

JUNE FY2015 OVERVIEW

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	49,704 Views	29,054 Visitors
Tumblr Blogs	24,792 Views	13,289 Visitors
Facebook	10,367,989 Impressions	3,764,436 Reach
National Archives YouTube Channel	124,295 Views	18,259 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	2,460,935 Views	8,849 Total Contacts
Our Archives Wiki (Retired)	Retired	Retired
Twitter (all NARA feeds)	--	342,400 Total Followers
FourSquare	883 New Check-ins	2 New Followers
iTunes U	2,296 Views	314 New Subscribers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2015 Views (to date)	FY 2014 Views
Archives.gov Blogs	622,596	641,494
Tumblr Blogs	258,919	501,398
Facebook	105,505,864	88,139,965
National Archives YouTube Channel	1,114,725	1,127,103
Flickr (USNatArchives & ArchivesNews)	18,56,959	45,024,298
Our Archives Wiki (Retired)	Retired	164,891

EXTERNAL BLOGS AND TUMBLOGS

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

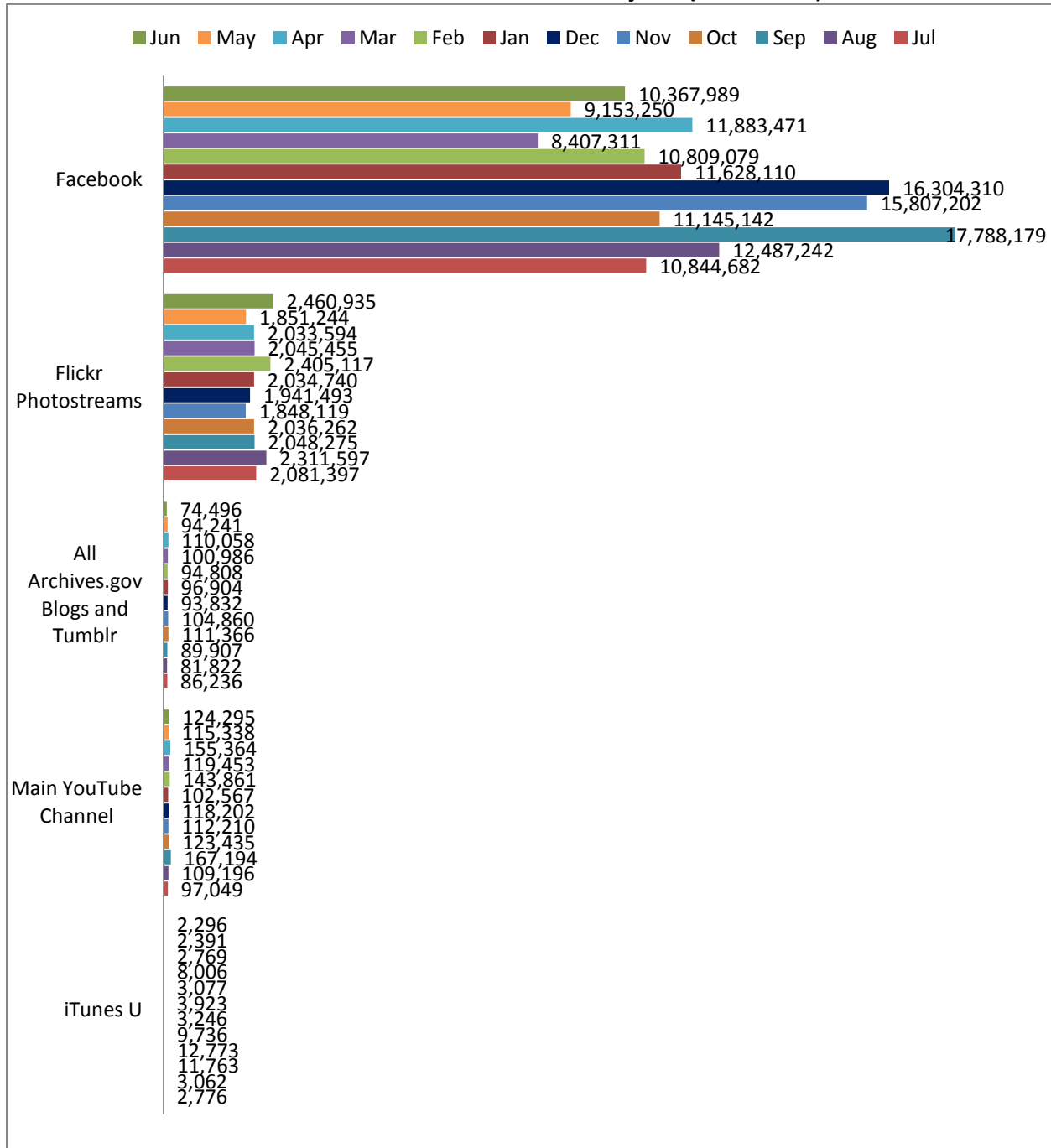
INTERNAL (NARA@WORK) BLOGS

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

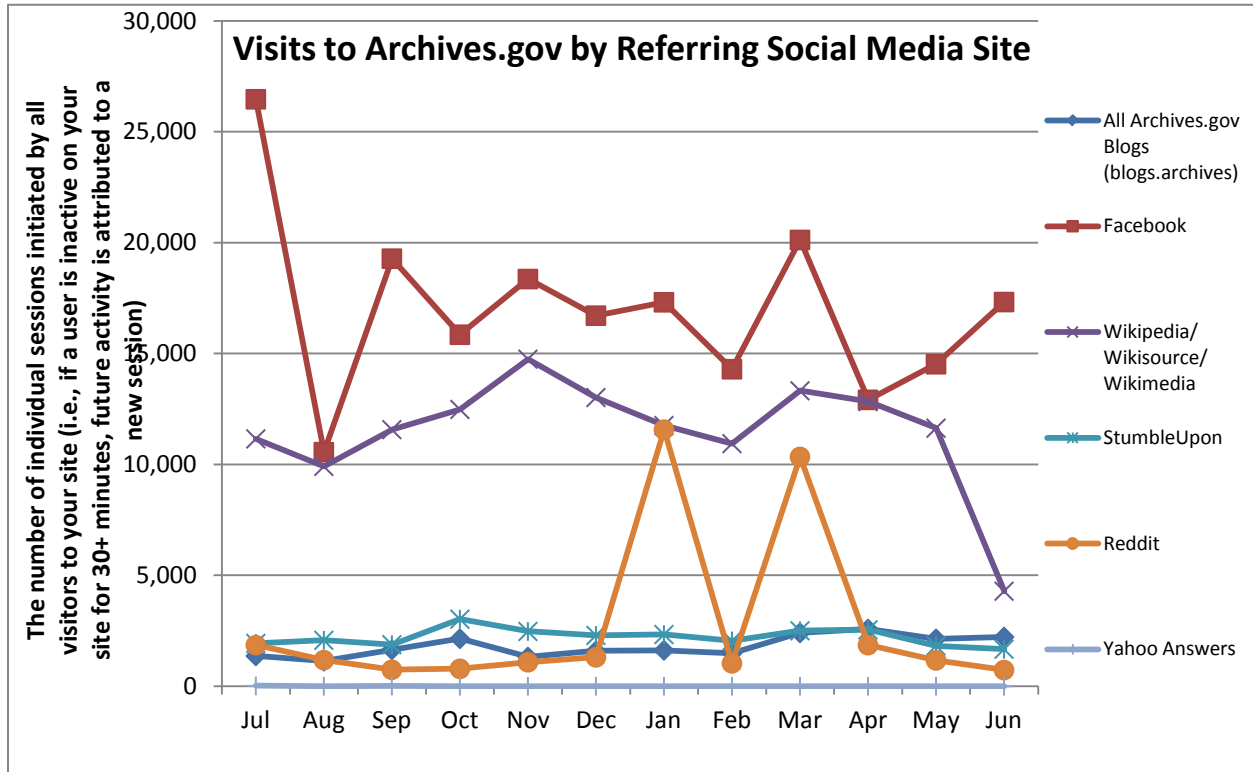
SOCIAL MEDIA TOOLBOX (Tools currently in use)

- 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)

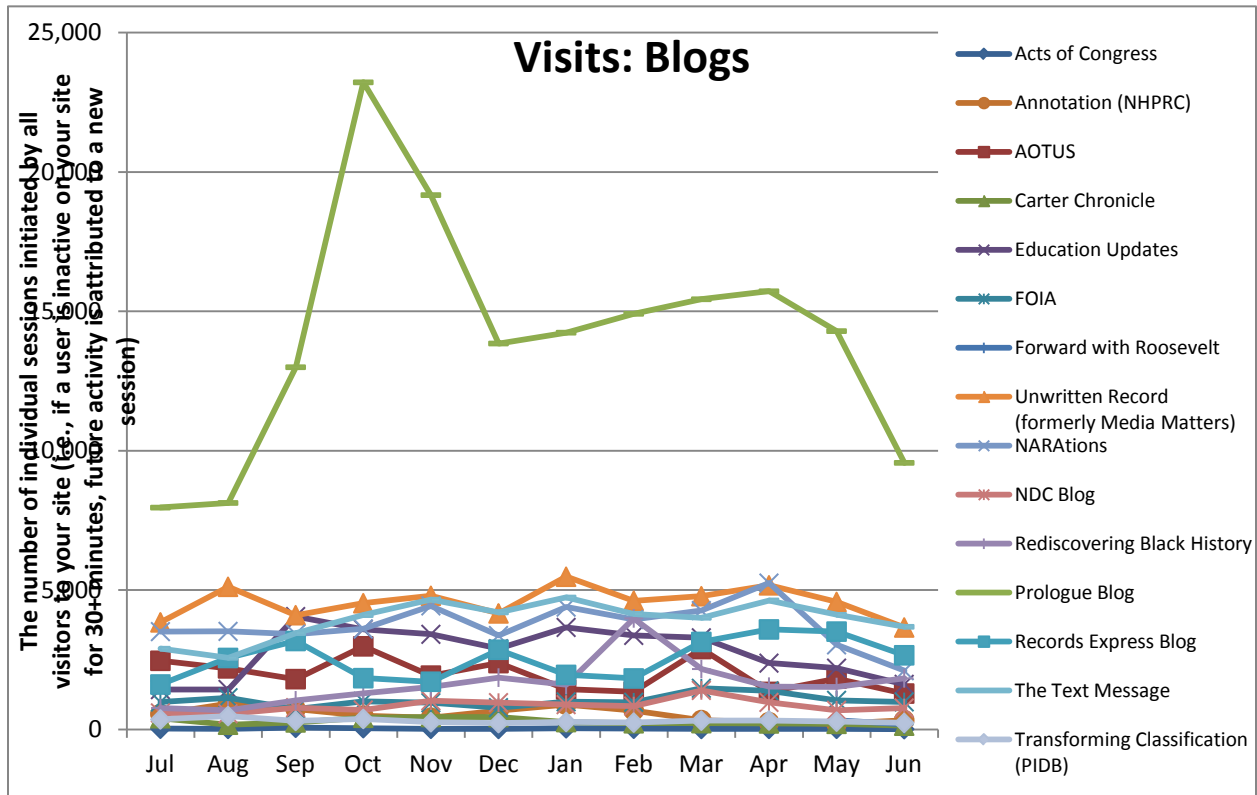


New External Social Media Projects: June Projects

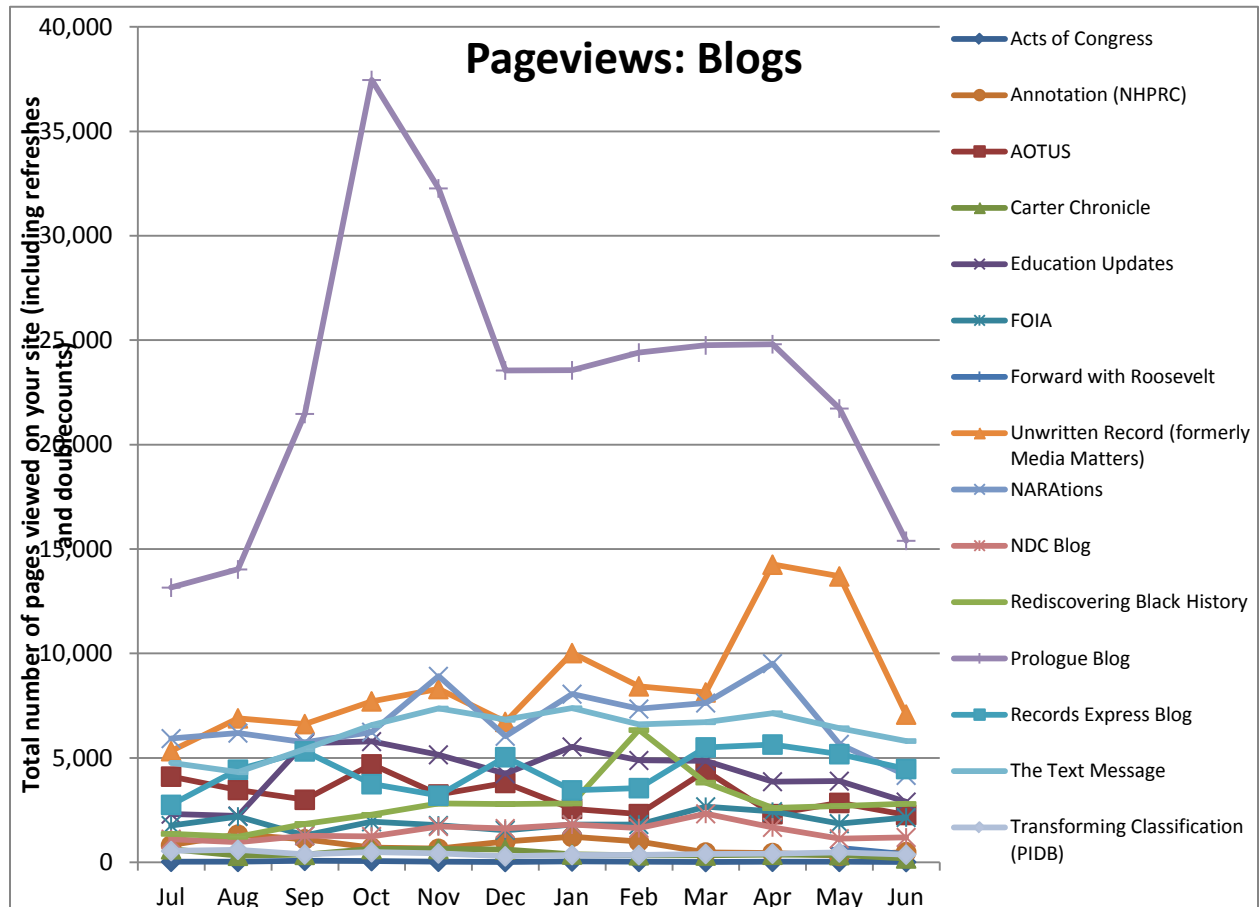
	ZeeMaps	Facebook	Flickr	Twitter	Eventbrite	Tumblr	Blog	YouTube	Instagram
July									
August									
September					1				
October				1					
November									
December									
January						1			
February				1					
March	1								1
April				1					
May									
June				1					1

