

JULY FY2017 OVERVIEW

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	69,295 Views	41,742 Visitors
Tumblr Blogs	11,357 Views	5,940 Visitors
Facebook	10,301,390 Impressions	3,666,881 Reach
National Archives YouTube Channel	343,096 Views	45,380 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	774,717 Views	12,330 Total Contacts
Instagram	--	62,717 Total Followers
Twitter (all NARA feeds)	--	680,628 Total Followers
FourSquare	1,489 New Check-ins	0 New Followers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2017 Views (To Date)	FY 2016 Views
Archives.gov Blogs	858,091	900,871
Tumblr Blogs	228,204	265,823
Facebook	111,461,534	144,274,204
National Archives YouTube Channel	3,917,637	2,449,503
Flickr (USNatArchives & ArchivesNews)	14,359,616	20,737,950

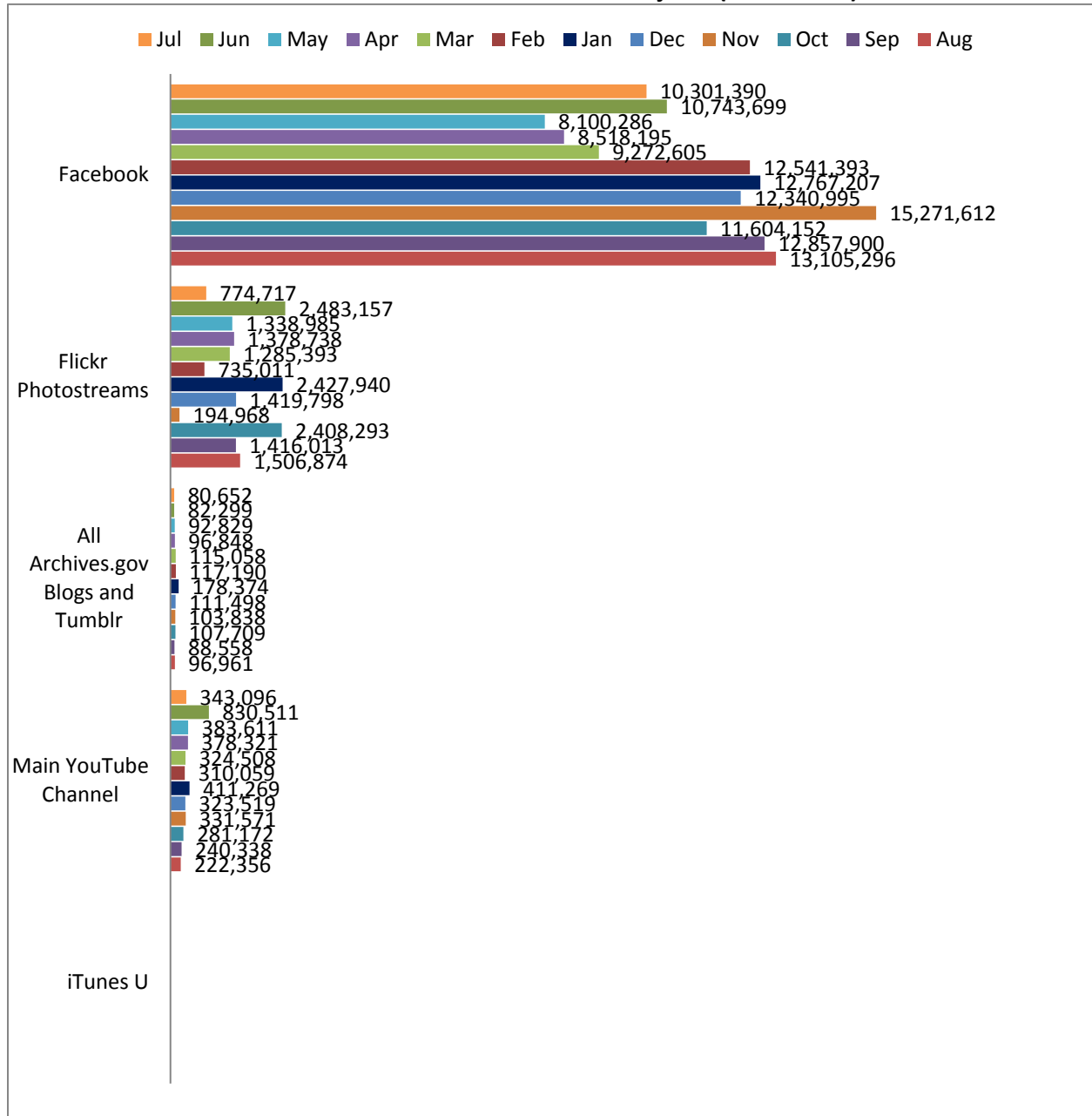
EXTERNAL BLOGS AND TUMBLR

1. [AOTUS](#)
2. [AOTUS Tumblr](#)
3. [Annotation](#)
4. [The Carter Chronicle](#)
5. [Exhibits Tumblr](#)
6. [FOIA Ombudsman](#)
7. [In Roosevelt History](#)
8. [NARAtions](#)
9. [Records Express](#)
10. [The Text Message](#)
11. [TumblrWeed Times](#)
12. [Today's Document Tumblr](#)
13. [Transforming Classification \(PIDB\)](#)
14. [The Federal Register](#)
15. [The National Declassification Center](#)
16. [NARA Tumblr](#)
17. [Rediscovering Black History](#)
18. [Prologue](#)
19. [Nixon Library Tumblr](#)
20. [Unwritten Record](#)
21. [Our Presidents Tumblr](#)
22. [Congress in the Archives Tumblr](#)
23. [LBJ Time Machine Tumblr](#)
24. [Preservation at NARA Tumblr](#)
25. [Hoover Heads](#)
26. [Education Updates](#)
27. [FDR Tumblr](#)
28. [Ford Library Tumblr](#)
29. [Philadelphia Archives Tumblr](#)
30. [Discovering LGBTQ History](#)

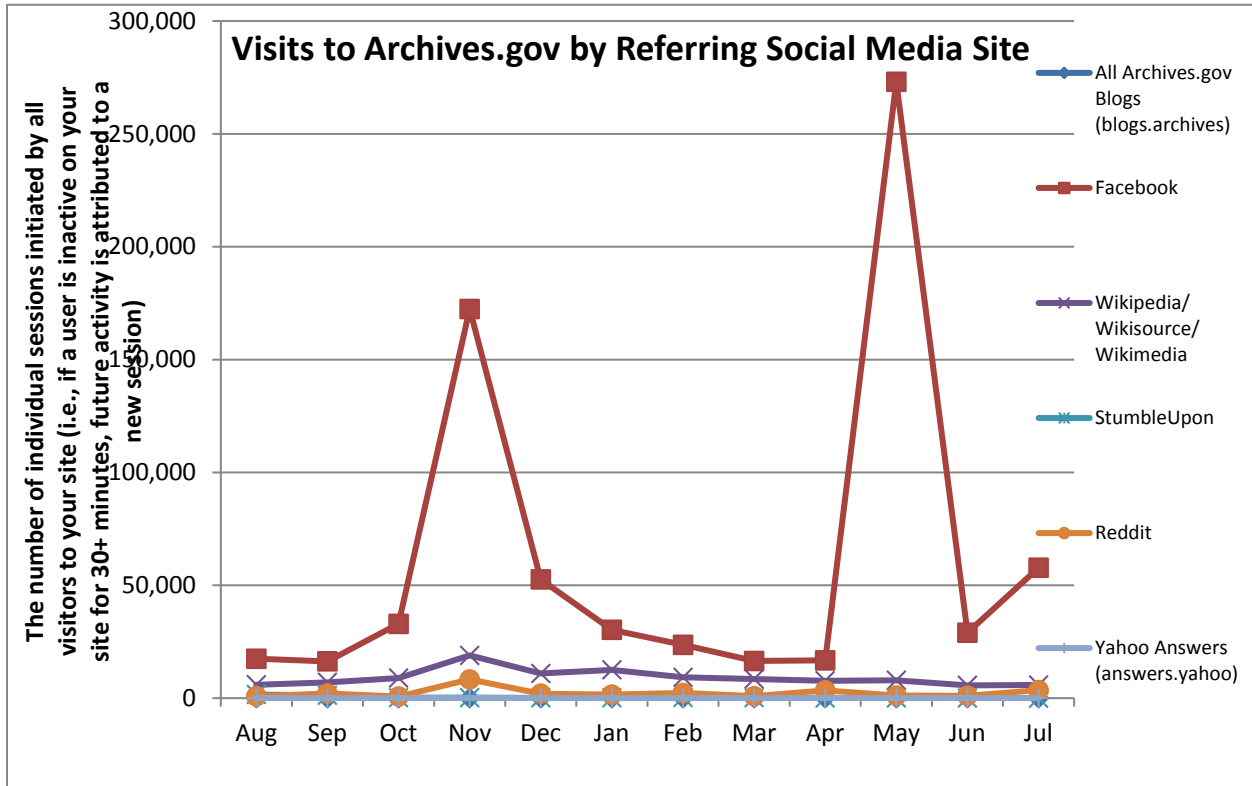
SOCIAL MEDIA TOOLBOX (Tools currently in use)

- Blogs (Wordpress)
- Dipity
- Facebook
- Flickr
- Foursquare
- GitHub
- Google+
- HistoryPin
- HootSuite
- Instagram
- iTunes U
- Pinterest
- RSS Feeds
- Scribd (Document Sharing)
- Storify
- Tumblr
- Twitter
- YouTube

Views: on External Social Media Projects (Per Month)



Number of Archives.gov Visits Referred by Social Media Sites (Per Month)

