

**NOVEMBER FY2015 OVERVIEW**

| Social Media Tool                     | Monthly Views          | Monthly Visits/Users     |
|---------------------------------------|------------------------|--------------------------|
| Archives.gov Blogs                    | 76,524 Views           | 37,691 Visitors          |
| Tumblr Blogs                          | 28,336 Views           | 13,024 Visitors          |
| Facebook                              | 15,807,202 Impressions | 4,978,192 Reach          |
| National Archives YouTube Channel     | 112,210 Views          | 13,898 Total Subscribers |
| Flickr (USNatArchives & ArchivesNews) | 1,848,119 Views        | 8,163 Total Contacts     |
| Our Archives Wiki                     | 2,956 Views            | 403 Total Editors        |
| Twitter (all NARA feeds)              | --                     | 265,931 Total Followers  |
| FourSquare                            | 707 New Check-ins      | 0 New Followers          |
| iTunes U                              | 9,736 Views            | 1,183 New Subscribers    |

**FISCAL YEAR COMPARISON**

| Social Media Tool                     | FY 2015 Views (to date) | FY 2014 Views |
|---------------------------------------|-------------------------|---------------|
| Archives.gov Blogs                    | 156,101                 | 641,494       |
| Tumblr Blogs                          | 60,125                  | 501,398       |
| Facebook                              | 26,952,344              | 88,139,965    |
| National Archives YouTube Channel     | 235,645                 | 1,127,103     |
| Flickr (USNatArchives & ArchivesNews) | 3,884,381               | 45,024,298    |
| Our Archives Wiki                     | 6,333                   | 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>                      |

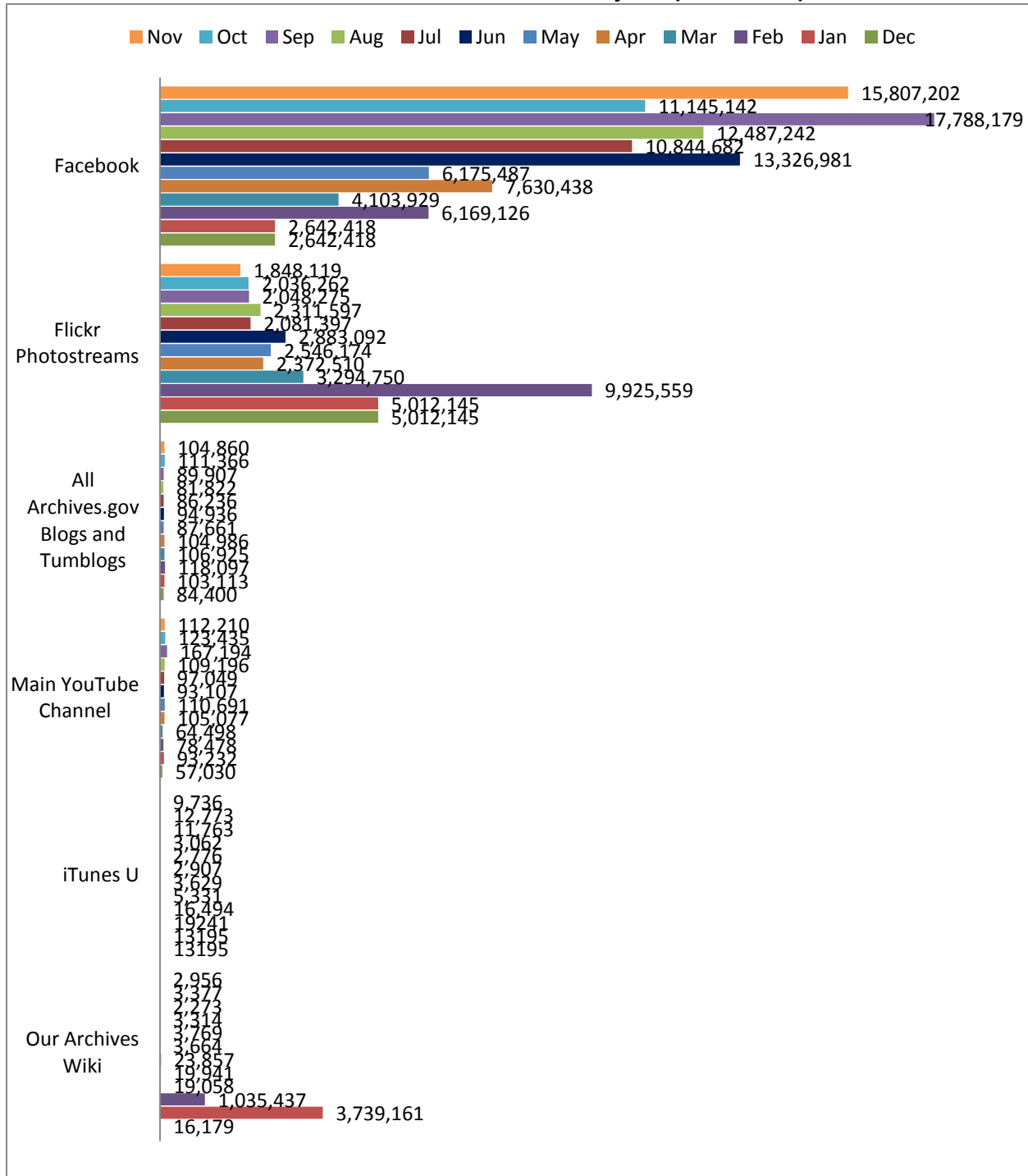
**INTERNAL (NARA@WORK) BLOGS**

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

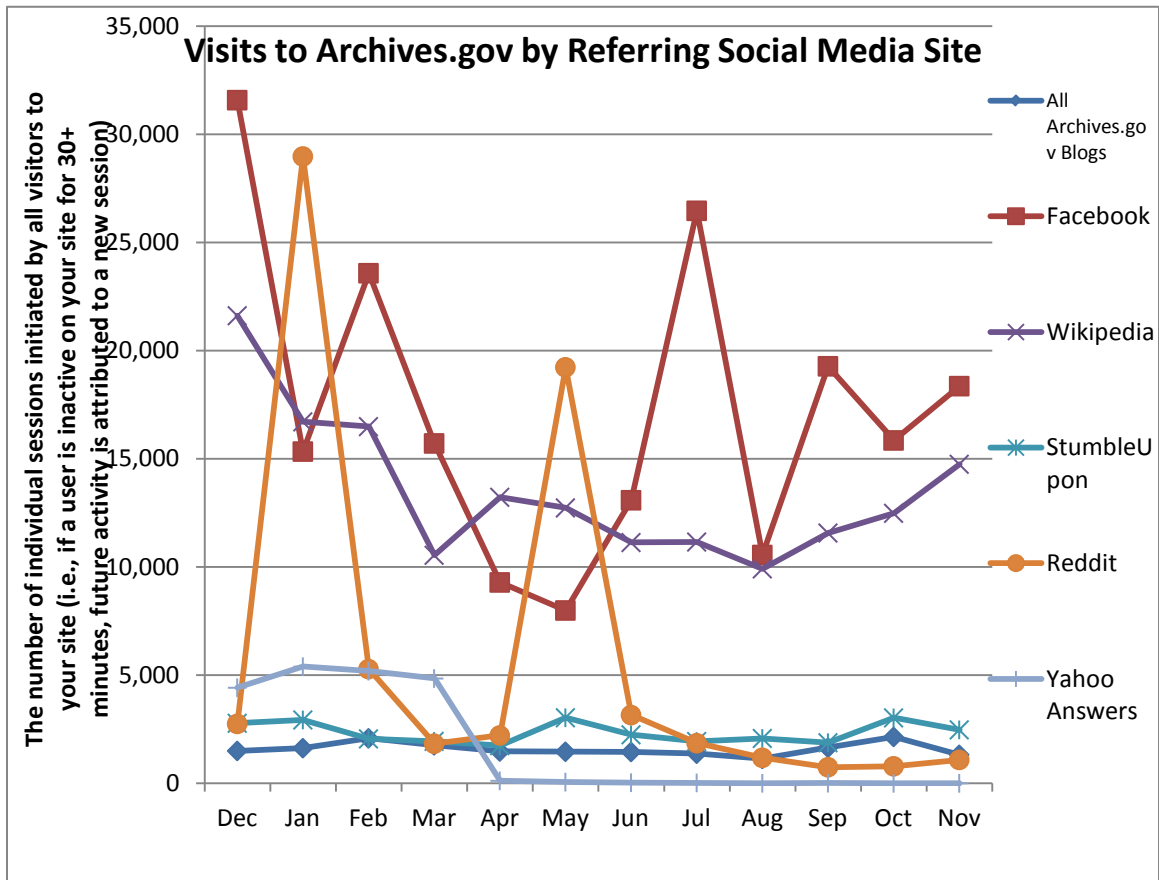
**SOCIAL MEDIA TOOLBOX (Tools currently in use)**

- |  |   |  |
|--|---|--|
| <ul style="list-style-type: none"> <li>• Blogs (Wordpress)</li> <li>• Dipity</li> <li>• Facebook</li> <li>• Flickr</li> <li>• Foursquare</li> <li>• GitHub</li> <li>• Google+</li> </ul> | <ul style="list-style-type: none"> <li>• HistoryPin</li> <li>• HootSuite</li> <li>• IdeaScale</li> <li>• Instagram</li> <li>• iTunes U</li> <li>• Pinterest</li> <li>• RSS Feeds</li> </ul> | <ul style="list-style-type: none"> <li>• Scribd (Document Sharing)</li> <li>• Storify</li> <li>• Tumblr</li> <li>• Twitter</li> <li>• Wikispaces</li> <li>• YouTube</li> </ul> |
|--|---|--|

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



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

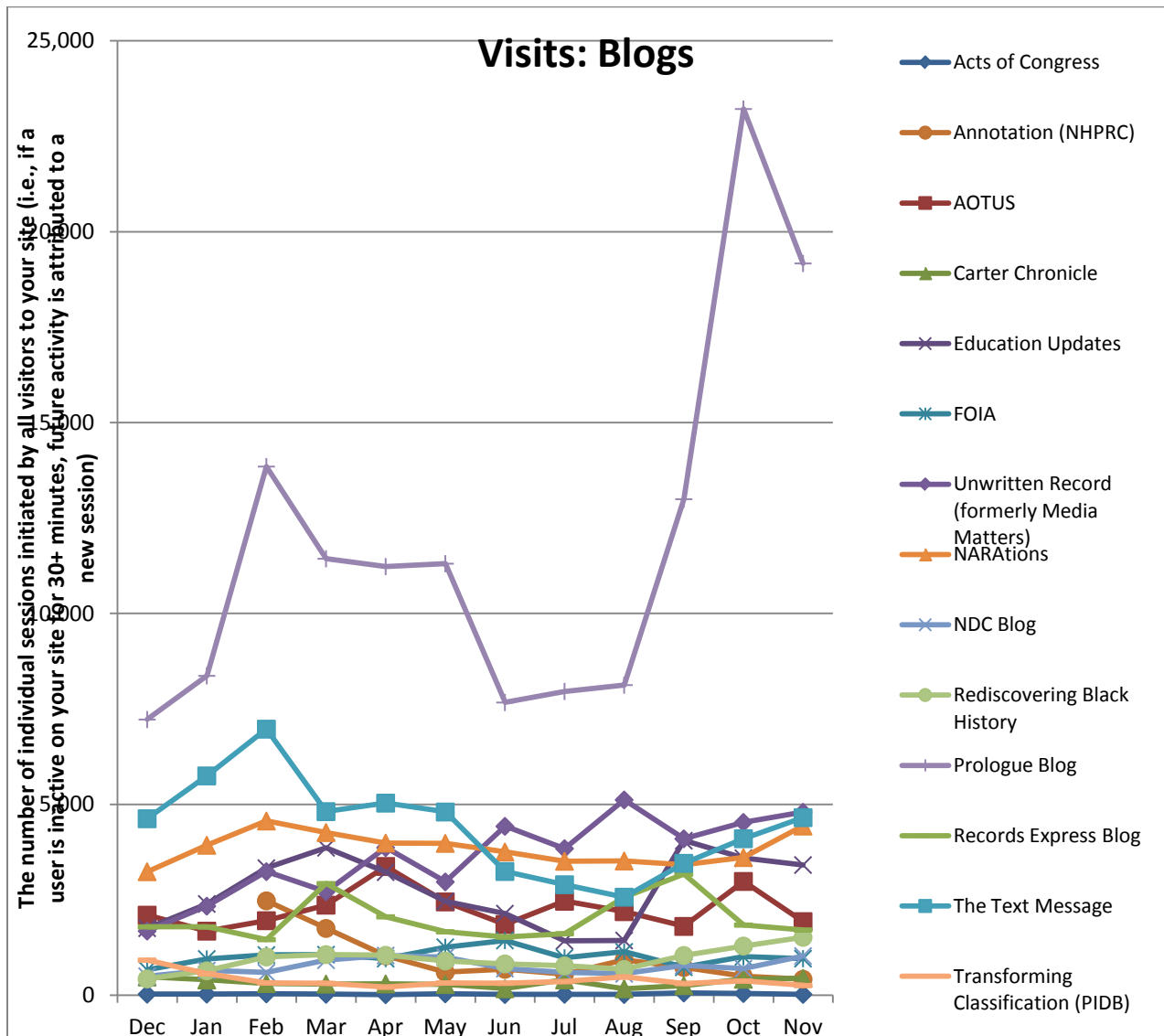


New External Social Media Projects: November Projects

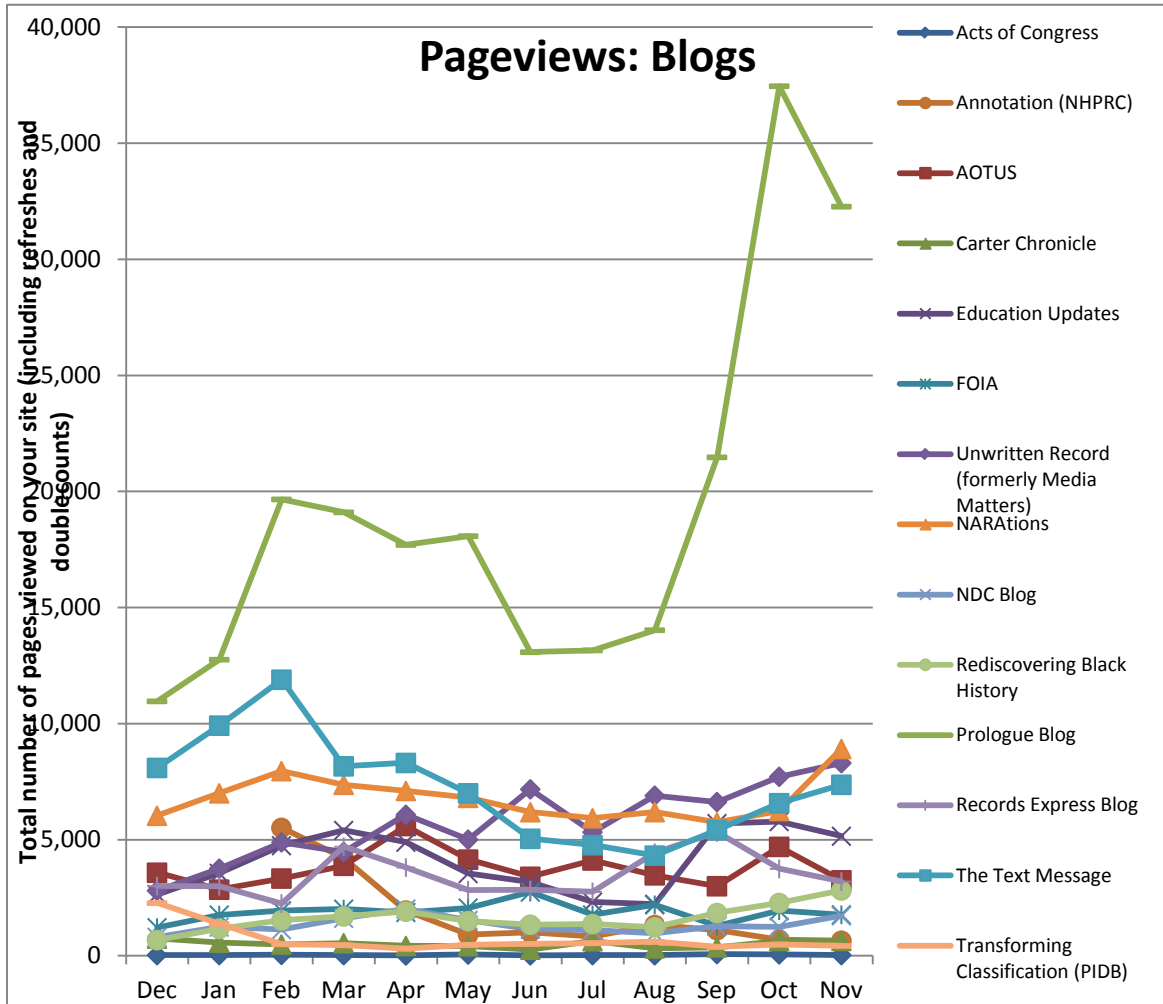
|           | Dipity | Facebook | Flickr | Twitter | Eventbrite | Tumblr | Blog | YouTube | Instagram |
|-----------|--------|----------|--------|---------|------------|--------|------|---------|-----------|
| December  |        |          |        |         |            |        |      |         | 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

