

**JUNE FY2017 OVERVIEW**

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	70,989 Views	43,050 Visitors
Tumblr Blogs	11,310 Views	5,996 Visitors
Facebook	10,743,699 Impressions	3,452,351 Reach
National Archives YouTube Channel	830,511 Views	43,947 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	2,483,157 Views	12,292 Total Contacts
Instagram	--	61,741 Total Followers
Twitter (all NARA feeds)	--	672,933 Total Followers
FourSquare	1,212 New Check-ins	0 New Followers

**FISCAL YEAR COMPARISON**

Social Media Tool	FY 2017 Views (To Date)	FY 2016 Views
Archives.gov Blogs	788,796	900,871
Tumblr Blogs	216,847	265,823
Facebook	101,160,144	144,274,204
National Archives YouTube Channel	3,574,541	2,449,503
Flickr (USNatArchives & ArchivesNews)	13,584,899	20,737,950

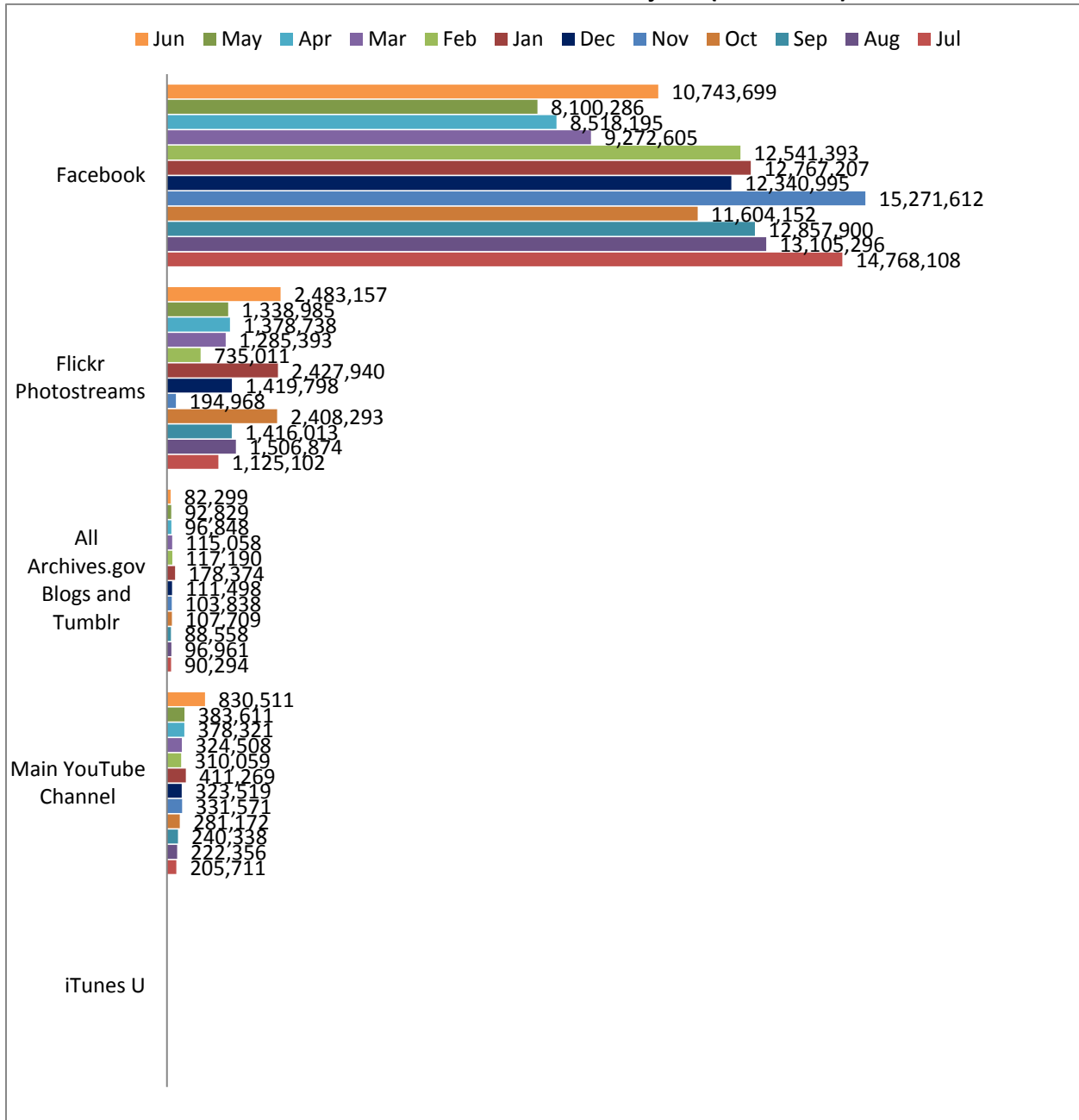
**EXTERNAL BLOGS AND TUMBLR**

- [AOTUS](#)
- [AOTUS Tumblr](#)
- [Annotation](#)
- [The Carter Chronicle](#)
- [Exhibits Tumblr](#)
- [FOIA Ombudsman](#)
- [In Roosevelt History](#)
- [NARAations](#)
- [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](#)

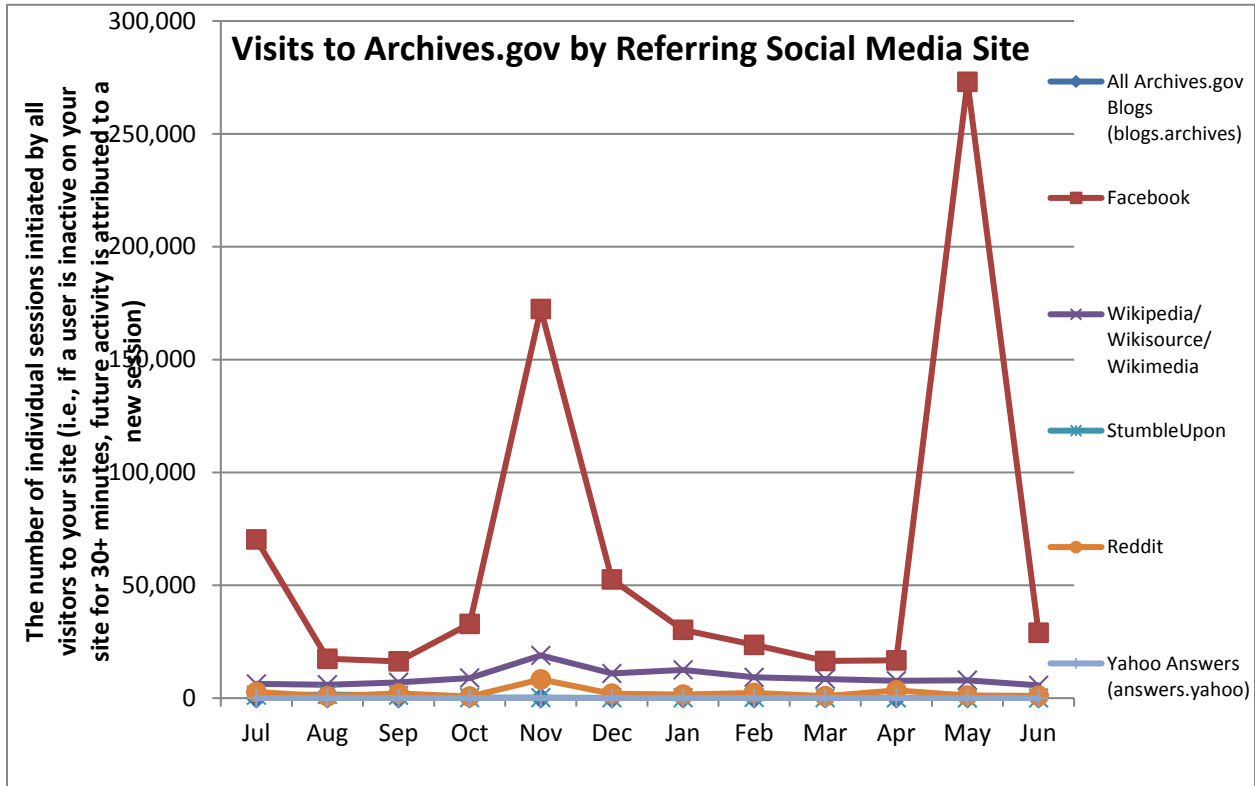
**SOCIAL MEDIA TOOLBOX (Tools currently in use)**

