

SEPTEMBER FY2017 OVERVIEW

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	75,830 Views	40,924 Visitors
Tumblr Blogs	10,610 Views	5,472 Visitors
Facebook	6,006,578 Impressions	1,669,501 Reach
National Archives YouTube Channel	282,220 Views	48,415 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	1,207,983 Views	12,425 Total Contacts
Instagram	--	65,879 Total Followers
Twitter (all NARA feeds)	--	706,248 Total Followers
FourSquare	1,048 New Check-ins	0 New Followers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2017 Views	FY 2016 Views
Archives.gov Blogs	998,735	900,871
Tumblr Blogs	250,590	265,823
Facebook	126,197,424	144,274,204
National Archives YouTube Channel	4,598,618	2,449,503
Flickr (USNatArchives & ArchivesNews)	16,801,960	20,737,950

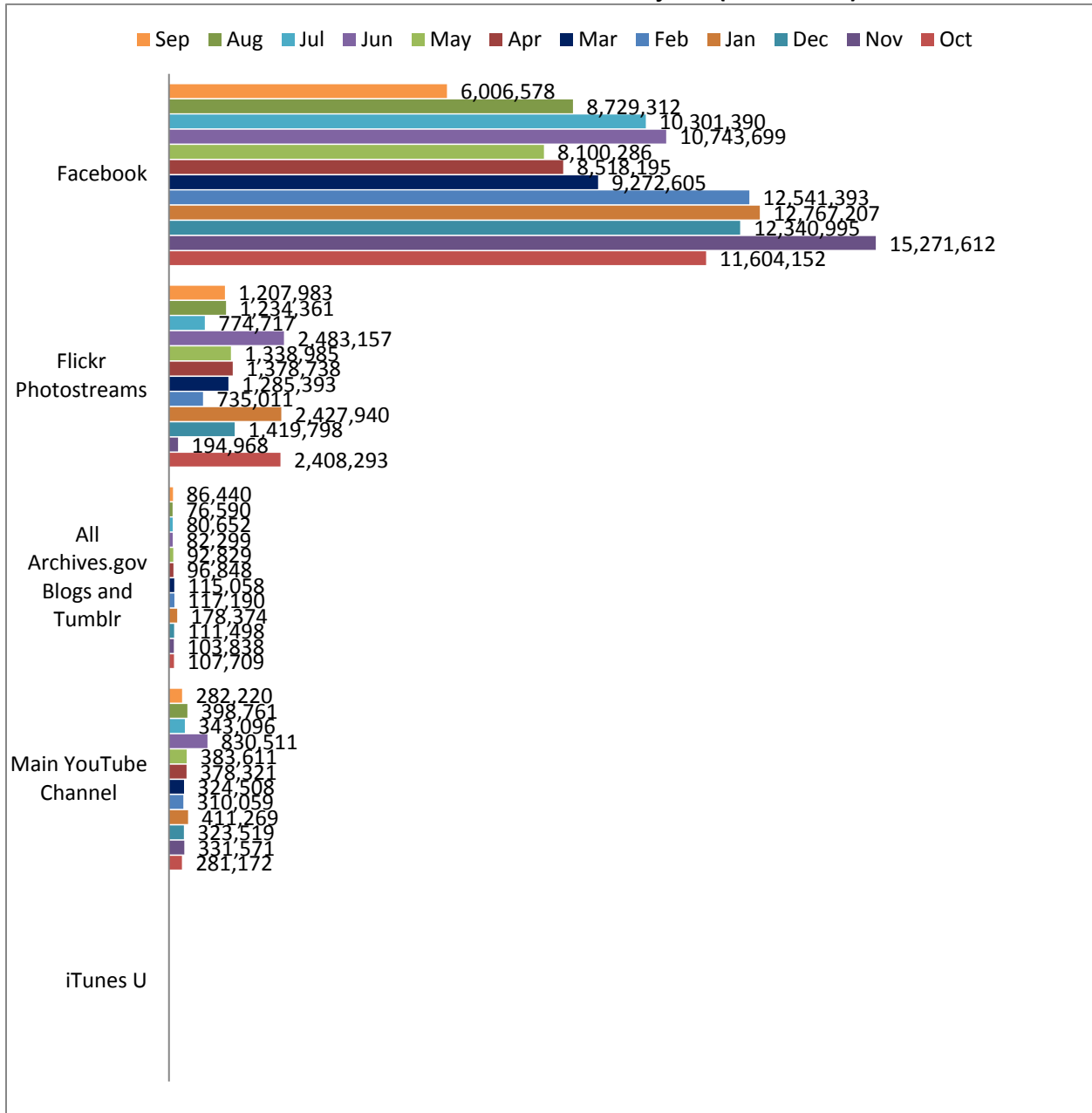
EXTERNAL BLOGS AND TUMBLR

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](#)

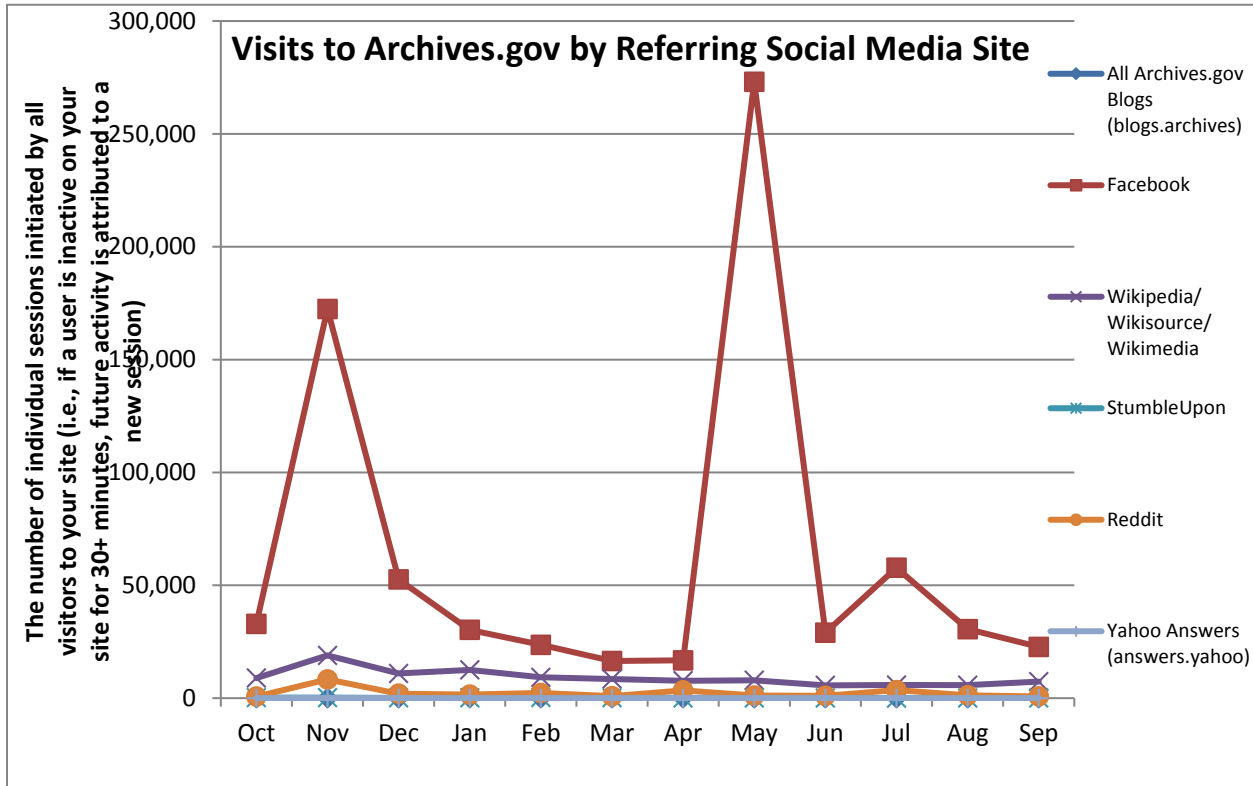
SOCIAL MEDIA TOOLBOX (Tools currently in use)

- 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)