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

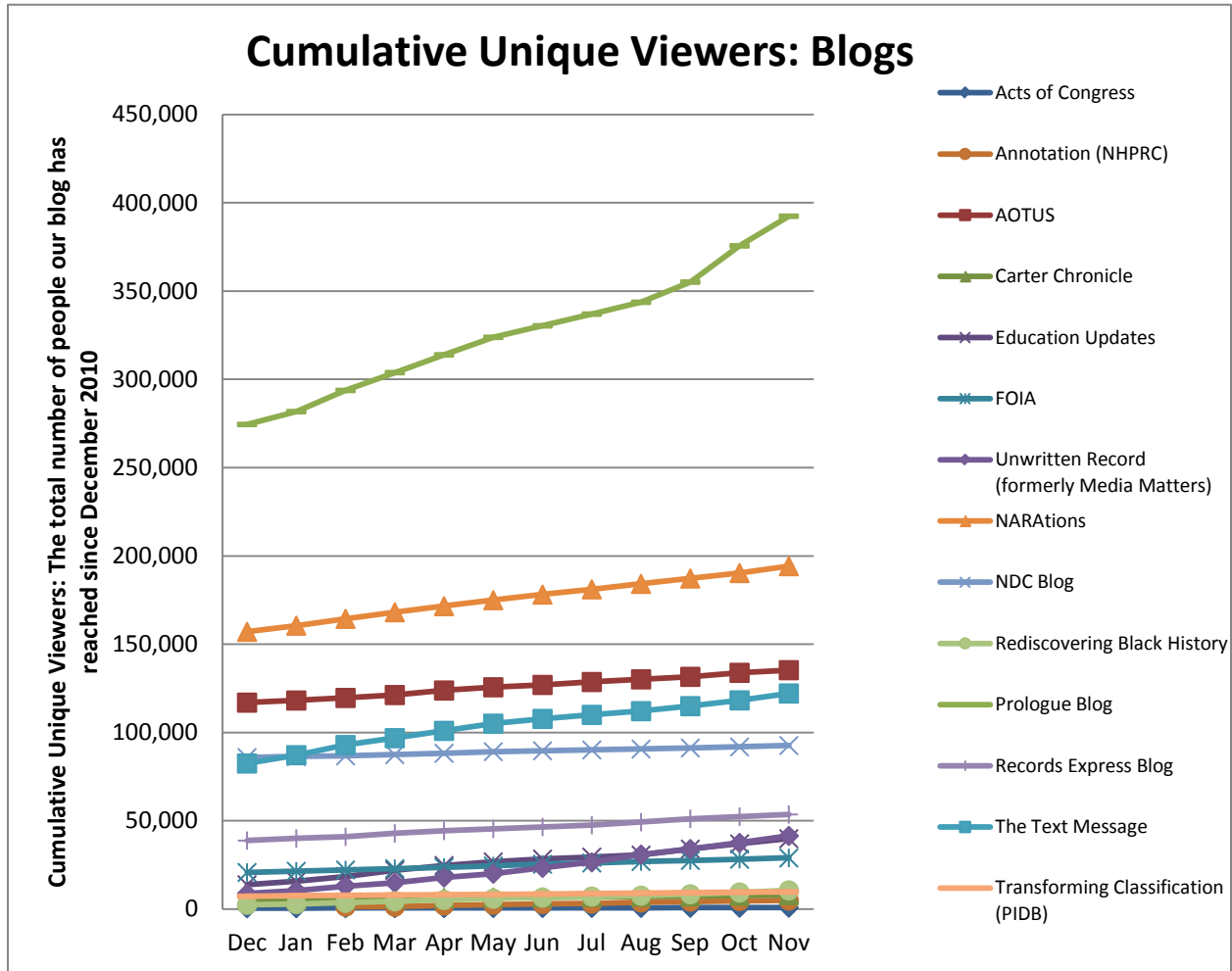
Blog Visits (Source: Appendix II.A)



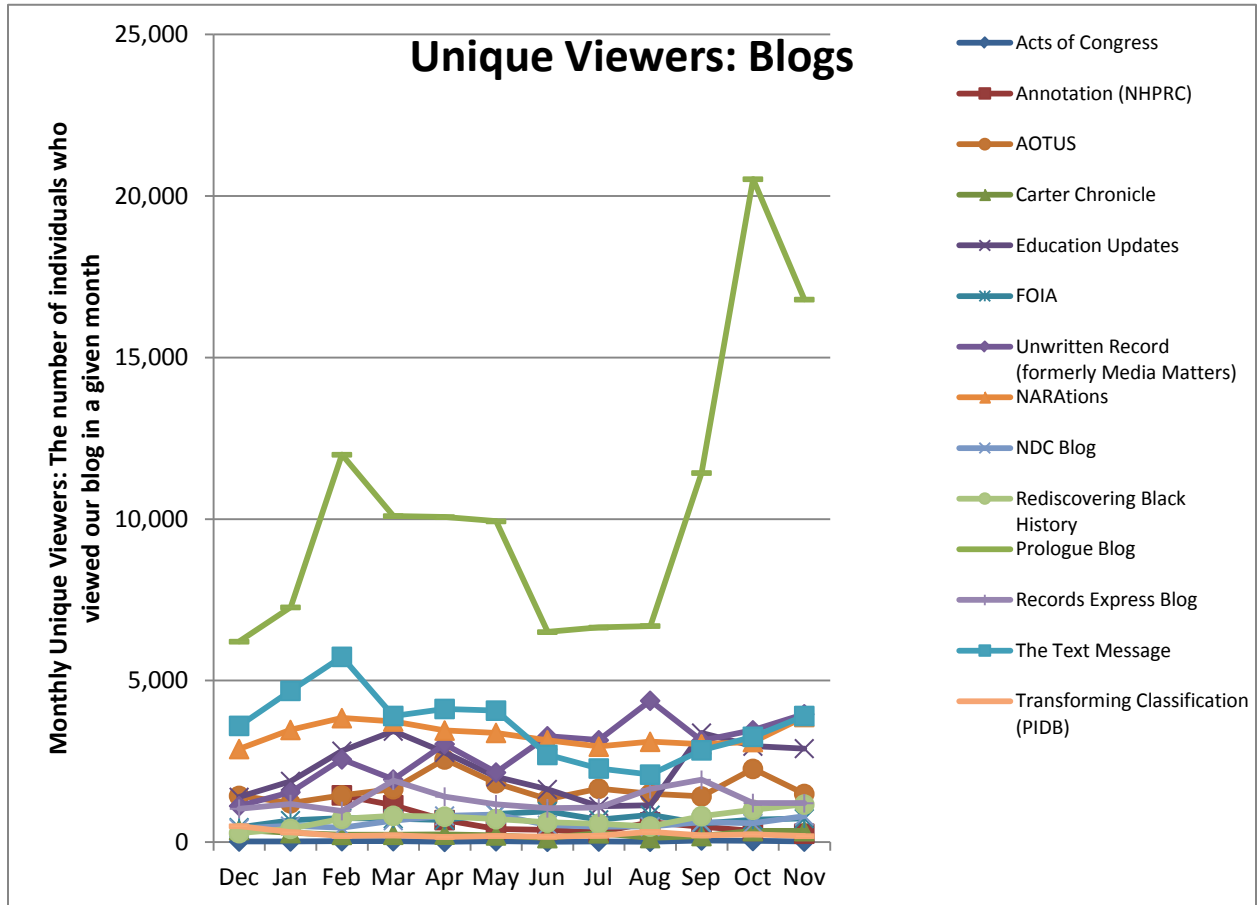
**Blog Pageviews (Source: Appendix II.B)**



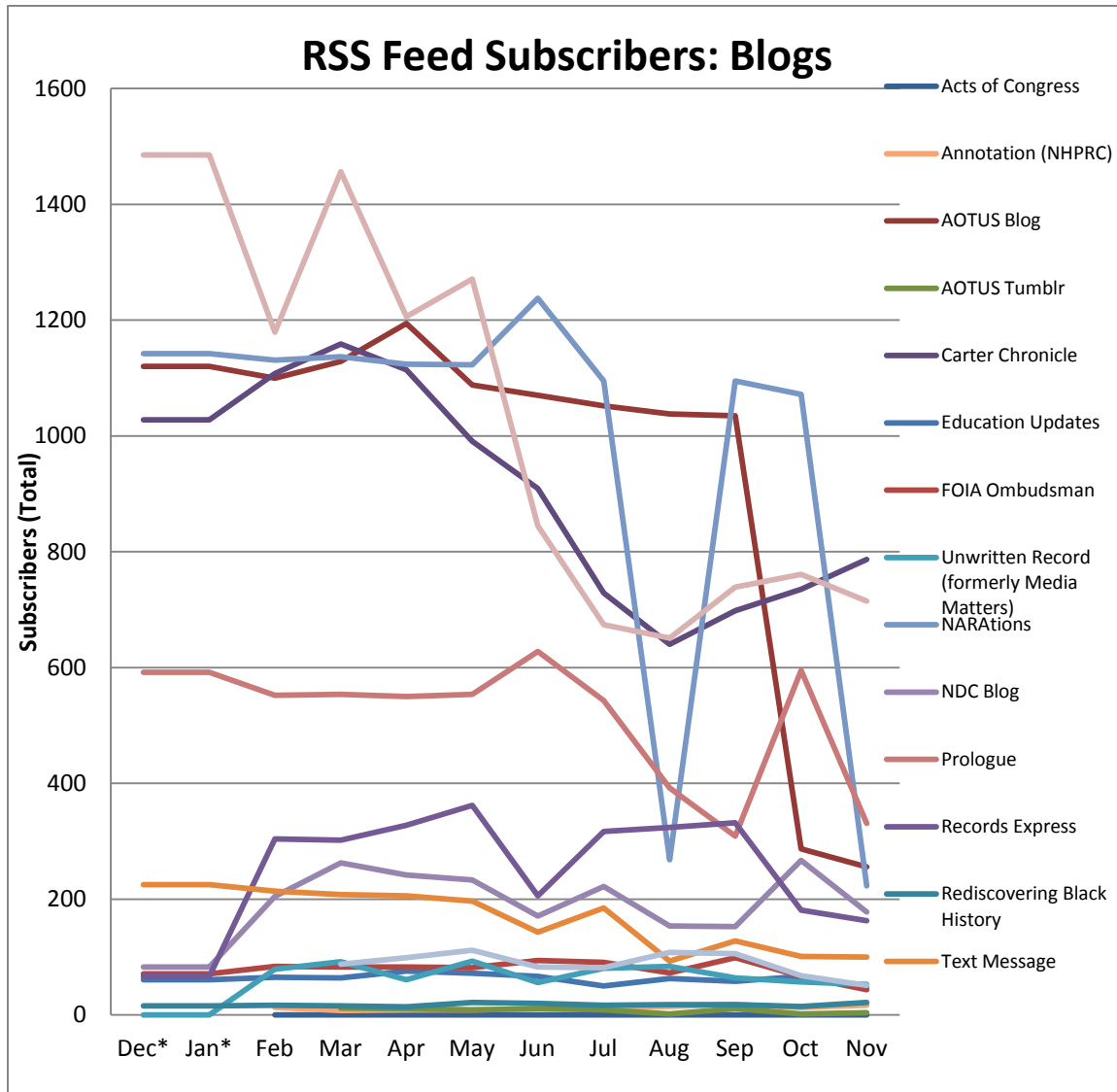
**Blog Cumulative Unique Viewers (Source: Appendix II.C)**



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



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



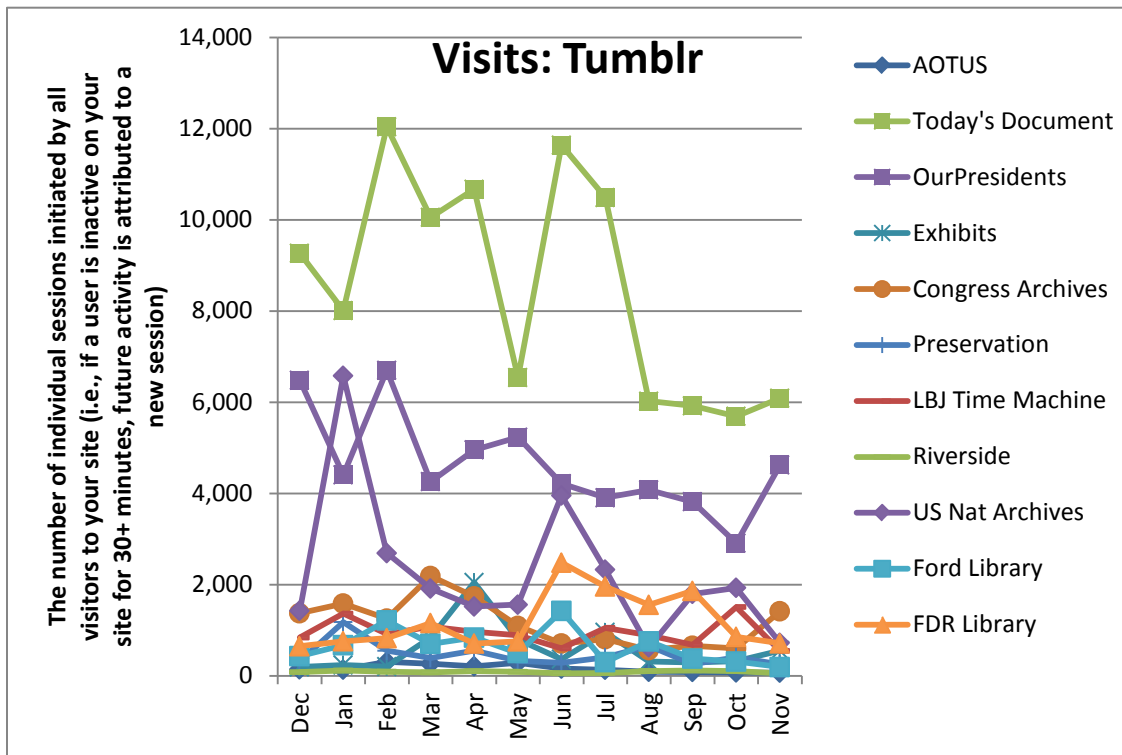
**Top 5 Most Viewed Blog Posts in November**

| Blog     | Pageviews | Post Title   |
|----------|-----------|--|
| Prologue | 3,322     | <a href="#">Rare photo of Lincoln at Gettysburg</a>                      |
| Prologue | 880       | <a href="#">Prohibition and the Rise of the American Gangster</a>        |
| Prologue | 589       | <a href="#">Archive for November 2014</a>                                |
| Prologue | 556       | <a href="#">Emancipation Proclamation: The 13<sup>th</sup> Amendment</a> |
| Prologue | 542       | <a href="#">Teddy Roosevelt and Abraham Lincoln in the same photo</a>    |

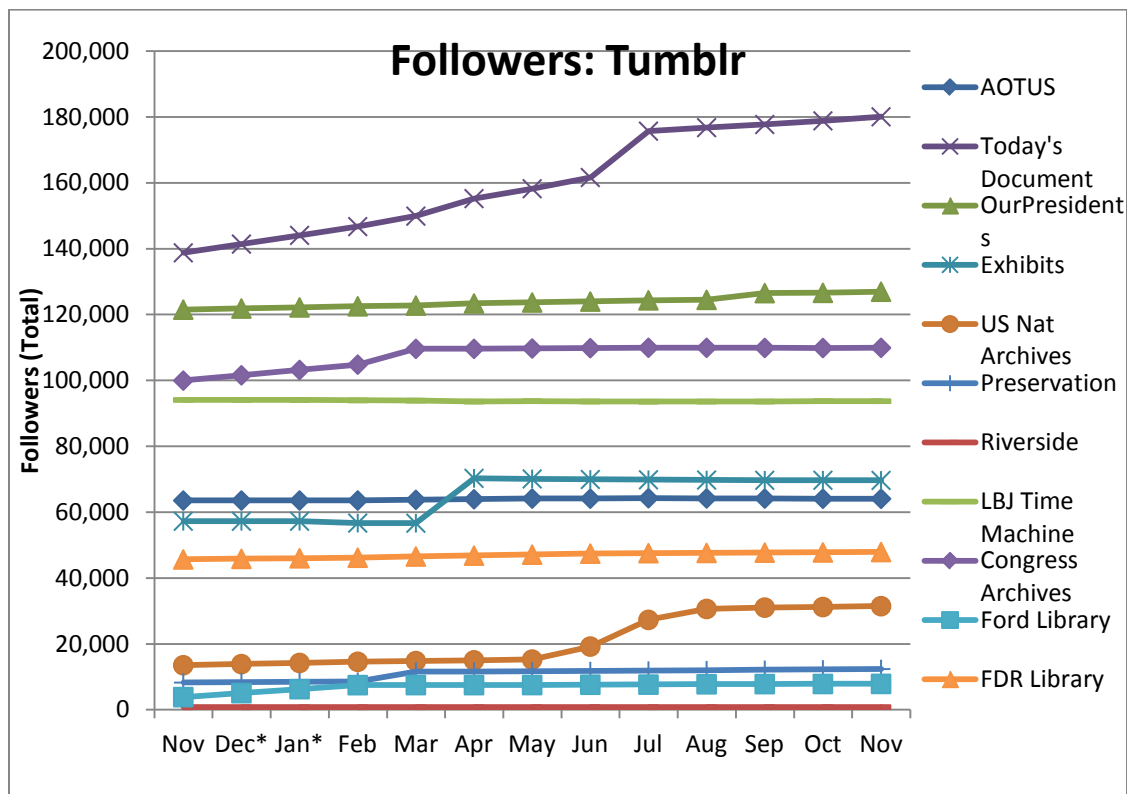


Social Media Tools: Detail View – Tumblr

Tumblr Visits

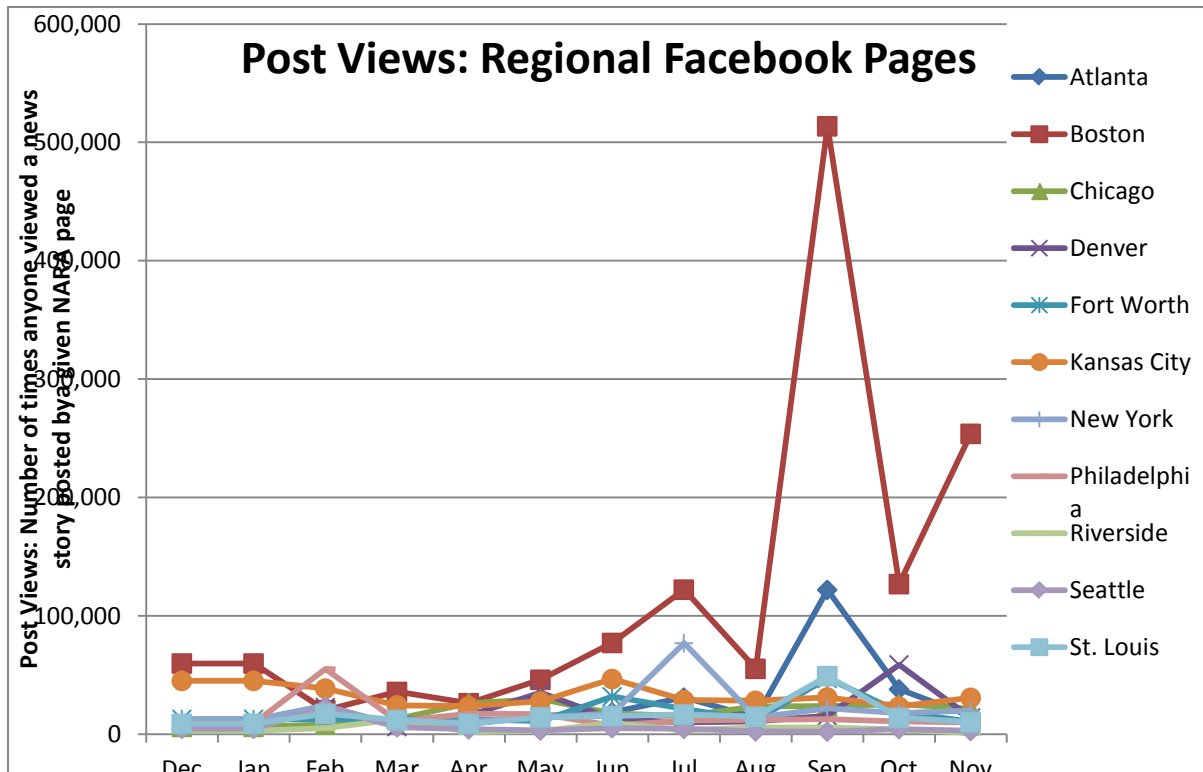


Followers on Tumblr (Source: Appendix IV)