- 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)**

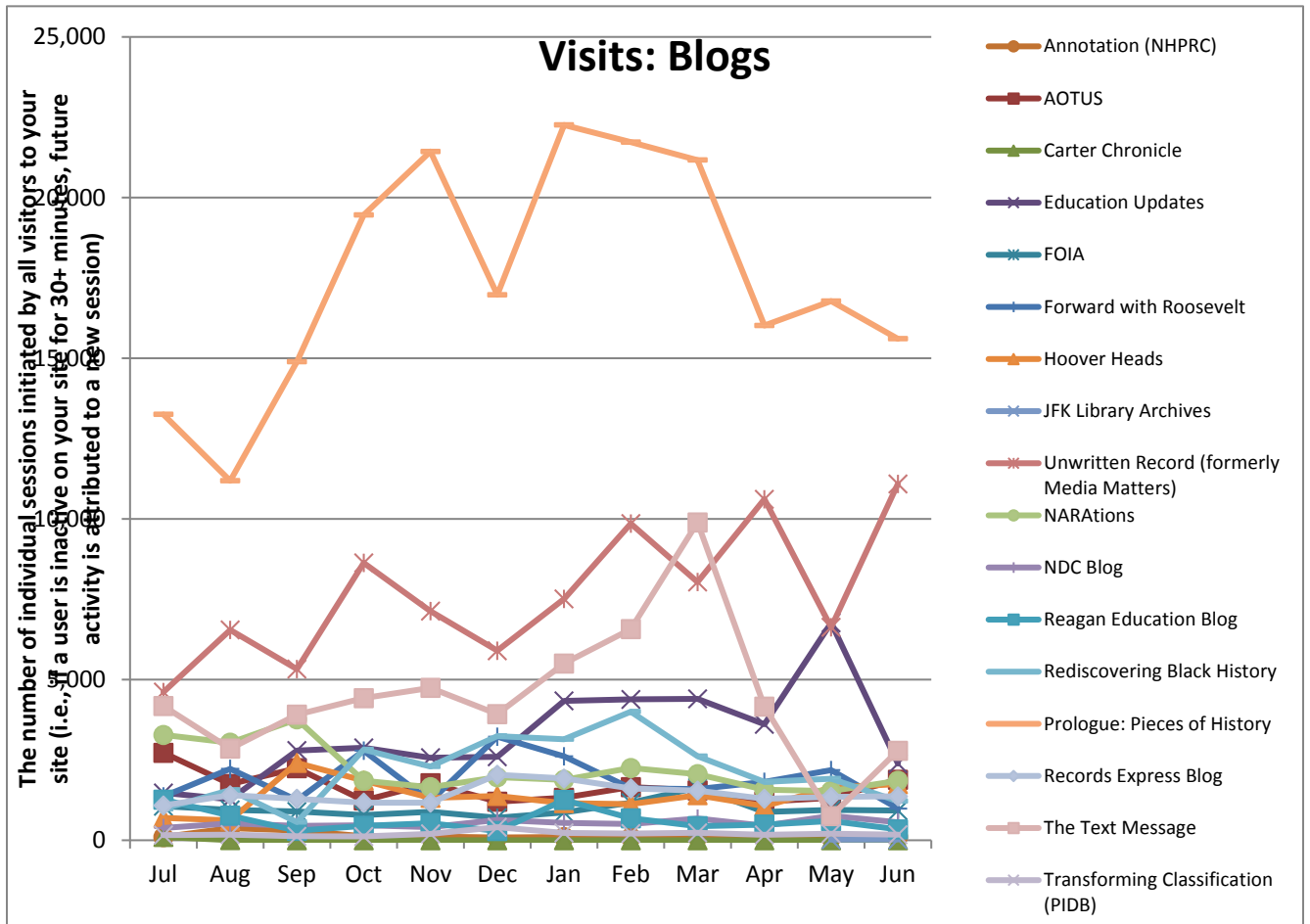


**New External Social Media Projects: June Projects**

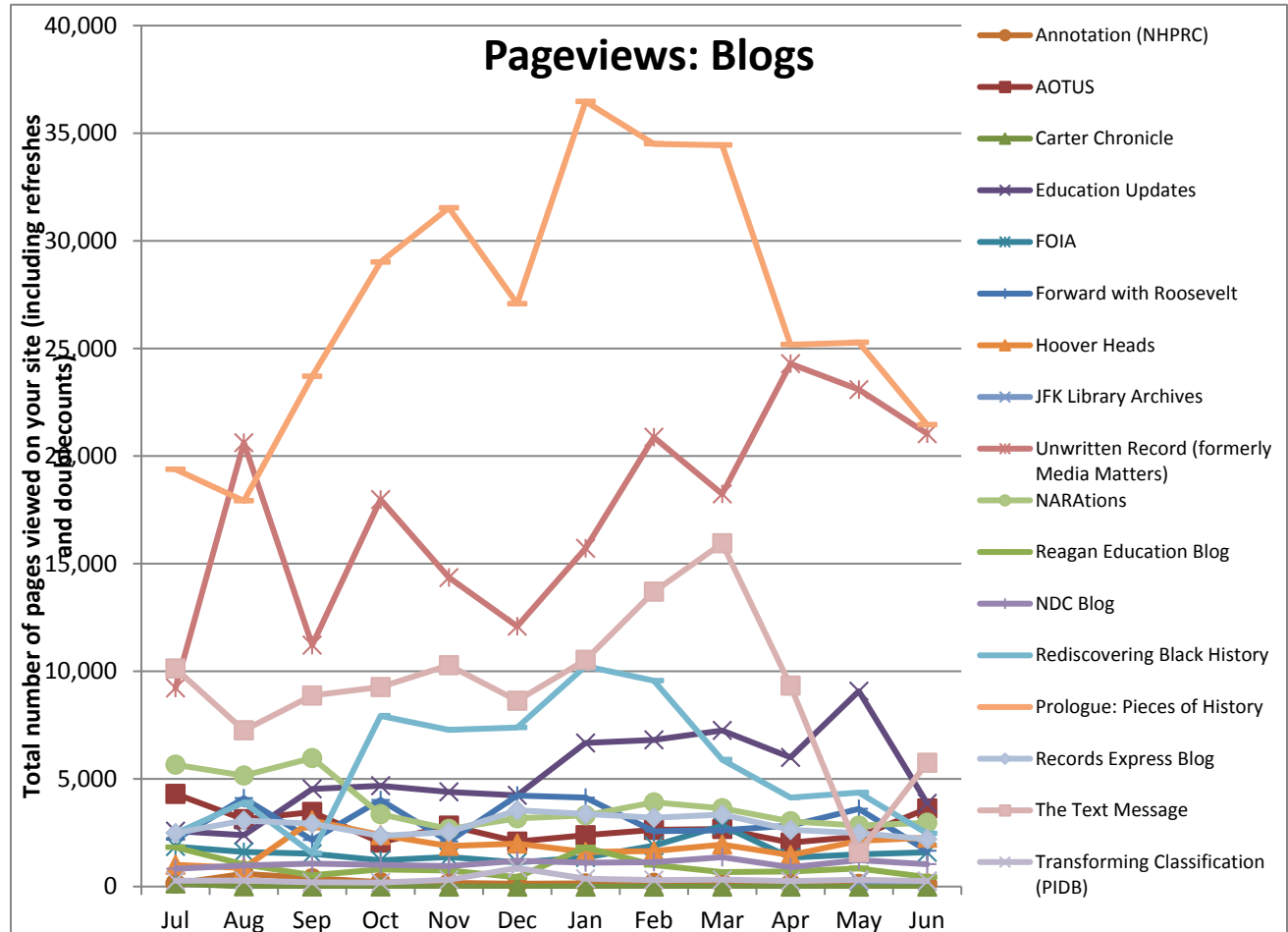
	Qzr	Facebook	Giphy	Twitter	Pinterest	Tumblr	Blog	YouTube	Instagram
July									
August									
September			1						
October				1		1			1
November									
December									
January									
February									1
March									
April									1
May							1		
June		2							1

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

Blog Visits (Source: Appendix II.A)



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

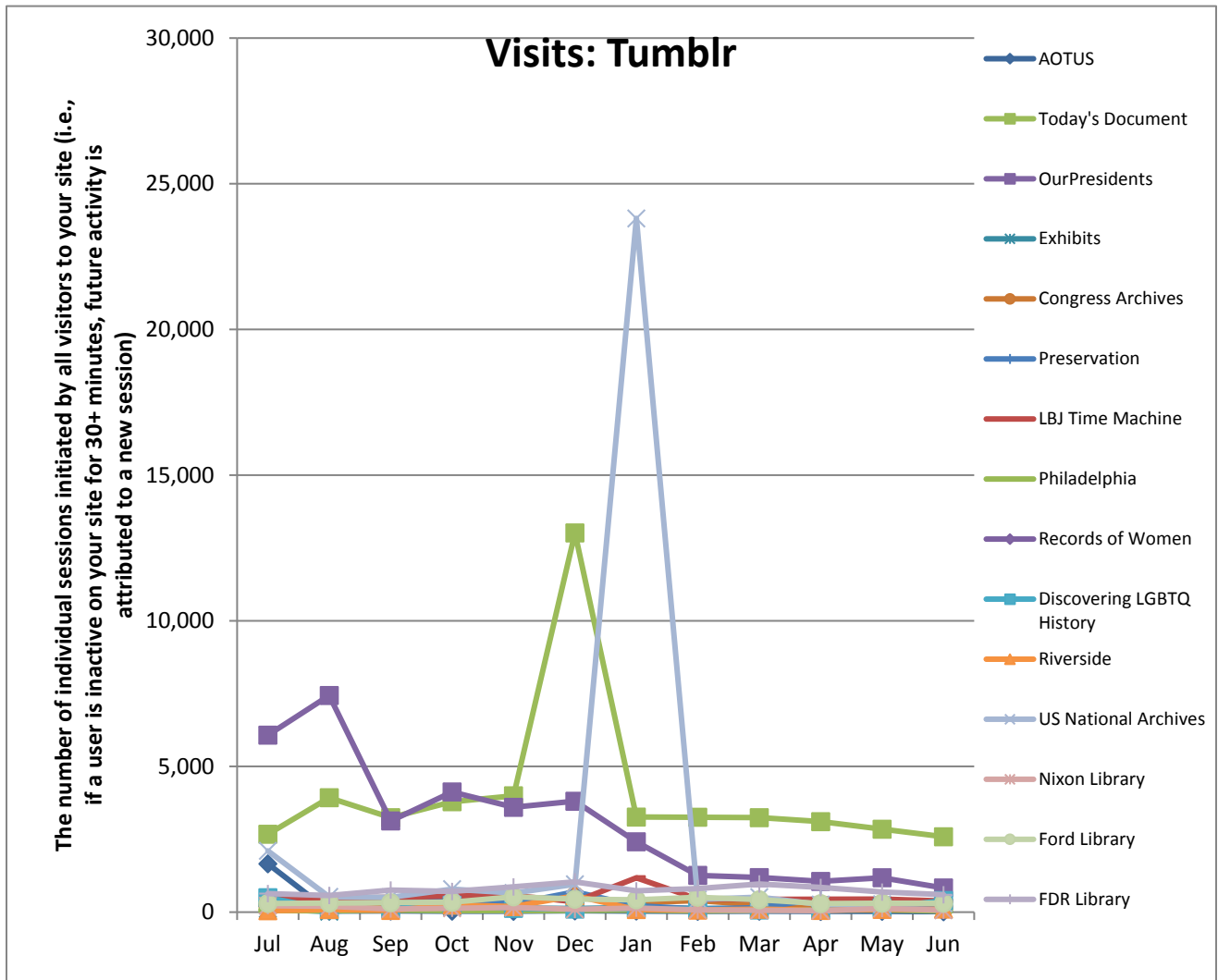


**Top 5 Most Viewed Blog Posts in June 2017**

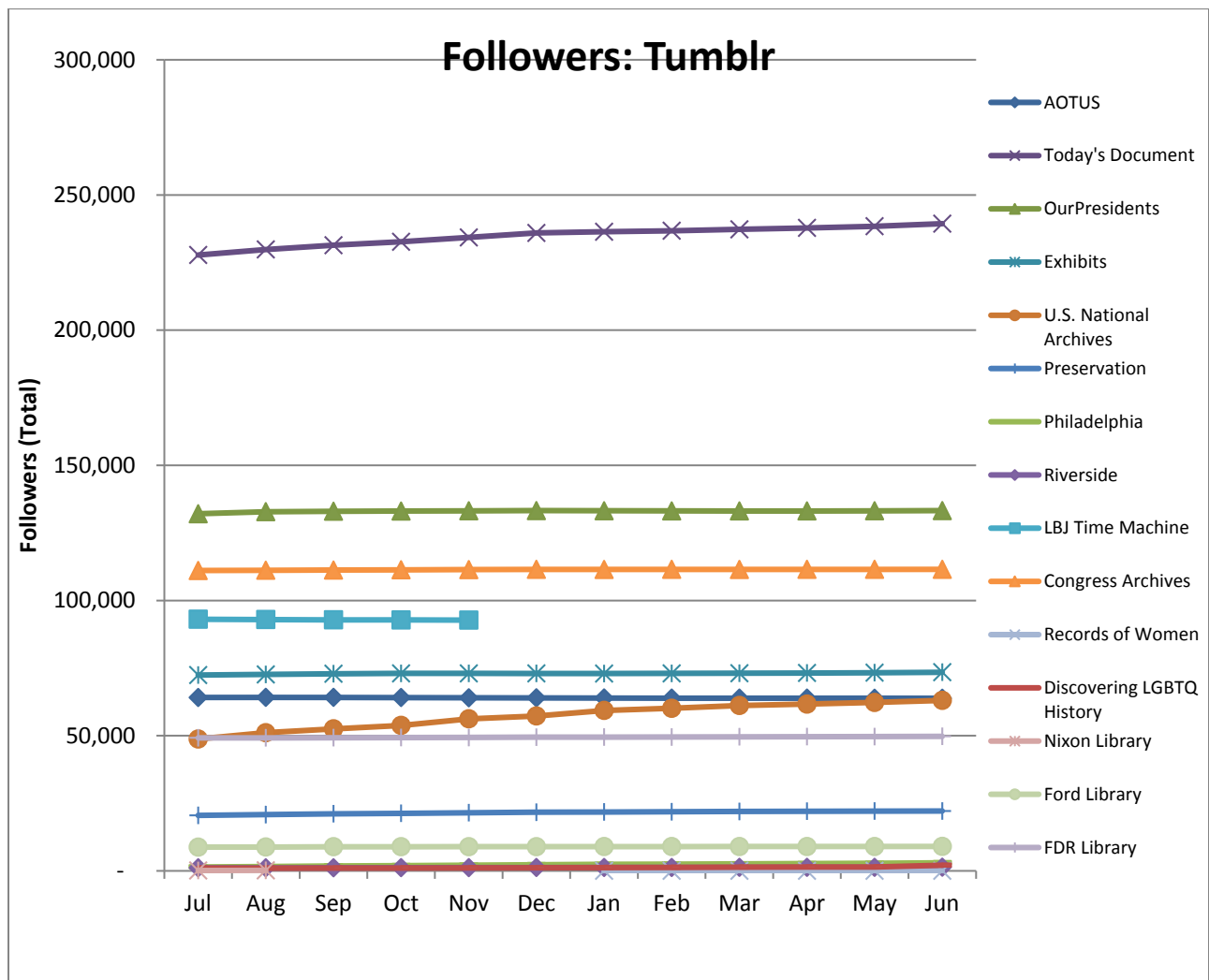
Blog	Pageviews	Post Title
Pieces of History	7,241	<a href="#">Teddy Roosevelt and Abraham Lincoln in the same photo</a>
Unwritten Record	3,361	<a href="#">Images of the Week: D-Day in Color</a>
Unwritten Record	2,068	<a href="#">From Norfolk to NARA: The Unexpected Journey of the Navy Shipyard Glass Plate Negatives</a>
Unwritten Record	1,782	<a href="#">The Battle of Midway and Torpedo Squadron 8: A Memorial to a Fallen Unit</a>
Hoover Heads	1,187	<a href="#">A Tale of Two Hoovers</a>

Social Media Tools: Detail View – Tumblr

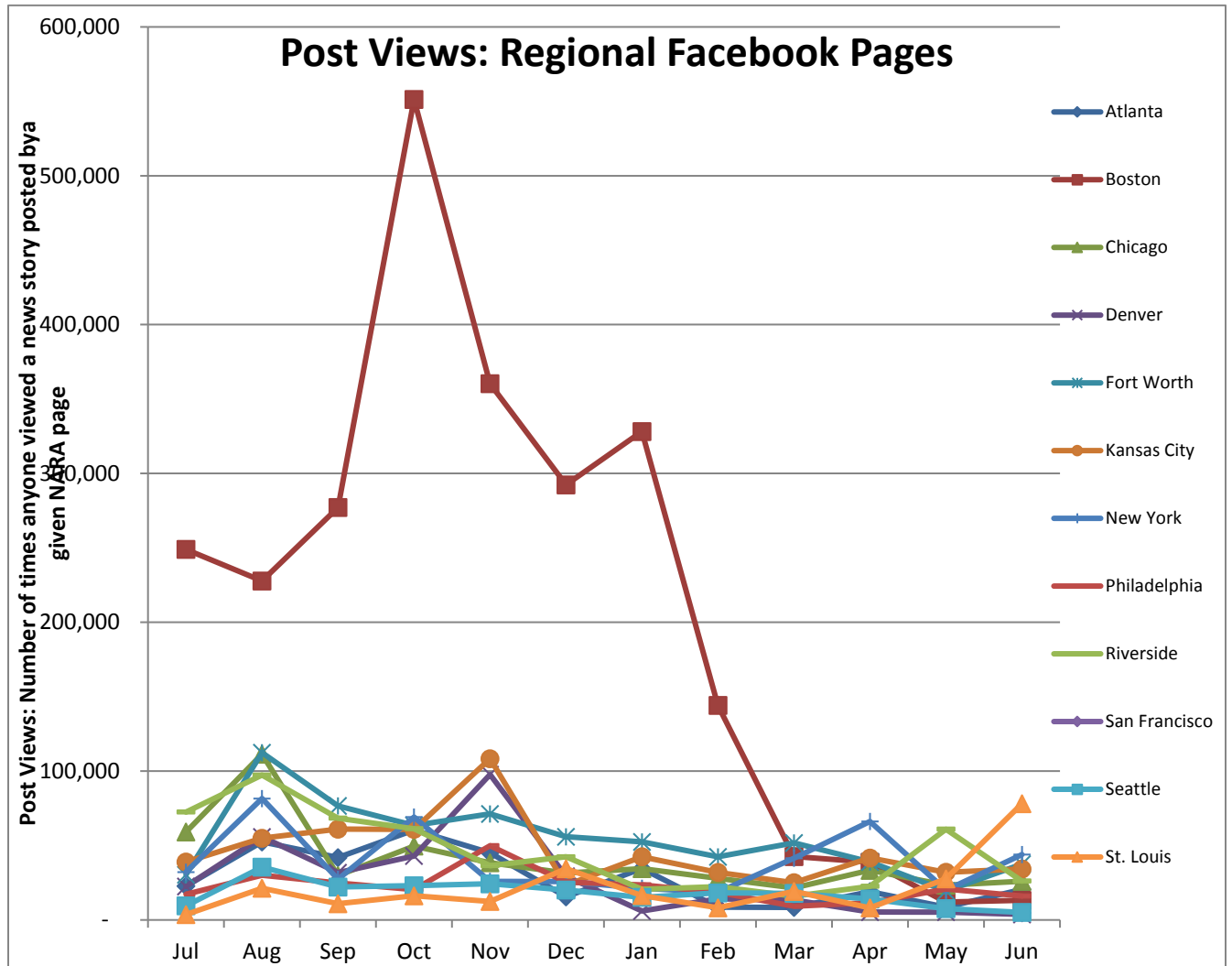
Tumblr Visits



Followers on Tumblr (Source: Appendix IV)

