

APRIL FY2017 OVERVIEW

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	84,268 Views	45,239 Visitors
Tumblr Blogs	12,580 Views	7,062 Visitors
Facebook	8,518,195 Impressions	2,655,219 Reach
National Archives YouTube Channel	378,321 Views	37,372 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	1,378,738 Views	12,154 Total Contacts
Instagram	--	56,502 Total Followers
Twitter (all NARA feeds)	--	632,505 Total Followers
FourSquare	1,262 New Check-ins	0 New Followers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2017 Views (To Date)	FY 2016 Views
Archives.gov Blogs	636,795	900,871
Tumblr Blogs	193,720	265,823
Facebook	82,316,159	144,274,204
National Archives YouTube Channel	2,360,419	2,449,503
Flickr (USNatArchives & ArchivesNews)	9,762,757	20,737,950

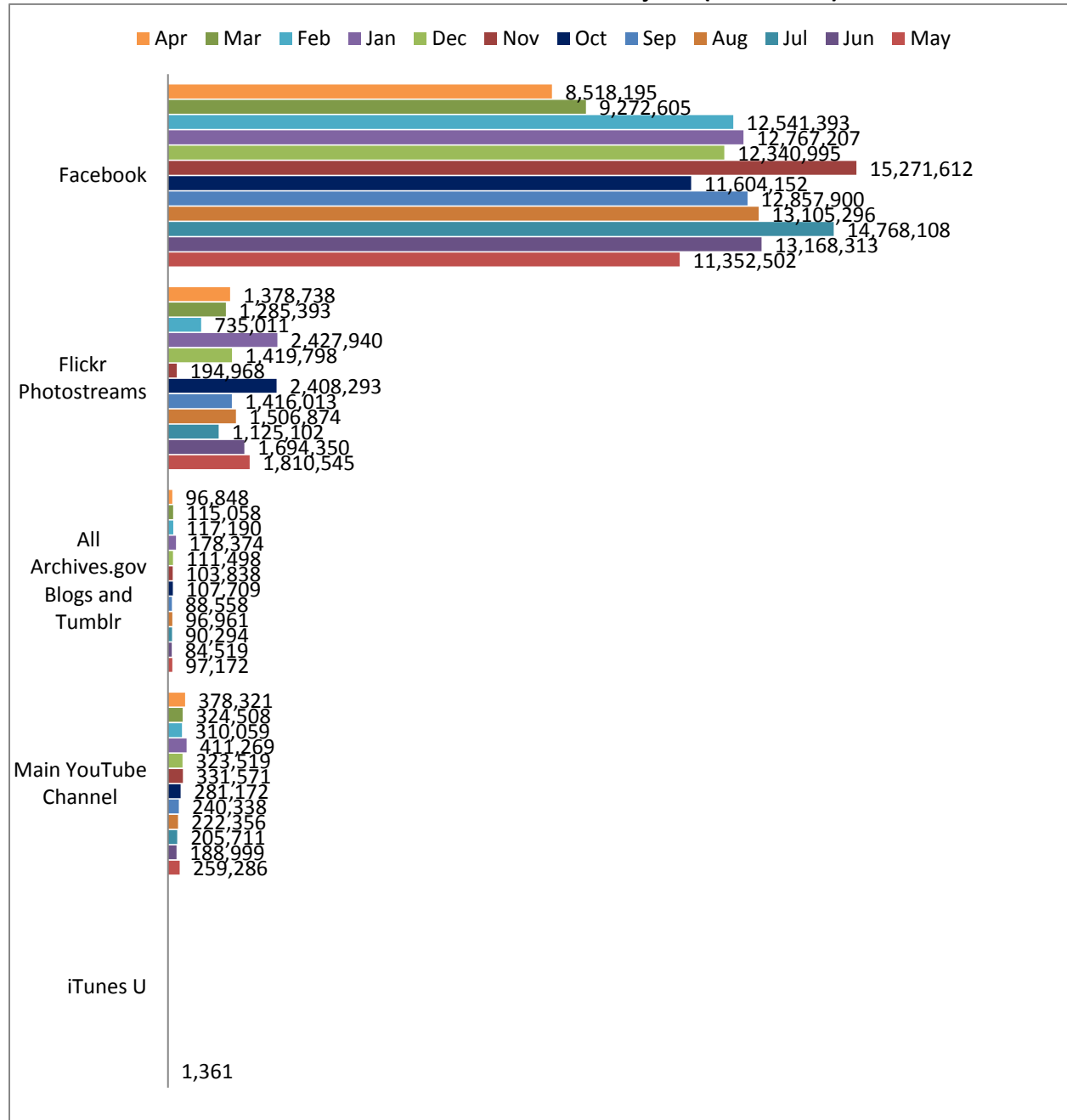
EXTERNAL BLOGS AND TUMBLR

- [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](#)

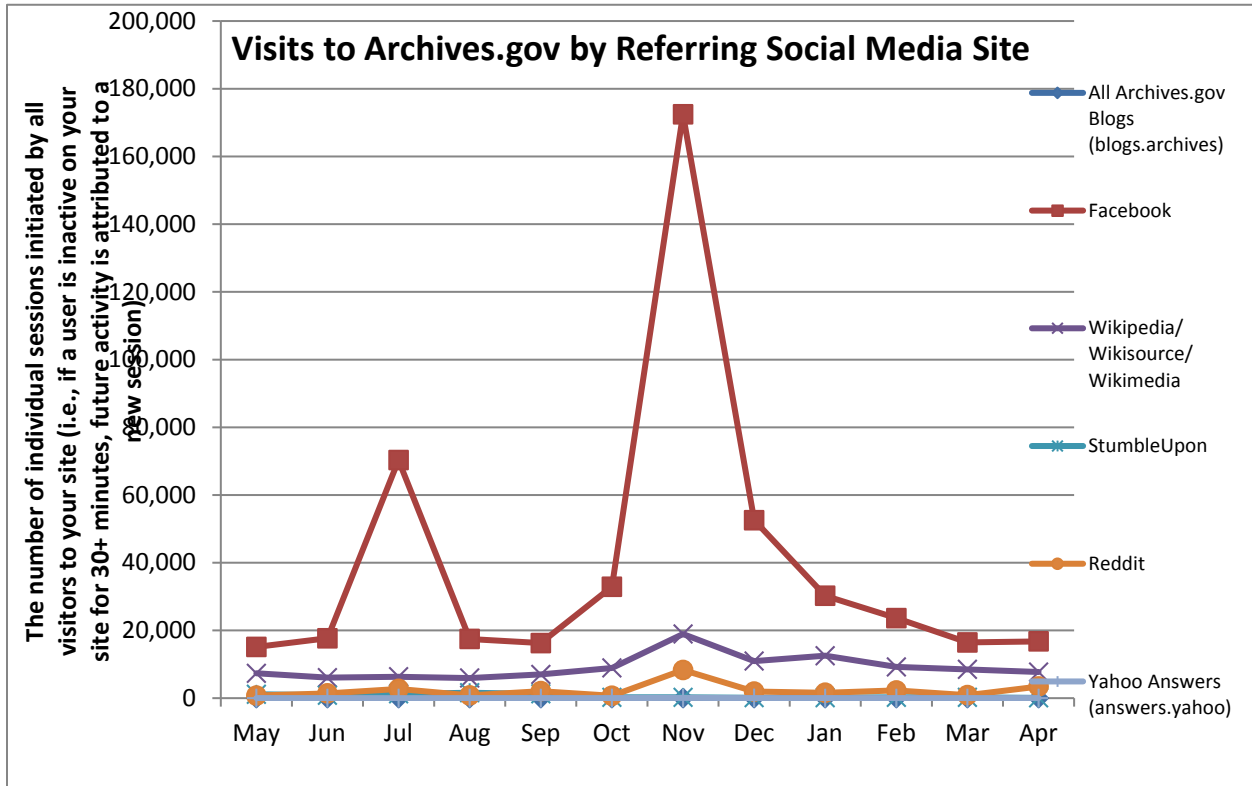
SOCIAL MEDIA TOOLBOX (Tools currently in use)

- 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)

