

DECEMBER FY2016 OVERVIEW

| Social Media Tool | Monthly Views | Monthly Visits/Users |
|---------------------------------------|------------------------|--------------------------|
| Archives.gov Blogs | 70,323 Views | 37,102 Visitors |
| Tumblr Blogs | 17,876 Views | 10,165 Visitors |
| Facebook | 10,162,274 Impressions | 4,015,484 Reach |
| National Archives YouTube Channel | 160,286 Views | 22,158 Total Subscribers |
| Flickr (USNatArchives & ArchivesNews) | 1,836,280 Views | 10,713 Total Contacts |
| Instagram | -- | 16,633 Total Followers |
| Twitter (all NARA feeds) | -- | 393,204 Total Followers |
| FourSquare | 777 New Check-ins | 1 New Follower |
| iTunes U | 1,763 Views | 254 New Subscribers |

FISCAL YEAR COMPARISON

| Social Media Tool | FY 2016 Views (to date) | FY 2015 Views |
|---------------------------------------|-------------------------|---------------|
| Archives.gov Blogs | 213,571 | 799,759 |
| Tumblr Blogs | 71,292 | 345,274 |
| Facebook | 27,199,714 | 147,266,835 |
| National Archives YouTube Channel | 512,631 | 1,668,093 |
| Flickr (USNatArchives & ArchivesNews) | 5,362,734 | 98,872,250 |

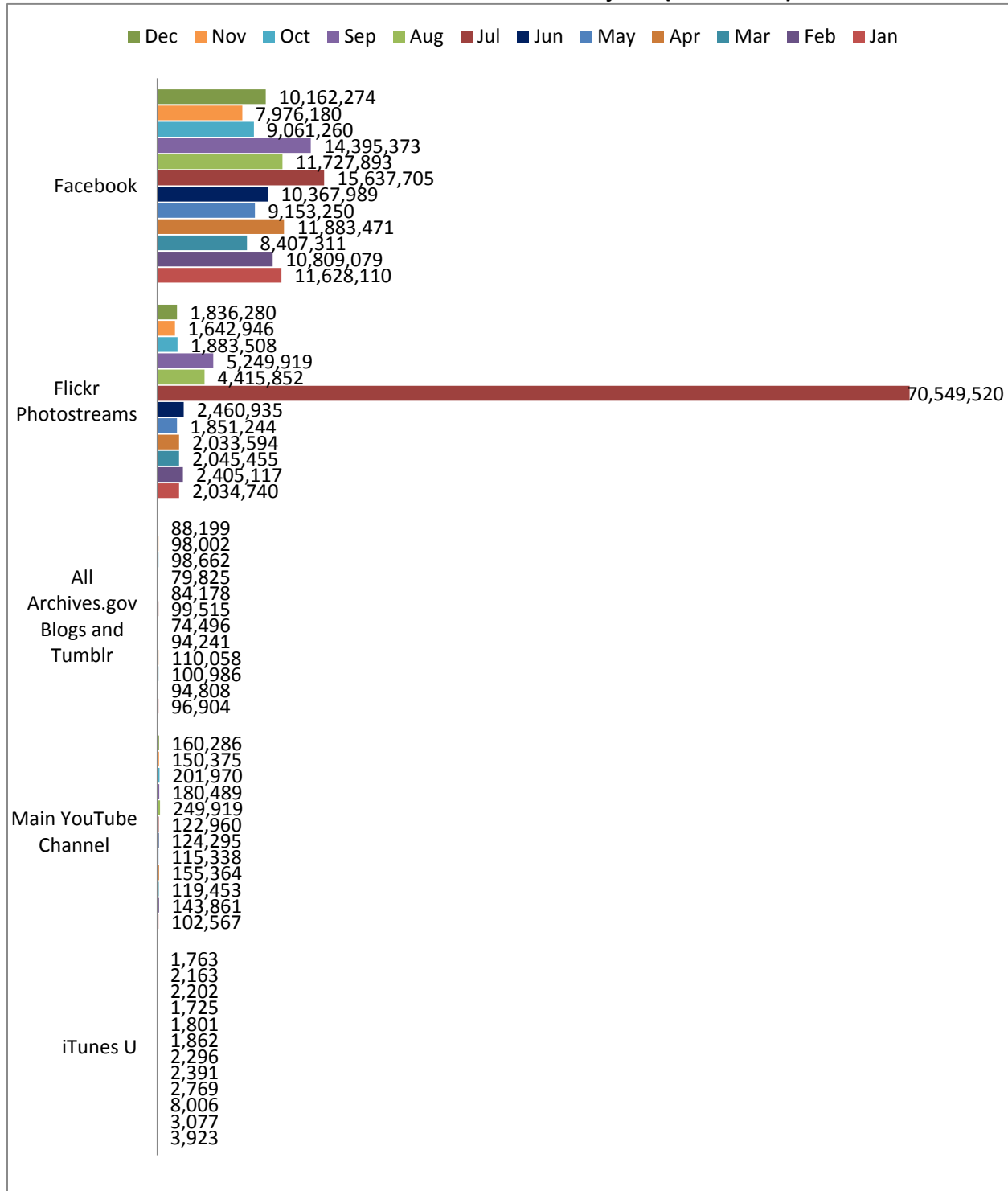
EXTERNAL BLOGS AND TUMBLOGS

- | | | |
|---|--|---|
| 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 |

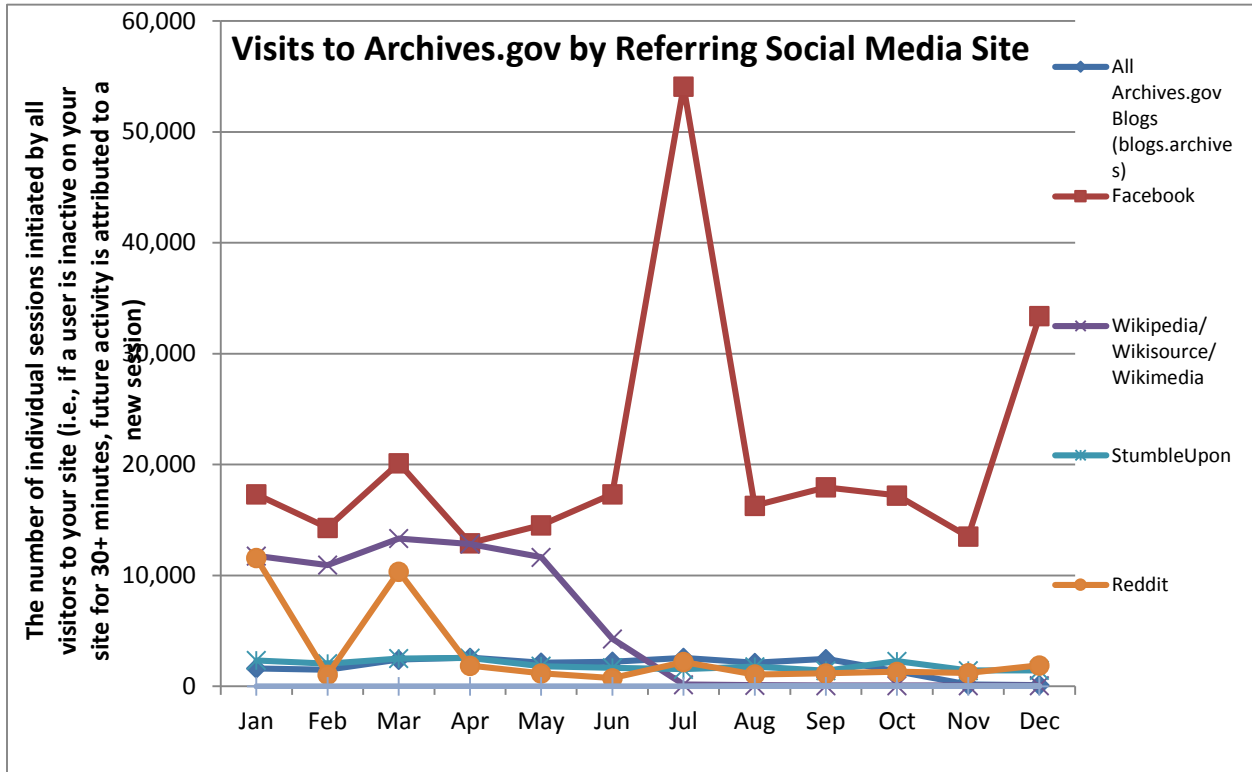
SOCIAL MEDIA TOOLBOX (Tools currently in use)

- | | | |
|---------------------|--------------|-----------------------------|
| • 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)

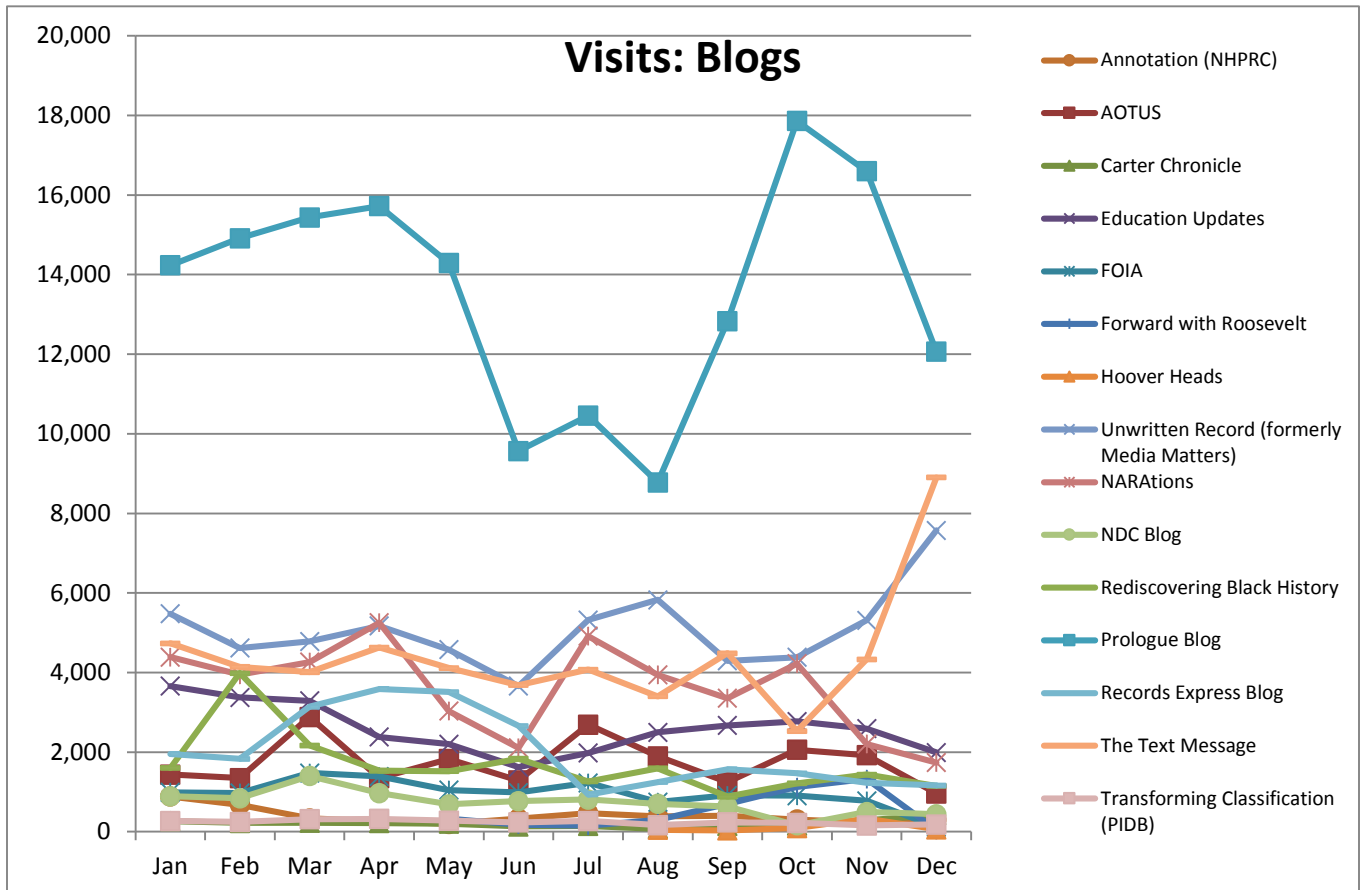


New External Social Media Projects: December Projects

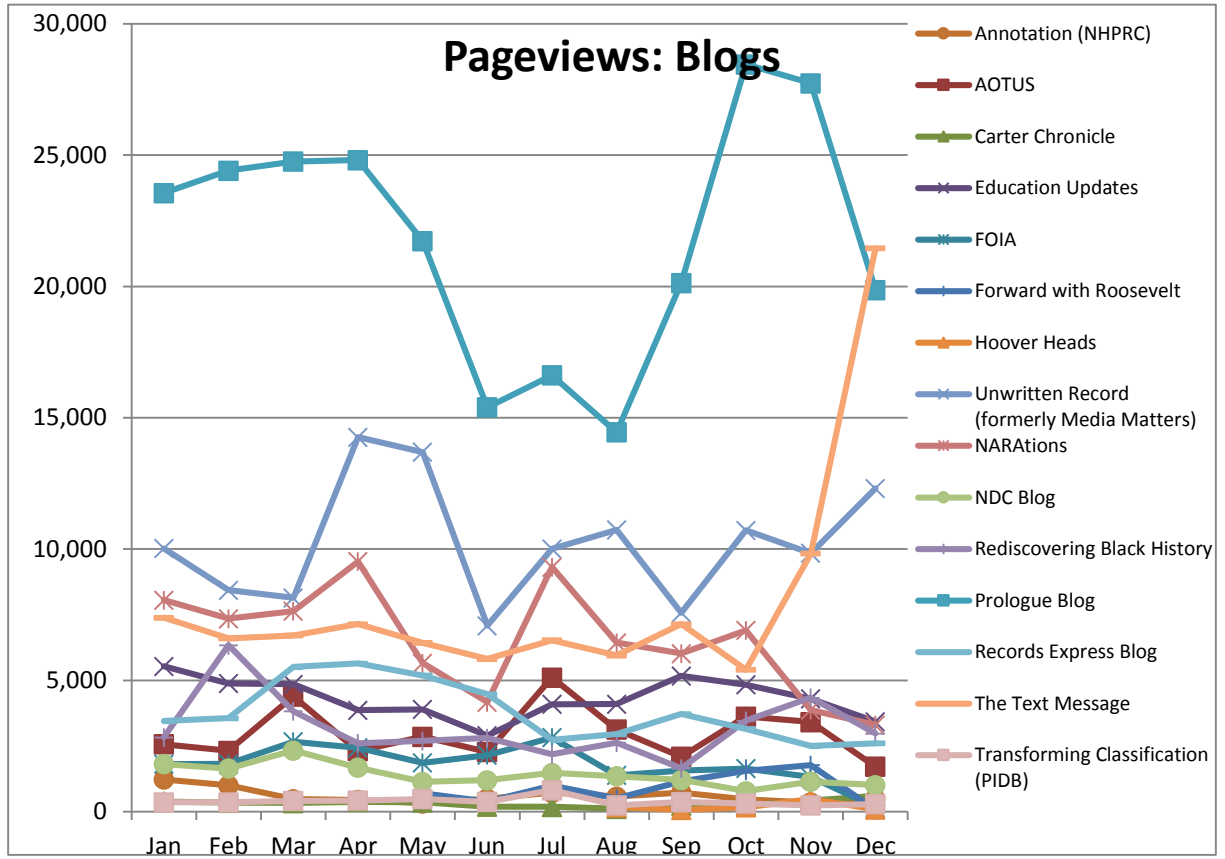
| | ZeeMaps | Facebook | Flickr | Twitter | Eventbrite | Tumblr | Blog | YouTube | Instagram |
|-----------|---------|----------|--------|---------|------------|--------|------|---------|-----------|
| January | | | | | | 1 | | | |
| February | | | | 1 | | | | | |
| March | 1 | | | | | | | | 1 |
| April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

