

**OCTOBER FY2015 OVERVIEW**

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	79,577 Views	40,096 Visitors
Tumblr Blogs	31,789 Views	12,210 Visitors
Facebook	11,145,142 Impressions	3,949,554 Reach
National Archives YouTube Channel	123,435 Views	13,443 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	2,036,262 Views	8,056 Total Contacts
Our Archives Wiki	3,377 Views	403 Total Editors
Twitter (all NARA feeds)	--	255,479 Total Followers
FourSquare	922 New Check-ins	29 New Followers
iTunes U	12,773 Views	1,447 New Subscribers

**FISCAL YEAR COMPARISON**

Social Media Tool	FY 2015 Views (to date)	FY 2014 Views
Archives.gov Blogs	79,577	641,494
Tumblr Blogs	3,1789	501,398
Facebook	11,145,142	88,139,965
National Archives YouTube Channel	123,435	1,127,103
Flickr (USNatArchives & ArchivesNews)	2,036,262	45,024,298
Our Archives Wiki	3,377	164,891

**EXTERNAL BLOGS AND TUMBLOGS**

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

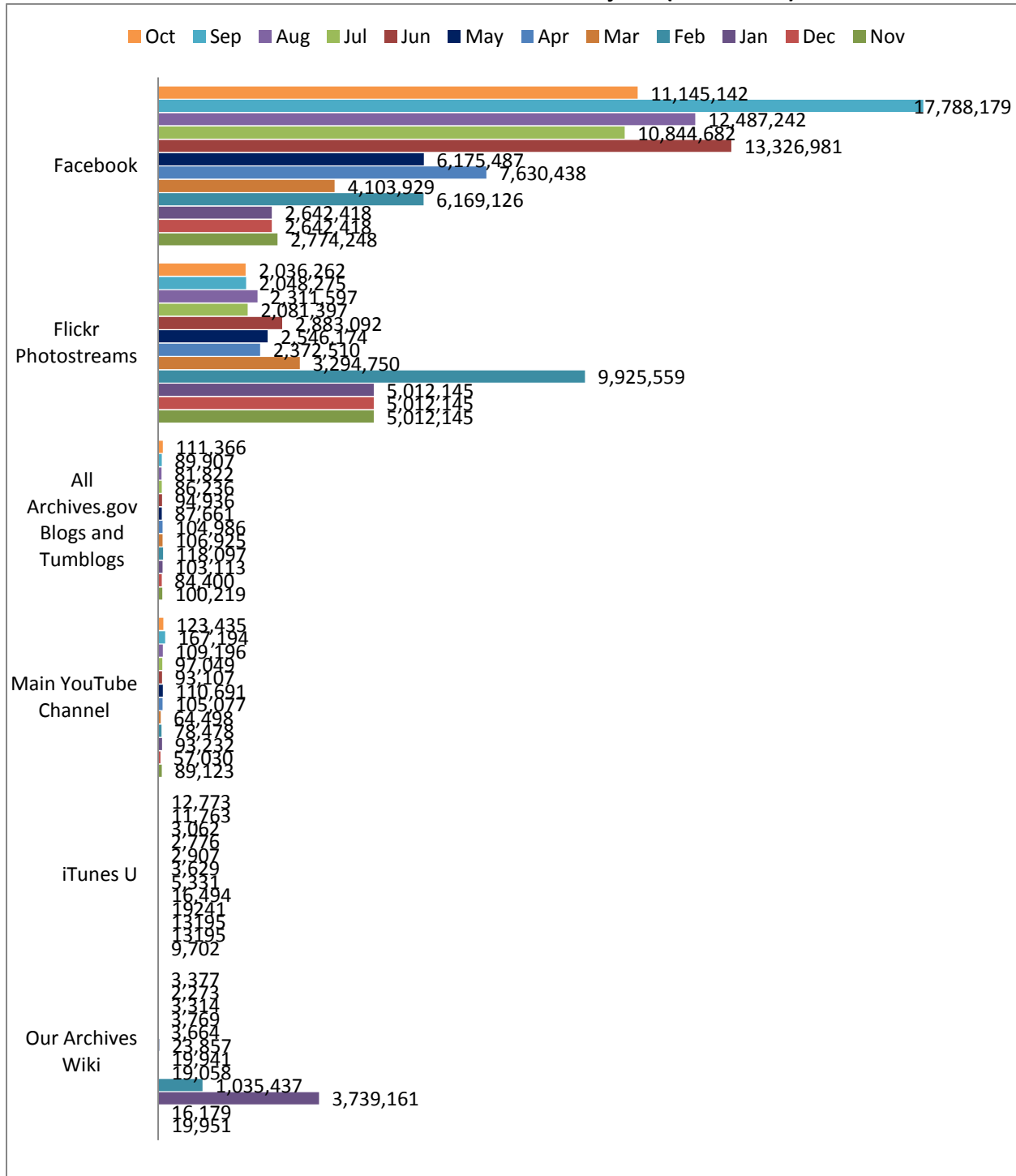
**INTERNAL (NARA@WORK) BLOGS**

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

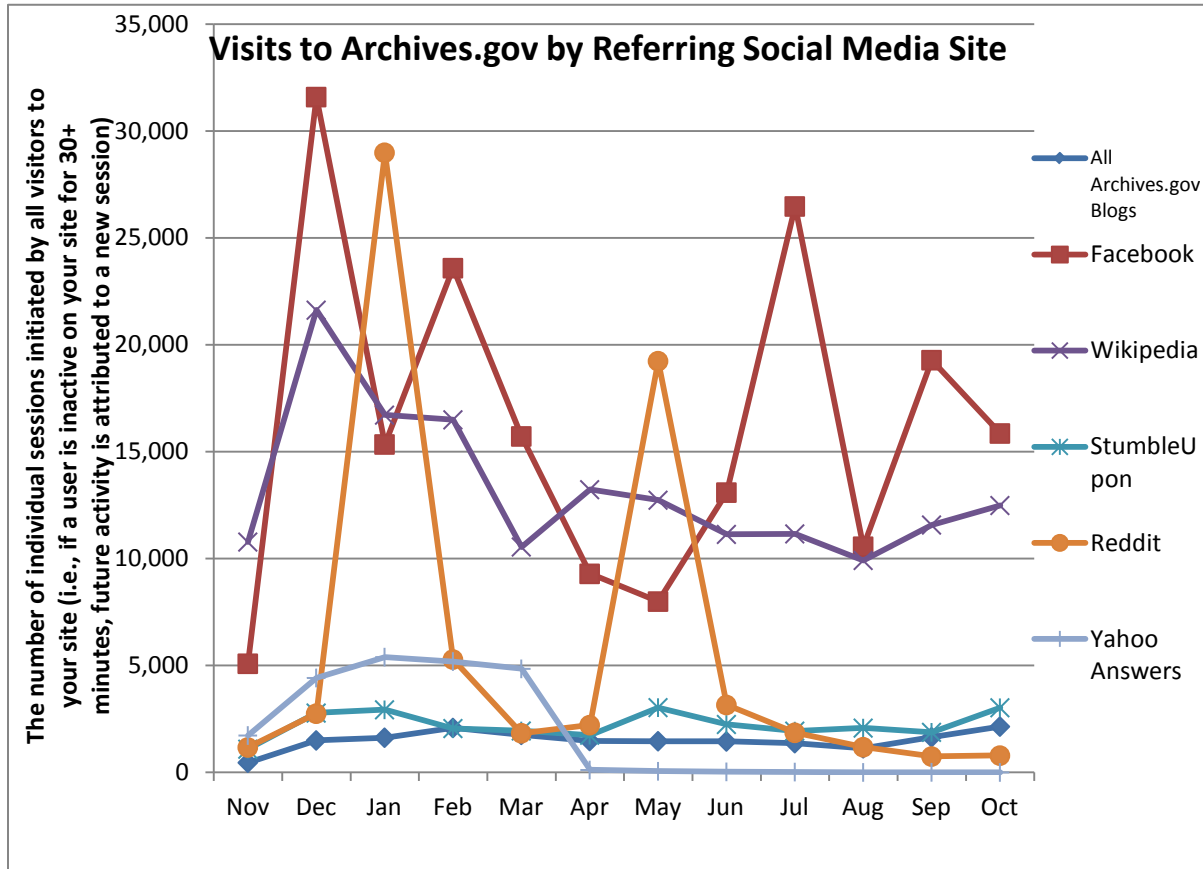
**SOCIAL MEDIA TOOLBOX (Tools currently in use)**

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

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



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

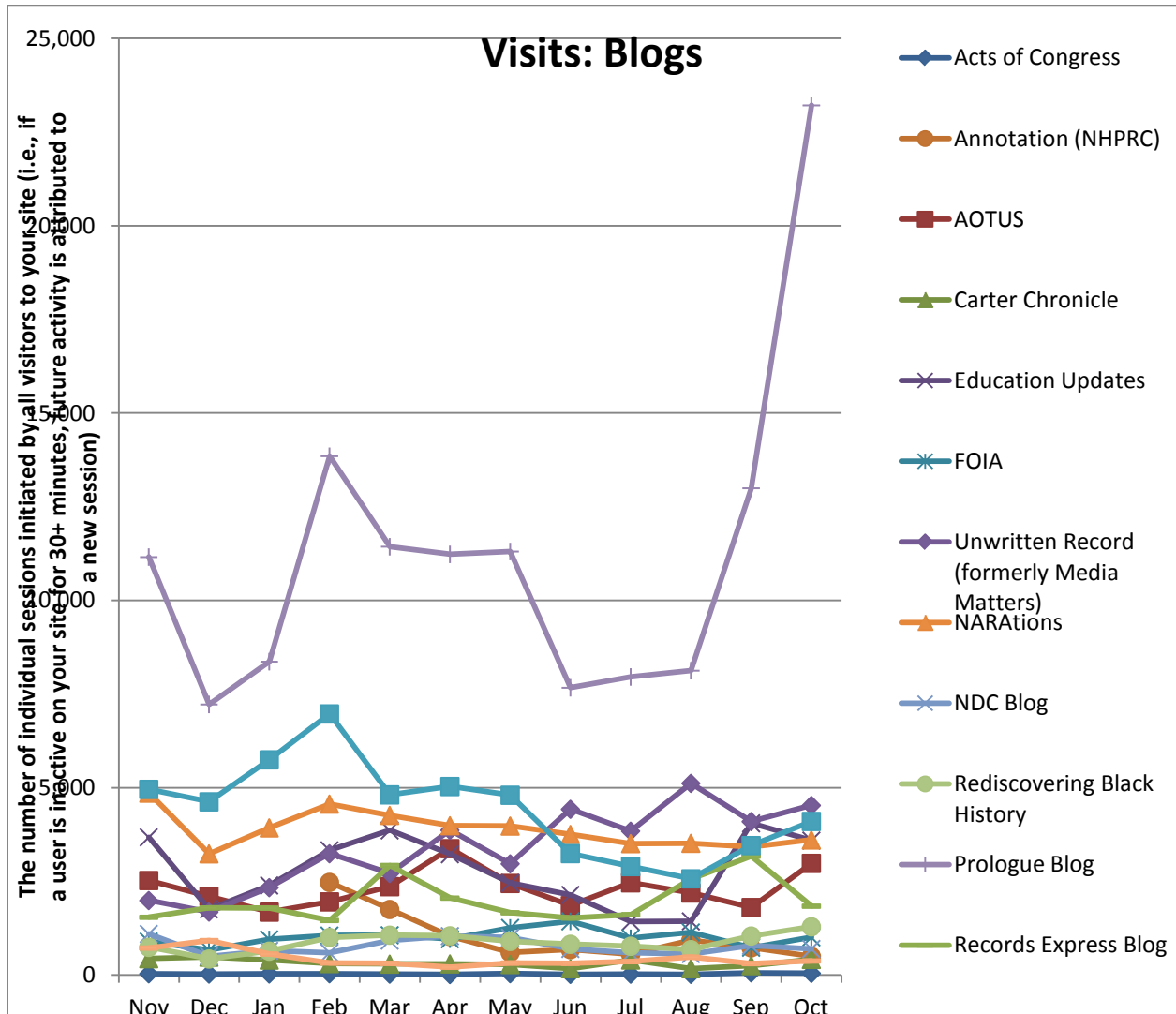


**New External Social Media Projects: October Projects**

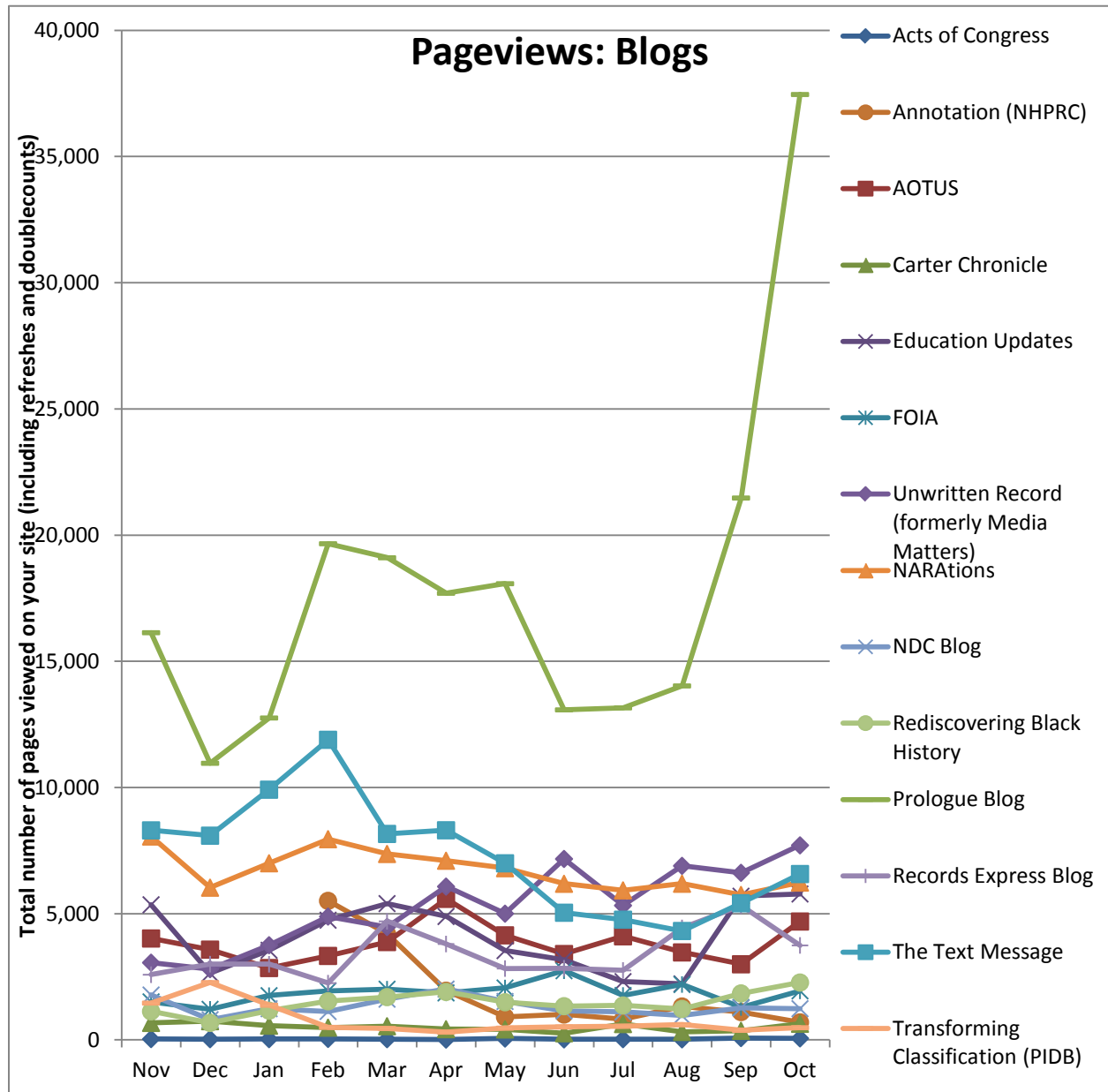
	Dipity	Facebook	Flickr	Twitter	Eventbrite	Tumblr	Blog	YouTube	Instagram
<b>November</b>				1					
<b>December</b>									
<b>January</b>									
<b>February</b>									
<b>March</b>									1
<b>April</b>									
<b>May</b>				1					1
<b>June</b>									
<b>July</b>									
<b>August</b>						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

