

JANUARY FY2016 OVERVIEW

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	79,986 Views	45,744 Visitors
Tumblr Blogs	18,079 Views	9,585 Visitors
Facebook	11,508,850 Impressions	3,474,852 Reach
National Archives YouTube Channel	191,954 Views	22,860 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	1,765,243 Views	10,798 Total Contacts
Instagram	--	18,429 Total Followers
Twitter (all NARA feeds)	--	400,698 Total Followers
FourSquare	665 New Check-ins	2 New Followers
iTunes U	2,260 Views	338 New Subscribers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2016 Views (to date)	FY 2015 Views
Archives.gov Blogs	293,557	799,759
Tumblr Blogs	89,371	345,274
Facebook	38,708,564	147,266,835
National Archives YouTube Channel	704,585	1,668,093
Flickr (USNatArchives & ArchivesNews)	7,127,977	98,872,250

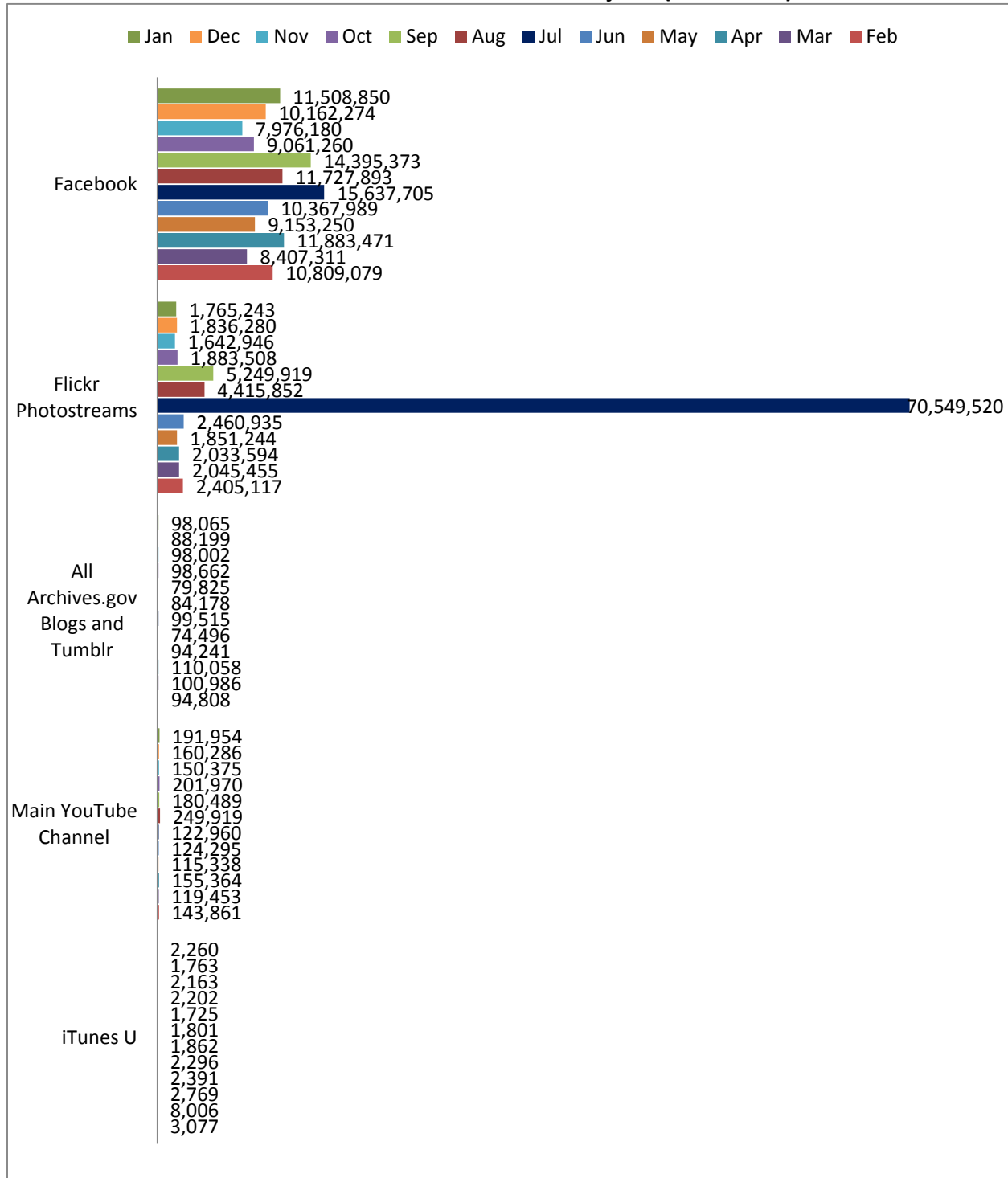
EXTERNAL BLOGS AND TUMBLOGS

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

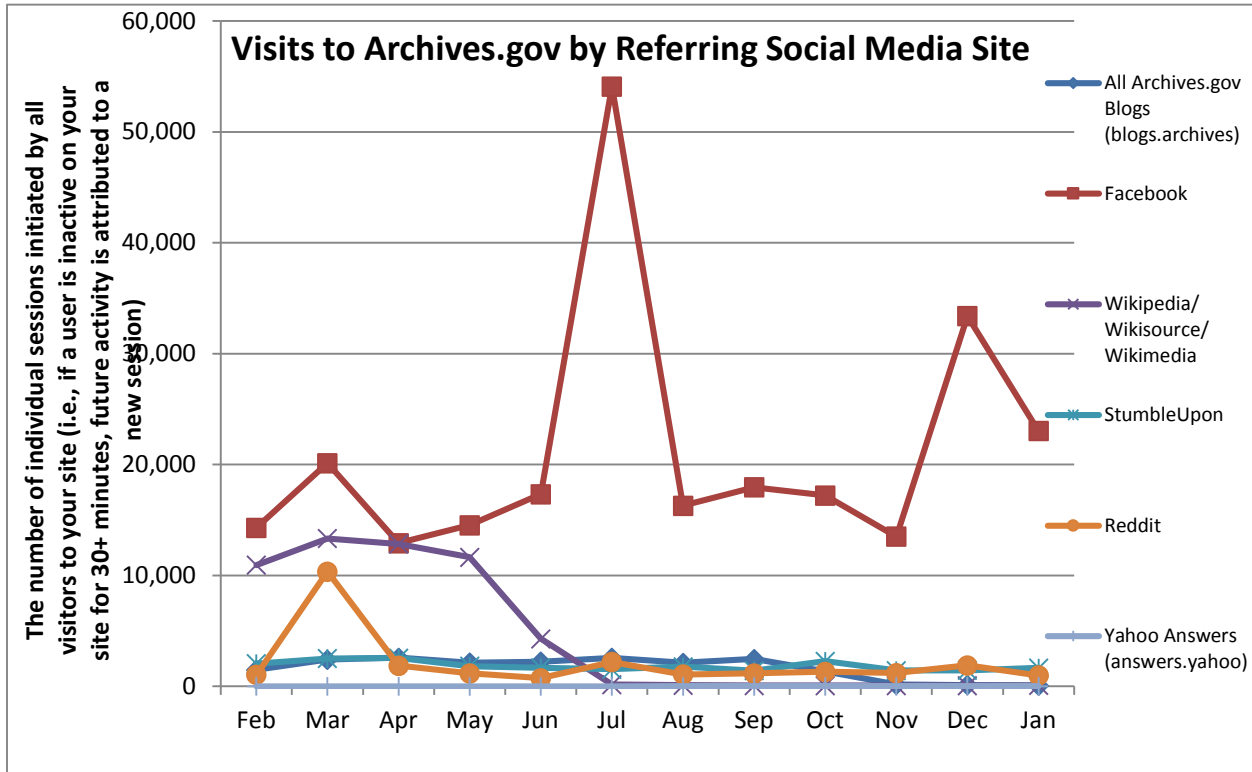
SOCIAL MEDIA TOOLBOX (Tools currently in use)

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

Views: on External Social Media Projects (Per Month)



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

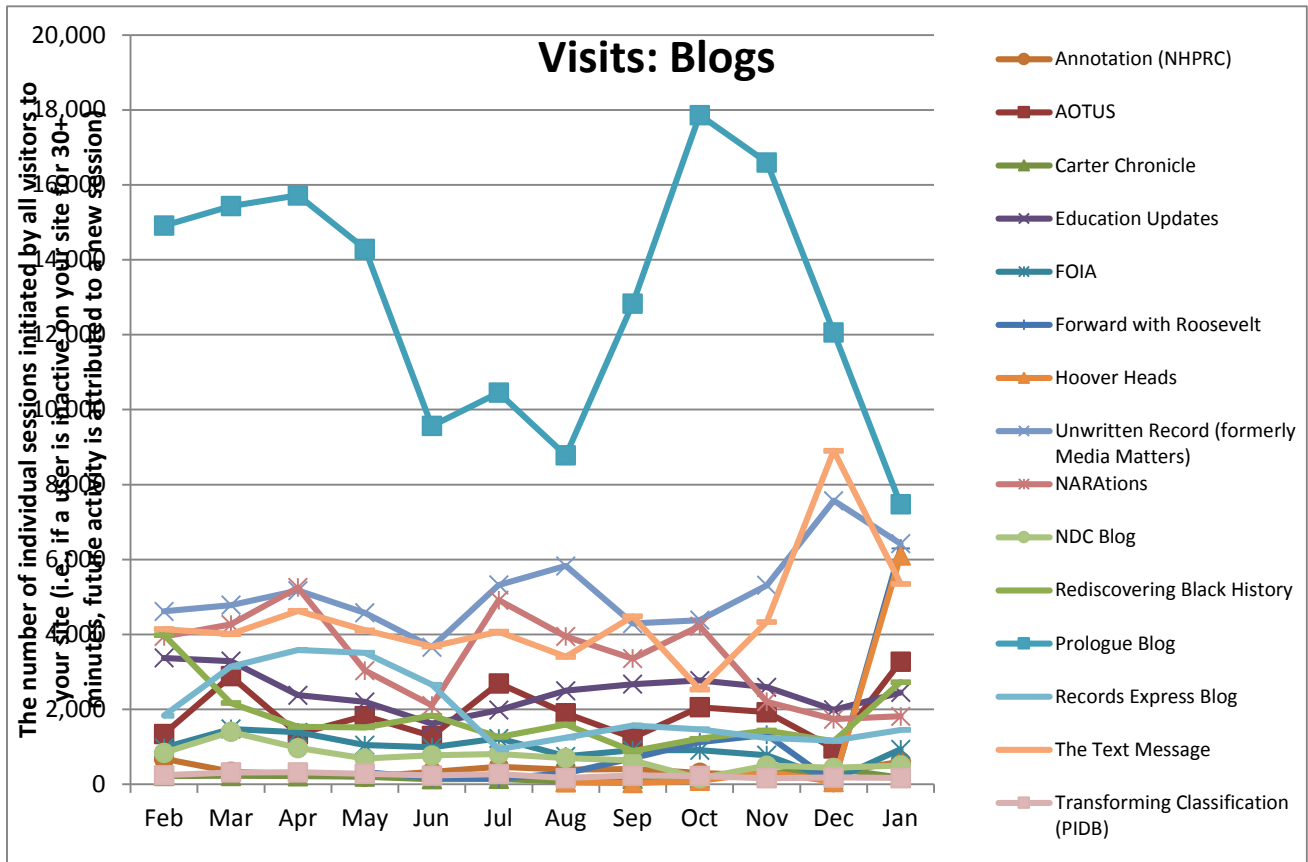


New External Social Media Projects: January Projects

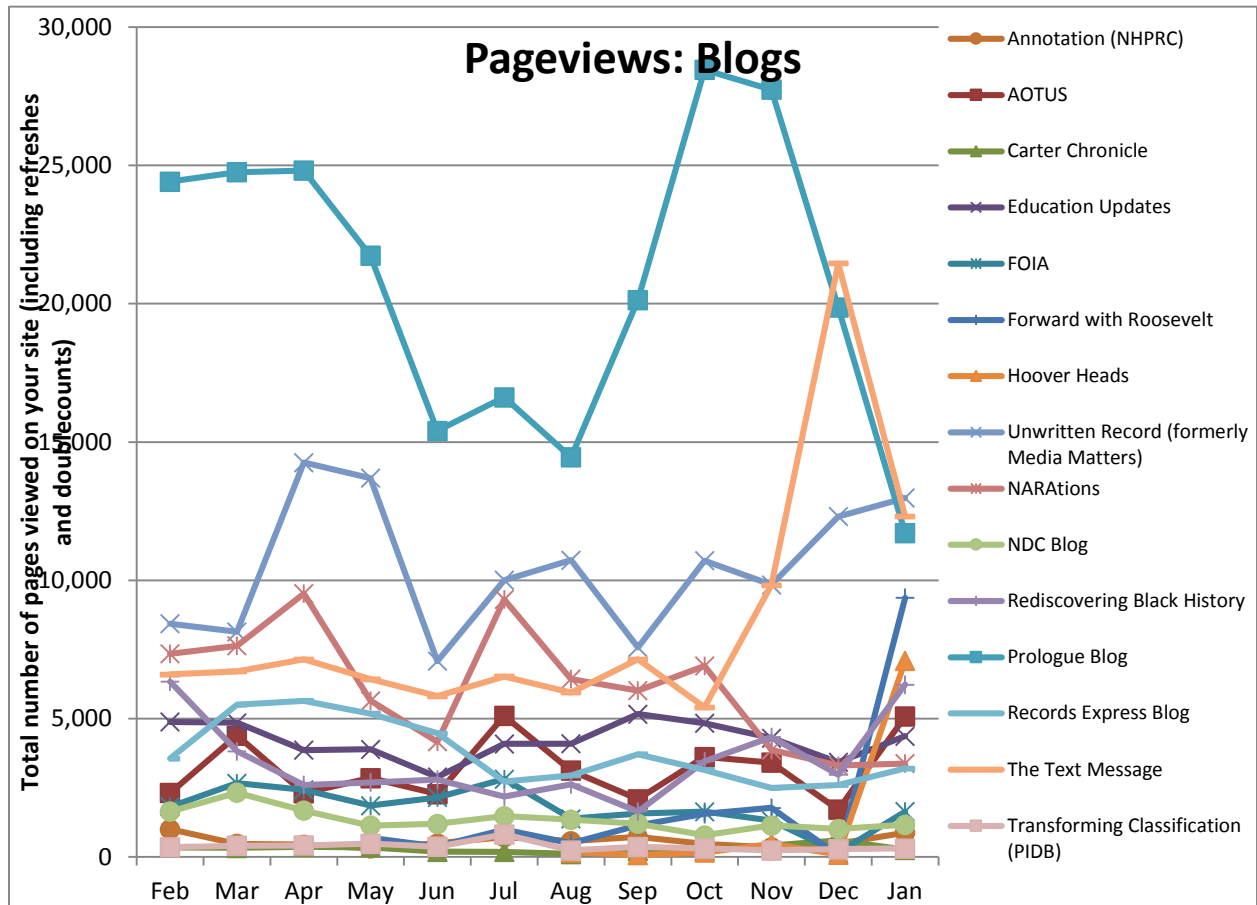
	ZeeMaps	Facebook	Flickr	Twitter	Eventbrite	Tumblr	Blog	YouTube	Instagram
February				1					
March	1								1
April				1					
May									
June				1					1
July									
August		1		1					
September				1					
October									
November				3					
December									
January									