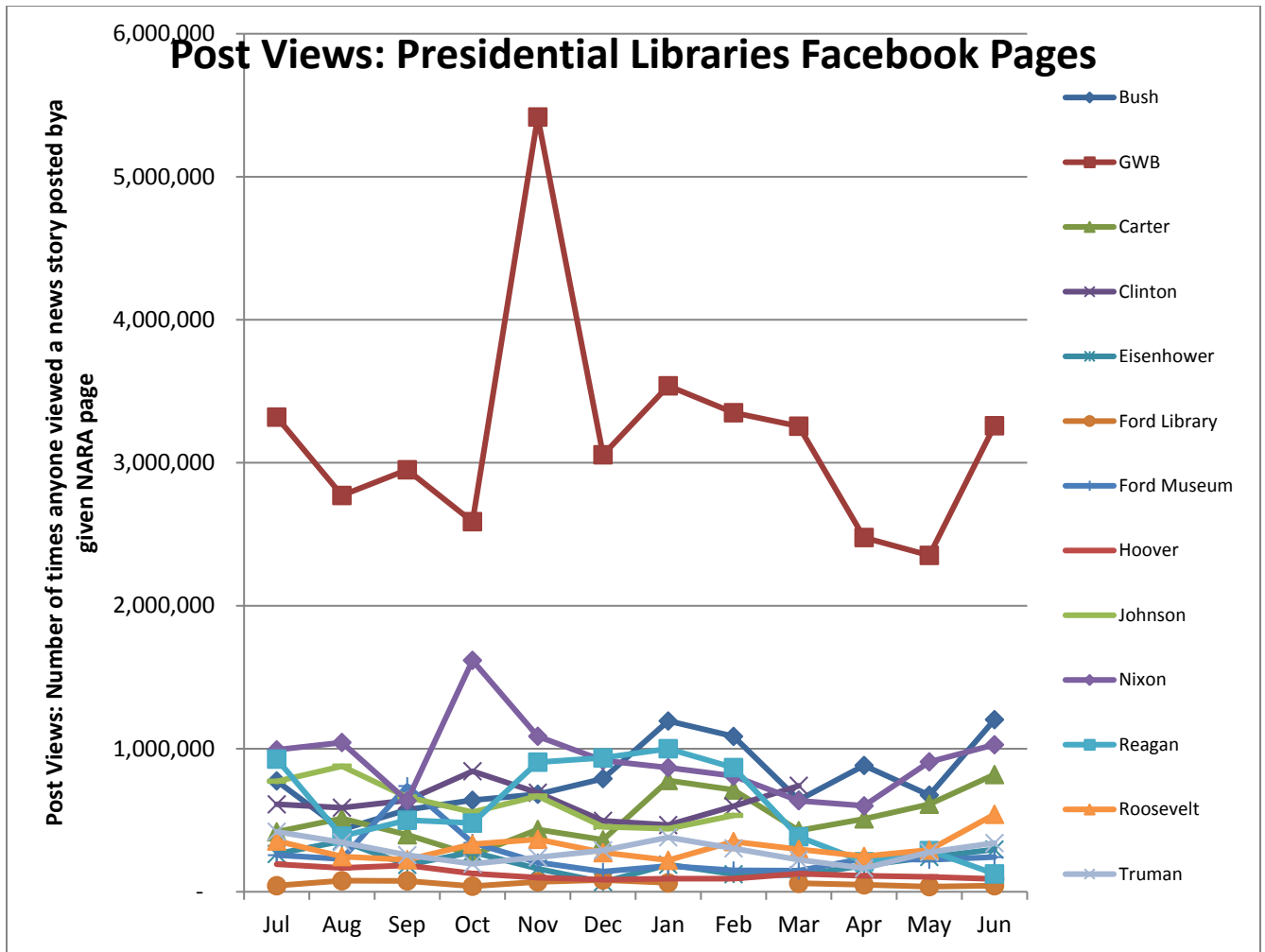


**Social Media Tools: Detail View – Facebook**  
**Post Views on Regional Pages (Source: Appendix IV.A)**

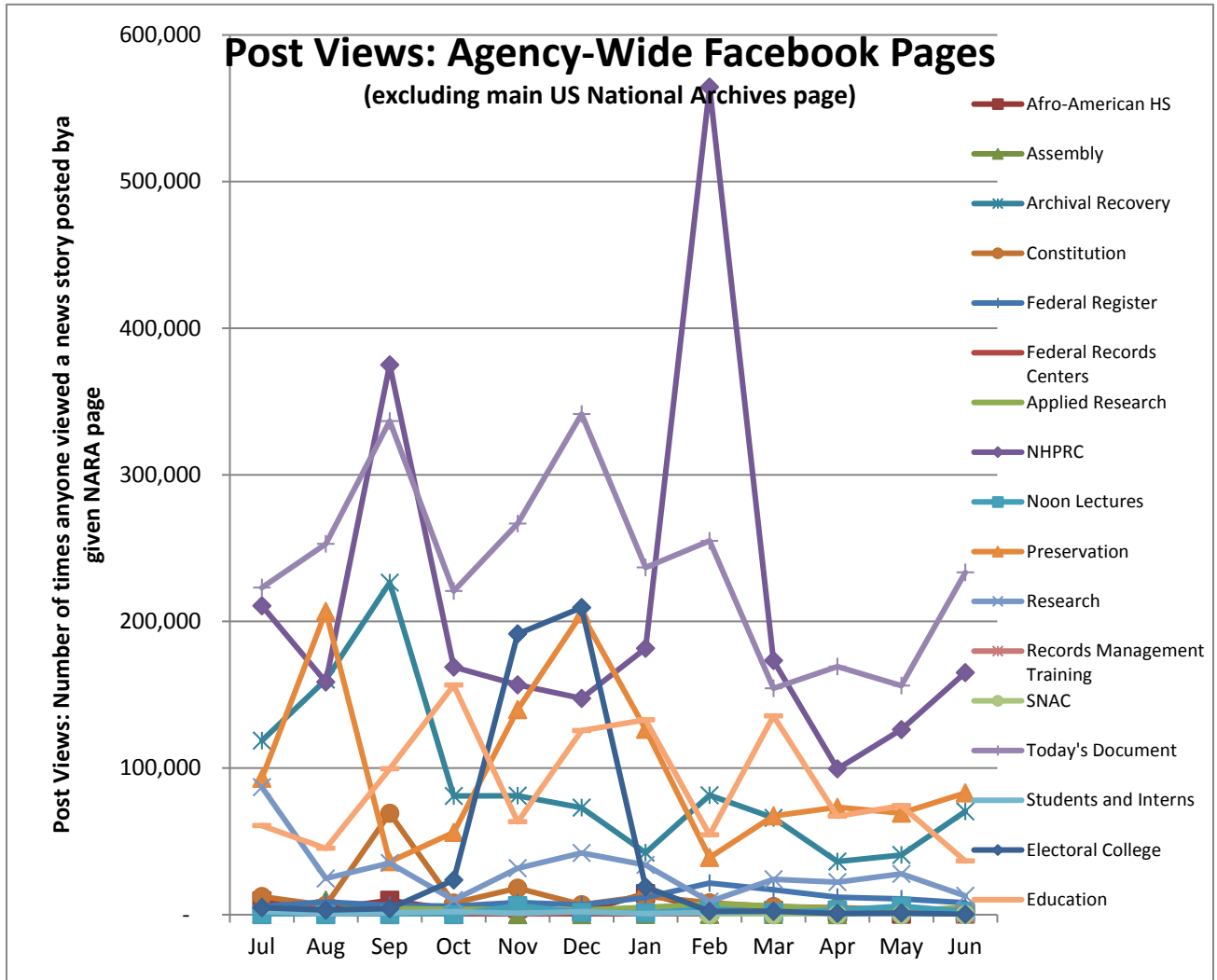


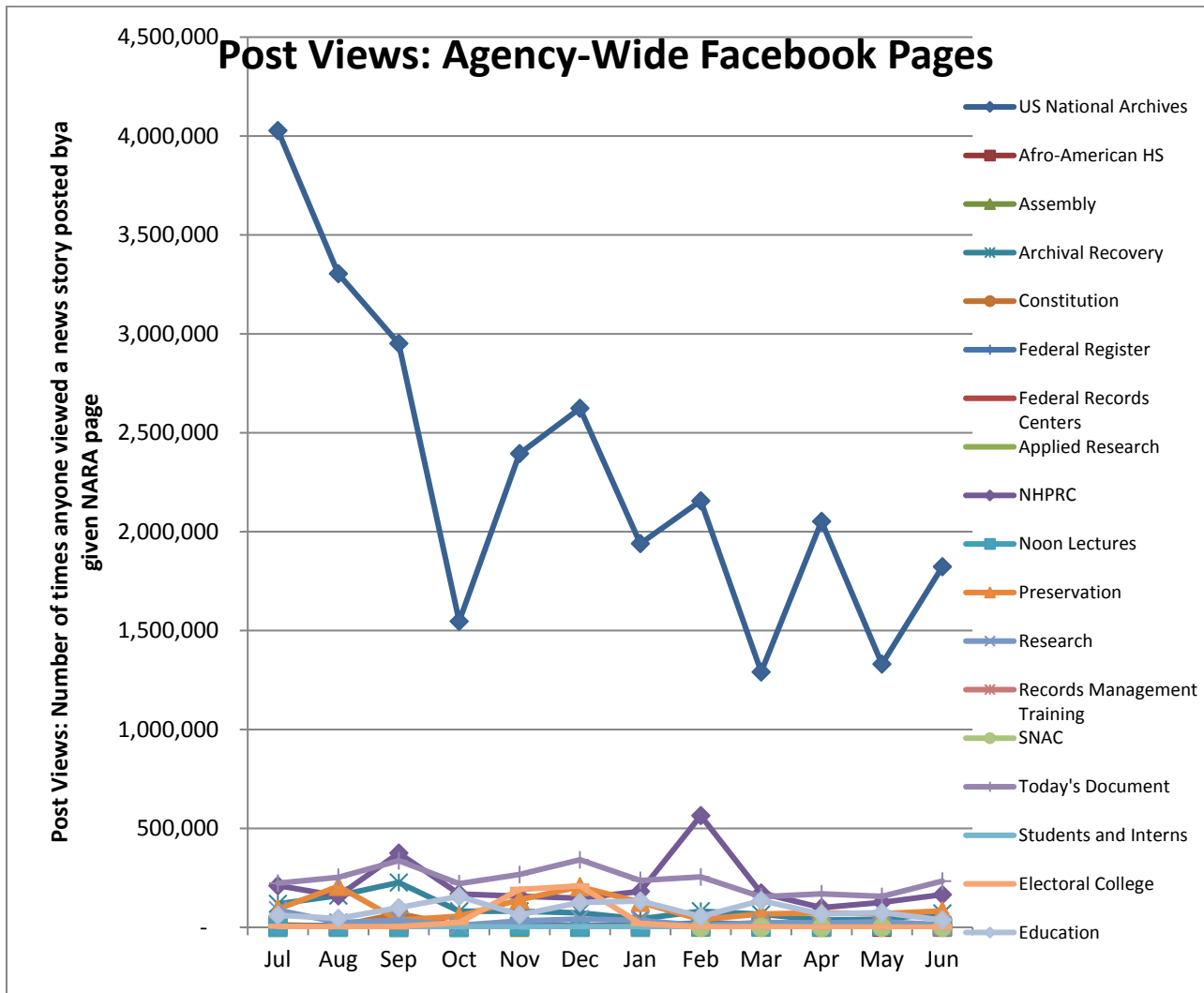


Post Views on Presidential Library Pages (Source: Appendix IV.A)

