

**AUGUST FY2017 OVERVIEW**

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	64,814 Views	36,180 Visitors
Tumblr Blogs	11,776 Views	6,081 Visitors
Facebook	8,729,312 Impressions	3,218,352 Reach
National Archives YouTube Channel	398,761 Views	47,525 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	1,234,361 Views	12,384 Total Contacts
Instagram	--	64,525 Total Followers
Twitter (all NARA feeds)	--	693,675 Total Followers
FourSquare	1,039 New Check-ins	0 New Followers

**FISCAL YEAR COMPARISON**

Social Media Tool	FY 2017 Views (To Date)	FY 2016 Views
Archives.gov Blogs	922,905	900,871
Tumblr Blogs	239,980	265,823
Facebook	120,190,846	144,274,204
National Archives YouTube Channel	4,316,398	2,449,503
Flickr (USNatArchives & ArchivesNews)	15,593,977	20,737,950

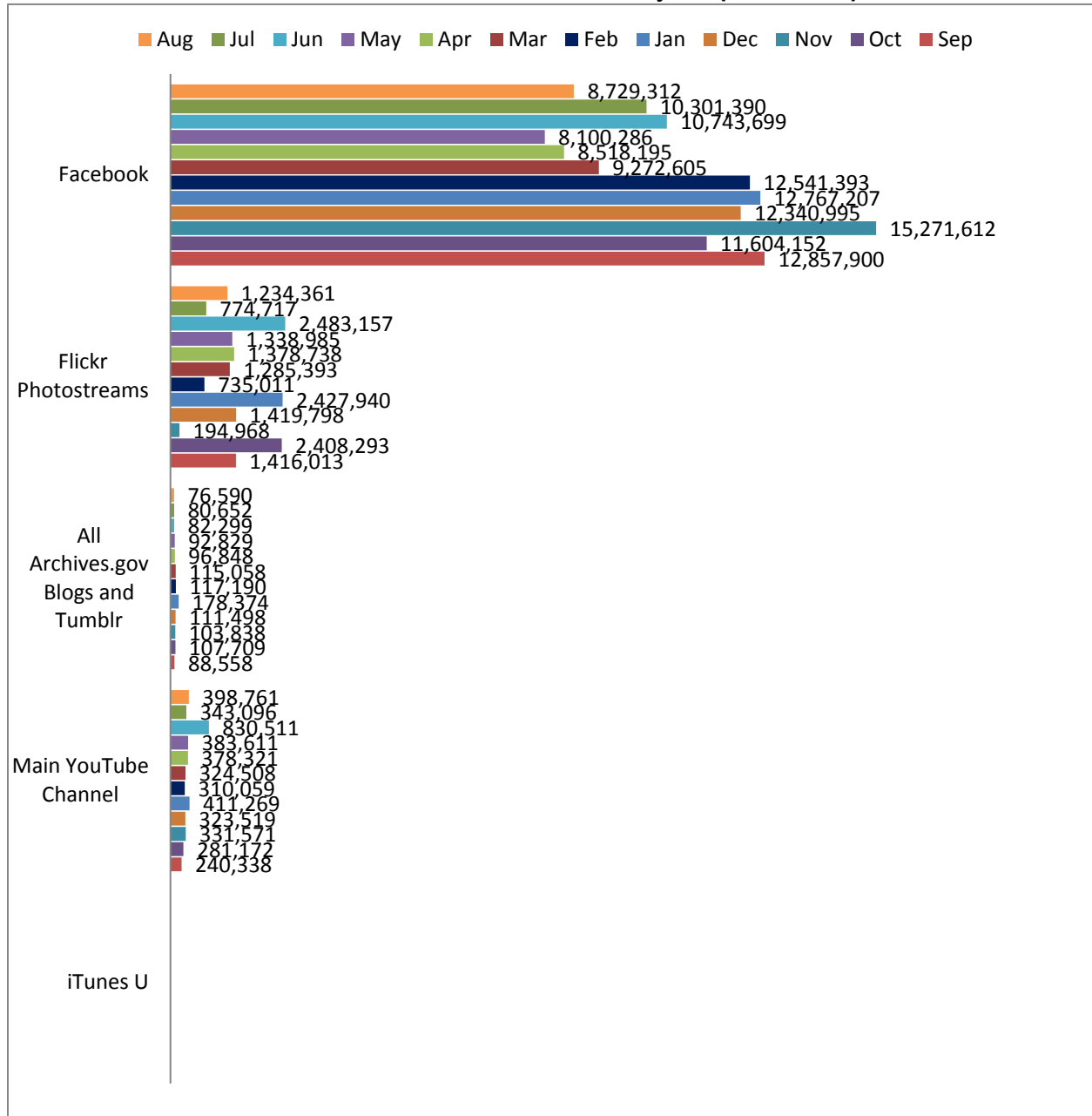
**EXTERNAL BLOGS AND TUMBLR**

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](#)

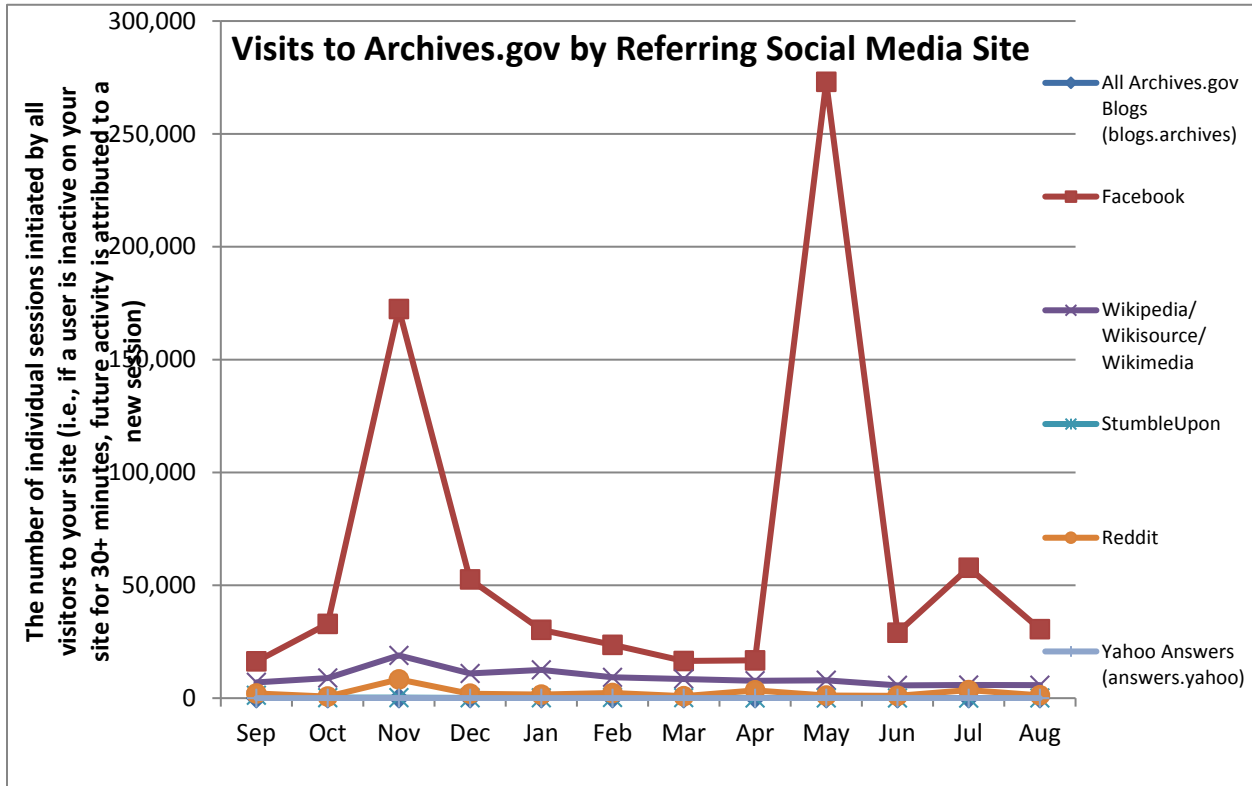
**SOCIAL MEDIA TOOLBOX (Tools currently in use)**