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

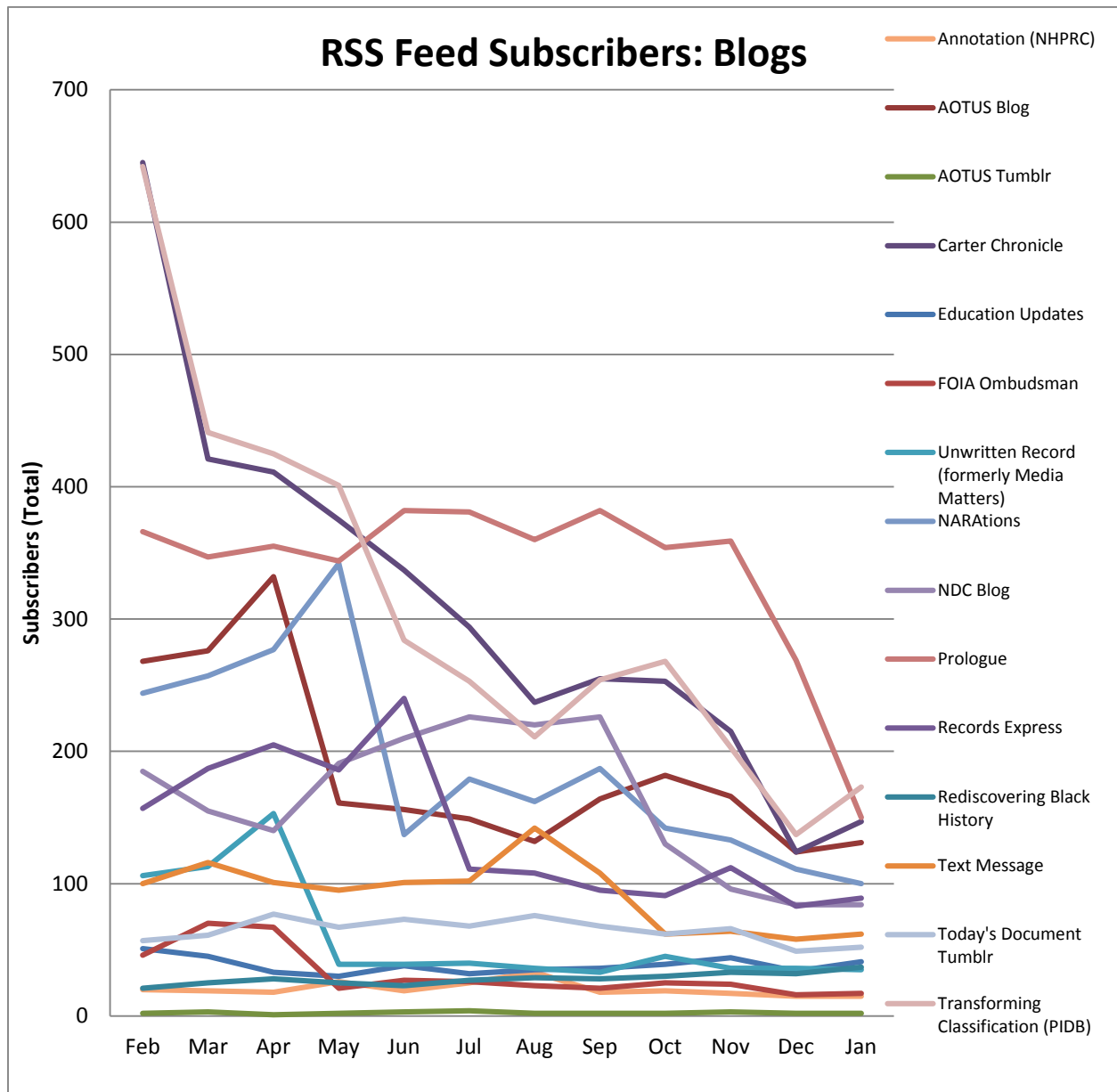
Blog Visits (Source: Appendix II.A)



Blog Pageviews (Source: Appendix II.B)



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

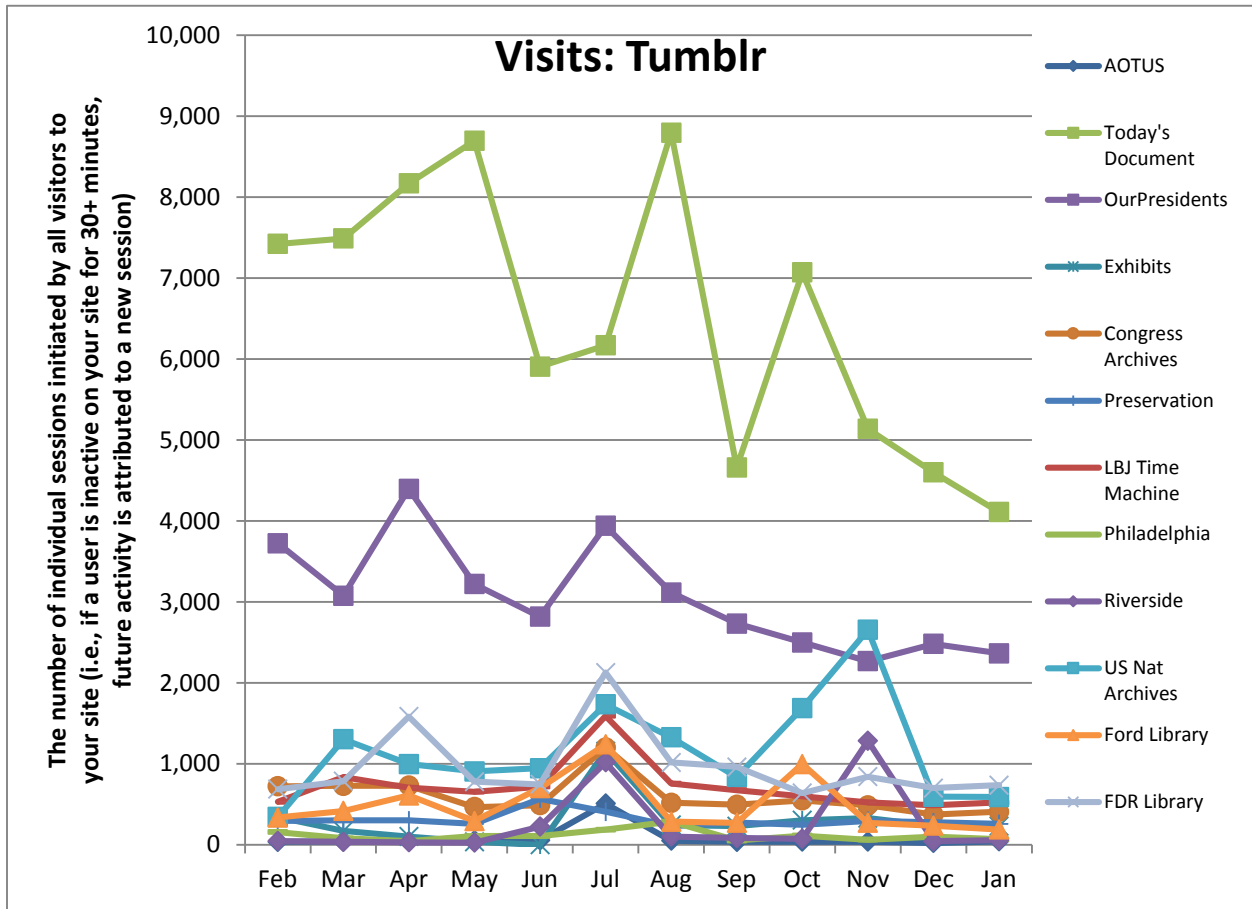


Top 5 Most Viewed Blog Posts in January

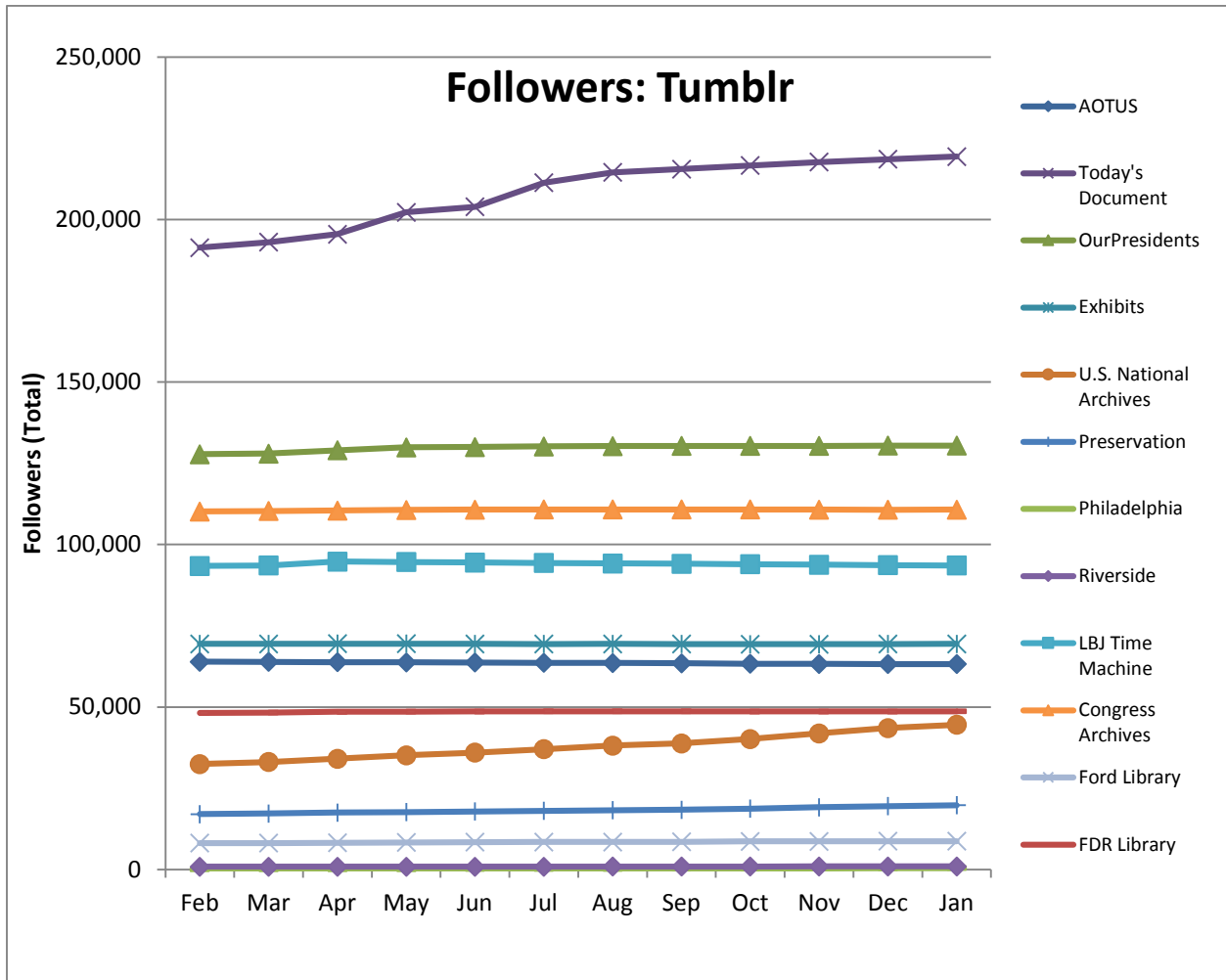
Blog	Pageviews	Post Title
Forward with Roosevelt	5,360	The "Four Freedoms speech remastered
Hoover Heads	4,731	Subversive Flour Sacks of Thanks
Hoover Heads	1,654	The Wreck of the Carroll A. Deering
AOTUS	1,483	Cabin Fever Remedies
AOTUS	1,311	Launch and Learn: Our New History Hub Pilot Project