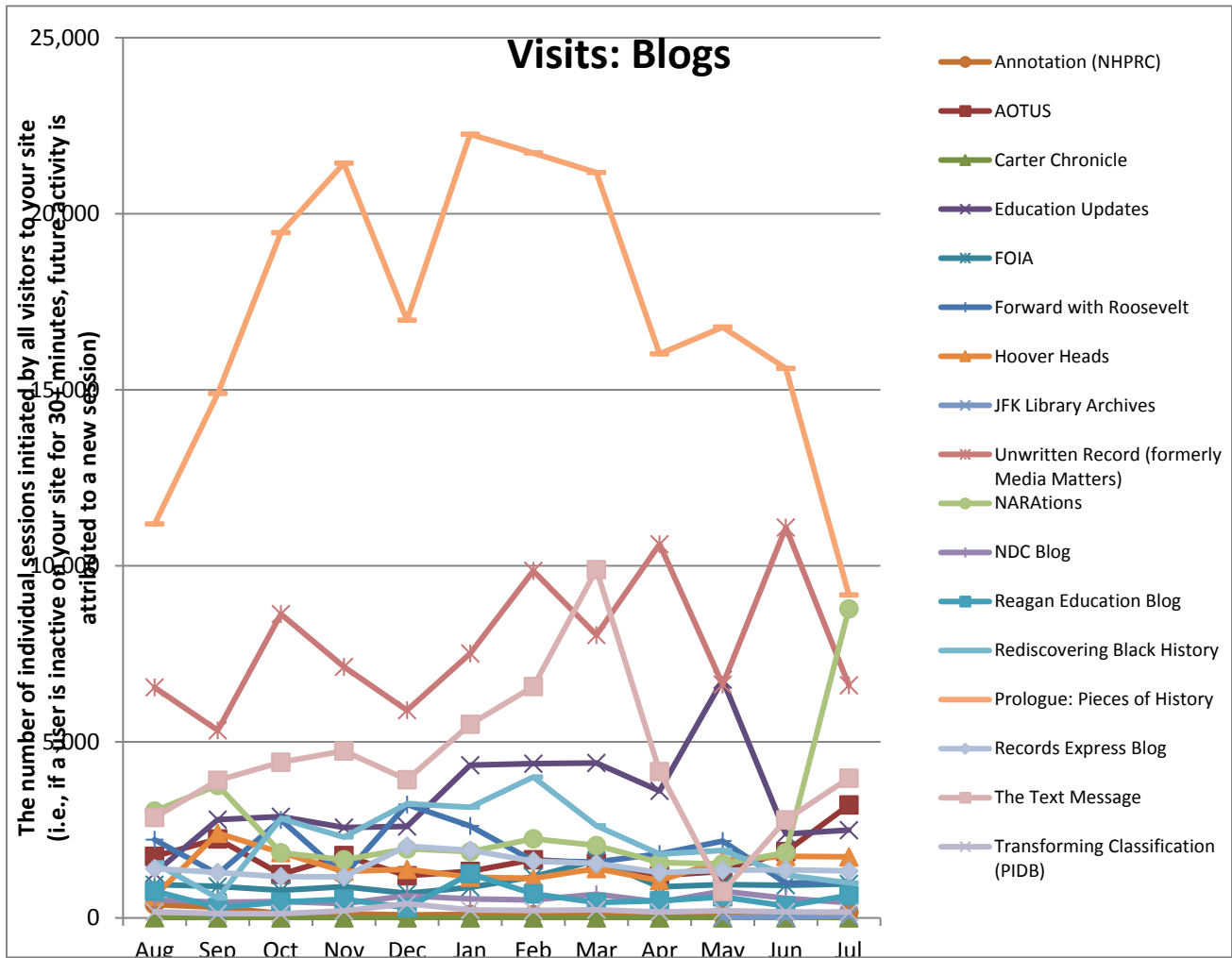


New External Social Media Projects: July Projects

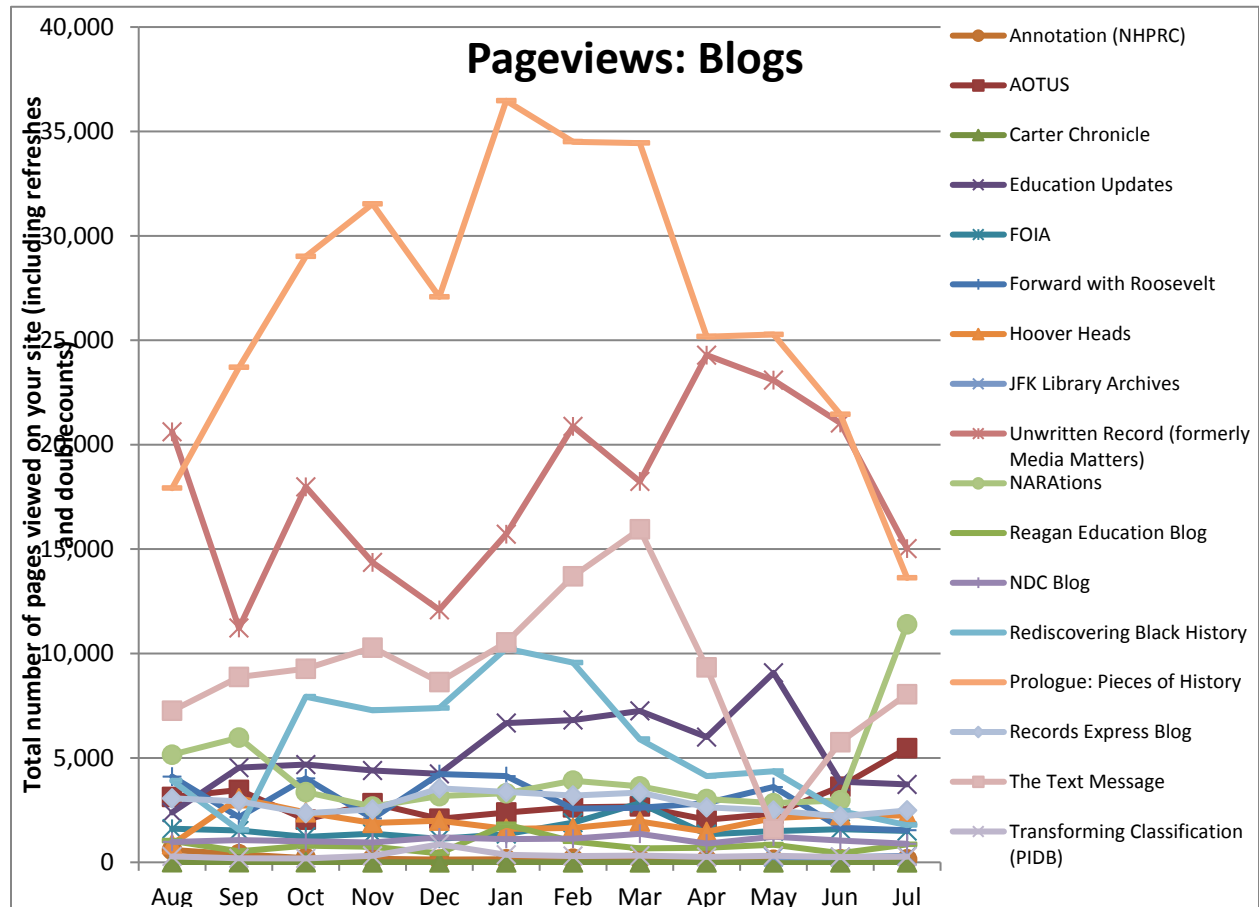
	Qzr	Facebook	Giphy	Twitter	Pinterest	Tumblr	Blog	YouTube	Instagram
August									
September			1						
October				1		1			1
November									
December									
January									
February									1
March									
April									1
May							1		
June		2							1
July									

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

Blog Visits (Source: Appendix II.A)



Blog Pageviews (Source: Appendix II.B)

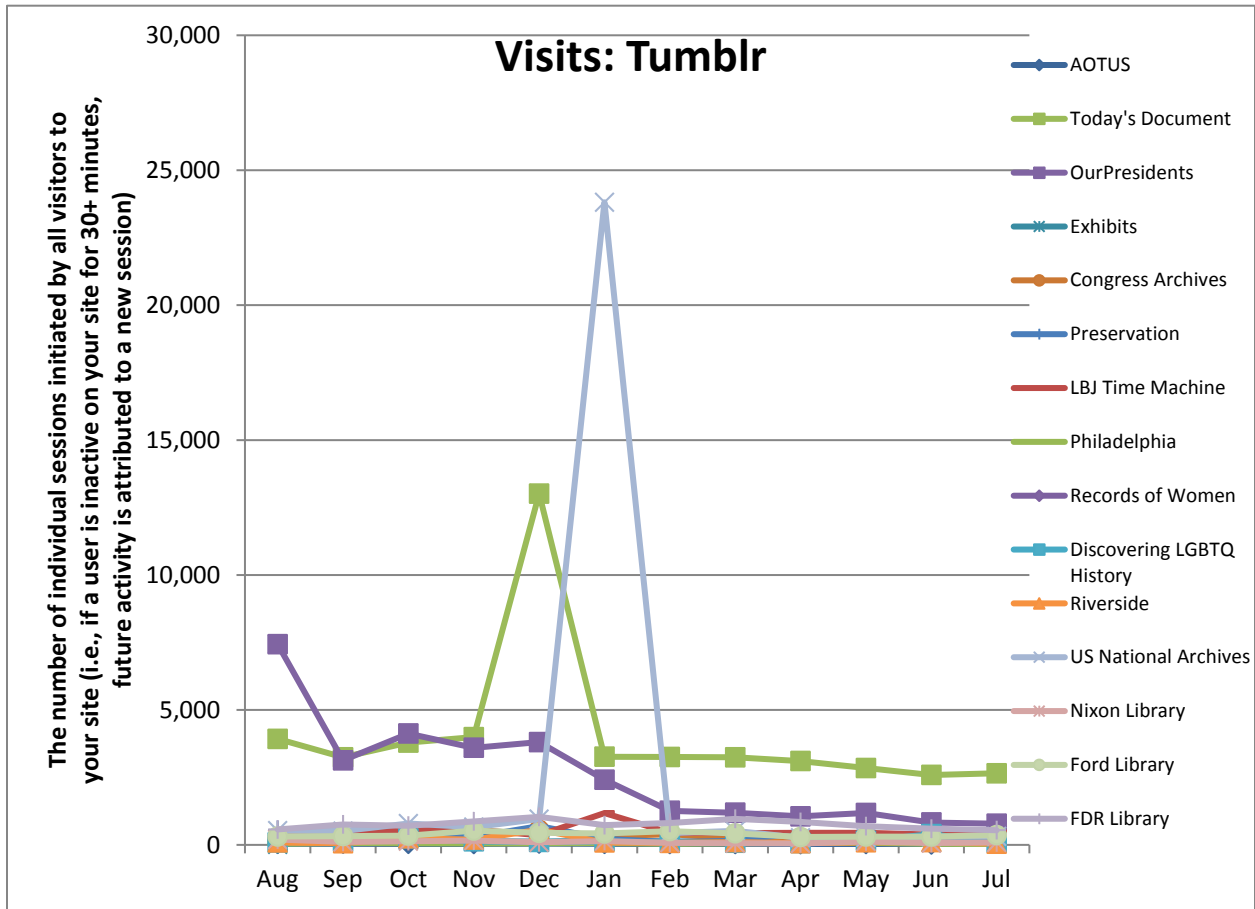


Top 5 Most Viewed Blog Posts in July 2017

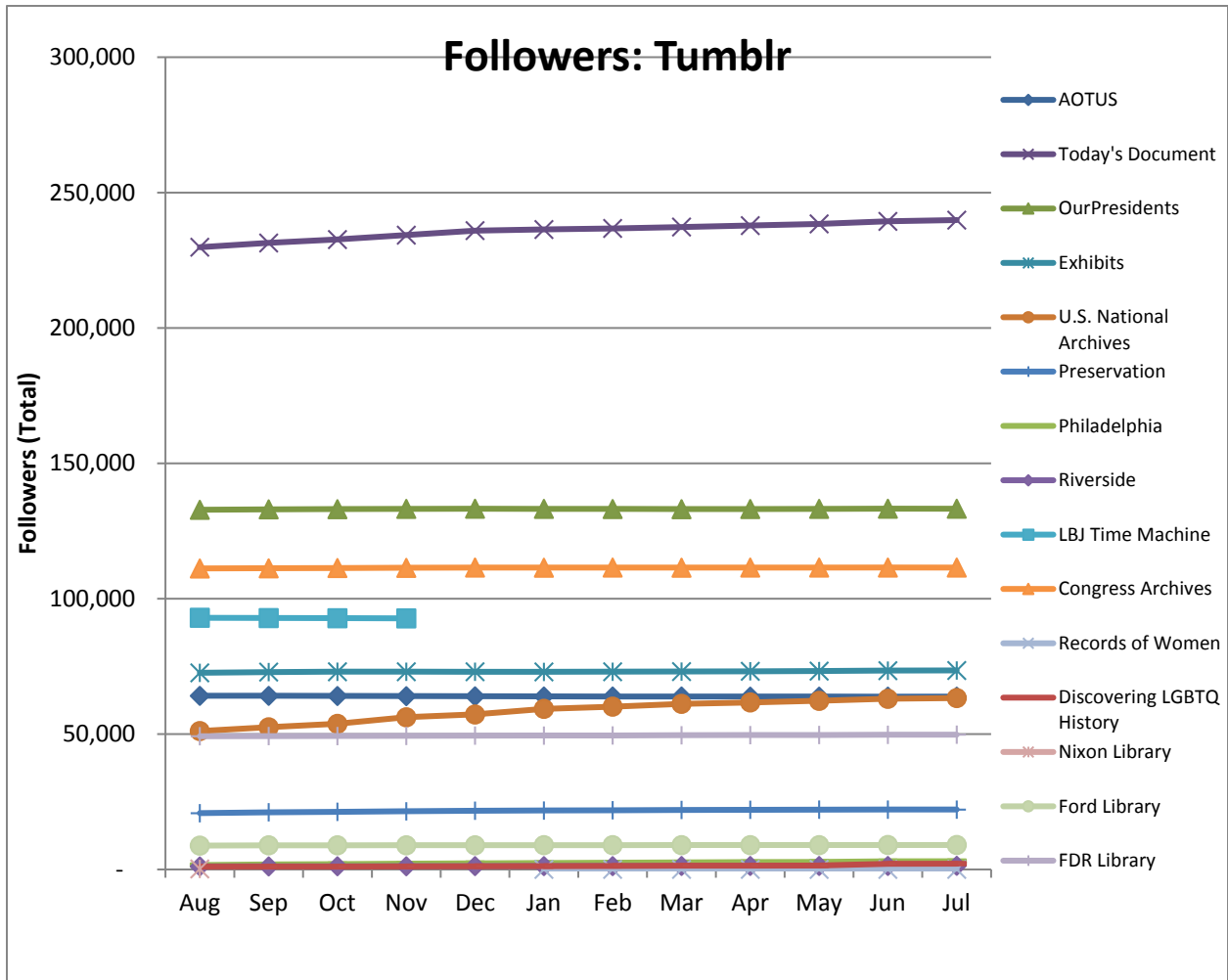
Blog	Pageviews	Post Title
NARAtions	8,221	Private Mohammed Kahn: Civil War Soldier
The Unwritten Record	3,006	Lost and Found: The Story of 'Lady Be Good' and Her Crew
AOTUS	1,610	Searching for Amelia
The Text Message	1,524	The Japanese Government's Offer of Assistance to Help Find Amelia Earhart, July 1937
Hoover Heads	1,301	A Tale of Two Hoovers

