

NOVEMBER FY2016 OVERVIEW

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	62,437 Views	35,201 Visitors
Tumblr Blogs	26,465 Views	14,209 Visitors
Facebook	7,976,180 Impressions	2,759,174 Reach
National Archives YouTube Channel	150,375 Views	21,509 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	1,642,946 Views	10,632 Total Contacts
Instagram	--	14,530 Total Followers
Twitter (all NARA feeds)	--	385,005 Total Followers
FourSquare	833 New Check-ins	0 New Followers
iTunes U	2,163 Views	306 New Subscribers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2016 Views (to date)	FY 2015 Views
Archives.gov Blogs	134,148	799,759
Tumblr Blogs	53,416	345,274
Facebook	17,037,440	147,266,835
National Archives YouTube Channel	352,345	1,668,093
Flickr (USNatArchives & ArchivesNews)	3,526,454	98,872,250

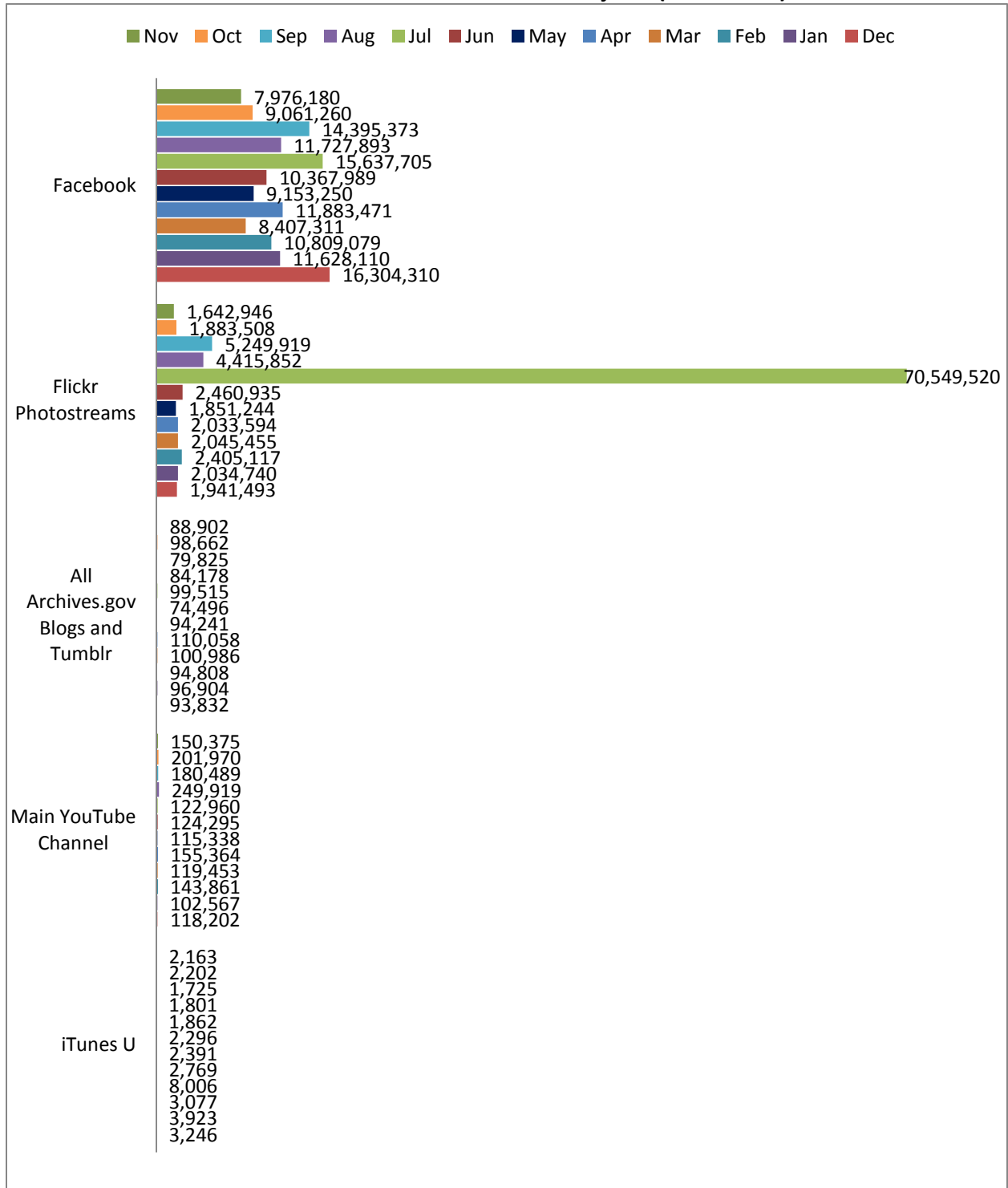
EXTERNAL BLOGS AND TUMBLOGS

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](#)

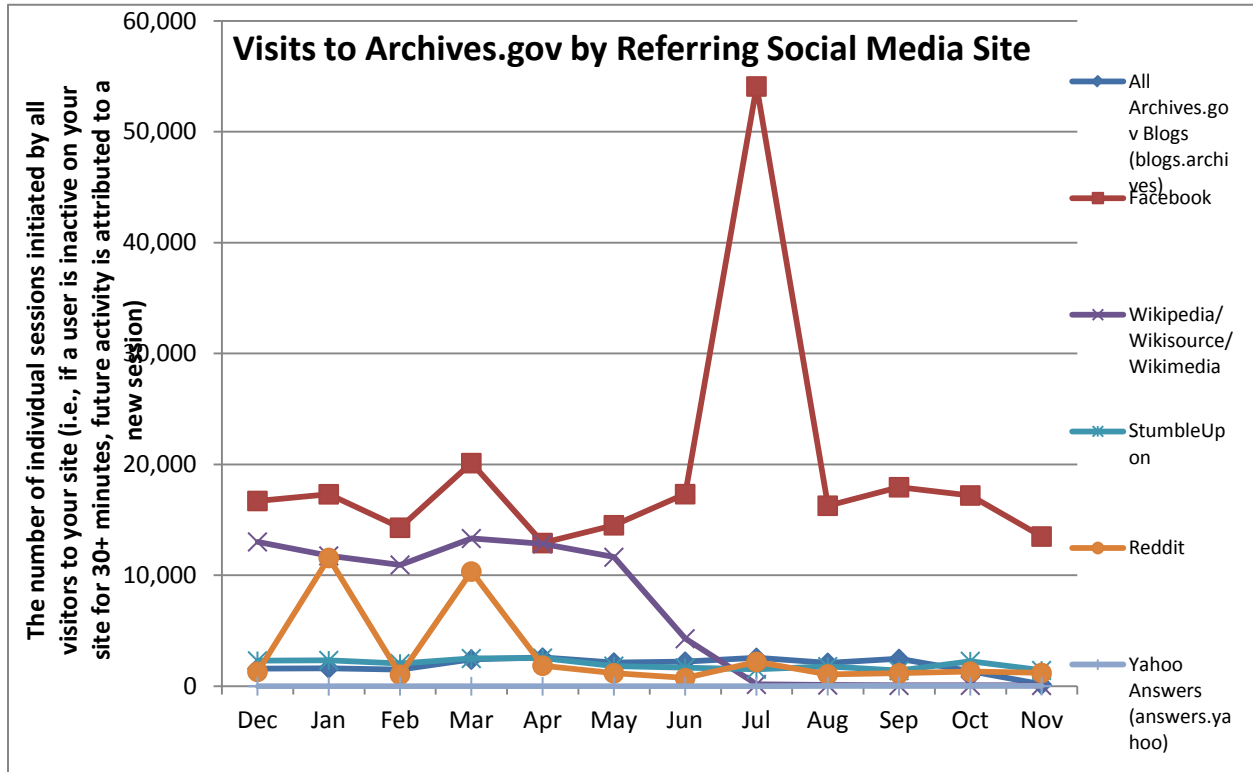
SOCIAL MEDIA TOOLBOX (Tools currently in use)

- 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)

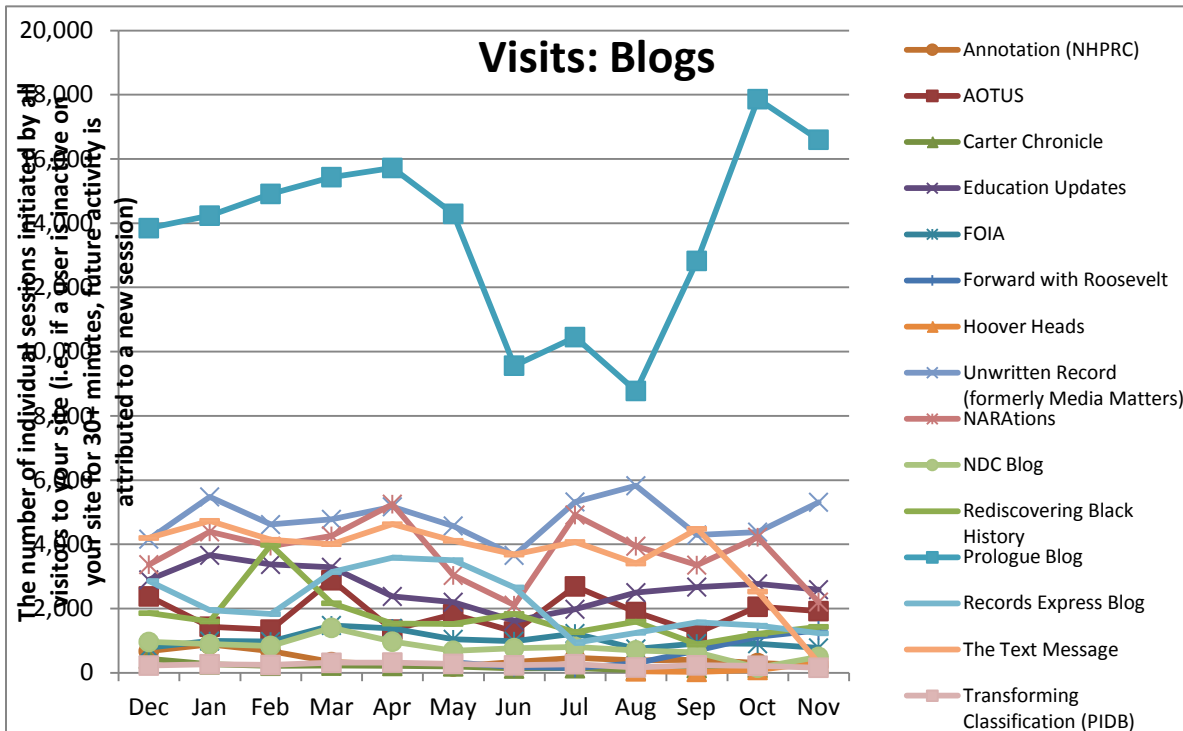


New External Social Media Projects: November Projects

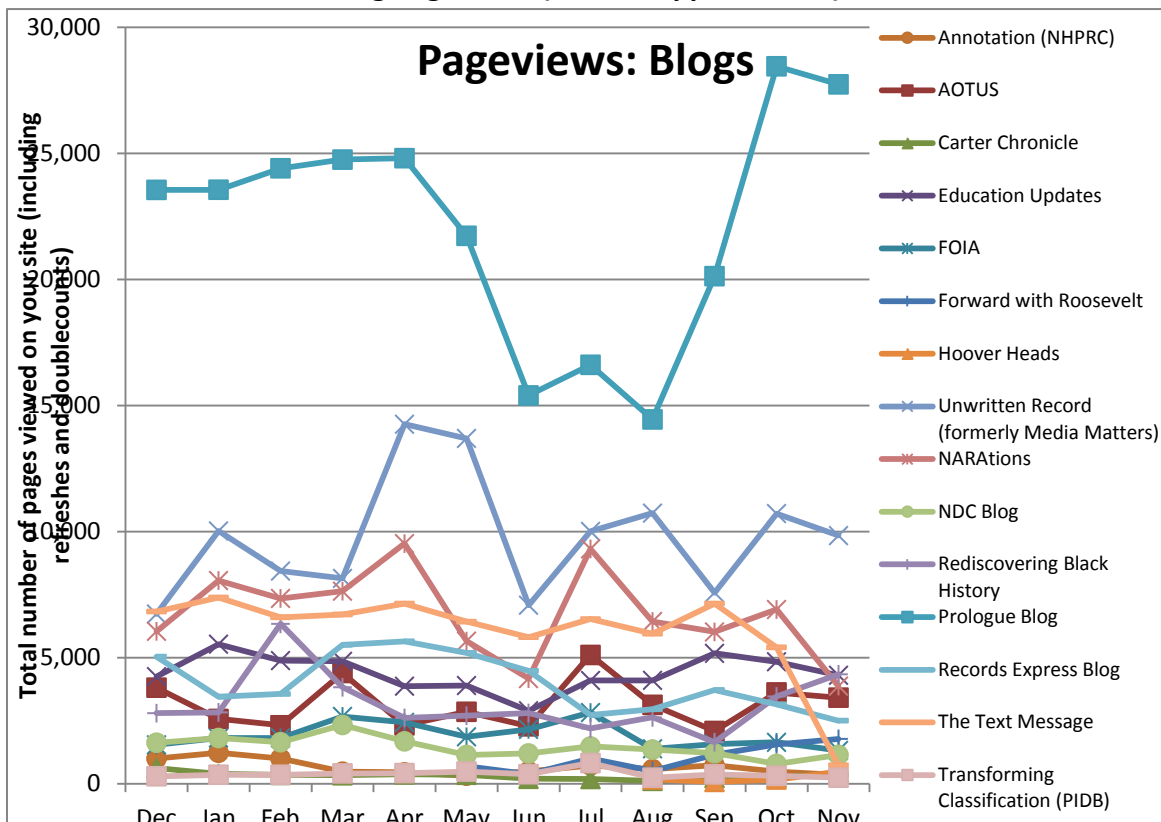
	ZeeMaps	Facebook	Flickr	Twitter	Eventbrite	Tumblr	Blog	YouTube	Instagram
December									
January						1			
February				1					
March	1								1
April				1					
May									
June				1					1
July									
August		1		1					
September				1					
October									
November				3					

