

**FEBRUARY FY2015 OVERVIEW**

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	69,067 Views	34,911 Visitors
Tumblr Blogs	25,741 Views	12,429 Visitors
Facebook	10,809,079 Impressions	2,832,257 Reach
National Archives YouTube Channel	143,861 Views	16,314 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	2,405,117 Views	8,505 Total Contacts
Our Archives Wiki	3,634 Views	406 Total Editors
Twitter (all NARA feeds)	--	302,203 Total Followers
FourSquare	386 New Check-ins	3 New Followers
iTunes U	3,077 Views	359 New Subscribers

**FISCAL YEAR COMPARISON**

Social Media Tool	FY 2015 Views (to date)	FY 2014 Views
Archives.gov Blogs	358,323	641,494
Tumblr Blogs	143,447	501,398
Facebook	65,693,843	88,139,965
National Archives YouTube Channel	600,275	1,127,103
Flickr (USNatArchives & ArchivesNews)	10,265,731	45,024,298
Our Archives Wiki	16,231	164,891

**EXTERNAL BLOGS AND TUMBLOGS**

- [AOTUS](#)
- [AOTUS Tumblr](#)
- [Annotation](#)
- [The Carter Chronicle](#)
- [Exhibits Tumblr](#)
- [FOIA Ombudsman](#)
- [In Roosevelt History](#)
- [NARAtions](#)
- [Records Express](#)
- [The Text Message](#)
- [TumblrWeed Times](#)
- [Today's Document Tumblr](#)
- [Transforming Classification \(PIDB\)](#)
- [The Federal Register](#)
- [The National Declassification Center](#)
- [NARA Tumblr](#)
- [Rediscovering Black History](#)
- [Prologue](#)
- [Unwritten Record](#)
- [Our Presidents Tumblr](#)
- [Congress in the Archives Tumblr](#)
- [LBJ Time Machine Tumblr](#)
- [Preservation at NARA Tumblr](#)
- [Acts of Congress](#)
- [Education Updates](#)
- [FDR Tumblr](#)
- [Ford Library Tumblr](#)
- [Philadelphia Archives Tumblr](#)

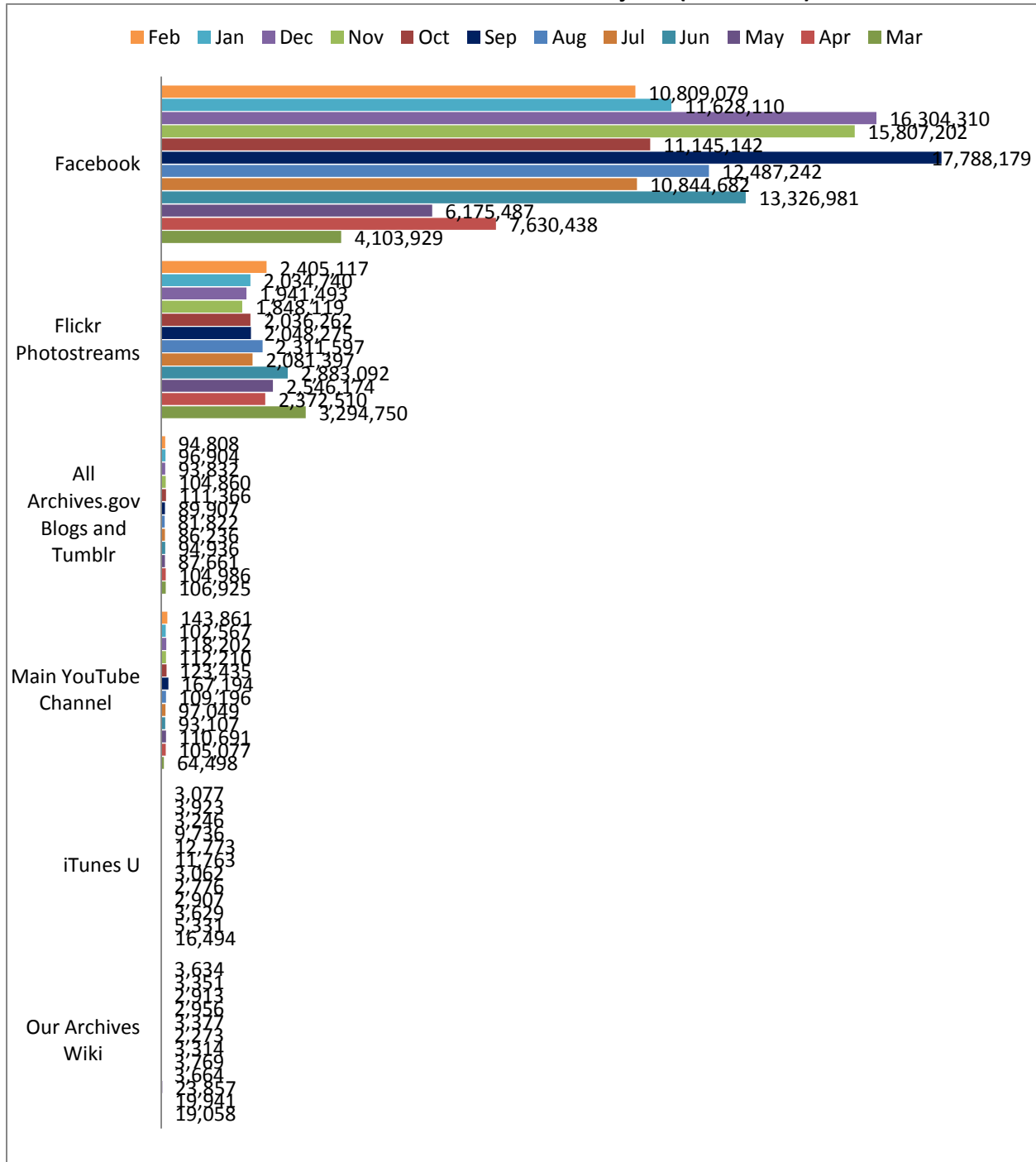
**INTERNAL (NARA@WORK) BLOGS**

- Archivist's Task Force on Agency Transformation
- Declarations
- NR Better Workplace Blog
- NRMP Ledger

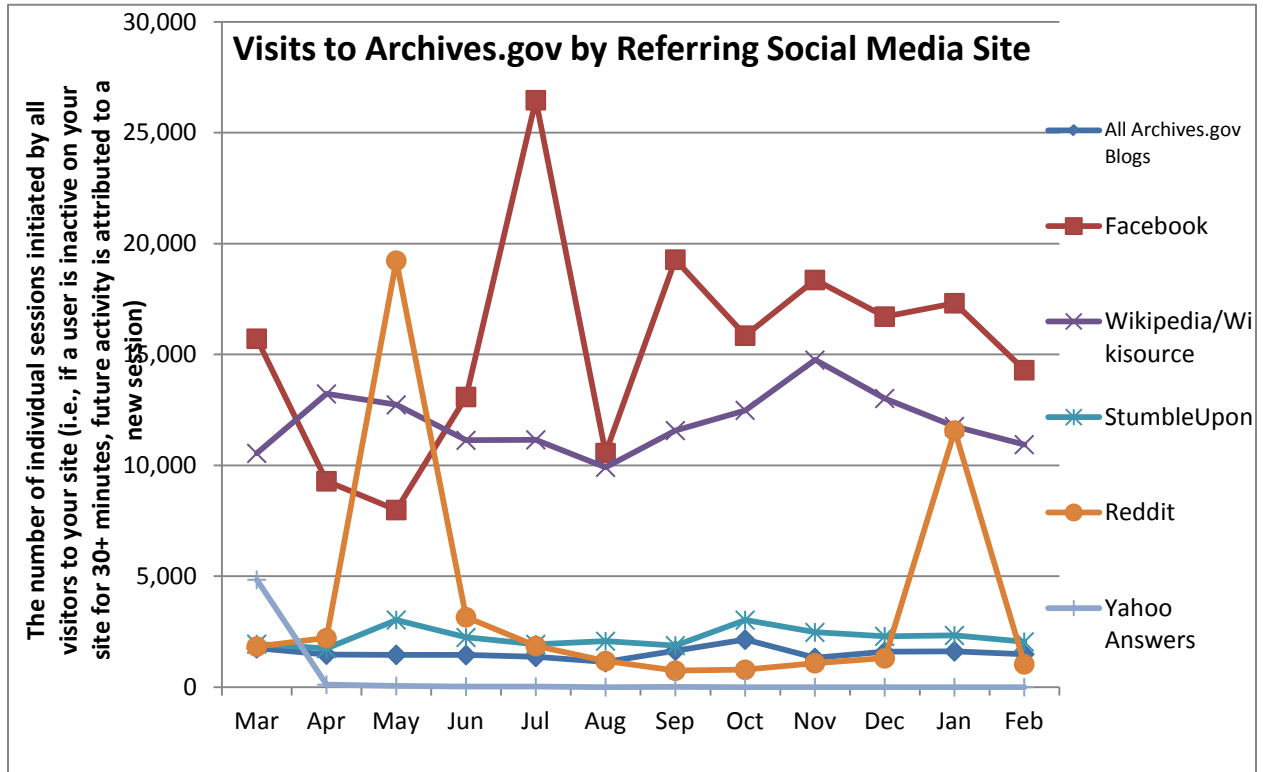
**SOCIAL MEDIA TOOLBOX (Tools currently in use)**

- Blogs (Wordpress)
- Dipity
- Facebook
- Flickr
- Foursquare
- GitHub
- Google+
- HistoryPin
- HootSuite
- IdeaScale
- Instagram
- iTunes U
- Pinterest
- RSS Feeds
- Scribd (Document Sharing)
- Storify
- Tumblr
- Twitter
- Wikispaces
- YouTube

**Views: on External Social Media Projects (Per Month)**



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

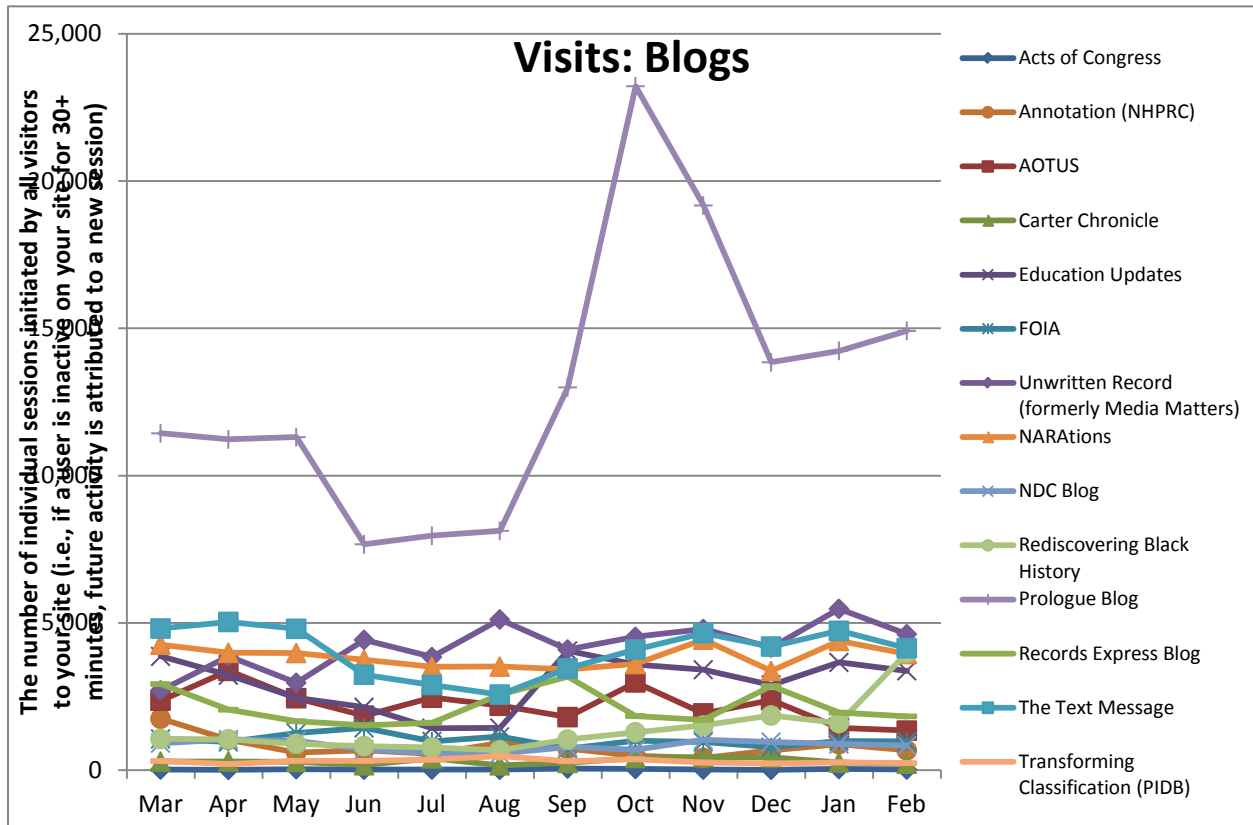


**New External Social Media Projects: February Projects**

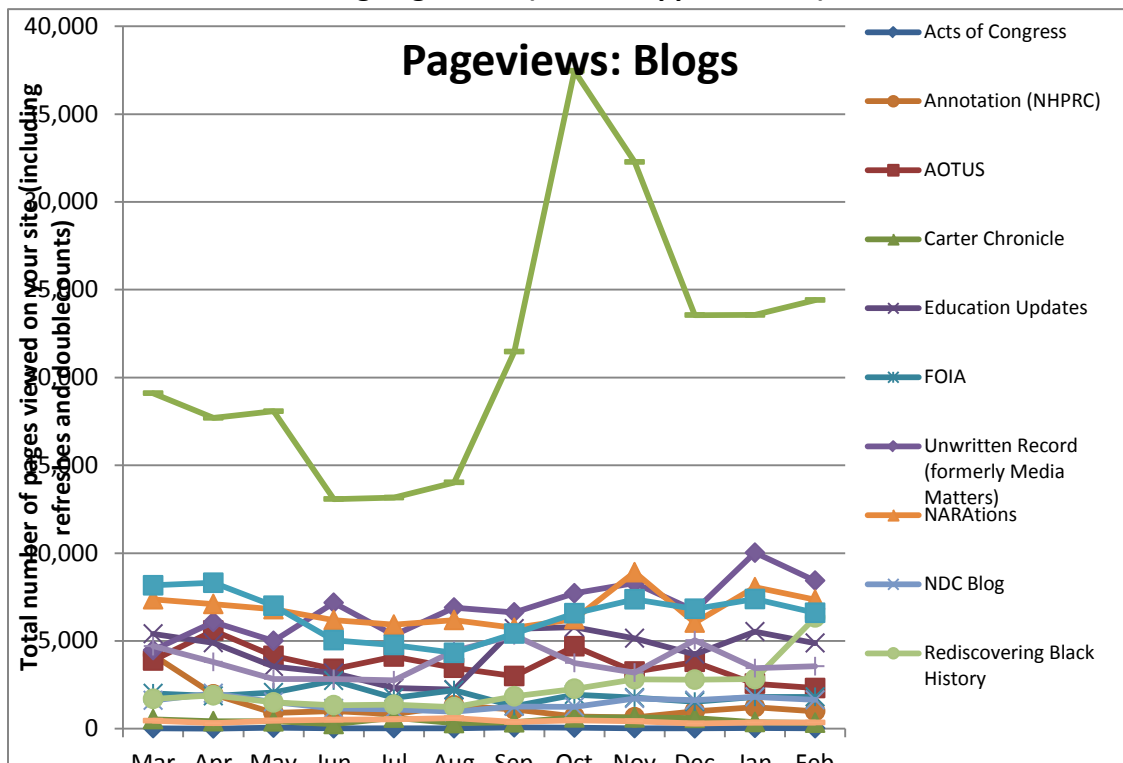
	Dipity	Facebook	Flickr	Twitter	Eventbrite	Tumblr	Blog	YouTube	Instagram
March									1
April									
May				1					1
June									
July									
August									
September					1				
October				1					
November									
December									
January						1			
February				1					

