

**DECEMBER FY2015 OVERVIEW**

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	64,127 Views	31,687 Visitors
Tumblr Blogs	29,705 Views	14,950 Visitors
Facebook	16,304,310 Impressions	5,924,135 Reach
National Archives YouTube Channel	118,202 Views	14,404 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	1,941,493 Views	8,283 Total Contacts
Our Archives Wiki	2,913 Views	403 Total Editors
Twitter (all NARA feeds)	--	277,241 Total Followers
FourSquare	553 New Check-ins	2 New Followers
iTunes U	3,246 Views	434 New Subscribers

**FISCAL YEAR COMPARISON**

Social Media Tool	FY 2015 Views (to date)	FY 2014 Views
Archives.gov Blogs	220,228	641,494
Tumblr Blogs	89,830	501,398
Facebook	43,256,654	88,139,965
National Archives YouTube Channel	353,847	1,127,103
Flickr (USNatArchives & ArchivesNews)	5,825,874	45,024,298
Our Archives Wiki	9,246	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>                      |

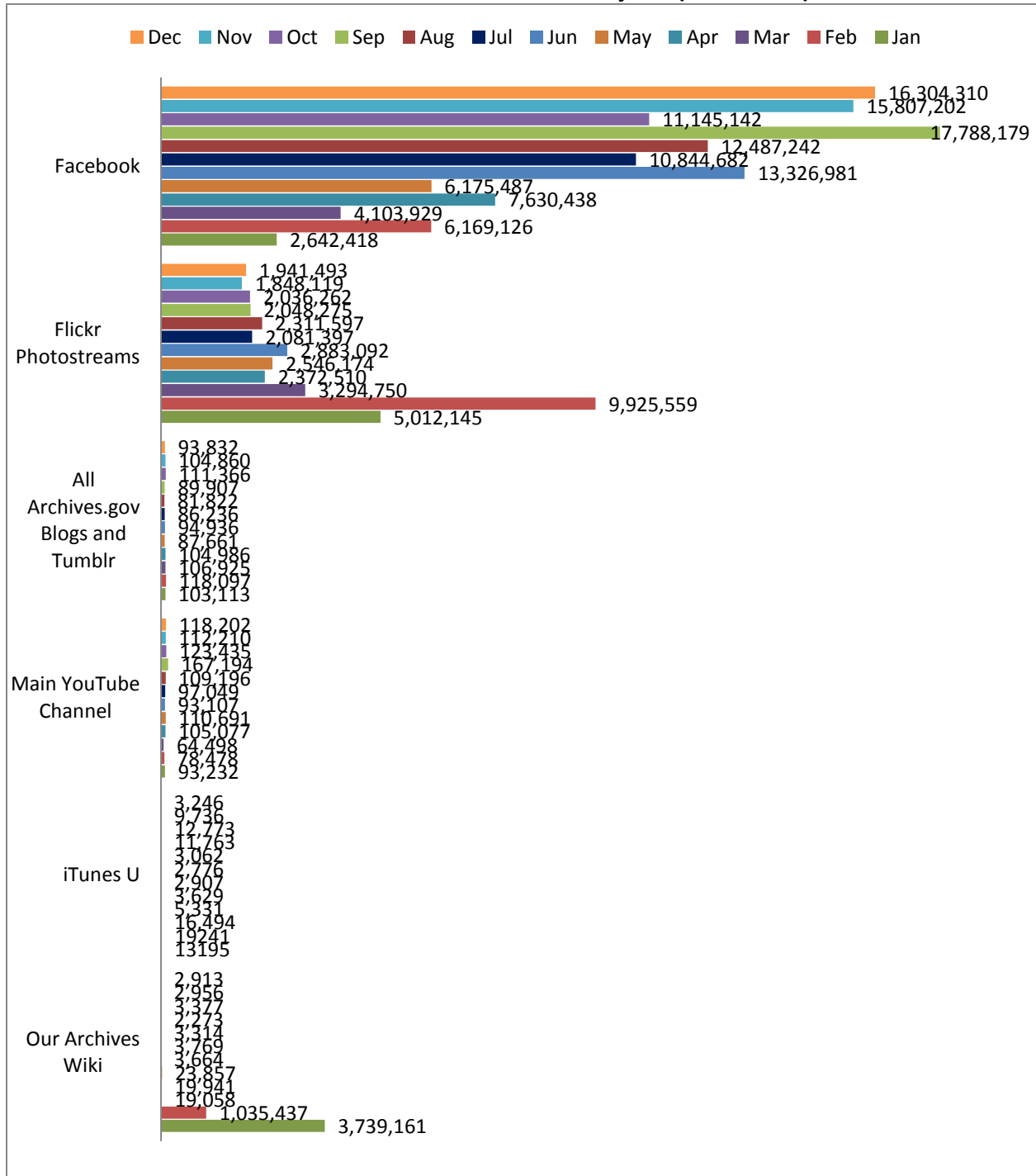
**INTERNAL (NARA@WORK) BLOGS**

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

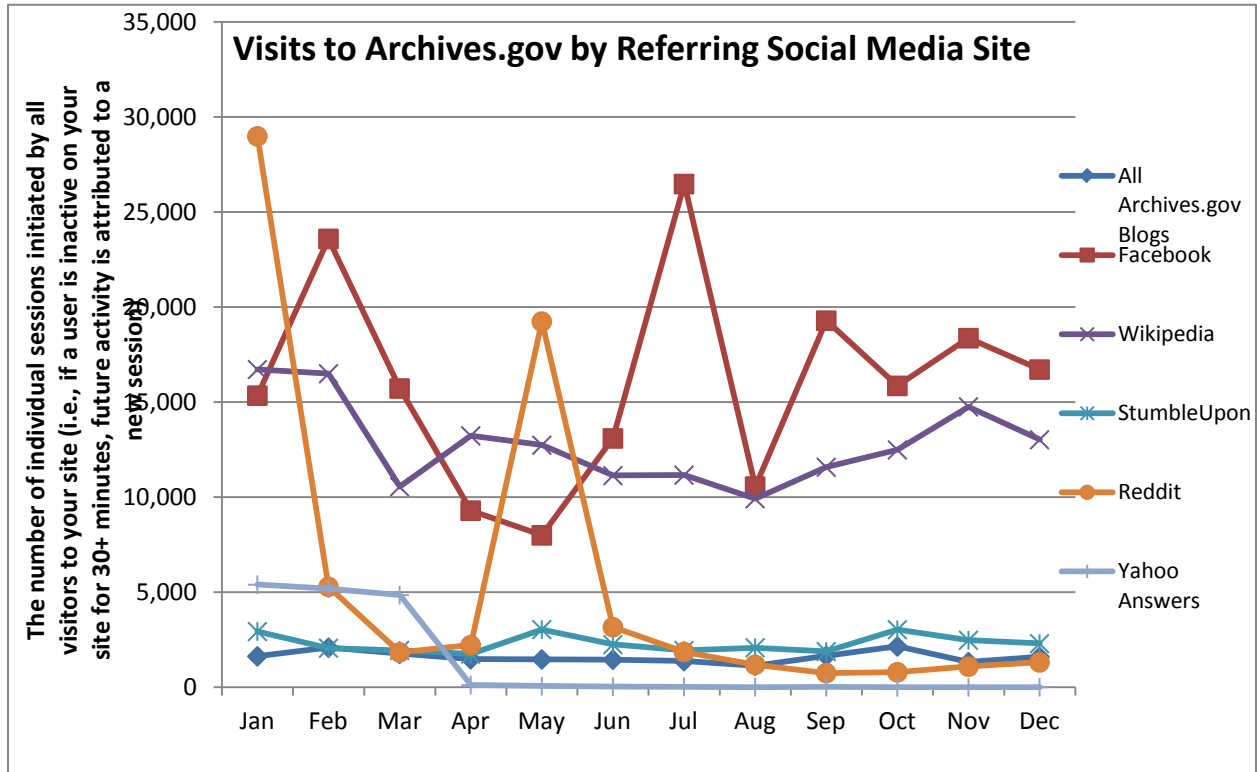
**SOCIAL MEDIA TOOLBOX (Tools currently in use)**

- |                     |              |                             |
|---------------------|--------------|-----------------------------|
| • 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)**

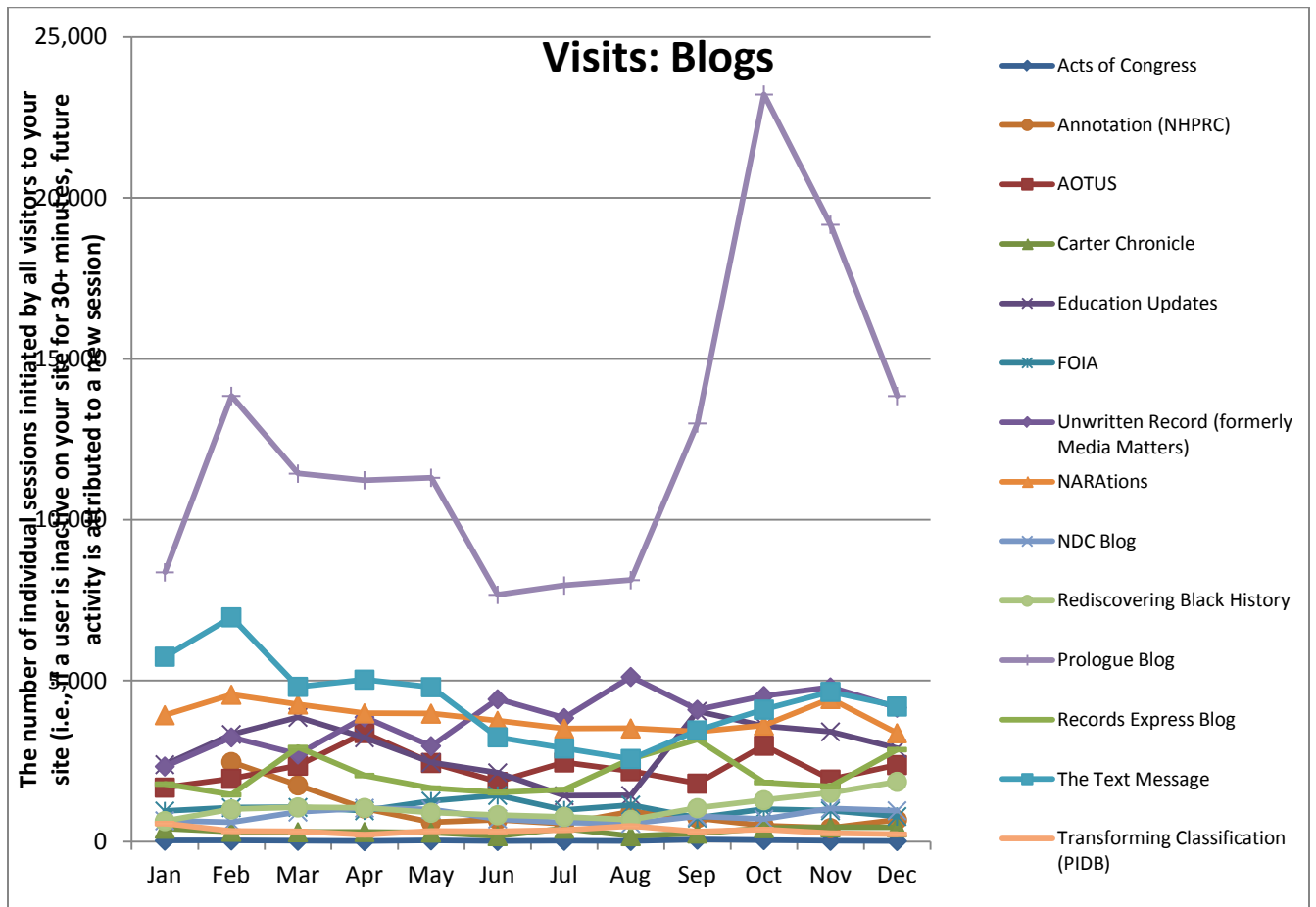


**New External Social Media Projects: December Projects**

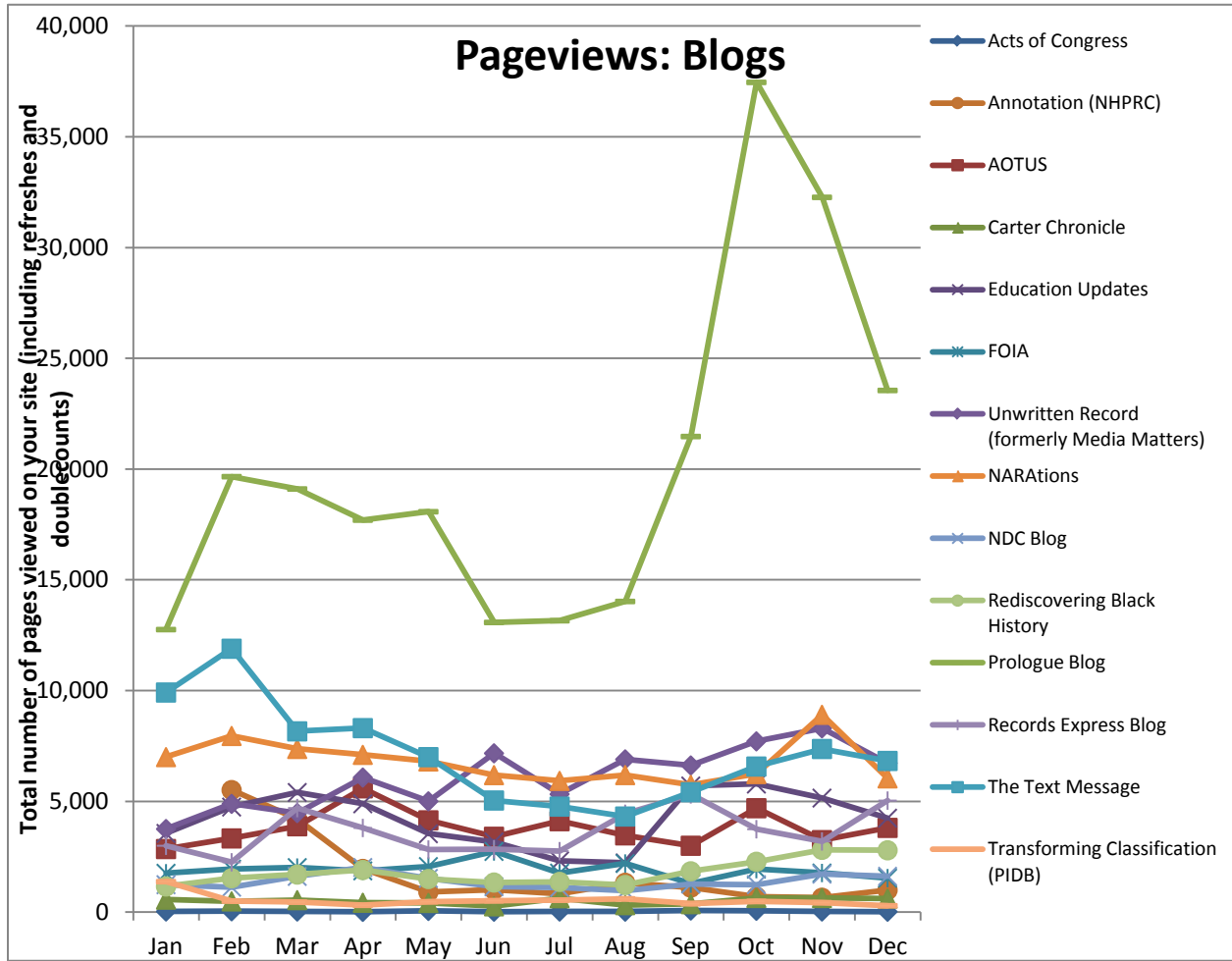
	Dipity	Facebook	Flickr	Twitter	Eventbrite	Tumblr	Blog	YouTube	Instagram
January									
February									
March									1
April									
May				1					1
June									
July									
August									
September					1				
October				1					
November									
December									

