

MARCH FY2017 OVERVIEW

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	101,330 Views	57,351 Visitors
Tumblr Blogs	13,728 Views	7,626 Visitors
Facebook	9,272,605 Impressions	2,888,571 Reach
National Archives YouTube Channel	324,508 Views	35,895 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	1,285,393 Views	12,101 Total Contacts
Instagram	--	54,249 Total Followers
Twitter (all NARA feeds)	--	616,685 Total Followers
FourSquare	1,223 New Check-ins	0 New Followers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2017 Views (To Date)	FY 2016 Views
Archives.gov Blogs	552,527	900,871
Tumblr Blogs	181,140	265,823
Facebook	73,797,964	144,274,204
National Archives YouTube Channel	1,982,098	2,449,503
Flickr (USNatArchives & ArchivesNews)	8,384,019	20,737,950

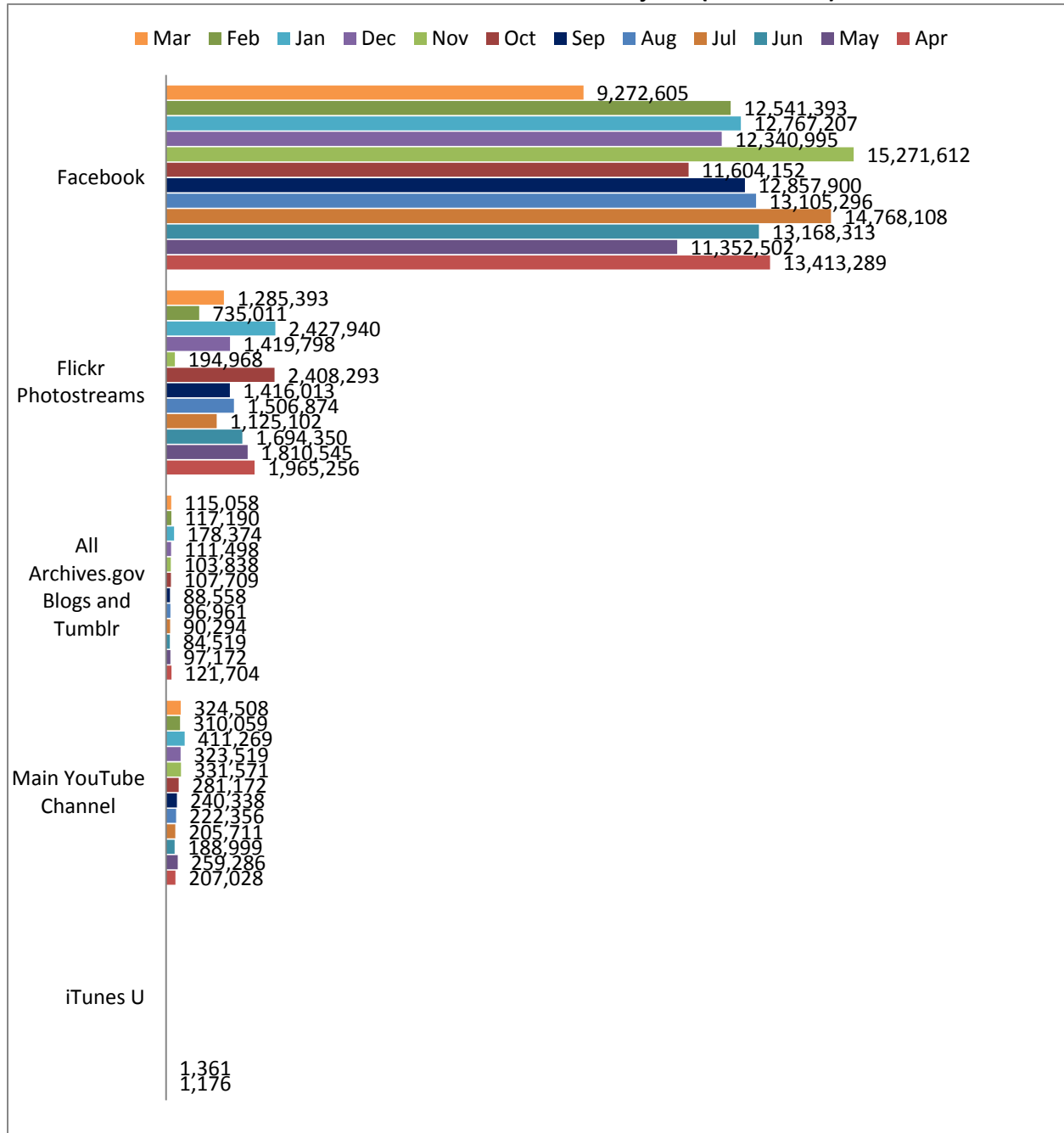
EXTERNAL BLOGS AND TUMBLR

- [AOTUS](#)
- [AOTUS Tumblr](#)
- [Annotation](#)
- [The Carter Chronicle](#)
- [Exhibits Tumblr](#)
- [FOIA Ombudsman](#)
- [In Roosevelt History](#)
- [NARAtions](#)
- [Records Express](#)
- [The Text Message](#)
- [TumblrWeed Times](#)
- [Today's Document Tumblr](#)
- [Transforming Classification \(PIDB\)](#)
- [The Federal Register](#)
- [The National Declassification Center](#)
- [NARA Tumblr](#)
- [Rediscovering Black History](#)
- [Prologue](#)
- [Nixon Library Tumblr](#)
- [Unwritten Record](#)
- [Our Presidents Tumblr](#)
- [Congress in the Archives Tumblr](#)
- [LBJ Time Machine Tumblr](#)
- [Preservation at NARA Tumblr](#)
- [Hoover Heads](#)
- [Education Updates](#)
- [FDR Tumblr](#)
- [Ford Library Tumblr](#)
- [Philadelphia Archives Tumblr](#)
- [Discovering LGBTQ History](#)

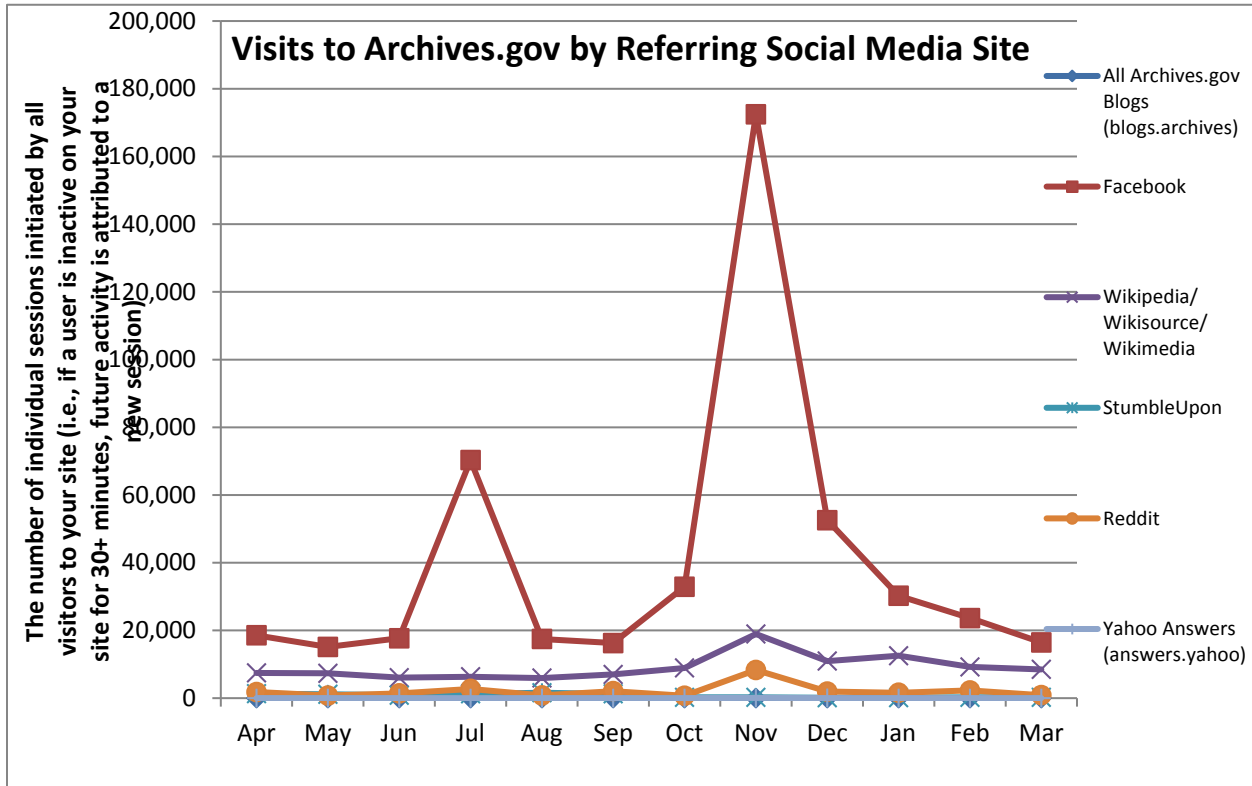
SOCIAL MEDIA TOOLBOX (Tools currently in use)

- 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)

