

**DECEMBER FY2014 OVERVIEW**

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	43,172 Views	19,828 Visitors
Tumblr Blogs	41,228 Views	18,281 Visitors
Facebook	2,642,418 Impressions	959,477 Reach
National Archives YouTube Channel	57,030 Views	8,453 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	4,643,489 Views	6,569 Total Contacts
Our Archives Wiki	16,179 Views	395 Total Editors
Twitter (all NARA feeds)	--	189,776 Total Followers
FourSquare	2,224 New Check-ins	116 New Followers
iTunes U	13,195 Views	1,783 New Subscribers

**FISCAL YEAR COMPARISON**

Social Media Tool	FY 2014 Views (to date)	FY 2013 Views
Archives.gov Blogs	141,945	761,590
Tumblr Blogs	126,890	615,629
Facebook	6,971,483	39,491,534
National Archives YouTube Channel	208,581	872,926
Flickr (USNatArchives & ArchivesNews)	12,917,455	11,258,709
Our Archives Wiki	56,649	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>                      |

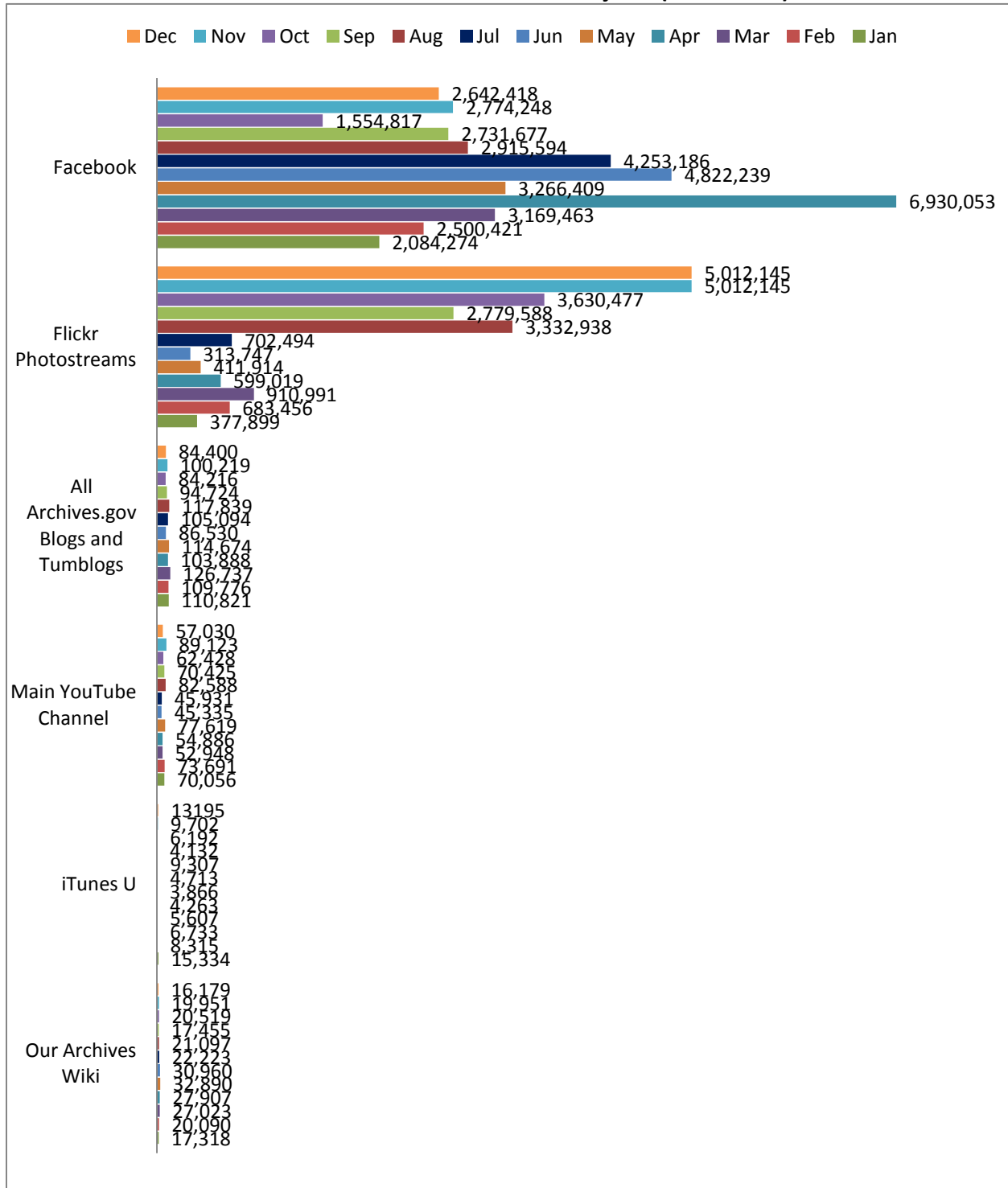
**INTERNAL (NARA@WORK) BLOGS**

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

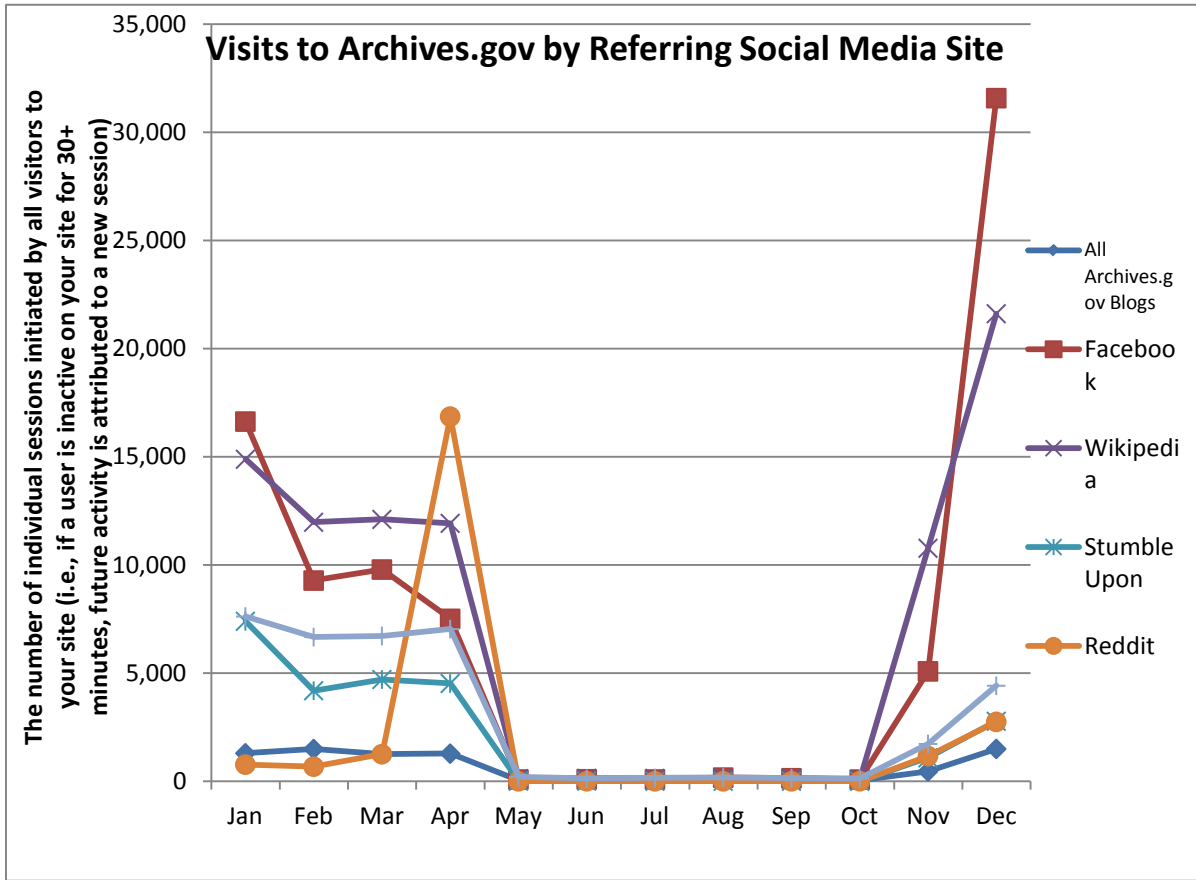
**SOCIAL MEDIA TOOLBOX (Tools currently in use)**

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



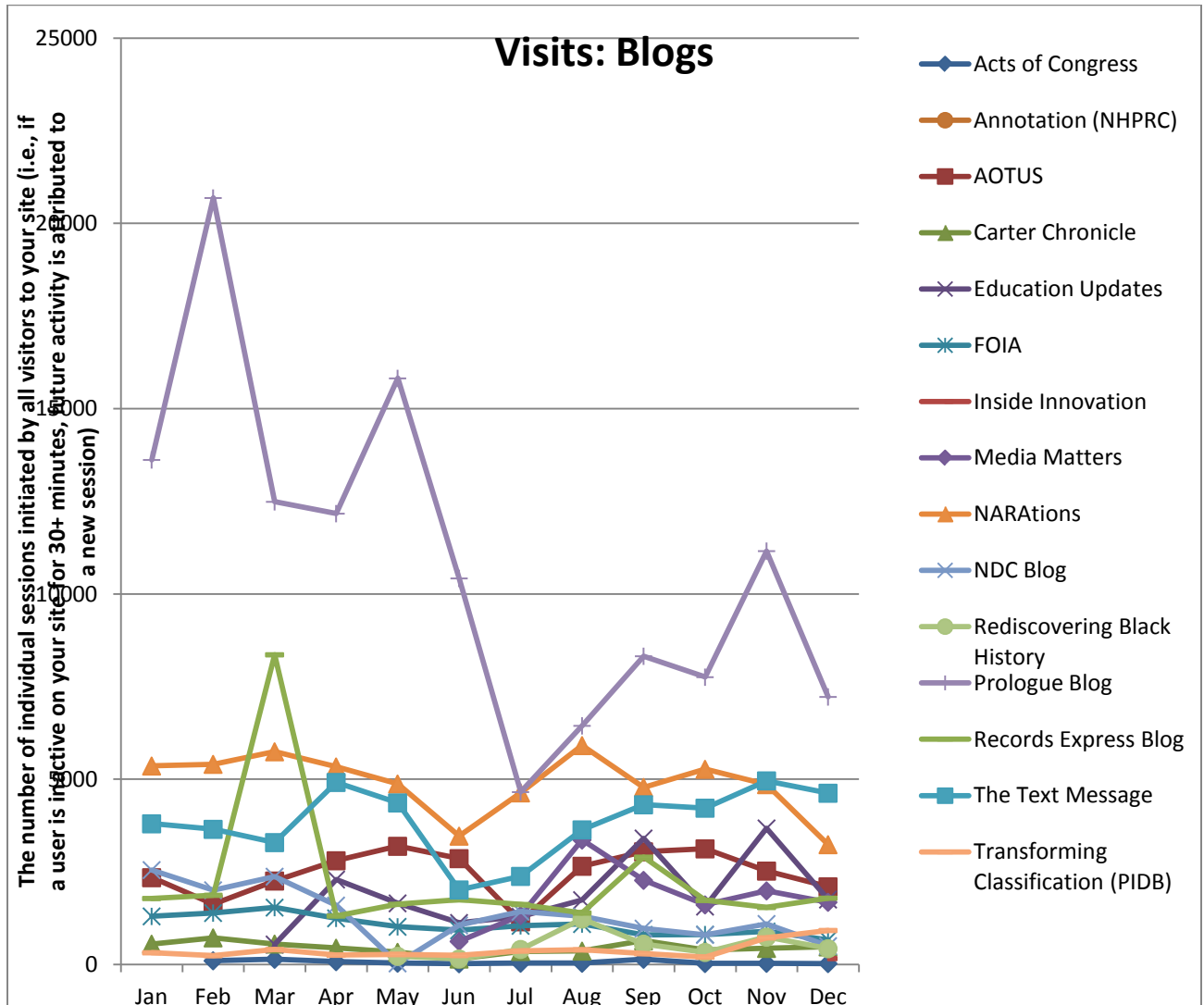
**New External Social Media Projects**

**December Projects**

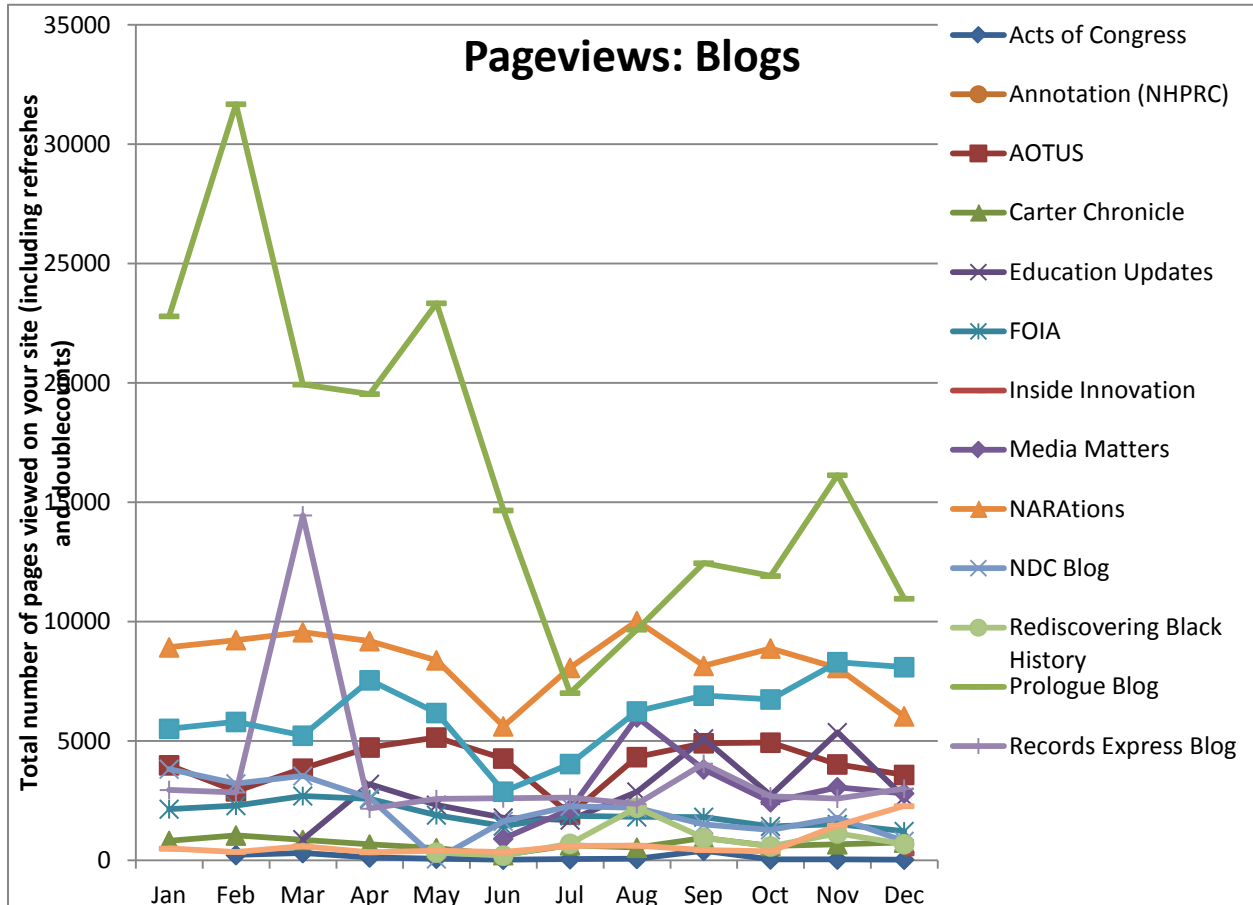
	Dipity	Facebook	Flickr	Twitter	Wiki	Tumblr	Blog	YouTube	Instagram
January		1		1	1		1		
February		1					1		
March									
April				1		1			
May	1					1			
June						1			
July						1			
August									
September									1
October									
November				1					
December		1				1			

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

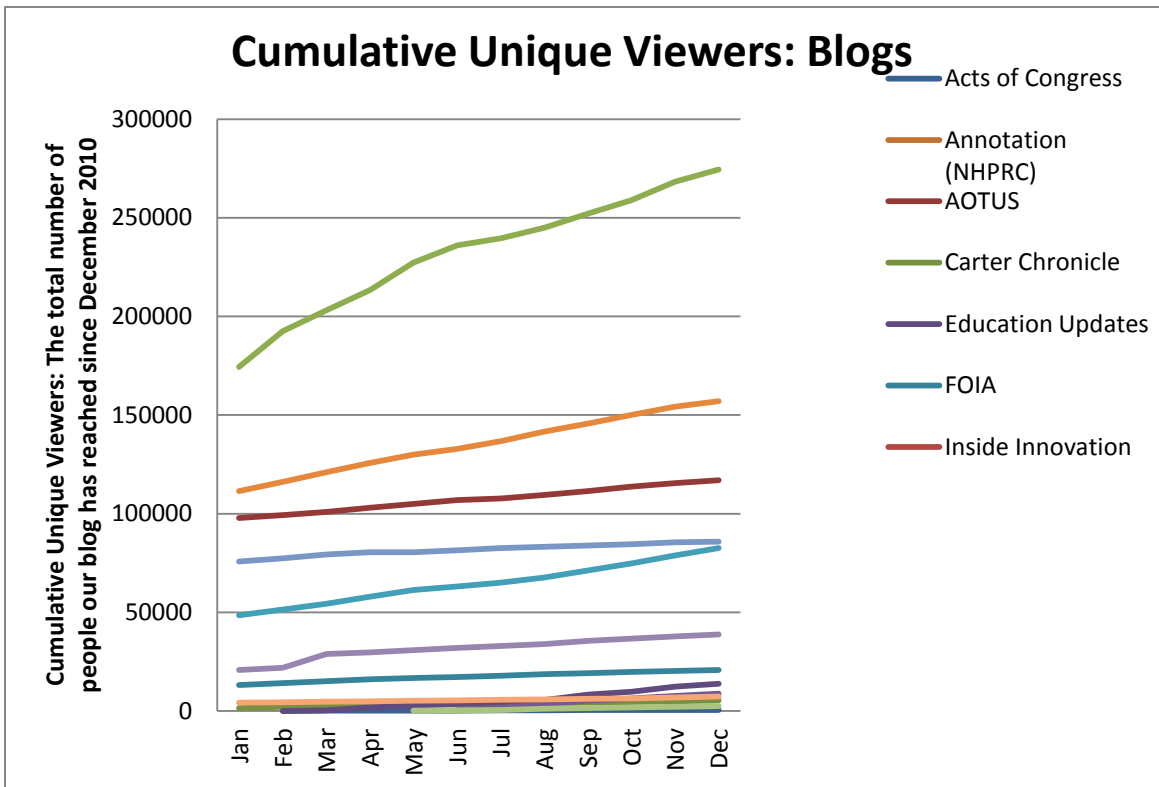
Blog Visits (Source: Appendix II.A)



