

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	71,168 Views	40,500 Visitors
Tumblr Blogs	17,390 Views	9,626 Visitors
Facebook	12,857,900 Impressions	3,398,503 Reach
National Archives YouTube Channel	240,338 Views	29,027 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	1,416,013 Views	11,642 Total Contacts
Instagram	--	37,772 Total Followers
Twitter (all NARA feeds)	--	478,623 Total Followers
FourSquare	1,195 New Check-ins	0 New Followers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2016 Views	FY 2015 Views
Archives.gov Blogs	900,871	799,759
Tumblr Blogs	265,823	345,274
Facebook	144,274,204	147,266,835
National Archives YouTube Channel	2,449,503	1,668,093
Flickr (USNatArchives & ArchivesNews)	20,737,950	98,872,250

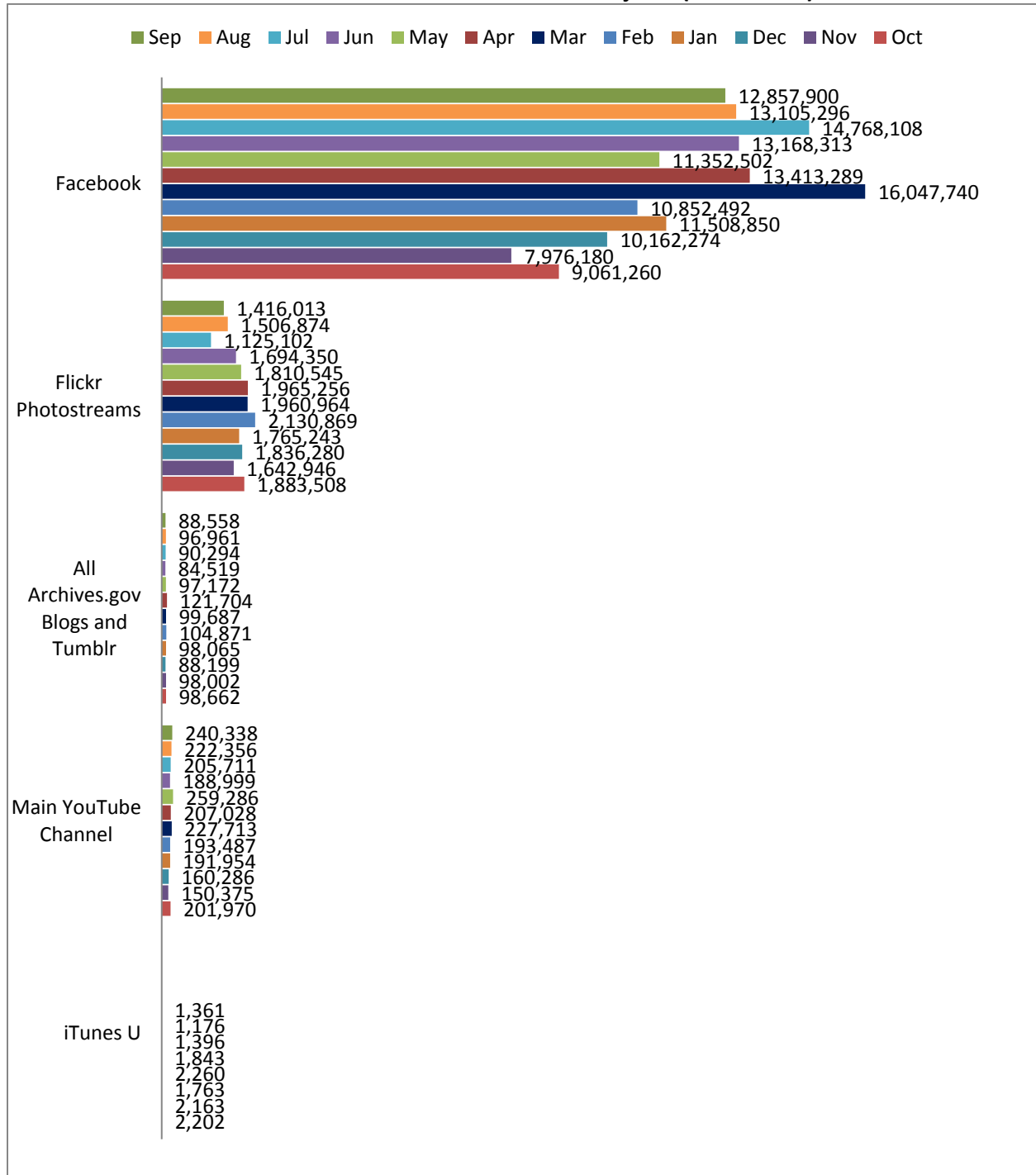
EXTERNAL BLOGS AND TUMBLOGS

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

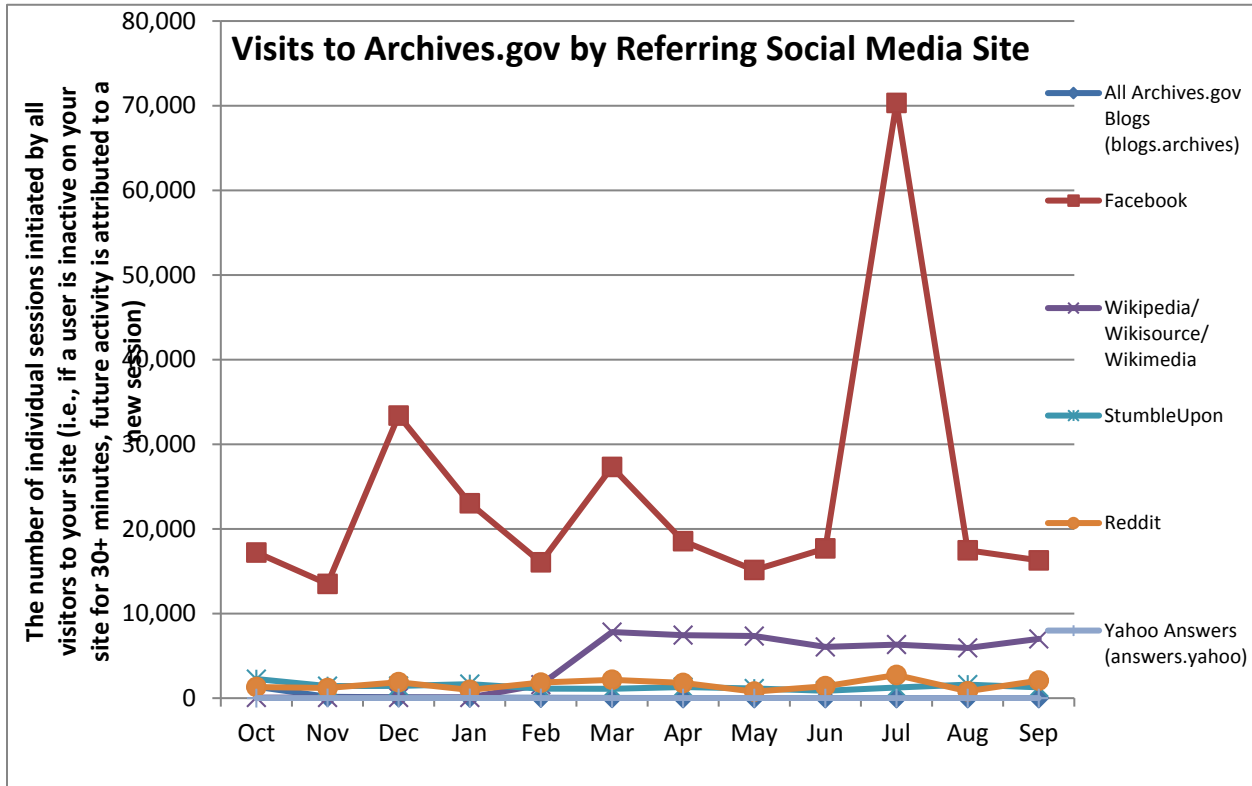
SOCIAL MEDIA TOOLBOX (Tools currently in use)

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

Views: on External Social Media Projects (Per Month)