- 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)**

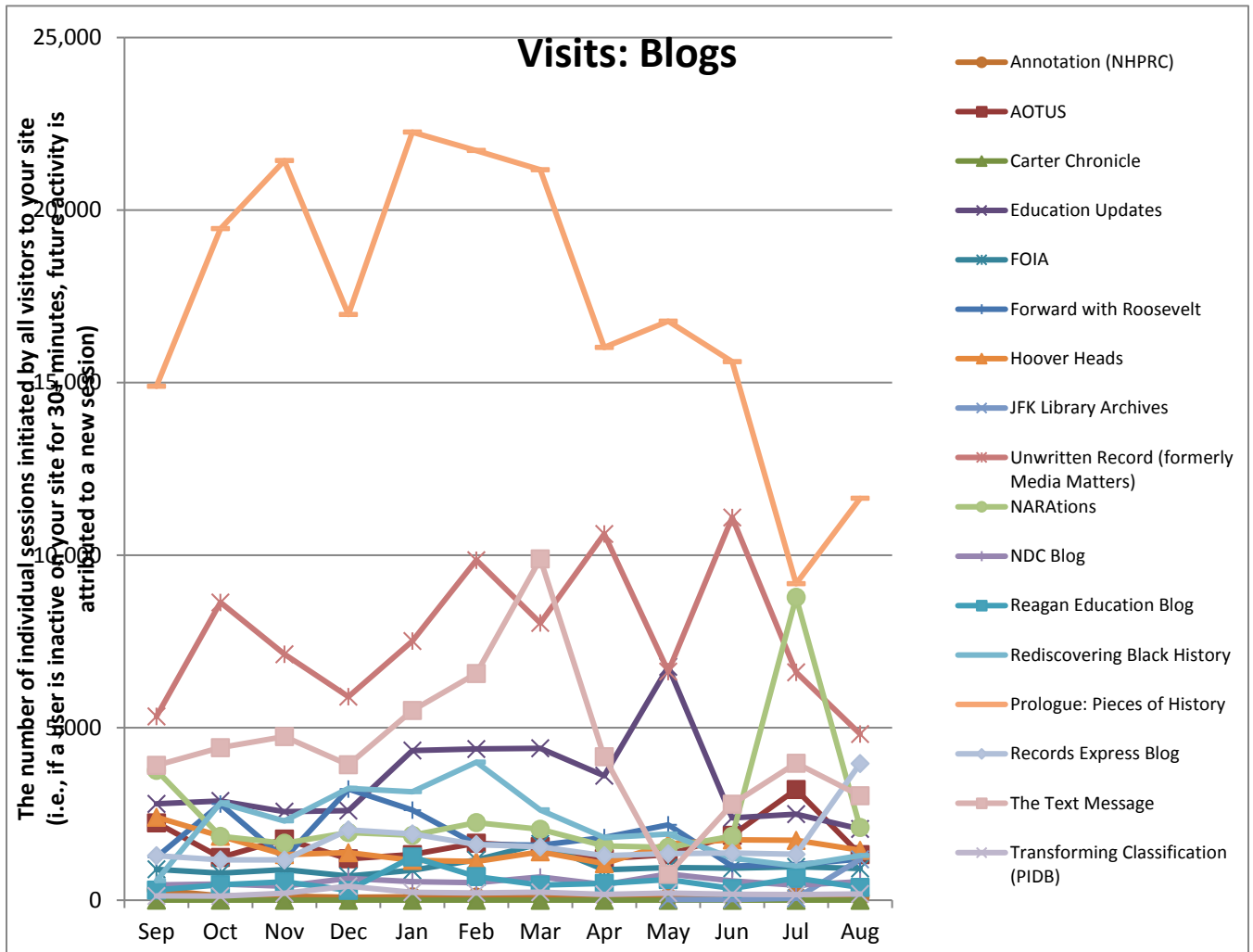


**New External Social Media Projects: August Projects**

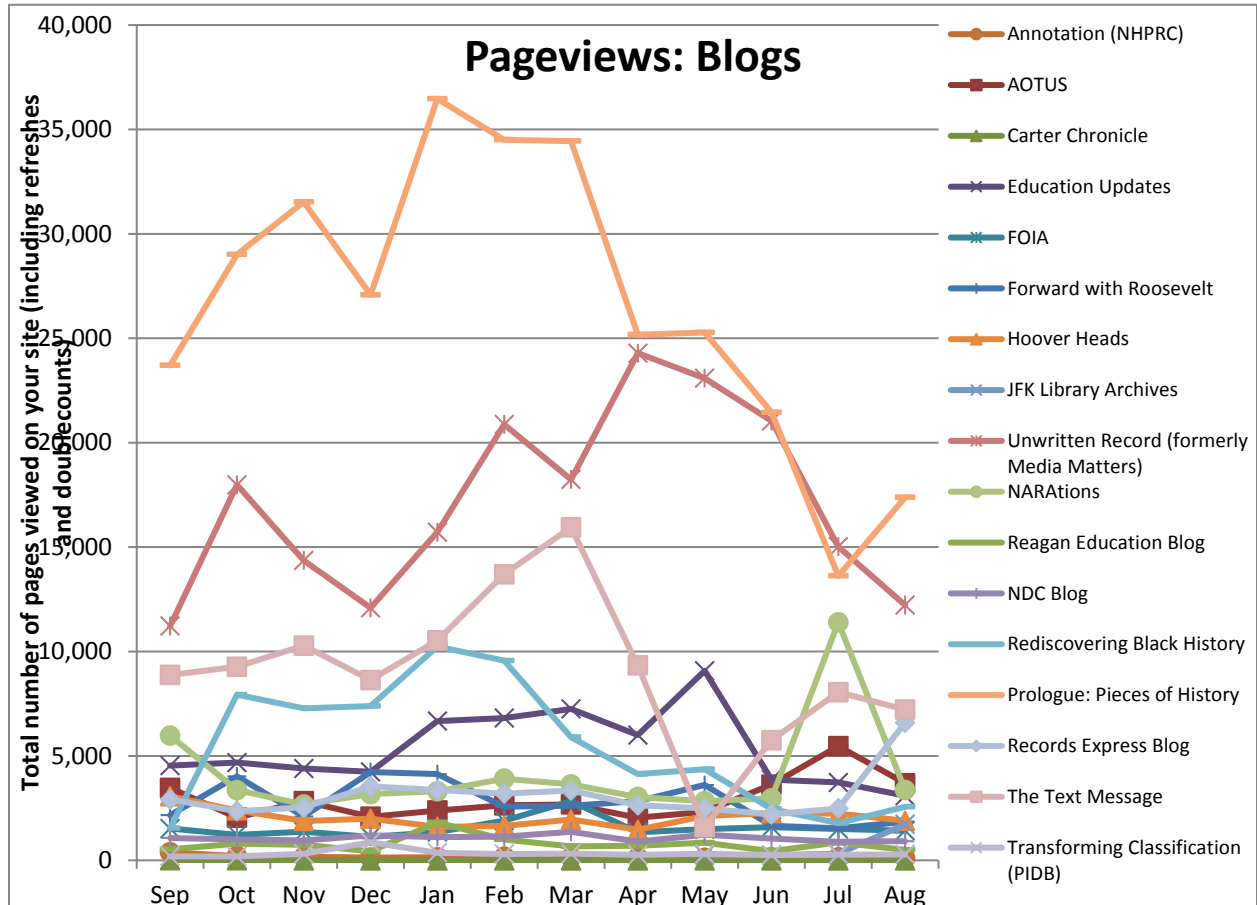
	Qzr	Facebook	Giphy	Twitter	Pinterest	Tumblr	Blog	YouTube	Instagram
September			1						
October				1		1			1
November									
December									
January									
February									1
March									
April									1
May							1		
June		2							1
July									
August									

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

Blog Visits (Source: Appendix II.A)



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

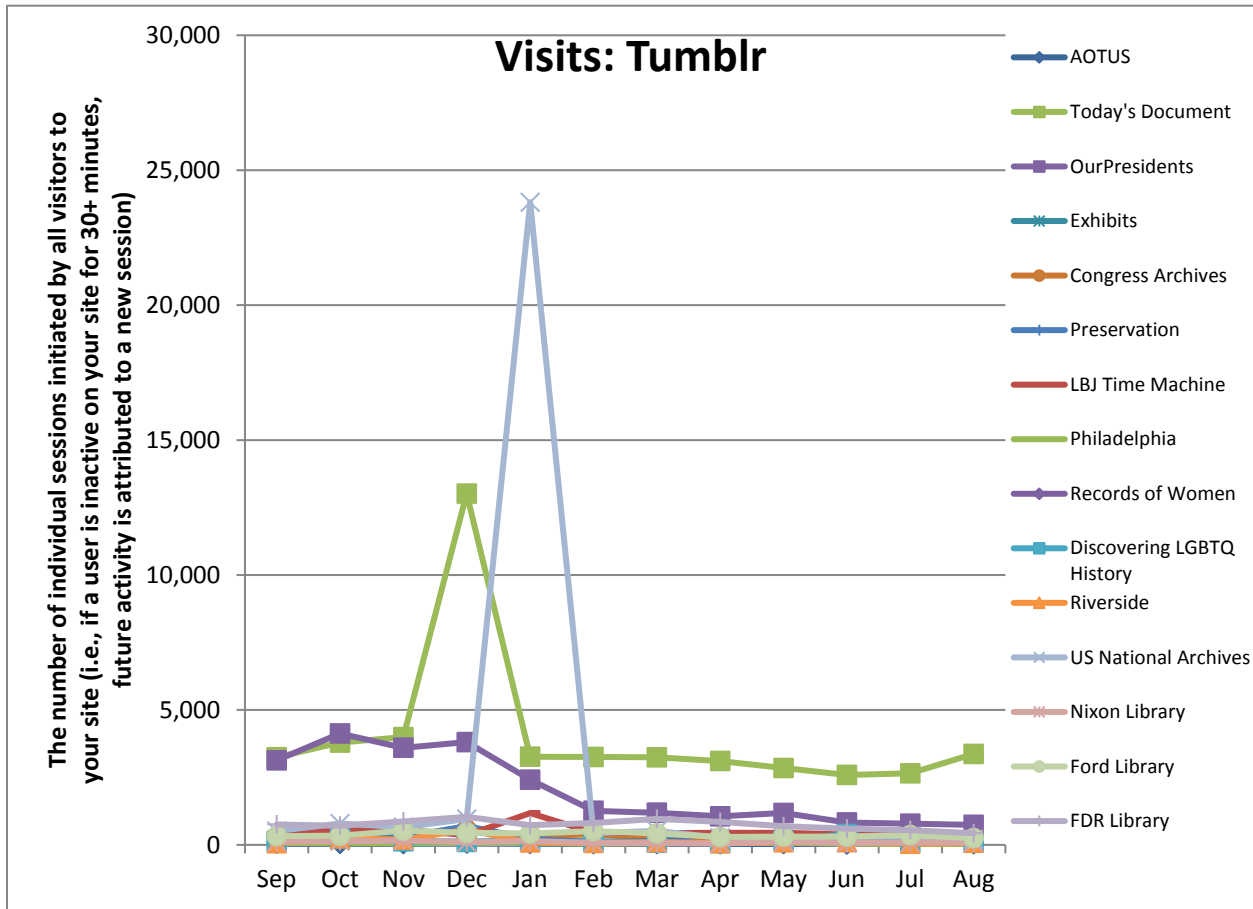


**Top 5 Most Viewed Blog Posts in August 2017**

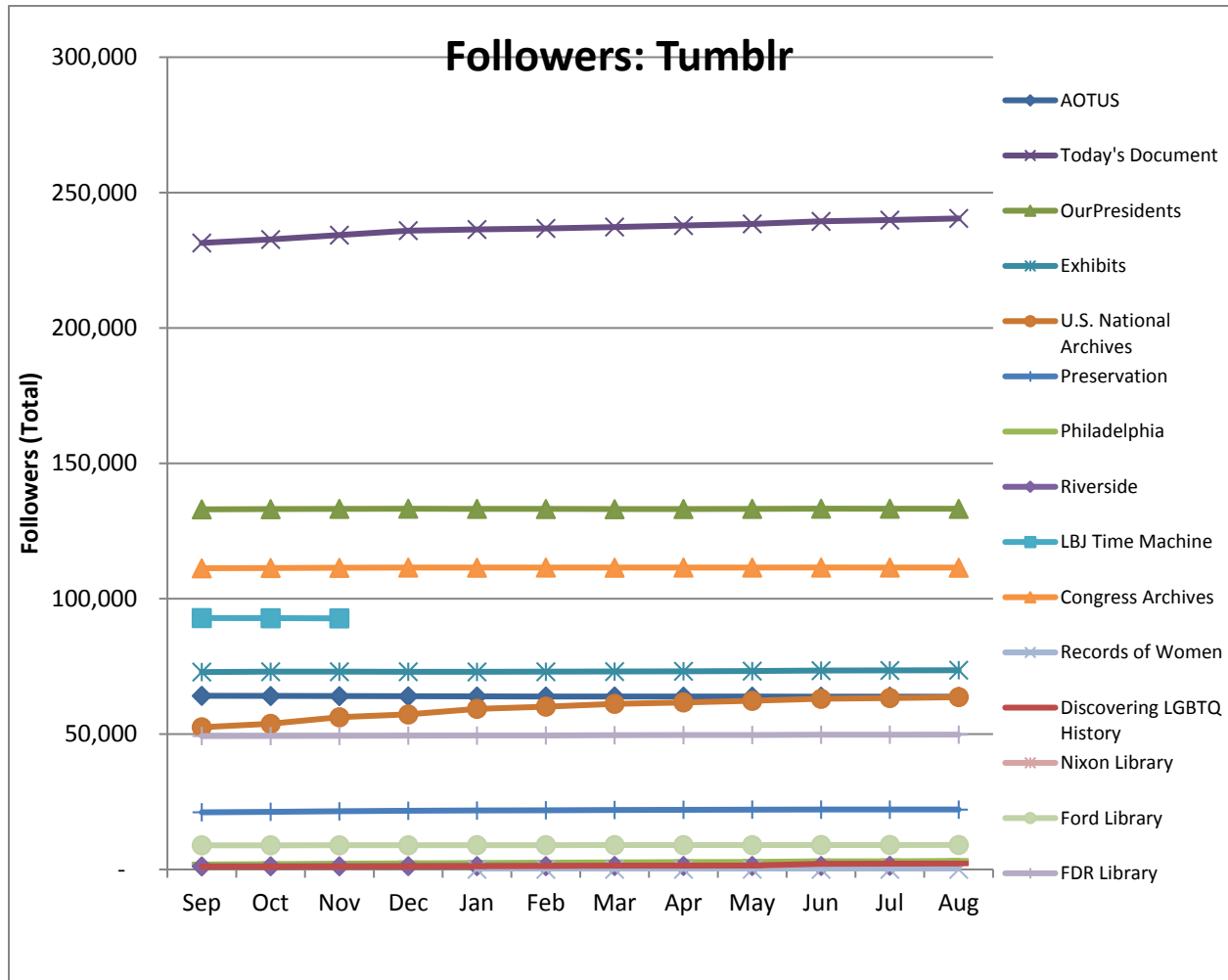
Blog	Pageviews	Post Title
Pieces of History	3,875	<a href="#">New in our Catalog: Famous Faces in the Military</a>
Records Express	1,905	<a href="#">Best Practices for File Naming</a>
Records Express	1,639	<a href="#">Universal Electronic Records Management Requirements</a>
The Unwritten Record	1,410	<a href="#">Operation Watchtower: The Guadalcanal Campaign</a>
Hoover Heads	946	<a href="#">A Tale of Two Hoovers</a>

