

**APRIL FY2016 OVERVIEW**

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	100,340 Views	55,567 Visitors
Tumblr Blogs	21,364 Views	11,981 Visitors
Facebook	13,413,289 Impressions	4,022,864 Reach
National Archives YouTube Channel	207,028 Views	25,184 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	1,965,256 Views	11,287 Total Contacts
Instagram	--	25,663 Total Followers
Twitter (all NARA feeds)	--	424,040 Total Followers
FourSquare	1,128 New Check-ins	0 New Followers
iTunes U	1,176 Views	203 New Subscribers

**FISCAL YEAR COMPARISON**

Social Media Tool	FY 2016 Views (to date)	FY 2015 Views
Archives.gov Blogs	554,912	799,759
Tumblr Blogs	154,278	345,274
Facebook	79,022,085	147,266,835
National Archives YouTube Channel	1,332,813	1,668,093
Flickr (USNatArchives & ArchivesNews)	13,185,066	98,872,250

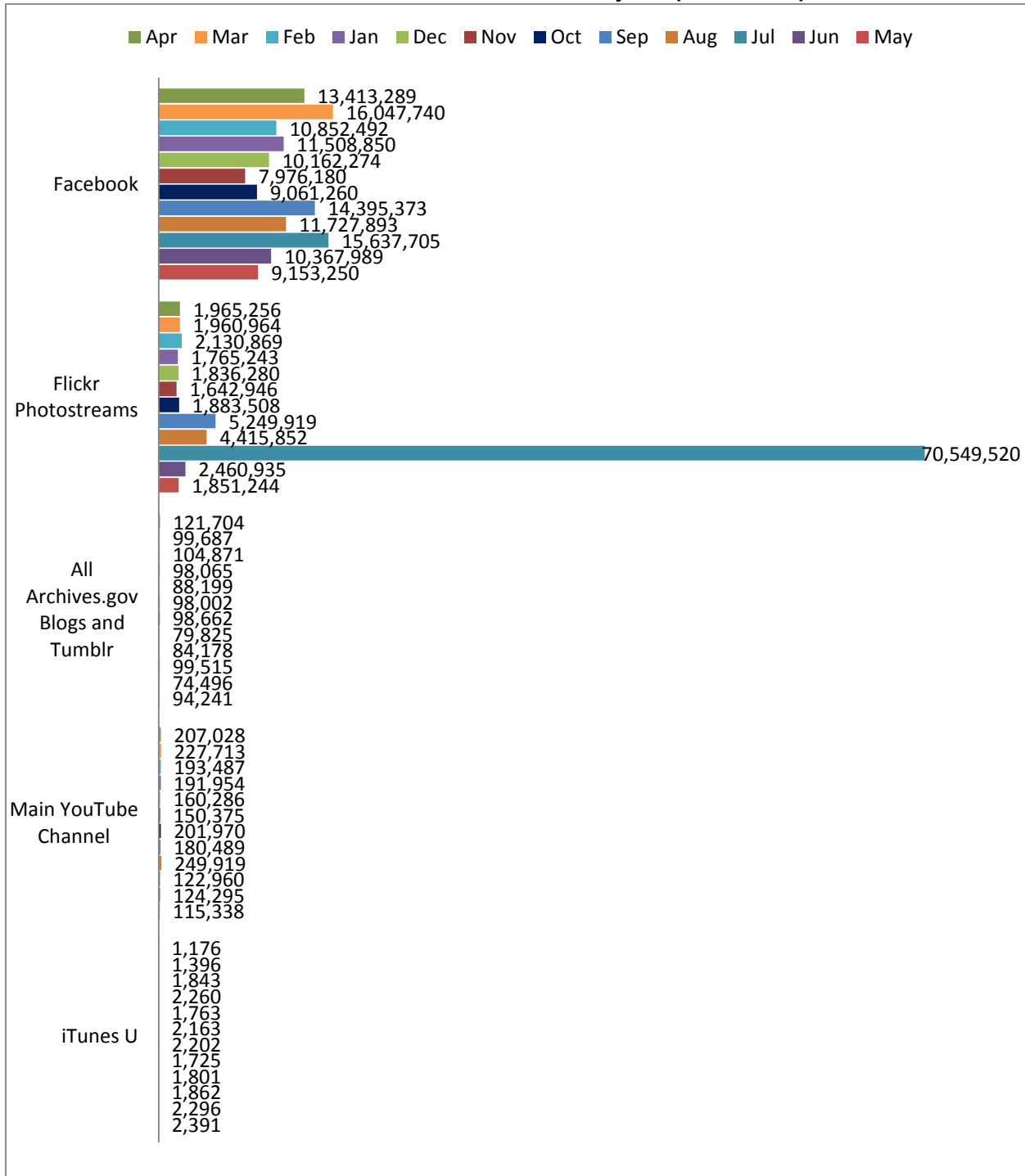
**EXTERNAL BLOGS AND TUMBLOGS**

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](#)

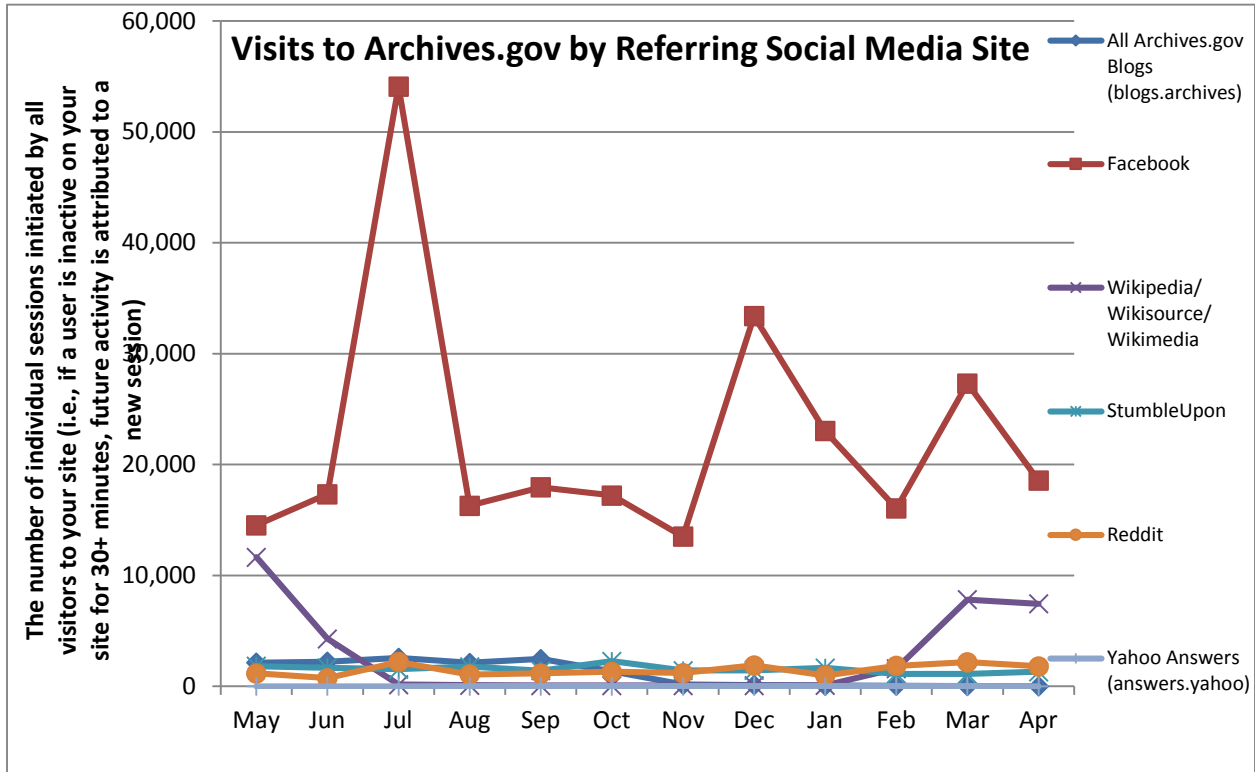
**SOCIAL MEDIA TOOLBOX (Tools currently in use)**

- 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)**

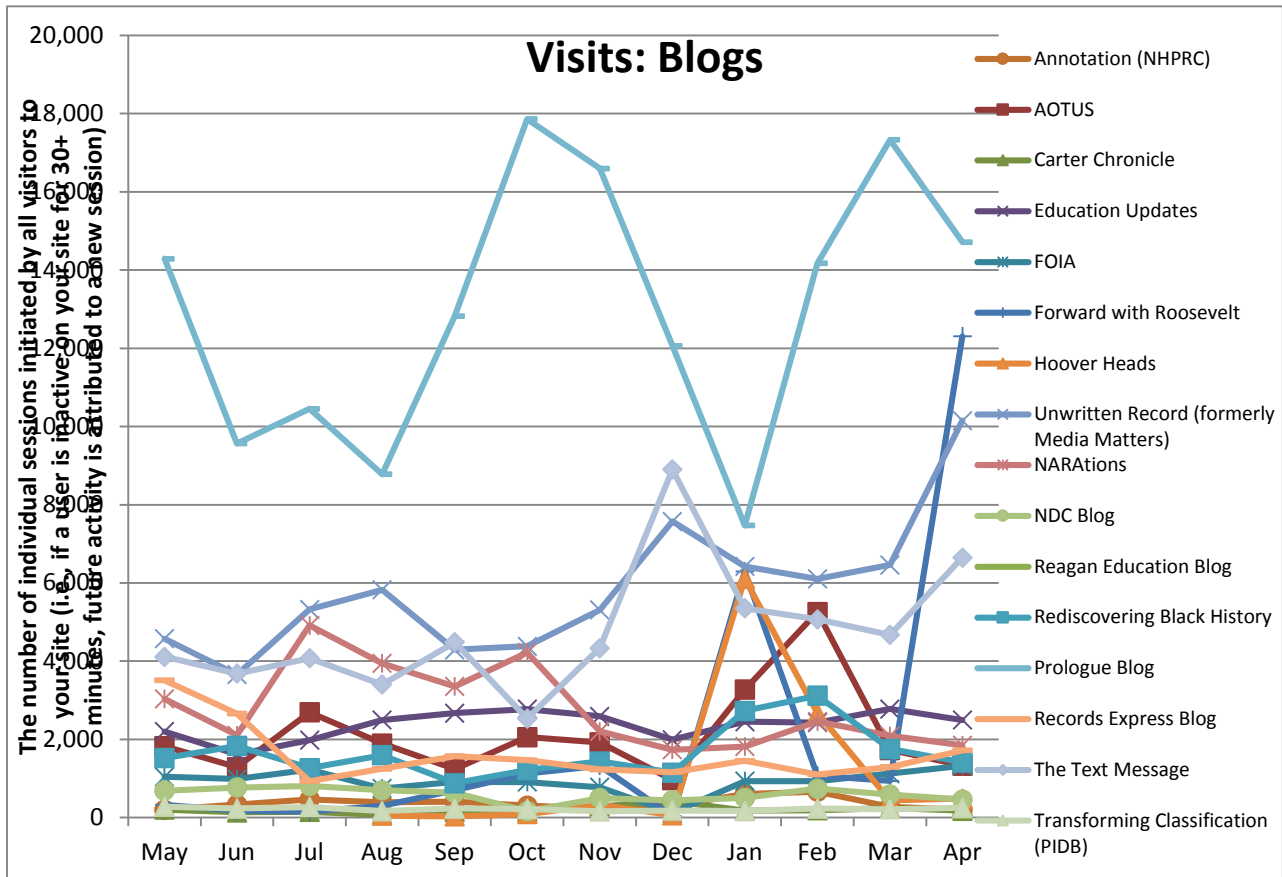


**New External Social Media Projects: April Projects**

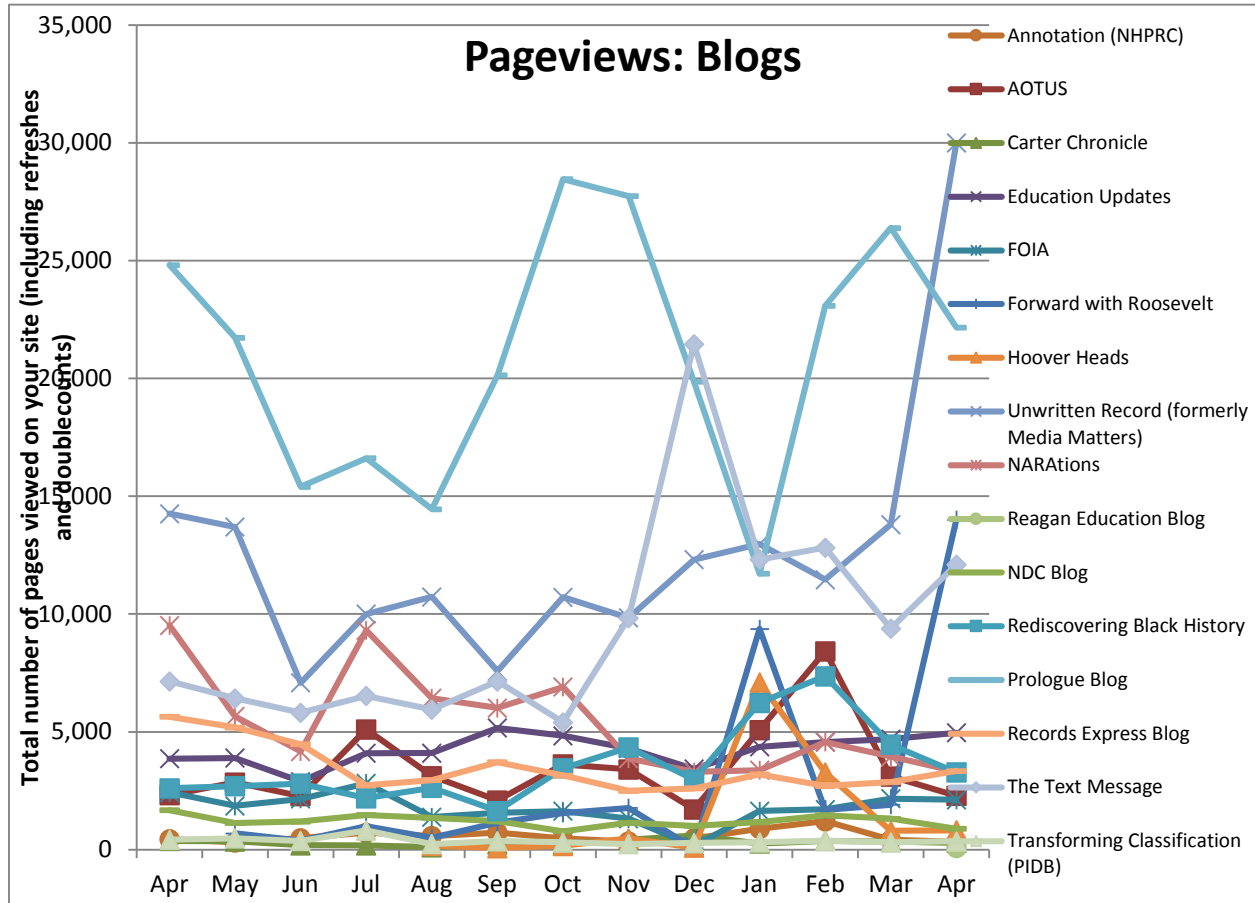
	ZeeMaps	Facebook	Flickr	Twitter	Eventbrite	Tumblr	Blog	YouTube	Instagram
May									
June				1					1
July									
August		1		1					
September				1					
October									
November				3					
December									
January									
February									
March									
April						1	1	1	

