

**MAY FY2016 OVERVIEW**

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	71,964 Views	36,556 Visitors
Tumblr Blogs	25,208 Views	14,666 Visitors
Facebook	11,352,502 Impressions	3,589,138 Reach
National Archives YouTube Channel	259,286 Views	26,049 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	1,810,545 Views	11,364 Total Contacts
Instagram	--	27,746 Total Followers
Twitter (all NARA feeds)	--	433,898 Total Followers
FourSquare	1,149 New Check-ins	0 New Followers
iTunes U	1,361 Views	207 New Subscribers

**FISCAL YEAR COMPARISON**

Social Media Tool	FY 2016 Views (to date)	FY 2015 Views
Archives.gov Blogs	626,876	799,759
Tumblr Blogs	179,486	345,274
Facebook	90,374,587	147,266,835
National Archives YouTube Channel	1,592,099	1,668,093
Flickr (USNatArchives & ArchivesNews)	14,995,611	98,872,250

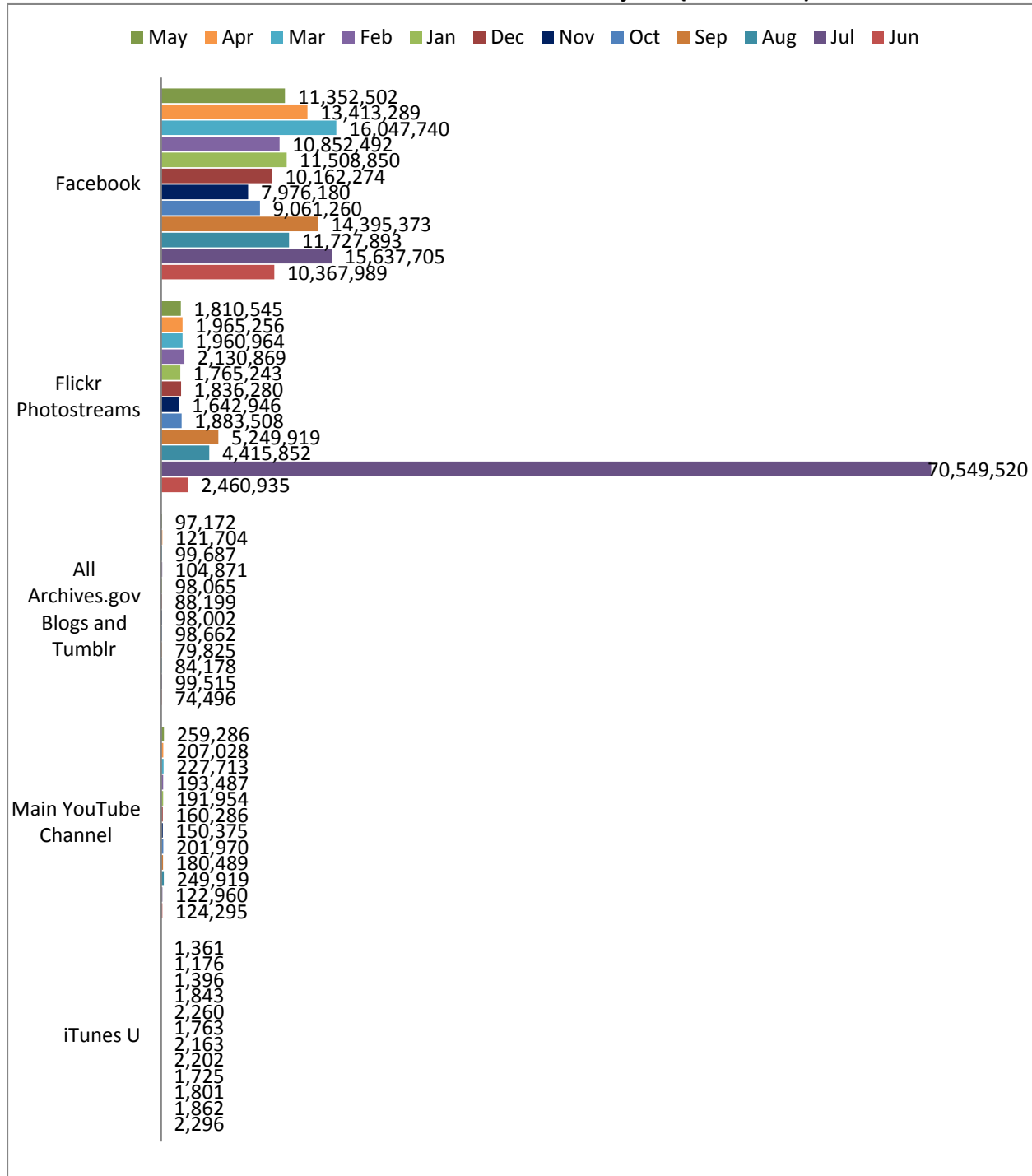
**EXTERNAL BLOGS AND TUMBLOGS**

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. [Nixon Library Tumblr](#)
20. [Unwritten Record](#)
21. [Our Presidents Tumblr](#)
22. [Congress in the Archives Tumblr](#)
23. [LBJ Time Machine Tumblr](#)
24. [Preservation at NARA Tumblr](#)
25. [Hoover Heads](#)
26. [Education Updates](#)
27. [FDR Tumblr](#)
28. [Ford Library Tumblr](#)
29. [Philadelphia Archives Tumblr](#)
30. [Discovering LGBTQ History](#)

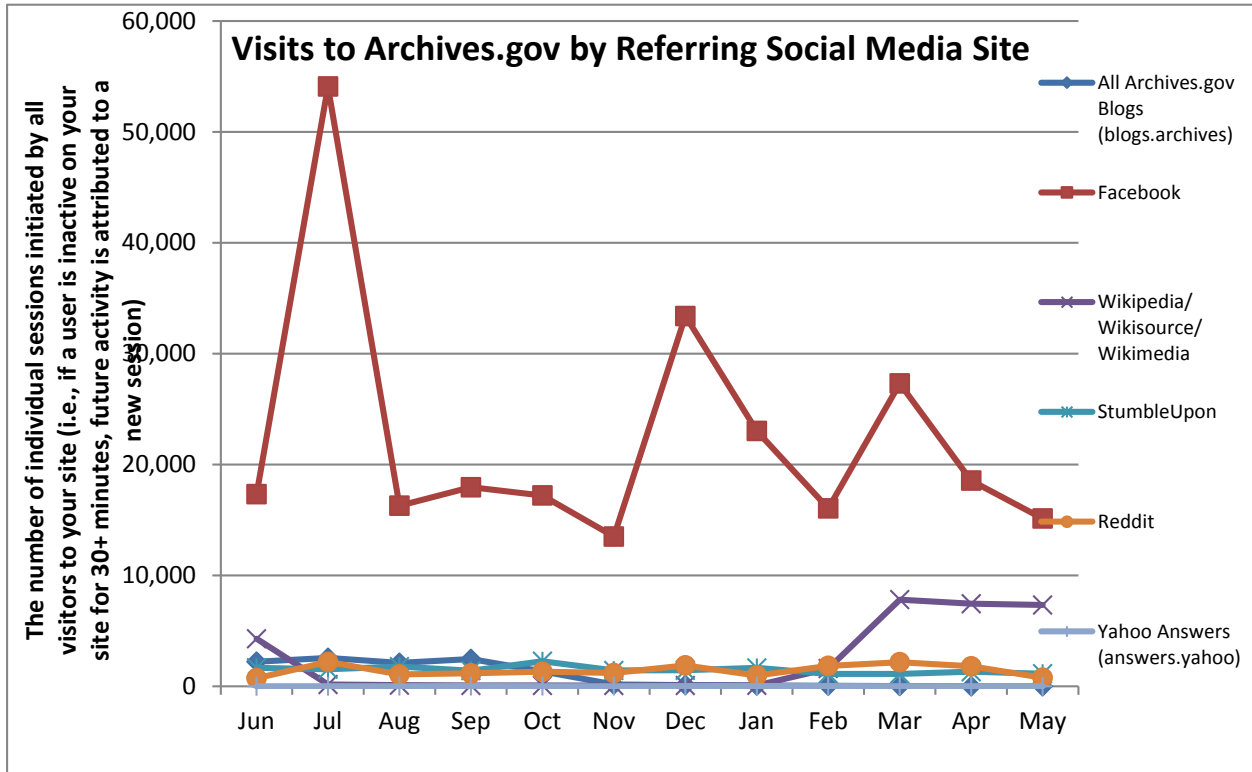
**SOCIAL MEDIA TOOLBOX (Tools currently in use)**

- 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)**

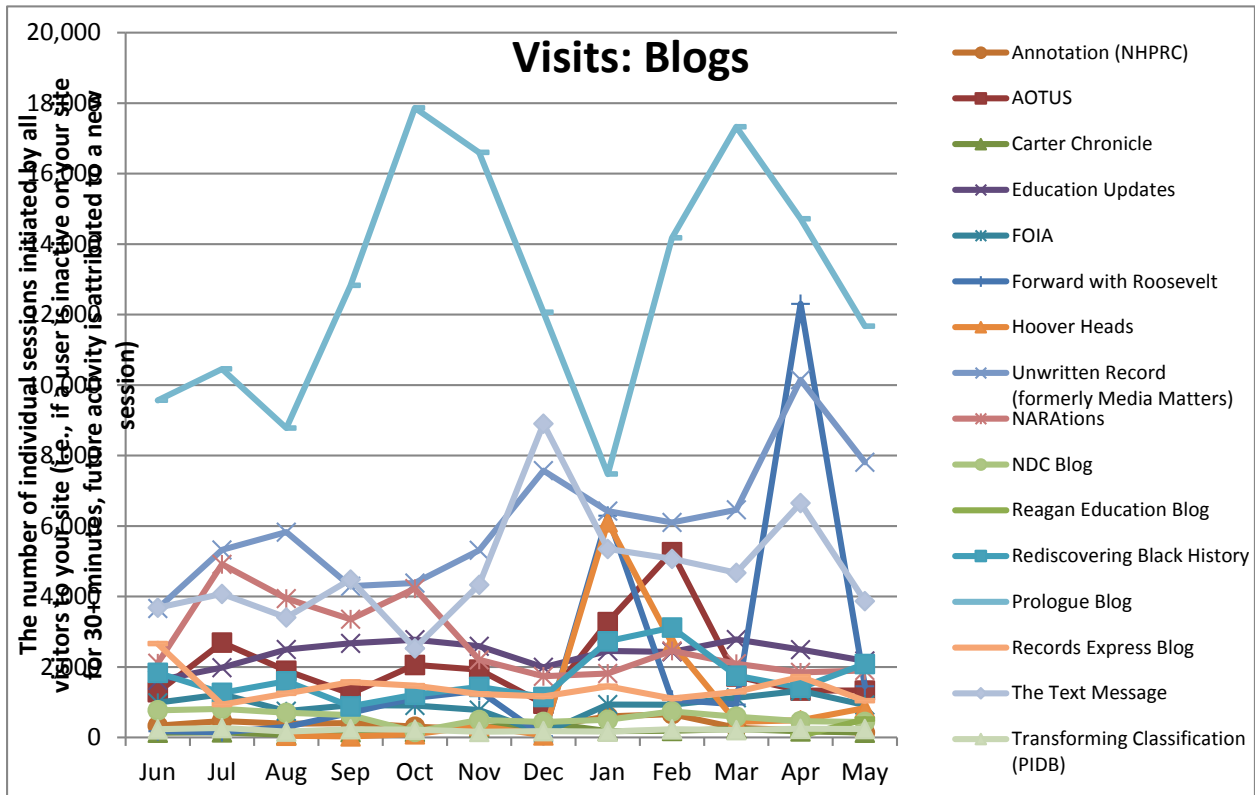


**New External Social Media Projects: May Projects**

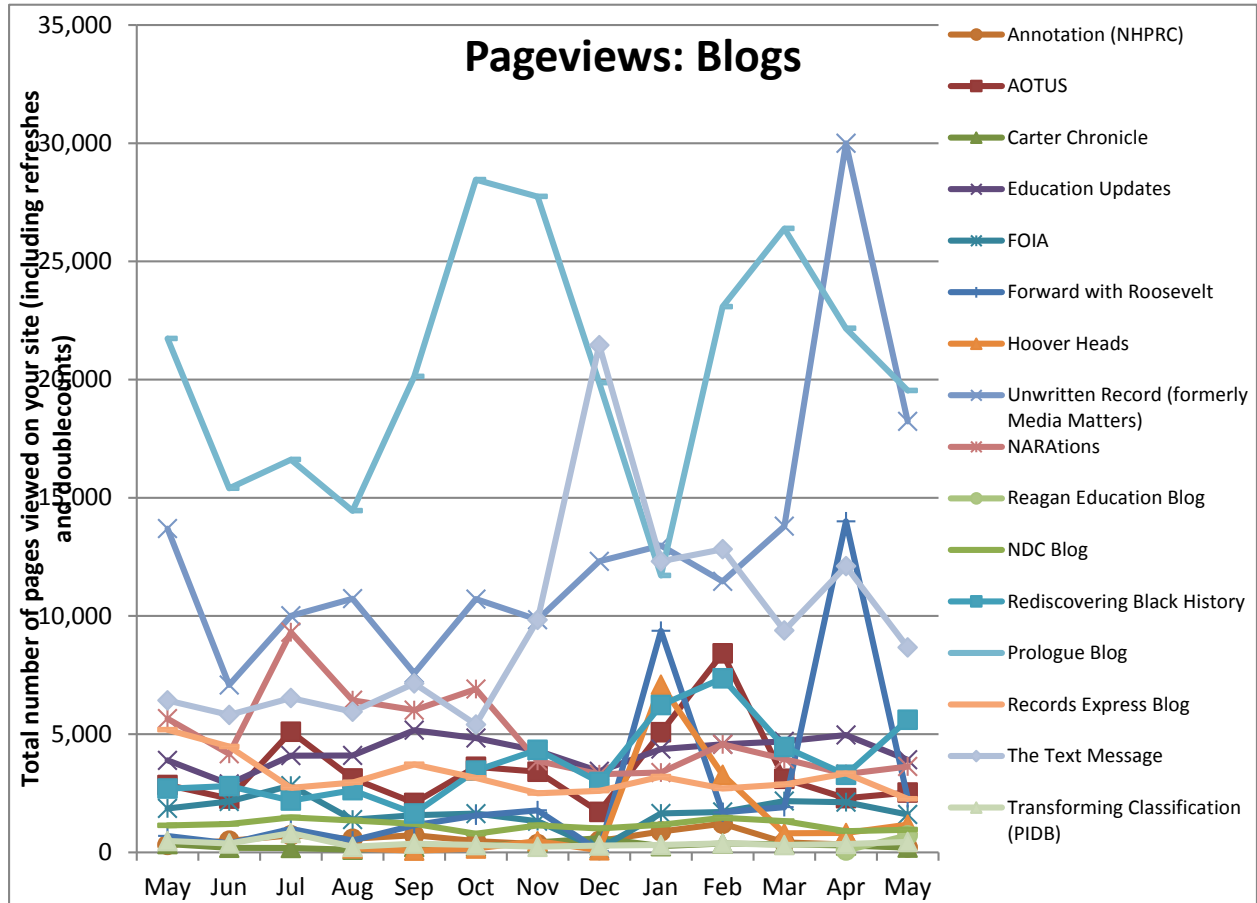
	Qzzr	Facebook	Flickr	Twitter	Eventbrite	Tumblr	Blog	YouTube	Instagram
June				1					1
July									
August		1		1					
September				1					
October									
November				3					
December									
January									
February									
March									
April						1	1	1	
May	1								