Social Media Tools: Detail View – Tumblr

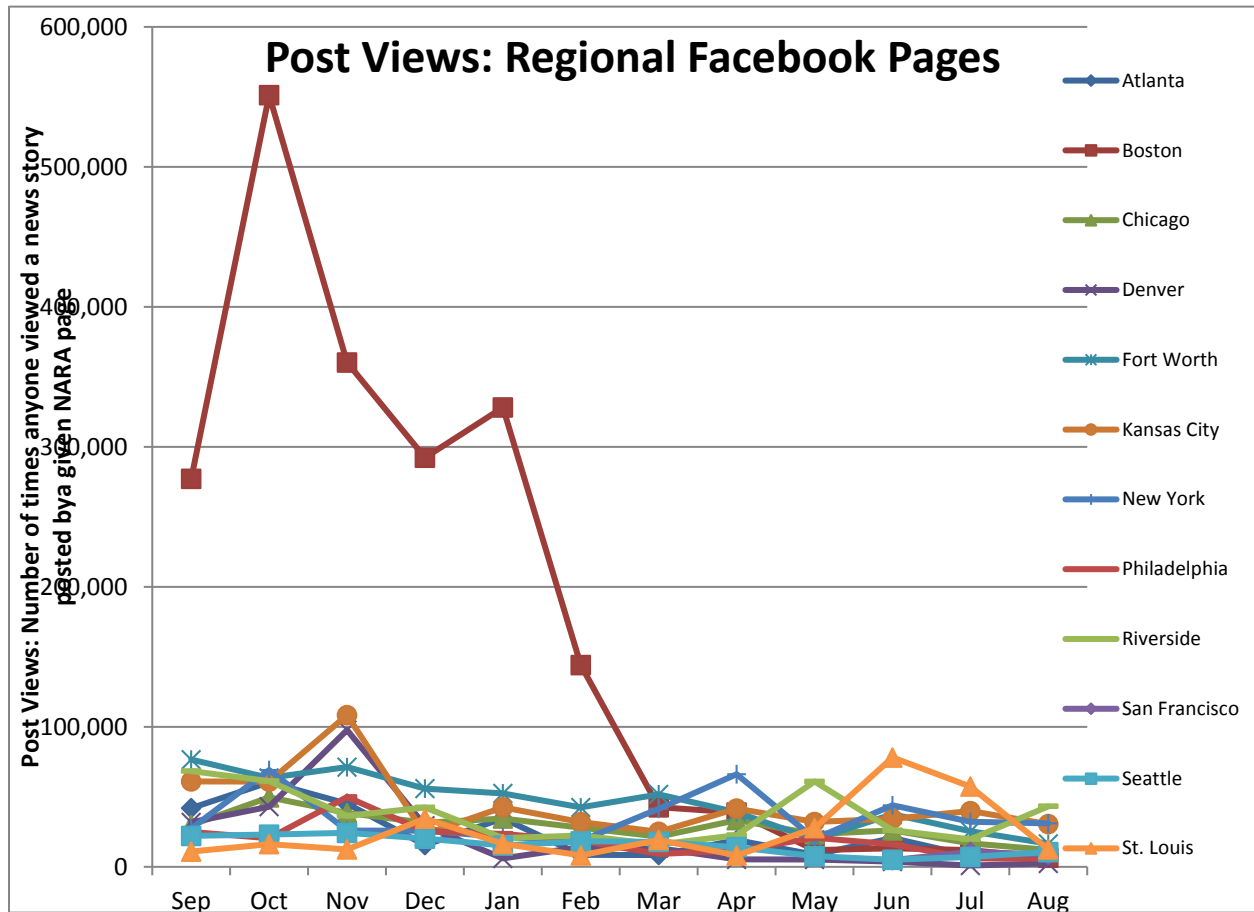
Tumblr Visits



**Followers on Tumblr (Source: Appendix IV)**

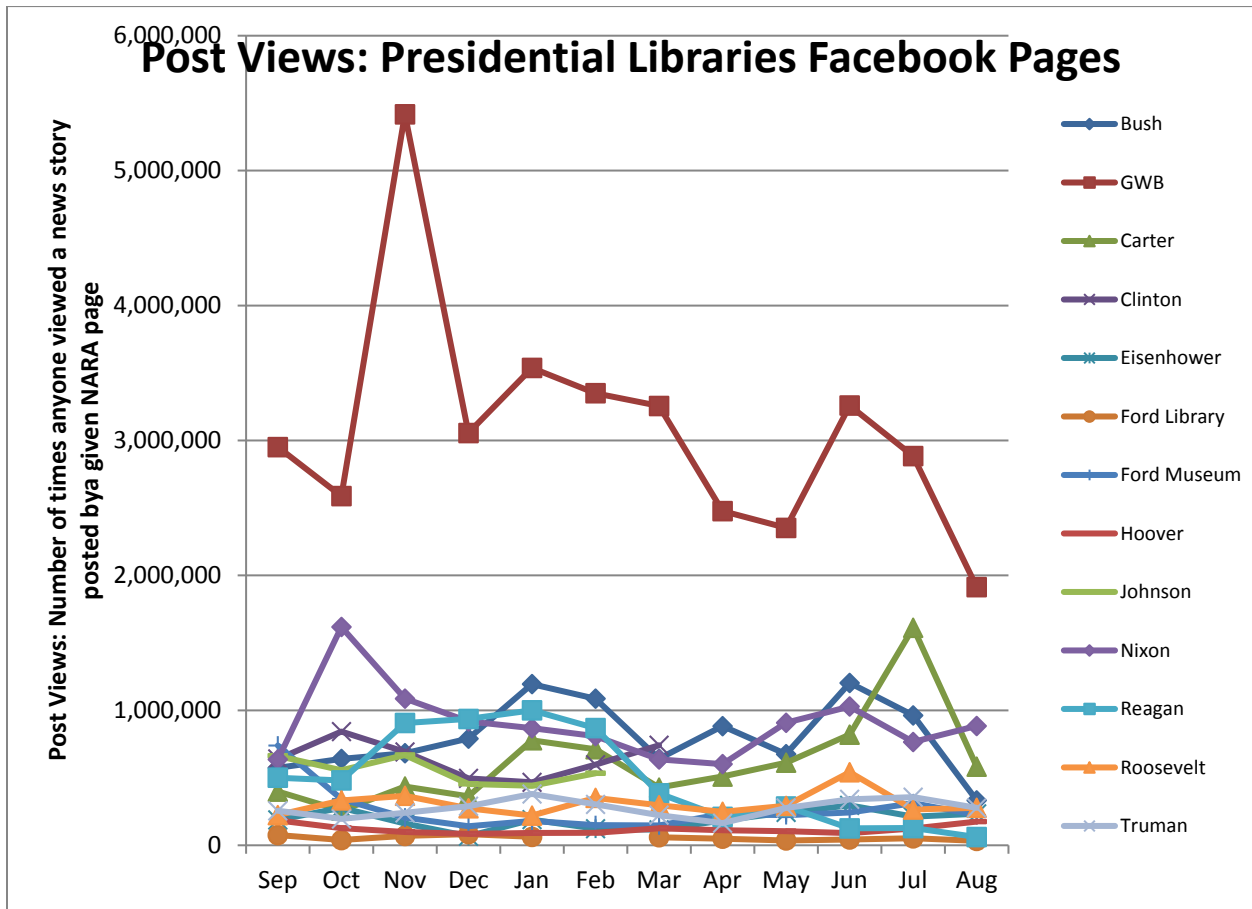


**Social Media Tools: Detail View – Facebook**  
**Post Views on Regional Pages (Source: Appendix IV.A)**

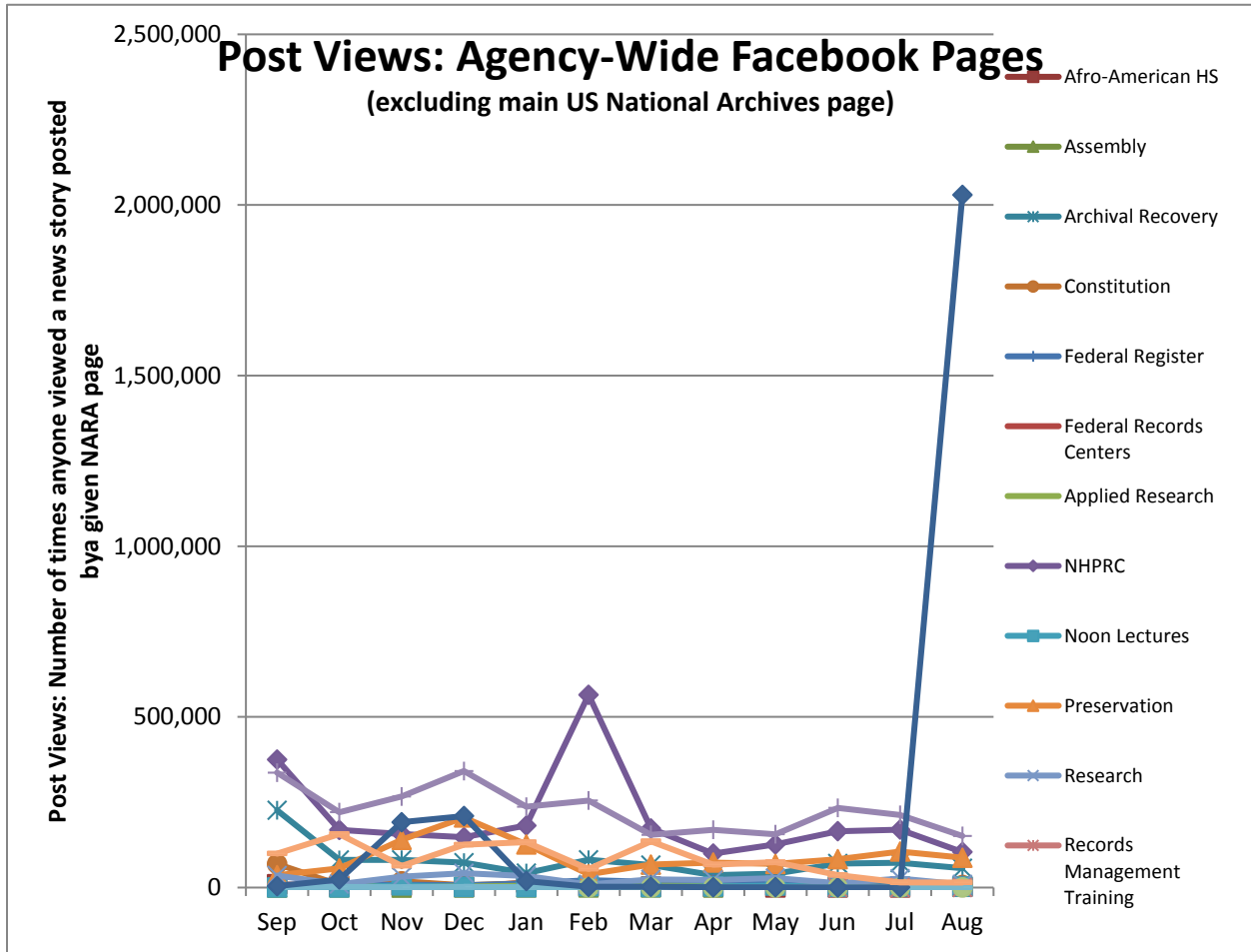


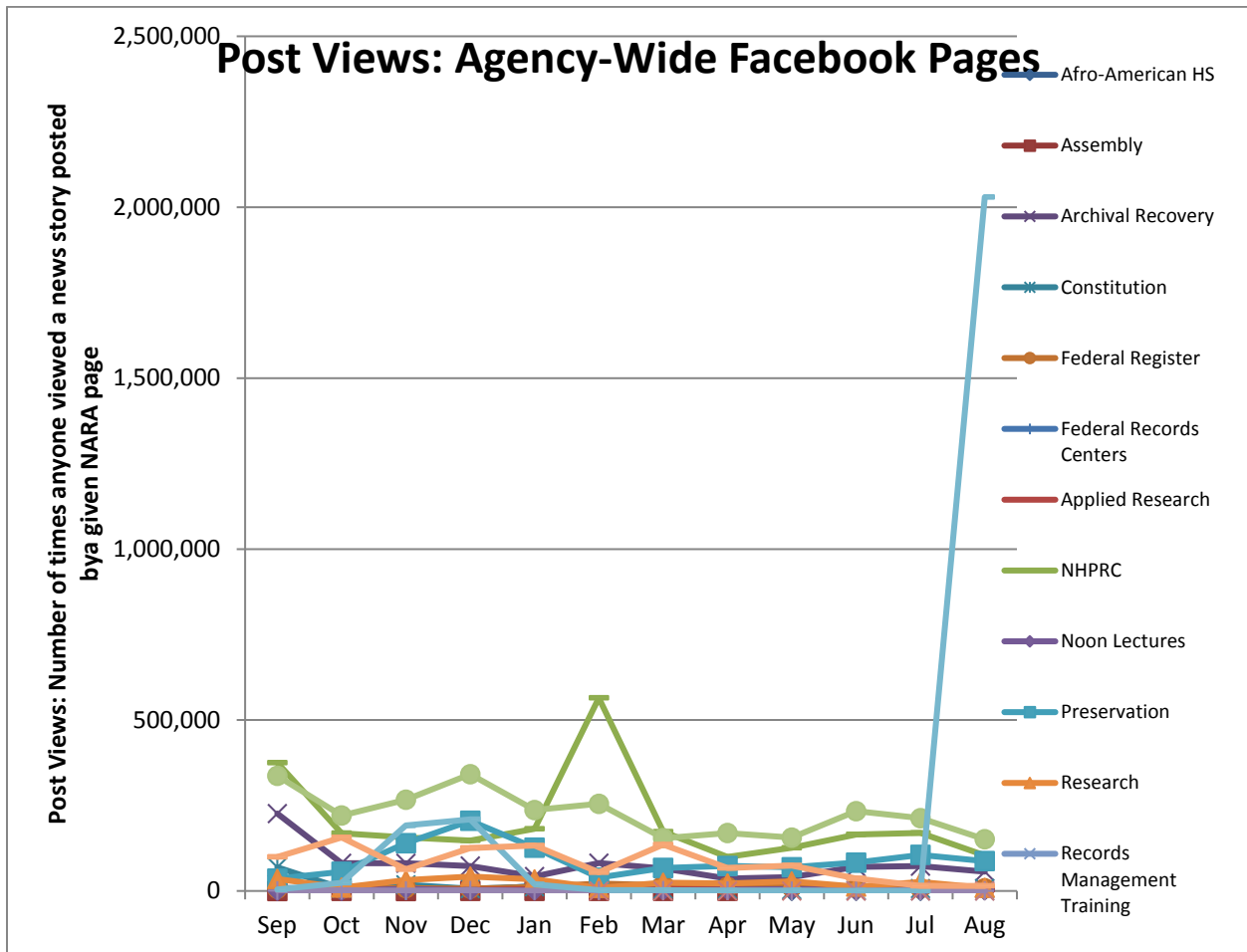


Post Views on Presidential Library Pages (Source: Appendix IV.A)