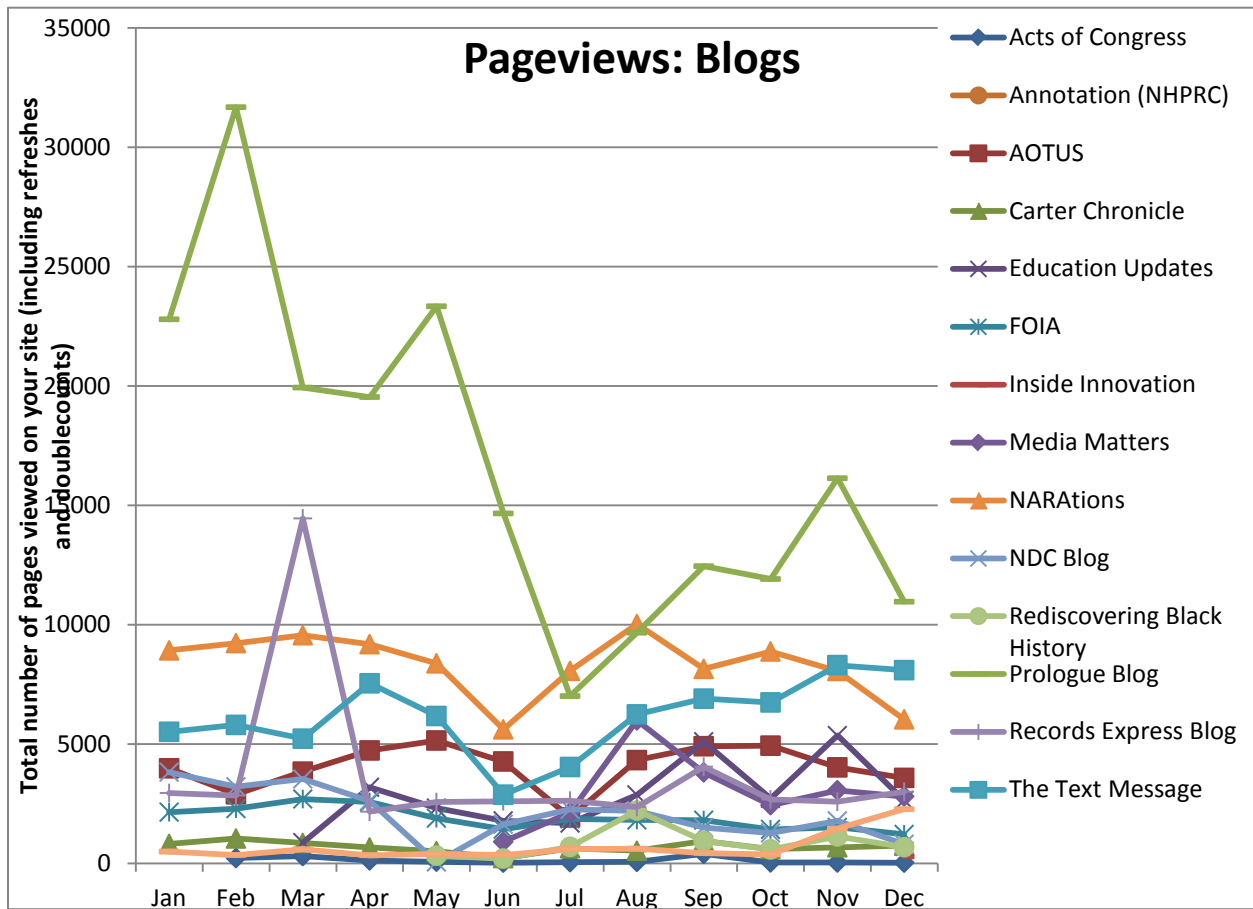
**Blog Pageviews (Source: Appendix II.B)**



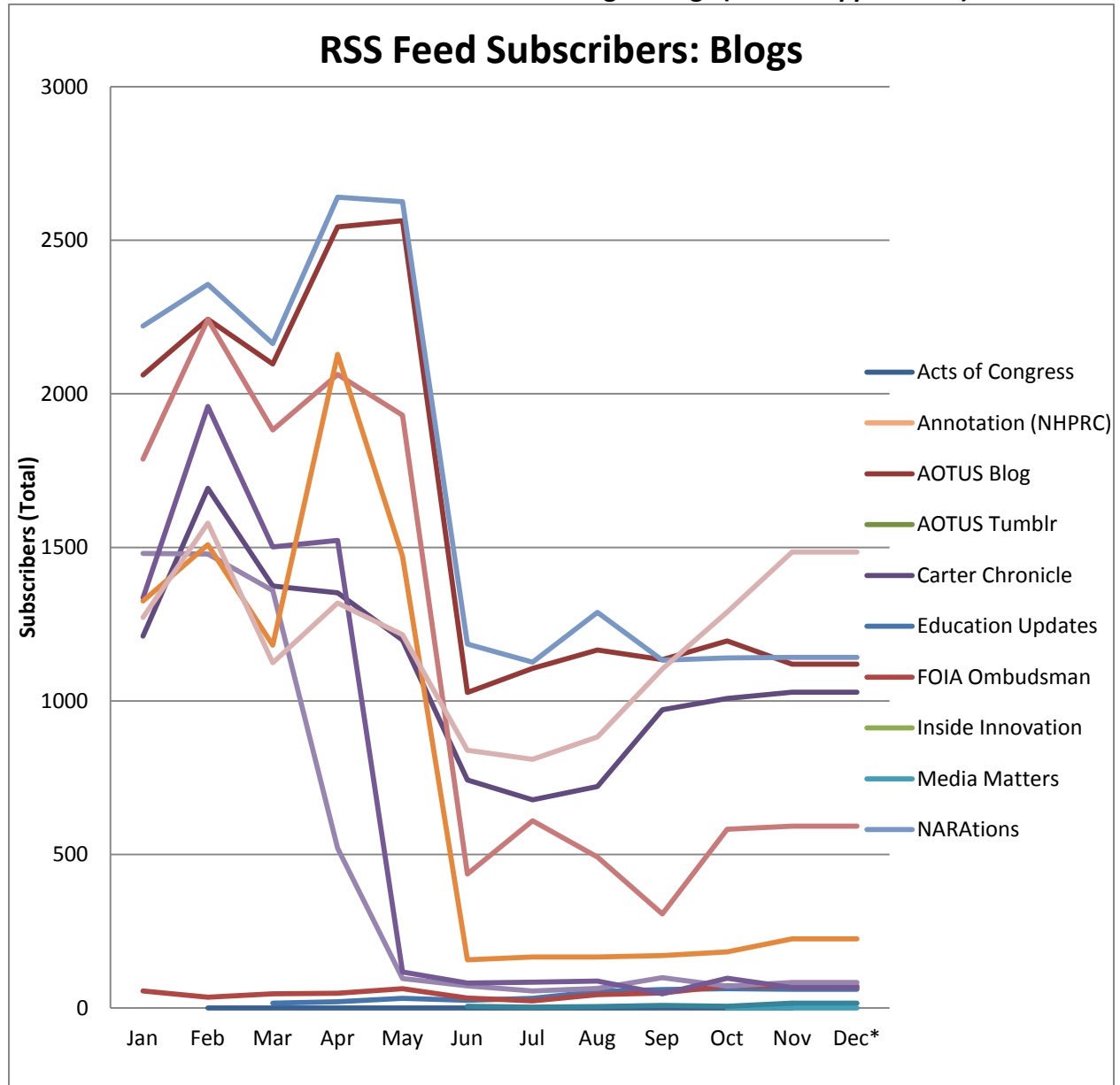
**Blog Cumulative Unique Viewers (Source: Appendix II.C)**



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



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

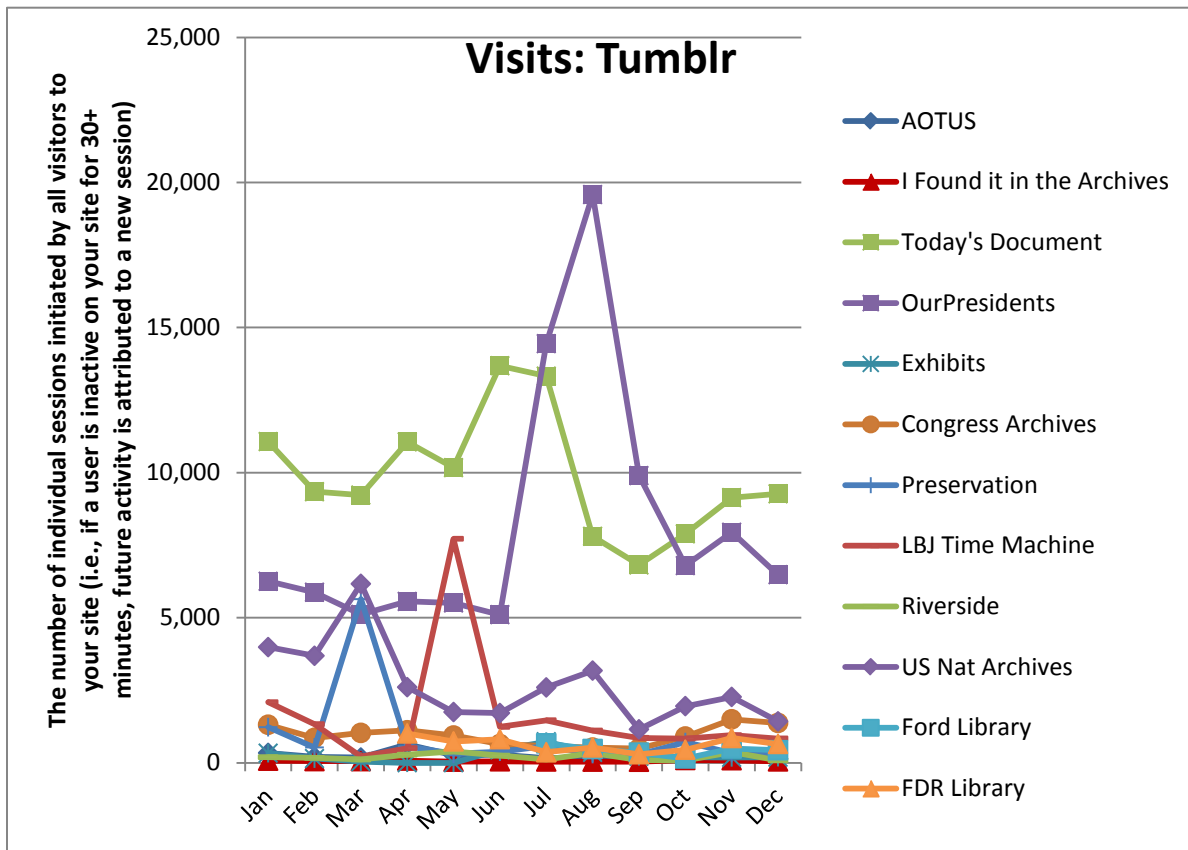


**Top 5 Most Viewed Blog Posts in December**

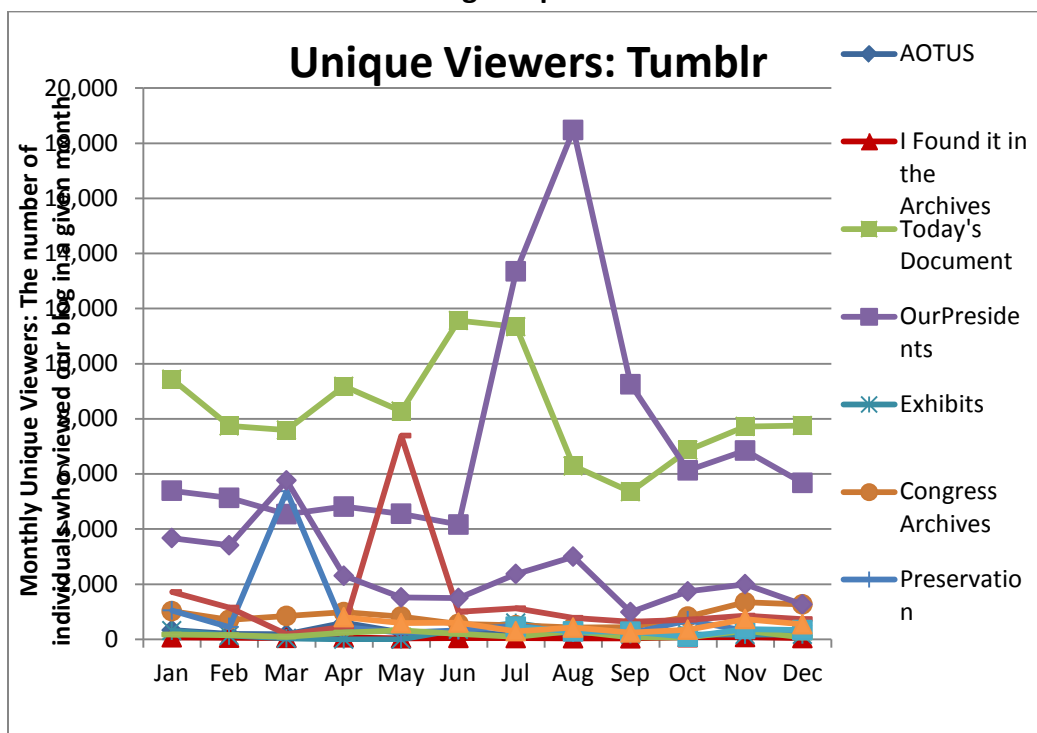
Blog	Pageviews	Post Title
Transforming Classification	592	<a href="#">New Prioritization Category: Topics Older Than 25 Years</a>
Prologue	538	<a href="#">From the Presidential Libraries: Hanukkah at the White House</a>
AOTUS	446	<a href="#">Declassification Prioritization</a>
Education Updates	415	<a href="#">Historic Videos for National History Day Projects</a>
Text Message	410	<a href="#">The Curse of Hindsight: December 7, 1941</a>