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

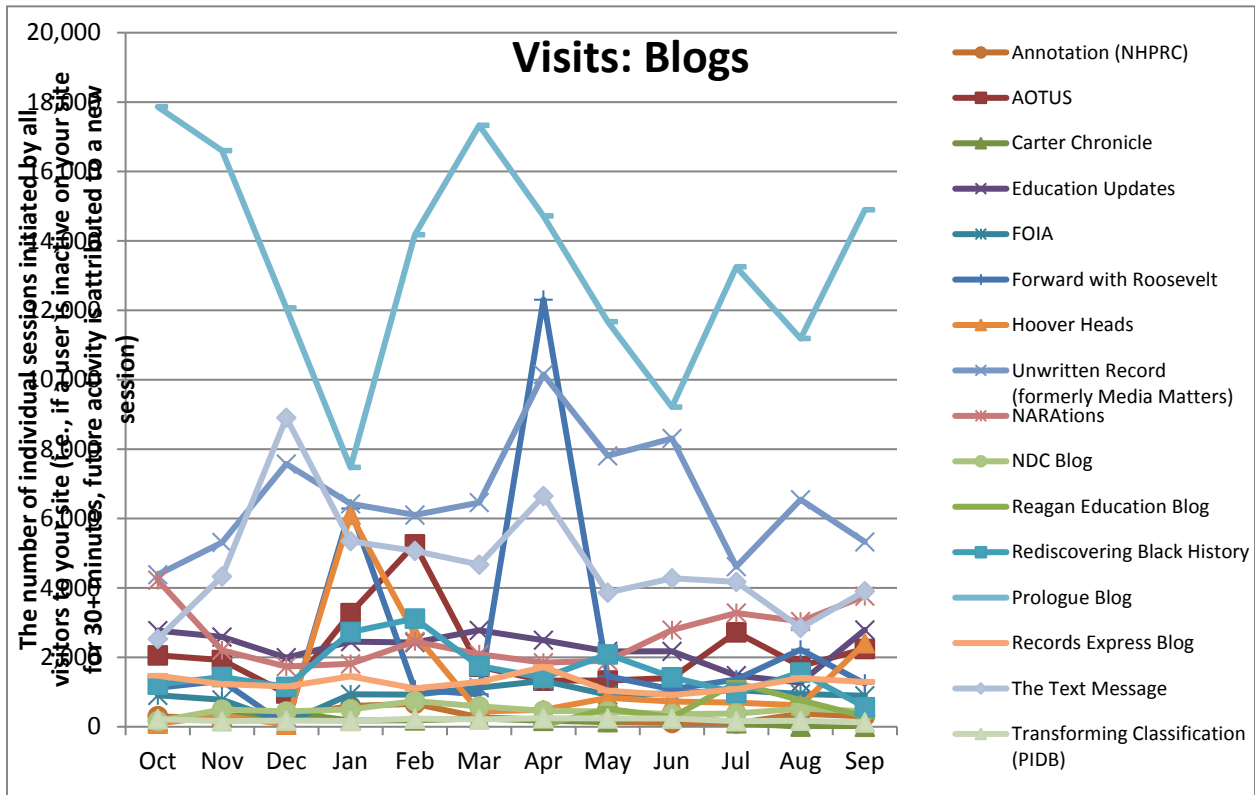


New External Social Media Projects: September Projects

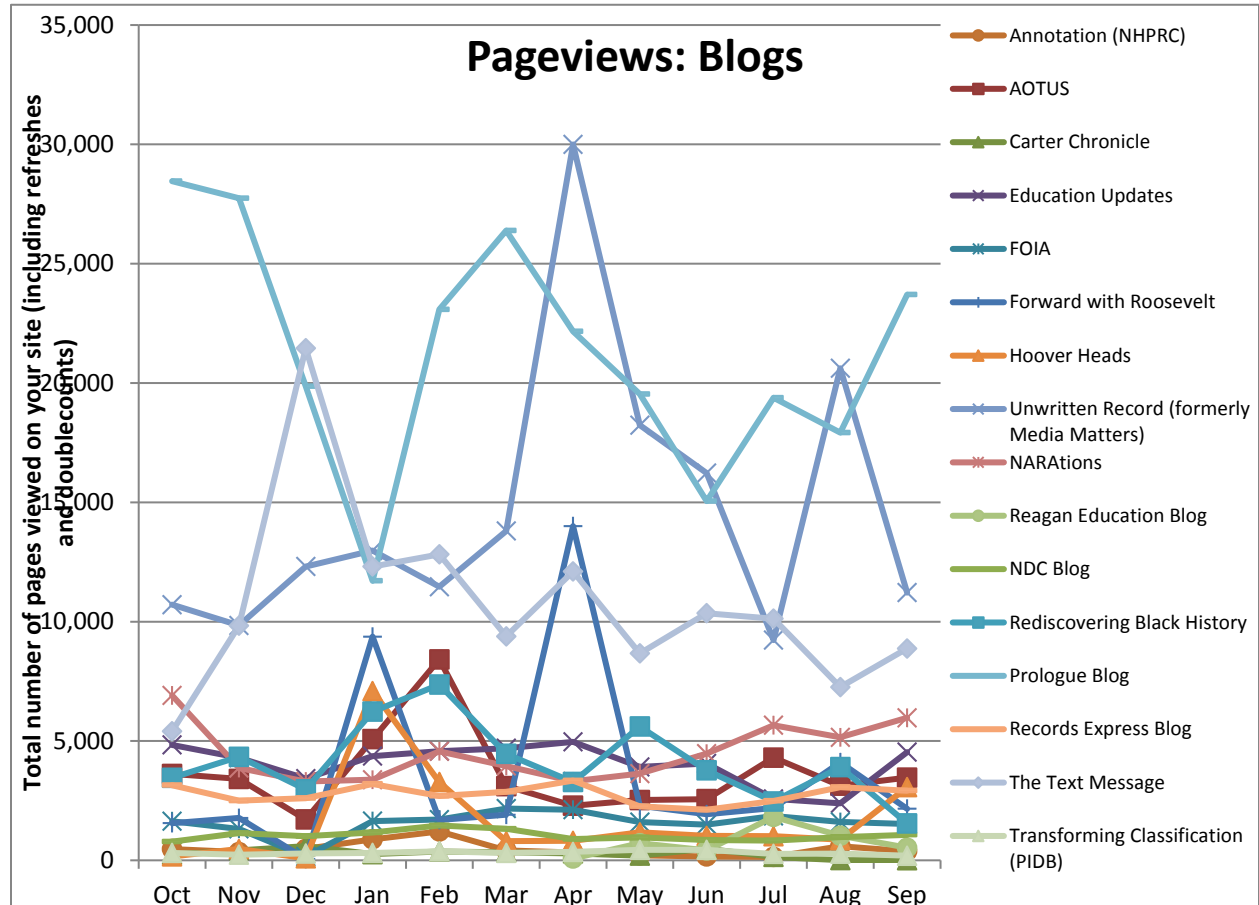
	Qzzr	Facebook	Giphy	Twitter	Pinterest	Tumblr	Blog	YouTube	Instagram
October									
November				3					
December									
January									
February									
March									
April						1	1	1	
May	1								
June					1	1			2
July									
August									
September			1						

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

Blog Visits (Source: Appendix II.A)



Blog Pageviews (Source: Appendix II.B)

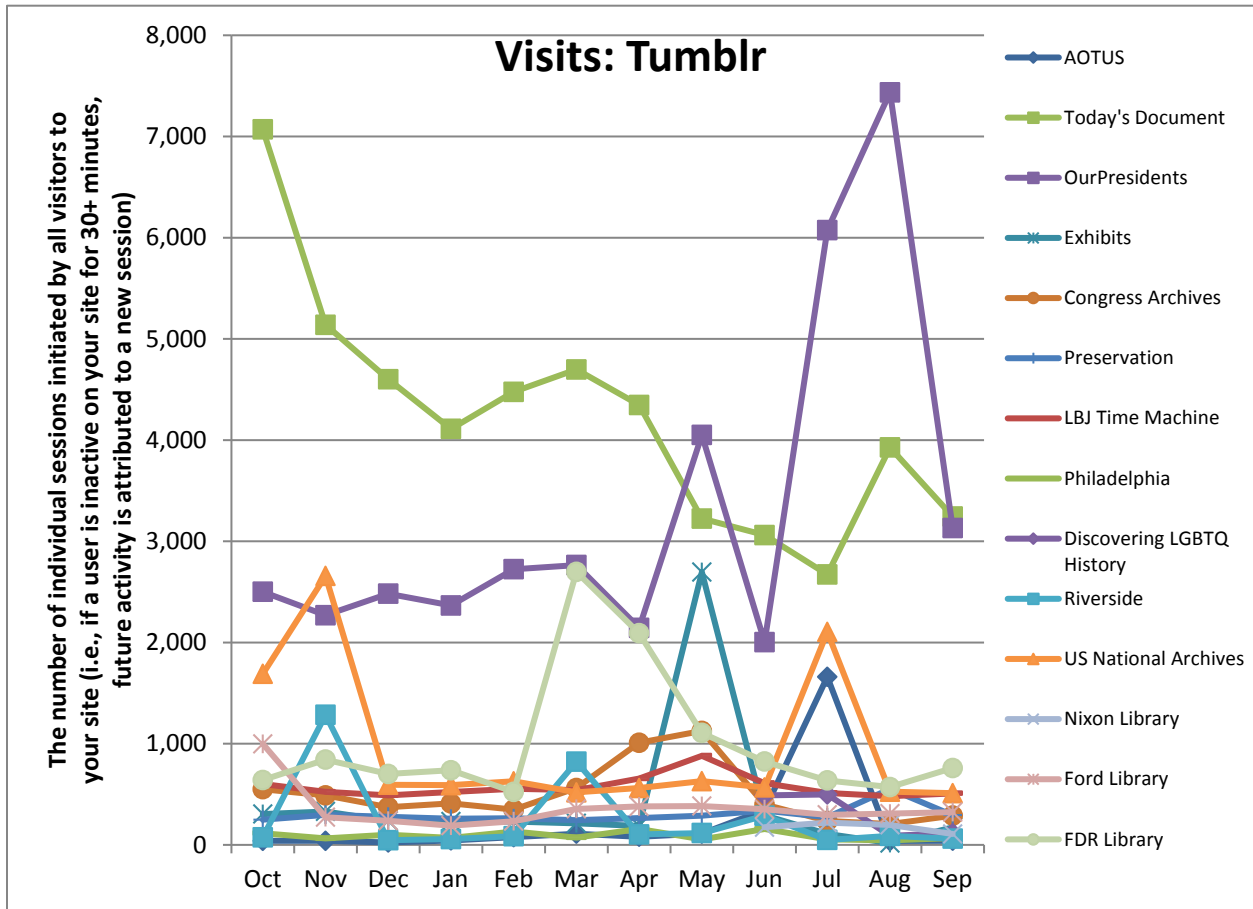


Top 5 Most Viewed Blog Posts in September

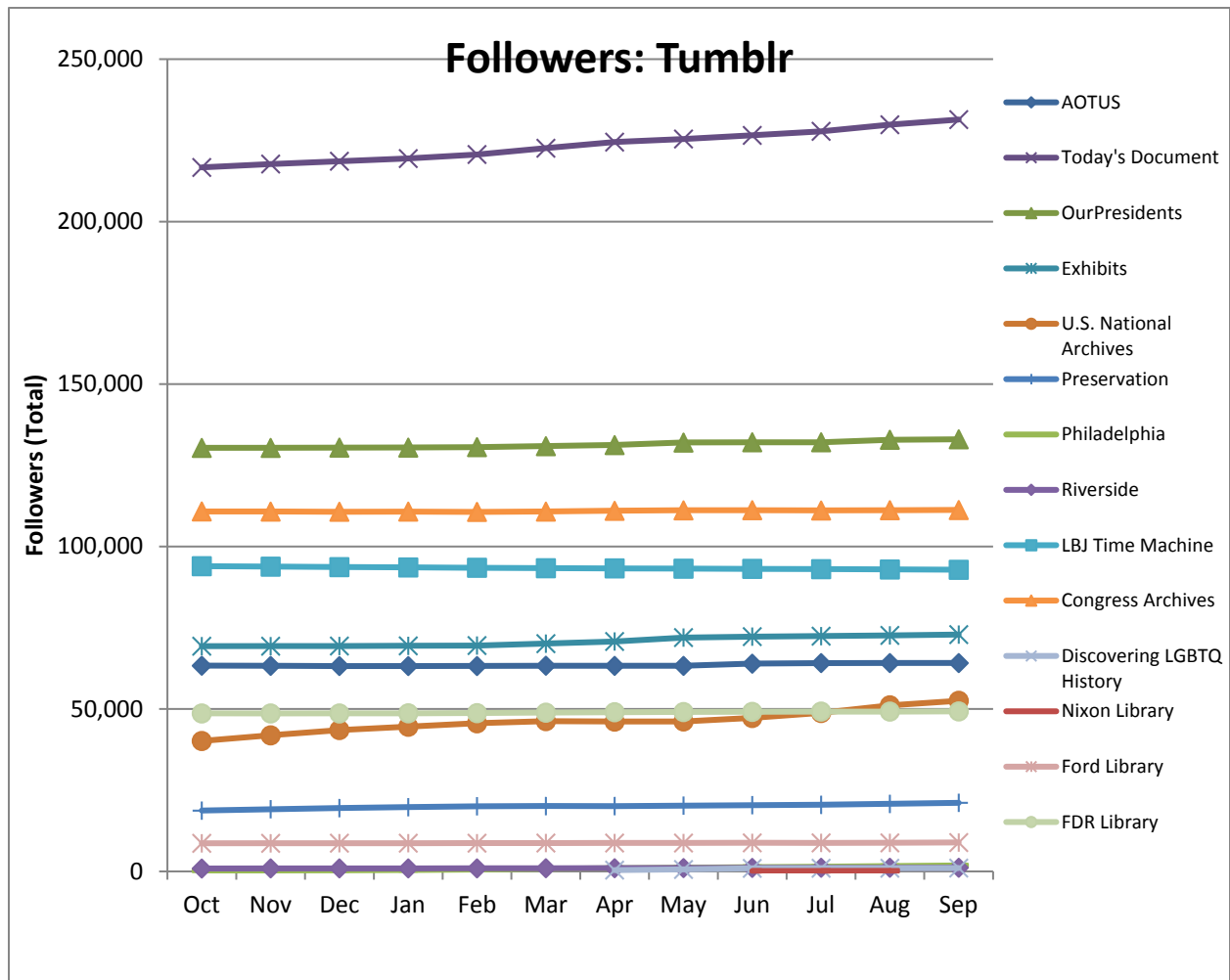
Blog	Pageviews	Post Title
Hoover Heads	1983	The Papers of Rose Lane Wilder
Prologue	890	National Hispanic Heritage Month
Education Updates	854	It's Almost Constitution Day!
Prologue	758	Rare Photo of Lincoln at Gettysburg
Prologue	726	The "Pocket Constitution" makes a comeback

