

APRIL FY2015 OVERVIEW

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	75,541 Views	33,292 Visitors
Tumblr Blogs	34,517 Views	15,092 Visitors
Facebook	11,883,471 Impressions	3,586,722 Reach
National Archives YouTube Channel	155,364 Views	17,391 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	2,033,594 Views	8,763 Total Contacts
Our Archives Wiki (Retired)	Retired	Retired
Twitter (all NARA feeds)	--	327,789 Total Followers
FourSquare	756 New Check-ins	5 New Followers
iTunes U	2,769 Views	358 New Subscribers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2015 Views (to date)	FY 2014 Views
Archives.gov Blogs	505,903	641,494
Tumblr Blogs	206,875	501,398
Facebook	85,984,625	88,139,965
National Archives YouTube Channel	875,092	1,127,103
Flickr (USNatArchives & ArchivesNews)	14,344,780	45,024,298
Our Archives Wiki (Retired)	Retired	164,891

EXTERNAL BLOGS AND TUMBLOGS

- | | | |
|---|--|---|
| 1. AOTUS | 10. The Text Message | 19. Unwritten Record |
| 2. AOTUS Tumblr | 11. TumblrWeed Times | 20. Our Presidents Tumblr |
| 3. Annotation | 12. Today's Document Tumblr | 21. Congress in the Archives Tumblr |
| 4. The Carter Chronicle | 13. Transforming Classification (PIDB) | 22. LBJ Time Machine Tumblr |
| 5. Exhibits Tumblr | 14. The Federal Register | 23. Preservation at NARA Tumblr |
| 6. FOIA Ombudsman | 15. The National Declassification Center | 24. Acts of Congress |
| 7. In Roosevelt History | 16. NARA Tumblr | 25. Education Updates |
| 8. NARAtions | 17. Rediscovering Black History | 26. FDR Tumblr |
| 9. Records Express | 18. Prologue | 27. Ford Library Tumblr |
| | | 28. Philadelphia Archives Tumblr |

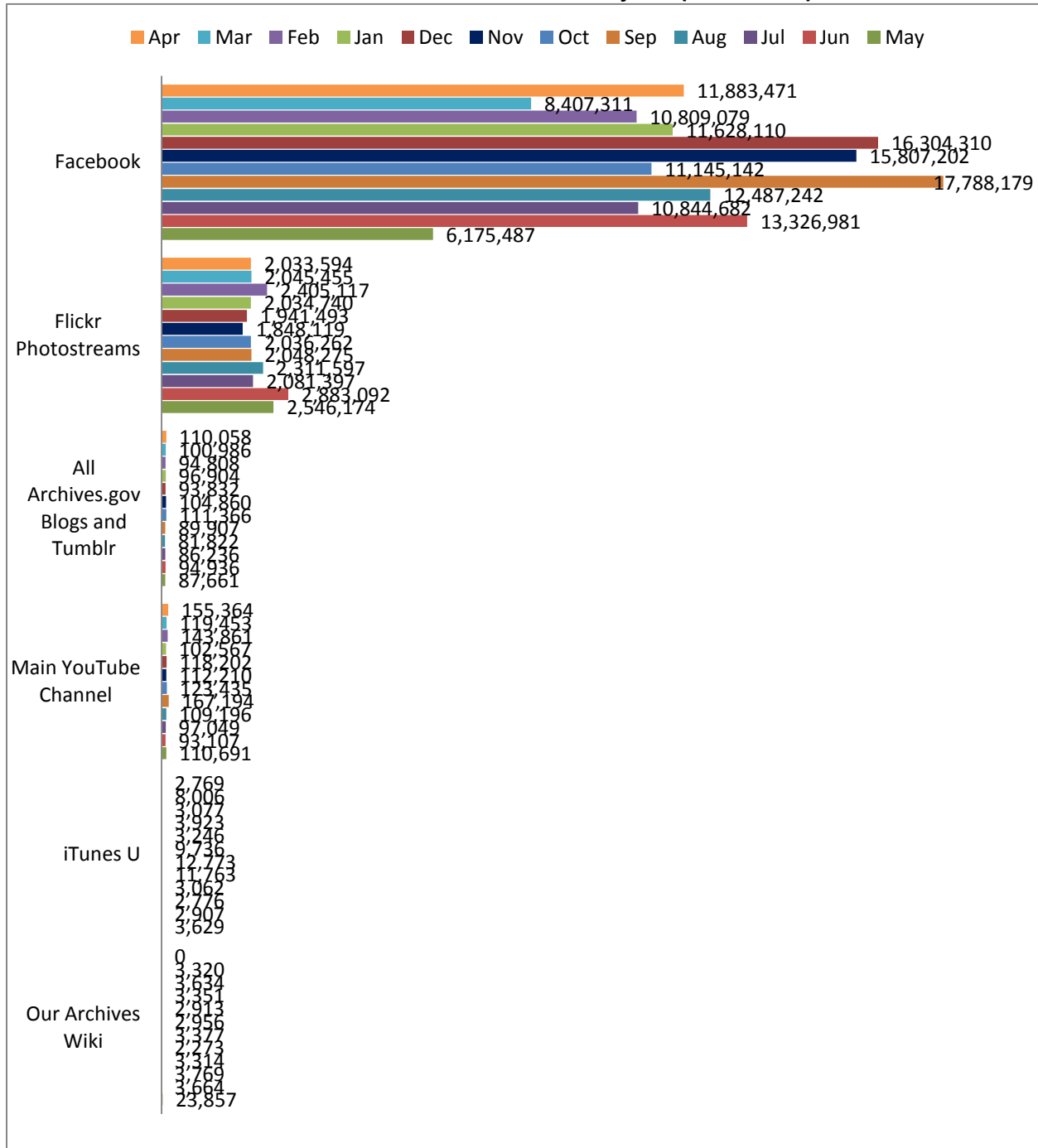
INTERNAL (NARA@WORK) BLOGS

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

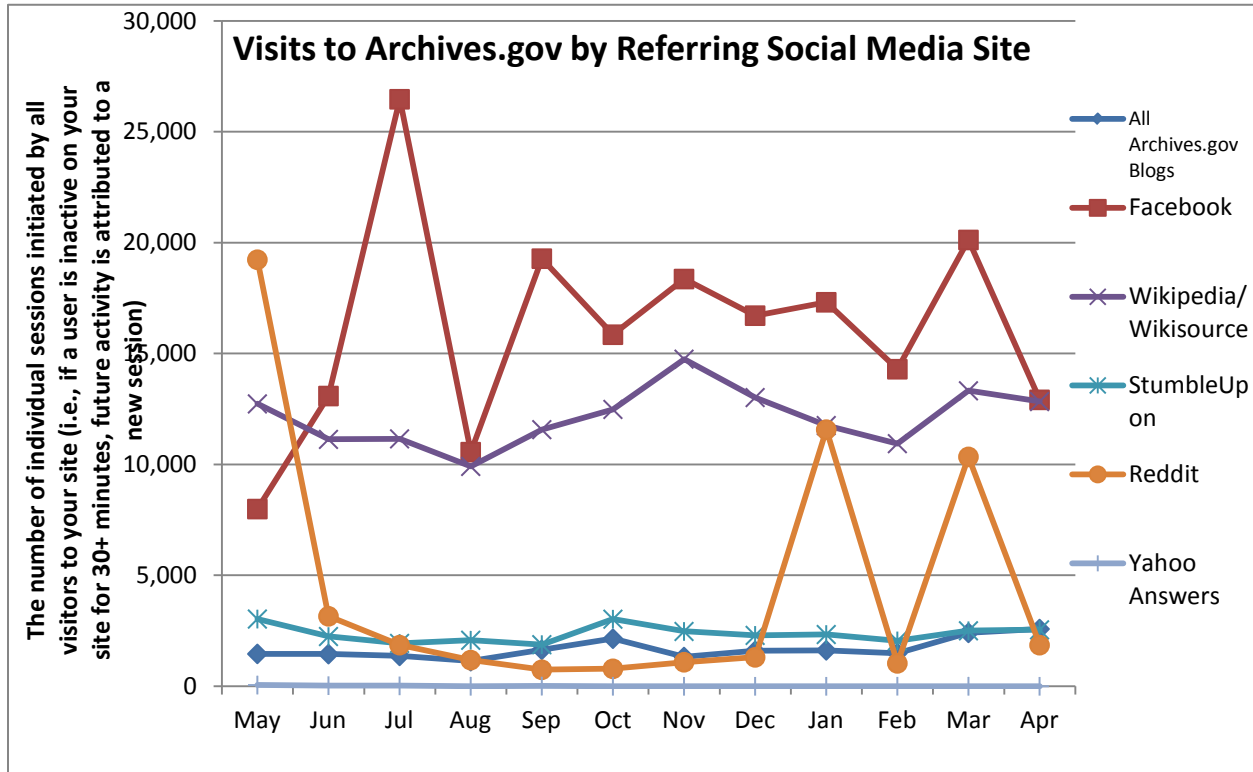
SOCIAL MEDIA TOOLBOX (Tools currently in use)

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

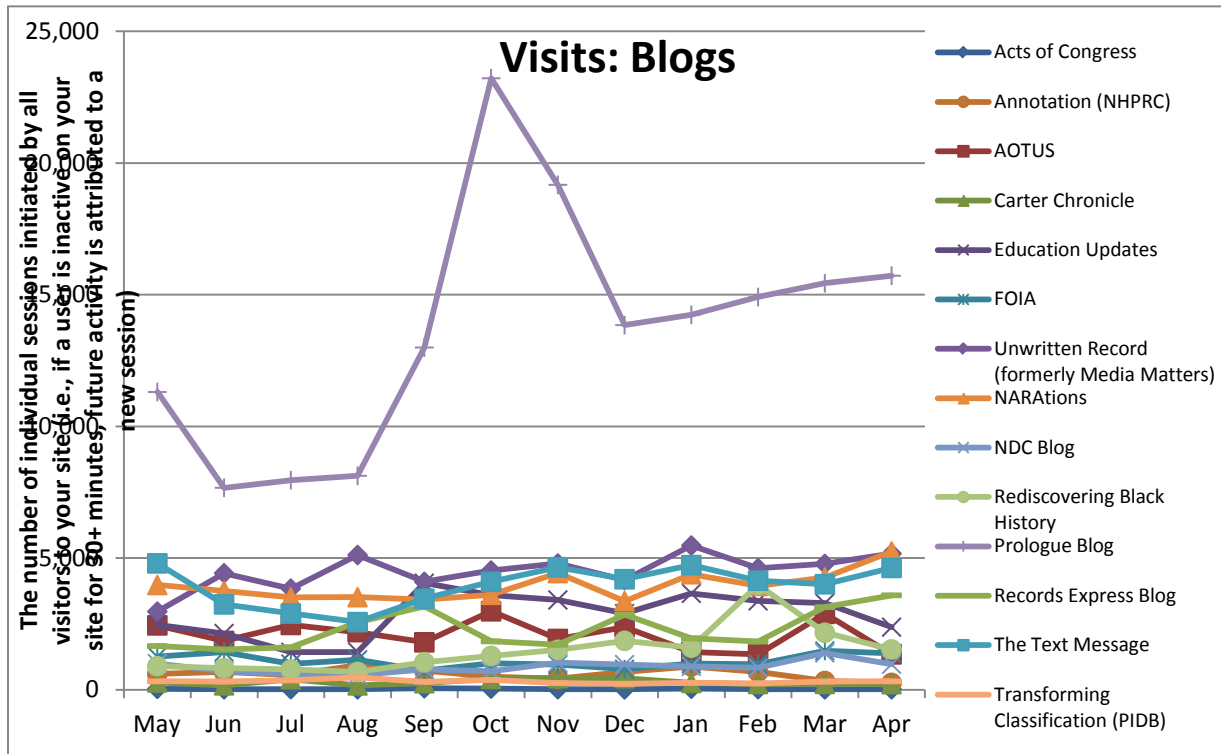


New External Social Media Projects: April Projects

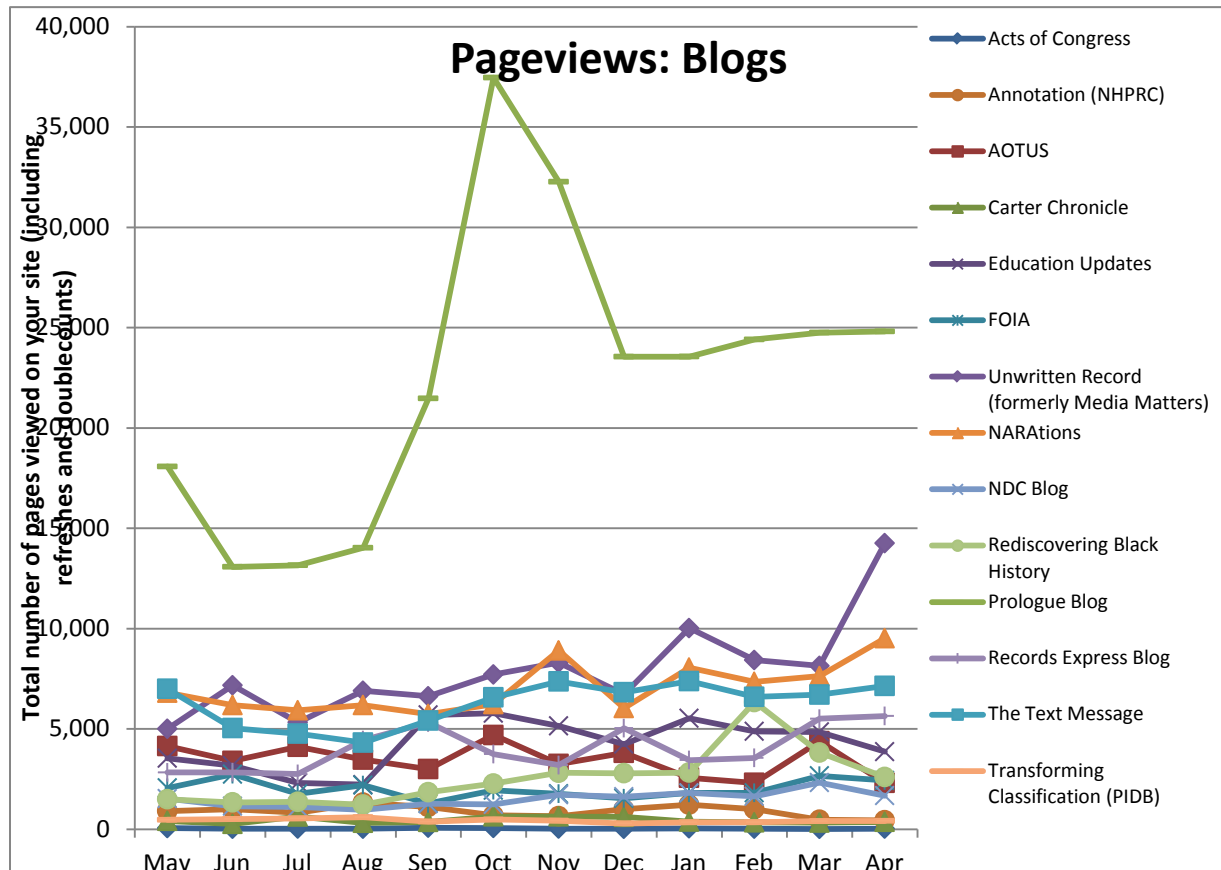
	ZeeMaps	Facebook	Flickr	Twitter	Eventbrite	Tumblr	Blog	YouTube	Instagram
May				1					1
June									
July									
August									
September					1				
October				1					
November									
December									
January						1			
February				1					
March	1								1
April				1					

