

JANUARY FY2015 OVERVIEW

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	69,028 Views	34,485 Visitors
Tumblr Blogs	27,876 Views	13,588 Visitors
Facebook	11,628,110 Impressions	3,006,040 Reach
National Archives YouTube Channel	102,567 Views	14,852 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	2,034,740 Views	8,404 Total Contacts
Our Archives Wiki	3,351 Views	403 Total Editors
Twitter (all NARA feeds)	--	290,095 Total Followers
FourSquare	426 New Check-ins	0 New Followers
iTunes U	3,246 Views	434 New Subscribers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2015 Views (to date)	FY 2014 Views
Archives.gov Blogs	289,256	641,494
Tumblr Blogs	117,706	501,398
Facebook	54,884,764	88,139,965
National Archives YouTube Channel	456,414	1,127,103
Flickr (USNatArchives & ArchivesNews)	7,860,614	45,024,298
Our Archives Wiki	12,597	164,891

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 |

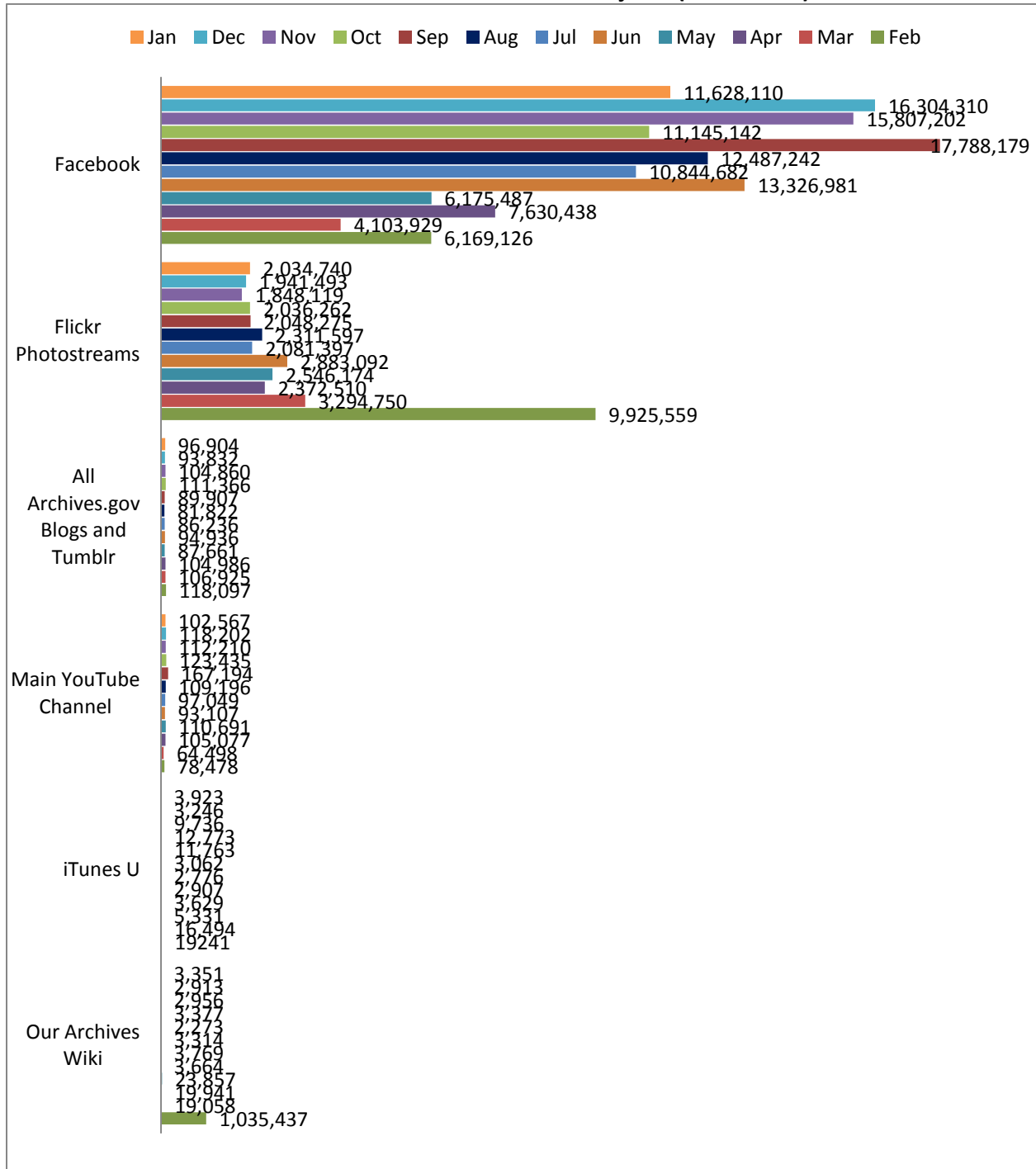
INTERNAL (NARA@WORK) BLOGS

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

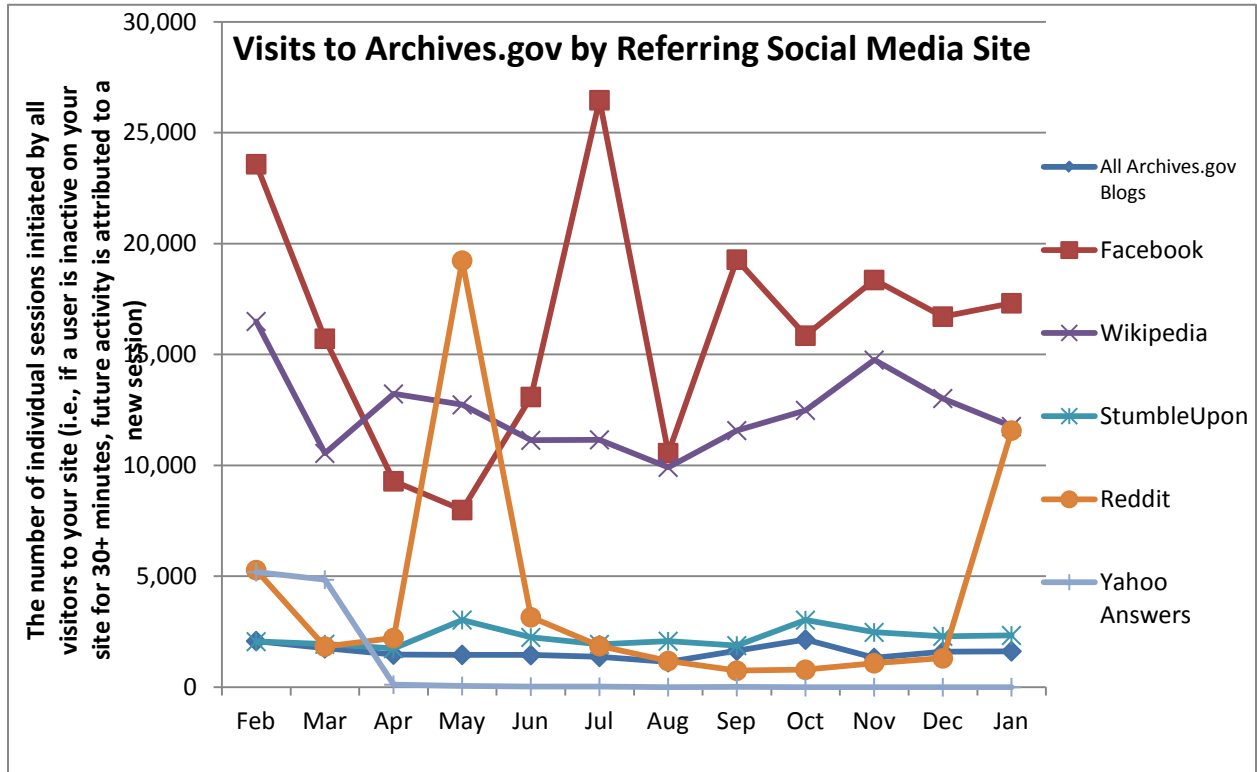
SOCIAL MEDIA TOOLBOX (Tools currently in use)

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



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

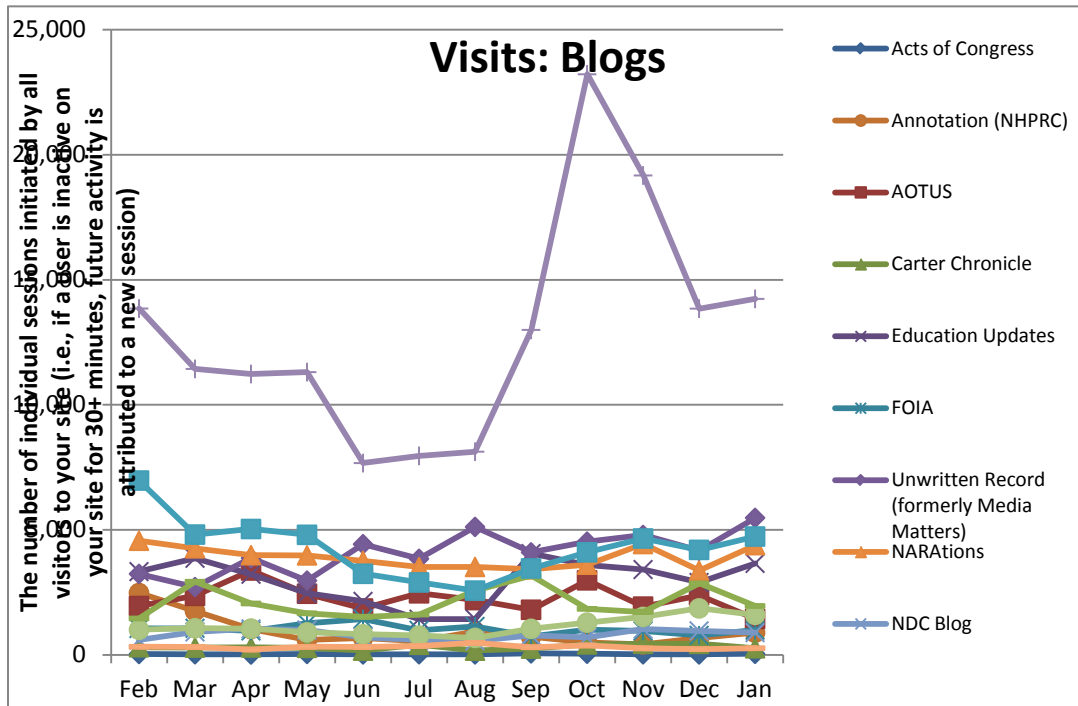


New External Social Media Projects: January Projects

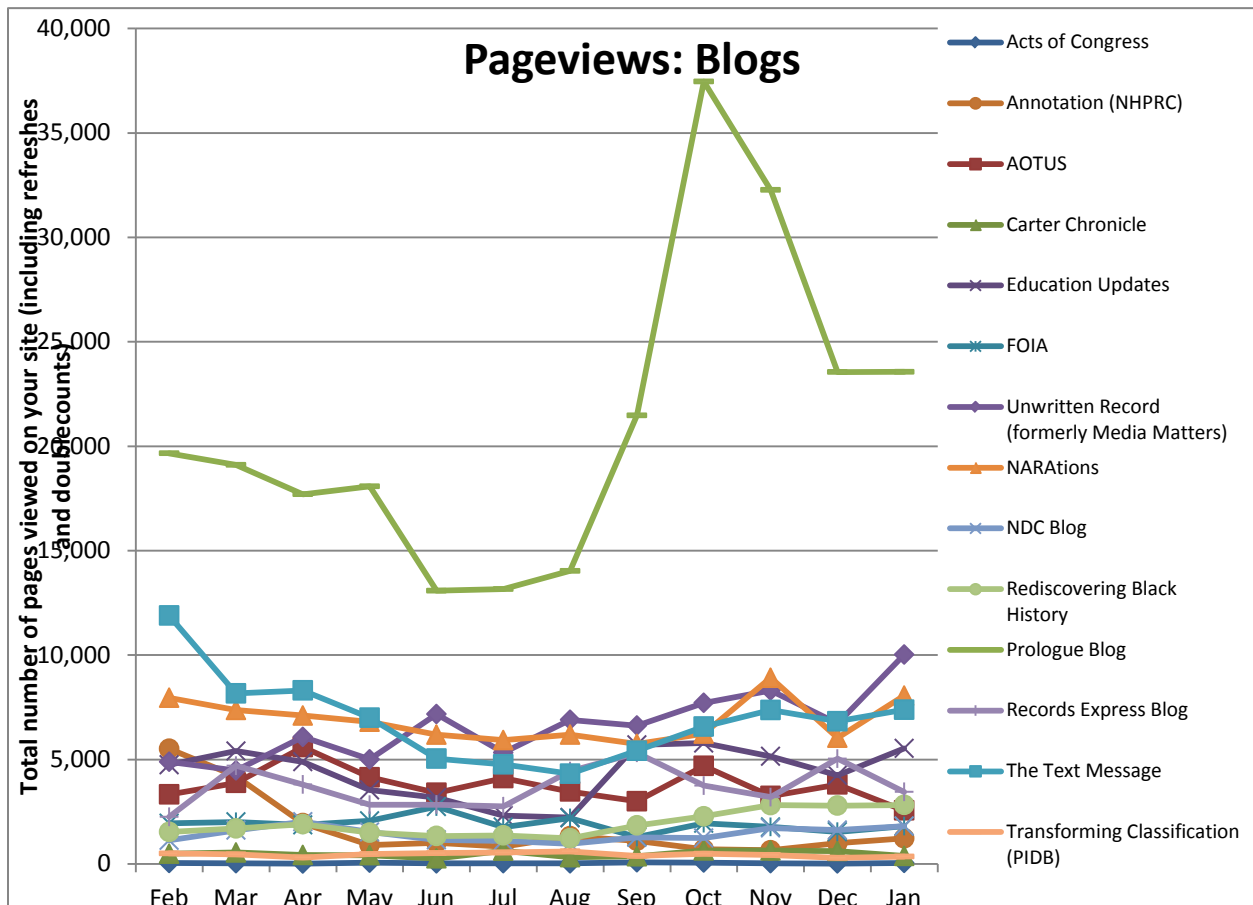
	Dipity	Facebook	Flickr	Twitter	Eventbrite	Tumblr	Blog	YouTube	Instagram
February									
March									1
April									
May				1					1
June									
July									
August									
September					1				
October				1					
November									
December									
January						1			

