

**AUGUST FY2016 OVERVIEW**

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	72,902 Views	35,244 Visitors
Tumblr Blogs	24,059 Views	14,485 Visitors
Facebook	13,105,296 Impressions	4,089,666 Reach
National Archives YouTube Channel	222,356 Views	28,207 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	1,506,874 Views	11,589 Total Contacts
Instagram	--	34,932 Total Followers
Twitter (all NARA feeds)	--	467,836 Total Followers
FourSquare	1,059 New Check-ins	0 New Followers

**FISCAL YEAR COMPARISON**

Social Media Tool	FY 2016 Views (to date)	FY 2015 Views
Archives.gov Blogs	829,703	799,759
Tumblr Blogs	248,433	345,274
Facebook	131,416,304	147,266,835
National Archives YouTube Channel	2,209,165	1,668,093
Flickr (USNatArchives & ArchivesNews)	19,321,937	98,872,250

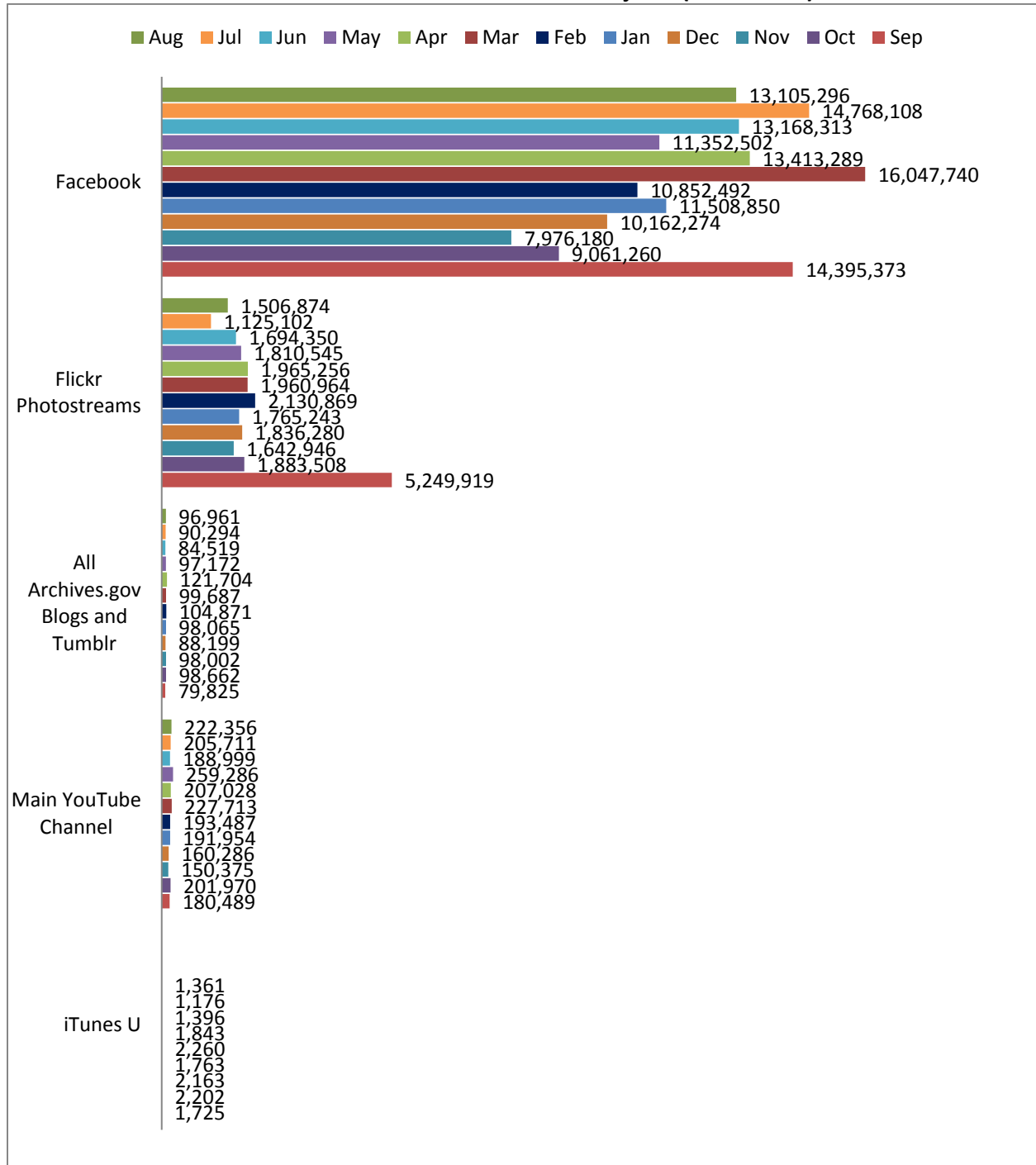
**EXTERNAL BLOGS AND TUMBLOGS**

- [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](#)

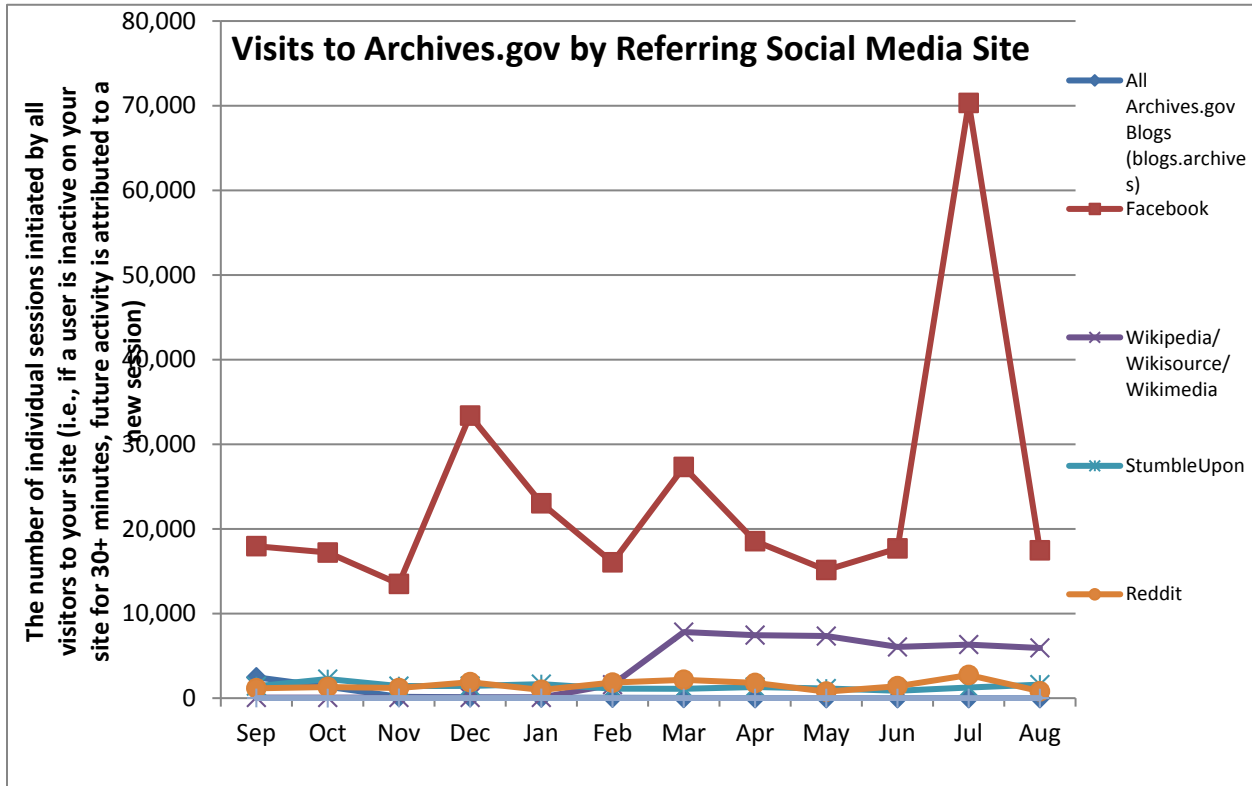
**SOCIAL MEDIA TOOLBOX (Tools currently in use)**