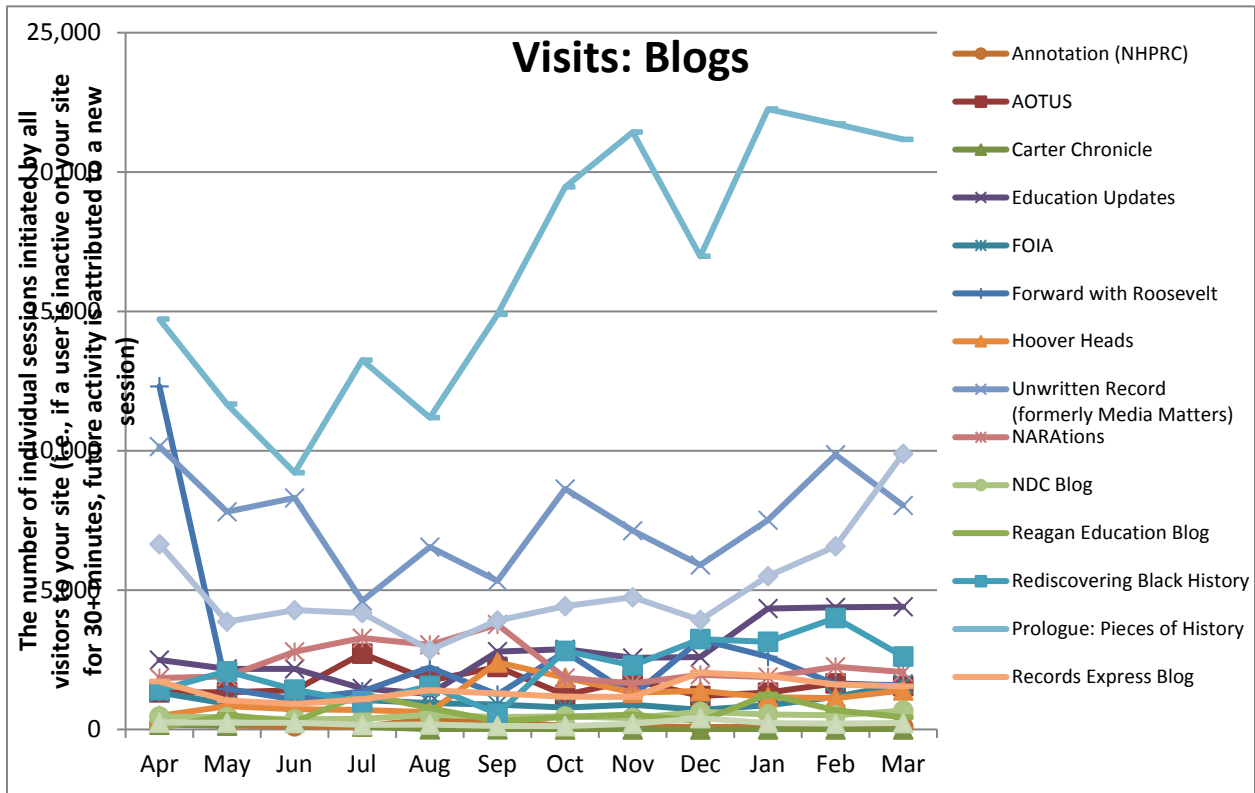


New External Social Media Projects: March Projects

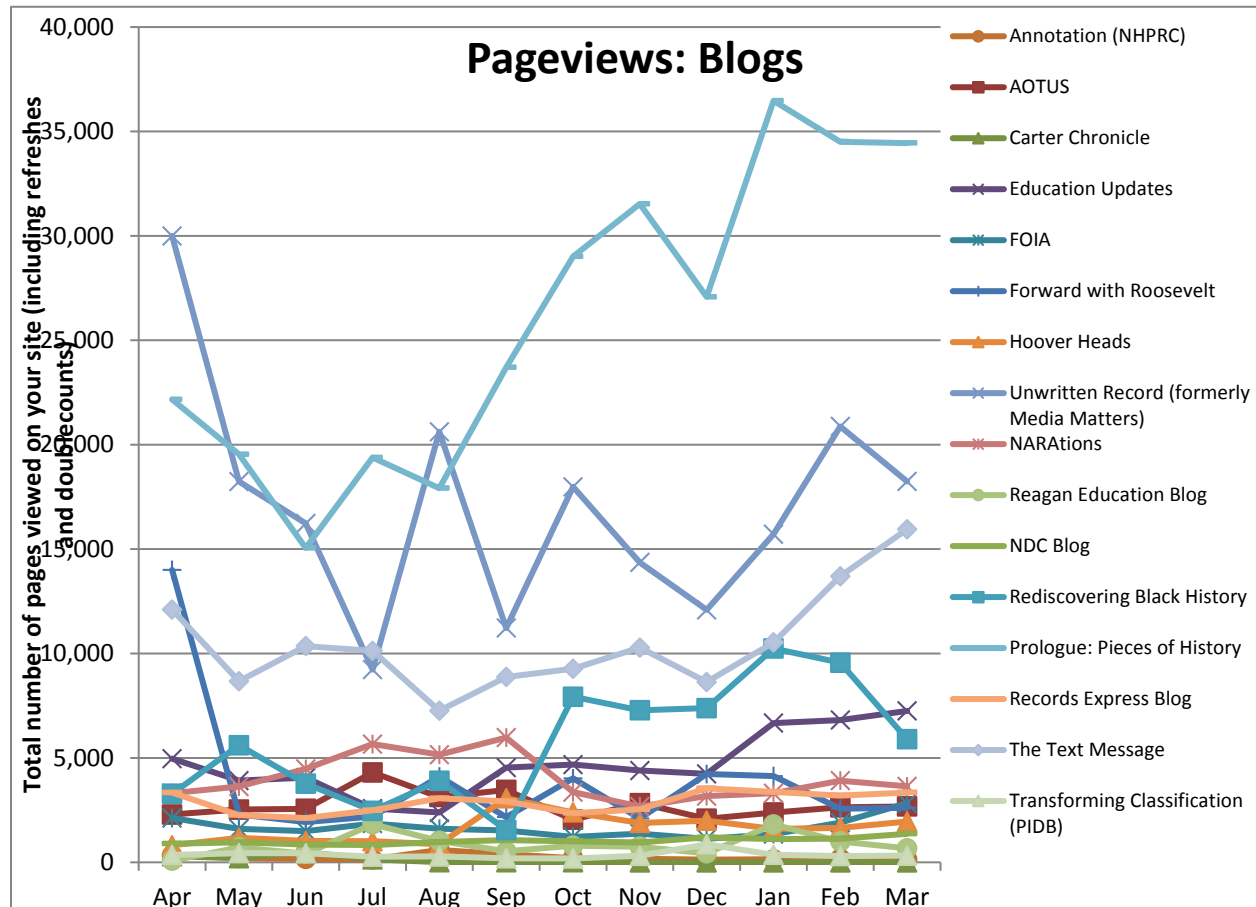
	Qzzr	Facebook	Giphy	Twitter	Pinterest	Tumblr	Blog	YouTube	Instagram
April						1	1	1	
May	1								
June					1	1			2
July									
August									
September			1						
October				1		1			1
November									
December									
January									
February									
March									

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

Blog Visits (Source: Appendix II.A)



Blog Pageviews (Source: Appendix II.B)

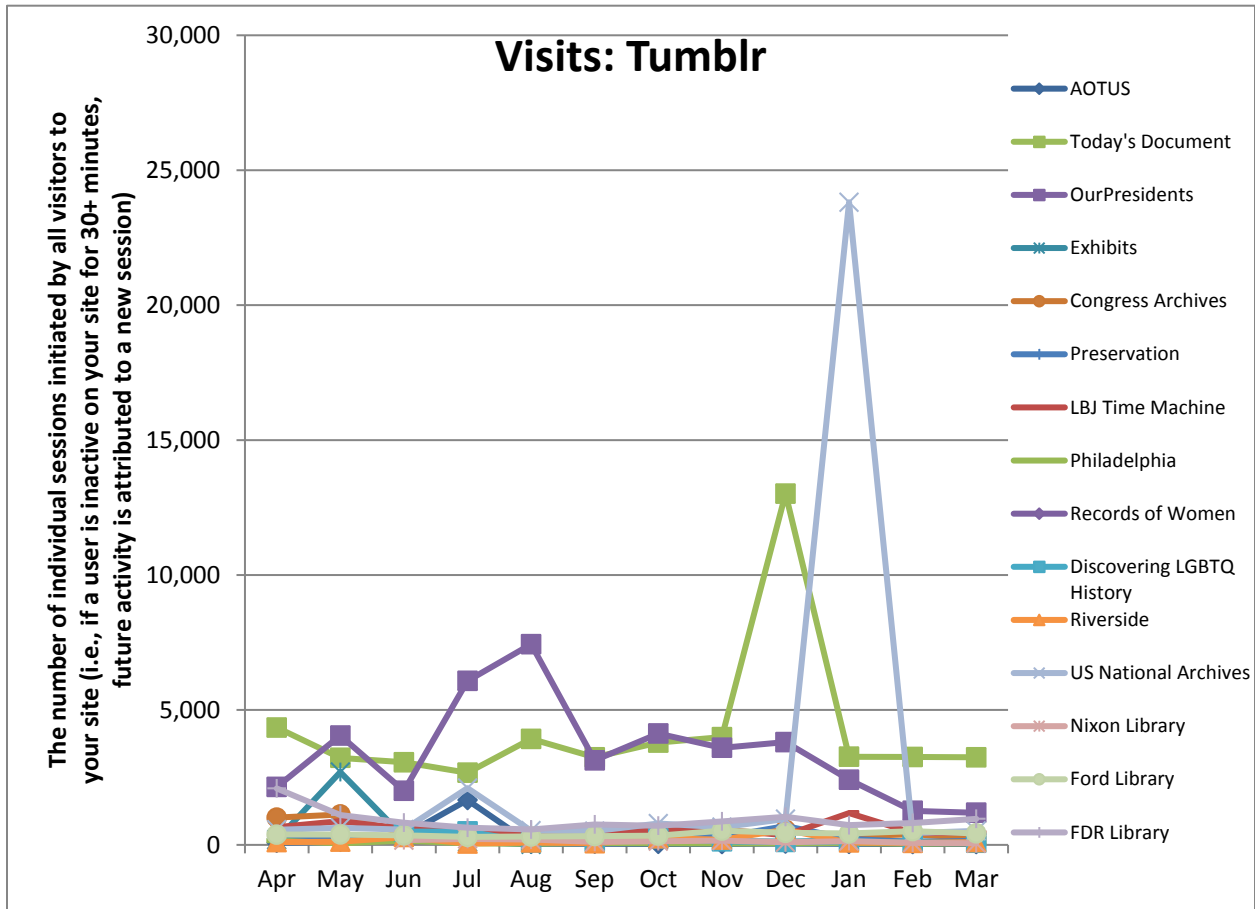


Top 5 Most Viewed Blog Posts in March 2017

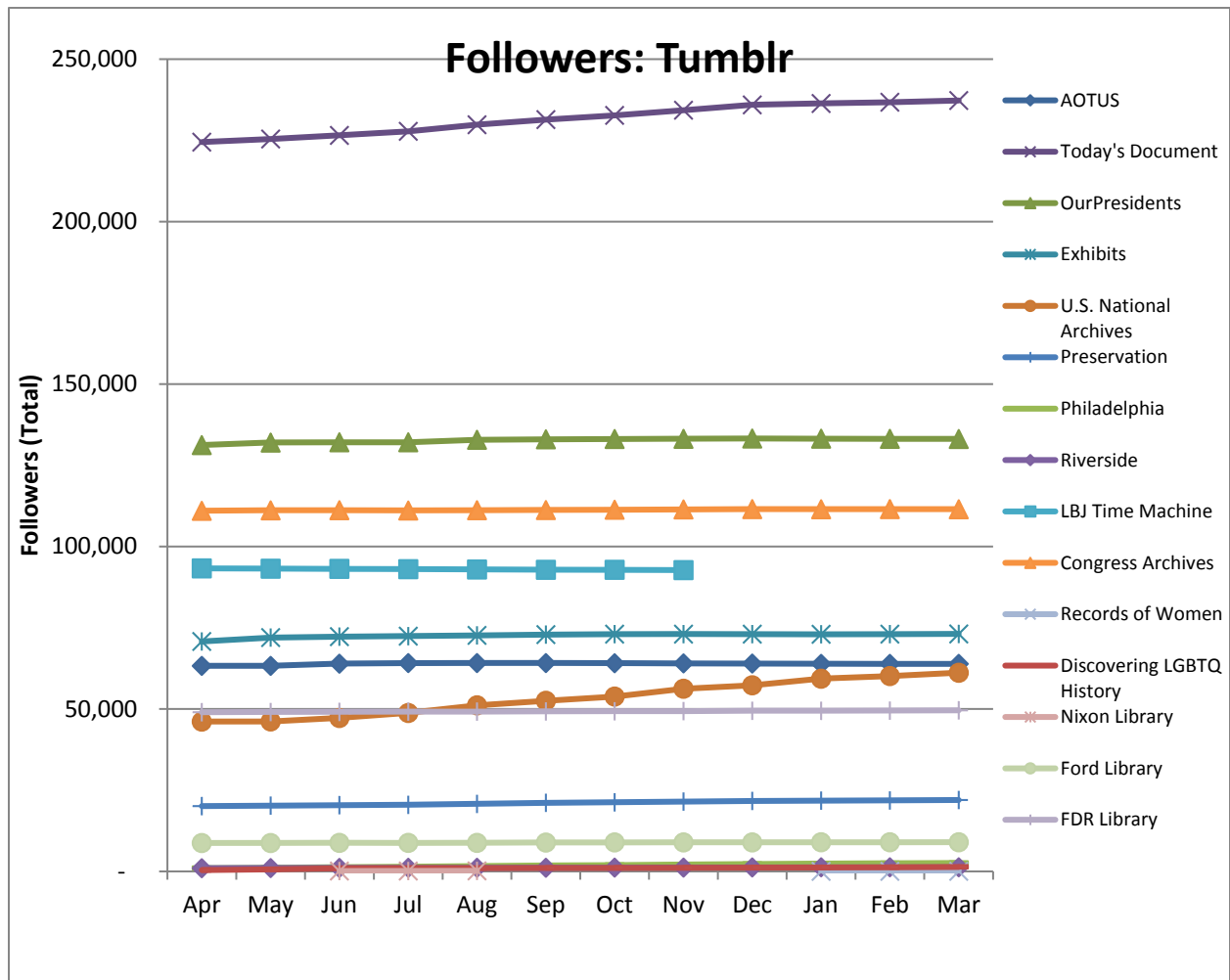
Blog	Pageviews	Post Title
The Text Message	2,751	Can a Souvenir Lead to the Slammer? The Denver Mint Weighs in on Elongated Coins
Pieces of History	2,471	SNAC: Connecting Archival Collections
Pieces of History	1,758	Prohibition and the Rise of the American Gangster
The Text Message	1,613	The Monuments Men and the Recovery of the Art in the Merkers Salt Mine April 1945
The Unwritten Record	1,079	Louis Zamperini: The Story of a True American Hero