Social Media Tools: Detail View – Tumblr

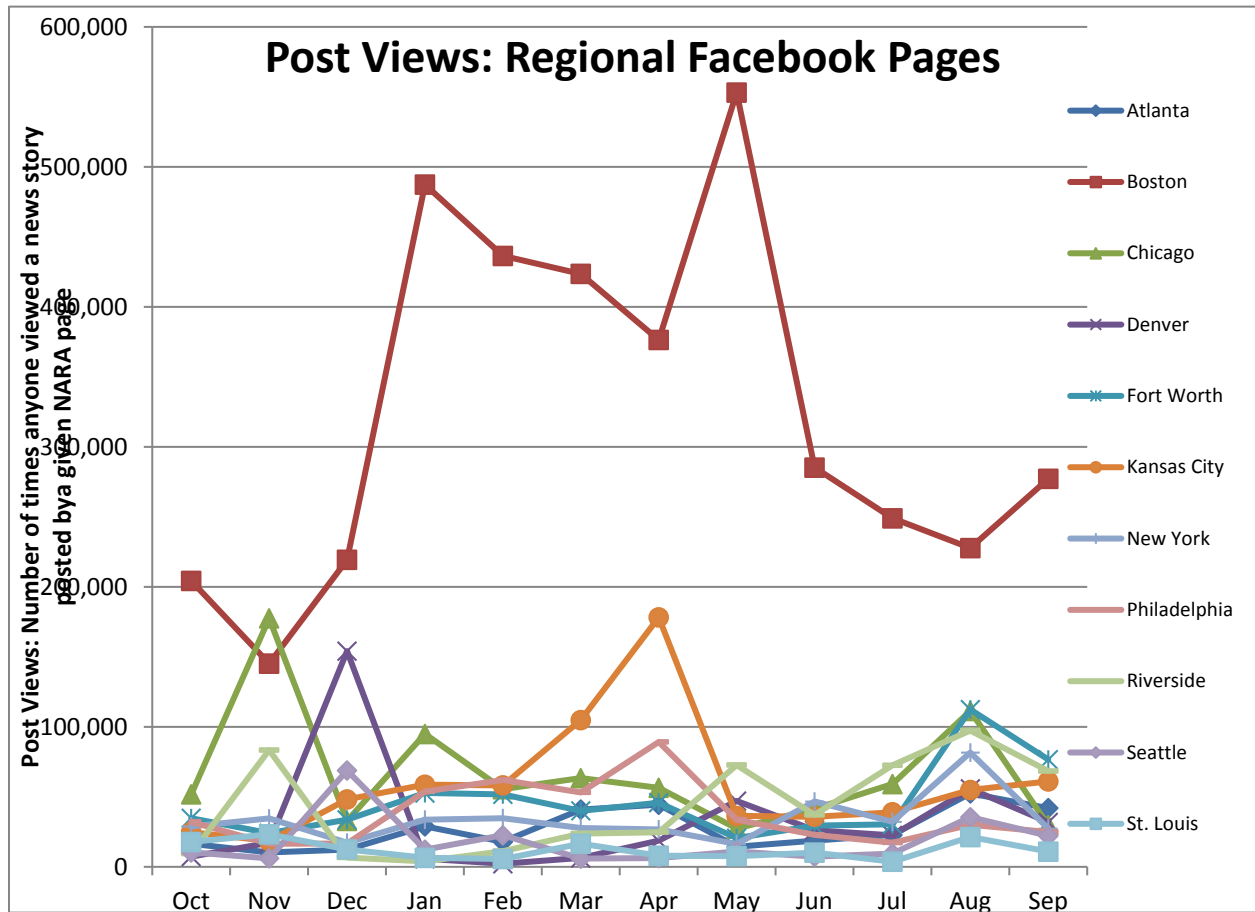
Tumblr Visits



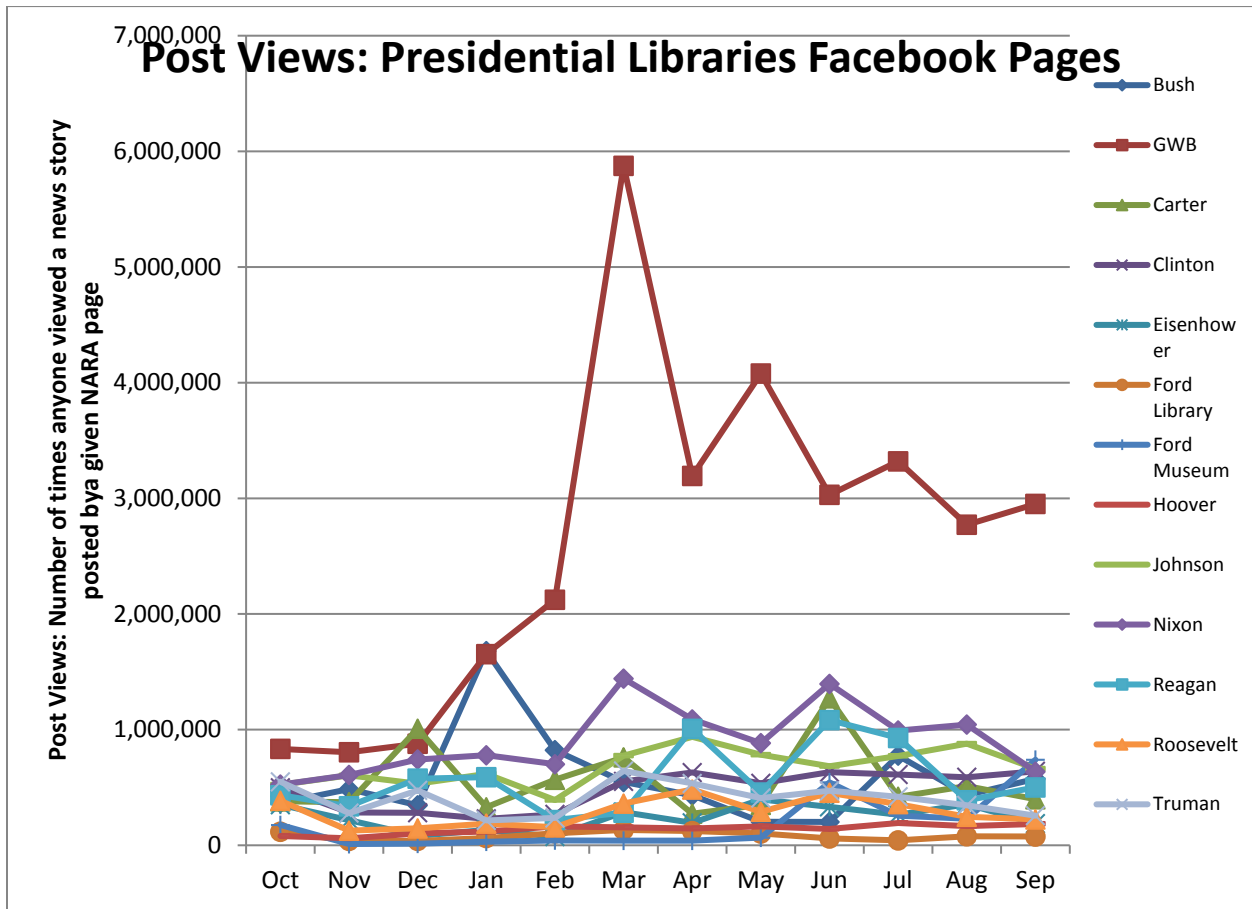
Followers on Tumblr (Source: Appendix IV)



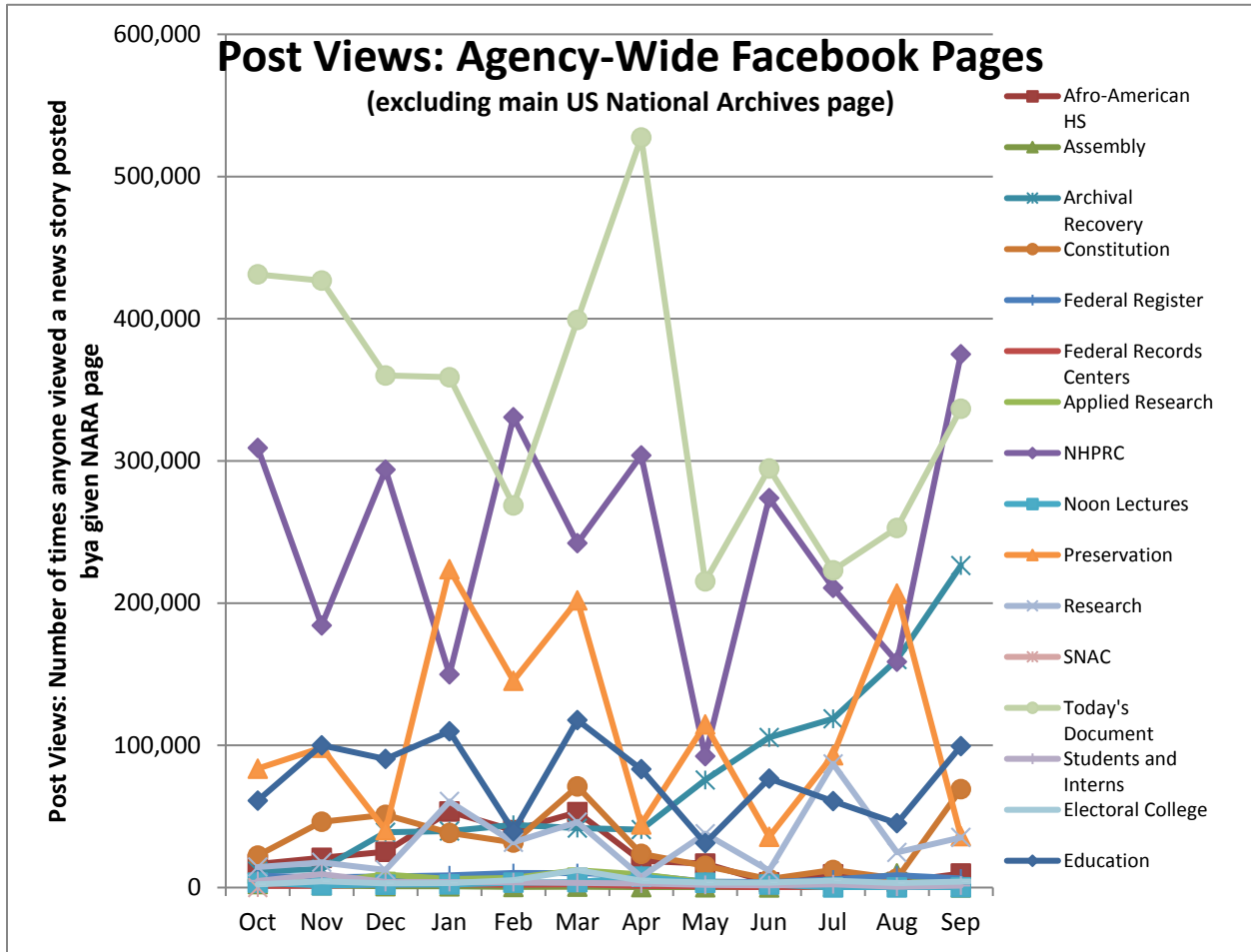
Social Media Tools: Detail View – Facebook
Post Views on Regional Pages (Source: Appendix IV.A)

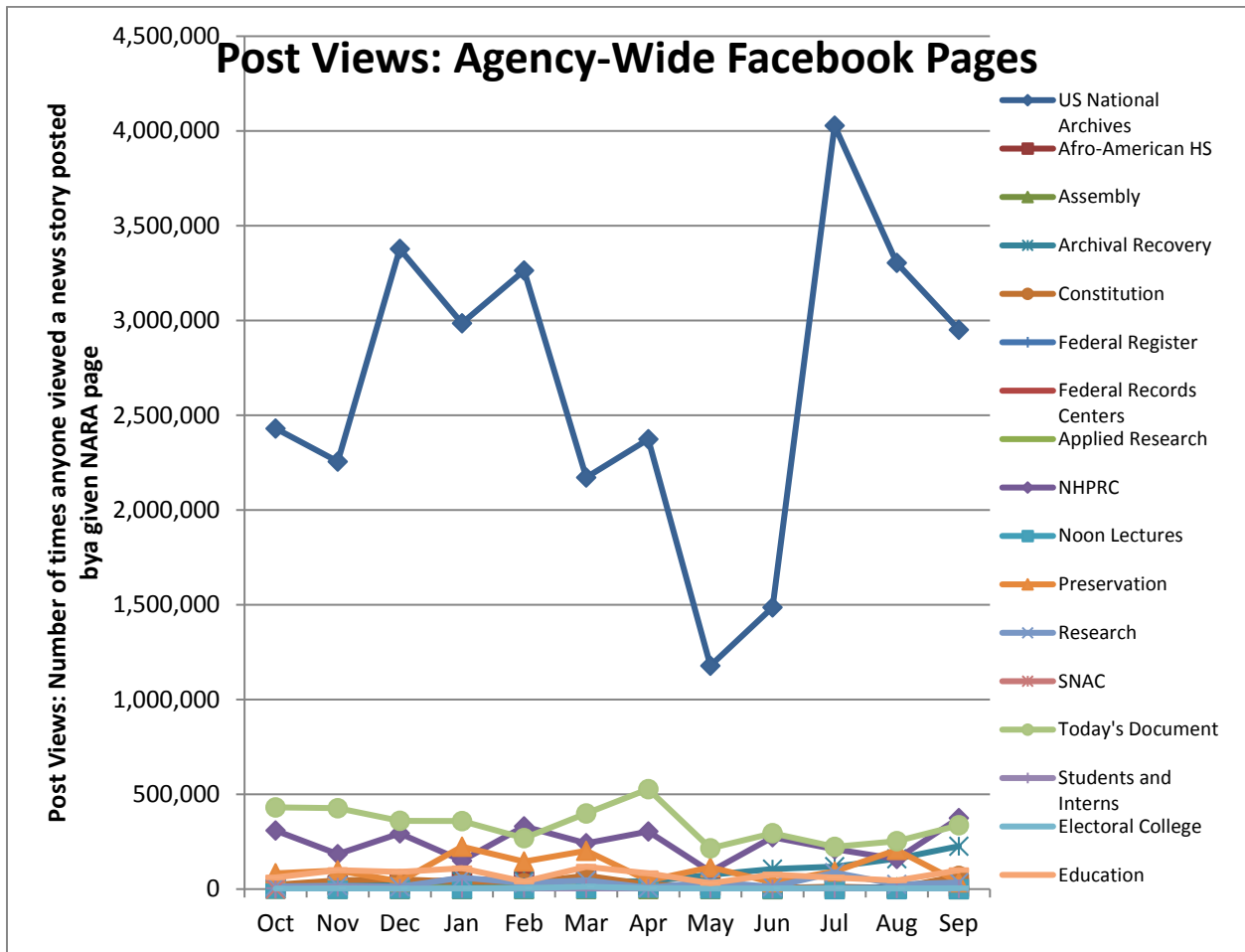


Post Views on Presidential Library Pages (Source: Appendix IV.A)