Social Media Tools: Detail View – Tumblr

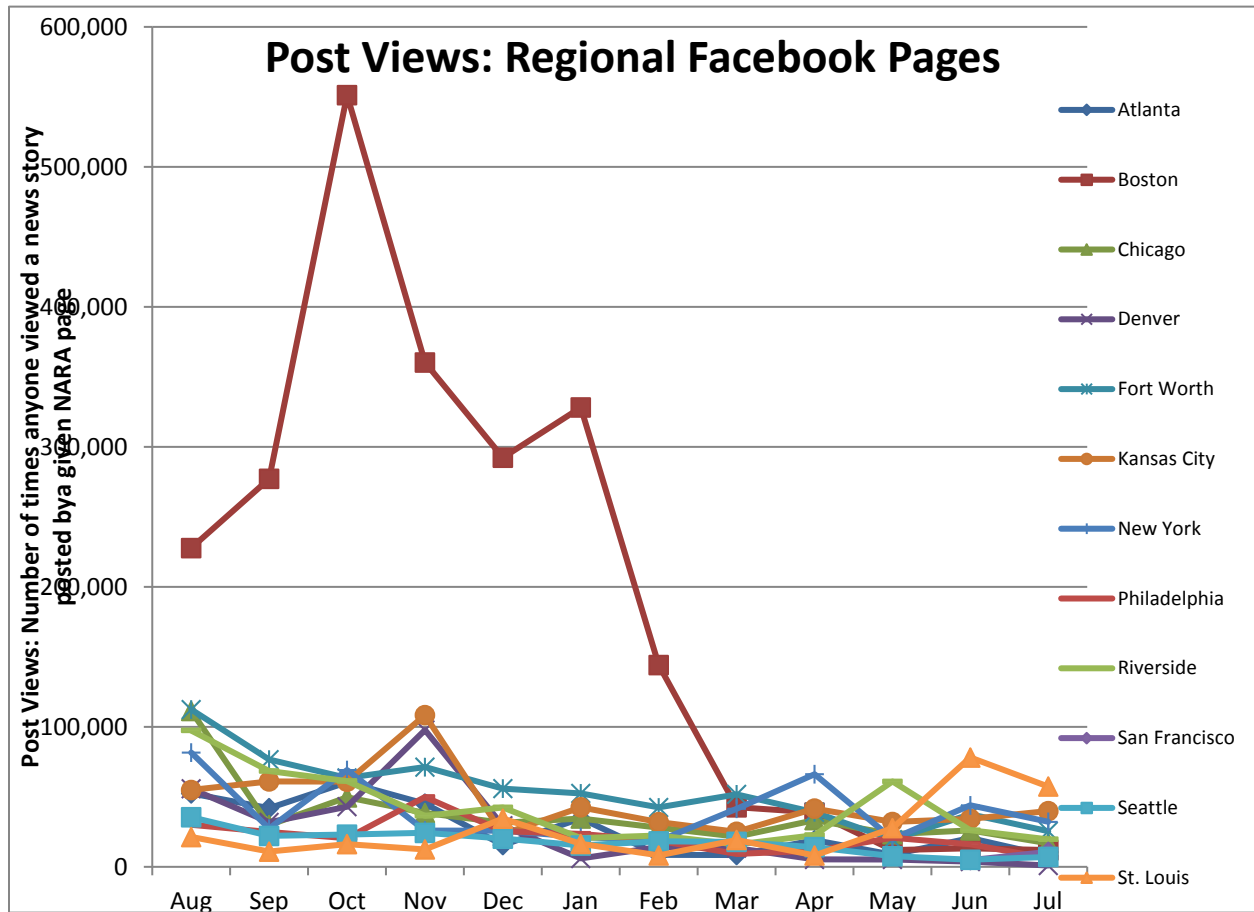
Tumblr Visits



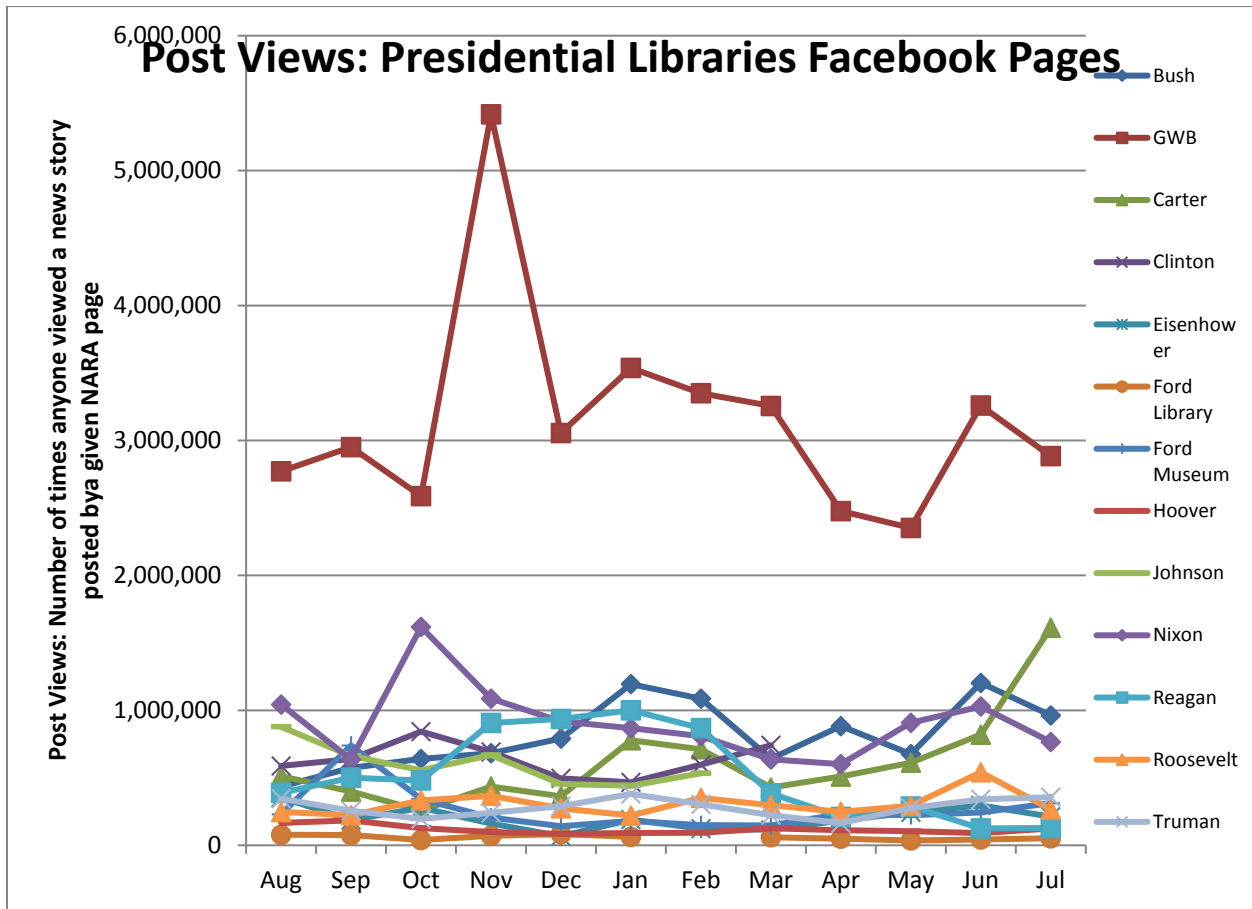
Followers on Tumblr (Source: Appendix IV)



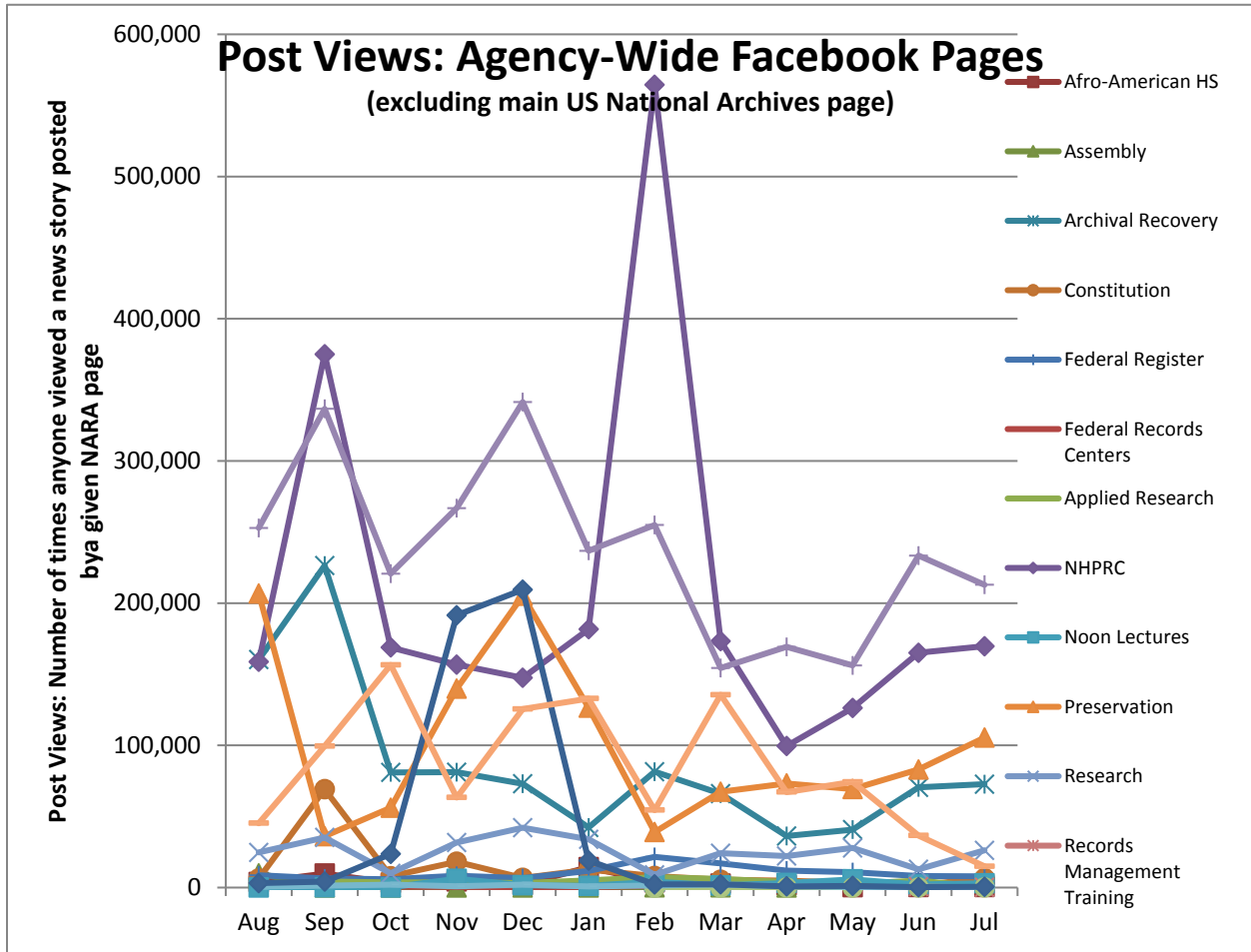
Social Media Tools: Detail View – Facebook
Post Views on Regional Pages (Source: Appendix IV.A)

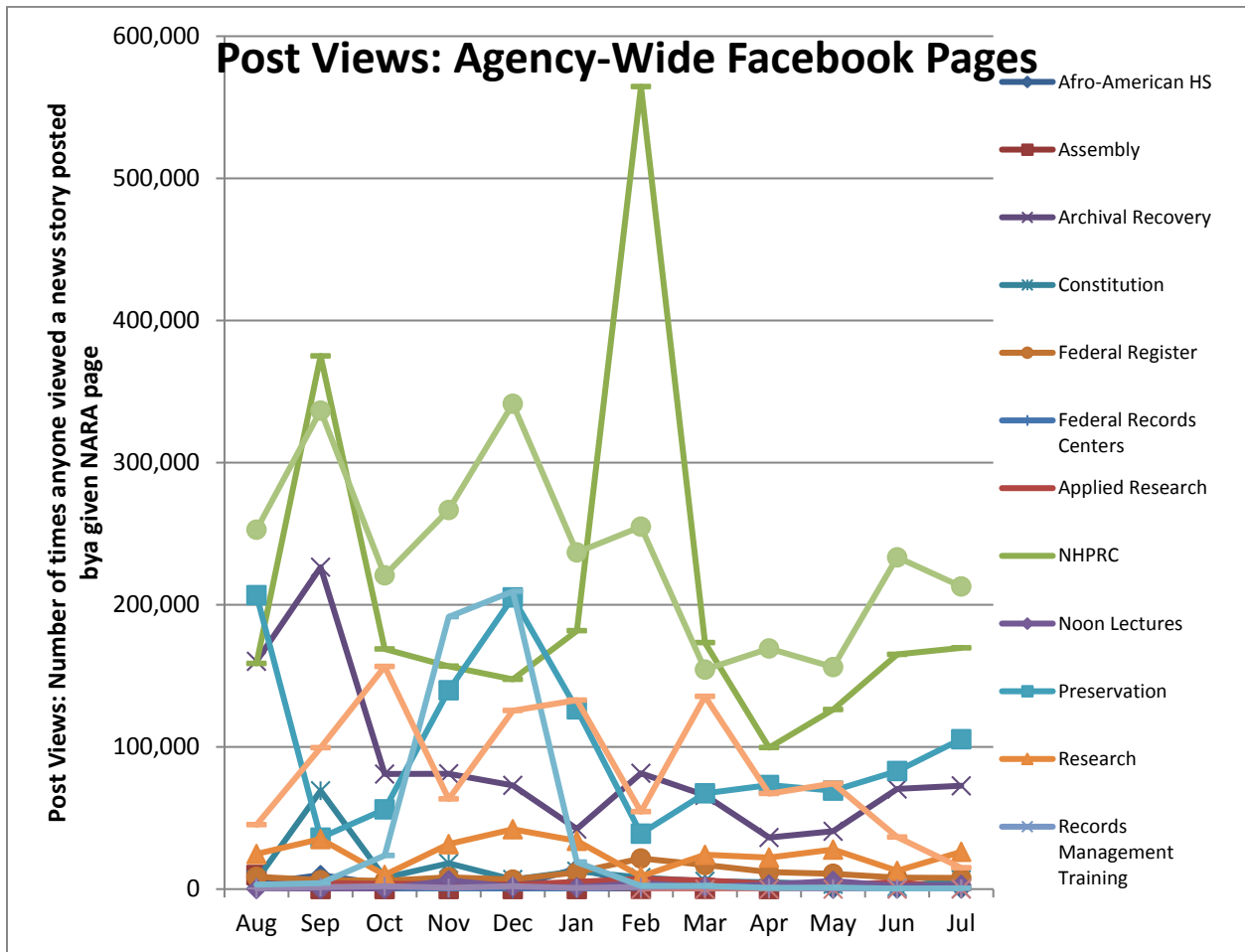


Post Views on Presidential Library Pages (Source: Appendix IV.A)