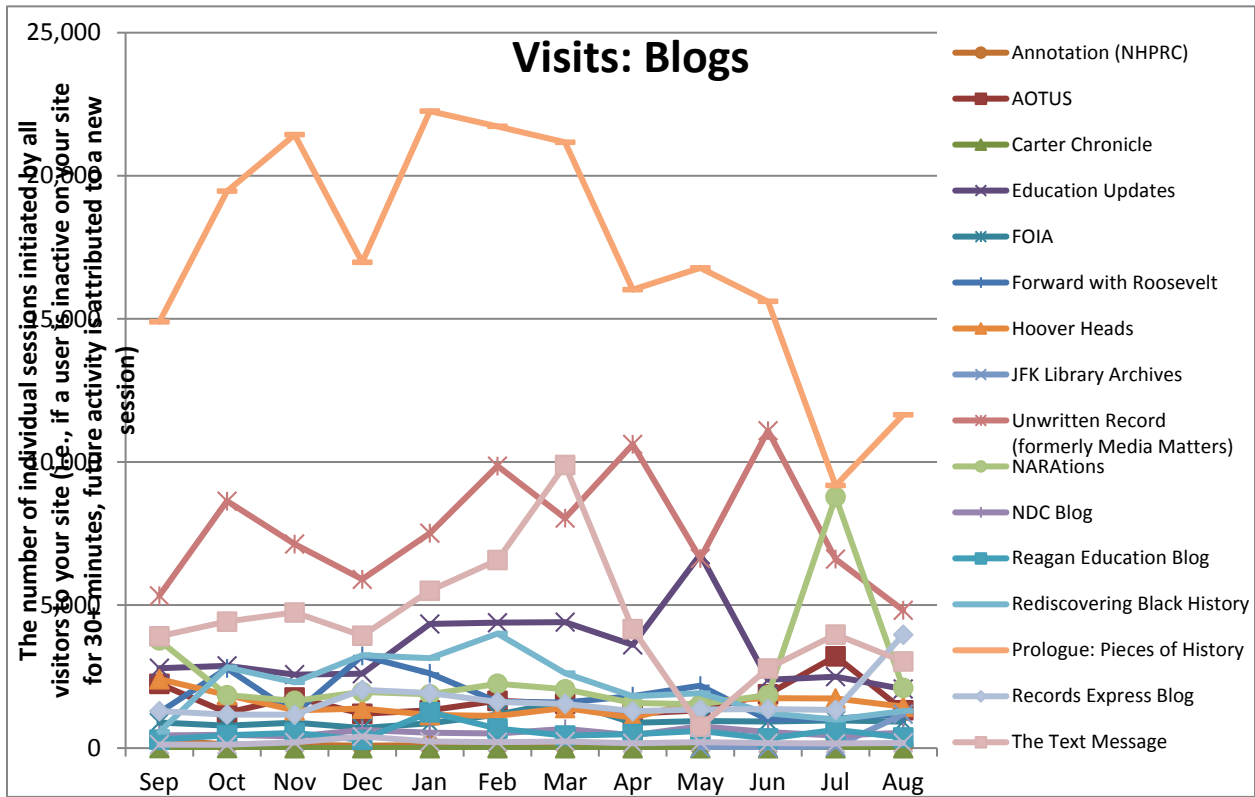


New External Social Media Projects: August Projects

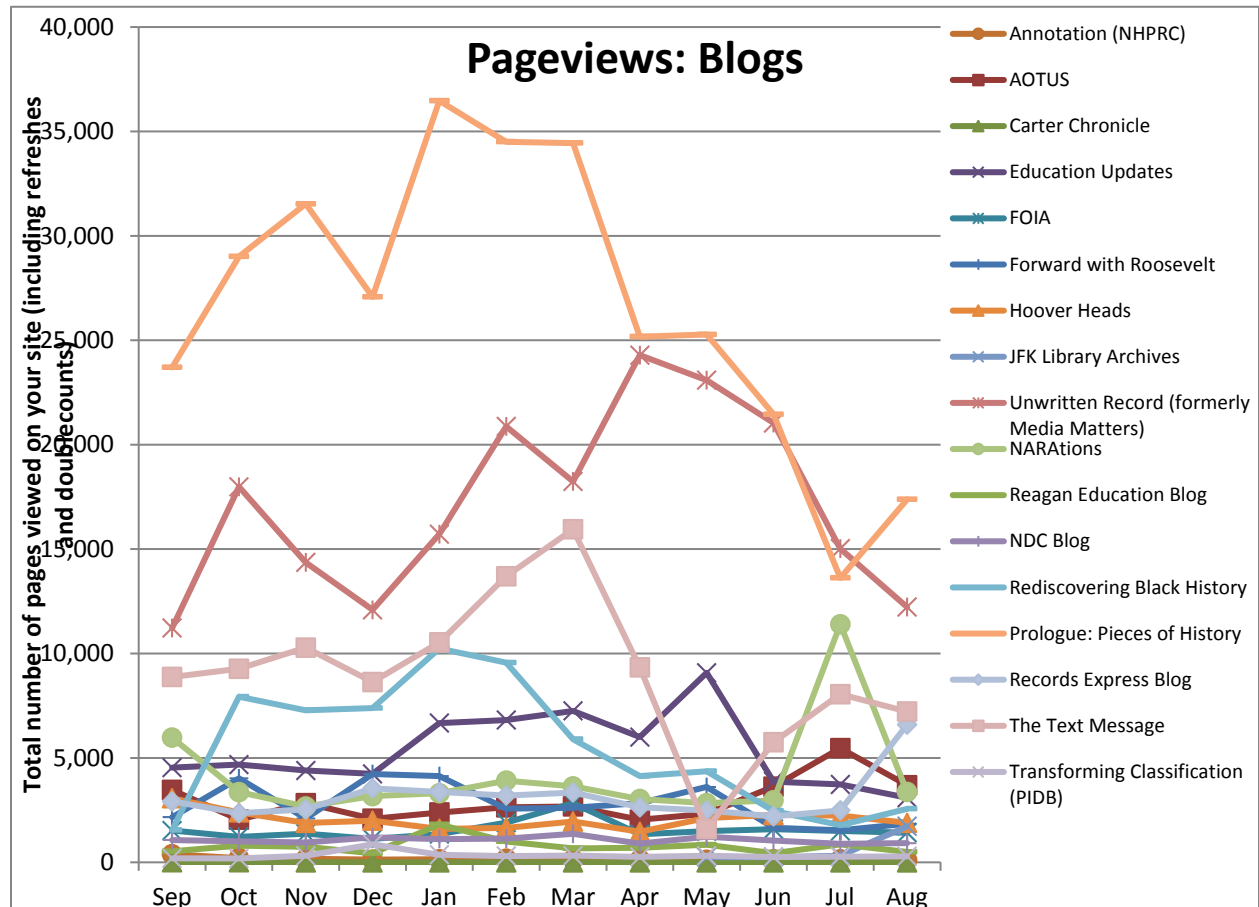
	Qzr	Facebook	Giphy	Twitter	Pinterest	Tumblr	Blog	YouTube	Instagram
Oct 2016				1		1			1
Nov 2016									
Dec 2016									
Jan 2017									
Feb 2017									1
Mar 2017									
Apr 2017									1
May 2017							1		
Jun 2017		2							1
Jul 2017									
Aug 2017									
Sept 2017									1

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

Blog Visits (Source: Appendix II.A)



Blog Pageviews (Source: Appendix II.B)

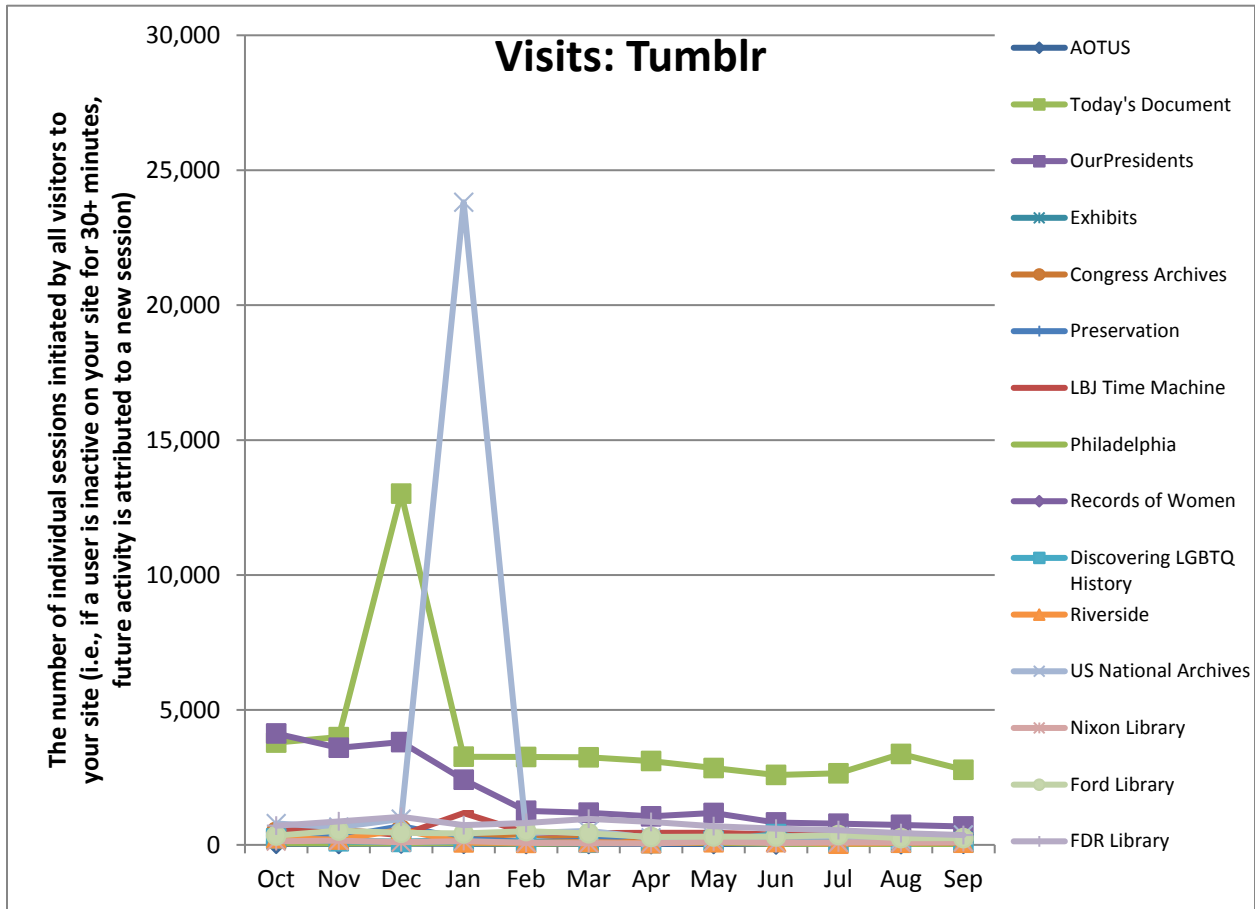


Top 5 Most Viewed Blog Posts in September 2017

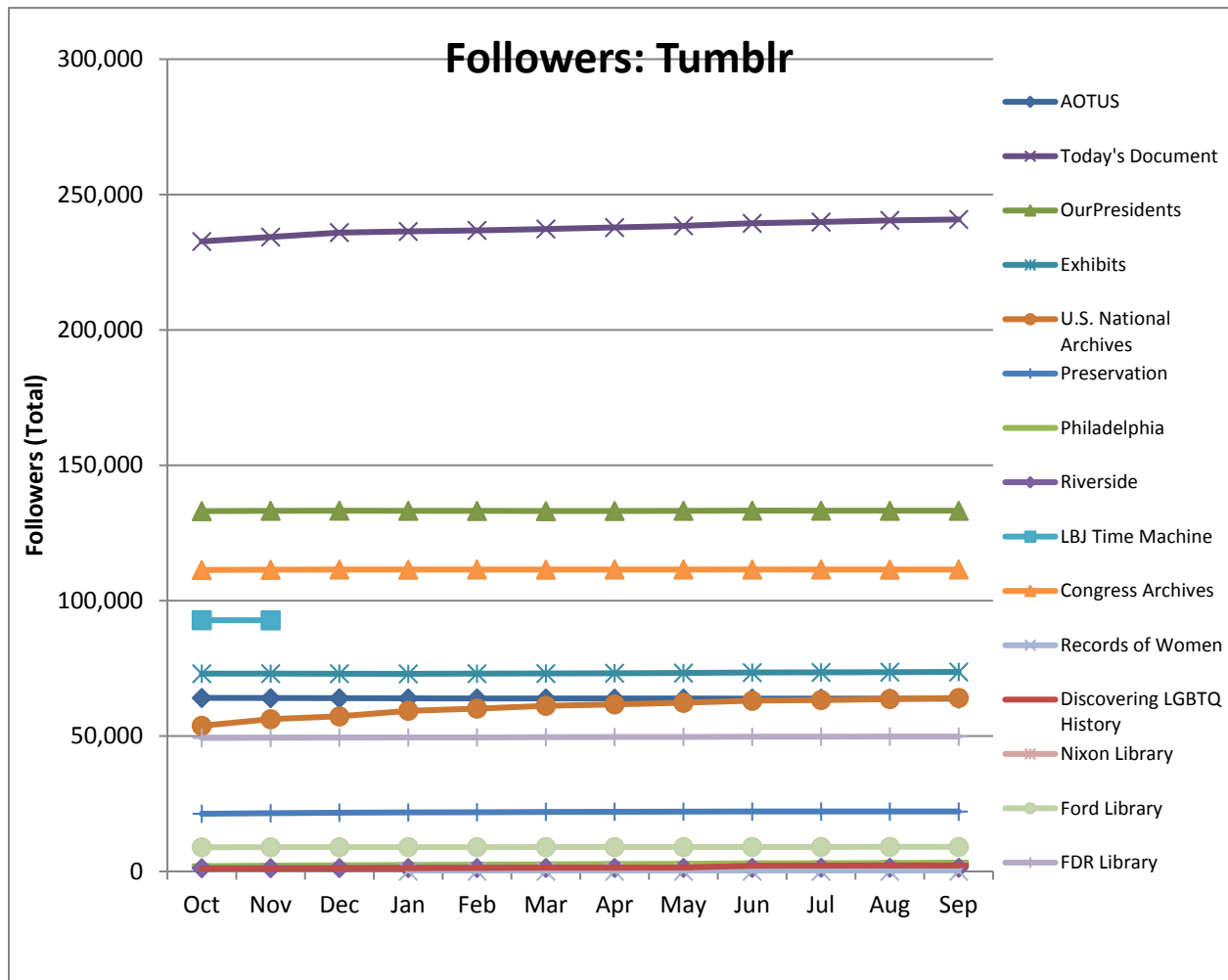
Blog	Pageviews	Post Title
The Unwritten Record	1,386	Now You See Me, Now You ... Still See Me? Hand-Painted British Dazzle Camouflage Templates from WWI
The Unwritten Record	1,158	How to Research: Photographs Relating to World War II Navy Ships
Pieces of History	1,124	The Compromise of 1790
Pieces of History	1,093	National Hispanic Heritage Month/ Mes de la Herencia Hispana
The Unwritten Record	863	60 Years On: The Little Rock Nine

