

MAY FY2017 OVERVIEW

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	81,012 Views	43,472 Visitors
Tumblr Blogs	11,817 Views	6,836 Visitors
Facebook	8,100,286 Impressions	2,550,947 Reach
National Archives YouTube Channel	383,611 Views	38,886 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	1,338,985 Views	12,212 Total Contacts
Instagram	--	59,062 Total Followers
Twitter (all NARA feeds)	--	658,511 Total Followers
FourSquare	1,203 New Check-ins	0 New Followers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2017 Views (To Date)	FY 2016 Views
Archives.gov Blogs	717,807	900,871
Tumblr Blogs	205,537	265,823
Facebook	90,416,445	144,274,204
National Archives YouTube Channel	2,744,030	2,449,503
Flickr (USNatArchives & ArchivesNews)	11,189,126	20,737,950

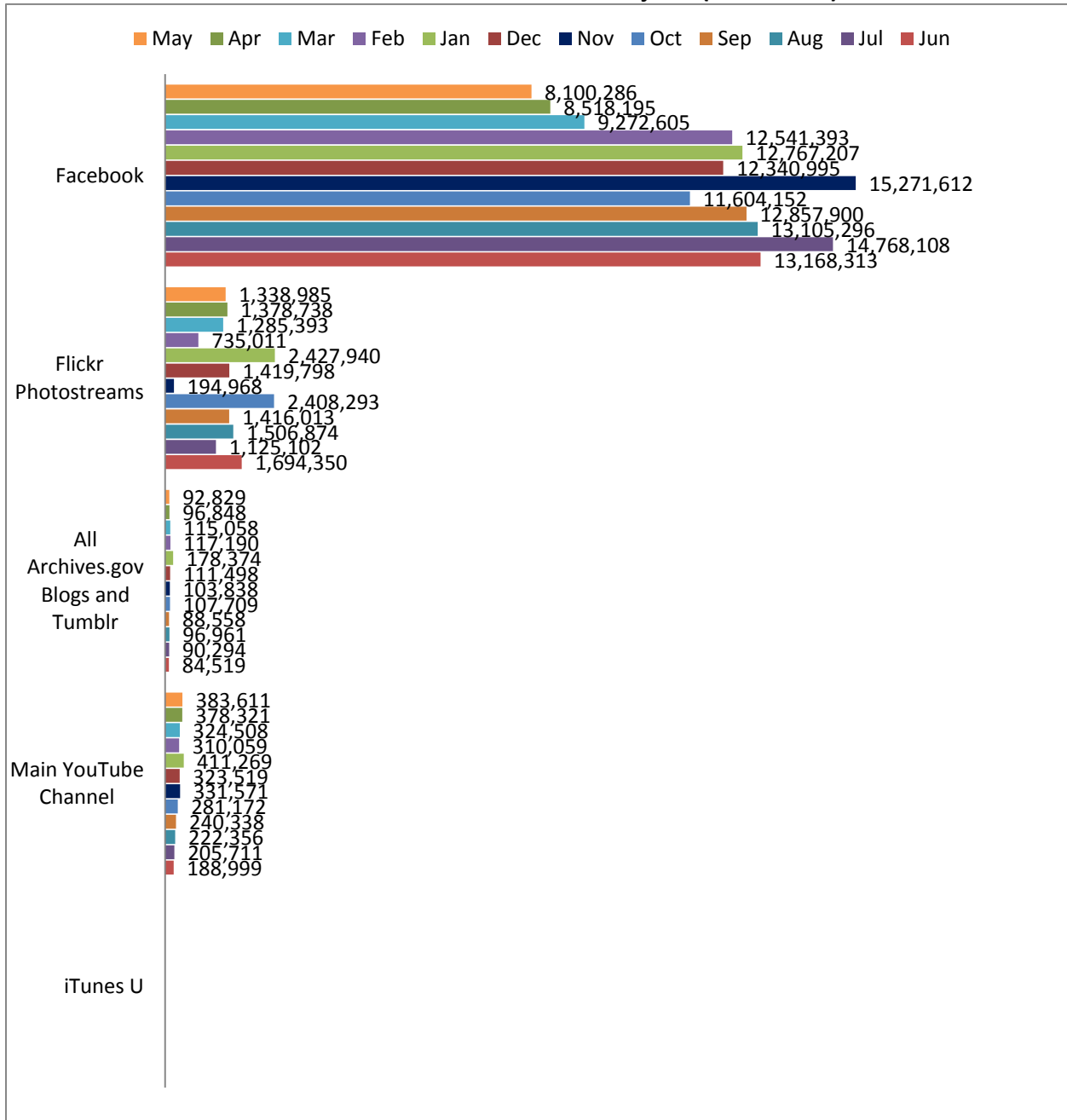
EXTERNAL BLOGS AND TUMBLR

- [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](#)

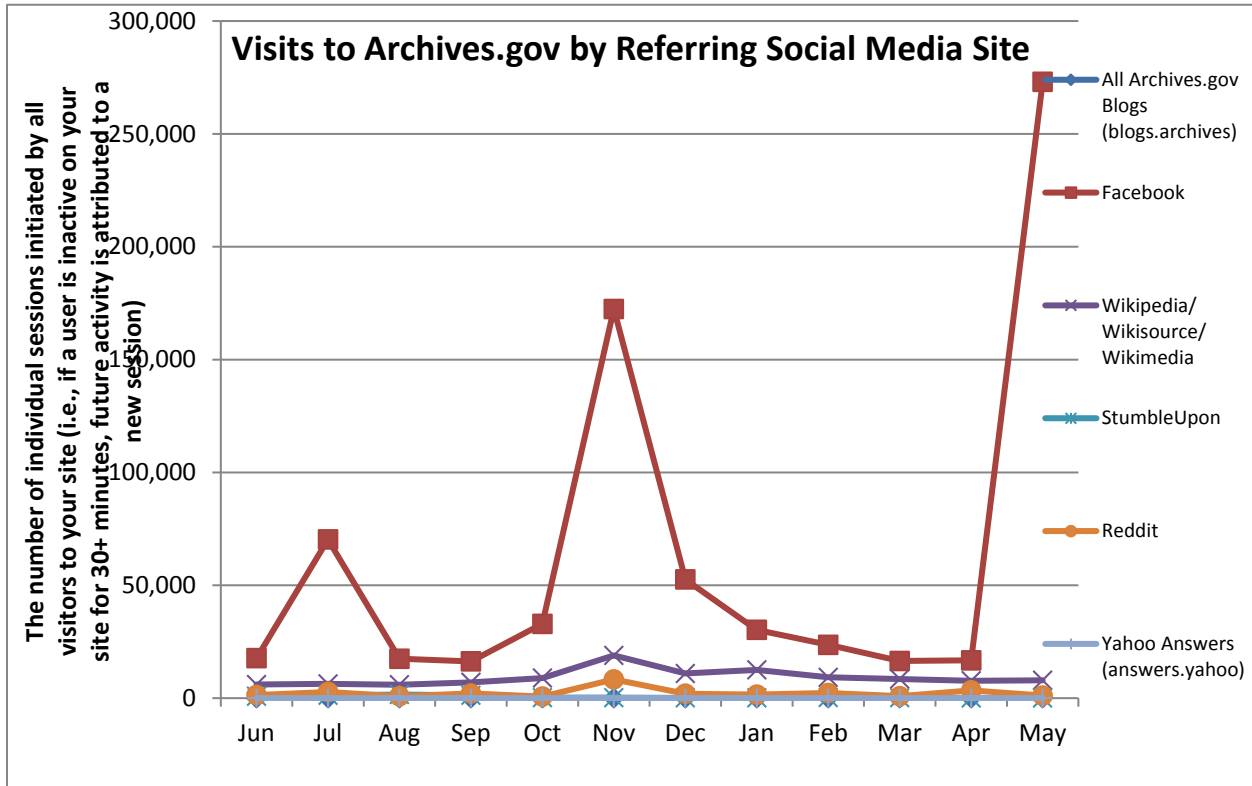
SOCIAL MEDIA TOOLBOX (Tools currently in use)

- 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)