Social Media Tools: Detail View – Tumblr

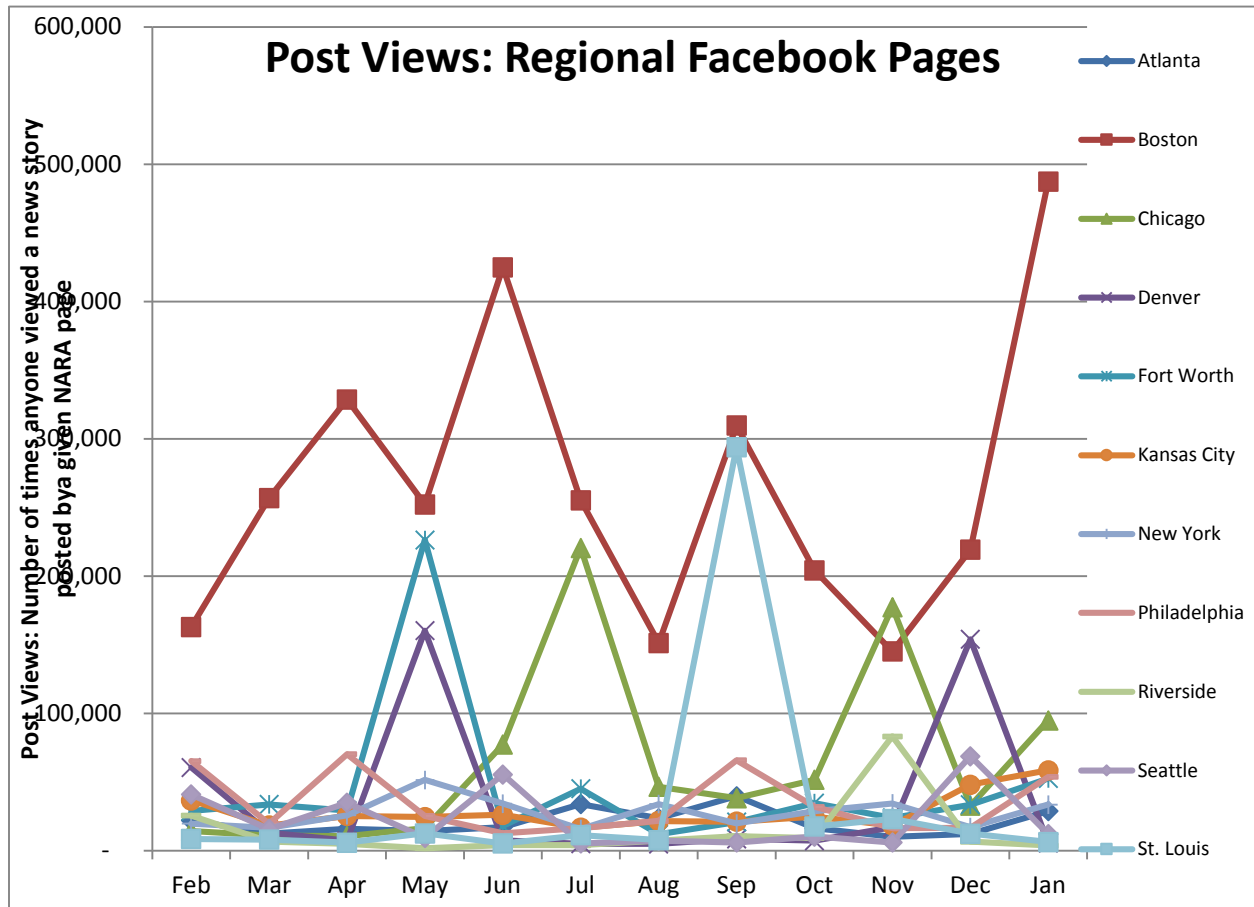
Tumblr Visits



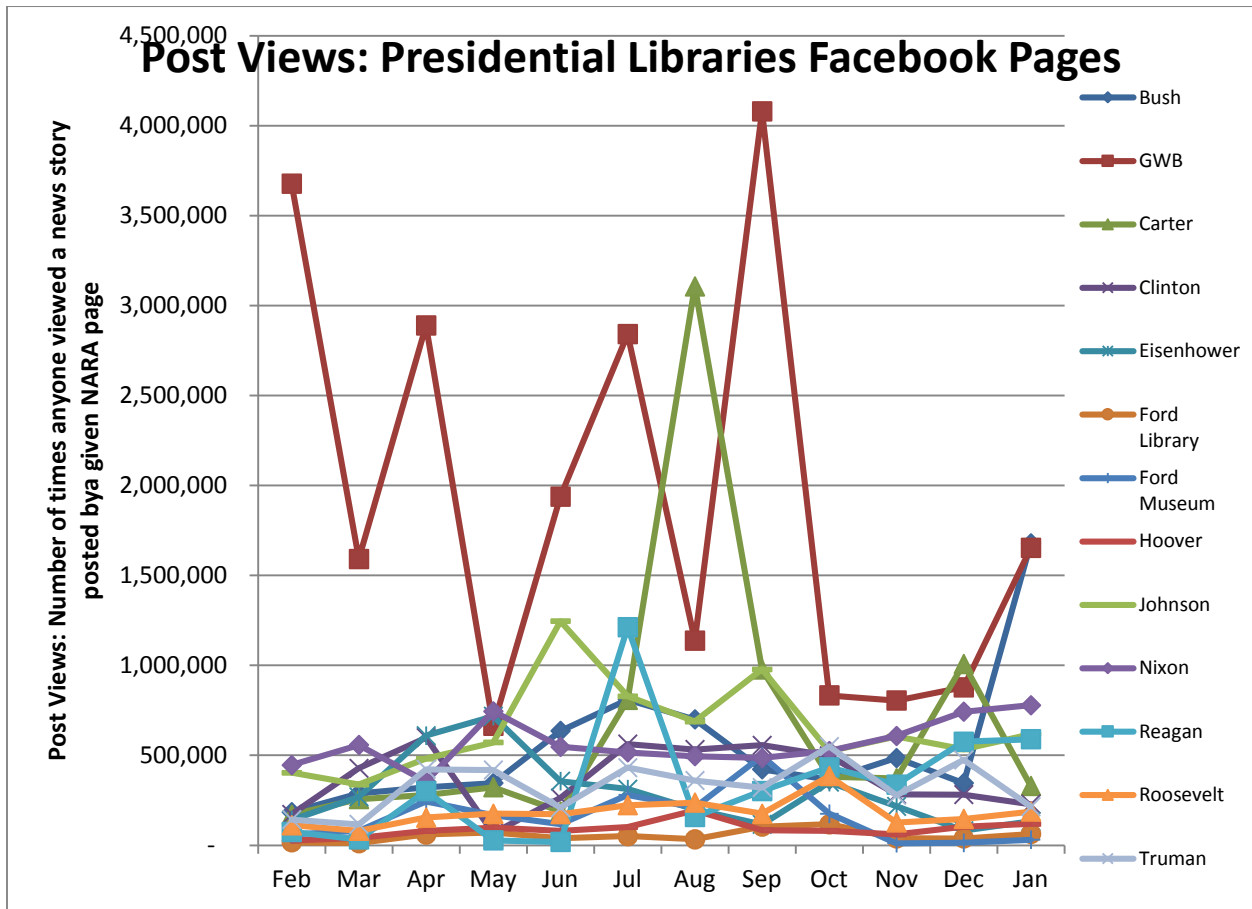
Followers on Tumblr (Source: Appendix IV)



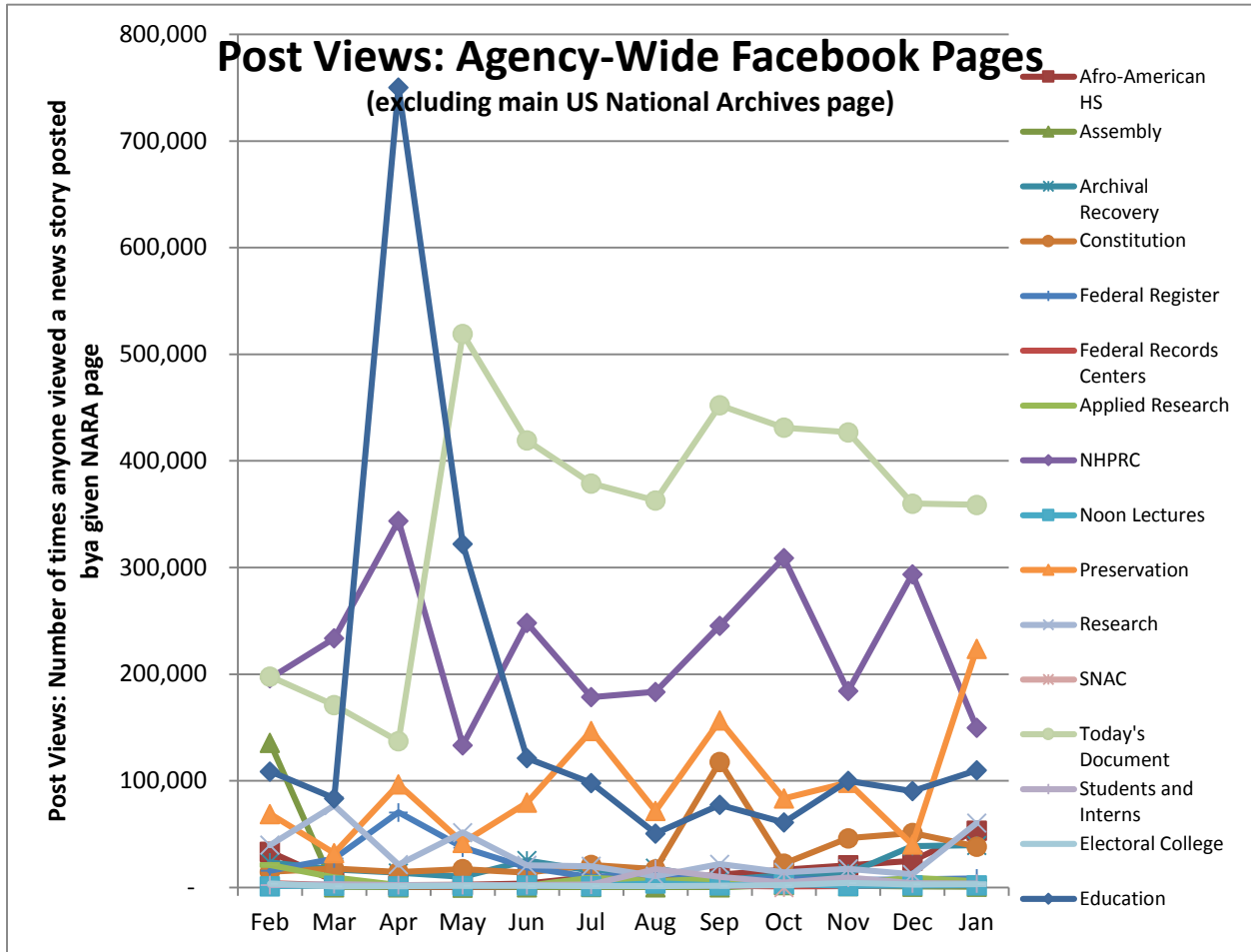
Social Media Tools: Detail View – Facebook
Post Views on Regional Pages (Source: Appendix IV.A)

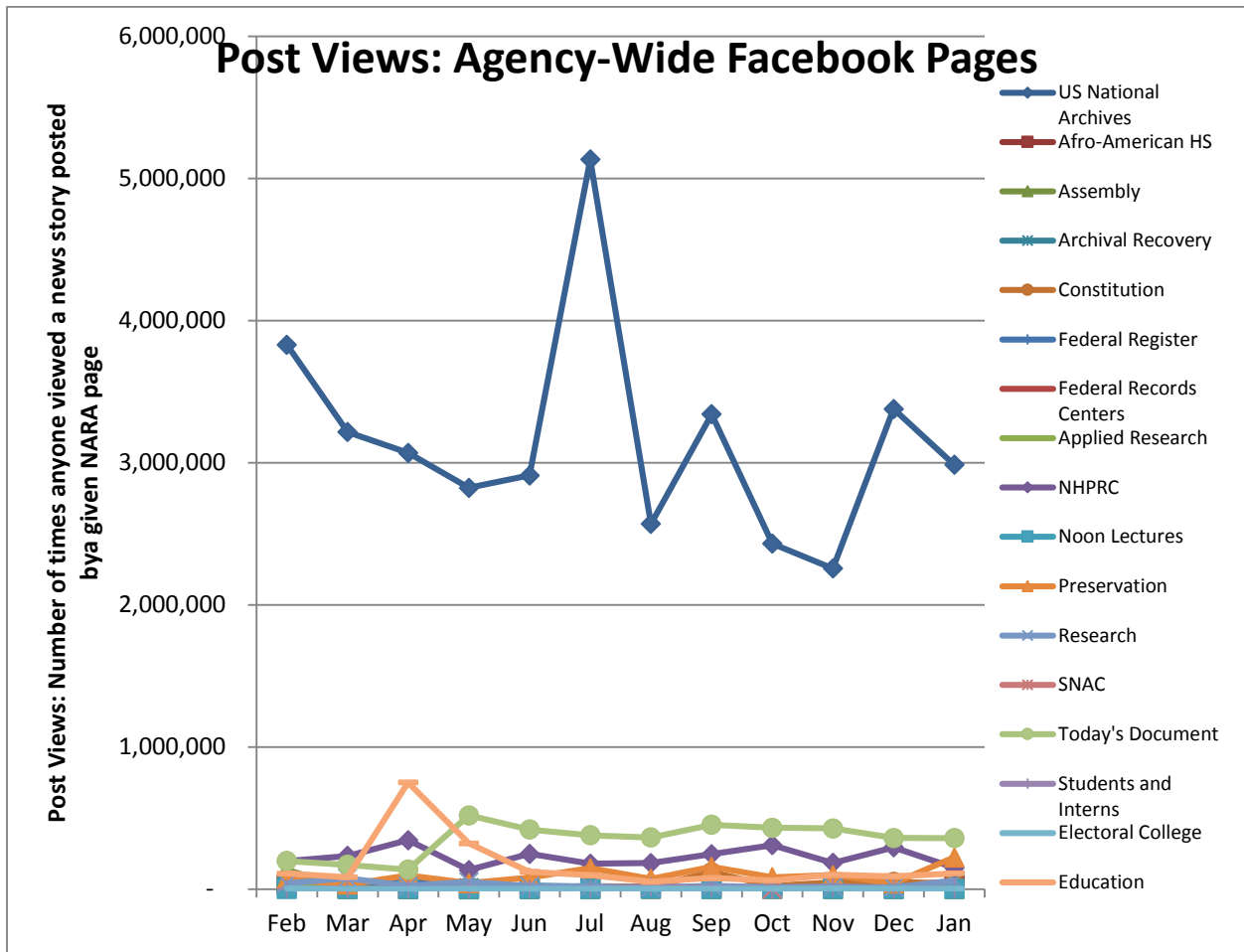


Post Views on Presidential Library Pages (Source: Appendix IV.A)