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

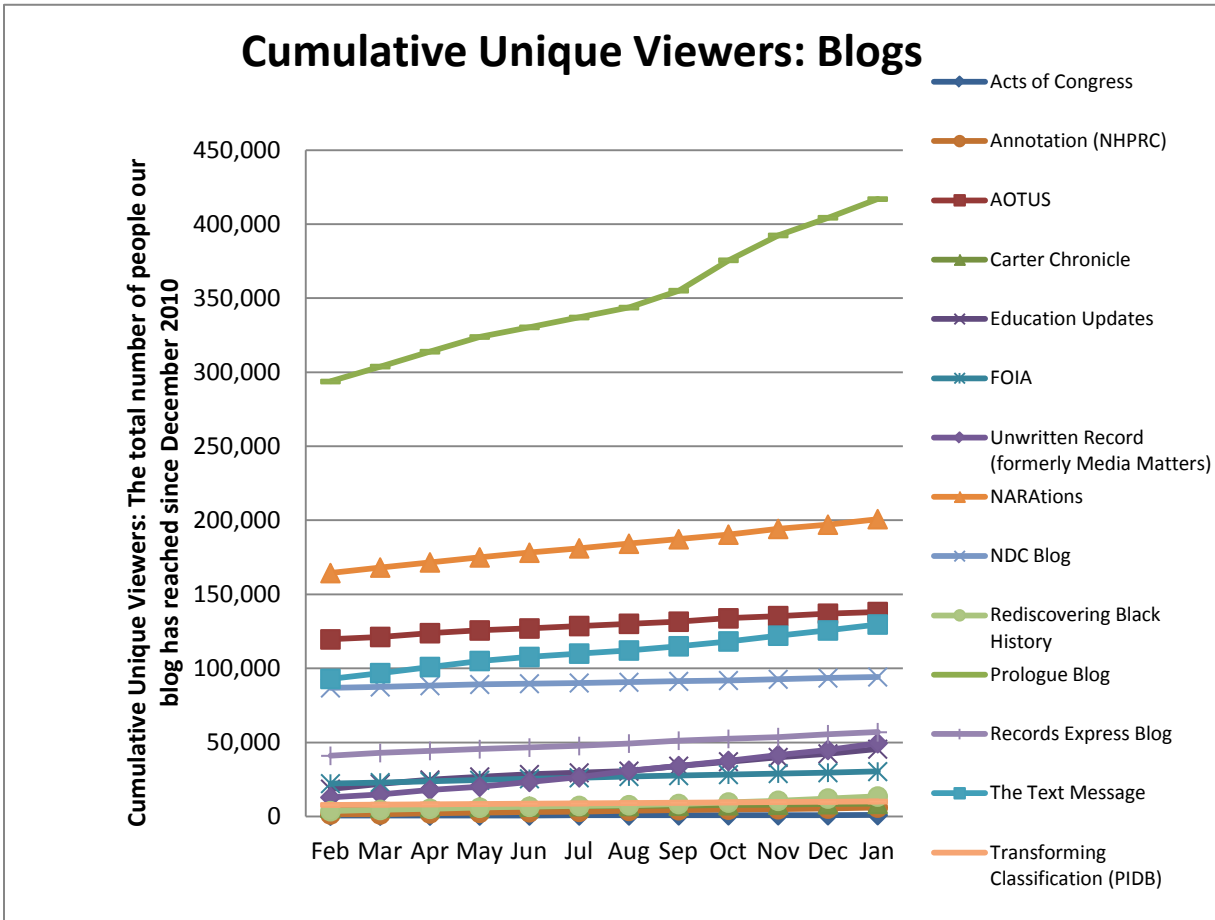
Blog Visits (Source: Appendix II.A)



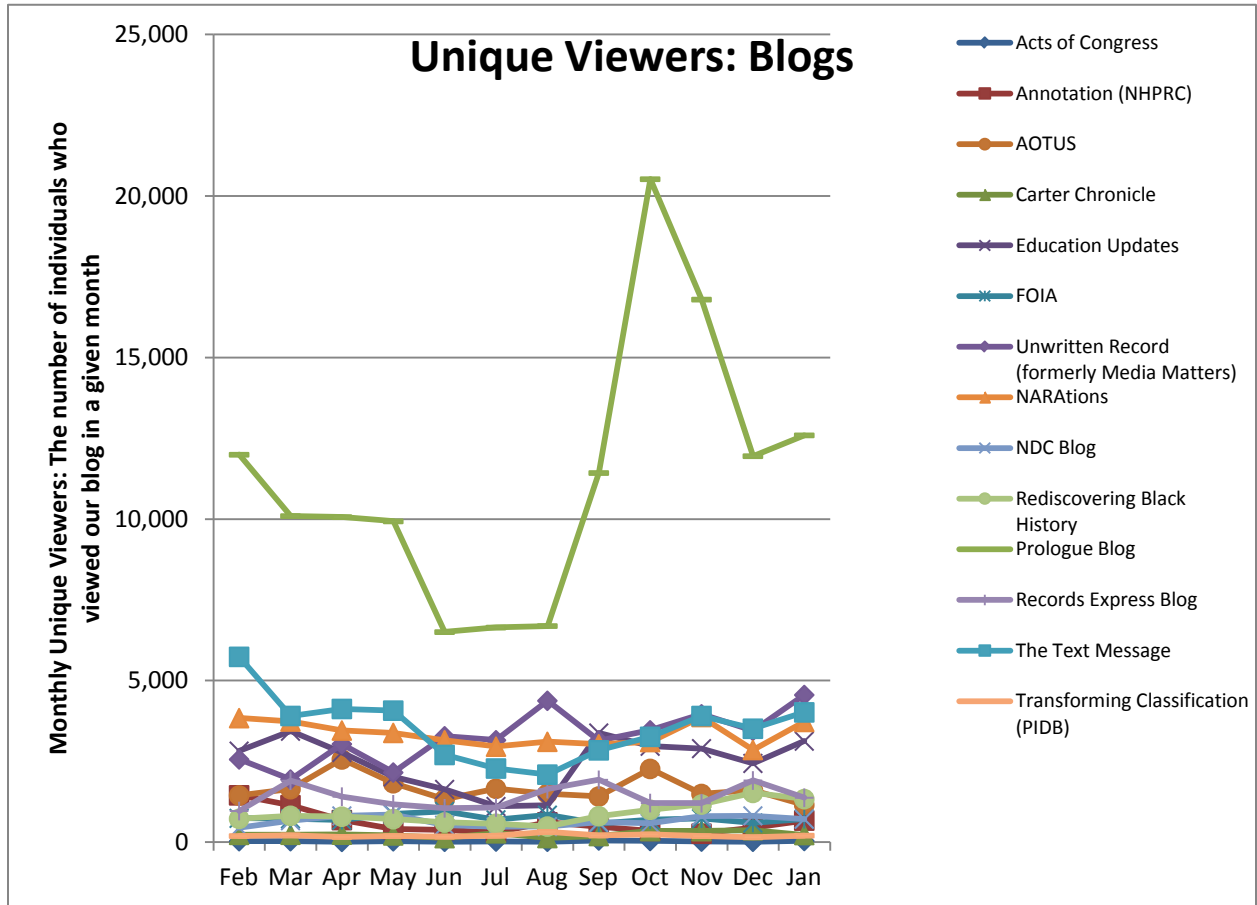
Blog Pageviews (Source: Appendix II.B)



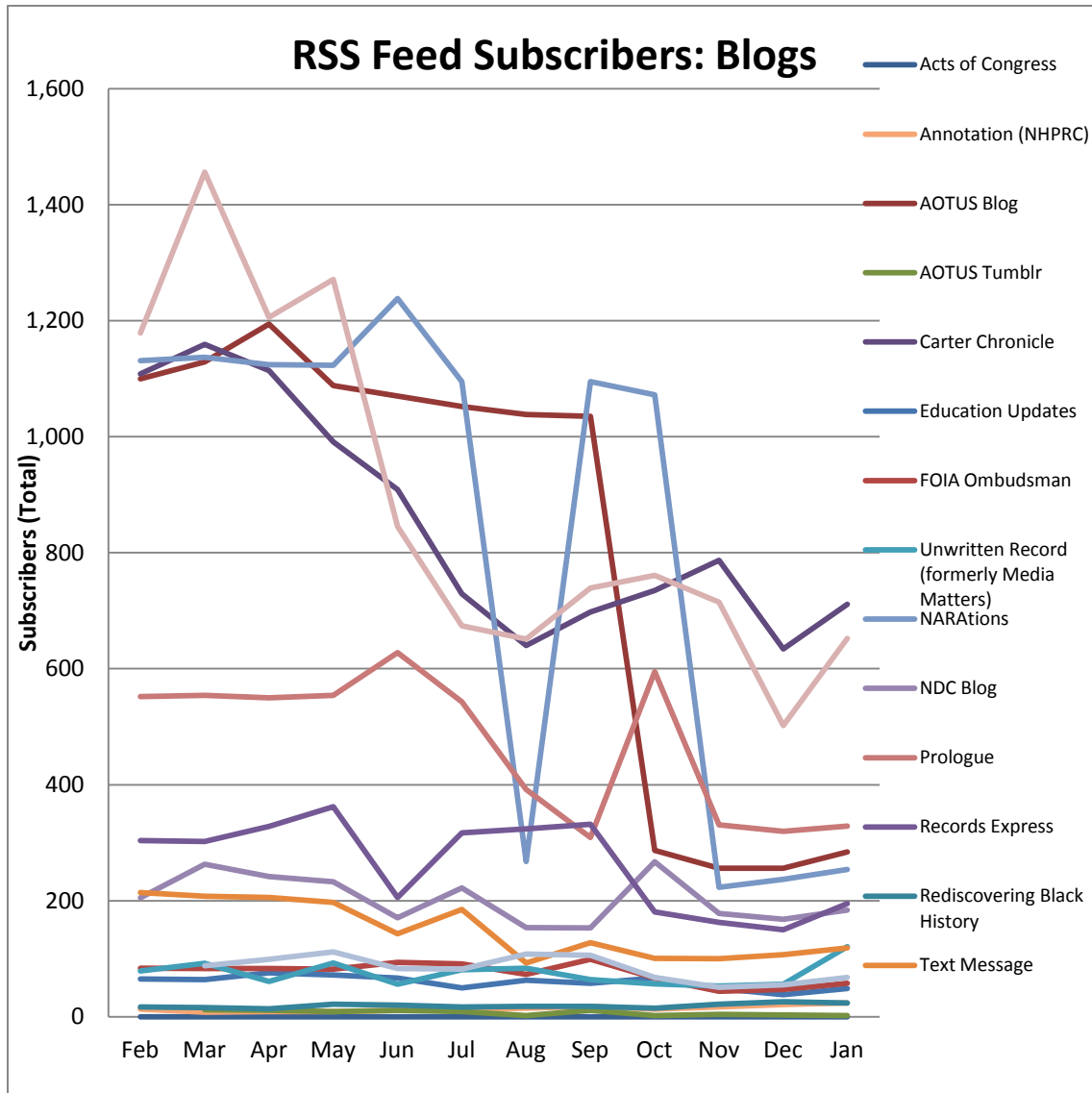
Blog Cumulative Unique Viewers (Source: Appendix II.C)



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



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

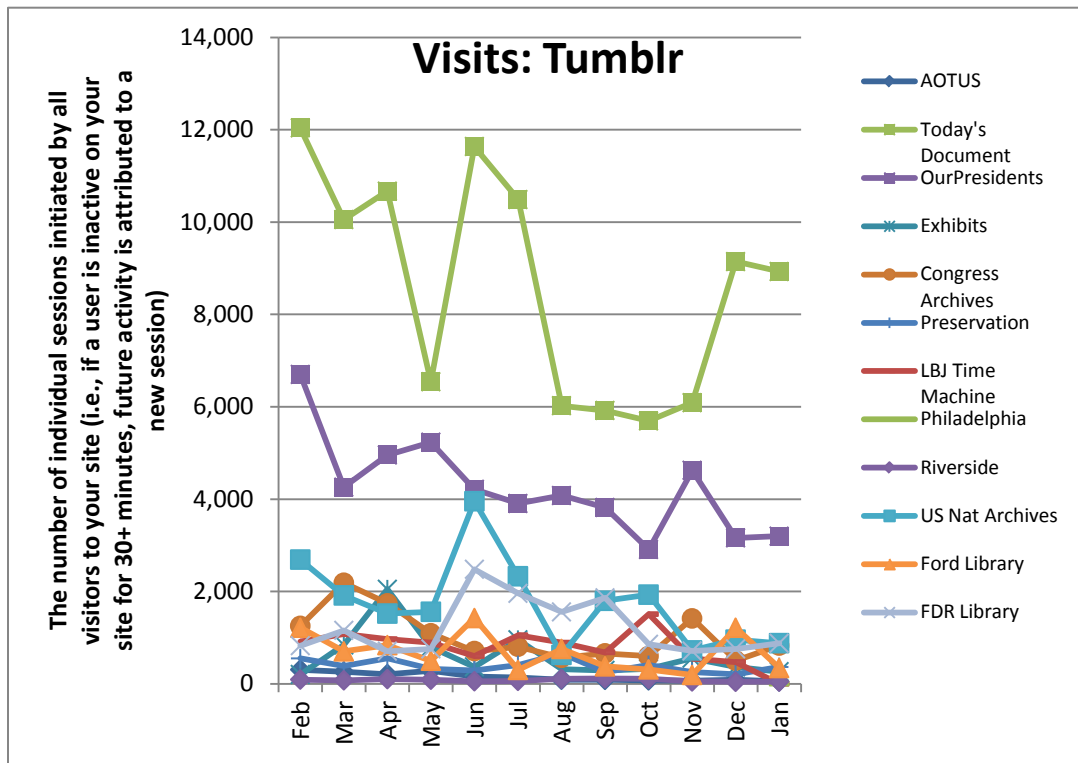


Top 5 Most Viewed Blog Posts in January

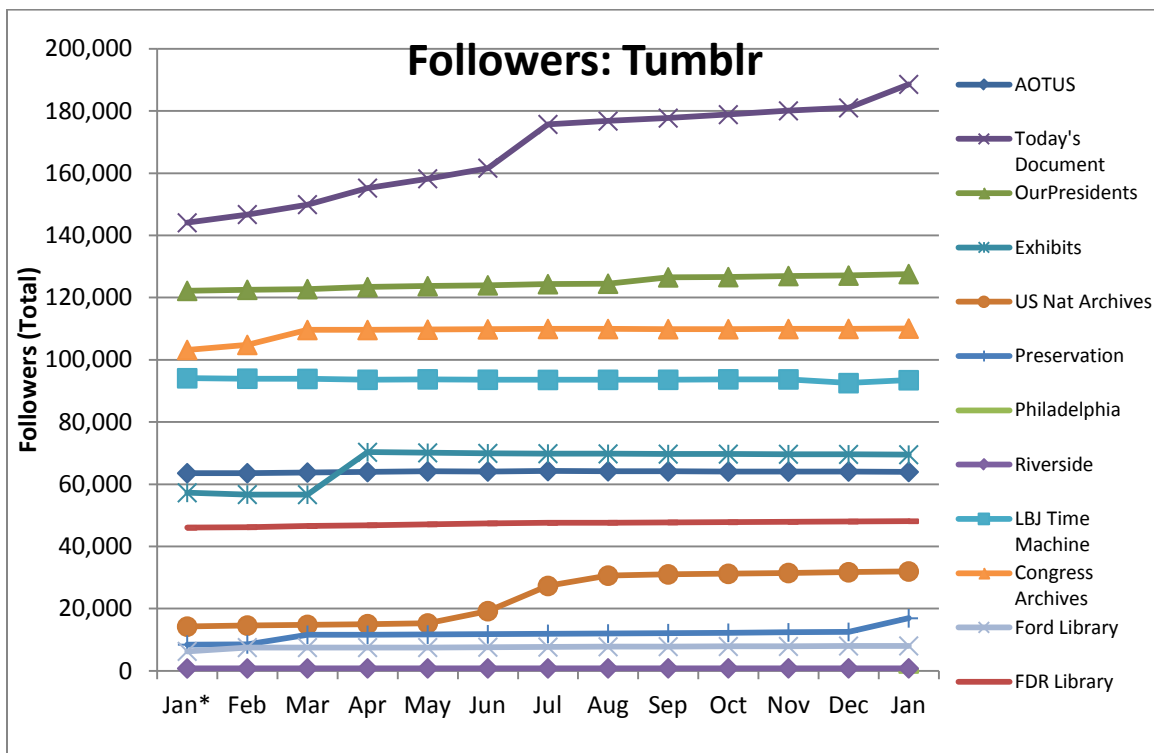
Blog	Pageviews	Post Title
The Text Message	759	"Fool Thing to Do:" the True Story of Surviving a Fall into Carlsbad Caverns Elevator
Prologue	627	Prohibition and the Rise of the American Gangster
Unwritten Record	624	Louis Zamperini: The Story of a True American Hero
Unwritten Record	592	Project Blue Book: Home Movies in UFO Reports
Prologue	549	Annual Message on the State of the Union: The President Speaks