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

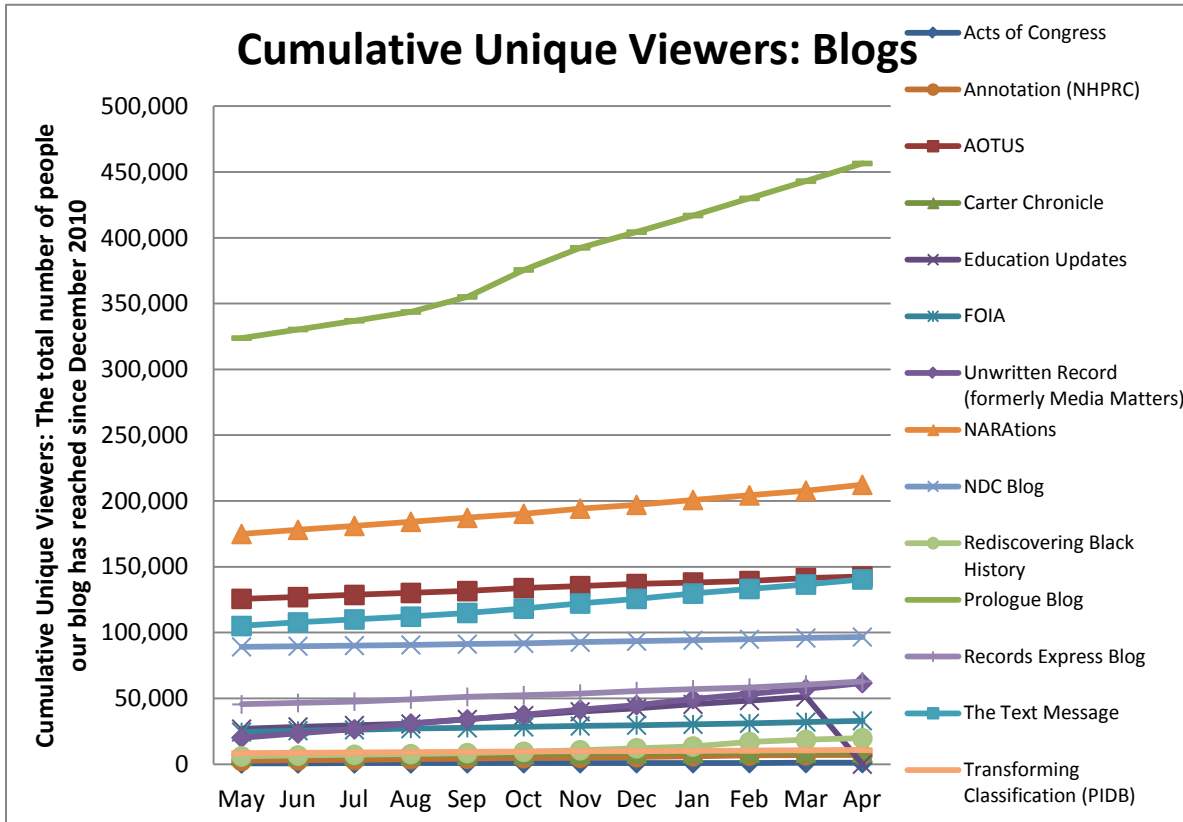
Blog Visits (Source: Appendix II.A)



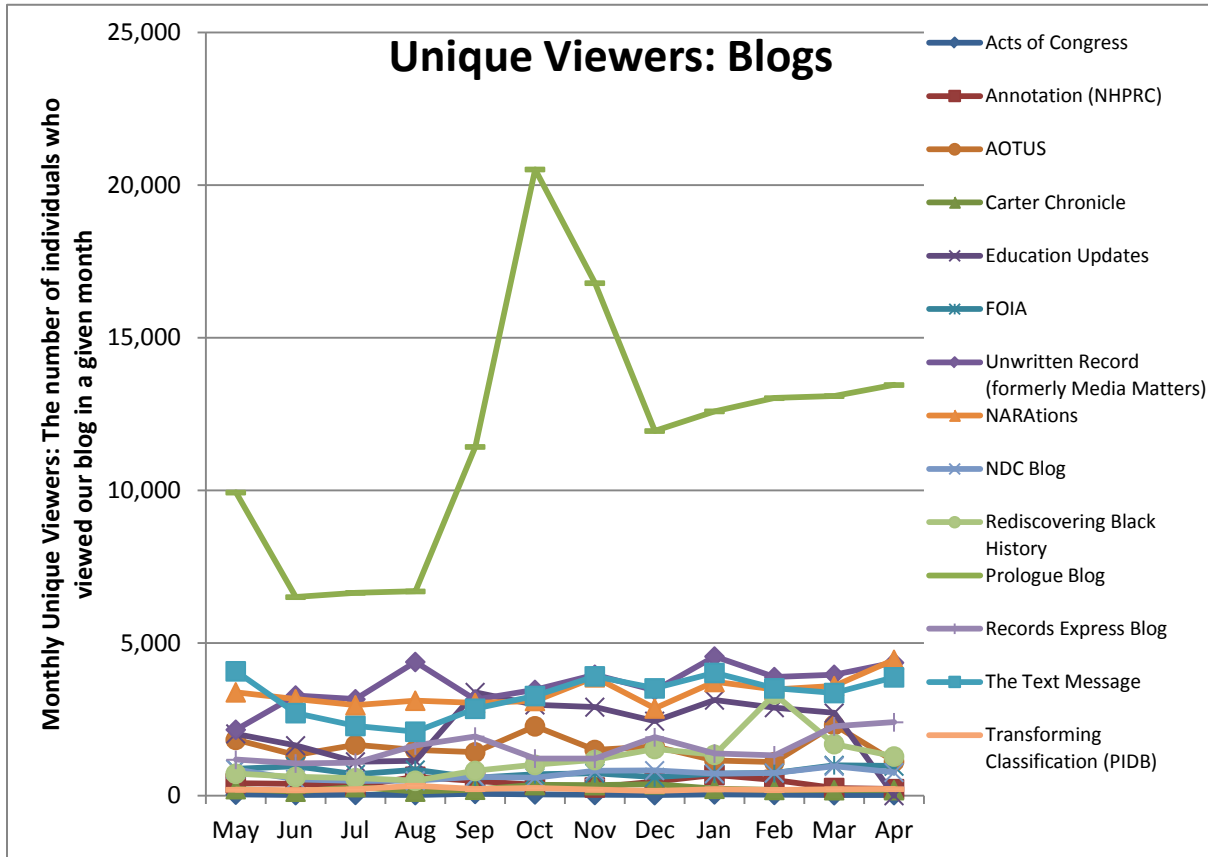
Blog Pageviews (Source: Appendix II.B)



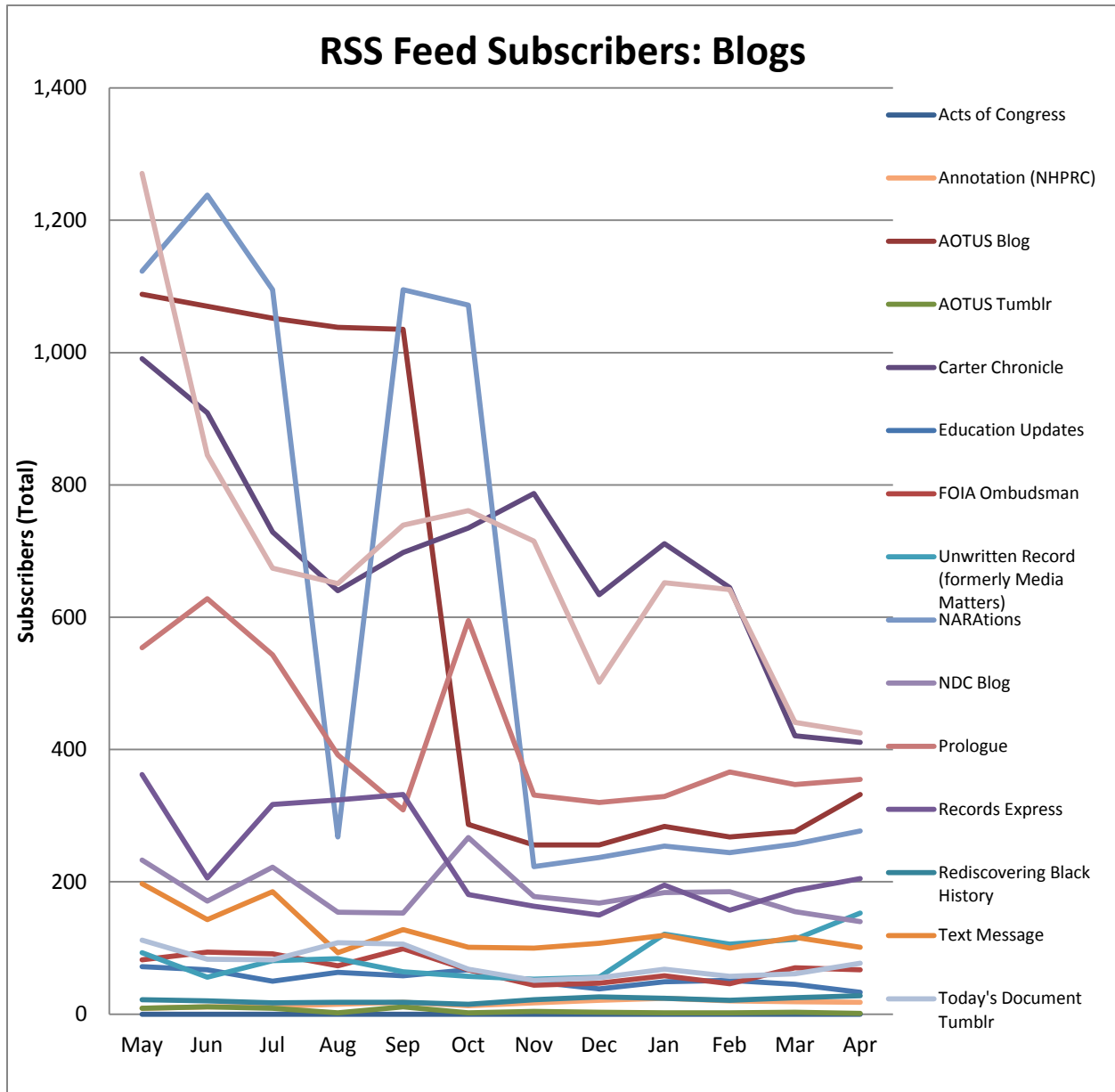
Blog Cumulative Unique Viewers (Source: Appendix II.C)