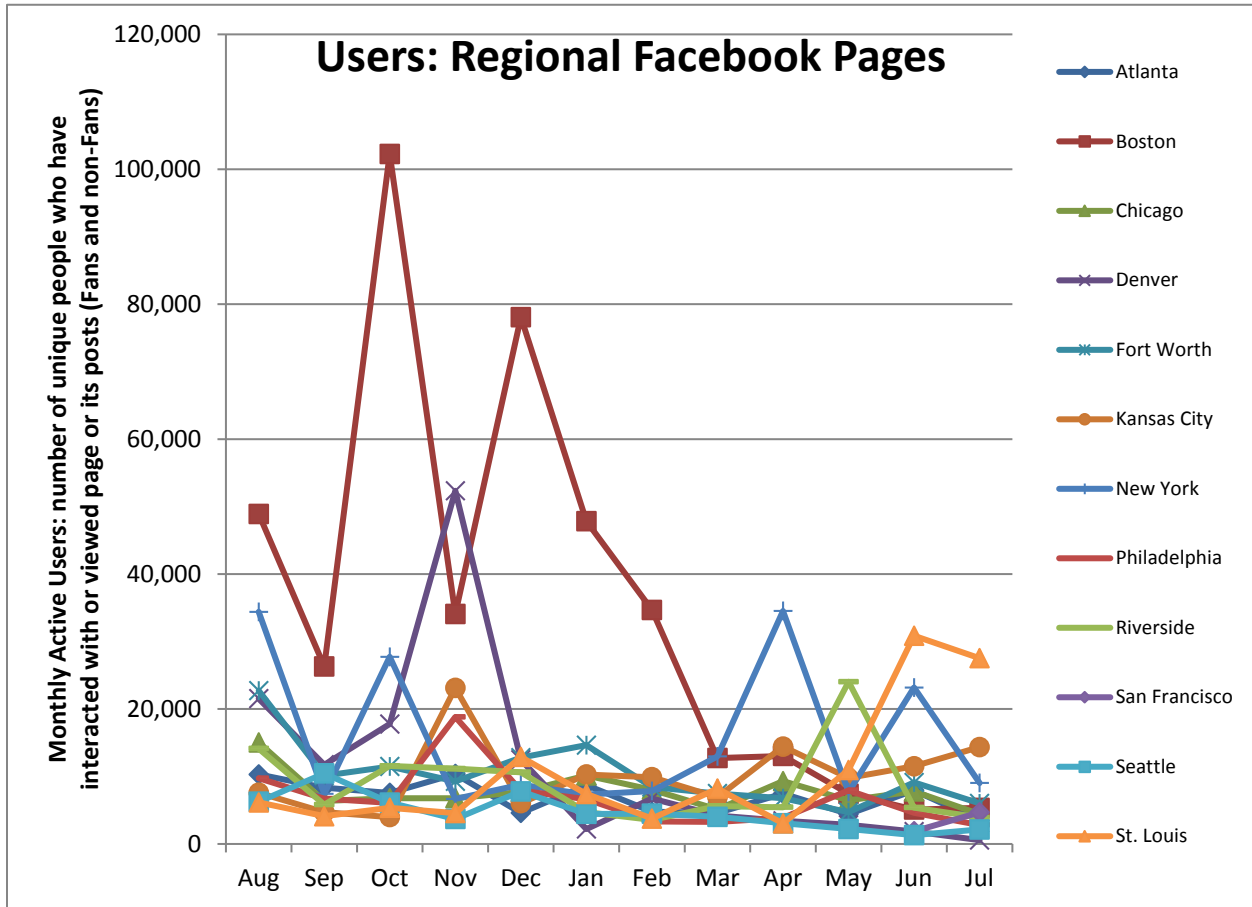


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

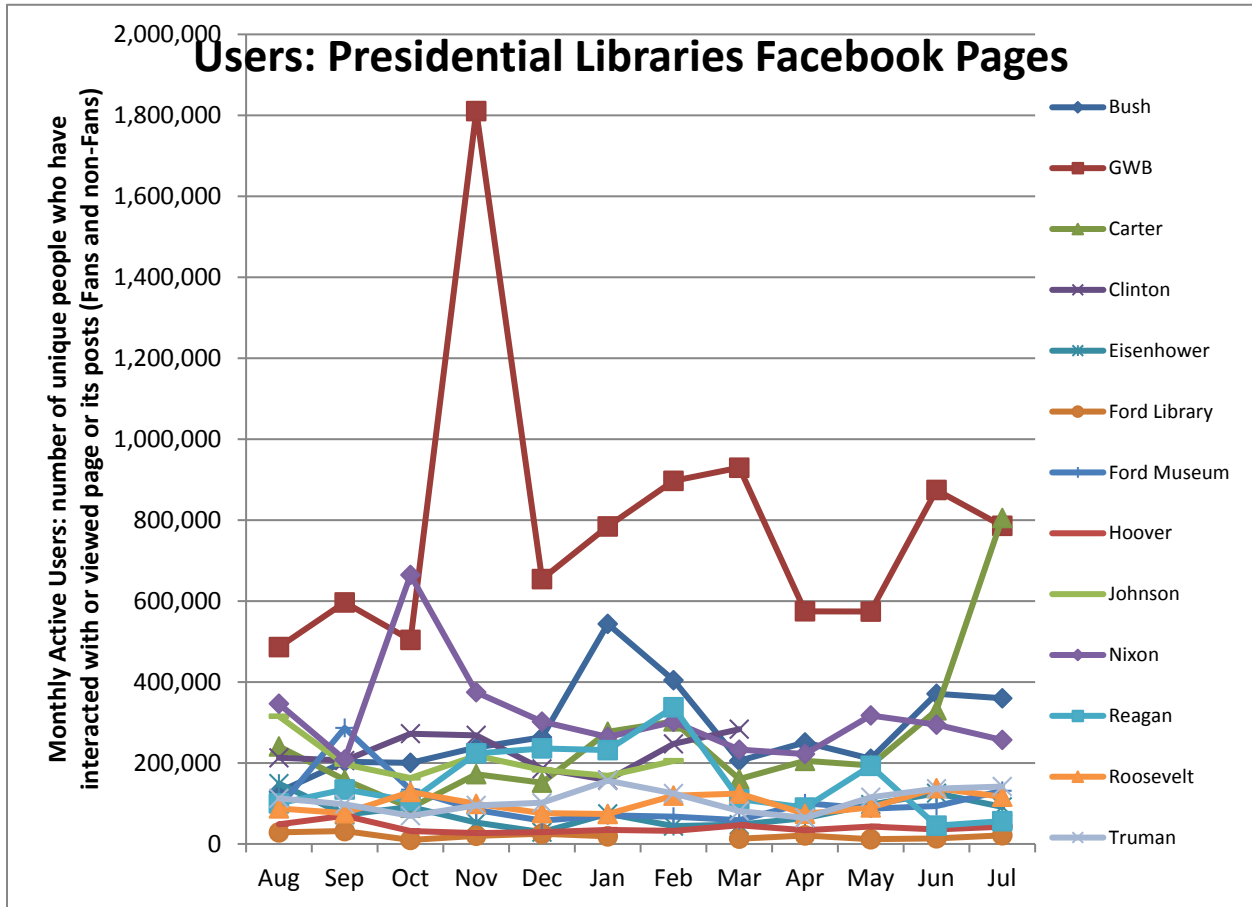




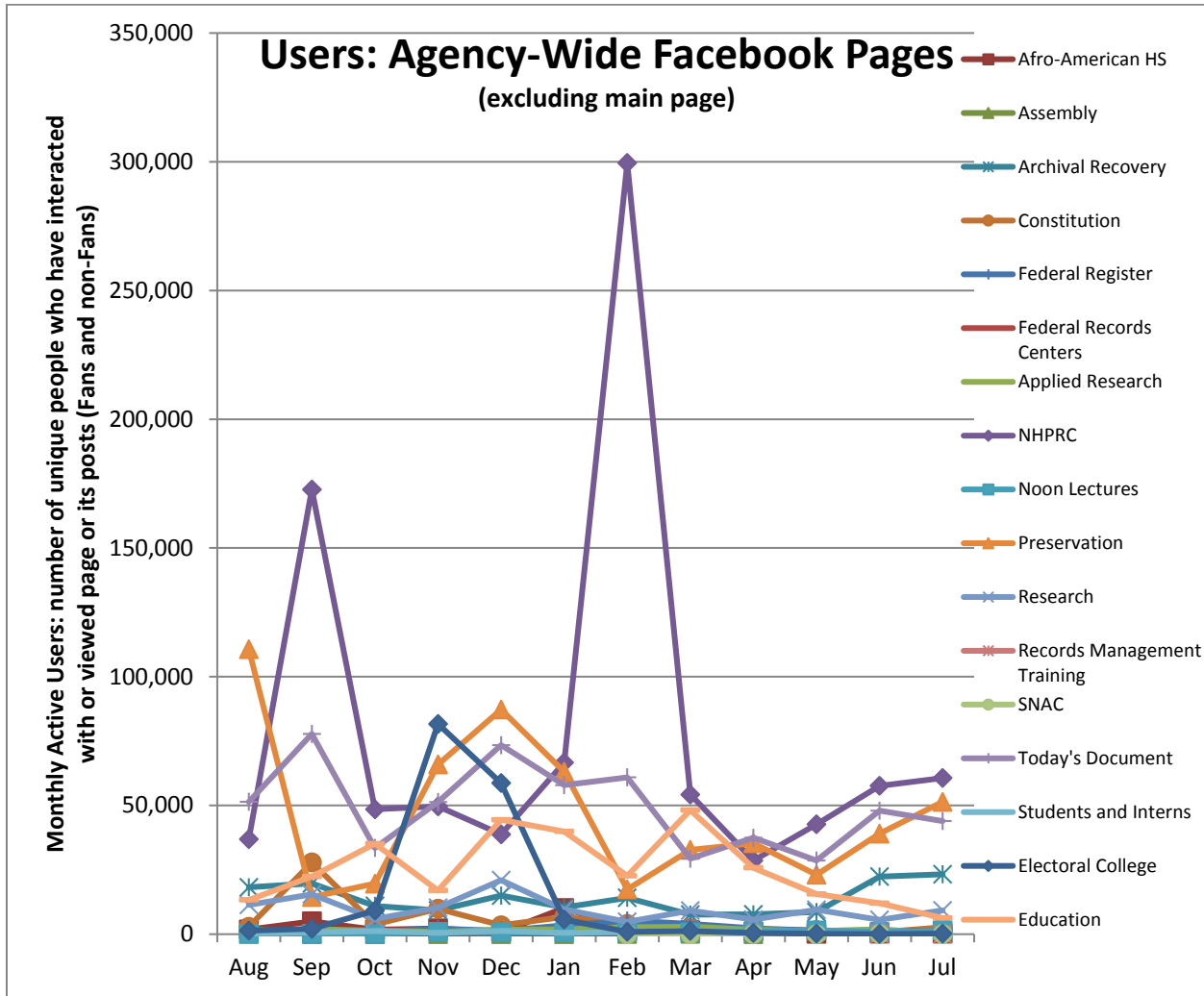
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