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

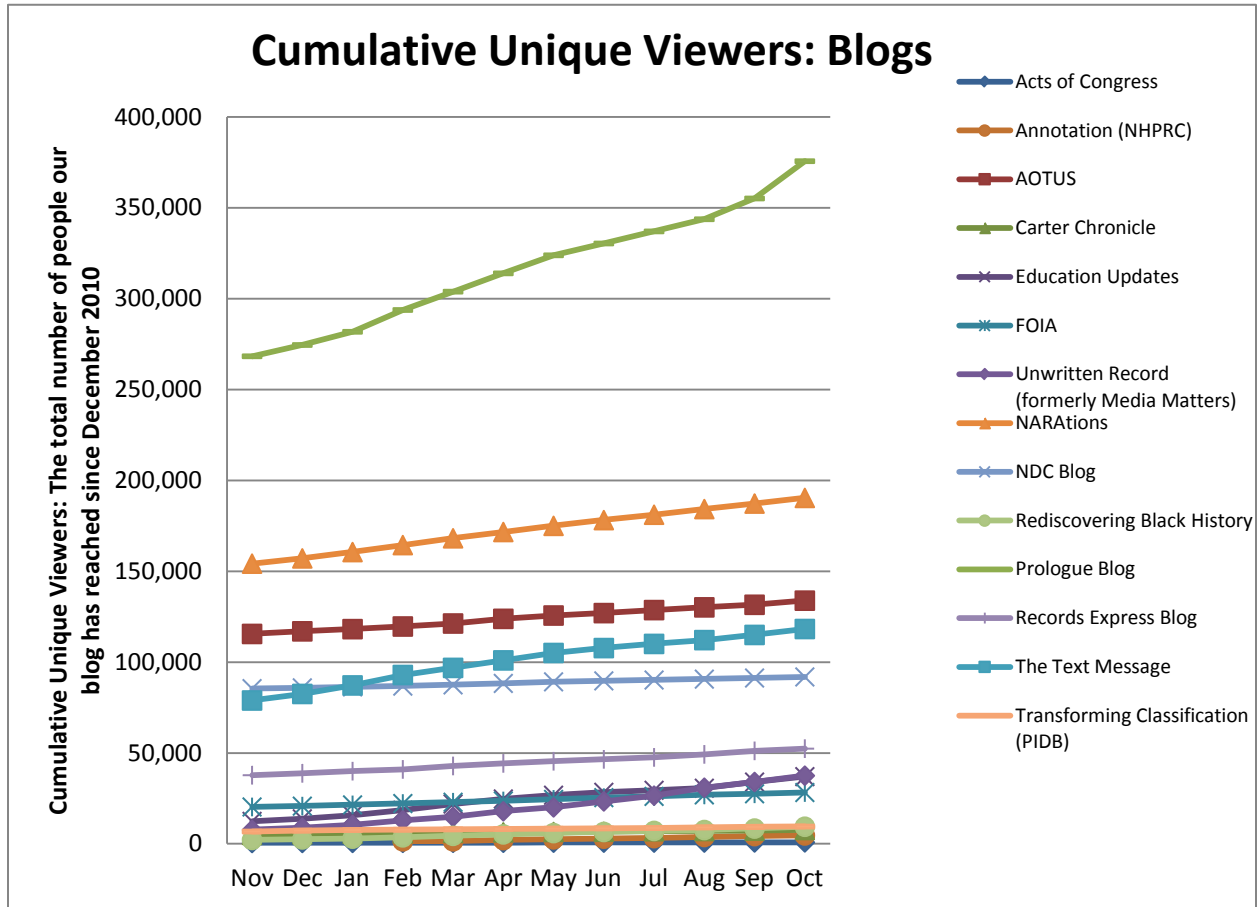
Blog Visits (Source: Appendix II.A)



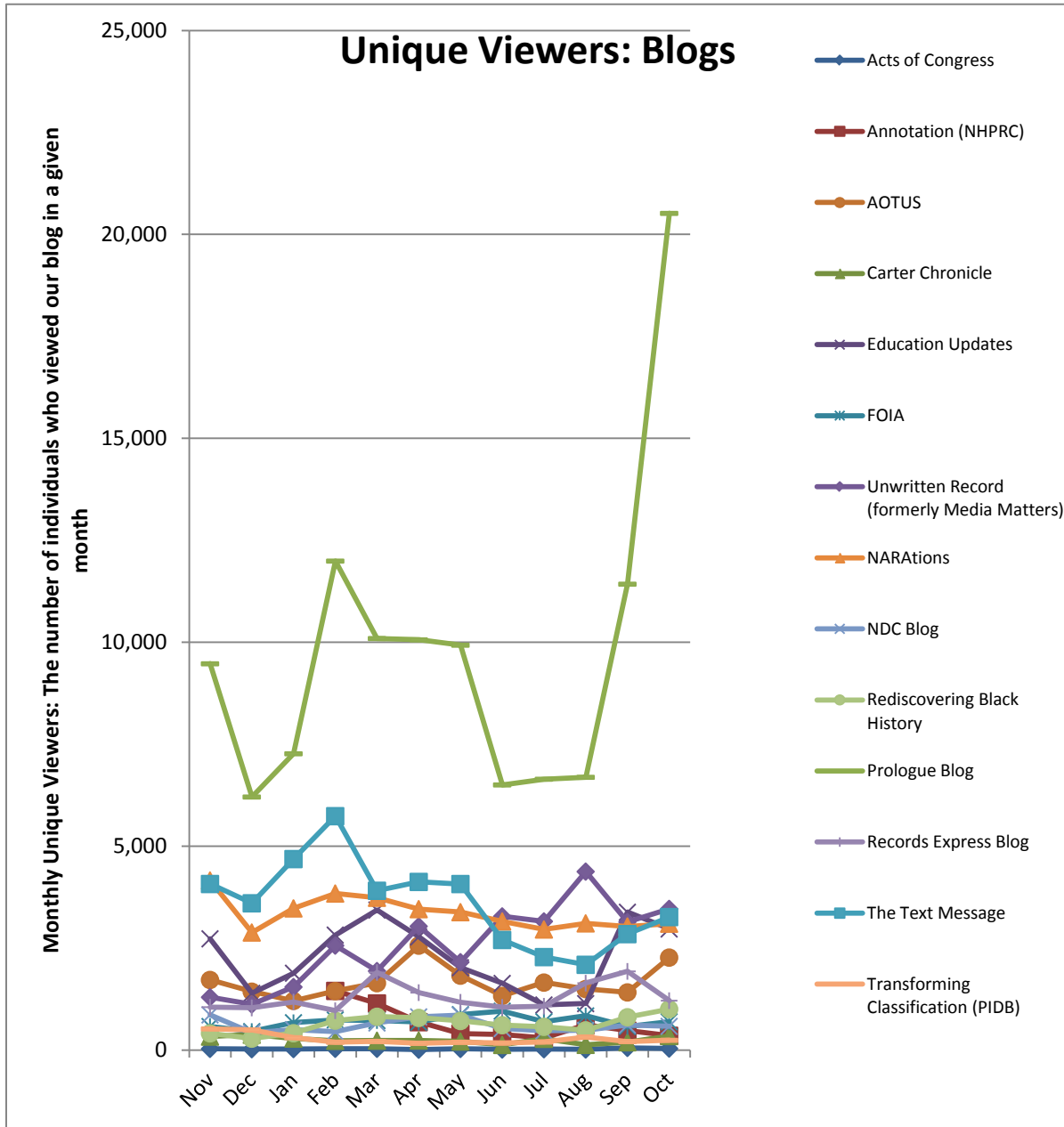
**Blog Pageviews (Source: Appendix II.B)**



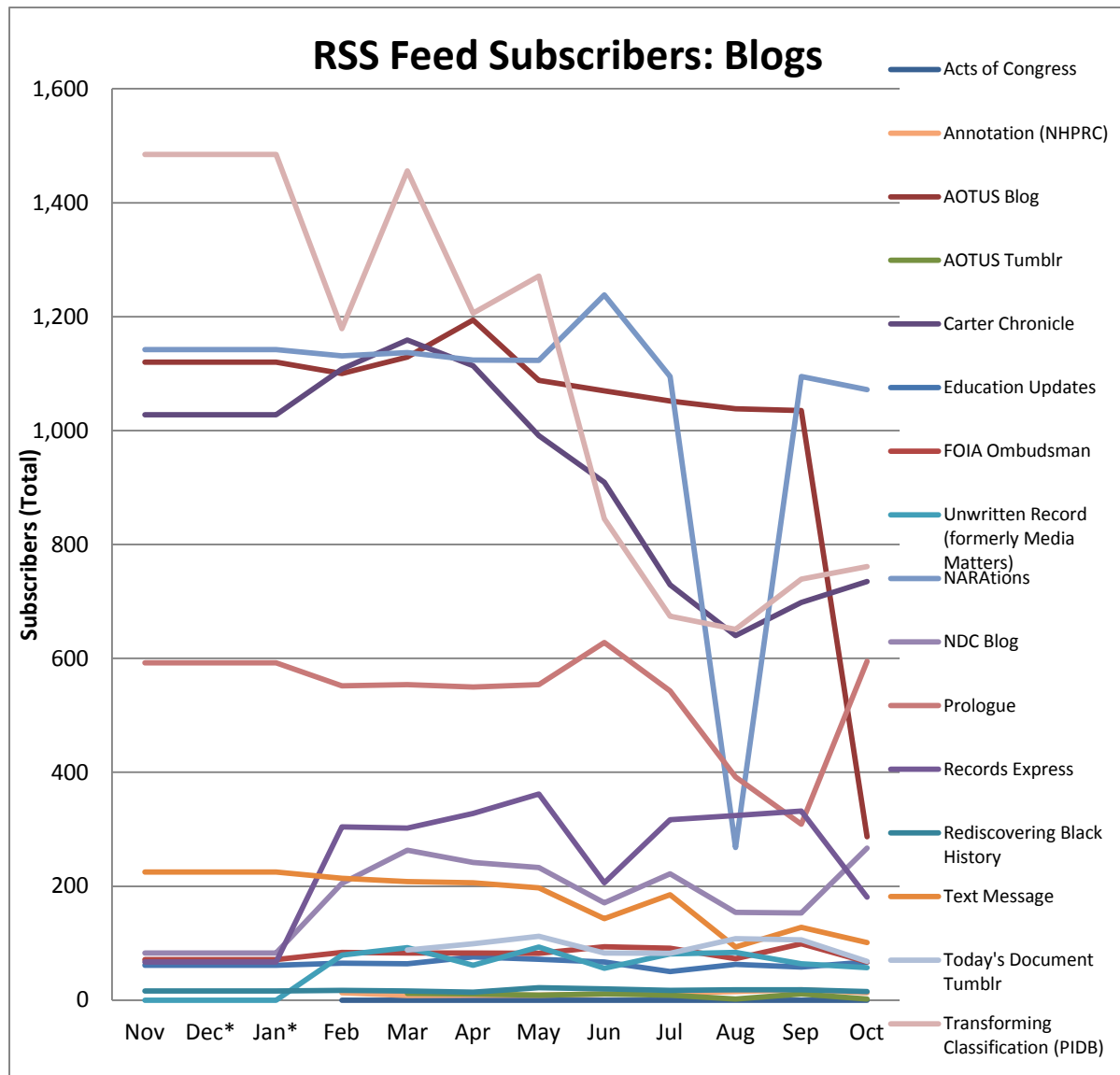
**Blog Cumulative Unique Viewers (Source: Appendix II.C)**



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



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

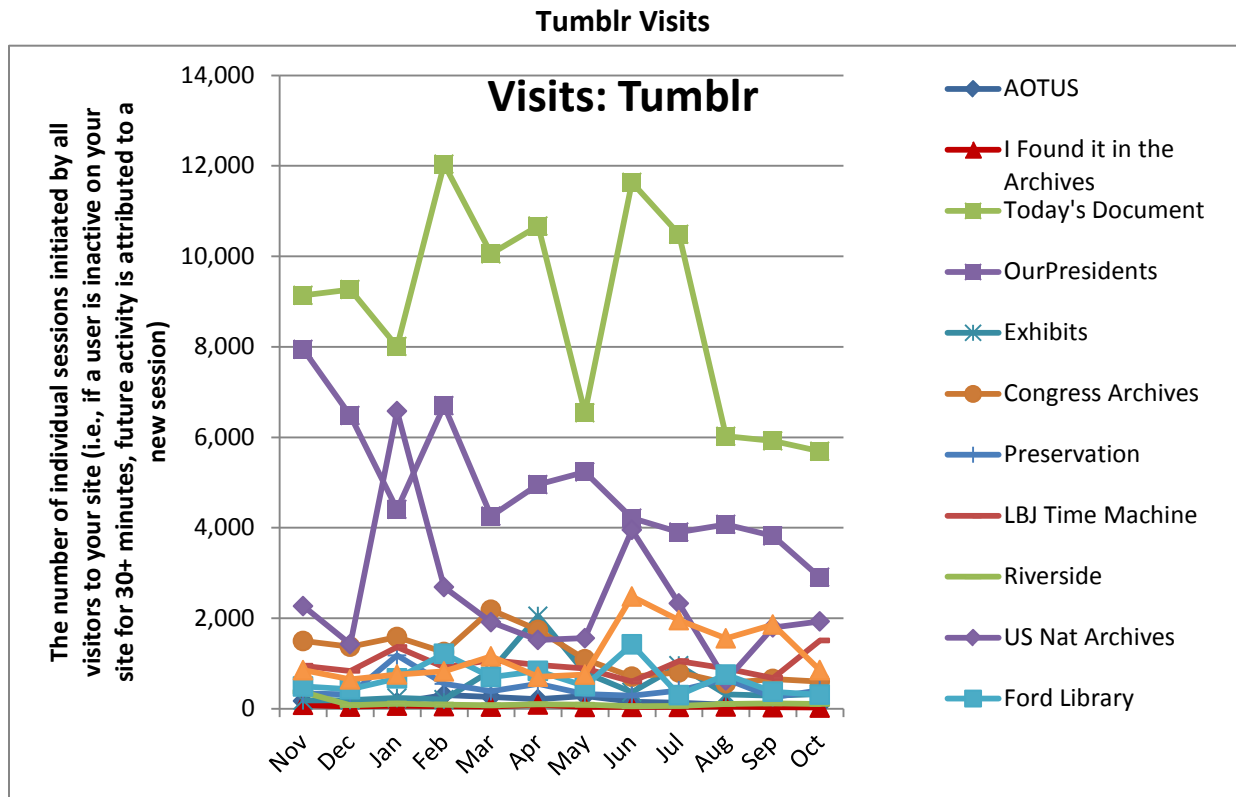


**Top 5 Most Viewed Blog Posts in October**

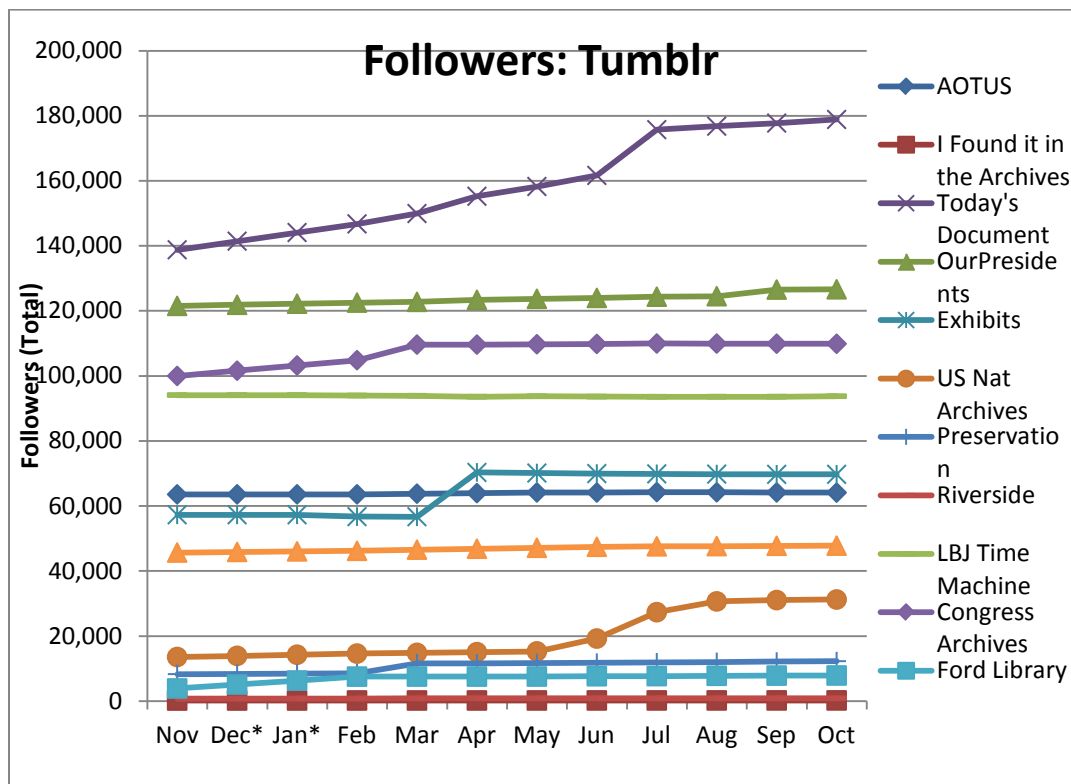
Blog	Pageviews	Post Title
Prologue	11,531	<a href="#">Teddy Roosevelt and Abraham Lincoln in the same photo</a>
AOTUS	5,717	<a href="#">The Scan Plan: Our Strategy to Digitize the Holdings of the National Archives</a>
The Unwritten Record	762	<a href="#">The Fury of Hell on Wheels: Tank Warfare, April 1945</a>
Prologue	738	<a href="#">Prohibition and the Rise of the American Gangster</a>
Prologue	690	<a href="#">Virtual Genealogy Fair, October 28-30, 2014</a>