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

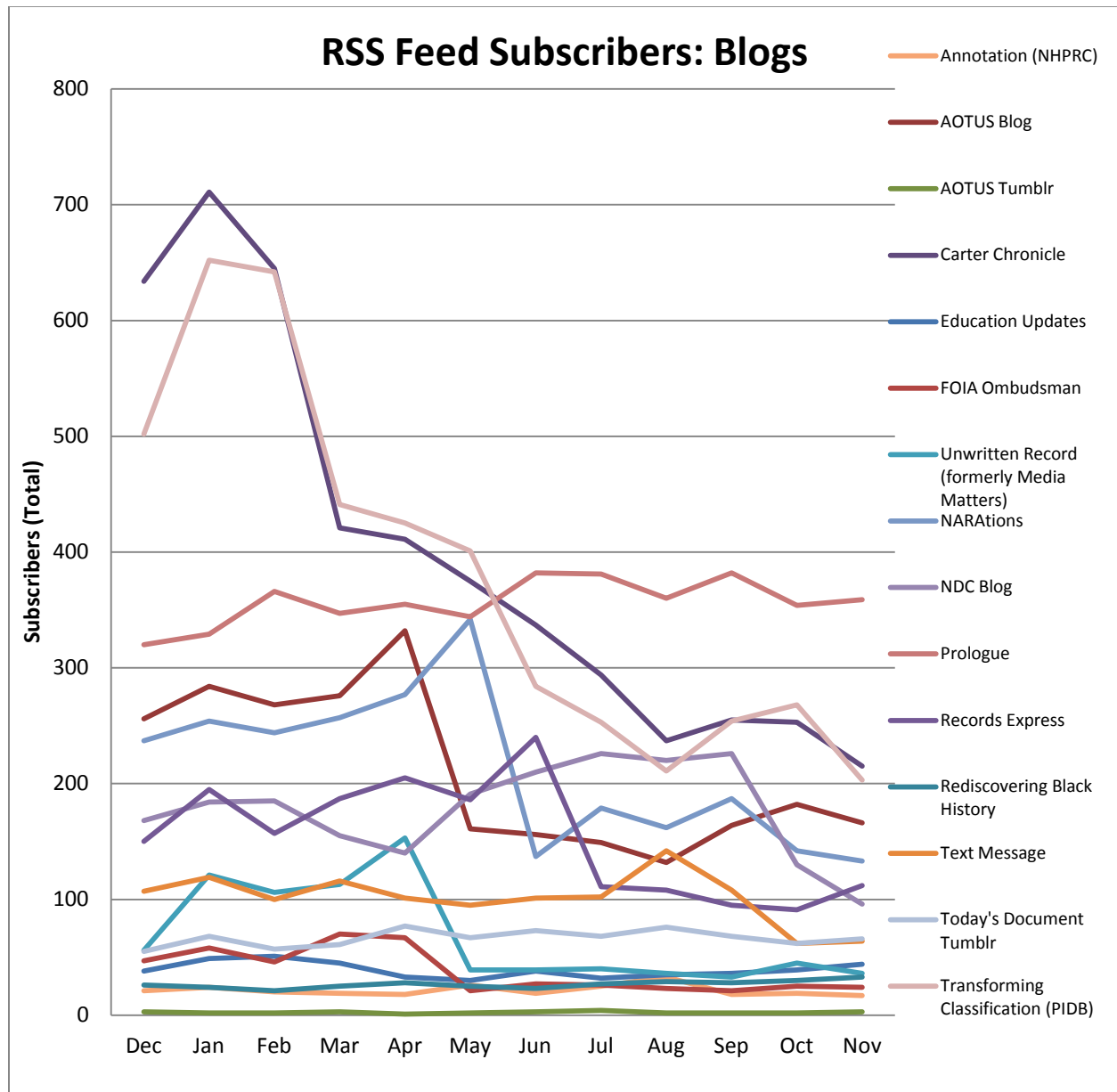
Blog Visits (Source: Appendix II.A)



Blog Pageviews (Source: Appendix II.B)



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

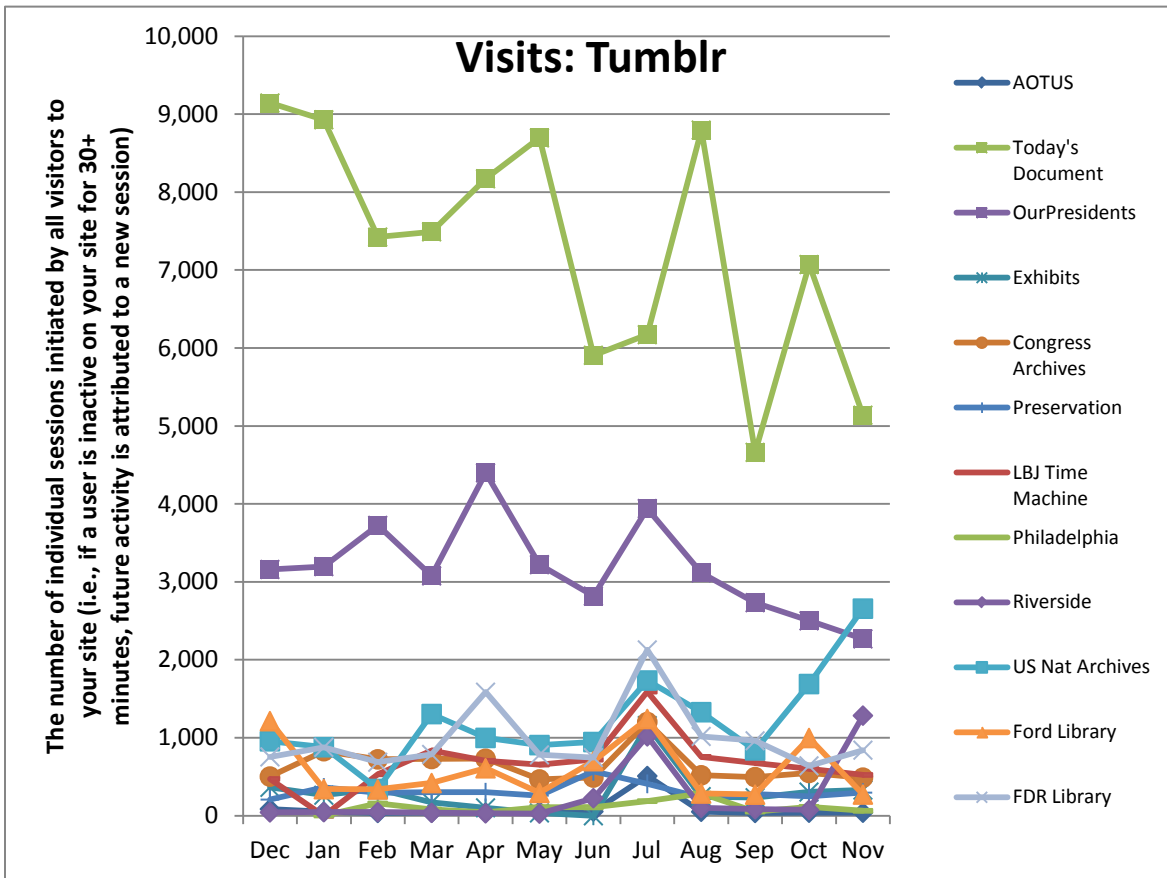


Top 5 Most Viewed Blog Posts in October

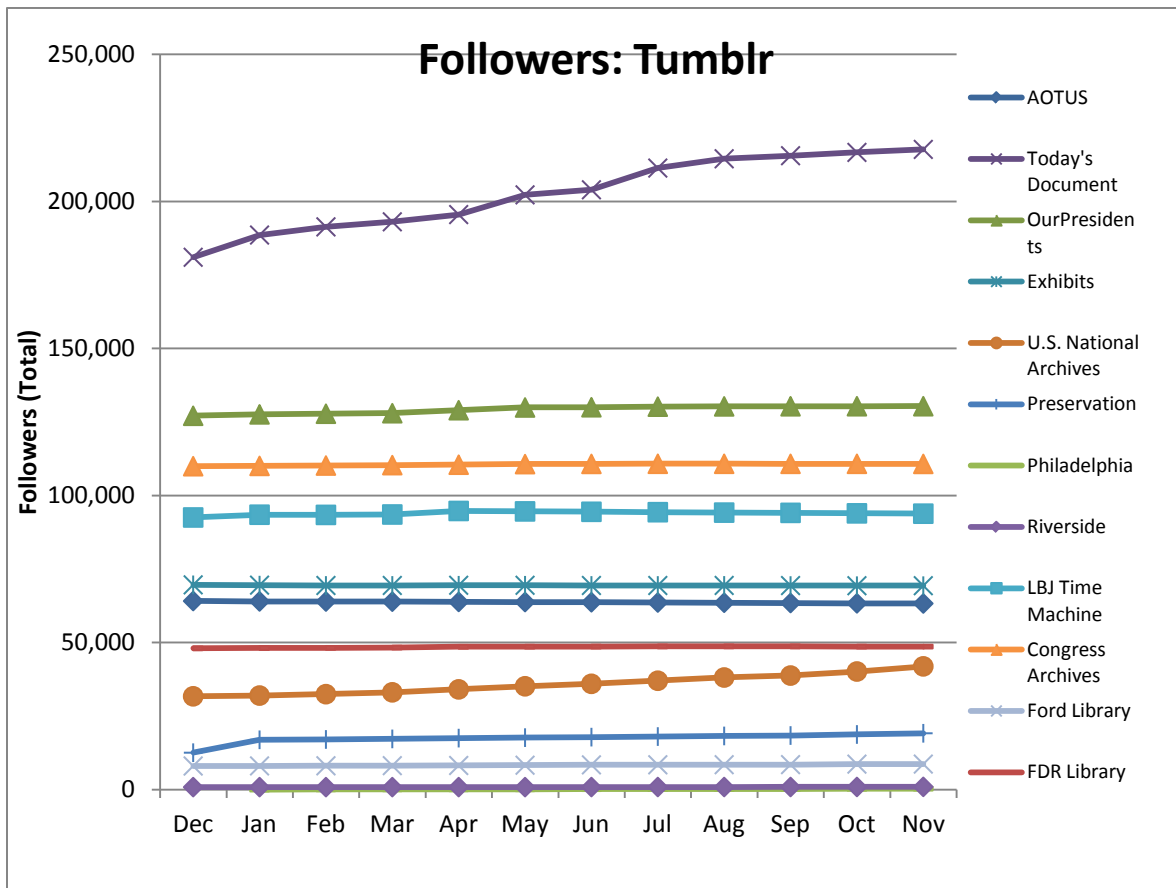
Blog	Pageviews	Post Title
Prologue	1,272	Prohibition and the Rise of the American Gangster
Unwritten Record	1,115	An update on Kodacolor decoded
Prologue	836	Plot to Kill Truman
Forward with Roosevelt	671	The Most Important Presidential Election in History
Unwritten Record	608	Louis Zamperini: The Story of a True American Hero