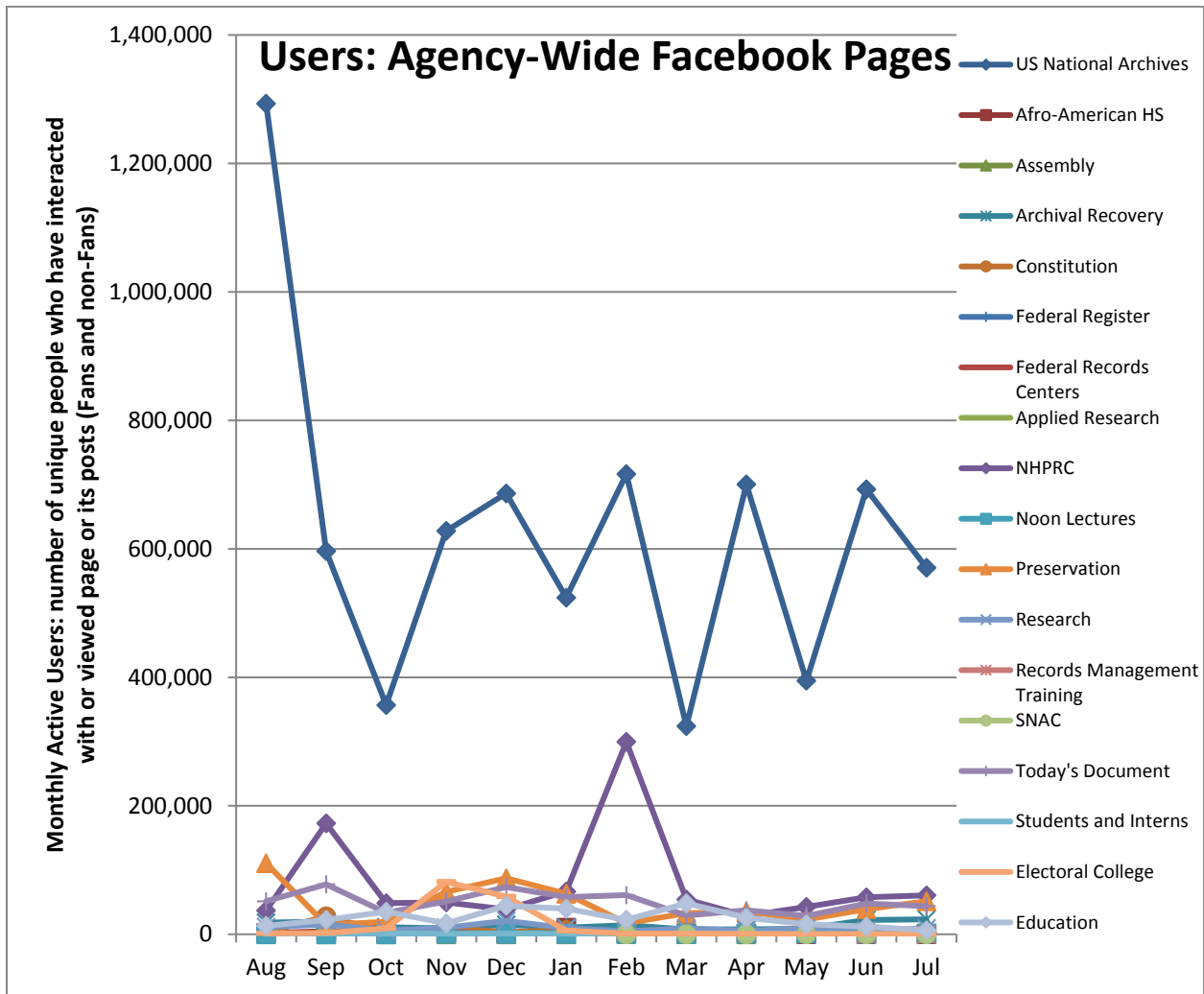


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



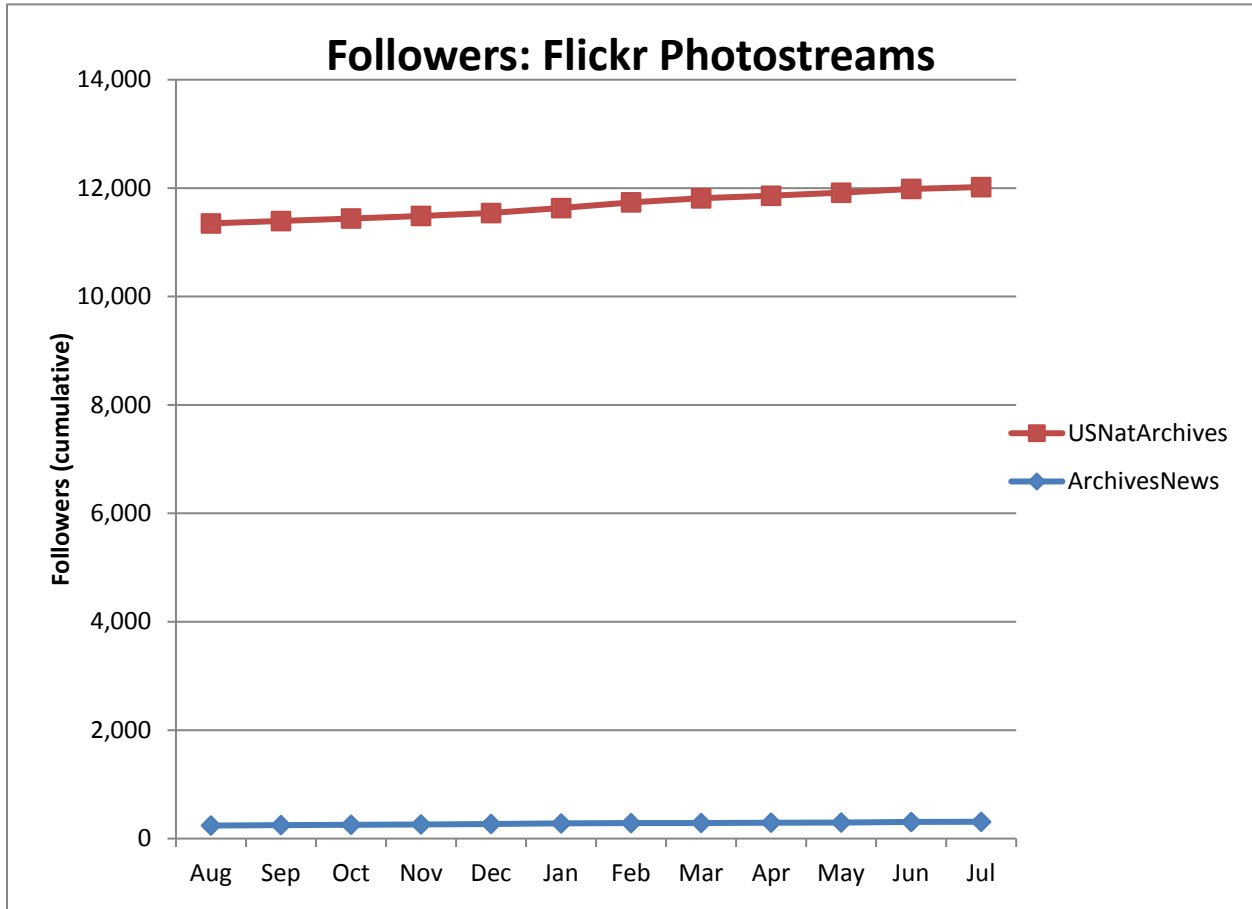
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



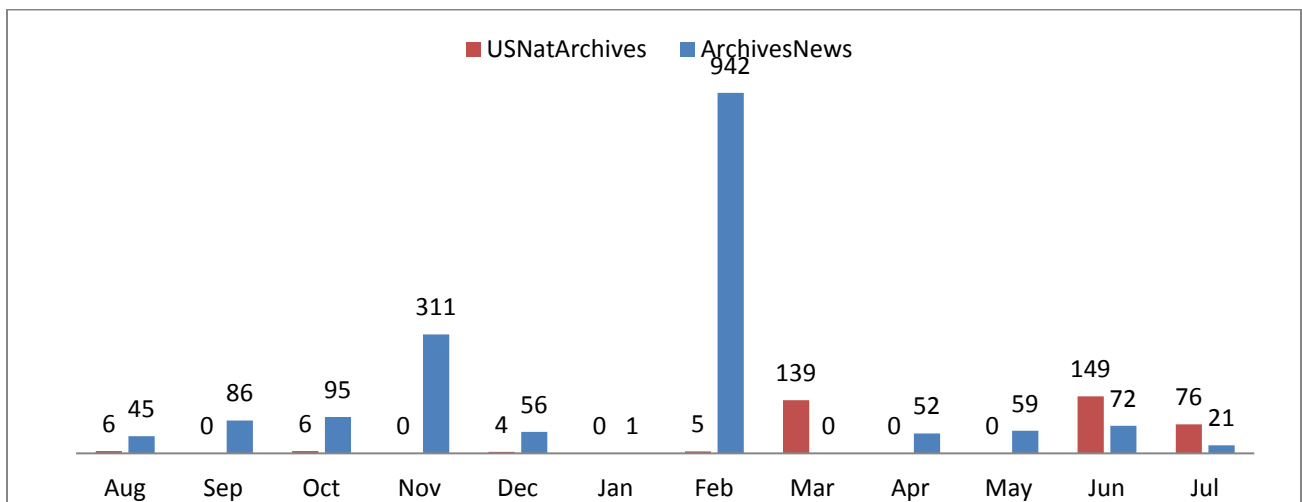


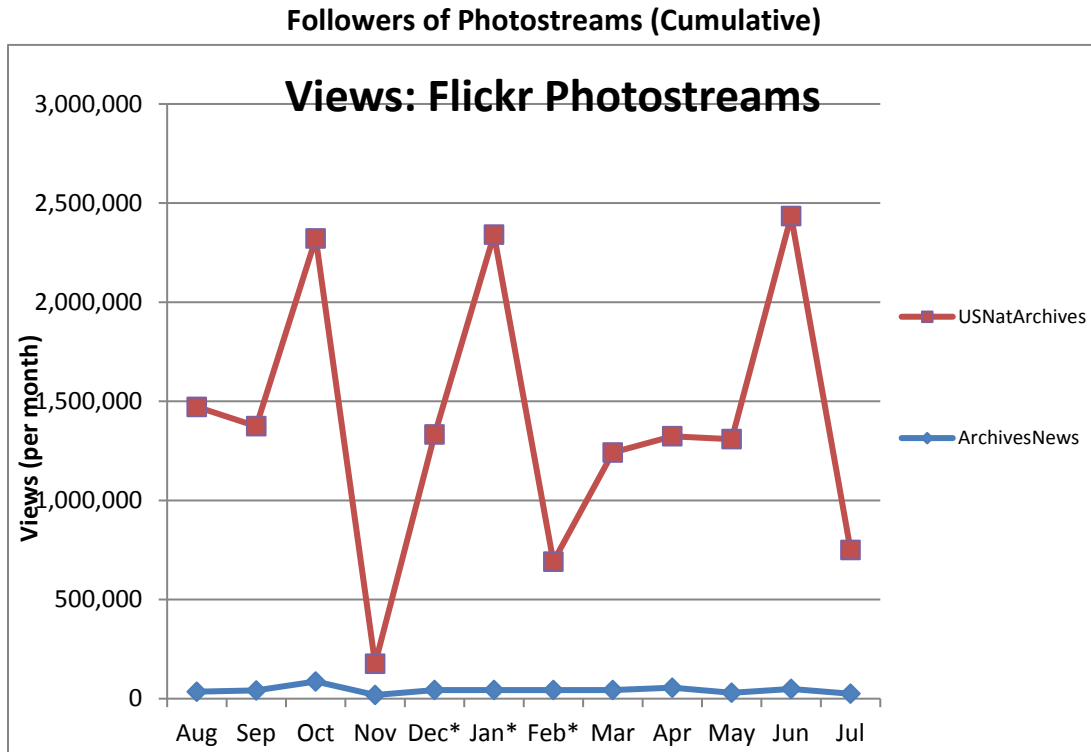
Social Media Tools: Detail View – Flickr

Views on Photostreams (Per Month)

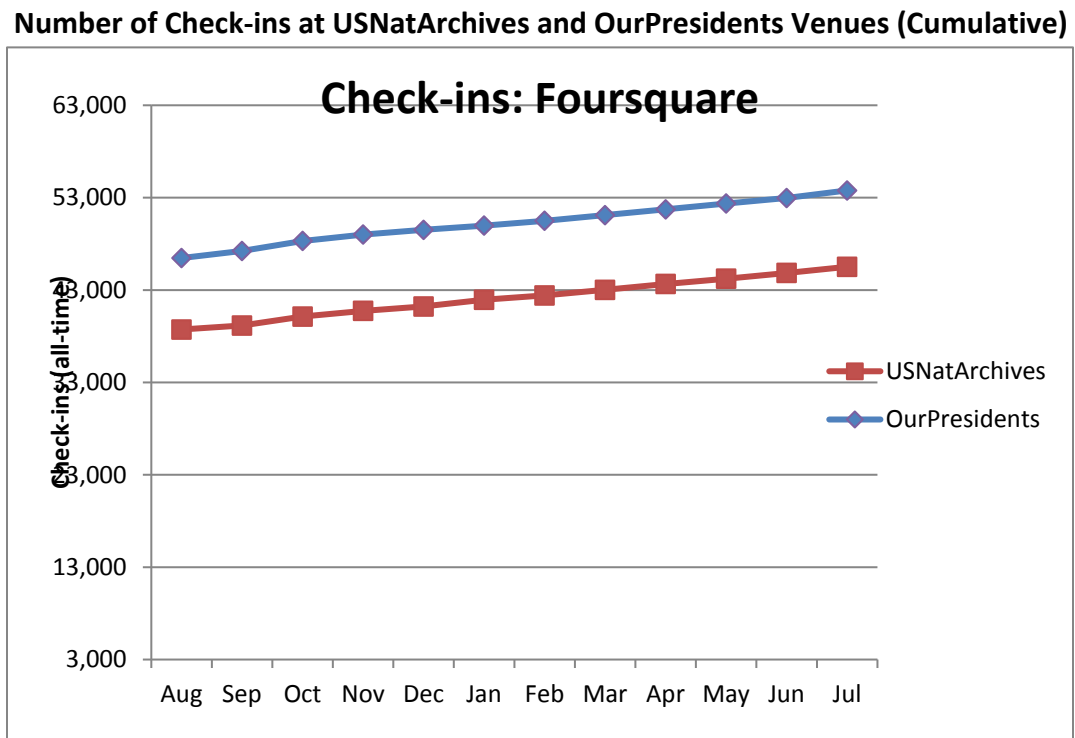


Photos Uploaded (Per Month)



