

SEPTEMBER FY2015 OVERVIEW

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	58,849 Views	34,429 Visitors
Tumblr Blogs	20,976 Views	11,324 Visitors
Facebook	14,395,373 Impressions	6,073,014 Reach
National Archives YouTube Channel	180,489 Views	20,085 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	5,249,919 Views	10,403 Total Contacts
Our Archives Wiki (Retired)	Retired	Retired
Twitter (all NARA feeds)	--	371,689 Total Followers
FourSquare	1,003 New Check-ins	106 New Followers
iTunes U	1,725 Views	280 New Subscribers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2015 Views	FY 2014 Views
Archives.gov Blogs	799,759	641,494
Tumblr Blogs	345,274	501,398
Facebook	147,266,835	88,139,965
National Archives YouTube Channel	1,668,093	1,127,103
Flickr (USNatArchives & ArchivesNews)	98,872,250	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](#)

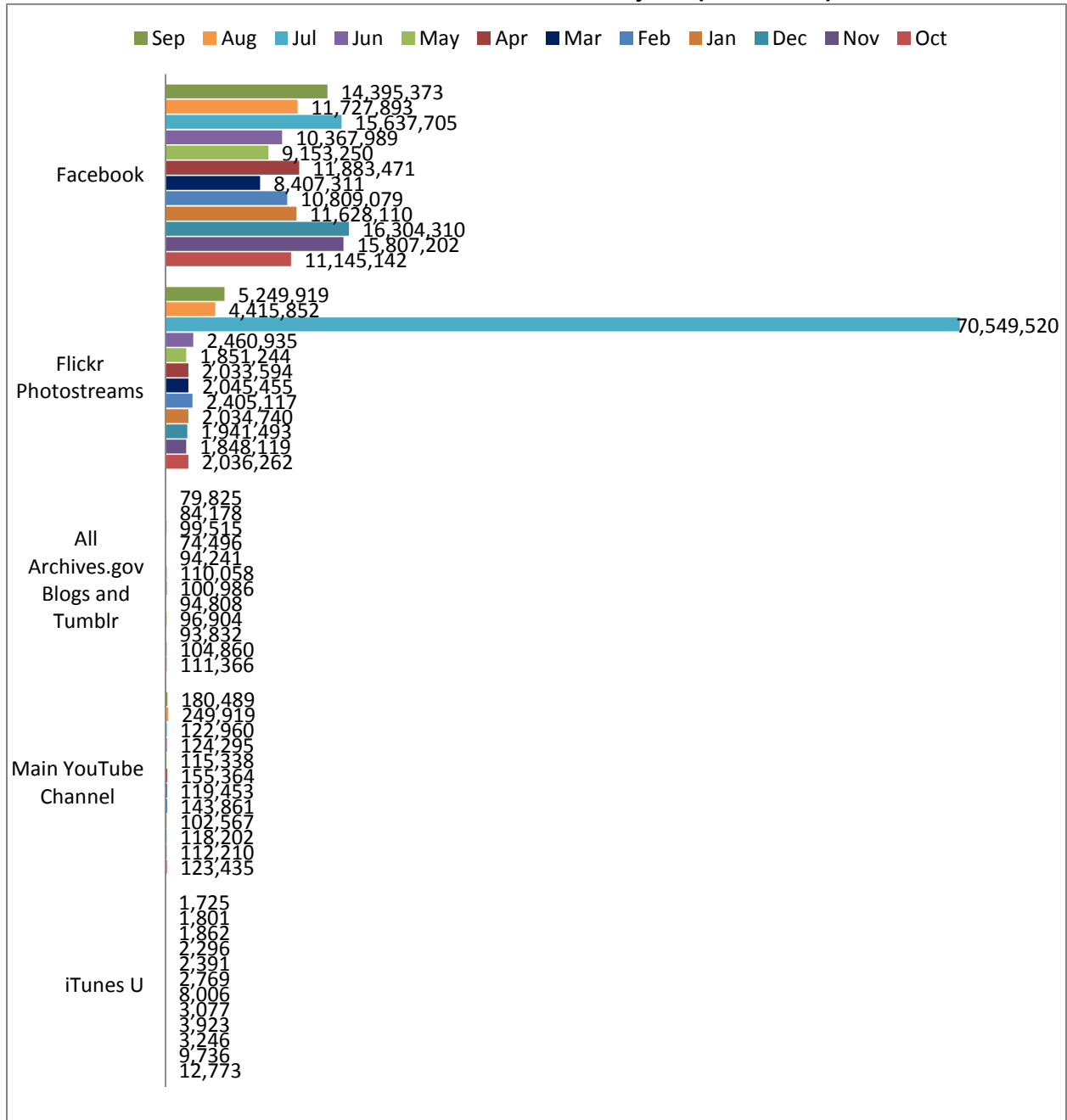
INTERNAL (NARA@WORK) BLOGS

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

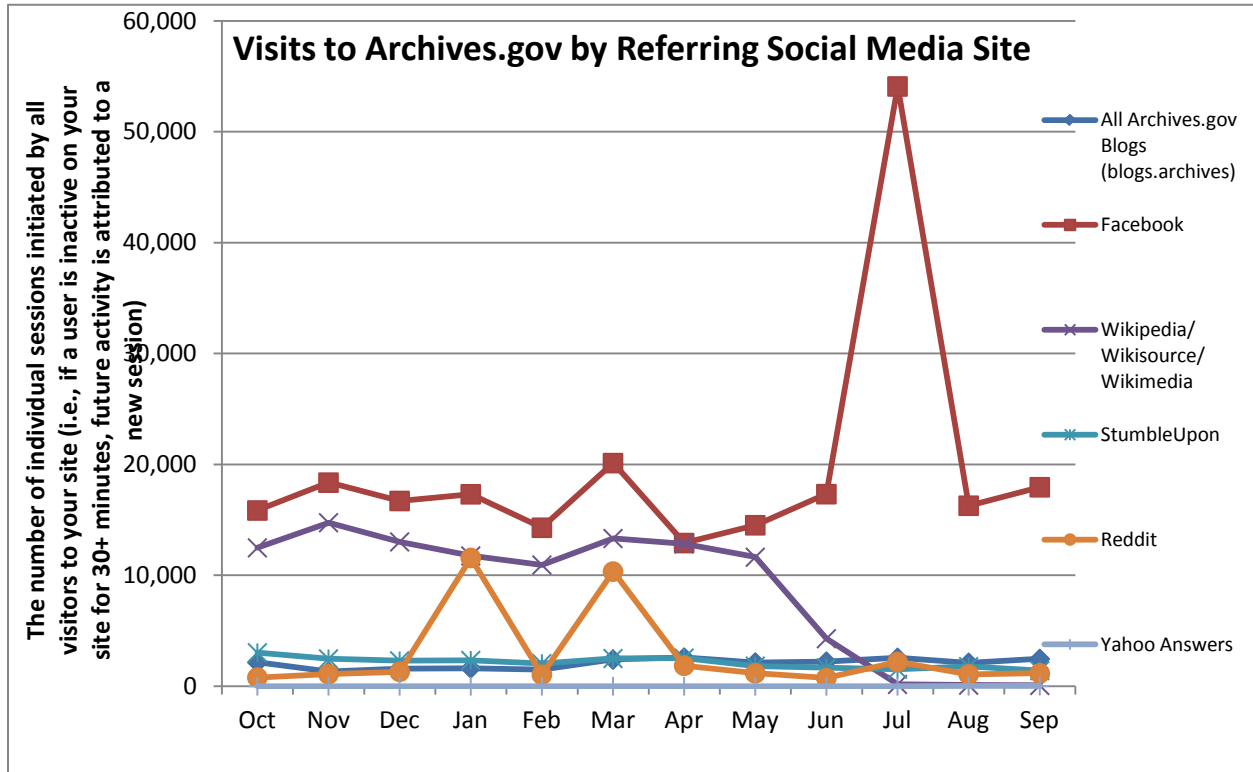
SOCIAL MEDIA TOOLBOX (Tools currently in use)

- 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)

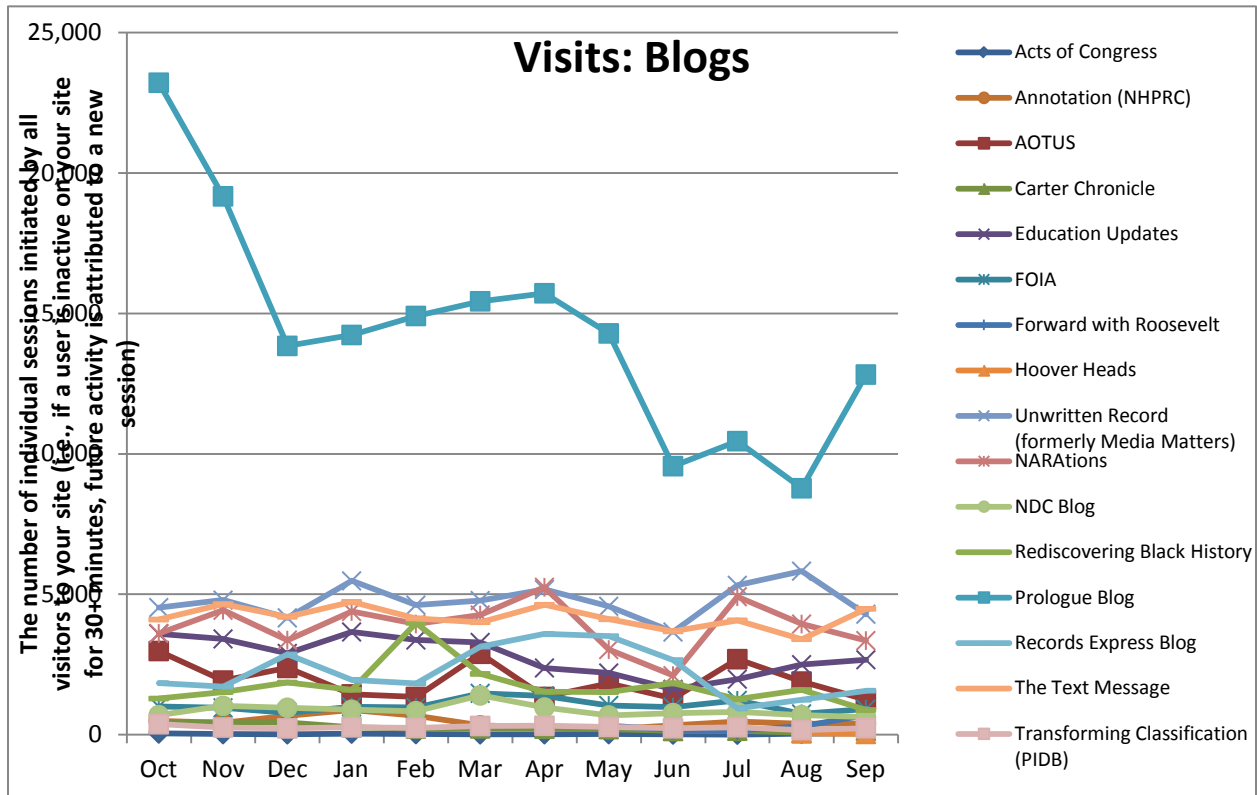


New External Social Media Projects: September Projects

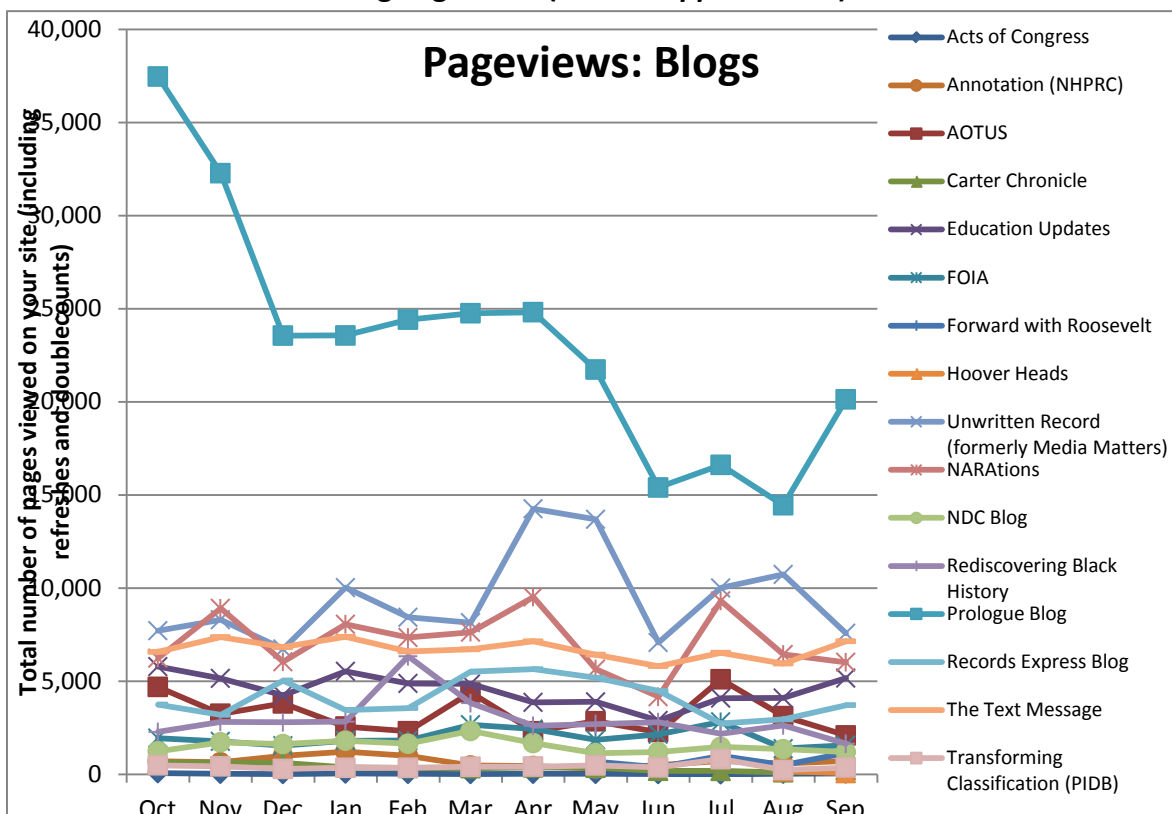
	ZeeMaps	Facebook	Flickr	Twitter	Eventbrite	Tumblr	Blog	YouTube	Instagram
October				1					
November									
December									
January						1			
February				1					
March	1								1
April				1					
May									
June				1					1
July									
August		1		1					
September				1					