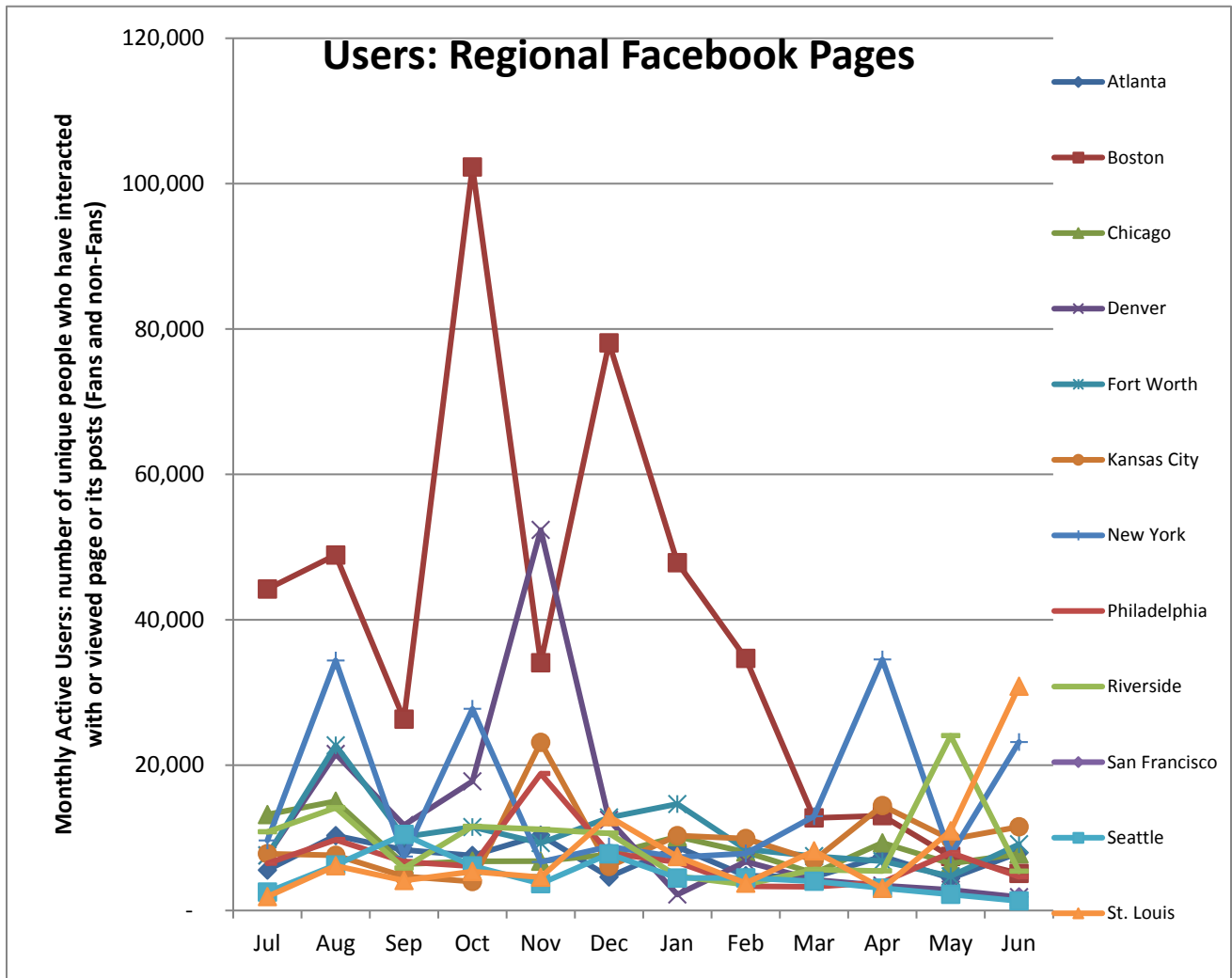


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

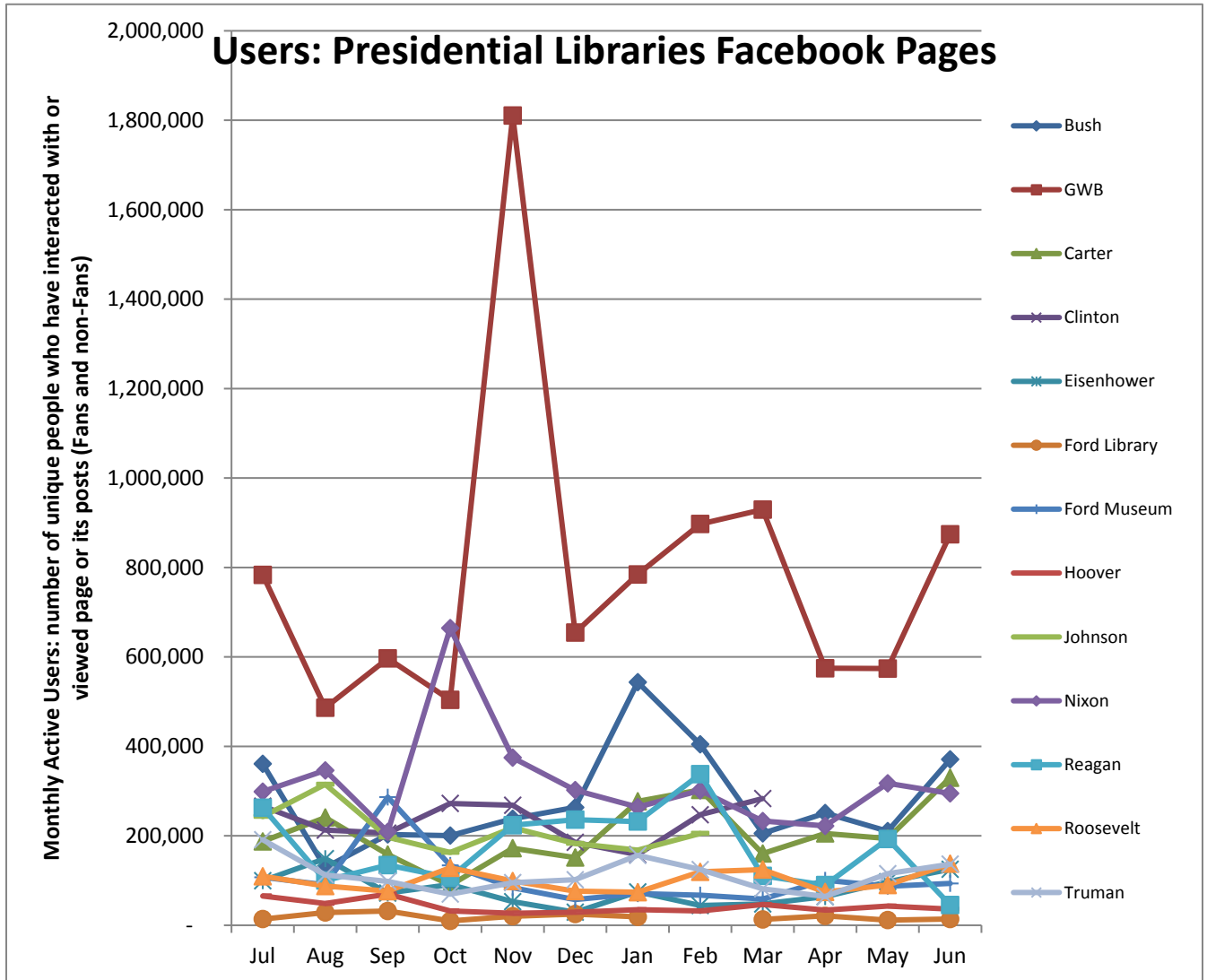




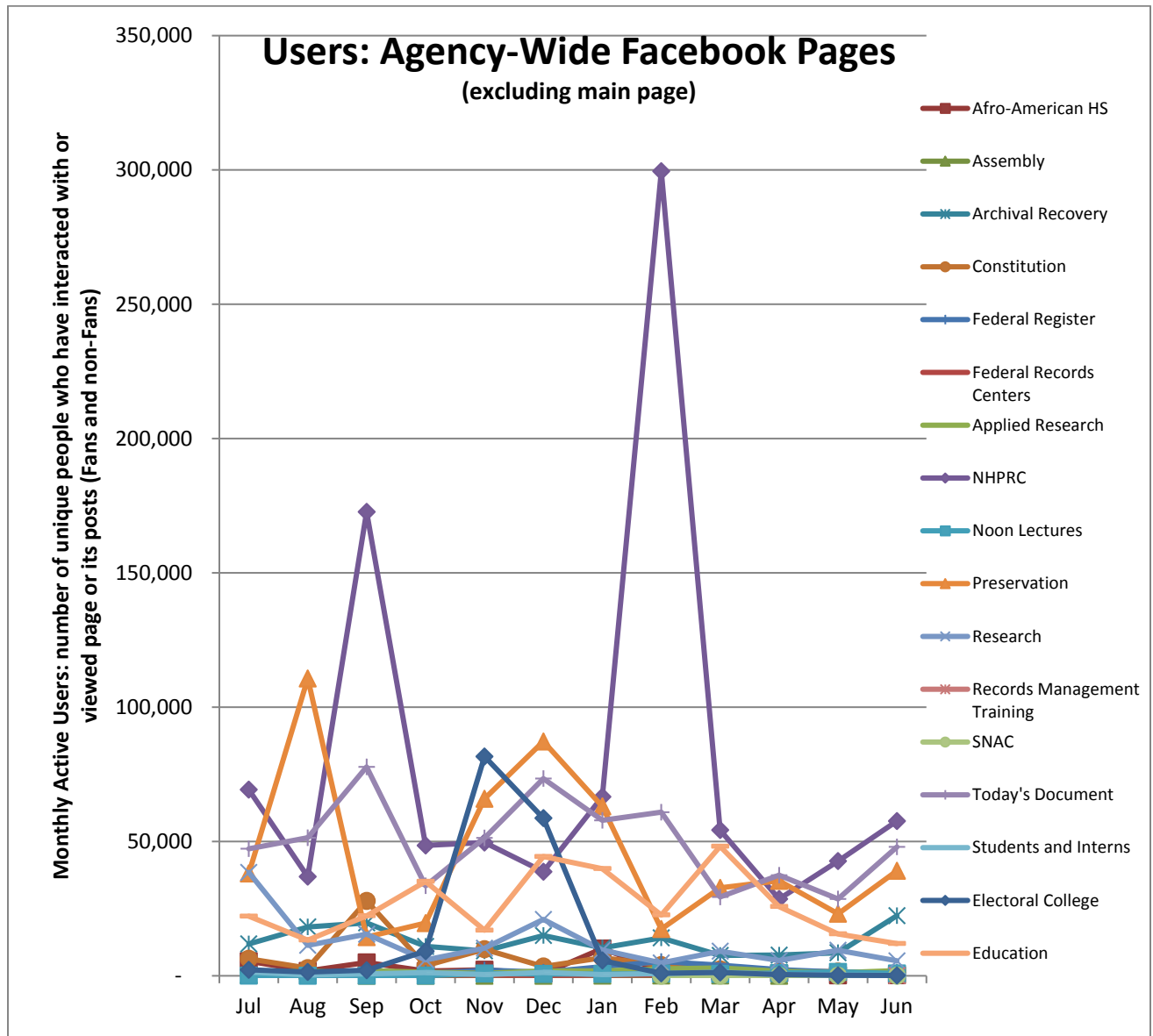
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