Social Media Tools: Detail View – Tumblr

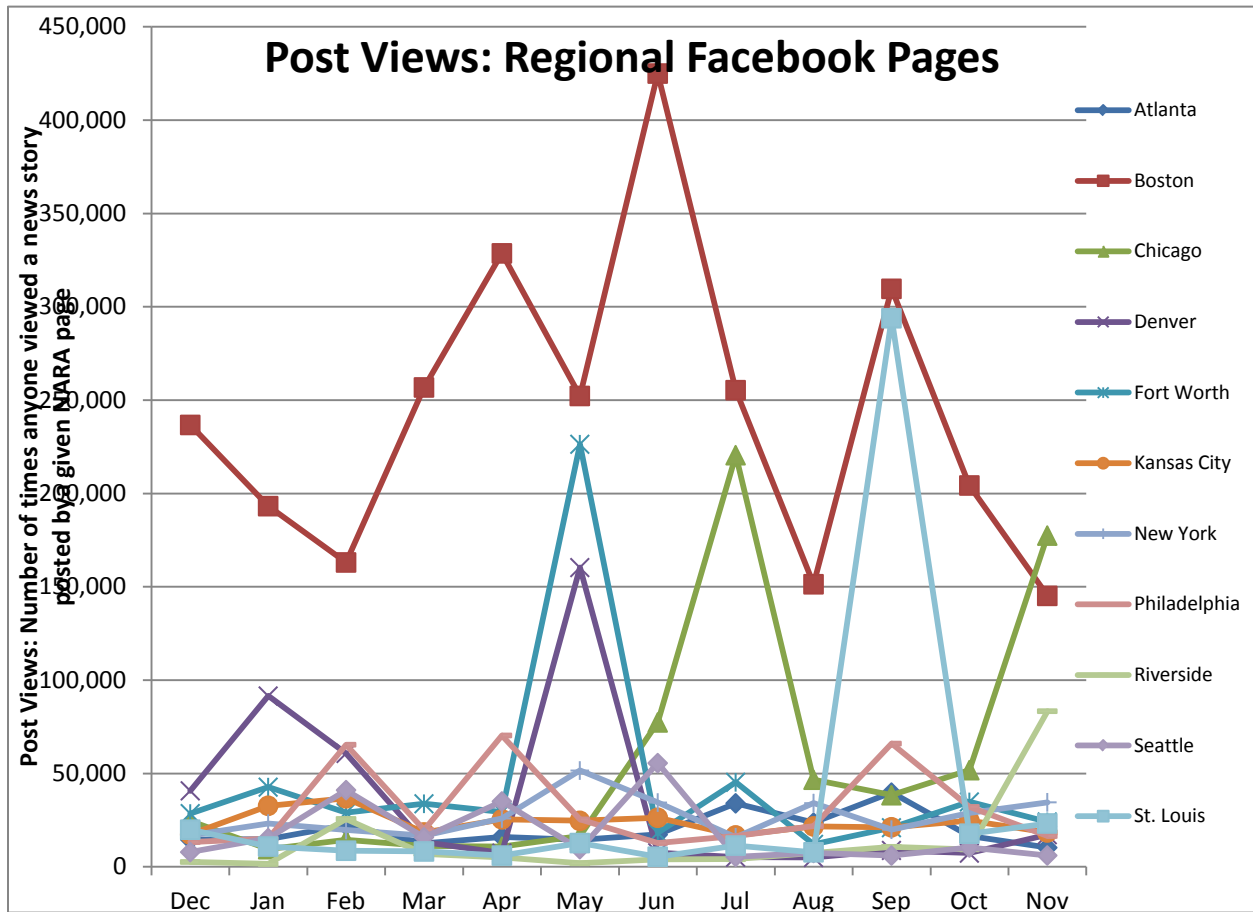
Tumblr Visits



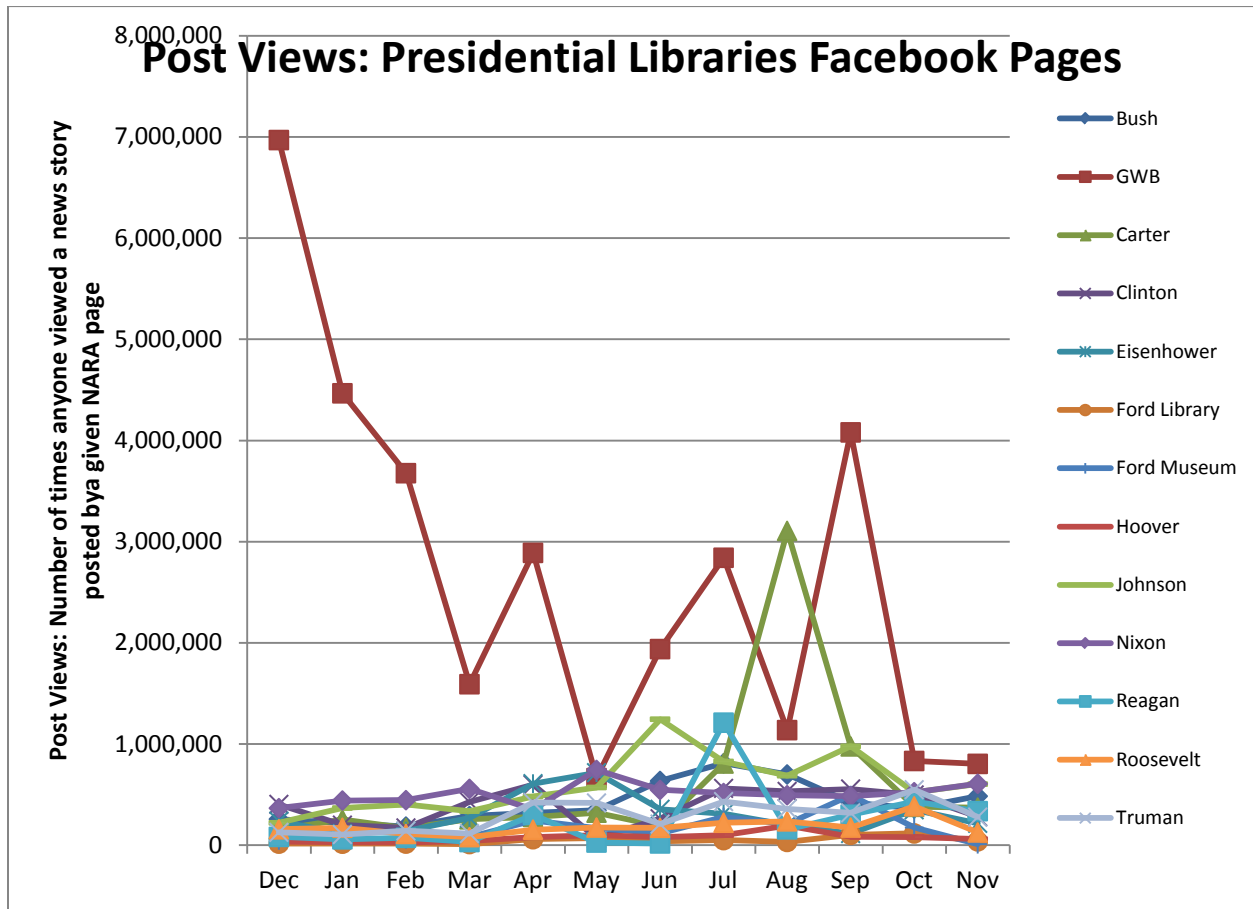
Followers on Tumblr (Source: Appendix IV)



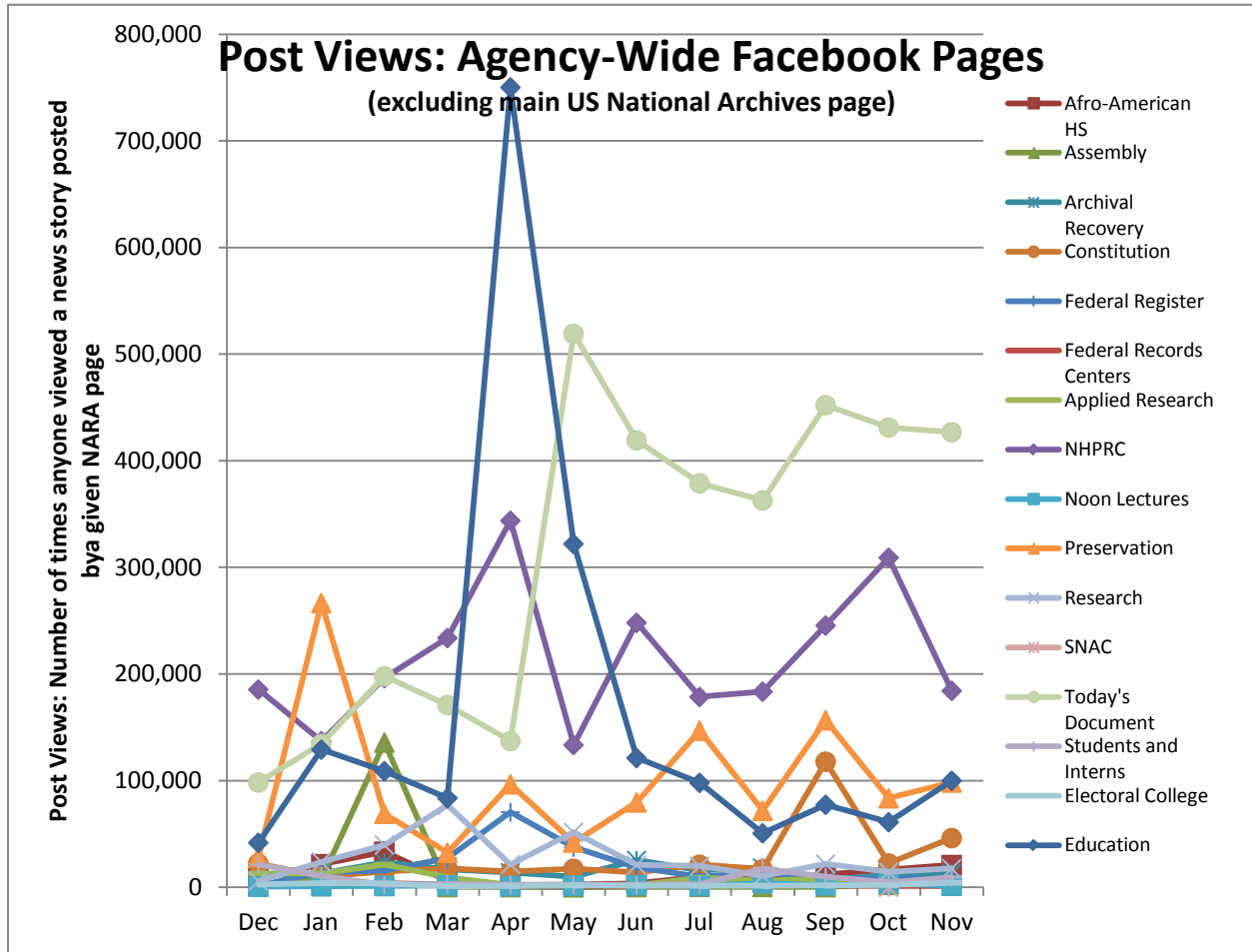
Social Media Tools: Detail View – Facebook
Post Views on Regional Pages (Source: Appendix IV.A)

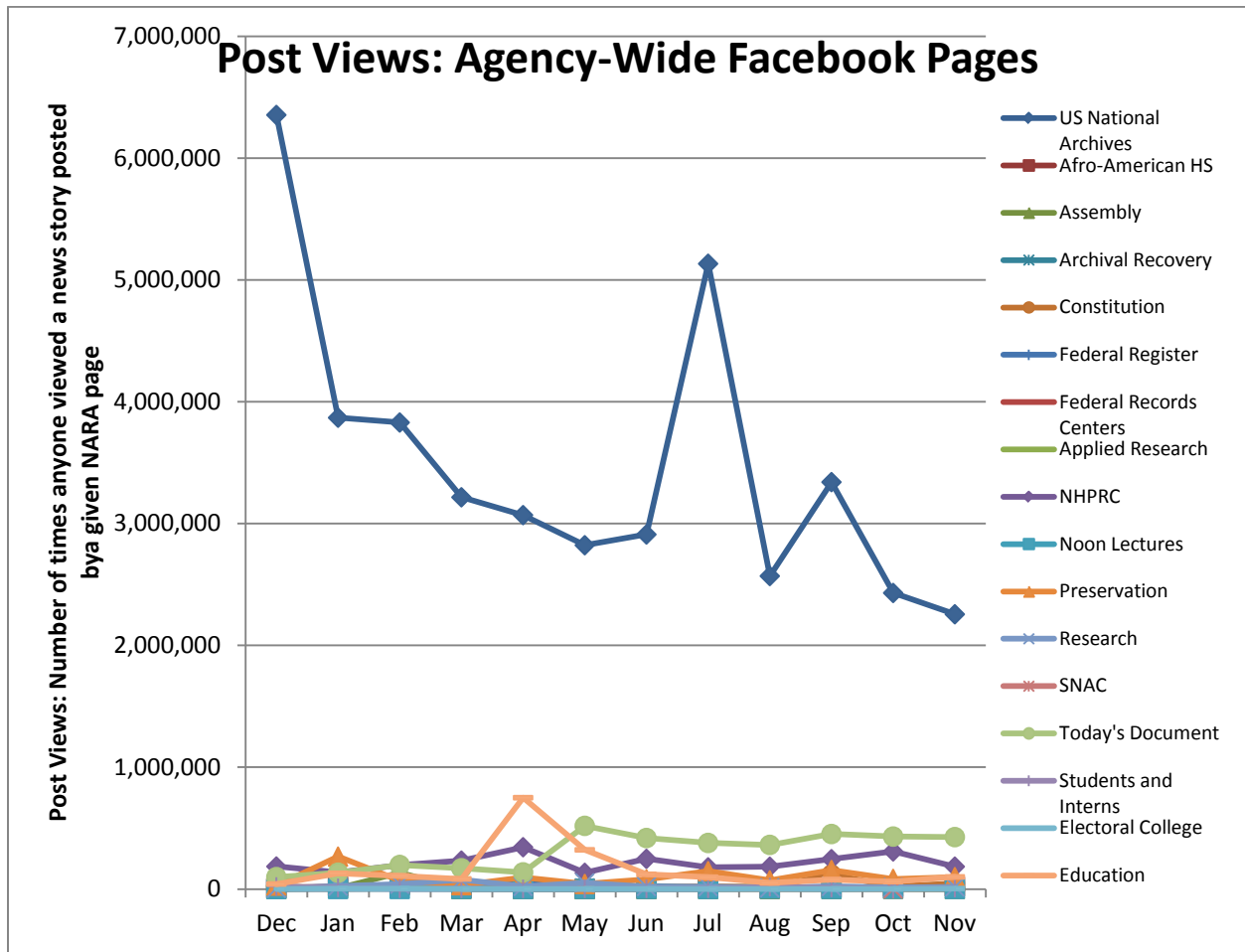


Post Views on Presidential Library Pages (Source: Appendix IV.A)

