

**JULY FY2016 OVERVIEW**

| Social Media Tool                     | Monthly Views          | Monthly Visits/Users     |
|---------------------------------------|------------------------|--------------------------|
| Archives.gov Blogs                    | 64,499 Views           | 36,714 Visitors          |
| Tumblr Blogs                          | 25,795 Views           | 15,395 Visitors          |
| Facebook                              | 14,768,108 Impressions | 4,847,260 Reach          |
| National Archives YouTube Channel     | 205,711 Views          | 27,399 Total Subscribers |
| Flickr (USNatArchives & ArchivesNews) | 1,125,102 Views        | 11,507 Total Contacts    |
| Instagram                             | --                     | 32,267 Total Followers   |
| Twitter (all NARA feeds)              | --                     | 455,411 Total Followers  |
| FourSquare                            | 1,324 New Check-ins    | 0 New Followers          |

**FISCAL YEAR COMPARISON**

| Social Media Tool                     | FY 2016 Views (to date) | FY 2015 Views |
|---------------------------------------|-------------------------|---------------|
| Archives.gov Blogs                    | 756,801                 | 799,759       |
| Tumblr Blogs                          | 224,374                 | 345,274       |
| Facebook                              | 118,311,008             | 147,266,835   |
| National Archives YouTube Channel     | 1,986,809               | 1,668,093     |
| Flickr (USNatArchives & ArchivesNews) | 17,815,063              | 98,872,250    |

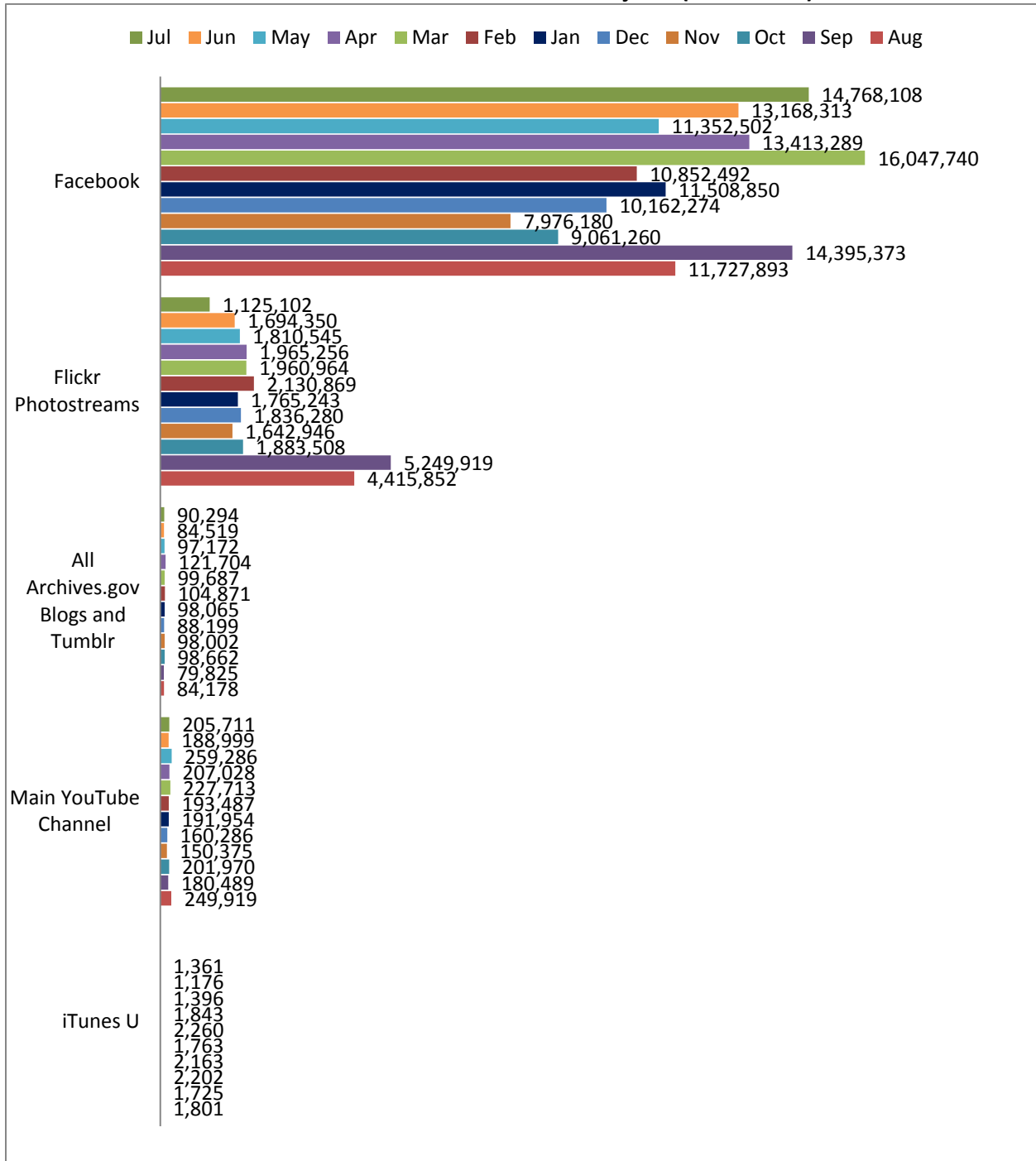
**EXTERNAL BLOGS AND TUMBLOGS**

- [AOTUS](#)
- [AOTUS Tumblr](#)
- [Annotation](#)
- [The Carter Chronicle](#)
- [Exhibits Tumblr](#)
- [FOIA Ombudsman](#)
- [In Roosevelt History](#)
- [NARAtions](#)
- [Records Express](#)
- [The Text Message](#)
- [TumblrWeed Times](#)
- [Today's Document Tumblr](#)
- [Transforming Classification \(PIDB\)](#)
- [The Federal Register](#)
- [The National Declassification Center](#)
- [NARA Tumblr](#)
- [Rediscovering Black History](#)
- [Prologue](#)
- [Nixon Library Tumblr](#)
- [Unwritten Record](#)
- [Our Presidents Tumblr](#)
- [Congress in the Archives Tumblr](#)
- [LBJ Time Machine Tumblr](#)
- [Preservation at NARA Tumblr](#)
- [Hoover Heads](#)
- [Education Updates](#)
- [FDR Tumblr](#)
- [Ford Library Tumblr](#)
- [Philadelphia Archives Tumblr](#)
- [Discovering LGBTQ History](#)

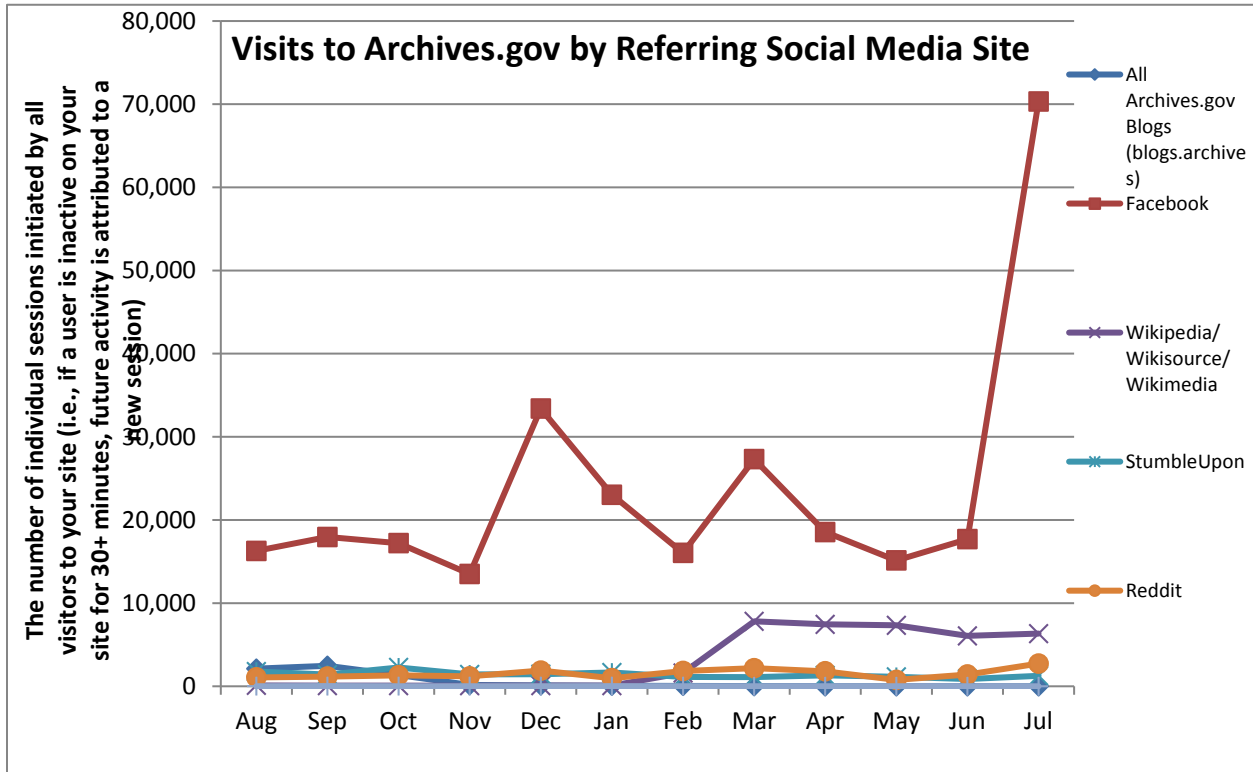
**SOCIAL MEDIA TOOLBOX (Tools currently in use)**