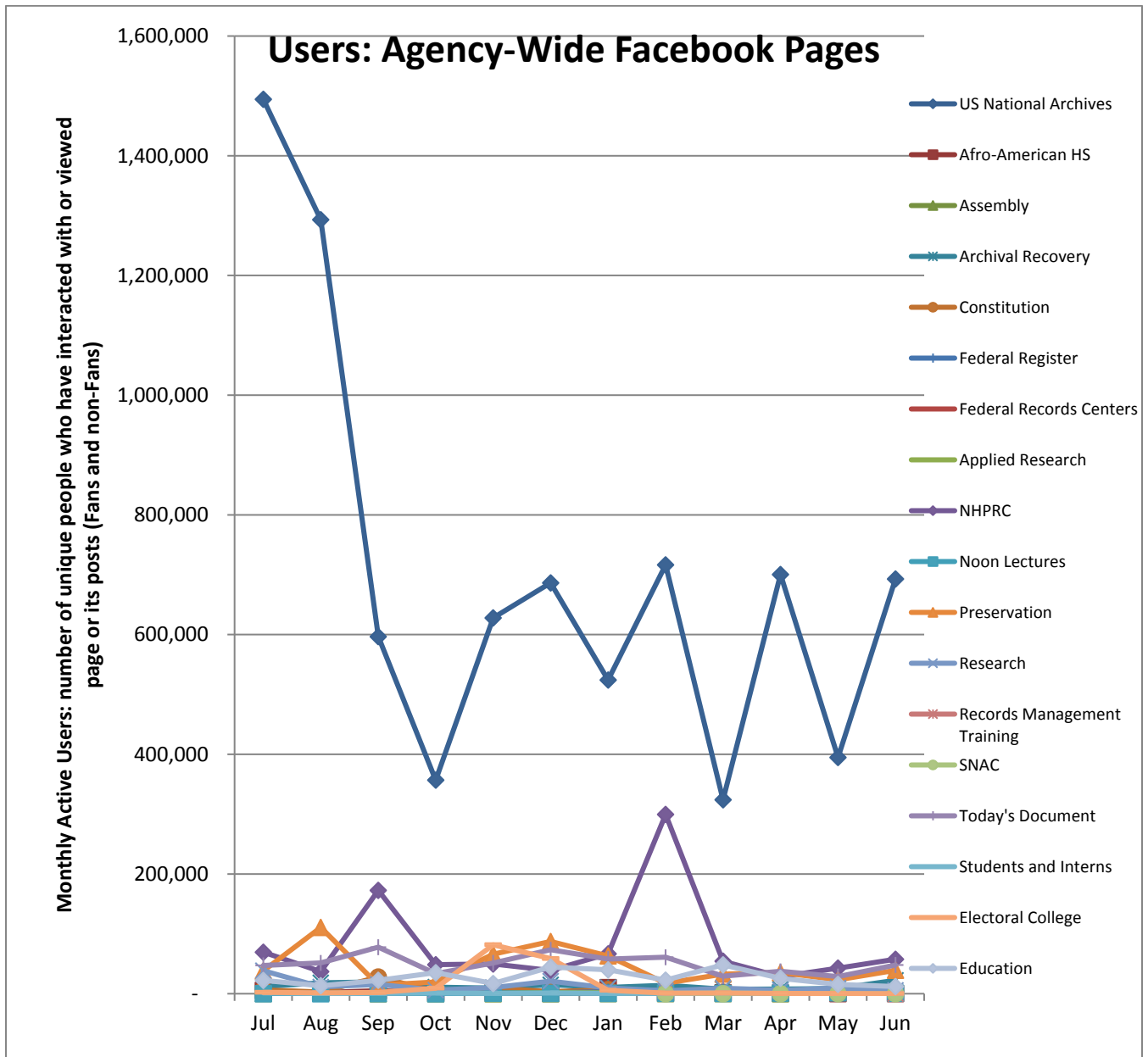


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



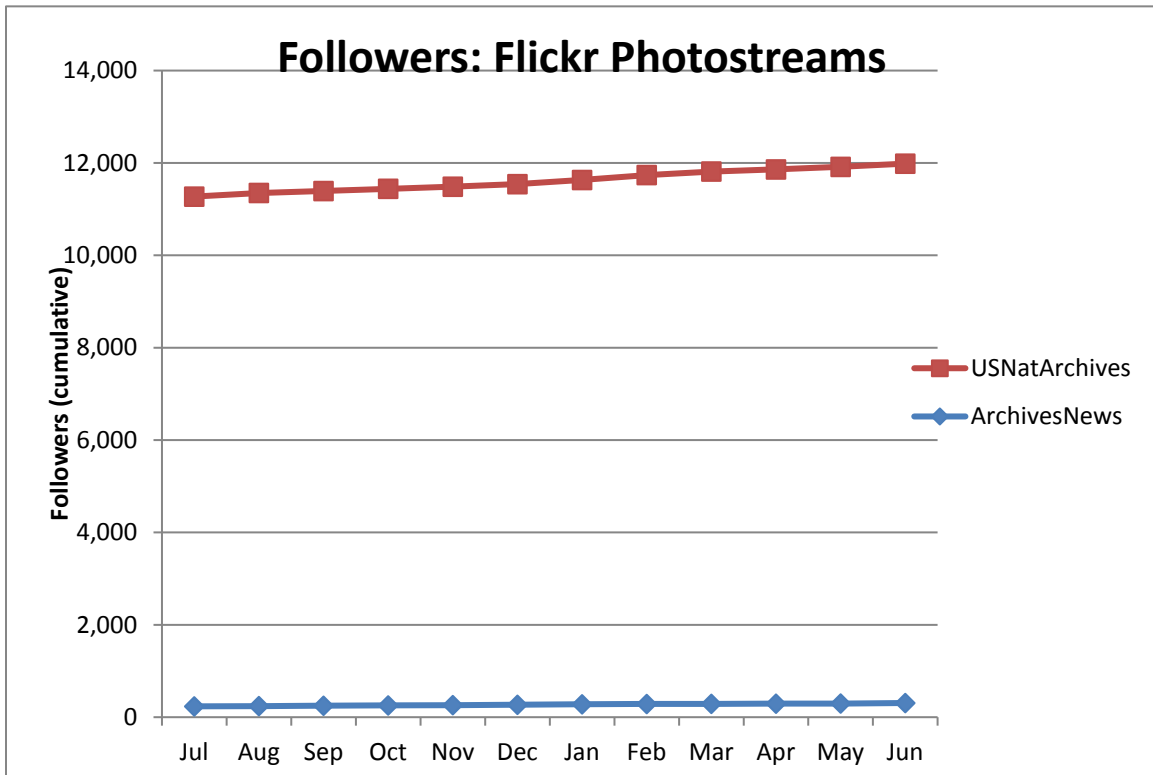
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



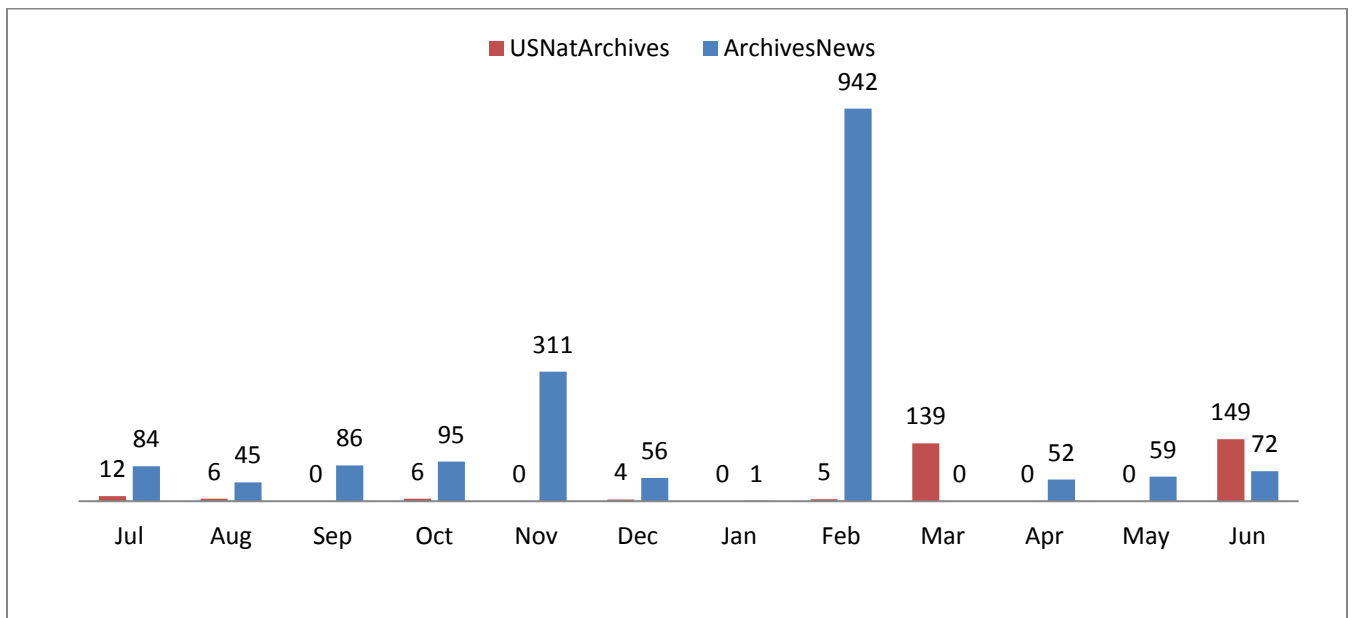


Social Media Tools: Detail View – Flickr

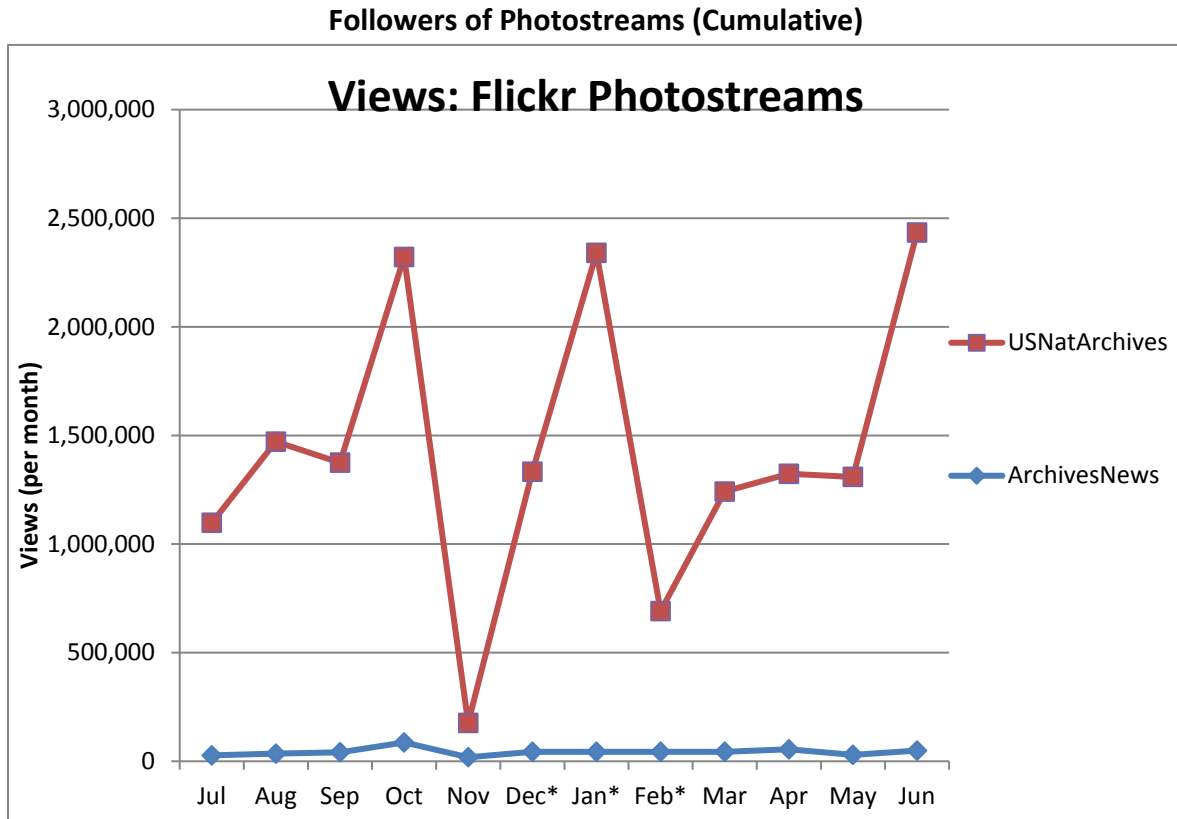
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