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

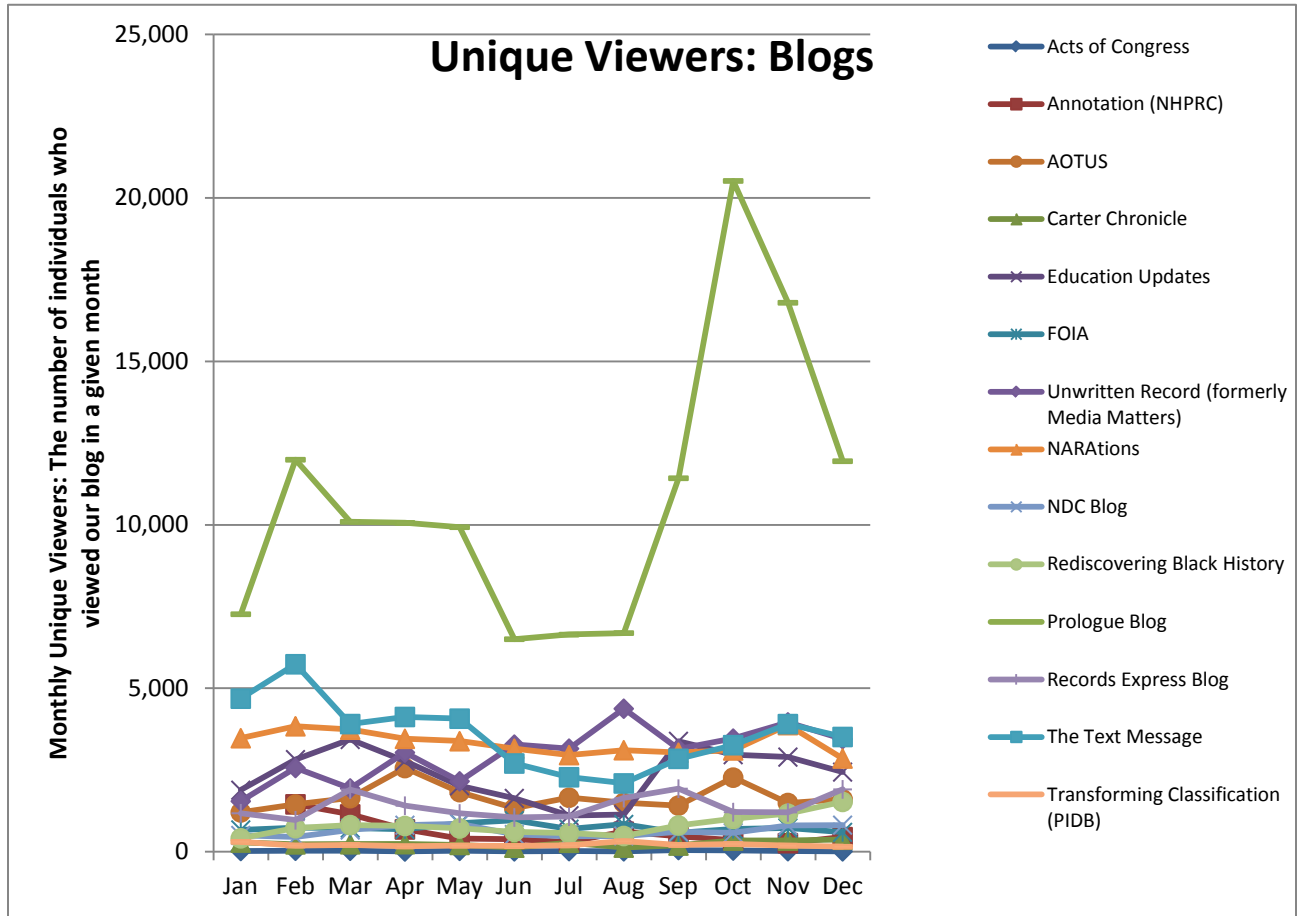
Blog Visits (Source: Appendix II.A)



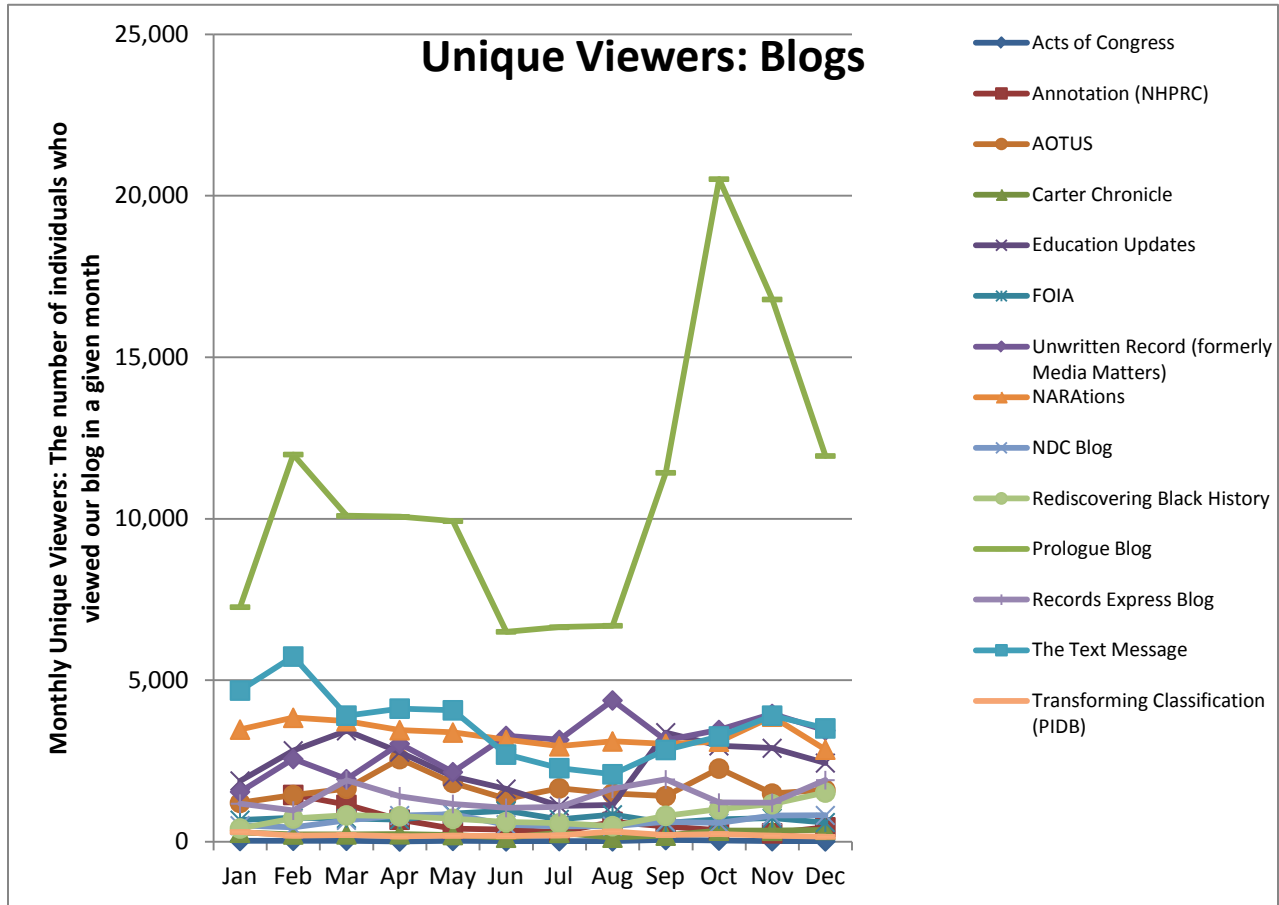
**Blog Pageviews (Source: Appendix II.B)**



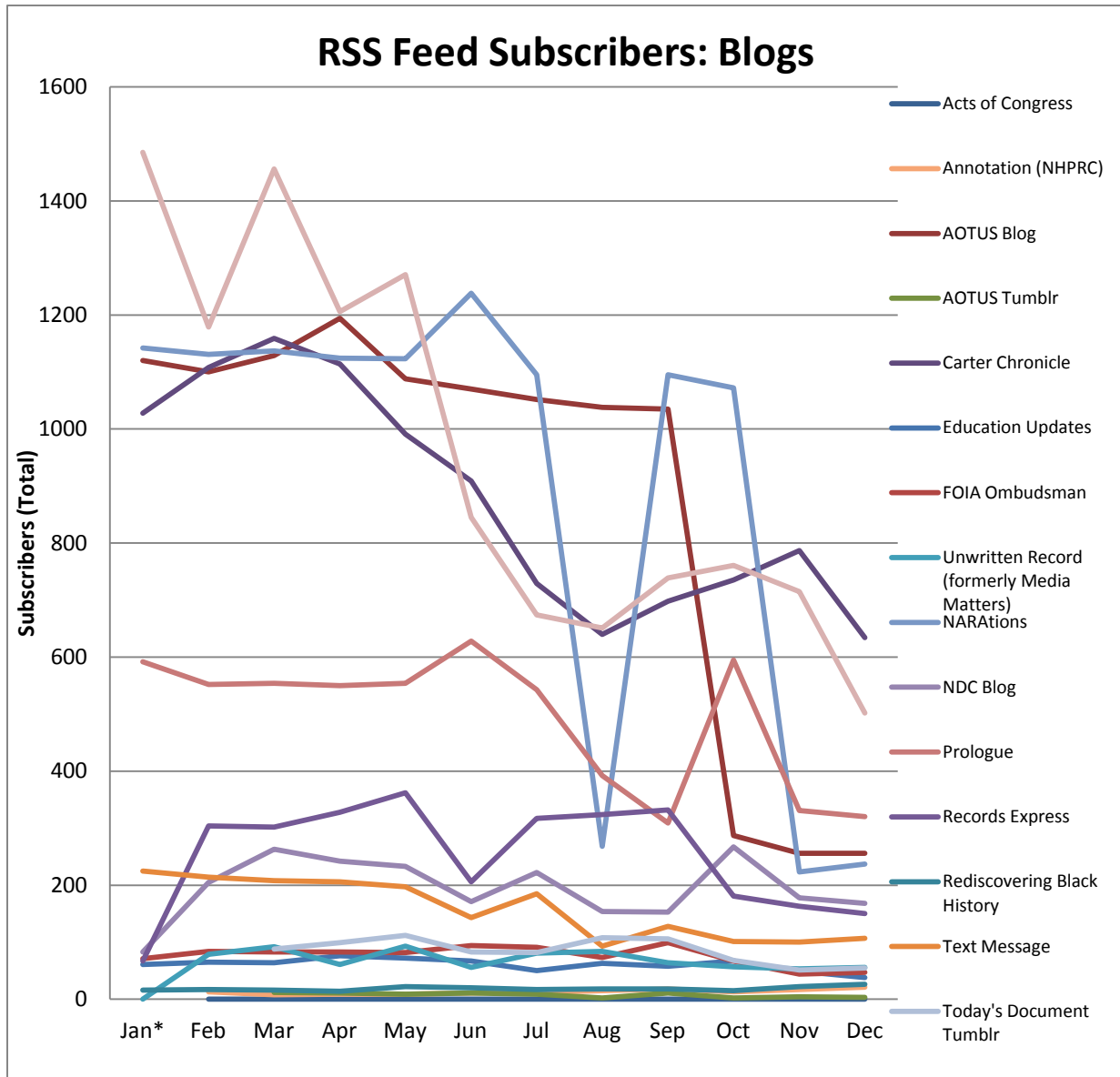
**Blog Cumulative Unique Viewers (Source: Appendix II.C)**