Social Media Tools: Detail View – Tumblr

Tumblr Visits

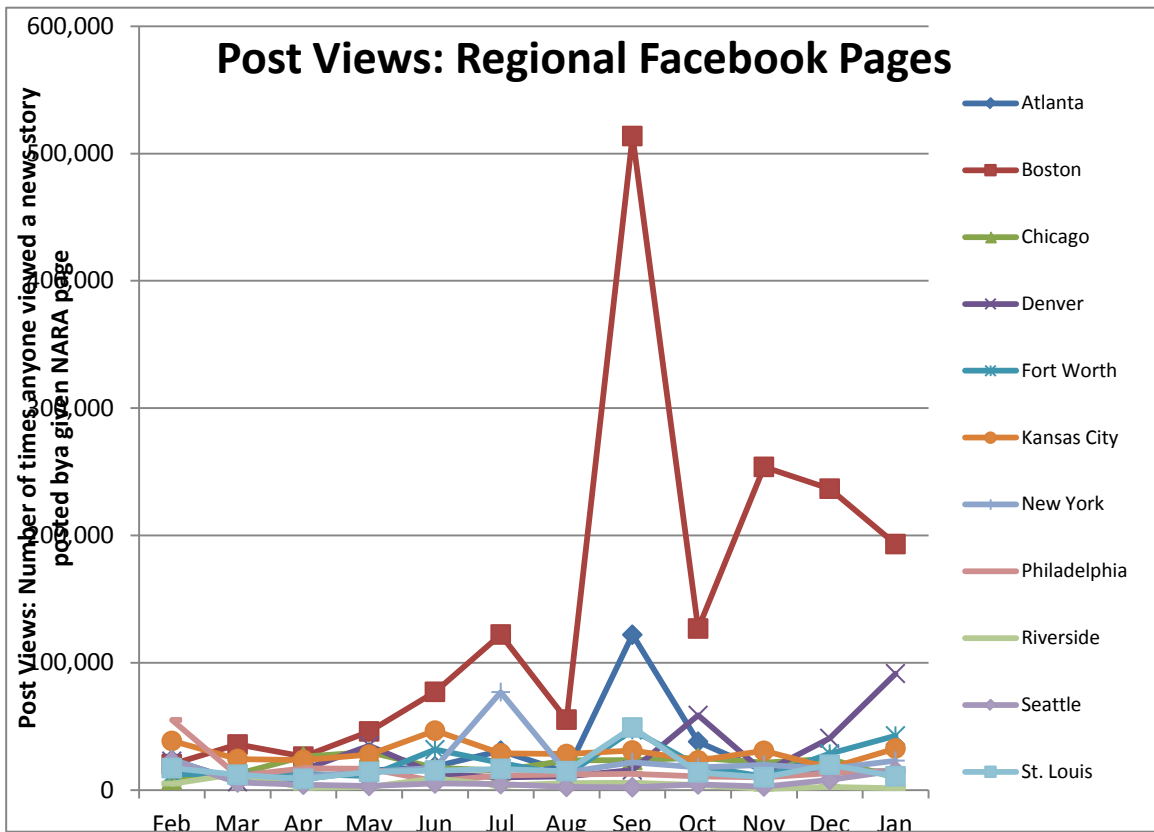


Followers on Tumblr (Source: Appendix IV)

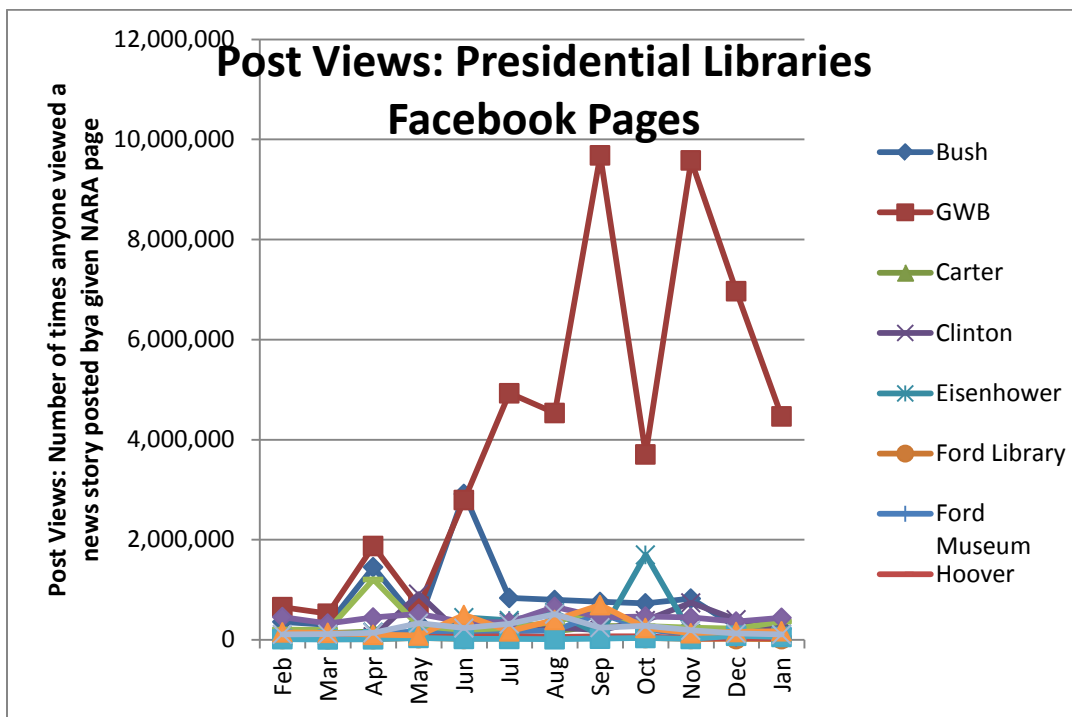


Social Media Tools: Detail View – Facebook

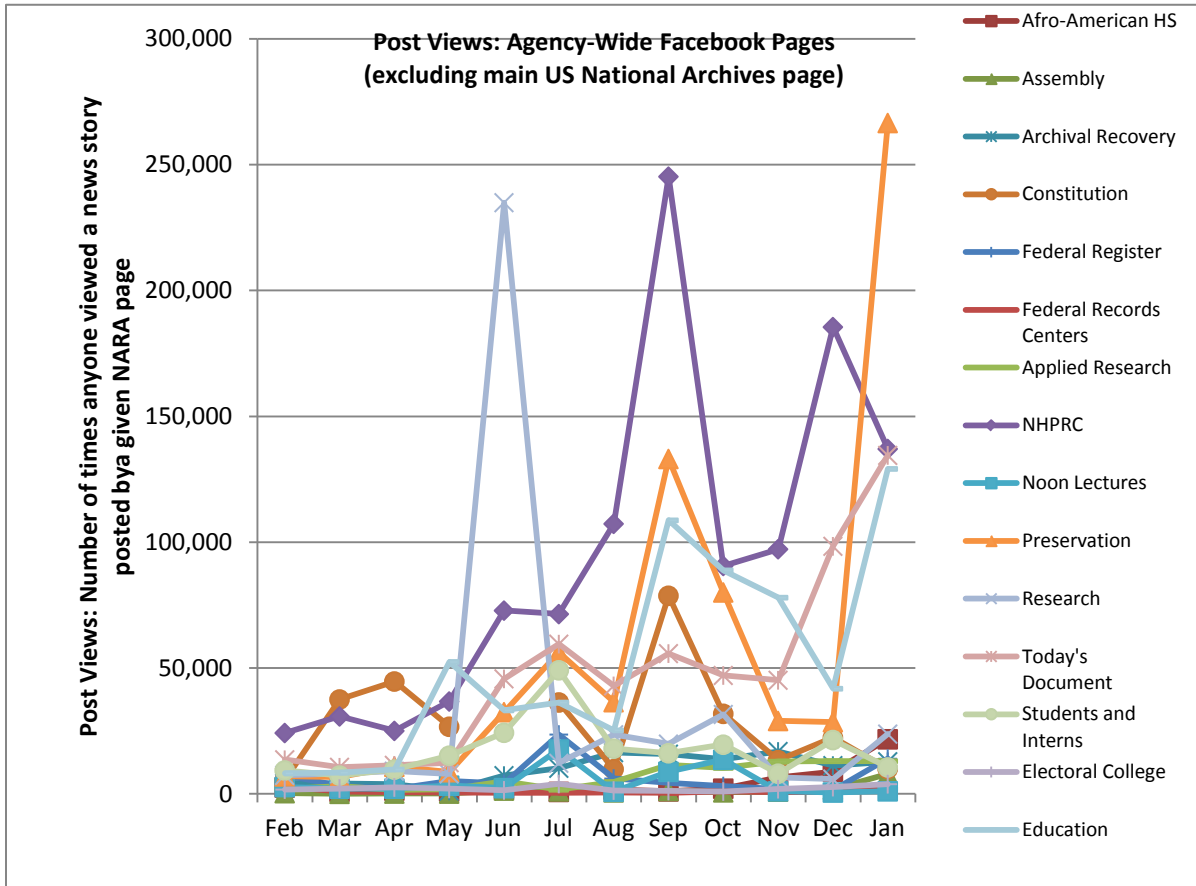
Post Views on Regional Pages (Source: Appendix IV.A)

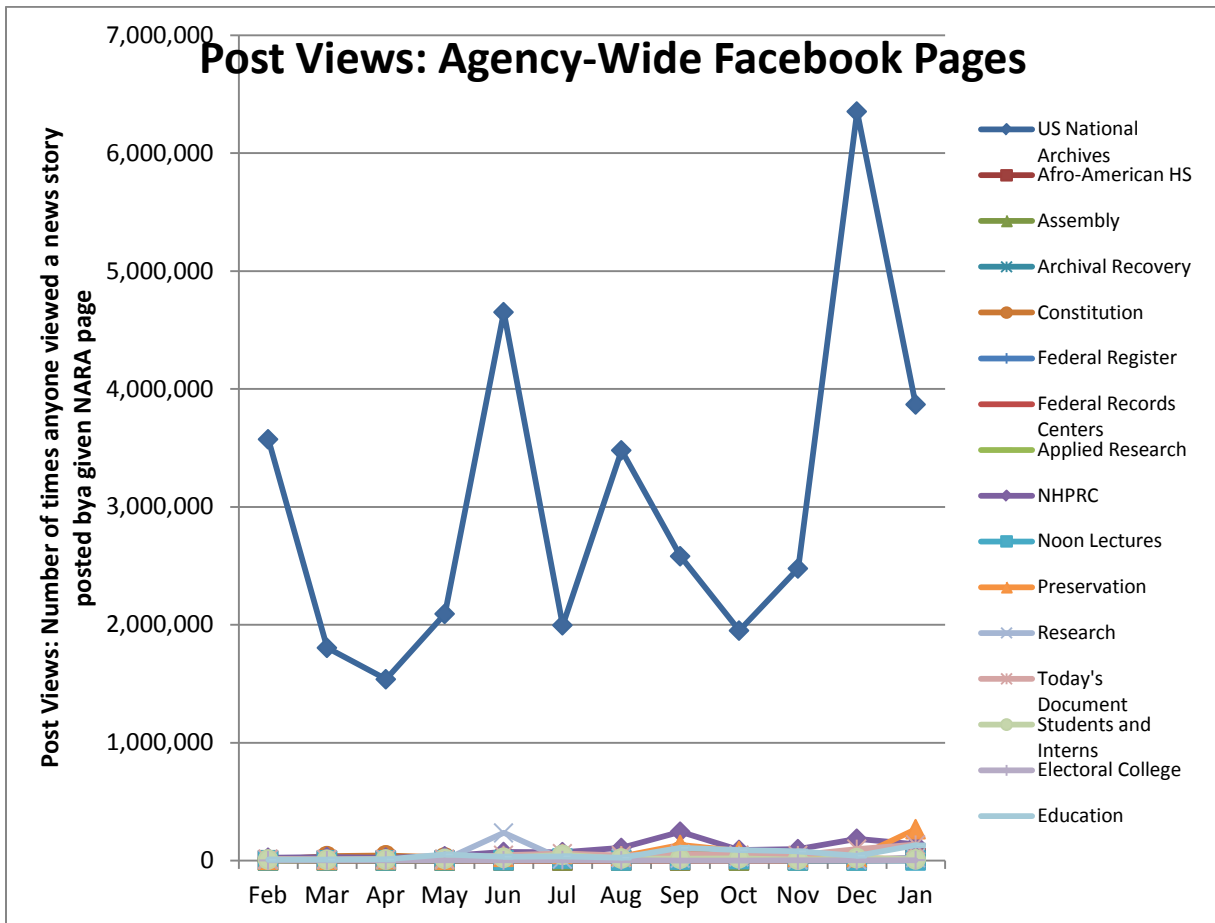


Post Views on Presidential Library Pages (Source: Appendix IV.A)

