

**JULY FY2015 OVERVIEW**

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	63,585 Views	34,706 Visitors
Tumblr Blogs	35,930 Views	21,297 Visitors
Facebook	15,637,705 Impressions	5,872,046 Reach
National Archives YouTube Channel	122,960 Views	18,760 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	70,549,520 Views	10,297 Total Contacts
Our Archives Wiki (Retired)	Retired	Retired
Twitter (all NARA feeds)	--	350,250 Total Followers
FourSquare	1,020 New Check-ins	3 New Followers
iTunes U	1,862 Views	350 New Subscribers

**FISCAL YEAR COMPARISON**

Social Media Tool	FY 2015 Views (to date)	FY 2014 Views
Archives.gov Blogs	686,181	641,494
Tumblr Blogs	294,849	501,398
Facebook	121,143,569	88,139,965
National Archives YouTube Channel	1,237,685	1,127,103
Flickr (USNatArchives & ArchivesNews)	89,206,479	45,024,298
Our Archives Wiki (Retired)	Retired	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](#)

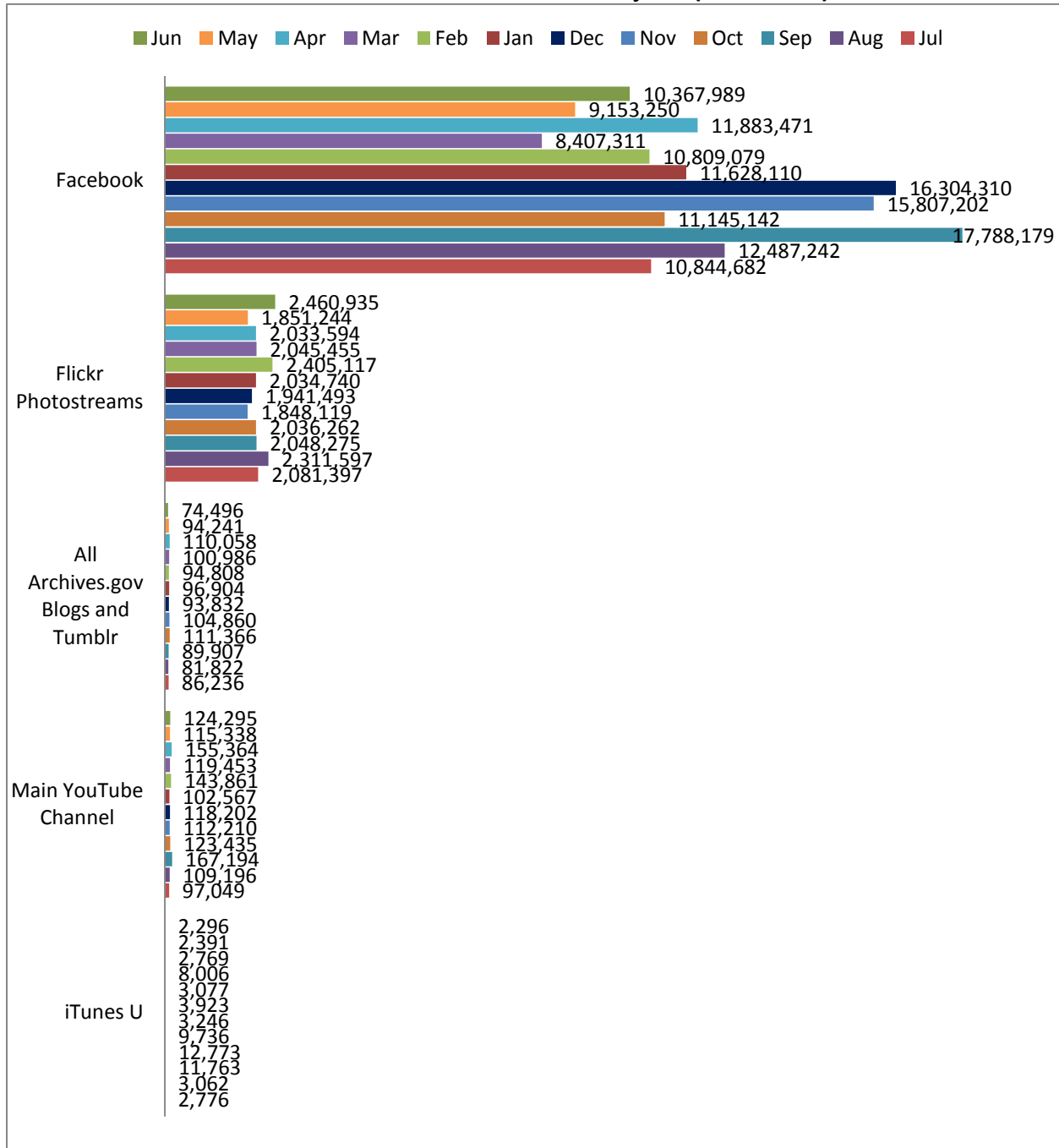
**INTERNAL (NARA@WORK) BLOGS**

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

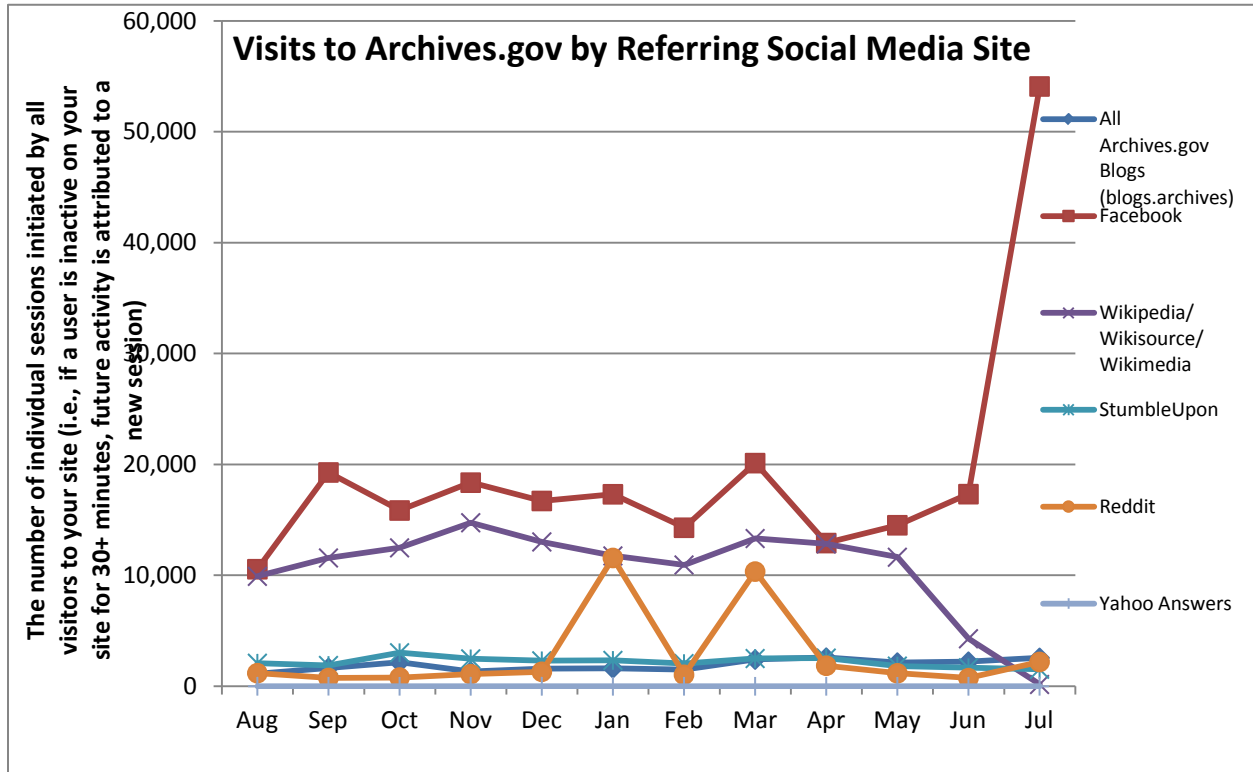
**SOCIAL MEDIA TOOLBOX (Tools currently in use)**

- 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)**

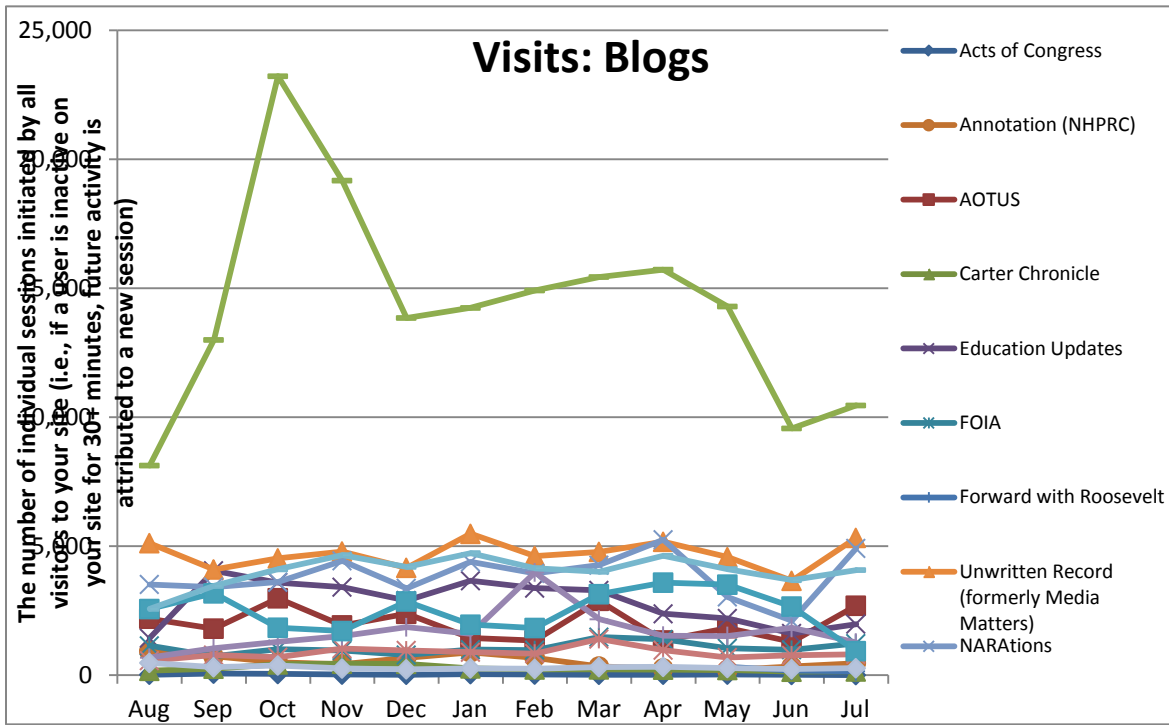


**New External Social Media Projects: July Projects**

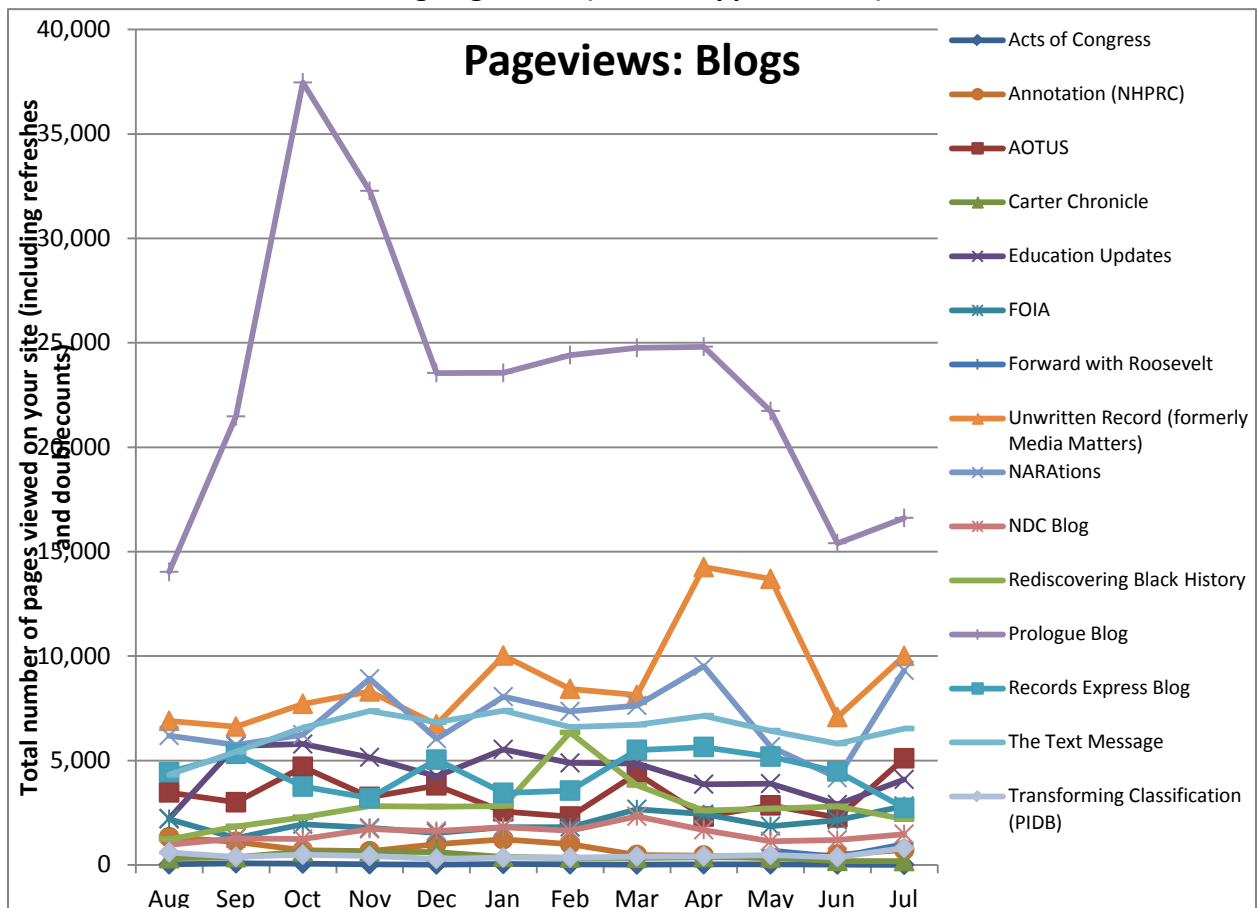
	ZeeMaps	Facebook	Flickr	Twitter	Eventbrite	Tumblr	Blog	YouTube	Instagram
August									
September					1				
October				1					
November									
December									
January						1			
February				1					
March	1								1
April				1					
May									
June				1					1
July									