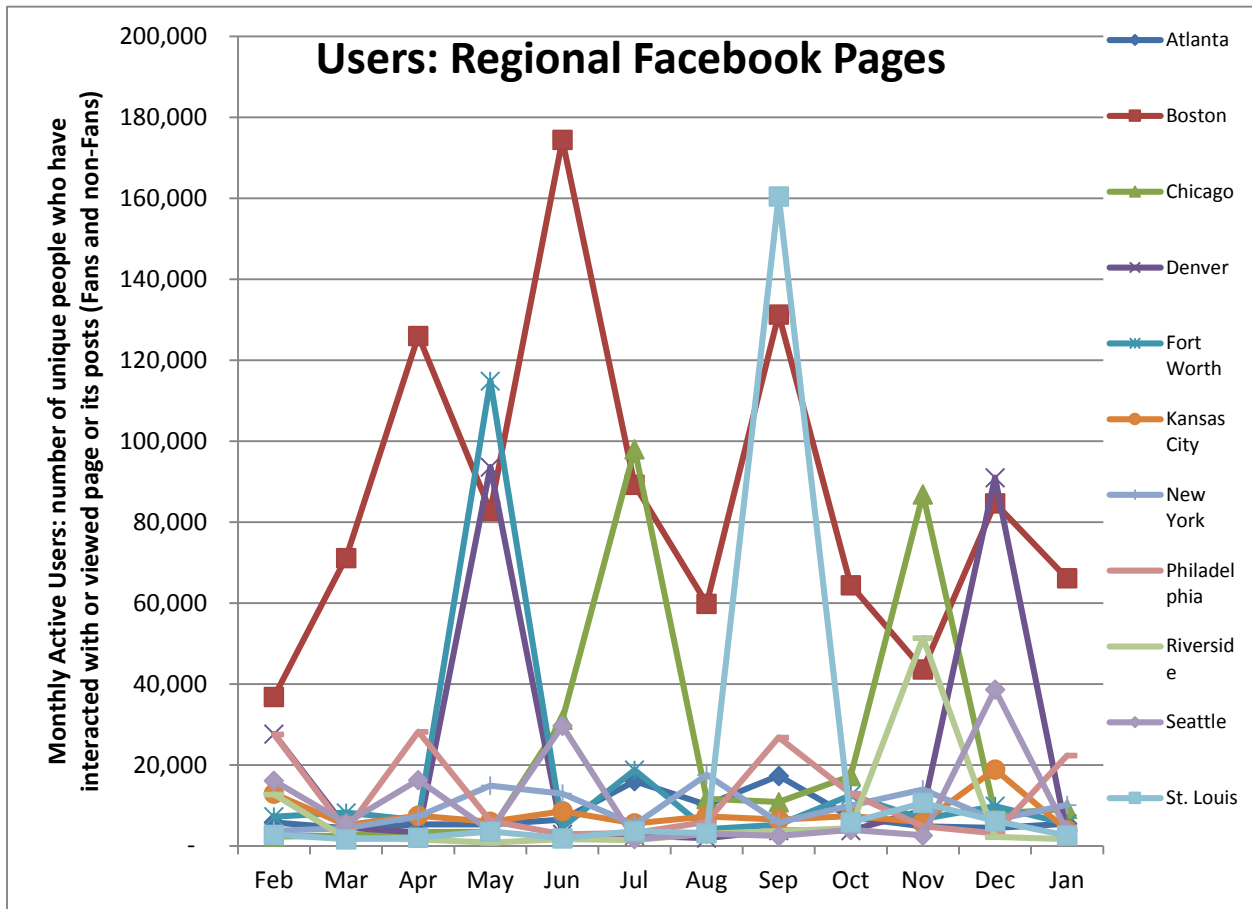


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

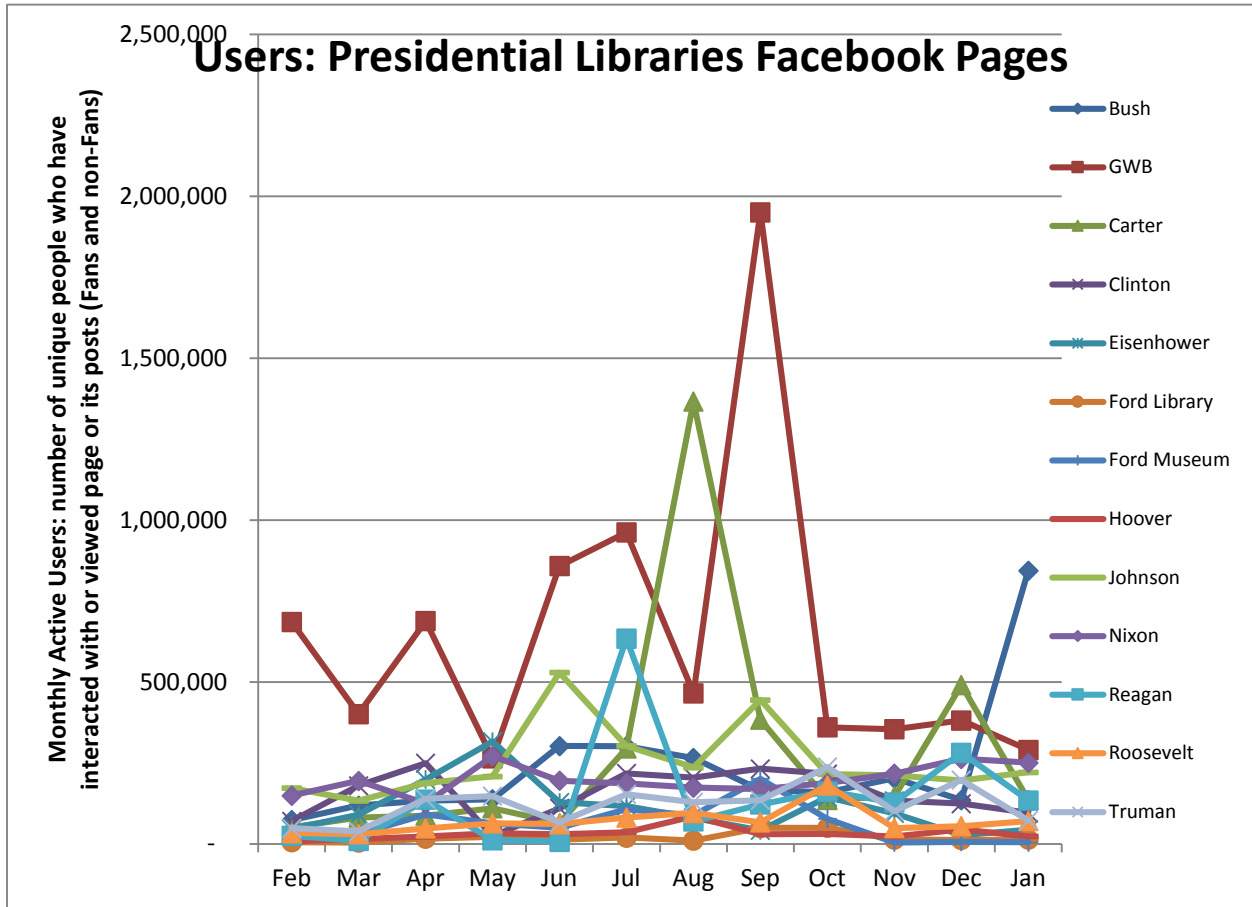




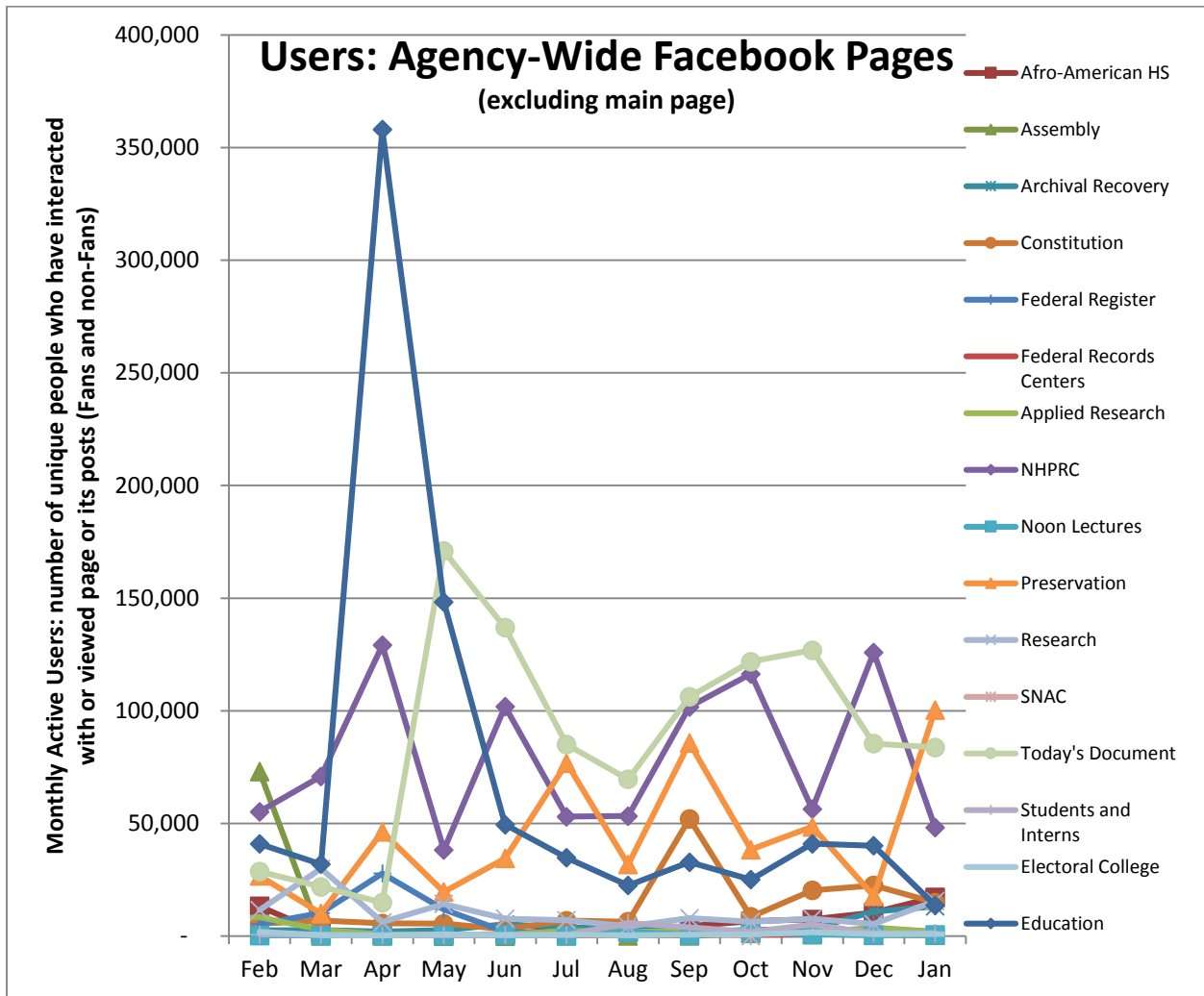
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