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

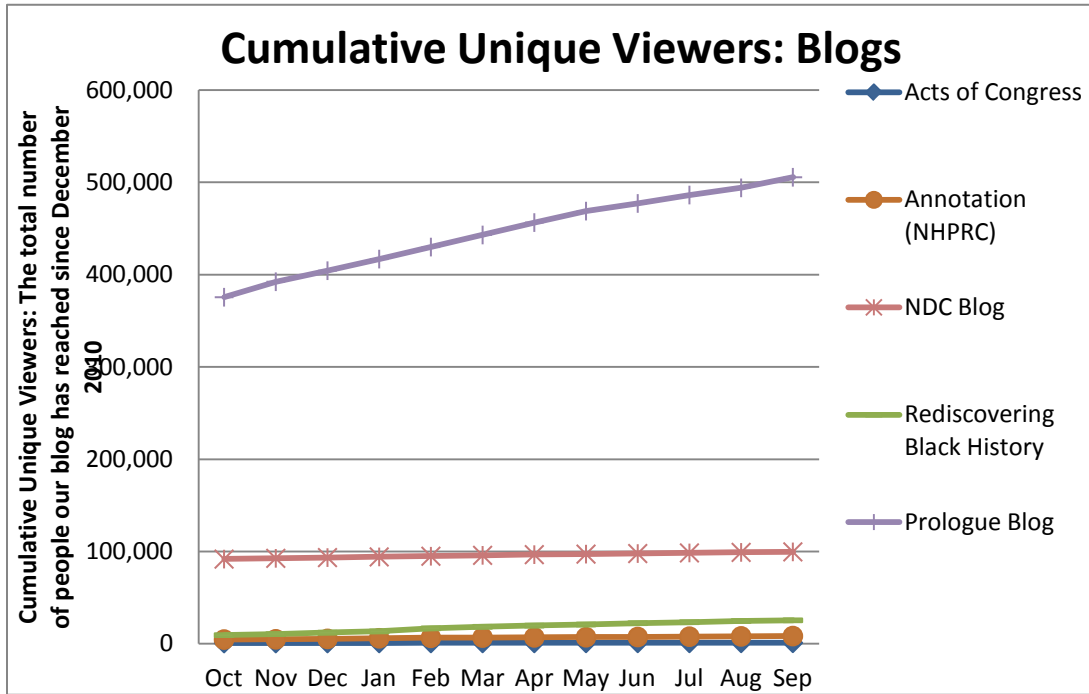
Blog Visits (Source: Appendix II.A)



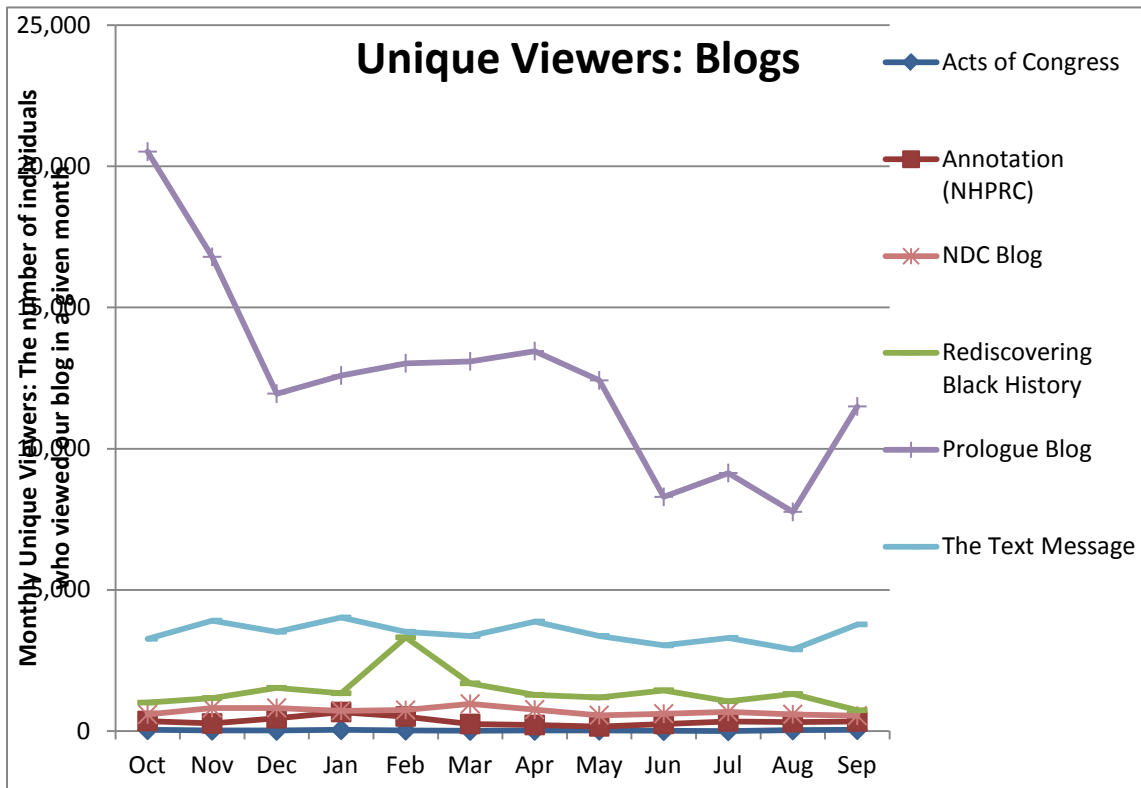
Blog Pageviews (Source: Appendix II.B)



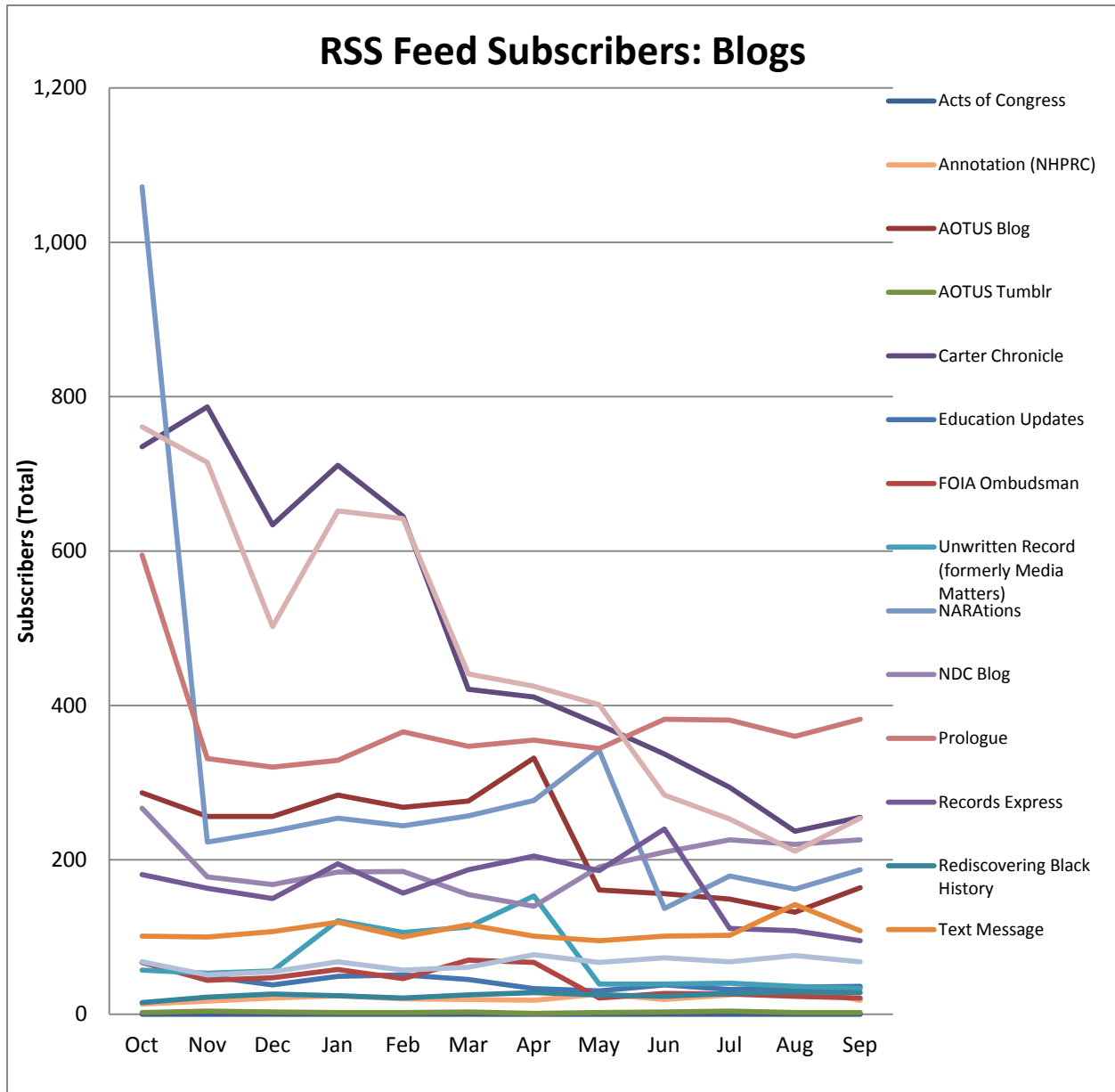
Blog Cumulative Unique Viewers (Source: Appendix II.C)



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



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

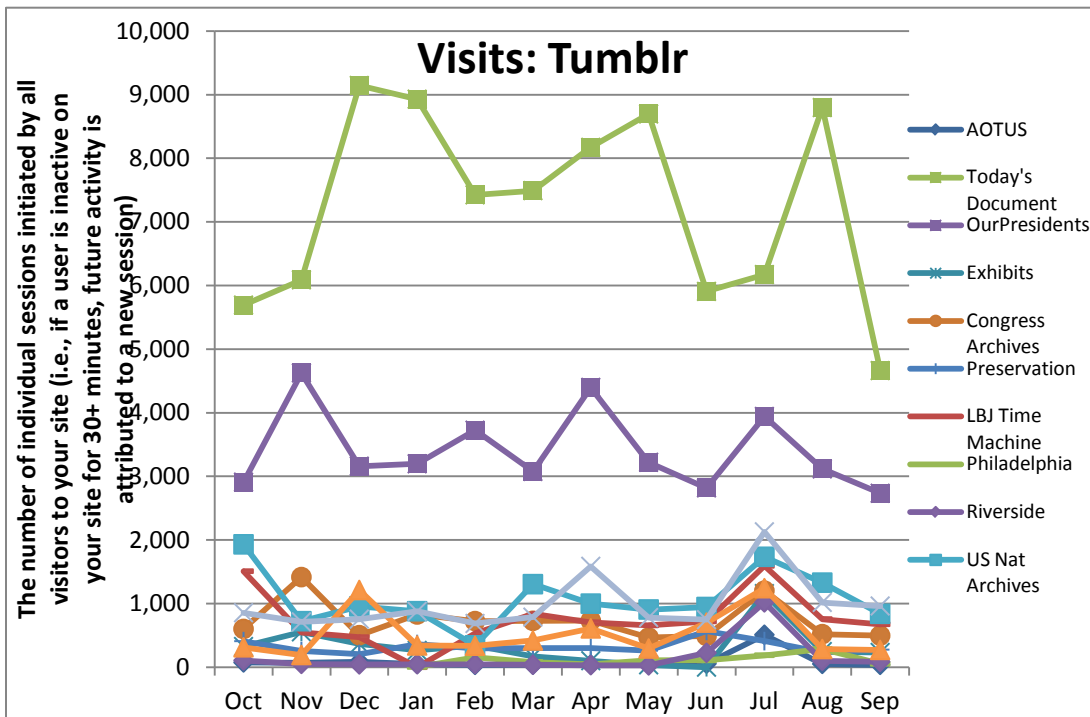


Top 5 Most Viewed Blog Posts in September

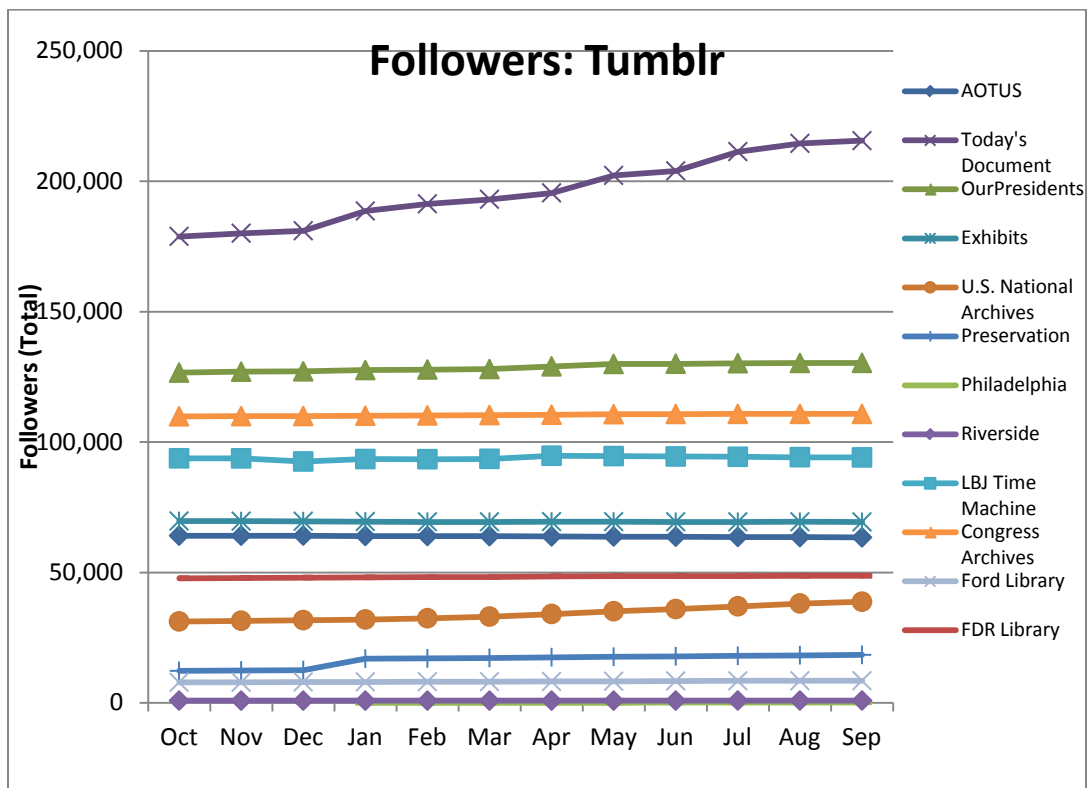
Blog	Pageviews	Post Title
The Unwritten Record	1,329	The Tale of the Forgotten Films: An Archival Rescue
NARAtions	957	Thank you for Feedback on Renewal of the Ancestry.com Partnership Agreement
Prologue	928	9/11: An Address to the Nation
Education Updates	662	Constitutional Scavenger Hunt with Political Cartoons Lesson Engages Students
Prologue	574	National Hispanic Heritage Month/Mes de la Herencia Hispana