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

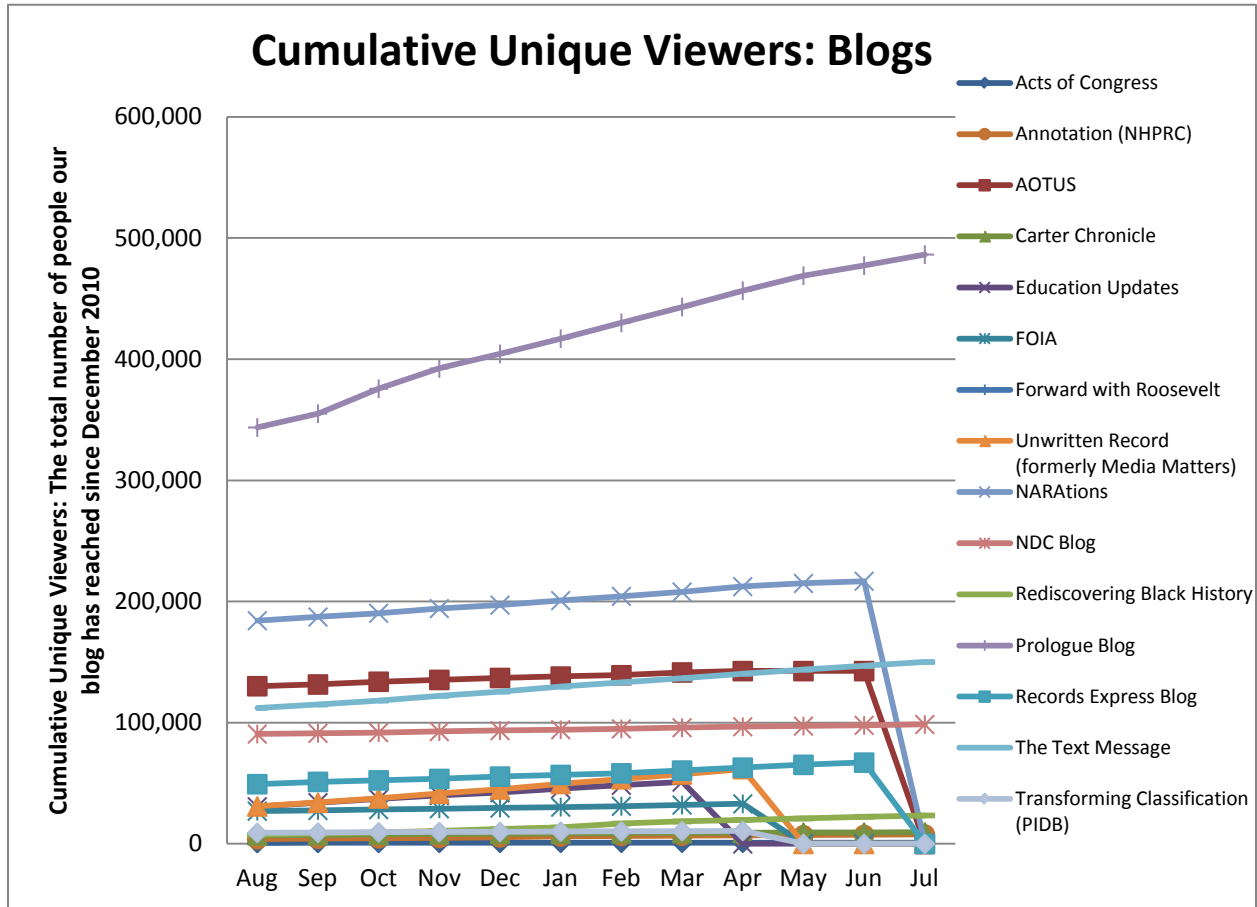
Blog Visits (Source: Appendix II.A)



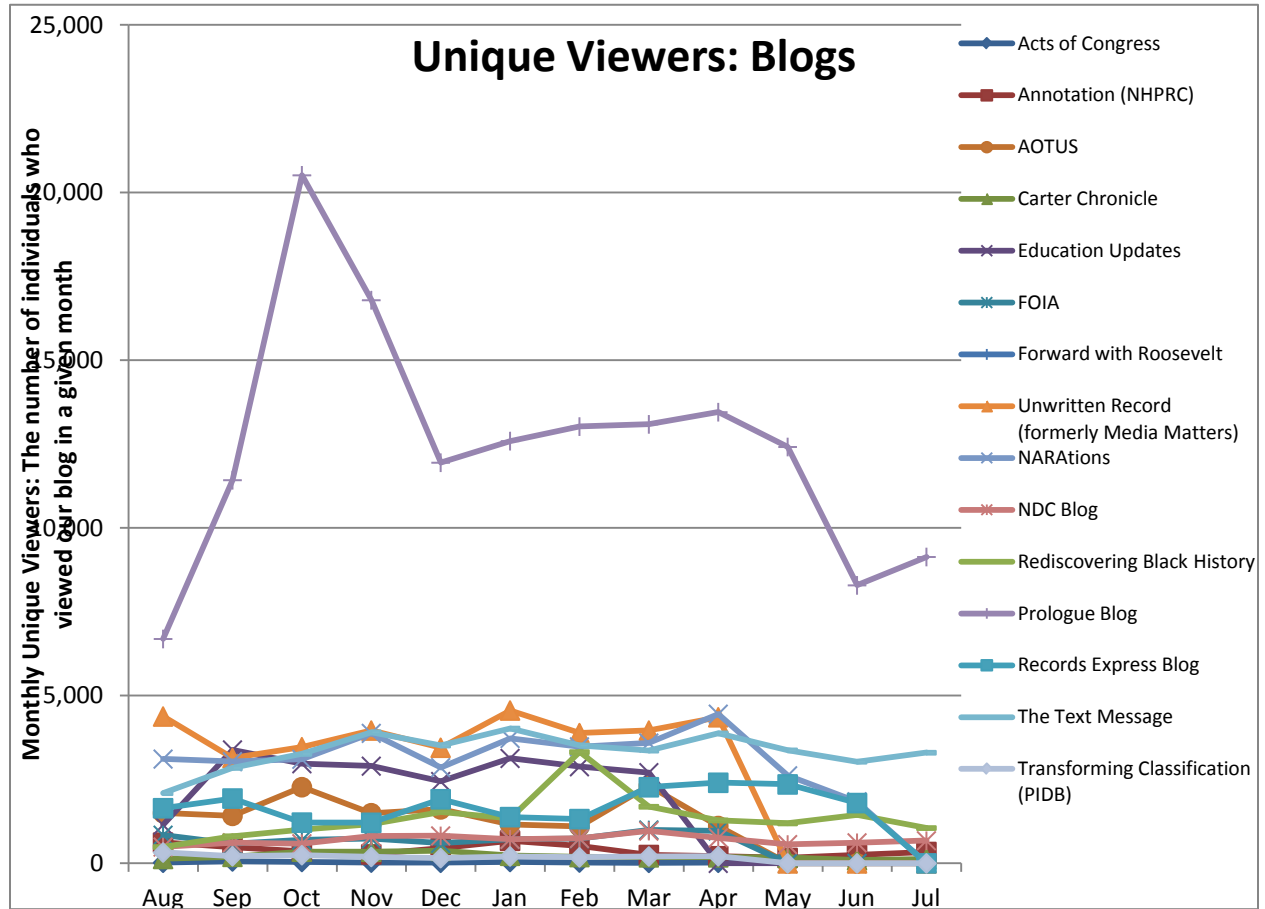
Blog Pageviews (Source: Appendix II.B)



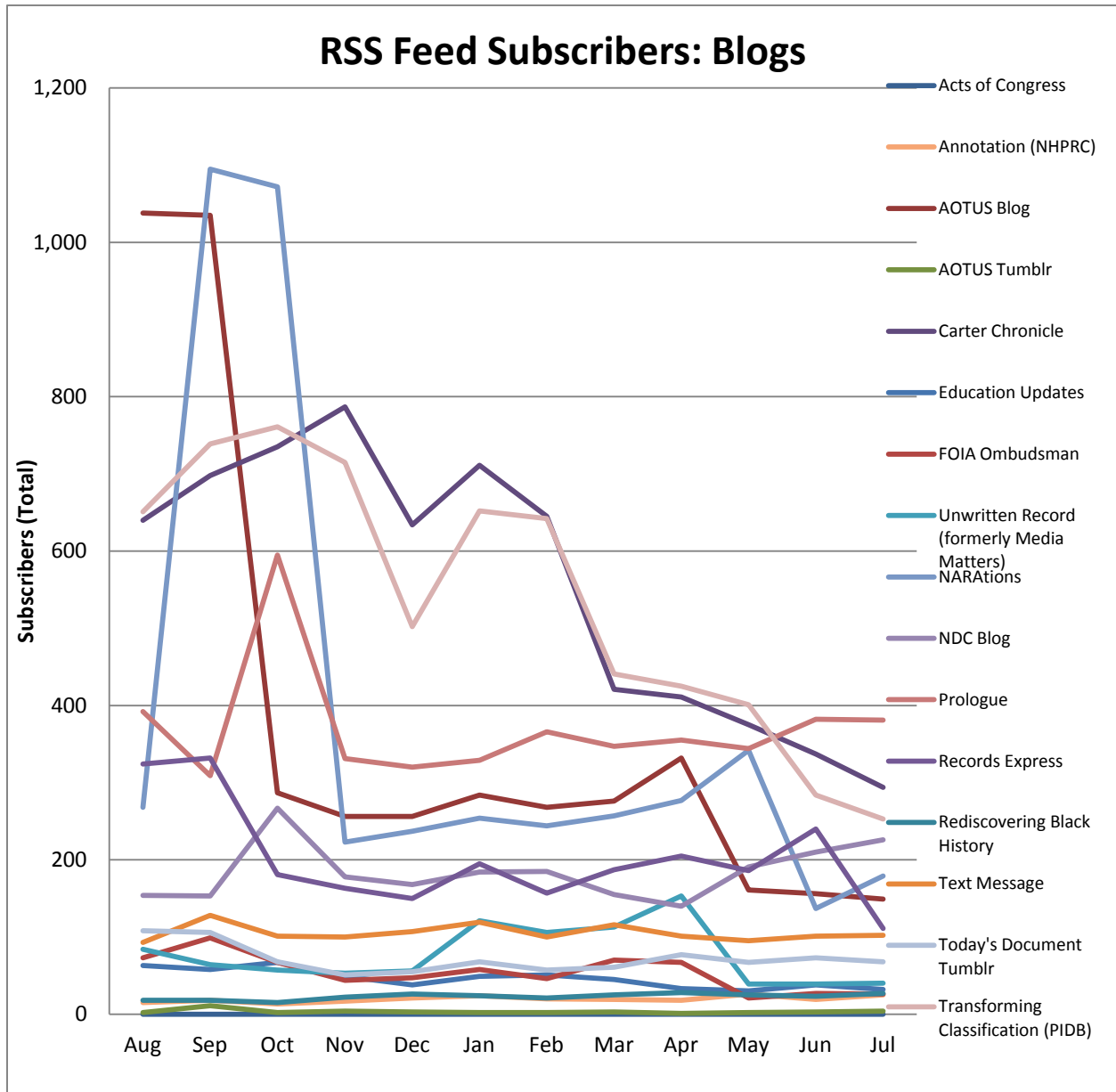
**Blog Cumulative Unique Viewers (Source: Appendix II.C)**



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



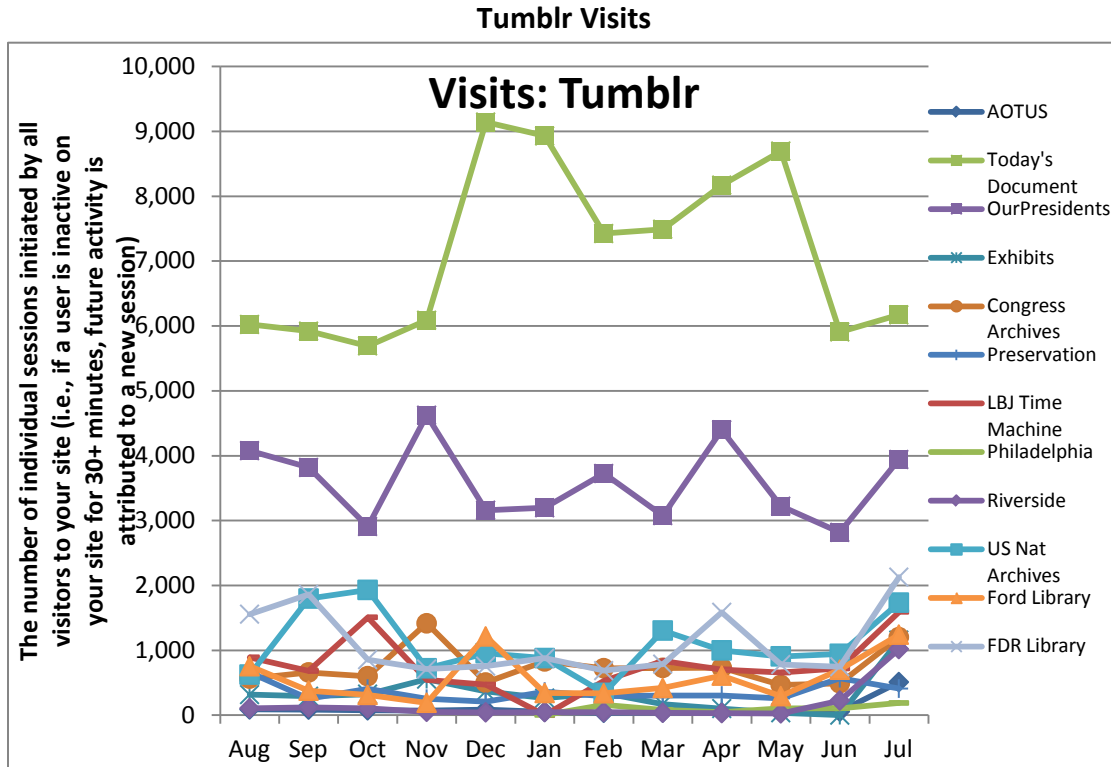
**Total RSS Feed Subscribers to Archives.gov Blogs (Source: Appendix III)**