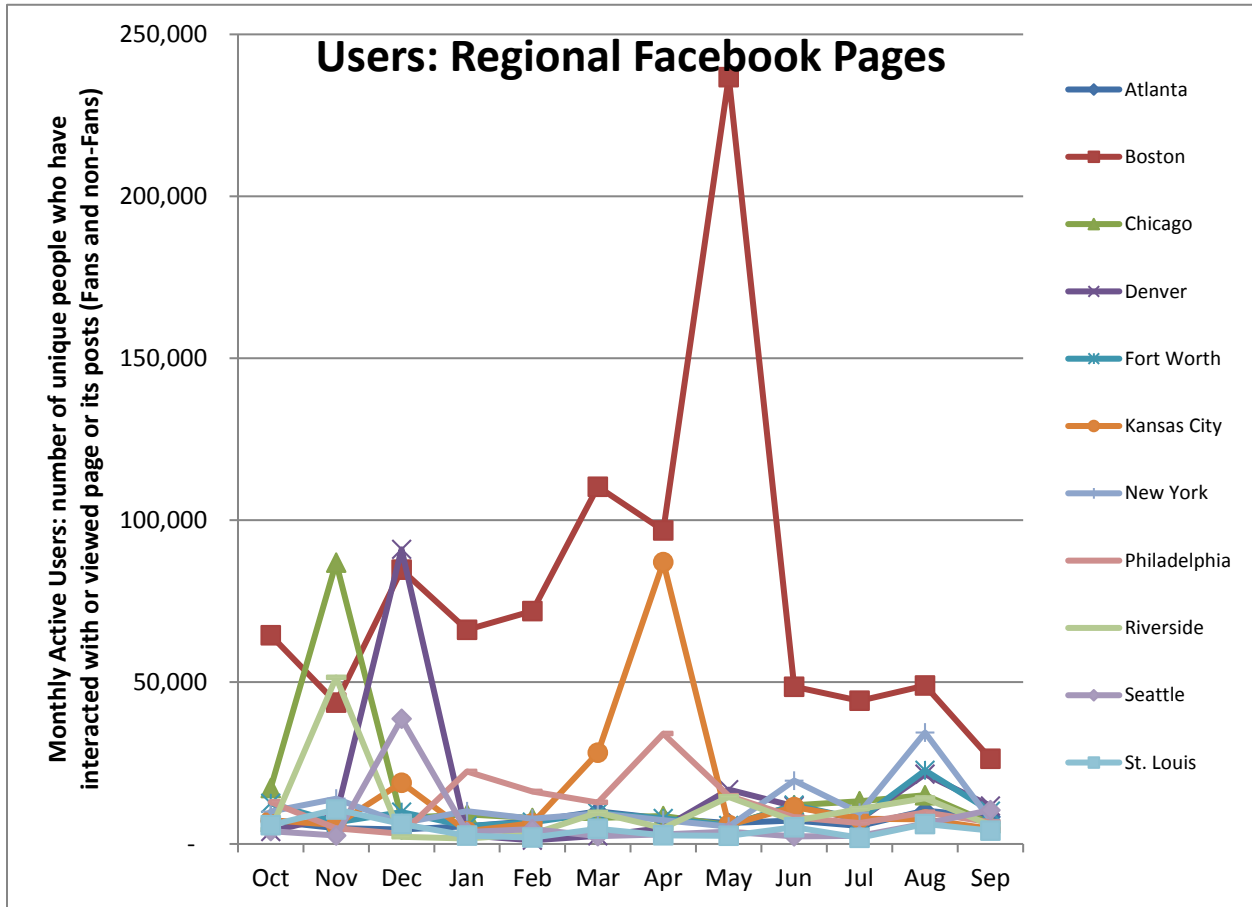


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

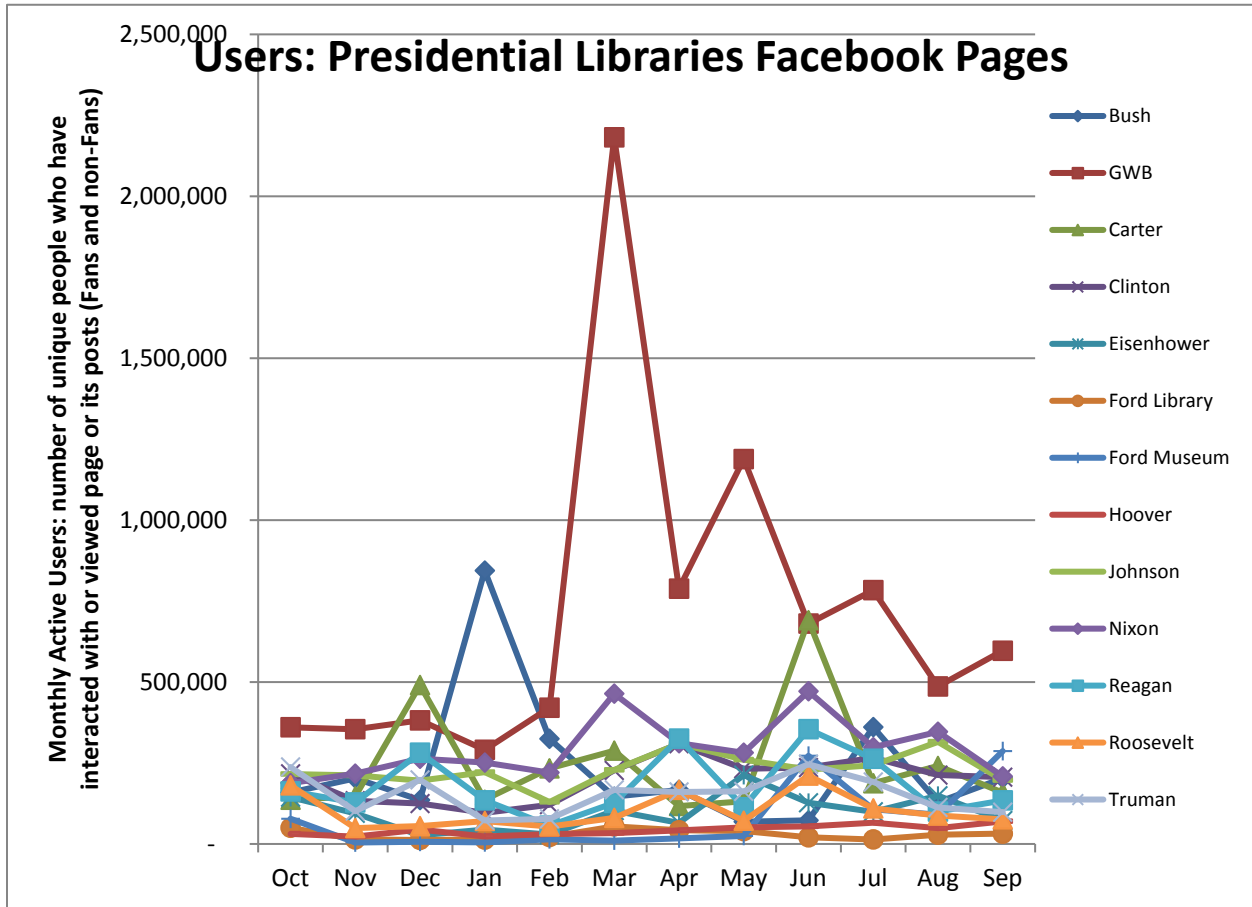




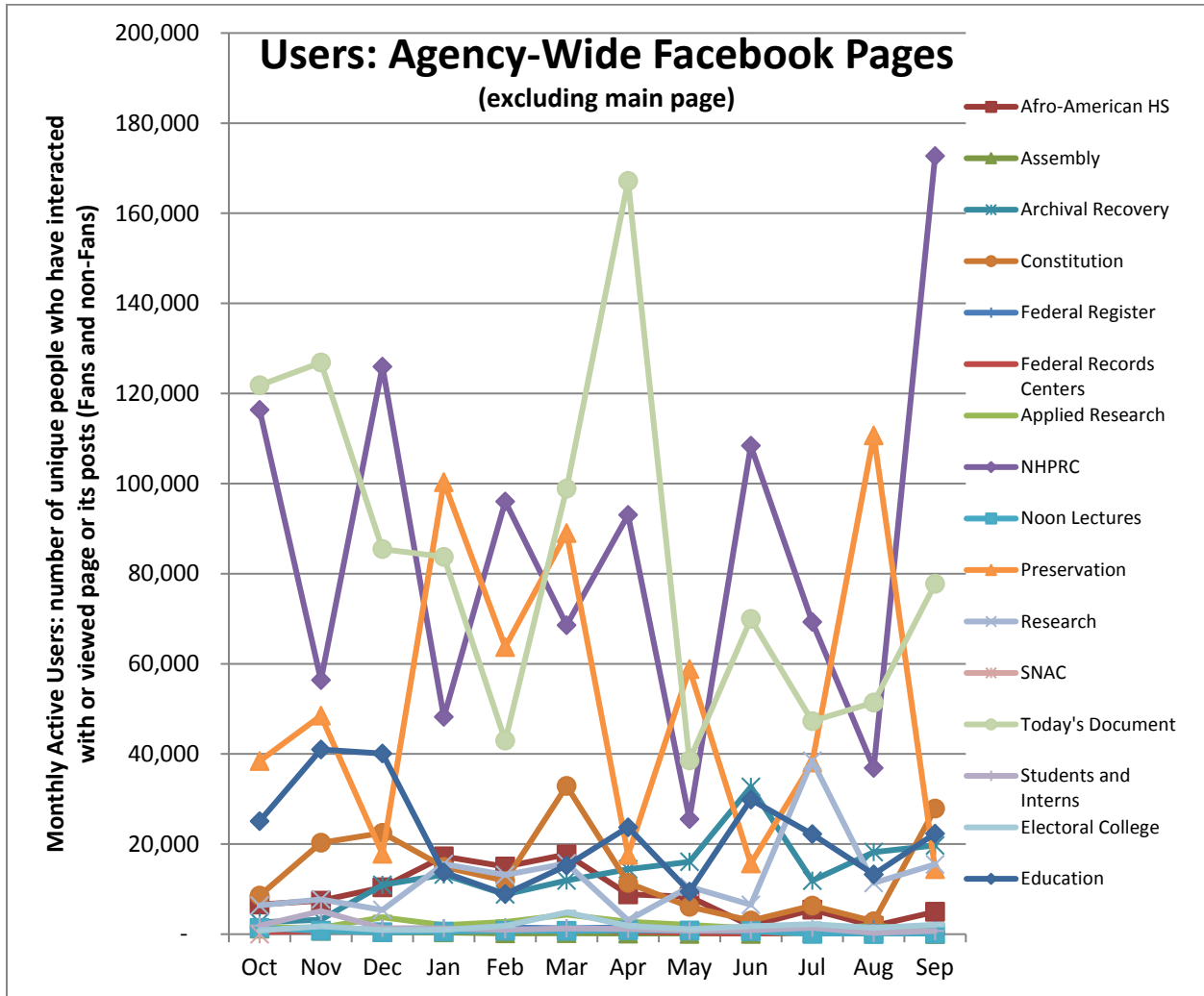
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

