 12,609 Total Subscribers |
| Flickr (USNatArchives & ArchivesNews) | 2,048,275 Views | 7,946 Total Contacts |
| Our Archives Wiki | 2,273 Views | 403 Total Editors |
| Twitter (all NARA feeds) | -- | 272,469 Total Followers |
| FourSquare | 1,000 New Check-ins | 0 New Followers |
| iTunes U | 11,763 Views | 1,322 New Subscribers |

FISCAL YEAR COMPARISON

| Social Media Tool | FY 2014 Views (to date) | FY 2013 Views |
|---------------------------------------|-------------------------|---------------|
| Archives.gov Blogs | 641,494 | 761,590 |
| Tumblr Blogs | 501,398 | 615,629 |
| Facebook | 88,139,965 | 39,491,534 |
| National Archives YouTube Channel | 1,127,103 | 872,926 |
| Flickr (USNatArchives & ArchivesNews) | 45,024,298 | 11,258,709 |
| Our Archives Wiki | 164,891 | 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 |

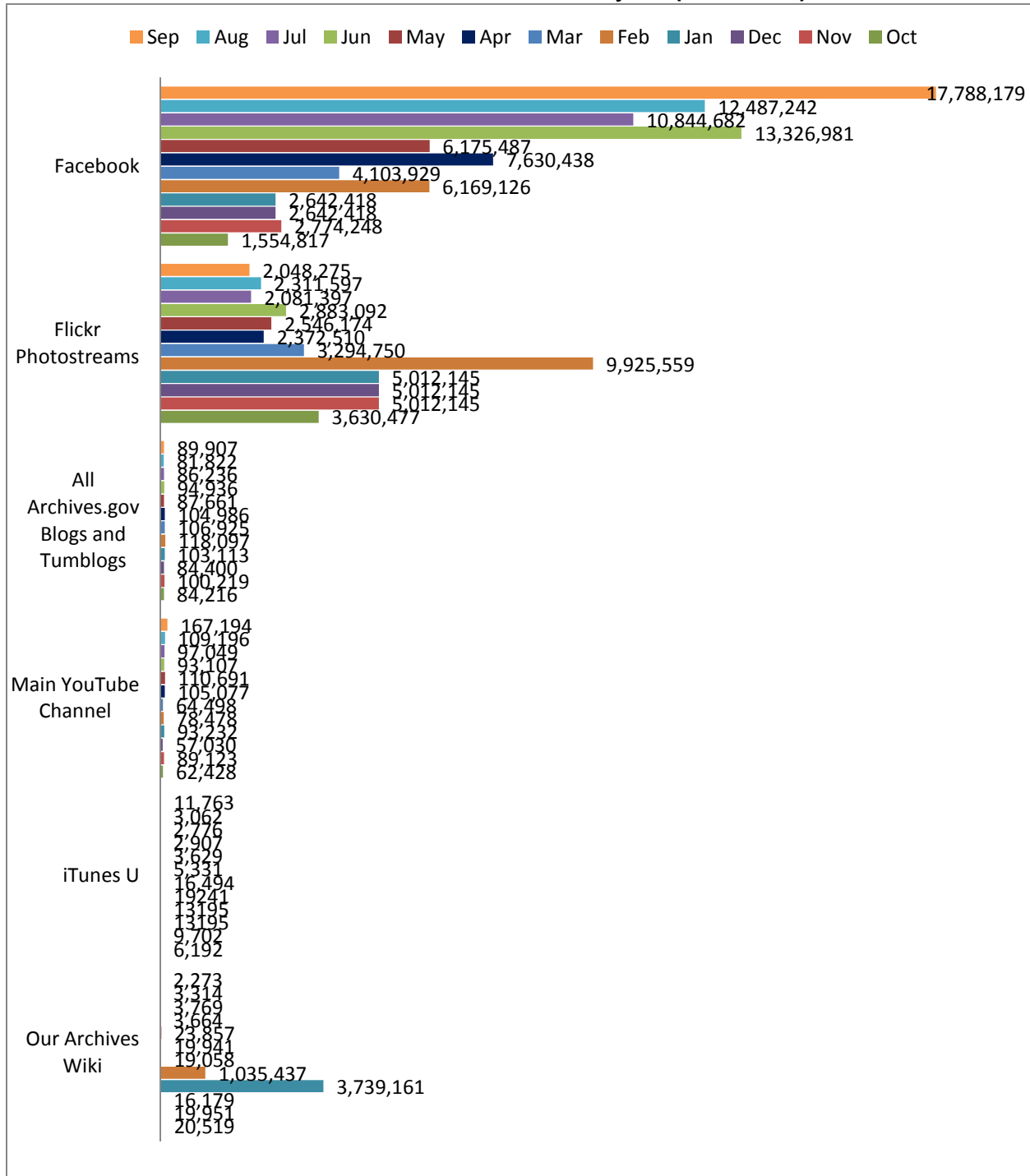
INTERNAL (NARA@WORK) BLOGS

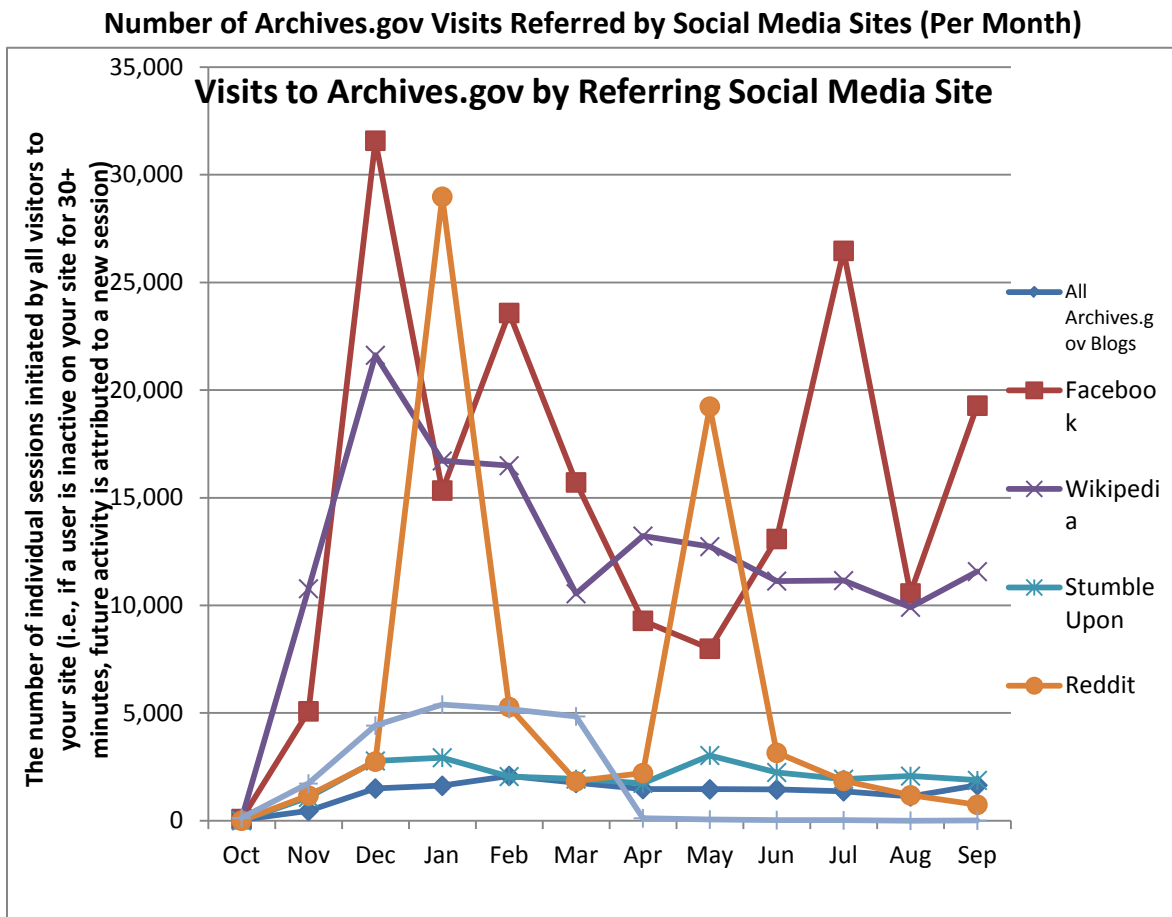
- | | | |
|--|-----------------------------|----------------|
| 1. Archivist's Task Force on Agency Transformation | 2. Declarations | 4. NRMP Ledger |
| | 3. NR Better Workplace Blog | |

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 | • Wikispaces |
| • GitHub | • Pinterest | • YouTube |
| • Google+ | • RSS Feeds | |

Views: on External Social Media Projects (Per Month)



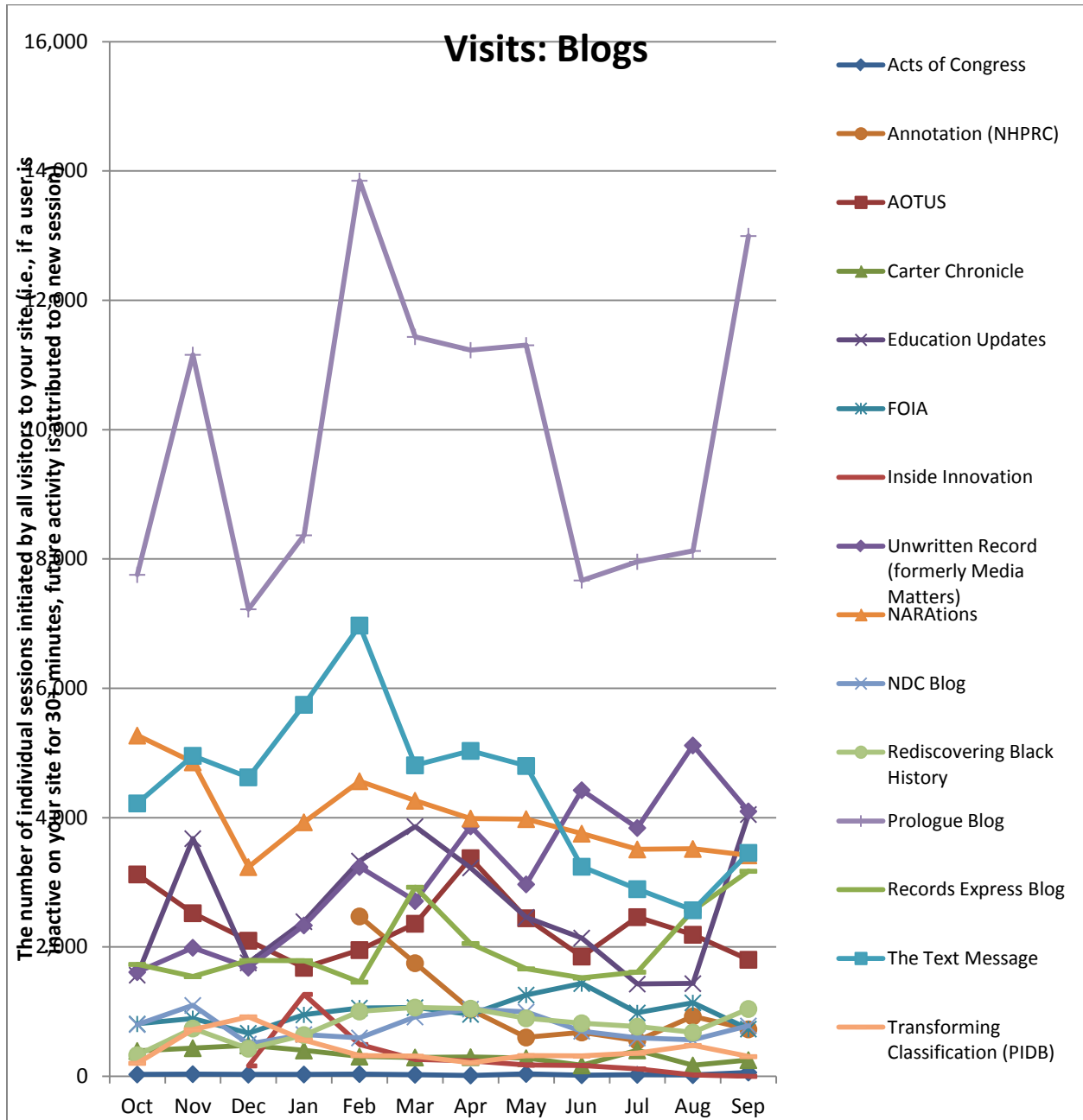


New External Social Media Projects: September Projects

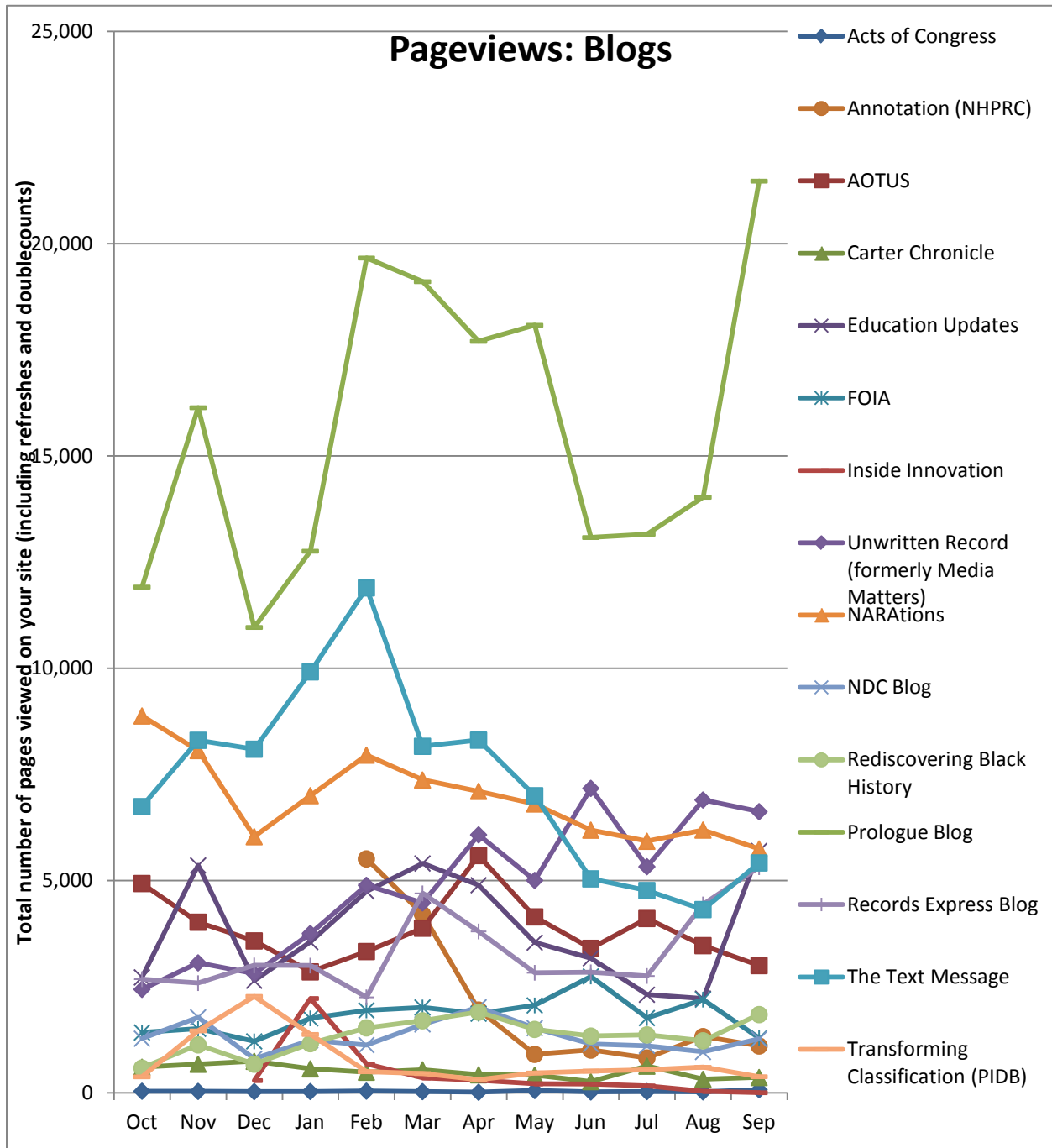
| | Dipity | Facebook | Flickr | Twitter | Eventbrite | Tumblr | Blog | YouTube | Instagram |
|-----------|--------|----------|--------|---------|------------|--------|------|---------|-----------|
| October | | | | | | | | | |
| November | | | | 1 | | | | | |
| December | | | | | | | | | |
| January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

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

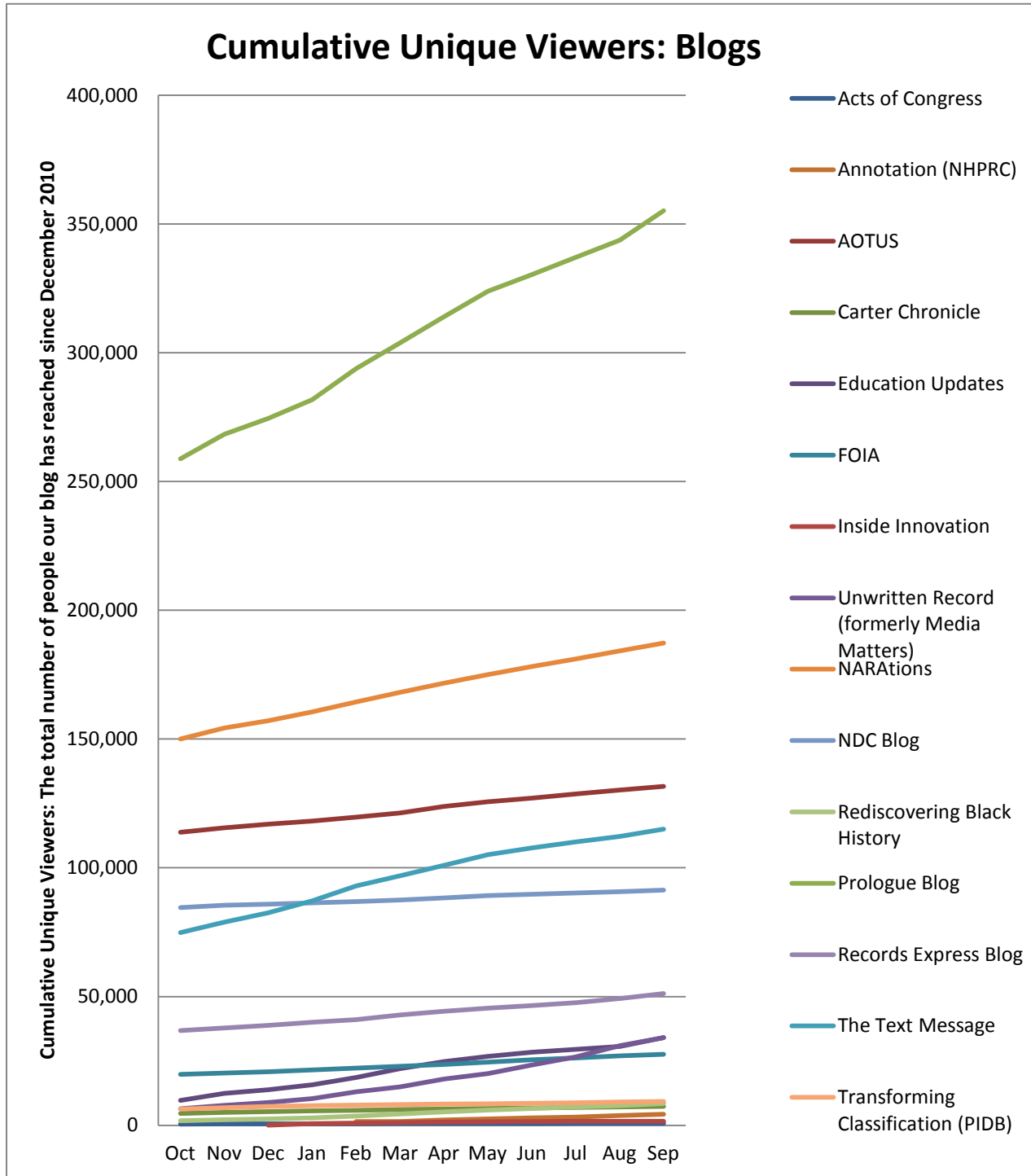
Blog Visits (Source: Appendix II.A)



