

MARCH FY2016 OVERVIEW

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	75,924 Views	41,929 Visitors
Tumblr Blogs	23,763 Views	13,599 Visitors
Facebook	16,047,740 Impressions	5,320,979 Reach
National Archives YouTube Channel	227,713 Views	24,459 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	1,960,964 Views	11,205 Total Contacts
Instagram	--	23,803 Total Followers
Twitter (all NARA feeds)	--	417,242 Total Followers
FourSquare	928 New Check-ins	89 New Followers
iTunes U	1,396 Views	255 New Subscribers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2016 Views (to date)	FY 2015 Views
Archives.gov Blogs	454,572	799,759
Tumblr Blogs	132,914	345,274
Facebook	65,608,796	147,266,835
National Archives YouTube Channel	1,125,785	1,668,093
Flickr (USNatArchives & ArchivesNews)	11,219,810	98,872,250

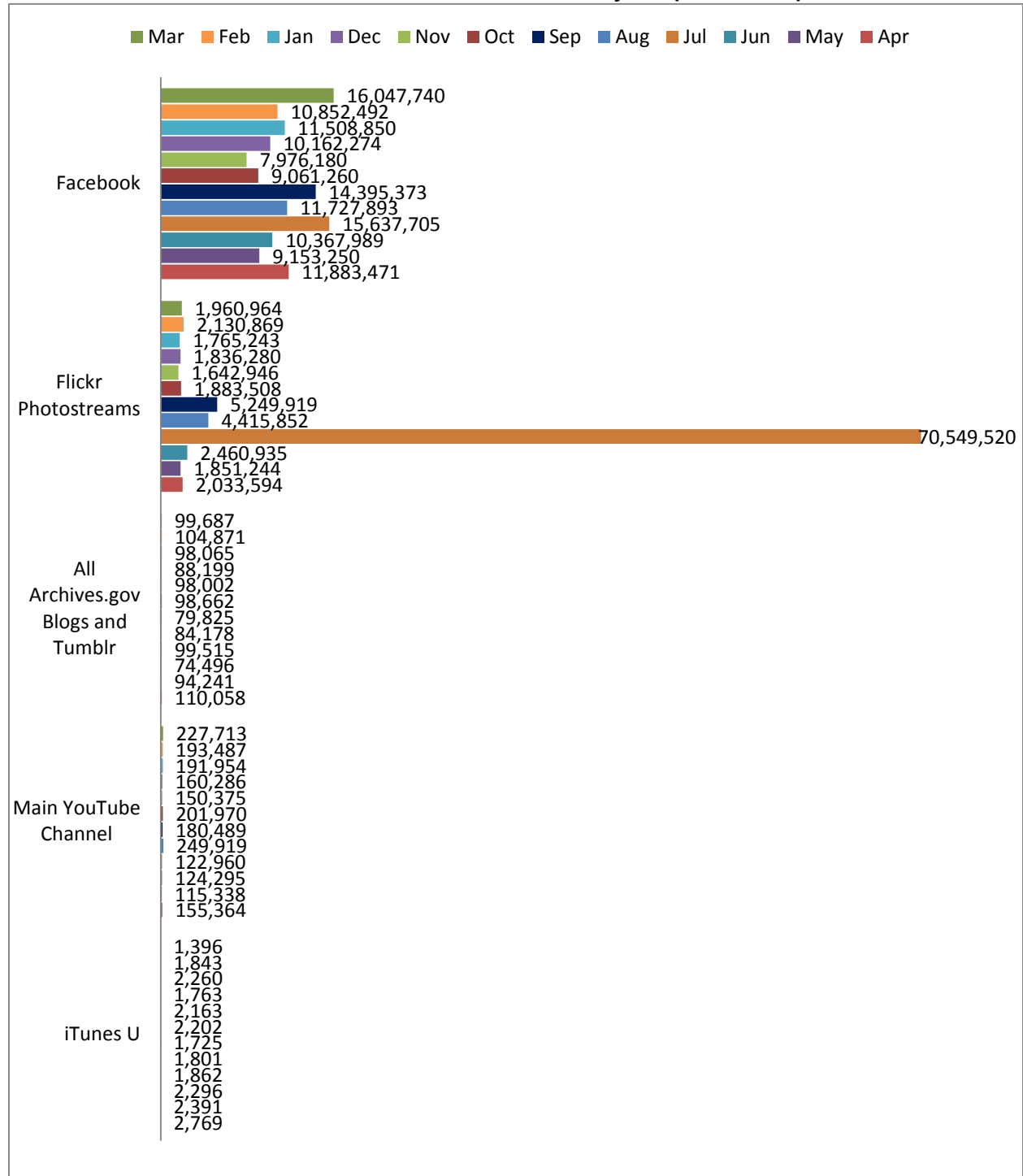
EXTERNAL BLOGS AND TUMBLOGS

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

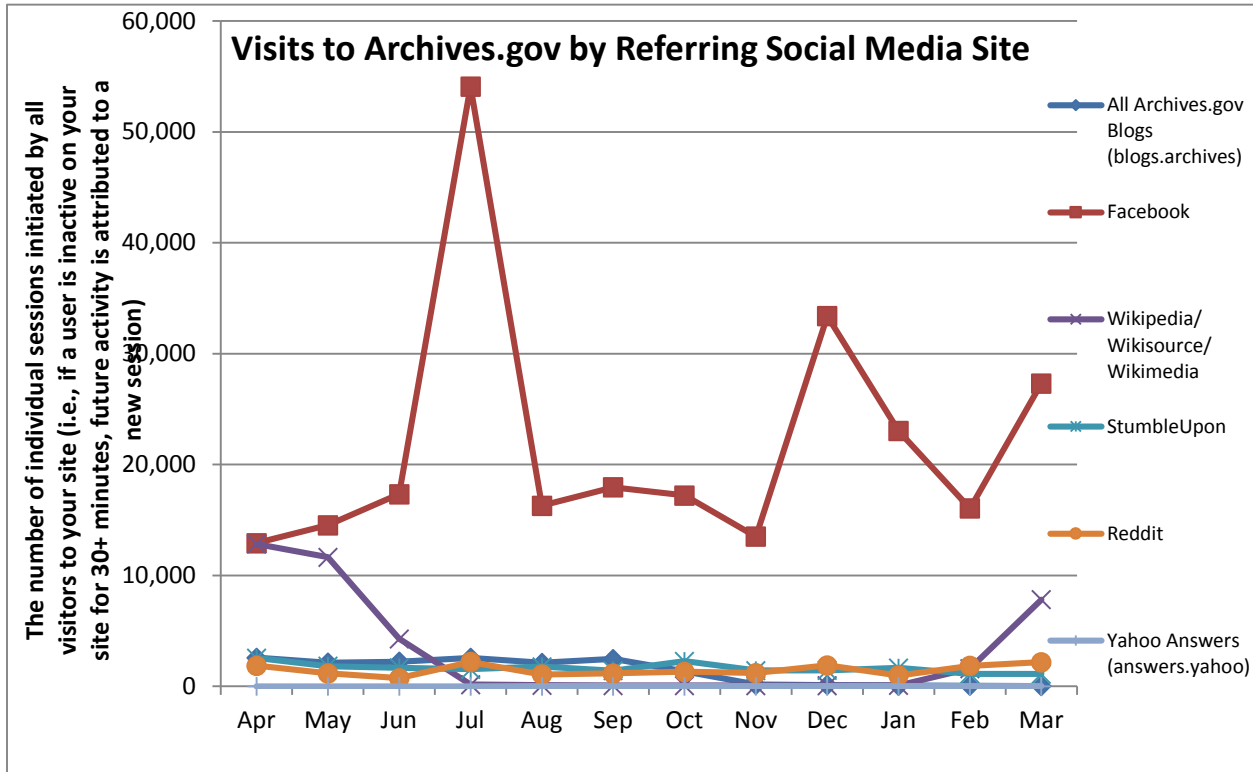
SOCIAL MEDIA TOOLBOX (Tools currently in use)

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

Views: on External Social Media Projects (Per Month)



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

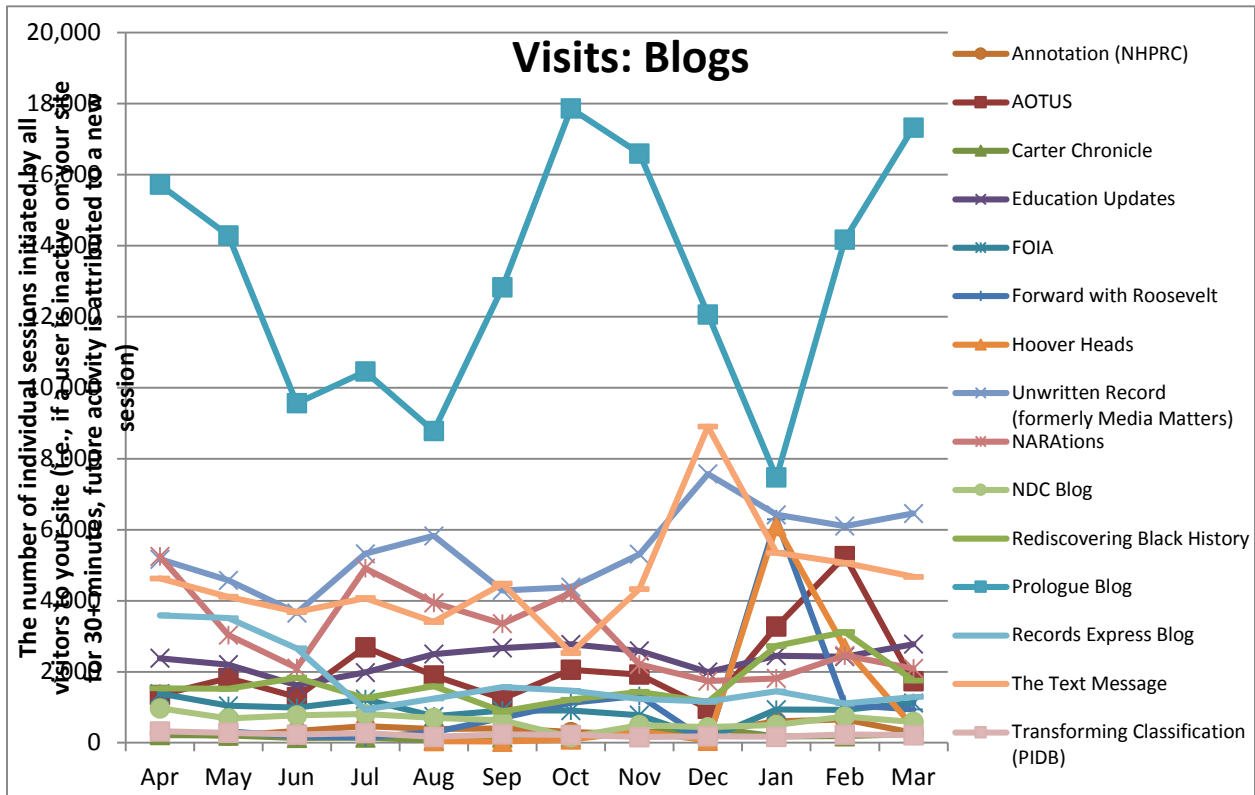


New External Social Media Projects: March Projects

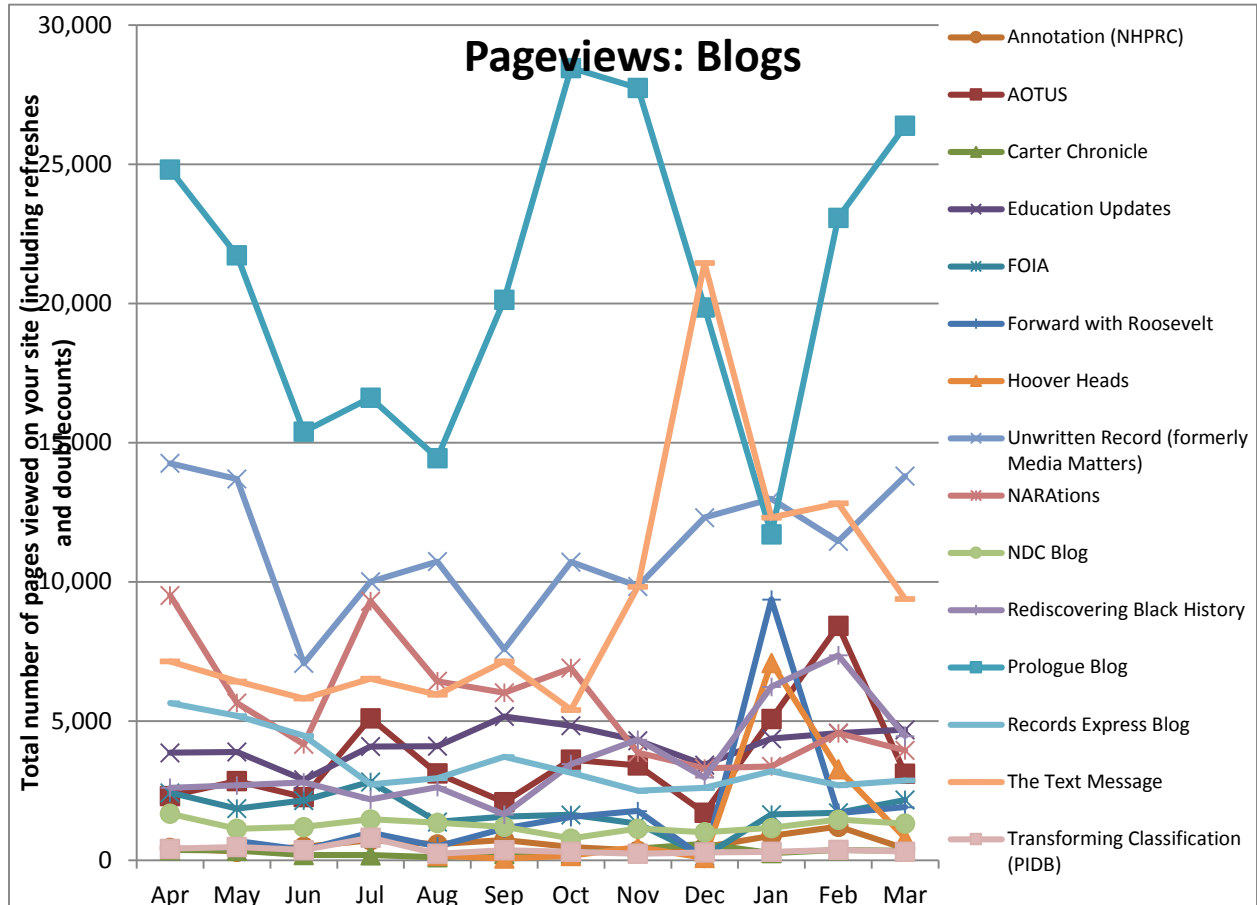
	ZeeMaps	Facebook	Flickr	Twitter	Eventbrite	Tumblr	Blog	YouTube	Instagram
April				1					
May									
June				1					1
July									
August		1		1					
September				1					
October									
November				3					
December									
January									
February									
March									