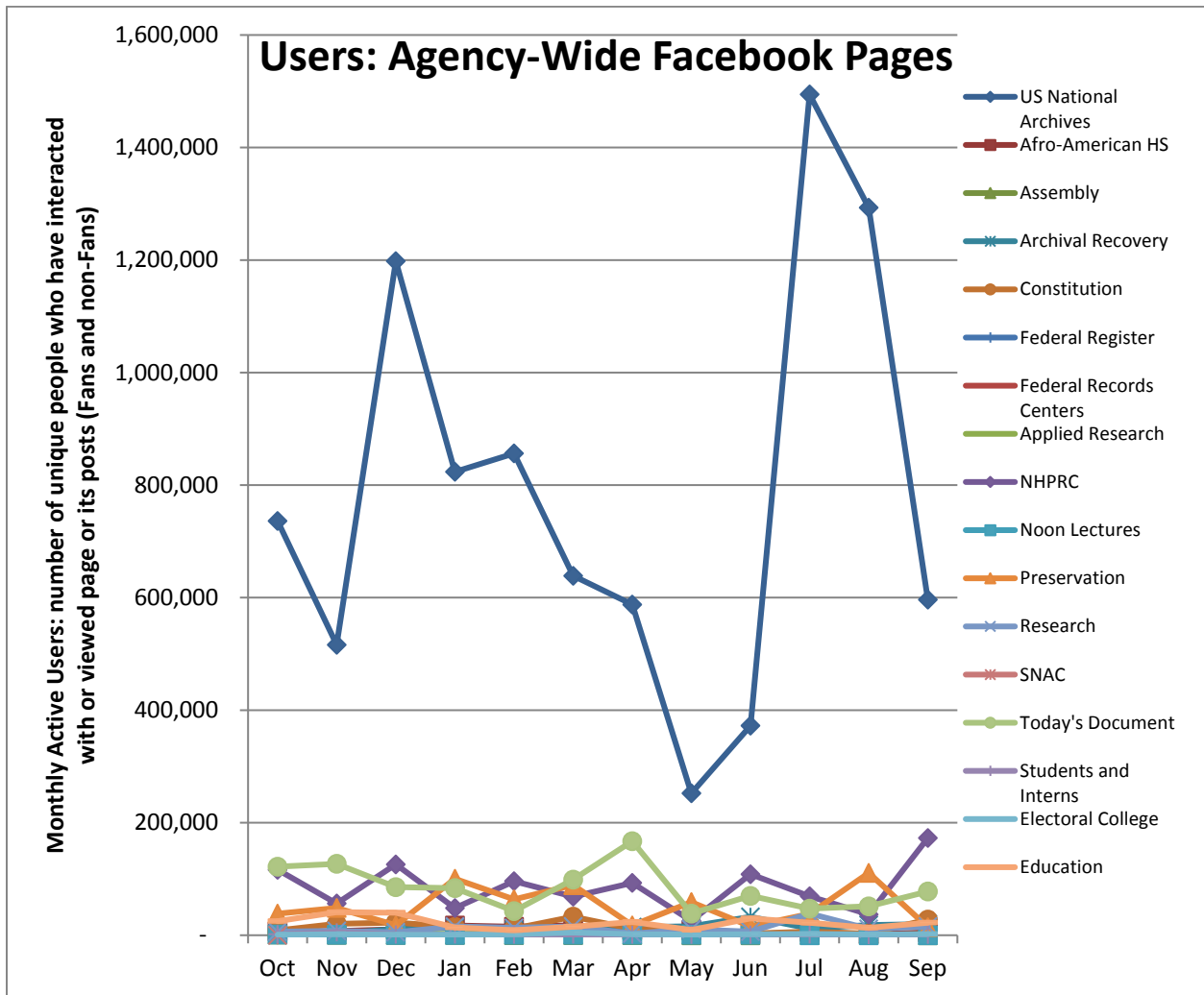


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



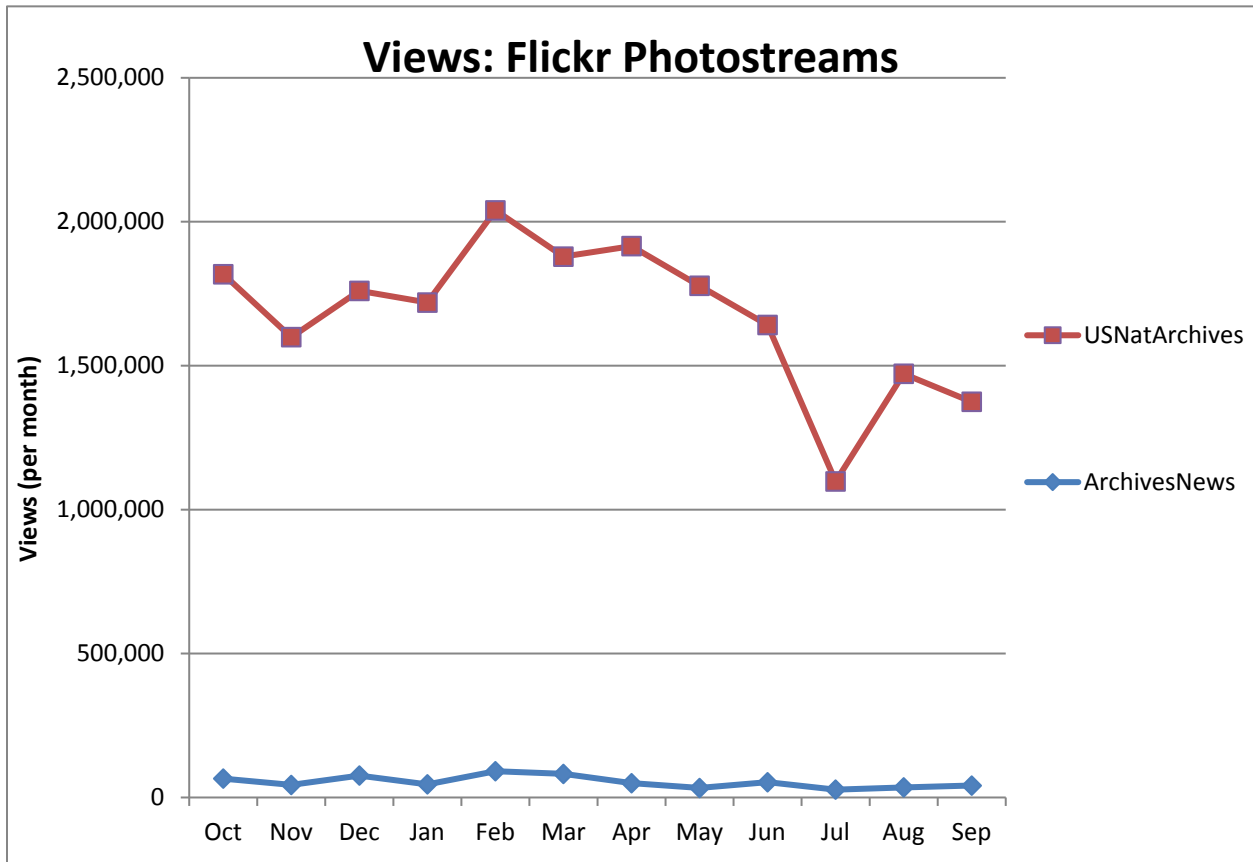
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



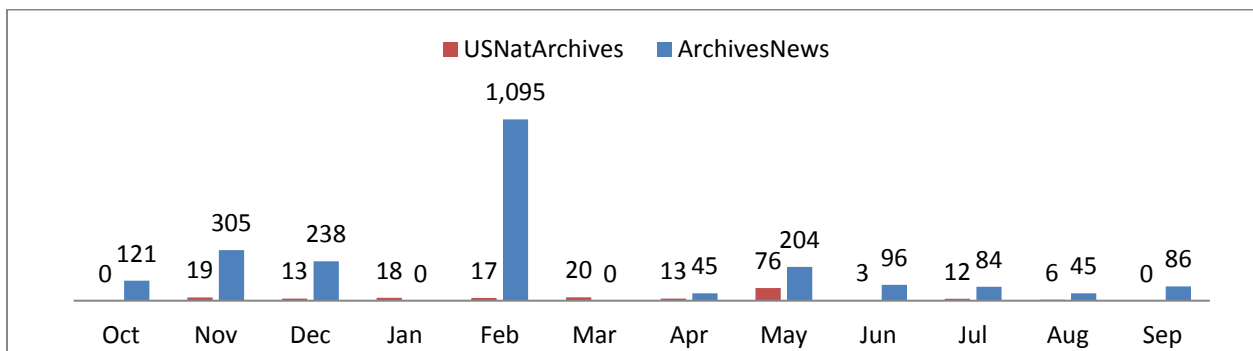


Social Media Tools: Detail View – Flickr

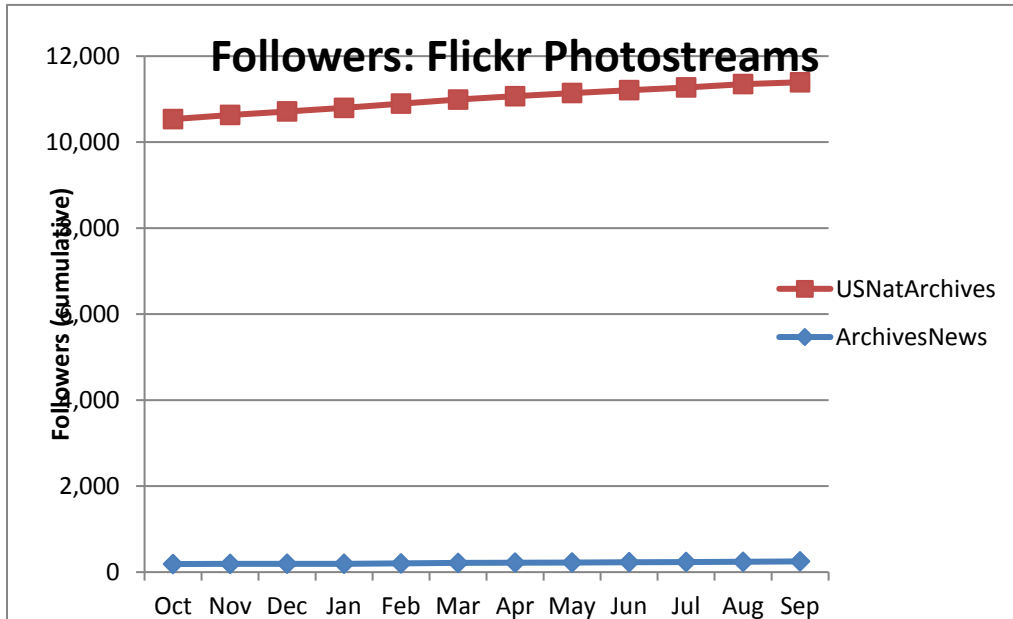
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

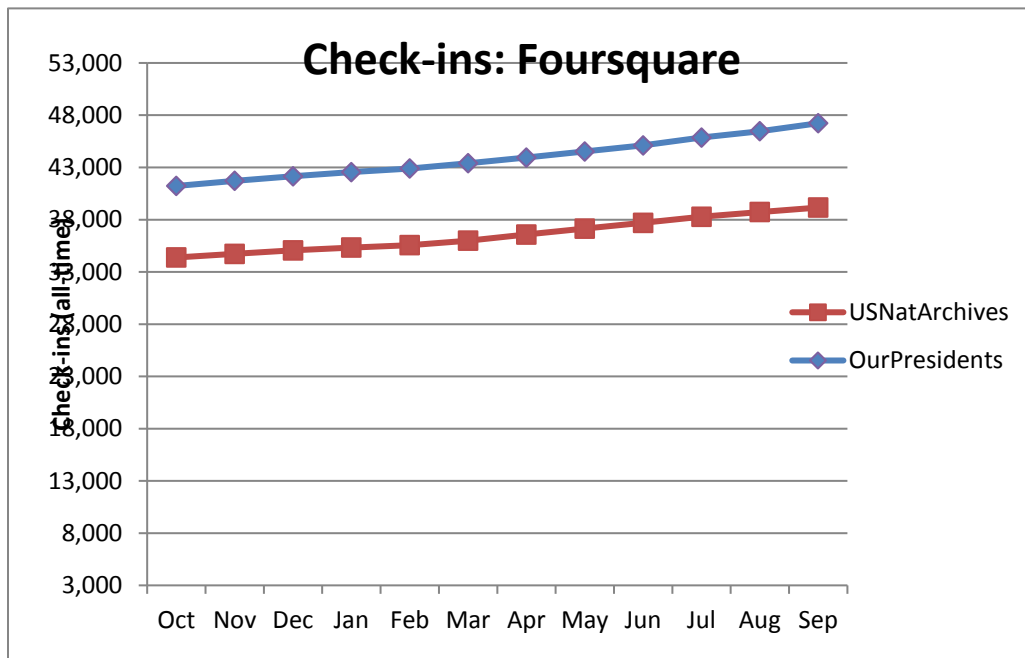


Followers of Photostreams (Cumulative)