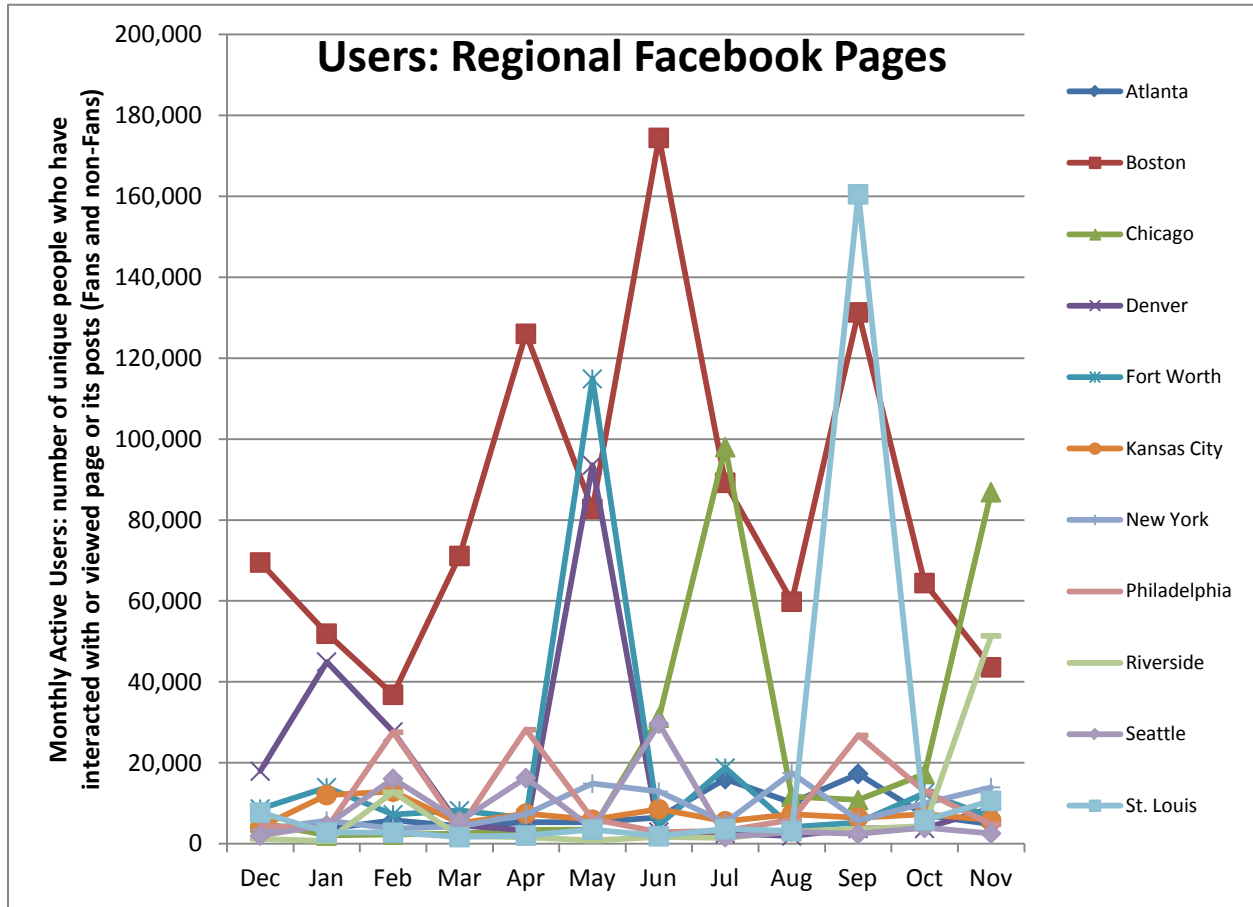


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

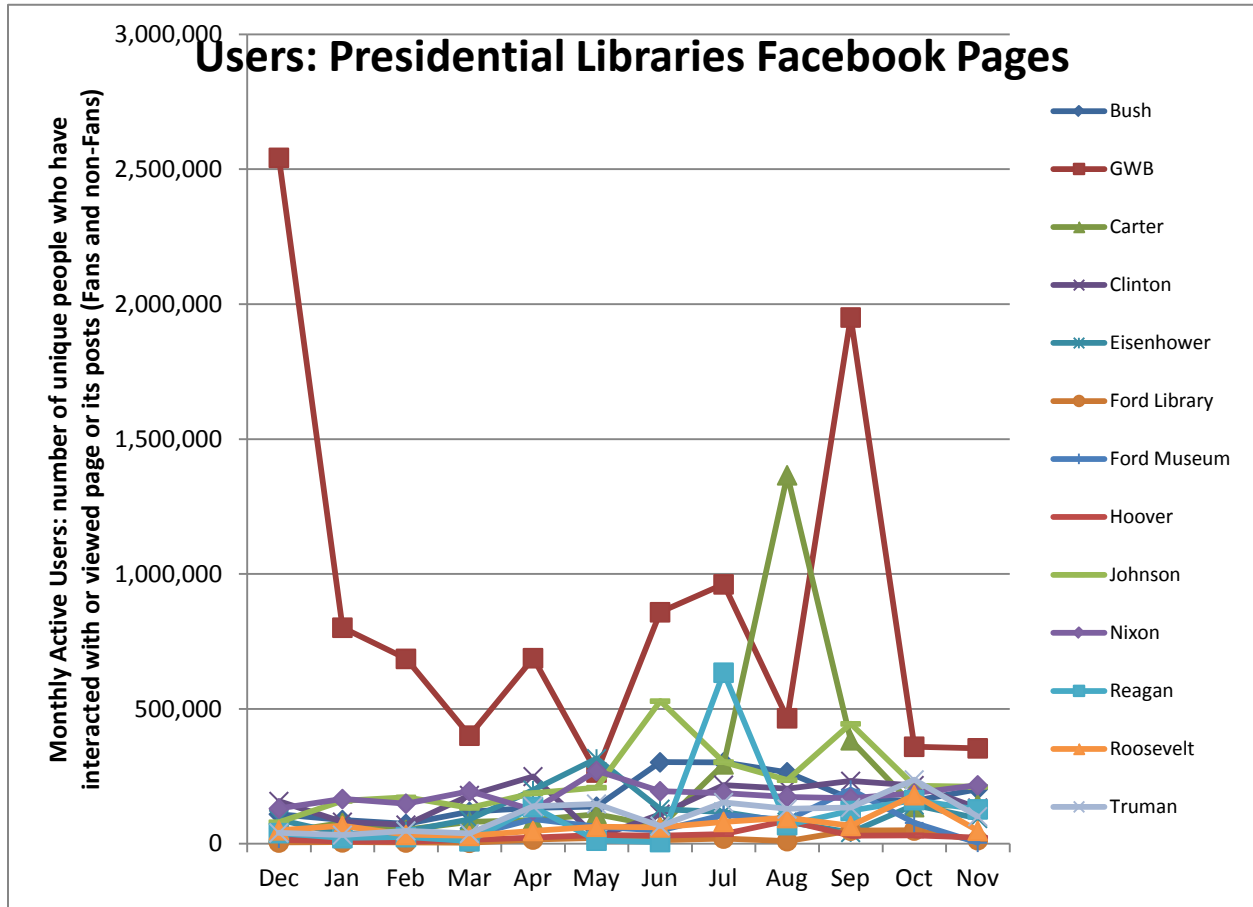




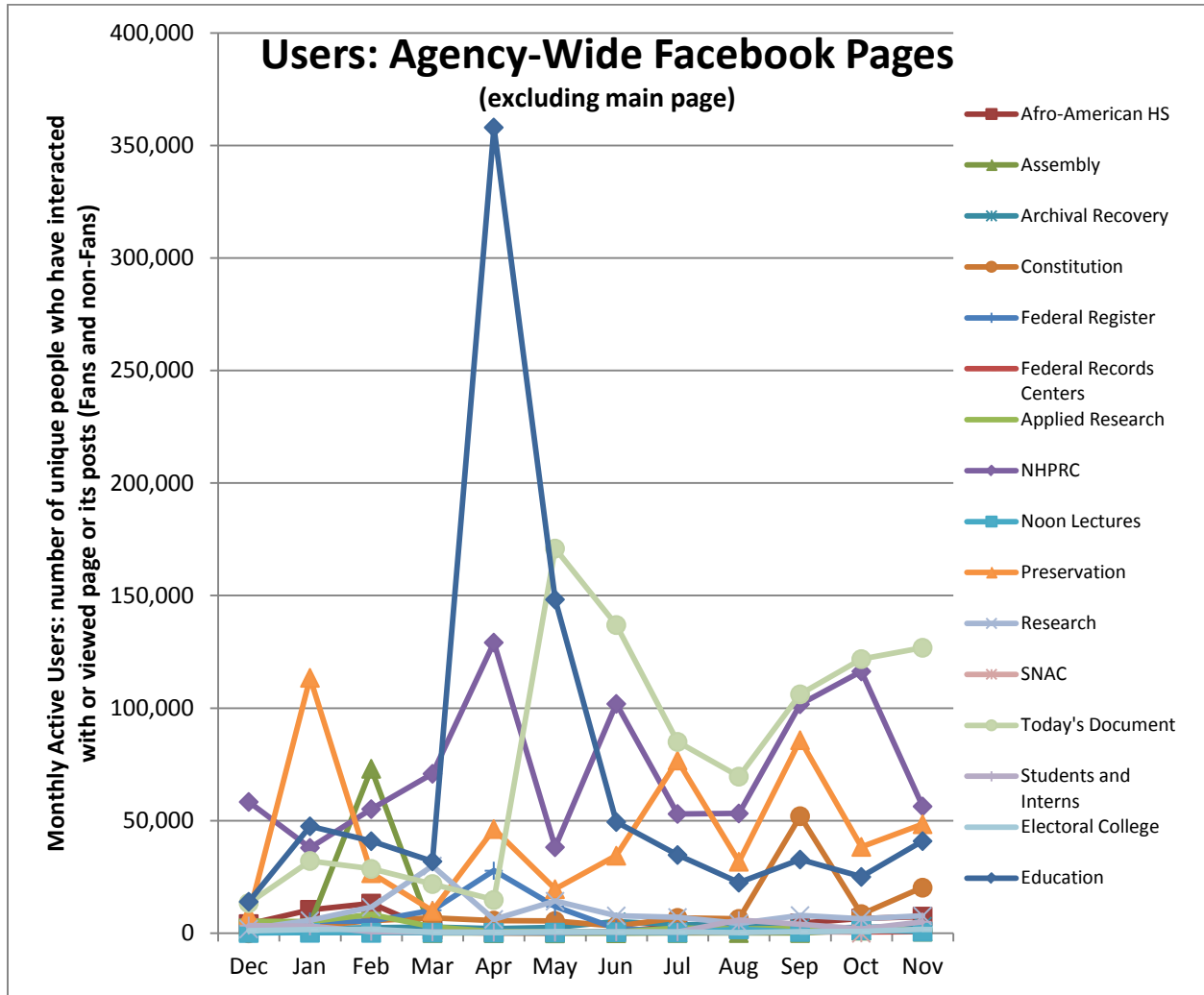
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