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

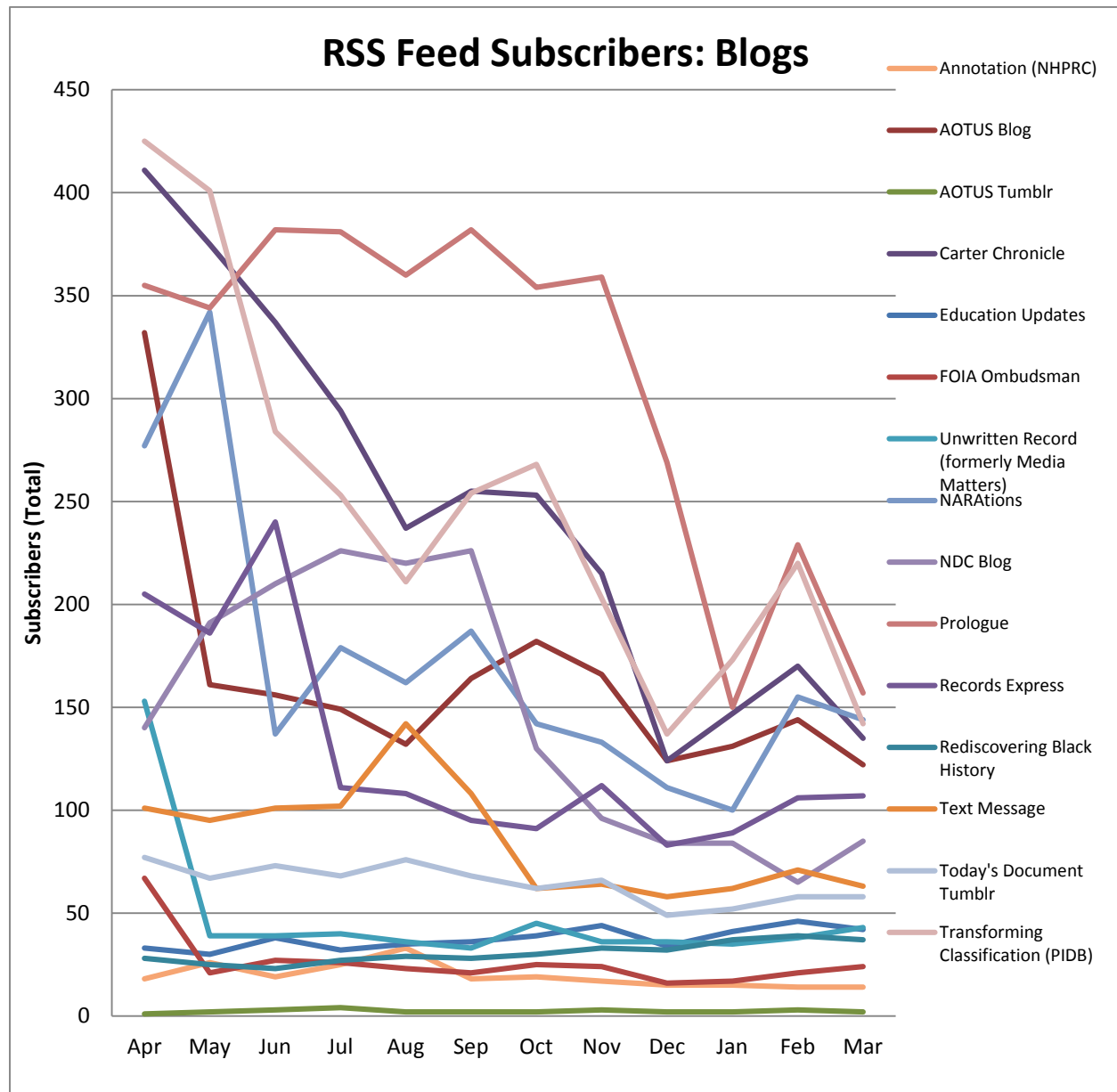
Blog Visits (Source: Appendix II.A)



Blog Pageviews (Source: Appendix II.B)



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

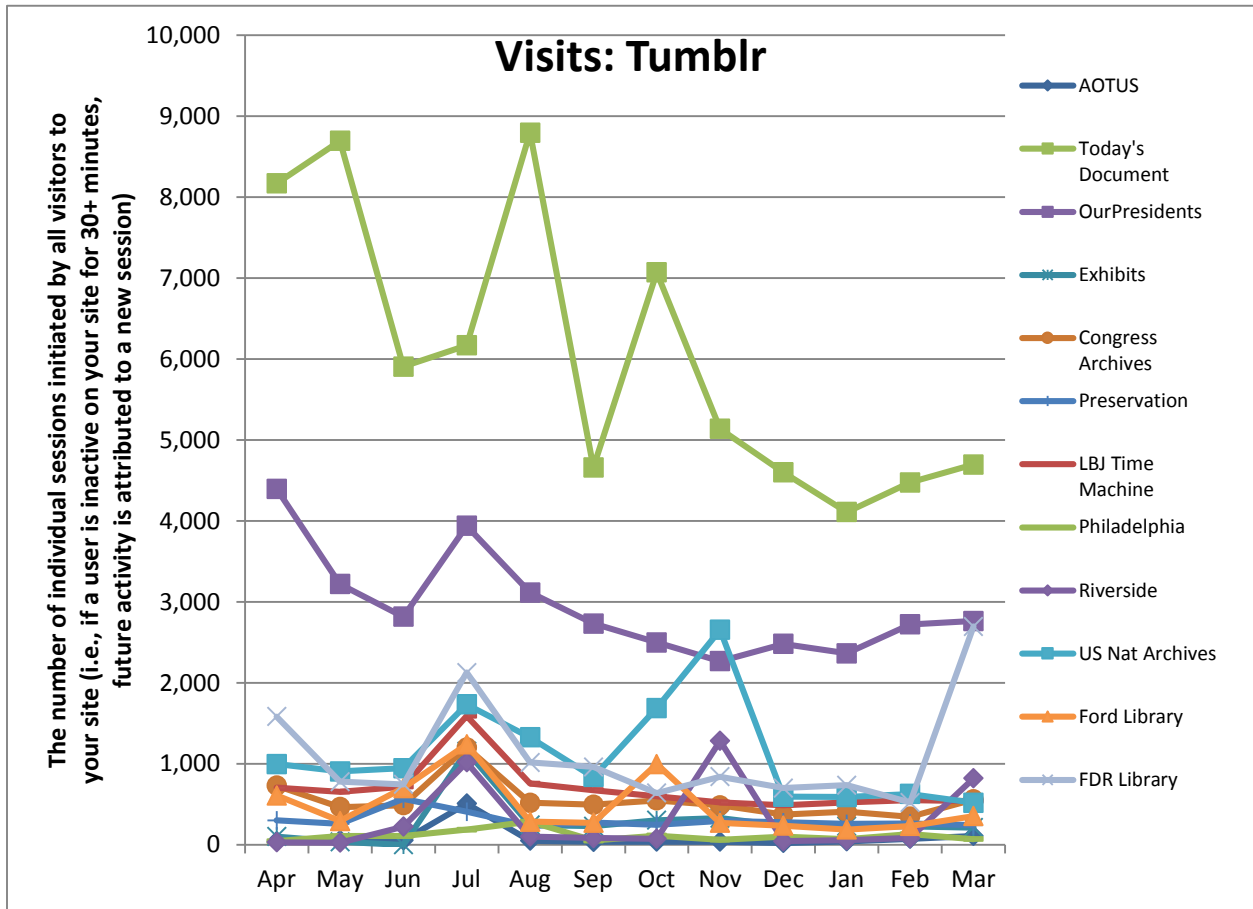


Top 5 Most Viewed Blog Posts in March

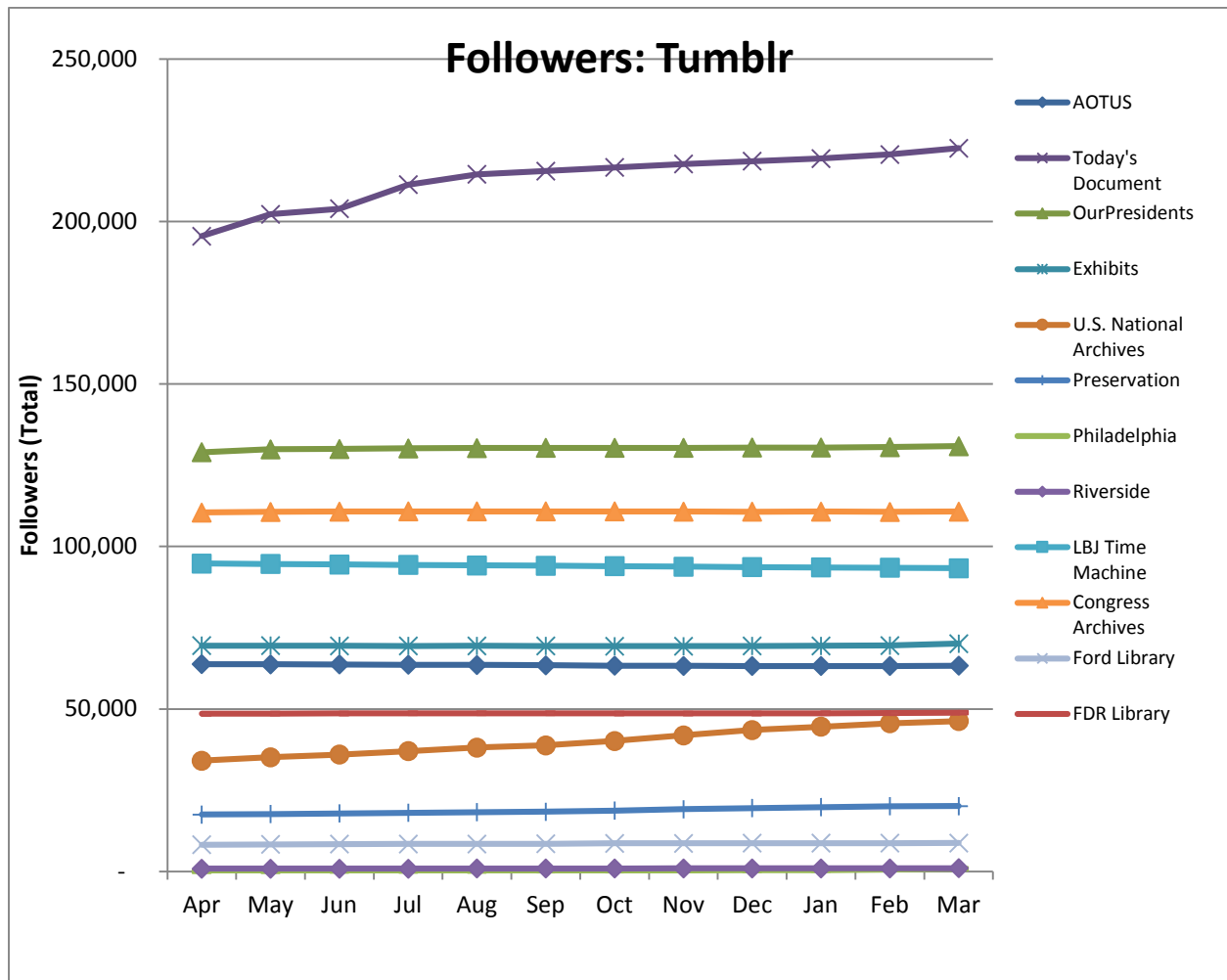
Blog	Pageviews	Post Title
Prologue	3,952	Fidel Castro's childhood plea to President Roosevelt
The Unwritten Record	1,743	The Women of World War I in Photographs
Prologue	1,509	Prohibition and the Rise of the American Gangster
The Unwritten Record	869	Louis Zamperini: The Story of a True American Hero
The Text Message	783	The Misadventures of a Soldier and His Bounty-Land Warrant