Social Media Tools: Detail View – Tumblr

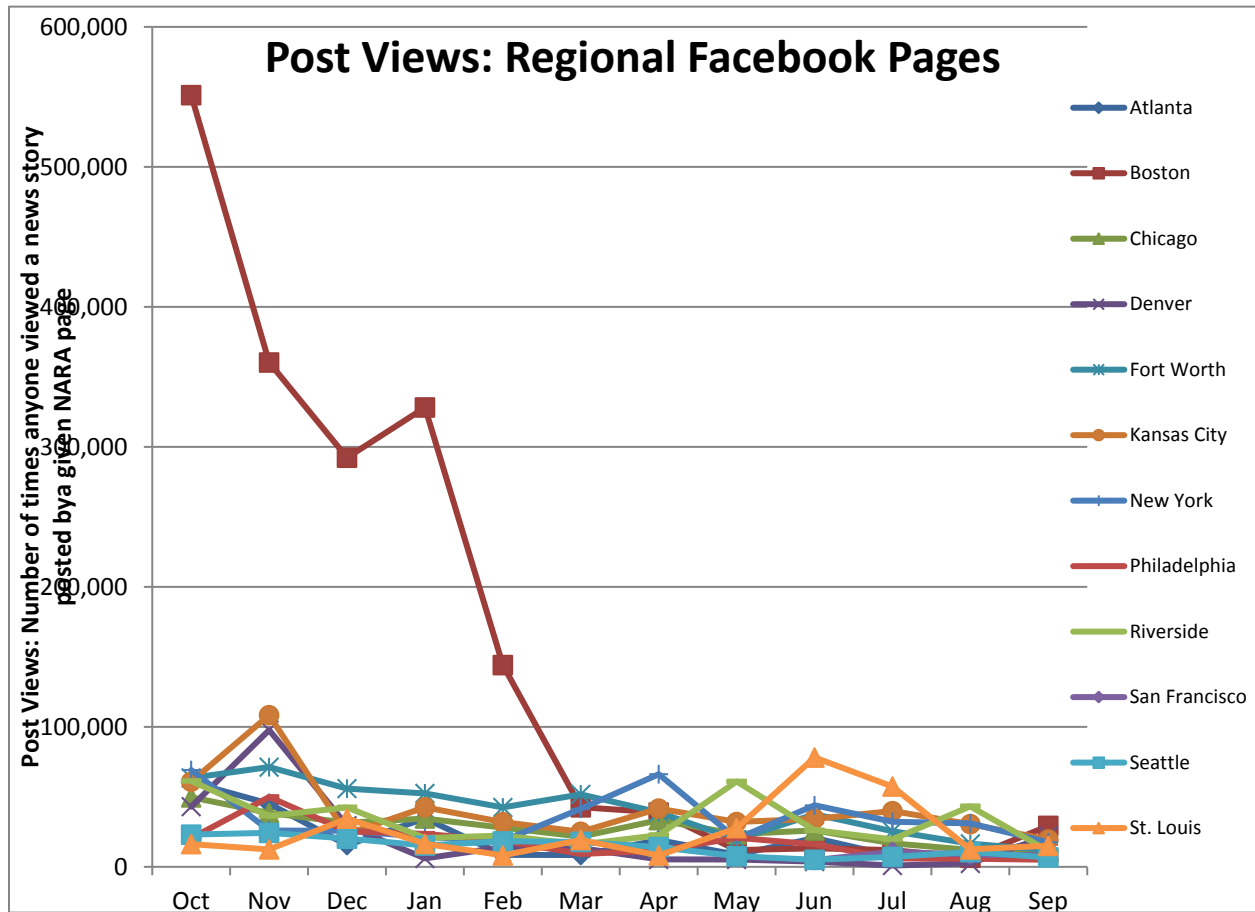
Tumblr Visits



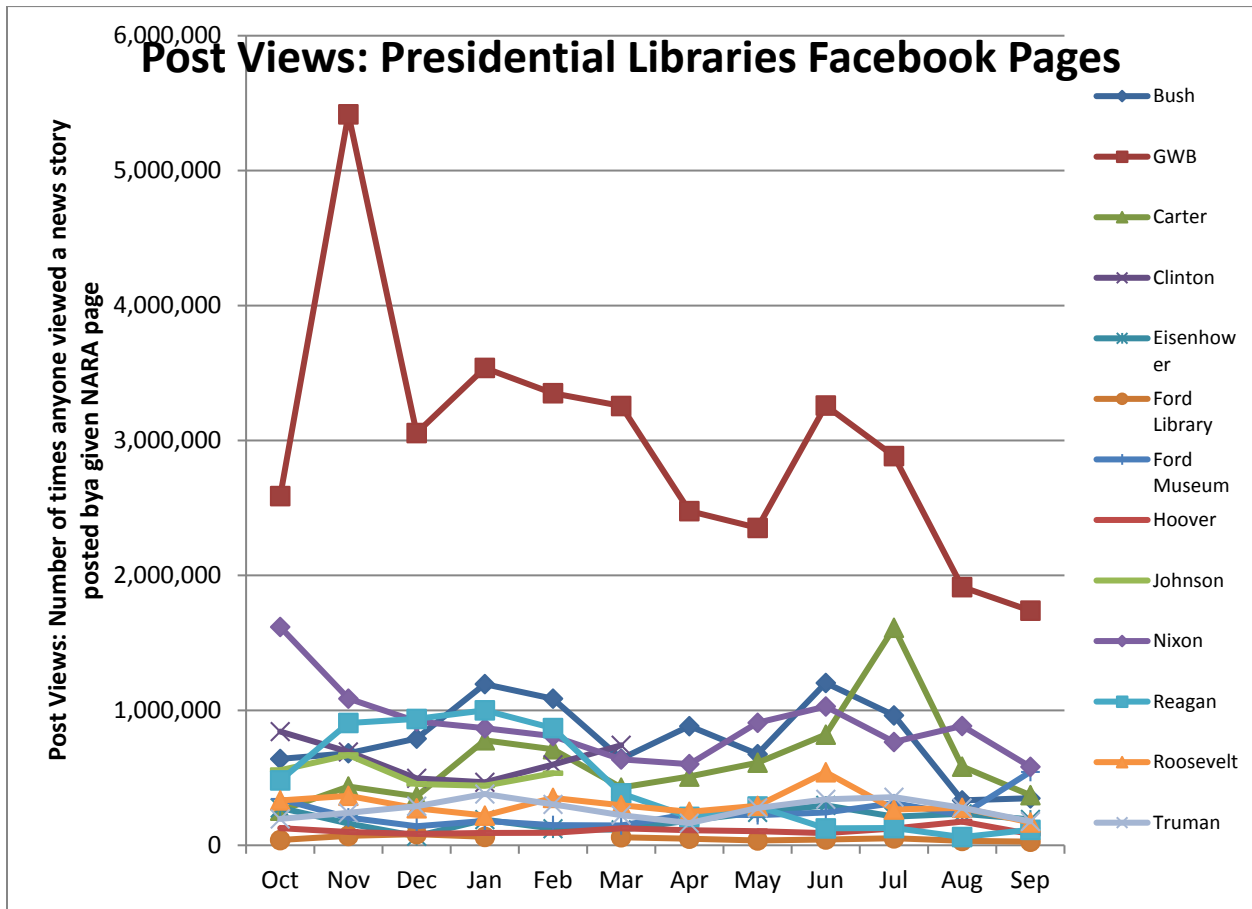
Followers on Tumblr (Source: Appendix IV)