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



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

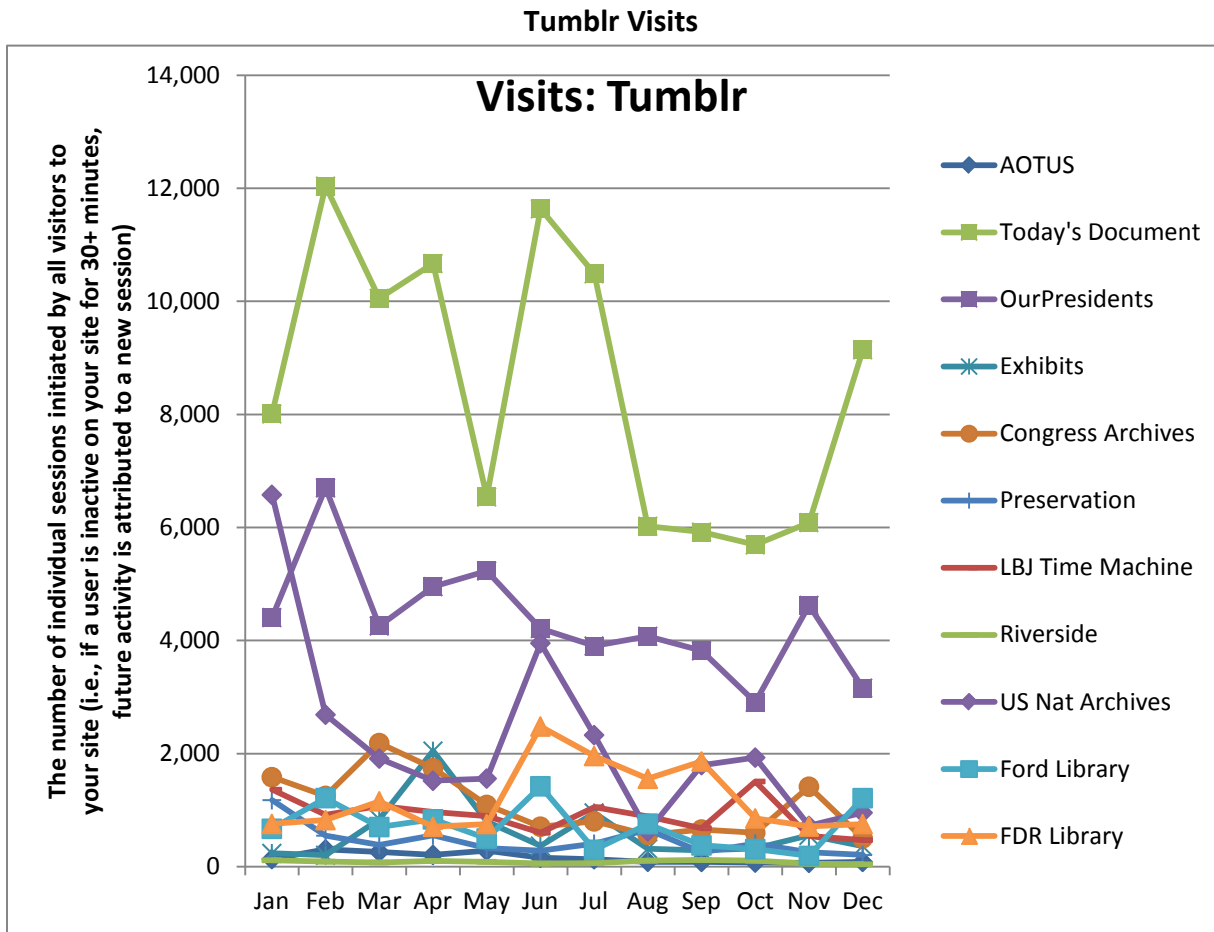


Top 5 Most Viewed Blog Posts in December

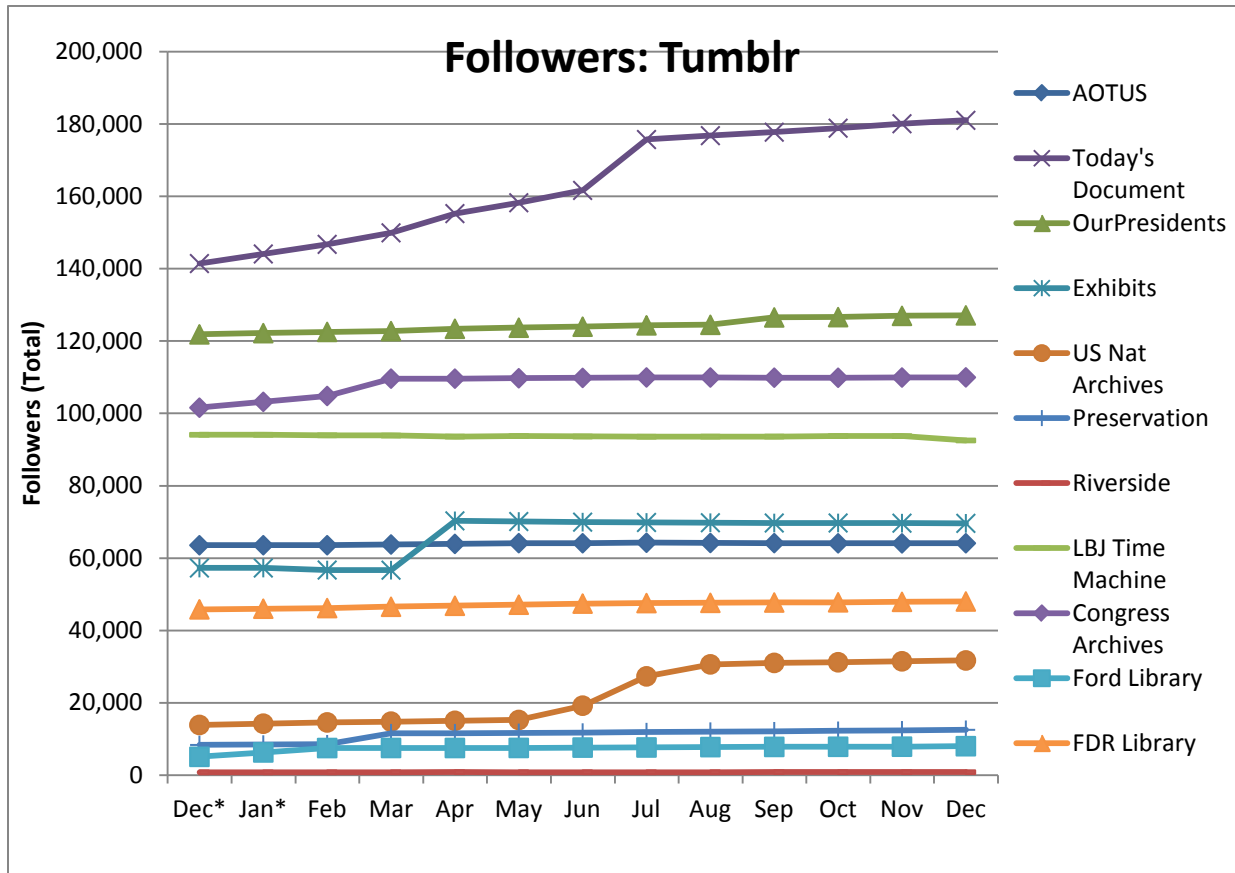
Blog	Pageviews	Post Title
Records Express	776	<a href="#">H.R. 1233 Signed by President Obama</a>
Prologue	735	<a href="#">Archive for November 2014</a>
Records Express	645	<a href="#">Tobacco Litigation Freeze Lifted</a>
Prologue	616	<a href="#">Mystery lady identified!</a>
Prologue	596	<a href="#">Prohibition and the Rise of the American Gangster</a>



Social Media Tools: Detail View – Tumblr

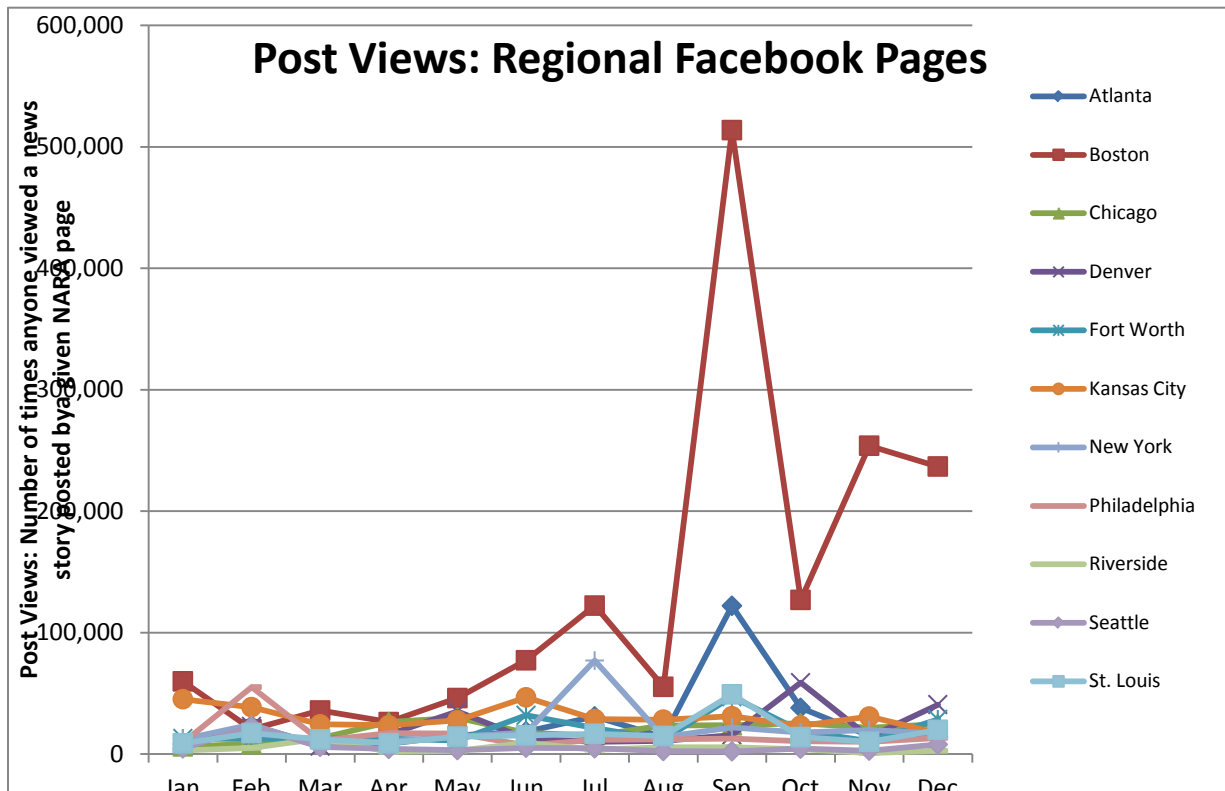


**Followers on Tumblr (Source: Appendix IV)**

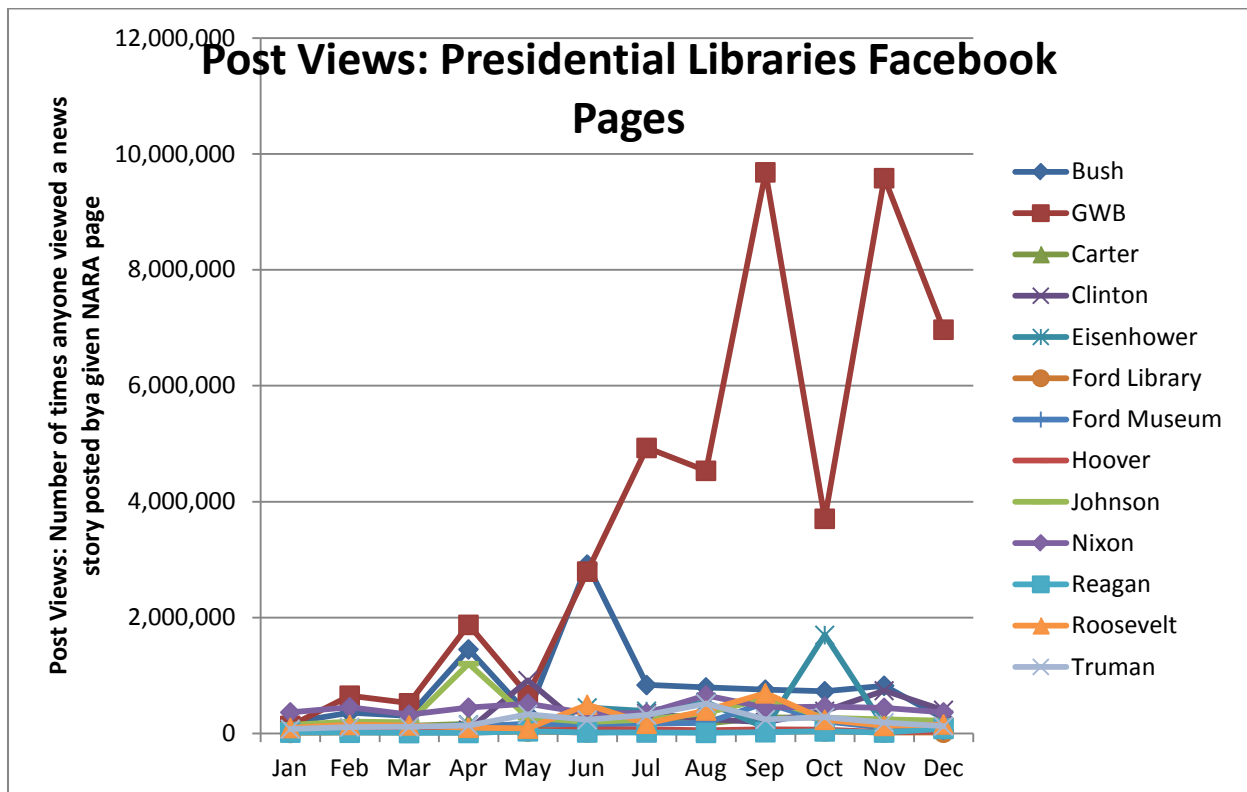


Social Media Tools: Detail View – Facebook

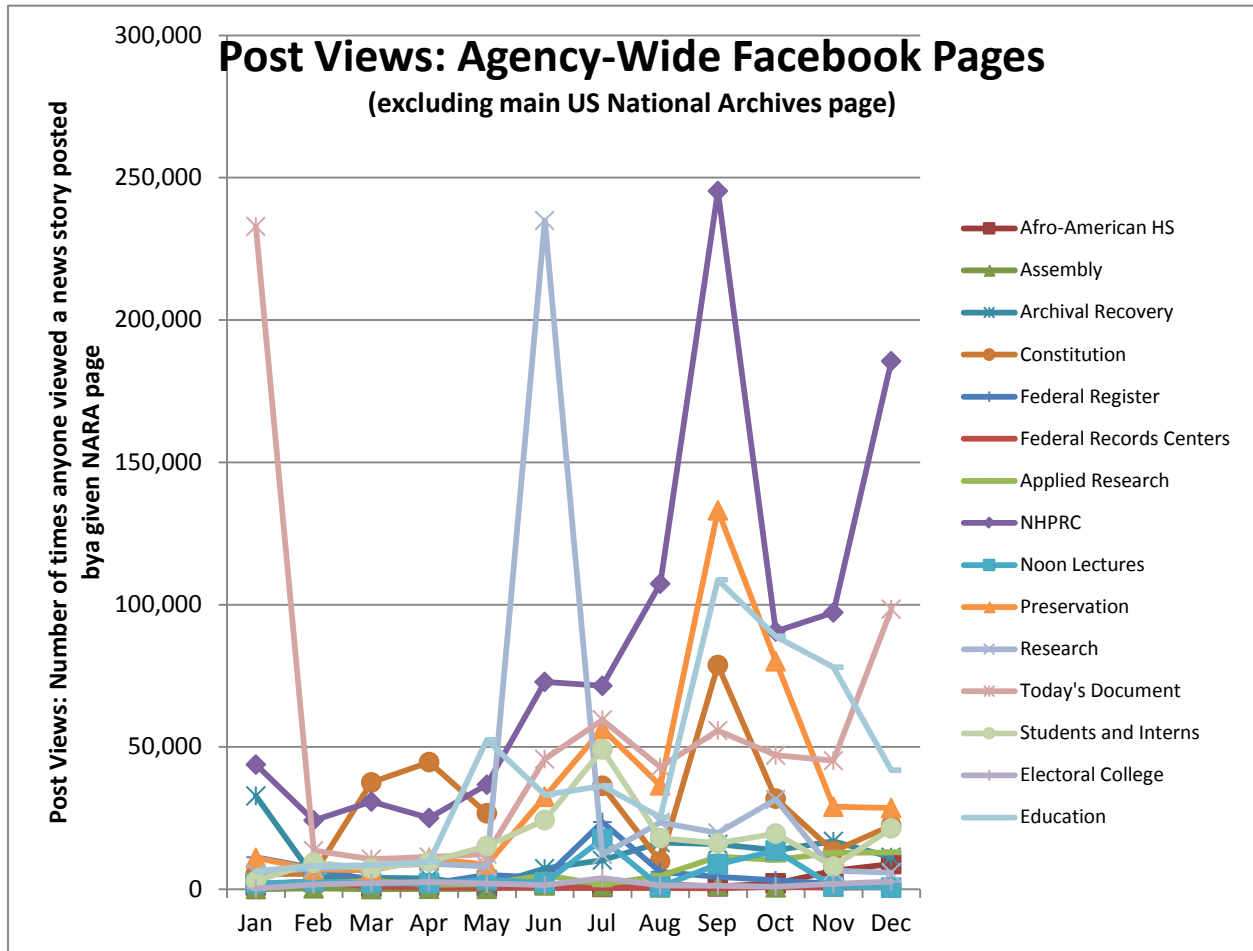
Post Views on Regional Pages (Source: Appendix IV.A)

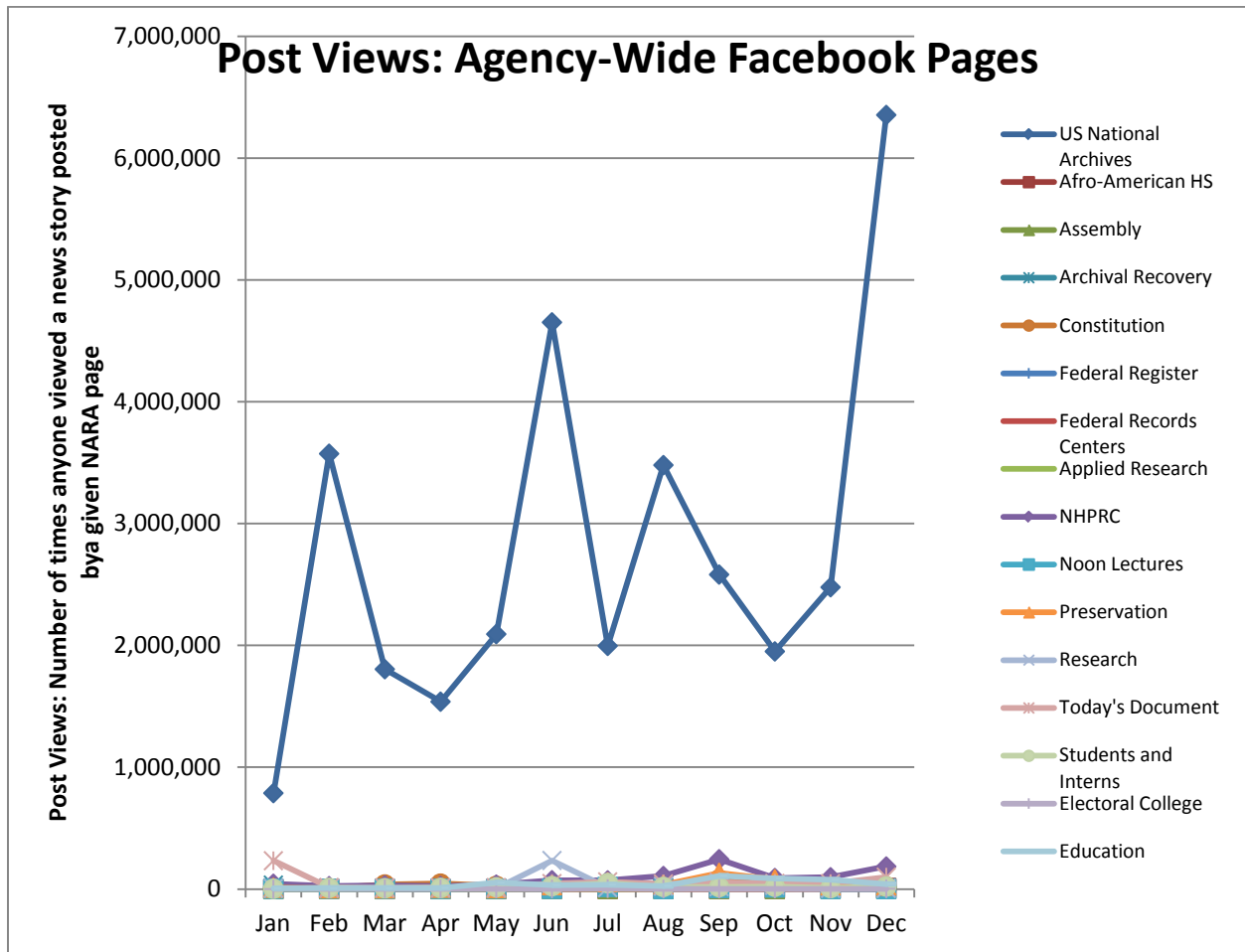


Post Views on Presidential Library Pages (Source: Appendix IV.A)