- 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)**

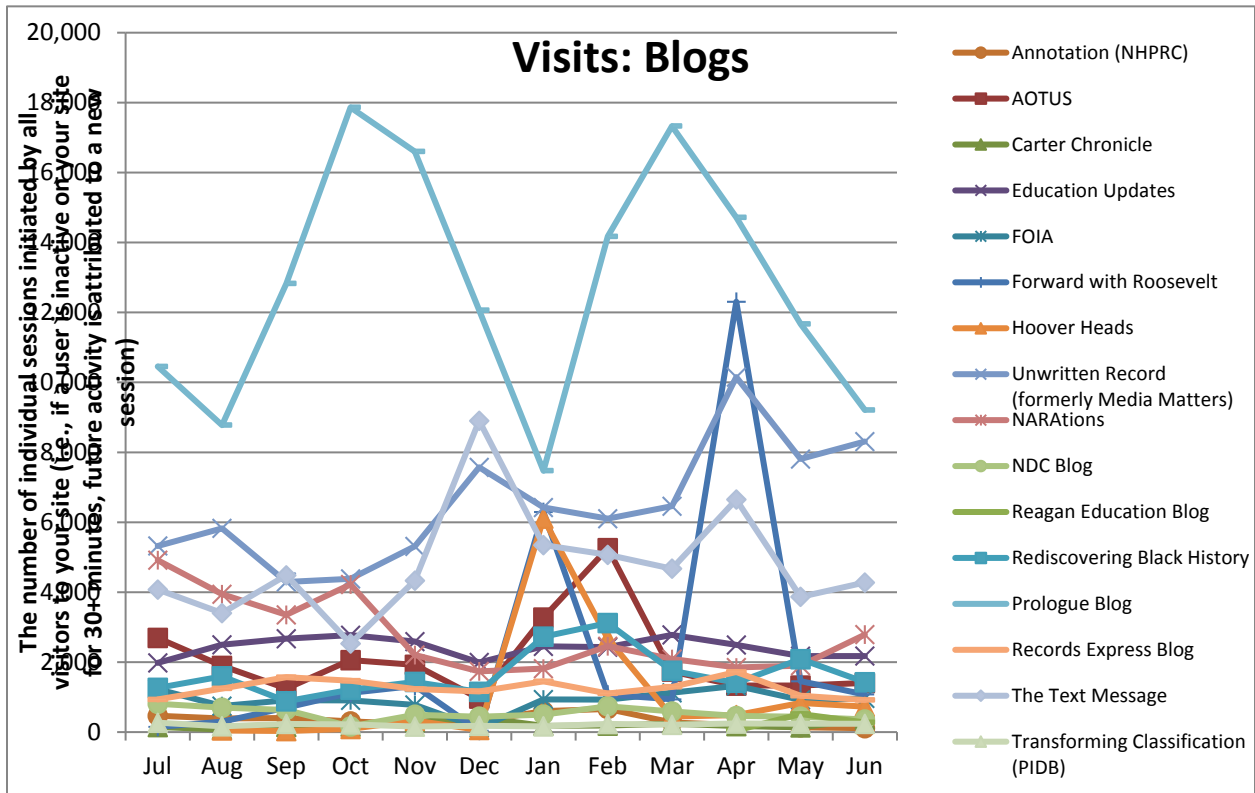


**New External Social Media Projects: July Projects**

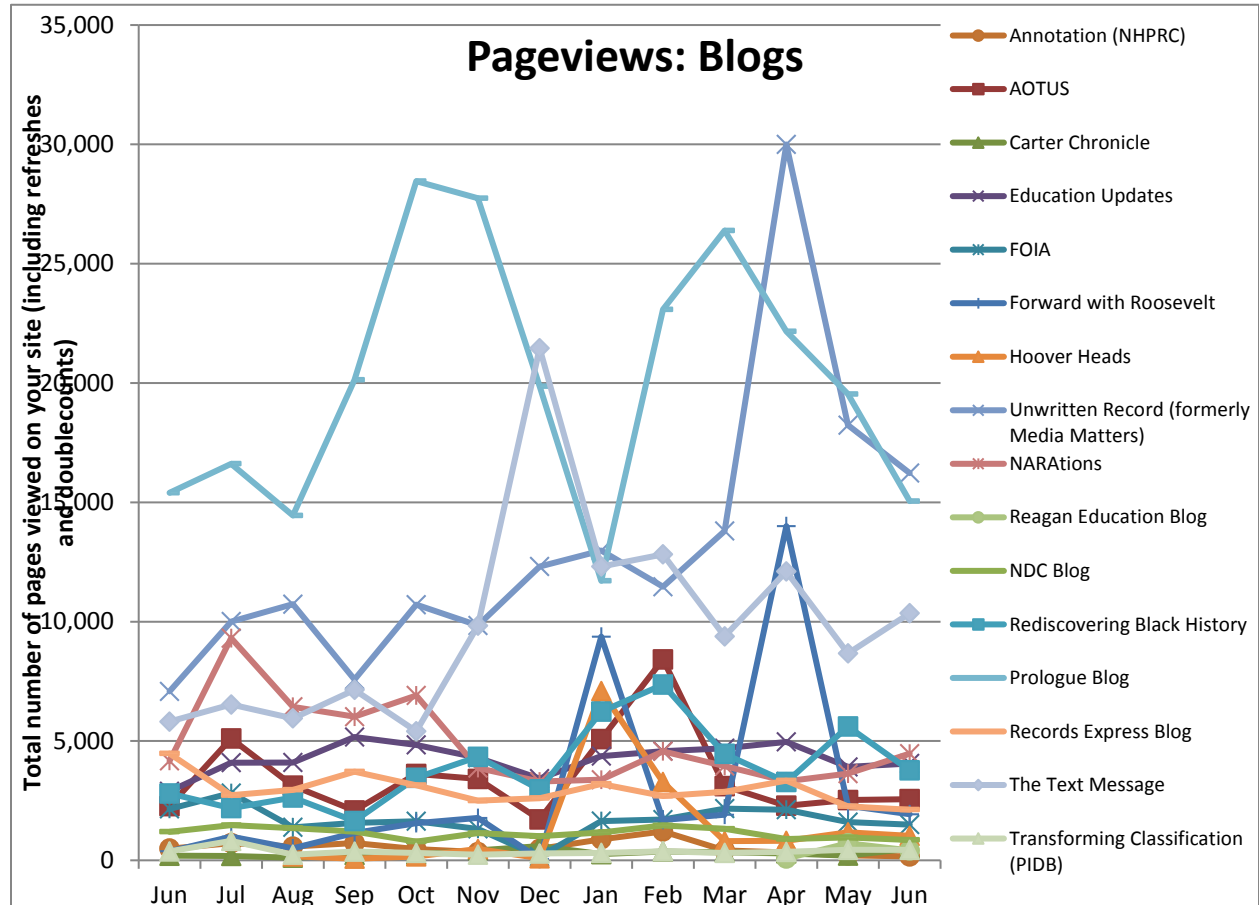
|           | Qzzr | Facebook | Flickr | Twitter | Pinterest | Tumblr | Blog | YouTube | Instagram |
|-----------|------|----------|--------|---------|-----------|--------|------|---------|-----------|
| August    |      | 1        |        | 1       |           |        |      |         |           |
| September |      |          |        | 1       |           |        |      |         |           |
| October   |      |          |        |         |           |        |      |         |           |
| November  |      |          |        | 3       |           |        |      |         |           |
| December  |      |          |        |         |           |        |      |         |           |
| January   |      |          |        |         |           |        |      |         |           |
| February  |      |          |        |         |           |        |      |         |           |
| March     |      |          |        |         |           |        |      |         |           |
| April     |      |          |        |         |           | 1      | 1    | 1       |           |
| May       | 1    |          |        |         |           |        |      |         |           |
| June      |      |          |        |         | 1         | 1      |      |         | 2         |
| July      |      |          |        |         |           |        |      |         |           |

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

Blog Visits (Source: Appendix II.A)



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

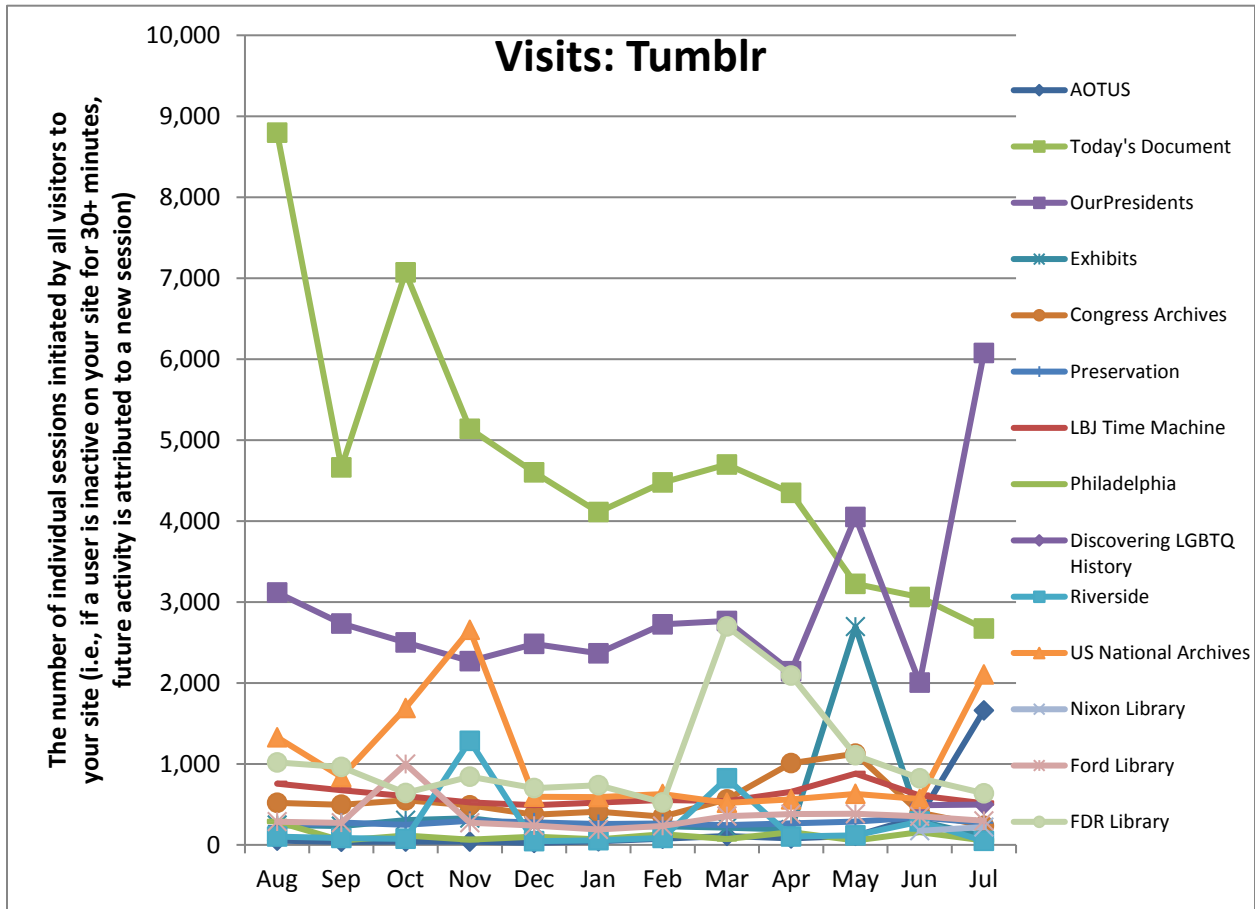


**Top 5 Most Viewed Blog Posts in July**

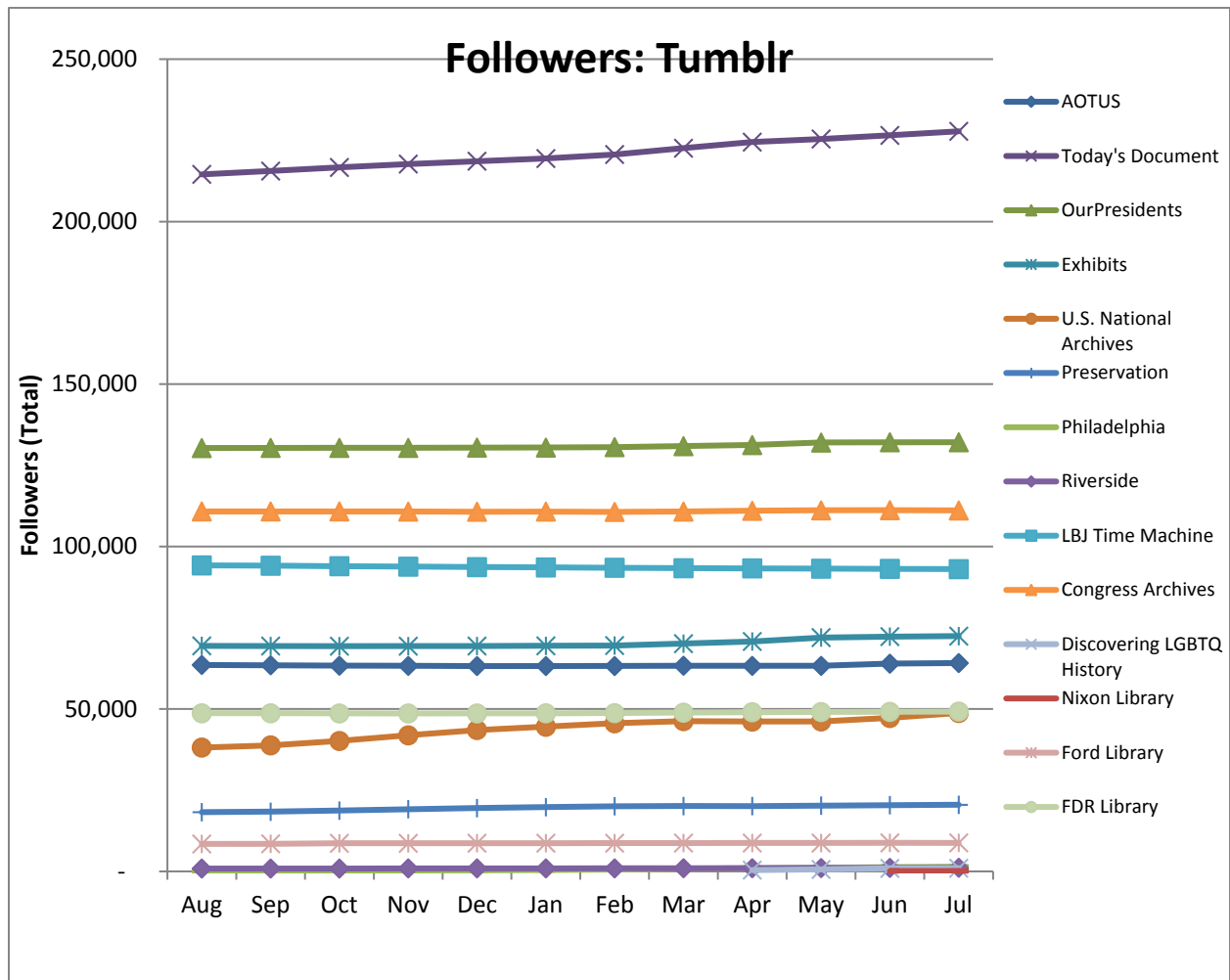
| Blog             | Pageviews | Post Title  |
|------------------|-----------|---|
| Prologue         | 3171      | <a href="#">The Last Hands to Touch the Declaration of Independence</a>               |
| AOTUS            | 1553      | <a href="#">95%: Describing the Holdings of the National Archives</a>                 |
| Unwritten Record | 1393      | <a href="#">Cracking the Glass Ceiling: Margaret Chase Smith and Shirley Chisholm</a> |
| Text Message     | 1032      | <a href="#">The Approach of World War II: A View from the U.S. Embassy in Poland</a>  |
| NARAtions        | 947       | <a href="#">National Park Service Turns 100</a>                                       |