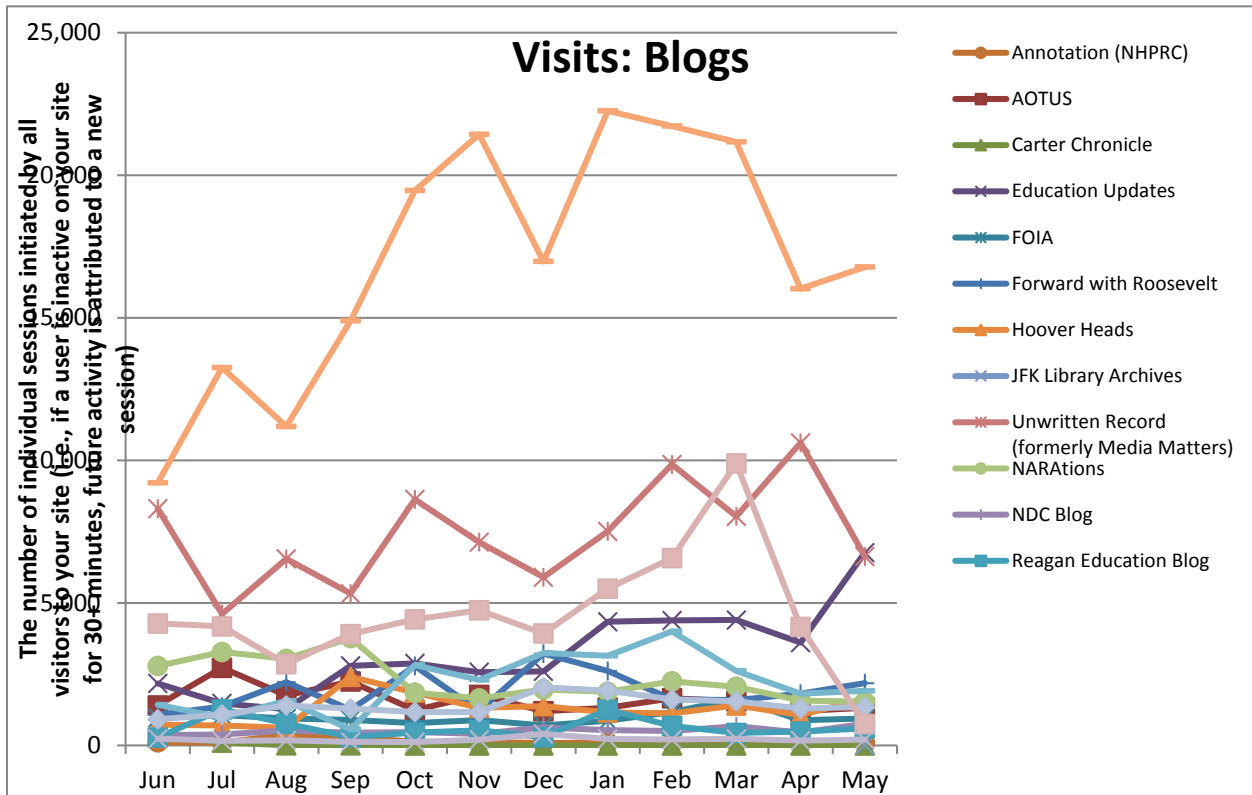


New External Social Media Projects: May Projects

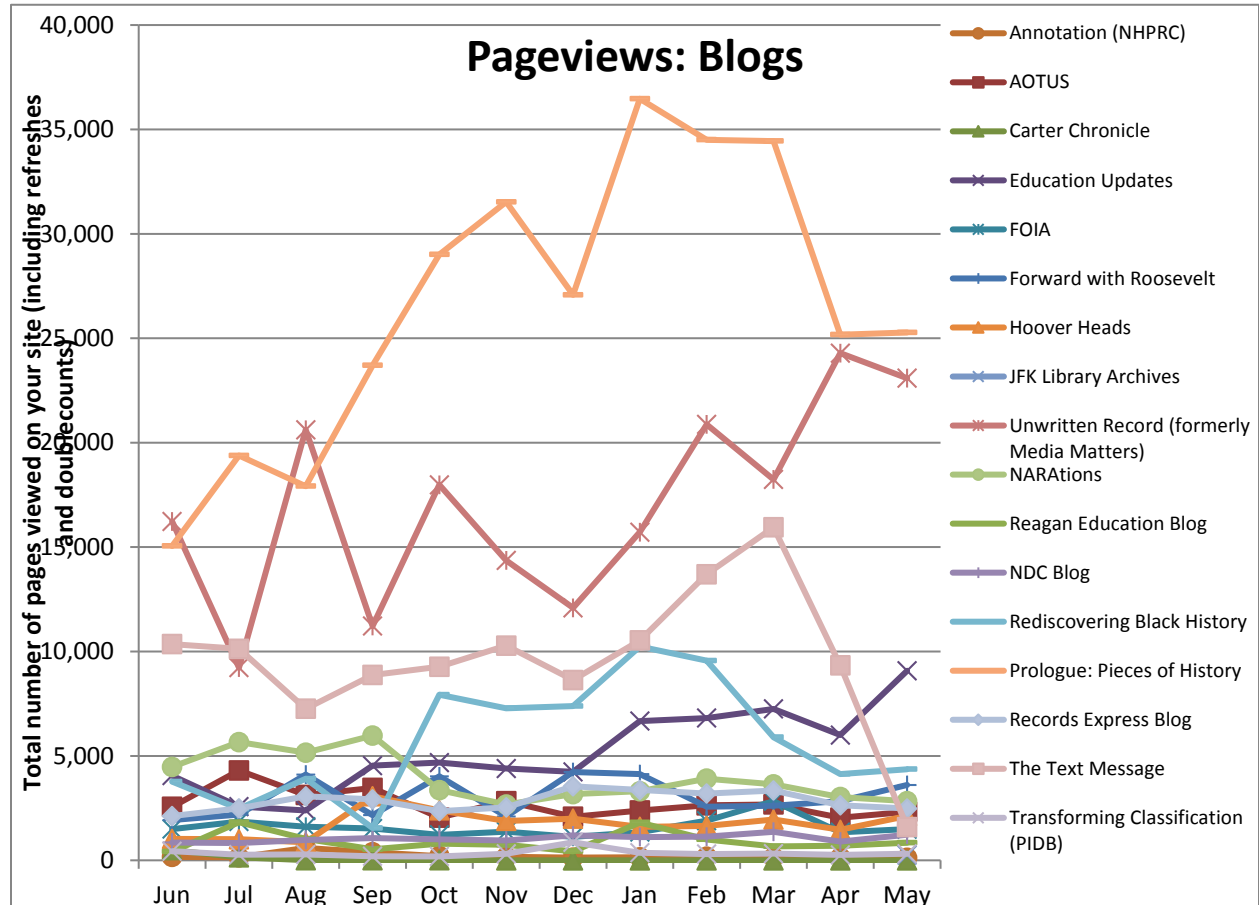
	Qzzr	Facebook	Giphy	Twitter	Pinterest	Tumblr	Blog	YouTube	Instagram
June					1	1			2
July									
August									
September			1						
October				1		1			1
November									
December									
January									
February									1
March									
April									1
May							1		

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

Blog Visits (Source: Appendix II.A)



Blog Pageviews (Source: Appendix II.B)

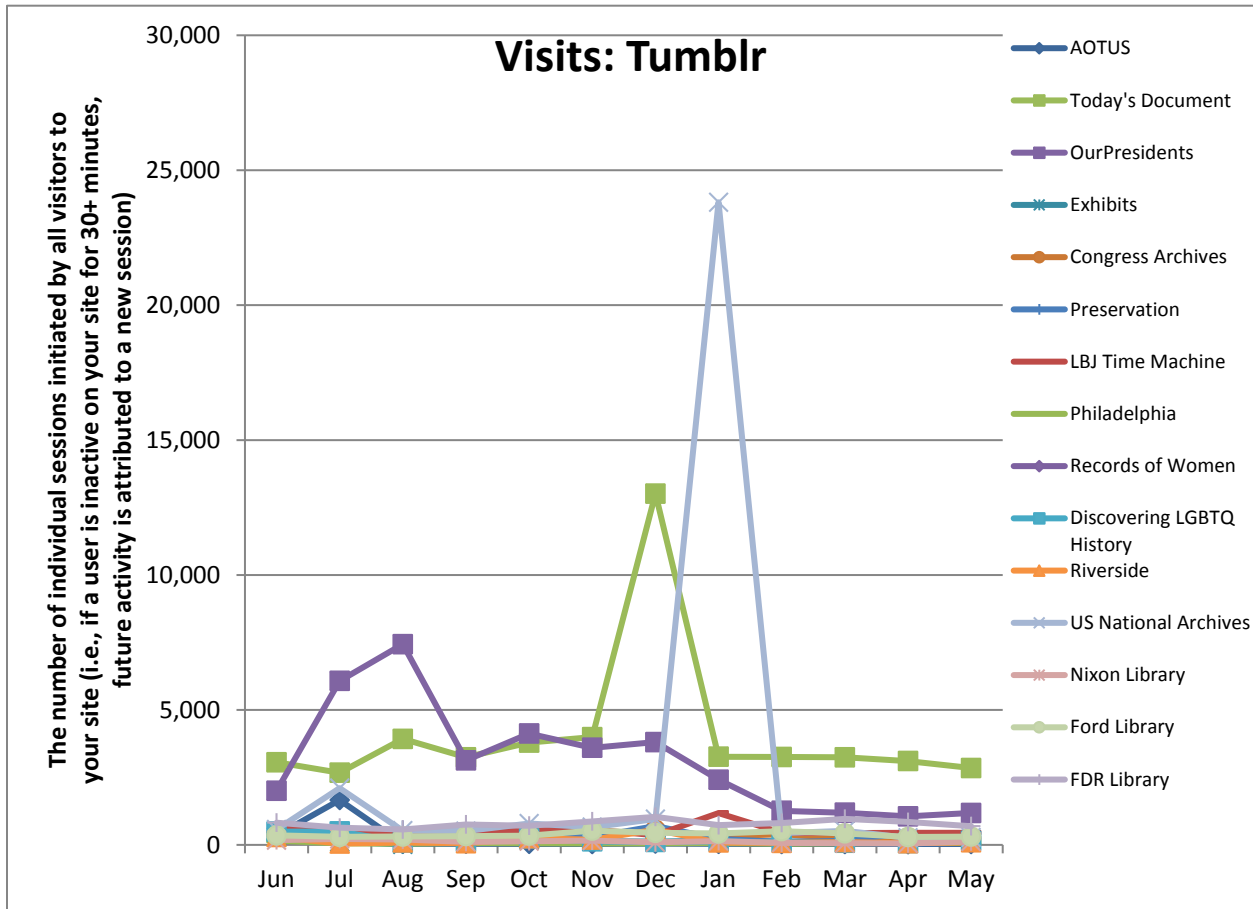


Top 5 Most Viewed Blog Posts in May 2017

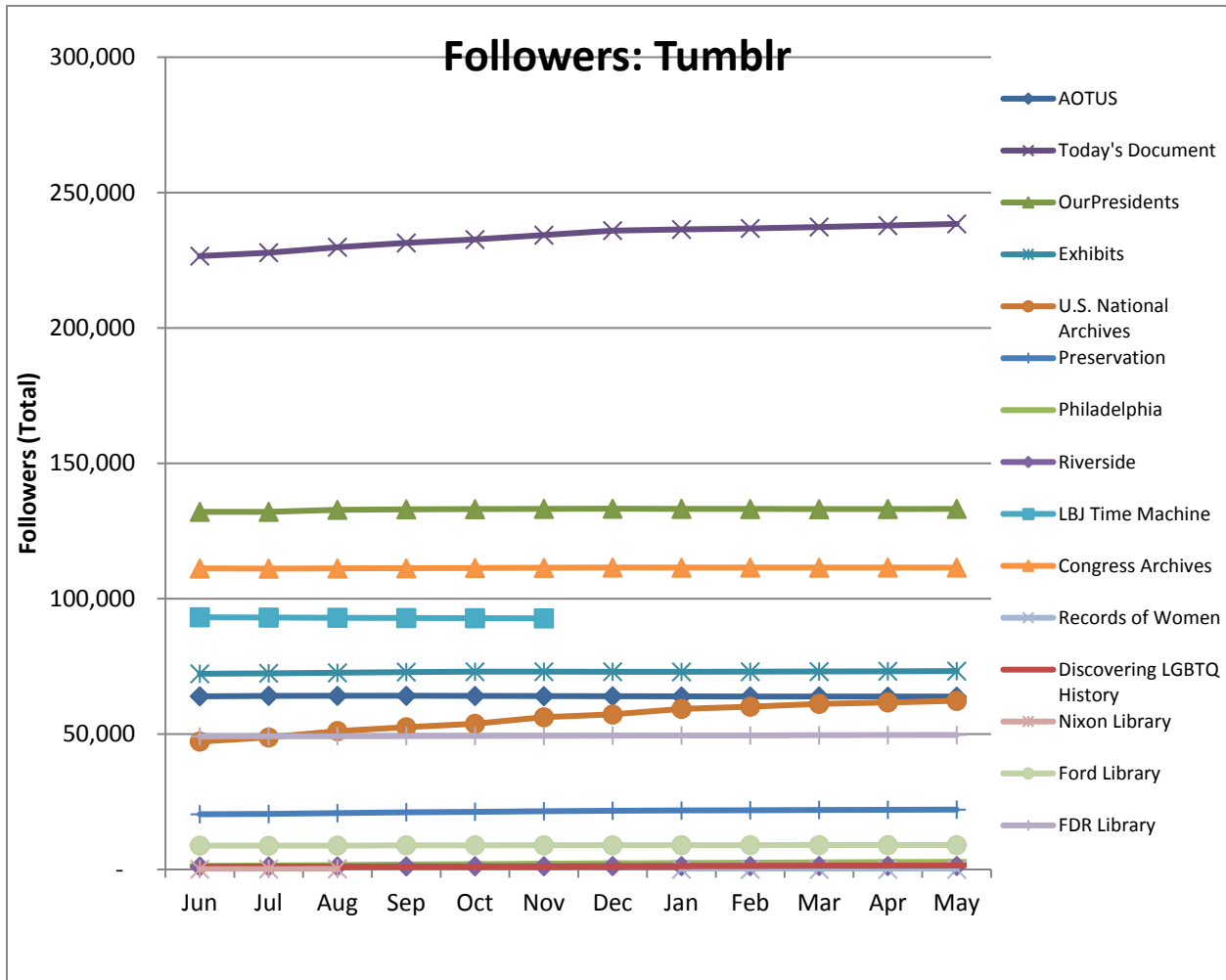
Blog	Pageviews	Post Title
Education Updates	4,400	"Three Generations of Imbeciles are Enough" - The Case of Buck v. Bell
Unwritten Record	1,441	Brady's Lens: The Civil War and the Mathew Brady Collection in the National Archives
Pieces of History	1,186	Prohibition and the Rise of the American Gangster
Hoover Heads	1,125	A Tale of Two Hoovers
Pieces of History	939	Failure of the Equal Rights Amendment: The Feminist Fight of the 1970s

