

OCTOBER FY2016 OVERVIEW

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	71,711 Views	39,478 Visitors
Tumblr Blogs	26,951 Views	14,836 Visitors
Facebook	9,061,260 Impressions	3,380,508 Reach
National Archives YouTube Channel	201,970 Views	20,873 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	1,883,508 Views	10,536 Total Contacts
Instagram	--	12,624 Total Followers
Twitter (all NARA feeds)	--	379,426 Total Followers
FourSquare	1,200 New Check-ins	4 New Followers
iTunes U	2,202 Views	289 New Subscribers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2016 Views (to date)	FY 2015 Views
Archives.gov Blogs	71,711	799,759
Tumblr Blogs	26,951	345,274
Facebook	9,061,260	147,266,835
National Archives YouTube Channel	201,970	1,668,093
Flickr (USNatArchives & ArchivesNews)	1,883,508	98,872,250

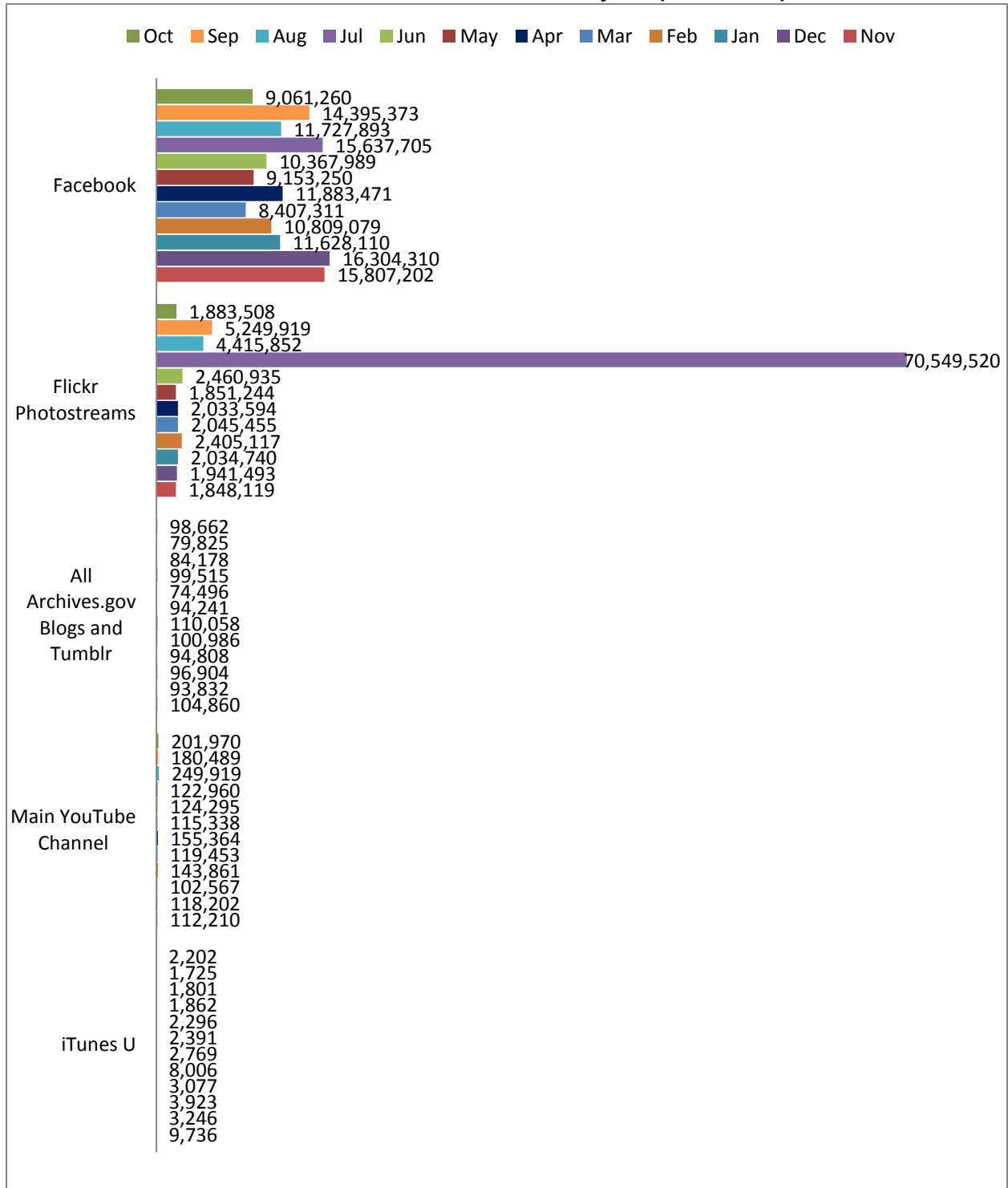
EXTERNAL BLOGS AND TUMBLOGS

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

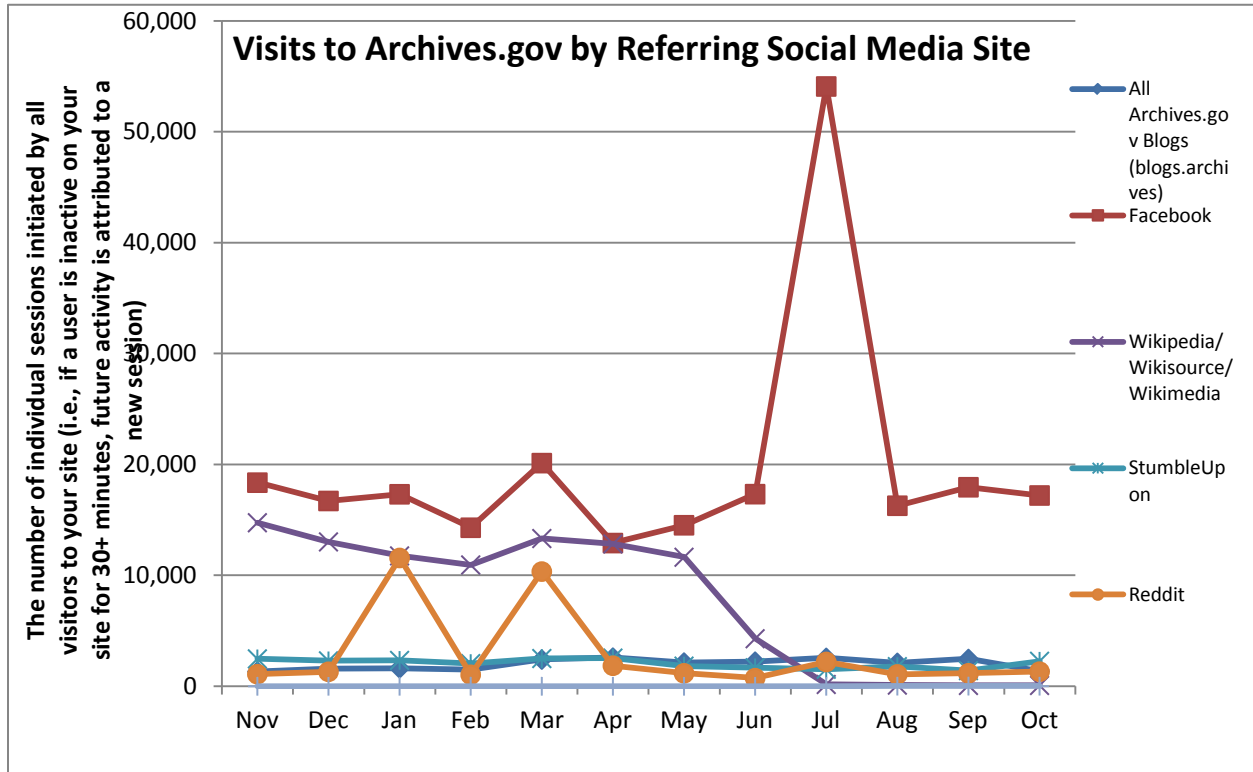
SOCIAL MEDIA TOOLBOX (Tools currently in use)

- 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)

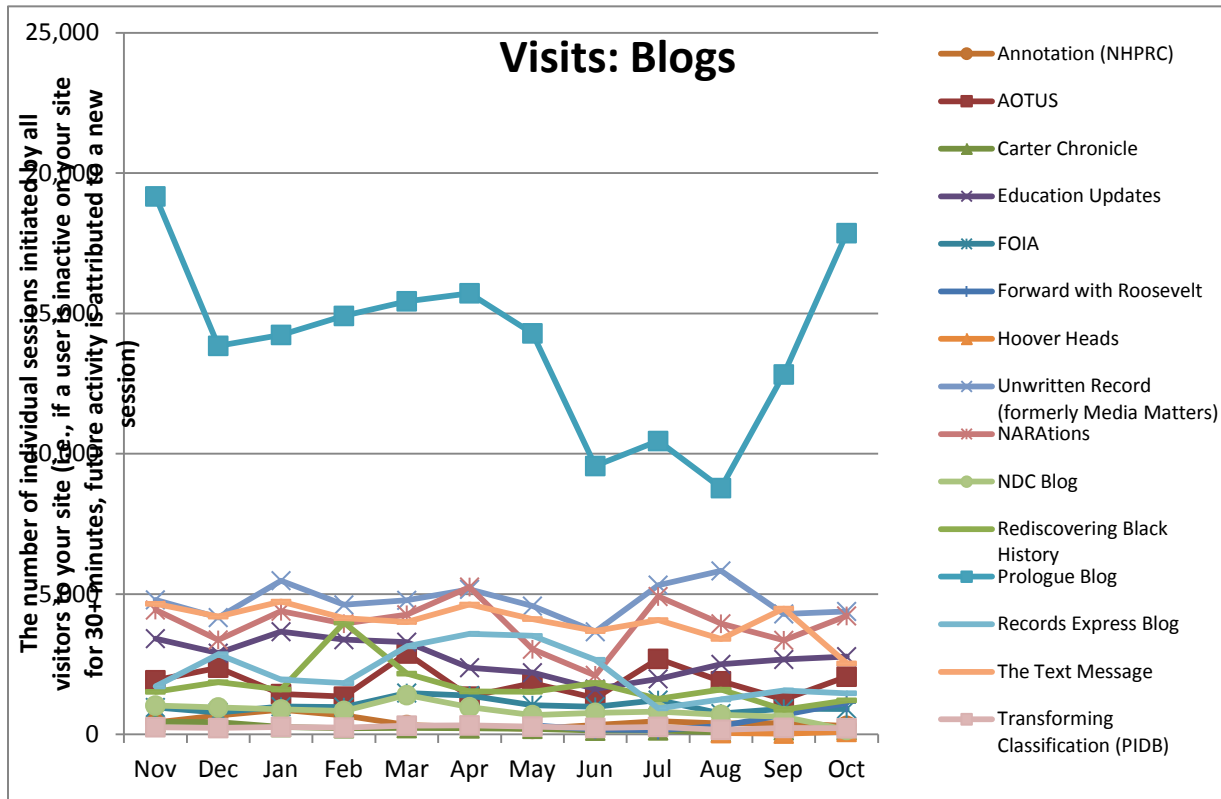


New External Social Media Projects: October Projects

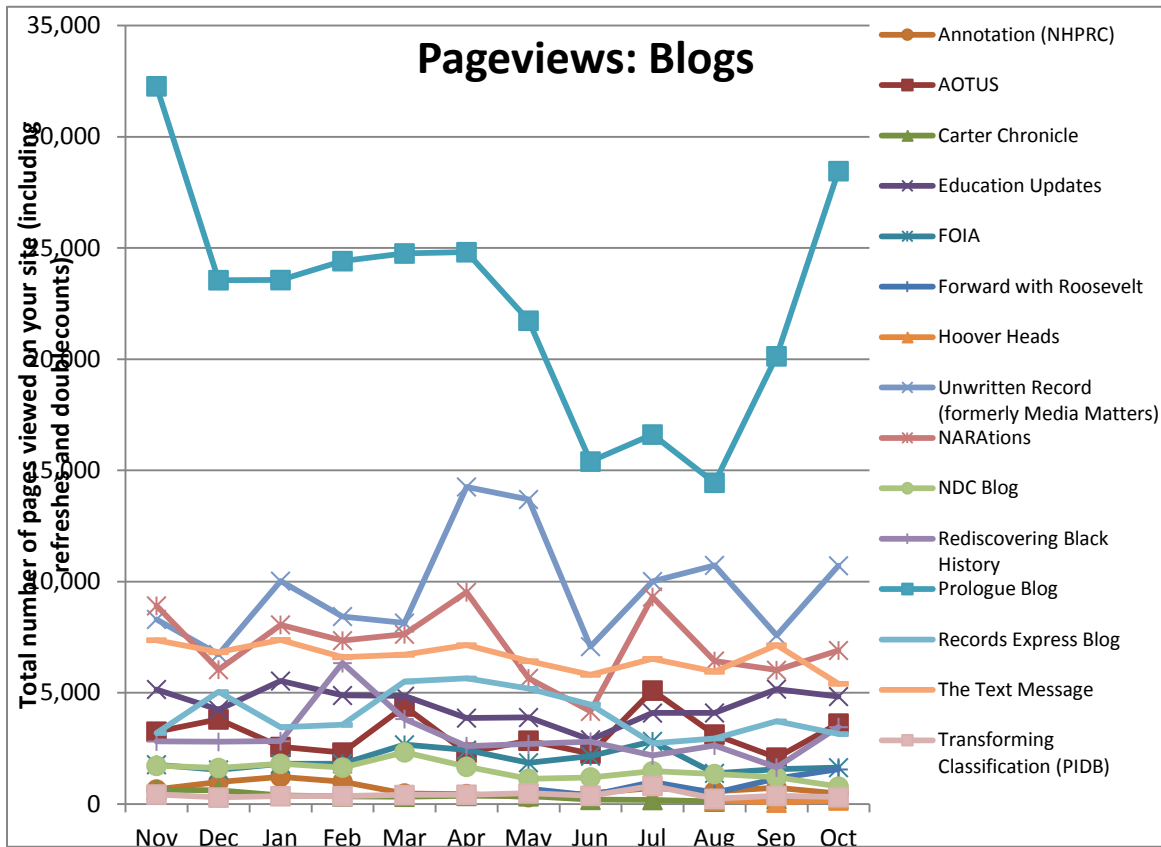
	ZeeMaps	Facebook	Flickr	Twitter	Eventbrite	Tumblr	Blog	YouTube	Instagram
November									
December									
January						1			
February				1					
March	1								1
April				1					
May									
June				1					1
July									
August		1		1					
September				1					
October									