Social Media Tools: Detail View – Tumblr

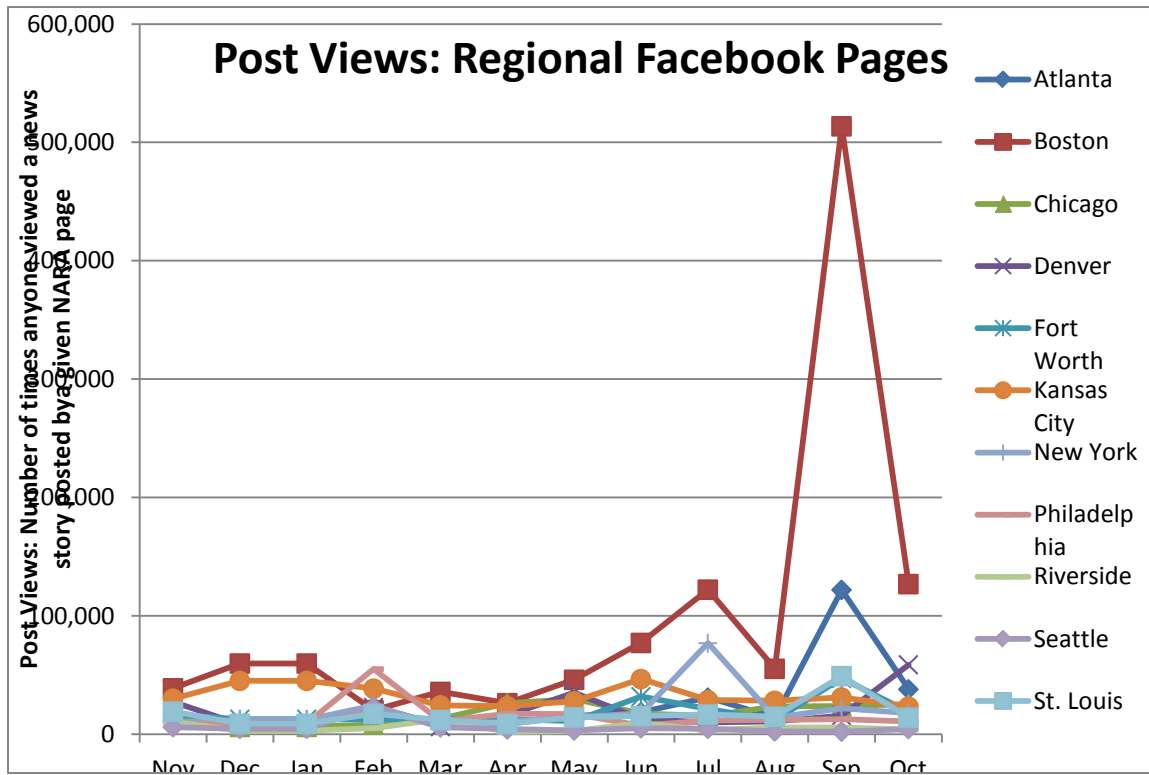


Followers on Tumblr (Source: Appendix IV)

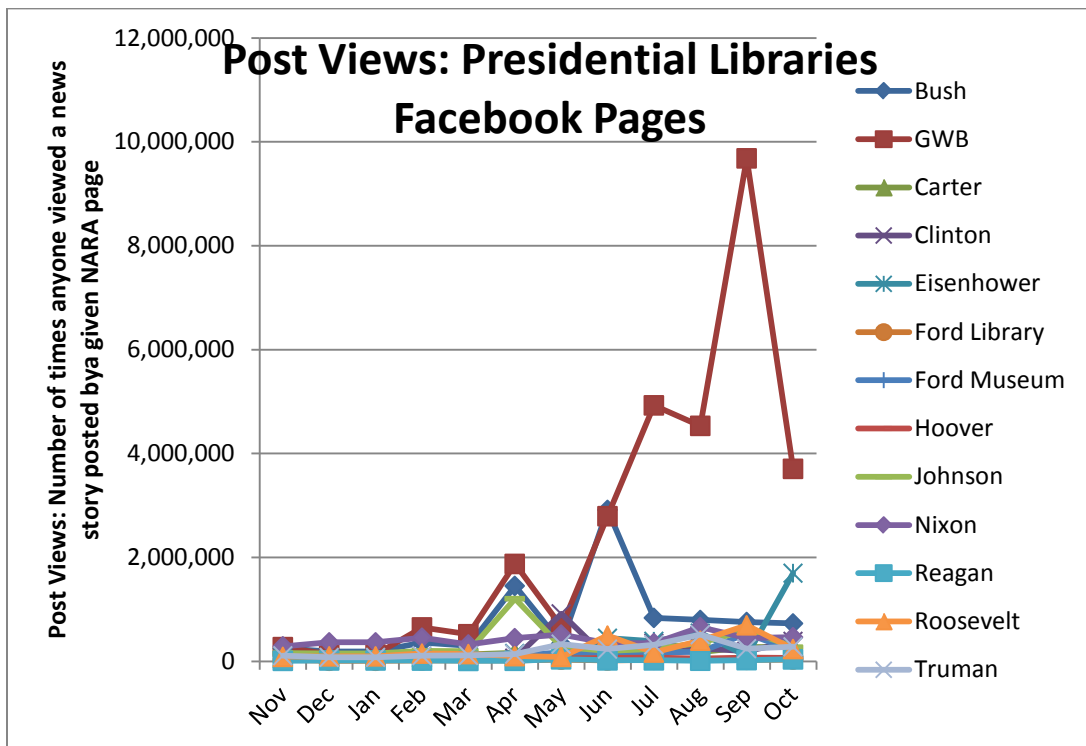


Social Media Tools: Detail View – Facebook

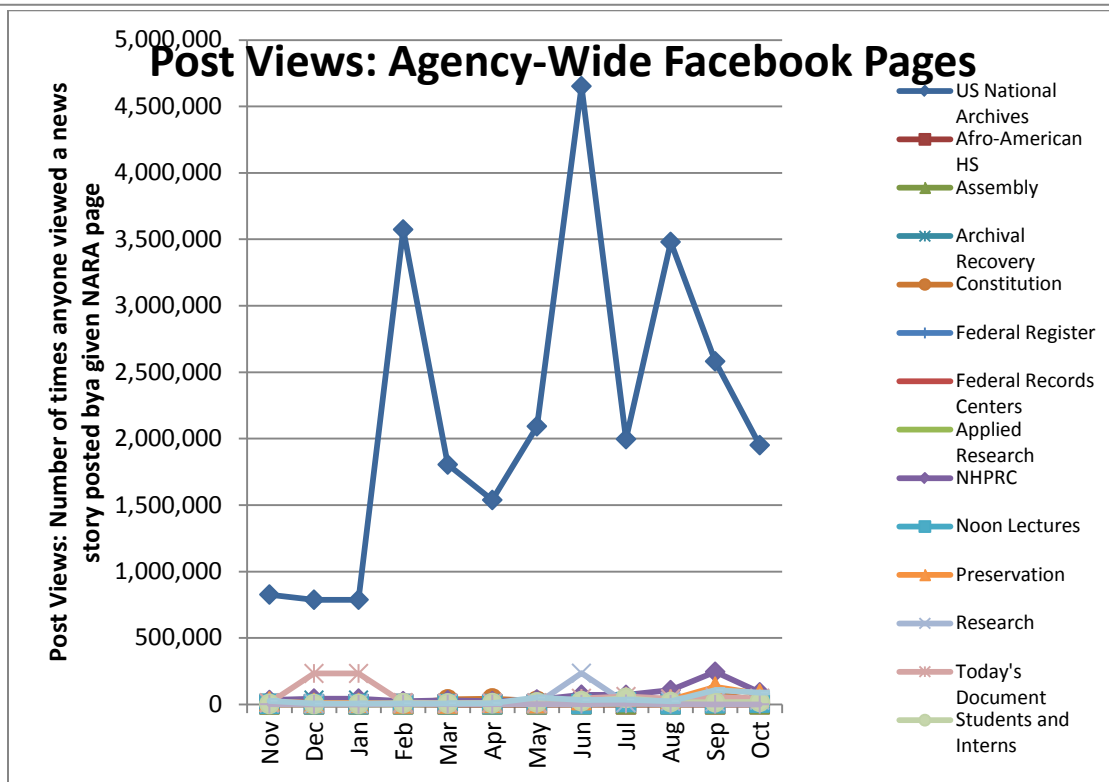
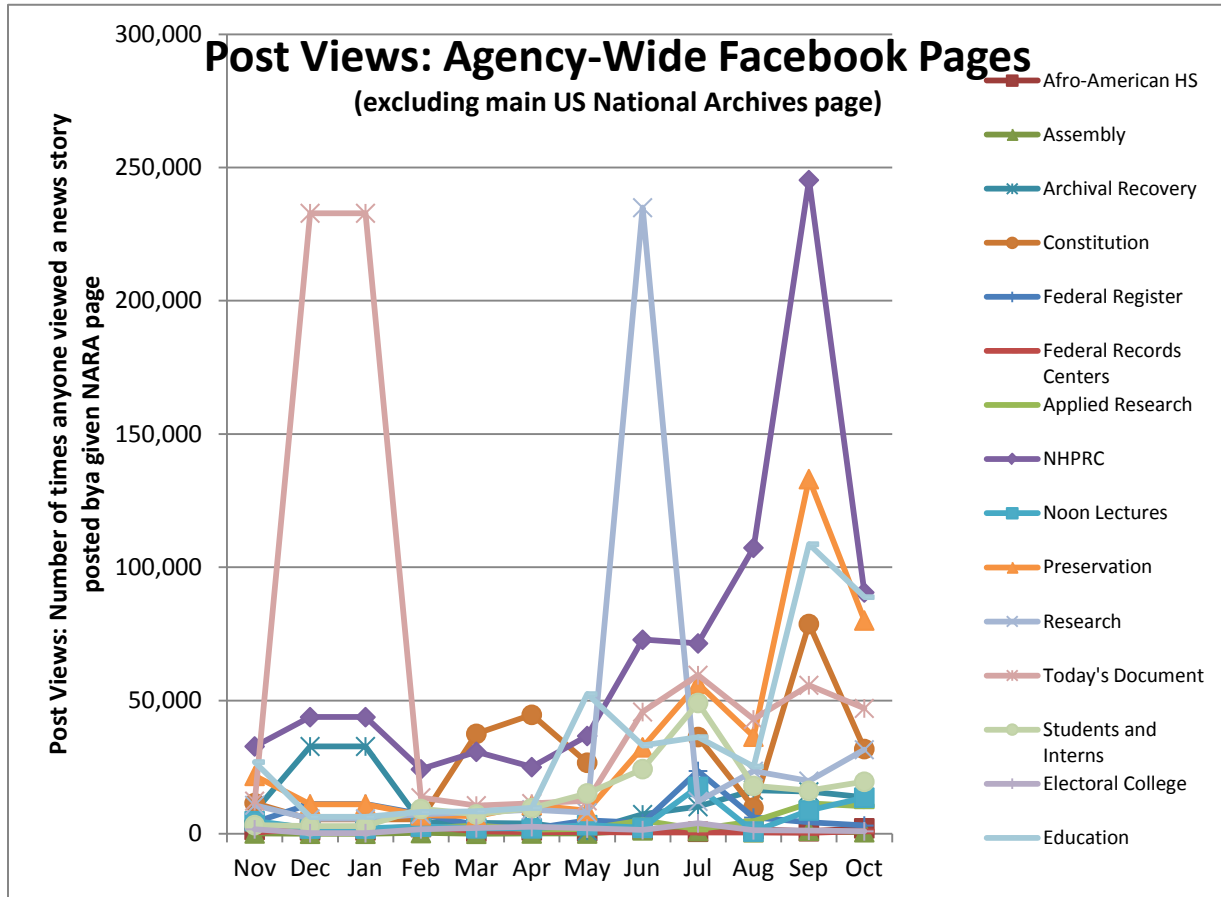
Post Views on Regional Pages (Source: Appendix IV.A)



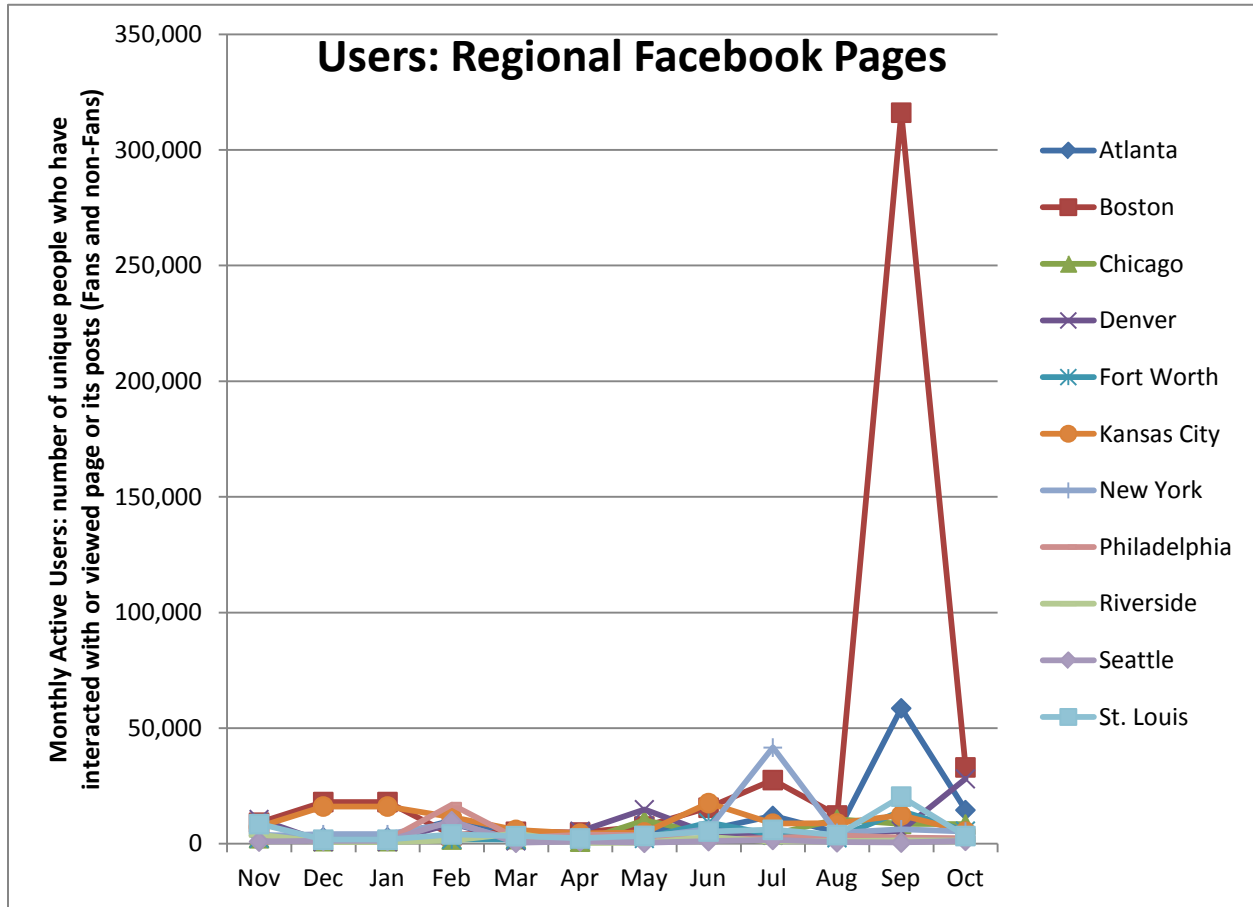
Post Views on Presidential Library Pages (Source: Appendix IV.A)