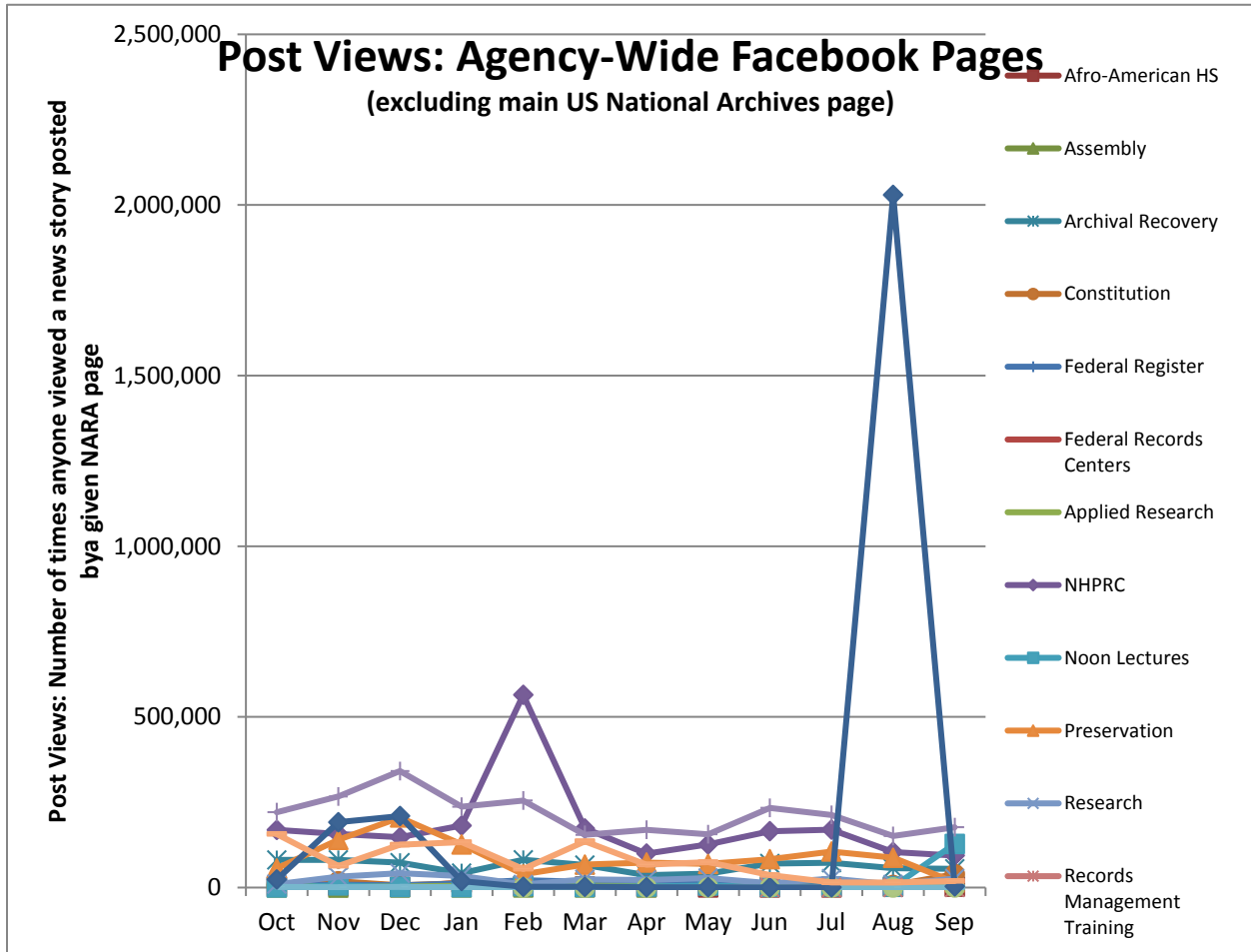
Social Media Tools: Detail View – Facebook
Post Views on Regional Pages (Source: Appendix IV.A)

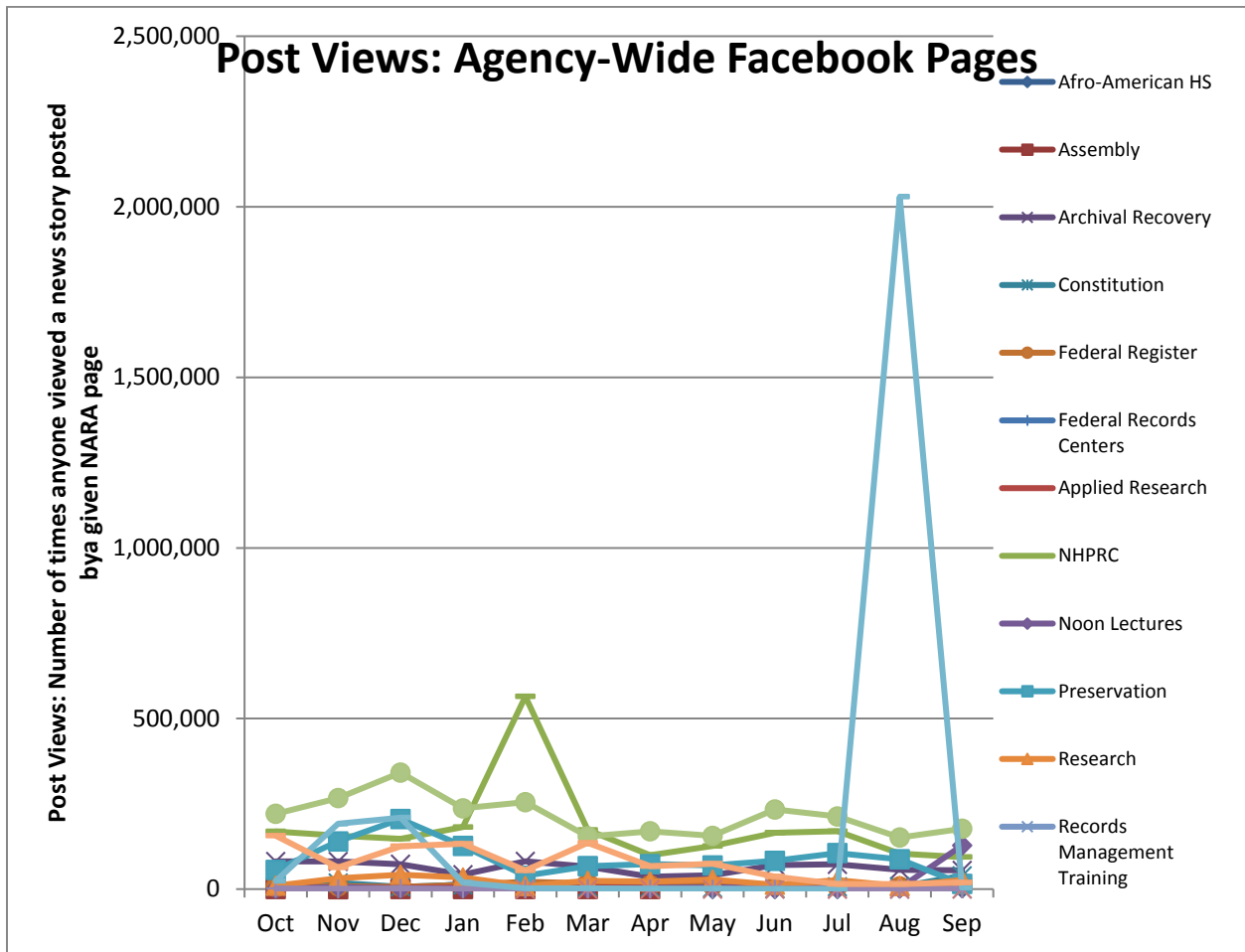


Post Views on Presidential Library Pages (Source: Appendix IV.A)