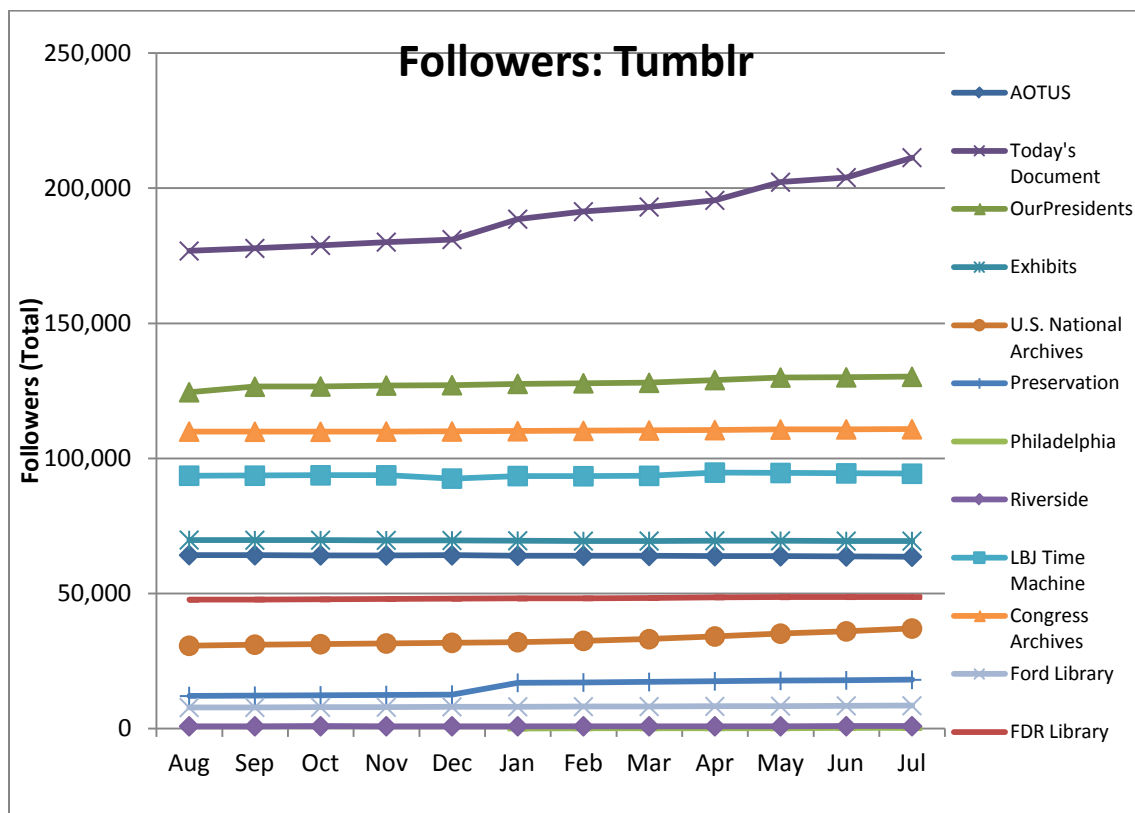
**Top 5 Most Viewed Blog Posts in July**

Blog	Pageviews	Post Title
NARAtions	2,478	<a href="#">Virtual Volunteering, Retirement Project 2.0</a>
AOTUS	1,915	<a href="#">If You Build It, They Will Come</a>
NARAtions	1,457	<a href="#">Do You Have Suggestions for NARA's Digitization Priorities?</a>
The Unwritten Record	1,371	<a href="#">Re-establishing Diplomatic Relations with Cuba (Historic Photos)</a>
The Unwritten Record	925	<a href="#">Happy July Fourth! John Houston's "Birthday Present" to America</a>

Social Media Tools: Detail View – Tumblr

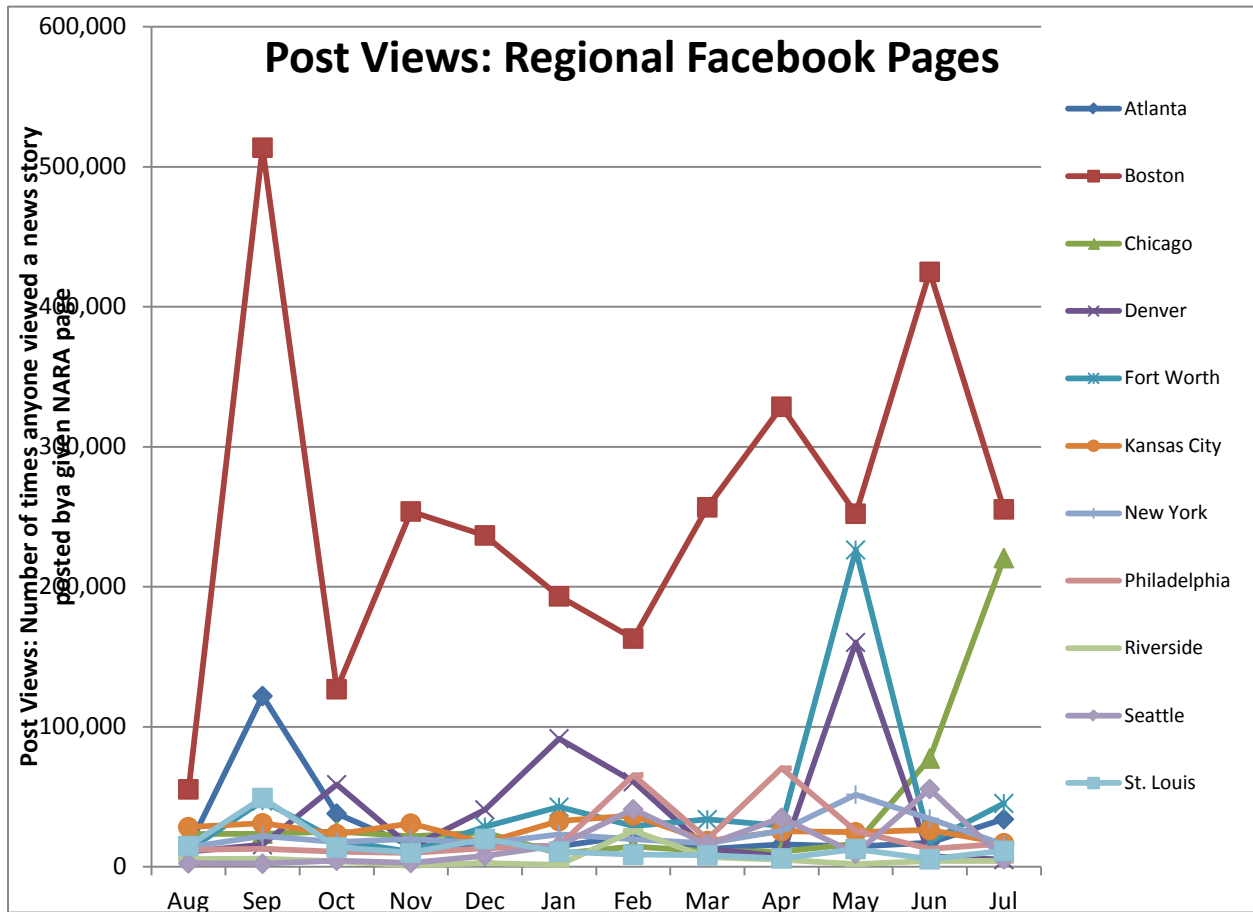


Followers on Tumblr (Source: Appendix IV)

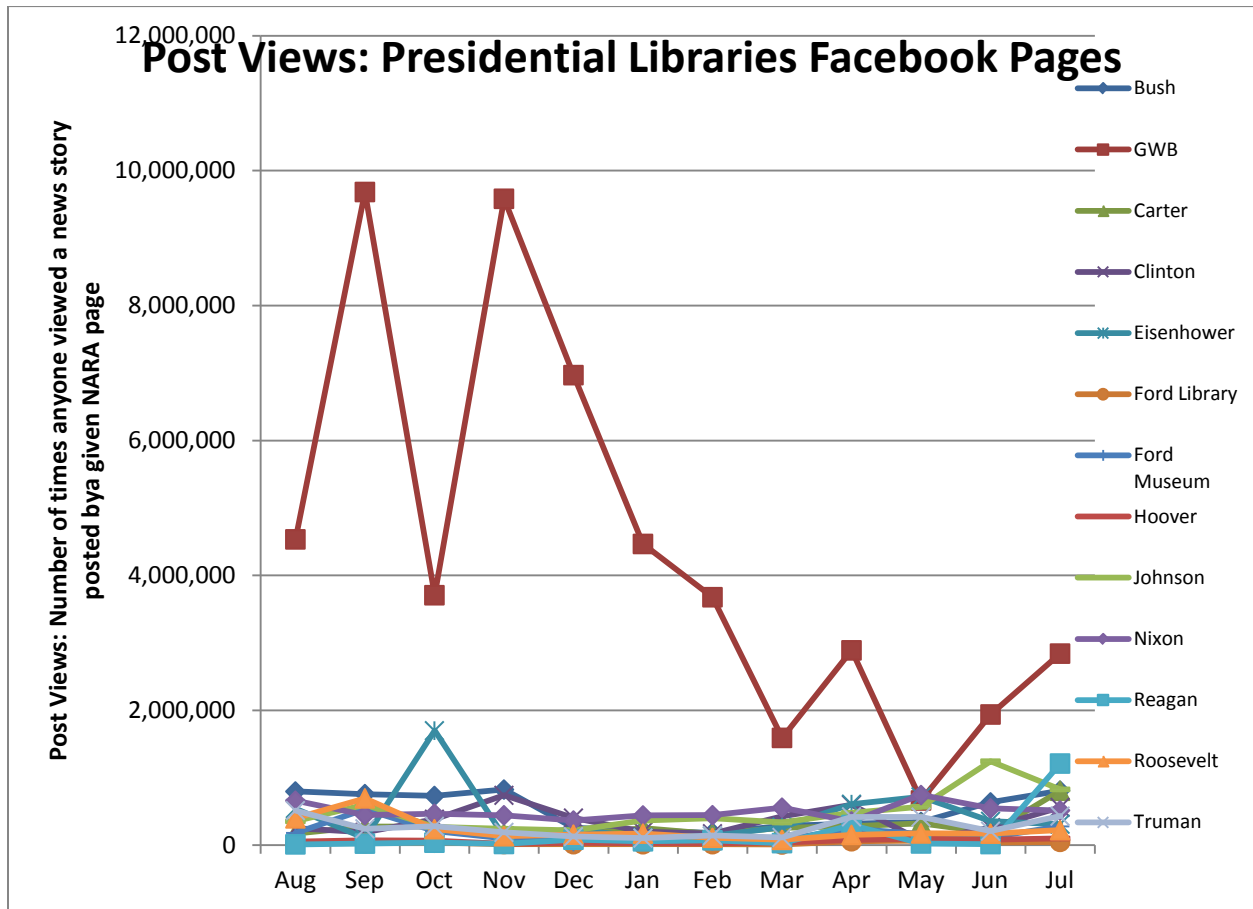




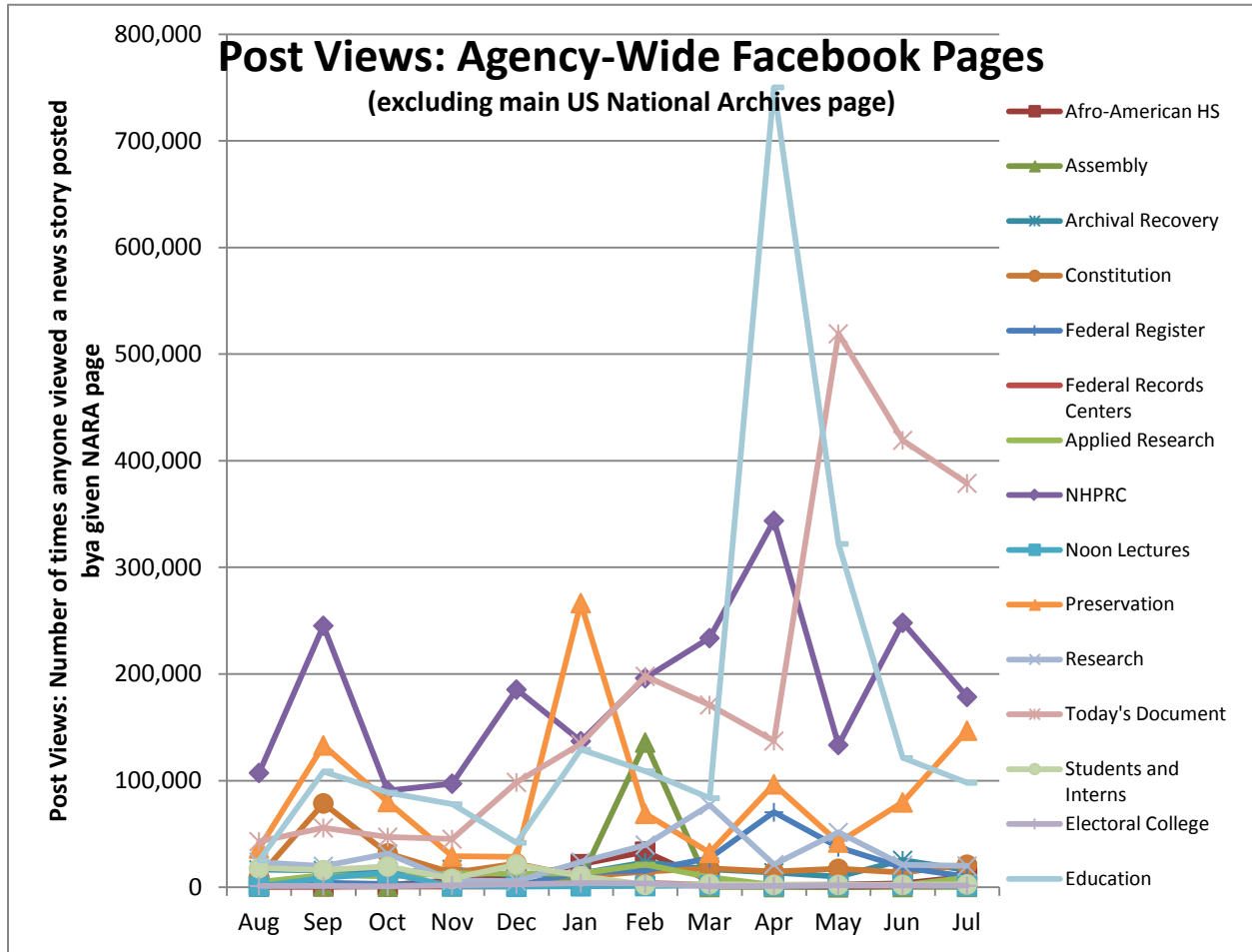
**Social Media Tools: Detail View – Facebook**  
**Post Views on Regional Pages (Source: Appendix IV.A)**

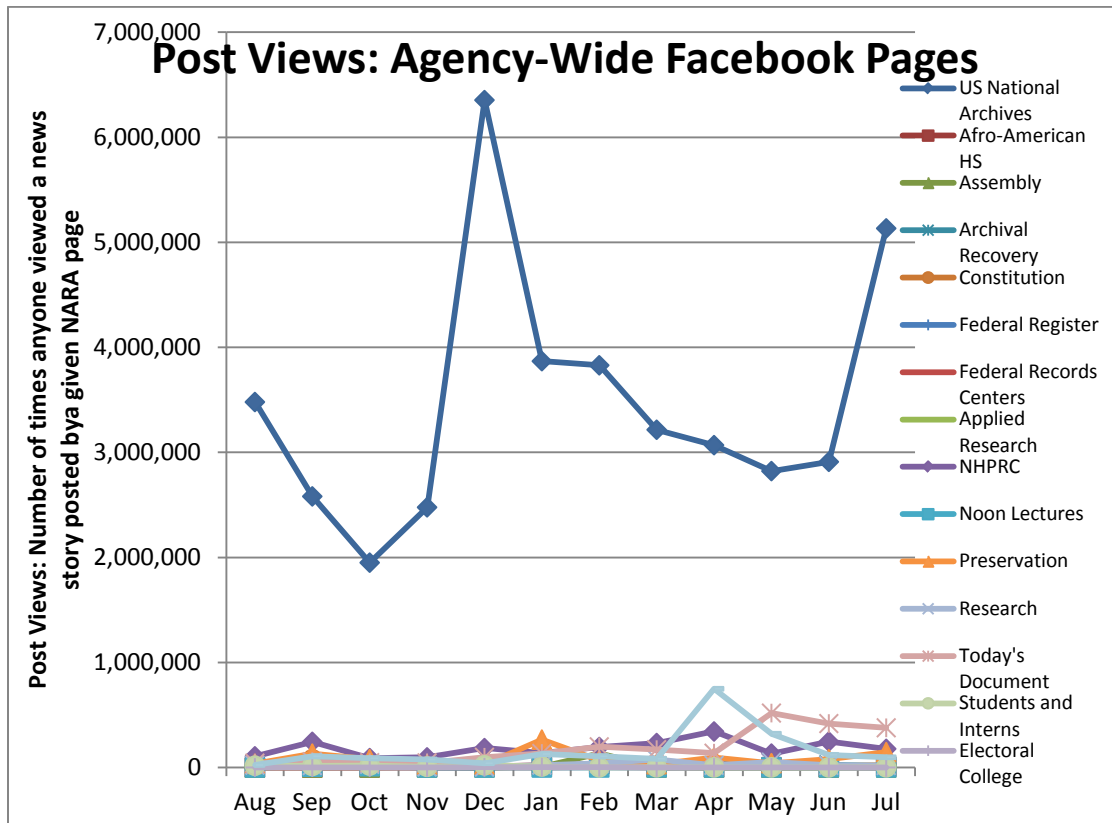


Post Views on Presidential Library Pages (Source: Appendix IV.A)