Social Media Tools: Detail View – Tumblr

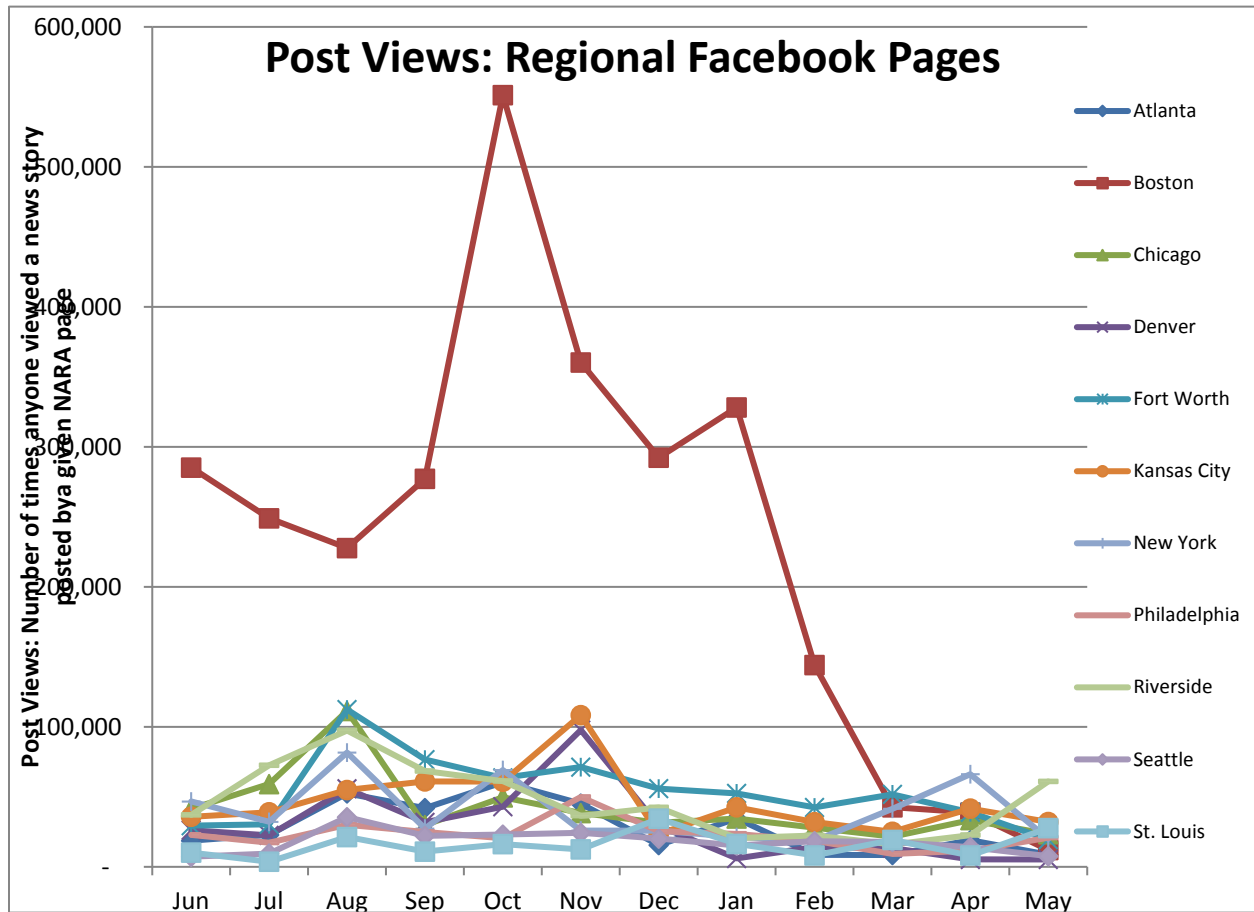
Tumblr Visits



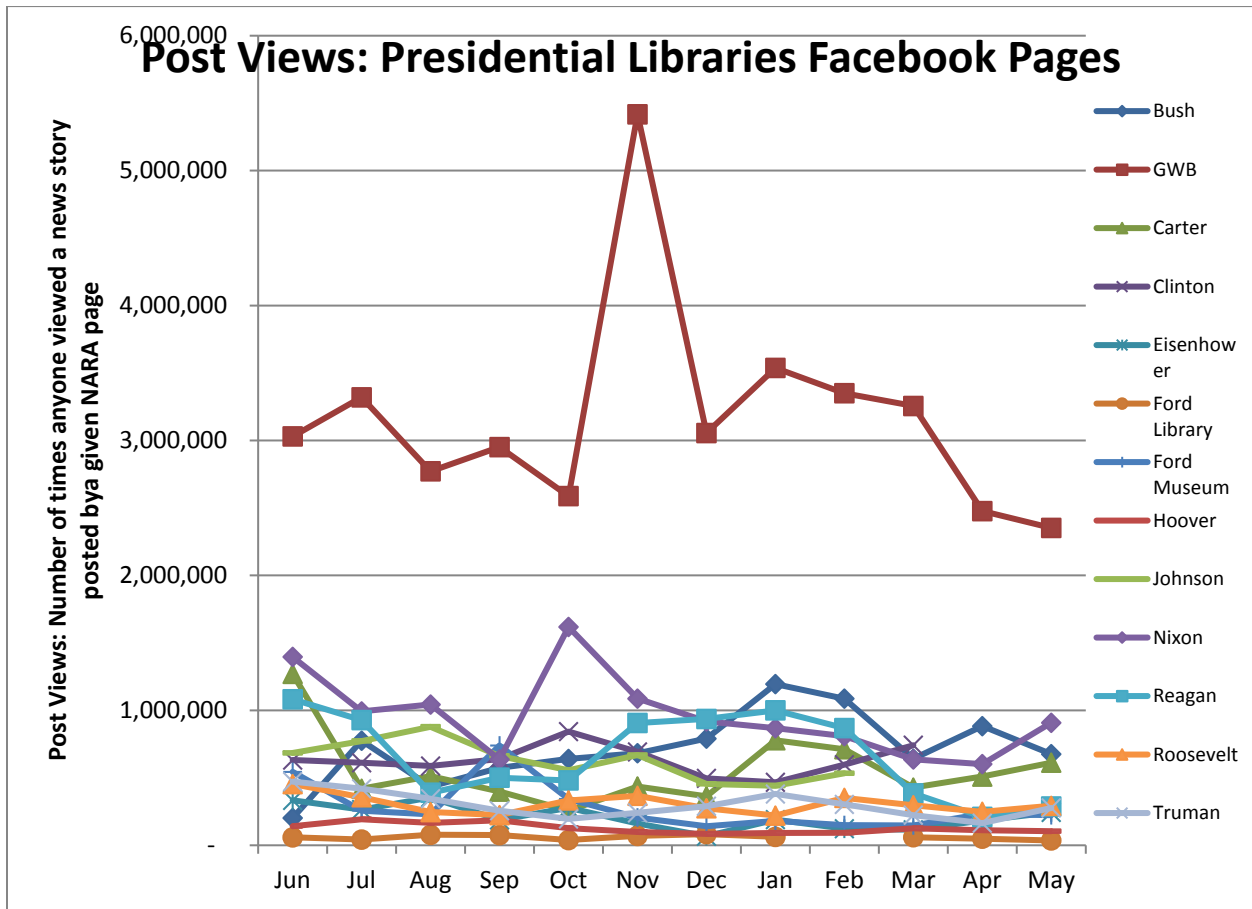
Followers on Tumblr (Source: Appendix IV)



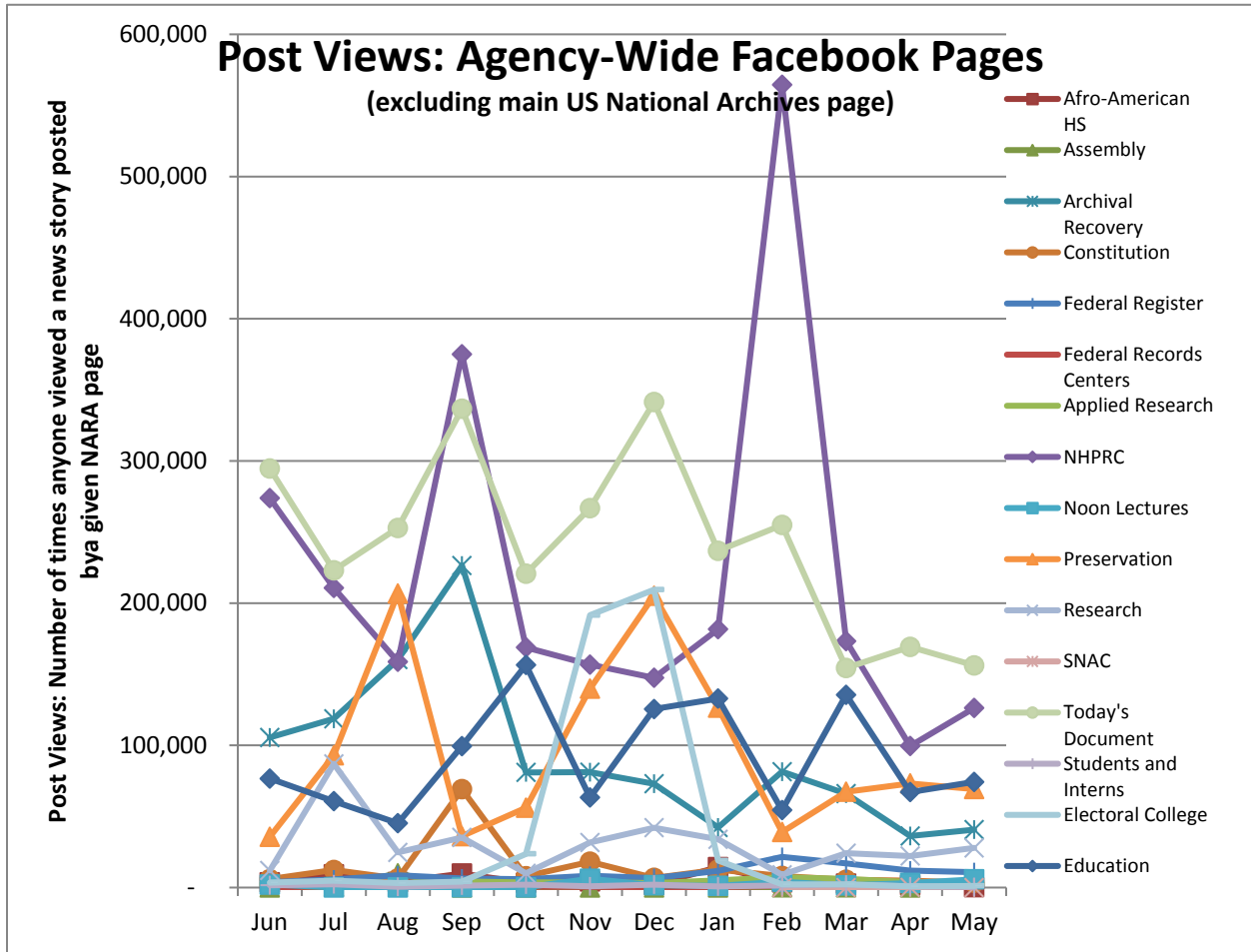
Social Media Tools: Detail View – Facebook
Post Views on Regional Pages (Source: Appendix IV.A)

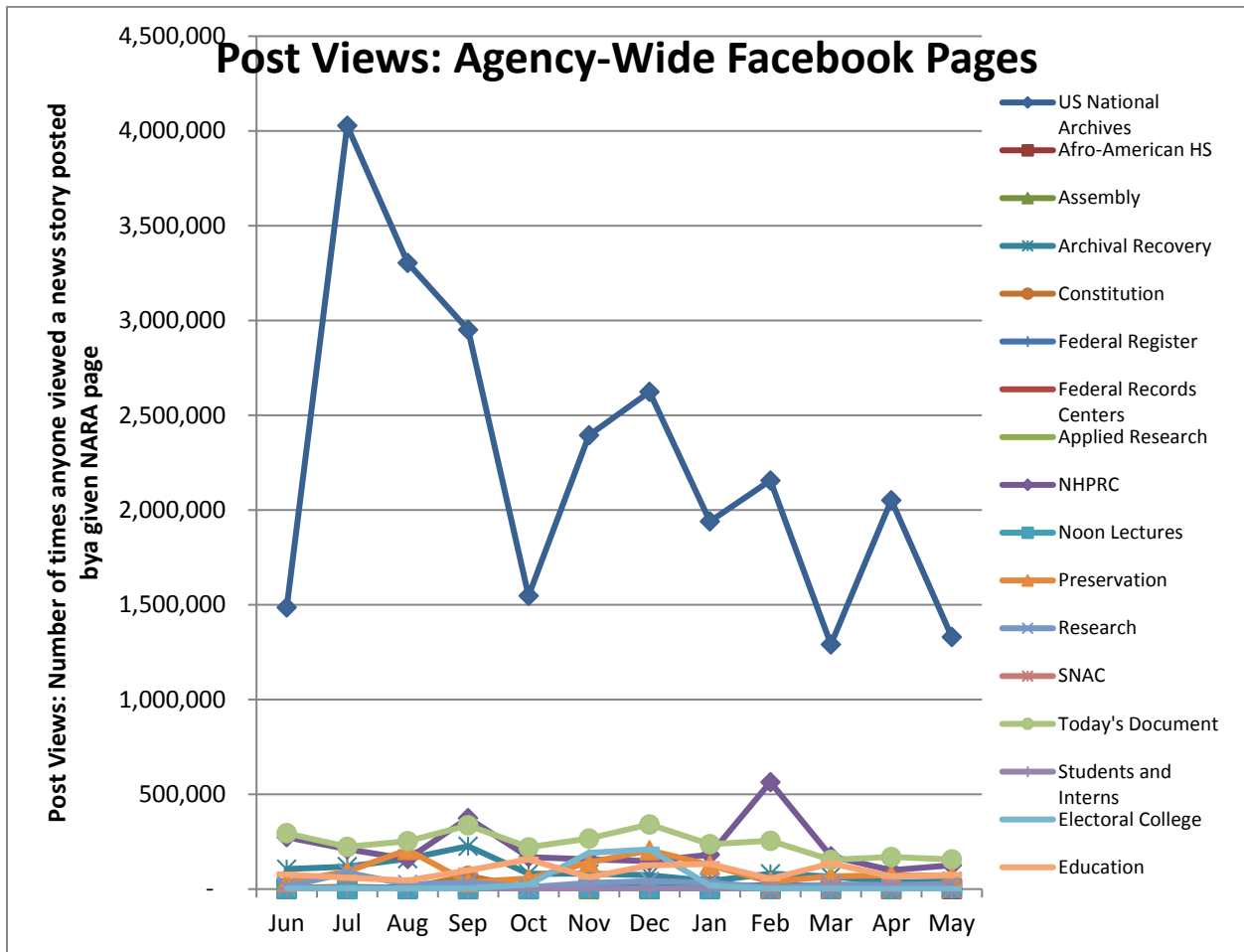


Post Views on Presidential Library Pages (Source: Appendix IV.A)