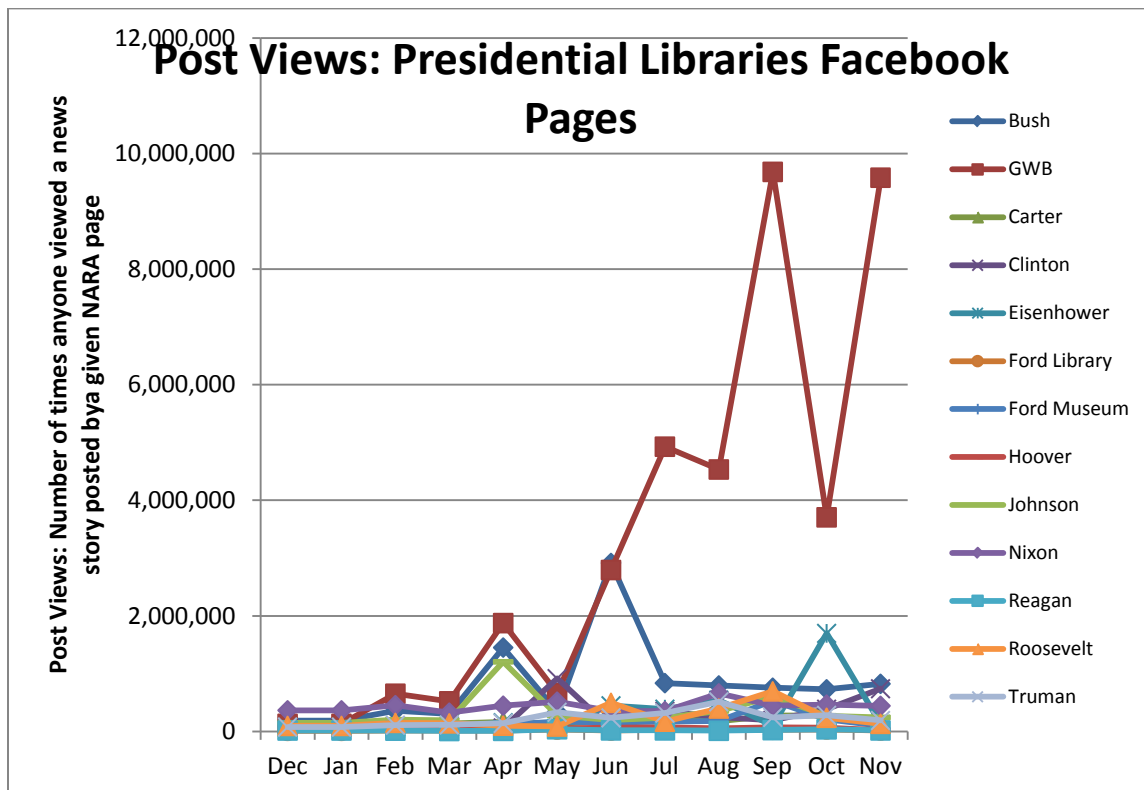


Social Media Tools: Detail View – Facebook

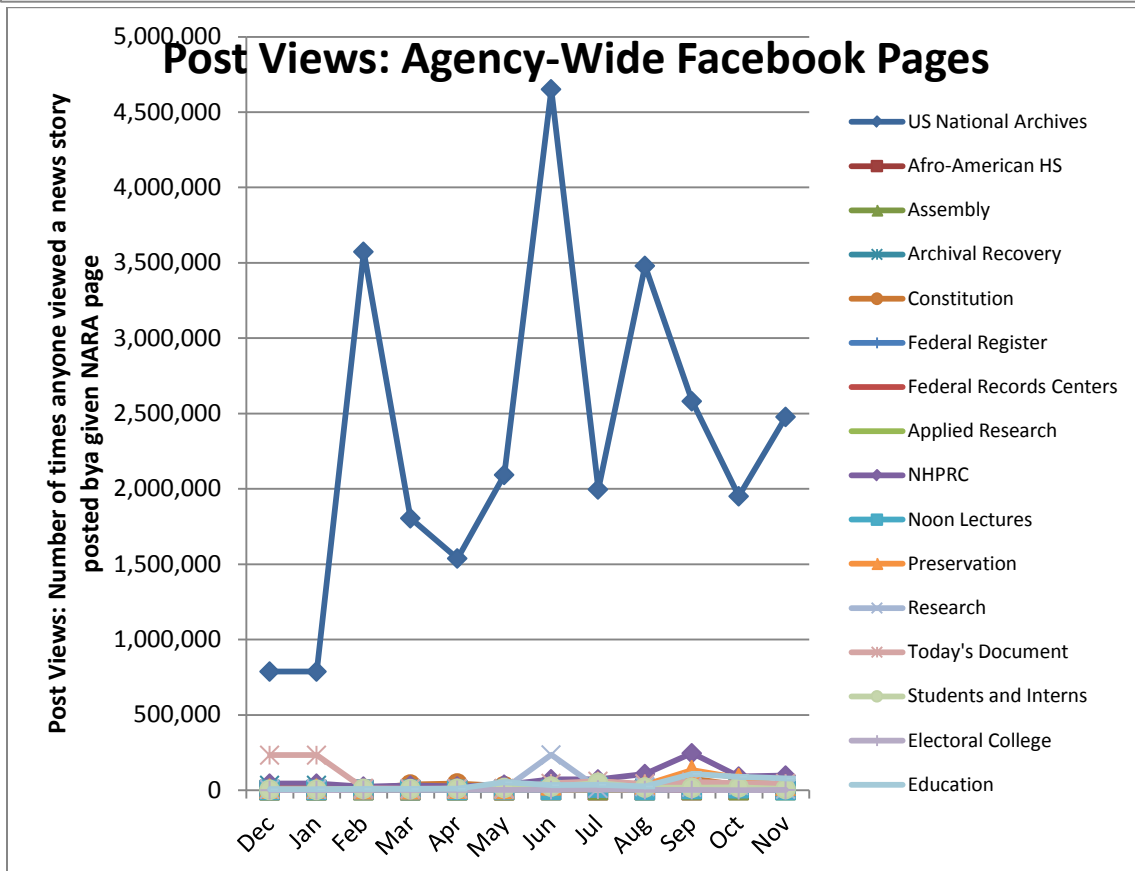
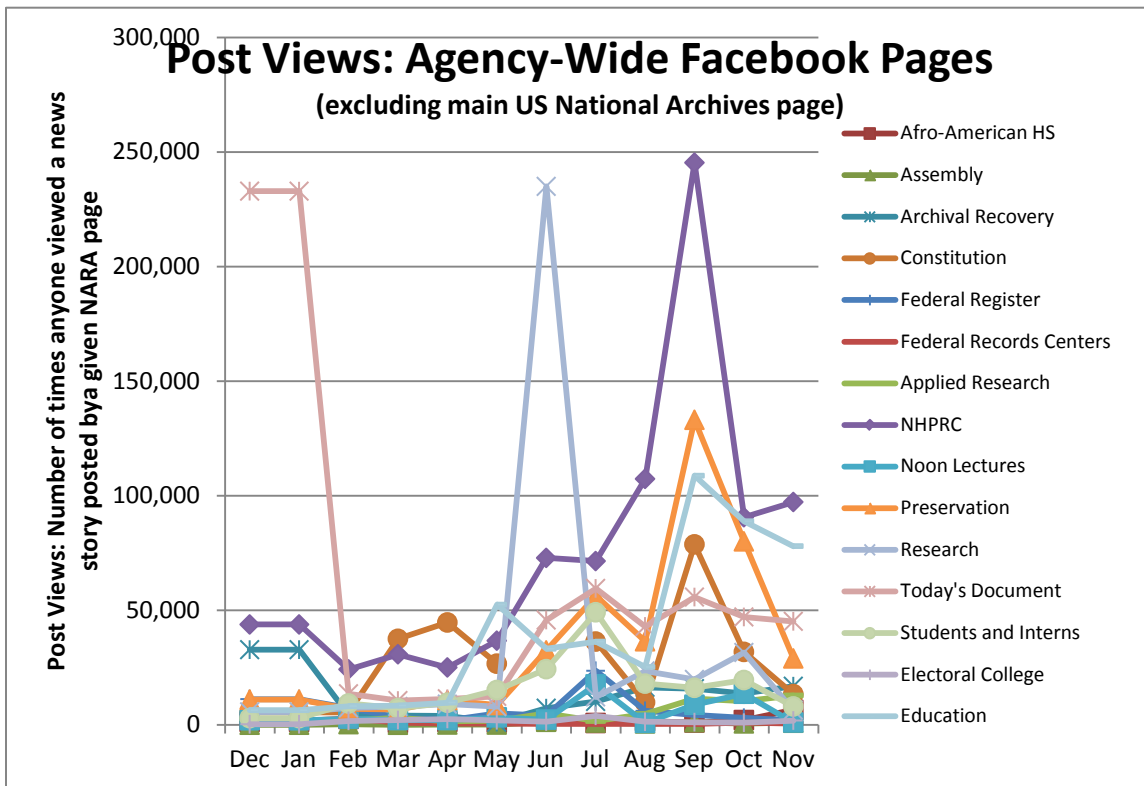
Post Views on Regional Pages (Source: Appendix IV.A)



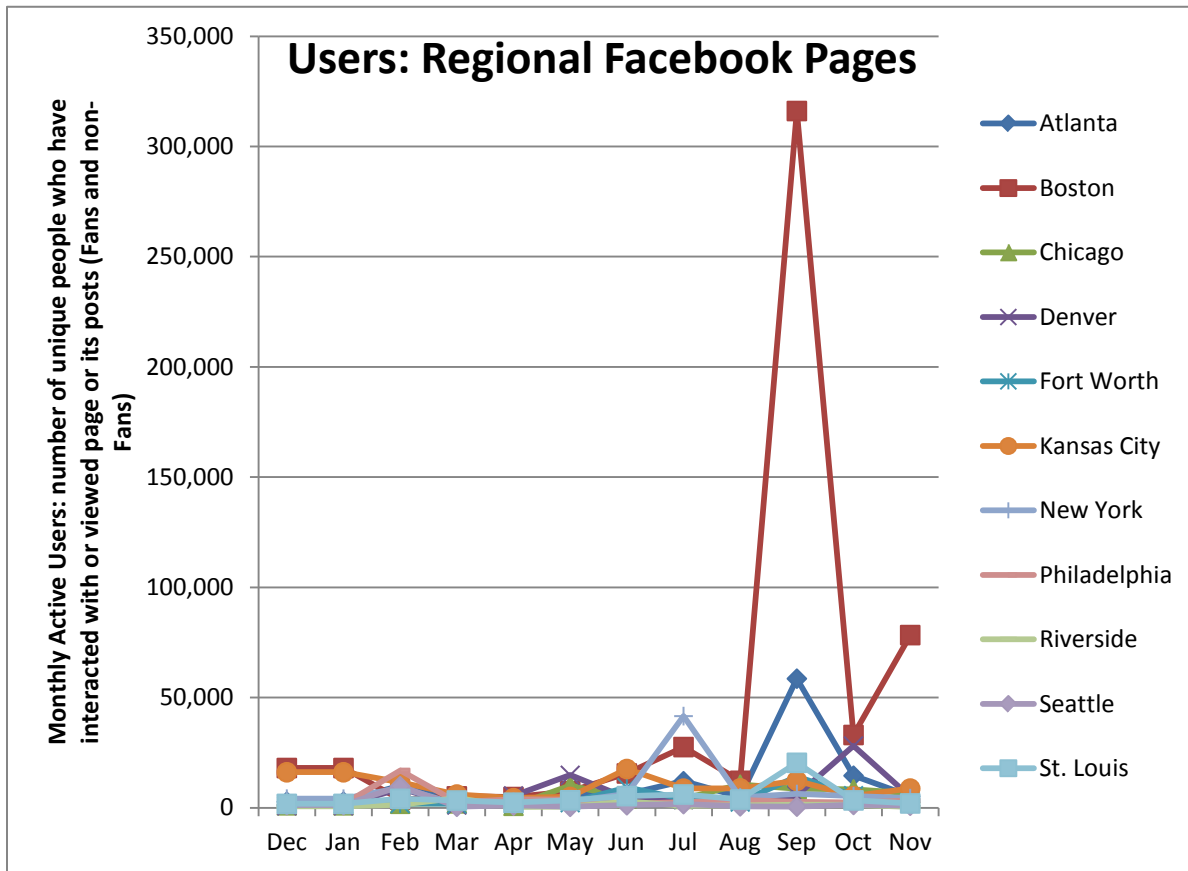
Post Views on Presidential Library Pages (Source: Appendix IV.A)



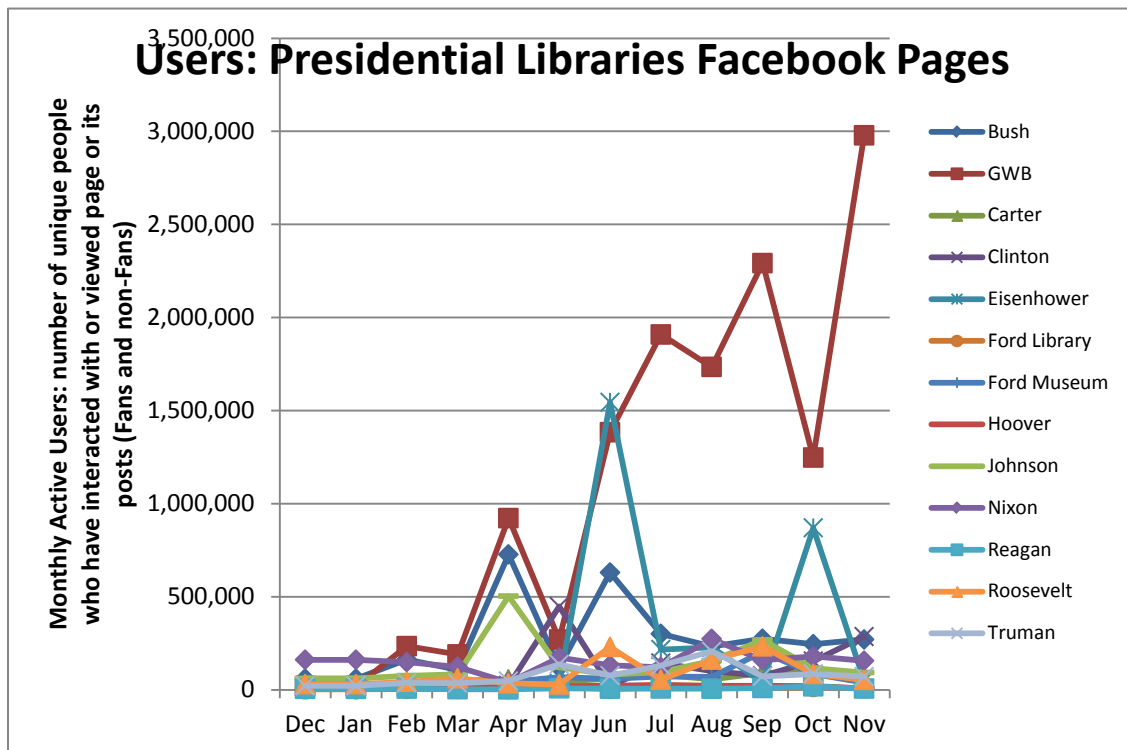
Post Views on Agency-Wide Pages (Source: Appendix IV.A)