Social Media Tools: Detail View – Tumblr

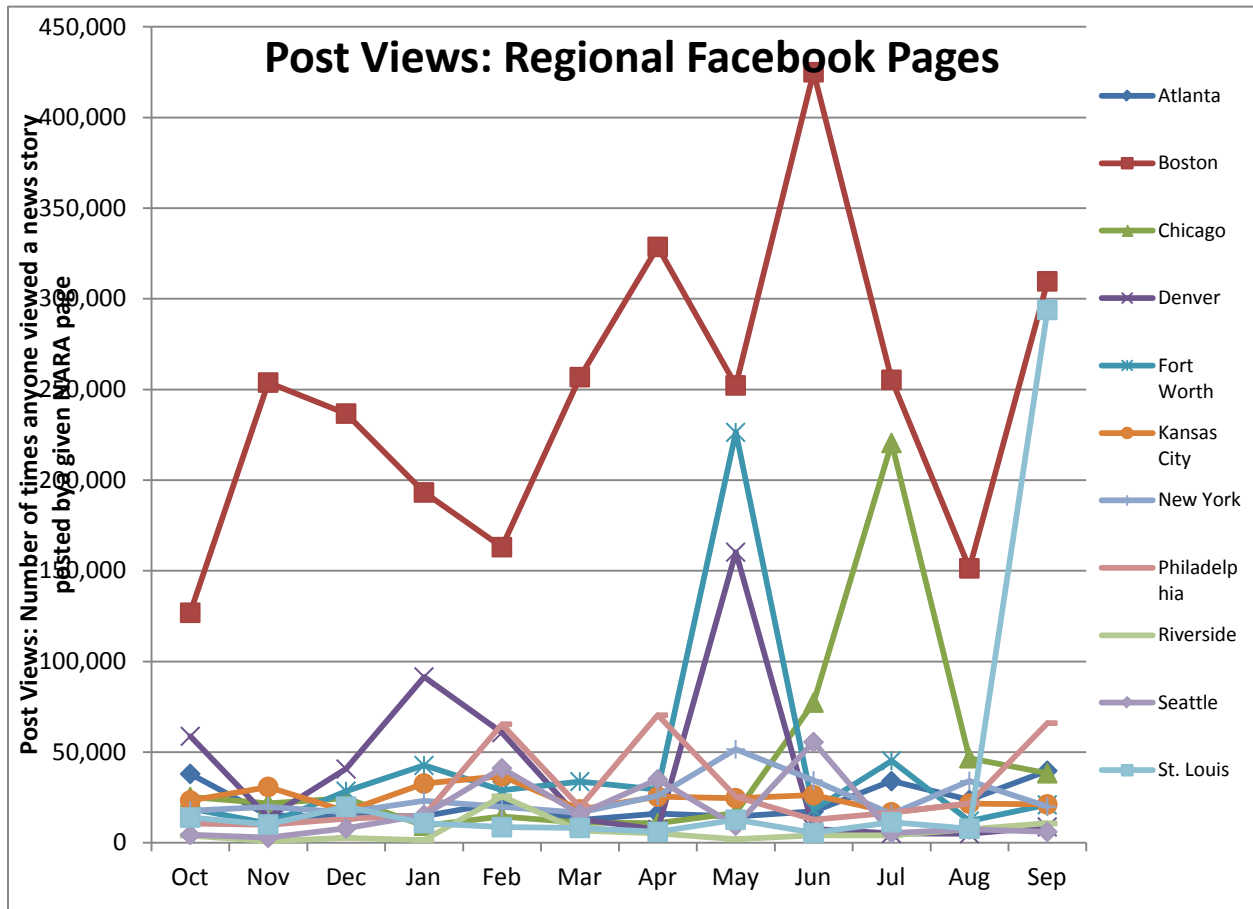
Tumblr Visits



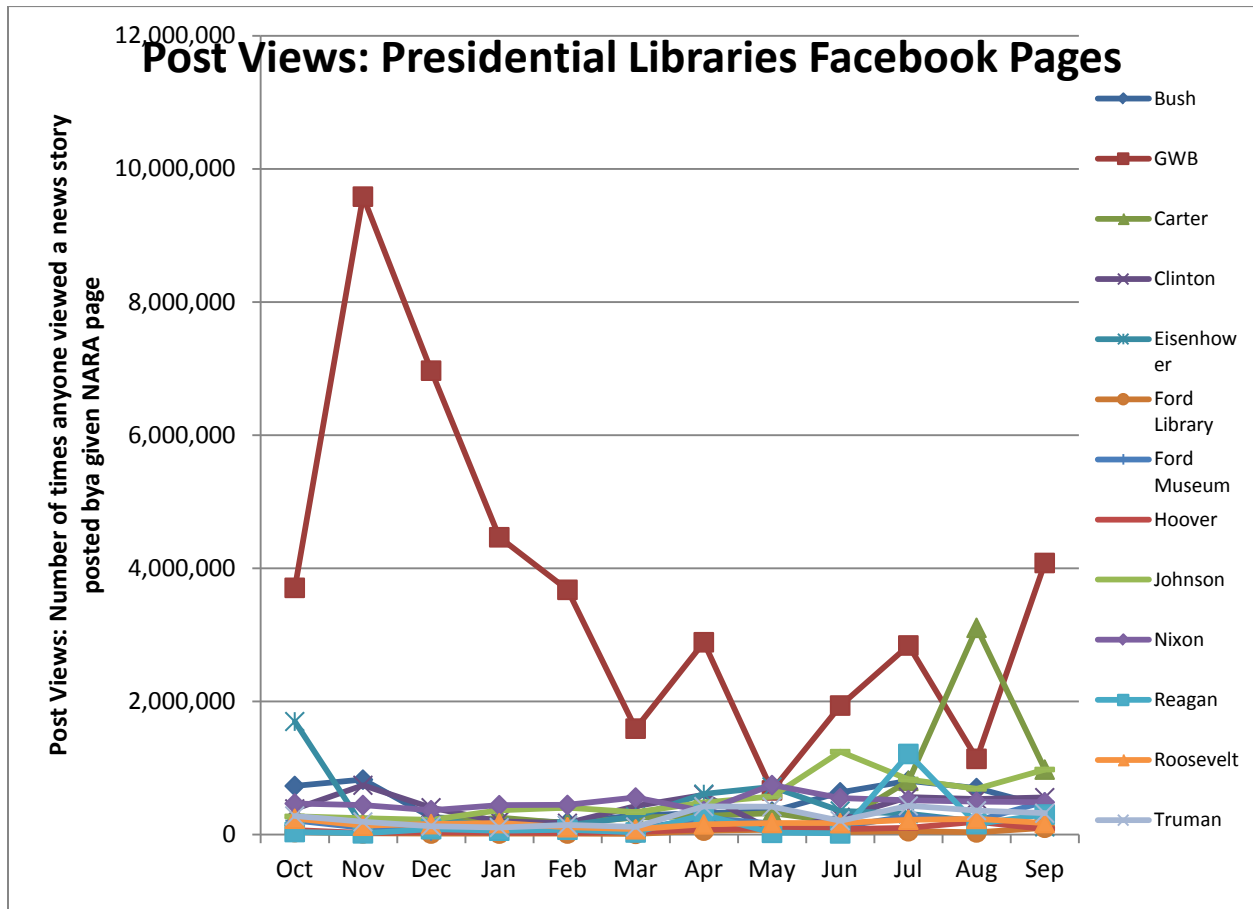
Followers on Tumblr (Source: Appendix IV)



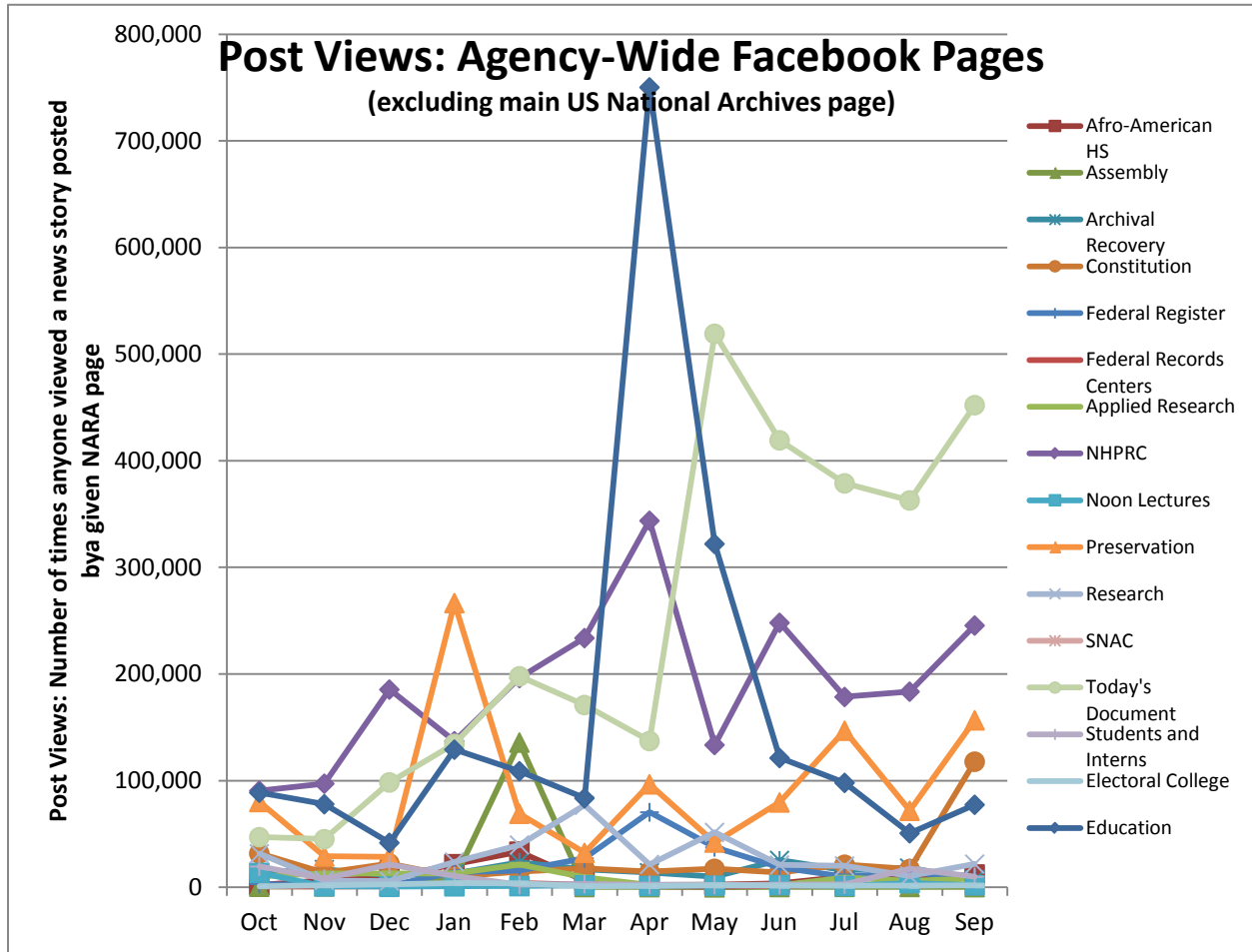
Social Media Tools: Detail View – Facebook
Post Views on Regional Pages (Source: Appendix IV.A)

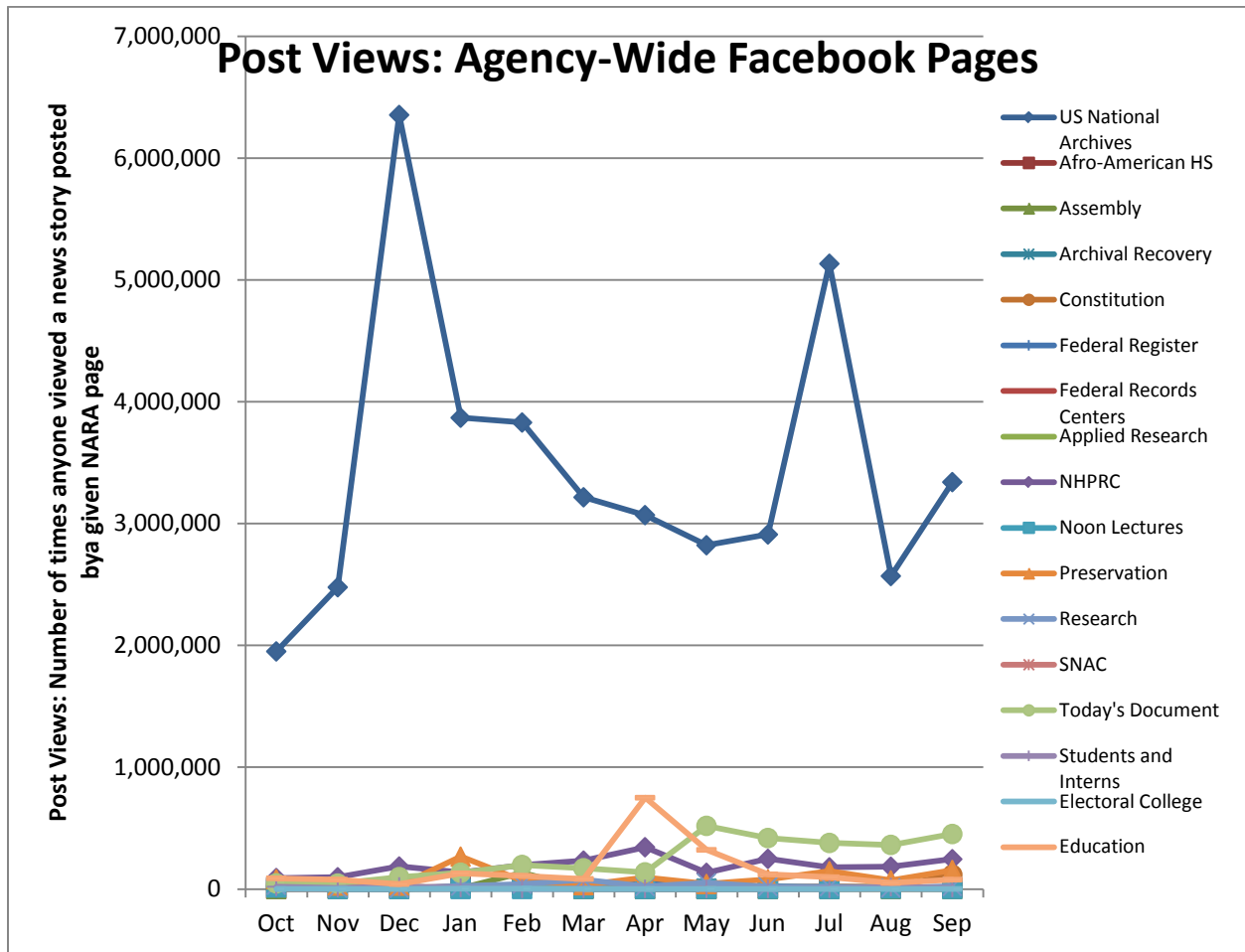


Post Views on Presidential Library Pages (Source: Appendix IV.A)