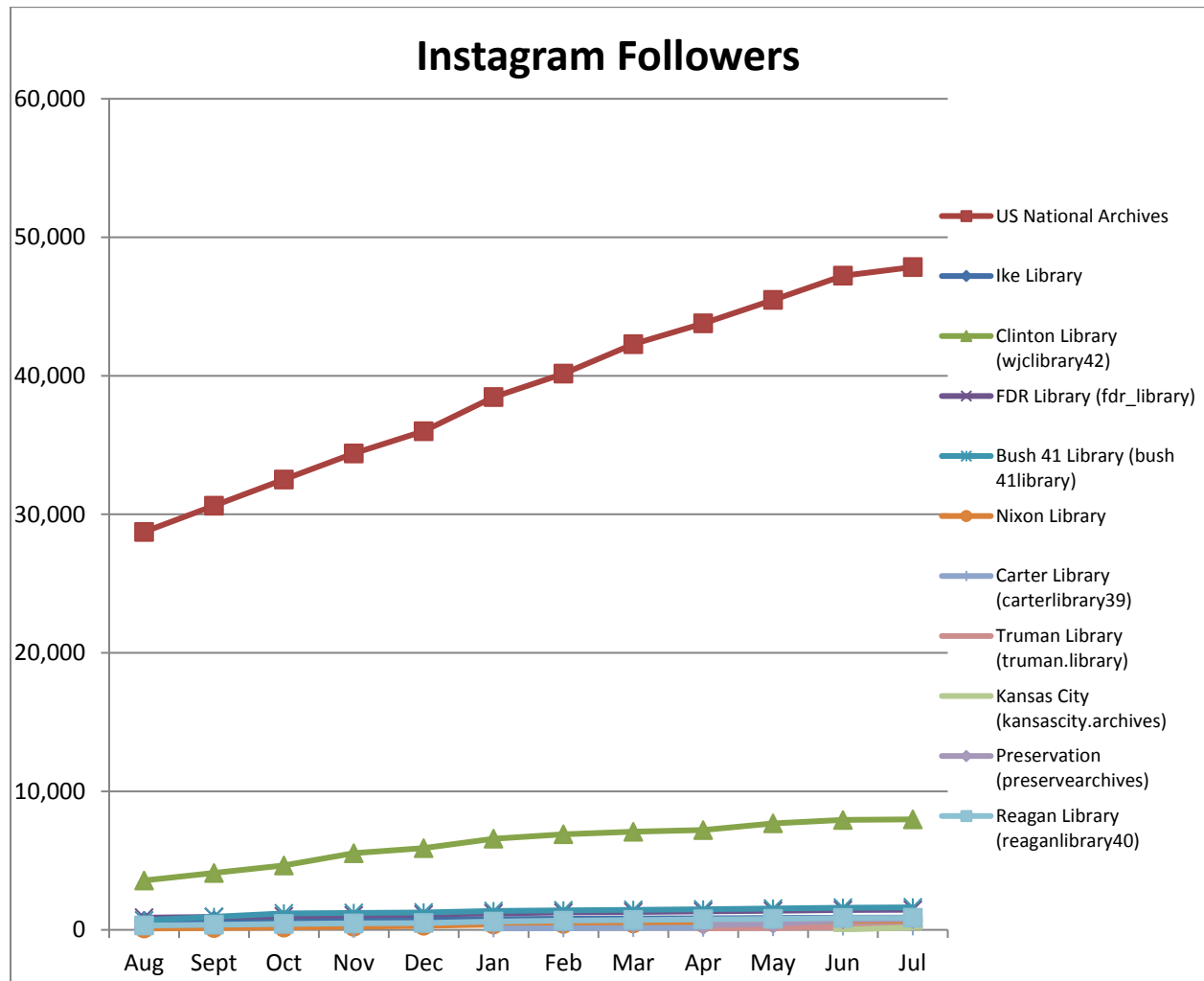


Social Media Tools: Detail View – Foursquare



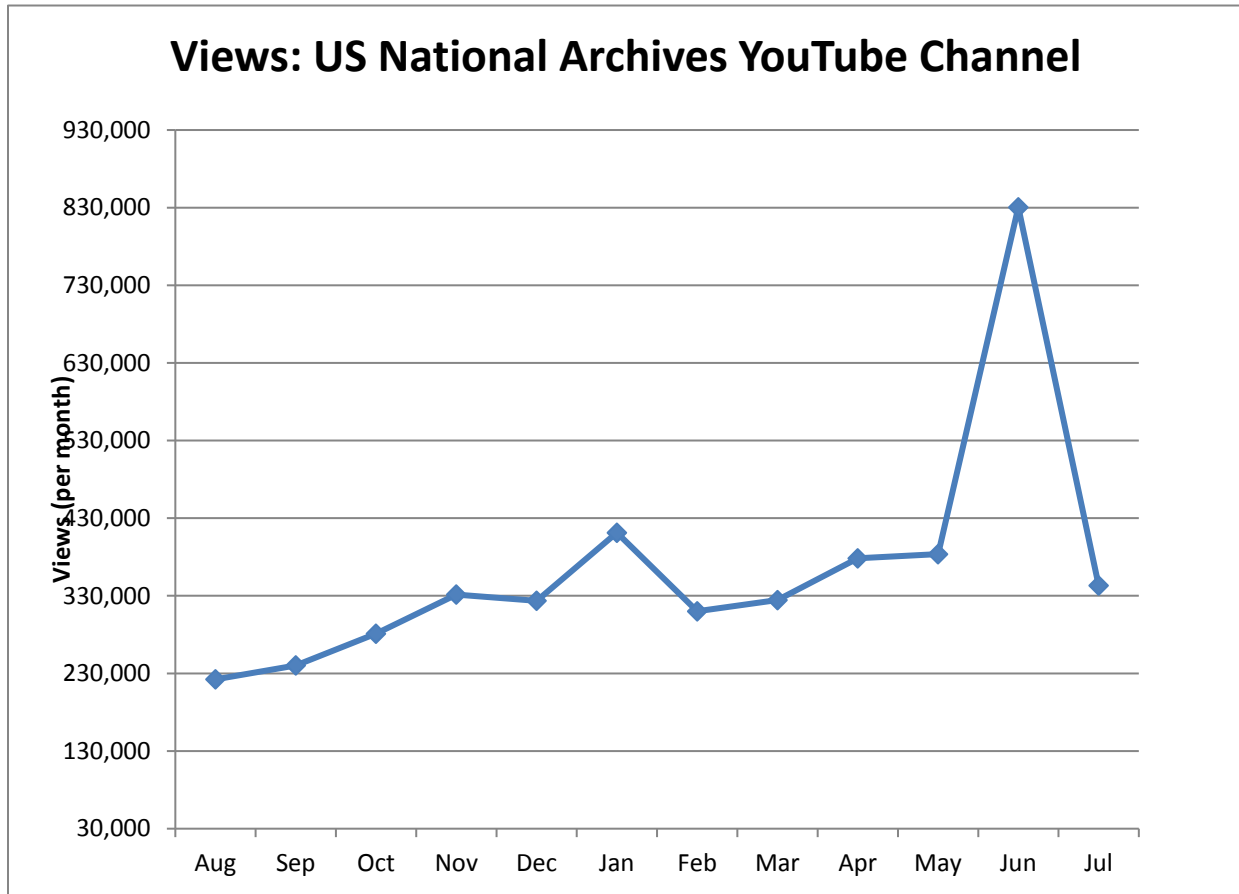
Social Media Tools: Detail View – Instagram

Followers on National Archives Instagram Accounts (Cumulative)

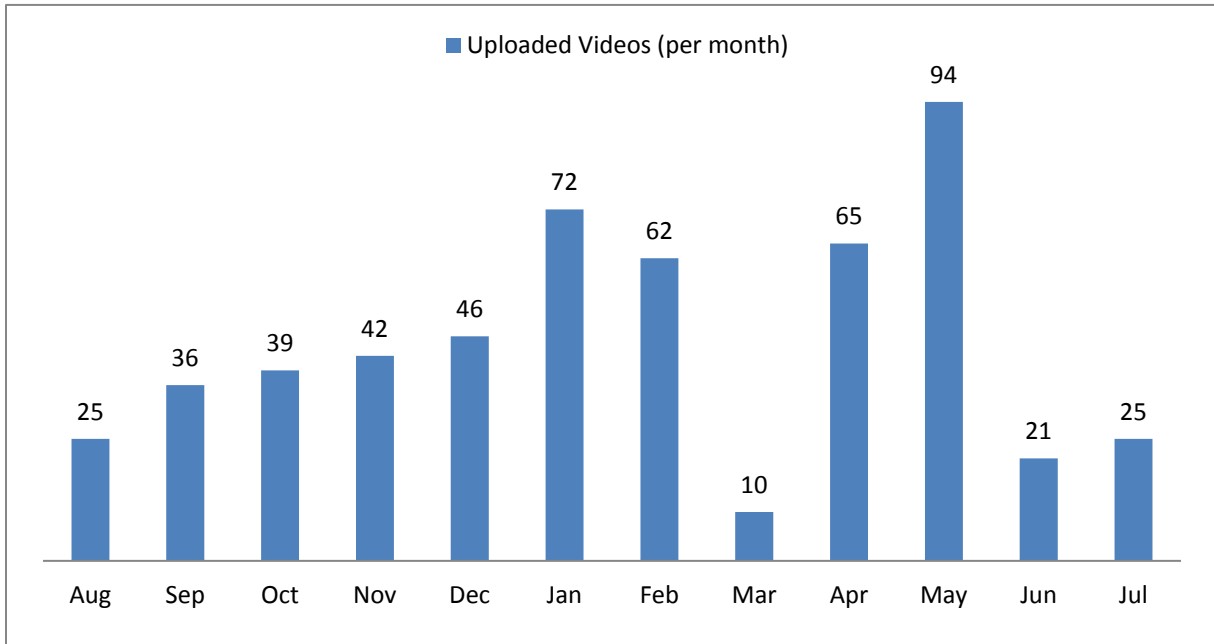


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

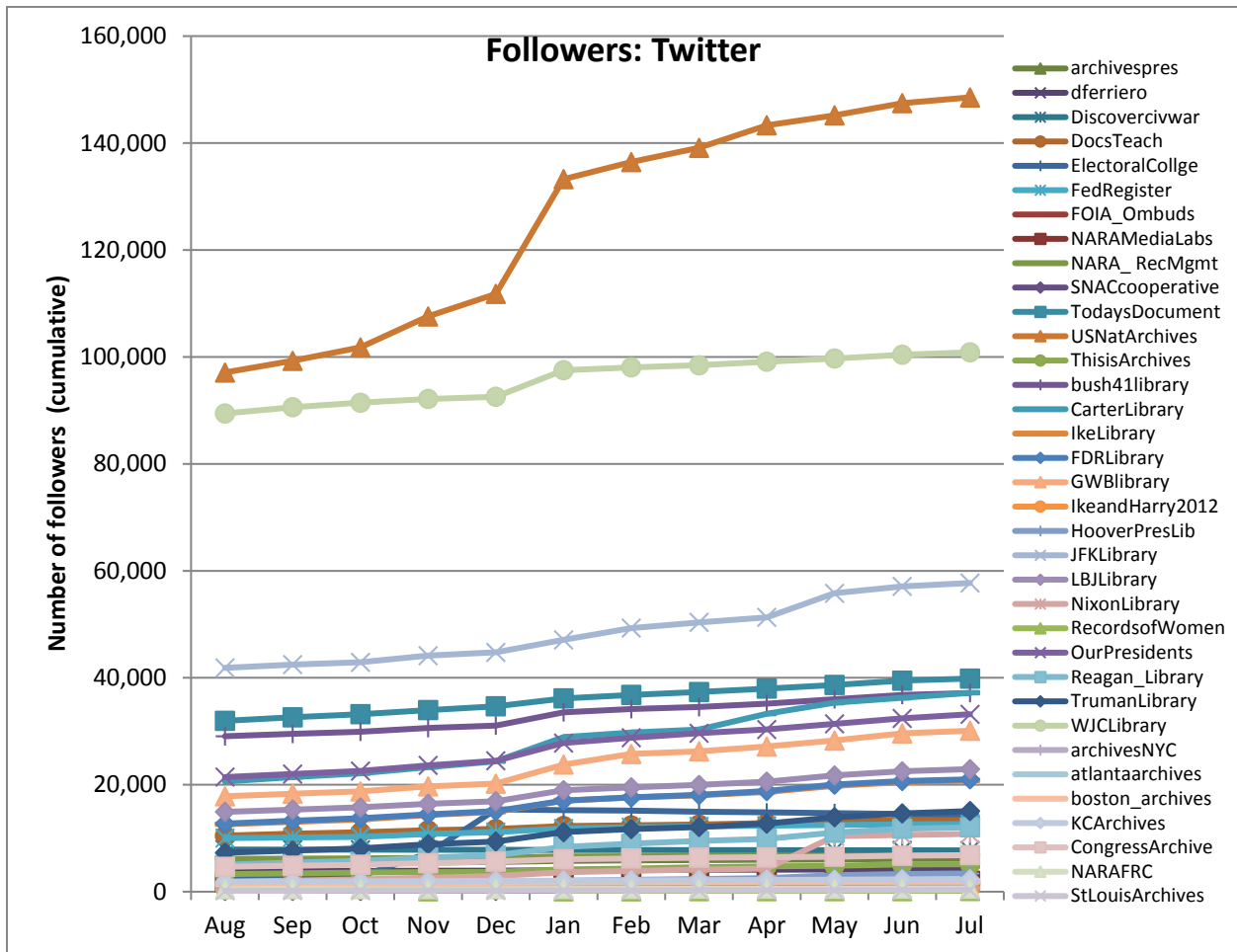


Top 5 Most Viewed Videos for July 2017 on US National Archives Channel

Video Title	Views
Stories from the Great Depression	20,845
Private Snafu in "Censored," 1944	12,073
The True Glory, 1945 (restored)	10,307
With the Marines at Tarawa	10,043
Frederick Douglass: The Meaning of July 4th	6,962