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

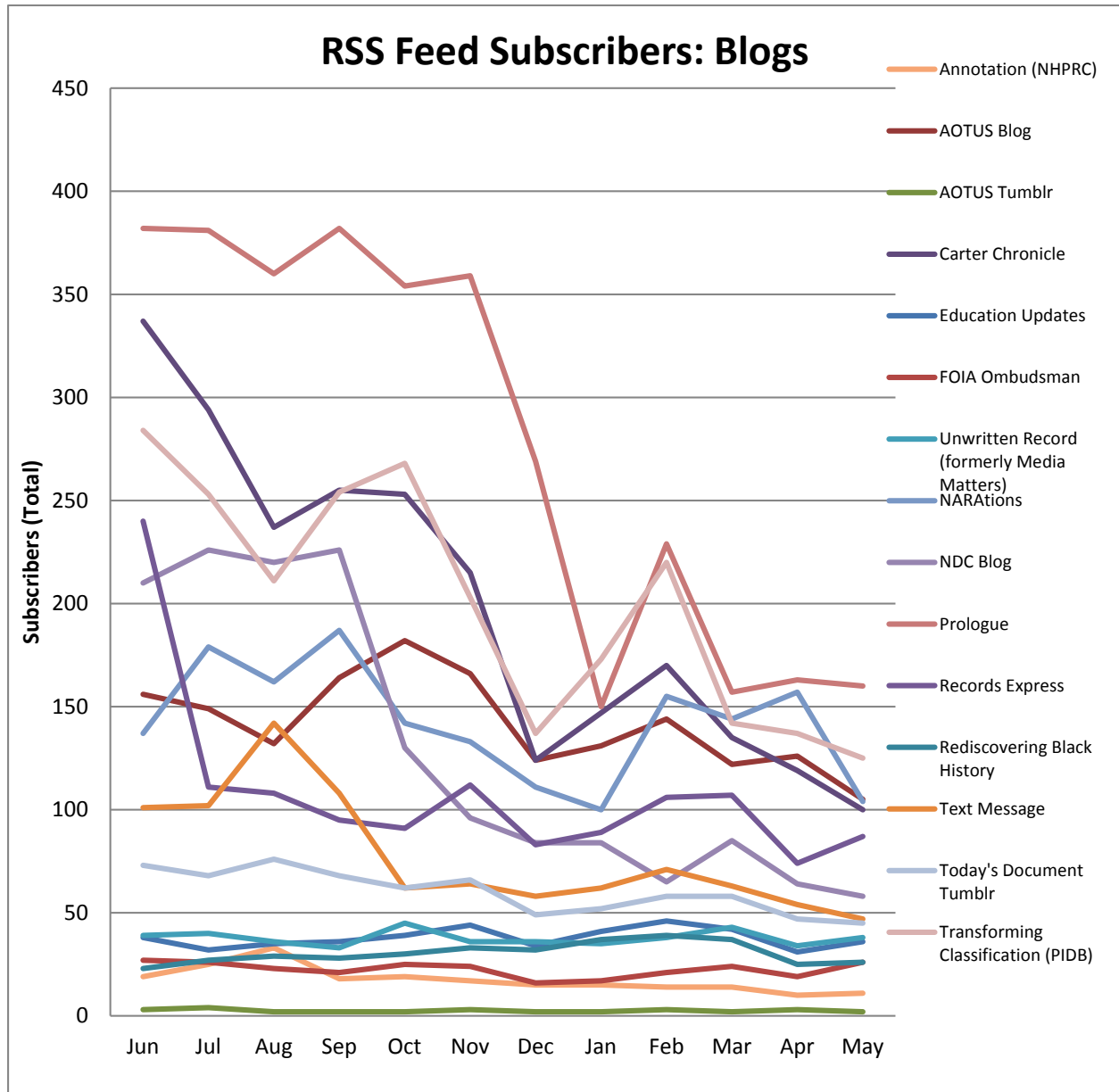
Blog Visits (Source: Appendix II.A)



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



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

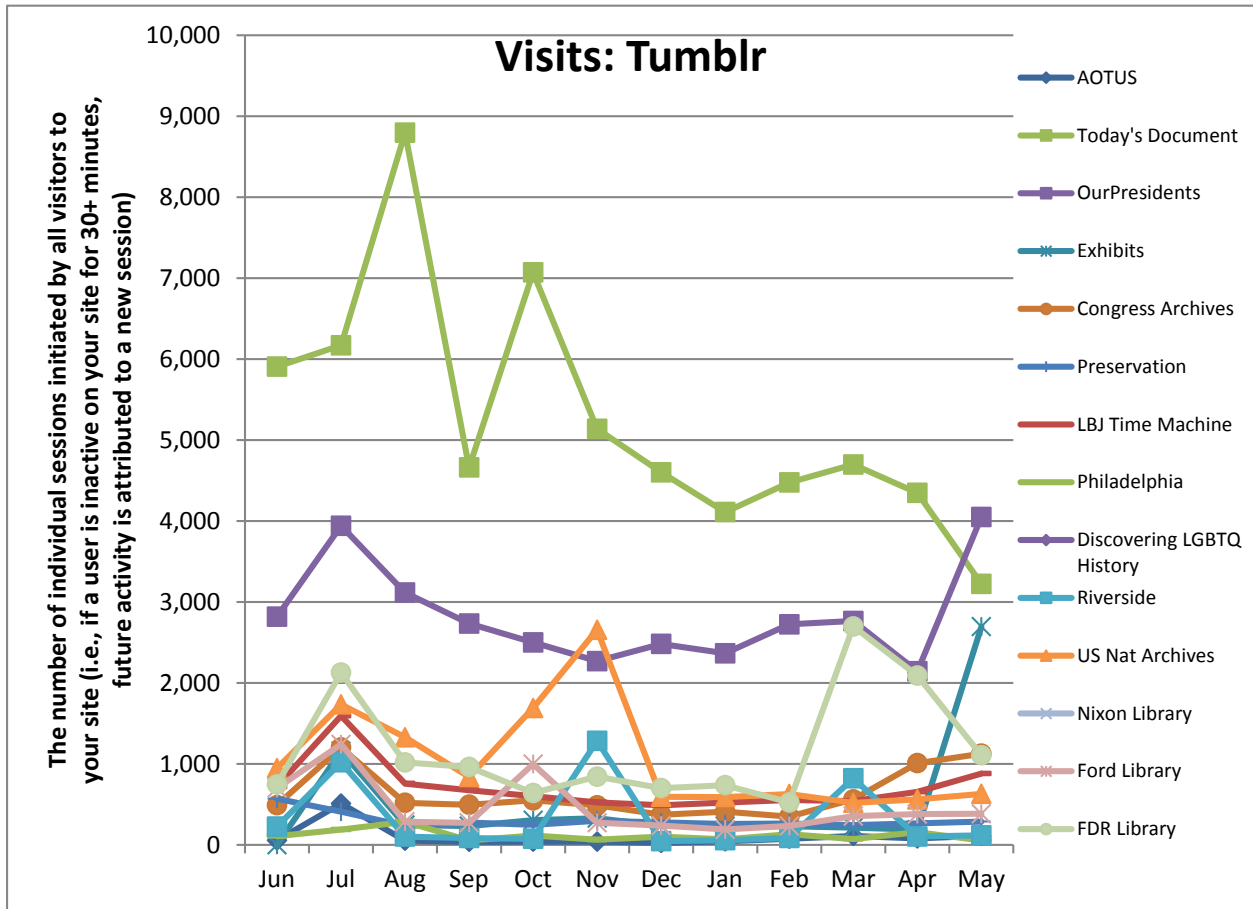


**Top 5 Most Viewed Blog Posts in May**

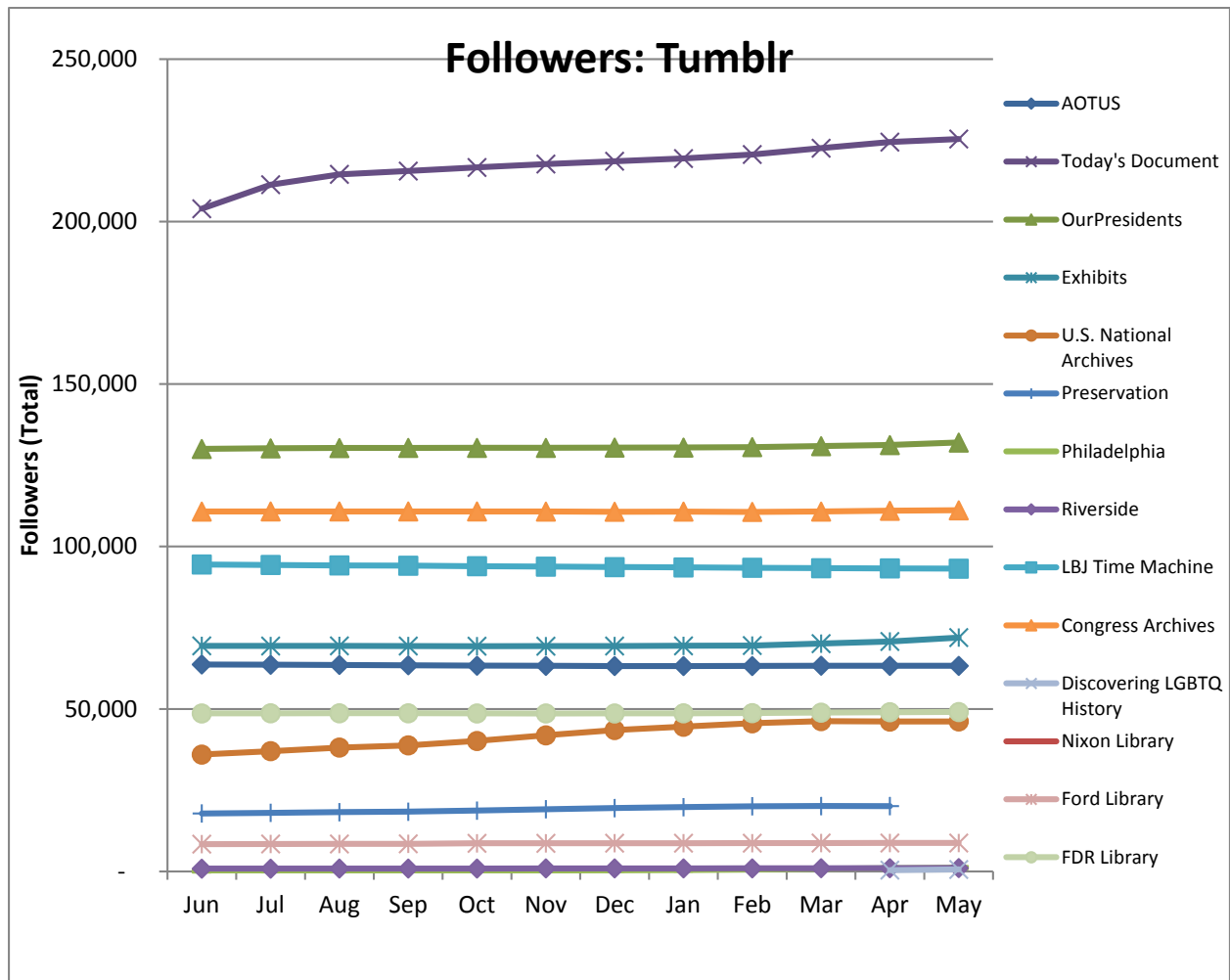
Blog	Pageviews	Post Title
The Unwritten Record	1,185	<a href="#">Aftermath of Disaster: RMS Lusitania in Photographs</a>
The Unwritten Record	1,155	<a href="#">Happy Mother's Day from the National Archives!</a>
Prologue	1,035	<a href="#">Prohibition and the Rise of the American Gangster</a>
The Unwritten Record	932	<a href="#">Louis Zamperini: The Story of a True American Hero</a>
Prologue	801	<a href="#">Failure of the Equal Rights Amendment: The Feminist Fight of the 1970s</a>