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

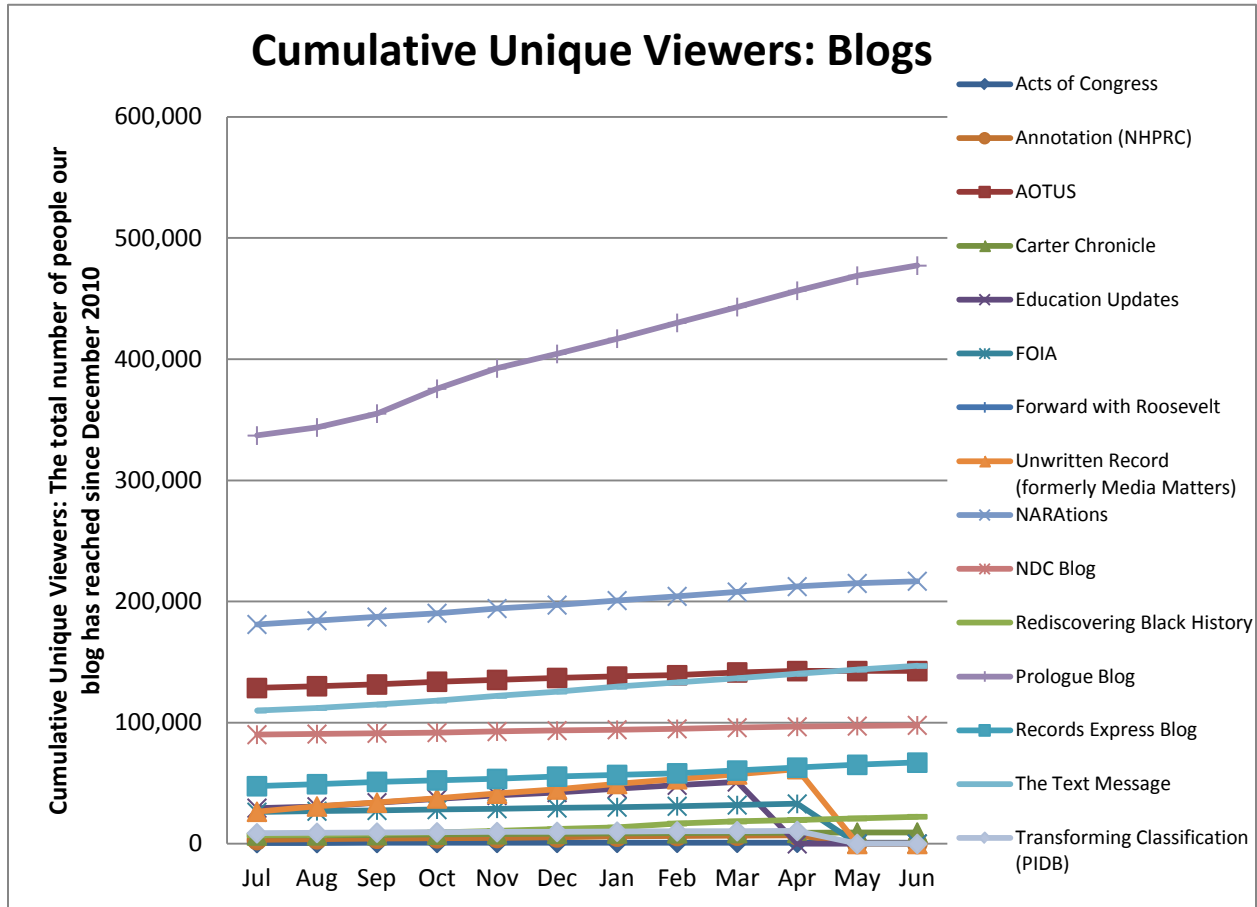
Blog Visits (Source: Appendix II.A)



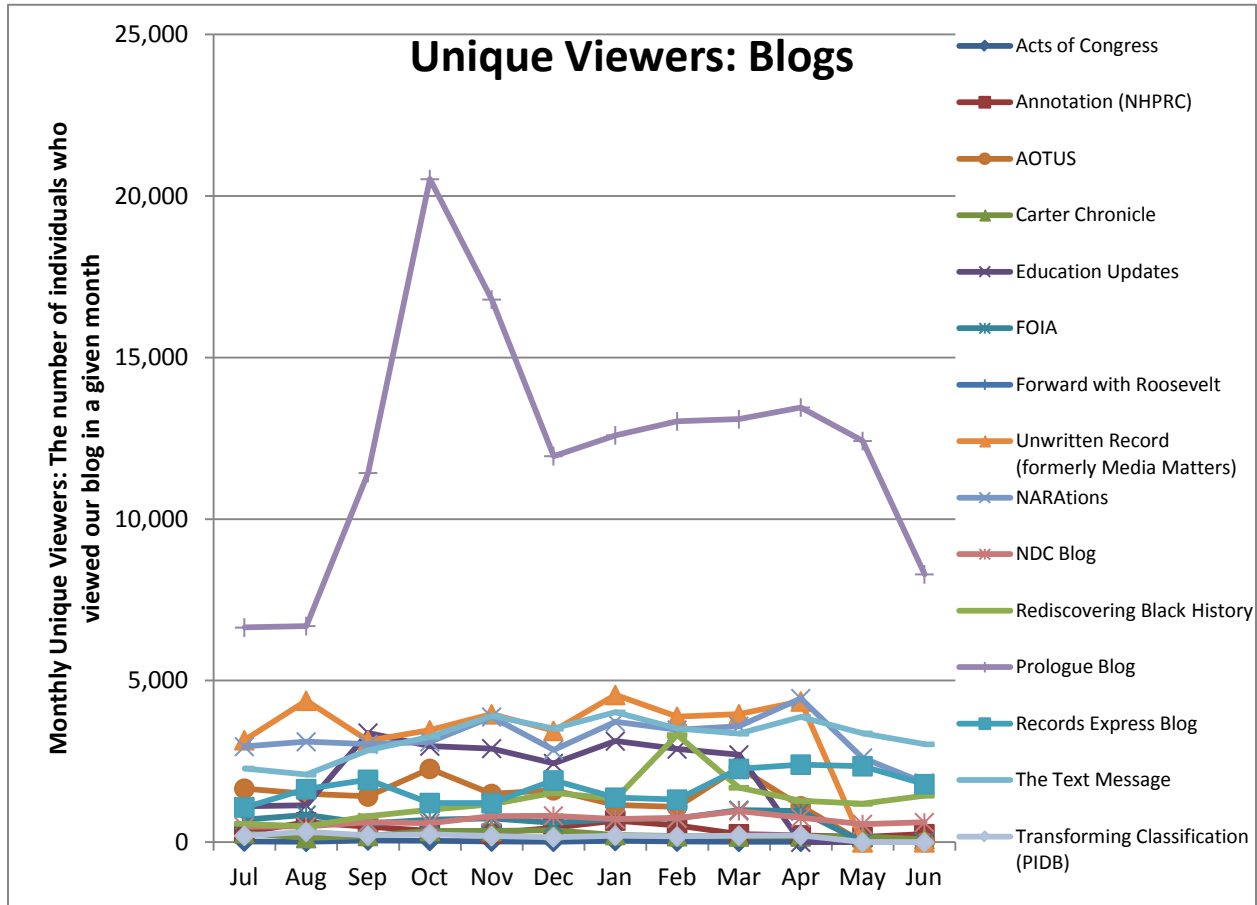
Blog Pageviews (Source: Appendix II.B)



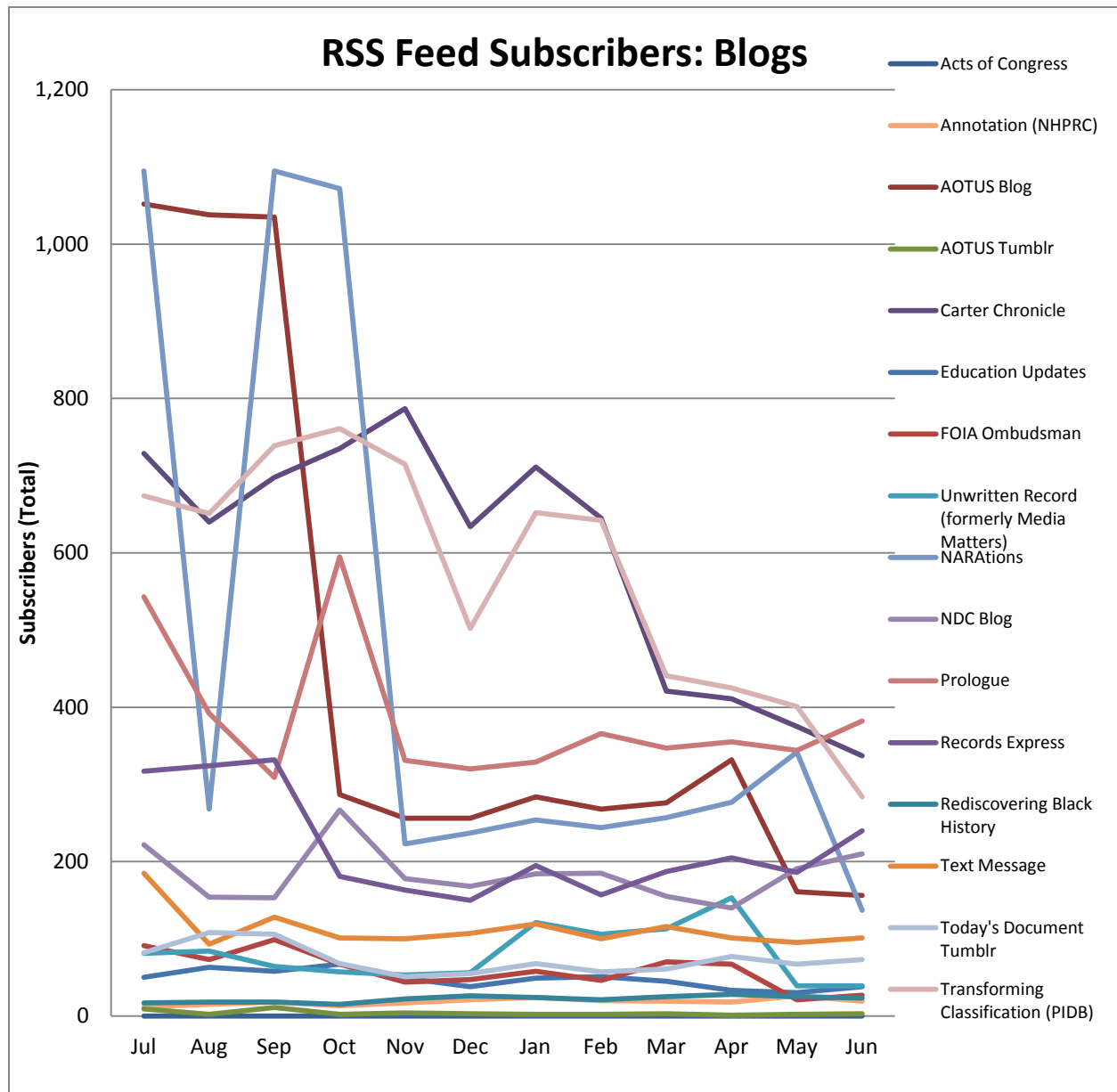
Blog Cumulative Unique Viewers (Source: Appendix II.C)