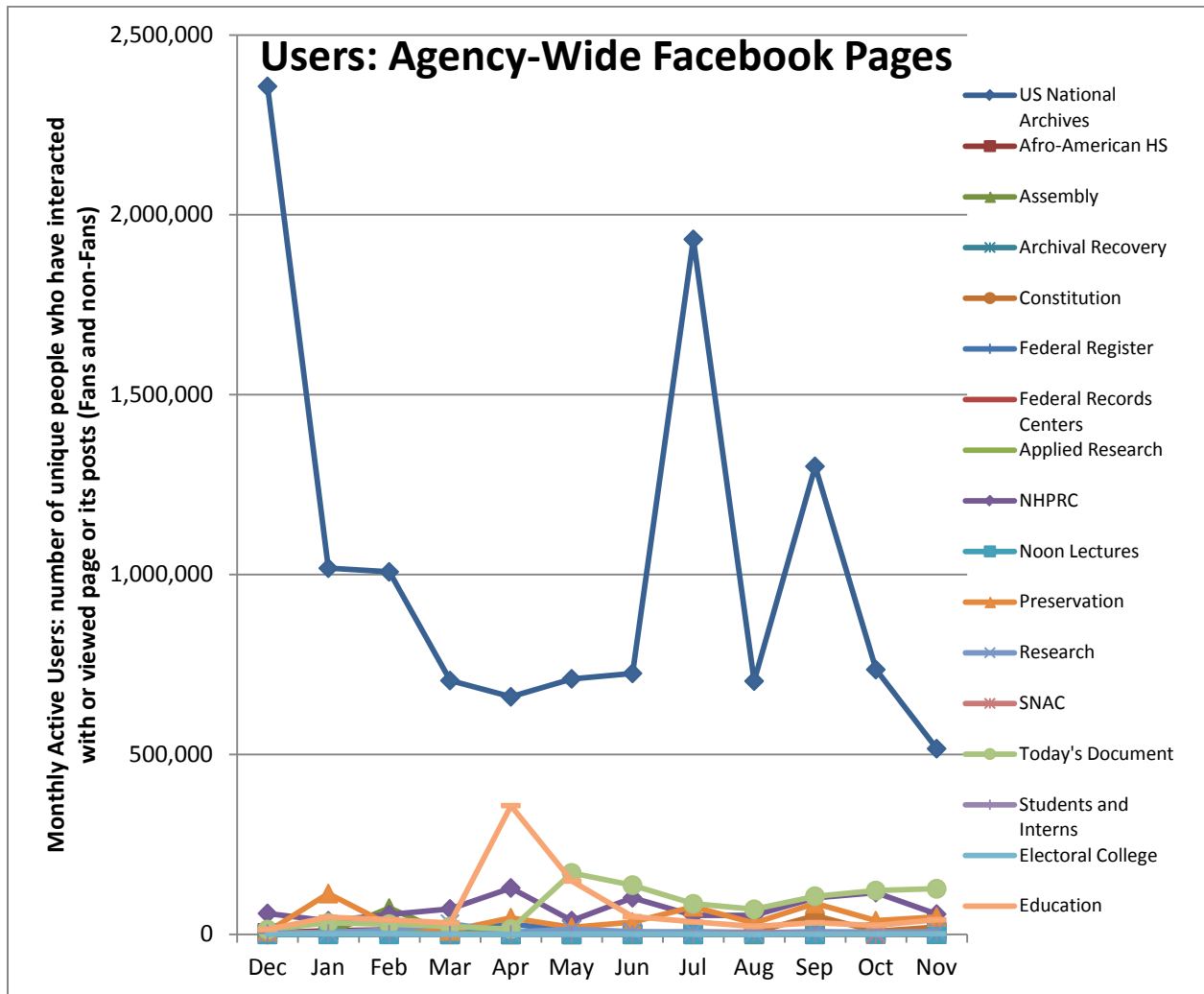


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



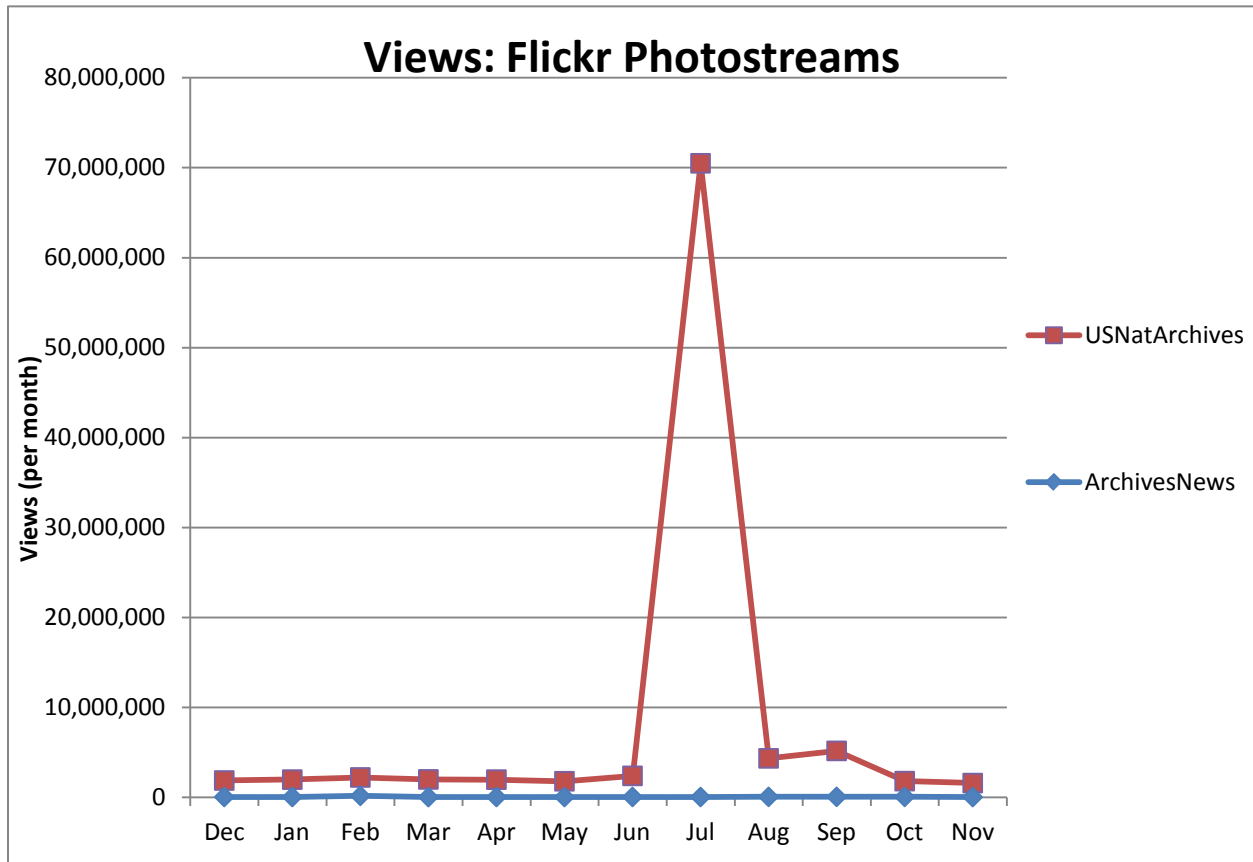
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



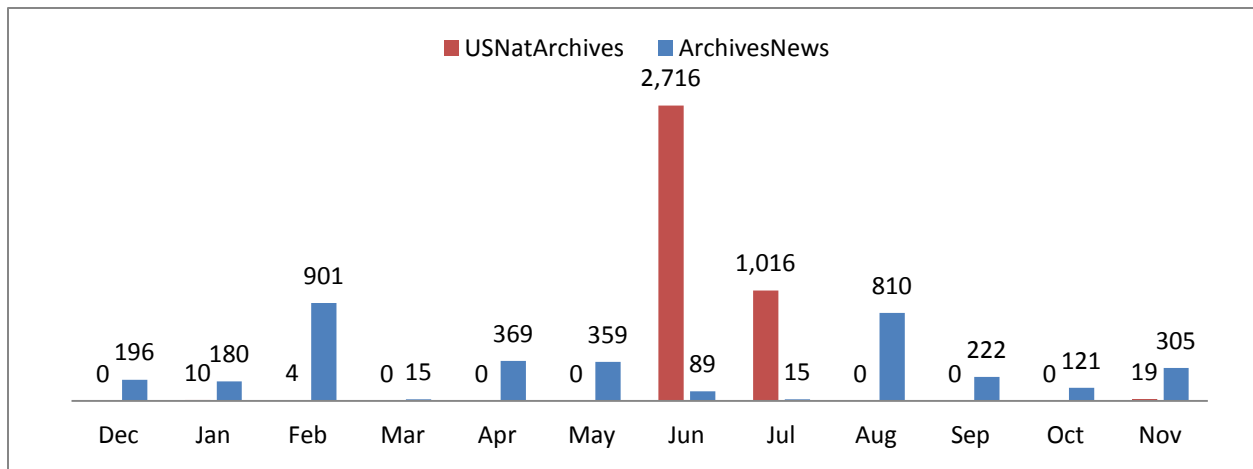


Social Media Tools: Detail View – Flickr

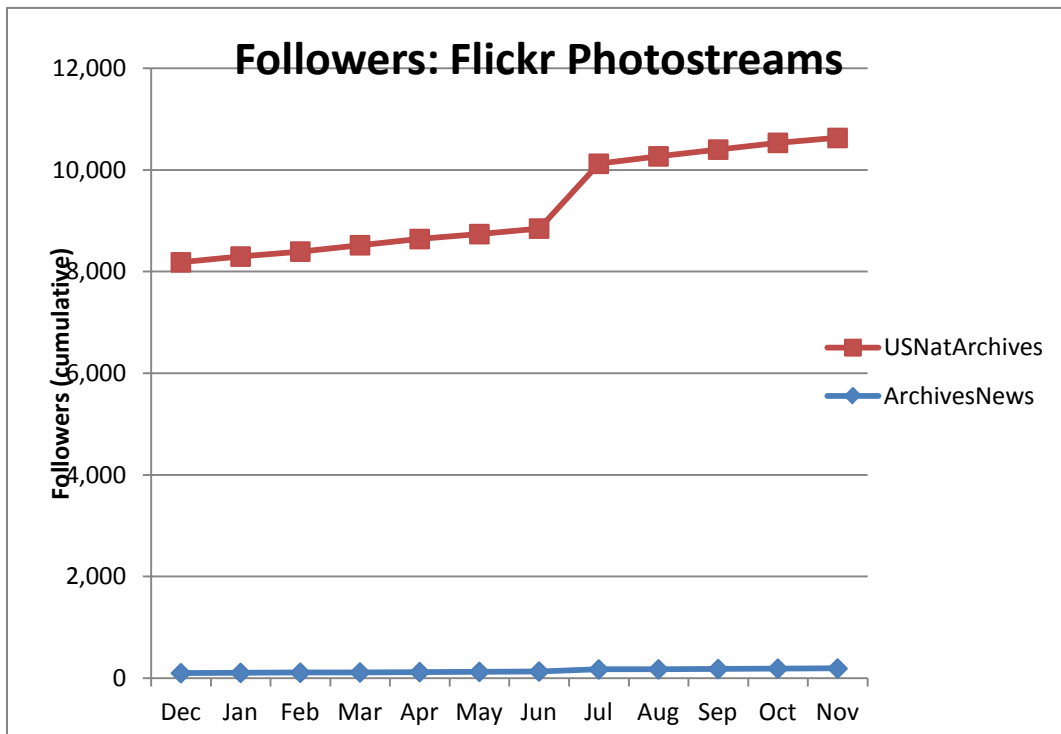
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

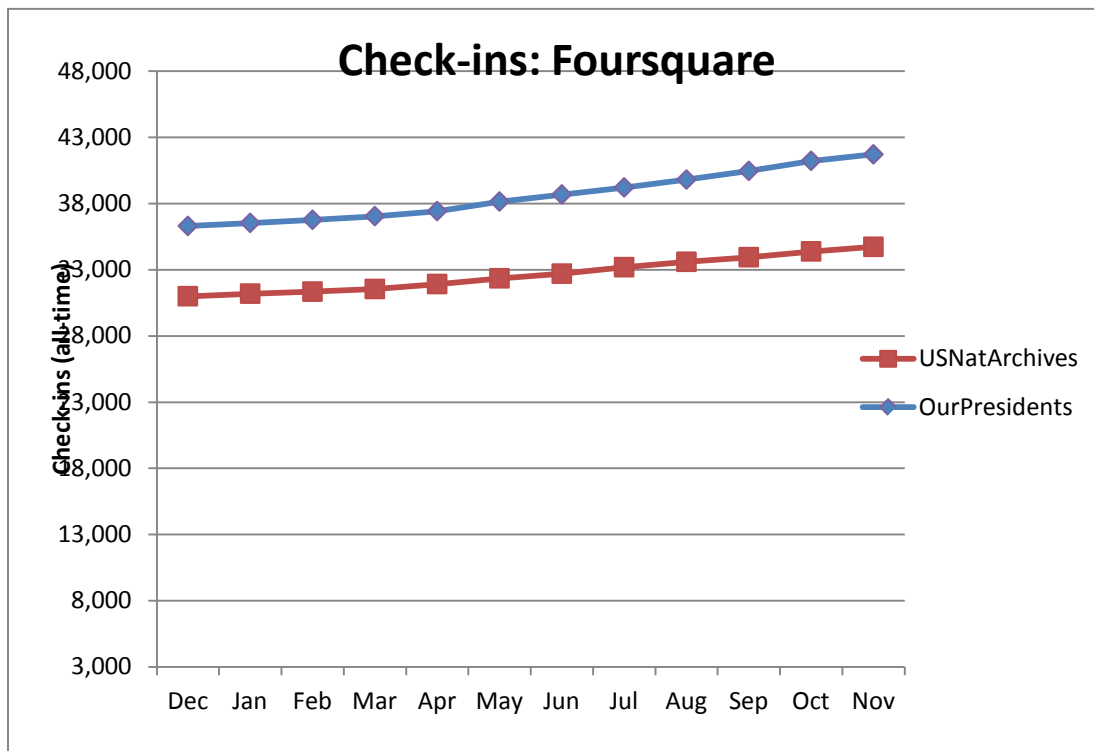


Followers of Photostreams (Cumulative)