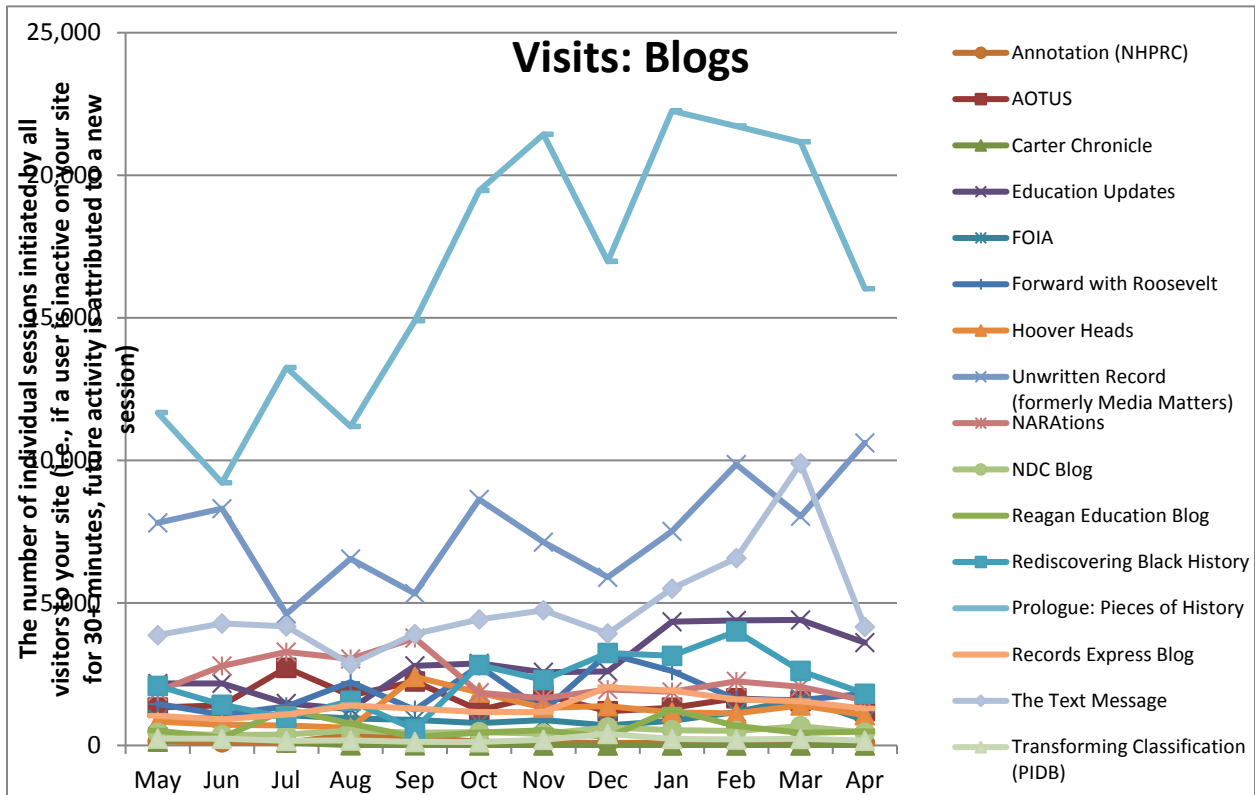


New External Social Media Projects: April Projects

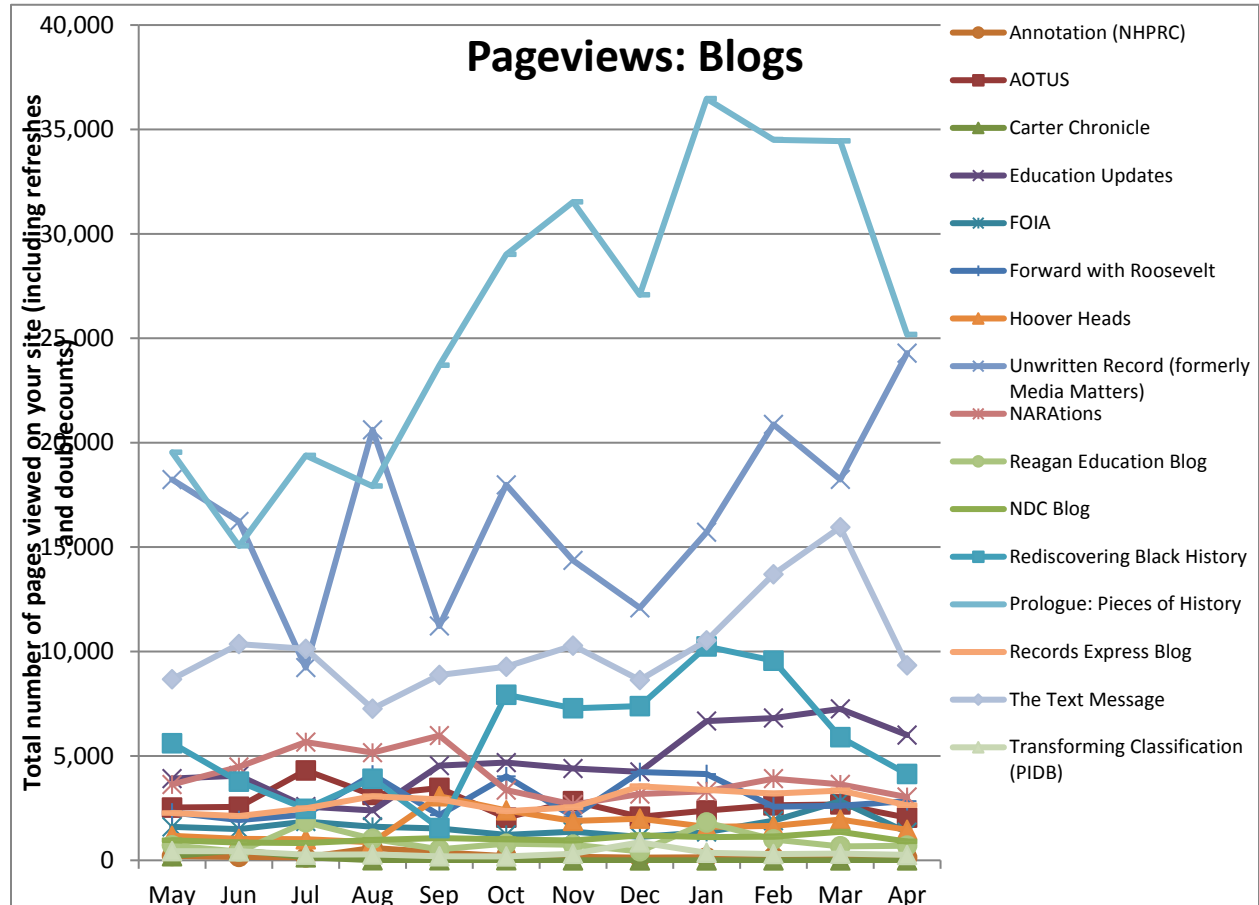
	Qzzr	Facebook	Giphy	Twitter	Pinterest	Tumblr	Blog	YouTube	Instagram
May	1								
June					1	1			2
July									
August									
September			1						
October				1		1			1
November									
December									
January									
February									1
March									
April									1

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

Blog Visits (Source: Appendix II.A)



Blog Pageviews (Source: Appendix II.B)

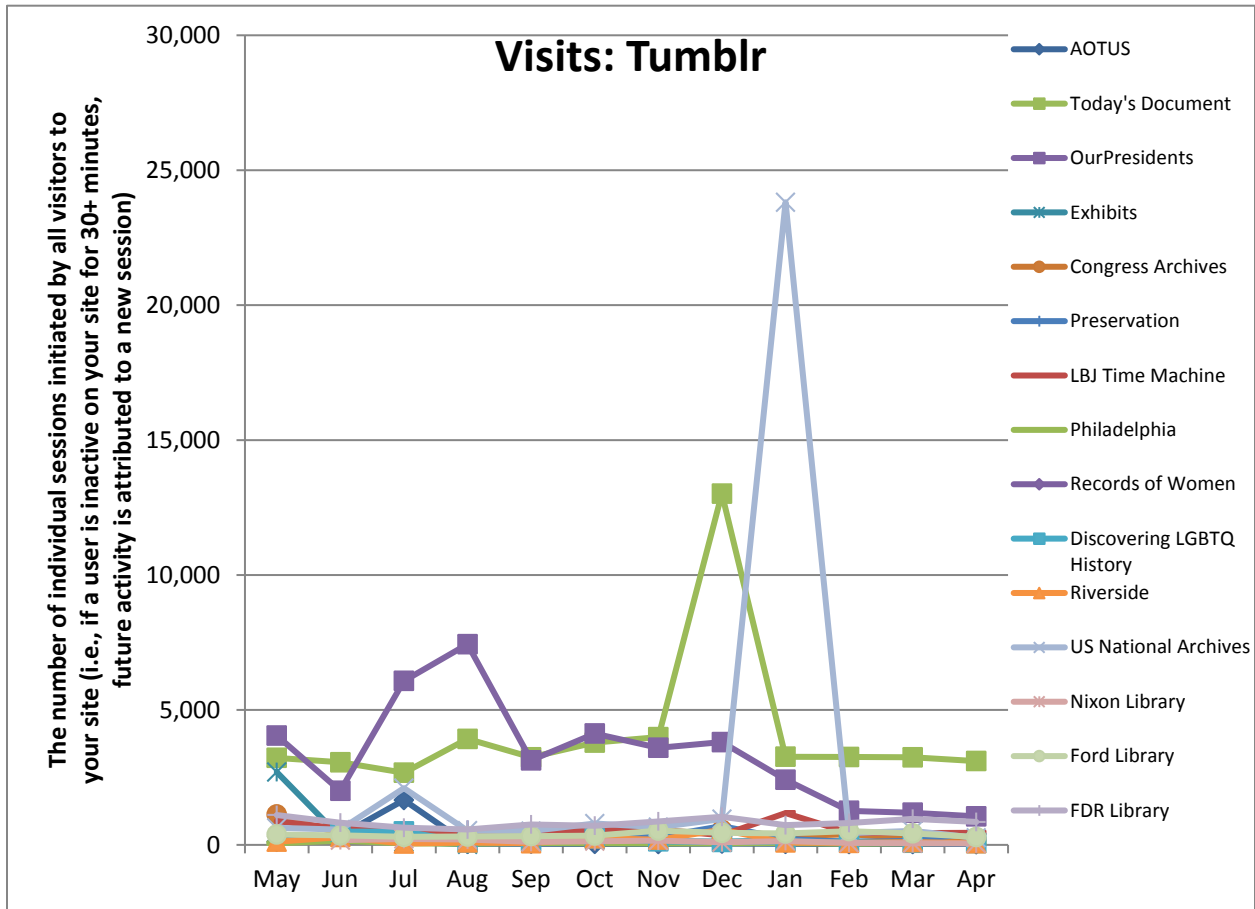


Top 5 Most Viewed Blog Posts in April 2017

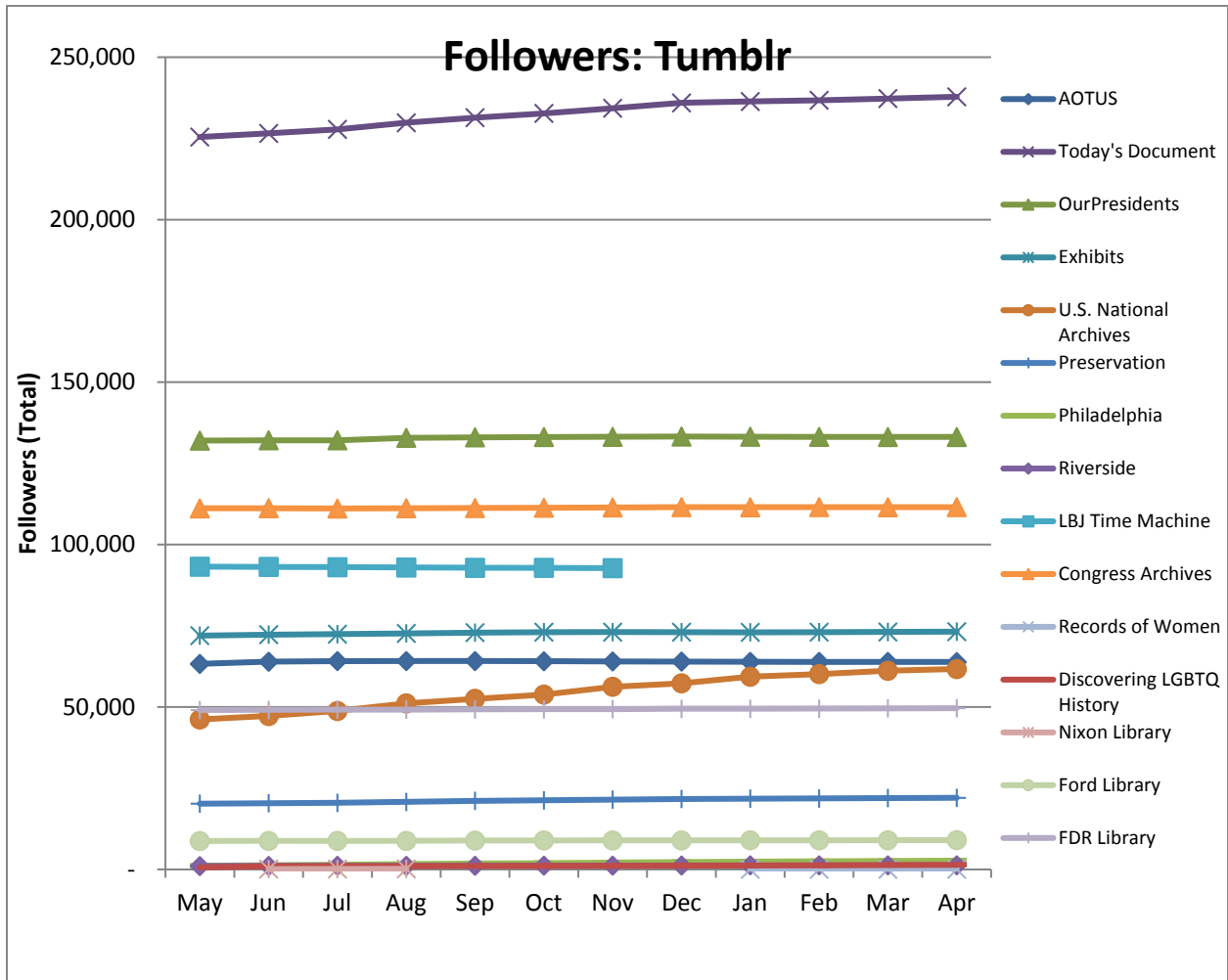
Blog	Pageviews	Post Title
The Unwritten Record	2,350	Accessing World War I Photos in the Digital Age
The Unwritten Record	2,011	How to Research: Photographs Relating to World War II Army Units
The Unwritten Record	1,657	The Women of World War I in Photographs
Pieces of History	1,410	Prohibition and the Rise of the American Gangster
Pieces of History	945	Failure of the Equal Rights Amendment: The Feminist Fight of the 1970s