Social Media Tools: Detail View – Tumblr

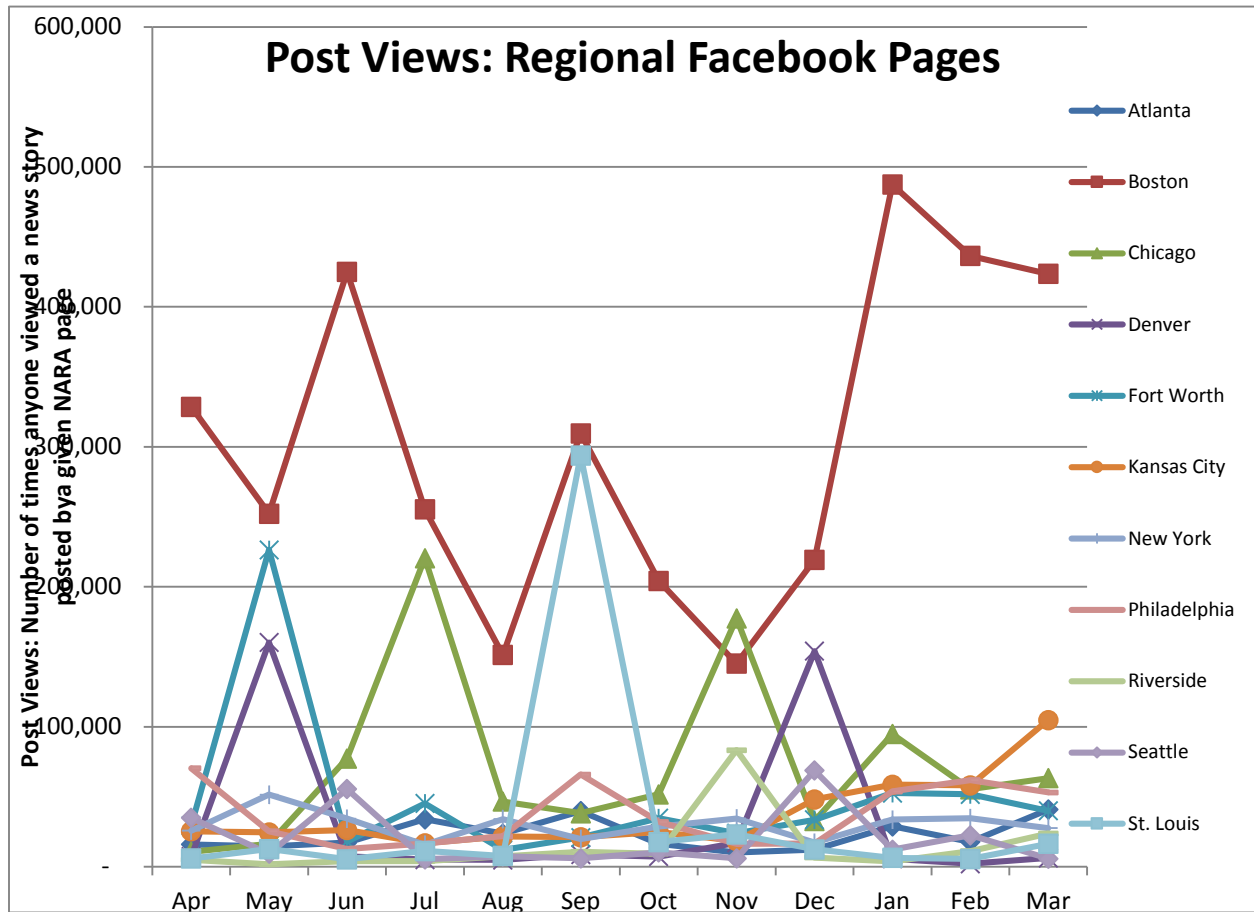
Tumblr Visits



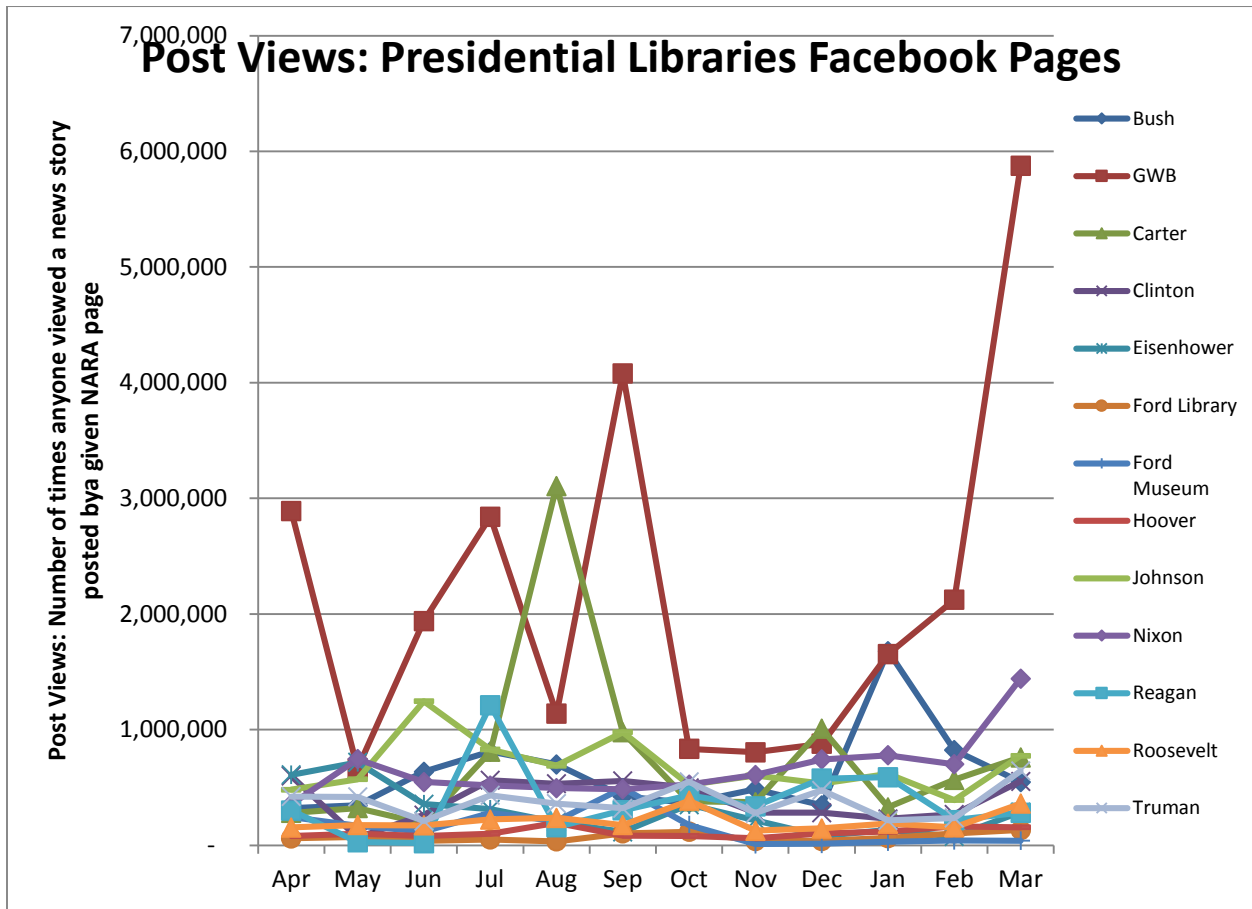
Followers on Tumblr (Source: Appendix IV)



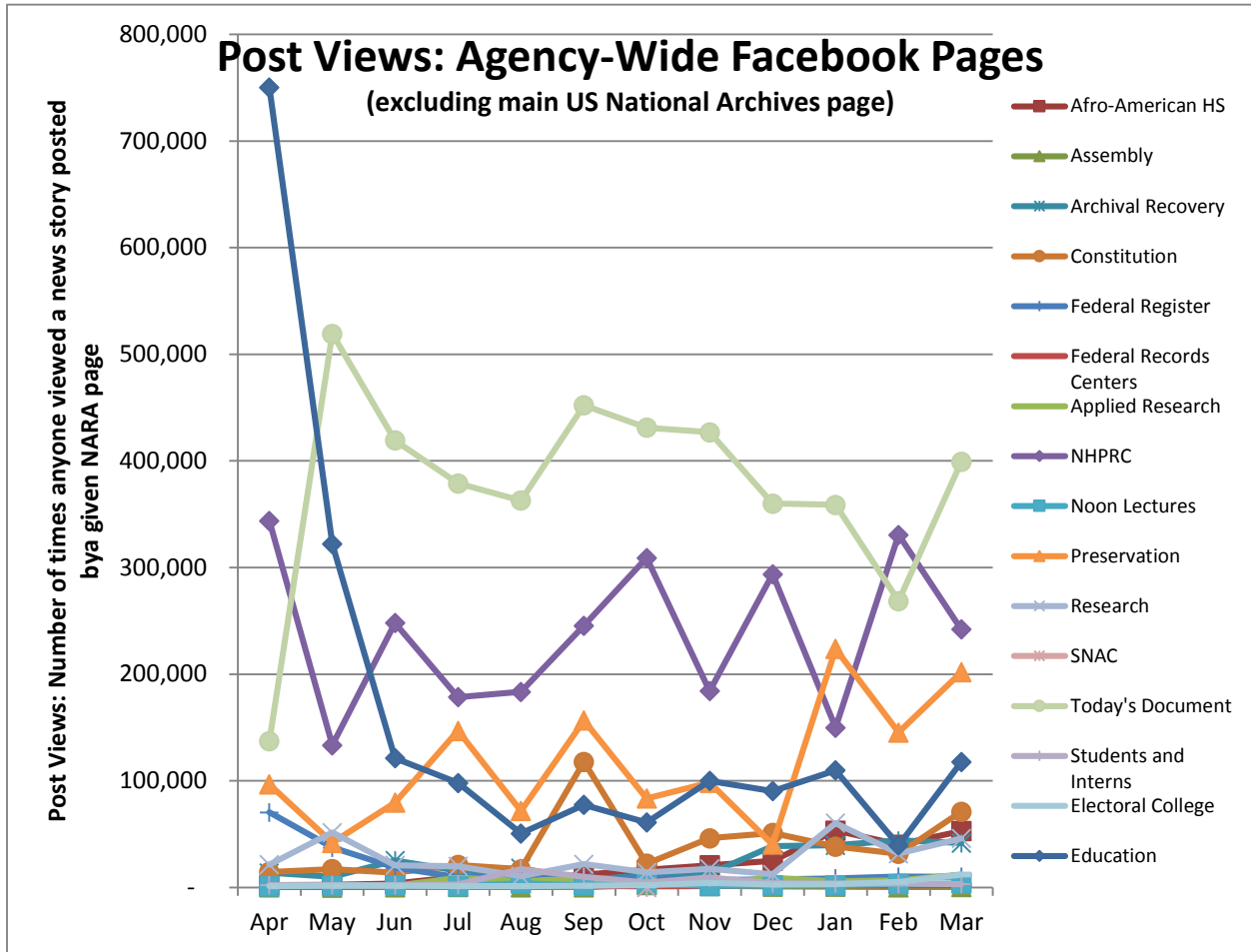
Social Media Tools: Detail View – Facebook
Post Views on Regional Pages (Source: Appendix IV.A)

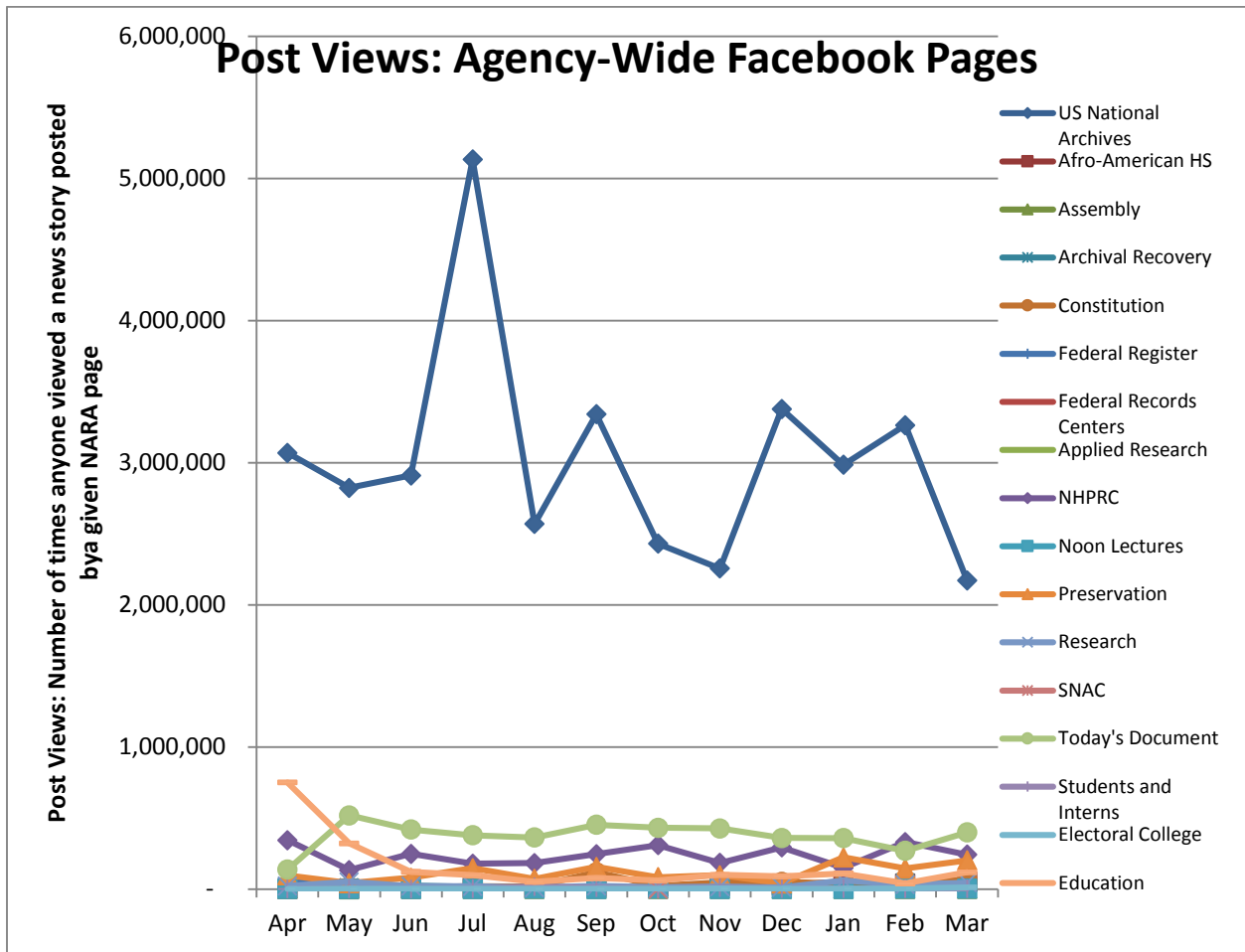


Post Views on Presidential Library Pages (Source: Appendix IV.A)