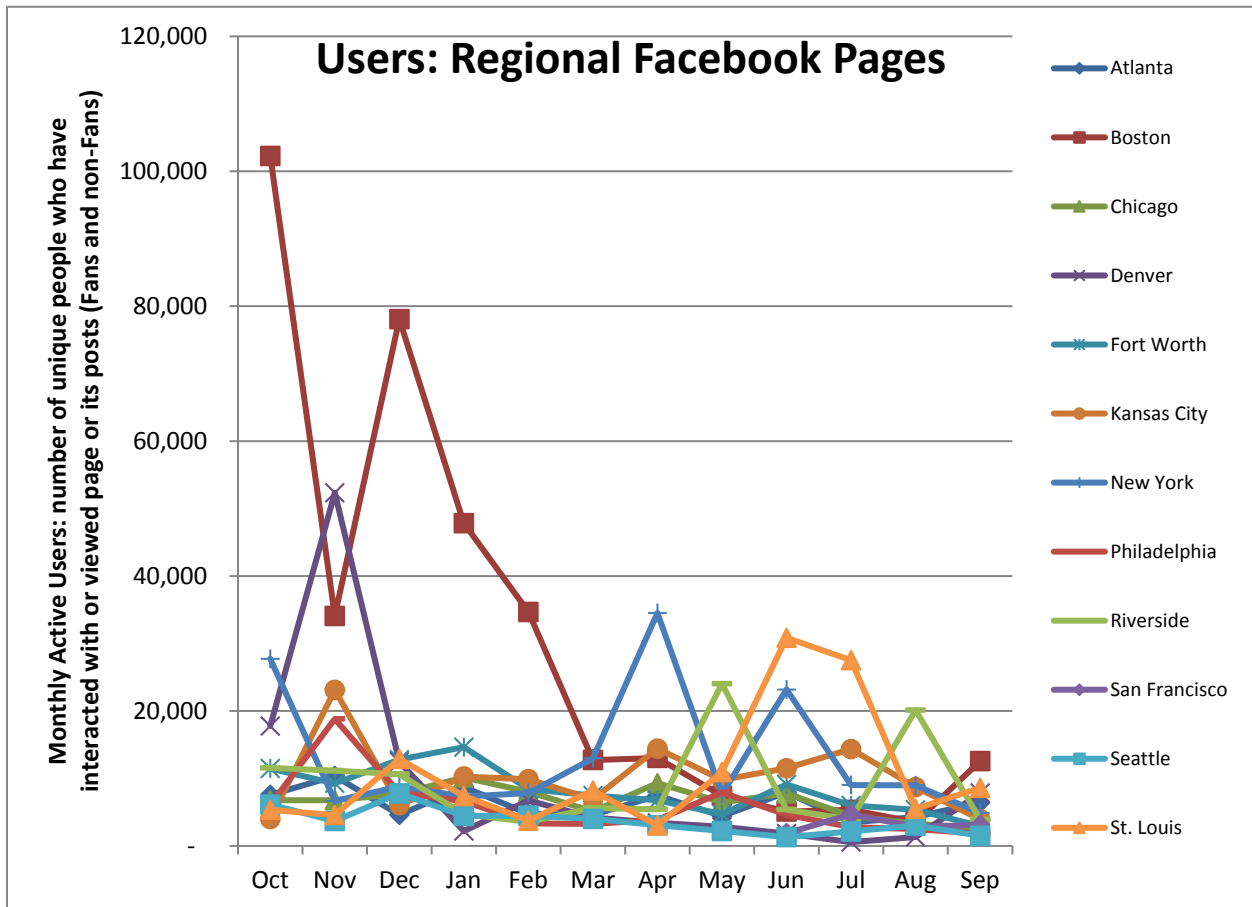


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

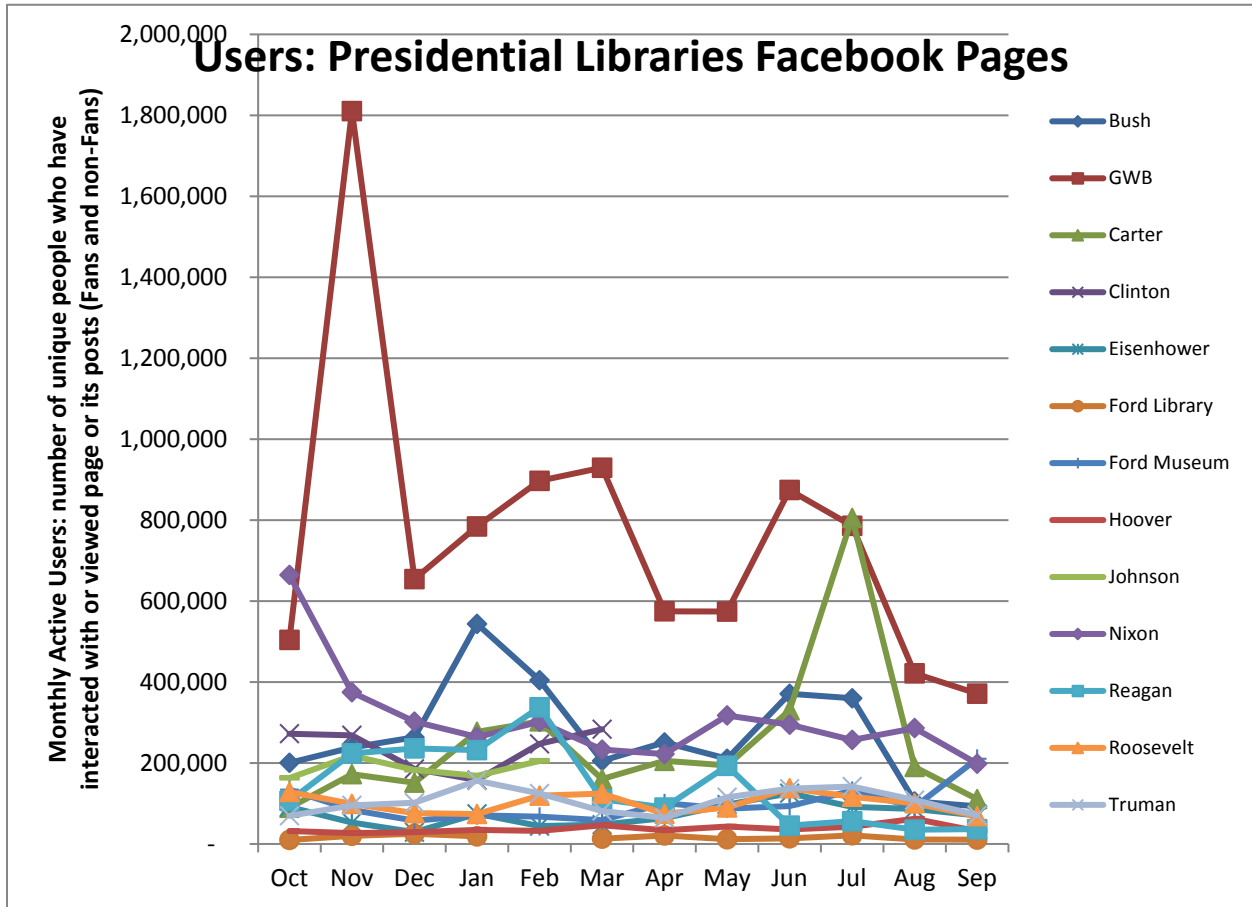




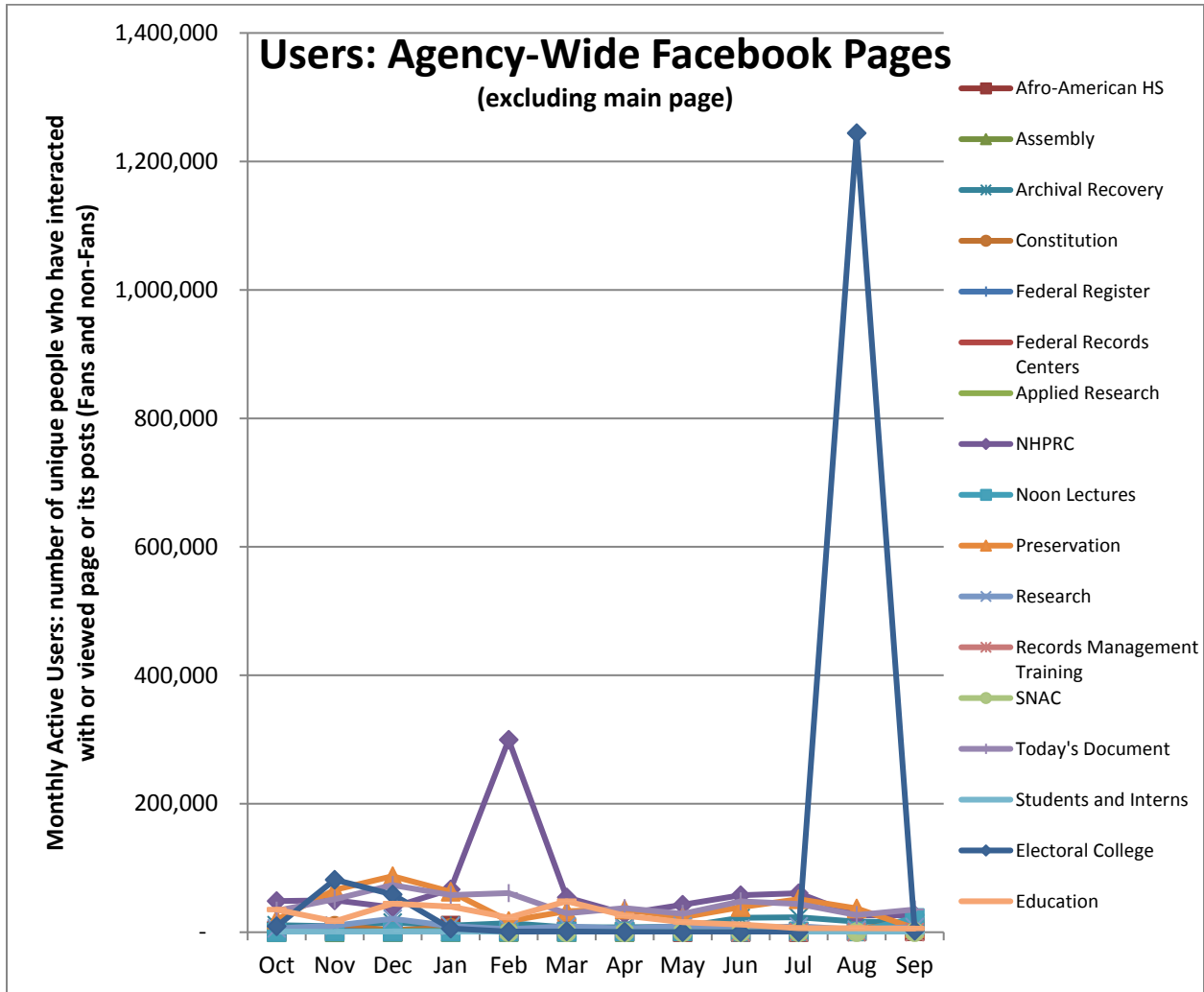
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