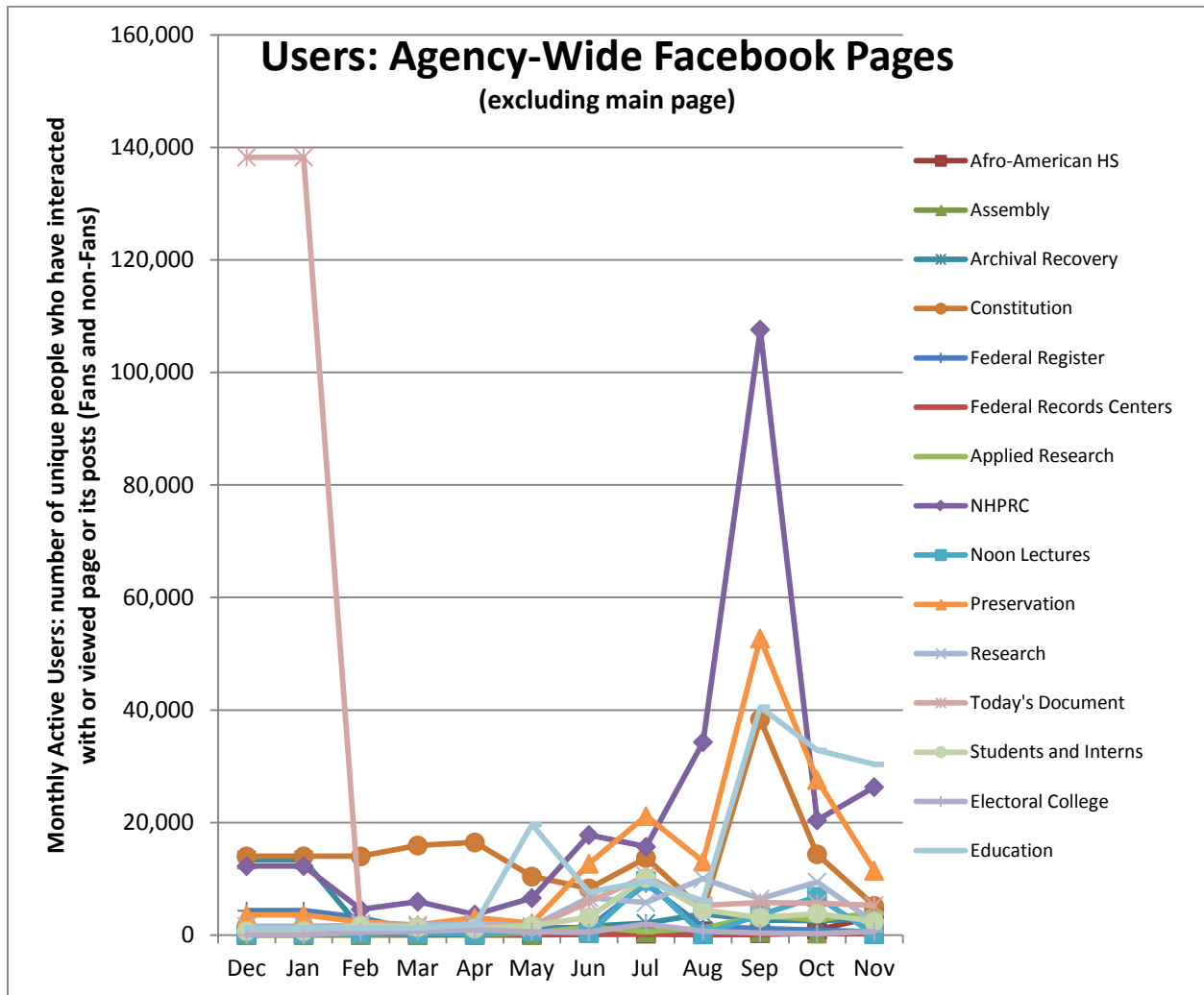
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

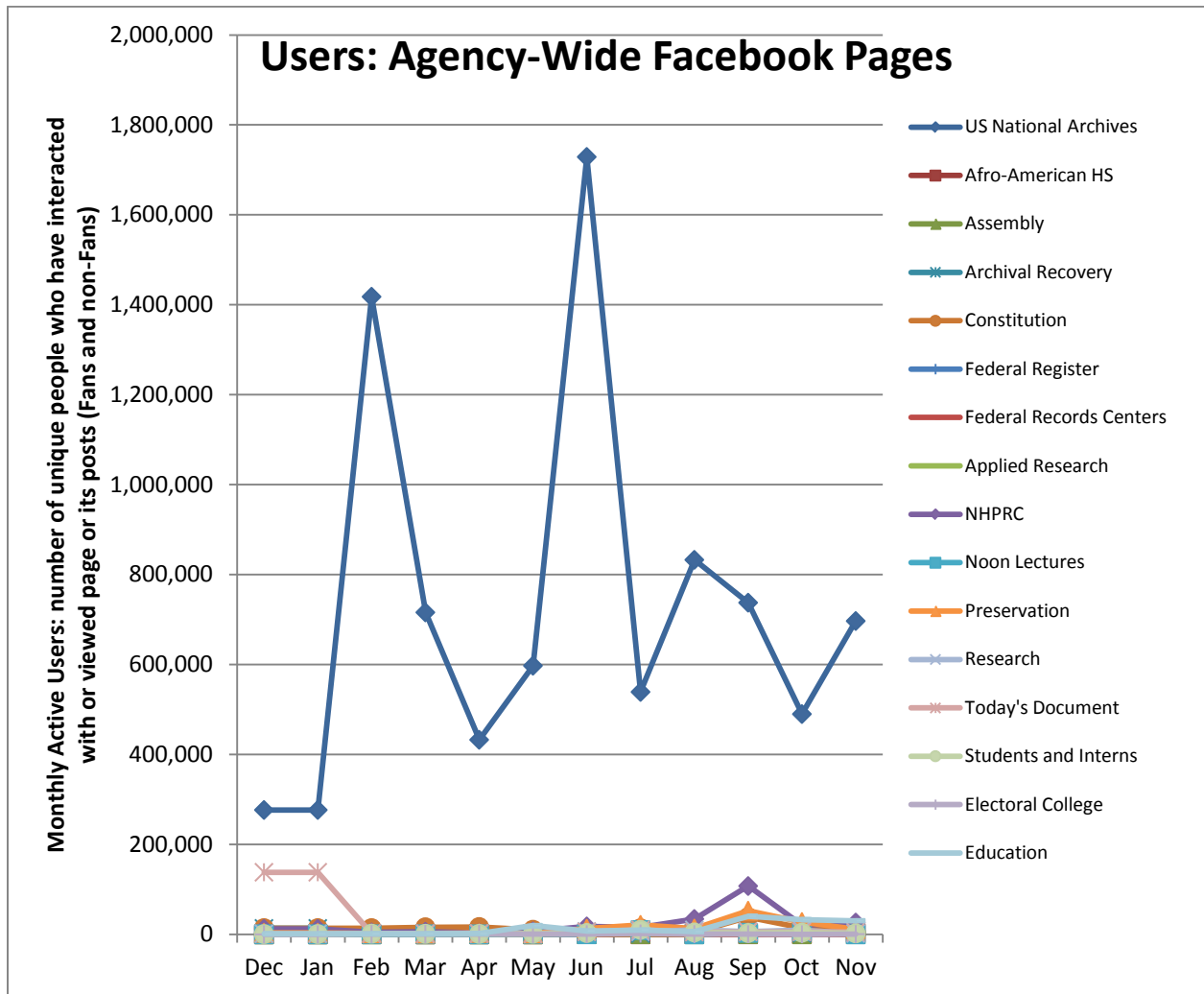


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



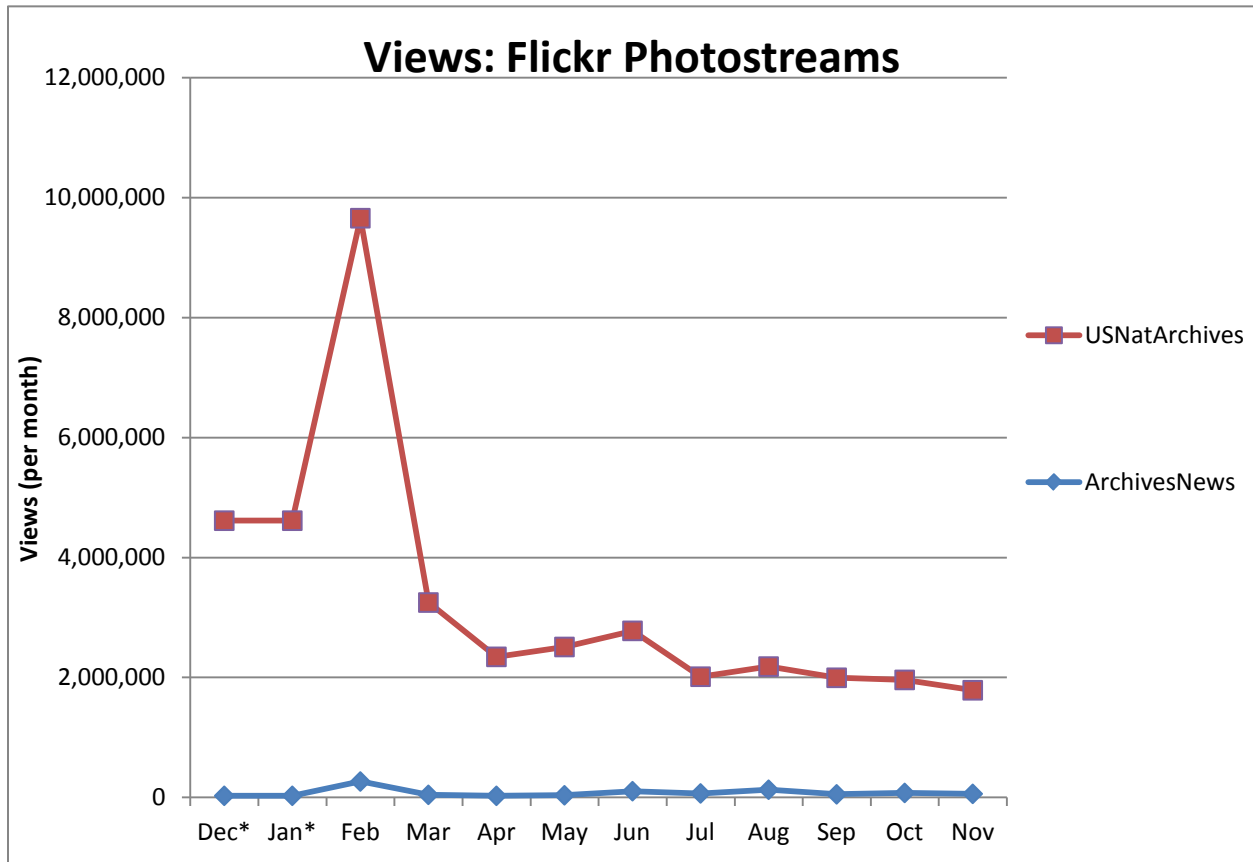
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



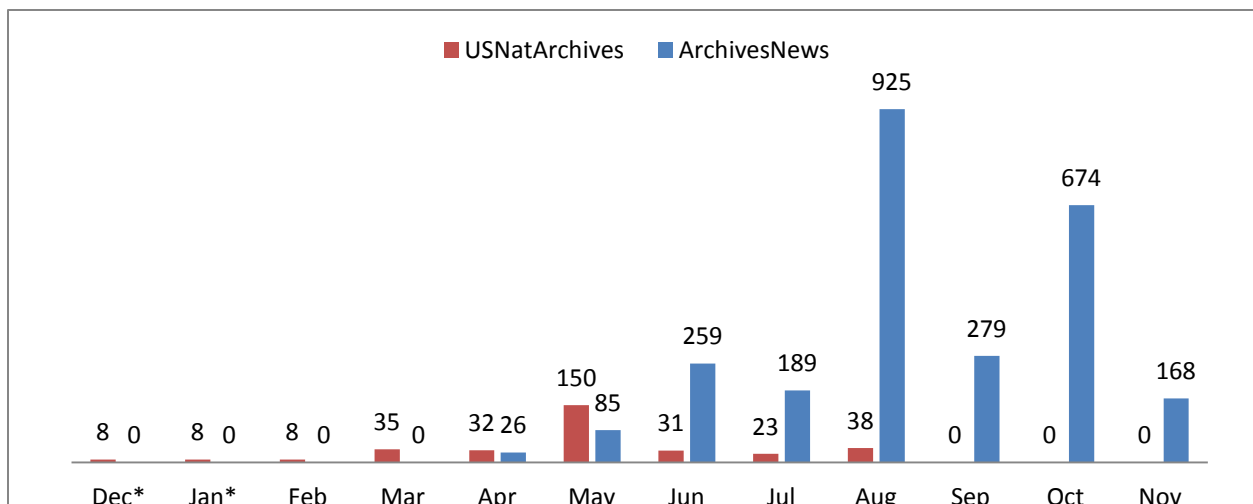


Social Media Tools: Detail View – Flickr

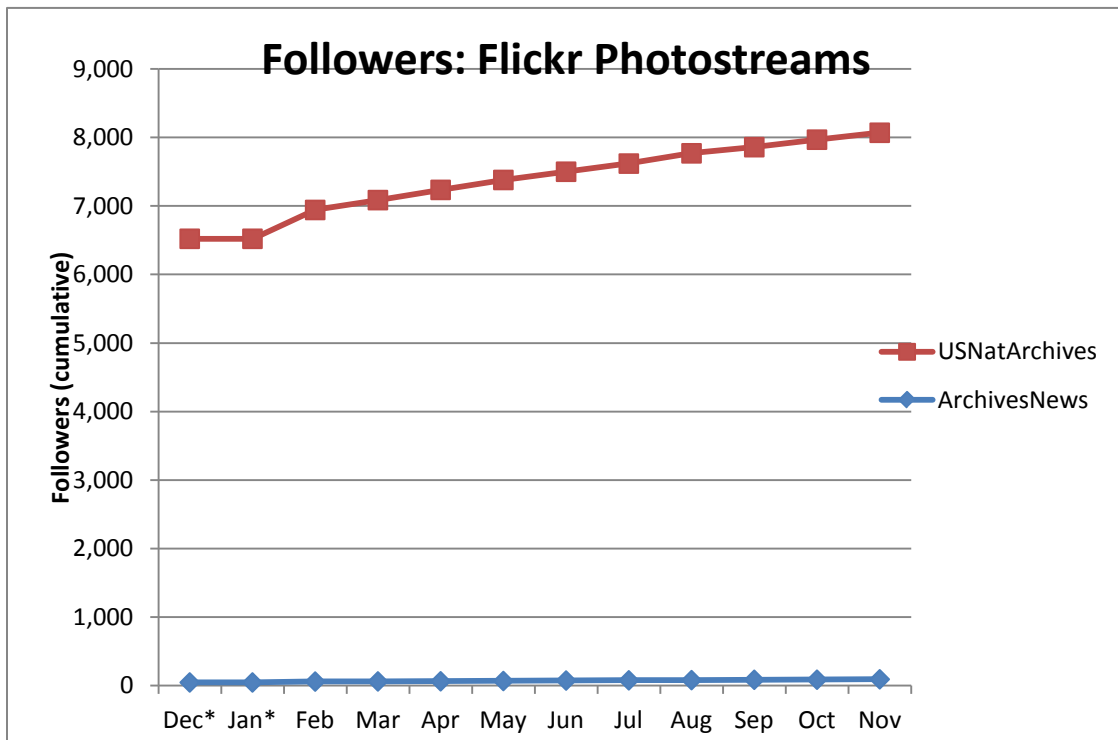
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