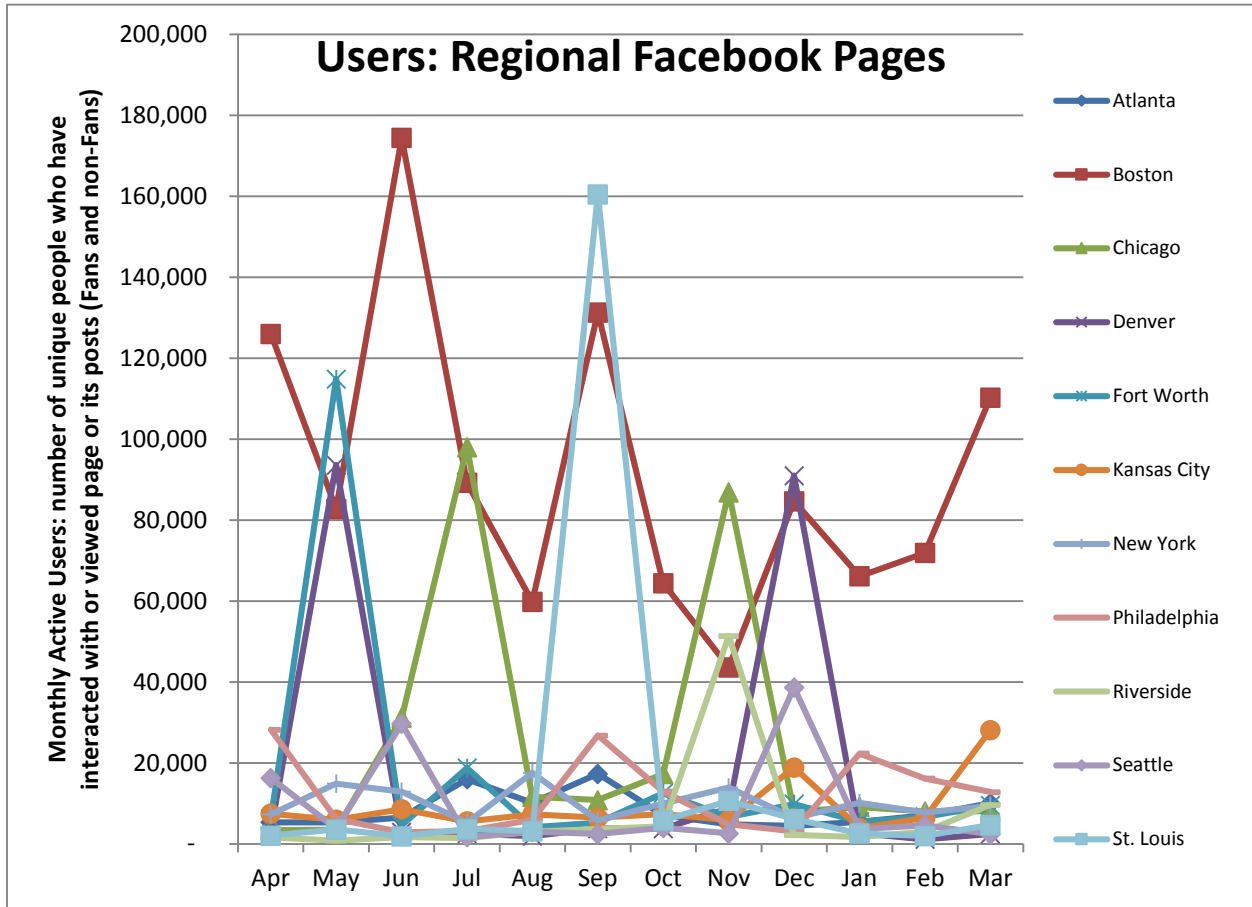


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

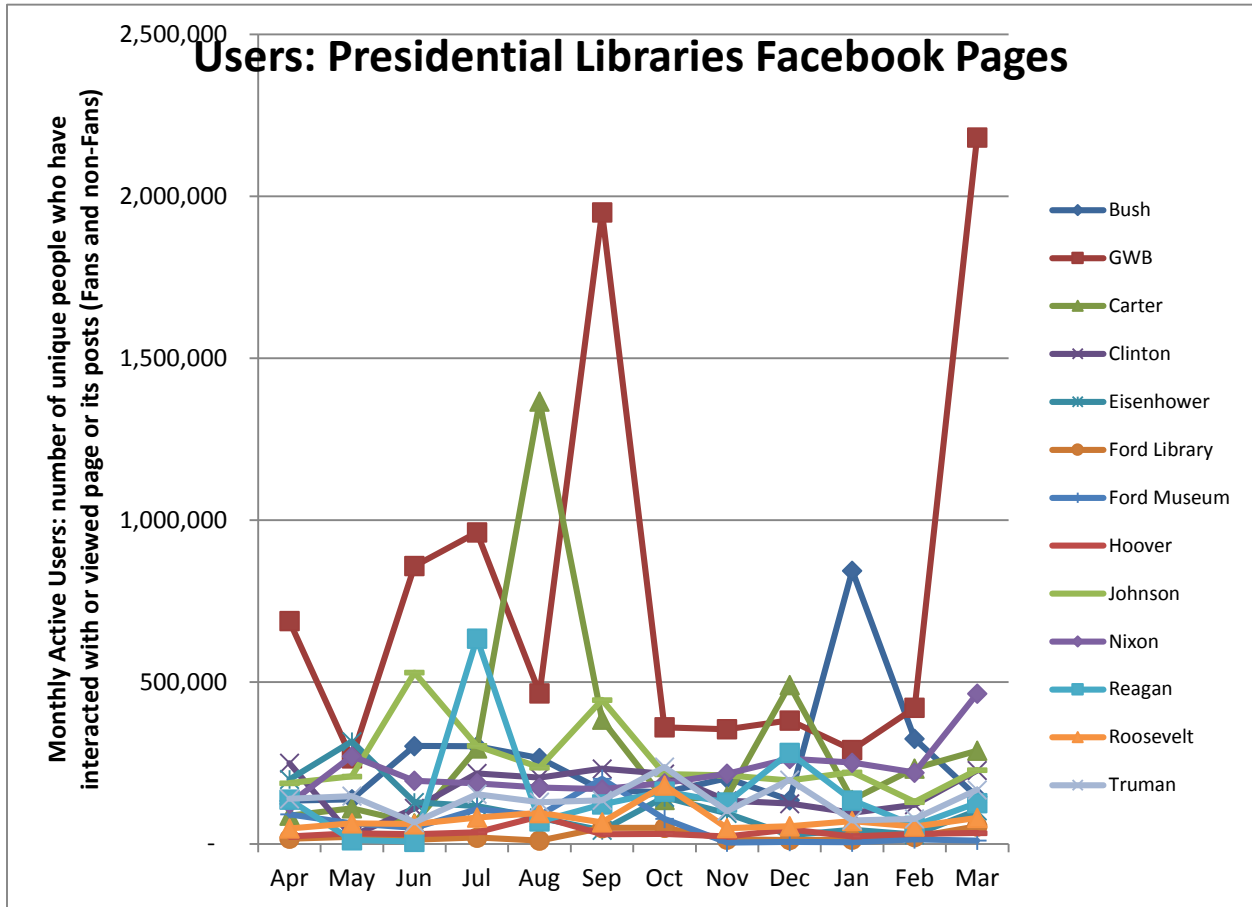




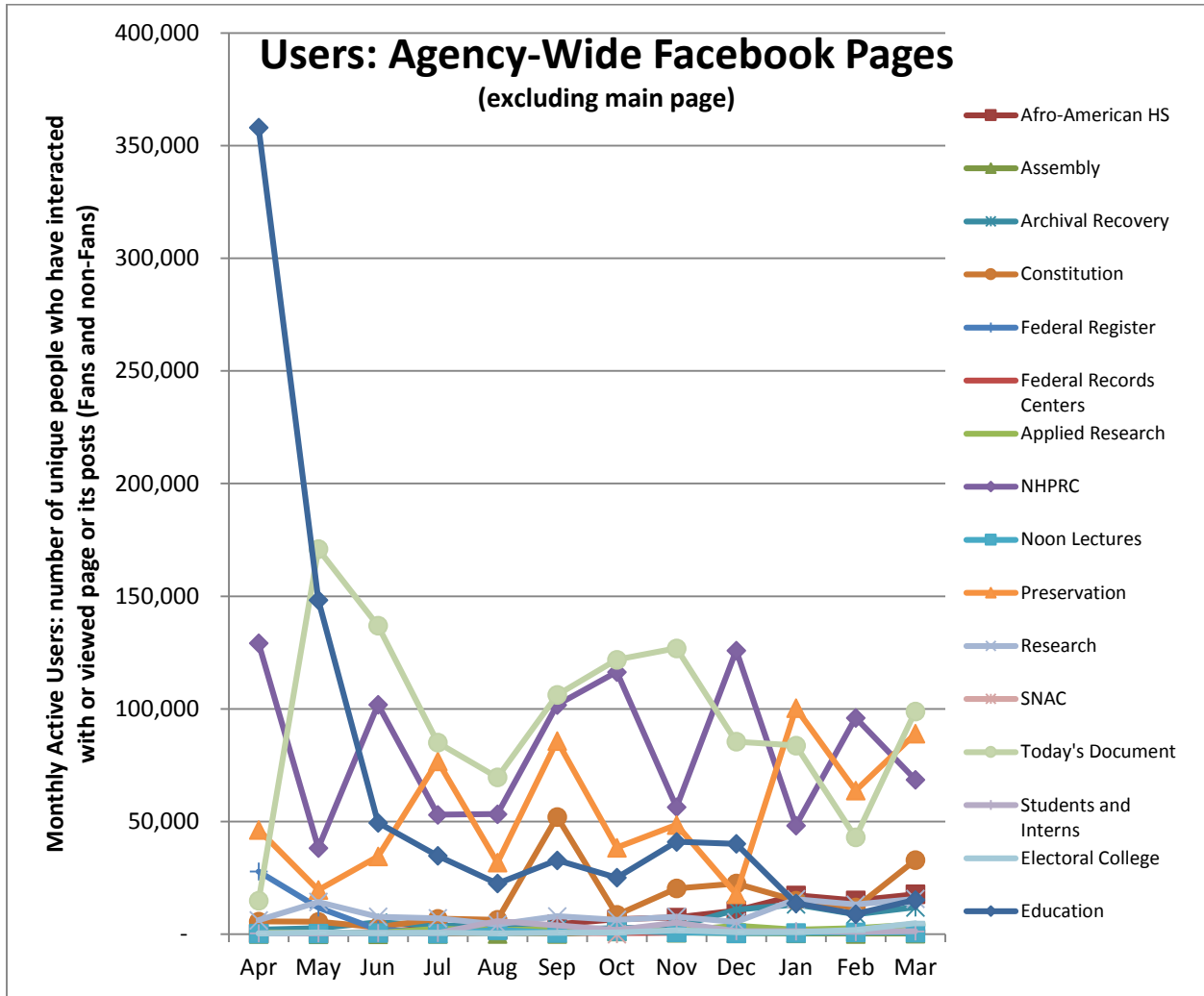
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

