

**JANUARY FY2017 OVERVIEW**

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	99,205 Views	54,635 Visitors
Tumblr Blogs	79,169 Views	32,990 Visitors
Facebook	12,767,207 Impressions	3,781,645 Reach
National Archives YouTube Channel	411,269 Views	33,721 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	2,427,940 Views	11,912 Total Contacts
Instagram	--	49,465 Total Followers
Twitter (all NARA feeds)	--	590,649 Total Followers
FourSquare	1,189 New Check-ins	0 New Followers

**FISCAL YEAR COMPARISON**

Social Media Tool	FY 2017 Views (To Date)	FY 2016 Views
Archives.gov Blogs	347,277	900,871
Tumblr Blogs	154,142	265,823
Facebook	51,983,966	144,274,204
National Archives YouTube Channel	1,347,531	2,449,503
Flickr (USNatArchives & ArchivesNews)	6,450,999	20,737,950

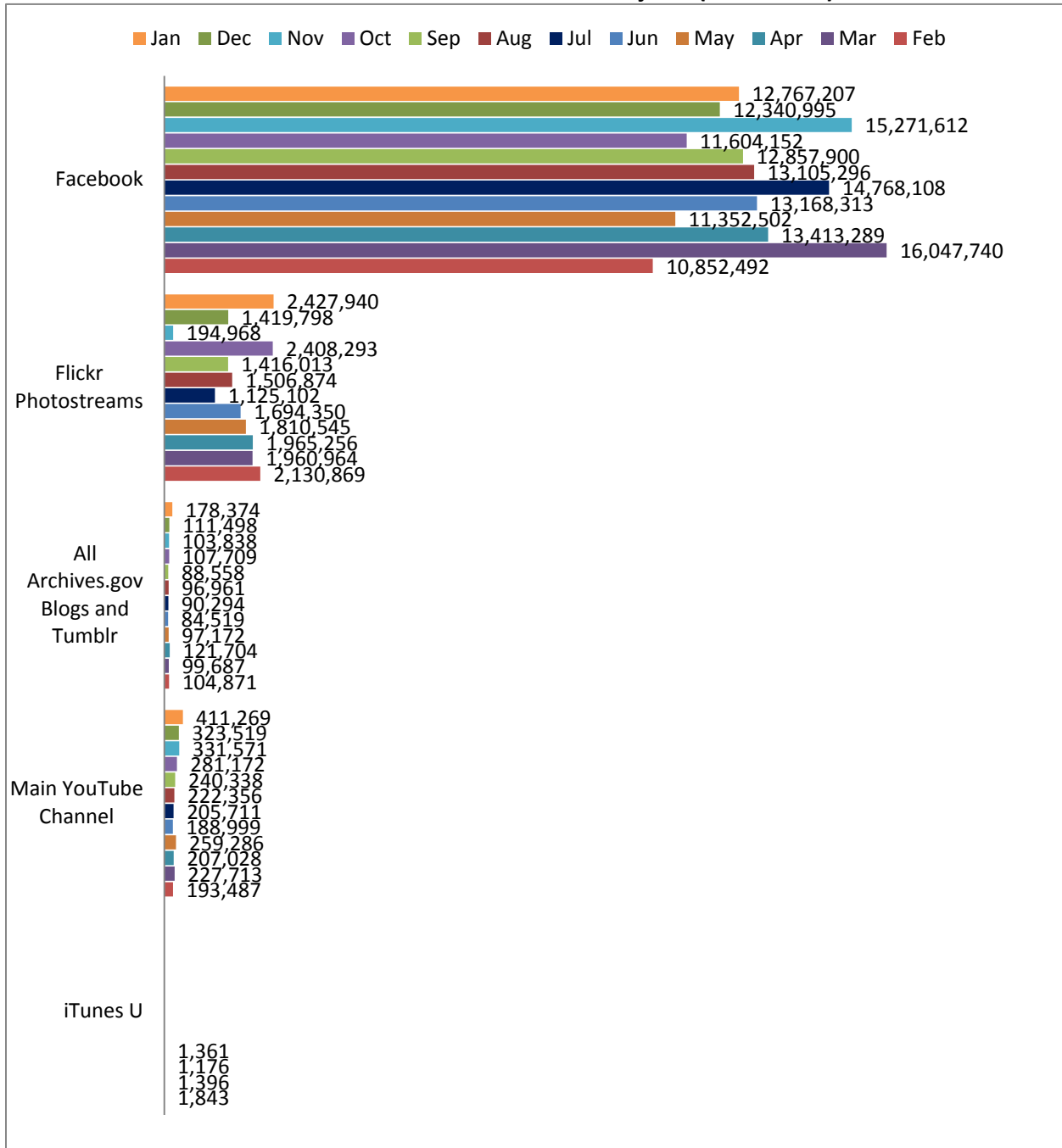
**EXTERNAL BLOGS AND TUMBLR**

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. [Nixon Library Tumblr](#)
20. [Unwritten Record](#)
21. [Our Presidents Tumblr](#)
22. [Congress in the Archives Tumblr](#)
23. [LBJ Time Machine Tumblr](#)
24. [Preservation at NARA Tumblr](#)
25. [Hoover Heads](#)
26. [Education Updates](#)
27. [FDR Tumblr](#)
28. [Ford Library Tumblr](#)
29. [Philadelphia Archives Tumblr](#)
30. [Discovering LGBTQ History](#)

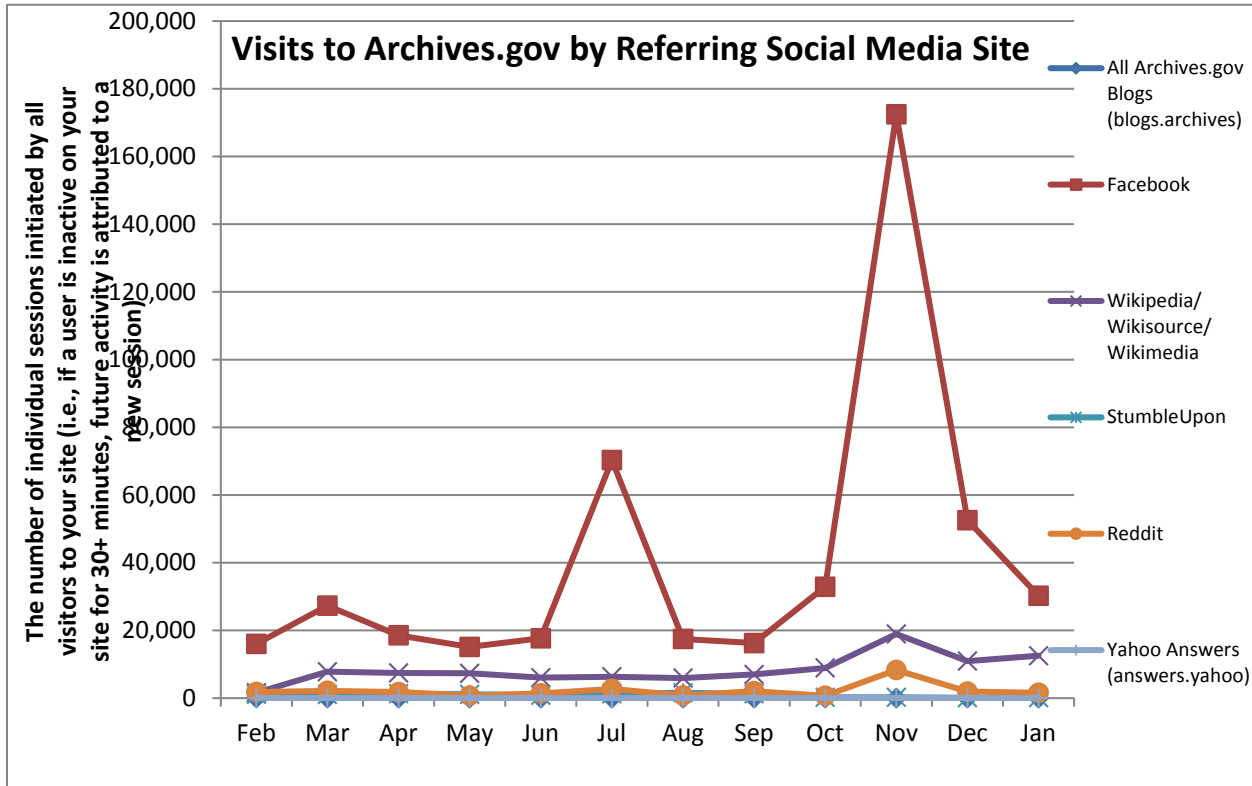
**SOCIAL MEDIA TOOLBOX (Tools currently in use)**