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

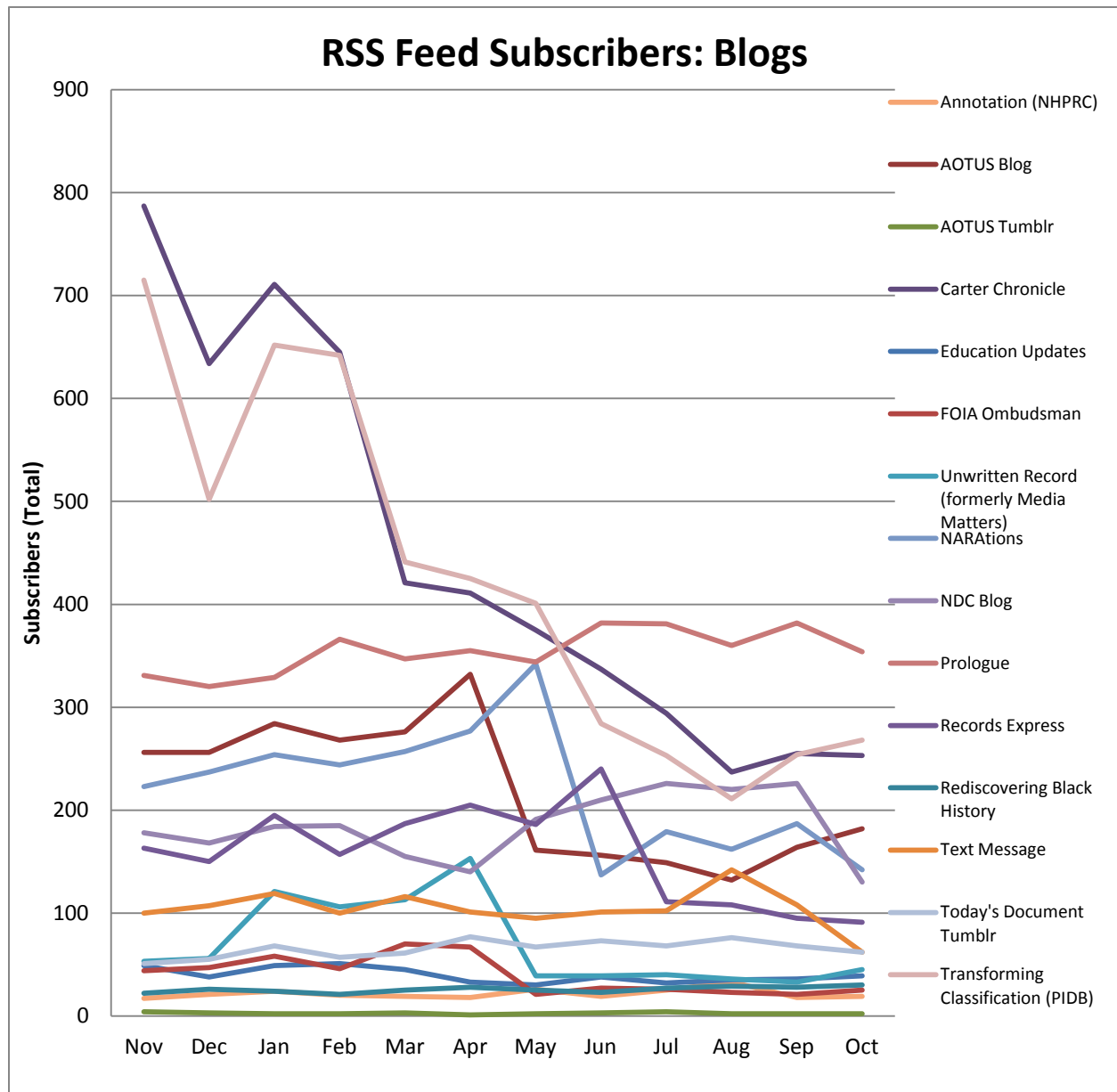
Blog Visits (Source: Appendix II.A)



Blog Pageviews (Source: Appendix II.B)



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

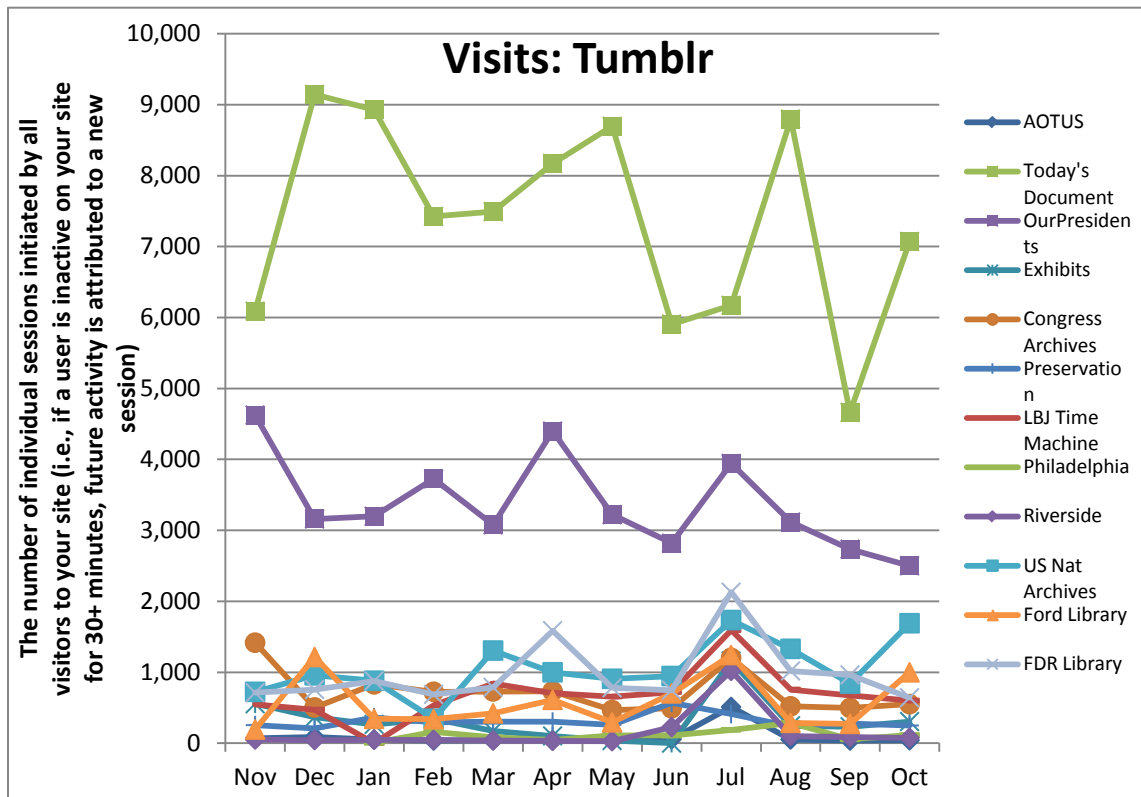


Top 5 Most Viewed Blog Posts in October

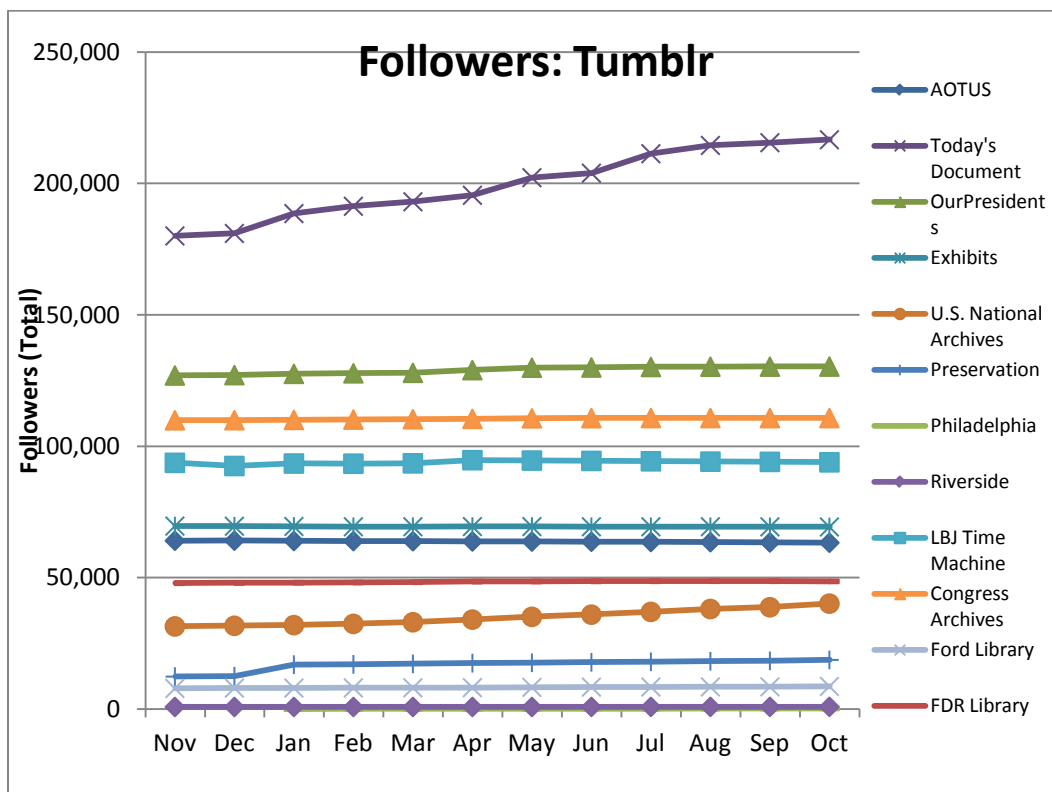
Blog	Pageviews	Post Title
Prologue	2603	Teddy Roosevelt and Abraham Lincoln in the same photo
NARAtions	2158	Announcing NARA's Digitization Priorities
Prologue	1313	Prohibition and the Rise of the American Gangster
Forward with Roosevelt	985	It's Time to put Eleanor Roosevelt on the \$10 bill
Prologue	736	The Challenge of Digital Records for Archivists