Social Media Tools: Detail View – Tumblr

Tumblr Visits

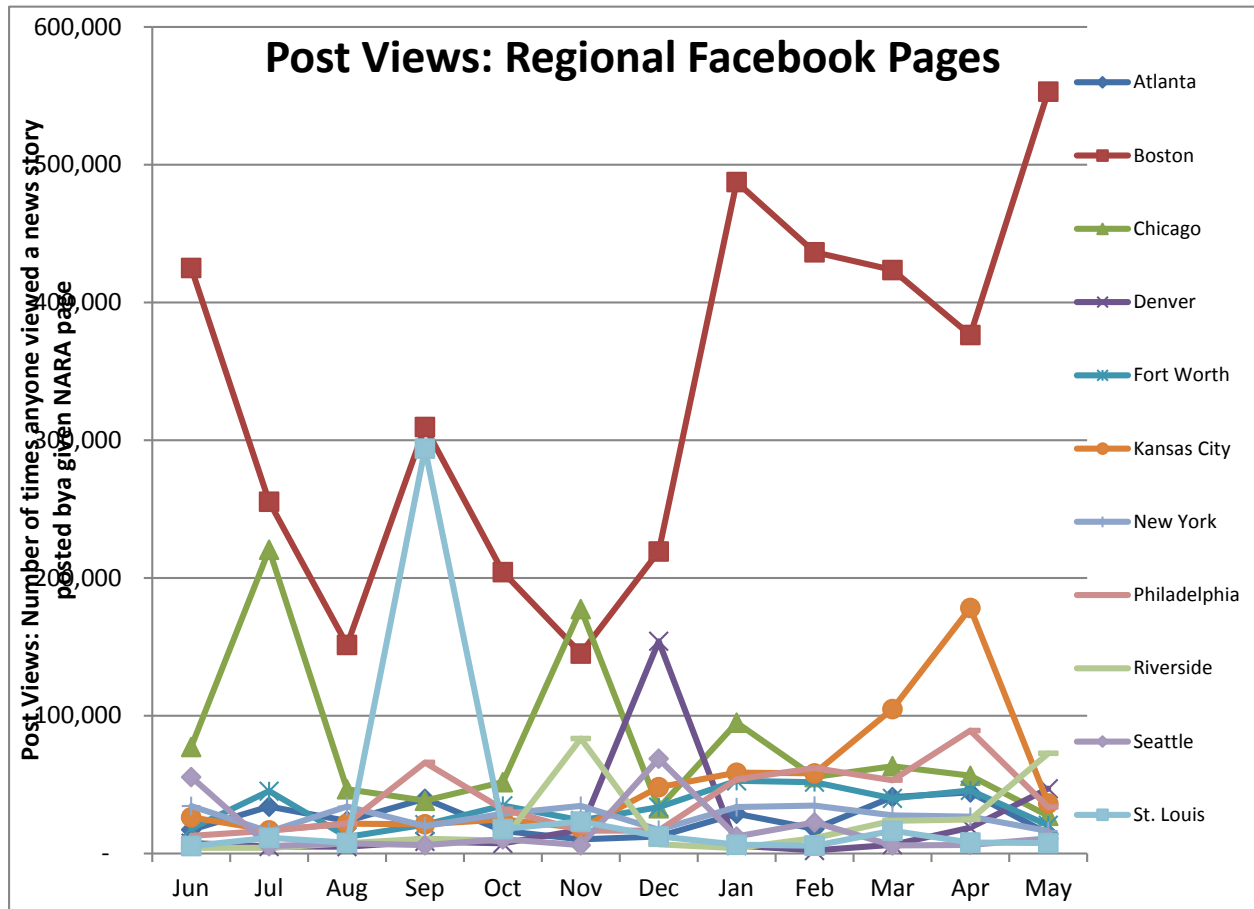


**Followers on Tumblr (Source: Appendix IV)**

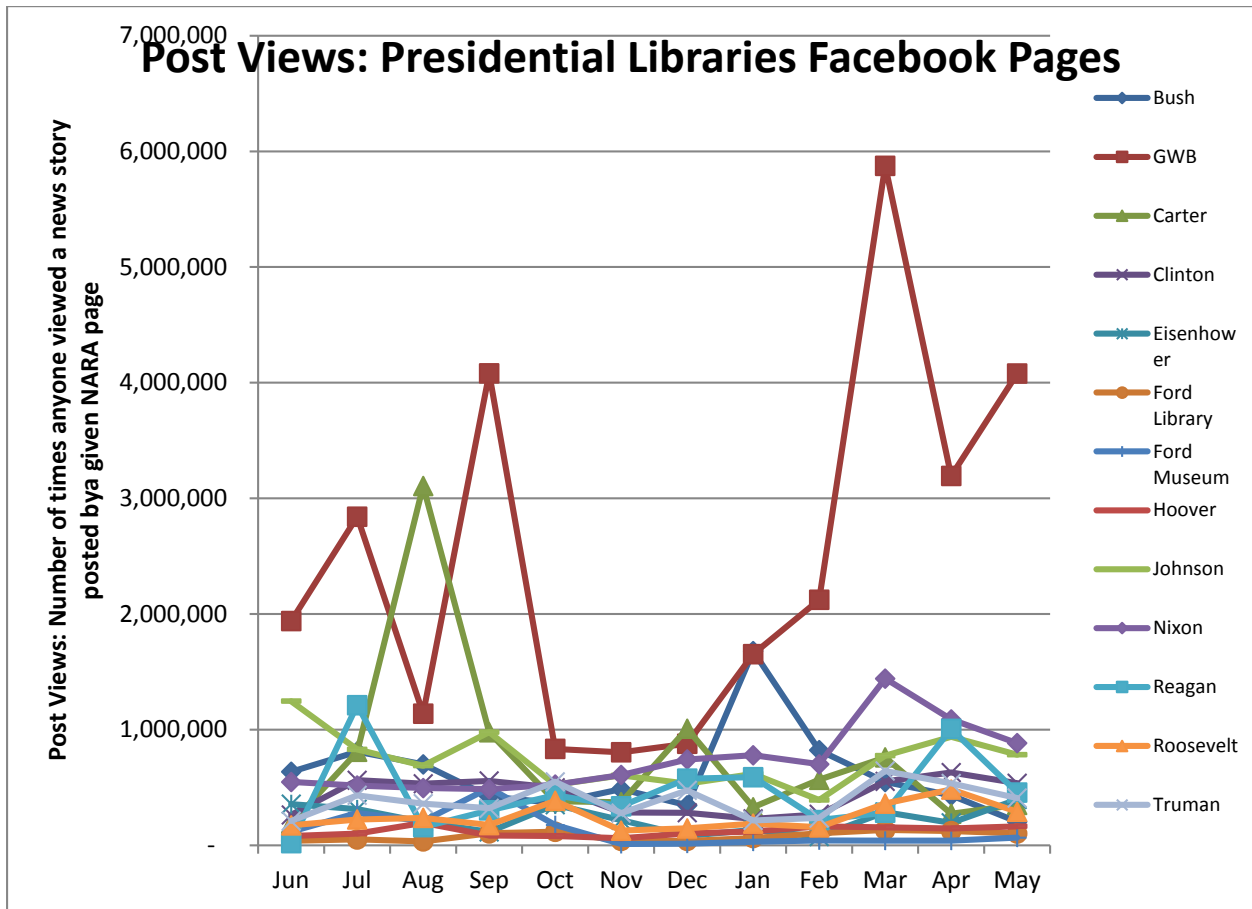




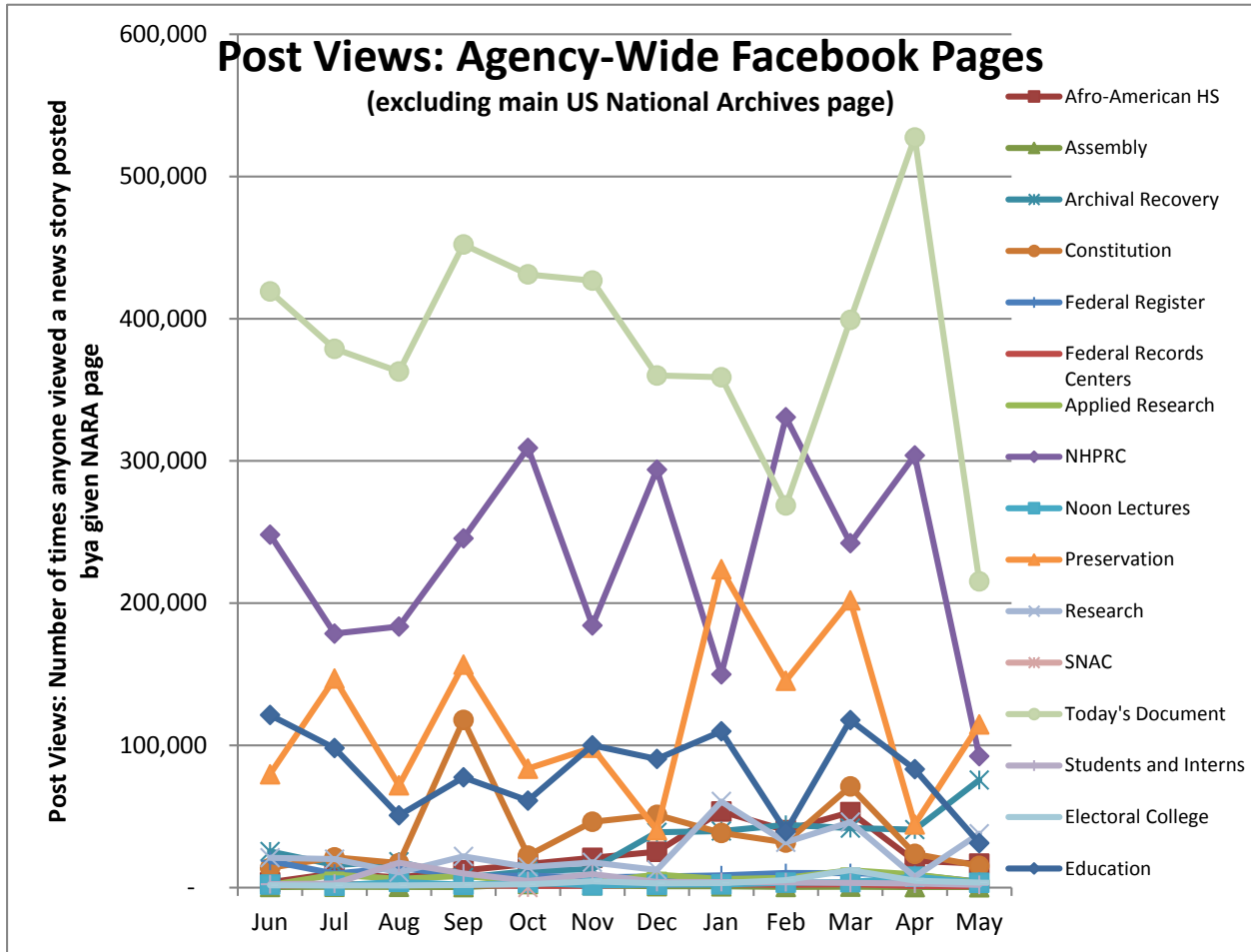
**Social Media Tools: Detail View – Facebook**  
**Post Views on Regional Pages (Source: Appendix IV.A)**

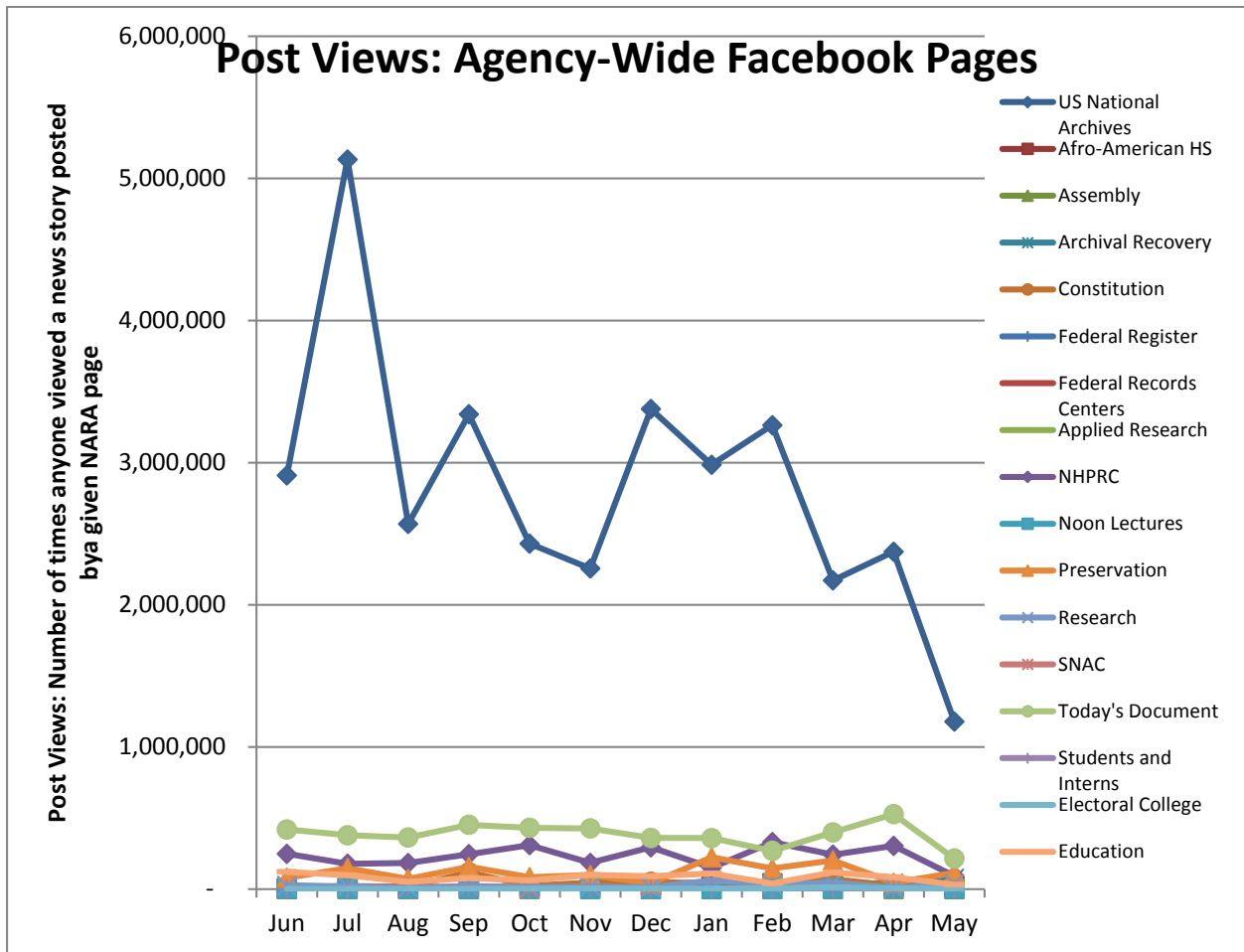


Post Views on Presidential Library Pages (Source: Appendix IV.A)