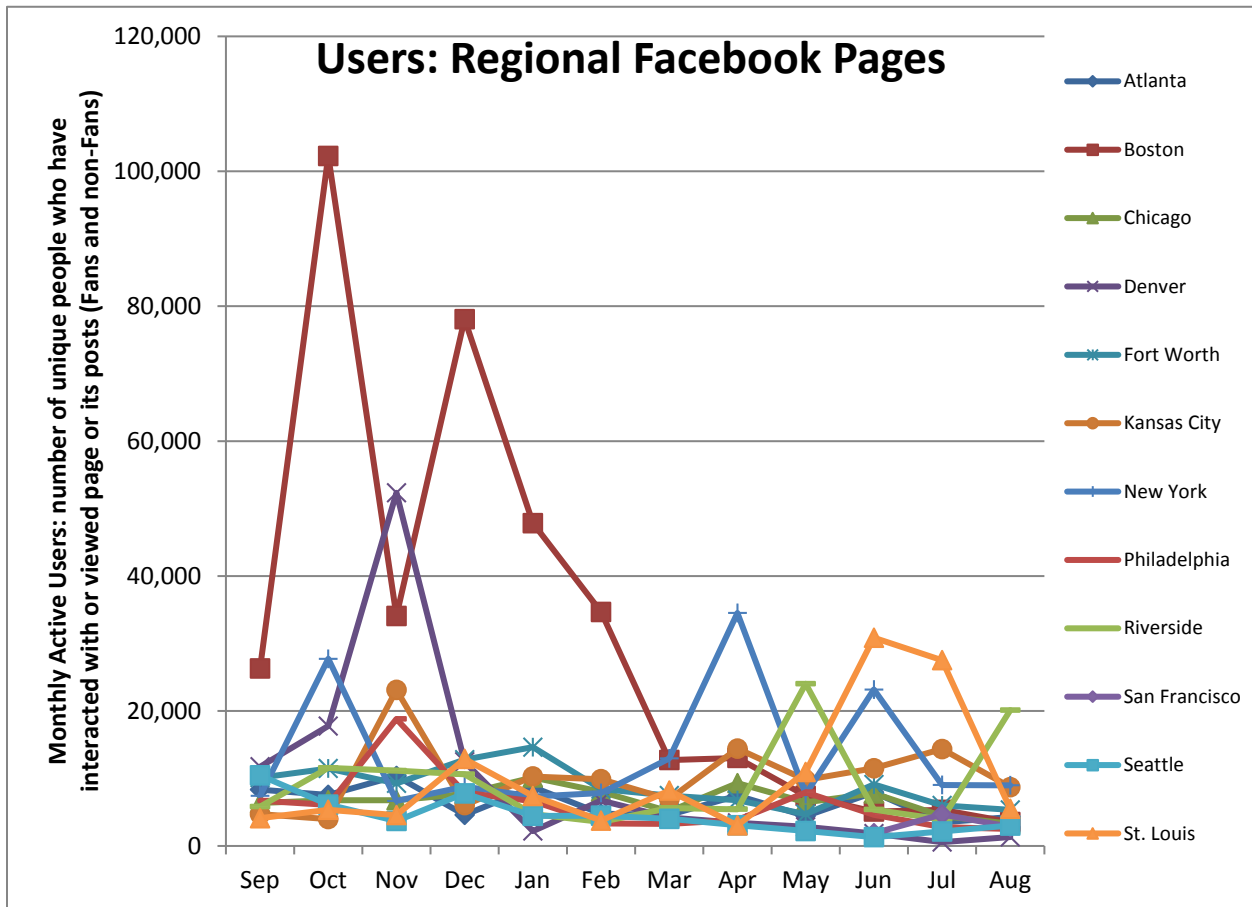


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

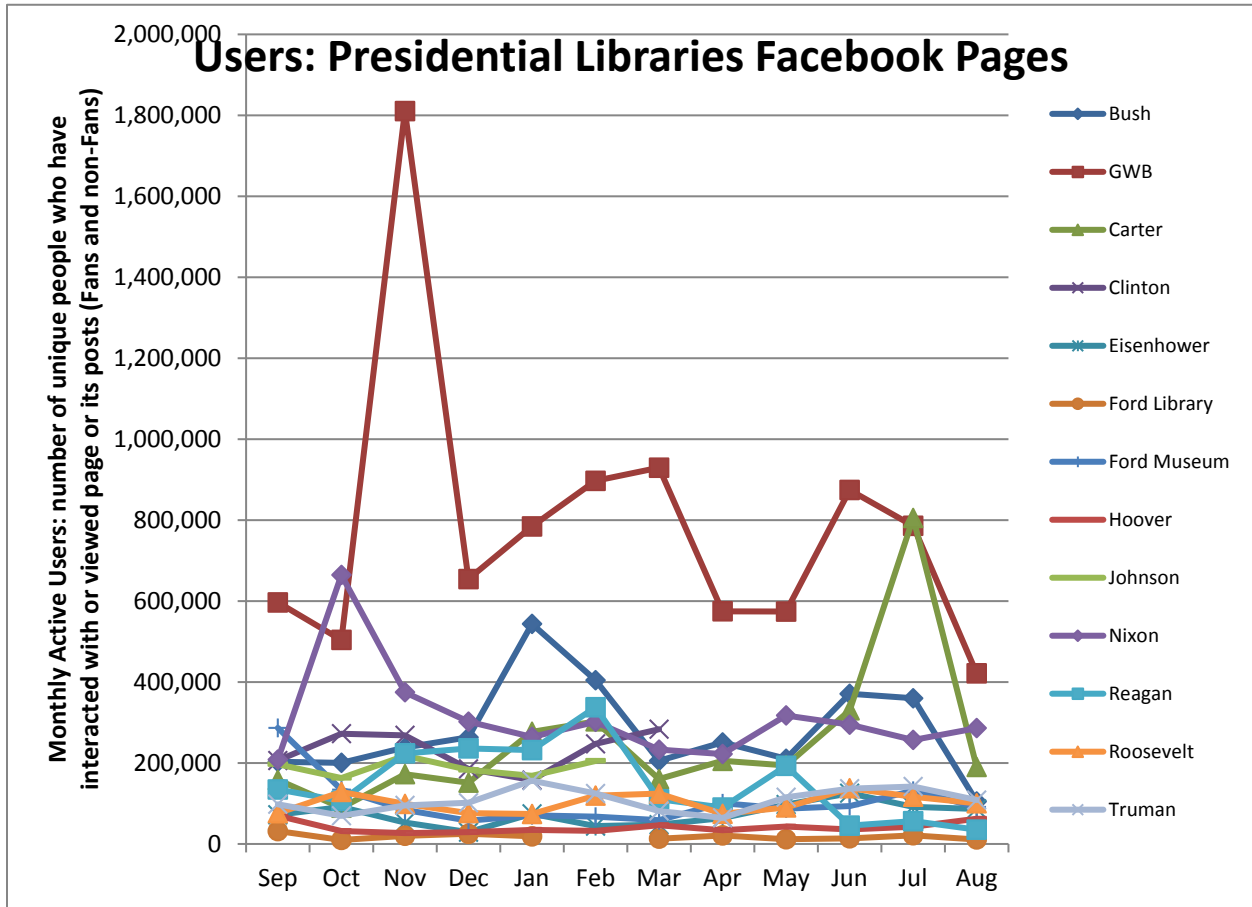




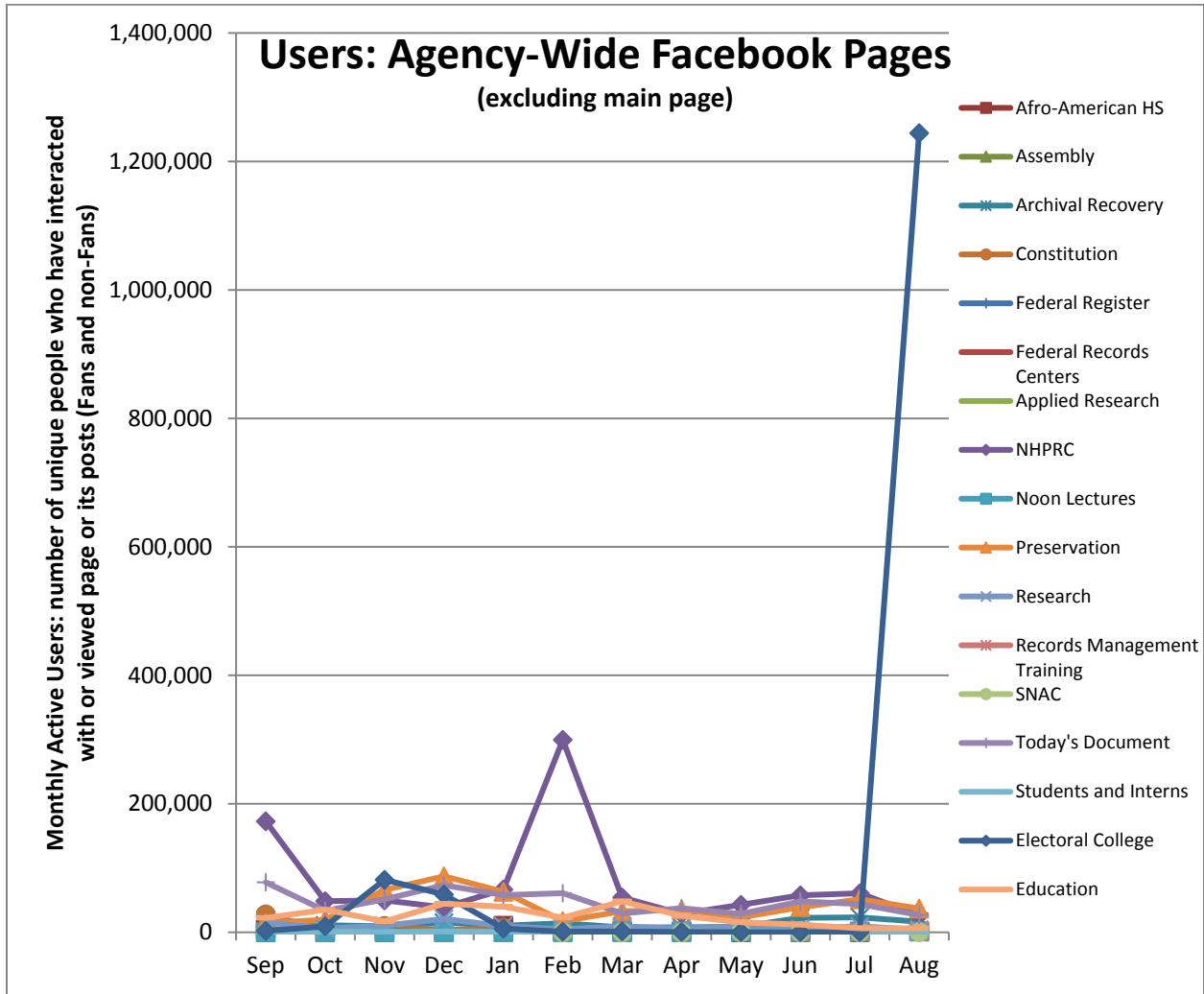
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