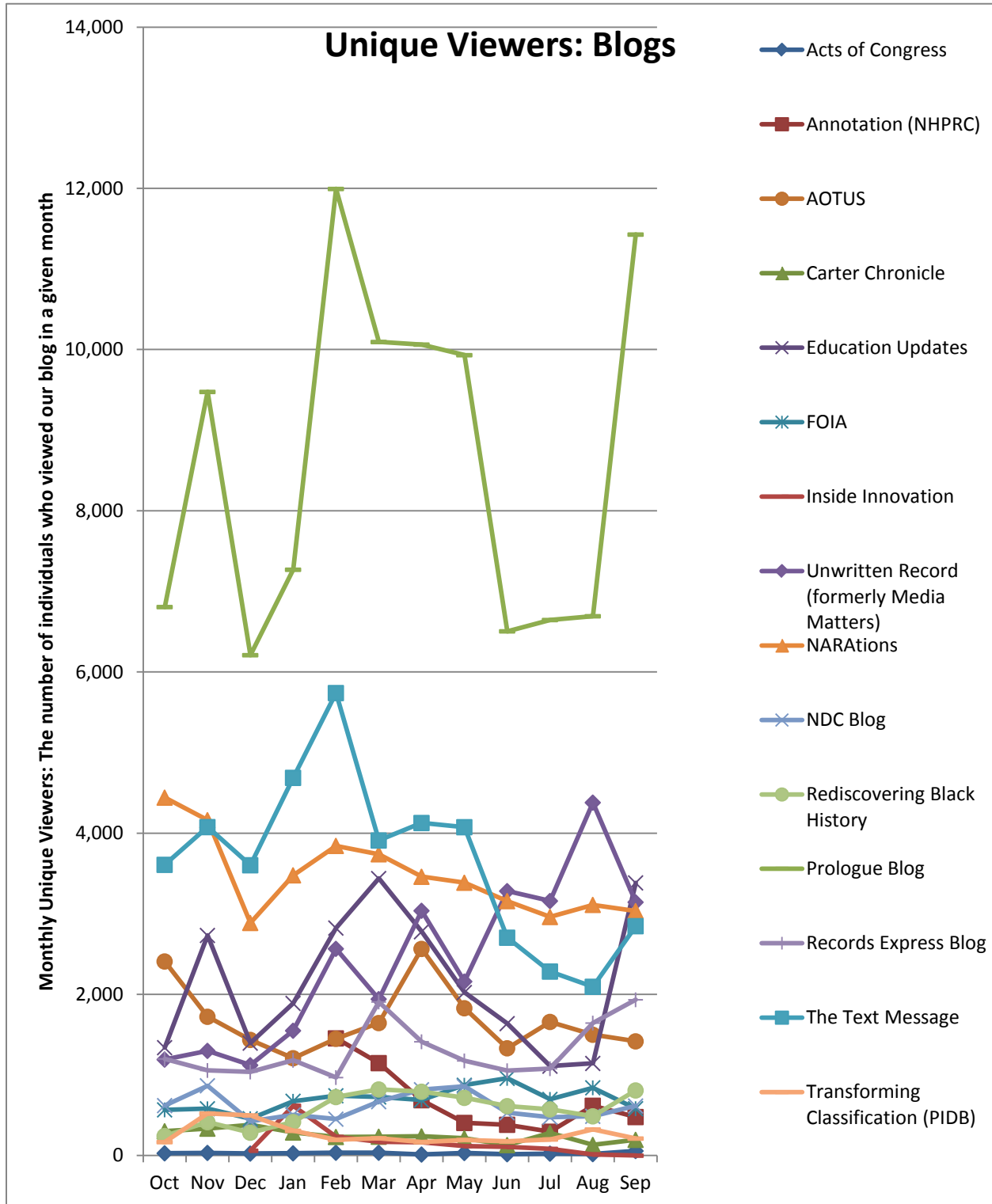
Blog Pageviews (Source: Appendix II.B)



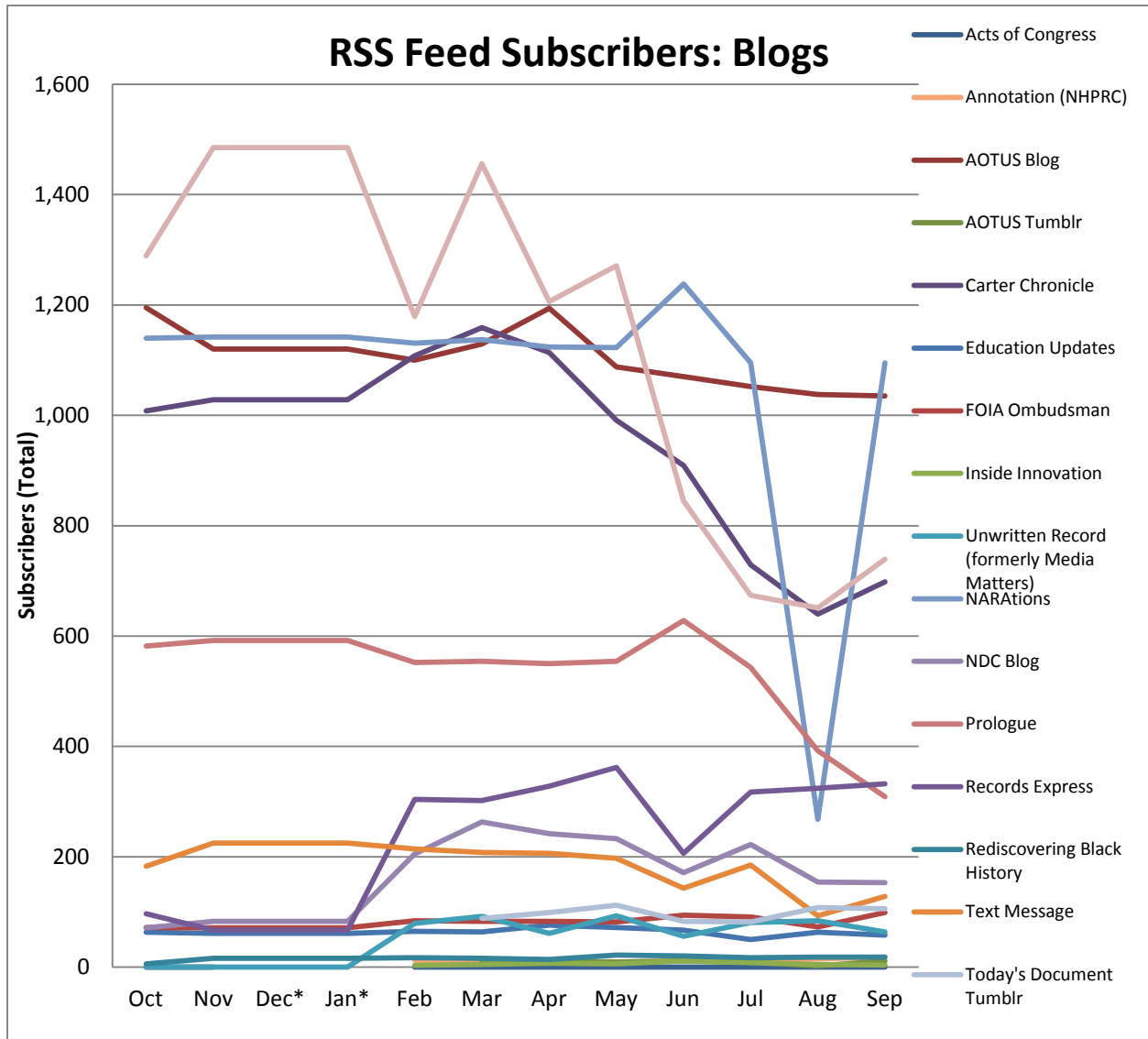
Blog Cumulative Unique Viewers (Source: Appendix II.C)



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



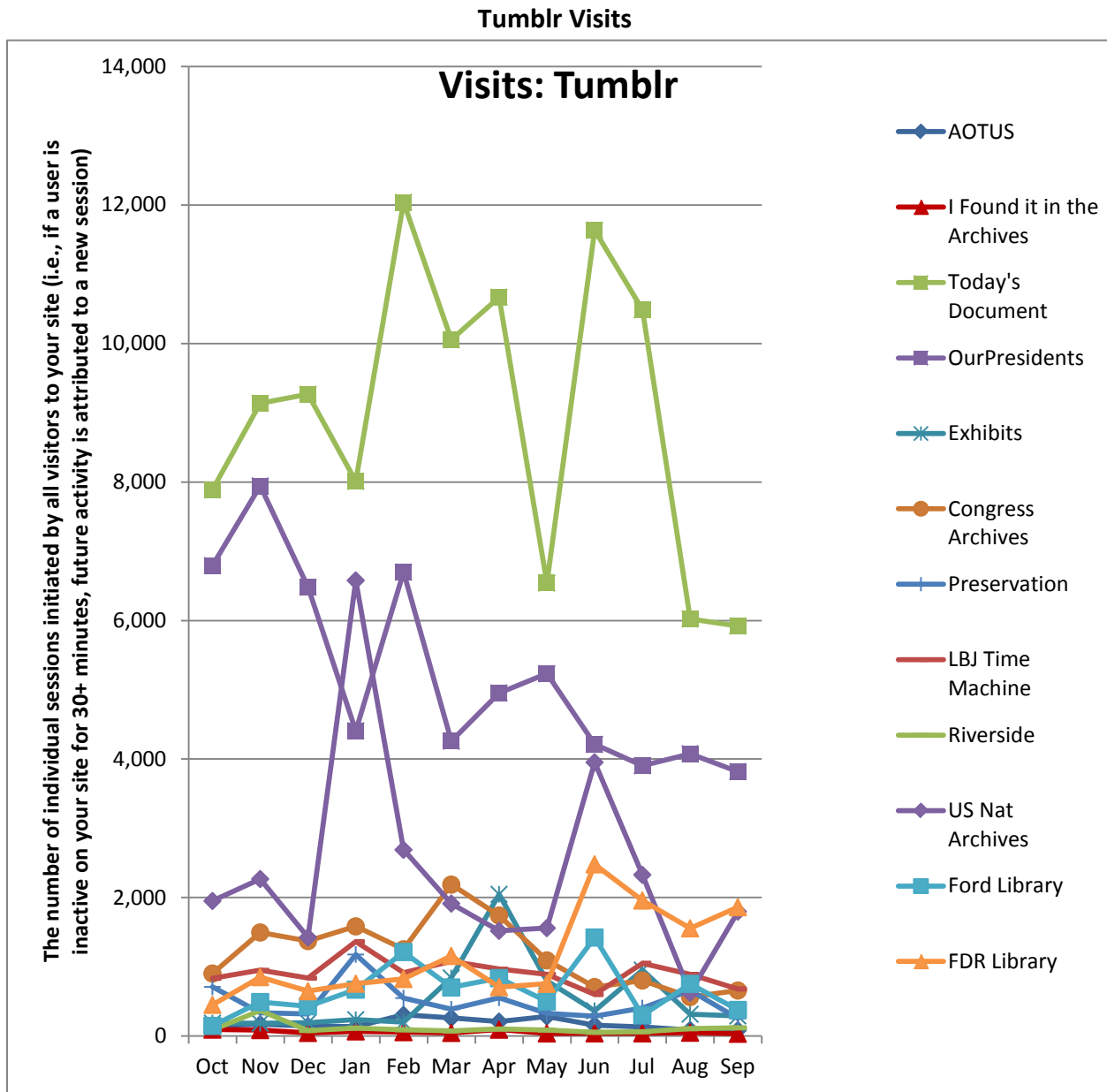
Total RSS Feed Subscribers to Archives.gov Blogs (Source: Appendix III)



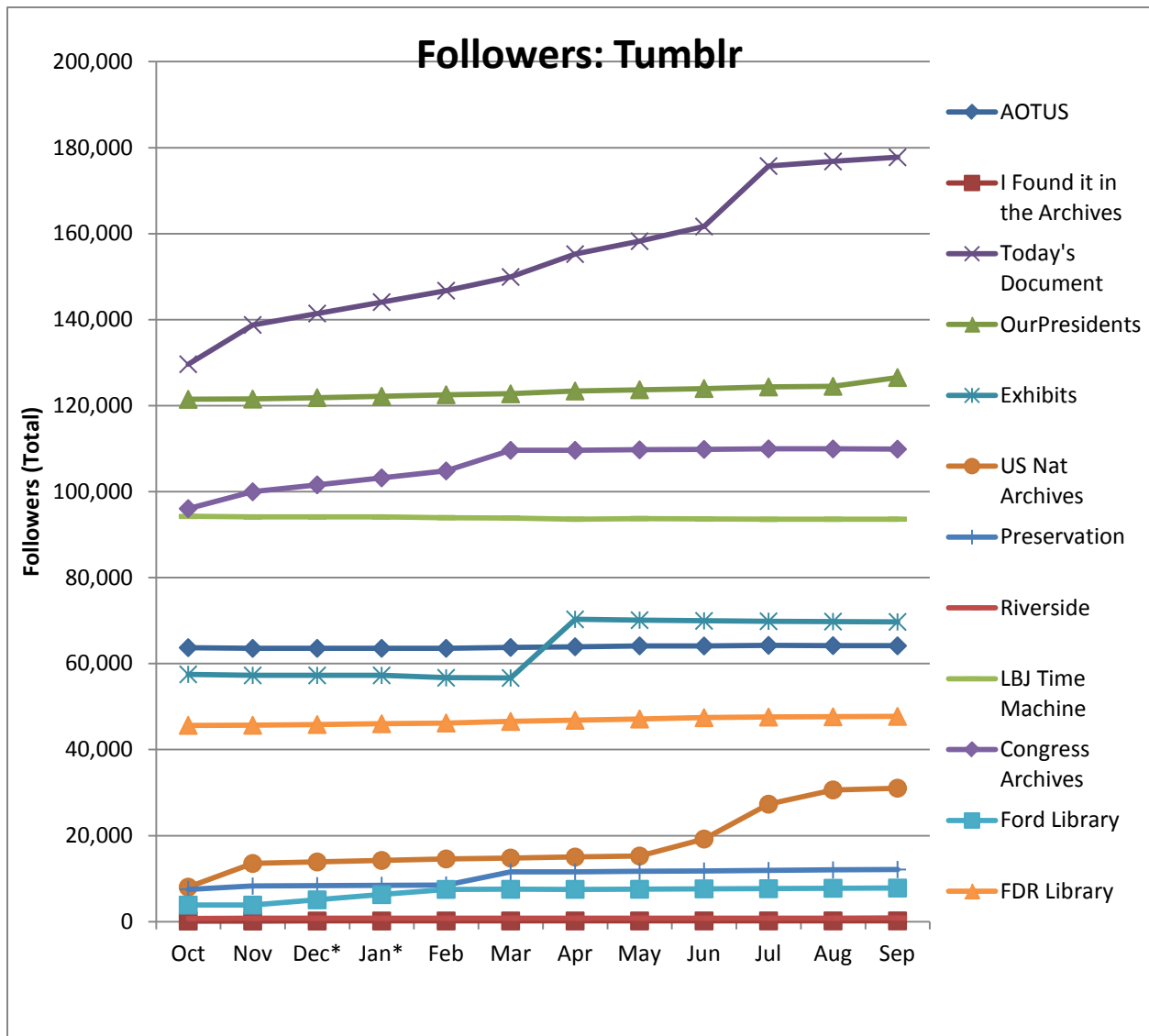
Top 5 Most Viewed Blog Posts in September

| Blog | Pageviews | Post Title |
|----------------------|-----------|---|
| Prologue | 1,354 | Teddy Roosevelt and Abraham Lincoln in the same photo |
| Education Updates | 1,346 | Constitution Day is September 17! |
| Prologue | 700 | 9/11: An Address to the Nation |
| The Unwritten Record | 656 | The First D-Day Documentary |
| Prologue | 643 | Ten years later: Handling 9/11 Commission Records |