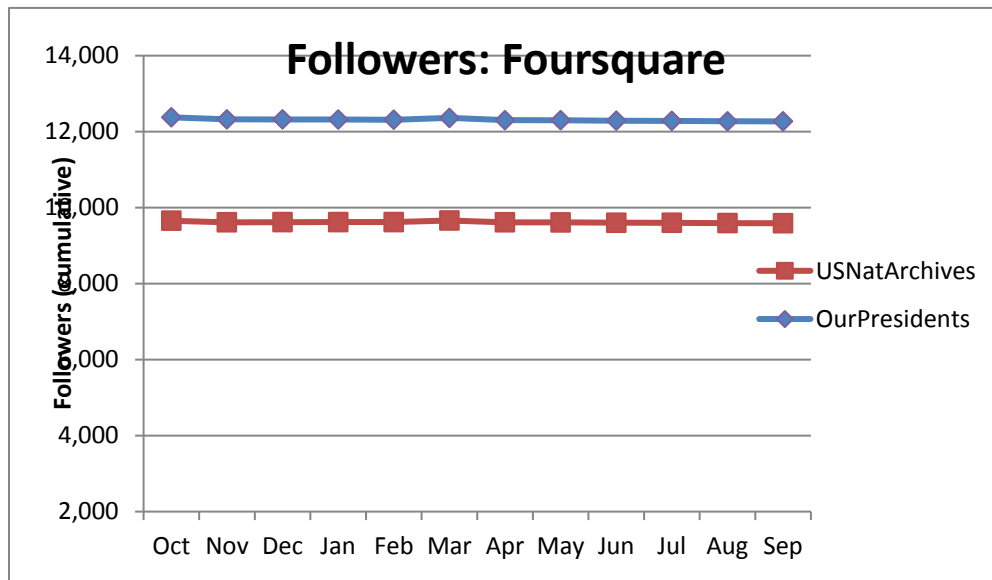


Social Media Tools: Detail View – Foursquare

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

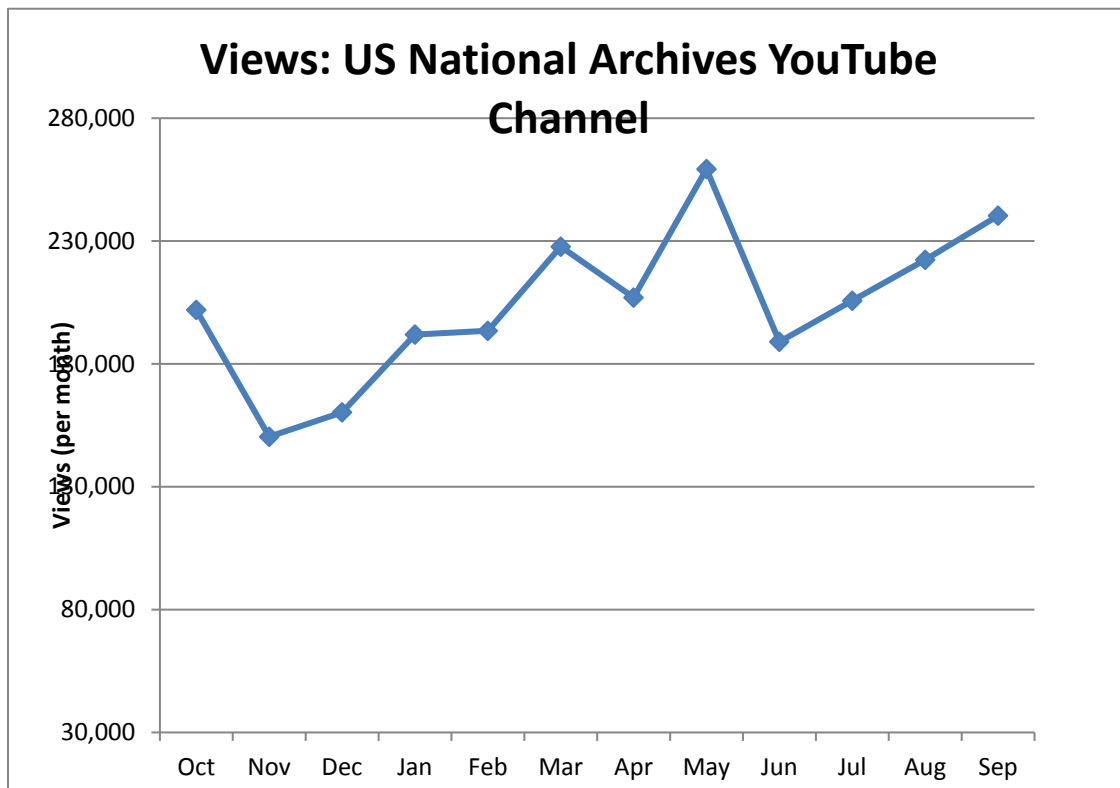


Number of Followers of USNatArchives and OurPresidents (Cumulative)

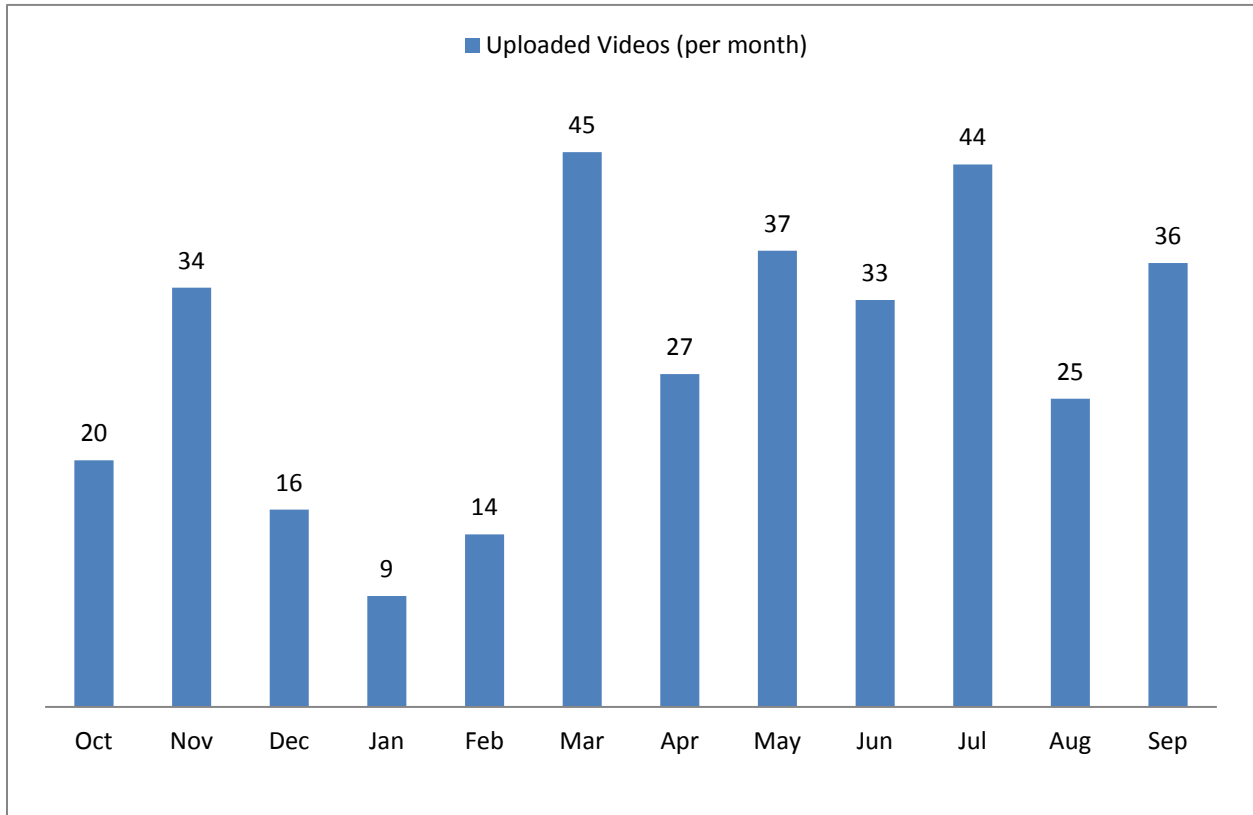


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

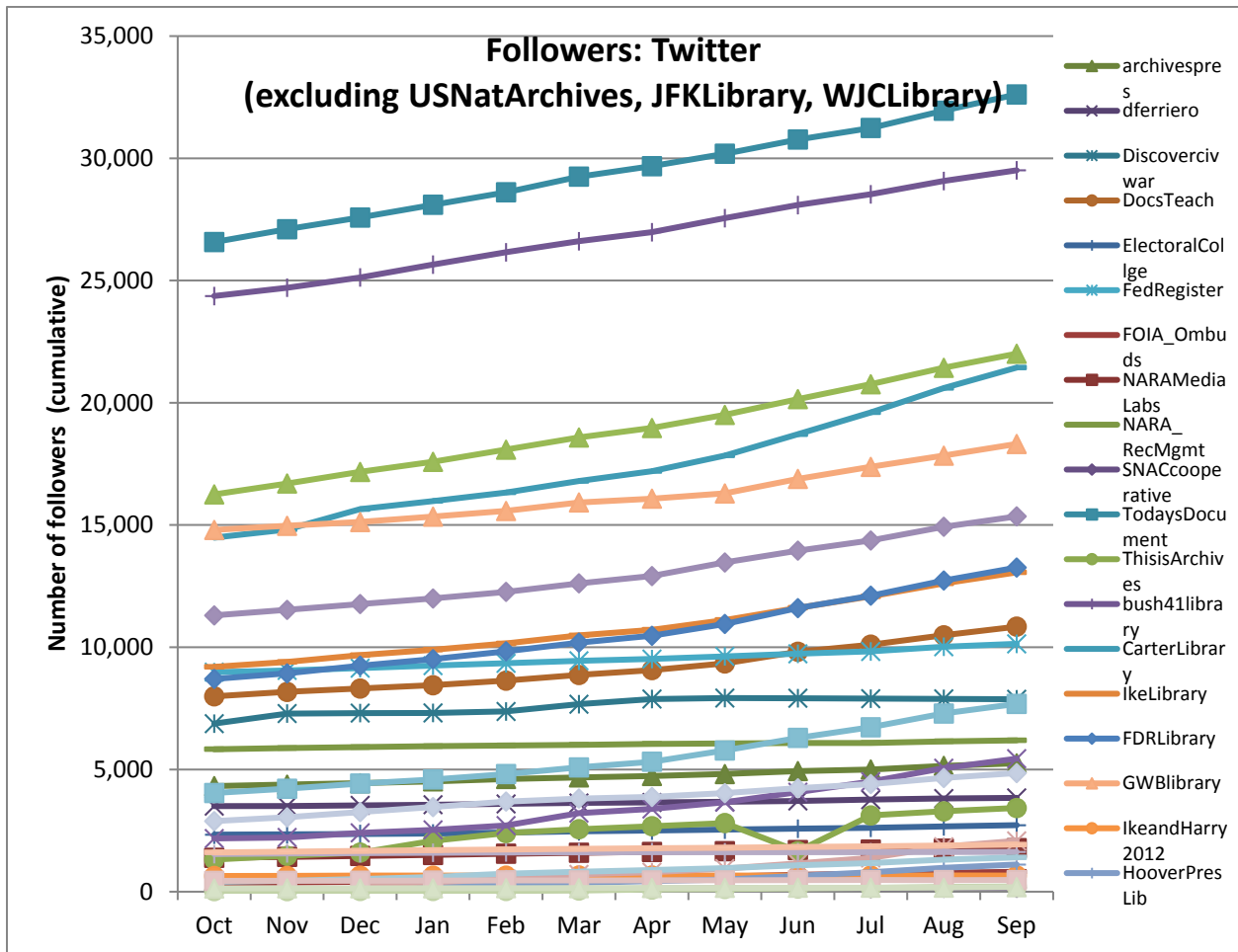


Top 5 Most Viewed Videos for September 2016 on US National Archives Channel

Video Title	Views
The True Glory, 1945 (restored)	14,069
Stories from the Great Depression	11,892
Private Snafu in "Censored.", 1944	10,442
D-Day to Germany, 1944	7,465
The Hawaiian Islands, 1924	7,282

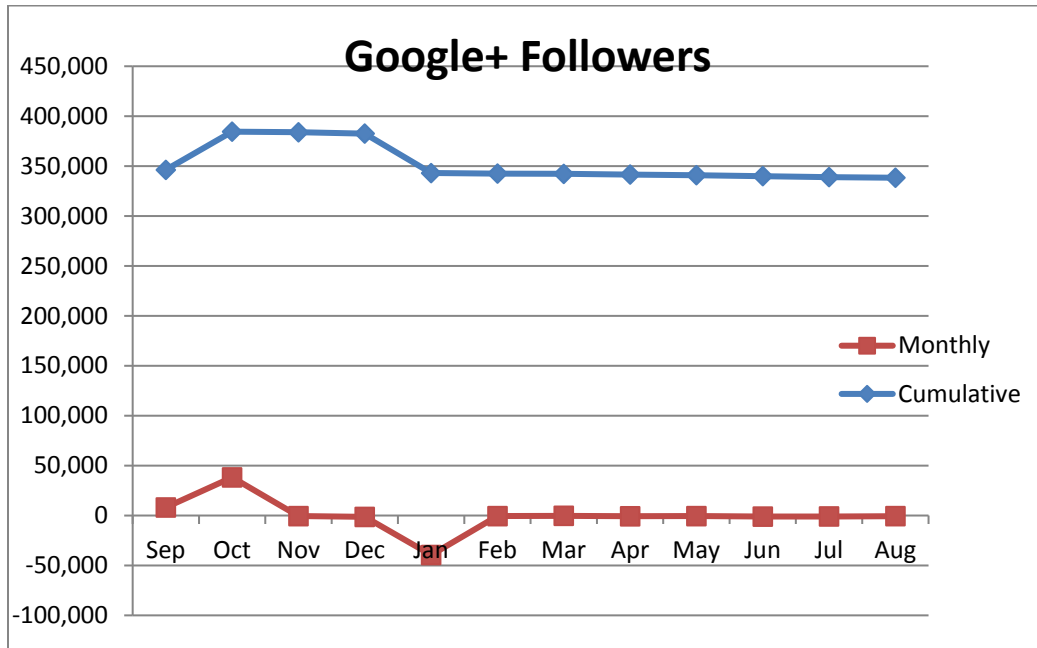
Social Media Tools: Detail View – Twitter