Social Media Tools: Detail View – Tumblr

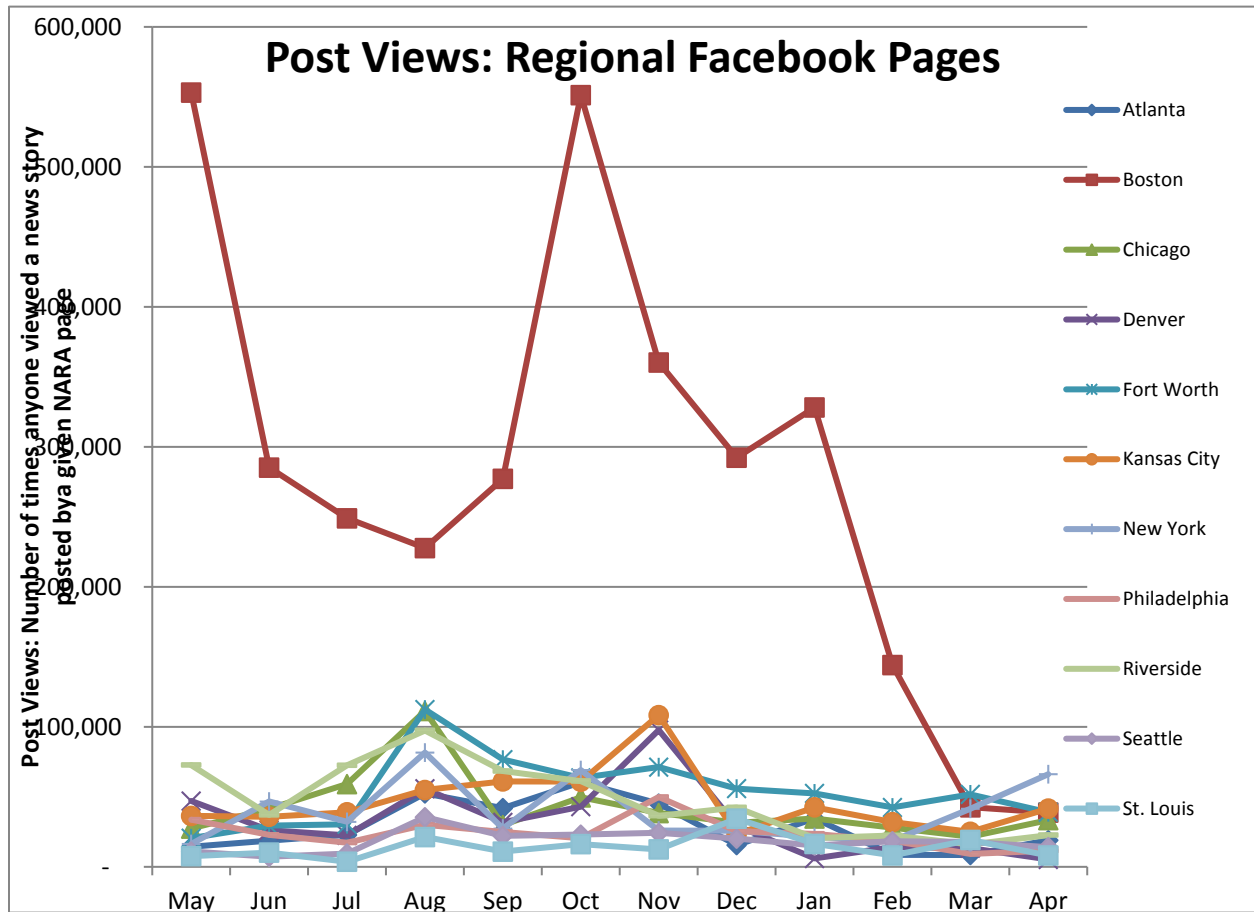
Tumblr Visits



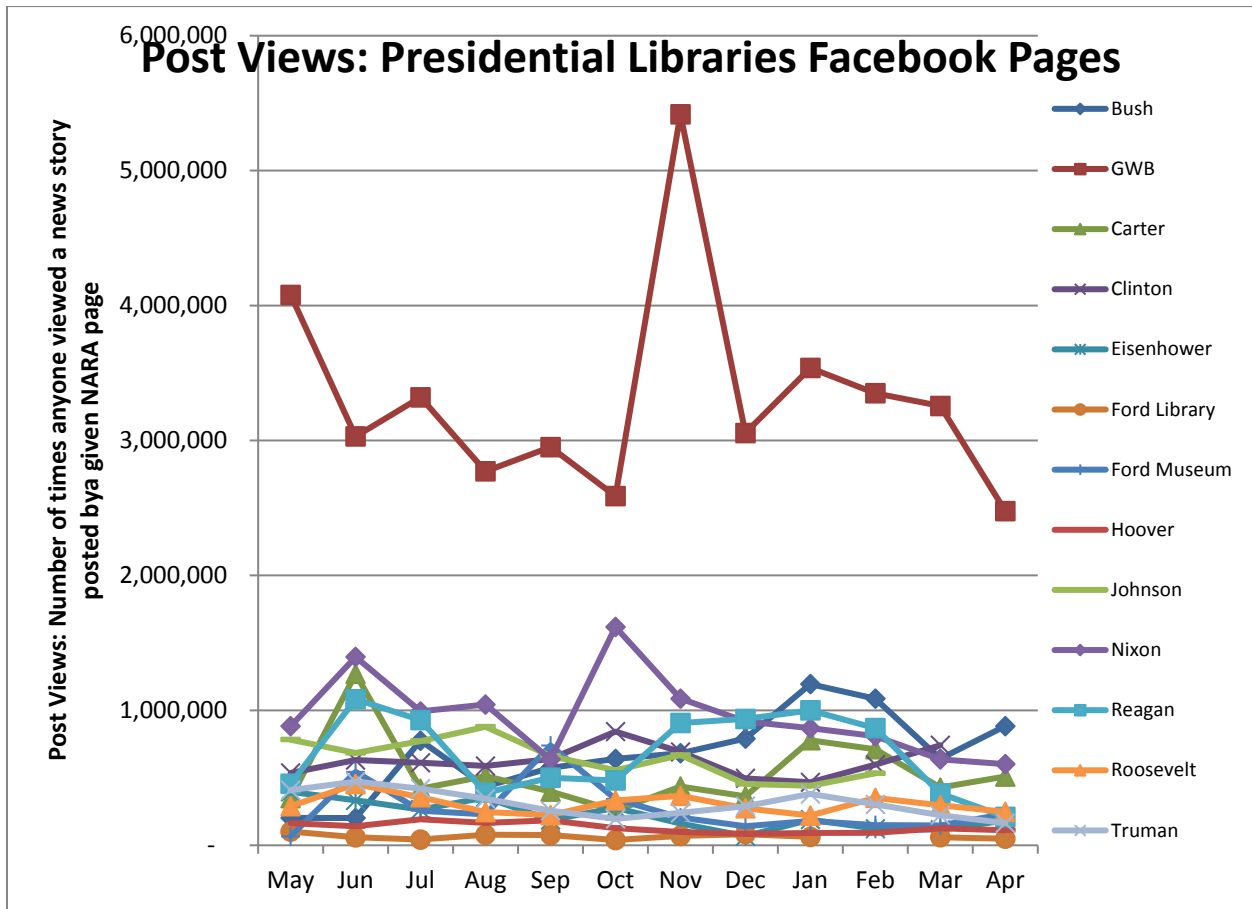
Followers on Tumblr (Source: Appendix IV)



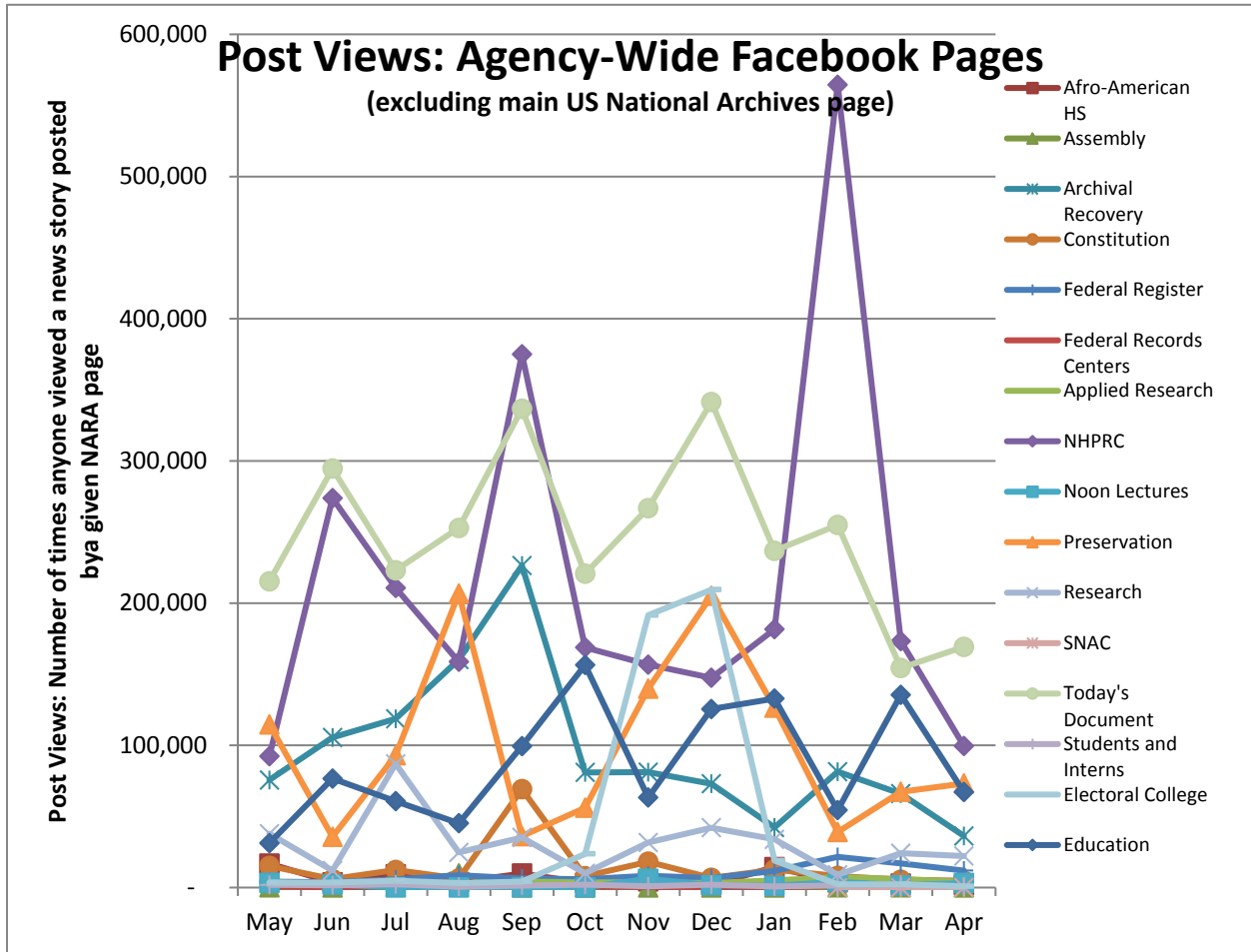
Social Media Tools: Detail View – Facebook
Post Views on Regional Pages (Source: Appendix IV.A)

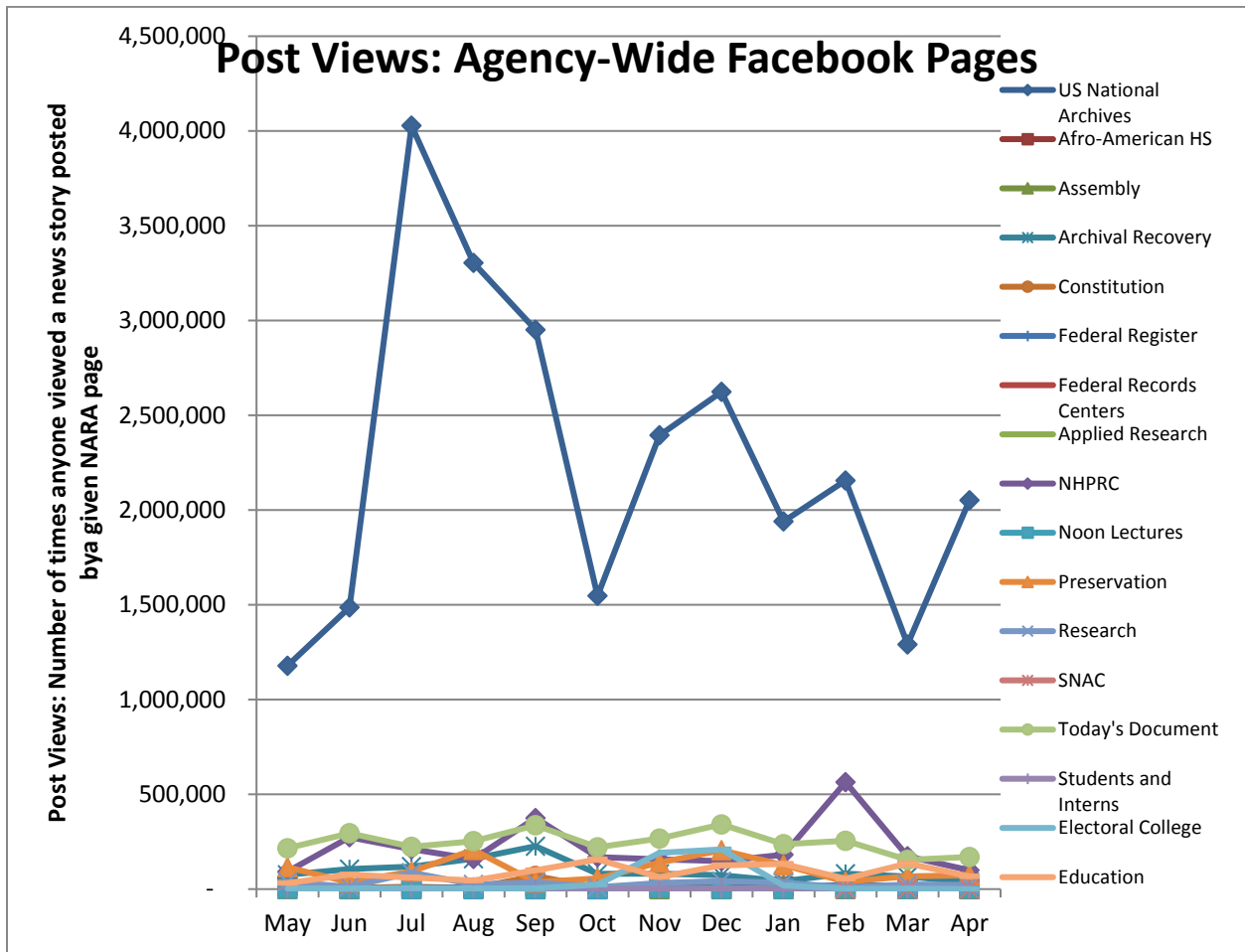


Post Views on Presidential Library Pages (Source: Appendix IV.A)