Social Media Tools: Detail View – Tumblr

Tumblog Visits

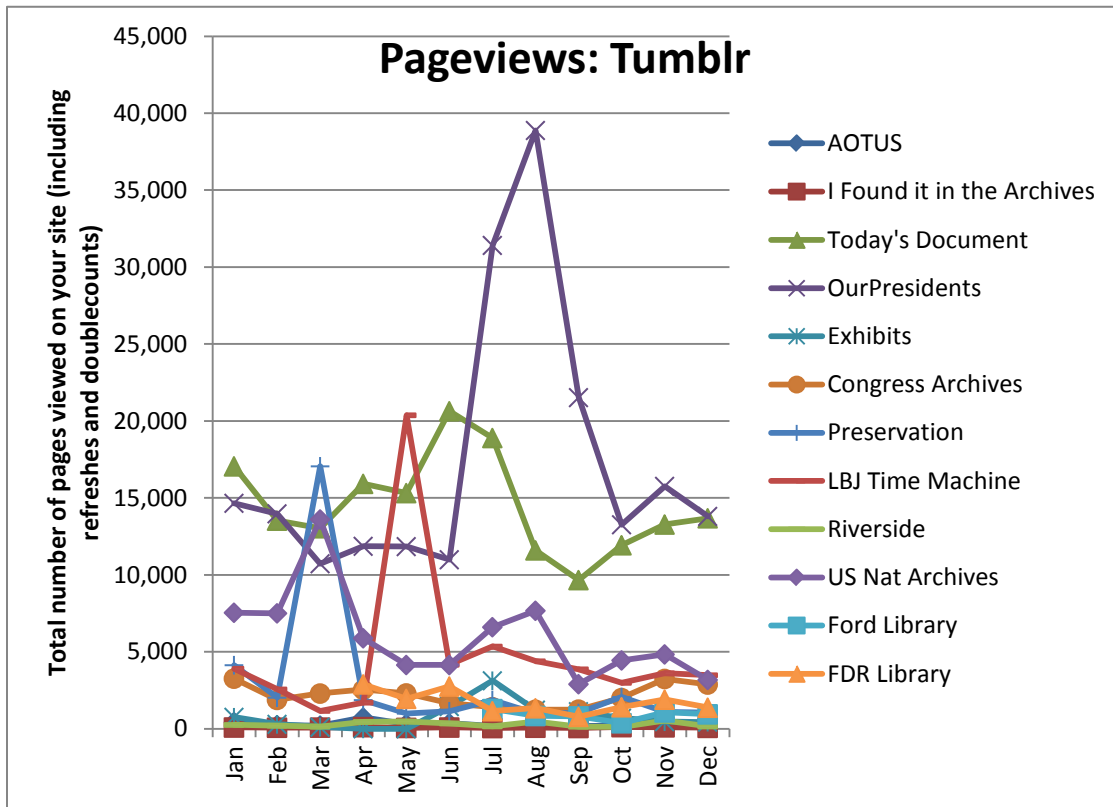


Tumblog Unique Viewers

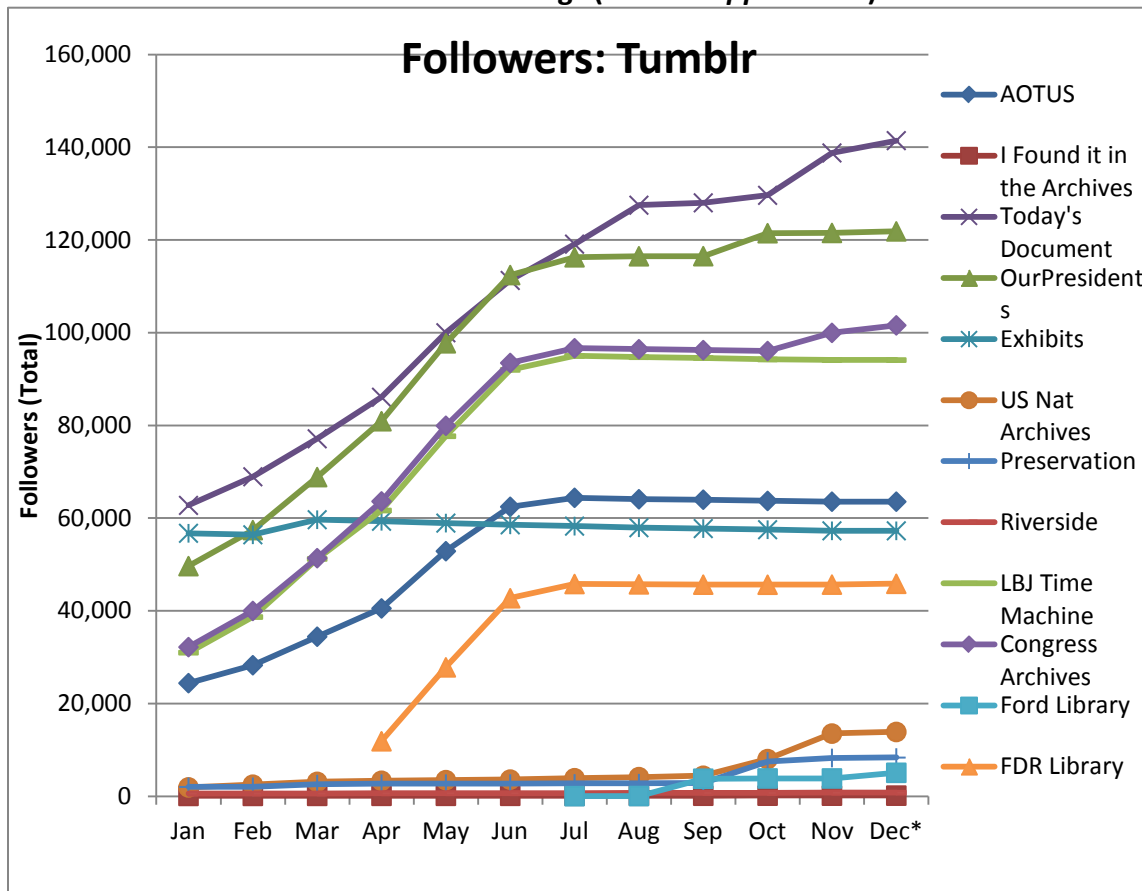




### Tumblog Pageviews

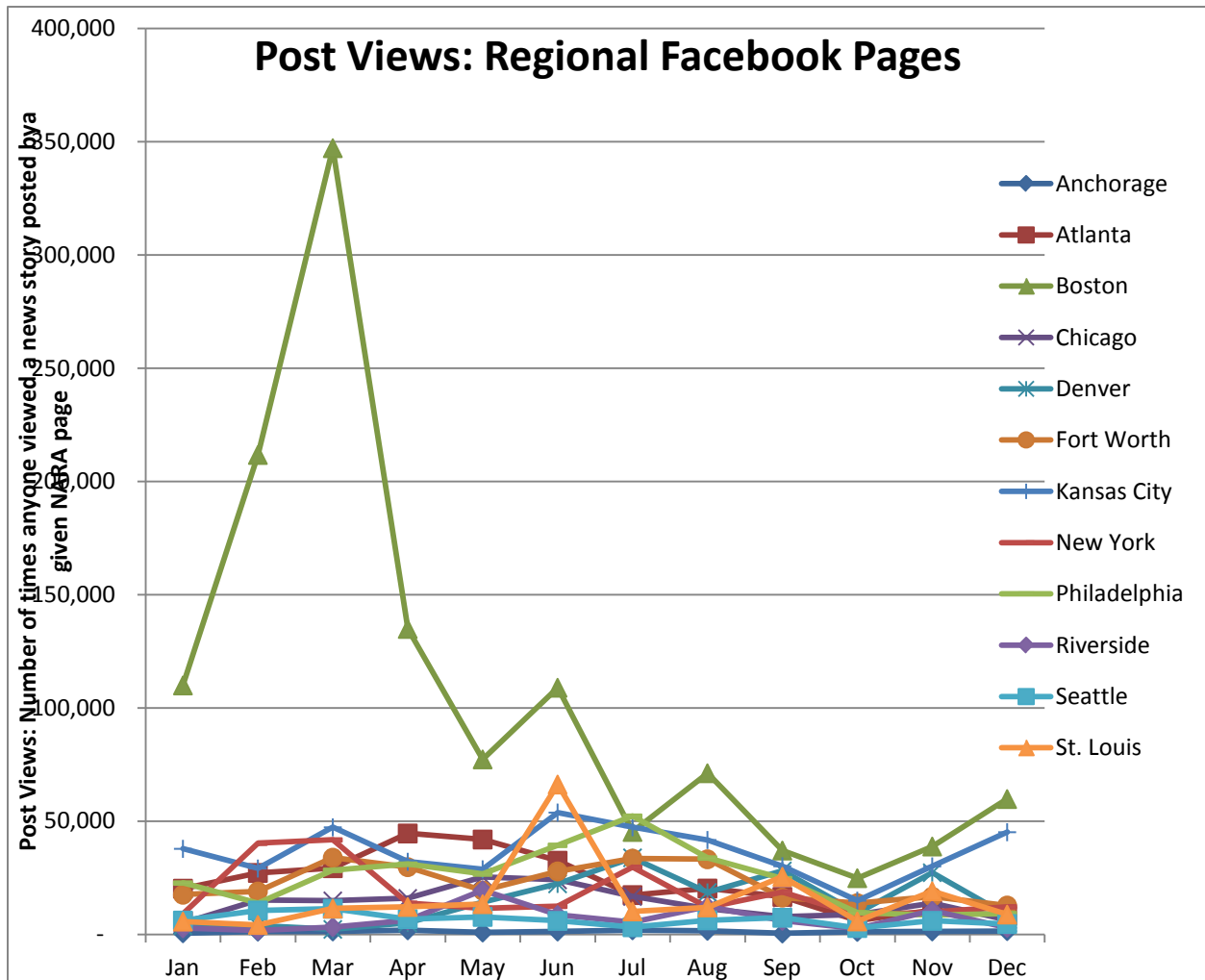


### Followers on Tumblogs (Source: Appendix IV)

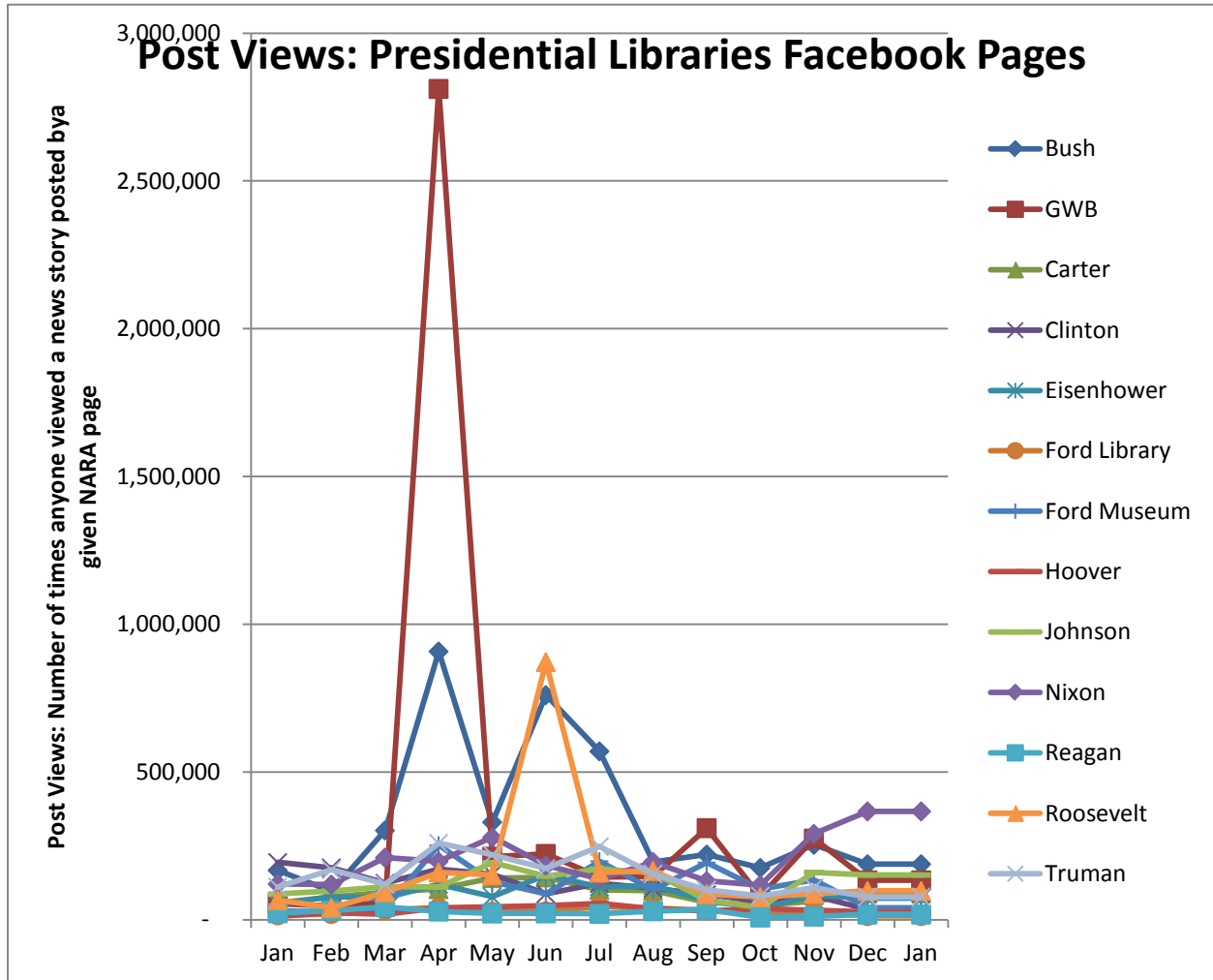


Social Media Tools: Detail View – Facebook

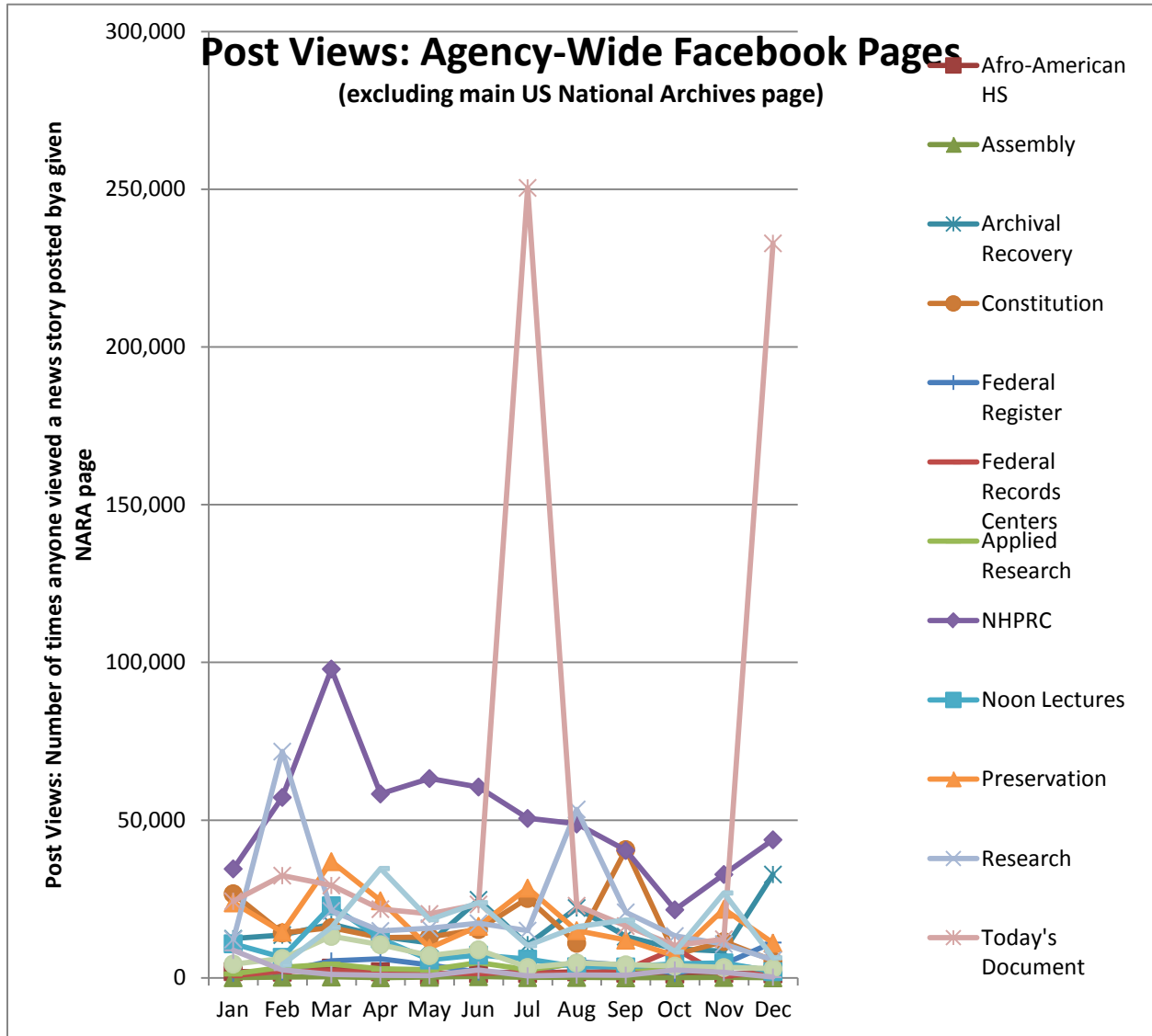
Post Views on Regional Pages (Source: Appendix IV.A)

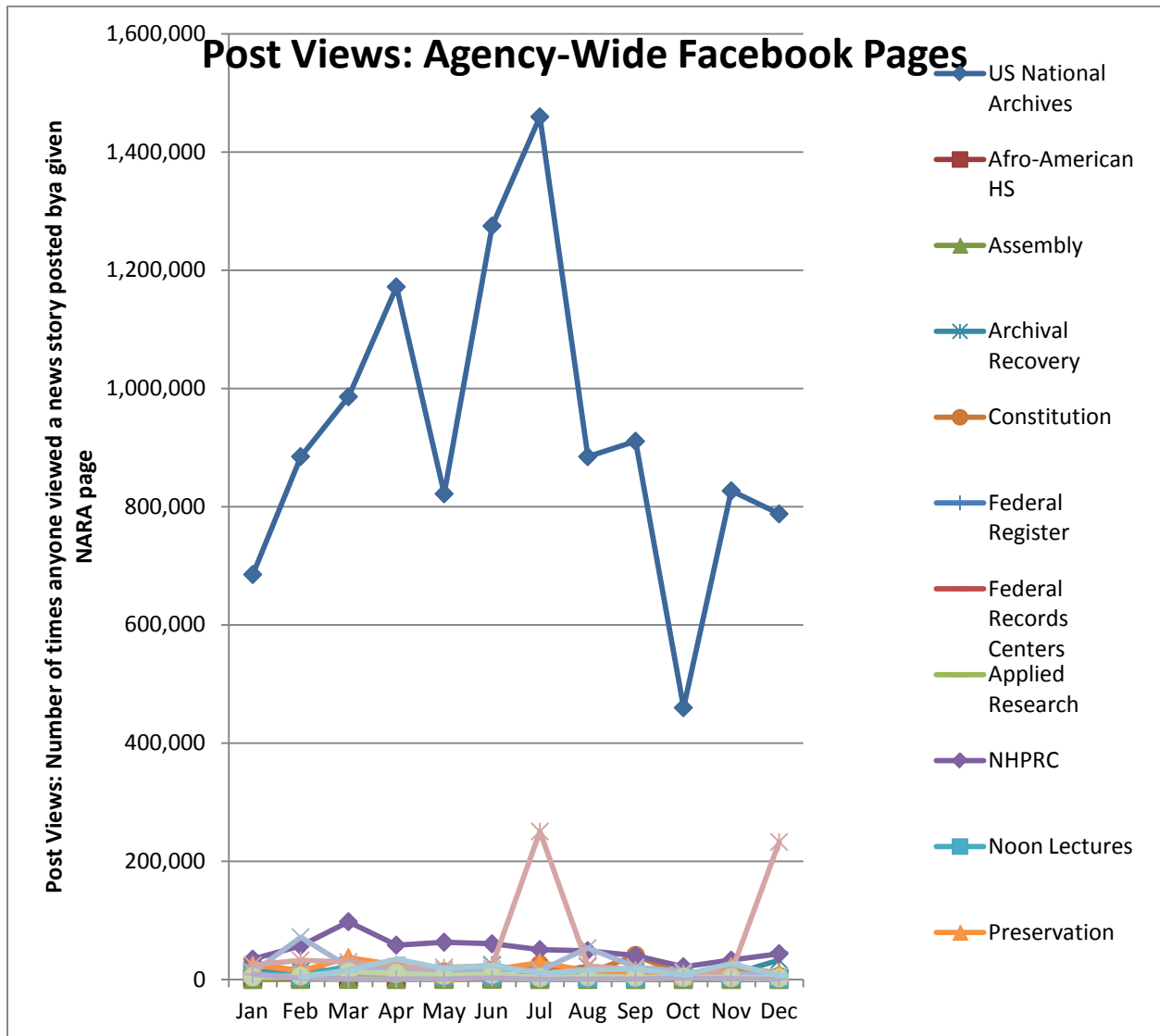


Post Views on Presidential Library Pages (Source: Appendix IV.A)