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

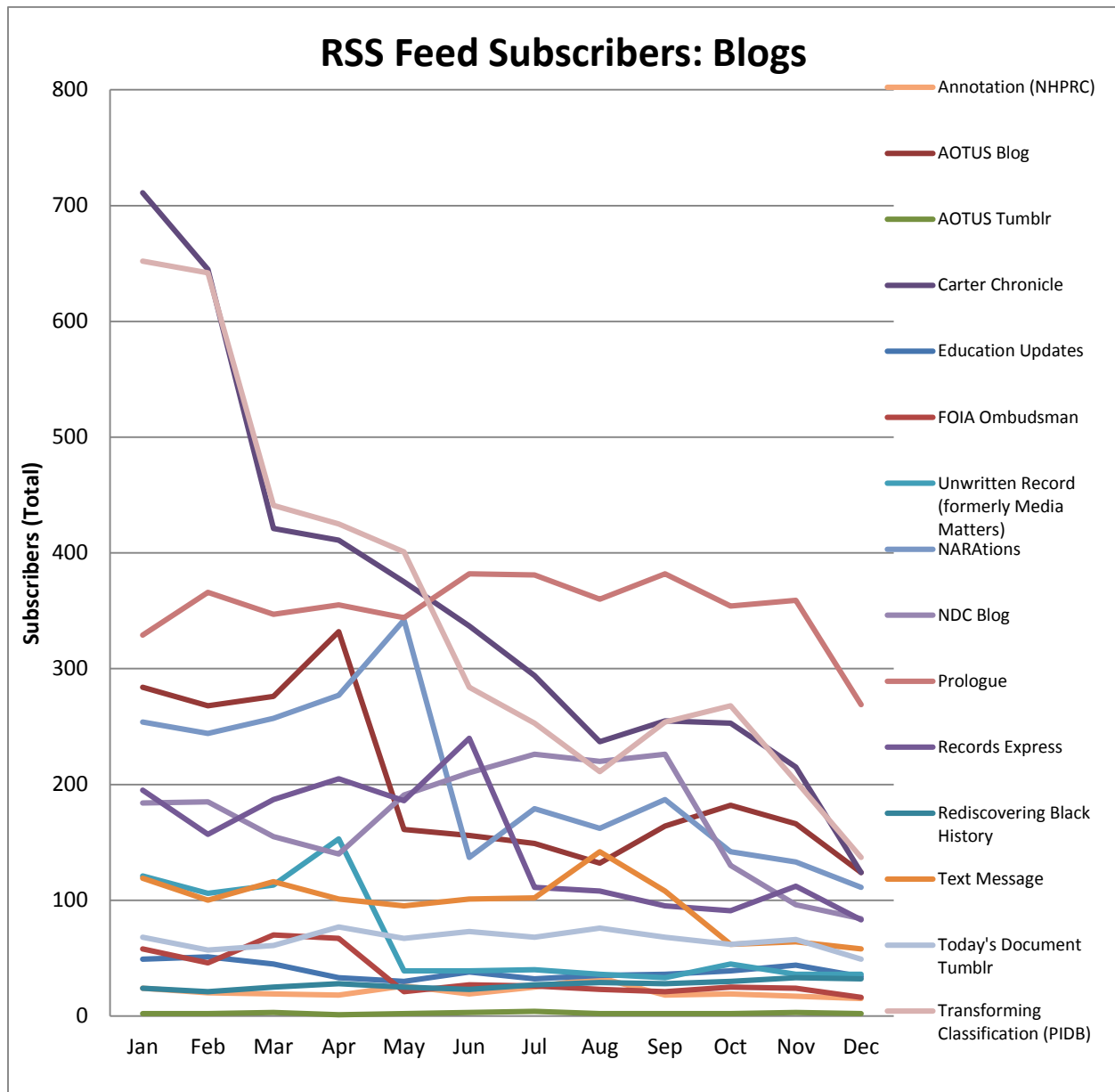
Blog Visits (Source: Appendix II.A)



Blog Pageviews (Source: Appendix II.B)



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

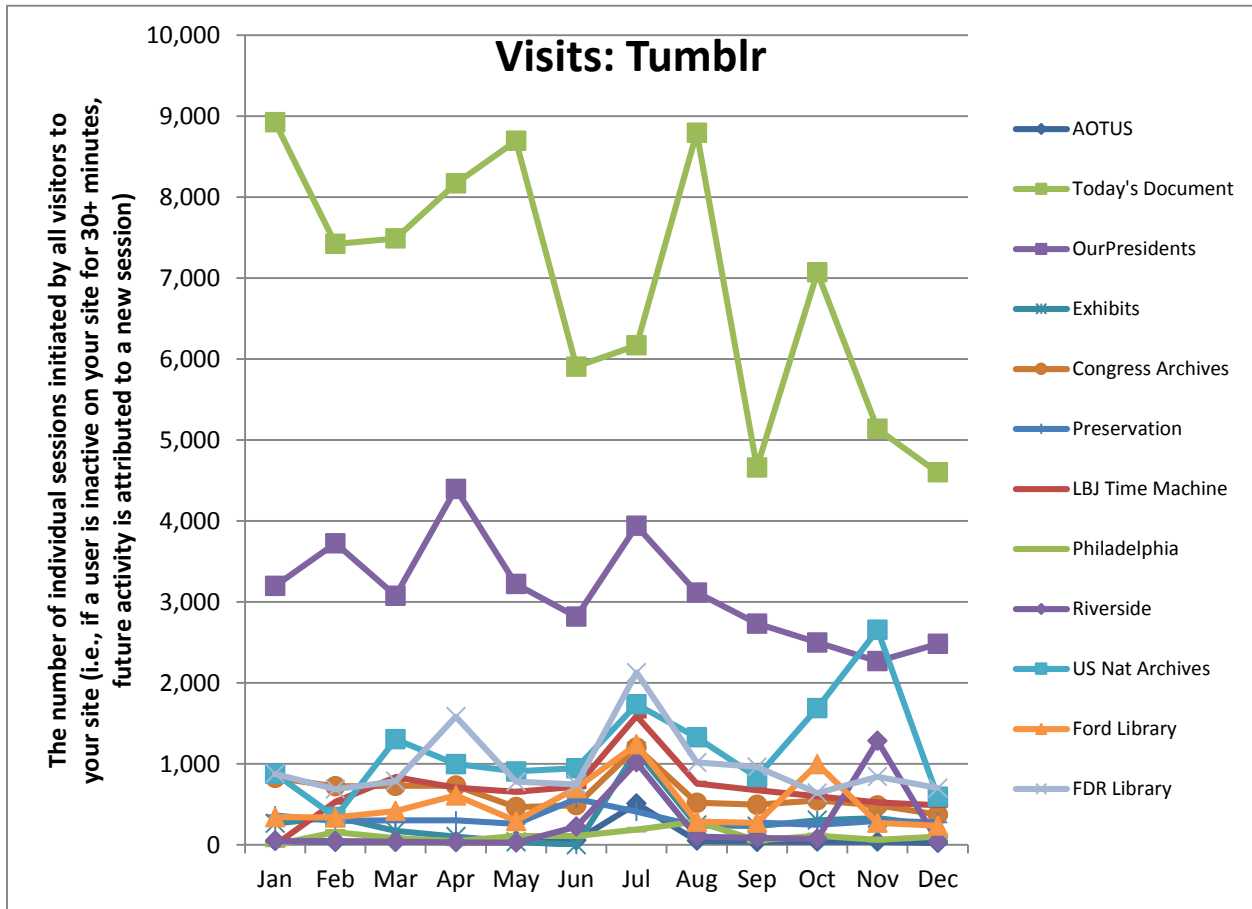


Top 5 Most Viewed Blog Posts in December

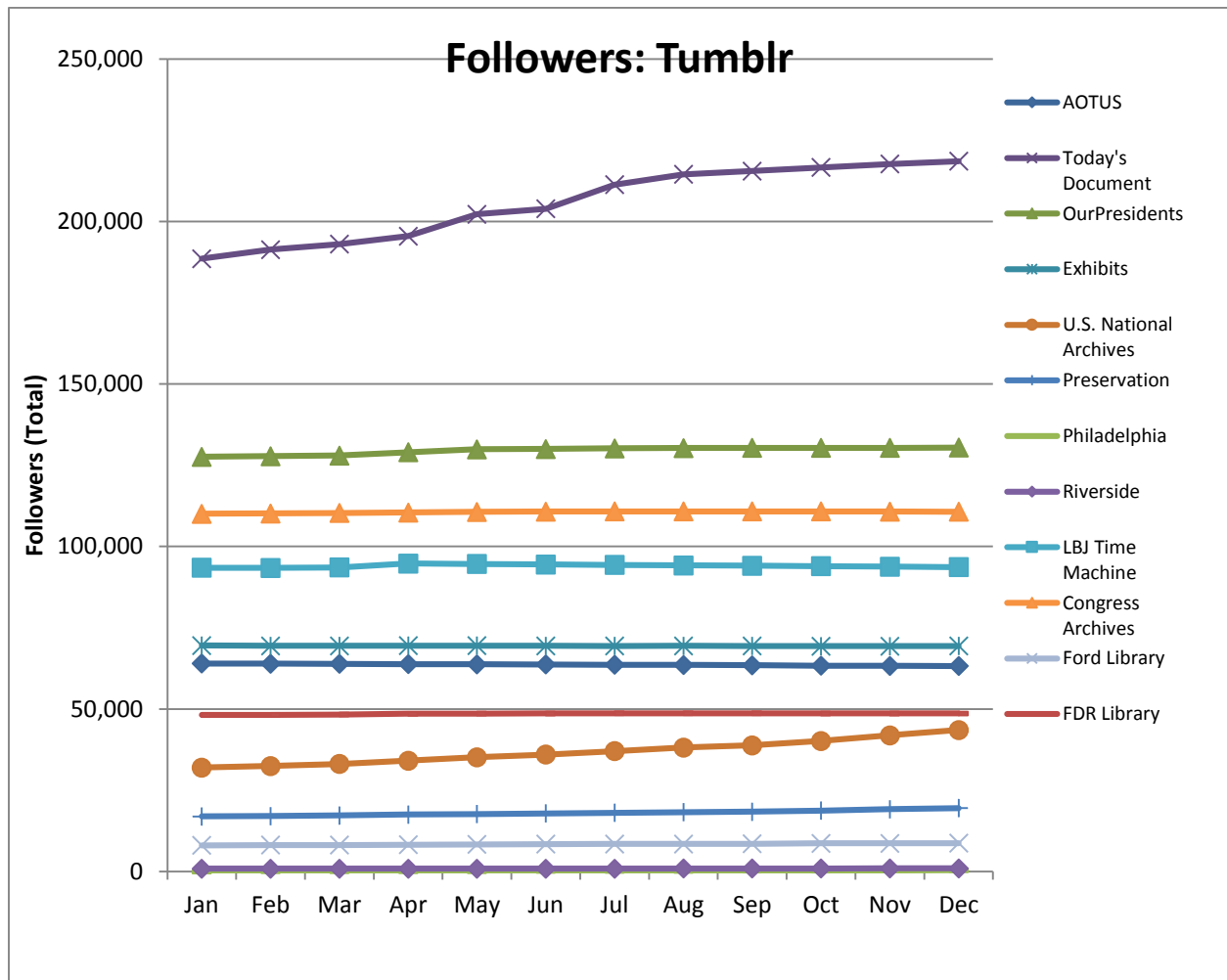
| Blog | Pageviews | Post Title |
|------------------------|-----------|--|
| The Text Message | 4,860 | The Funeral of General George S. Patton Jr |
| The Unwritten Record | 2,857 | Vintage Footage Reveals how NORAD Tracks Santa |
| Forward with Roosevelt | 2,079 | The True Story Behind the Most Important Speech of the 20th Century |
| Prologue | 1,094 | Prohibition and the Rise of the American Gangster |
| The Unwritten Record | 1,081 | Favorite Film Finds of 2015 |