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

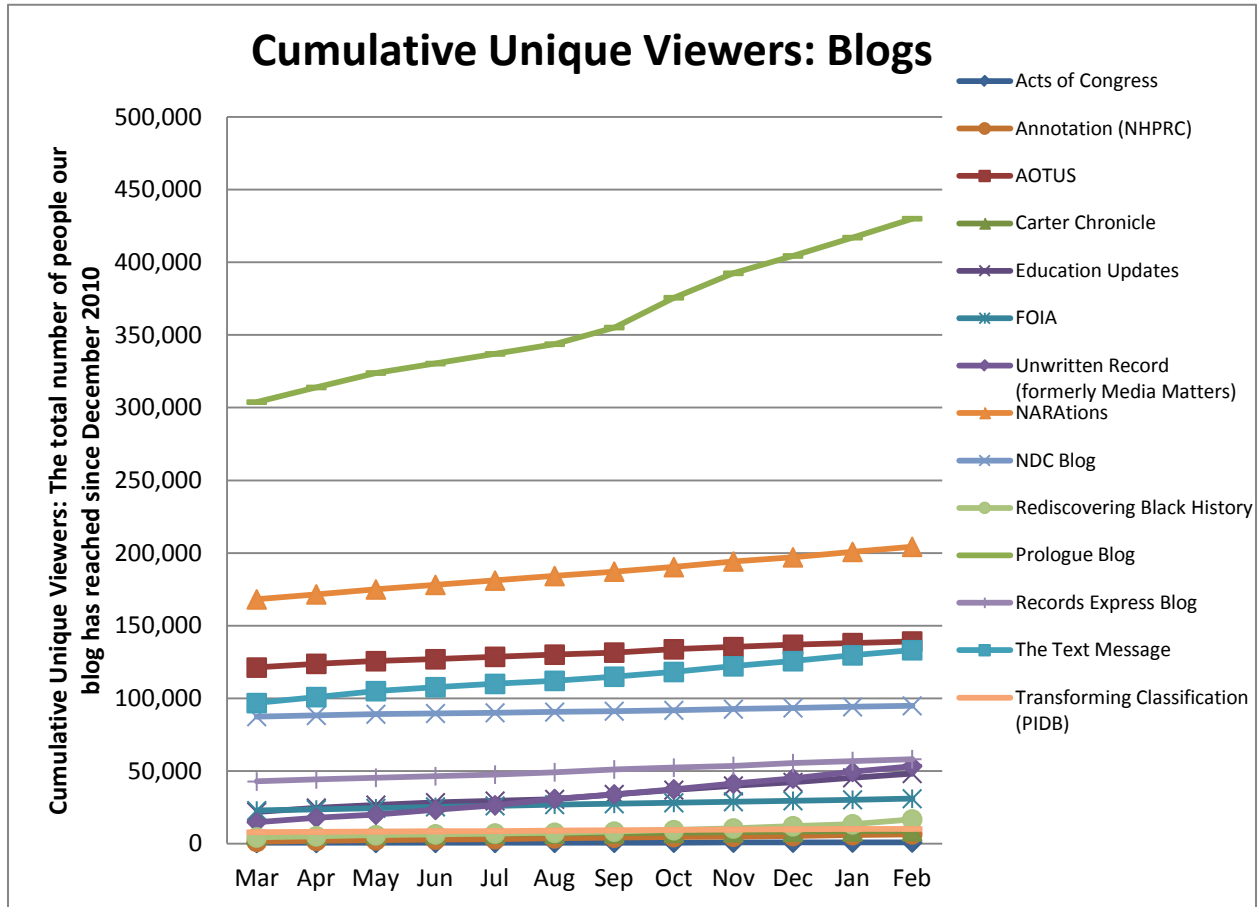
Blog Visits (Source: Appendix II.A)



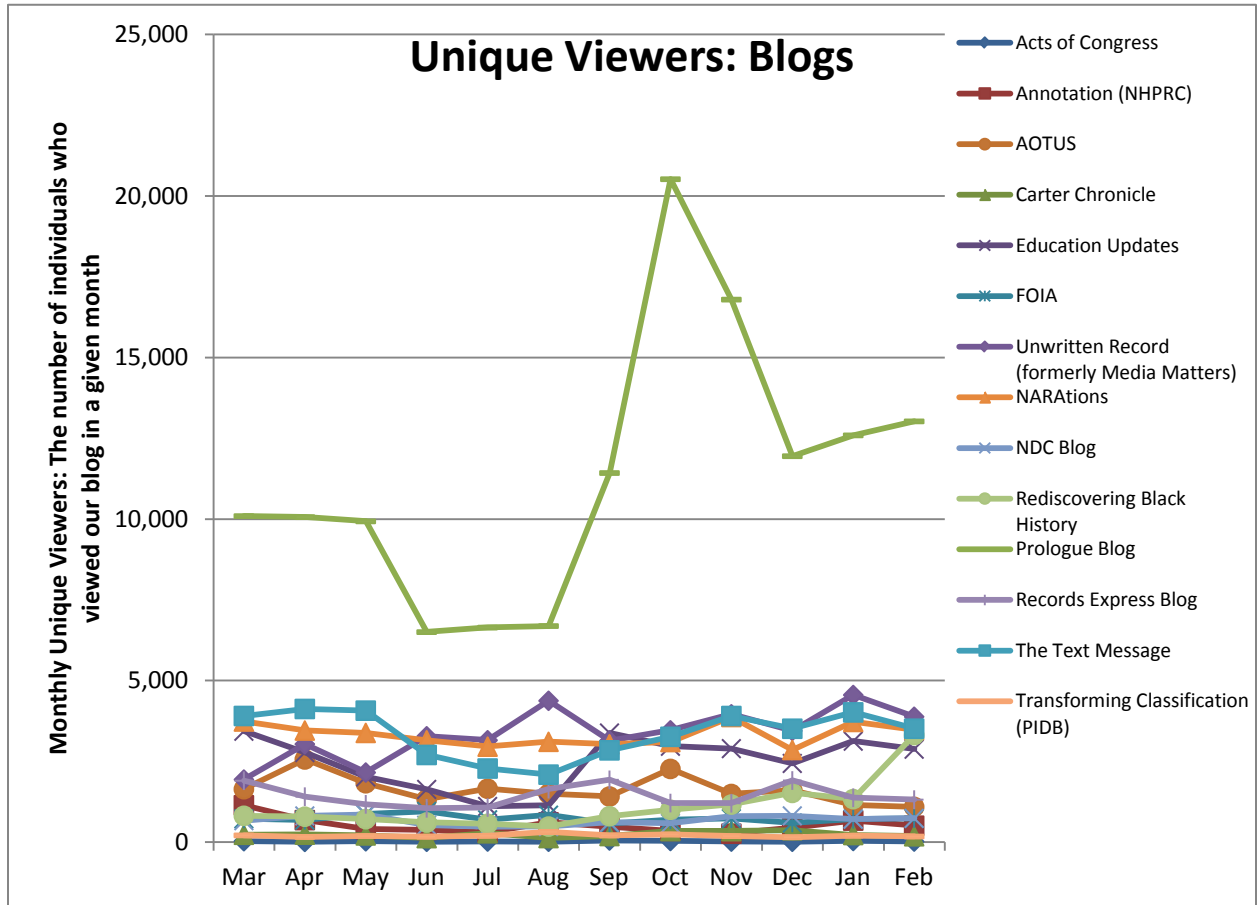
Blog Pageviews (Source: Appendix II.B)



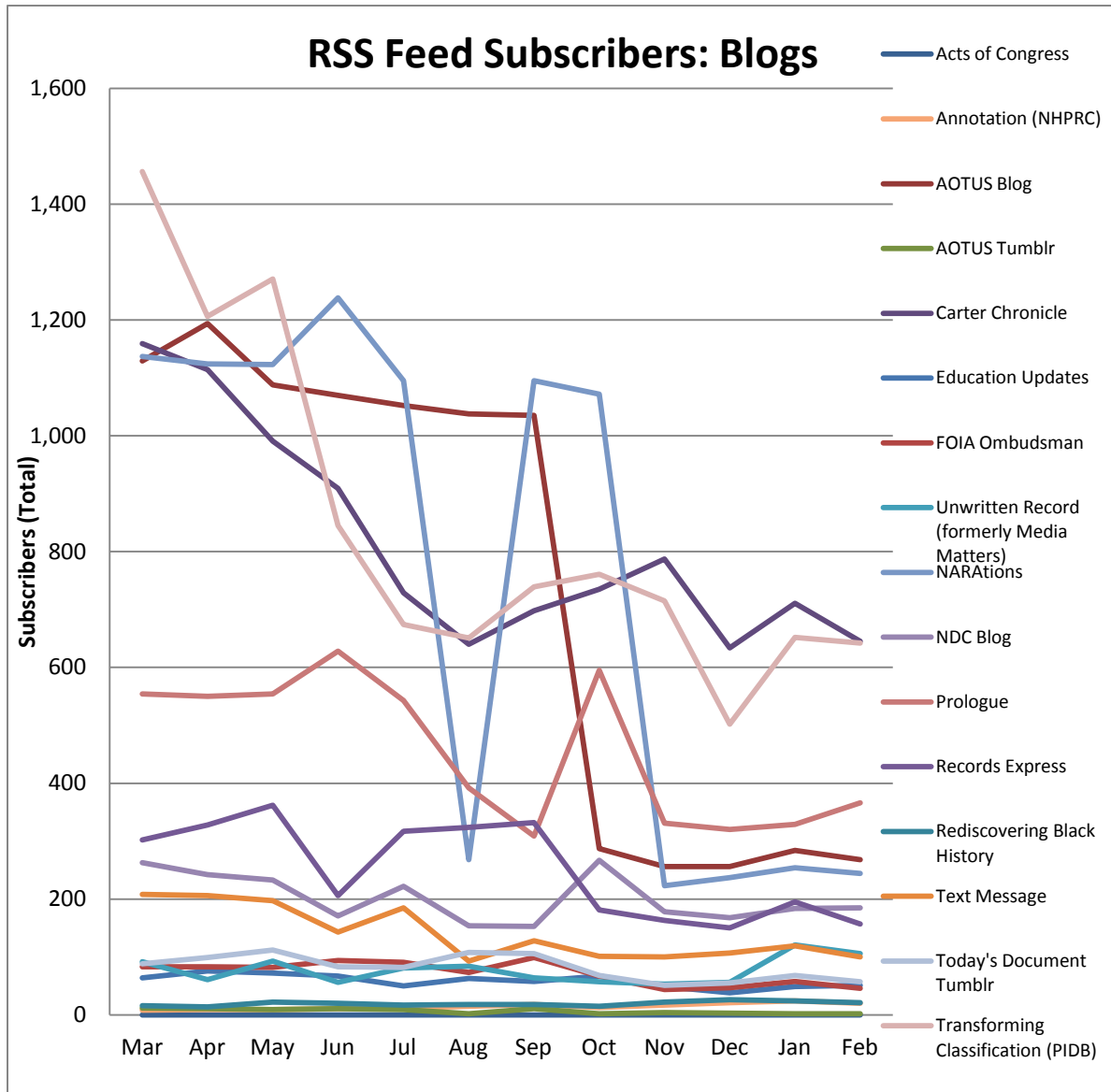
**Blog Cumulative Unique Viewers (Source: Appendix II.C)**



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



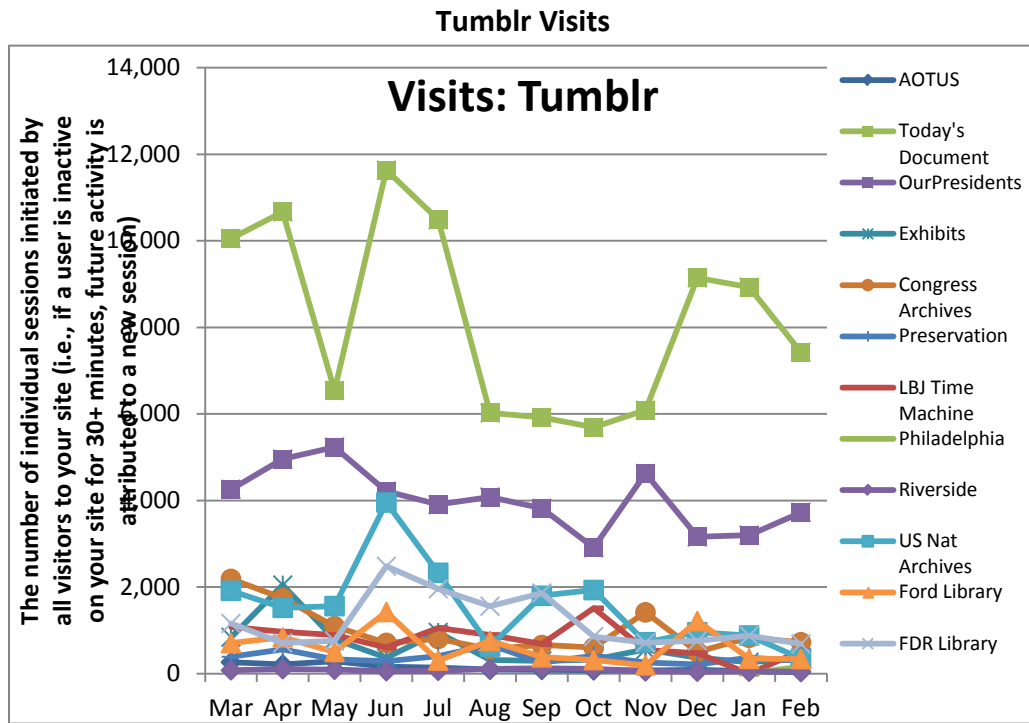
**Total RSS Feed Subscribers to Archives.gov Blogs (Source: Appendix III)**



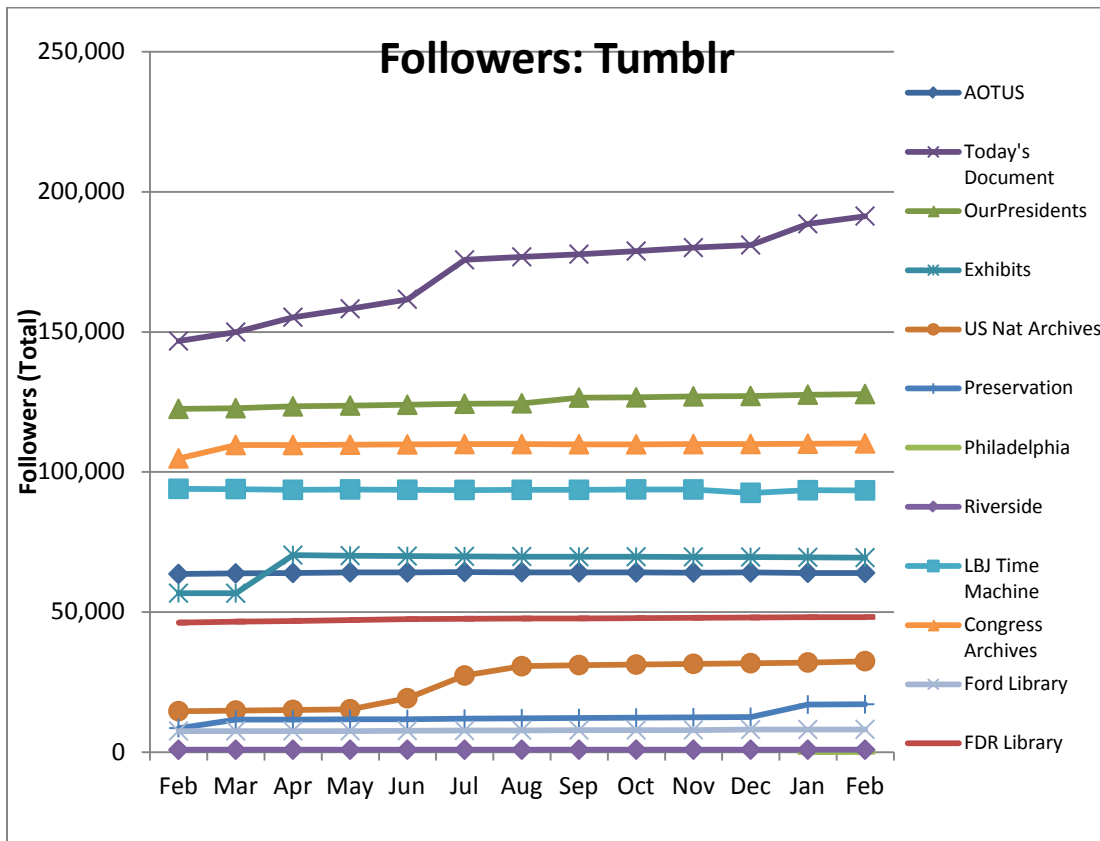
**Top 5 Most Viewed Blog Posts in February**

Blog	Pageviews	Post Title
Prologue	1,214	<a href="#">Prohibition and the Rise of the American Gangster</a>
Rediscovering Black History	1,081	<a href="#">Captain Frederick C. Branch: The First African American Commissioned Officer in the USMC</a>
Rediscovering Black History	1,024	<a href="#">Record of the Week: The Book of Negroes</a>
Prologue	629	<a href="#">Teddy Roosevelt and Abraham Lincoln in the same photo</a>
The Unwritten Record	553	<a href="#">The Fury of Hell on Wheels: Tank Warfare, April 1945</a>