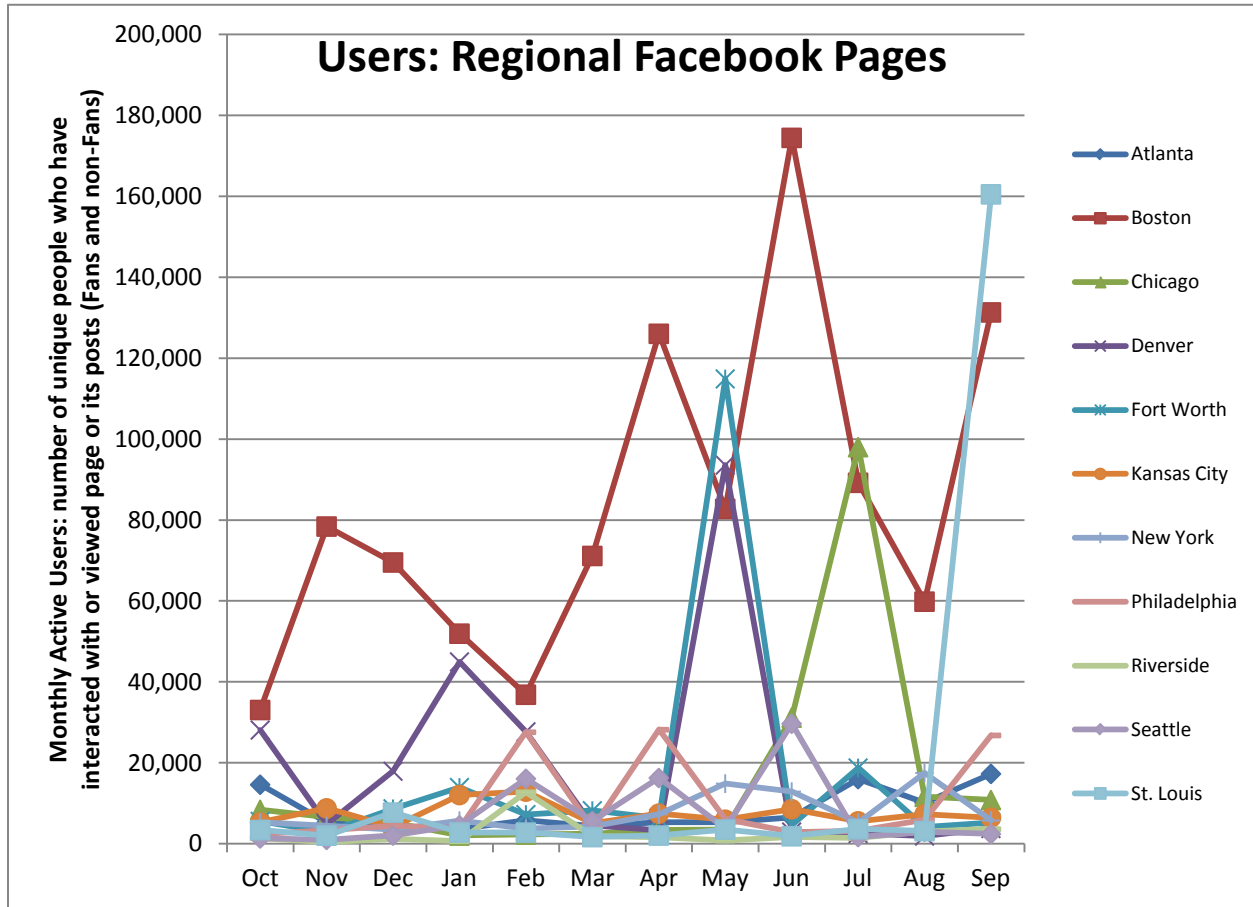


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

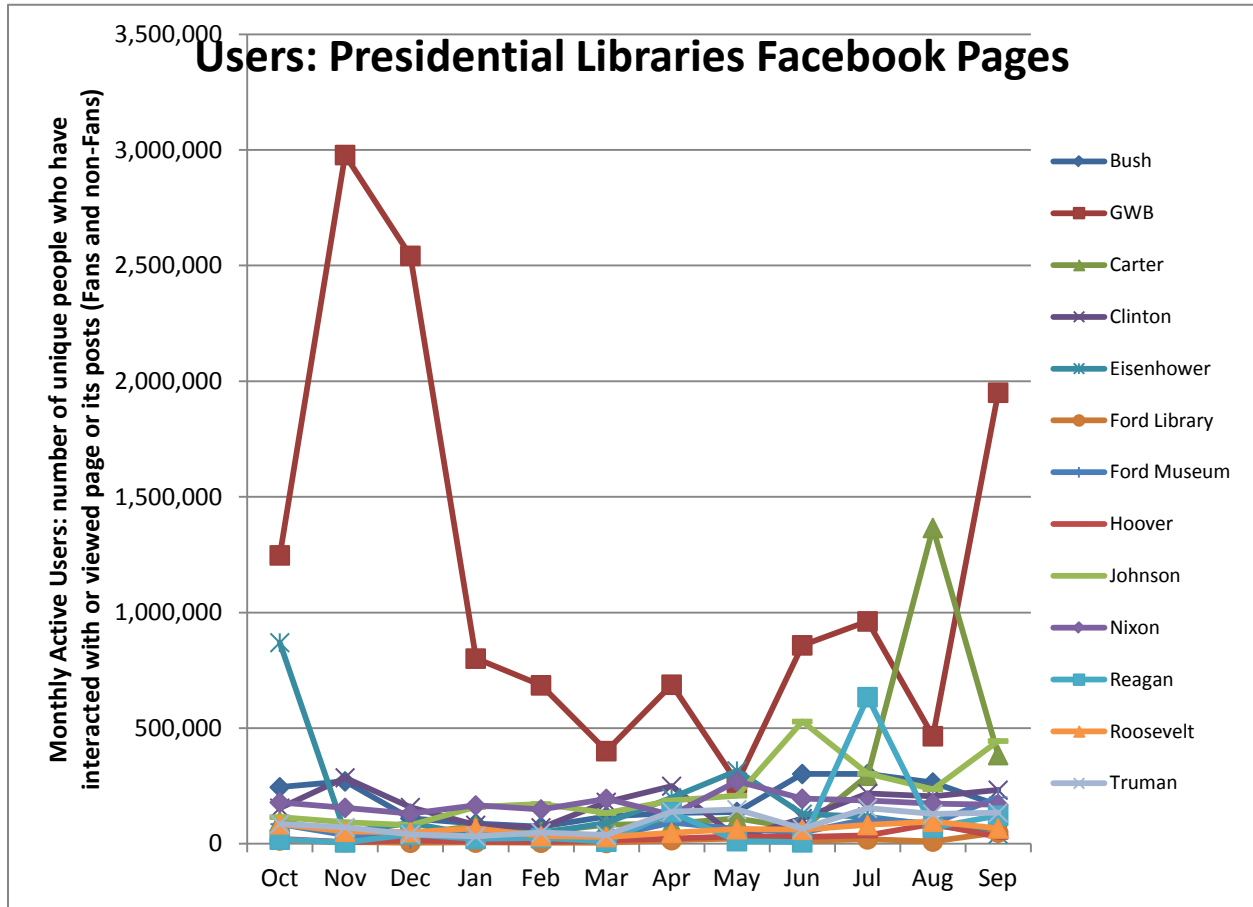




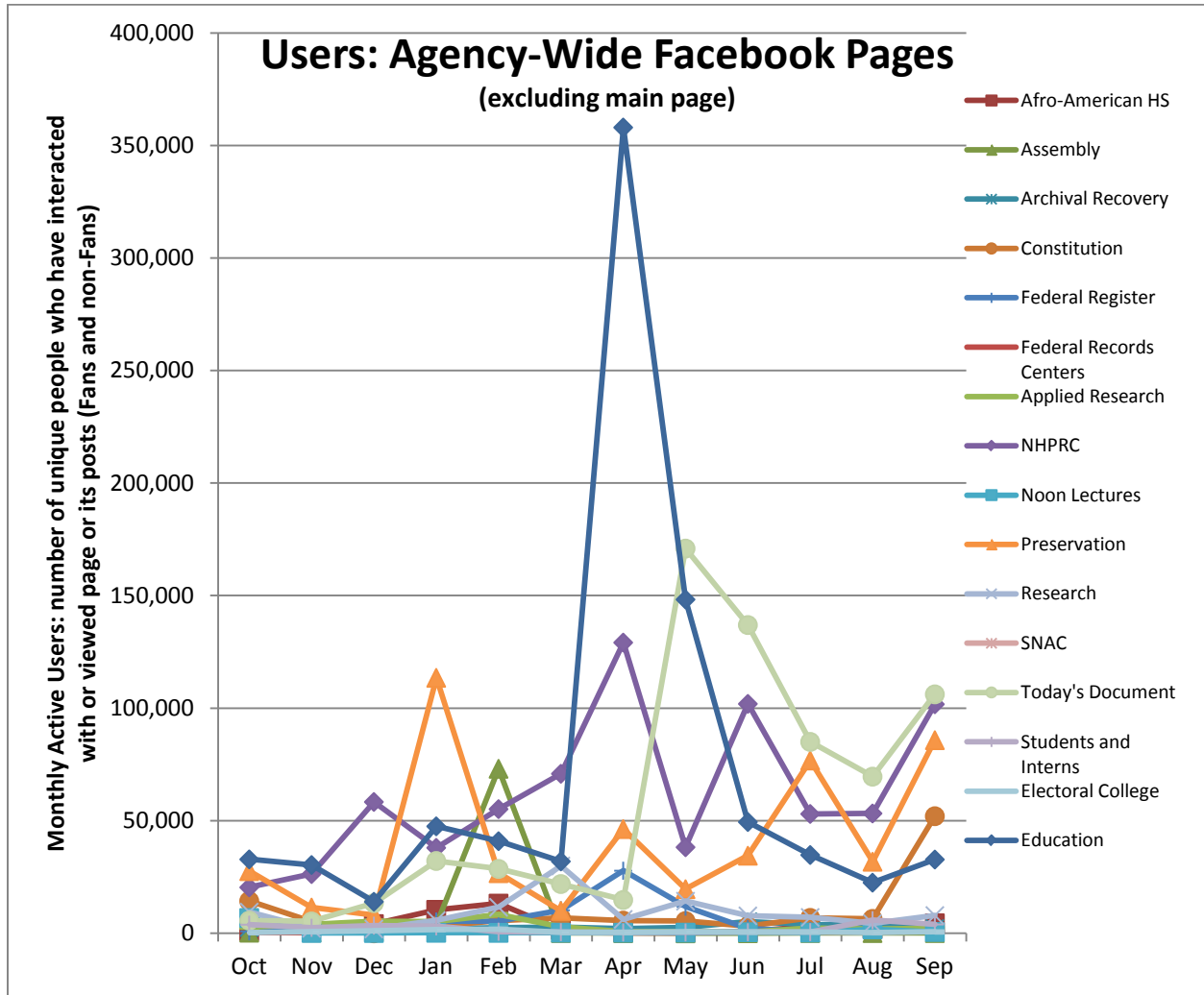
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