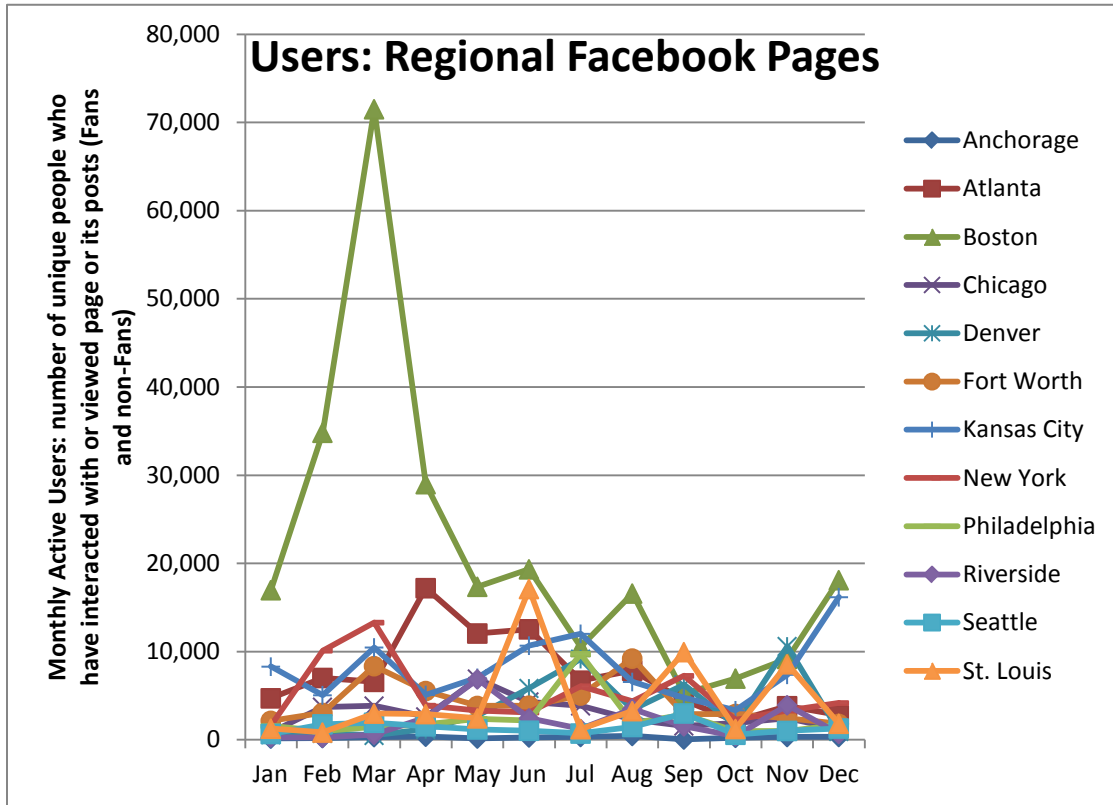


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

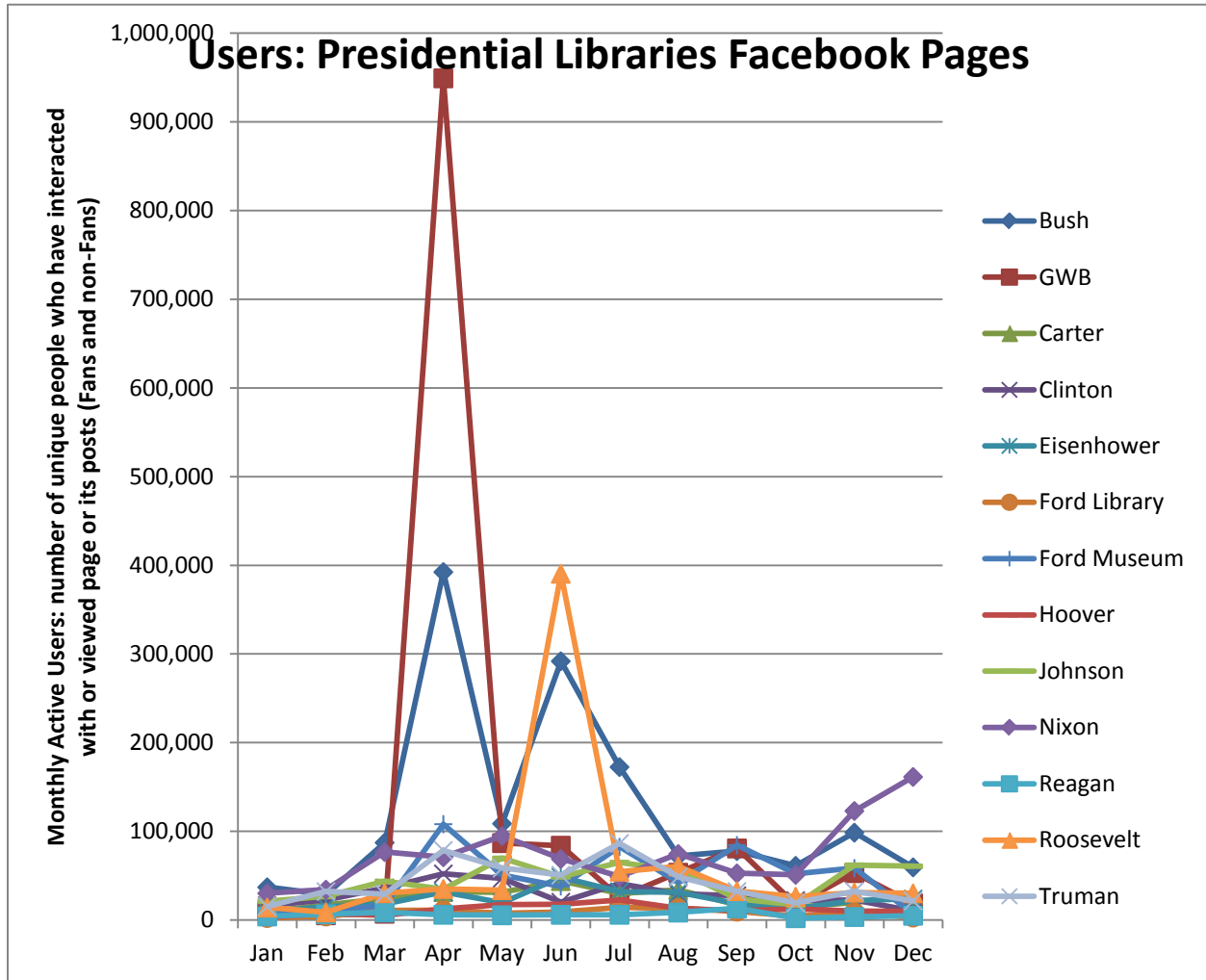




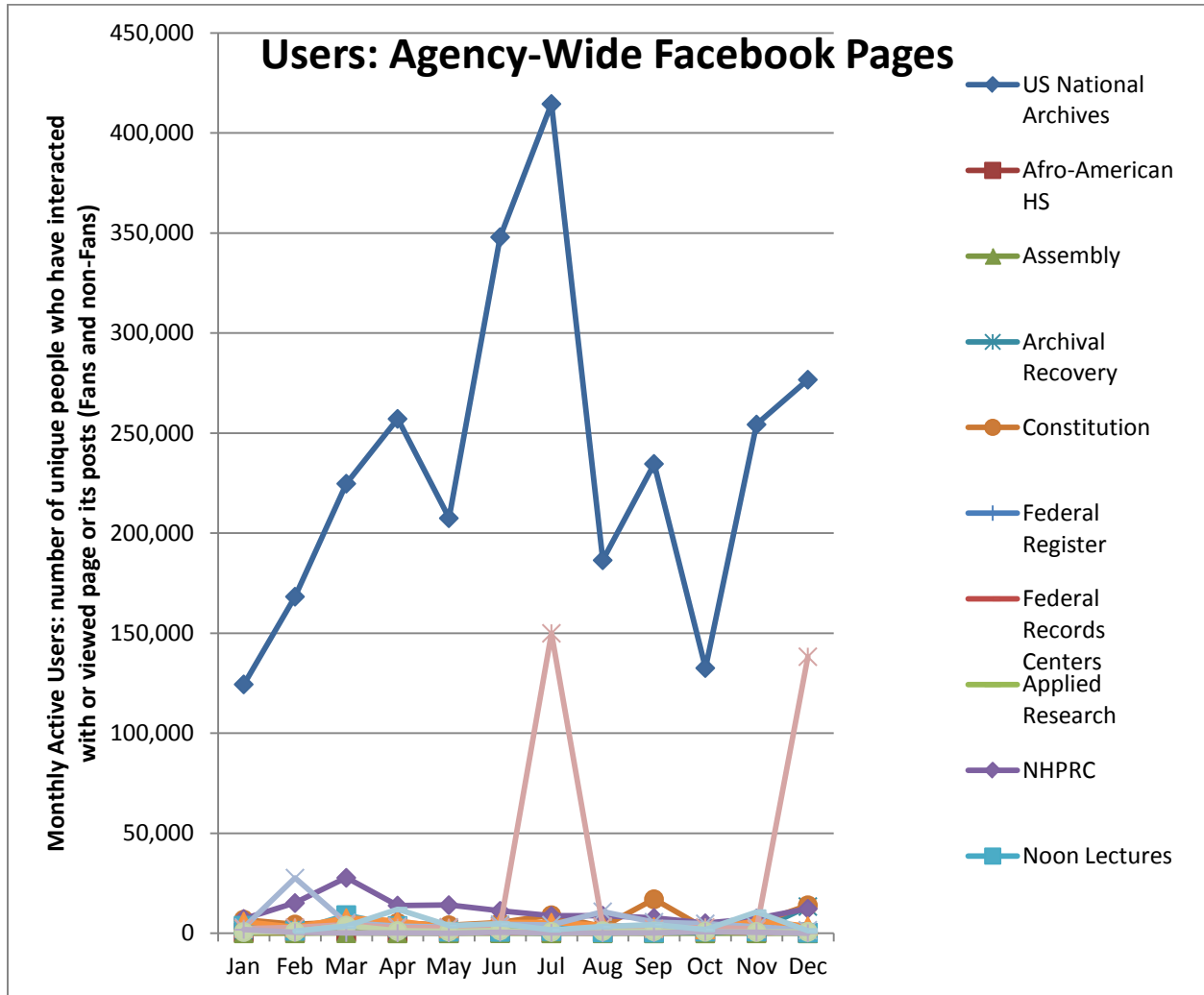
Monthly Active Users of Regional Pages (Source: Appendix IV.B)



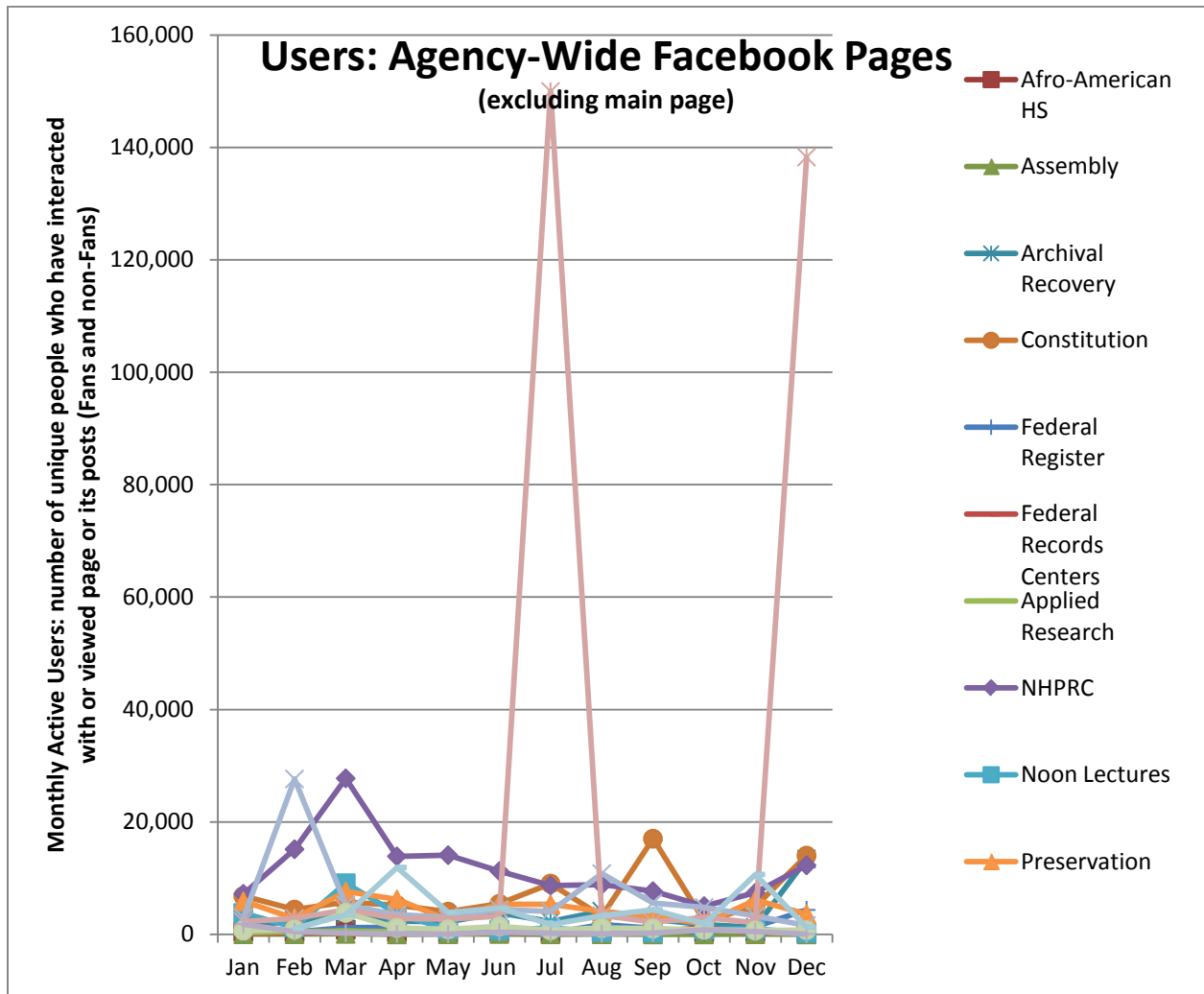
Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