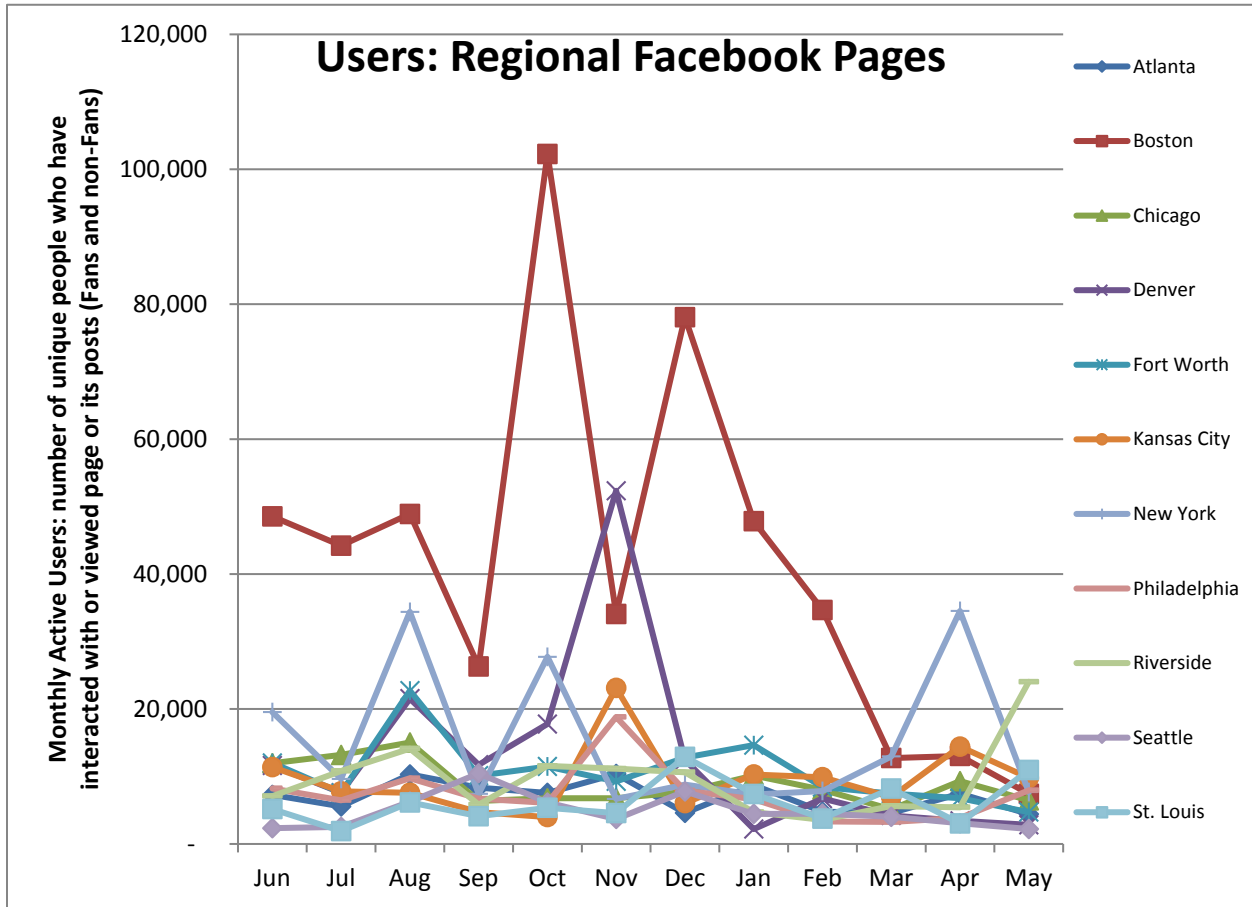


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

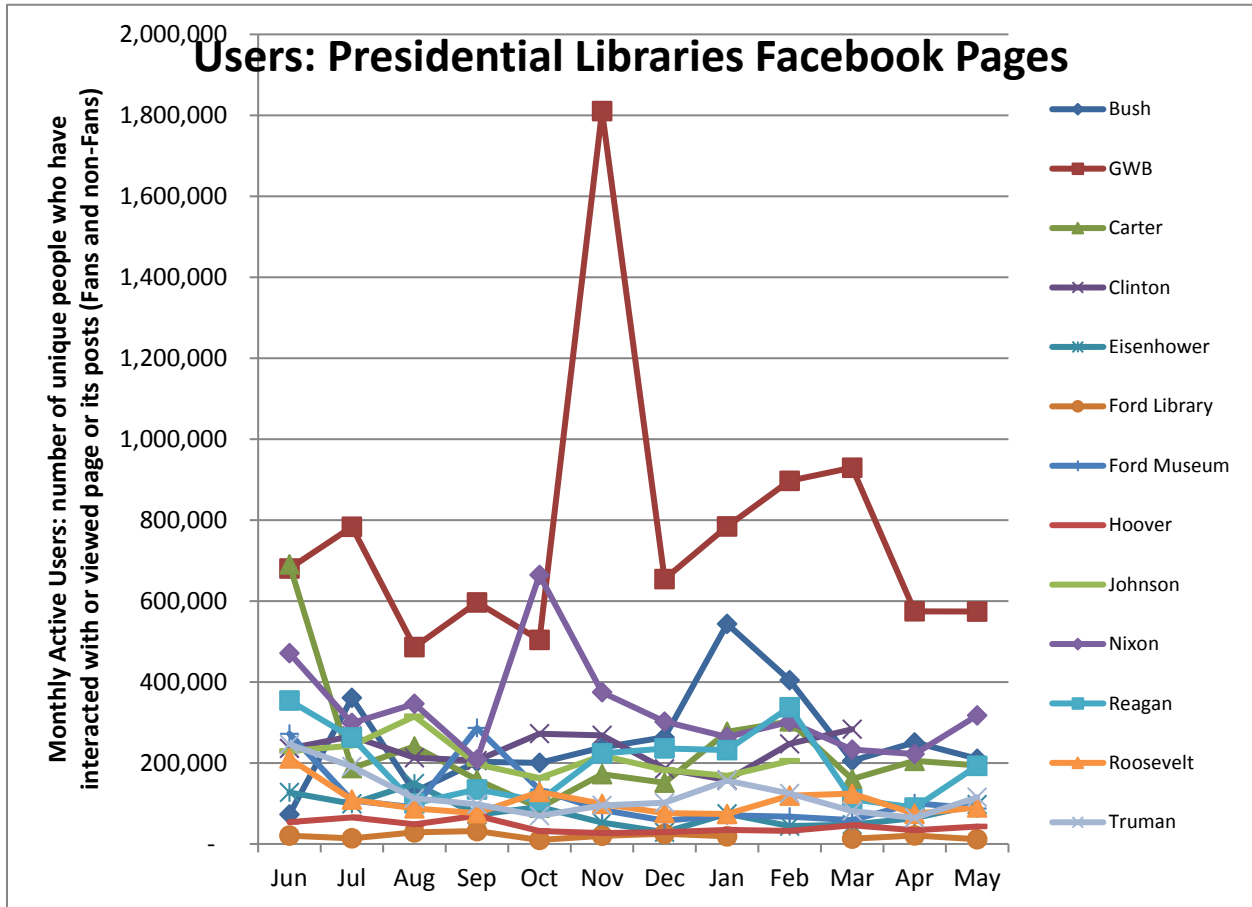




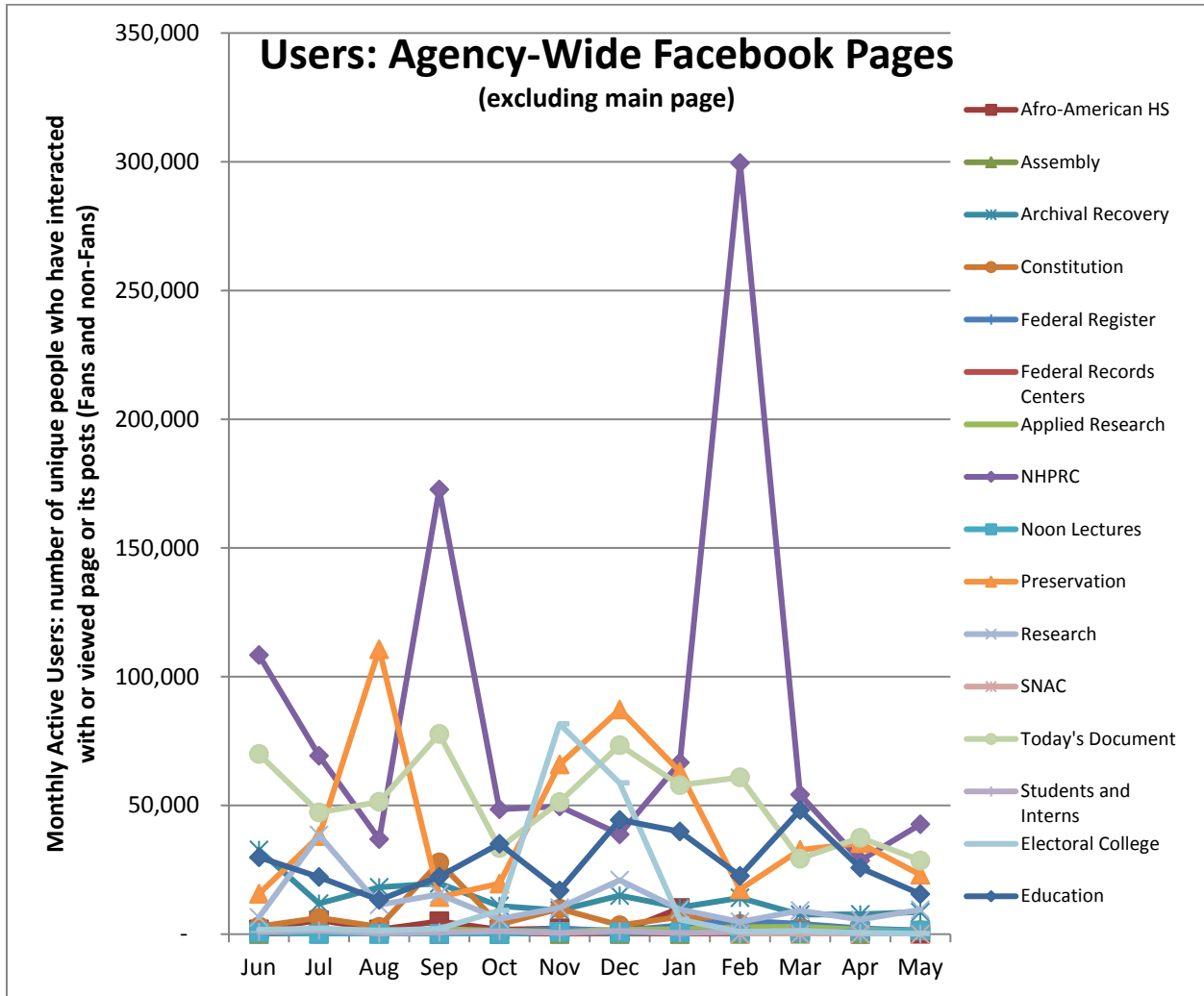
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