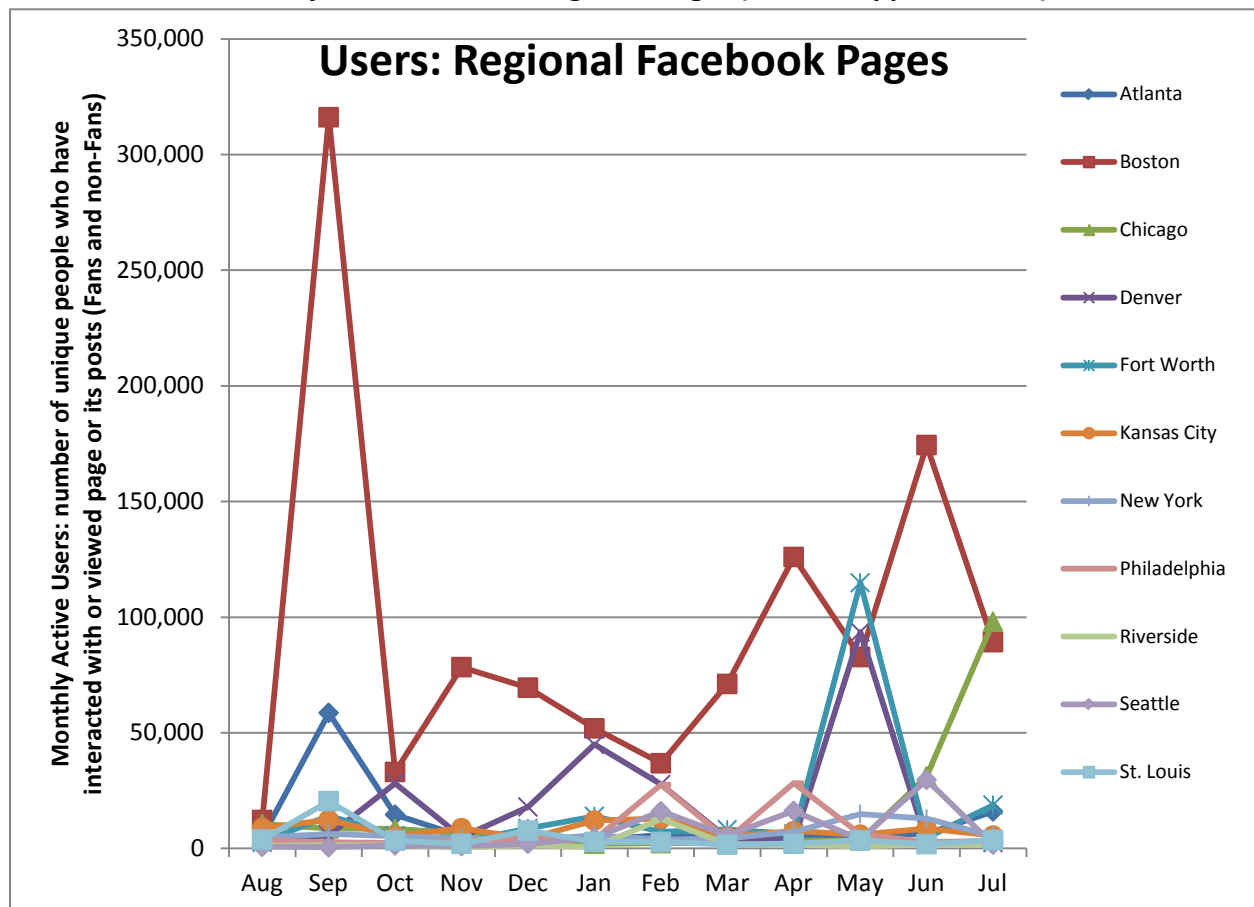


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

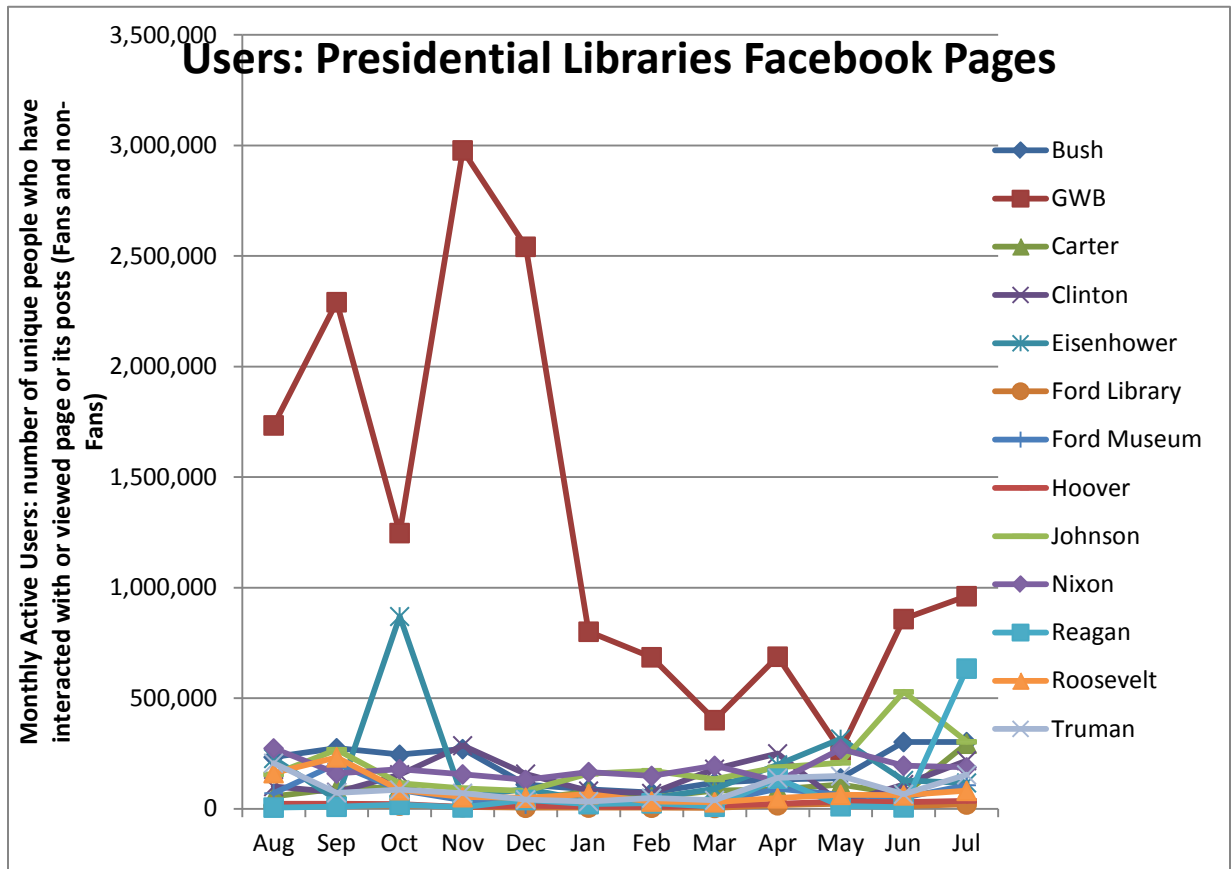




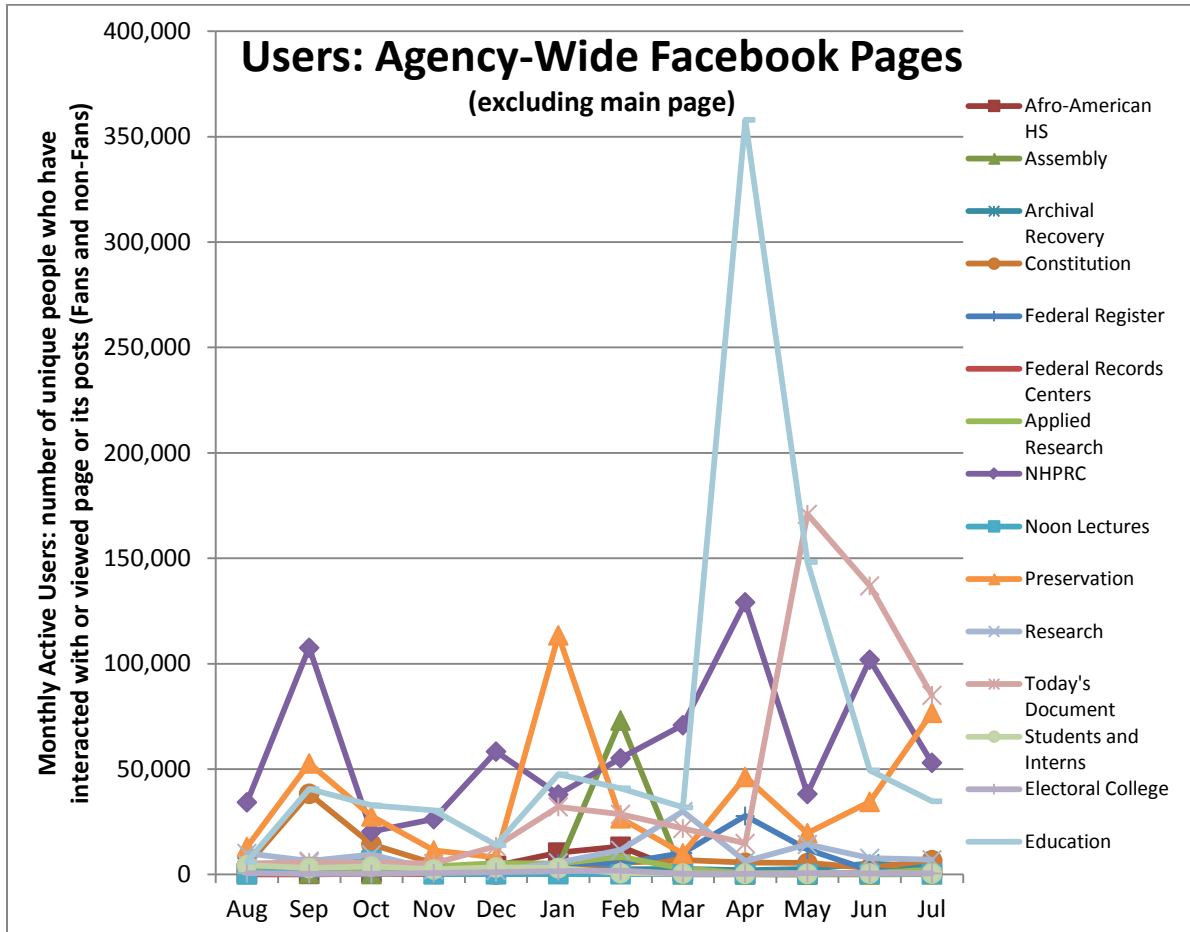
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