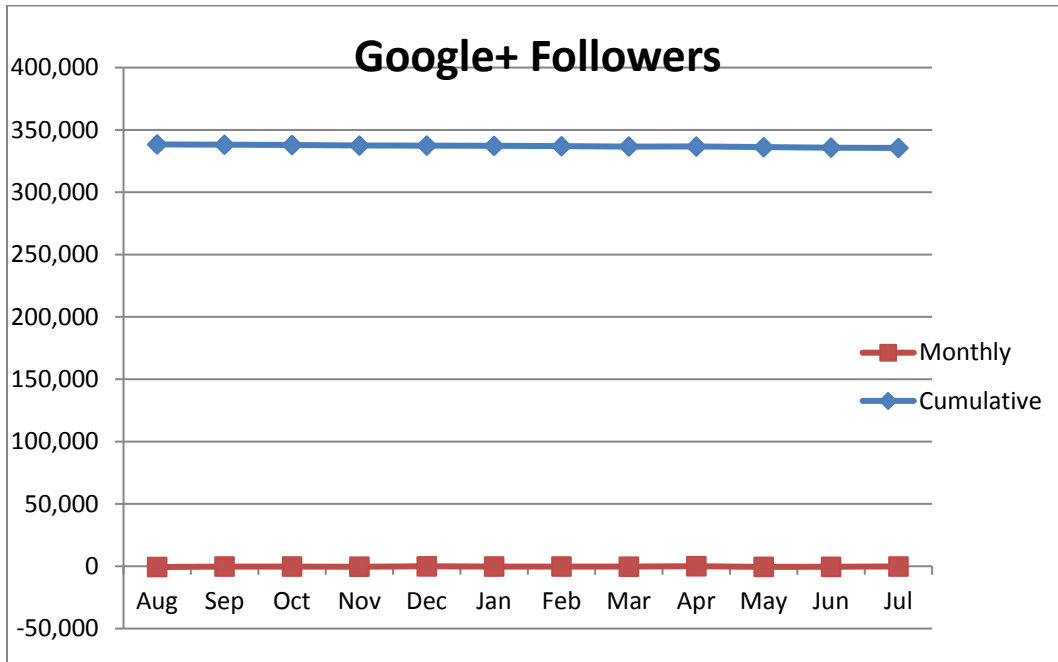
Social Media Tools: Detail View – Twitter

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



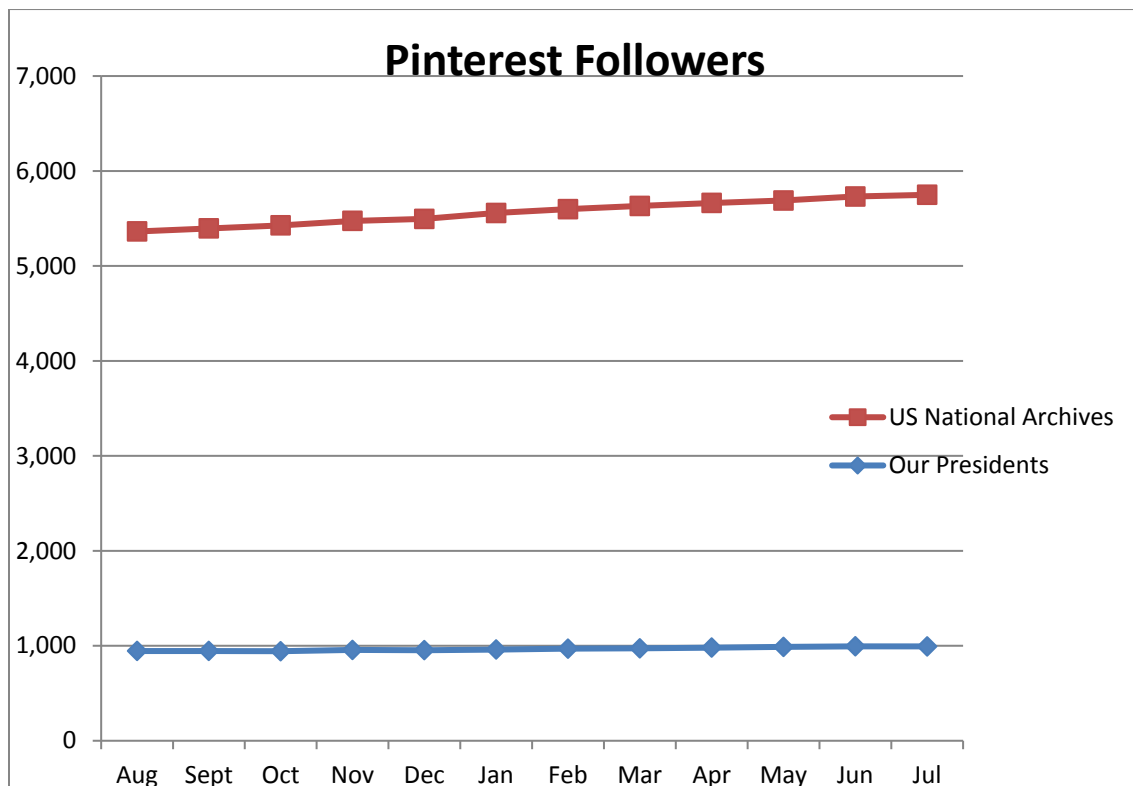
Social Media Tools: Detail View – Google+

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.

	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017
Annotation (NHPRC)	378	300	126	115	85	99	93	104	87	83	104	165
AOTUS	1,751	2,243	1,239	1,773	1,200	1,323	1,655	1,553	1,204	1,320	1,883	3,208
Carter Chronicle	6	3	2	0	0	0	0	0	0	0	0	0
Education Updates	1,273	2,793	2,877	2,568	2,598	4,399	4,383	4,402	3,608	6,765	2,386	2,495
FOIA	946	895	784	887	701	867	1,169	1,637	883	946	927	966
Forward with Roosevelt	2,222	1,246	2,787	1,206	3,222	2,613	1,615	1,593	1,817	2,184	988	1,030
Hoover Heads	617	2,407	1,857	1,322	1,379	1,156	1,123	1,403	1,061	1,635	1,748	1,735
JFK Library Archives										19	23	56
Unwritten Record (formerly Media Matters)	6,545	5,328	8,631	7,131	5,899	7,510	9,856	8,036	10,614	6,628	11,091	6,605
NARAtions	3,036	3,764	1,851	1,652	1,962	1,882	2,249	2,057	1,575	1,531	1,853	8,778
NDC Blog	525	445	467	406	632	538	508	674	450	761	559	435
Reagan Library Education	765	295	449	532	288	1,253	684	439	488	598	338	639
Rediscovering Black History	1,565	565	2,821	2,296	3,241	3,144	4,001	2,615	1,815	1,916	1,218	994
Prologue Blog	11,186	14,893	19,460	21,433	16,974	22,259	21,724	21,168	16,018	16,779	15,607	9,172
Records Express Blog	1,401	1,291	1,171	1,169	2,038	1,923	1,613	1,546	1,291	1,350	1,367	1,332
The Text Message	2,852	3,908	4,422	4,742	3,926	5,500	6,571	9,892	4,159	752	2,785	3,970
Transforming Classification (PIDB)	176	124	120	201	406	229	209	232	169	205	173	162
MONTHLY TOTAL	35,244	40,500	49,064	47,433	44,551	54,635	57,453	57,351	45,239	43,472	43,050	41,742

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.

	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017
Annotation (NHPRC)	592	385	202	166	129	144	171	140	138	123	139	144
AOTUS	3,128	3,464	2,044	2,833	2,088	2,387	2,636	2,675	2,041	2,323	3,622	5,464
Carter Chronicle	8	5	2	0	0	0	0	0	0	0	0	0
Education Updates	2,388	4,536	4,681	4,396	4,236	6,670	6,813	7,250	5,998	9,078	3,863	3,729
FOIA	1,609	1,523	1,222	1,375	1,124	1,350	1,900	2,832	1,342	1,494	1,589	1,499
Forward with Roosevelt	4,105	2,162	4,021	2,098	4,228	4,130	2,568	2,617	2,834	3,607	1,658	1,534
Hoover Heads	863	3,067	2,395	1,886	1,995	1,604	1,649	1,952	1,464	2,125	2,268	2,240
JFK Library Archives										247	248	313
Unwritten Record (formerly Media Matters)	20,618	11,218	17,981	14,360	12,090	15,714	20,874	18,240	24,289	23,089	21,037	15,021
NARAtions	5,155	5,972	3,361	2,674	3,169	3,309	3,912	3,638	3,031	2,833	2,966	11,400
Reagan Library Education	1,031	529	797	745	431	1,812	1,000	671	698	841	436	858
NDC Blog	976	1,069	1,007	950	1,196	1,113	1,134	1,365	900	1,228	1,040	888
Rediscovering Black History	3,905	1,547	7,930	7,282	7,386	10,238	9,561	5,984	4,133	4,363	2,462	1,780
Prologue Blog	17,918	23,701	29,010	31,527	27,077	36,470	34,503	34,444	25,173	25,275	21,451	13,617
Records Express Blog	3,065	2,918	2,353	2,534	3,543	3,370	3,199	3,344	2,634	2,482	2,202	2,485
The Text Message	7,260	8,877	9,270	10,283	8,635	10,530	13,697	15,948	9,334	1,592	5,752	8,052
Transforming Classification (PIDB)	281	195	186	312	862	364	303	320	259	312	256	271
MONTHLY TOTAL	72,902	71,168	86,462	83,421	78,189	99,205	103,920	101,330	84,268	81,012	70,989	69,295

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

	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017
Annotation (NHPRC)	15	13	12	15	16	17	12	10	9	14	13	14
AOTUS Blog	70	65	74	59	61	63	69	75	76	113	70	66
AOTUS Tumblr	2	1	1	2	2	1	1	1	2	1	1	1
Carter Chronicle	44	27	19	16	16	16	16	15	16	13	11	12
Education Updates	32	29	28	30	33	35	34	33	45	32	28	28
FOIA Ombudsman	2	8	9	10	9	8	7	6	7	5	5	6
Unwritten Record (formerly Media Matters)	15	10	8	4	6	8	8	7	5	7	9	11
NARAtions	121	113	86	90	89	87	83	78	95	78	79	79
NDC Blog	34	42	47	42	40	39	45	52	35	32	37	42
Prologue	140	128	113	133	134	135	143	150	123	121	119	126
Records Express	55	48	44	48	50	52	48	44	59	50	50	53
Rediscovering Black History	22	24	25	23	26	28	25	23	21	20	20	19
Text Message	61	45	63	58	58	59	75	90	70	62	78	62
Today's Document Tumblr	36	36	39	37	40	43	42	41	79	38	37	36
Transforming Classification (PIDB)	72	93	62	61	52	43	43	43	40	42	36	42
MONTHLY TOTAL	721	682	630	628	632	634	651	668	682	628	593	597

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.)

	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017
Monthly Total (A+P+R)	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	10,743,699	10,301,390
Agency-Wide Total	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	2,444,507	2,389,154
US National Archives	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	1,766,150
Afro-American HS	3,917	9,815	3,356	4,352	1,857	14,395	3,616	2,798	1,700	316	455	455
Assembly	9,937	30	123	45	90	112	184	194	94			
Archival Recovery	160,306	226,435	80,971	81,129	72,973	42,266	81,482	66,008	36,264	40,726	70,444	72,700
Constitution	6,330	69,172	7,941	18,109	6,784	12,641	8,107	5,511	4,810	3,426	1,591	6,609
Federal Register	8,657	6,385	5,823	8,324	6,681	11,715	21,561	16,978	11,945	10,808	8,128	7,840
Federal Records Centers	1,119	289	606	477	225	265	1,081	987	183	395	1,674	1,967
Applied Research	652	4,257	3,650	3,725	3,200	5,033	7,259	6,049	3,822	2,459	5,007	249
NHPRC	158,717	375,029	168,885	156,783	147,517	181,676	564,484	173,315	99,488	126,275	165,097	169,674
Noon Lectures	48	124	94	6,191	1,589	1,195	4,108	1,581	3,203	5,772	2,101	3,026
Preservation	206,818	36,153	56,097	139,874	205,220	126,478	39,024	67,378	73,220	69,291	83,036	105,443
Research	24,700	35,247	10,003	31,659	42,084	33,913	8,961	24,141	22,204	27,838	12,876	26,194
Records Management Training											591	132
SNAC							0	4	19	5	13	30
Today's Document	252,862	336,687	220,725	266,792	341,409	236,820	254,965	154,391	169,261	156,198	233,435	212,892
Students and Interns	569	1,368	2,046	890	2,085	754	1,463	2,134	899	375	286	344
Electoral College	3,112	4,177	23,620	191,529	209,450	18,965	2,248	2,311	854	1,168	306	534
Education	45,221	99,442	156,550	63,334	125,544	132,885	54,434	135,505	67,161	74,297	36,551	14,915
Presidential Total	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	7,989,783	7,676,340
Bush	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	962,726
GWB	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	2,884,374
Carter	512,661	398,437	256,631	435,574	363,388	778,523	712,054	427,787	509,640	612,256	820,157	1,612,579
Clinton	588,128	639,439	842,892	692,418	496,171	466,824	597,734	741,419				
Eisenhower	354,212	187,969	277,502	161,835	67,428	189,877	122,938	114,916	183,697	243,344	295,660	212,183
Ford Library	77,841	75,764	38,976	69,822	82,462	62,638		59,452	48,764	35,785	42,931	51,727

Ford Museum	229,395	739,488	343,011	205,764	141,304	180,741	149,827	147,417	232,478	223,558	242,750	311,579
Hoover	166,226	184,554	127,124	98,927	84,402	91,885	92,058	126,002	111,927	104,179	89,732	125,190
Johnson	878,130	662,159	556,691	668,786	454,300	441,285	533,611					
Nixon	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	765,935
Reagan	389,154	500,821	480,744	906,235	936,467	1,000,295	868,479	384,709	210,375	288,043	125,281	127,695
Roosevelt	246,554	223,834	332,540	366,859	274,234	220,571	351,142	296,843	248,052	292,514	541,479	265,567
Truman	345,504	256,088	195,634	240,280	289,752	380,391	303,220	223,478	164,577	276,725	340,753	356,785
Regional Total	880,507	672,056	1,018,817	870,362	596,311	595,228	355,151	266,514	299,654	237,865	309,409	235,896
Atlanta	52,439	41,943	60,425	45,146	15,558	34,545	8,550	8,431	19,047	8,609	20,538	7,861
Boston	227,752	277,154	551,272	360,322	292,331	328,161	144,145	42,598	38,795	12,018	13,182	11,986
Chicago	111,358	29,806	49,664	38,449	31,534	34,517	27,996	21,546	33,359	23,395	25,993	16,790
Denver	55,791	31,803	42,981	97,709	29,371	6,002	14,176	13,375	5,301	5,267	3,754	936
Fort Worth	112,397	76,637	63,538	71,279	55,900	52,467	42,431	51,772	38,996	19,462	37,562	25,436
Kansas City	54,935	61,047	60,877	108,384	23,348	42,495	31,961	25,041	41,614	32,050	34,266	39,814
New York	81,612	27,349	69,152	25,954	25,808	21,289	18,571	41,493	66,174	19,975	43,955	32,189
Philadelphia	30,056	24,872	20,401	49,882	25,467	23,569	18,571	9,229	11,569	20,824	16,042	6,053
Riverside	97,358	68,383	61,270	36,487	42,416	20,571	22,387	15,974	22,608	60,980	26,110	19,640
San Francisco											4,791	10,738
Seattle	35,500	22,122	23,016	24,287	20,147	15,230	18,209	17,844	14,051	7,617	5,075	7,072
St. Louis	21,309	10,940	16,221	12,463	34,431	16,382	8,154	19,211	8,140	27,668	78,141	57,381

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.)