- 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)**

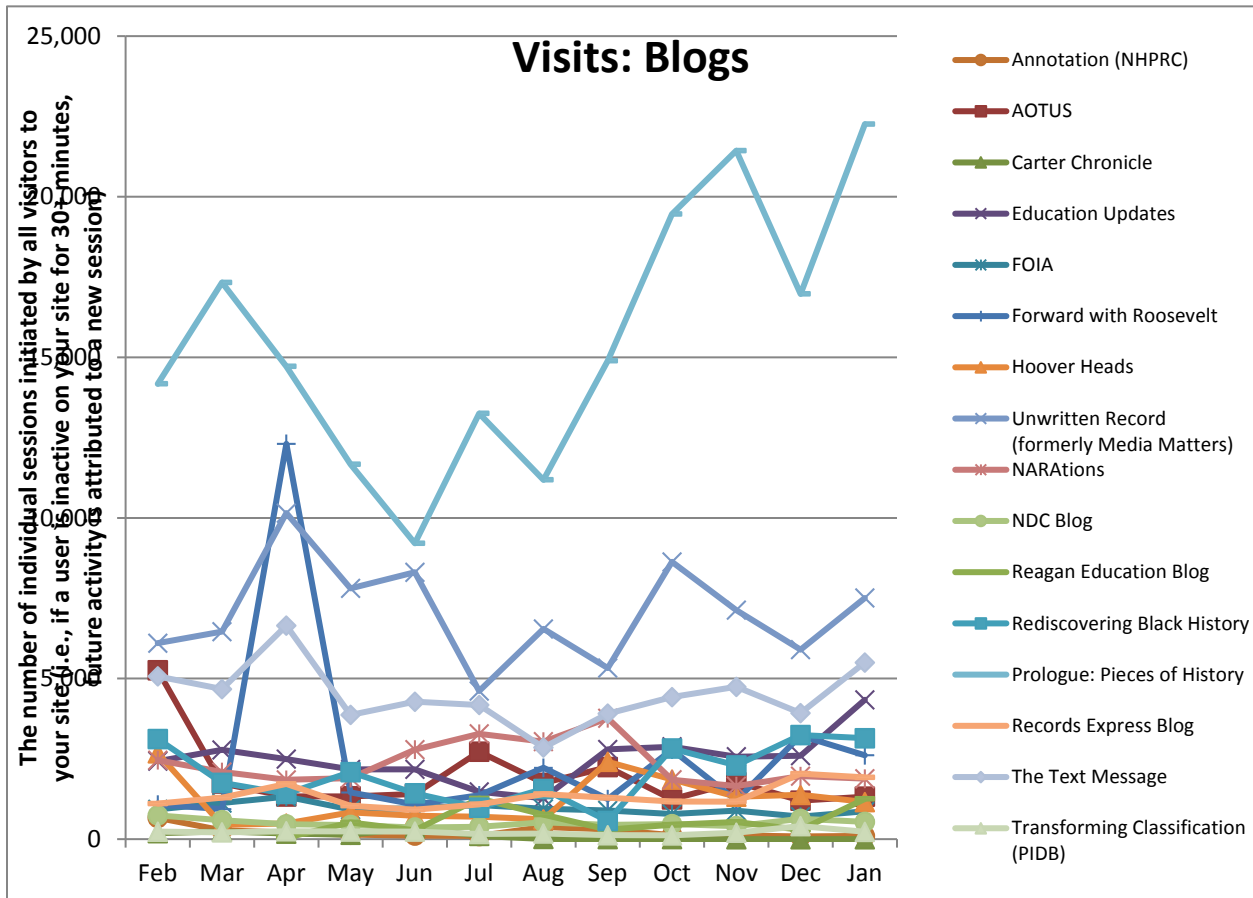


**New External Social Media Projects: January Projects**

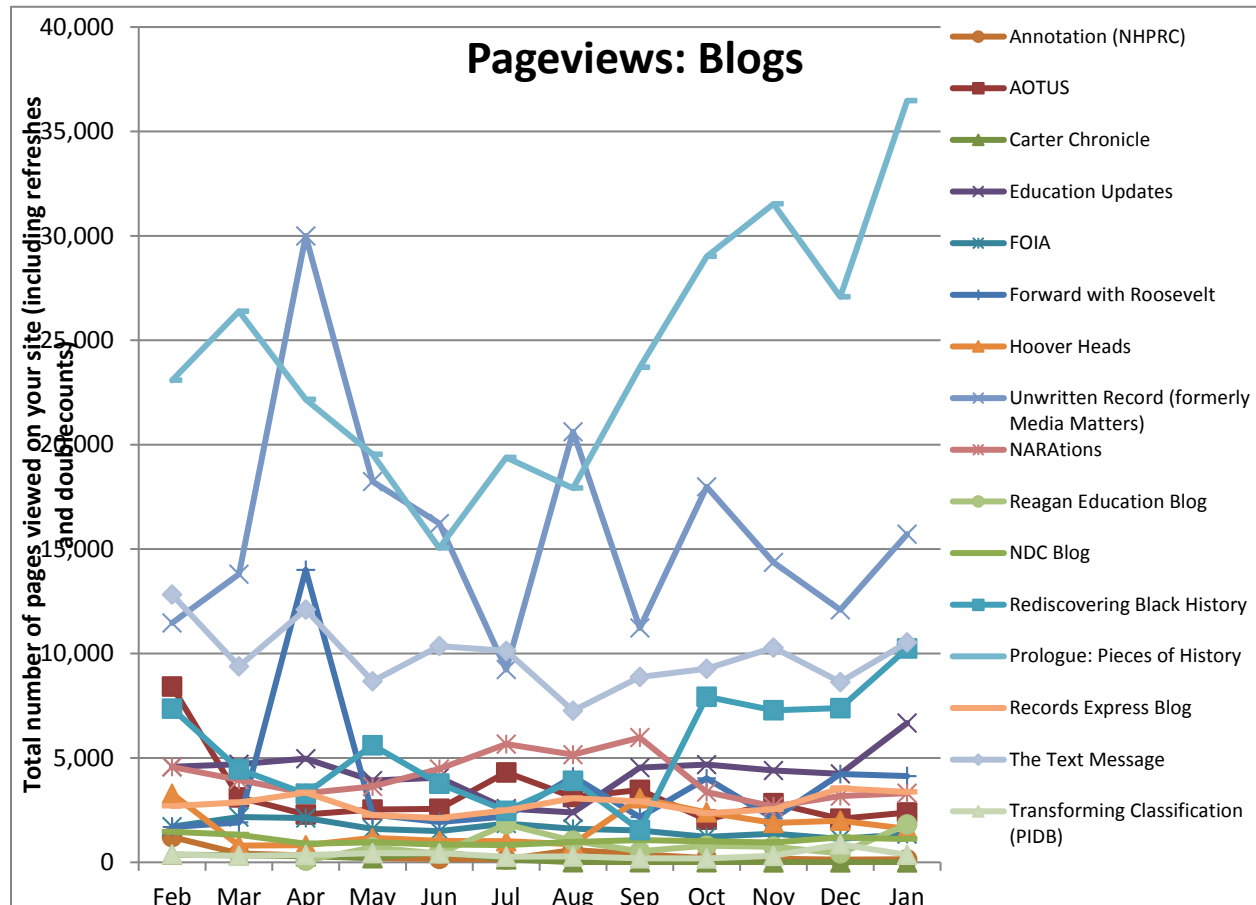
	Qzr	Facebook	Giphy	Twitter	Pinterest	Tumblr	Blog	YouTube	Instagram
February									
March									
April						1	1	1	
May	1								
June					1	1			2
July									
August									
September			1						
October				1		1			1
November									
December									
January									

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

Blog Visits (Source: Appendix II.A)



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

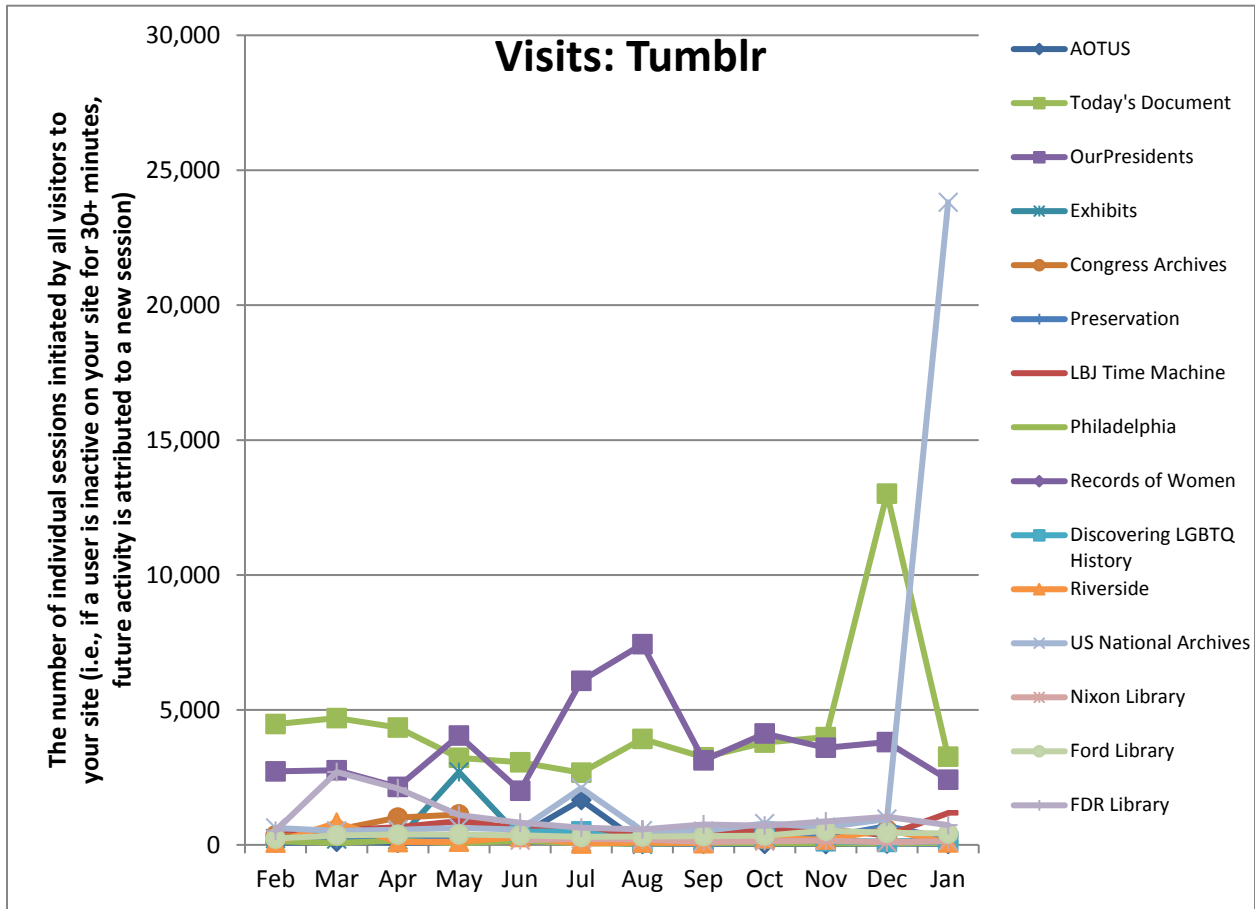


**Top 5 Most Viewed Blog Posts in January 2017**

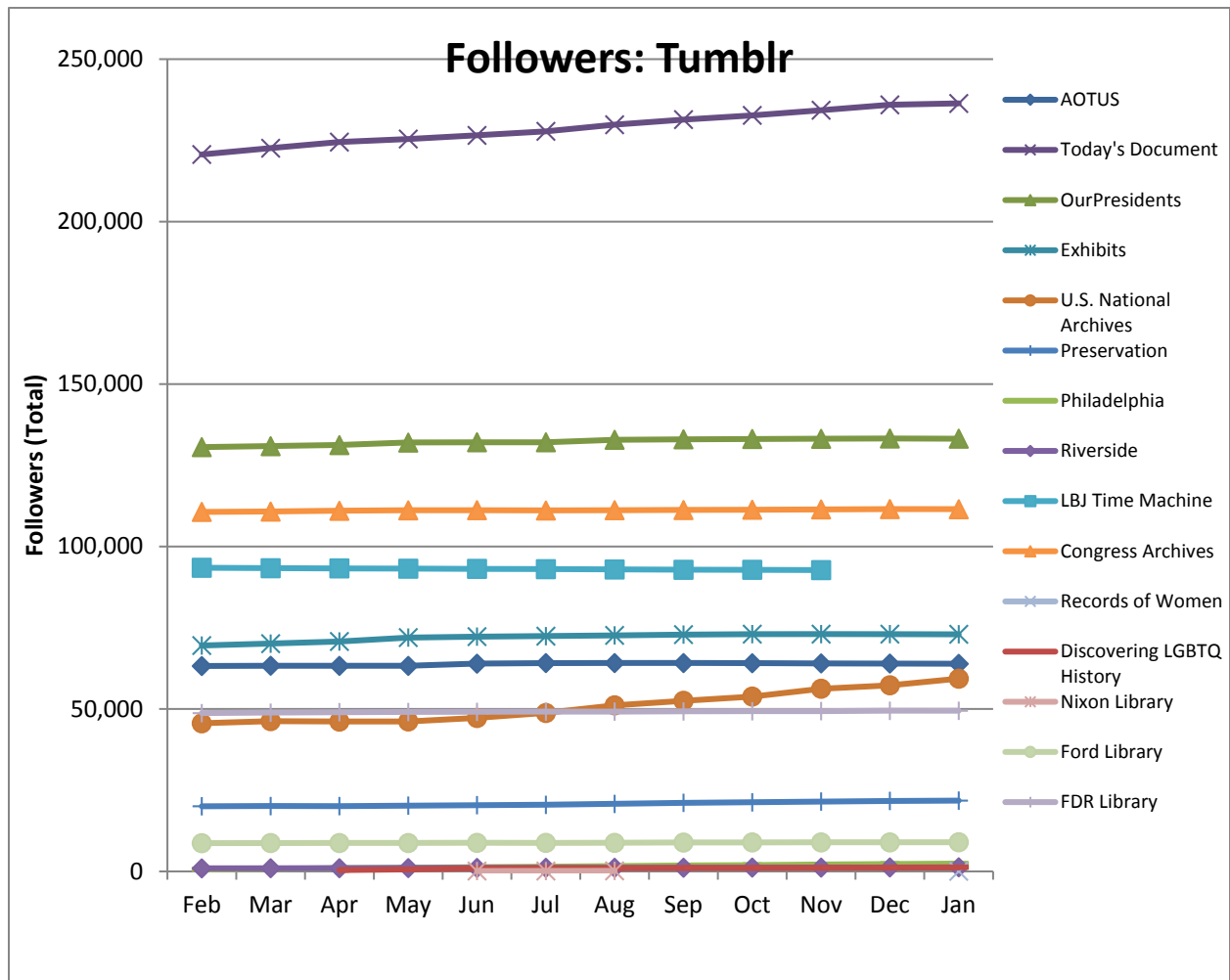
Blog	Pageviews	Post Title
Pieces of History	5,176	<a href="#">Teddy Roosevelt and Abraham Lincoln in the same photo</a>
The Unwritten Record	1,512	<a href="#">Louis Zamperini: The Story of a True American Hero</a>
Pieces of History	1,420	<a href="#">Prohibition and the Rise of the American Gangster</a>
Education Updates	1,335	<a href="#">Eyewitness Accounts of Anti-Jewish Persecution in Russia in the Early 20th Century: The Cowen Report</a>
The Unwritten Record	1,183	<a href="#">A Look at Inauguration Day Through the Years: Inaugural Photographs and Facts</a>