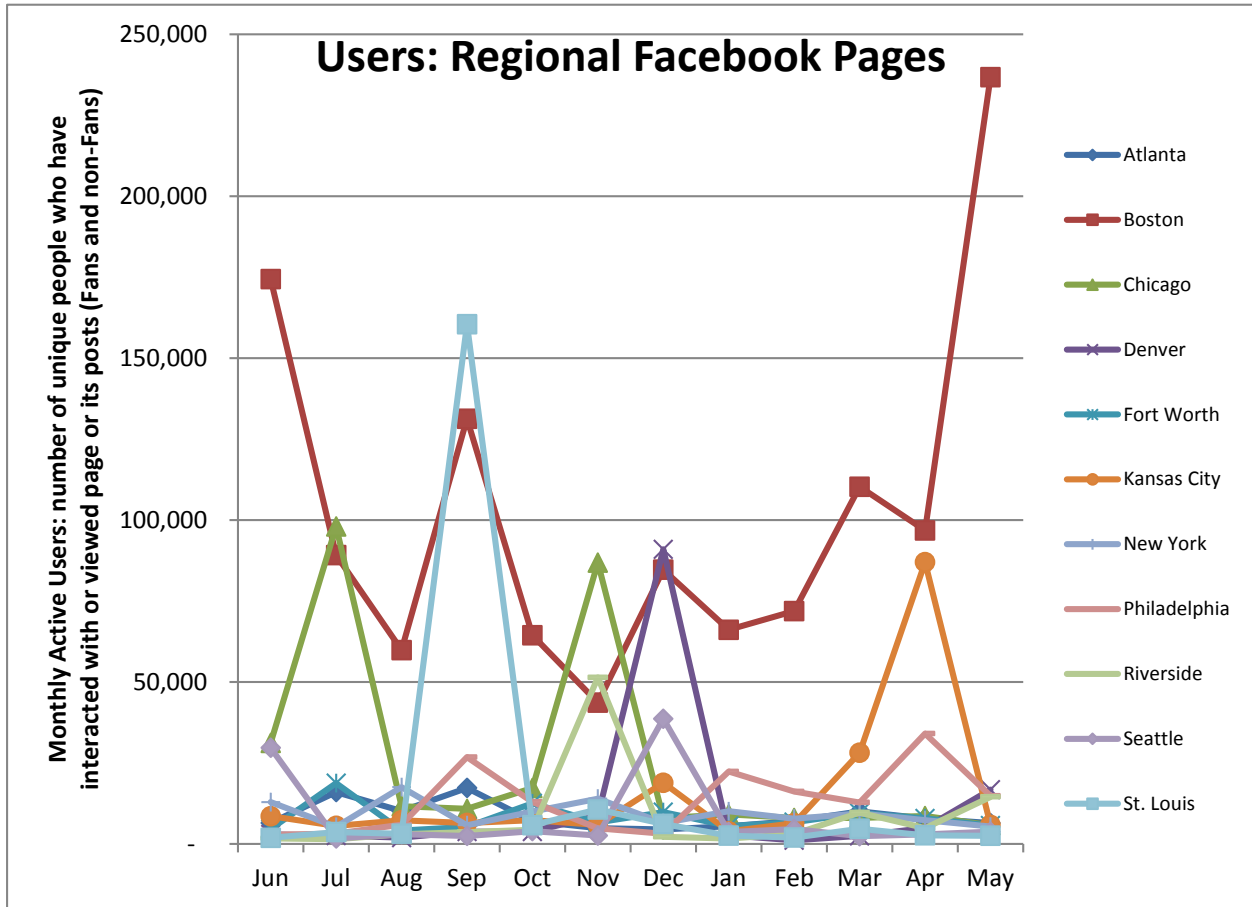


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

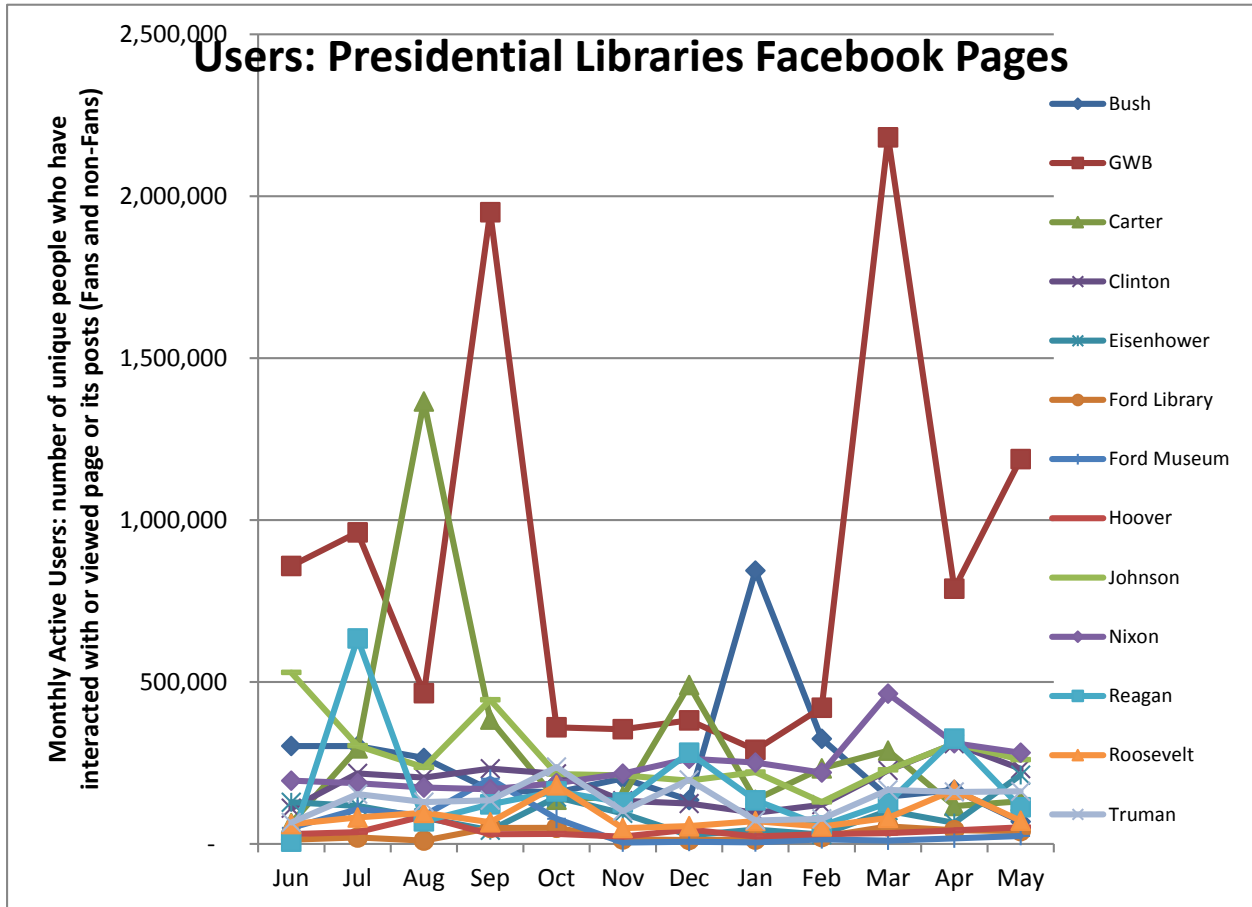




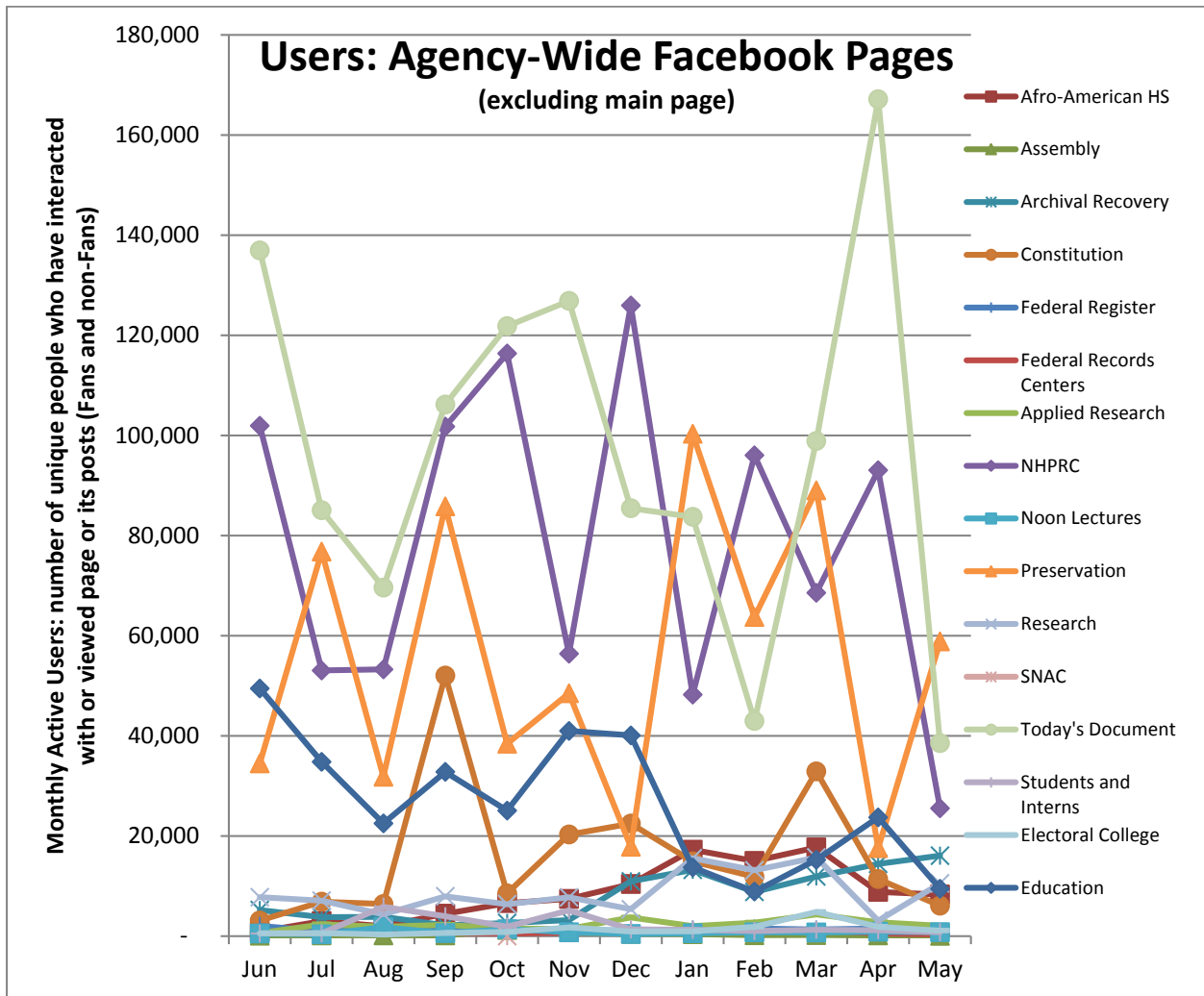
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