Social Media Tools: Detail View – Tumblr

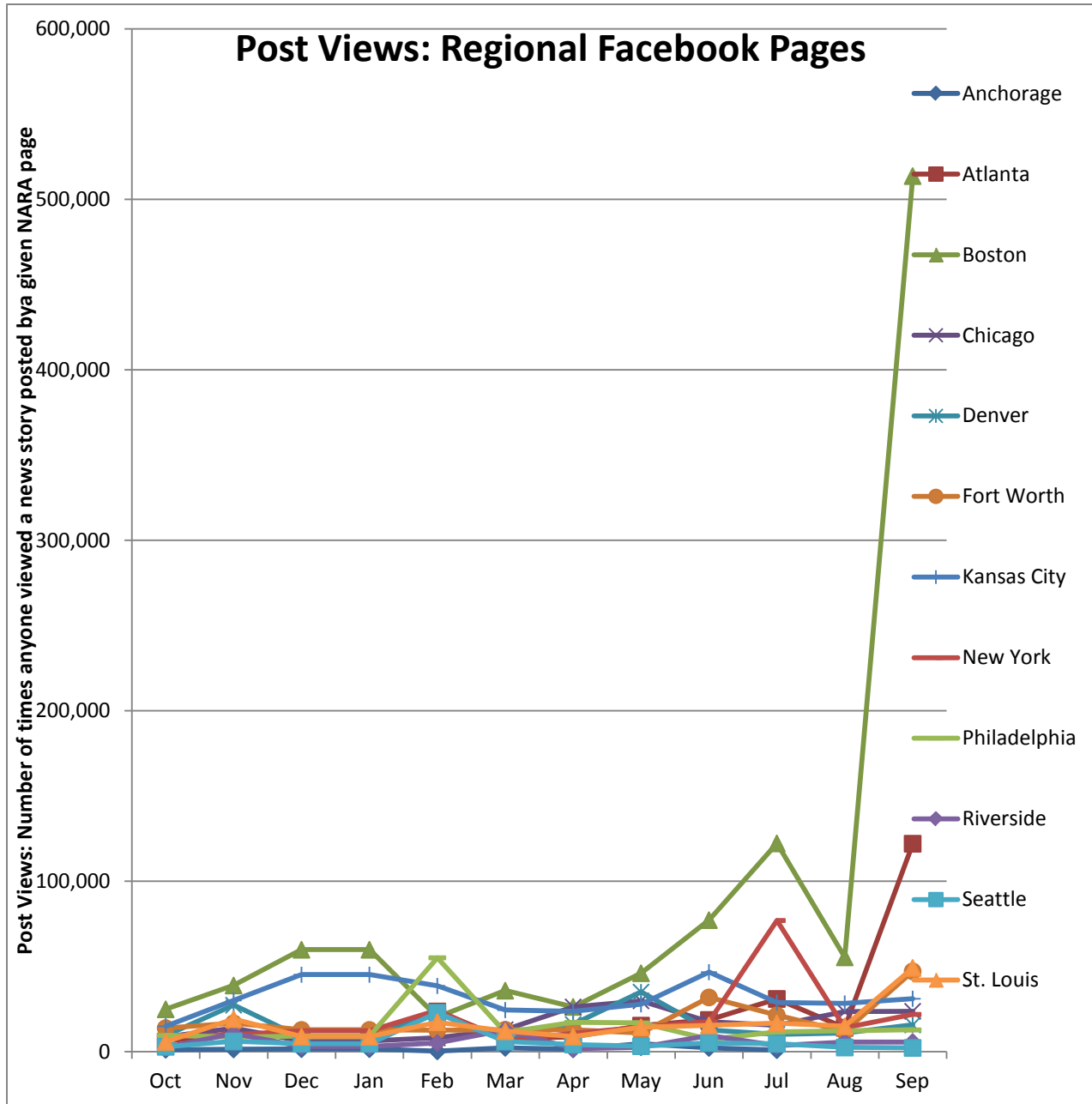


Followers on Tumblr (Source: Appendix IV)

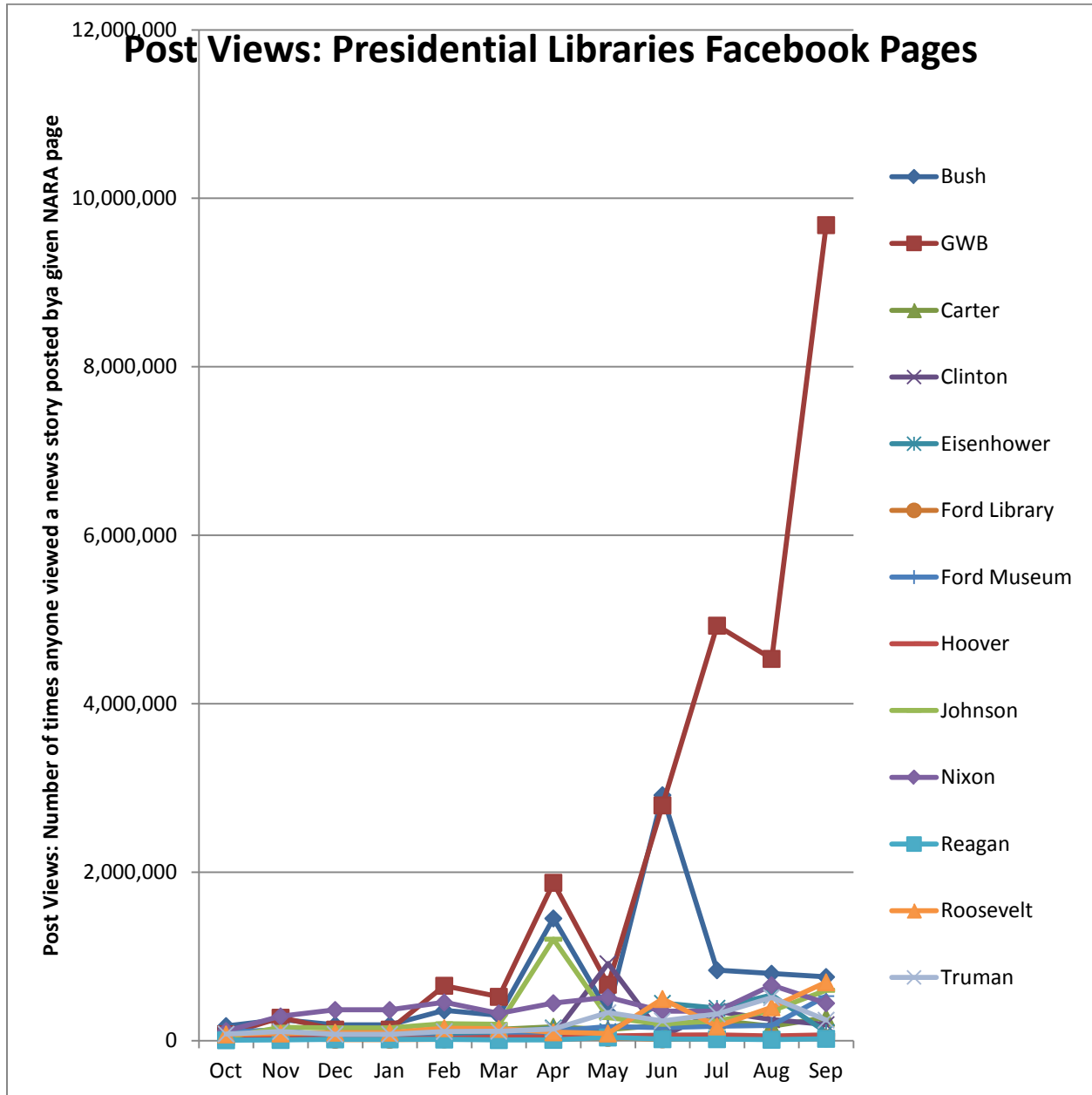


Social Media Tools: Detail View – Facebook

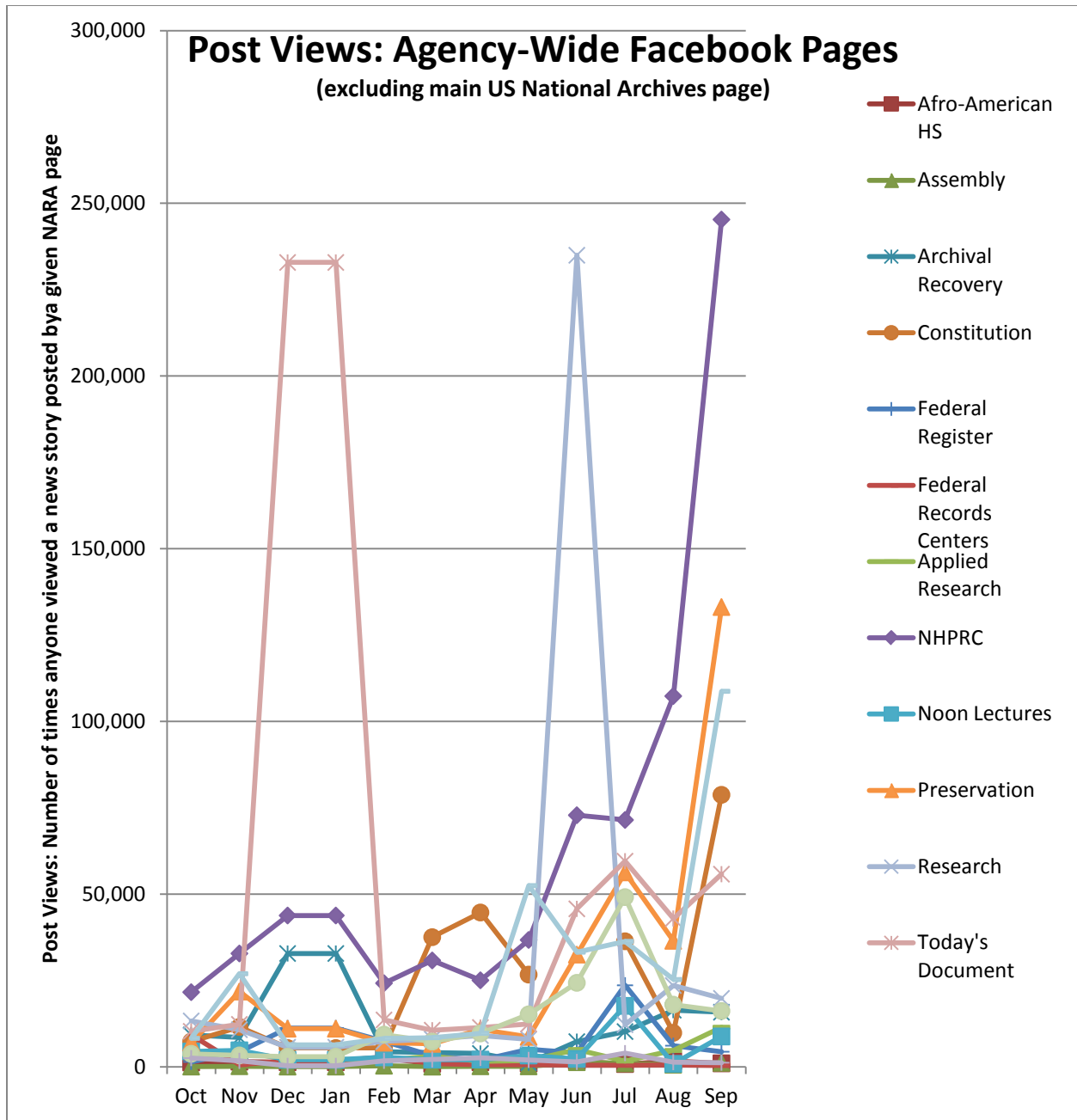
Post Views on Regional Pages (Source: Appendix IV.A)

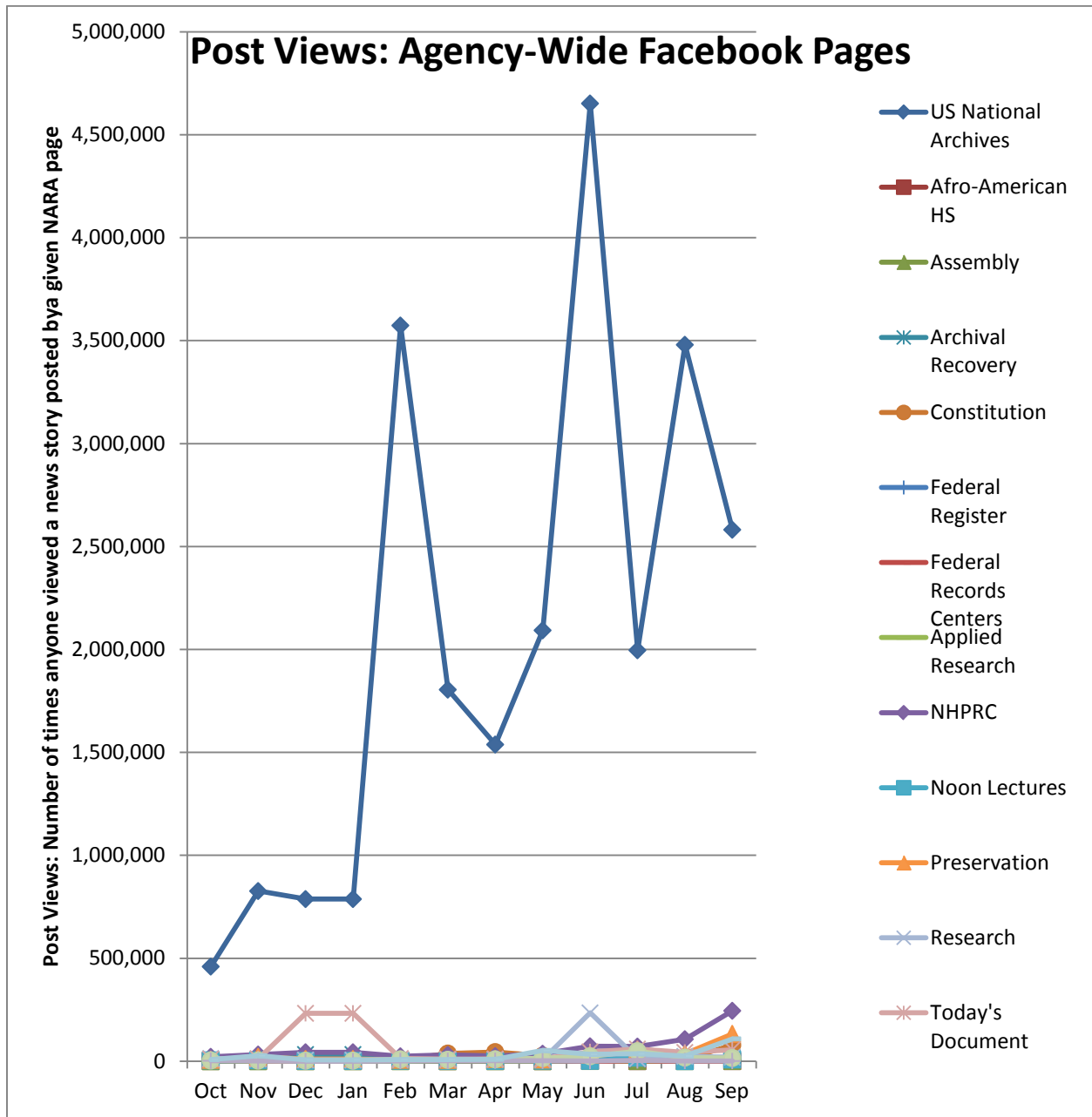


Post Views on Presidential Library Pages (Source: Appendix IV.A)