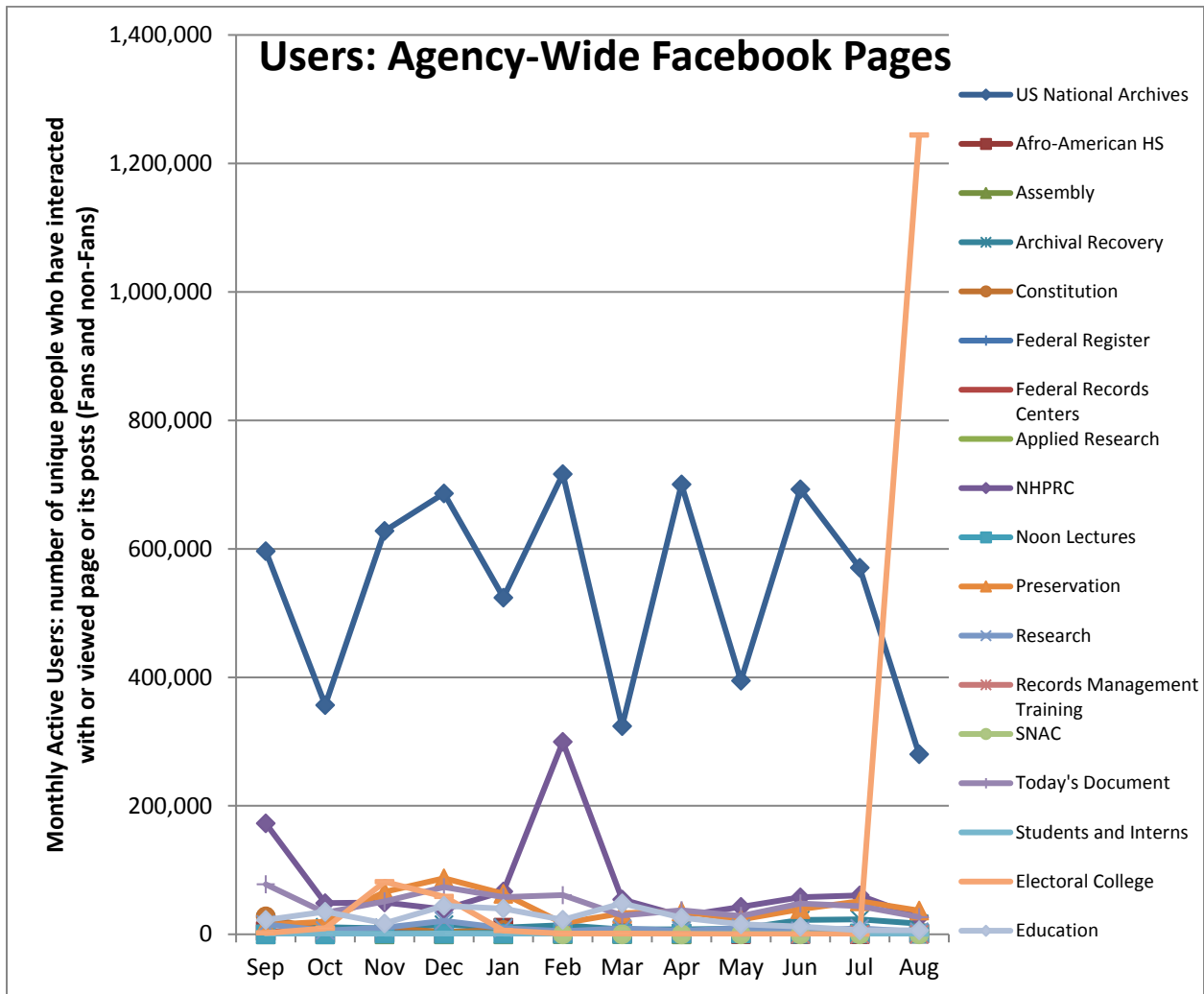


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



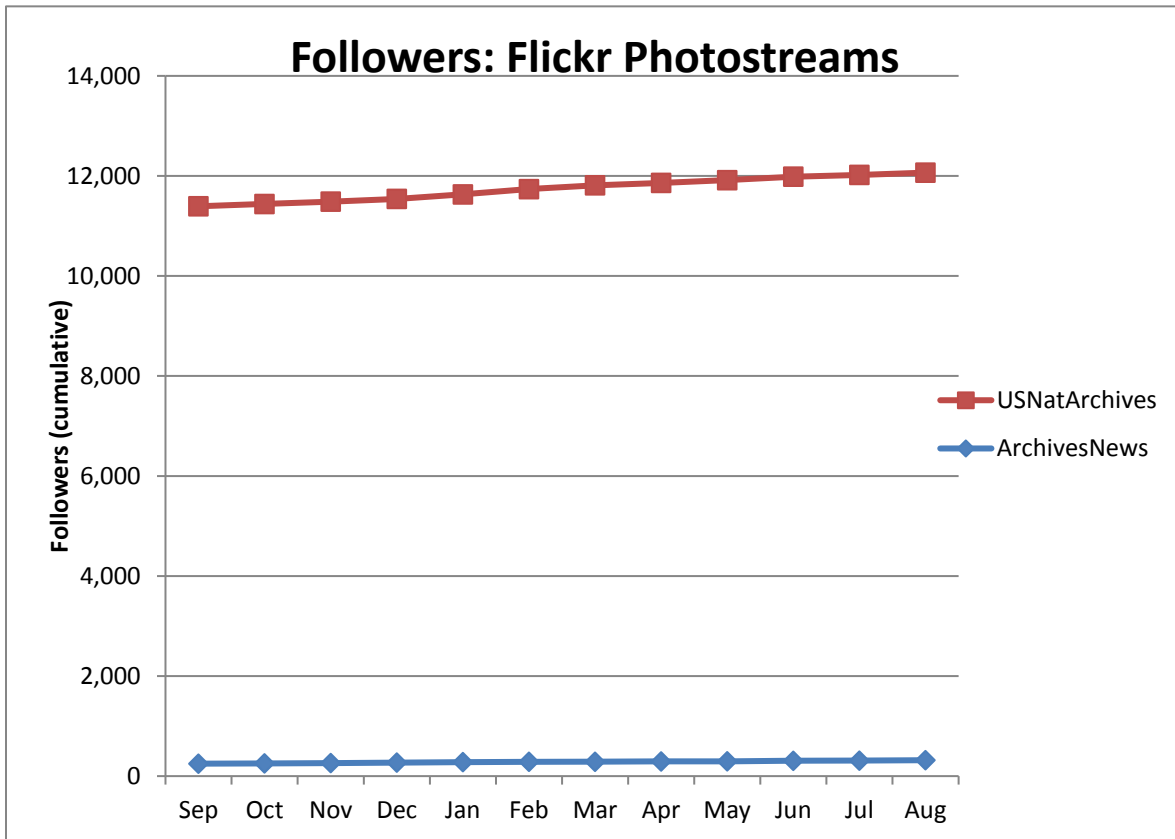
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



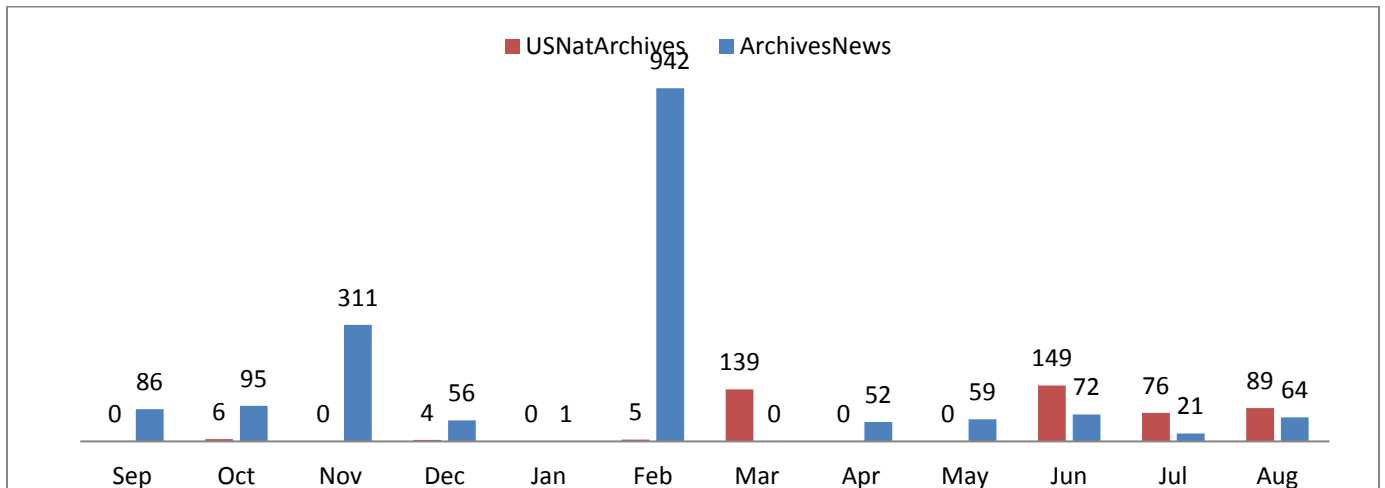


Social Media Tools: Detail View – Flickr

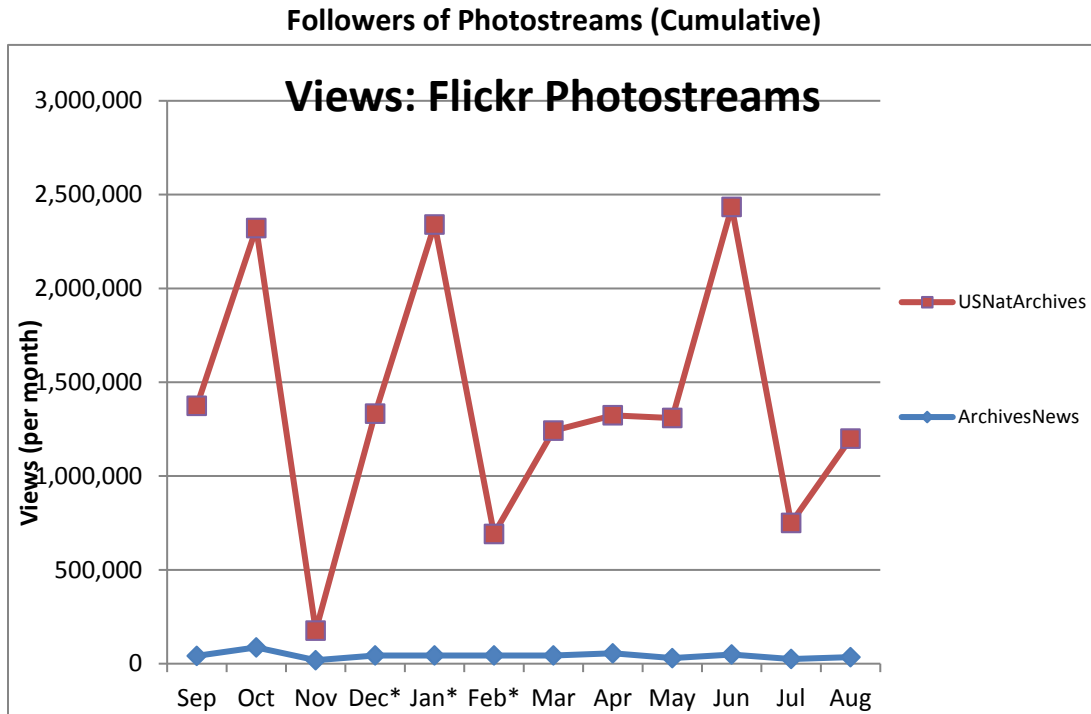
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

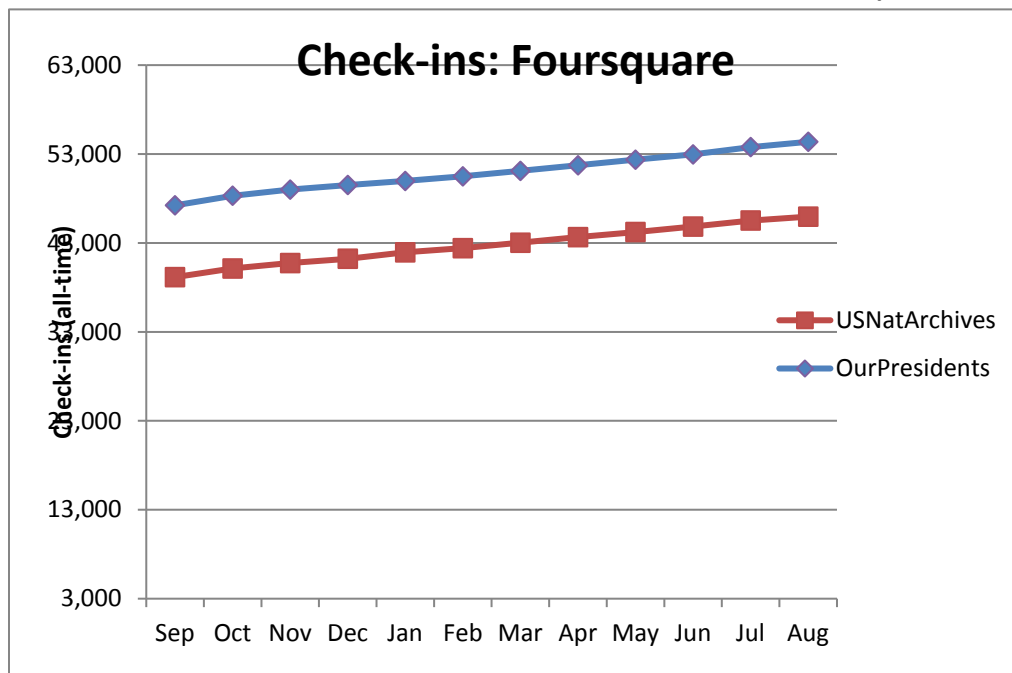






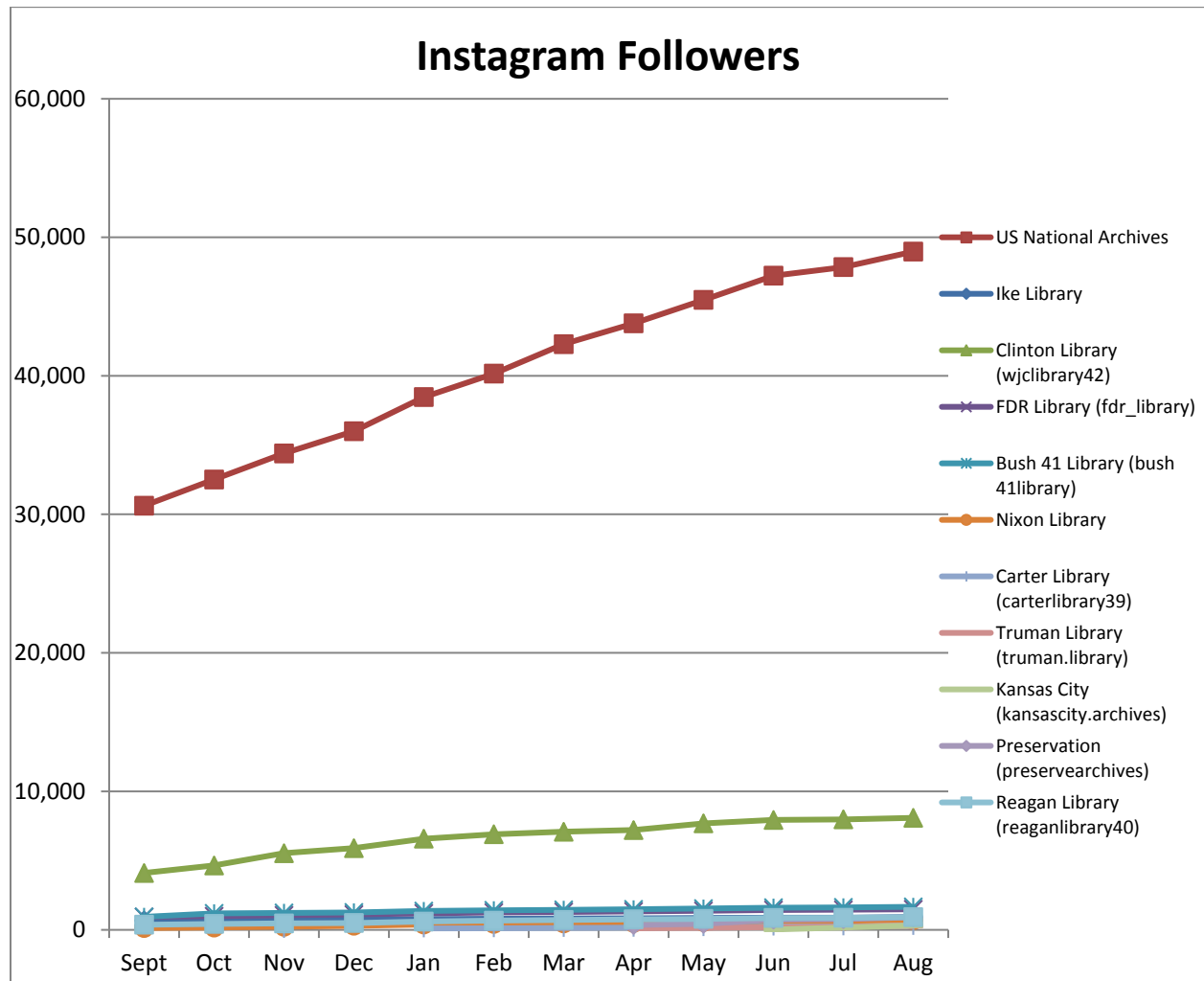
### Social Media Tools: Detail View – Foursquare