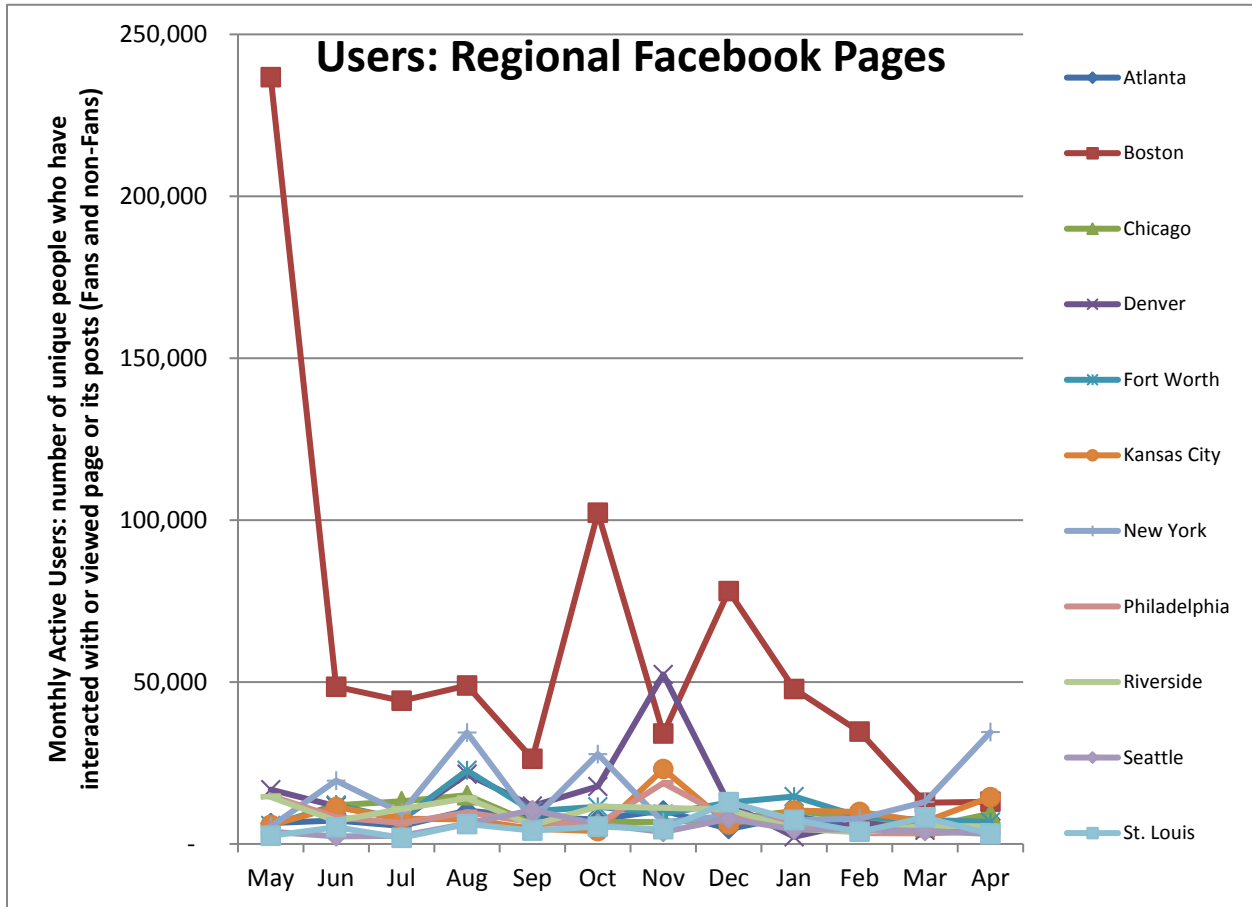


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

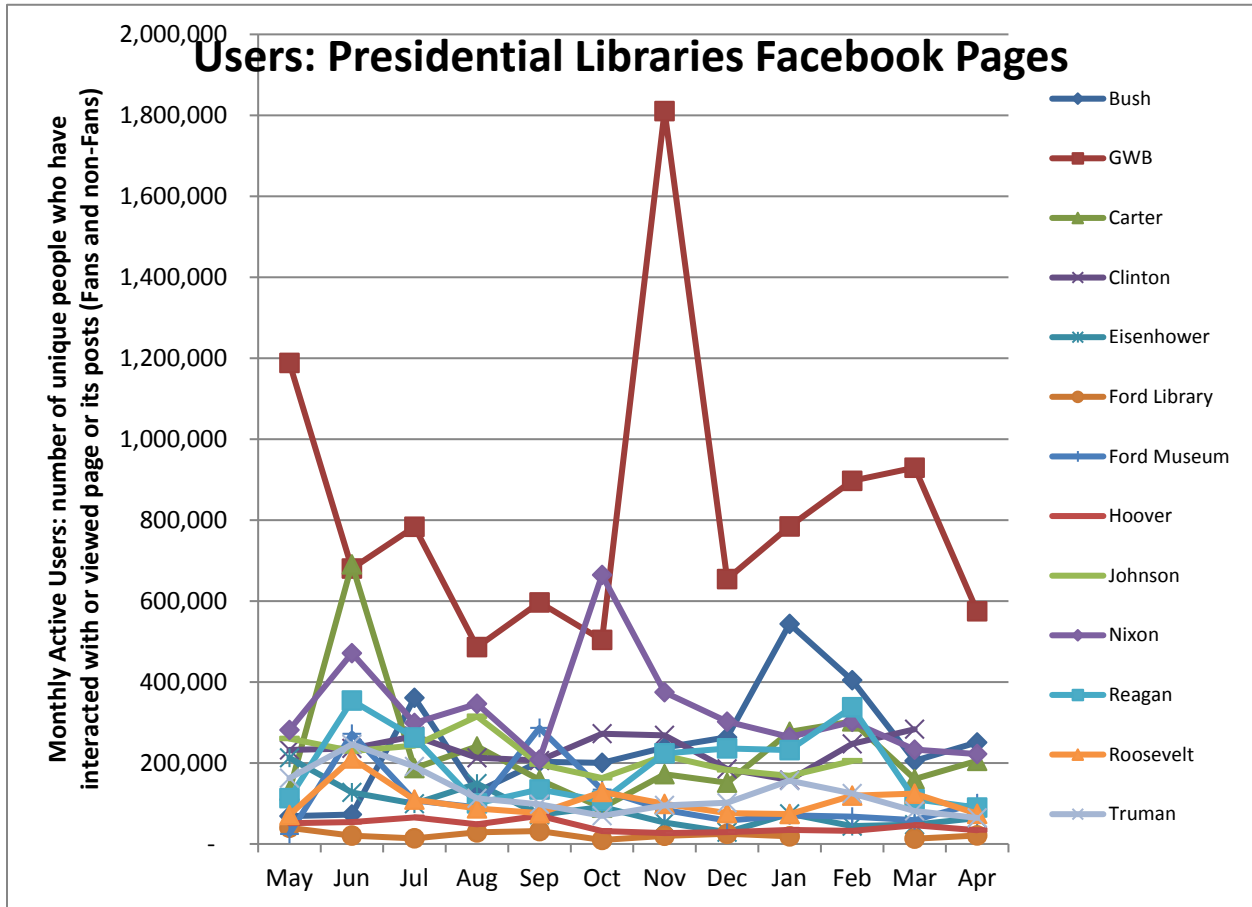




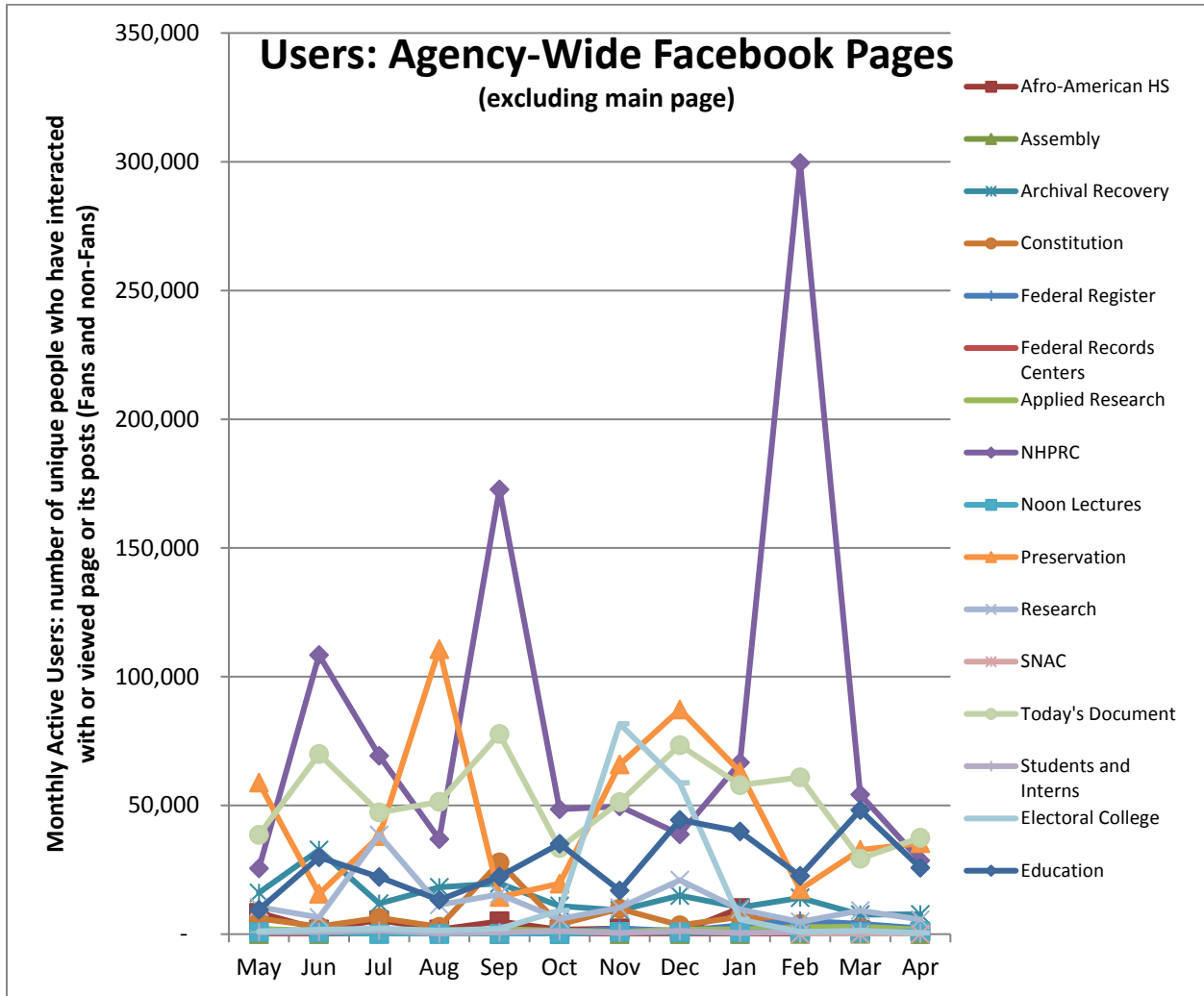
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