Social Media Tools: Detail View – Tumblr



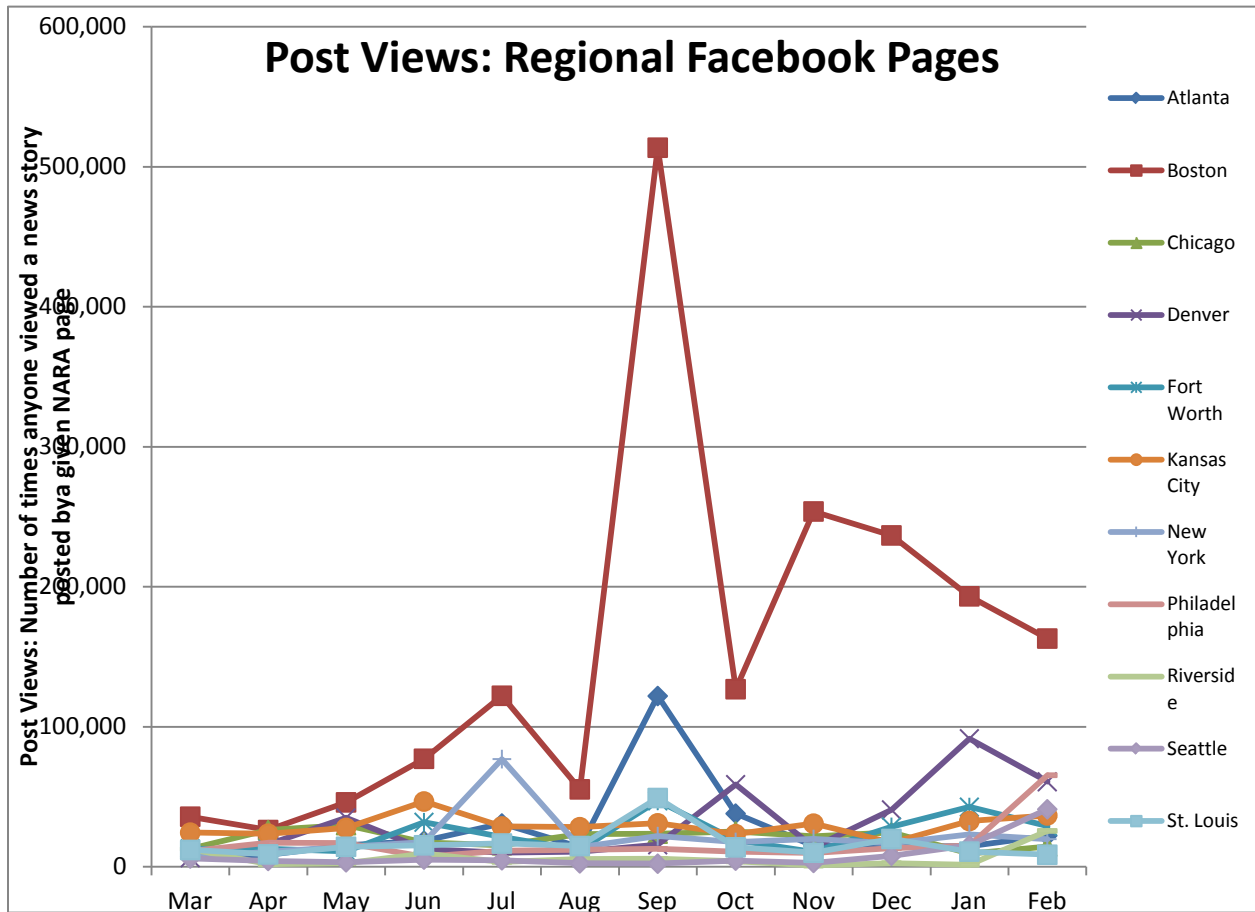
Followers on Tumblr (Source: Appendix IV)



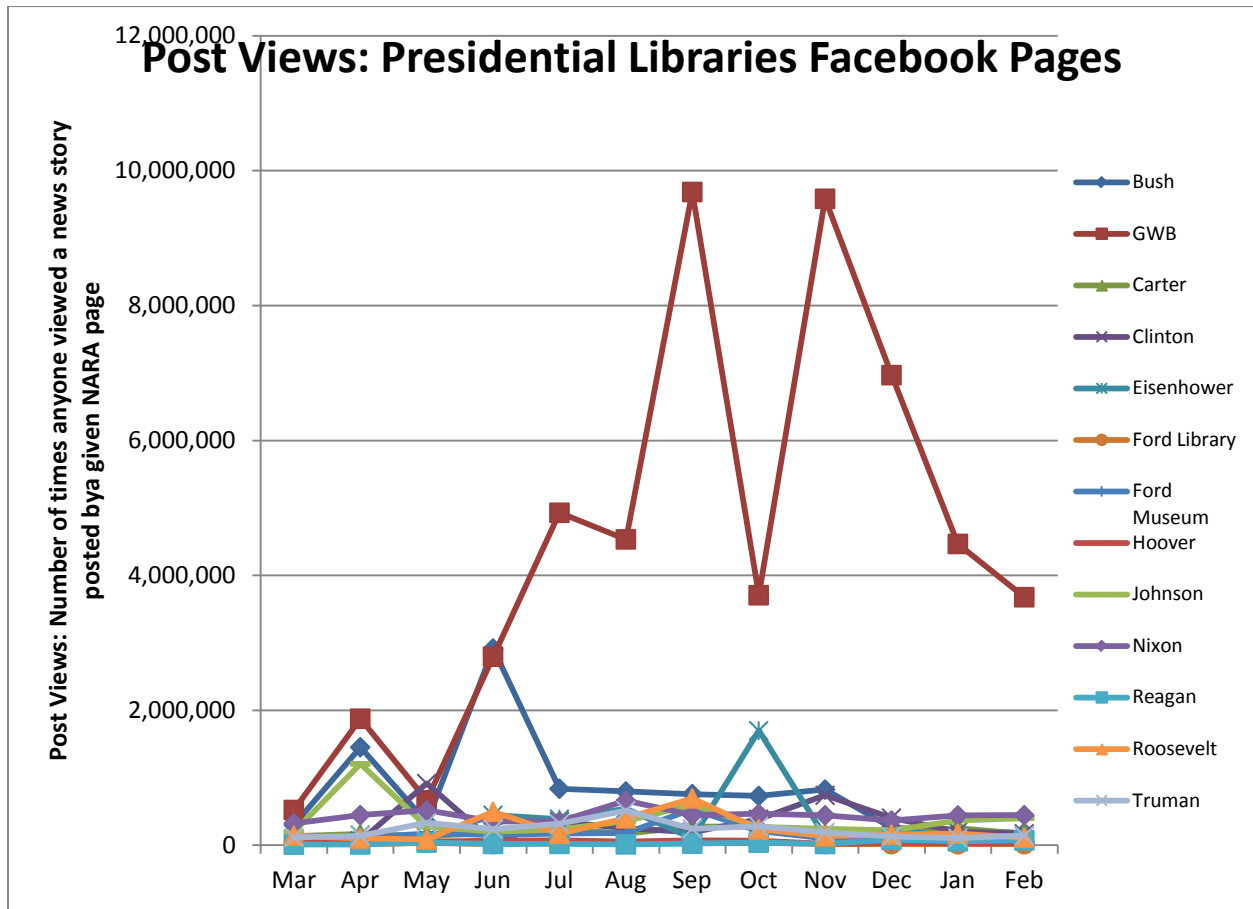


Social Media Tools: Detail View – Facebook

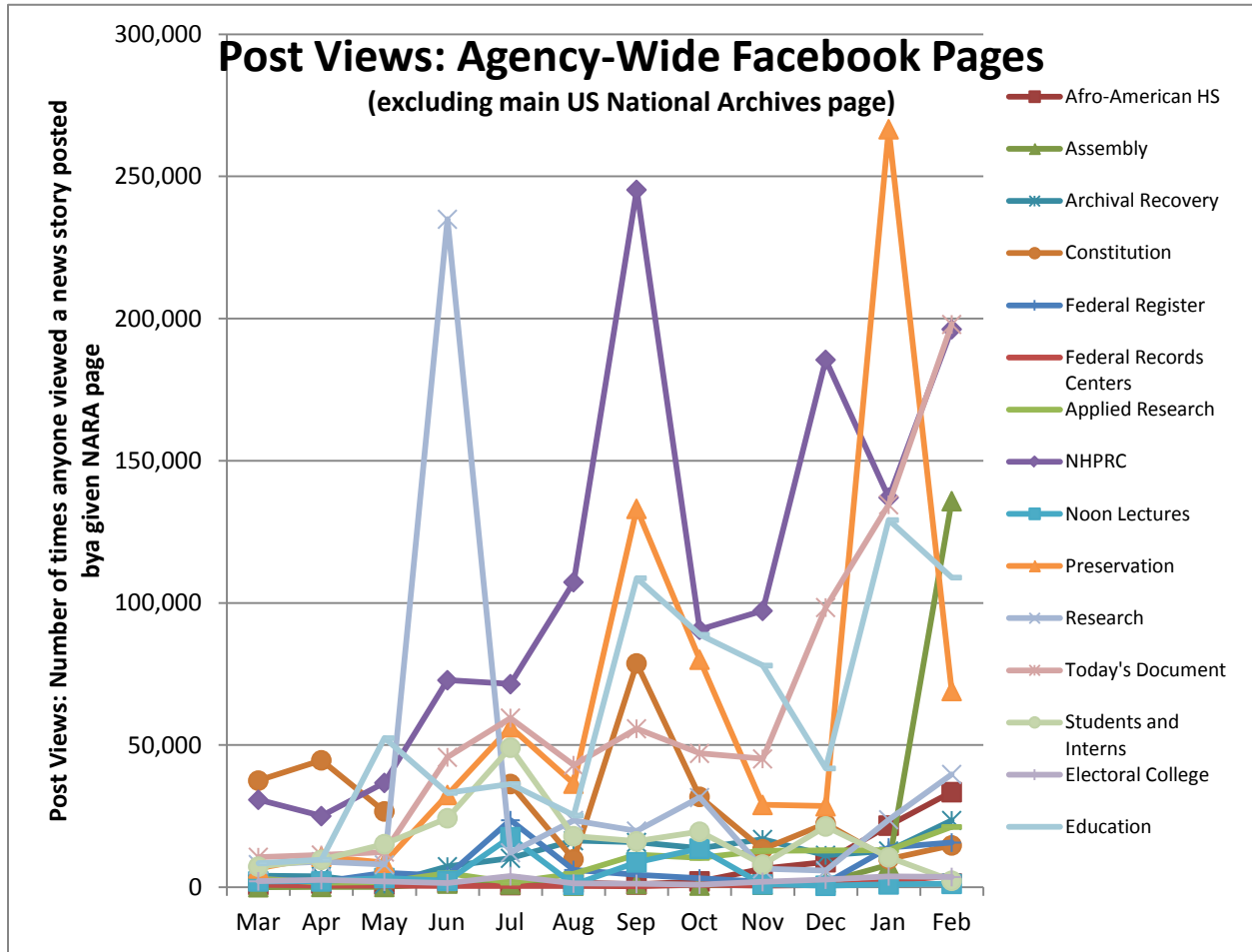
Post Views on Regional Pages (Source: Appendix IV.A)

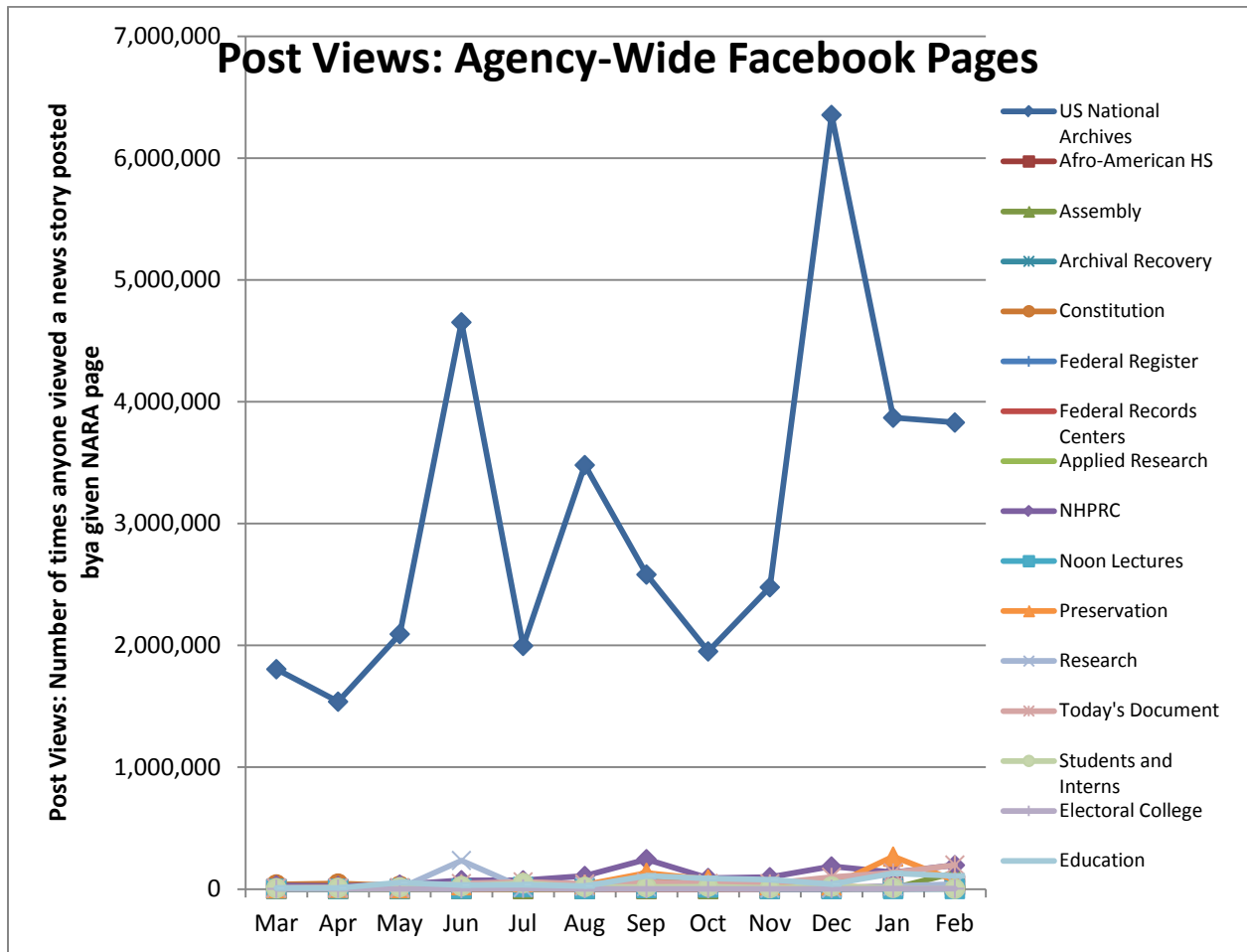


Post Views on Presidential Library Pages (Source: Appendix IV.A)