- 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)**

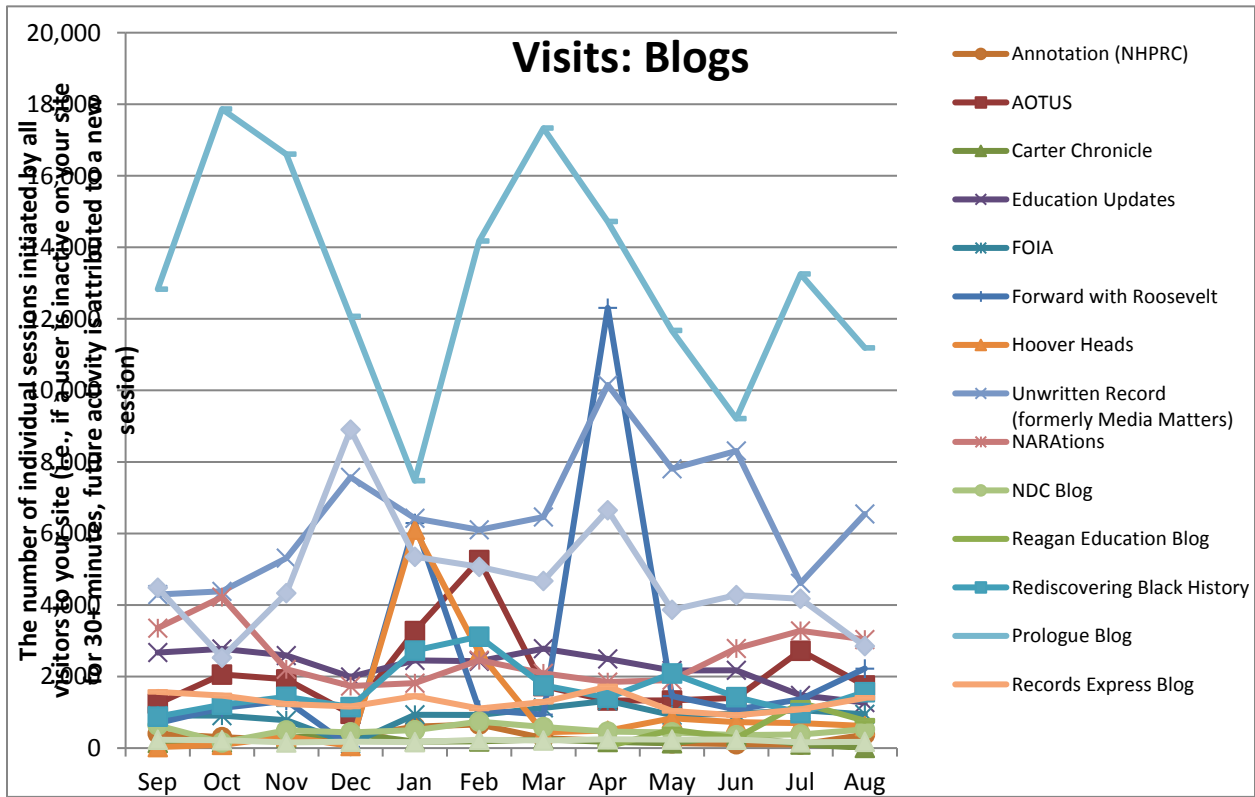


**New External Social Media Projects: August Projects**

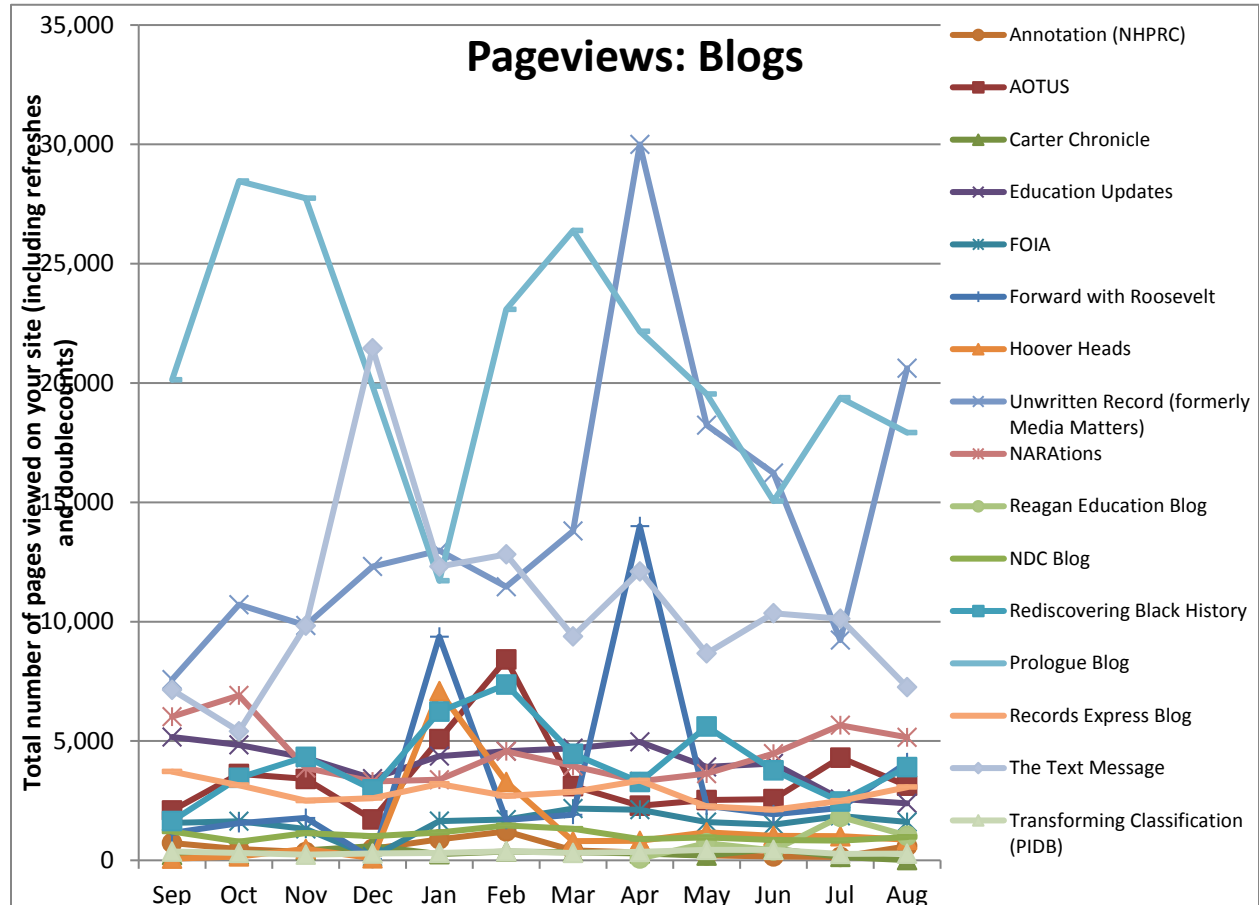
	Qzzr	Facebook	Flickr	Twitter	Pinterest	Tumblr	Blog	YouTube	Instagram
September				1					
October									
November				3					
December									
January									
February									
March									
April						1	1	1	
May	1								
June					1	1			2
July									
August									

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

Blog Visits (Source: Appendix II.A)



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

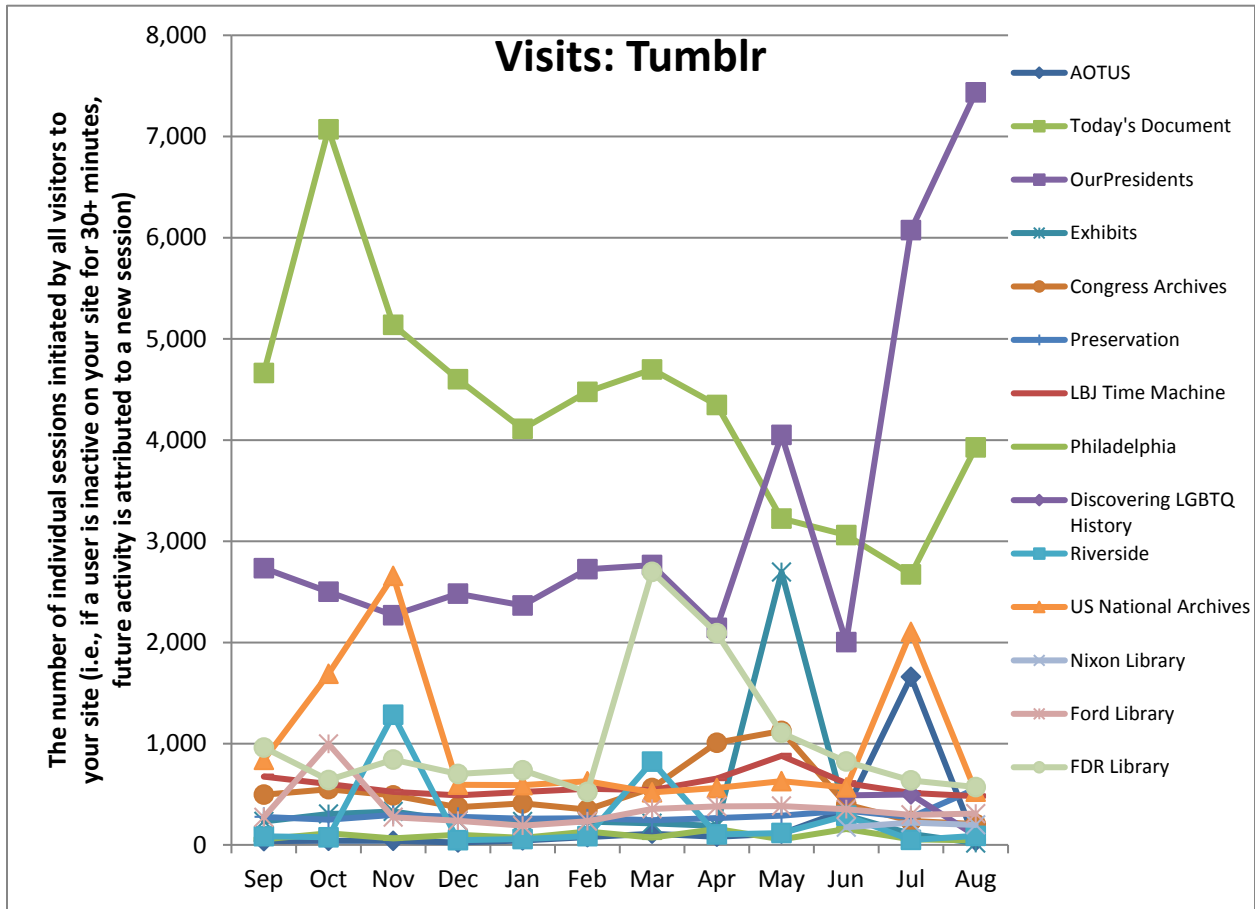


**Top 5 Most Viewed Blog Posts in August**

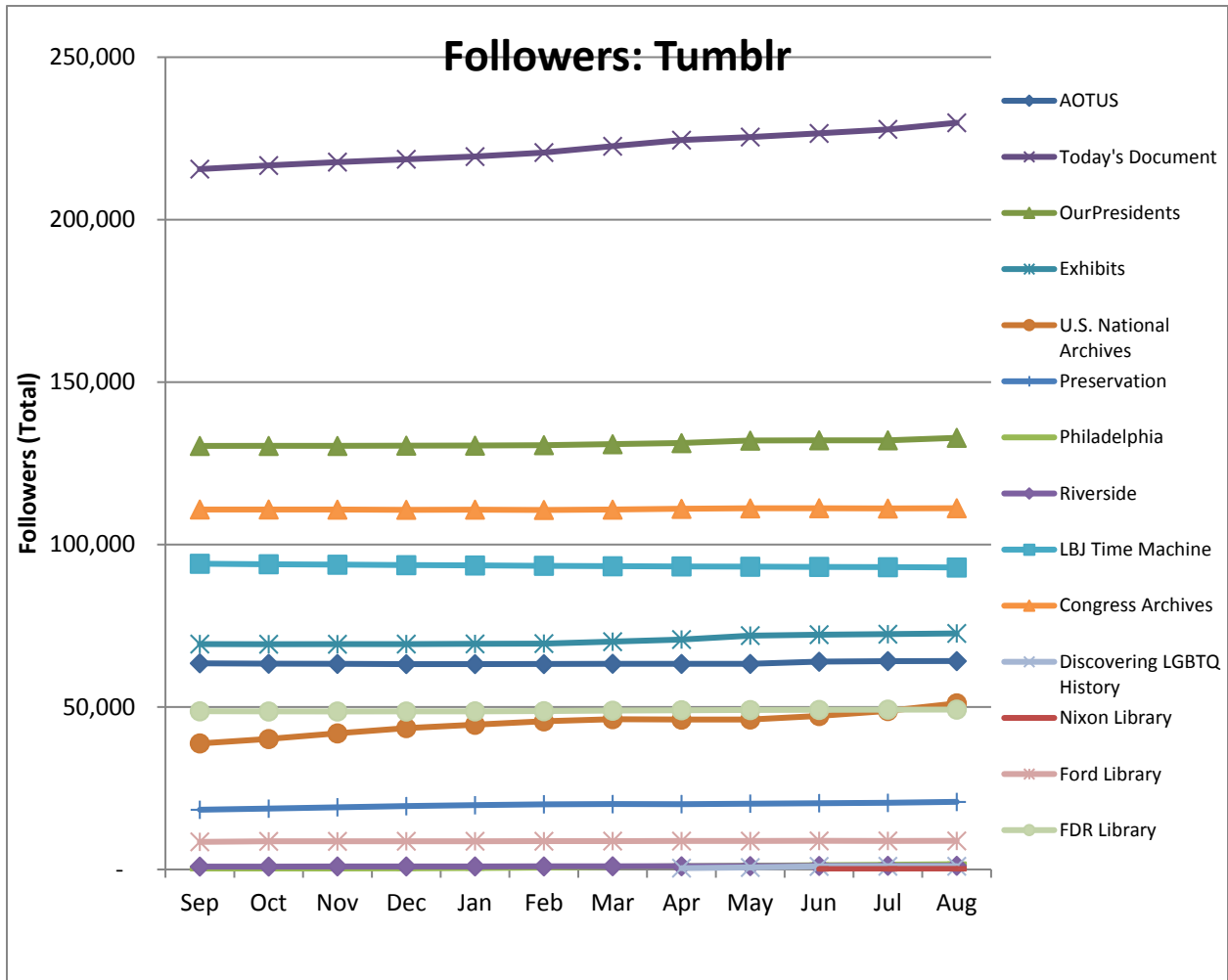
Blog	Pageviews	Post Title
The Unwritten Record	2,124	<a href="#">Hidden Women: The Art of WWI Camouflage (Photos)</a>
Prologue	2,041	<a href="#">The Gems of Record Group 242-Foreign Records Seized</a>
Forward with Roosevelt	1,301	<a href="#">A First Lady on the Front Lines</a>
NARAtions	1,091	<a href="#">Rebooting the Social Media Strategy for the National Archives</a>
Prologue	1,044	<a href="#">The Seizure of European Records during World War II</a>