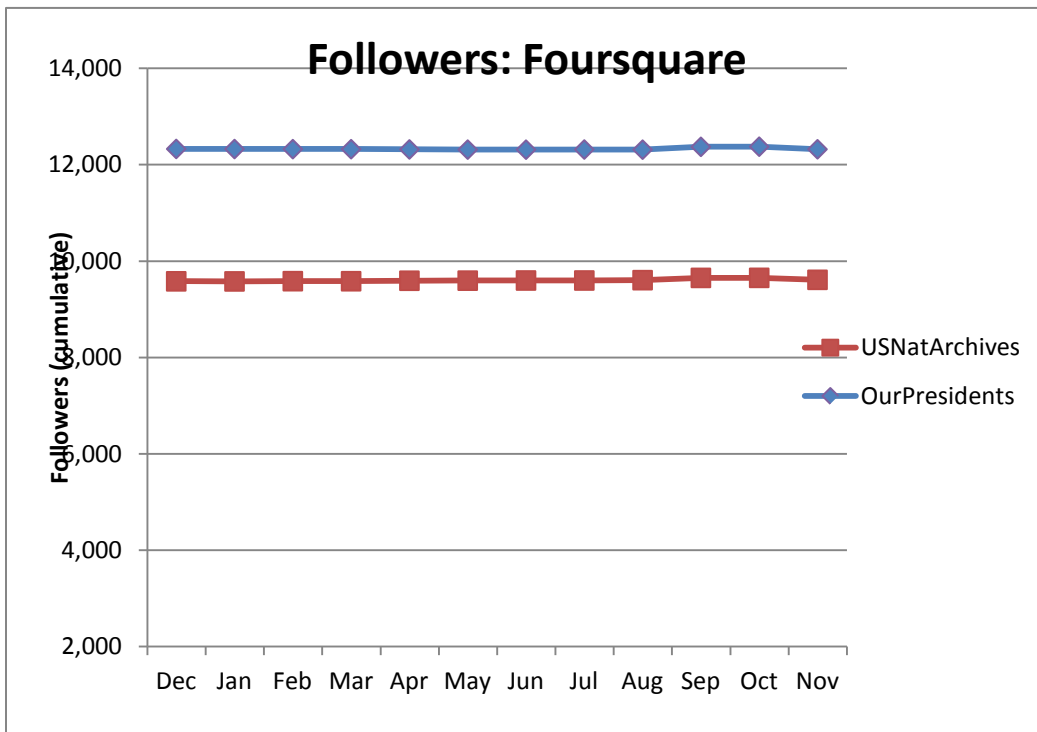


Social Media Tools: Detail View – Foursquare

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

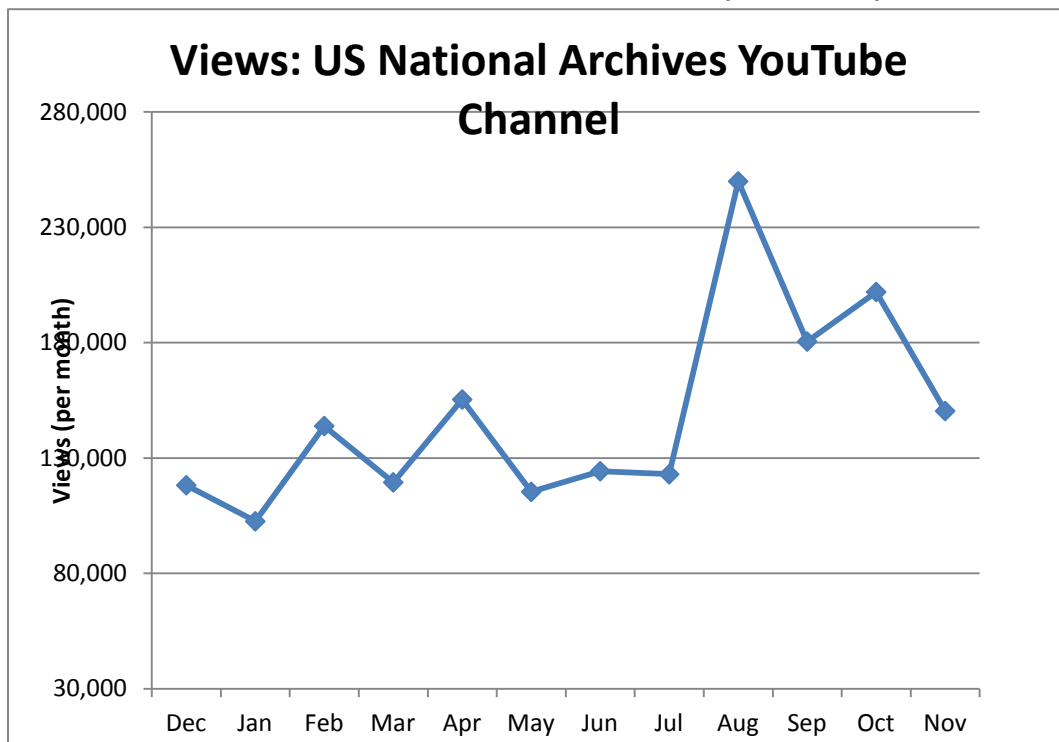


Number of Followers of USNatArchives and OurPresidents (Cumulative)

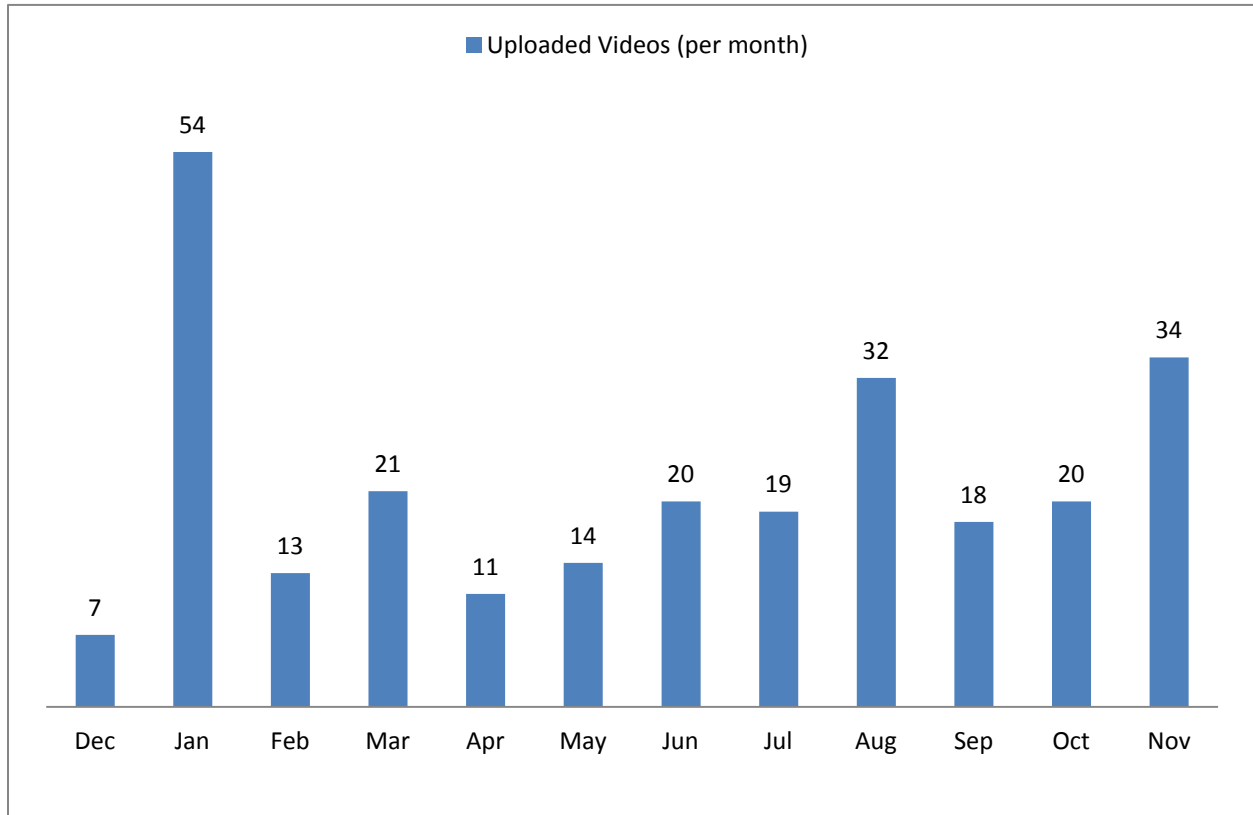


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

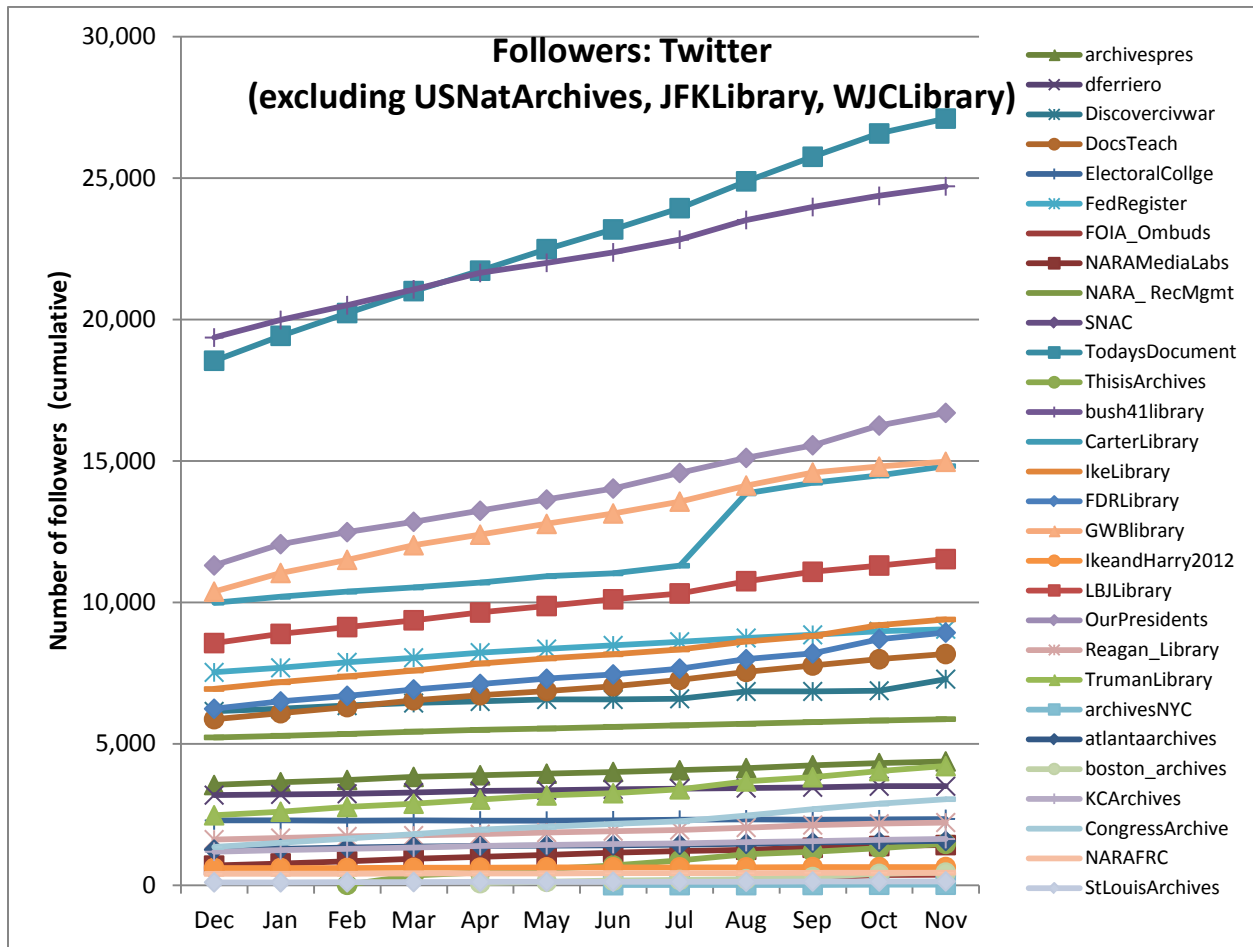


Top 5 Most Viewed Videos for November 2015 on US National Archives Channel

Video Title	Views
The True Glory, 1945 (restored)	10,767
Department of Homeland Security 5th Annual Conference	5,627
Stories from the Great Depression	7,954
D-Day to Germany, 1944	3,818
We Were There When Nixon Met Elvis	1,652

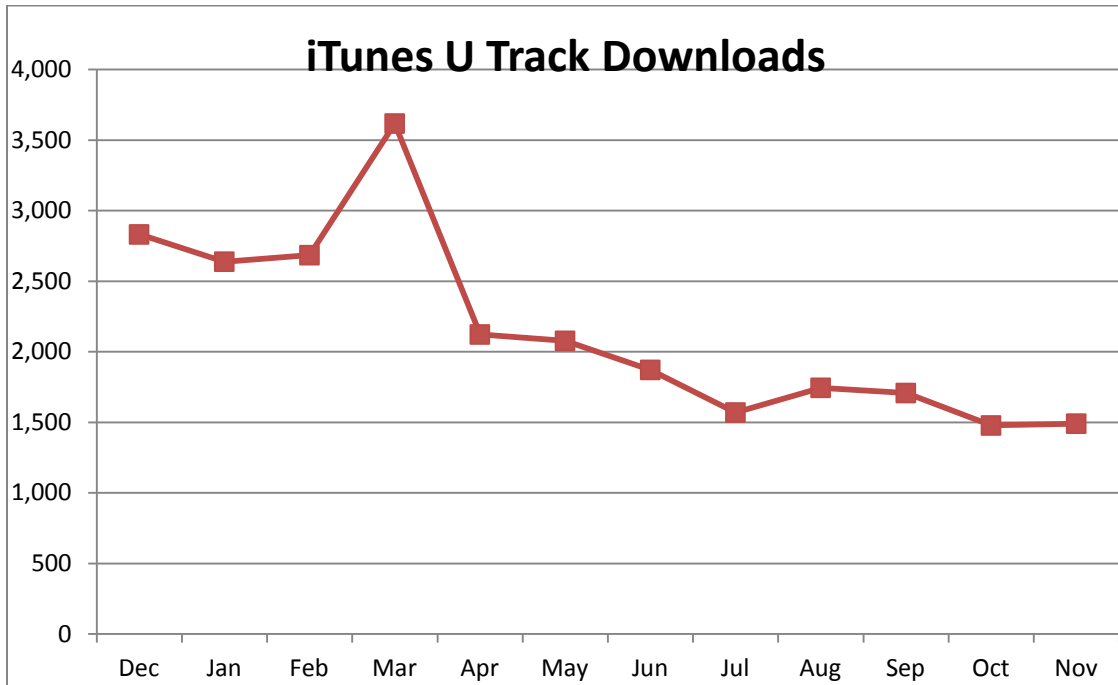
Social Media Tools: Detail View – Twitter