Social Media Tools: Detail View – Tumblr

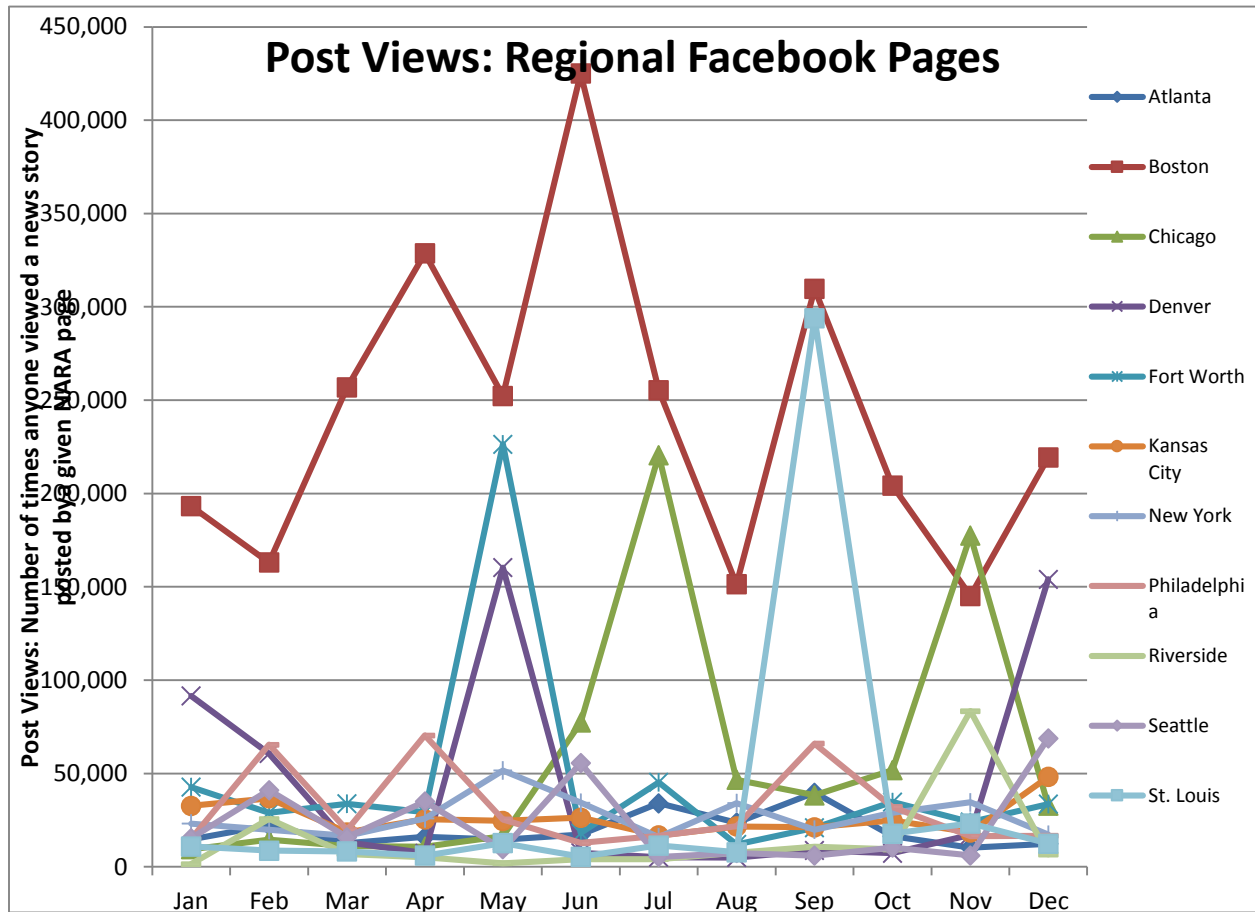
Tumblr Visits



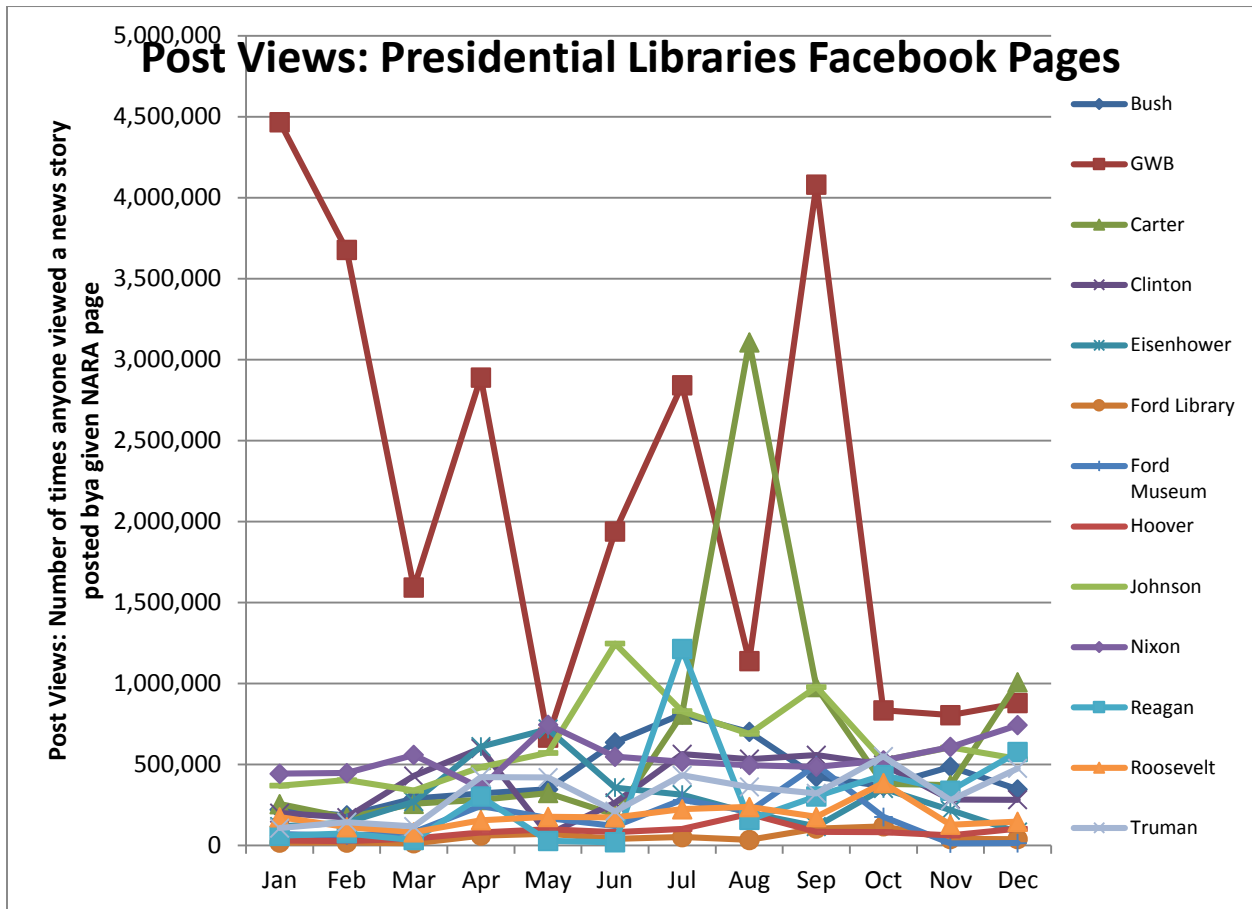
Followers on Tumblr (Source: Appendix IV)



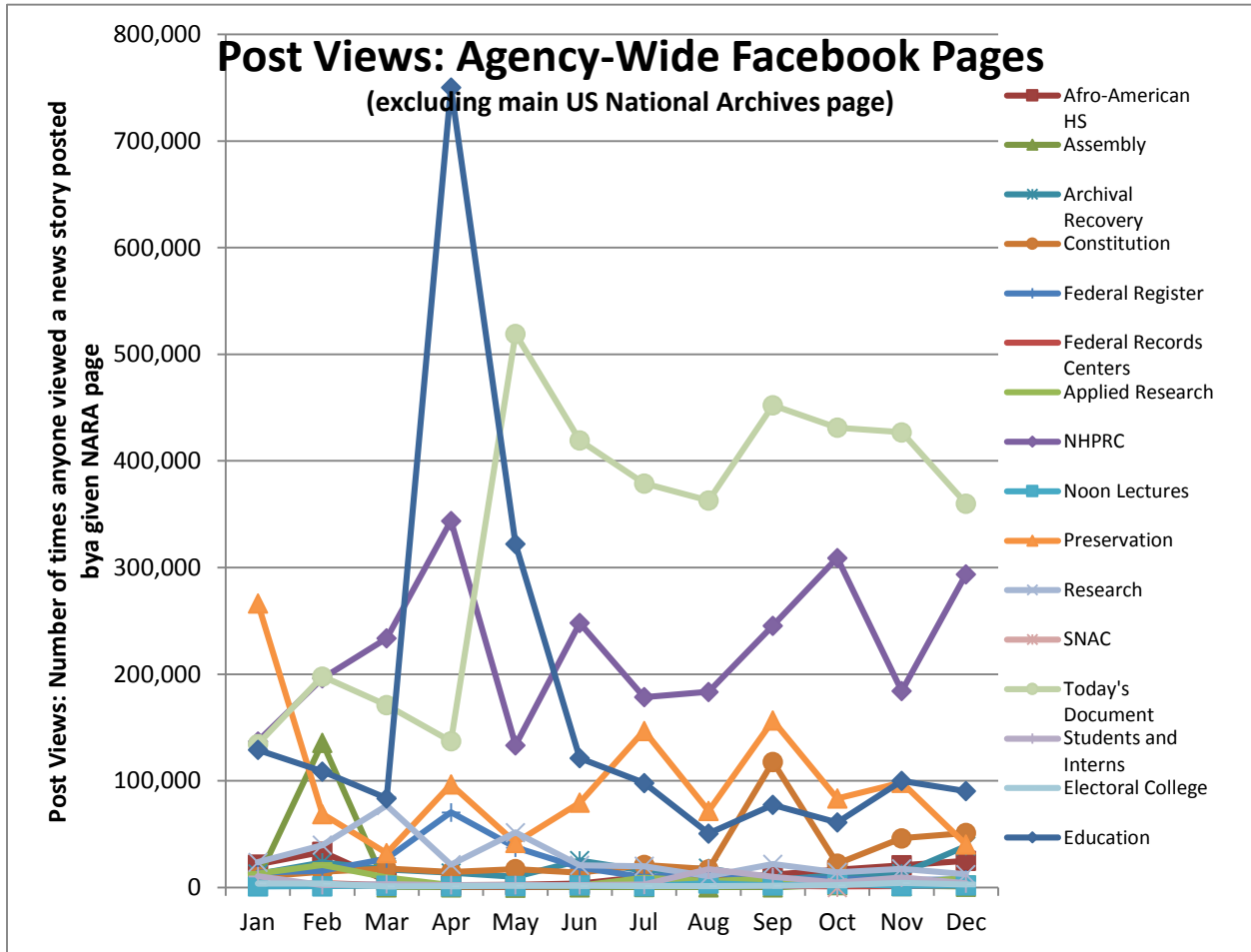
Social Media Tools: Detail View – Facebook
Post Views on Regional Pages (Source: Appendix IV.A)

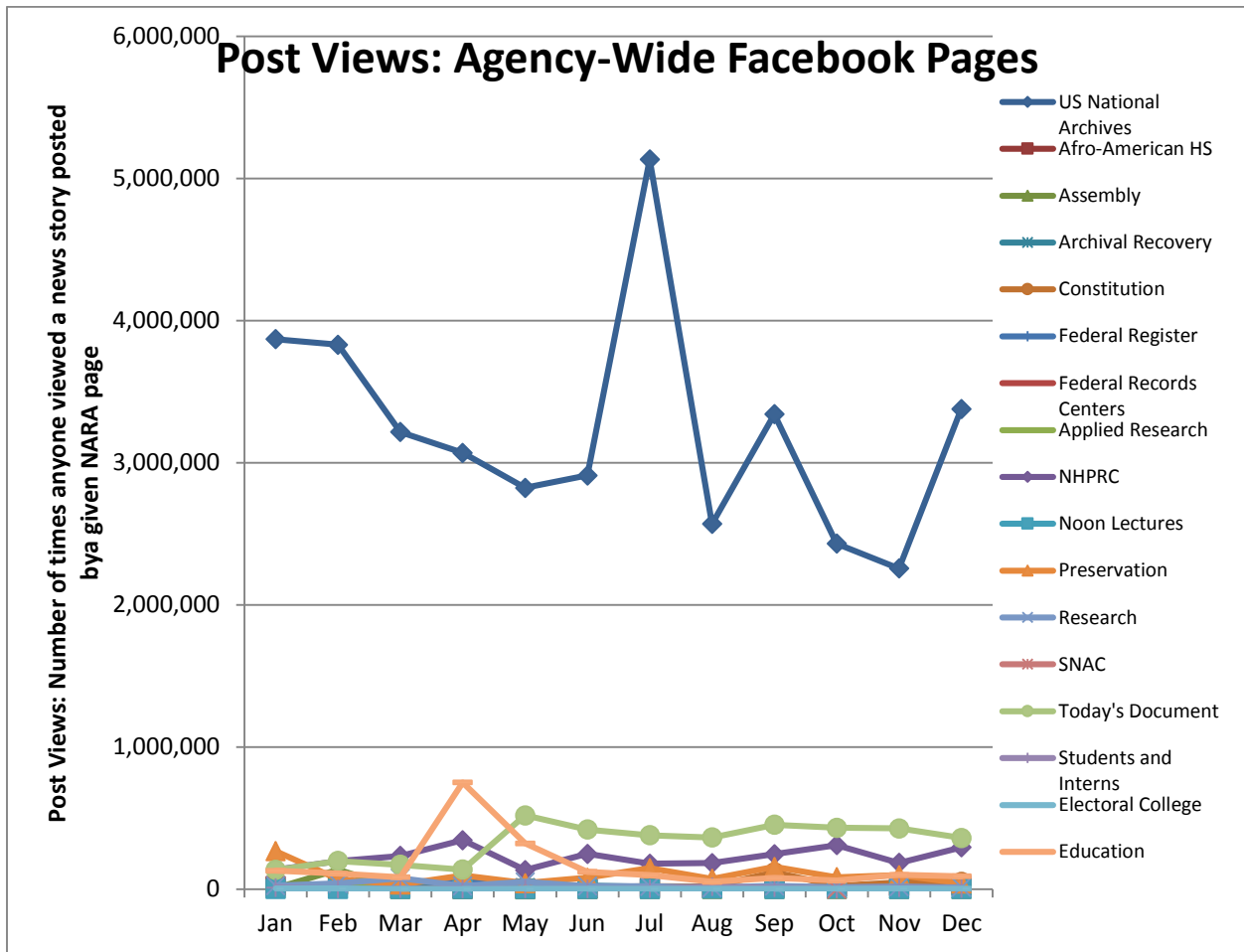


Post Views on Presidential Library Pages (Source: Appendix IV.A)