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

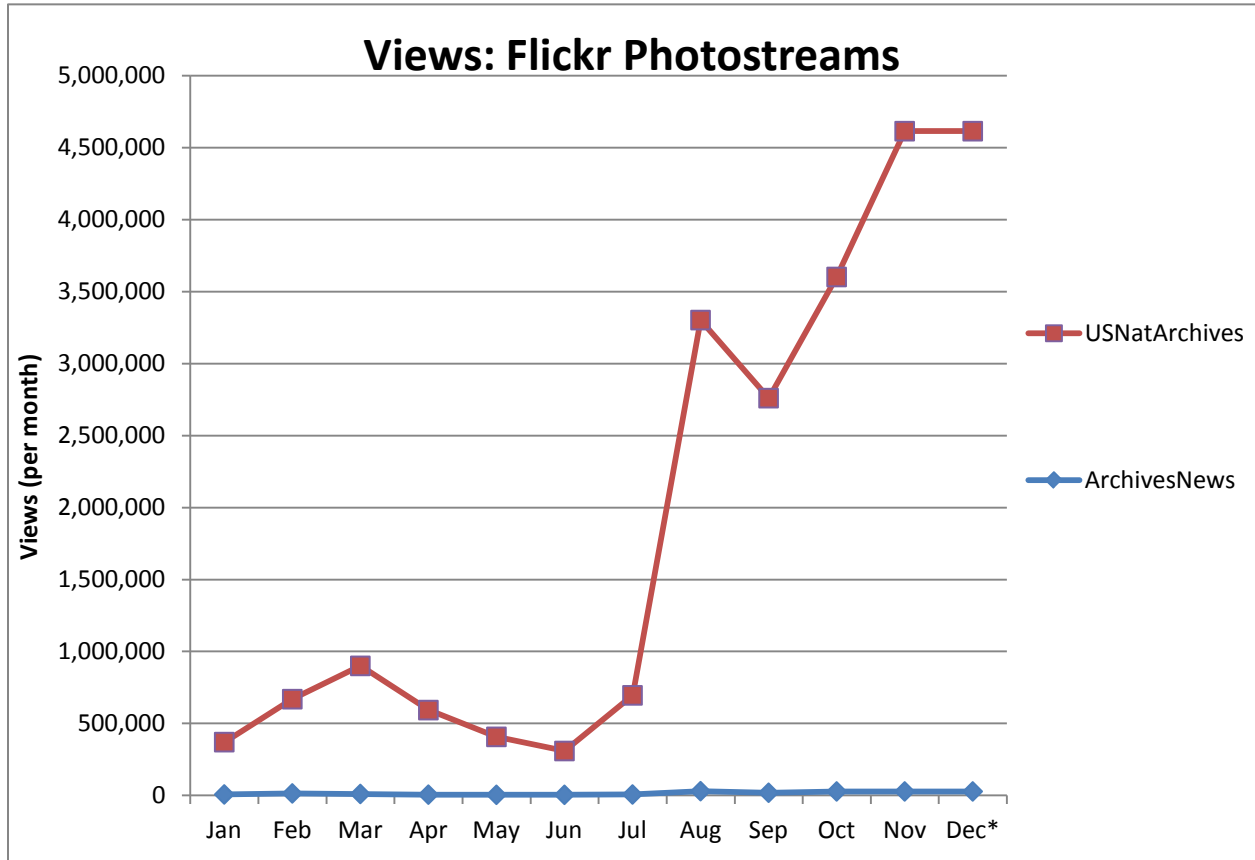




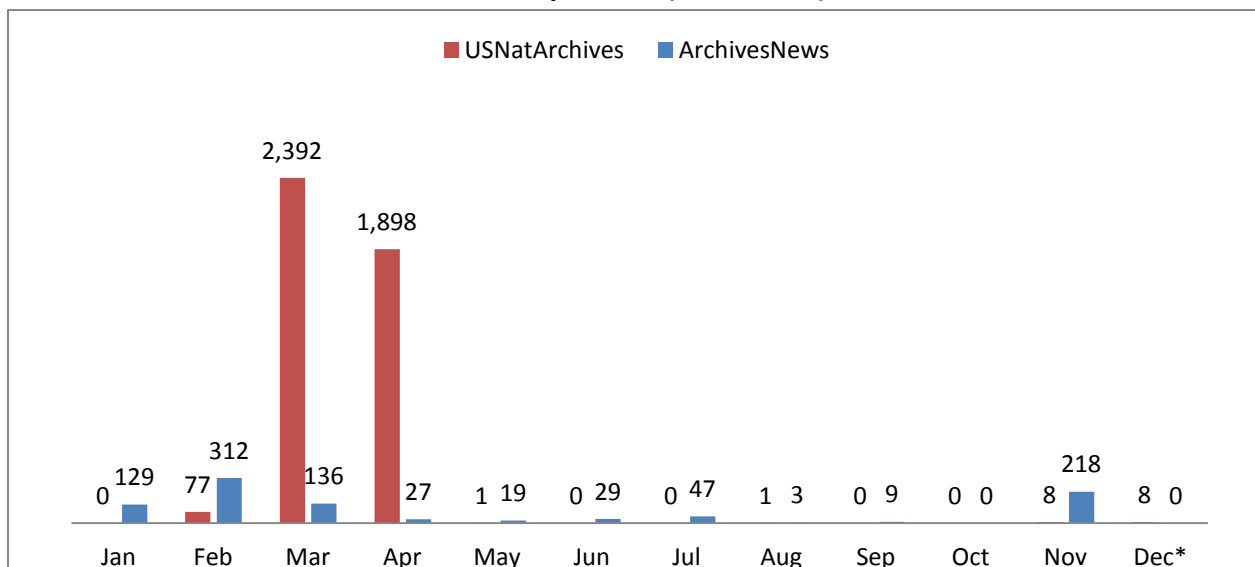


Social Media Tools: Detail View – Flickr

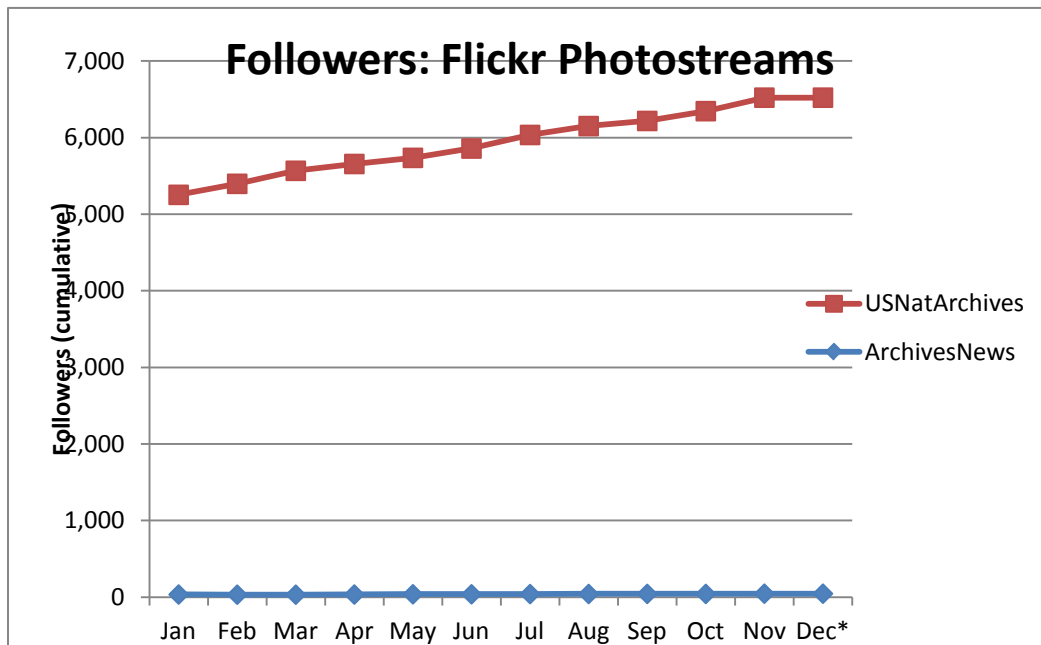
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

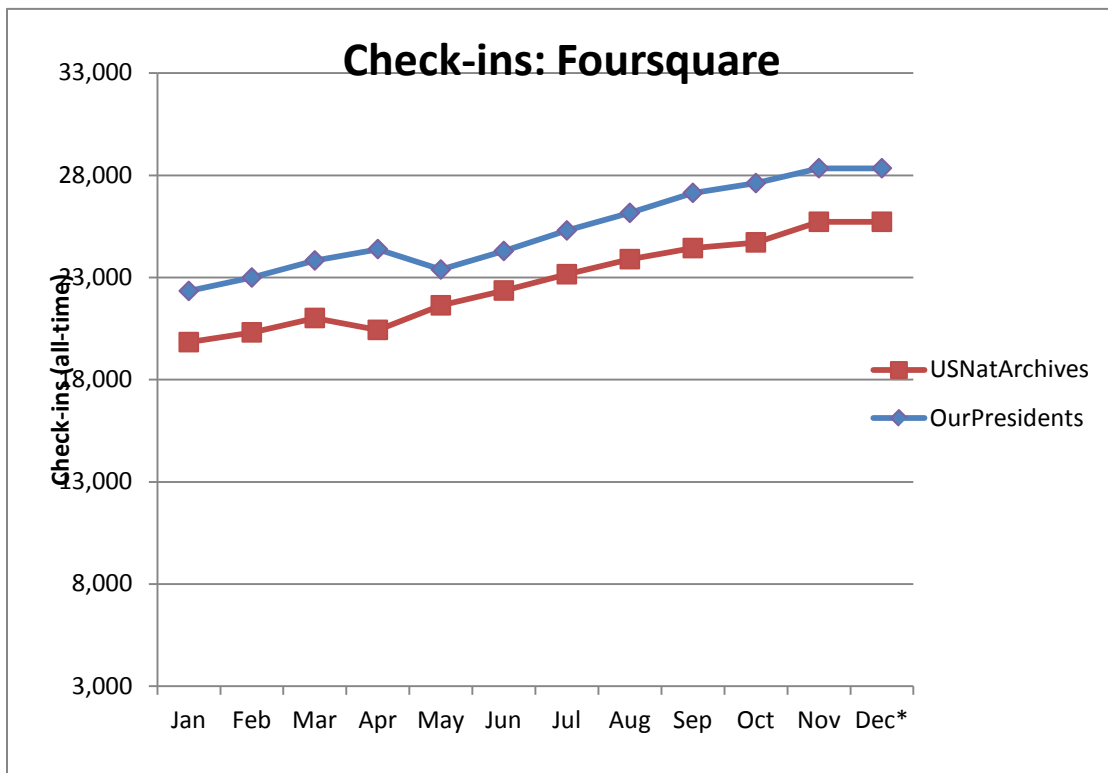


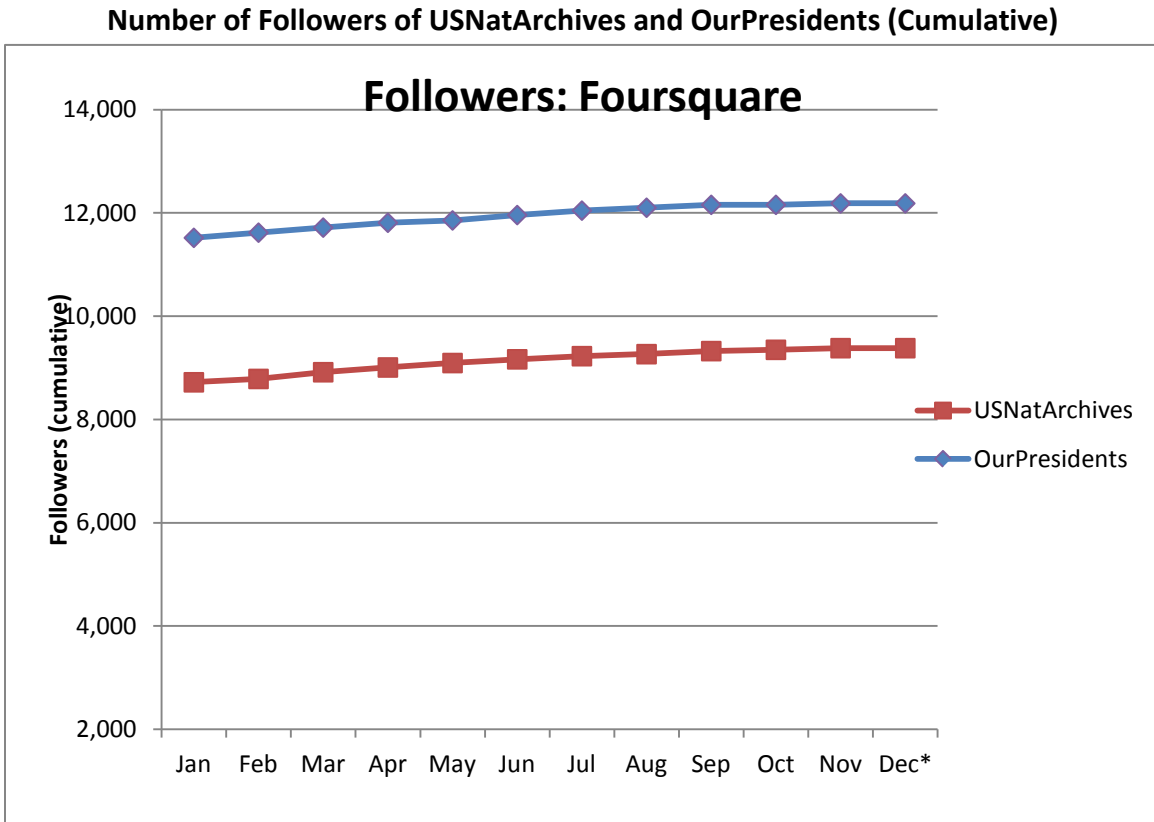
**Followers of Photostreams (Cumulative)**



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

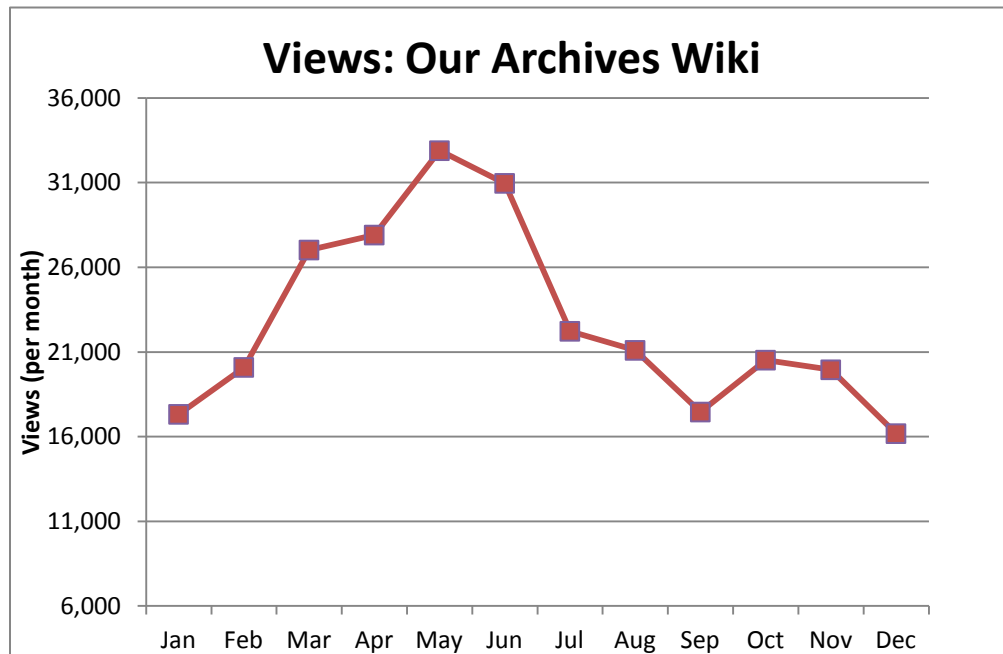
**Number of Check-ins at USNatArchives and OurPresidents Venues (Cumulative)**



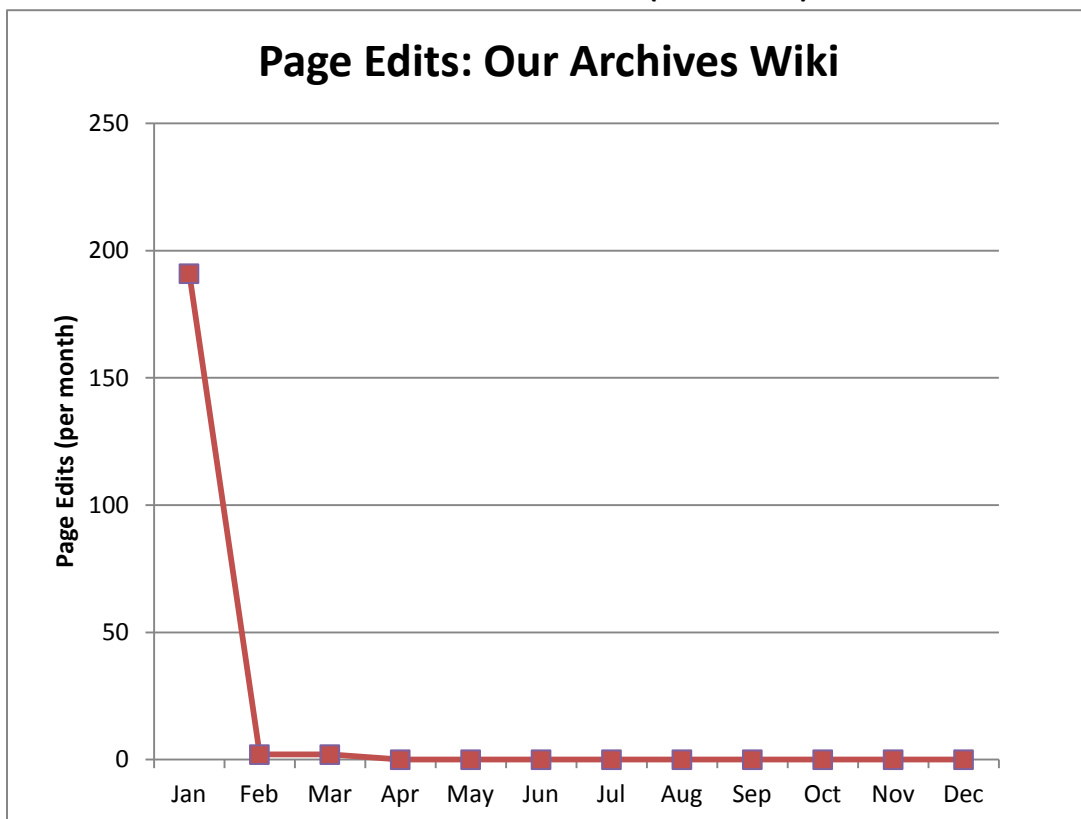


Social Media Tools: Detail View – *Our Archives Wiki*

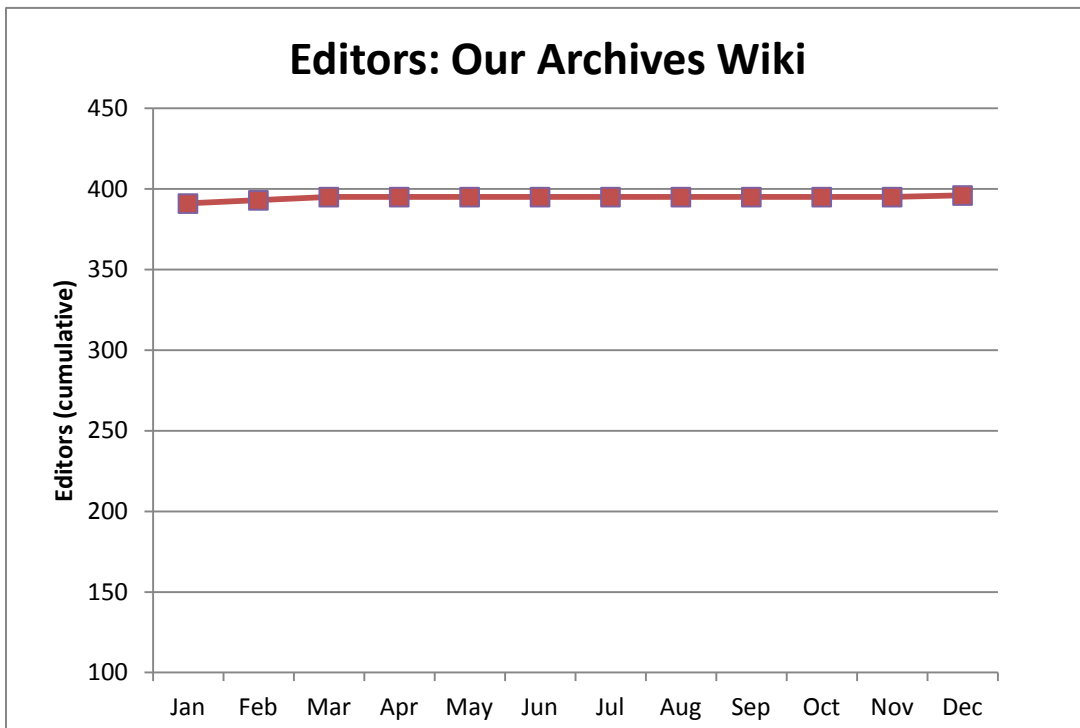
Views on Our Archives Wiki (Per Month)