Social Media Tools: Detail View – Tumblr

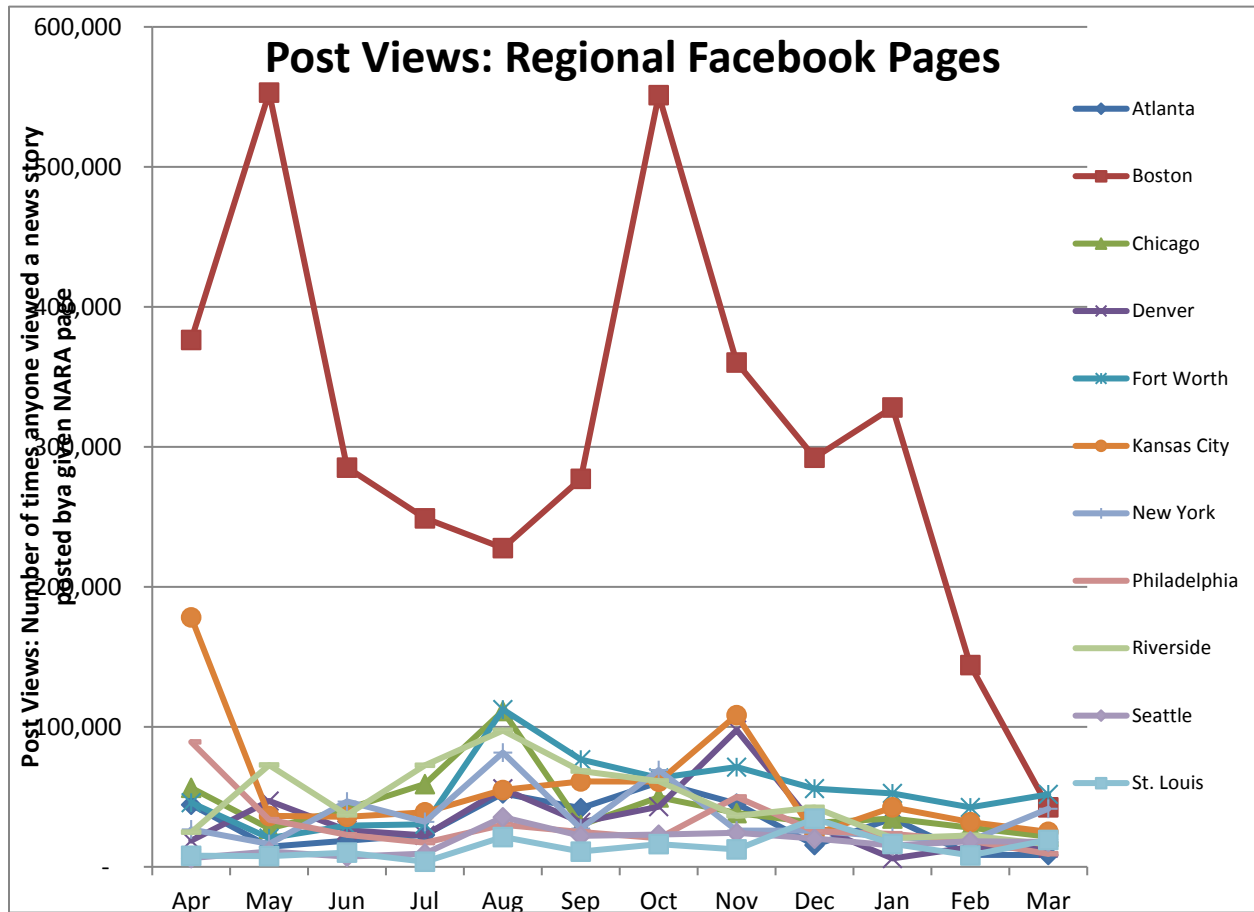
Tumblr Visits



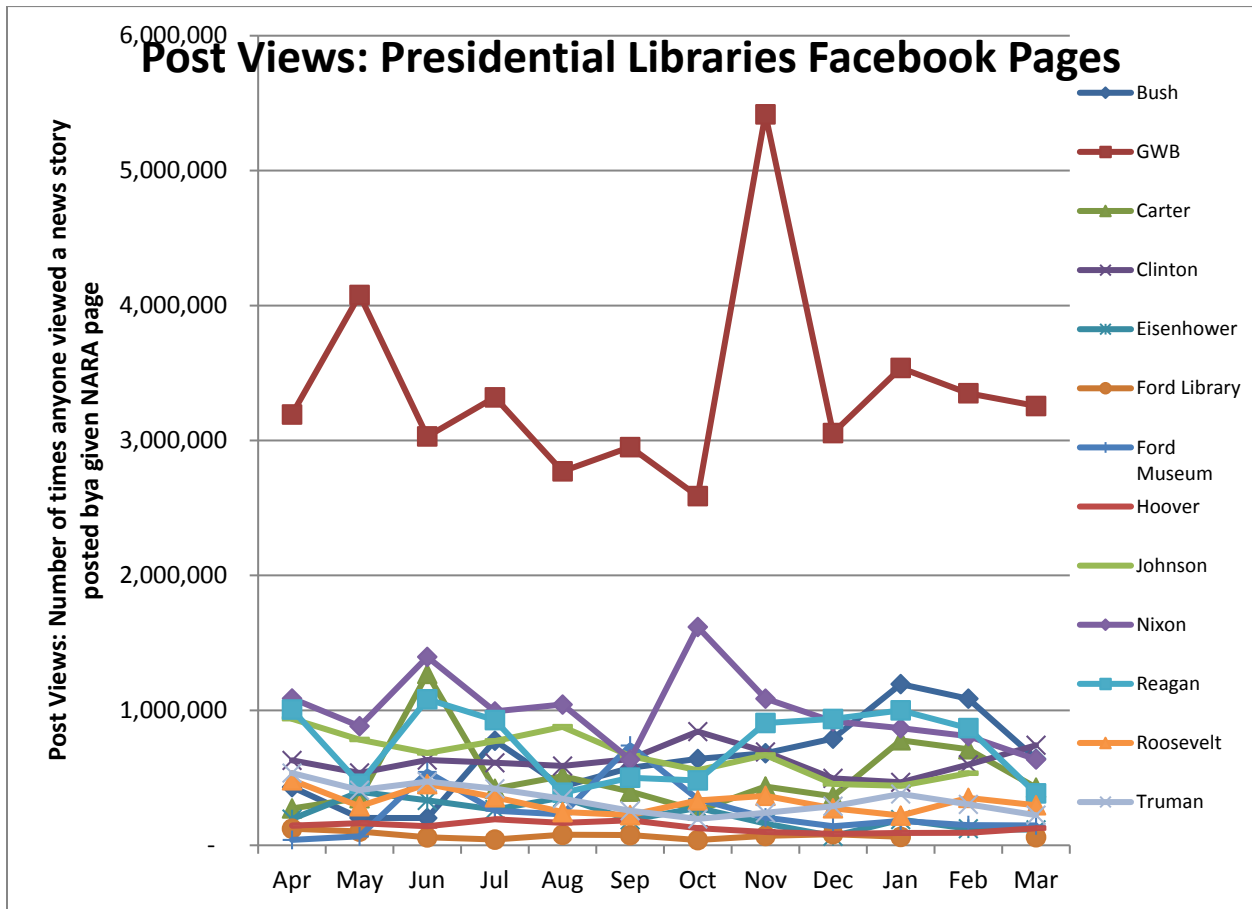
Followers on Tumblr (Source: Appendix IV)



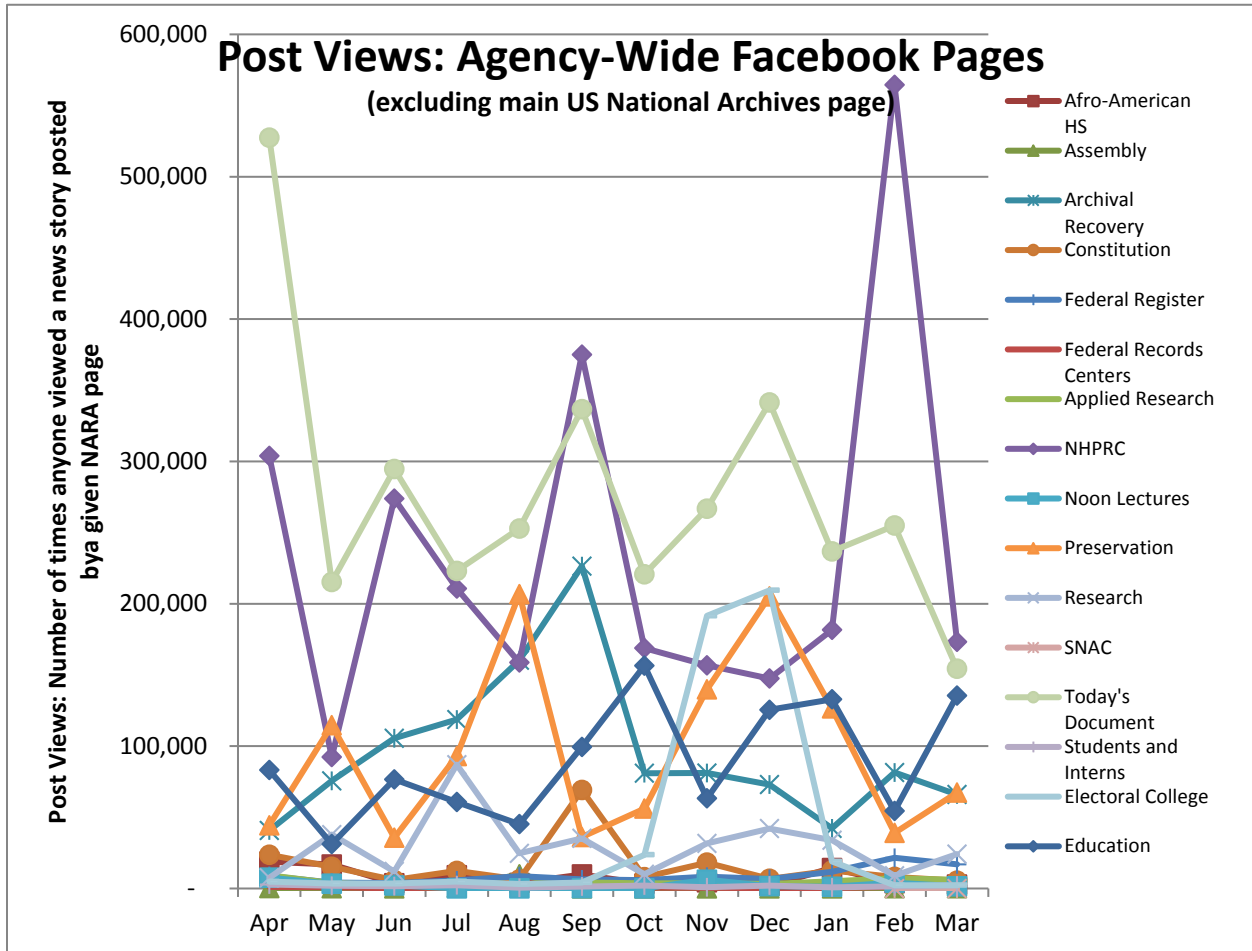
Social Media Tools: Detail View – Facebook
Post Views on Regional Pages (Source: Appendix IV.A)

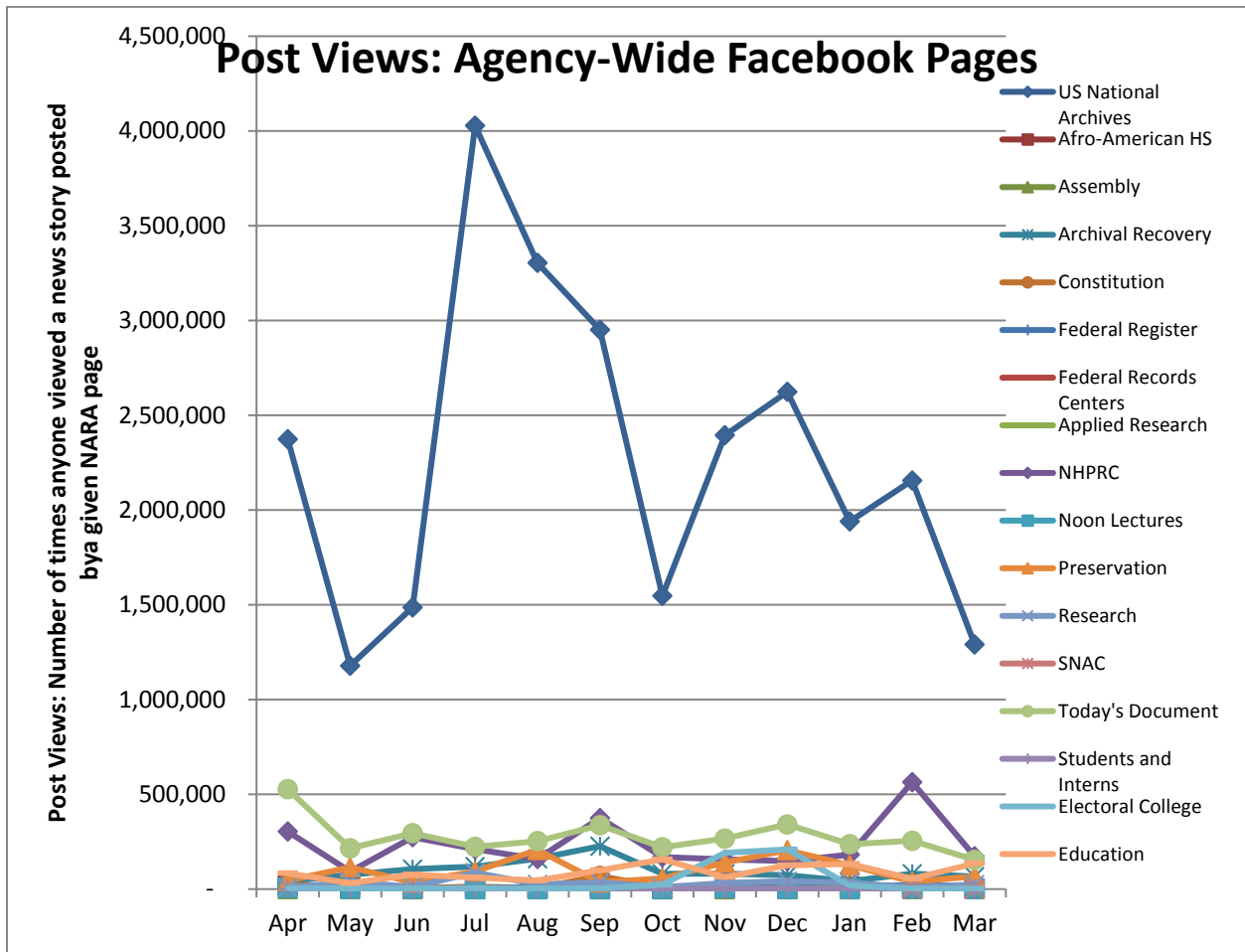


Post Views on Presidential Library Pages (Source: Appendix IV.A)