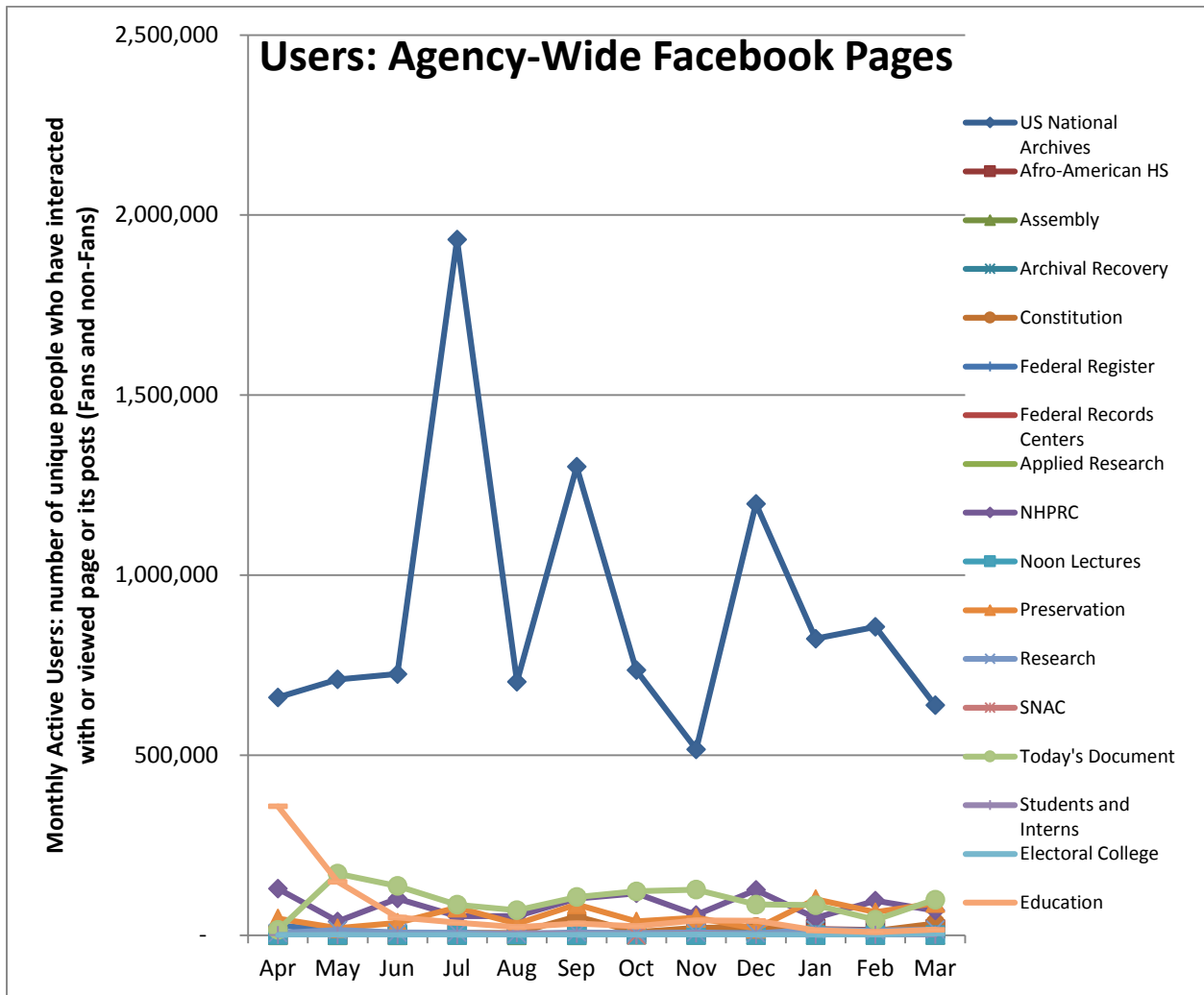


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



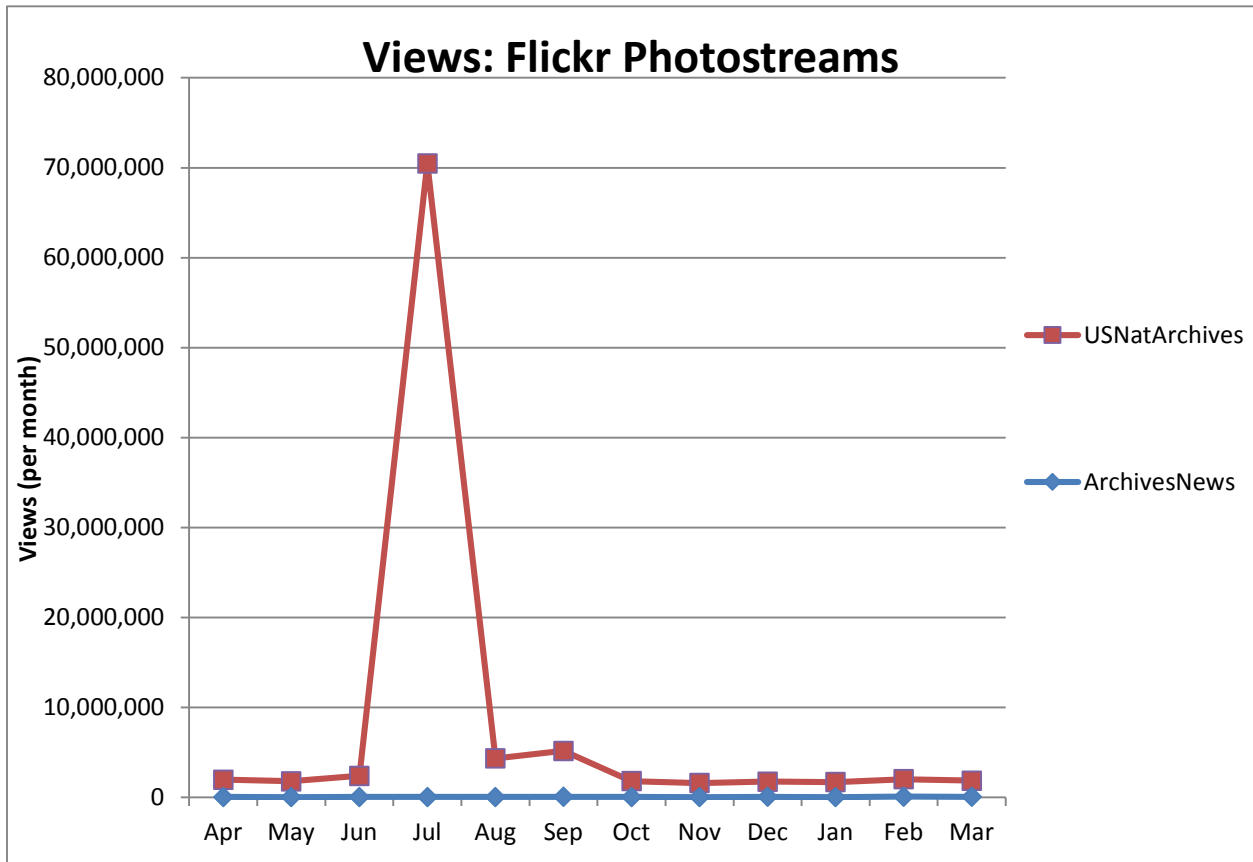
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



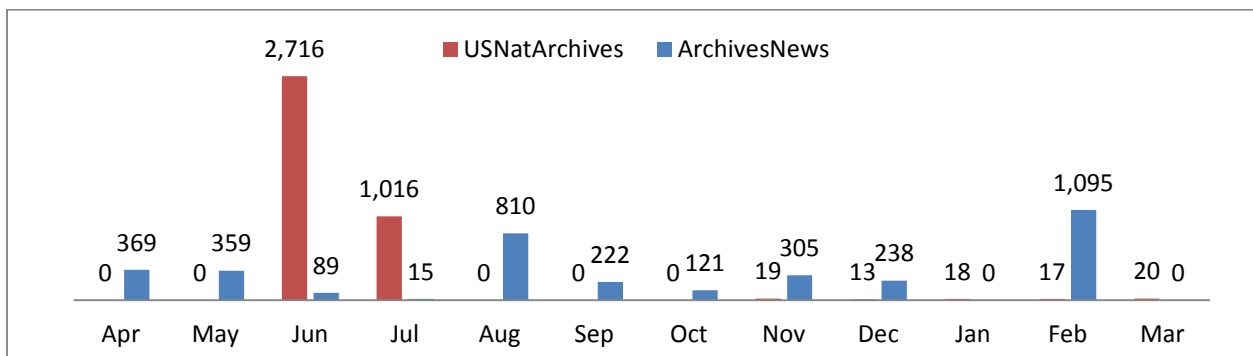


Social Media Tools: Detail View – Flickr

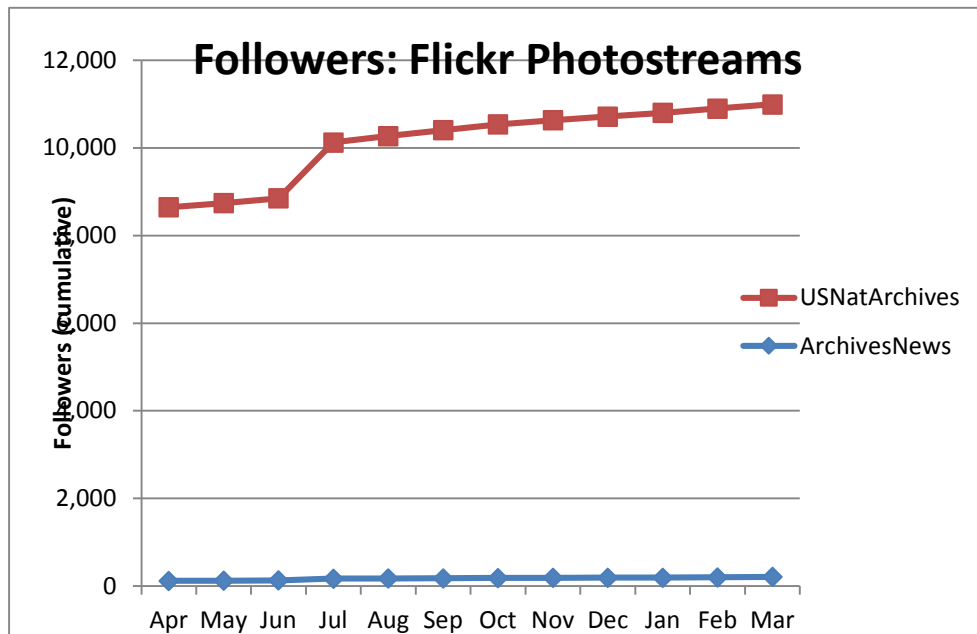
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

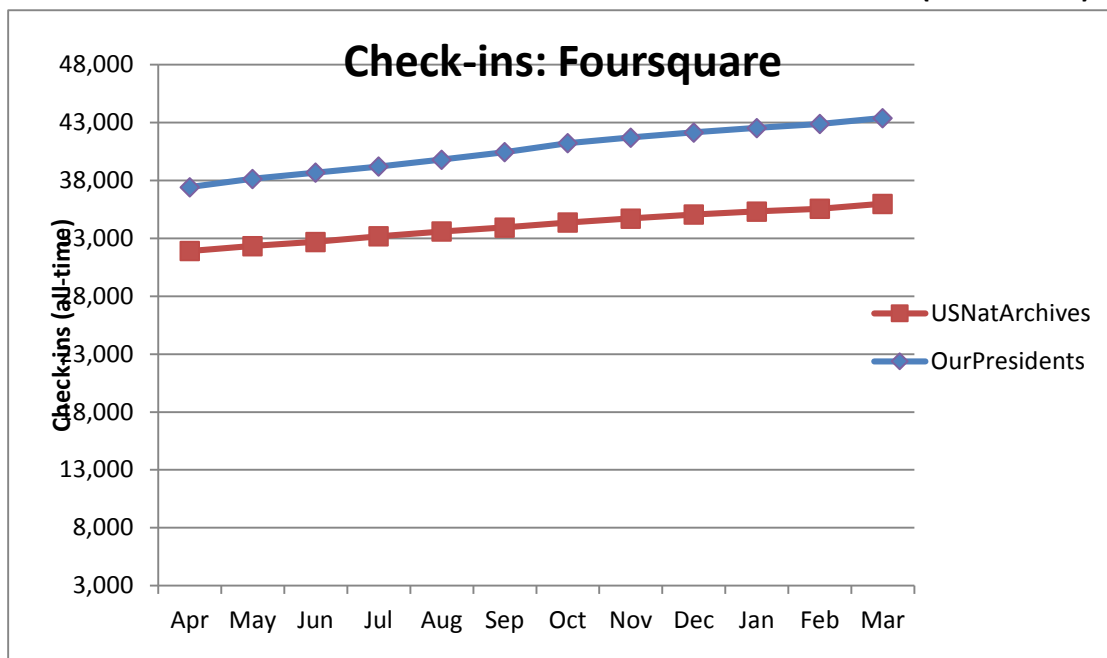


Followers of Photostreams (Cumulative)

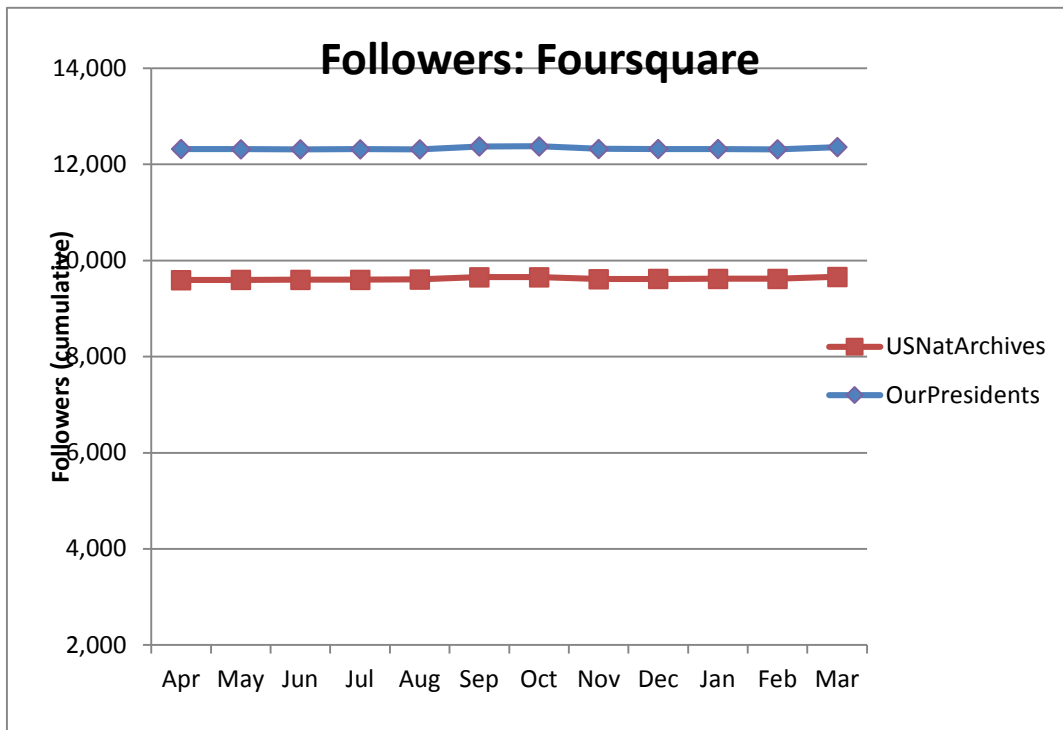


Social Media Tools: Detail View – Foursquare

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

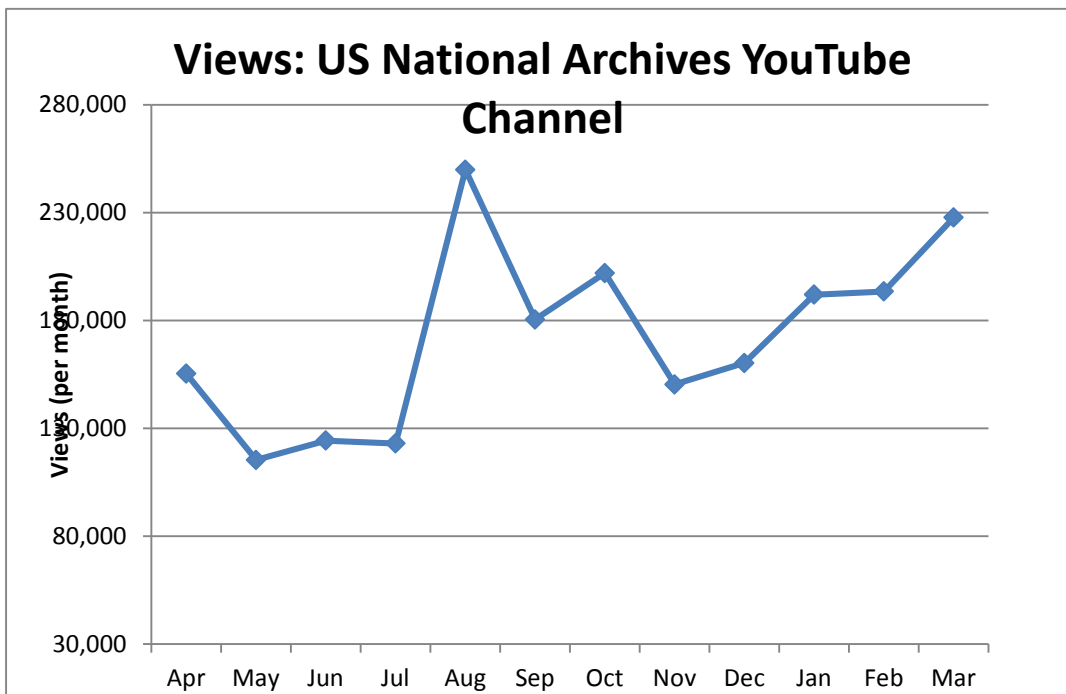


Number of Followers of USNatArchives and OurPresidents (Cumulative)