Social Media Tools: Detail View – Tumblr

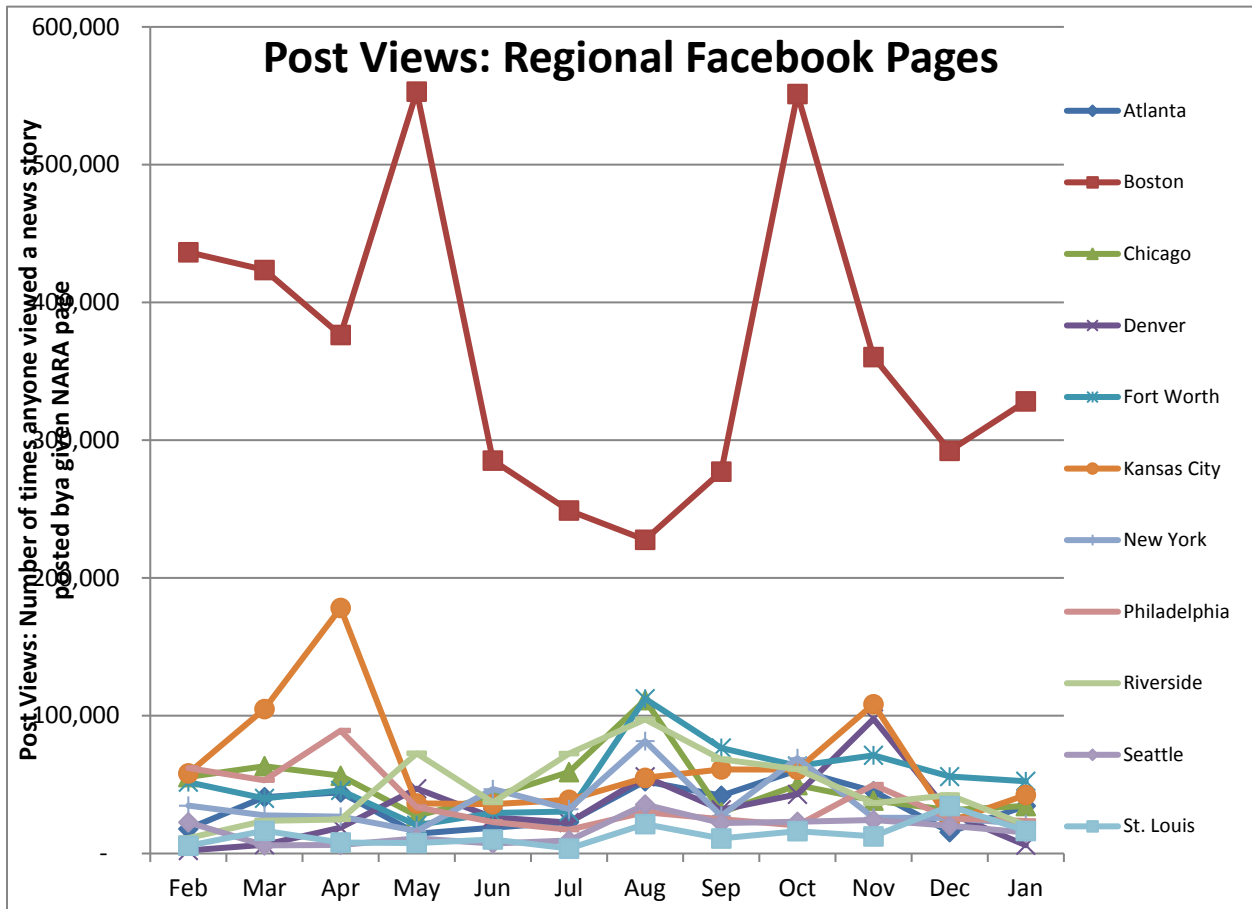
Tumblr Visits



**Followers on Tumblr (Source: Appendix IV)**

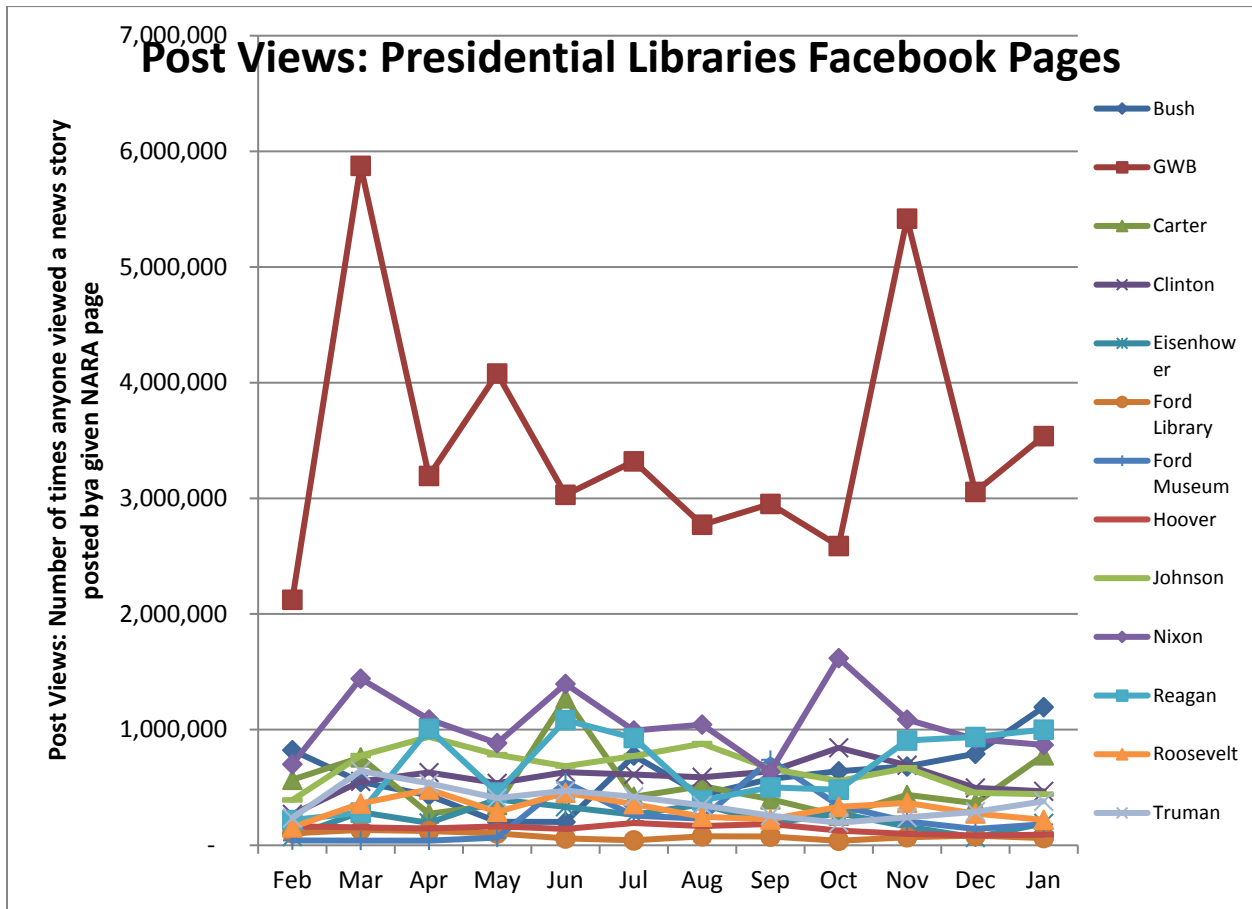


**Social Media Tools: Detail View – Facebook**  
**Post Views on Regional Pages (Source: Appendix IV.A)**

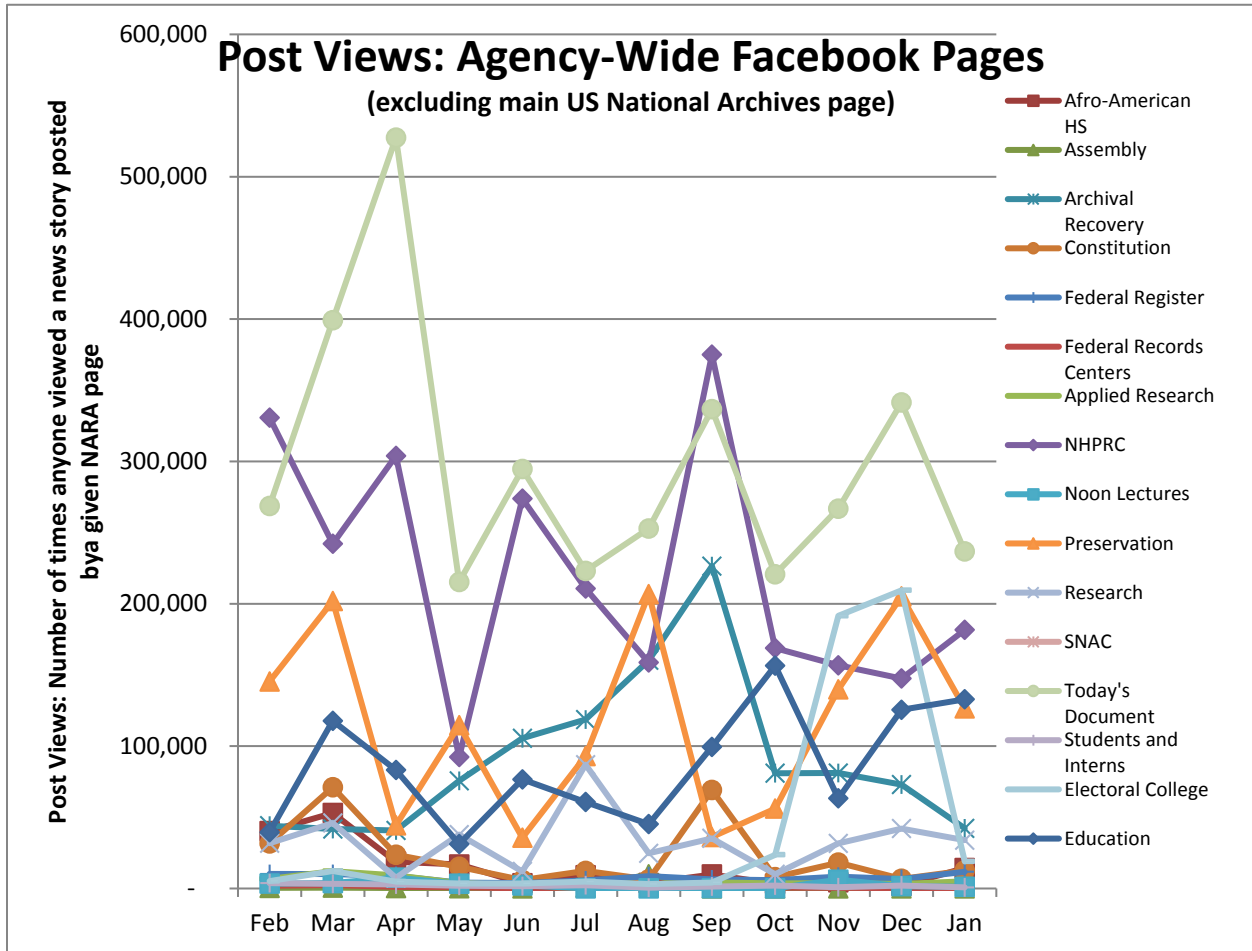


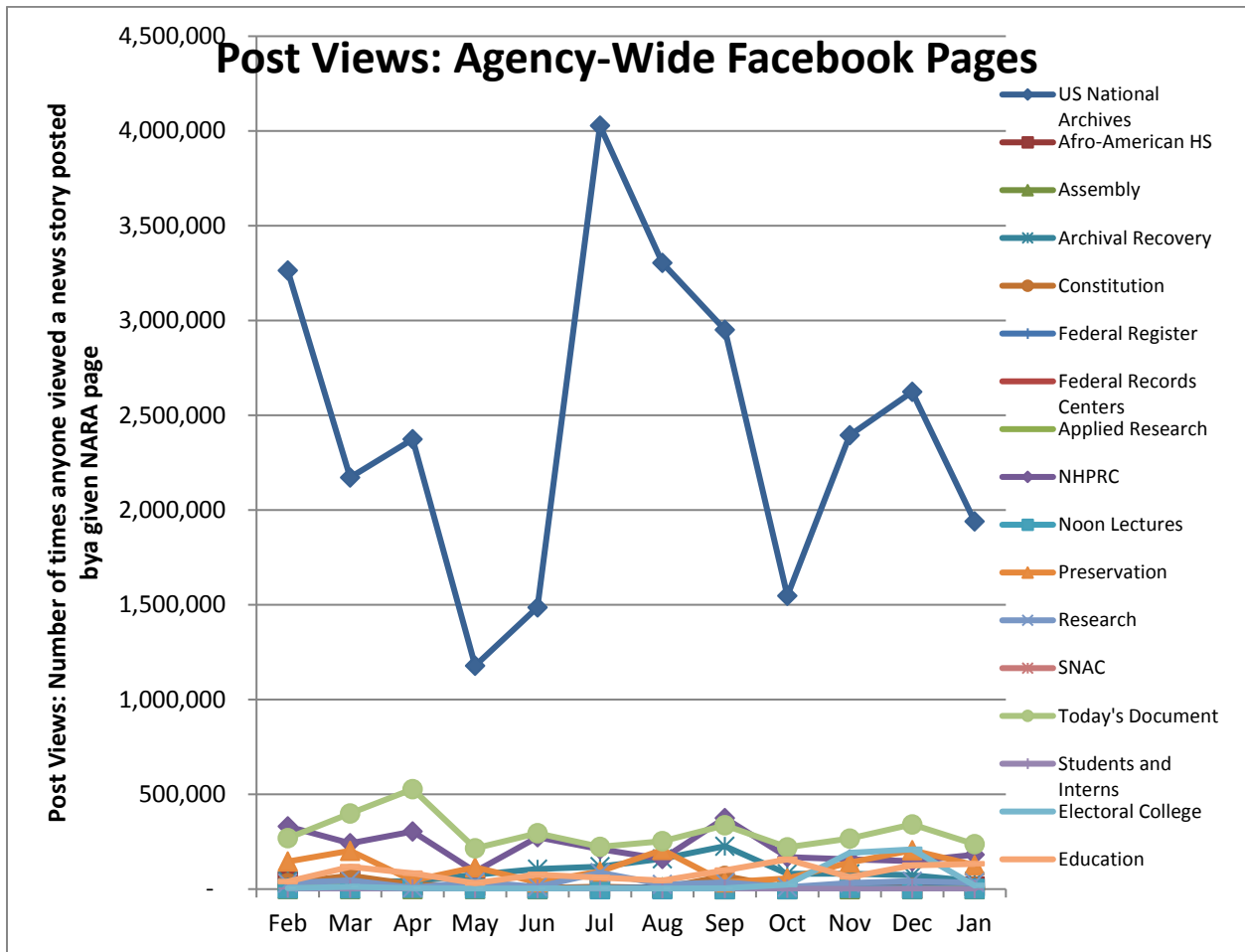


Post Views on Presidential Library Pages (Source: Appendix IV.A)