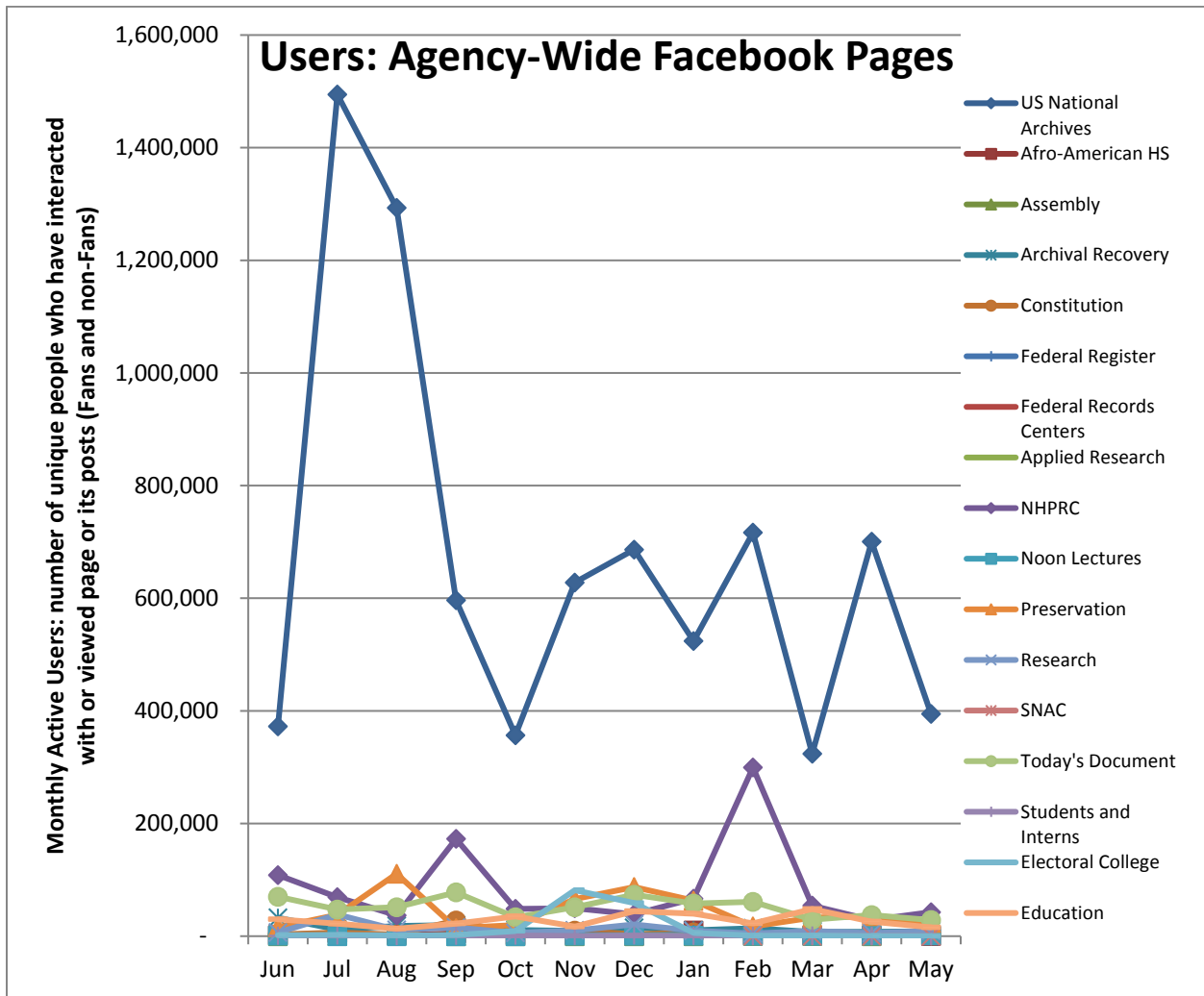


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



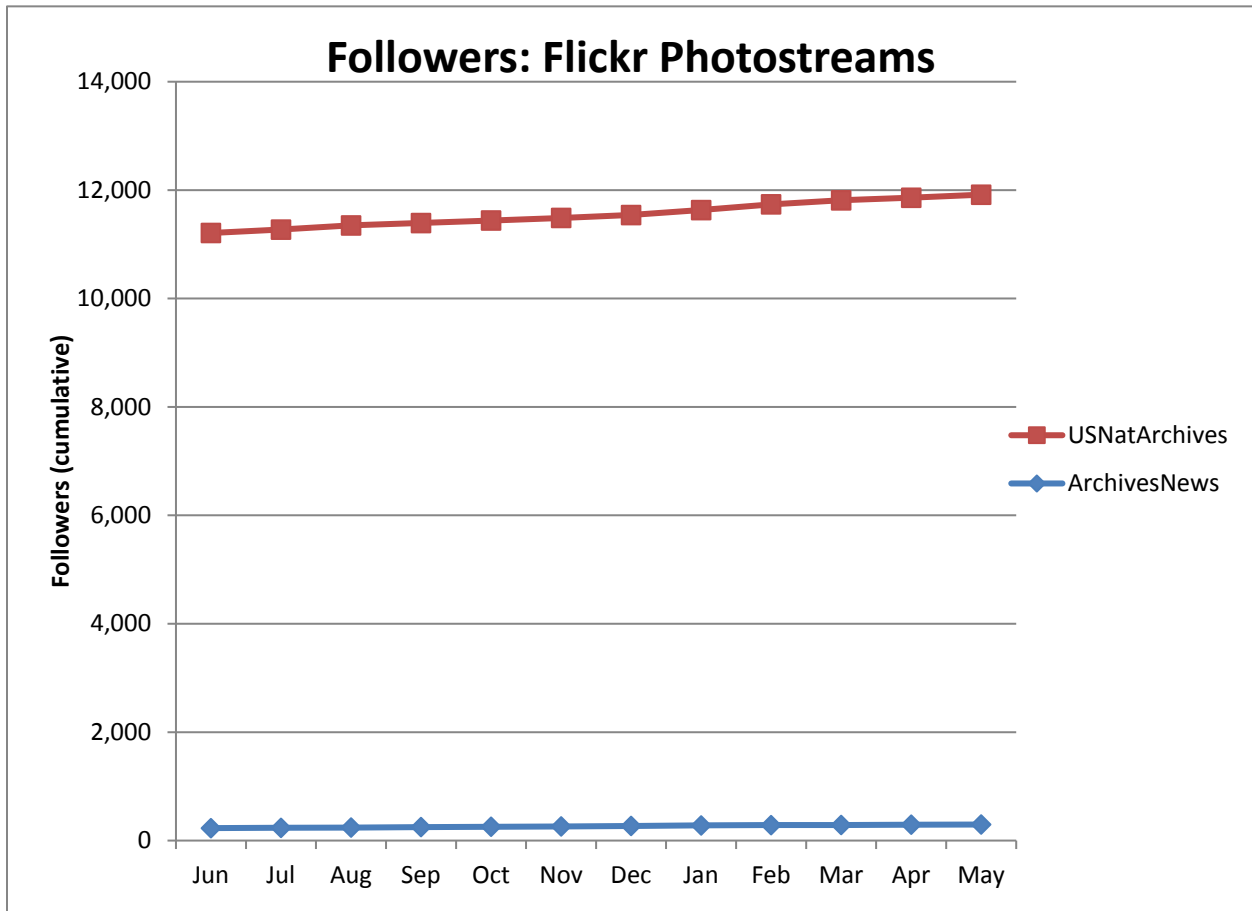
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



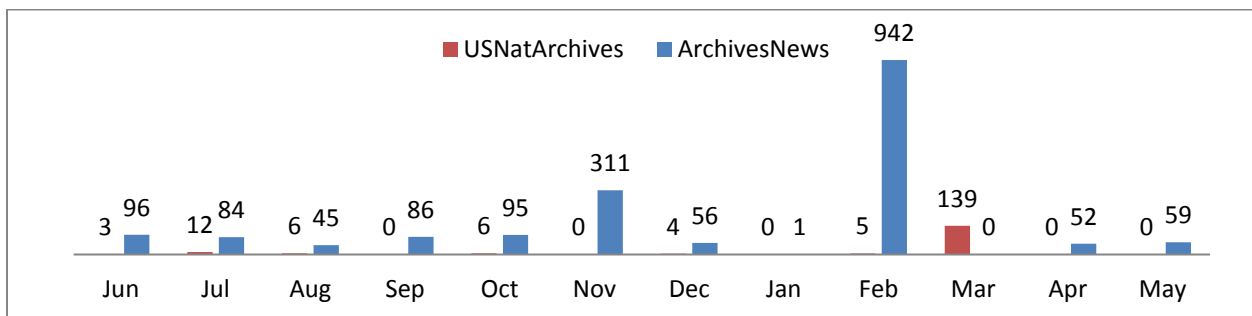


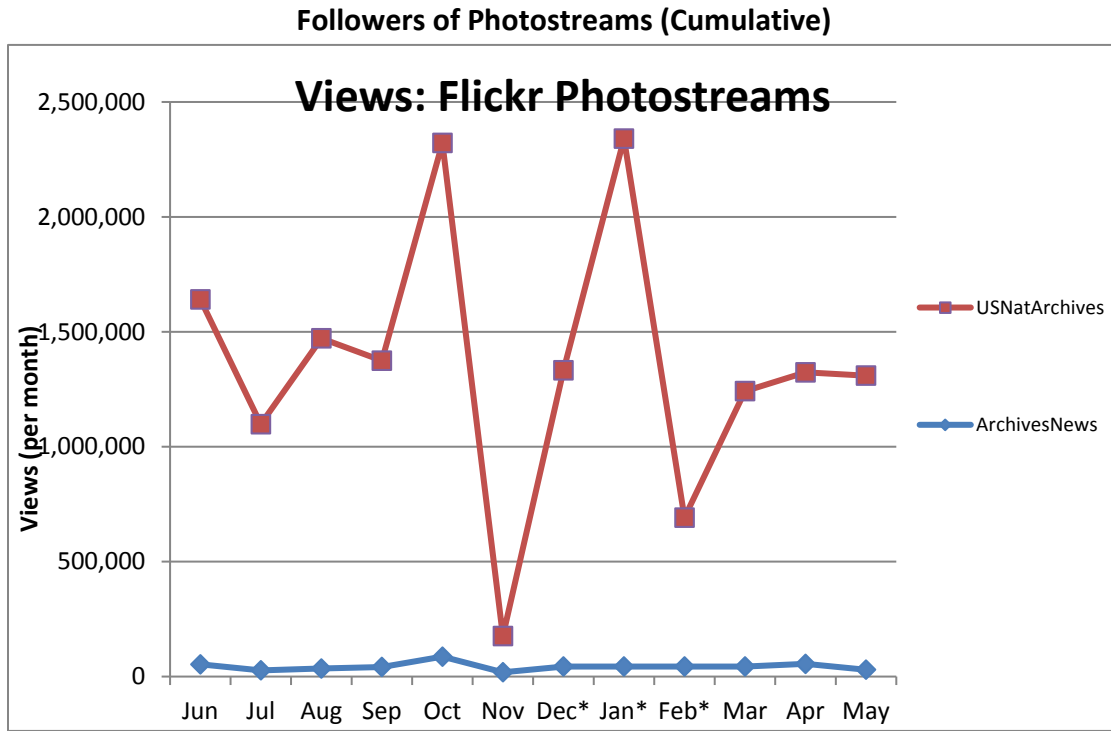
Social Media Tools: Detail View – Flickr

Views on Photostreams (Per Month)



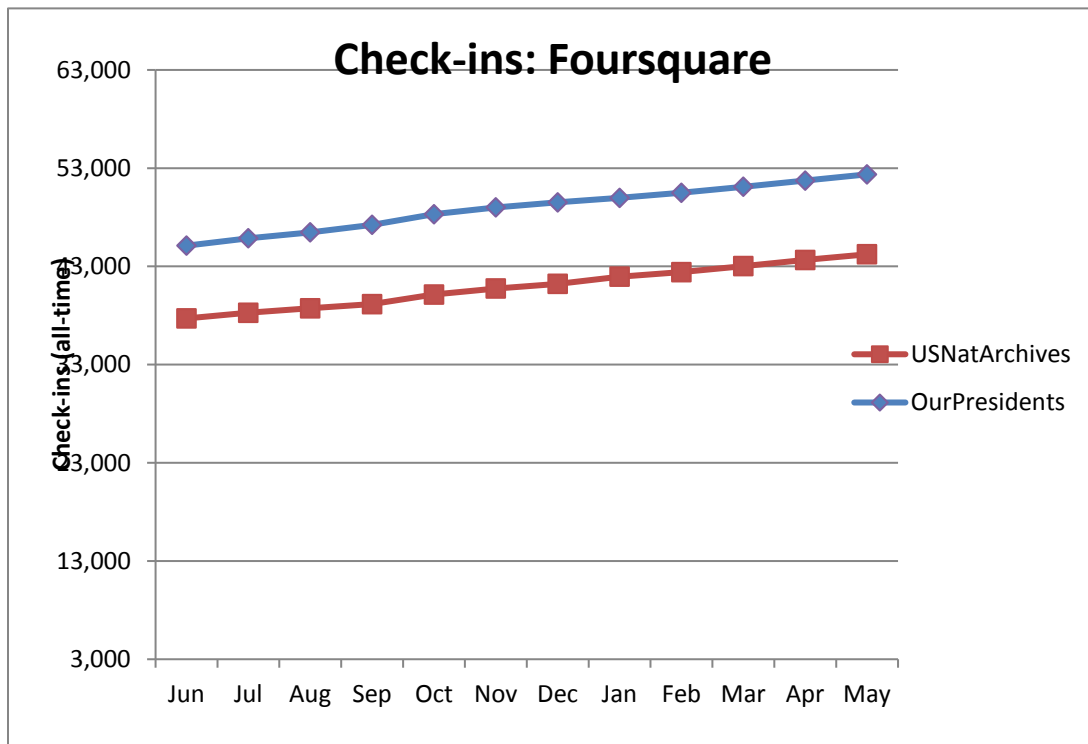
Photos Uploaded (Per Month)