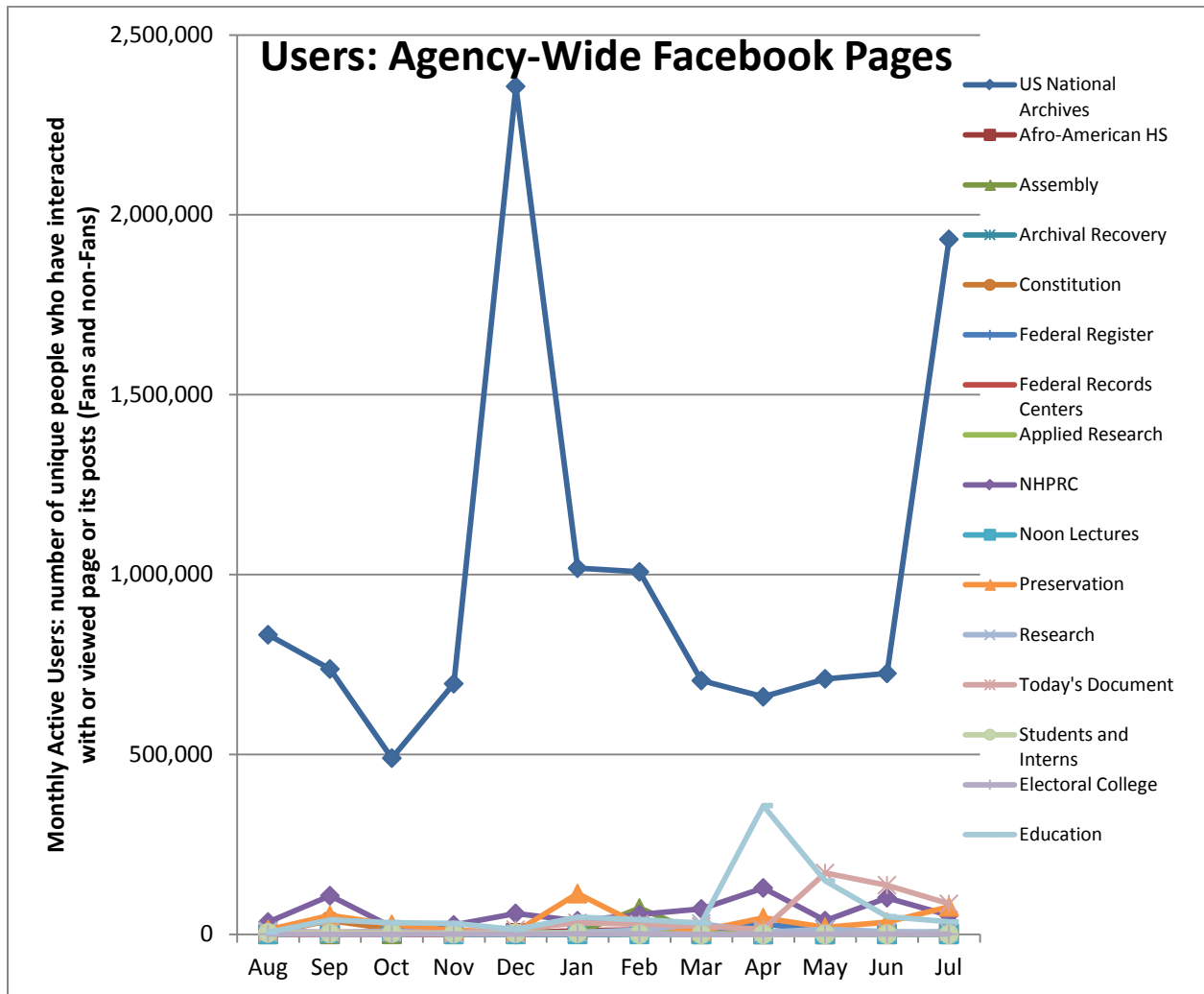


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



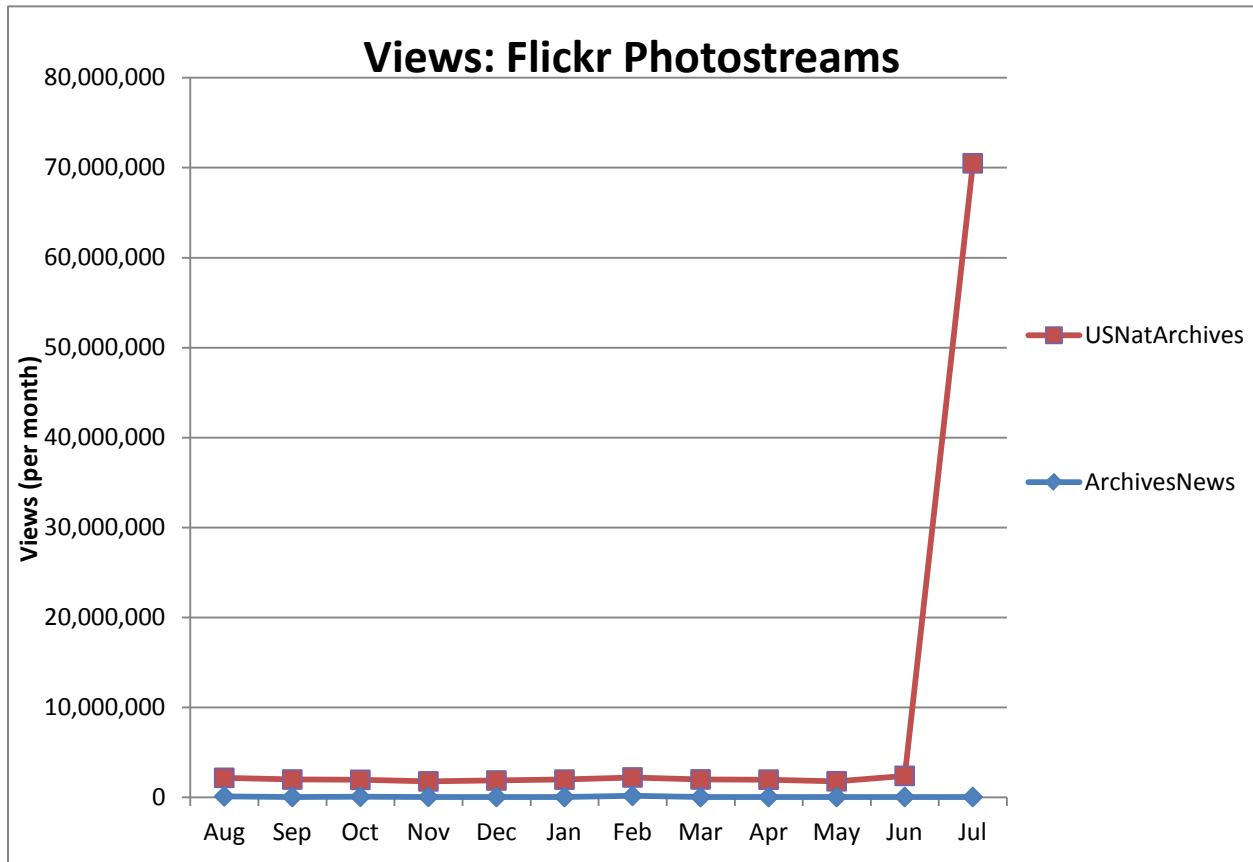
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



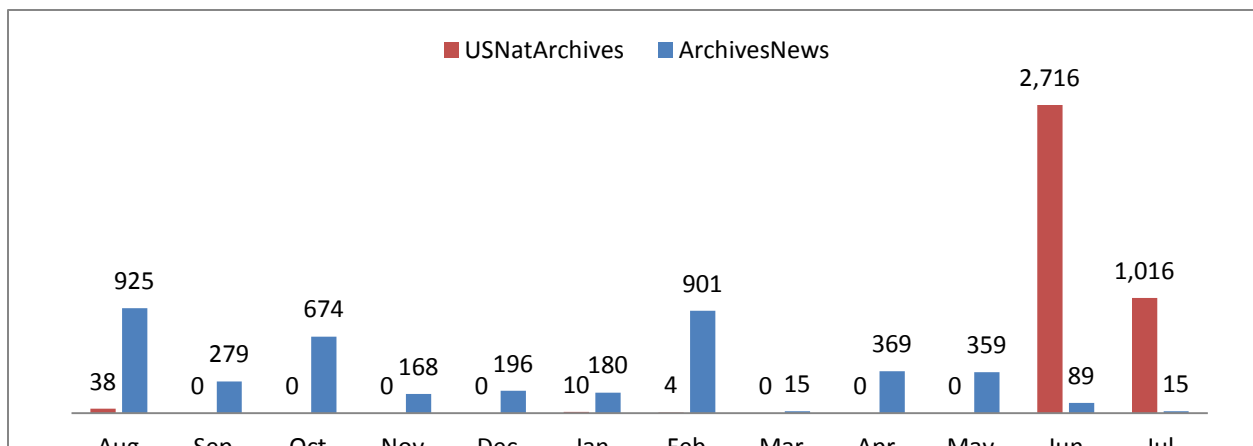


Social Media Tools: Detail View – Flickr

Views on Photostreams (Per Month)

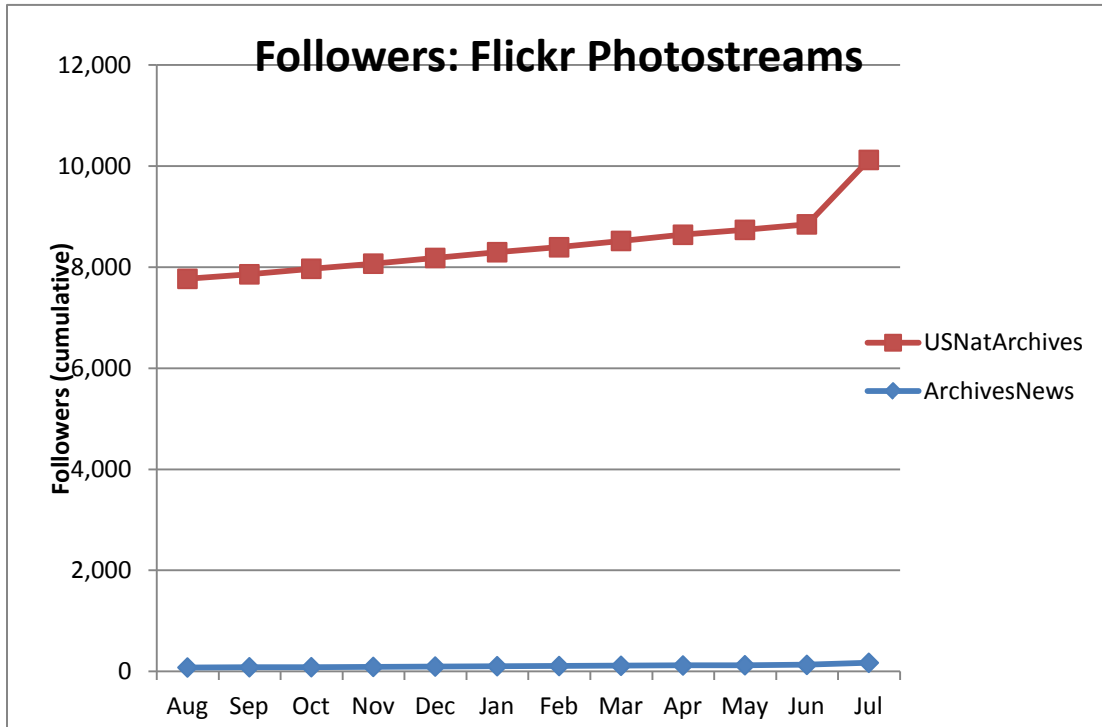


Photos Uploaded (Per Month)