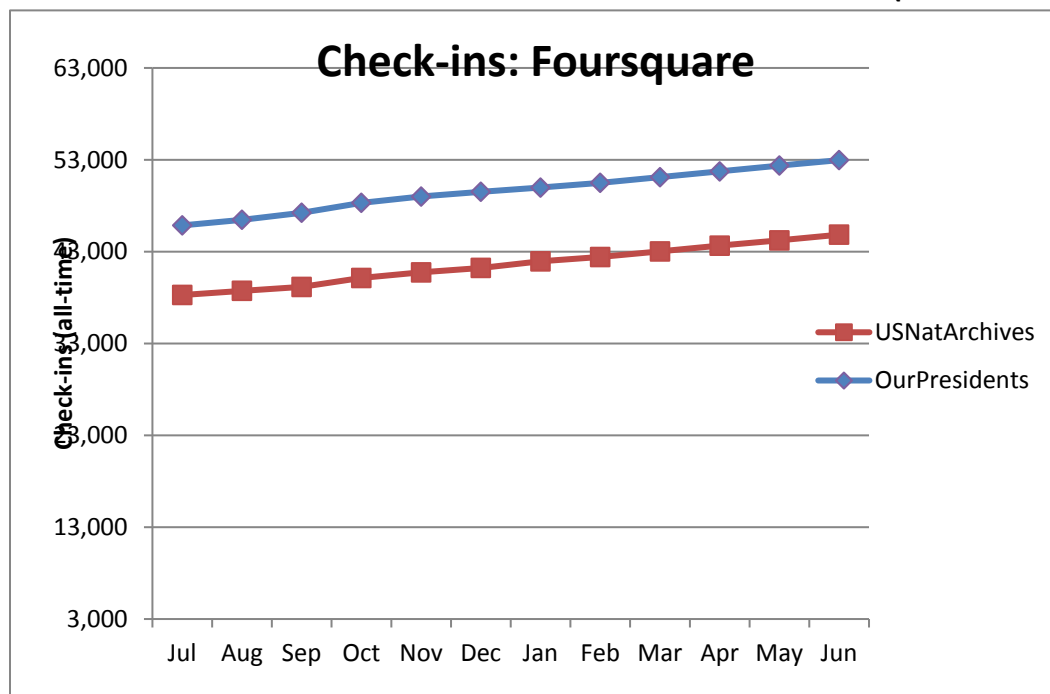






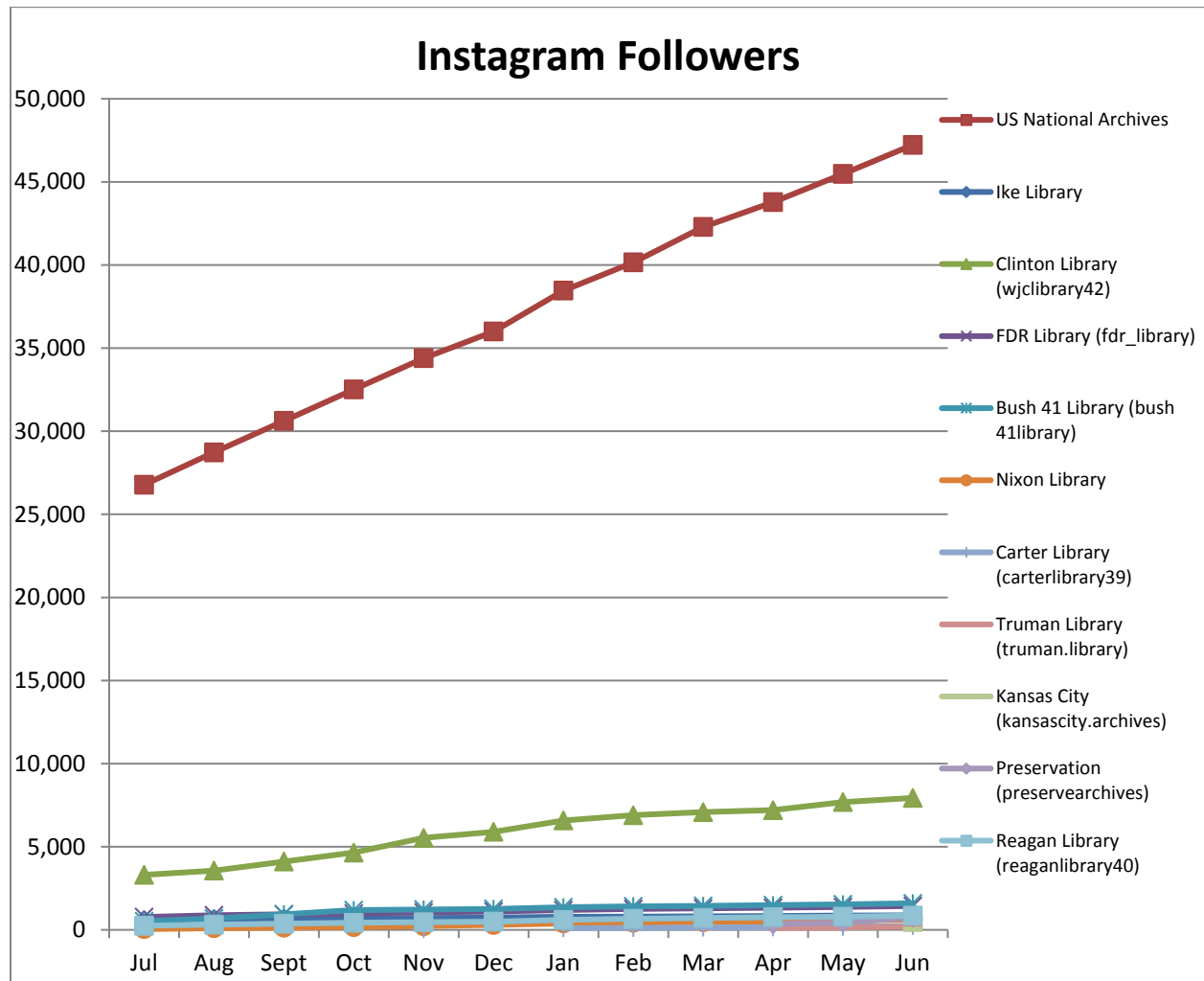
**Social Media Tools: Detail View – Foursquare**

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



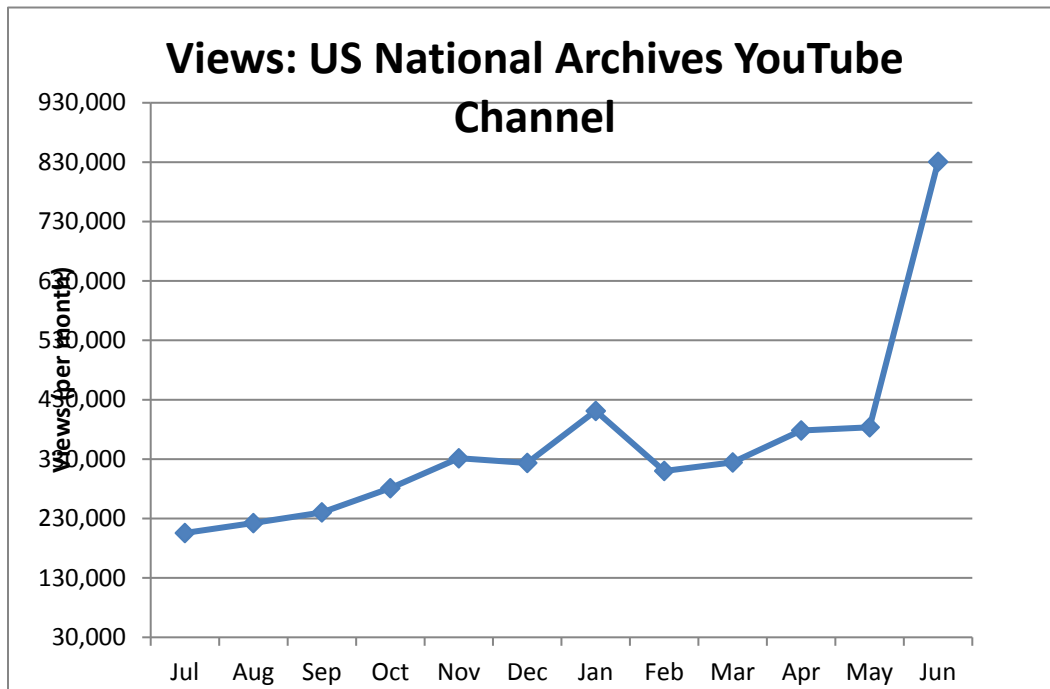
Social Media Tools: Detail View – Instagram

Followers on National Archives Instagram Accounts (Cumulative)

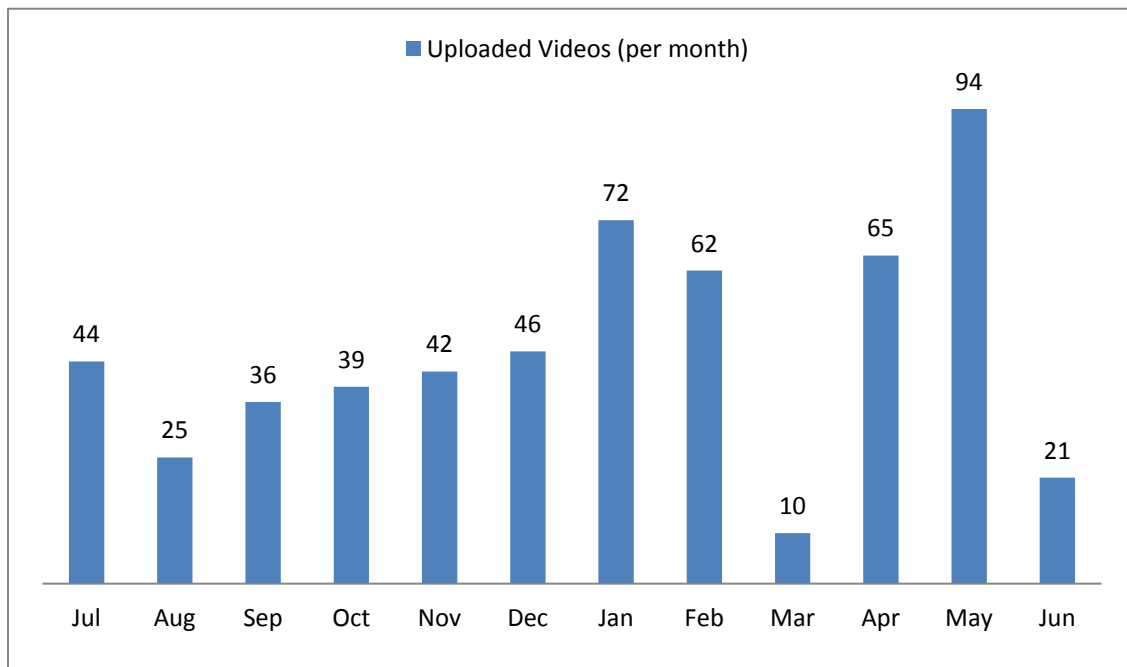


**Social Media Tools: Detail View – YouTube**

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



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

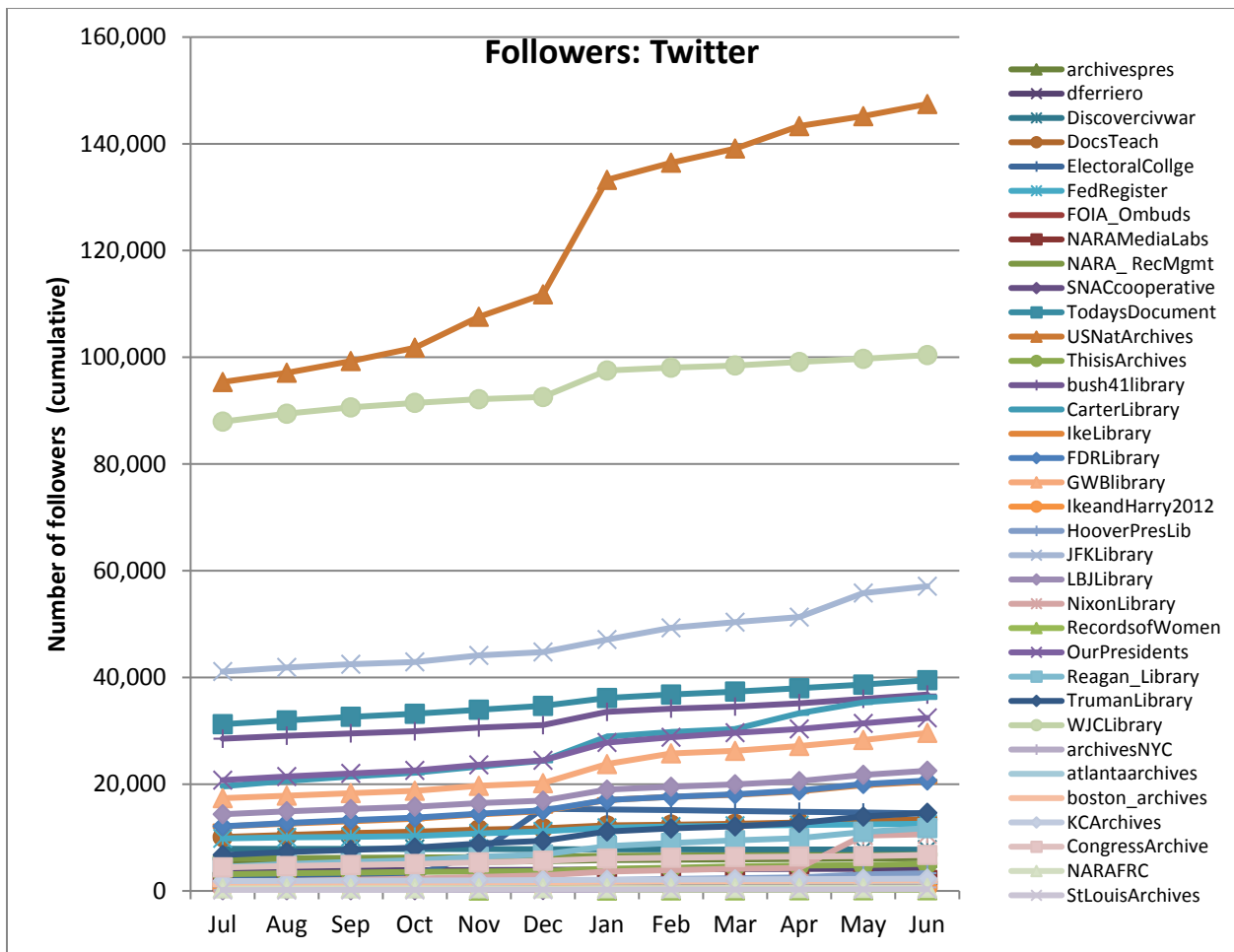


**Top 5 Most Viewed Videos for June 2017 on US National Archives Channel**

Video Title	Views
<a href="#">Private Snafu in "Censored", 1944</a>	372,309
<a href="#">Spies - Private SNAFU</a>	48,934
<a href="#">School for Assassins</a>	28,203
<a href="#">Stories from the Great Depression</a>	18,201
<a href="#">Private SNAFU: Fighting Tools</a>	15,388

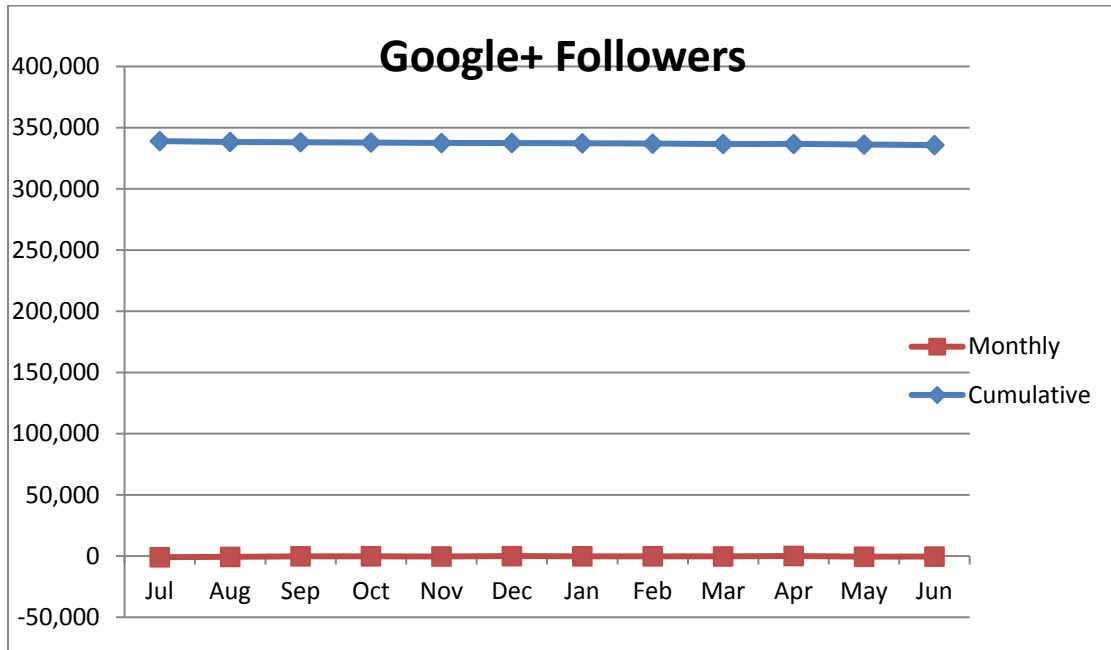
**Social Media Tools: Detail View – Twitter**