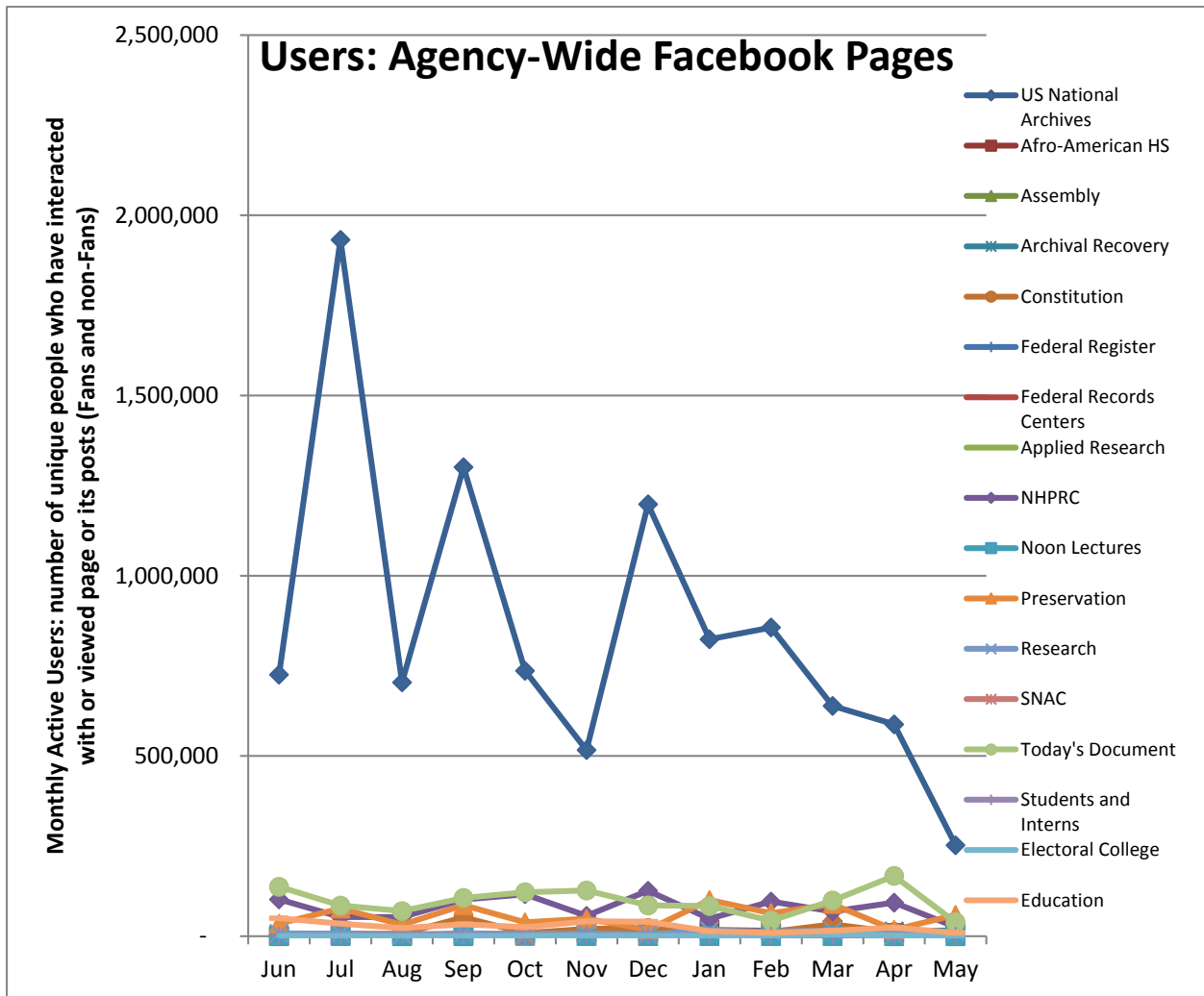


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



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

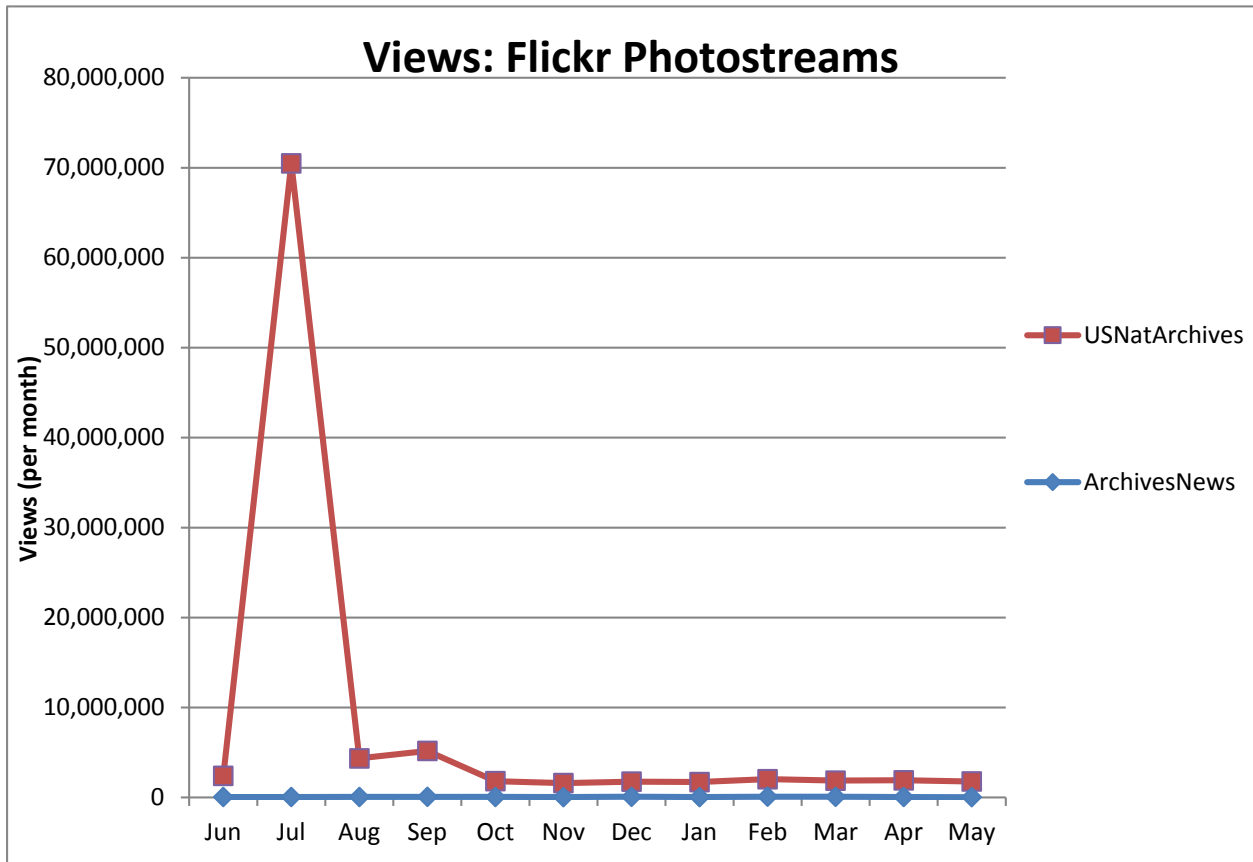




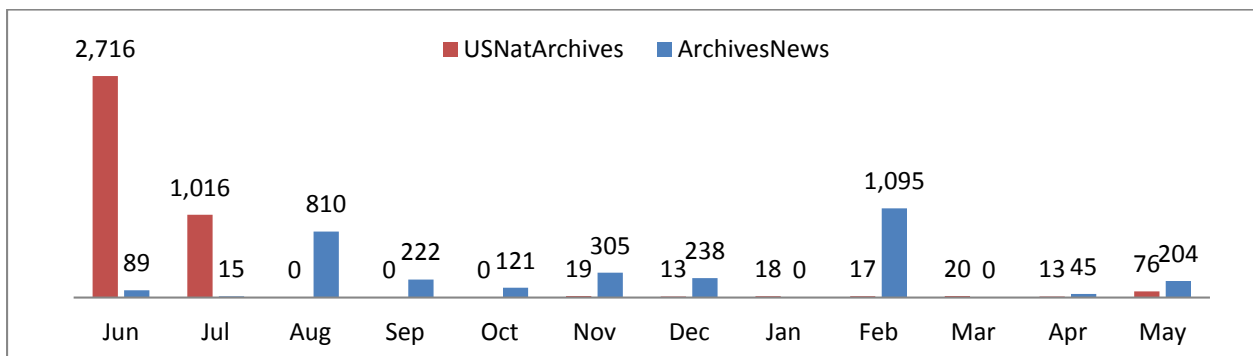


Social Media Tools: Detail View – Flickr

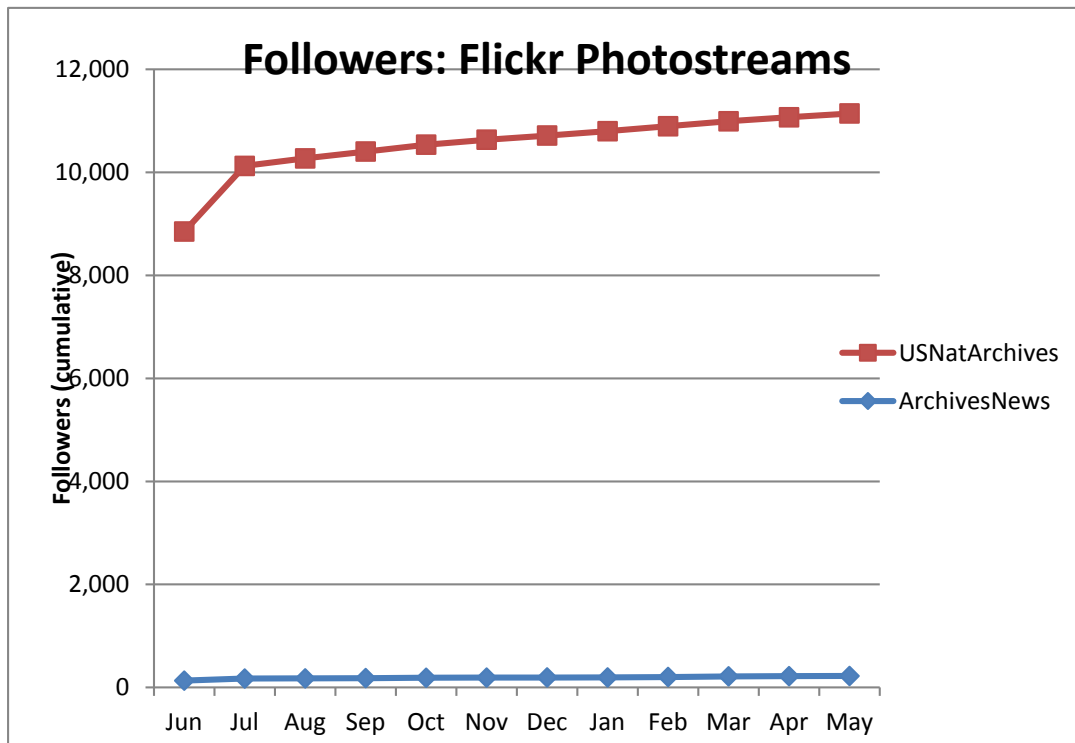
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