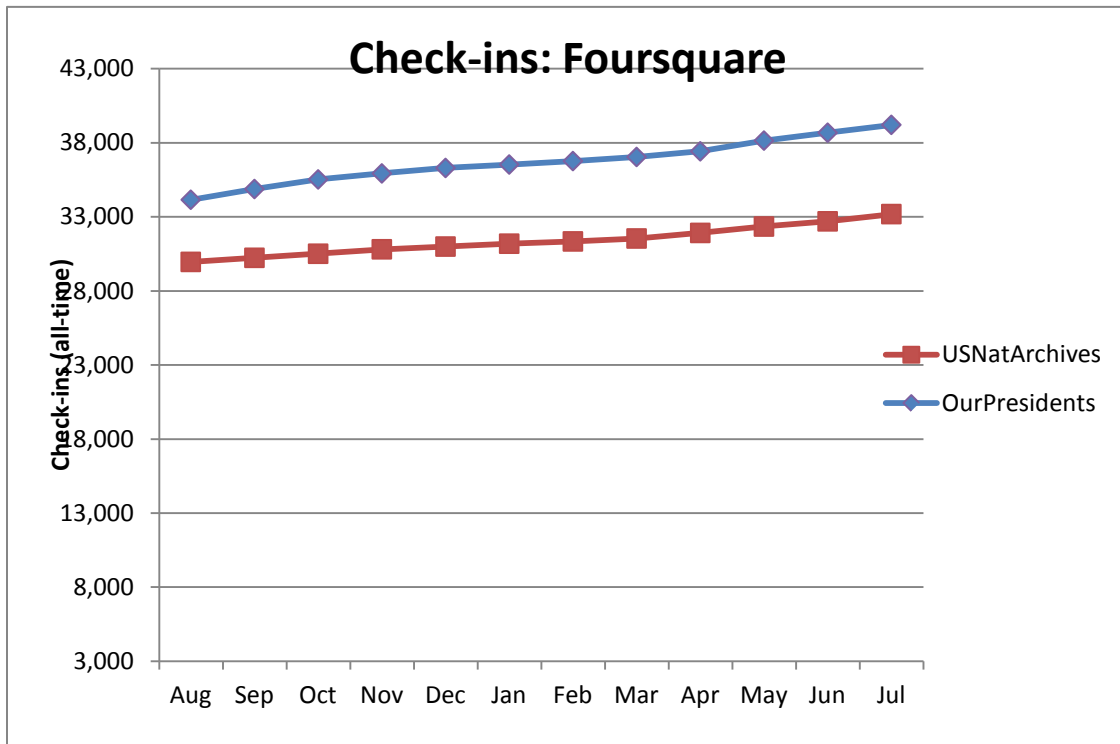


**Followers of Photostreams (Cumulative)**

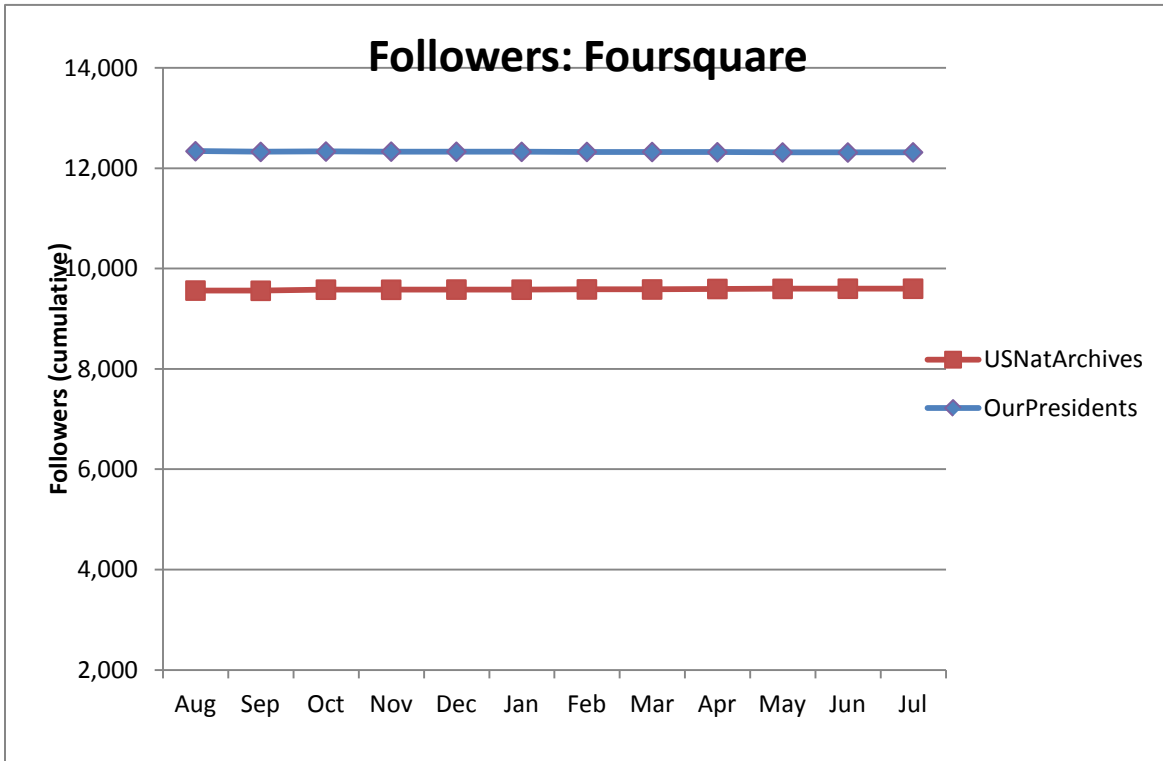


**Social Media Tools: Detail View – Foursquare**

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

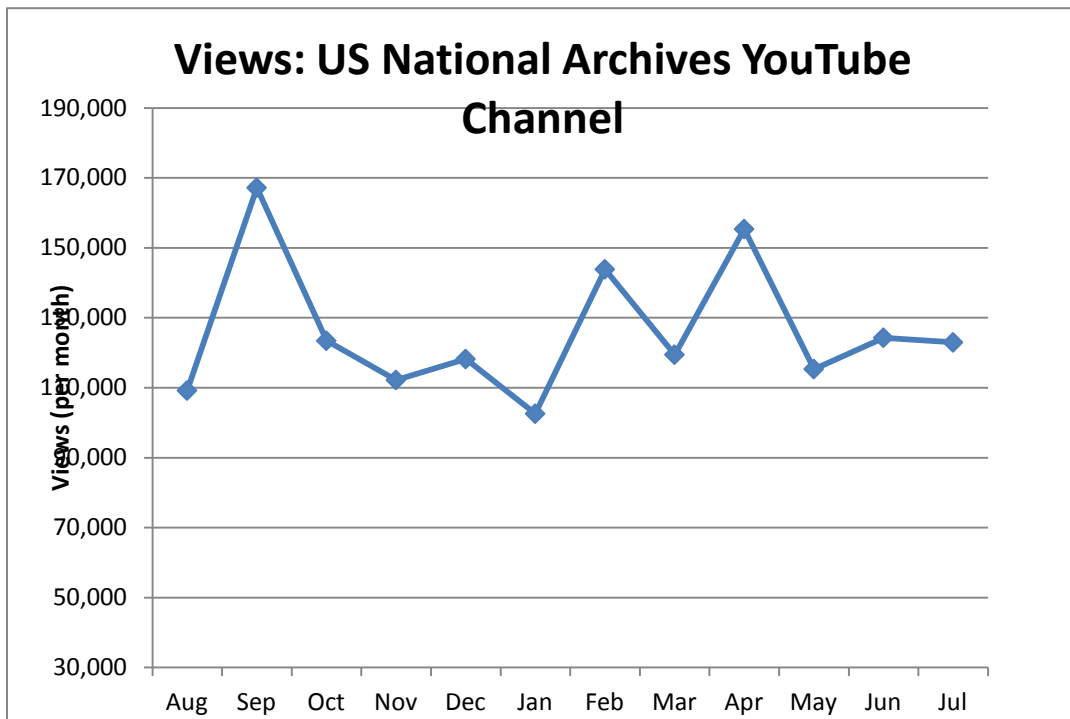


**Number of Followers of USNatArchives and OurPresidents (Cumulative)**

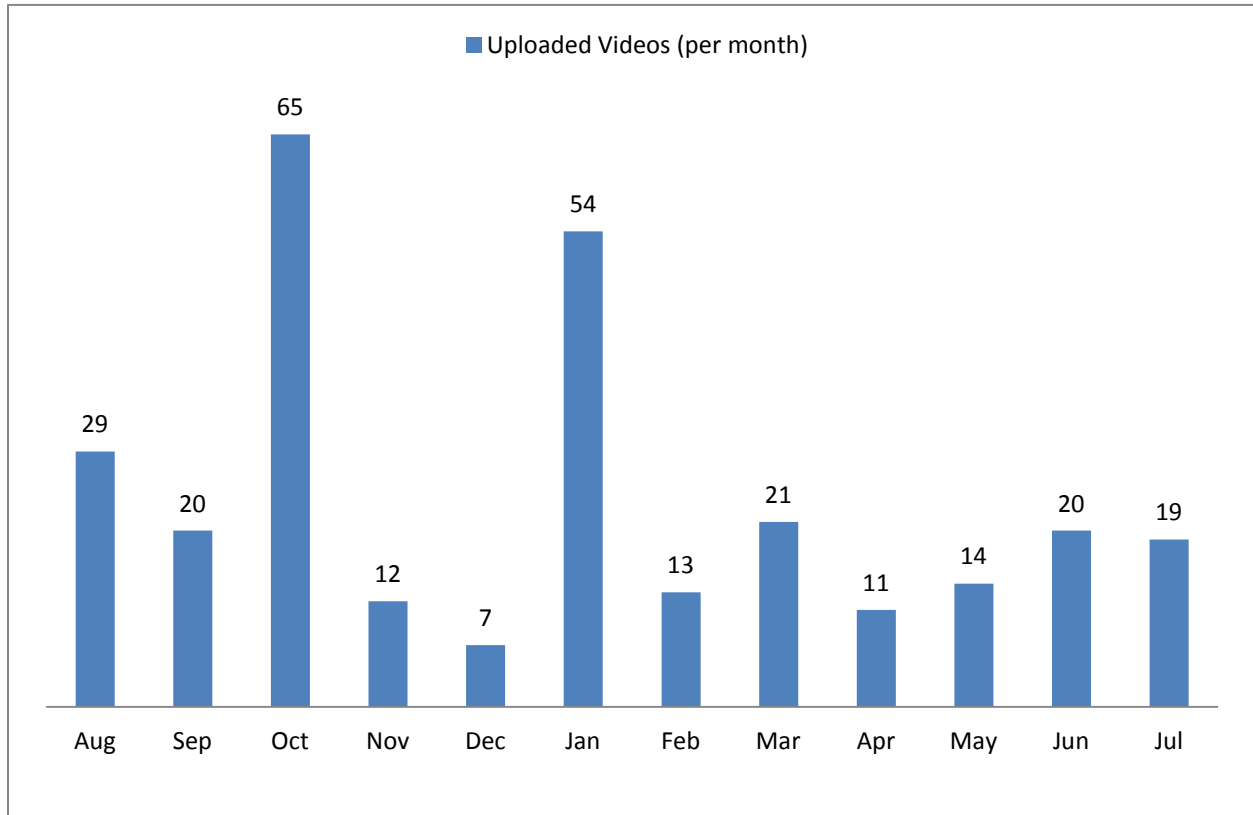


**Social Media Tools: Detail View – YouTube**

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



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

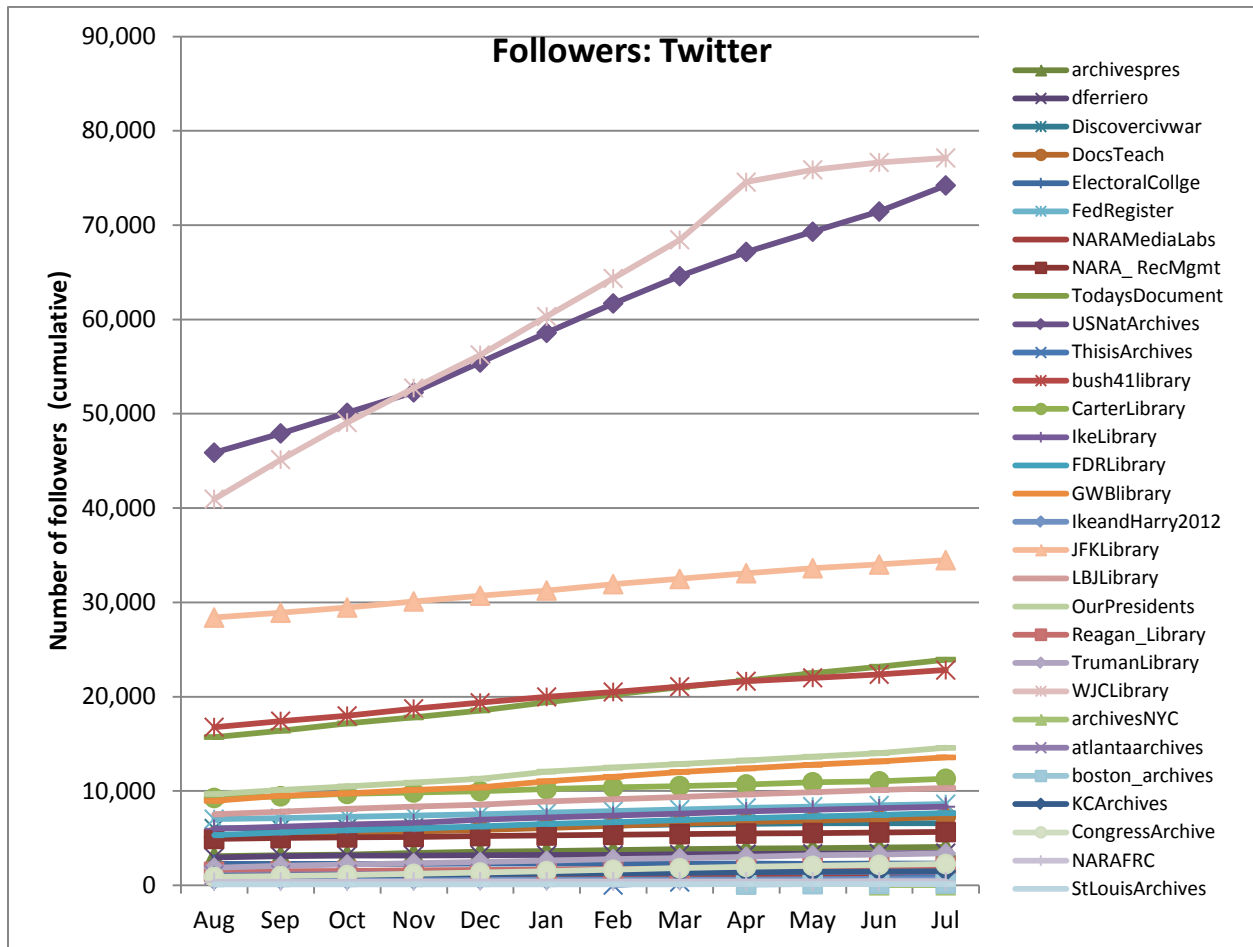


**Top 5 Most Viewed Videos for July 2015 on US National Archives Channel**

Video Title	Views
<a href="#">With the Marines at Tarawa</a>	15,569
<a href="#">The True Glory, 1945 (restored)</a>	7,006
<a href="#">Private Snafu in "Censored.", 1944</a>	5,188
<a href="#">Volks-Deutsche/Jungen in USA</a>	4,577
<a href="#">Camp Activities for Boys and Girls</a>	3,494

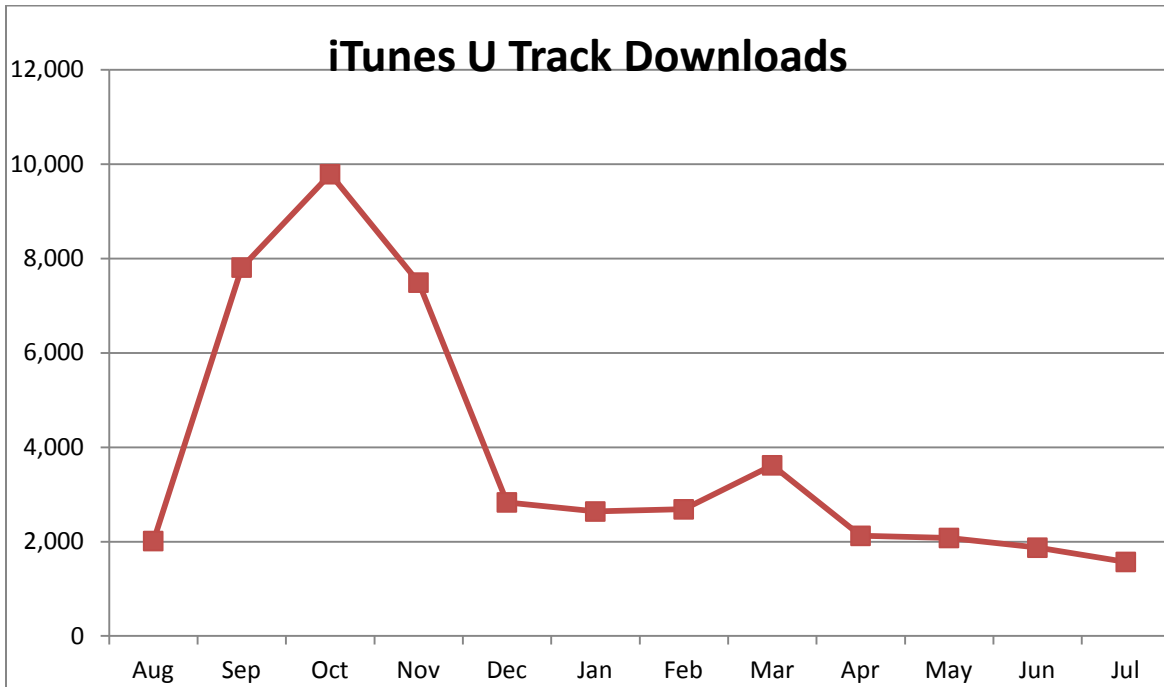
Social Media Tools: Detail View – Twitter

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

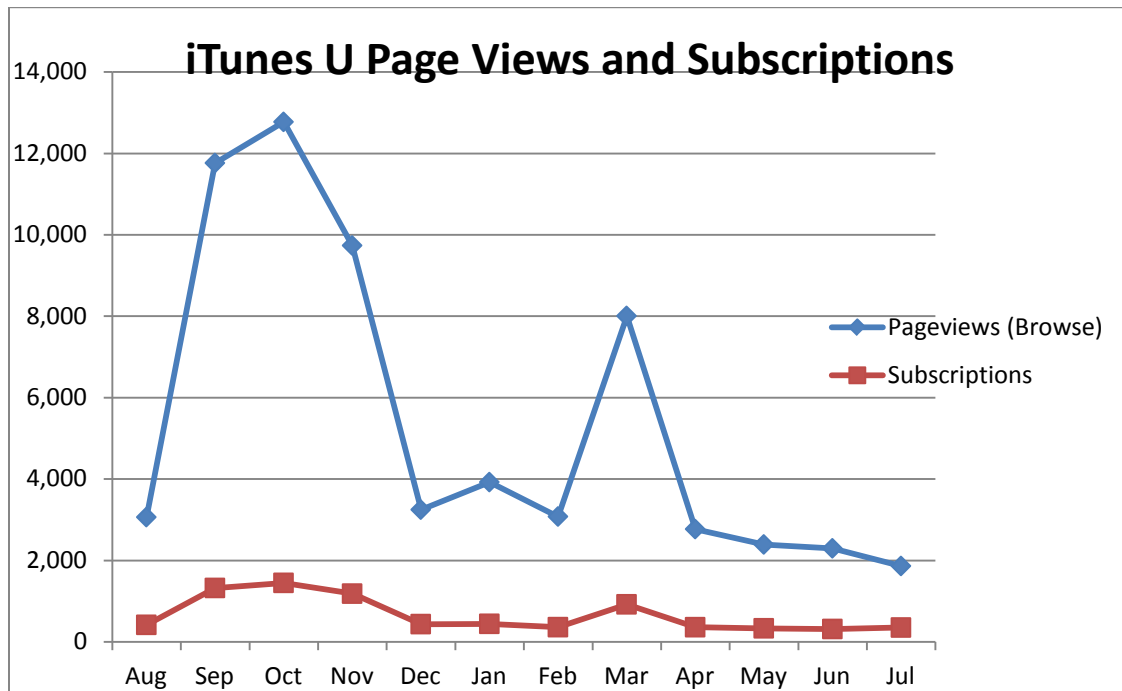


Social Media Tools: Detail View – iTunes U

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

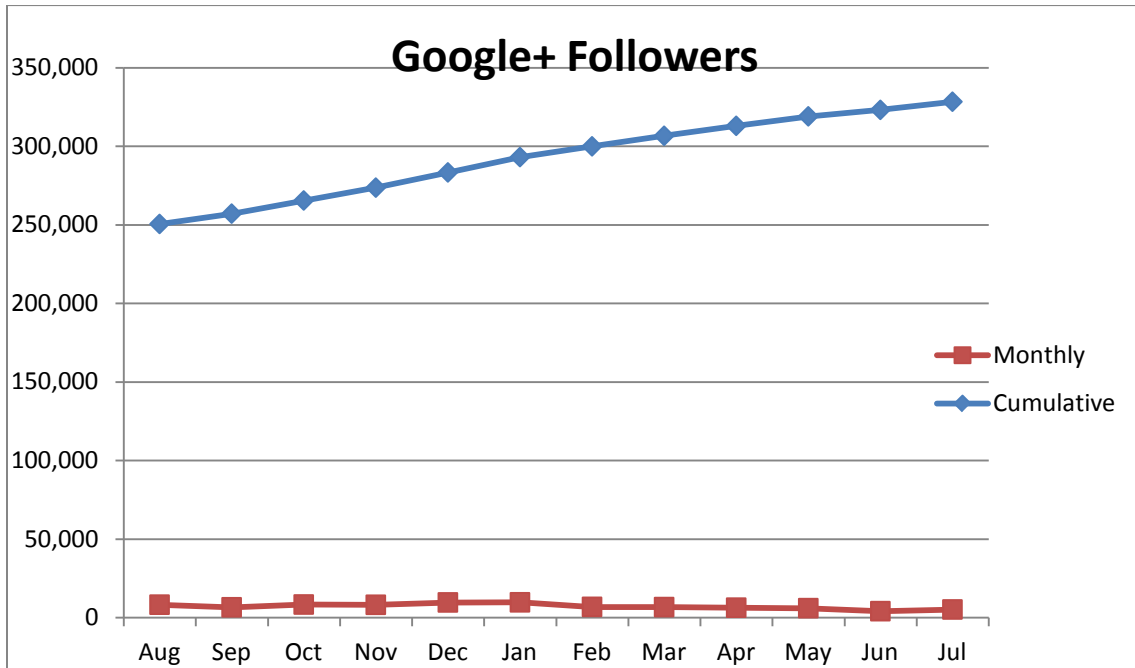


Page Views and Subscriptions on U.S. National Archives iTunes U (Source: Appendix VI)