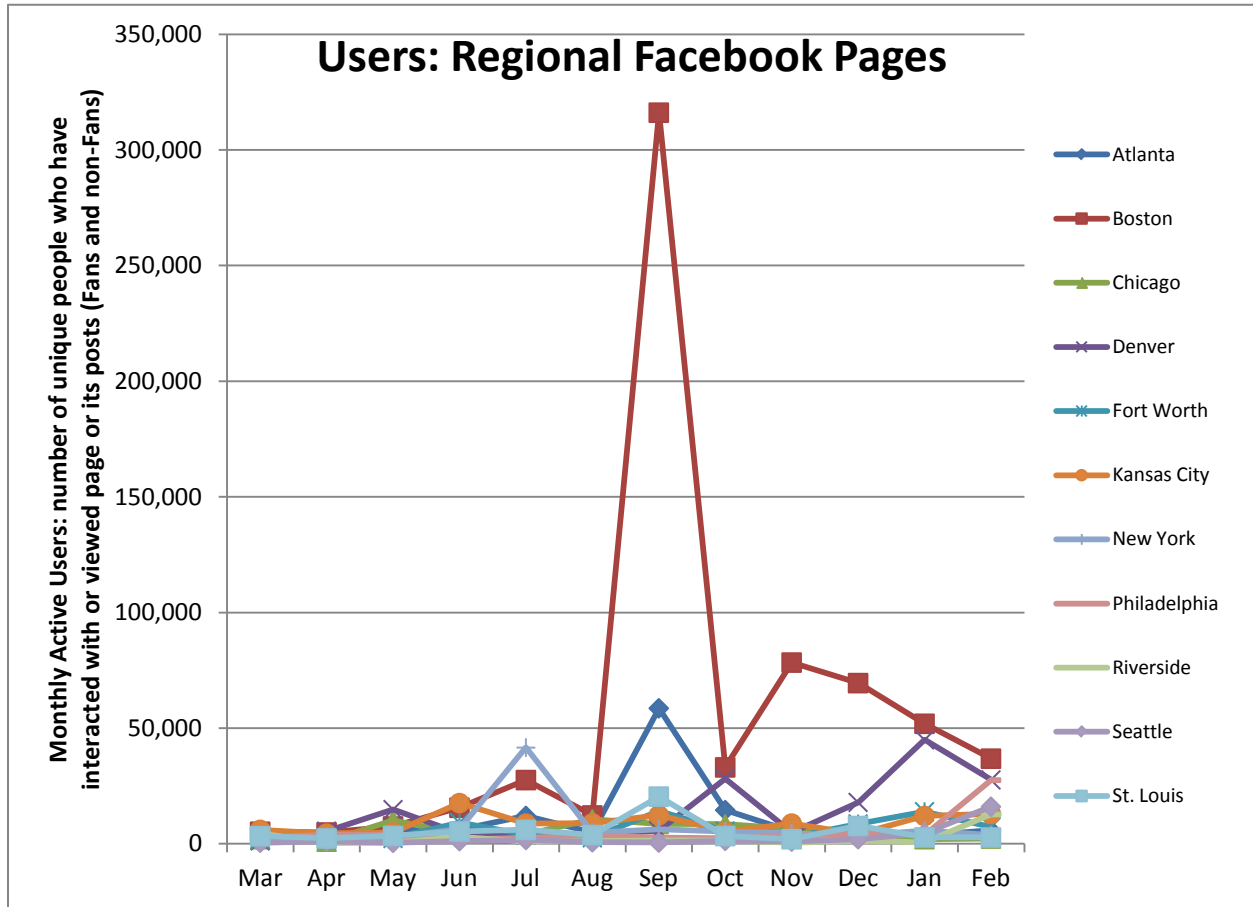


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

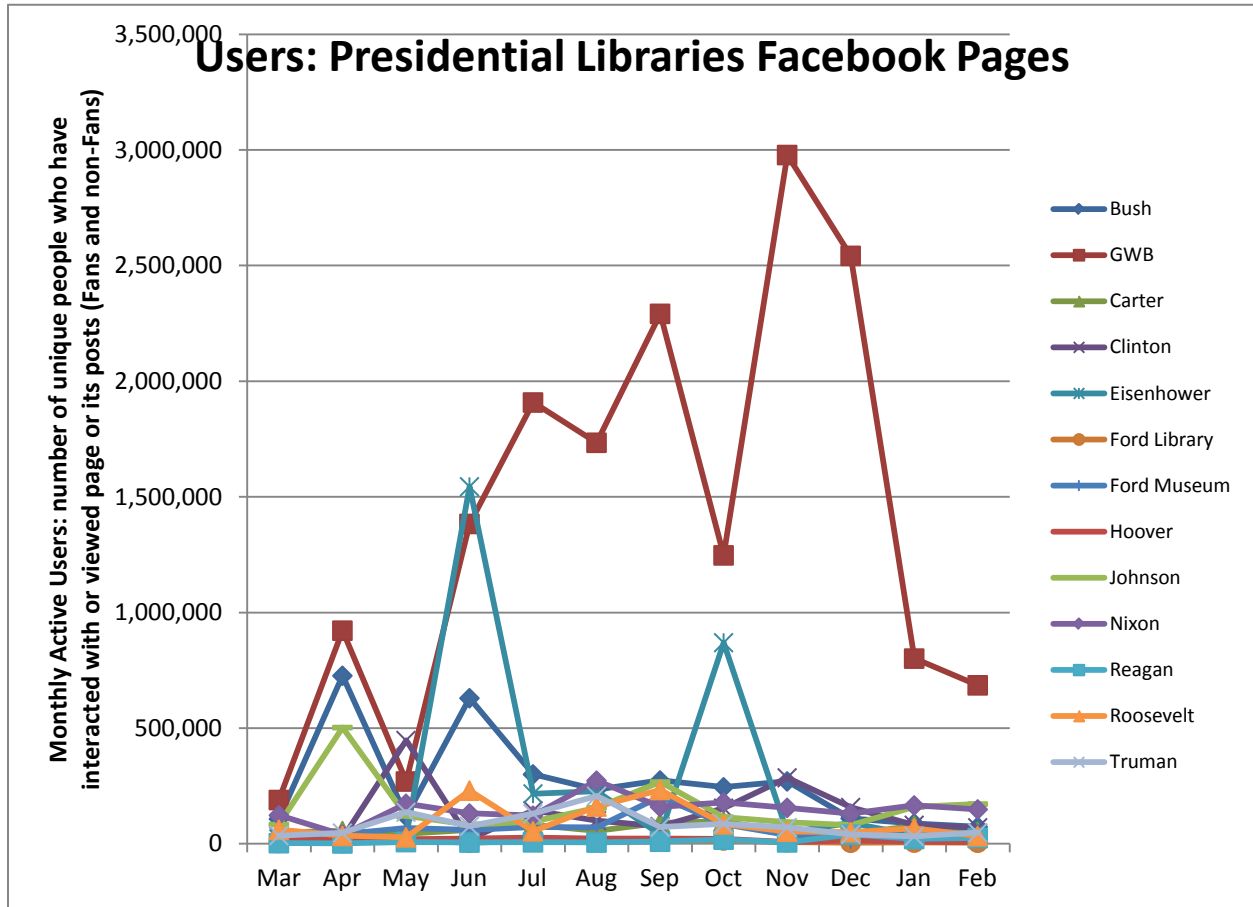




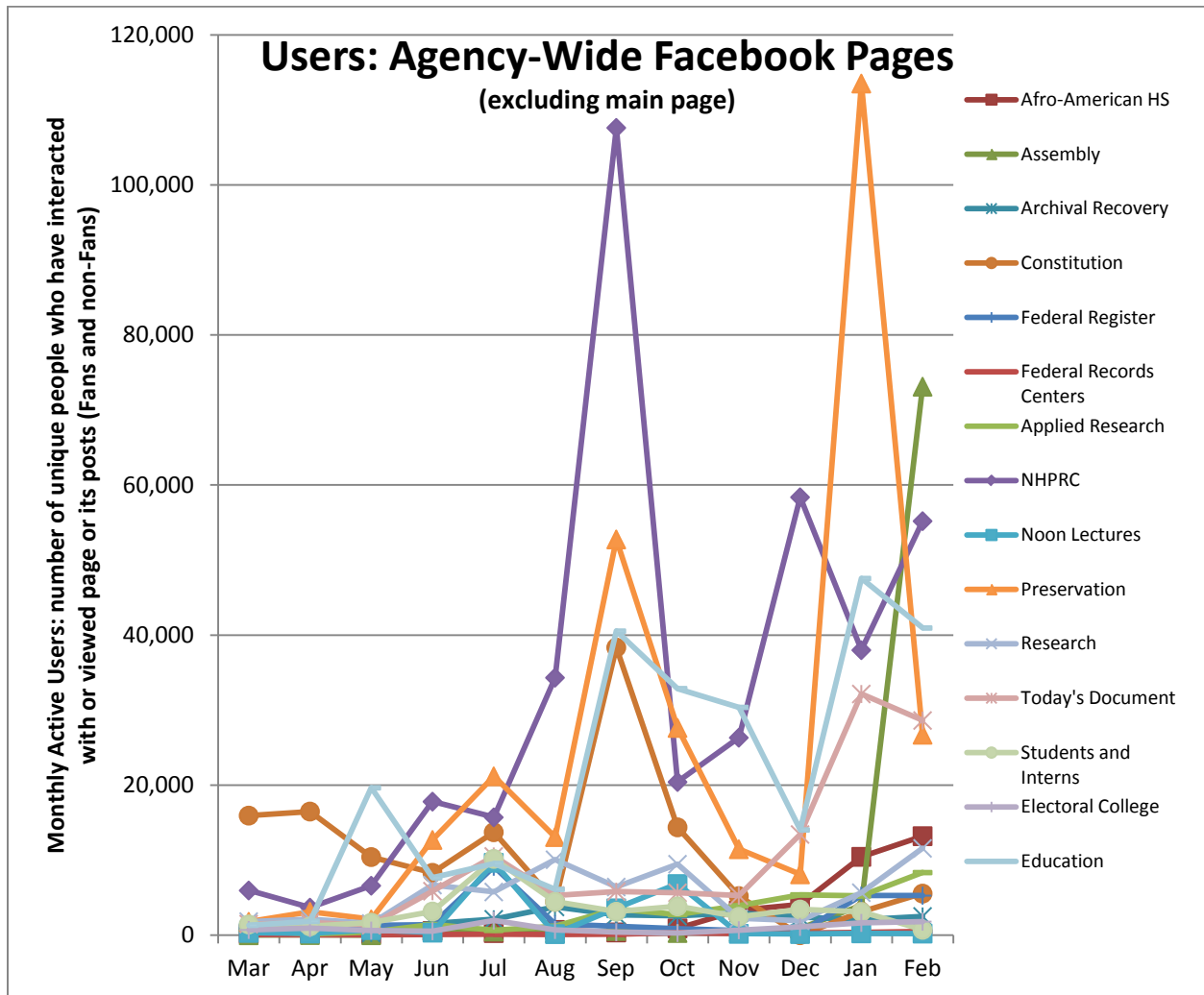
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