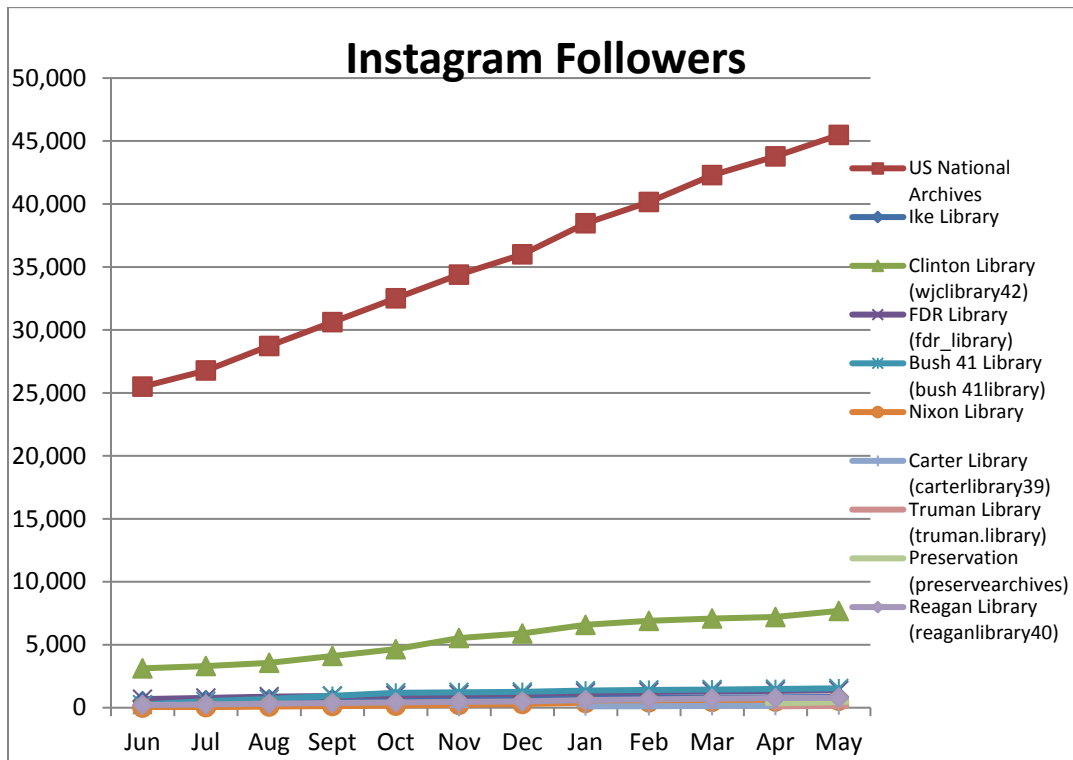
Social Media Tools: Detail View – Foursquare

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



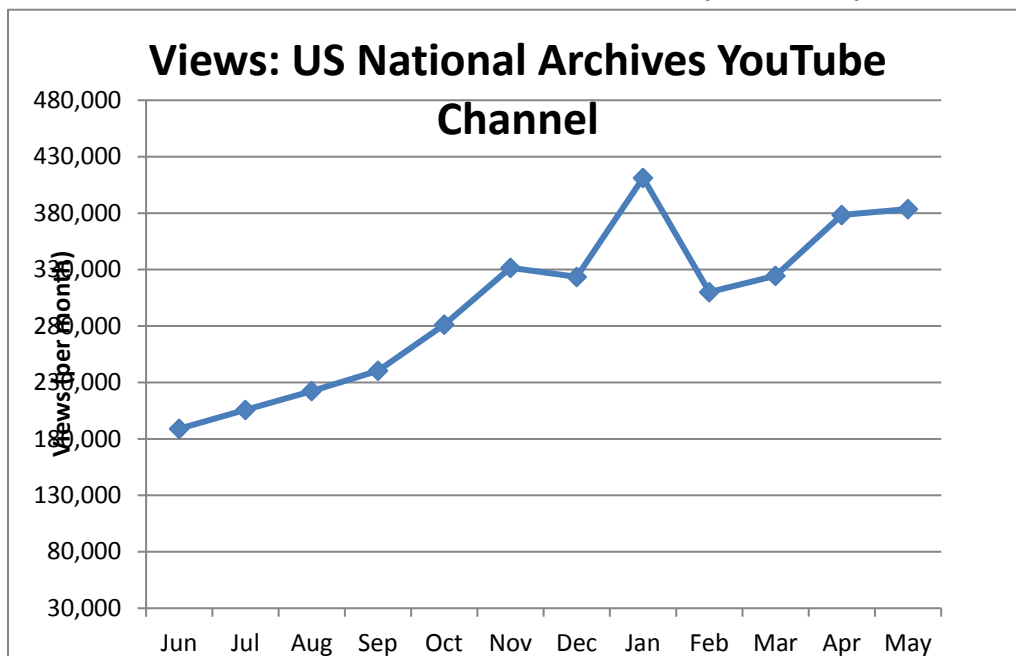
Social Media Tools: Detail View – Instagram

Followers on National Archives Instagram Accounts (Cumulative)

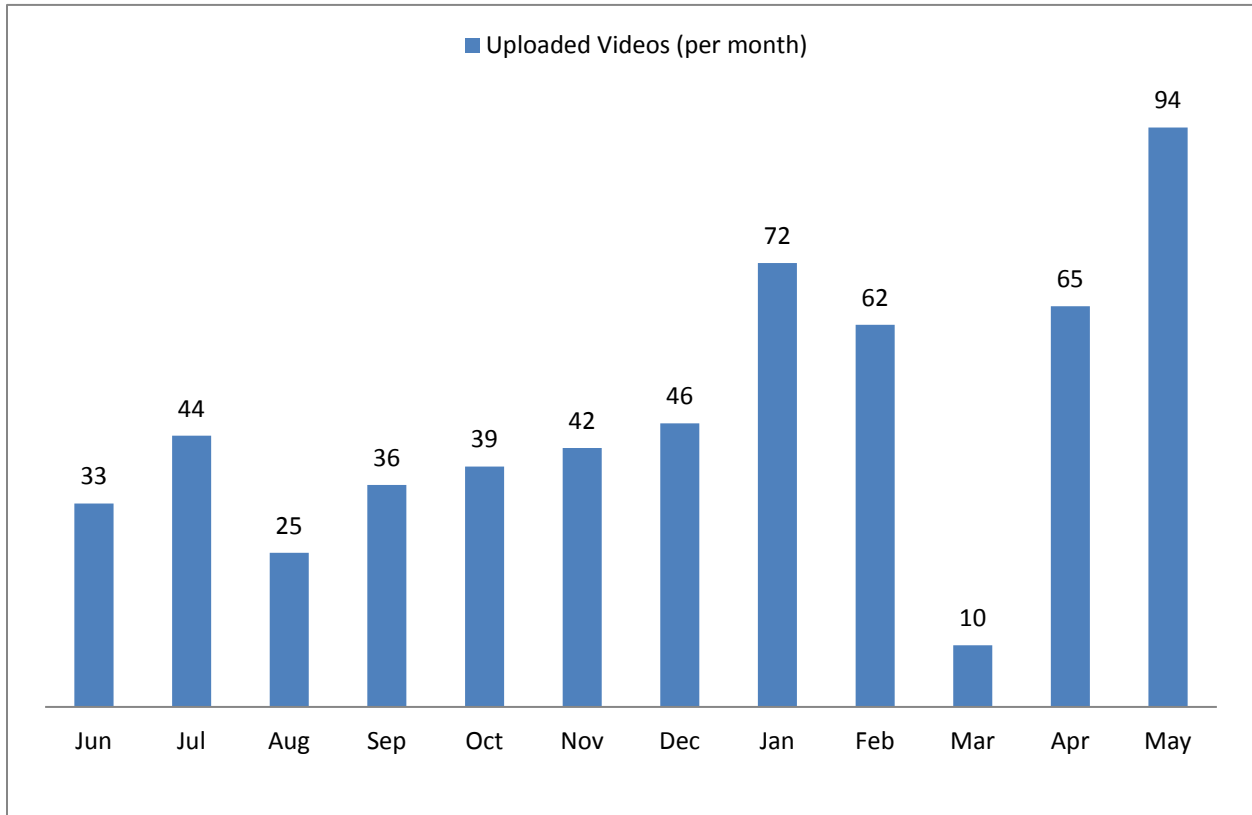


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

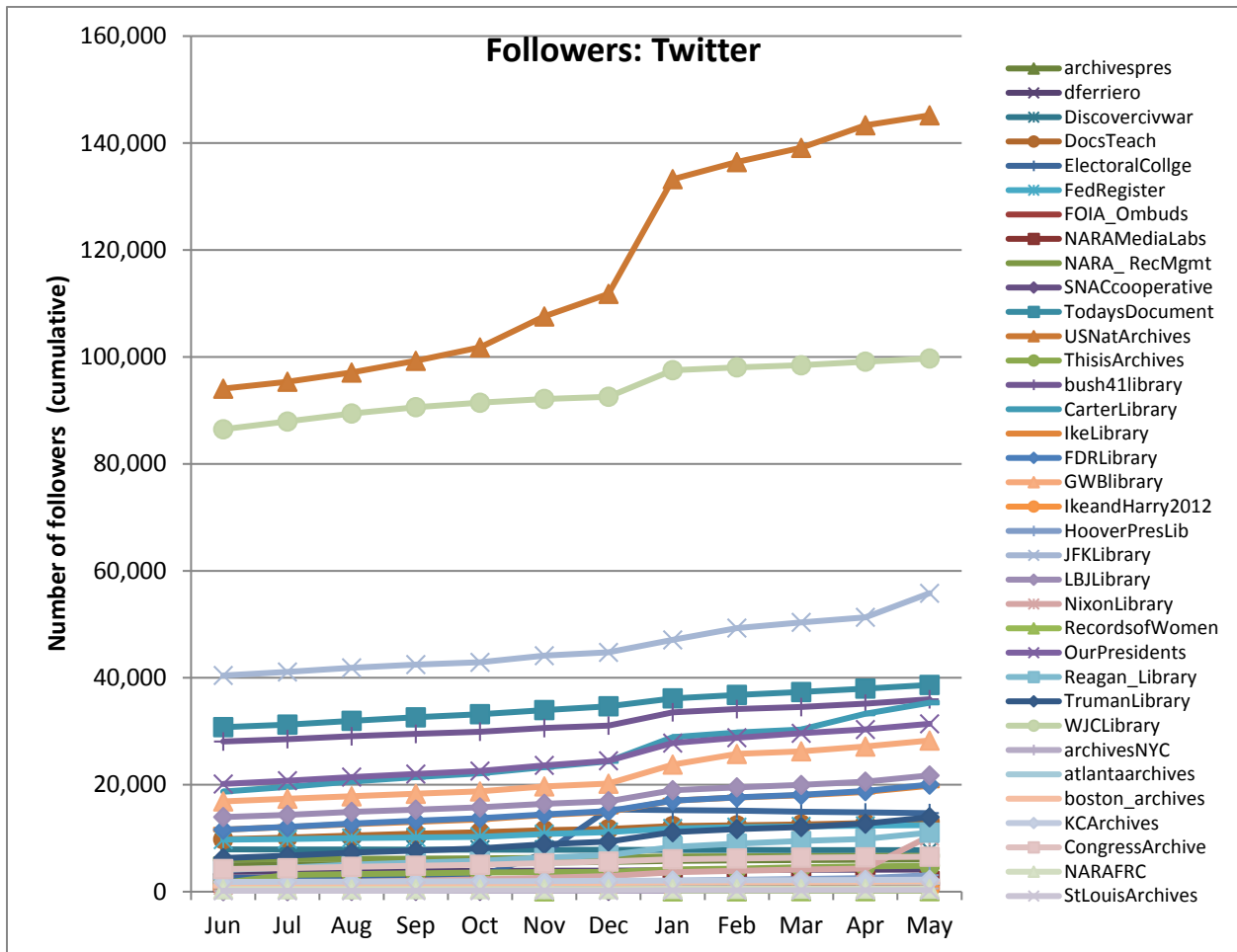


Top 5 Most Viewed Videos for May 2017 on US National Archives Channel

Video Title	Views
Stories from the Great Depression	33,089
Private Snafu in "Censored", 1944	29,296
The True Glory, 1945 (restored)	12,411
The Hawaiian Islands, 1924	7,867
Your Job in Germany, 1945	7,386

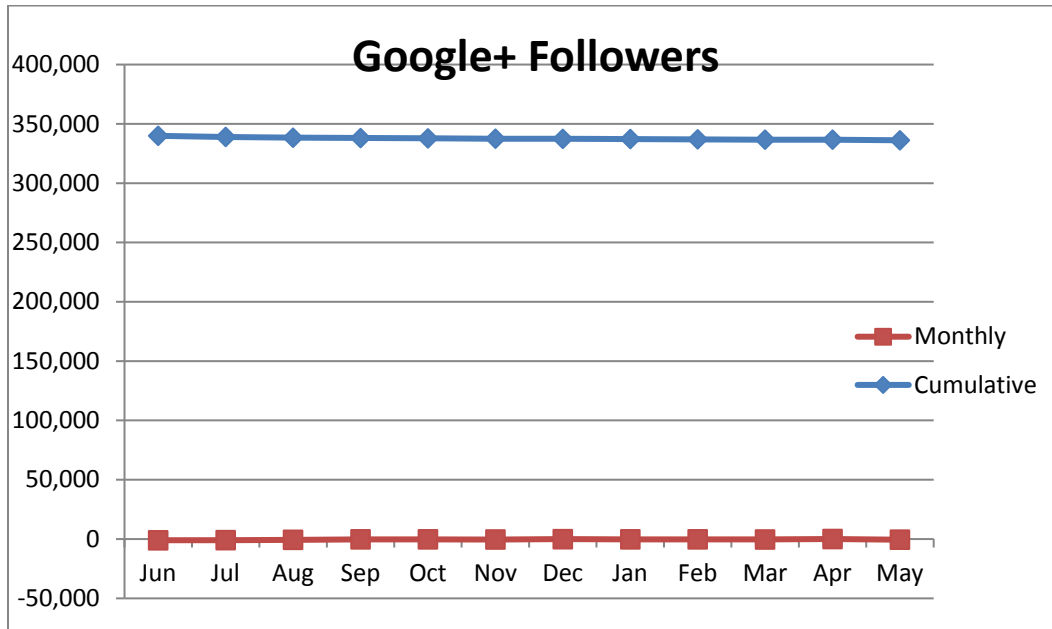
Social Media Tools: Detail View – Twitter