Social Media Tools: Detail View – Tumblr

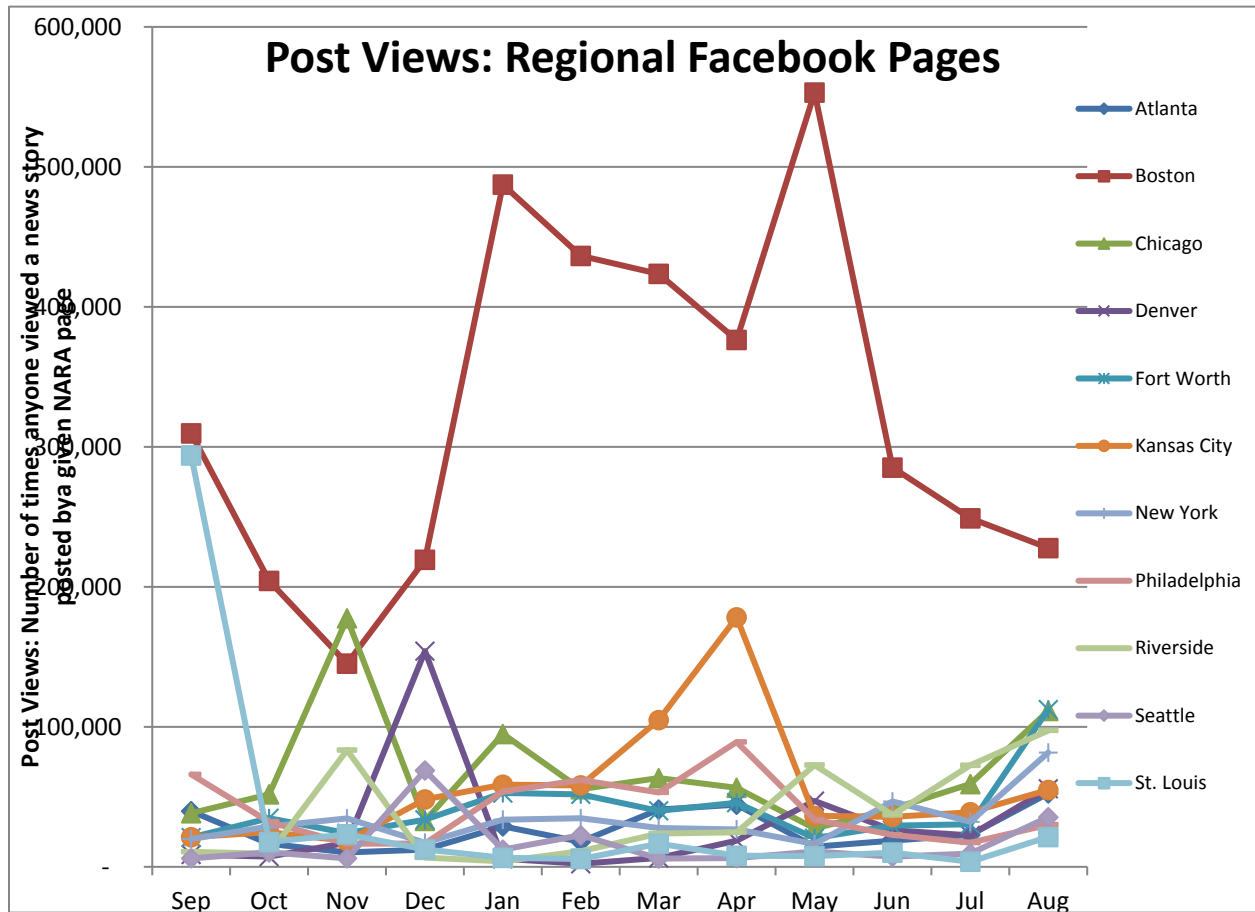
Tumblr Visits



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

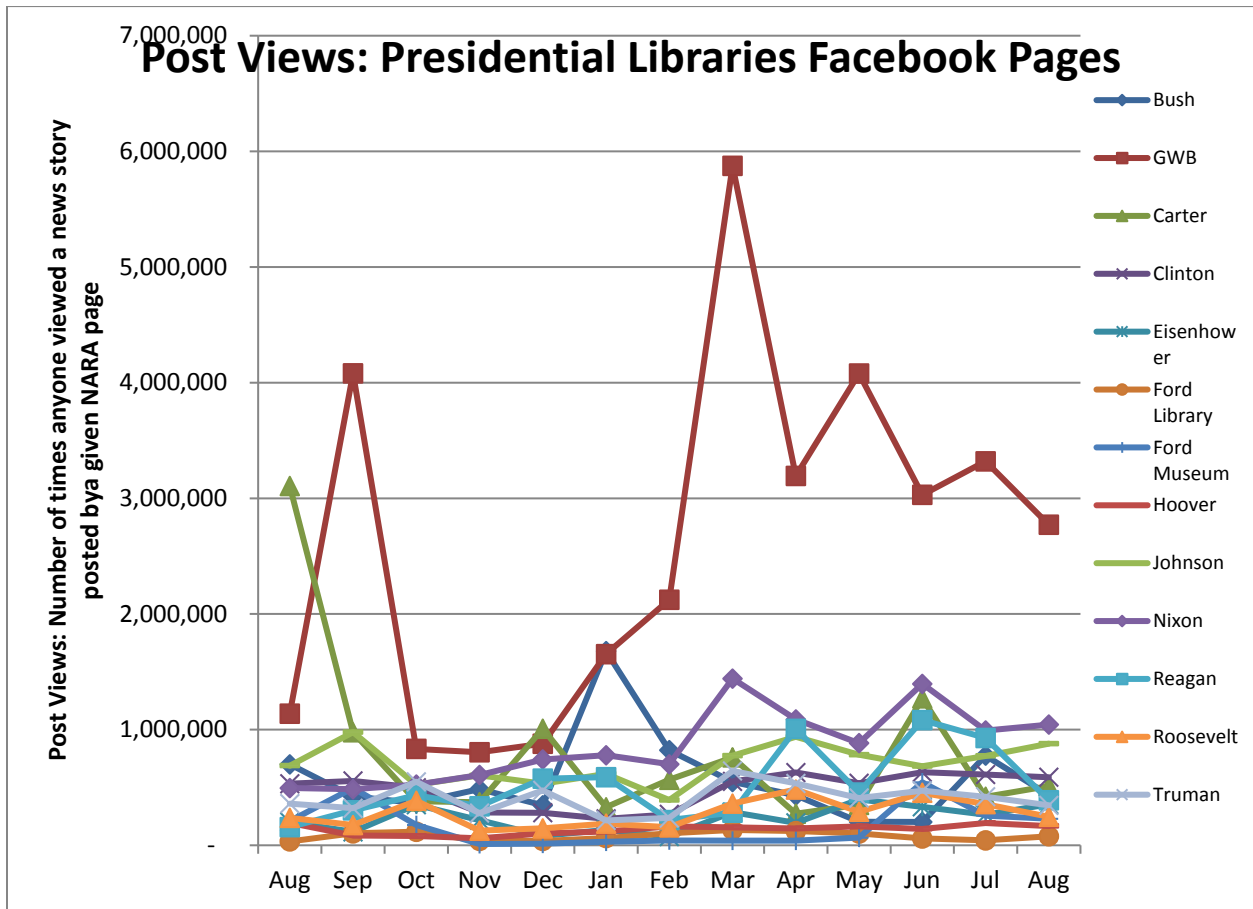


**Social Media Tools: Detail View – Facebook**  
**Post Views on Regional Pages (Source: Appendix IV.A)**

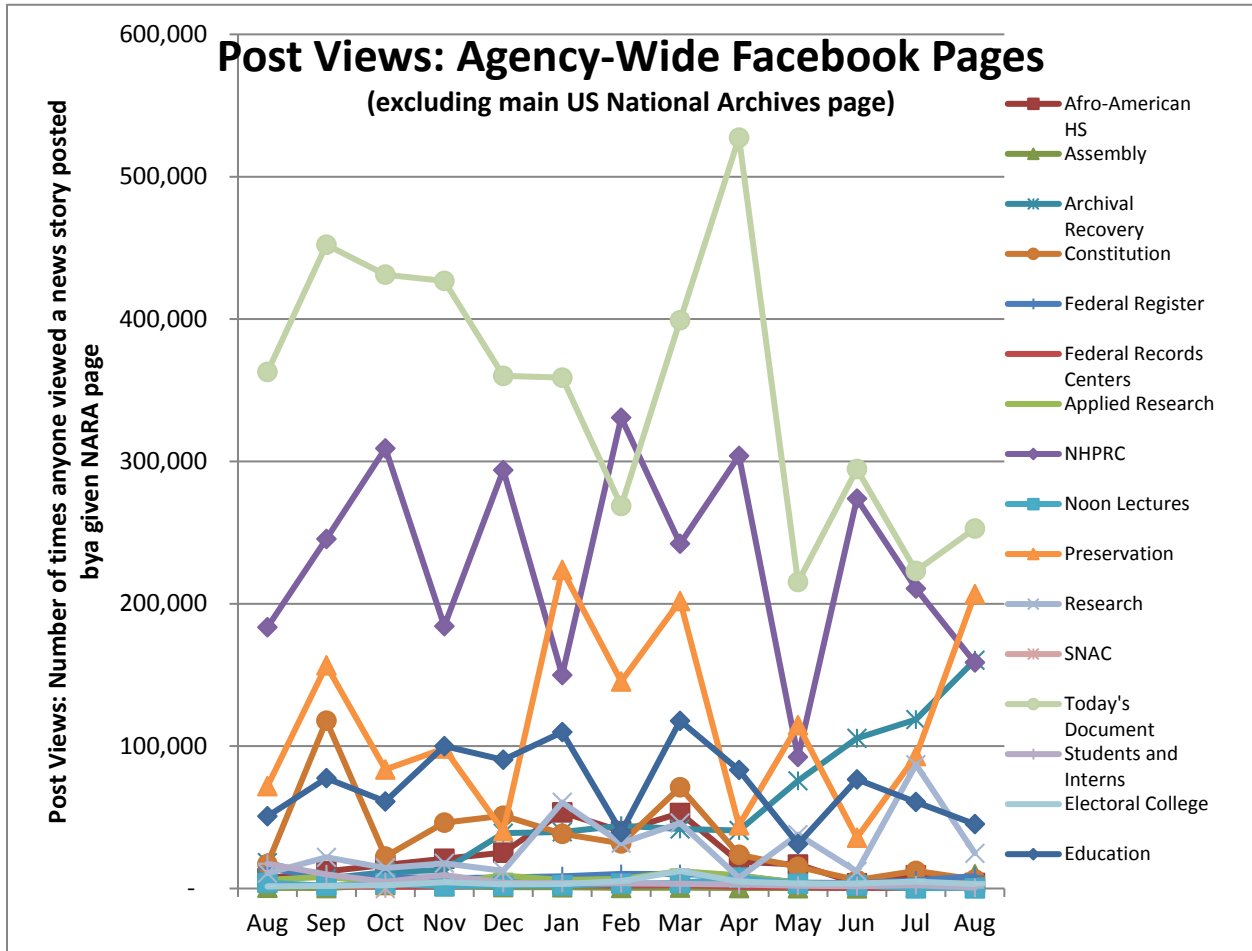


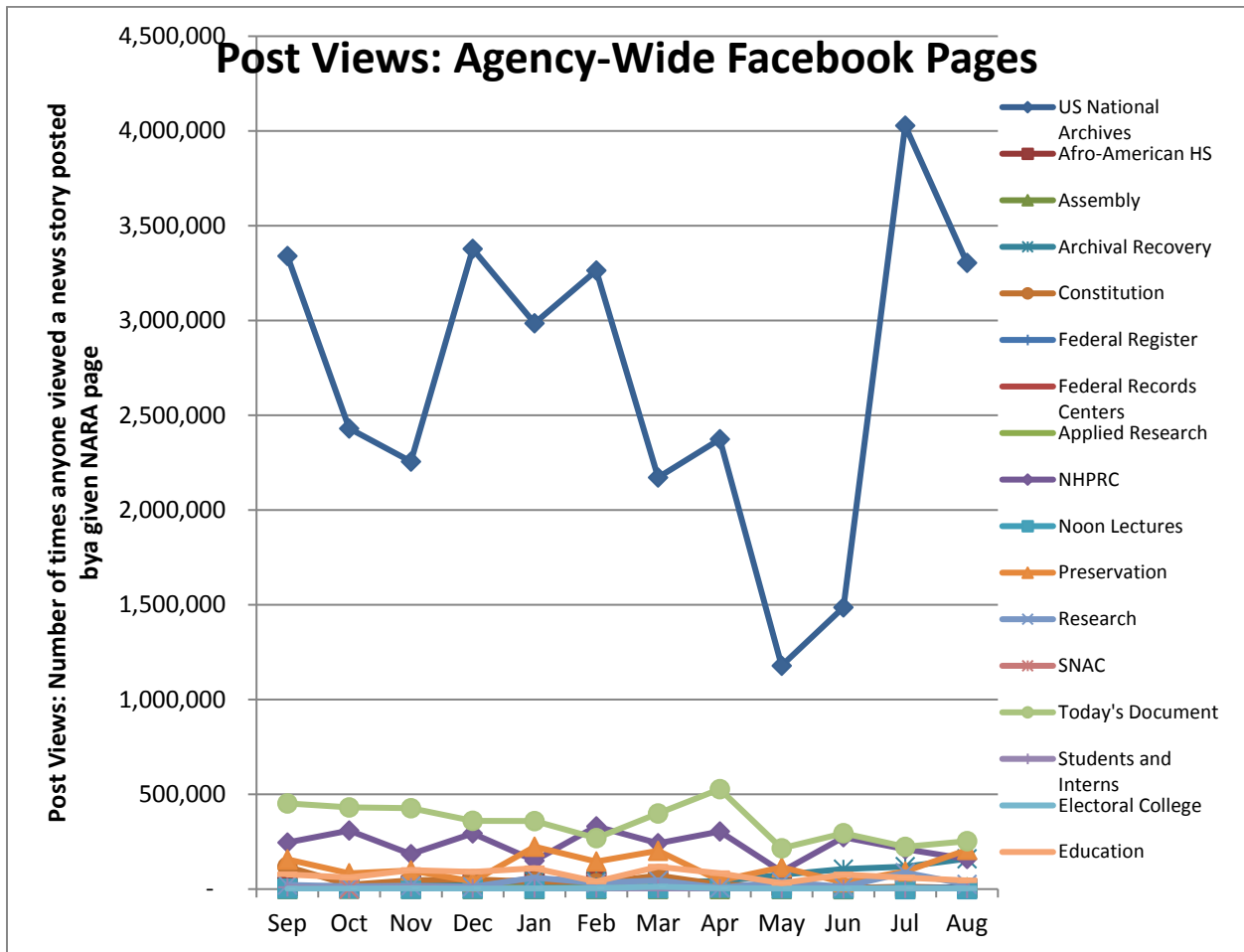


Post Views on Presidential Library Pages (Source: Appendix IV.A)