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



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

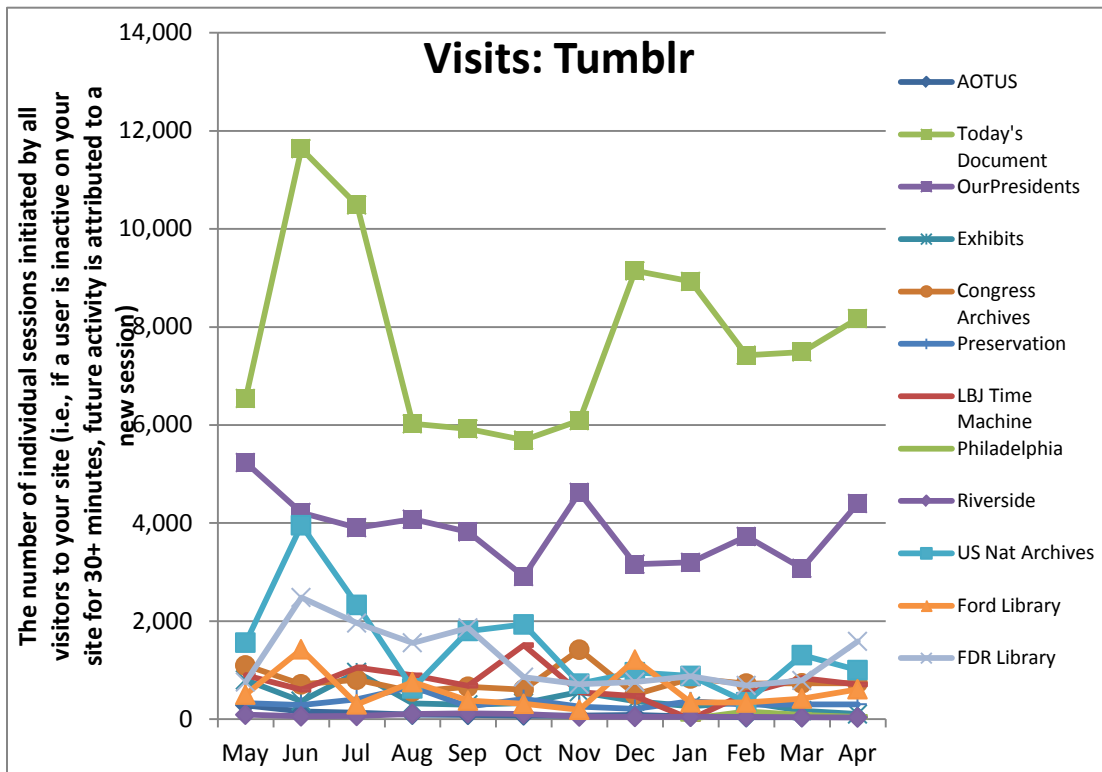


Top 5 Most Viewed Blog Posts in April

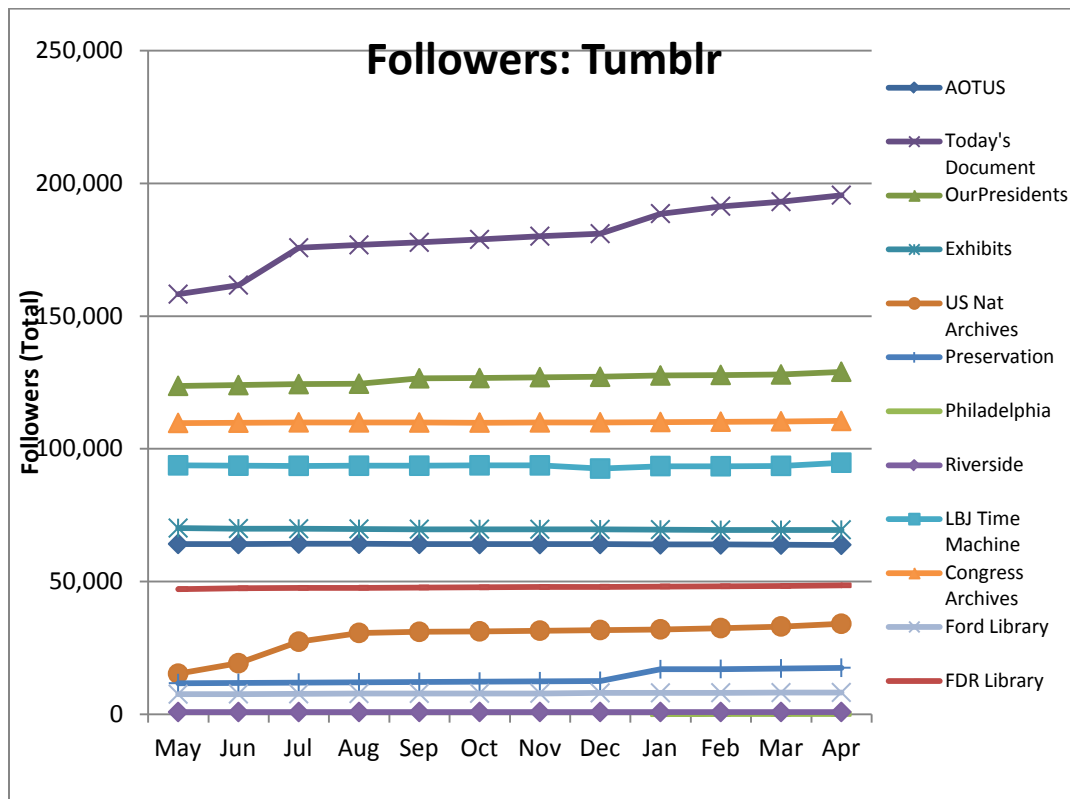
Blog	Pageviews	Post Title
Prologue	2,122	Prohibition and the Rise of the American Gangster
Unwritten Record	1,883	Louis Zamperini: The Story of a True American Hero
Prologue	1,383	Teddy Roosevelt and Abraham Lincoln in the same photo
Records Express	975	DRAFT Capstone GRS Available
Unwritten Record	667	Photographs Relating to the Marshall Plan and Post-WWII Economic Recovery in France

Social Media Tools: Detail View – Tumblr

Tumblr Visits

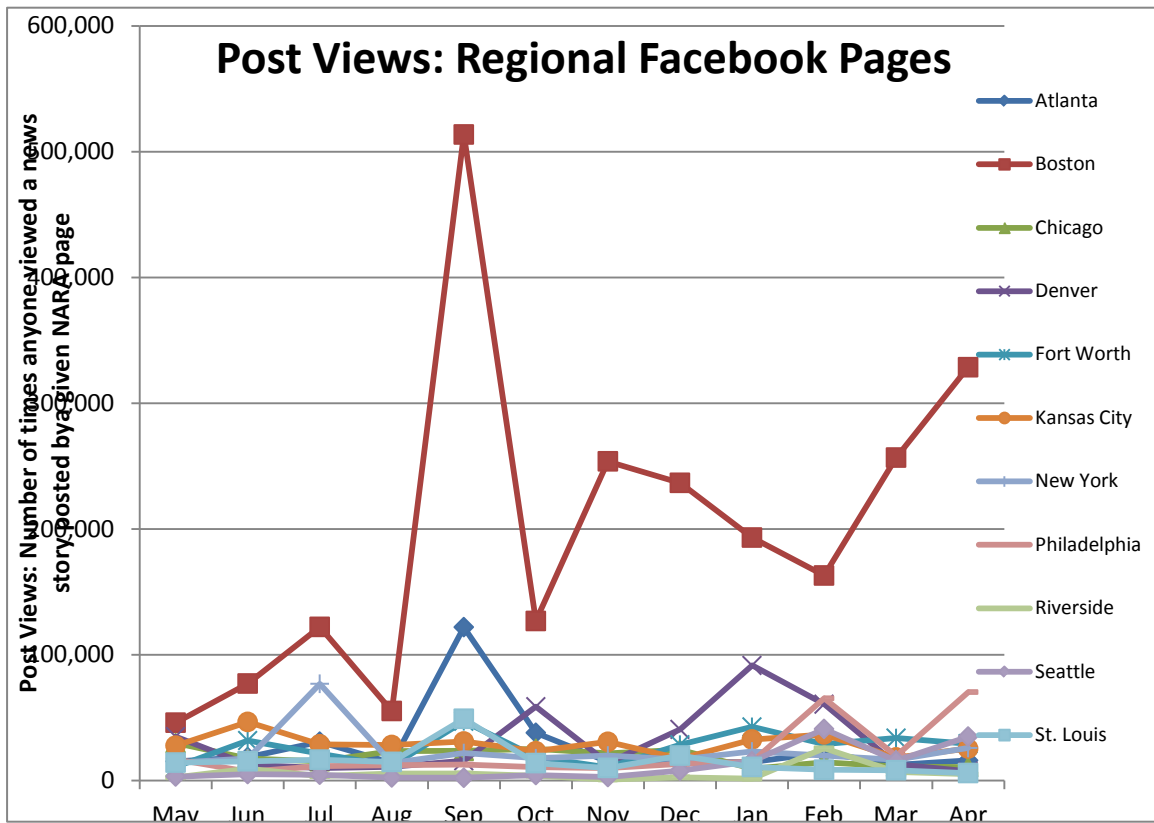


Followers on Tumblr (Source: Appendix IV)

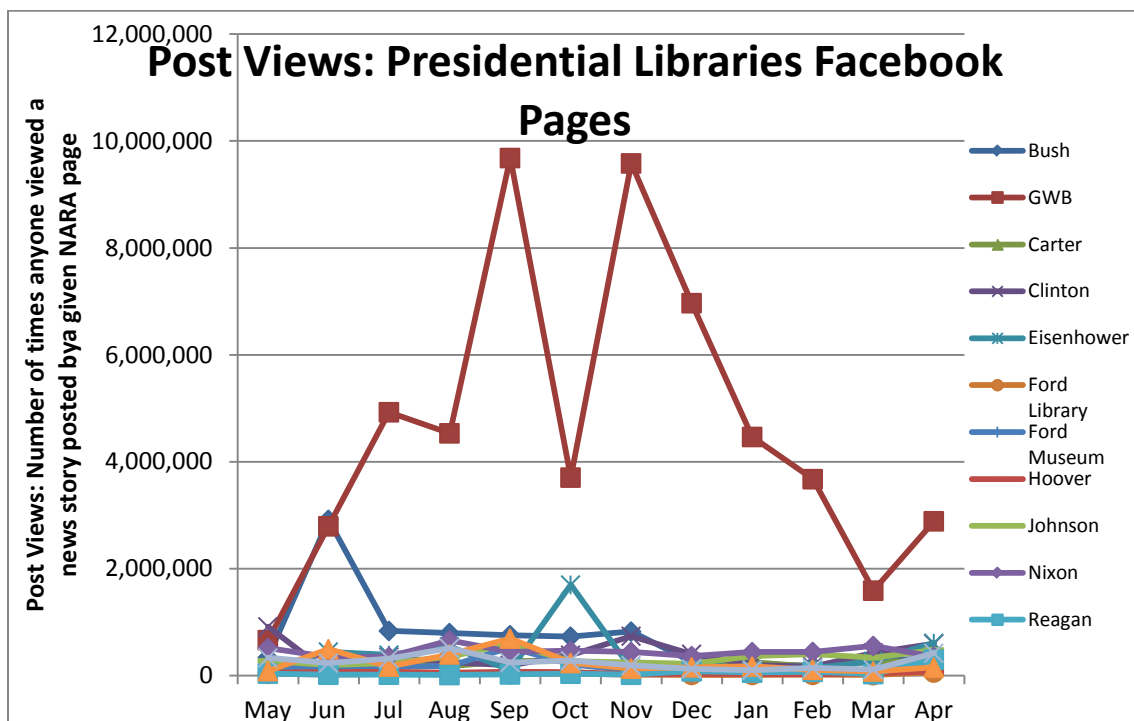


Social Media Tools: Detail View – Facebook

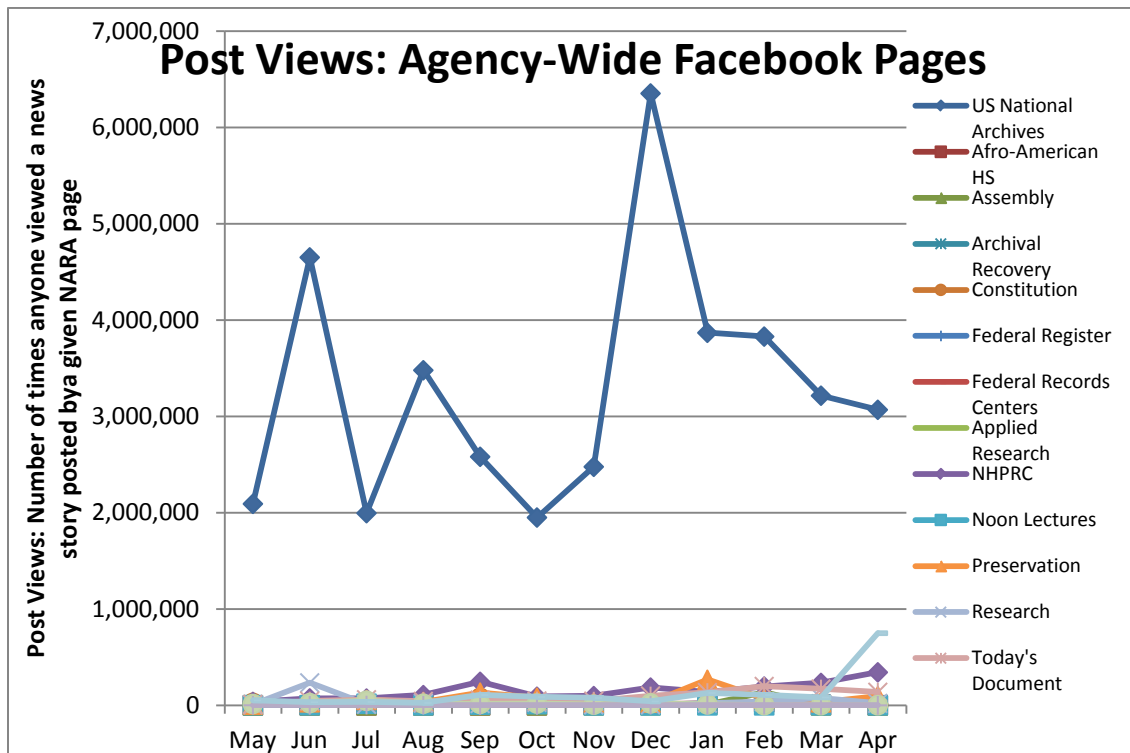
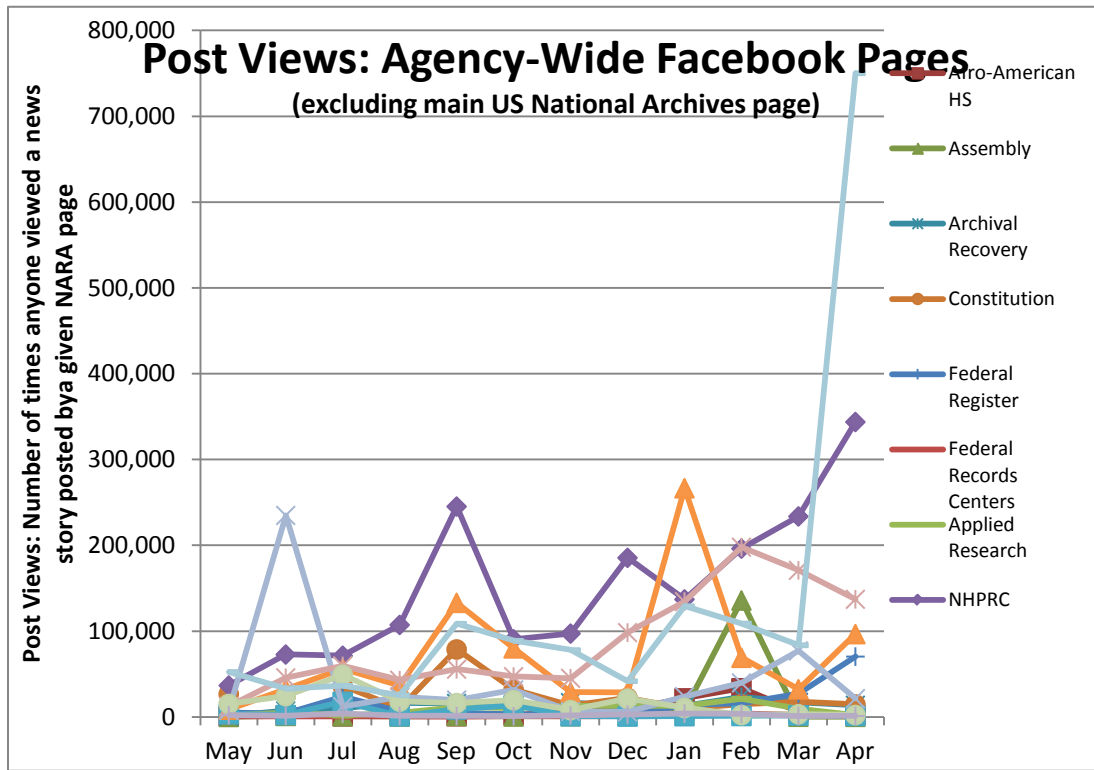
Post Views on Regional Pages (Source: Appendix IV.A)