Social Media Tools: Detail View – Tumblr

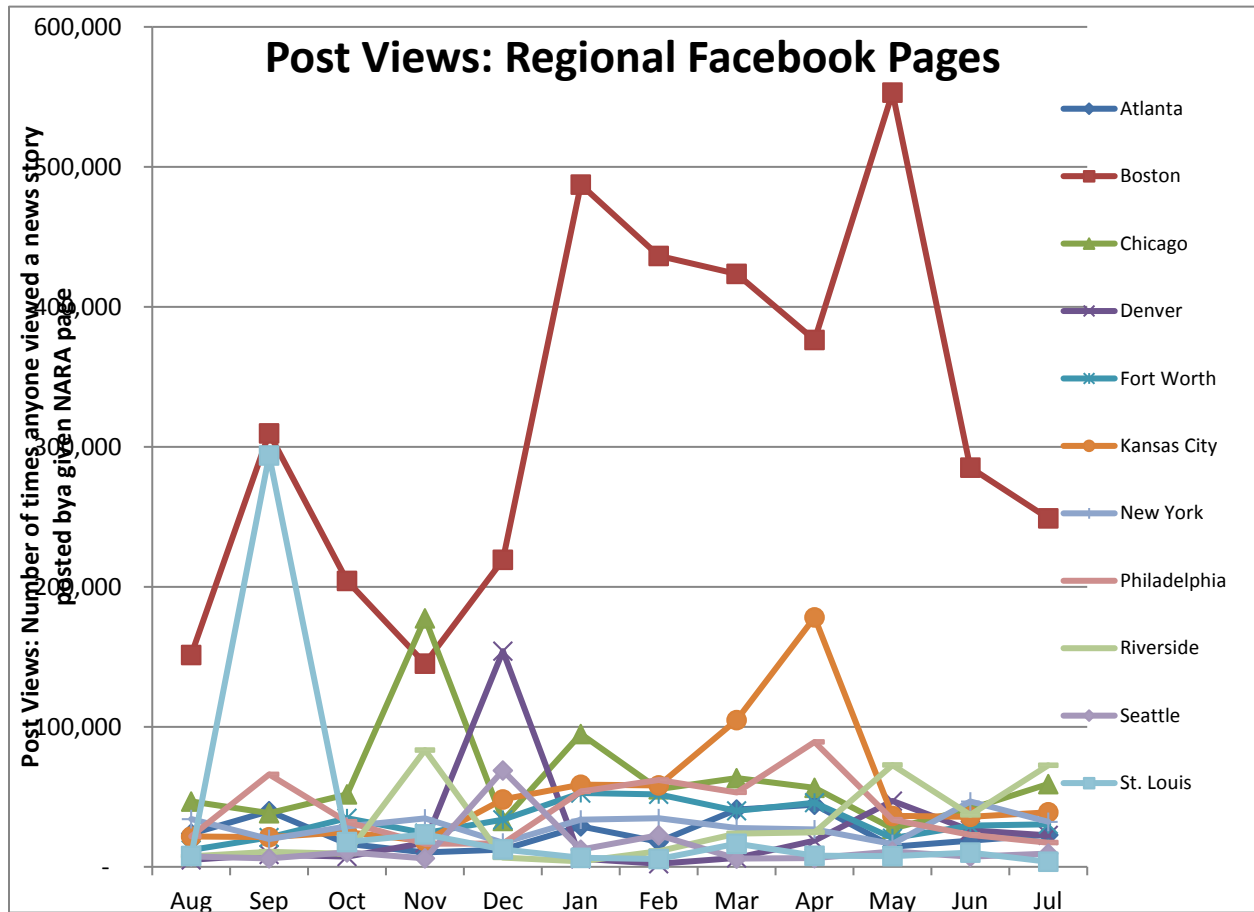
Tumblr Visits



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

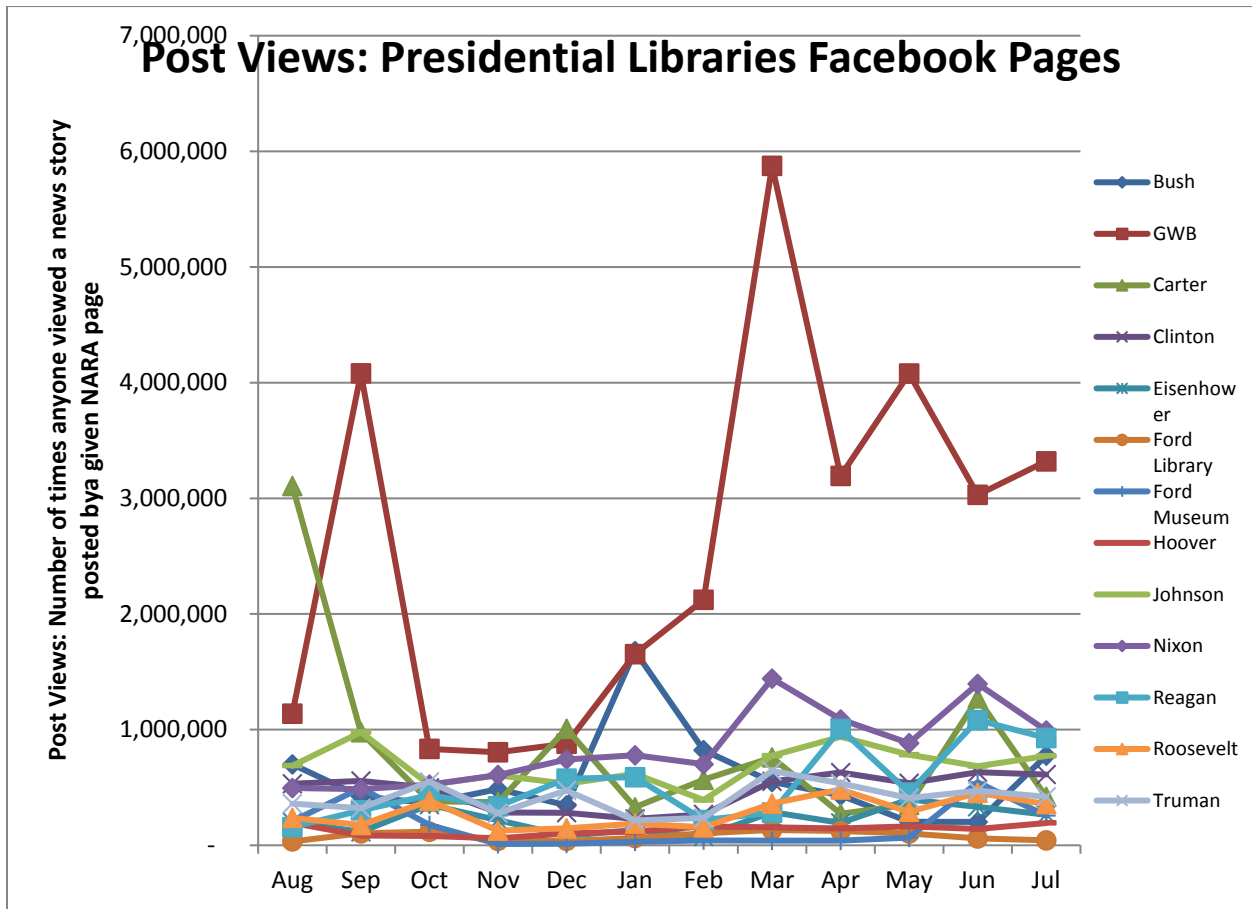


**Social Media Tools: Detail View – Facebook**  
**Post Views on Regional Pages (Source: Appendix IV.A)**

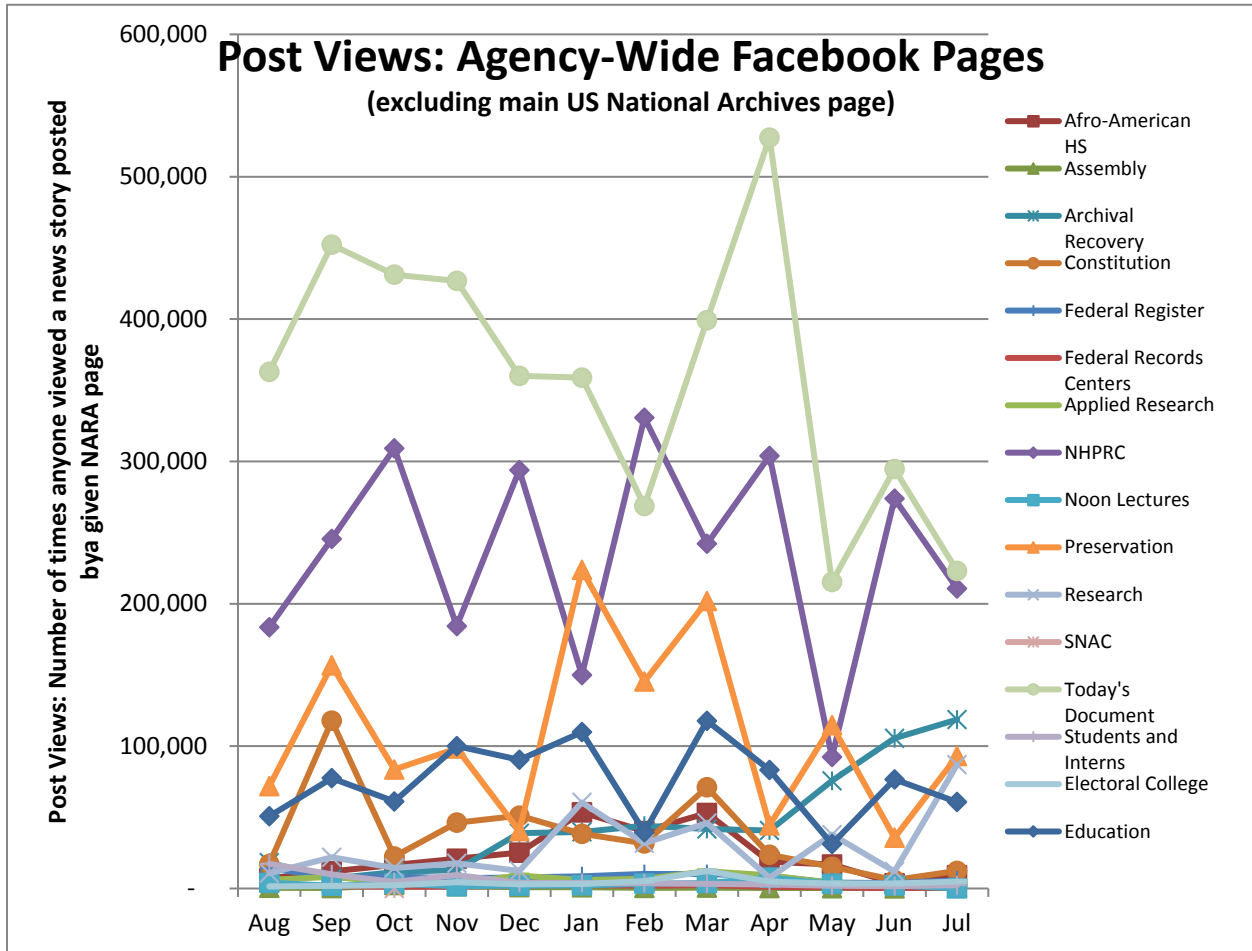


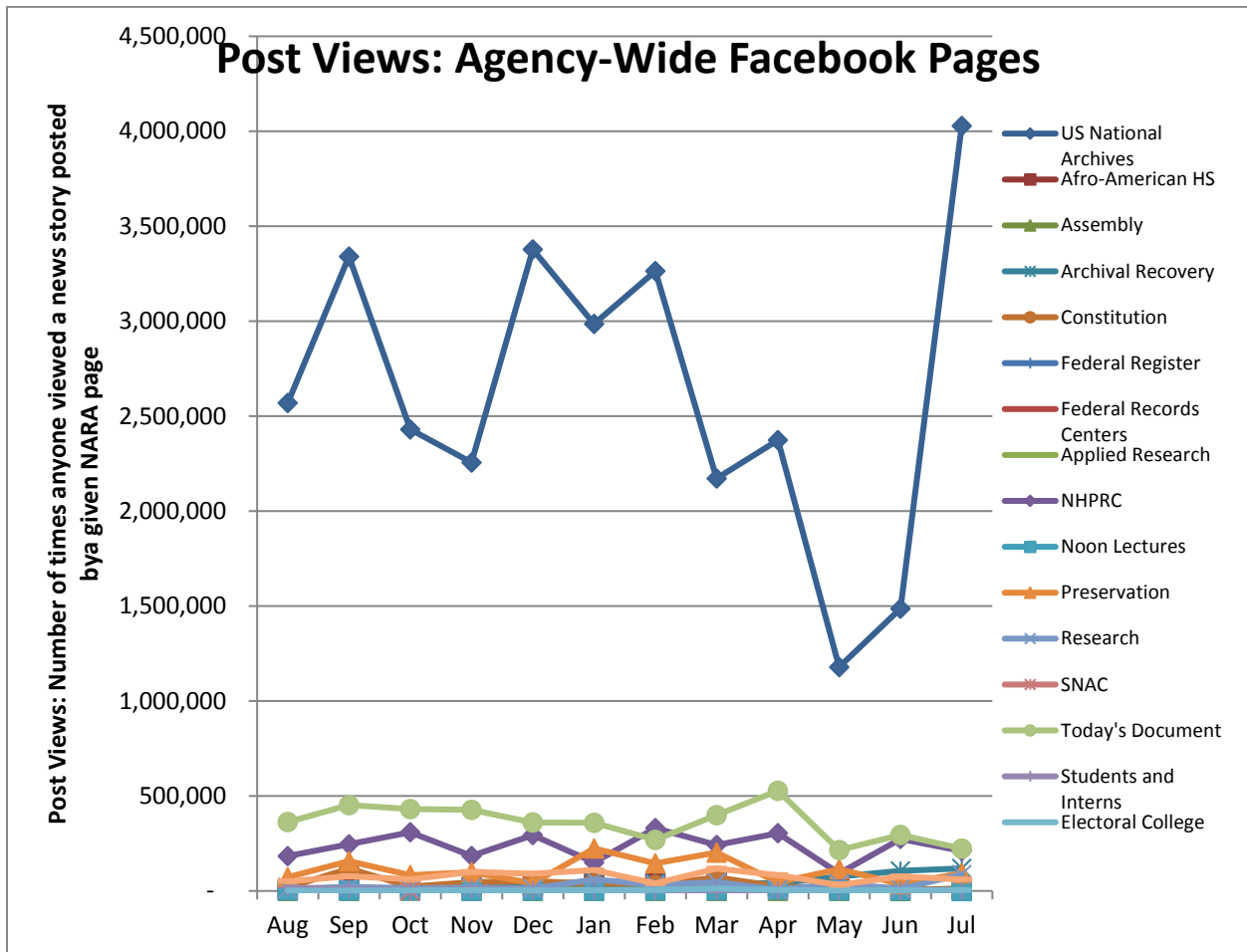


Post Views on Presidential Library Pages (Source: Appendix IV.A)