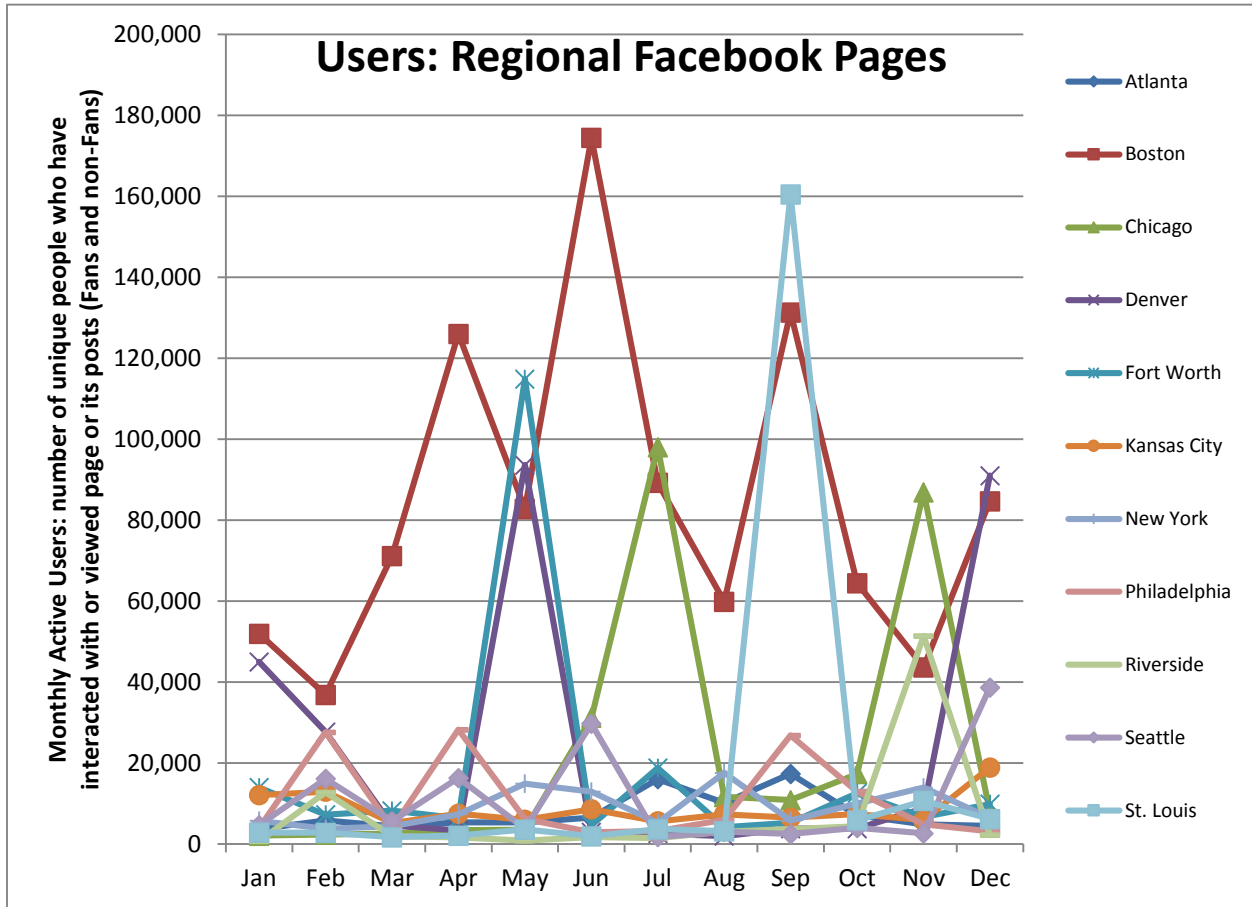


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

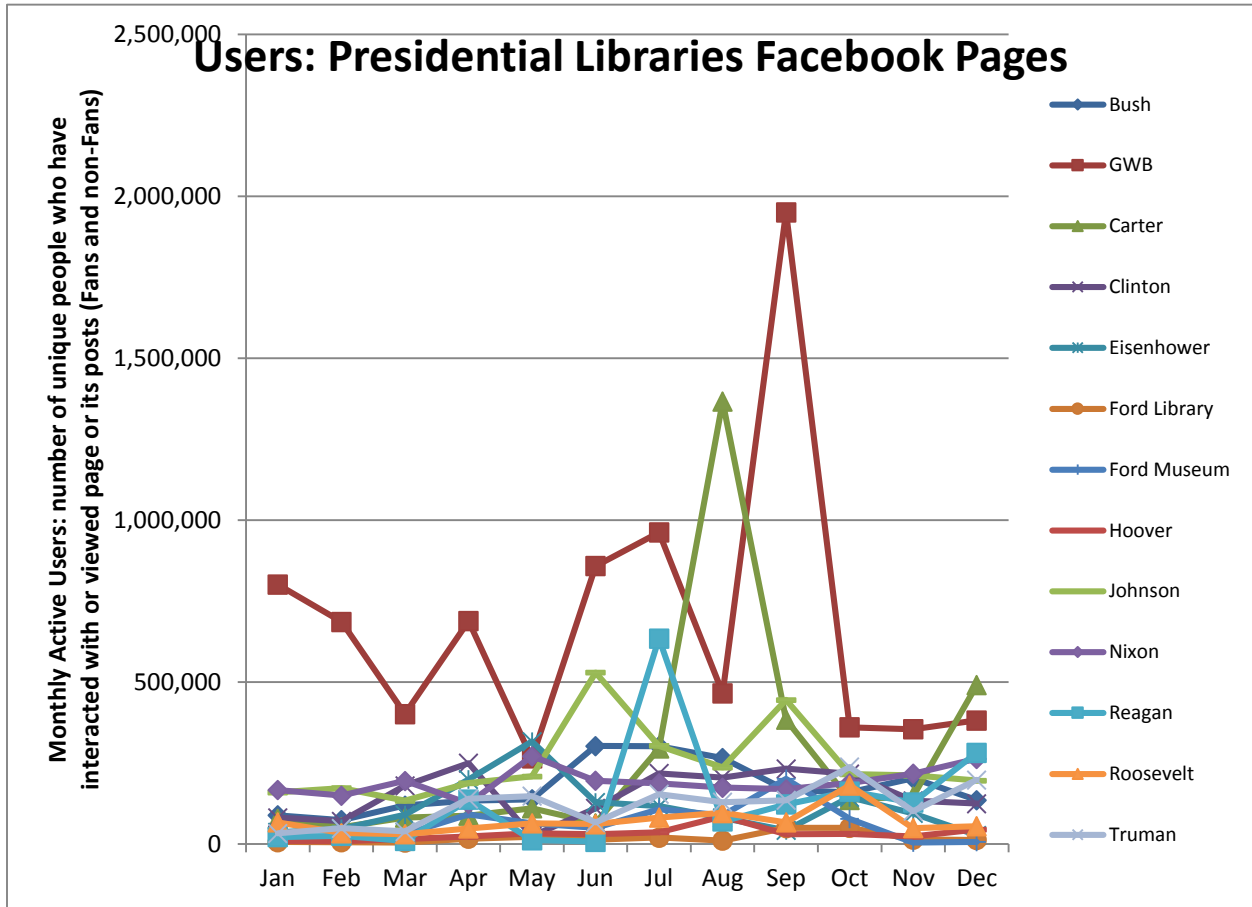




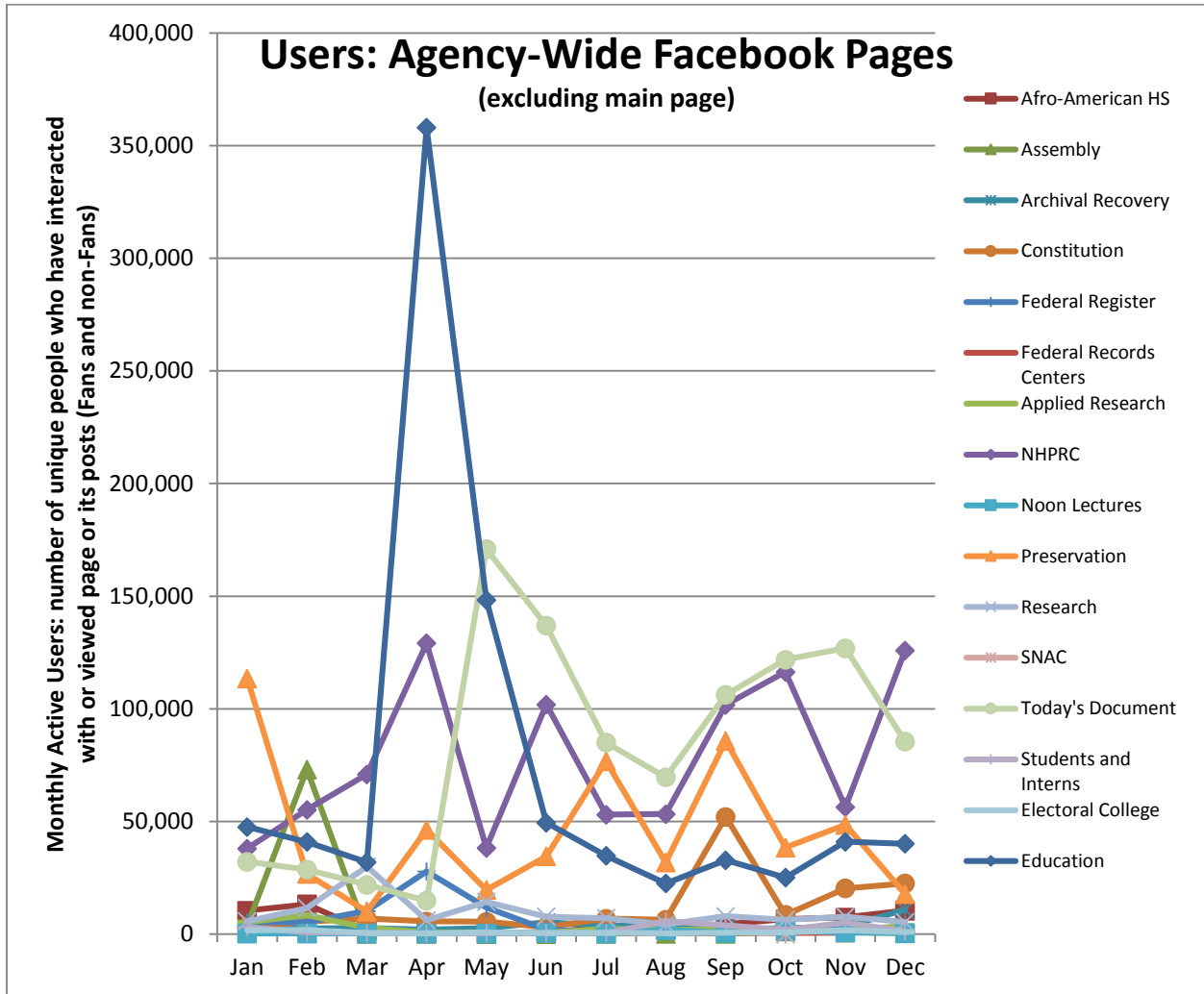
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

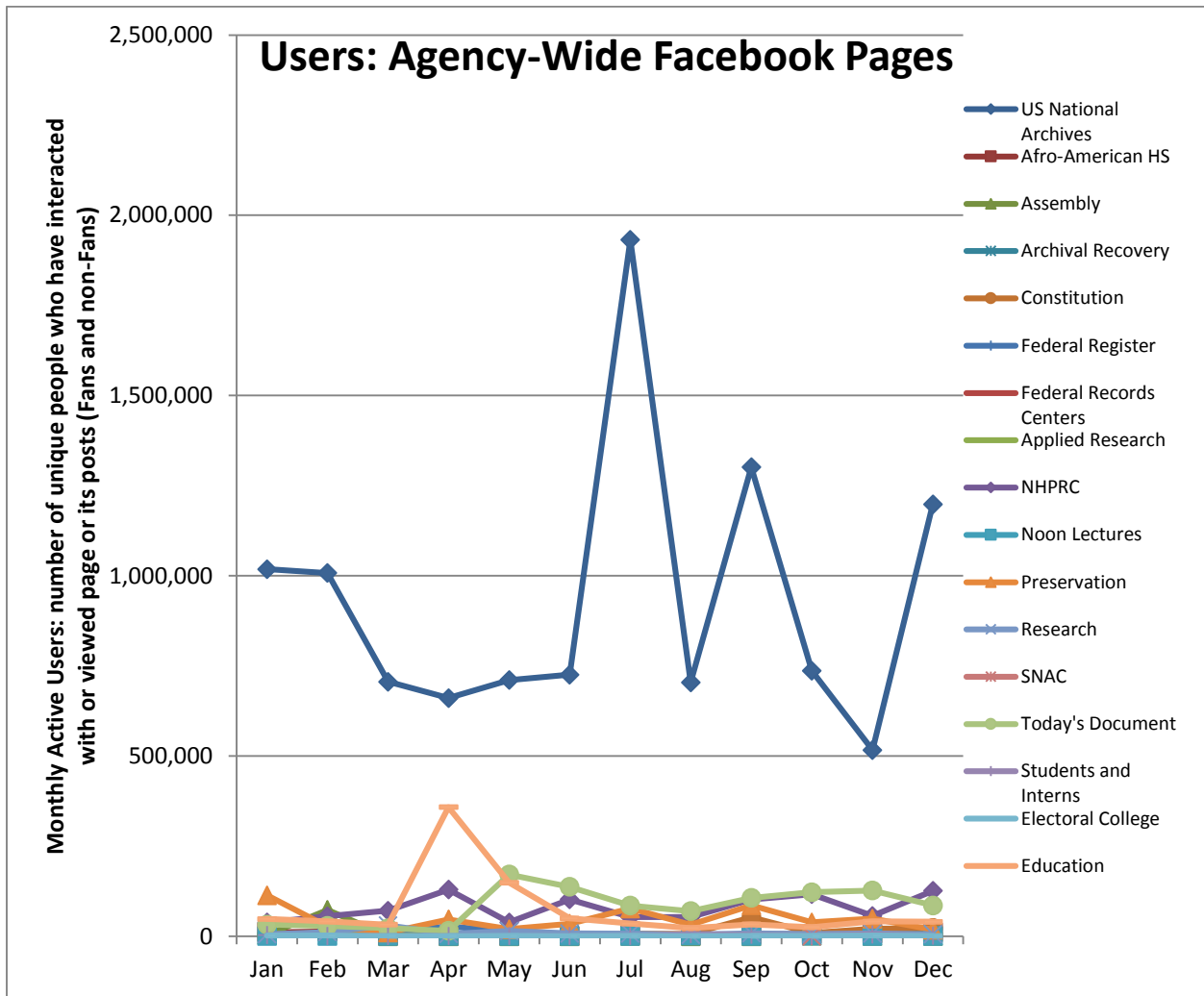


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



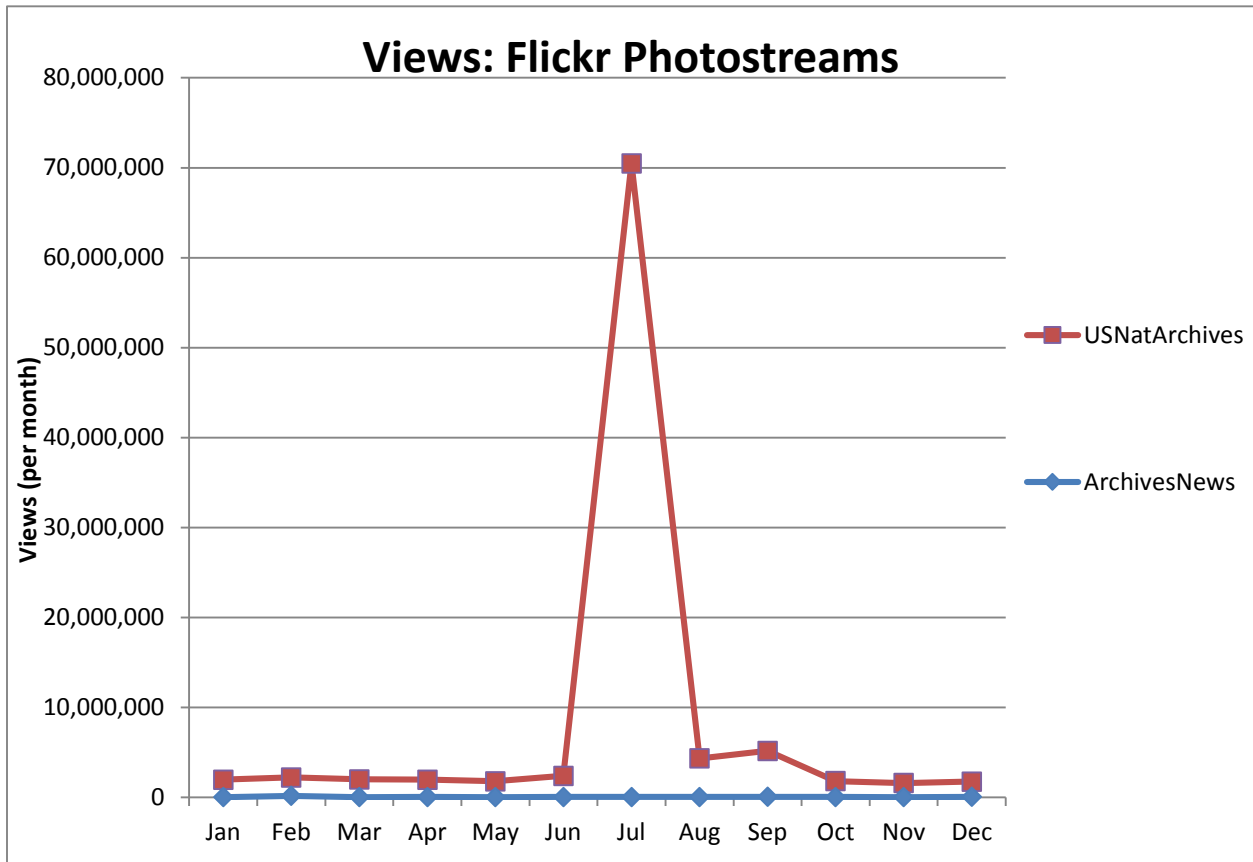
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