	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017
Monthly Total (A+P+R)	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	3,452,351	3,666,881
Agency-Wide Total	1,545,579	957,696	528,760	929,657	1,034,302	800,734	1,152,601	519,851	849,737	529,077	883,600	772,752
US National Archives	1,293,125	596,571	356,759	627,932	686,383	524,066	716,529	323,955	700,377	394,687	692,762	570,534
Afro-American HS	1,820	4,969	1,760	2,243	747	10,151	1,852	1,554	982	184	220	188
Assembly	2,141	13	16	20	40	63	100	135	38			
Archival Recovery	18,203	19,700	10,965	9,256	15,001	10,402	14,107	7,595	7,702	8,581	22,376	23,265
Constitution	2,851	27,874	3,745	9,883	3,450	6,710	3,968	2,357	1,709	1,562	733	2,711
Federal Register	1,086	918	849	2,147	1,328	3,402	5,288	3,982	2,279	1,392	1,444	1,301
Federal Records Centers	580	181	253	186	133	181	294	384	94	227	671	1,148
Applied Research	413	1,910	1,353	920	1,799	1,835	2,605	2,917	1,711	1,121	1,902	170
NHPRC	36,884	172,713	48,513	49,625	38,751	66,646	299,523	54,244	28,589	42,687	57,605	60,651
Noon Lectures	27	72	61	843	678	687	844	720	1,038	1,426	866	1,450
Preservation	110,708	14,412	19,634	65,924	87,246	63,067	17,401	32,752	35,343	23,089	39,078	51,375
Records Management Training											5,569	9,265
Research	11,358	15,490	5,904	10,276	20,977	9,596	4,795	9,156	5,670	9,486	96	52
SNAC								3	9	4	12	17
Today's Document	51,401	77,754	33,492	51,316	73,425	57,880	60,901	29,340	37,437	28,618	47,973	43,929
Students and Interns	293	713	1,171	464	1,254	468	838	1,351	512	239	187	214
Electoral College	1,408	2,082	9,169	81,653	58,697	5,704	918	1,225	475	199	114	225
Education	13,281	22,324	35,116	16,969	44,393	39,876	22,638	48,181	25,772	15,575	11,992	6,257
Presidential Total	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	2,458,206	2,809,809
Bush	128,892	203,033	200,442	238,126	263,481	543,521	404,506	205,416	250,883	210,460	370,864	359,837
GWB	486,416	596,571	503,873	1,810,528	654,373	784,474	897,152	929,482	574,659	574,028	874,251	785,764
Carter	240,843	158,336	89,318	172,251	151,464	277,098	302,734	160,352	205,358	194,069	329,960	805,313
Clinton	212,767	206,179	272,392	268,372	185,426	157,884	247,171	283,369				
Eisenhower	149,034	72,080	91,072	52,733	29,142	74,541	44,042	47,609	63,942	97,197	125,254	91,672

Ford Library	28,571	31,886	9,823	20,255	25,101	18,711		12,969	21,027	11,574	13,939	21,336
Ford Museum	90,247	286,632	133,997	84,050	57,462	70,750	67,412	58,631	100,521	87,332	93,484	131,469
Hoover	48,656	69,707	31,895	26,847	28,961	34,739	32,161	46,330	33,976	42,884	36,069	42,650
Johnson	315,179	196,901	162,814	217,994	182,812	168,126	205,244					
Nixon	346,250	208,550	664,420	374,685	302,190	264,401	301,509	233,023	222,088	317,476	294,736	256,912
Reagan	100,107	134,498	106,424	223,781	236,064	231,871	337,769	110,524	89,838	192,974	45,334	56,284
Roosevelt	87,731	76,181	128,430	99,005	76,315	74,004	119,461	124,405	74,434	90,030	137,713	116,613
Truman	112,611	98,110	69,574	95,241	101,788	156,344	124,683	81,480	64,339	115,334	136,602	141,959
Regional Total	196,783	102,143	206,733	180,928	169,704	124,447	95,532	75,130	104,417	88,512	110,545	84,320
Atlanta	10,302	8,351	7,561	10,363	4,607	8,730	4,775	4,588	7,460	4,425	7,948	3,499
Boston	48,912	26,316	102,277	34,086	78,081	47,848	34,683	12,735	13,049	7,430	5,097	5,350
Chicago	15,035	6,365	6,774	6,787	7,692	10,155	8,038	5,125	9,313	6,465	7,788	4,425
Denver	21,539	11,741	17,773	52,349	12,470	2,202	6,722	4,219	3,428	2,835	1,840	567
Fort Worth	22,721	10,131	11,483	9,277	12,793	14,646	8,429	7,472	6,781	4,714	9,116	6,016
Kansas City	7,593	4,704	3,982	23,130	6,045	10,297	9,894	6,921	14,433	9,787	11,515	14,357
New York	34,401	7,426	27,740	6,674	8,804	7,327	7,847	12,967	34,528	7,684	23,181	9,036
Philadelphia	9,731	6,704	6,087	18,822	7,897	6,646	3,334	3,264	3,867	7,946	4,626	2,796
San Francisco											5,383	3,927
Riverside	14,131	5,827	11,560	11,160	10,620	4,724	3,566	5,621	5,432	24,042	1,882	4,674
Seattle	6,262	10,458	6,132	3,702	7,788	4,460	4,487	4,017	3,076	2,219	1,307	2,141
St. Louis	6,156	4,120	5,364	4,578	12,907	7,412	3,757	8,201	3,050	10,965	30,862	27,532

APPENDIX V: Twitter Followers (Cumulative)

	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017
archivespres	5,149	5,252	5,347	5,441	5,567	5,770	5,840	5,914	5,968	6,044	6,154	6,916
dferriero	3,812	3,838	3,883	3,922	3,946	4,017	4,038	4,105	4,117	4,135	4,189	4,208
Discovercivwar	7,887	7,872	7,856	7,844	7,828	7,801	7,792	7,772	7,769	7,759	7,734	7,723
DocsTeach	10,489	10,842	11,107	11,496	11,733	12,274	12,411	12,565	12,819	13,114	13,448	13,612

ElectoralCollge	2,673	2,722	2,909	7,154	15,391	15,261	15,151	14,966	14,824	14,698	14,540	14,492
FedRegister	10,022	10,140	10,266	10,785	11,152	11,829	12,072	12,221	12,342	12,459	12,598	12,671
FOIA_Ombuds	774	815	850	933	963	1,077	1,161	1,233	1,321	1,399	1,453	1,529
NARAMediaLabs	1,761	1,784	1,808	1,825	1,854	1,917	1,959	1,985	2,013	2,034	2,049	2,047
NARA_RecMgmt	6,150	6,191	6,242	6,335	6,431	6,579	6,624	6,661	6,687	6,708	6,759	6,778
SNAC	157	159	161	166	172	184	193	275	291	309	340	398
TodaysDocument	31,949	32,616	33,198	33,955	34,674	36,143	36,802	37,346	37,982	38,663	39,471	39,855
USNatArchives	97,098	99,280	101,795	107,575	111,784	133,245	136,444	139,103	143,314	145,187	147,457	148,539
ThisisArchives	3,288	3,425	3,565	3,668	3,712	4,163	4,330	4,587	4,743	4,843	5,078	5,130
Bush41library	29,074	29,510	29,910	30,604	31,065	33,545	34,159	34,539	35,159	35,985	36,796	37,153
CarterLibrary	20,602	21,440	22,142	23,289	24,387	28,907	29,772	30,324	33,288	35,329	36,246	37,181
IkeLibrary	12,609	13,062	13,520	14,345	14,928	17,025	17,624	18,015	18,654	19,804	20,483	20,782
FDRLibrary	12,728	13,260	13,745	14,461	15,075	17,026	17,633	18,112	18,818	20,027	20,688	21,016
GWBLibrary	17,840	18,317	18,757	19,690	20,200	23,773	25,766	26,246	27,158	28,277	29,600	30,095
IkeandHarry2012	665	663	662	664	670	668	670	670	671	668	669	669
HooverPresLib	976	1,112	1,236	1,417	1,571	2,032	2,234	2,382	2,542	3,081	3,312	3,408
JFKLibrary	41,860	42,467	42,899	44,134	44,763	47,100	49,299	50,365	51,312	55,818	57,092	57,726
LBJLibrary	14,926	15,352	15,775	16,437	16,919	18,982	19,510	19,971	20,583	21,749	22,519	22,925
NixonLibrary	1,840	2,081	2,294	2,616	2,918	3,626	3,890	4,142	4,318	10,372	10,625	10,798
RecordsofWomen				64		75	84	105	109	116	119	123
OurPresidents	21,432	22,009	22,571	23,617	24,470	27,804	28,795	29,637	30,338	31,397	32,414	33,184
Reagan_Library	5,054	5,442	5,759	6,401	6,817	8,378	8,985	9,478	9,877	11,045	11,771	12,032
TrumanLibrary	7,290	7,685	8,110	8,882	9,375	11,142	11,711	12,091	12,731	13,925	14,640	15,077
WJCLibrary	89,422	90,602	91,444	92,139	92,558	97,520	98,051	98,446	99,113	99,705	100,415	100,859
ArchivesNYC	192	213	293	338	378	436	472	530	563	595	665	677
atlantaarchives	1,625	1,627	1,633	1,645	1,658	1,695	1,720	1,740	1,746	1,746	1,763	1,761
Boston_archives	1,311	1,402	1,486	1,557	1,658	1,747	1,814	1,839	1,871	1,905	1,939	1,955
KCArchives	1,888	1,927	1,946	1,982	2,033	2,083	2,130	2,163	2,192	2,249	2,302	2,314
CongressArchive	4,653	4,854	5,032	5,344	5,638	6,067	6,217	6,357	6,440	6,534	6,736	6,840
NARAFRC	747	479	487	494	501	522	526	538	544	550	556	556
StLouisArchives	166	183	197	213	218	236	242	262	270	282	313	319
TOTAL	467,836	478,623	488,885	511,432	533,007	590,649	606,121	616,685	632,505	658,511	672,933	680,628

APPENDIX VII: **Google+** Followers

	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017
Monthly Followers	-644	-250	-250	-364	-39	-234	-223	-314	31	-525	-422	-207
Cumulative Followers	338,336	338,086	337,836	337,472	337,433	337,199	336,976	336,662	336,693	336,168	335,746	335,539

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

	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017
US National Archives	5,363	5,395	5,427	5,474	5,495	5,558	5,598	5,632	5,663	5,689	5,731	5,749
Our Presidents	945	945	943	956	954	960	970	973	981	988	6,725	6,742

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

	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017
US National Archives	28,730	30,621	32,513	34,394	35,998	38,464	40,157	42,288	43,784	45,478	47,228	47,850
Ike Library	655	672	689	715	744	783	797	819	832	858	874	882
Clinton Library	3,565	4,107	4,650	5,533	5,897	6,581	6,900	7,085	7,205	7,688	7,937	7,976
FDR Library	882	933	985	1,050	1,105	1,192	1,253	1,292	1,330	1,375	1,434	1,449
Bush 41 Library	689	939	1,189	1,222	1,258	1,360	1,414	1,444	1,485	1,538	1,598	1,624
Nixon Library	97	131	165	224	295	383	426	463	495	558	616	654
Carter Library				64		104	117	141	153	192	241	251
Truman Library									110	144	195	222
Kansas City											24	171
Preservation									760	440	738	771
Reagan Library	314	369	425	464	496	598	664	717	760	791	856	867

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

	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017
Channel Views	28,112	28,308	28,504	28,777	28,916	29,156	38,941	57,973	84,528	99,501	124,089	130,895

APPENDIX XI: **YouTube** Channel Views

	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017
Channel Views	222,356	240,338	281,172	331,571	323,519	411,269	310,059	324,508	378,321	383,611	830,511	343,096