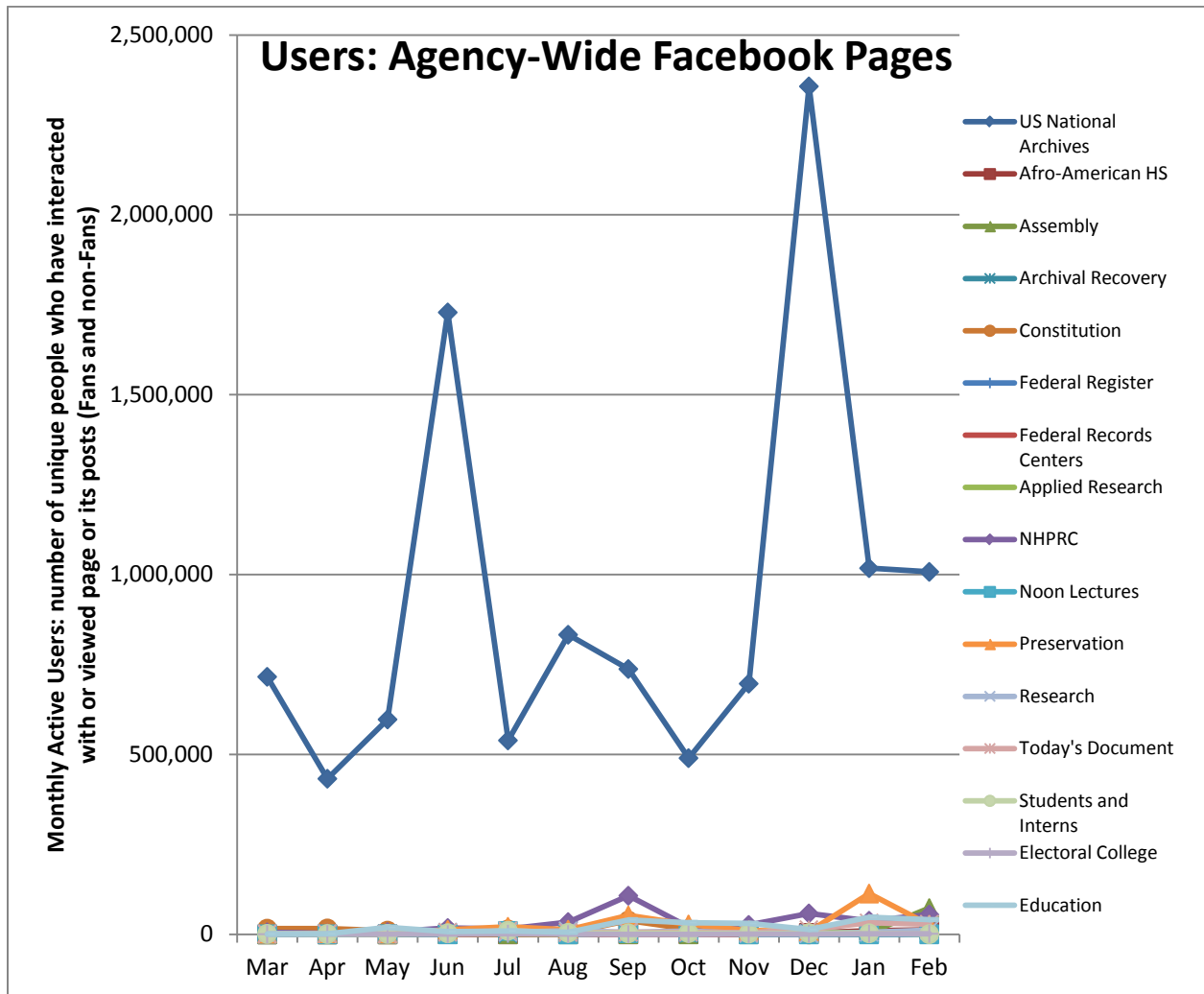


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



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

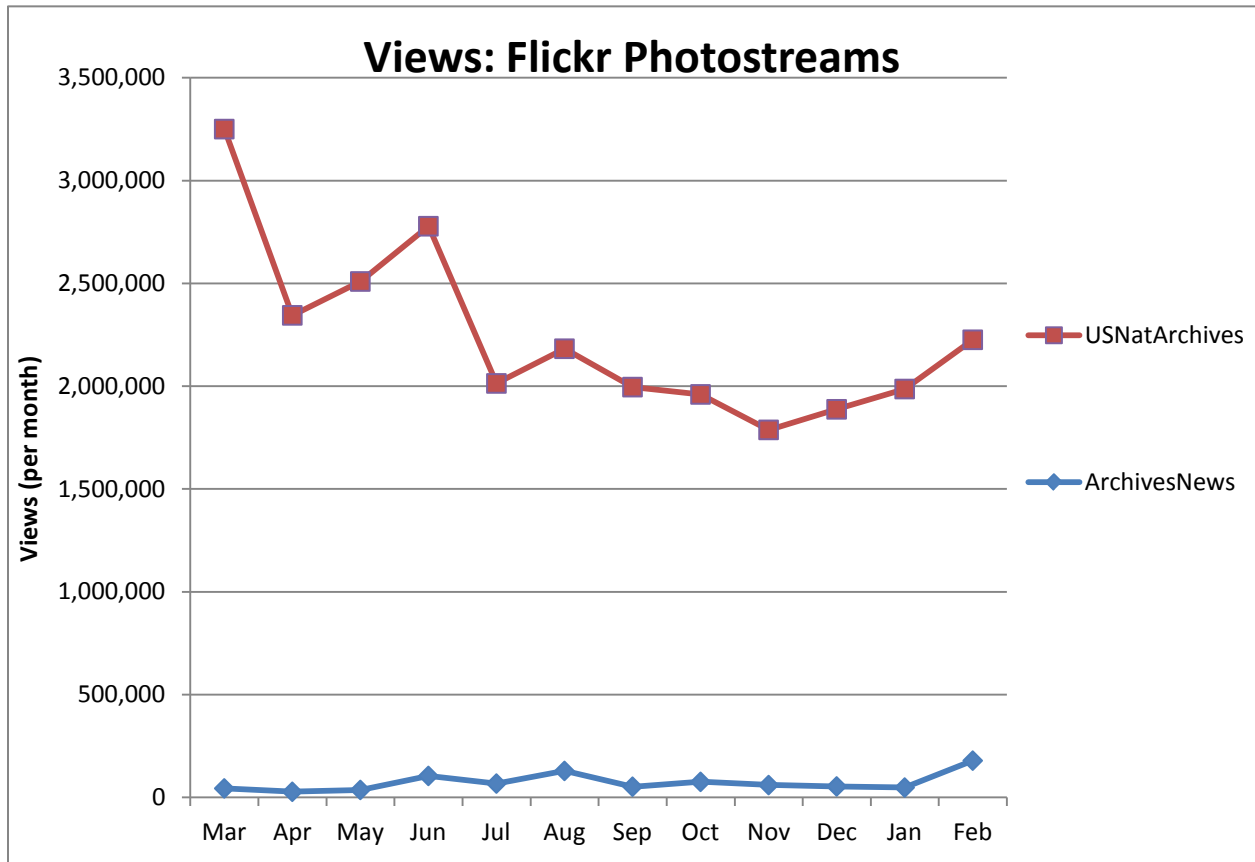




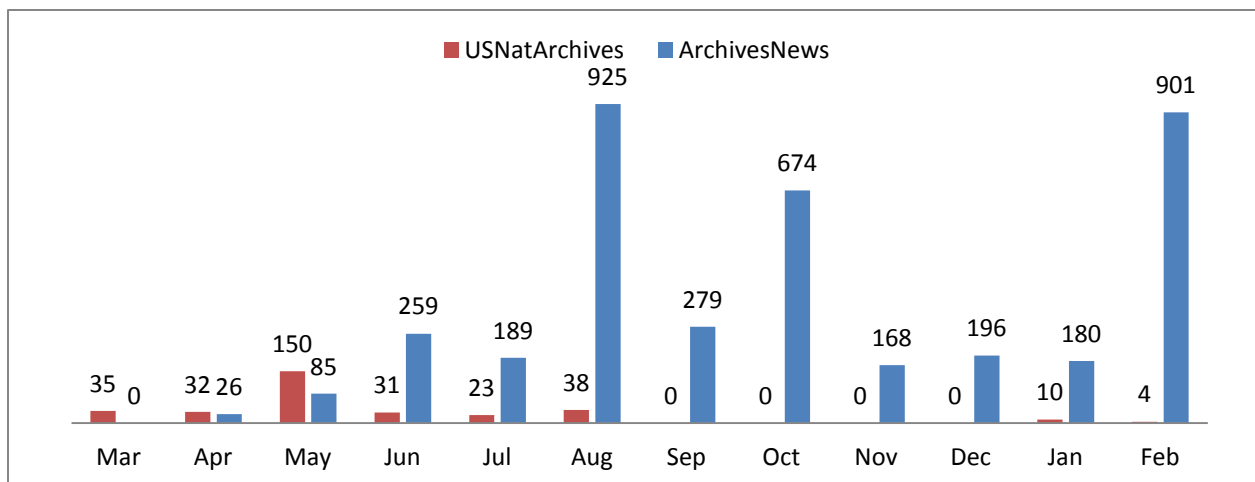


Social Media Tools: Detail View – Flickr

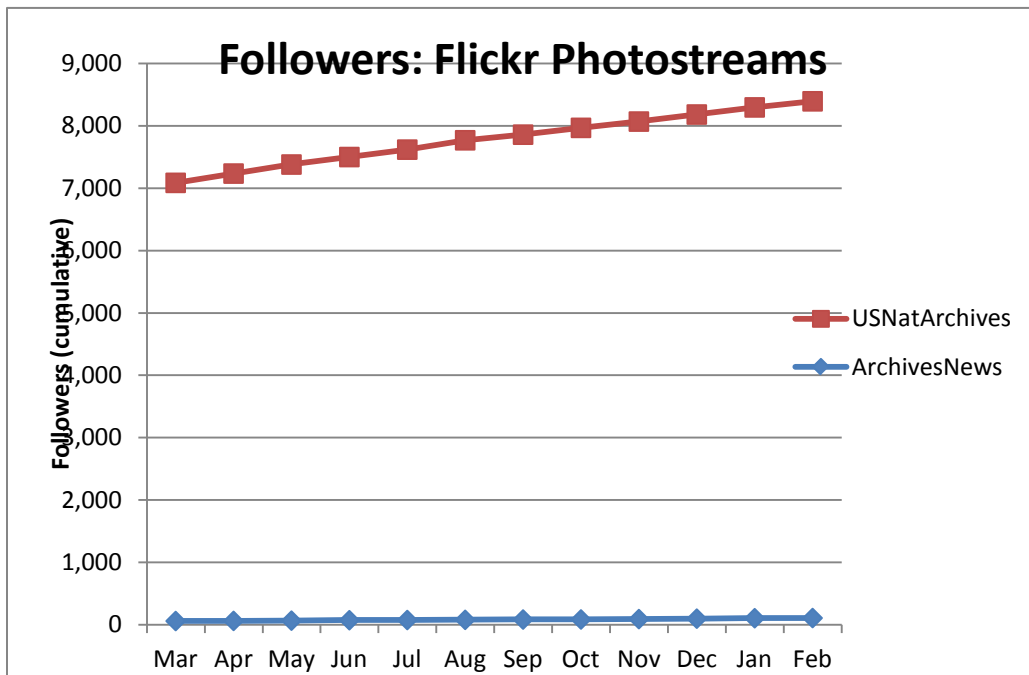
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

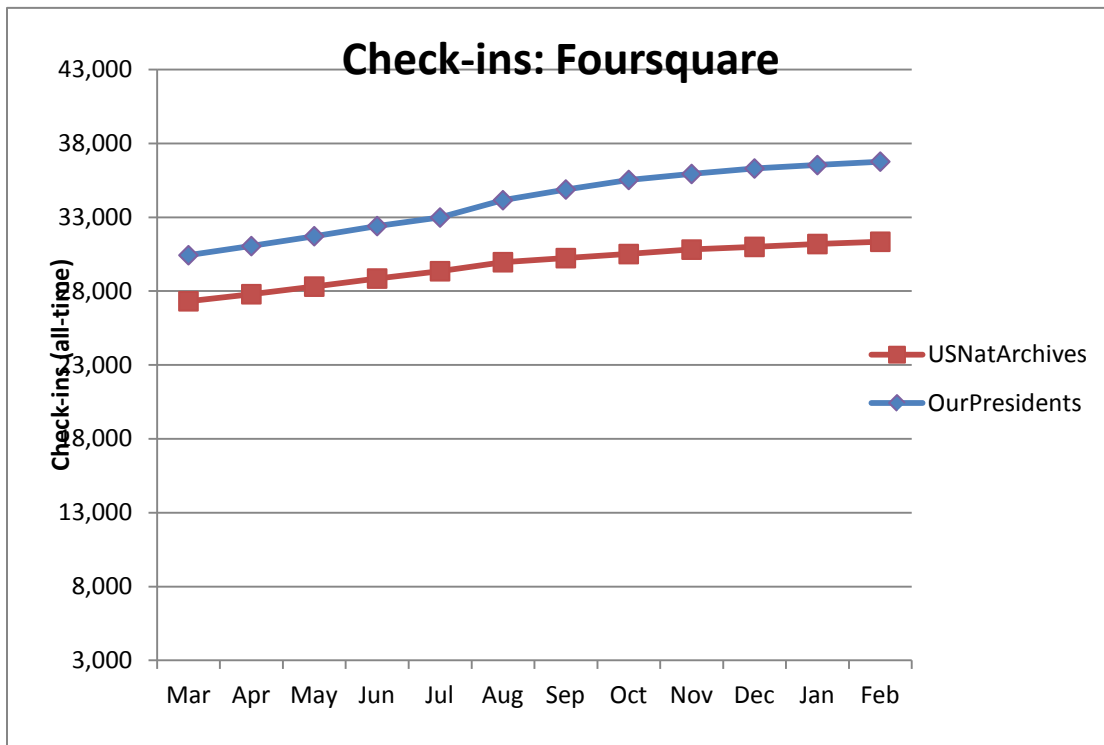


**Followers of Photostreams (Cumulative)**

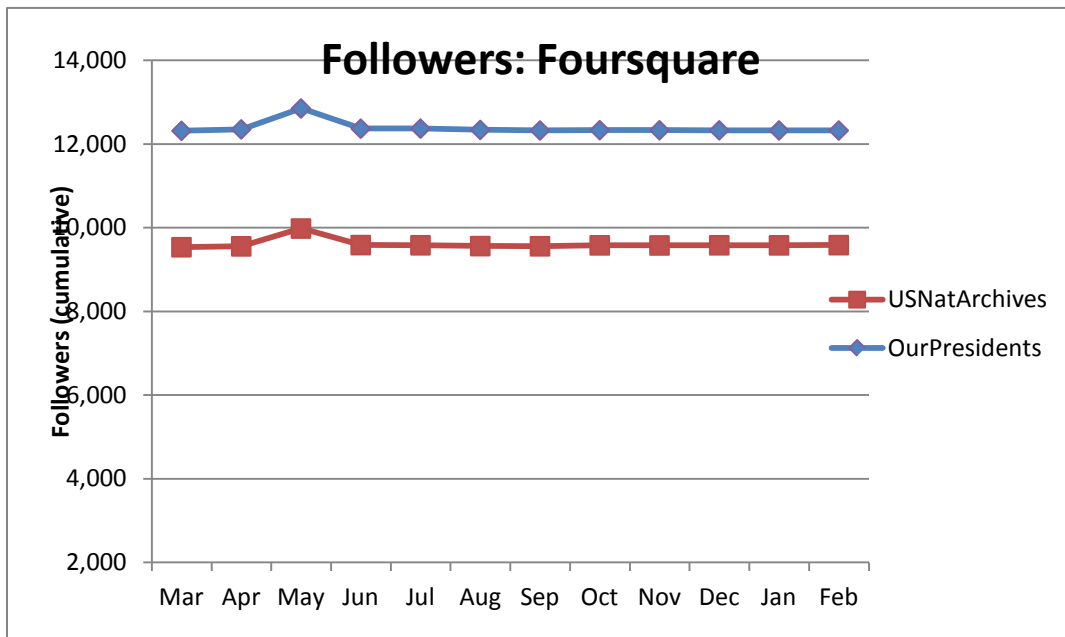


**Social Media Tools: Detail View – Foursquare**

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

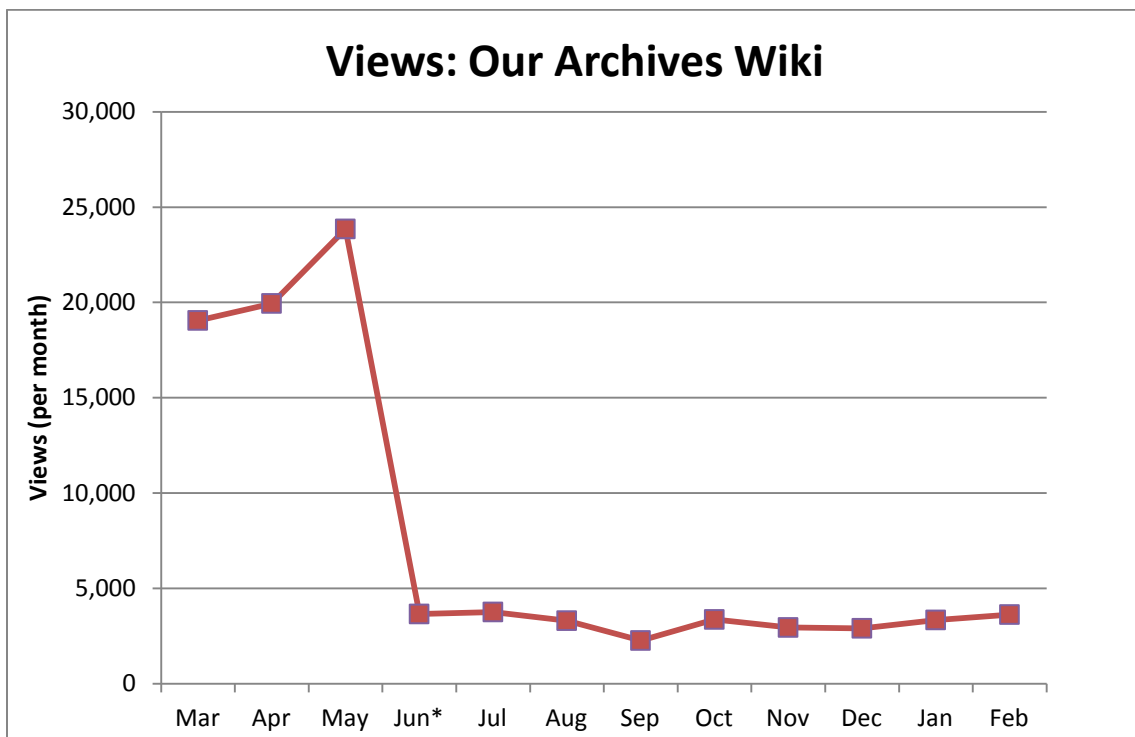


**Number of Followers of USNatArchives and OurPresidents (Cumulative)**



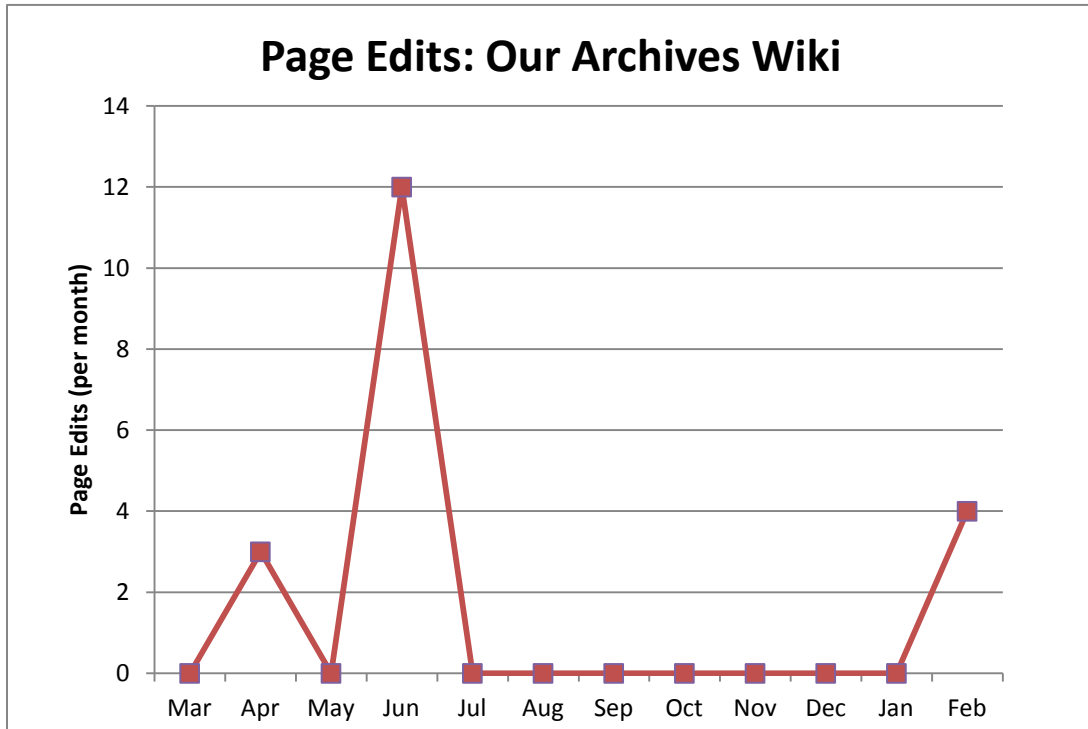
**Social Media Tools: Detail View – Our Archives Wiki**

**Views on Our Archives Wiki (Per Month)**

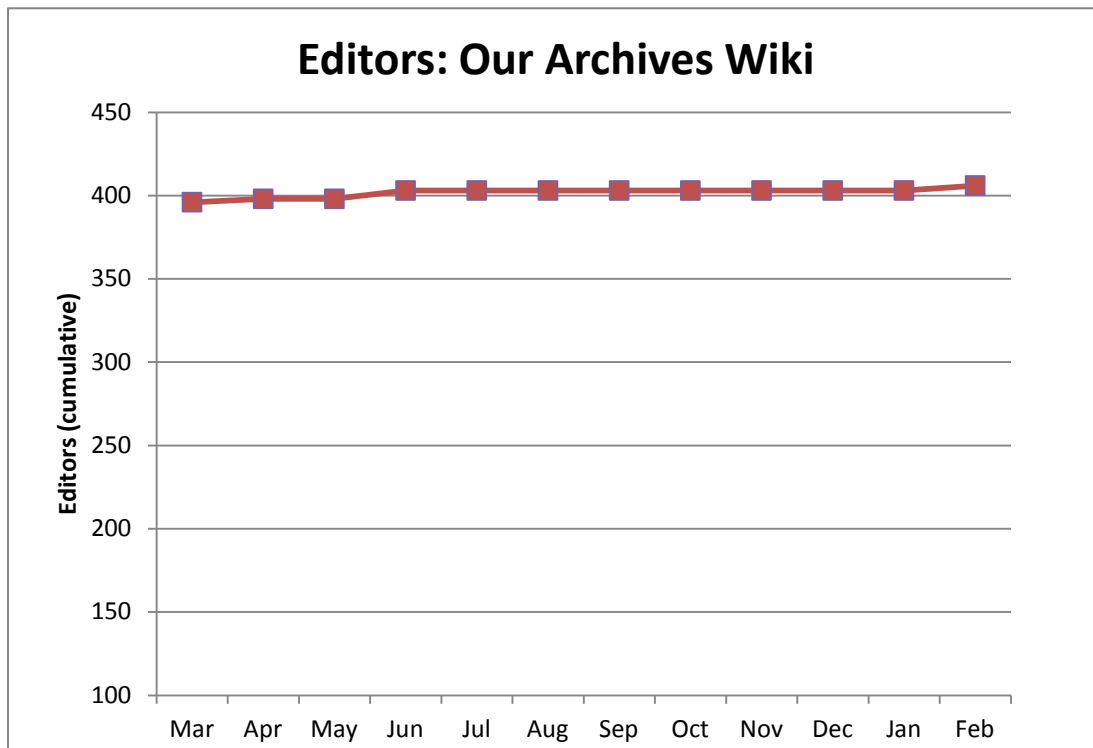


\*began collecting stats using Google Analytics, instead of native Wikispaces stats (Wikispaces acknowledges bots as visits)