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

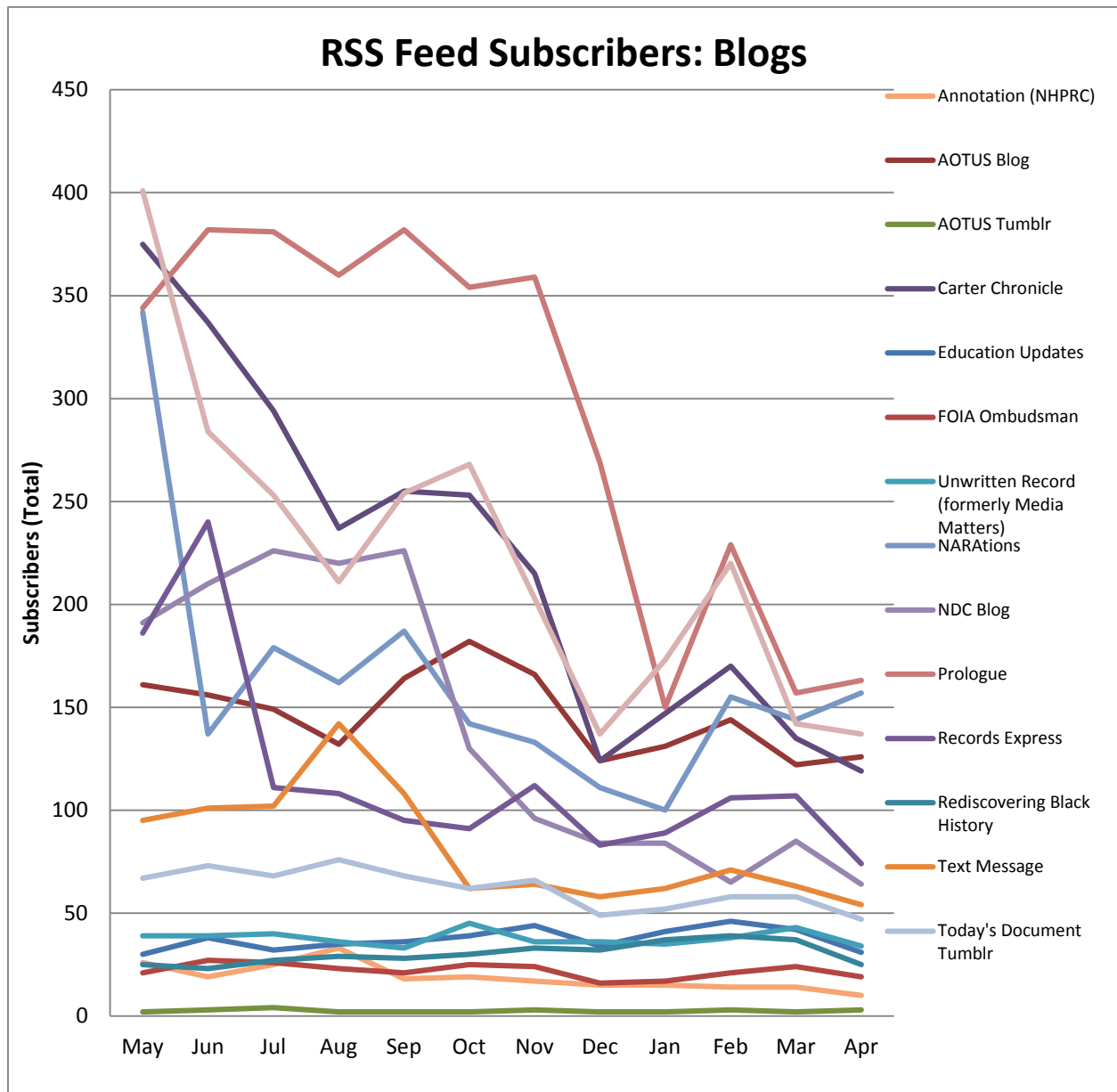
Blog Visits (Source: Appendix II.A)



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



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

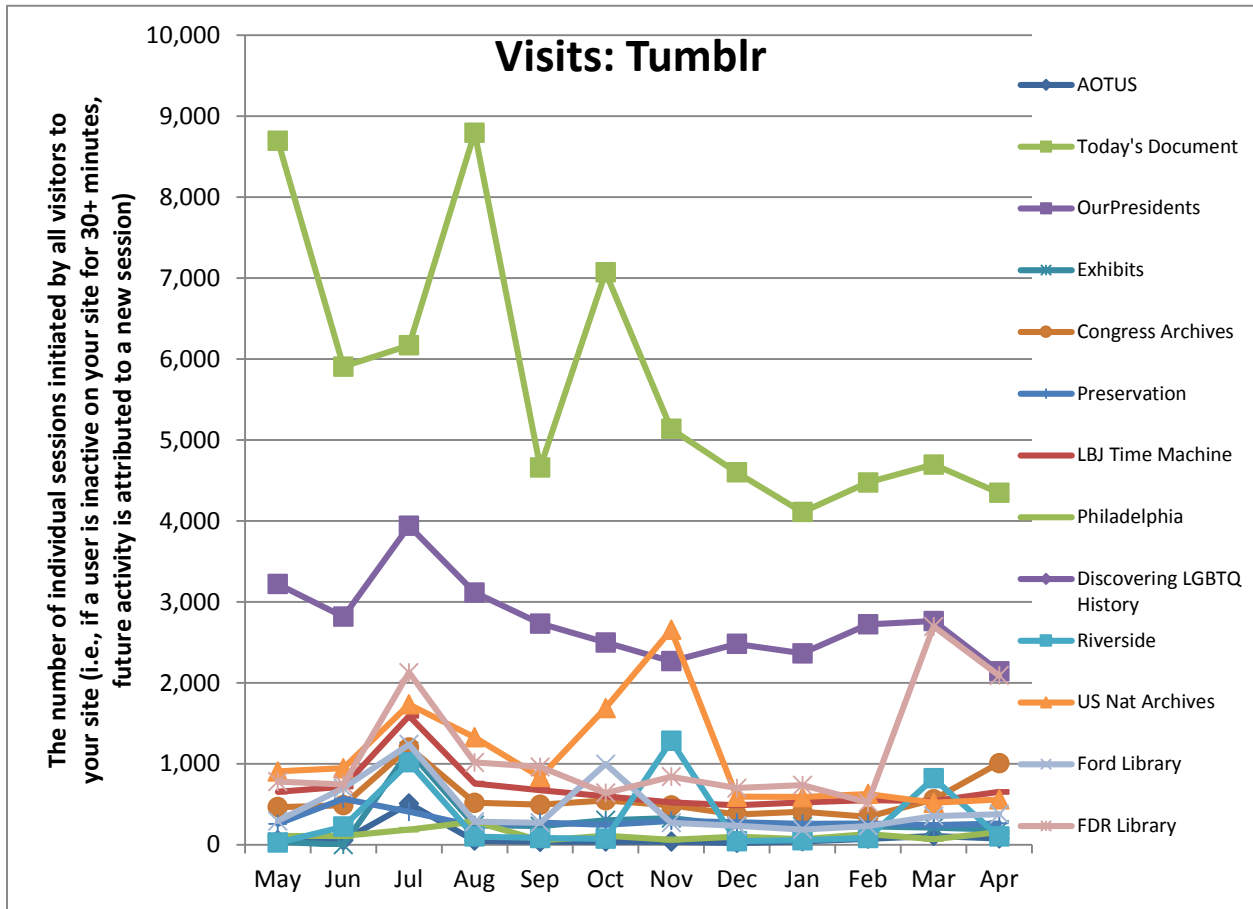


**Top 5 Most Viewed Blog Posts in April**

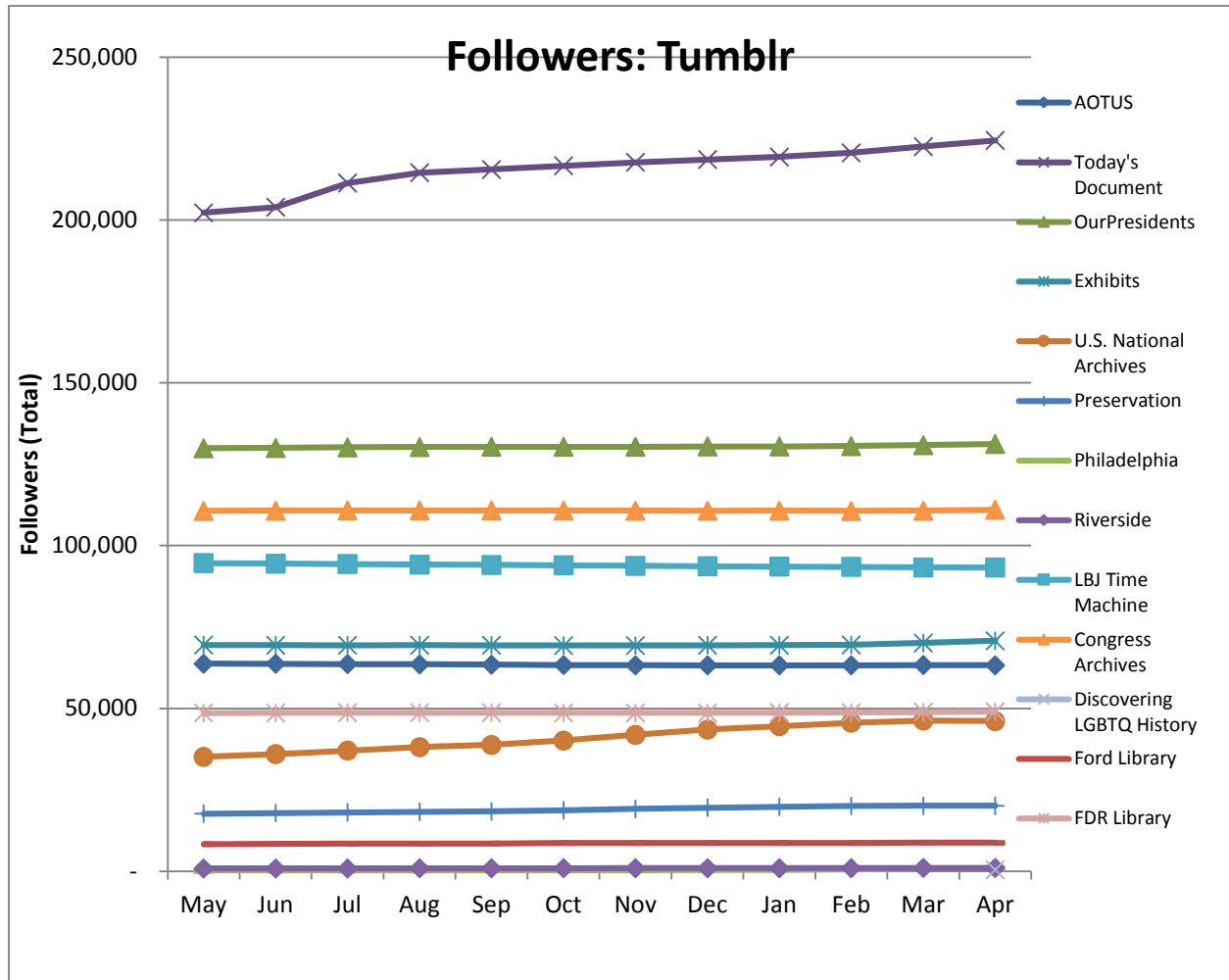
Blog	Pageviews	Post Title
Forward with Roosevelt	11,857	<a href="#">Eleanor Roosevelt's Battle to End Lynching</a>
Prologue	3,258	<a href="#">A Record Setting Amendment</a>
The Unwritten Record	3,217	<a href="#">Faces of Counterfeiters Past: Mugshots from the United States Secret Service Collections</a>
The Text Message	1,895	<a href="#">The Office of Military Government for Greater Hesse and "Operation Bodysnatch"</a>
The Unwritten Record	1,889	<a href="#">Map Minutes: Captured and Abandoned Property in the Post-Civil War South</a>