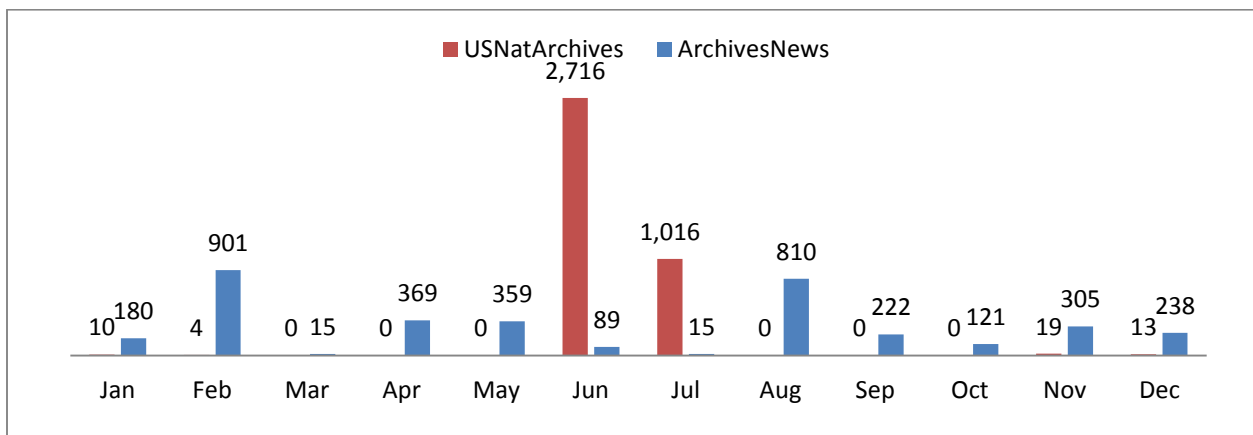


Social Media Tools: Detail View – Flickr

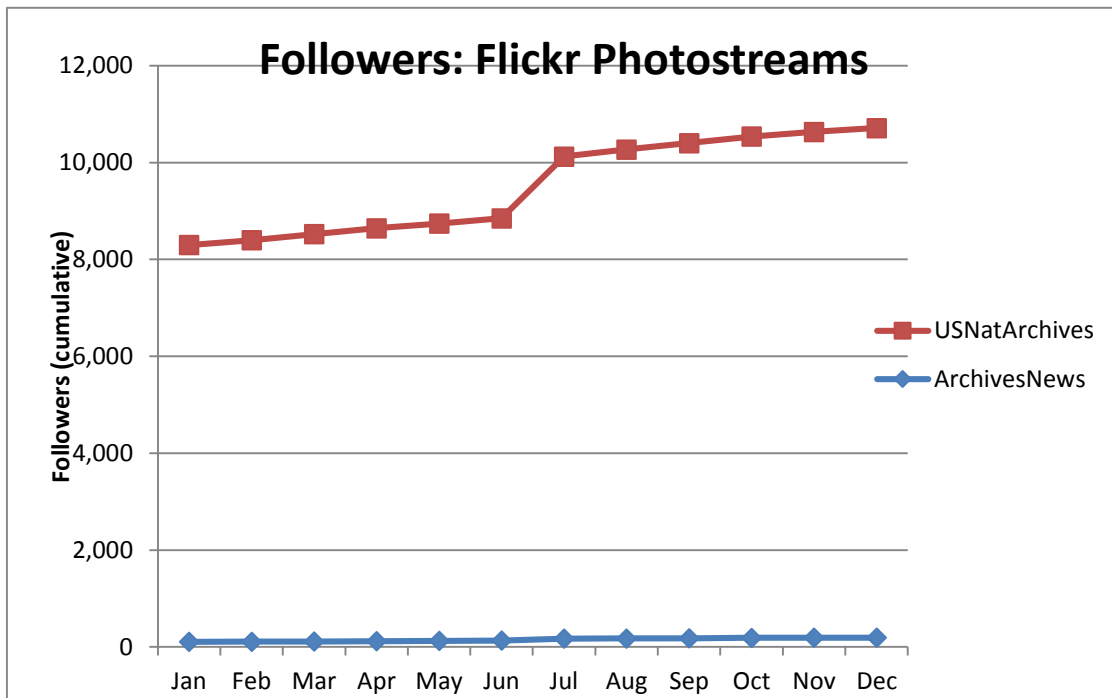
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

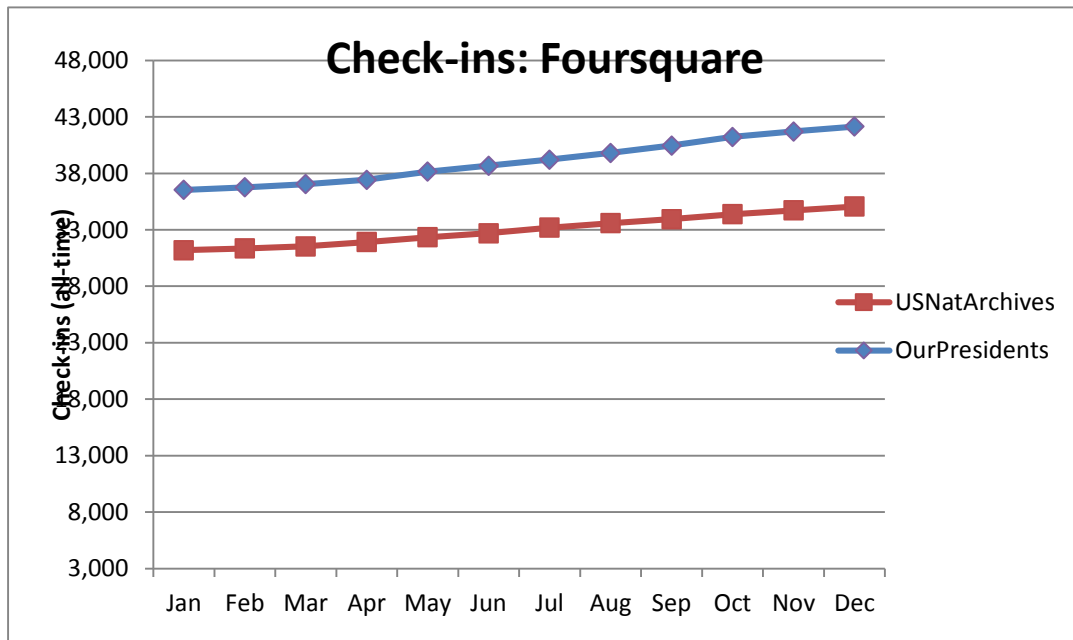


Followers of Photostreams (Cumulative)

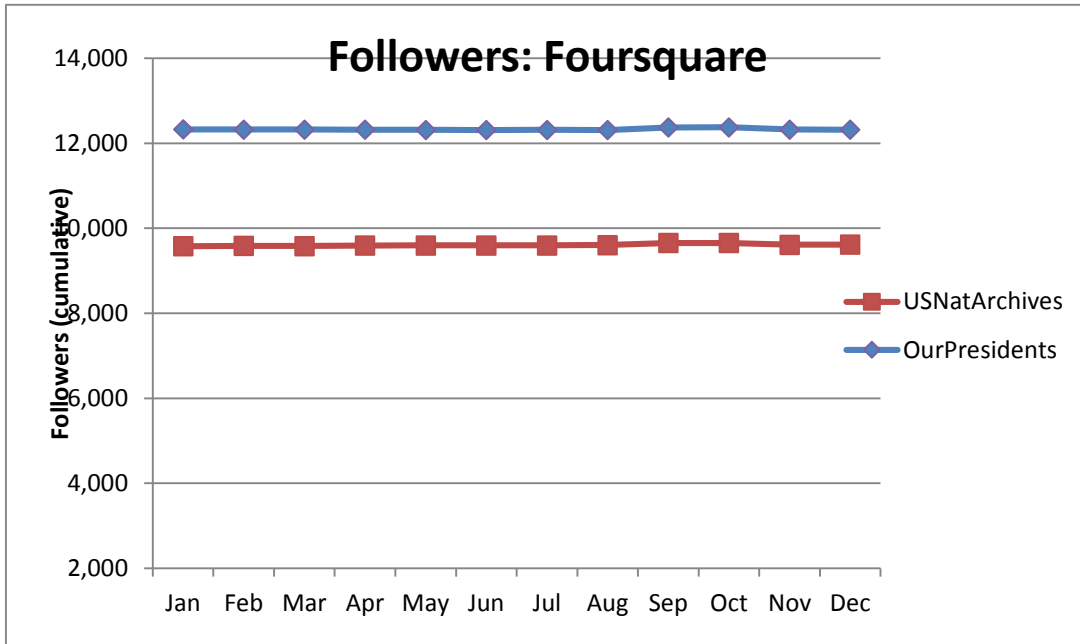


Social Media Tools: Detail View – Foursquare

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

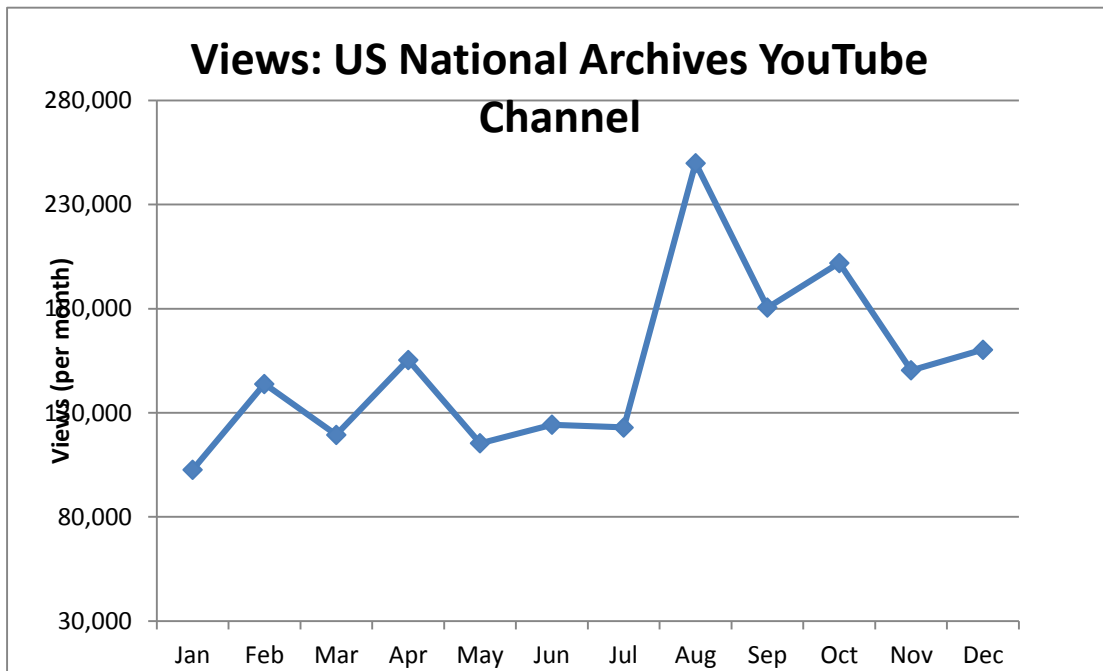


Number of Followers of USNatArchives and OurPresidents (Cumulative)

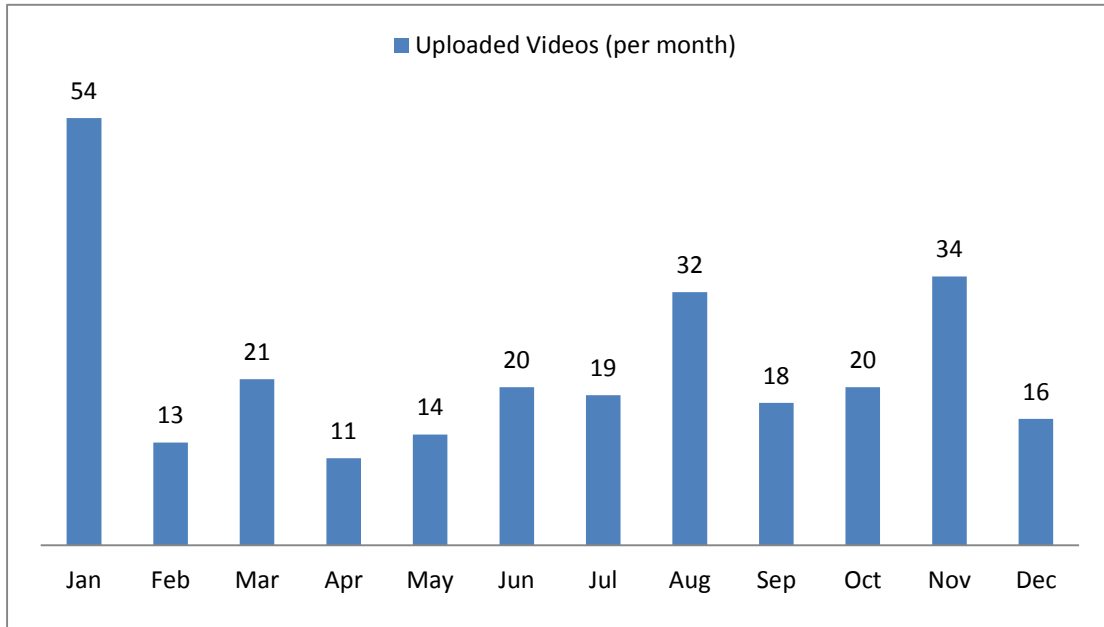


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

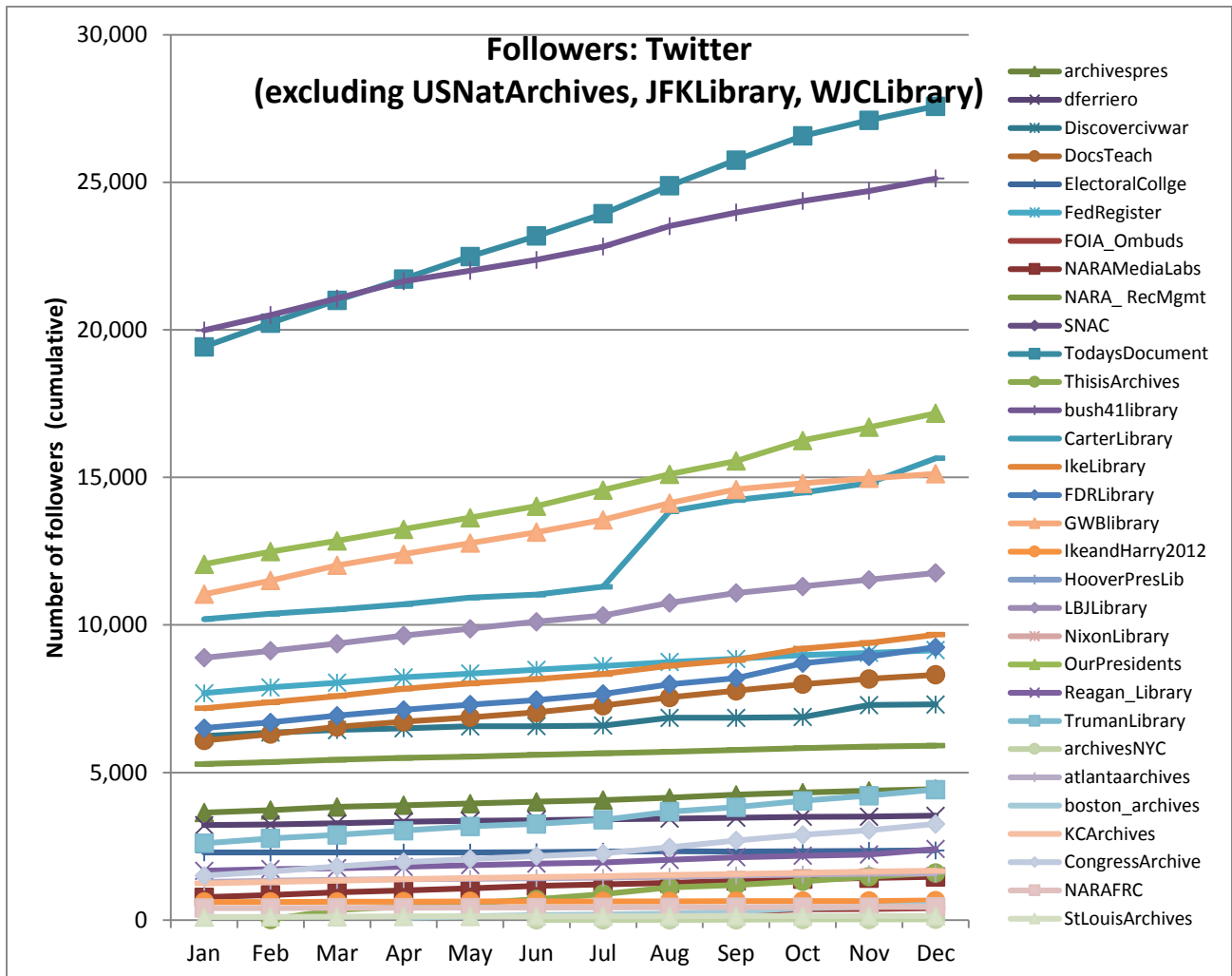


Top 5 Most Viewed Videos for December 2015 on US National Archives Channel

| Video Title | Views |
|--|--------|
| The True Glory, 1945 (restored) | 15,012 |
| Private Snafu in "Censored.", 1944 | 10,970 |
| Stories from the Great Depression | 7,934 |
| D-Day to Germany, 1944 | 5,135 |
| Claus: NORAD Tracks Santa | 3,653 |