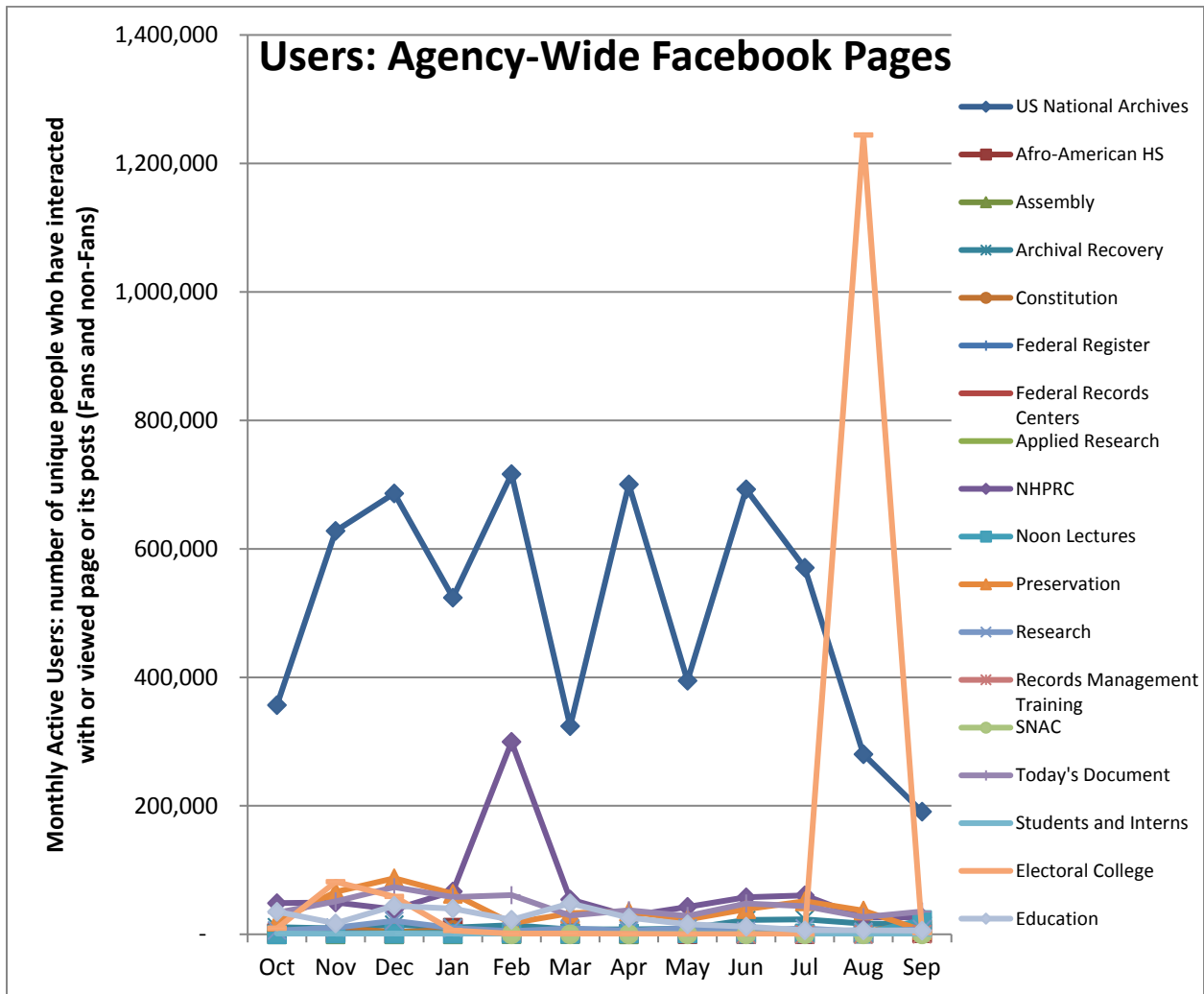


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



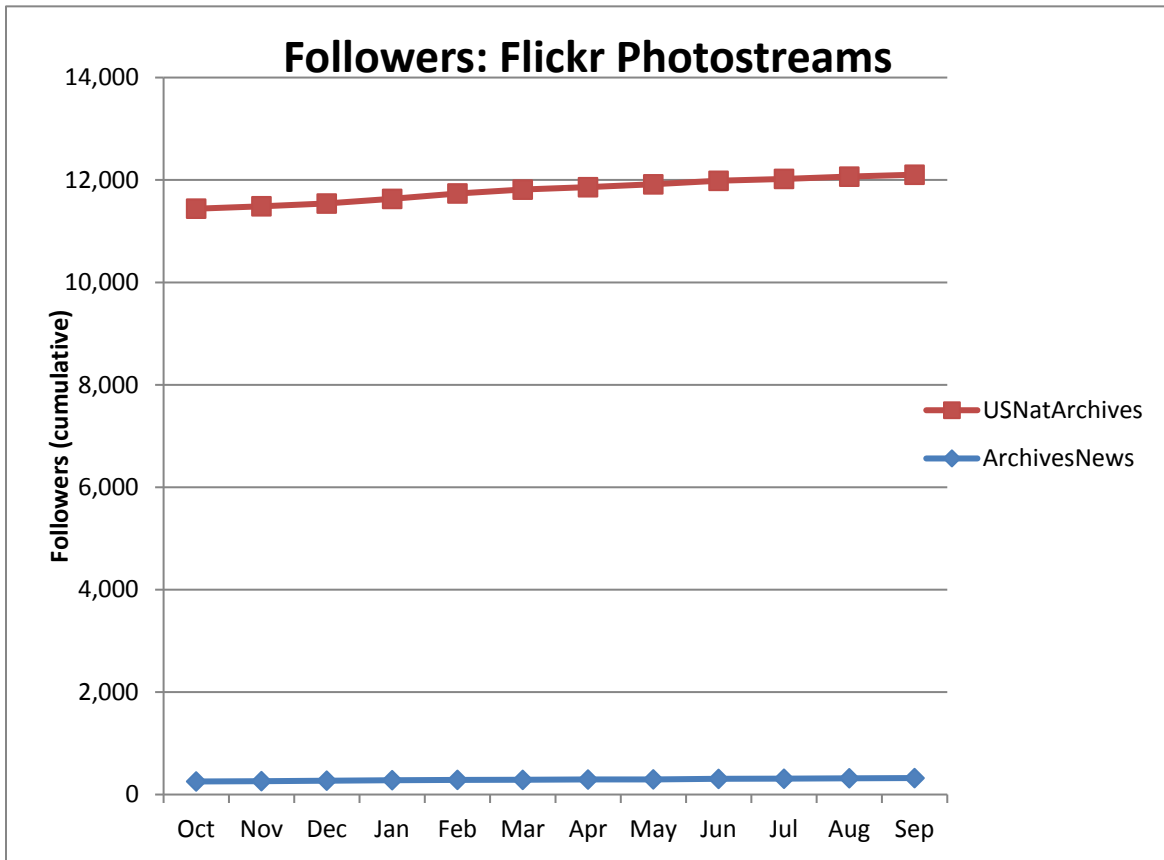
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



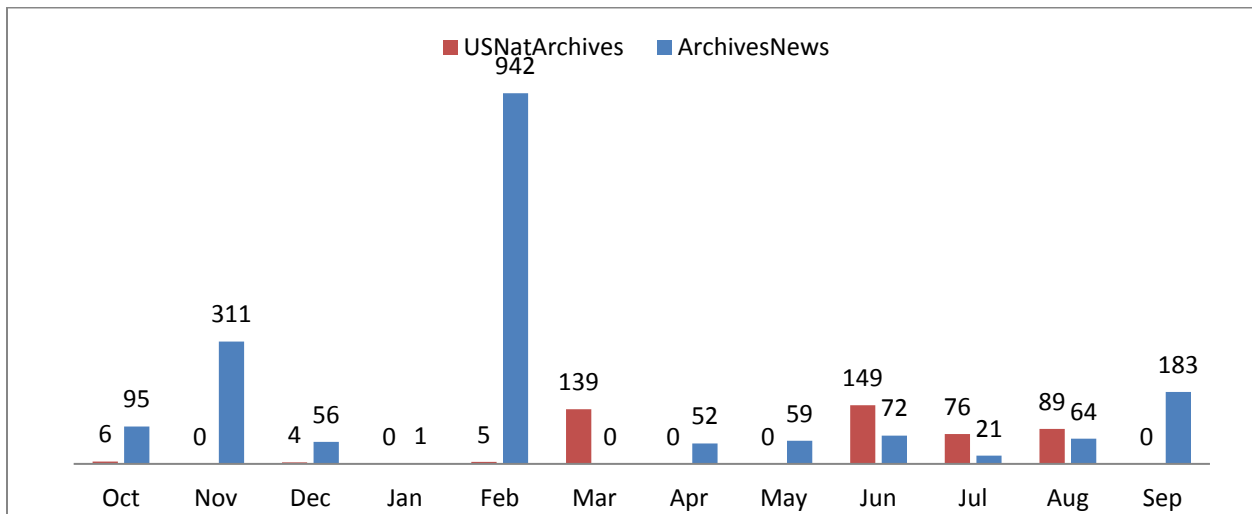


Social Media Tools: Detail View – Flickr

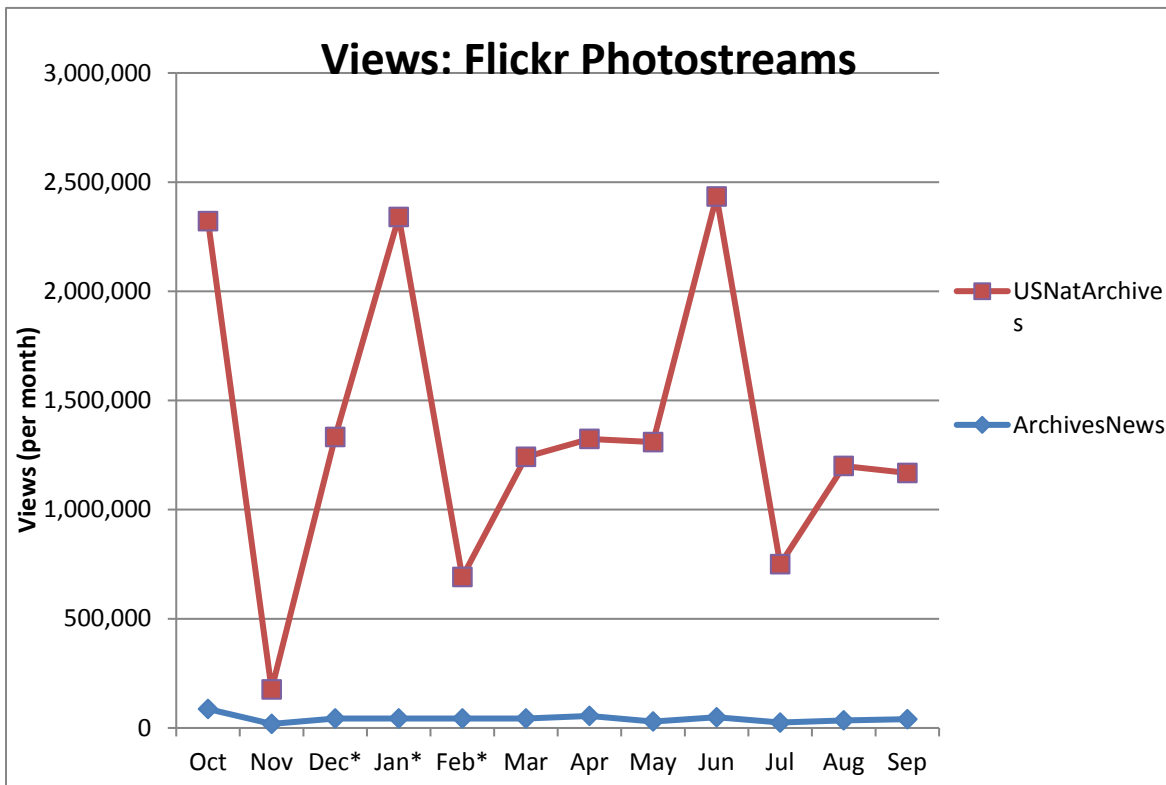
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

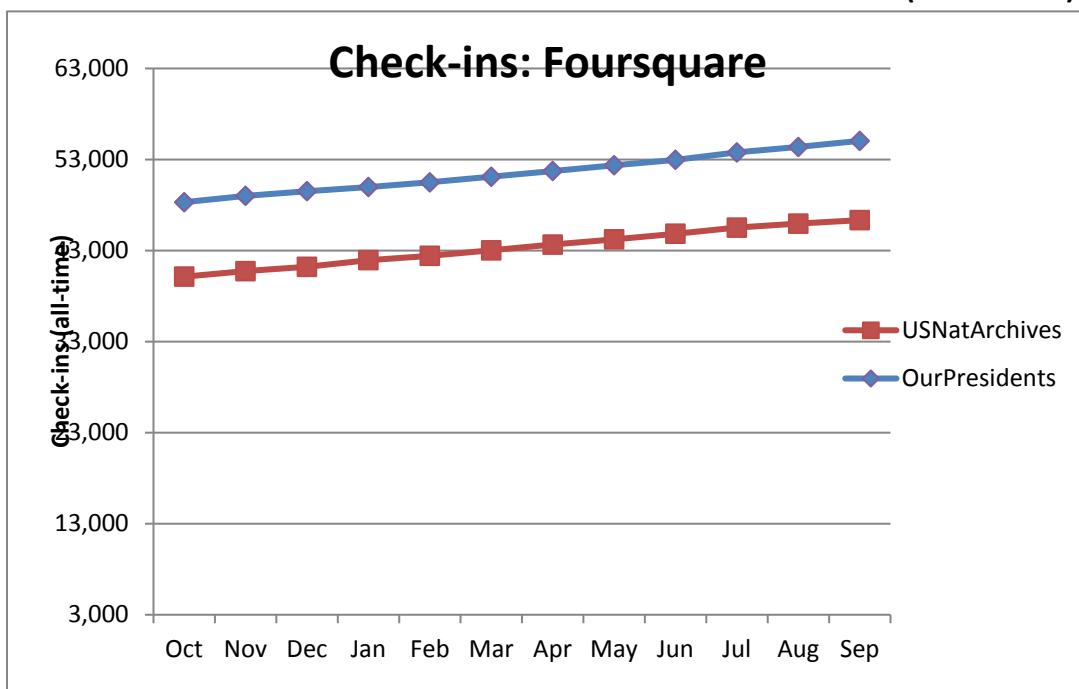


Followers of Photostreams (Cumulative)