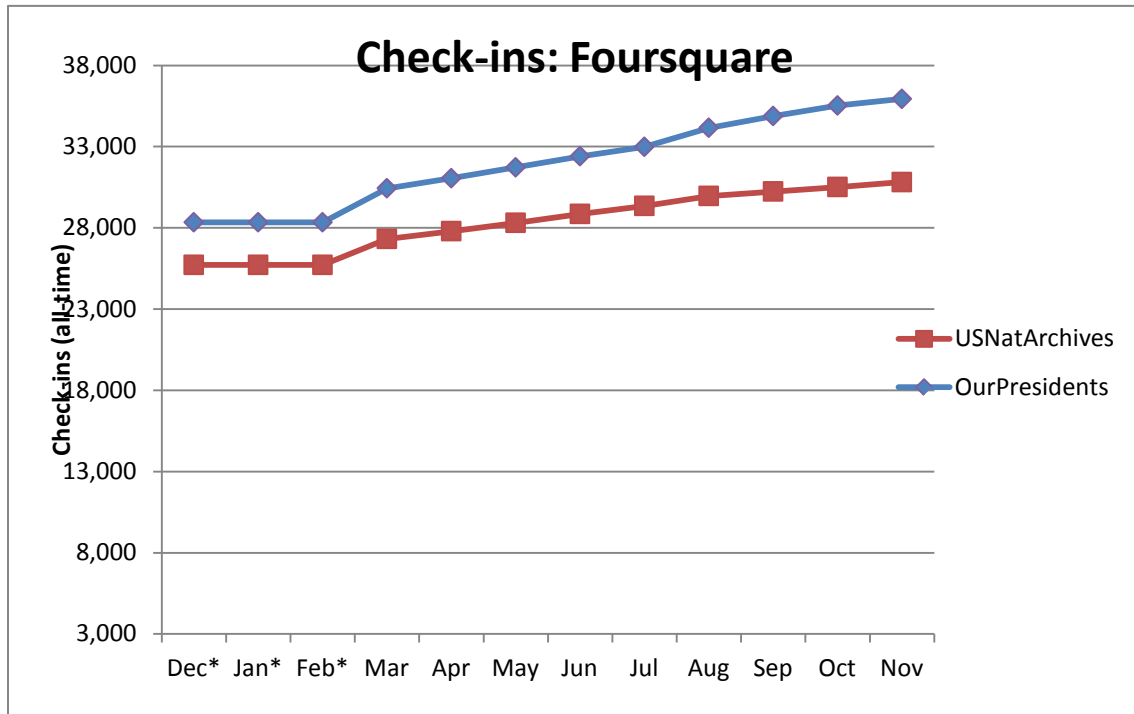


**Followers of Photostreams (Cumulative)**



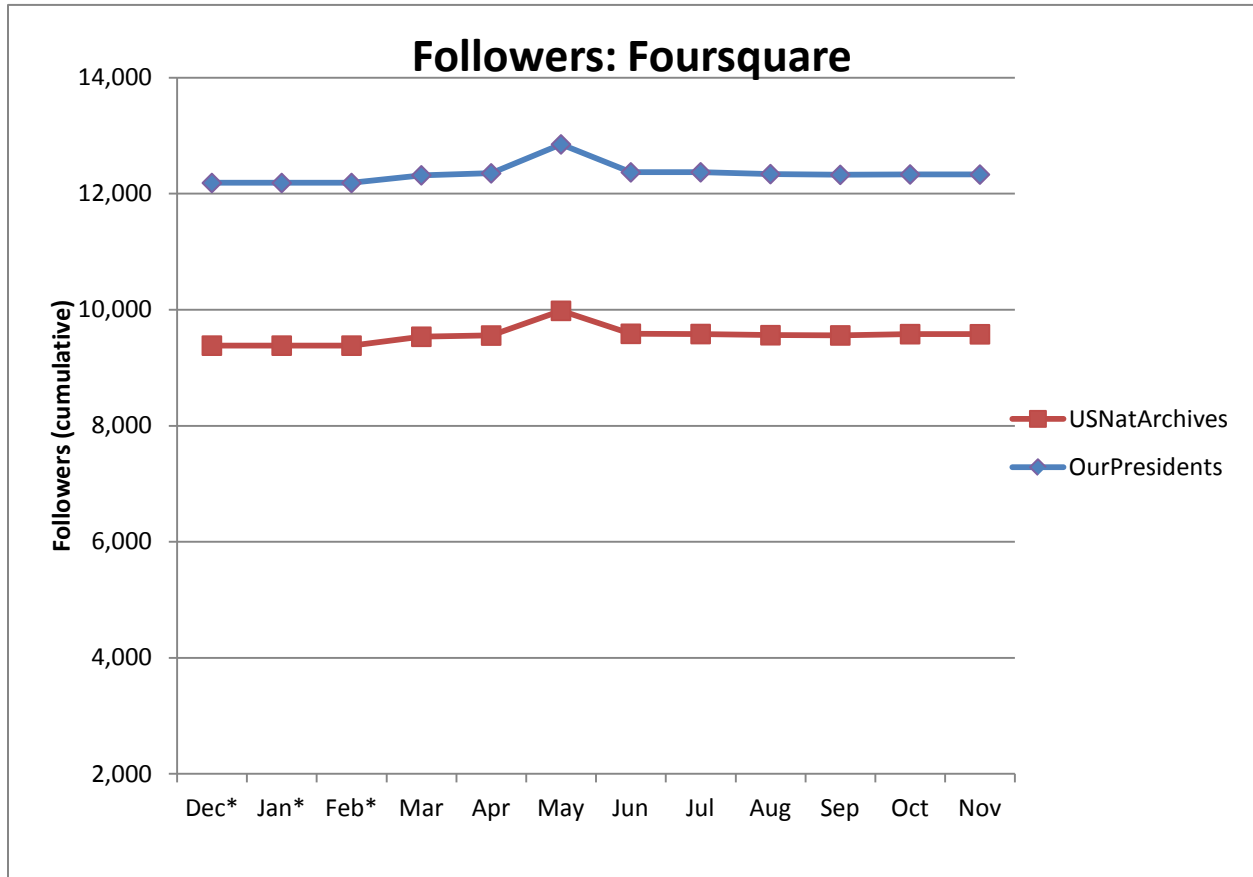
**Social Media Tools: Detail View – Foursquare**

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



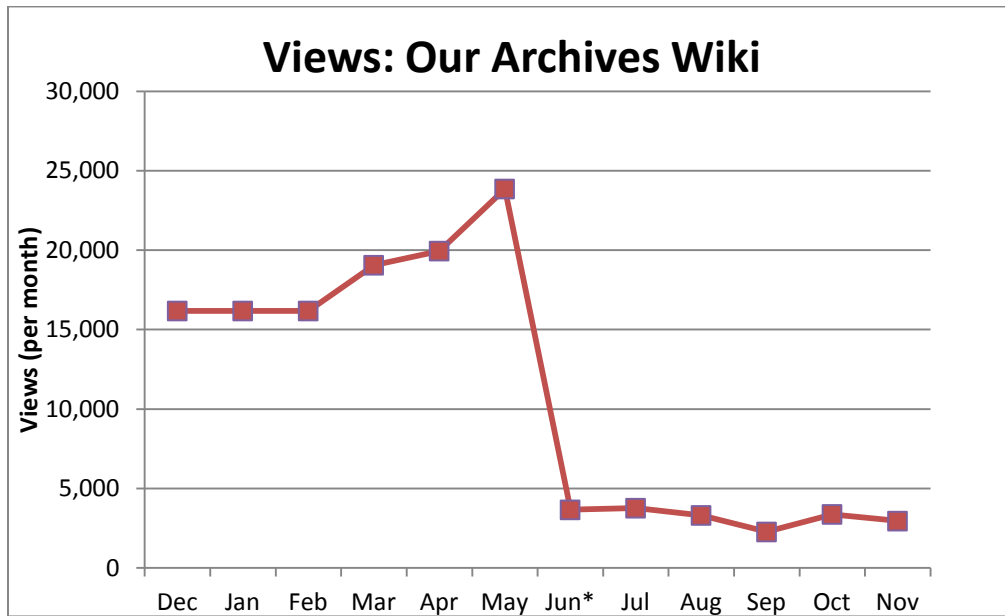


Number of Followers of USNatArchives and OurPresidents (Cumulative)



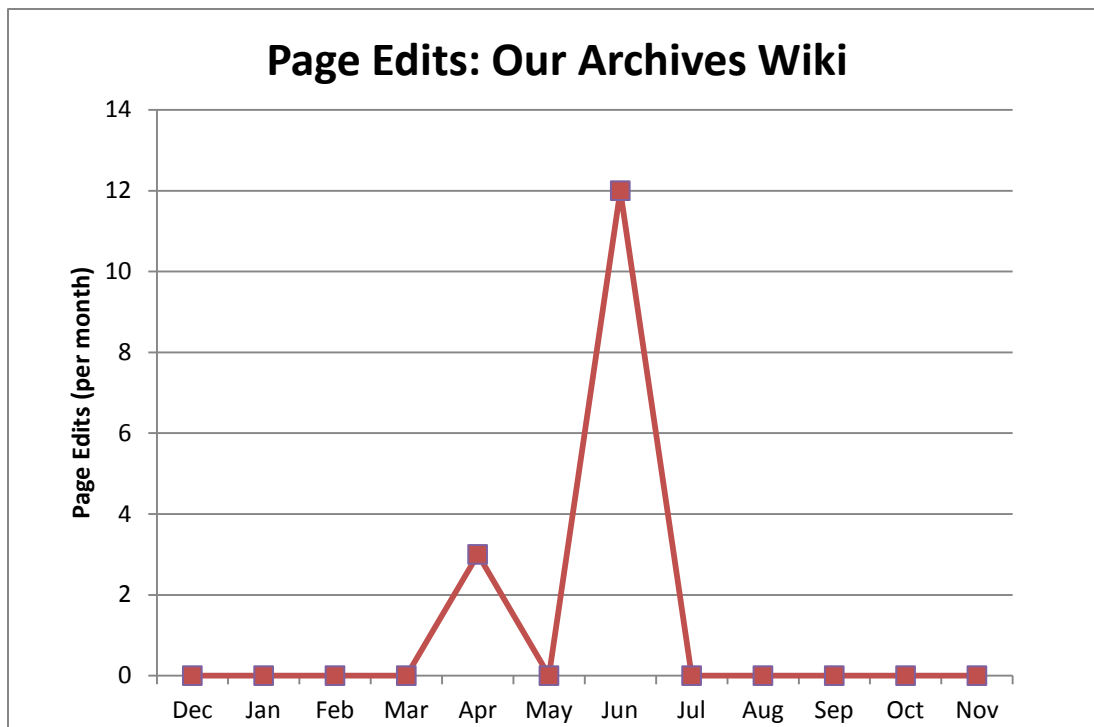
Social Media Tools: Detail View – *Our Archives Wiki*

Views on Our Archives Wiki (Per Month)

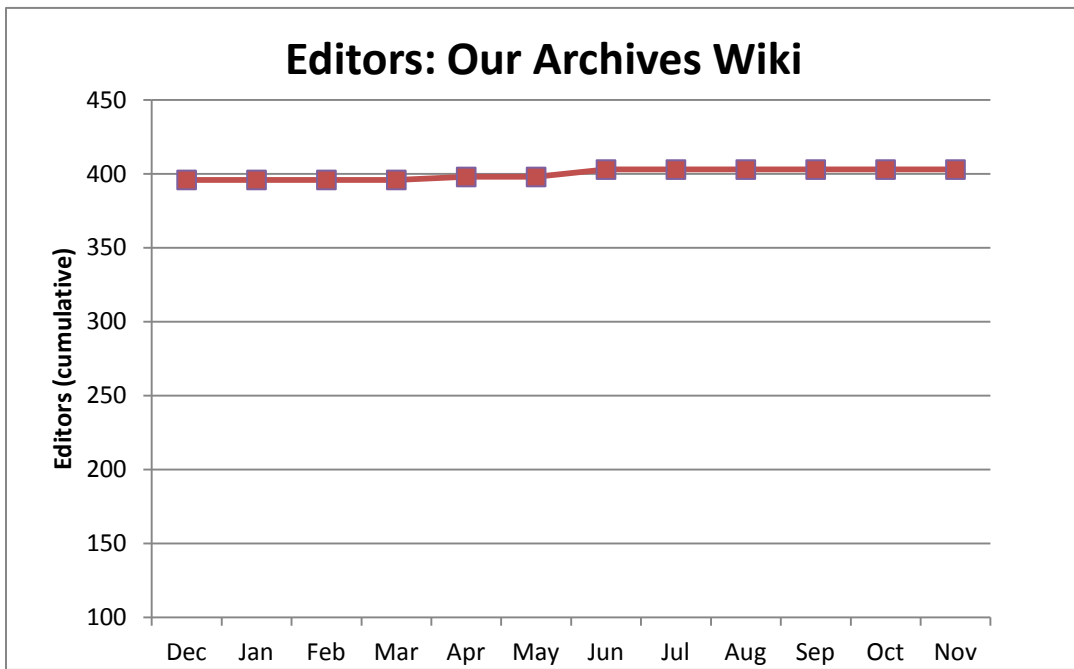


\*began collecting stats using Google Analytics, instead of native Wikispaces stats (Wikispaces acknowledges bots as visits)

Edits on Our Archives Wiki (Per Month)

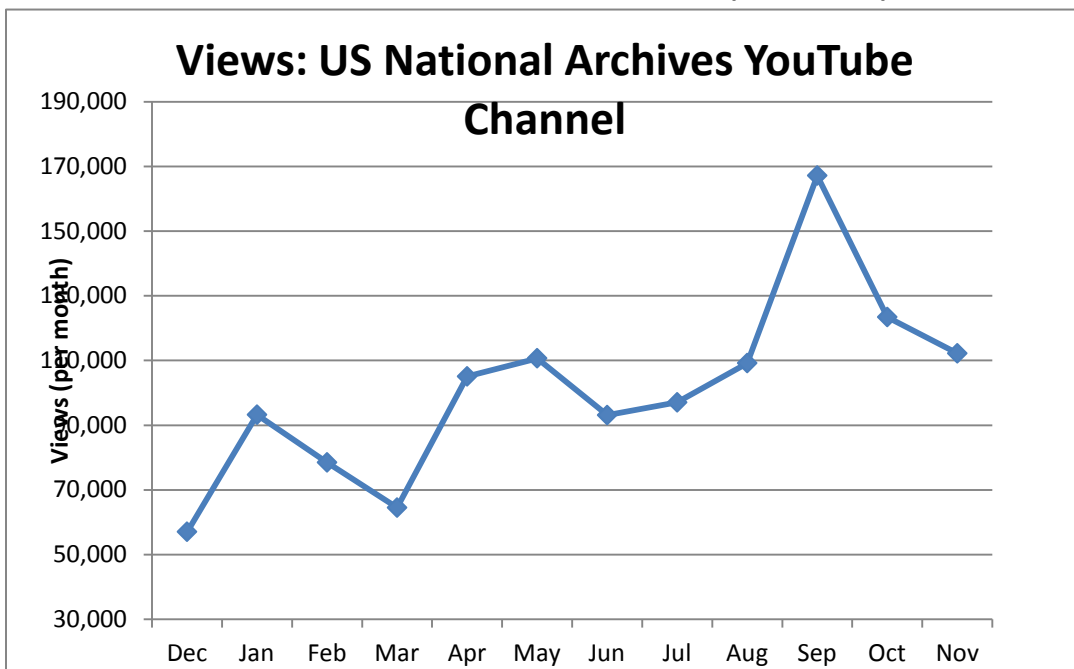


**Editors on Our Archives Wiki (Cumulative)**

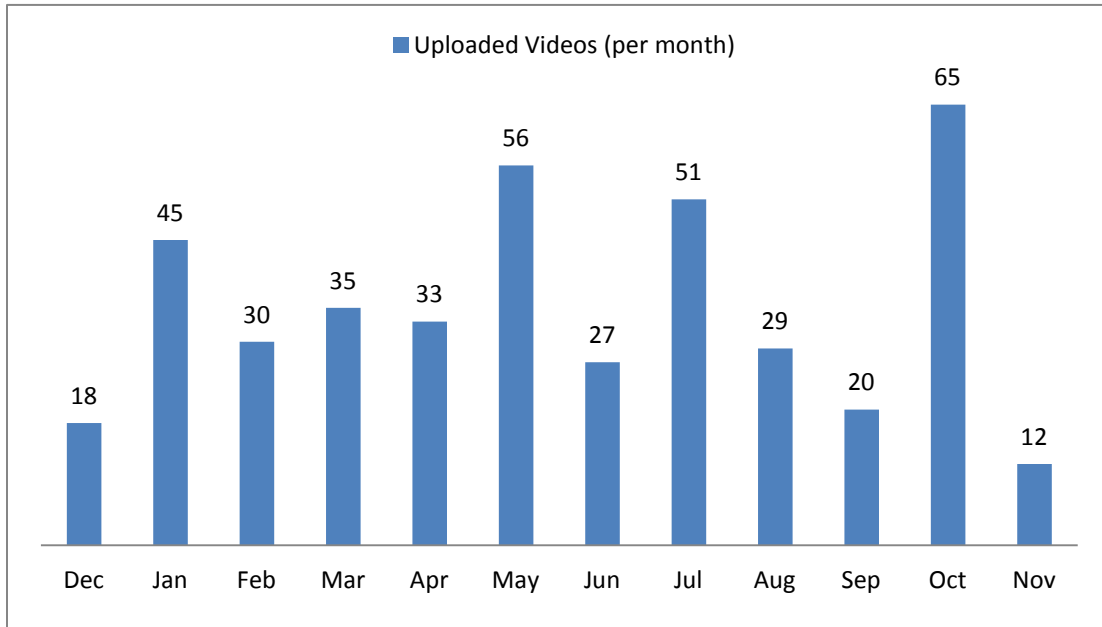


**Social Media Tools: Detail View – YouTube**

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



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

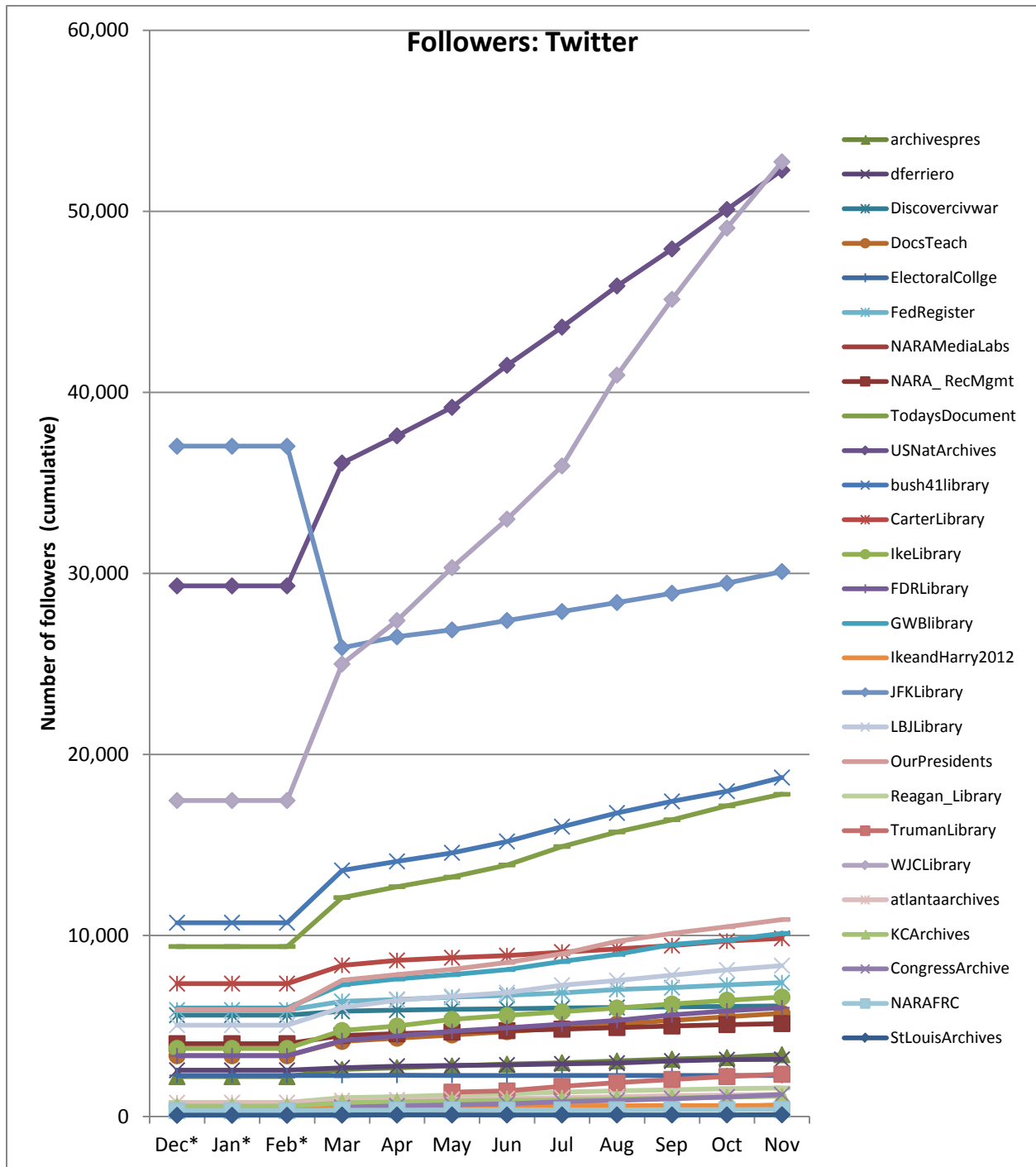


**Top 5 Most Viewed Videos for November 2014 on US National Archives Channel**

| Video Title  | Views |
|--|-------|
| <a href="#">Stories from the Great Depression</a>  | 8,328 |
| <a href="#">With the Marines at Tarawa</a>         | 8,044 |
| <a href="#">Private Snafu in "Censored." 1944</a>  | 7,369 |
| <a href="#">Curious Alice, 1971</a>                | 4,035 |
| <a href="#">We Were There When Nixon Met Elvis</a> | 2,649 |