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



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

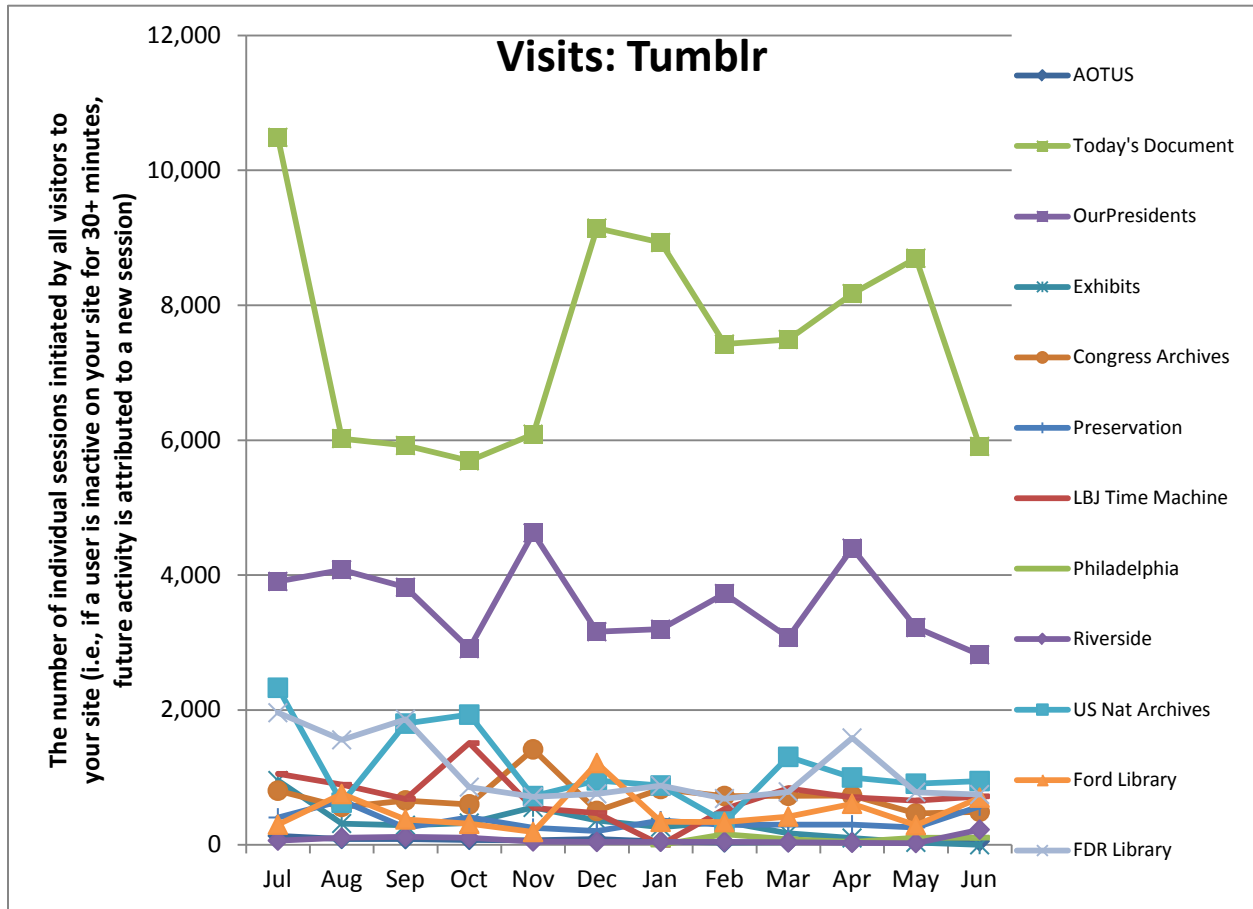


Top 5 Most Viewed Blog Posts in June

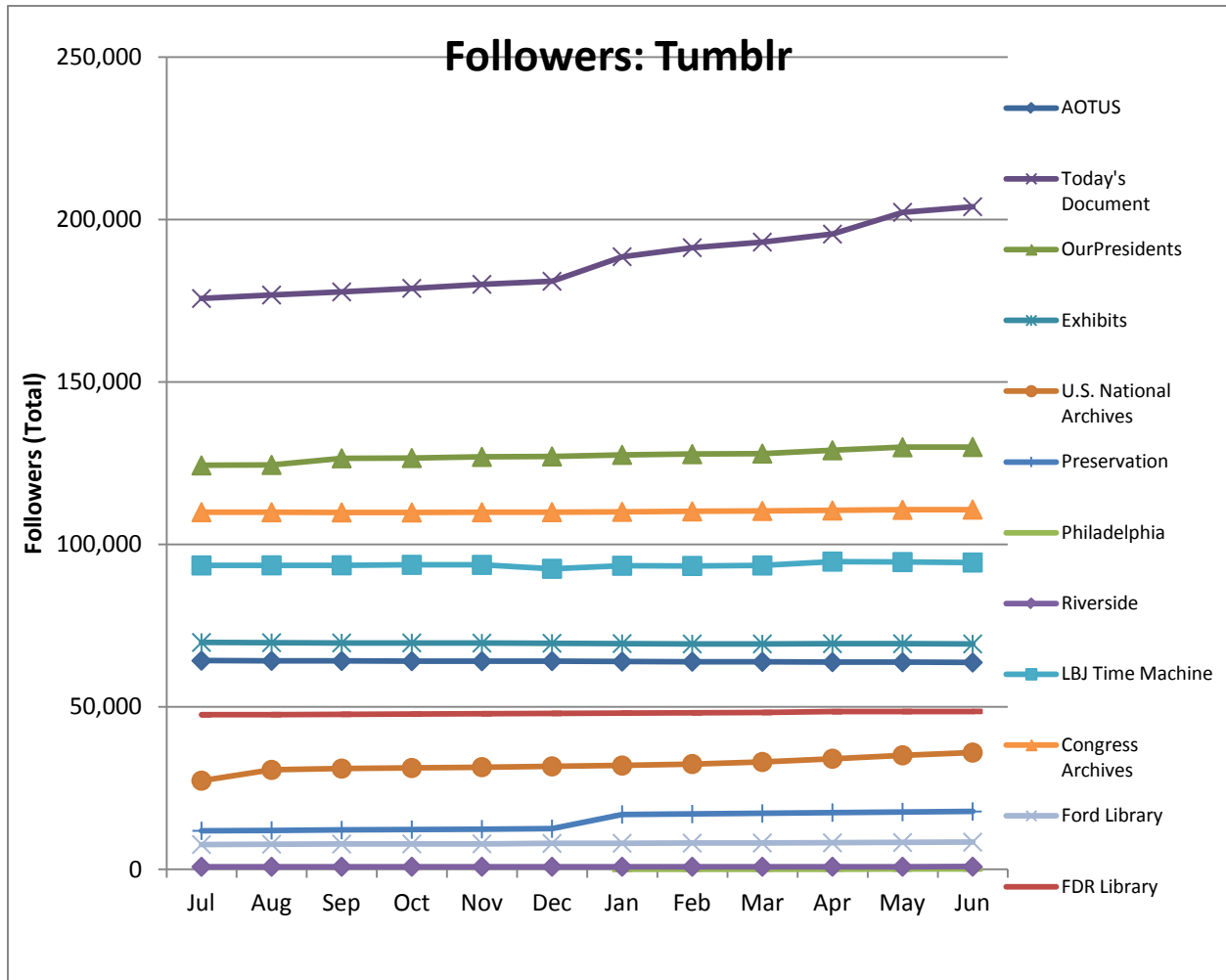
Blog	Pageviews	Post Title
Unwritten Record	894	The Great Beard Contest of 1941
Prologue	624	Teddy Roosevelt and Abraham Lincoln in the same photo
Records Express	449	Flexible Retentions in the GRS
Prologue	408	Prohibition and the Rise of the American Gangster
Rediscovering Black History	404	Record of the Week: African-American Comics During World War II

Social Media Tools: Detail View – Tumblr

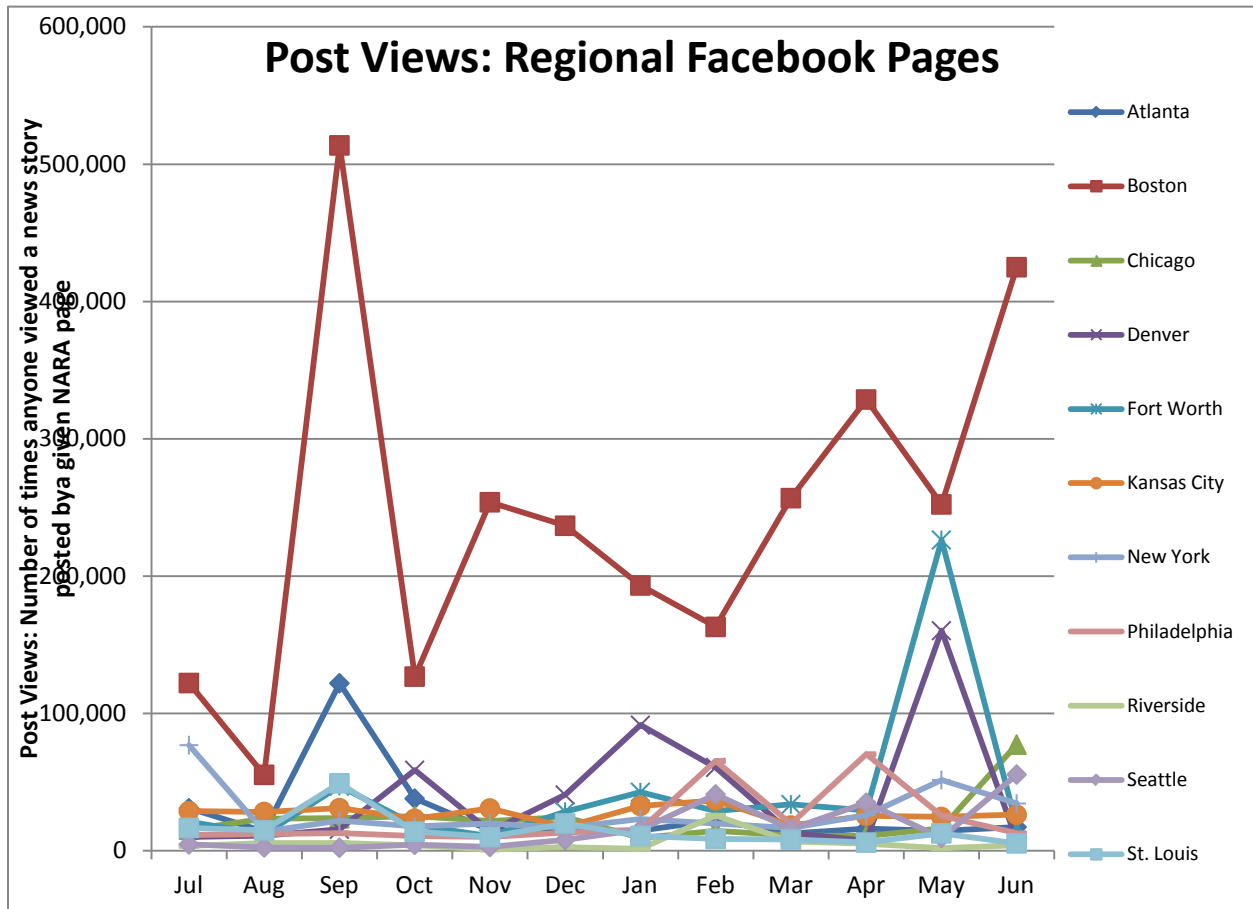
Tumblr Visits



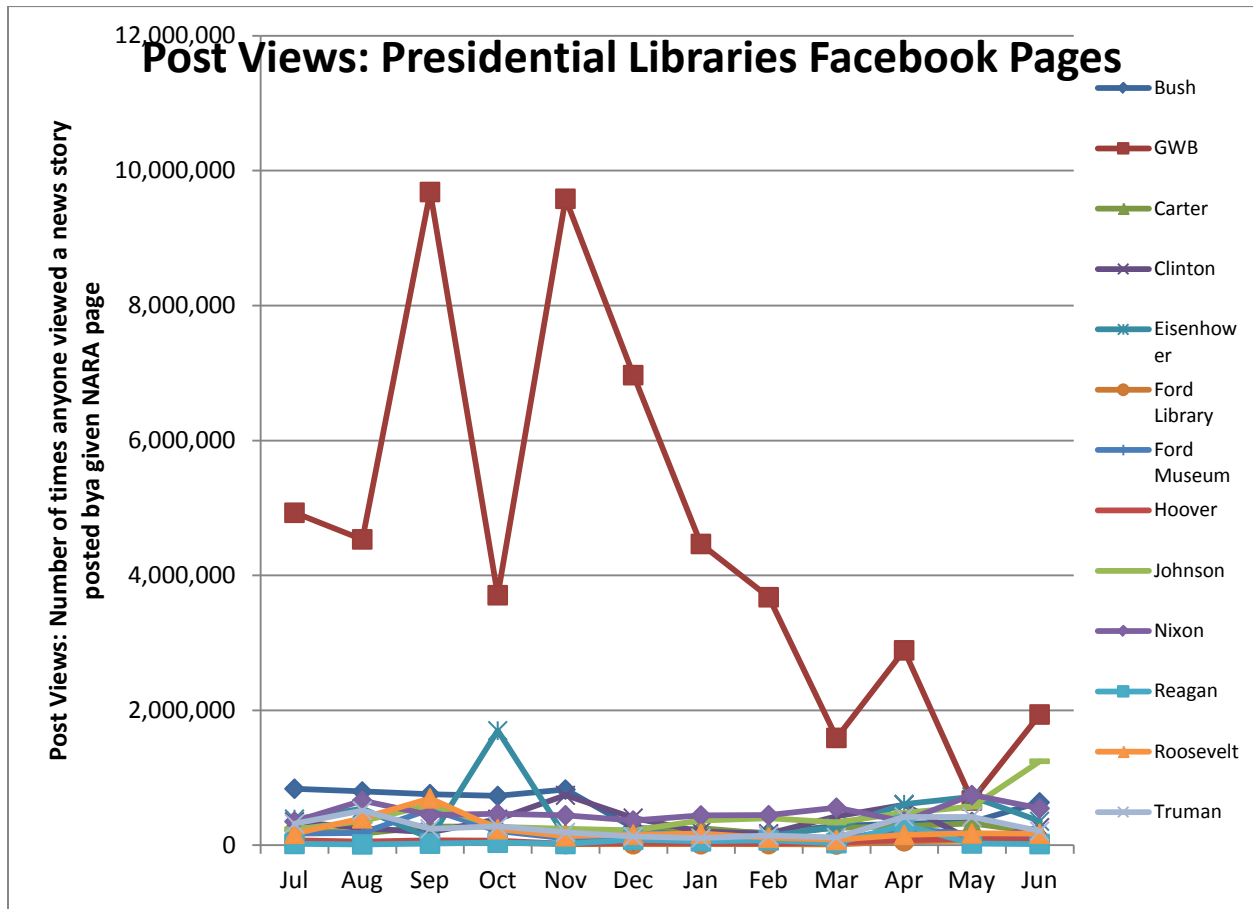
Followers on Tumblr (Source: Appendix IV)



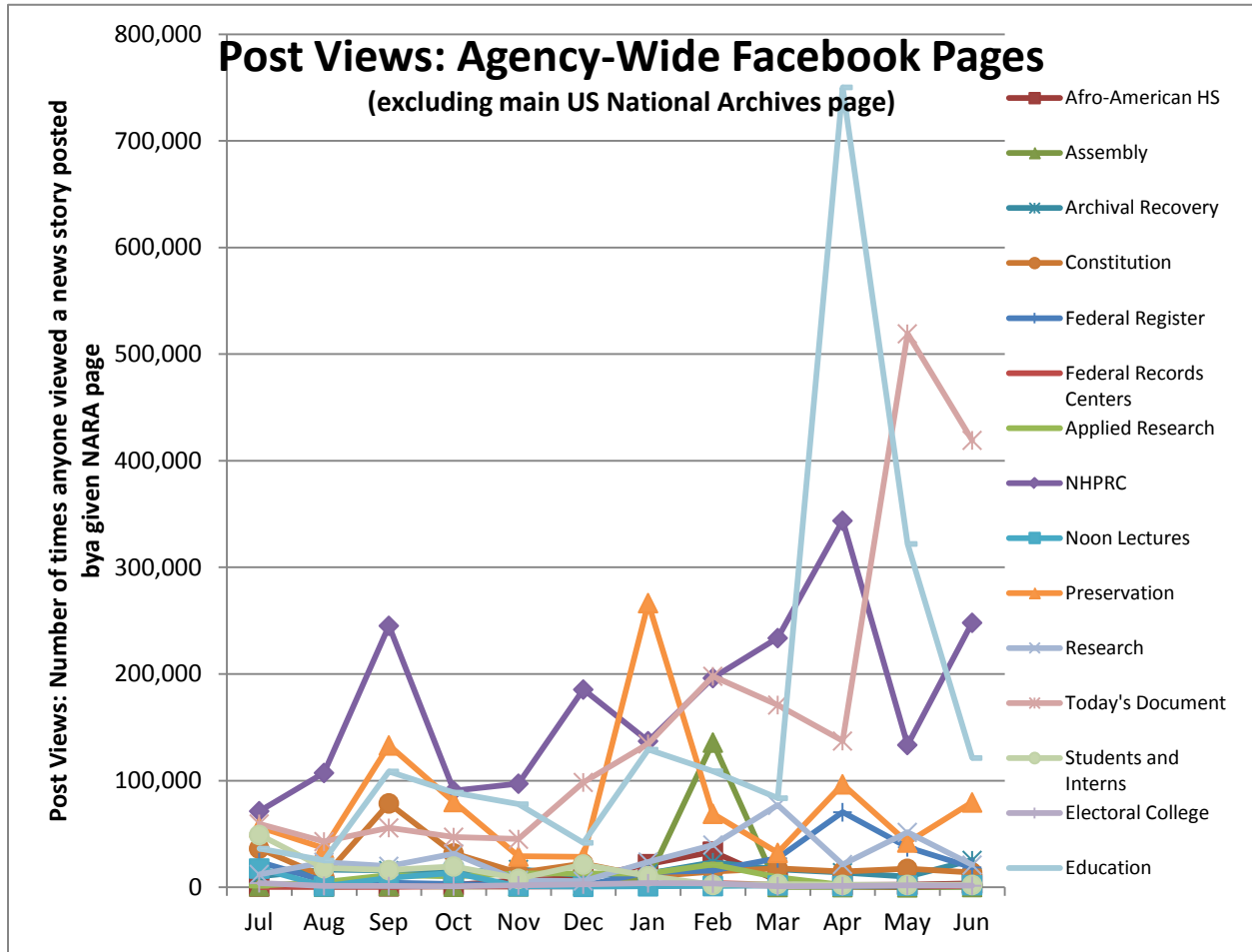
Social Media Tools: Detail View – Facebook
Post Views on Regional Pages (Source: Appendix IV.A)