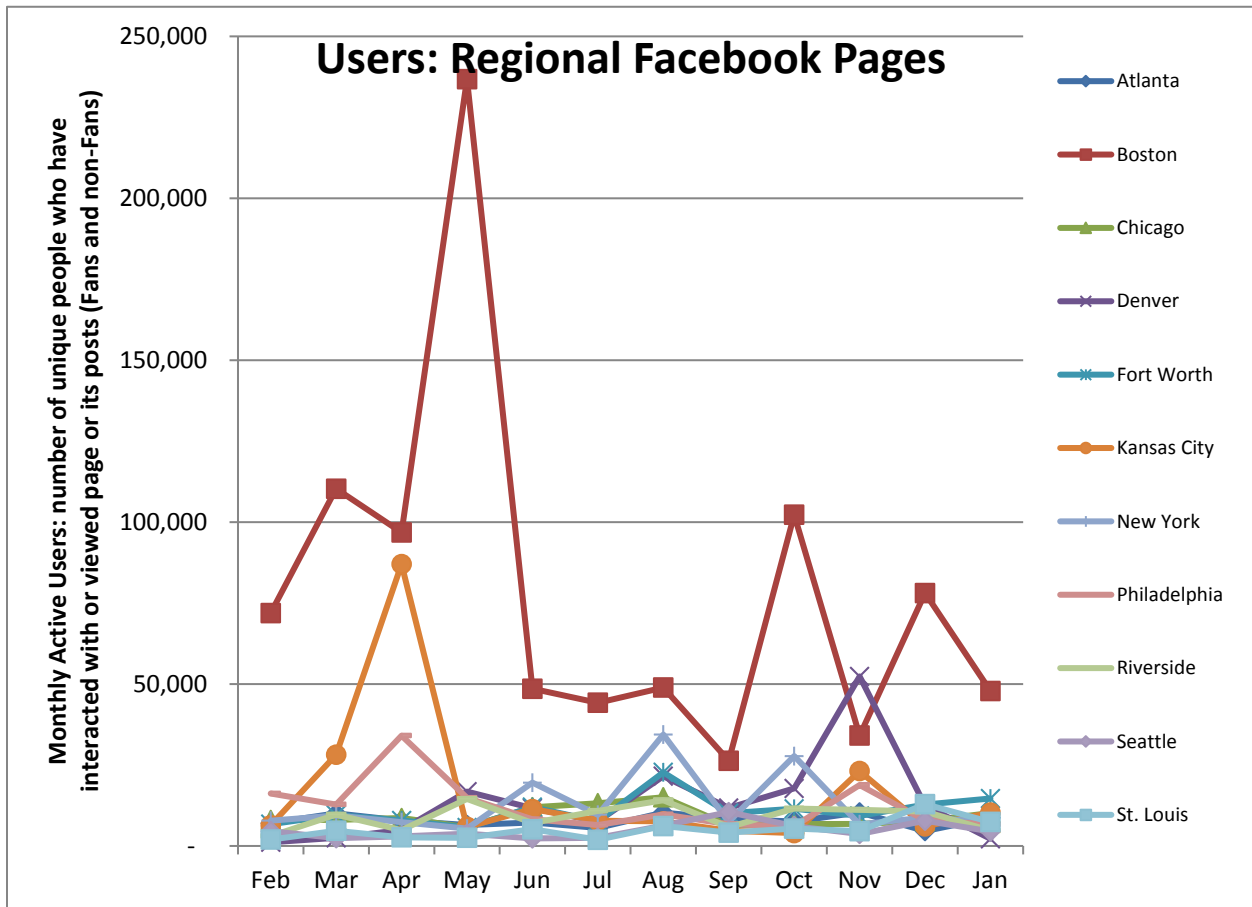


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

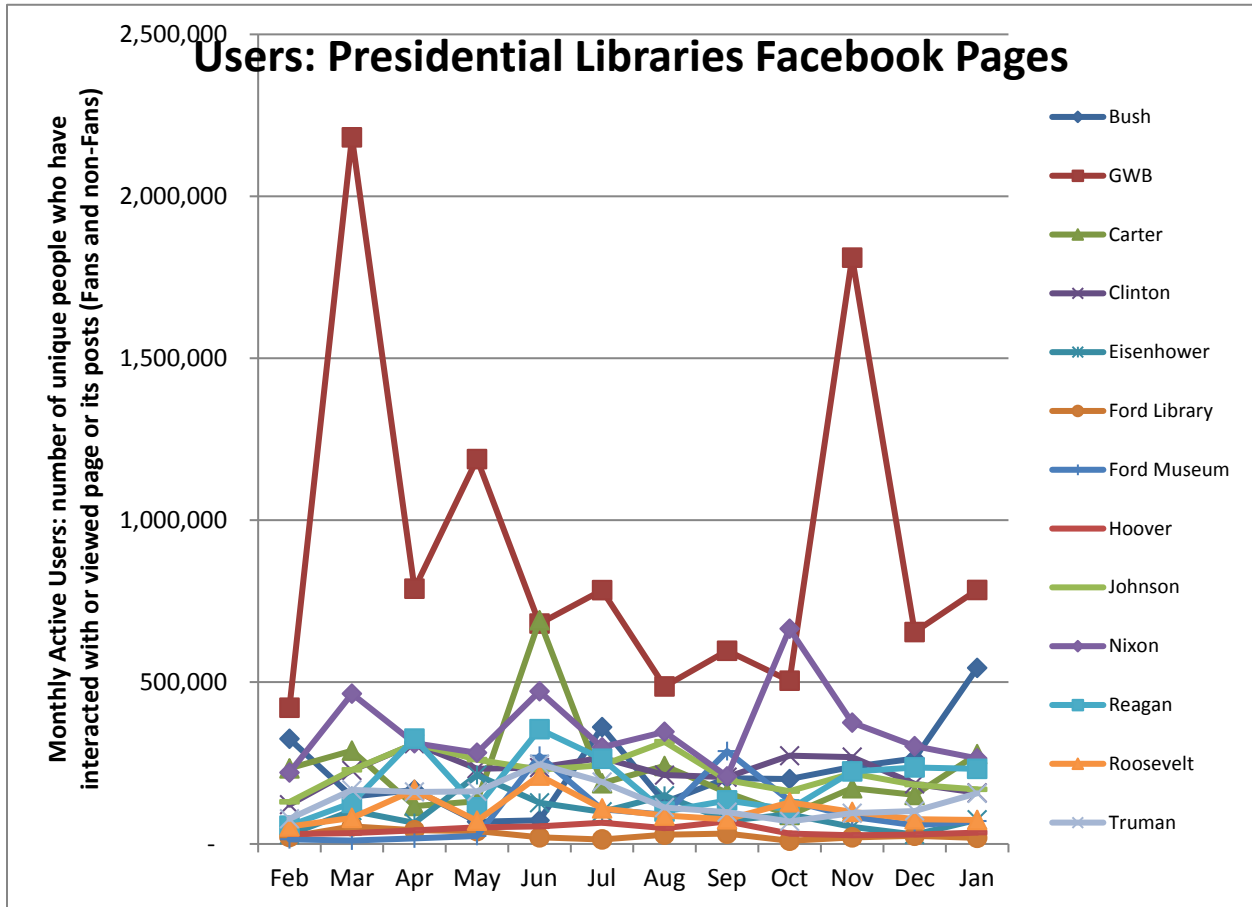




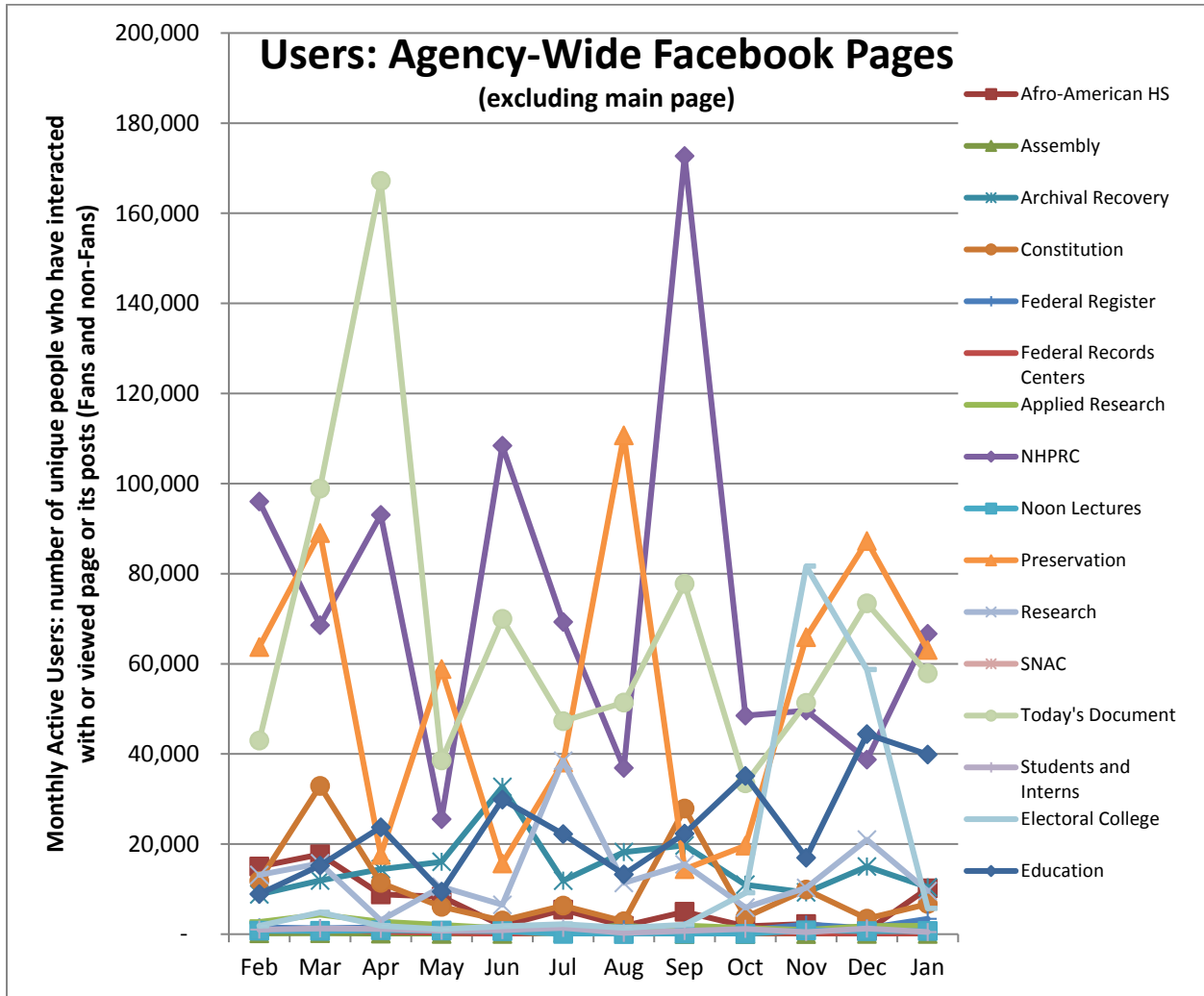
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