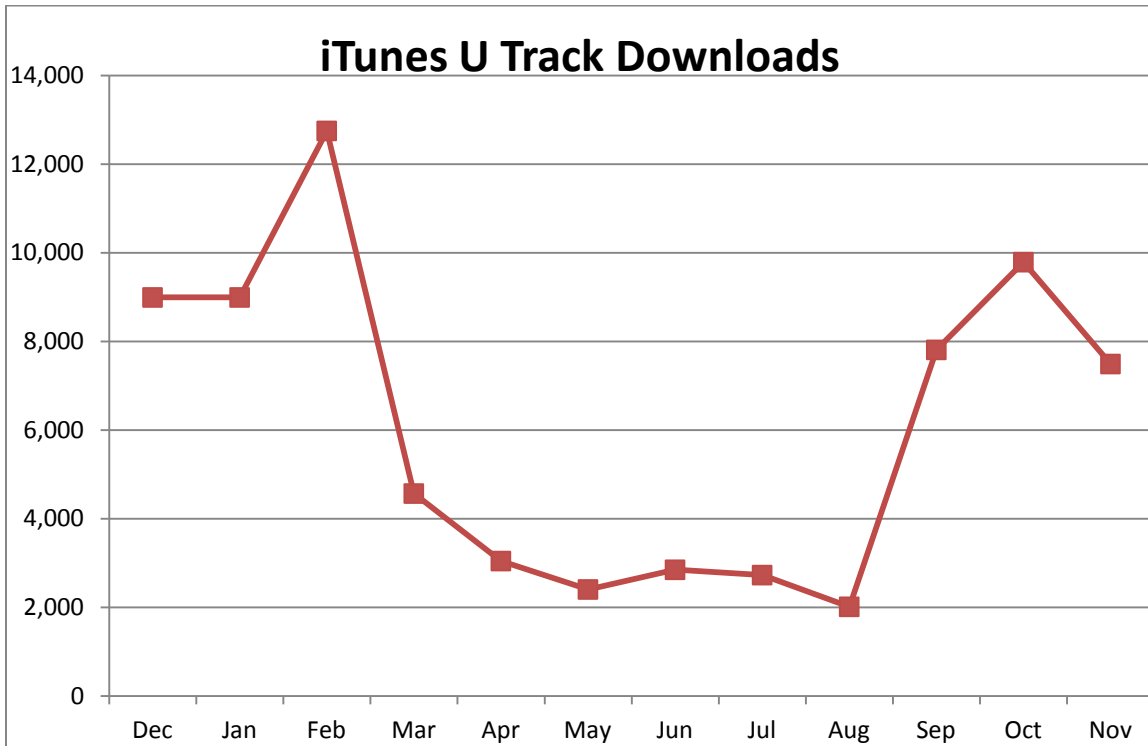
Social Media Tools: Detail View – Twitter

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

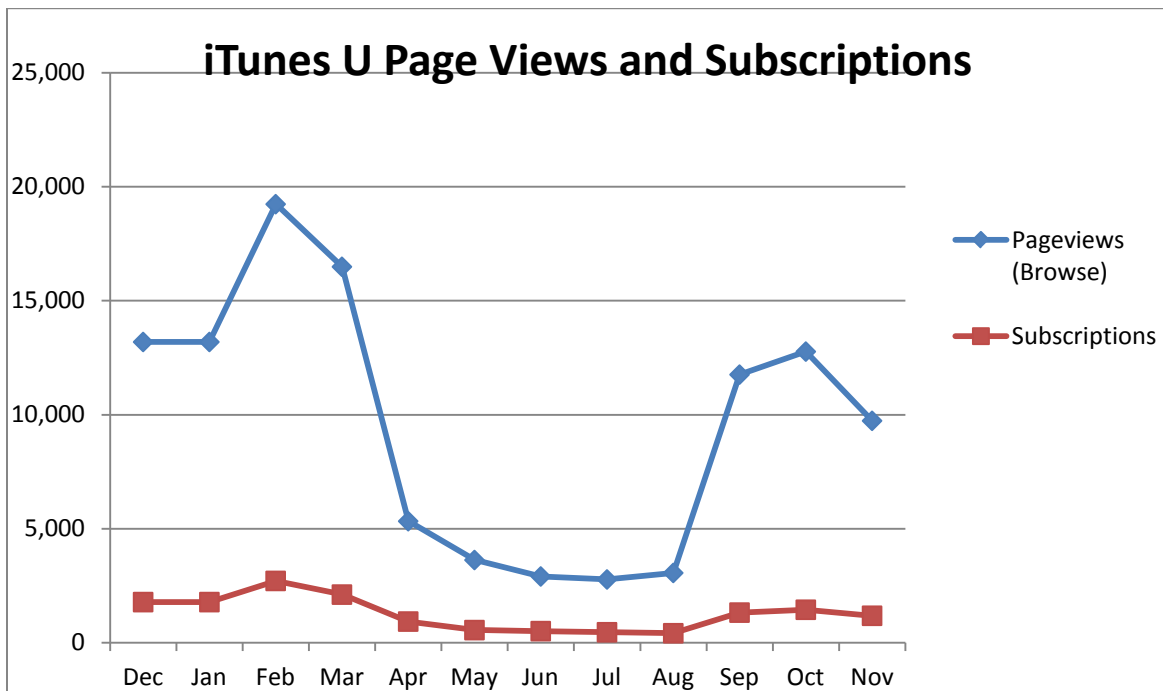


Social Media Tools: Detail View – iTunes U

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

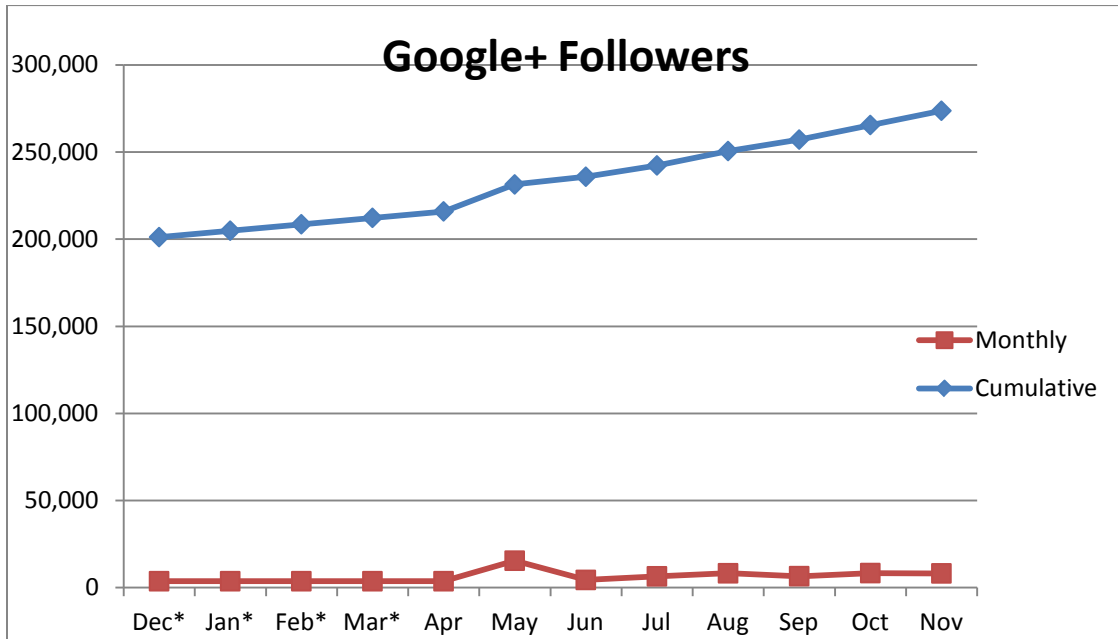


Page Views and Subscriptions on U.S. National Archives iTunes U (Source: Appendix VI)



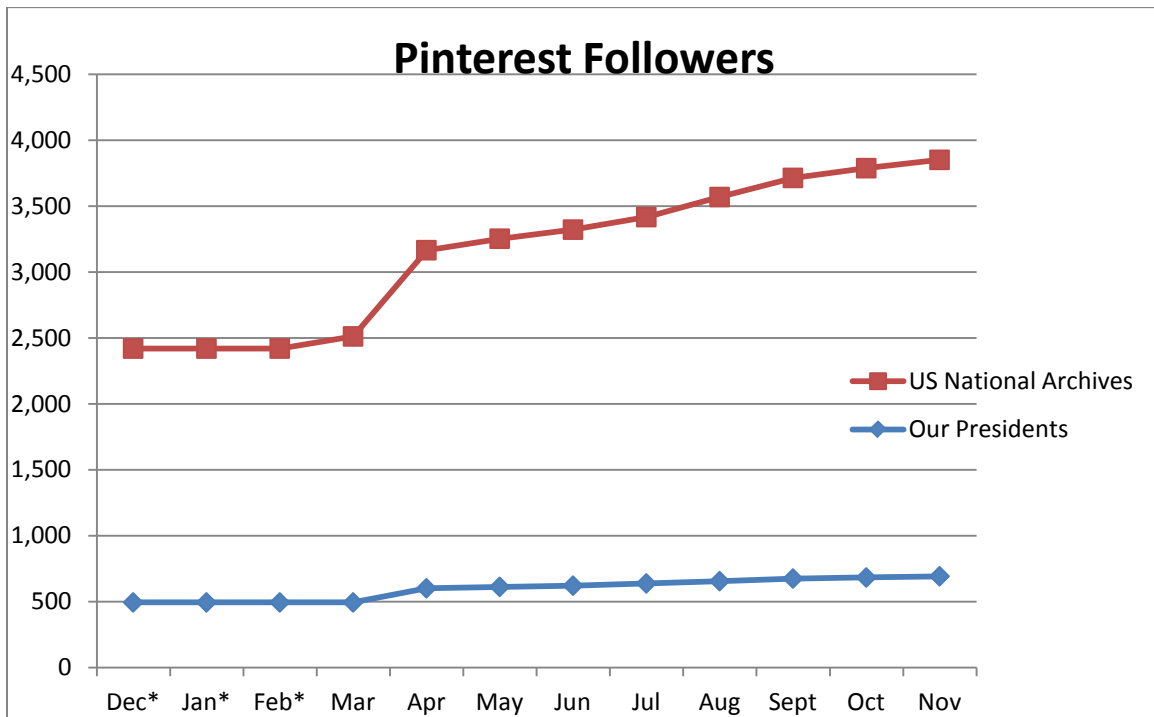
**Social Media Tools: Detail View – Google+**

**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<br>Pageviews<br>Unique visitors (monthly)                             |
|                          | Feedburner       | RSS feed subscribers   |
| <b>Tumblogs</b>          | Google Analytics | Visits<br>Pageviews<br>Unique visitors (monthly)                             |
|                          | Tumblr           | Followers  |
| <b>Facebook</b>          | Facebook         | Impressions<br>Reach   |
| <b>Flickr</b>            | Flickr           | View counts<br>Content uploaded<br>Who calls you a contact?                  |
| <b>Foursquare</b>        | Foursquare       | All-time check-ins at all venues<br>Followers                                |
| <b>Google+</b>           | Google+          | Followers  |
| <b>iTunes</b>            | iTunes           | Track Downloads<br>Page Views<br>Subscriptions                               |
| <b>Our Archives Wiki</b> | Wikispaces       | Views<br>Page edits<br>Editors   |
| <b>Pinterest</b>         | Pinterest        | Followers  |
| <b>YouTube</b>           | YouTube          | Views of videos on this channel<br>Views of top videos<br>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.

|  | Dec           | Jan           | Feb           | March         | Apr           | May           | June          | July          | August        | Sept          | Oct           | Nov           |
|--|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| <b>Acts of Congress</b>                          | 28            | 30            | 36            | 26            | 15            | 38            | 19            | 25            | 20            | 60            | 46            | 23            |
| <b>Annotation (NHPRC)</b>                        |               |               | 2,474         | 1,751         | 1,032         | 602           | 680           | 552           | 928           | 728           | 494           | 420           |
| <b>AOTUS</b>                                     | 2,099         | 1,680         | 1,954         | 2,361         | 3,375         | 2,446         | 1,854         | 2,463         | 2,191         | 1,804         | 2,982         | 1,930         |
| <b>Carter Chronicle</b>                          | 479           | 401           | 307           | 293           | 298           | 282           | 171           | 403           | 170           | 252           | 419           | 444           |
| <b>Education Updates</b>                         | 1,757         | 2,393         | 3,331         | 3,864         | 3,225         | 2,459         | 2,140         | 1,428         | 1,435         | 4,050         | 3,591         | 3,413         |
| <b>FOIA</b>                                      | 667           | 952           | 1,057         | 1,064         | 959           | 1,259         | 1,435         | 982           | 1,138         | 732           | 1,007         | 960           |
| <b>Unwritten Record (formerly Media Matters)</b> | 1,682         | 2,335         | 3,239         | 2,711         | 3,867         | 2,970         | 4,426         | 3,842         | 5,118         | 4,099         | 4,529         | 4,795         |
| <b>NARAtions</b>                                 | 3,237         | 3,930         | 4,565         | 4,263         | 3,988         | 3,979         | 3,754         | 3,510         | 3,518         | 3,419         | 3,608         | 4,433         |
| <b>NDC Blog</b>                                  | 500           | 648           | 595           | 919           | 1,041         | 997           | 699           | 593           | 563           | 781           | 698           | 1,029         |
| <b>Rediscovering Black History</b>               | 429           | 639           | 1,004         | 1,065         | 1,048         | 898           | 822           | 770           | 679           | 1,043         | 1,289         | 1,518         |
| <b>Prologue Blog</b>                             | 7,224         | 8,368         | 13,851        | 11,436        | 11,231        | 11,307        | 7,670         | 7,959         | 8,126         | 12,996        | 23,218        | 19,172        |
| <b>Records Express Blog</b>                      | 1,792         | 1,789         | 1,458         | 2,926         | 2,055         | 1,663         | 1,523         | 1,612         | 2,564         | 3,173         | 1,839         | 1,711         |
| <b>The Text Message</b>                          | 4,625         | 5,747         | 6,972         | 4,811         | 5,034         | 4,801         | 3,243         | 2,896         | 2,570         | 3,457         | 4,102         | 4,654         |
| <b>Transforming Classification (PIDB)</b>        | 921           | 562           | 323           | 313           | 211           | 322           | 315           | 358           | 478           | 306           | 376           | 258           |
| <b>MONTHLY TOTAL</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> | <b>44,760</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.