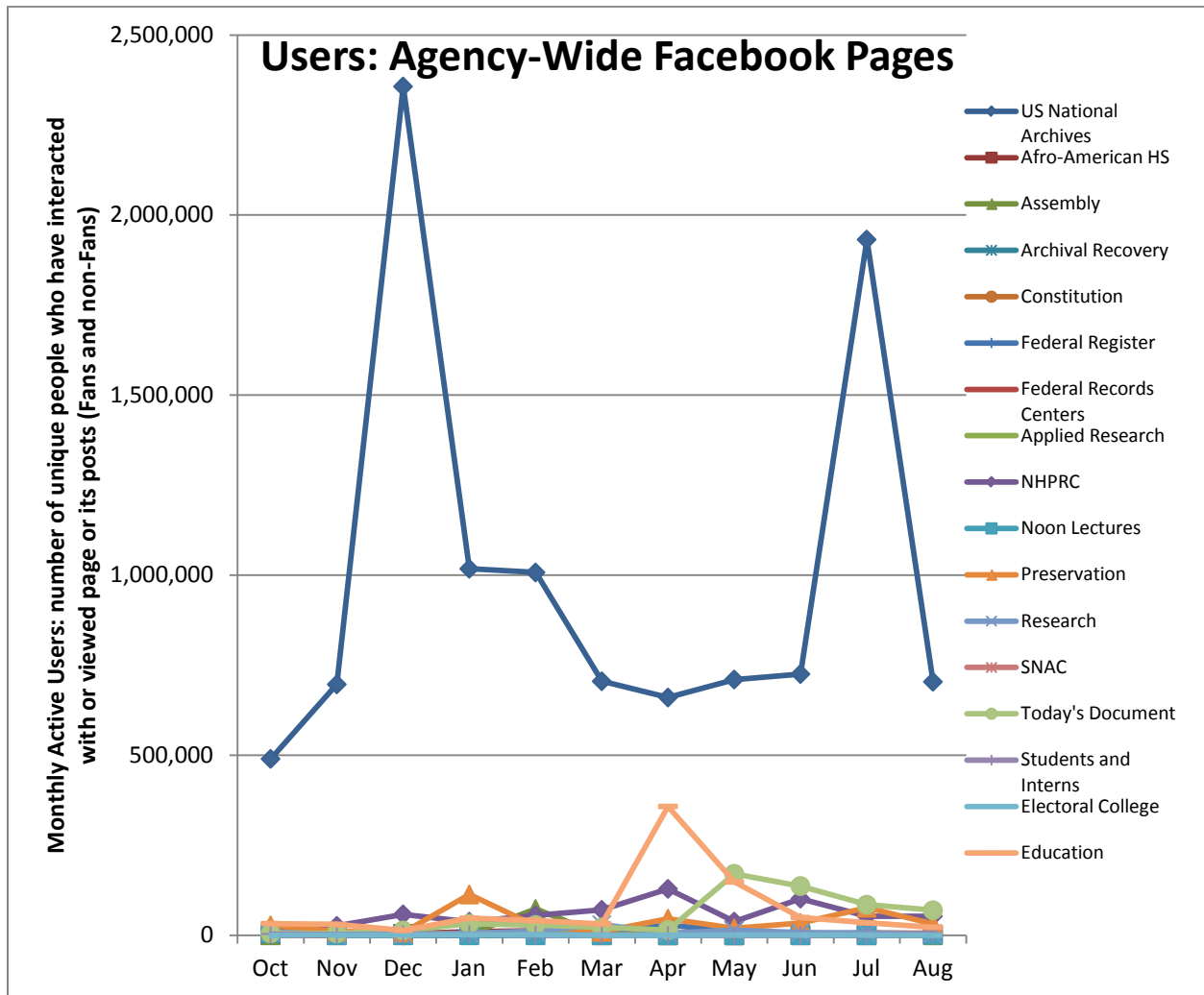


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



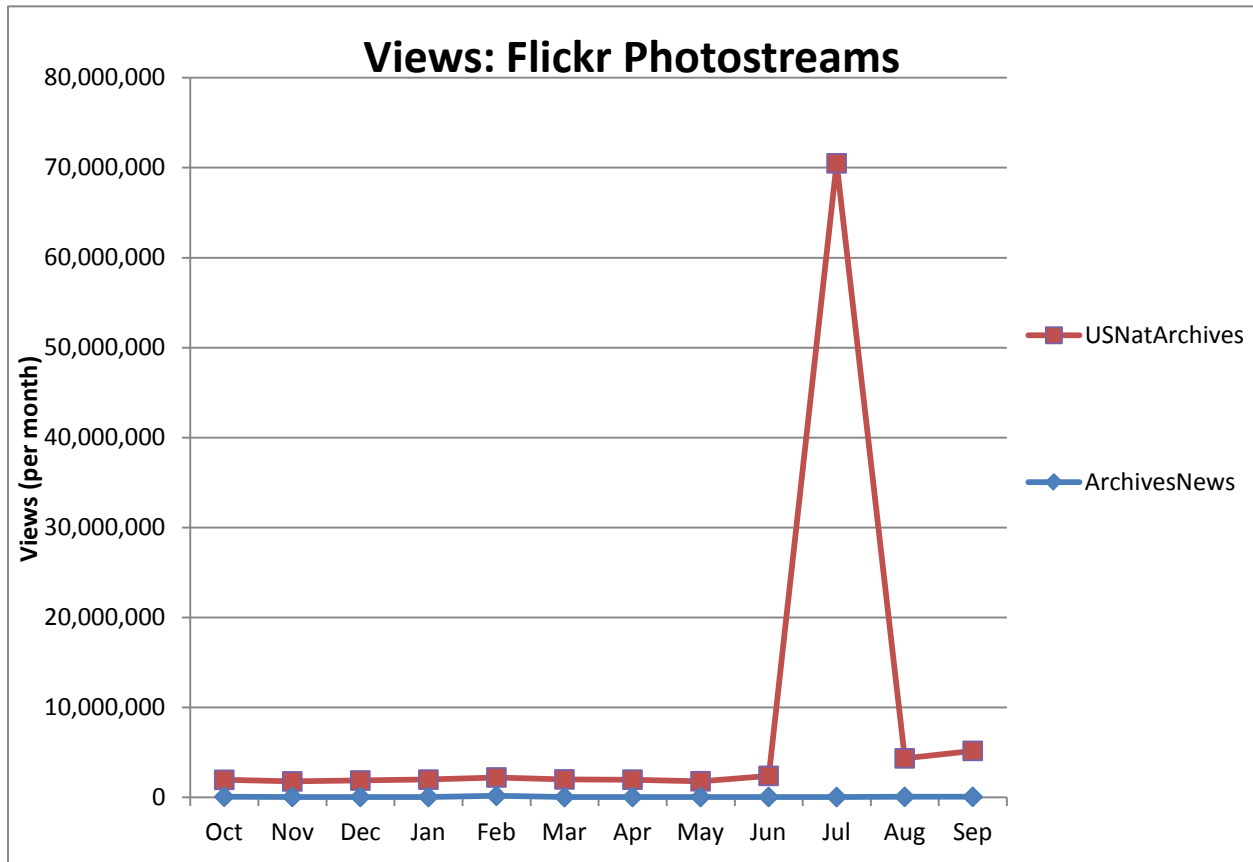
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



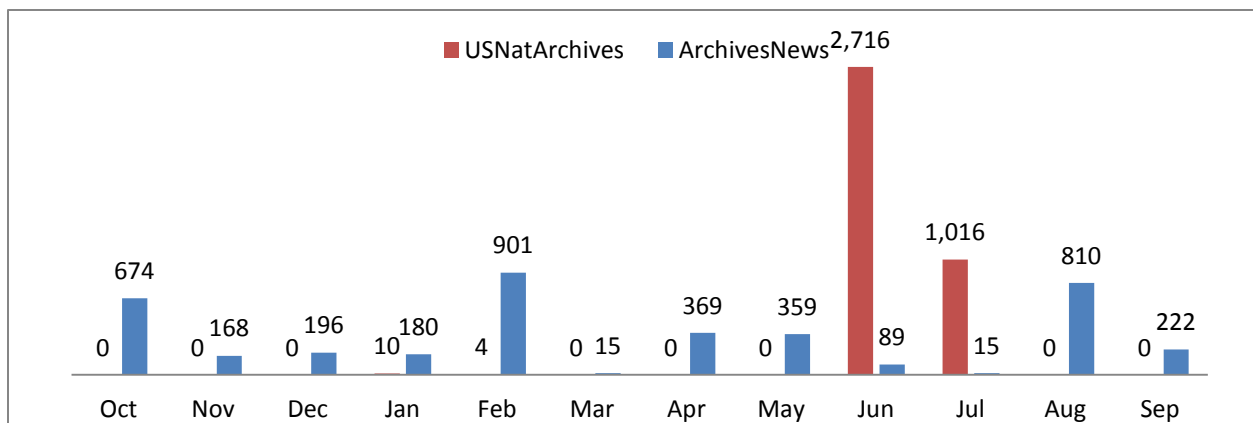


Social Media Tools: Detail View – Flickr

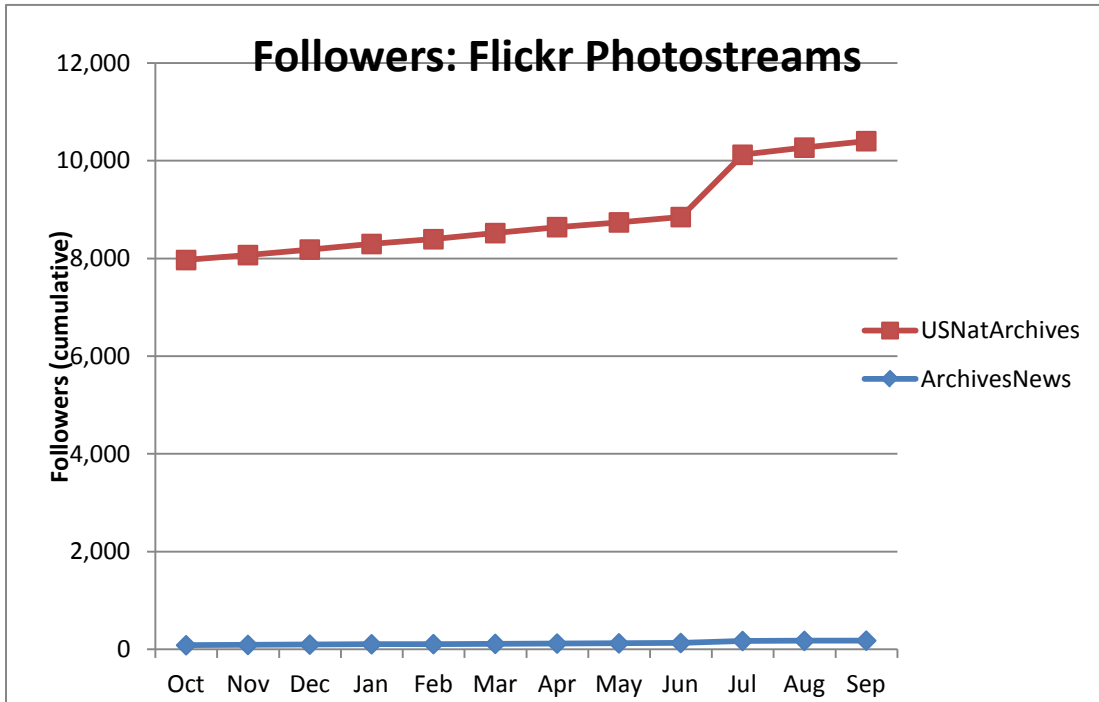
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

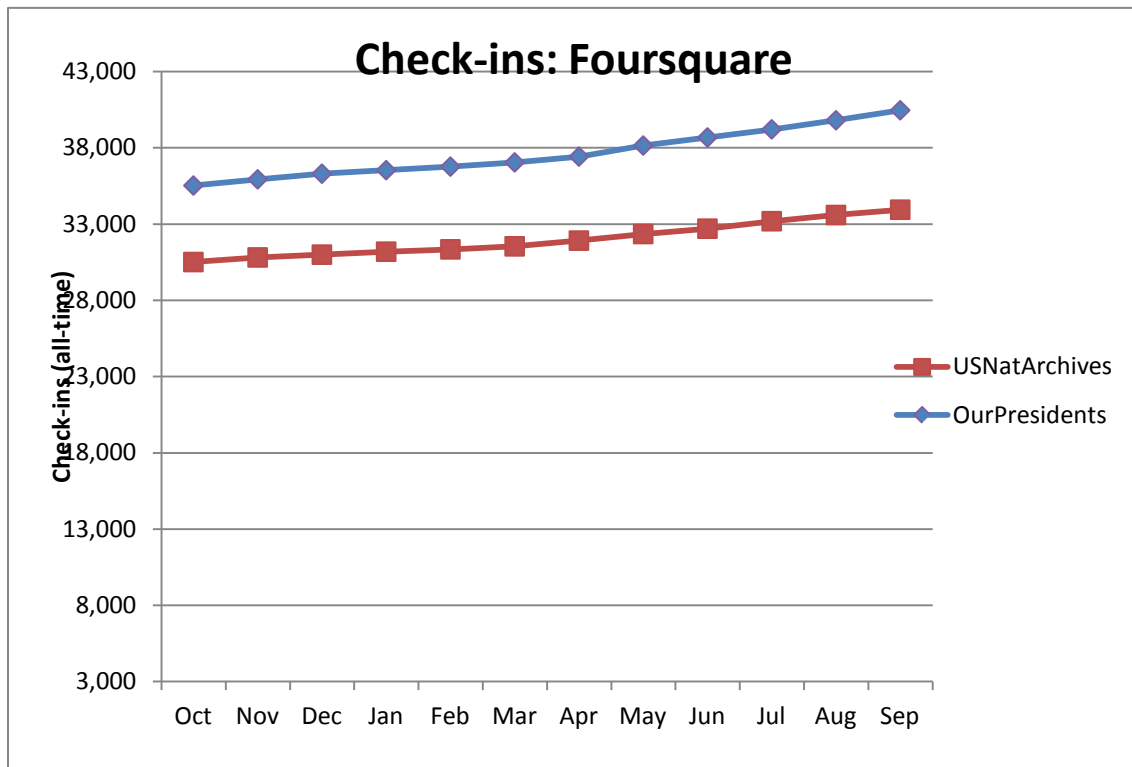


Followers of Photostreams (Cumulative)

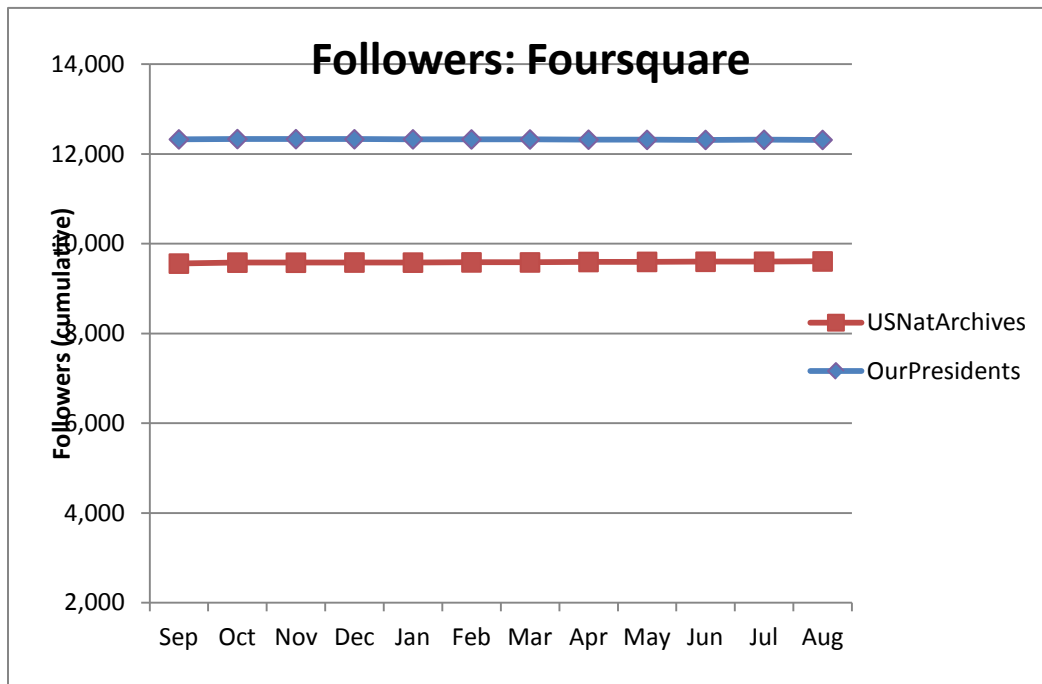


Social Media Tools: Detail View – Foursquare

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

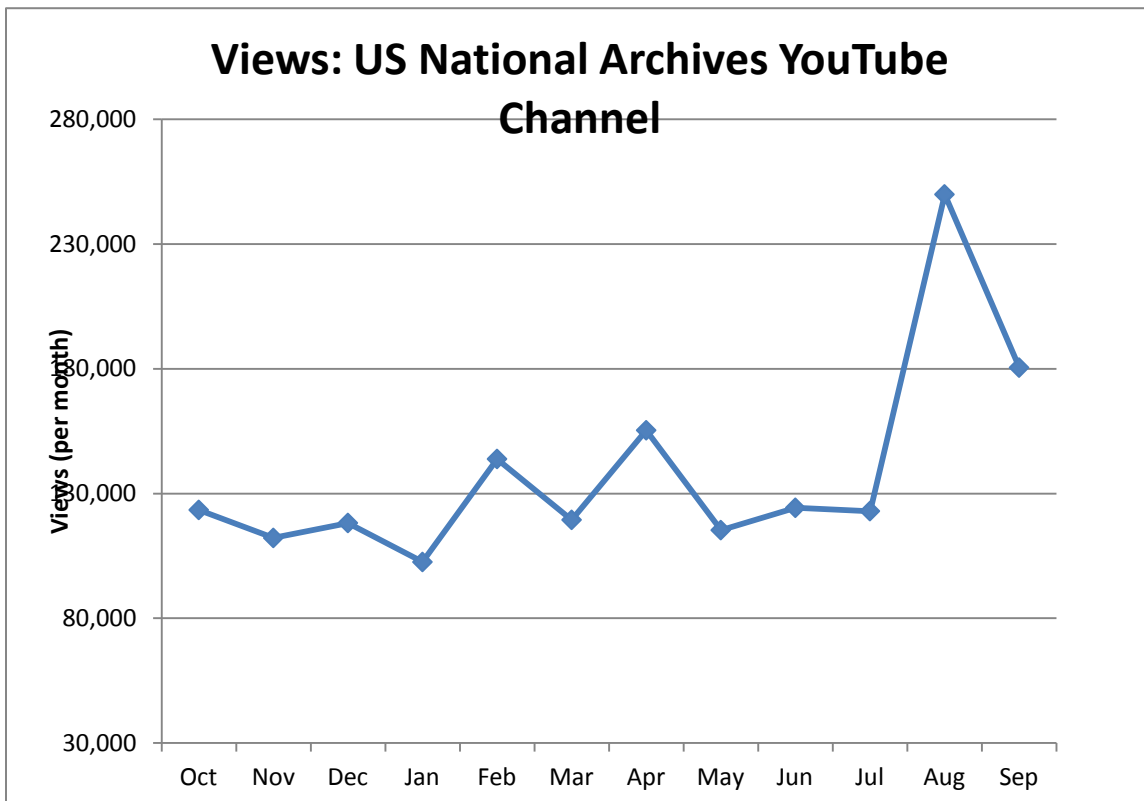


Number of Followers of USNatArchives and OurPresidents (Cumulative)