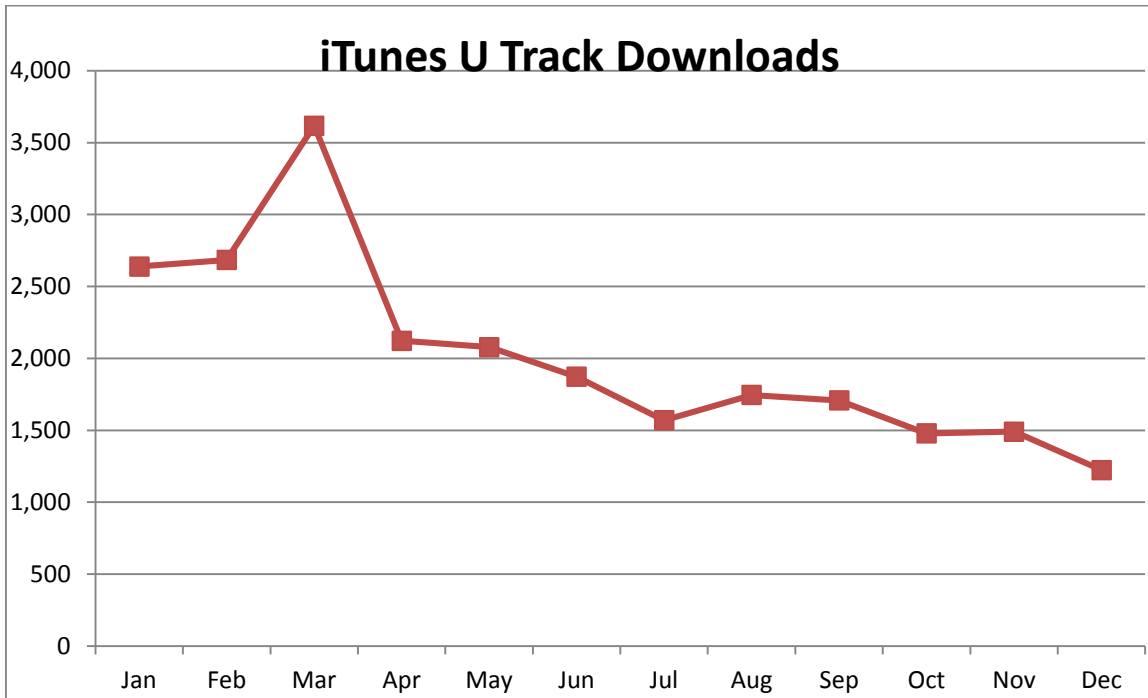
Social Media Tools: Detail View – Twitter

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

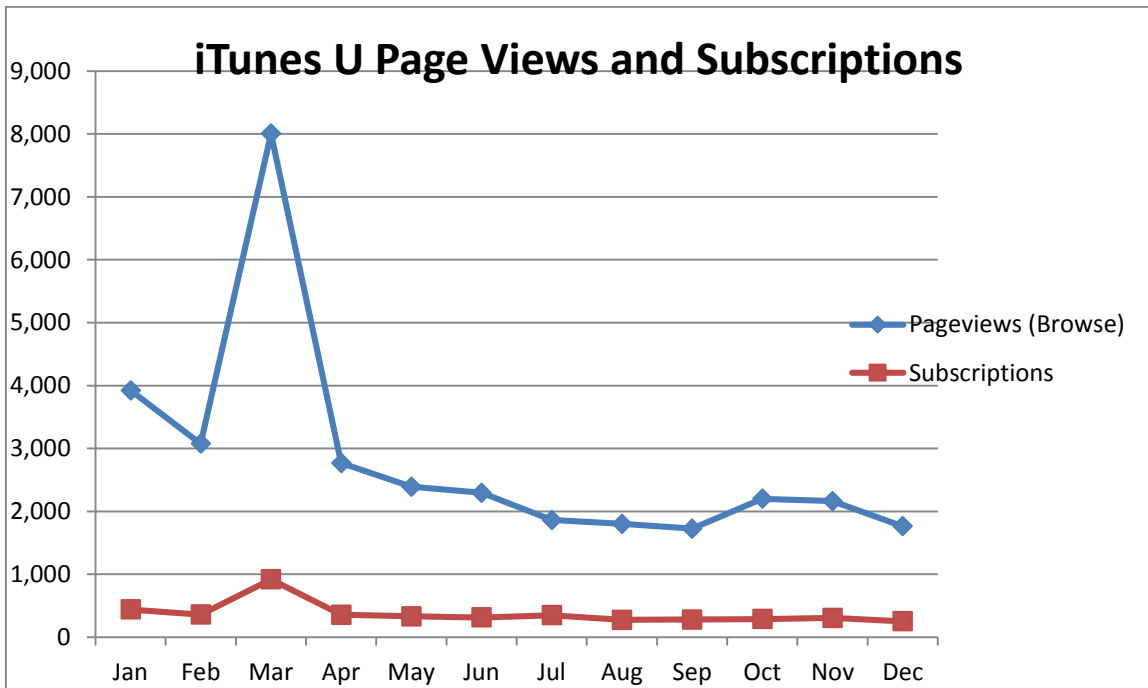


Social Media Tools: Detail View – iTunes U

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

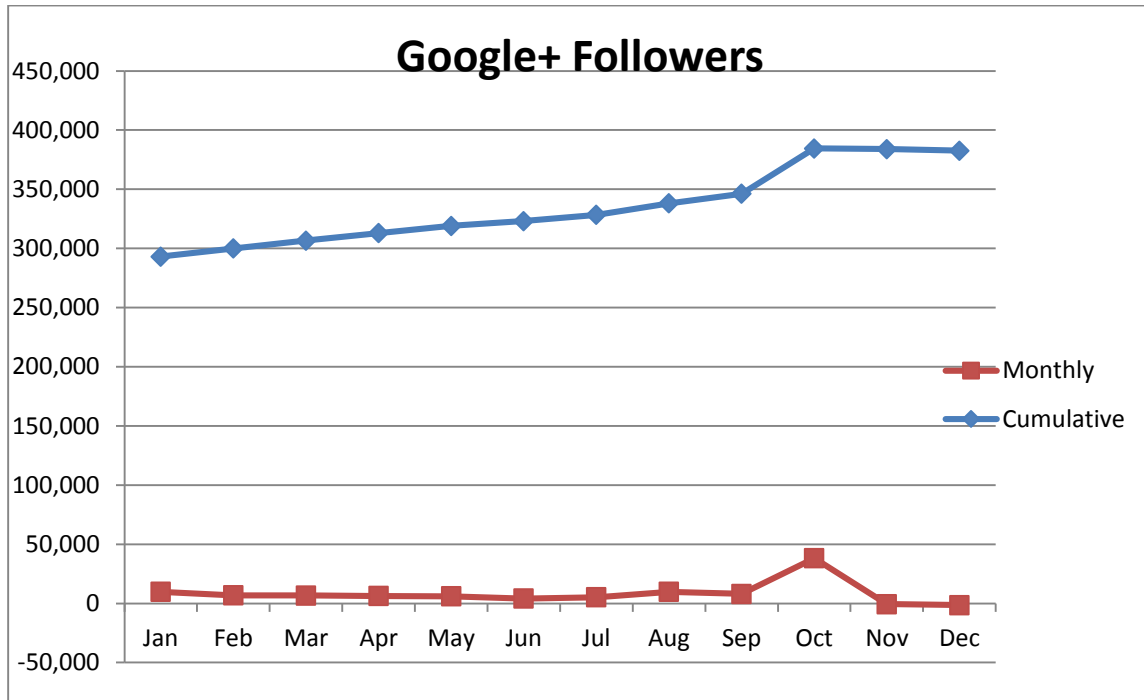


Page Views and Subscriptions on U.S. National Archives iTunes U (Source: Appendix VI)



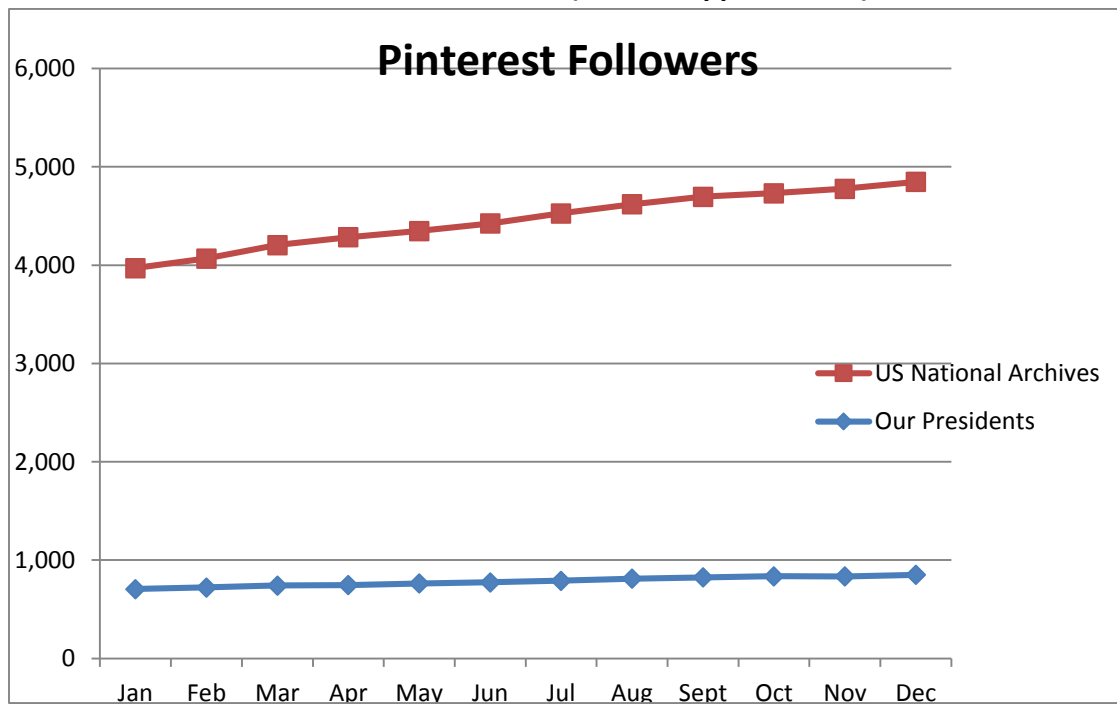
Social Media Tools: Detail View – Google+

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.

| | Jan | Feb | March | April | May | June | July | Aug | Sept | Oct | Nov | Dec |
|--|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Annotation (NHPRC) | 886 | 677 | 334 | 263 | 199 | 332 | 466 | 388 | 404 | 305 | 229 | 330 |
| AOTUS | 1,437 | 1,346 | 2,884 | 1,346 | 1,824 | 1,287 | 2,692 | 1,894 | 1,244 | 2,058 | 1,923 | 960 |
| Carter Chronicle | 264 | 222 | 226 | 216 | 202 | 135 | 145 | 73 | 148 | 159 | 284 | 420 |
| Education Updates | 3,660 | 3,374 | 3,288 | 2,379 | 2,200 | 1,619 | 1,980 | 2,497 | 2,671 | 2,772 | 2,590 | 1,991 |
| FOIA | 990 | 975 | 1,476 | 1,386 | 1,044 | 987 | 1,225 | 745 | 913 | 907 | 777 | 117 |
| Forward with Roosevelt | | | | | 325 | 177 | 149 | 298 | 699 | 1,123 | 1,324 | 39 |
| Hoover Heads | | | | | | | | 48 | 31 | 91 | 328 | 61 |
| Unwritten Record (formerly Media Matters) | 5,479 | 4,617 | 4,780 | 5,171 | 4,575 | 3,658 | 5,322 | 5,827 | 4,293 | 4,382 | 5,312 | 7,572 |
| NARAtions | 4,389 | 3,945 | 4,264 | 5,252 | 3,034 | 2,106 | 4,915 | 3,943 | 3,354 | 4,223 | 2,204 | 1,736 |
| NDC Blog | 890 | 839 | 1,401 | 970 | 688 | 770 | 810 | 700 | 634 | 161 | 497 | 440 |
| Rediscovering Black History | 1,601 | 3,985 | 2,167 | 1,533 | 1,521 | 1,833 | 1,265 | 1,594 | 881 | 1,214 | 1,434 | 1,150 |
| Prologue Blog | 14,236 | 14,913 | 15,435 | 15,721 | 14,292 | 9,565 | 10,455 | 8,778 | 12,827 | 17,863 | 16,600 | 12,065 |
| Records Express Blog | 1,956 | 1,829 | 3,139 | 3,588 | 3,510 | 2,660 | 932 | 1,247 | 1,569 | 1,468 | 1,231 | 1,163 |
| The Text Message | 4,733 | 4,143 | 4,008 | 4,628 | 4,112 | 3,682 | 4,075 | 3,404 | 4,483 | 2,531 | 309 | 8,904 |
| Transforming Classification (PIDB) | 268 | 244 | 313 | 321 | 279 | 233 | 270 | 167 | 234 | 221 | 159 | 181 |
| MONTHLY TOTAL | 40,831 | 41,134 | 43,732 | 42,794 | 37,828 | 29,054 | 34,706 | 31,636 | 34,429 | 39,478 | 35,201 | 37,102 |

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.