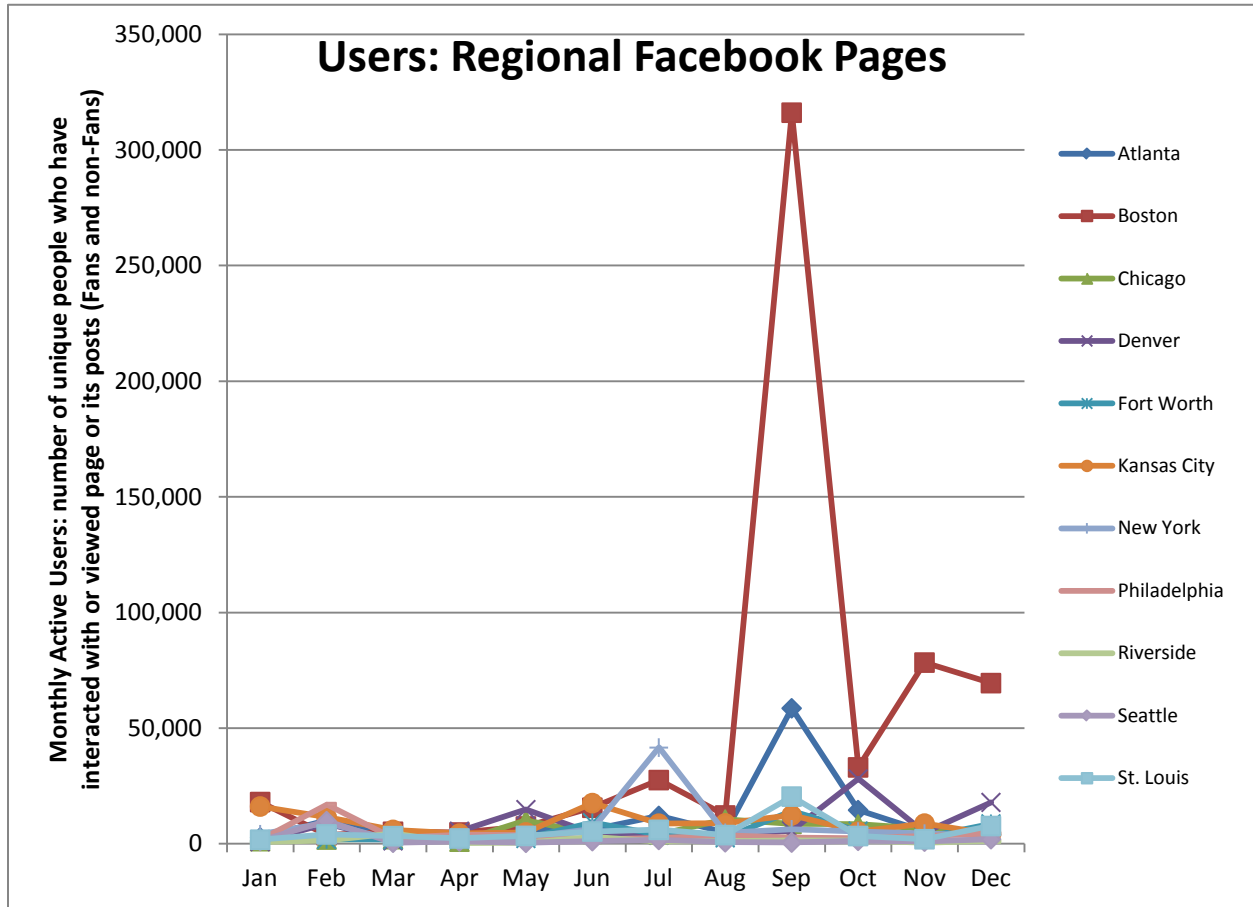


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

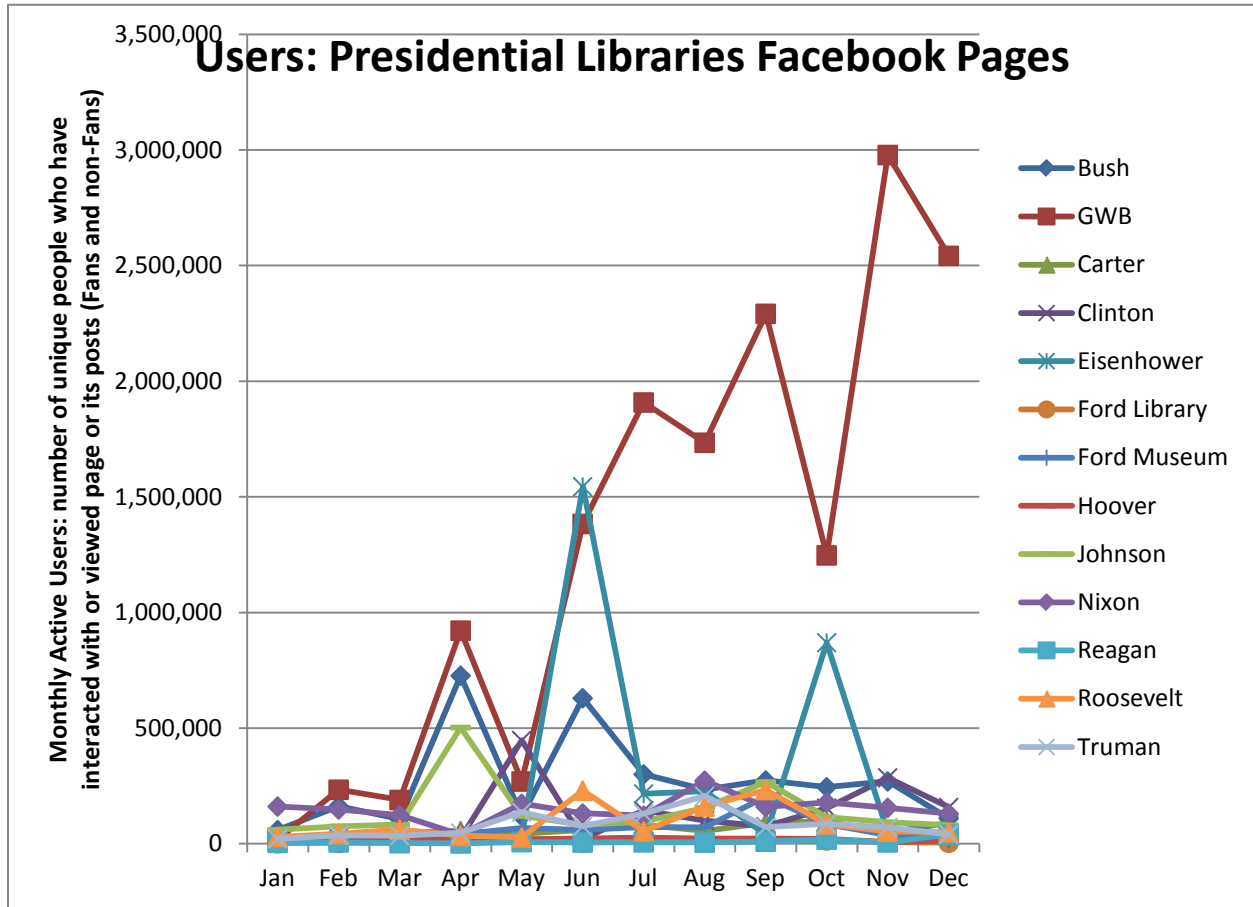




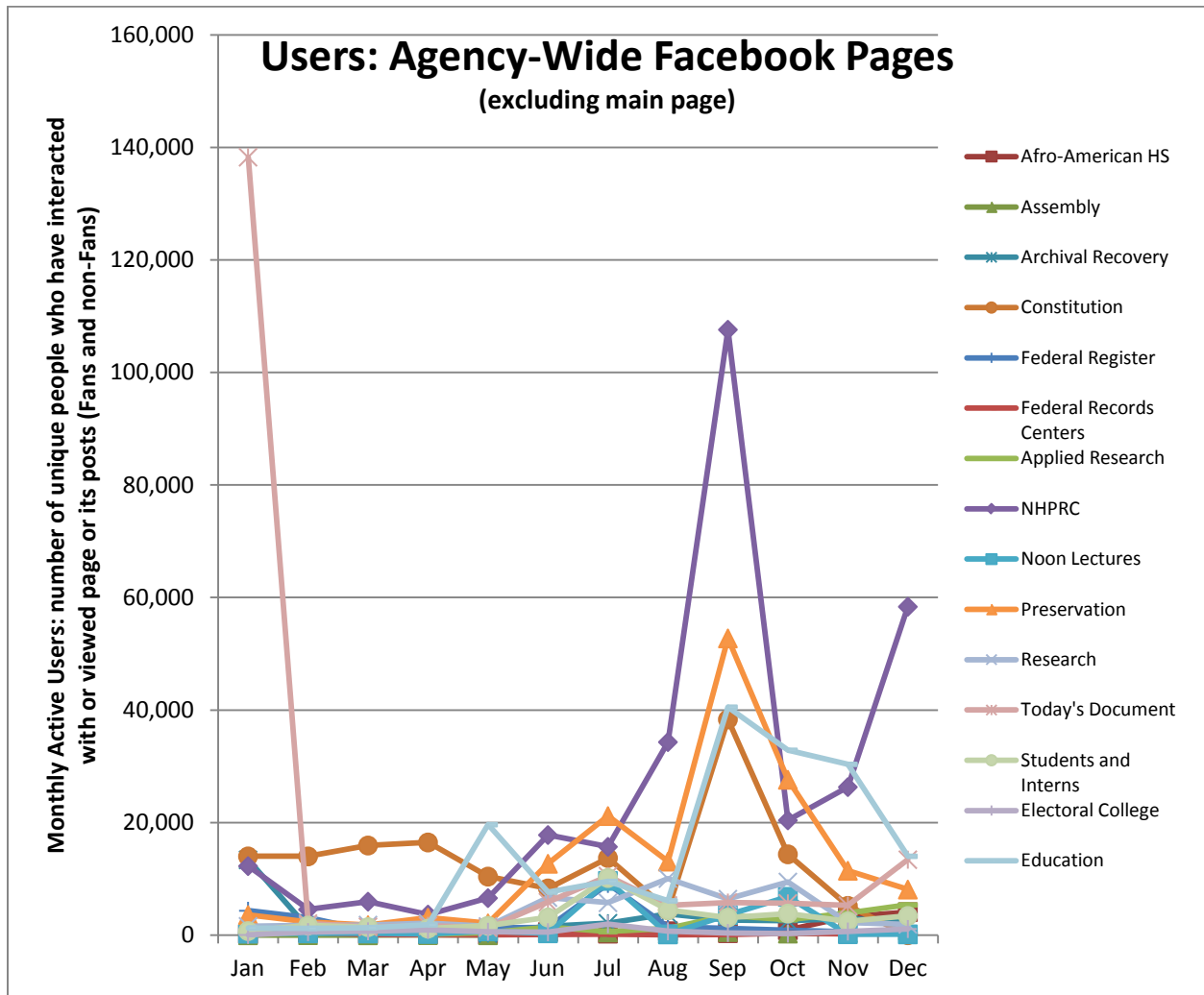
Monthly Active Users of Regional Pages (Source: Appendix IV.B)



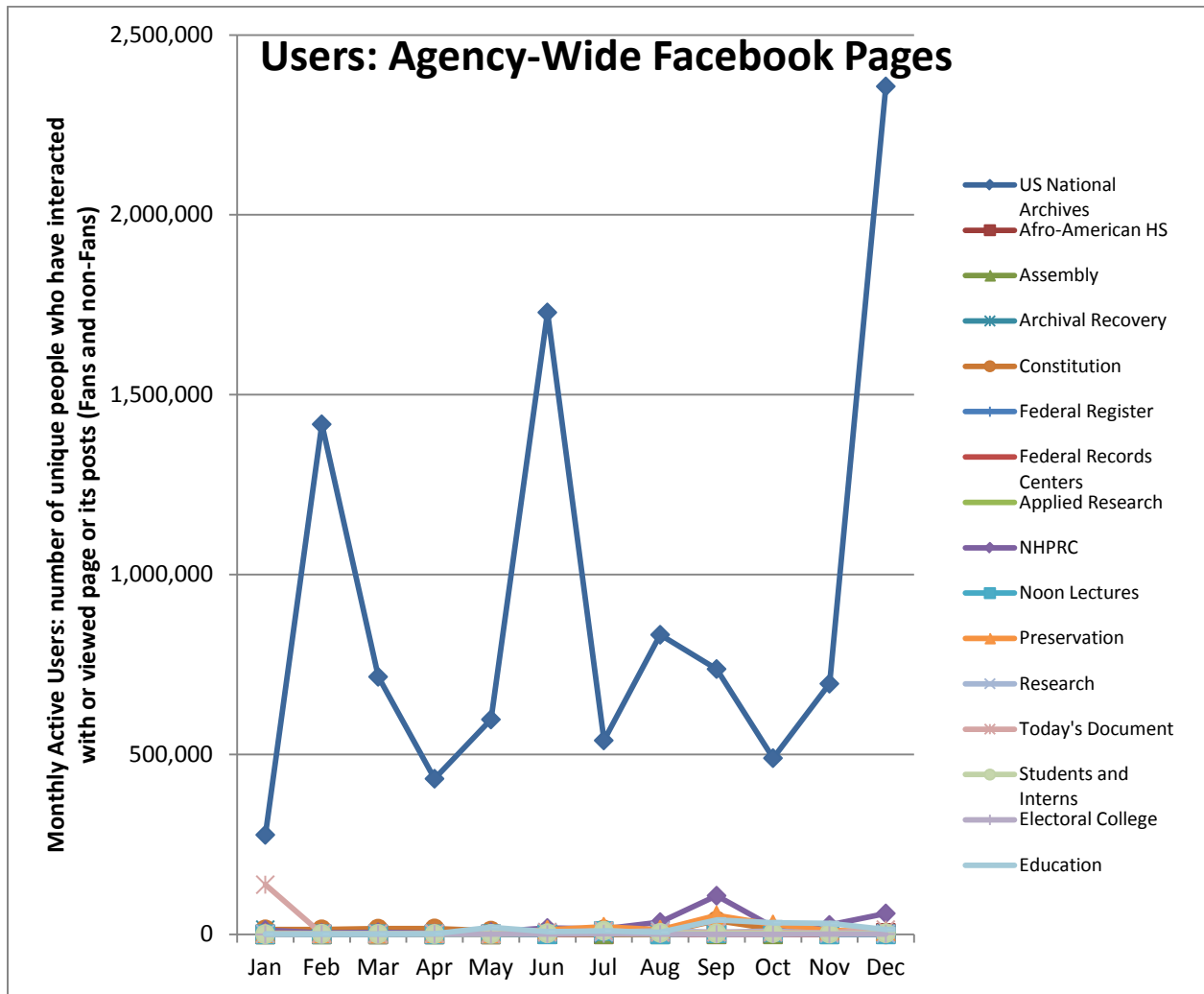
Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