Edits on Our Archives Wiki (Per Month)

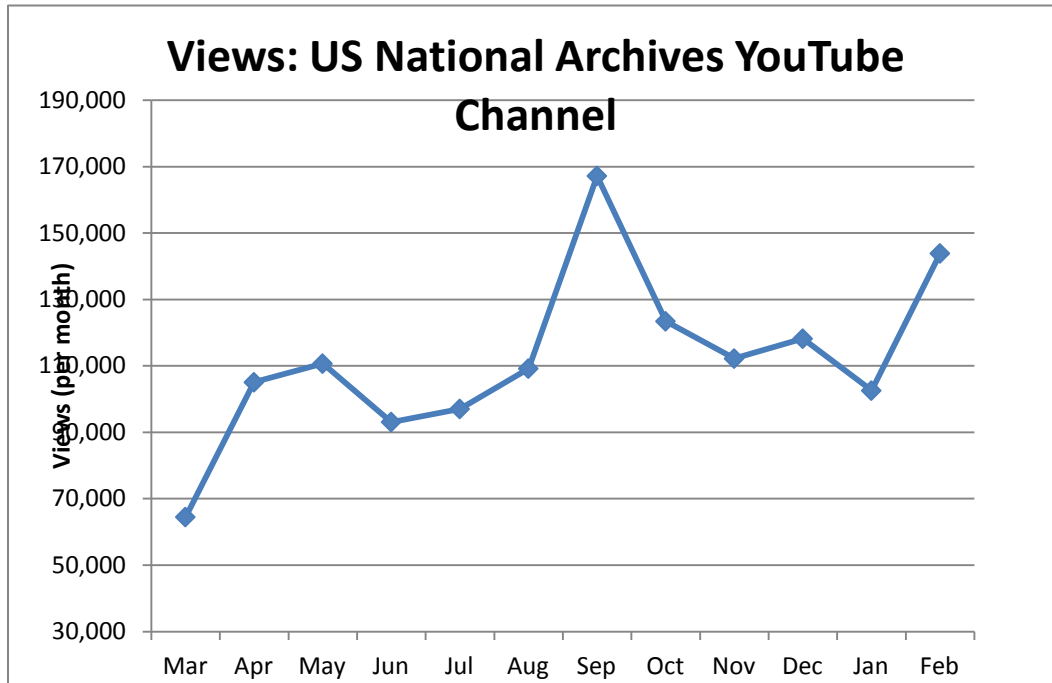


Editors on Our Archives Wiki (Cumulative)

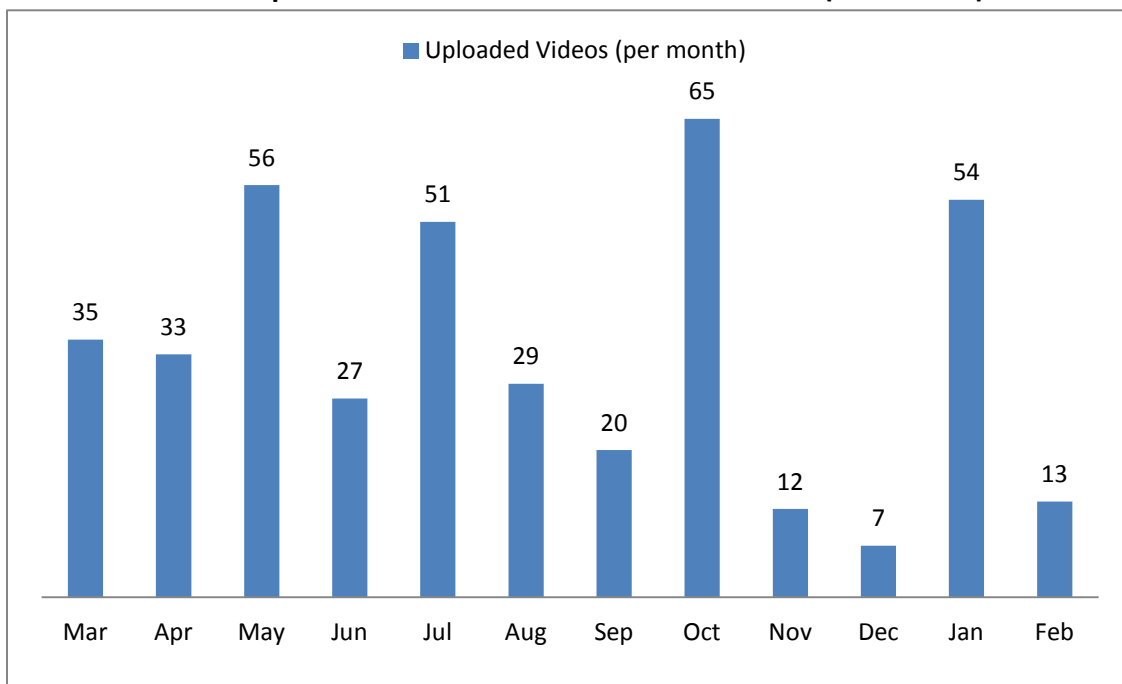


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

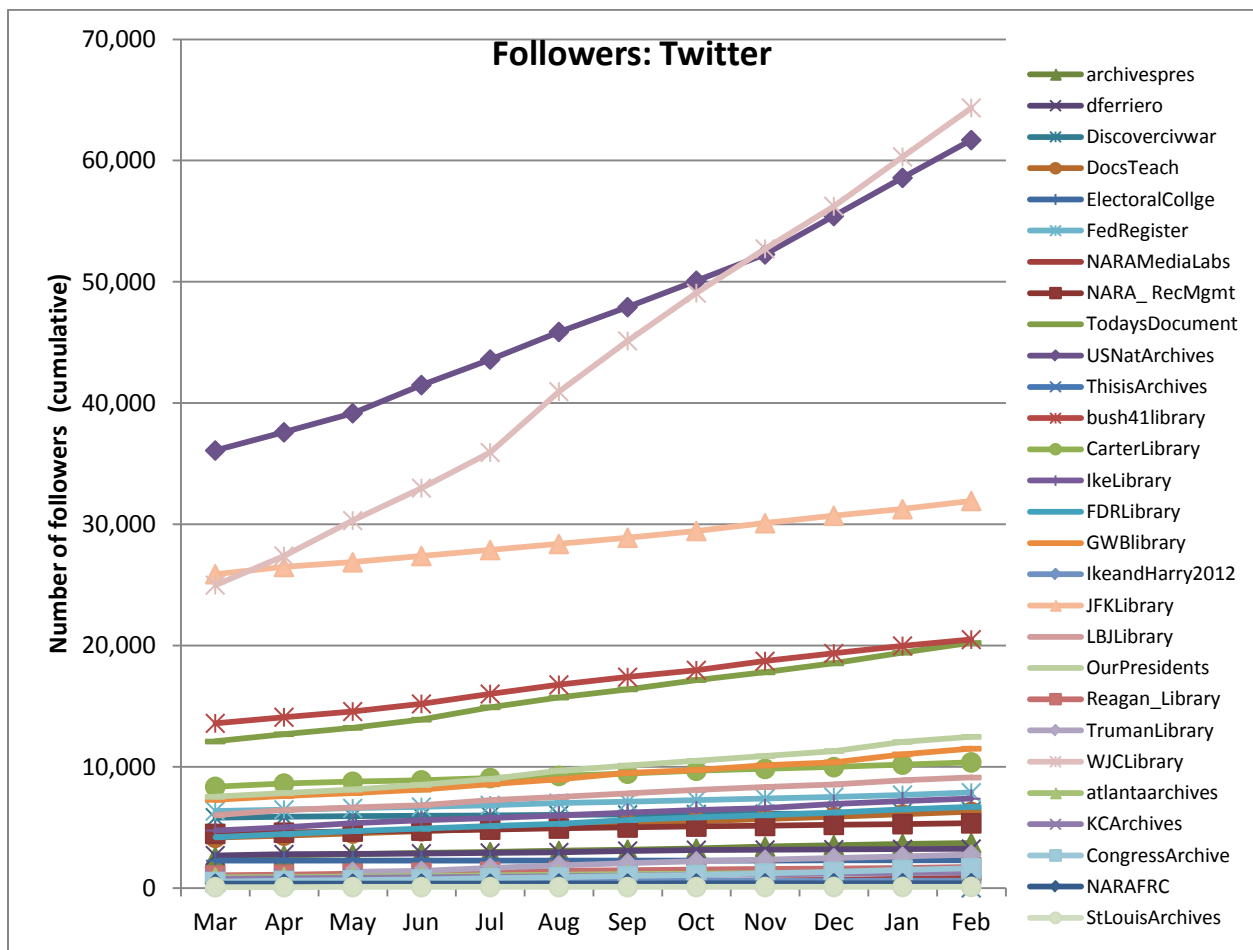


**Top 5 Most Viewed Videos for February 2015 on US National Archives Channel**

Video Title	Views
<a href="#">Curious Alice, 1971</a>	37,839
<a href="#">Stories from the Great Depression</a>	9,736
<a href="#">Private Snafu in "Censored.", 1944</a>	6,637
<a href="#">Madam C.J. Walker in the National Archives</a>	2,931
<a href="#">We Were There When Nixon Met Elvis</a>	1,894

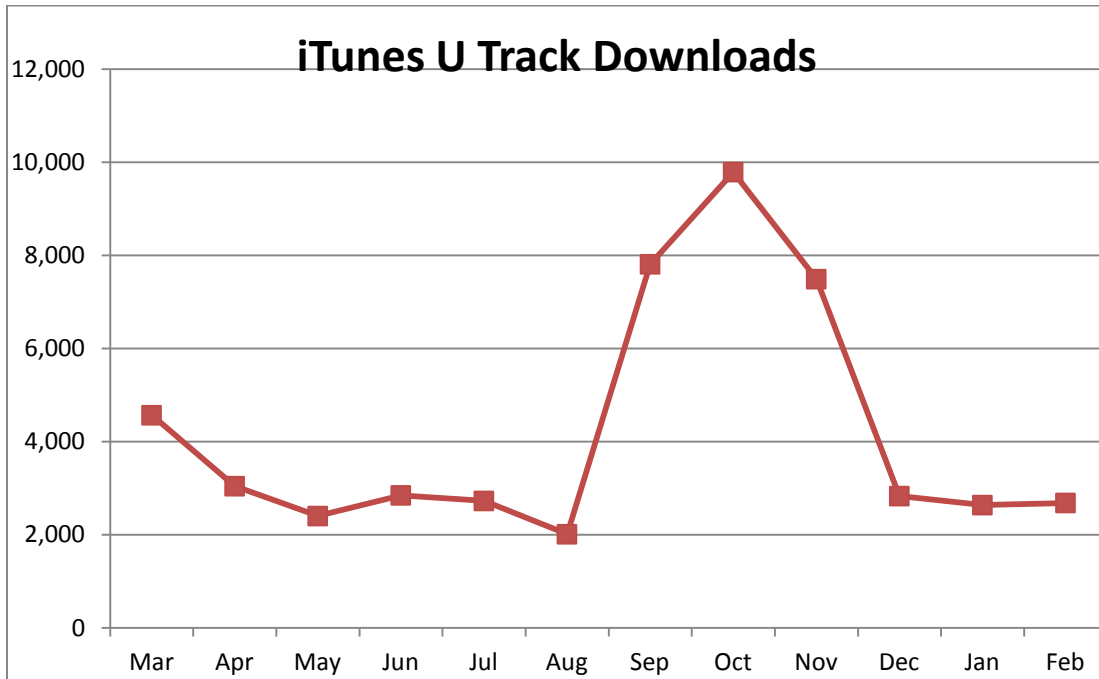
**Social Media Tools: Detail View – Twitter**