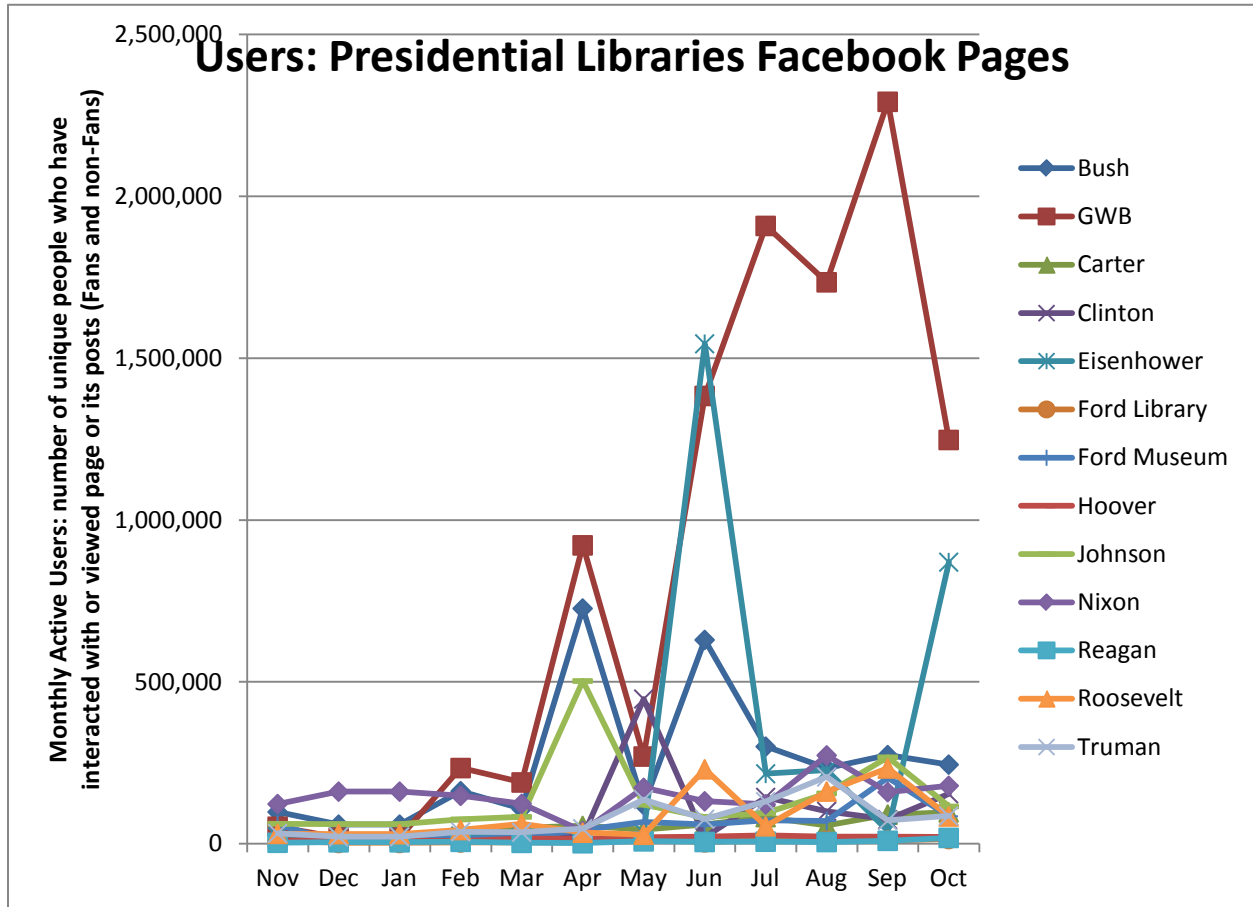
Post Views on Agency-Wide Pages (Source: Appendix IV.A)



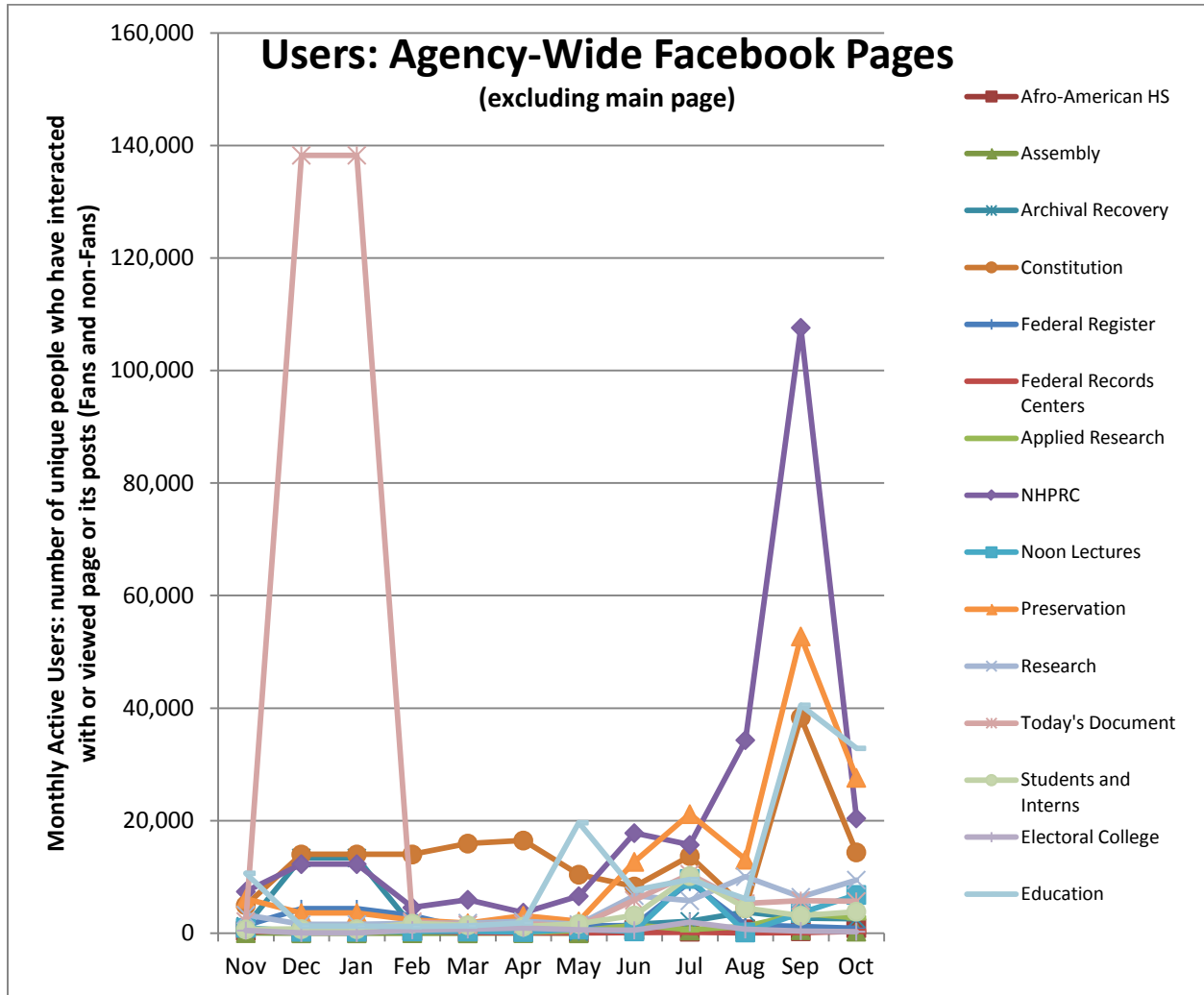
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

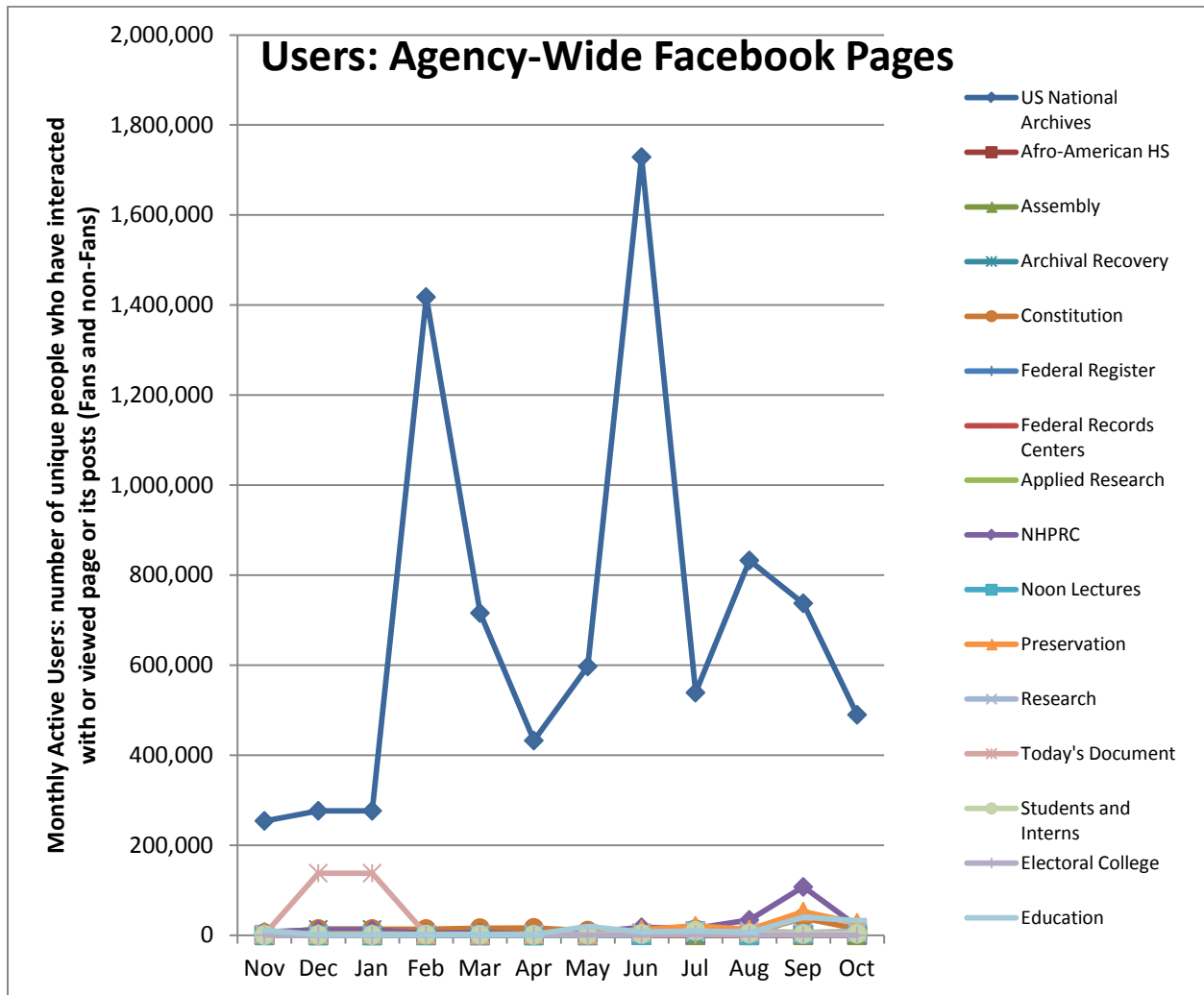


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



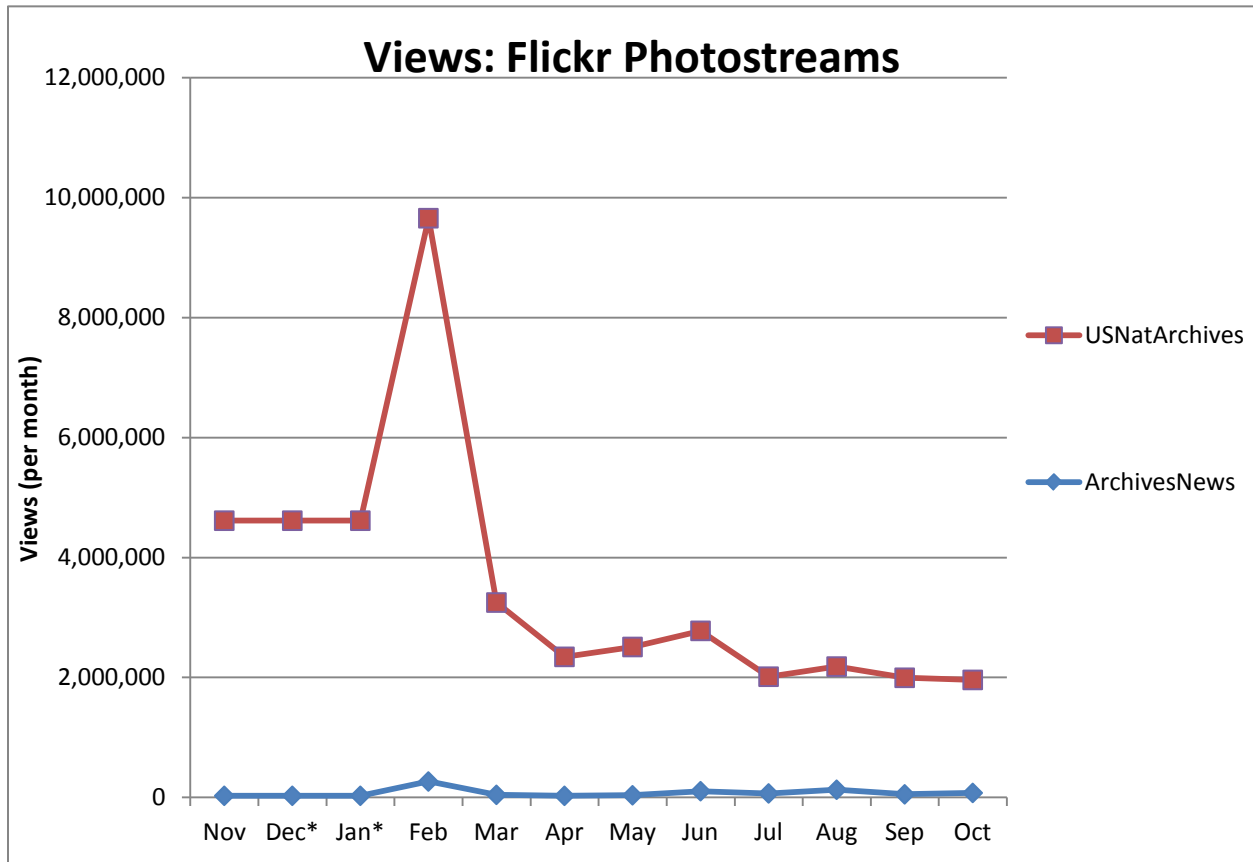
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



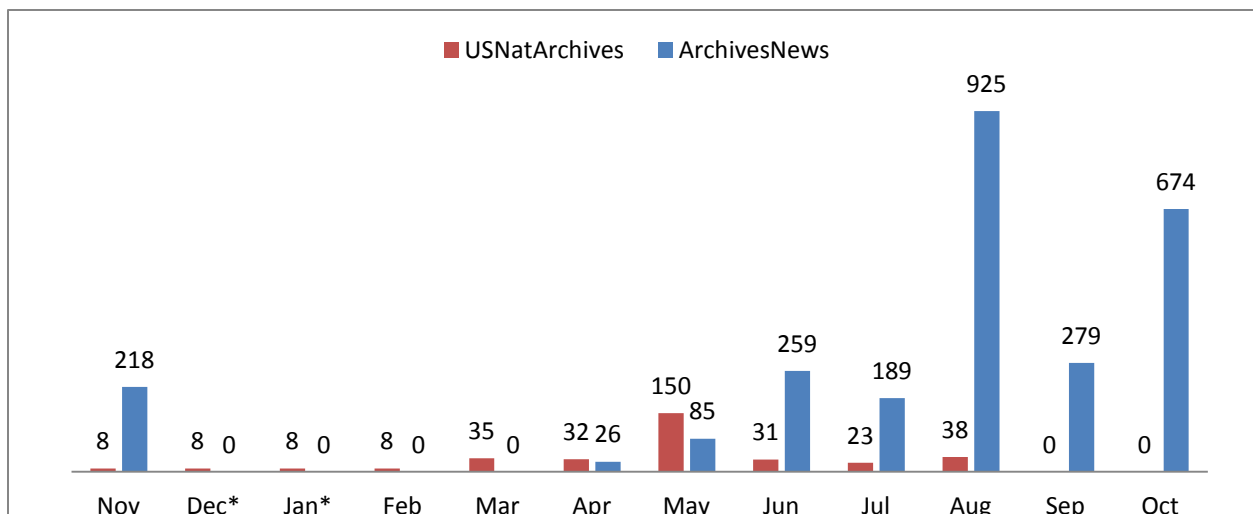


Social Media Tools: Detail View – Flickr

Views on Photostreams (Per Month)