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



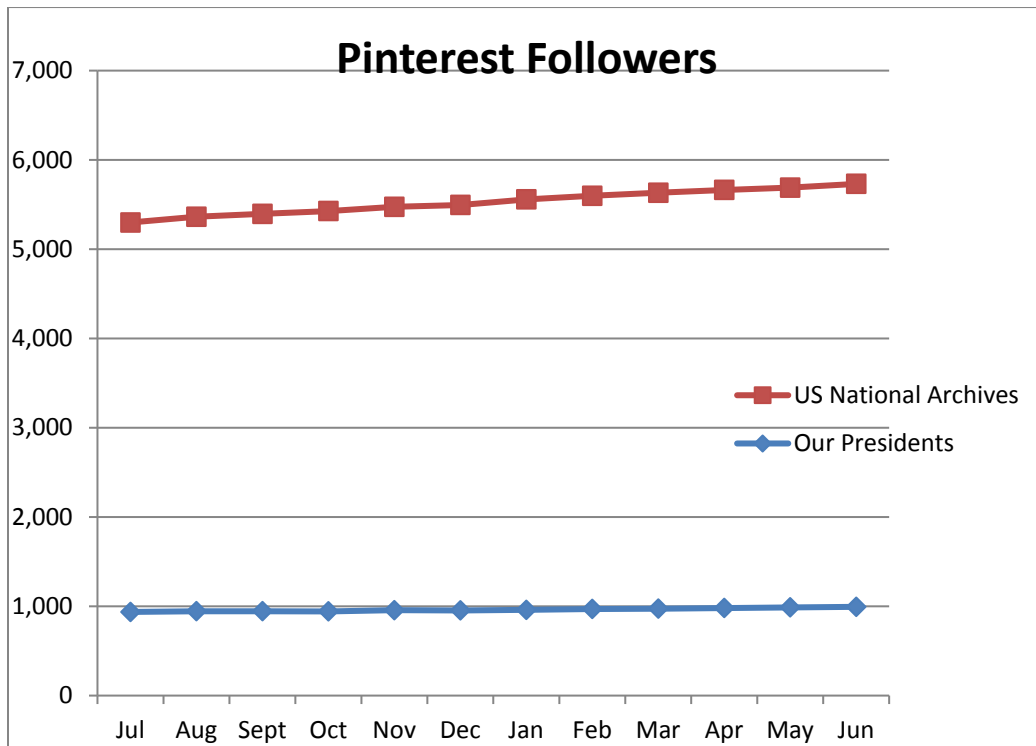
**Social Media Tools: Detail View – Google+**

**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.

	July 2016	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017
<b>Annotation (NHPRC)</b>	100	378	300	126	115	85	99	93	104	87	83	104
<b>AOTUS</b>	2,723	1,751	2,243	1,239	1,773	1,200	1,323	1,655	1,553	1,204	1,320	1,883
<b>Carter Chronicle</b>	103	6	3	2	0	0	0	0	0	0	0	0
<b>Education Updates</b>	1,475	1,273	2,793	2,877	2,568	2,598	4,399	4,383	4,402	3,608	6,765	2,386
<b>FOIA</b>	1,061	946	895	784	887	701	867	1,169	1,637	883	946	927
<b>Forward with Roosevelt</b>	1,365	2,222	1,246	2,787	1,206	3,222	2,613	1,615	1,593	1,817	2,184	988
<b>Hoover Heads</b>	697	617	2,407	1,857	1,322	1,379	1,156	1,123	1,403	1,061	1,635	1,748
<b>JFK Library Archives</b>											19	23
<b>Unwritten Record (formerly Media Matters)</b>	4,612	6,545	5,328	8,631	7,131	5,899	7,510	9,856	8,036	10,614	6,628	11,091
<b>NARAtions</b>	3,279	3,036	3,764	1,851	1,652	1,962	1,882	2,249	2,057	1,575	1,531	1,853
<b>NDC Blog</b>	383	525	445	467	406	632	538	508	674	450	761	559
<b>Reagan Library Education</b>	1,265	765	295	449	532	288	1,253	684	439	488	598	338
<b>Rediscovering Black History</b>	978	1,565	565	2,821	2,296	3,241	3,144	4,001	2,615	1,815	1,916	1,218
<b>Prologue Blog</b>	13,251	11,186	14,893	19,460	21,433	16,974	22,259	21,724	21,168	16,018	16,779	15,607
<b>Records Express Blog</b>	1,084	1,401	1,291	1,171	1,169	2,038	1,923	1,613	1,546	1,291	1,350	1,367
<b>The Text Message</b>	4,176	2,852	3,908	4,422	4,742	3,926	5,500	6,571	9,892	4,159	752	2,785
<b>Transforming Classification (PIDB)</b>	162	176	124	120	201	406	229	209	232	169	205	173
<b>MONTHLY TOTAL</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>	<b>57,453</b>	<b>57,351</b>	<b>45,239</b>	<b>43,472</b>	<b>43,050</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.

	July 2016	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017
<b>Annotation (NHPRC)</b>	143	592	385	202	166	129	144	171	140	138	123	139
<b>AOTUS</b>	4,304	3,128	3,464	2,044	2,833	2,088	2,387	2,636	2,675	2,041	2,323	3,622
<b>Carter Chronicle</b>	144	8	5	2	0	0	0	0	0	0	0	0
<b>Education Updates</b>	2,575	2,388	4,536	4,681	4,396	4,236	6,670	6,813	7,250	5,998	9,078	3,863
<b>FOIA</b>	1,858	1,609	1,523	1,222	1,375	1,124	1,350	1,900	2,832	1,342	1,494	1,589
<b>Forward with Roosevelt</b>	2,190	4,105	2,162	4,021	2,098	4,228	4,130	2,568	2,617	2,834	3,607	1,658
<b>Hoover Heads</b>	1,011	863	3,067	2,395	1,886	1,995	1,604	1,649	1,952	1,464	2,125	2,268
<b>JFK Library Archives</b>											247	248
<b>Unwritten Record (formerly Media Matters)</b>	9,228	20,618	11,218	17,981	14,360	12,090	15,714	20,874	18,240	24,289	23,089	21,037
<b>NARAtions</b>	5,661	5,155	5,972	3,361	2,674	3,169	3,309	3,912	3,638	3,031	2,833	2,966
<b>Reagan Library Education</b>	1,823	1,031	529	797	745	431	1,812	1,000	671	698	841	436
<b>NDC Blog</b>	828	976	1,069	1,007	950	1,196	1,113	1,134	1,365	900	1,228	1,040
<b>Rediscovering Black History</b>	2,466	3,905	1,547	7,930	7,282	7,386	10,238	9,561	5,984	4,133	4,363	2,462
<b>Prologue Blog</b>	19,382	17,918	23,701	29,010	31,527	27,077	36,470	34,503	34,444	25,173	25,275	21,451
<b>Records Express Blog</b>	2,488	3,065	2,918	2,353	2,534	3,543	3,370	3,199	3,344	2,634	2,482	2,202
<b>The Text Message</b>	10,127	7,260	8,877	9,270	10,283	8,635	10,530	13,697	15,948	9,334	1,592	5,752
<b>Transforming Classification (PIDB)</b>	271	281	195	186	312	862	364	303	320	259	312	256
<b>MONTHLY TOTAL</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>	<b>103,920</b>	<b>101,330</b>	<b>84,268</b>	<b>81,012</b>	<b>70,989</b>



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

	July 2016	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017
<b>Annotation (NHPRC)</b>	11	15	13	12	15	16	17	12	10	9	14	13
<b>AOTUS Blog</b>	107	70	65	74	59	61	63	69	75	76	113	70
<b>AOTUS Tumblr</b>	3	2	1	1	2	2	1	1	1	2	1	1
<b>Carter Chronicle</b>	68	44	27	19	16	16	16	16	15	16	13	11
<b>Education Updates</b>	33	32	29	28	30	33	35	34	33	45	32	28
<b>FOIA Ombudsman</b>	12	2	8	9	10	9	8	7	6	7	5	5
<b>Unwritten Record</b> (formerly Media Matters)	18	15	10	8	4	6	8	8	7	5	7	9
<b>NARAtions</b>	129	121	113	86	90	89	87	83	78	95	78	79
<b>NDC Blog</b>	53	34	42	47	42	40	39	45	52	35	32	37
<b>Prologue</b>	129	140	128	113	133	134	135	143	150	123	121	119
<b>Records Express</b>	65	55	48	44	48	50	52	48	44	59	50	50
<b>Rediscovering Black History</b>	27	22	24	25	23	26	28	25	23	21	20	20
<b>Text Message</b>	51	61	45	63	58	58	59	75	90	70	62	78
<b>Today's Document Tumblr</b>	39	36	36	39	37	40	43	42	41	79	38	37
<b>Transforming Classification (PIDB)</b>	95	72	93	62	61	52	43	43	43	40	42	36
<b>MONTHLY TOTAL</b>	<b>840</b>	<b>721</b>	<b>682</b>	<b>630</b>	<b>628</b>	<b>632</b>	<b>634</b>	<b>651</b>	<b>668</b>	<b>682</b>	<b>628</b>	<b>593</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.)

	July 2016	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017
<b>Monthly Total (A+P+R)</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>12,541,393</b>	<b>9,272,605</b>	<b>8,518,195</b>	<b>8,100,286</b>	<b>10,743,699</b>
<b>Agency-Wide Total</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>	<b>3,208,928</b>	<b>1,950,233</b>	<b>2,547,228</b>	<b>1,849,981</b>	<b>2,444,507</b>
US National Archives	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	1,822,916
Afro-American HS	9,327	3,917	9,815	3,356	4,352	1,857	14,395	3,616	2,798	1,700	316	455
Assembly	578	9,937	30	123	45	90	112	184	194	94		
Archival Recovery	118,611	160,306	226,435	80,971	81,129	72,973	42,266	81,482	66,008	36,264	40,726	70,444
Constitution	12,352	6,330	69,172	7,941	18,109	6,784	12,641	8,107	5,511	4,810	3,426	1,591
Federal Register	5,732	8,657	6,385	5,823	8,324	6,681	11,715	21,561	16,978	11,945	10,808	8,128
Federal Records Centers	807	1,119	289	606	477	225	265	1,081	987	183	395	1,674
Applied Research	2,540	652	4,257	3,650	3,725	3,200	5,033	7,259	6,049	3,822	2,459	5,007
NHPRC	210,709	158,717	375,029	168,885	156,783	147,517	181,676	564,484	173,315	99,488	126,275	165,097
Noon Lectures	85	48	124	94	6,191	1,589	1,195	4,108	1,581	3,203	5,772	2,101
Preservation	93,012	206,818	36,153	56,097	139,874	205,220	126,478	39,024	67,378	73,220	69,291	83,036
Research	87,002	24,700	35,247	10,003	31,659	42,084	33,913	8,961	24,141	22,204	27,838	12,876
Records Management Training												591
SNAC								0	4	19	5	13
Today's Document	223,076	252,862	336,687	220,725	266,792	341,409	236,820	254,965	154,391	169,261	156,198	233,435
Students and Interns	2,295	569	1,368	2,046	890	2,085	754	1,463	2,134	899	375	286
Electoral College	4,828	3,112	4,177	23,620	191,529	209,450	18,965	2,248	2,311	854	1,168	306
Education	60,738	45,221	99,442	156,550	63,334	125,544	132,885	54,434	135,505	67,161	74,297	36,551
<b>Presidential Total</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>	<b>8,977,314</b>	<b>7,055,858</b>	<b>5,671,313</b>	<b>6,012,440</b>	<b>7,989,783</b>
Bush	775,298	434,768	574,350	640,156	682,074	790,791	1,194,313	1,086,672	641,536	883,226	675,595	1,203,293
GWB	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	3,259,138
Carter	419,435	512,661	398,437	256,631	435,574	363,388	778,523	712,054	427,787	509,640	612,256	820,157
Clinton	611,740	588,128	639,439	842,892	692,418	496,171	466,824	597,734	741,419			
Eisenhower	264,575	354,212	187,969	277,502	161,835	67,428	189,877	122,938	114,916	183,697	243,344	295,660
Ford Library	42,643	77,841	75,764	38,976	69,822	82,462	62,638		59,452	48,764	35,785	42,931