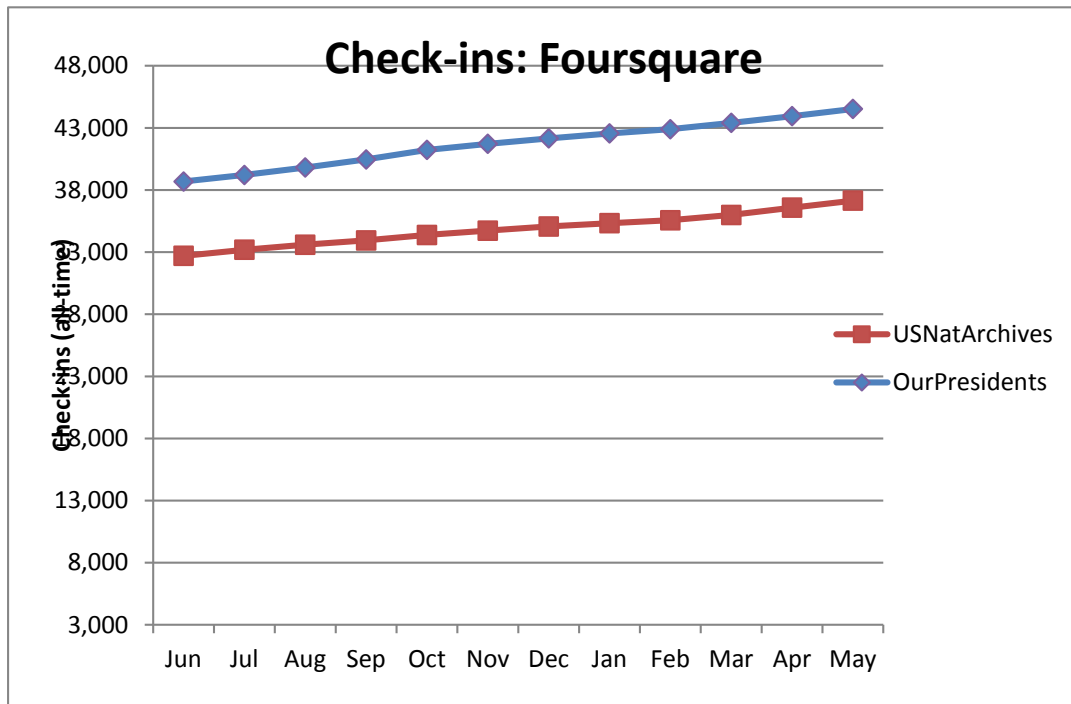


**Followers of Photostreams (Cumulative)**

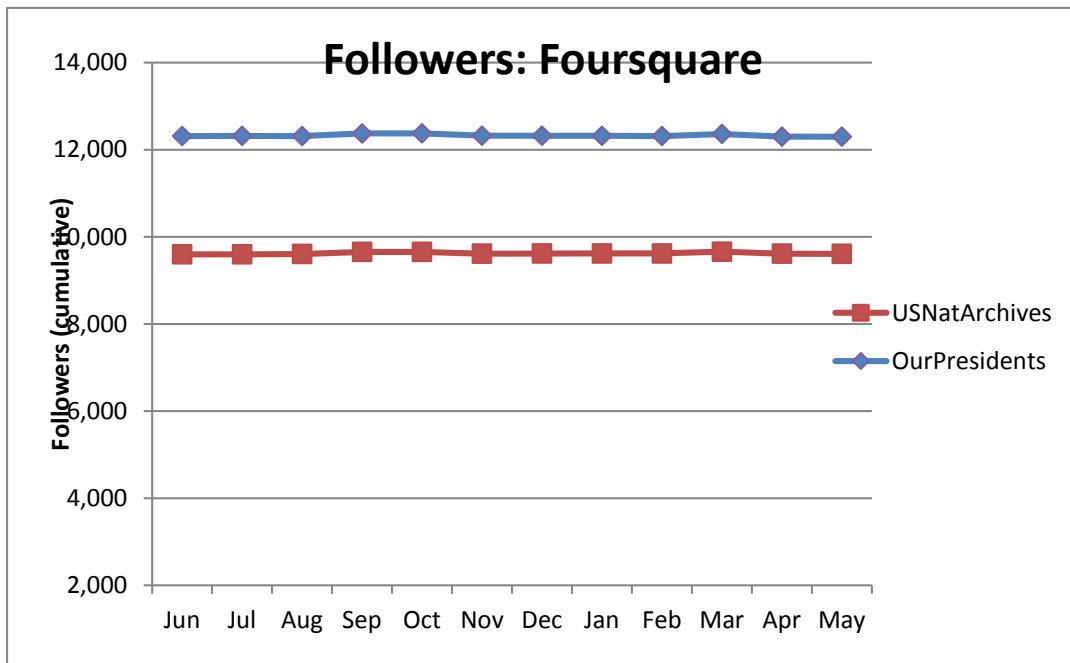


**Social Media Tools: Detail View – Foursquare**

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

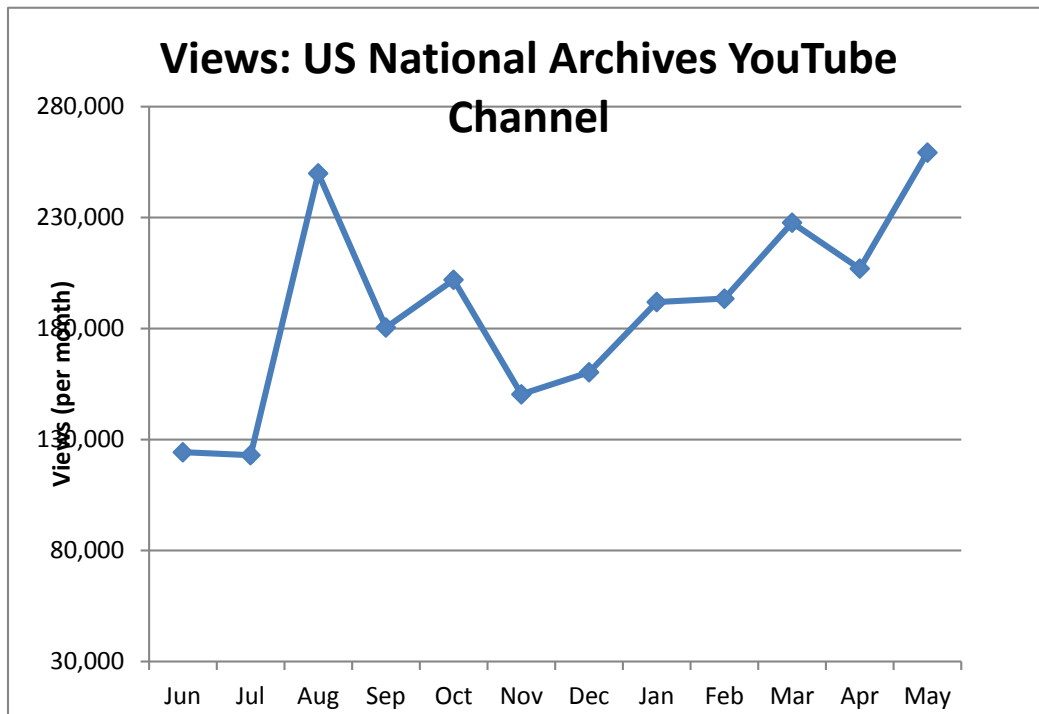


**Number of Followers of USNatArchives and OurPresidents (Cumulative)**

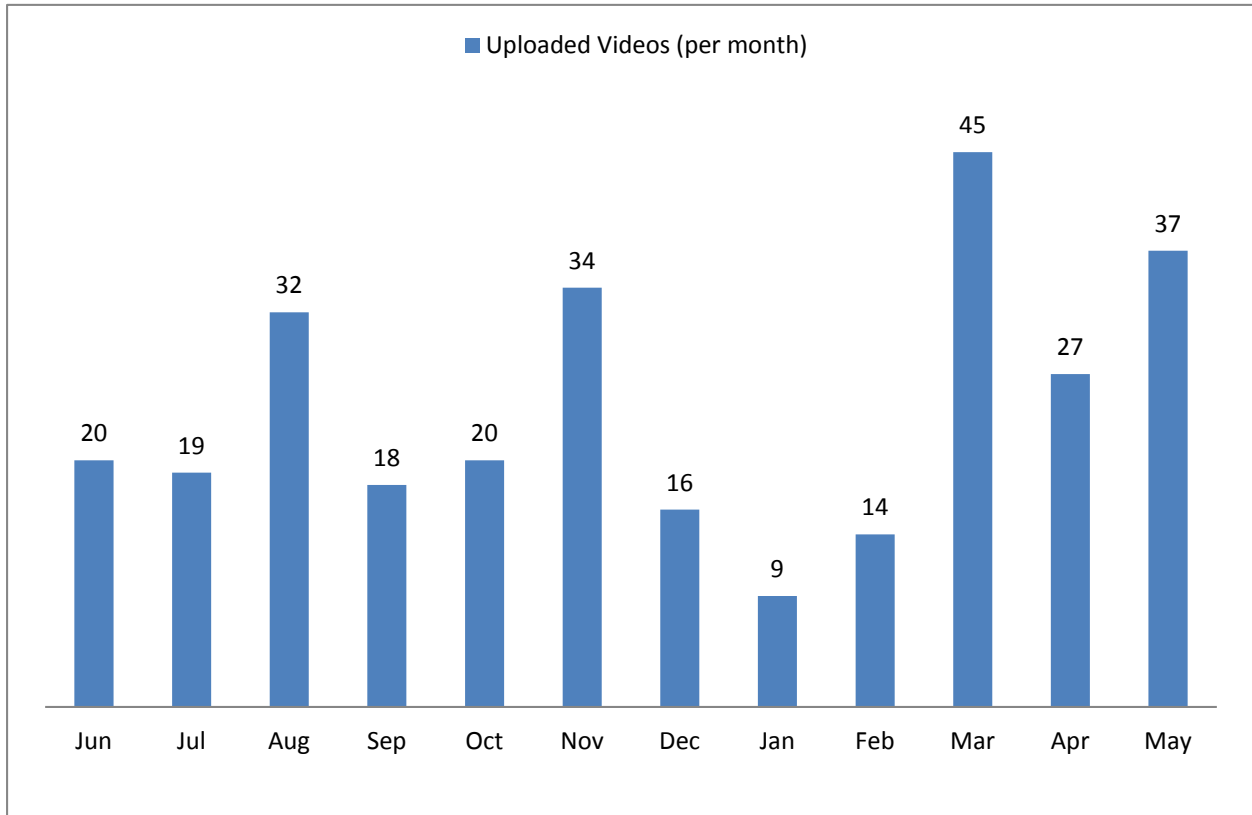


**Social Media Tools: Detail View – YouTube**

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



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

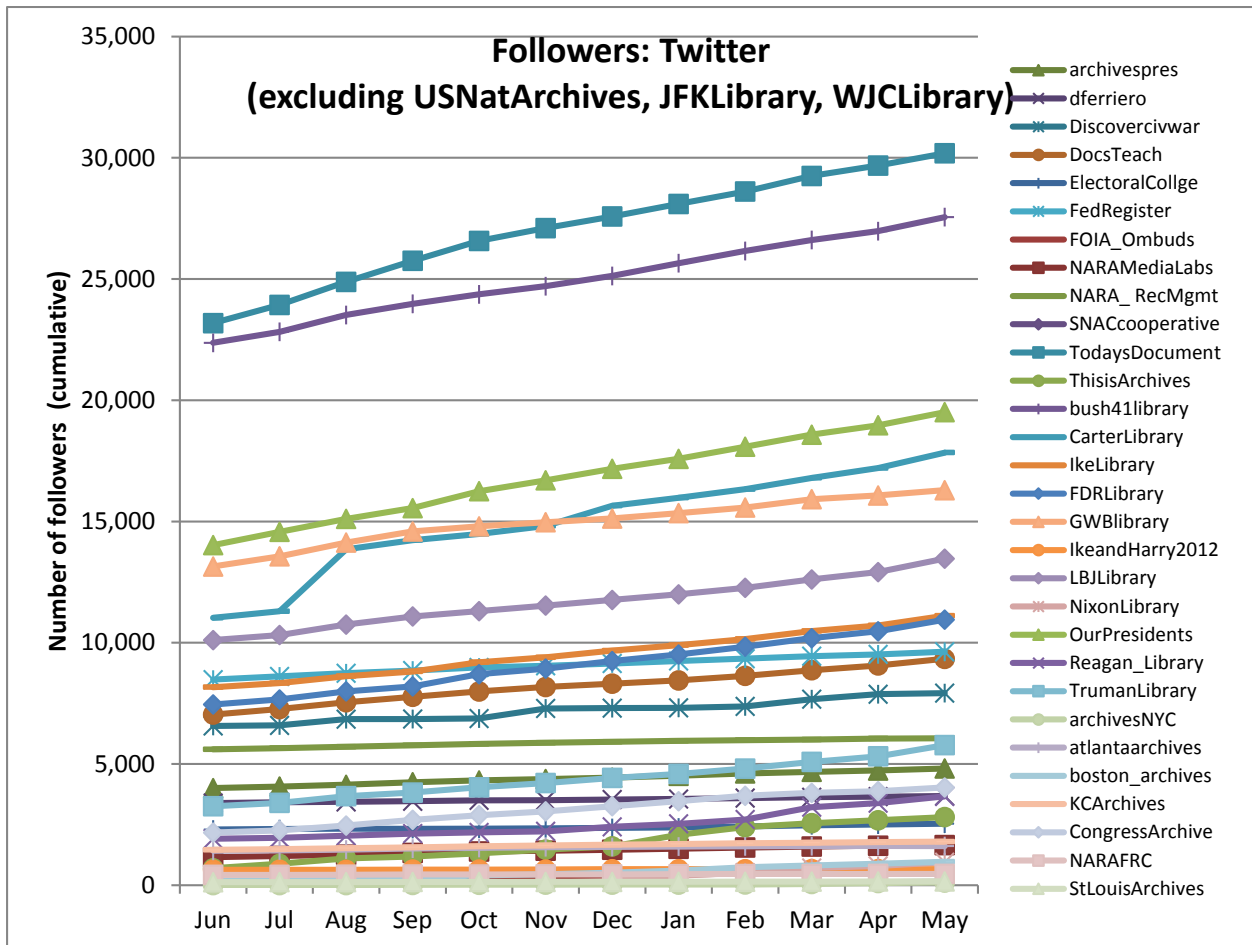


**Top 5 Most Viewed Videos for May 2016 on US National Archives Channel**

Video Title	Views
<a href="#">The Hawaiian Islands, 1924</a>	33,385
<a href="#">Private Snafu in "Censored.", 1944</a>	31,125
<a href="#">The True Glory, 1945 (restored)</a>	15,276
<a href="#">Spies - Private SNAFU</a>	13,237
<a href="#">Stories from the Great Depression</a>	11,227

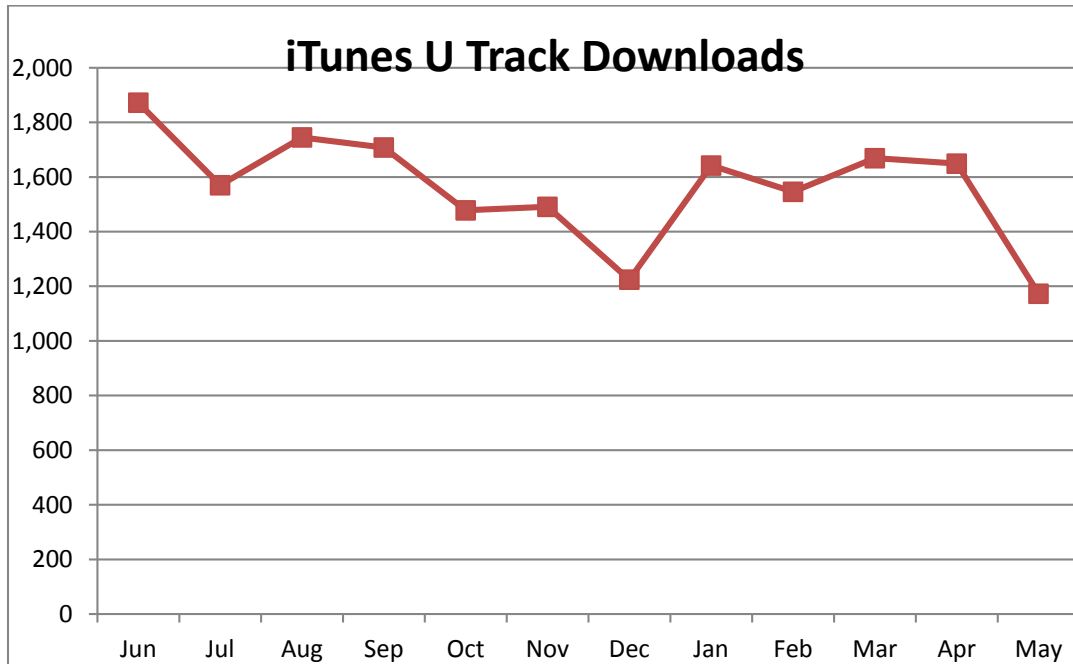
Social Media Tools: Detail View – Twitter