Social Media Tools: Detail View – Tumblr

Tumblr Visits

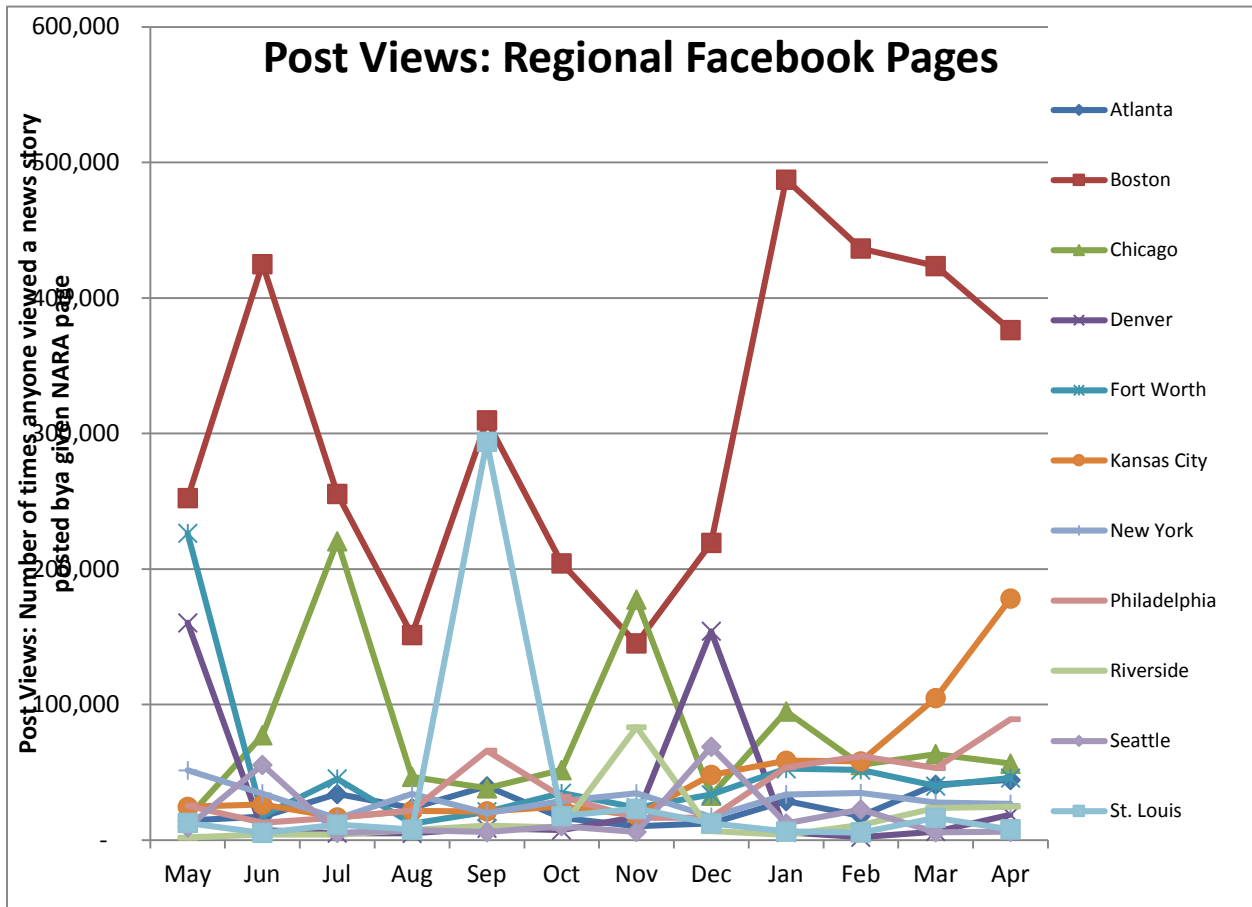


**Followers on Tumblr (Source: Appendix IV)**

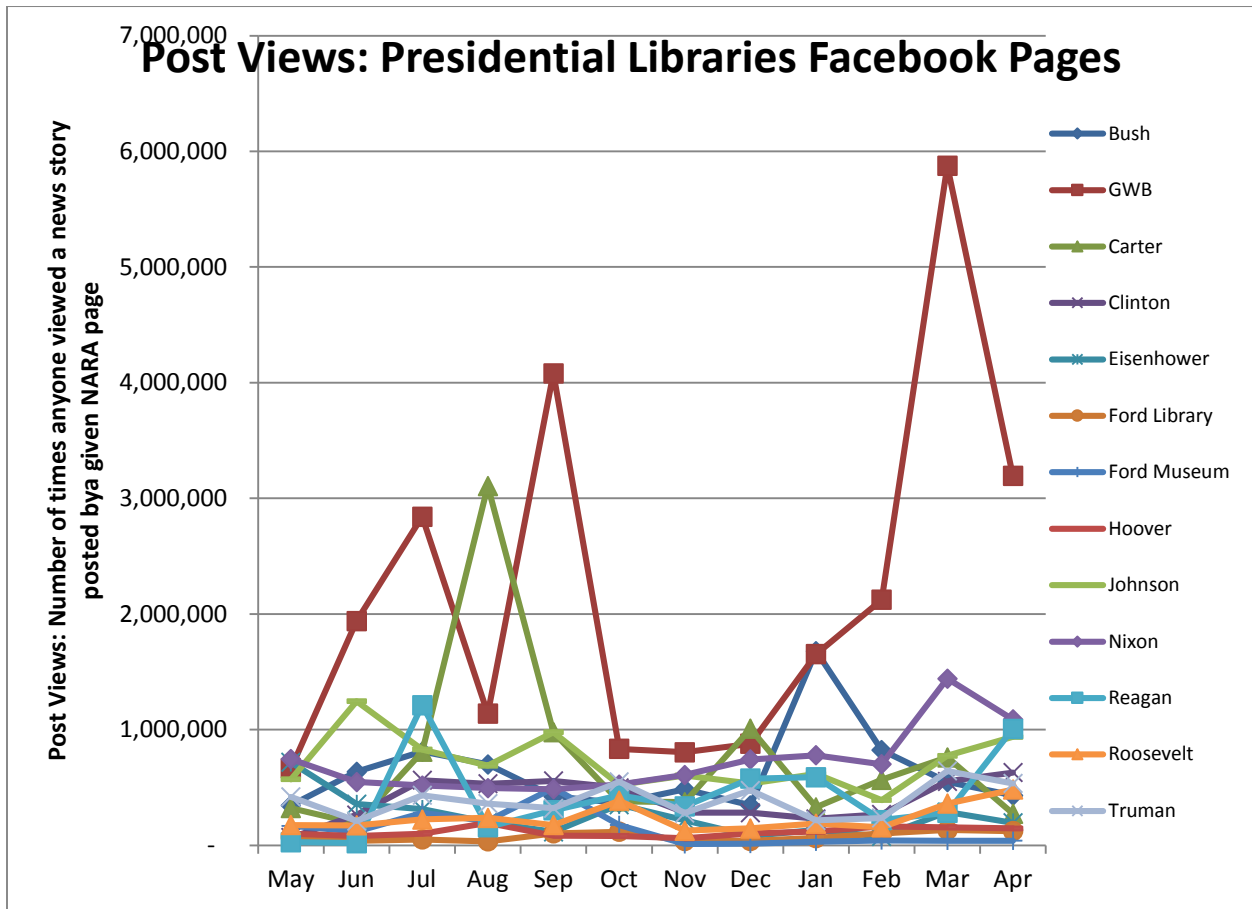




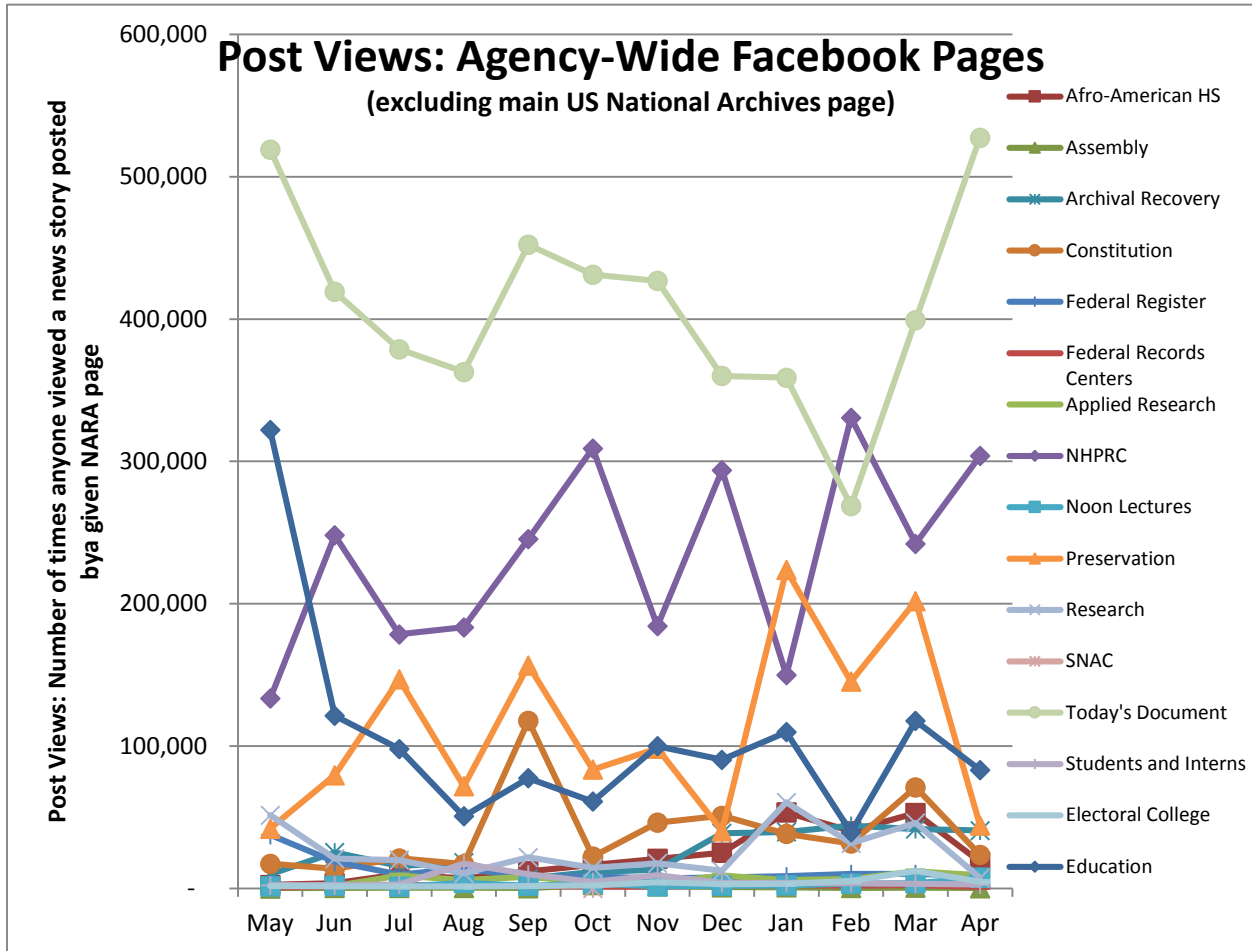
**Social Media Tools: Detail View – Facebook**  
**Post Views on Regional Pages (Source: Appendix IV.A)**

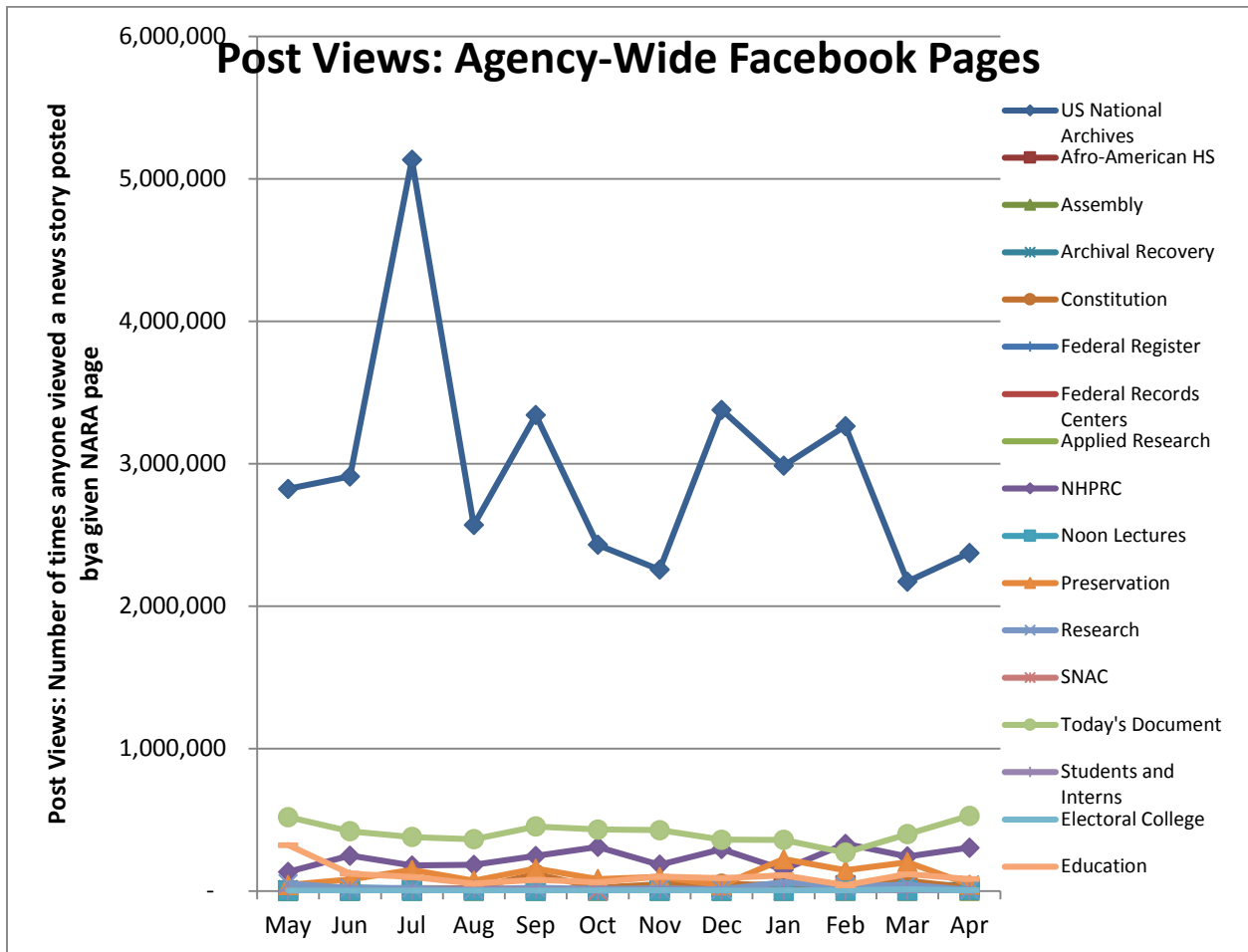


Post Views on Presidential Library Pages (Source: Appendix IV.A)