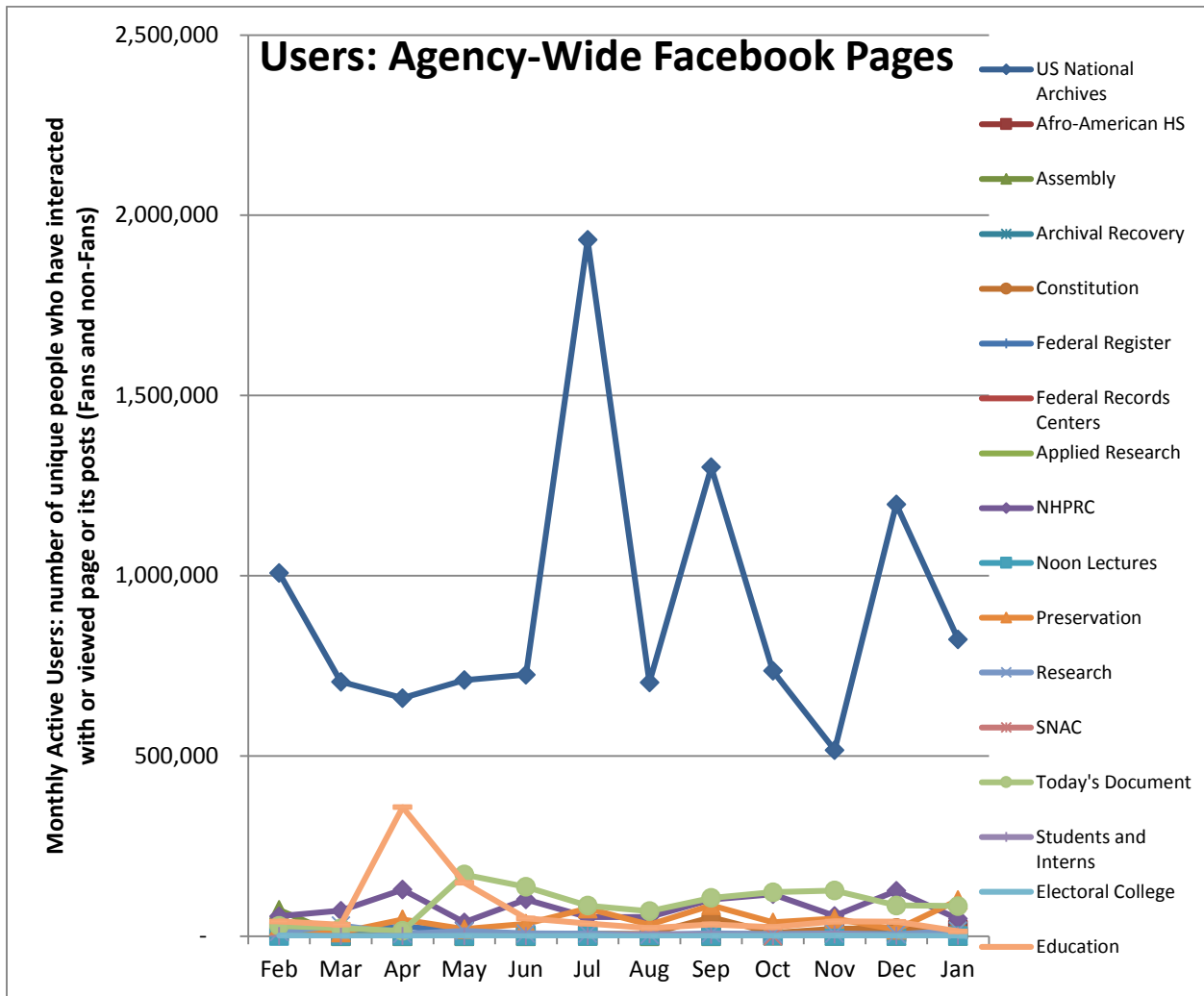


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



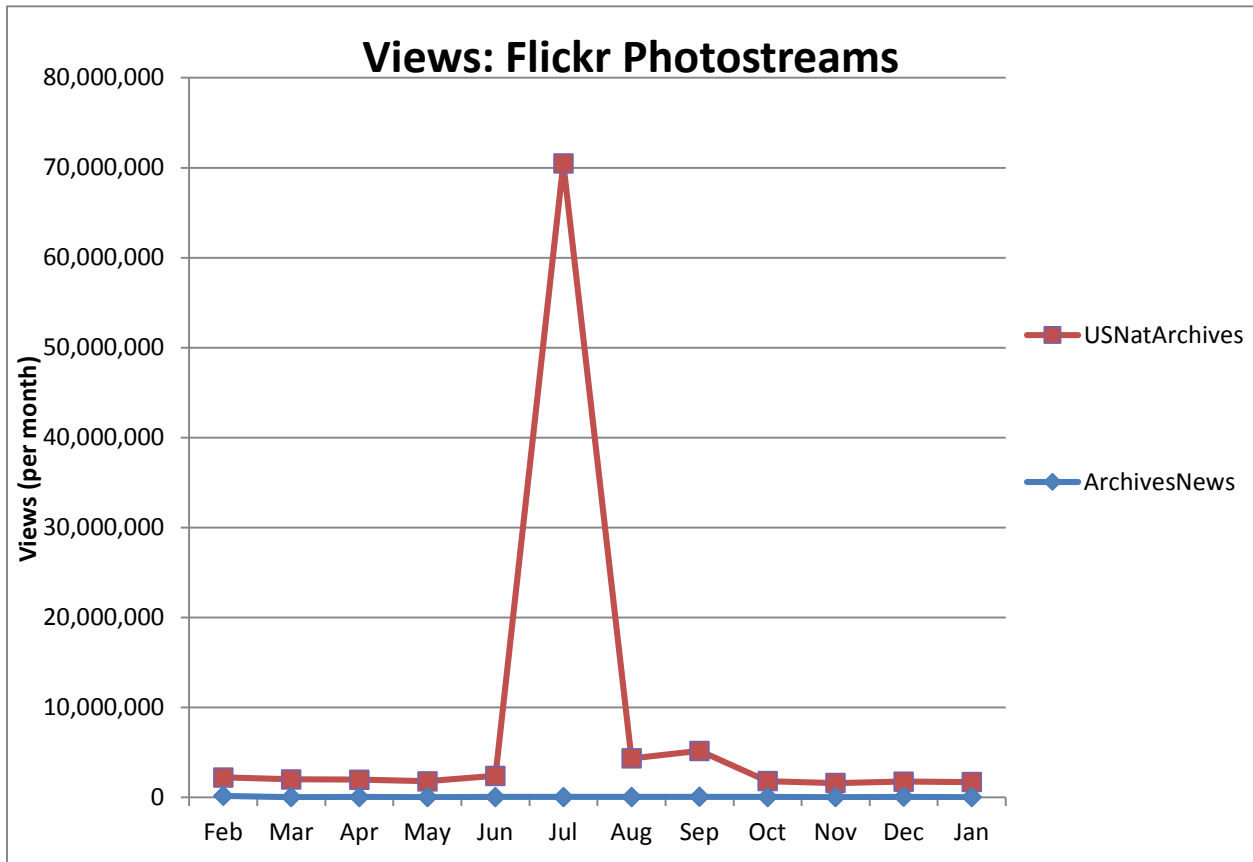
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



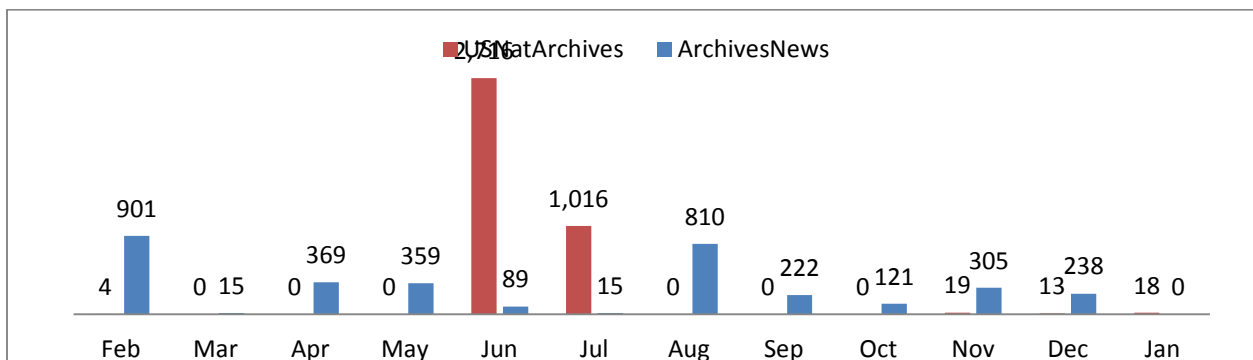


Social Media Tools: Detail View – Flickr

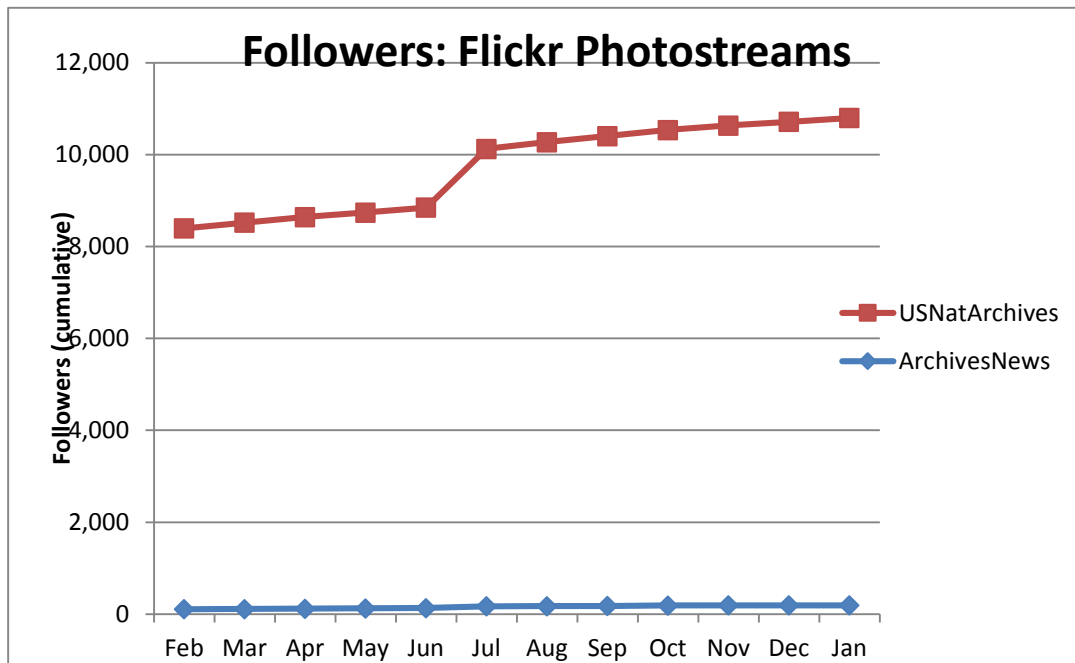
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

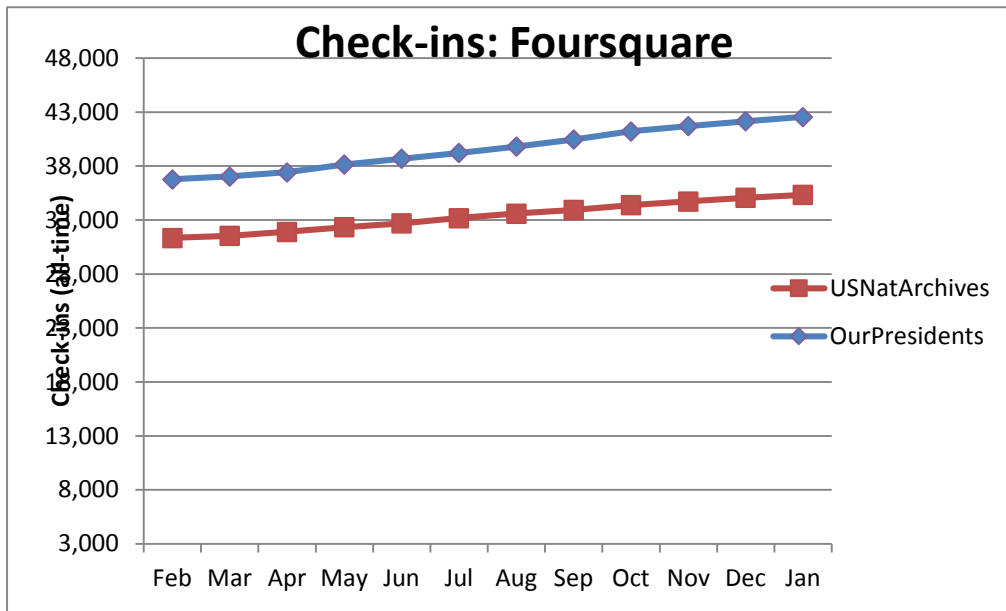


Followers of Photostreams (Cumulative)

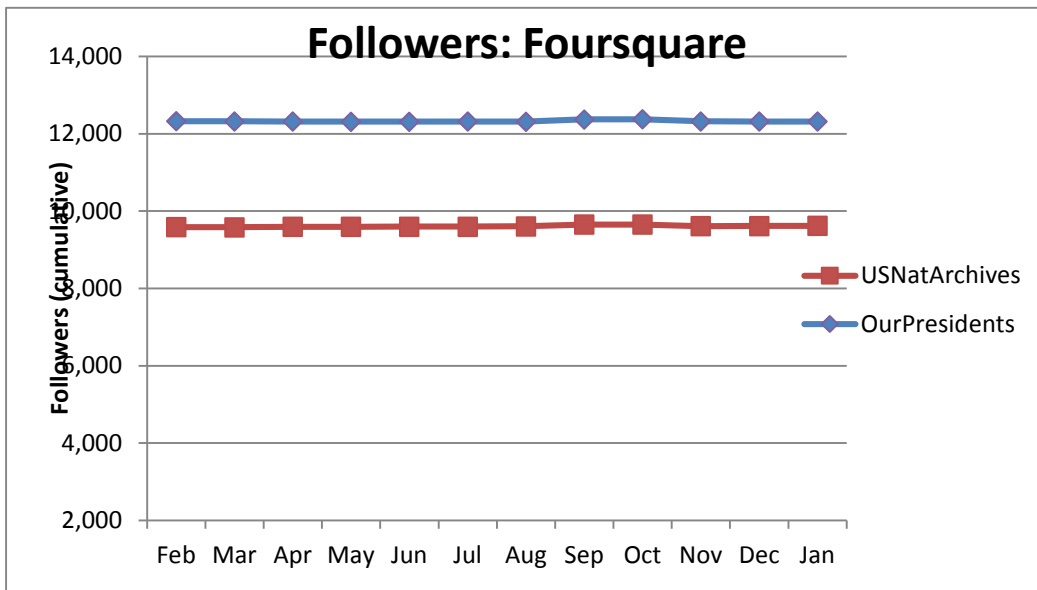


Social Media Tools: Detail View – Foursquare

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

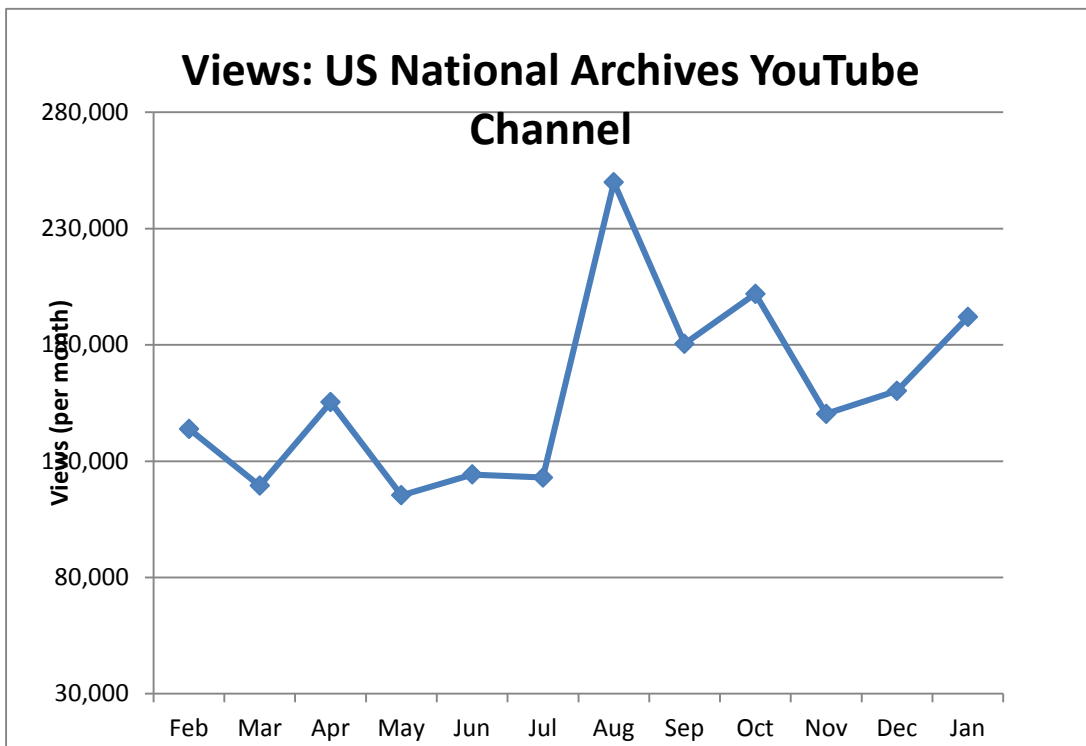


Number of Followers of USNatArchives and OurPresidents (Cumulative)