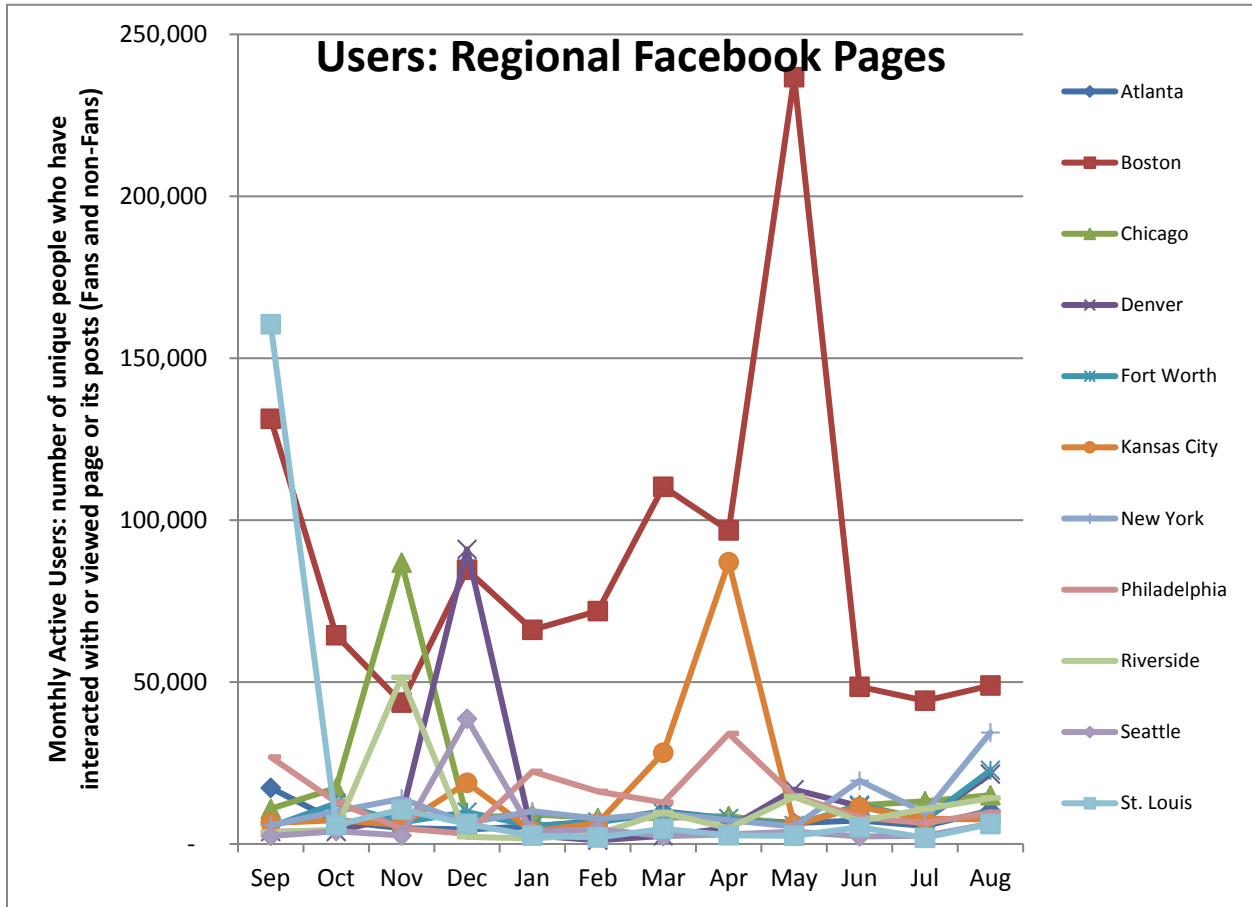


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

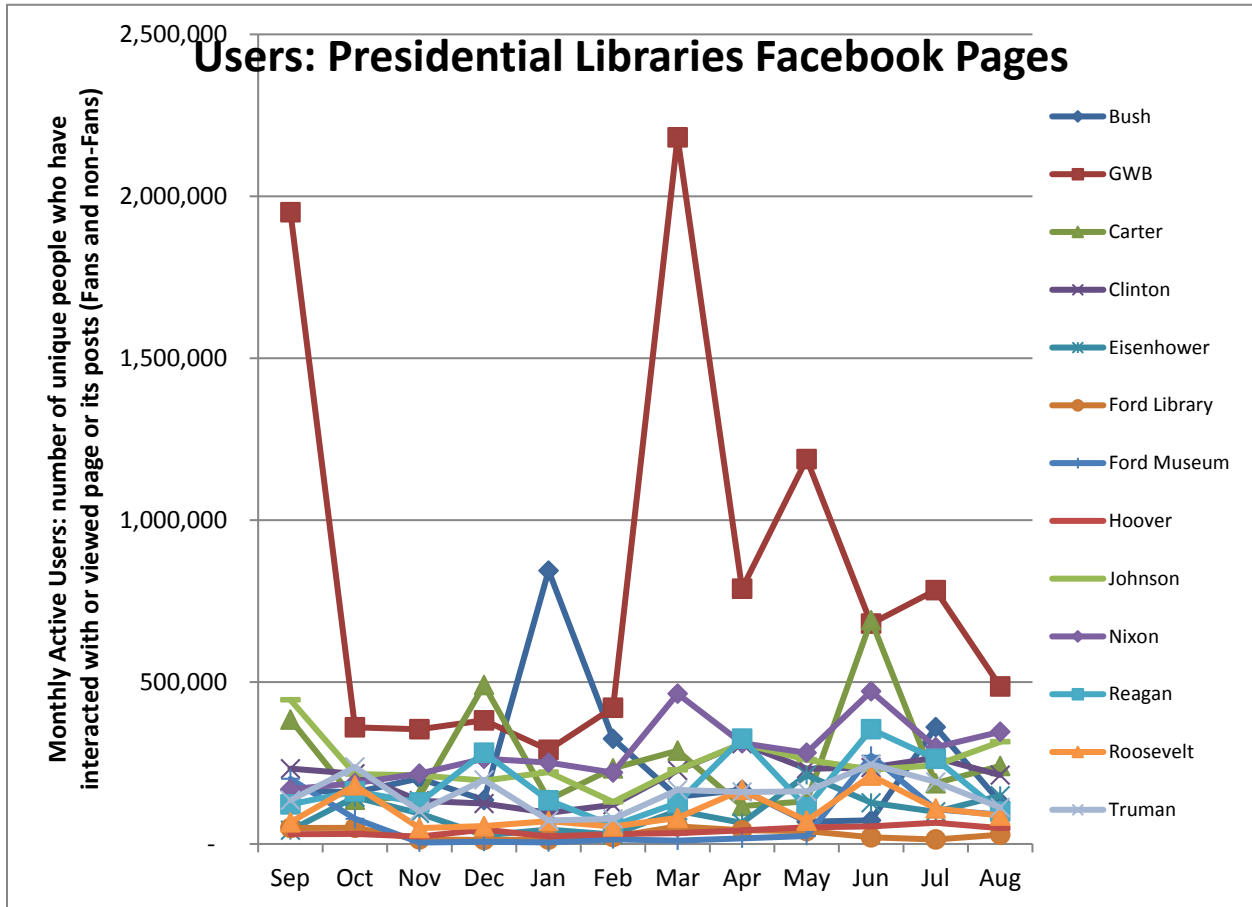




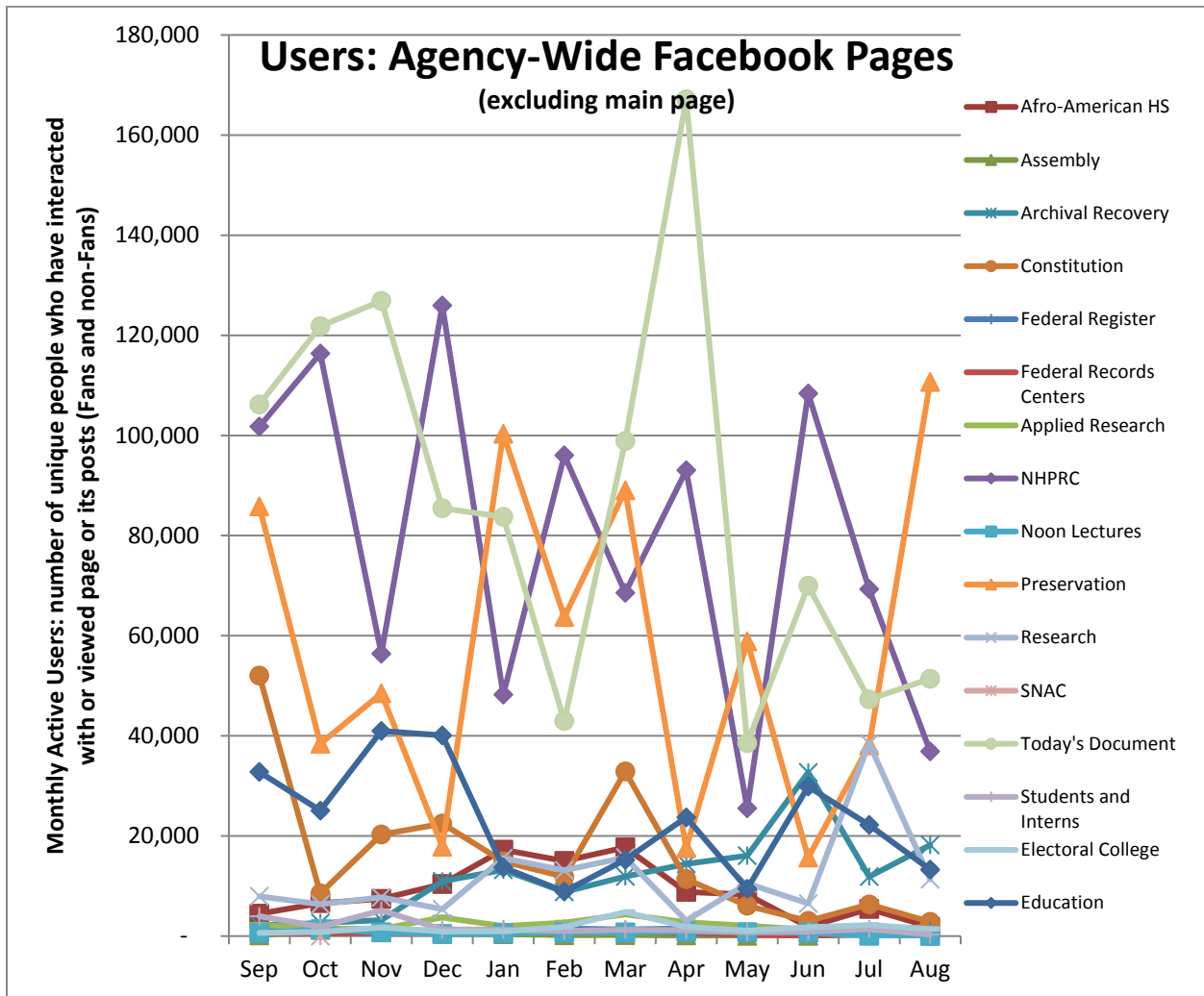
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