|  | Dec           | Jan           | Feb           | March         | Apr           | May           | June          | July          | August        | Sept          | Oct           | Nov           |
|--|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| <b>Acts of Congress</b>                          | 32            | 34            | 43            | 32            | 17            | 58            | 24            | 32            | 26            | 77            | 65            | 33            |
| <b>Annotation (NHPRC)</b>                        |               |               | 5,513         | 4,205         | 1,953         | 910           | 1,010         | 824           | 1,328         | 1,107         | 699           | 652           |
| <b>AOTUS</b>                                     | 3,581         | 2,852         | 3,331         | 3,881         | 5,592         | 4,147         | 3,406         | 4,109         | 3,470         | 3,000         | 4,695         | 3,254         |
| <b>Carter Chronicle</b>                          | 746           | 568           | 489           | 546           | 428           | 419           | 268           | 632           | 321           | 365           | 643           | 642           |
| <b>Education Updates</b>                         | 2,643         | 3,556         | 4,747         | 5,405         | 4,893         | 3,542         | 3,172         | 2,314         | 2,224         | 5,699         | 5,785         | 5,153         |
| <b>FOIA</b>                                      | 1,216         | 1,758         | 1,945         | 2,014         | 1,867         | 2,062         | 2,744         | 1,765         | 2,199         | 1,289         | 1,946         | 1,771         |
| <b>Unwritten Record (formerly Media Matters)</b> | 2,808         | 3,756         | 4,890         | 4,476         | 6,079         | 5,006         | 7,174         | 5,329         | 6,900         | 6,625         | 7,713         | 8,303         |
| <b>NARAtions</b>                                 | 6,036         | 7,003         | 7,957         | 7,371         | 7,104         | 6,807         | 6,190         | 5,929         | 6,192         | 5,747         | 6,238         | 8,912         |
| <b>NDC Blog</b>                                  | 803           | 1,240         | 1,129         | 1,616         | 2,019         | 1,527         | 1,151         | 1,111         | 966           | 1,271         | 1,241         | 1,720         |
| <b>Rediscovering Black History</b>               | 678           | 1,162         | 1,533         | 1,700         | 1,904         | 1,497         | 1,340         | 1,368         | 1,229         | 1,846         | 2,277         | 2,816         |
| <b>Prologue Blog</b>                             | 10,964        | 12,759        | 19,663        | 19,107        | 17,701        | 18,080        | 13,081        | 13,159        | 14,029        | 21,475        | 37,463        | 32,273        |
| <b>Records Express Blog</b>                      | 3,004         | 3,000         | 2,253         | 4,701         | 3,804         | 2,831         | 2,842         | 2,756         | 4,441         | 5,318         | 3,748         | 3,196         |
| <b>The Text Message</b>                          | 8,096         | 9,918         | 11,895        | 8,165         | 8,310         | 7,001         | 5,043         | 4,767         | 4,319         | 5,418         | 6,576         | 7,369         |
| <b>Transforming Classification (PIDB)</b>        | 2,274         | 1,378         | 501           | 457           | 312           | 470           | 515           | 546           | 605           | 383           | 488           | 430           |
| <b>MONTHLY TOTAL</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> | <b>76,524</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.

|  | Dec            | Jan            | Feb            | March          | Apr            | May            | June           | July             | Aug              | Sept             | Oct              | Nov              |
|--|----------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|------------------|------------------|------------------|------------------|
| <b>Acts of Congress</b>                          | 560            | 589            | 625            | 661            | 675            | 708            | 726            | 751              | 770              | 828              | 870              | 893              |
| <b>Annotation (NHPRC)</b>                        |                |                | 1,455          | 1,455          | 2,143          | 2,549          | 2,932          | 3,229            | 3,848            | 4,327            | 4,682            | 4,950            |
| <b>AOTUS</b>                                     | 116,98         | 118,19         | 119,64         | 121,28         | 123,85         | 125,68         | 127,01         | 128,67           | 130,173          | 131,591          | 133,863          | 135,359          |
| <b>Carter Chronicle</b>                          | 5,369          | 5,656          | 5,888          | 6,123          | 6,362          | 6,577          | 6,708          | 6,989            | 7,122            | 7,318            | 7,667            | 8,014            |
| <b>Education Updates</b>                         | 13,833         | 15,722         | 18,546         | 21,984         | 24,762         | 26,786         | 28,424         | 29,534           | 30,678           | 34,062           | 37,035           | 39,935           |
| <b>FOIA</b>                                      | 20,813         | 21,488         | 22,231         | 22,959         | 23,648         | 24,522         | 25,481         | 26,179           | 27,021           | 27,604           | 28,302           | 29,035           |
| <b>Unwritten Record (formerly Media Matters)</b> | 8,870          | 10,420         | 12,986         | 14,928         | 17,966         | 20,126         | 23,408         | 26,567           | 30,947           | 34,091           | 37,557           | 41,519           |
| <b>NARAtions</b>                                 | 157,12         | 160,59         | 164,44         | 168,18         | 171,64         | 175,02         | 178,18         | 181,14           | 184,256          | 187,290          | 190,394          | 194,272          |
| <b>NDC Blog</b>                                  | 85,888         | 86,393         | 86,846         | 87,516         | 88,334         | 89,193         | 89,725         | 90,201           | 90,689           | 91,305           | 91,891           | 92,702           |
| <b>Rediscovering Black History</b>               | 2,501          | 2,918          | 3,645          | 4,466          | 5,259          | 5,976          | 6,590          | 7,164            | 7,652            | 8,461            | 9,469            | 10,638           |
| <b>Prologue Blog</b>                             | 274,53         | 281,79         | 293,79         | 303,88         | 313,94         | 323,87         | 330,38         | 337,02           | 343,721          | 355,148          | 375,666          | 392,459          |
| <b>Records Express Blog</b>                      | 38,863         | 40,046         | 41,015         | 42,922         | 44,335         | 45,511         | 46,565         | 47,644           | 49,289           | 51,223           | 52,439           | 53,649           |
| <b>The Text Message</b>                          | 82,530         | 87,217         | 92,956         | 96,866         | 100,99         | 105,06         | 107,77         | 110,05           | 112,151          | 114,998          | 118,263          | 122,172          |
| <b>Transforming Classification</b>               | 7,340          | 7,648          | 7,843          | 8,058          | 8,226          | 8,420          | 8,596          | 8,797            | 9,121            | 9,333            | 9,577            | 9,769            |
| <b>MONTHLY TOTAL</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> | <b>1,136,939</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.

|  | Dec           | Jan           | Feb           | March         | Apr           | May           | June          | July          | August        | Sept          | Oct           | Nov           |
|--|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| <b>Acts of Congress</b>                          | 26            | 29            | 36            | 36            | 14            | 33            | 18            | 25            | 19            | 58            | 42            | 23            |
| <b>Annotation (NHPRC)</b>                        |               |               | 1,455         | 1,148         | 688           | 406           | 383           | 297           | 619           | 479           | 355           | 268           |
| <b>AOTUS</b>                                     | 1,436         | 1,209         | 1,450         | 1,645         | 2,565         | 1,829         | 1,332         | 1,659         | 1,500         | 1,418         | 2,272         | 1,496         |
| <b>Carter Chronicle</b>                          | 382           | 287           | 232           | 235           | 239           | 215           | 131           | 281           | 133           | 196           | 349           | 347           |
| <b>Education Updates</b>                         | 1396          | 1889          | 2824          | 3438          | 2,778         | 2024          | 1638          | 1110          | 1,144         | 3,384         | 2,973         | 2,900         |
| <b>FOIA</b>                                      | 458           | 675           | 743           | 728           | 689           | 874           | 959           | 698           | 842           | 583           | 698           | 733           |
| <b>Unwritten Record (formerly Media Matters)</b> | 1122          | 1550          | 2566          | 1942          | 3038          | 2160          | 3282          | 3159          | 4,380         | 3,144         | 3,466         | 3,962         |
| <b>NARAtions</b>                                 | 2,887         | 3,478         | 3,843         | 3,739         | 3,460         | 3,386         | 3,158         | 2,961         | 3,111         | 3,034         | 3,104         | 3,878         |
| <b>NDC Blog</b>                                  | 426           | 505           | 453           | 670           | 818           | 859           | 532           | 476           | 488           | 616           | 586           | 811           |
| <b>Rediscovering Black History</b>               | 285           | 417           | 727           | 821           | 793           | 717           | 614           | 574           | 488           | 809           | 1,008         | 1,169         |
| <b>Prologue Blog</b>                             | 6,209         | 7,269         | 11,993        | 10,094        | 10,062        | 9,931         | 6,505         | 6,645         | 6,692         | 11,427        | 20,518        | 16,793        |
| <b>Records Express Blog</b>                      | 1,038         | 1,183         | 969           | 1,907         | 1,413         | 1,176         | 1,054         | 1,079         | 1,645         | 1,934         | 1,216         | 1,210         |
| <b>The Text Message</b>                          | 3,603         | 4,687         | 5,739         | 3,910         | 4,127         | 4,075         | 2,704         | 2,284         | 2,095         | 2,847         | 3,265         | 3,909         |
| <b>Transforming Classification (PIDB)</b>        | 499           | 308           | 195           | 215           | 168           | 194           | 176           | 201           | 324           | 212           | 244           | 192           |
| <b>MONTHLY TOTAL</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> | <b>37,691</b> |

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

|   | Dec*         | Jan*         | Feb          | March        | Apr          | May          | June         | July         | August       | Sept         | Oct          | Nov          |
|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| <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           | 17           |
| <b>AOTUS Blog</b>                         | 1,120        | 1,120        | 1,100        | 1,129        | 1,194        | 1,088        | 1,070        | 1,052        | 1,038        | 1,035        | 287          | 256          |
| <b>AOTUS Tumblr</b>                       |              |              |              | 12           | 11           | 9            | 11           | 9            | 2            | 11           | 2            | 4            |
| <b>Carter Chronicle</b>                   | 1,028        | 1,028        | 1,108        | 1,159        | 1,114        | 991          | 909          | 729          | 640          | 698          | 735          | 787          |
| <b>Education Updates</b>                  | 61           | 61           | 65           | 64           | 76           | 72           | 67           | 50           | 63           | 58           | 67           | 49           |
| <b>FOIA Ombudsman</b>                     | 71           | 71           | 84           | 83           | 83           | 82           | 94           | 91           | 73           | 99           | 67           | 44           |
| <b>Media Matters</b>                      | 0            | 0            | 79           | 92           | 61           | 93           | 56           | 81           | 84           | 64           | 57           | 53           |
| <b>NARAtions</b>                          | 1,142        | 1,142        | 1,131        | 1,137        | 1,124        | 1,123        | 1,238        | 1,095        | 268          | 1,095        | 1,072        | 223          |
| <b>NDC Blog</b>                           | 83           | 83           | 205          | 263          | 242          | 233          | 171          | 222          | 154          | 153          | 267          | 178          |
| <b>Prologue</b>                           | 592          | 592          | 552          | 554          | 550          | 554          | 628          | 543          | 392          | 309          | 595          | 331          |
| <b>Records Express</b>                    | 67           | 67           | 304          | 302          | 328          | 362          | 206          | 317          | 324          | 332          | 181          | 163          |
| <b>Rediscovering Black History</b>        | 16           | 16           | 17           | 16           | 14           | 22           | 20           | 17           | 18           | 18           | 15           | 22           |
| <b>Text Message</b>                       | 225          | 225          | 214          | 208          | 206          | 197          | 143          | 185          | 93           | 128          | 101          | 100          |
| <b>Today's Document Tumblr</b>            |              |              |              | 88           | 99           | 112          | 83           | 82           | 108          | 106          | 68           | 51           |
| <b>Transforming Classification (PIDB)</b> | 1,485        | 1,485        | 1,179        | 1,456        | 1,206        | 1,271        | 845          | 674          | 651          | 739          | 761          | 715          |
| <b>MONTHLY TOTAL</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> | <b>2,993</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.)

|                              | Dec              | Jan              | Feb              | March            | Apr              | May              | June              | July              | Aug               | Sept              | Oct               | Nov               |
|------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| <b>Monthly Total (A+P+R)</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>15,807,202</b> |
| <b>Agency-Wide Total</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>  | <b>2,797,763</b>  |
| US National Archives         | 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         | 2,477,553         |
| Afro-American HS             | 1,350            | 1,350            | 2,568            | 902              | 1,348            | 990              | 1,703             | 825               | 1,699             | 1,028             | 2,105             | 6,546             |
| Assembly                     | 82               | 82               | 337              | 67               | 179              | 161              | 1,359             | 1,025             | 640               | 1,184             | 659               | 950               |
| Archival Recovery            | 32,821           | 32,821           | 4,373            | 4,104            | 3,874            | 1,189            | 7,305             | 10,218            | 16,415            | 15,822            | 13,733            | 16,885            |
| Constitution                 | 5,455            | 5,455            | 5,455            | 37,549           | 44,692           | 26,717           |                   | 36,361            | 9,851             | 78,758            | 31,852            | 13,432            |
| Federal Register             | 11,251           | 11,251           | 7,421            | 3,214            | 1,927            | 5,082            | 4,062             | 23,613            | 6,131             | 4,383             | 3,131             | 1,943             |
| Federal Records Centers      | 1,760            | 1,760            | 2,826            | 949              | 643              | 615              | 456               | 480               | 519               | 387               | 964               | 638               |
| Applied Research             | 2,234            | 2,234            | 1,933            | 3,107            | 1,623            | 1,828            | 5,019             | 1,686             | 4,747             | 11,471            | 10,361            | 12,835            |
| NHPRC                        | 43,822           | 43,822           | 24,229           | 30,815           | 25,069           | 36,747           | 72,864            | 71,478            | 107,340           | 245,306           | 90,605            | 97,254            |
| Noon Lectures                | 2,031            | 2,031            | 2,752            | 2,103            | 2,108            | 3,297            | 2,312             | 17,662            | 881               | 8,801             | 13,602            | 1,044             |
| Preservation                 | 11,057           | 11,057           | 6,993            | 6,668            | 10,823           | 8,664            | 32,505            | 56,310            | 36,498            | 133,129           | 80,089            | 29,008            |
| Research                     | 5,686            | 5,686            | 7,392            | 8,031            | 9,073            | 7,955            | 234,963           | 12,207            | 23,546            | 19,830            | 31,602            | 6,512             |
| Today's Document             | 232,877          | 232,877          | 13,590           | 10,621           | 11,399           | 12,435           | 45,751            | 59,548            | 42,954            | 55,786            | 47,100            | 45,188            |
| Students and Interns         | 2,948            | 2,948            | 9,351            | 7,309            | 9,680            | 15,206           | 24,331            | 49,145            | 18,009            | 16,185            | 19,576            | 8,059             |
| Electoral College            | 285              | 285              | 1,756            | 2,144            | 2,610            | 2,020            | 1,438             | 3,984             | 1,380             | 1,210             | 975               | 1,907             |
| Education                    | 6,409            | 6,409            | 8,191            | 8,464            | 9,720            | 52,478           | 33,214            | 36,339            | 25,283            | 108,728           | 88,851            | 78,009            |
|                              |                  |                  |                  |                  |                  |                  |                   |                   |                   |                   |                   |                   |
| <b>Presidential Total</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>  | <b>12,619,803</b> |
| Bush                         | 188,441          | 188,441          | 361,678          | 302,175          | 1,453,205        | 340,486          | 2,916,574         | 838,337           | 797,565           | 758,563           | 730,963           | 825,844           |
| GWB                          | 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         | 9,582,567         |
| Carter                       | 90,092           | 90,092           | 85,751           | 135,976          | 167,616          | 132,945          | 185,032           | 243,618           | 174,397           | 275,292           | 276,627           | 169,731           |
| Clinton                      | 35,736           | 35,736           | 44,319           | 81,354           | 63,201           | 916,498          | 56,440            | 349,859           | 251,657           | 193,070           | 387,390           | 740,723           |
| Eisenhower                   | 73,100           | 73,100           | 79,763           | 86,000           | 153,747          | 110,378          | 446,490           | 388,341           | 544,862           | 101,484           | 1,698,940         | 124,717           |
| Ford Library                 | 13,053           | 13,053           | 18,345           | 15,915           | 16,203           | 35,962           | 18,606            | 31,971            | 32,808            | 31,688            | 38,159            | 18,850            |
| Ford Museum                  | 40,368           | 40,368           | 37,829           | 45,521           | 114,452          | 170,764          | 155,765           | 171,758           | 183,153           | 531,407           | 210,549           | 99,694            |
| Hoover                       | 27,455           | 27,455           | 26,559           | 43,595           | 44,527           | 56,451           | 66,622            | 71,515            | 56,261            | 71,451            | 68,239            | 22,939            |

|                       |                |                |                |                |                |                |                |                |                |                |                |                |
|-----------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Johnson               | 151,609        | 151,609        | 202,922        | 195,848        | 1,206,772      | 277,143        | 199,188        | 236,474        | 355,942        | 600,632        | 273,464        | 244,454        |
| Nixon                 | 367,097        | 367,097        | 456,494        | 326,813        | 447,636        | 517,021        | 351,636        | 352,150        | 660,521        | 446,888        | 466,862        | 445,052        |
| Reagan                | 18,163         | 18,163         | 16,012         | 9,752          | 12,336         | 40,457         | 20,237         | 20,434         | 13,799         | 24,873         | 38,855         | 19,561         |
| Roosevelt             | 97,966         | 97,966         | 150,704        | 142,031        | 102,137        | 87,660         | 497,445        | 171,428        | 399,200        | 695,673        | 238,842        | 134,219        |
| Truman                | 77,693         | 77,693         | 111,148        | 114,582        | 141,353        | 334,013        | 237,311        | 320,051        | 514,047        | 245,303        | 281,502        | 191,452        |
|                       |                |                |                |                |                |                |                |                |                |                |                |                |
| <b>Regional Total</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> | <b>389,636</b> |
| Anchorage (retired)   | 1,487          | 1,487          | 213            | 2,274          | 1,381          | 4,634          | 2,204          | 908            |                |                |                |                |
| Atlanta               | 8,194          | 8,194          | 23,590         | 7,515          | 8,595          | 15,288         | 18,607         | 30,953         | 14,038         | 122,007        | 38,021         | 14,998         |
| Boston                | 59,810         | 59,810         | 20,321         | 35,801         | 26,280         | 46,049         | 77,181         | 122,201        | 55,349         | 513,701        | 126,896        | 253,845        |
| Chicago               | 6,281          | 6,281          | 8,114          | 12,912         | 26,280         | 29,810         | 17,531         | 15,379         | 23,434         | 23,704         | 25,258         | 21,702         |
| Denver                | 8,382          | 8,382          | 22,742         | 6,476          | 15,988         | 34,990         | 12,700         | 10,064         | 10,898         | 15,714         | 58,750         | 13,970         |
| Fort Worth            | 12,786         | 12,786         | 12,471         | 12,880         | 12,778         | 10,982         | 31,838         | 21,330         | 11,873         | 47,166         | 18,961         | 10,619         |
| Kansas City           | 45,165         | 45,165         | 38,588         | 24,417         | 23,662         | 27,787         | 46,663         | 28,840         | 28,304         | 31,067         | 23,350         | 30,833         |
| New York              | 12,230         | 12,230         | 24,345         | 6,345          | 10,678         | 14,310         | 17,592         | 76,965         | 14,008         | 21,880         | 17,759         | 19,871         |
| Philadelphia          | 9,212          | 9,212          | 55,090         | 11,166         | 17,177         | 16,877         | 7,129          | 11,526         | 12,169         | 12,778         | 10,681         | 9,986          |
| Riverside             | 2,988          | 2,988          | 5,095          | 12,682         | 1,786          | 2,594          | 9,376          | 3,525          | 5,564          | 5,666          | 3,938          | 907            |
| Seattle               | 4,621          | 4,621          | 22,863         | 5,932          | 4,196          | 3,238          | 5,175          | 4,671          | 2,466          | 2,230          | 4,405          | 2,798          |
| St. Louis             | 8,810          | 8,810          | 17,253         | 12,051         | 8,886          | 14,329         | 15,387         | 16,657         | 14,865         | 49,150         | 13,926         | 10,107         |