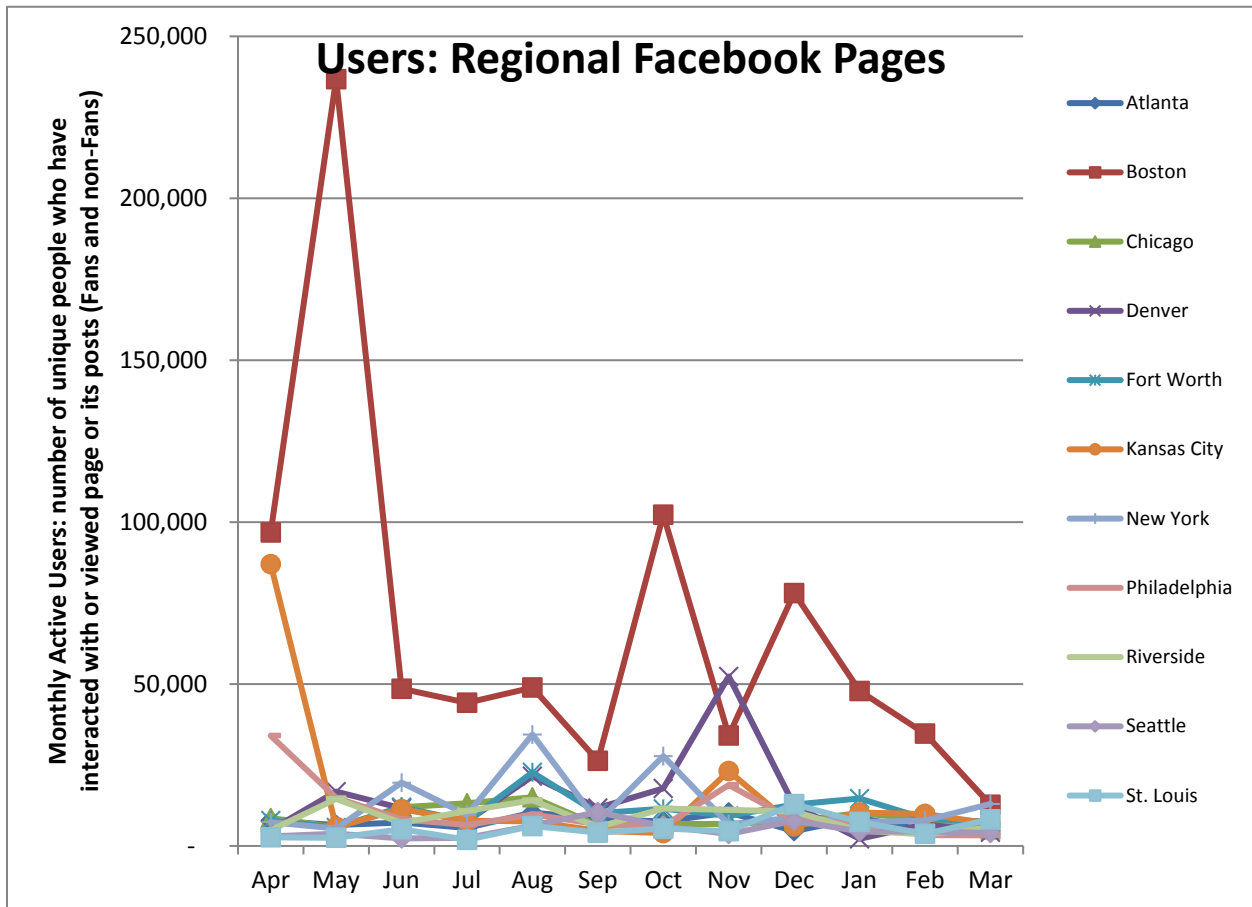


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

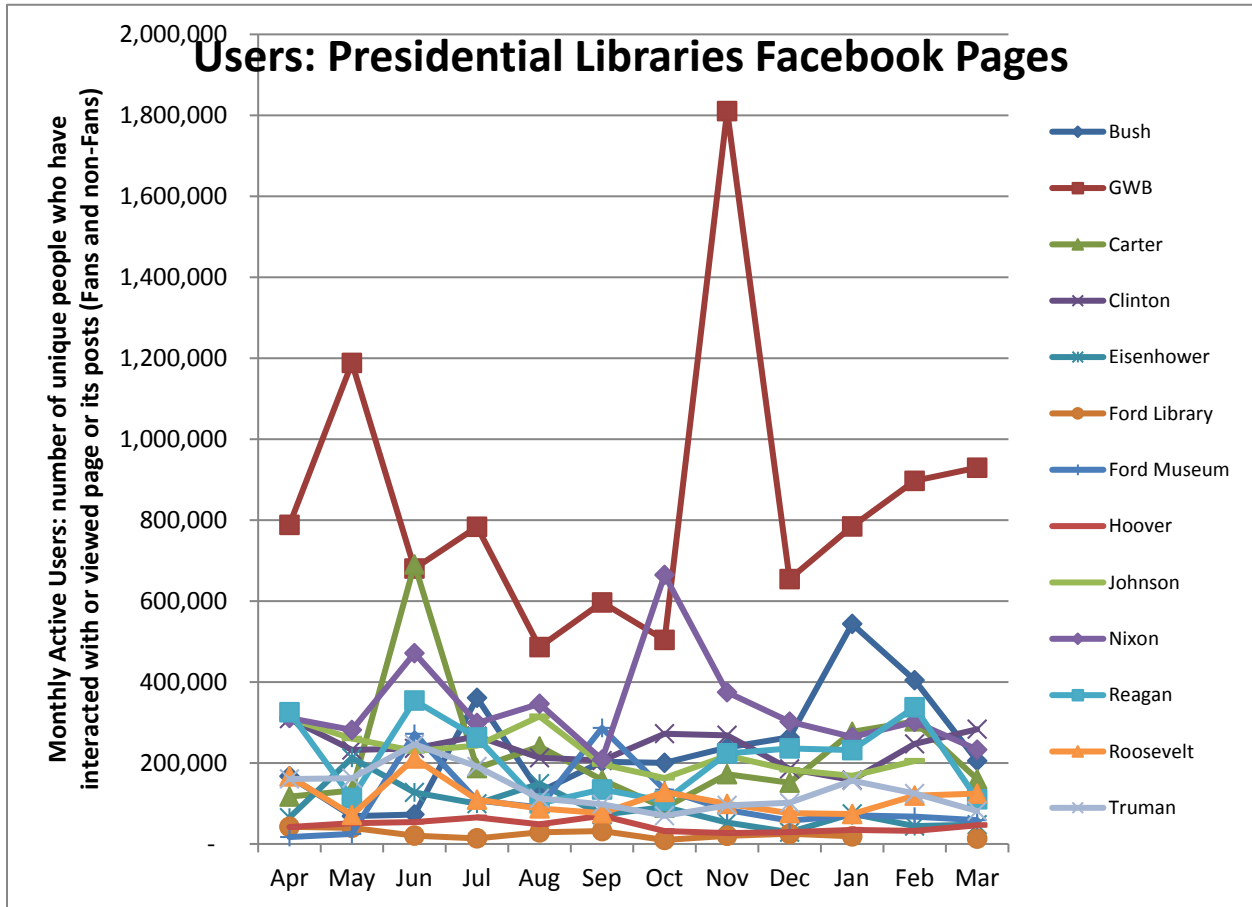




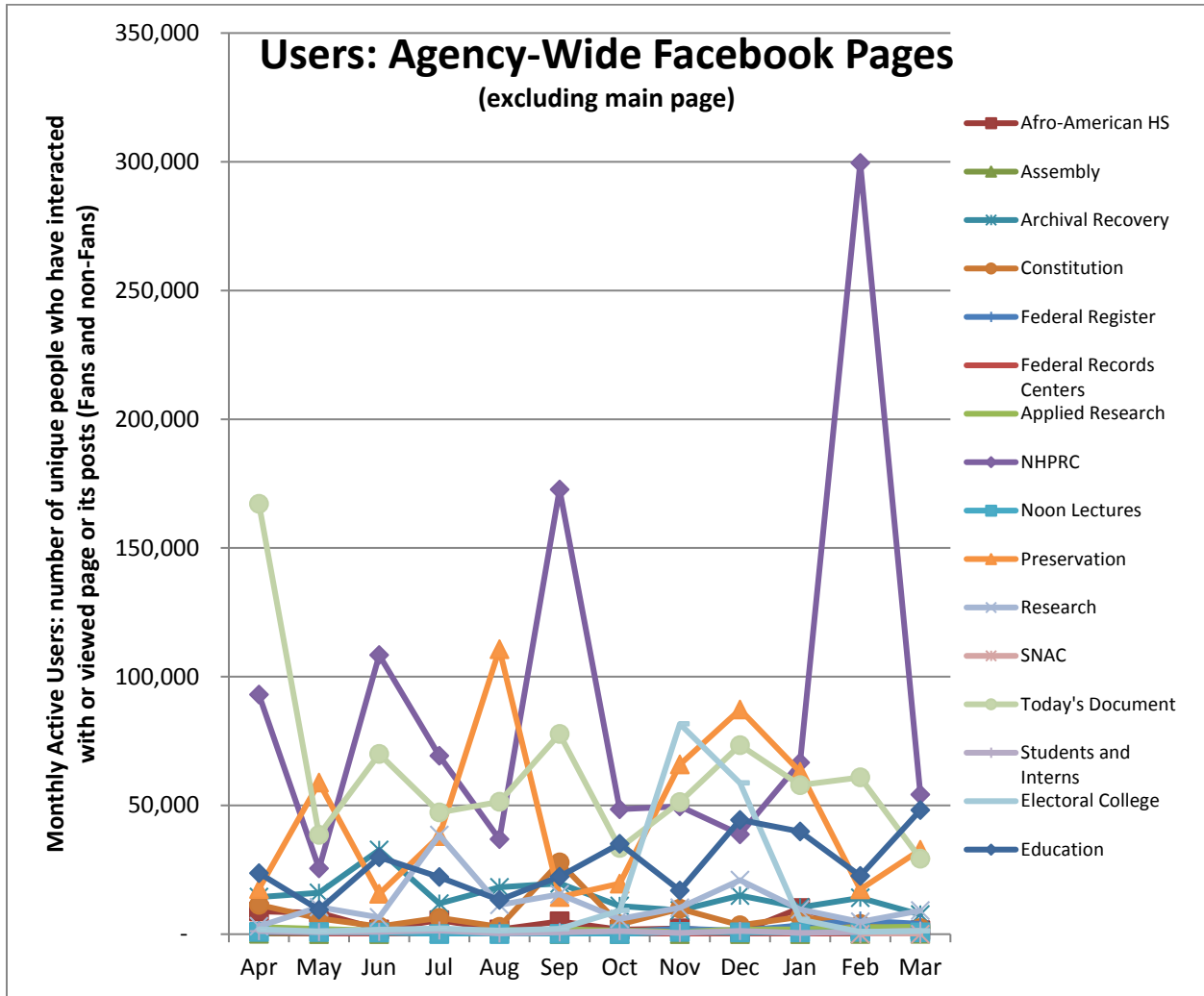
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