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

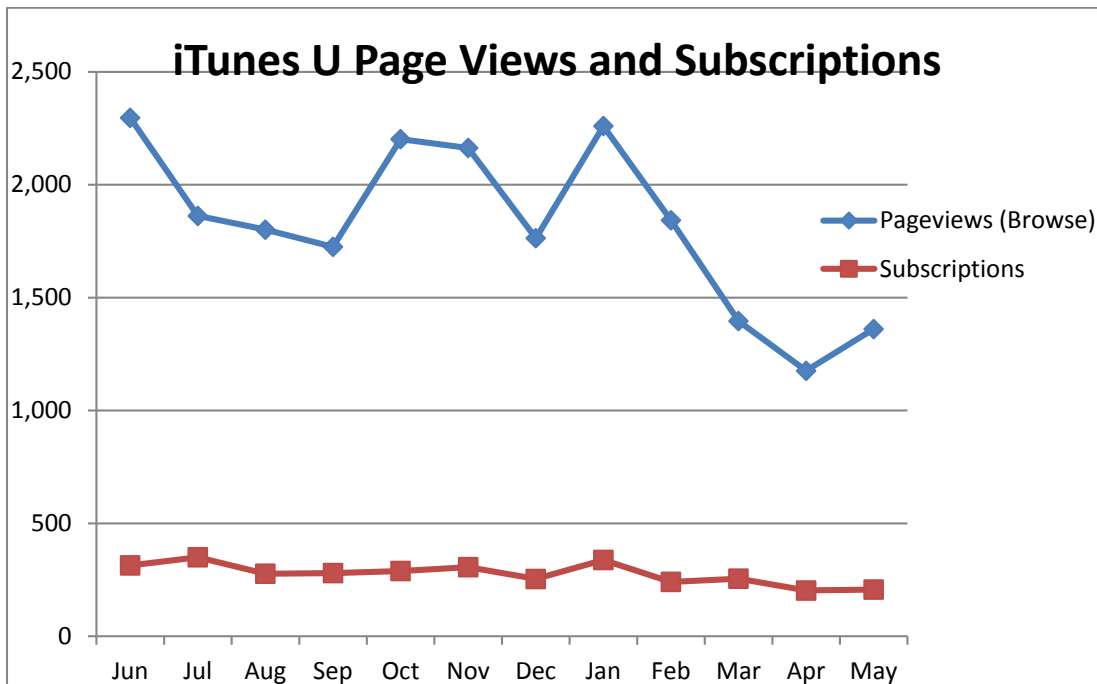


Social Media Tools: Detail View – iTunes U

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

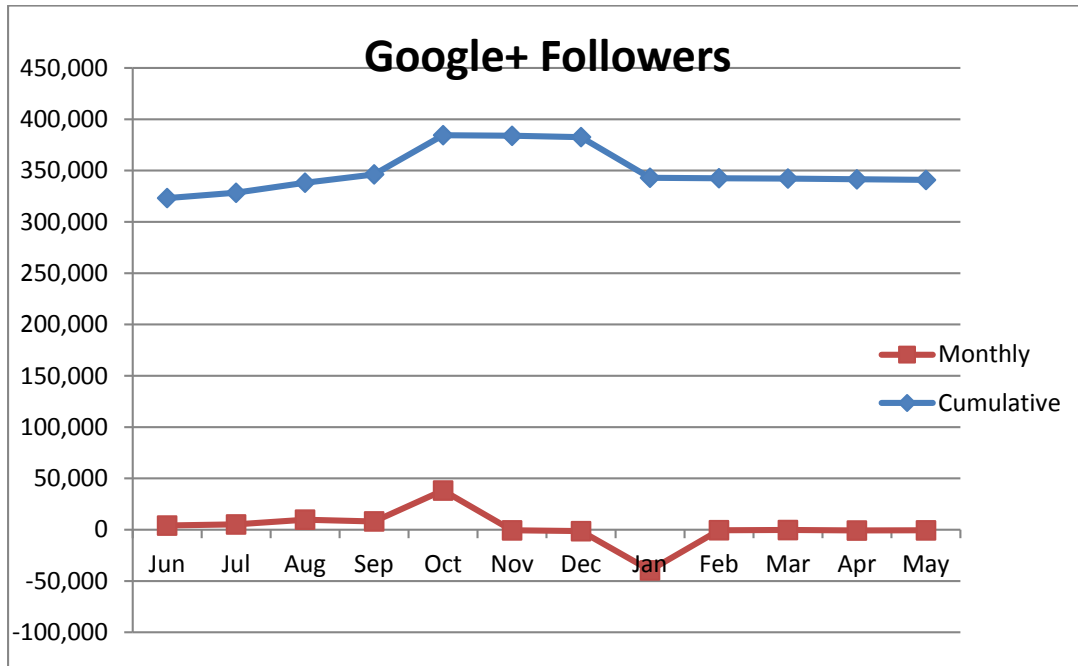


Page Views and Subscriptions on U.S. National Archives iTunes U (Source: Appendix VI)



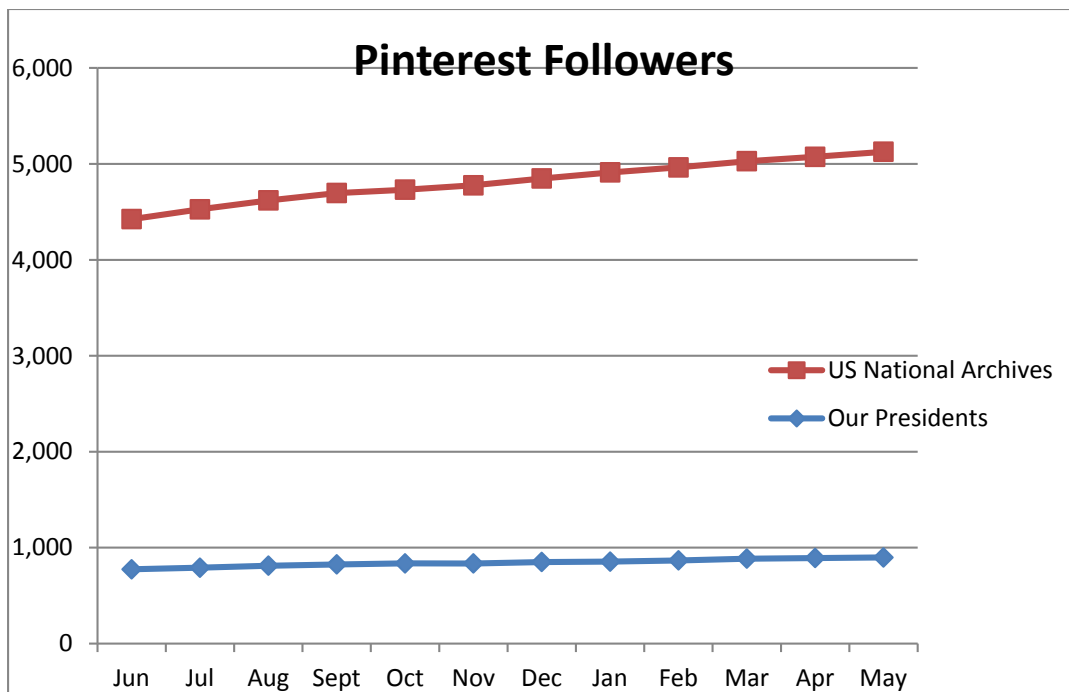
**Social Media Tools: Detail View – Google+**

**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>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.

	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May
<b>Annotation (NHPRC)</b>	332	466	388	404	305	229	303	599	661	276	203	138
<b>AOTUS</b>	1,287	2,692	1,894	1,244	2,058	1,923	960	3,274	5,258	1,732	1,330	1,332
<b>Carter Chronicle</b>	135	145	73	148	159	284	420	180	187	240	174	137
<b>Education Updates</b>	1,619	1,980	2,497	2,671	2,772	2,590	1,991	2,452	2,428	2,779	2,494	2,172
<b>FOIA</b>	987	1,225	745	913	907	777	117	933	928	1,125	1,323	921
<b>Forward with Roosevelt</b>	177	149	298	699	1,123	1,324	39	6,292	1,072	937	12,307	1,455
<b>Hoover Heads</b>			48	31	91	328	61	6,107	2,672	443	487	833
<b>Unwritten Record (formerly Media Matters)</b>	3,658	5,322	5,827	4,293	4,382	5,312	7,572	6,424	6,102	6,460	10,152	7,809
<b>NARAtions</b>	2,106	4,915	3,943	3,354	4,223	2,204	1,736	1,815	2,457	2,091	1,847	1,901
<b>NDC Blog</b>	770	810	700	634	161	497	440	501	739	589	462	440
<b>Reagan Library Education</b>											45	517
<b>Rediscovering Black History</b>	1,833	1,265	1,594	881	1,214	1,434	1,150	2,729	3,118	1,753	1,410	2,086
<b>Prologue Blog</b>	9,565	10,455	8,778	12,827	17,863	16,600	12,065	7,472	14,174	17,329	14,717	11,671
<b>Records Express Blog</b>	2,660	932	1,247	1,569	1,468	1,231	1,163	1,450	1,105	1,291	1,719	1,038
<b>The Text Message</b>	3,682	4,075	3,404	4,483	2,531	309	8,904	5,349	5,068	4,673	6,650	3,867
<b>Transforming Classification (PIDB)</b>	233	270	167	234	221	159	181	167	233	211	247	2,369
<b>MONTHLY TOTAL</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>	<b>36,556</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.

	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May
<b>Annotation (NHPRC)</b>	491	720	576	726	472	348	482	882	1,211	419	331	209
<b>AOTUS</b>	2,273	5,104	3,125	2,089	3,618	3,411	1,711	5,079	8,420	3,111	2,290	2,528
<b>Carter Chronicle</b>	192	185	110	225	241	419	595	262	371	337	290	198
<b>Education Updates</b>	2,892	4,092	4,098	5,168	4,835	4,299	3,426	4,368	4,573	4,694	4,964	3,915
<b>FOIA</b>	2,153	2,820	1,382	1,568	1,638	1,317	156	1,645	1,708	2,169	2,121	1,600
<b>Forward with Roosevelt</b>	378	991	501	1,147	1,557	1,775	59	9,370	1,692	1,910	14,004	2,290
<b>Hoover Heads</b>			168	69	163	474	87	7,093	3,281	803	818	1,171
<b>Unwritten Record (formerly Media Matters)</b>	7,080	10,006	10,732	7,576	10,714	9,840	12,311	12,979	11,463	13,799	29,996	18,233
<b>NARAtions</b>	4,167	9,311	6,433	6,018	6,907	3,869	3,303	3,378	4,568	3,950	3,311	3,632
<b>Reagan Library Education</b>											78	715
<b>NDC Blog</b>	1,197	1,475	1,350	1,207	783	1,140	1,011	1,166	1,461	1,319	892	958
<b>Rediscovering Black History</b>	2,802	2,188	2,629	1,645	3,459	4,337	2,973	6,231	7,363	4,460	3,282	5,608
<b>Prologue Blog</b>	15,400	16,615	14,448	20,132	28,458	27,741	19,863	11,711	23,081	26,387	22,164	19,536
<b>Records Express Blog</b>	4,474	2,729	2,952	3,717	3,148	2,500	2,603	3,201	2,699	2,870	3,341	2,260
<b>The Text Message</b>	5,813	6,528	5,949	7,144	5,408	730	21,456	12,311	12,822	9,385	12,104	8,671
<b>Transforming Classification (PIDB)</b>	374	815	237	368	310	237	287	310	378	311	354	440
<b>MONTHLY TOTAL</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>	<b>71,964</b>

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

	Jun	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
<b>Annotation (NHPRC)</b>	19	25	33	18	19	17	15	15	14	14	10	11
<b>AOTUS Blog</b>	156	149	132	164	182	166	124	131	144	122	126	105
<b>AOTUS Tumblr</b>	3	4	2	2	2	3	2	2	3	2	3	2
<b>Carter Chronicle</b>	337	294	237	255	253	215	124	147	170	135	119	100
<b>Education Updates</b>	38	32	35	36	39	44	34	41	46	42	31	36
<b>FOIA Ombudsman</b>	27	26	23	21	25	24	16	17	21	24	19	26
<b>Unwritten Record</b> (formerly Media Matters)	39	40	36	33	45	36	36	35	38	43	34	38
<b>NARAtions</b>	137	179	162	187	142	133	111	100	155	144	157	104
<b>NDC Blog</b>	210	226	220	226	130	96	84	84	65	85	64	58
<b>Prologue</b>	382	381	360	382	354	359	269	150	229	157	163	160
<b>Records Express</b>	240	111	108	95	91	112	83	89	106	107	74	87
<b>Rediscovering Black History</b>	23	27	29	28	30	33	32	37	39	37	25	26
<b>Text Message</b>	101	102	142	108	62	64	58	62	71	63	54	47
<b>Today's Document Tumblr</b>	73	68	76	68	62	66	49	52	58	58	47	45
<b>Transforming Classification (PIDB)</b>	284	253	211	254	268	203	137	173	220	142	137	125
<b>MONTHLY TOTAL</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>	<b>970</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.)

	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May
<b>Monthly Total (A+P+R)</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>11,352,502</b>
<b>Agency-Wide Total</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>	<b>1,795,438</b>
US National Archives	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	1,178,779
Afro-American HS	3,670	10,048	7,130	12,091	16,560	20,907	25,176	53,464	40,279	52,979	18,785	16,825
Assembly	385	518	463	301	2,421	1,621	926	869	429	612	295	158
Archival Recovery	25,403	15,879	18,213	7,018	11,528	13,090	38,860	39,718	44,095	41,816	40,740	75,641
Constitution	13,805	21,232	17,153	117,855	22,444	46,236	51,128	38,430	31,700	71,073	23,671	15,237
Federal Register	18,687	9,821	14,089	8,034	8,375	7,178	7,754	8,595	10,236	10,177	8,794	4,132
Federal Records Centers	1,408	2,073	2,505	1,725	1,178	1,301	2,116	2,390	1,975	2,389	1,109	814
Applied Research	1,720	9,144	6,068	8,260	4,100	3,542	9,076	5,942	6,719	12,137	9,261	3,857
NHPRC	248,137	178,585	183,547	245,574	309,164	184,331	293,891	149,914	330,707	242,165	303,897	92,299
Noon Lectures	2,132	1,330	4,046	1,964	3,439	1,562	2,001	2,196	3,396	3,814	7,621	3,278
Preservation	79,668	146,977	71,879	156,707	83,591	98,349	40,333	223,827	145,426	201,969	44,392	114,695
Research	20,973	20,009	10,703	21,902	14,398	17,675	12,393	60,528	31,797	46,027	7,506	37,844
SNAC												
Today's Document	419,241	378,882	362,861	452,224	431,209	426,829	360,083	358,887	268,697	399,160	527,448	215,349
Students and Interns	2,323	2,797	17,391	9,925	4,672	9,422	3,922	3,860	3,749	3,311	2,781	1,867
Electoral College	1,566	1,449	1,429	1,782	2,245	4,357	2,949	3,178	5,222	12,259	4,837	3,444
Education	121,333	98,040	50,746	77,495	61,128	100,031	90,423	109,866	39,546	117,786	83,239	31,219
<b>Presidential Total</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>	<b>8,717,087</b>
Bush	635,639	809,767	699,736	422,466	365,601	485,134	345,534	1,678,314	822,004	547,733	431,223	203,154
GWB	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	4,078,859
Carter	188,167	808,109	3,106,708	977,253	380,254	372,429	1,007,787	329,320	567,260	759,768	273,203	349,640
Clinton	262,444	562,509	532,640	556,456	497,630	283,466	281,622	228,633	267,141	552,392	629,270	536,590
Eisenhower	356,211	312,762	200,177	116,267	350,511	217,085	81,246	133,401	74,971	286,910	194,252	396,330
Ford Library	38,859	51,211	33,451	103,836	117,182	38,836	38,018	62,415	103,680	132,765	123,132	102,089