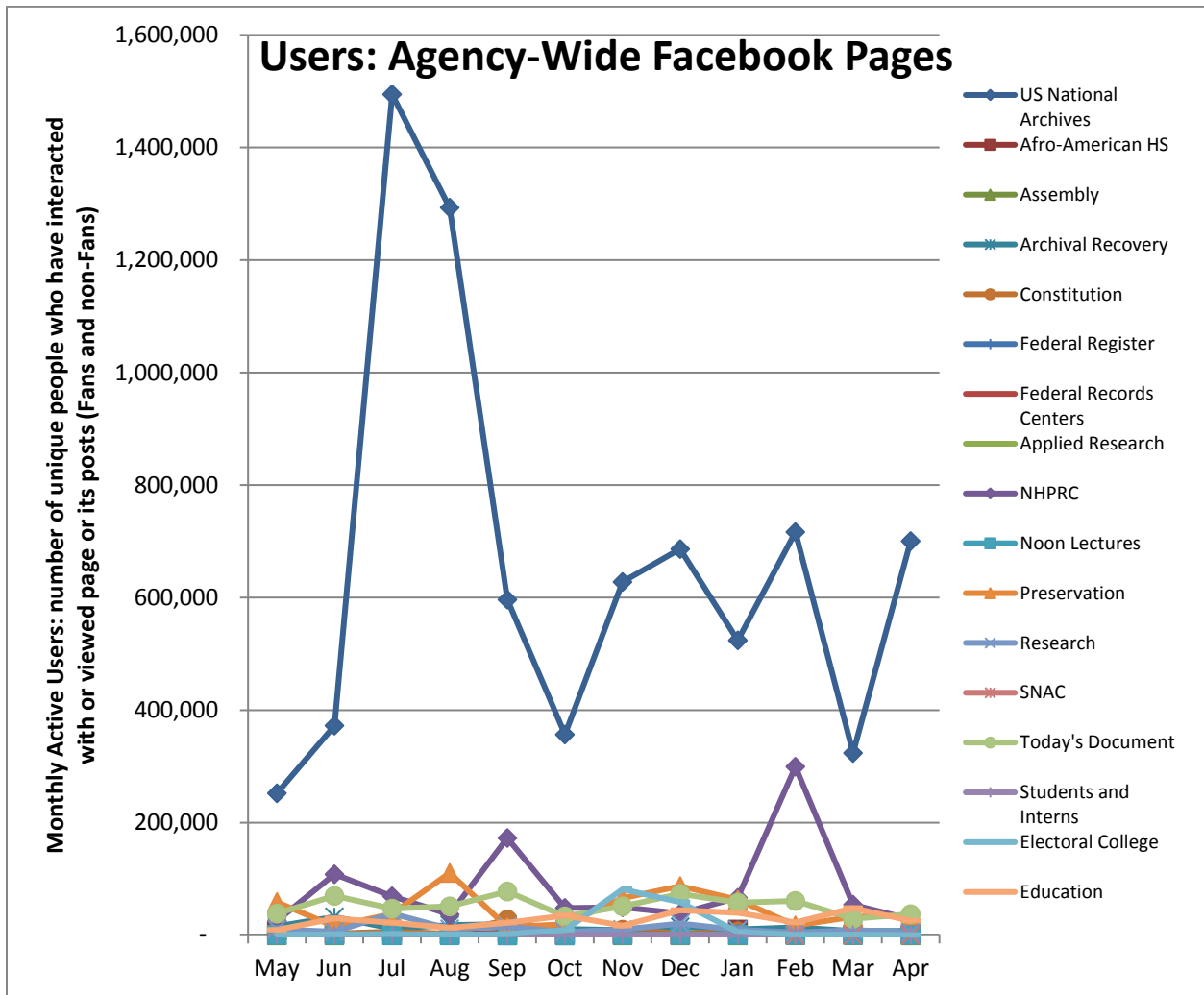


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



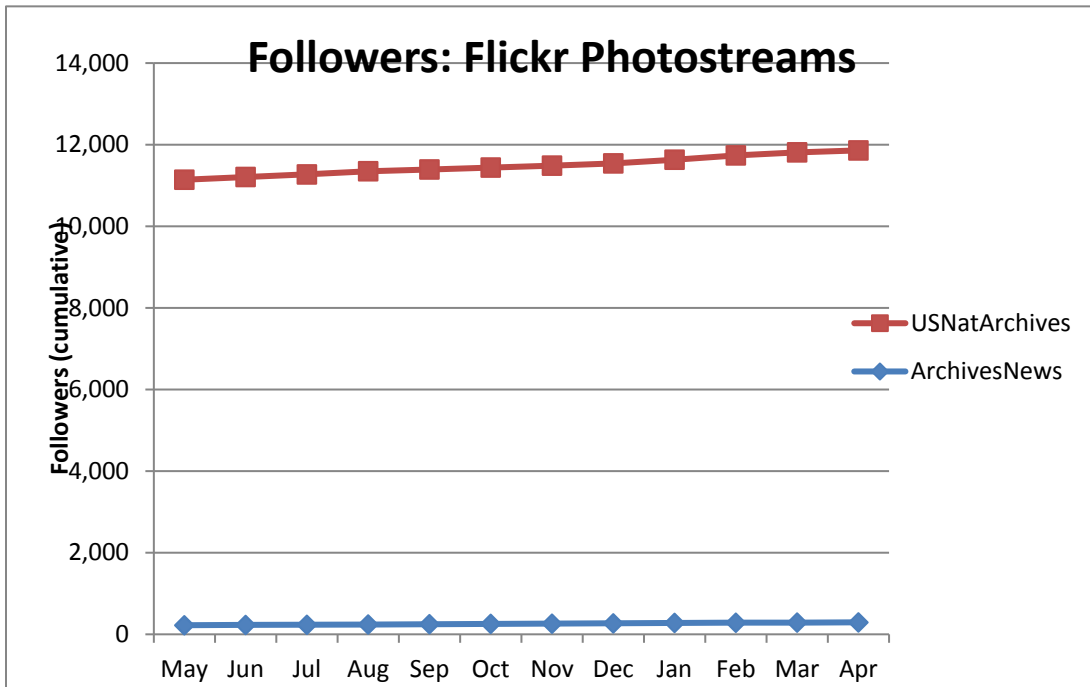
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



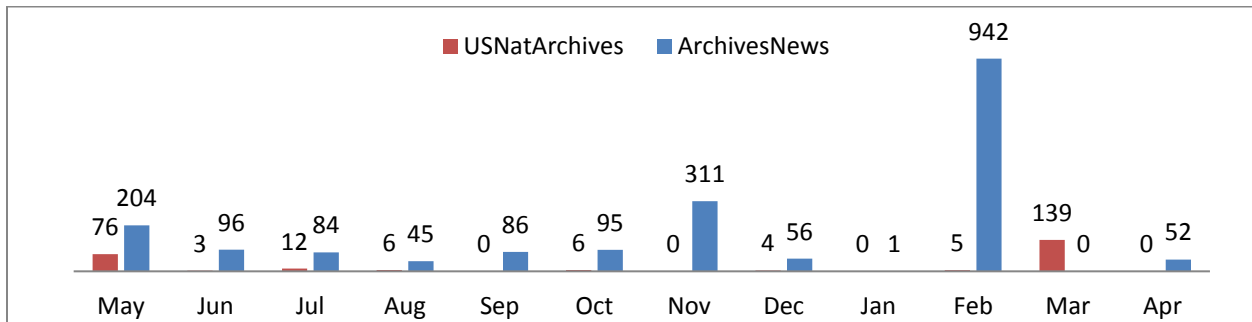


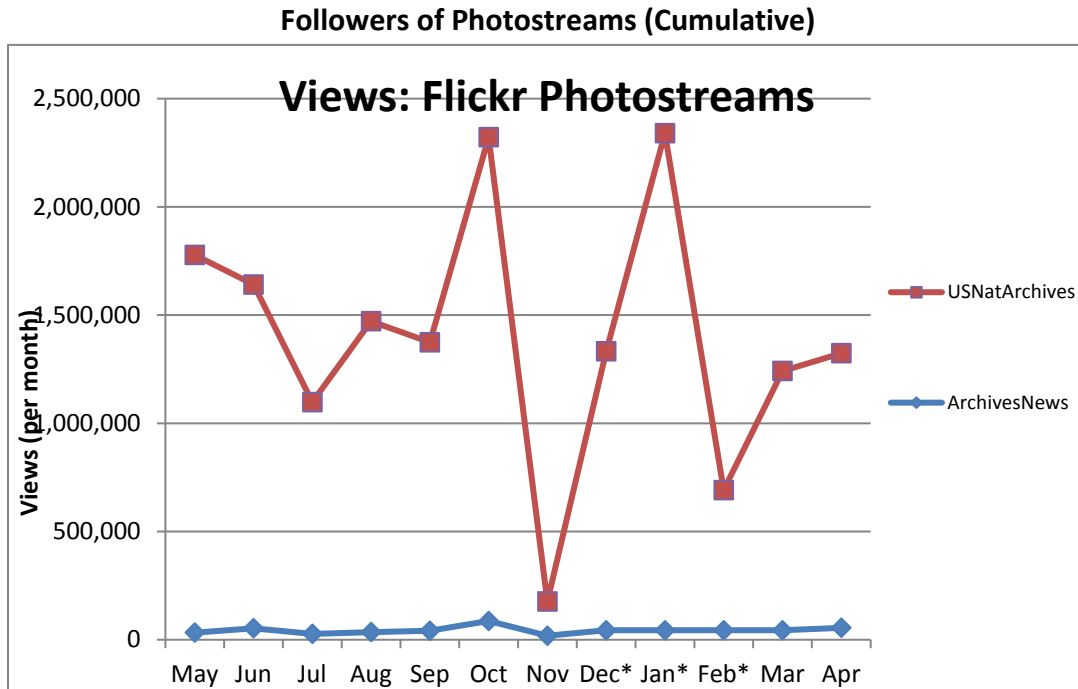
Social Media Tools: Detail View – Flickr

Views on Photostreams (Per Month)

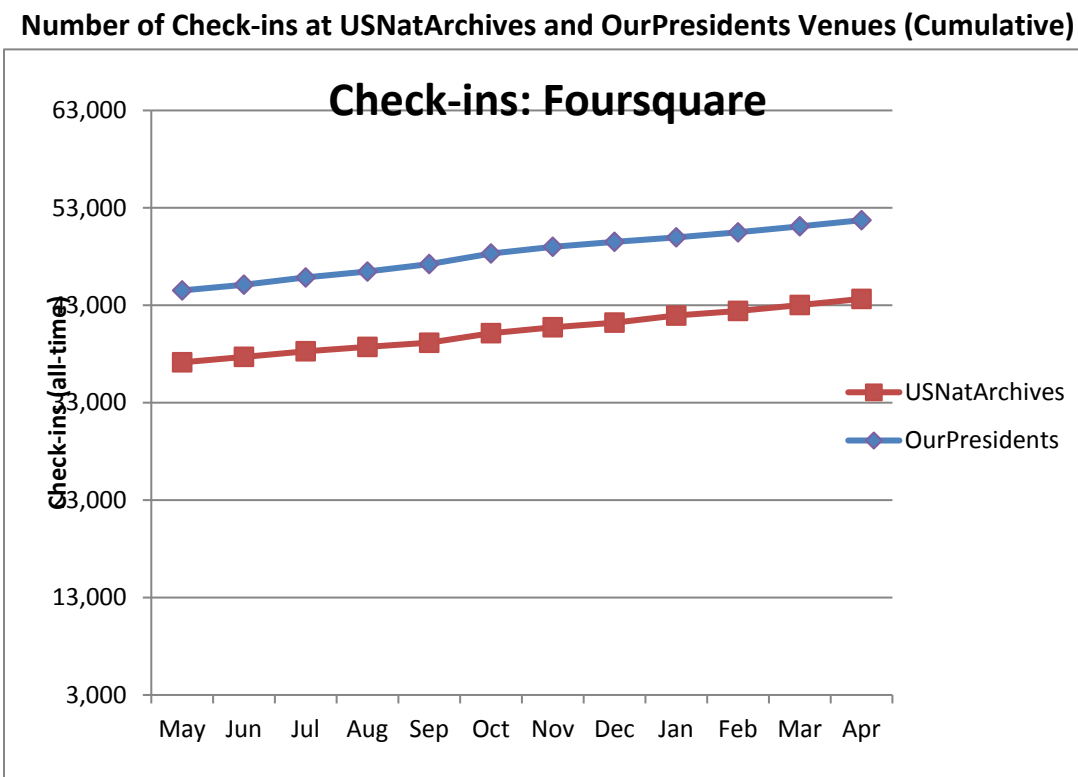


Photos Uploaded (Per Month)