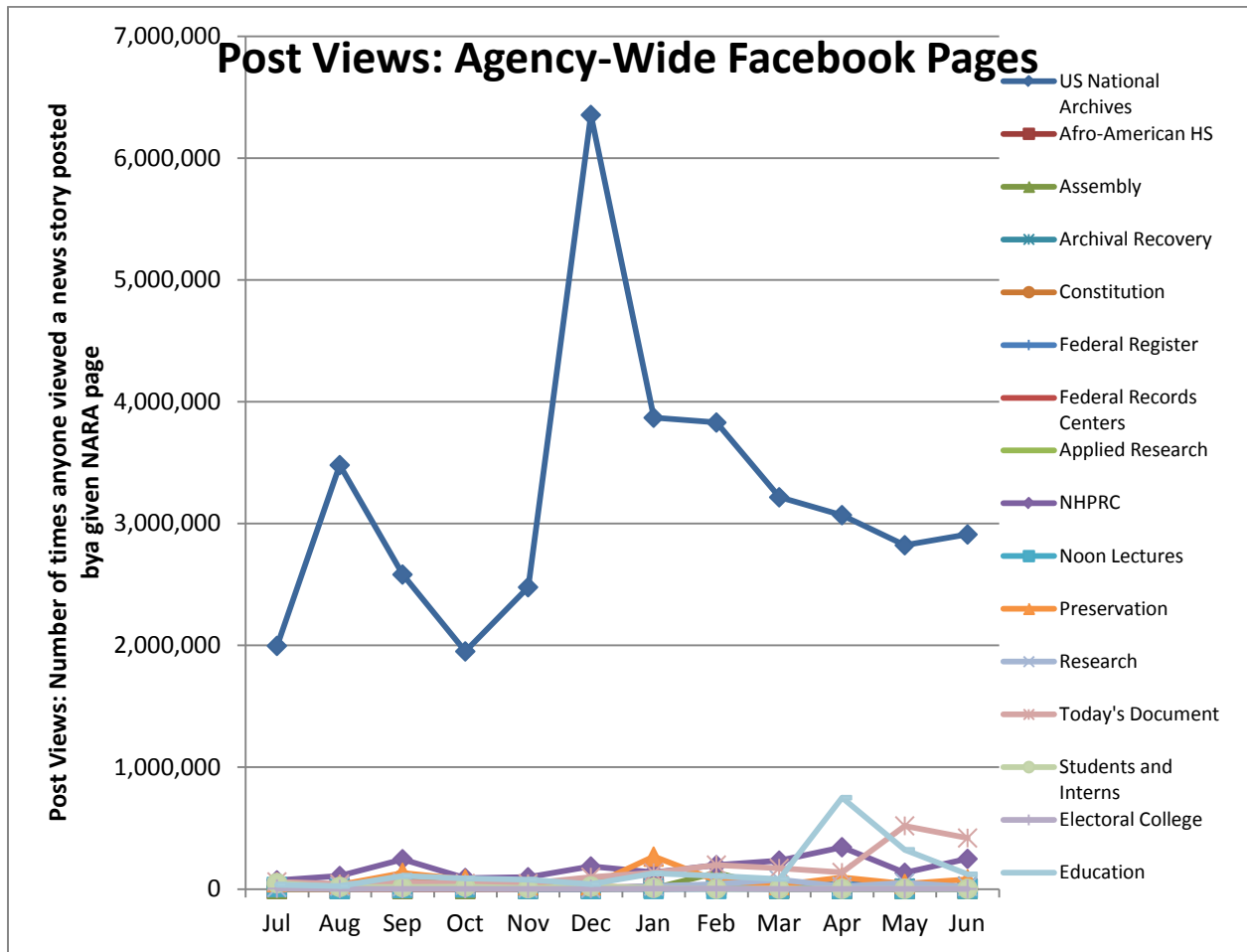


Post Views on Presidential Library Pages (Source: Appendix IV.A)

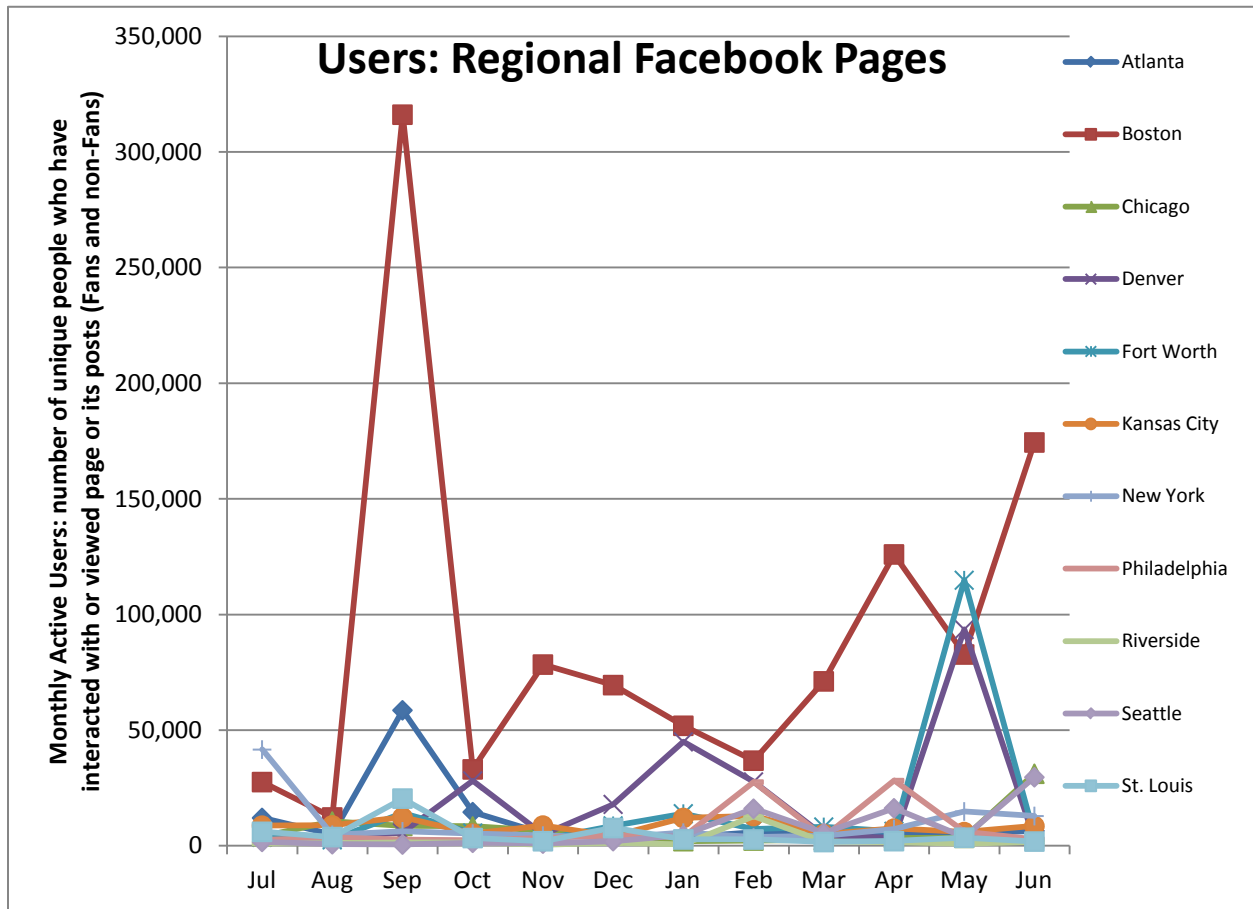


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

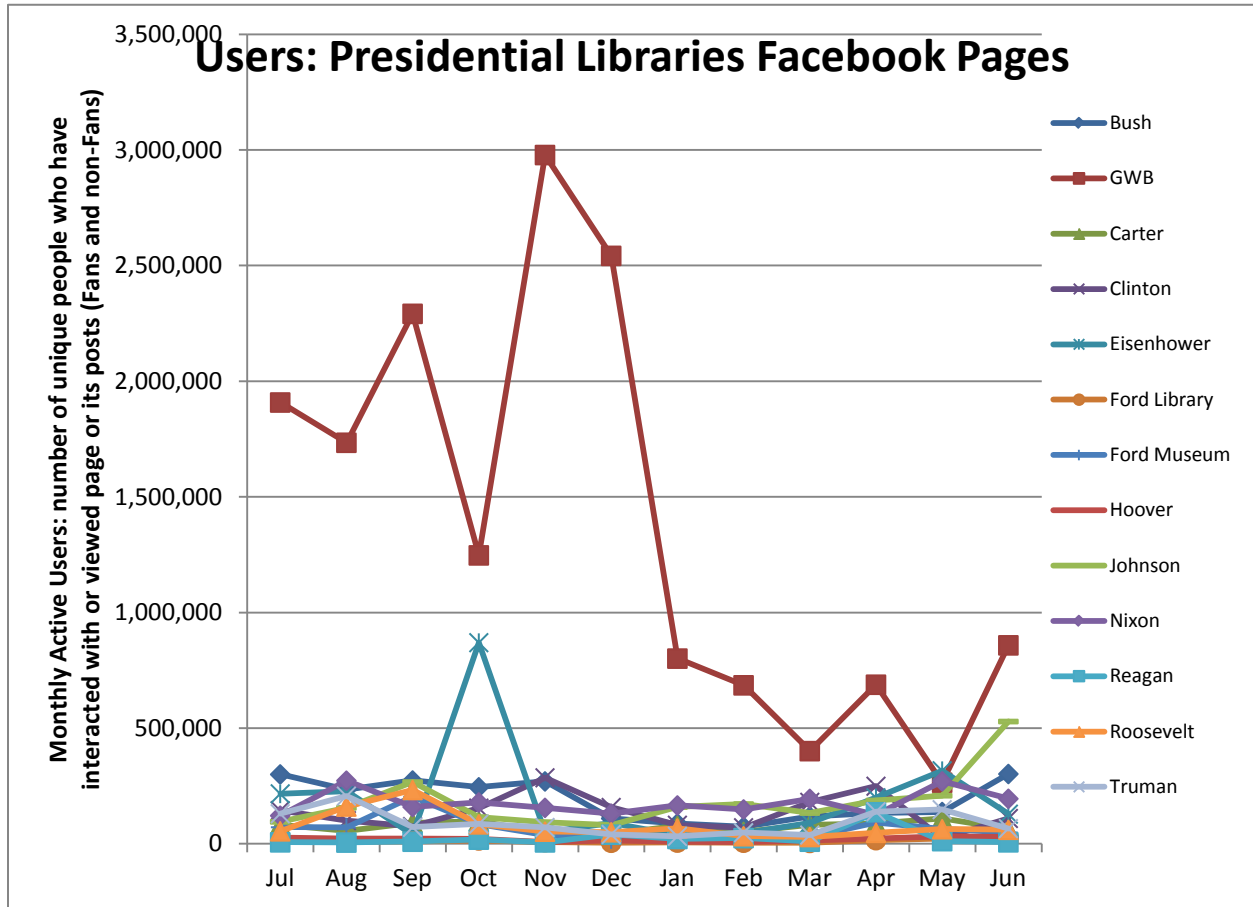




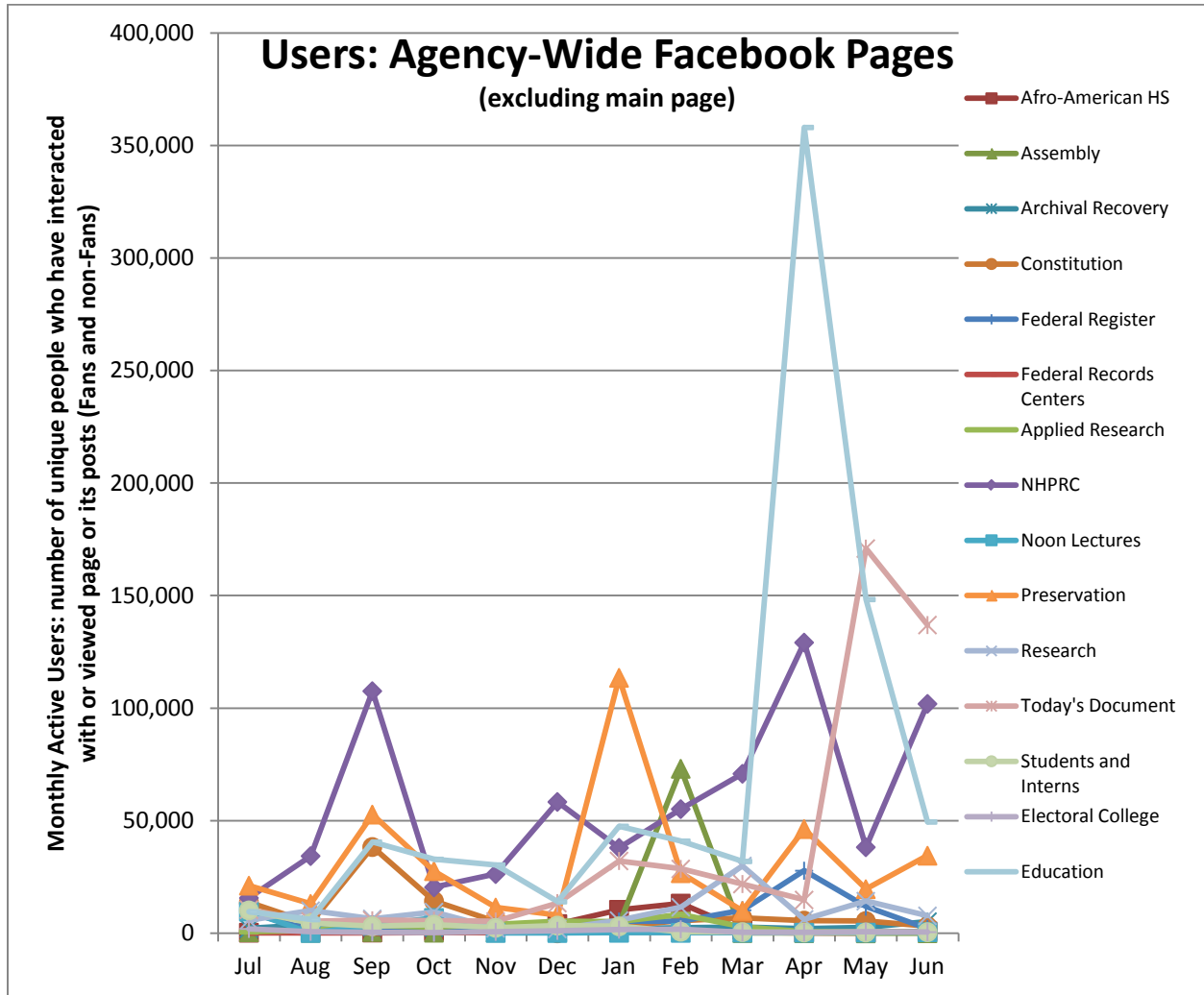
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