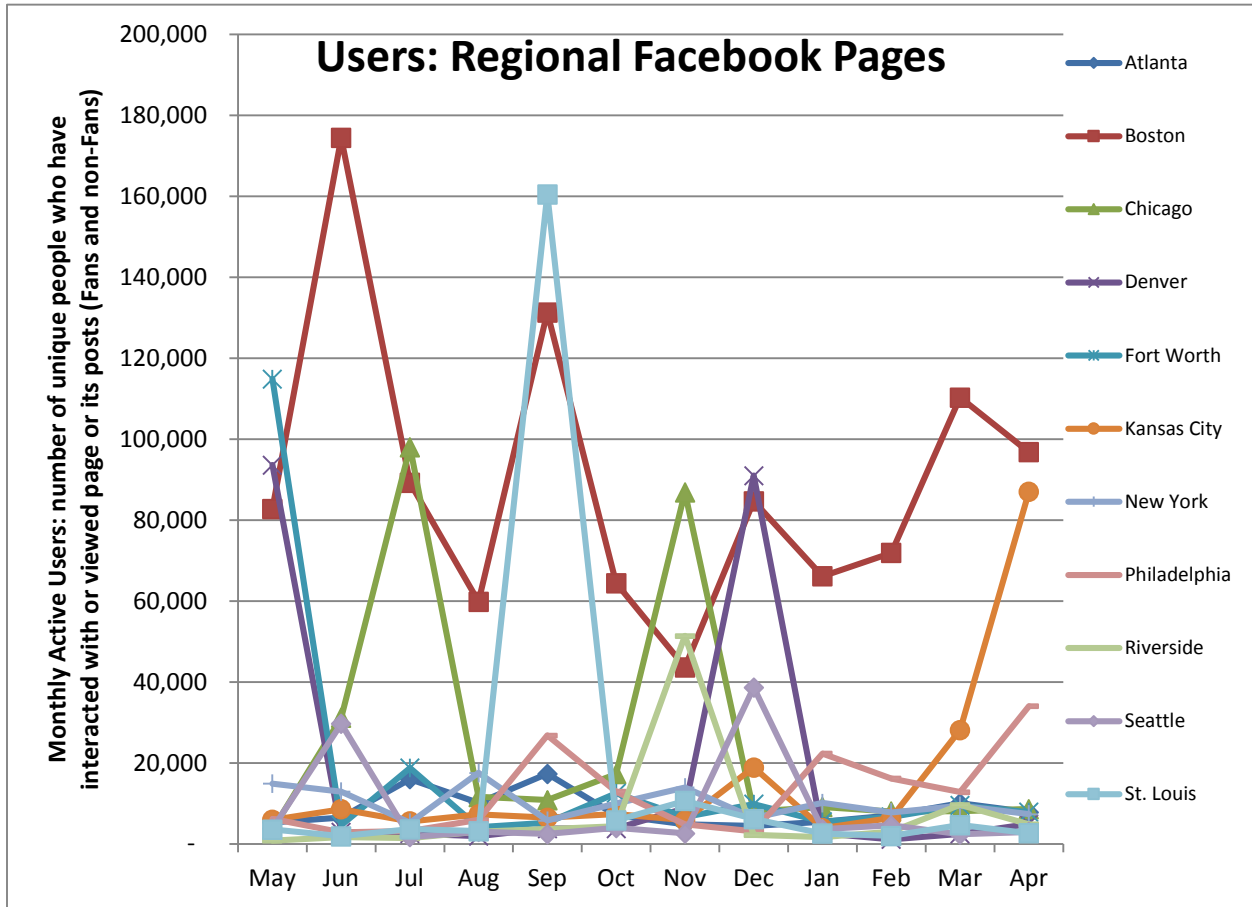


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

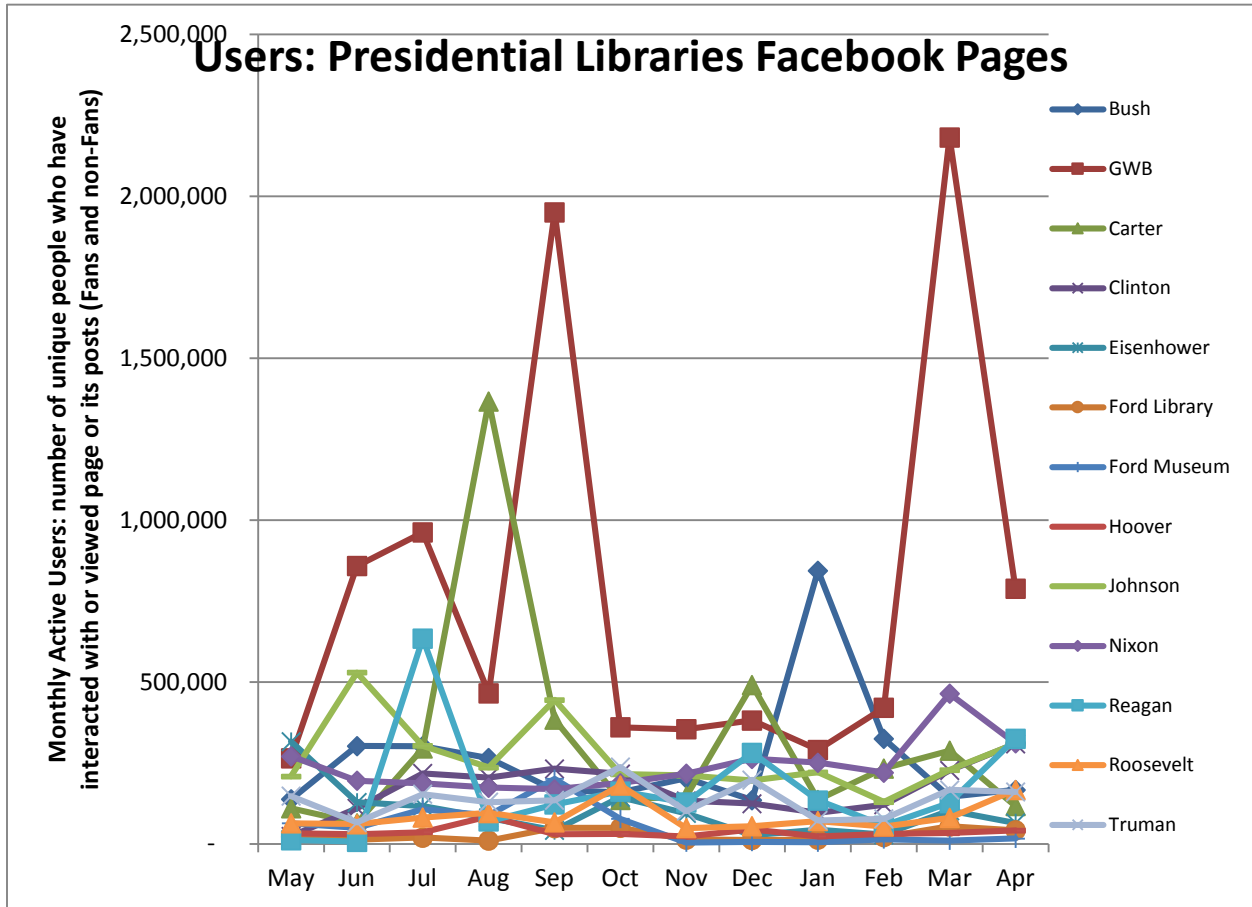




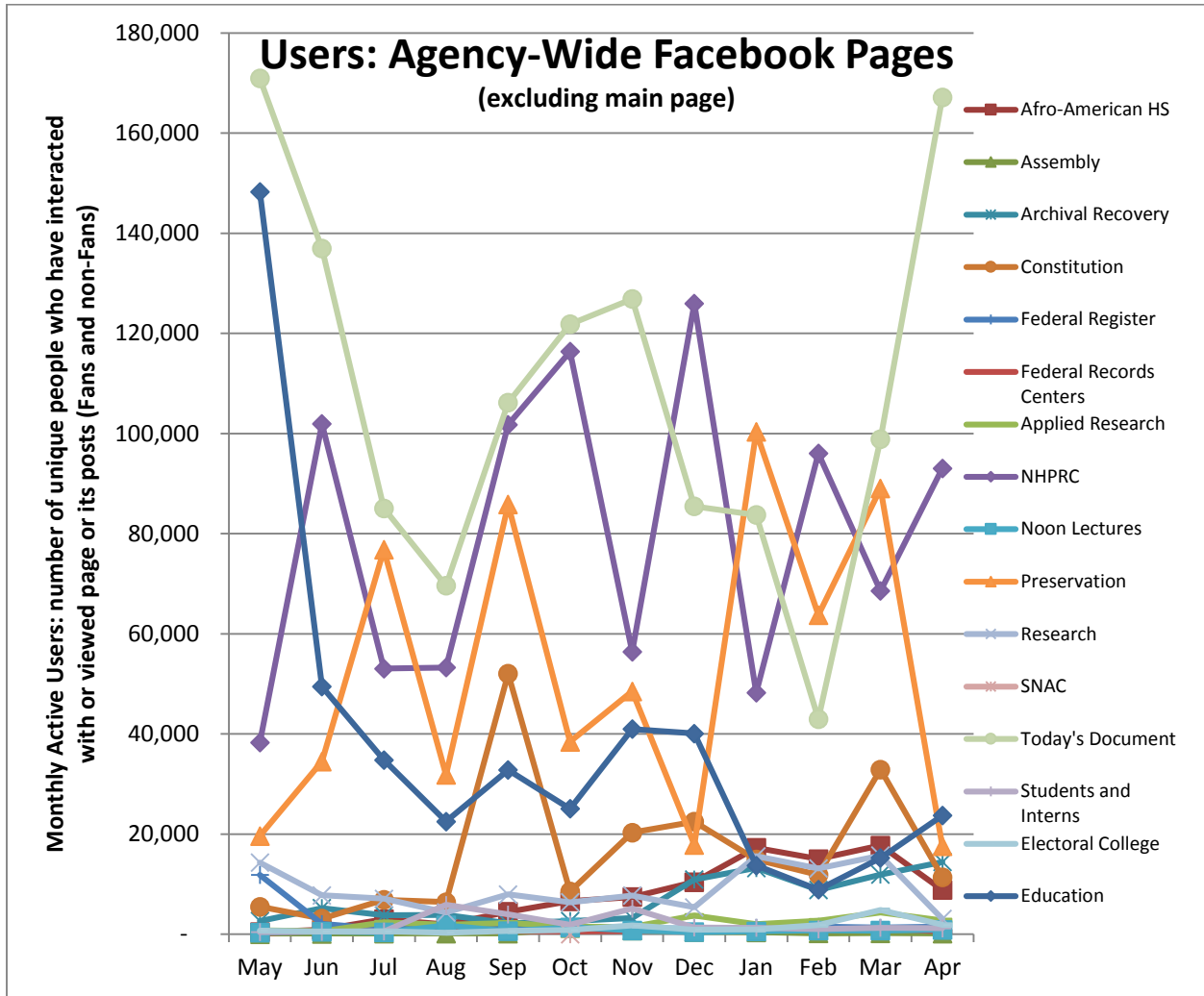
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