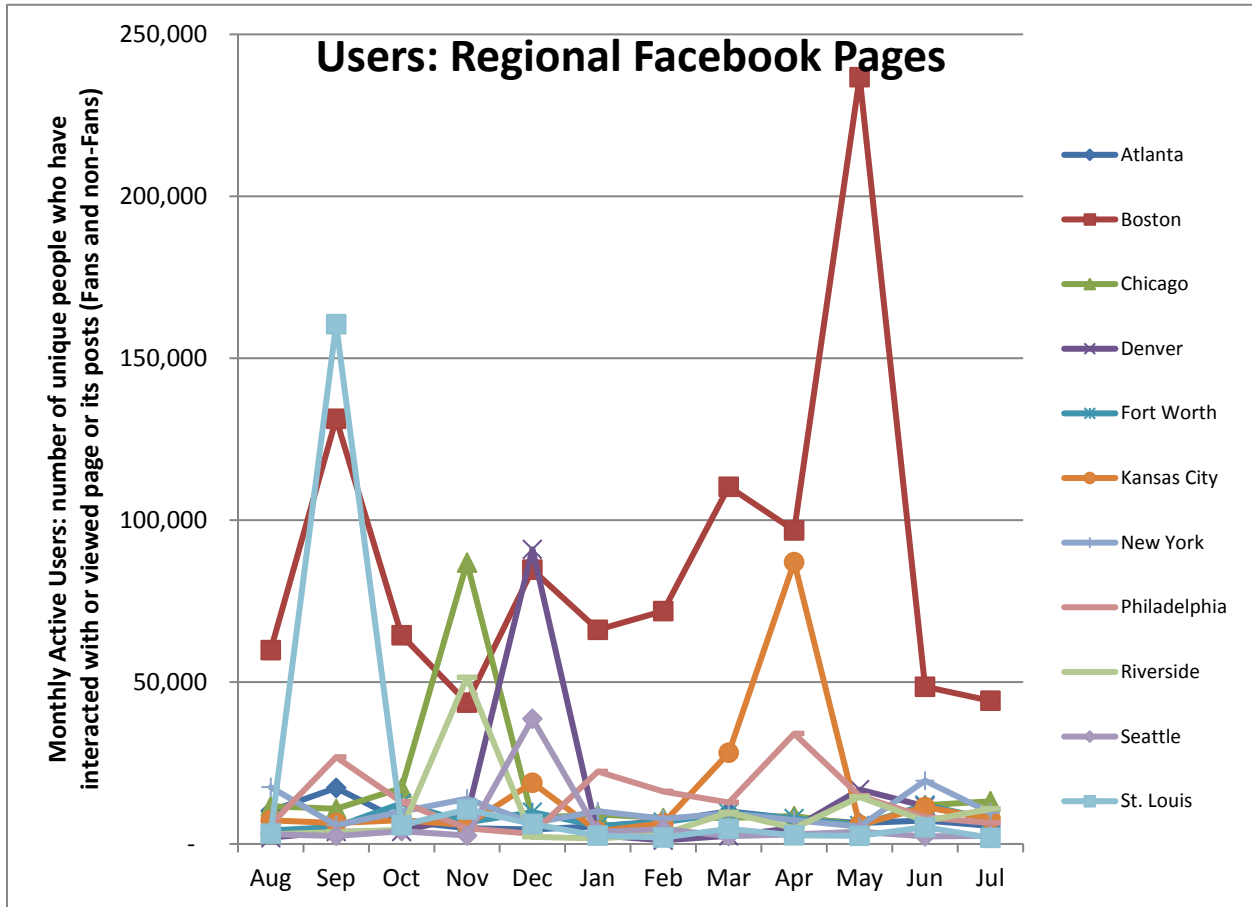


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

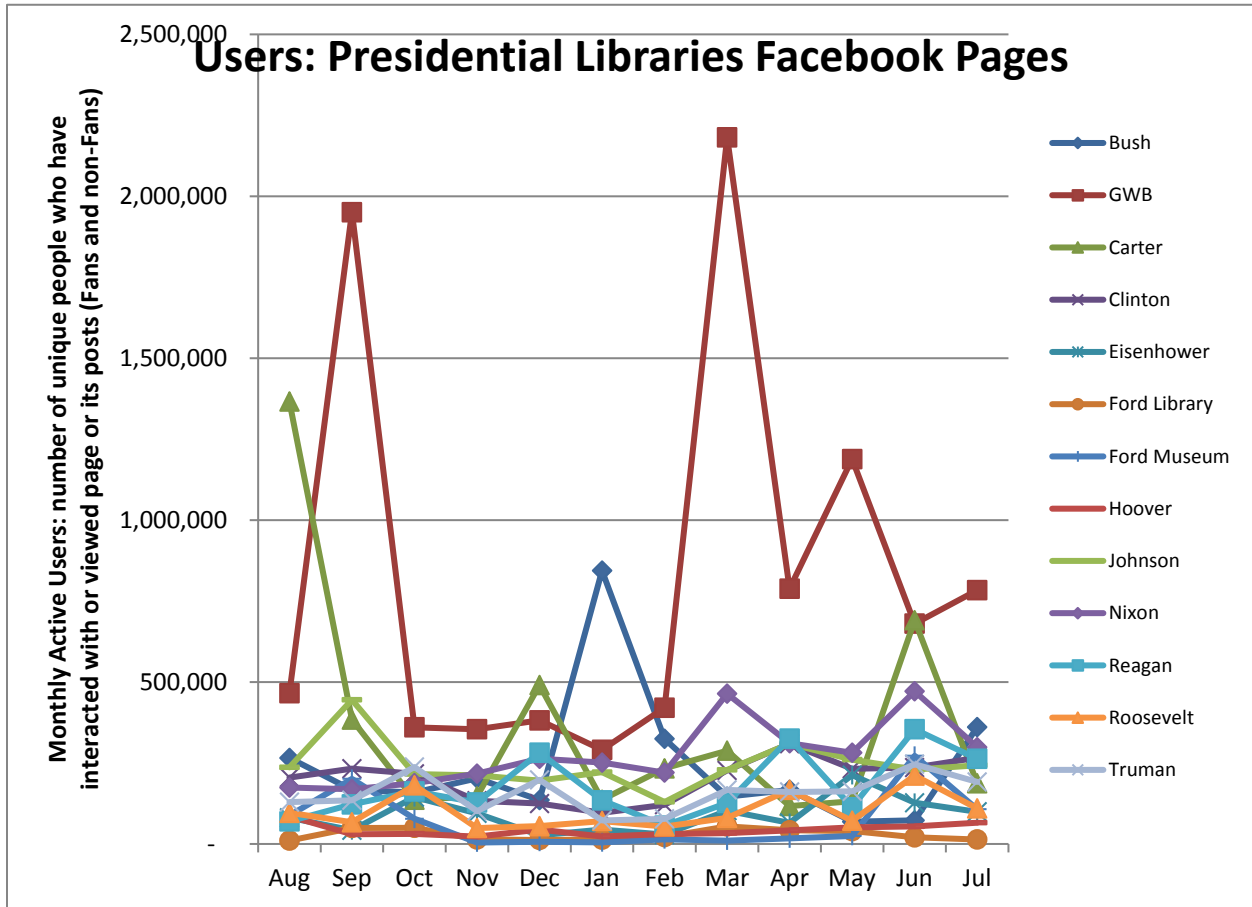




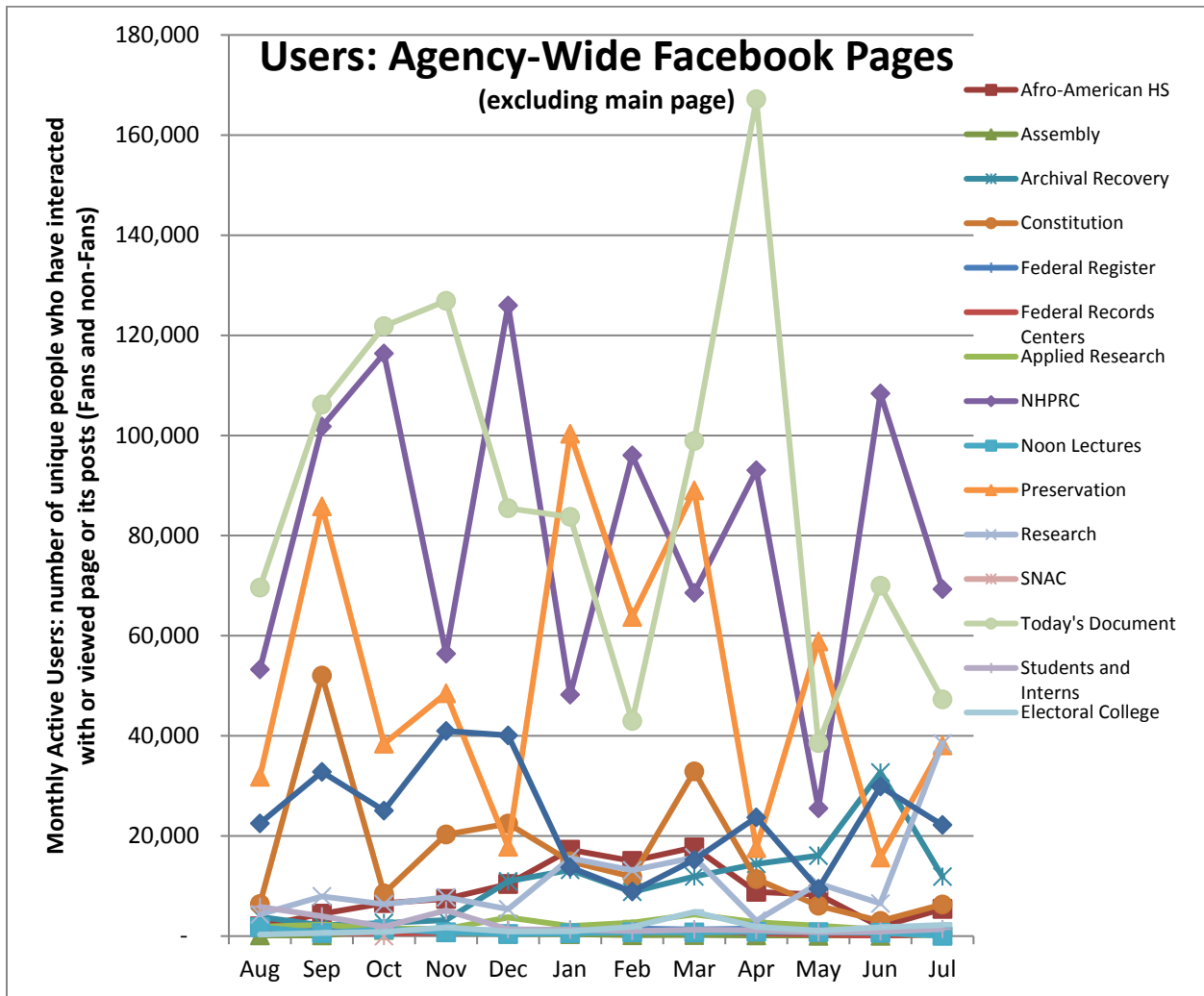
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

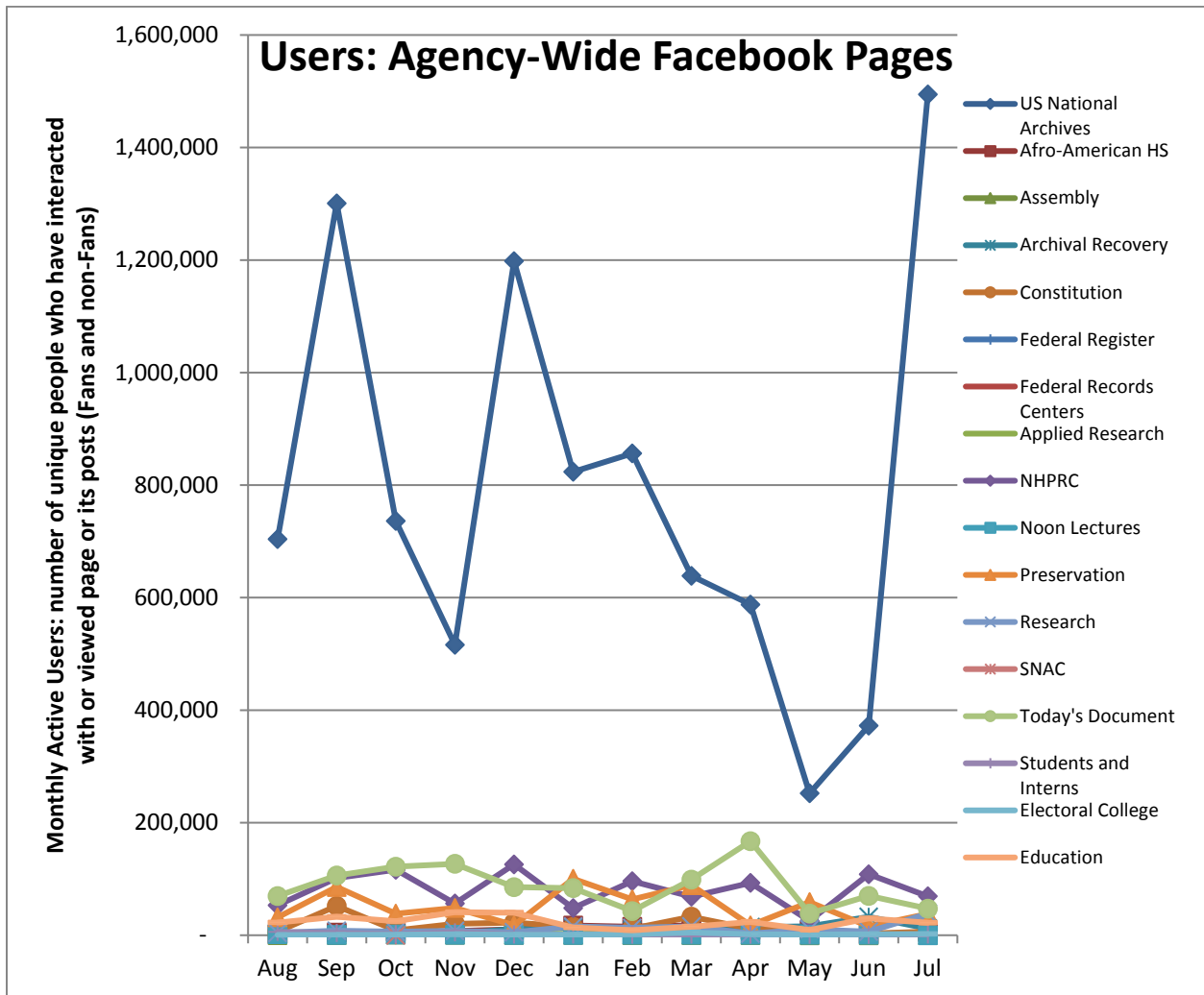


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



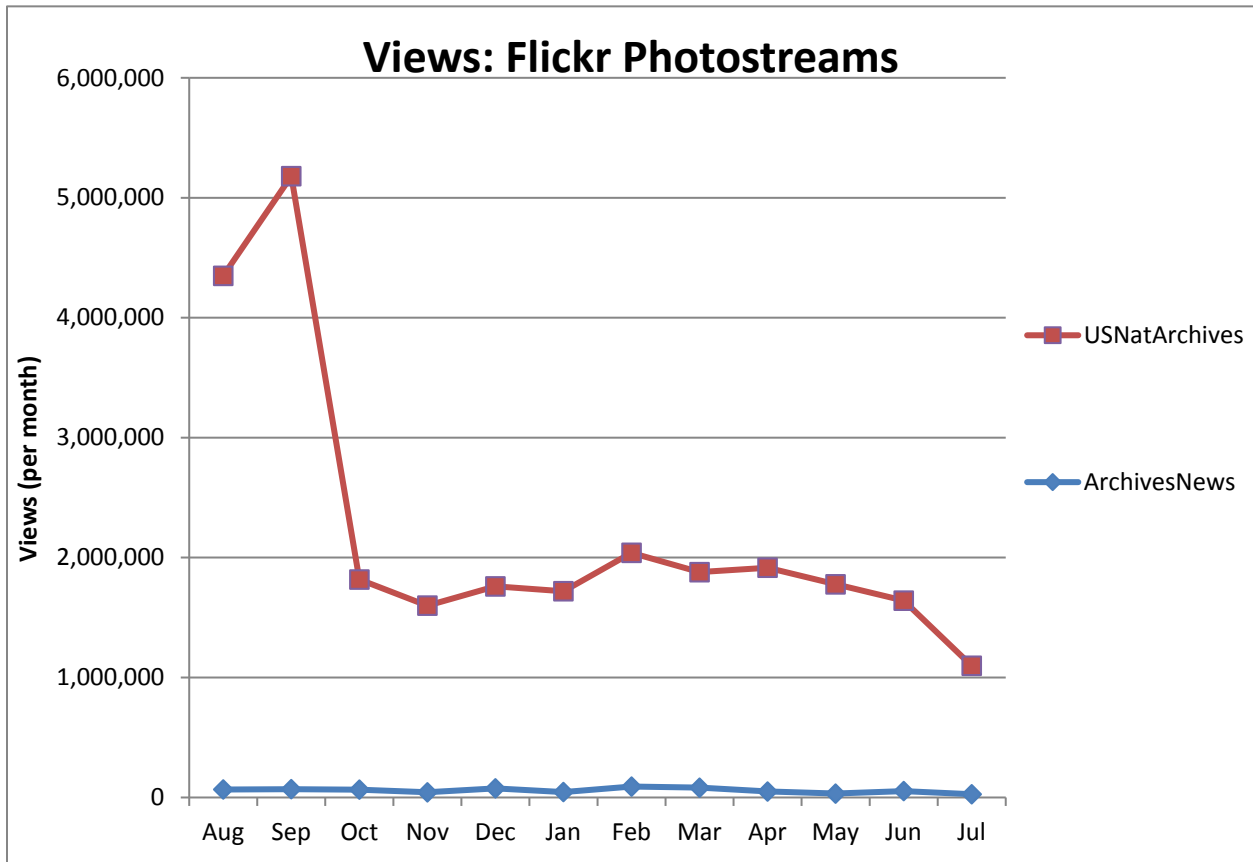
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