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

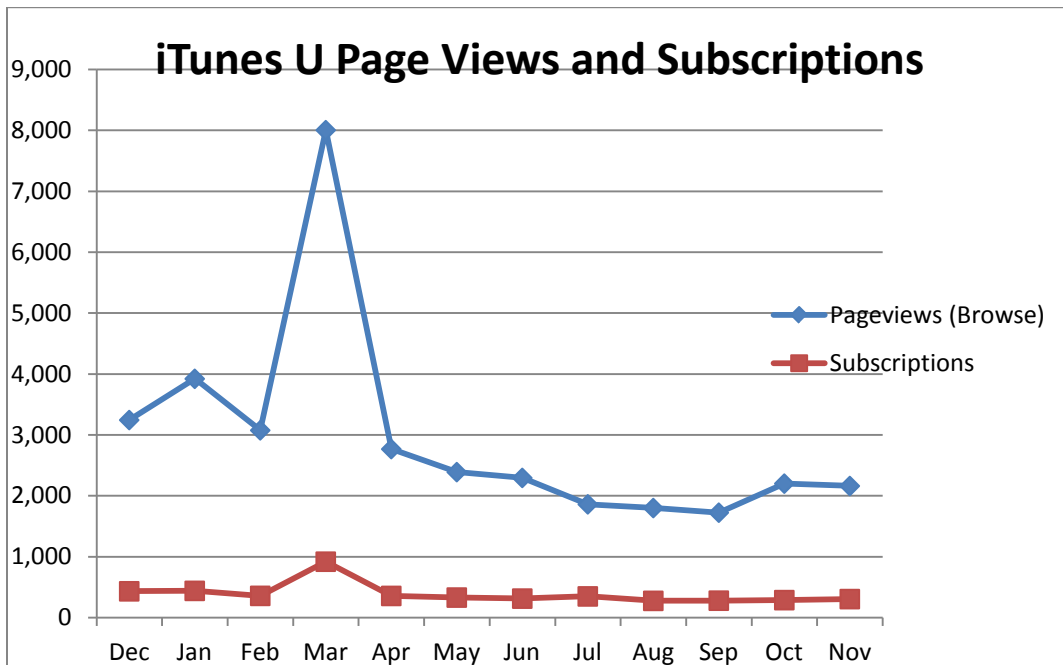


Social Media Tools: Detail View – iTunes U

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

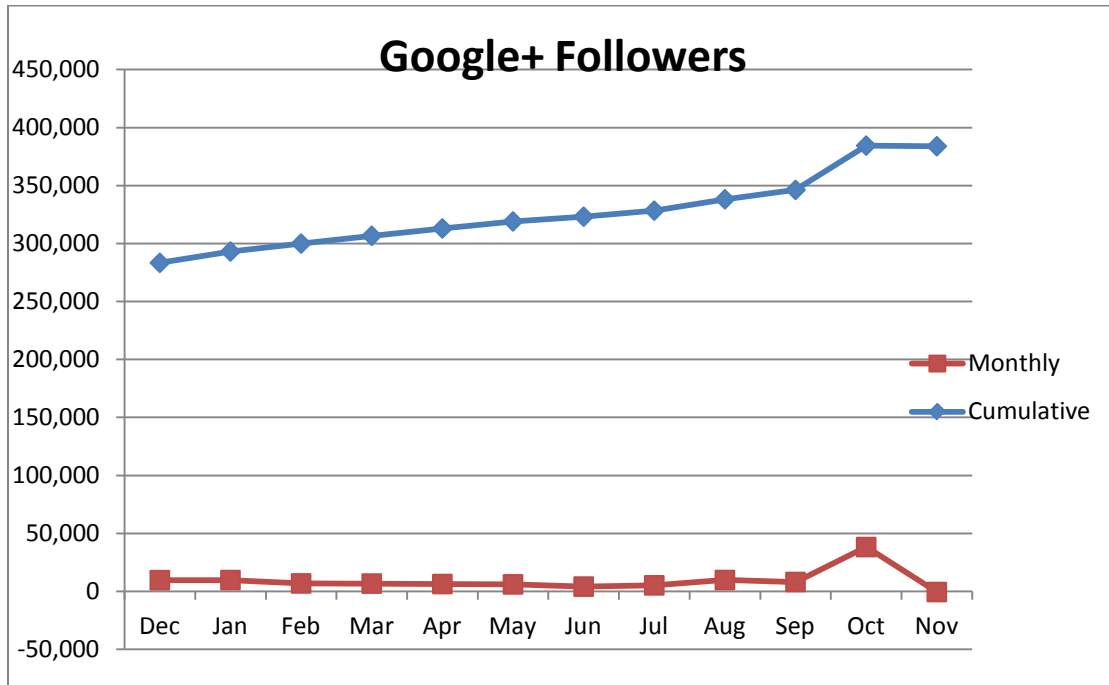


Page Views and Subscriptions on U.S. National Archives iTunes U (Source: Appendix VI)



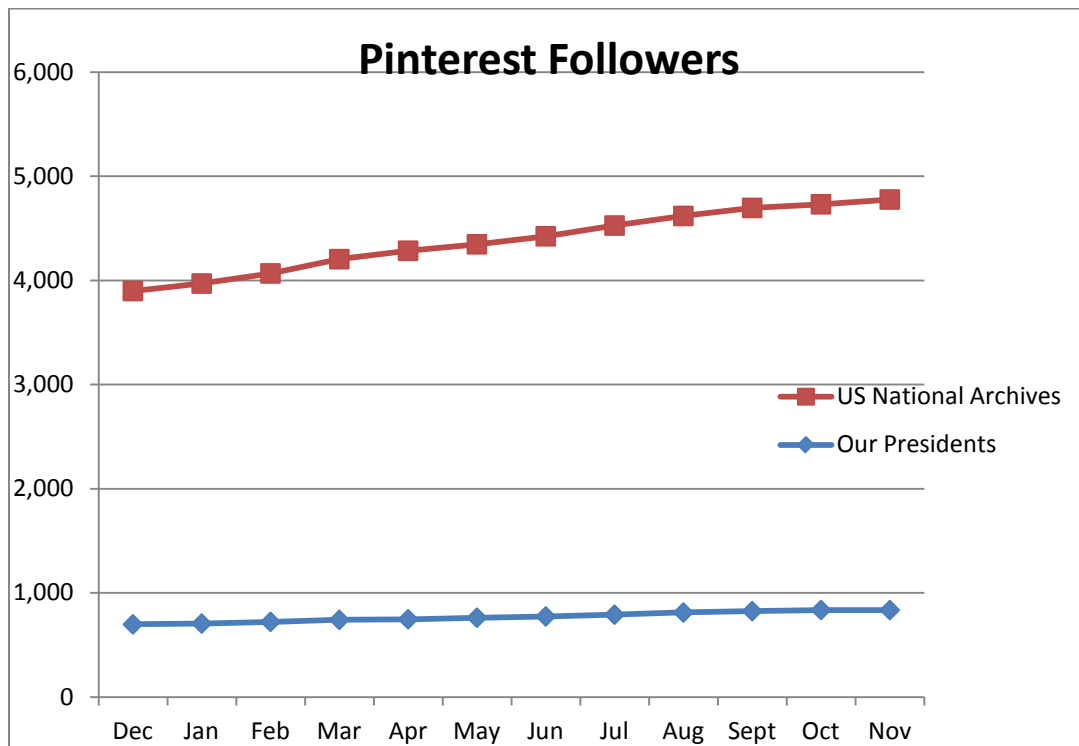
Social Media Tools: Detail View – Google+

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.

	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov
Annotation (NHPRC)	674	886	677	334	263	199	332	466	388	404	305	229
AOTUS	2,380	1,437	1,346	2,884	1,346	1,824	1,287	2,692	1,894	1,244	2,058	1,923
Carter Chronicle	441	264	222	226	216	202	135	145	73	148	159	284
Education Updates	2,896	3,660	3,374	3,288	2,379	2,200	1,619	1,980	2,497	2,671	2,772	2,590
FOIA	782	990	975	1,476	1,386	1,044	987	1,225	745	913	907	777
Forward with Roosevelt						325	177	149	298	699	1,123	1,324
Hoover Heads									48	31	91	328
Unwritten Record (formerly Media Matters)	4,163	5,479	4,617	4,780	5,171	4,575	3,658	5,322	5,827	4,293	4,382	5,312
NARAtions	3,369	4,389	3,945	4,264	5,252	3,034	2,106	4,915	3,943	3,354	4,223	2,204
NDC Blog	961	890	839	1,401	970	688	770	810	700	634	161	497
Rediscovering Black History	1,859	1,601	3,985	2,167	1,533	1,521	1,833	1,265	1,594	881	1,214	1,434
Prologue Blog	13,847	14,236	14,913	15,435	15,721	14,292	9,565	10,455	8,778	12,827	17,863	16,600
Records Express Blog	2,859	1,956	1,829	3,139	3,588	3,510	2,660	932	1,247	1,569	1,468	1,231
The Text Message	4,199	4,733	4,143	4,008	4,628	4,112	3,682	4,075	3,404	4,483	2,531	309
Transforming Classification (PIDB)	227	268	244	313	321	279	233	270	167	234	221	159
MONTHLY TOTAL	38,675	40,831	41,134	43,732	42,794	37,828	29,054	34,706	31,636	34,429	39,478	35,201

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.

	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov
Annotation (NHPRC)	995	1,224	1,000	473	448	315	491	720	576	726	472	348
AOTUS	3,807	2,566	2,314	4,389	2,312	2,850	2,273	5,104	3,125	2,089	3,618	3,411
Carter Chronicle	615	382	344	332	370	351	192	185	110	225	241	419
Education Updates	4,245	5,532	4,882	4,852	3,866	3,892	2,892	4,092	4,098	5,168	4,835	4,299
FOIA	1,539	1,811	1,815	2,666	2,430	1,858	2,153	2,820	1,382	1,568	1,638	1,317
Forward with Roosevelt						693	378	991	501	1,147	1,557	1,775
Hoover Heads									168	69	163	474
Unwritten Record (formerly Media Matters)	6,729	10,024	8,433	8,141	14,258	13,695	7,080	10,006	10,732	7,576	10,714	9,840
NARAtions	6,042	8,058	7,348	7,634	9,522	5,654	4,167	9,311	6,433	6,018	6,907	3,869
NDC Blog	1,623	1,810	1,642	2,327	1,678	1,136	1,197	1,475	1,350	1,207	783	1,140
Rediscovering Black History	2,795	2,827	6,338	3,823	2,604	2,695	2,802	2,188	2,629	1,645	3,459	4,337
Prologue Blog	23,555	23,561	24,412	24,756	24,813	21,733	15,400	16,615	14,448	20,132	28,458	27,741
Records Express Blog	5,039	3,450	3,558	5,508	5,646	5,185	4,474	2,729	2,952	3,717	3,148	2,500
The Text Message	6,829	7,383	6,599	6,712	7,144	6,426	5,813	6,528	5,949	7,144	5,408	730
Transforming Classification (PIDB)	292	353	354	406	419	479	374	815	237	368	310	237
MONTHLY TOTAL	64,127	69,028	69,067	72,039	75,541	66,989	49,704	63,585	54,729	58,849	71,711	62,437

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

	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov
Annotation (NHPRC)	21	24	20	19	18	26	19	25	33	18	19	17
AOTUS Blog	256	284	268	276	332	161	156	149	132	164	182	166
AOTUS Tumblr	3	2	2	3	1	2	3	4	2	2	2	3
Carter Chronicle	634	711	645	421	411	375	337	294	237	255	253	215
Education Updates	38	49	51	45	33	30	38	32	35	36	39	44
FOIA Ombudsman	47	58	46	70	67	21	27	26	23	21	25	24
Unwritten Record (formerly Media Matters)	56	121	106	113	153	39	39	40	36	33	45	36
NARAtions	237	254	244	257	277	342	137	179	162	187	142	133
NDC Blog	168	184	185	155	140	191	210	226	220	226	130	96
Prologue	320	329	366	347	355	344	382	381	360	382	354	359
Records Express	150	195	157	187	205	186	240	111	108	95	91	112
Rediscovering Black History	26	24	21	25	28	25	23	27	29	28	30	33
Text Message	107	119	100	116	101	95	101	102	142	108	62	64
Today's Document Tumblr	55	68	57	61	77	67	73	68	76	68	62	66
Transforming Classification (PIDB)	502	652	642	441	425	401	284	253	211	254	268	203
MONTHLY TOTAL	2,620	3,074	2,910	2,536	2,623	2,305	2,069	1,917	1,806	1,877	1,704	1,571

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.)

	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov
Monthly Total (A+P+R)	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	7,976,180
Agency-Wide Total	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	3,192,151
US National Archives	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	2,255,720
Afro-American HS	8,862	21,730	33,493	6,169	2,165	2,528	3,670	10,048	7,130	12,091	16,560	20,907
Assembly	1,770	7,905	135,822	399	301	83	385	518	463	301	2,421	1,621
Archival Recovery	11,286	12,818	23,549	16,976	13,847	9,947	25,403	15,879	18,213	7,018	11,528	13,090
Constitution	22,402	9,946	14,770	17,809	14,632	17,396	13,805	21,232	17,153	117,855	22,444	46,236
Federal Register	1,422	14,017	15,756	27,232	70,460	37,589	18,687	9,821	14,089	8,034	8,375	7,178
Federal Records Centers	858	2,051	4,036	2,410	968	626	1,408	2,073	2,505	1,725	1,178	1,301
Applied Research	13,010	13,041	21,246	9,392	2,119	2,042	1,720	9,144	6,068	8,260	4,100	3,542
NHPRC	185,524	137,097	196,287	233,782	343,824	133,532	248,137	178,585	183,547	245,574	309,164	184,331
Noon Lectures	580	1,064	1,253	1,917	1,359	1,632	2,132	1,330	4,046	1,964	3,439	1,562
Preservation	28,539	266,618	69,076	32,375	96,679	42,109	79,668	146,977	71,879	156,707	83,591	98,349
Research	5,886	23,794	39,740	76,990	21,481	51,571	20,973	20,009	10,703	21,902	14,398	17,675
SNAC												
Today's Document	98,420	134,547	197,972	171,009	137,247	519,151	419,241	378,882	362,861	452,224	431,209	426,829
Students and Interns	21,433	10,549	2,338	3,190	2,352	2,304	2,323	2,797	17,391	9,925	4,672	9,422
Electoral College	2,736	3,896	3,652	1,085	1,225	1,739	1,566	1,449	1,429	1,782	2,245	4,357
Education	41,830	129,710	108,950	83,651	750,239	322,106	121,333	98,040	50,746	77,495	61,128	100,031
Presidential Total	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	4,227,651
Bush	258,321	219,662	184,776	288,692	321,166	345,370	635,639	809,767	699,736	422,466	365,601	485,134
GWB	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	804,420
Carter	155,167	254,658	170,680	256,809	280,020	322,472	188,167	808,109	3,106,708	977,253	380,254	372,429
Clinton	404,686	199,674	171,865	428,288	598,325	67,300	262,444	562,509	532,640	556,456	497,630	283,466
Eisenhower	238,386	115,820	139,862	268,996	609,365	717,507	356,211	312,762	200,177	116,267	350,511	217,085
Ford Library	16,488	15,989	16,912	12,294	60,258	71,049	38,859	51,211	33,451	103,836	117,182	38,836
Ford Museum	48,352	68,736	59,887	80,974	243,722	167,700	117,869	279,921	209,594	495,862	175,810	11,146