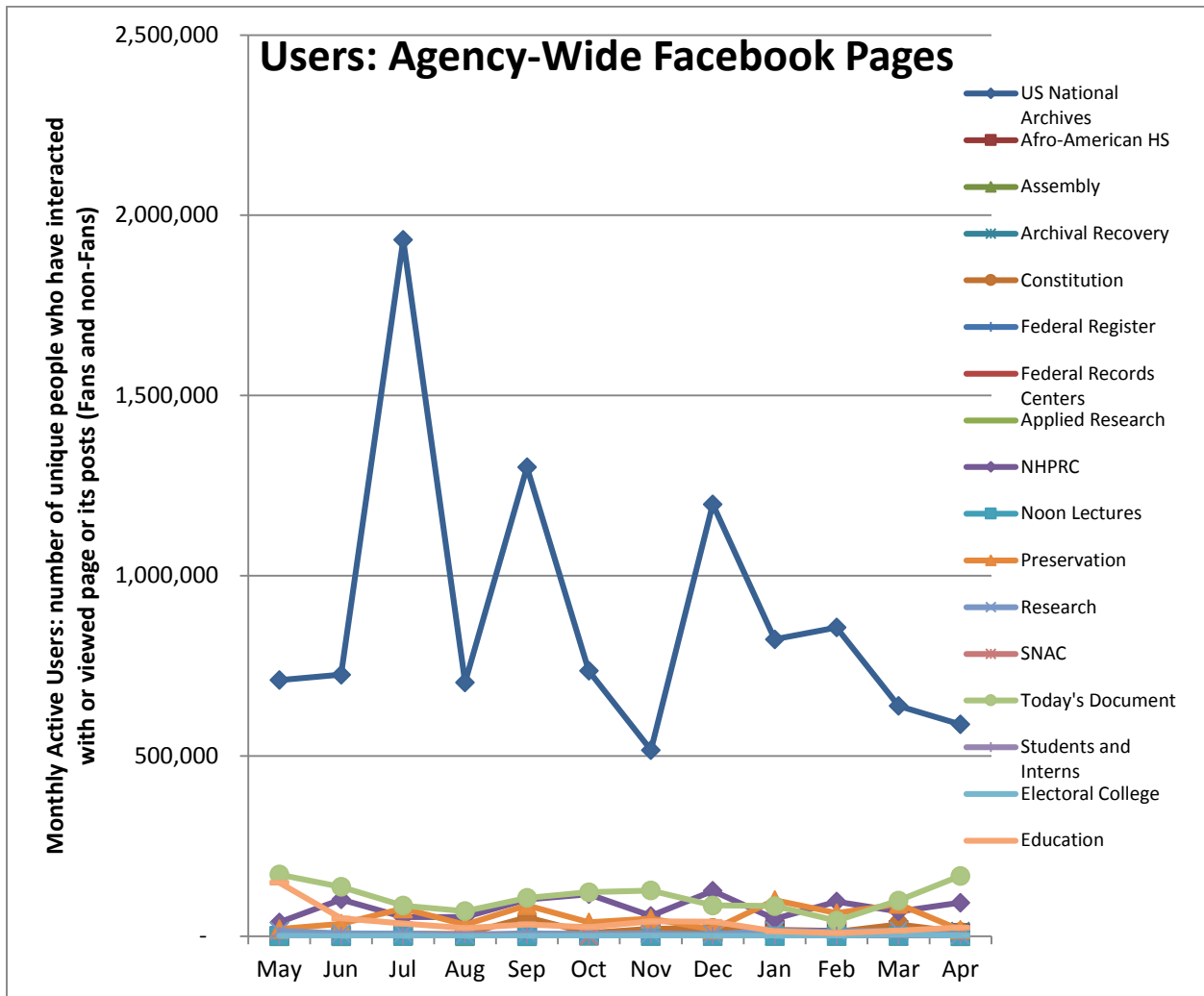


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



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

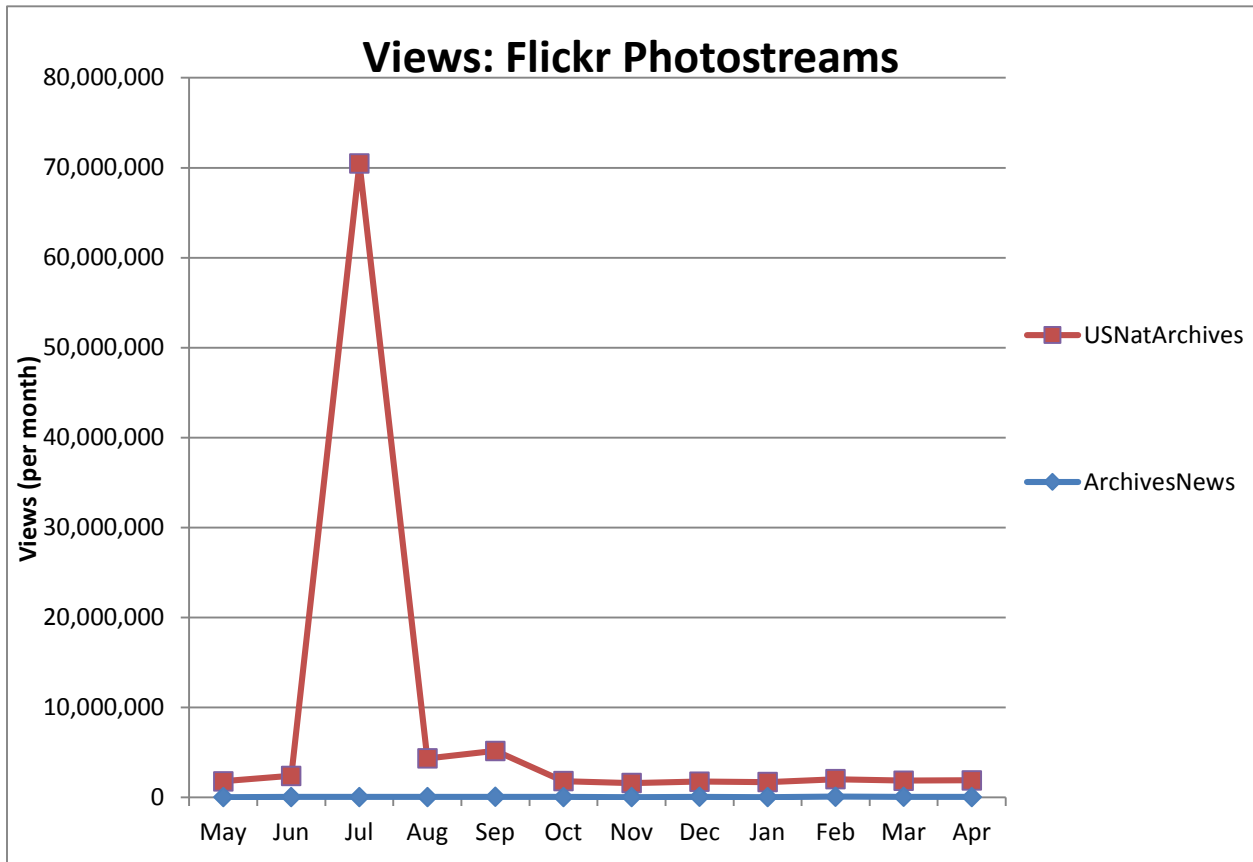




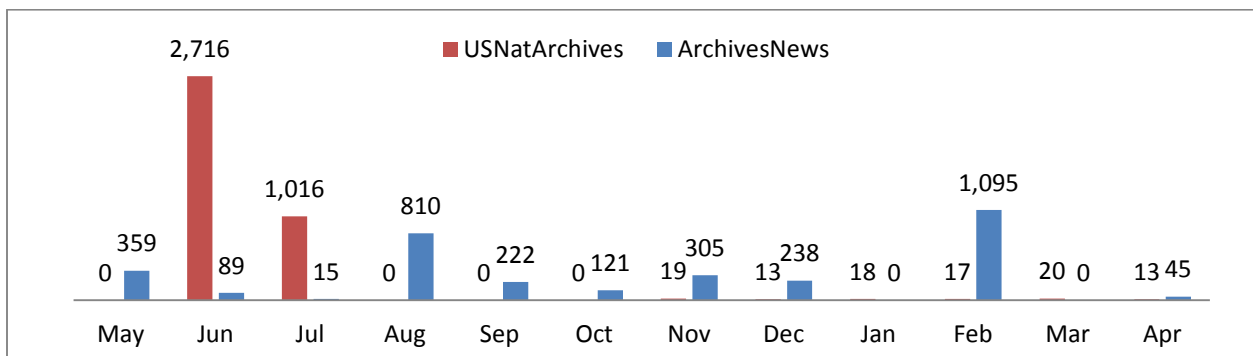


Social Media Tools: Detail View – Flickr

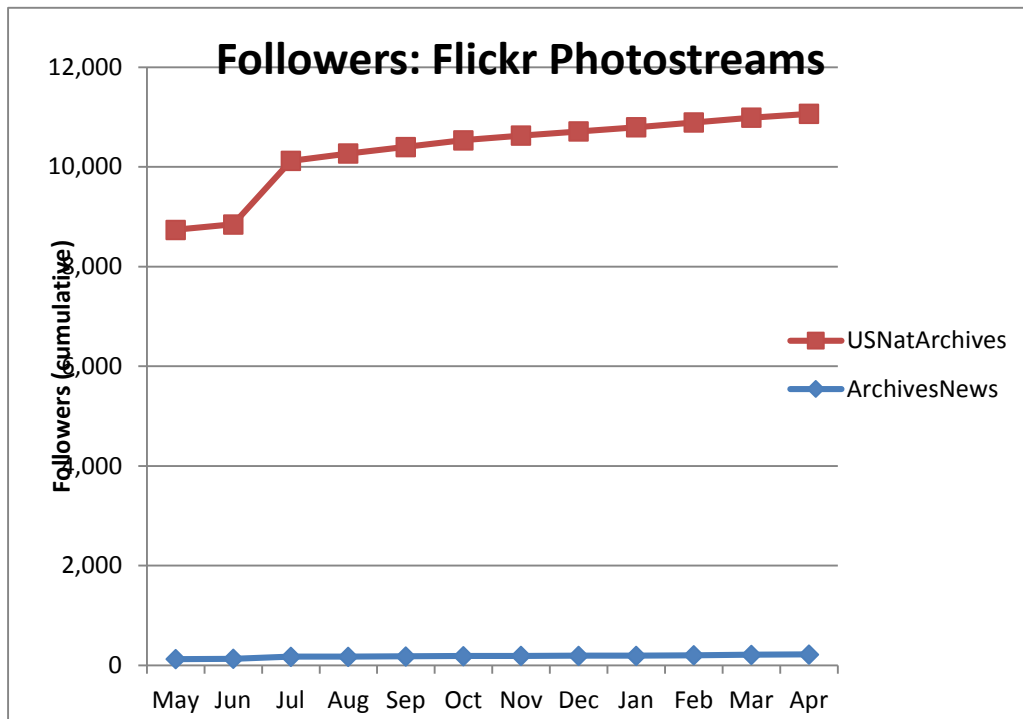
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