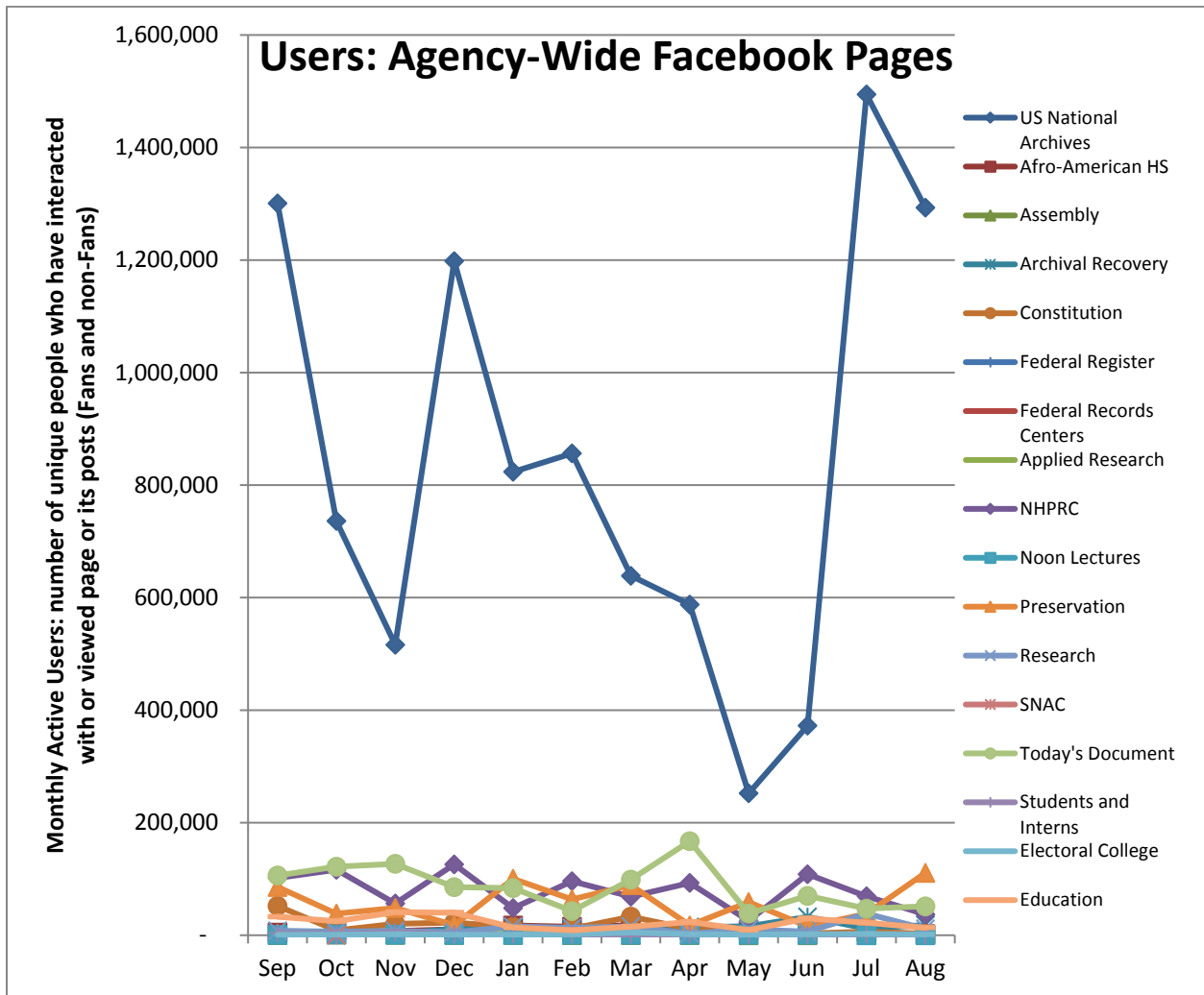


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



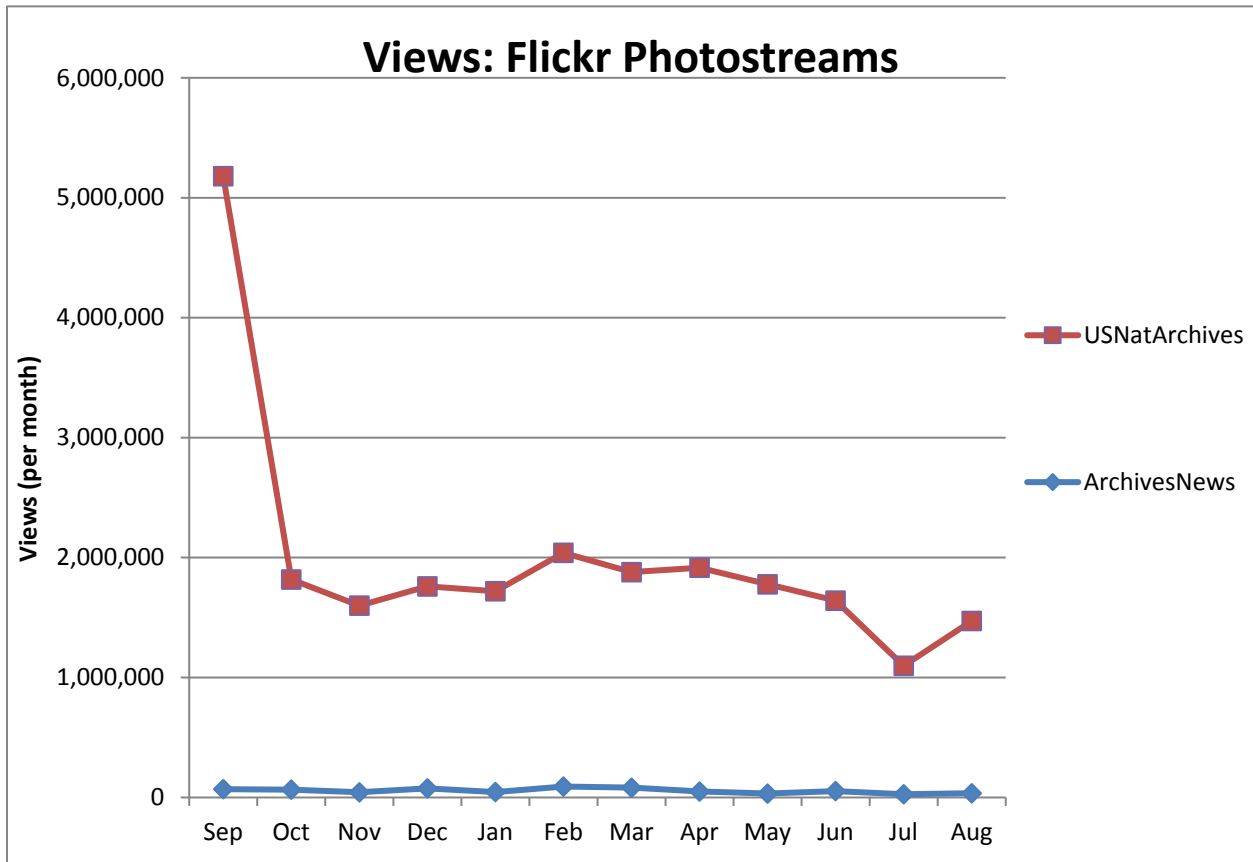
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



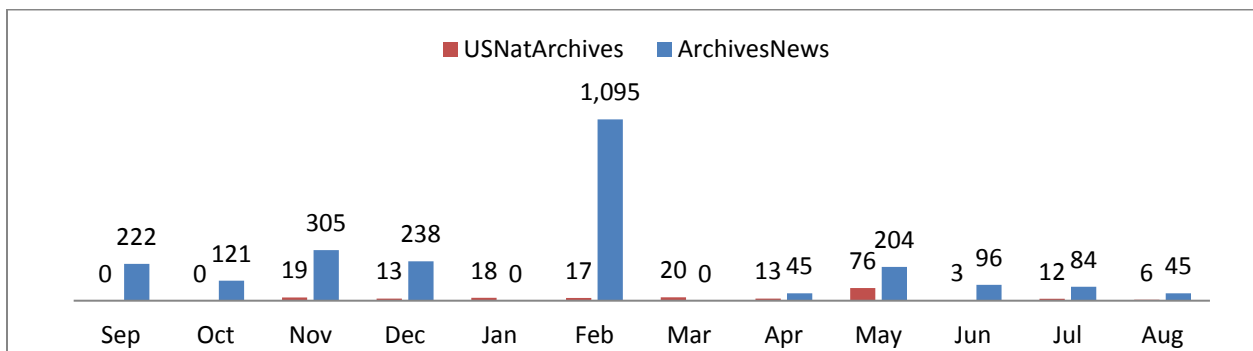


Social Media Tools: Detail View – Flickr

Views on Photostreams (Per Month)

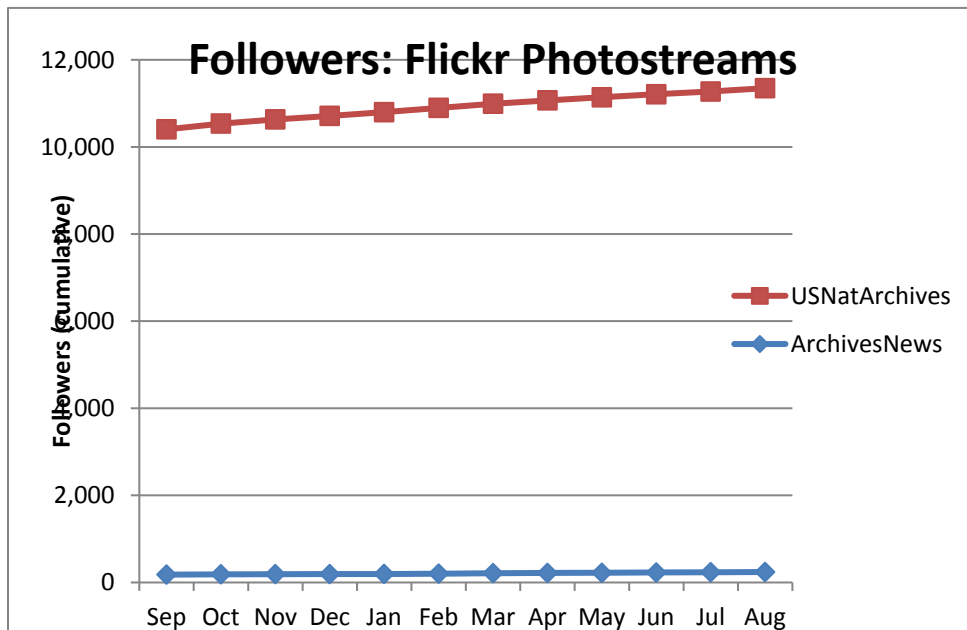


Photos Uploaded (Per Month)