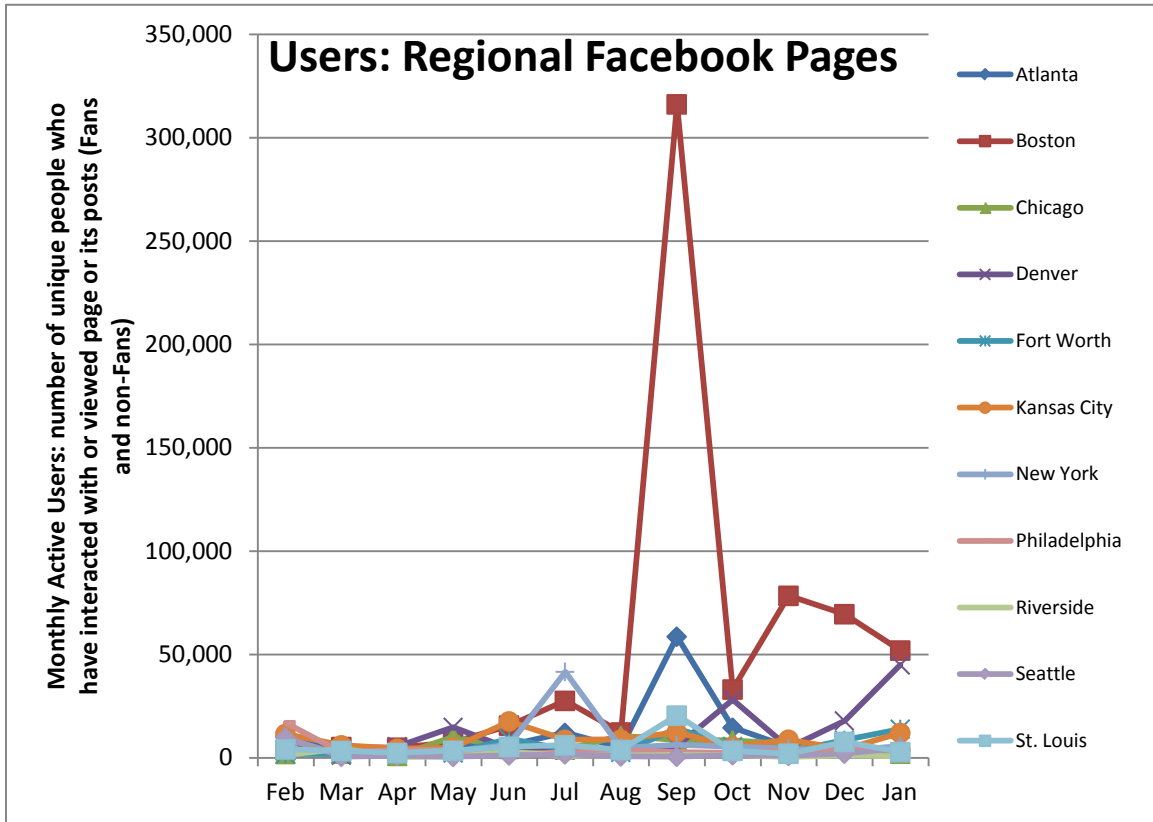


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

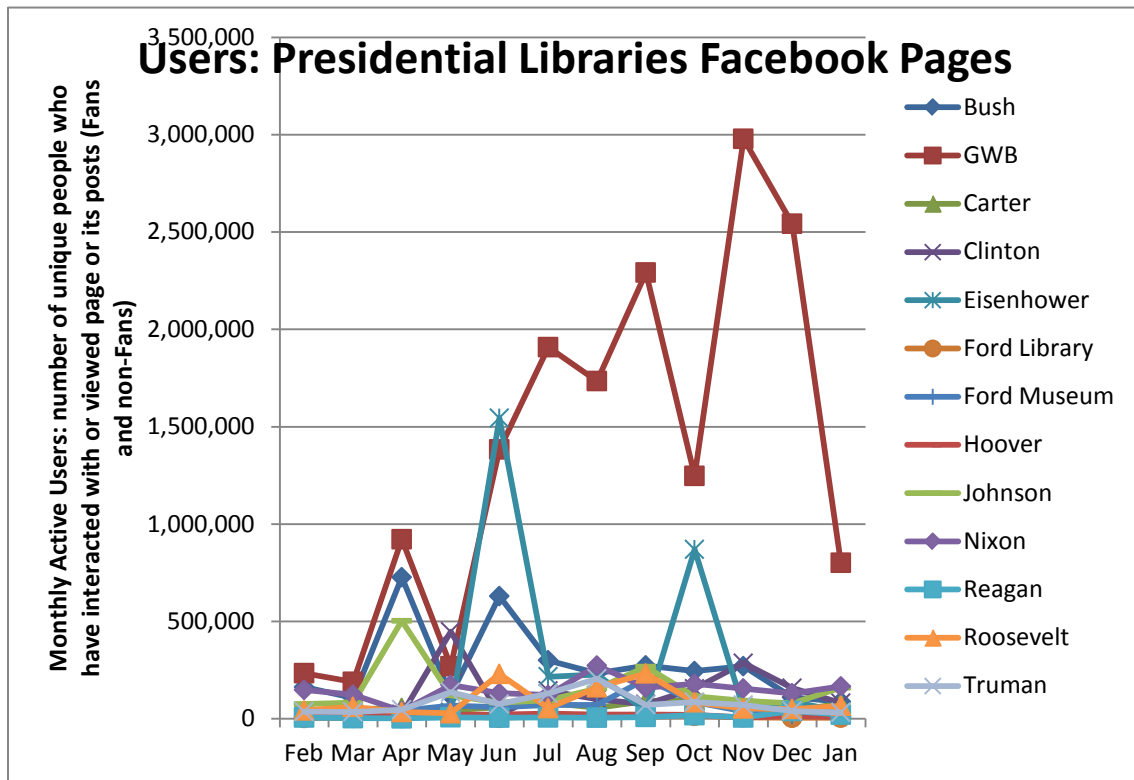




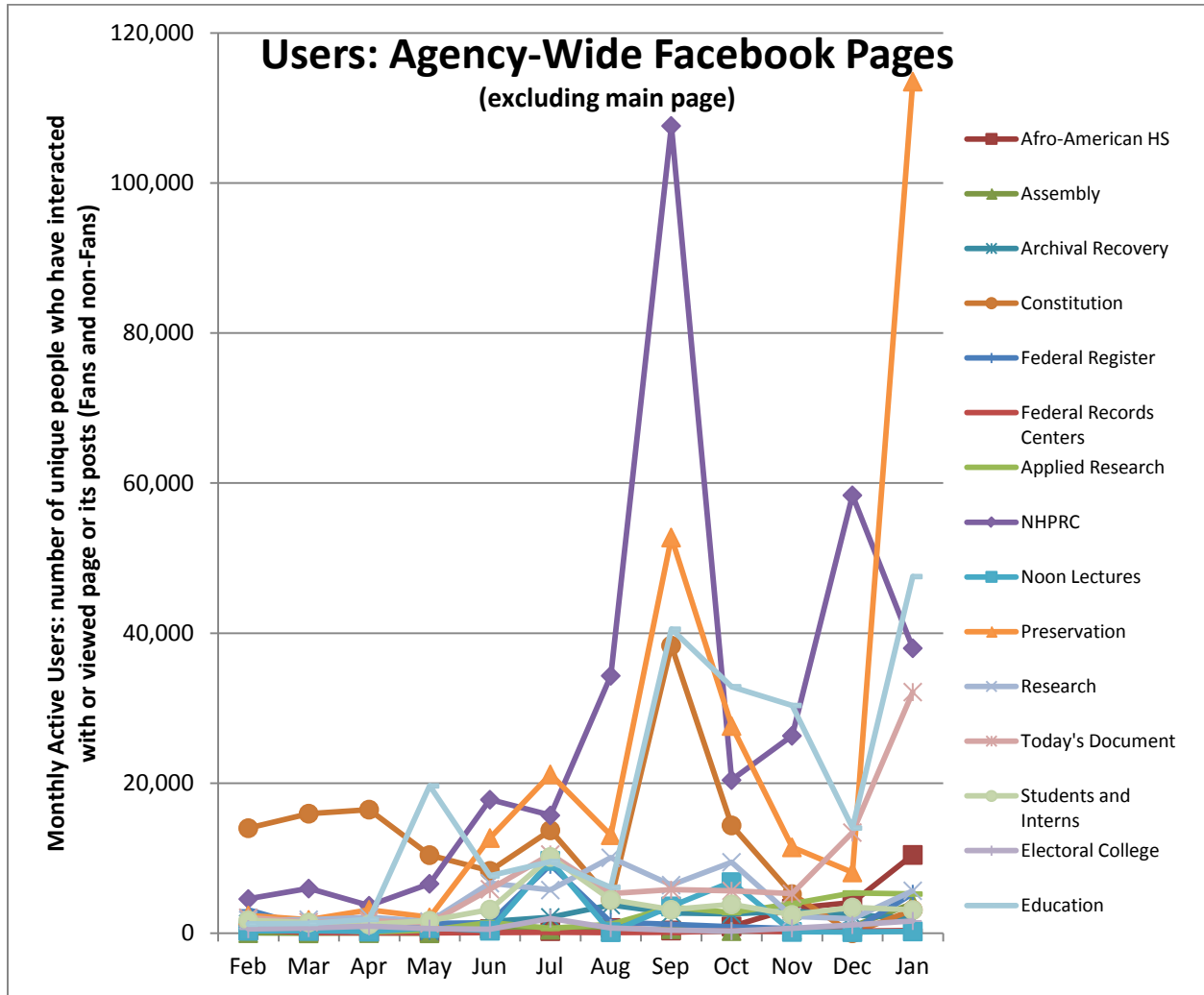
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

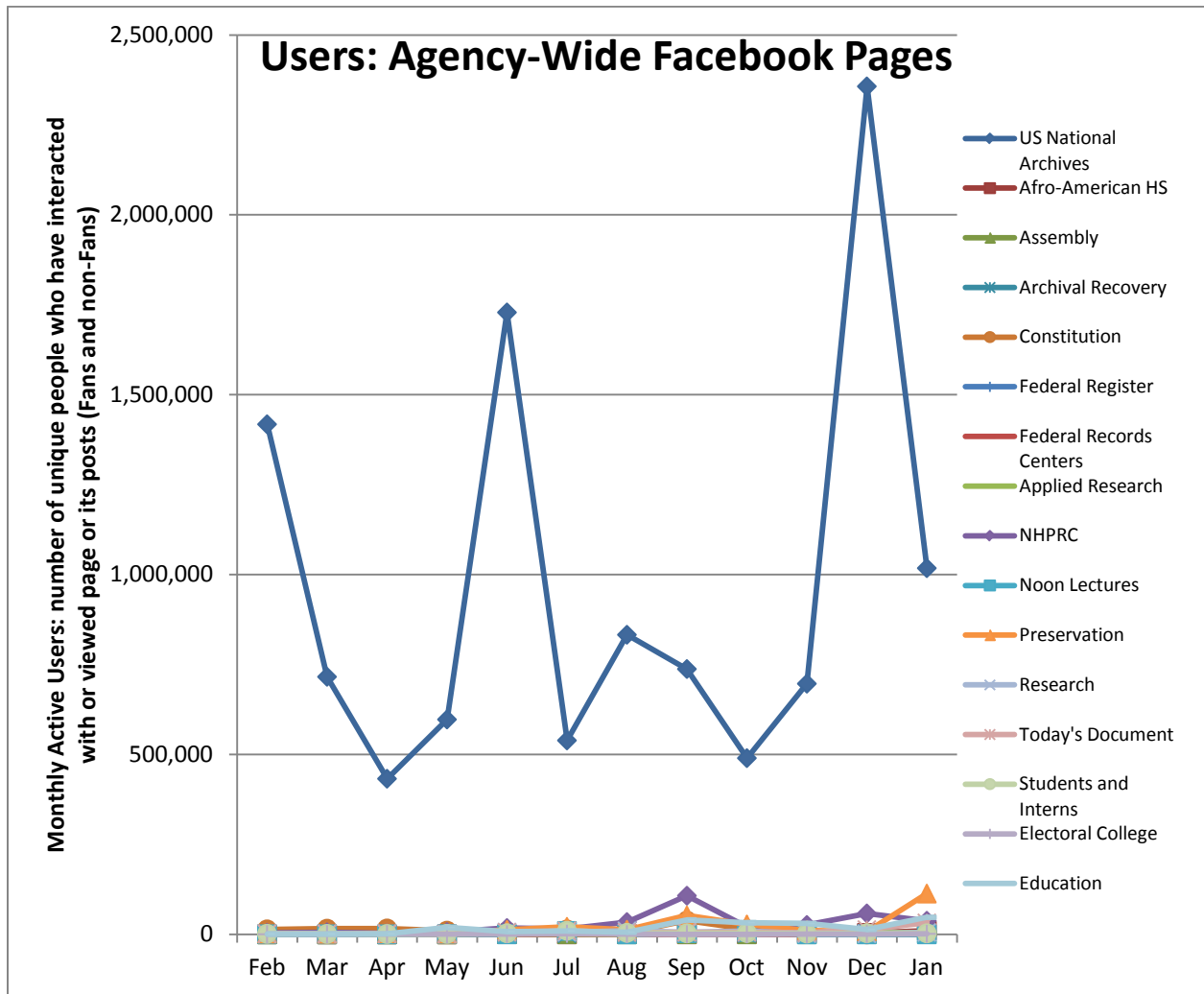


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



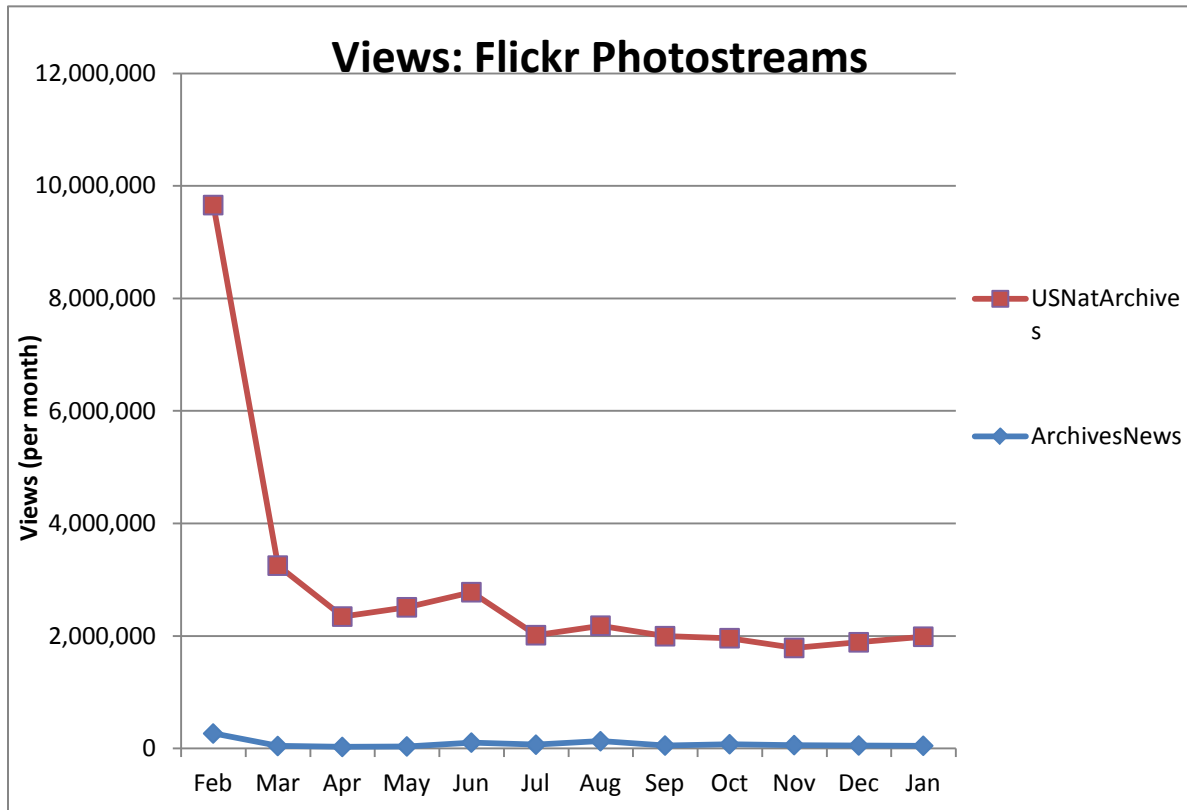
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