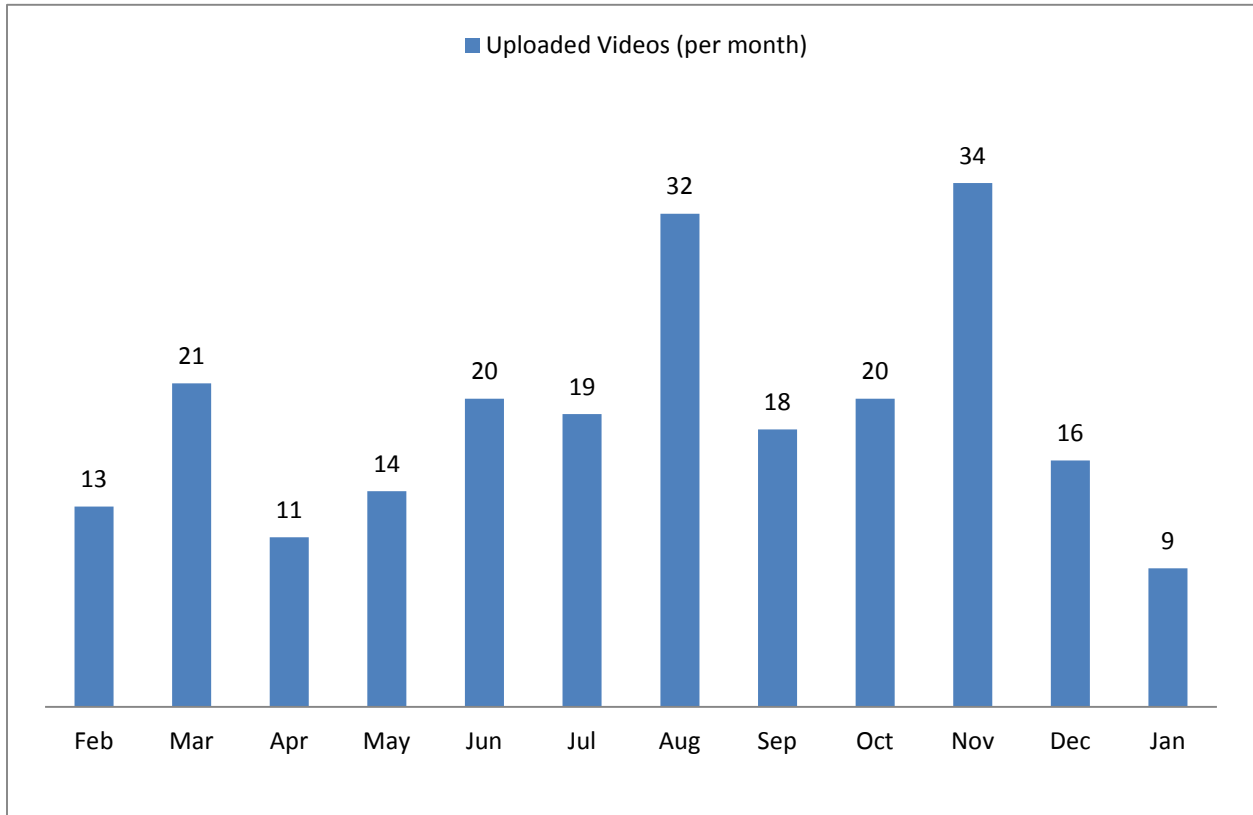


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

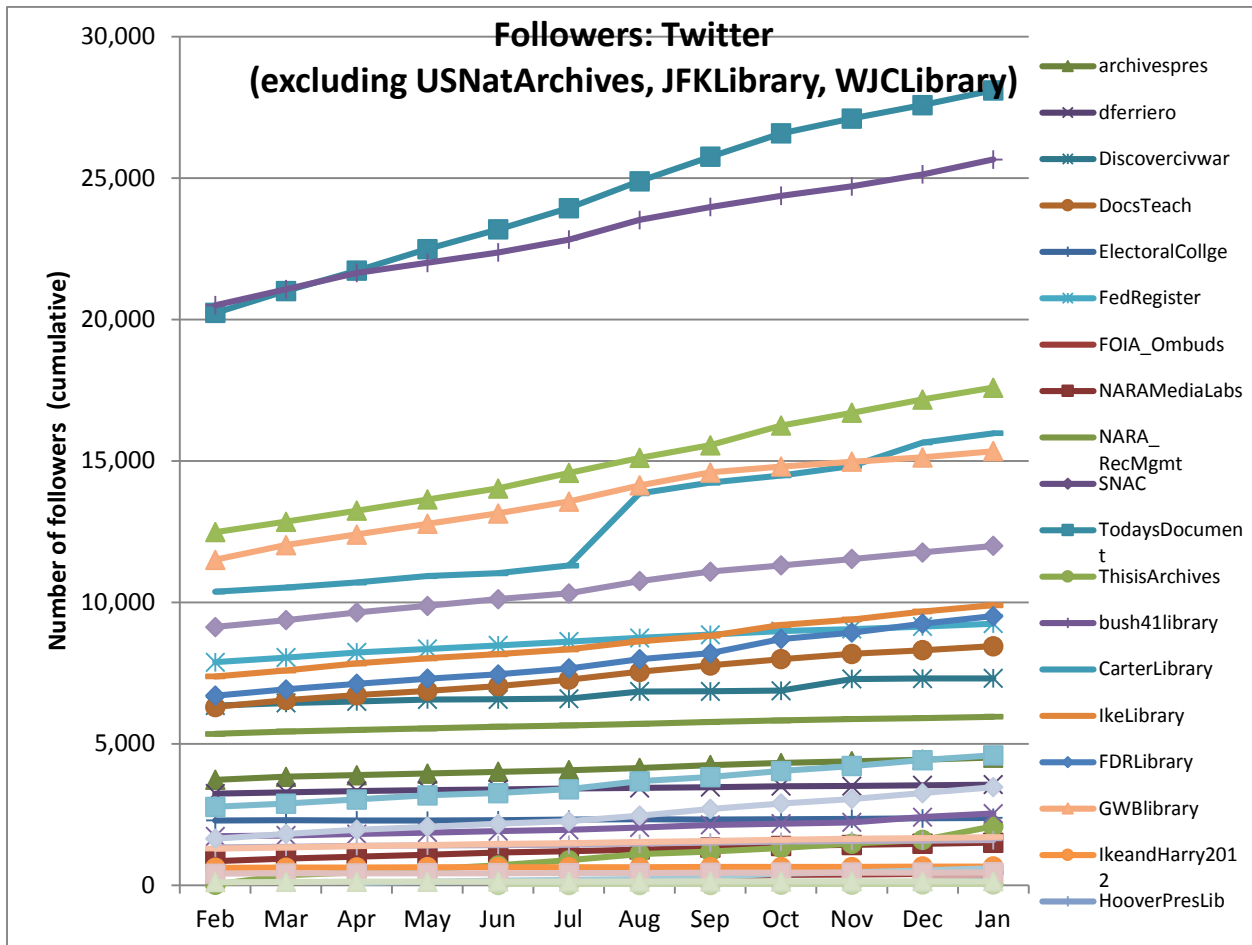


Top 5 Most Viewed Videos for January 2016 on US National Archives Channel

Video Title	Views
The True Glory, 1945 (restored)	14,546
Stories from the Great Depression	11,760
Private Snafu in "Censored.", 1944	11,316
D-Day to Germany, 1944	4,710
We Were There When Nixon Met Elvis	3,019

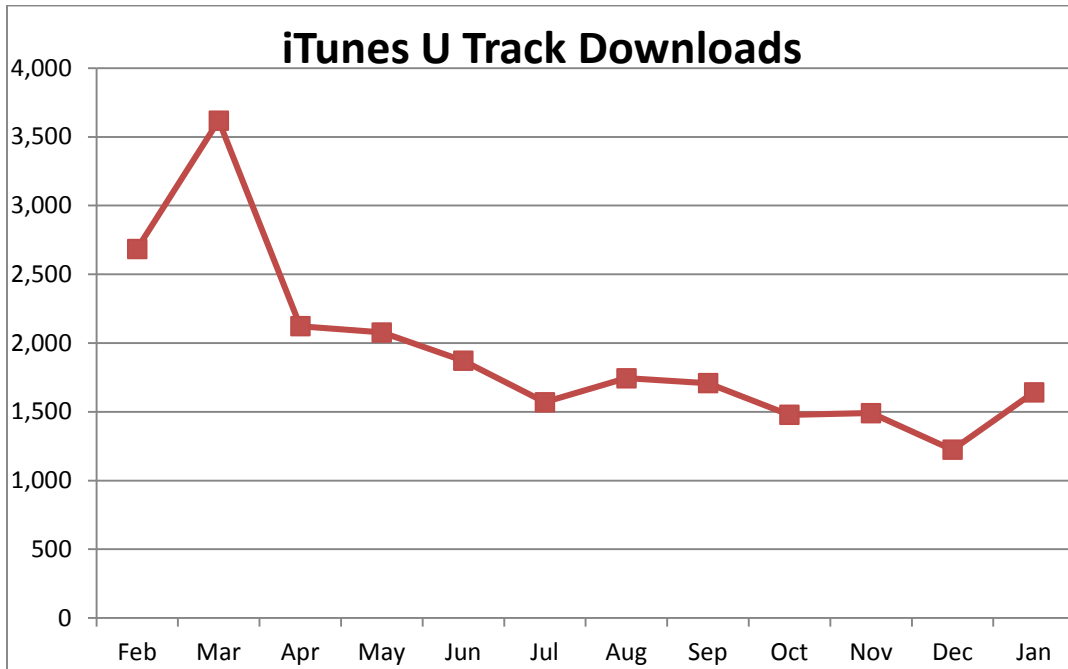
Social Media Tools: Detail View – Twitter