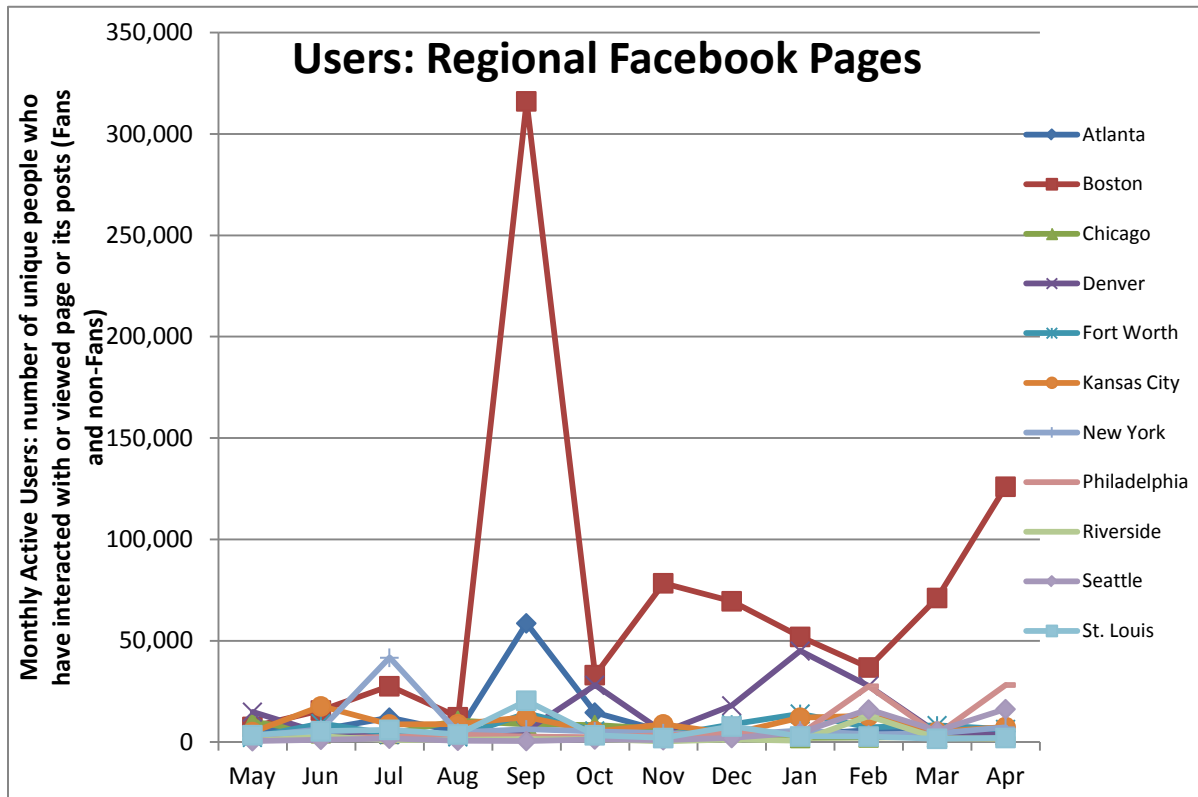
Post Views on Presidential Library Pages (Source: Appendix IV.A)



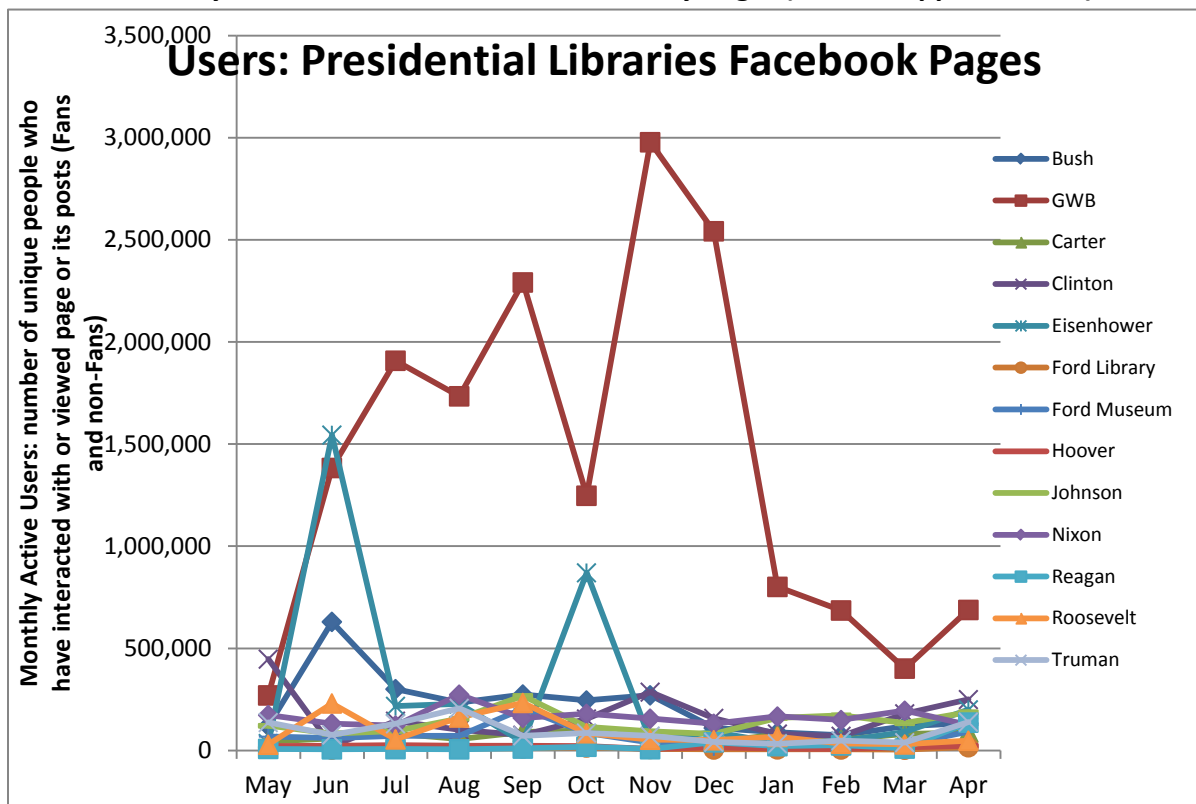
Post Views on Agency-Wide Pages (Source: Appendix IV.A)



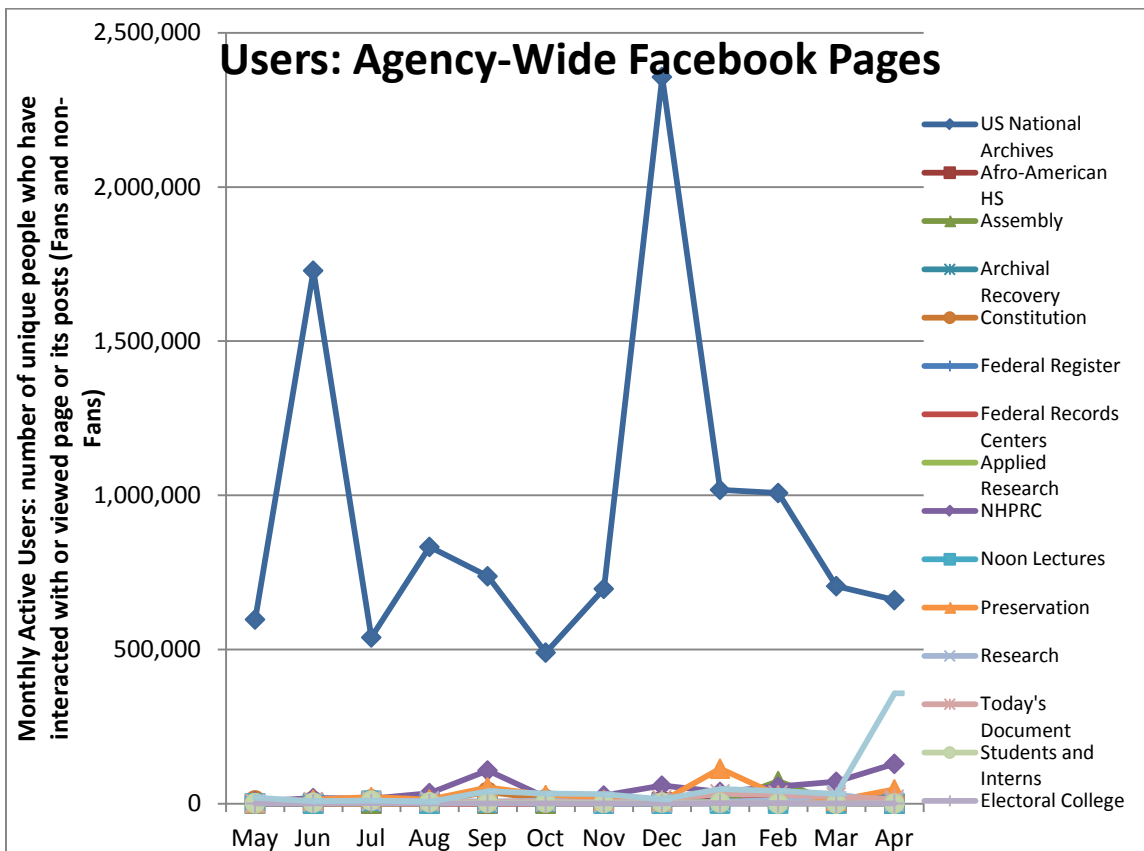
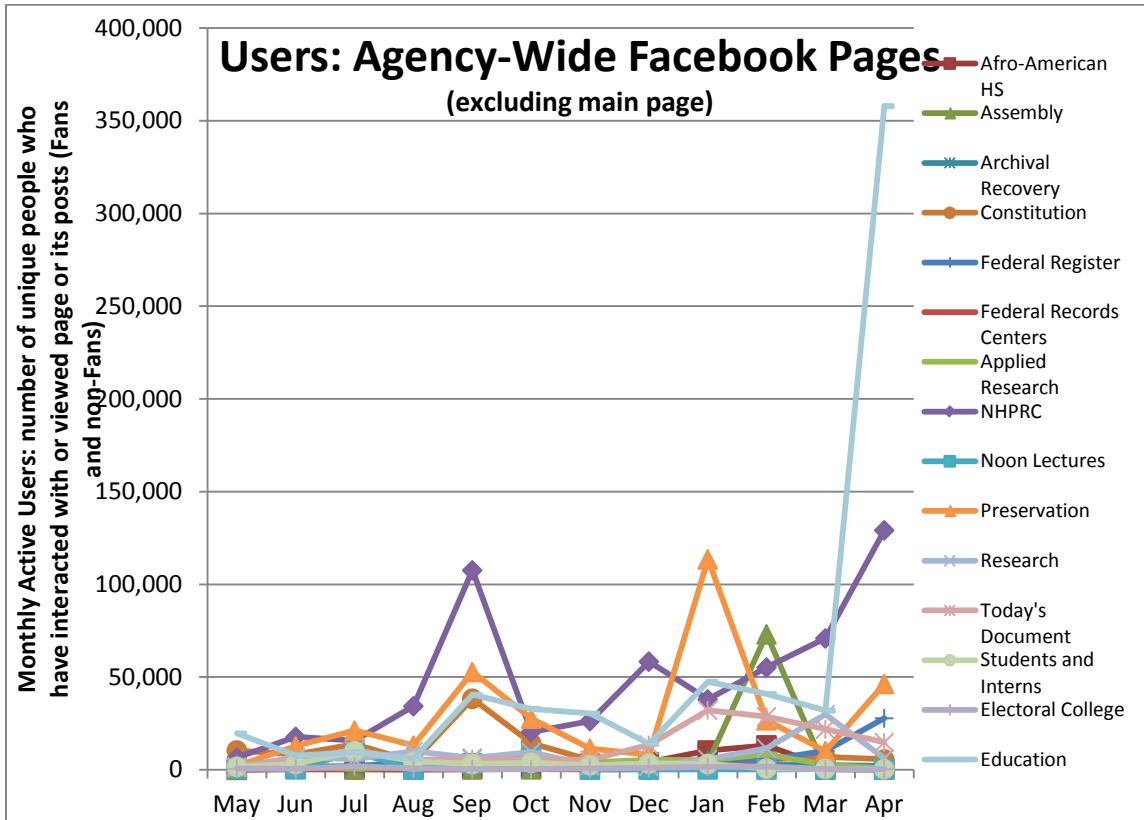
Monthly Active Users of Regional Pages (Source: Appendix IV.B)