Social Media Tools: Detail View – Tumblr

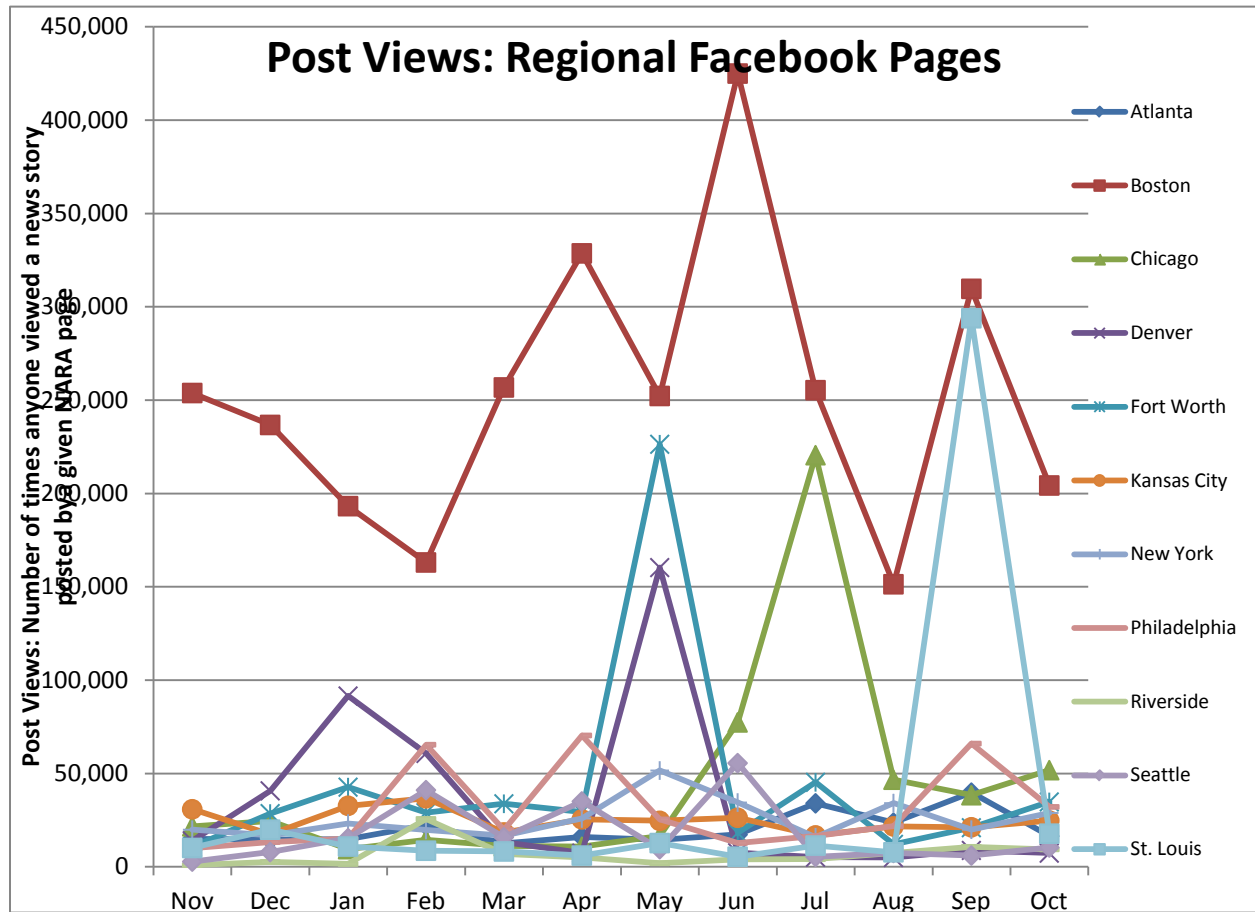
Tumblr Visits



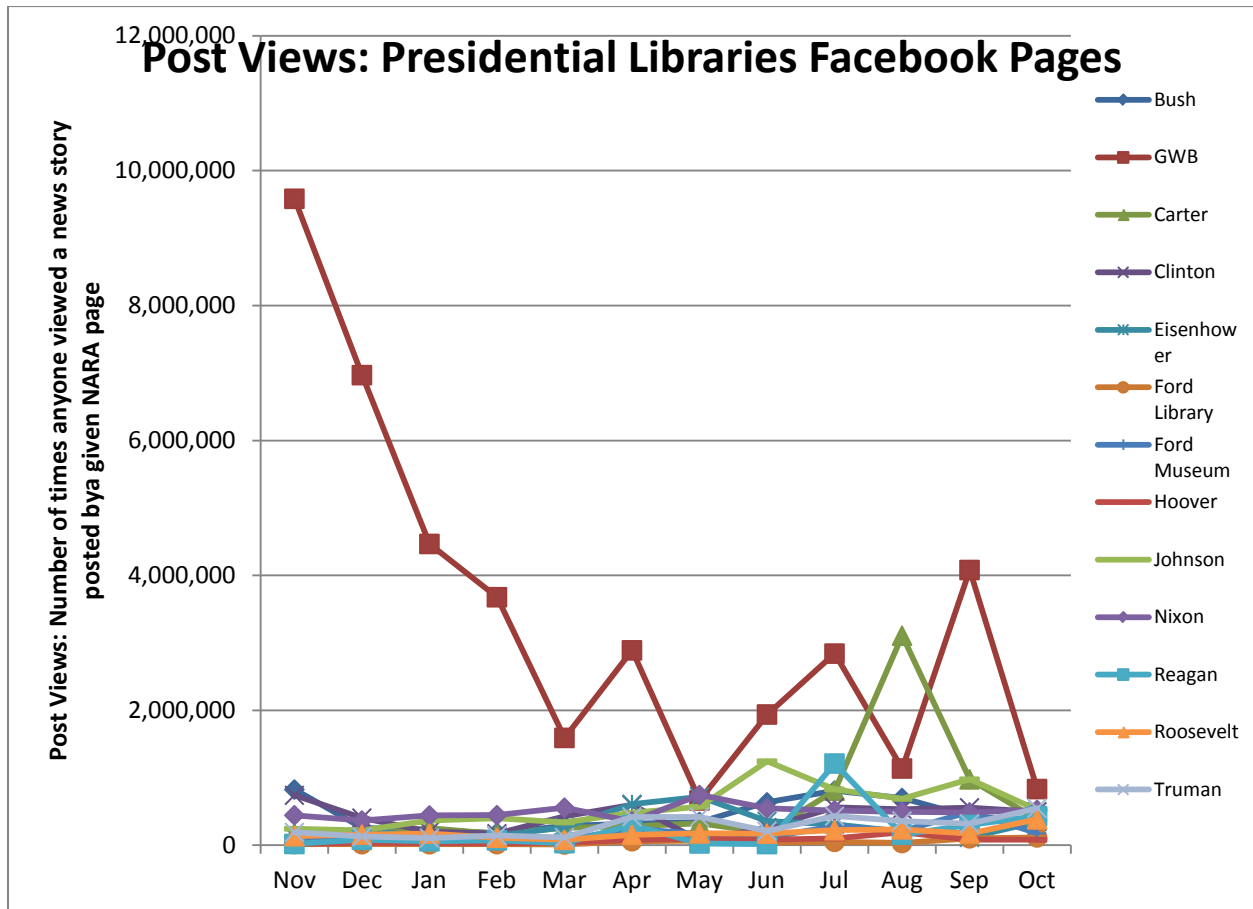
Followers on Tumblr (Source: Appendix IV)



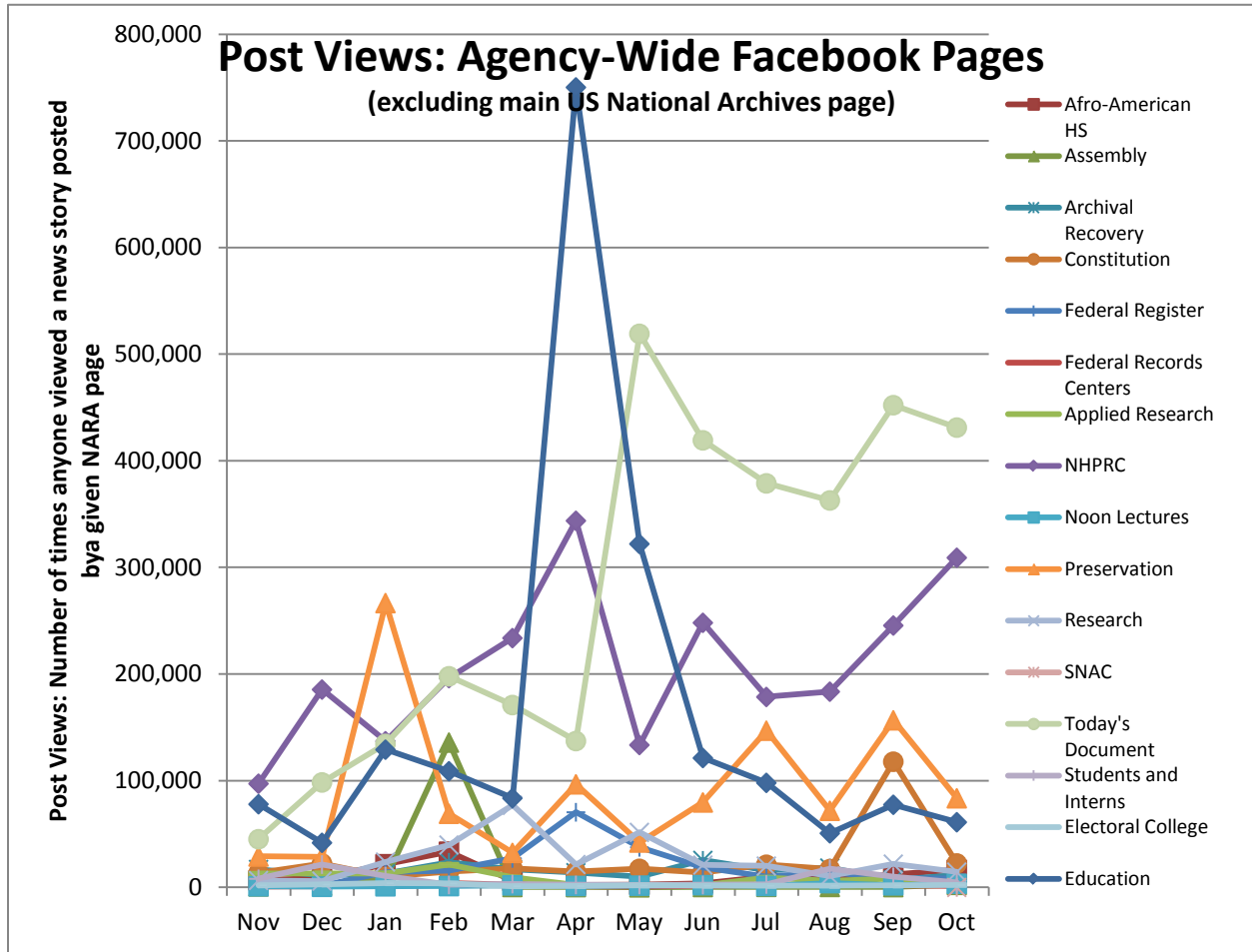
Social Media Tools: Detail View – Facebook
Post Views on Regional Pages (Source: Appendix IV.A)

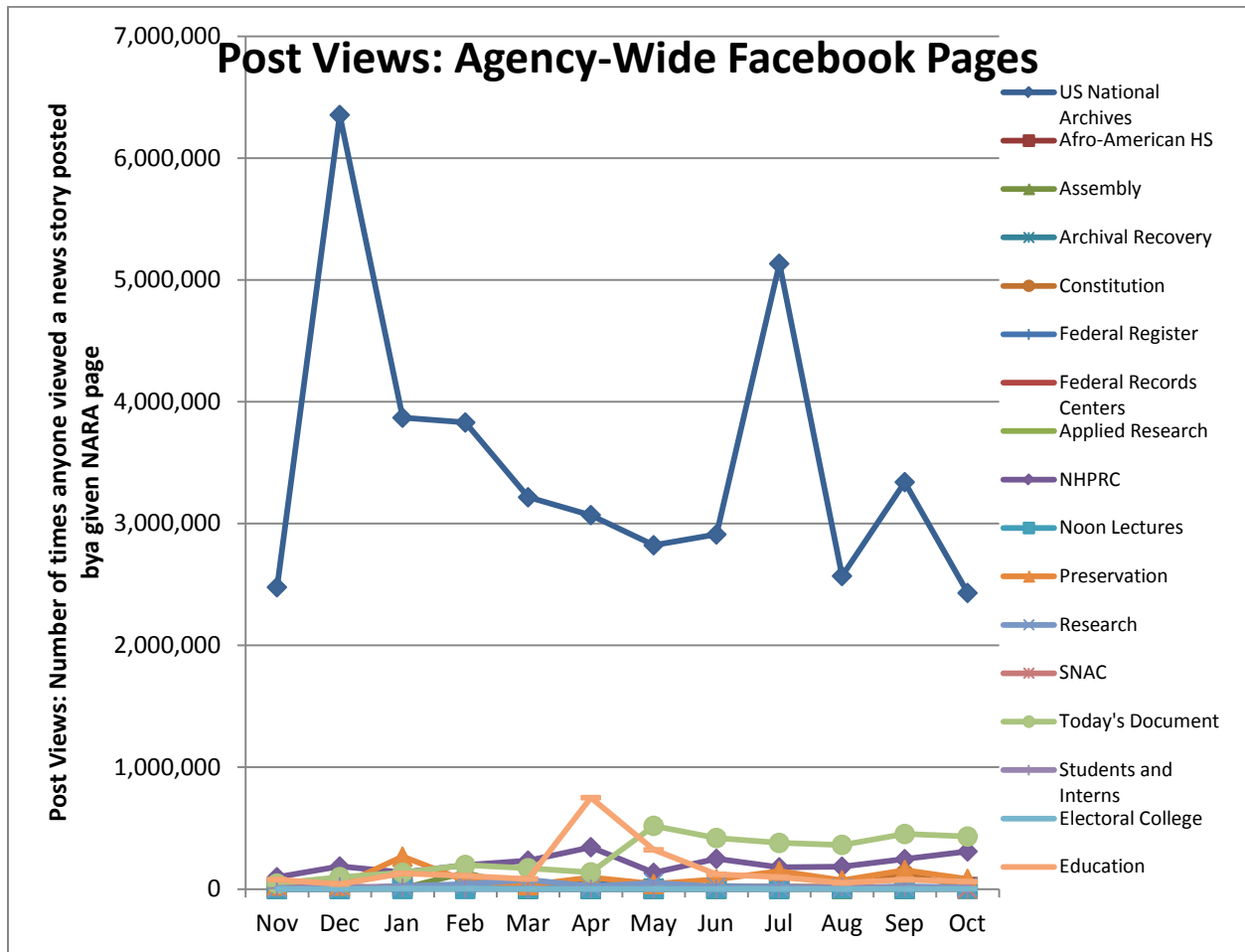


Post Views on Presidential Library Pages (Source: Appendix IV.A)