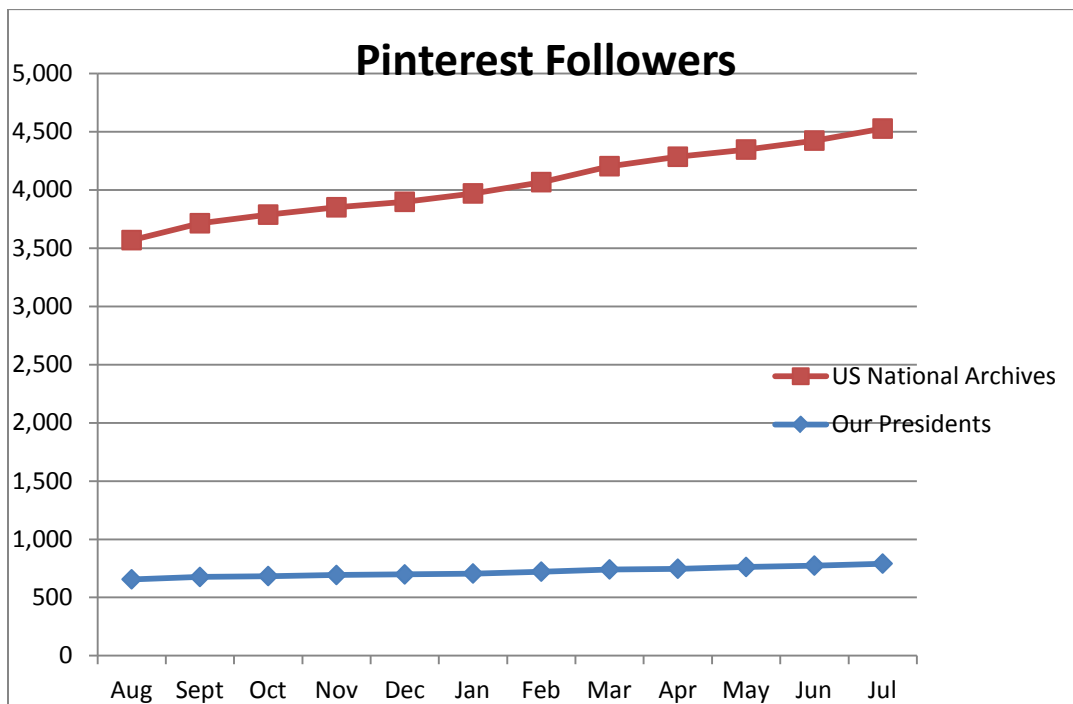
**Social Media Tools: Detail View – Google+**

**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.

	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July
Acts of Congress	20	60	46	23	18	42	25	17	20	23	10	5
Annotation (NHPRC)	928	728	494	420	674	886	677	334	263	199	332	466
AOTUS	2,191	1,804	2,982	1,930	2,380	1,437	1,346	2,884	1,346	1,824	1,287	2,692
Carter Chronicle	170	252	419	444	441	264	222	226	216	202	135	145
Education Updates	1,435	4,050	3,591	3,413	2,896	3,660	3,374	3,288	2,379	2,200	1,619	1,980
FOIA	1,138	732	1,007	960	782	990	975	1,476	1,386	1,044	987	1,225
Forward with Roosevelt										325	177	149
Unwritten Record (formerly Media Matters)	5,118	4,099	4,529	4,795	4,163	5,479	4,617	4,780	5,171	4,575	3,658	5,322
NARAtions	3,518	3,419	3,608	4,433	3,369	4,389	3,945	4,264	5,252	3,034	2,106	4,915
NDC Blog	563	781	698	1,029	961	890	839	1,401	970	688	770	810
Rediscovering Black History	679	1,043	1,289	1,518	1,859	1,601	3,985	2,167	1,533	1,521	1,833	1,265
Prologue Blog	8,126	12,996	23,218	19,172	13,847	14,236	14,913	15,435	15,721	14,292	9,565	10,455
Records Express Blog	2,564	3,173	1,839	1,711	2,859	1,956	1,829	3,139	3,588	3,510	2,660	932
The Text Message	2,570	3,457	4,102	4,654	4,199	4,733	4,143	4,008	4,628	4,112	3,682	4,075
Transforming Classification (PIDB)	478	306	376	258	227	268	244	313	321	279	233	270
<b>MONTHLY TOTAL</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>	<b>43,732</b>	<b>42,794</b>	<b>37,828</b>	<b>29,054</b>	<b>34,706</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.

	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July
Acts of Congress	26	77	65	33	22	47	28	20	31	27	18	6
Annotation (NHPRC)	1,328	1,107	699	652	995	1,224	1,000	473	448	315	491	720
AOTUS	3,470	3,000	4,695	3,254	3,807	2,566	2,314	4,389	2,312	2,850	2,273	5,104
Carter Chronicle	321	365	643	642	615	382	344	332	370	351	192	185
Education Updates	2,224	5,699	5,785	5,153	4,245	5,532	4,882	4,852	3,866	3,892	2,892	4,092
FOIA	2,199	1,289	1,946	1,771	1,539	1,811	1,815	2,666	2,430	1,858	2,153	2,820
Forward with Roosevelt										693	378	991
Unwritten Record (formerly Media Matters)	6,900	6,625	7,713	8,303	6,729	10,024	8,433	8,141	14,258	13,695	7,080	10,006
NARAtions	6,192	5,747	6,238	8,912	6,042	8,058	7,348	7,634	9,522	5,654	4,167	9,311
NDC Blog	966	1,271	1,241	1,720	1,623	1,810	1,642	2,327	1,678	1,136	1,197	1,475
Rediscovering Black History	1,229	1,846	2,277	2,816	2,795	2,827	6,338	3,823	2,604	2,695	2,802	2,188
Prologue Blog	14,029	21,475	37,463	32,273	23,555	23,561	24,412	24,756	24,813	21,733	15,400	16,615
Records Express Blog	4,441	5,318	3,748	3,196	5,039	3,450	3,558	5,508	5,646	5,185	4,474	2,729
The Text Message	4,319	5,418	6,576	7,369	6,829	7,383	6,599	6,712	7,144	6,426	5,813	6,528
Transforming Classification (PIDB)	605	383	488	430	292	353	354	406	419	479	374	815
<b>MONTHLY TOTAL</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>	<b>72,039</b>	<b>75,541</b>	<b>66,989</b>	<b>49,704</b>	<b>63,585</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.

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

	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July
<b>Acts of Congress</b>	770	828	870	893	911	953	978	994	1,012	1,034	1,044	1,049
<b>Annotation (NHPRC)</b>	3,848	4,327	4,682	4,950	5,403	6,076	6,591	6,841	7,054	7,217	7,468	7,808
<b>AOTUS</b>	130,173	131,591	133,863	135,359	136,970	138,124	139,221	141,535	142,649	142,649	142,649	*
<b>Carter Chronicle</b>	7,122	7,318	7,667	8,014	8,387	8,614	8,803	8,984	9,165	9,335	9,430	9,554
<b>Education Updates</b>	30,678	34,062	37,035	39,935	42,377	45,507	48,390	51,097	*	*	*	*
<b>FOIA</b>	27,021	27,604	28,302	29,035	29,635	30,352	31,088	32,084	33,050	*	*	*
<b>Forward with Roosevelt</b>										*	*	*
<b>Unwritten Record</b>	30,947	34,091	37,557	41,519	44,968	49,527	53,413	57,374	61,732	*	*	*
<b>NARAtions</b>	184,256	187,290	190,394	194,272	197,129	200,855	204,331	207,921	212,372	214,985	216,824	*
<b>NDC Blog</b>	90,689	91,305	91,891	92,702	93,522	94,241	94,984	95,947	96,707	97,268	97,882	98,558
<b>Rediscovering Black History</b>	7,652	8,461	9,469	10,638	12,168	13,506	16,825	18,514	19,796	20,988	22,432	23,486
<b>Prologue Blog</b>	343,721	355,148	375,666	392,459	404,407	416,999	430,024	443,116	456,571	468,988	477,279	486,416
<b>Records Express Blog</b>	49,289	51,223	52,439	53,649	55,562	56,942	58,263	60,534	62,938	65,293	67,092	*
<b>The Text Message</b>	112,151	114,998	118,263	122,172	125,687	129,708	133,224	136,587	140,464	143,834	146,866	150,166
<b>Transforming Classification</b>	9,121	9,333	9,577	9,769	9,927	10,134	10,314	10,521	10,734	*	*	*
<b>MONTHLY TOTAL</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>	<b>1,272,049</b>	<b>1,254,244</b>	<b>1,164,374</b>	<b>1,181,498</b>	<b>777,037</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.

	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July
<b>Acts of Congress</b>	19	58	42	23	18	42	25	16	18	22	10	5
<b>Annotation (NHPRC)</b>	619	479	355	268	453	673	515	250	213	163	251	340
<b>AOTUS</b>	1,500	1,418	2,272	1,496	1,611	1,154	1,097	2,314	1,114	*	*	*
<b>Carter Chronicle</b>	133	196	349	347	373	227	189	181	181	170	95	124
<b>Education Updates</b>	1,144	3,384	2,973	2,900	2,442	3,130	2,883	2,707	*	*	*	*
<b>FOIA</b>	842	583	698	733	600	717	736	996	966	*	*	*
<b>Forward with Roosevelt</b>										*	*	*
<b>Unwritten Record (formerly Media Matters)</b>	4,380	3,144	3,466	3,962	3,449	4,559	3,886	3,961	4,358	*	*	*
<b>NARAtions</b>	3,111	3,034	3,104	3,878	2,857	3,726	3,476	3,590	4,451	2,613	1,839	*
<b>NDC Blog</b>	488	616	586	811	820	719	743	963	760	561	614	676
<b>Rediscovering Black History</b>	488	809	1,008	1,169	1,530	1,338	3,319	1,689	1,282	1,192	1,444	1,054
<b>Prologue Blog</b>	6,692	11,427	20,518	16,793	11,948	12,592	13,025	13,092	13,455	12,417	8,291	9,137
<b>Records Express Blog</b>	1,645	1,934	1,216	1,210	1,913	1,380	1,321	2,271	2,404	2,355	1,799	*
<b>The Text Message</b>	2,095	2,847	3,265	3,909	3,515	4,021	3,516	3,363	3,877	3,370	3,032	3,300
<b>Transforming Classification (PIDB)</b>	324	212	244	192	158	207	180	207	213	*	*	*
<b>MONTHLY TOTAL</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>	<b>35,600</b>	<b>33,292</b>	<b>22,863</b>	<b>17,375</b>	<b>14,636</b>

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

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

	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July
<b>Acts of Congress</b>	0	0	0	0	0	0	0	0	0	0	0	0
<b>Annotation (NHPRC)</b>	15	18	13	17	21	24	20	19	18	26	19	25
<b>AOTUS Blog</b>	1,038	1,035	287	256	256	284	268	276	332	161	156	149
<b>AOTUS Tumblr</b>	2	11	2	4	3	2	2	3	1	2	3	4
<b>Carter Chronicle</b>	640	698	735	787	634	711	645	421	411	375	337	294
<b>Education Updates</b>	63	58	67	49	38	49	51	45	33	30	38	32
<b>FOIA Ombudsman</b>	73	99	67	44	47	58	46	70	67	21	27	26
<b>Unwritten Record</b> (formerly Media Matters)	84	64	57	53	56	121	106	113	153	39	39	40
<b>NARAtions</b>	268	1,095	1,072	223	237	254	244	257	277	342	137	179
<b>NDC Blog</b>	154	153	267	178	168	184	185	155	140	191	210	226
<b>Prologue</b>	392	309	595	331	320	329	366	347	355	344	382	381
<b>Records Express</b>	324	332	181	163	150	195	157	187	205	186	240	111
<b>Rediscovering Black History</b>	18	18	15	22	26	24	21	25	28	25	23	27
<b>Text Message</b>	93	128	101	100	107	119	100	116	101	95	101	102
<b>Today's Document Tumblr</b>	108	106	68	51	55	68	57	61	77	67	73	68
<b>Transforming Classification (PIDB)</b>	651	739	761	715	502	652	642	441	425	401	284	253
<b>MONTHLY TOTAL</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>	<b>2,536</b>	<b>2,623</b>	<b>2,305</b>	<b>2,069</b>	<b>1,917</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.)