| | Jan | Feb | Mar | April | May | June | July | Aug | Sept | Oct | Nov | Dec |
|--|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Annotation (NHPRC) | 1,224 | 1,000 | 473 | 448 | 315 | 491 | 720 | 576 | 726 | 472 | 348 | 482 |
| AOTUS | 2,566 | 2,314 | 4,389 | 2,312 | 2,850 | 2,273 | 5,104 | 3,125 | 2,089 | 3,618 | 3,411 | 1,711 |
| Carter Chronicle | 382 | 344 | 332 | 370 | 351 | 192 | 185 | 110 | 225 | 241 | 419 | 595 |
| Education Updates | 5,532 | 4,882 | 4,852 | 3,866 | 3,892 | 2,892 | 4,092 | 4,098 | 5,168 | 4,835 | 4,299 | 3,426 |
| FOIA | 1,811 | 1,815 | 2,666 | 2,430 | 1,858 | 2,153 | 2,820 | 1,382 | 1,568 | 1,638 | 1,317 | 156 |
| Forward with Roosevelt | | | | | 693 | 378 | 991 | 501 | 1,147 | 1,557 | 1,775 | 59 |
| Hoover Heads | | | | | | | | 168 | 69 | 163 | 474 | 87 |
| Unwritten Record (formerly Media Matters) | 10,024 | 8,433 | 8,141 | 14,258 | 13,695 | 7,080 | 10,006 | 10,732 | 7,576 | 10,714 | 9,840 | 12,311 |
| NARAtions | 8,058 | 7,348 | 7,634 | 9,522 | 5,654 | 4,167 | 9,311 | 6,433 | 6,018 | 6,907 | 3,869 | 3,303 |
| NDC Blog | 1,810 | 1,642 | 2,327 | 1,678 | 1,136 | 1,197 | 1,475 | 1,350 | 1,207 | 783 | 1,140 | 1,011 |
| Rediscovering Black History | 2,827 | 6,338 | 3,823 | 2,604 | 2,695 | 2,802 | 2,188 | 2,629 | 1,645 | 3,459 | 4,337 | 2,973 |
| Prologue Blog | 23,561 | 24,412 | 24,756 | 24,813 | 21,733 | 15,400 | 16,615 | 14,448 | 20,132 | 28,458 | 27,741 | 19,863 |
| Records Express Blog | 3,450 | 3,558 | 5,508 | 5,646 | 5,185 | 4,474 | 2,729 | 2,952 | 3,717 | 3,148 | 2,500 | 2,603 |
| The Text Message | 7,383 | 6,599 | 6,712 | 7,144 | 6,426 | 5,813 | 6,528 | 5,949 | 7,144 | 5,408 | 730 | 21,456 |
| Transforming Classification (PIDB) | 353 | 354 | 406 | 419 | 479 | 374 | 815 | 237 | 368 | 310 | 237 | 287 |
| MONTHLY TOTAL | 69,028 | 69,067 | 72,039 | 75,541 | 66,989 | 49,704 | 63,585 | 54,729 | 58,849 | 71,711 | 62,437 | 70,323 |

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

| | Jan | Feb | Mar | April | May | June | July | Aug | Sept | Oct | Nov | Dec |
|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Annotation (NHPRC) | 24 | 20 | 19 | 18 | 26 | 19 | 25 | 33 | 18 | 19 | 17 | 15 |
| AOTUS Blog | 284 | 268 | 276 | 332 | 161 | 156 | 149 | 132 | 164 | 182 | 166 | 124 |
| AOTUS Tumblr | 2 | 2 | 3 | 1 | 2 | 3 | 4 | 2 | 2 | 2 | 3 | 2 |
| Carter Chronicle | 711 | 645 | 421 | 411 | 375 | 337 | 294 | 237 | 255 | 253 | 215 | 124 |
| Education Updates | 49 | 51 | 45 | 33 | 30 | 38 | 32 | 35 | 36 | 39 | 44 | 34 |
| FOIA Ombudsman | 58 | 46 | 70 | 67 | 21 | 27 | 26 | 23 | 21 | 25 | 24 | 16 |
| Unwritten Record (formerly Media Matters) | 121 | 106 | 113 | 153 | 39 | 39 | 40 | 36 | 33 | 45 | 36 | 36 |
| NARAtions | 254 | 244 | 257 | 277 | 342 | 137 | 179 | 162 | 187 | 142 | 133 | 111 |
| NDC Blog | 184 | 185 | 155 | 140 | 191 | 210 | 226 | 220 | 226 | 130 | 96 | 84 |
| Prologue | 329 | 366 | 347 | 355 | 344 | 382 | 381 | 360 | 382 | 354 | 359 | 269 |
| Records Express | 195 | 157 | 187 | 205 | 186 | 240 | 111 | 108 | 95 | 91 | 112 | 83 |
| Rediscovering Black History | 24 | 21 | 25 | 28 | 25 | 23 | 27 | 29 | 28 | 30 | 33 | 32 |
| Text Message | 119 | 100 | 116 | 101 | 95 | 101 | 102 | 142 | 108 | 62 | 64 | 58 |
| Today's Document Tumblr | 68 | 57 | 61 | 77 | 67 | 73 | 68 | 76 | 68 | 62 | 66 | 49 |
| Transforming Classification (PIDB) | 652 | 642 | 441 | 425 | 401 | 284 | 253 | 211 | 254 | 268 | 203 | 137 |
| MONTHLY TOTAL | 3,074 | 2,910 | 2,536 | 2,623 | 2,305 | 2,069 | 1,917 | 1,806 | 1,877 | 1,704 | 1,571 | 1,174 |

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.)

| | Jan | Feb | Mar | April | May | June | July | Aug | Sept | Oct | Nov | Dec |
|------------------------------|-------------------|-------------------|------------------|-------------------|------------------|-------------------|-------------------|-------------------|-------------------|------------------|------------------|-------------------|
| Monthly Total (A+P+R) | 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 | 10,162,274 |
| Agency-Wide Total | 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 | 4,318,659 |
| US National Archives | 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 | 3,377,628 |
| Afro-American HS | 21,730 | 33,493 | 6,169 | 2,165 | 2,528 | 3,670 | 10,048 | 7,130 | 12,091 | 16,560 | 20,907 | 25,176 |
| Assembly | 7,905 | 135,822 | 399 | 301 | 83 | 385 | 518 | 463 | 301 | 2,421 | 1,621 | 926 |
| Archival Recovery | 12,818 | 23,549 | 16,976 | 13,847 | 9,947 | 25,403 | 15,879 | 18,213 | 7,018 | 11,528 | 13,090 | 38,860 |
| Constitution | 9,946 | 14,770 | 17,809 | 14,632 | 17,396 | 13,805 | 21,232 | 17,153 | 117,855 | 22,444 | 46,236 | 51,128 |
| Federal Register | 14,017 | 15,756 | 27,232 | 70,460 | 37,589 | 18,687 | 9,821 | 14,089 | 8,034 | 8,375 | 7,178 | 7,754 |
| Federal Records Centers | 2,051 | 4,036 | 2,410 | 968 | 626 | 1,408 | 2,073 | 2,505 | 1,725 | 1,178 | 1,301 | 2,116 |
| Applied Research | 13,041 | 21,246 | 9,392 | 2,119 | 2,042 | 1,720 | 9,144 | 6,068 | 8,260 | 4,100 | 3,542 | 9,076 |
| NHPRC | 137,097 | 196,287 | 233,782 | 343,824 | 133,532 | 248,137 | 178,585 | 183,547 | 245,574 | 309,164 | 184,331 | 293,891 |
| Noon Lectures | 1,064 | 1,253 | 1,917 | 1,359 | 1,632 | 2,132 | 1,330 | 4,046 | 1,964 | 3,439 | 1,562 | 2,001 |
| Preservation | 266,618 | 69,076 | 32,375 | 96,679 | 42,109 | 79,668 | 146,977 | 71,879 | 156,707 | 83,591 | 98,349 | 40,333 |
| Research | 23,794 | 39,740 | 76,990 | 21,481 | 51,571 | 20,973 | 20,009 | 10,703 | 21,902 | 14,398 | 17,675 | 12,393 |
| SNAC | | | | | | | | | | | | |
| Today's Document | 134,547 | 197,972 | 171,009 | 137,247 | 519,151 | 419,241 | 378,882 | 362,861 | 452,224 | 431,209 | 426,829 | 360,083 |
| Students and Interns | 10,549 | 2,338 | 3,190 | 2,352 | 2,304 | 2,323 | 2,797 | 17,391 | 9,925 | 4,672 | 9,422 | 3,922 |
| Electoral College | 3,896 | 3,652 | 1,085 | 1,225 | 1,739 | 1,566 | 1,449 | 1,429 | 1,782 | 2,245 | 4,357 | 2,949 |
| Education | 129,710 | 108,950 | 83,651 | 750,239 | 322,106 | 121,333 | 98,040 | 50,746 | 77,495 | 61,128 | 100,031 | 90,423 |
| | | | | | | | | | | | | |
| Presidential Total | 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 | 5,221,368 |
| Bush | 219,662 | 184,776 | 288,692 | 321,166 | 345,370 | 635,639 | 809,767 | 699,736 | 422,466 | 365,601 | 485,134 | 345,534 |
| GWB | 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 | 878,446 |
| Carter | 254,658 | 170,680 | 256,809 | 280,020 | 322,472 | 188,167 | 808,109 | 3,106,708 | 977,253 | 380,254 | 372,429 | 1,007,787 |
| Clinton | 199,674 | 171,865 | 428,288 | 598,325 | 67,300 | 262,444 | 562,509 | 532,640 | 556,456 | 497,630 | 283,466 | 281,622 |
| Eisenhower | 115,820 | 139,862 | 268,996 | 609,365 | 717,507 | 356,211 | 312,762 | 200,177 | 116,267 | 350,511 | 217,085 | 81,246 |
| Ford Library | 15,989 | 16,912 | 12,294 | 60,258 | 71,049 | 38,859 | 51,211 | 33,451 | 103,836 | 117,182 | 38,836 | 38,018 |
| Ford Museum | 68,736 | 59,887 | 80,974 | 243,722 | 167,700 | 117,869 | 279,921 | 209,594 | 495,862 | 175,810 | 11,146 | 13,867 |

| | | | | | | | | | | | | |
|-----------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Hoover | 30,456 | 26,014 | 41,217 | 79,958 | 98,399 | 80,579 | 100,655 | 193,638 | 84,081 | 80,835 | 60,468 | 102,841 |
| Johnson | 368,131 | 402,971 | 337,898 | 481,448 | 571,206 | 1,245,801 | 828,411 | 688,076 | 977,848 | 523,437 | 604,593 | 533,062 |
| Nixon | 442,309 | 446,018 | 557,428 | 353,907 | 744,705 | 547,400 | 516,632 | 494,738 | 485,069 | 524,534 | 607,583 | 741,971 |
| Reagan | 59,301 | 73,958 | 32,209 | 300,791 | 27,253 | 18,303 | 1,211,670 | 157,707 | 301,770 | 433,107 | 337,350 | 576,023 |
| Roosevelt | 173,378 | 112,118 | 80,883 | 154,737 | 175,579 | 172,747 | 223,071 | 236,764 | 175,303 | 384,979 | 126,894 | 146,268 |
| Truman | 106,149 | 142,783 | 116,331 | 422,037 | 418,110 | 209,779 | 432,001 | 359,925 | 320,625 | 549,305 | 278,247 | 474,683 |
| | | | | | | | | | | | | |
| Regional Total | 450,331 | 486,927 | 413,226 | 560,078 | 795,636 | 683,931 | 630,458 | 339,024 | 835,291 | 437,883 | 556,378 | 622,247 |
| Atlanta | 14,768 | 22,262 | 12,599 | 16,037 | 14,496 | 17,290 | 34,027 | 23,648 | 39,750 | 16,436 | 10,294 | 12,347 |
| Boston | 193,238 | 163,068 | 256,827 | 328,657 | 252,267 | 425,001 | 255,360 | 151,391 | 309,662 | 204,307 | 145,179 | 219,300 |
| Chicago | 9,460 | 14,521 | 11,147 | 10,784 | 16,425 | 77,369 | 220,540 | 46,672 | 38,370 | 51,790 | 177,469 | 32,868 |
| Denver | 91,536 | 60,747 | 13,159 | 7,349 | 160,324 | 7,562 | 5,145 | 4,982 | 8,784 | 7,329 | 17,197 | 154,092 |
| Fort Worth | 42,687 | 29,008 | 33,781 | 29,366 | 24,645 | 18,142 | 45,285 | 12,056 | 20,957 | 34,769 | 24,063 | 33,635 |
| Kansas City | 32,694 | 36,723 | 18,420 | 25,444 | 25,444 | 26,297 | 16,833 | 21,656 | 21,185 | 24,803 | 18,419 | 48,153 |
| New York | 23,131 | 19,785 | 16,660 | 25,915 | 51,590 | 34,435 | 15,846 | 34,106 | 19,898 | 28,874 | 34,560 | 17,238 |
| Philadelphia | 15,084 | 65,422 | 19,701 | 70,382 | 25,404 | 12,792 | 16,570 | 21,815 | 66,026 | 32,101 | 16,496 | 16,674 |
| Riverside | 1,507 | 25,657 | 6,824 | 5,092 | 1,913 | 4,060 | 4,097 | 7,478 | 10,716 | 9,370 | 83,391 | 6,643 |
| Seattle | 15,353 | 41,092 | 15,871 | 35,032 | 9,454 | 55,558 | 5,361 | 7,419 | 6,029 | 10,345 | 6,084 | 68,854 |
| St. Louis | 10,873 | 8,642 | 8,237 | 6,020 | 12,728 | 5,425 | 11,394 | 7,801 | 293,914 | 17,759 | 23,226 | 12,443 |

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.)