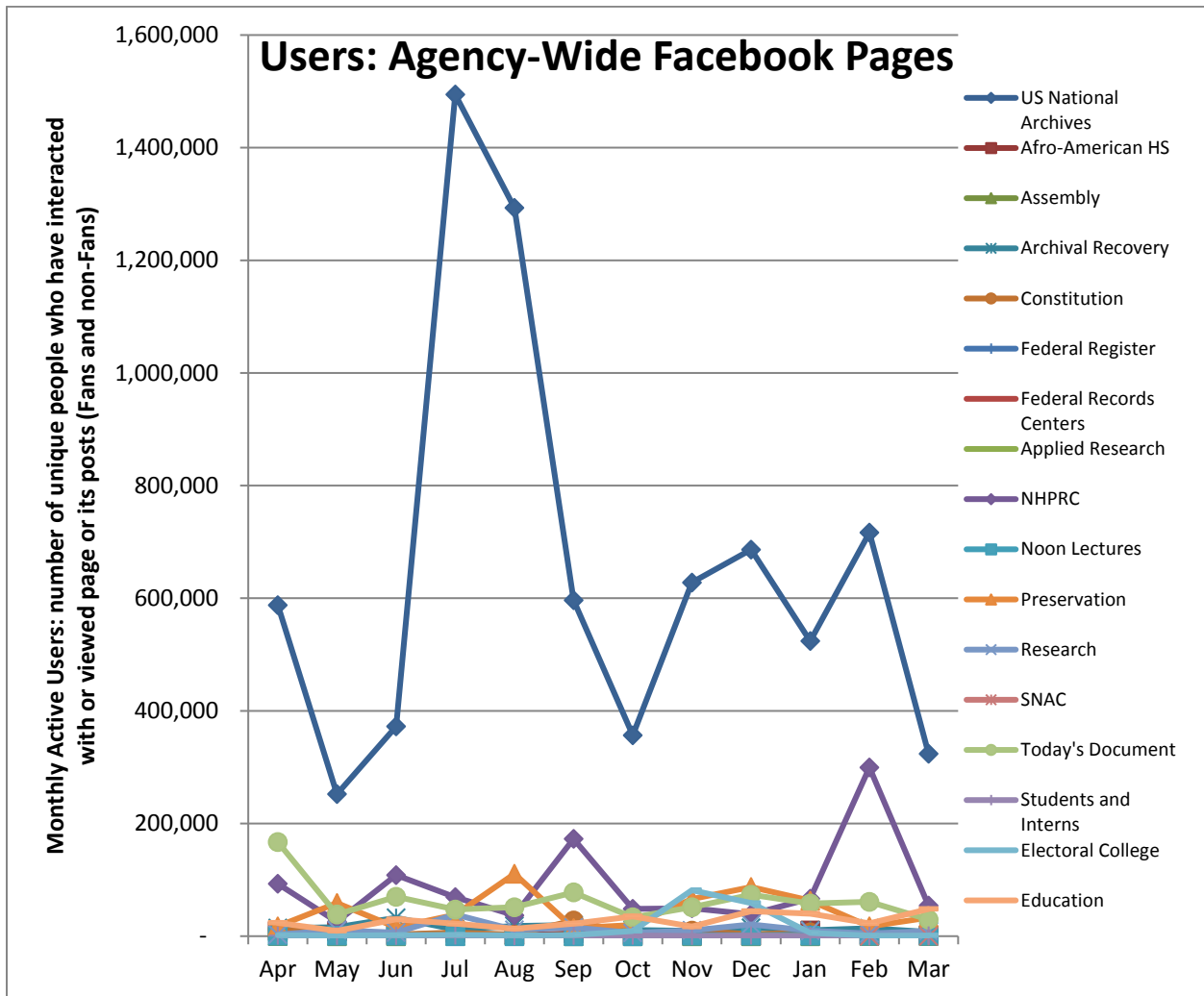


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



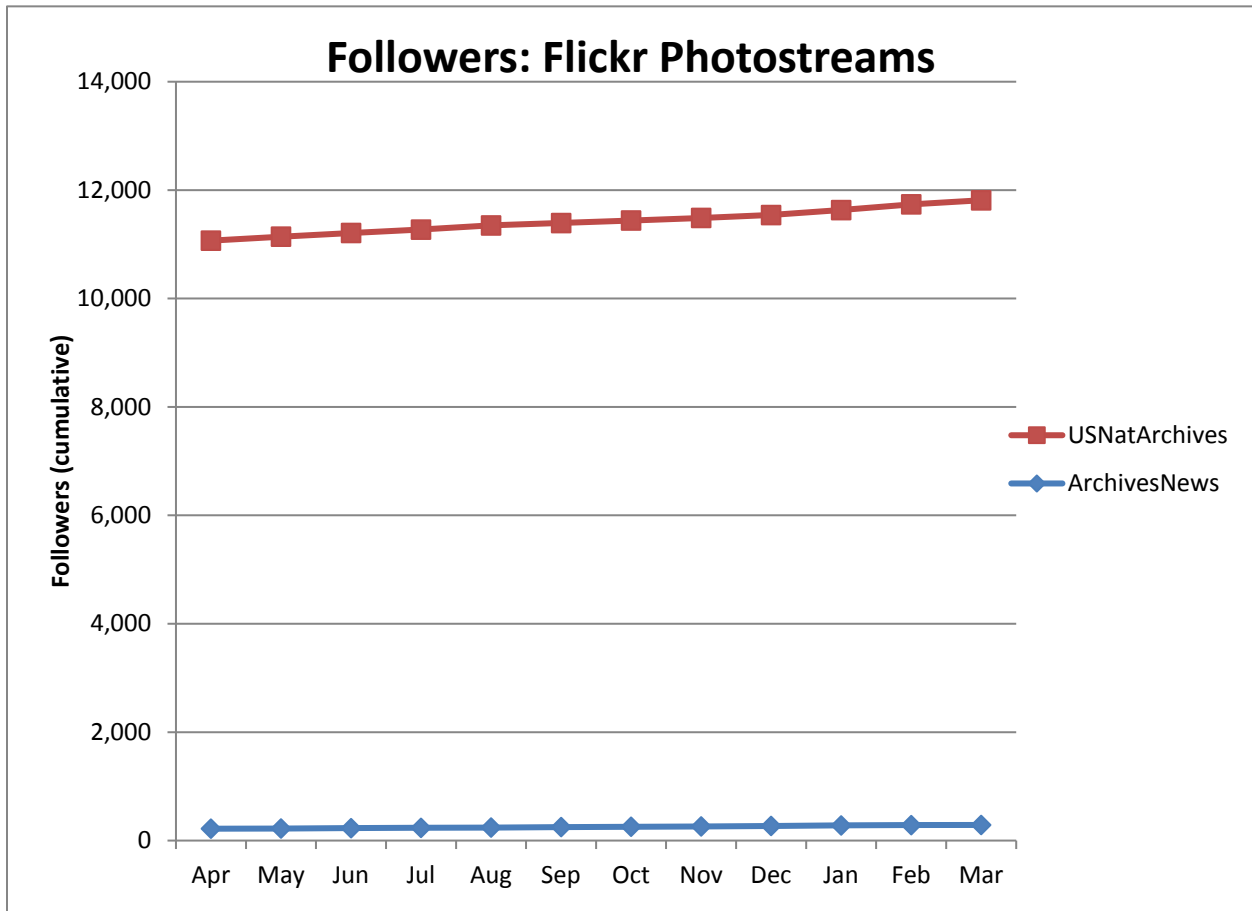
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



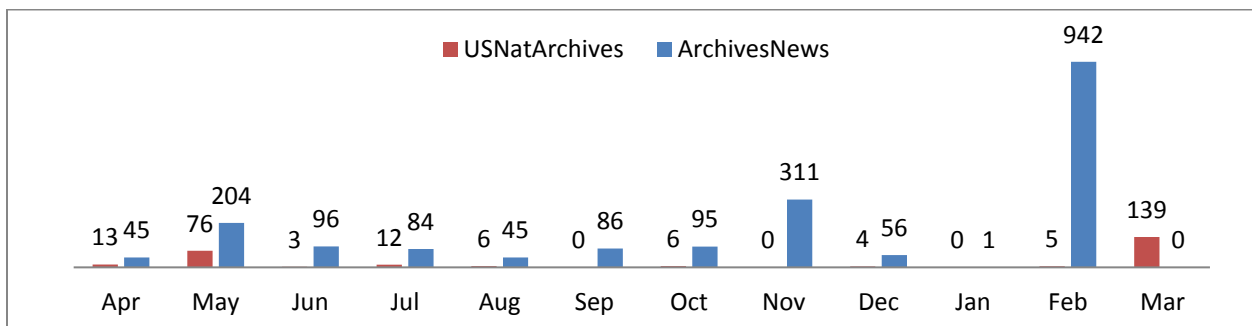


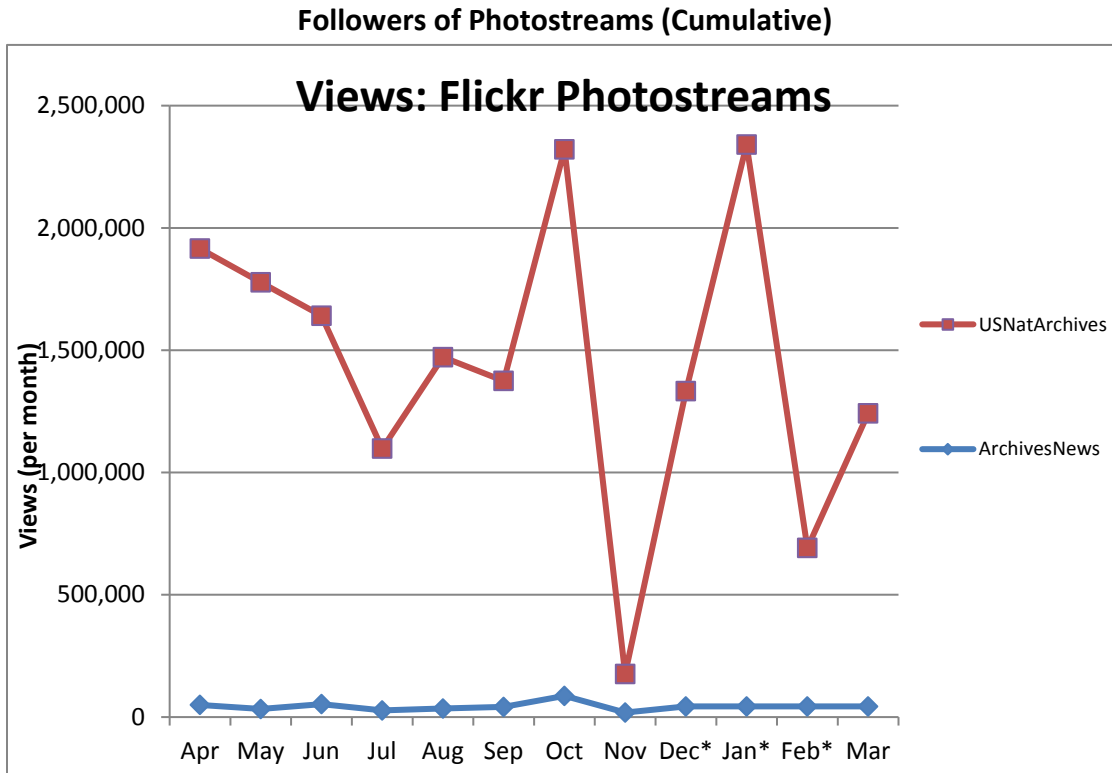
Social Media Tools: Detail View – Flickr

Views on Photostreams (Per Month)



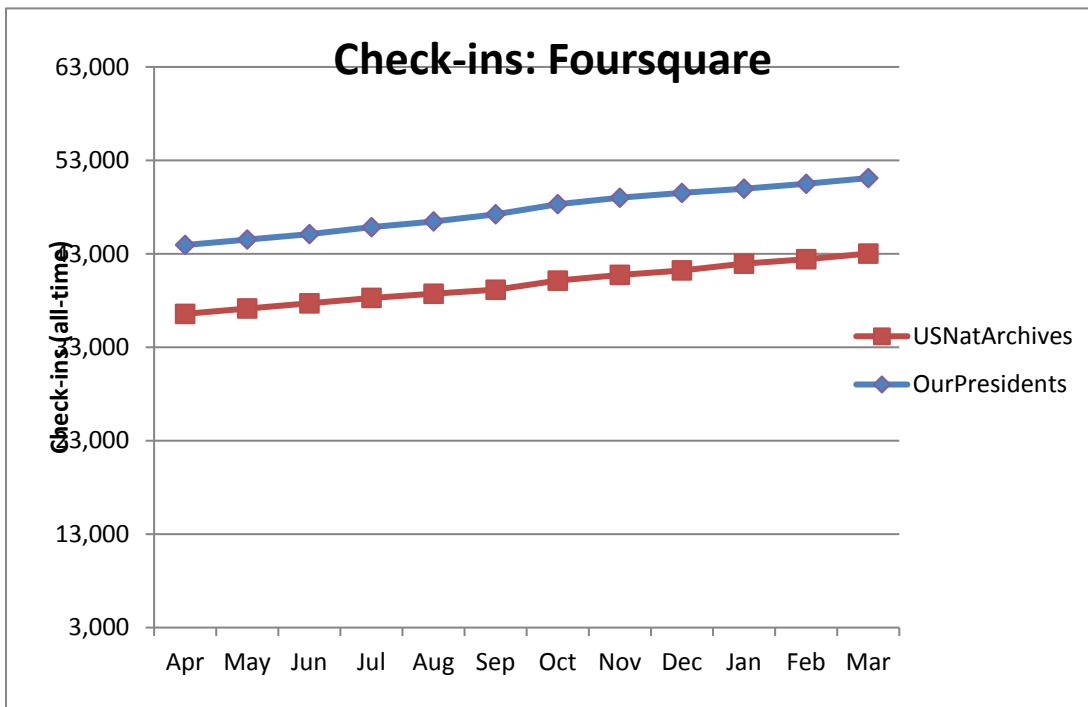
Photos Uploaded (Per Month)