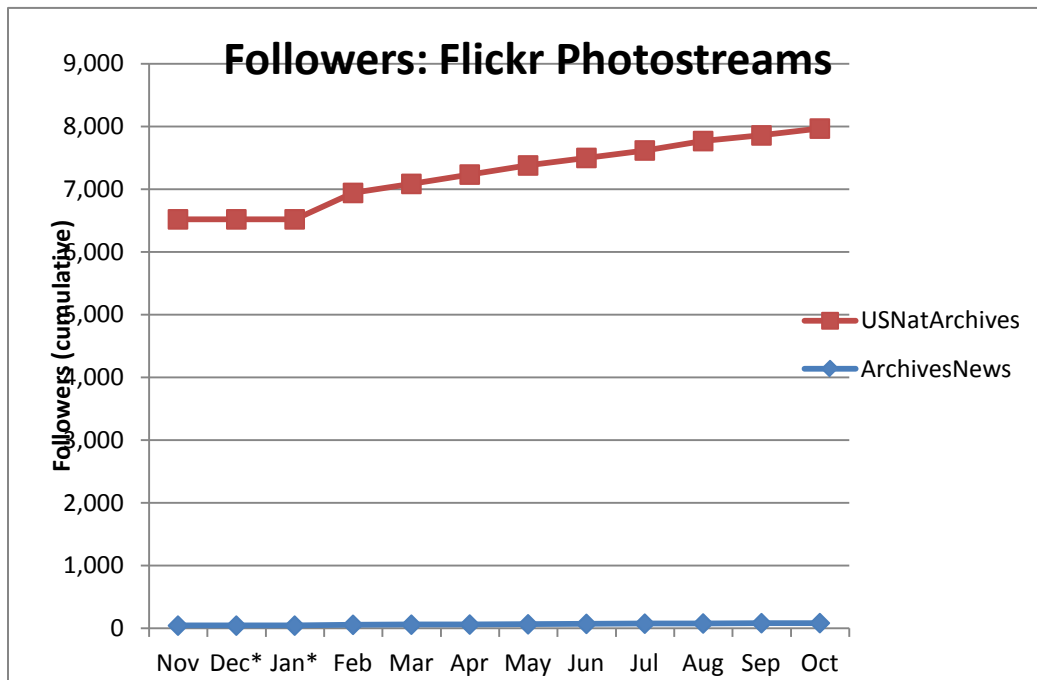


Photos Uploaded (Per Month)



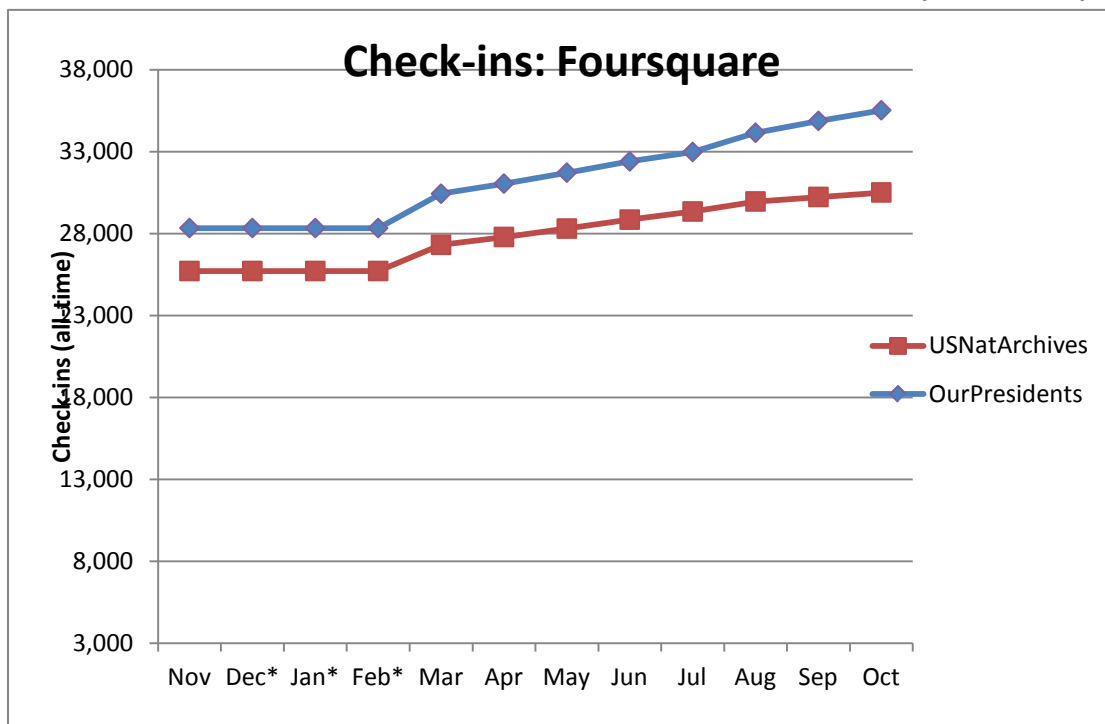


**Followers of Photostreams (Cumulative)**

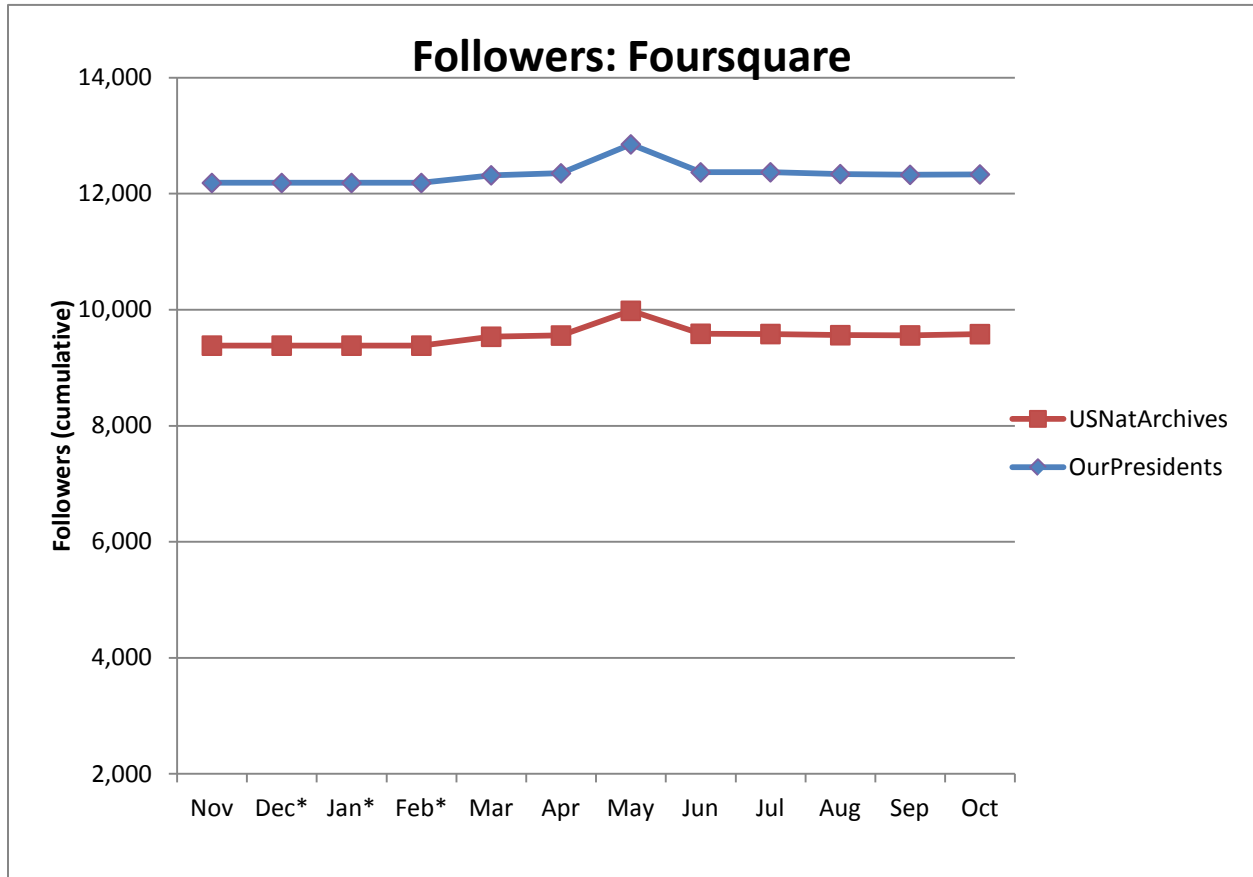


**Social Media Tools: Detail View – Foursquare**

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

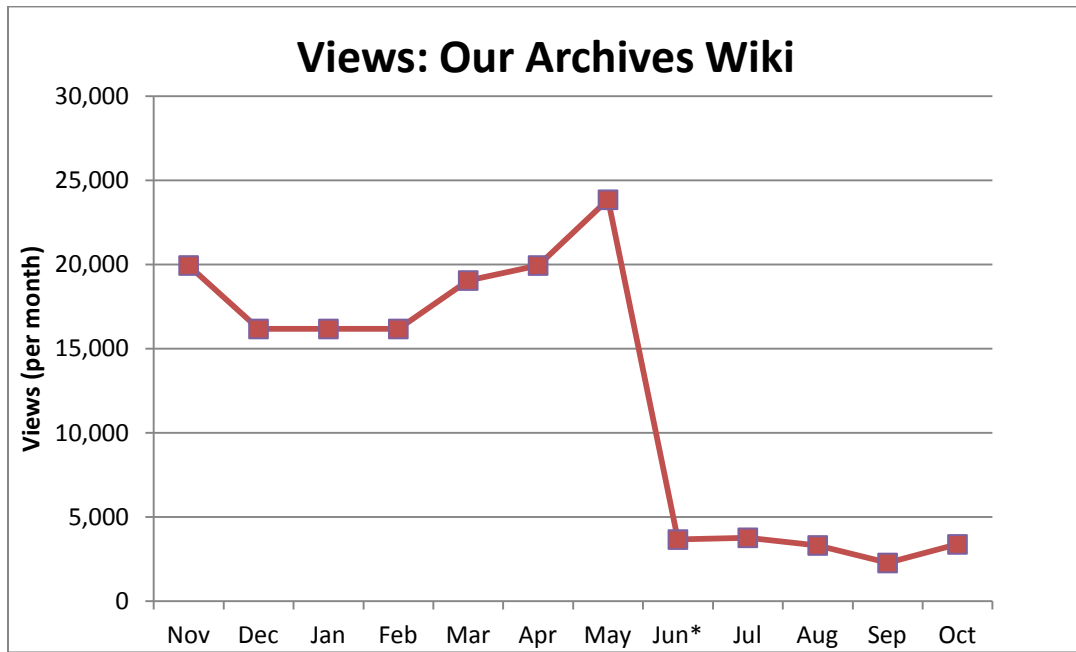


Number of Followers of USNatArchives and OurPresidents (Cumulative)



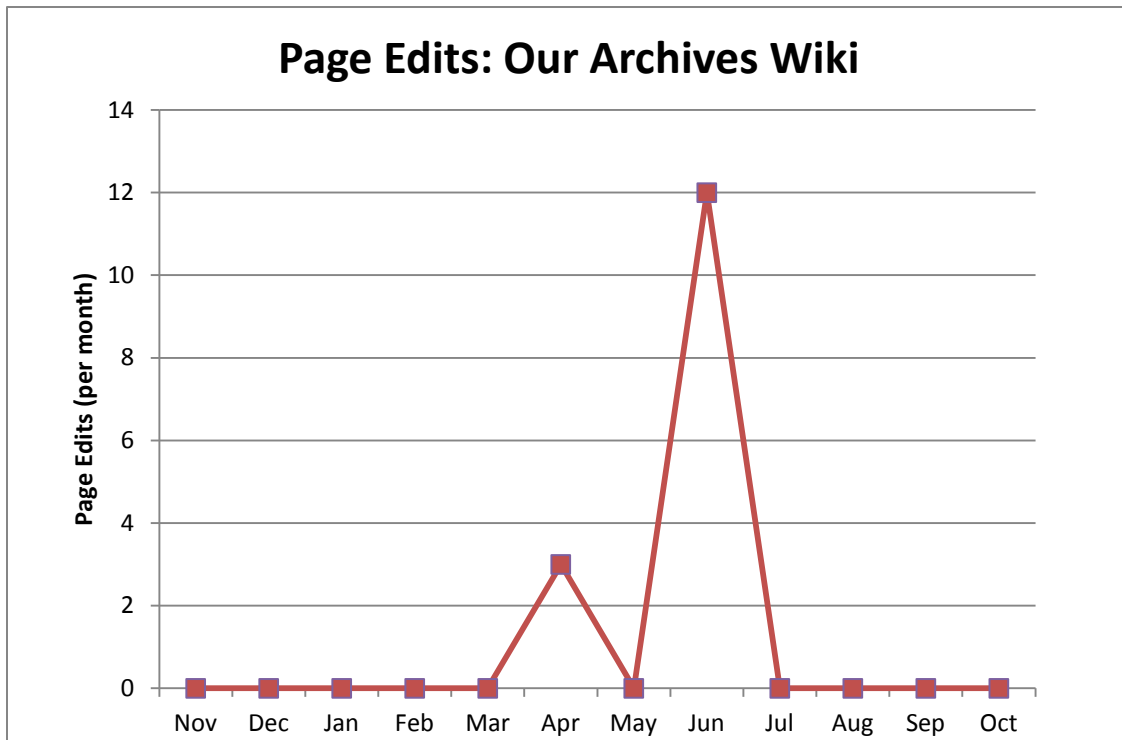
Social Media Tools: Detail View – *Our Archives Wiki*

Views on Our Archives Wiki (Per Month)

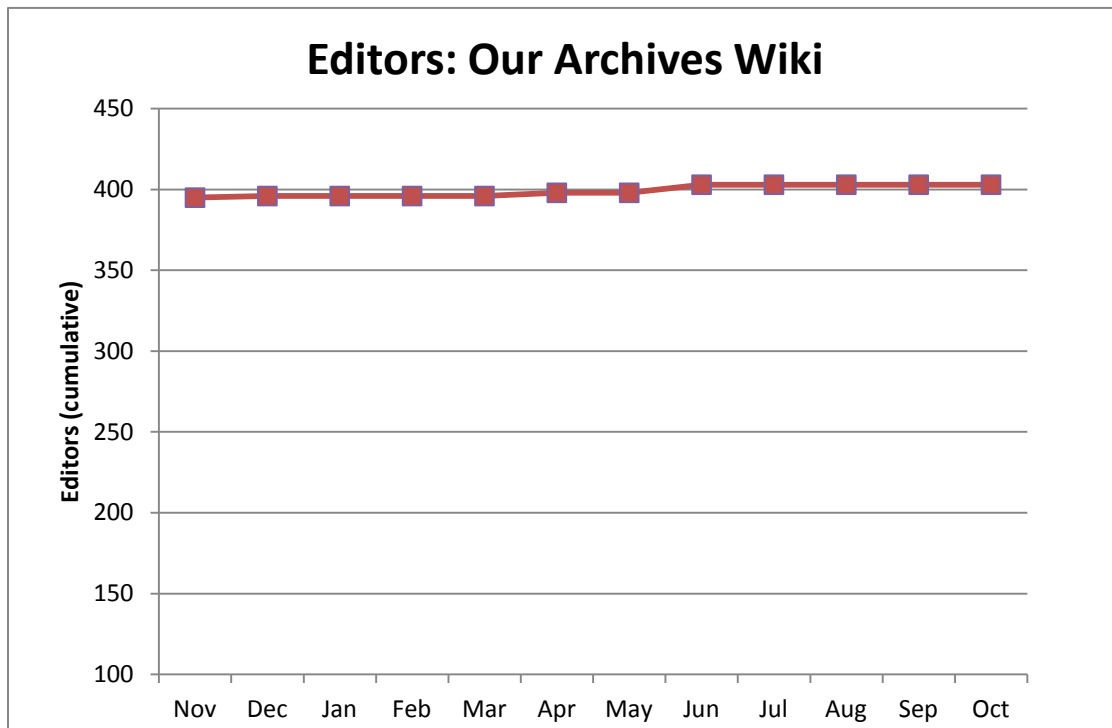


\*began collecting stats using Google Analytics, instead of native Wikispaces stats (Wikispaces acknowledges bots as visits)

Edits on Our Archives Wiki (Per Month)