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

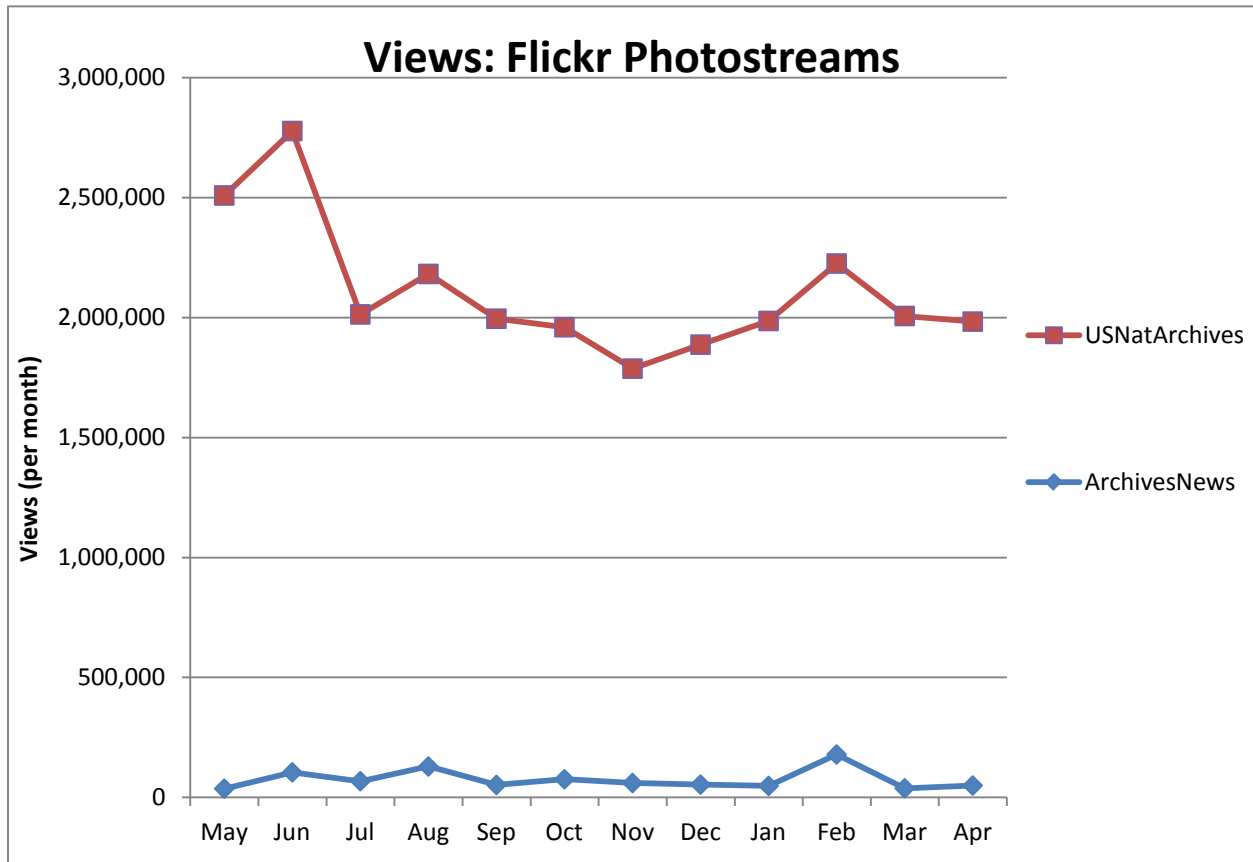


Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)

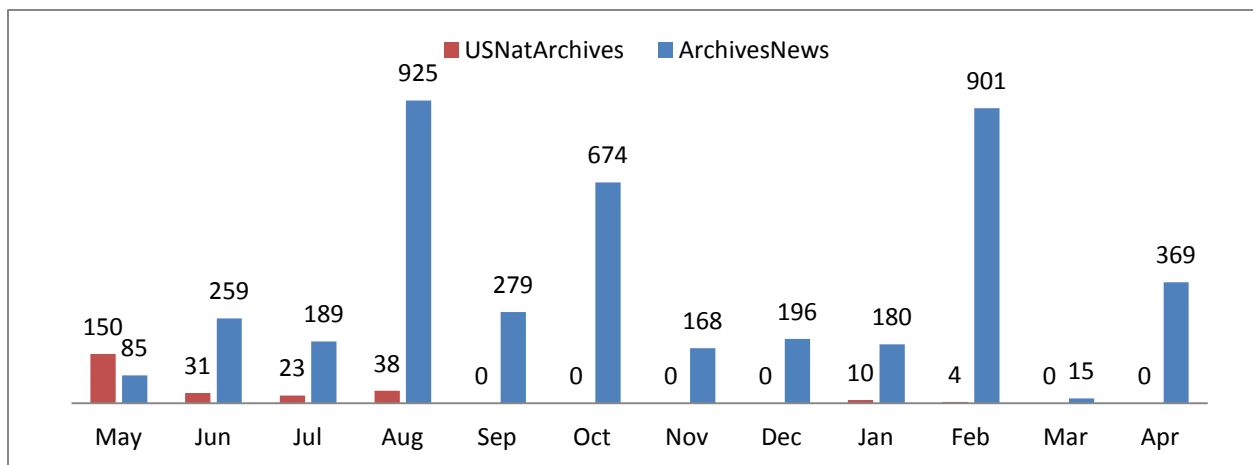


Social Media Tools: Detail View – Flickr

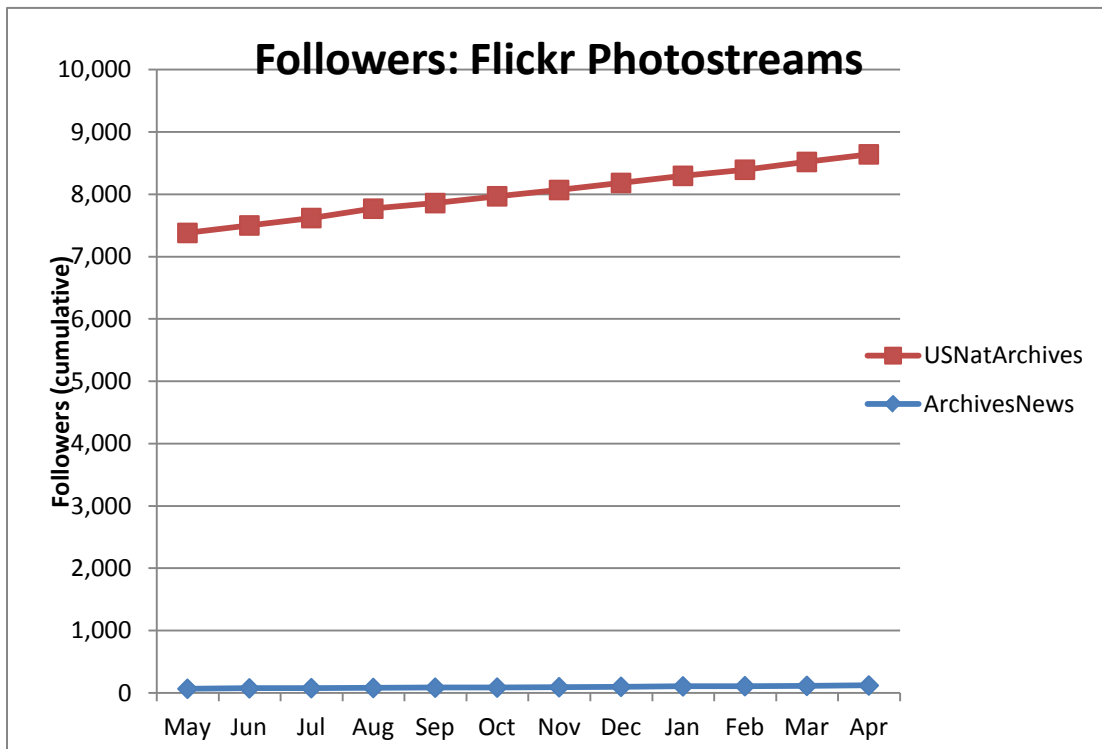
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

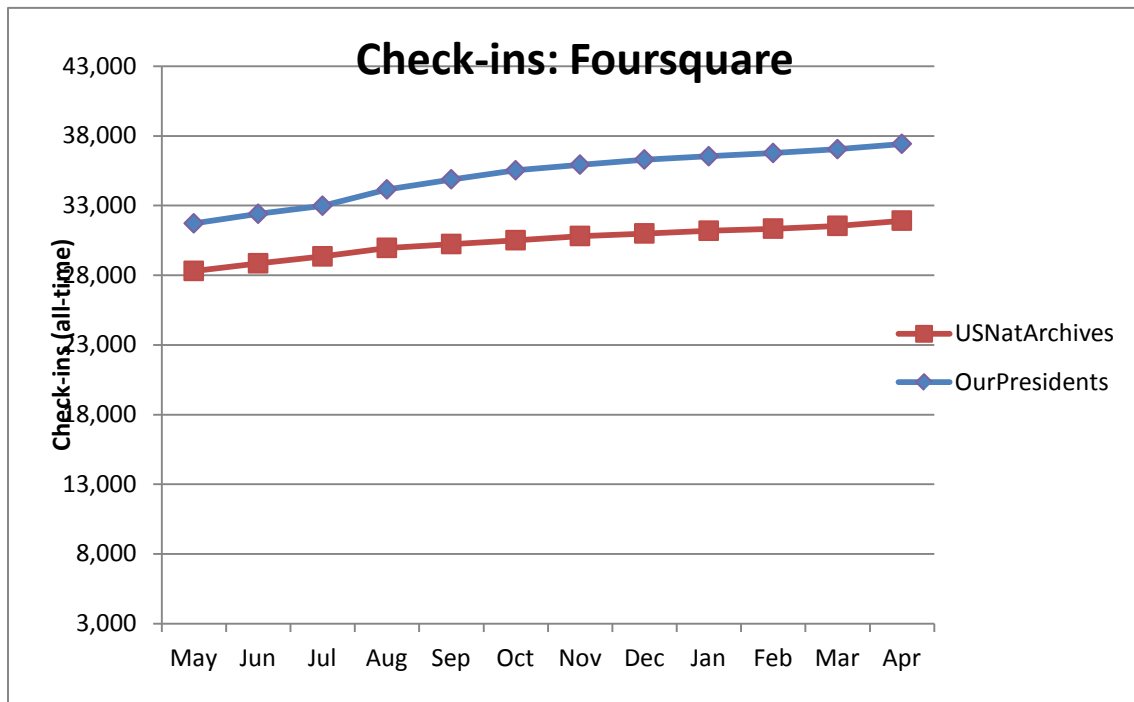


Followers of Photostreams (Cumulative)

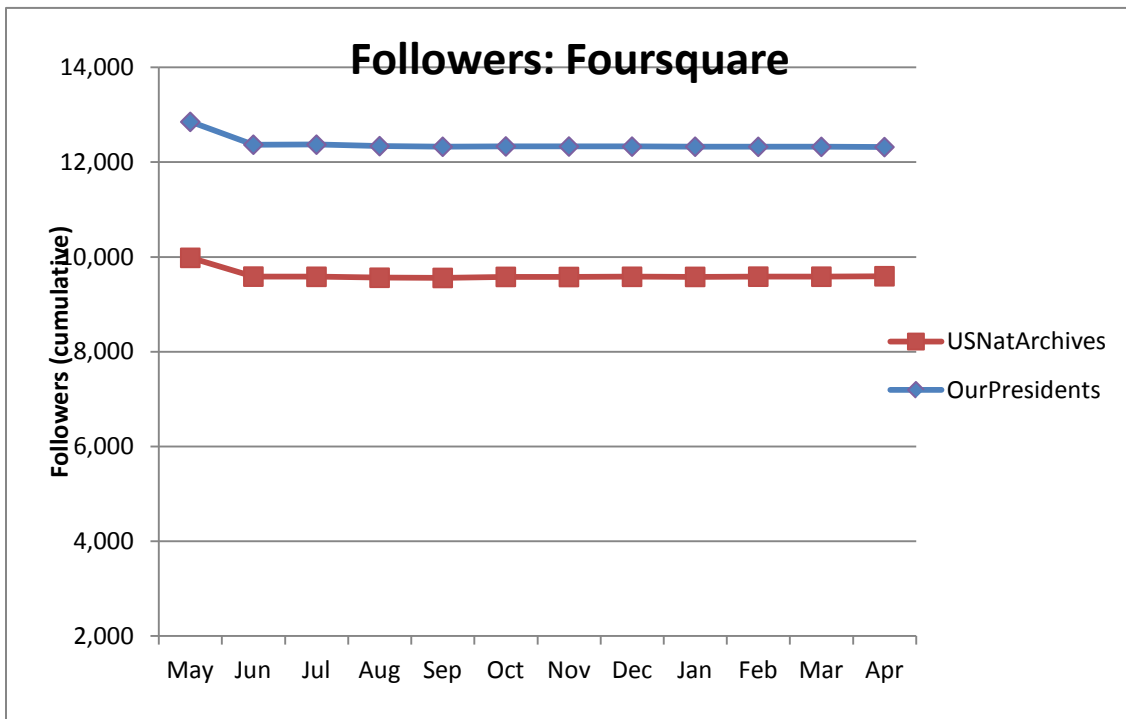


Social Media Tools: Detail View – Foursquare

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

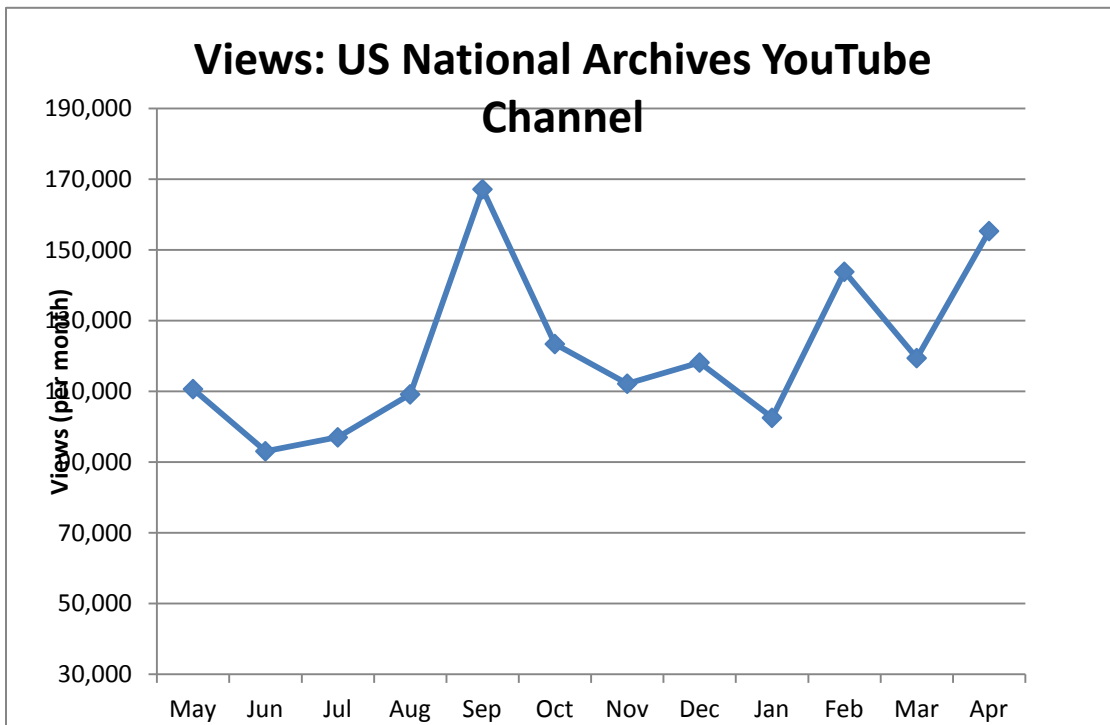


Number of Followers of USNatArchives and OurPresidents (Cumulative)