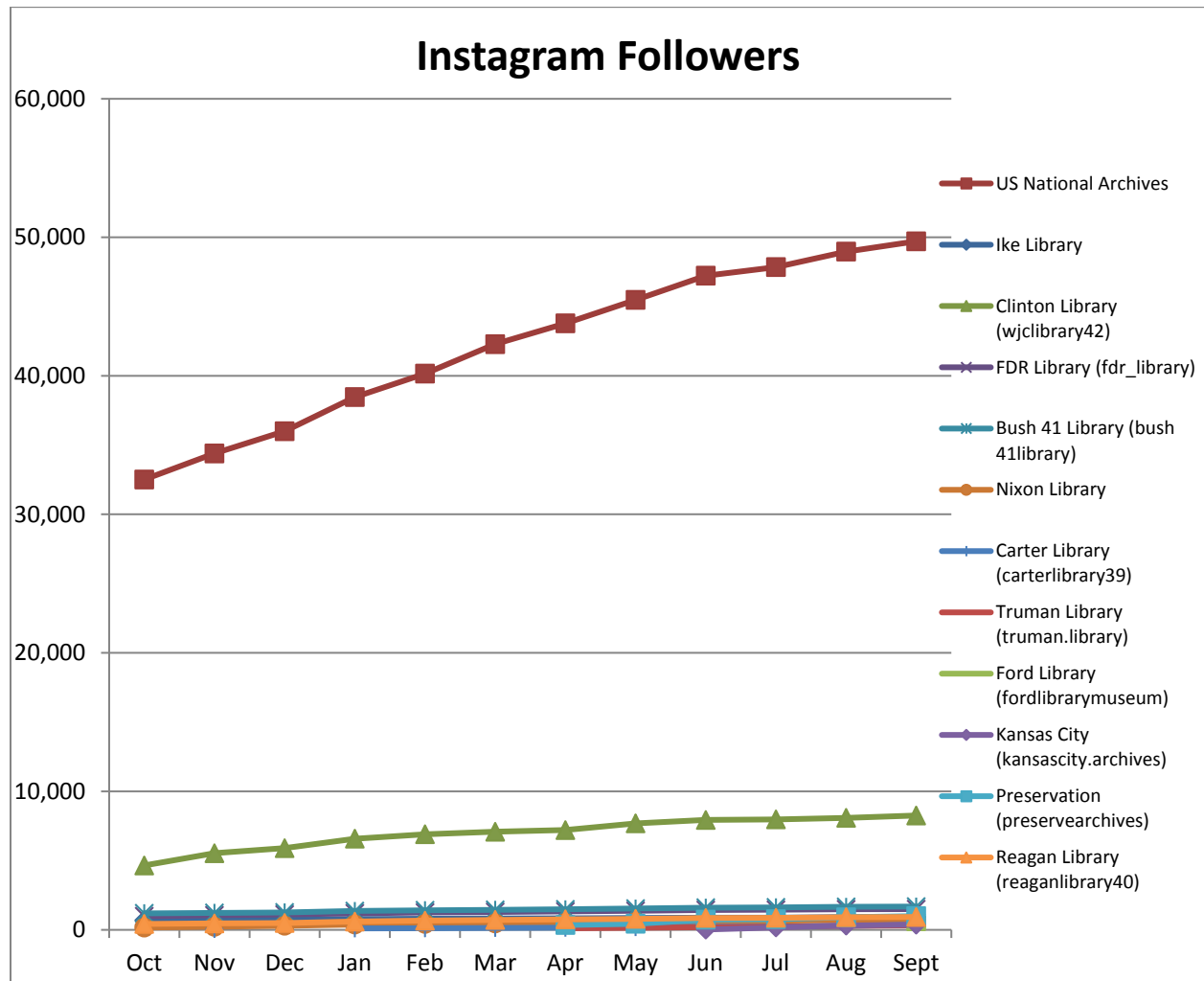
Social Media Tools: Detail View – Foursquare

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



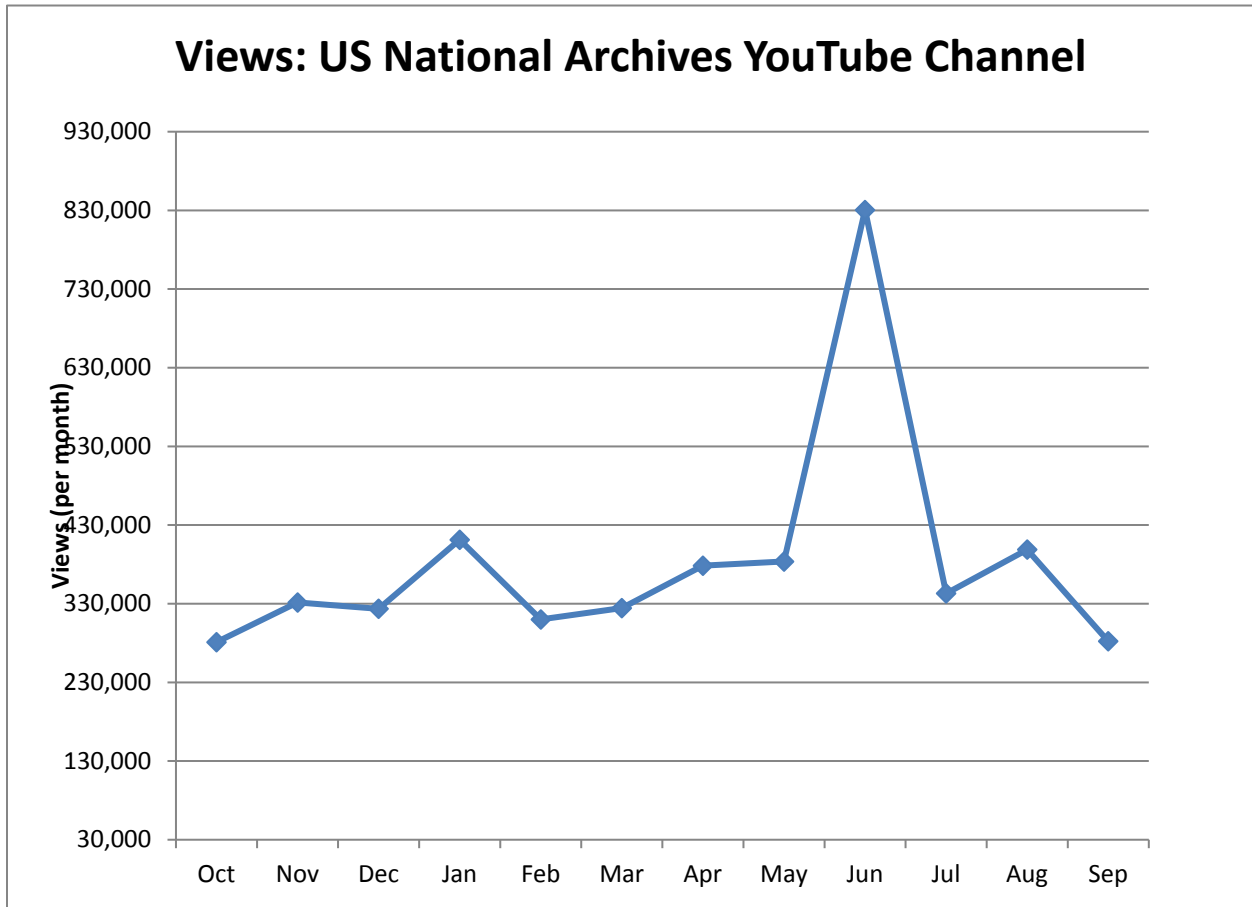
Social Media Tools: Detail View – Instagram

Followers on National Archives Instagram Accounts (Cumulative)