Hoover	34,743	30,456	26,014	41,217	79,958	98,399	80,579	100,655	193,638	84,081	80,835	60,468
Johnson	222,125	368,131	402,971	337,898	481,448	571,206	1,245,801	828,411	688,076	977,848	523,437	604,593
Nixon	367,020	442,309	446,018	557,428	353,907	744,705	547,400	516,632	494,738	485,069	524,534	607,583
Reagan	82,876	59,301	73,958	32,209	300,791	27,253	18,303	1,211,670	157,707	301,770	433,107	337,350
Roosevelt	158,232	173,378	112,118	80,883	154,737	175,579	172,747	223,071	236,764	175,303	384,979	126,894
Truman	128,006	106,149	142,783	116,331	422,037	418,110	209,779	432,001	359,925	320,625	549,305	278,247
Regional Total	422,937	450,331	486,927	413,226	560,078	795,636	683,931	630,458	339,024	835,291	437,883	556,378
Atlanta	14,598	14,768	22,262	12,599	16,037	14,496	17,290	34,027	23,648	39,750	16,436	10,294
Boston	236,738	193,238	163,068	256,827	328,657	252,267	425,001	255,360	151,391	309,662	204,307	145,179
Chicago	24,548	9,460	14,521	11,147	10,784	16,425	77,369	220,540	46,672	38,370	51,790	177,469
Denver	40,722	91,536	60,747	13,159	7,349	160,324	7,562	5,145	4,982	8,784	7,329	17,197
Fort Worth	28,524	42,687	29,008	33,781	29,366	24,645	18,142	45,285	12,056	20,957	34,769	24,063
Kansas City	17,295	32,694	36,723	18,420	25,444	25,444	26,297	16,833	21,656	21,185	24,803	18,419
New York	16,826	23,131	19,785	16,660	25,915	51,590	34,435	15,846	34,106	19,898	28,874	34,560
Philadelphia	13,274	15,084	65,422	19,701	70,382	25,404	12,792	16,570	21,815	66,026	32,101	16,496
Riverside	2,608	1,507	25,657	6,824	5,092	1,913	4,060	4,097	7,478	10,716	9,370	83,391
Seattle	7,896	15,353	41,092	15,871	35,032	9,454	55,558	5,361	7,419	6,029	10,345	6,084
St. Louis	19,908	10,873	8,642	8,237	6,020	12,728	5,425	11,394	7,801	293,914	17,759	23,226

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.)

	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov
Monthly Total (A+P+R)	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	2,759,174
Agency-Wide Total	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	839,201
US National Archives	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	516,264
Afro-American HS	4,112	10,452	13,209	1,499	425	417	891	2,997	1,956	4,469	6,582	7,438
Assembly	891	3,961	73,116	140	85	24	75	146	138	138	1,209	744
Archival Recovery	2,420	2,043	2,517	2,681	2,030	2,619	5,199	3,770	3,847	2,158	2,627	3,211
Constitution	14	3,135	5,555	6,878	5,654	5,474	3,121	6,866	6,415	52,050	8,543	20,287
Federal Register	369	5,278	5,281	10,265	27,823	11,851	2,038	1,028	1,820	1,514	1,402	1,059
Federal Records Centers	302	361	492	357	151	140	624	551	603	668	497	667
Applied Research	5,389	5,239	8,355	2,831	721	744	616	2,341	1,885	2,255	1,518	1,450
NHPRC	58,379	37,999	55,196	70,891	129,183	38,257	101,943	53,053	53,267	101,780	116,370	56,385
Noon Lectures	164	257	228	308	286	316	504	347	1,784	601	1,384	764
Preservation	8,123	113,522	26,730	9,976	46,338	19,626	34,503	76,789	31,822	85,826	38,417	48,495
Research	1,940	5,676	11,582	29,929	6218	14,297	7,776	7,073	4,349	7,934	6,372	7,732
SNAC												
Today's Document	13,430	32,156	28,626	21,910	14,827	170,945	136,974	85,057	69,623	106,185	121,831	126,872
Students and Interns	3,433	3,112	729	539	406	403	518	543	5,844	3,954	1,892	5,123
Electoral College	1,113	1,650	1,820	419	397	710	541	580	305	632	825	1,732
Education	14,035	47,551	40,951	31,952	358,023	148,311	49,461	34,809	22,521	32,800	25,075	40,978
Presidential Total	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	1,679,824
Bush	110,231	88,424	73,905	118,752	133,433	138,053	302,406	302,140	265,585	166,858	159,163	202,546
GWB	2,542,349	801,264	685,756	401,239	688,317	264,652	858,561	961,971	465,698	1,950,804	360,159	354,331
Carter	41,540	77,782	52,254	81,663	87,772	110,232	64,481	294,967	1,366,061	384,198	136,443	146,925
Clinton	157,809	81,038	70,181	180,058	249,615	23,870	110,240	217,968	204,997	232,547	216,592	133,328
Eisenhower	90,063	36,401	46,951	90,294	199,422	316,390	128,829	117,413	80,883	42,189	144,623	94,366
Ford Library	5,338	6,002	5,498	4,513	16,444	22,468	13,189	19,994	10,459	49,346	49,809	14,031
Ford Museum	19,400	22,404	22,600	29,878	91,397	63,819	49,603	107,049	84,116	201,063	77,939	4,391

Hoover	14,369	9,023	8,009	14,768	23,040	32,618	30,314	36,259	85,842	30,069	31,209	22,736
Johnson	80,488	159,410	172,433	133,626	187,799	208,644	529,216	303,232	236,368	444,983	215,709	211,719
Nixon	130,996	166,400	149,200	194,815	124,735	270,683	195,325	187,530	174,195	168,948	187,740	217,146
Reagan	40,102	21,591	25,380	9,752	136,869	12,150	6,973	634,524	69,828	122,169	162,420	128,030
Roosevelt	50,605	66,832	33,534	30,030	48,248	63,755	61,296	81,788	96,088	66,938	180,738	49,027
Truman	41,014	32,720	48,581	38,641	139,241	148,064	66,288	153,851	129,280	134,792	237,676	101,248
Regional Total	128,642	146,373	155,901	113,389	207,431	335,280	277,385	245,465	127,777	374,194	149,594	240,149
Atlanta	3,982	3,647	5,815	4,382	5,334	5,339	6,495	16,012	10,173	17,305	7,070	4,859
Boston	69,532	51,946	36,864	71,148	126,025	82,765	174,424	89,218	59,853	131,307	64,454	43,634
Chicago	5,263	2,071	2,334	2,528	3,412	3,493	31,210	98,021	11,642	10,843	17,271	86,882
Denver	17,966	44,978	27,694	4,550	3,334	93,593	2,945	2,563	1,951	3,808	3,802	8,784
Fort Worth	8,686	13,948	7,257	8,223	6,344	114,880	4,625	18,779	4,157	5,272	12,547	6,677
Kansas City	4,172	12,076	12,929	5,133	7,480	5,984	8,584	5,582	7,313	6,474	7,344	5,850
New York	3,515	5,732	3,763	4,340	7,325	14,899	12,930	5,278	17,545	5,792	10,006	13,978
Philadelphia	4,469	3,866	27,590	3,846	28,221	6,159	2,867	3,216	5,946	26,804	12,946	4,816
Riverside	1,248	670	12,756	1,932	1,592	832	1,718	1,446	3,023	3,648	4,382	51,404
Seattle	2,060	4,616	16,104	5,617	16,288	3,782	29,690	1,702	3,001	2,464	3,961	2,605
St. Louis	7,749	2,823	2,795	1,690	2,066	3,554	1,897	3,648	3,173	160,477	5,811	10,660

APPENDIX V: Twitter Followers (Cumulative)

	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov
archivespres	3,546	3,645	3,724	3,833	3,892	3,947	4,007	4,067	4,144	4,245	4,321	4,380
dferriero	3,188	3,214	3,237	3,277	3,333	3,361	3,388	3,417	3,438	3,466	3,501	3,503
Discovercivwar	6,147	6,240	6,352	6,443	6,498	6,567	6,569	6,593	6,851	6,853	6,877	7,287
DocsTeach	5,875	6,085	6,300	6,542	6,721	6,869	7,039	7,264	7,546	7,771	7,991	8,175
ElectoralCollge	2,294	2,293	2,287	2,293	2,290	2,286	2,298	2,317	2,331	2,322	2,334	2,346
FedRegister	7,527	7,689	7,882	8,046	8,226	8,353	8,480	8,611	8,742	8,854	8,980	9,052
FOIA_Ombuds										261	365	374
NARAMediaLabs	696	774	853	936	1,006	1,074	1,156	1,206	1,258	1,329	1,389	1,423

NARA_ RecMgmt	5,228	5,286	5,352	5,433	5,493	5,542	5,602	5,651	5,707	5,768	5,826	5,874
SNAC											61	60
TodaysDocument	18,542	19,423	20,228	21,003	21,725	22,486	23,183	23,935	24,883	25,751	26,574	27,101
USNatArchives	55,435	58,583	61,700	64,589	67,165	69,305	71,445	74,214	77,289	80,080	81,909	82,543
ThisisArchives			20	347	454	572	700	883	1,101	1,185	1,315	1,467
Bush41library	19,361	19,981	20,503	21,065	21,644	22,003	22,371	22,821	23,517	23,975	24,368	24,707
CarterLibrary	9,989	10,197	10,378	10,527	10,700	10,925	11,026	11,297	13,852	14,230	14,484	14,816
IkeLibrary	6,939	7,177	7,380	7,592	7,840	8,019	8,165	8,336	8,623	8,814	9,197	9,396
FDRLibrary	6,241	6,501	6,700	6,924	7,119	7,302	7,455	7,661	7,993	8,198	8,703	8,932
GWBLibrary	10,381	11,041	11,506	12,022	12,395	12,775	13,144	13,563	14,131	14,590	14,800	14,970
IkeandHarry2012	614	613	613	619	625	636	636	636	635	643	643	646
JFKLibrary	30,720	31,263	31,940	32,489	33,097	33,627	34,016	34,482	35,226	35,669	36,023	36,715
LBJLibrary	8,563	8,887	9,128	9,369	9,643	9,872	10,109	10,318	10,750	11,082	11,304	11,531
OurPresidents	11,307	12,059	12,484	12,849	13,240	13,636	14,025	14,574	15,108	15,554	16,251	16,699
Reagan_Library	1,619	1,672	1,729	1,760	1,806	1,862	1,913	1,955	2,041	2,130	2,178	2,220
TrumanLibrary	2,477	2,602	2,769	2,885	3,031	3,177	3,257	3,394	3,673	3,822	4,038	4,215
WJCLibrary	56,239	60,313	64,350	68,452	74,565	75,867	76,646	77,124	77,995	78,450	78,958	79,267
ArchivesNYC							6	8	8	13	21	22
atlantaarchives	1,261	1,293	1,333	1,363	1,389	1,399	1,418	1,432	1,467	1,511	1,539	1,568
Boston_archives					79	125	165	190	218	292	404	449
KCArchives	1,187	1,244	1,293	1,333	1,386	1,421	1,458	1,486	1,528	1,560	1,605	1,637
CongressArchive	1,354	1,507	1,646	1,815	1,964	2,065	2,171	2,260	2,461	2,695	2,888	3045
NARAFRC	405	407	407	419	420	422	425	427	431	441	444	446
StLouisArchives	106	106	109	115	122	125	127	128	129	135	135	139
TOTAL	277,241	290,095	302,203	314,340	327,789	335,620	342,400	350,250	363,076	371,689	379,426	385,005

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

	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov
Page Views	3,246	3,923	3,077	8,006	2,769	2,391	2,296	1,862	1,801	1,725	2,202	2,163
Track Downloads	2,832	2,639	2,685	3,618	2,123	2,078	1,872	1,570	1,745	1,708	1,478	1,491
Subscriptions	434	441	359	920	358	331	314	350	277	280	289	306

APPENDIX VII: Google+ Followers

	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov
Monthly Followers	9,676	9,755	6,853	6,714	6,340	6,032	4,118	5,196	9,786	8,085	38,228	-558
Cumulative Followers	283,370	293,125	299,978	306,692	313,032	319,064	323,182	328,378	338,164	346,249	384,477	383,919

APPENDIX VIII: Pinterest Followers (Cumulative)

	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov
US National Archives	3,898	3,970	4,067	4,204	4,285	4,347	4,424	4,527	4,619	4,696	4,731	4,777
Our Presidents	698	706	722	741	747	762	774	791	812	825	836	835

APPENDIX IX: Instagram Followers (Cumulative)

	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov
US National Archives	2,614	3,177	3,565	3,922	4,254	4,800	5,498	6,800	8,207	9,320	10,770	12,554
Ike Library	147	155	192	216	232	252	266	282	297	309	316	321
Clinton Library	288	320	349	376	1,204	1,218	1,239	1,270	1,311	1,326	1,371	1,439
FDR Library				43	54	62	75	112	140	152	167	216
Bush 41 Library							1	13	28	37	46	51

APPENDIX X: HistoryPin Channel Views(Cumulative)

	Dec	Jan	Feb	Mar	April	May	June	July	August	Sept	Oct	Nov
Channel Views	20,992	21,389	21,805	22,196	22,793	23,443	23,995	24,526	24,996	25,489	26,106	26,252