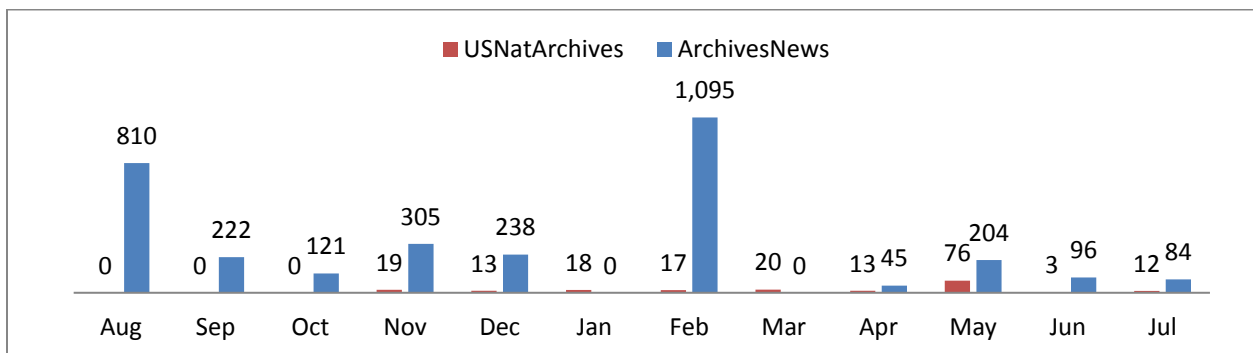


Social Media Tools: Detail View – Flickr

Views on Photostreams (Per Month)

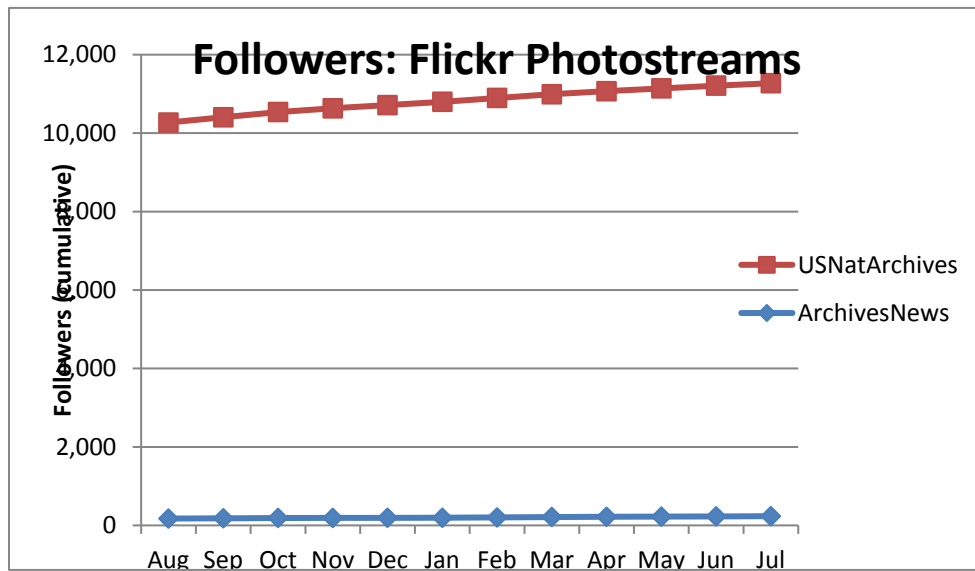


Photos Uploaded (Per Month)