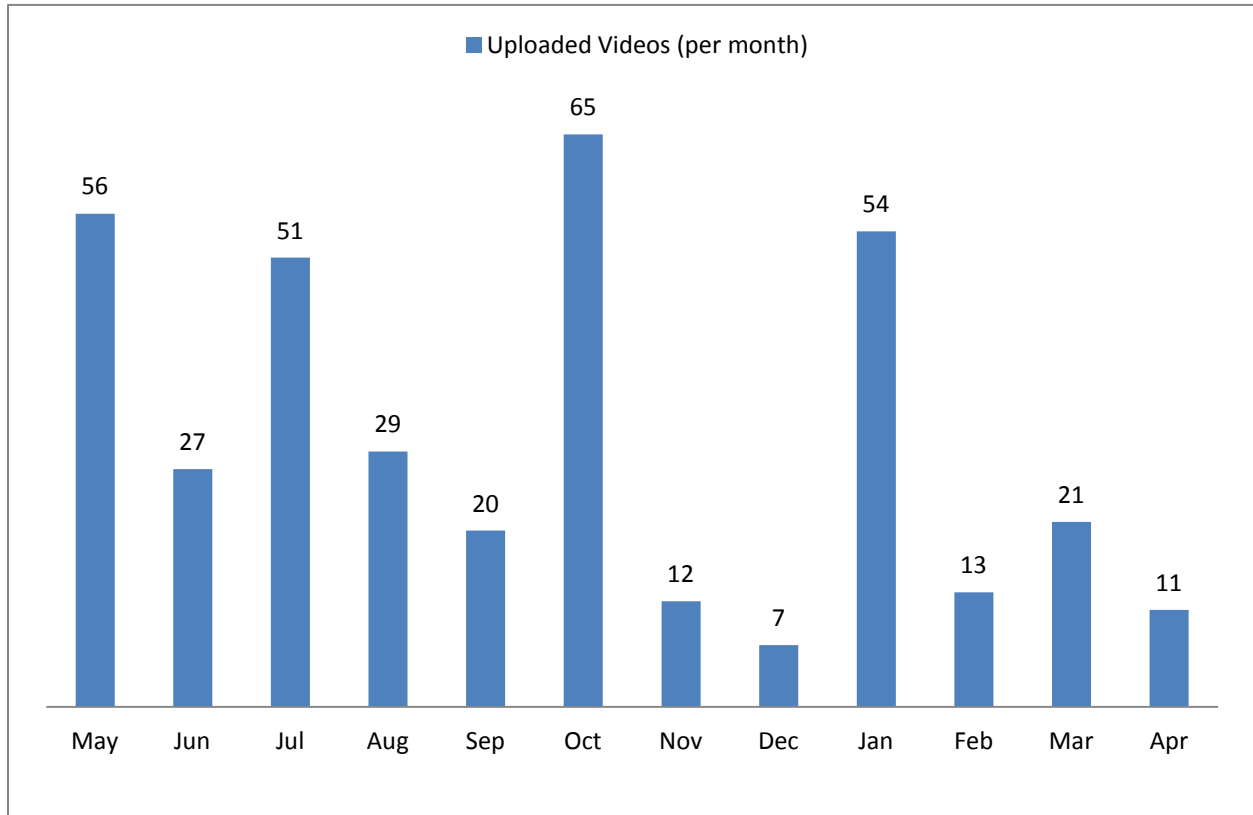


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

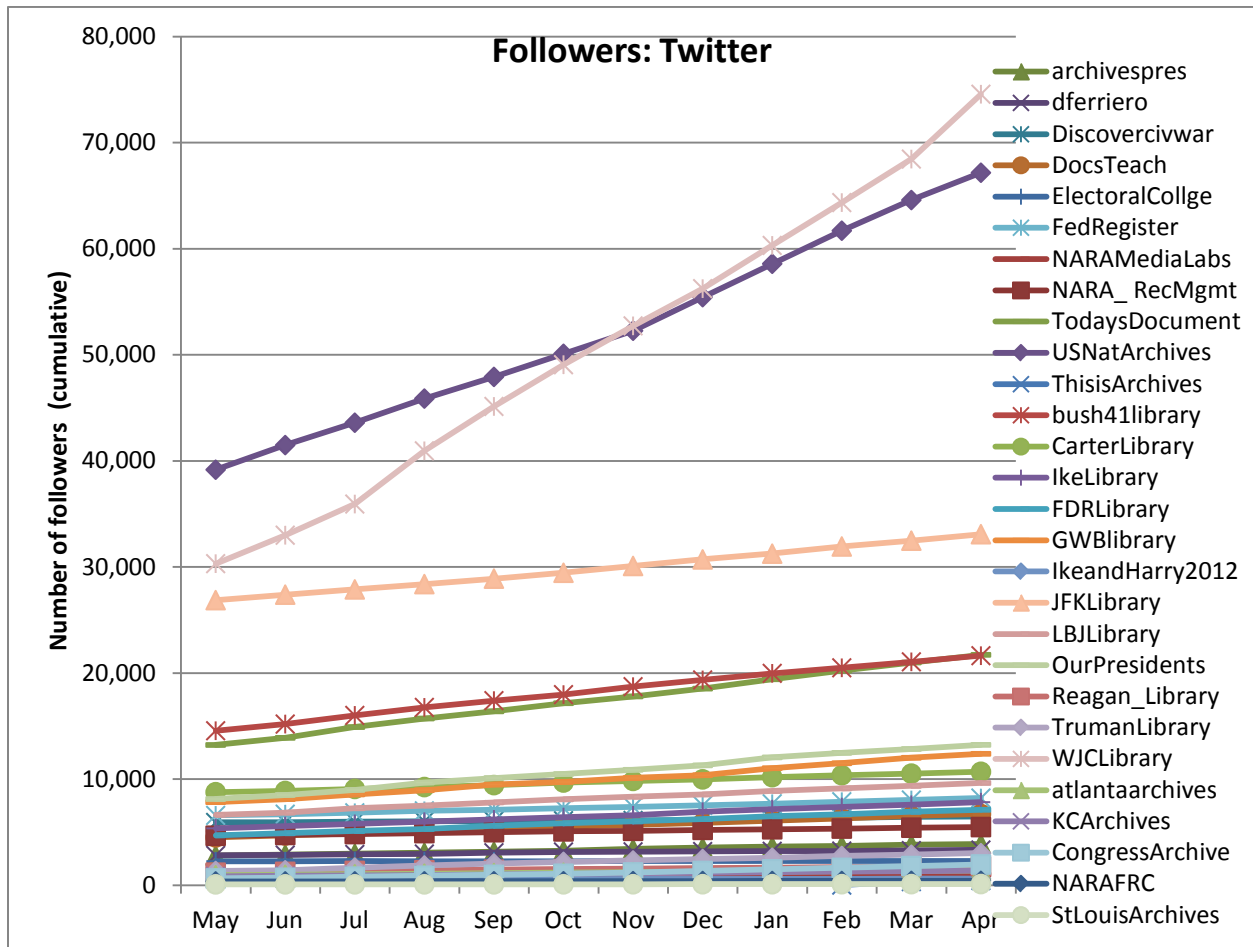


Top 5 Most Viewed Videos for April 2015 on US National Archives Channel

Video Title	Views
Stories from the Great Depression	11,209
Batman for U.S. Savings Bonds, ca. 1956	11,095
Why We Fight: The Battle of Russia	8,893
Avrocar Continuation Test Program and Terrain Test Program 06/01/1960-06/14/1961	8,460
Volks-Deutsche / Jungen in USA	6,914

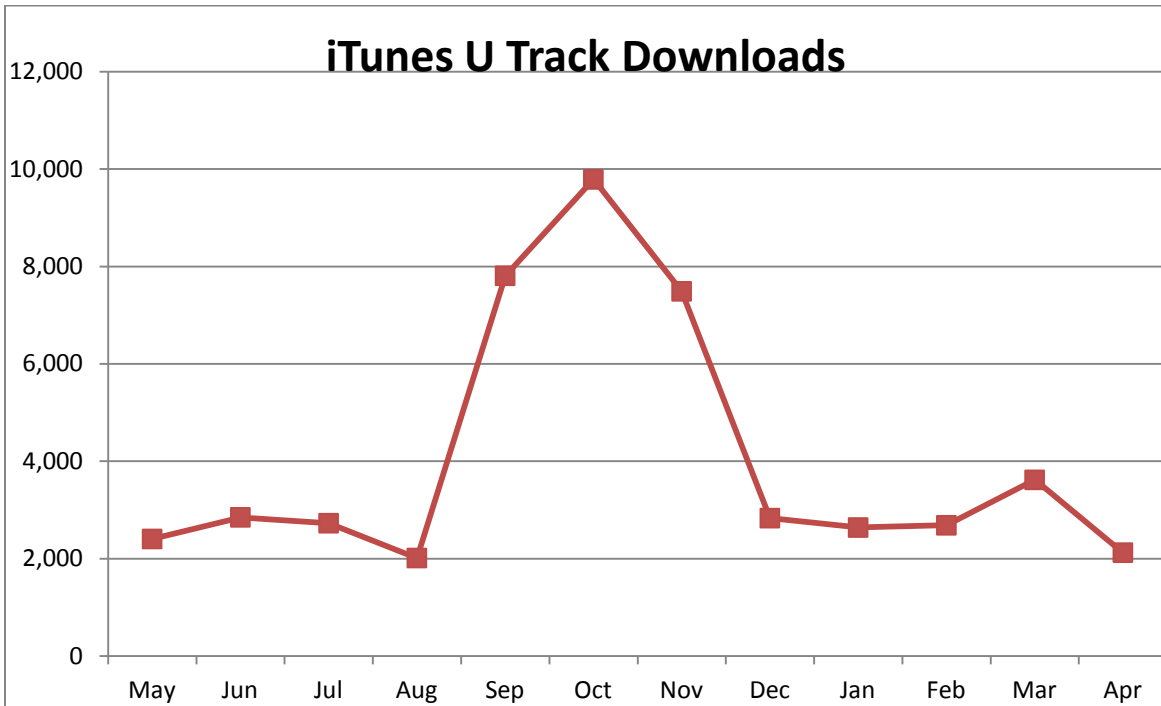
Social Media Tools: Detail View – Twitter

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

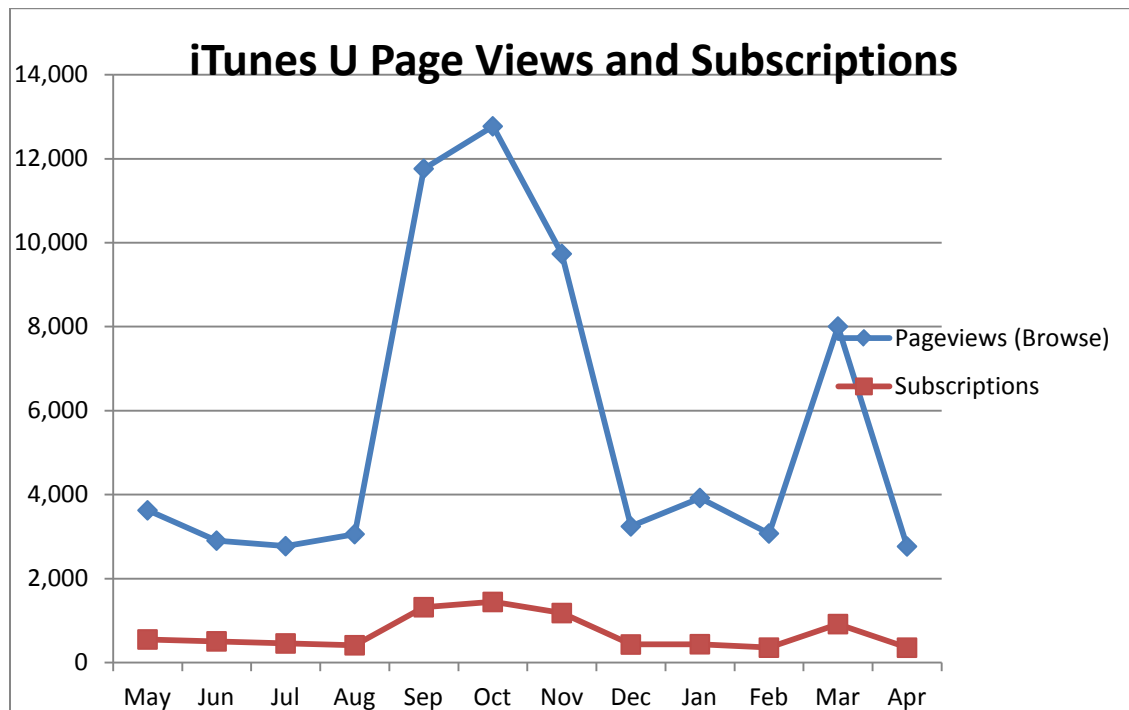


Social Media Tools: Detail View – iTunes U

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

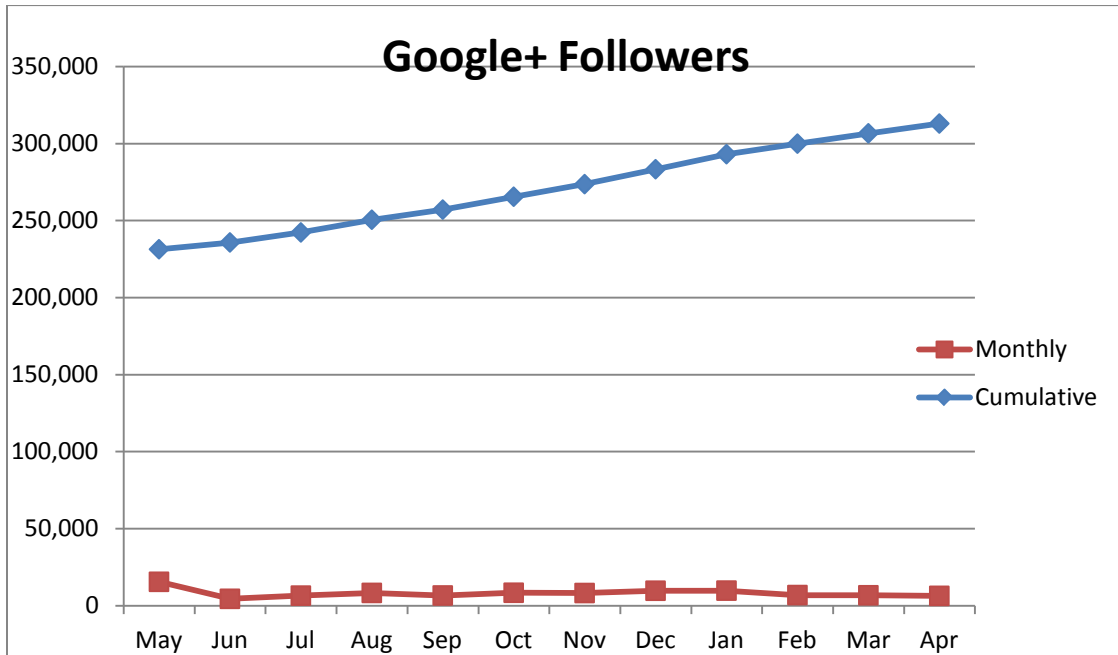


Page Views and Subscriptions on U.S. National Archives iTunes U (Source: Appendix VI)