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

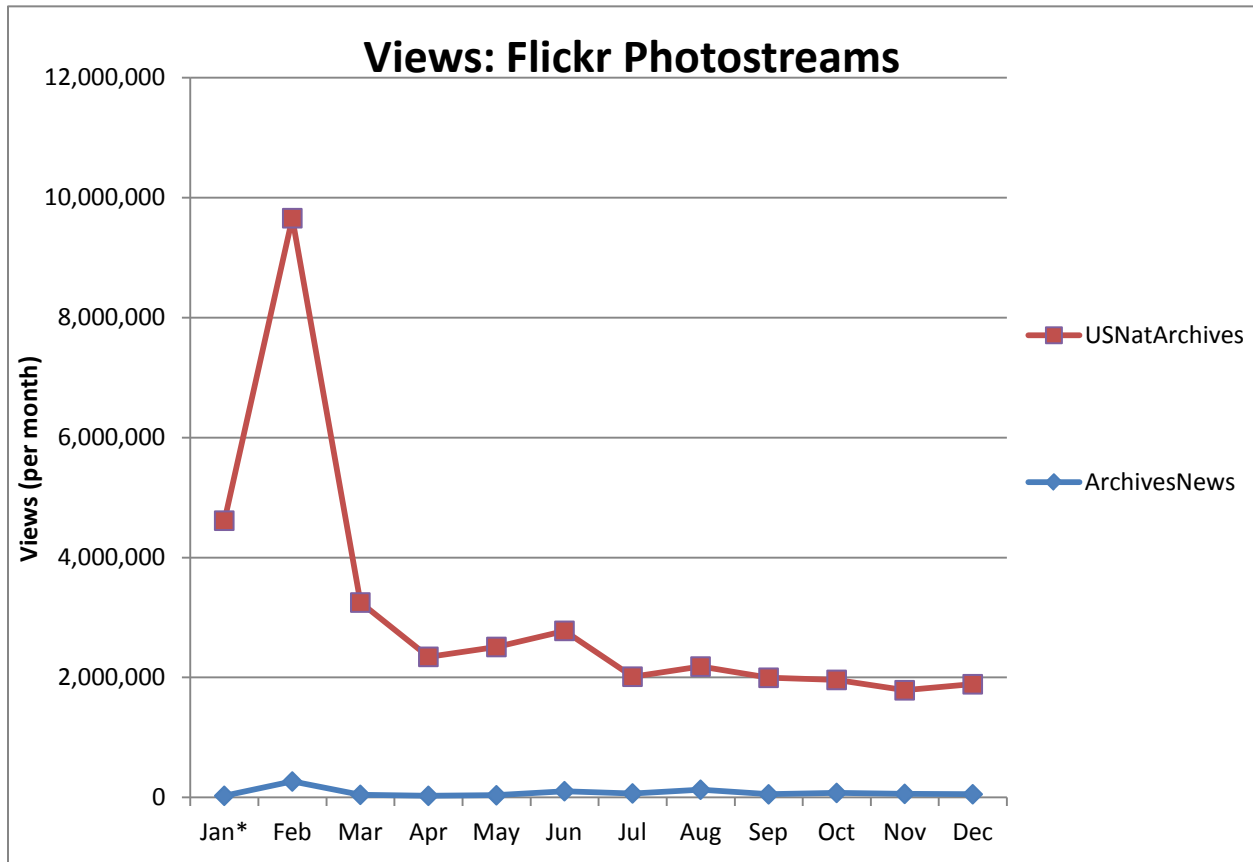




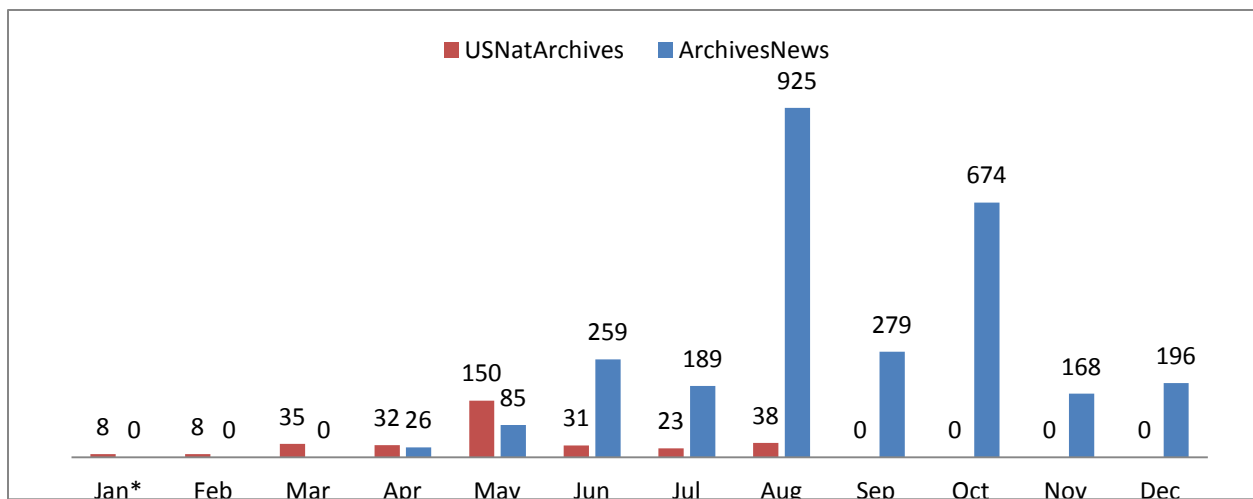


Social Media Tools: Detail View – Flickr

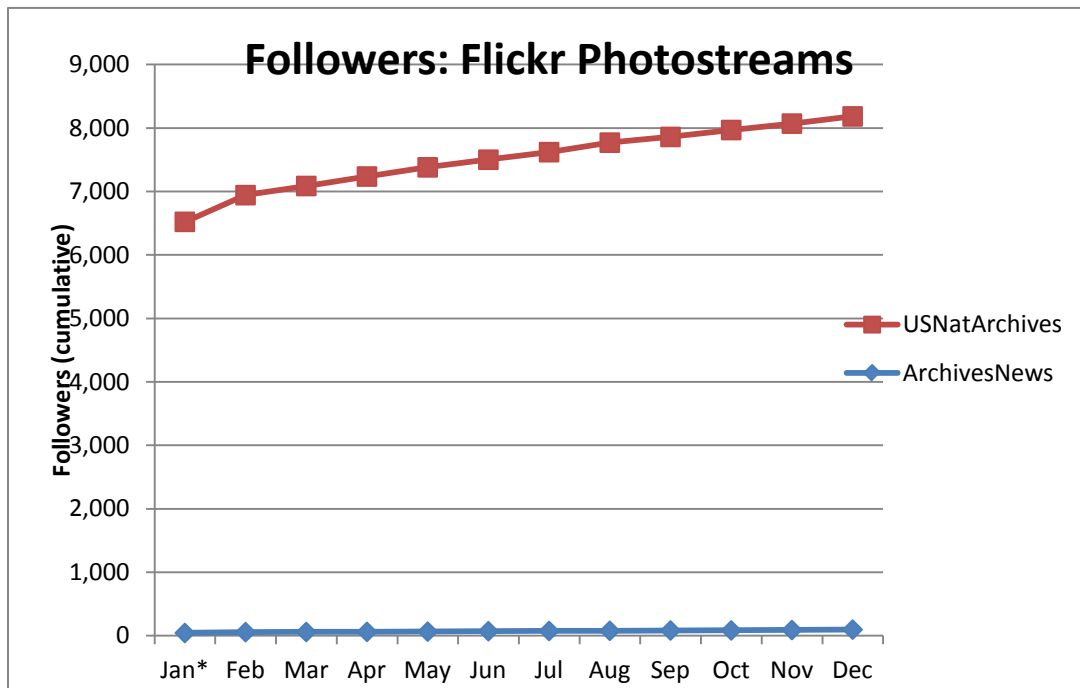
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

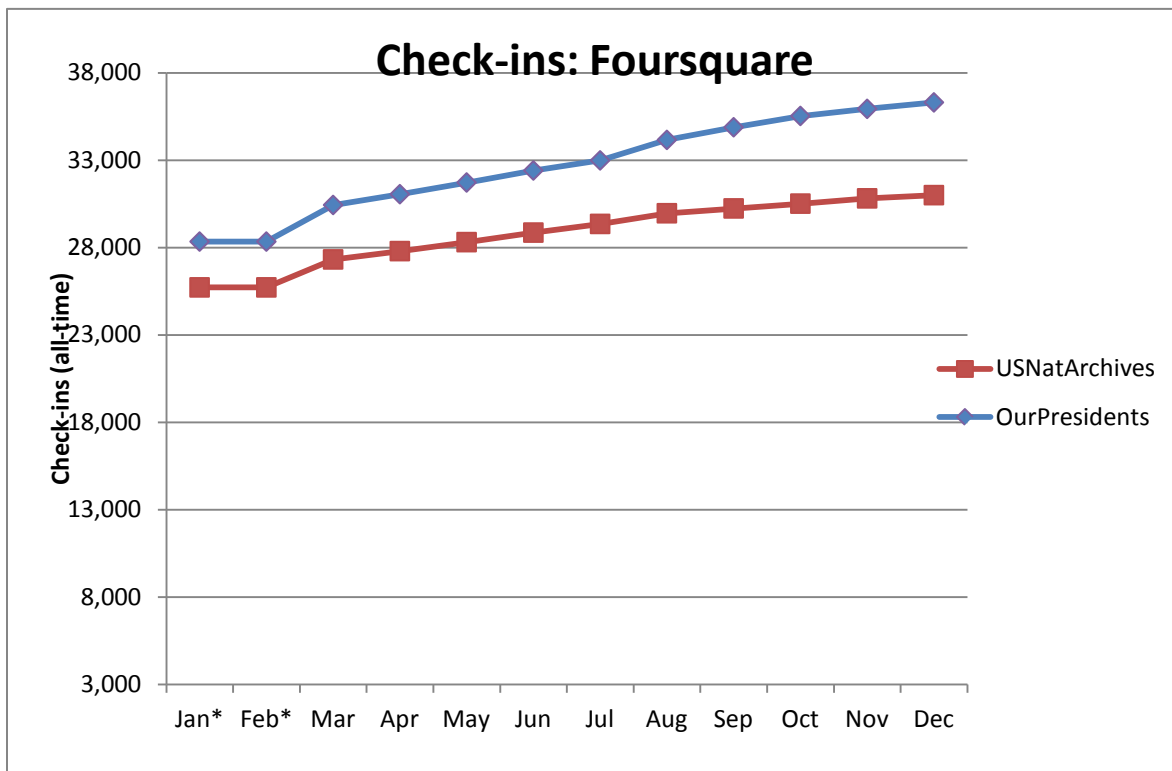


**Followers of Photostreams (Cumulative)**

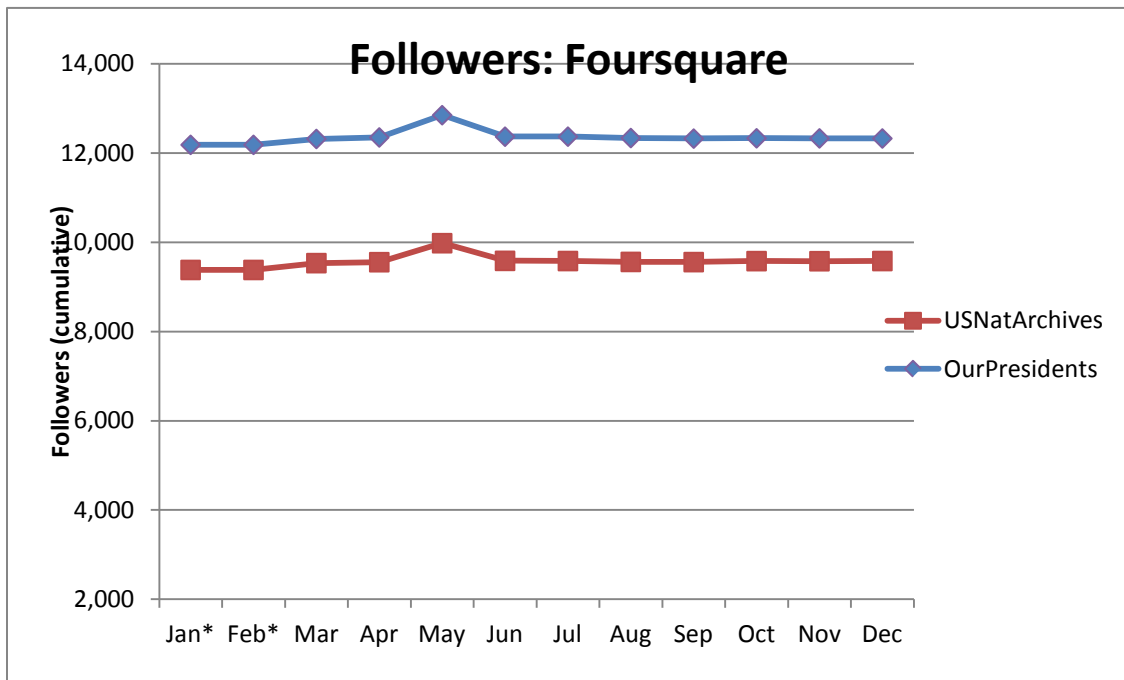


**Social Media Tools: Detail View – Foursquare**

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

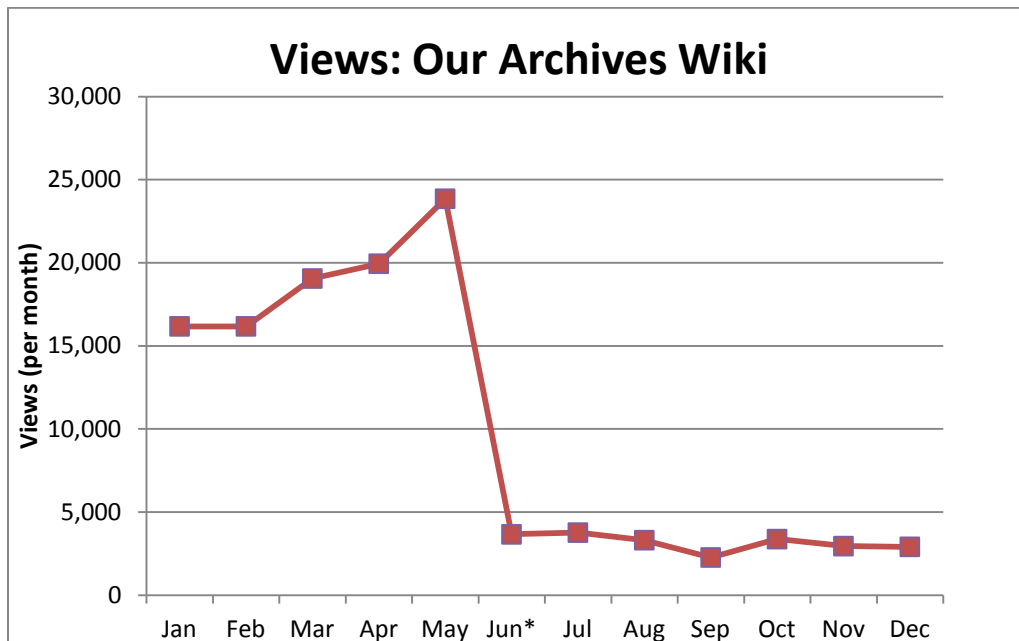


**Number of Followers of USNatArchives and OurPresidents (Cumulative)**



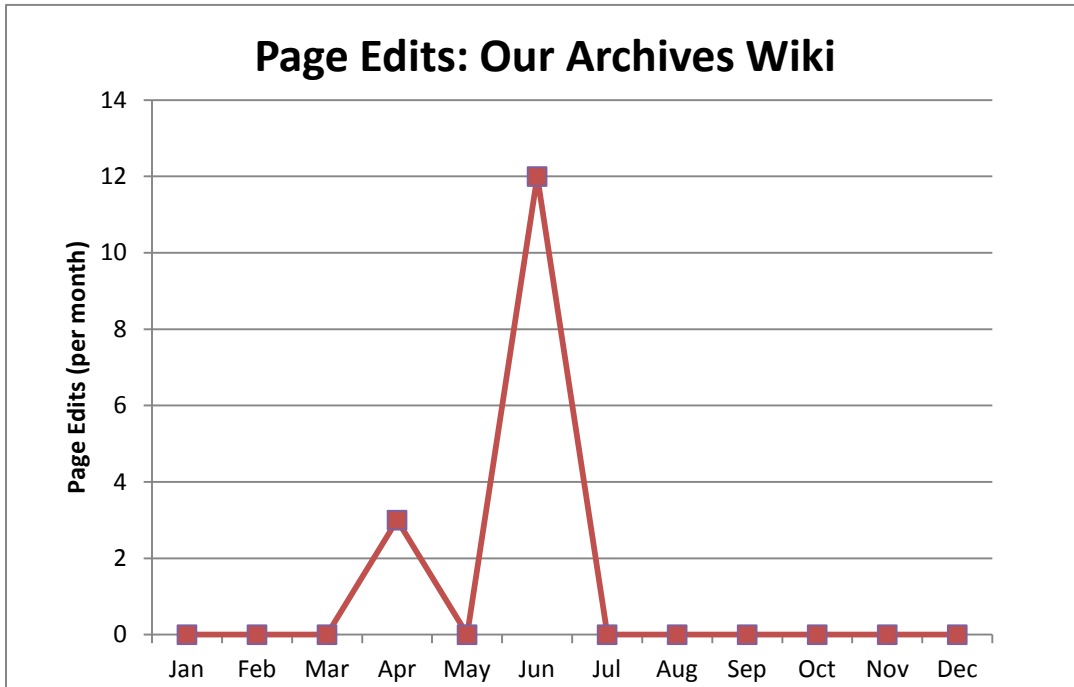
**Social Media Tools: Detail View – Our Archives Wiki**