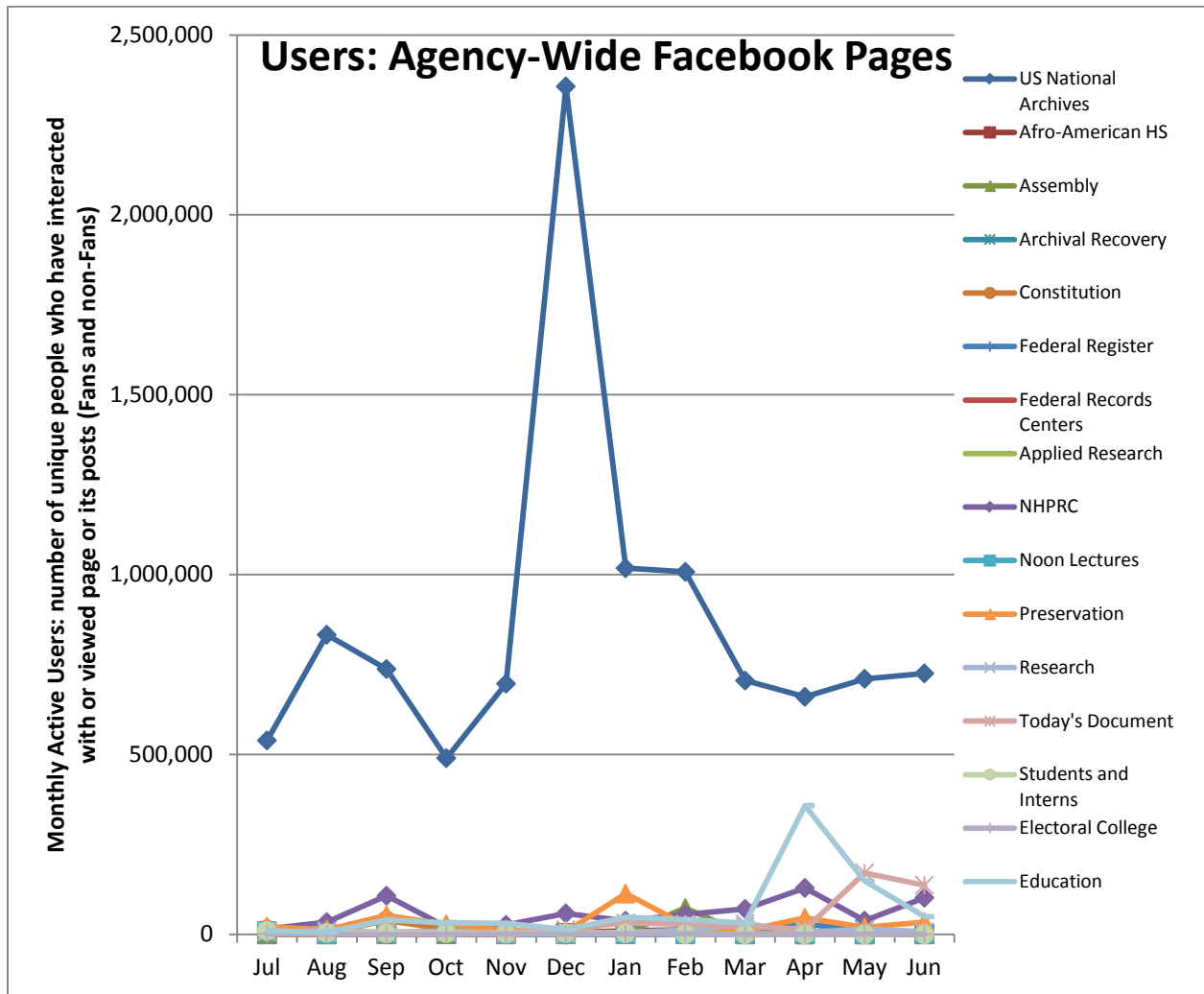


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



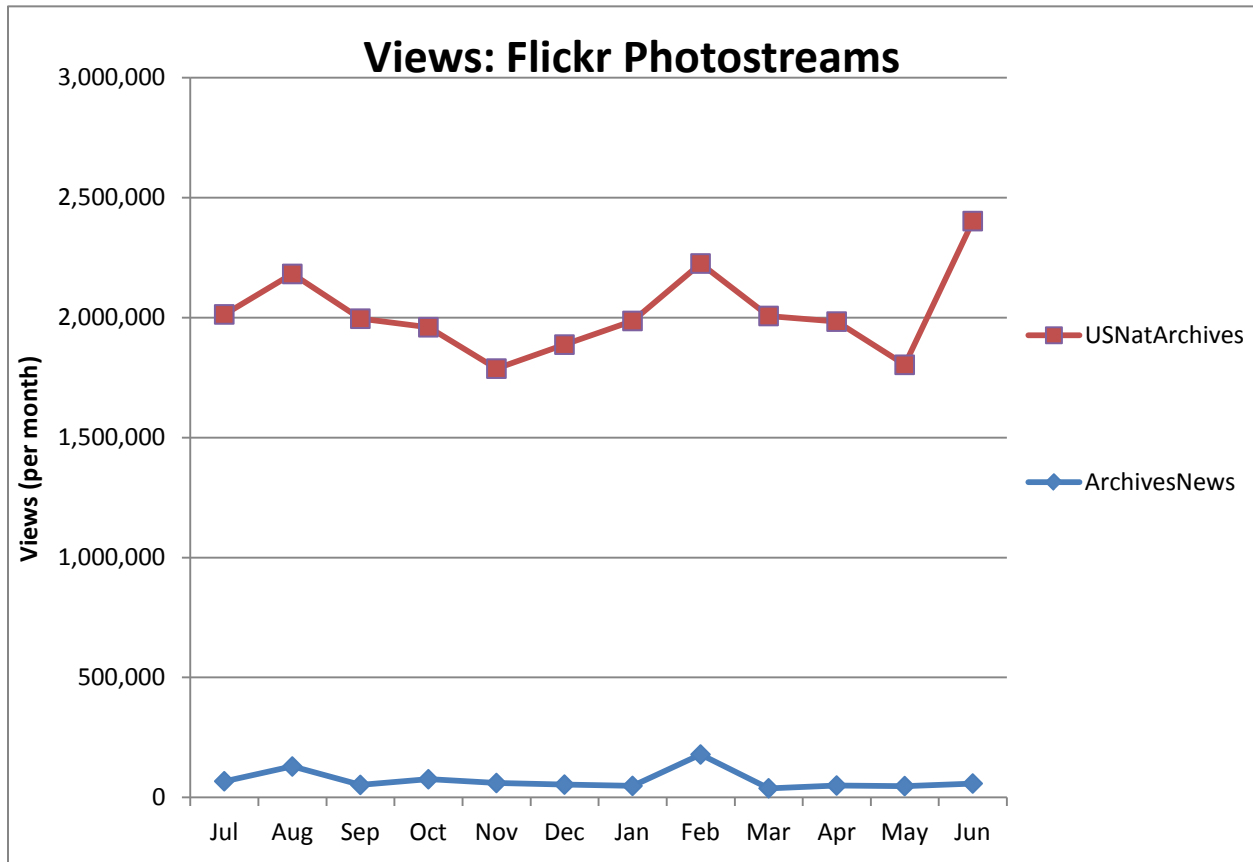
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



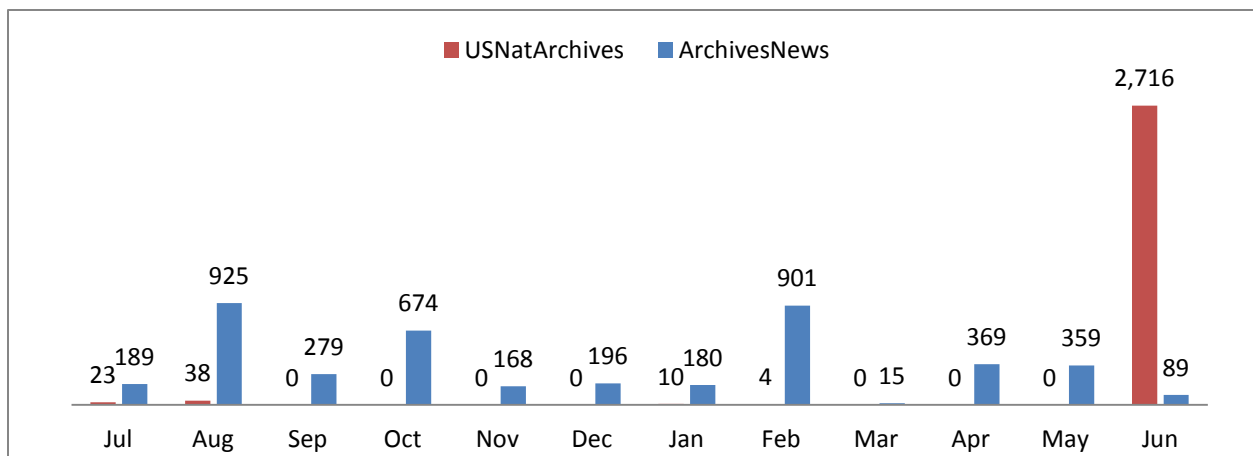


Social Media Tools: Detail View – Flickr

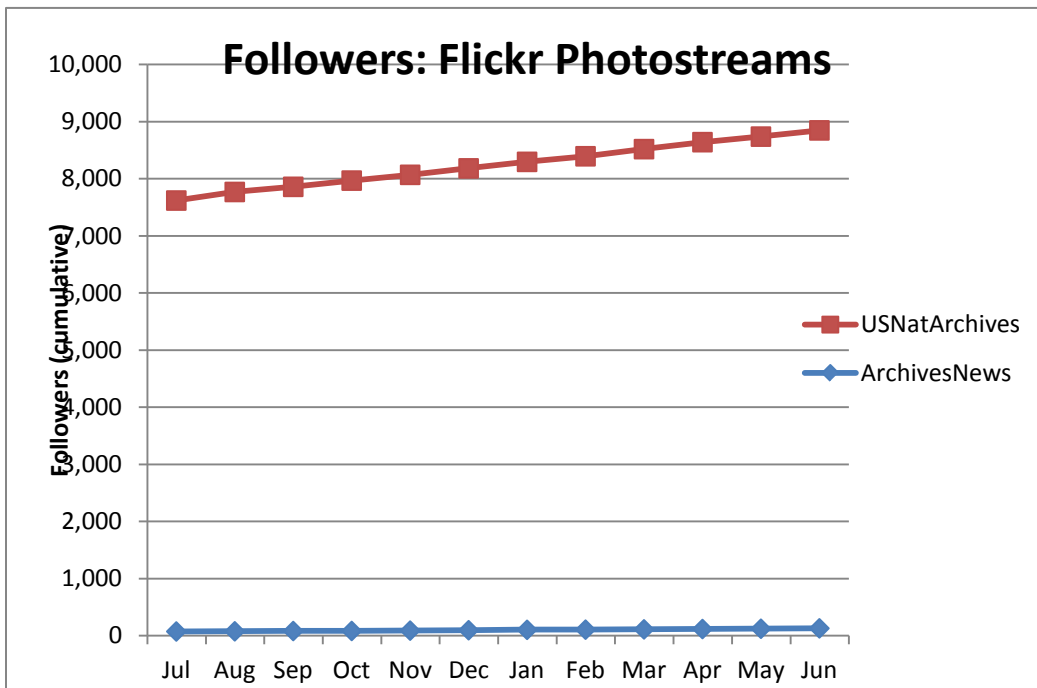
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

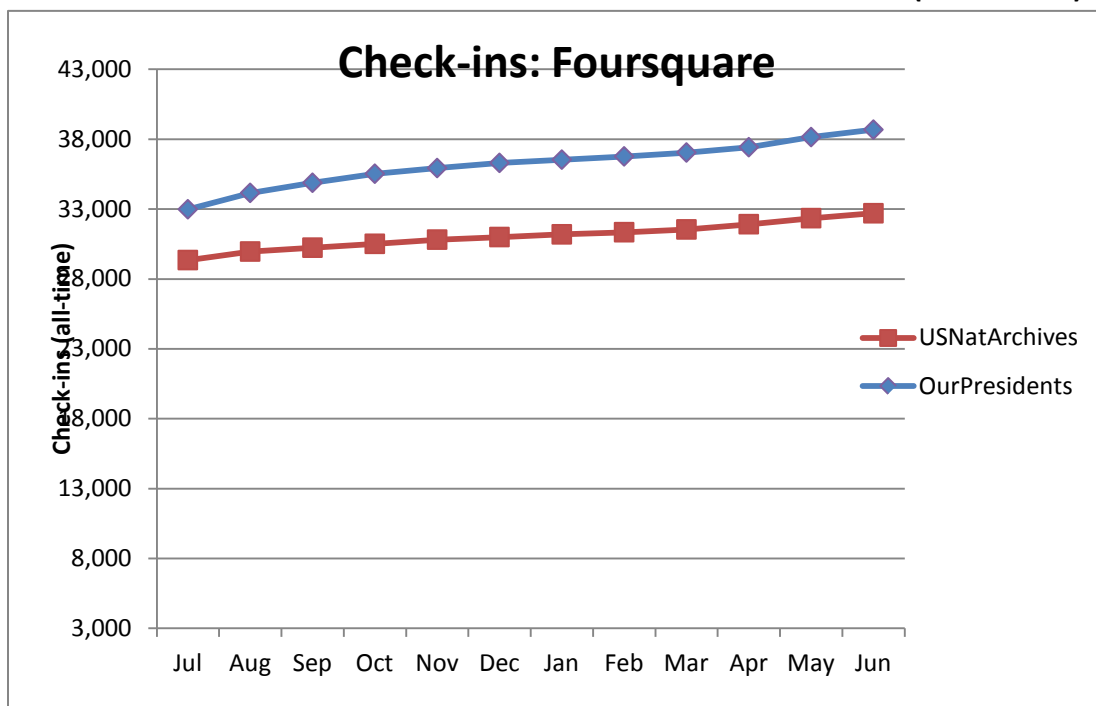


Followers of Photostreams (Cumulative)