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



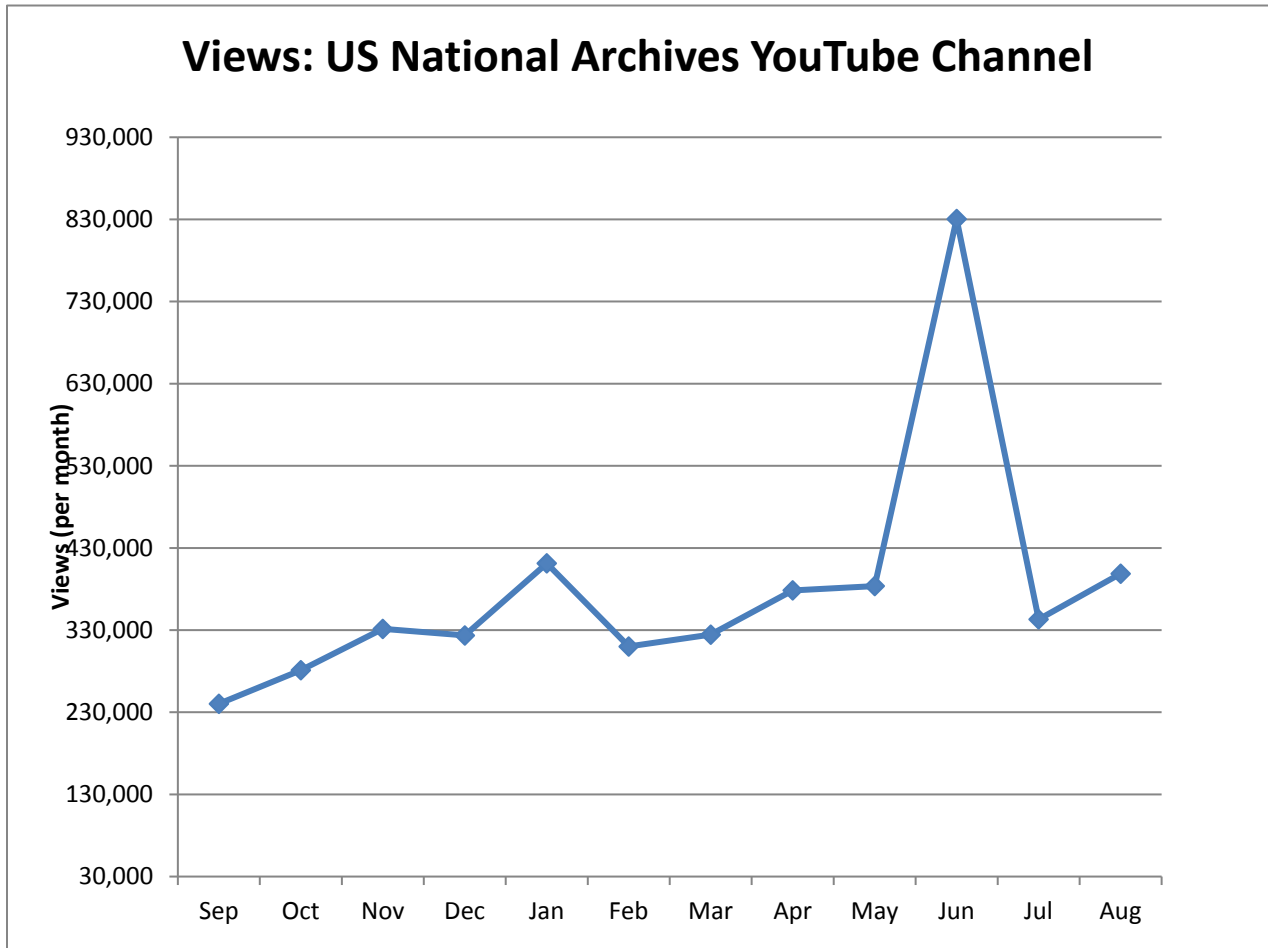
Social Media Tools: Detail View – Instagram

Followers on National Archives Instagram Accounts (Cumulative)

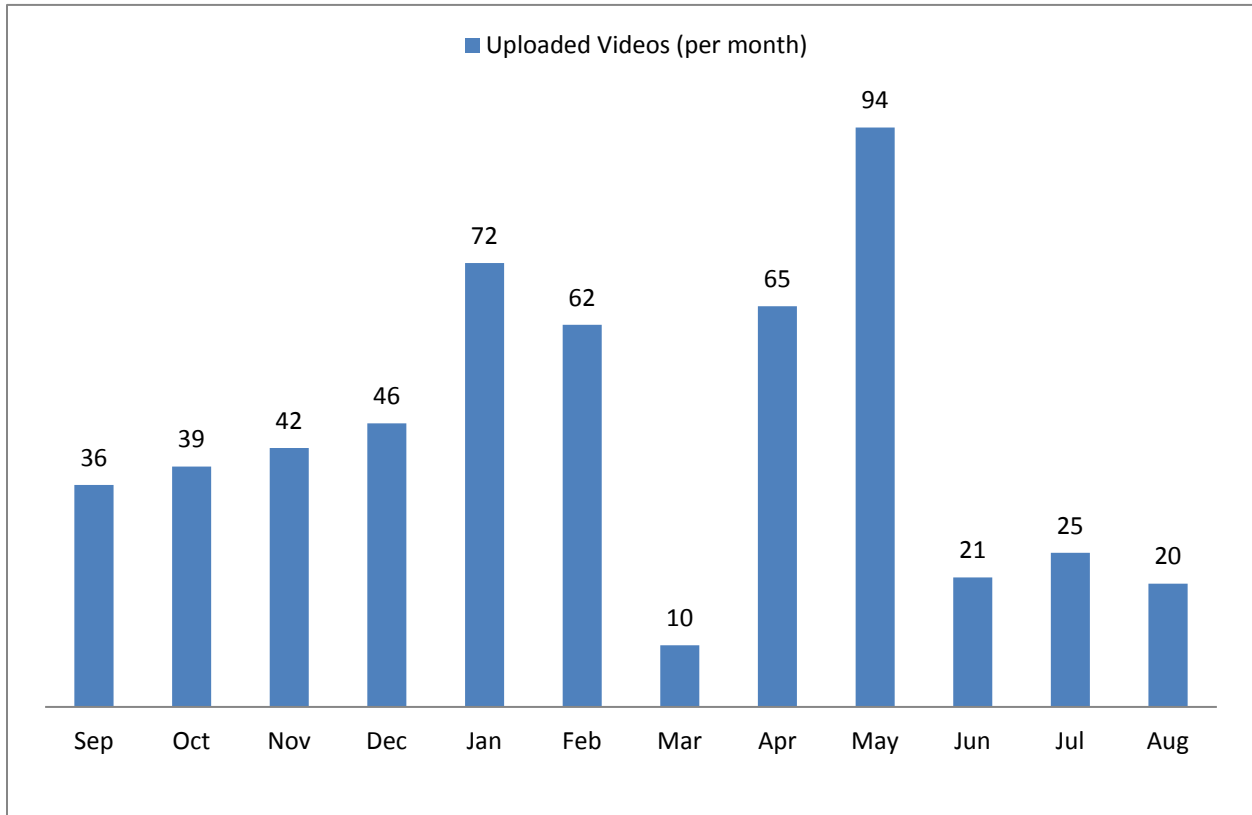


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



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

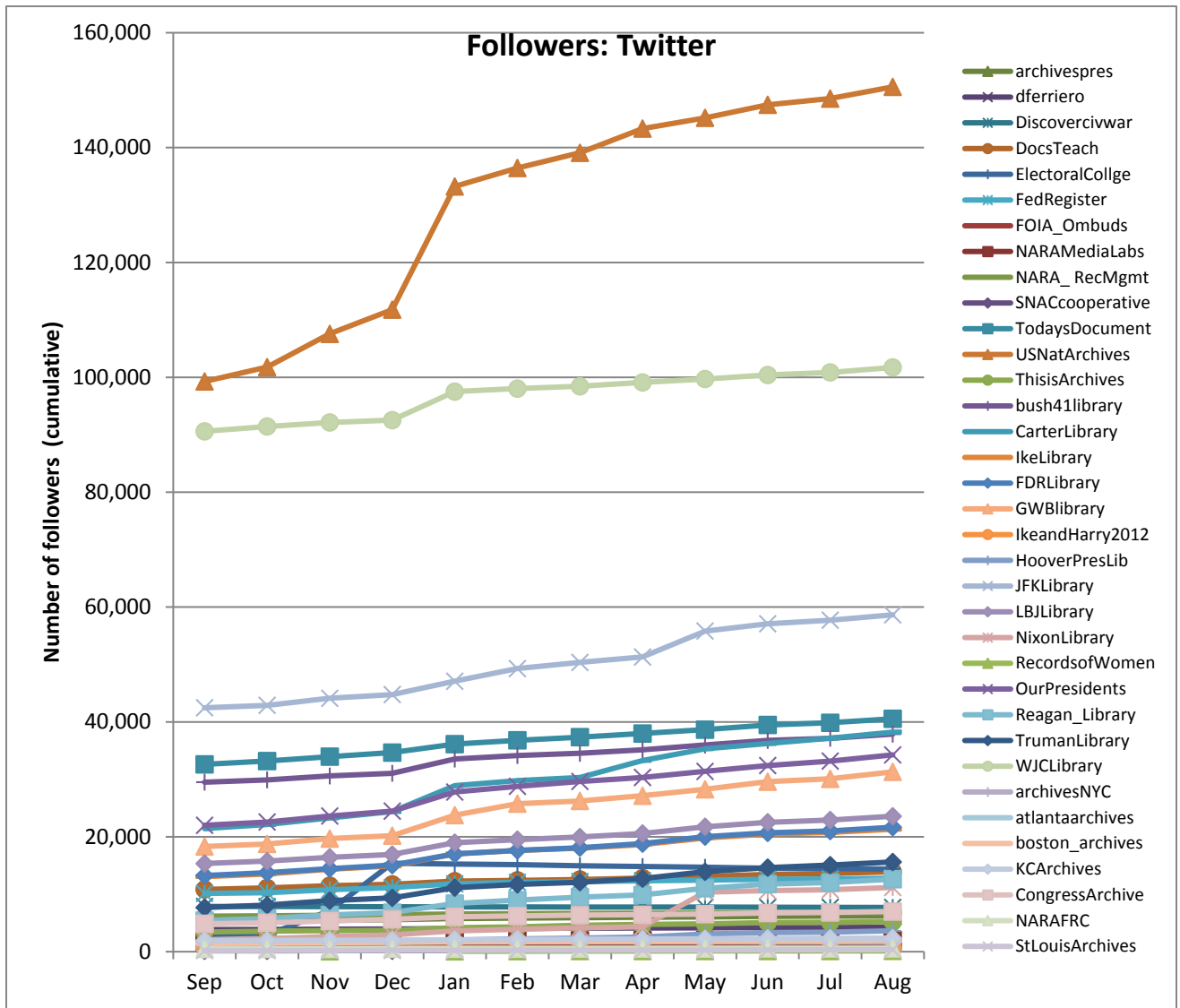


**Top 5 Most Viewed Videos for August 2017 on US National Archives Channel**

Video Title	Views
<a href="#">Stories from the Great Depression</a>	39,087
<a href="#">The Negro Sailor</a>	14,569
<a href="#">The True Glory, 1945 (restored)</a>	8,758
<a href="#">Don't Be a Sucker</a>	7,567
<a href="#">Private Snafu in "Censored," 1944</a>	7,454

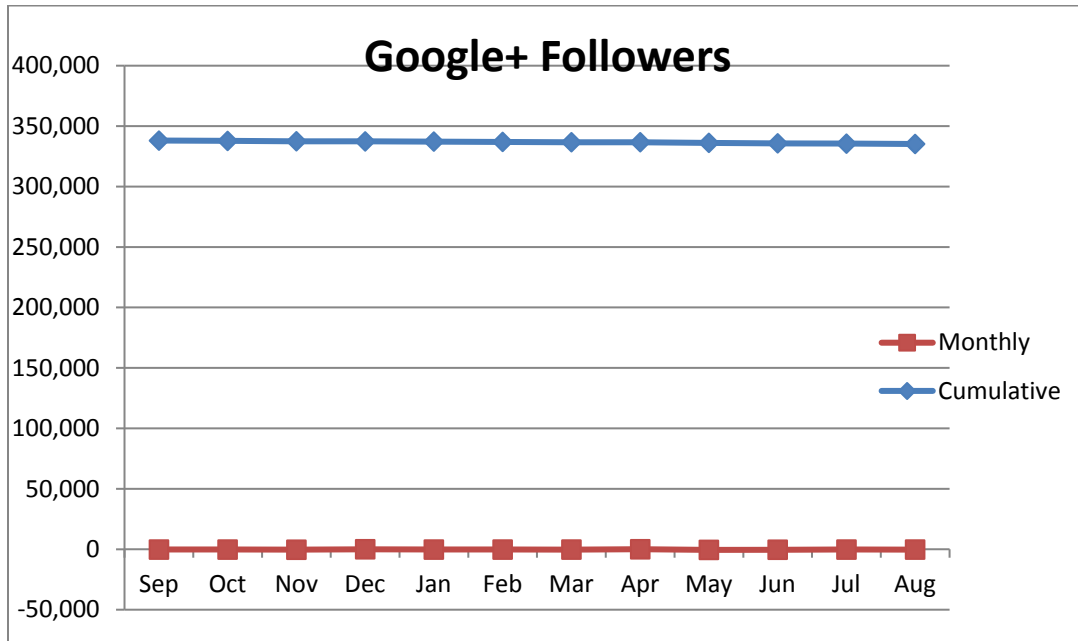
Social Media Tools: Detail View – Twitter