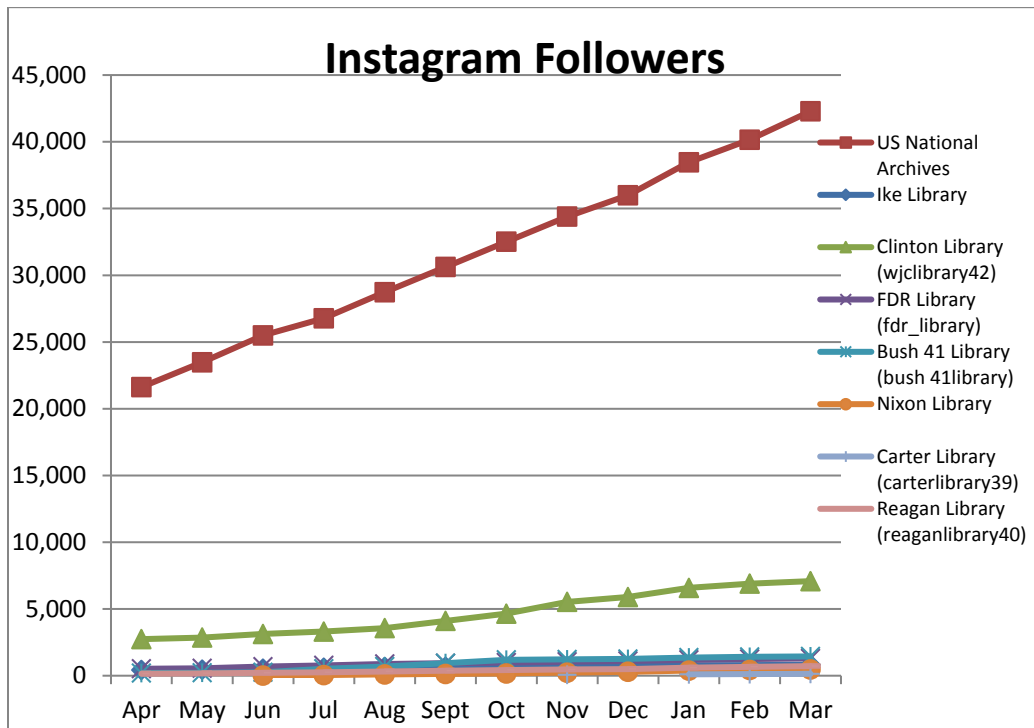
Social Media Tools: Detail View – Foursquare

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



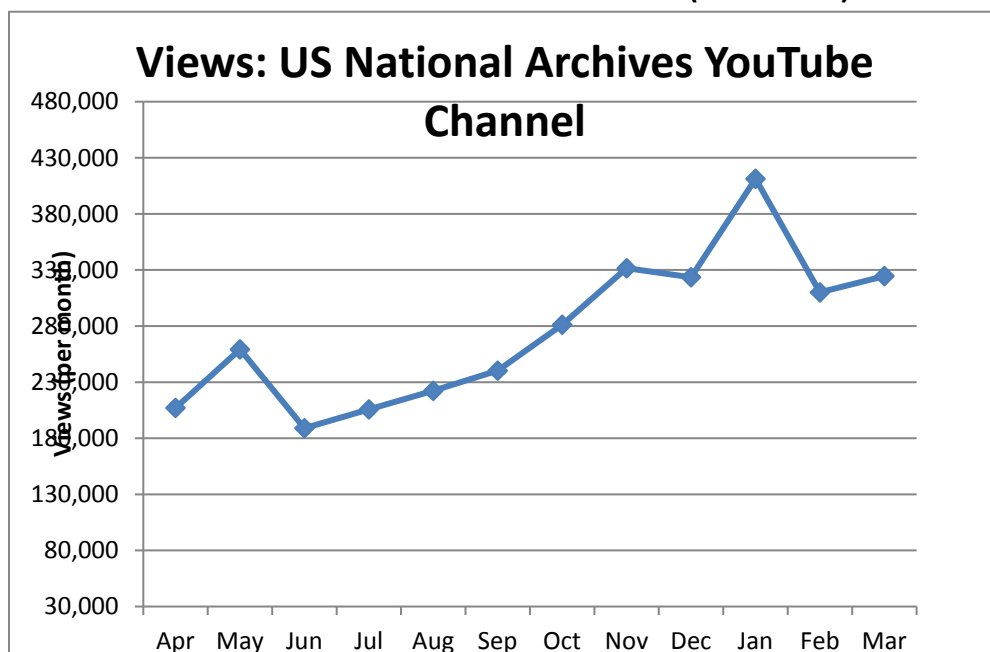
Social Media Tools: Detail View – Instagram

Followers on National Archives Instagram Accounts (Cumulative)

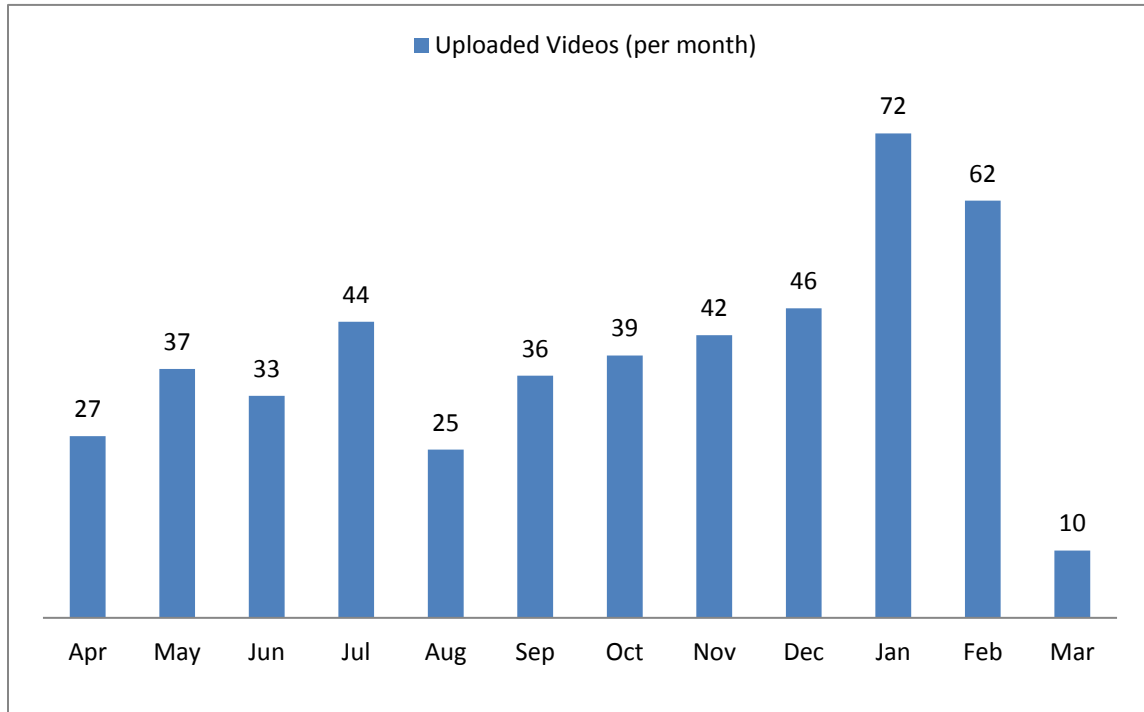


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

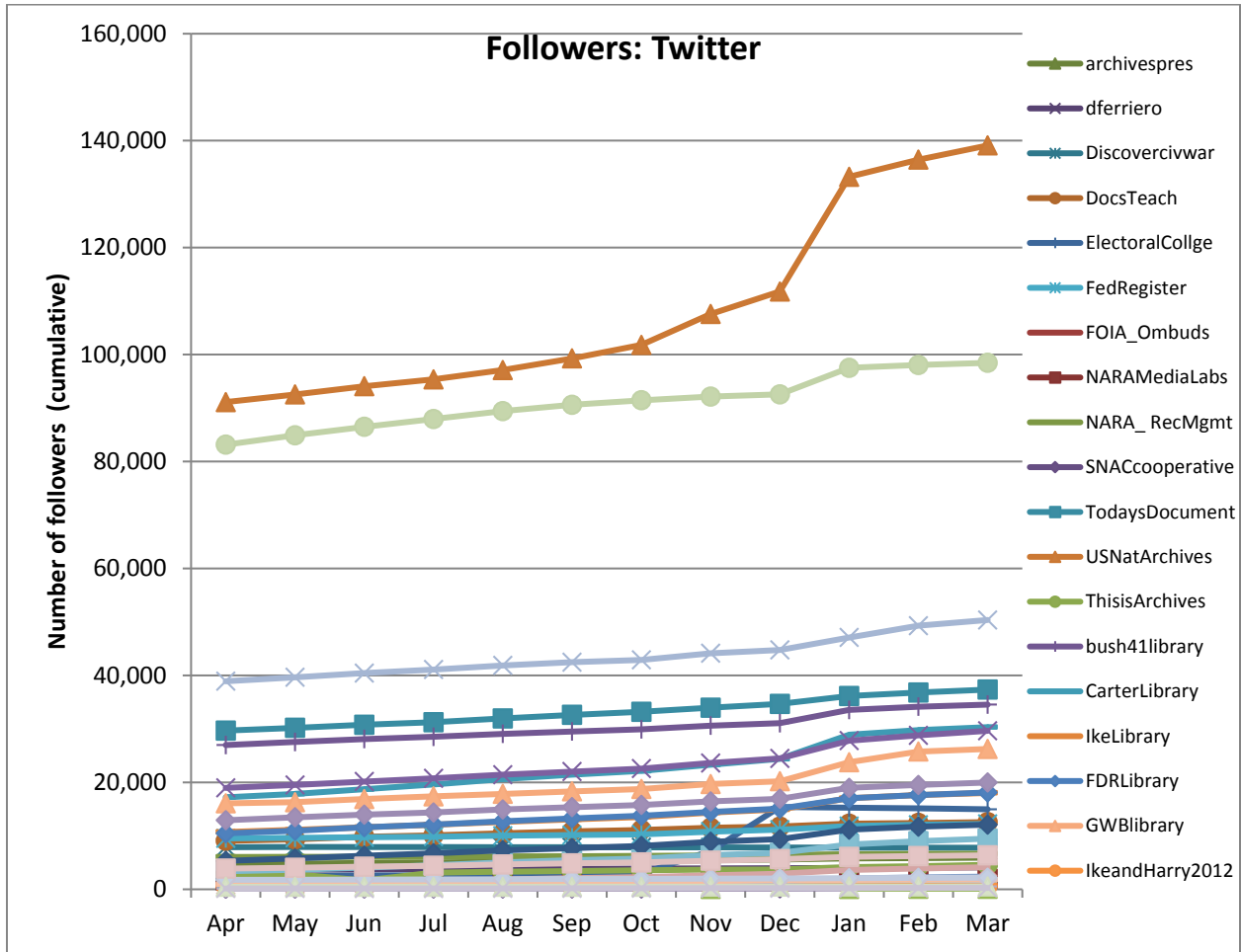


Top 5 Most Viewed Videos for March 2017 on US National Archives Channel

Video Title	Views
Stories from the Great Depression	21,615
The True Glory, 1945 (restored)	12,620
Batman, ca. 1973	12,138
Curious Alice, 1971	8,894
Private Snafu in "Censored.", 1944	8,601

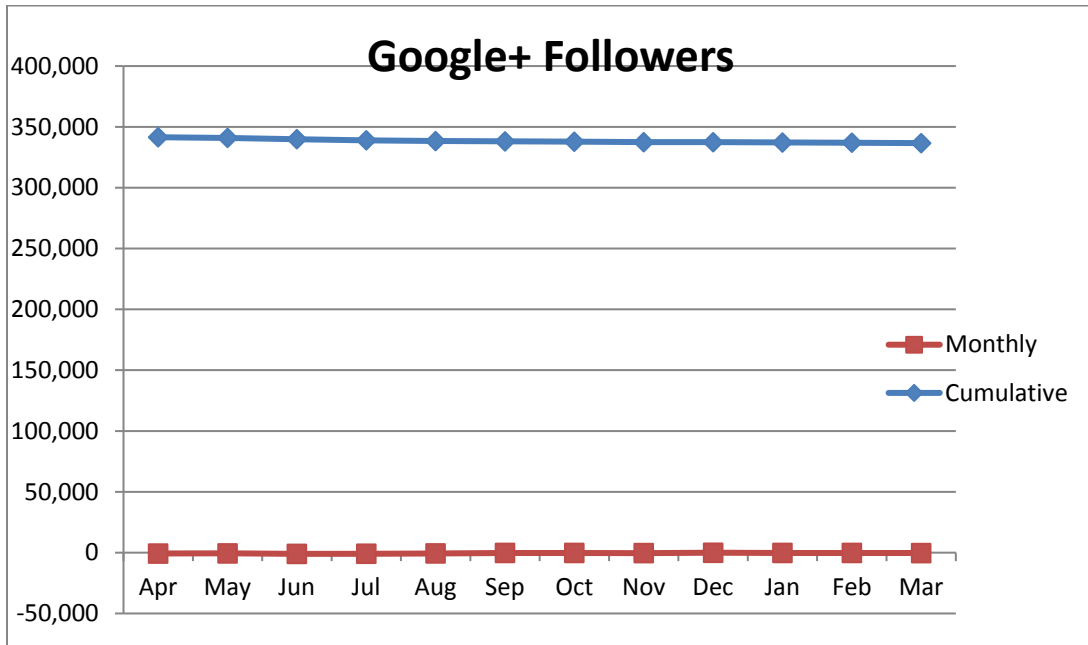
Social Media Tools: Detail View – Twitter

