# NOVEMBER FY2016 OVERVIEW

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

# FISCAL YEAR COMPARISON

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

# 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
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)

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<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
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Number of Archives.gov Visits Referred by Social Media Sites (Per Month)

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<thead>
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<th>ZeeMaps</th>
<th>Facebook</th>
<th>Flickr</th>
<th>Twitter</th>
<th>Eventbrite</th>
<th>Tumblr</th>
<th>Blog</th>
<th>YouTube</th>
<th>Instagram</th>
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<td>December</td>
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<td>August</td>
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The number of individual sessions initiated by all visitors to your site (i.e., if a user is inactive on your site for 30+ minutes, future activity is attributed to a new session)

Visits to Archives.gov by Referring Social Media Site
Social Media Tools: Detail View – *Blogs (Archives.gov)*

**Blog Visits (Source: Appendix II.A)**

- Annotation (NHPRC)
- AOTUS
- Carter Chronicle
- Education Updates
- FOIA
- Forward with Roosevelt
- Hoover Heads
- Unwritten Record (formerly Media Matters)
- NARAtions
- NDC Blog
- Rediscovering Black History
- Prologue Blog
- Records Express Blog
- The Text Message
- Transforming Classification (PIDB)

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

- Annotation (NHPRC)
- AOTUS
- Carter Chronicle
- Education Updates
- FOIA
- Forward with Roosevelt
- Hoover Heads
- Unwritten Record (formerly Media Matters)
- NARAtions
- NDC Blog
- Rediscovering Black History
- Prologue Blog
- Records Express Blog
- The Text Message
- Transforming Classification (PIDB)
Total RSS Feed Subscribers to Archives.gov Blogs *(Source: Appendix III)*

**RSS Feed Subscribers: Blogs**

- Annotation (NHPRC)
- AOTUS Blog
- AOTUS Tumblr
- Carter Chronicle
- Education Updates
- FOIA Ombudsman
- Unwritten Record
  (formerly Media Matters)
- NARAtions
- NDC Blog
- Prologue
- Records Express
- Rediscovering Black History
- Text Message
- Today's Document Tumblr
- Transforming Classification (PIDB)

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

<table>
<thead>
<tr>
<th>Blog</th>
<th>Pageviews</th>
<th>Post Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prologue</td>
<td>1,272</td>
<td><em>Prohibition and the Rise of the American Gangster</em></td>
</tr>
<tr>
<td>Unwritten Record</td>
<td>1,115</td>
<td><em>An update on Kodacolor decoded</em></td>
</tr>
<tr>
<td>Prologue</td>
<td>836</td>
<td><em>Plot to Kill Truman</em></td>
</tr>
<tr>
<td>Forward with Roosevelt</td>
<td>671</td>
<td><em>The Most Important Presidential Election in History</em></td>
</tr>
<tr>
<td>Unwritten Record</td>
<td>608</td>
<td><em>Louis Zamperini: The Story of a True American Hero</em></td>
</tr>
</tbody>
</table>
Social Media Tools: Detail View – Tumblr

Visits: Tumblr

The number of individual sessions initiated by all visitors to your site (i.e., if a user is inactive on your site for 30+ minutes, future activity is attributed to a new session)

- AOTUS
- Today’s Document
- OurPresidents
- Exhibits
- Congress Archives
- Preservation
- LBJ Time Machine
- Philadelphia
- Riverside
- Riverside
- Philadelphia
- US Nat Archives
- Ford Library
- FDR Library
Followers on Tumblr (Source: Appendix IV)

- AOTUS
- Today's Document
- Our Presidents
- Exhibits
- U.S. National Archives
- Preservation
- Philadelphia
- Riverside
- LBJ Time Machine
- Congress Archives
- Ford Library
- FDR Library
Social Media Tools: Detail View – Facebook
Post Views on Regional Pages (Source: Appendix IV.A)

Post Views: Regional Facebook Pages

- Atlanta
- Boston
- Chicago
- Denver
- Fort Worth
- Kansas City
- New York
- Philadelphia
- Riverside
- Seattle
- St. Louis
- Seattle
- St. Louis

Post Views: Number of times anyone viewed a news story posted by a given NARA page.

Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov
Post Views on Presidential Library Pages (Source: Appendix IV.A)
Post Views: Agency-Wide Facebook Pages (excluding main US National Archives page)

- Afro-American HS
- Assembly
- Archival Recovery
- Constitution
- Federal Register
- Federal Records Centers
- Applied Research
- NHPRC
- Noon Lectures
- Preservation
- Research
- SNAC
- Today's Document
- Students and Interns
- Electoral College
- Education
Post Views: Agency-Wide Facebook Pages

- US National Archives
- Afro-American HS
- Assembly
- Archival Recovery
- Constitution
- Federal Register
- Federal Records Centers
- Applied Research
- NHPRC
- Noon Lectures
- Preservation
- Research
- SNAC
- Today's Document
- Students and Interns
- Electoral College
- Education

Post Views: Number of times anyone viewed a news story posted by a given NARA page
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

Users: Regional Facebook Pages

- Atlanta
- Boston
- Chicago
- Denver
- Fort Worth
- Kansas City
- New York
- Philadelphia
- Riverside
- Seattle
- St. Louis

Monthly Active Users: number of unique people who have interacted with or viewed page or its posts (Fans and non-Fans)
Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)

Users: Presidential Libraries Facebook Pages

- Bush
- GWB
- Carter
- Clinton
- Eisenhower
- Ford Library
- Ford Museum
- Hoover
- Johnson
- Nixon
- Reagan
- Roosevelt
- Truman

Monthly Active Users: number of unique people who have interacted with or viewed page or its posts (Fans and non-Fans)
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)

Users: Agency-Wide Facebook Pages (excluding main page)

- Afro-American HS
- Assembly
- Archival Recovery
- Constitution
- Federal Register
- Federal Records Centers
- Applied Research
- NHPRC
- Noon Lectures
- Preservation
- Research
- SNAC
- Today's Document
- Students and Interns
- Electoral College
- Education
Monthly Active Users: number of unique people who have interacted with or viewed page or its posts (Fans and non-Fans)

Users: Agency-Wide Facebook Pages

- US National Archives
- Afro-American HS
- Assembly
- Archival Recovery
- Constitution
- Federal Register
- Federal Records Centers
- Applied Research
- NHPRC
- Noon Lectures
- Preservation
- Research
- SNAC
- Today's Document
- Students and Interns
- Electoral College
- Education
Social Media Tools: Detail View – Flickr

**Views on Photostreams (Per Month)**

- **Views: Flickr Photostreams**
  - USNatArchives
  - ArchivesNews

**Photos Uploaded (Per Month)**

- **USNatArchives**
- **ArchivesNews**

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U.S. National Archives, Office of Innovation, Social Media Team

http://www.archives.gov/social-media/

12/01/2015
Followers of Photostreams (Cumulative)

Followers: Flickr Photostreams

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)

<table>
<thead>
<tr>
<th>Month</th>
<th>Uploaded Videos (per month)</th>
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<td>Oct</td>
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<tr>
<td>Nov</td>
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Top 5 Most Viewed Videos for November 2015 on US National Archives Channel

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<th>Video Title</th>
<th>Views</th>
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<td>The True Glory, 1945 (restored)</td>
<td>10,767</td>
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Social Media Tools: Detail View – Twitter

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

- archivespres
- dferriero
- Discovericivwar
- DocsTeach
- ElectoralCollge
- FedRegister
- FOIA_Ombuds
- NARAMediaLabs
- NARA_RecMgmt
- SNAC
- TodaysDocument
- ThisisArchives
- bush41library
- CarterLibrary
- IkeLibrary
- FDRLibrary
- GWLibrary
- ikeandHarry2012
- LBJLibrary
- OurPresidents
- Reagan_Library
- TrumanLibrary
- archivesNYC
- atlantaarchives
- boston_archives
- KCArchives
- CongressArchive
- NARAFRC
- StLouisArchives

Followers: Twitter
(excluding USNatArchives, JFKLibrary, WJCLibrary)
Social Media Tools: Detail View – iTunes U

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

![iTunes U Track Downloads](image)

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

![iTunes U Page Views and Subscriptions](image)
Social Media Tools: Detail View – **Google+**

**Followers on Google+ (Source: Appendix VII)**

![Google+ Followers Chart]

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

**Followers on Pinterest (Source: Appendix VIII)**

![Pinterest Followers Chart]
# Social Media Statistics Dashboard: November FY 2016 Summary

## APPENDIX I: Sources of Information

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<tr>
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<tr>
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<td>Google Analytics</td>
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<td>Tumblr</td>
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<td>Impressions, Reach</td>
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<td>Foursquare</td>
<td>All-time check-ins at all venues, Followers</td>
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<td>Followers</td>
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<td>iTunes</td>
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<td>Track Downloads, Page Views, Subscriptions</td>
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<td>Pinterest</td>
<td>Pinterest</td>
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</tr>
<tr>
<td>YouTube</td>
<td>YouTube</td>
<td>Views of videos on this channel, Views of top videos, My uploaded videos</td>
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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.

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<th>June</th>
<th>July</th>
<th>Aug</th>
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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.

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

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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.)

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

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### APPENDIX VII: Google+ Followers

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### APPENDIX VIII: Pinterest Followers (Cumulative)

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### APPENDIX IX: Instagram Followers (Cumulative)

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

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