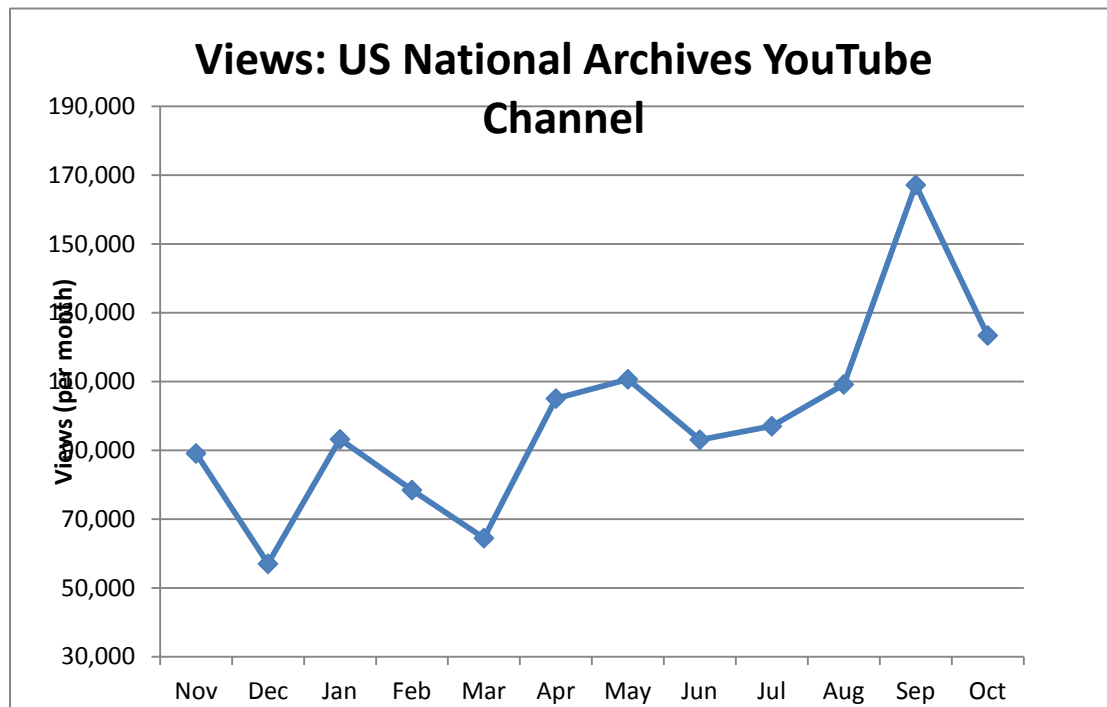


**Editors on Our Archives Wiki (Cumulative)**

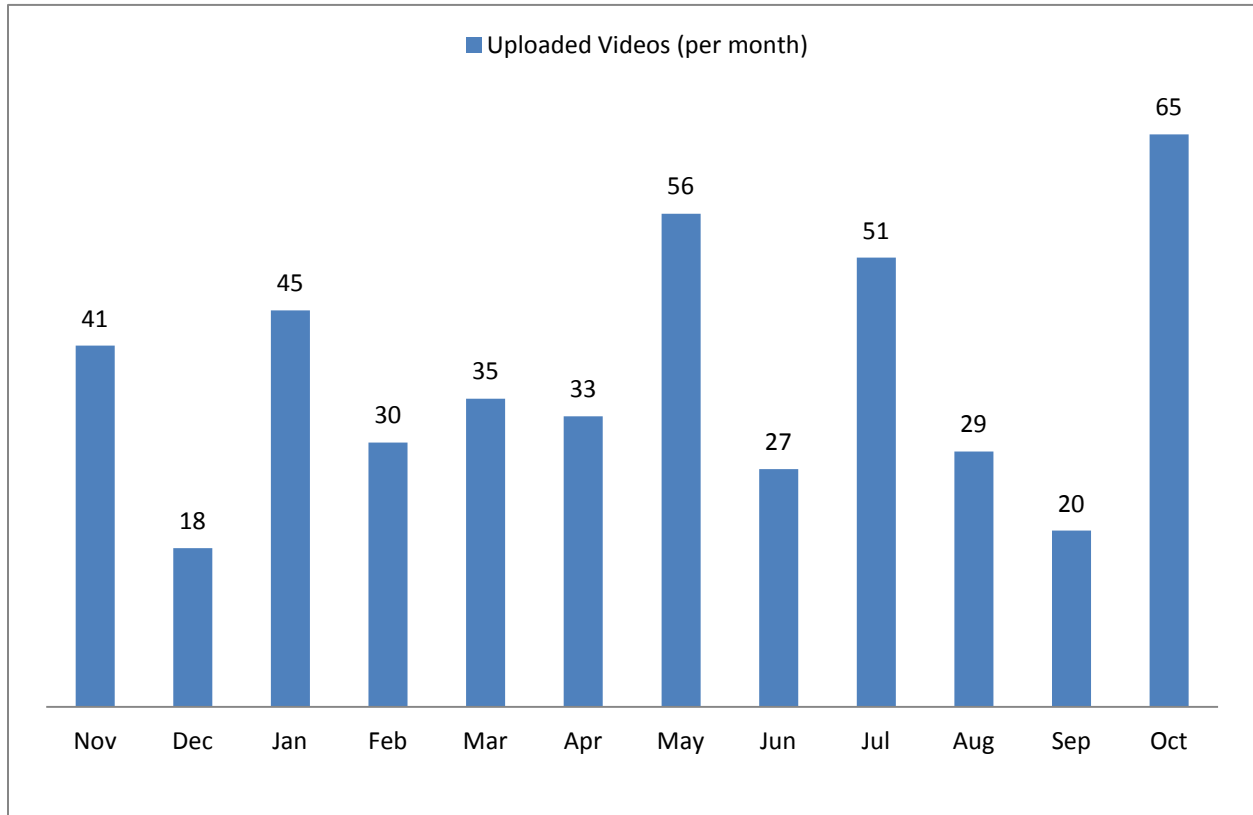


**Social Media Tools: Detail View – YouTube**

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



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

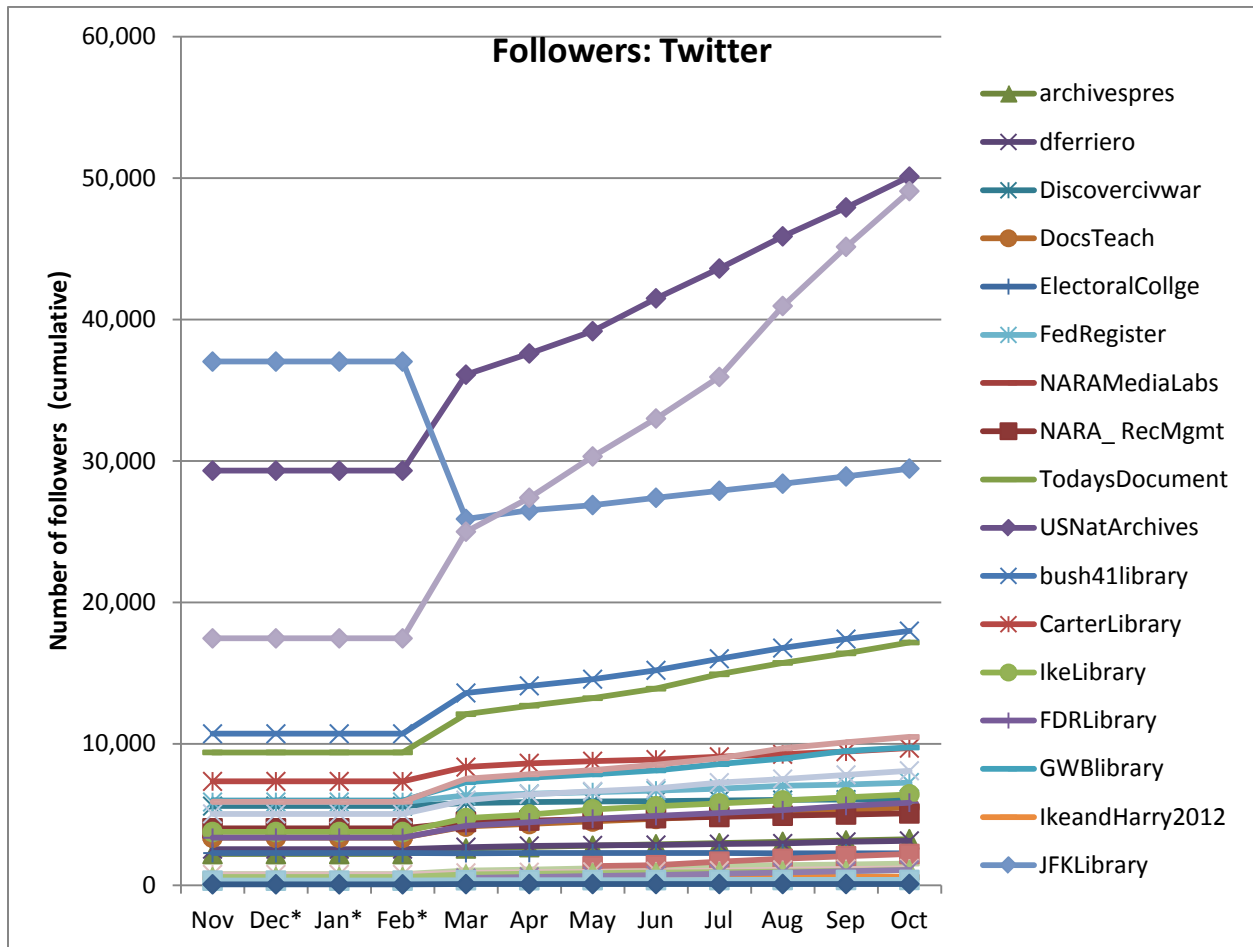


**Top 5 Most Viewed Videos for October 2014 on US National Archives Channel**

Video Title	Views
<a href="#">Virtual Genealogy Fair 2014, Day 1</a>	7,783
<a href="#">Stories from the Great Depression</a>	7,692
<a href="#">Private Snafu in "Censored." 1944</a>	7,154
<a href="#">Curious Alice, 1971</a>	6,268
<a href="#">Virtual Genealogy Fair, Day 2</a>	5,262

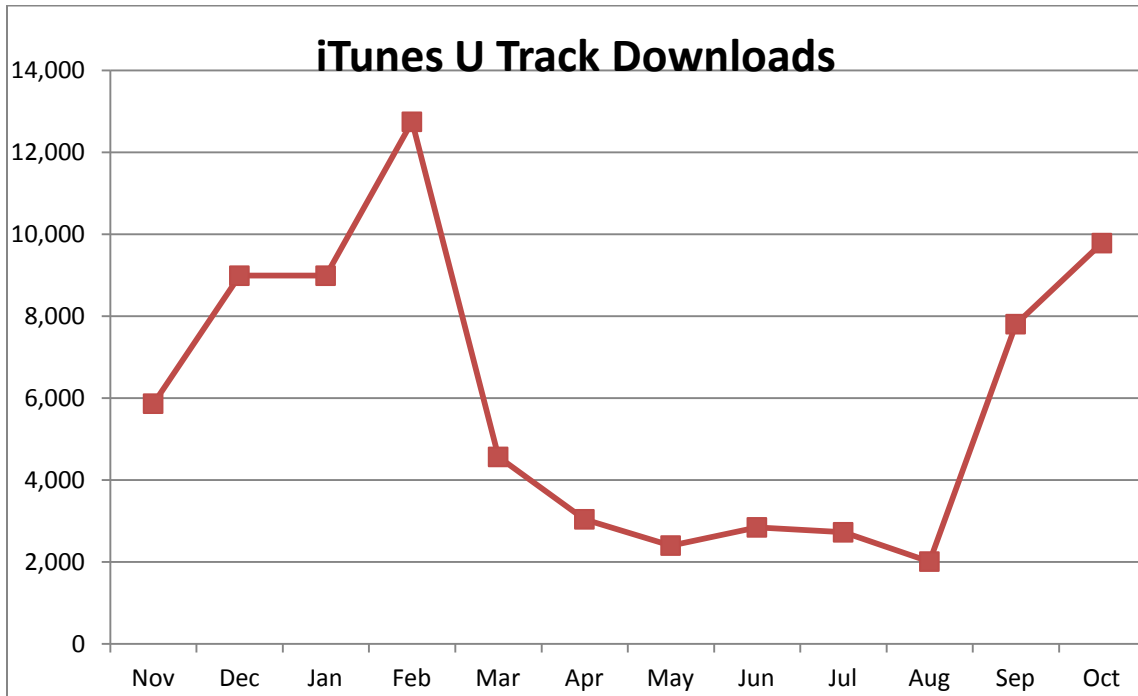
Social Media Tools: Detail View – Twitter