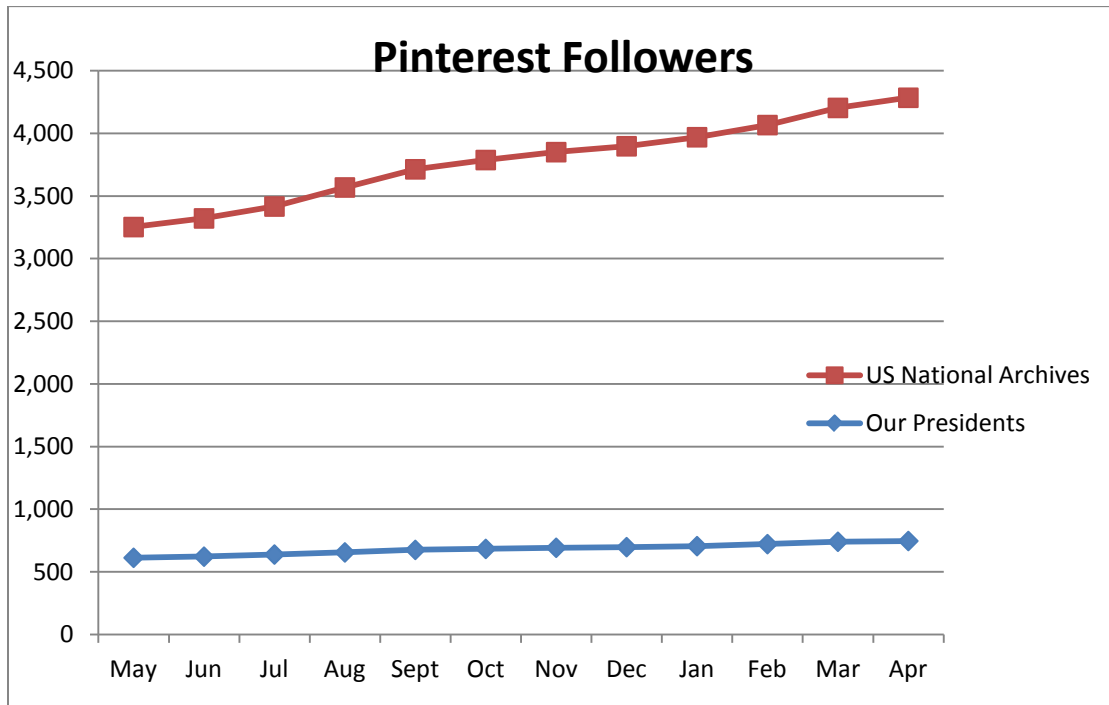
Social Media Tools: Detail View – Google+

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.

	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April
Acts of Congress	38	19	25	20	60	46	23	18	42	25	17	20
Annotation (NHPRC)	602	680	552	928	728	494	420	674	886	677	334	263
AOTUS	2,446	1,854	2,463	2,191	1,804	2,982	1,930	2,380	1,437	1,346	2,884	1,346
Carter Chronicle	282	171	403	170	252	419	444	441	264	222	226	216
Education Updates	2,459	2,140	1,428	1,435	4,050	3,591	3,413	2,896	3,660	3,374	3,288	2,379
FOIA	1,259	1,435	982	1,138	732	1,007	960	782	990	975	1,476	1,386
Unwritten Record (formerly Media Matters)	2,970	4,426	3,842	5,118	4,099	4,529	4,795	4,163	5,479	4,617	4,780	5,171
NARAtions	3,979	3,754	3,510	3,518	3,419	3,608	4,433	3,369	4,389	3,945	4,264	5,252
NDC Blog	997	699	593	563	781	698	1,029	961	890	839	1,401	970
Rediscovering Black History	898	822	770	679	1,043	1,289	1,518	1,859	1,601	3,985	2,167	1,533
Prologue Blog	11,307	7,670	7,959	8,126	12,996	23,218	19,172	13,847	14,236	14,913	15,435	15,721
Records Express Blog	1,663	1,523	1,612	2,564	3,173	1,839	1,711	2,859	1,956	1,829	3,139	3,588
The Text Message	4,801	3,243	2,896	2,570	3,457	4,102	4,654	4,199	4,733	4,143	4,008	4,628
Transforming Classification (PIDB)	322	315	358	478	306	376	258	227	268	244	313	321
MONTHLY TOTAL	34,197	28,919	27,510	29,518	36,901	48,198	44,760	38,675	40,831	41,134	43,732	42,794

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.

	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April
Acts of Congress	58	24	32	26	77	65	33	22	47	28	20	31
Annotation (NHPRC)	910	1,010	824	1,328	1,107	699	652	995	1,224	1,000	473	448
AOTUS	4,147	3,406	4,109	3,470	3,000	4,695	3,254	3,807	2,566	2,314	4,389	2,312
Carter Chronicle	419	268	632	321	365	643	642	615	382	344	332	370
Education Updates	3,542	3,172	2,314	2,224	5,699	5,785	5,153	4,245	5,532	4,882	4,852	3,866
FOIA	2,062	2,744	1,765	2,199	1,289	1,946	1,771	1,539	1,811	1,815	2,666	2,430
Unwritten Record (formerly Media Matters)	5,006	7,174	5,329	6,900	6,625	7,713	8,303	6,729	10,024	8,433	8,141	14,258
NARAtions	6,807	6,190	5,929	6,192	5,747	6,238	8,912	6,042	8,058	7,348	7,634	9,522
NDC Blog	1,527	1,151	1,111	966	1,271	1,241	1,720	1,623	1,810	1,642	2,327	1,678
Rediscovering Black History	1,497	1,340	1,368	1,229	1,846	2,277	2,816	2,795	2,827	6,338	3,823	2,604
Prologue Blog	18,080	13,081	13,159	14,029	21,475	37,463	32,273	23,555	23,561	24,412	24,756	24,813
Records Express Blog	2,831	2,842	2,756	4,441	5,318	3,748	3,196	5,039	3,450	3,558	5,508	5,646
The Text Message	7,001	5,043	4,767	4,319	5,418	6,576	7,369	6,829	7,383	6,599	6,712	7,144
Transforming Classification (PIDB)	470	515	546	605	383	488	430	292	353	354	406	419
MONTHLY TOTAL	54,570	48,171	44,807	48,285	59,626	79,577	76,524	64,127	69,028	69,067	72,039	75,541

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.

*Migrated to Wordpress.com. Unique visitors is not calculated

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April
Acts of Congress	708	726	751	770	828	870	893	911	953	978	994	1,012
Annotation (NHPRC)	2,549	2,932	3,229	3,848	4,327	4,682	4,950	5,403	6,076	6,591	6,841	7,054
AOTUS	125,68	127,01	128,67	130,17	131,591	133,863	135,359	136,970	138,124	139,221	141,535	142,649
Carter Chronicle	6,577	6,708	6,989	7,122	7,318	7,667	8,014	8,387	8,614	8,803	8,984	9,165
Education Updates	26,786	28,424	29,534	30,678	34,062	37,035	39,935	42,377	45,507	48,390	51,097	*
FOIA	24,522	25,481	26,179	27,021	27,604	28,302	29,035	29,635	30,352	31,088	32,084	33,050
Unwritten Record	20,126	23,408	26,567	30,947	34,091	37,557	41,519	44,968	49,527	53,413	57,374	61,732
NARAtions	175,02	178,18	181,14	184,25	187,290	190,394	194,272	197,129	200,855	204,331	207,921	212,372
NDC Blog	89,193	89,725	90,201	90,689	91,305	91,891	92,702	93,522	94,241	94,984	95,947	96,707
Rediscovering Black History	5,976	6,590	7,164	7,652	8,461	9,469	10,638	12,168	13,506	16,825	18,514	19,796
Prologue Blog	323,87	330,38	337,02	343,72	355,148	375,666	392,459	404,407	416,999	430,024	443,116	456,571
Records Express Blog	45,511	46,565	47,644	49,289	51,223	52,439	53,649	55,562	56,942	58,263	60,534	62,938
The Text Message	105,06	107,77	110,05	112,15	114,998	118,263	122,172	125,687	129,708	133,224	136,587	140,464
Transforming Classification	8,420	8,596	8,797	9,121	9,333	9,577	9,769	9,927	10,134	10,314	10,521	10,734
MONTHLY TOTAL	961,39	983,98	1,005,5	1,029,0	1,059,1	1,099,2	1,136,9	1,168,6	1,203,1	1,236,4	1,272,0	1,254,2

APPENDIX II.D: Blog Unique Viewers (Monthly)

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

	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April
Acts of Congress	33	18	25	19	58	42	23	18	42	25	16	18
Annotation (NHPRC)	406	383	297	619	479	355	268	453	673	515	250	213
AOTUS	1,829	1,332	1,659	1,500	1,418	2,272	1,496	1,611	1,154	1,097	2,314	1,114
Carter Chronicle	215	131	281	133	196	349	347	373	227	189	181	181
Education Updates	2024	1638	1110	1,144	3,384	2,973	2,900	2,442	3,130	2,883	2,707	*
FOIA	874	959	698	842	583	698	733	600	717	736	996	966
Unwritten Record (formerly Media Matters)	2160	3282	3159	4,380	3,144	3,466	3,962	3,449	4,559	3,886	3,961	4,358
NARAtions	3,386	3,158	2,961	3,111	3,034	3,104	3,878	2,857	3,726	3,476	3,590	4,451
NDC Blog	859	532	476	488	616	586	811	820	719	743	963	760
Rediscovering Black History	717	614	574	488	809	1,008	1,169	1,530	1,338	3,319	1,689	1,282
Prologue Blog	9,931	6,505	6,645	6,692	11,427	20,518	16,793	11,948	12,592	13,025	13,092	13,455
Records Express Blog	1,176	1,054	1,079	1,645	1,934	1,216	1,210	1,913	1,380	1,321	2,271	2,404
The Text Message	4,075	2,704	2,284	2,095	2,847	3,265	3,909	3,515	4,021	3,516	3,363	3,877
Transforming Classification (PIDB)	194	176	201	324	212	244	192	158	207	180	207	213
MONTHLY TOTAL	27,998	22,593	21,533	23,495	30,141	40,096	37,691	31,687	34,485	34,911	35,600	33,292

*migrated to Wordpress.com. Unique visitors is not calculated.

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

	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April
Acts of Congress	0	0	0	0	0	0	0	0	0	0	0	0
Annotation (NHPRC)	9	11	12	15	18	13	17	21	24	20	19	18
AOTUS Blog	1,088	1,070	1,052	1,038	1,035	287	256	256	284	268	276	332
AOTUS Tumblr	9	11	9	2	11	2	4	3	2	2	3	1
Carter Chronicle	991	909	729	640	698	735	787	634	711	645	421	411
Education Updates	72	67	50	63	58	67	49	38	49	51	45	33
FOIA Ombudsman	82	94	91	73	99	67	44	47	58	46	70	67
Media Matters	93	56	81	84	64	57	53	56	121	106	113	153
NARAtions	1,123	1,238	1,095	268	1,095	1,072	223	237	254	244	257	277
NDC Blog	233	171	222	154	153	267	178	168	184	185	155	140
Prologue	554	628	543	392	309	595	331	320	329	366	347	355
Records Express	362	206	317	324	332	181	163	150	195	157	187	205
Rediscovering Black History	22	20	17	18	18	15	22	26	24	21	25	28
Text Message	197	143	185	93	128	101	100	107	119	100	116	101
Today's Document Tumblr	112	83	82	108	106	68	51	55	68	57	61	77
Transforming Classification (PIDB)	1,271	845	674	651	739	761	715	502	652	642	441	425
MONTHLY TOTAL	6,224	5,563	5,167	3,928	4,867	4,292	2,993	2,620	3,074	2,910	2,536	2,623

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.)