Edits on Our Archives Wiki (Per Month)

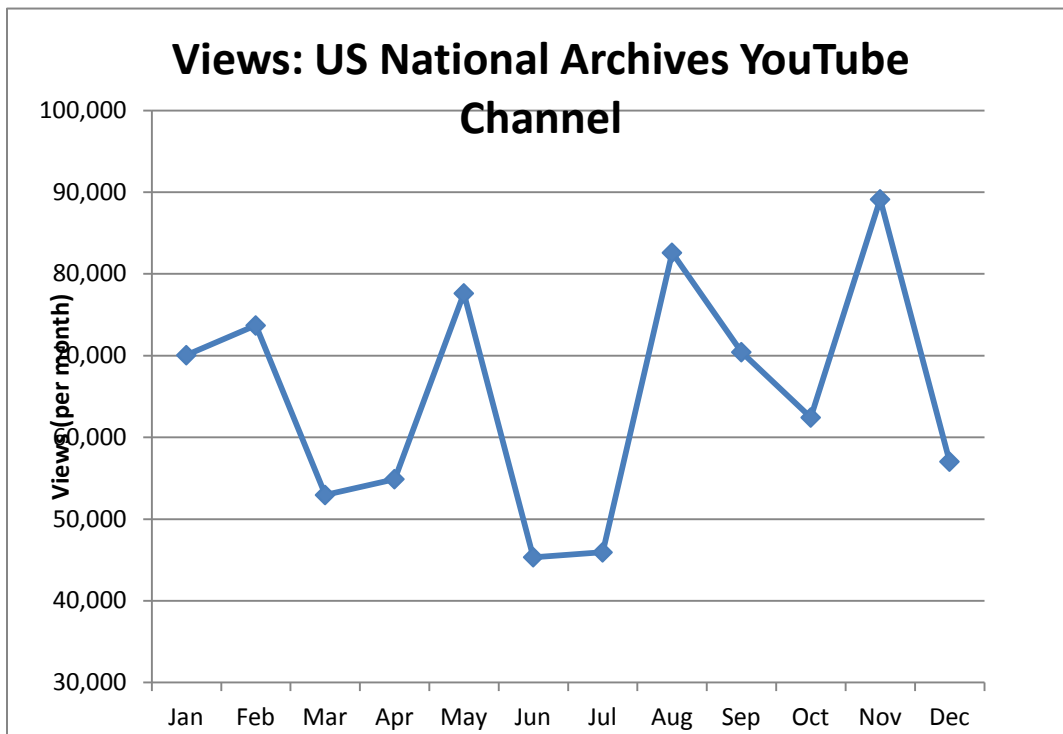


**Editors on Our Archives Wiki (Cumulative)**

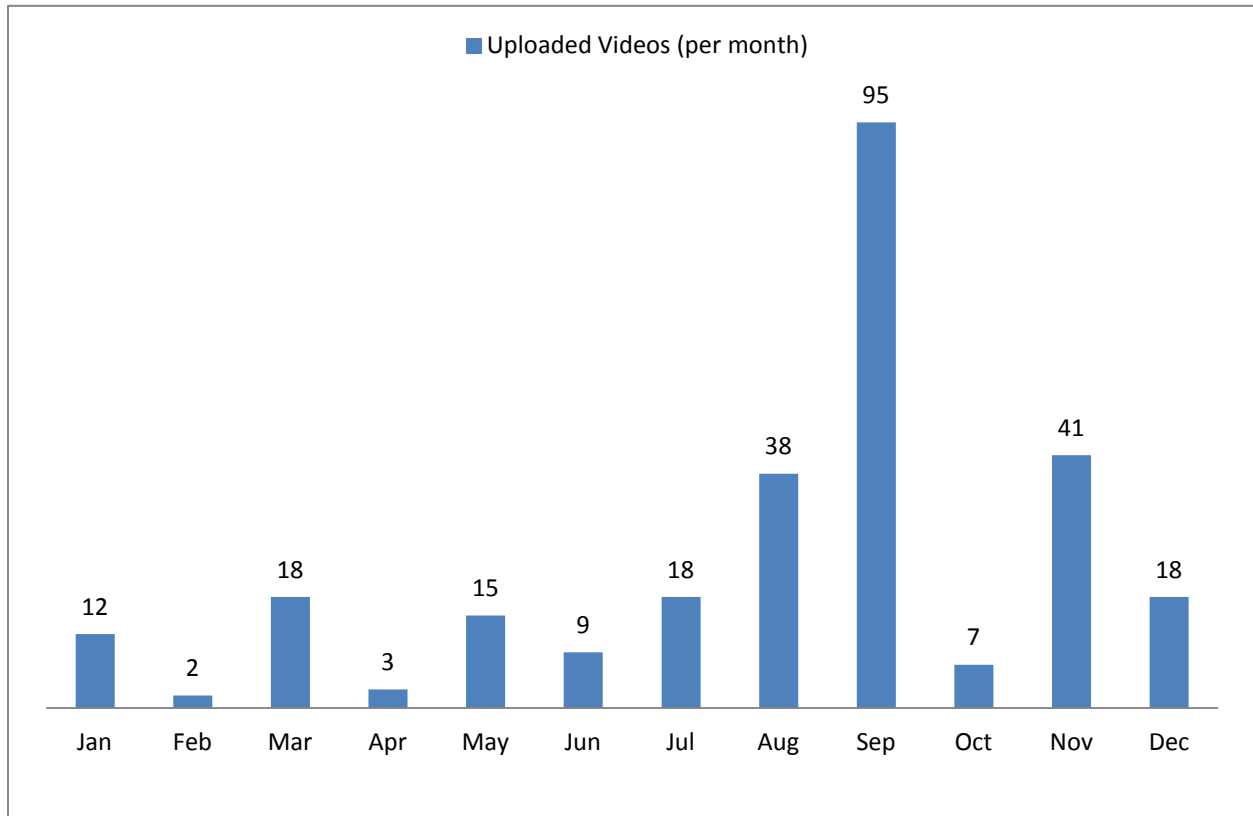


**Social Media Tools: Detail View – YouTube**

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



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

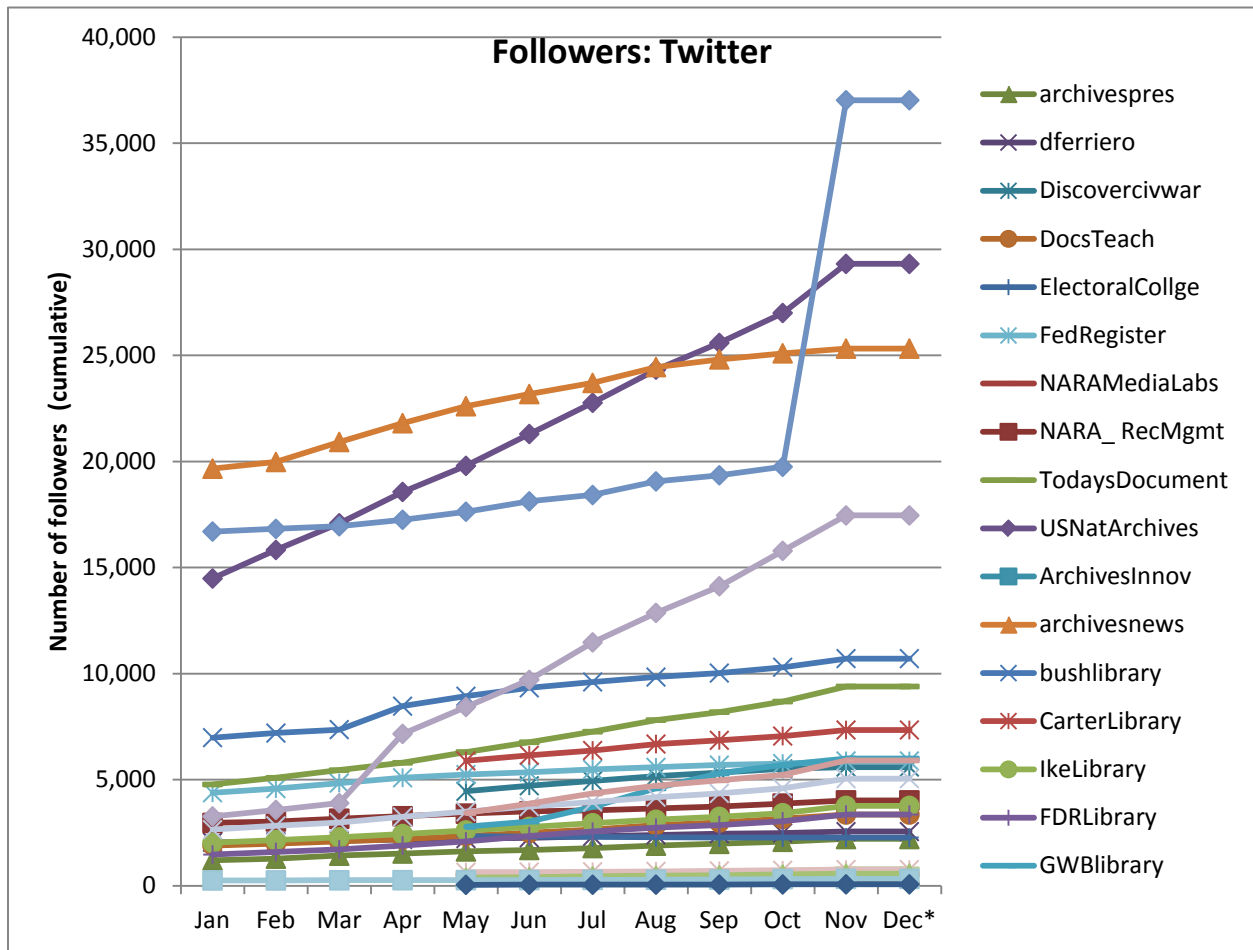


**Top 5 Most Viewed Videos for December 2013 on US National Archives Channel**

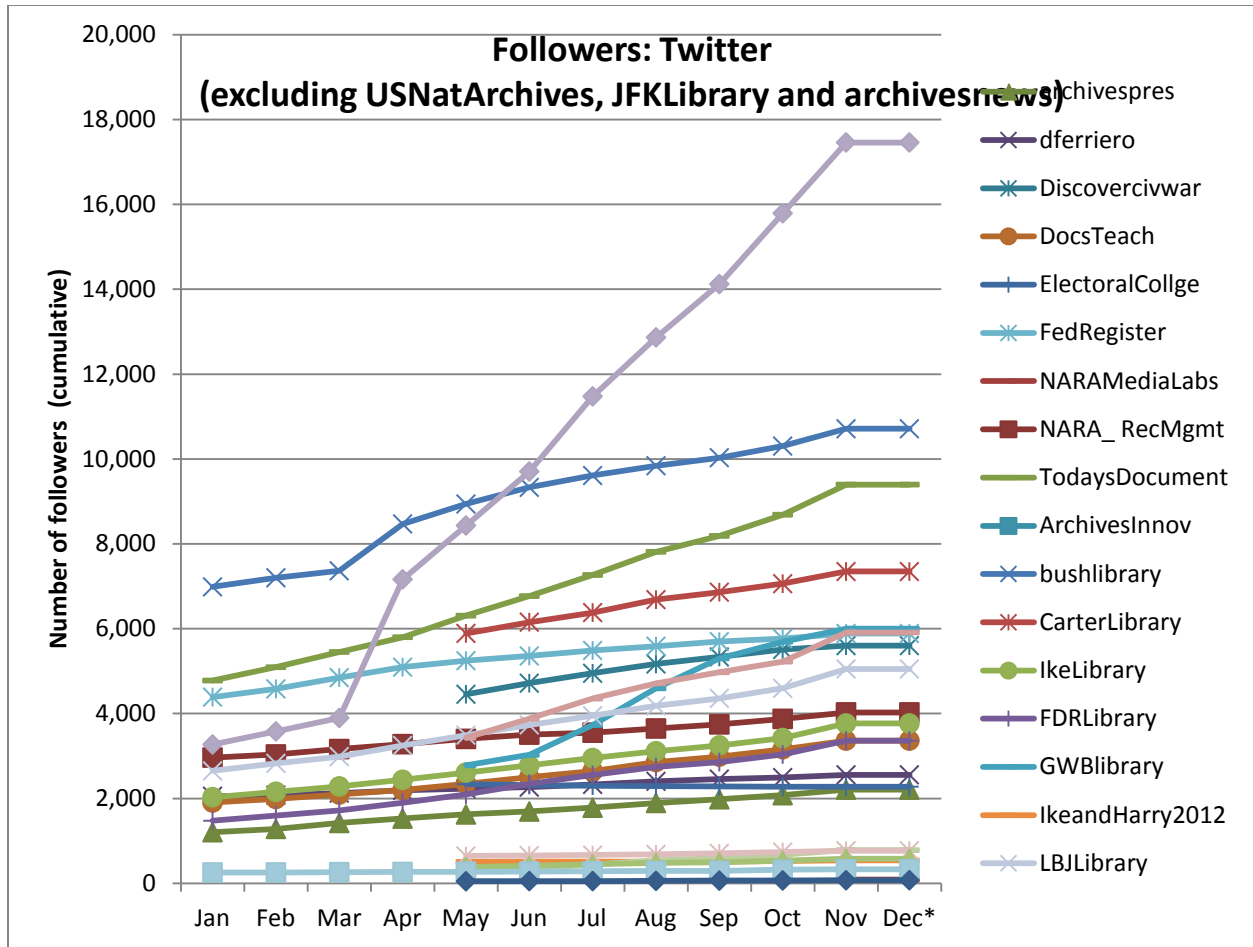
Video Title	Views
<a href="#">Stories from the Great Depression</a>	5,362
<a href="#">Emancipation Proclamation 150<sup>th</sup> Anniversary</a>	3,258
<a href="#">We Were There When Nixon Met Elvis</a>	2,175
<a href="#">Discovery and Recovery: Iraqi Jewish Archive Exhibit Sneak Preview</a>	1,426
<a href="#">Electoral College and the National Archives</a>	1,385

Social Media Tools: Detail View – Twitter

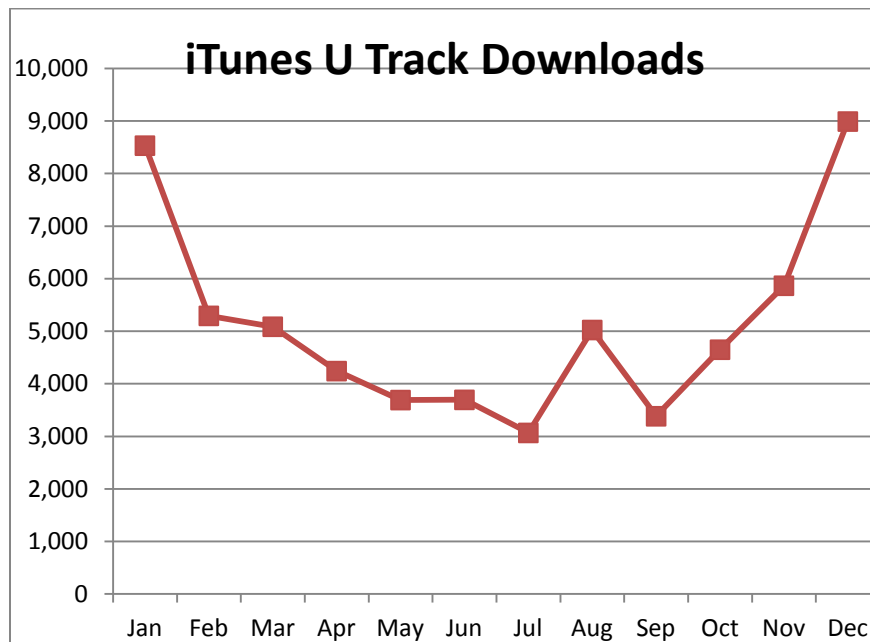
Followers on U.S. National Archives Twitter Feeds (Source: Appendix V)