Ford Museum	117,869	279,921	209,594	495,862	175,810	11,146	13,867	31,041	41,900	40,241	39,988	66,343
Hoover	80,579	100,655	193,638	84,081	80,835	60,468	102,841	119,012	163,612	155,506	145,741	163,501
Johnson	1,245,801	828,411	688,076	977,848	523,437	604,593	533,062	617,701	391,319	774,611	937,542	782,826
Nixon	547,400	516,632	494,738	485,069	524,534	607,583	741,971	778,842	701,033	1,441,520	1,088,597	882,824
Reagan	18,303	1,211,670	157,707	301,770	433,107	337,350	576,023	589,292	218,505	281,811	1,006,537	456,336
Roosevelt	172,747	223,071	236,764	175,303	384,979	126,894	146,268	187,265	156,288	361,050	482,541	289,817
Truman	209,779	432,001	359,925	320,625	549,305	278,247	474,683	214,986	236,240	642,677	535,353	408,778
<b>Regional Total</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>	<b>839,977</b>
Atlanta	17,290	34,027	23,648	39,750	16,436	10,294	12,347	28,893	17,885	40,901	44,397	14,356
Boston	425,001	255,360	151,391	309,662	204,307	145,179	219,300	487,367	436,440	423,569	376,373	553,075
Chicago	77,369	220,540	46,672	38,370	51,790	177,469	32,868	94,945	55,517	63,398	56,445	27,372
Denver	7,562	5,145	4,982	8,784	7,329	17,197	154,092	5,780	2,213	6,336	18,706	47,056
Fort Worth	18,142	45,285	12,056	20,957	34,769	24,063	33,635	52,737	51,770	40,012	45,851	20,543
Kansas City	26,297	16,833	21,656	21,185	24,803	18,419	48,153	58,665	58,199	104,890	178,213	36,391
New York	34,435	15,846	34,106	19,898	28,874	34,560	17,238	33,690	34,755	27,739	26,719	16,337
Philadelphia	12,792	16,570	21,815	66,026	32,101	16,496	16,674	53,815	62,026	53,154	89,192	33,632
Riverside	4,060	4,097	7,478	10,716	9,370	83,391	6,643	3,905	11,185	23,779	24,711	72,664
Seattle	55,558	5,361	7,419	6,029	10,345	6,084	68,854	12,307	22,593	5,907	6,244	10,909
St. Louis	5,425	11,394	7,801	293,914	17,759	23,226	12,443	6,431	5,627	16,524	7,962	7,642

## 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.)

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
<b>Monthly Total (A+P+R)</b>	<b>5,872,046</b>	<b>4,311,445</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>3,589,138</b>
<b>Agency-Wide Total</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>	<b>431,483</b>
US National Archives	1,931,945	704,129	1,300,952	736,150	516,264	1,198,033	823,591	856,326	638,812	587,742	252,235
Afro-American HS	2,997	1,956	4,469	6,582	7,438	10,398	17,250	15,002	17,712	8,833	8,303
Assembly	146	138	138	1,209	744	444	395	175	218	133	55
Archival Recovery	3,770	3,847	2,158	2,627	3,211	10,931	13,228	8,828	11,909	14,426	16,059
Constitution	6,866	6,415	52,050	8,543	20,287	22,477	14,906	11,840	32,887	11,388	6,071
Federal Register	1,028	1,820	1,514	1,402	1,059	1,191	1,303	1,505	1,316	1,518	801
Federal Records Centers	551	603	668	497	667	1,038	912	753	1,202	540	322
Applied Research	2,341	1,885	2,255	1,518	1,450	3,708	2,001	2,689	4,340	2,765	2,055
NHPRC	53,053	53,267	101,780	116,370	56,385	125,975	48,213	96,030	68,582	93,046	25,532
Noon Lectures	347	1,784	601	1,384	764	426	569	764	727	873	791
Preservation	76,789	31,822	85,826	38,417	48,495	17,825	100,335	63,739	89,038	17,570	58,858
Research	7,073	4,349	7,934	6,372	7,732	5,367	15,561	13,145	15,710	3,063	10,513
SNAC											
Today's Document	85,057	69,623	106,185	121,831	126,872	85,461	83,732	42,961	98,903	167,156	38,560
Students and Interns	543	5,844	3,954	1,892	5,123	1,347	1,264	1,008	1,269	1,173	783
Electoral College	580	305	632	825	1,732	915	950	1,842	4,816	1,857	1,091
Education	34,809	22,521	32,800	25,075	40,978	40,094	13,724	8,897	15,228	23,717	9,454
<b>Presidential Total</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>	<b>2,839,269</b>
Bush	302,140	265,585	166,858	159,163	202,546	135,624	843,844	324,495	146,131	167,126	68,696
GWB	961,971	465,698	1,950,804	360,159	354,331	381,619	290,601	420,830	2,181,743	788,354	1,188,426
Carter	294,967	1,366,061	384,198	136,443	146,925	490,684	136,681	233,420	288,153	117,003	131,823
Clinton	217,968	204,997	232,547	216,592	133,328	124,643	96,101	120,980	226,971	309,646	232,172
Eisenhower	117,413	80,883	42,189	144,623	94,366	26,775	44,146	28,819	102,682	65,027	212,675
Ford Library	19,994	10,459	49,346	49,809	14,031	12,315	13,683	21,470	54,279	42,347	39,898

Ford Museum	107,049	84,116	201,063	77,939	4,391	6,589	4,827	14,271	10,503	17,056	24,771
Hoover	36,259	85,842	30,069	31,209	22,736	44,440	23,205	30,645	33,650	41,786	51,436
Johnson	303,232	236,368	444,983	215,709	211,719	195,765	221,541	129,501	228,432	309,613	260,256
Nixon	187,530	174,195	168,948	187,740	217,146	263,140	251,133	220,271	463,947	311,076	281,666
Reagan	634,524	69,828	122,169	162,420	128,030	281,804	134,733	56,418	126,652	325,465	113,342
Roosevelt	81,788	96,088	66,938	180,738	49,027	55,136	70,607	53,862	80,555	167,032	71,684
Truman	153,851	129,280	134,792	237,676	101,248	197,791	72,580	77,523	167,007	160,566	162,424
<b>Regional Total</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>	<b>318,386</b>
Atlanta	16,012	10,173	17,305	7,070	4,859	4,469	5,488	7,053	10,066	7,822	6,442
Boston	89,218	59,853	131,307	64,454	43,634	84,690	66,127	71,921	110,300	96,804	236,783
Chicago	98,021	11,642	10,843	17,271	86,882	7,986	9,125	8,034	8,059	8,618	5,783
Denver	2,563	1,951	3,808	3,802	8,784	90,983	2,674	1,138	2,487	4,935	16,767
Fort Worth	18,779	4,157	5,272	12,547	6,677	9,842	5,499	6,710	9,555	7,880	5,689
Kansas City	5,582	7,313	6,474	7,344	5,850	18,894	3,907	6,403	28,154	87,002	5,890
New York	5,278	17,545	5,792	10,006	13,978	6,471	10,114	7,815	9,423	7,354	5,361
Philadelphia	3,216	5,946	26,804	12,946	4,816	3,131	22,355	16,177	12,809	34,056	14,844
Riverside	1,446	3,023	3,648	4,382	51,404	2,210	1,675	3,032	9,673	4,859	14,519
Seattle	1,702	3,001	2,464	3,961	2,605	38,667	3,702	4,578	2,395	2,963	3,783
St. Louis	3,648	3,173	160,477	5,811	10,660	6,186	2,570	1,977	4,684	2,674	2,525

## APPENDIX V: Twitter Followers (Cumulative)

	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May
archivespres	4,007	4,067	4,144	4,245	4,321	4,380	4,439	4,514	4,611	4,677	4,733	4,815
dferriero	3,388	3,417	3,438	3,466	3,501	3,503	3,533	3,558	3,592	3,631	3,652	3,678
Discovercivwar	6,569	6,593	6,851	6,853	6,877	7,287	7,305	7,314	7,375	7,670	7,880	7,922
DocsTeach	7,039	7,264	7,546	7,771	7,991	8,175	8,310	8,448	8,636	8,866	9,065	9,339
ElectoralCollge	2,298	2,317	2,331	2,322	2,334	2,346	2,363	2,381	2,421	2,473	2,500	2,538
FedRegister	8,480	8,611	8,742	8,854	8,980	9,052	9,144	9,249	9,345	9,446	9,519	9,627

FOIA_Ombuds				261	365	374	400	444	477	541	581	623
NARAMediaLabs	1,156	1,206	1,258	1,329	1,389	1,423	1,463	1,506	1,553	1,593	1,629	1,656
NARA_RecMgmt	5,602	5,651	5,707	5,768	5,826	5,874	5,912	5,952	5,982	6,006	6,047	6,062
SNAC					61	60	60	60	109	112	126	139
Today's Document	23,183	23,935	24,883	25,751	26,574	27,101	27,579	28,099	28,609	29,251	29,680	30,187
USNatArchives	71,445	74,214	77,289	80,080	81,909	82,543	84,917	86,651	88,464	90,144	91,112	92,533
ThisisArchives	700	883	1,101	1,185	1,315	1,467	1,600	2,082	2,396	2,556	2,678	2,809
Bush41Library	22,371	22,821	23,517	23,975	24,368	24,707	25,127	25,652	26,158	26,609	26,977	27,553
CarterLibrary	11,026	11,297	13,852	14,230	14,484	14,816	15,648	15,979	16,331	16,797	17,202	17,841
IkeLibrary	8,165	8,336	8,623	8,814	9,197	9,396	9,674	9,899	10,154	10,483	10,712	11,112
FDRLibrary	7,455	7,661	7,993	8,198	8,703	8,932	9,245	9,514	9,835	10,188	10,471	10,952
GWBLibrary	13,144	13,563	14,131	14,590	14,800	14,970	15,124	15,345	15,576	15,921	16,076	16,294
IkeandHarry2012	636	636	635	643	643	646	660	659	659	663	664	661
HooverPresLib							157	220	285	366	432	501
JFKLibrary	34,016	34,482	35,226	35,669	36,023	36,715	37,112	37,498	37,953	38,487	38,909	39,642
LBJLibrary	10,109	10,318	10,750	11,082	11,304	11,531	11,765	11,997	12,263	12,612	12,913	13,469
NixonLibrary							282	389	520	709	796	947
OurPresidents	14,025	14,574	15,108	15,554	16,251	16,699	17,172	17,587	18,083	18,583	18,969	19,508
Reagan_Library	1,913	1,955	2,041	2,130	2,178	2,220	2,408	2,531	2,709	3,216	3,387	3,661
TrumanLibrary	3,257	3,394	3,673	3,822	4,038	4,215	4,424	4,591	4,810	5,086	5,317	5,777
WJCLibrary	76,646	77,124	77,995	78,450	78,958	79,267	79,746	80,591	81,424	81,911	83,143	84,907
ArchivesNYC	6	8	8	13	21	22	28	27	31	49	89	112
atlantaarchives	1,418	1,432	1,467	1,511	1,539	1,568	1,576	1,594	1,605	1,612	1,618	1,615
Boston_archives	165	190	218	292	404	449	519	605	738	816	888	967
KCArchives	1,458	1,486	1,528	1,560	1,605	1,637	1,670	1,700	1,728	1,751	1,777	1,796
CongressArchive	2,171	2,260	2,461	2,695	2,888	3,045	3,256	3,465	3,688	3,808	3,878	4,031
NARAFRC	425	427	431	441	444	446	447	455	461	461	466	466
StLouisArchives	127	128	129	135	135	139	139	142	145	148	154	158
<b>TOTAL</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>	<b>433,898</b>



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

	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May
<b>Page Views</b>	2,296	1,862	1,801	1,725	2,202	2,163	1,763	2,260	1,843	1,396	1,176	1,361
<b>Track Downloads</b>	1,872	1,570	1,745	1,708	1,478	1,491	1,224	1,642	1,546	1,669	1,649	1,173
<b>Subscriptions</b>	314	350	277	280	289	306	254	338	241	255	203	207

## APPENDIX VII: Google+ Followers

	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May
<b>Monthly Followers</b>	4,118	5,196	9,786	8,085	38,228	-558	-1,363	-39,352	-526	-276	-732	-581
<b>Cumulative Followers</b>	323,182	328,378	338,164	346,249	384,477	383,919	382,556	343,042	342,498	342,222	341,490	340,909

## APPENDIX VIII: Pinterest Followers (Cumulative)

	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May
<b>US National Archives</b>	4,424	4,527	4,619	4,696	4,731	4,777	4,848	4,911	4,964	5,028	5,074	5,126
<b>Our Presidents</b>	774	791	812	825	836	835	850	854	867	885	892	898

## APPENDIX IX: Instagram Followers (Cumulative)

	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May
<b>US National Archives</b>	5,498	6,800	8,207	9,320	10,770	12,554	14,477	16,052	17,911	20,183	21,622	23,479
<b>Ike Library</b>	266	282	297	309	316	321	335	361	371	410	431	454
<b>Clinton Library</b>	1,239	1,270	1,311	1,326	1,371	1,439	1,525	1,623	1,719	2,418	2,739	2,857
<b>FDR Library</b>	75	112	140	152	167	216	296	348	396	479	520	558
<b>Bush 41 Library</b>	1	13	28	37	46	51	60	65	75	185	204	223
<b>Reagan Library</b>								45	54	128	147	175

## APPENDIX X: HistoryPin Channel Views (Cumulative)

	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May
<b>Channel Views</b>	23,995	24,526	24,996	25,489	26,106	26,252	26,355	26,445	26,597	26,807	26,962	27,160