**Views on Our Archives Wiki (Per Month)**

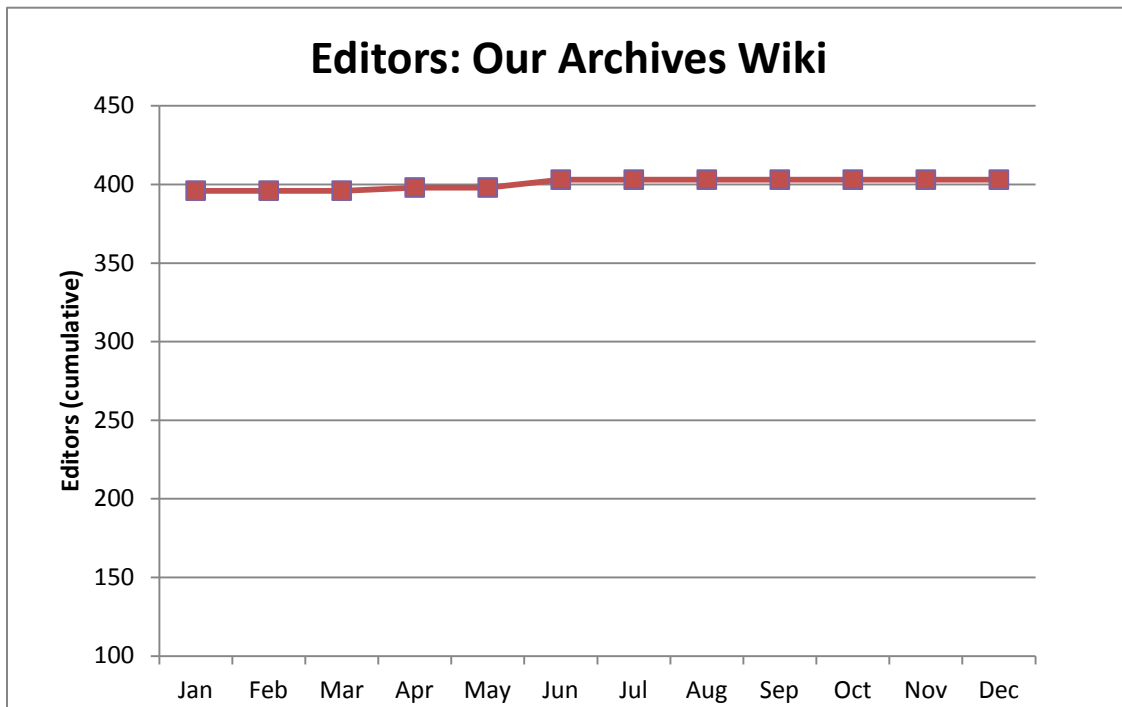


\*began collecting stats using Google Analytics, instead of native Wikispaces stats (Wikispaces acknowledges bots as visits)

### Edits on Our Archives Wiki (Per Month)

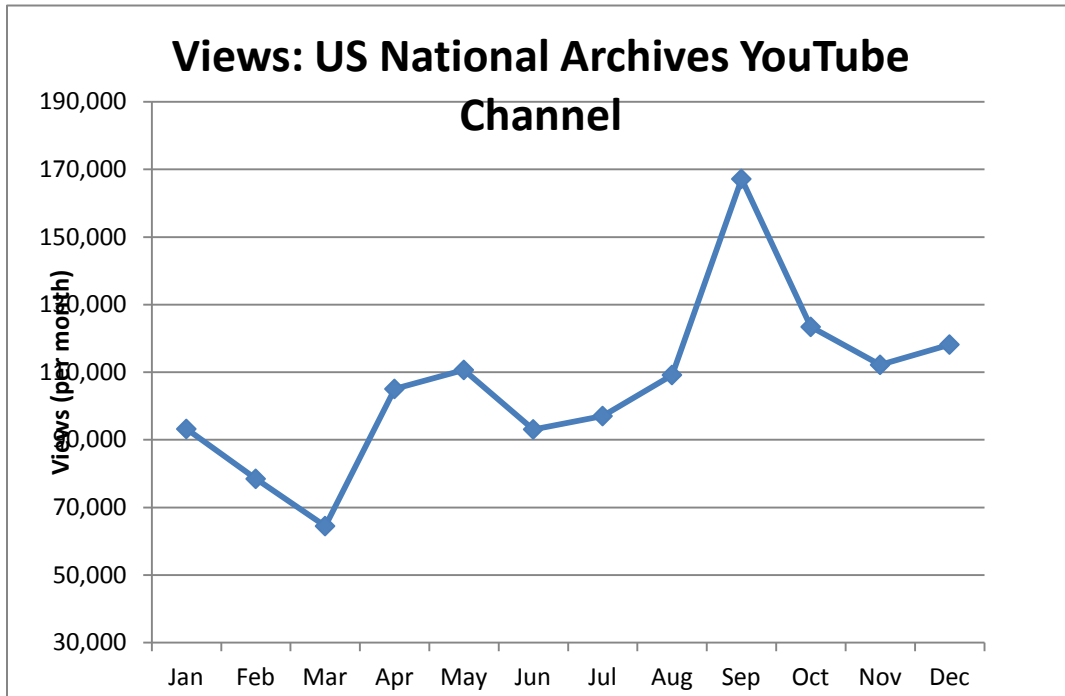


### Editors on Our Archives Wiki (Cumulative)

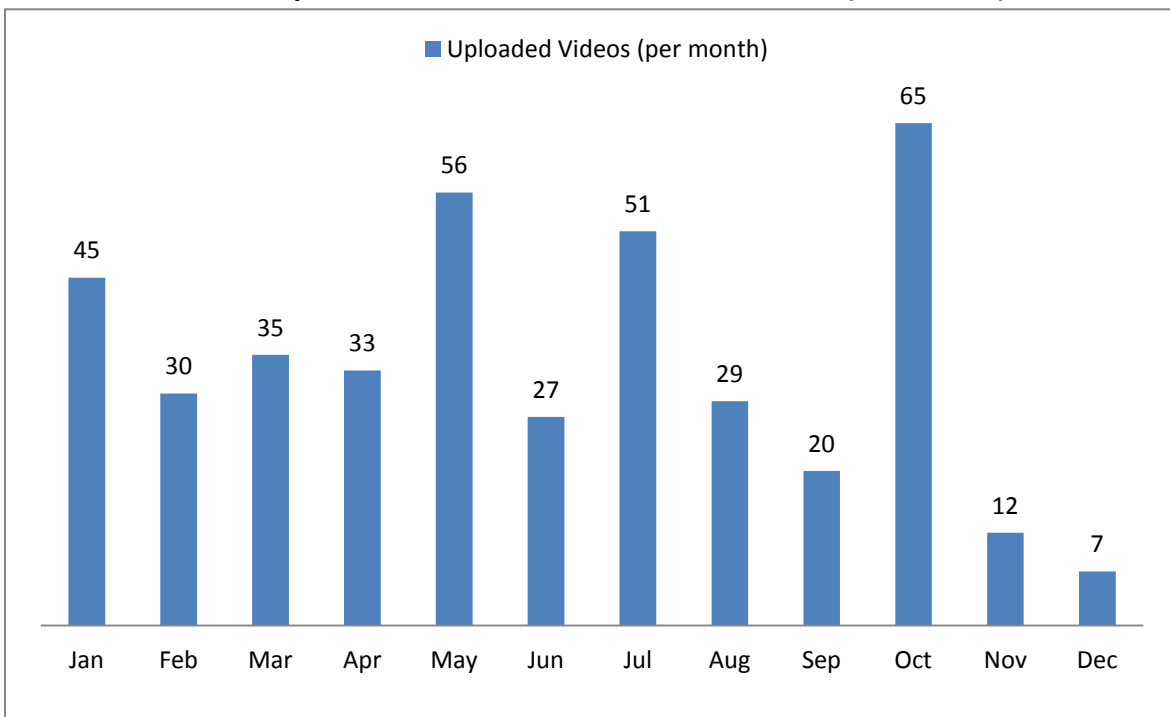


**Social Media Tools: Detail View – YouTube**

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



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

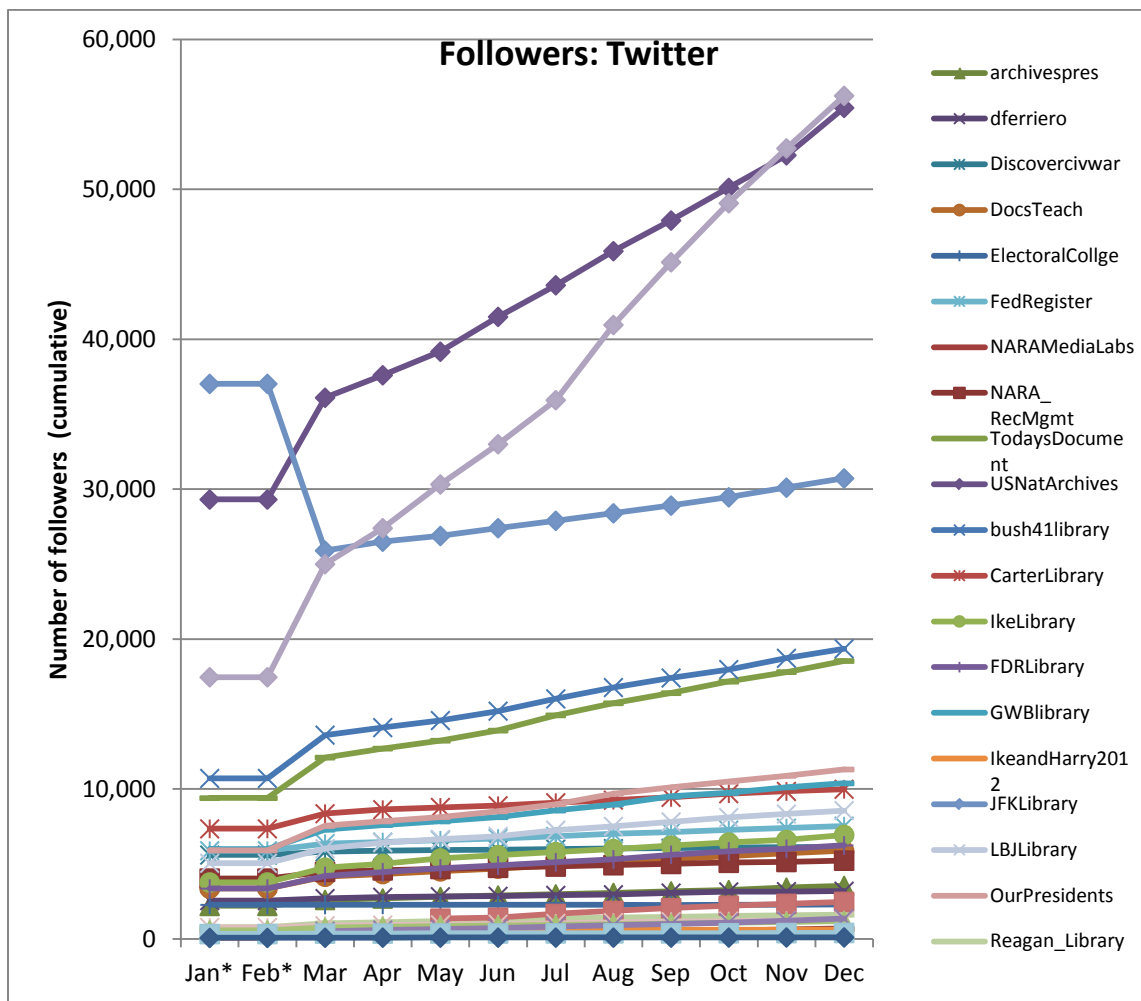


**Top 5 Most Viewed Videos for December 2014 on US National Archives Channel**

Video Title	Views
<a href="#">D-Day to Germany</a>	25,999
<a href="#">Stories from the Great Depression</a>	5,653
<a href="#">Private Snafu in "Censored.", 1944</a>	3,452
<a href="#">Happy Holidays from Barney and Spotty, 2002</a>	2,645
<a href="#">Curious Alice, 1971</a>	2,609

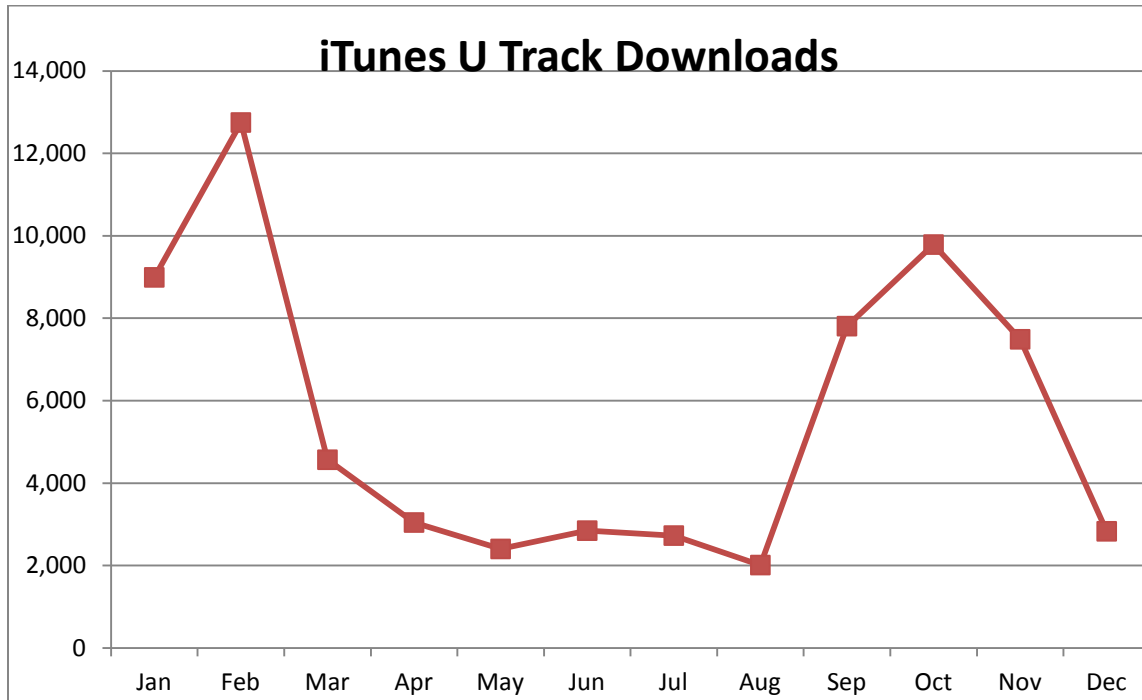
**Social Media Tools: Detail View – Twitter**