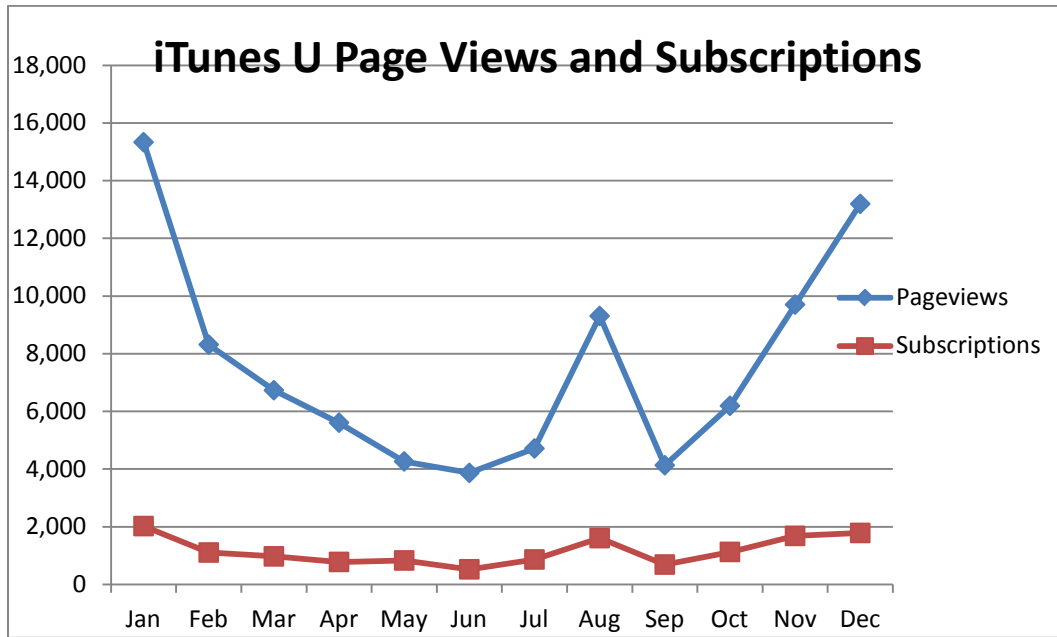




**Social Media Tools: Detail View – iTunes U**  
Track Plays and Downloads on U.S. National Archives iTunes U (Source: Appendix VI)

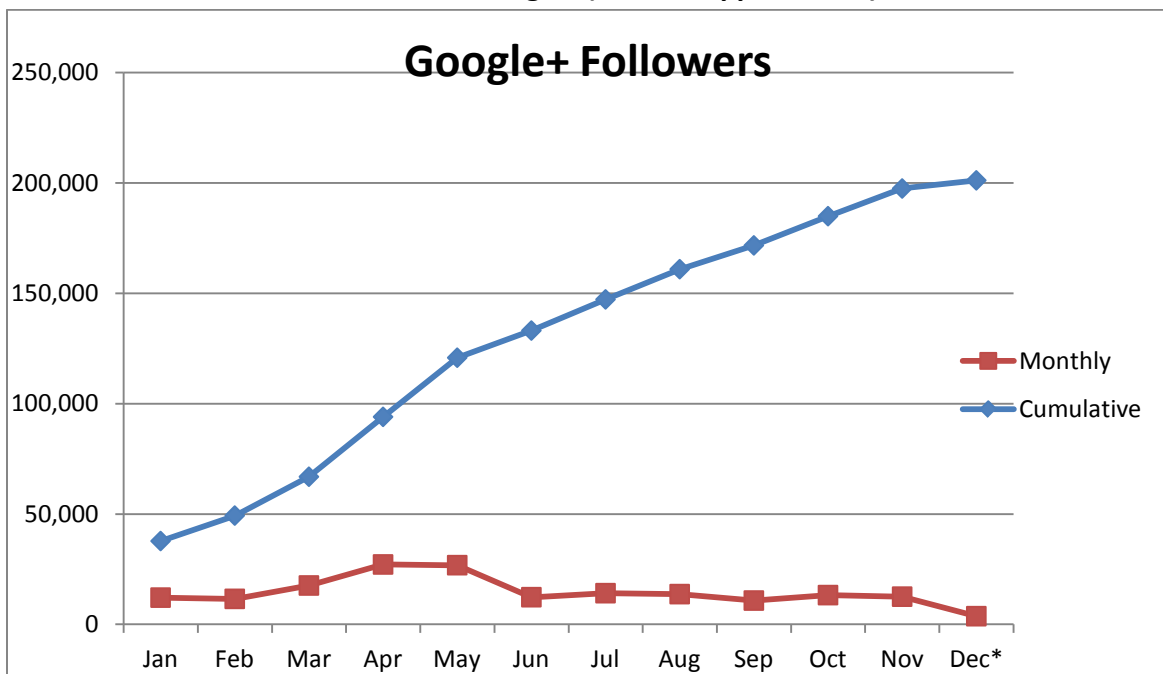


**Page Views and Subscriptions on U.S. National Archives iTunes U (Source: Appendix VI)**



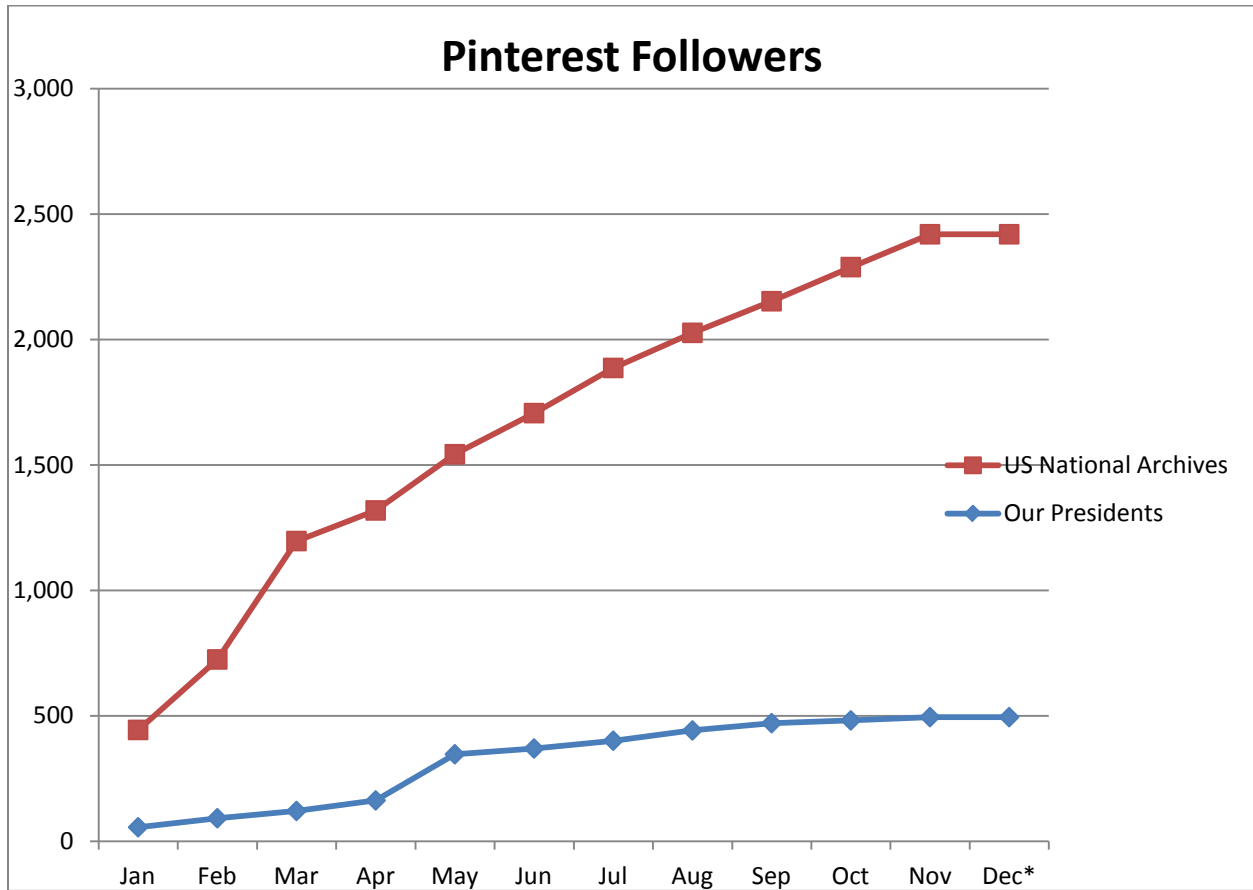
**Social Media Tools: Detail View – Google+**

**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.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Acts of Congress</b>		103	144	80	39	24	38	37	144	30	35	28
<b>Annotation (NHPRC)</b>												
<b>AOTUS</b>	2,346	1,632	2,256	2,803	3,193	2,860	1,156	2,654	3,044	3,124	2,524	2,099
<b>Carter Chronicle</b>	552	722	555	444	332	151	355	365	645	394	437	479
<b>Education Updates</b>			544	2,296	1,654	1,125	1,291	1,741	3,405	1,566	3,677	1,757
<b>FOIA</b>	1,302	1,392	1,539	1,249	1,020	924	1,047	1,095	803	811	893	667
<b>Inside Innovation</b>												163
<b>Media Matters</b>						626	1,325	3,362	2,274	1,612	1,990	1,682
<b>NARAtions</b>	5,360	5,405	5,744	5,335	4,874	3,467	4,635	5,911	4,782	5,271	4,857	3,237
<b>NDC Blog</b>	2,551	2,008	2,374	1,595	33	1,060	1,427	1,300	973	802	1,098	500
<b>Rediscovering Black History</b>					224	152	409	1,230	553	329	741	429
<b>Prologue Blog</b>	13,619	20,688	12,489	12,170	15,820	10,422	4,656	6,444	8,322	7,757	11,159	7,224
<b>Records Express Blog</b>	1,785	1,871	8,361	1,312	1,627	1,748	1,622	1,392	2,900	1,732	1,543	1,792
<b>The Text Message</b>	3,800	3,651	3,293	4,916	4,363	2,015	2,381	3,636	4,313	4,222	4,958	4,625
<b>Transforming Classification (PIDB)</b>	320	241	407	254	275	247	369	399	294	203	722	921
<b>MONTHLY TOTAL</b>	<b>35,544</b>	<b>41,895</b>	<b>41,582</b>	<b>36,259</b>	<b>36,446</b>	<b>26,067</b>	<b>20,711</b>	<b>29,566</b>	<b>32,452</b>	<b>27,853</b>	<b>34,634</b>	<b>25,603</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.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Acts of Congress</b>		224	309	124	73	33	53	64	402	41	37	32
<b>Annotation (NHPRC)</b>												
<b>AOTUS</b>	3,984	2,895	3,844	4,732	5,149	4,270	1,925	4,327	4,909	4,933	4,022	3,581
<b>Carter Chronicle</b>	817	1,044	856	665	513	223	634	531	937	608	677	746
<b>Education Updates</b>			875	3,190	2,319	1,782	1,689	2,870	5,099	2,722	5,358	2,643
<b>FOIA</b>	2,147	2,294	2,698	2,572	1,897	1,434	1,865	1,819	1,813	1,425	1,510	1,216
<b>Inside Innovation</b>												291
<b>Media Matters</b>						907	2,135	5,990	3,813	2,440	3,064	2,808
<b>NARAtions</b>	8,925	9,231	9,561	9,186	8,382	5,617	8,066	10,029	8,151	8,879	8,064	6,036
<b>NDC Blog</b>	3,823	3,212	3,538	2,621	60	1,642	2,260	2,200	1,505	1,279	1,782	803
<b>Rediscovering Black History</b>					327	203	694	2,211	933	587	1,133	678
<b>Prologue Blog</b>	22,795	31,683	19,935	19,539	23,342	14,662	7,010	9,666	12,452	11,914	16,138	10,964
<b>Records Express Blog</b>	2,948	2,847	14,454	2,167	2,570	2,601	2,628	2,363	4,052	2,680	2,587	3,004
<b>The Text Message</b>	5,513	5,802	5,225	7,545	6,175	2,879	4,038	6,242	6,902	6,744	8,306	8,096
<b>Transforming Classification (PIDB)</b>	500	355	594	341	404	354	602	619	436	380	1,463	2,274
<b>MONTHLY TOTAL</b>	<b>58,879</b>	<b>67,860</b>	<b>69,495</b>	<b>59,932</b>	<b>56,899</b>	<b>38,795</b>	<b>33,599</b>	<b>48,931</b>	<b>51,404</b>	<b>44,632</b>	<b>54,141</b>	<b>43,172</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.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Acts of Congress</b>		36	142	208	243	267	297	331	471	500	534	560
<b>Annotation (NHPRC)</b>												
<b>AOTUS</b>	97,897	99,236	100,901	102,997	105,053	106,926	107,667	109,471	111,416	113,825	115,548	116,984
<b>Carter Chronicle</b>	1,525	2,169	2,661	3,041	3,343	3,470	3,728	3,989	4,349	4,652	4,987	5,369
<b>Education Updates</b>		0	422	1,858	2,876	3,619	4,385	5,585	8,365	9,705	12,437	13,833
<b>FOIA</b>	13,230	14,160	15,205	16,036	16,682	17,290	17,965	18,647	19,205	19,773	20,355	20,813
<b>Inside Innovation</b>												61
<b>Media Matters</b>						525	1,619	3,594	5,256	6,448	7,748	8,870
<b>NARAtions</b>	111,527	116,190	121,078	125,750	129,966	132,912	136,846	141,618	145,629	150,071	154,233	157,120
<b>NDC Blog</b>	75,868	77,466	79,340	80,543	80,576	81,433	82,563	83,330	83,974	84,595	85,462	85,888
<b>Rediscovering Black History</b>					189	317	545	1,231	1,558	1,801	2,216	2,501
<b>Prologue Blog</b>	174,467	192,548	203,059	213,264	227,362	236,035	239,632	244,915	252,040	258,846	268,321	274,530
<b>Records Express Blog</b>	20,817	21,922	28,903	29,805	30,854	31,945	32,957	33,887	35,568	36,768	37,825	38,863
<b>The Text Message</b>	48,523	51,528	54,446	57,971	61,382	63,144	65,074	67,634	71,243	74,851	78,927	82,530
<b>Transforming Classification (PIDB)</b>	4,211	4,424	4,748	4,953	5,179	5,389	5,652	5,922	6,150	6,318	6,841	7,340
<b>MONTHLY TOTAL</b>	<b>615,554</b>	<b>650,953</b>	<b>685,668</b>	<b>714,639</b>	<b>744,680</b>	<b>765,400</b>	<b>781,058</b>	<b>802,282</b>	<b>825,611</b>	<b>768,153</b>	<b>795,434</b>	<b>815,262</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.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Acts of Congress</b>			36	106	66	35	24	30	34	140	29	34
<b>Annotation (NHPRC)</b>	1,905	1,742	1,339	1,665	2,096	2,056	1,873	741	1,804	1,945	2409	1,723
<b>AOTUS</b>	274	499	644	492	380	302	127	258	261	360	303	335
<b>Carter Chronicle</b>				422	1,436	1,018	743	766	1,200	2,780	1340	2,732
<b>Education Updates</b>	674	804	930	1,045	831	646	608	675	682	558	568	582
<b>FOIA</b>	418	442	454	468	385	292	186	0	0	0	-	-
<b>Inside Innovation</b>							525	1,094	1,975	1,662	1192	1,300
<b>Media Matters</b>	3,784	4,580	4,663	4,888	4,672	4,216	2,946	3,934	4,772	4,011	4442	4,162
<b>NARAtions</b>	1,509	1,766	1,598	1,874	1,203	33	857	1,130	767	644	621	867
<b>NDC Blog</b>	58	60	64	68	69	94	12	0	0	0	-	-
<b>Rediscovering Black History</b>						189	128	228	686	327	243	415
<b>Prologue Blog</b>	9,616	11,541	18,081	10,511	10,205	14,098	8,673	3,597	5,283	7,125	6806	9,475
<b>Records Express Blog</b>	805	1,187	1,105	6,981	902	1,049	1,091	1,012	930	1,681	1200	1,057
<b>The Text Message</b>	2,794	3,005	3,005	2,918	3,525	3,411	1,762	1,930	2,560	3,609	3608	4,076
<b>Transforming Classification (PIDB)</b>	2,421	2,945	3,188	2,826	2,815	2,281	923	0	0	0	-	-
<b>MONTHLY TOTAL</b>	<b>420</b>	<b>270</b>	<b>213</b>	<b>324</b>	<b>205</b>	<b>226</b>	<b>210</b>	<b>263</b>	<b>270</b>	<b>228</b>	<b>168</b>	<b>523</b>