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



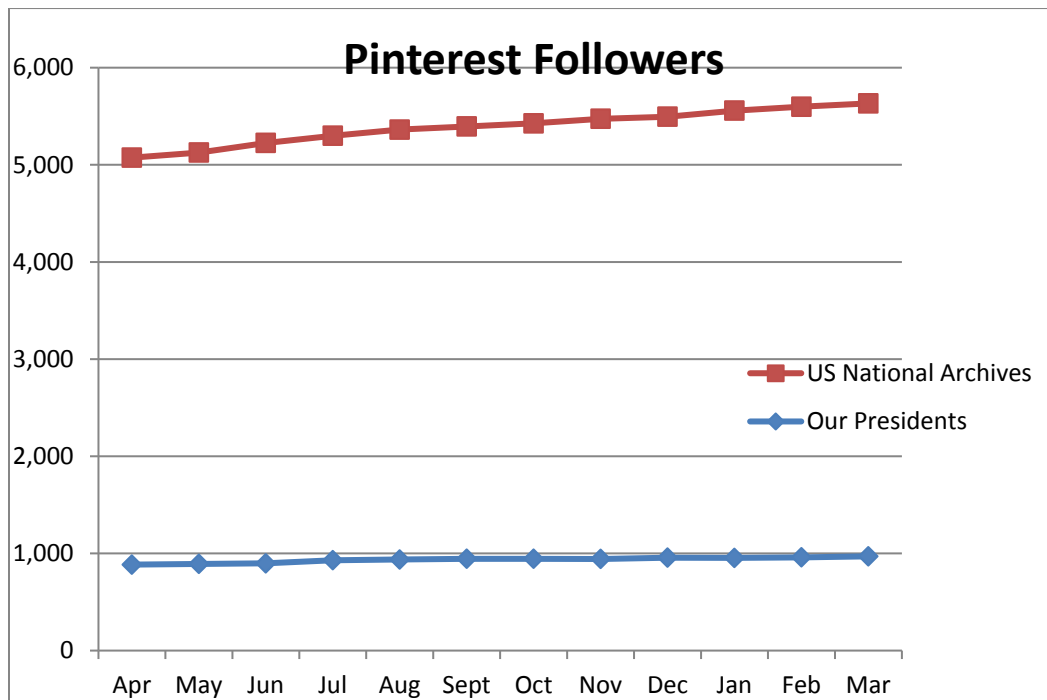
Social Media Tools: Detail View – Google+

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
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.

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Annotation (NHPRC)	203	138	112	100	378	300	126	115	85	99	93	104
AOTUS	1,330	1,332	1,404	2,723	1,751	2,243	1,239	1,773	1,200	1,323	1,655	1,553
Carter Chronicle	174	137	358	103	6	3	2	0	0	0	0	0
Education Updates	2,494	2,172	2,175	1,475	1,273	2,793	2,877	2,568	2,598	4,399	4,383	4,402
FOIA	1,323	921	963	1,061	946	895	784	887	701	867	1,169	1,637
Forward with Roosevelt	12,307	1,455	1,077	1,365	2,222	1,246	2,787	1,206	3,222	2,613	1,615	1,593
Hoover Heads	487	833	726	697	617	2,407	1,857	1,322	1,379	1,156	1,123	1,403
Unwritten Record (formerly Media Matters)	10,152	7,809	8,308	4,612	6,545	5,328	8,631	7,131	5,899	7,510	9,856	8,036
NARAtions	1,847	1,901	2,787	3,279	3,036	3,764	1,851	1,652	1,962	1,882	2,249	2,057
NDC Blog	462	440	362	383	525	445	467	406	632	538	508	674
Reagan Library Education	45	517	277	1,265	765	295	449	532	288	1,253	684	439
Rediscovering Black History	1,410	2,086	1,427	978	1,565	565	2,821	2,296	3,241	3,144	4,001	2,615
Prologue Blog	14,717	11,671	9,210	13,251	11,186	14,893	19,460	21,433	16,974	22,259	21,724	21,168
Records Express Blog	1,719	1,038	917	1,084	1,401	1,291	1,171	1,169	2,038	1,923	1,613	1,546
The Text Message	6,650	3,867	4,278	4,176	2,852	3,908	4,422	4,742	3,926	5,500	6,571	9,892
Transforming Classification (PIDB)	247	2,369	237	162	176	124	120	201	406	229	209	232
MONTHLY TOTAL	55,567	36,556	34,618	36,714	35,244	40,500	49,064	47,433	44,551	54,635	57,453	57,351

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.

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Annotation (NHPRC)	331	209	164	143	592	385	202	166	129	144	171	140
AOTUS	2,290	2,528	2,563	4,304	3,128	3,464	2,044	2,833	2,088	2,387	2,636	2,675
Carter Chronicle	290	198	490	144	8	5	2	0	0	0	0	0
Education Updates	4,964	3,915	4,057	2,575	2,388	4,536	4,681	4,396	4,236	6,670	6,813	7,250
FOIA	2,121	1,600	1,497	1,858	1,609	1,523	1,222	1,375	1,124	1,350	1,900	2,832
Forward with Roosevelt	14,004	2,290	1,929	2,190	4,105	2,162	4,021	2,098	4,228	4,130	2,568	2,617
Hoover Heads	818	1,171	1,026	1,011	863	3,067	2,395	1,886	1,995	1,604	1,649	1,952
Unwritten Record (formerly Media Matters)	29,996	18,233	16,226	9,228	20,618	11,218	17,981	14,360	12,090	15,714	20,874	18,240
NARAtions	3,311	3,632	4,472	5,661	5,155	5,972	3,361	2,674	3,169	3,309	3,912	3,638
Reagan Library Education	78	715	415	1,823	1,031	529	797	745	431	1,812	1,000	671
NDC Blog	892	958	855	828	976	1,069	1,007	950	1,196	1,113	1,134	1,365
Rediscovering Black History	3,282	5,608	3,769	2,466	3,905	1,547	7,930	7,282	7,386	10,238	9,561	5,984
Prologue Blog	22,164	19,536	15,051	19,382	17,918	23,701	29,010	31,527	27,077	36,470	34,503	34,444
Records Express Blog	3,341	2,260	2,120	2,488	3,065	2,918	2,353	2,534	3,543	3,370	3,199	3,344
The Text Message	12,104	8,671	10,355	10,127	7,260	8,877	9,270	10,283	8,635	10,530	13,697	15,948
Transforming Classification (PIDB)	354	440	437	271	281	195	186	312	862	364	303	320
MONTHLY TOTAL	100,340	71,964	65,426	64,499	72,902	71,168	86,462	83,421	78,189	99,205	103,920	101,330

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

	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Annotation (NHPRC)	10	11	16	11	15	13	12	15	16	17	12	10
AOTUS Blog	126	105	77	107	70	65	74	59	61	63	69	75
AOTUS Tumblr	3	2	2	3	2	1	1	2	2	1	1	1
Carter Chronicle	119	100	77	68	44	27	19	16	16	16	16	15
Education Updates	31	36	30	33	32	29	28	30	33	35	34	33
FOIA Ombudsman	19	26	20	12	2	8	9	10	9	8	7	6
Unwritten Record (formerly Media Matters)	34	38	14	18	15	10	8	4	6	8	8	7
NARAtions	157	104	150	129	121	113	86	90	89	87	83	78
NDC Blog	64	58	40	53	34	42	47	42	40	39	45	52
Prologue	163	160	136	129	140	128	113	133	134	135	143	150
Records Express	74	87	63	65	55	48	44	48	50	52	48	44
Rediscovering Black History	25	26	28	27	22	24	25	23	26	28	25	23
Text Message	54	47	44	51	61	45	63	58	58	59	75	90
Today's Document Tumblr	47	45	47	39	36	36	39	37	40	43	42	41
Transforming Classification (PIDB)	137	125	92	95	72	93	62	61	52	43	43	43
MONTHLY TOTAL	1,063	970	836	840	721	682	630	628	632	634	651	668

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.)

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Monthly Total (A+P+R)	13,413,289	11,352,502	13,168,313	14,768,108	13,105,296	12,857,900	11,604,152	15,271,612	12,340,995	12,767,207	12,541,393	9,272,605
Agency-Wide Total	3,457,815	1,795,438	2,307,512	4,859,598	4,186,920	4,155,830	2,287,587	3,367,739	3,790,309	2,758,836	3,208,928	1,950,233
US National Archives	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	2,155,951	1,290,948
Afro-American HS	18,785	16,825	3,636	9,327	3,917	9,815	3,356	4,352	1,857	14,395	3,616	2,798
Assembly	295	158	79	578	9,937	30	123	45	90	112	184	194
Archival Recovery	40,740	75,641	105,513	118,611	160,306	226,435	80,971	81,129	72,973	42,266	81,482	66,008
Constitution	23,671	15,237	5,946	12,352	6,330	69,172	7,941	18,109	6,784	12,641	8,107	5,511
Federal Register	8,794	4,132	3,771	5,732	8,657	6,385	5,823	8,324	6,681	11,715	21,561	16,978
Federal Records Centers	1,109	814	117	807	1,119	289	606	477	225	265	1,081	987
Applied Research	9,261	3,857	2,151	2,540	652	4,257	3,650	3,725	3,200	5,033	7,259	6,049
NHPRC	303,897	92,299	273,859	210,709	158,717	375,029	168,885	156,783	147,517	181,676	564,484	173,315
Noon Lectures	7,621	3,278	2,140	85	48	124	94	6,191	1,589	1,195	4,108	1,581
Preservation	44,392	114,695	35,649	93,012	206,818	36,153	56,097	139,874	205,220	126,478	39,024	67,378
Research	7,506	37,844	11,962	87,002	24,700	35,247	10,003	31,659	42,084	33,913	8,961	24,141
SNAC											0	4
Today's Document	527,448	215,349	294,613	223,076	252,862	336,687	220,725	266,792	341,409	236,820	254,965	154,391
Students and Interns	2,781	1,867	1,620	2,295	569	1,368	2,046	890	2,085	754	1,463	2,134
Electoral College	4,837	3,444	3,462	4,828	3,112	4,177	23,620	191,529	209,450	18,965	2,248	2,311
Education	83,239	31,219	76,636	60,738	45,221	99,442	156,550	63,334	125,544	132,885	54,434	135,505
Presidential Total	9,080,661	8,717,087	10,300,056	9,350,560	8,037,869	8,030,014	8,297,748	11,033,511	7,954,375	9,413,143	8,977,314	7,055,858
Bush	431,223	203,154	202,047	775,298	434,768	574,350	640,156	682,074	790,791	1,194,313	1,086,672	641,536
GWB	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	3,350,271	3,255,698
Carter	273,203	349,640	1,270,498	419,435	512,661	398,437	256,631	435,574	363,388	778,523	712,054	427,787
Clinton	629,270	536,590	631,902	611,740	588,128	639,439	842,892	692,418	496,171	466,824	597,734	741,419
Eisenhower	194,252	396,330	332,755	264,575	354,212	187,969	277,502	161,835	67,428	189,877	122,938	114,916
Ford Library	123,132	102,089	59,053	42,643	77,841	75,764	38,976	69,822	82,462	62,638		59,452

Ford Museum	39,988	66,343	544,346	256,317	229,395	739,488	343,011	205,764	141,304	180,741	149,827	147,417
Hoover	145,741	163,501	141,485	192,664	166,226	184,554	127,124	98,927	84,402	91,885	92,058	126,002
Johnson	937,542	782,826	683,845	772,247	878,130	662,159	556,691	668,786	454,300	441,285	533,611	
Nixon	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	809,308	636,601
Reagan	1,006,537	456,336	1,082,482	927,866	389,154	500,821	480,744	906,235	936,467	1,000,295	868,479	384,709
Roosevelt	482,541	289,817	453,921	355,984	246,554	223,834	332,540	366,859	274,234	220,571	351,142	296,843
Truman	535,353	408,778	471,770	419,636	345,504	256,088	195,634	240,280	289,752	380,391	303,220	223,478
Regional Total	874,813	839,977	560,745	557,950	880,507	672,056	1,018,817	870,362	596,311	595,228	355,151	266,514
Atlanta	44,397	14,356	18,710	22,803	52,439	41,943	60,425	45,146	15,558	34,545	8,550	8,431
Boston	376,373	553,075	285,235	248,979	227,752	277,154	551,272	360,322	292,331	328,161	144,145	42,598
Chicago	56,445	27,372	41,442	59,129	111,358	29,806	49,664	38,449	31,534	34,517	27,996	21,546
Denver	18,706	47,056	26,147	22,517	55,791	31,803	42,981	97,709	29,371	6,002	14,176	13,375
Fort Worth	45,851	20,543	29,406	30,427	112,397	76,637	63,538	71,279	55,900	52,467	42,431	51,772
Kansas City	178,213	36,391	35,779	39,001	54,935	61,047	60,877	108,384	23,348	42,495	31,961	25,041
New York	26,719	16,337	46,698	32,174	81,612	27,349	69,152	25,954	25,808	21,289	18,571	41,493
Philadelphia	89,192	33,632	22,814	17,271	30,056	24,872	20,401	49,882	25,467	23,569	18,571	9,229
Riverside	24,711	72,664	37,064	72,512	97,358	68,383	61,270	36,487	42,416	20,571	22,387	15,974
Seattle	6,244	10,909	7,255	9,509	35,500	22,122	23,016	24,287	20,147	15,230	18,209	17,844
St. Louis	7,962	7,642	10,195	3,628	21,309	10,940	16,221	12,463	34,431	16,382	8,154	19,211

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.)