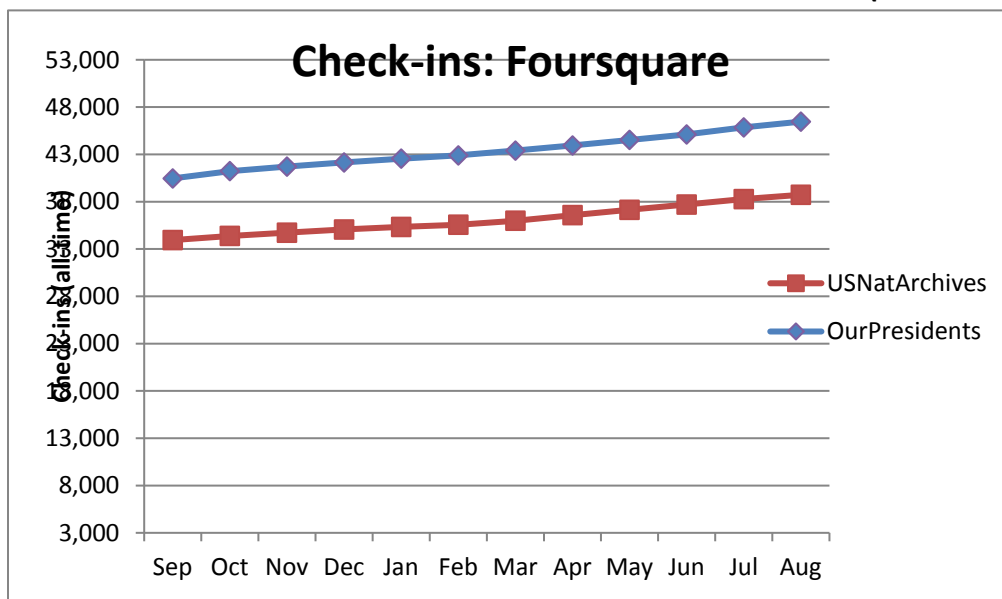


**Followers of Photostreams (Cumulative)**

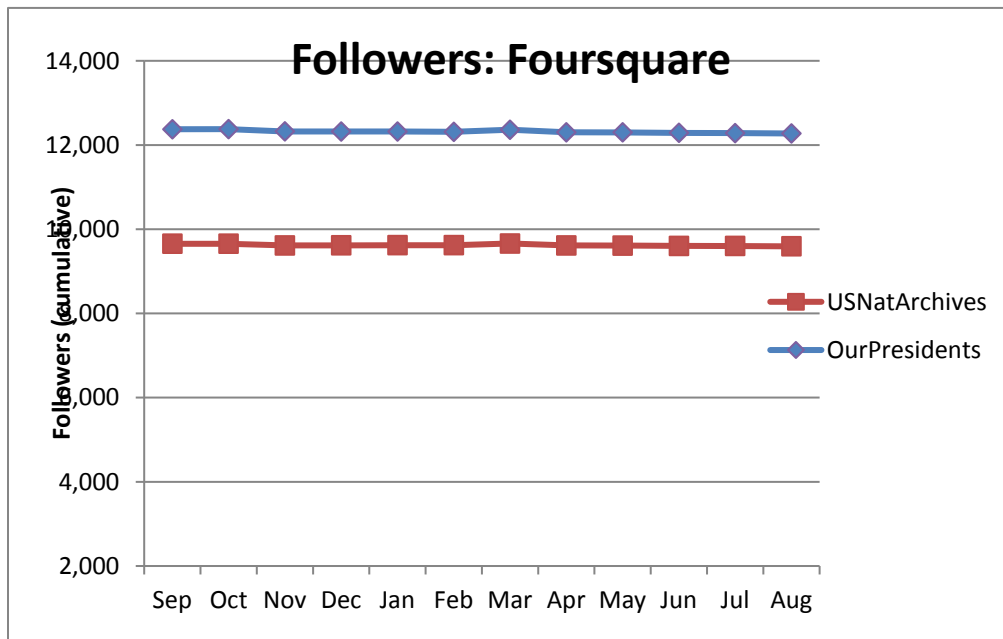


**Social Media Tools: Detail View – Foursquare**

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

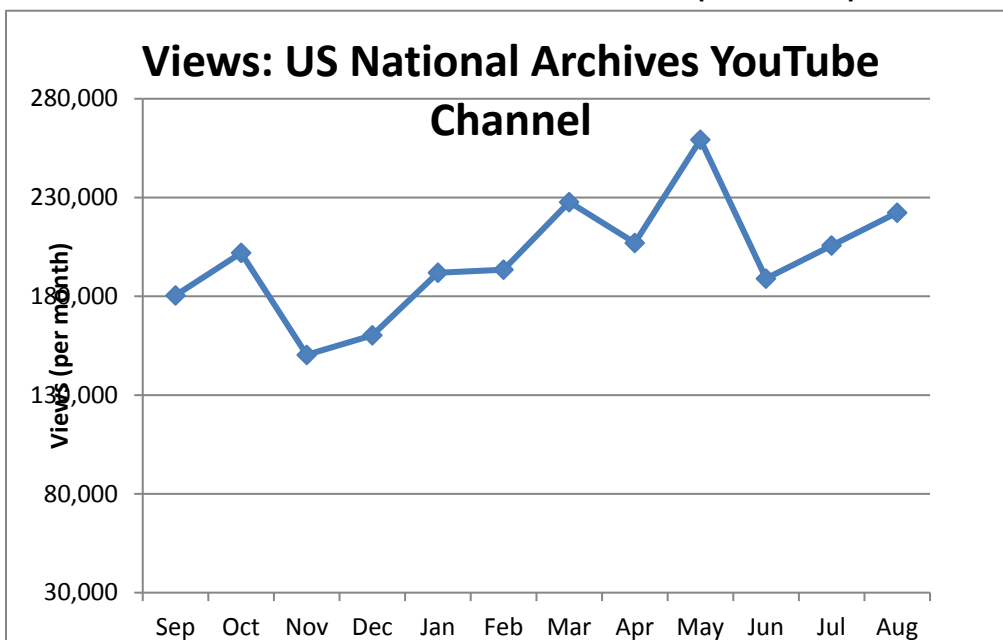


**Number of Followers of USNatArchives and OurPresidents (Cumulative)**

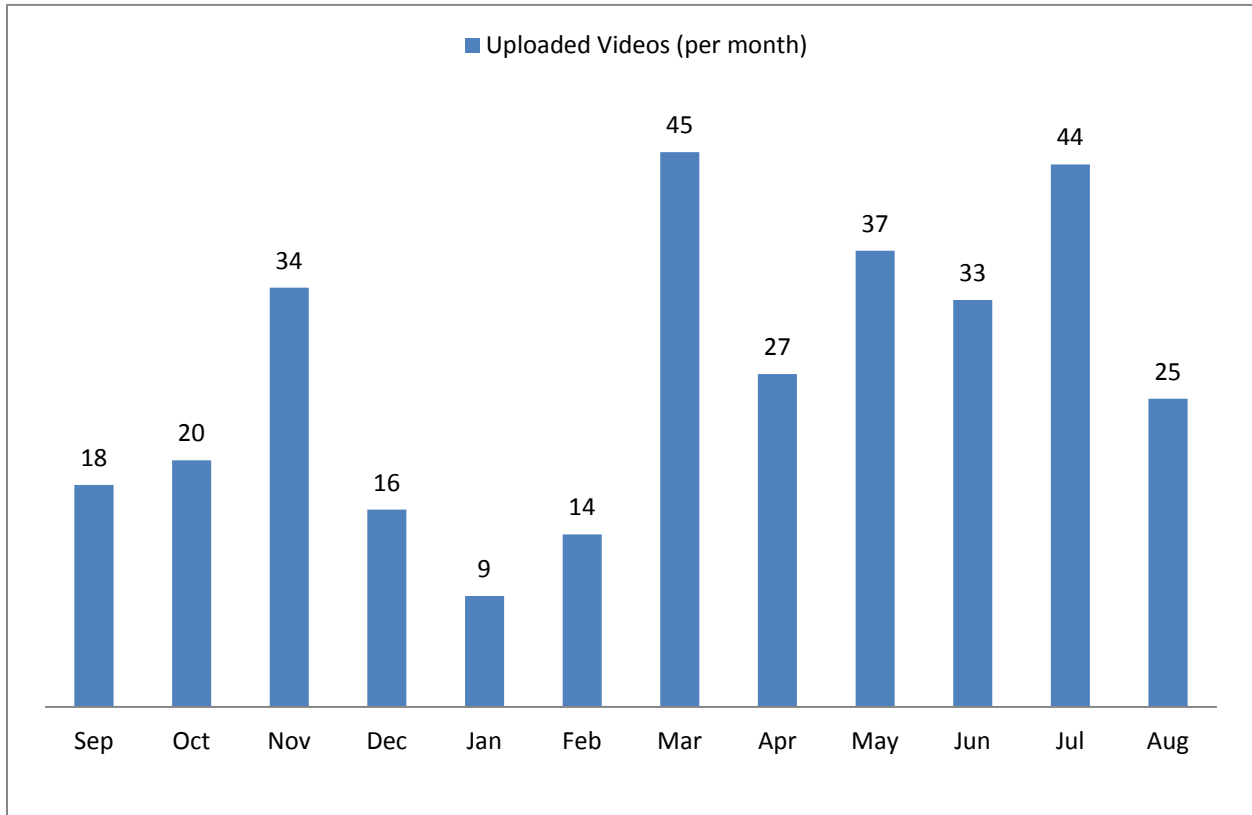


**Social Media Tools: Detail View – YouTube**

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



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

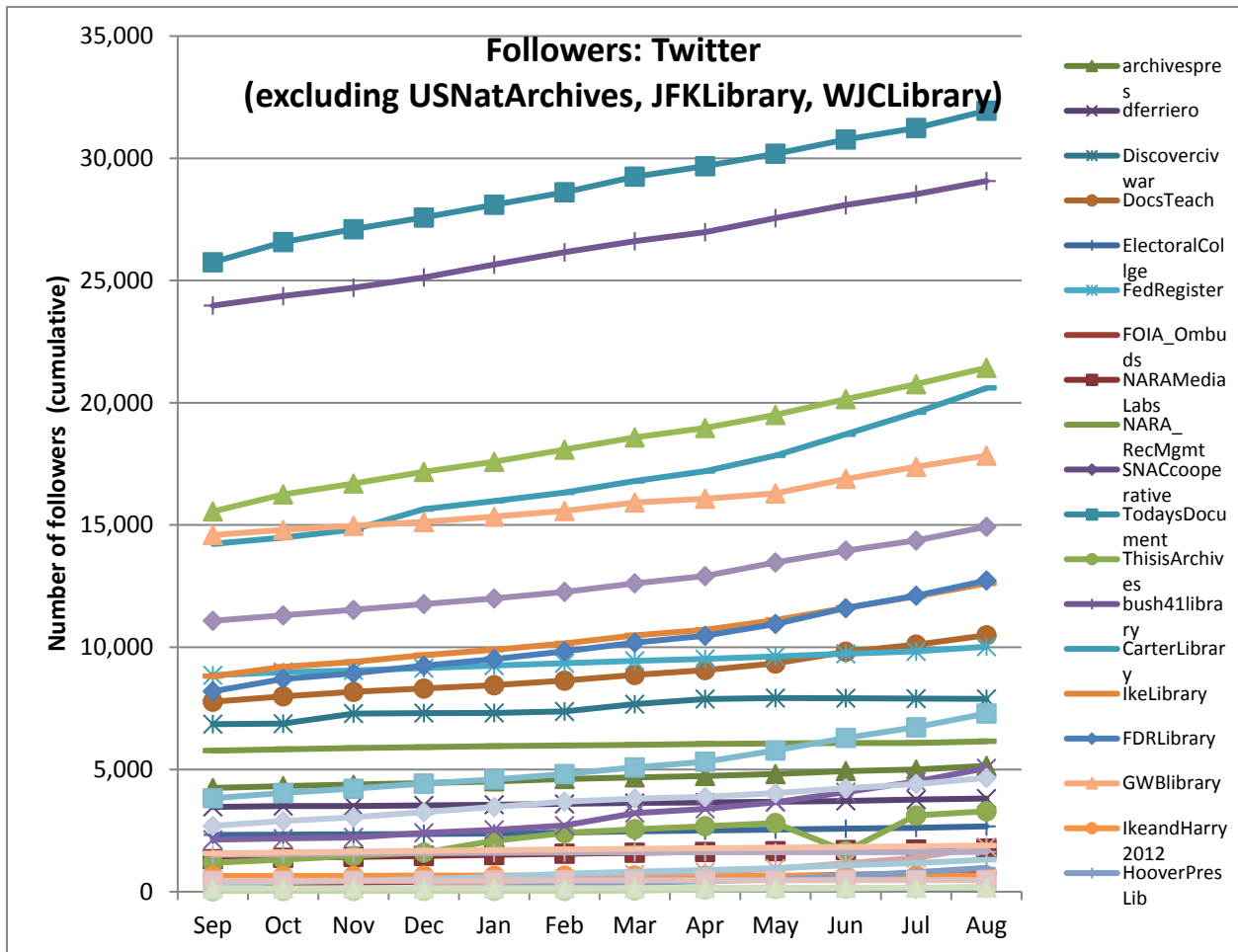


**Top 5 Most Viewed Videos for August 2016 on US National Archives Channel**

Video Title	Views
<a href="#">Private Snafu in "Censored.", 1944</a>	15,501
<a href="#">The True Glory, 1945 (restored)</a>	15,272
<a href="#">Here is Germany</a>	9,058
<a href="#">Stories from the Great Depression</a>	8,726
<a href="#">D-Day to Germany, 1944</a>	6,227

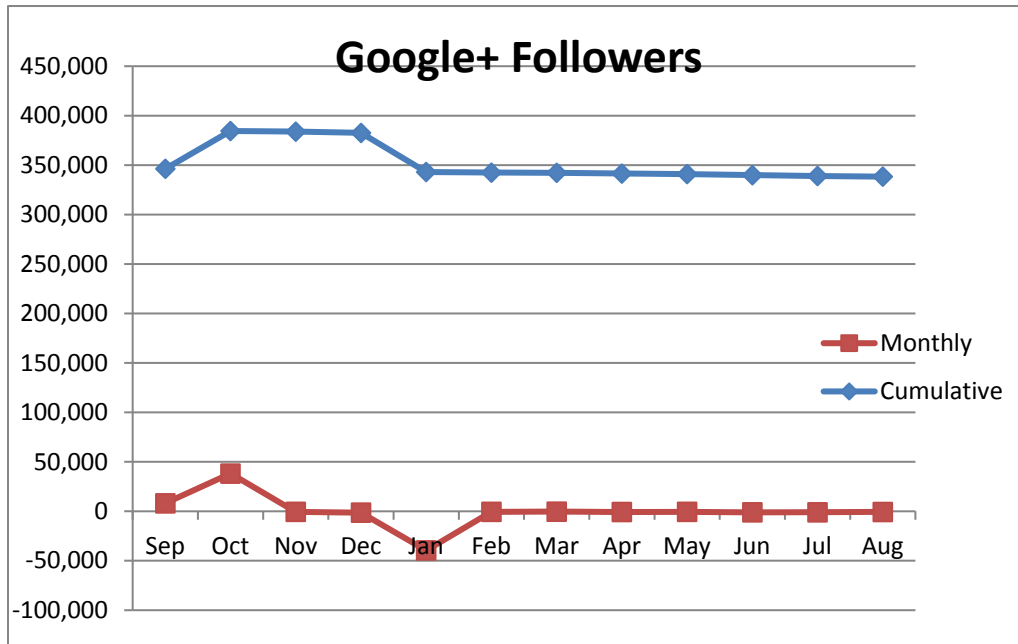
Social Media Tools: Detail View – Twitter