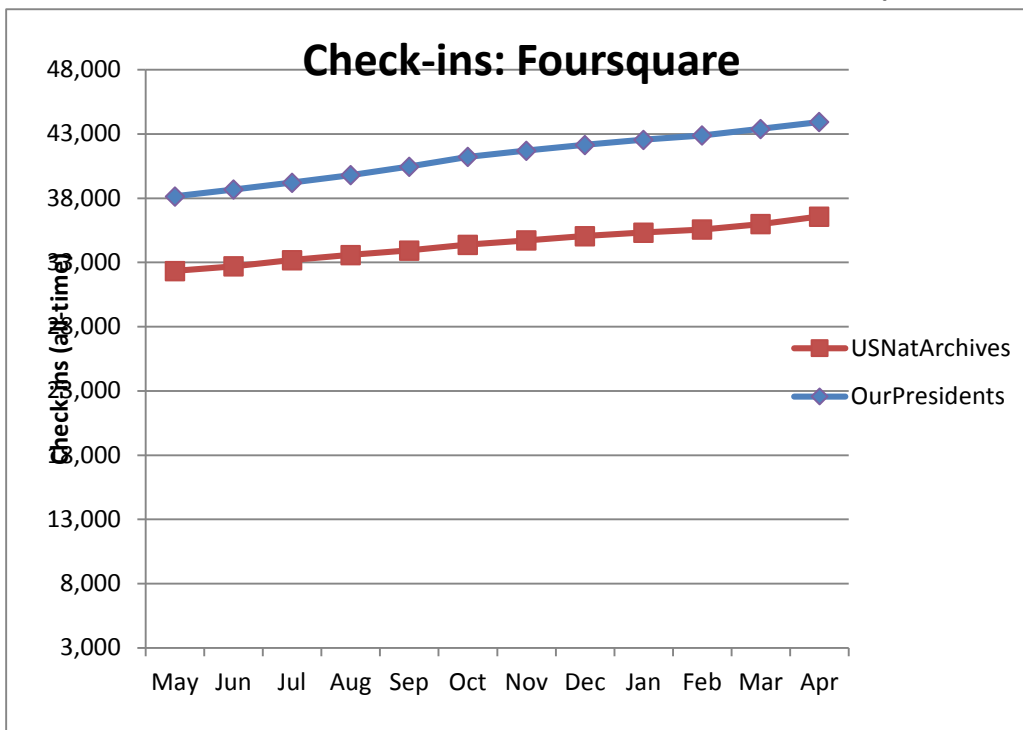


**Followers of Photostreams (Cumulative)**

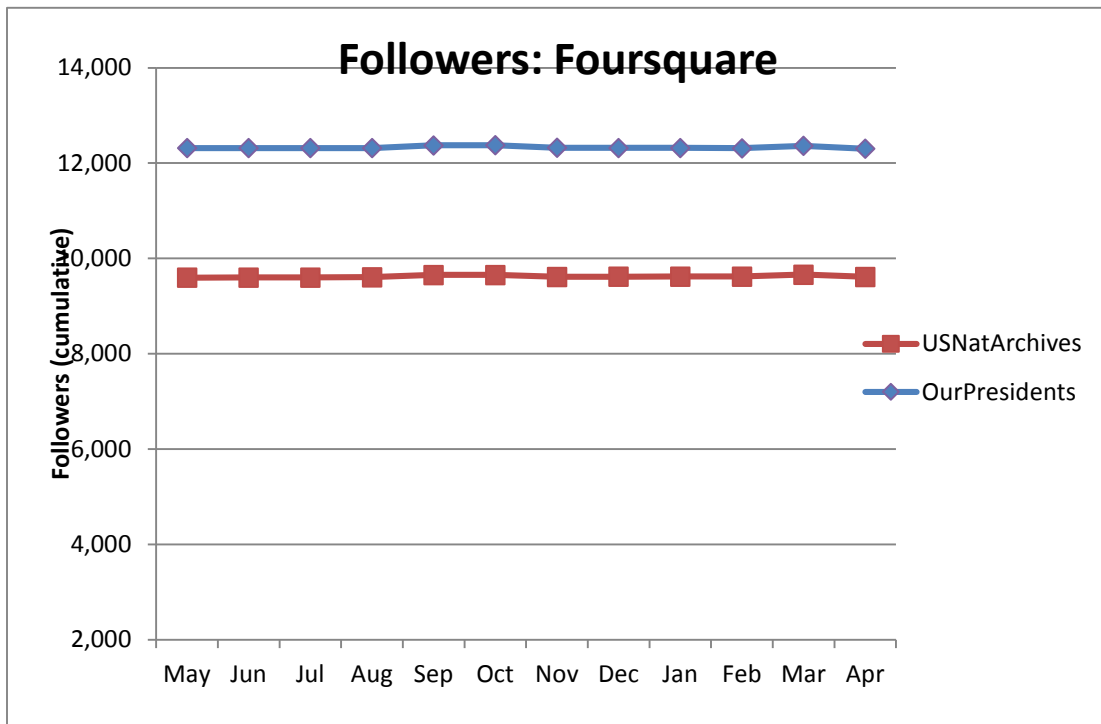


**Social Media Tools: Detail View – Foursquare**

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

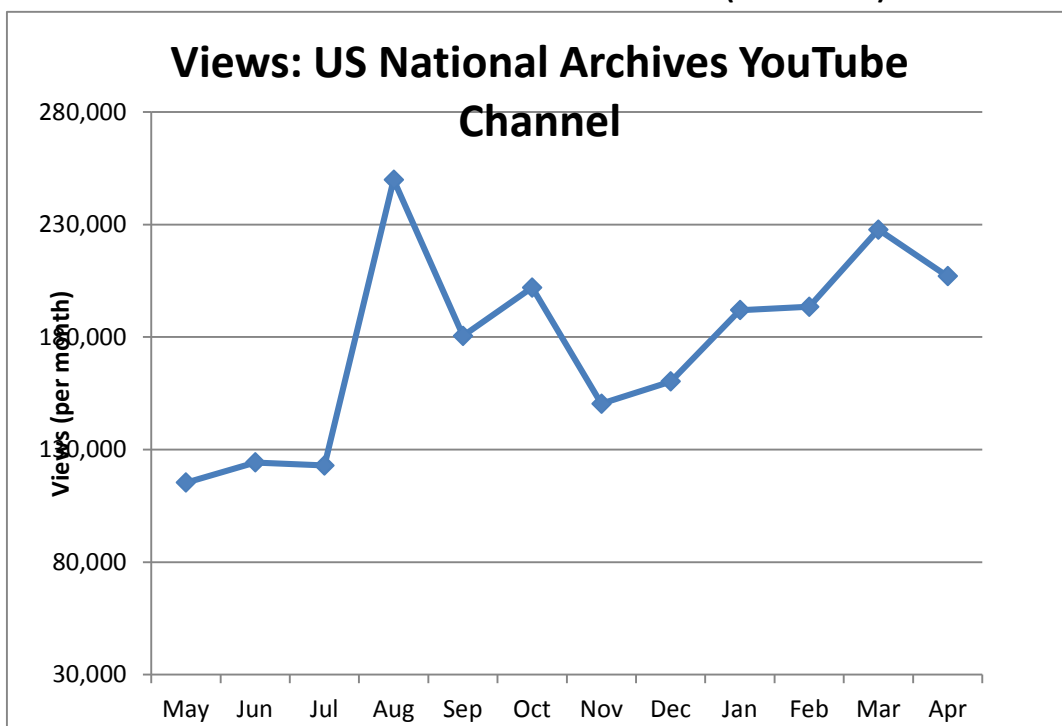


**Number of Followers of USNatArchives and OurPresidents (Cumulative)**

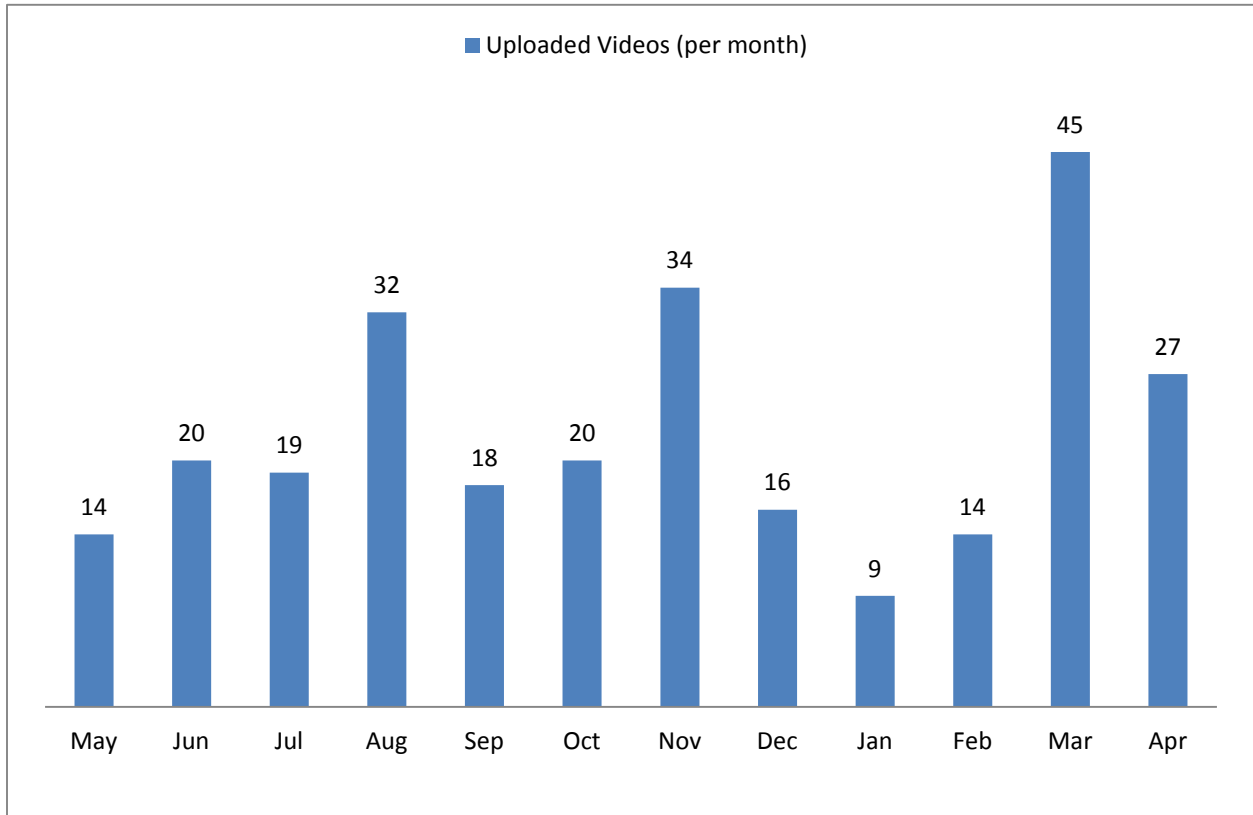


**Social Media Tools: Detail View – YouTube**

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



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



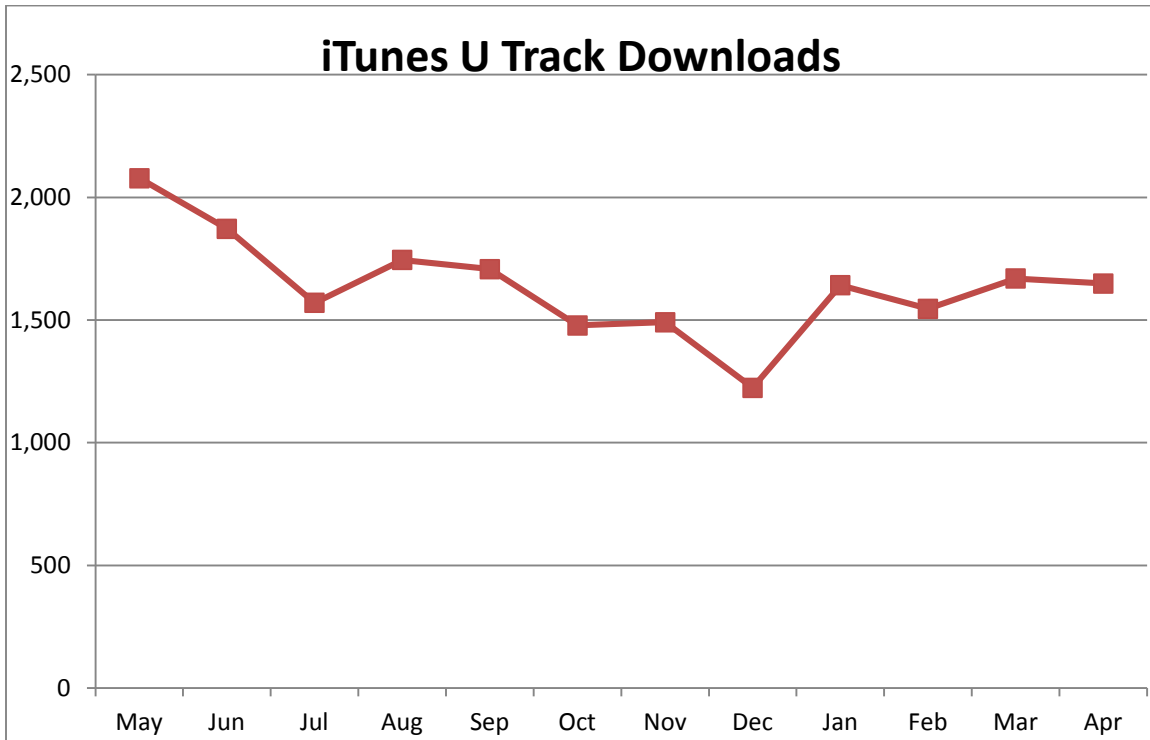
**Top 5 Most Viewed Videos for April 2016 on US National Archives Channel**

Video Title	Views
<a href="#">The True Glory, 1945 (restored)</a>	15,846
<a href="#">Stories from the Great Depression</a>	13,905
<a href="#">Private Snafu in "Censored.", 1944</a>	10,050
<a href="#">Curious Alice, 1971</a>	9,671
<a href="#">How to Succeed with Brunettes, 1967</a>	7,816