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

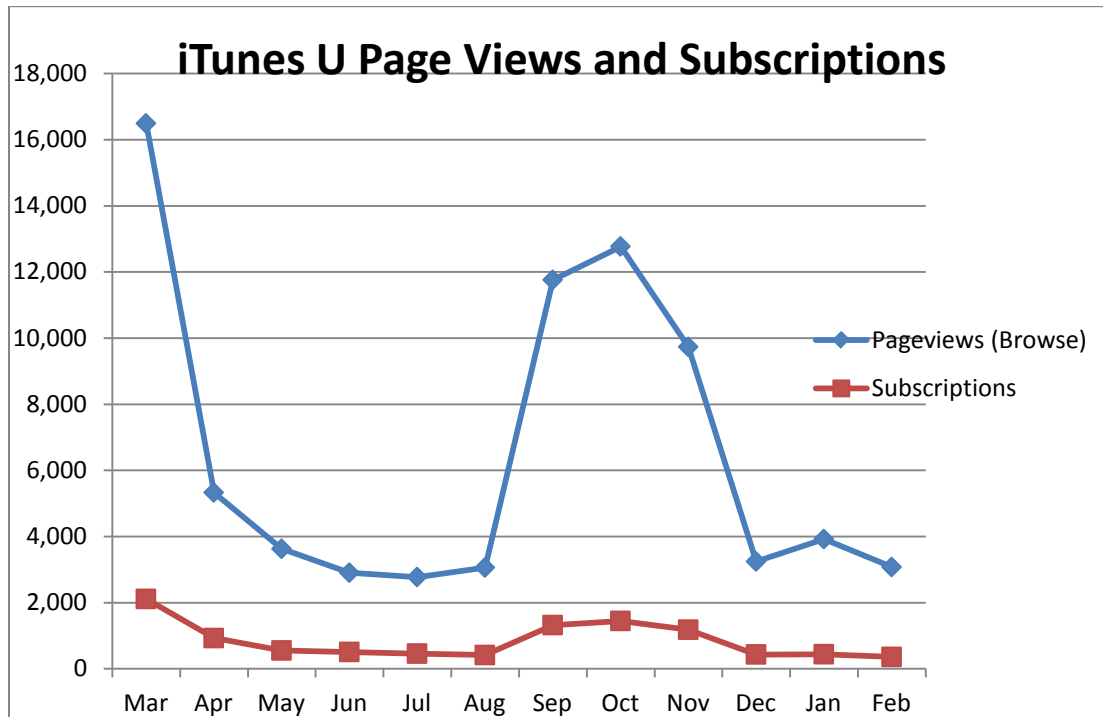


**Social Media Tools: Detail View – iTunes U**

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

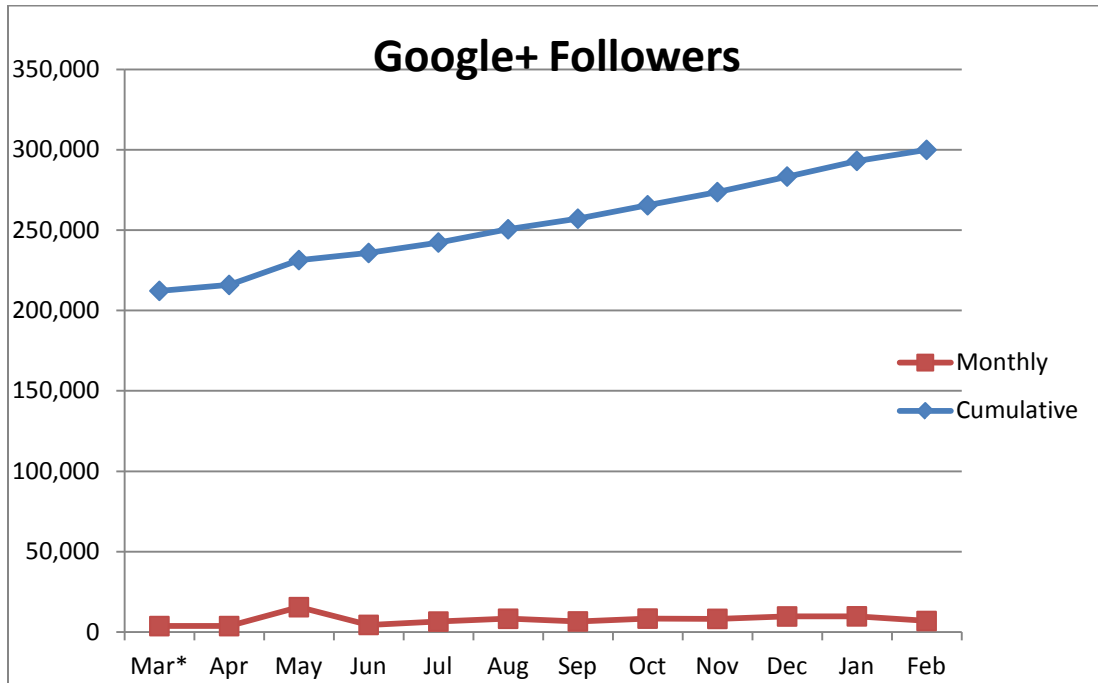


**Page Views and Subscriptions on U.S. National Archives iTunes U (Source: Appendix VI)**



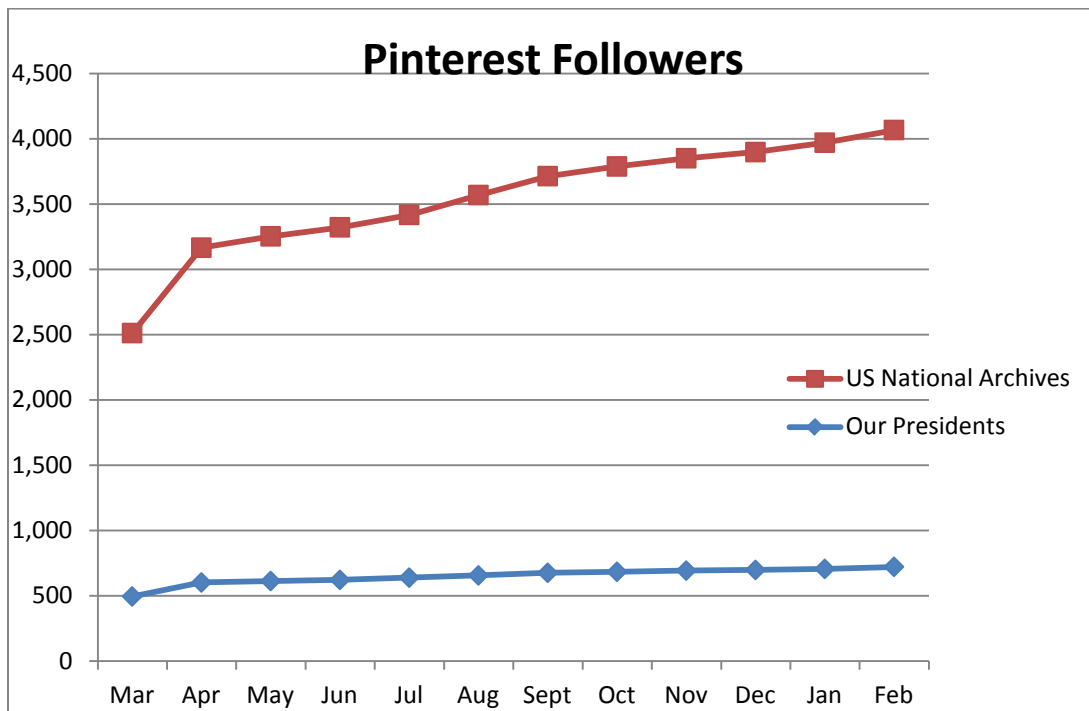
**Social Media Tools: Detail View – Google+**

**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.

	March	Apr	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb
<b>Acts of Congress</b>	26	15	38	19	25	20	60	46	23	18	42	25
<b>Annotation (NHPRC)</b>	1,751	1,032	602	680	552	928	728	494	420	674	886	677
<b>AOTUS</b>	2,361	3,375	2,446	1,854	2,463	2,191	1,804	2,982	1,930	2,380	1,437	1,346
<b>Carter Chronicle</b>	293	298	282	171	403	170	252	419	444	441	264	222
<b>Education Updates</b>	3,864	3,225	2,459	2,140	1,428	1,435	4,050	3,591	3,413	2,896	3,660	3,374
<b>FOIA</b>	1,064	959	1,259	1,435	982	1,138	732	1,007	960	782	990	975
<b>Unwritten Record (formerly Media Matters)</b>	2,711	3,867	2,970	4,426	3,842	5,118	4,099	4,529	4,795	4,163	5,479	4,617
<b>NARAtions</b>	4,263	3,988	3,979	3,754	3,510	3,518	3,419	3,608	4,433	3,369	4,389	3,945
<b>NDC Blog</b>	919	1,041	997	699	593	563	781	698	1,029	961	890	839
<b>Rediscovering Black History</b>	1,065	1,048	898	822	770	679	1,043	1,289	1,518	1,859	1,601	3,985
<b>Prologue Blog</b>	11,436	11,231	11,307	7,670	7,959	8,126	12,996	23,218	19,172	13,847	14,236	14,913
<b>Records Express Blog</b>	2,926	2,055	1,663	1,523	1,612	2,564	3,173	1,839	1,711	2,859	1,956	1,829
<b>The Text Message</b>	4,811	5,034	4,801	3,243	2,896	2,570	3,457	4,102	4,654	4,199	4,733	4,143
<b>Transforming Classification (PIDB)</b>	313	211	322	315	358	478	306	376	258	227	268	244
<b>MONTHLY TOTAL</b>	<b>38,063</b>	<b>37,619</b>	<b>34,197</b>	<b>28,919</b>	<b>27,510</b>	<b>29,518</b>	<b>36,901</b>	<b>48,198</b>	<b>44,760</b>	<b>38,675</b>	<b>40,831</b>	<b>41,134</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.

	March	Apr	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb
<b>Acts of Congress</b>	32	17	58	24	32	26	77	65	33	22	47	28
<b>Annotation (NHPRC)</b>	4,205	1,953	910	1,010	824	1,328	1,107	699	652	995	1,224	1,000
<b>AOTUS</b>	3,881	5,592	4,147	3,406	4,109	3,470	3,000	4,695	3,254	3,807	2,566	2,314
<b>Carter Chronicle</b>	546	428	419	268	632	321	365	643	642	615	382	344
<b>Education Updates</b>	5,405	4,893	3,542	3,172	2,314	2,224	5,699	5,785	5,153	4,245	5,532	4,882
<b>FOIA</b>	2,014	1,867	2,062	2,744	1,765	2,199	1,289	1,946	1,771	1,539	1,811	1,815
<b>Unwritten Record (formerly Media Matters)</b>	4,476	6,079	5,006	7,174	5,329	6,900	6,625	7,713	8,303	6,729	10,024	8,433
<b>NARAtions</b>	7,371	7,104	6,807	6,190	5,929	6,192	5,747	6,238	8,912	6,042	8,058	7,348
<b>NDC Blog</b>	1,616	2,019	1,527	1,151	1,111	966	1,271	1,241	1,720	1,623	1,810	1,642
<b>Rediscovering Black History</b>	1,700	1,904	1,497	1,340	1,368	1,229	1,846	2,277	2,816	2,795	2,827	6,338
<b>Prologue Blog</b>	19,107	17,701	18,080	13,081	13,159	14,029	21,475	37,463	32,273	23,555	23,561	24,412
<b>Records Express Blog</b>	4,701	3,804	2,831	2,842	2,756	4,441	5,318	3,748	3,196	5,039	3,450	3,558
<b>The Text Message</b>	8,165	8,310	7,001	5,043	4,767	4,319	5,418	6,576	7,369	6,829	7,383	6,599
<b>Transforming Classification (PIDB)</b>	457	312	470	515	546	605	383	488	430	292	353	354
<b>MONTHLY TOTAL</b>	<b>64,030</b>	<b>62,279</b>	<b>54,570</b>	<b>48,171</b>	<b>44,807</b>	<b>48,285</b>	<b>59,626</b>	<b>79,577</b>	<b>76,524</b>	<b>64,127</b>	<b>69,028</b>	<b>69,067</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.

	March	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
<b>Acts of Congress</b>	661	675	708	726	751	770	828	870	893	911	953	978
<b>Annotation (NHPRC)</b>	1,455	2,143	2,549	2,932	3,229	3,848	4,327	4,682	4,950	5,403	6,076	6,591
<b>AOTUS</b>	121,28	123,85	125,68	127,01	128,67	130,173	131,591	133,863	135,359	136,970	138,124	139,221
<b>Carter Chronicle</b>	6,123	6,362	6,577	6,708	6,989	7,122	7,318	7,667	8,014	8,387	8,614	8,803
<b>Education Updates</b>	21,984	24,762	26,786	28,424	29,534	30,678	34,062	37,035	39,935	42,377	45,507	48,390
<b>FOIA</b>	22,959	23,648	24,522	25,481	26,179	27,021	27,604	28,302	29,035	29,635	30,352	31,088
<b>Unwritten Record</b>	14,928	17,966	20,126	23,408	26,567	30,947	34,091	37,557	41,519	44,968	49,527	53,413
<b>NARAtions</b>	168,18	171,64	175,02	178,18	181,14	184,256	187,290	190,394	194,272	197,129	200,855	204,331
<b>NDC Blog</b>	87,516	88,334	89,193	89,725	90,201	90,689	91,305	91,891	92,702	93,522	94,241	94,984
<b>Rediscovering Black History</b>	4,466	5,259	5,976	6,590	7,164	7,652	8,461	9,469	10,638	12,168	13,506	16,825
<b>Prologue Blog</b>	303,88	313,94	323,87	330,38	337,02	343,721	355,148	375,666	392,459	404,407	416,999	430,024
<b>Records Express Blog</b>	42,922	44,335	45,511	46,565	47,644	49,289	51,223	52,439	53,649	55,562	56,942	58,263
<b>The Text Message</b>	96,866	100,99	105,06	107,77	110,05	112,151	114,998	118,263	122,172	125,687	129,708	133,224
<b>Transforming Classification</b>	8,058	8,226	8,420	8,596	8,797	9,121	9,333	9,577	9,769	9,927	10,134	10,314
<b>MONTHLY TOTAL</b>	<b>902,375</b>	<b>933,392</b>	<b>961,390</b>	<b>983,983</b>	<b>1,005,516</b>	<b>1,029,011</b>	<b>1,059,152</b>	<b>1,099,248</b>	<b>1,136,939</b>	<b>1,168,626</b>	<b>1,203,111</b>	<b>1,236,449</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.

	March	Apr	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb
<b>Acts of Congress</b>	36	14	33	18	25	19	58	42	23	18	42	25
<b>Annotation (NHPRC)</b>	1,148	688	406	383	297	619	479	355	268	453	673	515
<b>AOTUS</b>	1,645	2,565	1,829	1,332	1,659	1,500	1,418	2,272	1,496	1,611	1,154	1,097
<b>Carter Chronicle</b>	235	239	215	131	281	133	196	349	347	373	227	189
<b>Education Updates</b>	3438	2,778	2024	1638	1110	1,144	3,384	2,973	2,900	2,442	3,130	2,883
<b>FOIA</b>	728	689	874	959	698	842	583	698	733	600	717	736
<b>Unwritten Record (formerly Media Matters)</b>	1942	3038	2160	3282	3159	4,380	3,144	3,466	3,962	3,449	4,559	3,886
<b>NARAtions</b>	3,739	3,460	3,386	3,158	2,961	3,111	3,034	3,104	3,878	2,857	3,726	3,476
<b>NDC Blog</b>	670	818	859	532	476	488	616	586	811	820	719	743
<b>Rediscovering Black History</b>	821	793	717	614	574	488	809	1,008	1,169	1,530	1,338	3,319
<b>Prologue Blog</b>	10,094	10,062	9,931	6,505	6,645	6,692	11,427	20,518	16,793	11,948	12,592	13,025
<b>Records Express Blog</b>	1,907	1,413	1,176	1,054	1,079	1,645	1,934	1,216	1,210	1,913	1,380	1,321
<b>The Text Message</b>	3,910	4,127	4,075	2,704	2,284	2,095	2,847	3,265	3,909	3,515	4,021	3,516
<b>Transforming Classification (PIDB)</b>	215	168	194	176	201	324	212	244	192	158	207	180
<b>MONTHLY TOTAL</b>	<b>30,698</b>	<b>31,017</b>	<b>27,998</b>	<b>22,593</b>	<b>21,533</b>	<b>23,495</b>	<b>30,141</b>	<b>40,096</b>	<b>37,691</b>	<b>31,687</b>	<b>34,485</b>	<b>34,911</b>

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

	March	Apr	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb
<b>Acts of Congress</b>	0	0	0	0	0	0	0	0	0	0	0	0
<b>Annotation (NHPRC)</b>	8	9	9	11	12	15	18	13	17	21	24	20
<b>AOTUS Blog</b>	1,129	1,194	1,088	1,070	1,052	1,038	1,035	287	256	256	284	268
<b>AOTUS Tumblr</b>	12	11	9	11	9	2	11	2	4	3	2	2
<b>Carter Chronicle</b>	1,159	1,114	991	909	729	640	698	735	787	634	711	645
<b>Education Updates</b>	64	76	72	67	50	63	58	67	49	38	49	51
<b>FOIA Ombudsman</b>	83	83	82	94	91	73	99	67	44	47	58	46
<b>Media Matters</b>	92	61	93	56	81	84	64	57	53	56	121	106
<b>NARAtions</b>	1,137	1,124	1,123	1,238	1,095	268	1,095	1,072	223	237	254	244
<b>NDC Blog</b>	263	242	233	171	222	154	153	267	178	168	184	185
<b>Prologue</b>	554	550	554	628	543	392	309	595	331	320	329	366
<b>Records Express</b>	302	328	362	206	317	324	332	181	163	150	195	157
<b>Rediscovering Black History</b>	16	14	22	20	17	18	18	15	22	26	24	21
<b>Text Message</b>	208	206	197	143	185	93	128	101	100	107	119	100
<b>Today's Document Tumblr</b>	88	99	112	83	82	108	106	68	51	55	68	57
<b>Transforming Classification (PIDB)</b>	1,456	1,206	1,271	845	674	651	739	761	715	502	652	642
<b>MONTHLY TOTAL</b>	<b>6,576</b>	<b>6,324</b>	<b>6,224</b>	<b>5,563</b>	<b>5,167</b>	<b>3,928</b>	<b>4,867</b>	<b>4,292</b>	<b>2,993</b>	<b>2,620</b>	<b>3,074</b>	<b>2,910</b>

## APPENDIX IV.A: Facebook Post Views

Defined by Facebook as the number of times people (fans and non-fans) have viewed a news story feed posted by our page. (A+P+R = Agency, Regional & Presidential totals.)