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

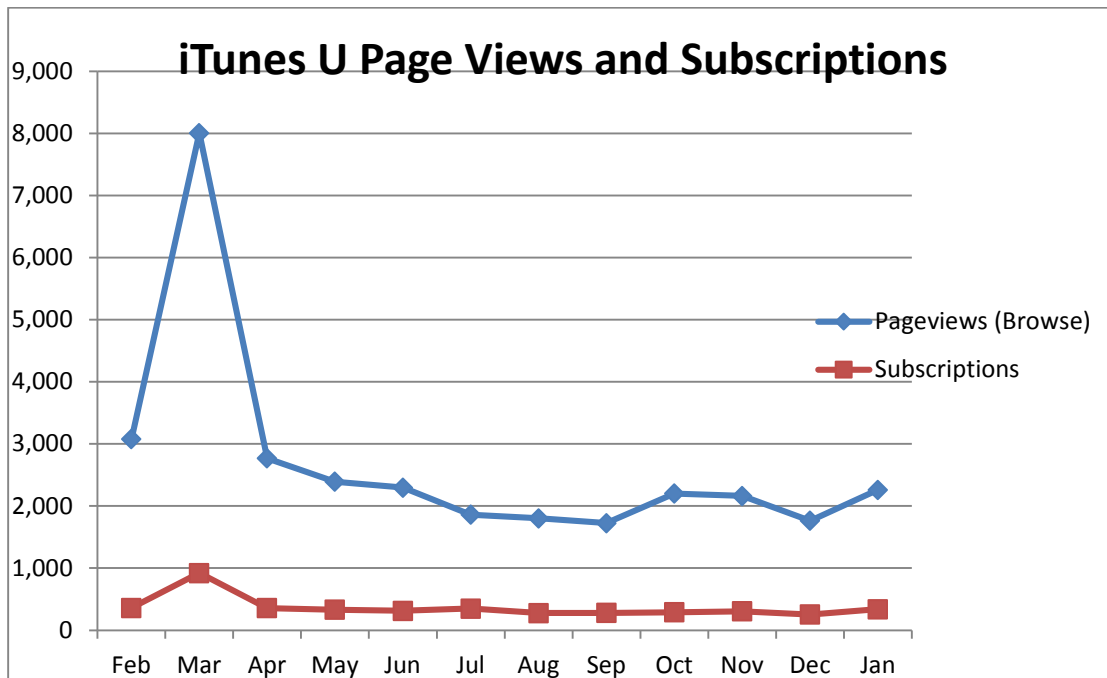


Social Media Tools: Detail View – iTunes U

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

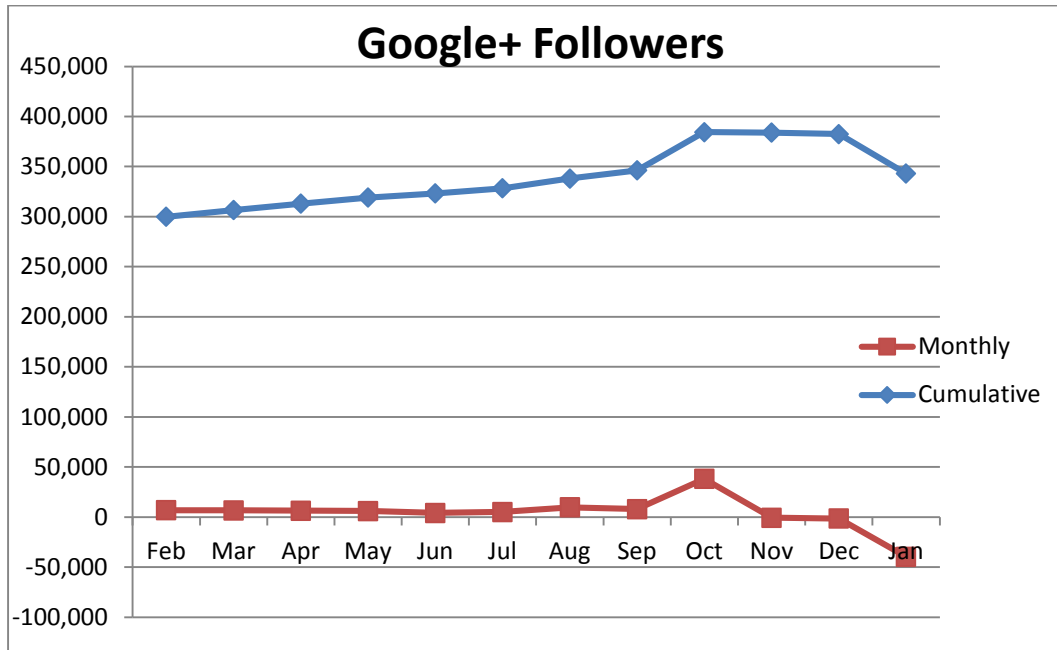


Page Views and Subscriptions on U.S. National Archives iTunes U (Source: Appendix VI)



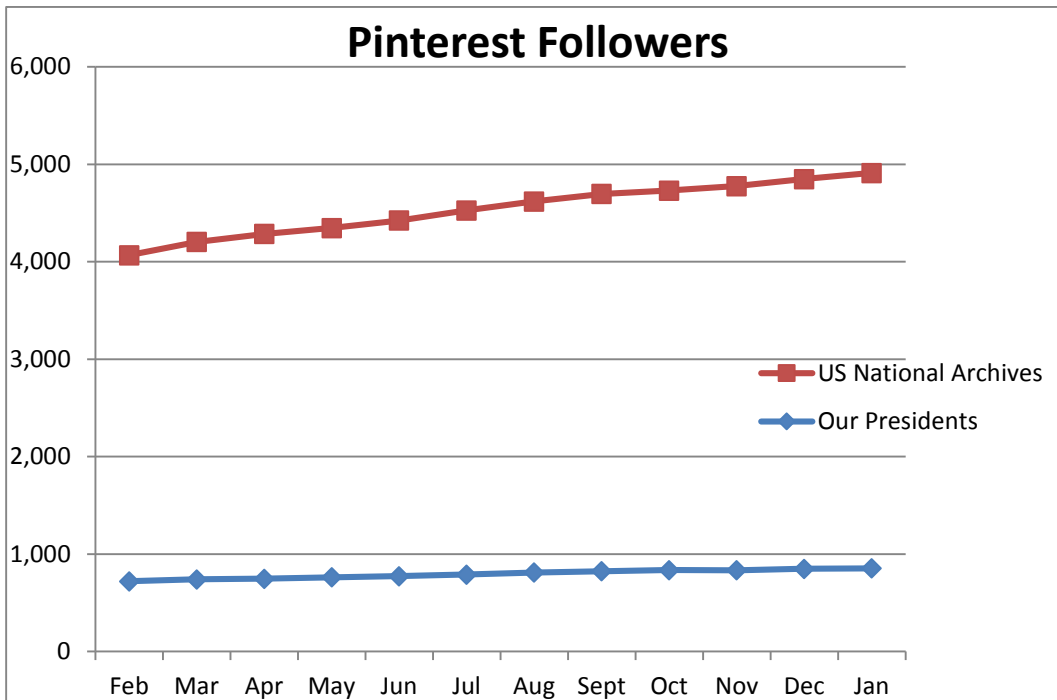
Social Media Tools: Detail View – Google+

Followers on Google+ (Source: Appendix VII)



Social Media Tools: Detail View – Pinterest

Followers on Pinterest (Source: Appendix VIII)



APPENDIX I: Sources of Information

Site / Tool	Source	Statistic
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.

	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
Annotation (NHPRC)	677	334	263	199	332	466	388	404	305	229	303	599
AOTUS	1,346	2,884	1,346	1,824	1,287	2,692	1,894	1,244	2,058	1,923	960	3,274
Carter Chronicle	222	226	216	202	135	145	73	148	159	284	420	180
Education Updates	3,374	3,288	2,379	2,200	1,619	1,980	2,497	2,671	2,772	2,590	1,991	2,452
FOIA	975	1,476	1,386	1,044	987	1,225	745	913	907	777	117	933
Forward with Roosevelt				325	177	149	298	699	1,123	1,324	39	6,292
Hoover Heads							48	31	91	328	61	6,107
Unwritten Record (formerly Media Matters)	4,617	4,780	5,171	4,575	3,658	5,322	5,827	4,293	4,382	5,312	7,572	6,424
NARAtions	3,945	4,264	5,252	3,034	2,106	4,915	3,943	3,354	4,223	2,204	1,736	1,815
NDC Blog	839	1,401	970	688	770	810	700	634	161	497	440	501
Rediscovering Black History	3,985	2,167	1,533	1,521	1,833	1,265	1,594	881	1,214	1,434	1,150	2,729
Prologue Blog	14,913	15,435	15,721	14,292	9,565	10,455	8,778	12,827	17,863	16,600	12,065	7,472
Records Express Blog	1,829	3,139	3,588	3,510	2,660	932	1,247	1,569	1,468	1,231	1,163	1,450
The Text Message	4,143	4,008	4,628	4,112	3,682	4,075	3,404	4,483	2,531	309	8,904	5,349
Transforming Classification (PIDB)	244	313	321	279	233	270	167	234	221	159	181	167
MONTHLY TOTAL	41,134	43,732	42,794	37,828	29,054	34,706	31,636	34,429	39,478	35,201	37,102	45,744

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.

	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
Annotation (NHPRC)	1,000	473	448	315	491	720	576	726	472	348	482	882
AOTUS	2,314	4,389	2,312	2,850	2,273	5,104	3,125	2,089	3,618	3,411	1,711	5,079
Carter Chronicle	344	332	370	351	192	185	110	225	241	419	595	262
Education Updates	4,882	4,852	3,866	3,892	2,892	4,092	4,098	5,168	4,835	4,299	3,426	4,368
FOIA	1,815	2,666	2,430	1,858	2,153	2,820	1,382	1,568	1,638	1,317	156	1,645
Forward with Roosevelt				693	378	991	501	1,147	1,557	1,775	59	9,370
Hoover Heads							168	69	163	474	87	7,093
Unwritten Record (formerly Media Matters)	8,433	8,141	14,258	13,695	7,080	10,006	10,732	7,576	10,714	9,840	12,311	12,979
NARAtions	7,348	7,634	9,522	5,654	4,167	9,311	6,433	6,018	6,907	3,869	3,303	3,378
NDC Blog	1,642	2,327	1,678	1,136	1,197	1,475	1,350	1,207	783	1,140	1,011	1,166
Rediscovering Black History	6,338	3,823	2,604	2,695	2,802	2,188	2,629	1,645	3,459	4,337	2,973	6,231
Prologue Blog	24,412	24,756	24,813	21,733	15,400	16,615	14,448	20,132	28,458	27,741	19,863	11,711
Records Express Blog	3,558	5,508	5,646	5,185	4,474	2,729	2,952	3,717	3,148	2,500	2,603	3,201
The Text Message	6,599	6,712	7,144	6,426	5,813	6,528	5,949	7,144	5,408	730	21,456	12,311
Transforming Classification (PIDB)	354	406	419	479	374	815	237	368	310	237	287	310
MONTHLY TOTAL	69,067	72,039	75,541	66,989	49,704	63,585	54,729	58,849	71,711	62,437	70,323	79,986

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

	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
Annotation (NHPRC)	20	19	18	26	19	25	33	18	19	17	15	15
AOTUS Blog	268	276	332	161	156	149	132	164	182	166	124	131
AOTUS Tumblr	2	3	1	2	3	4	2	2	2	3	2	2
Carter Chronicle	645	421	411	375	337	294	237	255	253	215	124	147
Education Updates	51	45	33	30	38	32	35	36	39	44	34	41
FOIA Ombudsman	46	70	67	21	27	26	23	21	25	24	16	17
Unwritten Record (formerly Media Matters)	106	113	153	39	39	40	36	33	45	36	36	35
NARAtions	244	257	277	342	137	179	162	187	142	133	111	100
NDC Blog	185	155	140	191	210	226	220	226	130	96	84	84
Prologue	366	347	355	344	382	381	360	382	354	359	269	150
Records Express	157	187	205	186	240	111	108	95	91	112	83	89
Rediscovering Black History	21	25	28	25	23	27	29	28	30	33	32	37
Text Message	100	116	101	95	101	102	142	108	62	64	58	62
Today's Document Tumblr	57	61	77	67	73	68	76	68	62	66	49	52
Transforming Classification (PIDB)	642	441	425	401	284	253	211	254	268	203	137	173
MONTHLY TOTAL	2,910	2,536	2,623	2,305	2,069	1,917	1,806	1,877	1,704	1,571	1,174	1,135

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.)

	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
Monthly Total (A+P+R)	10,809,079	8,407,311	11,883,471	9,153,250	10,367,989	15,637,705	11,727,893	14,395,373	9,061,260	7,976,180	10,162,274	11,508,850
Agency-Wide Total	4,697,328	3,900,245	4,528,313	3,966,702	3,871,056	6,029,438	3,337,643	4,463,137	3,406,917	3,192,151	4,318,659	4,047,082
US National Archives	3,829,388	3,215,859	3,069,415	2,822,347	2,910,605	5,132,654	2,569,420	3,340,280	2,430,465	2,255,720	3,377,628	2,985,418
Afro-American HS	33,493	6,169	2,165	2,528	3,670	10,048	7,130	12,091	16,560	20,907	25,176	53,464
Assembly	135,822	399	301	83	385	518	463	301	2,421	1,621	926	869
Archival Recovery	23,549	16,976	13,847	9,947	25,403	15,879	18,213	7,018	11,528	13,090	38,860	39,718
Constitution	14,770	17,809	14,632	17,396	13,805	21,232	17,153	117,855	22,444	46,236	51,128	38,430
Federal Register	15,756	27,232	70,460	37,589	18,687	9,821	14,089	8,034	8,375	7,178	7,754	8,595
Federal Records Centers	4,036	2,410	968	626	1,408	2,073	2,505	1,725	1,178	1,301	2,116	2,390
Applied Research	21,246	9,392	2,119	2,042	1,720	9,144	6,068	8,260	4,100	3,542	9,076	5,942
NHPRC	196,287	233,782	343,824	133,532	248,137	178,585	183,547	245,574	309,164	184,331	293,891	149,914
Noon Lectures	1,253	1,917	1,359	1,632	2,132	1,330	4,046	1,964	3,439	1,562	2,001	2,196
Preservation	69,076	32,375	96,679	42,109	79,668	146,977	71,879	156,707	83,591	98,349	40,333	223,827
Research	39,740	76,990	21,481	51,571	20,973	20,009	10,703	21,902	14,398	17,675	12,393	60,528
SNAC												
Today's Document	197,972	171,009	137,247	519,151	419,241	378,882	362,861	452,224	431,209	426,829	360,083	358,887
Students and Interns	2,338	3,190	2,352	2,304	2,323	2,797	17,391	9,925	4,672	9,422	3,922	3,860
Electoral College	3,652	1,085	1,225	1,739	1,566	1,449	1,429	1,782	2,245	4,357	2,949	3,178
Education	108,950	83,651	750,239	322,106	121,333	98,040	50,746	77,495	61,128	100,031	90,423	109,866
Presidential Total	5,624,824	4,093,840	6,795,080	4,390,912	5,813,002	8,977,809	8,051,226	9,096,945	5,216,460	4,227,651	5,221,368	6,623,233
Bush	184,776	288,692	321,166	345,370	635,639	809,767	699,736	422,466	365,601	485,134	345,534	1,678,314
GWB	3,676,980	1,591,821	2,889,346	664,262	1,938,754	2,841,090	1,138,072	4,080,109	833,275	804,420	878,446	1,653,011
Carter	170,680	256,809	280,020	322,472	188,167	808,109	3,106,708	977,253	380,254	372,429	1,007,787	329,320
Clinton	171,865	428,288	598,325	67,300	262,444	562,509	532,640	556,456	497,630	283,466	281,622	228,633
Eisenhower	139,862	268,996	609,365	717,507	356,211	312,762	200,177	116,267	350,511	217,085	81,246	133,401
Ford Library	16,912	12,294	60,258	71,049	38,859	51,211	33,451	103,836	117,182	38,836	38,018	62,415
Ford Museum	59,887	80,974	243,722	167,700	117,869	279,921	209,594	495,862	175,810	11,146	13,867	31,041