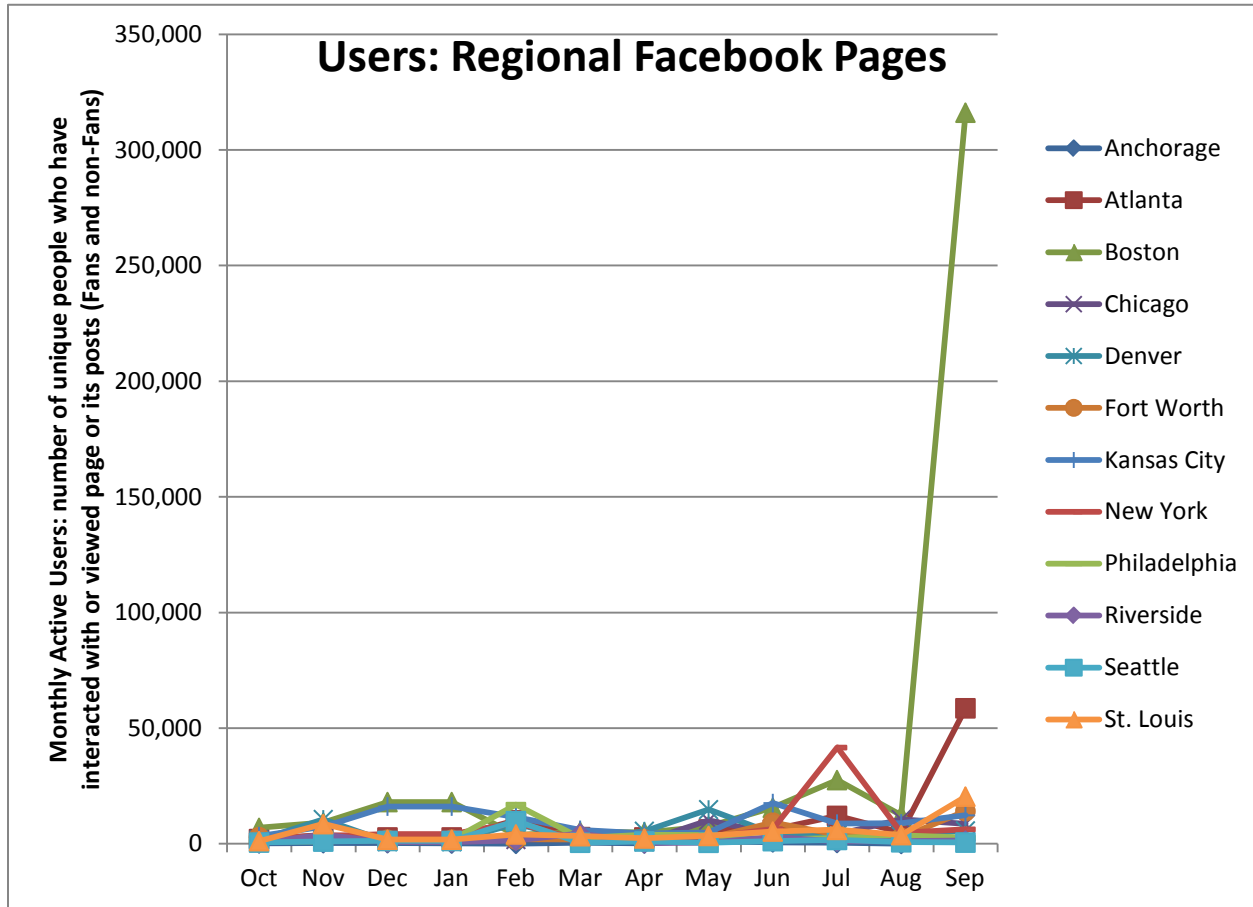


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

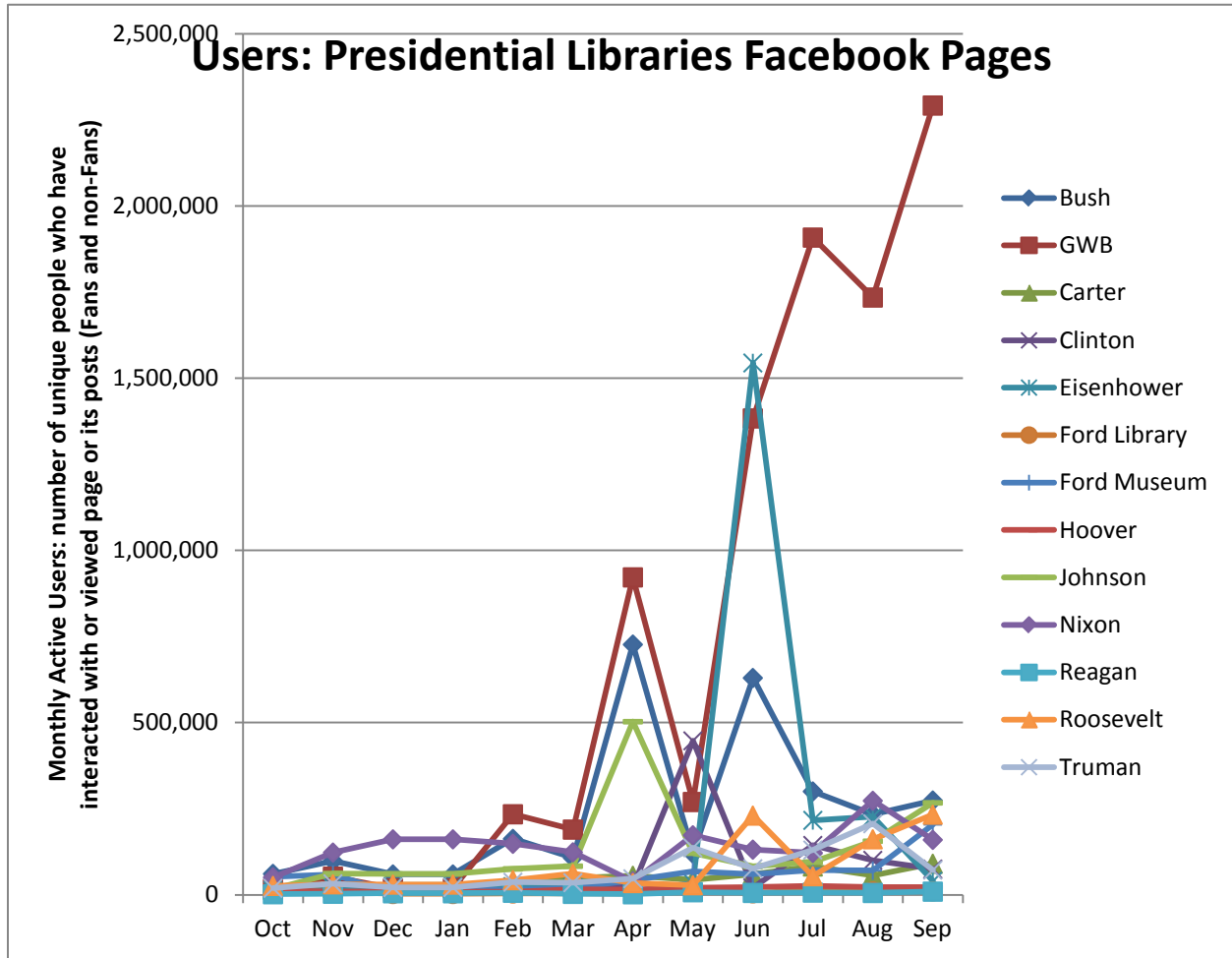




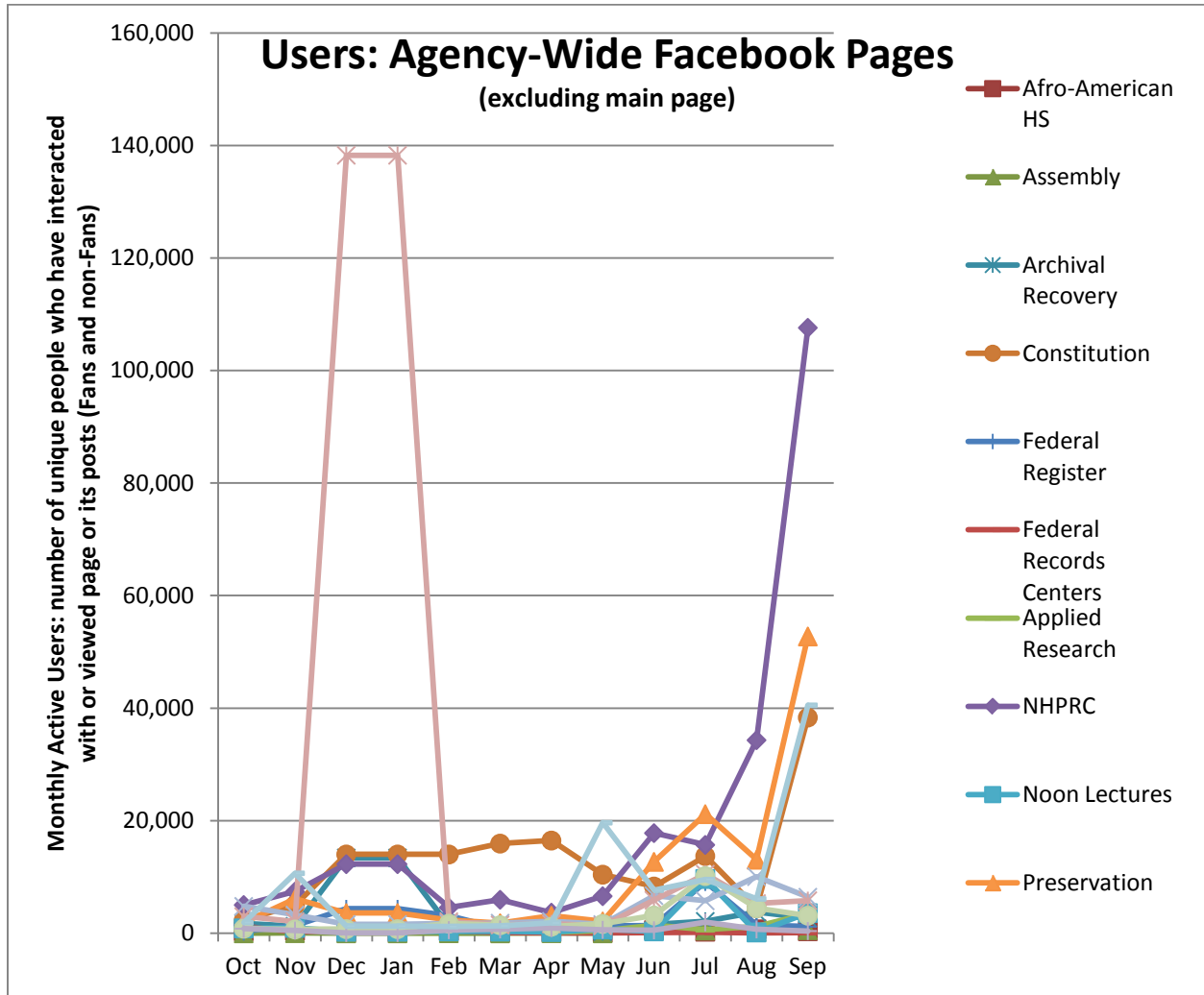
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

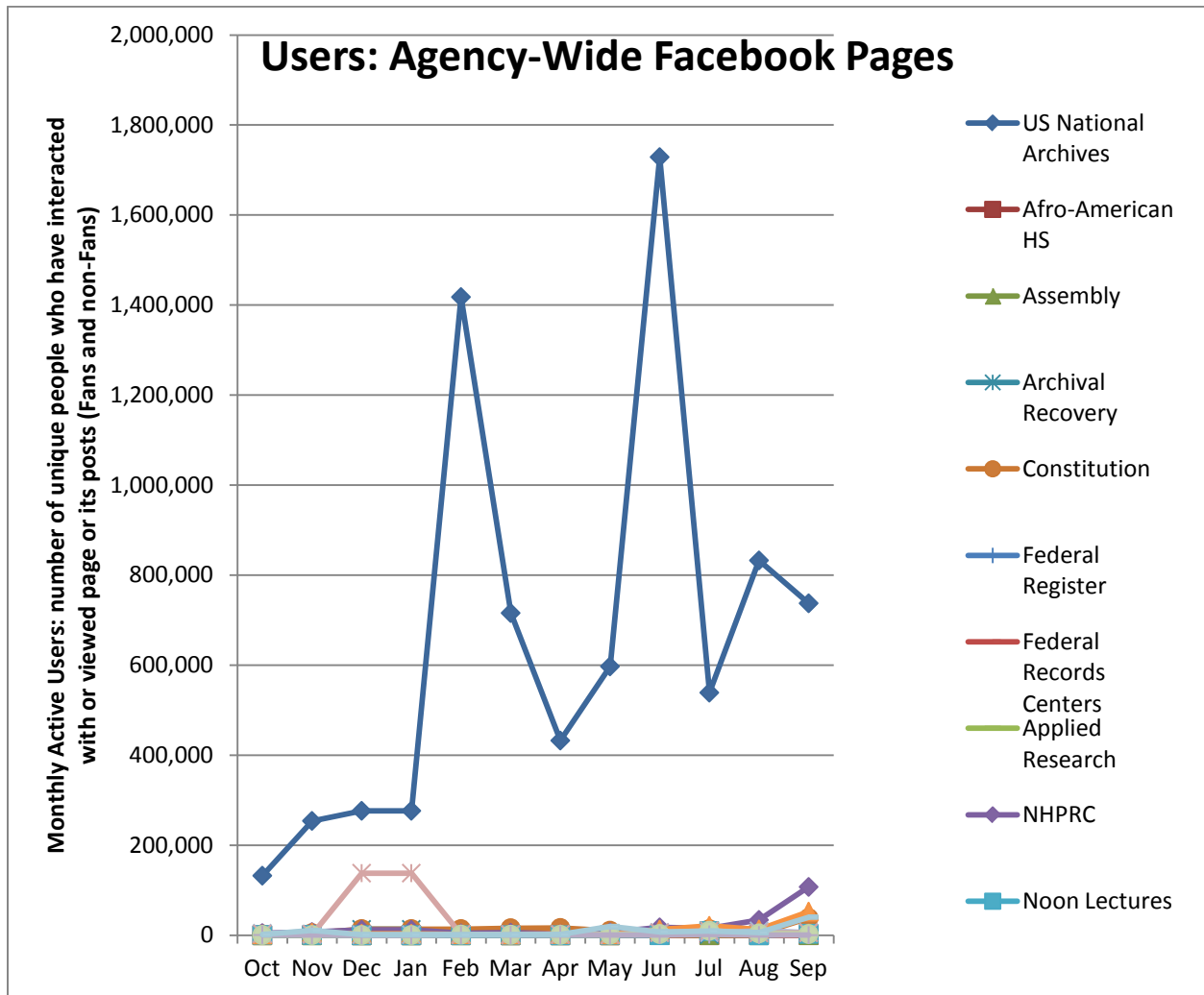


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



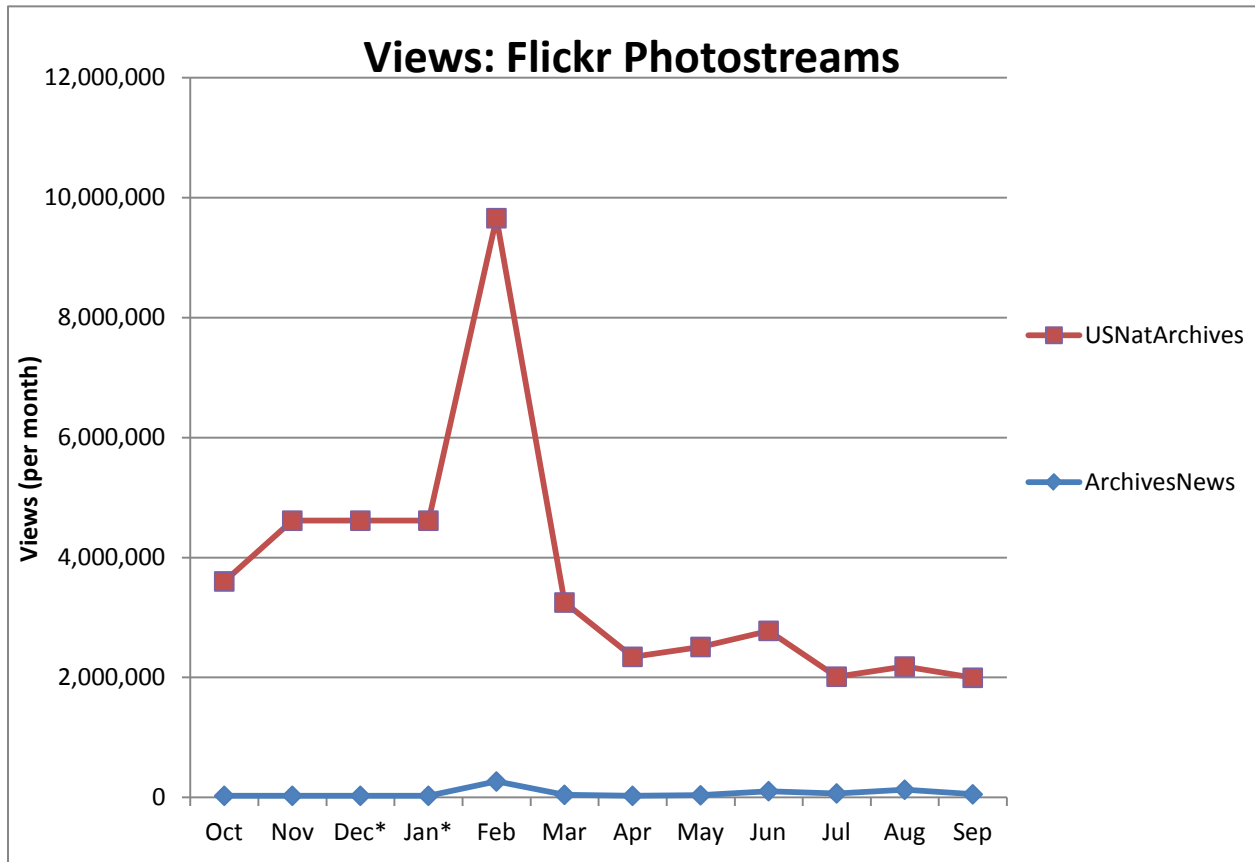
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



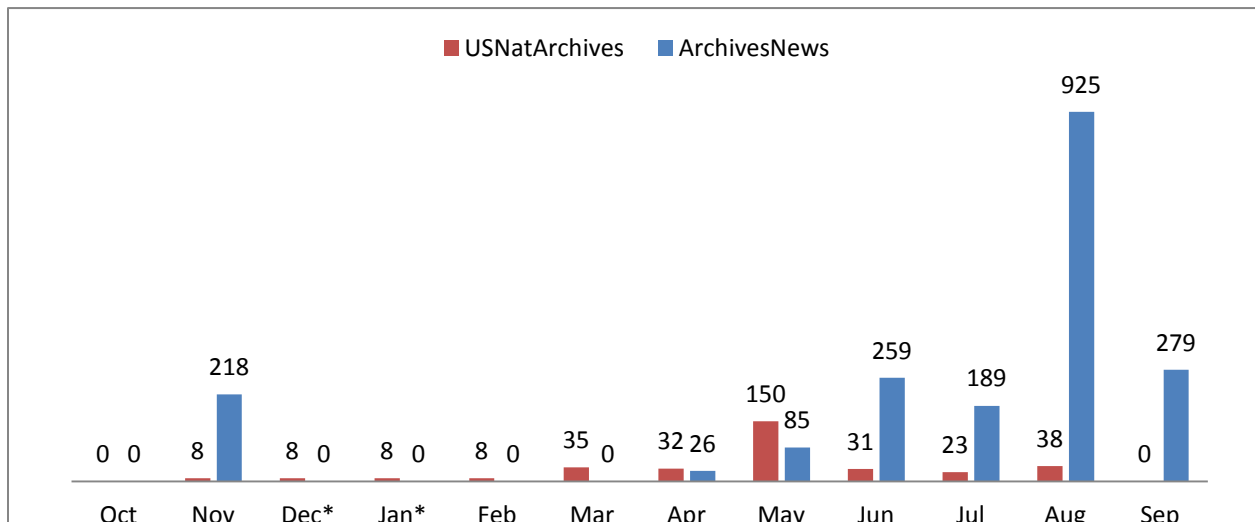


Social Media Tools: Detail View – Flickr

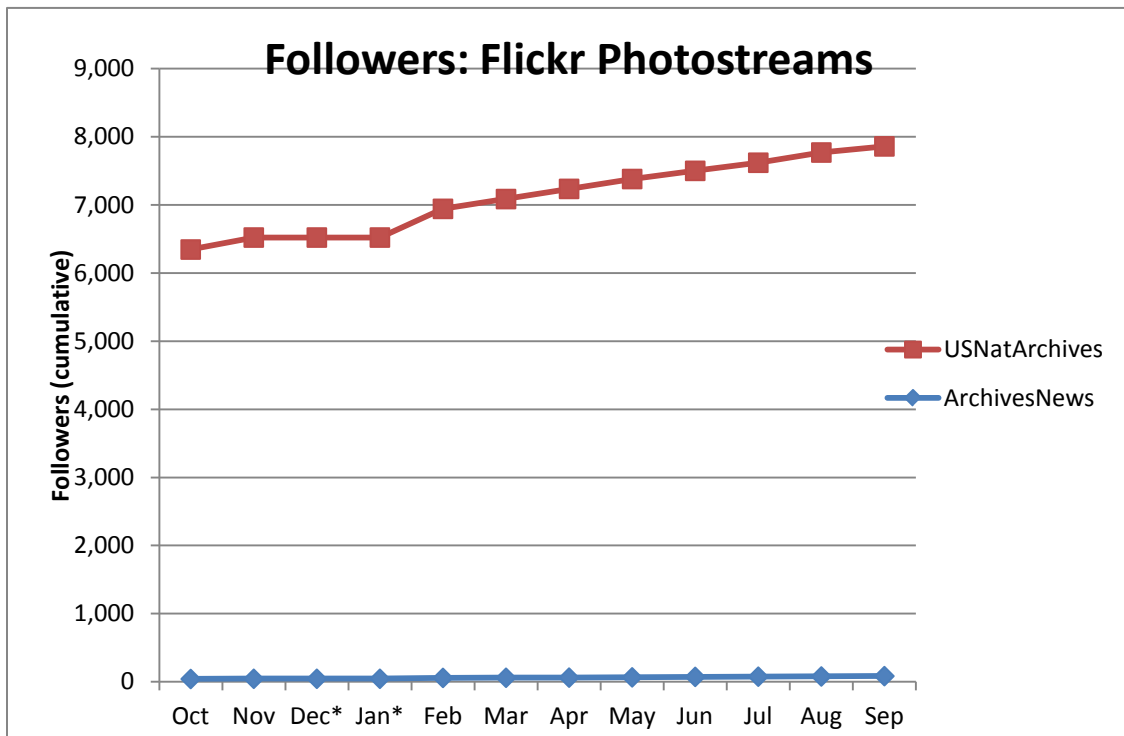
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