	March	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
<b>Monthly Total (A+P+R)</b>	<b>4,103,929</b>	<b>7,630,438</b>	<b>6,175,487</b>	<b>13,326,981</b>	<b>10,844,682</b>	<b>12,487,242</b>	<b>17,788,179</b>	<b>11,145,142</b>	<b>15,807,202</b>	<b>16,304,310</b>	<b>11,628,110</b>	<b>10,809,079</b>
<b>Agency-Wide Total</b>	<b>1,930,898</b>	<b>1,673,035</b>	<b>2,268,177</b>	<b>5,118,950</b>	<b>2,376,976</b>	<b>3,775,710</b>	<b>3,283,541</b>	<b>2,386,061</b>	<b>2,797,763</b>	<b>6,798,188</b>	<b>4,657,058</b>	<b>4,697,328</b>
US National Archives	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	3,829,388
Afro-American HS	902	1,348	990	1,703	825	1,699	1,028	2,105	6,546	8,862	21,730	33,493
Assembly	67	179	161	1,359	1,025	640	1,184	659	950	1,770	7,905	135,822
Archival Recovery	4,104	3,874	1,189	7,305	10,218	16,415	15,822	13,733	16,885	11,286	12,818	23,549
Constitution	37,549	44,692	26,717		36,361	9,851	78,758	31,852	13,432	22,402	9,946	14,770
Federal Register	3,214	1,927	5,082	4,062	23,613	6,131	4,383	3,131	1,943	1,422	14,017	15,756
Federal Records Centers	949	643	615	456	480	519	387	964	638	858	2,051	4,036
Applied Research	3,107	1,623	1,828	5,019	1,686	4,747	11,471	10,361	12,835	13,010	13,041	21,246
NHPRC	30,815	25,069	36,747	72,864	71,478	107,340	245,306	90,605	97,254	185,524	137,097	196,287
Noon Lectures	2,103	2,108	3,297	2,312	17,662	881	8,801	13,602	1,044	580	1,064	1,253
Preservation	6,668	10,823	8,664	32,505	56,310	36,498	133,129	80,089	29,008	28,539	266,618	69,076
Research	8,031	9,073	7,955	234,963	12,207	23,546	19,830	31,602	6,512	5,886	23,794	39,740
Today's Document	10,621	11,399	12,435	45,751	59,548	42,954	55,786	47,100	45,188	98,420	134,547	197,972
Students and Interns	7,309	9,680	15,206	24,331	49,145	18,009	16,185	19,576	8,059	21,433	10,549	2,338
Electoral College	2,144	2,610	2,020	1,438	3,984	1,380	1,210	975	1,907	2,736	3,896	3,652
Education	8,464	9,720	52,478	33,214	36,339	25,283	108,728	88,851	78,009	41,830	129,710	108,950
<b>Presidential Total</b>	<b>2,022,580</b>	<b>5,799,716</b>	<b>3,686,422</b>	<b>7,946,648</b>	<b>8,124,687</b>	<b>8,518,564</b>	<b>13,659,575</b>	<b>8,417,136</b>	<b>12,619,803</b>	<b>9,083,185</b>	<b>6,520,721</b>	<b>5,624,824</b>
Bush	302,175	1,453,205	340,486	2,916,574	838,337	797,565	758,563	730,963	825,844	258,321	219,662	184,776
GWB	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	3,676,980
Carter	135,976	167,616	132,945	185,032	243,618	174,397	275,292	276,627	169,731	155,167	254,658	170,680
Clinton	81,354	63,201	916,498	56,440	349,859	251,657	193,070	387,390	740,723	404,686	199,674	171,865
Eisenhower	86,000	153,747	110,378	446,490	388,341	544,862	101,484	1,698,940	124,717	238,386	115,820	139,862
Ford Library	15,915	16,203	35,962	18,606	31,971	32,808	31,688	38,159	18,850	16,488	15,989	16,912
Ford Museum	45,521	114,452	170,764	155,765	171,758	183,153	531,407	210,549	99,694	48,352	68,736	59,887
Hoover	43,595	44,527	56,451	66,622	71,515	56,261	71,451	68,239	22,939	34,743	30,456	26,014

Johnson	195,848	1,206,772	277,143	199,188	236,474	355,942	600,632	273,464	244,454	222,125	368,131	402,971
Nixon	326,813	447,636	517,021	351,636	352,150	660,521	446,888	466,862	445,052	367,020	442,309	446,018
Reagan	9,752	12,336	40,457	20,237	20,434	13,799	24,873	38,855	19,561	82,876	59,301	73,958
Roosevelt	142,031	102,137	87,660	497,445	171,428	399,200	695,673	238,842	134,219	158,232	173,378	112,118
Truman	114,582	141,353	334,013	237,311	320,051	514,047	245,303	281,502	191,452	128,006	106,149	142,783
<b>Regional Total</b>	<b>150,451</b>	<b>157,687</b>	<b>220,888</b>	<b>261,383</b>	<b>343,019</b>	<b>192,968</b>	<b>845,063</b>	<b>341,945</b>	<b>389,636</b>	<b>422,937</b>	<b>450,331</b>	<b>486,927</b>
Anchorage (retired)	2,274	1,381	4,634	2,204	908							
Atlanta	7,515	8,595	15,288	18,607	30,953	14,038	122,007	38,021	14,998	14,598	14,768	22,262
Boston	35,801	26,280	46,049	77,181	122,201	55,349	513,701	126,896	253,845	236,738	193,238	163,068
Chicago	12,912	26,280	29,810	17,531	15,379	23,434	23,704	25,258	21,702	24,548	9,460	14,521
Denver	6,476	15,988	34,990	12,700	10,064	10,898	15,714	58,750	13,970	40,722	91,536	60,747
Fort Worth	12,880	12,778	10,982	31,838	21,330	11,873	47,166	18,961	10,619	28,524	42,687	29,008
Kansas City	24,417	23,662	27,787	46,663	28,840	28,304	31,067	23,350	30,833	17,295	32,694	36,723
New York	6,345	10,678	14,310	17,592	76,965	14,008	21,880	17,759	19,871	16,826	23,131	19,785
Philadelphia	11,166	17,177	16,877	7,129	11,526	12,169	12,778	10,681	9,986	13,274	15,084	65,422
Riverside	12,682	1,786	2,594	9,376	3,525	5,564	5,666	3,938	907	2,608	1,507	25,657
Seattle	5,932	4,196	3,238	5,175	4,671	2,466	2,230	4,405	2,798	7,896	15,353	41,092
St. Louis	12,051	8,886	14,329	15,387	16,657	14,865	49,150	13,926	10,107	19,908	10,873	8,642



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.)

	March	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
<b>Monthly Total (A+P+R)</b>	<b>1,532,717</b>	<b>2,924,150</b>	<b>2,190,775</b>	<b>6,126,632</b>	<b>3,938,703</b>	<b>4,236,645</b>	<b>5,203,696</b>	<b>3,949,554</b>	<b>4,978,192</b>	<b>5,924,135</b>	<b>3,006,040</b>	<b>2,832,257</b>
<b>Agency-Wide Total</b>	<b>749,271</b>	<b>465,852</b>	<b>644,390</b>	<b>1,797,708</b>	<b>650,314</b>	<b>919,134</b>	<b>1,004,744</b>	<b>619,233</b>	<b>792,580</b>	<b>2,471,189</b>	<b>1,290,376</b>	<b>1,282,074</b>
US National Archives	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	1,007,687
Afro-American HS	184	201	148	574	296	714	379	921	3,304	4,112	10,452	13,209
Assembly	7	34	11	673	494	282	565	303	430	891	3,961	73,116
Archival Recovery	711	1,028	317	1,568	2,135	3,776	2,696	2,566	2,971	2,420	2,043	2,517
Constitution	15,949	16,490	10,425	8,323	13,734	4,469	38,350	14,385	5,222	14	3,135	5,555
Federal Register	809	275	1,314	1,389	9,135	1,470	1,190	882	607	369	5,278	5,281
Federal Records Centers	101	36	46	100	143	80	106	349	216	302	361	492
Applied Research	599	169	420	1,427	648	1,192	3,482	2,760	3,927	5,389	5,239	8,355
NHPRC	5,969	3,682	6,605	17,812	15,716	34,326	107,613	20,424	26,329	58,379	37,999	55,196
Noon Lectures	316	231	689	353	9,660	157	3,589	6,826	192	164	257	228
Preservation	1,797	3,128	2,119	12,707	21,185	13,089	52,761	27,634	11,470	8,123	113,522	26,730
Research	1,822	2,134	1,568	6,690	5,768	10,071	6,430	9,474	2,239	1,940	5,676	11,582
Today's Document	1,491	1,681	1,338	5,876	10,511	5,306	5,816	5,669	5,280	13,430	32,156	28,626
Students and Interns	1,444	1,183	1,681	3,168	10,180	4,460	3,140	3,853	2,463	3,433	3,112	729
Electoral College	708	944	624	544	1,966	702	412	299	670	1,113	1,650	1,820
Education	1,327	1,854	19,653	7,654	9,566	6,117	40,539	32,874	30,372	14,035	47,551	40,951
<b>Presidential Total</b>	<b>750,803</b>	<b>2,427,096</b>	<b>1,487,671</b>	<b>4,253,037</b>	<b>3,174,532</b>	<b>3,260,596</b>	<b>3,751,767</b>	<b>3,221,179</b>	<b>4,067,462</b>	<b>3,324,304</b>	<b>1,569,291</b>	<b>1,394,282</b>
Bush	107,784	727,050	120,169	629,981	300,574	233,948	274,289	244,931	270,293	110,231	88,424	73,905
GWB	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	685,756
Carter	49,516	55,804	43,886	59,753	82,892	56,564	90,769	97,679	49,490	41,540	77,782	52,254
Clinton	32,512	23,589	447,526	20,622	143,993	100,713	75,236	154,736	285,975	157,809	81,038	70,181
Eisenhower	21,982	9,400	34,322	1,544,473	216,690	227,593	39,787	870,134	49,336	90,063	36,401	46,951
Ford Library	4,727	4,193	14,865	4,980	13,499	10,048	10,535	15,176	8,039	5,338	6,002	5,498
Ford Museum	19,803	42,509	68,072	60,168	72,133	70,797	204,238	85,479	38,316	19,400	22,404	22,600
Hoover	16,297	15,731	20,660	22,244	26,292	22,481	22,668	20,944	7,932	14,369	9,023	8,009

Johnson	83,679	503,108	121,264	82,748	95,596	156,019	267,488	115,629	92,890	80,488	159,410	172,433
Nixon	123,936	39,478	173,445	131,666	122,194	273,489	160,007	179,447	156,034	130,996	166,400	149,200
Reagan	3,331	2,216	8,083	6,066	6,987	5,911	9,688	18,650	6,642	40,102	21,591	25,380
Roosevelt	61,556	34,793	28,506	230,544	54,644	161,829	233,218	84,791	53,156	50,605	66,832	33,534
Truman	35,832	47,217	136,950	76,410	130,620	206,840	72,123	86,104	71,072	41,014	32,720	48,581
<b>Regional Total</b>	<b>32,643</b>	<b>31,202</b>	<b>58,714</b>	<b>75,887</b>	<b>113,857</b>	<b>56,915</b>	<b>447,185</b>	<b>109,142</b>	<b>118,150</b>	<b>128,642</b>	<b>146,373</b>	<b>155,901</b>
Anchorage	527	169	1,349	684	420							
Atlanta	2,954	2,829	6,278	6,142	12,122	4,901	58,642	14,627	5,283	3,982	3,647	5,815
Boston	5,261	4,944	7,552	15,646	27,610	12,313	316,134	33,091	78,409	69,532	51,946	36,864
Chicago	2,080	990	10,184	4,399	4,134	10,564	8,699	8,439	6,593	5,263	2,071	2,334
Denver	1,322	5,506	14,859	4,433	3,763	3,471	5,682	28,133	4,869	17,966	44,978	27,694
Fort Worth	1,826	1,919	2,357	9,219	3,961	2,648	14,175	5,593	2,895	8,686	13,948	7,257
Kansas City	6,082	4,457	4,977	17,657	8,758	8,874	12,357	5,323	8,793	4,172	12,076	12,929
New York	1,646	2,702	2,868	6,399	41,658	4,805	6,309	5,331	4,460	3,515	5,732	3,763
Philadelphia	2,540	3,892	3,765	1,800	2,583	3,641	2,711	2,424	3,365	4,469	3,866	27,590
Riverside	4,514	352	547	2,916	1,012	1,134	1,419	1,405	433	1,248	670	12,756
Seattle	524	1,065	502	1,216	1,734	731	586	1,354	1,004	2,060	4,616	16,104
St. Louis	3,367	2,377	3,476	5,376	6,102	3,833	20,471	3,422	2,046	7,749	2,823	2,795

## APPENDIX V: Twitter Followers (Cumulative)

	March	Apr	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb
archivespres	2,607	2,703	2,803	2,901	2,980	3,075	3,175	3,262	3,425	3,546	3,645	3,724
dferriero	2,699	2,787	2,823	2,853	2,913	2,956	3,071	3,145	3,162	3,188	3,214	3,237
Discovercivwar	5,818	5,889	5,927	5,952	6,000	6,032	6,057	6,094	6,121	6,147	6,240	6,352
DocsTeach	4,157	4,335	4,515	4,698	4,895	5,125	5,315	5,519	5,713	5,875	6,085	6,300
ElectoralCollge	2,273	2,281	2,275	2,276	2,278	2,273	2,266	2,270	2,279	2,294	2,293	2,287
FedRegister	6,365	6,468	6,592	6,705	6,839	7,024	7,125	7,267	7,396	7,527	7,689	7,882
NARAMediaLabs	270	316	357	400	445	482	519	558	629	696	774	853
NARA_RecMgmt	4,481	4,580	4,672	4,751	4,834	4,924	5,009	5,086	5,140	5,228	5,286	5,352
TodaysDocument	12,100	12,700	13,229	13,900	14,918	15,723	16,398	17,165	17,803	18,542	19,423	20,228
USNatArchives	36,100	37,600	39,173	41,495	43,603	45,878	47,921	50,099	52,272	55,435	58,583	61,700
ThisisArchives												20
Bush41library	13,600	14,100	14,572	15,200	16,017	16,773	17,410	17,975	18,726	19,361	19,981	20,503
CarterLibrary	8,359	8,628	8,777	8,891	9,088	9,263	9,448	9,693	9,845	9,989	10,197	10,378
IkeLibrary	4,757	5,004	5,370	5,588	5,792	5,996	6,216	6,430	6,601	6,939	7,177	7,380
FDRLibrary	4,205	4,448	4,710	4,904	5,115	5,310	5,615	5,843	6,017	6,241	6,501	6,700
GWBLibrary	7,292	7,601	7,843	8,126	8,566	8,968	9,504	9,743	10,121	10,381	11,041	11,506
IkeandHarry2012	577	588	591	592	596	605	610	610	615	614	613	613
JFKLibrary	25,900	26,500	26,883	27,400	27,894	28,394	28,908	29,462	30,104	30,720	31,263	31,940
LBJLibrary	6,026	6,428	6,649	6,846	7,259	7,516	7,812	8,100	8,340	8,563	8,887	9,128
OurPresidents	7,540	7,848	8,136	8,517	8,990	9,684	10,116	10,491	10,889	11,307	12,059	12,484
Reagan_Library	1,044	1,108	1,191	1,271	1,358	1,426	1,477	1,537	1,583	1,619	1,672	1,729
TrumanLibrary			1,354	1,419	1,672	1,871	2,057	2,214	2,342	2,477	2,602	2,769
WJCLibrary	25,000	27,400	30,319	33,000	35,938	40,954	45,137	49,073	52,732	56,239	60,313	64,350
atlantaarchives	884	928	956	996	1,045	1,097	1,157	1,194	1,233	1,261	1,293	1,333
KCArchives	761	813	857	898	933	979	1,026	1,080	1,131	1,187	1,244	1,293
CongressArchive	515	598	653	714	820	902	992	1,089	1,214	1,354	1,507	1,646
NARAFRC	364	363	369	371	374	377	380	383	395	405	407	407
StLouisArchives	87	90	93	93	94	94	94	97	103	106	106	109
<b>TOTAL</b>	<b>210,142</b>	<b>218,606</b>	<b>228,454</b>	<b>237,819</b>	<b>248,531</b>	<b>261,202</b>	<b>272,469</b>	<b>255,479</b>	<b>265,931</b>	<b>277,241</b>	<b>290,095</b>	<b>302,203</b>

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

	March	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
<b>Page Views</b>	16,494	5,331	3,629	2,907	2,776	3,062	11,763	12,773	9,736	3,246	3,923	3,077
<b>Track Downloads</b>	4,568	3,045	2,404	2,848	2,728	2,013	7,809	9,788	7,490	2,832	2,639	2,685
<b>Subscriptions</b>	2,112	929	554	509	459	416	1,322	1,447	1,183	434	441	359

## APPENDIX VII: Google+ Followers

\*Estimated

	March*	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
<b>Monthly Followers</b>	3,690	3,692	15,467	4,422	6,492	8,252	6,582	8,358	8,181	9,676	9,755	6,853
<b>Cumulative Followers</b>	212,248	215,940	231,407	235,829	242,321	250,573	257,155	265,513	273,694	283,370	293,125	299,978

## APPENDIX VIII: Pinterest Followers (Cumulative)

	March	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
<b>US National Archives</b>	2,512	3,166	3,253	3,322	3,417	3,569	3,714	3,788	3,851	3,898	3,970	4,067
<b>Our Presidents</b>	495	602	613	622	639	656	676	684	693	698	706	722

## APPENDIX IX: Instagram Followers (Cumulative)

	March	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
<b>US National Archives</b>	584	645	764	976	1,253	1,553	1,710	1,877	2,216	2,614	3,177	3,565
<b>Ike Library</b>	31	44	64	89	102	112	122	135	139	147	155	192
<b>Clinton Library</b>			82	89	136	158	165	216	272	288	320	349

## APPENDIX X: HistoryPin Channel Views(Cumulative)

	March	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
<b>Channel Views</b>	16,290	16,866	17,461	17,849	18,292	19,263	19,663	20,138	20,506	20,992	21,389	21,805