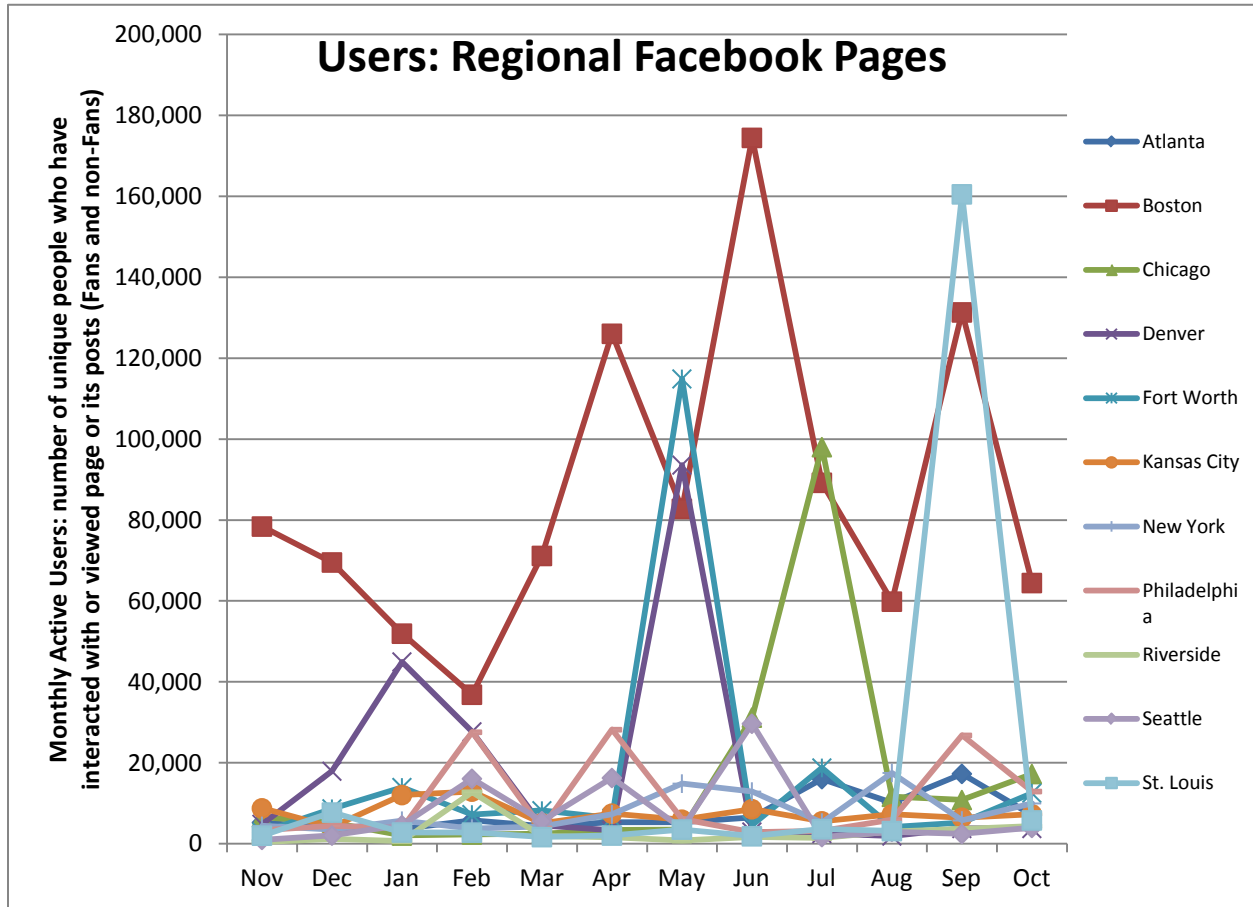


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

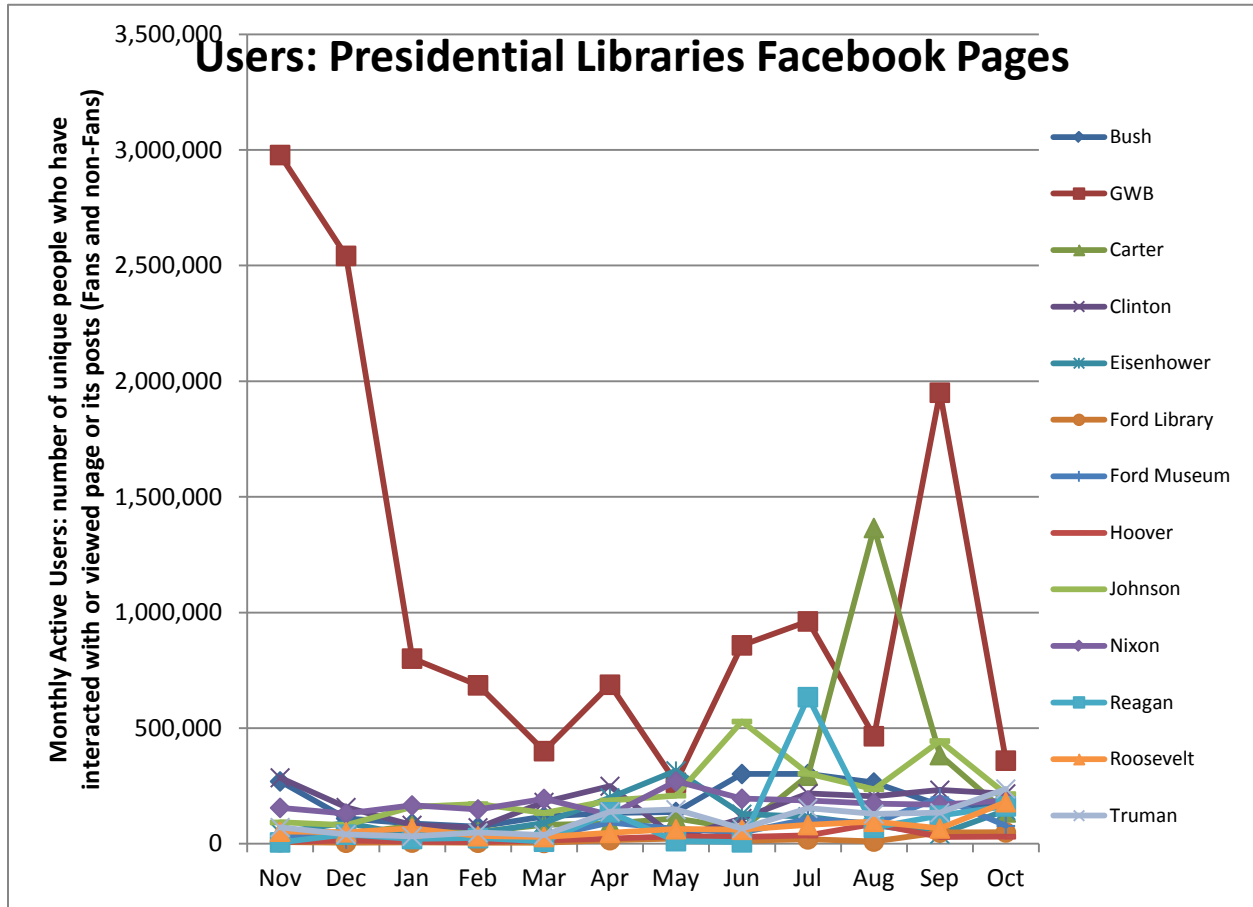




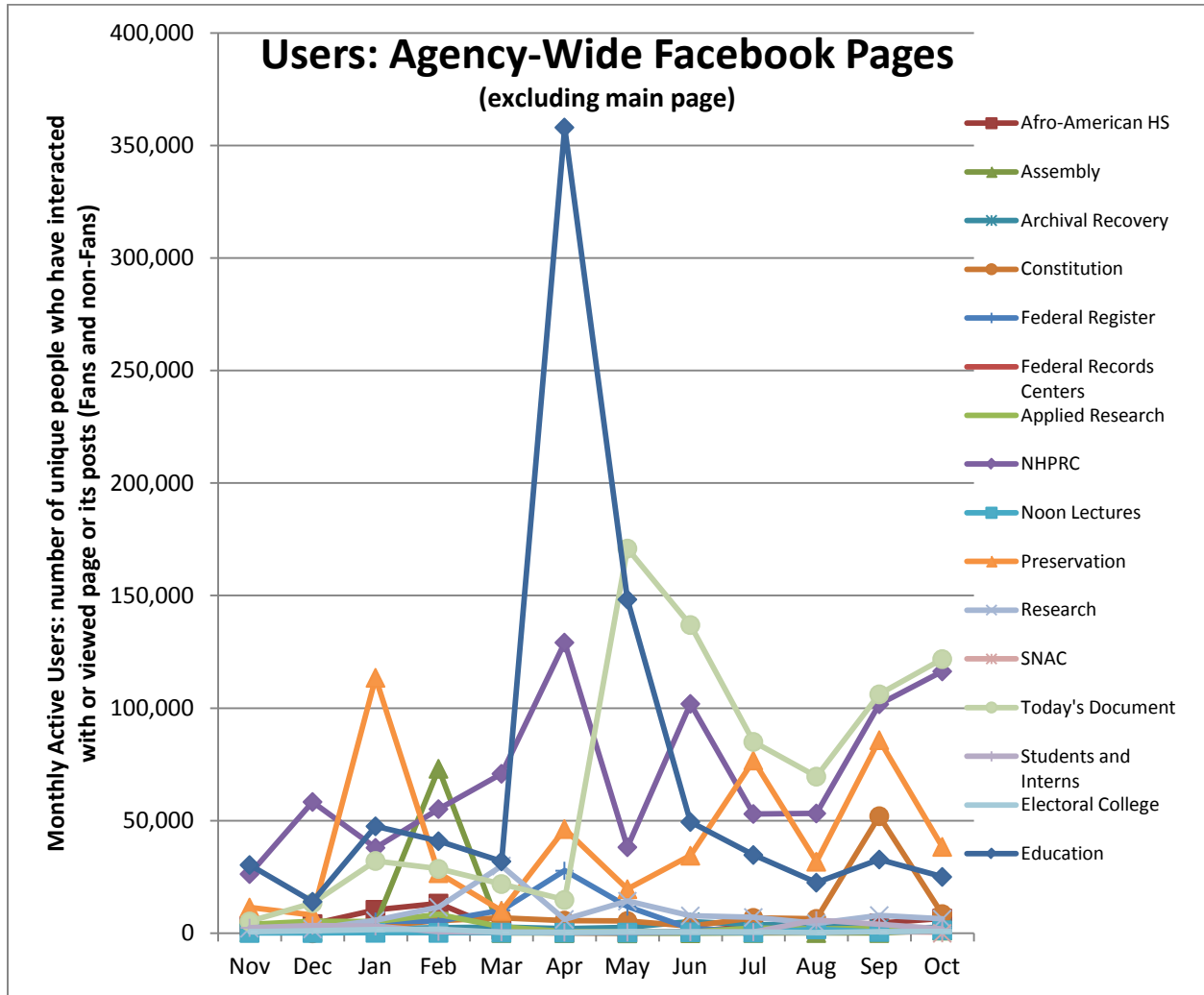
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