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



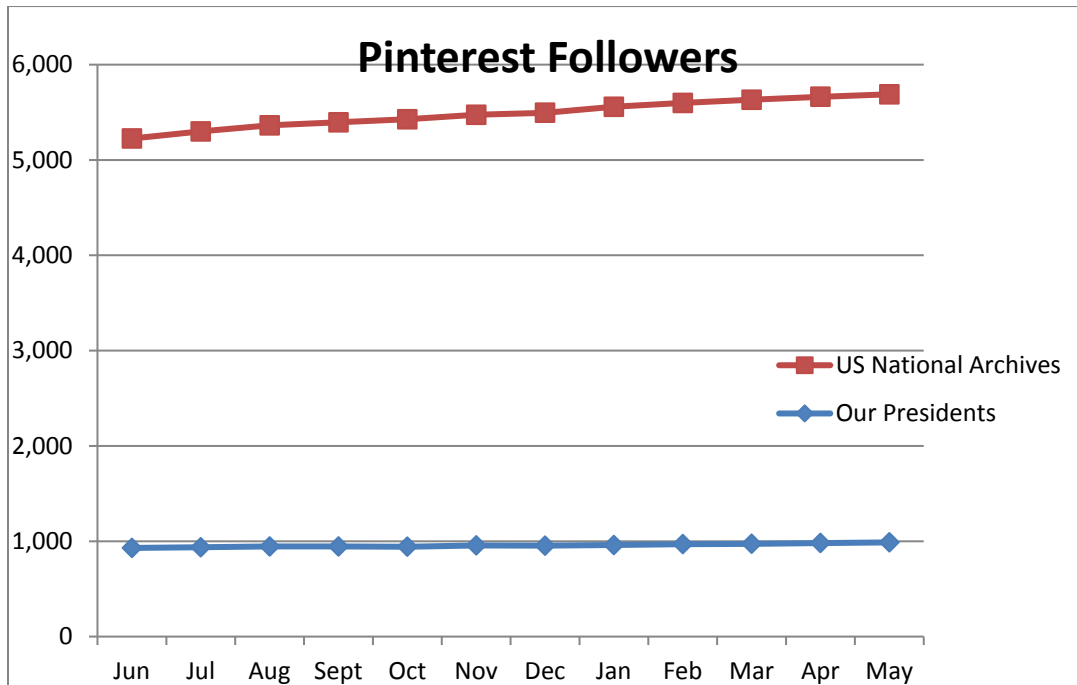
Social Media Tools: Detail View – Google+

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.

	June 2016	July 2016	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017
Annotation (NHPRC)	112	100	378	300	126	115	85	99	93	104	87	83
AOTUS	1,404	2,723	1,751	2,243	1,239	1,773	1,200	1,323	1,655	1,553	1,204	1,320
Carter Chronicle	358	103	6	3	2	0	0	0	0	0	0	0
Education Updates	2,175	1,475	1,273	2,793	2,877	2,568	2,598	4,399	4,383	4,402	3,608	6,765
FOIA	963	1,061	946	895	784	887	701	867	1,169	1,637	883	946
Forward with Roosevelt	1,077	1,365	2,222	1,246	2,787	1,206	3,222	2,613	1,615	1,593	1,817	2,184
Hoover Heads	726	697	617	2,407	1,857	1,322	1,379	1,156	1,123	1,403	1,061	1,635
JFK Library Archives												19
Unwritten Record (formerly Media Matters)	8,308	4,612	6,545	5,328	8,631	7,131	5,899	7,510	9,856	8,036	10,614	6,628
NARAtions	2,787	3,279	3,036	3,764	1,851	1,652	1,962	1,882	2,249	2,057	1,575	1,531
NDC Blog	362	383	525	445	467	406	632	538	508	674	450	761
Reagan Library Education	277	1,265	765	295	449	532	288	1,253	684	439	488	598
Rediscovering Black History	1,427	978	1,565	565	2,821	2,296	3,241	3,144	4,001	2,615	1,815	1,916
Prologue Blog	9,210	13,251	11,186	14,893	19,460	21,433	16,974	22,259	21,724	21,168	16,018	16,779
Records Express Blog	917	1,084	1,401	1,291	1,171	1,169	2,038	1,923	1,613	1,546	1,291	1,350
The Text Message	4,278	4,176	2,852	3,908	4,422	4,742	3,926	5,500	6,571	9,892	4,159	752
Transforming Classification (PIDB)	237	162	176	124	120	201	406	229	209	232	169	205
MONTHLY TOTAL	34,618	36,714	35,244	40,500	49,064	47,433	44,551	54,635	57,453	57,351	45,239	43,472

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.

	June 2016	July 2016	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017
Annotation (NHPRC)	164	143	592	385	202	166	129	144	171	140	138	123
AOTUS	2,563	4,304	3,128	3,464	2,044	2,833	2,088	2,387	2,636	2,675	2,041	2,323
Carter Chronicle	490	144	8	5	2	0	0	0	0	0	0	0
Education Updates	4,057	2,575	2,388	4,536	4,681	4,396	4,236	6,670	6,813	7,250	5,998	9,078
FOIA	1,497	1,858	1,609	1,523	1,222	1,375	1,124	1,350	1,900	2,832	1,342	1,494
Forward with Roosevelt	1,929	2,190	4,105	2,162	4,021	2,098	4,228	4,130	2,568	2,617	2,834	3,607
Hoover Heads	1,026	1,011	863	3,067	2,395	1,886	1,995	1,604	1,649	1,952	1,464	2,125
JFK Library Archives												247
Unwritten Record (formerly Media Matters)	16,226	9,228	20,618	11,218	17,981	14,360	12,090	15,714	20,874	18,240	24,289	23,089
NARAtions	4,472	5,661	5,155	5,972	3,361	2,674	3,169	3,309	3,912	3,638	3,031	2,833
Reagan Library Education	415	1,823	1,031	529	797	745	431	1,812	1,000	671	698	841
NDC Blog	855	828	976	1,069	1,007	950	1,196	1,113	1,134	1,365	900	1,228
Rediscovering Black History	3,769	2,466	3,905	1,547	7,930	7,282	7,386	10,238	9,561	5,984	4,133	4,363
Prologue Blog	15,051	19,382	17,918	23,701	29,010	31,527	27,077	36,470	34,503	34,444	25,173	25,275
Records Express Blog	2,120	2,488	3,065	2,918	2,353	2,534	3,543	3,370	3,199	3,344	2,634	2,482
The Text Message	10,355	10,127	7,260	8,877	9,270	10,283	8,635	10,530	13,697	15,948	9,334	1,592
Transforming Classification (PIDB)	437	271	281	195	186	312	862	364	303	320	259	312
MONTHLY TOTAL	65,426	64,499	72,902	71,168	86,462	83,421	78,189	99,205	103,920	101,330	84,268	81,012

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

	June 2016	July 2016	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017
Annotation (NHPRC)	16	11	15	13	12	15	16	17	12	10	9	14
AOTUS Blog	77	107	70	65	74	59	61	63	69	75	76	113
AOTUS Tumblr	2	3	2	1	1	2	2	1	1	1	2	1
Carter Chronicle	77	68	44	27	19	16	16	16	16	15	16	13
Education Updates	30	33	32	29	28	30	33	35	34	33	45	32
FOIA Ombudsman	20	12	2	8	9	10	9	8	7	6	7	5
Unwritten Record (formerly Media Matters)	14	18	15	10	8	4	6	8	8	7	5	7
NARAtions	150	129	121	113	86	90	89	87	83	78	95	78
NDC Blog	40	53	34	42	47	42	40	39	45	52	35	32
Prologue	136	129	140	128	113	133	134	135	143	150	123	121
Records Express	63	65	55	48	44	48	50	52	48	44	59	50
Rediscovering Black History	28	27	22	24	25	23	26	28	25	23	21	20
Text Message	44	51	61	45	63	58	58	59	75	90	70	62
Today's Document Tumblr	47	39	36	36	39	37	40	43	42	41	79	38
Transforming Classification (PIDB)	92	95	72	93	62	61	52	43	43	43	40	42
MONTHLY TOTAL	836	840	721	682	630	628	632	634	651	668	682	628

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.)

	June 2016	July 2016	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017
Monthly Total (A+P+R)	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	8,100,286
Agency-Wide Total	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	1,849,981
US National Archives	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	1,330,632
Afro-American HS	3,636	9,327	3,917	9,815	3,356	4,352	1,857	14,395	3,616	2,798	1,700	316
Assembly	79	578	9,937	30	123	45	90	112	184	194	94	
Archival Recovery	105,513	118,611	160,306	226,435	80,971	81,129	72,973	42,266	81,482	66,008	36,264	40,726
Constitution	5,946	12,352	6,330	69,172	7,941	18,109	6,784	12,641	8,107	5,511	4,810	3,426
Federal Register	3,771	5,732	8,657	6,385	5,823	8,324	6,681	11,715	21,561	16,978	11,945	10,808
Federal Records Centers	117	807	1,119	289	606	477	225	265	1,081	987	183	395
Applied Research	2,151	2,540	652	4,257	3,650	3,725	3,200	5,033	7,259	6,049	3,822	2,459
NHPRC	273,859	210,709	158,717	375,029	168,885	156,783	147,517	181,676	564,484	173,315	99,488	126,275
Noon Lectures	2,140	85	48	124	94	6,191	1,589	1,195	4,108	1,581	3,203	5,772
Preservation	35,649	93,012	206,818	36,153	56,097	139,874	205,220	126,478	39,024	67,378	73,220	69,291
Research	11,962	87,002	24,700	35,247	10,003	31,659	42,084	33,913	8,961	24,141	22,204	27,838
SNAC									0	4	19	5
Today's Document	294,613	223,076	252,862	336,687	220,725	266,792	341,409	236,820	254,965	154,391	169,261	156,198
Students and Interns	1,620	2,295	569	1,368	2,046	890	2,085	754	1,463	2,134	899	375
Electoral College	3,462	4,828	3,112	4,177	23,620	191,529	209,450	18,965	2,248	2,311	854	1,168
Education	76,636	60,738	45,221	99,442	156,550	63,334	125,544	132,885	54,434	135,505	67,161	74,297
Presidential Total	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	6,012,440
Bush	202,047	775,298	434,768	574,350	640,156	682,074	790,791	1,194,313	1,086,672	641,536	883,226	675,595
GWB	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	2,352,170
Carter	1,270,498	419,435	512,661	398,437	256,631	435,574	363,388	778,523	712,054	427,787	509,640	612,256
Clinton	631,902	611,740	588,128	639,439	842,892	692,418	496,171	466,824	597,734	741,419		
Eisenhower	332,755	264,575	354,212	187,969	277,502	161,835	67,428	189,877	122,938	114,916	183,697	243,344
Ford Library	59,053	42,643	77,841	75,764	38,976	69,822	82,462	62,638		59,452	48,764	35,785
Ford Museum	544,346	256,317	229,395	739,488	343,011	205,764	141,304	180,741	149,827	147,417	232,478	223,558

Hoover	141,485	192,664	166,226	184,554	127,124	98,927	84,402	91,885	92,058	126,002	111,927	104,179
Johnson	683,845	772,247	878,130	662,159	556,691	668,786	454,300	441,285	533,611			
Nixon	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	908,271
Reagan	1,082,482	927,866	389,154	500,821	480,744	906,235	936,467	1,000,295	868,479	384,709	210,375	288,043
Roosevelt	453,921	355,984	246,554	223,834	332,540	366,859	274,234	220,571	351,142	296,843	248,052	292,514
Truman	471,770	419,636	345,504	256,088	195,634	240,280	289,752	380,391	303,220	223,478	164,577	276,725
Regional Total	560,745	557,950	880,507	672,056	1,018,817	870,362	596,311	595,228	355,151	266,514	299,654	237,865
Atlanta	18,710	22,803	52,439	41,943	60,425	45,146	15,558	34,545	8,550	8,431	19,047	8,609
Boston	285,235	248,979	227,752	277,154	551,272	360,322	292,331	328,161	144,145	42,598	38,795	12,018
Chicago	41,442	59,129	111,358	29,806	49,664	38,449	31,534	34,517	27,996	21,546	33,359	23,395
Denver	26,147	22,517	55,791	31,803	42,981	97,709	29,371	6,002	14,176	13,375	5,301	5,267
Fort Worth	29,406	30,427	112,397	76,637	63,538	71,279	55,900	52,467	42,431	51,772	38,996	19,462
Kansas City	35,779	39,001	54,935	61,047	60,877	108,384	23,348	42,495	31,961	25,041	41,614	32,050
New York	46,698	32,174	81,612	27,349	69,152	25,954	25,808	21,289	18,571	41,493	66,174	19,975
Philadelphia	22,814	17,271	30,056	24,872	20,401	49,882	25,467	23,569	18,571	9,229	11,569	20,824
Riverside	37,064	72,512	97,358	68,383	61,270	36,487	42,416	20,571	22,387	15,974	22,608	60,980
Seattle	7,255	9,509	35,500	22,122	23,016	24,287	20,147	15,230	18,209	17,844	14,051	7,617
St. Louis	10,195	3,628	21,309	10,940	16,221	12,463	34,431	16,382	8,154	19,211	8,140	27,668

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.)