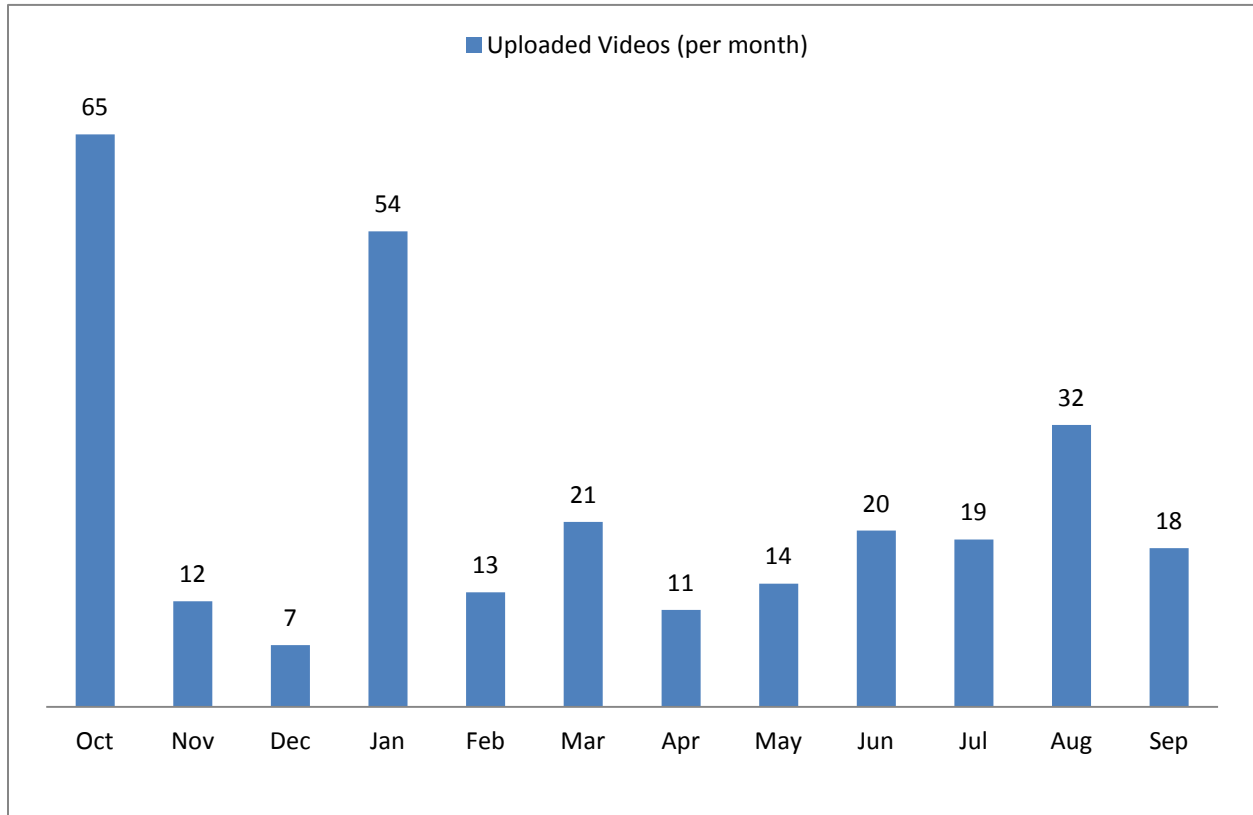


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

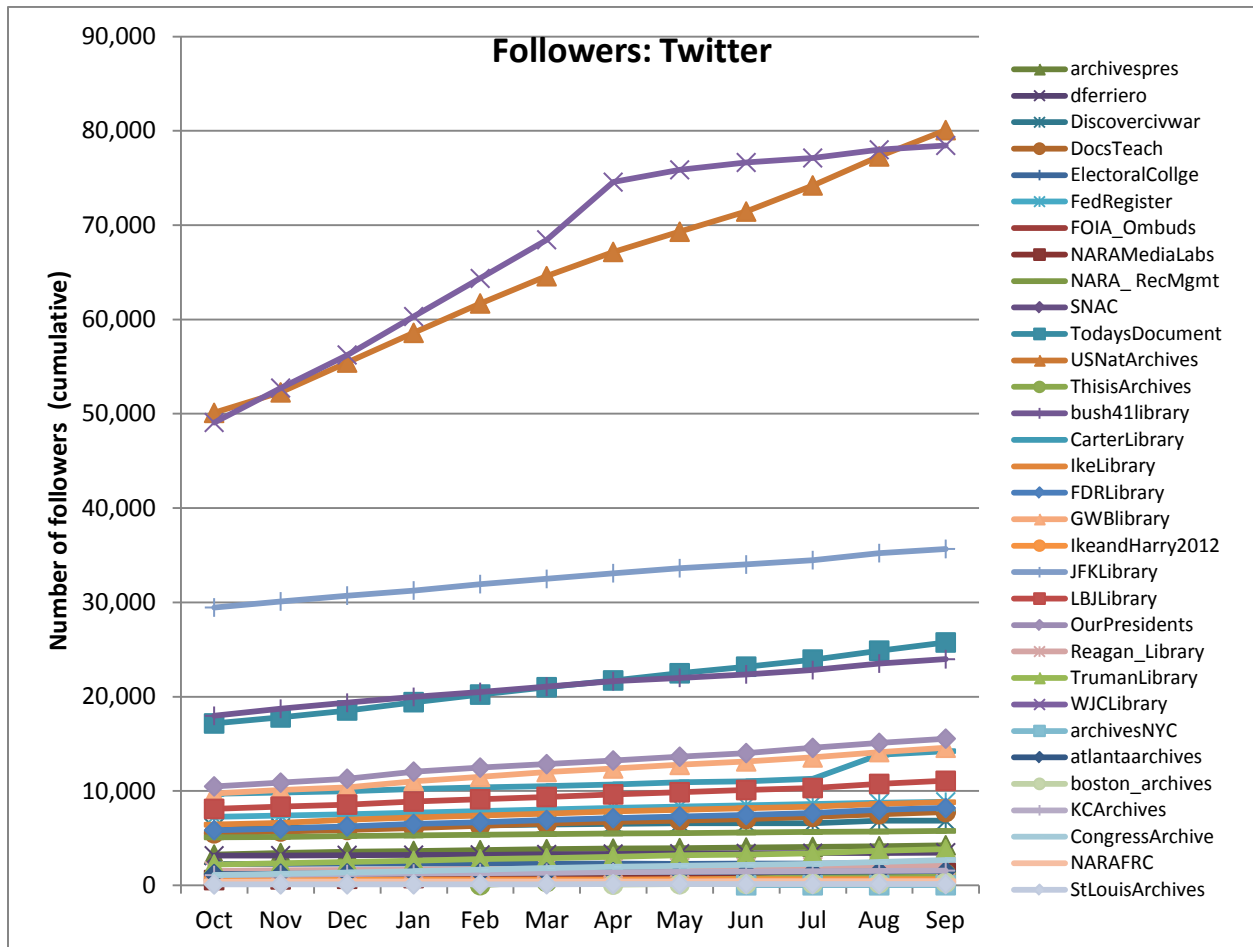


Top 5 Most Viewed Videos for September 2015 on US National Archives Channel

Video Title	Views
Private Snafu in "Censored.", 1944	28,274
The True Glory, 1945 (restored)	14,627
Spies – Private SNAFU	13,441
Stories from the Great Depression	6,431
Address to the Nation September 11, 2001	5,913

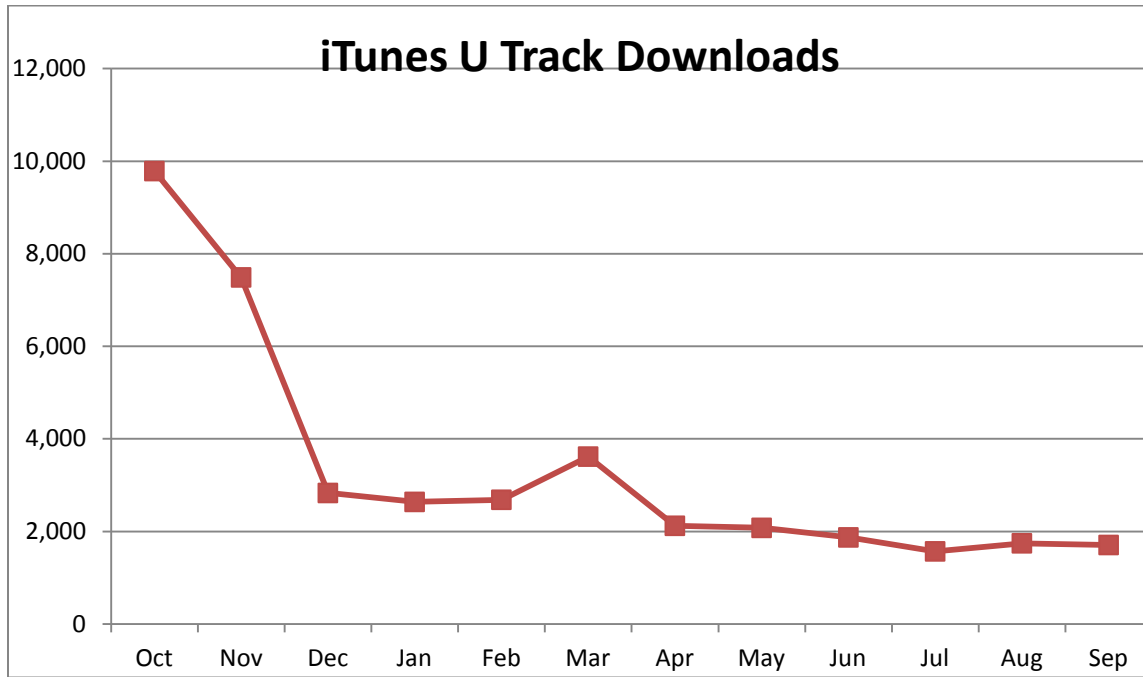
Social Media Tools: Detail View – Twitter

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

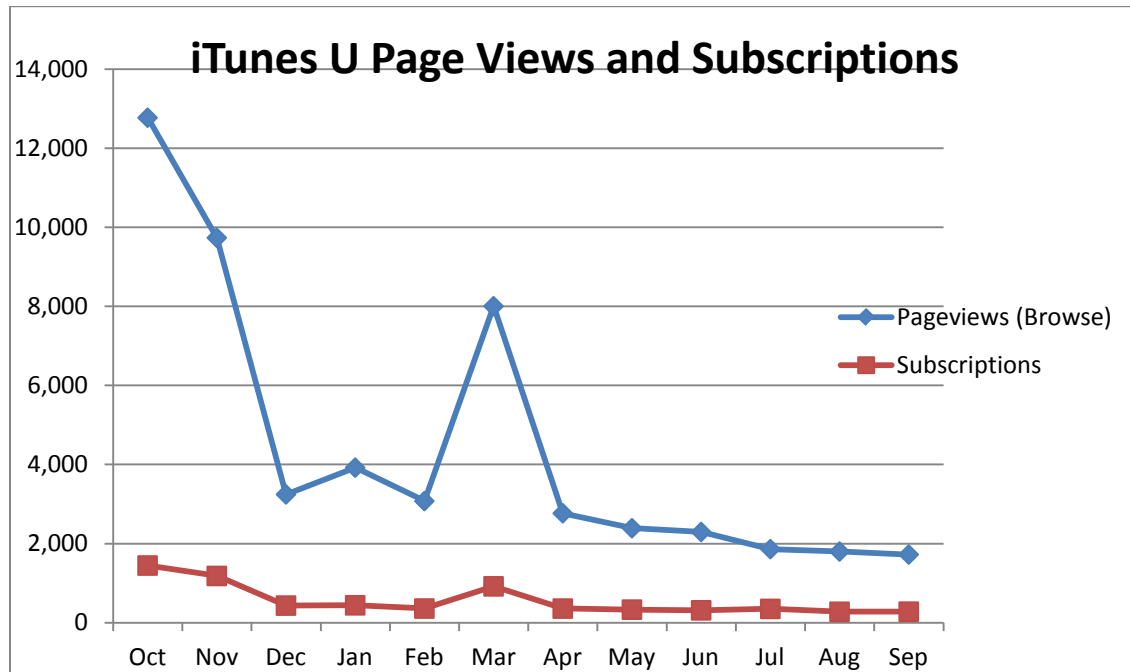


Social Media Tools: Detail View – iTunes U

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

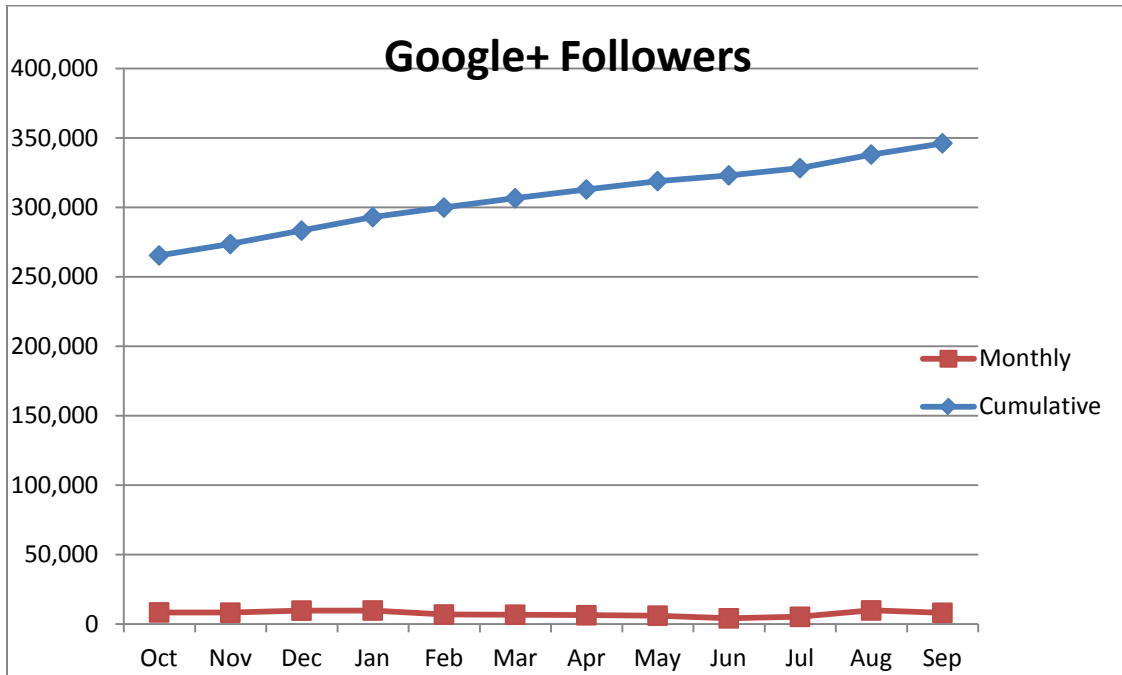


Page Views and Subscriptions on U.S. National Archives iTunes U (Source: Appendix VI)