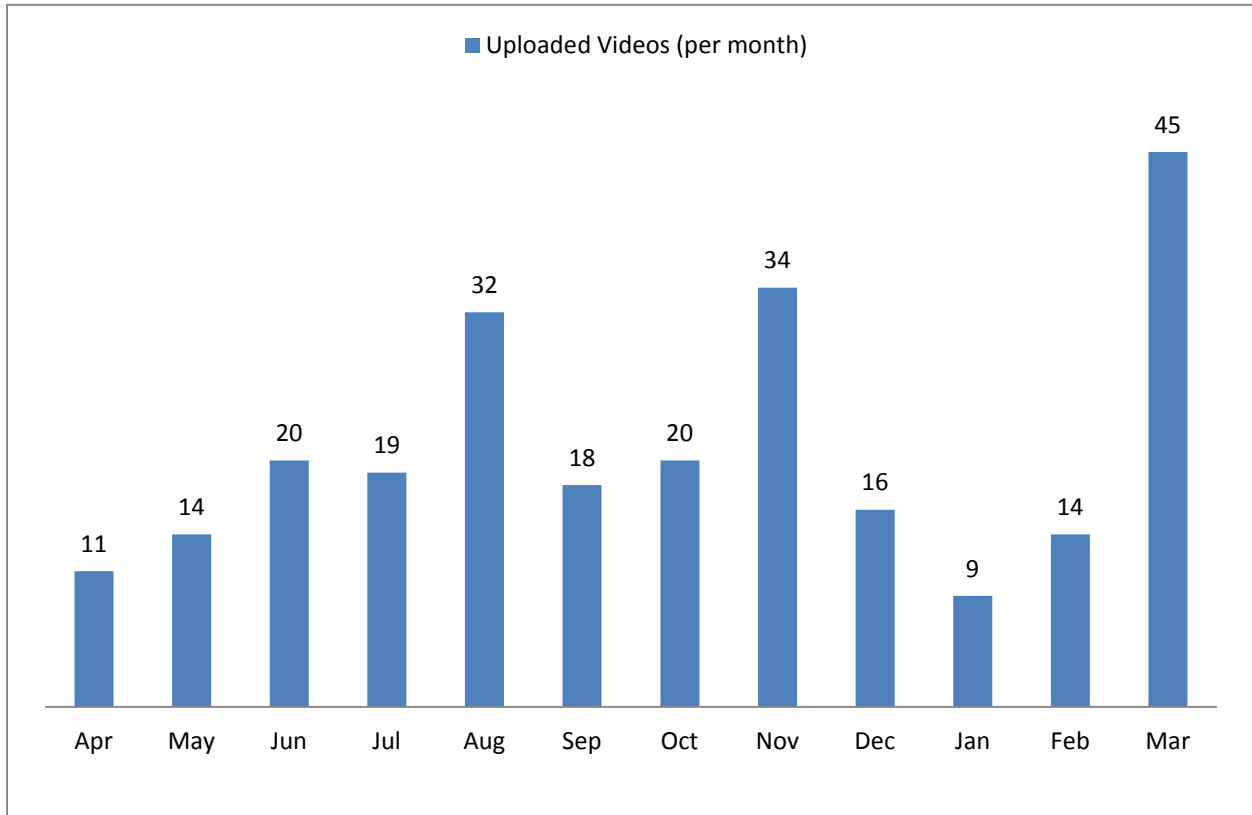


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

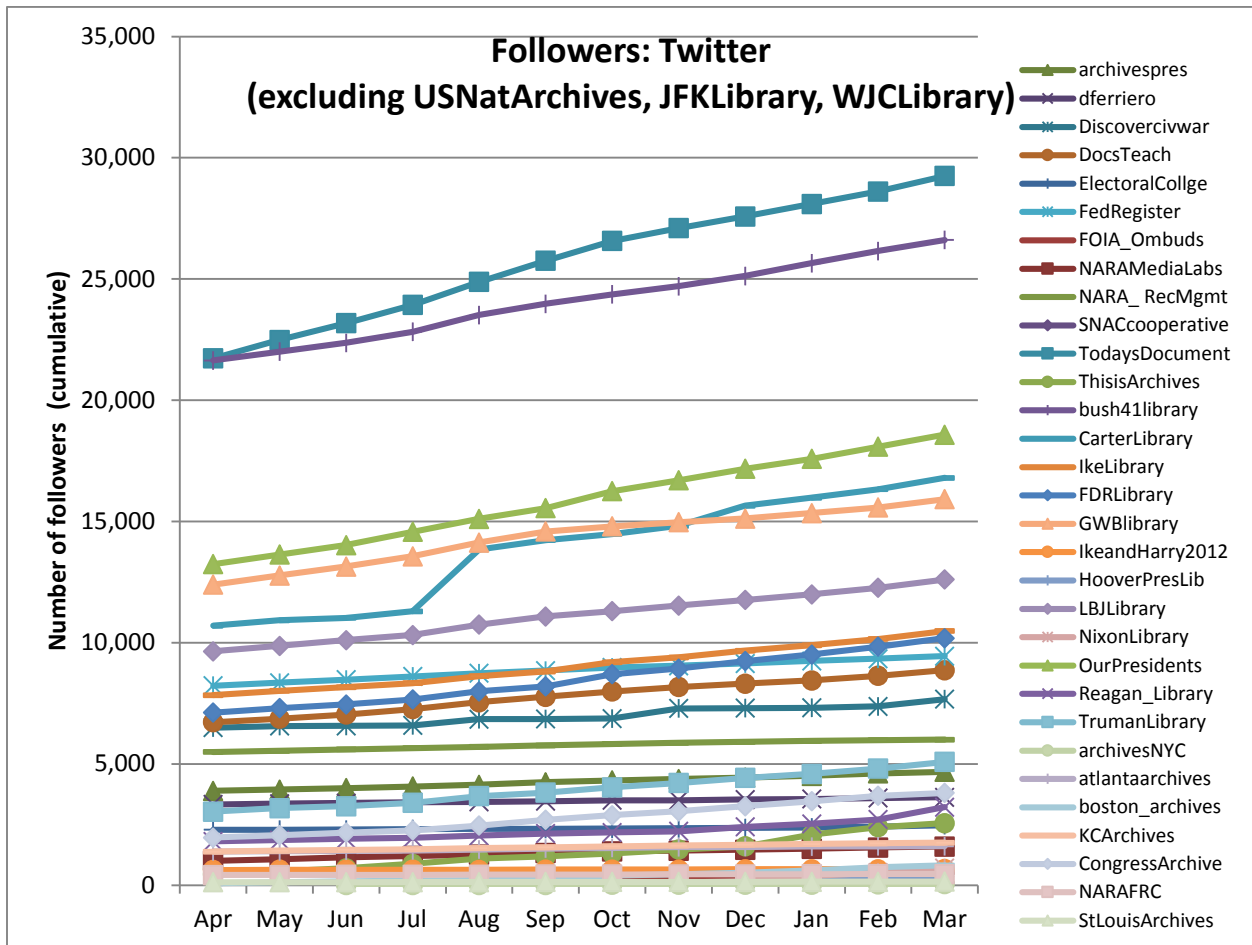


Top 5 Most Viewed Videos for March 2016 on US National Archives Channel

Video Title	Views
Private Snafu in "Censored.", 1944	26,405
The True Glory, 1945 (restored)	17,064
Stories from the Great Depression	13,969
Spies: Private SNAFU	9,933
D-Day to Germany, 1944	8,002

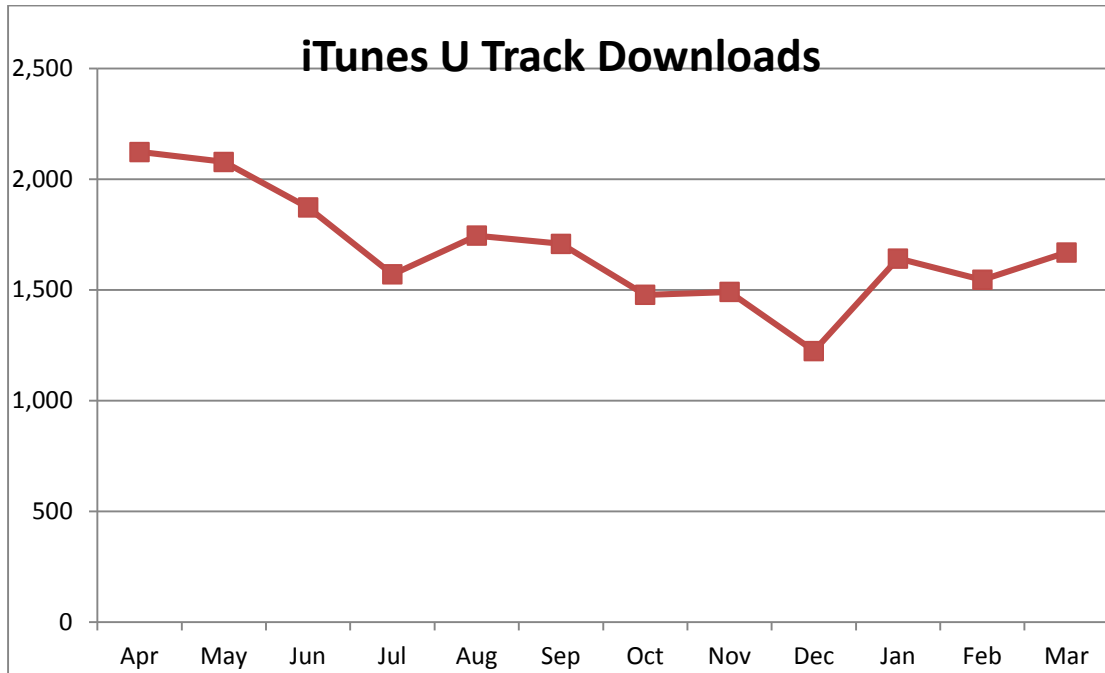
Social Media Tools: Detail View – Twitter

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

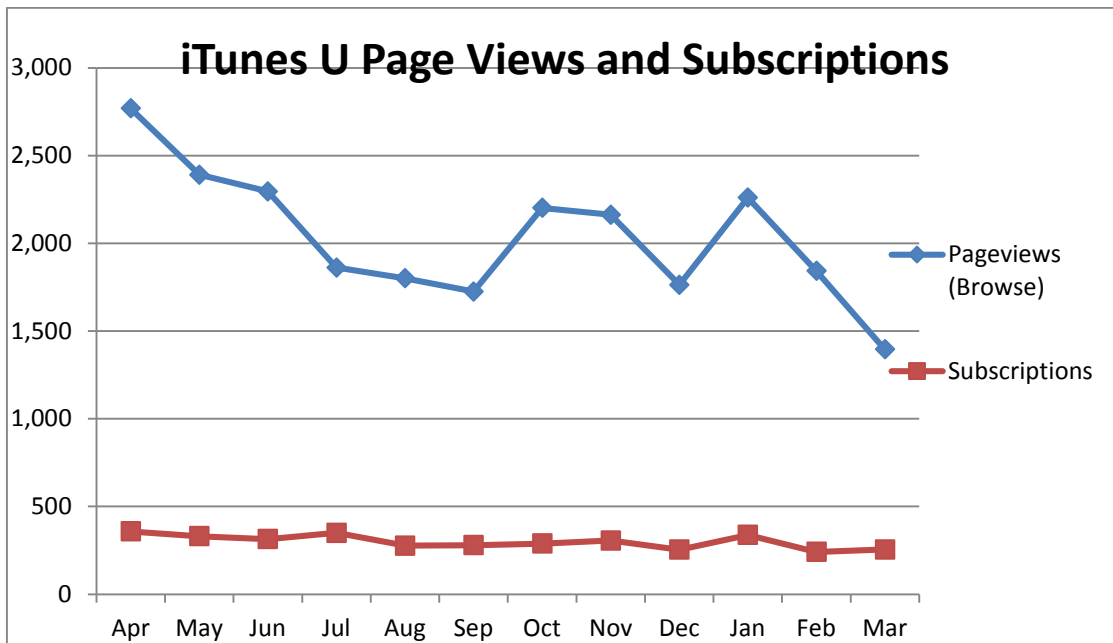


Social Media Tools: Detail View – iTunes U

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

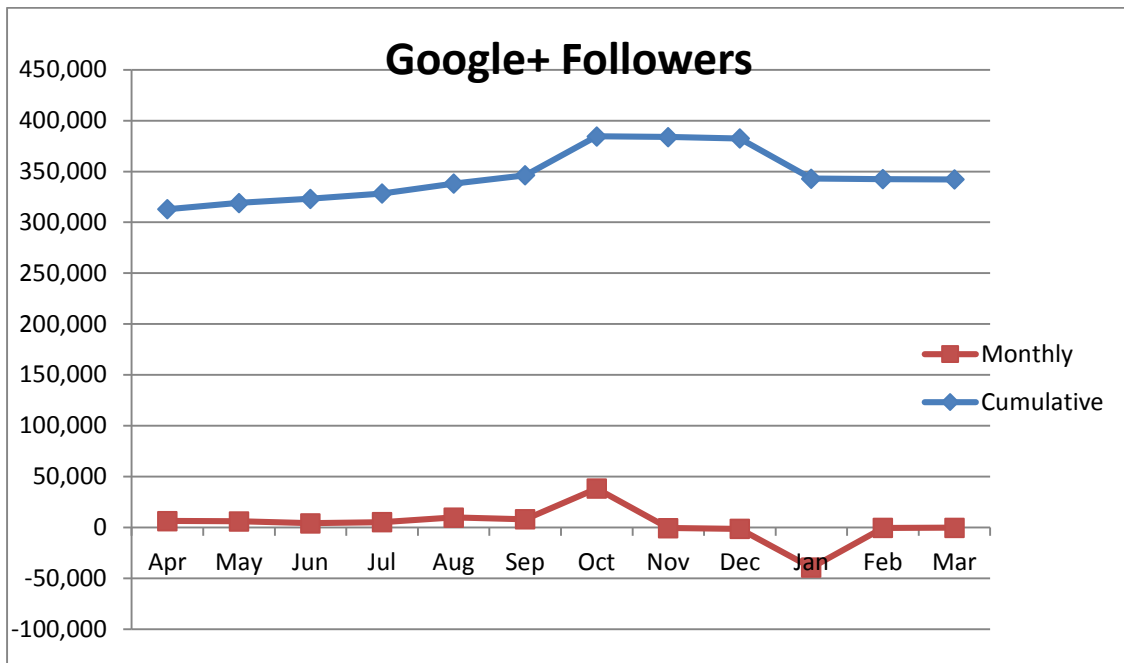


Page Views and Subscriptions on U.S. National Archives iTunes U (Source: Appendix VI)