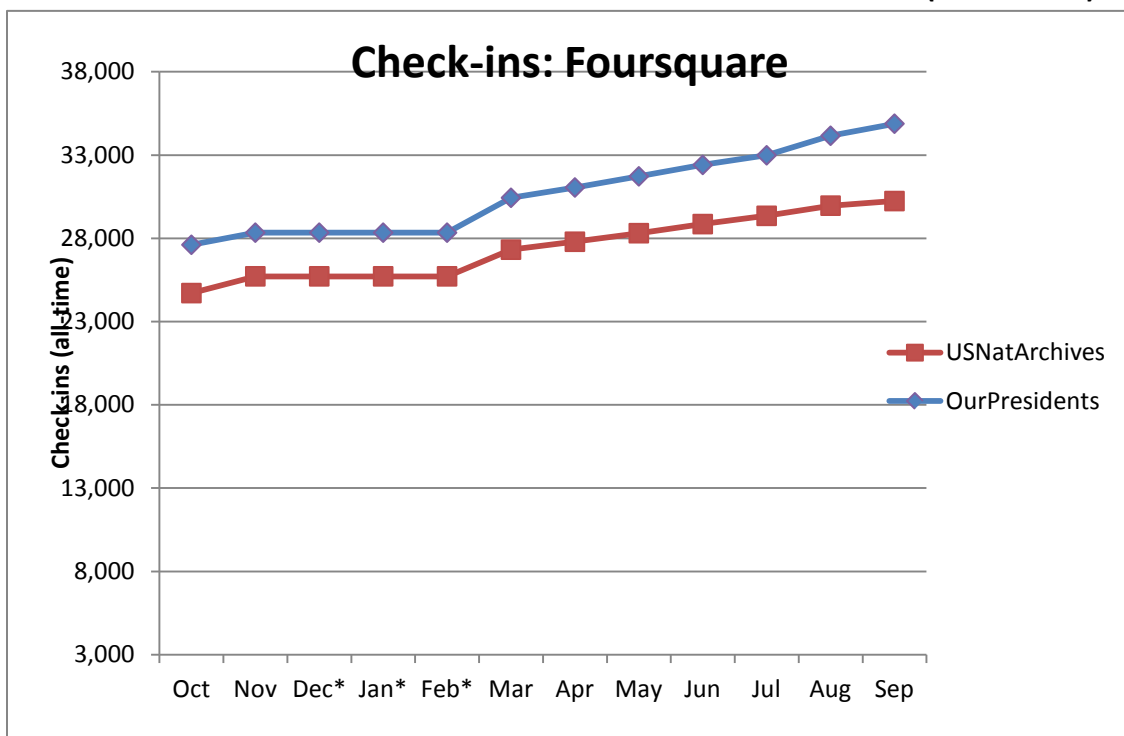


Followers of Photostreams (Cumulative)

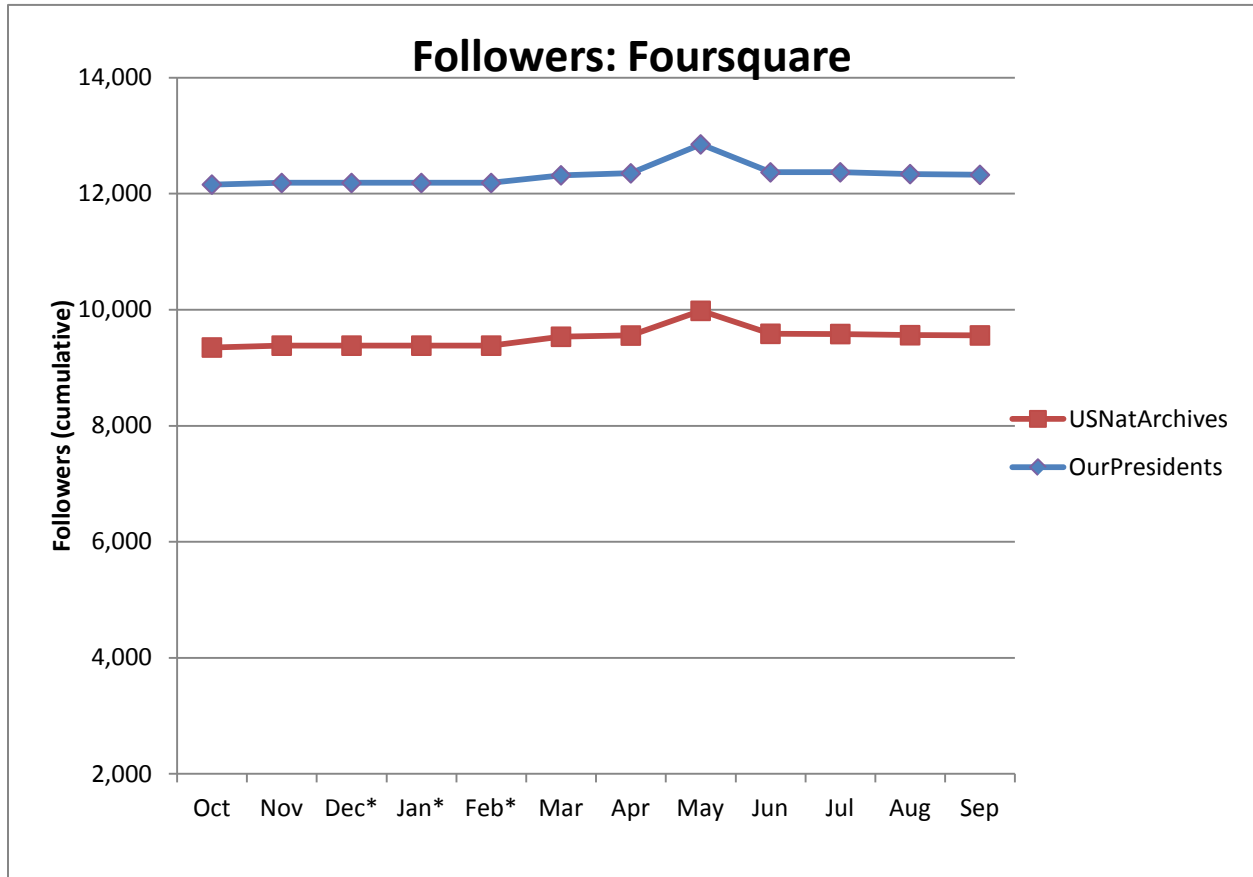


Social Media Tools: Detail View – Foursquare

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

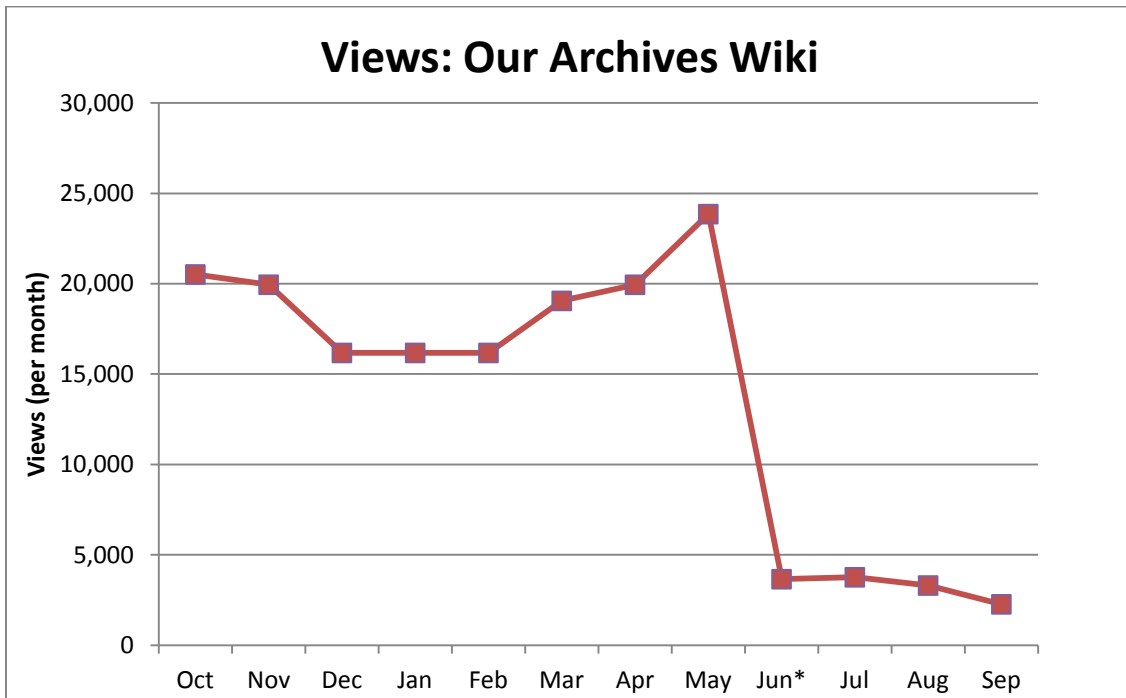


Number of Followers of USNatArchives and OurPresidents (Cumulative)



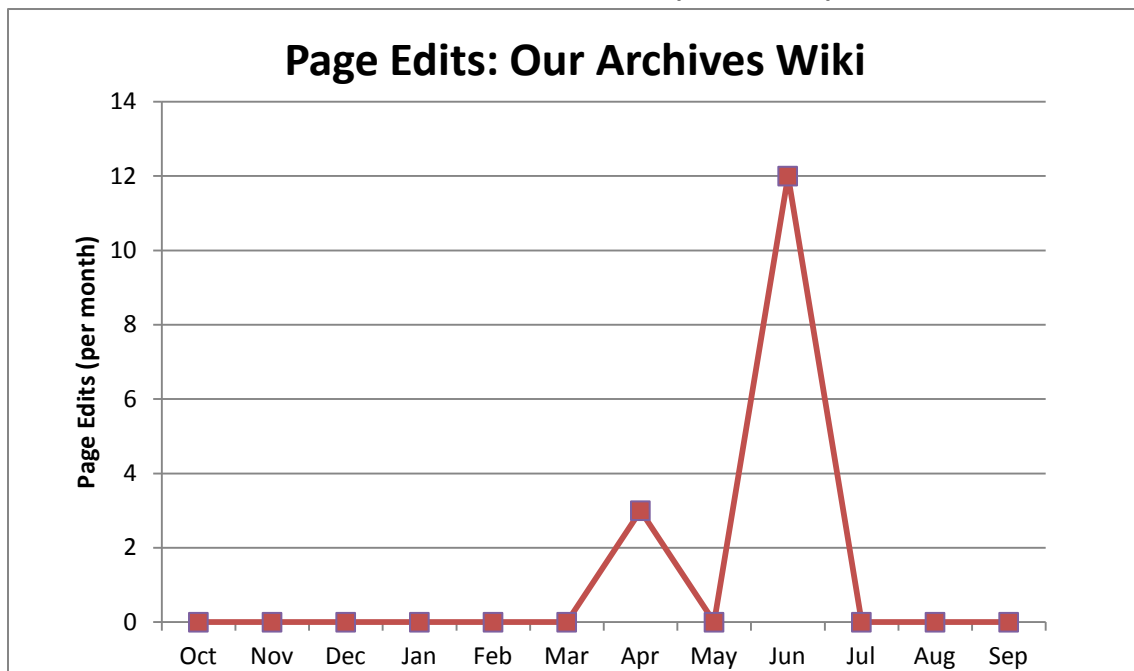
Social Media Tools: Detail View – *Our Archives Wiki*

Views on Our Archives Wiki (Per Month)

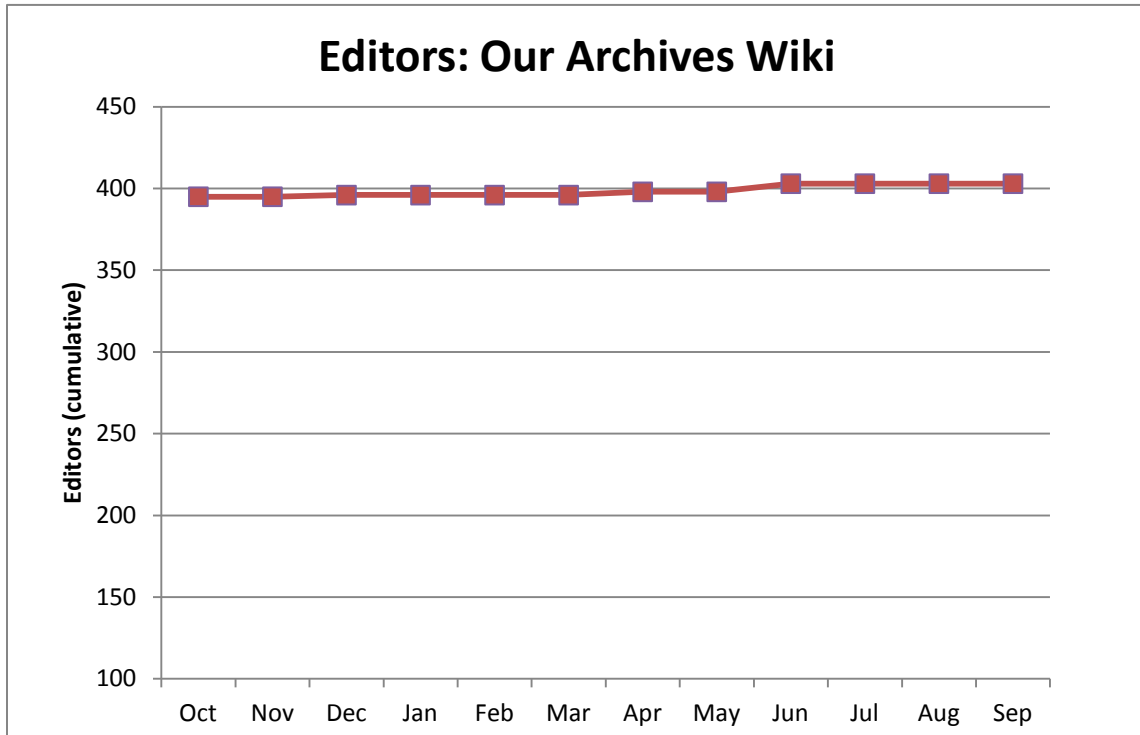


*began collecting stats using Google Analytics, instead of native Wikispaces stats (Wikispaces acknowledges bots as visits)

Edits on Our Archives Wiki (Per Month)

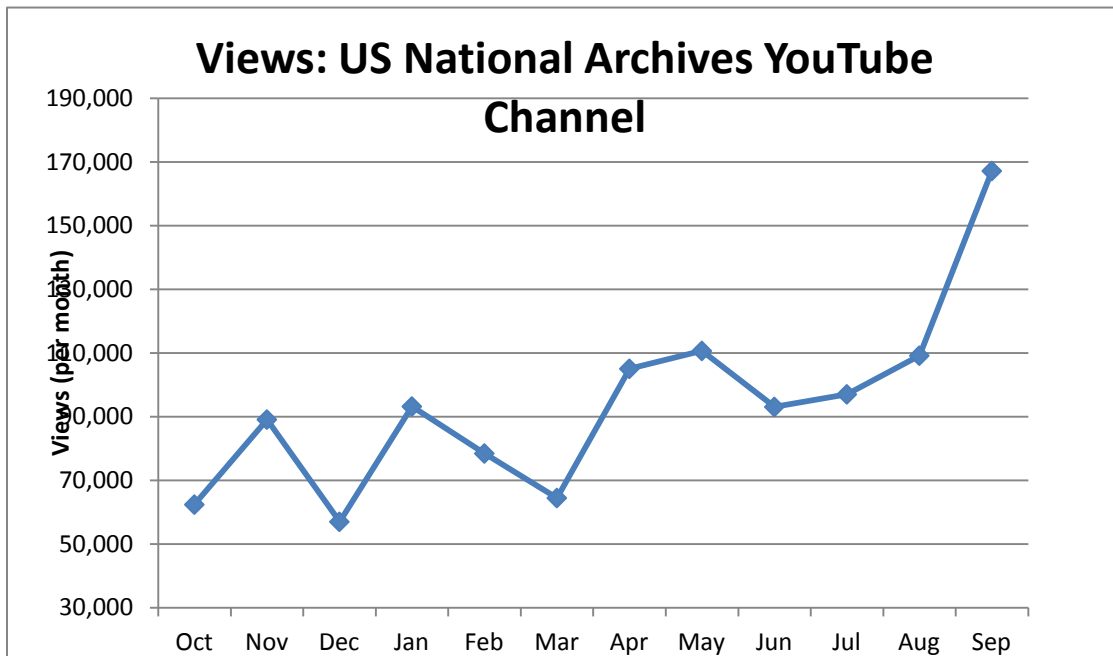


Editors on Our Archives Wiki (Cumulative)