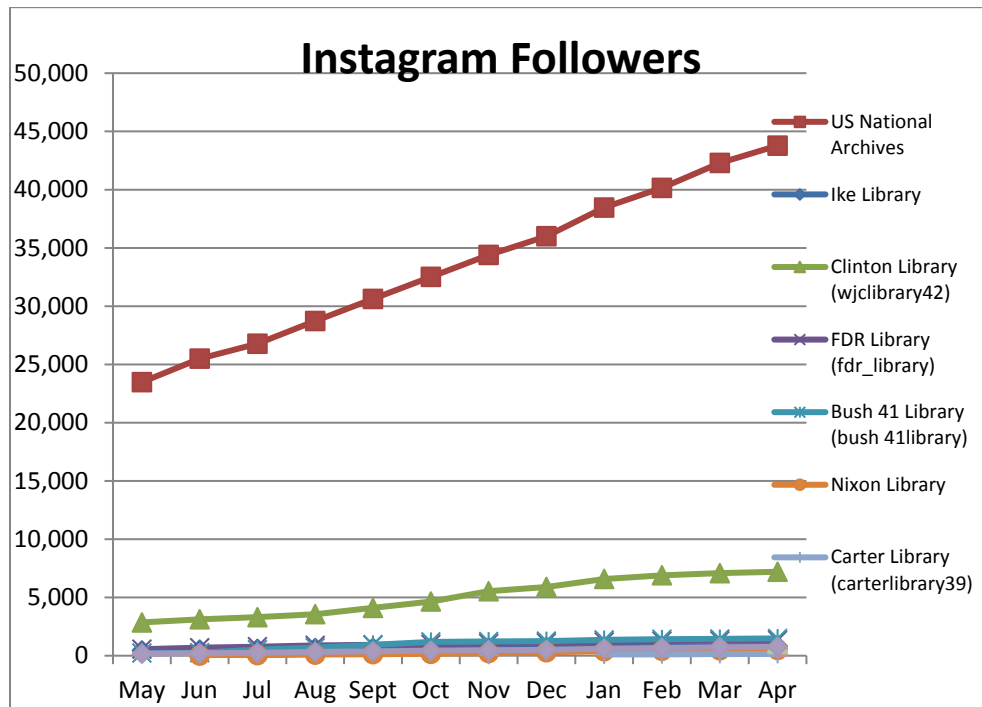


Social Media Tools: Detail View – Foursquare



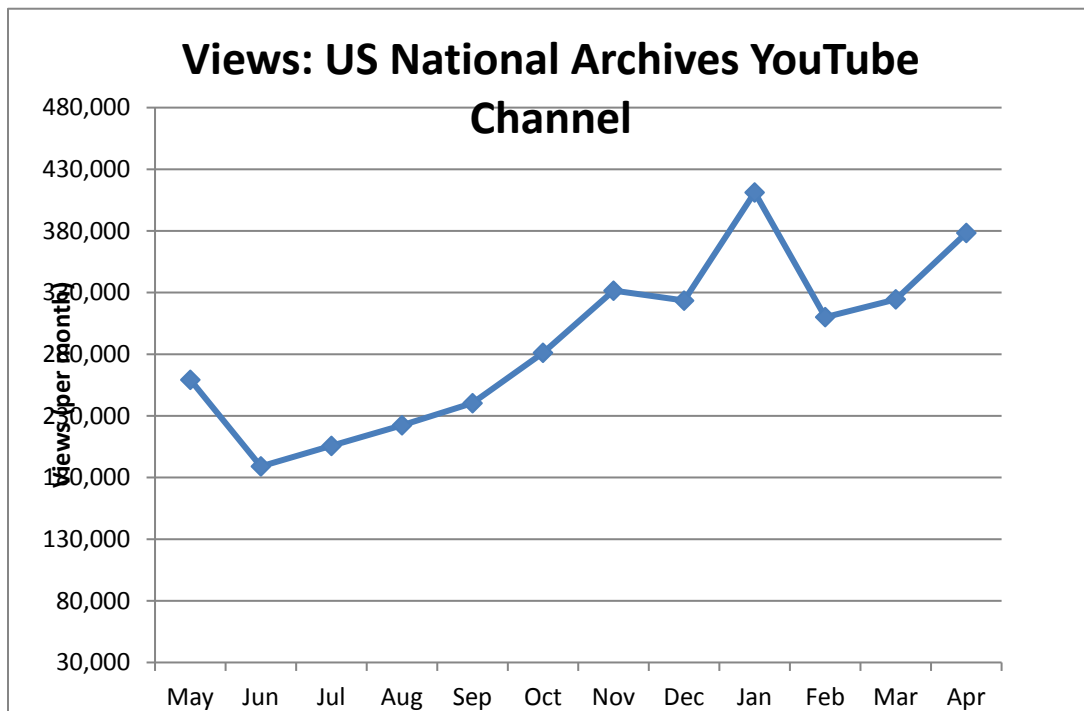
Social Media Tools: Detail View – Instagram

Followers on National Archives Instagram Accounts (Cumulative)

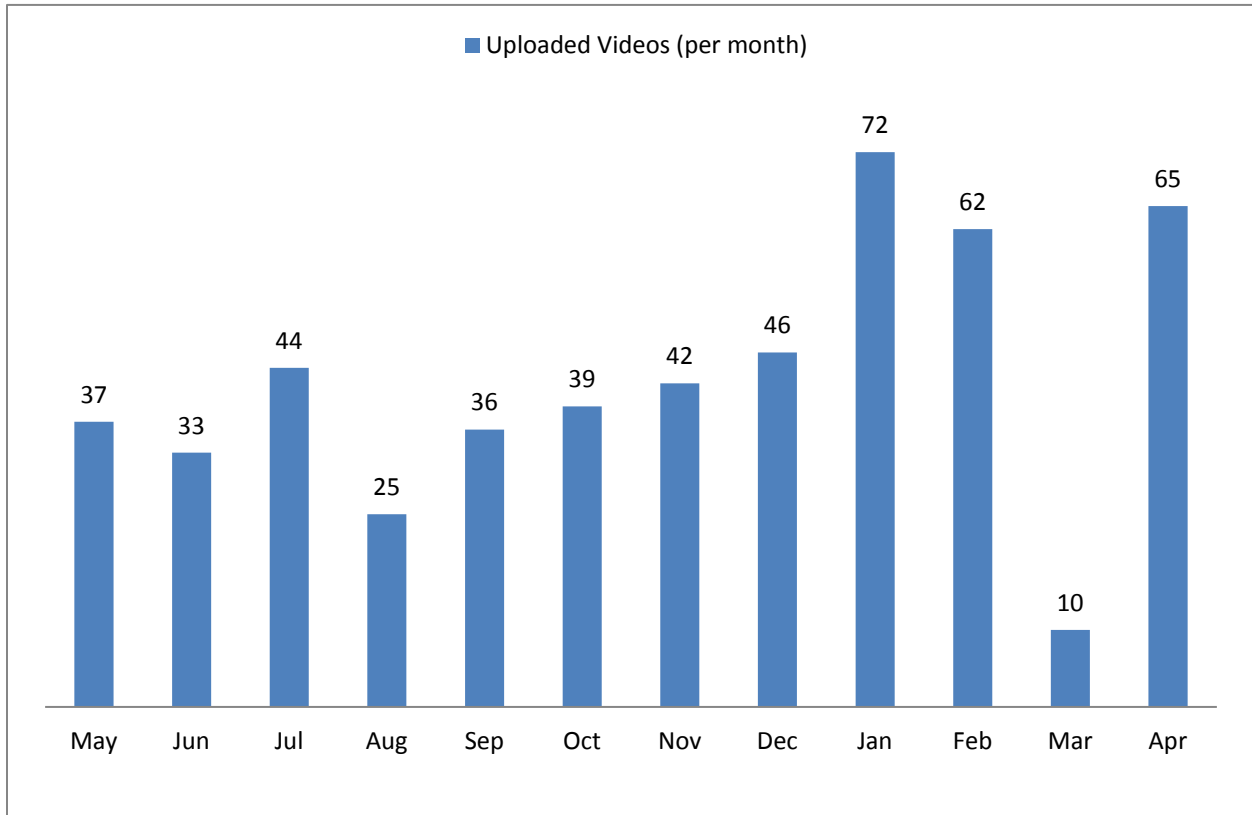


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

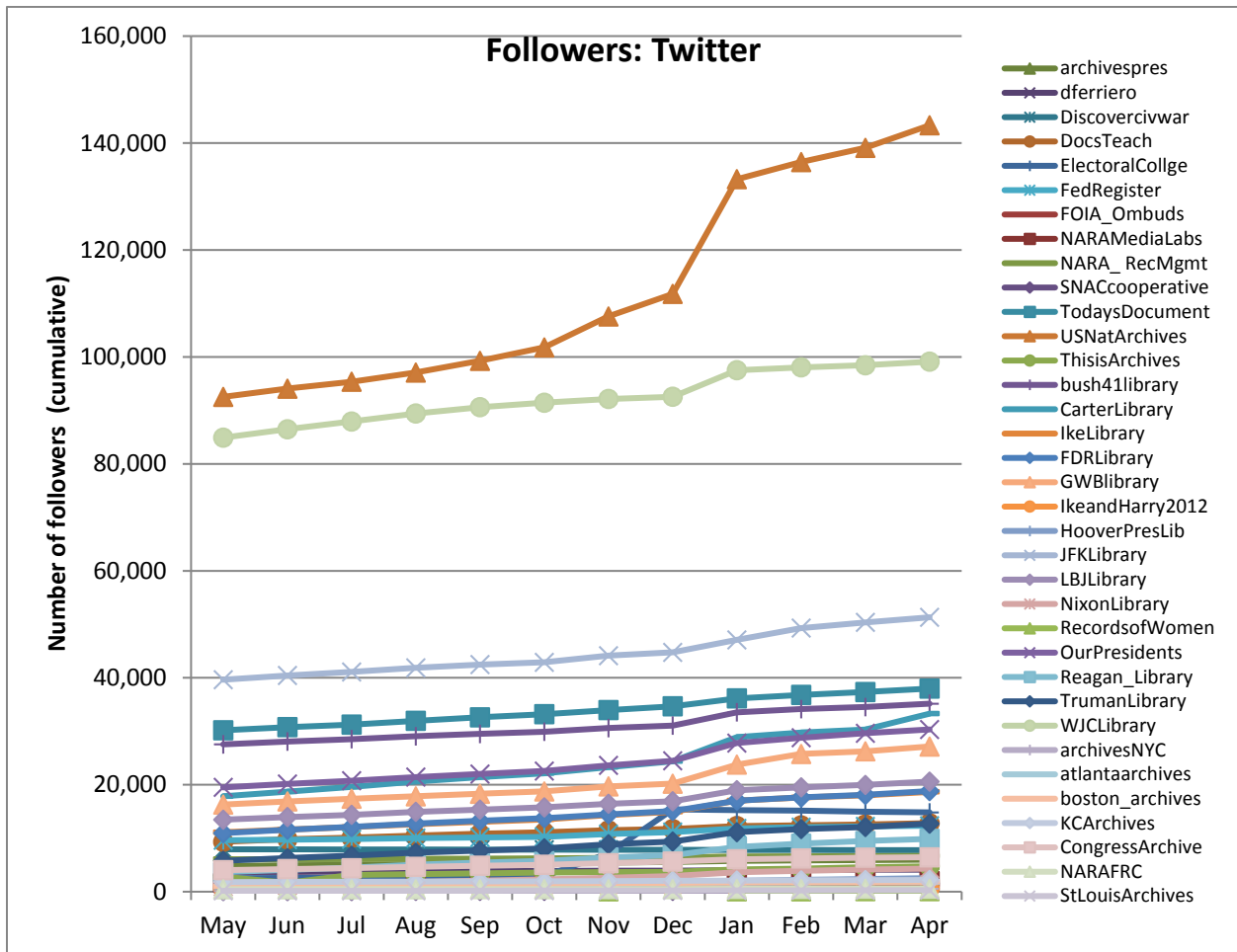


Top 5 Most Viewed Videos for April 2017 on US National Archives Channel

Video Title	Views
Stories from the Great Depression	53,020
Curious Alice, 1971	14,169
The True Glory, 1945 (restored)	11,588
Know Your Enemy: Japan	7,117
D-Day to Germany, 1944	6,712

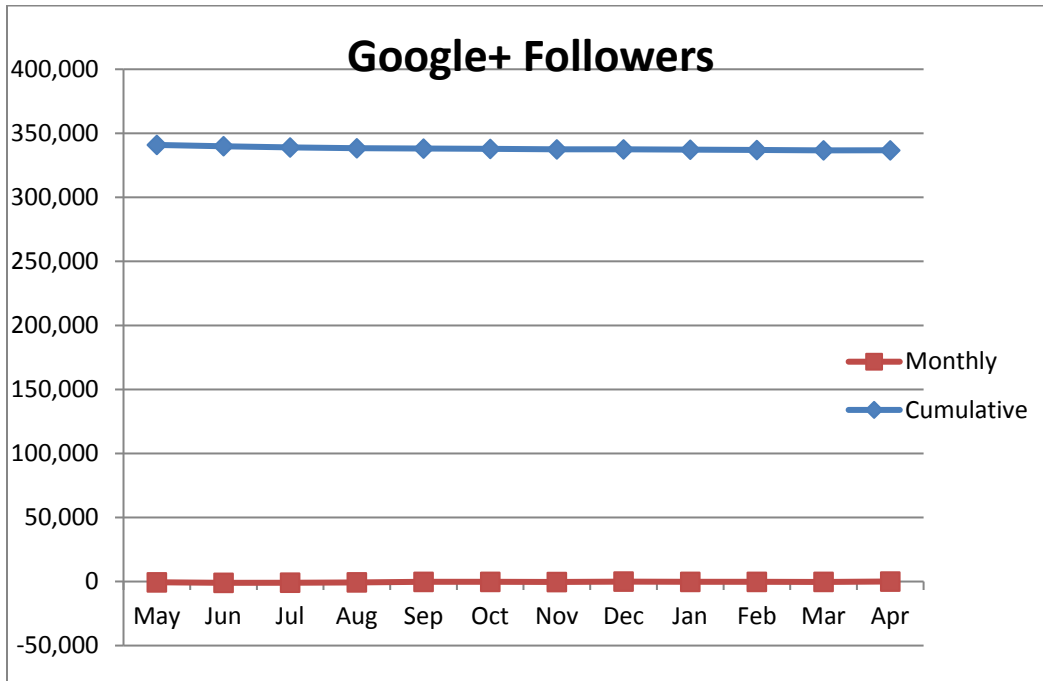
Social Media Tools: Detail View – Twitter