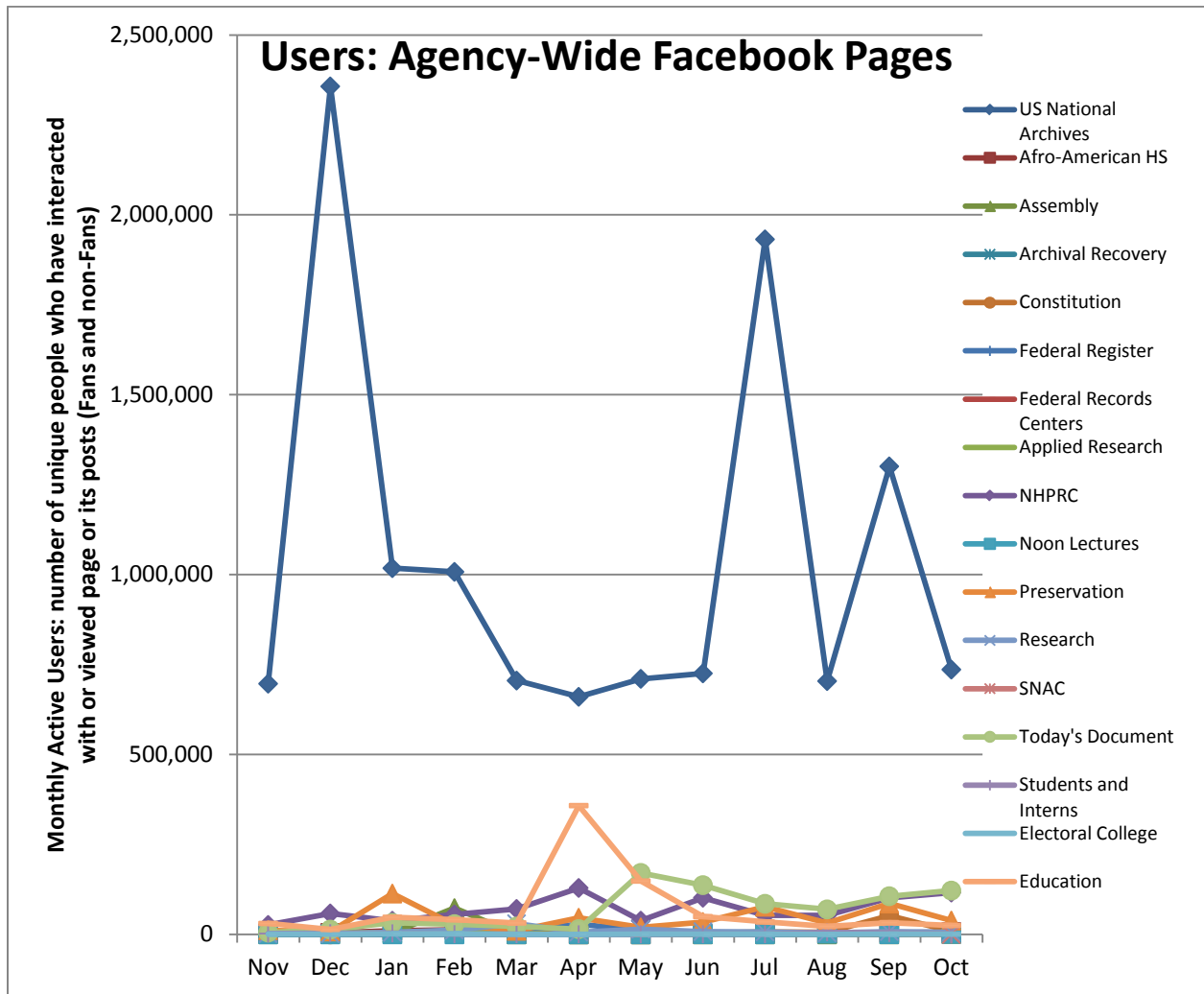


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



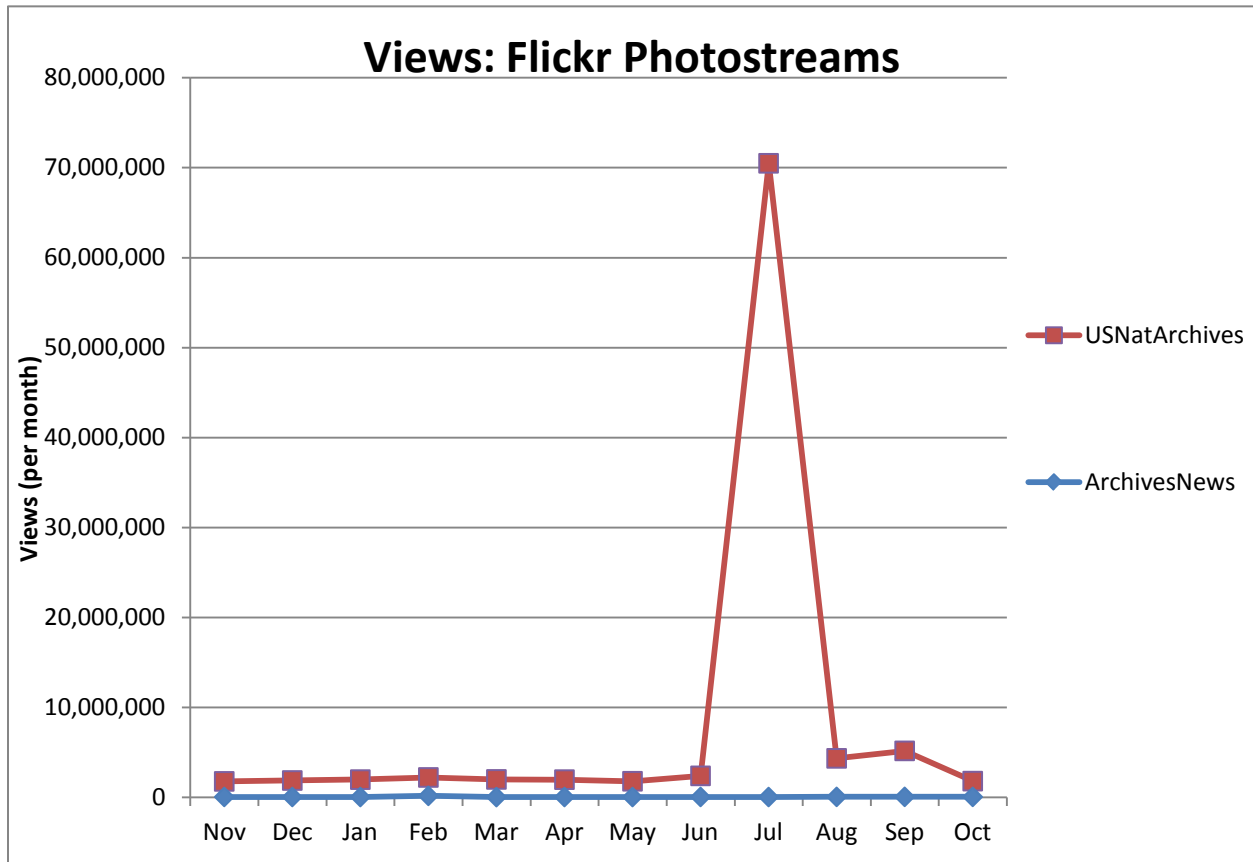
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



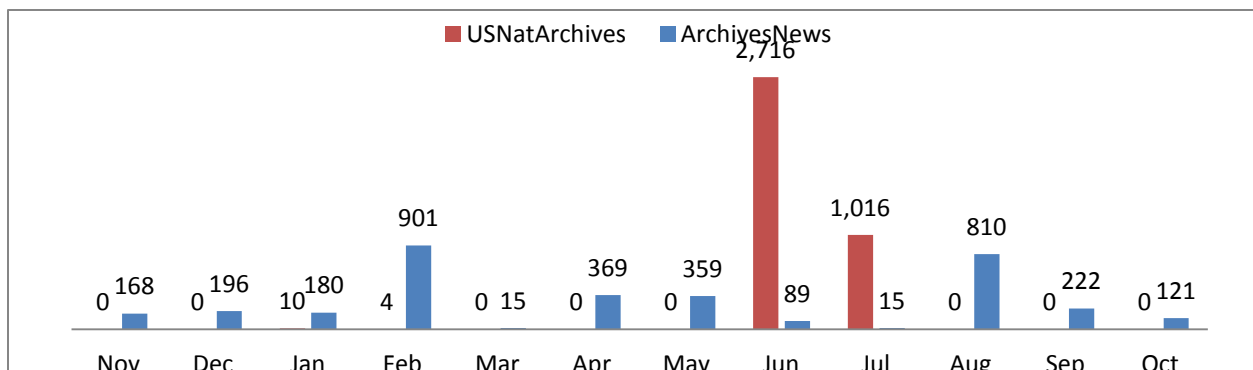


Social Media Tools: Detail View – Flickr

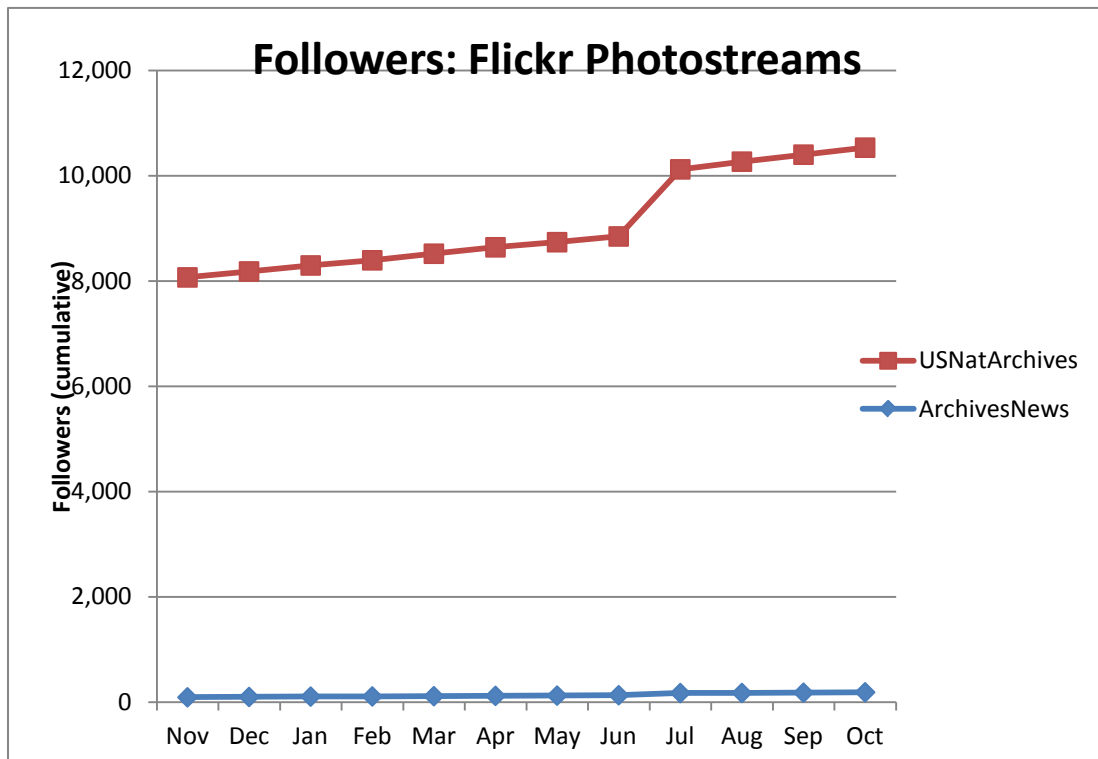
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

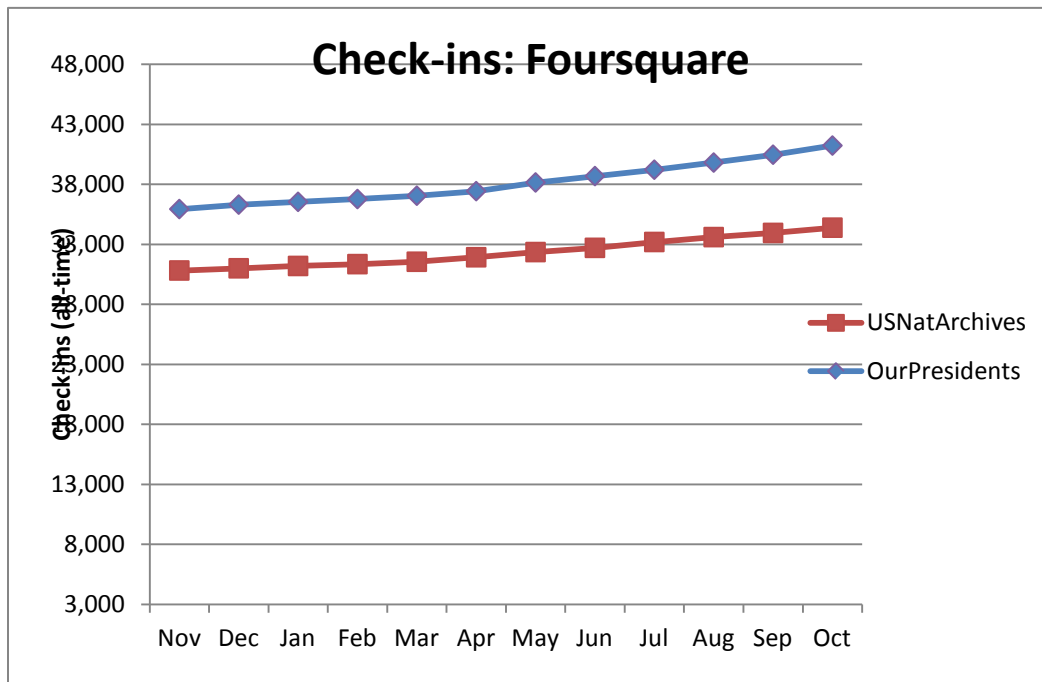


Followers of Photostreams (Cumulative)

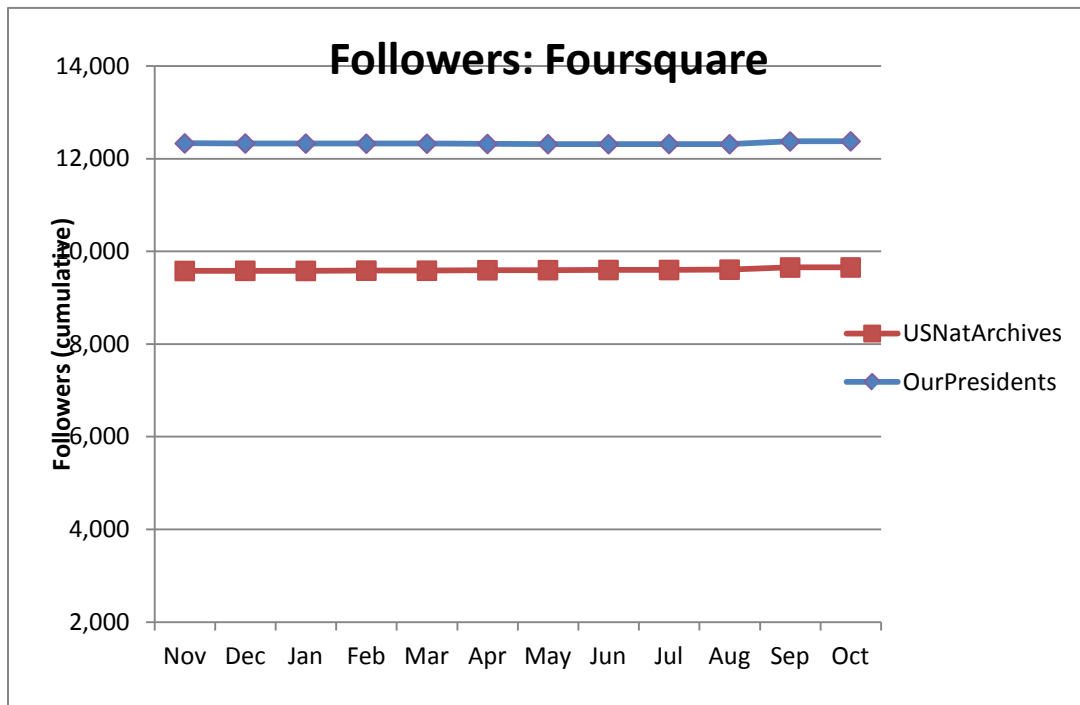


Social Media Tools: Detail View – Foursquare

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

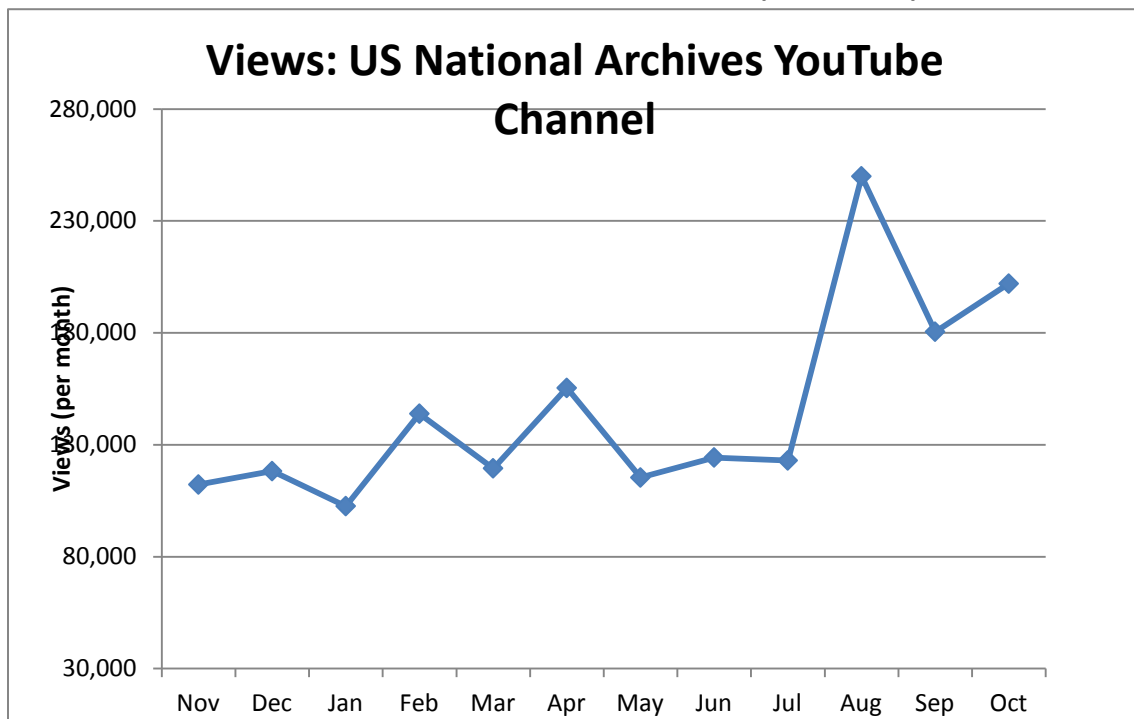


Number of Followers of USNatArchives and OurPresidents (Cumulative)