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



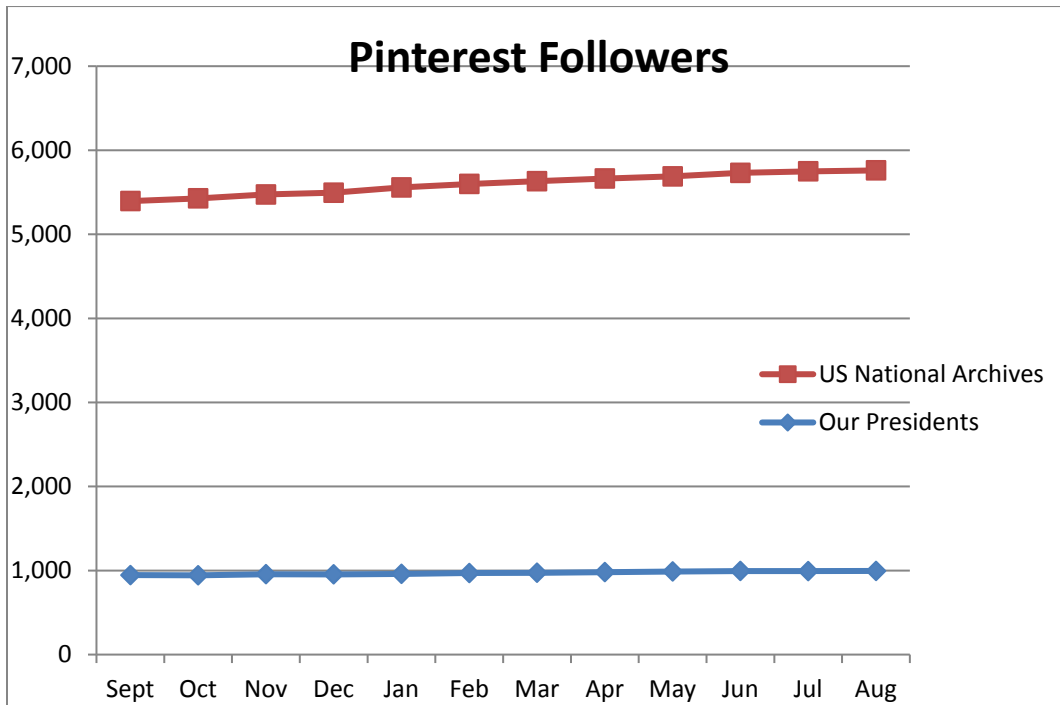
**Social Media Tools: Detail View – Google+**

**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.

	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017
<b>Annotation (NHPRC)</b>	300	126	115	85	99	93	104	87	83	104	165	105
<b>AOTUS</b>	2,243	1,239	1,773	1,200	1,323	1,655	1,553	1,204	1,320	1,883	3,208	1,324
<b>Carter Chronicle</b>	3	2	0	0	0	0	0	0	0	0	0	0
<b>Education Updates</b>	2,793	2,877	2,568	2,598	4,399	4,383	4,402	3,608	6,765	2,386	2,495	2,064
<b>FOIA</b>	895	784	887	701	867	1,169	1,637	883	946	927	966	921
<b>Forward with Roosevelt</b>	1,246	2,787	1,206	3,222	2,613	1,615	1,593	1,817	2,184	988	1,030	1,189
<b>Hoover Heads</b>	2,407	1,857	1,322	1,379	1,156	1,123	1,403	1,061	1,635	1,748	1,735	1,447
<b>JFK Library Archives</b>									19	23	56	1,183
<b>Unwritten Record (formerly Media Matters)</b>	5,328	8,631	7,131	5,899	7,510	9,856	8,036	10,614	6,628	11,091	6,605	4,817
<b>NARAtions</b>	3,764	1,851	1,652	1,962	1,882	2,249	2,057	1,575	1,531	1,853	8,778	2,108
<b>NDC Blog</b>	445	467	406	632	538	508	674	450	761	559	435	539
<b>Reagan Library Education</b>	295	449	532	288	1,253	684	439	488	598	338	639	372
<b>Rediscovering Black History</b>	565	2,821	2,296	3,241	3,144	4,001	2,615	1,815	1,916	1,218	994	1,294
<b>Prologue Blog</b>	14,893	19,460	21,433	16,974	22,259	21,724	21,168	16,018	16,779	15,607	9,172	11,646
<b>Records Express Blog</b>	1,291	1,171	1,169	2,038	1,923	1,613	1,546	1,291	1,350	1,367	1,332	3,962
<b>The Text Message</b>	3,908	4,422	4,742	3,926	5,500	6,571	9,892	4,159	752	2,785	3,970	3,027
<b>Transforming Classification (PIDB)</b>	124	120	201	406	229	209	232	169	205	173	162	182
<b>MONTHLY TOTAL</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>	<b>41,742</b>	<b>36,180</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.

	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017
<b>Annotation (NHPRC)</b>	385	202	166	129	144	171	140	138	123	139	144	103
<b>AOTUS</b>	3,464	2,044	2,833	2,088	2,387	2,636	2,675	2,041	2,323	3,622	5,464	3,691
<b>Carter Chronicle</b>	5	2	0	0	0	0	0	0	0	0	0	0
<b>Education Updates</b>	4,536	4,681	4,396	4,236	6,670	6,813	7,250	5,998	9,078	3,863	3,729	3,092
<b>FOIA</b>	1,523	1,222	1,375	1,124	1,350	1,900	2,832	1,342	1,494	1,589	1,499	1,420
<b>Forward with Roosevelt</b>	2,162	4,021	2,098	4,228	4,130	2,568	2,617	2,834	3,607	1,658	1,534	1,849
<b>Hoover Heads</b>	3,067	2,395	1,886	1,995	1,604	1,649	1,952	1,464	2,125	2,268	2,240	1,890
<b>JFK Library Archives</b>									247	248	313	1,725
<b>Unwritten Record (formerly Media Matters)</b>	11,218	17,981	14,360	12,090	15,714	20,874	18,240	24,289	23,089	21,037	15,021	12,223
<b>NARAtions</b>	5,972	3,361	2,674	3,169	3,309	3,912	3,638	3,031	2,833	2,966	11,400	3,365
<b>Reagan Library Education</b>	529	797	745	431	1,812	1,000	671	698	841	436	858	497
<b>NDC Blog</b>	1,069	1,007	950	1,196	1,113	1,134	1,365	900	1,228	1,040	888	920
<b>Rediscovering Black History</b>	1,547	7,930	7,282	7,386	10,238	9,561	5,984	4,133	4,363	2,462	1,780	2,561
<b>Prologue Blog</b>	23,701	29,010	31,527	27,077	36,470	34,503	34,444	25,173	25,275	21,451	13,617	17,380
<b>Records Express Blog</b>	2,918	2,353	2,534	3,543	3,370	3,199	3,344	2,634	2,482	2,202	2,485	6,591
<b>The Text Message</b>	8,877	9,270	10,283	8,635	10,530	13,697	15,948	9,334	1,592	5,752	8,052	7,219
<b>Transforming Classification (PIDB)</b>	195	186	312	862	364	303	320	259	312	256	271	288
<b>MONTHLY TOTAL</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>	<b>69,295</b>	<b>64,814</b>

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

	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017
<b>Annotation (NHPRC)</b>	13	12	15	16	17	12	10	9	14	13	14	11
<b>AOTUS Blog</b>	65	74	59	61	63	69	75	76	113	70	66	58
<b>AOTUS Tumblr</b>	1	1	2	2	1	1	1	2	1	1	1	2
<b>Carter Chronicle</b>	27	19	16	16	16	16	15	16	13	11	12	13
<b>Education Updates</b>	29	28	30	33	35	34	33	45	32	28	28	25
<b>FOIA Ombudsman</b>	8	9	10	9	8	7	6	7	5	5	6	5
<b>Unwritten Record</b> (formerly Media Matters)	10	8	4	6	8	8	7	5	7	9	11	8
<b>NARAtions</b>	113	86	90	89	87	83	78	95	78	79	79	82
<b>NDC Blog</b>	42	47	42	40	39	45	52	35	32	37	42	39
<b>Prologue</b>	128	113	133	134	135	143	150	123	121	119	126	114
<b>Records Express</b>	48	44	48	50	52	48	44	59	50	50	53	42
<b>Rediscovering Black History</b>	24	25	23	26	28	25	23	21	20	20	19	12
<b>Text Message</b>	45	63	58	58	59	75	90	70	62	78	62	57
<b>Today's Document Tumblr</b>	36	39	37	40	43	42	41	79	38	37	36	31
<b>Transforming Classification (PIDB)</b>	93	62	61	52	43	43	43	40	42	36	42	36
<b>MONTHLY TOTAL</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>	<b>597</b>	<b>535</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.)

	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017
<b>Monthly Total (A+P+R)</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>10,301,390</b>	<b>8,729,312</b>
<b>Agency-Wide Total</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>	<b>2,389,154</b>	<b>3,543,809</b>
US National Archives	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	1,066,568
Afro-American HS	9,815	3,356	4,352	1,857	14,395	3,616	2,798	1,700	316	455	455	1,958
Assembly	30	123	45	90	112	184	194	94				
Archival Recovery	226,435	80,971	81,129	72,973	42,266	81,482	66,008	36,264	40,726	70,444	72,700	56,643
Constitution	69,172	7,941	18,109	6,784	12,641	8,107	5,511	4,810	3,426	1,591	6,609	7,276
Federal Register	6,385	5,823	8,324	6,681	11,715	21,561	16,978	11,945	10,808	8,128	7,840	7,994
Federal Records Centers	289	606	477	225	265	1,081	987	183	395	1,674	1,967	1,492
Applied Research	4,257	3,650	3,725	3,200	5,033	7,259	6,049	3,822	2,459	5,007	249	2,915
NHPRC	375,029	168,885	156,783	147,517	181,676	564,484	173,315	99,488	126,275	165,097	169,674	104,137
Noon Lectures	124	94	6,191	1,589	1,195	4,108	1,581	3,203	5,772	2,101	3,026	2,413
Preservation	36,153	56,097	139,874	205,220	126,478	39,024	67,378	73,220	69,291	83,036	105,443	87,464
Research	35,247	10,003	31,659	42,084	33,913	8,961	24,141	22,204	27,838	12,876	26,194	9,119
Records Management Training										591	132	167
SNAC						0	4	19	5	13	30	47
Today's Document	336,687	220,725	266,792	341,409	236,820	254,965	154,391	169,261	156,198	233,435	212,892	151,151
Students and Interns	1,368	2,046	890	2,085	754	1,463	2,134	899	375	286	344	252
Electoral College	4,177	23,620	191,529	209,450	18,965	2,248	2,311	854	1,168	306	534	2,029,498
Education	99,442	156,550	63,334	125,544	132,885	54,434	135,505	67,161	74,297	36,551	14,915	14,715
<b>Presidential Total</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>	<b>7,676,340</b>	<b>4,996,037</b>
Bush	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	333,148
GWB	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	1,913,469
Carter	398,437	256,631	435,574	363,388	778,523	712,054	427,787	509,640	612,256	820,157	1,612,579	583,057
Clinton	639,439	842,892	692,418	496,171	466,824	597,734	741,419					
Eisenhower	187,969	277,502	161,835	67,428	189,877	122,938	114,916	183,697	243,344	295,660	212,183	233,281
Ford Library	75,764	38,976	69,822	82,462	62,638		59,452	48,764	35,785	42,931	51,727	32,915