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



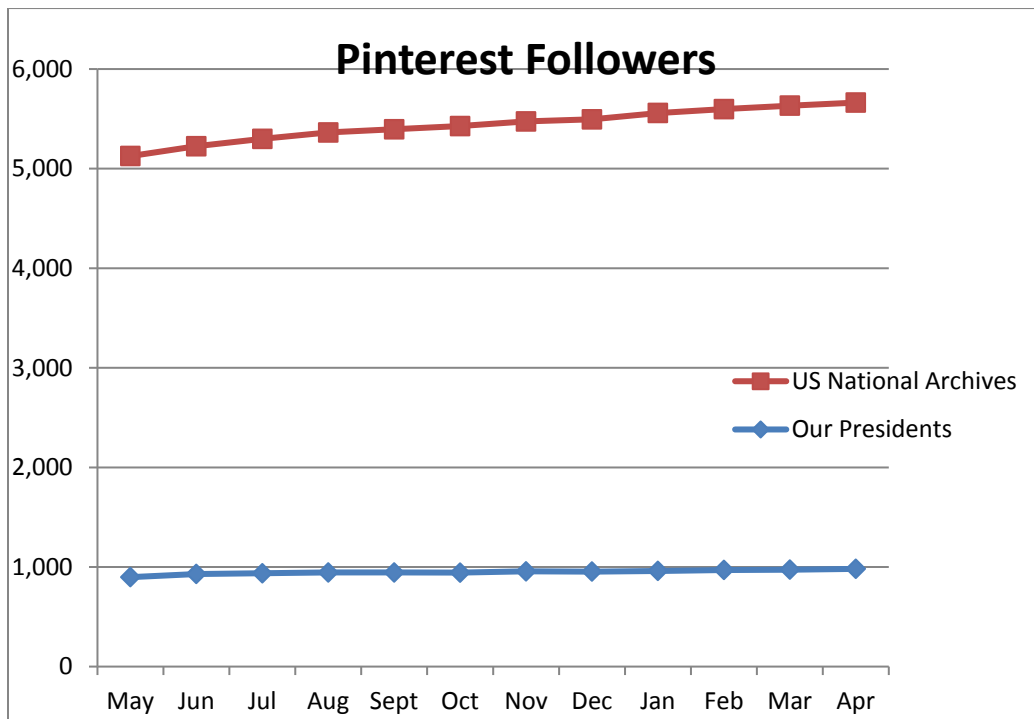
Social Media Tools: Detail View – Google+

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.

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Annotation (NHPRC)	138	112	100	378	300	126	115	85	99	93	104	87
AOTUS	1,332	1,404	2,723	1,751	2,243	1,239	1,773	1,200	1,323	1,655	1,553	1,204
Carter Chronicle	137	358	103	6	3	2	0	0	0	0	0	0
Education Updates	2,172	2,175	1,475	1,273	2,793	2,877	2,568	2,598	4,399	4,383	4,402	3,608
FOIA	921	963	1,061	946	895	784	887	701	867	1,169	1,637	883
Forward with Roosevelt	1,455	1,077	1,365	2,222	1,246	2,787	1,206	3,222	2,613	1,615	1,593	1,817
Hoover Heads	833	726	697	617	2,407	1,857	1,322	1,379	1,156	1,123	1,403	1,061
Unwritten Record (formerly Media Matters)	7,809	8,308	4,612	6,545	5,328	8,631	7,131	5,899	7,510	9,856	8,036	10,614
NARAtions	1,901	2,787	3,279	3,036	3,764	1,851	1,652	1,962	1,882	2,249	2,057	1,575
NDC Blog	440	362	383	525	445	467	406	632	538	508	674	450
Reagan Library Education	517	277	1,265	765	295	449	532	288	1,253	684	439	488
Rediscovering Black History	2,086	1,427	978	1,565	565	2,821	2,296	3,241	3,144	4,001	2,615	1,815
Prologue Blog	11,671	9,210	13,251	11,186	14,893	19,460	21,433	16,974	22,259	21,724	21,168	16,018
Records Express Blog	1,038	917	1,084	1,401	1,291	1,171	1,169	2,038	1,923	1,613	1,546	1,291
The Text Message	3,867	4,278	4,176	2,852	3,908	4,422	4,742	3,926	5,500	6,571	9,892	4,159
Transforming Classification (PIDB)	2,369	237	162	176	124	120	201	406	229	209	232	169
MONTHLY TOTAL	36,556	34,618	36,714	35,244	40,500	49,064	47,433	44,551	54,635	57,453	57,351	45,239

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.

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Annotation (NHPRC)	209	164	143	592	385	202	166	129	144	171	140	138
AOTUS	2,528	2,563	4,304	3,128	3,464	2,044	2,833	2,088	2,387	2,636	2,675	2,041
Carter Chronicle	198	490	144	8	5	2	0	0	0	0	0	0
Education Updates	3,915	4,057	2,575	2,388	4,536	4,681	4,396	4,236	6,670	6,813	7,250	5,998
FOIA	1,600	1,497	1,858	1,609	1,523	1,222	1,375	1,124	1,350	1,900	2,832	1,342
Forward with Roosevelt	2,290	1,929	2,190	4,105	2,162	4,021	2,098	4,228	4,130	2,568	2,617	2,834
Hoover Heads	1,171	1,026	1,011	863	3,067	2,395	1,886	1,995	1,604	1,649	1,952	1,464
Unwritten Record (formerly Media Matters)	18,233	16,226	9,228	20,618	11,218	17,981	14,360	12,090	15,714	20,874	18,240	24,289
NARAtions	3,632	4,472	5,661	5,155	5,972	3,361	2,674	3,169	3,309	3,912	3,638	3,031
Reagan Library Education	715	415	1,823	1,031	529	797	745	431	1,812	1,000	671	698
NDC Blog	958	855	828	976	1,069	1,007	950	1,196	1,113	1,134	1,365	900
Rediscovering Black History	5,608	3,769	2,466	3,905	1,547	7,930	7,282	7,386	10,238	9,561	5,984	4,133
Prologue Blog	19,536	15,051	19,382	17,918	23,701	29,010	31,527	27,077	36,470	34,503	34,444	25,173
Records Express Blog	2,260	2,120	2,488	3,065	2,918	2,353	2,534	3,543	3,370	3,199	3,344	2,634
The Text Message	8,671	10,355	10,127	7,260	8,877	9,270	10,283	8,635	10,530	13,697	15,948	9,334
Transforming Classification (PIDB)	440	437	271	281	195	186	312	862	364	303	320	259
MONTHLY TOTAL	71,964	65,426	64,499	72,902	71,168	86,462	83,421	78,189	99,205	103,920	101,330	84,268

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

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Annotation (NHPRC)	11	16	11	15	13	12	15	16	17	12	10	9
AOTUS Blog	105	77	107	70	65	74	59	61	63	69	75	76
AOTUS Tumblr	2	2	3	2	1	1	2	2	1	1	1	2
Carter Chronicle	100	77	68	44	27	19	16	16	16	16	15	16
Education Updates	36	30	33	32	29	28	30	33	35	34	33	45
FOIA Ombudsman	26	20	12	2	8	9	10	9	8	7	6	7
Unwritten Record (formerly Media Matters)	38	14	18	15	10	8	4	6	8	8	7	5
NARAtions	104	150	129	121	113	86	90	89	87	83	78	95
NDC Blog	58	40	53	34	42	47	42	40	39	45	52	35
Prologue	160	136	129	140	128	113	133	134	135	143	150	123
Records Express	87	63	65	55	48	44	48	50	52	48	44	59
Rediscovering Black History	26	28	27	22	24	25	23	26	28	25	23	21
Text Message	47	44	51	61	45	63	58	58	59	75	90	70
Today's Document Tumblr	45	47	39	36	36	39	37	40	43	42	41	79
Transforming Classification (PIDB)	125	92	95	72	93	62	61	52	43	43	43	40
MONTHLY TOTAL	970	836	840	721	682	630	628	632	634	651	668	682

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.)

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Monthly Total (A+P+R)	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	8,518,195
Agency-Wide Total	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	2,547,228
US National Archives	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	2,052,101
Afro-American HS	16,825	3,636	9,327	3,917	9,815	3,356	4,352	1,857	14,395	3,616	2,798	1,700
Assembly	158	79	578	9,937	30	123	45	90	112	184	194	94
Archival Recovery	75,641	105,513	118,611	160,306	226,435	80,971	81,129	72,973	42,266	81,482	66,008	36,264
Constitution	15,237	5,946	12,352	6,330	69,172	7,941	18,109	6,784	12,641	8,107	5,511	4,810
Federal Register	4,132	3,771	5,732	8,657	6,385	5,823	8,324	6,681	11,715	21,561	16,978	11,945
Federal Records Centers	814	117	807	1,119	289	606	477	225	265	1,081	987	183
Applied Research	3,857	2,151	2,540	652	4,257	3,650	3,725	3,200	5,033	7,259	6,049	3,822
NHPRC	92,299	273,859	210,709	158,717	375,029	168,885	156,783	147,517	181,676	564,484	173,315	99,488
Noon Lectures	3,278	2,140	85	48	124	94	6,191	1,589	1,195	4,108	1,581	3,203
Preservation	114,695	35,649	93,012	206,818	36,153	56,097	139,874	205,220	126,478	39,024	67,378	73,220
Research	37,844	11,962	87,002	24,700	35,247	10,003	31,659	42,084	33,913	8,961	24,141	22,204
SNAC										0	4	19
Today's Document	215,349	294,613	223,076	252,862	336,687	220,725	266,792	341,409	236,820	254,965	154,391	169,261
Students and Interns	1,867	1,620	2,295	569	1,368	2,046	890	2,085	754	1,463	2,134	899
Electoral College	3,444	3,462	4,828	3,112	4,177	23,620	191,529	209,450	18,965	2,248	2,311	854
Education	31,219	76,636	60,738	45,221	99,442	156,550	63,334	125,544	132,885	54,434	135,505	67,161
Presidential Total	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	5,671,313
Bush	203,154	202,047	775,298	434,768	574,350	640,156	682,074	790,791	1,194,313	1,086,672	641,536	883,226
GWB	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	2,477,187
Carter	349,640	1,270,498	419,435	512,661	398,437	256,631	435,574	363,388	778,523	712,054	427,787	509,640
Clinton	536,590	631,902	611,740	588,128	639,439	842,892	692,418	496,171	466,824	597,734	741,419	
Eisenhower	396,330	332,755	264,575	354,212	187,969	277,502	161,835	67,428	189,877	122,938	114,916	183,697
Ford Library	102,089	59,053	42,643	77,841	75,764	38,976	69,822	82,462	62,638		59,452	48,764

Ford Museum	66,343	544,346	256,317	229,395	739,488	343,011	205,764	141,304	180,741	149,827	147,417	232,478
Hoover	163,501	141,485	192,664	166,226	184,554	127,124	98,927	84,402	91,885	92,058	126,002	111,927
Johnson	782,826	683,845	772,247	878,130	662,159	556,691	668,786	454,300	441,285	533,611		
Nixon	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	601,390
Reagan	456,336	1,082,482	927,866	389,154	500,821	480,744	906,235	936,467	1,000,295	868,479	384,709	210,375
Roosevelt	289,817	453,921	355,984	246,554	223,834	332,540	366,859	274,234	220,571	351,142	296,843	248,052
Truman	408,778	471,770	419,636	345,504	256,088	195,634	240,280	289,752	380,391	303,220	223,478	164,577
Regional Total	839,977	560,745	557,950	880,507	672,056	1,018,817	870,362	596,311	595,228	355,151	266,514	299,654
Atlanta	14,356	18,710	22,803	52,439	41,943	60,425	45,146	15,558	34,545	8,550	8,431	19,047
Boston	553,075	285,235	248,979	227,752	277,154	551,272	360,322	292,331	328,161	144,145	42,598	38,795
Chicago	27,372	41,442	59,129	111,358	29,806	49,664	38,449	31,534	34,517	27,996	21,546	33,359
Denver	47,056	26,147	22,517	55,791	31,803	42,981	97,709	29,371	6,002	14,176	13,375	5,301
Fort Worth	20,543	29,406	30,427	112,397	76,637	63,538	71,279	55,900	52,467	42,431	51,772	38,996
Kansas City	36,391	35,779	39,001	54,935	61,047	60,877	108,384	23,348	42,495	31,961	25,041	41,614
New York	16,337	46,698	32,174	81,612	27,349	69,152	25,954	25,808	21,289	18,571	41,493	66,174
Philadelphia	33,632	22,814	17,271	30,056	24,872	20,401	49,882	25,467	23,569	18,571	9,229	11,569
Riverside	72,664	37,064	72,512	97,358	68,383	61,270	36,487	42,416	20,571	22,387	15,974	22,608
Seattle	10,909	7,255	9,509	35,500	22,122	23,016	24,287	20,147	15,230	18,209	17,844	14,051
St. Louis	7,642	10,195	3,628	21,309	10,940	16,221	12,463	34,431	16,382	8,154	19,211	8,140

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.)