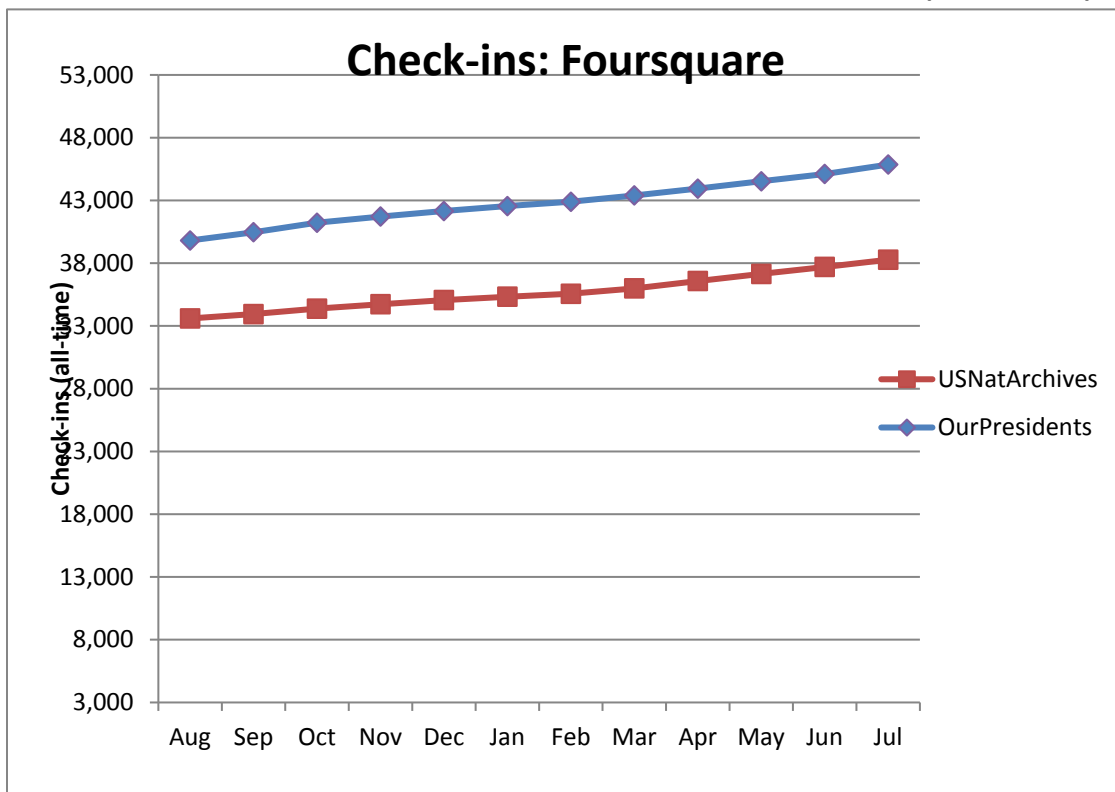


**Followers of Photostreams (Cumulative)**

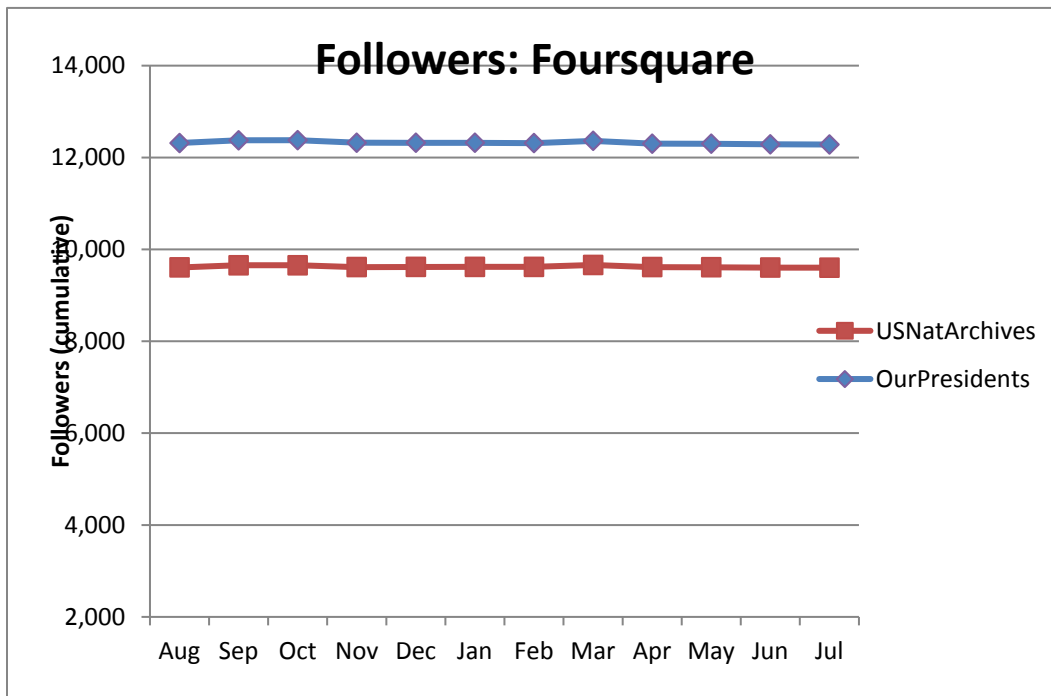


**Social Media Tools: Detail View – Foursquare**

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

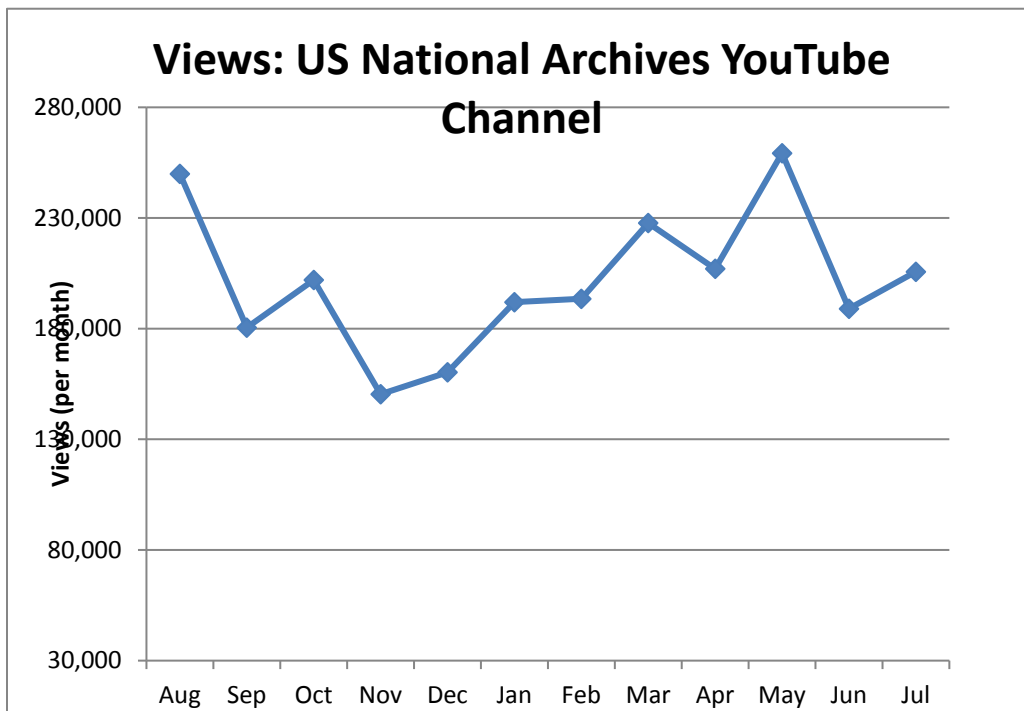


**Number of Followers of USNatArchives and OurPresidents (Cumulative)**

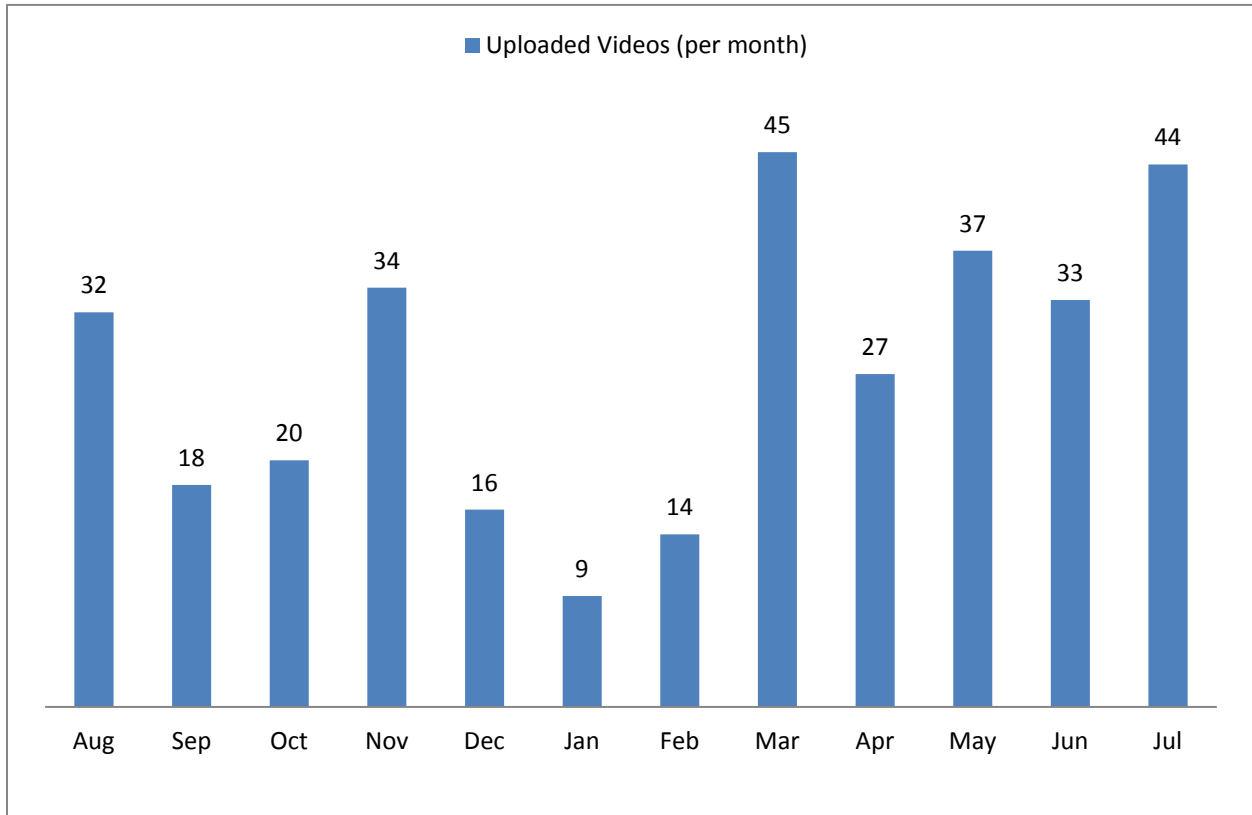


**Social Media Tools: Detail View – YouTube**

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



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

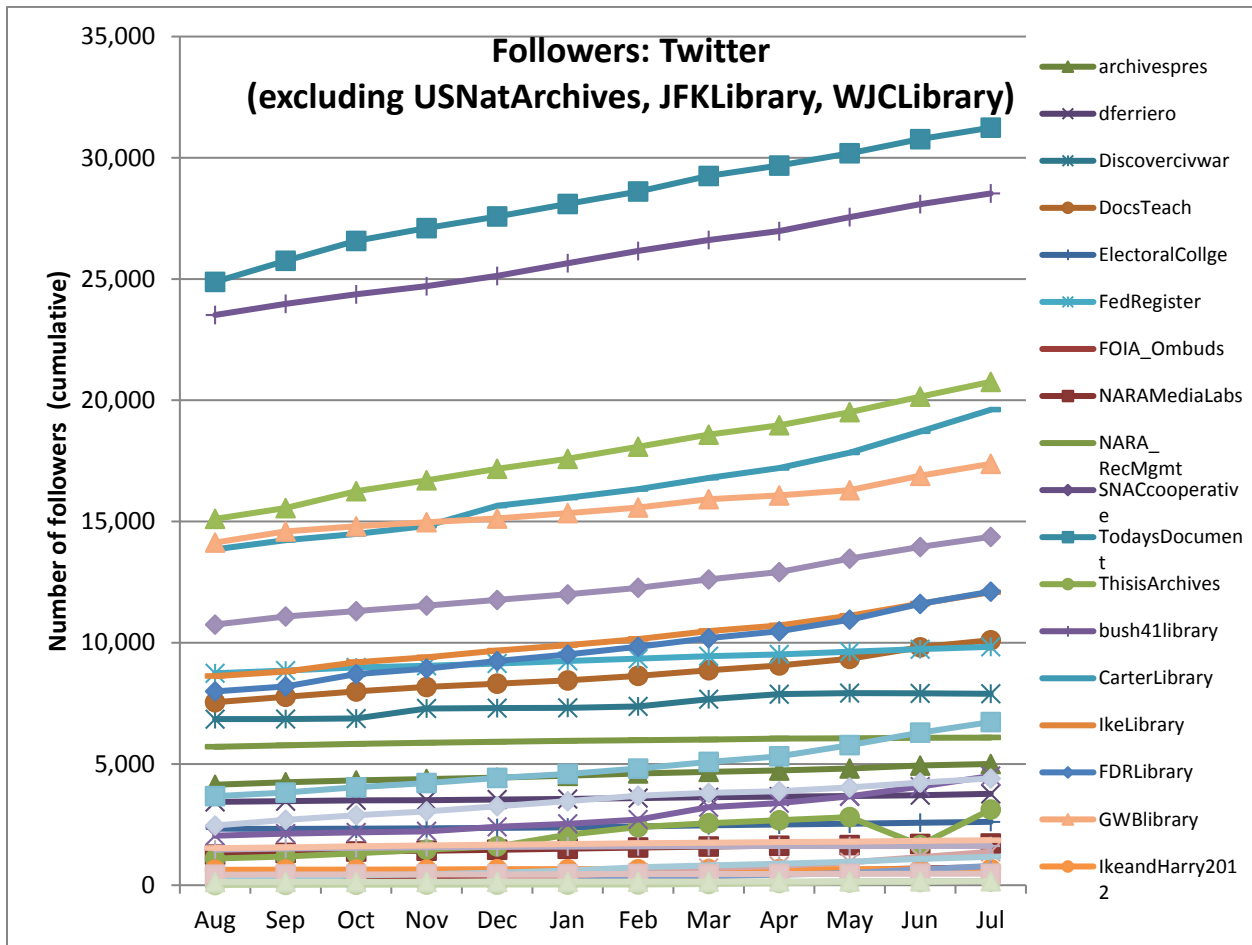


**Top 5 Most Viewed Videos for July 2016 on US National Archives Channel**

| Video Title  | Views  |
|--|--------|
| <a href="#">Private Snafu in "Censored.", 1944</a> | 20,368 |
| <a href="#">The True Glory, 1945 (restored)</a>    | 13,310 |
| <a href="#">The Hawaiian Islands, 1924</a>         | 8,656  |
| <a href="#">Stories from the Great Depression</a>  | 7,075  |
| <a href="#">D-Day to Germany, 1944</a>             | 6,684  |

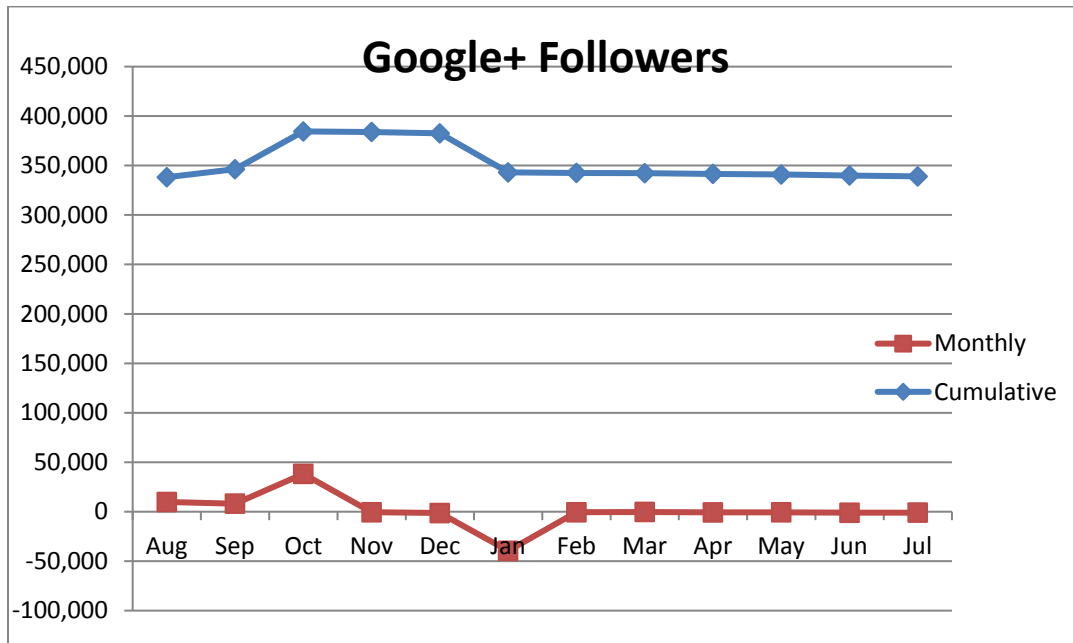
Social Media Tools: Detail View – Twitter

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



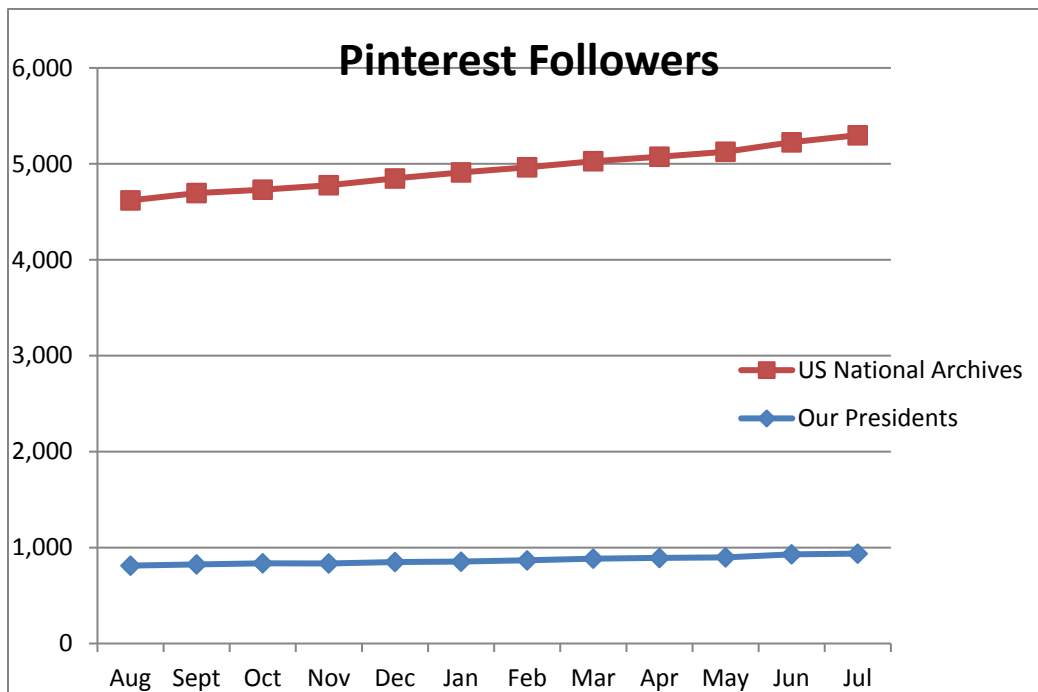
**Social Media Tools: Detail View – Google+**

**Followers on Google+ (Source: Appendix VII)**



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

**Followers on Pinterest (Source: Appendix VIII)**



APPENDIX I: Sources of Information

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

## APPENDIX II.A: Blog Visits

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

|  | Aug           | Sept          | Oct           | Nov           | Dec           | Jan           | Feb           | March         | April         | May           | June          | July          |
|--|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| <b>Annotation (NHPRC)</b>                        | 388           | 404           | 305           | 229           | 303           | 599           | 661           | 276           | 203           | 138           | 112           | 100           |
| <b>AOTUS</b>                                     | 1,894         | 1,244         | 2,058         | 1,923         | 960           | 3,274         | 5,258         | 1,732         | 1,330         | 1,332         | 1,404         | 2,723         |
| <b>Carter Chronicle</b>                          | 73            | 148           | 159           | 284           | 420           | 180           | 187           | 240           | 174           | 137           | 358           | 103           |
| <b>Education Updates</b>                         | 2,497         | 2,671         | 2,772         | 2,590         | 1,991         | 2,452         | 2,428         | 2,779         | 2,494         | 2,172         | 2,175         | 1,475         |
| <b>FOIA</b>                                      | 745           | 913           | 907           | 777           | 117           | 933           | 928           | 1,125         | 1,323         | 921           | 963           | 1,061         |
| <b>Forward with Roosevelt</b>                    | 298           | 699           | 1,123         | 1,324         | 39            | 6,292         | 1,072         | 937           | 12,307        | 1,455         | 1,077         | 1,365         |
| <b>Hoover Heads</b>                              | 48            | 31            | 91            | 328           | 61            | 6,107         | 2,672         | 443           | 487           | 833           | 726           | 697           |
| <b>Unwritten Record (formerly Media Matters)</b> | 5,827         | 4,293         | 4,382         | 5,312         | 7,572         | 6,424         | 6,102         | 6,460         | 10,152        | 7,809         | 8,308         | 4,612         |
| <b>NARAtions</b>                                 | 3,943         | 3,354         | 4,223         | 2,204         | 1,736         | 1,815         | 2,457         | 2,091         | 1,847         | 1,901         | 2,787         | 3,279         |
| <b>NDC Blog</b>                                  | 700           | 634           | 161           | 497           | 440           | 501           | 739           | 589           | 462           | 440           | 362           | 383           |
| <b>Reagan Library Education</b>                  |               |               |               |               |               |               |               |               | 45            | 517           | 277           | 1,265         |
| <b>Rediscovering Black History</b>               | 1,594         | 881           | 1,214         | 1,434         | 1,150         | 2,729         | 3,118         | 1,753         | 1,410         | 2,086         | 1,427         | 978           |
| <b>Prologue Blog</b>                             | 8,778         | 12,827        | 17,863        | 16,600        | 12,065        | 7,472         | 14,174        | 17,329        | 14,717        | 11,671        | 9,210         | 13,251        |
| <b>Records Express Blog</b>                      | 1,247         | 1,569         | 1,468         | 1,231         | 1,163         | 1,450         | 1,105         | 1,291         | 1,719         | 1,038         | 917           | 1,084         |
| <b>The Text Message</b>                          | 3,404         | 4,483         | 2,531         | 309           | 8,904         | 5,349         | 5,068         | 4,673         | 6,650         | 3,867         | 4,278         | 4,176         |
| <b>Transforming Classification (PIDB)</b>        | 167           | 234           | 221           | 159           | 181           | 167           | 233           | 211           | 247           | 2,369         | 237           | 162           |
| <b>MONTHLY TOTAL</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> | <b>34,618</b> | <b>36,714</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.

|  | Aug           | Sept          | Oct           | Nov           | Dec           | Jan           | Feb           | March         | April          | May           | June          | July          |
|--|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|---------------|---------------|---------------|
| <b>Annotation (NHPRC)</b>                        | 576           | 726           | 472           | 348           | 482           | 882           | 1,211         | 419           | 331            | 209           | 164           | 143           |
| <b>AOTUS</b>                                     | 3,125         | 2,089         | 3,618         | 3,411         | 1,711         | 5,079         | 8,420         | 3,111         | 2,290          | 2,528         | 2,563         | 4,304         |
| <b>Carter Chronicle</b>                          | 110           | 225           | 241           | 419           | 595           | 262           | 371           | 337           | 290            | 198           | 490           | 144           |
| <b>Education Updates</b>                         | 4,098         | 5,168         | 4,835         | 4,299         | 3,426         | 4,368         | 4,573         | 4,694         | 4,964          | 3,915         | 4,057         | 2,575         |
| <b>FOIA</b>                                      | 1,382         | 1,568         | 1,638         | 1,317         | 156           | 1,645         | 1,708         | 2,169         | 2,121          | 1,600         | 1,497         | 1,858         |
| <b>Forward with Roosevelt</b>                    | 501           | 1,147         | 1,557         | 1,775         | 59            | 9,370         | 1,692         | 1,910         | 14,004         | 2,290         | 1,929         | 2,190         |
| <b>Hoover Heads</b>                              | 168           | 69            | 163           | 474           | 87            | 7,093         | 3,281         | 803           | 818            | 1,171         | 1,026         | 1,011         |
| <b>Unwritten Record (formerly Media Matters)</b> | 10,732        | 7,576         | 10,714        | 9,840         | 12,311        | 12,979        | 11,463        | 13,799        | 29,996         | 18,233        | 16,226        | 9,228         |
| <b>NARAtions</b>                                 | 6,433         | 6,018         | 6,907         | 3,869         | 3,303         | 3,378         | 4,568         | 3,950         | 3,311          | 3,632         | 4,472         | 5,661         |
| <b>Reagan Library Education</b>                  |               |               |               |               |               |               |               |               | 78             | 715           | 415           | 1,823         |
| <b>NDC Blog</b>                                  | 1,350         | 1,207         | 783           | 1,140         | 1,011         | 1,166         | 1,461         | 1,319         | 892            | 958           | 855           | 828           |
| <b>Rediscovering Black History</b>               | 2,629         | 1,645         | 3,459         | 4,337         | 2,973         | 6,231         | 7,363         | 4,460         | 3,282          | 5,608         | 3,769         | 2,466         |
| <b>Prologue Blog</b>                             | 14,448        | 20,132        | 28,458        | 27,741        | 19,863        | 11,711        | 23,081        | 26,387        | 22,164         | 19,536        | 15,051        | 19,382        |
| <b>Records Express Blog</b>                      | 2,952         | 3,717         | 3,148         | 2,500         | 2,603         | 3,201         | 2,699         | 2,870         | 3,341          | 2,260         | 2,120         | 2,488         |
| <b>The Text Message</b>                          | 5,949         | 7,144         | 5,408         | 730           | 21,456        | 12,311        | 12,822        | 9,385         | 12,104         | 8,671         | 10,355        | 10,127        |
| <b>Transforming Classification (PIDB)</b>        | 237           | 368           | 310           | 237           | 287           | 310           | 378           | 311           | 354            | 440           | 437           | 271           |
| <b>MONTHLY TOTAL</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> | <b>65,426</b> | <b>64,499</b> |