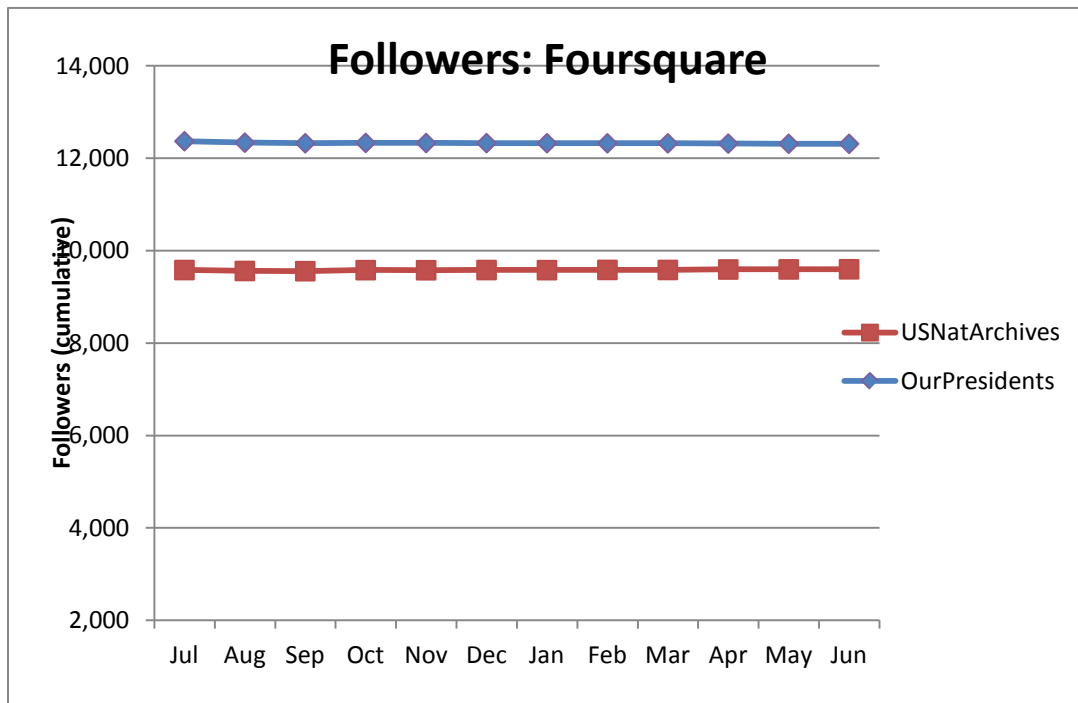


Social Media Tools: Detail View – Foursquare

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

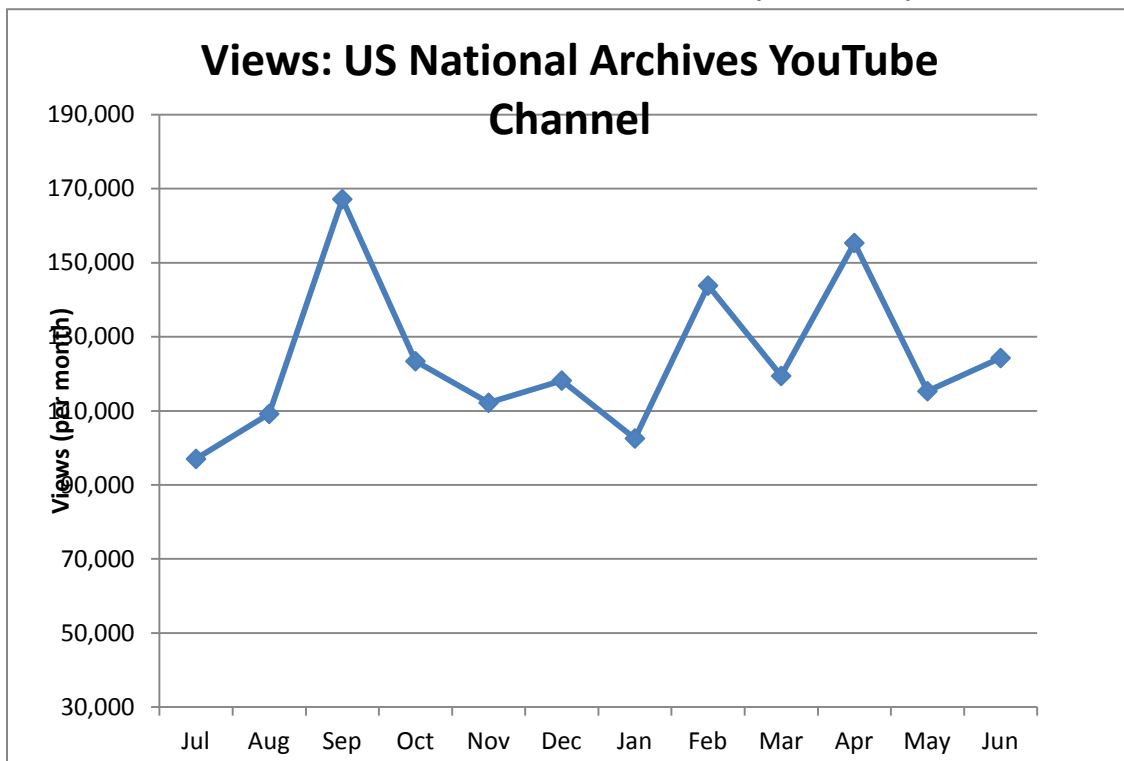


Number of Followers of USNatArchives and OurPresidents (Cumulative)

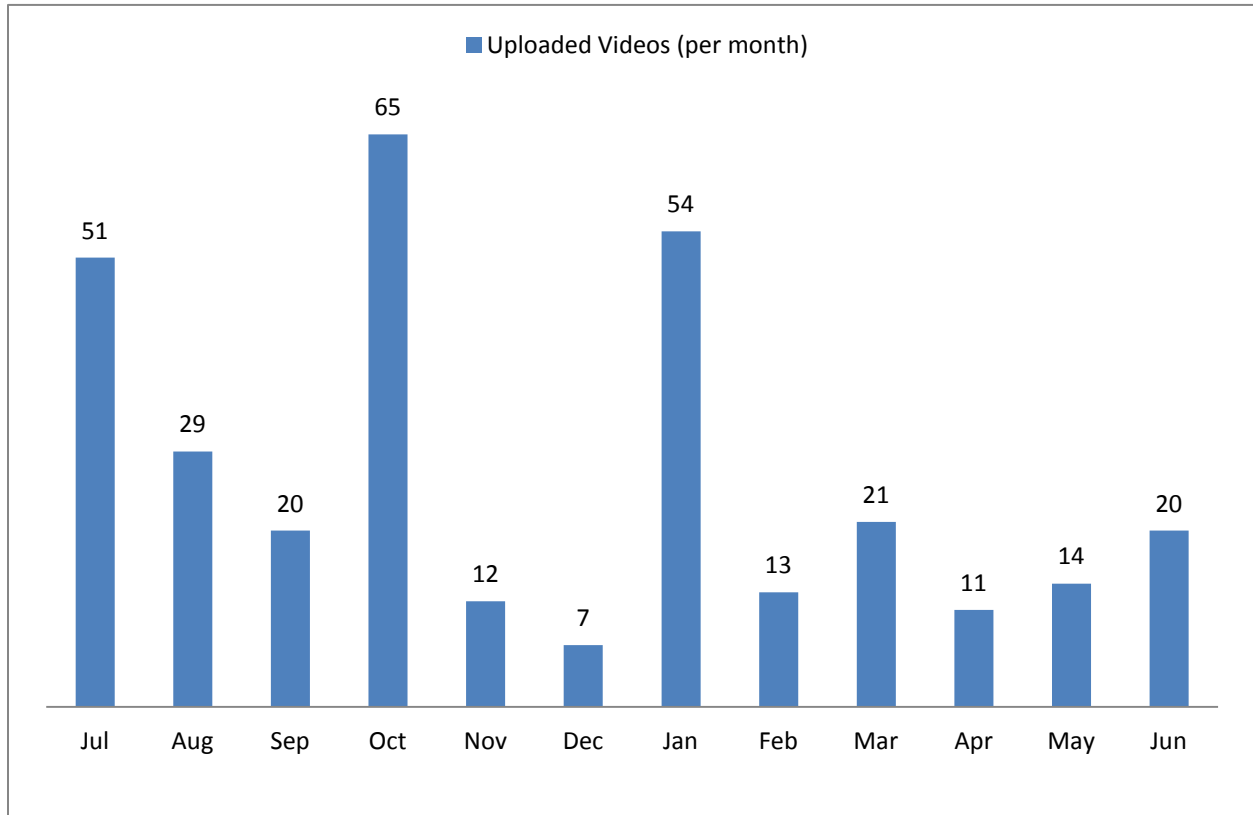


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

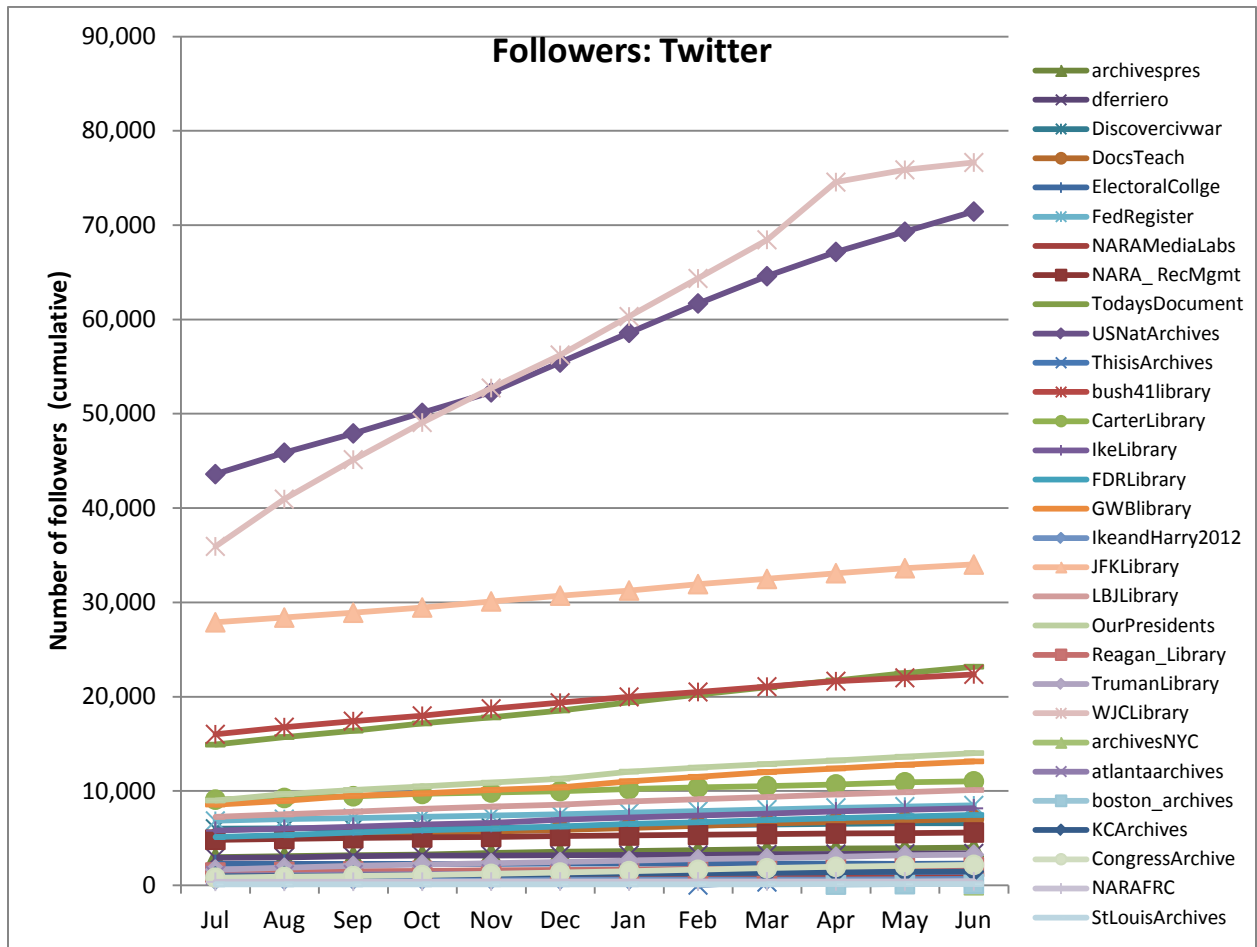


Top 5 Most Viewed Videos for June 2015 on US National Archives Channel

Video Title	Views
S.S. Lusitania Leaves New York City on Last Voyage	29,072
Private Snafu in "Censored.", 1944	7,698
The True Glory, 1945 (restored)	4,495
Stories from the Great Depression	3,048
Batman for U.S. Savings Bonds, ca. 1946	2,996

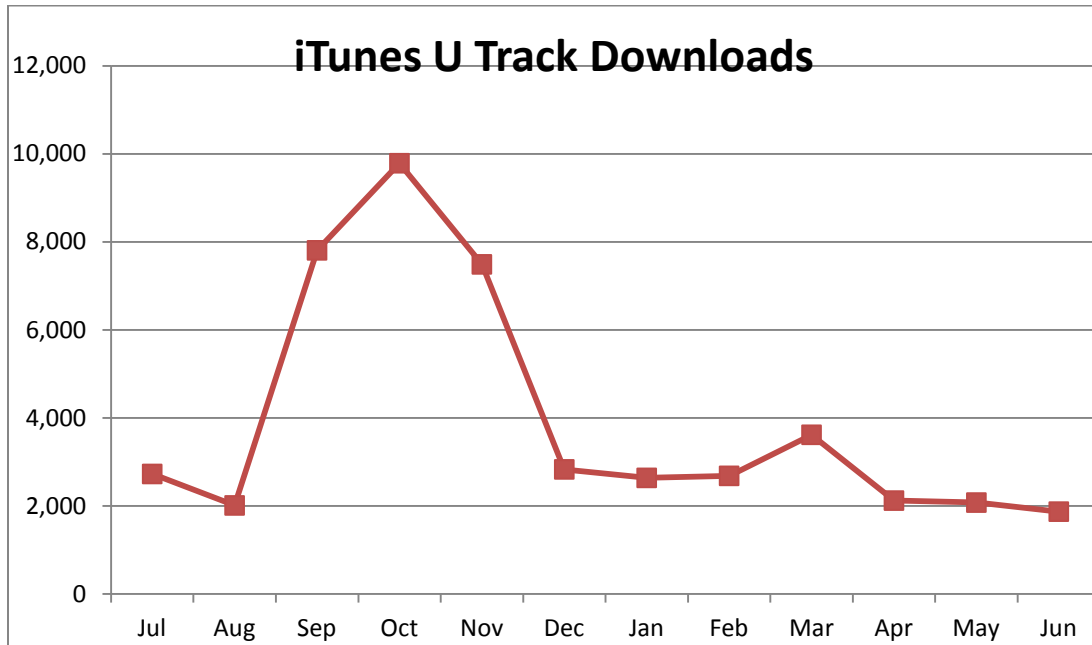
Social Media Tools: Detail View – Twitter