	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Monthly Total (A+P+R)	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	2,655,219
Agency-Wide Total	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	849,737
US National Archives	252,235	372,419	1,494,355	1,293,125	596,571	356,759	627,932	686,383	524,066	716,529	323,955	700,377
Afro-American HS	8,303	1,852	5,432	1,820	4,969	1,760	2,243	747	10,151	1,852	1,554	982
Assembly	55	38	324	2,141	13	16	20	40	63	100	135	38
Archival Recovery	16,059	32,689	11,867	18,203	19,700	10,965	9,256	15,001	10,402	14,107	7,595	7,702
Constitution	6,071	3,023	6,327	2,851	27,874	3,745	9,883	3,450	6,710	3,968	2,357	1,709
Federal Register	801	756	932	1,086	918	849	2,147	1,328	3,402	5,288	3,982	2,279
Federal Records Centers	322	54	438	580	181	253	186	133	181	294	384	94
Applied Research	2,055	1,299	1,382	413	1,910	1,353	920	1,799	1,835	2,605	2,917	1,711
NHPRC	25,532	108,402	69,292	36,884	172,713	48,513	49,625	38,751	66,646	299,523	54,244	28,589
Noon Lectures	791	657	55	27	72	61	843	678	687	844	720	1,038
Preservation	58,858	15,687	38,085	110,708	14,412	19,634	65,924	87,246	63,067	17,401	32,752	35,343
Research	10,513	6,510	38,501	11,358	15,490	5,904	10,276	20,977	9,596	4,795	9,156	5,670
SNAC											3	9
Today's Document	38,560	69,968	47,283	51,401	77,754	33,492	51,316	73,425	57,880	60,901	29,340	37,437
Students and Interns	783	895	1,398	293	713	1,171	464	1,254	468	838	1,351	512
Electoral College	1,091	1,758	2,225	1,408	2,082	9,169	81,653	58,697	5,704	918	1,225	475
Education	9,454	29,871	22,199	13,281	22,324	35,116	16,969	44,393	39,876	22,638	48,181	25,772
Presidential Total	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	1,701,065
Bush	68,696	72,833	360,795	128,892	203,033	200,442	238,126	263,481	543,521	404,506	205,416	250,883
GWB	1,188,426	680,426	783,508	486,416	596,571	503,873	1,810,528	654,373	784,474	897,152	929,482	574,659
Carter	131,823	690,719	187,448	240,843	158,336	89,318	172,251	151,464	277,098	302,734	160,352	205,358
Clinton	232,172	236,016	266,341	212,767	206,179	272,392	268,372	185,426	157,884	247,171	283,369	
Eisenhower	212,675	127,302	99,377	149,034	72,080	91,072	52,733	29,142	74,541	44,042	47,609	63,942
Ford Library	39,898	20,493	13,845	28,571	31,886	9,823	20,255	25,101	18,711		12,969	21,027

Ford Museum	24,771	272,166	107,265	90,247	286,632	133,997	84,050	57,462	70,750	67,412	58,631	100,521
Hoover	51,436	54,119	65,496	48,656	69,707	31,895	26,847	28,961	34,739	32,161	46,330	33,976
Johnson	260,256	229,477	243,174	315,179	196,901	162,814	217,994	182,812	168,126	205,244		
Nixon	281,666	471,321	298,740	346,250	208,550	664,420	374,685	302,190	264,401	301,509	233,023	222,088
Reagan	113,342	354,199	262,880	100,107	134,498	106,424	223,781	236,064	231,871	337,769	110,524	89,838
Roosevelt	71,684	211,177	109,585	87,731	76,181	128,430	99,005	76,315	74,004	119,461	124,405	74,434
Truman	162,424	246,105	191,391	112,611	98,110	69,574	95,241	101,788	156,344	124,683	81,480	64,339
Regional Total	318,386	145,189	117,320	196,783	102,143	206,733	180,928	169,704	124,447	95,532	75,130	104,417
Atlanta	6,442	7,270	5,557	10,302	8,351	7,561	10,363	4,607	8,730	4,775	4,588	7,460
Boston	236,783	48,544	44,224	48,912	26,316	102,277	34,086	78,081	47,848	34,683	12,735	13,049
Chicago	5,783	11,968	13,202	15,035	6,365	6,774	6,787	7,692	10,155	8,038	5,125	9,313
Denver	16,767	11,631	7,591	21,539	11,741	17,773	52,349	12,470	2,202	6,722	4,219	3,428
Fort Worth	5,689	12,015	7,573	22,721	10,131	11,483	9,277	12,793	14,646	8,429	7,472	6,781
Kansas City	5,890	11,395	7,804	7,593	4,704	3,982	23,130	6,045	10,297	9,894	6,921	14,433
New York	5,361	19,547	9,639	34,401	7,426	27,740	6,674	8,804	7,327	7,847	12,967	34,528
Philadelphia	14,844	8,226	6,480	9,731	6,704	6,087	18,822	7,897	6,646	3,334	3,264	3,867
Riverside	14,519	7,086	10,809	14,131	5,827	11,560	11,160	10,620	4,724	3,566	5,621	5,432
Seattle	3,783	2,332	2,531	6,262	10,458	6,132	3,702	7,788	4,460	4,487	4,017	3,076
St. Louis	2,525	5,175	1,910	6,156	4,120	5,364	4,578	12,907	7,412	3,757	8,201	3,050

APPENDIX V: Twitter Followers (Cumulative)

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
archivespres	4,815	4,935	5,000	5,149	5,252	5,347	5,441	5,567	5,770	5,840	5,914	5,968
dferriero	3,678	3,712	3,769	3,812	3,838	3,883	3,922	3,946	4,017	4,038	4,105	4,117
Discovercivwar	7,922	7,913	7,897	7,887	7,872	7,856	7,844	7,828	7,801	7,792	7,772	7,769
DocsTeach	9,339	9,813	10,104	10,489	10,842	11,107	11,496	11,733	12,274	12,411	12,565	12,819
ElectoralCollge	2,538	2,578	2,614	2,673	2,722	2,909	7,154	15,391	15,261	15,151	14,966	14,824
FedRegister	9,627	9,733	9,832	10,022	10,140	10,266	10,785	11,152	11,829	12,072	12,221	12,342

FOIA_Ombuds	623	693	737	774	815	850	933	963	1,077	1,161	1,233	1,321
NARAMediaLabs	1,656	1,702	1,724	1,761	1,784	1,808	1,825	1,854	1,917	1,959	1,985	2,013
NARA_RecMgmt	6,062	6,080	6,086	6,150	6,191	6,242	6,335	6,431	6,579	6,624	6,661	6,687
SNAC	139	144	148	157	159	161	166	172	184	193	275	291
TodaysDocument	30,187	30,769	31,241	31,949	32,616	33,198	33,955	34,674	36,143	36,802	37,346	37,982
USNatArchives	92,533	94,071	95,363	97,098	99,280	101,795	107,575	111,784	133,245	136,444	139,103	143,314
ThisisArchives	2,809	1,656	3,122	3,288	3,425	3,565	3,668	3,712	4,163	4,330	4,587	4,743
Bush41library	27,553	28,089	28,529	29,074	29,510	29,910	30,604	31,065	33,545	34,159	34,539	35,159
CarterLibrary	17,841	18,712	19,608	20,602	21,440	22,142	23,289	24,387	28,907	29,772	30,324	33,288
IkeLibrary	11,112	11,610	12,080	12,609	13,062	13,520	14,345	14,928	17,025	17,624	18,015	18,654
FDRLibrary	10,952	11,601	12,108	12,728	13,260	13,745	14,461	15,075	17,026	17,633	18,112	18,818
GWBLibrary	16,294	16,887	17,379	17,840	18,317	18,757	19,690	20,200	23,773	25,766	26,246	27,158
IkeandHarry2012	661	662	662	665	663	662	664	670	668	670	670	671
HooverPresLib	501	646	794	976	1,112	1,236	1,417	1,571	2,032	2,234	2,382	2,542
JFKLibrary	39,642	40,427	41,097	41,860	42,467	42,899	44,134	44,763	47,100	49,299	50,365	51,312
LBJLibrary	13,469	13,951	14,367	14,926	15,352	15,775	16,437	16,919	18,982	19,510	19,971	20,583
NixonLibrary	947	1,160	1,381	1,840	2,081	2,294	2,616	2,918	3,626	3,890	4,142	4,318
RecordsofWomen							64		75	84	105	109
OurPresidents	19,508	20,151	20,759	21,432	22,009	22,571	23,617	24,470	27,804	28,795	29,637	30,338
Reagan_Library	3,661	4,070	4,504	5,054	5,442	5,759	6,401	6,817	8,378	8,985	9,478	9,877
TrumanLibrary	5,777	6,292	6,728	7,290	7,685	8,110	8,882	9,375	11,142	11,711	12,091	12,731
WJCLibrary	84,907	86,478	87,938	89,422	90,602	91,444	92,139	92,558	97,520	98,051	98,446	99,113
ArchivesNYC	112	132	159	192	213	293	338	378	436	472	530	563
atlantaarchives	1,615	1,617	1,616	1,625	1,627	1,633	1,645	1,658	1,695	1,720	1,740	1,746
Boston_archives	967	1,082	1,170	1,311	1,402	1,486	1,557	1,658	1,747	1,814	1,839	1,871
KCArchives	1,796	1,827	1,853	1,888	1,927	1,946	1,982	2,033	2,083	2,130	2,163	2,192
CongressArchive	4,031	4,233	4,403	4,653	4,854	5,032	5,344	5,638	6,067	6,217	6,357	6,440
NARAFRC	466	473	476	747	479	487	494	501	522	526	538	544
StLouisArchives	158	163	163	166	183	197	213	218	236	242	262	270
TOTAL	433,898	444,062	455,411	467,836	478,623	488,885	511,432	533,007	590,649	606,121	616,685	632,505

APPENDIX VII: **Google+** Followers

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Monthly Followers	-581	-999	-930	-644	-250	-250	-364	-39	-234	-223	-314	31
Cumulative Followers	340,909	339,910	338,980	338,336	338,086	337,836	337,472	337,433	337,199	336,976	336,662	336,693

APPENDIX VIII: **Pinterest** Followers (Cumulative)

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
US National Archives	5,126	5,225	5,299	5,363	5,395	5,427	5,474	5,495	5,558	5,598	5,632	5,663
Our Presidents	898	930	937	945	945	943	956	954	960	970	973	981

APPENDIX IX: **Instagram** Followers (Cumulative)

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
US National Archives	23,479	25,494	26,777	28,730	30,621	32,513	34,394	35,998	38,464	40,157	42,288	43,784
Ike Library	454	520	592	655	672	689	715	744	783	797	819	832
Clinton Library	2,857	3,125	3,308	3,565	4,107	4,650	5,533	5,897	6,581	6,900	7,085	7,205
FDR Library	558	685	774	882	933	985	1,050	1,105	1,192	1,253	1,292	1,330
Bush 41 Library	223	256	521	689	939	1,189	1,222	1,258	1,360	1,414	1,444	1,485
Nixon Library		3	45	97	131	165	224	295	383	426	463	495
Carter Library							64		104	117	141	153
Truman Library												110
Preservation												760
Reagan Library	175	213	250	314	369	425	464	496	598	664	717	760

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

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Channel Views	27,160	27,345	27,455	28,112	28,308	28,504	28,777	28,916	29,156	38,941	57,973	84,528