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



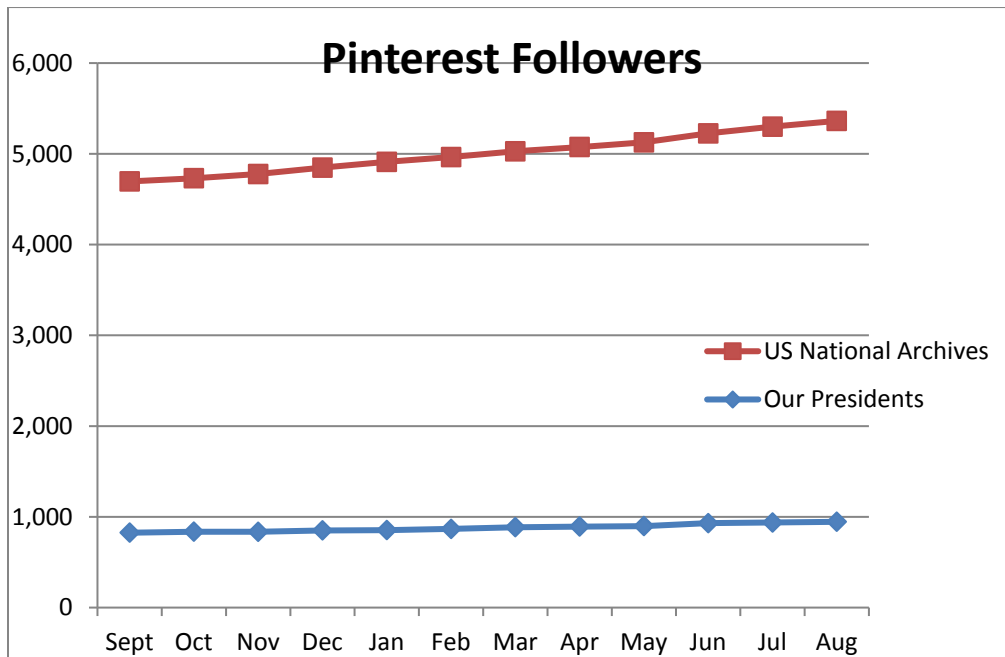
Social Media Tools: Detail View – Google+

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

APPENDIX II.A: Blog Visits

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

	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
Annotation (NHPRC)	305	229	303	599	661	276	203	138	112	100	378	300
AOTUS	2,058	1,923	960	3,274	5,258	1,732	1,330	1,332	1,404	2,723	1,751	2,243
Carter Chronicle	159	284	420	180	187	240	174	137	358	103	6	3
Education Updates	2,772	2,590	1,991	2,452	2,428	2,779	2,494	2,172	2,175	1,475	1,273	2,793
FOIA	907	777	117	933	928	1,125	1,323	921	963	1,061	946	895
Forward with Roosevelt	1,123	1,324	39	6,292	1,072	937	12,307	1,455	1,077	1,365	2,222	1,246
Hoover Heads	91	328	61	6,107	2,672	443	487	833	726	697	617	2,407
Unwritten Record (formerly Media Matters)	4,382	5,312	7,572	6,424	6,102	6,460	10,152	7,809	8,308	4,612	6,545	5,328
NARAtions	4,223	2,204	1,736	1,815	2,457	2,091	1,847	1,901	2,787	3,279	3,036	3,764
NDC Blog	161	497	440	501	739	589	462	440	362	383	525	445
Reagan Library Education							45	517	277	1,265	765	295
Rediscovering Black History	1,214	1,434	1,150	2,729	3,118	1,753	1,410	2,086	1,427	978	1,565	565
Prologue Blog	17,863	16,600	12,065	7,472	14,174	17,329	14,717	11,671	9,210	13,251	11,186	14,893
Records Express Blog	1,468	1,231	1,163	1,450	1,105	1,291	1,719	1,038	917	1,084	1,401	1,291
The Text Message	2,531	309	8,904	5,349	5,068	4,673	6,650	3,867	4,278	4,176	2,852	3,908
Transforming Classification (PIDB)	221	159	181	167	233	211	247	2,369	237	162	176	124
MONTHLY TOTAL	39,478	35,201	37,102	45,744	46,202	41,929	55,567	36,556	34,618	36,714	35,244	40,500

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.

	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
Annotation (NHPRC)	472	348	482	882	1,211	419	331	209	164	143	592	385
AOTUS	3,618	3,411	1,711	5,079	8,420	3,111	2,290	2,528	2,563	4,304	3,128	3,464
Carter Chronicle	241	419	595	262	371	337	290	198	490	144	8	5
Education Updates	4,835	4,299	3,426	4,368	4,573	4,694	4,964	3,915	4,057	2,575	2,388	4,536
FOIA	1,638	1,317	156	1,645	1,708	2,169	2,121	1,600	1,497	1,858	1,609	1,523
Forward with Roosevelt	1,557	1,775	59	9,370	1,692	1,910	14,004	2,290	1,929	2,190	4,105	2,162
Hoover Heads	163	474	87	7,093	3,281	803	818	1,171	1,026	1,011	863	3,067
Unwritten Record (formerly Media Matters)	10,714	9,840	12,311	12,979	11,463	13,799	29,996	18,233	16,226	9,228	20,618	11,218
NARAtions	6,907	3,869	3,303	3,378	4,568	3,950	3,311	3,632	4,472	5,661	5,155	5,972
Reagan Library Education							78	715	415	1,823	1,031	529
NDC Blog	783	1,140	1,011	1,166	1,461	1,319	892	958	855	828	976	1,069
Rediscovering Black History	3,459	4,337	2,973	6,231	7,363	4,460	3,282	5,608	3,769	2,466	3,905	1,547
Prologue Blog	28,458	27,741	19,863	11,711	23,081	26,387	22,164	19,536	15,051	19,382	17,918	23,701
Records Express Blog	3,148	2,500	2,603	3,201	2,699	2,870	3,341	2,260	2,120	2,488	3,065	2,918
The Text Message	5,408	730	21,456	12,311	12,822	9,385	12,104	8,671	10,355	10,127	7,260	8,877
Transforming Classification (PIDB)	310	237	287	310	378	311	354	440	437	271	281	195
MONTHLY TOTAL	71,711	62,437	70,323	79,986	85,091	75,924	100,340	71,964	65,426	64,499	72,902	71,168

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

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept
Annotation (NHPRC)	19	17	15	15	14	14	10	11	16	11	15	13
AOTUS Blog	182	166	124	131	144	122	126	105	77	107	70	65
AOTUS Tumblr	2	3	2	2	3	2	3	2	2	3	2	1
Carter Chronicle	253	215	124	147	170	135	119	100	77	68	44	27
Education Updates	39	44	34	41	46	42	31	36	30	33	32	29
FOIA Ombudsman	25	24	16	17	21	24	19	26	20	12	2	8
Unwritten Record (formerly Media Matters)	45	36	36	35	38	43	34	38	14	18	15	10
NARAtions	142	133	111	100	155	144	157	104	150	129	121	113
NDC Blog	130	96	84	84	65	85	64	58	40	53	34	42
Prologue	354	359	269	150	229	157	163	160	136	129	140	128
Records Express	91	112	83	89	106	107	74	87	63	65	55	48
Rediscovering Black History	30	33	32	37	39	37	25	26	28	27	22	24
Text Message	62	64	58	62	71	63	54	47	44	51	61	45
Today's Document Tumblr	62	66	49	52	58	58	47	45	47	39	36	36
Transforming Classification (PIDB)	268	203	137	173	220	142	137	125	92	95	72	93
MONTHLY TOTAL	1,704	1,571	1,174	1,135	1,379	1,175	1,063	970	836	840	721	682

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.)

	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
Monthly Total (A+P+R)	9,061,260	7,976,180	10,162,274	11,508,850	10,852,492	16,047,740	13,413,289	11,352,502	13,168,313	14,768,108	13,105,296	12,857,900
Agency-Wide Total	3,406,917	3,192,151	4,318,659	4,047,082	4,227,675	3,389,420	3,457,815	1,795,438	2,307,512	4,859,598	4,186,920	4,155,830
US National Archives	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	2,951,220
Afro-American HS	16,560	20,907	25,176	53,464	40,279	52,979	18,785	16,825	3,636	9,327	3,917	9,815
Assembly	2,421	1,621	926	869	429	612	295	158	79	578	9,937	30
Archival Recovery	11,528	13,090	38,860	39,718	44,095	41,816	40,740	75,641	105,513	118,611	160,306	226,435
Constitution	22,444	46,236	51,128	38,430	31,700	71,073	23,671	15,237	5,946	12,352	6,330	69,172
Federal Register	8,375	7,178	7,754	8,595	10,236	10,177	8,794	4,132	3,771	5,732	8,657	6,385
Federal Records Centers	1,178	1,301	2,116	2,390	1,975	2,389	1,109	814	117	807	1,119	289
Applied Research	4,100	3,542	9,076	5,942	6,719	12,137	9,261	3,857	2,151	2,540	652	4,257
NHPRC	309,164	184,331	293,891	149,914	330,707	242,165	303,897	92,299	273,859	210,709	158,717	375,029
Noon Lectures	3,439	1,562	2,001	2,196	3,396	3,814	7,621	3,278	2,140	85	48	124
Preservation	83,591	98,349	40,333	223,827	145,426	201,969	44,392	114,695	35,649	93,012	206,818	36,153
Research	14,398	17,675	12,393	60,528	31,797	46,027	7,506	37,844	11,962	87,002	24,700	35,247
SNAC												
Today's Document	431,209	426,829	360,083	358,887	268,697	399,160	527,448	215,349	294,613	223,076	252,862	336,687
Students and Interns	4,672	9,422	3,922	3,860	3,749	3,311	2,781	1,867	1,620	2,295	569	1,368
Electoral College	2,245	4,357	2,949	3,178	5,222	12,259	4,837	3,444	3,462	4,828	3,112	4,177
Education	61,128	100,031	90,423	109,866	39,546	117,786	83,239	31,219	76,636	60,738	45,221	99,442
Presidential Total	5,216,460	4,227,651	5,221,368	6,623,233	5,866,607	11,852,111	9,080,661	8,717,087	10,300,056	9,350,560	8,037,869	8,030,014
Bush	365,601	485,134	345,534	1,678,314	822,004	547,733	431,223	203,154	202,047	775,298	434,768	574,350
GWB	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	2,951,220
Carter	380,254	372,429	1,007,787	329,320	567,260	759,768	273,203	349,640	1,270,498	419,435	512,661	398,437
Clinton	497,630	283,466	281,622	228,633	267,141	552,392	629,270	536,590	631,902	611,740	588,128	639,439
Eisenhower	350,511	217,085	81,246	133,401	74,971	286,910	194,252	396,330	332,755	264,575	354,212	187,969
Ford Library	117,182	38,836	38,018	62,415	103,680	132,765	123,132	102,089	59,053	42,643	77,841	75,764

Ford Museum	175,810	11,146	13,867	31,041	41,900	40,241	39,988	66,343	544,346	256,317	229,395	739,488
Hoover	80,835	60,468	102,841	119,012	163,612	155,506	145,741	163,501	141,485	192,664	166,226	184,554
Johnson	523,437	604,593	533,062	617,701	391,319	774,611	937,542	782,826	683,845	772,247	878,130	662,159
Nixon	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	635,891
Reagan	433,107	337,350	576,023	589,292	218,505	281,811	1,006,537	456,336	1,082,482	927,866	389,154	500,821
Roosevelt	384,979	126,894	146,268	187,265	156,288	361,050	482,541	289,817	453,921	355,984	246,554	223,834
Truman	549,305	278,247	474,683	214,986	236,240	642,677	535,353	408,778	471,770	419,636	345,504	256,088
Regional Total	437,883	556,378	622,247	838,535	758,210	806,209	874,813	839,977	560,745	557,950	880,507	672,056
Atlanta	16,436	10,294	12,347	28,893	17,885	40,901	44,397	14,356	18,710	22,803	52,439	41,943
Boston	204,307	145,179	219,300	487,367	436,440	423,569	376,373	553,075	285,235	248,979	227,752	277,154
Chicago	51,790	177,469	32,868	94,945	55,517	63,398	56,445	27,372	41,442	59,129	111,358	29,806
Denver	7,329	17,197	154,092	5,780	2,213	6,336	18,706	47,056	26,147	22,517	55,791	31,803
Fort Worth	34,769	24,063	33,635	52,737	51,770	40,012	45,851	20,543	29,406	30,427	112,397	76,637
Kansas City	24,803	18,419	48,153	58,665	58,199	104,890	178,213	36,391	35,779	39,001	54,935	61,047
New York	28,874	34,560	17,238	33,690	34,755	27,739	26,719	16,337	46,698	32,174	81,612	27,349
Philadelphia	32,101	16,496	16,674	53,815	62,026	53,154	89,192	33,632	22,814	17,271	30,056	24,872
Riverside	9,370	83,391	6,643	3,905	11,185	23,779	24,711	72,664	37,064	72,512	97,358	68,383
Seattle	10,345	6,084	68,854	12,307	22,593	5,907	6,244	10,909	7,255	9,509	35,500	22,122
St. Louis	17,759	23,226	12,443	6,431	5,627	16,524	7,962	7,642	10,195	3,628	21,309	10,940

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.)