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

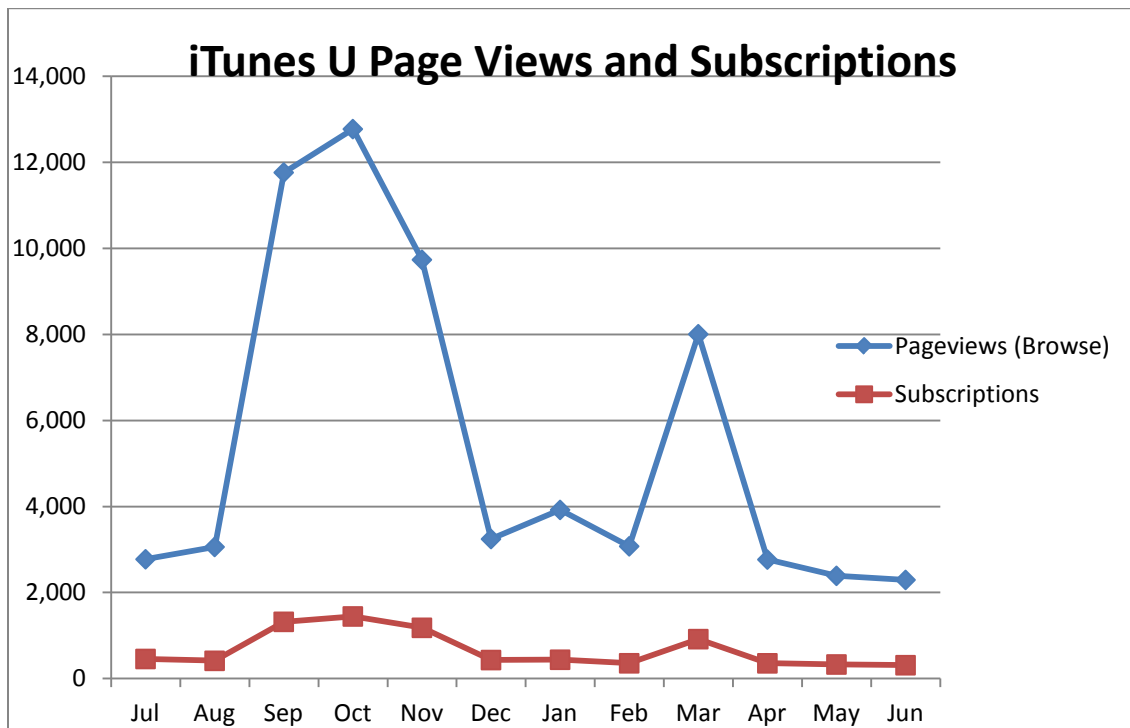


Social Media Tools: Detail View – iTunes U

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

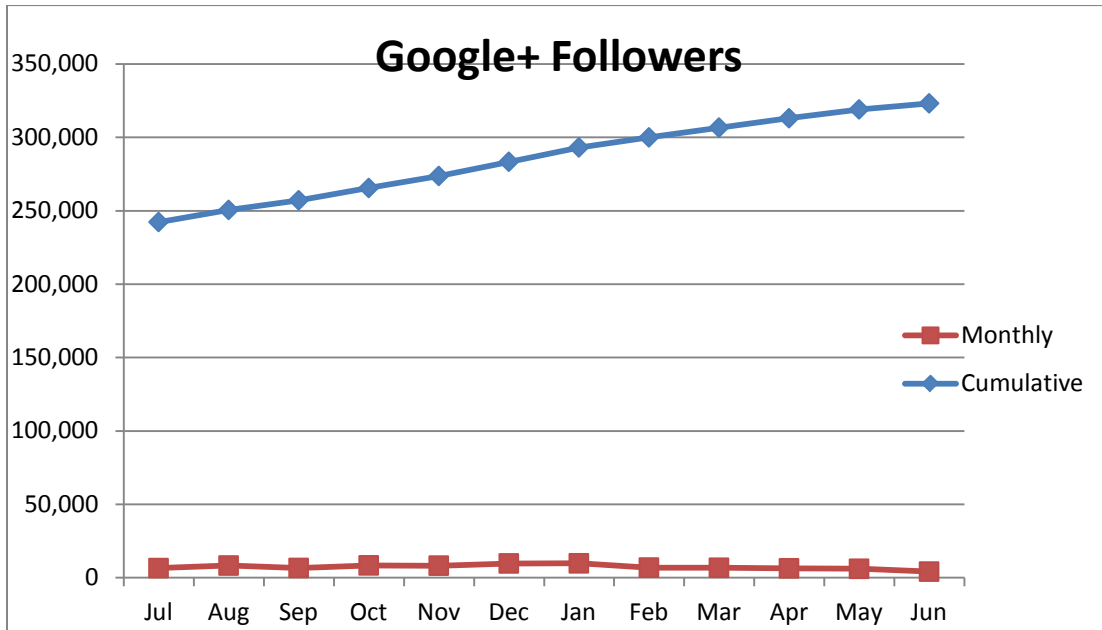


Page Views and Subscriptions on U.S. National Archives iTunes U (Source: Appendix VI)



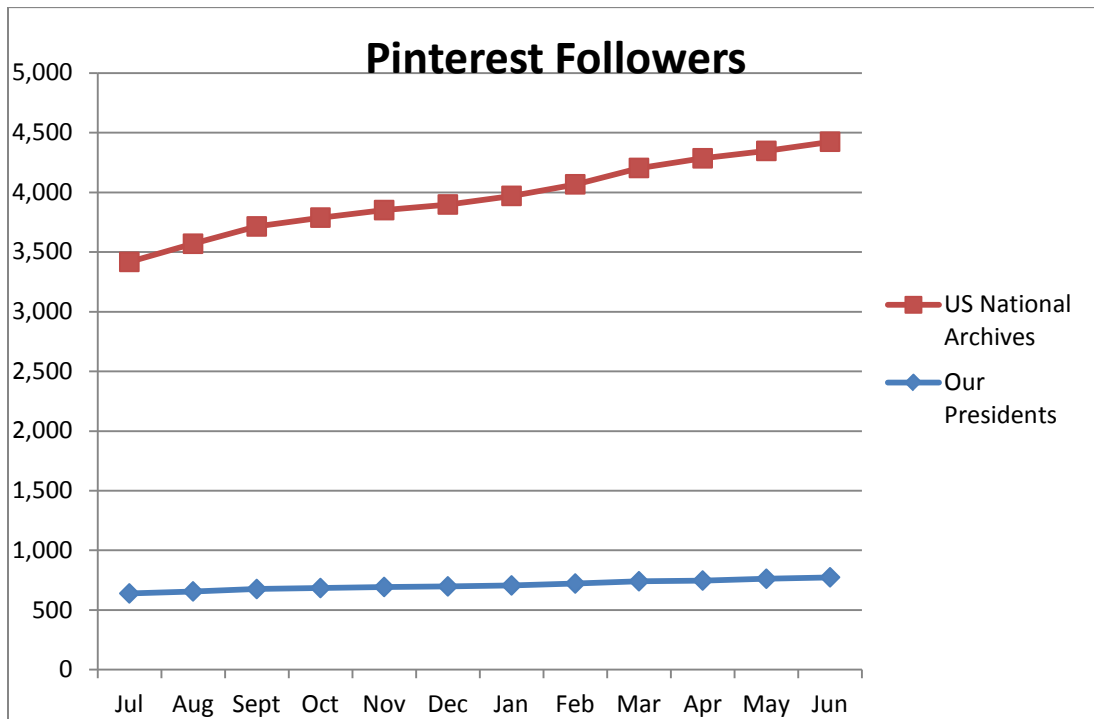
Social Media Tools: Detail View – Google+

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.

	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June
Acts of Congress	25	20	60	46	23	18	42	25	17	20	23	10
Annotation (NHPRC)	552	928	728	494	420	674	886	677	334	263	199	332
AOTUS	2,463	2,191	1,804	2,982	1,930	2,380	1,437	1,346	2,884	1,346	1,824	1,287
Carter Chronicle	403	170	252	419	444	441	264	222	226	216	202	135
Education Updates	1,428	1,435	4,050	3,591	3,413	2,896	3,660	3,374	3,288	2,379	2,200	1,619
FOIA	982	1,138	732	1,007	960	782	990	975	1,476	1,386	1,044	987
Forward with Roosevelt											325	177
Unwritten Record (formerly Media Matters)	3,842	5,118	4,099	4,529	4,795	4,163	5,479	4,617	4,780	5,171	4,575	3,658
NARAtions	3,510	3,518	3,419	3,608	4,433	3,369	4,389	3,945	4,264	5,252	3,034	2,106
NDC Blog	593	563	781	698	1,029	961	890	839	1,401	970	688	770
Rediscovering Black History	770	679	1,043	1,289	1,518	1,859	1,601	3,985	2,167	1,533	1,521	1,833
Prologue Blog	7,959	8,126	12,996	23,218	19,172	13,847	14,236	14,913	15,435	15,721	14,292	9,565
Records Express Blog	1,612	2,564	3,173	1,839	1,711	2,859	1,956	1,829	3,139	3,588	3,510	2,660
The Text Message	2,896	2,570	3,457	4,102	4,654	4,199	4,733	4,143	4,008	4,628	4,112	3,682
Transforming Classification (PIDB)	358	478	306	376	258	227	268	244	313	321	279	233
MONTHLY TOTAL	27,510	29,518	36,901	48,198	44,760	38,675	40,831	41,134	43,732	42,794	37,828	29,054

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.

	July	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
Acts of Congress	32	26	77	65	33	22	47	28	20	31	27	18
Annotation (NHPRC)	824	1,328	1,107	699	652	995	1,224	1,000	473	448	315	491
AOTUS	4,109	3,470	3,000	4,695	3,254	3,807	2,566	2,314	4,389	2,312	2,850	2,273
Carter Chronicle	632	321	365	643	642	615	382	344	332	370	351	192
Education Updates	2,314	2,224	5,699	5,785	5,153	4,245	5,532	4,882	4,852	3,866	3,892	2,892
FOIA	1,765	2,199	1,289	1,946	1,771	1,539	1,811	1,815	2,666	2,430	1,858	2,153
Forward with Roosevelt											693	378
Unwritten Record (formerly Media Matters)	5,329	6,900	6,625	7,713	8,303	6,729	10,024	8,433	8,141	14,258	13,695	7,080
NARAtions	5,929	6,192	5,747	6,238	8,912	6,042	8,058	7,348	7,634	9,522	5,654	4,167
NDC Blog	1,111	966	1,271	1,241	1,720	1,623	1,810	1,642	2,327	1,678	1,136	1,197
Rediscovering Black History	1,368	1,229	1,846	2,277	2,816	2,795	2,827	6,338	3,823	2,604	2,695	2,802
Prologue Blog	13,159	14,029	21,475	37,463	32,273	23,555	23,561	24,412	24,756	24,813	21,733	15,400
Records Express Blog	2,756	4,441	5,318	3,748	3,196	5,039	3,450	3,558	5,508	5,646	5,185	4,474
The Text Message	4,767	4,319	5,418	6,576	7,369	6,829	7,383	6,599	6,712	7,144	6,426	5,813
Transforming Classification (PIDB)	546	605	383	488	430	292	353	354	406	419	479	374
MONTHLY TOTAL	44,807	48,285	59,626	79,577	76,524	64,127	69,028	69,067	72,039	75,541	66,989	49,704

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

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
Acts of Congress	751	770	828	870	893	911	953	978	994	1,012	1,034	1,044
Annotation (NHPRC)	3,229	3,848	4,327	4,682	4,950	5,403	6,076	6,591	6,841	7,054	*	*
AOTUS	128,673	130,173	131,591	133,863	135,359	136,970	138,124	139,221	141,535	142,649	142,649	142,649
Carter Chronicle	6,989	7,122	7,318	7,667	8,014	8,387	8,614	8,803	8,984	9,165	9,335	9,430
Education Updates	29,534	30,678	34,062	37,035	39,935	42,377	45,507	48,390	51,097	*	*	*
FOIA	26,179	27,021	27,604	28,302	29,035	29,635	30,352	31,088	32,084	33,050	*	*
Forward with Roosevelt											*	*
Unwritten Record	26,567	30,947	34,091	37,557	41,519	44,968	49,527	53,413	57,374	61,732	*	*
NARAtions	181,145	184,256	187,290	190,394	194,272	197,129	200,855	204,331	207,921	212,372	214,985	216,824
NDC Blog	90,201	90,689	91,305	91,891	92,702	93,522	94,241	94,984	95,947	96,707	97,268	97,882
Rediscovering Black History	7,164	7,652	8,461	9,469	10,638	12,168	13,506	16,825	18,514	19,796	20,988	22,432
Prologue Blog	337,029	343,721	355,148	375,666	392,459	404,407	416,999	430,024	443,116	456,571	468,988	477,279
Records Express Blog	47,644	49,289	51,223	52,439	53,649	55,562	56,942	58,263	60,534	62,938	65,293	67,092
The Text Message	110,056	112,151	114,998	118,263	122,172	125,687	129,708	133,224	136,587	140,464	143,834	146,866
Transforming Classification	8,797	9,121	9,333	9,577	9,769	9,927	10,134	10,314	10,521	10,734	*	*
MONTHLY TOTAL	1,005,516	1,029,011	1,059,152	1,099,248	1,136,939	1,168,626	1,203,111	1,236,449	1,272,049	1,254,244	1,164,374	1,181,498

APPENDIX II.D: Blog Unique Viewers (Monthly)

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

	July	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
Acts of Congress	25	19	58	42	23	18	42	25	16	18	22	10
Annotation (NHPRC)	297	619	479	355	268	453	673	515	250	213	163	251
AOTUS	1,659	1,500	1,418	2,272	1,496	1,611	1,154	1,097	2,314	1,114	*	*
Carter Chronicle	281	133	196	349	347	373	227	189	181	181	170	95
Education Updates	1110	1,144	3,384	2,973	2,900	2,442	3,130	2,883	2,707	*	*	*
FOIA	698	842	583	698	733	600	717	736	996	966	*	*
Forward with Roosevelt											*	*
Unwritten Record (formerly Media Matters)	3159	4,380	3,144	3,466	3,962	3,449	4,559	3,886	3,961	4,358	*	*
NARAtions	2,961	3,111	3,034	3,104	3,878	2,857	3,726	3,476	3,590	4,451	2,613	1,839
NDC Blog	476	488	616	586	811	820	719	743	963	760	561	614
Rediscovering Black History	574	488	809	1,008	1,169	1,530	1,338	3,319	1,689	1,282	1,192	1,444
Prologue Blog	6,645	6,692	11,427	20,518	16,793	11,948	12,592	13,025	13,092	13,455	12,417	8,291
Records Express Blog	1,079	1,645	1,934	1,216	1,210	1,913	1,380	1,321	2,271	2,404	2,355	1,799
The Text Message	2,284	2,095	2,847	3,265	3,909	3,515	4,021	3,516	3,363	3,877	3,370	3,032
Transforming Classification (PIDB)	201	324	212	244	192	158	207	180	207	213	*	*
MONTHLY TOTAL	21,533	23,495	30,141	40,096	37,691	31,687	34,485	34,911	35,600	33,292	22,863	17,375

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

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

	July	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
Acts of Congress	0	0	0	0	0	0	0	0	0	0	0	0
Annotation (NHPRC)	12	15	18	13	17	21	24	20	19	18	26	19
AOTUS Blog	1,052	1,038	1,035	287	256	256	284	268	276	332	161	156
AOTUS Tumblr	9	2	11	2	4	3	2	2	3	1	2	3
Carter Chronicle	729	640	698	735	787	634	711	645	421	411	375	337
Education Updates	50	63	58	67	49	38	49	51	45	33	30	38
FOIA Ombudsman	91	73	99	67	44	47	58	46	70	67	21	27
Unwritten Record (formerly Media Matters)	81	84	64	57	53	56	121	106	113	153	39	39
NARAtions	1,095	268	1,095	1,072	223	237	254	244	257	277	342	137
NDC Blog	222	154	153	267	178	168	184	185	155	140	191	210
Prologue	543	392	309	595	331	320	329	366	347	355	344	382
Records Express	317	324	332	181	163	150	195	157	187	205	186	240
Rediscovering Black History	17	18	18	15	22	26	24	21	25	28	25	23
Text Message	185	93	128	101	100	107	119	100	116	101	95	101
Today's Document Tumblr	82	108	106	68	51	55	68	57	61	77	67	73
Transforming Classification (PIDB)	674	651	739	761	715	502	652	642	441	425	401	284
MONTHLY TOTAL	5,167	3,928	4,867	4,292	2,993	2,620	3,074	2,910	2,536	2,623	2,305	2,069

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.)