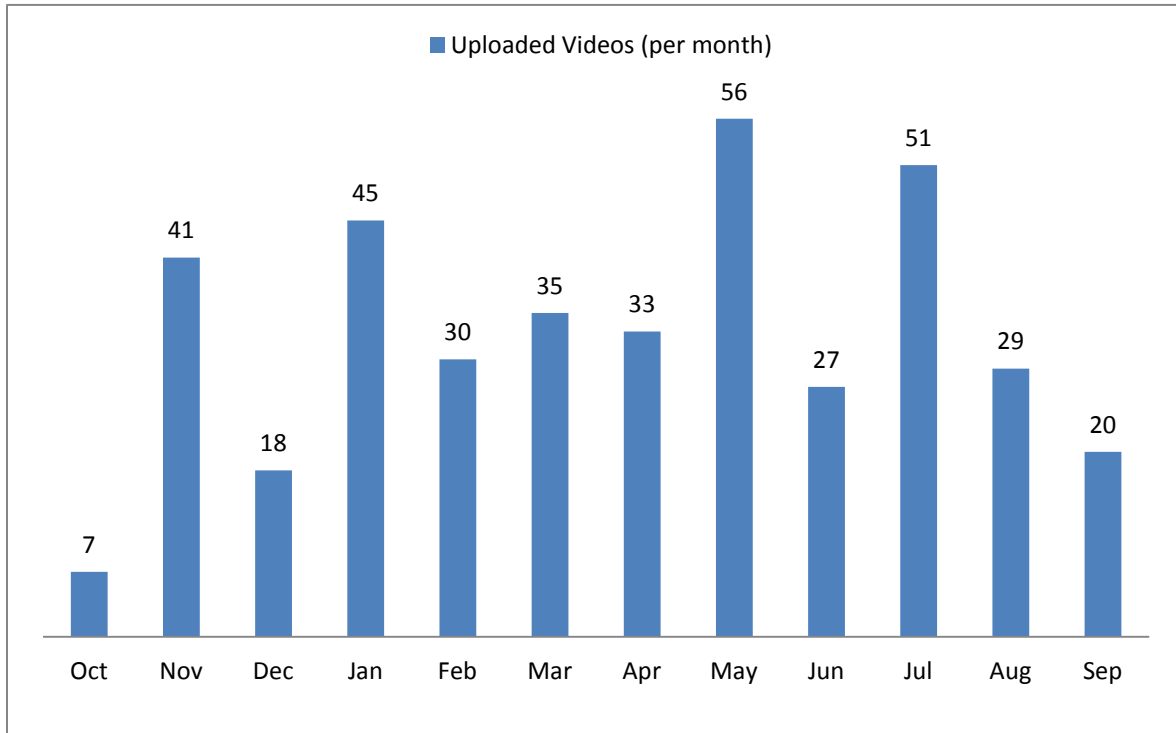


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

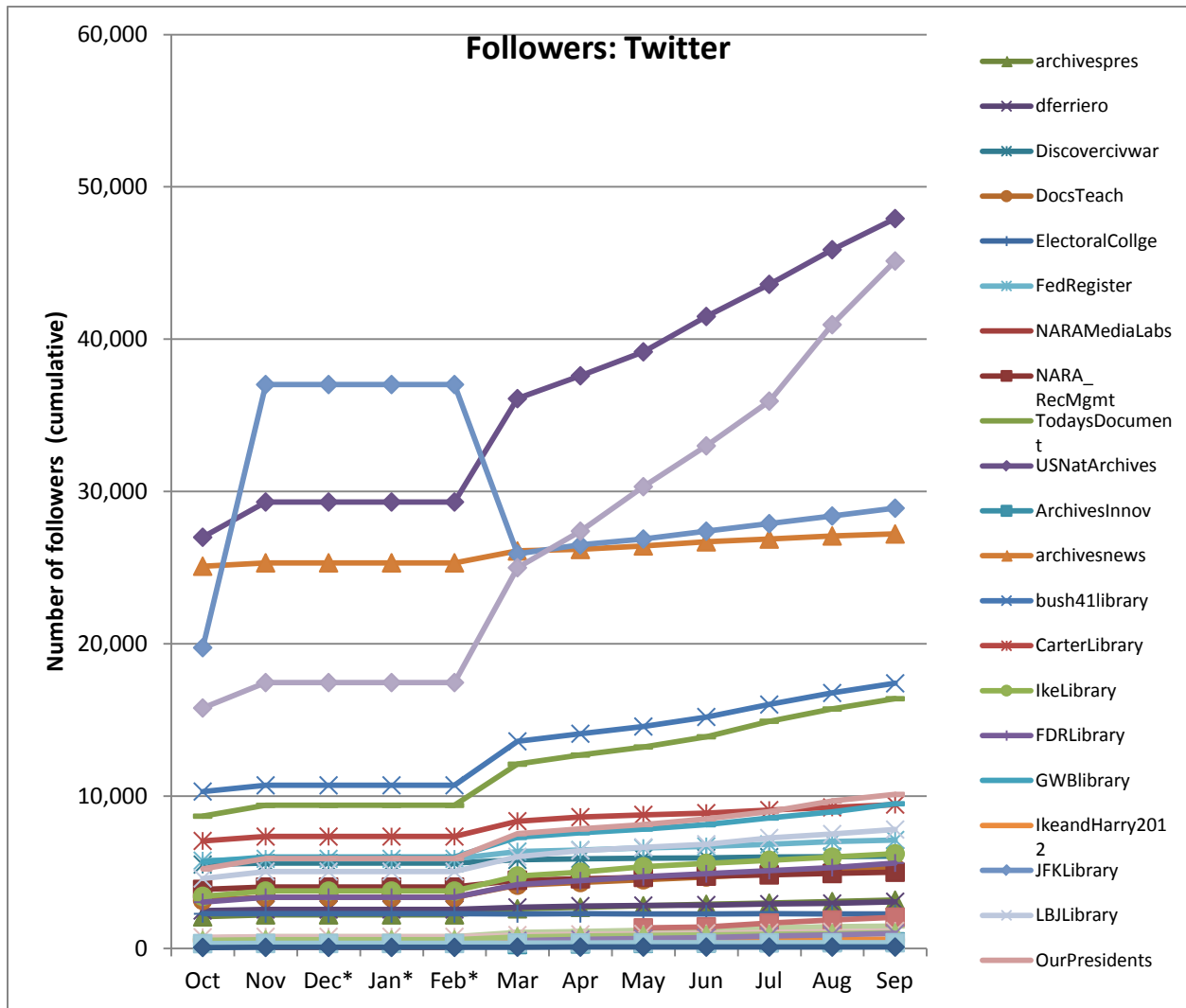


Top 5 Most Viewed Videos for September 2014 on US National Archives Channel

| Video Title | Views |
|---|--------|
| Curious Alice, 1971 | 37,931 |
| How to Succeed with Brunettes, 1967 | 29,481 |
| Stories from the Great Depression | 6,667 |
| Private Snafu in "Censored." 1944 | 6,144 |
| Address to the Nation, September 11, 2001 | 5,123 |

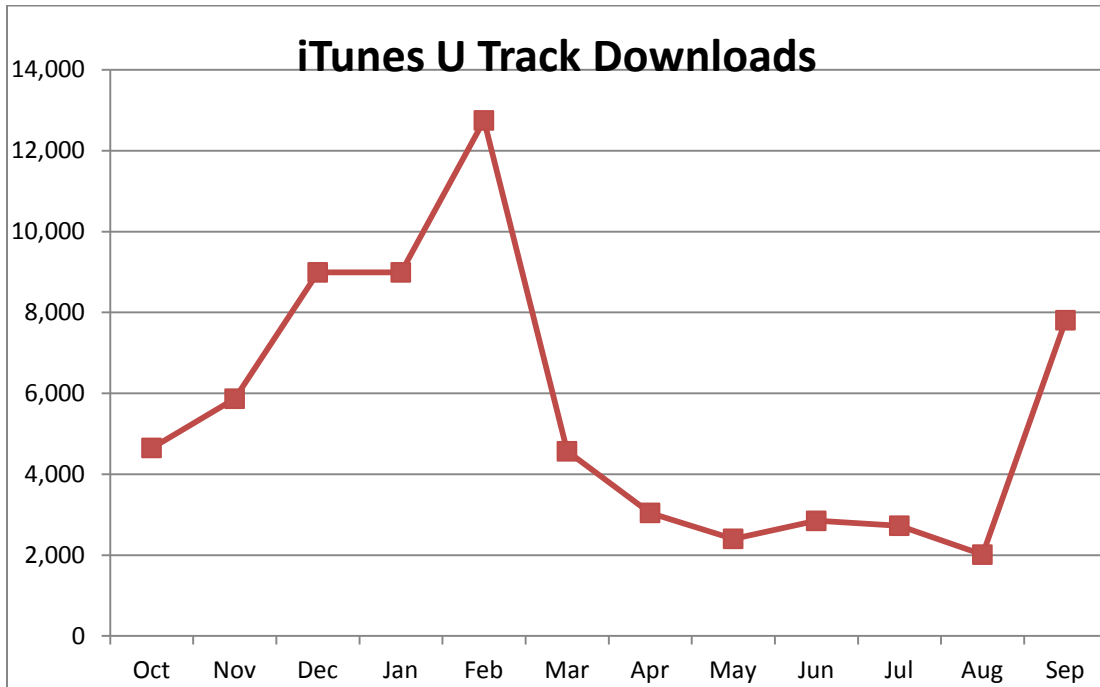
Social Media Tools: Detail View – Twitter

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

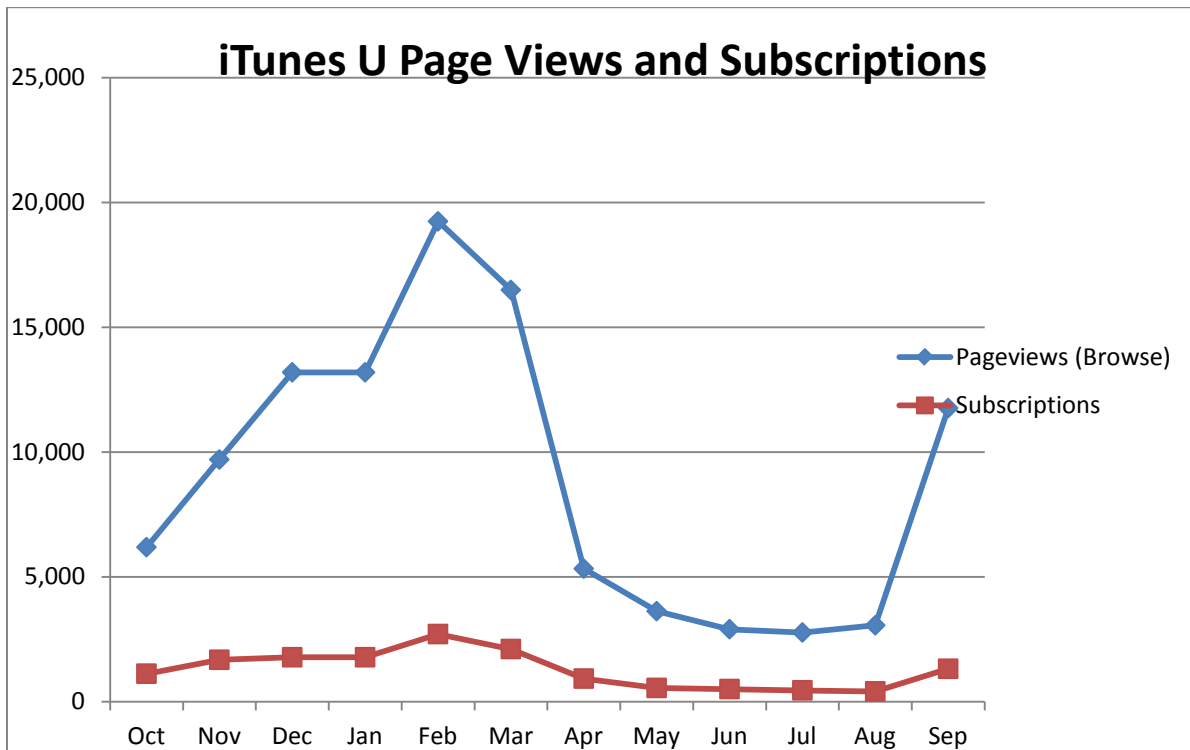


Social Media Tools: Detail View – iTunes U

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

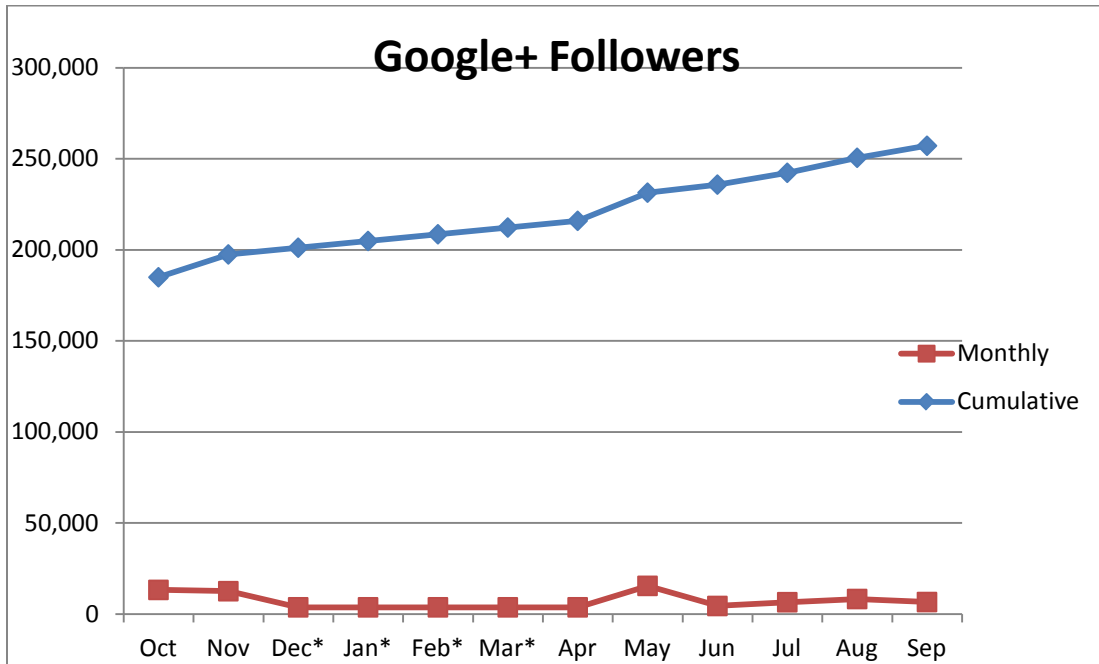


Page Views and Subscriptions on U.S. National Archives iTunes U (Source: Appendix VI)



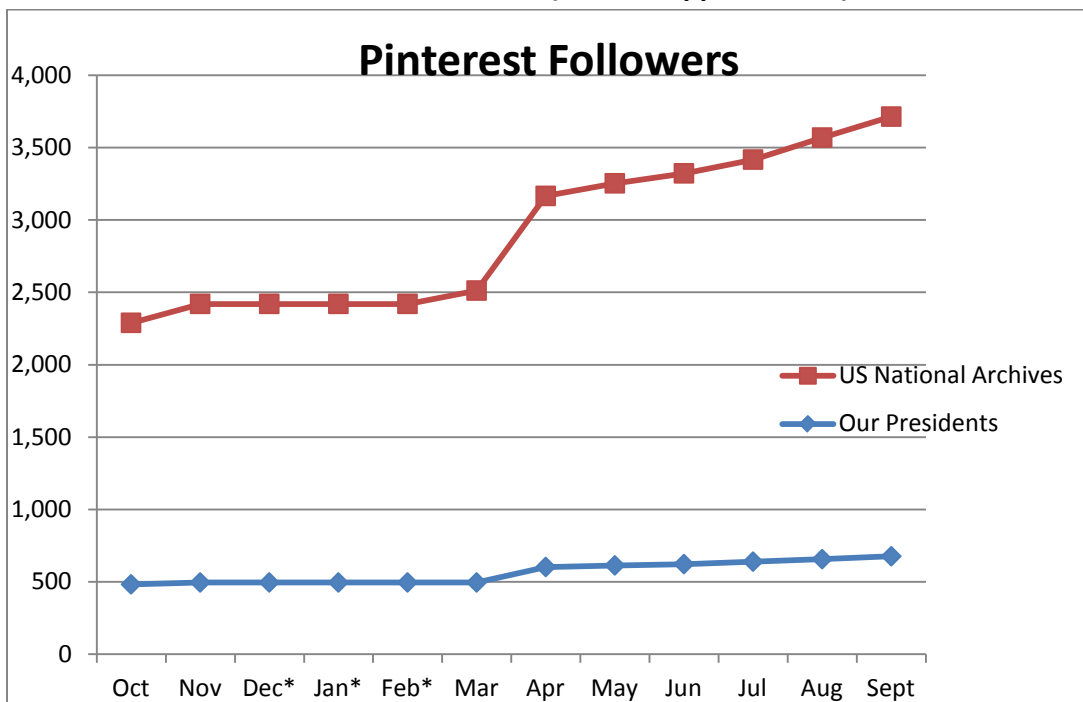
Social Media Tools: Detail View – *Google+*

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.

| | Oct | Nov | Dec | Jan | Feb | March | Apr | May | June | July | August | Sept |
|--|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Acts of Congress | 30 | 35 | 28 | 30 | 36 | 26 | 15 | 38 | 19 | 25 | 20 | 60 |
| Annotation (NHPRC) | | | | | 2,474 | 1,751 | 1,032 | 602 | 680 | 552 | 928 | 728 |
| AOTUS | 3,124 | 2,524 | 2,099 | 1,680 | 1,954 | 2,361 | 3,375 | 2,446 | 1,854 | 2,463 | 2,191 | 1,804 |
| Carter Chronicle | 394 | 437 | 479 | 401 | 307 | 293 | 298 | 282 | 171 | 403 | 170 | 252 |
| Education Updates | 1,566 | 3,677 | 1,757 | 2,393 | 3,331 | 3,864 | 3,225 | 2,459 | 2,140 | 1,428 | 1,435 | 4,050 |
| FOIA | 811 | 893 | 667 | 952 | 1,057 | 1,064 | 959 | 1,259 | 1,435 | 982 | 1,138 | 732 |
| Inside Innovation | | | 163 | 1,268 | 493 | 260 | 240 | 174 | 168 | 117 | 20 | 1 |
| Unwritten Record (formerly Media Matters) | 1,612 | 1,990 | 1,682 | 2,335 | 3,239 | 2,711 | 3,867 | 2,970 | 4,426 | 3,842 | 5,118 | 4,099 |
| NARAtions | 5,271 | 4,857 | 3,237 | 3,930 | 4,565 | 4,263 | 3,988 | 3,979 | 3,754 | 3,510 | 3,518 | 3,419 |
| NDC Blog | 802 | 1,098 | 500 | 648 | 595 | 919 | 1,041 | 997 | 699 | 593 | 563 | 781 |
| Rediscovering Black History | 329 | 741 | 429 | 639 | 1,004 | 1,065 | 1,048 | 898 | 822 | 770 | 679 | 1,043 |
| Prologue Blog | 7,757 | 11,159 | 7,224 | 8,368 | 13,851 | 11,436 | 11,231 | 11,307 | 7,670 | 7,959 | 8,126 | 12,996 |
| Records Express Blog | 1,732 | 1,543 | 1,792 | 1,789 | 1,458 | 2,926 | 2,055 | 1,663 | 1,523 | 1,612 | 2,564 | 3,173 |
| The Text Message | 4,222 | 4,958 | 4,625 | 5,747 | 6,972 | 4,811 | 5,034 | 4,801 | 3,243 | 2,896 | 2,570 | 3,457 |
| Transforming Classification (PIDB) | 203 | 722 | 921 | 562 | 323 | 313 | 211 | 322 | 315 | 358 | 478 | 306 |
| MONTHLY TOTAL | 27,853 | 34,634 | 25,603 | 30,742 | 41,659 | 38,063 | 37,619 | 34,197 | 28,919 | 27,510 | 29,518 | 36,901 |