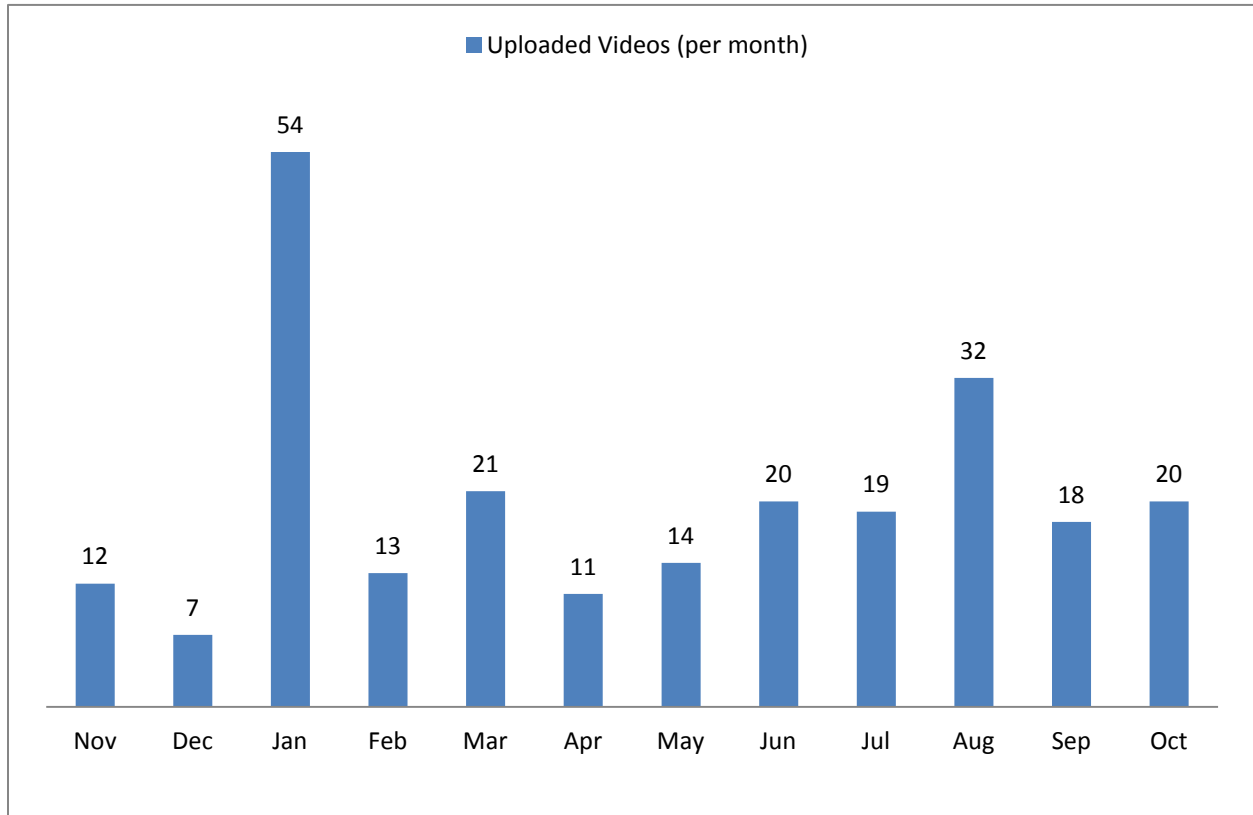


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

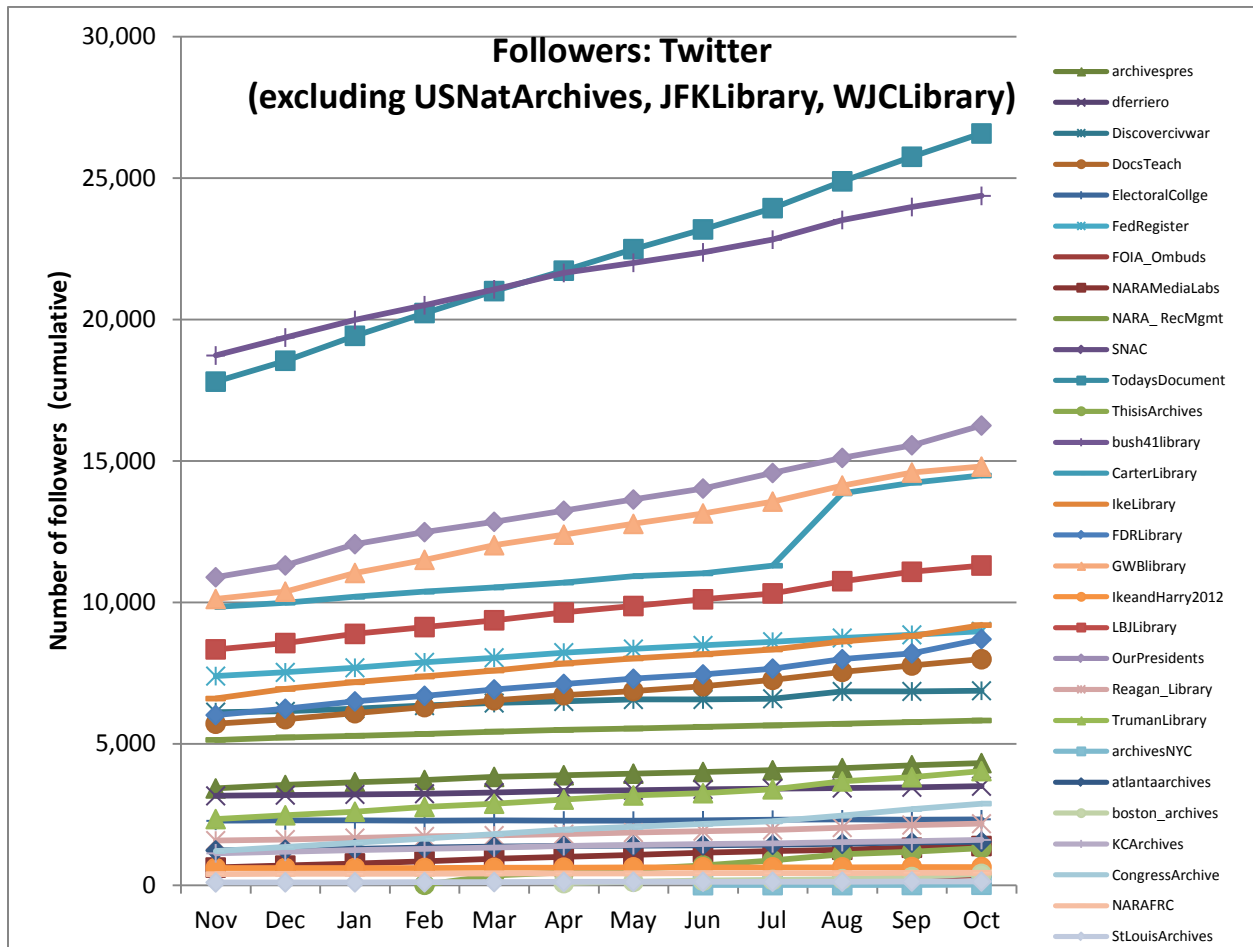


Top 5 Most Viewed Videos for October 2015 on US National Archives Channel

Video Title	Views
Harry S Truman – Bess Truman Christens an Ambulance Plane	12,610
The True Glory, 1945 (restored)	11,080
Private Snafu in “Censored.”, 1944	7,924
Stories from the Great Depression	7,692
Virtual Genealogy Fair 2015, Day 1 of 2	6,100

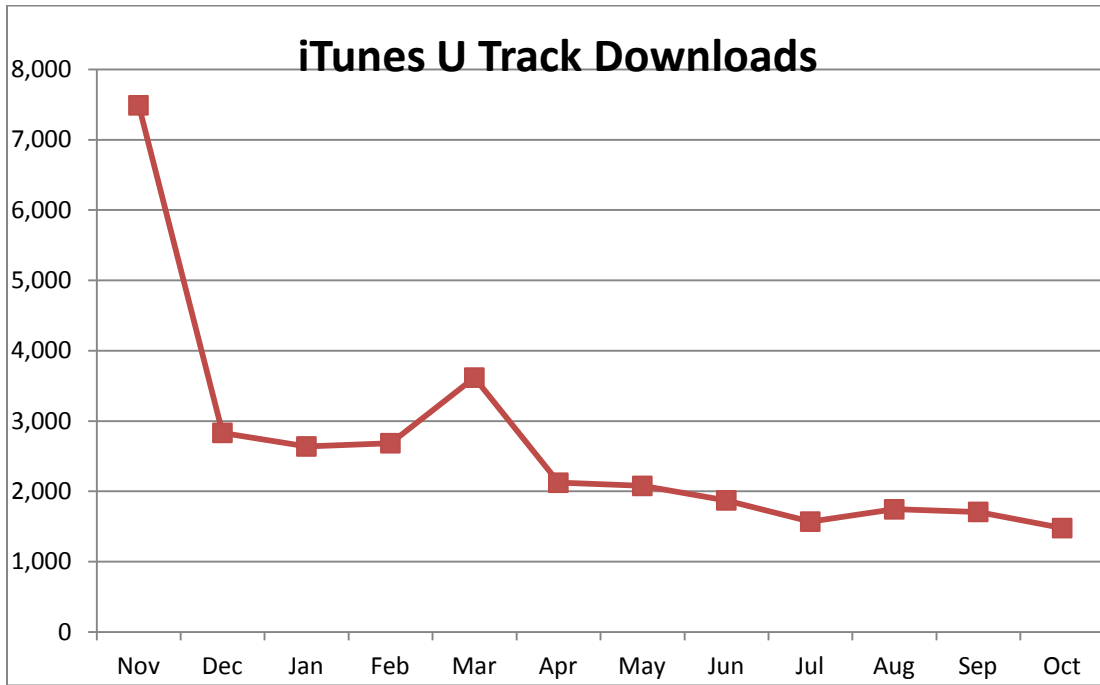
Social Media Tools: Detail View – Twitter