## 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.)

|                              | Dec            | Jan            | Feb              | March            | Apr              | May              | June             | July             | Aug              | Sept             | Oct              | Nov              |
|------------------------------|----------------|----------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| <b>Monthly Total (A+P+R)</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>4,978,192</b> |
| <b>Agency-Wide Total</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>   | <b>792,580</b>   |
| US National Archives         | 276,718        | 276,718        | 1,417,961        | 716,037          | 432,782          | 597,432          | 1,728,850        | 539,177          | 832,923          | 737,676          | 490,014          | 696,888          |
| Afro-American HS             | 207            | 207            | 418              | 184              | 201              | 148              | 574              | 296              | 714              | 379              | 921              | 3,304            |
| Assembly                     | 11             | 11             | 28               | 7                | 34               | 11               | 673              | 494              | 282              | 565              | 303              | 430              |
| Archival Recovery            | 13,396         | 13,396         | 1,246            | 711              | 1,028            | 317              | 1,568            | 2,135            | 3,776            | 2,696            | 2,566            | 2,971            |
| Constitution                 | 14,014         | 14,014         | 14,014           | 15,949           | 16,490           | 10,425           | 8,323            | 13,734           | 4,469            | 38,350           | 14,385           | 5,222            |
| Federal Register             | 4,355          | 4,355          | 3,104            | 809              | 275              | 1,314            | 1,389            | 9,135            | 1,470            | 1,190            | 882              | 607              |
| Federal Records Centers      | 547            | 547            | 441              | 101              | 36               | 46               | 100              | 143              | 80               | 106              | 349              | 216              |
| Applied Research             | 291            | 291            | 295              | 599              | 169              | 420              | 1,427            | 648              | 1,192            | 3,482            | 2,760            | 3,927            |
| NHPRC                        | 12,292         | 12,292         | 4,573            | 5,969            | 3,682            | 6,605            | 17,812           | 15,716           | 34,326           | 107,613          | 20,424           | 26,329           |
| Noon Lectures                | 286            | 286            | 343              | 316              | 231              | 689              | 353              | 9,660            | 157              | 3,589            | 6,826            | 192              |
| Preservation                 | 3,601          | 3,601          | 2,376            | 1,797            | 3,128            | 2,119            | 12,707           | 21,185           | 13,089           | 52,761           | 27,634           | 11,470           |
| Research                     | 1,585          | 1,585          | 1,758            | 1,822            | 2,134            | 1,568            | 6,690            | 5,768            | 10,071           | 6,430            | 9,474            | 2,239            |
| Today's Document             | 138,263        | 138,263        | 2,080            | 1,491            | 1,681            | 1,338            | 5,876            | 10,511           | 5,306            | 5,816            | 5,669            | 5,280            |
| Students and Interns         | 747            | 747            | 1,725            | 1,444            | 1,183            | 1,681            | 3,168            | 10,180           | 4,460            | 3,140            | 3,853            | 2,463            |
| Electoral College            | 56             | 56             | 564              | 708              | 944              | 624              | 544              | 1,966            | 702              | 412              | 299              | 670              |
| Education                    | 1,286          | 1,286          | 1,216            | 1,327            | 1,854            | 19,653           | 7,654            | 9,566            | 6,117            | 40,539           | 32,874           | 30,372           |
| <b>Presidential Total</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> | <b>4,067,462</b> |
| Bush                         | 59,642         | 59,642         | 162,904          | 107,784          | 727,050          | 120,169          | 629,981          | 300,574          | 233,948          | 274,289          | 244,931          | 270,293          |
| GWB                          | 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        | 2,978,287        |
| Carter                       | 28,634         | 28,634         | 26,698           | 49,516           | 55,804           | 43,886           | 59,753           | 82,892           | 56,564           | 90,769           | 97,679           | 49,490           |
| Clinton                      | 10,123         | 10,123         | 13,900           | 32,512           | 23,589           | 447,526          | 20,622           | 143,993          | 100,713          | 75,236           | 154,736          | 285,975          |
| Eisenhower                   | 24,005         | 24,005         | 24,648           | 21,982           | 9,400            | 34,322           | 1,544,473        | 216,690          | 227,593          | 39,787           | 870,134          | 49,336           |
| Ford Library                 | 3,063          | 3,063          | 4,591            | 4,727            | 4,193            | 14,865           | 4,980            | 13,499           | 10,048           | 10,535           | 15,176           | 8,039            |
| Ford Museum                  | 6,571          | 15,291         | 14,092           | 19,803           | 42,509           | 68,072           | 60,168           | 72,133           | 70,797           | 204,238          | 85,479           | 38,316           |
| Hoover                       | 9,947          | 9,947          | 8,783            | 16,297           | 15,731           | 20,660           | 22,244           | 26,292           | 22,481           | 22,668           | 20,944           | 7,932            |



|                       |               |               |               |               |               |               |               |                |               |                |                |                |
|-----------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|---------------|----------------|----------------|----------------|
| Johnson               | 60,908        | 60,908        | 75,791        | 83,679        | 503,108       | 121,264       | 82,748        | 95,596         | 156,019       | 267,488        | 115,629        | 92,890         |
| Nixon                 | 161,550       | 161,550       | 148,585       | 123,936       | 39,478        | 173,445       | 131,666       | 122,194        | 273,489       | 160,007        | 179,447        | 156,034        |
| Reagan                | 5,094         | 5,094         | 6,505         | 3,331         | 2,216         | 8,083         | 6,066         | 6,987          | 5,911         | 9,688          | 18,650         | 6,642          |
| Roosevelt             | 30,356        | 30,356        | 43,085        | 61,556        | 34,793        | 28,506        | 230,544       | 54,644         | 161,829       | 233,218        | 84,791         | 53,156         |
| Truman                | 21,782        | 21,782        | 37,112        | 35,832        | 47,217        | 136,950       | 76,410        | 130,620        | 206,840       | 72,123         | 86,104         | 71,072         |
|                       |               |               |               |               |               |               |               |                |               |                |                |                |
| <b>Regional Total</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> | <b>118,150</b> |
| Anchorage             | 335           | 163           | 42            | 527           | 169           | 1,349         | 684           | 420            |               |                |                |                |
| Atlanta               | 2,804         | 2,804         | 10,195        | 2,954         | 2,829         | 6,278         | 6,142         | 12,122         | 4,901         | 58,642         | 14,627         | 5,283          |
| Boston                | 18,113        | 18,113        | 3,755         | 5,261         | 4,944         | 7,552         | 15,646        | 27,610         | 12,313        | 316,134        | 33,091         | 78,409         |
| Chicago               | 1,209         | 1,209         | 1,899         | 2,080         | 990           | 10,184        | 4,399         | 4,134          | 10,564        | 8,699          | 8,439          | 6,593          |
| Denver                | 964           | 964           | 8,757         | 1,322         | 5,506         | 14,859        | 4,433         | 3,763          | 3,471         | 5,682          | 28,133         | 4,869          |
| Fort Worth            | 1,815         | 1,815         | 1,978         | 1,826         | 1,919         | 2,357         | 9,219         | 3,961          | 2,648         | 14,175         | 5,593          | 2,895          |
| Kansas City           | 16,183        | 16,183        | 11,598        | 6,082         | 4,457         | 4,977         | 17,657        | 8,758          | 8,874         | 12,357         | 5,323          | 8,793          |
| New York              | 4,184         | 4,184         | 9,075         | 1,646         | 2,702         | 2,868         | 6,399         | 41,658         | 4,805         | 6,309          | 5,331          | 4,460          |
| Philadelphia          | 1,705         | 1,705         | 16,990        | 2,540         | 3,892         | 3,765         | 1,800         | 2,583          | 3,641         | 2,711          | 2,424          | 3,365          |
| Riverside             | 694           | 694           | 1,398         | 4,514         | 352           | 547           | 2,916         | 1,012          | 1,134         | 1,419          | 1,405          | 433            |
| Seattle               | 1,296         | 1,296         | 9,853         | 524           | 1,065         | 502           | 1,216         | 1,734          | 731           | 586            | 1,354          | 1,004          |
| St. Louis             | 1,835         | 1,835         | 4,118         | 3,367         | 2,377         | 3,476         | 5,376         | 6,102          | 3,833         | 20,471         | 3,422          | 2,046          |

## APPENDIX V: Twitter Followers (Cumulative)

\*Estimated

|                 | Dec*           | Jan*           | Feb*           | March          | Apr            | May            | June           | July           | August         | Sept           | Oct            | Nov            |
|-----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| archivespres    | 2,210          | 2,210          | 2,210          | 2,607          | 2,703          | 2,803          | 2,901          | 2,980          | 3,075          | 3,175          | 3,262          | 3,425          |
| dferriero       | 2,559          | 2,559          | 2,559          | 2,699          | 2,787          | 2,823          | 2,853          | 2,913          | 2,956          | 3,071          | 3,145          | 3,162          |
| Discovercivwar  | 5,602          | 5,602          | 5,602          | 5,818          | 5,889          | 5,927          | 5,952          | 6,000          | 6,032          | 6,057          | 6,094          | 6,121          |
| DocsTeach       | 3,366          | 3,366          | 3,366          | 4,157          | 4,335          | 4,515          | 4,698          | 4,895          | 5,125          | 5,315          | 5,519          | 5,713          |
| ElectoralCollge | 2,279          | 2,279          | 2,279          | 2,273          | 2,281          | 2,275          | 2,276          | 2,278          | 2,273          | 2,266          | 2,270          | 2,279          |
| FedRegister     | 5,888          | 5,888          | 5,888          | 6,365          | 6,468          | 6,592          | 6,705          | 6,839          | 7,024          | 7,125          | 7,267          | 7,396          |
| NARAMediaLabs   | 89             | 89             | 89             | 270            | 316            | 357            | 400            | 445            | 482            | 519            | 558            | 629            |
| NARA_RecMgmt    | 4,029          | 4,029          | 4,029          | 4,481          | 4,580          | 4,672          | 4,751          | 4,834          | 4,924          | 5,009          | 5,086          | 5,140          |
| TodaysDocument  | 9,397          | 9,397          | 9,397          | 12,100         | 12,700         | 13,229         | 13,900         | 14,918         | 15,723         | 16,398         | 17,165         | 17,803         |
| USNatArchives   | 29,313         | 29,313         | 29,313         | 36,100         | 37,600         | 39,173         | 41,495         | 43,603         | 45,878         | 47,921         | 50,099         | 52,272         |
| bushlibrary     | 10,712         | 10,712         | 10,712         | 13,600         | 14,100         | 14,572         | 15,200         | 16,017         | 16,773         | 17,410         | 17,975         | 18,726         |
| CarterLibrary   | 7,348          | 7,348          | 7,348          | 8,359          | 8,628          | 8,777          | 8,891          | 9,088          | 9,263          | 9,448          | 9,693          | 9,845          |
| IkeLibrary      | 3,768          | 3,768          | 3,768          | 4,757          | 5,004          | 5,370          | 5,588          | 5,792          | 5,996          | 6,216          | 6,430          | 6,601          |
| FDRLibrary      | 3,363          | 3,363          | 3,363          | 4,205          | 4,448          | 4,710          | 4,904          | 5,115          | 5,310          | 5,615          | 5,843          | 6,017          |
| GWBLibrary      | 6,001          | 6,001          | 6,001          | 7,292          | 7,601          | 7,843          | 8,126          | 8,566          | 8,968          | 9,504          | 9,743          | 10,121         |
| IkeandHarry2012 | 541            | 541            | 541            | 577            | 588            | 591            | 592            | 596            | 605            | 610            | 610            | 615            |
| JFKLibrary      | 37,025         | 37,025         | 37,025         | 25,900         | 26,500         | 26,883         | 27,400         | 27,894         | 28,394         | 28,908         | 29,462         | 30,104         |
| LBJLibrary      | 5,053          | 5,053          | 5,053          | 6,026          | 6,428          | 6,649          | 6,846          | 7,259          | 7,516          | 7,812          | 8,100          | 8,340          |
| OurPresidents   | 5,913          | 5,913          | 5,913          | 7,540          | 7,848          | 8,136          | 8,517          | 8,990          | 9,684          | 10,116         | 10,491         | 10,889         |
| Reagan_Library  | 784            | 784            | 784            | 1,044          | 1,108          | 1,191          | 1,271          | 1,358          | 1,426          | 1,477          | 1,537          | 1,583          |
| TrumanLibrary   |                |                |                |                |                | 1,354          | 1,419          | 1,672          | 1,871          | 2,057          | 2,214          | 2,342          |
| WJCLibrary      | 17,459         | 17,459         | 17,459         | 25,000         | 27,400         | 30,319         | 33,000         | 35,938         | 40,954         | 45,137         | 49,073         | 52,732         |
| atlantaarchives | 770            | 770            | 770            | 884            | 928            | 956            | 996            | 1,045          | 1,097          | 1,157          | 1,194          | 1,233          |
| KCArchives      | 580            | 580            | 580            | 761            | 813            | 857            | 898            | 933            | 979            | 1,026          | 1,080          | 1,131          |
| CongressArchive |                |                |                | 515            | 598            | 653            | 714            | 820            | 902            | 992            | 1,089          | 1,214          |
| NARAFRC         | 332            | 332            | 332            | 364            | 363            | 369            | 371            | 374            | 377            | 380            | 383            | 395            |
| StLouisArchives | 74             | 74             | 74             | 87             | 90             | 93             | 93             | 94             | 94             | 94             | 97             | 103            |
| <b>TOTAL</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> | <b>265,931</b> |

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

\*Estimated

|                        | Dec    | Jan*   | Feb    | March  | Apr   | May   | June  | July  | Aug   | Sept   | Oct    | Nov   |
|------------------------|--------|--------|--------|--------|-------|-------|-------|-------|-------|--------|--------|-------|
| <b>Page Views</b>      | 13,195 | 13,195 | 19,241 | 16,494 | 5,331 | 3,629 | 2,907 | 2,776 | 3,062 | 11,763 | 12,773 | 9,736 |
| <b>Track Downloads</b> | 8,992  | 8,992  | 12,749 | 4,568  | 3,045 | 2,404 | 2,848 | 2,728 | 2,013 | 7,809  | 9,788  | 7,490 |
| <b>Subscriptions</b>   | 1,783  | 1,783  | 2,712  | 2,112  | 929   | 554   | 509   | 459   | 416   | 1,322  | 1,447  | 1,183 |

APPENDIX VII: Google+ Followers

\*Estimated

|                             | Dec*    | Jan*    | Feb*    | March*  | Apr     | May     | June    | July    | Aug     | Sept    | Oct     | Nov     |
|-----------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| <b>Monthly Followers</b>    | 3,690   | 3,690   | 3,690   | 3,690   | 3,692   | 15,467  | 4,422   | 6,492   | 8,252   | 6,582   | 8,358   | 8,181   |
| <b>Cumulative Followers</b> | 201,178 | 204,868 | 208,558 | 212,248 | 215,940 | 231,407 | 235,829 | 242,321 | 250,573 | 257,155 | 265,513 | 273,694 |

APPENDIX VIII: Pinterest Followers (Cumulative)

\*Estimated

|                             | Dec*  | Jan*  | Feb*  | March | Apr   | May   | June  | July  | Aug   | Sept  | Oct   | Nov   |
|-----------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| <b>US National Archives</b> | 2,420 | 2,420 | 2,420 | 2,512 | 3,166 | 3,253 | 3,322 | 3,417 | 3,569 | 3,714 | 3,788 | 3,851 |
| <b>Our Presidents</b>       | 495   | 495   | 495   | 495   | 602   | 613   | 622   | 639   | 656   | 676   | 684   | 693   |

APPENDIX IX: Instagram Followers (Cumulative)

|                             | Dec | Jan | Feb | March | Apr | May | June | July  | Aug   | Sept  | Oct   | Nov   |
|-----------------------------|-----|-----|-----|-------|-----|-----|------|-------|-------|-------|-------|-------|
| <b>US National Archives</b> |     |     |     | 584   | 645 | 764 | 976  | 1,253 | 1,553 | 1,710 | 1,877 | 2,216 |
| <b>Ike Library</b>          |     |     |     | 31    | 44  | 64  | 89   | 102   | 112   | 122   | 135   | 139   |
| <b>Clinton Library</b>      |     |     |     |       |     | 82  | 89   | 136   | 158   | 165   | 216   | 272   |

APPENDIX X: HistoryPin Channel Views(Cumulative)

|                      | Dec | Jan | Feb | March  | Apr    | May    | June   | July   | Aug    | Sept   | Oct    | Nov    |
|----------------------|-----|-----|-----|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| <b>Channel Views</b> |     |     |     | 16,290 | 16,866 | 17,461 | 17,849 | 18,292 | 19,263 | 19,663 | 20,138 | 20,506 |