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



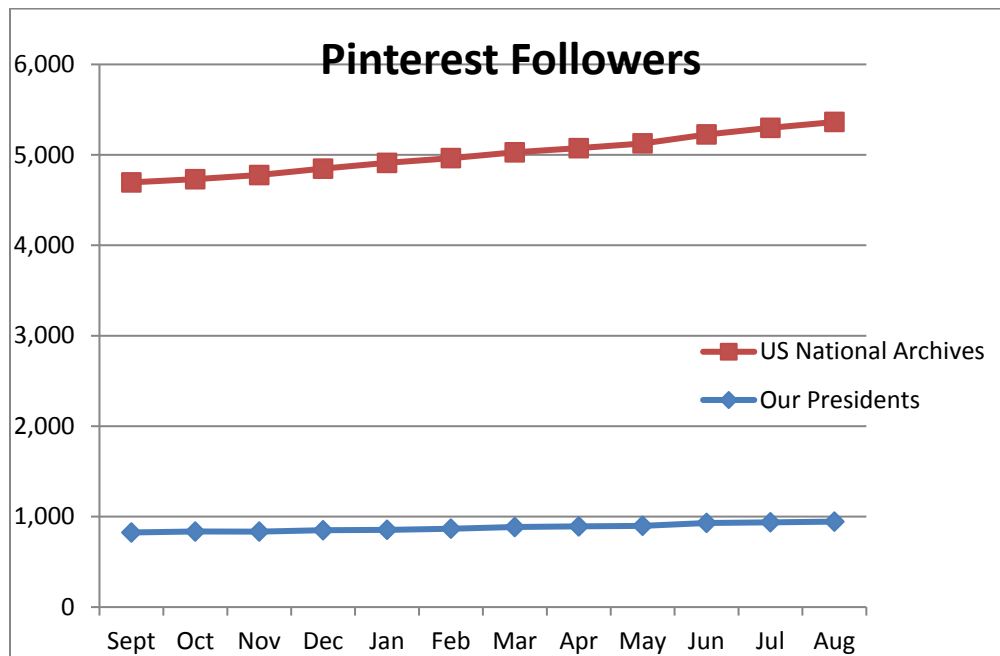
**Social Media Tools: Detail View – Google+**

**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 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.

	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug
<b>Annotation (NHPRC)</b>	404	305	229	303	599	661	276	203	138	112	100	378
<b>AOTUS</b>	1,244	2,058	1,923	960	3,274	5,258	1,732	1,330	1,332	1,404	2,723	1,751
<b>Carter Chronicle</b>	148	159	284	420	180	187	240	174	137	358	103	6
<b>Education Updates</b>	2,671	2,772	2,590	1,991	2,452	2,428	2,779	2,494	2,172	2,175	1,475	1,273
<b>FOIA</b>	913	907	777	117	933	928	1,125	1,323	921	963	1,061	946
<b>Forward with Roosevelt</b>	699	1,123	1,324	39	6,292	1,072	937	12,307	1,455	1,077	1,365	2,222
<b>Hoover Heads</b>	31	91	328	61	6,107	2,672	443	487	833	726	697	617
<b>Unwritten Record (formerly Media Matters)</b>	4,293	4,382	5,312	7,572	6,424	6,102	6,460	10,152	7,809	8,308	4,612	6,545
<b>NARAtions</b>	3,354	4,223	2,204	1,736	1,815	2,457	2,091	1,847	1,901	2,787	3,279	3,036
<b>NDC Blog</b>	634	161	497	440	501	739	589	462	440	362	383	525
<b>Reagan Library Education</b>								45	517	277	1,265	765
<b>Rediscovering Black History</b>	881	1,214	1,434	1,150	2,729	3,118	1,753	1,410	2,086	1,427	978	1,565
<b>Prologue Blog</b>	12,827	17,863	16,600	12,065	7,472	14,174	17,329	14,717	11,671	9,210	13,251	11,186
<b>Records Express Blog</b>	1,569	1,468	1,231	1,163	1,450	1,105	1,291	1,719	1,038	917	1,084	1,401
<b>The Text Message</b>	4,483	2,531	309	8,904	5,349	5,068	4,673	6,650	3,867	4,278	4,176	2,852
<b>Transforming Classification (PIDB)</b>	234	221	159	181	167	233	211	247	2,369	237	162	176
<b>MONTHLY TOTAL</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>	<b>35,244</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.

	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug
<b>Annotation (NHPRC)</b>	726	472	348	482	882	1,211	419	331	209	164	143	592
<b>AOTUS</b>	2,089	3,618	3,411	1,711	5,079	8,420	3,111	2,290	2,528	2,563	4,304	3,128
<b>Carter Chronicle</b>	225	241	419	595	262	371	337	290	198	490	144	8
<b>Education Updates</b>	5,168	4,835	4,299	3,426	4,368	4,573	4,694	4,964	3,915	4,057	2,575	2,388
<b>FOIA</b>	1,568	1,638	1,317	156	1,645	1,708	2,169	2,121	1,600	1,497	1,858	1,609
<b>Forward with Roosevelt</b>	1,147	1,557	1,775	59	9,370	1,692	1,910	14,004	2,290	1,929	2,190	4,105
<b>Hoover Heads</b>	69	163	474	87	7,093	3,281	803	818	1,171	1,026	1,011	863
<b>Unwritten Record (formerly Media Matters)</b>	7,576	10,714	9,840	12,311	12,979	11,463	13,799	29,996	18,233	16,226	9,228	20,618
<b>NARAtions</b>	6,018	6,907	3,869	3,303	3,378	4,568	3,950	3,311	3,632	4,472	5,661	5,155
<b>Reagan Library Education</b>								78	715	415	1,823	1,031
<b>NDC Blog</b>	1,207	783	1,140	1,011	1,166	1,461	1,319	892	958	855	828	976
<b>Rediscovering Black History</b>	1,645	3,459	4,337	2,973	6,231	7,363	4,460	3,282	5,608	3,769	2,466	3,905
<b>Prologue Blog</b>	20,132	28,458	27,741	19,863	11,711	23,081	26,387	22,164	19,536	15,051	19,382	17,918
<b>Records Express Blog</b>	3,717	3,148	2,500	2,603	3,201	2,699	2,870	3,341	2,260	2,120	2,488	3,065
<b>The Text Message</b>	7,144	5,408	730	21,456	12,311	12,822	9,385	12,104	8,671	10,355	10,127	7,260
<b>Transforming Classification (PIDB)</b>	368	310	237	287	310	378	311	354	440	437	271	281
<b>MONTHLY TOTAL</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>	<b>72,902</b>



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

	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug
<b>Annotation (NHPRC)</b>	18	19	17	15	15	14	14	10	11	16	11	15
<b>AOTUS Blog</b>	164	182	166	124	131	144	122	126	105	77	107	70
<b>AOTUS Tumblr</b>	2	2	3	2	2	3	2	3	2	2	3	2
<b>Carter Chronicle</b>	255	253	215	124	147	170	135	119	100	77	68	44
<b>Education Updates</b>	36	39	44	34	41	46	42	31	36	30	33	32
<b>FOIA Ombudsman</b>	21	25	24	16	17	21	24	19	26	20	12	2
<b>Unwritten Record</b> (formerly Media Matters)	33	45	36	36	35	38	43	34	38	14	18	15
<b>NARAtions</b>	187	142	133	111	100	155	144	157	104	150	129	121
<b>NDC Blog</b>	226	130	96	84	84	65	85	64	58	40	53	34
<b>Prologue</b>	382	354	359	269	150	229	157	163	160	136	129	140
<b>Records Express</b>	95	91	112	83	89	106	107	74	87	63	65	55
<b>Rediscovering Black History</b>	28	30	33	32	37	39	37	25	26	28	27	22
<b>Text Message</b>	108	62	64	58	62	71	63	54	47	44	51	61
<b>Today's Document Tumblr</b>	68	62	66	49	52	58	58	47	45	47	39	36
<b>Transforming Classification (PIDB)</b>	254	268	203	137	173	220	142	137	125	92	95	72
<b>MONTHLY TOTAL</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>	<b>721</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.)

	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug
<b>Monthly Total (A+P+R)</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>13,105,296</b>
<b>Agency-Wide Total</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>	<b>4,186,920</b>
US National Archives	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	3,303,955
Afro-American HS	12,091	16,560	20,907	25,176	53,464	40,279	52,979	18,785	16,825	3,636	9,327	3,917
Assembly	301	2,421	1,621	926	869	429	612	295	158	79	578	9,937
Archival Recovery	7,018	11,528	13,090	38,860	39,718	44,095	41,816	40,740	75,641	105,513	118,611	160,306
Constitution	117,855	22,444	46,236	51,128	38,430	31,700	71,073	23,671	15,237	5,946	12,352	6,330
Federal Register	8,034	8,375	7,178	7,754	8,595	10,236	10,177	8,794	4,132	3,771	5,732	8,657
Federal Records Centers	1,725	1,178	1,301	2,116	2,390	1,975	2,389	1,109	814	117	807	1,119
Applied Research	8,260	4,100	3,542	9,076	5,942	6,719	12,137	9,261	3,857	2,151	2,540	652
NHPRC	245,574	309,164	184,331	293,891	149,914	330,707	242,165	303,897	92,299	273,859	210,709	158,717
Noon Lectures	1,964	3,439	1,562	2,001	2,196	3,396	3,814	7,621	3,278	2,140	85	48
Preservation	156,707	83,591	98,349	40,333	223,827	145,426	201,969	44,392	114,695	35,649	93,012	206,818
Research	21,902	14,398	17,675	12,393	60,528	31,797	46,027	7,506	37,844	11,962	87,002	24,700
SNAC												
Today's Document	452,224	431,209	426,829	360,083	358,887	268,697	399,160	527,448	215,349	294,613	223,076	252,862
Students and Interns	9,925	4,672	9,422	3,922	3,860	3,749	3,311	2,781	1,867	1,620	2,295	569
Electoral College	1,782	2,245	4,357	2,949	3,178	5,222	12,259	4,837	3,444	3,462	4,828	3,112
Education	77,495	61,128	100,031	90,423	109,866	39,546	117,786	83,239	31,219	76,636	60,738	45,221
<b>Presidential Total</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>	<b>8,037,869</b>
Bush	422,466	365,601	485,134	345,534	1,678,314	822,004	547,733	431,223	203,154	202,047	775,298	434,768
GWB	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	2,771,705
Carter	977,253	380,254	372,429	1,007,787	329,320	567,260	759,768	273,203	349,640	1,270,498	419,435	512,661
Clinton	556,456	497,630	283,466	281,622	228,633	267,141	552,392	629,270	536,590	631,902	611,740	588,128
Eisenhower	116,267	350,511	217,085	81,246	133,401	74,971	286,910	194,252	396,330	332,755	264,575	354,212
Ford Library	103,836	117,182	38,836	38,018	62,415	103,680	132,765	123,132	102,089	59,053	42,643	77,841