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

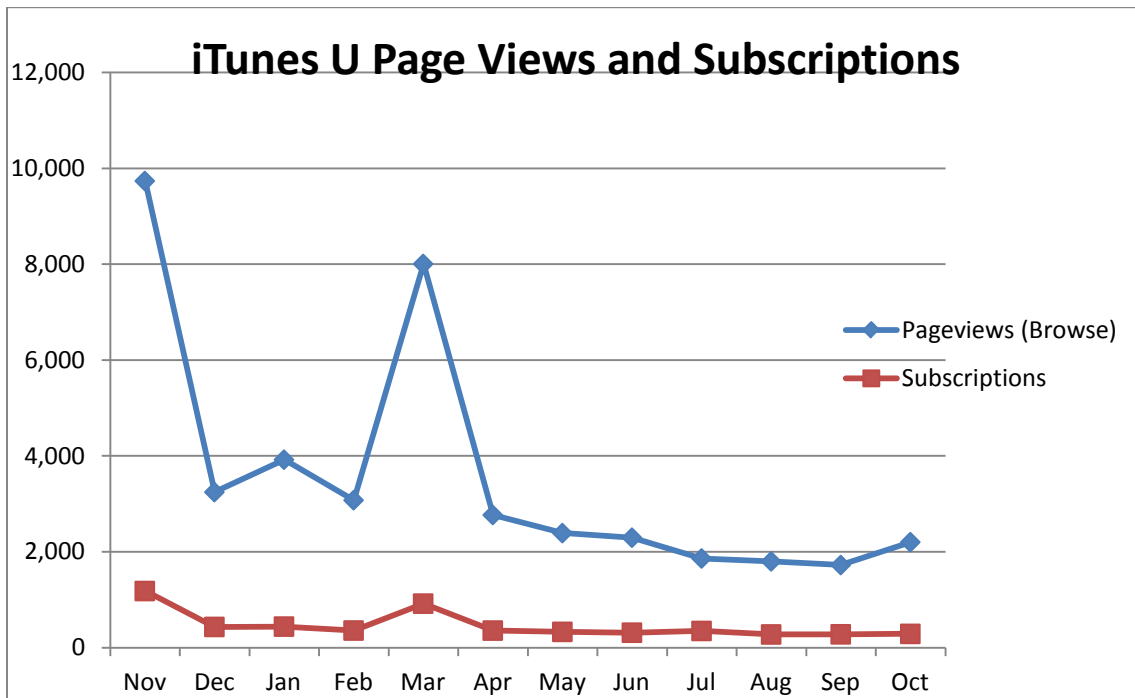


Social Media Tools: Detail View – iTunes U

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

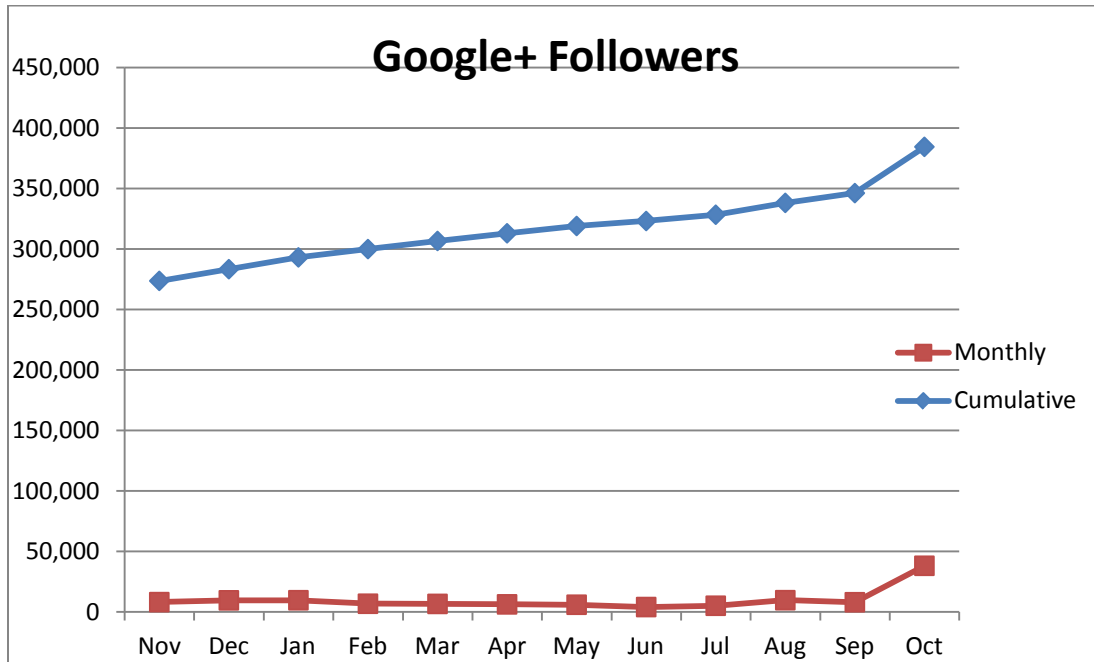


Page Views and Subscriptions on U.S. National Archives iTunes U (Source: Appendix VI)



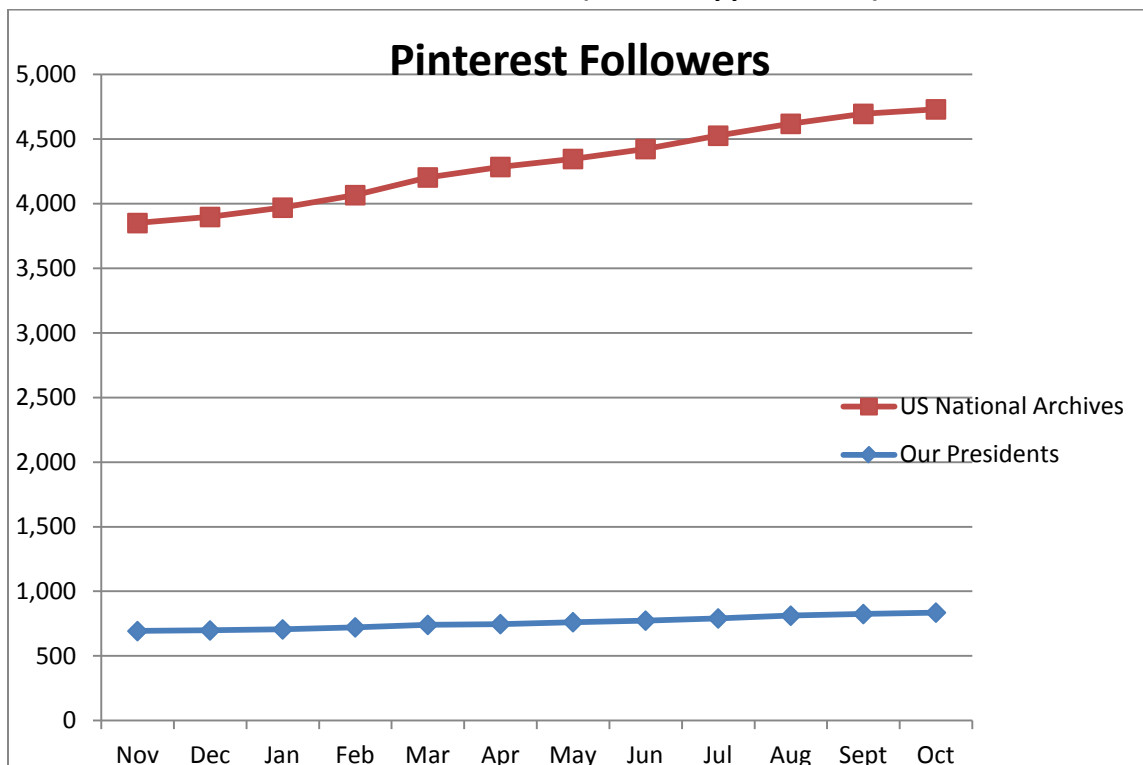
Social Media Tools: Detail View – Google+

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.

	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct
Annotation (NHPRC)	420	674	886	677	334	263	199	332	466	388	404	305
AOTUS	1,930	2,380	1,437	1,346	2,884	1,346	1,824	1,287	2,692	1,894	1,244	2,058
Carter Chronicle	444	441	264	222	226	216	202	135	145	73	148	159
Education Updates	3,413	2,896	3,660	3,374	3,288	2,379	2,200	1,619	1,980	2,497	2,671	2,772
FOIA	960	782	990	975	1,476	1,386	1,044	987	1,225	745	913	907
Forward with Roosevelt							325	177	149	298	699	1,123
Hoover Heads										48	31	91
Unwritten Record (formerly Media Matters)	4,795	4,163	5,479	4,617	4,780	5,171	4,575	3,658	5,322	5,827	4,293	4,382
NARations	4,433	3,369	4,389	3,945	4,264	5,252	3,034	2,106	4,915	3,943	3,354	4,223
NDC Blog	1,029	961	890	839	1,401	970	688	770	810	700	634	161
Rediscovering Black History	1,518	1,859	1,601	3,985	2,167	1,533	1,521	1,833	1,265	1,594	881	1,214
Prologue Blog	19,172	13,847	14,236	14,913	15,435	15,721	14,292	9,565	10,455	8,778	12,827	17,863
Records Express Blog	1,711	2,859	1,956	1,829	3,139	3,588	3,510	2,660	932	1,247	1,569	1,468
The Text Message	4,654	4,199	4,733	4,143	4,008	4,628	4,112	3,682	4,075	3,404	4,483	2,531
Transforming Classification (PIDB)	258	227	268	244	313	321	279	233	270	167	234	221
MONTHLY TOTAL	44,760	38,675	40,831	41,134	43,732	42,794	37,828	29,054	34,706	31,636	34,429	39,478

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.

	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct
Annotation (NHPRC)	652	995	1,224	1,000	473	448	315	491	720	576	726	472
AOTUS	3,254	3,807	2,566	2,314	4,389	2,312	2,850	2,273	5,104	3,125	2,089	3,618
Carter Chronicle	642	615	382	344	332	370	351	192	185	110	225	241
Education Updates	5,153	4,245	5,532	4,882	4,852	3,866	3,892	2,892	4,092	4,098	5,168	4,835
FOIA	1,771	1,539	1,811	1,815	2,666	2,430	1,858	2,153	2,820	1,382	1,568	1,638
Forward with Roosevelt							693	378	991	501	1,147	1,557
Hoover Heads										168	69	163
Unwritten Record (formerly Media Matters)	8,303	6,729	10,024	8,433	8,141	14,258	13,695	7,080	10,006	10,732	7,576	10,714
NARAtions	8,912	6,042	8,058	7,348	7,634	9,522	5,654	4,167	9,311	6,433	6,018	6,907
NDC Blog	1,720	1,623	1,810	1,642	2,327	1,678	1,136	1,197	1,475	1,350	1,207	783
Rediscovering Black History	2,816	2,795	2,827	6,338	3,823	2,604	2,695	2,802	2,188	2,629	1,645	3,459
Prologue Blog	32,273	23,555	23,561	24,412	24,756	24,813	21,733	15,400	16,615	14,448	20,132	28,458
Records Express Blog	3,196	5,039	3,450	3,558	5,508	5,646	5,185	4,474	2,729	2,952	3,717	3,148
The Text Message	7,369	6,829	7,383	6,599	6,712	7,144	6,426	5,813	6,528	5,949	7,144	5,408
Transforming Classification (PIDB)	430	292	353	354	406	419	479	374	815	237	368	310
MONTHLY TOTAL	76,524	64,127	69,028	69,067	72,039	75,541	66,989	49,704	63,585	54,729	58,849	71,711

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

	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct
Annotation (NHPRC)	17	21	24	20	19	18	26	19	25	33	18	19
AOTUS Blog	256	256	284	268	276	332	161	156	149	132	164	182
AOTUS Tumblr	4	3	2	2	3	1	2	3	4	2	2	2
Carter Chronicle	787	634	711	645	421	411	375	337	294	237	255	253
Education Updates	49	38	49	51	45	33	30	38	32	35	36	39
FOIA Ombudsman	44	47	58	46	70	67	21	27	26	23	21	25
Unwritten Record (formerly Media Matters)	53	56	121	106	113	153	39	39	40	36	33	45
NARAtions	223	237	254	244	257	277	342	137	179	162	187	142
NDC Blog	178	168	184	185	155	140	191	210	226	220	226	130
Prologue	331	320	329	366	347	355	344	382	381	360	382	354
Records Express	163	150	195	157	187	205	186	240	111	108	95	91
Rediscovering Black History	22	26	24	21	25	28	25	23	27	29	28	30
Text Message	100	107	119	100	116	101	95	101	102	142	108	62
Today's Document Tumblr	51	55	68	57	61	77	67	73	68	76	68	62
Transforming Classification (PIDB)	715	502	652	642	441	425	401	284	253	211	254	268
MONTHLY TOTAL	2,993	2,620	3,074	2,910	2,536	2,623	2,305	2,069	1,917	1,806	1,877	1,704

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.)

	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct
Monthly Total (A+P+R)	15,807,202	16,304,310	11,628,110	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
Agency-Wide Total	2,797,763	6,798,188	4,657,058	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
US National Archives	2,477,553	6,353,630	3,868,815	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
Afro-American HS	6,546	8,862	21,730	33,493	6,169	2,165	2,528	3,670	10,048	7,130	12,091	16,560
Assembly	950	1,770	7,905	135,822	399	301	83	385	518	463	301	2,421
Archival Recovery	16,885	11,286	12,818	23,549	16,976	13,847	9,947	25,403	15,879	18,213	7,018	11,528
Constitution	13,432	22,402	9,946	14,770	17,809	14,632	17,396	13,805	21,232	17,153	117,855	22,444
Federal Register	1,943	1,422	14,017	15,756	27,232	70,460	37,589	18,687	9,821	14,089	8,034	8,375
Federal Records Centers	638	858	2,051	4,036	2,410	968	626	1,408	2,073	2,505	1,725	1,178
Applied Research	12,835	13,010	13,041	21,246	9,392	2,119	2,042	1,720	9,144	6,068	8,260	4,100
NHPRC	97,254	185,524	137,097	196,287	233,782	343,824	133,532	248,137	178,585	183,547	245,574	309,164
Noon Lectures	1,044	580	1,064	1,253	1,917	1,359	1,632	2,132	1,330	4,046	1,964	3,439
Preservation	29,008	28,539	266,618	69,076	32,375	96,679	42,109	79,668	146,977	71,879	156,707	83,591
Research	6,512	5,886	23,794	39,740	76,990	21,481	51,571	20,973	20,009	10,703	21,902	14,398
SNAC												
Today's Document	45,188	98,420	134,547	197,972	171,009	137,247	519,151	419,241	378,882	362,861	452,224	431,209
Students and Interns	8,059	21,433	10,549	2,338	3,190	2,352	2,304	2,323	2,797	17,391	9,925	4,672
Electoral College	1,907	2,736	3,896	3,652	1,085	1,225	1,739	1,566	1,449	1,429	1,782	2,245
Education	78,009	41,830	129,710	108,950	83,651	750,239	322,106	121,333	98,040	50,746	77,495	61,128
Presidential Total	12,619,803	9,083,185	6,520,721	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
Bush	825,844	258,321	219,662	184,776	288,692	321,166	345,370	635,639	809,767	699,736	422,466	365,601
GWB	9,582,567	6,968,783	4,466,458	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
Carter	169,731	155,167	254,658	170,680	256,809	280,020	322,472	188,167	808,109	3,106,708	977,253	380,254
Clinton	740,723	404,686	199,674	171,865	428,288	598,325	67,300	262,444	562,509	532,640	556,456	497,630
Eisenhower	124,717	238,386	115,820	139,862	268,996	609,365	717,507	356,211	312,762	200,177	116,267	350,511
Ford Library	18,850	16,488	15,989	16,912	12,294	60,258	71,049	38,859	51,211	33,451	103,836	117,182
Ford Museum	99,694	48,352	68,736	59,887	80,974	243,722	167,700	117,869	279,921	209,594	495,862	175,810