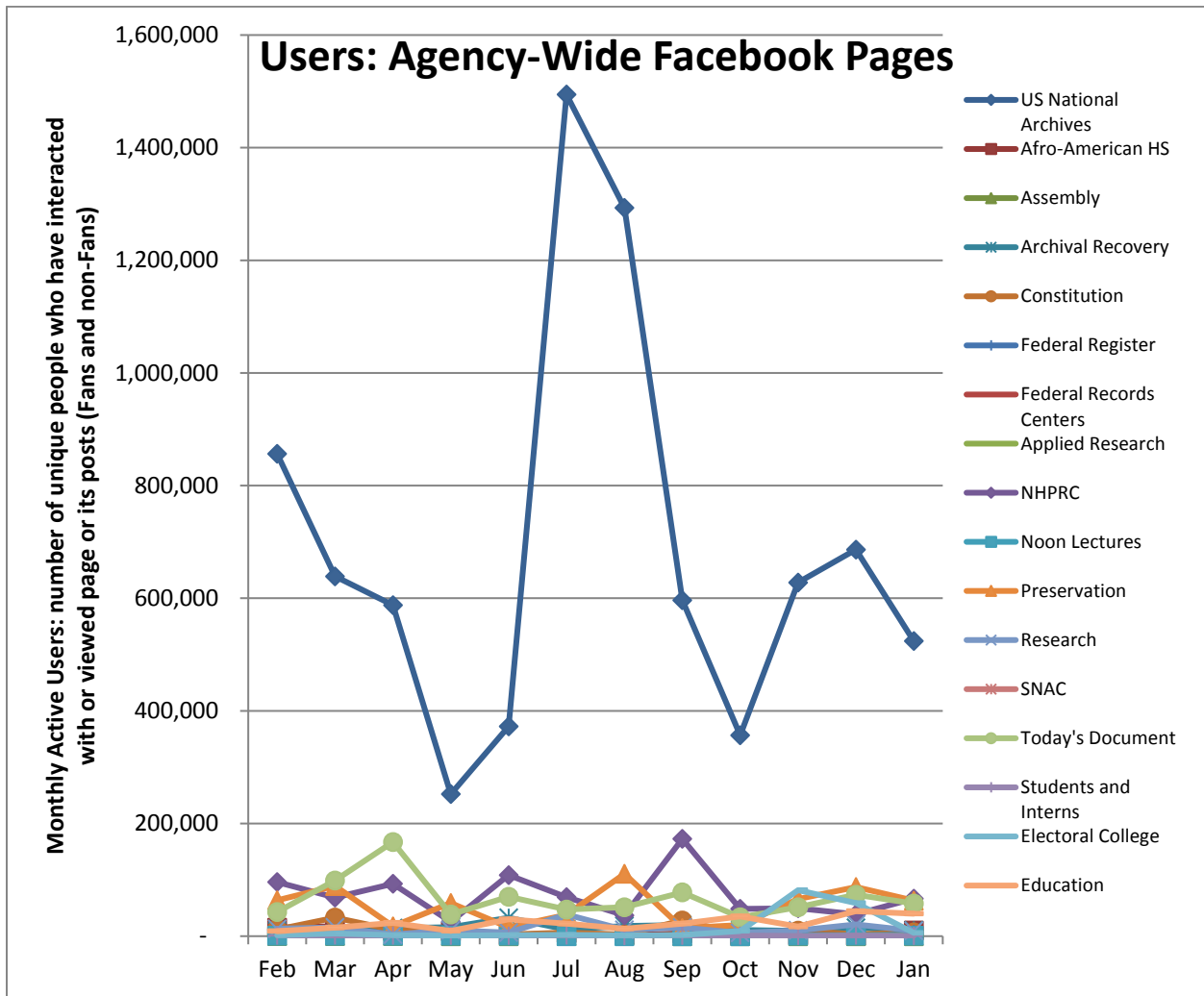


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



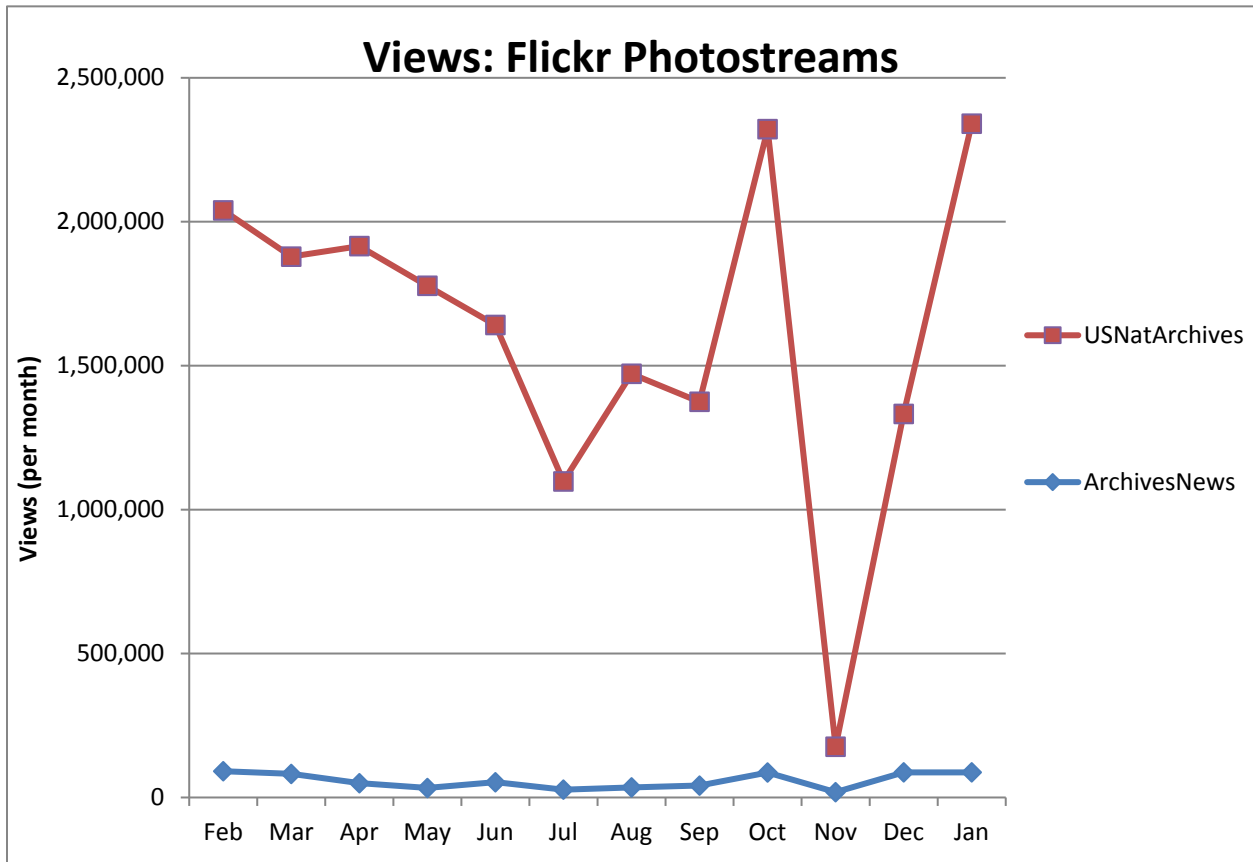
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



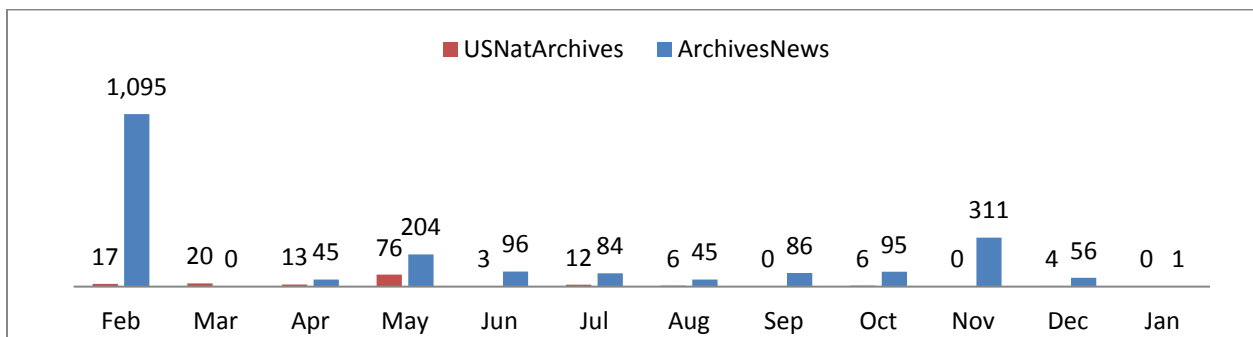


Social Media Tools: Detail View – Flickr

Views on Photostreams (Per Month)

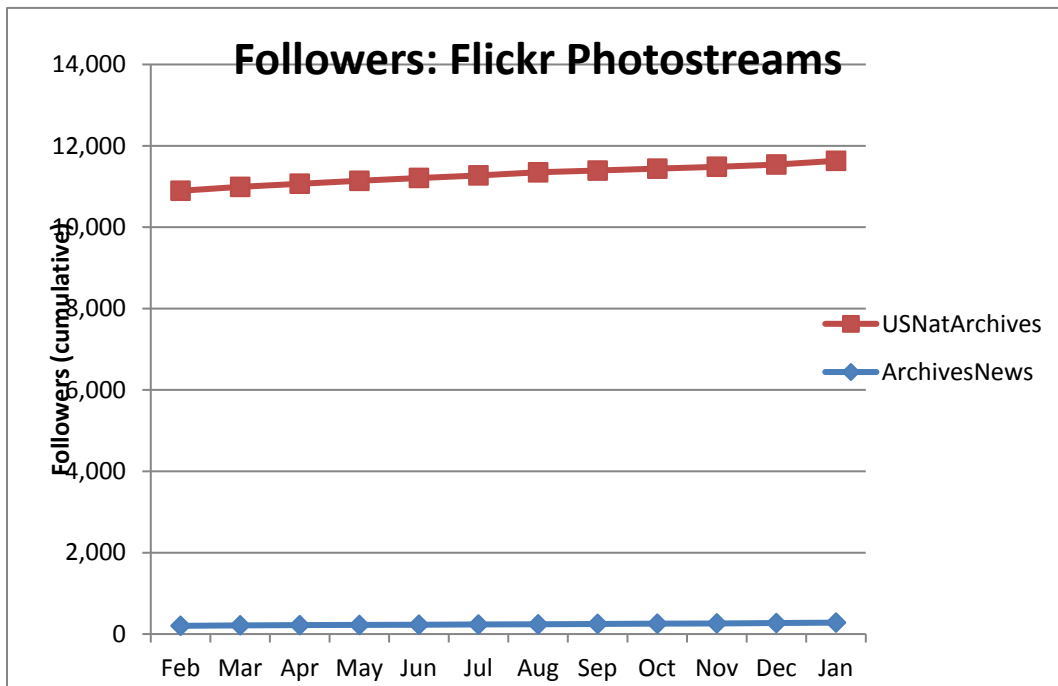


Photos Uploaded (Per Month)



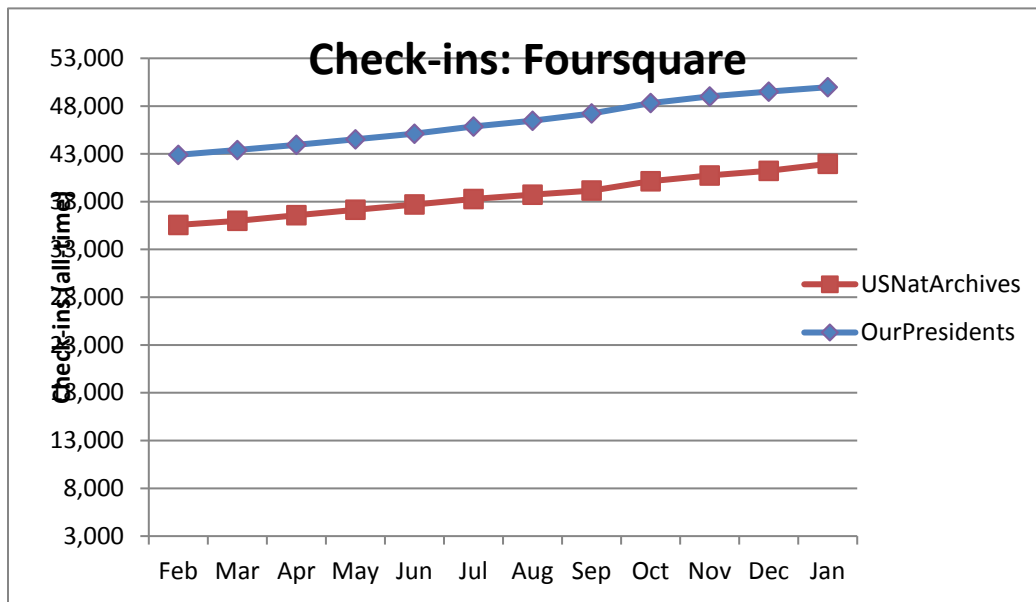


**Followers of Photostreams (Cumulative)**



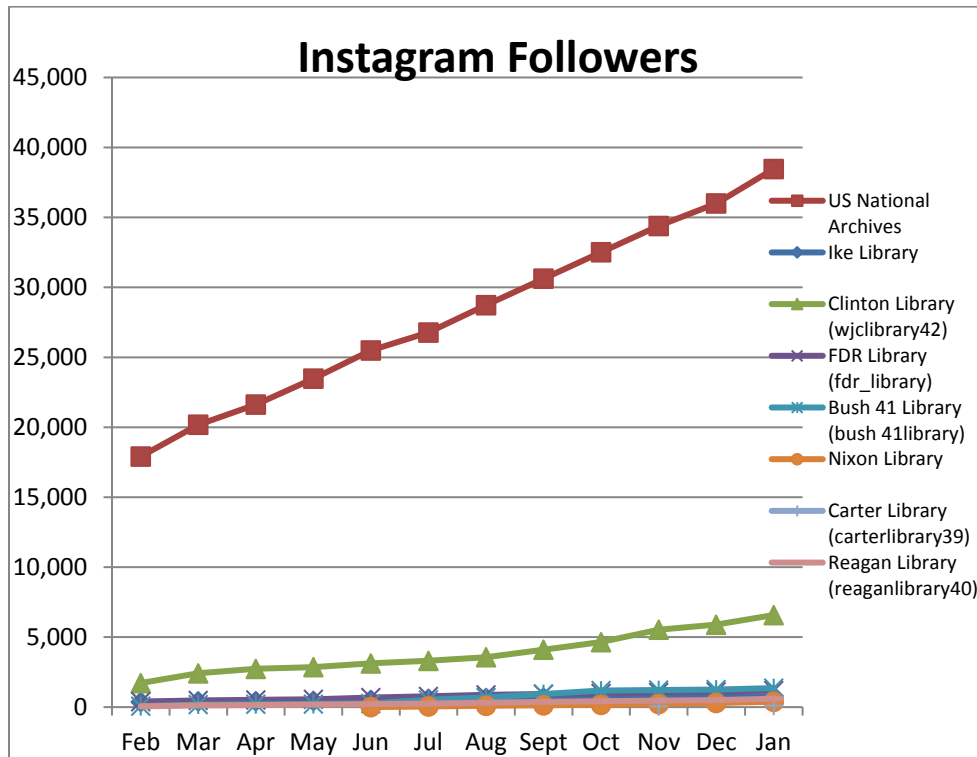
**Social Media Tools: Detail View – Foursquare**

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



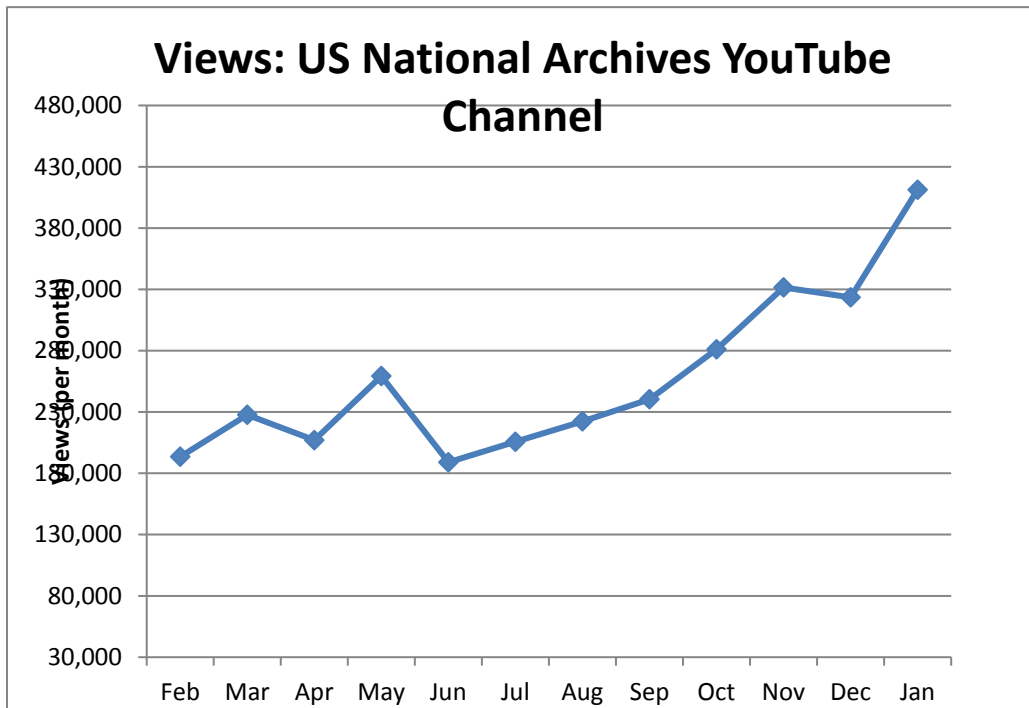
**Social Media Tools: Detail View – Instagram**