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

|  | Aug          | Sept         | Oct          | Nov          | Dec          | Jan          | Feb          | Mar          | Apr          | May        | June       | July       |
|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|------------|------------|
| <b>Annotation (NHPRC)</b>                        | 33           | 18           | 19           | 17           | 15           | 15           | 14           | 14           | 10           | 11         | 16         | 11         |
| <b>AOTUS Blog</b>                                | 132          | 164          | 182          | 166          | 124          | 131          | 144          | 122          | 126          | 105        | 77         | 107        |
| <b>AOTUS Tumblr</b>                              | 2            | 2            | 2            | 3            | 2            | 2            | 3            | 2            | 3            | 2          | 2          | 3          |
| <b>Carter Chronicle</b>                          | 237          | 255          | 253          | 215          | 124          | 147          | 170          | 135          | 119          | 100        | 77         | 68         |
| <b>Education Updates</b>                         | 35           | 36           | 39           | 44           | 34           | 41           | 46           | 42           | 31           | 36         | 30         | 33         |
| <b>FOIA Ombudsman</b>                            | 23           | 21           | 25           | 24           | 16           | 17           | 21           | 24           | 19           | 26         | 20         | 12         |
| <b>Unwritten Record</b> (formerly Media Matters) | 36           | 33           | 45           | 36           | 36           | 35           | 38           | 43           | 34           | 38         | 14         | 18         |
| <b>NARAtions</b>                                 | 162          | 187          | 142          | 133          | 111          | 100          | 155          | 144          | 157          | 104        | 150        | 129        |
| <b>NDC Blog</b>                                  | 220          | 226          | 130          | 96           | 84           | 84           | 65           | 85           | 64           | 58         | 40         | 53         |
| <b>Prologue</b>                                  | 360          | 382          | 354          | 359          | 269          | 150          | 229          | 157          | 163          | 160        | 136        | 129        |
| <b>Records Express</b>                           | 108          | 95           | 91           | 112          | 83           | 89           | 106          | 107          | 74           | 87         | 63         | 65         |
| <b>Rediscovering Black History</b>               | 29           | 28           | 30           | 33           | 32           | 37           | 39           | 37           | 25           | 26         | 28         | 27         |
| <b>Text Message</b>                              | 142          | 108          | 62           | 64           | 58           | 62           | 71           | 63           | 54           | 47         | 44         | 51         |
| <b>Today's Document Tumblr</b>                   | 76           | 68           | 62           | 66           | 49           | 52           | 58           | 58           | 47           | 45         | 47         | 39         |
| <b>Transforming Classification (PIDB)</b>        | 211          | 254          | 268          | 203          | 137          | 173          | 220          | 142          | 137          | 125        | 92         | 95         |
| <b>MONTHLY TOTAL</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> | <b>836</b> | <b>840</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.)

|                              | Aug               | Sept              | Oct              | Nov              | Dec               | Jan               | Feb               | March             | April             | May               | June              | July              |
|------------------------------|-------------------|-------------------|------------------|------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| <b>Monthly Total (A+P+R)</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>13,168,313</b> | <b>14,768,108</b> |
| <b>Agency-Wide Total</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>  | <b>2,307,512</b>  | <b>4,859,598</b>  |
| US National Archives         | 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         | 1,486,358         | 4,027,856         |
| Afro-American HS             | 7,130             | 12,091            | 16,560           | 20,907           | 25,176            | 53,464            | 40,279            | 52,979            | 18,785            | 16,825            | 3,636             | 9,327             |
| Assembly                     | 463               | 301               | 2,421            | 1,621            | 926               | 869               | 429               | 612               | 295               | 158               | 79                | 578               |
| Archival Recovery            | 18,213            | 7,018             | 11,528           | 13,090           | 38,860            | 39,718            | 44,095            | 41,816            | 40,740            | 75,641            | 105,513           | 118,611           |
| Constitution                 | 17,153            | 117,855           | 22,444           | 46,236           | 51,128            | 38,430            | 31,700            | 71,073            | 23,671            | 15,237            | 5,946             | 12,352            |
| Federal Register             | 14,089            | 8,034             | 8,375            | 7,178            | 7,754             | 8,595             | 10,236            | 10,177            | 8,794             | 4,132             | 3,771             | 5,732             |
| Federal Records Centers      | 2,505             | 1,725             | 1,178            | 1,301            | 2,116             | 2,390             | 1,975             | 2,389             | 1,109             | 814               | 117               | 807               |
| Applied Research             | 6,068             | 8,260             | 4,100            | 3,542            | 9,076             | 5,942             | 6,719             | 12,137            | 9,261             | 3,857             | 2,151             | 2,540             |
| NHPRC                        | 183,547           | 245,574           | 309,164          | 184,331          | 293,891           | 149,914           | 330,707           | 242,165           | 303,897           | 92,299            | 273,859           | 210,709           |
| Noon Lectures                | 4,046             | 1,964             | 3,439            | 1,562            | 2,001             | 2,196             | 3,396             | 3,814             | 7,621             | 3,278             | 2,140             | 85                |
| Preservation                 | 71,879            | 156,707           | 83,591           | 98,349           | 40,333            | 223,827           | 145,426           | 201,969           | 44,392            | 114,695           | 35,649            | 93,012            |
| Research                     | 10,703            | 21,902            | 14,398           | 17,675           | 12,393            | 60,528            | 31,797            | 46,027            | 7,506             | 37,844            | 11,962            | 87,002            |
| SNAC                         |                   |                   |                  |                  |                   |                   |                   |                   |                   |                   |                   |                   |
| Today's Document             | 362,861           | 452,224           | 431,209          | 426,829          | 360,083           | 358,887           | 268,697           | 399,160           | 527,448           | 215,349           | 294,613           | 223,076           |
| Students and Interns         | 17,391            | 9,925             | 4,672            | 9,422            | 3,922             | 3,860             | 3,749             | 3,311             | 2,781             | 1,867             | 1,620             | 2,295             |
| Electoral College            | 1,429             | 1,782             | 2,245            | 4,357            | 2,949             | 3,178             | 5,222             | 12,259            | 4,837             | 3,444             | 3,462             | 4,828             |
| Education                    | 50,746            | 77,495            | 61,128           | 100,031          | 90,423            | 109,866           | 39,546            | 117,786           | 83,239            | 31,219            | 76,636            | 60,738            |
|                              |                   |                   |                  |                  |                   |                   |                   |                   |                   |                   |                   |                   |
| <b>Presidential Total</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>  | <b>10,300,056</b> | <b>9,350,560</b>  |
| Bush                         | 699,736           | 422,466           | 365,601          | 485,134          | 345,534           | 1,678,314         | 822,004           | 547,733           | 431,223           | 203,154           | 202,047           | 775,298           |
| GWB                          | 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         | 3,030,163         | 3,319,777         |
| Carter                       | 3,106,708         | 977,253           | 380,254          | 372,429          | 1,007,787         | 329,320           | 567,260           | 759,768           | 273,203           | 349,640           | 1,270,498         | 419,435           |
| Clinton                      | 532,640           | 556,456           | 497,630          | 283,466          | 281,622           | 228,633           | 267,141           | 552,392           | 629,270           | 536,590           | 631,902           | 611,740           |
| Eisenhower                   | 200,177           | 116,267           | 350,511          | 217,085          | 81,246            | 133,401           | 74,971            | 286,910           | 194,252           | 396,330           | 332,755           | 264,575           |
| Ford Library                 | 33,451            | 103,836           | 117,182          | 38,836           | 38,018            | 62,415            | 103,680           | 132,765           | 123,132           | 102,089           | 59,053            | 42,643            |

|                       |                |                |                |                |                |                |                |                |                |                |                |                |
|-----------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Ford Museum           | 209,594        | 495,862        | 175,810        | 11,146         | 13,867         | 31,041         | 41,900         | 40,241         | 39,988         | 66,343         | 544,346        | 256,317        |
| Hoover                | 193,638        | 84,081         | 80,835         | 60,468         | 102,841        | 119,012        | 163,612        | 155,506        | 145,741        | 163,501        | 141,485        | 192,664        |
| Johnson               | 688,076        | 977,848        | 523,437        | 604,593        | 533,062        | 617,701        | 391,319        | 774,611        | 937,542        | 782,826        | 683,845        | 772,247        |
| Nixon                 | 494,738        | 485,069        | 524,534        | 607,583        | 741,971        | 778,842        | 701,033        | 1,441,520      | 1,088,597      | 882,824        | 1,395,789      | 992,378        |
| Reagan                | 157,707        | 301,770        | 433,107        | 337,350        | 576,023        | 589,292        | 218,505        | 281,811        | 1,006,537      | 456,336        | 1,082,482      | 927,866        |
| Roosevelt             | 236,764        | 175,303        | 384,979        | 126,894        | 146,268        | 187,265        | 156,288        | 361,050        | 482,541        | 289,817        | 453,921        | 355,984        |
| Truman                | 359,925        | 320,625        | 549,305        | 278,247        | 474,683        | 214,986        | 236,240        | 642,677        | 535,353        | 408,778        | 471,770        | 419,636        |
|                       |                |                |                |                |                |                |                |                |                |                |                |                |
| <b>Regional Total</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> | <b>560,745</b> | <b>557,950</b> |
| Atlanta               | 23,648         | 39,750         | 16,436         | 10,294         | 12,347         | 28,893         | 17,885         | 40,901         | 44,397         | 14,356         | 18,710         | 22,803         |
| Boston                | 151,391        | 309,662        | 204,307        | 145,179        | 219,300        | 487,367        | 436,440        | 423,569        | 376,373        | 553,075        | 285,235        | 248,979        |
| Chicago               | 46,672         | 38,370         | 51,790         | 177,469        | 32,868         | 94,945         | 55,517         | 63,398         | 56,445         | 27,372         | 41,442         | 59,129         |
| Denver                | 4,982          | 8,784          | 7,329          | 17,197         | 154,092        | 5,780          | 2,213          | 6,336          | 18,706         | 47,056         | 26,147         | 22,517         |
| Fort Worth            | 12,056         | 20,957         | 34,769         | 24,063         | 33,635         | 52,737         | 51,770         | 40,012         | 45,851         | 20,543         | 29,406         | 30,427         |
| Kansas City           | 21,656         | 21,185         | 24,803         | 18,419         | 48,153         | 58,665         | 58,199         | 104,890        | 178,213        | 36,391         | 35,779         | 39,001         |
| New York              | 34,106         | 19,898         | 28,874         | 34,560         | 17,238         | 33,690         | 34,755         | 27,739         | 26,719         | 16,337         | 46,698         | 32,174         |
| Philadelphia          | 21,815         | 66,026         | 32,101         | 16,496         | 16,674         | 53,815         | 62,026         | 53,154         | 89,192         | 33,632         | 22,814         | 17,271         |
| Riverside             | 7,478          | 10,716         | 9,370          | 83,391         | 6,643          | 3,905          | 11,185         | 23,779         | 24,711         | 72,664         | 37,064         | 72,512         |
| Seattle               | 7,419          | 6,029          | 10,345         | 6,084          | 68,854         | 12,307         | 22,593         | 5,907          | 6,244          | 10,909         | 7,255          | 9,509          |
| St. Louis             | 7,801          | 293,914        | 17,759         | 23,226         | 12,443         | 6,431          | 5,627          | 16,524         | 7,962          | 7,642          | 10,195         | 3,628          |

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.)

|                              | Aug              | Sept             | Oct              | Nov              | Dec              | Jan              | Feb              | Mar              | Apr              | May              | Jun              | July             |
|------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| <b>Monthly Total (A+P+R)</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>4,457,420</b> | <b>4,847,260</b> |
| <b>Agency-Wide Total</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>   | <b>645,878</b>   | <b>1,740,095</b> |
| US National Archives         | 704,129          | 1,300,952        | 736,150          | 516,264          | 1,198,033        | 823,591          | 856,326          | 638,812          | 587,742          | 252,235          | 372,419          | 1,494,355        |
| Afro-American HS             | 1,956            | 4,469            | 6,582            | 7,438            | 10,398           | 17,250           | 15,002           | 17,712           | 8,833            | 8,303            | 1,852            | 5,432            |
| Assembly                     | 138              | 138              | 1,209            | 744              | 444              | 395              | 175              | 218              | 133              | 55               | 38               | 324              |
| Archival Recovery            | 3,847            | 2,158            | 2,627            | 3,211            | 10,931           | 13,228           | 8,828            | 11,909           | 14,426           | 16,059           | 32,689           | 11,867           |
| Constitution                 | 6,415            | 52,050           | 8,543            | 20,287           | 22,477           | 14,906           | 11,840           | 32,887           | 11,388           | 6,071            | 3,023            | 6,327            |
| Federal Register             | 1,820            | 1,514            | 1,402            | 1,059            | 1,191            | 1,303            | 1,505            | 1,316            | 1,518            | 801              | 756              | 932              |
| Federal Records Centers      | 603              | 668              | 497              | 667              | 1,038            | 912              | 753              | 1,202            | 540              | 322              | 54               | 438              |
| Applied Research             | 1,885            | 2,255            | 1,518            | 1,450            | 3,708            | 2,001            | 2,689            | 4,340            | 2,765            | 2,055            | 1,299            | 1,382            |
| NHPRC                        | 53,267           | 101,780          | 116,370          | 56,385           | 125,975          | 48,213           | 96,030           | 68,582           | 93,046           | 25,532           | 108,402          | 69,292           |
| Noon Lectures                | 1,784            | 601              | 1,384            | 764              | 426              | 569              | 764              | 727              | 873              | 791              | 657              | 55               |
| Preservation                 | 31,822           | 85,826           | 38,417           | 48,495           | 17,825           | 100,335          | 63,739           | 89,038           | 17,570           | 58,858           | 15,687           | 38,085           |
| Research                     | 4,349            | 7,934            | 6,372            | 7,732            | 5,367            | 15,561           | 13,145           | 15,710           | 3,063            | 10,513           | 6,510            | 38,501           |
| SNAC                         |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |
| Today's Document             | 69,623           | 106,185          | 121,831          | 126,872          | 85,461           | 83,732           | 42,961           | 98,903           | 167,156          | 38,560           | 69,968           | 47,283           |
| Students and Interns         | 5,844            | 3,954            | 1,892            | 5,123            | 1,347            | 1,264            | 1,008            | 1,269            | 1,173            | 783              | 895              | 1,398            |
| Electoral College            | 305              | 632              | 825              | 1,732            | 915              | 950              | 1,842            | 4,816            | 1,857            | 1,091            | 1,758            | 2,225            |
| Education                    | 22,521           | 32,800           | 25,075           | 40,978           | 40,094           | 13,724           | 8,897            | 15,228           | 23,717           | 9,454            | 29,871           | 22,199           |
|                              |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |
| <b>Presidential Total</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> | <b>3,666,353</b> | <b>2,989,845</b> |
| Bush                         | 265,585          | 166,858          | 159,163          | 202,546          | 135,624          | 843,844          | 324,495          | 146,131          | 167,126          | 68,696           | 72,833           | 360,795          |
| GWB                          | 465,698          | 1,950,804        | 360,159          | 354,331          | 381,619          | 290,601          | 420,830          | 2,181,743        | 788,354          | 1,188,426        | 680,426          | 783,508          |
| Carter                       | 1,366,061        | 384,198          | 136,443          | 146,925          | 490,684          | 136,681          | 233,420          | 288,153          | 117,003          | 131,823          | 690,719          | 187,448          |
| Clinton                      | 204,997          | 232,547          | 216,592          | 133,328          | 124,643          | 96,101           | 120,980          | 226,971          | 309,646          | 232,172          | 236,016          | 266,341          |
| Eisenhower                   | 80,883           | 42,189           | 144,623          | 94,366           | 26,775           | 44,146           | 28,819           | 102,682          | 65,027           | 212,675          | 127,302          | 99,377           |
| Ford Library                 | 10,459           | 49,346           | 49,809           | 14,031           | 12,315           | 13,683           | 21,470           | 54,279           | 42,347           | 39,898           | 20,493           | 13,845           |