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

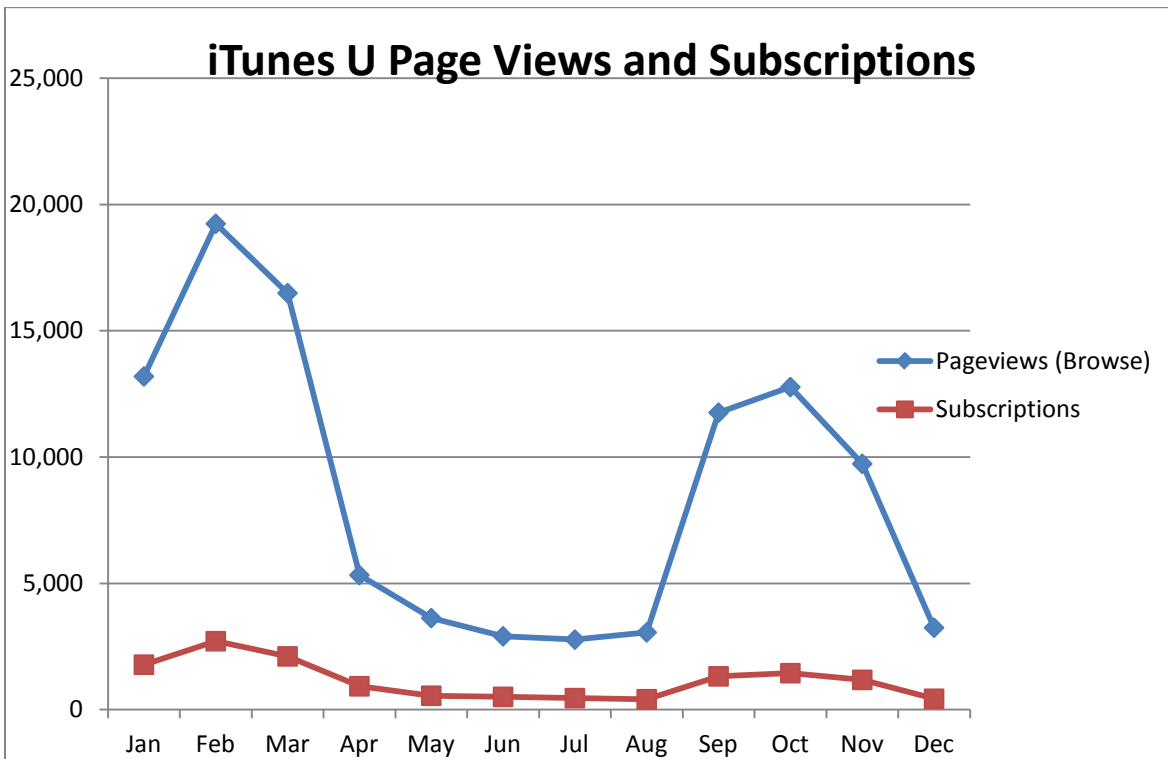


Social Media Tools: Detail View – iTunes U

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



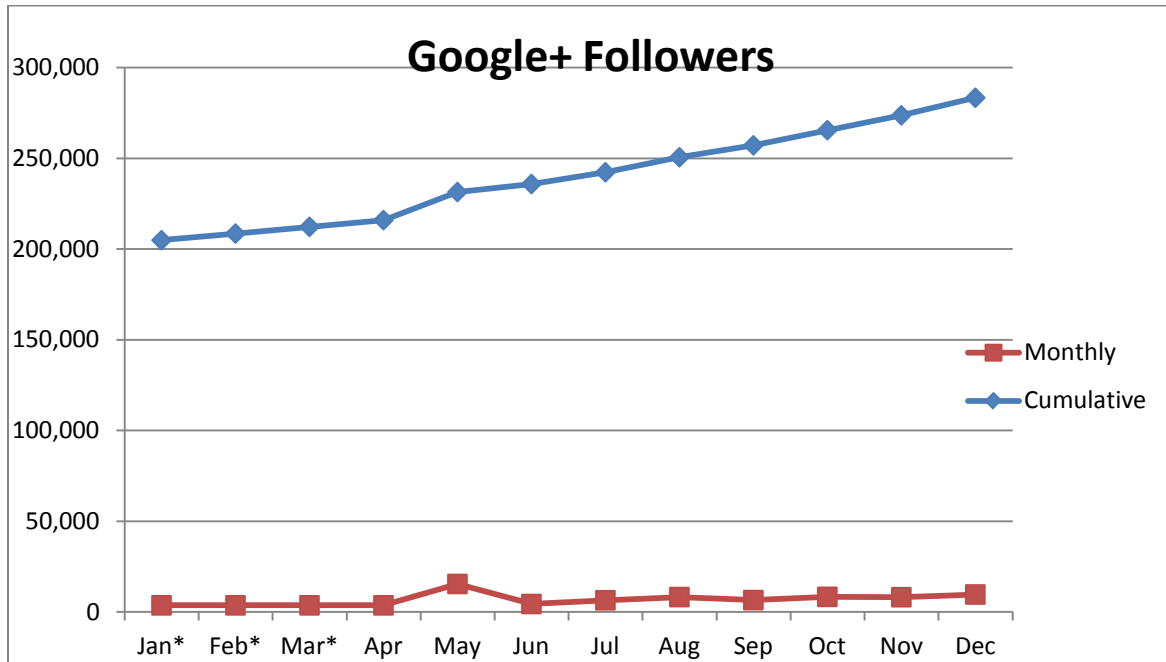
Page Views and Subscriptions on U.S. National Archives iTunes U (Source: Appendix VI)





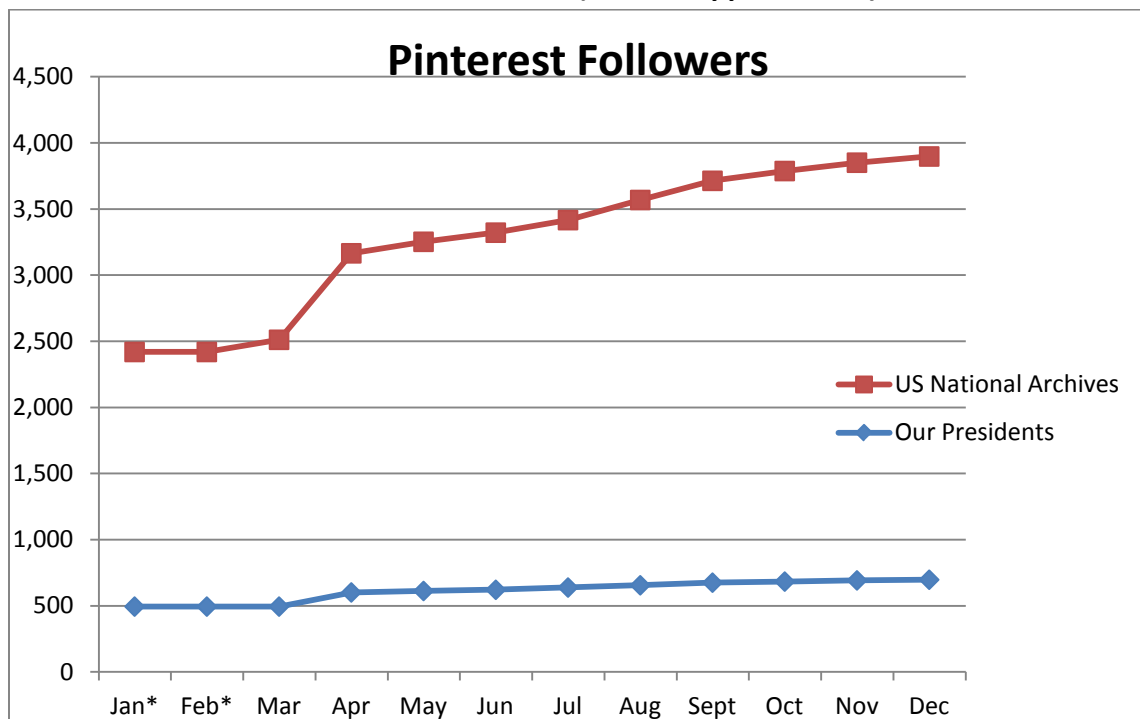
**Social Media Tools: Detail View – Google+**

**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.

	Jan	Feb	March	Apr	May	June	July	August	Sept	Oct	Nov	Dec
<b>Acts of Congress</b>	30	36	26	15	38	19	25	20	60	46	23	18
<b>Annotation (NHPRC)</b>		2,474	1,751	1,032	602	680	552	928	728	494	420	674
<b>AOTUS</b>	1,680	1,954	2,361	3,375	2,446	1,854	2,463	2,191	1,804	2,982	1,930	2,380
<b>Carter Chronicle</b>	401	307	293	298	282	171	403	170	252	419	444	441
<b>Education Updates</b>	2,393	3,331	3,864	3,225	2,459	2,140	1,428	1,435	4,050	3,591	3,413	2,896
<b>FOIA</b>	952	1,057	1,064	959	1,259	1,435	982	1,138	732	1,007	960	782
<b>Unwritten Record (formerly Media Matters)</b>	2,335	3,239	2,711	3,867	2,970	4,426	3,842	5,118	4,099	4,529	4,795	4,163
<b>NARAtions</b>	3,930	4,565	4,263	3,988	3,979	3,754	3,510	3,518	3,419	3,608	4,433	3,369
<b>NDC Blog</b>	648	595	919	1,041	997	699	593	563	781	698	1,029	961
<b>Rediscovering Black History</b>	639	1,004	1,065	1,048	898	822	770	679	1,043	1,289	1,518	1,859
<b>Prologue Blog</b>	8,368	13,851	11,436	11,231	11,307	7,670	7,959	8,126	12,996	23,218	19,172	13,847
<b>Records Express Blog</b>	1,789	1,458	2,926	2,055	1,663	1,523	1,612	2,564	3,173	1,839	1,711	2,859
<b>The Text Message</b>	5,747	6,972	4,811	5,034	4,801	3,243	2,896	2,570	3,457	4,102	4,654	4,199
<b>Transforming Classification (PIDB)</b>	562	323	313	211	322	315	358	478	306	376	258	227
<b>MONTHLY TOTAL</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>	<b>38,675</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.

	Jan	Feb	March	Apr	May	June	July	August	Sept	Oct	Nov	Dec
<b>Acts of Congress</b>	34	43	32	17	58	24	32	26	77	65	33	22
<b>Annotation (NHPRC)</b>		5,513	4,205	1,953	910	1,010	824	1,328	1,107	699	652	995
<b>AOTUS</b>	2,852	3,331	3,881	5,592	4,147	3,406	4,109	3,470	3,000	4,695	3,254	3,807
<b>Carter Chronicle</b>	568	489	546	428	419	268	632	321	365	643	642	615
<b>Education Updates</b>	3,556	4,747	5,405	4,893	3,542	3,172	2,314	2,224	5,699	5,785	5,153	4,245
<b>FOIA</b>	1,758	1,945	2,014	1,867	2,062	2,744	1,765	2,199	1,289	1,946	1,771	1,539
<b>Unwritten Record (formerly Media Matters)</b>	3,756	4,890	4,476	6,079	5,006	7,174	5,329	6,900	6,625	7,713	8,303	6,729
<b>NARAtions</b>	7,003	7,957	7,371	7,104	6,807	6,190	5,929	6,192	5,747	6,238	8,912	6,042
<b>NDC Blog</b>	1,240	1,129	1,616	2,019	1,527	1,151	1,111	966	1,271	1,241	1,720	1,623
<b>Rediscovering Black History</b>	1,162	1,533	1,700	1,904	1,497	1,340	1,368	1,229	1,846	2,277	2,816	2,795
<b>Prologue Blog</b>	12,759	19,663	19,107	17,701	18,080	13,081	13,159	14,029	21,475	37,463	32,273	23,555
<b>Records Express Blog</b>	3,000	2,253	4,701	3,804	2,831	2,842	2,756	4,441	5,318	3,748	3,196	5,039
<b>The Text Message</b>	9,918	11,895	8,165	8,310	7,001	5,043	4,767	4,319	5,418	6,576	7,369	3,829
<b>Transforming Classification (PIDB)</b>	1,378	501	457	312	470	515	546	605	383	488	430	292
<b>MONTHLY TOTAL</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>	<b>64,127</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.

	Jan	Feb	March	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
<b>Acts of Congress</b>	589	625	661	675	708	726	751	770	828	870	893	911
<b>Annotation (NHPRC)</b>		1,455	1,455	2,143	2,549	2,932	3,229	3,848	4,327	4,682	4,950	5,403
<b>AOTUS</b>	118,19	119,64	121,28	123,85	125,68	127,01	128,67	130,173	131,591	133,863	135,359	136,970
<b>Carter Chronicle</b>	5,656	5,888	6,123	6,362	6,577	6,708	6,989	7,122	7,318	7,667	8,014	8,387
<b>Education Updates</b>	15,722	18,546	21,984	24,762	26,786	28,424	29,534	30,678	34,062	37,035	39,935	42,377
<b>FOIA</b>	21,488	22,231	22,959	23,648	24,522	25,481	26,179	27,021	27,604	28,302	29,035	29,635
<b>Unwritten Record</b>	10,420	12,986	14,928	17,966	20,126	23,408	26,567	30,947	34,091	37,557	41,519	44,968
<b>NARAtions</b>	160,59	164,44	168,18	171,64	175,02	178,18	181,14	184,256	187,290	190,394	194,272	197,129
<b>NDC Blog</b>	86,393	86,846	87,516	88,334	89,193	89,725	90,201	90,689	91,305	91,891	92,702	93,522
<b>Rediscovering Black History</b>	2,918	3,645	4,466	5,259	5,976	6,590	7,164	7,652	8,461	9,469	10,638	12,168
<b>Prologue Blog</b>	281,79	293,79	303,88	313,94	323,87	330,38	337,02	343,721	355,148	375,666	392,459	404,407
<b>Records Express Blog</b>	40,046	41,015	42,922	44,335	45,511	46,565	47,644	49,289	51,223	52,439	53,649	55,562
<b>The Text Message</b>	87,217	92,956	96,866	100,99	105,06	107,77	110,05	112,151	114,998	118,263	122,172	125,687
<b>Transforming Classification</b>	7,648	7,843	8,058	8,226	8,420	8,596	8,797	9,121	9,333	9,577	9,769	9,927
<b>MONTHLY TOTAL</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>	<b>1,168,626</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.

	Jan	Feb	March	Apr	May	June	July	August	Sept	Oct	Nov	Dec
<b>Acts of Congress</b>	29	36	36	14	33	18	25	19	58	42	23	18
<b>Annotation (NHPRC)</b>		1,455	1,148	688	406	383	297	619	479	355	268	453
<b>AOTUS</b>	1,209	1,450	1,645	2,565	1,829	1,332	1,659	1,500	1,418	2,272	1,496	1,611
<b>Carter Chronicle</b>	287	232	235	239	215	131	281	133	196	349	347	373
<b>Education Updates</b>	1889	2824	3438	2,778	2024	1638	1110	1,144	3,384	2,973	2,900	2,442
<b>FOIA</b>	675	743	728	689	874	959	698	842	583	698	733	600
<b>Unwritten Record (formerly Media Matters)</b>	1550	2566	1942	3038	2160	3282	3159	4,380	3,144	3,466	3,962	3,449
<b>NARAtions</b>	3,478	3,843	3,739	3,460	3,386	3,158	2,961	3,111	3,034	3,104	3,878	2,857
<b>NDC Blog</b>	505	453	670	818	859	532	476	488	616	586	811	820
<b>Rediscovering Black History</b>	417	727	821	793	717	614	574	488	809	1,008	1,169	1,530
<b>Prologue Blog</b>	7,269	11,993	10,094	10,062	9,931	6,505	6,645	6,692	11,427	20,518	16,793	11,948
<b>Records Express Blog</b>	1,183	969	1,907	1,413	1,176	1,054	1,079	1,645	1,934	1,216	1,210	1,913
<b>The Text Message</b>	4,687	5,739	3,910	4,127	4,075	2,704	2,284	2,095	2,847	3,265	3,909	3,515
<b>Transforming Classification (PIDB)</b>	308	195	215	168	194	176	201	324	212	244	192	158
<b>MONTHLY TOTAL</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>	<b>31,687</b>

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

	Jan*	Feb	March	Apr	May	June	July	August	Sept	Oct	Nov	Dec
<b>Acts of Congress</b>		0	0	0	0	0	0	0	0	0	0	0
<b>Annotation (NHPRC)</b>		13	8	9	9	11	12	15	18	13	17	21
<b>AOTUS Blog</b>	1,120	1,100	1,129	1,194	1,088	1,070	1,052	1,038	1,035	287	256	256
<b>AOTUS Tumblr</b>			12	11	9	11	9	2	11	2	4	3
<b>Carter Chronicle</b>	1,028	1,108	1,159	1,114	991	909	729	640	698	735	787	634
<b>Education Updates</b>	61	65	64	76	72	67	50	63	58	67	49	38
<b>FOIA Ombudsman</b>	71	84	83	83	82	94	91	73	99	67	44	47
<b>Media Matters</b>	0	79	92	61	93	56	81	84	64	57	53	56
<b>NARAtions</b>	1,142	1,131	1,137	1,124	1,123	1,238	1,095	268	1,095	1,072	223	237
<b>NDC Blog</b>	83	205	263	242	233	171	222	154	153	267	178	168
<b>Prologue</b>	592	552	554	550	554	628	543	392	309	595	331	320
<b>Records Express</b>	67	304	302	328	362	206	317	324	332	181	163	150
<b>Rediscovering Black History</b>	16	17	16	14	22	20	17	18	18	15	22	26
<b>Text Message</b>	225	214	208	206	197	143	185	93	128	101	100	107
<b>Today's Document Tumblr</b>			88	99	112	83	82	108	106	68	51	55
<b>Transforming Classification (PIDB)</b>	1,485	1,179	1,456	1,206	1,271	845	674	651	739	761	715	502
<b>MONTHLY TOTAL</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>	<b>2,620</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.)