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.

| | Oct | Nov | Dec | Jan | Feb | March | Apr | May | June | July | August | Sept |
|--|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Acts of Congress | 41 | 37 | 32 | 34 | 43 | 32 | 17 | 58 | 24 | 32 | 26 | 77 |
| Annotation (NHPRC) | | | | | 5,513 | 4,205 | 1,953 | 910 | 1,010 | 824 | 1,328 | 1,107 |
| AOTUS | 4,933 | 4,022 | 3,581 | 2,852 | 3,331 | 3,881 | 5,592 | 4,147 | 3,406 | 4,109 | 3,470 | 3,000 |
| Carter Chronicle | 608 | 677 | 746 | 568 | 489 | 546 | 428 | 419 | 268 | 632 | 321 | 365 |
| Education Updates | 2,722 | 5,358 | 2,643 | 3,556 | 4,747 | 5,405 | 4,893 | 3,542 | 3,172 | 2,314 | 2,224 | 5,699 |
| FOIA | 1,425 | 1,510 | 1,216 | 1,758 | 1,945 | 2,014 | 1,867 | 2,062 | 2,744 | 1,765 | 2,199 | 1,289 |
| Inside Innovation | | | 291 | 2,225 | 683 | 354 | 296 | 213 | 211 | 166 | 36 | 6 |
| Unwritten Record (formerly Media Matters) | 2,440 | 3,064 | 2,808 | 3,756 | 4,890 | 4,476 | 6,079 | 5,006 | 7,174 | 5,329 | 6,900 | 6,625 |
| NARAtions | 8,879 | 8,064 | 6,036 | 7,003 | 7,957 | 7,371 | 7,104 | 6,807 | 6,190 | 5,929 | 6,192 | 5,747 |
| NDC Blog | 1,279 | 1,782 | 803 | 1,240 | 1,129 | 1,616 | 2,019 | 1,527 | 1,151 | 1,111 | 966 | 1,271 |
| Rediscovering Black History | 587 | 1,133 | 678 | 1,162 | 1,533 | 1,700 | 1,904 | 1,497 | 1,340 | 1,368 | 1,229 | 1,846 |
| Prologue Blog | 11,914 | 16,138 | 10,964 | 12,759 | 19,663 | 19,107 | 17,701 | 18,080 | 13,081 | 13,159 | 14,029 | 21,475 |
| Records Express Blog | 2,680 | 2,587 | 3,004 | 3,000 | 2,253 | 4,701 | 3,804 | 2,831 | 2,842 | 2,756 | 4,441 | 5,318 |
| The Text Message | 6,744 | 8,306 | 8,096 | 9,918 | 11,895 | 8,165 | 8,310 | 7,001 | 5,043 | 4,767 | 4,319 | 5,418 |
| Transforming Classification (PIDB) | 380 | 1,463 | 2,274 | 1,378 | 501 | 457 | 312 | 470 | 515 | 546 | 605 | 383 |
| MONTHLY TOTAL | 44,632 | 54,141 | 43,172 | 51,209 | 66,572 | 64,030 | 62,279 | 54,570 | 48,171 | 44,807 | 48,285 | 59,626 |

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.

| | Oct | Nov | Dec | Jan | Feb | March | Apr | May | June | July | August | Sept |
|--|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|------------------|------------------|
| Acts of Congress | 500 | 534 | 560 | 589 | 625 | 661 | 675 | 708 | 726 | 751 | 770 | 828 |
| Annotation (NHPRC) | | | | | 1,455 | 1,455 | 2,143 | 2,549 | 2,932 | 3,229 | 3,848 | 4,327 |
| AOTUS | 113,82 | 115,54 | 116,98 | 118,19 | 119,64 | 121,28 | 123,85 | 125,68 | 127,01 | 128,67 | 130,173 | 131,591 |
| Carter Chronicle | 4,652 | 4,987 | 5,369 | 5,656 | 5,888 | 6,123 | 6,362 | 6,577 | 6,708 | 6,989 | 7,122 | 7,318 |
| Education Updates | 9,705 | 12,437 | 13,833 | 15,722 | 18,546 | 21,984 | 24,762 | 26,786 | 28,424 | 29,534 | 30,678 | 34,062 |
| FOIA | 19,773 | 20,355 | 20,813 | 21,488 | 22,231 | 22,959 | 23,648 | 24,522 | 25,481 | 26,179 | 27,021 | 27,604 |
| Inside Innovation | | | 61 | 680 | 913 | 1,083 | 1,248 | 1,367 | 1,474 | 1,558 | 1,573 | 1,573 |
| Unwritten Record (formerly Media Matters) | 6,448 | 7,748 | 8,870 | 10,420 | 12,986 | 14,928 | 17,966 | 20,126 | 23,408 | 26,567 | 30,947 | 34,091 |
| NARAtions | 150,07 | 154,23 | 157,12 | 160,59 | 164,44 | 168,18 | 171,64 | 175,02 | 178,18 | 181,14 | 184,256 | 187,290 |
| NDC Blog | 84,595 | 85,462 | 85,888 | 86,393 | 86,846 | 87,516 | 88,334 | 89,193 | 89,725 | 90,201 | 90,689 | 91,305 |
| Rediscovering Black History | 1,801 | 2,216 | 2,501 | 2,918 | 3,645 | 4,466 | 5,259 | 5,976 | 6,590 | 7,164 | 7,652 | 8,461 |
| Prologue Blog | 258,84 | 268,32 | 274,53 | 281,79 | 293,79 | 303,88 | 313,94 | 323,87 | 330,38 | 337,02 | 343,721 | 355,148 |
| Records Express Blog | 36,768 | 37,825 | 38,863 | 40,046 | 41,015 | 42,922 | 44,335 | 45,511 | 46,565 | 47,644 | 49,289 | 51,223 |
| The Text Message | 74,851 | 78,927 | 82,530 | 87,217 | 92,956 | 96,866 | 100,99 | 105,06 | 107,77 | 110,05 | 112,151 | 114,998 |
| Transforming Classification | 6,318 | 6,841 | 7,340 | 7,648 | 7,843 | 8,058 | 8,226 | 8,420 | 8,596 | 8,797 | 9,121 | 9,333 |
| MONTHLY TOTAL | 768,153 | 795,434 | 815,262 | 839,367 | 872,825 | 902,375 | 933,392 | 961,390 | 983,983 | 1,005,516 | 1,029,011 | 1,059,152 |

APPENDIX II.D: Blog Unique Viewers (Monthly)

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

| | Oct | Nov | Dec | Jan | Feb | March | Apr | May | June | July | August | Sept |
|--|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Acts of Congress | 29 | 34 | 26 | 29 | 36 | 36 | 14 | 33 | 18 | 25 | 19 | 58 |
| Annotation (NHPRC) | | | | | 1,455 | 1,148 | 688 | 406 | 383 | 297 | 619 | 479 |
| AOTUS | 2,409 | 1,723 | 1,436 | 1,209 | 1,450 | 1,645 | 2,565 | 1,829 | 1,332 | 1,659 | 1,500 | 1,418 |
| Carter Chronicle | 303 | 335 | 382 | 287 | 232 | 235 | 239 | 215 | 131 | 281 | 133 | 196 |
| Education Updates | 1340 | 2732 | 1396 | 1889 | 2824 | 3438 | 2,778 | 2024 | 1638 | 1110 | 1,144 | 3,384 |
| FOIA | 568 | 582 | 458 | 675 | 743 | 728 | 689 | 874 | 959 | 698 | 842 | 583 |
| Inside Innovation | | | 61 | 619 | 233 | 170 | 165 | 119 | 107 | 84 | 15 | 0 |
| Unwritten Record (formerly Media Matters) | 1192 | 1300 | 1122 | 1550 | 2566 | 1942 | 3038 | 2160 | 3282 | 3159 | 4,380 | 3,144 |
| NARAtions | 4,442 | 4,162 | 2,887 | 3,478 | 3,843 | 3,739 | 3,460 | 3,386 | 3,158 | 2,961 | 3,111 | 3,034 |
| NDC Blog | 621 | 867 | 426 | 505 | 453 | 670 | 818 | 859 | 532 | 476 | 488 | 616 |
| Rediscovering Black History | 243 | 415 | 285 | 417 | 727 | 821 | 793 | 717 | 614 | 574 | 488 | 809 |
| Prologue Blog | 6,806 | 9,475 | 6,209 | 7,269 | 11,993 | 10,094 | 10,062 | 9,931 | 6,505 | 6,645 | 6,692 | 11,427 |
| Records Express Blog | 1,200 | 1,057 | 1,038 | 1,183 | 969 | 1,907 | 1,413 | 1,176 | 1,054 | 1,079 | 1,645 | 1,934 |
| The Text Message | 3,608 | 4,076 | 3,603 | 4,687 | 5,739 | 3,910 | 4,127 | 4,075 | 2,704 | 2,284 | 2,095 | 2,847 |
| Transforming Classification (PIDB) | 168 | 523 | 499 | 308 | 195 | 215 | 168 | 194 | 176 | 201 | 324 | 212 |
| MONTHLY TOTAL | 22,929 | 27,281 | 19,828 | 24,105 | 33,458 | 30,698 | 31,017 | 27,998 | 22,593 | 21,533 | 23,495 | 30,141 |

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

*Estimated

| | Oct | Nov | Dec* | Jan* | Feb | March | Apr | May | June | July | August | Sept |
|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Acts of Congress | 0 | 0 | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Annotation (NHPRC) | | | | | 13 | 8 | 9 | 9 | 11 | 12 | 15 | 18 |
| AOTUS Blog | 1,195 | 1,120 | 1,120 | 1,120 | 1,100 | 1,129 | 1,194 | 1,088 | 1,070 | 1,052 | 1,038 | 1,035 |
| AOTUS Tumblr | | | | | | 12 | 11 | 9 | 11 | 9 | 2 | 11 |
| Carter Chronicle | 1,008 | 1,028 | 1,028 | 1,028 | 1,108 | 1,159 | 1,114 | 991 | 909 | 729 | 640 | 698 |
| Education Updates | 63 | 61 | 61 | 61 | 65 | 64 | 76 | 72 | 67 | 50 | 63 | 58 |
| FOIA Ombudsman | 72 | 71 | 71 | 71 | 84 | 83 | 83 | 82 | 94 | 91 | 73 | 99 |
| Inside Innovation | | | | | 3 | 5 | 7 | 6 | 11 | 8 | 5 | 4 |
| Media Matters | 0 | 0 | 0 | 0 | 79 | 92 | 61 | 93 | 56 | 81 | 84 | 64 |
| NARAtions | 1,140 | 1,142 | 1,142 | 1,142 | 1,131 | 1,137 | 1,124 | 1,123 | 1,238 | 1,095 | 268 | 1,095 |
| NDC Blog | 71 | 83 | 83 | 83 | 205 | 263 | 242 | 233 | 171 | 222 | 154 | 153 |
| Prologue | 582 | 592 | 592 | 592 | 552 | 554 | 550 | 554 | 628 | 543 | 392 | 309 |
| Records Express | 97 | 67 | 67 | 67 | 304 | 302 | 328 | 362 | 206 | 317 | 324 | 332 |
| Rediscovering Black History | 6 | 16 | 16 | 16 | 17 | 16 | 14 | 22 | 20 | 17 | 18 | 18 |
| Text Message | 183 | 225 | 225 | 225 | 214 | 208 | 206 | 197 | 143 | 185 | 93 | 128 |
| Today's Document Tumblr | | | | | | 88 | 99 | 112 | 83 | 82 | 108 | 106 |
| Transforming Classification (PIDB) | 1,289 | 1,485 | 1,485 | 1,485 | 1,179 | 1,456 | 1,206 | 1,271 | 845 | 674 | 651 | 739 |
| MONTHLY TOTAL | 5,942 | 5,890 | 5,890 | 5,890 | 6,054 | 6,576 | 6,324 | 6,224 | 5,563 | 5,167 | 3,928 | 4,867 |

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.)

| | Oct | Nov | Dec | Jan | Feb | March | Apr | May | June | July | August | September |
|------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------------|-------------------|-------------------|-------------------|
| Monthly Total (A+P+R) | 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 | 17,788,179 |
| Agency-Wide Total | 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 | 3,283,541 |
| US National Archives | 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 | 2,581,533 |
| Afro-American HS | 1,282 | 1,512 | 1,350 | 1,350 | 2,568 | 902 | 1,348 | 990 | 1,703 | 825 | 1,699 | 1,028 |
| Assembly | 89 | 195 | 82 | 82 | 337 | 67 | 179 | 161 | 1,359 | 1,025 | 640 | 1,184 |
| Archival Recovery | 9,250 | 8,480 | 32,821 | 32,821 | 4,373 | 4,104 | 3,874 | 1,189 | 7,305 | 10,218 | 16,415 | 15,822 |
| Constitution | 7,337 | 11,578 | 5,455 | 5,455 | 5,455 | 37,549 | 44,692 | 26,717 | | 36,361 | 9,851 | 78,758 |
| Federal Register | 1,448 | 4,341 | 11,251 | 11,251 | 7,421 | 3,214 | 1,927 | 5,082 | 4,062 | 23,613 | 6,131 | 4,383 |
| Federal Records Centers | 9,271 | 672 | 1,760 | 1,760 | 2,826 | 949 | 643 | 615 | 456 | 480 | 519 | 387 |
| Applied Research | 2,919 | 4,398 | 2,234 | 2,234 | 1,933 | 3,107 | 1,623 | 1,828 | 5,019 | 1,686 | 4,747 | 11,471 |
| NHPRC | 21,631 | 32,831 | 43,822 | 43,822 | 24,229 | 30,815 | 25,069 | 36,747 | 72,864 | 71,478 | 107,340 | 245,306 |
| Noon Lectures | 4,442 | 4,792 | 2,031 | 2,031 | 2,752 | 2,103 | 2,108 | 3,297 | 2,312 | 17,662 | 881 | 8,801 |
| Preservation | 6,960 | 21,801 | 11,057 | 11,057 | 6,993 | 6,668 | 10,823 | 8,664 | 32,505 | 56,310 | 36,498 | 133,129 |
| Research | 13,301 | 10,764 | 5,686 | 5,686 | 7,392 | 8,031 | 9,073 | 7,955 | 234,963 | 12,207 | 23,546 | 19,830 |
| Today's Document | 10,285 | 12,305 | 232,877 | 232,877 | 13,590 | 10,621 | 11,399 | 12,435 | 45,751 | 59,548 | 42,954 | 55,786 |
| Students and Interns | 3,781 | 3,317 | 2,948 | 2,948 | 9,351 | 7,309 | 9,680 | 15,206 | 24,331 | 49,145 | 18,009 | 16,185 |
| Electoral College | 2,532 | 1,733 | 285 | 285 | 1,756 | 2,144 | 2,610 | 2,020 | 1,438 | 3,984 | 1,380 | 1,210 |
| Education | 8,262 | 26,968 | 6,409 | 6,409 | 8,191 | 8,464 | 9,720 | 52,478 | 33,214 | 36,339 | 25,283 | 108,728 |
| | | | | | | | | | | | | |
| Presidential Total | 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 | 13,659,575 |
| Bush | 175,814 | 254,037 | 188,441 | 188,441 | 361,678 | 302,175 | 1,453,205 | 340,486 | 2,916,574 | 838,337 | 797,565 | 758,563 |
| GWB | 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 | 9,683,251 |
| Carter | 49,425 | 62,163 | 90,092 | 90,092 | 85,751 | 135,976 | 167,616 | 132,945 | 185,032 | 243,618 | 174,397 | 275,292 |
| Clinton | 62,111 | 82,002 | 35,736 | 35,736 | 44,319 | 81,354 | 63,201 | 916,498 | 56,440 | 349,859 | 251,657 | 193,070 |
| Eisenhower | 37,895 | 82,517 | 73,100 | 73,100 | 79,763 | 86,000 | 153,747 | 110,378 | 446,490 | 388,341 | 544,862 | 101,484 |
| Ford Library | 15,143 | 26,659 | 13,053 | 13,053 | 18,345 | 15,915 | 16,203 | 35,962 | 18,606 | 31,971 | 32,808 | 31,688 |
| Ford Museum | 103,762 | 134,579 | 40,368 | 40,368 | 37,829 | 45,521 | 114,452 | 170,764 | 155,765 | 171,758 | 183,153 | 531,407 |
| Hoover | 37,359 | 32,057 | 27,455 | 27,455 | 26,559 | 43,595 | 44,527 | 56,451 | 66,622 | 71,515 | 56,261 | 71,451 |

| | | | | | | | | | | | | |
|-----------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Johnson | 40,883 | 160,662 | 151,609 | 151,609 | 202,922 | 195,848 | 1,206,772 | 277,143 | 199,188 | 236,474 | 355,942 | 600,632 |
| Nixon | 117,518 | 290,850 | 367,097 | 367,097 | 456,494 | 326,813 | 447,636 | 517,021 | 351,636 | 352,150 | 660,521 | 446,888 |
| Reagan | 8,004 | 11,107 | 18,163 | 18,163 | 16,012 | 9,752 | 12,336 | 40,457 | 20,237 | 20,434 | 13,799 | 24,873 |
| Roosevelt | 76,802 | 88,205 | 97,966 | 97,966 | 150,704 | 142,031 | 102,137 | 87,660 | 497,445 | 171,428 | 399,200 | 695,673 |
| Truman | 80,747 | 109,169 | 77,693 | 77,693 | 111,148 | 114,582 | 141,353 | 334,013 | 237,311 | 320,051 | 514,047 | 245,303 |
| | | | | | | | | | | | | |
| Regional Total | 108,171 | 192,707 | 179,966 | 179,966 | 250,685 | 150,451 | 157,687 | 220,888 | 261,383 | 343,019 | 192,968 | 845,063 |
| Anchorage | 1,141 | 1,342 | 1,487 | 1,487 | 213 | 2,274 | 1,381 | 4,634 | 2,204 | 908 | | |
| Atlanta | 6,002 | 10,693 | 8,194 | 8,194 | 23,590 | 7,515 | 8,595 | 15,288 | 18,607 | 30,953 | 14,038 | 122,007 |
| Boston | 24,876 | 38,855 | 59,810 | 59,810 | 20,321 | 35,801 | 26,280 | 46,049 | 77,181 | 122,201 | 55,349 | 513,701 |
| Chicago | 8,724 | 13,800 | 6,281 | 6,281 | 8,114 | 12,912 | 26,280 | 29,810 | 17,531 | 15,379 | 23,434 | 23,704 |
| Denver | 9,467 | 27,286 | 8,382 | 8,382 | 22,742 | 6,476 | 15,988 | 34,990 | 12,700 | 10,064 | 10,898 | 15,714 |
| Fort Worth | 13,830 | 16,682 | 12,786 | 12,786 | 12,471 | 12,880 | 12,778 | 10,982 | 31,838 | 21,330 | 11,873 | 47,166 |
| Kansas City | 14,929 | 30,075 | 45,165 | 45,165 | 38,588 | 24,417 | 23,662 | 27,787 | 46,663 | 28,840 | 28,304 | 31,067 |
| New York | 8,468 | 9,894 | 12,230 | 12,230 | 24,345 | 6,345 | 10,678 | 14,310 | 17,592 | 76,965 | 14,008 | 21,880 |
| Philadelphia | 9,539 | 8,454 | 9,212 | 9,212 | 55,090 | 11,166 | 17,177 | 16,877 | 7,129 | 11,526 | 12,169 | 12,778 |
| Riverside | 2,564 | 10,506 | 2,988 | 2,988 | 5,095 | 12,682 | 1,786 | 2,594 | 9,376 | 3,525 | 5,564 | 5,666 |
| Seattle | 2,860 | 6,018 | 4,621 | 4,621 | 22,863 | 5,932 | 4,196 | 3,238 | 5,175 | 4,671 | 2,466 | 2,230 |
| St. Louis | 5,771 | 19,102 | 8,810 | 8,810 | 17,253 | 12,051 | 8,886 | 14,329 | 15,387 | 16,657 | 14,865 | 49,150 |