|                       |                |                |                |                |                |                |                |                |                |                |                |                |
|-----------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Ford Museum           | 84,116         | 201,063        | 77,939         | 4,391          | 6,589          | 4,827          | 14,271         | 10,503         | 17,056         | 24,771         | 272,166        | 107,265        |
| Hoover                | 85,842         | 30,069         | 31,209         | 22,736         | 44,440         | 23,205         | 30,645         | 33,650         | 41,786         | 51,436         | 54,119         | 65,496         |
| Johnson               | 236,368        | 444,983        | 215,709        | 211,719        | 195,765        | 221,541        | 129,501        | 228,432        | 309,613        | 260,256        | 229,477        | 243,174        |
| Nixon                 | 174,195        | 168,948        | 187,740        | 217,146        | 263,140        | 251,133        | 220,271        | 463,947        | 311,076        | 281,666        | 471,321        | 298,740        |
| Reagan                | 69,828         | 122,169        | 162,420        | 128,030        | 281,804        | 134,733        | 56,418         | 126,652        | 325,465        | 113,342        | 354,199        | 262,880        |
| Roosevelt             | 96,088         | 66,938         | 180,738        | 49,027         | 55,136         | 70,607         | 53,862         | 80,555         | 167,032        | 71,684         | 211,177        | 109,585        |
| Truman                | 129,280        | 134,792        | 237,676        | 101,248        | 197,791        | 72,580         | 77,523         | 167,007        | 160,566        | 162,424        | 246,105        | 191,391        |
|                       |                |                |                |                |                |                |                |                |                |                |                |                |
| <b>Regional Total</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> | <b>145,189</b> | <b>117,320</b> |
| Atlanta               | 10,173         | 17,305         | 7,070          | 4,859          | 4,469          | 5,488          | 7,053          | 10,066         | 7,822          | 6,442          | 7,270          | 5,557          |
| Boston                | 59,853         | 131,307        | 64,454         | 43,634         | 84,690         | 66,127         | 71,921         | 110,300        | 96,804         | 236,783        | 48,544         | 44,224         |
| Chicago               | 11,642         | 10,843         | 17,271         | 86,882         | 7,986          | 9,125          | 8,034          | 8,059          | 8,618          | 5,783          | 11,968         | 13,202         |
| Denver                | 1,951          | 3,808          | 3,802          | 8,784          | 90,983         | 2,674          | 1,138          | 2,487          | 4,935          | 16,767         | 11,631         | 7,591          |
| Fort Worth            | 4,157          | 5,272          | 12,547         | 6,677          | 9,842          | 5,499          | 6,710          | 9,555          | 7,880          | 5,689          | 12,015         | 7,573          |
| Kansas City           | 7,313          | 6,474          | 7,344          | 5,850          | 18,894         | 3,907          | 6,403          | 28,154         | 87,002         | 5,890          | 11,395         | 7,804          |
| New York              | 17,545         | 5,792          | 10,006         | 13,978         | 6,471          | 10,114         | 7,815          | 9,423          | 7,354          | 5,361          | 19,547         | 9,639          |
| Philadelphia          | 5,946          | 26,804         | 12,946         | 4,816          | 3,131          | 22,355         | 16,177         | 12,809         | 34,056         | 14,844         | 8,226          | 6,480          |
| Riverside             | 3,023          | 3,648          | 4,382          | 51,404         | 2,210          | 1,675          | 3,032          | 9,673          | 4,859          | 14,519         | 7,086          | 10,809         |
| Seattle               | 3,001          | 2,464          | 3,961          | 2,605          | 38,667         | 3,702          | 4,578          | 2,395          | 2,963          | 3,783          | 2,332          | 2,531          |
| St. Louis             | 3,173          | 160,477        | 5,811          | 10,660         | 6,186          | 2,570          | 1,977          | 4,684          | 2,674          | 2,525          | 5,175          | 1,910          |

## APPENDIX V: Twitter Followers (Cumulative)

|                 | Aug   | Sept  | Oct   | Nov   | Dec   | Jan   | Feb   | March | April | May   | June  | July   |
|-----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|
| archivespres    | 4,144 | 4,245 | 4,321 | 4,380 | 4,439 | 4,514 | 4,611 | 4,677 | 4,733 | 4,815 | 4,935 | 5,000  |
| dferriero       | 3,438 | 3,466 | 3,501 | 3,503 | 3,533 | 3,558 | 3,592 | 3,631 | 3,652 | 3,678 | 3,712 | 3,769  |
| Discovercivwar  | 6,851 | 6,853 | 6,877 | 7,287 | 7,305 | 7,314 | 7,375 | 7,670 | 7,880 | 7,922 | 7,913 | 7,897  |
| DocsTeach       | 7,546 | 7,771 | 7,991 | 8,175 | 8,310 | 8,448 | 8,636 | 8,866 | 9,065 | 9,339 | 9,813 | 10,104 |
| ElectoralCollge | 2,331 | 2,322 | 2,334 | 2,346 | 2,363 | 2,381 | 2,421 | 2,473 | 2,500 | 2,538 | 2,578 | 2,614  |
| FedRegister     | 8,742 | 8,854 | 8,980 | 9,052 | 9,144 | 9,249 | 9,345 | 9,446 | 9,519 | 9,627 | 9,733 | 9,832  |

|                 |                |                |                |                |                |                |                |                |                |                |                |                |
|-----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| FOIA_Ombuds     |                | 261            | 365            | 374            | 400            | 444            | 477            | 541            | 581            | 623            | 693            | 737            |
| NARAMediaLabs   | 1,258          | 1,329          | 1,389          | 1,423          | 1,463          | 1,506          | 1,553          | 1,593          | 1,629          | 1,656          | 1,702          | 1,724          |
| NARA_RecMgmt    | 5,707          | 5,768          | 5,826          | 5,874          | 5,912          | 5,952          | 5,982          | 6,006          | 6,047          | 6,062          | 6,080          | 6,086          |
| SNAC            |                |                | 61             | 60             | 60             | 60             | 109            | 112            | 126            | 139            | 144            | 148            |
| Today'sDocument | 24,883         | 25,751         | 26,574         | 27,101         | 27,579         | 28,099         | 28,609         | 29,251         | 29,680         | 30,187         | 30,769         | 31,241         |
| USNatArchives   | 77,289         | 80,080         | 81,909         | 82,543         | 84,917         | 86,651         | 88,464         | 90,144         | 91,112         | 92,533         | 94,071         | 95,363         |
| ThisisArchives  | 1,101          | 1,185          | 1,315          | 1,467          | 1,600          | 2,082          | 2,396          | 2,556          | 2,678          | 2,809          | 1,656          | 3,122          |
| Bush41library   | 23,517         | 23,975         | 24,368         | 24,707         | 25,127         | 25,652         | 26,158         | 26,609         | 26,977         | 27,553         | 28,089         | 28,529         |
| CarterLibrary   | 13,852         | 14,230         | 14,484         | 14,816         | 15,648         | 15,979         | 16,331         | 16,797         | 17,202         | 17,841         | 18,712         | 19,608         |
| IkeLibrary      | 8,623          | 8,814          | 9,197          | 9,396          | 9,674          | 9,899          | 10,154         | 10,483         | 10,712         | 11,112         | 11,610         | 12,080         |
| FDRLibrary      | 7,993          | 8,198          | 8,703          | 8,932          | 9,245          | 9,514          | 9,835          | 10,188         | 10,471         | 10,952         | 11,601         | 12,108         |
| GWBLibrary      | 14,131         | 14,590         | 14,800         | 14,970         | 15,124         | 15,345         | 15,576         | 15,921         | 16,076         | 16,294         | 16,887         | 17,379         |
| IkeandHarry2012 | 635            | 643            | 643            | 646            | 660            | 659            | 659            | 663            | 664            | 661            | 662            | 662            |
| HooverPresLib   |                |                |                |                | 157            | 220            | 285            | 366            | 432            | 501            | 646            | 794            |
| JFKLibrary      | 35,226         | 35,669         | 36,023         | 36,715         | 37,112         | 37,498         | 37,953         | 38,487         | 38,909         | 39,642         | 40,427         | 41,097         |
| LBJLibrary      | 10,750         | 11,082         | 11,304         | 11,531         | 11,765         | 11,997         | 12,263         | 12,612         | 12,913         | 13,469         | 13,951         | 14,367         |
| NixonLibrary    |                |                |                |                | 282            | 389            | 520            | 709            | 796            | 947            | 1,160          | 1,381          |
| OurPresidents   | 15,108         | 15,554         | 16,251         | 16,699         | 17,172         | 17,587         | 18,083         | 18,583         | 18,969         | 19,508         | 20,151         | 20,759         |
| Reagan_Library  | 2,041          | 2,130          | 2,178          | 2,220          | 2,408          | 2,531          | 2,709          | 3,216          | 3,387          | 3,661          | 4,070          | 4,504          |
| TrumanLibrary   | 3,673          | 3,822          | 4,038          | 4,215          | 4,424          | 4,591          | 4,810          | 5,086          | 5,317          | 5,777          | 6,292          | 6,728          |
| WJCLibrary      | 77,995         | 78,450         | 78,958         | 79,267         | 79,746         | 80,591         | 81,424         | 81,911         | 83,143         | 84,907         | 86,478         | 87,938         |
| ArchivesNYC     | 8              | 13             | 21             | 22             | 28             | 27             | 31             | 49             | 89             | 112            | 132            | 159            |
| atlantaarchives | 1,467          | 1,511          | 1,539          | 1,568          | 1,576          | 1,594          | 1,605          | 1,612          | 1,618          | 1,615          | 1,617          | 1,616          |
| Boston_archives | 218            | 292            | 404            | 449            | 519            | 605            | 738            | 816            | 888            | 967            | 1,082          | 1,170          |
| KCArchives      | 1,528          | 1,560          | 1,605          | 1,637          | 1,670          | 1,700          | 1,728          | 1,751          | 1,777          | 1,796          | 1,827          | 1,853          |
| CongressArchive | 2,461          | 2,695          | 2,888          | 3,045          | 3,256          | 3,465          | 3,688          | 3,808          | 3,878          | 4,031          | 4,233          | 4,403          |
| NARAFRC         | 431            | 441            | 444            | 446            | 447            | 455            | 461            | 461            | 466            | 466            | 473            | 476            |
| StLouisArchives | 129            | 135            | 135            | 139            | 139            | 142            | 145            | 148            | 154            | 158            | 163            | 163            |
| <b>TOTAL</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> | <b>444,062</b> | <b>455,411</b> |

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

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

## APPENDIX VII: Google+ Followers

|                             | Aug     | Sept    | Oct     | Nov     | Dec     | Jan     | Feb     | March   | April   | May     | June    | July    |
|-----------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| <b>Monthly Followers</b>    | 9,786   | 8,085   | 38,228  | -558    | -1,363  | -39,352 | -526    | -276    | -732    | -581    | -999    | -930    |
| <b>Cumulative Followers</b> | 338,164 | 346,249 | 384,477 | 383,919 | 382,556 | 343,042 | 342,498 | 342,222 | 341,490 | 340,909 | 339,910 | 338,980 |

## APPENDIX VIII: Pinterest Followers (Cumulative)

|                             | Aug   | Sept  | Oct   | Nov   | Dec   | Jan   | Feb   | March | April | May   | June  | July  |
|-----------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| <b>US National Archives</b> | 4,619 | 4,696 | 4,731 | 4,777 | 4,848 | 4,911 | 4,964 | 5,028 | 5,074 | 5,126 | 5,225 | 5,299 |
| <b>Our Presidents</b>       | 812   | 825   | 836   | 835   | 850   | 854   | 867   | 885   | 892   | 898   | 930   | 937   |

## APPENDIX IX: Instagram Followers (Cumulative)

|                             | Aug   | Sept  | Oct    | Nov    | Dec    | Jan    | Feb    | March  | April  | May    | June   | July   |
|-----------------------------|-------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| <b>US National Archives</b> | 8,207 | 9,320 | 10,770 | 12,554 | 14,477 | 16,052 | 17,911 | 20,183 | 21,622 | 23,479 | 25,494 | 26,777 |
| <b>Ike Library</b>          | 297   | 309   | 316    | 321    | 335    | 361    | 371    | 410    | 431    | 454    | 520    | 592    |
| <b>Clinton Library</b>      | 1,311 | 1,326 | 1,371  | 1,439  | 1,525  | 1,623  | 1,719  | 2,418  | 2,739  | 2,857  | 3,125  | 3,308  |
| <b>FDR Library</b>          | 140   | 152   | 167    | 216    | 296    | 348    | 396    | 479    | 520    | 558    | 685    | 774    |
| <b>Bush 41 Library</b>      | 28    | 37    | 46     | 51     | 60     | 65     | 75     | 185    | 204    | 223    | 256    | 521    |
| <b>Nixon Library</b>        |       |       |        |        |        |        |        |        |        |        | 3      | 45     |
| <b>Reagan Library</b>       |       |       |        |        |        | 45     | 54     | 128    | 147    | 175    | 213    | 250    |

APPENDIX X: **HistoryPin** Channel Views (Cumulative)

|                      | August | Sept   | Oct    | Nov    | Dec    | Jan    | Feb    | March  | April  | May    | June   | July   |
|----------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| <b>Channel Views</b> | 24,996 | 25,489 | 26,106 | 26,252 | 26,355 | 26,445 | 26,597 | 26,807 | 26,962 | 27,160 | 27,345 | 27,455 |