**Followers on National Archives Instagram Accounts (Cumulative)**

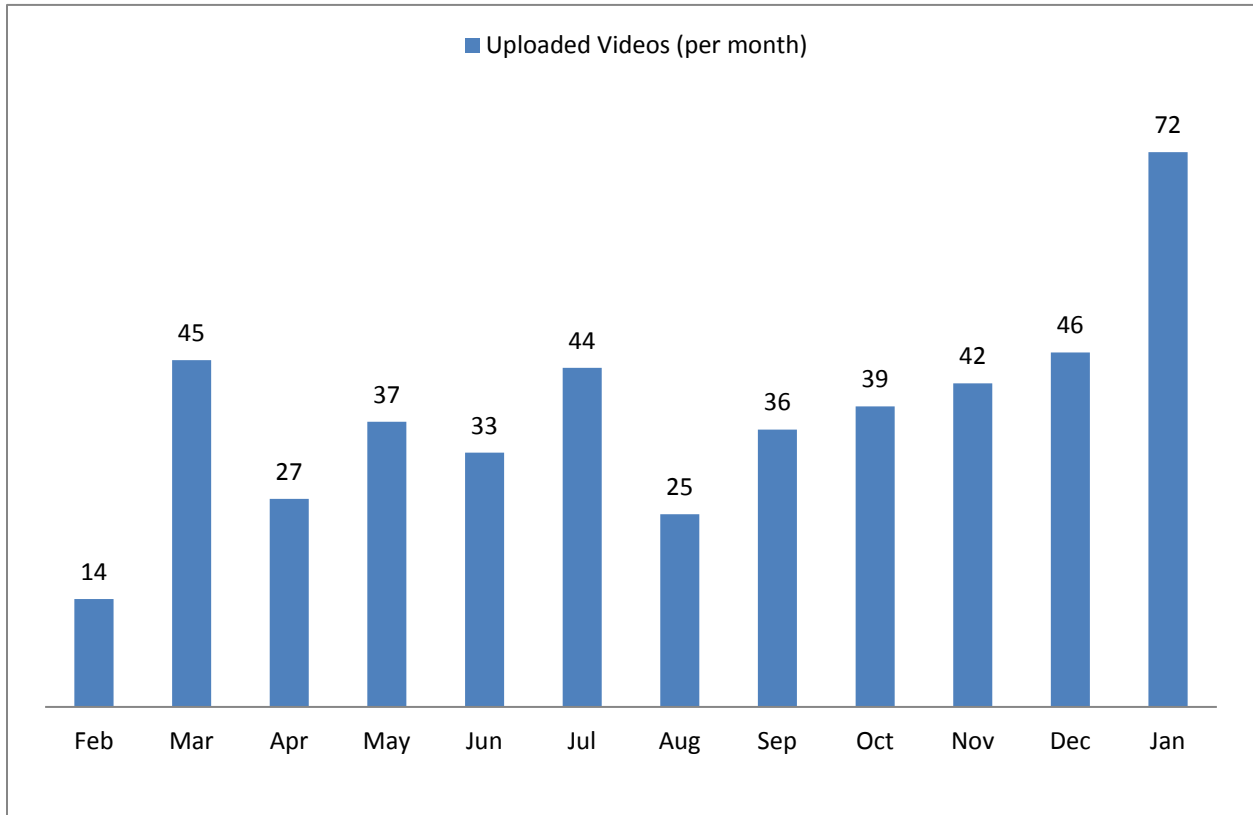


**Social Media Tools: Detail View – YouTube**

**Views on US National Archives Channel (Per Month)**



**Videos Uploaded to US National Archives Channel (Per Month)**

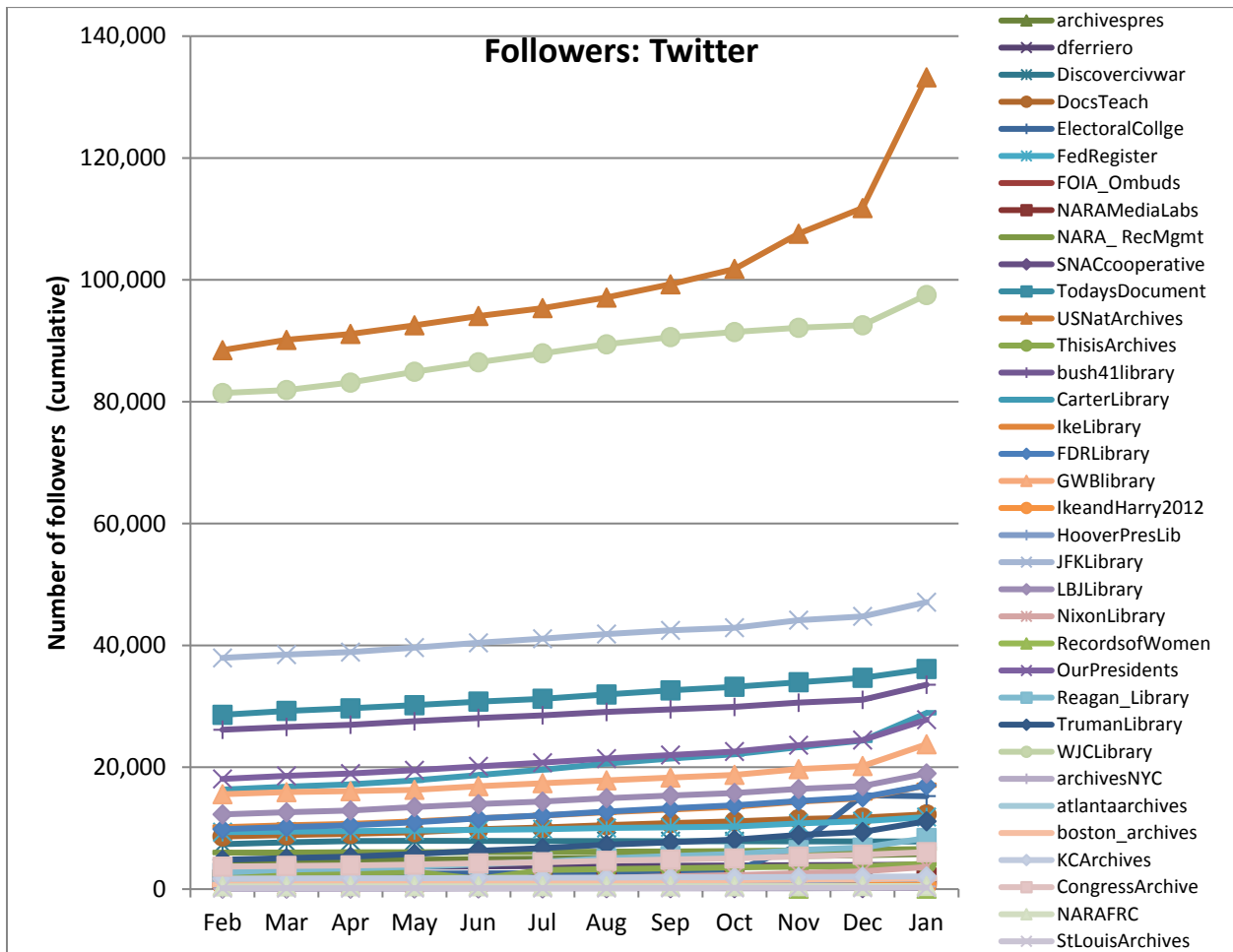


**Top 5 Most Viewed Videos for January 2017 on US National Archives Channel**

Video Title	Views
<a href="#">Private Snafu in "Censored.", 1944</a>	41,964
<a href="#">Stories from the Great Depression</a>	19,766
<a href="#">The True Glory, 1945 (restored)</a>	15,913
<a href="#">Spies- Private SNAFU</a>	13,610
<a href="#">School for Assassins</a>	12,956

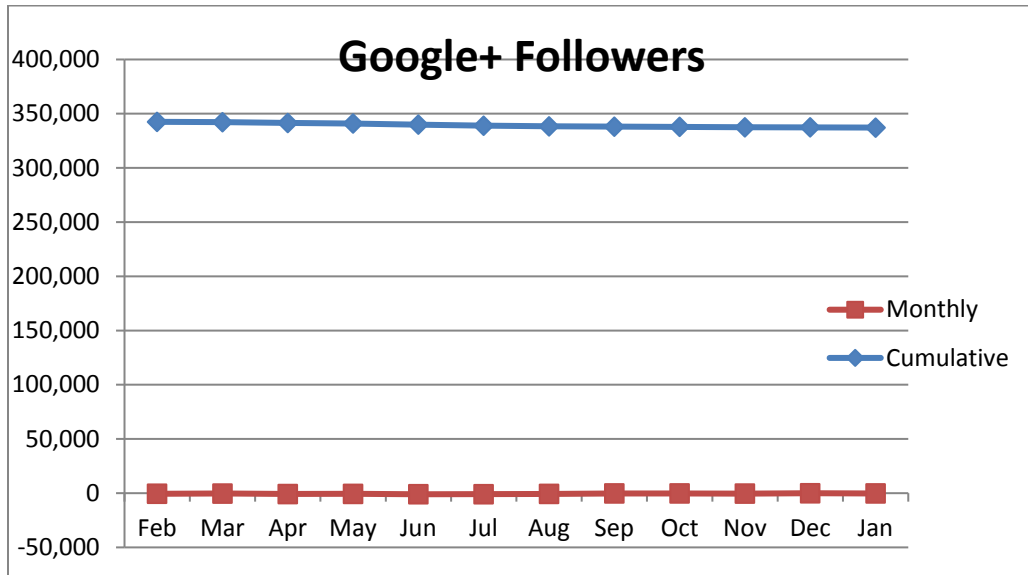
Social Media Tools: Detail View – Twitter

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



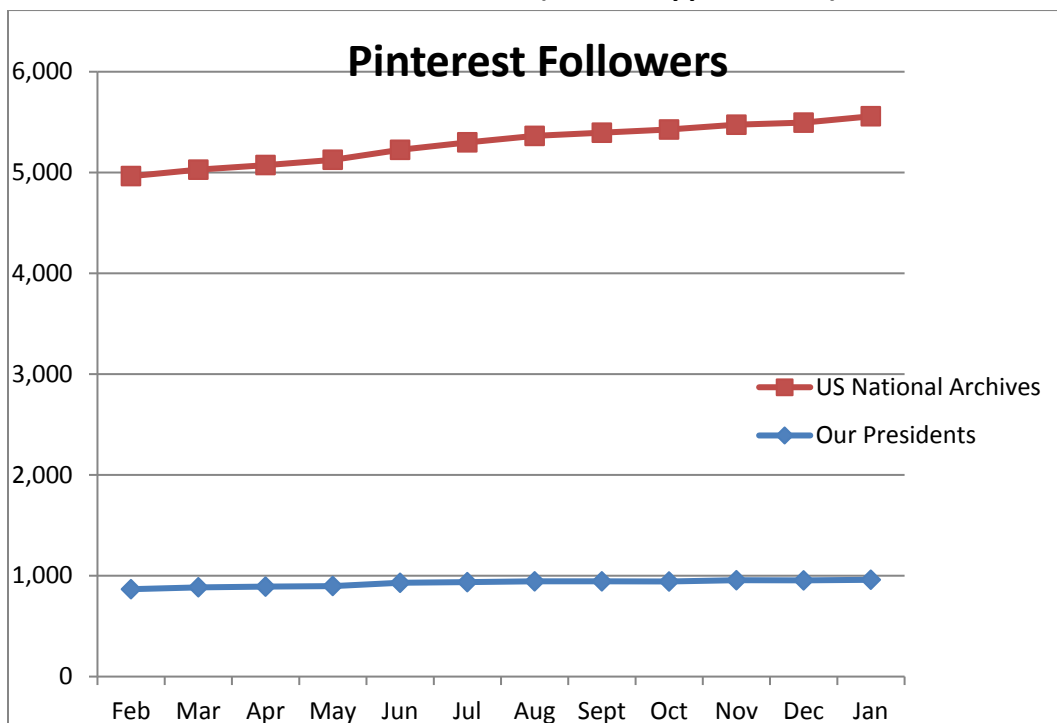
**Social Media Tools: Detail View – Google+**

**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
<b>Archives.gov</b>	Google Analytics	Visits via referring sites
<b>Blogs (WordPress)</b>	Google Analytics	Visits Pageviews Unique visitors (monthly)
	Feedburner	RSS feed subscribers
<b>Tumblr</b>	Google Analytics	Visits Pageviews Unique visitors (monthly)
	Tumblr	Followers
<b>Facebook</b>	Facebook	Impressions Reach
<b>Flickr</b>	Flickr	View counts Content uploaded Who calls you a contact?
<b>Foursquare</b>	Foursquare	All-time check-ins at all venues Followers
<b>Google+</b>	Google+	Followers
<b>iTunes</b>	iTunes	Track Downloads Page Views Subscriptions
<b>Pinterest</b>	Pinterest	Followers
<b>YouTube</b>	YouTube	Views of videos on this channel Views of top videos My uploaded videos
<b>Twitter</b>	Twitter	Followers

## APPENDIX II.A: Blog Visits

Defined by Google Analytics as the number of individual sessions initiated by all visitors to your site. An individual session times out after thirty minutes of inactivity.