	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Monthly Total (A+P+R)	4,022,864	3,589,138	4,457,420	4,847,260	4,089,666	3,398,503	3,199,967	4,794,453	3,498,585	3,781,645	4,331,977	2,888,571
Agency-Wide Total	935,800	431,483	645,878	1,740,095	1,545,579	957,696	528,760	929,657	1,034,302	800,734	1,152,601	519,851
US National Archives	587,742	252,235	372,419	1,494,355	1,293,125	596,571	356,759	627,932	686,383	524,066	716,529	323,955
Afro-American HS	8,833	8,303	1,852	5,432	1,820	4,969	1,760	2,243	747	10,151	1,852	1,554
Assembly	133	55	38	324	2,141	13	16	20	40	63	100	135
Archival Recovery	14,426	16,059	32,689	11,867	18,203	19,700	10,965	9,256	15,001	10,402	14,107	7,595
Constitution	11,388	6,071	3,023	6,327	2,851	27,874	3,745	9,883	3,450	6,710	3,968	2,357
Federal Register	1,518	801	756	932	1,086	918	849	2,147	1,328	3,402	5,288	3,982
Federal Records Centers	540	322	54	438	580	181	253	186	133	181	294	384
Applied Research	2,765	2,055	1,299	1,382	413	1,910	1,353	920	1,799	1,835	2,605	2,917
NHPRC	93,046	25,532	108,402	69,292	36,884	172,713	48,513	49,625	38,751	66,646	299,523	54,244
Noon Lectures	873	791	657	55	27	72	61	843	678	687	844	720
Preservation	17,570	58,858	15,687	38,085	110,708	14,412	19,634	65,924	87,246	63,067	17,401	32,752
Research	3,063	10,513	6,510	38,501	11,358	15,490	5,904	10,276	20,977	9,596	4,795	9,156
SNAC												3
Today's Document	167,156	38,560	69,968	47,283	51,401	77,754	33,492	51,316	73,425	57,880	60,901	29,340
Students and Interns	1,173	783	895	1,398	293	713	1,171	464	1,254	468	838	1,351
Electoral College	1,857	1,091	1,758	2,225	1,408	2,082	9,169	81,653	58,697	5,704	918	1,225
Education	23,717	9,454	29,871	22,199	13,281	22,324	35,116	16,969	44,393	39,876	22,638	48,181
Presidential Total	2,822,097	2,839,269	3,666,353	2,989,845	2,347,304	2,338,664	2,464,474	3,683,868	2,294,579	2,856,464	3,083,844	2,293,590
Bush	167,126	68,696	72,833	360,795	128,892	203,033	200,442	238,126	263,481	543,521	404,506	205,416
GWB	788,354	1,188,426	680,426	783,508	486,416	596,571	503,873	1,810,528	654,373	784,474	897,152	929,482
Carter	117,003	131,823	690,719	187,448	240,843	158,336	89,318	172,251	151,464	277,098	302,734	160,352
Clinton	309,646	232,172	236,016	266,341	212,767	206,179	272,392	268,372	185,426	157,884	247,171	283,369
Eisenhower	65,027	212,675	127,302	99,377	149,034	72,080	91,072	52,733	29,142	74,541	44,042	47,609
Ford Library	42,347	39,898	20,493	13,845	28,571	31,886	9,823	20,255	25,101	18,711		12,969

Ford Museum	17,056	24,771	272,166	107,265	90,247	286,632	133,997	84,050	57,462	70,750	67,412	58,631
Hoover	41,786	51,436	54,119	65,496	48,656	69,707	31,895	26,847	28,961	34,739	32,161	46,330
Johnson	309,613	260,256	229,477	243,174	315,179	196,901	162,814	217,994	182,812	168,126	205,244	
Nixon	311,076	281,666	471,321	298,740	346,250	208,550	664,420	374,685	302,190	264,401	301,509	233,023
Reagan	325,465	113,342	354,199	262,880	100,107	134,498	106,424	223,781	236,064	231,871	337,769	110,524
Roosevelt	167,032	71,684	211,177	109,585	87,731	76,181	128,430	99,005	76,315	74,004	119,461	124,405
Truman	160,566	162,424	246,105	191,391	112,611	98,110	69,574	95,241	101,788	156,344	124,683	81,480
Regional Total	264,967	318,386	145,189	117,320	196,783	102,143	206,733	180,928	169,704	124,447	95,532	75,130
Atlanta	7,822	6,442	7,270	5,557	10,302	8,351	7,561	10,363	4,607	8,730	4,775	4,588
Boston	96,804	236,783	48,544	44,224	48,912	26,316	102,277	34,086	78,081	47,848	34,683	12,735
Chicago	8,618	5,783	11,968	13,202	15,035	6,365	6,774	6,787	7,692	10,155	8,038	5,125
Denver	4,935	16,767	11,631	7,591	21,539	11,741	17,773	52,349	12,470	2,202	6,722	4,219
Fort Worth	7,880	5,689	12,015	7,573	22,721	10,131	11,483	9,277	12,793	14,646	8,429	7,472
Kansas City	87,002	5,890	11,395	7,804	7,593	4,704	3,982	23,130	6,045	10,297	9,894	6,921
New York	7,354	5,361	19,547	9,639	34,401	7,426	27,740	6,674	8,804	7,327	7,847	12,967
Philadelphia	34,056	14,844	8,226	6,480	9,731	6,704	6,087	18,822	7,897	6,646	3,334	3,264
Riverside	4,859	14,519	7,086	10,809	14,131	5,827	11,560	11,160	10,620	4,724	3,566	5,621
Seattle	2,963	3,783	2,332	2,531	6,262	10,458	6,132	3,702	7,788	4,460	4,487	4,017
St. Louis	2,674	2,525	5,175	1,910	6,156	4,120	5,364	4,578	12,907	7,412	3,757	8,201

APPENDIX V: Twitter Followers (Cumulative)

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
archivespres	4,733	4,815	4,935	5,000	5,149	5,252	5,347	5,441	5,567	5,770	5,840	5,914
dferriero	3,652	3,678	3,712	3,769	3,812	3,838	3,883	3,922	3,946	4,017	4,038	4,105
Discovercivwar	7,880	7,922	7,913	7,897	7,887	7,872	7,856	7,844	7,828	7,801	7,792	7,772
DocsTeach	9,065	9,339	9,813	10,104	10,489	10,842	11,107	11,496	11,733	12,274	12,411	12,565
ElectoralCollge	2,500	2,538	2,578	2,614	2,673	2,722	2,909	7,154	15,391	15,261	15,151	14,966
FedRegister	9,519	9,627	9,733	9,832	10,022	10,140	10,266	10,785	11,152	11,829	12,072	12,221

FOIA_Ombuds	581	623	693	737	774	815	850	933	963	1,077	1,161	1,233
NARAMediaLabs	1,629	1,656	1,702	1,724	1,761	1,784	1,808	1,825	1,854	1,917	1,959	1,985
NARA_RecMgmt	6,047	6,062	6,080	6,086	6,150	6,191	6,242	6,335	6,431	6,579	6,624	6,661
SNAC	126	139	144	148	157	159	161	166	172	184	193	275
TodaysDocument	29,680	30,187	30,769	31,241	31,949	32,616	33,198	33,955	34,674	36,143	36,802	37,346
USNatArchives	91,112	92,533	94,071	95,363	97,098	99,280	101,795	107,575	111,784	133,245	136,444	139,103
ThisisArchives	2,678	2,809	1,656	3,122	3,288	3,425	3,565	3,668	3,712	4,163	4,330	4,587
Bush41library	26,977	27,553	28,089	28,529	29,074	29,510	29,910	30,604	31,065	33,545	34,159	34,539
CarterLibrary	17,202	17,841	18,712	19,608	20,602	21,440	22,142	23,289	24,387	28,907	29,772	30,324
IkeLibrary	10,712	11,112	11,610	12,080	12,609	13,062	13,520	14,345	14,928	17,025	17,624	18,015
FDRLibrary	10,471	10,952	11,601	12,108	12,728	13,260	13,745	14,461	15,075	17,026	17,633	18,112
GWBLibrary	16,076	16,294	16,887	17,379	17,840	18,317	18,757	19,690	20,200	23,773	25,766	26,246
IkeandHarry2012	664	661	662	662	665	663	662	664	670	668	670	670
HooverPresLib	432	501	646	794	976	1,112	1,236	1,417	1,571	2,032	2,234	2,382
JFKLibrary	38,909	39,642	40,427	41,097	41,860	42,467	42,899	44,134	44,763	47,100	49,299	50,365
LBJLibrary	12,913	13,469	13,951	14,367	14,926	15,352	15,775	16,437	16,919	18,982	19,510	19,971
NixonLibrary	796	947	1,160	1,381	1,840	2,081	2,294	2,616	2,918	3,626	3,890	4,142
RecordsofWomen								64		75	84	105
OurPresidents	18,969	19,508	20,151	20,759	21,432	22,009	22,571	23,617	24,470	27,804	28,795	29,637
Reagan_Library	3,387	3,661	4,070	4,504	5,054	5,442	5,759	6,401	6,817	8,378	8,985	9,478
TrumanLibrary	5,317	5,777	6,292	6,728	7,290	7,685	8,110	8,882	9,375	11,142	11,711	12,091
WJCLibrary	83,143	84,907	86,478	87,938	89,422	90,602	91,444	92,139	92,558	97,520	98,051	98,446
ArchivesNYC	89	112	132	159	192	213	293	338	378	436	472	530
atlantaarchives	1,618	1,615	1,617	1,616	1,625	1,627	1,633	1,645	1,658	1,695	1,720	1,740
Boston_archives	888	967	1,082	1,170	1,311	1,402	1,486	1,557	1,658	1,747	1,814	1,839
KCArchives	1,777	1,796	1,827	1,853	1,888	1,927	1,946	1,982	2,033	2,083	2,130	2,163
CongressArchive	3,878	4,031	4,233	4,403	4,653	4,854	5,032	5,344	5,638	6,067	6,217	6,357
NARAFRC	466	466	473	476	747	479	487	494	501	522	526	538
StLouisArchives	154	158	163	163	166	183	197	213	218	236	242	262
TOTAL	424,040	433,898	444,062	455,411	467,836	478,623	488,885	511,432	533,007	590,649	606,121	616,685

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

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Page Views	1,176	1,361										
Track Downloads	1,649	1,173										
Subscriptions	203	207										

APPENDIX VII: Google+ Followers

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Monthly Followers	-732	-581	-999	-930	-644	-250	-250	-364	-39	-234	-223	-314
Cumulative Followers	341,490	340,909	339,910	338,980	338,336	338,086	337,836	337,472	337,433	337,199	336,976	336,662

APPENDIX VIII: Pinterest Followers (Cumulative)

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
US National Archives	5,074	5,126	5,225	5,299	5,363	5,395	5,427	5,474	5,495	5,558	5,598	5,632
Our Presidents	892	898	930	937	945	945	943	956	954	960	970	973

APPENDIX IX: Instagram Followers (Cumulative)

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
US National Archives	21,622	23,479	25,494	26,777	28,730	30,621	32,513	34,394	35,998	38,464	40,157	42,288
Ike Library	431	454	520	592	655	672	689	715	744	783	797	819
Clinton Library	2,739	2,857	3,125	3,308	3,565	4,107	4,650	5,533	5,897	6,581	6,900	7,085
FDR Library	520	558	685	774	882	933	985	1,050	1,105	1,192	1,253	1,292
Bush 41 Library	204	223	256	521	689	939	1,189	1,222	1,258	1,360	1,414	1,444
Nixon Library			3	45	97	131	165	224	295	383	426	463
Carter Library								64		104	117	141
Reagan Library	147	175	213	250	314	369	425	464	496	598	664	717

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

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Channel Views	26,962	27,160	27,345	27,455	28,112	28,308	28,504	28,777	28,916	29,156	38,941	57,973