Ford Museum	495,862	175,810	11,146	13,867	31,041	41,900	40,241	39,988	66,343	544,346	256,317	229,395
Hoover	84,081	80,835	60,468	102,841	119,012	163,612	155,506	145,741	163,501	141,485	192,664	166,226
Johnson	977,848	523,437	604,593	533,062	617,701	391,319	774,611	937,542	782,826	683,845	772,247	878,130
Nixon	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	1,043,591
Reagan	301,770	433,107	337,350	576,023	589,292	218,505	281,811	1,006,537	456,336	1,082,482	927,866	389,154
Roosevelt	175,303	384,979	126,894	146,268	187,265	156,288	361,050	482,541	289,817	453,921	355,984	246,554
Truman	320,625	549,305	278,247	474,683	214,986	236,240	642,677	535,353	408,778	471,770	419,636	345,504
<b>Regional Total</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>	<b>880,507</b>
Atlanta	39,750	16,436	10,294	12,347	28,893	17,885	40,901	44,397	14,356	18,710	22,803	52,439
Boston	309,662	204,307	145,179	219,300	487,367	436,440	423,569	376,373	553,075	285,235	248,979	227,752
Chicago	38,370	51,790	177,469	32,868	94,945	55,517	63,398	56,445	27,372	41,442	59,129	111,358
Denver	8,784	7,329	17,197	154,092	5,780	2,213	6,336	18,706	47,056	26,147	22,517	55,791
Fort Worth	20,957	34,769	24,063	33,635	52,737	51,770	40,012	45,851	20,543	29,406	30,427	112,397
Kansas City	21,185	24,803	18,419	48,153	58,665	58,199	104,890	178,213	36,391	35,779	39,001	54,935
New York	19,898	28,874	34,560	17,238	33,690	34,755	27,739	26,719	16,337	46,698	32,174	81,612
Philadelphia	66,026	32,101	16,496	16,674	53,815	62,026	53,154	89,192	33,632	22,814	17,271	30,056
Riverside	10,716	9,370	83,391	6,643	3,905	11,185	23,779	24,711	72,664	37,064	72,512	97,358
Seattle	6,029	10,345	6,084	68,854	12,307	22,593	5,907	6,244	10,909	7,255	9,509	35,500
St. Louis	293,914	17,759	23,226	12,443	6,431	5,627	16,524	7,962	7,642	10,195	3,628	21,309

## 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.)

	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July	Aug
<b>Monthly Total (A+P+R)</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>4,089,666</b>
<b>Agency-Wide Total</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>	<b>1,545,579</b>
US National Archives	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	1,293,125
Afro-American HS	4,469	6,582	7,438	10,398	17,250	15,002	17,712	8,833	8,303	1,852	5,432	1,820
Assembly	138	1,209	744	444	395	175	218	133	55	38	324	2,141
Archival Recovery	2,158	2,627	3,211	10,931	13,228	8,828	11,909	14,426	16,059	32,689	11,867	18,203
Constitution	52,050	8,543	20,287	22,477	14,906	11,840	32,887	11,388	6,071	3,023	6,327	2,851
Federal Register	1,514	1,402	1,059	1,191	1,303	1,505	1,316	1,518	801	756	932	1,086
Federal Records Centers	668	497	667	1,038	912	753	1,202	540	322	54	438	580
Applied Research	2,255	1,518	1,450	3,708	2,001	2,689	4,340	2,765	2,055	1,299	1,382	413
NHPRC	101,780	116,370	56,385	125,975	48,213	96,030	68,582	93,046	25,532	108,402	69,292	36,884
Noon Lectures	601	1,384	764	426	569	764	727	873	791	657	55	27
Preservation	85,826	38,417	48,495	17,825	100,335	63,739	89,038	17,570	58,858	15,687	38,085	110,708
Research	7,934	6,372	7,732	5,367	15,561	13,145	15,710	3,063	10,513	6,510	38,501	11,358
SNAC												
Today's Document	106,185	121,831	126,872	85,461	83,732	42,961	98,903	167,156	38,560	69,968	47,283	51,401
Students and Interns	3,954	1,892	5,123	1,347	1,264	1,008	1,269	1,173	783	895	1,398	293
Electoral College	632	825	1,732	915	950	1,842	4,816	1,857	1,091	1,758	2,225	1,408
Education	32,800	25,075	40,978	40,094	13,724	8,897	15,228	23,717	9,454	29,871	22,199	13,281
<b>Presidential Total</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>	<b>2,347,304</b>
Bush	166,858	159,163	202,546	135,624	843,844	324,495	146,131	167,126	68,696	72,833	360,795	128,892
GWB	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	486,416
Carter	384,198	136,443	146,925	490,684	136,681	233,420	288,153	117,003	131,823	690,719	187,448	240,843
Clinton	232,547	216,592	133,328	124,643	96,101	120,980	226,971	309,646	232,172	236,016	266,341	212,767
Eisenhower	42,189	144,623	94,366	26,775	44,146	28,819	102,682	65,027	212,675	127,302	99,377	149,034
Ford Library	49,346	49,809	14,031	12,315	13,683	21,470	54,279	42,347	39,898	20,493	13,845	28,571

Ford Museum	201,063	77,939	4,391	6,589	4,827	14,271	10,503	17,056	24,771	272,166	107,265	90,247
Hoover	30,069	31,209	22,736	44,440	23,205	30,645	33,650	41,786	51,436	54,119	65,496	48,656
Johnson	444,983	215,709	211,719	195,765	221,541	129,501	228,432	309,613	260,256	229,477	243,174	315,179
Nixon	168,948	187,740	217,146	263,140	251,133	220,271	463,947	311,076	281,666	471,321	298,740	346,250
Reagan	122,169	162,420	128,030	281,804	134,733	56,418	126,652	325,465	113,342	354,199	262,880	100,107
Roosevelt	66,938	180,738	49,027	55,136	70,607	53,862	80,555	167,032	71,684	211,177	109,585	87,731
Truman	134,792	237,676	101,248	197,791	72,580	77,523	167,007	160,566	162,424	246,105	191,391	112,611
<b>Regional Total</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>	<b>196,783</b>
Atlanta	17,305	7,070	4,859	4,469	5,488	7,053	10,066	7,822	6,442	7,270	5,557	10,302
Boston	131,307	64,454	43,634	84,690	66,127	71,921	110,300	96,804	236,783	48,544	44,224	48,912
Chicago	10,843	17,271	86,882	7,986	9,125	8,034	8,059	8,618	5,783	11,968	13,202	15,035
Denver	3,808	3,802	8,784	90,983	2,674	1,138	2,487	4,935	16,767	11,631	7,591	21,539
Fort Worth	5,272	12,547	6,677	9,842	5,499	6,710	9,555	7,880	5,689	12,015	7,573	22,721
Kansas City	6,474	7,344	5,850	18,894	3,907	6,403	28,154	87,002	5,890	11,395	7,804	7,593
New York	5,792	10,006	13,978	6,471	10,114	7,815	9,423	7,354	5,361	19,547	9,639	34,401
Philadelphia	26,804	12,946	4,816	3,131	22,355	16,177	12,809	34,056	14,844	8,226	6,480	9,731
Riverside	3,648	4,382	51,404	2,210	1,675	3,032	9,673	4,859	14,519	7,086	10,809	14,131
Seattle	2,464	3,961	2,605	38,667	3,702	4,578	2,395	2,963	3,783	2,332	2,531	6,262
St. Louis	160,477	5,811	10,660	6,186	2,570	1,977	4,684	2,674	2,525	5,175	1,910	6,156

## APPENDIX V: Twitter Followers (Cumulative)

	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug
archivespres	4,245	4,321	4,380	4,439	4,514	4,611	4,677	4,733	4,815	4,935	5,000	5,149
dferriero	3,466	3,501	3,503	3,533	3,558	3,592	3,631	3,652	3,678	3,712	3,769	3,812
Discovercivwar	6,853	6,877	7,287	7,305	7,314	7,375	7,670	7,880	7,922	7,913	7,897	7,887
DocsTeach	7,771	7,991	8,175	8,310	8,448	8,636	8,866	9,065	9,339	9,813	10,104	10,489
ElectoralCollge	2,322	2,334	2,346	2,363	2,381	2,421	2,473	2,500	2,538	2,578	2,614	2,673
FedRegister	8,854	8,980	9,052	9,144	9,249	9,345	9,446	9,519	9,627	9,733	9,832	10,022

FOIA_Ombuds	261	365	374	400	444	477	541	581	623	693	737	774
NARAMediaLabs	1,329	1,389	1,423	1,463	1,506	1,553	1,593	1,629	1,656	1,702	1,724	1,761
NARA_RecMgmt	5,768	5,826	5,874	5,912	5,952	5,982	6,006	6,047	6,062	6,080	6,086	6,150
SNAC		61	60	60	60	109	112	126	139	144	148	157
Today'sDocument	25,751	26,574	27,101	27,579	28,099	28,609	29,251	29,680	30,187	30,769	31,241	31,949
USNatArchives	80,080	81,909	82,543	84,917	86,651	88,464	90,144	91,112	92,533	94,071	95,363	97,098
ThisisArchives	1,185	1,315	1,467	1,600	2,082	2,396	2,556	2,678	2,809	1,656	3,122	3,288
Bush41library	23,975	24,368	24,707	25,127	25,652	26,158	26,609	26,977	27,553	28,089	28,529	29,074
CarterLibrary	14,230	14,484	14,816	15,648	15,979	16,331	16,797	17,202	17,841	18,712	19,608	20,602
IkeLibrary	8,814	9,197	9,396	9,674	9,899	10,154	10,483	10,712	11,112	11,610	12,080	12,609
FDRLibrary	8,198	8,703	8,932	9,245	9,514	9,835	10,188	10,471	10,952	11,601	12,108	12,728
GWBLibrary	14,590	14,800	14,970	15,124	15,345	15,576	15,921	16,076	16,294	16,887	17,379	17,840
IkeandHarry2012	643	643	646	660	659	659	663	664	661	662	662	665
HooverPresLib				157	220	285	366	432	501	646	794	976
JFKLibrary	35,669	36,023	36,715	37,112	37,498	37,953	38,487	38,909	39,642	40,427	41,097	41,860
LBJLibrary	11,082	11,304	11,531	11,765	11,997	12,263	12,612	12,913	13,469	13,951	14,367	14,926
NixonLibrary				282	389	520	709	796	947	1,160	1,381	1,840
OurPresidents	15,554	16,251	16,699	17,172	17,587	18,083	18,583	18,969	19,508	20,151	20,759	21,432
Reagan_Library	2,130	2,178	2,220	2,408	2,531	2,709	3,216	3,387	3,661	4,070	4,504	5,054
TrumanLibrary	3,822	4,038	4,215	4,424	4,591	4,810	5,086	5,317	5,777	6,292	6,728	7,290
WJCLibrary	78,450	78,958	79,267	79,746	80,591	81,424	81,911	83,143	84,907	86,478	87,938	89,422
ArchivesNYC	13	21	22	28	27	31	49	89	112	132	159	192
atlantaarchives	1,511	1,539	1,568	1,576	1,594	1,605	1,612	1,618	1,615	1,617	1,616	1,625
Boston_archives	292	404	449	519	605	738	816	888	967	1,082	1,170	1,311
KCArchives	1,560	1,605	1,637	1,670	1,700	1,728	1,751	1,777	1,796	1,827	1,853	1,888
CongressArchive	2,695	2,888	3,045	3,256	3,465	3,688	3,808	3,878	4,031	4,233	4,403	4,653
NARAFRC	441	444	446	447	455	461	461	466	466	473	476	747
StLouisArchives	135	135	139	139	142	145	148	154	158	163	163	166
<b>TOTAL</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>	<b>467,836</b>

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

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

## APPENDIX VII: Google+ Followers

	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug
<b>Monthly Followers</b>	8,085	38,228	-558	-1,363	-39,352	-526	-276	-732	-581	-999	-930	-644
<b>Cumulative Followers</b>	346,249	384,477	383,919	382,556	343,042	342,498	342,222	341,490	340,909	339,910	338,980	338,336

## APPENDIX VIII: Pinterest Followers (Cumulative)

	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug
<b>US National Archives</b>	4,696	4,731	4,777	4,848	4,911	4,964	5,028	5,074	5,126	5,225	5,299	5,363
<b>Our Presidents</b>	825	836	835	850	854	867	885	892	898	930	937	945

## APPENDIX IX: Instagram Followers (Cumulative)

	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug
<b>US National Archives</b>	9,320	10,770	12,554	14,477	16,052	17,911	20,183	21,622	23,479	25,494	26,777	28,730
<b>Ike Library</b>	309	316	321	335	361	371	410	431	454	520	592	655
<b>Clinton Library</b>	1,326	1,371	1,439	1,525	1,623	1,719	2,418	2,739	2,857	3,125	3,308	3,565
<b>FDR Library</b>	152	167	216	296	348	396	479	520	558	685	774	882
<b>Bush 41 Library</b>	37	46	51	60	65	75	185	204	223	256	521	689
<b>Nixon Library</b>										3	45	97
<b>Reagan Library</b>					45	54	128	147	175	213	250	314

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

	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug
<b>Channel Views</b>	25,489	26,106	26,252	26,355	26,445	26,597	26,807	26,962	27,160	27,345	27,455	28,112