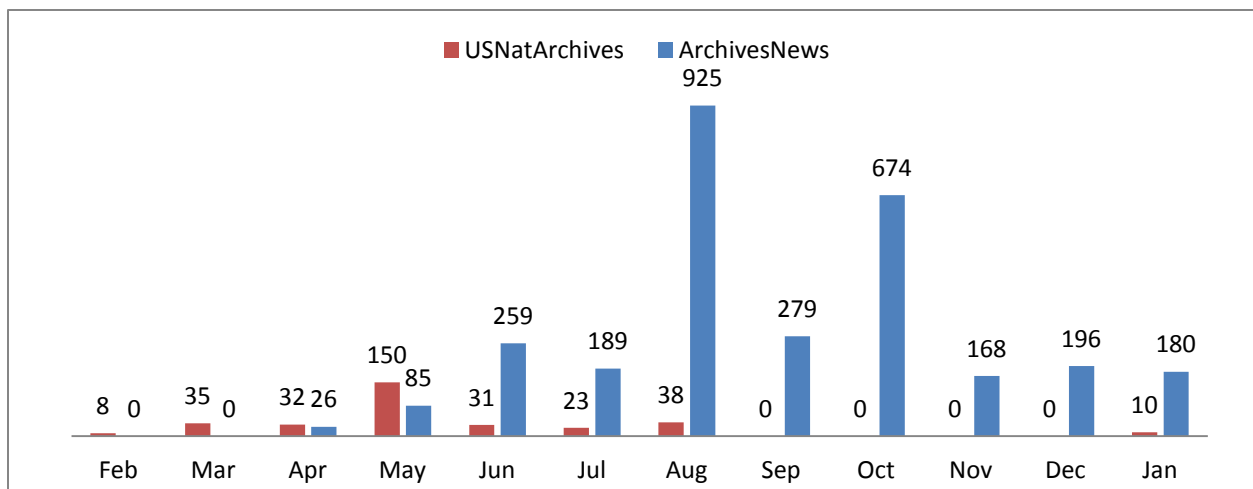


Social Media Tools: Detail View – Flickr

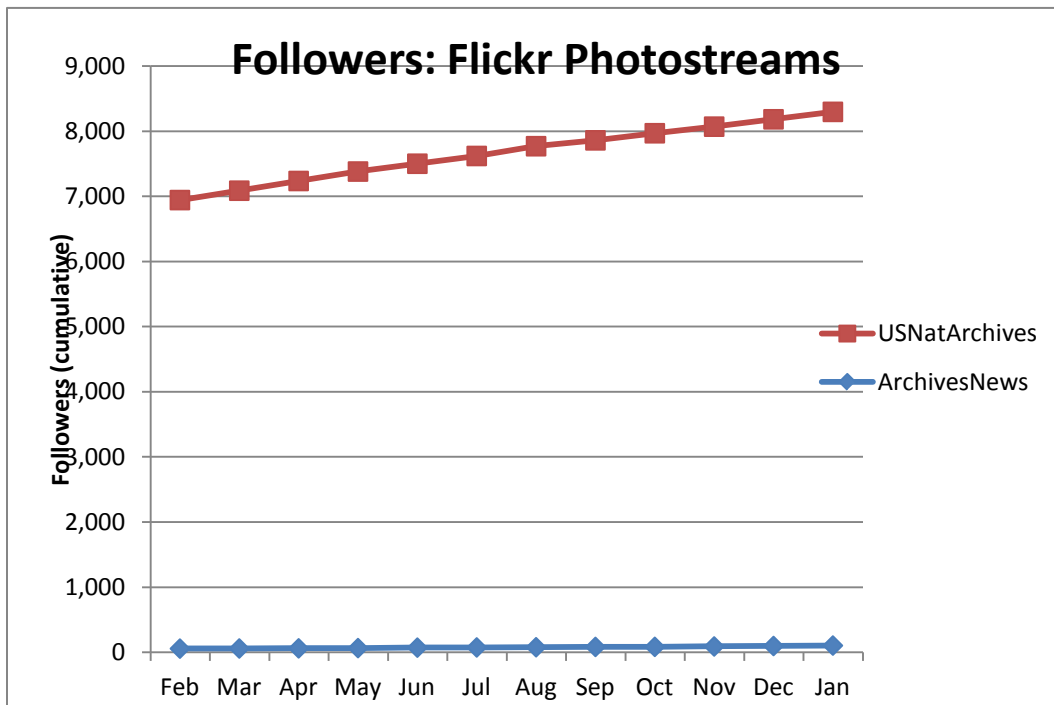
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

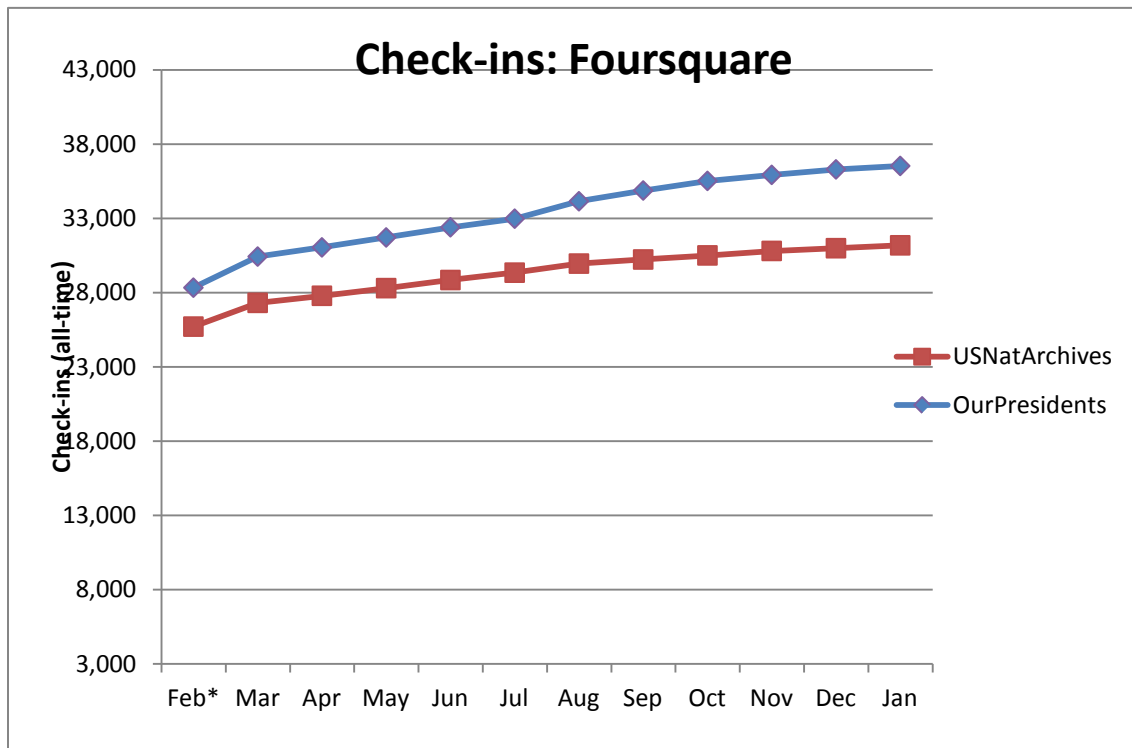


Followers of Photostreams (Cumulative)

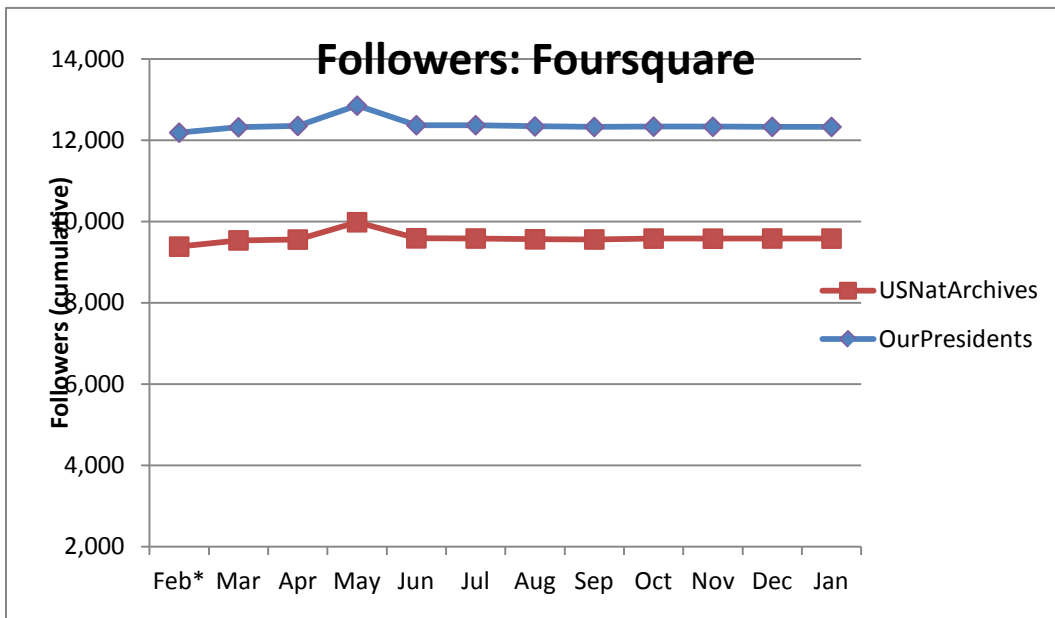


Social Media Tools: Detail View – Foursquare

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

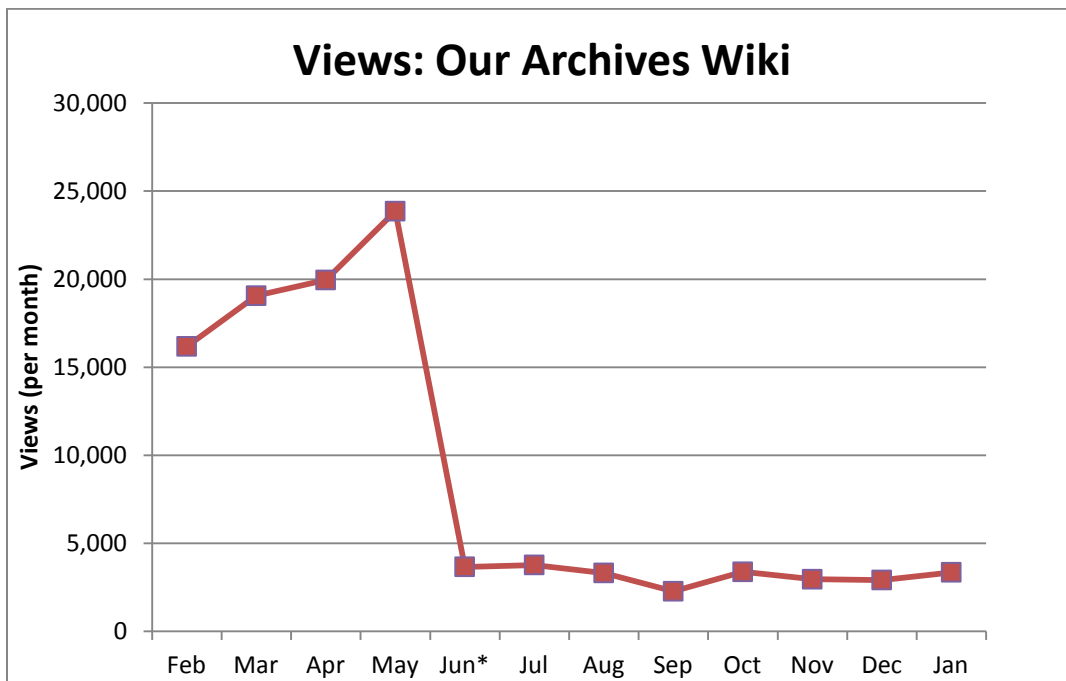


Number of Followers of USNatArchives and OurPresidents (Cumulative)



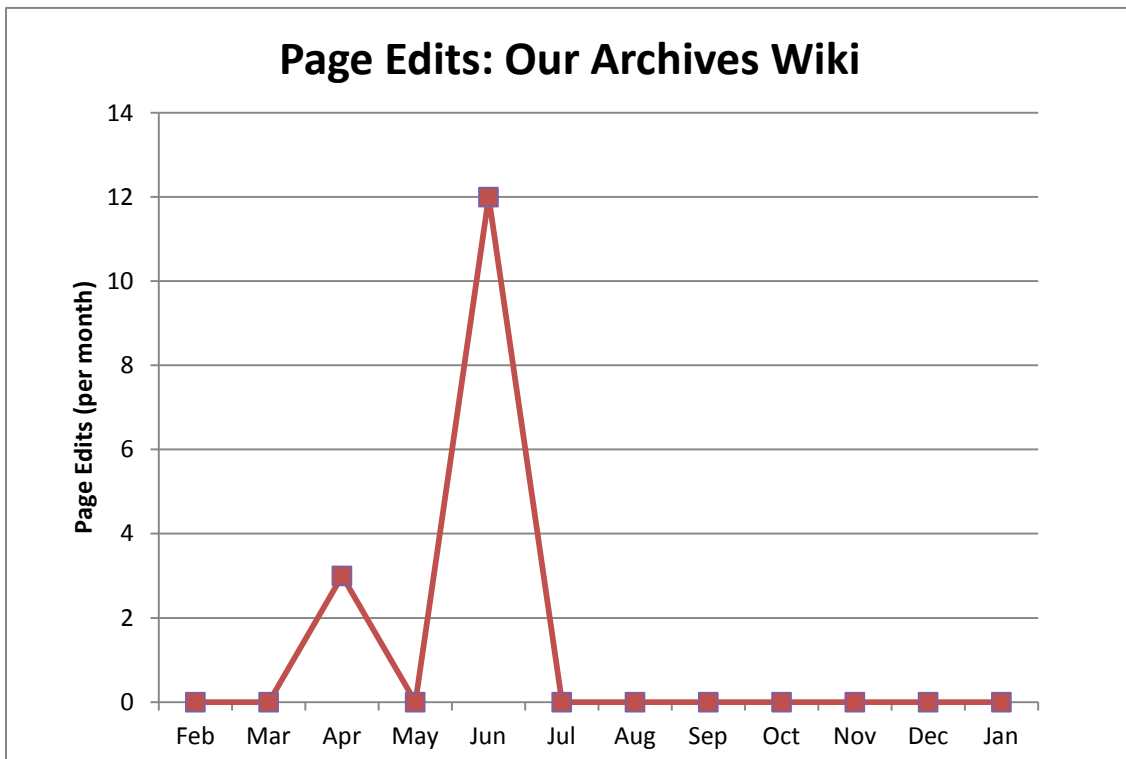
Social Media Tools: Detail View – *Our Archives Wiki*

Views on Our Archives Wiki (Per Month)

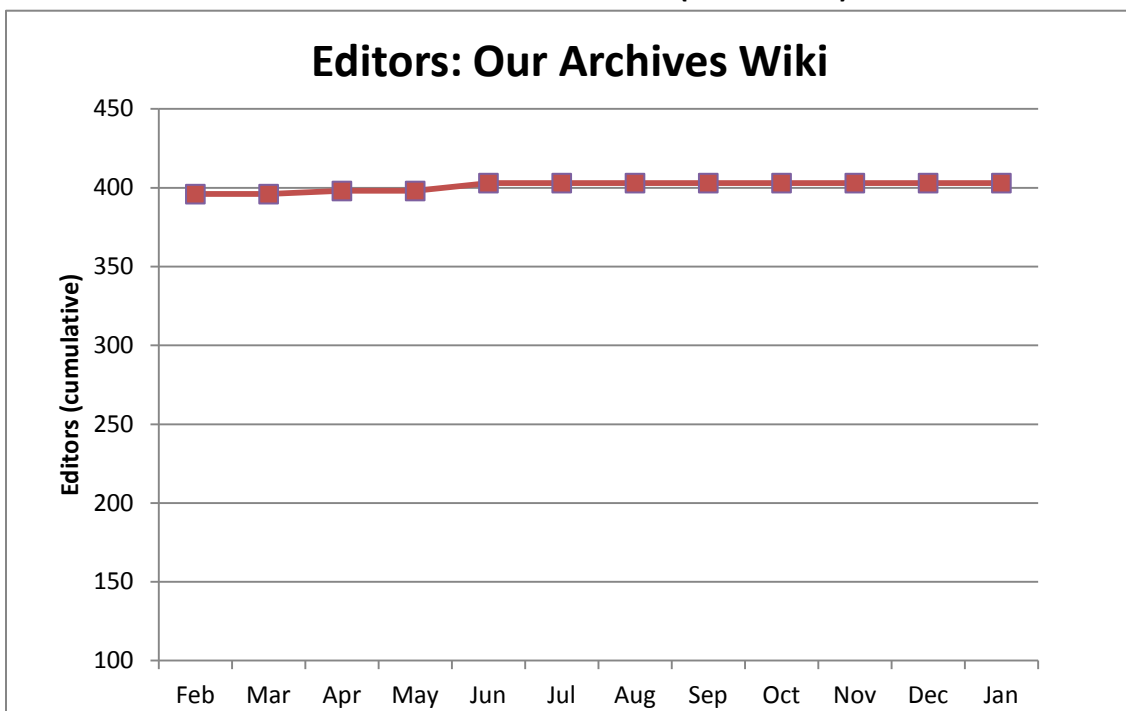


*began collecting stats using Google Analytics, instead of native Wikispaces stats (Wikispaces acknowledges bots as visits)