Ford Museum	256,317	229,395	739,488	343,011	205,764	141,304	180,741	149,827	147,417	232,478	223,558	242,750
Hoover	192,664	166,226	184,554	127,124	98,927	84,402	91,885	92,058	126,002	111,927	104,179	89,732
Johnson	772,247	878,130	662,159	556,691	668,786	454,300	441,285	533,611				
Nixon	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	1,028,609
Reagan	927,866	389,154	500,821	480,744	906,235	936,467	1,000,295	868,479	384,709	210,375	288,043	125,281
Roosevelt	355,984	246,554	223,834	332,540	366,859	274,234	220,571	351,142	296,843	248,052	292,514	541,479
Truman	419,636	345,504	256,088	195,634	240,280	289,752	380,391	303,220	223,478	164,577	276,725	340,753
<b>Regional Total</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>	<b>355,151</b>	<b>266,514</b>	<b>299,654</b>	<b>237,865</b>	<b>309,409</b>
Atlanta	22,803	52,439	41,943	60,425	45,146	15,558	34,545	8,550	8,431	19,047	8,609	20,538
Boston	248,979	227,752	277,154	551,272	360,322	292,331	328,161	144,145	42,598	38,795	12,018	13,182
Chicago	59,129	111,358	29,806	49,664	38,449	31,534	34,517	27,996	21,546	33,359	23,395	25,993
Denver	22,517	55,791	31,803	42,981	97,709	29,371	6,002	14,176	13,375	5,301	5,267	3,754
Fort Worth	30,427	112,397	76,637	63,538	71,279	55,900	52,467	42,431	51,772	38,996	19,462	37,562
Kansas City	39,001	54,935	61,047	60,877	108,384	23,348	42,495	31,961	25,041	41,614	32,050	34,266
New York	32,174	81,612	27,349	69,152	25,954	25,808	21,289	18,571	41,493	66,174	19,975	43,955
Philadelphia	17,271	30,056	24,872	20,401	49,882	25,467	23,569	18,571	9,229	11,569	20,824	16,042
Riverside	72,512	97,358	68,383	61,270	36,487	42,416	20,571	22,387	15,974	22,608	60,980	26,110
San Francisco												4,791
Seattle	9,509	35,500	22,122	23,016	24,287	20,147	15,230	18,209	17,844	14,051	7,617	5,075
St. Louis	3,628	21,309	10,940	16,221	12,463	34,431	16,382	8,154	19,211	8,140	27,668	78,141

## 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.)

	July 2016	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017
<b>Monthly Total (A+P+R)</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>4,331,977</b>	<b>2,888,571</b>	<b>2,655,219</b>	<b>2,550,947</b>	<b>3,452,351</b>
<b>Agency-Wide Total</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>	<b>1,152,601</b>	<b>519,851</b>	<b>849,737</b>	<b>529,077</b>	<b>883,600</b>
US National Archives	1,494,355	1,293,125	596,571	356,759	627,932	686,383	524,066	716,529	323,955	700,377	394,687	692,762
Afro-American HS	5,432	1,820	4,969	1,760	2,243	747	10,151	1,852	1,554	982	184	220
Assembly	324	2,141	13	16	20	40	63	100	135	38		
Archival Recovery	11,867	18,203	19,700	10,965	9,256	15,001	10,402	14,107	7,595	7,702	8,581	22,376
Constitution	6,327	2,851	27,874	3,745	9,883	3,450	6,710	3,968	2,357	1,709	1,562	733
Federal Register	932	1,086	918	849	2,147	1,328	3,402	5,288	3,982	2,279	1,392	1,444
Federal Records Centers	438	580	181	253	186	133	181	294	384	94	227	671
Applied Research	1,382	413	1,910	1,353	920	1,799	1,835	2,605	2,917	1,711	1,121	1,902
NHPRC	69,292	36,884	172,713	48,513	49,625	38,751	66,646	299,523	54,244	28,589	42,687	57,605
Noon Lectures	55	27	72	61	843	678	687	844	720	1,038	1,426	866
Preservation	38,085	110,708	14,412	19,634	65,924	87,246	63,067	17,401	32,752	35,343	23,089	39,078
Records Management Training												5,569
Research	38,501	11,358	15,490	5,904	10,276	20,977	9,596	4,795	9,156	5,670	9,486	96
SNAC									3	9	4	12
Today's Document	47,283	51,401	77,754	33,492	51,316	73,425	57,880	60,901	29,340	37,437	28,618	47,973
Students and Interns	1,398	293	713	1,171	464	1,254	468	838	1,351	512	239	187
Electoral College	2,225	1,408	2,082	9,169	81,653	58,697	5,704	918	1,225	475	199	114
Education	22,199	13,281	22,324	35,116	16,969	44,393	39,876	22,638	48,181	25,772	15,575	11,992
<b>Presidential Total</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>	<b>3,083,844</b>	<b>2,293,590</b>	<b>1,701,065</b>	<b>1,933,258</b>	<b>2,458,206</b>
Bush	360,795	128,892	203,033	200,442	238,126	263,481	543,521	404,506	205,416	250,883	210,460	370,864
GWB	783,508	486,416	596,571	503,873	1,810,528	654,373	784,474	897,152	929,482	574,659	574,028	874,251
Carter	187,448	240,843	158,336	89,318	172,251	151,464	277,098	302,734	160,352	205,358	194,069	329,960
Clinton	266,341	212,767	206,179	272,392	268,372	185,426	157,884	247,171	283,369			
Eisenhower	99,377	149,034	72,080	91,072	52,733	29,142	74,541	44,042	47,609	63,942	97,197	125,254

Ford Library	13,845	28,571	31,886	9,823	20,255	25,101	18,711		12,969	21,027	11,574	13,939
Ford Museum	107,265	90,247	286,632	133,997	84,050	57,462	70,750	67,412	58,631	100,521	87,332	93,484
Hoover	65,496	48,656	69,707	31,895	26,847	28,961	34,739	32,161	46,330	33,976	42,884	36,069
Johnson	243,174	315,179	196,901	162,814	217,994	182,812	168,126	205,244				
Nixon	298,740	346,250	208,550	664,420	374,685	302,190	264,401	301,509	233,023	222,088	317,476	294,736
Reagan	262,880	100,107	134,498	106,424	223,781	236,064	231,871	337,769	110,524	89,838	192,974	45,334
Roosevelt	109,585	87,731	76,181	128,430	99,005	76,315	74,004	119,461	124,405	74,434	90,030	137,713
Truman	191,391	112,611	98,110	69,574	95,241	101,788	156,344	124,683	81,480	64,339	115,334	136,602
<b>Regional Total</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>	<b>95,532</b>	<b>75,130</b>	<b>104,417</b>	<b>88,512</b>	<b>110,545</b>
Atlanta	5,557	10,302	8,351	7,561	10,363	4,607	8,730	4,775	4,588	7,460	4,425	7,948
Boston	44,224	48,912	26,316	102,277	34,086	78,081	47,848	34,683	12,735	13,049	7,430	5,097
Chicago	13,202	15,035	6,365	6,774	6,787	7,692	10,155	8,038	5,125	9,313	6,465	7,788
Denver	7,591	21,539	11,741	17,773	52,349	12,470	2,202	6,722	4,219	3,428	2,835	1,840
Fort Worth	7,573	22,721	10,131	11,483	9,277	12,793	14,646	8,429	7,472	6,781	4,714	9,116
Kansas City	7,804	7,593	4,704	3,982	23,130	6,045	10,297	9,894	6,921	14,433	9,787	11,515
New York	9,639	34,401	7,426	27,740	6,674	8,804	7,327	7,847	12,967	34,528	7,684	23,181
Philadelphia	6,480	9,731	6,704	6,087	18,822	7,897	6,646	3,334	3,264	3,867	7,946	4,626
San Francisco												5,383
Riverside	10,809	14,131	5,827	11,560	11,160	10,620	4,724	3,566	5,621	5,432	24,042	1,882
Seattle	2,531	6,262	10,458	6,132	3,702	7,788	4,460	4,487	4,017	3,076	2,219	1,307
St. Louis	1,910	6,156	4,120	5,364	4,578	12,907	7,412	3,757	8,201	3,050	10,965	30,862

APPENDIX V: Twitter Followers (Cumulative)

	July 2016	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017
archivespres	5,000	5,149	5,252	5,347	5,441	5,567	5,770	5,840	5,914	5,968	6,044	6,154
dferriero	3,769	3,812	3,838	3,883	3,922	3,946	4,017	4,038	4,105	4,117	4,135	4,189
Discovercivwar	7,897	7,887	7,872	7,856	7,844	7,828	7,801	7,792	7,772	7,769	7,759	7,734
DocsTeach	10,104	10,489	10,842	11,107	11,496	11,733	12,274	12,411	12,565	12,819	13,114	13,448

ElectoralCollge	2,614	2,673	2,722	2,909	7,154	15,391	15,261	15,151	14,966	14,824	14,698	14,540
FedRegister	9,832	10,022	10,140	10,266	10,785	11,152	11,829	12,072	12,221	12,342	12,459	12,598
FOIA_Ombuds	737	774	815	850	933	963	1,077	1,161	1,233	1,321	1,399	1,453
NARAMediaLabs	1,724	1,761	1,784	1,808	1,825	1,854	1,917	1,959	1,985	2,013	2,034	2,049
NARA_RecMgmt	6,086	6,150	6,191	6,242	6,335	6,431	6,579	6,624	6,661	6,687	6,708	6,759
SNAC	148	157	159	161	166	172	184	193	275	291	309	340
TodaysDocument	31,241	31,949	32,616	33,198	33,955	34,674	36,143	36,802	37,346	37,982	38,663	39,471
USNatArchives	95,363	97,098	99,280	101,795	107,575	111,784	133,245	136,444	139,103	143,314	145,187	147,457
ThisisArchives	3,122	3,288	3,425	3,565	3,668	3,712	4,163	4,330	4,587	4,743	4,843	5,078
Bush41library	28,529	29,074	29,510	29,910	30,604	31,065	33,545	34,159	34,539	35,159	35,985	36,796
CarterLibrary	19,608	20,602	21,440	22,142	23,289	24,387	28,907	29,772	30,324	33,288	35,329	36,246
IkeLibrary	12,080	12,609	13,062	13,520	14,345	14,928	17,025	17,624	18,015	18,654	19,804	20,483
FDRLibrary	12,108	12,728	13,260	13,745	14,461	15,075	17,026	17,633	18,112	18,818	20,027	20,688
GWBLibrary	17,379	17,840	18,317	18,757	19,690	20,200	23,773	25,766	26,246	27,158	28,277	29,600
IkeandHarry2012	662	665	663	662	664	670	668	670	670	671	668	669
HooverPresLib	794	976	1,112	1,236	1,417	1,571	2,032	2,234	2,382	2,542	3,081	3,312
JFKLibrary	41,097	41,860	42,467	42,899	44,134	44,763	47,100	49,299	50,365	51,312	55,818	57,092
LBJLibrary	14,367	14,926	15,352	15,775	16,437	16,919	18,982	19,510	19,971	20,583	21,749	22,519
NixonLibrary	1,381	1,840	2,081	2,294	2,616	2,918	3,626	3,890	4,142	4,318	10,372	10,625
RecordsofWomen					64		75	84	105	109	116	119
OurPresidents	20,759	21,432	22,009	22,571	23,617	24,470	27,804	28,795	29,637	30,338	31,397	32,414
Reagan_Library	4,504	5,054	5,442	5,759	6,401	6,817	8,378	8,985	9,478	9,877	11,045	11,771
TrumanLibrary	6,728	7,290	7,685	8,110	8,882	9,375	11,142	11,711	12,091	12,731	13,925	14,640
WJCLibrary	87,938	89,422	90,602	91,444	92,139	92,558	97,520	98,051	98,446	99,113	99,705	100,415
ArchivesNYC	159	192	213	293	338	378	436	472	530	563	595	665
atlantaarchives	1,616	1,625	1,627	1,633	1,645	1,658	1,695	1,720	1,740	1,746	1,746	1,763
Boston_archives	1,170	1,311	1,402	1,486	1,557	1,658	1,747	1,814	1,839	1,871	1,905	1,939
KCArchives	1,853	1,888	1,927	1,946	1,982	2,033	2,083	2,130	2,163	2,192	2,249	2,302
CongressArchive	4,403	4,653	4,854	5,032	5,344	5,638	6,067	6,217	6,357	6,440	6,534	6,736
NARAFRC	476	747	479	487	494	501	522	526	538	544	550	556
StLouisArchives	163	166	183	197	213	218	236	242	262	270	282	313
<b>TOTAL</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>	<b>606,121</b>	<b>616,685</b>	<b>632,505</b>	<b>658,511</b>	<b>672,933</b>

APPENDIX VII: **Google+** Followers

	July 2016	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017
<b>Monthly Followers</b>	-930	-644	-250	-250	-364	-39	-234	-223	-314	31	-525	-422
<b>Cumulative Followers</b>	338,980	338,336	338,086	337,836	337,472	337,433	337,199	336,976	336,662	336,693	336,168	335,746

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

	July 2016	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017
<b>US National Archives</b>	5,299	5,363	5,395	5,427	5,474	5,495	5,558	5,598	5,632	5,663	5,689	5,731
<b>Our Presidents</b>	937	945	945	943	956	954	960	970	973	981	988	6,725

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

	July 2016	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017
<b>US National Archives</b>	26,777	28,730	30,621	32,513	34,394	35,998	38,464	40,157	42,288	43,784	45,478	47,228
<b>Ike Library</b>	592	655	672	689	715	744	783	797	819	832	858	874
<b>Clinton Library</b>	3,308	3,565	4,107	4,650	5,533	5,897	6,581	6,900	7,085	7,205	7,688	7,937
<b>FDR Library</b>	774	882	933	985	1,050	1,105	1,192	1,253	1,292	1,330	1,375	1,434
<b>Bush 41 Library</b>	521	689	939	1,189	1,222	1,258	1,360	1,414	1,444	1,485	1,538	1,598
<b>Nixon Library</b>	45	97	131	165	224	295	383	426	463	495	558	616
<b>Carter Library</b>					64		104	117	141	153	192	241
<b>Truman Library</b>										110	144	195
<b>Kansas City</b>												24
<b>Preservation</b>										760	440	738
<b>Reagan Library</b>	250	314	369	425	464	496	598	664	717	760	791	856

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

	July 2016	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017
<b>Channel Views</b>	27,455	28,112	28,308	28,504	28,777	28,916	29,156	38,941	57,973	84,528	99,501	124,089