	Jun 2016	July 2016	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017
Monthly Total (A+P+R)	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	2,550,947
Agency-Wide Total	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	529,077
US National Archives	372,419	1,494,355	1,293,125	596,571	356,759	627,932	686,383	524,066	716,529	323,955	700,377	394,687
Afro-American HS	1,852	5,432	1,820	4,969	1,760	2,243	747	10,151	1,852	1,554	982	184
Assembly	38	324	2,141	13	16	20	40	63	100	135	38	
Archival Recovery	32,689	11,867	18,203	19,700	10,965	9,256	15,001	10,402	14,107	7,595	7,702	8,581
Constitution	3,023	6,327	2,851	27,874	3,745	9,883	3,450	6,710	3,968	2,357	1,709	1,562
Federal Register	756	932	1,086	918	849	2,147	1,328	3,402	5,288	3,982	2,279	1,392
Federal Records Centers	54	438	580	181	253	186	133	181	294	384	94	227
Applied Research	1,299	1,382	413	1,910	1,353	920	1,799	1,835	2,605	2,917	1,711	1,121
NHPRC	108,402	69,292	36,884	172,713	48,513	49,625	38,751	66,646	299,523	54,244	28,589	42,687
Noon Lectures	657	55	27	72	61	843	678	687	844	720	1,038	1,426
Preservation	15,687	38,085	110,708	14,412	19,634	65,924	87,246	63,067	17,401	32,752	35,343	23,089
Research	6,510	38,501	11,358	15,490	5,904	10,276	20,977	9,596	4,795	9,156	5,670	9,486
SNAC										3	9	4
Today's Document	69,968	47,283	51,401	77,754	33,492	51,316	73,425	57,880	60,901	29,340	37,437	28,618
Students and Interns	895	1,398	293	713	1,171	464	1,254	468	838	1,351	512	239
Electoral College	1,758	2,225	1,408	2,082	9,169	81,653	58,697	5,704	918	1,225	475	199
Education	29,871	22,199	13,281	22,324	35,116	16,969	44,393	39,876	22,638	48,181	25,772	15,575
Presidential Total	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	1,933,258
Bush	72,833	360,795	128,892	203,033	200,442	238,126	263,481	543,521	404,506	205,416	250,883	210,460
GWB	680,426	783,508	486,416	596,571	503,873	1,810,528	654,373	784,474	897,152	929,482	574,659	574,028
Carter	690,719	187,448	240,843	158,336	89,318	172,251	151,464	277,098	302,734	160,352	205,358	194,069
Clinton	236,016	266,341	212,767	206,179	272,392	268,372	185,426	157,884	247,171	283,369		
Eisenhower	127,302	99,377	149,034	72,080	91,072	52,733	29,142	74,541	44,042	47,609	63,942	97,197
Ford Library	20,493	13,845	28,571	31,886	9,823	20,255	25,101	18,711		12,969	21,027	11,574
Ford Museum	272,166	107,265	90,247	286,632	133,997	84,050	57,462	70,750	67,412	58,631	100,521	87,332

Hoover	54,119	65,496	48,656	69,707	31,895	26,847	28,961	34,739	32,161	46,330	33,976	42,884
Johnson	229,477	243,174	315,179	196,901	162,814	217,994	182,812	168,126	205,244			
Nixon	471,321	298,740	346,250	208,550	664,420	374,685	302,190	264,401	301,509	233,023	222,088	317,476
Reagan	354,199	262,880	100,107	134,498	106,424	223,781	236,064	231,871	337,769	110,524	89,838	192,974
Roosevelt	211,177	109,585	87,731	76,181	128,430	99,005	76,315	74,004	119,461	124,405	74,434	90,030
Truman	246,105	191,391	112,611	98,110	69,574	95,241	101,788	156,344	124,683	81,480	64,339	115,334
Regional Total	145,189	117,320	196,783	102,143	206,733	180,928	169,704	124,447	95,532	75,130	104,417	88,512
Atlanta	7,270	5,557	10,302	8,351	7,561	10,363	4,607	8,730	4,775	4,588	7,460	4,425
Boston	48,544	44,224	48,912	26,316	102,277	34,086	78,081	47,848	34,683	12,735	13,049	7,430
Chicago	11,968	13,202	15,035	6,365	6,774	6,787	7,692	10,155	8,038	5,125	9,313	6,465
Denver	11,631	7,591	21,539	11,741	17,773	52,349	12,470	2,202	6,722	4,219	3,428	2,835
Fort Worth	12,015	7,573	22,721	10,131	11,483	9,277	12,793	14,646	8,429	7,472	6,781	4,714
Kansas City	11,395	7,804	7,593	4,704	3,982	23,130	6,045	10,297	9,894	6,921	14,433	9,787
New York	19,547	9,639	34,401	7,426	27,740	6,674	8,804	7,327	7,847	12,967	34,528	7,684
Philadelphia	8,226	6,480	9,731	6,704	6,087	18,822	7,897	6,646	3,334	3,264	3,867	7,946
Riverside	7,086	10,809	14,131	5,827	11,560	11,160	10,620	4,724	3,566	5,621	5,432	24,042
Seattle	2,332	2,531	6,262	10,458	6,132	3,702	7,788	4,460	4,487	4,017	3,076	2,219
St. Louis	5,175	1,910	6,156	4,120	5,364	4,578	12,907	7,412	3,757	8,201	3,050	10,965

APPENDIX V: Twitter Followers (Cumulative)

	June 2016	July 2016	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May
archivespres	4,935	5,000	5,149	5,252	5,347	5,441	5,567	5,770	5,840	5,914	5,968	6,044
dferriero	3,712	3,769	3,812	3,838	3,883	3,922	3,946	4,017	4,038	4,105	4,117	4,135
Discovercivwar	7,913	7,897	7,887	7,872	7,856	7,844	7,828	7,801	7,792	7,772	7,769	7,759
DocsTeach	9,813	10,104	10,489	10,842	11,107	11,496	11,733	12,274	12,411	12,565	12,819	13,114
ElectoralCollge	2,578	2,614	2,673	2,722	2,909	7,154	15,391	15,261	15,151	14,966	14,824	14,698
FedRegister	9,733	9,832	10,022	10,140	10,266	10,785	11,152	11,829	12,072	12,221	12,342	12,459
FOIA_Ombuds	693	737	774	815	850	933	963	1,077	1,161	1,233	1,321	1,399

NARAMediaLabs	1,702	1,724	1,761	1,784	1,808	1,825	1,854	1,917	1,959	1,985	2,013	2,034
NARA_RecMgmt	6,080	6,086	6,150	6,191	6,242	6,335	6,431	6,579	6,624	6,661	6,687	6,708
SNAC	144	148	157	159	161	166	172	184	193	275	291	309
Today'sDocument	30,769	31,241	31,949	32,616	33,198	33,955	34,674	36,143	36,802	37,346	37,982	38,663
USNatArchives	94,071	95,363	97,098	99,280	101,795	107,575	111,784	133,245	136,444	139,103	143,314	145,187
ThisisArchives	1,656	3,122	3,288	3,425	3,565	3,668	3,712	4,163	4,330	4,587	4,743	4,843
Bush41library	28,089	28,529	29,074	29,510	29,910	30,604	31,065	33,545	34,159	34,539	35,159	35,985
CarterLibrary	18,712	19,608	20,602	21,440	22,142	23,289	24,387	28,907	29,772	30,324	33,288	35,329
IkeLibrary	11,610	12,080	12,609	13,062	13,520	14,345	14,928	17,025	17,624	18,015	18,654	19,804
FDRLibrary	11,601	12,108	12,728	13,260	13,745	14,461	15,075	17,026	17,633	18,112	18,818	20,027
GWBLibrary	16,887	17,379	17,840	18,317	18,757	19,690	20,200	23,773	25,766	26,246	27,158	28,277
IkeandHarry2012	662	662	665	663	662	664	670	668	670	670	671	668
HooverPresLib	646	794	976	1,112	1,236	1,417	1,571	2,032	2,234	2,382	2,542	3,081
JFKLibrary	40,427	41,097	41,860	42,467	42,899	44,134	44,763	47,100	49,299	50,365	51,312	55,818
LBJLibrary	13,951	14,367	14,926	15,352	15,775	16,437	16,919	18,982	19,510	19,971	20,583	21,749
NixonLibrary	1,160	1,381	1,840	2,081	2,294	2,616	2,918	3,626	3,890	4,142	4,318	10,372
RecordsofWomen						64		75	84	105	109	116
OurPresidents	20,151	20,759	21,432	22,009	22,571	23,617	24,470	27,804	28,795	29,637	30,338	31,397
Reagan_Library	4,070	4,504	5,054	5,442	5,759	6,401	6,817	8,378	8,985	9,478	9,877	11,045
TrumanLibrary	6,292	6,728	7,290	7,685	8,110	8,882	9,375	11,142	11,711	12,091	12,731	13,925
WJCLibrary	86,478	87,938	89,422	90,602	91,444	92,139	92,558	97,520	98,051	98,446	99,113	99,705
ArchivesNYC	132	159	192	213	293	338	378	436	472	530	563	595
atlantaarchives	1,617	1,616	1,625	1,627	1,633	1,645	1,658	1,695	1,720	1,740	1,746	1,746
Boston_archives	1,082	1,170	1,311	1,402	1,486	1,557	1,658	1,747	1,814	1,839	1,871	1,905
KCArchives	1,827	1,853	1,888	1,927	1,946	1,982	2,033	2,083	2,130	2,163	2,192	2,249
CongressArchive	4,233	4,403	4,653	4,854	5,032	5,344	5,638	6,067	6,217	6,357	6,440	6,534
NARAFRC	473	476	747	479	487	494	501	522	526	538	544	550
StLouisArchives	163	163	166	183	197	213	218	236	242	262	270	282
TOTAL	444,062	455,411	467,836	478,623	488,885	511,432	533,007	590,649	606,121	616,685	632,505	658,511

APPENDIX VII: **Google+** Followers

	Jun 2016	July 2016	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017
Monthly Followers	-999	-930	-644	-250	-250	-364	-39	-234	-223	-314	31	-525
Cumulative Followers	339,910	338,980	338,336	338,086	337,836	337,472	337,433	337,199	336,976	336,662	336,693	336,168

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

	Jun 2016	July 2016	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017
US National Archives	5,225	5,299	5,363	5,395	5,427	5,474	5,495	5,558	5,598	5,632	5,663	5,689
Our Presidents	930	937	945	945	943	956	954	960	970	973	981	988

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

	Jun 2016	July 2016	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017
US National Archives	25,494	26,777	28,730	30,621	32,513	34,394	35,998	38,464	40,157	42,288	43,784	45,478
Ike Library	520	592	655	672	689	715	744	783	797	819	832	858
Clinton Library	3,125	3,308	3,565	4,107	4,650	5,533	5,897	6,581	6,900	7,085	7,205	7,688
FDR Library	685	774	882	933	985	1,050	1,105	1,192	1,253	1,292	1,330	1,375
Bush 41 Library	256	521	689	939	1,189	1,222	1,258	1,360	1,414	1,444	1,485	1,538
Nixon Library	3	45	97	131	165	224	295	383	426	463	495	558
Carter Library						64		104	117	141	153	192
Truman Library											110	144
Preservation											760	440
Reagan Library	213	250	314	369	425	464	496	598	664	717	760	791

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

	Jun 2016	July 2016	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017
Channel Views	27,345	27,455	28,112	28,308	28,504	28,777	28,916	29,156	38,941	57,973	84,528	99,501