Hoover	26,014	41,217	79,958	98,399	80,579	100,655	193,638	84,081	80,835	60,468	102,841	119,012
Johnson	402,971	337,898	481,448	571,206	1,245,801	828,411	688,076	977,848	523,437	604,593	533,062	617,701
Nixon	446,018	557,428	353,907	744,705	547,400	516,632	494,738	485,069	524,534	607,583	741,971	778,842
Reagan	73,958	32,209	300,791	27,253	18,303	1,211,670	157,707	301,770	433,107	337,350	576,023	589,292
Roosevelt	112,118	80,883	154,737	175,579	172,747	223,071	236,764	175,303	384,979	126,894	146,268	187,265
Truman	142,783	116,331	422,037	418,110	209,779	432,001	359,925	320,625	549,305	278,247	474,683	214,986
Regional Total	486,927	413,226	560,078	795,636	683,931	630,458	339,024	835,291	437,883	556,378	622,247	838,535
Atlanta	22,262	12,599	16,037	14,496	17,290	34,027	23,648	39,750	16,436	10,294	12,347	28,893
Boston	163,068	256,827	328,657	252,267	425,001	255,360	151,391	309,662	204,307	145,179	219,300	487,367
Chicago	14,521	11,147	10,784	16,425	77,369	220,540	46,672	38,370	51,790	177,469	32,868	94,945
Denver	60,747	13,159	7,349	160,324	7,562	5,145	4,982	8,784	7,329	17,197	154,092	5,780
Fort Worth	29,008	33,781	29,366	24,645	18,142	45,285	12,056	20,957	34,769	24,063	33,635	52,737
Kansas City	36,723	18,420	25,444	25,444	26,297	16,833	21,656	21,185	24,803	18,419	48,153	58,665
New York	19,785	16,660	25,915	51,590	34,435	15,846	34,106	19,898	28,874	34,560	17,238	33,690
Philadelphia	65,422	19,701	70,382	25,404	12,792	16,570	21,815	66,026	32,101	16,496	16,674	53,815
Riverside	25,657	6,824	5,092	1,913	4,060	4,097	7,478	10,716	9,370	83,391	6,643	3,905
Seattle	41,092	15,871	35,032	9,454	55,558	5,361	7,419	6,029	10,345	6,084	68,854	12,307
St. Louis	8,642	8,237	6,020	12,728	5,425	11,394	7,801	293,914	17,759	23,226	12,443	6,431

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.)

	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
Monthly Total (A+P+R)	2,832,257	2,337,566	3,586,722	3,135,226	3,764,436	5,872,046	4,307,485	6,073,014	3,380,508	2,759,174	4,015,484	3,474,852
Agency-Wide Total	1,282,074	896,148	1,252,959	1,124,548	1,070,330	2,207,895	910,308	1,703,916	1,070,694	839,201	1,525,630	1,137,934
US National Archives	1,007,687	705,573	660,392	710,414	725,546	1,931,945	704,129	1,300,952	736,150	516,264	1,198,033	823,591
Afro-American HS	13,209	1,499	425	417	891	2,997	1,956	4,469	6,582	7,438	10,398	17,250
Assembly	73,116	140	85	24	75	146	138	138	1,209	744	444	395
Archival Recovery	2,517	2,681	2,030	2,619	5,199	3,770	3,847	2,158	2,627	3,211	10,931	13,228
Constitution	5,555	6,878	5,654	5,474	3,121	6,866	6,415	52,050	8,543	20,287	22,477	14,906
Federal Register	5,281	10,265	27,823	11,851	2,038	1,028	1,820	1,514	1,402	1,059	1,191	1,303
Federal Records Centers	492	357	151	140	624	551	603	668	497	667	1,038	912
Applied Research	8,355	2,831	721	744	616	2,341	1,885	2,255	1,518	1,450	3,708	2,001
NHPRC	55,196	70,891	129,183	38,257	101,943	53,053	53,267	101,780	116,370	56,385	125,975	48,213
Noon Lectures	228	308	286	316	504	347	1,784	601	1,384	764	426	569
Preservation	26,730	9,976	46,338	19,626	34,503	76,789	31,822	85,826	38,417	48,495	17,825	100,335
Research	11,582	29,929	6218	14,297	7,776	7,073	4,349	7,934	6,372	7,732	5,367	15,561
SNAC												
Today's Document	28,626	21,910	14,827	170,945	136,974	85,057	69,623	106,185	121,831	126,872	85,461	83,732
Students and Interns	729	539	406	403	518	543	5,844	3,954	1,892	5,123	1,347	1,264
Electoral College	1,820	419	397	710	541	580	305	632	825	1,732	915	950
Education	40,951	31,952	358,023	148,311	49,461	34,809	22,521	32,800	25,075	40,978	40,094	13,724
Presidential Total	1,394,282	1,328,029	2,126,332	1,675,398	2,416,721	3,418,686	3,269,400	3,994,904	2,160,220	1,679,824	2,216,325	2,203,682
Bush	73,905	118,752	133,433	138,053	302,406	302,140	265,585	166,858	159,163	202,546	135,624	843,844
GWB	685,756	401,239	688,317	264,652	858,561	961,971	465,698	1,950,804	360,159	354,331	381,619	290,601
Carter	52,254	81,663	87,772	110,232	64,481	294,967	1,366,061	384,198	136,443	146,925	490,684	136,681
Clinton	70,181	180,058	249,615	23,870	110,240	217,968	204,997	232,547	216,592	133,328	124,643	96,101
Eisenhower	46,951	90,294	199,422	316,390	128,829	117,413	80,883	42,189	144,623	94,366	26,775	44,146
Ford Library	5,498	4,513	16,444	22,468	13,189	19,994	10,459	49,346	49,809	14,031	12,315	13,683
Ford Museum	22,600	29,878	91,397	63,819	49,603	107,049	84,116	201,063	77,939	4,391	6,589	4,827
Hoover	8,009	14,768	23,040	32,618	30,314	36,259	85,842	30,069	31,209	22,736	44,440	23,205
Johnson	172,433	133,626	187,799	208,644	529,216	303,232	236,368	444,983	215,709	211,719	195,765	221,541

Nixon	149,200	194,815	124,735	270,683	195,325	187,530	174,195	168,948	187,740	217,146	263,140	251,133
Reagan	25,380	9,752	136,869	12,150	6,973	634,524	69,828	122,169	162,420	128,030	281,804	134,733
Roosevelt	33,534	30,030	48,248	63,755	61,296	81,788	96,088	66,938	180,738	49,027	55,136	70,607
Truman	48,581	38,641	139,241	148,064	66,288	153,851	129,280	134,792	237,676	101,248	197,791	72,580
Regional Total	155,901	113,389	207,431	335,280	277,385	245,465	127,777	374,194	149,594	240,149	273,529	133,236
Atlanta	5,815	4,382	5,334	5,339	6,495	16,012	10,173	17,305	7,070	4,859	4,469	5,488
Boston	36,864	71,148	126,025	82,765	174,424	89,218	59,853	131,307	64,454	43,634	84,690	66,127
Chicago	2,334	2,528	3,412	3,493	31,210	98,021	11,642	10,843	17,271	86,882	7,986	9,125
Denver	27,694	4,550	3,334	93,593	2,945	2,563	1,951	3,808	3,802	8,784	90,983	2,674
Fort Worth	7,257	8,223	6,344	114,880	4,625	18,779	4,157	5,272	12,547	6,677	9,842	5,499
Kansas City	12,929	5,133	7,480	5,984	8,584	5,582	7,313	6,474	7,344	5,850	18,894	3,907
New York	3,763	4,340	7,325	14,899	12,930	5,278	17,545	5,792	10,006	13,978	6,471	10,114
Philadelphia	27,590	3,846	28,221	6,159	2,867	3,216	5,946	26,804	12,946	4,816	3,131	22,355
Riverside	12,756	1,932	1,592	832	1,718	1,446	3,023	3,648	4,382	51,404	2,210	1,675
Seattle	16,104	5,617	16,288	3,782	29,690	1,702	3,001	2,464	3,961	2,605	38,667	3,702
St. Louis	2,795	1,690	2,066	3,554	1,897	3,648	3,173	160,477	5,811	10,660	6,186	2,570

APPENDIX V: Twitter Followers (Cumulative)

	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
archivespres	3,724	3,833	3,892	3,947	4,007	4,067	4,144	4,245	4,321	4,380	4,439	4,514
dferriero	3,237	3,277	3,333	3,361	3,388	3,417	3,438	3,466	3,501	3,503	3,533	3,558
Discovercivwar	6,352	6,443	6,498	6,567	6,569	6,593	6,851	6,853	6,877	7,287	7,305	7,314
DocsTeach	6,300	6,542	6,721	6,869	7,039	7,264	7,546	7,771	7,991	8,175	8,310	8,448
ElectoralCollge	2,287	2,293	2,290	2,286	2,298	2,317	2,331	2,322	2,334	2,346	2,363	2,381
FedRegister	7,882	8,046	8,226	8,353	8,480	8,611	8,742	8,854	8,980	9,052	9,144	9,249
FOIA_Ombuds								261	365	374	400	444
NARAMediaLabs	853	936	1,006	1,074	1,156	1,206	1,258	1,329	1,389	1,423	1,463	1,506
NARA_RecMgmt	5,352	5,433	5,493	5,542	5,602	5,651	5,707	5,768	5,826	5,874	5,912	5,952
SNAC									61	60	60	60

TodaysDocument	20,228	21,003	21,725	22,486	23,183	23,935	24,883	25,751	26,574	27,101	27,579	28,099
USNatArchives	61,700	64,589	67,165	69,305	71,445	74,214	77,289	80,080	81,909	82,543	84,917	86,651
ThisisArchives	20	347	454	572	700	883	1,101	1,185	1,315	1,467	1,600	2,082
Bush41library	20,503	21,065	21,644	22,003	22,371	22,821	23,517	23,975	24,368	24,707	25,127	25,652
CarterLibrary	10,378	10,527	10,700	10,925	11,026	11,297	13,852	14,230	14,484	14,816	15,648	15,979
IkeLibrary	7,380	7,592	7,840	8,019	8,165	8,336	8,623	8,814	9,197	9,396	9,674	9,899
FDRLibrary	6,700	6,924	7,119	7,302	7,455	7,661	7,993	8,198	8,703	8,932	9,245	9,514
GWBLibrary	11,506	12,022	12,395	12,775	13,144	13,563	14,131	14,590	14,800	14,970	15,124	15,345
IkeandHarry2012	613	619	625	636	636	636	635	643	643	646	660	659
HooverPresLib											157	220
JFKLibrary	31,940	32,489	33,097	33,627	34,016	34,482	35,226	35,669	36,023	36,715	37,112	37,498
LBJLibrary	9,128	9,369	9,643	9,872	10,109	10,318	10,750	11,082	11,304	11,531	11,765	11,997
NixonLibrary											282	389
OurPresidents	12,484	12,849	13,240	13,636	14,025	14,574	15,108	15,554	16,251	16,699	17,172	17,587
Reagan_Library	1,729	1,760	1,806	1,862	1,913	1,955	2,041	2,130	2,178	2,220	2,408	2,531
TrumanLibrary	2,769	2,885	3,031	3,177	3,257	3,394	3,673	3,822	4,038	4,215	4,424	4,591
WJCLibrary	64,350	68,452	74,565	75,867	76,646	77,124	77,995	78,450	78,958	79,267	79,746	80,591
ArchivesNYC					6	8	8	13	21	22	28	27
atlantaarchives	1,333	1,363	1,389	1,399	1,418	1,432	1,467	1,511	1,539	1,568	1,576	1,594
Boston_archives			79	125	165	190	218	292	404	449	519	605
KCArchives	1,293	1,333	1,386	1,421	1,458	1,486	1,528	1,560	1,605	1,637	1,670	1,700
CongressArchive	1,646	1,815	1,964	2,065	2,171	2,260	2,461	2,695	2,888	3,045	3,256	3,465
NARAFRC	407	419	420	422	425	427	431	441	444	446	447	455
StLouisArchives	109	115	122	125	127	128	129	135	135	139	139	142
TOTAL	302,203	314,340	327,789	335,620	342,400	350,250	363,076	371,689	379,426	385,005	393,204	400,698

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

	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
Page Views	3,077	8,006	2,769	2,391	2,296	1,862	1,801	1,725	2,202	2,163	1,763	2,260
Track Downloads	2,685	3,618	2,123	2,078	1,872	1,570	1,745	1,708	1,478	1,491	1,224	1,642
Subscriptions	359	920	358	331	314	350	277	280	289	306	254	338

APPENDIX VII: **Google+** Followers

	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
Monthly Followers	6,853	6,714	6,340	6,032	4,118	5,196	9,786	8,085	38,228	-558	-1,363	-39,352
Cumulative Followers	299,978	306,692	313,032	319,064	323,182	328,378	338,164	346,249	384,477	383,919	382,556	343,042

APPENDIX VIII: **Pinterest** Followers (Cumulative)

	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
US National Archives	4,067	4,204	4,285	4,347	4,424	4,527	4,619	4,696	4,731	4,777	4,848	4,911
Our Presidents	722	741	747	762	774	791	812	825	836	835	850	854

APPENDIX IX: **Instagram** Followers (Cumulative)

	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
US National Archives	3,565	3,922	4,254	4,800	5,498	6,800	8,207	9,320	10,770	12,554	14,477	16,052
Ike Library	192	216	232	252	266	282	297	309	316	321	335	361
Clinton Library	349	376	1,204	1,218	1,239	1,270	1,311	1,326	1,371	1,439	1,525	1,623
FDR Library		43	54	62	75	112	140	152	167	216	296	348
Bush 41 Library					1	13	28	37	46	51	60	65

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

	Feb	Mar	April	May	June	July	August	Sept	Oct	Nov	Dec	Jan
Channel Views	21,805	22,196	22,793	23,443	23,995	24,526	24,996	25,489	26,106	26,252	26,355	26,445