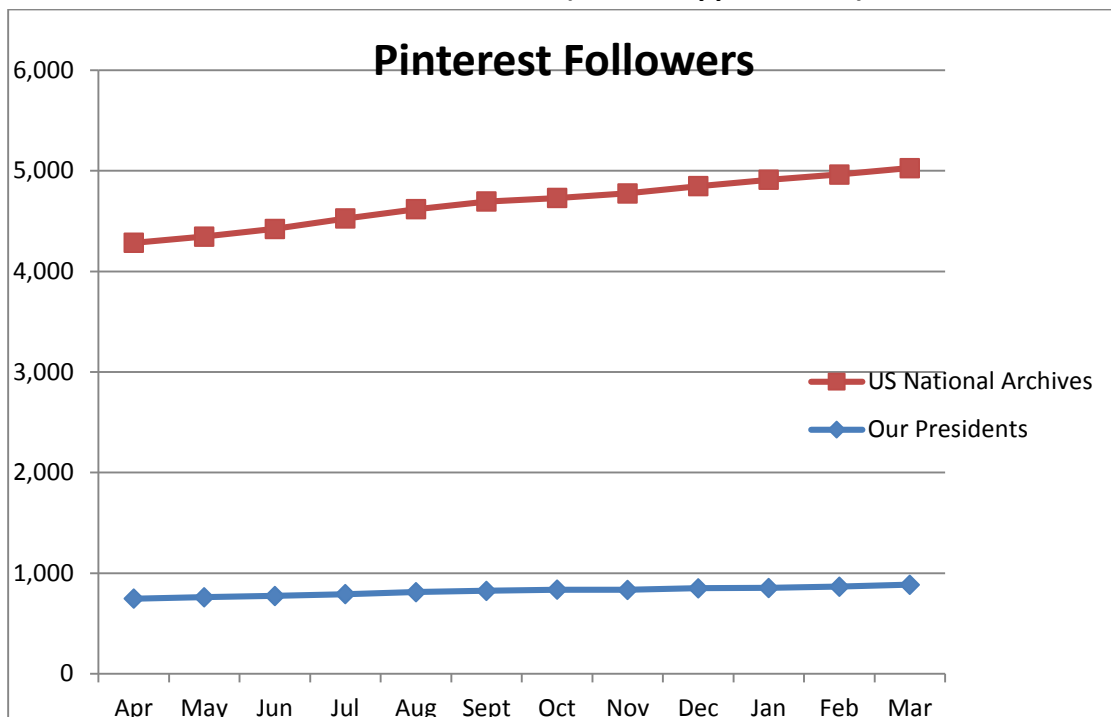
Social Media Tools: Detail View – Google+

Followers on Google+ (Source: Appendix VII)



Social Media Tools: Detail View – Pinterest

Followers on Pinterest (Source: Appendix VIII)



APPENDIX I: Sources of Information

Site / Tool	Source	Statistic
Archives.gov	Google Analytics	Visits via referring sites
Blogs (WordPress)	Google Analytics	Visits Pageviews Unique visitors (monthly)
	Feedburner	RSS feed subscribers
Tumblr	Google Analytics	Visits Pageviews Unique visitors (monthly)
	Tumblr	Followers
Facebook	Facebook	Impressions Reach
Flickr	Flickr	View counts Content uploaded Who calls you a contact?
Foursquare	Foursquare	All-time check-ins at all venues Followers
Google+	Google+	Followers
iTunes	iTunes	Track Downloads Page Views Subscriptions
Pinterest	Pinterest	Followers
YouTube	YouTube	Views of videos on this channel Views of top videos My uploaded videos
Twitter	Twitter	Followers

APPENDIX II.A: Blog Visits

Defined by Google Analytics as the number of individual sessions initiated by all visitors to your site. An individual session times out after thirty minutes of inactivity.

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March
Annotation (NHPRC)	263	199	332	466	388	404	305	229	303	599	661	276
AOTUS	1,346	1,824	1,287	2,692	1,894	1,244	2,058	1,923	960	3,274	5,258	1,732
Carter Chronicle	216	202	135	145	73	148	159	284	420	180	187	240
Education Updates	2,379	2,200	1,619	1,980	2,497	2,671	2,772	2,590	1,991	2,452	2,428	2,779
FOIA	1,386	1,044	987	1,225	745	913	907	777	117	933	928	1,125
Forward with Roosevelt		325	177	149	298	699	1,123	1,324	39	6,292	1,072	937
Hoover Heads					48	31	91	328	61	6,107	2,672	443
Unwritten Record (formerly Media Matters)	5,171	4,575	3,658	5,322	5,827	4,293	4,382	5,312	7,572	6,424	6,102	6,460
NARAtions	5,252	3,034	2,106	4,915	3,943	3,354	4,223	2,204	1,736	1,815	2,457	2,091
NDC Blog	970	688	770	810	700	634	161	497	440	501	739	589
Rediscovering Black History	1,533	1,521	1,833	1,265	1,594	881	1,214	1,434	1,150	2,729	3,118	1,753
Prologue Blog	15,721	14,292	9,565	10,455	8,778	12,827	17,863	16,600	12,065	7,472	14,174	17,329
Records Express Blog	3,588	3,510	2,660	932	1,247	1,569	1,468	1,231	1,163	1,450	1,105	1,291
The Text Message	4,628	4,112	3,682	4,075	3,404	4,483	2,531	309	8,904	5,349	5,068	4,673
Transforming Classification (PIDB)	321	279	233	270	167	234	221	159	181	167	233	211
MONTHLY TOTAL	42,794	37,828	29,054	34,706	31,636	34,429	39,478	35,201	37,102	45,744	46,202	41,929

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.

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March
Annotation (NHPRC)	448	315	491	720	576	726	472	348	482	882	1,211	419
AOTUS	2,312	2,850	2,273	5,104	3,125	2,089	3,618	3,411	1,711	5,079	8,420	3,111
Carter Chronicle	370	351	192	185	110	225	241	419	595	262	371	337
Education Updates	3,866	3,892	2,892	4,092	4,098	5,168	4,835	4,299	3,426	4,368	4,573	4,694
FOIA	2,430	1,858	2,153	2,820	1,382	1,568	1,638	1,317	156	1,645	1,708	2,169
Forward with Roosevelt		693	378	991	501	1,147	1,557	1,775	59	9,370	1,692	1,910
Hoover Heads					168	69	163	474	87	7,093	3,281	803
Unwritten Record (formerly Media Matters)	14,258	13,695	7,080	10,006	10,732	7,576	10,714	9,840	12,311	12,979	11,463	13,799
NARAtions	9,522	5,654	4,167	9,311	6,433	6,018	6,907	3,869	3,303	3,378	4,568	3,950
NDC Blog	1,678	1,136	1,197	1,475	1,350	1,207	783	1,140	1,011	1,166	1,461	1,319
Rediscovering Black History	2,604	2,695	2,802	2,188	2,629	1,645	3,459	4,337	2,973	6,231	7,363	4,460
Prologue Blog	24,813	21,733	15,400	16,615	14,448	20,132	28,458	27,741	19,863	11,711	23,081	26,387
Records Express Blog	5,646	5,185	4,474	2,729	2,952	3,717	3,148	2,500	2,603	3,201	2,699	2,870
The Text Message	7,144	6,426	5,813	6,528	5,949	7,144	5,408	730	21,456	12,311	12,822	9,385
Transforming Classification (PIDB)	419	479	374	815	237	368	310	237	287	310	378	311
MONTHLY TOTAL	75,541	66,989	49,704	63,585	54,729	58,849	71,711	62,437	70,323	79,986	85,091	75,924

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

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March
Annotation (NHPRC)	18	26	19	25	33	18	19	17	15	15	14	14
AOTUS Blog	332	161	156	149	132	164	182	166	124	131	144	122
AOTUS Tumblr	1	2	3	4	2	2	2	3	2	2	3	2
Carter Chronicle	411	375	337	294	237	255	253	215	124	147	170	135
Education Updates	33	30	38	32	35	36	39	44	34	41	46	42
FOIA Ombudsman	67	21	27	26	23	21	25	24	16	17	21	24
Unwritten Record (formerly Media Matters)	153	39	39	40	36	33	45	36	36	35	38	43
NARAtions	277	342	137	179	162	187	142	133	111	100	155	144
NDC Blog	140	191	210	226	220	226	130	96	84	84	65	85
Prologue	355	344	382	381	360	382	354	359	269	150	229	157
Records Express	205	186	240	111	108	95	91	112	83	89	106	107
Rediscovering Black History	28	25	23	27	29	28	30	33	32	37	39	37
Text Message	101	95	101	102	142	108	62	64	58	62	71	63
Today's Document Tumblr	77	67	73	68	76	68	62	66	49	52	58	58
Transforming Classification (PIDB)	425	401	284	253	211	254	268	203	137	173	220	142
MONTHLY TOTAL	2,623	2,305	2,069	1,917	1,806	1,877	1,704	1,571	1,174	1,135	1,379	1,175

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.)

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March
Monthly Total (A+P+R)	11,883,471	9,153,250	10,367,989	15,637,705	11,727,893	14,395,373	9,061,260	7,976,180	10,162,274	11,508,850	10,852,492	16,047,740
Agency-Wide Total	4,528,313	3,966,702	3,871,056	6,029,438	3,337,643	4,463,137	3,406,917	3,192,151	4,318,659	4,047,082	4,227,675	3,389,420
US National Archives	3,069,415	2,822,347	2,910,605	5,132,654	2,569,420	3,340,280	2,430,465	2,255,720	3,377,628	2,985,418	3,263,702	2,171,746
Afro-American HS	2,165	2,528	3,670	10,048	7,130	12,091	16,560	20,907	25,176	53,464	40,279	52,979
Assembly	301	83	385	518	463	301	2,421	1,621	926	869	429	612
Archival Recovery	13,847	9,947	25,403	15,879	18,213	7,018	11,528	13,090	38,860	39,718	44,095	41,816
Constitution	14,632	17,396	13,805	21,232	17,153	117,855	22,444	46,236	51,128	38,430	31,700	71,073
Federal Register	70,460	37,589	18,687	9,821	14,089	8,034	8,375	7,178	7,754	8,595	10,236	10,177
Federal Records Centers	968	626	1,408	2,073	2,505	1,725	1,178	1,301	2,116	2,390	1,975	2,389
Applied Research	2,119	2,042	1,720	9,144	6,068	8,260	4,100	3,542	9,076	5,942	6,719	12,137
NHPRC	343,824	133,532	248,137	178,585	183,547	245,574	309,164	184,331	293,891	149,914	330,707	242,165
Noon Lectures	1,359	1,632	2,132	1,330	4,046	1,964	3,439	1,562	2,001	2,196	3,396	3,814
Preservation	96,679	42,109	79,668	146,977	71,879	156,707	83,591	98,349	40,333	223,827	145,426	201,969
Research	21,481	51,571	20,973	20,009	10,703	21,902	14,398	17,675	12,393	60,528	31,797	46,027
SNAC												
Today's Document	137,247	519,151	419,241	378,882	362,861	452,224	431,209	426,829	360,083	358,887	268,697	399,160
Students and Interns	2,352	2,304	2,323	2,797	17,391	9,925	4,672	9,422	3,922	3,860	3,749	3,311
Electoral College	1,225	1,739	1,566	1,449	1,429	1,782	2,245	4,357	2,949	3,178	5,222	12,259
Education	750,239	322,106	121,333	98,040	50,746	77,495	61,128	100,031	90,423	109,866	39,546	117,786
Presidential Total	6,795,080	4,390,912	5,813,002	8,977,809	8,051,226	9,096,945	5,216,460	4,227,651	5,221,368	6,623,233	5,866,607	11,852,111
Bush	321,166	345,370	635,639	809,767	699,736	422,466	365,601	485,134	345,534	1,678,314	822,004	547,733
GWB	2,889,346	664,262	1,938,754	2,841,090	1,138,072	4,080,109	833,275	804,420	878,446	1,653,011	2,122,654	5,875,127
Carter	280,020	322,472	188,167	808,109	3,106,708	977,253	380,254	372,429	1,007,787	329,320	567,260	759,768
Clinton	598,325	67,300	262,444	562,509	532,640	556,456	497,630	283,466	281,622	228,633	267,141	552,392
Eisenhower	609,365	717,507	356,211	312,762	200,177	116,267	350,511	217,085	81,246	133,401	74,971	286,910
Ford Library	60,258	71,049	38,859	51,211	33,451	103,836	117,182	38,836	38,018	62,415	103,680	132,765
Ford Museum	243,722	167,700	117,869	279,921	209,594	495,862	175,810	11,146	13,867	31,041	41,900	40,241