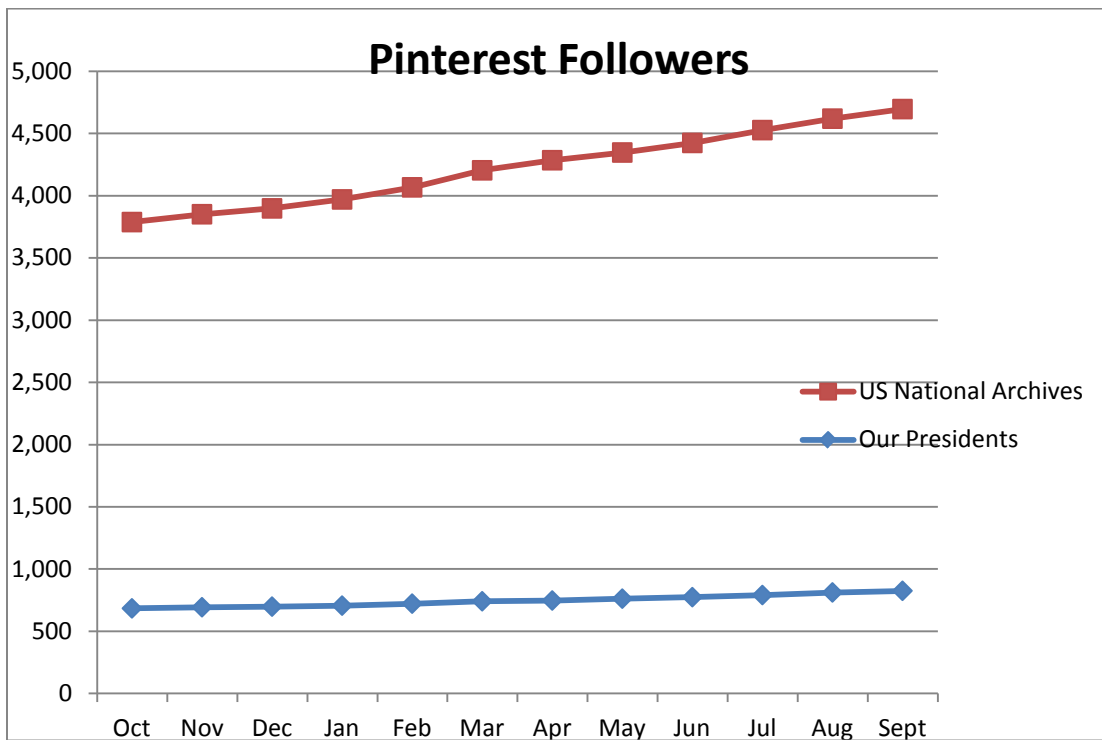
Social Media Tools: Detail View – Google+

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.

	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
Acts of Congress	46	23	18	42	25	17	20	23	10	5	33	44
Annotation (NHPRC)	494	420	674	886	677	334	263	199	332	466	388	404
AOTUS	2,982	1,930	2,380	1,437	1,346	2,884	1,346	1,824	1,287	2,692	1,894	1,244
Carter Chronicle	419	444	441	264	222	226	216	202	135	145	73	148
Education Updates	3,591	3,413	2,896	3,660	3,374	3,288	2,379	2,200	1,619	1,980	2,497	2,671
FOIA	1,007	960	782	990	975	1,476	1,386	1,044	987	1,225	745	913
Forward with Roosevelt								325	177	149	298	699
Hoover Heads											48	31
Unwritten Record (formerly Media Matters)	4,529	4,795	4,163	5,479	4,617	4,780	5,171	4,575	3,658	5,322	5,827	4,293
NARAtions	3,608	4,433	3,369	4,389	3,945	4,264	5,252	3,034	2,106	4,915	3,943	3,354
NDC Blog	698	1,029	961	890	839	1,401	970	688	770	810	700	634
Rediscovering Black History	1,289	1,518	1,859	1,601	3,985	2,167	1,533	1,521	1,833	1,265	1,594	881
Prologue Blog	23,218	19,172	13,847	14,236	14,913	15,435	15,721	14,292	9,565	10,455	8,778	12,827
Records Express Blog	1,839	1,711	2,859	1,956	1,829	3,139	3,588	3,510	2,660	932	1,247	1,569
The Text Message	4,102	4,654	4,199	4,733	4,143	4,008	4,628	4,112	3,682	4,075	3,404	4,483
Transforming Classification (PIDB)	376	258	227	268	244	313	321	279	233	270	167	234
MONTHLY TOTAL	48,198	44,760	38,675	40,831	41,134	43,732	42,794	37,828	29,054	34,706	31,636	34,429

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.

	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept
Acts of Congress	65	33	22	47	28	20	31	27	18	6	39	50
Annotation (NHPRC)	699	652	995	1,224	1,000	473	448	315	491	720	576	726
AOTUS	4,695	3,254	3,807	2,566	2,314	4,389	2,312	2,850	2,273	5,104	3,125	2,089
Carter Chronicle	643	642	615	382	344	332	370	351	192	185	110	225
Education Updates	5,785	5,153	4,245	5,532	4,882	4,852	3,866	3,892	2,892	4,092	4,098	5,168
FOIA	1,946	1,771	1,539	1,811	1,815	2,666	2,430	1,858	2,153	2,820	1,382	1,568
Forward with Roosevelt								693	378	991	501	1,147
Hoover Heads											168	69
Unwritten Record (formerly Media Matters)	7,713	8,303	6,729	10,024	8,433	8,141	14,258	13,695	7,080	10,006	10,732	7,576
NARAtions	6,238	8,912	6,042	8,058	7,348	7,634	9,522	5,654	4,167	9,311	6,433	6,018
NDC Blog	1,241	1,720	1,623	1,810	1,642	2,327	1,678	1,136	1,197	1,475	1,350	1,207
Rediscovering Black History	2,277	2,816	2,795	2,827	6,338	3,823	2,604	2,695	2,802	2,188	2,629	1,645
Prologue Blog	37,463	32,273	23,555	23,561	24,412	24,756	24,813	21,733	15,400	16,615	14,448	20,132
Records Express Blog	3,748	3,196	5,039	3,450	3,558	5,508	5,646	5,185	4,474	2,729	2,952	3,717
The Text Message	6,576	7,369	6,829	7,383	6,599	6,712	7,144	6,426	5,813	6,528	5,949	7,144
Transforming Classification (PIDB)	488	430	292	353	354	406	419	479	374	815	237	368
MONTHLY TOTAL	79,577	76,524	64,127	69,028	69,067	72,039	75,541	66,989	49,704	63,585	54,729	58,849

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

	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept
Acts of Congress	870	893	911	953	978	994	1,012	1,034	1,044	1,049	1,082	1,126
Annotation (NHPRC)	4,682	4,950	5,403	6,076	6,591	6,841	7,054	7,217	7,468	7,808	8,122	8,461
AOTUS	133,863	135,359	136,970	138,124	139,221	141,535	142,649	142,649	142,649	*	*	*
Carter Chronicle	7,667	8,014	8,387	8,614	8,803	8,984	9,165	9,335	9,430	9,554	9,620	*
Education Updates	37,035	39,935	42,377	45,507	48,390	51,097	*	*	*	*	*	*
FOIA	28,302	29,035	29,635	30,352	31,088	32,084	33,050	*	*	*	*	*
Forward with Roosevelt								*	*	*	*	*
Unwritten Record	37,557	41,519	44,968	49,527	53,413	57,374	61,732	*	*	*	*	*
NARAtions	190,394	194,272	197,129	200,855	204,331	207,921	212,372	214,985	216,824	*	*	*
NDC Blog	91,891	92,702	93,522	94,241	94,984	95,947	96,707	97,268	97,882	98,558	99,152	99,694
Rediscovering Black History	9,469	10,638	12,168	13,506	16,825	18,514	19,796	20,988	22,432	23,486	24,798	25,535
Prologue Blog	375,666	392,459	404,407	416,999	430,024	443,116	456,571	468,988	477,279	486,416	494,177	505,672
Records Express Blog	52,439	53,649	55,562	56,942	58,263	60,534	62,938	65,293	67,092	*	*	*
The Text Message	118,263	122,172	125,687	129,708	133,224	136,587	140,464	143,834	146,866	150,166	153,057	156,832
Transforming Classification	9,577	9,769	9,927	10,134	10,314	10,521	10,734	*	*	*	*	*
MONTHLY TOTAL	1,099,248	1,136,939	1,168,626	1,203,111	1,236,449	1,272,049	1,254,24	1,164,374	1,181,498	777,037	790,008	797,320

APPENDIX II.D: Blog Unique Viewers (Monthly)

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

	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept
Acts of Congress	42	23	18	42	25	16	18	22	10	5	33	44
Annotation (NHPRC)	355	268	453	673	515	250	213	163	251	340	314	339
AOTUS	2,272	1,496	1,611	1,154	1,097	2,314	1,114	*	*	*	*	*
Carter Chronicle	349	347	373	227	189	181	181	170	95	124	66	*
Education Updates	2,973	2,900	2,442	3,130	2,883	2,707	*	*	*	*	*	*
FOIA	698	733	600	717	736	996	966	*	*	*	*	*
Forward with Roosevelt								*	*	*	*	*
Unwritten Record (formerly Media Matters)	3,466	3,962	3,449	4,559	3,886	3,961	4,358	*	*	*	*	*
NARAtions	3,104	3,878	2,857	3,726	3,476	3,590	4,451	2,613	1,839	*	*	*
NDC Blog	586	811	820	719	743	963	760	561	614	676	594	542
Rediscovering Black History	1,008	1,169	1,530	1,338	3,319	1,689	1,282	1,192	1,444	1,054	1,312	737
Prologue Blog	20,518	16,793	11,948	12,592	13,025	13,092	13,455	12,417	8,291	9,137	7,761	11,495
Records Express Blog	1,216	1,210	1,913	1,380	1,321	2,271	2,404	2,355	1,799	*	*	*
The Text Message	3,265	3,909	3,515	4,021	3,516	3,363	3,877	3,370	3,032	3,300	2,891	3,775
Transforming Classification (PIDB)	244	192	158	207	180	207	213	*	*	*	*	*
MONTHLY TOTAL	40,096	37,691	31,687	34,485	34,911	35,600	33,292	22,863	17,375	14,636	12,971	16,932

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

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

	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept
Acts of Congress	0	0	0	0	0	0	0	0	0	0	0	0
Annotation (NHPRC)	13	17	21	24	20	19	18	26	19	25	33	18
AOTUS Blog	287	256	256	284	268	276	332	161	156	149	132	164
AOTUS Tumblr	2	4	3	2	2	3	1	2	3	4	2	2
Carter Chronicle	735	787	634	711	645	421	411	375	337	294	237	255
Education Updates	67	49	38	49	51	45	33	30	38	32	35	36
FOIA Ombudsman	67	44	47	58	46	70	67	21	27	26	23	21
Unwritten Record (formerly Media Matters)	57	53	56	121	106	113	153	39	39	40	36	33
NARAtions	1,072	223	237	254	244	257	277	342	137	179	162	187
NDC Blog	267	178	168	184	185	155	140	191	210	226	220	226
Prologue	595	331	320	329	366	347	355	344	382	381	360	382
Records Express	181	163	150	195	157	187	205	186	240	111	108	95
Rediscovering Black History	15	22	26	24	21	25	28	25	23	27	29	28
Text Message	101	100	107	119	100	116	101	95	101	102	142	108
Today's Document Tumblr	68	51	55	68	57	61	77	67	73	68	76	68
Transforming Classification (PIDB)	761	715	502	652	642	441	425	401	284	253	211	254
MONTHLY TOTAL	4,292	2,993	2,620	3,074	2,910	2,536	2,623	2,305	2,069	1,917	1,806	1,877

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.)