	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
<b>Annotation (NHPRC)</b>	661	276	203	138	112	100	378	300	126	115	85	99
<b>AOTUS</b>	5,258	1,732	1,330	1,332	1,404	2,723	1,751	2,243	1,239	1,773	1,200	1,323
<b>Carter Chronicle</b>	187	240	174	137	358	103	6	3	2	0	0	0
<b>Education Updates</b>	2,428	2,779	2,494	2,172	2,175	1,475	1,273	2,793	2,877	2,568	2,598	4,399
<b>FOIA</b>	928	1,125	1,323	921	963	1,061	946	895	784	887	701	867
<b>Forward with Roosevelt</b>	1,072	937	12,307	1,455	1,077	1,365	2,222	1,246	2,787	1,206	3,222	2,613
<b>Hoover Heads</b>	2,672	443	487	833	726	697	617	2,407	1,857	1,322	1,379	1,156
<b>Unwritten Record (formerly Media Matters)</b>	6,102	6,460	10,152	7,809	8,308	4,612	6,545	5,328	8,631	7,131	5,899	7,510
<b>NARAtions</b>	2,457	2,091	1,847	1,901	2,787	3,279	3,036	3,764	1,851	1,652	1,962	1,882
<b>NDC Blog</b>	739	589	462	440	362	383	525	445	467	406	632	538
<b>Reagan Library Education</b>			45	517	277	1,265	765	295	449	532	288	1,253
<b>Rediscovering Black History</b>	3,118	1,753	1,410	2,086	1,427	978	1,565	565	2,821	2,296	3,241	3,144
<b>Prologue Blog</b>	14,174	17,329	14,717	11,671	9,210	13,251	11,186	14,893	19,460	21,433	16,974	22,259
<b>Records Express Blog</b>	1,105	1,291	1,719	1,038	917	1,084	1,401	1,291	1,171	1,169	2,038	1,923
<b>The Text Message</b>	5,068	4,673	6,650	3,867	4,278	4,176	2,852	3,908	4,422	4,742	3,926	5,500
<b>Transforming Classification (PIDB)</b>	233	211	247	2,369	237	162	176	124	120	201	406	229
<b>MONTHLY TOTAL</b>	<b>46,202</b>	<b>41,929</b>	<b>55,567</b>	<b>36,556</b>	<b>34,618</b>	<b>36,714</b>	<b>35,244</b>	<b>40,500</b>	<b>49,064</b>	<b>47,433</b>	<b>44,551</b>	<b>54,635</b>

## APPENDIX II.B: Blog Pageviews

Defined by Google Analytics as the number of individual pages visited by all users. Page refreshes and multiple visits count towards the number of pageviews.

	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
<b>Annotation (NHPRC)</b>	1,211	419	331	209	164	143	592	385	202	166	129	144
<b>AOTUS</b>	8,420	3,111	2,290	2,528	2,563	4,304	3,128	3,464	2,044	2,833	2,088	2,387
<b>Carter Chronicle</b>	371	337	290	198	490	144	8	5	2	0	0	0
<b>Education Updates</b>	4,573	4,694	4,964	3,915	4,057	2,575	2,388	4,536	4,681	4,396	4,236	6,670
<b>FOIA</b>	1,708	2,169	2,121	1,600	1,497	1,858	1,609	1,523	1,222	1,375	1,124	1,350
<b>Forward with Roosevelt</b>	1,692	1,910	14,004	2,290	1,929	2,190	4,105	2,162	4,021	2,098	4,228	4,130
<b>Hoover Heads</b>	3,281	803	818	1,171	1,026	1,011	863	3,067	2,395	1,886	1,995	1,604
<b>Unwritten Record (formerly Media Matters)</b>	11,463	13,799	29,996	18,233	16,226	9,228	20,618	11,218	17,981	14,360	12,090	15,714
<b>NARAtions</b>	4,568	3,950	3,311	3,632	4,472	5,661	5,155	5,972	3,361	2,674	3,169	3,309
<b>Reagan Library Education</b>			78	715	415	1,823	1,031	529	797	745	431	1,812
<b>NDC Blog</b>	1,461	1,319	892	958	855	828	976	1,069	1,007	950	1,196	1,113
<b>Rediscovering Black History</b>	7,363	4,460	3,282	5,608	3,769	2,466	3,905	1,547	7,930	7,282	7,386	10,238
<b>Prologue Blog</b>	23,081	26,387	22,164	19,536	15,051	19,382	17,918	23,701	29,010	31,527	27,077	36,470
<b>Records Express Blog</b>	2,699	2,870	3,341	2,260	2,120	2,488	3,065	2,918	2,353	2,534	3,543	3,370
<b>The Text Message</b>	12,822	9,385	12,104	8,671	10,355	10,127	7,260	8,877	9,270	10,283	8,635	10,530
<b>Transforming Classification (PIDB)</b>	378	311	354	440	437	271	281	195	186	312	862	364
<b>MONTHLY TOTAL</b>	<b>85,091</b>	<b>75,924</b>	<b>100,340</b>	<b>71,964</b>	<b>65,426</b>	<b>64,499</b>	<b>72,902</b>	<b>71,168</b>	<b>86,462</b>	<b>83,421</b>	<b>78,189</b>	<b>99,205</b>



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

	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
<b>Annotation (NHPRC)</b>	14	14	10	11	16	11	15	13	12	15	16	17
<b>AOTUS Blog</b>	144	122	126	105	77	107	70	65	74	59	61	63
<b>AOTUS Tumblr</b>	3	2	3	2	2	3	2	1	1	2	2	1
<b>Carter Chronicle</b>	170	135	119	100	77	68	44	27	19	16	16	16
<b>Education Updates</b>	46	42	31	36	30	33	32	29	28	30	33	35
<b>FOIA Ombudsman</b>	21	24	19	26	20	12	2	8	9	10	9	8
<b>Unwritten Record</b> (formerly Media Matters)	38	43	34	38	14	18	15	10	8	4	6	8
<b>NARAtions</b>	155	144	157	104	150	129	121	113	86	90	89	87
<b>NDC Blog</b>	65	85	64	58	40	53	34	42	47	42	40	39
<b>Prologue</b>	229	157	163	160	136	129	140	128	113	133	134	135
<b>Records Express</b>	106	107	74	87	63	65	55	48	44	48	50	52
<b>Rediscovering Black History</b>	39	37	25	26	28	27	22	24	25	23	26	28
<b>Text Message</b>	71	63	54	47	44	51	61	45	63	58	58	59
<b>Today's Document Tumblr</b>	58	58	47	45	47	39	36	36	39	37	40	43
<b>Transforming Classification (PIDB)</b>	220	142	137	125	92	95	72	93	62	61	52	43
<b>MONTHLY TOTAL</b>	<b>1,379</b>	<b>1,175</b>	<b>1,063</b>	<b>970</b>	<b>836</b>	<b>840</b>	<b>721</b>	<b>682</b>	<b>630</b>	<b>628</b>	<b>632</b>	<b>634</b>

## APPENDIX IV.A: Facebook Post Views

Defined by Facebook as the number of times people (fans and non-fans) have viewed a news story feed posted by our page. (A+P+R = Agency, Regional & Presidential totals.)

	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
<b>Monthly Total (A+P+R)</b>	<b>10,852,492</b>	<b>16,047,740</b>	<b>13,413,289</b>	<b>11,352,502</b>	<b>13,168,313</b>	<b>14,768,108</b>	<b>13,105,296</b>	<b>12,857,900</b>	<b>11,604,152</b>	<b>15,271,612</b>	<b>12,340,995</b>	<b>12,767,207</b>
<b>Agency-Wide Total</b>	<b>4,227,675</b>	<b>3,389,420</b>	<b>3,457,815</b>	<b>1,795,438</b>	<b>2,307,512</b>	<b>4,859,598</b>	<b>4,186,920</b>	<b>4,155,830</b>	<b>2,287,587</b>	<b>3,367,739</b>	<b>3,790,309</b>	<b>2,758,836</b>
US National Archives	3,263,702	2,171,746	2,373,439	1,178,779	1,486,358	4,027,856	3,303,955	2,951,220	1,547,097	2,394,526	2,623,601	1,939,723
Afro-American HS	40,279	52,979	18,785	16,825	3,636	9,327	3,917	9,815	3,356	4,352	1,857	14,395
Assembly	429	612	295	158	79	578	9,937	30	123	45	90	112
Archival Recovery	44,095	41,816	40,740	75,641	105,513	118,611	160,306	226,435	80,971	81,129	72,973	42,266
Constitution	31,700	71,073	23,671	15,237	5,946	12,352	6,330	69,172	7,941	18,109	6,784	12,641
Federal Register	10,236	10,177	8,794	4,132	3,771	5,732	8,657	6,385	5,823	8,324	6,681	11,715
Federal Records Centers	1,975	2,389	1,109	814	117	807	1,119	289	606	477	225	265
Applied Research	6,719	12,137	9,261	3,857	2,151	2,540	652	4,257	3,650	3,725	3,200	5,033
NHPRC	330,707	242,165	303,897	92,299	273,859	210,709	158,717	375,029	168,885	156,783	147,517	181,676
Noon Lectures	3,396	3,814	7,621	3,278	2,140	85	48	124	94	6,191	1,589	1,195
Preservation	145,426	201,969	44,392	114,695	35,649	93,012	206,818	36,153	56,097	139,874	205,220	126,478
Research	31,797	46,027	7,506	37,844	11,962	87,002	24,700	35,247	10,003	31,659	42,084	33,913
SNAC												
Today's Document	268,697	399,160	527,448	215,349	294,613	223,076	252,862	336,687	220,725	266,792	341,409	236,820
Students and Interns	3,749	3,311	2,781	1,867	1,620	2,295	569	1,368	2,046	890	2,085	754
Electoral College	5,222	12,259	4,837	3,444	3,462	4,828	3,112	4,177	23,620	191,529	209,450	18,965
Education	39,546	117,786	83,239	31,219	76,636	60,738	45,221	99,442	156,550	63,334	125,544	132,885
<b>Presidential Total</b>	<b>5,866,607</b>	<b>11,852,111</b>	<b>9,080,661</b>	<b>8,717,087</b>	<b>10,300,056</b>	<b>9,350,560</b>	<b>8,037,869</b>	<b>8,030,014</b>	<b>8,297,748</b>	<b>11,033,511</b>	<b>7,954,375</b>	<b>9,413,143</b>
Bush	822,004	547,733	431,223	203,154	202,047	775,298	434,768	574,350	640,156	682,074	790,791	1,194,313
GWB	2,122,654	5,875,127	3,193,282	4,078,859	3,030,163	3,319,777	2,771,705	2,951,220	2,587,903	5,417,907	3,055,709	3,537,755
Carter	567,260	759,768	273,203	349,640	1,270,498	419,435	512,661	398,437	256,631	435,574	363,388	778,523
Clinton	267,141	552,392	629,270	536,590	631,902	611,740	588,128	639,439	842,892	692,418	496,171	466,824
Eisenhower	74,971	286,910	194,252	396,330	332,755	264,575	354,212	187,969	277,502	161,835	67,428	189,877
Ford Library	103,680	132,765	123,132	102,089	59,053	42,643	77,841	75,764	38,976	69,822	82,462	62,638

Ford Museum	41,900	40,241	39,988	66,343	544,346	256,317	229,395	739,488	343,011	205,764	141,304	180,741
Hoover	163,612	155,506	145,741	163,501	141,485	192,664	166,226	184,554	127,124	98,927	84,402	91,885
Johnson	391,319	774,611	937,542	782,826	683,845	772,247	878,130	662,159	556,691	668,786	454,300	441,285
Nixon	701,033	1,441,520	1,088,597	882,824	1,395,789	992,378	1,043,591	635,891	1,617,944	1,087,030	917,967	868,045
Reagan	218,505	281,811	1,006,537	456,336	1,082,482	927,866	389,154	500,821	480,744	906,235	936,467	1,000,295
Roosevelt	156,288	361,050	482,541	289,817	453,921	355,984	246,554	223,834	332,540	366,859	274,234	220,571
Truman	236,240	642,677	535,353	408,778	471,770	419,636	345,504	256,088	195,634	240,280	289,752	380,391
<b>Regional Total</b>	<b>758,210</b>	<b>806,209</b>	<b>874,813</b>	<b>839,977</b>	<b>560,745</b>	<b>557,950</b>	<b>880,507</b>	<b>672,056</b>	<b>1,018,817</b>	<b>870,362</b>	<b>596,311</b>	<b>595,228</b>
Atlanta	17,885	40,901	44,397	14,356	18,710	22,803	52,439	41,943	60,425	45,146	15,558	34,545
Boston	436,440	423,569	376,373	553,075	285,235	248,979	227,752	277,154	551,272	360,322	292,331	328,161
Chicago	55,517	63,398	56,445	27,372	41,442	59,129	111,358	29,806	49,664	38,449	31,534	34,517
Denver	2,213	6,336	18,706	47,056	26,147	22,517	55,791	31,803	42,981	97,709	29,371	6,002
Fort Worth	51,770	40,012	45,851	20,543	29,406	30,427	112,397	76,637	63,538	71,279	55,900	52,467
Kansas City	58,199	104,890	178,213	36,391	35,779	39,001	54,935	61,047	60,877	108,384	23,348	42,495
New York	34,755	27,739	26,719	16,337	46,698	32,174	81,612	27,349	69,152	25,954	25,808	21,289
Philadelphia	62,026	53,154	89,192	33,632	22,814	17,271	30,056	24,872	20,401	49,882	25,467	23,569
Riverside	11,185	23,779	24,711	72,664	37,064	72,512	97,358	68,383	61,270	36,487	42,416	20,571
Seattle	22,593	5,907	6,244	10,909	7,255	9,509	35,500	22,122	23,016	24,287	20,147	15,230
St. Louis	5,627	16,524	7,962	7,642	10,195	3,628	21,309	10,940	16,221	12,463	34,431	16,382

## APPENDIX IV.B: Facebook Monthly Active Users

Defined by Facebook as the number of people who have interacted with or viewed your Page or its posts (fans+non-fans). (A+P+R = Agency, Regional & Presidential totals.)