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

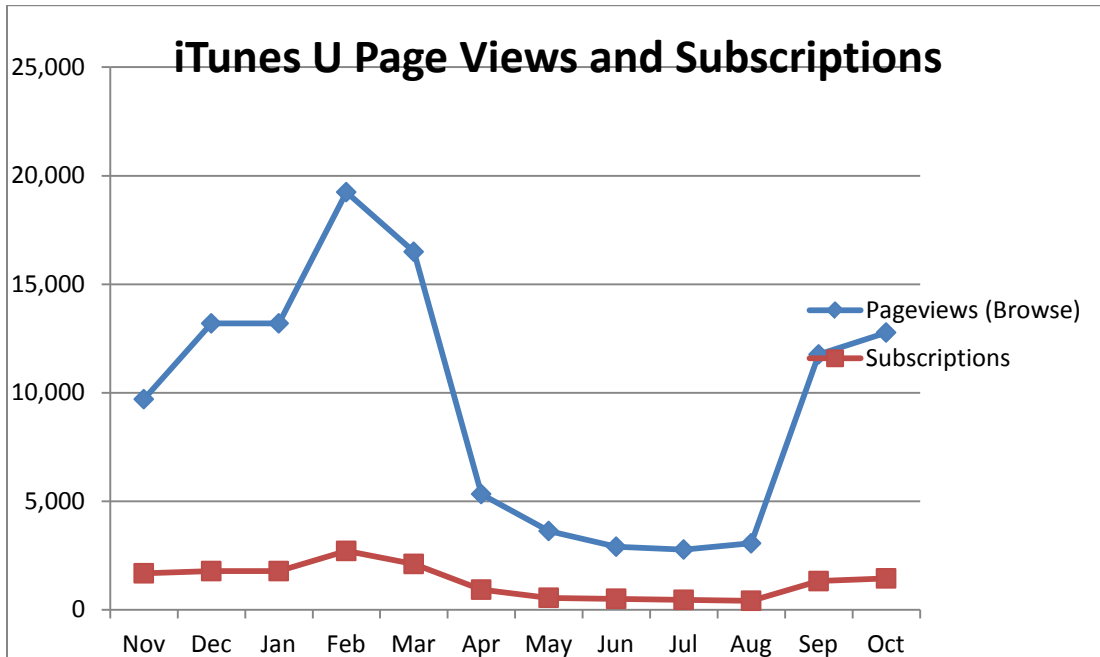


**Social Media Tools: Detail View – iTunes U**

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

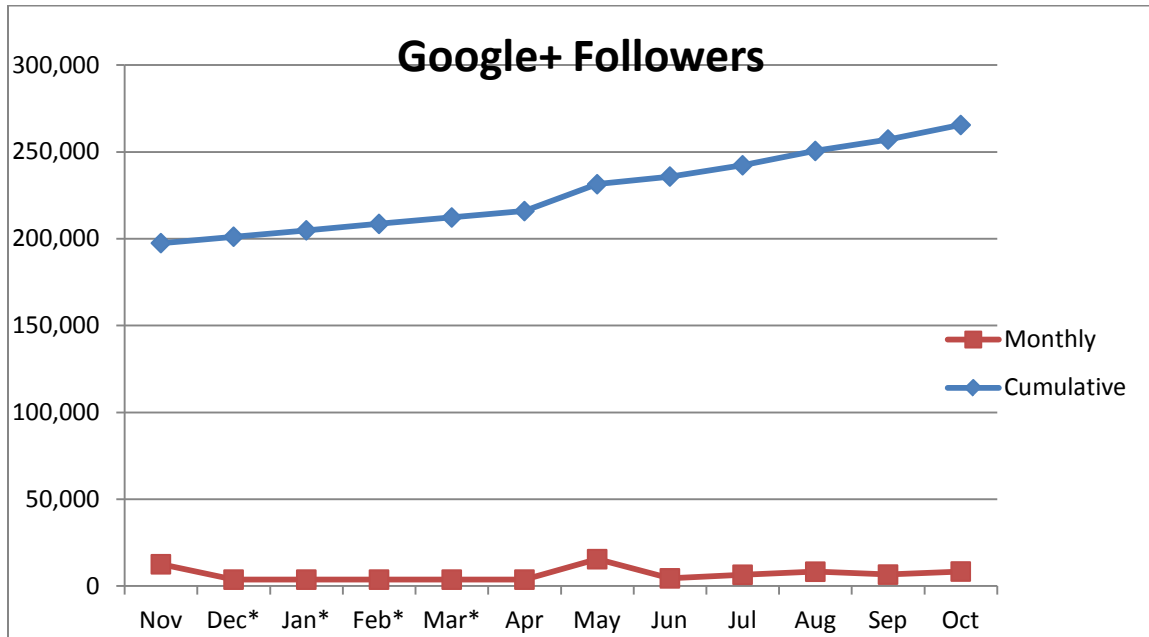


**Page Views and Subscriptions on U.S. National Archives iTunes U (Source: Appendix VI)**



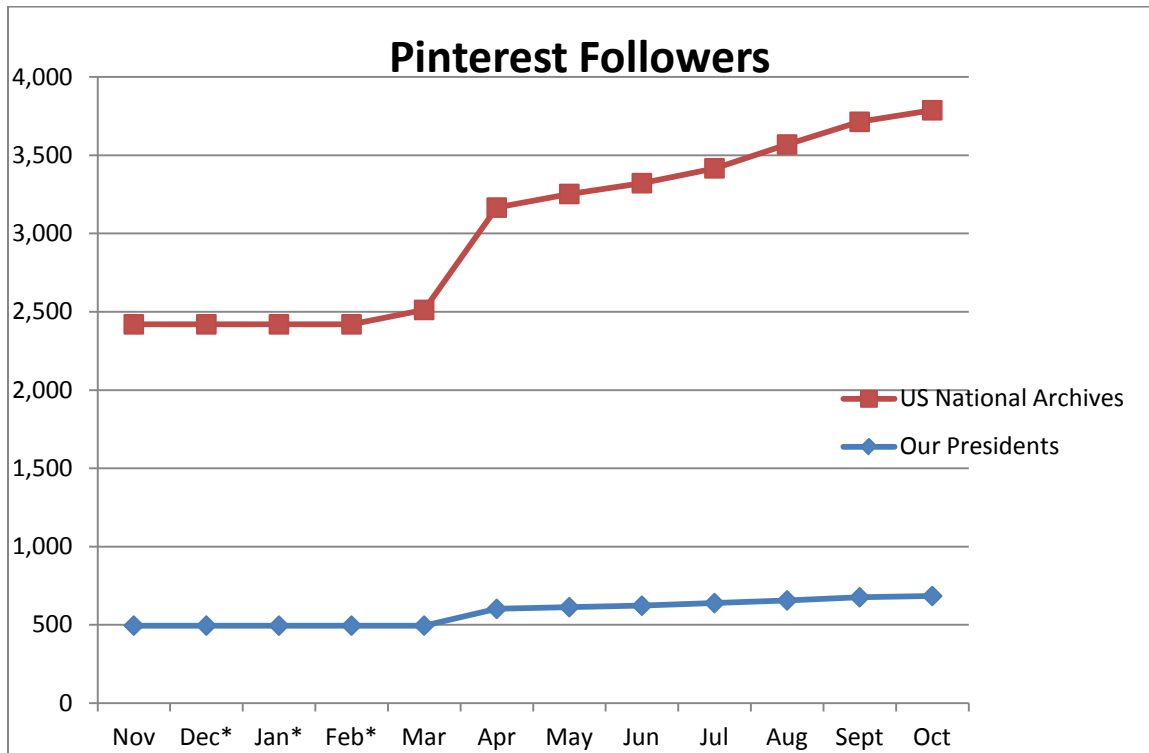
**Social Media Tools: Detail View – Google+**

**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.

	Nov	Dec	Jan	Feb	March	Apr	May	June	July	August	Sept	Oct
<b>Acts of Congress</b>	35	28	30	36	26	15	38	19	25	20	60	46
<b>Annotation (NHPRC)</b>				2,474	1,751	1,032	602	680	552	928	728	494
<b>AOTUS</b>	2,524	2,099	1,680	1,954	2,361	3,375	2,446	1,854	2,463	2,191	1,804	2,982
<b>Carter Chronicle</b>	437	479	401	307	293	298	282	171	403	170	252	419
<b>Education Updates</b>	3,677	1,757	2,393	3,331	3,864	3,225	2,459	2,140	1,428	1,435	4,050	3,591
<b>FOIA</b>	893	667	952	1,057	1,064	959	1,259	1,435	982	1,138	732	1,007
<b>Unwritten Record (formerly Media Matters)</b>	1,990	1,682	2,335	3,239	2,711	3,867	2,970	4,426	3,842	5,118	4,099	4,529
<b>NARAtions</b>	4,857	3,237	3,930	4,565	4,263	3,988	3,979	3,754	3,510	3,518	3,419	3,608
<b>NDC Blog</b>	1,098	500	648	595	919	1,041	997	699	593	563	781	698
<b>Rediscovering Black History</b>	741	429	639	1,004	1,065	1,048	898	822	770	679	1,043	1,289
<b>Prologue Blog</b>	11,159	7,224	8,368	13,851	11,436	11,231	11,307	7,670	7,959	8,126	12,996	23,218
<b>Records Express Blog</b>	1,543	1,792	1,789	1,458	2,926	2,055	1,663	1,523	1,612	2,564	3,173	1,839
<b>The Text Message</b>	4,958	4,625	5,747	6,972	4,811	5,034	4,801	3,243	2,896	2,570	3,457	4,102
<b>Transforming Classification (PIDB)</b>	722	921	562	323	313	211	322	315	358	478	306	376
<b>MONTHLY TOTAL</b>	<b>34,634</b>	<b>25,603</b>	<b>30,742</b>	<b>41,659</b>	<b>38,063</b>	<b>37,619</b>	<b>34,197</b>	<b>28,919</b>	<b>27,510</b>	<b>29,518</b>	<b>36,901</b>	<b>48,198</b>

## 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.

	Nov	Dec	Jan	Feb	March	Apr	May	June	July	August	Sept	Oct
<b>Acts of Congress</b>	37	32	34	43	32	17	58	24	32	26	77	65
<b>Annotation (NHPRC)</b>				5,513	4,205	1,953	910	1,010	824	1,328	1,107	699
<b>AOTUS</b>	4,022	3,581	2,852	3,331	3,881	5,592	4,147	3,406	4,109	3,470	3,000	4,695
<b>Carter Chronicle</b>	677	746	568	489	546	428	419	268	632	321	365	643
<b>Education Updates</b>	5,358	2,643	3,556	4,747	5,405	4,893	3,542	3,172	2,314	2,224	5,699	5,785
<b>FOIA</b>	1,510	1,216	1,758	1,945	2,014	1,867	2,062	2,744	1,765	2,199	1,289	1,946
<b>Unwritten Record (formerly Media Matters)</b>	3,064	2,808	3,756	4,890	4,476	6,079	5,006	7,174	5,329	6,900	6,625	7,713
<b>NARAtions</b>	8,064	6,036	7,003	7,957	7,371	7,104	6,807	6,190	5,929	6,192	5,747	6,238
<b>NDC Blog</b>	1,782	803	1,240	1,129	1,616	2,019	1,527	1,151	1,111	966	1,271	1,241
<b>Rediscovering Black History</b>	1,133	678	1,162	1,533	1,700	1,904	1,497	1,340	1,368	1,229	1,846	2,277
<b>Prologue Blog</b>	16,138	10,964	12,759	19,663	19,107	17,701	18,080	13,081	13,159	14,029	21,475	37,463
<b>Records Express Blog</b>	2,587	3,004	3,000	2,253	4,701	3,804	2,831	2,842	2,756	4,441	5,318	3,748
<b>The Text Message</b>	8,306	8,096	9,918	11,895	8,165	8,310	7,001	5,043	4,767	4,319	5,418	6,576
<b>Transforming Classification (PIDB)</b>	1,463	2,274	1,378	501	457	312	470	515	546	605	383	488
<b>MONTHLY TOTAL</b>	<b>54,141</b>	<b>43,172</b>	<b>51,209</b>	<b>66,572</b>	<b>64,030</b>	<b>62,279</b>	<b>54,570</b>	<b>48,171</b>	<b>44,807</b>	<b>48,285</b>	<b>59,626</b>	<b>79,577</b>

## 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.

	Nov	Dec	Jan	Feb	March	Apr	May	June	July	August	Sept	Oct
<b>Acts of Congress</b>	534	560	589	625	661	675	708	726	751	770	828	870
<b>Annotation (NHPRC)</b>				1,455	1,455	2,143	2,549	2,932	3,229	3,848	4,327	4,682
<b>AOTUS</b>	115,54	116,98	118,19	119,64	121,28	123,85	125,68	127,01	128,67	130,173	131,591	133,863
<b>Carter Chronicle</b>	4,987	5,369	5,656	5,888	6,123	6,362	6,577	6,708	6,989	7,122	7,318	7,667
<b>Education Updates</b>	12,437	13,833	15,722	18,546	21,984	24,762	26,786	28,424	29,534	30,678	34,062	37,035
<b>FOIA</b>	20,355	20,813	21,488	22,231	22,959	23,648	24,522	25,481	26,179	27,021	27,604	28,302
<b>Unwritten Record (formerly Media Matters)</b>	7,748	8,870	10,420	12,986	14,928	17,966	20,126	23,408	26,567	30,947	34,091	37,557
<b>NARAtions</b>	154,23	157,12	160,59	164,44	168,18	171,64	175,02	178,18	181,14	184,256	187,290	190,394
<b>NDC Blog</b>	85,462	85,888	86,393	86,846	87,516	88,334	89,193	89,725	90,201	90,689	91,305	91,891
<b>Rediscovering Black History</b>	2,216	2,501	2,918	3,645	4,466	5,259	5,976	6,590	7,164	7,652	8,461	9,469
<b>Prologue Blog</b>	268,32	274,53	281,79	293,79	303,88	313,94	323,87	330,38	337,02	343,721	355,148	375,666
<b>Records Express Blog</b>	37,825	38,863	40,046	41,015	42,922	44,335	45,511	46,565	47,644	49,289	51,223	52,439
<b>The Text Message</b>	78,927	82,530	87,217	92,956	96,866	100,99	105,06	107,77	110,05	112,151	114,998	118,263
<b>Transforming Classification</b>	6,841	7,340	7,648	7,843	8,058	8,226	8,420	8,596	8,797	9,121	9,333	9,577
<b>MONTHLY TOTAL</b>	<b>795,434</b>	<b>815,262</b>	<b>839,367</b>	<b>872,825</b>	<b>902,375</b>	<b>933,392</b>	<b>961,390</b>	<b>983,983</b>	<b>1,005,516</b>	<b>1,029,011</b>	<b>1,059,152</b>	<b>1,099,248</b>

## APPENDIX II.D: Blog Unique Viewers (Monthly)

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

	Nov	Dec	Jan	Feb	March	Apr	May	June	July	August	Sept	Oct
<b>Acts of Congress</b>	34	26	29	36	36	14	33	18	25	19	58	42
<b>Annotation (NHPRC)</b>				1,455	1,148	688	406	383	297	619	479	355
<b>AOTUS</b>	1,723	1,436	1,209	1,450	1,645	2,565	1,829	1,332	1,659	1,500	1,418	2,272
<b>Carter Chronicle</b>	335	382	287	232	235	239	215	131	281	133	196	349
<b>Education Updates</b>	2732	1396	1889	2824	3438	2,778	2024	1638	1110	1,144	3,384	2,973
<b>FOIA</b>	582	458	675	743	728	689	874	959	698	842	583	698
<b>Unwritten Record (formerly Media Matters)</b>	1300	1122	1550	2566	1942	3038	2160	3282	3159	4,380	3,144	3,466
<b>NARAtions</b>	4,162	2,887	3,478	3,843	3,739	3,460	3,386	3,158	2,961	3,111	3,034	3,104
<b>NDC Blog</b>	867	426	505	453	670	818	859	532	476	488	616	586
<b>Rediscovering Black History</b>	415	285	417	727	821	793	717	614	574	488	809	1,008
<b>Prologue Blog</b>	9,475	6,209	7,269	11,993	10,094	10,062	9,931	6,505	6,645	6,692	11,427	20,518
<b>Records Express Blog</b>	1,057	1,038	1,183	969	1,907	1,413	1,176	1,054	1,079	1,645	1,934	1,216
<b>The Text Message</b>	4,076	3,603	4,687	5,739	3,910	4,127	4,075	2,704	2,284	2,095	2,847	3,265
<b>Transforming Classification (PIDB)</b>	523	499	308	195	215	168	194	176	201	324	212	244
<b>MONTHLY TOTAL</b>	<b>27,281</b>	<b>19,828</b>	<b>24,105</b>	<b>33,458</b>	<b>30,698</b>	<b>31,017</b>	<b>27,998</b>	<b>22,593</b>	<b>21,533</b>	<b>23,495</b>	<b>30,141</b>	<b>40,096</b>

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

	Nov	Dec*	Jan*	Feb	March	Apr	May	June	July	August	Sept	Oct
<b>Acts of Congress</b>	0			0	0	0	0	0	0	0	0	0
<b>Annotation (NHPRC)</b>				13	8	9	9	11	12	15	18	13
<b>AOTUS Blog</b>	1,120	1,120	1,120	1,100	1,129	1,194	1,088	1,070	1,052	1,038	1,035	287
<b>AOTUS Tumblr</b>					12	11	9	11	9	2	11	2
<b>Carter Chronicle</b>	1,028	1,028	1,028	1,108	1,159	1,114	991	909	729	640	698	735
<b>Education Updates</b>	61	61	61	65	64	76	72	67	50	63	58	67
<b>FOIA Ombudsman</b>	71	71	71	84	83	83	82	94	91	73	99	67
<b>Media Matters</b>	0	0	0	79	92	61	93	56	81	84	64	57
<b>NARAtions</b>	1,142	1,142	1,142	1,131	1,137	1,124	1,123	1,238	1,095	268	1,095	1,072
<b>NDC Blog</b>	83	83	83	205	263	242	233	171	222	154	153	267
<b>Prologue</b>	592	592	592	552	554	550	554	628	543	392	309	595
<b>Records Express</b>	67	67	67	304	302	328	362	206	317	324	332	181
<b>Rediscovering Black History</b>	16	16	16	17	16	14	22	20	17	18	18	15
<b>Text Message</b>	225	225	225	214	208	206	197	143	185	93	128	101
<b>Today's Document Tumblr</b>					88	99	112	83	82	108	106	68
<b>Transforming Classification (PIDB)</b>	1,485	1,485	1,485	1,179	1,456	1,206	1,271	845	674	651	739	761
<b>MONTHLY TOTAL</b>	<b>5,890</b>	<b>5,890</b>	<b>5,890</b>	<b>6,054</b>	<b>6,576</b>	<b>6,324</b>	<b>6,224</b>	<b>5,563</b>	<b>5,167</b>	<b>3,928</b>	<b>4,867</b>	<b>4,292</b>

\*Estimated

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.)