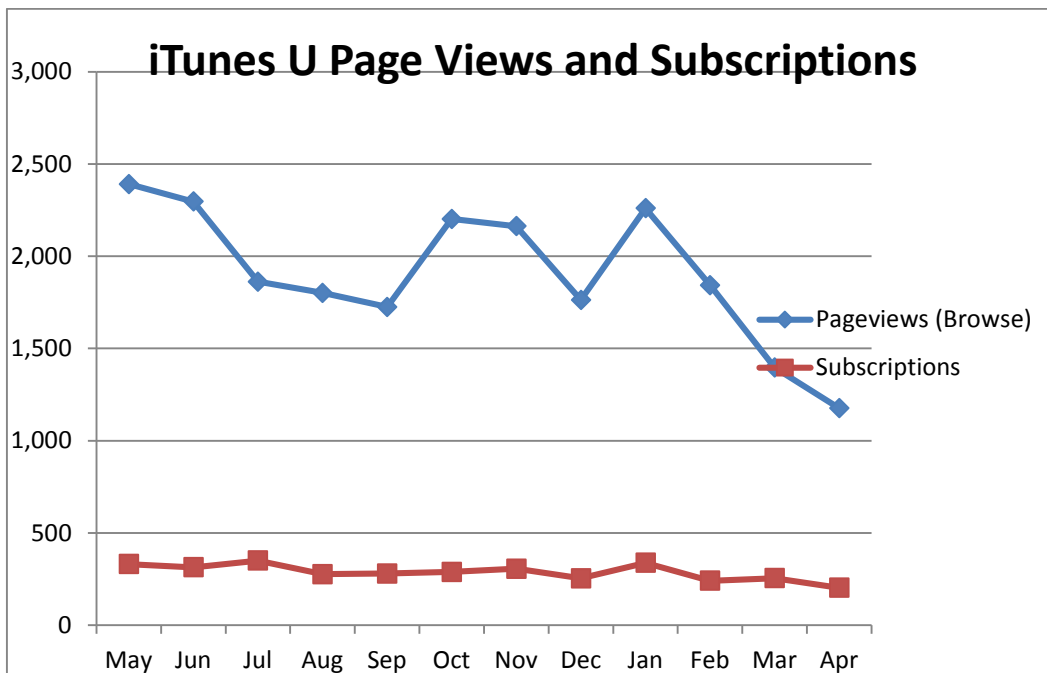


**Social Media Tools: Detail View – iTunes U**

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

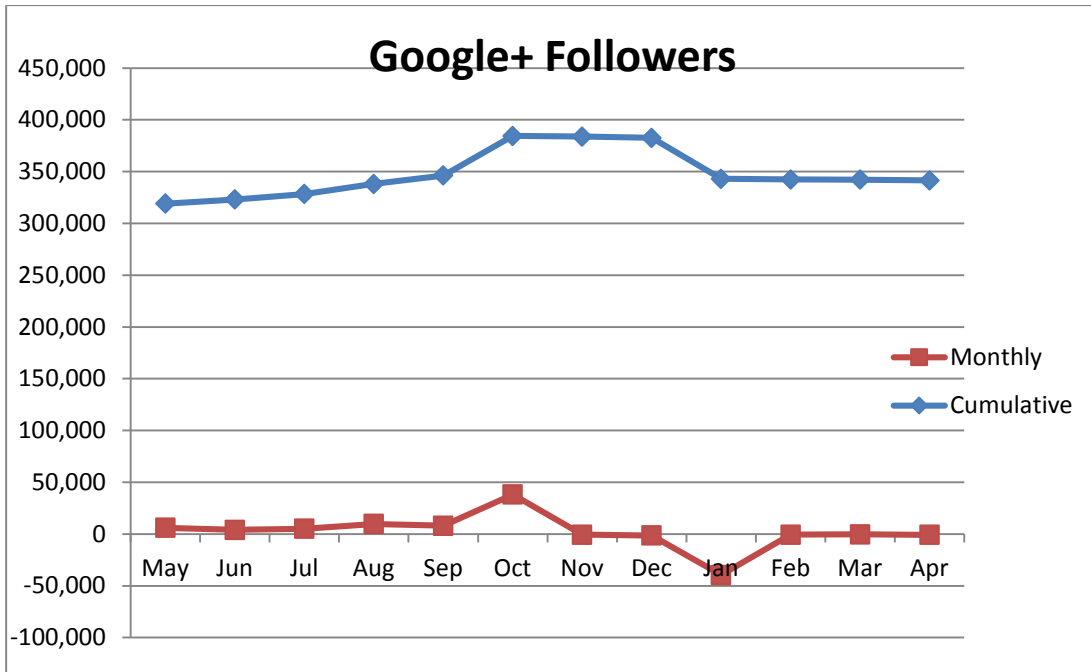


**Page Views and Subscriptions on U.S. National Archives iTunes U (Source: Appendix VI)**



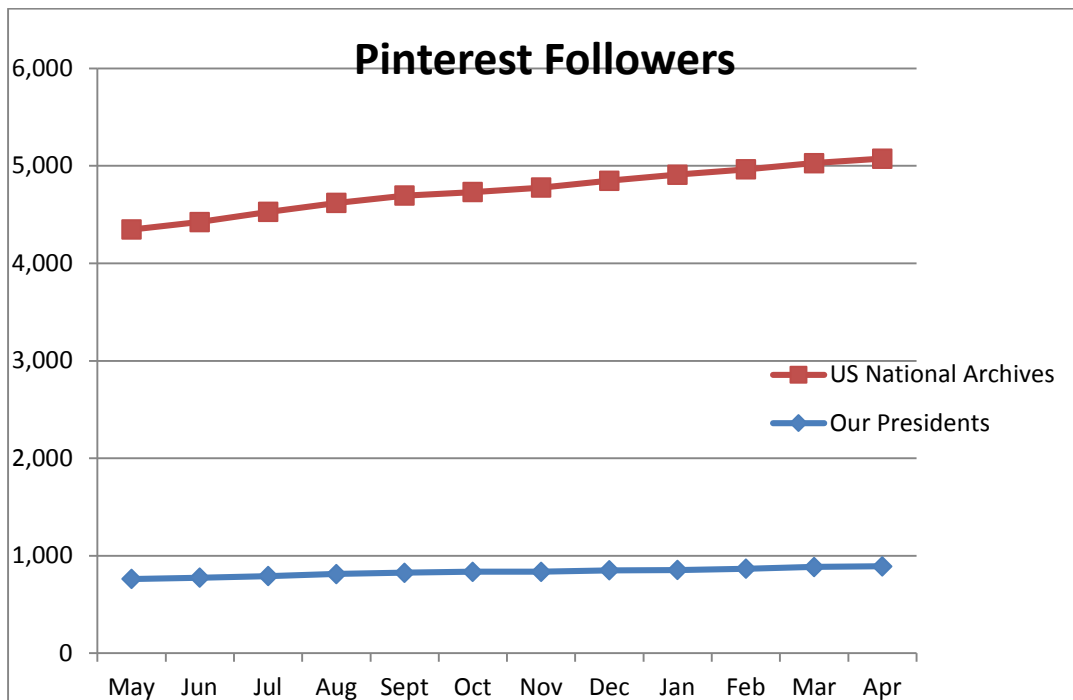
**Social Media Tools: Detail View – Google+**

**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>Tumblr</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>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.

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April
<b>Annotation (NHPRC)</b>	199	332	466	388	404	305	229	303	599	661	276	203
<b>AOTUS</b>	1,824	1,287	2,692	1,894	1,244	2,058	1,923	960	3,274	5,258	1,732	1,330
<b>Carter Chronicle</b>	202	135	145	73	148	159	284	420	180	187	240	174
<b>Education Updates</b>	2,200	1,619	1,980	2,497	2,671	2,772	2,590	1,991	2,452	2,428	2,779	2,494
<b>FOIA</b>	1,044	987	1,225	745	913	907	777	117	933	928	1,125	1,323
<b>Forward with Roosevelt</b>	325	177	149	298	699	1,123	1,324	39	6,292	1,072	937	12,307
<b>Hoover Heads</b>				48	31	91	328	61	6,107	2,672	443	487
<b>Unwritten Record (formerly Media Matters)</b>	4,575	3,658	5,322	5,827	4,293	4,382	5,312	7,572	6,424	6,102	6,460	10,152
<b>NARAtions</b>	3,034	2,106	4,915	3,943	3,354	4,223	2,204	1,736	1,815	2,457	2,091	1,847
<b>NDC Blog</b>	688	770	810	700	634	161	497	440	501	739	589	462
<b>Reagan Library Education</b>												45
<b>Rediscovering Black History</b>	1,521	1,833	1,265	1,594	881	1,214	1,434	1,150	2,729	3,118	1,753	1,410
<b>Prologue Blog</b>	14,292	9,565	10,455	8,778	12,827	17,863	16,600	12,065	7,472	14,174	17,329	14,717
<b>Records Express Blog</b>	3,510	2,660	932	1,247	1,569	1,468	1,231	1,163	1,450	1,105	1,291	1,719
<b>The Text Message</b>	4,112	3,682	4,075	3,404	4,483	2,531	309	8,904	5,349	5,068	4,673	6,650
<b>Transforming Classification (PIDB)</b>	279	233	270	167	234	221	159	181	167	233	211	247
<b>MONTHLY TOTAL</b>	<b>37,828</b>	<b>29,054</b>	<b>34,706</b>	<b>31,636</b>	<b>34,429</b>	<b>39,478</b>	<b>35,201</b>	<b>37,102</b>	<b>45,744</b>	<b>46,202</b>	<b>41,929</b>	<b>55,567</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.

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April
<b>Annotation (NHPRC)</b>	315	491	720	576	726	472	348	482	882	1,211	419	331
<b>AOTUS</b>	2,850	2,273	5,104	3,125	2,089	3,618	3,411	1,711	5,079	8,420	3,111	2,290
<b>Carter Chronicle</b>	351	192	185	110	225	241	419	595	262	371	337	290
<b>Education Updates</b>	3,892	2,892	4,092	4,098	5,168	4,835	4,299	3,426	4,368	4,573	4,694	4,964
<b>FOIA</b>	1,858	2,153	2,820	1,382	1,568	1,638	1,317	156	1,645	1,708	2,169	2,121
<b>Forward with Roosevelt</b>	693	378	991	501	1,147	1,557	1,775	59	9,370	1,692	1,910	14,004
<b>Hoover Heads</b>				168	69	163	474	87	7,093	3,281	803	818
<b>Unwritten Record (formerly Media Matters)</b>	13,695	7,080	10,006	10,732	7,576	10,714	9,840	12,311	12,979	11,463	13,799	29,996
<b>NARAtions</b>	5,654	4,167	9,311	6,433	6,018	6,907	3,869	3,303	3,378	4,568	3,950	3,311
<b>Reagan Library Education</b>												78
<b>NDC Blog</b>	1,136	1,197	1,475	1,350	1,207	783	1,140	1,011	1,166	1,461	1,319	892
<b>Rediscovering Black History</b>	2,695	2,802	2,188	2,629	1,645	3,459	4,337	2,973	6,231	7,363	4,460	3,282
<b>Prologue Blog</b>	21,733	15,400	16,615	14,448	20,132	28,458	27,741	19,863	11,711	23,081	26,387	22,164
<b>Records Express Blog</b>	5,185	4,474	2,729	2,952	3,717	3,148	2,500	2,603	3,201	2,699	2,870	3,341
<b>The Text Message</b>	6,426	5,813	6,528	5,949	7,144	5,408	730	21,456	12,311	12,822	9,385	12,104
<b>Transforming Classification (PIDB)</b>	479	374	815	237	368	310	237	287	310	378	311	354
<b>MONTHLY TOTAL</b>	<b>66,989</b>	<b>49,704</b>	<b>63,585</b>	<b>54,729</b>	<b>58,849</b>	<b>71,711</b>	<b>62,437</b>	<b>70,323</b>	<b>79,986</b>	<b>85,091</b>	<b>75,924</b>	<b>100,340</b>

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

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April
<b>Annotation (NHPRC)</b>	26	19	25	33	18	19	17	15	15	14	14	10
<b>AOTUS Blog</b>	161	156	149	132	164	182	166	124	131	144	122	126
<b>AOTUS Tumblr</b>	2	3	4	2	2	2	3	2	2	3	2	3
<b>Carter Chronicle</b>	375	337	294	237	255	253	215	124	147	170	135	119
<b>Education Updates</b>	30	38	32	35	36	39	44	34	41	46	42	31
<b>FOIA Ombudsman</b>	21	27	26	23	21	25	24	16	17	21	24	19
<b>Unwritten Record</b> (formerly Media Matters)	39	39	40	36	33	45	36	36	35	38	43	34
<b>NARAtions</b>	342	137	179	162	187	142	133	111	100	155	144	157
<b>NDC Blog</b>	191	210	226	220	226	130	96	84	84	65	85	64
<b>Prologue</b>	344	382	381	360	382	354	359	269	150	229	157	163
<b>Records Express</b>	186	240	111	108	95	91	112	83	89	106	107	74
<b>Rediscovering Black History</b>	25	23	27	29	28	30	33	32	37	39	37	25
<b>Text Message</b>	95	101	102	142	108	62	64	58	62	71	63	54
<b>Today's Document Tumblr</b>	67	73	68	76	68	62	66	49	52	58	58	47
<b>Transforming Classification (PIDB)</b>	401	284	253	211	254	268	203	137	173	220	142	137
<b>MONTHLY TOTAL</b>	<b>2,305</b>	<b>2,069</b>	<b>1,917</b>	<b>1,806</b>	<b>1,877</b>	<b>1,704</b>	<b>1,571</b>	<b>1,174</b>	<b>1,135</b>	<b>1,379</b>	<b>1,175</b>	<b>1,063</b>

## 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.)

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April
<b>Monthly Total (A+P+R)</b>	<b>9,153,250</b>	<b>10,367,989</b>	<b>15,637,705</b>	<b>11,727,893</b>	<b>14,395,373</b>	<b>9,061,260</b>	<b>7,976,180</b>	<b>10,162,274</b>	<b>11,508,850</b>	<b>10,852,492</b>	<b>16,047,740</b>	<b>13,413,289</b>
<b>Agency-Wide Total</b>	<b>3,966,702</b>	<b>3,871,056</b>	<b>6,029,438</b>	<b>3,337,643</b>	<b>4,463,137</b>	<b>3,406,917</b>	<b>3,192,151</b>	<b>4,318,659</b>	<b>4,047,082</b>	<b>4,227,675</b>	<b>3,389,420</b>	<b>3,457,815</b>
US National Archives	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	2,373,439
Afro-American HS	2,528	3,670	10,048	7,130	12,091	16,560	20,907	25,176	53,464	40,279	52,979	18,785
Assembly	83	385	518	463	301	2,421	1,621	926	869	429	612	295
Archival Recovery	9,947	25,403	15,879	18,213	7,018	11,528	13,090	38,860	39,718	44,095	41,816	40,740
Constitution	17,396	13,805	21,232	17,153	117,855	22,444	46,236	51,128	38,430	31,700	71,073	23,671
Federal Register	37,589	18,687	9,821	14,089	8,034	8,375	7,178	7,754	8,595	10,236	10,177	8,794
Federal Records Centers	626	1,408	2,073	2,505	1,725	1,178	1,301	2,116	2,390	1,975	2,389	1,109
Applied Research	2,042	1,720	9,144	6,068	8,260	4,100	3,542	9,076	5,942	6,719	12,137	9,261
NHPRC	133,532	248,137	178,585	183,547	245,574	309,164	184,331	293,891	149,914	330,707	242,165	303,897
Noon Lectures	1,632	2,132	1,330	4,046	1,964	3,439	1,562	2,001	2,196	3,396	3,814	7,621
Preservation	42,109	79,668	146,977	71,879	156,707	83,591	98,349	40,333	223,827	145,426	201,969	44,392
Research	51,571	20,973	20,009	10,703	21,902	14,398	17,675	12,393	60,528	31,797	46,027	7,506
SNAC												
Today's Document	519,151	419,241	378,882	362,861	452,224	431,209	426,829	360,083	358,887	268,697	399,160	527,448
Students and Interns	2,304	2,323	2,797	17,391	9,925	4,672	9,422	3,922	3,860	3,749	3,311	2,781
Electoral College	1,739	1,566	1,449	1,429	1,782	2,245	4,357	2,949	3,178	5,222	12,259	4,837
Education	322,106	121,333	98,040	50,746	77,495	61,128	100,031	90,423	109,866	39,546	117,786	83,239
<b>Presidential Total</b>	<b>4,390,912</b>	<b>5,813,002</b>	<b>8,977,809</b>	<b>8,051,226</b>	<b>9,096,945</b>	<b>5,216,460</b>	<b>4,227,651</b>	<b>5,221,368</b>	<b>6,623,233</b>	<b>5,866,607</b>	<b>11,852,111</b>	<b>9,080,661</b>
Bush	345,370	635,639	809,767	699,736	422,466	365,601	485,134	345,534	1,678,314	822,004	547,733	431,223
GWB	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	3,193,282
Carter	322,472	188,167	808,109	3,106,708	977,253	380,254	372,429	1,007,787	329,320	567,260	759,768	273,203
Clinton	67,300	262,444	562,509	532,640	556,456	497,630	283,466	281,622	228,633	267,141	552,392	629,270
Eisenhower	717,507	356,211	312,762	200,177	116,267	350,511	217,085	81,246	133,401	74,971	286,910	194,252
Ford Library	71,049	38,859	51,211	33,451	103,836	117,182	38,836	38,018	62,415	103,680	132,765	123,132

Ford Museum	167,700	117,869	279,921	209,594	495,862	175,810	11,146	13,867	31,041	41,900	40,241	39,988
Hoover	98,399	80,579	100,655	193,638	84,081	80,835	60,468	102,841	119,012	163,612	155,506	145,741
Johnson	571,206	1,245,801	828,411	688,076	977,848	523,437	604,593	533,062	617,701	391,319	774,611	937,542
Nixon	744,705	547,400	516,632	494,738	485,069	524,534	607,583	741,971	778,842	701,033	1,441,520	1,088,597
Reagan	27,253	18,303	1,211,670	157,707	301,770	433,107	337,350	576,023	589,292	218,505	281,811	1,006,537
Roosevelt	175,579	172,747	223,071	236,764	175,303	384,979	126,894	146,268	187,265	156,288	361,050	482,541
Truman	418,110	209,779	432,001	359,925	320,625	549,305	278,247	474,683	214,986	236,240	642,677	535,353
<b>Regional Total</b>	<b>795,636</b>	<b>683,931</b>	<b>630,458</b>	<b>339,024</b>	<b>835,291</b>	<b>437,883</b>	<b>556,378</b>	<b>622,247</b>	<b>838,535</b>	<b>758,210</b>	<b>806,209</b>	<b>874,813</b>
Atlanta	14,496	17,290	34,027	23,648	39,750	16,436	10,294	12,347	28,893	17,885	40,901	44,397
Boston	252,267	425,001	255,360	151,391	309,662	204,307	145,179	219,300	487,367	436,440	423,569	376,373
Chicago	16,425	77,369	220,540	46,672	38,370	51,790	177,469	32,868	94,945	55,517	63,398	56,445
Denver	160,324	7,562	5,145	4,982	8,784	7,329	17,197	154,092	5,780	2,213	6,336	18,706
Fort Worth	24,645	18,142	45,285	12,056	20,957	34,769	24,063	33,635	52,737	51,770	40,012	45,851
Kansas City	25,444	26,297	16,833	21,656	21,185	24,803	18,419	48,153	58,665	58,199	104,890	178,213
New York	51,590	34,435	15,846	34,106	19,898	28,874	34,560	17,238	33,690	34,755	27,739	26,719
Philadelphia	25,404	12,792	16,570	21,815	66,026	32,101	16,496	16,674	53,815	62,026	53,154	89,192
Riverside	1,913	4,060	4,097	7,478	10,716	9,370	83,391	6,643	3,905	11,185	23,779	24,711
Seattle	9,454	55,558	5,361	7,419	6,029	10,345	6,084	68,854	12,307	22,593	5,907	6,244
St. Louis	12,728	5,425	11,394	7,801	293,914	17,759	23,226	12,443	6,431	5,627	16,524	7,962