Hoover	79,958	98,399	80,579	100,655	193,638	84,081	80,835	60,468	102,841	119,012	163,612	155,506
Johnson	481,448	571,206	1,245,801	828,411	688,076	977,848	523,437	604,593	533,062	617,701	391,319	774,611
Nixon	353,907	744,705	547,400	516,632	494,738	485,069	524,534	607,583	741,971	778,842	701,033	1,441,520
Reagan	300,791	27,253	18,303	1,211,670	157,707	301,770	433,107	337,350	576,023	589,292	218,505	281,811
Roosevelt	154,737	175,579	172,747	223,071	236,764	175,303	384,979	126,894	146,268	187,265	156,288	361,050
Truman	422,037	418,110	209,779	432,001	359,925	320,625	549,305	278,247	474,683	214,986	236,240	642,677
Regional Total	560,078	795,636	683,931	630,458	339,024	835,291	437,883	556,378	622,247	838,535	758,210	806,209
Atlanta	16,037	14,496	17,290	34,027	23,648	39,750	16,436	10,294	12,347	28,893	17,885	40,901
Boston	328,657	252,267	425,001	255,360	151,391	309,662	204,307	145,179	219,300	487,367	436,440	423,569
Chicago	10,784	16,425	77,369	220,540	46,672	38,370	51,790	177,469	32,868	94,945	55,517	63,398
Denver	7,349	160,324	7,562	5,145	4,982	8,784	7,329	17,197	154,092	5,780	2,213	6,336
Fort Worth	29,366	24,645	18,142	45,285	12,056	20,957	34,769	24,063	33,635	52,737	51,770	40,012
Kansas City	25,444	25,444	26,297	16,833	21,656	21,185	24,803	18,419	48,153	58,665	58,199	104,890
New York	25,915	51,590	34,435	15,846	34,106	19,898	28,874	34,560	17,238	33,690	34,755	27,739
Philadelphia	70,382	25,404	12,792	16,570	21,815	66,026	32,101	16,496	16,674	53,815	62,026	53,154
Riverside	5,092	1,913	4,060	4,097	7,478	10,716	9,370	83,391	6,643	3,905	11,185	23,779
Seattle	35,032	9,454	55,558	5,361	7,419	6,029	10,345	6,084	68,854	12,307	22,593	5,907
St. Louis	6,020	12,728	5,425	11,394	7,801	293,914	17,759	23,226	12,443	6,431	5,627	16,524

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.)

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March
Monthly Total (A+P+R)	3,586,722	3,135,226	3,764,436	5,872,046	4,307,485	6,073,014	3,380,508	2,759,174	4,015,484	3,474,852	2,992,847	5,320,979
Agency-Wide Total	1,252,959	1,124,548	1,070,330	2,207,895	910,308	1,703,916	1,070,694	839,201	1,525,630	1,137,934	1,125,504	1,002,669
US National Archives	660,392	710,414	725,546	1,931,945	704,129	1,300,952	736,150	516,264	1,198,033	823,591	856,326	638,812
Afro-American HS	425	417	891	2,997	1,956	4,469	6,582	7,438	10,398	17,250	15,002	17,712
Assembly	85	24	75	146	138	138	1,209	744	444	395	175	218
Archival Recovery	2,030	2,619	5,199	3,770	3,847	2,158	2,627	3,211	10,931	13,228	8,828	11,909
Constitution	5,654	5,474	3,121	6,866	6,415	52,050	8,543	20,287	22,477	14,906	11,840	32,887
Federal Register	27,823	11,851	2,038	1,028	1,820	1,514	1,402	1,059	1,191	1,303	1,505	1,316
Federal Records Centers	151	140	624	551	603	668	497	667	1,038	912	753	1,202
Applied Research	721	744	616	2,341	1,885	2,255	1,518	1,450	3,708	2,001	2,689	4,340
NHPRC	129,183	38,257	101,943	53,053	53,267	101,780	116,370	56,385	125,975	48,213	96,030	68,582
Noon Lectures	286	316	504	347	1,784	601	1,384	764	426	569	764	727
Preservation	46,338	19,626	34,503	76,789	31,822	85,826	38,417	48,495	17,825	100,335	63,739	89,038
Research	6218	14,297	7,776	7,073	4,349	7,934	6,372	7,732	5,367	15,561	13,145	15,710
SNAC												
Today's Document	14,827	170,945	136,974	85,057	69,623	106,185	121,831	126,872	85,461	83,732	42,961	98,903
Students and Interns	406	403	518	543	5,844	3,954	1,892	5,123	1,347	1,264	1,008	1,269
Electoral College	397	710	541	580	305	632	825	1,732	915	950	1,842	4,816
Education	358,023	148,311	49,461	34,809	22,521	32,800	25,075	40,978	40,094	13,724	8,897	15,228
Presidential Total	2,126,332	1,675,398	2,416,721	3,418,686	3,269,400	3,994,904	2,160,220	1,679,824	2,216,325	2,203,682	1,732,505	4,110,705
Bush	133,433	138,053	302,406	302,140	265,585	166,858	159,163	202,546	135,624	843,844	324,495	146,131
GWB	688,317	264,652	858,561	961,971	465,698	1,950,804	360,159	354,331	381,619	290,601	420,830	2,181,743
Carter	87,772	110,232	64,481	294,967	1,366,061	384,198	136,443	146,925	490,684	136,681	233,420	288,153
Clinton	249,615	23,870	110,240	217,968	204,997	232,547	216,592	133,328	124,643	96,101	120,980	226,971
Eisenhower	199,422	316,390	128,829	117,413	80,883	42,189	144,623	94,366	26,775	44,146	28,819	102,682
Ford Library	16,444	22,468	13,189	19,994	10,459	49,346	49,809	14,031	12,315	13,683	21,470	54,279
Ford Museum	91,397	63,819	49,603	107,049	84,116	201,063	77,939	4,391	6,589	4,827	14,271	10,503
Hoover	23,040	32,618	30,314	36,259	85,842	30,069	31,209	22,736	44,440	23,205	30,645	33,650
Johnson	187,799	208,644	529,216	303,232	236,368	444,983	215,709	211,719	195,765	221,541	129,501	228,432

Nixon	124,735	270,683	195,325	187,530	174,195	168,948	187,740	217,146	263,140	251,133	220,271	463,947
Reagan	136,869	12,150	6,973	634,524	69,828	122,169	162,420	128,030	281,804	134,733	56,418	126,652
Roosevelt	48,248	63,755	61,296	81,788	96,088	66,938	180,738	49,027	55,136	70,607	53,862	80,555
Truman	139,241	148,064	66,288	153,851	129,280	134,792	237,676	101,248	197,791	72,580	77,523	167,007
Regional Total	207,431	335,280	277,385	245,465	127,777	374,194	149,594	240,149	273,529	133,236	134,838	207,605
Atlanta	5,334	5,339	6,495	16,012	10,173	17,305	7,070	4,859	4,469	5,488	7,053	10,066
Boston	126,025	82,765	174,424	89,218	59,853	131,307	64,454	43,634	84,690	66,127	71,921	110,300
Chicago	3,412	3,493	31,210	98,021	11,642	10,843	17,271	86,882	7,986	9,125	8,034	8,059
Denver	3,334	93,593	2,945	2,563	1,951	3,808	3,802	8,784	90,983	2,674	1,138	2,487
Fort Worth	6,344	114,880	4,625	18,779	4,157	5,272	12,547	6,677	9,842	5,499	6,710	9,555
Kansas City	7,480	5,984	8,584	5,582	7,313	6,474	7,344	5,850	18,894	3,907	6,403	28,154
New York	7,325	14,899	12,930	5,278	17,545	5,792	10,006	13,978	6,471	10,114	7,815	9,423
Philadelphia	28,221	6,159	2,867	3,216	5,946	26,804	12,946	4,816	3,131	22,355	16177	12,809
Riverside	1,592	832	1,718	1,446	3,023	3,648	4,382	51,404	2,210	1,675	3,032	9,673
Seattle	16,288	3,782	29,690	1,702	3,001	2,464	3,961	2,605	38,667	3,702	4,578	2,395
St. Louis	2,066	3,554	1,897	3,648	3,173	160,477	5,811	10,660	6,186	2,570	1,977	4,684

APPENDIX V: Twitter Followers (Cumulative)

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March
archivespres	3,892	3,947	4,007	4,067	4,144	4,245	4,321	4,380	4,439	4,514	4,611	4,677
dferriero	3,333	3,361	3,388	3,417	3,438	3,466	3,501	3,503	3,533	3,558	3,592	3,631
Discovercivwar	6,498	6,567	6,569	6,593	6,851	6,853	6,877	7,287	7,305	7,314	7,375	7,670
DocsTeach	6,721	6,869	7,039	7,264	7,546	7,771	7,991	8,175	8,310	8,448	8,636	8,866
ElectoralCollge	2,290	2,286	2,298	2,317	2,331	2,322	2,334	2,346	2,363	2,381	2,421	2,473
FedRegister	8,226	8,353	8,480	8,611	8,742	8,854	8,980	9,052	9,144	9,249	9,345	9,446
FOIA_Ombuds						261	365	374	400	444	477	541
NARAMediaLabs	1,006	1,074	1,156	1,206	1,258	1,329	1,389	1,423	1,463	1,506	1,553	1,593
NARA_RecMgmt	5,493	5,542	5,602	5,651	5,707	5,768	5,826	5,874	5,912	5,952	5,982	6,006
SNAC							61	60	60	60	109	112

Today's Document	21,725	22,486	23,183	23,935	24,883	25,751	26,574	27,101	27,579	28,099	28,609	29,251
USNatArchives	67,165	69,305	71,445	74,214	77,289	80,080	81,909	82,543	84,917	86,651	88,464	90,144
ThisisArchives	454	572	700	883	1,101	1,185	1,315	1,467	1,600	2,082	2,396	2,556
Bush41library	21,644	22,003	22,371	22,821	23,517	23,975	24,368	24,707	25,127	25,652	26,158	26,609
CarterLibrary	10,700	10,925	11,026	11,297	13,852	14,230	14,484	14,816	15,648	15,979	16,331	16,797
IkeLibrary	7,840	8,019	8,165	8,336	8,623	8,814	9,197	9,396	9,674	9,899	10,154	10,483
FDRLibrary	7,119	7,302	7,455	7,661	7,993	8,198	8,703	8,932	9,245	9,514	9,835	10,188
GWBLibrary	12,395	12,775	13,144	13,563	14,131	14,590	14,800	14,970	15,124	15,345	15,576	15,921
IkeandHarry2012	625	636	636	636	635	643	643	646	660	659	659	663
HooverPresLib									157	220	285	366
JFKLibrary	33,097	33,627	34,016	34,482	35,226	35,669	36,023	36,715	37,112	37,498	37,953	38,487
LBJLibrary	9,643	9,872	10,109	10,318	10,750	11,082	11,304	11,531	11,765	11,997	12,263	12,612
NixonLibrary									282	389	520	709
OurPresidents	13,240	13,636	14,025	14,574	15,108	15,554	16,251	16,699	17,172	17,587	18,083	18,583
Reagan_Library	1,806	1,862	1,913	1,955	2,041	2,130	2,178	2,220	2,408	2,531	2,709	3,216
TrumanLibrary	3,031	3,177	3,257	3,394	3,673	3,822	4,038	4,215	4,424	4,591	4,810	5,086
WJCLibrary	74,565	75,867	76,646	77,124	77,995	78,450	78,958	79,267	79,746	80,591	81,424	81,911
ArchivesNYC			6	8	8	13	21	22	28	27	31	49
atlantaarchives	1,389	1,399	1,418	1,432	1,467	1,511	1,539	1,568	1,576	1,594	1,605	1,612
Boston_archives	79	125	165	190	218	292	404	449	519	605	738	816
KCArchives	1,386	1,421	1,458	1,486	1,528	1,560	1,605	1,637	1,670	1,700	1,728	1,751
CongressArchive	1,964	2,065	2,171	2,260	2,461	2,695	2,888	3,045	3,256	3,465	3,688	3,808
NARAFRC	420	422	425	427	431	441	444	446	447	455	461	461
StLouisArchives	122	125	127	128	129	135	135	139	139	142	145	148
TOTAL	327,789	335,620	342,400	350,250	363,076	371,689	379,426	385,005	393,204	400,698	408,726	417,242

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

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March
Page Views	2,769	2,391	2,296	1,862	1,801	1,725	2,202	2,163	1,763	2,260	1,843	1,396
Track Downloads	2,123	2,078	1,872	1,570	1,745	1,708	1,478	1,491	1,224	1,642	1,546	1,669
Subscriptions	358	331	314	350	277	280	289	306	254	338	241	255

APPENDIX VII: Google+ Followers

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March
Monthly Followers	6,340	6,032	4,118	5,196	9,786	8,085	38,228	-558	-1,363	-39,352	-526	-276
Cumulative Followers	313,032	319,064	323,182	328,378	338,164	346,249	384,477	383,919	382,556	343,042	342,498	342,222

APPENDIX VIII: Pinterest Followers (Cumulative)

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March
US National Archives	4,285	4,347	4,424	4,527	4,619	4,696	4,731	4,777	4,848	4,911	4,964	5,028
Our Presidents	747	762	774	791	812	825	836	835	850	854	867	885

APPENDIX IX: Instagram Followers (Cumulative)

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March
US National Archives	4,254	4,800	5,498	6,800	8,207	9,320	10,770	12,554	14,477	16,052	17,911	20,183
Ike Library	232	252	266	282	297	309	316	321	335	361	371	410
Clinton Library	1,204	1,218	1,239	1,270	1,311	1,326	1,371	1,439	1,525	1,623	1,719	2,418
FDR Library	54	62	75	112	140	152	167	216	296	348	396	479
Bush 41 Library			1	13	28	37	46	51	60	65	75	185

APPENDIX X: HistoryPin Channel Views (Cumulative)

	April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March
Channel Views	22,793	23,443	23,995	24,526	24,996	25,489	26,106	26,252	26,355	26,445	26,597	26,807