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April
Monthly Total (A+P+R)	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	10,809,079	8,407,311	11,883,471
Agency-Wide Total	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	4,697,328	3,900,245	4,528,313
US National Archives	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	3,215,859	3,069,415
Afro-American HS	990	1,703	825	1,699	1,028	2,105	6,546	8,862	21,730	33,493	6,169	2,165
Assembly	161	1,359	1,025	640	1,184	659	950	1,770	7,905	135,822	399	301
Archival Recovery	1,189	7,305	10,218	16,415	15,822	13,733	16,885	11,286	12,818	23,549	16,976	13,847
Constitution	26,717		36,361	9,851	78,758	31,852	13,432	22,402	9,946	14,770	17,809	14,632
Federal Register	5,082	4,062	23,613	6,131	4,383	3,131	1,943	1,422	14,017	15,756	27,232	70,460
Federal Records Centers	615	456	480	519	387	964	638	858	2,051	4,036	2,410	968
Applied Research	1,828	5,019	1,686	4,747	11,471	10,361	12,835	13,010	13,041	21,246	9,392	2,119
NHPRC	36,747	72,864	71,478	107,340	245,306	90,605	97,254	185,524	137,097	196,287	233,782	343,824
Noon Lectures	3,297	2,312	17,662	881	8,801	13,602	1,044	580	1,064	1,253	1,917	1,359
Preservation	8,664	32,505	56,310	36,498	133,129	80,089	29,008	28,539	266,618	69,076	32,375	96,679
Research	7,955	234,963	12,207	23,546	19,830	31,602	6,512	5,886	23,794	39,740	76,990	21,481
Today's Document	12,435	45,751	59,548	42,954	55,786	47,100	45,188	98,420	134,547	197,972	171,009	137,247
Students and Interns	15,206	24,331	49,145	18,009	16,185	19,576	8,059	21,433	10,549	2,338	3,190	2,352
Electoral College	2,020	1,438	3,984	1,380	1,210	975	1,907	2,736	3,896	3,652	1,085	1,225
Education	52,478	33,214	36,339	25,283	108,728	88,851	78,009	41,830	129,710	108,950	83,651	750,239
Presidential Total	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	5,624,824	4,093,840	6,795,080
Bush	340,486	2,916,574	838,337	797,565	758,563	730,963	825,844	258,321	219,662	184,776	288,692	321,166
GWB	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	1,591,821	2,889,346
Carter	132,945	185,032	243,618	174,397	275,292	276,627	169,731	155,167	254,658	170,680	256,809	280,020
Clinton	916,498	56,440	349,859	251,657	193,070	387,390	740,723	404,686	199,674	171,865	428,288	598,325
Eisenhower	110,378	446,490	388,341	544,862	101,484	1,698,940	124,717	238,386	115,820	139,862	268,996	609,365
Ford Library	35,962	18,606	31,971	32,808	31,688	38,159	18,850	16,488	15,989	16,912	12,294	60,258
Ford Museum	170,764	155,765	171,758	183,153	531,407	210,549	99,694	48,352	68,736	59,887	80,974	243,722
Hoover	56,451	66,622	71,515	56,261	71,451	68,239	22,939	34,743	30,456	26,014	41,217	79,958

Johnson	277,143	199,188	236,474	355,942	600,632	273,464	244,454	222,125	368,131	402,971	337,898	481,448
Nixon	517,021	351,636	352,150	660,521	446,888	466,862	445,052	367,020	442,309	446,018	557,428	353,907
Reagan	40457	20,237	20,434	13,799	24,873	38,855	19,561	82,876	59,301	73,958	32,209	300,791
Roosevelt	87,660	497,445	171,428	399,200	695,673	238,842	134,219	158,232	173,378	112,118	80,883	154,737
Truman	334,013	237,311	320,051	514,047	245,303	281,502	191,452	128,006	106,149	142,783	116,331	422,037
Regional Total	220,888	261,383	343,019	192,968	845,063	341,945	389,636	422,937	450,331	486,927	413,226	560,078
Anchorage (retired)	4,634	2,204	908									
Atlanta	15,288	18,607	30,953	14,038	122,007	38,021	14,998	14,598	14,768	22,262	12,599	16,037
Boston	46049	77,181	122,201	55,349	513,701	126,896	253,845	236,738	193,238	163,068	256,827	328,657
Chicago	29,810	17,531	15,379	23,434	23,704	25,258	21,702	24,548	9,460	14,521	11,147	10,784
Denver	34,990	12,700	10,064	10,898	15,714	58,750	13,970	40,722	91,536	60,747	13,159	7,349
Fort Worth	10,982	31,838	21,330	11,873	47,166	18,961	10,619	28,524	42,687	29,008	33,781	29,366
Kansas City	27,787	46,663	28,840	28,304	31,067	23,350	30,833	17,295	32,694	36,723	18,420	25,444
New York	14,310	17,592	76,965	14,008	21,880	17,759	19,871	16,826	23,131	19,785	16,660	25,915
Philadelphia	16,877	7,129	11,526	12,169	12,778	10,681	9,986	13,274	15,084	65,422	19,701	70,382
Riverside	2,594	9,376	3,525	5,564	5,666	3,938	907	2,608	1,507	25,657	6,824	5,092
Seattle	3,238	5,175	4,671	2,466	2,230	4,405	2,798	7,896	15,353	41,092	15,871	35,032
St. Louis	14,329	15,387	16,657	14,865	49,150	13,926	10,107	19,908	10,873	8,642	8,237	6,020

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.)

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April
Monthly Total (A+P+R)	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	2,832,257	2,337,566	3,586,722
Agency-Wide Total	644,390	1,797,708	650,314	919,134	1,004,744	619,233	792,580	2,471,189	1,290,376	1,282,074	896,148	1,252,959
US National Archives	597,432	1,728,850	539,177	832,923	737,676	490,014	696,888	2,357,075	1,017,984	1,007,687	705,573	660,392
Afro-American HS	148	574	296	714	379	921	3,304	4,112	10,452	13,209	1,499	425
Assembly	11	673	494	282	565	303	430	891	3,961	73,116	140	85
Archival Recovery	317	1,568	2,135	3,776	2,696	2,566	2,971	2,420	2,043	2,517	2,681	2,030
Constitution	10,425	8,323	13,734	4,469	38,350	14,385	5,222	14	3,135	5,555	6,878	5,654
Federal Register	1,314	1,389	9,135	1,470	1,190	882	607	369	5,278	5,281	10,265	27,823
Federal Records Centers	46	100	143	80	106	349	216	302	361	492	357	151
Applied Research	420	1,427	648	1,192	3,482	2,760	3,927	5,389	5,239	8,355	2,831	721
NHPRC	6,605	17,812	15,716	34,326	107,613	20,424	26,329	58,379	37,999	55,196	70,891	129,183
Noon Lectures	689	353	9,660	157	3,589	6,826	192	164	257	228	308	286
Preservation	2,119	12,707	21,185	13,089	52,761	27,634	11,470	8,123	113,522	26,730	9,976	46,338
Research	1,568	6,690	5,768	10,071	6,430	9,474	2,239	1,940	5,676	11,582	29,929	6218
Today's Document	1,338	5,876	10,511	5,306	5,816	5,669	5,280	13,430	32,156	28,626	21,910	14,827
Students and Interns	1,681	3,168	10,180	4,460	3,140	3,853	2,463	3,433	3,112	729	539	406
Electoral College	624	544	1,966	702	412	299	670	1,113	1,650	1,820	419	397
Education	19,653	7,654	9,566	6,117	40,539	32,874	30,372	14,035	47,551	40,951	31,952	358,023
Presidential Total	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	1,394,282	1,328,029	2,126,332
Bush	120,169	629,981	300,574	233,948	274,289	244,931	270,293	110,231	88,424	73,905	118,752	133,433
GWB	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	401,239	688,317
Carter	43,886	59,753	82,892	56,564	90,769	97,679	49,490	41,540	77,782	52,254	81,663	87,772
Clinton	447,526	20,622	143,993	100,713	75,236	154,736	285,975	157,809	81,038	70,181	180,058	249,615
Eisenhower	34,322	1,544,473	216,690	227,593	39,787	870,134	49,336	90,063	36,401	46,951	90,294	199,422
Ford Library	14,865	4,980	13,499	10,048	10,535	15,176	8,039	5,338	6,002	5,498	4,513	16,444
Ford Museum	68,072	60,168	72,133	70,797	204,238	85,479	38,316	19,400	22,404	22,600	29,878	91,397
Hoover	20,660	22,244	26,292	22,481	22,668	20,944	7,932	14,369	9,023	8,009	14,768	23,040

Johnson	121,264	82,748	95,596	156,019	267,488	115,629	92,890	80,488	159,410	172,433	133,626	187,799
Nixon	173,445	131,666	122,194	273,489	160,007	179,447	156,034	130,996	166,400	149,200	194,815	124,735
Reagan	8,083	6,066	6,987	5,911	9,688	18,650	6,642	40,102	21,591	25,380	9,752	136,869
Roosevelt	28,506	230,544	54,644	161,829	233,218	84,791	53,156	50,605	66,832	33,534	30,030	48,248
Truman	136,950	76,410	130,620	206,840	72,123	86,104	71,072	41,014	32,720	48,581	38,641	139,241
Regional Total	58,714	75,887	113,857	56,915	447,185	109,142	118,150	128,642	146,373	155,901	113,389	207,431
Anchorage	1,349	684	420									
Atlanta	6,278	6,142	12,122	4,901	58,642	14,627	5,283	3,982	3,647	5,815	4,382	5,334
Boston	7,552	15,646	27,610	12,313	316,134	33,091	78,409	69,532	51,946	36,864	71,148	126,025
Chicago	10,184	4,399	4,134	10,564	8,699	8,439	6,593	5,263	2,071	2,334	2,528	3,412
Denver	14,859	4,433	3,763	3,471	5,682	28,133	4,869	17,966	44,978	27,694	4,550	3,334
Fort Worth	2,357	9,219	3,961	2,648	14,175	5,593	2,895	8,686	13,948	7,257	8,223	6,344
Kansas City	4,977	17,657	8,758	8,874	12,357	5,323	8,793	4,172	12,076	12,929	5,133	7,480
New York	2,868	6,399	41,658	4,805	6,309	5,331	4,460	3,515	5,732	3,763	4,340	7,325
Philadelphia	3,765	1,800	2,583	3,641	2,711	2,424	3,365	4,469	3,866	27,590	3,846	28,221
Riverside	547	2,916	1,012	1,134	1,419	1,405	433	1,248	670	12,756	1,932	1,592
Seattle	502	1,216	1,734	731	586	1,354	1,004	2,060	4,616	16,104	5,617	16,288
St. Louis	3,476	5,376	6,102	3,833	20,471	3,422	2,046	7,749	2,823	2,795	1,690	2,066

APPENDIX V: Twitter Followers (Cumulative)

	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April
archivespres	2,803	2,901	2,980	3,075	3,175	3,262	3,425	3,546	3,645	3,724	3,833	3,892
dferriero	2,823	2,853	2,913	2,956	3,071	3,145	3,162	3,188	3,214	3,237	3,277	3,333
Discovercivwar	5,927	5,952	6,000	6,032	6,057	6,094	6,121	6,147	6,240	6,352	6,443	6,498
DocsTeach	4,515	4,698	4,895	5,125	5,315	5,519	5,713	5,875	6,085	6,300	6,542	6,721
ElectoralCollge	2,275	2,276	2,278	2,273	2,266	2,270	2,279	2,294	2,293	2,287	2,293	2,290
FedRegister	6,592	6,705	6,839	7,024	7,125	7,267	7,396	7,527	7,689	7,882	8,046	8,226
NARAMediaLabs	357	400	445	482	519	558	629	696	774	853	936	1,006
NARA_RecMgmt	4,672	4,751	4,834	4,924	5,009	5,086	5,140	5,228	5,286	5,352	5,433	5,493
TodaysDocument	13,229	13,900	14,918	15,723	16,398	17,165	17,803	18,542	19,423	20,228	21,003	21,725
USNatArchives	39,173	41,495	43,603	45,878	47,921	50,099	52,272	55,435	58,583	61,700	64,589	67,165
ThisisArchives										20	347	454
Bush41library	14,572	15,200	16,017	16,773	17,410	17,975	18,726	19,361	19,981	20,503	21,065	21,644
CarterLibrary	8,777	8,891	9,088	9,263	9,448	9,693	9,845	9,989	10,197	10,378	10,527	10,700
IkeLibrary	5,370	5,588	5,792	5,996	6,216	6,430	6,601	6,939	7,177	7,380	7,592	7,840
FDRLibrary	4,710	4,904	5,115	5,310	5,615	5,843	6,017	6,241	6,501	6,700	6,924	7,119
GWBLibrary	7,843	8,126	8,566	8,968	9,504	9,743	10,121	10,381	11,041	11,506	12,022	12,395
IkeandHarry2012	591	592	596	605	610	610	615	614	613	613	619	625
JFKLibrary	26,883	27,400	27,894	28,394	28,908	29,462	30,104	30,720	31,263	31,940	32,489	33,097
LBJLibrary	6,649	6,846	7,259	7,516	7,812	8,100	8,340	8,563	8,887	9,128	9,369	9,643
OurPresidents	8,136	8,517	8,990	9,684	10,116	10,491	10,889	11,307	12,059	12,484	12,849	13,240
Reagan_Library	1,191	1,271	1,358	1,426	1,477	1,537	1,583	1,619	1,672	1,729	1,760	1,806
TrumanLibrary	1,354	1,419	1,672	1,871	2,057	2,214	2,342	2,477	2,602	2,769	2,885	3,031
WJCLibrary	30,319	33,000	35,938	40,954	45,137	49,073	52,732	56,239	60,313	64,350	68,452	74,565
atlantaarchives	956	996	1,045	1,097	1,157	1,194	1,233	1,261	1,293	1,333	1,363	1,389
KCArchives	857	898	933	979	1,026	1,080	1,131	1,187	1,244	1,293	1,333	1,386
CongressArchive	653	714	820	902	992	1,089	1,214	1,354	1,507	1,646	1,815	1,964
NARAFRC	369	371	374	377	380	383	395	405	407	407	419	420
StLouisArchives	93	93	94	94	94	97	103	106	106	109	115	122
TOTAL	228,454	237,819	248,531	261,202	272,469	255,479	265,931	277,241	290,095	302,203	314,340	327,789

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

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April
Page Views	3,629	2,907	2,776	3,062	11,763	12,773	9,736	3,246	3,923	3,077	8,006	2,769
Track Downloads	2,404	2,848	2,728	2,013	7,809	9,788	7,490	2,832	2,639	2,685	3,618	2,123
Subscriptions	554	509	459	416	1,322	1,447	1,183	434	441	359	920	358

APPENDIX VII: Google+ Followers

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April
Monthly Followers	15,467	4,422	6,492	8,252	6,582	8,358	8,181	9,676	9,755	6,853	6,714	6,340
Cumulative Followers	231,407	235,829	242,321	250,573	257,155	265,513	273,694	283,370	293,125	299,978	306,692	313,032

APPENDIX VIII: Pinterest Followers (Cumulative)

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April
US National Archives	3,253	3,322	3,417	3,569	3,714	3,788	3,851	3,898	3,970	4,067	4,204	4,285
Our Presidents	613	622	639	656	676	684	693	698	706	722	741	747

APPENDIX IX: Instagram Followers (Cumulative)

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April
US National Archives	764	976	1,253	1,553	1,710	1,877	2,216	2,614	3,177	3,565	3,922	4,254
Ike Library	64	89	102	112	122	135	139	147	155	192	216	232
Clinton Library	82	89	136	158	165	216	272	288	320	349	376	1,204
FDR Library											43	54

APPENDIX X: HistoryPin Channel Views(Cumulative)

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April
Channel Views	17,461	17,849	18,292	19,263	19,663	20,138	20,506	20,992	21,389	21,805	22,196	22,793