Hoover	22,939	34,743	30,456	26,014	41,217	79,958	98,399	80,579	100,655	193,638	84,081	80,835
Johnson	244,454	222,125	368,131	402,971	337,898	481,448	571,206	1,245,801	828,411	688,076	977,848	523,437
Nixon	445,052	367,020	442,309	446,018	557,428	353,907	744,705	547,400	516,632	494,738	485,069	524,534
Reagan	19,561	82,876	59,301	73,958	32,209	300,791	27,253	18,303	1,211,670	157,707	301,770	433,107
Roosevelt	134,219	158,232	173,378	112,118	80,883	154,737	175,579	172,747	223,071	236,764	175,303	384,979
Truman	191,452	128,006	106,149	142,783	116,331	422,037	418,110	209,779	432,001	359,925	320,625	549,305
Regional Total	389,636	422,937	450,331	486,927	413,226	560,078	795,636	683,931	630,458	339,024	835,291	437,883
Atlanta	14,998	14,598	14,768	22,262	12,599	16,037	14,496	17,290	34,027	23,648	39,750	16,436
Boston	253,845	236,738	193,238	163,068	256,827	328,657	252,267	425,001	255,360	151,391	309,662	204,307
Chicago	21,702	24,548	9,460	14,521	11,147	10,784	16,425	77,369	220,540	46,672	38,370	51,790
Denver	13,970	40,722	91,536	60,747	13,159	7,349	160,324	7,562	5,145	4,982	8,784	7,329
Fort Worth	10,619	28,524	42,687	29,008	33,781	29,366	24,645	18,142	45,285	12,056	20,957	34,769
Kansas City	30,833	17,295	32,694	36,723	18,420	25,444	25,444	26,297	16,833	21,656	21,185	24,803
New York	19,871	16,826	23,131	19,785	16,660	25,915	51,590	34,435	15,846	34,106	19,898	28,874
Philadelphia	9,986	13,274	15,084	65,422	19,701	70,382	25,404	12,792	16,570	21,815	66,026	32,101
Riverside	907	2,608	1,507	25,657	6,824	5,092	1,913	4,060	4,097	7,478	10,716	9,370
Seattle	2,798	7,896	15,353	41,092	15,871	35,032	9,454	55,558	5,361	7,419	6,029	10,345
St. Louis	10,107	19,908	10,873	8,642	8,237	6,020	12,728	5,425	11,394	7,801	293,914	17,759

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.)

	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct
Monthly Total (A+P+R)	4,978,192	5,924,135	3,006,040	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
Agency-Wide Total	792,580	2,471,189	1,290,376	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
US National Archives	696,888	2,357,075	1,017,984	1,007,687	705,573	660,392	710,414	725,546	1,931,945	704,129	1,300,952	736,150
Afro-American HS	3,304	4,112	10,452	13,209	1,499	425	417	891	2,997	1,956	4,469	6,582
Assembly	430	891	3,961	73,116	140	85	24	75	146	138	138	1,209
Archival Recovery	2,971	2,420	2,043	2,517	2,681	2,030	2,619	5,199	3,770	3,847	2,158	2,627
Constitution	5,222	14	3,135	5,555	6,878	5,654	5,474	3,121	6,866	6,415	52,050	8,543
Federal Register	607	369	5,278	5,281	10,265	27,823	11,851	2,038	1,028	1,820	1,514	1,402
Federal Records Centers	216	302	361	492	357	151	140	624	551	603	668	497
Applied Research	3,927	5,389	5,239	8,355	2,831	721	744	616	2,341	1,885	2,255	1,518
NHPRC	26,329	58,379	37,999	55,196	70,891	129,183	38,257	101,943	53,053	53,267	101,780	116,370
Noon Lectures	192	164	257	228	308	286	316	504	347	1,784	601	1,384
Preservation	11,470	8,123	113,522	26,730	9,976	46,338	19,626	34,503	76,789	31,822	85,826	38,417
Research	2,239	1,940	5,676	11,582	29,929	6218	14,297	7,776	7,073	4,349	7,934	6,372
SNAC												
Today's Document	5,280	13,430	32,156	28,626	21,910	14,827	170,945	136,974	85,057	69,623	106,185	121,831
Students and Interns	2,463	3,433	3,112	729	539	406	403	518	543	5,844	3,954	1,892
Electoral College	670	1,113	1,650	1,820	419	397	710	541	580	305	632	825
Education	30,372	14,035	47,551	40,951	31,952	358,023	148,311	49,461	34,809	22,521	32,800	25,075
Presidential Total	4,067,462	3,324,304	1,569,291	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
Bush	270,293	110,231	88,424	73,905	118,752	133,433	138,053	302,406	302,140	265,585	166,858	159,163
GWB	2,978,287	2,542,349	801,264	685,756	401,239	688,317	264,652	858,561	961,971	465,698	1,950,804	360,159
Carter	49,490	41,540	77,782	52,254	81,663	87,772	110,232	64,481	294,967	1,366,061	384,198	136,443
Clinton	285,975	157,809	81,038	70,181	180,058	249,615	23,870	110,240	217,968	204,997	232,547	216,592
Eisenhower	49,336	90,063	36,401	46,951	90,294	199,422	316,390	128,829	117,413	80,883	42,189	144,623
Ford Library	8,039	5,338	6,002	5,498	4,513	16,444	22,468	13,189	19,994	10,459	49,346	49,809
Ford Museum	38,316	19,400	22,404	22,600	29,878	91,397	63,819	49,603	107,049	84,116	201,063	77,939

Hoover	7,932	14,369	9,023	8,009	14,768	23,040	32,618	30,314	36,259	85,842	30,069	31,209
Johnson	92,890	80,488	159,410	172,433	133,626	187,799	208,644	529,216	303,232	236,368	444,983	215,709
Nixon	156,034	130,996	166,400	149,200	194,815	124,735	270,683	195,325	187,530	174,195	168,948	187,740
Reagan	6,642	40,102	21,591	25,380	9,752	136,869	12,150	6,973	634,524	69,828	122,169	162,420
Roosevelt	53,156	50,605	66,832	33,534	30,030	48,248	63,755	61,296	81,788	96,088	66,938	180,738
Truman	71,072	41,014	32,720	48,581	38,641	139,241	148,064	66,288	153,851	129,280	134,792	237,676
Regional Total	118,150	128,642	146,373	155,901	113,389	207,431	335,280	277,385	245,465	127,777	374,194	149,594
Atlanta	5,283	3,982	3,647	5,815	4,382	5,334	5,339	6,495	16,012	10,173	17,305	7,070
Boston	78,409	69,532	51,946	36,864	71,148	126,025	82,765	174,424	89,218	59,853	131,307	64,454
Chicago	6,593	5,263	2,071	2,334	2,528	3,412	3,493	31,210	98,021	11,642	10,843	17,271
Denver	4,869	17,966	44,978	27,694	4,550	3,334	93,593	2,945	2,563	1,951	3,808	3,802
Fort Worth	2,895	8,686	13,948	7,257	8,223	6,344	114,880	4,625	18,779	4,157	5,272	12,547
Kansas City	8,793	4,172	12,076	12,929	5,133	7,480	5,984	8,584	5,582	7,313	6,474	7,344
New York	4,460	3,515	5,732	3,763	4,340	7,325	14,899	12,930	5,278	17,545	5,792	10,006
Philadelphia	3,365	4,469	3,866	27,590	3,846	28,221	6,159	2,867	3,216	5,946	26,804	12,946
Riverside	433	1,248	670	12,756	1,932	1,592	832	1,718	1,446	3,023	3,648	4,382
Seattle	1,004	2,060	4,616	16,104	5,617	16,288	3,782	29,690	1,702	3,001	2,464	3,961
St. Louis	2,046	7,749	2,823	2,795	1,690	2,066	3,554	1,897	3,648	3,173	160,477	5,811

APPENDIX V: Twitter Followers (Cumulative)

	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct
archivespres	3,425	3,546	3,645	3,724	3,833	3,892	3,947	4,007	4,067	4,144	4,245	4,321
dferriero	3,162	3,188	3,214	3,237	3,277	3,333	3,361	3,388	3,417	3,438	3,466	3,501
Discovercivwar	6,121	6,147	6,240	6,352	6,443	6,498	6,567	6,569	6,593	6,851	6,853	6,877
DocsTeach	5,713	5,875	6,085	6,300	6,542	6,721	6,869	7,039	7,264	7,546	7,771	7,991
ElectoralCollge	2,279	2,294	2,293	2,287	2,293	2,290	2,286	2,298	2,317	2,331	2,322	2,334
FedRegister	7,396	7,527	7,689	7,882	8,046	8,226	8,353	8,480	8,611	8,742	8,854	8,980
FOIA_Ombuds											261	365
NARAMediaLabs	629	696	774	853	936	1,006	1,074	1,156	1,206	1,258	1,329	1,389

NARA_ RecMgmt	5,140	5,228	5,286	5,352	5,433	5,493	5,542	5,602	5,651	5,707	5,768	5,826
SNAC												61
Today's Document	17,803	18,542	19,423	20,228	21,003	21,725	22,486	23,183	23,935	24,883	25,751	26,574
USNatArchives	52,272	55,435	58,583	61,700	64,589	67,165	69,305	71,445	74,214	77,289	80,080	81,909
ThisisArchives				20	347	454	572	700	883	1,101	1,185	1,315
Bush41library	18,726	19,361	19,981	20,503	21,065	21,644	22,003	22,371	22,821	23,517	23,975	24,368
CarterLibrary	9,845	9,989	10,197	10,378	10,527	10,700	10,925	11,026	11,297	13,852	14,230	14,484
IkeLibrary	6,601	6,939	7,177	7,380	7,592	7,840	8,019	8,165	8,336	8,623	8,814	9,197
FDRLibrary	6,017	6,241	6,501	6,700	6,924	7,119	7,302	7,455	7,661	7,993	8,198	8,703
GWBLibrary	10,121	10,381	11,041	11,506	12,022	12,395	12,775	13,144	13,563	14,131	14,590	14,800
IkeandHarry2012	615	614	613	613	619	625	636	636	636	635	643	643
JFKLibrary	30,104	30,720	31,263	31,940	32,489	33,097	33,627	34,016	34,482	35,226	35,669	36,023
LBJLibrary	8,340	8,563	8,887	9,128	9,369	9,643	9,872	10,109	10,318	10,750	11,082	11,304
OurPresidents	10,889	11,307	12,059	12,484	12,849	13,240	13,636	14,025	14,574	15,108	15,554	16,251
Reagan_Library	1,583	1,619	1,672	1,729	1,760	1,806	1,862	1,913	1,955	2,041	2,130	2,178
TrumanLibrary	2,342	2,477	2,602	2,769	2,885	3,031	3,177	3,257	3,394	3,673	3,822	4,038
WJCLibrary	52,732	56,239	60,313	64,350	68,452	74,565	75,867	76,646	77,124	77,995	78,450	78,958
ArchivesNYC								6	8	8	13	21
atlantaarchives	1,233	1,261	1,293	1,333	1,363	1,389	1,399	1,418	1,432	1,467	1,511	1,539
Boston_archives						79	125	165	190	218	292	404
KCArchives	1,131	1,187	1,244	1,293	1,333	1,386	1,421	1,458	1,486	1,528	1,560	1,605
CongressArchive	1,214	1,354	1,507	1,646	1,815	1,964	2,065	2,171	2,260	2,461	2,695	2,888
NARAFRC	395	405	407	407	419	420	422	425	427	431	441	444
StLouisArchives	103	106	106	109	115	122	125	127	128	129	135	135
TOTAL	265,931	277,241	290,095	302,203	314,340	327,789	335,620	342,400	350,250	363,076	371,689	379,426

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

	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct
Page Views	3,246	3,923	3,077	8,006	2,769	2,391	2,296	1,862	1,801	1,725	2,202
Track Downloads	2,832	2,639	2,685	3,618	2,123	2,078	1,872	1,570	1,745	1,708	1,478
Subscriptions	434	441	359	920	358	331	314	350	277	280	289

APPENDIX VII: **Google+** Followers

	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct
Monthly Followers	8,181	9,676	9,755	6,853	6,714	6,340	6,032	4,118	5,196	9,786	8,085	38,228
Cumulative Followers	273,694	283,370	293,125	299,978	306,692	313,032	319,064	323,182	328,378	338,164	346,249	384,477

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

	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct
US National Archives	3,851	3,898	3,970	4,067	4,204	4,285	4,347	4,424	4,527	4,619	4,696	4,731
Our Presidents	693	698	706	722	741	747	762	774	791	812	825	836

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

	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct
US National Archives	2,216	2,614	3,177	3,565	3,922	4,254	4,800	5,498	6,800	8,207	9,320	10,770
Ike Library	139	147	155	192	216	232	252	266	282	297	309	316
Clinton Library	272	288	320	349	376	1,204	1,218	1,239	1,270	1,311	1,326	1,371
FDR Library					43	54	62	75	112	140	152	167
Bush 41 Library								1	13	28	37	46

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

	Nov	Dec	Jan	Feb	Mar	April	May	June	July	August	Sept	Oct
Channel Views	20,506	20,992	21,389	21,805	22,196	22,793	23,443	23,995	24,526	24,996	25,489	26,106