	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept
Monthly Total (A+P+R)	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	15,637,705	11,727,893	14,395,373
Agency-Wide Total	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	6,029,438	3,337,643	4,463,137
US National Archives	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	2,569,420	3,340,280
Afro-American HS	2,105	6,546	8,862	21,730	33,493	6,169	2,165	2,528	3,670	10,048	7,130	12,091
Assembly	659	950	1,770	7,905	135,822	399	301	83	385	518	463	301
Archival Recovery	13,733	16,885	11,286	12,818	23,549	16,976	13,847	9,947	25,403	15,879	18,213	7,018
Constitution	31,852	13,432	22,402	9,946	14,770	17,809	14,632	17,396	13,805	21,232	17,153	117,855
Federal Register	3,131	1,943	1,422	14,017	15,756	27,232	70,460	37,589	18,687	9,821	14,089	8,034
Federal Records Centers	964	638	858	2,051	4,036	2,410	968	626	1,408	2,073	2,505	1,725
Applied Research	10,361	12,835	13,010	13,041	21,246	9,392	2,119	2,042	1,720	9,144	6,068	8,260
NHPRC	90,605	97,254	185,524	137,097	196,287	233,782	343,824	133,532	248,137	178,585	183,547	245,574
Noon Lectures	13,602	1,044	580	1,064	1,253	1,917	1,359	1,632	2,132	1,330	4,046	1,964
Preservation	80,089	29,008	28,539	266,618	69,076	32,375	96,679	42,109	79,668	146,977	71,879	156,707
Research	31,602	6,512	5,886	23,794	39,740	76,990	21,481	51,571	20,973	20,009	10,703	21,902
SNAC												
Today's Document	47,100	45,188	98,420	134,547	197,972	171,009	137,247	519,151	419,241	378,882	362,861	452,224
Students and Interns	19,576	8,059	21,433	10,549	2,338	3,190	2,352	2,304	2,323	2,797	17,391	9,925
Electoral College	975	1,907	2,736	3,896	3,652	1,085	1,225	1,739	1,566	1,449	1,429	1,782
Education	88,851	78,009	41,830	129,710	108,950	83,651	750,239	322,106	121,333	98,040	50,746	77,495
Presidential Total	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	8,977,809	8,051,226	9,096,945
Bush	730,963	825,844	258,321	219,662	184,776	288,692	321,166	345,370	635,639	809,767	699,736	422,466
GWB	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	1,138,072	4,080,109
Carter	276,627	169,731	155,167	254,658	170,680	256,809	280,020	322,472	188,167	808,109	3,106,708	977,253
Clinton	387,390	740,723	404,686	199,674	171,865	428,288	598,325	67,300	262,444	562,509	532,640	556,456
Eisenhower	1,698,940	124,717	238,386	115,820	139,862	268,996	609,365	717,507	356,211	312,762	200,177	116,267
Ford Library	38,159	18,850	16,488	15,989	16,912	12,294	60,258	71,049	38,859	51,211	33,451	103,836
Ford Museum	210,549	99,694	48,352	68,736	59,887	80,974	243,722	167,700	117,869	279,921	209,594	495,862

Hoover	68,239	22,939	34,743	30,456	26,014	41,217	79,958	98,399	80,579	100,655	193,638	84,081
Johnson	273,464	244,454	222,125	368,131	402,971	337,898	481,448	571,206	1,245,801	828,411	688,076	977,848
Nixon	466,862	445,052	367,020	442,309	446,018	557,428	353,907	744,705	547,400	516,632	494,738	485,069
Reagan	38,855	19,561	82,876	59,301	73,958	32,209	300,791	27,253	18,303	1,211,670	157,707	301,770
Roosevelt	238,842	134,219	158,232	173,378	112,118	80,883	154,737	175,579	172,747	223,071	236,764	175,303
Truman	281,502	191,452	128,006	106,149	142,783	116,331	422,037	418,110	209,779	432,001	359,925	320,625
Regional Total	341,945	389,636	422,937	450,331	486,927	413,226	560,078	795,636	683,931	630,458	339,024	835,291
Atlanta	38,021	14,998	14,598	14,768	22,262	12,599	16,037	14,496	17,290	34,027	23,648	39,750
Boston	126,896	253,845	236,738	193,238	163,068	256,827	328,657	252,267	425,001	255,360	151,391	309,662
Chicago	25,258	21,702	24,548	9,460	14,521	11,147	10,784	16,425	77,369	220,540	46,672	38,370
Denver	58,750	13,970	40,722	91,536	60,747	13,159	7,349	160,324	7,562	5,145	4,982	8,784
Fort Worth	18,961	10,619	28,524	42,687	29,008	33,781	29,366	24,645	18,142	45,285	12,056	20,957
Kansas City	23,350	30,833	17,295	32,694	36,723	18,420	25,444	25,444	26,297	16,833	21,656	21,185
New York	17,759	19,871	16,826	23,131	19,785	16,660	25,915	51,590	34,435	15,846	34,106	19,898
Philadelphia	10,681	9,986	13,274	15,084	65,422	19,701	70,382	25,404	12,792	16,570	21,815	66,026
Riverside	3,938	907	2,608	1,507	25,657	6,824	5,092	1,913	4,060	4,097	7,478	10,716
Seattle	4,405	2,798	7,896	15,353	41,092	15,871	35,032	9,454	55,558	5,361	7,419	6,029
St. Louis	13,926	10,107	19,908	10,873	8,642	8,237	6,020	12,728	5,425	11,394	7,801	293,914

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.)

	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept
Monthly Total (A+P+R)	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	5,872,046	4,307,485	6,073,014
Agency-Wide Total	619,233	792,580	2,471,189	1,290,376	1,282,074	896,148	1,252,959	1,124,548	1,070,330	2,207,895	910,308	1,703,916
US National Archives	490,014	696,888	2,357,075	1,017,984	1,007,687	705,573	660,392	710,414	725,546	1,931,945	704,129	1,300,952
Afro-American HS	921	3,304	4,112	10,452	13,209	1,499	425	417	891	2,997	1,956	4,469
Assembly	303	430	891	3,961	73,116	140	85	24	75	146	138	138
Archival Recovery	2,566	2,971	2,420	2,043	2,517	2,681	2,030	2,619	5,199	3,770	3,847	2,158
Constitution	14,385	5,222	14	3,135	5,555	6,878	5,654	5,474	3,121	6,866	6,415	52,050
Federal Register	882	607	369	5,278	5,281	10,265	27,823	11,851	2,038	1,028	1,820	1,514
Federal Records Centers	349	216	302	361	492	357	151	140	624	551	603	668
Applied Research	2,760	3,927	5,389	5,239	8,355	2,831	721	744	616	2,341	1,885	2,255
NHPRC	20,424	26,329	58,379	37,999	55,196	70,891	129,183	38,257	101,943	53,053	53,267	101,780
Noon Lectures	6,826	192	164	257	228	308	286	316	504	347	1,784	601
Preservation	27,634	11,470	8,123	113,522	26,730	9,976	46,338	19,626	34,503	76,789	31,822	85,826
Research	9,474	2,239	1,940	5,676	11,582	29,929	6218	14,297	7,776	7,073	4,349	7,934
SNAC												
Today's Document	5,669	5,280	13,430	32,156	28,626	21,910	14,827	170,945	136,974	85,057	69,623	106,185
Students and Interns	3,853	2,463	3,433	3,112	729	539	406	403	518	543	5,844	3,954
Electoral College	299	670	1,113	1,650	1,820	419	397	710	541	580	305	632
Education	32,874	30,372	14,035	47,551	40,951	31,952	358,023	148,311	49,461	34,809	22,521	32,800
Presidential Total	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	3,418,686	3,269,400	3,994,904
Bush	244,931	270,293	110,231	88,424	73,905	118,752	133,433	138,053	302,406	302,140	265,585	166,858
GWB	1,247,479	2,978,287	2,542,349	801,264	685,756	401,239	688,317	264,652	858,561	961,971	465,698	1,950,804
Carter	97,679	49,490	41,540	77,782	52,254	81,663	87,772	110,232	64,481	294,967	1,366,061	384,198
Clinton	154,736	285,975	157,809	81,038	70,181	180,058	249,615	23,870	110,240	217,968	204,997	232,547
Eisenhower	870,134	49,336	90,063	36,401	46,951	90,294	199,422	316,390	128,829	117,413	80,883	42,189
Ford Library	15,176	8,039	5,338	6,002	5,498	4,513	16,444	22,468	13,189	19,994	10,459	49,346
Ford Museum	85,479	38,316	19,400	22,404	22,600	29,878	91,397	63,819	49,603	107,049	84,116	201,063

Hoover	20,944	7,932	14,369	9,023	8,009	14,768	23,040	32,618	30,314	36,259	85,842	30,069
Johnson	115,629	92,890	80,488	159,410	172,433	133,626	187,799	208,644	529,216	303,232	236,368	444,983
Nixon	179,447	156,034	130,996	166,400	149,200	194,815	124,735	270,683	195,325	187,530	174,195	168,948
Reagan	18,650	6,642	40,102	21,591	25,380	9,752	136,869	12,150	6,973	634,524	69,828	122,169
Roosevelt	84,791	53,156	50,605	66,832	33,534	30,030	48,248	63,755	61,296	81,788	96,088	66,938
Truman	86,104	71,072	41,014	32,720	48,581	38,641	139,241	148,064	66,288	153,851	129,280	134,792
Regional Total	109,142	118,150	128,642	146,373	155,901	113,389	207,431	335,280	277,385	245,465	127,777	374,194
Atlanta	14,627	5,283	3,982	3,647	5,815	4,382	5,334	5,339	6,495	16,012	10,173	17,305
Boston	33,091	78,409	69,532	51,946	36,864	71,148	126,025	82,765	174,424	89,218	59,853	131,307
Chicago	8,439	6,593	5,263	2,071	2,334	2,528	3,412	3,493	31,210	98,021	11,642	10,843
Denver	28,133	4,869	17,966	44,978	27,694	4,550	3,334	93,593	2,945	2,563	1,951	3,808
Fort Worth	5,593	2,895	8,686	13,948	7,257	8,223	6,344	114,880	4,625	18,779	4,157	5,272
Kansas City	5,323	8,793	4,172	12,076	12,929	5,133	7,480	5,984	8,584	5,582	7,313	6,474
New York	5,331	4,460	3,515	5,732	3,763	4,340	7,325	14,899	12,930	5,278	17,545	5,792
Philadelphia	2,424	3,365	4,469	3,866	27,590	3,846	28,221	6,159	2,867	3,216	5,946	26,804
Riverside	1,405	433	1,248	670	12,756	1,932	1,592	832	1,718	1,446	3,023	3,648
Seattle	1,354	1,004	2,060	4,616	16,104	5,617	16,288	3,782	29,690	1,702	3,001	2,464
St. Louis	3,422	2,046	7,749	2,823	2,795	1,690	2,066	3,554	1,897	3,648	3,173	160,477

APPENDIX V: Twitter Followers (Cumulative)

	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept
archivespres	3,262	3,425	3,546	3,645	3,724	3,833	3,892	3,947	4,007	4,067	4,144	4,245
dferriero	3,145	3,162	3,188	3,214	3,237	3,277	3,333	3,361	3,388	3,417	3,438	3,466
Discovercivwar	6,094	6,121	6,147	6,240	6,352	6,443	6,498	6,567	6,569	6,593	6,851	6,853
DocsTeach	5,519	5,713	5,875	6,085	6,300	6,542	6,721	6,869	7,039	7,264	7,546	7,771
ElectoralCollge	2,270	2,279	2,294	2,293	2,287	2,293	2,290	2,286	2,298	2,317	2,331	2,322
FedRegister	7,267	7,396	7,527	7,689	7,882	8,046	8,226	8,353	8,480	8,611	8,742	8,854
FOIA_Ombuds												261
NARAMediaLabs	558	629	696	774	853	936	1,006	1,074	1,156	1,206	1,258	1,329
NARA_RecMgmt	5,086	5,140	5,228	5,286	5,352	5,433	5,493	5,542	5,602	5,651	5,707	5,768
SNAC												

TodaysDocument	17,165	17,803	18,542	19,423	20,228	21,003	21,725	22,486	23,183	23,935	24,883	25,751
USNatArchives	50,099	52,272	55,435	58,583	61,700	64,589	67,165	69,305	71,445	74,214	77,289	80,080
ThisisArchives					20	347	454	572	700	883	1,101	1,185
Bush41library	17,975	18,726	19,361	19,981	20,503	21,065	21,644	22,003	22,371	22,821	23,517	23,975
CarterLibrary	9,693	9,845	9,989	10,197	10,378	10,527	10,700	10,925	11,026	11,297	13,852	14,230
IkeLibrary	6,430	6,601	6,939	7,177	7,380	7,592	7,840	8,019	8,165	8,336	8,623	8,814
FDRLibrary	5,843	6,017	6,241	6,501	6,700	6,924	7,119	7,302	7,455	7,661	7,993	8,198
GWBLibrary	9,743	10,121	10,381	11,041	11,506	12,022	12,395	12,775	13,144	13,563	14,131	14,590
IkeandHarry2012	610	615	614	613	613	619	625	636	636	636	635	643
JFKLibrary	29,462	30,104	30,720	31,263	31,940	32,489	33,097	33,627	34,016	34,482	35,226	35,669
LBJLibrary	8,100	8,340	8,563	8,887	9,128	9,369	9,643	9,872	10,109	10,318	10,750	11,082
OurPresidents	10,491	10,889	11,307	12,059	12,484	12,849	13,240	13,636	14,025	14,574	15,108	15,554
Reagan_Library	1,537	1,583	1,619	1,672	1,729	1,760	1,806	1,862	1,913	1,955	2,041	2,130
TrumanLibrary	2,214	2,342	2,477	2,602	2,769	2,885	3,031	3,177	3,257	3,394	3,673	3,822
WJCLibrary	49,073	52,732	56,239	60,313	64,350	68,452	74,565	75,867	76,646	77,124	77,995	78,450
ArchivesNYC									6	8	8	13
atlantaarchives	1,194	1,233	1,261	1,293	1,333	1,363	1,389	1,399	1,418	1,432	1,467	1,511
Boston_archives							79	125	165	190	218	292
KCArchives	1,080	1,131	1,187	1,244	1,293	1,333	1,386	1,421	1,458	1,486	1,528	1,560
CongressArchive	1,089	1,214	1,354	1,507	1,646	1,815	1,964	2,065	2,171	2,260	2,461	2,695
NARAFRC	383	395	405	407	407	419	420	422	425	427	431	441
StLouisArchives	97	103	106	106	109	115	122	125	127	128	129	135
TOTAL	255,479	265,931	277,241	290,095	302,203	314,340	327,789	335,620	342,400	350,250	363,076	371,689

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

	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept
Page Views	12,773	9,736	3,246	3,923	3,077	8,006	2,769	2,391	2,296	1,862	1,801	1,725
Track Downloads	9,788	7,490	2,832	2,639	2,685	3,618	2,123	2,078	1,872	1,570	1,745	1,708
Subscriptions	1,447	1,183	434	441	359	920	358	331	314	350	277	280

APPENDIX VII: **Google+** Followers

	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept
Monthly Followers	8,358	8,181	9,676	9,755	6,853	6,714	6,340	6,032	4,118	5,196	9,786	8,085
Cumulative Followers	265,513	273,694	283,370	293,125	299,978	306,692	313,032	319,064	323,182	328,378	338,164	346,249

APPENDIX VIII: **Pinterest** Followers (Cumulative)

	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept
US National Archives	3,788	3,851	3,898	3,970	4,067	4,204	4,285	4,347	4,424	4,527	4,619	4,696
Our Presidents	684	693	698	706	722	741	747	762	774	791	812	825

APPENDIX IX: **Instagram** Followers (Cumulative)

	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept
US National Archives	1,877	2,216	2,614	3,177	3,565	3,922	4,254	4,800	5,498	6,800	8,207	9,320
Ike Library	135	139	147	155	192	216	232	252	266	282	297	309
Clinton Library	216	272	288	320	349	376	1,204	1,218	1,239	1,270	1,311	1,326
FDR Library						43	54	62	75	112	140	152
Bush 41 Library									1	13	28	37

APPENDIX X: **HistoryPin** Channel Views(Cumulative)

	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	August	Sept
Channel Views	20,138	20,506	20,992	21,389	21,805	22,196	22,793	23,443	23,995	24,526	24,996	25,489