Edits on Our Archives Wiki (Per Month)

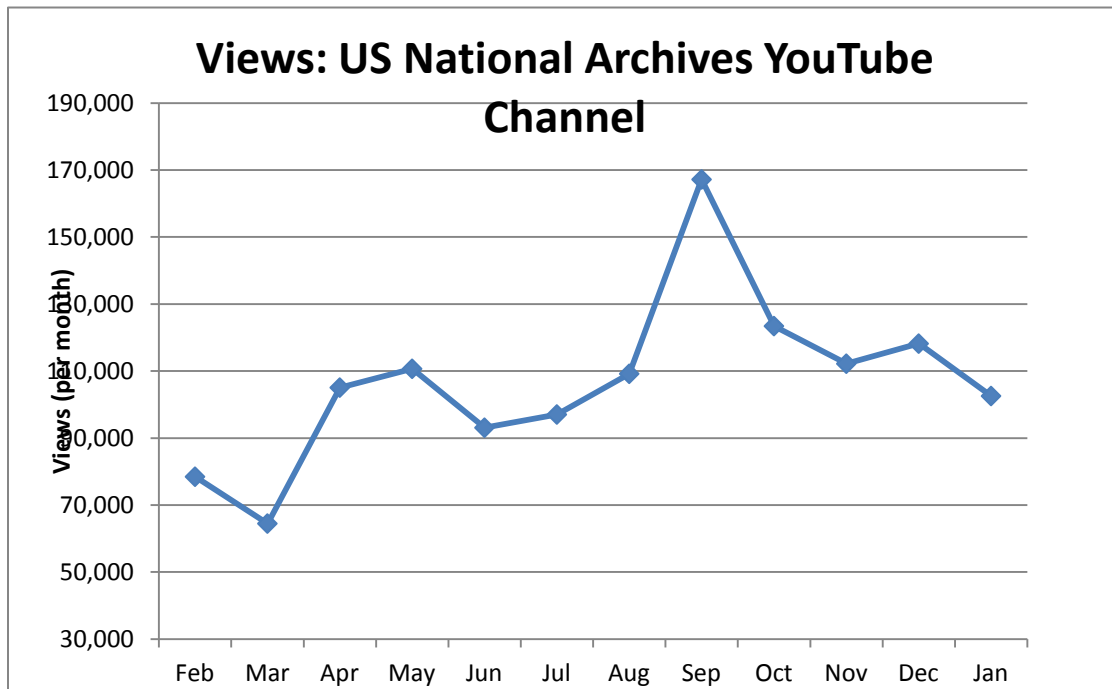


Editors on Our Archives Wiki (Cumulative)

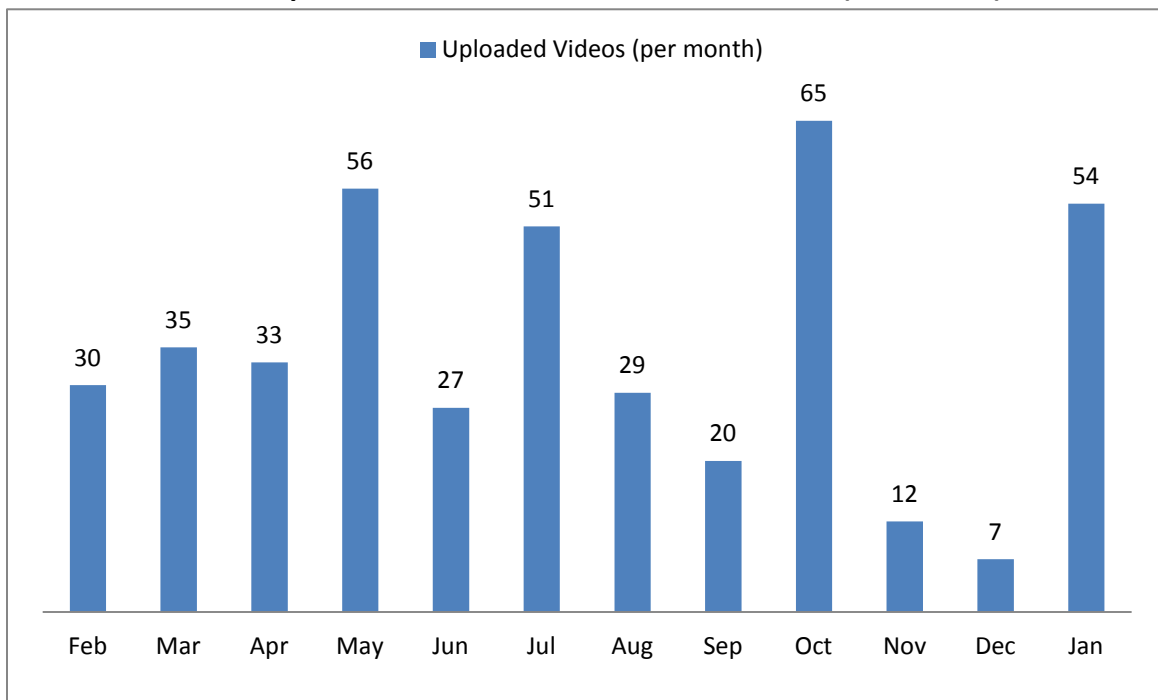


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

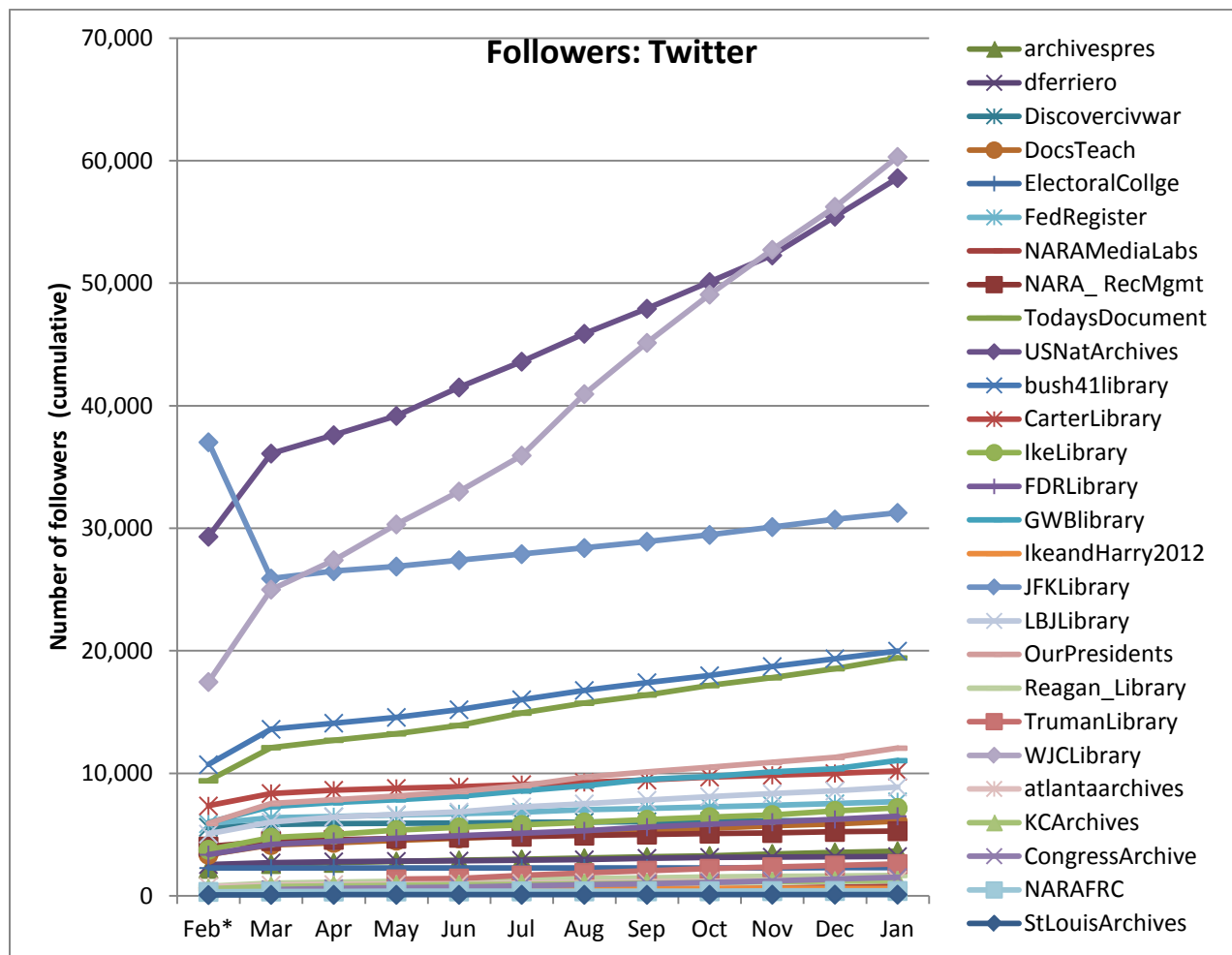


Top 5 Most Viewed Videos for January 2015 on US National Archives Channel

Video Title	Views
Stories from the Great Depression	9,372
Private Snafu in "Censored.", 1944	6,192
We Were There When Nixon Met Elvis	2,638
D-Day to Germany	2,525
Spies – Privatehttps://www.youtube.com/watch?v=Ws9L-Kifjkg_SNAFU	2,075

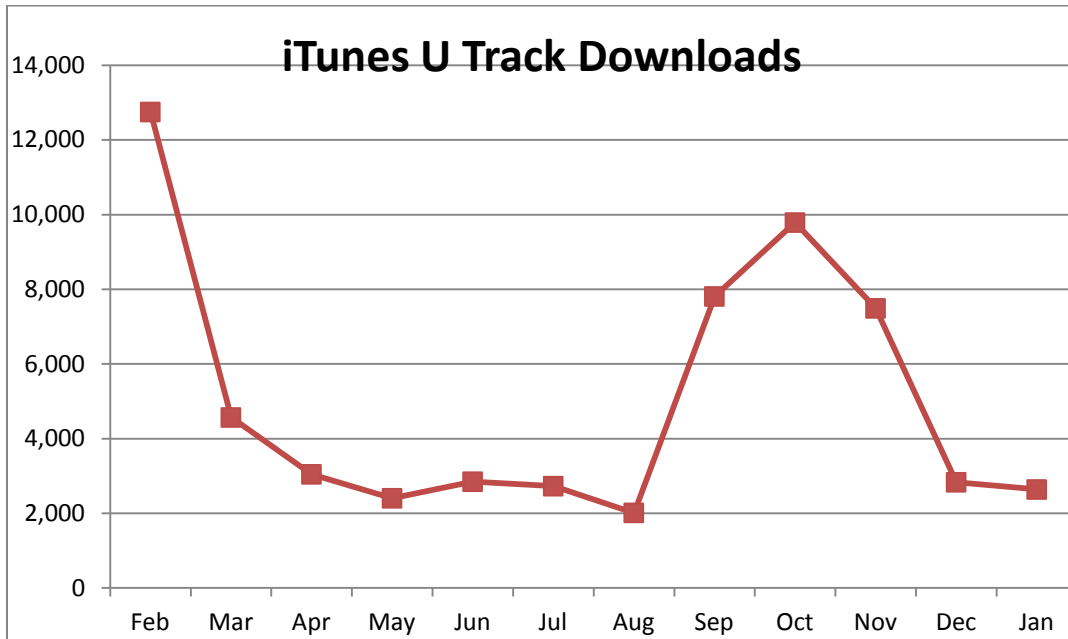
Social Media Tools: Detail View – Twitter

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

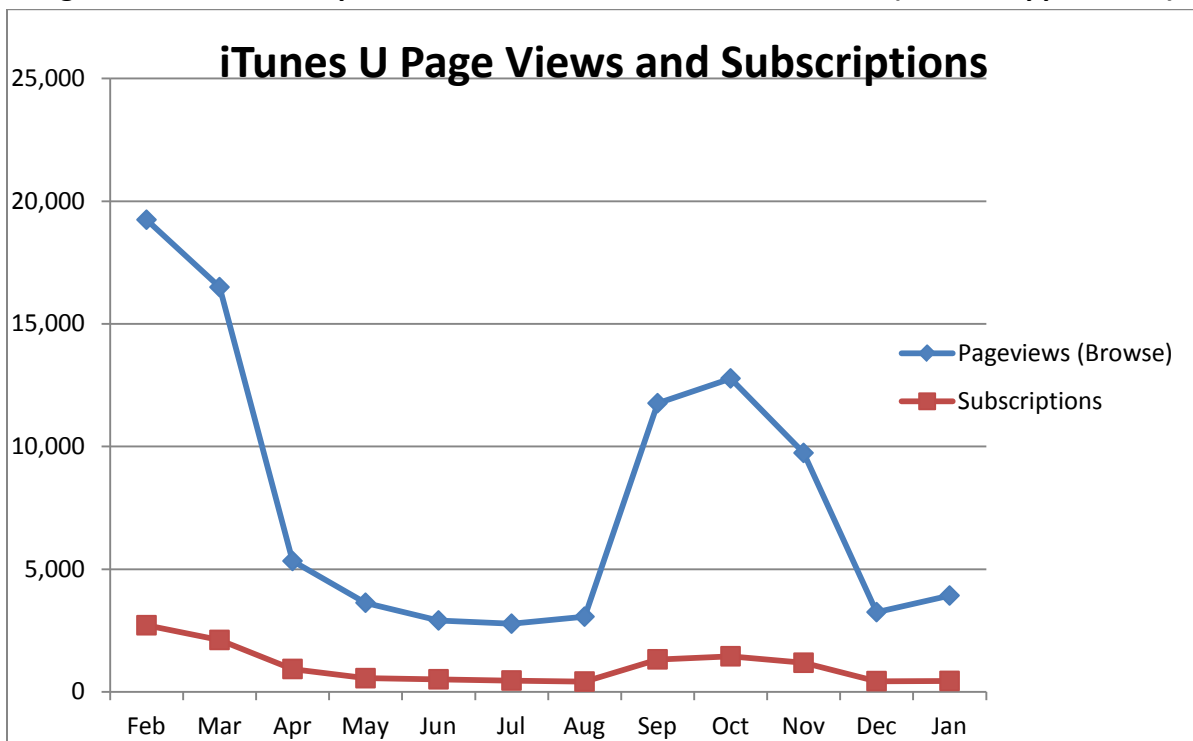


Social Media Tools: Detail View – iTunes U

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

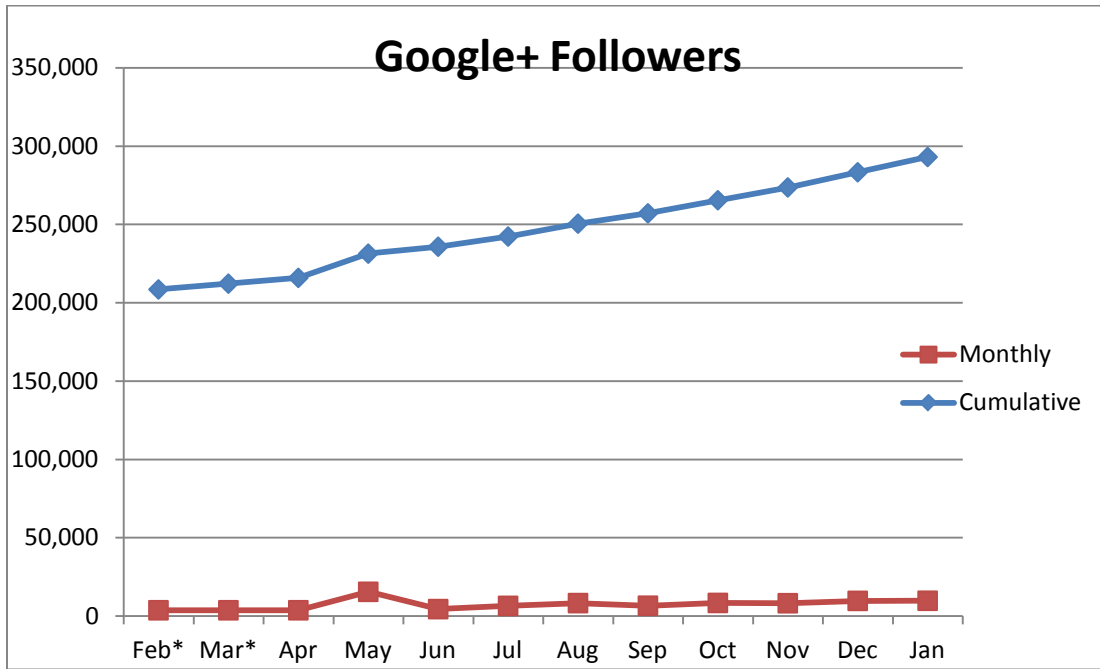


Page Views and Subscriptions on U.S. National Archives iTunes U (Source: Appendix VI)