Ford Museum	739,488	343,011	205,764	141,304	180,741	149,827	147,417	232,478	223,558	242,750	311,579	223,870
Hoover	184,554	127,124	98,927	84,402	91,885	92,058	126,002	111,927	104,179	89,732	125,190	175,439
Johnson	662,159	556,691	668,786	454,300	441,285	533,611						
Nixon	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	884,657
Reagan	500,821	480,744	906,235	936,467	1,000,295	868,479	384,709	210,375	288,043	125,281	127,695	60,828
Roosevelt	223,834	332,540	366,859	274,234	220,571	351,142	296,843	248,052	292,514	541,479	265,567	278,121
Truman	256,088	195,634	240,280	289,752	380,391	303,220	223,478	164,577	276,725	340,753	356,785	277,252
<b>Regional Total</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>	<b>235,896</b>	<b>189,466</b>
Atlanta	41,943	60,425	45,146	15,558	34,545	8,550	8,431	19,047	8,609	20,538	7,861	9,393
Boston	277,154	551,272	360,322	292,331	328,161	144,145	42,598	38,795	12,018	13,182	11,986	6,509
Chicago	29,806	49,664	38,449	31,534	34,517	27,996	21,546	33,359	23,395	25,993	16,790	12,134
Denver	31,803	42,981	97,709	29,371	6,002	14,176	13,375	5,301	5,267	3,754	936	2,448
Fort Worth	76,637	63,538	71,279	55,900	52,467	42,431	51,772	38,996	19,462	37,562	25,436	16,518
Kansas City	61,047	60,877	108,384	23,348	42,495	31,961	25,041	41,614	32,050	34,266	39,814	30,520
New York	27,349	69,152	25,954	25,808	21,289	18,571	41,493	66,174	19,975	43,955	32,189	31,098
Philadelphia	24,872	20,401	49,882	25,467	23,569	18,571	9,229	11,569	20,824	16,042	6,053	5,812
Riverside	68,383	61,270	36,487	42,416	20,571	22,387	15,974	22,608	60,980	26,110	19,640	43,189
San Francisco										4,791	10,738	8,752
Seattle	22,122	23,016	24,287	20,147	15,230	18,209	17,844	14,051	7,617	5,075	7,072	10,586
St. Louis	10,940	16,221	12,463	34,431	16,382	8,154	19,211	8,140	27,668	78,141	57,381	12,507

## 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.)

	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017
<b>Monthly Total (A+P+R)</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>3,666,881</b>	<b>3,218,352</b>
<b>Agency-Wide Total</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>	<b>772,752</b>	<b>1,650,846</b>
US National Archives	596,571	356,759	627,932	686,383	524,066	716,529	323,955	700,377	394,687	692,762	570,534	280,320
Afro-American HS	4,969	1,760	2,243	747	10,151	1,852	1,554	982	184	220	188	1,271
Assembly	13	16	20	40	63	100	135	38				
Archival Recovery	19,700	10,965	9,256	15,001	10,402	14,107	7,595	7,702	8,581	22,376	23,265	16,561
Constitution	27,874	3,745	9,883	3,450	6,710	3,968	2,357	1,709	1,562	733	2,711	3,783
Federal Register	918	849	2,147	1,328	3,402	5,288	3,982	2,279	1,392	1,444	1,301	1,267
Federal Records Centers	181	253	186	133	181	294	384	94	227	671	1,148	685
Applied Research	1,910	1,353	920	1,799	1,835	2,605	2,917	1,711	1,121	1,902	170	1,203
NHPRC	172,713	48,513	49,625	38,751	66,646	299,523	54,244	28,589	42,687	57,605	60,651	26,300
Noon Lectures	72	61	843	678	687	844	720	1,038	1,426	866	1,450	1,231
Preservation	14,412	19,634	65,924	87,246	63,067	17,401	32,752	35,343	23,089	39,078	51,375	36,972
Records Management Training										5,569	9,265	3,968
Research	15,490	5,904	10,276	20,977	9,596	4,795	9,156	5,670	9,486	96	52	75
SNAC							3	9	4	12	17	38
Today's Document	77,754	33,492	51,316	73,425	57,880	60,901	29,340	37,437	28,618	47,973	43,929	26,748
Students and Interns	713	1,171	464	1,254	468	838	1,351	512	239	187	214	141
Electoral College	2,082	9,169	81,653	58,697	5,704	918	1,225	475	199	114	225	1,244,100
Education	22,324	35,116	16,969	44,393	39,876	22,638	48,181	25,772	15,575	11,992	6,257	6,183
<b>Presidential Total</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>	<b>2,809,809</b>	<b>1,498,001</b>
Bush	203,033	200,442	238,126	263,481	543,521	404,506	205,416	250,883	210,460	370,864	359,837	104,981
GWB	596,571	503,873	1,810,528	654,373	784,474	897,152	929,482	574,659	574,028	874,251	785,764	421,281
Carter	158,336	89,318	172,251	151,464	277,098	302,734	160,352	205,358	194,069	329,960	805,313	190,217
Clinton	206,179	272,392	268,372	185,426	157,884	247,171	283,369					
Eisenhower	72,080	91,072	52,733	29,142	74,541	44,042	47,609	63,942	97,197	125,254	91,672	86,579

Ford Library	31,886	9,823	20,255	25,101	18,711		12,969	21,027	11,574	13,939	21,336	10,980
Ford Museum	286,632	133,997	84,050	57,462	70,750	67,412	58,631	100,521	87,332	93,484	131,469	91,248
Hoover	69,707	31,895	26,847	28,961	34,739	32,161	46,330	33,976	42,884	36,069	42,650	62,164
Johnson	196,901	162,814	217,994	182,812	168,126	205,244						
Nixon	208,550	664,420	374,685	302,190	264,401	301,509	233,023	222,088	317,476	294,736	256,912	286,222
Reagan	134,498	106,424	223,781	236,064	231,871	337,769	110,524	89,838	192,974	45,334	56,284	35,263
Roosevelt	76,181	128,430	99,005	76,315	74,004	119,461	124,405	74,434	90,030	137,713	116,613	100,501
Truman	98,110	69,574	95,241	101,788	156,344	124,683	81,480	64,339	115,334	136,602	141,959	108,565
<b>Regional Total</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>	<b>84,320</b>	<b>69,505</b>
Atlanta	8,351	7,561	10,363	4,607	8,730	4,775	4,588	7,460	4,425	7,948	3,499	4,291
Boston	26,316	102,277	34,086	78,081	47,848	34,683	12,735	13,049	7,430	5,097	5,350	3,532
Chicago	6,365	6,774	6,787	7,692	10,155	8,038	5,125	9,313	6,465	7,788	4,425	3,299
Denver	11,741	17,773	52,349	12,470	2,202	6,722	4,219	3,428	2,835	1,840	567	1,330
Fort Worth	10,131	11,483	9,277	12,793	14,646	8,429	7,472	6,781	4,714	9,116	6,016	5,352
Kansas City	4,704	3,982	23,130	6,045	10,297	9,894	6,921	14,433	9,787	11,515	14,357	8,715
New York	7,426	27,740	6,674	8,804	7,327	7,847	12,967	34,528	7,684	23,181	9,036	8,983
Philadelphia	6,704	6,087	18,822	7,897	6,646	3,334	3,264	3,867	7,946	4,626	2,796	2,518
San Francisco										5,383	3,927	20,121
Riverside	5,827	11,560	11,160	10,620	4,724	3,566	5,621	5,432	24,042	1,882	4,674	2,835
Seattle	10,458	6,132	3,702	7,788	4,460	4,487	4,017	3,076	2,219	1,307	2,141	3,028
St. Louis	4,120	5,364	4,578	12,907	7,412	3,757	8,201	3,050	10,965	30,862	27,532	5,501

APPENDIX V: Twitter Followers (Cumulative)

	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017
archivespres	5,252	5,347	5,441	5,567	5,770	5,840	5,914	5,968	6,044	6,154	6,916	6,206
dferriero	3,838	3,883	3,922	3,946	4,017	4,038	4,105	4,117	4,135	4,189	4,208	4,248
Discovercivwar	7,872	7,856	7,844	7,828	7,801	7,792	7,772	7,769	7,759	7,734	7,723	7,701
DocsTeach	10,842	11,107	11,496	11,733	12,274	12,411	12,565	12,819	13,114	13,448	13,612	13,918

ElectoralCollge	2,722	2,909	7,154	15,391	15,261	15,151	14,966	14,824	14,698	14,540	14,492	14,393
FedRegister	10,140	10,266	10,785	11,152	11,829	12,072	12,221	12,342	12,459	12,598	12,671	12,787
FOIA_Ombuds	815	850	933	963	1,077	1,161	1,233	1,321	1,399	1,453	1,529	1,553
NARAMediaLabs	1,784	1,808	1,825	1,854	1,917	1,959	1,985	2,013	2,034	2,049	2,047	2,053
NARA_RecMgmt	6,191	6,242	6,335	6,431	6,579	6,624	6,661	6,687	6,708	6,759	6,778	6,816
SNAC	159	161	166	172	184	193	275	291	309	340	398	412
TodaysDocument	32,616	33,198	33,955	34,674	36,143	36,802	37,346	37,982	38,663	39,471	39,855	40,553
USNatArchives	99,280	101,795	107,575	111,784	133,245	136,444	139,103	143,314	145,187	147,457	148,539	150,571
ThisisArchives	3,425	3,565	3,668	3,712	4,163	4,330	4,587	4,743	4,843	5,078	5,130	5,217
Bush41library	29,510	29,910	30,604	31,065	33,545	34,159	34,539	35,159	35,985	36,796	37,153	37,880
CarterLibrary	21,440	22,142	23,289	24,387	28,907	29,772	30,324	33,288	35,329	36,246	37,181	38,226
IkeLibrary	13,062	13,520	14,345	14,928	17,025	17,624	18,015	18,654	19,804	20,483	20,782	21,320
FDRLibrary	13,260	13,745	14,461	15,075	17,026	17,633	18,112	18,818	20,027	20,688	21,016	21,671
GWBLibrary	18,317	18,757	19,690	20,200	23,773	25,766	26,246	27,158	28,277	29,600	30,095	31,312
IkeandHarry2012	663	662	664	670	668	670	670	671	668	669	669	667
HooverPresLib	1,112	1,236	1,417	1,571	2,032	2,234	2,382	2,542	3,081	3,312	3,408	3,634
JFKLibrary	42,467	42,899	44,134	44,763	47,100	49,299	50,365	51,312	55,818	57,092	57,726	58,649
LBJLibrary	15,352	15,775	16,437	16,919	18,982	19,510	19,971	20,583	21,749	22,519	22,925	23,585
NixonLibrary	2,081	2,294	2,616	2,918	3,626	3,890	4,142	4,318	10,372	10,625	10,798	11,183
RecordsofWomen			64		75	84	105	109	116	119	123	130
OurPresidents	22,009	22,571	23,617	24,470	27,804	28,795	29,637	30,338	31,397	32,414	33,184	34,267
Reagan_Library	5,442	5,759	6,401	6,817	8,378	8,985	9,478	9,877	11,045	11,771	12,032	12,622
TrumanLibrary	7,685	8,110	8,882	9,375	11,142	11,711	12,091	12,731	13,925	14,640	15,077	15,621
WJCLibrary	90,602	91,444	92,139	92,558	97,520	98,051	98,446	99,113	99,705	100,415	100,859	101,726
ArchivesNYC	213	293	338	378	436	472	530	563	595	665	677	711
atlantaarchives	1,627	1,633	1,645	1,658	1,695	1,720	1,740	1,746	1,746	1,763	1,761	1,766
Boston_archives	1,402	1,486	1,557	1,658	1,747	1,814	1,839	1,871	1,905	1,939	1,955	2,025
KCArchives	1,927	1,946	1,982	2,033	2,083	2,130	2,163	2,192	2,249	2,302	2,314	2,366
CongressArchive	4,854	5,032	5,344	5,638	6,067	6,217	6,357	6,440	6,534	6,736	6,840	6,992
NARAFRC	479	487	494	501	522	526	538	544	550	556	556	557
StLouisArchives	183	197	213	218	236	242	262	270	282	313	319	337
<b>TOTAL</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>	<b>680,628</b>	<b>693,675</b>

APPENDIX VII: **Google+** Followers

	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017
<b>Monthly Followers</b>	-250	-250	-364	-39	-234	-223	-314	31	-525	-422	-207	-315
<b>Cumulative Followers</b>	338,086	337,836	337,472	337,433	337,199	336,976	336,662	336,693	336,168	335,746	335,539	335,224

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

	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017
<b>US National Archives</b>	5,395	5,427	5,474	5,495	5,558	5,598	5,632	5,663	5,689	5,731	5,749	5,760
<b>Our Presidents</b>	945	943	956	954	960	970	973	981	988	6,725	6,742	6,755

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

	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017
<b>US National Archives</b>	30,621	32,513	34,394	35,998	38,464	40,157	42,288	43,784	45,478	47,228	47,850	48,965
<b>Ike Library</b>	672	689	715	744	783	797	819	832	858	874	882	925
<b>Clinton Library</b>	4,107	4,650	5,533	5,897	6,581	6,900	7,085	7,205	7,688	7,937	7,976	8,085
<b>FDR Library</b>	933	985	1,050	1,105	1,192	1,253	1,292	1,330	1,375	1,434	1,449	1,484
<b>Bush 41 Library</b>	939	1,189	1,222	1,258	1,360	1,414	1,444	1,485	1,538	1,598	1,624	1,661
<b>Nixon Library</b>	131	165	224	295	383	426	463	495	558	616	654	700
<b>Carter Library</b>			64		104	117	141	153	192	241	251	283
<b>Truman Library</b>								110	144	195	222	288
<b>Kansas City</b>										24	171	308
<b>Preservation</b>								760	440	738	771	910
<b>Reagan Library</b>	369	425	464	496	598	664	717	760	791	856	867	916

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

	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017
<b>Channel Views</b>	28,308	28,504	28,777	28,916	29,156	38,941	57,973	84,528	99,501	124,089	130,895	141,886



APPENDIX XI: **YouTube** Channel Views

	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017
<b>Channel Views</b>	240,338	281,172	331,571	323,519	411,269	310,059	324,508	378,321	383,611	830,511	343,096	398,761