## 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.)

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April
<b>Monthly Total (A+P+R)</b>	<b>3,135,226</b>	<b>3,764,436</b>	<b>5,872,046</b>	<b>4,307,485</b>	<b>6,073,014</b>	<b>3,380,508</b>	<b>2,759,174</b>	<b>4,015,484</b>	<b>3,474,852</b>	<b>2,992,847</b>	<b>5,320,979</b>	<b>4,022,864</b>
<b>Agency-Wide Total</b>	<b>1,124,548</b>	<b>1,070,330</b>	<b>2,207,895</b>	<b>910,308</b>	<b>1,703,916</b>	<b>1,070,694</b>	<b>839,201</b>	<b>1,525,630</b>	<b>1,137,934</b>	<b>1,125,504</b>	<b>1,002,669</b>	<b>935,800</b>
US National Archives	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	587,742
Afro-American HS	417	891	2,997	1,956	4,469	6,582	7,438	10,398	17,250	15,002	17,712	8,833
Assembly	24	75	146	138	138	1,209	744	444	395	175	218	133
Archival Recovery	2,619	5,199	3,770	3,847	2,158	2,627	3,211	10,931	13,228	8,828	11,909	14,426
Constitution	5,474	3,121	6,866	6,415	52,050	8,543	20,287	22,477	14,906	11,840	32,887	11,388
Federal Register	11,851	2,038	1,028	1,820	1,514	1,402	1,059	1,191	1,303	1,505	1,316	1,518
Federal Records Centers	140	624	551	603	668	497	667	1,038	912	753	1,202	540
Applied Research	744	616	2,341	1,885	2,255	1,518	1,450	3,708	2,001	2,689	4,340	2,765
NHPRC	38,257	101,943	53,053	53,267	101,780	116,370	56,385	125,975	48,213	96,030	68,582	93,046
Noon Lectures	316	504	347	1,784	601	1,384	764	426	569	764	727	873
Preservation	19,626	34,503	76,789	31,822	85,826	38,417	48,495	17,825	100,335	63,739	89,038	17,570
Research	14,297	7,776	7,073	4,349	7,934	6,372	7,732	5,367	15,561	13,145	15,710	3,063
SNAC												
Today's Document	170,945	136,974	85,057	69,623	106,185	121,831	126,872	85,461	83,732	42,961	98,903	167,156
Students and Interns	403	518	543	5,844	3,954	1,892	5,123	1,347	1,264	1,008	1,269	1,173
Electoral College	710	541	580	305	632	825	1,732	915	950	1,842	4,816	1,857
Education	148,311	49,461	34,809	22,521	32,800	25,075	40,978	40,094	13,724	8,897	15,228	23,717
<b>Presidential Total</b>	<b>1,675,398</b>	<b>2,416,721</b>	<b>3,418,686</b>	<b>3,269,400</b>	<b>3,994,904</b>	<b>2,160,220</b>	<b>1,679,824</b>	<b>2,216,325</b>	<b>2,203,682</b>	<b>1,732,505</b>	<b>4,110,705</b>	<b>2,822,097</b>
Bush	138,053	302,406	302,140	265,585	166,858	159,163	202,546	135,624	843,844	324,495	146,131	167,126
GWB	264,652	858,561	961,971	465,698	1,950,804	360,159	354,331	381,619	290,601	420,830	2,181,743	788,354
Carter	110,232	64,481	294,967	1,366,061	384,198	136,443	146,925	490,684	136,681	233,420	288,153	117,003
Clinton	23,870	110,240	217,968	204,997	232,547	216,592	133,328	124,643	96,101	120,980	226,971	309,646
Eisenhower	316,390	128,829	117,413	80,883	42,189	144,623	94,366	26,775	44,146	28,819	102,682	65,027
Ford Library	22,468	13,189	19,994	10,459	49,346	49,809	14,031	12,315	13,683	21,470	54,279	42,347

Ford Museum	63,819	49,603	107,049	84,116	201,063	77,939	4,391	6,589	4,827	14,271	10,503	17,056
Hoover	32,618	30,314	36,259	85,842	30,069	31,209	22,736	44,440	23,205	30,645	33,650	41,786
Johnson	208,644	529,216	303,232	236,368	444,983	215,709	211,719	195,765	221,541	129,501	228,432	309,613
Nixon	270,683	195,325	187,530	174,195	168,948	187,740	217,146	263,140	251,133	220,271	463,947	311,076
Reagan	12,150	6,973	634,524	69,828	122,169	162,420	128,030	281,804	134,733	56,418	126,652	325,465
Roosevelt	63,755	61,296	81,788	96,088	66,938	180,738	49,027	55,136	70,607	53,862	80,555	167,032
Truman	148,064	66,288	153,851	129,280	134,792	237,676	101,248	197,791	72,580	77,523	167,007	160,566
<b>Regional Total</b>	<b>335,280</b>	<b>277,385</b>	<b>245,465</b>	<b>127,777</b>	<b>374,194</b>	<b>149,594</b>	<b>240,149</b>	<b>273,529</b>	<b>133,236</b>	<b>134,838</b>	<b>207,605</b>	<b>264,967</b>
Atlanta	5,339	6,495	16,012	10,173	17,305	7,070	4,859	4,469	5,488	7,053	10,066	7,822
Boston	82,765	174,424	89,218	59,853	131,307	64,454	43,634	84,690	66,127	71,921	110,300	96,804
Chicago	3,493	31,210	98,021	11,642	10,843	17,271	86,882	7,986	9,125	8,034	8,059	8,618
Denver	93,593	2,945	2,563	1,951	3,808	3,802	8,784	90,983	2,674	1,138	2,487	4,935
Fort Worth	114,880	4,625	18,779	4,157	5,272	12,547	6,677	9,842	5,499	6,710	9,555	7,880
Kansas City	5,984	8,584	5,582	7,313	6,474	7,344	5,850	18,894	3,907	6,403	28,154	87,002
New York	14,899	12,930	5,278	17,545	5,792	10,006	13,978	6,471	10,114	7,815	9,423	7,354
Philadelphia	6,159	2,867	3,216	5,946	26,804	12,946	4,816	3,131	22,355	16,177	12,809	34,056
Riverside	832	1,718	1,446	3,023	3,648	4,382	51,404	2,210	1,675	3,032	9,673	4,859
Seattle	3,782	29,690	1,702	3,001	2,464	3,961	2,605	38,667	3,702	4,578	2,395	2,963
St. Louis	3,554	1,897	3,648	3,173	160,477	5,811	10,660	6,186	2,570	1,977	4,684	2,674

APPENDIX V: Twitter Followers (Cumulative)

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April
archivespres	3,947	4,007	4,067	4,144	4,245	4,321	4,380	4,439	4,514	4,611	4,677	4,733
dferriero	3,361	3,388	3,417	3,438	3,466	3,501	3,503	3,533	3,558	3,592	3,631	3,652
Discovercivwar	6,567	6,569	6,593	6,851	6,853	6,877	7,287	7,305	7,314	7,375	7,670	7,880
DocsTeach	6,869	7,039	7,264	7,546	7,771	7,991	8,175	8,310	8,448	8,636	8,866	9,065

ElectoralCollge	2,286	2,298	2,317	2,331	2,322	2,334	2,346	2,363	2,381	2,421	2,473	2,500
FedRegister	8,353	8,480	8,611	8,742	8,854	8,980	9,052	9,144	9,249	9,345	9,446	9,519
FOIA_Ombuds					261	365	374	400	444	477	541	581
NARAMediaLabs	1,074	1,156	1,206	1,258	1,329	1,389	1,423	1,463	1,506	1,553	1,593	1,629
NARA_RecMgmt	5,542	5,602	5,651	5,707	5,768	5,826	5,874	5,912	5,952	5,982	6,006	6,047
SNAC						61	60	60	60	109	112	126
Today'sDocument	22,486	23,183	23,935	24,883	25,751	26,574	27,101	27,579	28,099	28,609	29,251	29,680
USNatArchives	69,305	71,445	74,214	77,289	80,080	81,909	82,543	84,917	86,651	88,464	90,144	91,112
ThisisArchives	572	700	883	1,101	1,185	1,315	1,467	1,600	2,082	2,396	2,556	2,678
Bush41library	22,003	22,371	22,821	23,517	23,975	24,368	24,707	25,127	25,652	26,158	26,609	26,977
CarterLibrary	10,925	11,026	11,297	13,852	14,230	14,484	14,816	15,648	15,979	16,331	16,797	17,202
IkeLibrary	8,019	8,165	8,336	8,623	8,814	9,197	9,396	9,674	9,899	10,154	10,483	10,712
FDRLibrary	7,302	7,455	7,661	7,993	8,198	8,703	8,932	9,245	9,514	9,835	10,188	10,471
GWBLibrary	12,775	13,144	13,563	14,131	14,590	14,800	14,970	15,124	15,345	15,576	15,921	16,076
IkeandHarry2012	636	636	636	635	643	643	646	660	659	659	663	664
HooverPresLib								157	220	285	366	432
JFKLibrary	33,627	34,016	34,482	35,226	35,669	36,023	36,715	37,112	37,498	37,953	38,487	38,909
LBJLibrary	9,872	10,109	10,318	10,750	11,082	11,304	11,531	11,765	11,997	12,263	12,612	12,913
NixonLibrary								282	389	520	709	796
OurPresidents	13,636	14,025	14,574	15,108	15,554	16,251	16,699	17,172	17,587	18,083	18,583	18,969
Reagan_Library	1,862	1,913	1,955	2,041	2,130	2,178	2,220	2,408	2,531	2,709	3,216	3,387
TrumanLibrary	3,177	3,257	3,394	3,673	3,822	4,038	4,215	4,424	4,591	4,810	5,086	5,317
WJCLibrary	75,867	76,646	77,124	77,995	78,450	78,958	79,267	79,746	80,591	81,424	81,911	83,143
ArchivesNYC		6	8	8	13	21	22	28	27	31	49	89
atlantaarchives	1,399	1,418	1,432	1,467	1,511	1,539	1,568	1,576	1,594	1,605	1,612	1,618
Boston_archives	125	165	190	218	292	404	449	519	605	738	816	888
KCArchives	1,421	1,458	1,486	1,528	1,560	1,605	1,637	1,670	1,700	1,728	1,751	1,777
CongressArchive	2,065	2,171	2,260	2,461	2,695	2,888	3,045	3,256	3,465	3,688	3,808	3,878
NARAFRC	422	425	427	431	441	444	446	447	455	461	461	466
StLouisArchives	125	127	128	129	135	135	139	139	142	145	148	154
<b>TOTAL</b>	<b>335,620</b>	<b>342,400</b>	<b>350,250</b>	<b>363,076</b>	<b>371,689</b>	<b>379,426</b>	<b>385,005</b>	<b>393,204</b>	<b>400,698</b>	<b>408,726</b>	<b>417,242</b>	<b>424,040</b>



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

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April
<b>Page Views</b>	2,391	2,296	1,862	1,801	1,725	2,202	2,163	1,763	2,260	1,843	1,396	1,176
<b>Track Downloads</b>	2,078	1,872	1,570	1,745	1,708	1,478	1,491	1,224	1,642	1,546	1,669	1,649
<b>Subscriptions</b>	331	314	350	277	280	289	306	254	338	241	255	203

## APPENDIX VII: Google+ Followers

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April
<b>Monthly Followers</b>	6,032	4,118	5,196	9,786	8,085	38,228	-558	-1,363	-39,352	-526	-276	-732
<b>Cumulative Followers</b>	319,064	323,182	328,378	338,164	346,249	384,477	383,919	382,556	343,042	342,498	342,222	341,490

## APPENDIX VIII: Pinterest Followers (Cumulative)

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April
<b>US National Archives</b>	4,347	4,424	4,527	4,619	4,696	4,731	4,777	4,848	4,911	4,964	5,028	5,074
<b>Our Presidents</b>	762	774	791	812	825	836	835	850	854	867	885	892

## APPENDIX IX: Instagram Followers (Cumulative)

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April
<b>US National Archives</b>	4,800	5,498	6,800	8,207	9,320	10,770	12,554	14,477	16,052	17,911	20,183	21,622
<b>Ike Library</b>	252	266	282	297	309	316	321	335	361	371	410	431
<b>Clinton Library</b>	1,218	1,239	1,270	1,311	1,326	1,371	1,439	1,525	1,623	1,719	2,418	2,739
<b>FDR Library</b>	62	75	112	140	152	167	216	296	348	396	479	520
<b>Bush 41 Library</b>		1	13	28	37	46	51	60	65	75	185	204
<b>Reagan Library</b>									45	54	128	147

## APPENDIX X: HistoryPin Channel Views (Cumulative)

	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April
<b>Channel Views</b>	23,443	23,995	24,526	24,996	25,489	26,106	26,252	26,355	26,445	26,597	26,807	26,962