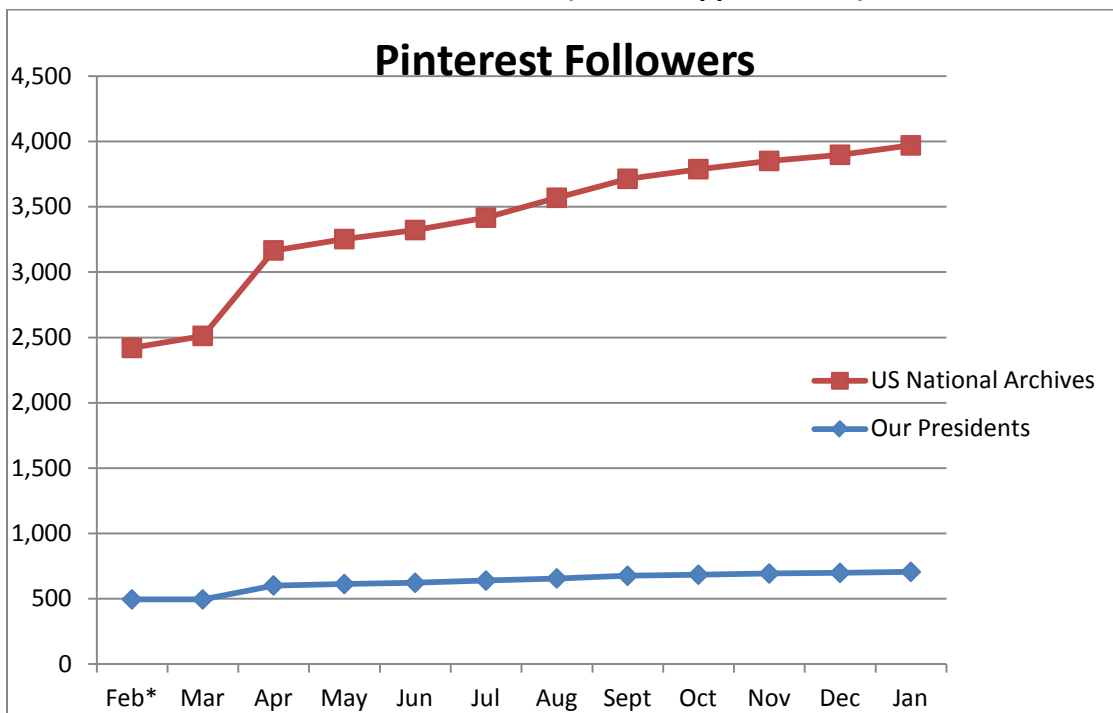
Social Media Tools: Detail View – Google+

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.

	Feb	March	Apr	May	June	July	August	Sept	Oct	Nov	Dec	Jan
Acts of Congress	36	26	15	38	19	25	20	60	46	23	18	42
Annotation (NHPRC)	2,474	1,751	1,032	602	680	552	928	728	494	420	674	886
AOTUS	1,954	2,361	3,375	2,446	1,854	2,463	2,191	1,804	2,982	1,930	2,380	1,437
Carter Chronicle	307	293	298	282	171	403	170	252	419	444	441	264
Education Updates	3,331	3,864	3,225	2,459	2,140	1,428	1,435	4,050	3,591	3,413	2,896	3,660
FOIA	1,057	1,064	959	1,259	1,435	982	1,138	732	1,007	960	782	990
Unwritten Record (formerly Media Matters)	3,239	2,711	3,867	2,970	4,426	3,842	5,118	4,099	4,529	4,795	4,163	5,479
NARAtions	4,565	4,263	3,988	3,979	3,754	3,510	3,518	3,419	3,608	4,433	3,369	4,389
NDC Blog	595	919	1,041	997	699	593	563	781	698	1,029	961	890
Rediscovering Black History	1,004	1,065	1,048	898	822	770	679	1,043	1,289	1,518	1,859	1,601
Prologue Blog	13,851	11,436	11,231	11,307	7,670	7,959	8,126	12,996	23,218	19,172	13,847	14,236
Records Express Blog	1,458	2,926	2,055	1,663	1,523	1,612	2,564	3,173	1,839	1,711	2,859	1,956
The Text Message	6,972	4,811	5,034	4,801	3,243	2,896	2,570	3,457	4,102	4,654	4,199	4,733
Transforming Classification (PIDB)	323	313	211	322	315	358	478	306	376	258	227	268
MONTHLY TOTAL	41,659	38,063	37,619	34,197	28,919	27,510	29,518	36,901	48,198	44,760	38,675	40,831

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.

	Feb	March	Apr	May	June	July	August	Sept	Oct	Nov	Dec	Jan
Acts of Congress	43	32	17	58	24	32	26	77	65	33	22	47
Annotation (NHPRC)	5,513	4,205	1,953	910	1,010	824	1,328	1,107	699	652	995	1,224
AOTUS	3,331	3,881	5,592	4,147	3,406	4,109	3,470	3,000	4,695	3,254	3,807	2,566
Carter Chronicle	489	546	428	419	268	632	321	365	643	642	615	382
Education Updates	4,747	5,405	4,893	3,542	3,172	2,314	2,224	5,699	5,785	5,153	4,245	5,532
FOIA	1,945	2,014	1,867	2,062	2,744	1,765	2,199	1,289	1,946	1,771	1,539	1,811
Unwritten Record (formerly Media Matters)	4,890	4,476	6,079	5,006	7,174	5,329	6,900	6,625	7,713	8,303	6,729	10,024
NARAtions	7,957	7,371	7,104	6,807	6,190	5,929	6,192	5,747	6,238	8,912	6,042	8,058
NDC Blog	1,129	1,616	2,019	1,527	1,151	1,111	966	1,271	1,241	1,720	1,623	1,810
Rediscovering Black History	1,533	1,700	1,904	1,497	1,340	1,368	1,229	1,846	2,277	2,816	2,795	2,827
Prologue Blog	19,663	19,107	17,701	18,080	13,081	13,159	14,029	21,475	37,463	32,273	23,555	23,561
Records Express Blog	2,253	4,701	3,804	2,831	2,842	2,756	4,441	5,318	3,748	3,196	5,039	3,450
The Text Message	11,895	8,165	8,310	7,001	5,043	4,767	4,319	5,418	6,576	7,369	6,829	7,383
Transforming Classification (PIDB)	501	457	312	470	515	546	605	383	488	430	292	353
MONTHLY TOTAL	66,572	64,030	62,279	54,570	48,171	44,807	48,285	59,626	79,577	76,524	64,127	69,028

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.

	Feb	March	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
Acts of Congress	625	661	675	708	726	751	770	828	870	893	911	953
Annotation (NHPRC)	1,455	1,455	2,143	2,549	2,932	3,229	3,848	4,327	4,682	4,950	5,403	6,076
AOTUS	119,64	121,28	123,85	125,68	127,01	128,67	130,173	131,591	133,863	135,359	136,970	138,124
Carter Chronicle	5,888	6,123	6,362	6,577	6,708	6,989	7,122	7,318	7,667	8,014	8,387	8,614
Education Updates	18,546	21,984	24,762	26,786	28,424	29,534	30,678	34,062	37,035	39,935	42,377	45,507
FOIA	22,231	22,959	23,648	24,522	25,481	26,179	27,021	27,604	28,302	29,035	29,635	30,352
Unwritten Record	12,986	14,928	17,966	20,126	23,408	26,567	30,947	34,091	37,557	41,519	44,968	49,527
NARAtions	164,44	168,18	171,64	175,02	178,18	181,14	184,256	187,290	190,394	194,272	197,129	200,855
NDC Blog	86,846	87,516	88,334	89,193	89,725	90,201	90,689	91,305	91,891	92,702	93,522	94,241
Rediscovering Black History	3,645	4,466	5,259	5,976	6,590	7,164	7,652	8,461	9,469	10,638	12,168	13,506
Prologue Blog	293,79	303,88	313,94	323,87	330,38	337,02	343,721	355,148	375,666	392,459	404,407	416,999
Records Express Blog	41,015	42,922	44,335	45,511	46,565	47,644	49,289	51,223	52,439	53,649	55,562	56,942
The Text Message	92,956	96,866	100,99	105,06	107,77	110,05	112,151	114,998	118,263	122,172	125,687	129,708
Transforming Classification	7,843	8,058	8,226	8,420	8,596	8,797	9,121	9,333	9,577	9,769	9,927	10,134
MONTHLY TOTAL	872,825	902,375	933,392	961,390	983,983	1,005,516	1,029,011	1,059,152	1,099,248	1,136,939	1,168,626	1,203,111

APPENDIX II.D: Blog Unique Viewers (Monthly)

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

	Feb	March	Apr	May	June	July	August	Sept	Oct	Nov	Dec	Jan
Acts of Congress	36	36	14	33	18	25	19	58	42	23	18	42
Annotation (NHPRC)	1,455	1,148	688	406	383	297	619	479	355	268	453	673
AOTUS	1,450	1,645	2,565	1,829	1,332	1,659	1,500	1,418	2,272	1,496	1,611	1,154
Carter Chronicle	232	235	239	215	131	281	133	196	349	347	373	227
Education Updates	2824	3438	2,778	2024	1638	1110	1,144	3,384	2,973	2,900	2,442	3,130
FOIA	743	728	689	874	959	698	842	583	698	733	600	717
Unwritten Record (formerly Media Matters)	2566	1942	3038	2160	3282	3159	4,380	3,144	3,466	3,962	3,449	4,559
NARAtions	3,843	3,739	3,460	3,386	3,158	2,961	3,111	3,034	3,104	3,878	2,857	3,726
NDC Blog	453	670	818	859	532	476	488	616	586	811	820	719
Rediscovering Black History	727	821	793	717	614	574	488	809	1,008	1,169	1,530	1,338
Prologue Blog	11,993	10,094	10,062	9,931	6,505	6,645	6,692	11,427	20,518	16,793	11,948	12,592
Records Express Blog	969	1,907	1,413	1,176	1,054	1,079	1,645	1,934	1,216	1,210	1,913	1,380
The Text Message	5,739	3,910	4,127	4,075	2,704	2,284	2,095	2,847	3,265	3,909	3,515	4,021
Transforming Classification (PIDB)	195	215	168	194	176	201	324	212	244	192	158	207
MONTHLY TOTAL	33,458	30,698	31,017	27,998	22,593	21,533	23,495	30,141	40,096	37,691	31,687	34,485

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

	Feb	March	Apr	May	June	July	August	Sept	Oct	Nov	Dec	Jan
Acts of Congress	0	0	0	0	0	0	0	0	0	0	0	0
Annotation (NHPRC)	13	8	9	9	11	12	15	18	13	17	21	24
AOTUS Blog	1,100	1,129	1,194	1,088	1,070	1,052	1,038	1,035	287	256	256	284
AOTUS Tumblr		12	11	9	11	9	2	11	2	4	3	2
Carter Chronicle	1,108	1,159	1,114	991	909	729	640	698	735	787	634	711
Education Updates	65	64	76	72	67	50	63	58	67	49	38	49
FOIA Ombudsman	84	83	83	82	94	91	73	99	67	44	47	58
Media Matters	79	92	61	93	56	81	84	64	57	53	56	121
NARAtions	1,131	1,137	1,124	1,123	1,238	1,095	268	1,095	1,072	223	237	254
NDC Blog	205	263	242	233	171	222	154	153	267	178	168	184
Prologue	552	554	550	554	628	543	392	309	595	331	320	329
Records Express	304	302	328	362	206	317	324	332	181	163	150	195
Rediscovering Black History	17	16	14	22	20	17	18	18	15	22	26	24
Text Message	214	208	206	197	143	185	93	128	101	100	107	119
Today's Document Tumblr		88	99	112	83	82	108	106	68	51	55	68
Transforming Classification (PIDB)	1,179	1,456	1,206	1,271	845	674	651	739	761	715	502	652
MONTHLY TOTAL	6,054	6,576	6,324	6,224	5,563	5,167	3,928	4,867	4,292	2,993	2,620	3,074

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.)