	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Jan
<b>Monthly Total (A+P+R)</b>	<b>2,992,847</b>	<b>5,320,979</b>	<b>4,022,864</b>	<b>3,589,138</b>	<b>4,457,420</b>	<b>4,847,260</b>	<b>4,089,666</b>	<b>3,398,503</b>	<b>3,199,967</b>	<b>4,794,453</b>	<b>3,498,585</b>	<b>3,781,645</b>
<b>Agency-Wide Total</b>	<b>1,125,504</b>	<b>1,002,669</b>	<b>935,800</b>	<b>431,483</b>	<b>645,878</b>	<b>1,740,095</b>	<b>1,545,579</b>	<b>957,696</b>	<b>528,760</b>	<b>929,657</b>	<b>1,034,302</b>	<b>800,734</b>
US National Archives	856,326	638,812	587,742	252,235	372,419	1,494,355	1,293,125	596,571	356,759	627,932	686,383	524,066
Afro-American HS	15,002	17,712	8,833	8,303	1,852	5,432	1,820	4,969	1,760	2,243	747	10,151
Assembly	175	218	133	55	38	324	2,141	13	16	20	40	63
Archival Recovery	8,828	11,909	14,426	16,059	32,689	11,867	18,203	19,700	10,965	9,256	15,001	10,402
Constitution	11,840	32,887	11,388	6,071	3,023	6,327	2,851	27,874	3,745	9,883	3,450	6,710
Federal Register	1,505	1,316	1,518	801	756	932	1,086	918	849	2,147	1,328	3,402
Federal Records Centers	753	1,202	540	322	54	438	580	181	253	186	133	181
Applied Research	2,689	4,340	2,765	2,055	1,299	1,382	413	1,910	1,353	920	1,799	1,835
NHPRC	96,030	68,582	93,046	25,532	108,402	69,292	36,884	172,713	48,513	49,625	38,751	66,646
Noon Lectures	764	727	873	791	657	55	27	72	61	843	678	687
Preservation	63,739	89,038	17,570	58,858	15,687	38,085	110,708	14,412	19,634	65,924	87,246	63,067
Research	13,145	15,710	3,063	10,513	6,510	38,501	11,358	15,490	5,904	10,276	20,977	9,596
SNAC												
Today's Document	42,961	98,903	167,156	38,560	69,968	47,283	51,401	77,754	33,492	51,316	73,425	57,880
Students and Interns	1,008	1,269	1,173	783	895	1,398	293	713	1,171	464	1,254	468
Electoral College	1,842	4,816	1,857	1,091	1,758	2,225	1,408	2,082	9,169	81,653	58,697	5,704
Education	8,897	15,228	23,717	9,454	29,871	22,199	13,281	22,324	35,116	16,969	44,393	39,876
<b>Presidential Total</b>	<b>1,732,505</b>	<b>4,110,705</b>	<b>2,822,097</b>	<b>2,839,269</b>	<b>3,666,353</b>	<b>2,989,845</b>	<b>2,347,304</b>	<b>2,338,664</b>	<b>2,464,474</b>	<b>3,683,868</b>	<b>2,294,579</b>	<b>2,856,464</b>
Bush	324,495	146,131	167,126	68,696	72,833	360,795	128,892	203,033	200,442	238,126	263,481	543,521
GWB	420,830	2,181,743	788,354	1,188,426	680,426	783,508	486,416	596,571	503,873	1,810,528	654,373	784,474
Carter	233,420	288,153	117,003	131,823	690,719	187,448	240,843	158,336	89,318	172,251	151,464	277,098
Clinton	120,980	226,971	309,646	232,172	236,016	266,341	212,767	206,179	272,392	268,372	185,426	157,884
Eisenhower	28,819	102,682	65,027	212,675	127,302	99,377	149,034	72,080	91,072	52,733	29,142	74,541
Ford Library	21,470	54,279	42,347	39,898	20,493	13,845	28,571	31,886	9,823	20,255	25,101	18,711

Ford Museum	14,271	10,503	17,056	24,771	272,166	107,265	90,247	286,632	133,997	84,050	57,462	70,750
Hoover	30,645	33,650	41,786	51,436	54,119	65,496	48,656	69,707	31,895	26,847	28,961	34,739
Johnson	129,501	228,432	309,613	260,256	229,477	243,174	315,179	196,901	162,814	217,994	182,812	168,126
Nixon	220,271	463,947	311,076	281,666	471,321	298,740	346,250	208,550	664,420	374,685	302,190	264,401
Reagan	56,418	126,652	325,465	113,342	354,199	262,880	100,107	134,498	106,424	223,781	236,064	231,871
Roosevelt	53,862	80,555	167,032	71,684	211,177	109,585	87,731	76,181	128,430	99,005	76,315	74,004
Truman	77,523	167,007	160,566	162,424	246,105	191,391	112,611	98,110	69,574	95,241	101,788	156,344
<b>Regional Total</b>	<b>134,838</b>	<b>207,605</b>	<b>264,967</b>	<b>318,386</b>	<b>145,189</b>	<b>117,320</b>	<b>196,783</b>	<b>102,143</b>	<b>206,733</b>	<b>180,928</b>	<b>169,704</b>	<b>124,447</b>
Atlanta	7,053	10,066	7,822	6,442	7,270	5,557	10,302	8,351	7,561	10,363	4,607	8,730
Boston	71,921	110,300	96,804	236,783	48,544	44,224	48,912	26,316	102,277	34,086	78,081	47,848
Chicago	8,034	8,059	8,618	5,783	11,968	13,202	15,035	6,365	6,774	6,787	7,692	10,155
Denver	1,138	2,487	4,935	16,767	11,631	7,591	21,539	11,741	17,773	52,349	12,470	2,202
Fort Worth	6,710	9,555	7,880	5,689	12,015	7,573	22,721	10,131	11,483	9,277	12,793	14,646
Kansas City	6,403	28,154	87,002	5,890	11,395	7,804	7,593	4,704	3,982	23,130	6,045	10,297
New York	7,815	9,423	7,354	5,361	19,547	9,639	34,401	7,426	27,740	6,674	8,804	7,327
Philadelphia	16177	12,809	34,056	14,844	8,226	6,480	9,731	6,704	6,087	18,822	7,897	6,646
Riverside	3,032	9,673	4,859	14,519	7,086	10,809	14,131	5,827	11,560	11,160	10,620	4,724
Seattle	4,578	2,395	2,963	3,783	2,332	2,531	6,262	10,458	6,132	3,702	7,788	4,460
St. Louis	1,977	4,684	2,674	2,525	5,175	1,910	6,156	4,120	5,364	4,578	12,907	7,412

## APPENDIX V: Twitter Followers (Cumulative)

	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
archivespres	4,611	4,677	4,733	4,815	4,935	5,000	5,149	5,252	5,347	5,441	5,567	5,770
dferrero	3,592	3,631	3,652	3,678	3,712	3,769	3,812	3,838	3,883	3,922	3,946	4,017
Discovercivwar	7,375	7,670	7,880	7,922	7,913	7,897	7,887	7,872	7,856	7,844	7,828	7,801
DocsTeach	8,636	8,866	9,065	9,339	9,813	10,104	10,489	10,842	11,107	11,496	11,733	12,274
ElectoralCollge	2,421	2,473	2,500	2,538	2,578	2,614	2,673	2,722	2,909	7,154	15,391	15,261
FedRegister	9,345	9,446	9,519	9,627	9,733	9,832	10,022	10,140	10,266	10,785	11,152	11,829

FOIA_Ombuds	477	541	581	623	693	737	774	815	850	933	963	1,077
NARAMediaLabs	1,553	1,593	1,629	1,656	1,702	1,724	1,761	1,784	1,808	1,825	1,854	1,917
NARA_RecMgmt	5,982	6,006	6,047	6,062	6,080	6,086	6,150	6,191	6,242	6,335	6,431	6,579
SNAC	109	112	126	139	144	148	157	159	161	166	172	184
TodaysDocument	28,609	29,251	29,680	30,187	30,769	31,241	31,949	32,616	33,198	33,955	34,674	36,143
USNatArchives	88,464	90,144	91,112	92,533	94,071	95,363	97,098	99,280	101,795	107,575	111,784	133,245
ThisisArchives	2,396	2,556	2,678	2,809	1,656	3,122	3,288	3,425	3,565	3,668	3,712	4,163
Bush41library	26,158	26,609	26,977	27,553	28,089	28,529	29,074	29,510	29,910	30,604	31,065	33,545
CarterLibrary	16,331	16,797	17,202	17,841	18,712	19,608	20,602	21,440	22,142	23,289	24,387	28,907
IkeLibrary	10,154	10,483	10,712	11,112	11,610	12,080	12,609	13,062	13,520	14,345	14,928	17,025
FDRLibrary	9,835	10,188	10,471	10,952	11,601	12,108	12,728	13,260	13,745	14,461	15,075	17,026
GWBLibrary	15,576	15,921	16,076	16,294	16,887	17,379	17,840	18,317	18,757	19,690	20,200	23,773
IkeandHarry2012	659	663	664	661	662	662	665	663	662	664	670	668
HooverPresLib	285	366	432	501	646	794	976	1,112	1,236	1,417	1,571	2,032
JFKLibrary	37,953	38,487	38,909	39,642	40,427	41,097	41,860	42,467	42,899	44,134	44,763	47,100
LBJLibrary	12,263	12,612	12,913	13,469	13,951	14,367	14,926	15,352	15,775	16,437	16,919	18,982
NixonLibrary	520	709	796	947	1,160	1,381	1,840	2,081	2,294	2,616	2,918	3,626
RecordsofWomen										64		75
OurPresidents	18,083	18,583	18,969	19,508	20,151	20,759	21,432	22,009	22,571	23,617	24,470	27,804
Reagan_Library	2,709	3,216	3,387	3,661	4,070	4,504	5,054	5,442	5,759	6,401	6,817	8,378
TrumanLibrary	4,810	5,086	5,317	5,777	6,292	6,728	7,290	7,685	8,110	8,882	9,375	11,142
WJCLibrary	81,424	81,911	83,143	84,907	86,478	87,938	89,422	90,602	91,444	92,139	92,558	97,520
ArchivesNYC	31	49	89	112	132	159	192	213	293	338	378	436
atlantaarchives	1,605	1,612	1,618	1,615	1,617	1,616	1,625	1,627	1,633	1,645	1,658	1,695
Boston_archives	738	816	888	967	1,082	1,170	1,311	1,402	1,486	1,557	1,658	1,747
KCArchives	1,728	1,751	1,777	1,796	1,827	1,853	1,888	1,927	1,946	1,982	2,033	2,083
CongressArchive	3,688	3,808	3,878	4,031	4,233	4,403	4,653	4,854	5,032	5,344	5,638	6,067
NARAFRC	461	461	466	466	473	476	747	479	487	494	501	522
StLouisArchives	145	148	154	158	163	163	166	183	197	213	218	236
<b>TOTAL</b>	<b>408,726</b>	<b>417,242</b>	<b>424,040</b>	<b>433,898</b>	<b>444,062</b>	<b>455,411</b>	<b>467,836</b>	<b>478,623</b>	<b>488,885</b>	<b>511,432</b>	<b>533,007</b>	<b>590,649</b>

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

	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
<b>Page Views</b>	1,843	1,396	1,176	1,361								
<b>Track Downloads</b>	1,546	1,669	1,649	1,173								
<b>Subscriptions</b>	241	255	203	207								

## APPENDIX VII: Google+ Followers

	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
<b>Monthly Followers</b>	-526	-276	-732	-581	-999	-930	-644	-250	-250	-364	-39	-234
<b>Cumulative Followers</b>	342,498	342,222	341,490	340,909	339,910	338,980	338,336	338,086	337,836	337,472	337,433	337,199

## APPENDIX VIII: Pinterest Followers (Cumulative)

	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
<b>US National Archives</b>	4,964	5,028	5,074	5,126	5,225	5,299	5,363	5,395	5,427	5,474	5,495	5,558
<b>Our Presidents</b>	867	885	892	898	930	937	945	945	943	956	954	960

## APPENDIX IX: Instagram Followers (Cumulative)

	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
<b>US National Archives</b>	17,911	20,183	21,622	23,479	25,494	26,777	28,730	30,621	32,513	34,394	35,998	38,464
<b>Ike Library</b>	371	410	431	454	520	592	655	672	689	715	744	783
<b>Clinton Library</b>	1,719	2,418	2,739	2,857	3,125	3,308	3,565	4,107	4,650	5,533	5,897	6,581
<b>FDR Library</b>	396	479	520	558	685	774	882	933	985	1,050	1,105	1,192
<b>Bush 41 Library</b>	75	185	204	223	256	521	689	939	1,189	1,222	1,258	1,360
<b>Nixon Library</b>					3	45	97	131	165	224	295	383
<b>Carter Library</b>										64		104
<b>Reagan Library</b>	54	128	147	175	213	250	314	369	425	464	496	598

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

	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
<b>Channel Views</b>	26,597	26,807	26,962	27,160	27,345	27,455	28,112	28,308	28,504	28,777	28,916	29,156