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

\*Estimated

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec*
<b>Acts of Congress</b>		0	0	-	0	0	0	0	0	0	0	
<b>Annotation (NHPRC)</b>												
<b>AOTUS Blog</b>	2,061	2,243	2,097	2,543	2,564	1,027	1,106	1,166	1,134	1,195	1,120	1,120
<b>AOTUS Tumblr</b>												
<b>Carter Chronicle</b>	1,211	1,692	1,374	1,352	1,198	743	678	721	971	1,008	1,028	1,028
<b>Education Updates</b>			16	21	32	25	32	54	60	63	61	61
<b>FOIA Ombudsman</b>	56	35	46	48	63	33	23	44	49	72	71	71
<b>Inside Innovation</b>												
<b>Media Matters</b>										0	0	0
<b>NARAtions</b>	2,221	2,356	2,163	2,640	2,625	1,185	1,126	1,288	1,133	1,140	1,142	1,142
<b>NDC Blog</b>	1,480	1,478	1,359	520	96	72	56	64	99	71	83	83
<b>Prologue</b>	1,787	2,242	1,882	2,063	1,930	436	610	492	306	582	592	592
<b>Records Express</b>	1,335	1,959	1,501	1,523	117	81	84	88	46	97	67	67
<b>Rediscovering Black History</b>						6	3	5	9	6	16	16
<b>Text Message</b>	1,325	1,509	1,181	2,128	1,471	157	166	166	171	183	225	225
<b>Today's Document Tumblr</b>												
<b>Transforming Classification (PIDB)</b>	1,272	1,579	1,124	1,319	1,216	839	810	883	1,104	1,289	1,485	1,485
<b>MONTHLY TOTAL</b>	<b>16,364</b>	<b>19,440</b>	<b>16,614</b>	<b>18,598</b>	<b>15,260</b>	<b>5749</b>	<b>5350</b>	<b>5377</b>	<b>5345</b>	<b>5,942</b>	<b>5,890</b>	<b>5,890</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.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	
<b>Monthly Total (A+P+R)</b>	<b>2,084,274</b>	<b>2,500,421</b>	<b>3,169,463</b>	<b>6,930,053</b>	<b>3,266,409</b>	<b>4,822,239</b>	<b>4,253,186</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>Agency-Wide Total</b>	<b>850,113</b>	<b>1,118,705</b>	<b>1,273,908</b>	<b>1,388,810</b>	<b>995,842</b>	<b>1,485,406</b>	<b>1,867,950</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>US National Archives</b>	685,234	884,702	985,890	1,171,852	821,757	1,274,885	1,459,551	884,583	910,660	459,932	826,773	787,796
<b>Afro-American HS</b>	2,033	1,873	3,135	1,994	716	1,416	1,464	1,979	1,542	1,282	1,512	1,350
<b>Assembly</b>	122	263	334	107	259	446	148	188	66	89	195	82
<b>Archival Recovery</b>	12,451	13,617	17,044	13,110	11,086	24,798	10,580	22,216	13,104	9,250	8,480	32,821
<b>Constitution</b>	26,706	14,299	15,949	12,777	12,969	15,375	25,235	11,021	40,705	7,337	11,578	5,455
<b>Federal Register</b>	1,512	1,971	5,389	6,039	4,082	1,910	1,657	5,148	3,981	1,448	4,341	11,251
<b>Federal Records Centers</b>	771	2,149	2,198	1,902	1,488	1,417	1,830	1,380	2,602	9,271	672	1,760
<b>Applied Research</b>	1,296	3,357	4,358	2,863	2,573	4,883	2,618	4,533	3,074	2,919	4,398	2,234
<b>NHPRC</b>	34,598	57,257	97,945	58,339	63,235	60,552	50,585	48,826	40,423	21,631	32,831	43,822
<b>Noon Lectures</b>	10,856	6,560	22,903	12,433	5,742	7,276	5,973	3,572	3,512	4,442	4,792	2,031
<b>Preservation</b>	23,829	14,514	36,896	24,488	9,475	16,397	28,504	15,028	12,012	6,960	21,801	11,057
<b>Research</b>	12,238	71,780	21,294	14,940	15,752	17,380	15,041	53,442	20,835	13,301	10,764	5,686
<b>Today's Document</b>	24,332	32,460	29,326	21,828	20,309	23,344	250,464	22,922	16,480	10,285	12,305	232,877
<b>Students and Interns</b>	4,421	6,186	13,208	10,565	7,113	8,945	3,359	4,765	4,186	3,781	3,317	2,948
<b>Electoral College</b>	8,794	2,508	1,110	854	787	2,502	664	938	865	2,532	1,733	285
<b>Education</b>		4,169	16,039	34,719	18,499	23,880	10,277	16,234	18,341	8,262	26,968	6,409

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Presidential Total</b>	<b>992,715</b>	<b>1,003,687</b>	<b>1,323,308</b>	<b>5,207,061</b>	<b>1,983,741</b>	<b>2,933,279</b>	<b>2,088,602</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>Bush</b>	167,632	96,002	302,611	908,170	330,498	760,636	570,368	195,324	221,067	175,814	254,037	188,441
<b>George W Bush</b>	54,341	47,040	58,913	2,811,670	213,945	223,220	144,792	146,649	310,531	78,461	275,074	133,815
<b>Carter</b>	57,534	77,560	92,756	104,205	141,579	143,889	101,408	98,345	59,901	49,425	62,163	90,092
<b>Clinton</b>	194,292	175,964	124,362	171,964	153,405	87,700	123,095	106,436	85,566	62,111	82,002	35,736
<b>Eisenhower</b>	53,399	78,144	74,334	120,393	78,151	151,820	111,173	114,976	66,085	37,895	82,517	73,100
<b>Ford Library</b>	15,468	20,045	33,400	41,334	27,778	28,744	45,199	39,335	32,157	15,143	26,659	13,053
<b>Ford Museum</b>	29,982	26,696	37,673	252,161	128,676	88,303	198,355	101,375	194,120	103,762	134,579	40,368
<b>Hoover</b>	10,885	24,068	18,942	40,599	43,691	48,204	55,376	37,669	29,633	37,359	32,057	27,455
<b>Johnson</b>	87,389	96,800	112,018	111,171	193,657	147,949	171,957	159,239	66,640	40,883	160,662	151,609
<b>Nixon</b>	121,259	119,370	210,518	197,502	279,198	184,276	138,462	195,060	131,423	117,518	290,850	367,097
<b>Reagan</b>	22,698	31,348	43,776	28,247	21,666	22,049	20,510	29,435	34,926	8,004	11,107	18,163
<b>Roosevelt</b>	67,018	41,039	93,467	160,278	151,496	872,279	160,099	165,503	87,117	76,802	88,205	97,966
<b>Truman</b>	110,818	169,611	120,538	259,367	220,001	174,210	247,808	155,410	101,409	80,747	109,169	77,693

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Regional Total</b>	<b>241,446</b>	<b>378,029</b>	<b>572,247</b>	<b>334,182</b>	<b>286,826</b>	<b>403,554</b>	<b>296,634</b>	<b>274,063</b>	<b>218,714</b>	<b>108,171</b>	<b>192,707</b>	<b>179,966</b>
<b>Anchorage</b>	539	1,252	1,347	1,839	868	1,297	1,847	1,607	432	1,141	1,342	1,487
<b>Atlanta</b>	20,224	27,178	29,272	44,593	41,931	32,573	17,392	20,289	16,593	6,002	10,693	8,194
<b>Boston</b>	109,966	211,741	347,206	134,922	77,326	108,957	45,274	71,207	37,063	24,876	38,855	59,810
<b>Chicago</b>	5,032	15,136	14,871	15,966	25,403	24,067	16,763	11,295	7,840	8,724	13,800	6,281
<b>Denver</b>	3,910	3,893	2,252	5,119	14,163	22,347	33,849	18,582	28,085	9,467	27,286	8,382
<b>Fort Worth</b>	17,545	18,985	33,912	29,728	19,409	27,859	33,500	33,201	16,287	13,830	16,682	12,786
<b>Kansas City</b>	37,824	29,130	47,309	32,100	28,768	53,826	47,361	41,717	30,126	14,929	30,075	45,165
<b>New York</b>	9,098	40,293	41,742	13,755	11,554	12,441	29,650	11,902	18,753	8,468	9,894	12,230
<b>Philadelphia</b>	22,713	13,873	28,329	31,046	26,679	39,366	52,232	33,760	24,639	9,539	8,454	9,212
<b>Riverside</b>	2,735	1,743	3,207	6,164	19,570	8,605	5,369	12,303	6,015	2,564	10,506	2,988
<b>Seattle</b>	6,148	10,595	11,361	6,787	7,759	5,998	3,208	6,241	7,382	2,860	6,018	4,621
<b>St. Louis</b>	5,712	4,210	11,439	12,163	13,396	66,218	10,189	11,959	25,499	5,771	19,102	8,810

## 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).

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Monthly Total (A+P+R)</b>	<b>380,236</b>	<b>517,285</b>	<b>817,338</b>	<b>2,199,842</b>	<b>943,001</b>	<b>1,593,512</b>	<b>1,349,262</b>	<b>829,067</b>	<b>814,603</b>	<b>498,078</b>	<b>895,980</b>	<b>959,477</b>
<b>Agency-Wide Total</b>	<b>158,892</b>	<b>228,919</b>	<b>298,853</b>	<b>310,501</b>	<b>243,285</b>	<b>390,815</b>	<b>599,171</b>	<b>229,005</b>	<b>281,441</b>	<b>158,630</b>	<b>294,966</b>	<b>467,655</b>
US National Archives	124,431	168,264	224,754	257,142	207,494	347,979	414,531	186,481	234,639	132,593	254,315	276,718
Afro-American HS	478	425	843	422	109	454	205	444	232	374	448	207
Assembly	36	44	102	12	36	84	28	39	9	10	39	11
Archival Recovery	1,693	2,240	3,585	2,354	2,251	3,823	2,308	4,137	2,674	1,772	1,248	13,396
Constitution	6,825	4,411	5,721	5,213	4,049	5,446	9,040	3,202	17,025	2,327	4,992	14,014
Federal Register	233	426	1,199	1,243	326	313	233	1,754	1,084	322	1,354	4,355
Federal Records Centers	138	287	283	293	352	279	288	145	460	1,250	208	547
Applied Research	268	482	584	512	502	792	542	658	717	758	639	291
NHPRC	7,223	15,152	27,761	13,889	14,100	11,256	8,692	8,834	7,701	5,039	7,415	12,292
Noon Lectures	3,799	1,268	9,100	3,678	860	767	1,142	439	327	889	966	286
Preservation	5,880	2,864	7,662	6,225	2,584	5,361	5,344	4,081	3,185	1,939	6,111	3,601
Research	2,992	27,654	5,256	3,496	3,053	4,455	4,122	10,832	5,572	4,796	3,265	1,585
Today's Document	2,303	2,871	4,383	2,818	2,712	3,252	149,966	3,367	2,182	2,981	2,106	138,263
Students and Interns	655	860	3,838	1,169	905	1,433	743	1,124	1,032	823	690	747
Electoral College	1,831	470	221	112	55	396	224	137	216	835	495	56
Education		1,059	3,526	11,923	3,897	4,725	1,763	3,331	4,386	1,922	10,675	1,286

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Presidential Total</b>	<b>182,184</b>	<b>219,740</b>	<b>396,564</b>	<b>1,815,637</b>	<b>633,373</b>	<b>1,119,891</b>	<b>683,394</b>	<b>539,111</b>	<b>483,261</b>	<b>314,753</b>	<b>546,950</b>	<b>440,685</b>
<b>Bush</b>	37,175	28,951	87,442	392,460	108,887	291,961	172,672	72,457	77,999	61,330	98,753	59,642
<b>George W Bush</b>	9,602	5,604	7,352	948,994	86,937	84,016	25,873	53,572	80,941	17,307	53,139	19,010
<b>Carter</b>	9,629	17,131	24,640	31,855	31,390	44,178	30,009	34,311	17,239	14,533	19,835	28,634
<b>Clinton</b>	16,448	22,887	36,419	52,323	47,163	20,358	41,083	29,798	27,733	22,209	22,830	10,123
<b>Eisenhower</b>	9,724	15,110	18,175	31,851	19,647	48,484	32,237	31,409	18,575	13,023	21,990	24,005
<b>Ford Library</b>	2,573	4,302	10,980	11,200	7,730	9,363	14,413	13,405	9,727	4,469	8,952	3,063
<b>Ford Museum</b>	8,150	9,234	16,750	108,281	51,026	38,152	82,654	42,608	84,634	52,395	58,696	6,571
<b>Hoover</b>	3,162	7,329	5,462	12,656	17,607	17,857	22,723	13,205	10,699	12,767	10,099	9,947
<b>Johnson</b>	21,443	26,780	43,797	34,779	69,878	48,890	65,091	55,594	24,298	17,217	62,120	60,908
<b>Nixon</b>	30,300	34,475	76,899	71,016	94,912	69,096	48,992	74,689	52,813	51,220	123,180	161,550
<b>Reagan</b>	4,295	6,707	8,722	6,171	5,613	6,159	6,172	8,692	13,329	2,329	3,662	5,094
<b>Roosevelt</b>	14,317	8,866	30,417	35,272	33,898	390,540	54,818	60,577	32,852	26,493	31,193	30,356
<b>Truman</b>	15,366	32,364	29,509	78,779	58,685	50,837	86,657	48,794	32,422	19,461	32,501	21,782
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Regional Total</b>	<b>39,160</b>	<b>68,626</b>	<b>121,921</b>	<b>73,704</b>	<b>66,343</b>	<b>82,806</b>	<b>66,697</b>	<b>60,951</b>	<b>49,901</b>	<b>24,695</b>	<b>54,064</b>	<b>51,137</b>
<b>Anchorage</b>	151	211	320	367	158	282	335	449	48	240	331	335
<b>Atlanta</b>	4,717	7,024	6,588	17,205	12,067	12,542	6,718	7,850	4,466	2,106	3,822	2,804
<b>Boston</b>	16,976	34,826	71,509	29,002	17,366	19,344	10,531	16,599	5,260	6,958	9,187	18,113
<b>Chicago</b>	842	3,717	3,856	2,622	6,914	4,313	3,853	2,294	1,580	1,896	2,464	1,209

<b>Denver</b>	599	739	511	1,206	2,734	5,841	9,168	3,426	6,247	1,659	10,599	964
<b>Fort Worth</b>	2,164	3,056	8,365	5,540	3,852	3,881	5,038	9,223	2,919	2,937	2,435	1,815
<b>Kansas City</b>	8,309	5,064	10,480	5,101	7,040	10,689	12,029	6,571	4,772	3,361	7,386	16,183
<b>New York</b>	1,611	10,120	13,300	3,887	3,320	3,110	6,080	4,379	7,261	2,285	3,320	4,184
<b>Philadelphia</b>	1,566	1,009	1,461	1,751	2,387	2,207	9,758	1,920	2,847	994	983	1,705
<b>Riverside</b>	276	255	594	2,538	6,868	2,443	1,238	3,500	1,544	429	3,933	694
<b>Seattle</b>	676	1,764	1,948	1,548	1,190	1,044	726	1,471	3,001	588	1,022	1,296
<b>St. Louis</b>	1,273	841	2,989	2,937	2,447	17,110	1,223	3,269	9,956	1,242	8,582	1,835

APPENDIX V: Twitter Followers (Cumulative)

\*Estimated

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec*
<b>archivespres</b>	1,207	1,285	1,425	1,527	1,625	1,694	1,784	1,896	1,983	2,079	2,210	2,210
<b>dferriero</b>	2,054	2,079	2,128	2,191	2,230	2,269	2,333	2,405	2,458	2,494	2,559	2,559
<b>Discovercivwar</b>					4,457	4,718	4,951	5,170	5,336	5,512	5,602	5,602
<b>DocsTeach</b>	1,906	1,990	2,095	2,200	2,348	2,500	2,650	2,860	2,988	3,162	3,366	3,366
<b>ElectoralCollge</b>					2,339	2,318	2,303	2,293	2,284	2,278	2,279	2,279
<b>FedRegister</b>	4,390	4,583	4,848	5,095	5,247	5,359	5,489	5,590	5,697	5,767	5,888	5,888
<b>NARAMediaLabs</b>											89	89
<b>NARA_RecMgmt</b>	2,965	3,038	3,165	3,281	3,405	3,506	3,552	3,650	3,747	3,877	4,029	4,029
<b>TodaysDocument</b>	4,780	5,094	5,453	5,801	6,308	6,770	7,267	7,813	8,188	8,687	9,397	9,397
<b>USNatArchives</b>	14,486	15,832	17,089	18,566	19,795	21,296	22,768	24,330	25,587	26,999	29,313	29,313
<b>ArchivesInnov</b>												

<b>archivesnews</b>	19,663	19,979	20,921	21,805	22,607	23,180	23,703	24,451	24,814	25,099	25,321	25,321
<b>bushlibrary</b>	6,987	7,202	7,366	8,471	8,939	9,332	9,611	9,842	10,031	10,305	10,712	10,712
<b>CarterLibrary</b>					5,891	6,156	6,382	6,686	6,862	7,062	7,348	7,348
<b>IkeLibrary</b>	2,031	2,159	2,285	2,441	2,612	2,781	2,953	3,114	3,251	3,425	3,768	3,768
<b>FDRLibrary</b>	1,476	1,600	1,720	1,903	2,093	2,346	2,556	2,741	2,860	3,039	3,363	3,363
<b>GWBLibrary</b>					2,783	3,029	3,731	4,596	5,302	5,695	6,001	6,001
<b>IkeandHarry2012</b>					505	509	509	511	516	529	541	541
<b>JFKLibrary</b>	16,700	16,825	16,949	17,255	17,634	18,122	18,421	19,062	19,351	19,751	37,025	37,025
<b>LBJLibrary</b>	2,651	2,829	2,989	3,251	3,493	3,735	3,952	4,184	4,361	4,597	5,053	5,053
<b>OurPresidents</b>					3,432	3,881	4,355	4,713	4,975	5,226	5,913	5,913
<b>Reagan_Library</b>					296	358	441	540	596	679	784	784
<b>TrumanLibrary</b>												
<b>WJCLibrary</b>	3,273	3,581	3,899	7,164	8,433	9,706	11,476	12,866	14,122	15,790	17,459	17,459
<b>atlantaarchives</b>					646	655	668	684	709	738	770	770
<b>KCArchives</b>					388	413	449	482	500	538	580	580



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

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Page Views</b>	15,334	8,315	6,733	5,607	4,263	3,866	4,713	9,307	4,132	6,192	9,702	13,195
<b>Track Downloads</b>	8,533	5,295	5,088	4,244	3,693	3,697	3,068	5,026	3,385	4,651	5,868	8,992
<b>Subscriptions</b>	2,022	1,105	971	778	829	523	864	1,605	688	1,125	1,682	1,783

APPENDIX VII: Google+ Followers

\*Estimated

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec*
<b>Monthly Followers</b>	12,105	11,538	17,601	27,130	26,808	12,298	14,118	13,693	10,774	13,244	12,541	3,690
<b>Cumulative Followers</b>	37,743	49,281	66,882	94,012	120,820	133,118	147,236	160,929	171,703	184,947	197,488	201,178

APPENDIX VIII: Pinterest Followers (Cumulative)

\*Estimated

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec*
<b>US National Archives</b>	444	725	1,197	1,319	1,543	1,707	1,887	2,027	2,153	2,289	2,420	2,420
<b>Our Presidents</b>	56	92	121	163	347	370	401	442	471	482	495	495