	Nov	Dec	Jan	Feb	March	Apr	May	June	July	Aug	Sept	Oct
<b>Monthly Total (A+P+R)</b>	<b>2,774,248</b>	<b>2,642,418</b>	<b>2,642,418</b>	<b>6,169,126</b>	<b>4,103,929</b>	<b>7,630,438</b>	<b>6,175,487</b>	<b>13,326,981</b>	<b>10,844,682</b>	<b>12,487,242</b>	<b>17,788,179</b>	<b>11,145,142</b>
<b>Agency-Wide Total</b>	<b>972,460</b>	<b>1,147,864</b>	<b>1,147,864</b>	<b>3,672,596</b>	<b>1,930,898</b>	<b>1,673,035</b>	<b>2,268,177</b>	<b>5,118,950</b>	<b>2,376,976</b>	<b>3,775,710</b>	<b>3,283,541</b>	<b>2,386,061</b>
US National Archives	826,773	787,796	787,796	3,573,429	1,804,851	1,538,267	2,092,793	4,651,668	1,996,095	3,479,817	2,581,533	1,950,856
Afro-American HS	1,512	1,350	1,350	2,568	902	1,348	990	1,703	825	1,699	1,028	2,105
Assembly	195	82	82	337	67	179	161	1,359	1,025	640	1,184	659
Archival Recovery	8,480	32,821	32,821	4,373	4,104	3,874	1,189	7,305	10,218	16,415	15,822	13,733
Constitution	11,578	5,455	5,455	5,455	37,549	44,692	26,717		36,361	9,851	78,758	31,852
Federal Register	4,341	11,251	11,251	7,421	3,214	1,927	5,082	4,062	23,613	6,131	4,383	3,131
Federal Records Centers	672	1,760	1,760	2,826	949	643	615	456	480	519	387	964
Applied Research	4,398	2,234	2,234	1,933	3,107	1,623	1,828	5,019	1,686	4,747	11,471	10,361
NHPRC	32,831	43,822	43,822	24,229	30,815	25,069	36,747	72,864	71,478	107,340	245,306	90,605
Noon Lectures	4,792	2,031	2,031	2,752	2,103	2,108	3,297	2,312	17,662	881	8,801	13,602
Preservation	21,801	11,057	11,057	6,993	6,668	10,823	8,664	32,505	56,310	36,498	133,129	80,089
Research	10,764	5,686	5,686	7,392	8,031	9,073	7,955	234,963	12,207	23,546	19,830	31,602
Today's Document	12,305	232,877	232,877	13,590	10,621	11,399	12,435	45,751	59,548	42,954	55,786	47,100
Students and Interns	3,317	2,948	2,948	9,351	7,309	9,680	15,206	24,331	49,145	18,009	16,185	19,576
Electoral College	1,733	285	285	1,756	2,144	2,610	2,020	1,438	3,984	1,380	1,210	975
Education	26,968	6,409	6,409	8,191	8,464	9,720	52,478	33,214	36,339	25,283	108,728	88,851
<b>Presidential Total</b>	<b>1,609,08</b>	<b>1,314,588</b>	<b>1,314,588</b>	<b>2,245,845</b>	<b>2,022,580</b>	<b>5,799,716</b>	<b>3,686,422</b>	<b>7,946,648</b>	<b>8,124,687</b>	<b>8,518,564</b>	<b>13,659,575</b>	<b>8,417,136</b>
Bush	254,037	188,441	188,441	361,678	302,175	1,453,205	340,486	2,916,574	838,337	797,565	758,563	730,963
GWB	275,074	133,815	133,815	654,321	523,018	1,876,531	666,644	2,795,302	4,928,751	4,534,352	9,683,251	3,706,744
Carter	62,163	90,092	90,092	85,751	135,976	167,616	132,945	185,032	243,618	174,397	275,292	276,627
Clinton	82,002	35,736	35,736	44,319	81,354	63,201	916,498	56,440	349,859	251,657	193,070	387,390
Eisenhower	82,517	73,100	73,100	79,763	86,000	153,747	110,378	446,490	388,341	544,862	101,484	1,698,940
Ford Library	26,659	13,053	13,053	18,345	15,915	16,203	35,962	18,606	31,971	32,808	31,688	38,159
Ford Museum	134,579	40,368	40,368	37,829	45,521	114,452	170,764	155,765	171,758	183,153	531,407	210,549
Hoover	32,057	27,455	27,455	26,559	43,595	44,527	56,451	66,622	71,515	56,261	71,451	68,239

Johnson	160,662	151,609	151,609	202,922	195,848	1,206,772	277,143	199,188	236,474	355,942	600,632	273,464
Nixon	290,850	367,097	367,097	456,494	326,813	447,636	517,021	351,636	352,150	660,521	446,888	466,862
Reagan	11,107	18,163	18,163	16,012	9,752	12,336	40457	20,237	20,434	13,799	24,873	38,855
Roosevelt	88,205	97,966	97,966	150,704	142,031	102,137	87,660	497,445	171,428	399,200	695,673	238,842
Truman	109,169	77,693	77,693	111,148	114,582	141,353	334,013	237,311	320,051	514,047	245,303	281,502
<b>Regional Total</b>	<b>192,707</b>	<b>179,966</b>	<b>179,966</b>	<b>250,685</b>	<b>150,451</b>	<b>157,687</b>	<b>220,888</b>	<b>261,383</b>	<b>343,019</b>	<b>192,968</b>	<b>845,063</b>	<b>341,945</b>
Anchorage (retired)	1,342	1,487	1,487	213	2,274	1,381	4,634	2,204	908			
Atlanta	10,693	8,194	8,194	23,590	7,515	8,595	15,288	18,607	30,953	14,038	122,007	38,021
Boston	38855	59,810	59,810	20,321	35,801	26,280	46049	77,181	122,201	55,349	513,701	126,896
Chicago	13,800	6,281	6,281	8,114	12,912	26,280	29,810	17,531	15,379	23,434	23,704	25,258
Denver	27,286	8,382	8,382	22,742	6,476	15,988	34,990	12,700	10,064	10,898	15,714	58,750
Fort Worth	16,682	12,786	12,786	12,471	12,880	12,778	10,982	31,838	21,330	11,873	47,166	18,961
Kansas City	30,075	45,165	45,165	38,588	24,417	23,662	27,787	46,663	28,840	28,304	31,067	23,350
New York	9,894	12,230	12,230	24,345	6,345	10,678	14,310	17,592	76,965	14,008	21,880	17,759
Philadelphia	8,454	9,212	9,212	55,090	11,166	17,177	16,877	7,129	11,526	12,169	12,778	10,681
Riverside	10,506	2,988	2,988	5,095	12,682	1,786	2,594	9,376	3,525	5,564	5,666	3,938
Seattle	6,018	4,621	4,621	22,863	5,932	4,196	3,238	5,175	4,671	2,466	2,230	4,405
St. Louis	19,102	8,810	8,810	17,253	12,051	8,886	14,329	15,387	16,657	14,865	49,150	13,926



## 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.)

	Nov	Dec	Jan	Feb	March	Apr	May	June	July	Aug	Sept	Oct
<b>Monthly Total (A+P+R)</b>	<b>895,980</b>	<b>959,477</b>	<b>968,025</b>	<b>2,332,815</b>	<b>1,532,717</b>	<b>2,924,150</b>	<b>2,190,775</b>	<b>6,126,632</b>	<b>3,938,703</b>	<b>4,236,645</b>	<b>5,203,696</b>	<b>3,949,554</b>
<b>Agency-Wide Total</b>	<b>294,966</b>	<b>467,655</b>	<b>467,655</b>	<b>1,452,142</b>	<b>749,271</b>	<b>465,852</b>	<b>644,390</b>	<b>1,797,708</b>	<b>650,314</b>	<b>919,134</b>	<b>1,004,744</b>	<b>619,233</b>
US National Archives	254,315	276,718	276,718	1,417,961	716,037	432,782	597,432	1,728,850	539,177	832,923	737,676	490,014
Afro-American HS	448	207	207	418	184	201	148	574	296	714	379	921
Assembly	39	11	11	28	7	34	11	673	494	282	565	303
Archival Recovery	1,248	13,396	13,396	1,246	711	1,028	317	1,568	2,135	3,776	2,696	2,566
Constitution	4,992	14,014	14,014	14,014	15,949	16,490	10,425	8,323	13,734	4,469	38,350	14,385
Federal Register	1,354	4,355	4,355	3,104	809	275	1,314	1,389	9,135	1,470	1,190	882
Federal Records Centers	208	547	547	441	101	36	46	100	143	80	106	349
Applied Research	639	291	291	295	599	169	420	1,427	648	1,192	3,482	2,760
NHPRC	7,415	12,292	12,292	4,573	5,969	3,682	6,605	17,812	15,716	34,326	107,613	20,424
Noon Lectures	966	286	286	343	316	231	689	353	9,660	157	3,589	6,826
Preservation	6,111	3,601	3,601	2,376	1,797	3,128	2,119	12,707	21,185	13,089	52,761	27,634
Research	3,265	1,585	1,585	1,758	1,822	2,134	1,568	6,690	5,768	10,071	6,430	9,474
Today's Document	2,106	138,263	138,263	2,080	1,491	1,681	1,338	5,876	10,511	5,306	5,816	5,669
Students and Interns	690	747	747	1,725	1,444	1,183	1,681	3,168	10,180	4,460	3,140	3,853
Electoral College	495	56	56	564	708	944	624	544	1,966	702	412	299
Education	10,675	1,286	1,286	1,216	1,327	1,854	19,653	7,654	9,566	6,117	40,539	32,874
<b>Presidential Total</b>	<b>546,950</b>	<b>440,685</b>	<b>449,405</b>	<b>801,015</b>	<b>750,803</b>	<b>2,427,096</b>	<b>1,487,671</b>	<b>4,253,037</b>	<b>3,174,532</b>	<b>3,260,596</b>	<b>3,751,767</b>	<b>3,221,179</b>
Bush	98,753	59,642	59,642	162,904	107,784	727,050	120,169	629,981	300,574	233,948	274,289	244,931
GWB	53,139	19,010	19,010	234,321	189,848	922,008	269,923	1,383,382	1,908,418	1,734,364	2,291,721	1,247,479
Carter	19,835	28,634	28,634	26,698	49,516	55,804	43,886	59,753	82,892	56,564	90,769	97,679
Clinton	22,830	10,123	10,123	13,900	32,512	23,589	447,526	20,622	143,993	100,713	75,236	154,736
Eisenhower	21,990	24,005	24,005	24,648	21,982	9,400	34,322	1,544,473	216,690	227,593	39,787	870,134
Ford Library	8,952	3,063	3,063	4,591	4,727	4,193	14,865	4,980	13,499	10,048	10,535	15,176
Ford Museum	58,696	6,571	15,291	14,092	19,803	42,509	68,072	60,168	72,133	70,797	204,238	85,479
Hoover	10,099	9,947	9,947	8,783	16,297	15,731	20,660	22,244	26,292	22,481	22,668	20,944

Johnson	62,120	60,908	60,908	75,791	83,679	503,108	121,264	82,748	95,596	156,019	267,488	115,629
Nixon	123,180	161,550	161,550	148,585	123,936	39,478	173,445	131,666	122,194	273,489	160,007	179,447
Reagan	3,662	5,094	5,094	6,505	3,331	2,216	8,083	6,066	6,987	5,911	9,688	18,650
Roosevelt	31,193	30,356	30,356	43,085	61,556	34,793	28,506	230,544	54,644	161,829	233,218	84,791
Truman	32,501	21,782	21,782	37,112	35,832	47,217	136,950	76,410	130,620	206,840	72,123	86,104
<b>Regional Total</b>	<b>54,064</b>	<b>51,137</b>	<b>50,965</b>	<b>79,658</b>	<b>32,643</b>	<b>31,202</b>	<b>58,714</b>	<b>75,887</b>	<b>113,857</b>	<b>56,915</b>	<b>447,185</b>	<b>109,142</b>
Anchorage	331	335	163	42	527	169	1,349	684	420			
Atlanta	3,822	2,804	2,804	10,195	2,954	2,829	6,278	6,142	12,122	4,901	58,642	14,627
Boston	9,187	18,113	18,113	3,755	5,261	4,944	7,552	15,646	27,610	12,313	316,134	33,091
Chicago	2,464	1,209	1,209	1,899	2,080	990	10,184	4,399	4,134	10,564	8,699	8,439
Denver	10,599	964	964	8,757	1,322	5,506	14,859	4,433	3,763	3,471	5,682	28,133
Fort Worth	2,435	1,815	1,815	1,978	1,826	1,919	2,357	9,219	3,961	2,648	14,175	5,593
Kansas City	7,386	16,183	16,183	11,598	6,082	4,457	4,977	17,657	8,758	8,874	12,357	5,323
New York	3,320	4,184	4,184	9,075	1,646	2,702	2,868	6,399	41,658	4,805	6,309	5,331
Philadelphia	983	1,705	1,705	16,990	2,540	3,892	3,765	1,800	2,583	3,641	2,711	2,424
Riverside	3,933	694	694	1,398	4,514	352	547	2,916	1,012	1,134	1,419	1,405
Seattle	1,022	1,296	1,296	9,853	524	1,065	502	1,216	1,734	731	586	1,354
St. Louis	8,582	1,835	1,835	4,118	3,367	2,377	3,476	5,376	6,102	3,833	20,471	3,422

APPENDIX V: Twitter Followers (Cumulative)

\*Estimated

	Nov	Dec*	Jan*	Feb*	March	Apr	May	June	July	August	Sept	Oct
archivespres	2,210	2,210	2,210	2,210	2,607	2,703	2,803	2,901	2,980	3,075	3,175	3,262
dferriero	2,559	2,559	2,559	2,559	2,699	2,787	2,823	2,853	2,913	2,956	3,071	3,145
Discovercivwar	5,602	5,602	5,602	5,602	5,818	5,889	5,927	5,952	6,000	6,032	6,057	6,094
DocsTeach	3,366	3,366	3,366	3,366	4,157	4,335	4,515	4,698	4,895	5,125	5,315	5,519
ElectoralCollge	2,279	2,279	2,279	2,279	2,273	2,281	2,275	2,276	2,278	2,273	2,266	2,270
FedRegister	5,888	5,888	5,888	5,888	6,365	6,468	6,592	6,705	6,839	7,024	7,125	7,267
NARAMediaLabs	89	89	89	89	270	316	357	400	445	482	519	558
NARA_RecMgmt	4,029	4,029	4,029	4,029	4,481	4,580	4,672	4,751	4,834	4,924	5,009	5,086
TodaysDocument	9,397	9,397	9,397	9,397	12,100	12,700	13,229	13,900	14,918	15,723	16,398	17,165
USNatArchives	29,313	29,313	29,313	29,313	36,100	37,600	39,173	41,495	43,603	45,878	47,921	50,099
bushlibrary	10,712	10,712	10,712	10,712	13,600	14,100	14,572	15,200	16,017	16,773	17,410	17,975
CarterLibrary	7,348	7,348	7,348	7,348	8,359	8,628	8,777	8,891	9,088	9,263	9,448	9,693
IkeLibrary	3,768	3,768	3,768	3,768	4,757	5,004	5,370	5,588	5,792	5,996	6,216	6,430
FDRLibrary	3,363	3,363	3,363	3,363	4,205	4,448	4,710	4,904	5,115	5,310	5,615	5,843
GWBLibrary	6,001	6,001	6,001	6,001	7,292	7,601	7,843	8,126	8,566	8,968	9,504	9,743
IkeandHarry2012	541	541	541	541	577	588	591	592	596	605	610	610
JFKLibrary	37,025	37,025	37,025	37,025	25,900	26,500	26,883	27,400	27,894	28,394	28,908	29,462
LBJLibrary	5,053	5,053	5,053	5,053	6,026	6,428	6,649	6,846	7,259	7,516	7,812	8,100
OurPresidents	5,913	5,913	5,913	5,913	7,540	7,848	8,136	8,517	8,990	9,684	10,116	10,491
Reagan_Library	784	784	784	784	1,044	1,108	1,191	1,271	1,358	1,426	1,477	1,537
TrumanLibrary							1,354	1,419	1,672	1,871	2,057	2,214
WJCLibrary	17,459	17,459	17,459	17,459	25,000	27,400	30,319	33,000	35,938	40,954	45,137	49,073
atlantaarchives	770	770	770	770	884	928	956	996	1,045	1,097	1,157	1,194
KCArchives	580	580	580	580	761	813	857	898	933	979	1,026	1,080
CongressArchive					515	598	653	714	820	902	992	1,089
NARAFRC	332	332	332	332	364	363	369	371	374	377	380	383
StLouisArchives	74	74	74	74	87	90	93	93	94	94	94	97
<b>TOTAL</b>	<b>189,776</b>	<b>189,776</b>	<b>189,776</b>	<b>189,776</b>	<b>210,142</b>	<b>218,606</b>	<b>228,454</b>	<b>237,819</b>	<b>248,531</b>	<b>261,202</b>	<b>272,469</b>	<b>255,479</b>

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

\*Estimated

	Nov	Dec	Jan*	Feb	March	Apr	May	June	July	Aug	Sept	Oct
<b>Page Views</b>	9,702	13,195	13,195	19,241	16,494	5,331	3,629	2,907	2,776	3,062	11,763	12,773
<b>Track Downloads</b>	5,868	8,992	8,992	12,749	4,568	3,045	2,404	2,848	2,728	2,013	7,809	9,788
<b>Subscriptions</b>	1,682	1,783	1,783	2,712	2,112	929	554	509	459	416	1,322	1,447

## APPENDIX VII: Google+ Followers

\*Estimated

	Nov	Dec*	Jan*	Feb*	March*	Apr	May	June	July	Aug	Sept	Oct
<b>Monthly Followers</b>	12,541	3,690	3,690	3,690	3,690	3,692	15,467	4,422	6,492	8,252	6,582	8,358
<b>Cumulative Followers</b>	197,488	201,178	204,868	208,558	212,248	215,940	231,407	235,829	242,321	250,573	257,155	265,513

## APPENDIX VIII: Pinterest Followers (Cumulative)

\*Estimated

	Nov	Dec*	Jan*	Feb*	March	Apr	May	June	July	Aug	Sept	Oct
<b>US National Archives</b>	2,420	2,420	2,420	2,420	2,512	3,166	3,253	3,322	3,417	3,569	3,714	3,788
<b>Our Presidents</b>	495	495	495	495	495	602	613	622	639	656	676	684

## APPENDIX IX: Instagram Followers (Cumulative)

	Nov	Dec	Jan	Feb	March	Apr	May	June	July	Aug	Sept	Oct
<b>US National Archives</b>					584	645	764	976	1,253	1,553	1,710	1,877
<b>Ike Library</b>					31	44	64	89	102	112	122	135
<b>Clinton Library</b>							82	89	136	158	165	216

## APPENDIX X: HistoryPin Channel Views(Cumulative)

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