	Feb	March	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
Monthly Total (A+P+R)	6,169,126	4,103,929	7,630,438	6,175,487	13,326,981	10,844,682	12,487,242	17,788,179	11,145,142	15,807,202	16,304,310	11,628,110
Agency-Wide Total	3,672,596	1,930,898	1,673,035	2,268,177	5,118,950	2,376,976	3,775,710	3,283,541	2,386,061	2,797,763	6,798,188	4,657,058
US National Archives	3,573,429	1,804,851	1,538,267	2,092,793	4,651,668	1,996,095	3,479,817	2,581,533	1,950,856	2,477,553	6,353,630	3,868,815
Afro-American HS	2,568	902	1,348	990	1,703	825	1,699	1,028	2,105	6,546	8,862	21,730
Assembly	337	67	179	161	1,359	1,025	640	1,184	659	950	1,770	7,905
Archival Recovery	4,373	4,104	3,874	1,189	7,305	10,218	16,415	15,822	13,733	16,885	11,286	12,818
Constitution	5,455	37,549	44,692	26,717		36,361	9,851	78,758	31,852	13,432	22,402	9,946
Federal Register	7,421	3,214	1,927	5,082	4,062	23,613	6,131	4,383	3,131	1,943	1,422	14,017
Federal Records Centers	2,826	949	643	615	456	480	519	387	964	638	858	2,051
Applied Research	1,933	3,107	1,623	1,828	5,019	1,686	4,747	11,471	10,361	12,835	13,010	13,041
NHPRC	24,229	30,815	25,069	36,747	72,864	71,478	107,340	245,306	90,605	97,254	185,524	137,097
Noon Lectures	2,752	2,103	2,108	3,297	2,312	17,662	881	8,801	13,602	1,044	580	1,064
Preservation	6,993	6,668	10,823	8,664	32,505	56,310	36,498	133,129	80,089	29,008	28,539	266,618
Research	7,392	8,031	9,073	7,955	234,963	12,207	23,546	19,830	31,602	6,512	5,886	23,794
Today's Document	13,590	10,621	11,399	12,435	45,751	59,548	42,954	55,786	47,100	45,188	98,420	134,547
Students and Interns	9,351	7,309	9,680	15,206	24,331	49,145	18,009	16,185	19,576	8,059	21,433	10,549
Electoral College	1,756	2,144	2,610	2,020	1,438	3,984	1,380	1,210	975	1,907	2,736	3,896
Education	8,191	8,464	9,720	52,478	33,214	36,339	25,283	108,728	88,851	78,009	41,830	129,710
Presidential Total	2,245,845	2,022,580	5,799,716	3,686,422	7,946,648	8,124,687	8,518,564	13,659,575	8,417,136	12,619,803	9,083,185	6,520,721
Bush	361,678	302,175	1,453,205	340,486	2,916,574	838,337	797,565	758,563	730,963	825,844	258,321	219,662
GWB	654,321	523,018	1,876,531	666,644	2,795,302	4,928,751	4,534,352	9,683,251	3,706,744	9,582,567	6,968,783	4,466,458
Carter	85,751	135,976	167,616	132,945	185,032	243,618	174,397	275,292	276,627	169,731	155,167	254,658
Clinton	44,319	81,354	63,201	916,498	56,440	349,859	251,657	193,070	387,390	740,723	404,686	199,674
Eisenhower	79,763	86,000	153,747	110,378	446,490	388,341	544,862	101,484	1,698,940	124,717	238,386	115,820
Ford Library	18,345	15,915	16,203	35,962	18,606	31,971	32,808	31,688	38,159	18,850	16,488	15,989
Ford Museum	37,829	45,521	114,452	170,764	155,765	171,758	183,153	531,407	210,549	99,694	48,352	68,736
Hoover	26,559	43,595	44,527	56,451	66,622	71,515	56,261	71,451	68,239	22,939	34,743	30,456

Johnson	202,922	195,848	1,206,772	277,143	199,188	236,474	355,942	600,632	273,464	244,454	222,125	368,131
Nixon	456,494	326,813	447,636	517,021	351,636	352,150	660,521	446,888	466,862	445,052	367,020	442,309
Reagan	16,012	9,752	12,336	40,457	20,237	20,434	13,799	24,873	38,855	19,561	82,876	59,301
Roosevelt	150,704	142,031	102,137	87,660	497,445	171,428	399,200	695,673	238,842	134,219	158,232	173,378
Truman	111,148	114,582	141,353	334,013	237,311	320,051	514,047	245,303	281,502	191,452	128,006	106,149
Regional Total	250,685	150,451	157,687	220,888	261,383	343,019	192,968	845,063	341,945	389,636	422,937	450,331
Anchorage (retired)	213	2,274	1,381	4,634	2,204	908						
Atlanta	23,590	7,515	8,595	15,288	18,607	30,953	14,038	122,007	38,021	14,998	14,598	14,768
Boston	20,321	35,801	26,280	46,049	77,181	122,201	55,349	513,701	126,896	253,845	236,738	193,238
Chicago	8,114	12,912	26,280	29,810	17,531	15,379	23,434	23,704	25,258	21,702	24,548	9,460
Denver	22,742	6,476	15,988	34,990	12,700	10,064	10,898	15,714	58,750	13,970	40,722	91,536
Fort Worth	12,471	12,880	12,778	10,982	31,838	21,330	11,873	47,166	18,961	10,619	28,524	42,687
Kansas City	38,588	24,417	23,662	27,787	46,663	28,840	28,304	31,067	23,350	30,833	17,295	32,694
New York	24,345	6,345	10,678	14,310	17,592	76,965	14,008	21,880	17,759	19,871	16,826	23,131
Philadelphia	55,090	11,166	17,177	16,877	7,129	11,526	12,169	12,778	10,681	9,986	13,274	15,084
Riverside	5,095	12,682	1,786	2,594	9,376	3,525	5,564	5,666	3,938	907	2,608	1,507
Seattle	22,863	5,932	4,196	3,238	5,175	4,671	2,466	2,230	4,405	2,798	7,896	15,353
St. Louis	17,253	12,051	8,886	14,329	15,387	16,657	14,865	49,150	13,926	10,107	19,908	10,873

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.)

	Feb	March	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
Monthly Total (A+P+R)	2,332,815	1,532,717	2,924,150	2,190,775	6,126,632	3,938,703	4,236,645	5,203,696	3,949,554	4,978,192	5,924,135	3,006,040
Agency-Wide Total	1,452,142	749,271	465,852	644,390	1,797,708	650,314	919,134	1,004,744	619,233	792,580	2,471,189	1,290,376
US National Archives	1,417,961	716,037	432,782	597,432	1,728,850	539,177	832,923	737,676	490,014	696,888	2,357,075	1,017,984
Afro-American HS	418	184	201	148	574	296	714	379	921	3,304	4,112	10,452
Assembly	28	7	34	11	673	494	282	565	303	430	891	3,961
Archival Recovery	1,246	711	1,028	317	1,568	2,135	3,776	2,696	2,566	2,971	2,420	2,043
Constitution	14,014	15,949	16,490	10,425	8,323	13,734	4,469	38,350	14,385	5,222	14	3,135
Federal Register	3,104	809	275	1,314	1,389	9,135	1,470	1,190	882	607	369	5,278
Federal Records Centers	441	101	36	46	100	143	80	106	349	216	302	361
Applied Research	295	599	169	420	1,427	648	1,192	3,482	2,760	3,927	5,389	5,239
NHPRC	4,573	5,969	3,682	6,605	17,812	15,716	34,326	107,613	20,424	26,329	58,379	37,999
Noon Lectures	343	316	231	689	353	9,660	157	3,589	6,826	192	164	257
Preservation	2,376	1,797	3,128	2,119	12,707	21,185	13,089	52,761	27,634	11,470	8,123	113,522
Research	1,758	1,822	2,134	1,568	6,690	5,768	10,071	6,430	9,474	2,239	1,940	5,676
Today's Document	2,080	1,491	1,681	1,338	5,876	10,511	5,306	5,816	5,669	5,280	13,430	32,156
Students and Interns	1,725	1,444	1,183	1,681	3,168	10,180	4,460	3,140	3,853	2,463	3,433	3,112
Electoral College	564	708	944	624	544	1,966	702	412	299	670	1,113	1,650
Education	1,216	1,327	1,854	19,653	7,654	9,566	6,117	40,539	32,874	30,372	14,035	47,551
Presidential Total	801,015	750,803	2,427,096	1,487,671	4,253,037	3,174,532	3,260,596	3,751,767	3,221,179	4,067,462	3,324,304	1,569,291
Bush	162,904	107,784	727,050	120,169	629,981	300,574	233,948	274,289	244,931	270,293	110,231	88,424
GWB	234,321	189,848	922,008	269,923	1,383,382	1,908,418	1,734,364	2,291,721	1,247,479	2,978,287	2,542,349	801,264
Carter	26,698	49,516	55,804	43,886	59,753	82,892	56,564	90,769	97,679	49,490	41,540	77,782
Clinton	13,900	32,512	23,589	447,526	20,622	143,993	100,713	75,236	154,736	285,975	157,809	81,038
Eisenhower	24,648	21,982	9,400	34,322	1,544,473	216,690	227,593	39,787	870,134	49,336	90,063	36,401
Ford Library	4,591	4,727	4,193	14,865	4,980	13,499	10,048	10,535	15,176	8,039	5,338	6,002
Ford Museum	14,092	19,803	42,509	68,072	60,168	72,133	70,797	204,238	85,479	38,316	19,400	22,404
Hoover	8,783	16,297	15,731	20,660	22,244	26,292	22,481	22,668	20,944	7,932	14,369	9,023

Johnson	75,791	83,679	503,108	121,264	82,748	95,596	156,019	267,488	115,629	92,890	80,488	159,410
Nixon	148,585	123,936	39,478	173,445	131,666	122,194	273,489	160,007	179,447	156,034	130,996	166,400
Reagan	6,505	3,331	2,216	8,083	6,066	6,987	5,911	9,688	18,650	6,642	40,102	21,591
Roosevelt	43,085	61,556	34,793	28,506	230,544	54,644	161,829	233,218	84,791	53,156	50,605	66,832
Truman	37,112	35,832	47,217	136,950	76,410	130,620	206,840	72,123	86,104	71,072	41,014	32,720
Regional Total	79,658	32,643	31,202	58,714	75,887	113,857	56,915	447,185	109,142	118,150	128,642	146,373
Anchorage	42	527	169	1,349	684	420						
Atlanta	10,195	2,954	2,829	6,278	6,142	12,122	4,901	58,642	14,627	5,283	3,982	3,647
Boston	3,755	5,261	4,944	7,552	15,646	27,610	12,313	316,134	33,091	78,409	69,532	51,946
Chicago	1,899	2,080	990	10,184	4,399	4,134	10,564	8,699	8,439	6,593	5,263	2,071
Denver	8,757	1,322	5,506	14,859	4,433	3,763	3,471	5,682	28,133	4,869	17,966	44,978
Fort Worth	1,978	1,826	1,919	2,357	9,219	3,961	2,648	14,175	5,593	2,895	8,686	13,948
Kansas City	11,598	6,082	4,457	4,977	17,657	8,758	8,874	12,357	5,323	8,793	4,172	12,076
New York	9,075	1,646	2,702	2,868	6,399	41,658	4,805	6,309	5,331	4,460	3,515	5,732
Philadelphia	16,990	2,540	3,892	3,765	1,800	2,583	3,641	2,711	2,424	3,365	4,469	3,866
Riverside	1,398	4,514	352	547	2,916	1,012	1,134	1,419	1,405	433	1,248	670
Seattle	9,853	524	1,065	502	1,216	1,734	731	586	1,354	1,004	2,060	4,616
St. Louis	4,118	3,367	2,377	3,476	5,376	6,102	3,833	20,471	3,422	2,046	7,749	2,823

APPENDIX V: Twitter Followers (Cumulative)

*Estimated

	Feb*	March	Apr	May	June	July	August	Sept	Oct	Nov	Dec	Jan
archivespres	2,210	2,607	2,703	2,803	2,901	2,980	3,075	3,175	3,262	3,425	3,546	3,645
dferriero	2,559	2,699	2,787	2,823	2,853	2,913	2,956	3,071	3,145	3,162	3,188	3,214
Discovercivwar	5,602	5,818	5,889	5,927	5,952	6,000	6,032	6,057	6,094	6,121	6,147	6,240
DocsTeach	3,366	4,157	4,335	4,515	4,698	4,895	5,125	5,315	5,519	5,713	5,875	6,085
ElectoralCollge	2,279	2,273	2,281	2,275	2,276	2,278	2,273	2,266	2,270	2,279	2,294	2,293
FedRegister	5,888	6,365	6,468	6,592	6,705	6,839	7,024	7,125	7,267	7,396	7,527	7,689
NARAMediaLabs	89	270	316	357	400	445	482	519	558	629	696	774
NARA_RecMgmt	4,029	4,481	4,580	4,672	4,751	4,834	4,924	5,009	5,086	5,140	5,228	5,286
TodaysDocument	9,397	12,100	12,700	13,229	13,900	14,918	15,723	16,398	17,165	17,803	18,542	19,423
USNatArchives	29,313	36,100	37,600	39,173	41,495	43,603	45,878	47,921	50,099	52,272	55,435	58,583
bushlibrary	10,712	13,600	14,100	14,572	15,200	16,017	16,773	17,410	17,975	18,726	19,361	19,981
CarterLibrary	7,348	8,359	8,628	8,777	8,891	9,088	9,263	9,448	9,693	9,845	9,989	10,197
IkeLibrary	3,768	4,757	5,004	5,370	5,588	5,792	5,996	6,216	6,430	6,601	6,939	7,177
FDRLibrary	3,363	4,205	4,448	4,710	4,904	5,115	5,310	5,615	5,843	6,017	6,241	6,501
GWBLibrary	6,001	7,292	7,601	7,843	8,126	8,566	8,968	9,504	9,743	10,121	10,381	11,041
IkeandHarry2012	541	577	588	591	592	596	605	610	610	615	614	613
JFKLibrary	37,025	25,900	26,500	26,883	27,400	27,894	28,394	28,908	29,462	30,104	30,720	31,263
LBJLibrary	5,053	6,026	6,428	6,649	6,846	7,259	7,516	7,812	8,100	8,340	8,563	8,887
OurPresidents	5,913	7,540	7,848	8,136	8,517	8,990	9,684	10,116	10,491	10,889	11,307	12,059
Reagan_Library	784	1,044	1,108	1,191	1,271	1,358	1,426	1,477	1,537	1,583	1,619	1,672
TrumanLibrary				1,354	1,419	1,672	1,871	2,057	2,214	2,342	2,477	2,602
WJCLibrary	17,459	25,000	27,400	30,319	33,000	35,938	40,954	45,137	49,073	52,732	56,239	60,313
atlantaarchives	770	884	928	956	996	1,045	1,097	1,157	1,194	1,233	1,261	1,293
KCArchives	580	761	813	857	898	933	979	1,026	1,080	1,131	1,187	1,244
CongressArchive		515	598	653	714	820	902	992	1,089	1,214	1,354	1,507
NARAFRC	332	364	363	369	371	374	377	380	383	395	405	407
StLouisArchives	74	87	90	93	93	94	94	94	97	103	106	106
TOTAL	189,776	210,142	218,606	228,454	237,819	248,531	261,202	272,469	255,479	265,931	277,241	290,095

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

	Feb	March	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
Page Views	19,241	16,494	5,331	3,629	2,907	2,776	3,062	11,763	12,773	9,736	3,246	3,923
Track Downloads	12,749	4,568	3,045	2,404	2,848	2,728	2,013	7,809	9,788	7,490	2,832	2,639
Subscriptions	2,712	2,112	929	554	509	459	416	1,322	1,447	1,183	434	441

APPENDIX VII: Google+ Followers

*Estimated

	Feb*	March*	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
Monthly Followers	3,690	3,690	3,692	15,467	4,422	6,492	8,252	6,582	8,358	8,181	9,676	9,755
Cumulative Followers	208,558	212,248	215,940	231,407	235,829	242,321	250,573	257,155	265,513	273,694	283,370	293,125

APPENDIX VIII: Pinterest Followers (Cumulative)

*Estimated

	Feb*	March	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
US National Archives	2,420	2,512	3,166	3,253	3,322	3,417	3,569	3,714	3,788	3,851	3,898	3,970
Our Presidents	495	495	602	613	622	639	656	676	684	693	698	706

APPENDIX IX: Instagram Followers (Cumulative)

	Feb	March	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
US National Archives		584	645	764	976	1,253	1,553	1,710	1,877	2,216	2,614	3,177
Ike Library		31	44	64	89	102	112	122	135	139	147	155
Clinton Library				82	89	136	158	165	216	272	288	320

APPENDIX X: HistoryPin Channel Views(Cumulative)

	Feb	March	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
Channel Views		16,290	16,866	17,461	17,849	18,292	19,263	19,663	20,138	20,506	20,992	21,389