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept
Monthly Total (A+P+R)	3,380,508	2,759,174	4,015,484	3,474,852	2,992,847	5,320,979	4,022,864	3,589,138	4,457,420	4,847,260	4,089,666	3,398,503
Agency-Wide Total	1,070,694	839,201	1,525,630	1,137,934	1,125,504	1,002,669	935,800	431,483	645,878	1,740,095	1,545,579	957,696
US National Archives	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	596,571
Afro-American HS	6,582	7,438	10,398	17,250	15,002	17,712	8,833	8,303	1,852	5,432	1,820	4,969
Assembly	1,209	744	444	395	175	218	133	55	38	324	2,141	13
Archival Recovery	2,627	3,211	10,931	13,228	8,828	11,909	14,426	16,059	32,689	11,867	18,203	19,700
Constitution	8,543	20,287	22,477	14,906	11,840	32,887	11,388	6,071	3,023	6,327	2,851	27,874
Federal Register	1,402	1,059	1,191	1,303	1,505	1,316	1,518	801	756	932	1,086	918
Federal Records Centers	497	667	1,038	912	753	1,202	540	322	54	438	580	181
Applied Research	1,518	1,450	3,708	2,001	2,689	4,340	2,765	2,055	1,299	1,382	413	1,910
NHPRC	116,370	56,385	125,975	48,213	96,030	68,582	93,046	25,532	108,402	69,292	36,884	172,713
Noon Lectures	1,384	764	426	569	764	727	873	791	657	55	27	72
Preservation	38,417	48,495	17,825	100,335	63,739	89,038	17,570	58,858	15,687	38,085	110,708	14,412
Research	6,372	7,732	5,367	15,561	13,145	15,710	3,063	10,513	6,510	38,501	11,358	15,490
SNAC												
Today's Document	121,831	126,872	85,461	83,732	42,961	98,903	167,156	38,560	69,968	47,283	51,401	77,754
Students and Interns	1,892	5,123	1,347	1,264	1,008	1,269	1,173	783	895	1,398	293	713
Electoral College	825	1,732	915	950	1,842	4,816	1,857	1,091	1,758	2,225	1,408	2,082
Education	25,075	40,978	40,094	13,724	8,897	15,228	23,717	9,454	29,871	22,199	13,281	22,324
Presidential Total	2,160,220	1,679,824	2,216,325	2,203,682	1,732,505	4,110,705	2,822,097	2,839,269	3,666,353	2,989,845	2,347,304	2,338,664
Bush	159,163	202,546	135,624	843,844	324,495	146,131	167,126	68,696	72,833	360,795	128,892	203,033
GWB	360,159	354,331	381,619	290,601	420,830	2,181,743	788,354	1,188,426	680,426	783,508	486,416	596,571
Carter	136,443	146,925	490,684	136,681	233,420	288,153	117,003	131,823	690,719	187,448	240,843	158,336
Clinton	216,592	133,328	124,643	96,101	120,980	226,971	309,646	232,172	236,016	266,341	212,767	206,179
Eisenhower	144,623	94,366	26,775	44,146	28,819	102,682	65,027	212,675	127,302	99,377	149,034	72,080
Ford Library	49,809	14,031	12,315	13,683	21,470	54,279	42,347	39,898	20,493	13,845	28,571	31,886

Ford Museum	77,939	4,391	6,589	4,827	14,271	10,503	17,056	24,771	272,166	107,265	90,247	286,632
Hoover	31,209	22,736	44,440	23,205	30,645	33,650	41,786	51,436	54,119	65,496	48,656	69,707
Johnson	215,709	211,719	195,765	221,541	129,501	228,432	309,613	260,256	229,477	243,174	315,179	196,901
Nixon	187,740	217,146	263,140	251,133	220,271	463,947	311,076	281,666	471,321	298,740	346,250	208,550
Reagan	162,420	128,030	281,804	134,733	56,418	126,652	325,465	113,342	354,199	262,880	100,107	134,498
Roosevelt	180,738	49,027	55,136	70,607	53,862	80,555	167,032	71,684	211,177	109,585	87,731	76,181
Truman	237,676	101,248	197,791	72,580	77,523	167,007	160,566	162,424	246,105	191,391	112,611	98,110
Regional Total	149,594	240,149	273,529	133,236	134,838	207,605	264,967	318,386	145,189	117,320	196,783	102,143
Atlanta	7,070	4,859	4,469	5,488	7,053	10,066	7,822	6,442	7,270	5,557	10,302	8,351
Boston	64,454	43,634	84,690	66,127	71,921	110,300	96,804	236,783	48,544	44,224	48,912	26,316
Chicago	17,271	86,882	7,986	9,125	8,034	8,059	8,618	5,783	11,968	13,202	15,035	6,365
Denver	3,802	8,784	90,983	2,674	1,138	2,487	4,935	16,767	11,631	7,591	21,539	11,741
Fort Worth	12,547	6,677	9,842	5,499	6,710	9,555	7,880	5,689	12,015	7,573	22,721	10,131
Kansas City	7,344	5,850	18,894	3,907	6,403	28,154	87,002	5,890	11,395	7,804	7,593	4,704
New York	10,006	13,978	6,471	10,114	7,815	9,423	7,354	5,361	19,547	9,639	34,401	7,426
Philadelphia	12,946	4,816	3,131	22,355	16,177	12,809	34,056	14,844	8,226	6,480	9,731	6,704
Riverside	4,382	51,404	2,210	1,675	3,032	9,673	4,859	14,519	7,086	10,809	14,131	5,827
Seattle	3,961	2,605	38,667	3,702	4,578	2,395	2,963	3,783	2,332	2,531	6,262	10,458
St. Louis	5,811	10,660	6,186	2,570	1,977	4,684	2,674	2,525	5,175	1,910	6,156	4,120

APPENDIX V: Twitter Followers (Cumulative)

	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
archivespres	4,321	4,380	4,439	4,514	4,611	4,677	4,733	4,815	4,935	5,000	5,149	5,252
dferriero	3,501	3,503	3,533	3,558	3,592	3,631	3,652	3,678	3,712	3,769	3,812	3,838
Discovercivwar	6,877	7,287	7,305	7,314	7,375	7,670	7,880	7,922	7,913	7,897	7,887	7,872
DocsTeach	7,991	8,175	8,310	8,448	8,636	8,866	9,065	9,339	9,813	10,104	10,489	10,842
ElectoralCollge	2,334	2,346	2,363	2,381	2,421	2,473	2,500	2,538	2,578	2,614	2,673	2,722
FedRegister	8,980	9,052	9,144	9,249	9,345	9,446	9,519	9,627	9,733	9,832	10,022	10,140

FOIA_Ombuds	365	374	400	444	477	541	581	623	693	737	774	815
NARAMediaLabs	1,389	1,423	1,463	1,506	1,553	1,593	1,629	1,656	1,702	1,724	1,761	1,784
NARA_RecMgmt	5,826	5,874	5,912	5,952	5,982	6,006	6,047	6,062	6,080	6,086	6,150	6,191
SNAC	61	60	60	60	109	112	126	139	144	148	157	159
Today's Document	26,574	27,101	27,579	28,099	28,609	29,251	29,680	30,187	30,769	31,241	31,949	32,616
USNatArchives	81,909	82,543	84,917	86,651	88,464	90,144	91,112	92,533	94,071	95,363	97,098	99,280
ThisisArchives	1,315	1,467	1,600	2,082	2,396	2,556	2,678	2,809	1,656	3,122	3,288	3,425
Bush41library	24,368	24,707	25,127	25,652	26,158	26,609	26,977	27,553	28,089	28,529	29,074	29,510
CarterLibrary	14,484	14,816	15,648	15,979	16,331	16,797	17,202	17,841	18,712	19,608	20,602	21,440
IkeLibrary	9,197	9,396	9,674	9,899	10,154	10,483	10,712	11,112	11,610	12,080	12,609	13,062
FDRLibrary	8,703	8,932	9,245	9,514	9,835	10,188	10,471	10,952	11,601	12,108	12,728	13,260
GWBLibrary	14,800	14,970	15,124	15,345	15,576	15,921	16,076	16,294	16,887	17,379	17,840	18,317
IkeandHarry2012	643	646	660	659	659	663	664	661	662	662	665	663
HooverPresLib			157	220	285	366	432	501	646	794	976	1,112
JFKLibrary	36,023	36,715	37,112	37,498	37,953	38,487	38,909	39,642	40,427	41,097	41,860	42,467
LBJLibrary	11,304	11,531	11,765	11,997	12,263	12,612	12,913	13,469	13,951	14,367	14,926	15,352
NixonLibrary			282	389	520	709	796	947	1,160	1,381	1,840	2,081
OurPresidents	16,251	16,699	17,172	17,587	18,083	18,583	18,969	19,508	20,151	20,759	21,432	22,009
Reagan_Library	2,178	2,220	2,408	2,531	2,709	3,216	3,387	3,661	4,070	4,504	5,054	5,442
TrumanLibrary	4,038	4,215	4,424	4,591	4,810	5,086	5,317	5,777	6,292	6,728	7,290	7,685
WJCLibrary	78,958	79,267	79,746	80,591	81,424	81,911	83,143	84,907	86,478	87,938	89,422	90,602
ArchivesNYC	21	22	28	27	31	49	89	112	132	159	192	213
atlantaarchives	1,539	1,568	1,576	1,594	1,605	1,612	1,618	1,615	1,617	1,616	1,625	1,627
Boston_archives	404	449	519	605	738	816	888	967	1,082	1,170	1,311	1,402
KCArchives	1,605	1,637	1,670	1,700	1,728	1,751	1,777	1,796	1,827	1,853	1,888	1,927
CongressArchive	2,888	3,045	3,256	3,465	3,688	3,808	3,878	4,031	4,233	4,403	4,653	4,854
NARAFRC	444	446	447	455	461	461	466	466	473	476	747	479
StLouisArchives	135	139	139	142	145	148	154	158	163	163	166	183
TOTAL	379,426	385,005	393,204	400,698	408,726	417,242	424,040	433,898	444,062	455,411	467,836	478,623

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

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

APPENDIX VII: Google+ Followers

	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
Monthly Followers	38,228	-558	-1,363	-39,352	-526	-276	-732	-581	-999	-930	-644	-250
Cumulative Followers	384,477	383,919	382,556	343,042	342,498	342,222	341,490	340,909	339,910	338,980	338,336	338,086

APPENDIX VIII: Pinterest Followers (Cumulative)

	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
US National Archives	4,731	4,777	4,848	4,911	4,964	5,028	5,074	5,126	5,225	5,299	5,363	5,395
Our Presidents	836	835	850	854	867	885	892	898	930	937	945	945

APPENDIX IX: Instagram Followers (Cumulative)

	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
US National Archives	10,770	12,554	14,477	16,052	17,911	20,183	21,622	23,479	25,494	26,777	28,730	30,621
Ike Library	316	321	335	361	371	410	431	454	520	592	655	672
Clinton Library	1,371	1,439	1,525	1,623	1,719	2,418	2,739	2,857	3,125	3,308	3,565	4,107
FDR Library	167	216	296	348	396	479	520	558	685	774	882	933
Bush 41 Library	46	51	60	65	75	185	204	223	256	521	689	939
Nixon Library									3	45	97	131
Reagan Library				45	54	128	147	175	213	250	314	369

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

	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
Channel Views	26,106	26,252	26,355	26,445	26,597	26,807	26,962	27,160	27,345	27,455	28,112	28,308