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
Monthly Total (A+P+R)	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	9,153,250	10,367,989
Agency-Wide Total	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	3,966,702	3,871,056
US National Archives	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	2,822,347	2,910,605
Afro-American HS	825	1,699	1,028	2,105	6,546	8,862	21,730	33,493	6,169	2,165	2,528	3,670
Assembly	1,025	640	1,184	659	950	1,770	7,905	135,822	399	301	83	385
Archival Recovery	10,218	16,415	15,822	13,733	16,885	11,286	12,818	23,549	16,976	13,847	9,947	25,403
Constitution	36,361	9,851	78,758	31,852	13,432	22,402	9,946	14,770	17,809	14,632	17,396	13,805
Federal Register	23,613	6,131	4,383	3,131	1,943	1,422	14,017	15,756	27,232	70,460	37,589	18,687
Federal Records Centers	480	519	387	964	638	858	2,051	4,036	2,410	968	626	1,408
Applied Research	1,686	4,747	11,471	10,361	12,835	13,010	13,041	21,246	9,392	2,119	2,042	1,720
NHPRC	71,478	107,340	245,306	90,605	97,254	185,524	137,097	196,287	233,782	343,824	133,532	248,137
Noon Lectures	17,662	881	8,801	13,602	1,044	580	1,064	1,253	1,917	1,359	1,632	2,132
Preservation	56,310	36,498	133,129	80,089	29,008	28,539	266,618	69,076	32,375	96,679	42,109	79,668
Research	12,207	23,546	19,830	31,602	6,512	5,886	23,794	39,740	76,990	21,481	51,571	20,973
Today's Document	59,548	42,954	55,786	47,100	45,188	98,420	134,547	197,972	171,009	137,247	519,151	419,241
Students and Interns	49,145	18,009	16,185	19,576	8,059	21,433	10,549	2,338	3,190	2,352	2,304	2,323
Electoral College	3,984	1,380	1,210	975	1,907	2,736	3,896	3,652	1,085	1,225	1,739	1,566
Education	36,339	25,283	108,728	88,851	78,009	41,830	129,710	108,950	83,651	750,239	322,106	121,333
Presidential Total	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	4,390,912	5,813,002
Bush	838,337	797,565	758,563	730,963	825,844	258,321	219,662	184,776	288,692	321,166	345,370	635,639
GWB	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	664,262	1,938,754
Carter	243,618	174,397	275,292	276,627	169,731	155,167	254,658	170,680	256,809	280,020	322,472	188,167
Clinton	349,859	251,657	193,070	387,390	740,723	404,686	199,674	171,865	428,288	598,325	67,300	262,444
Eisenhower	388,341	544,862	101,484	1,698,940	124,717	238,386	115,820	139,862	268,996	609,365	717,507	356,211
Ford Library	31,971	32,808	31,688	38,159	18,850	16,488	15,989	16,912	12,294	60,258	71,049	38,859
Ford Museum	171,758	183,153	531,407	210,549	99,694	48,352	68,736	59,887	80,974	243,722	167,700	117,869
Hoover	71,515	56,261	71,451	68,239	22,939	34,743	30,456	26,014	41,217	79,958	98,399	80,579

Johnson	236,474	355,942	600,632	273,464	244,454	222,125	368,131	402,971	337,898	481,448	571,206	1,245,801
Nixon	352,150	660,521	446,888	466,862	445,052	367,020	442,309	446,018	557,428	353,907	744,705	547,400
Reagan	20,434	13,799	24,873	38,855	19,561	82,876	59,301	73,958	32,209	300,791	27,253	18,303
Roosevelt	171,428	399,200	695,673	238,842	134,219	158,232	173,378	112,118	80,883	154,737	175,579	172,747
Truman	320,051	514,047	245,303	281,502	191,452	128,006	106,149	142,783	116,331	422,037	418,110	209,779
Regional Total	343,019	192,968	845,063	341,945	389,636	422,937	450,331	486,927	413,226	560,078	795,636	683,931
Anchorage (retired)	908											
Atlanta	30,953	14,038	122,007	38,021	14,998	14,598	14,768	22,262	12,599	16,037	14,496	17,290
Boston	122,201	55,349	513,701	126,896	253,845	236,738	193,238	163,068	256,827	328,657	252,267	425,001
Chicago	15,379	23,434	23,704	25,258	21,702	24,548	9,460	14,521	11,147	10,784	16,425	77,369
Denver	10,064	10,898	15,714	58,750	13,970	40,722	91,536	60,747	13,159	7,349	160,324	7,562
Fort Worth	21,330	11,873	47,166	18,961	10,619	28,524	42,687	29,008	33,781	29,366	24,645	18,142
Kansas City	28,840	28,304	31,067	23,350	30,833	17,295	32,694	36,723	18,420	25,444	25,444	26,297
New York	76,965	14,008	21,880	17,759	19,871	16,826	23,131	19,785	16,660	25,915	51,590	34,435
Philadelphia	11,526	12,169	12,778	10,681	9,986	13,274	15,084	65,422	19,701	70,382	25,404	12,792
Riverside	3,525	5,564	5,666	3,938	907	2,608	1,507	25,657	6,824	5,092	1,913	4,060
Seattle	4,671	2,466	2,230	4,405	2,798	7,896	15,353	41,092	15,871	35,032	9,454	55,558
St. Louis	16,657	14,865	49,150	13,926	10,107	19,908	10,873	8,642	8,237	6,020	12,728	5,425

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.)

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
Monthly Total (A+P+R)	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	3,135,226	3,764,436
Agency-Wide Total	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	1,124,548	1,070,330
US National Archives	539,177	832,923	737,676	490,014	696,888	2,357,075	1,017,984	1,007,687	705,573	660,392	710,414	725,546
Afro-American HS	296	714	379	921	3,304	4,112	10,452	13,209	1,499	425	417	891
Assembly	494	282	565	303	430	891	3,961	73,116	140	85	24	75
Archival Recovery	2,135	3,776	2,696	2,566	2,971	2,420	2,043	2,517	2,681	2,030	2,619	5,199
Constitution	13,734	4,469	38,350	14,385	5,222	14	3,135	5,555	6,878	5,654	5,474	3,121
Federal Register	9,135	1,470	1,190	882	607	369	5,278	5,281	10,265	27,823	11,851	2,038
Federal Records Centers	143	80	106	349	216	302	361	492	357	151	140	624
Applied Research	648	1,192	3,482	2,760	3,927	5,389	5,239	8,355	2,831	721	744	616
NHPRC	15,716	34,326	107,613	20,424	26,329	58,379	37,999	55,196	70,891	129,183	38,257	101,943
Noon Lectures	9,660	157	3,589	6,826	192	164	257	228	308	286	316	504
Preservation	21,185	13,089	52,761	27,634	11,470	8,123	113,522	26,730	9,976	46,338	19,626	34,503
Research	5,768	10,071	6,430	9,474	2,239	1,940	5,676	11,582	29,929	6218	14,297	7,776
Today's Document	10,511	5,306	5,816	5,669	5,280	13,430	32,156	28,626	21,910	14,827	170,945	136,974
Students and Interns	10,180	4,460	3,140	3,853	2,463	3,433	3,112	729	539	406	403	518
Electoral College	1,966	702	412	299	670	1,113	1,650	1,820	419	397	710	541
Education	9,566	6,117	40,539	32,874	30,372	14,035	47,551	40,951	31,952	358,023	148,311	49,461
Presidential Total	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	1,675,398	2,416,721
Bush	300,574	233,948	274,289	244,931	270,293	110,231	88,424	73,905	118,752	133,433	138,053	302,406
GWB	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	264,652	858,561
Carter	82,892	56,564	90,769	97,679	49,490	41,540	77,782	52,254	81,663	87,772	110,232	64,481
Clinton	143,993	100,713	75,236	154,736	285,975	157,809	81,038	70,181	180,058	249,615	23,870	110,240
Eisenhower	216,690	227,593	39,787	870,134	49,336	90,063	36,401	46,951	90,294	199,422	316,390	128,829
Ford Library	13,499	10,048	10,535	15,176	8,039	5,338	6,002	5,498	4,513	16,444	22,468	13,189
Ford Museum	72,133	70,797	204,238	85,479	38,316	19,400	22,404	22,600	29,878	91,397	63,819	49,603
Hoover	26,292	22,481	22,668	20,944	7,932	14,369	9,023	8,009	14,768	23,040	32,618	30,314

Johnson	95,596	156,019	267,488	115,629	92,890	80,488	159,410	172,433	133,626	187,799	208,644	529,216
Nixon	122,194	273,489	160,007	179,447	156,034	130,996	166,400	149,200	194,815	124,735	270,683	195,325
Reagan	6,987	5,911	9,688	18,650	6,642	40,102	21,591	25,380	9,752	136,869	12,150	6,973
Roosevelt	54,644	161,829	233,218	84,791	53,156	50,605	66,832	33,534	30,030	48,248	63,755	61,296
Truman	130,620	206,840	72,123	86,104	71,072	41,014	32,720	48,581	38,641	139,241	148,064	66,288
Regional Total	113,857	56,915	447,185	109,142	118,150	128,642	146,373	155,901	113,389	207,431	335,280	277,385
Anchorage	420											
Atlanta	12,122	4,901	58,642	14,627	5,283	3,982	3,647	5,815	4,382	5,334	5,339	6,495
Boston	27,610	12,313	316,134	33,091	78,409	69,532	51,946	36,864	71,148	126,025	82,765	174,424
Chicago	4,134	10,564	8,699	8,439	6,593	5,263	2,071	2,334	2,528	3,412	3,493	31,210
Denver	3,763	3,471	5,682	28,133	4,869	17,966	44,978	27,694	4,550	3,334	93,593	2,945
Fort Worth	3,961	2,648	14,175	5,593	2,895	8,686	13,948	7,257	8,223	6,344	114,880	4,625
Kansas City	8,758	8,874	12,357	5,323	8,793	4,172	12,076	12,929	5,133	7,480	5,984	8,584
New York	41,658	4,805	6,309	5,331	4,460	3,515	5,732	3,763	4,340	7,325	14,899	12,930
Philadelphia	2,583	3,641	2,711	2,424	3,365	4,469	3,866	27,590	3,846	28,221	6,159	2,867
Riverside	1,012	1,134	1,419	1,405	433	1,248	670	12,756	1,932	1,592	832	1,718
Seattle	1,734	731	586	1,354	1,004	2,060	4,616	16,104	5,617	16,288	3,782	29,690
St. Louis	6,102	3,833	20,471	3,422	2,046	7,749	2,823	2,795	1,690	2,066	3,554	1,897

APPENDIX V: Twitter Followers (Cumulative)

	July	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
archivespres	2,980	3,075	3,175	3,262	3,425	3,546	3,645	3,724	3,833	3,892	3,947	4,007
dferriero	2,913	2,956	3,071	3,145	3,162	3,188	3,214	3,237	3,277	3,333	3,361	3,388
Discovercivwar	6,000	6,032	6,057	6,094	6,121	6,147	6,240	6,352	6,443	6,498	6,567	6,569
DocsTeach	4,895	5,125	5,315	5,519	5,713	5,875	6,085	6,300	6,542	6,721	6,869	7,039
ElectoralCollge	2,278	2,273	2,266	2,270	2,279	2,294	2,293	2,287	2,293	2,290	2,286	2,298
FedRegister	6,839	7,024	7,125	7,267	7,396	7,527	7,689	7,882	8,046	8,226	8,353	8,480
NARAMediaLabs	445	482	519	558	629	696	774	853	936	1,006	1,074	1,156
NARA_RecMgmt	4,834	4,924	5,009	5,086	5,140	5,228	5,286	5,352	5,433	5,493	5,542	5,602
Today'sDocument	14,918	15,723	16,398	17,165	17,803	18,542	19,423	20,228	21,003	21,725	22,486	23,183
USNatArchives	43,603	45,878	47,921	50,099	52,272	55,435	58,583	61,700	64,589	67,165	69,305	71,445
ThisisArchives								20	347	454	572	700
Bush41library	16,017	16,773	17,410	17,975	18,726	19,361	19,981	20,503	21,065	21,644	22,003	22,371
CarterLibrary	9,088	9,263	9,448	9,693	9,845	9,989	10,197	10,378	10,527	10,700	10,925	11,026
IkeLibrary	5,792	5,996	6,216	6,430	6,601	6,939	7,177	7,380	7,592	7,840	8,019	8,165
FDRLibrary	5,115	5,310	5,615	5,843	6,017	6,241	6,501	6,700	6,924	7,119	7,302	7,455
GWBLibrary	8,566	8,968	9,504	9,743	10,121	10,381	11,041	11,506	12,022	12,395	12,775	13,144
IkeandHarry2012	596	605	610	610	615	614	613	613	619	625	636	636
JFKLibrary	27,894	28,394	28,908	29,462	30,104	30,720	31,263	31,940	32,489	33,097	33,627	34,016
LBJLibrary	7,259	7,516	7,812	8,100	8,340	8,563	8,887	9,128	9,369	9,643	9,872	10,109
OurPresidents	8,990	9,684	10,116	10,491	10,889	11,307	12,059	12,484	12,849	13,240	13,636	14,025
Reagan_Library	1,358	1,426	1,477	1,537	1,583	1,619	1,672	1,729	1,760	1,806	1,862	1,913
TrumanLibrary	1,672	1,871	2,057	2,214	2,342	2,477	2,602	2,769	2,885	3,031	3,177	3,257
WJCLibrary	35,938	40,954	45,137	49,073	52,732	56,239	60,313	64,350	68,452	74,565	75,867	76,646
ArchivesNYC												6
atlantaarchives	1,045	1,097	1,157	1,194	1,233	1,261	1,293	1,333	1,363	1,389	1,399	1,418
Boston_archives										79	125	165
KCArchives	933	979	1,026	1,080	1,131	1,187	1,244	1,293	1,333	1,386	1,421	1,458
CongressArchive	820	902	992	1,089	1,214	1,354	1,507	1,646	1,815	1,964	2,065	2,171
NARAFRC	374	377	380	383	395	405	407	407	419	420	422	425
StLouisArchives	94	94	94	97	103	106	106	109	115	122	125	127
TOTAL	248,531	261,202	272,469	255,479	265,931	277,241	290,095	302,203	314,340	327,789	335,620	342,400

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

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
Page Views	2,776	3,062	11,763	12,773	9,736	3,246	3,923	3,077	8,006	2,769	2,391	2,296
Track Downloads	2,728	2,013	7,809	9,788	7,490	2,832	2,639	2,685	3,618	2,123	2,078	1,872
Subscriptions	459	416	1,322	1,447	1,183	434	441	359	920	358	331	314

APPENDIX VII: Google+ Followers

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
Monthly Followers	6,492	8,252	6,582	8,358	8,181	9,676	9,755	6,853	6,714	6,340	6,032	4,118
Cumulative Followers	242,321	250,573	257,155	265,513	273,694	283,370	293,125	299,978	306,692	313,032	319,064	323,182

APPENDIX VIII: Pinterest Followers (Cumulative)

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
US National Archives	3,417	3,569	3,714	3,788	3,851	3,898	3,970	4,067	4,204	4,285	4,347	4,424
Our Presidents	639	656	676	684	693	698	706	722	741	747	762	774

APPENDIX IX: Instagram Followers (Cumulative)

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
US National Archives	1,253	1,553	1,710	1,877	2,216	2,614	3,177	3,565	3,922	4,254	4,800	5,498
Ike Library	102	112	122	135	139	147	155	192	216	232	252	266
Clinton Library	136	158	165	216	272	288	320	349	376	1,204	1,218	1,239
FDR Library									43	54	62	75

APPENDIX X: HistoryPin Channel Views(Cumulative)

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
Channel Views	18,292	19,263	19,663	20,138	20,506	20,992	21,389	21,805	22,196	22,793	23,443	23,995