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.)

| | Oct | Nov | Dec | Jan | Feb | March | Apr | May | June | July | August | September |
|------------------------------|----------------|----------------|----------------|----------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Monthly Total (A+P+R) | 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 | 5,203,696 |
| Agency-Wide Total | 158,630 | 294,966 | 467,655 | 467,655 | 1,452,142 | 749,271 | 465,852 | 644,390 | 1,797,708 | 650,314 | 919,134 | 1,004,744 |
| US National Archives | 132,593 | 254,315 | 276,718 | 276,718 | 1,417,961 | 716,037 | 432,782 | 597,432 | 1,728,850 | 539,177 | 832,923 | 737,676 |
| Afro-American HS | 374 | 448 | 207 | 207 | 418 | 184 | 201 | 148 | 574 | 296 | 714 | 379 |
| Assembly | 10 | 39 | 11 | 11 | 28 | 7 | 34 | 11 | 673 | 494 | 282 | 565 |
| Archival Recovery | 1,772 | 1,248 | 13,396 | 13,396 | 1,246 | 711 | 1,028 | 317 | 1,568 | 2,135 | 3,776 | 2,696 |
| Constitution | 2,327 | 4,992 | 14,014 | 14,014 | 14,014 | 15,949 | 16,490 | 10,425 | 8,323 | 13,734 | 4,469 | 38,350 |
| Federal Register | 322 | 1,354 | 4,355 | 4,355 | 3,104 | 809 | 275 | 1,314 | 1,389 | 9,135 | 1,470 | 1,190 |
| Federal Records Centers | 1,250 | 208 | 547 | 547 | 441 | 101 | 36 | 46 | 100 | 143 | 80 | 106 |
| Applied Research | 758 | 639 | 291 | 291 | 295 | 599 | 169 | 420 | 1,427 | 648 | 1,192 | 3,482 |
| NHPRC | 5,039 | 7,415 | 12,292 | 12,292 | 4,573 | 5,969 | 3,682 | 6,605 | 17,812 | 15,716 | 34,326 | 107,613 |
| Noon Lectures | 889 | 966 | 286 | 286 | 343 | 316 | 231 | 689 | 353 | 9,660 | 157 | 3,589 |
| Preservation | 1,939 | 6,111 | 3,601 | 3,601 | 2,376 | 1,797 | 3,128 | 2,119 | 12,707 | 21,185 | 13,089 | 52,761 |
| Research | 4,796 | 3,265 | 1,585 | 1,585 | 1,758 | 1,822 | 2,134 | 1,568 | 6,690 | 5,768 | 10,071 | 6,430 |
| Today's Document | 2,981 | 2,106 | 138,263 | 138,263 | 2,080 | 1,491 | 1,681 | 1,338 | 5,876 | 10,511 | 5,306 | 5,816 |
| Students and Interns | 823 | 690 | 747 | 747 | 1,725 | 1,444 | 1,183 | 1,681 | 3,168 | 10,180 | 4,460 | 3,140 |
| Electoral College | 835 | 495 | 56 | 56 | 564 | 708 | 944 | 624 | 544 | 1,966 | 702 | 412 |
| Education | 1,922 | 10,675 | 1,286 | 1,286 | 1,216 | 1,327 | 1,854 | 19,653 | 7,654 | 9,566 | 6,117 | 40,539 |
| Presidential Total | 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 | 3,751,767 |
| Bush | 61,330 | 98,753 | 59,642 | 59,642 | 162,904 | 107,784 | 727,050 | 120,169 | 629,981 | 300,574 | 233,948 | 274,289 |
| GWB | 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 | 2,291,721 |
| Carter | 14,533 | 19,835 | 28,634 | 28,634 | 26,698 | 49,516 | 55,804 | 43,886 | 59,753 | 82,892 | 56,564 | 90,769 |
| Clinton | 22,209 | 22,830 | 10,123 | 10,123 | 13,900 | 32,512 | 23,589 | 447,526 | 20,622 | 143,993 | 100,713 | 75,236 |
| Eisenhower | 13,023 | 21,990 | 24,005 | 24,005 | 24,648 | 21,982 | 9,400 | 34,322 | 1,544,473 | 216,690 | 227,593 | 39,787 |
| Ford Library | 4,469 | 8,952 | 3,063 | 3,063 | 4,591 | 4,727 | 4,193 | 14,865 | 4,980 | 13,499 | 10,048 | 10,535 |
| Ford Museum | 52,395 | 58,696 | 6,571 | 15,291 | 14,092 | 19,803 | 42,509 | 68,072 | 60,168 | 72,133 | 70,797 | 204,238 |
| Hoover | 12,767 | 10,099 | 9,947 | 9,947 | 8,783 | 16,297 | 15,731 | 20,660 | 22,244 | 26,292 | 22,481 | 22,668 |

| | | | | | | | | | | | | |
|-----------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|---------------|----------------|
| Johnson | 17,217 | 62,120 | 60,908 | 60,908 | 75,791 | 83,679 | 503,108 | 121,264 | 82,748 | 95,596 | 156,019 | 267,488 |
| Nixon | 51,220 | 123,180 | 161,550 | 161,550 | 148,585 | 123,936 | 39,478 | 173,445 | 131,666 | 122,194 | 273,489 | 160,007 |
| Reagan | 2,329 | 3,662 | 5,094 | 5,094 | 6,505 | 3,331 | 2,216 | 8,083 | 6,066 | 6,987 | 5,911 | 9,688 |
| Roosevelt | 26,493 | 31,193 | 30,356 | 30,356 | 43,085 | 61,556 | 34,793 | 28,506 | 230,544 | 54,644 | 161,829 | 233,218 |
| Truman | 19,461 | 32,501 | 21,782 | 21,782 | 37,112 | 35,832 | 47,217 | 136,950 | 76,410 | 130,620 | 206,840 | 72,123 |
| | | | | | | | | | | | | |
| Regional Total | 24,695 | 54,064 | 51,137 | 50,965 | 79,658 | 32,643 | 31,202 | 58,714 | 75,887 | 113,857 | 56,915 | 447,185 |
| Anchorage | 240 | 331 | 335 | 163 | 42 | 527 | 169 | 1,349 | 684 | 420 | | |
| Atlanta | 2,106 | 3,822 | 2,804 | 2,804 | 10,195 | 2,954 | 2,829 | 6,278 | 6,142 | 12,122 | 4,901 | 58,642 |
| Boston | 6,958 | 9,187 | 18,113 | 18,113 | 3,755 | 5,261 | 4,944 | 7,552 | 15,646 | 27,610 | 12,313 | 316,134 |
| Chicago | 1,896 | 2,464 | 1,209 | 1,209 | 1,899 | 2,080 | 990 | 10,184 | 4,399 | 4,134 | 10,564 | 8,699 |
| Denver | 1,659 | 10,599 | 964 | 964 | 8,757 | 1,322 | 5,506 | 14,859 | 4,433 | 3,763 | 3,471 | 5,682 |
| Fort Worth | 2,937 | 2,435 | 1,815 | 1,815 | 1,978 | 1,826 | 1,919 | 2,357 | 9,219 | 3,961 | 2,648 | 14,175 |
| Kansas City | 3,361 | 7,386 | 16,183 | 16,183 | 11,598 | 6,082 | 4,457 | 4,977 | 17,657 | 8,758 | 8,874 | 12,357 |
| New York | 2,285 | 3,320 | 4,184 | 4,184 | 9,075 | 1,646 | 2,702 | 2,868 | 6,399 | 41,658 | 4,805 | 6,309 |
| Philadelphia | 994 | 983 | 1,705 | 1,705 | 16,990 | 2,540 | 3,892 | 3,765 | 1,800 | 2,583 | 3,641 | 2,711 |
| Riverside | 429 | 3,933 | 694 | 694 | 1,398 | 4,514 | 352 | 547 | 2,916 | 1,012 | 1,134 | 1,419 |
| Seattle | 588 | 1,022 | 1,296 | 1,296 | 9,853 | 524 | 1,065 | 502 | 1,216 | 1,734 | 731 | 586 |
| St. Louis | 1,242 | 8,582 | 1,835 | 1,835 | 4,118 | 3,367 | 2,377 | 3,476 | 5,376 | 6,102 | 3,833 | 20,471 |

APPENDIX V: Twitter Followers (Cumulative)

*Estimated

| | Oct | Nov | Dec* | Jan* | Feb* | March | Apr | May | June | July | August | Sept |
|-----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------|---------|---------|
| archivespres | 2,079 | 2,210 | 2,210 | 2,210 | 2,210 | 2,607 | 2,703 | 2,803 | 2,901 | 2,980 | 3,075 | 3,175 |
| dferriero | 2,494 | 2,559 | 2,559 | 2,559 | 2,559 | 2,699 | 2,787 | 2,823 | 2,853 | 2,913 | 2,956 | 3,071 |
| Discovercivwar | 5,512 | 5,602 | 5,602 | 5,602 | 5,602 | 5,818 | 5,889 | 5,927 | 5,952 | 6,000 | 6,032 | 6,057 |
| DocsTeach | 3,162 | 3,366 | 3,366 | 3,366 | 3,366 | 4,157 | 4,335 | 4,515 | 4,698 | 4,895 | 5,125 | 5,315 |
| ElectoralCollge | 2,278 | 2,279 | 2,279 | 2,279 | 2,279 | 2,273 | 2,281 | 2,275 | 2,276 | 2,278 | 2,273 | 2,266 |
| FedRegister | 5,767 | 5,888 | 5,888 | 5,888 | 5,888 | 6,365 | 6,468 | 6,592 | 6,705 | 6,839 | 7,024 | 7,125 |
| NARAMediaLabs | | 89 | 89 | 89 | 89 | 270 | 316 | 357 | 400 | 445 | 482 | 519 |
| NARA_RecMgmt | 3,877 | 4,029 | 4,029 | 4,029 | 4,029 | 4,481 | 4,580 | 4,672 | 4,751 | 4,834 | 4,924 | 5,009 |
| TodaysDocument | 8,687 | 9,397 | 9,397 | 9,397 | 9,397 | 12,100 | 12,700 | 13,229 | 13,900 | 14,918 | 15,723 | 16,398 |
| USNatArchives | 26,999 | 29,313 | 29,313 | 29,313 | 29,313 | 36,100 | 37,600 | 39,173 | 41,495 | 43,603 | 45,878 | 47,921 |
| ArchivesInnov | | | | | | 261 | 302 | 334 | 362 | 392 | 415 | 438 |
| archivesnews | 25,099 | 25,321 | 25,321 | 25,321 | 25,321 | 26,100 | 26,200 | 26,431 | 26,700 | 26,883 | 27,086 | 27,216 |
| bushlibrary | 10,305 | 10,712 | 10,712 | 10,712 | 10,712 | 13,600 | 14,100 | 14,572 | 15,200 | 16,017 | 16,773 | 17,410 |
| CarterLibrary | 7,062 | 7,348 | 7,348 | 7,348 | 7,348 | 8,359 | 8,628 | 8,777 | 8,891 | 9,088 | 9,263 | 9,448 |
| IkeLibrary | 3,425 | 3,768 | 3,768 | 3,768 | 3,768 | 4,757 | 5,004 | 5,370 | 5,588 | 5,792 | 5,996 | 6,216 |
| FDRLibrary | 3,039 | 3,363 | 3,363 | 3,363 | 3,363 | 4,205 | 4,448 | 4,710 | 4,904 | 5,115 | 5,310 | 5,615 |
| GWBLibrary | 5,695 | 6,001 | 6,001 | 6,001 | 6,001 | 7,292 | 7,601 | 7,843 | 8,126 | 8,566 | 8,968 | 9,504 |
| IkeandHarry2012 | 529 | 541 | 541 | 541 | 541 | 577 | 588 | 591 | 592 | 596 | 605 | 610 |
| JFKLibrary | 19,751 | 37,025 | 37,025 | 37,025 | 37,025 | 25,900 | 26,500 | 26,883 | 27,400 | 27,894 | 28,394 | 28,908 |
| LBJLibrary | 4,597 | 5,053 | 5,053 | 5,053 | 5,053 | 6,026 | 6,428 | 6,649 | 6,846 | 7,259 | 7,516 | 7,812 |
| OurPresidents | 5,226 | 5,913 | 5,913 | 5,913 | 5,913 | 7,540 | 7,848 | 8,136 | 8,517 | 8,990 | 9,684 | 10,116 |
| Reagan_Library | 679 | 784 | 784 | 784 | 784 | 1,044 | 1,108 | 1,191 | 1,271 | 1,358 | 1,426 | 1,477 |
| TrumanLibrary | | | | | | | | 1,354 | 1,419 | 1,672 | 1,871 | 2,057 |
| WJCLibrary | 15,790 | 17,459 | 17,459 | 17,459 | 17,459 | 25,000 | 27,400 | 30,319 | 33,000 | 35,938 | 40,954 | 45,137 |
| atlantaarchives | 738 | 770 | 770 | 770 | 770 | 884 | 928 | 956 | 996 | 1,045 | 1,097 | 1,157 |
| KCArchives | 538 | 580 | 580 | 580 | 580 | 761 | 813 | 857 | 898 | 933 | 979 | 1,026 |
| CongressArchive | | | | | | 515 | 598 | 653 | 714 | 820 | 902 | 992 |
| NARAFRC | 322 | 332 | 332 | 332 | 332 | 364 | 363 | 369 | 371 | 374 | 377 | 380 |
| StLouisArchives | 69 | 74 | 74 | 74 | 74 | 87 | 90 | 93 | 93 | 94 | 94 | 94 |
| TOTAL | 163,719 | 189,776 | 189,776 | 189,776 | 189,776 | 210,142 | 218,606 | 228,454 | 237,819 | 248,531 | 261,202 | 272,469 |

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

*Estimated

| | Oct | Nov | Dec | Jan* | Feb | March | Apr | May | June | July | August | Sept |
|------------------------|-------|-------|--------|--------|--------|--------|-------|-------|-------|-------|--------|--------|
| Page Views | 6,192 | 9,702 | 13,195 | 13,195 | 19,241 | 16,494 | 5,331 | 3,629 | 2,907 | 2,776 | 3,062 | 11,763 |
| Track Downloads | 4,651 | 5,868 | 8,992 | 8,992 | 12,749 | 4,568 | 3,045 | 2,404 | 2,848 | 2,728 | 2,013 | 7,809 |
| Subscriptions | 1,125 | 1,682 | 1,783 | 1,783 | 2,712 | 2,112 | 929 | 554 | 509 | 459 | 416 | 1,322 |

APPENDIX VII: Google+ Followers

*Estimated

| | Oct | Nov | Dec* | Jan* | Feb* | March* | Apr | May | June | July | August | Sept |
|-----------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Monthly Followers | 13,244 | 12,541 | 3,690 | 3,690 | 3,690 | 3,690 | 3,692 | 15,467 | 4,422 | 6,492 | 8,252 | 6,582 |
| Cumulative Followers | 184,947 | 197,488 | 201,178 | 204,868 | 208,558 | 212,248 | 215,940 | 231,407 | 235,829 | 242,321 | 250,573 | 257,155 |

APPENDIX VIII: Pinterest Followers (Cumulative)

*Estimated

| | Oct | Nov | Dec* | Jan* | Feb* | March | Apr | May | June | July | August | Sept |
|-----------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|-------|
| US National Archives | 2,289 | 2,420 | 2,420 | 2,420 | 2,420 | 2,512 | 3,166 | 3,253 | 3,322 | 3,417 | 3,569 | 3,714 |
| Our Presidents | 482 | 495 | 495 | 495 | 495 | 495 | 602 | 613 | 622 | 639 | 656 | 676 |

APPENDIX IX: Instagram Followers (Cumulative)

| | Oct | Nov | Dec | Jan | Feb | March | Apr | May | June | July | August | Sept |
|-----------------------------|-----|-----|-----|-----|-----|-------|-----|-----|------|-------|--------|-------|
| US National Archives | | | | | | 584 | 645 | 764 | 976 | 1,253 | 1,553 | 1,710 |
| Ike Library | | | | | | 31 | 44 | 64 | 89 | 102 | 112 | 122 |
| Clinton Library | | | | | | | | 82 | 89 | 136 | 158 | 165 |

APPENDIX X: HistoryPin Channel Views(Cumulative)

| | Oct | Nov | Dec | Jan | Feb | March | Apr | May | June | July | August | Sept |
|----------------------|-----|-----|-----|-----|-----|--------|--------|--------|--------|--------|--------|--------|
| Channel Views | | | | | | 16,290 | 16,866 | 17,461 | 17,849 | 18,292 | 19,263 | 19,663 |