	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July
<b>Monthly Total (A+P+R)</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>8,407,311</b>	<b>11,883,471</b>	<b>9,153,250</b>	<b>10,367,989</b>	<b>15,637,705</b>
<b>Agency-Wide Total</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>	<b>3,900,245</b>	<b>4,528,313</b>	<b>3,966,702</b>	<b>3,871,056</b>	<b>6,029,438</b>
US National Archives	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	5,132,654
Afro-American HS	1,699	1,028	2,105	6,546	8,862	21,730	33,493	6,169	2,165	2,528	3,670	10,048
Assembly	640	1,184	659	950	1,770	7,905	135,822	399	301	83	385	518
Archival Recovery	16,415	15,822	13,733	16,885	11,286	12,818	23,549	16,976	13,847	9,947	25,403	15,879
Constitution	9,851	78,758	31,852	13,432	22,402	9,946	14,770	17,809	14,632	17,396	13,805	21,232
Federal Register	6,131	4,383	3,131	1,943	1,422	14,017	15,756	27,232	70,460	37,589	18,687	9,821
Federal Records Centers	519	387	964	638	858	2,051	4,036	2,410	968	626	1,408	2,073
Applied Research	4,747	11,471	10,361	12,835	13,010	13,041	21,246	9,392	2,119	2,042	1,720	9,144
NHPRC	107,340	245,306	90,605	97,254	185,524	137,097	196,287	233,782	343,824	133,532	248,137	178,585
Noon Lectures	881	8,801	13,602	1,044	580	1,064	1,253	1,917	1,359	1,632	2,132	1,330
Preservation	36,498	133,129	80,089	29,008	28,539	266,618	69,076	32,375	96,679	42,109	79,668	146,977
Research	23,546	19,830	31,602	6,512	5,886	23,794	39,740	76,990	21,481	51,571	20,973	20,009
Today's Document	42,954	55,786	47,100	45,188	98,420	134,547	197,972	171,009	137,247	519,151	419,241	378,882
Students and Interns	18,009	16,185	19,576	8,059	21,433	10,549	2,338	3,190	2,352	2,304	2,323	2,797
Electoral College	1,380	1,210	975	1,907	2,736	3,896	3,652	1,085	1,225	1,739	1,566	1,449
Education	25,283	108,728	88,851	78,009	41,830	129,710	108,950	83,651	750,239	322,106	121,333	98,040
<b>Presidential Total</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>	<b>4,093,840</b>	<b>6,795,080</b>	<b>4,390,912</b>	<b>5,813,002</b>	<b>8,977,809</b>
Bush	797,565	758,563	730,963	825,844	258,321	219,662	184,776	288,692	321,166	345,370	635,639	809,767
GWB	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	2,841,090
Carter	174,397	275,292	276,627	169,731	155,167	254,658	170,680	256,809	280,020	322,472	188,167	808,109
Clinton	251,657	193,070	387,390	740,723	404,686	199,674	171,865	428,288	598,325	67,300	262,444	562,509
Eisenhower	544,862	101,484	1,698,940	124,717	238,386	115,820	139,862	268,996	609,365	717,507	356,211	312,762
Ford Library	32,808	31,688	38,159	18,850	16,488	15,989	16,912	12,294	60,258	71,049	38,859	51,211
Ford Museum	183,153	531,407	210,549	99,694	48,352	68,736	59,887	80,974	243,722	167,700	117,869	279,921
Hoover	56,261	71,451	68,239	22,939	34,743	30,456	26,014	41,217	79,958	98,399	80,579	100,655

Johnson	355,942	600,632	273,464	244,454	222,125	368,131	402,971	337,898	481,448	571,206	1,245,801	828,411
Nixon	660,521	446,888	466,862	445,052	367,020	442,309	446,018	557,428	353,907	744,705	547,400	516,632
Reagan	13,799	24,873	38,855	19,561	82,876	59,301	73,958	32,209	300,791	27,253	18,303	1,211,670
Roosevelt	399,200	695,673	238,842	134,219	158,232	173,378	112,118	80,883	154,737	175,579	172,747	223,071
Truman	514,047	245,303	281,502	191,452	128,006	106,149	142,783	116,331	422,037	418,110	209,779	432,001
<b>Regional Total</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>	<b>413,226</b>	<b>560,078</b>	<b>795,636</b>	<b>683,931</b>	<b>630,458</b>
Atlanta	14,038	122,007	38,021	14,998	14,598	14,768	22,262	12,599	16,037	14,496	17,290	34,027
Boston	55,349	513,701	126,896	253,845	236,738	193,238	163,068	256,827	328,657	252,267	425,001	255,360
Chicago	23,434	23,704	25,258	21,702	24,548	9,460	14,521	11,147	10,784	16,425	77,369	220,540
Denver	10,898	15,714	58,750	13,970	40,722	91,536	60,747	13,159	7,349	160,324	7,562	5,145
Fort Worth	11,873	47,166	18,961	10,619	28,524	42,687	29,008	33,781	29,366	24,645	18,142	45,285
Kansas City	28,304	31,067	23,350	30,833	17,295	32,694	36,723	18,420	25,444	25,444	26,297	16,833
New York	14,008	21,880	17,759	19,871	16,826	23,131	19,785	16,660	25,915	51,590	34,435	15,846
Philadelphia	12,169	12,778	10,681	9,986	13,274	15,084	65,422	19,701	70,382	25,404	12,792	16,570
Riverside	5,564	5,666	3,938	907	2,608	1,507	25,657	6,824	5,092	1,913	4,060	4,097
Seattle	2,466	2,230	4,405	2,798	7,896	15,353	41,092	15,871	35,032	9,454	55,558	5,361
St. Louis	14,865	49,150	13,926	10,107	19,908	10,873	8,642	8,237	6,020	12,728	5,425	11,394

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.)

	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July
<b>Monthly Total (A+P+R)</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>2,337,566</b>	<b>3,586,722</b>	<b>3,135,226</b>	<b>3,764,436</b>	<b>5,872,046</b>
<b>Agency-Wide Total</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>	<b>896,148</b>	<b>1,252,959</b>	<b>1,124,548</b>	<b>1,070,330</b>	<b>2,207,895</b>
US National Archives	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	1,931,945
Afro-American HS	714	379	921	3,304	4,112	10,452	13,209	1,499	425	417	891	2,997
Assembly	282	565	303	430	891	3,961	73,116	140	85	24	75	146
Archival Recovery	3,776	2,696	2,566	2,971	2,420	2,043	2,517	2,681	2,030	2,619	5,199	3,770
Constitution	4,469	38,350	14,385	5,222	14	3,135	5,555	6,878	5,654	5,474	3,121	6,866
Federal Register	1,470	1,190	882	607	369	5,278	5,281	10,265	27,823	11,851	2,038	1,028
Federal Records Centers	80	106	349	216	302	361	492	357	151	140	624	551
Applied Research	1,192	3,482	2,760	3,927	5,389	5,239	8,355	2,831	721	744	616	2,341
NHPRC	34,326	107,613	20,424	26,329	58,379	37,999	55,196	70,891	129,183	38,257	101,943	53,053
Noon Lectures	157	3,589	6,826	192	164	257	228	308	286	316	504	347
Preservation	13,089	52,761	27,634	11,470	8,123	113,522	26,730	9,976	46,338	19,626	34,503	76,789
Research	10,071	6,430	9,474	2,239	1,940	5,676	11,582	29,929	6218	14,297	7,776	7,073
Today's Document	5,306	5,816	5,669	5,280	13,430	32,156	28,626	21,910	14,827	170,945	136,974	85,057
Students and Interns	4,460	3,140	3,853	2,463	3,433	3,112	729	539	406	403	518	543
Electoral College	702	412	299	670	1,113	1,650	1,820	419	397	710	541	580
Education	6,117	40,539	32,874	30,372	14,035	47,551	40,951	31,952	358,023	148,311	49,461	34,809
<b>Presidential Total</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>	<b>1,328,029</b>	<b>2,126,332</b>	<b>1,675,398</b>	<b>2,416,721</b>	<b>3,418,686</b>
Bush	233,948	274,289	244,931	270,293	110,231	88,424	73,905	118,752	133,433	138,053	302,406	302,140
GWB	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	961,971
Carter	56,564	90,769	97,679	49,490	41,540	77,782	52,254	81,663	87,772	110,232	64,481	294,967
Clinton	100,713	75,236	154,736	285,975	157,809	81,038	70,181	180,058	249,615	23,870	110,240	217,968
Eisenhower	227,593	39,787	870,134	49,336	90,063	36,401	46,951	90,294	199,422	316,390	128,829	117,413
Ford Library	10,048	10,535	15,176	8,039	5,338	6,002	5,498	4,513	16,444	22,468	13,189	19,994
Ford Museum	70,797	204,238	85,479	38,316	19,400	22,404	22,600	29,878	91,397	63,819	49,603	107,049
Hoover	22,481	22,668	20,944	7,932	14,369	9,023	8,009	14,768	23,040	32,618	30,314	36,259
Johnson	156,019	267,488	115,629	92,890	80,488	159,410	172,433	133,626	187,799	208,644	529,216	303,232

Nixon	273,489	160,007	179,447	156,034	130,996	166,400	149,200	194,815	124,735	270,683	195,325	187,530
Reagan	5,911	9,688	18,650	6,642	40,102	21,591	25,380	9,752	136,869	12,150	6,973	634,524
Roosevelt	161,829	233,218	84,791	53,156	50,605	66,832	33,534	30,030	48,248	63,755	61,296	81,788
Truman	206,840	72,123	86,104	71,072	41,014	32,720	48,581	38,641	139,241	148,064	66,288	153,851
<b>Regional Total</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>	<b>113,389</b>	<b>207,431</b>	<b>335,280</b>	<b>277,385</b>	<b>245,465</b>
Atlanta	4,901	58,642	14,627	5,283	3,982	3,647	5,815	4,382	5,334	5,339	6,495	16,012
Boston	12,313	316,134	33,091	78,409	69,532	51,946	36,864	71,148	126,025	82,765	174,424	89,218
Chicago	10,564	8,699	8,439	6,593	5,263	2,071	2,334	2,528	3,412	3,493	31,210	98,021
Denver	3,471	5,682	28,133	4,869	17,966	44,978	27,694	4,550	3,334	93,593	2,945	2,563
Fort Worth	2,648	14,175	5,593	2,895	8,686	13,948	7,257	8,223	6,344	114,880	4,625	18,779
Kansas City	8,874	12,357	5,323	8,793	4,172	12,076	12,929	5,133	7,480	5,984	8,584	5,582
New York	4,805	6,309	5,331	4,460	3,515	5,732	3,763	4,340	7,325	14,899	12,930	5,278
Philadelphia	3,641	2,711	2,424	3,365	4,469	3,866	27,590	3,846	28,221	6,159	2,867	3,216
Riverside	1,134	1,419	1,405	433	1,248	670	12,756	1,932	1,592	832	1,718	1,446
Seattle	731	586	1,354	1,004	2,060	4,616	16,104	5,617	16,288	3,782	29,690	1,702
St. Louis	3,833	20,471	3,422	2,046	7,749	2,823	2,795	1,690	2,066	3,554	1,897	3,648



## APPENDIX V: Twitter Followers (Cumulative)

	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July
archivespres	3,075	3,175	3,262	3,425	3,546	3,645	3,724	3,833	3,892	3,947	4,007	4,067
dferriero	2,956	3,071	3,145	3,162	3,188	3,214	3,237	3,277	3,333	3,361	3,388	3,417
Discovercivwar	6,032	6,057	6,094	6,121	6,147	6,240	6,352	6,443	6,498	6,567	6,569	6,593
DocsTeach	5,125	5,315	5,519	5,713	5,875	6,085	6,300	6,542	6,721	6,869	7,039	7,264
ElectoralCollge	2,273	2,266	2,270	2,279	2,294	2,293	2,287	2,293	2,290	2,286	2,298	2,317
FedRegister	7,024	7,125	7,267	7,396	7,527	7,689	7,882	8,046	8,226	8,353	8,480	8,611
NARAMediaLabs	482	519	558	629	696	774	853	936	1,006	1,074	1,156	1,206
NARA_RecMgmt	4,924	5,009	5,086	5,140	5,228	5,286	5,352	5,433	5,493	5,542	5,602	5,651
TodaysDocument	15,723	16,398	17,165	17,803	18,542	19,423	20,228	21,003	21,725	22,486	23,183	23,935
USNatArchives	45,878	47,921	50,099	52,272	55,435	58,583	61,700	64,589	67,165	69,305	71,445	74,214
ThisisArchives							20	347	454	572	700	883
Bush41library	16,773	17,410	17,975	18,726	19,361	19,981	20,503	21,065	21,644	22,003	22,371	22,821
CarterLibrary	9,263	9,448	9,693	9,845	9,989	10,197	10,378	10,527	10,700	10,925	11,026	11,297
IkeLibrary	5,996	6,216	6,430	6,601	6,939	7,177	7,380	7,592	7,840	8,019	8,165	8,336
FDRLibrary	5,310	5,615	5,843	6,017	6,241	6,501	6,700	6,924	7,119	7,302	7,455	7,661
GWBLibrary	8,968	9,504	9,743	10,121	10,381	11,041	11,506	12,022	12,395	12,775	13,144	13,563
IkeandHarry2012	605	610	610	615	614	613	613	619	625	636	636	636
JFKLibrary	28,394	28,908	29,462	30,104	30,720	31,263	31,940	32,489	33,097	33,627	34,016	34,482
LBJLibrary	7,516	7,812	8,100	8,340	8,563	8,887	9,128	9,369	9,643	9,872	10,109	10,318
OurPresidents	9,684	10,116	10,491	10,889	11,307	12,059	12,484	12,849	13,240	13,636	14,025	14,574
Reagan_Library	1,426	1,477	1,537	1,583	1,619	1,672	1,729	1,760	1,806	1,862	1,913	1,955
TrumanLibrary	1,871	2,057	2,214	2,342	2,477	2,602	2,769	2,885	3,031	3,177	3,257	3,394
WJCLibrary	40,954	45,137	49,073	52,732	56,239	60,313	64,350	68,452	74,565	75,867	76,646	77,124
ArchivesNYC											6	8
atlantaarchives	1,097	1,157	1,194	1,233	1,261	1,293	1,333	1,363	1,389	1,399	1,418	1,432
Boston_archives									79	125	165	190
KCArchives	979	1,026	1,080	1,131	1,187	1,244	1,293	1,333	1,386	1,421	1,458	1,486
CongressArchive	902	992	1,089	1,214	1,354	1,507	1,646	1,815	1,964	2,065	2,171	2,260
NARAFRC	377	380	383	395	405	407	407	419	420	422	425	427
StLouisArchives	94	94	97	103	106	106	109	115	122	125	127	128
<b>TOTAL</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>	<b>314,340</b>	<b>327,789</b>	<b>335,620</b>	<b>342,400</b>	<b>350,250</b>

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

	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July
<b>Page Views</b>	3,062	11,763	12,773	9,736	3,246	3,923	3,077	8,006	2,769	2,391	2,296	1,862
<b>Track Downloads</b>	2,013	7,809	9,788	7,490	2,832	2,639	2,685	3,618	2,123	2,078	1,872	1,570
<b>Subscriptions</b>	416	1,322	1,447	1,183	434	441	359	920	358	331	314	350

## APPENDIX VII: Google+ Followers

	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July
<b>Monthly Followers</b>	8,252	6,582	8,358	8,181	9,676	9,755	6,853	6,714	6,340	6,032	4,118	5,196
<b>Cumulative Followers</b>	250,573	257,155	265,513	273,694	283,370	293,125	299,978	306,692	313,032	319,064	323,182	328,378

## APPENDIX VIII: Pinterest Followers (Cumulative)

	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July
<b>US National Archives</b>	3,569	3,714	3,788	3,851	3,898	3,970	4,067	4,204	4,285	4,347	4,424	4,527
<b>Our Presidents</b>	656	676	684	693	698	706	722	741	747	762	774	791

## APPENDIX IX: Instagram Followers (Cumulative)

	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July
<b>US National Archives</b>	1,553	1,710	1,877	2,216	2,614	3,177	3,565	3,922	4,254	4,800	5,498	6,800
<b>Ike Library</b>	112	122	135	139	147	155	192	216	232	252	266	282
<b>Clinton Library</b>	158	165	216	272	288	320	349	376	1,204	1,218	1,239	1,270
<b>FDR Library</b>								43	54	62	75	112
<b>Bush 41 Library</b>											1	13

## APPENDIX X: HistoryPin Channel Views(Cumulative)

	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July
<b>Channel Views</b>	19,263	19,663	20,138	20,506	20,992	21,389	21,805	22,196	22,793	23,443	23,995	24,526