| | Jan | Feb | Mar | April | May | June | July | Aug | Sept | Oct | Nov | Dec |
|------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Monthly Total (A+P+R) | 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 | 4,015,484 |
| Agency-Wide Total | 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 | 1,525,630 |
| US National Archives | 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 | 1,198,033 |
| Afro-American HS | 10,452 | 13,209 | 1,499 | 425 | 417 | 891 | 2,997 | 1,956 | 4,469 | 6,582 | 7,438 | 10,398 |
| Assembly | 3,961 | 73,116 | 140 | 85 | 24 | 75 | 146 | 138 | 138 | 1,209 | 744 | 444 |
| Archival Recovery | 2,043 | 2,517 | 2,681 | 2,030 | 2,619 | 5,199 | 3,770 | 3,847 | 2,158 | 2,627 | 3,211 | 10,931 |
| Constitution | 3,135 | 5,555 | 6,878 | 5,654 | 5,474 | 3,121 | 6,866 | 6,415 | 52,050 | 8,543 | 20,287 | 22,477 |
| Federal Register | 5,278 | 5,281 | 10,265 | 27,823 | 11,851 | 2,038 | 1,028 | 1,820 | 1,514 | 1,402 | 1,059 | 1,191 |
| Federal Records Centers | 361 | 492 | 357 | 151 | 140 | 624 | 551 | 603 | 668 | 497 | 667 | 1,038 |
| Applied Research | 5,239 | 8,355 | 2,831 | 721 | 744 | 616 | 2,341 | 1,885 | 2,255 | 1,518 | 1,450 | 3,708 |
| NHPRC | 37,999 | 55,196 | 70,891 | 129,183 | 38,257 | 101,943 | 53,053 | 53,267 | 101,780 | 116,370 | 56,385 | 125,975 |
| Noon Lectures | 257 | 228 | 308 | 286 | 316 | 504 | 347 | 1,784 | 601 | 1,384 | 764 | 426 |
| Preservation | 113,522 | 26,730 | 9,976 | 46,338 | 19,626 | 34,503 | 76,789 | 31,822 | 85,826 | 38,417 | 48,495 | 17,825 |
| Research | 5,676 | 11,582 | 29,929 | 6218 | 14,297 | 7,776 | 7,073 | 4,349 | 7,934 | 6,372 | 7,732 | 5,367 |
| SNAC | | | | | | | | | | | | |
| Today's Document | 32,156 | 28,626 | 21,910 | 14,827 | 170,945 | 136,974 | 85,057 | 69,623 | 106,185 | 121,831 | 126,872 | 85,461 |
| Students and Interns | 3,112 | 729 | 539 | 406 | 403 | 518 | 543 | 5,844 | 3,954 | 1,892 | 5,123 | 1,347 |
| Electoral College | 1,650 | 1,820 | 419 | 397 | 710 | 541 | 580 | 305 | 632 | 825 | 1,732 | 915 |
| Education | 47,551 | 40,951 | 31,952 | 358,023 | 148,311 | 49,461 | 34,809 | 22,521 | 32,800 | 25,075 | 40,978 | 40,094 |
| Presidential Total | 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 | 2,216,325 |
| Bush | 88,424 | 73,905 | 118,752 | 133,433 | 138,053 | 302,406 | 302,140 | 265,585 | 166,858 | 159,163 | 202,546 | 135,624 |
| GWB | 801,264 | 685,756 | 401,239 | 688,317 | 264,652 | 858,561 | 961,971 | 465,698 | 1,950,804 | 360,159 | 354,331 | 381,619 |
| Carter | 77,782 | 52,254 | 81,663 | 87,772 | 110,232 | 64,481 | 294,967 | 1,366,061 | 384,198 | 136,443 | 146,925 | 490,684 |
| Clinton | 81,038 | 70,181 | 180,058 | 249,615 | 23,870 | 110,240 | 217,968 | 204,997 | 232,547 | 216,592 | 133,328 | 124,643 |
| Eisenhower | 36,401 | 46,951 | 90,294 | 199,422 | 316,390 | 128,829 | 117,413 | 80,883 | 42,189 | 144,623 | 94,366 | 26,775 |
| Ford Library | 6,002 | 5,498 | 4,513 | 16,444 | 22,468 | 13,189 | 19,994 | 10,459 | 49,346 | 49,809 | 14,031 | 12,315 |
| Ford Museum | 22,404 | 22,600 | 29,878 | 91,397 | 63,819 | 49,603 | 107,049 | 84,116 | 201,063 | 77,939 | 4,391 | 6,589 |

| | | | | | | | | | | | | |
|-----------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Hoover | 9,023 | 8,009 | 14,768 | 23,040 | 32,618 | 30,314 | 36,259 | 85,842 | 30,069 | 31,209 | 22,736 | 44,440 |
| Johnson | 159,410 | 172,433 | 133,626 | 187,799 | 208,644 | 529,216 | 303,232 | 236,368 | 444,983 | 215,709 | 211,719 | 195,765 |
| Nixon | 166,400 | 149,200 | 194,815 | 124,735 | 270,683 | 195,325 | 187,530 | 174,195 | 168,948 | 187,740 | 217,146 | 263,140 |
| Reagan | 21,591 | 25,380 | 9,752 | 136,869 | 12,150 | 6,973 | 634,524 | 69,828 | 122,169 | 162,420 | 128,030 | 281,804 |
| Roosevelt | 66,832 | 33,534 | 30,030 | 48,248 | 63,755 | 61,296 | 81,788 | 96,088 | 66,938 | 180,738 | 49,027 | 55,136 |
| Truman | 32,720 | 48,581 | 38,641 | 139,241 | 148,064 | 66,288 | 153,851 | 129,280 | 134,792 | 237,676 | 101,248 | 197,791 |
| | | | | | | | | | | | | |
| Regional Total | 146,373 | 155,901 | 113,389 | 207,431 | 335,280 | 277,385 | 245,465 | 127,777 | 374,194 | 149,594 | 240,149 | 273,529 |
| Atlanta | 3,647 | 5,815 | 4,382 | 5,334 | 5,339 | 6,495 | 16,012 | 10,173 | 17,305 | 7,070 | 4,859 | 4,469 |
| Boston | 51,946 | 36,864 | 71,148 | 126,025 | 82,765 | 174,424 | 89,218 | 59,853 | 131,307 | 64,454 | 43,634 | 84,690 |
| Chicago | 2,071 | 2,334 | 2,528 | 3,412 | 3,493 | 31,210 | 98,021 | 11,642 | 10,843 | 17,271 | 86,882 | 7,986 |
| Denver | 44,978 | 27,694 | 4,550 | 3,334 | 93,593 | 2,945 | 2,563 | 1,951 | 3,808 | 3,802 | 8,784 | 90,983 |
| Fort Worth | 13,948 | 7,257 | 8,223 | 6,344 | 114,880 | 4,625 | 18,779 | 4,157 | 5,272 | 12,547 | 6,677 | 9,842 |
| Kansas City | 12,076 | 12,929 | 5,133 | 7,480 | 5,984 | 8,584 | 5,582 | 7,313 | 6,474 | 7,344 | 5,850 | 18,894 |
| New York | 5,732 | 3,763 | 4,340 | 7,325 | 14,899 | 12,930 | 5,278 | 17,545 | 5,792 | 10,006 | 13,978 | 6,471 |
| Philadelphia | 3,866 | 27,590 | 3,846 | 28,221 | 6,159 | 2,867 | 3,216 | 5,946 | 26,804 | 12,946 | 4,816 | 3,131 |
| Riverside | 670 | 12,756 | 1,932 | 1,592 | 832 | 1,718 | 1,446 | 3,023 | 3,648 | 4,382 | 51,404 | 2,210 |
| Seattle | 4,616 | 16,104 | 5,617 | 16,288 | 3,782 | 29,690 | 1,702 | 3,001 | 2,464 | 3,961 | 2,605 | 38,667 |
| St. Louis | 2,823 | 2,795 | 1,690 | 2,066 | 3,554 | 1,897 | 3,648 | 3,173 | 160,477 | 5,811 | 10,660 | 6,186 |

APPENDIX V: Twitter Followers (Cumulative)

| | Jan | Feb | Mar | April | May | June | July | Aug | Sept | Oct | Nov | Dec |
|-----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| archivespres | 3,645 | 3,724 | 3,833 | 3,892 | 3,947 | 4,007 | 4,067 | 4,144 | 4,245 | 4,321 | 4,380 | 4,439 |
| dferriero | 3,214 | 3,237 | 3,277 | 3,333 | 3,361 | 3,388 | 3,417 | 3,438 | 3,466 | 3,501 | 3,503 | 3,533 |
| Discovercivwar | 6,240 | 6,352 | 6,443 | 6,498 | 6,567 | 6,569 | 6,593 | 6,851 | 6,853 | 6,877 | 7,287 | 7,305 |
| DocsTeach | 6,085 | 6,300 | 6,542 | 6,721 | 6,869 | 7,039 | 7,264 | 7,546 | 7,771 | 7,991 | 8,175 | 8,310 |
| ElectoralCollge | 2,293 | 2,287 | 2,293 | 2,290 | 2,286 | 2,298 | 2,317 | 2,331 | 2,322 | 2,334 | 2,346 | 2,363 |
| FedRegister | 7,689 | 7,882 | 8,046 | 8,226 | 8,353 | 8,480 | 8,611 | 8,742 | 8,854 | 8,980 | 9,052 | 9,144 |
| FOIA_Ombuds | | | | | | | | | 261 | 365 | 374 | 400 |
| NARAMediaLabs | 774 | 853 | 936 | 1,006 | 1,074 | 1,156 | 1,206 | 1,258 | 1,329 | 1,389 | 1,423 | 1,463 |

| | | | | | | | | | | | | |
|------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| NARA_RecMgmt | 5,286 | 5,352 | 5,433 | 5,493 | 5,542 | 5,602 | 5,651 | 5,707 | 5,768 | 5,826 | 5,874 | 5,912 |
| SNAC | | | | | | | | | | 61 | 60 | 60 |
| Today's Document | 19,423 | 20,228 | 21,003 | 21,725 | 22,486 | 23,183 | 23,935 | 24,883 | 25,751 | 26,574 | 27,101 | 27,579 |
| USNatArchives | 58,583 | 61,700 | 64,589 | 67,165 | 69,305 | 71,445 | 74,214 | 77,289 | 80,080 | 81,909 | 82,543 | 84,917 |
| ThisisArchives | | 20 | 347 | 454 | 572 | 700 | 883 | 1,101 | 1,185 | 1,315 | 1,467 | 1,600 |
| Bush41library | 19,981 | 20,503 | 21,065 | 21,644 | 22,003 | 22,371 | 22,821 | 23,517 | 23,975 | 24,368 | 24,707 | 25,127 |
| CarterLibrary | 10,197 | 10,378 | 10,527 | 10,700 | 10,925 | 11,026 | 11,297 | 13,852 | 14,230 | 14,484 | 14,816 | 15,648 |
| IkeLibrary | 7,177 | 7,380 | 7,592 | 7,840 | 8,019 | 8,165 | 8,336 | 8,623 | 8,814 | 9,197 | 9,396 | 9,674 |
| FDRLibrary | 6,501 | 6,700 | 6,924 | 7,119 | 7,302 | 7,455 | 7,661 | 7,993 | 8,198 | 8,703 | 8,932 | 9,245 |
| GWBLibrary | 11,041 | 11,506 | 12,022 | 12,395 | 12,775 | 13,144 | 13,563 | 14,131 | 14,590 | 14,800 | 14,970 | 15,124 |
| IkeandHarry2012 | 613 | 613 | 619 | 625 | 636 | 636 | 636 | 635 | 643 | 643 | 646 | 660 |
| HooverPresLib | | | | | | | | | | | | 157 |
| JFKLibrary | 31,263 | 31,940 | 32,489 | 33,097 | 33,627 | 34,016 | 34,482 | 35,226 | 35,669 | 36,023 | 36,715 | 37,112 |
| LBJLibrary | 8,887 | 9,128 | 9,369 | 9,643 | 9,872 | 10,109 | 10,318 | 10,750 | 11,082 | 11,304 | 11,531 | 11,765 |
| NixonLibrary | | | | | | | | | | | | 282 |
| OurPresidents | 12,059 | 12,484 | 12,849 | 13,240 | 13,636 | 14,025 | 14,574 | 15,108 | 15,554 | 16,251 | 16,699 | 17,172 |
| Reagan_Library | 1,672 | 1,729 | 1,760 | 1,806 | 1,862 | 1,913 | 1,955 | 2,041 | 2,130 | 2,178 | 2,220 | 2,408 |
| TrumanLibrary | 2,602 | 2,769 | 2,885 | 3,031 | 3,177 | 3,257 | 3,394 | 3,673 | 3,822 | 4,038 | 4,215 | 4,424 |
| WJCLibrary | 60,313 | 64,350 | 68,452 | 74,565 | 75,867 | 76,646 | 77,124 | 77,995 | 78,450 | 78,958 | 79,267 | 79,746 |
| ArchivesNYC | | | | | | 6 | 8 | 8 | 13 | 21 | 22 | 28 |
| atlantaarchives | 1,293 | 1,333 | 1,363 | 1,389 | 1,399 | 1,418 | 1,432 | 1,467 | 1,511 | 1,539 | 1,568 | 1,576 |
| Boston_archives | | | | 79 | 125 | 165 | 190 | 218 | 292 | 404 | 449 | 519 |
| KCArchives | 1,244 | 1,293 | 1,333 | 1,386 | 1,421 | 1,458 | 1,486 | 1,528 | 1,560 | 1,605 | 1,637 | 1,670 |
| CongressArchive | 1,507 | 1,646 | 1,815 | 1,964 | 2,065 | 2,171 | 2,260 | 2,461 | 2,695 | 2,888 | 3,045 | 3,256 |
| NARAFRC | 407 | 407 | 419 | 420 | 422 | 425 | 427 | 431 | 441 | 444 | 446 | 447 |
| StLouisArchives | 106 | 109 | 115 | 122 | 125 | 127 | 128 | 129 | 135 | 135 | 139 | 139 |
| TOTAL | 290,095 | 302,203 | 314,340 | 327,789 | 335,620 | 342,400 | 350,250 | 363,076 | 371,689 | 379,426 | 385,005 | 393,204 |

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

| | Jan | Feb | Mar | April | May | June | July | Aug | Sept | Oct | Nov | Dec |
|------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Page Views | 3,923 | 3,077 | 8,006 | 2,769 | 2,391 | 2,296 | 1,862 | 1,801 | 1,725 | 2,202 | 2,163 | 1,763 |
| Track Downloads | 2,639 | 2,685 | 3,618 | 2,123 | 2,078 | 1,872 | 1,570 | 1,745 | 1,708 | 1,478 | 1,491 | 1,224 |
| Subscriptions | 441 | 359 | 920 | 358 | 331 | 314 | 350 | 277 | 280 | 289 | 306 | 254 |

APPENDIX VII: Google+ Followers

| | Jan | Feb | Mar | April | May | June | July | Aug | Sept | Oct | Nov | Dec |
|-----------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Monthly Followers | 9,755 | 6,853 | 6,714 | 6,340 | 6,032 | 4,118 | 5,196 | 9,786 | 8,085 | 38,228 | -558 | -1,363 |
| Cumulative Followers | 293,125 | 299,978 | 306,692 | 313,032 | 319,064 | 323,182 | 328,378 | 338,164 | 346,249 | 384,477 | 383,919 | 382,556 |

APPENDIX VIII: Pinterest Followers (Cumulative)

| | Jan | Feb | Mar | April | May | June | July | Aug | Sept | Oct | Nov | Dec |
|-----------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| US National Archives | 3,970 | 4,067 | 4,204 | 4,285 | 4,347 | 4,424 | 4,527 | 4,619 | 4,696 | 4,731 | 4,777 | 4,848 |
| Our Presidents | 706 | 722 | 741 | 747 | 762 | 774 | 791 | 812 | 825 | 836 | 835 | 850 |

APPENDIX IX: Instagram Followers (Cumulative)

| | Jan | Feb | Mar | April | May | June | July | Aug | Sept | Oct | Nov | Dec |
|-----------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|
| US National Archives | 3,177 | 3,565 | 3,922 | 4,254 | 4,800 | 5,498 | 6,800 | 8,207 | 9,320 | 10,770 | 12,554 | 14,477 |
| Ike Library | 155 | 192 | 216 | 232 | 252 | 266 | 282 | 297 | 309 | 316 | 321 | 335 |
| Clinton Library | 320 | 349 | 376 | 1,204 | 1,218 | 1,239 | 1,270 | 1,311 | 1,326 | 1,371 | 1,439 | 1,525 |
| FDR Library | | | 43 | 54 | 62 | 75 | 112 | 140 | 152 | 167 | 216 | 296 |
| Bush 41 Library | | | | | | 1 | 13 | 28 | 37 | 46 | 51 | 60 |

APPENDIX X: HistoryPin Channel Views(Cumulative)

| | Jan | Feb | Mar | April | May | June | July | August | Sept | Oct | Nov | Dec |
|----------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Channel Views | 21,389 | 21,805 | 22,196 | 22,793 | 23,443 | 23,995 | 24,526 | 24,996 | 25,489 | 26,106 | 26,252 | 26,355 |