	Jan	Feb	March	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
<b>Monthly Total (A+P+R)</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>16,304,310</b>
<b>Agency-Wide Total</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>	<b>6,798,188</b>
US National Archives	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	6,353,630
Afro-American HS	1,350	2,568	902	1,348	990	1,703	825	1,699	1,028	2,105	6,546	8,862
Assembly	82	337	67	179	161	1,359	1,025	640	1,184	659	950	1,770
Archival Recovery	32,821	4,373	4,104	3,874	1,189	7,305	10,218	16,415	15,822	13,733	16,885	11,286
Constitution	5,455	5,455	37,549	44,692	26,717		36,361	9,851	78,758	31,852	13,432	22,402
Federal Register	11,251	7,421	3,214	1,927	5,082	4,062	23,613	6,131	4,383	3,131	1,943	1,422
Federal Records Centers	1,760	2,826	949	643	615	456	480	519	387	964	638	858
Applied Research	2,234	1,933	3,107	1,623	1,828	5,019	1,686	4,747	11,471	10,361	12,835	13,010
NHPRC	43,822	24,229	30,815	25,069	36,747	72,864	71,478	107,340	245,306	90,605	97,254	185,524
Noon Lectures	2,031	2,752	2,103	2,108	3,297	2,312	17,662	881	8,801	13,602	1,044	580
Preservation	11,057	6,993	6,668	10,823	8,664	32,505	56,310	36,498	133,129	80,089	29,008	28,539
Research	5,686	7,392	8,031	9,073	7,955	234,963	12,207	23,546	19,830	31,602	6,512	5,886
Today's Document	232,877	13,590	10,621	11,399	12,435	45,751	59,548	42,954	55,786	47,100	45,188	98,420
Students and Interns	2,948	9,351	7,309	9,680	15,206	24,331	49,145	18,009	16,185	19,576	8,059	21,433
Electoral College	285	1,756	2,144	2,610	2,020	1,438	3,984	1,380	1,210	975	1,907	2,736
Education	6,409	8,191	8,464	9,720	52,478	33,214	36,339	25,283	108,728	88,851	78,009	41,830
<b>Presidential Total</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>	<b>9,083,185</b>
Bush	188,441	361,678	302,175	1,453,205	340,486	2,916,574	838,337	797,565	758,563	730,963	825,844	258,321
GWB	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	6,968,783
Carter	90,092	85,751	135,976	167,616	132,945	185,032	243,618	174,397	275,292	276,627	169,731	155,167
Clinton	35,736	44,319	81,354	63,201	916,498	56,440	349,859	251,657	193,070	387,390	740,723	404,686
Eisenhower	73,100	79,763	86,000	153,747	110,378	446,490	388,341	544,862	101,484	1,698,940	124,717	238,386
Ford Library	13,053	18,345	15,915	16,203	35,962	18,606	31,971	32,808	31,688	38,159	18,850	16,488
Ford Museum	40,368	37,829	45,521	114,452	170,764	155,765	171,758	183,153	531,407	210,549	99,694	48,352
Hoover	27,455	26,559	43,595	44,527	56,451	66,622	71,515	56,261	71,451	68,239	22,939	34,743



Johnson	151,609	202,922	195,848	1,206,772	277,143	199,188	236,474	355,942	600,632	273,464	244,454	222,125
Nixon	367,097	456,494	326,813	447,636	517,021	351,636	352,150	660,521	446,888	466,862	445,052	367,020
Reagan	18,163	16,012	9,752	12,336	40,457	20,237	20,434	13,799	24,873	38,855	19,561	82,876
Roosevelt	97,966	150,704	142,031	102,137	87,660	497,445	171,428	399,200	695,673	238,842	134,219	158,232
Truman	77,693	111,148	114,582	141,353	334,013	237,311	320,051	514,047	245,303	281,502	191,452	128,006
<b>Regional Total</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>	<b>422,937</b>
Anchorage (retired)	1,487	213	2,274	1,381	4,634	2,204	908					
Atlanta	8,194	23,590	7,515	8,595	15,288	18,607	30,953	14,038	122,007	38,021	14,998	14,598
Boston	59,810	20,321	35,801	26,280	46,049	77,181	122,201	55,349	513,701	126,896	253,845	236,738
Chicago	6,281	8,114	12,912	26,280	29,810	17,531	15,379	23,434	23,704	25,258	21,702	24,548
Denver	8,382	22,742	6,476	15,988	34,990	12,700	10,064	10,898	15,714	58,750	13,970	40,722
Fort Worth	12,786	12,471	12,880	12,778	10,982	31,838	21,330	11,873	47,166	18,961	10,619	28,524
Kansas City	45,165	38,588	24,417	23,662	27,787	46,663	28,840	28,304	31,067	23,350	30,833	17,295
New York	12,230	24,345	6,345	10,678	14,310	17,592	76,965	14,008	21,880	17,759	19,871	16,826
Philadelphia	9,212	55,090	11,166	17,177	16,877	7,129	11,526	12,169	12,778	10,681	9,986	13,274
Riverside	2,988	5,095	12,682	1,786	2,594	9,376	3,525	5,564	5,666	3,938	907	2,608
Seattle	4,621	22,863	5,932	4,196	3,238	5,175	4,671	2,466	2,230	4,405	2,798	7,896
St. Louis	8,810	17,253	12,051	8,886	14,329	15,387	16,657	14,865	49,150	13,926	10,107	19,908

## 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.)

	Jan	Feb	March	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
<b>Monthly Total (A+P+R)</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>5,924,135</b>
<b>Agency-Wide Total</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>	<b>2,471,189</b>
US National Archives	276,718	1,417,961	716,037	432,782	597,432	1,728,850	539,177	832,923	737,676	490,014	696,888	2,357,075
Afro-American HS	207	418	184	201	148	574	296	714	379	921	3,304	4,112
Assembly	11	28	7	34	11	673	494	282	565	303	430	891
Archival Recovery	13,396	1,246	711	1,028	317	1,568	2,135	3,776	2,696	2,566	2,971	2,420
Constitution	14,014	14,014	15,949	16,490	10,425	8,323	13,734	4,469	38,350	14,385	5,222	14
Federal Register	4,355	3,104	809	275	1,314	1,389	9,135	1,470	1,190	882	607	369
Federal Records Centers	547	441	101	36	46	100	143	80	106	349	216	302
Applied Research	291	295	599	169	420	1,427	648	1,192	3,482	2,760	3,927	5,389
NHPRC	12,292	4,573	5,969	3,682	6,605	17,812	15,716	34,326	107,613	20,424	26,329	58,379
Noon Lectures	286	343	316	231	689	353	9,660	157	3,589	6,826	192	164
Preservation	3,601	2,376	1,797	3,128	2,119	12,707	21,185	13,089	52,761	27,634	11,470	8,123
Research	1,585	1,758	1,822	2,134	1,568	6,690	5,768	10,071	6,430	9,474	2,239	1,940
Today's Document	138,263	2,080	1,491	1,681	1,338	5,876	10,511	5,306	5,816	5,669	5,280	13,430
Students and Interns	747	1,725	1,444	1,183	1,681	3,168	10,180	4,460	3,140	3,853	2,463	3,433
Electoral College	56	564	708	944	624	544	1,966	702	412	299	670	1,113
Education	1,286	1,216	1,327	1,854	19,653	7,654	9,566	6,117	40,539	32,874	30,372	14,035
<b>Presidential Total</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>	<b>3,324,304</b>
Bush	59,642	162,904	107,784	727,050	120,169	629,981	300,574	233,948	274,289	244,931	270,293	110,231
GWB	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	2,542,349
Carter	28,634	26,698	49,516	55,804	43,886	59,753	82,892	56,564	90,769	97,679	49,490	41,540
Clinton	10,123	13,900	32,512	23,589	447,526	20,622	143,993	100,713	75,236	154,736	285,975	157,809
Eisenhower	24,005	24,648	21,982	9,400	34,322	1,544,473	216,690	227,593	39,787	870,134	49,336	90,063
Ford Library	3,063	4,591	4,727	4,193	14,865	4,980	13,499	10,048	10,535	15,176	8,039	5,338
Ford Museum	15,291	14,092	19,803	42,509	68,072	60,168	72,133	70,797	204,238	85,479	38,316	19,400
Hoover	9,947	8,783	16,297	15,731	20,660	22,244	26,292	22,481	22,668	20,944	7,932	14,369

Johnson	60,908	75,791	83,679	503,108	121,264	82,748	95,596	156,019	267,488	115,629	92,890	80,488
Nixon	161,550	148,585	123,936	39,478	173,445	131,666	122,194	273,489	160,007	179,447	156,034	130,996
Reagan	5,094	6,505	3,331	2,216	8,083	6,066	6,987	5,911	9,688	18,650	6,642	40,102
Roosevelt	30,356	43,085	61,556	34,793	28,506	230,544	54,644	161,829	233,218	84,791	53,156	50,605
Truman	21,782	37,112	35,832	47,217	136,950	76,410	130,620	206,840	72,123	86,104	71,072	41,014
<b>Regional Total</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>	<b>128,642</b>
Anchorage	163	42	527	169	1,349	684	420					
Atlanta	2,804	10,195	2,954	2,829	6,278	6,142	12,122	4,901	58,642	14,627	5,283	3,982
Boston	18,113	3,755	5,261	4,944	7,552	15,646	27,610	12,313	316,134	33,091	78,409	69,532
Chicago	1,209	1,899	2,080	990	10,184	4,399	4,134	10,564	8,699	8,439	6,593	5,263
Denver	964	8,757	1,322	5,506	14,859	4,433	3,763	3,471	5,682	28,133	4,869	17,966
Fort Worth	1,815	1,978	1,826	1,919	2,357	9,219	3,961	2,648	14,175	5,593	2,895	8,686
Kansas City	16,183	11,598	6,082	4,457	4,977	17,657	8,758	8,874	12,357	5,323	8,793	4,172
New York	4,184	9,075	1,646	2,702	2,868	6,399	41,658	4,805	6,309	5,331	4,460	3,515
Philadelphia	1,705	16,990	2,540	3,892	3,765	1,800	2,583	3,641	2,711	2,424	3,365	4,469
Riverside	694	1,398	4,514	352	547	2,916	1,012	1,134	1,419	1,405	433	1,248
Seattle	1,296	9,853	524	1,065	502	1,216	1,734	731	586	1,354	1,004	2,060
St. Louis	1,835	4,118	3,367	2,377	3,476	5,376	6,102	3,833	20,471	3,422	2,046	7,749

## APPENDIX V: Twitter Followers (Cumulative)

\*Estimated

	Jan*	Feb*	March	Apr	May	June	July	August	Sept	Oct	Nov	Dec
archivespres	2,210	2,210	2,607	2,703	2,803	2,901	2,980	3,075	3,175	3,262	3,425	3,546
dferriero	2,559	2,559	2,699	2,787	2,823	2,853	2,913	2,956	3,071	3,145	3,162	3,188
Discovercivwar	5,602	5,602	5,818	5,889	5,927	5,952	6,000	6,032	6,057	6,094	6,121	6,147
DocsTeach	3,366	3,366	4,157	4,335	4,515	4,698	4,895	5,125	5,315	5,519	5,713	5,875
ElectoralCollge	2,279	2,279	2,273	2,281	2,275	2,276	2,278	2,273	2,266	2,270	2,279	2,294
FedRegister	5,888	5,888	6,365	6,468	6,592	6,705	6,839	7,024	7,125	7,267	7,396	7,527
NARAMediaLabs	89	89	270	316	357	400	445	482	519	558	629	696
NARA_RecMgmt	4,029	4,029	4,481	4,580	4,672	4,751	4,834	4,924	5,009	5,086	5,140	5,228
TodaysDocument	9,397	9,397	12,100	12,700	13,229	13,900	14,918	15,723	16,398	17,165	17,803	18,542
USNatArchives	29,313	29,313	36,100	37,600	39,173	41,495	43,603	45,878	47,921	50,099	52,272	55,435
bushlibrary	10,712	10,712	13,600	14,100	14,572	15,200	16,017	16,773	17,410	17,975	18,726	19,361
CarterLibrary	7,348	7,348	8,359	8,628	8,777	8,891	9,088	9,263	9,448	9,693	9,845	9,989
IkeLibrary	3,768	3,768	4,757	5,004	5,370	5,588	5,792	5,996	6,216	6,430	6,601	6,939
FDRLibrary	3,363	3,363	4,205	4,448	4,710	4,904	5,115	5,310	5,615	5,843	6,017	6,241
GWBLibrary	6,001	6,001	7,292	7,601	7,843	8,126	8,566	8,968	9,504	9,743	10,121	10,381
IkeandHarry2012	541	541	577	588	591	592	596	605	610	610	615	614
JFKLibrary	37,025	37,025	25,900	26,500	26,883	27,400	27,894	28,394	28,908	29,462	30,104	30,720
LBJLibrary	5,053	5,053	6,026	6,428	6,649	6,846	7,259	7,516	7,812	8,100	8,340	8,563
OurPresidents	5,913	5,913	7,540	7,848	8,136	8,517	8,990	9,684	10,116	10,491	10,889	11,307
Reagan_Library	784	784	1,044	1,108	1,191	1,271	1,358	1,426	1,477	1,537	1,583	1,619
TrumanLibrary					1,354	1,419	1,672	1,871	2,057	2,214	2,342	2,477
WJCLibrary	17,459	17,459	25,000	27,400	30,319	33,000	35,938	40,954	45,137	49,073	52,732	56,239
atlantaarchives	770	770	884	928	956	996	1,045	1,097	1,157	1,194	1,233	1,261
KCArchives	580	580	761	813	857	898	933	979	1,026	1,080	1,131	1,187
CongressArchive			515	598	653	714	820	902	992	1,089	1,214	1,354
NARAFRC	332	332	364	363	369	371	374	377	380	383	395	405
StLouisArchives	74	74	87	90	93	93	94	94	94	97	103	106
<b>TOTAL</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>	<b>277,241</b>

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

\*Estimated

	Jan*	Feb	March	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
<b>Page Views</b>	13,195	19,241	16,494	5,331	3,629	2,907	2,776	3,062	11,763	12,773	9,736	3,246
<b>Track Downloads</b>	8,992	12,749	4,568	3,045	2,404	2,848	2,728	2,013	7,809	9,788	7,490	2,832
<b>Subscriptions</b>	1,783	2,712	2,112	929	554	509	459	416	1,322	1,447	1,183	434

## APPENDIX VII: Google+ Followers

\*Estimated

	Jan*	Feb*	March*	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
<b>Monthly Followers</b>	3,690	3,690	3,690	3,692	15,467	4,422	6,492	8,252	6,582	8,358	8,181	9,676
<b>Cumulative Followers</b>	204,868	208,558	212,248	215,940	231,407	235,829	242,321	250,573	257,155	265,513	273,694	283,370

## APPENDIX VIII: Pinterest Followers (Cumulative)

\*Estimated

	Jan*	Feb*	March	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
<b>US National Archives</b>	2,420	2,420	2,512	3,166	3,253	3,322	3,417	3,569	3,714	3,788	3,851	3,898
<b>Our Presidents</b>	495	495	495	602	613	622	639	656	676	684	693	698

## APPENDIX IX: Instagram Followers (Cumulative)

	Jan	Feb	March	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
<b>US National Archives</b>			584	645	764	976	1,253	1,553	1,710	1,877	2,216	2,614
<b>Ike Library</b>			31	44	64	89	102	112	122	135	139	147
<b>Clinton Library</b>					82	89	136	158	165	216	272	288

## APPENDIX X: HistoryPin Channel Views(Cumulative)

	Jan	Feb	March	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
<b>Channel Views</b>			16,290	16,866	17,461	17,849	18,292	19,263	19,663	20,138	20,506	20,992