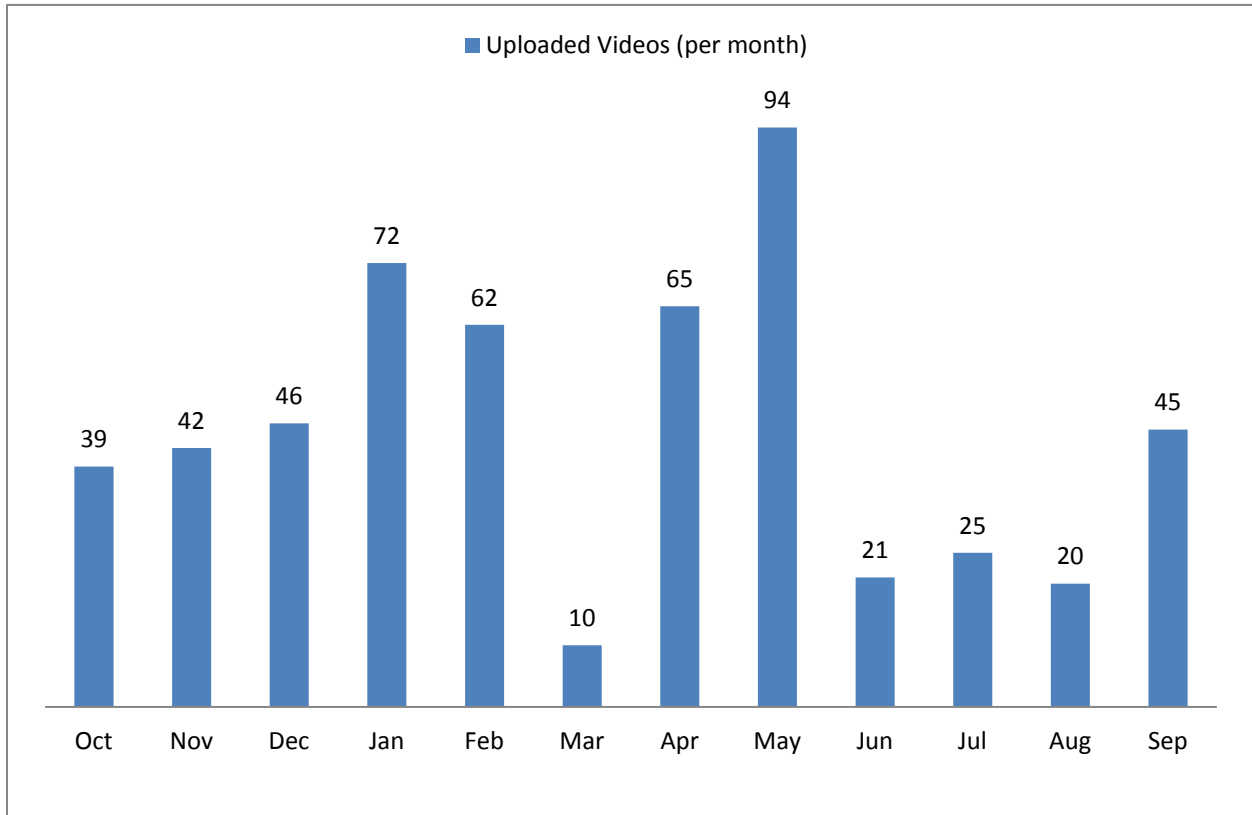


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

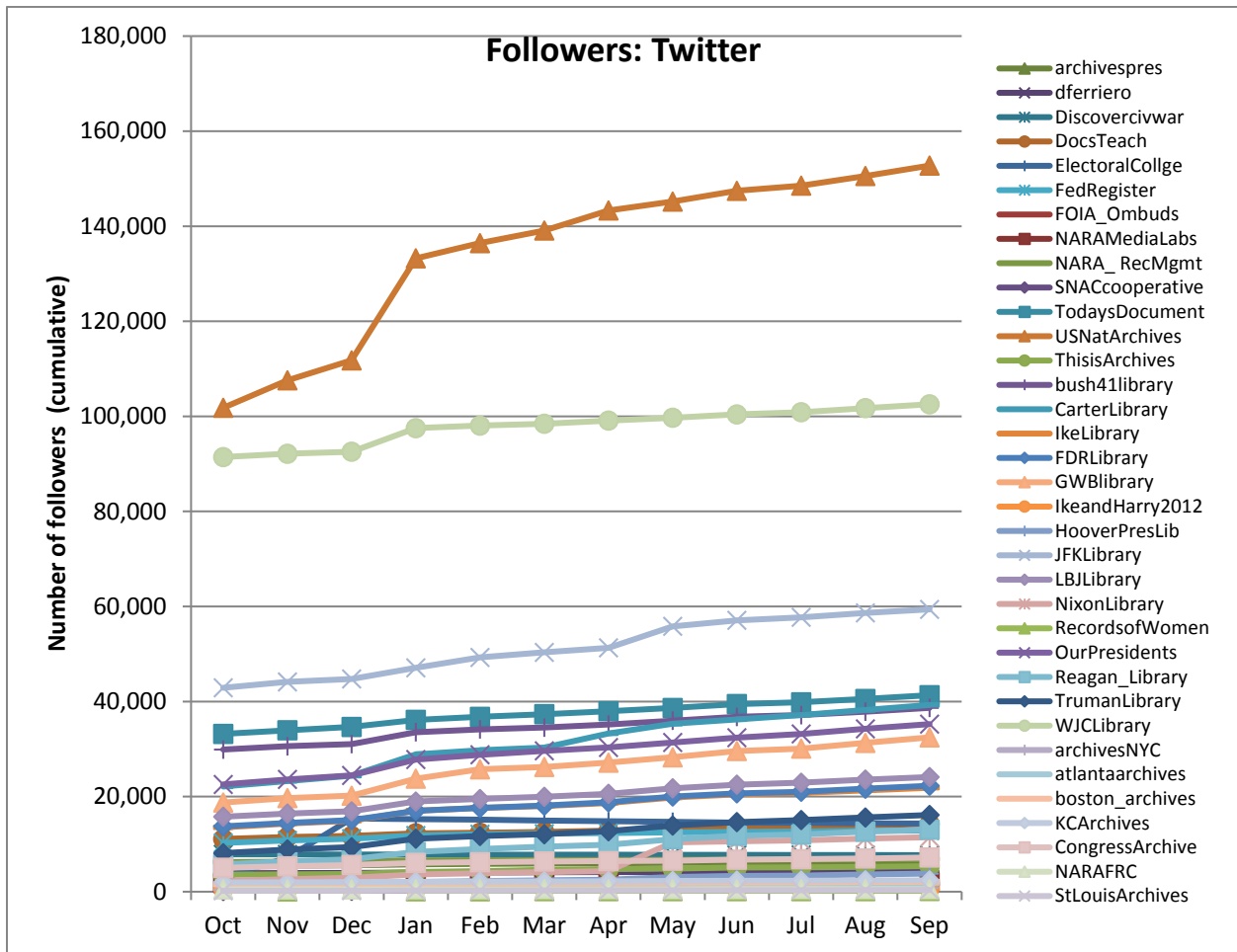


Top 5 Most Viewed Videos for September 2017 on US National Archives Channel

Video Title	Views
Stories from the Great Depression	15,096
Private Snafu in "Censored," 1944	8,146
The True Glory, 1945 (restored)	6,312
Don't Be a Sucker	5,154
Address to the Nation, September 11, 2001	4,847

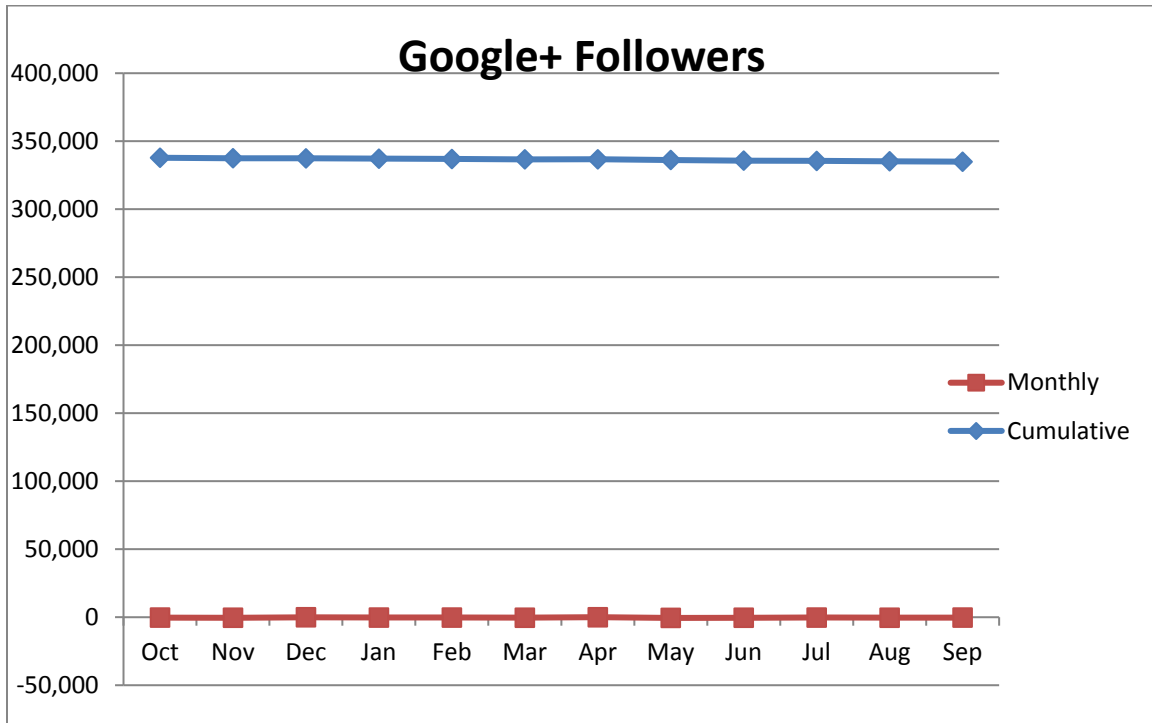
Social Media Tools: Detail View – Twitter

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



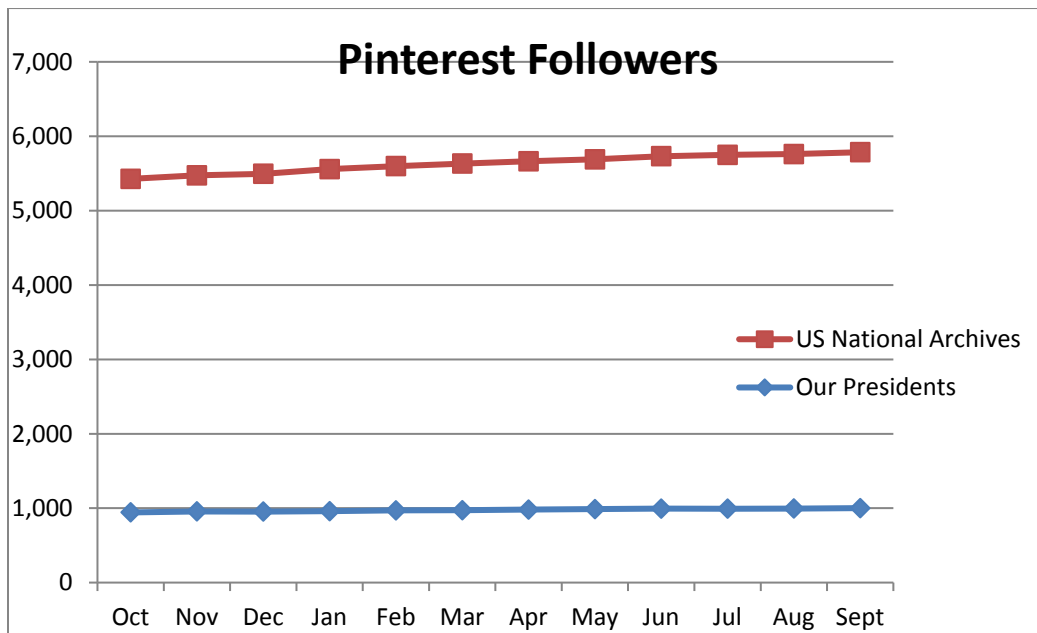
Social Media Tools: Detail View – Google+

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.

	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017	Sept 2017
Annotation (NHPRC)	126	115	85	99	93	104	87	83	104	165	105	80
AOTUS	1,239	1,773	1,200	1,323	1,655	1,553	1,204	1,320	1,883	3,208	1,324	1,343
Carter Chronicle	2	0	0	0	0	0	0	0	0	0	0	0
Education Updates	2,877	2,568	2,598	4,399	4,383	4,402	3,608	6,765	2,386	2,495	2,064	4,154
FOIA	784	887	701	867	1,169	1,637	883	946	927	966	921	951
Forward with Roosevelt	2,787	1,206	3,222	2,613	1,615	1,593	1,817	2,184	988	1,030	1,189	746
Hoover Heads	1,857	1,322	1,379	1,156	1,123	1,403	1,061	1,635	1,748	1,735	1,447	1,246
JFK Library Archives								19	23	56	1,183	248
Unwritten Record (formerly Media Matters)	8,631	7,131	5,899	7,510	9,856	8,036	10,614	6,628	11,091	6,605	4,817	7,688
NARAtions	1,851	1,652	1,962	1,882	2,249	2,057	1,575	1,531	1,853	8,778	2,108	1,933
NDC Blog	467	406	632	538	508	674	450	761	559	435	539	446
Reagan Library Education	449	532	288	1,253	684	439	488	598	338	639	372	831
Rediscovering Black History	2,821	2,296	3,241	3,144	4,001	2,615	1,815	1,916	1,218	994	1,294	1,896
Prologue Blog	19,460	21,433	16,974	22,259	21,724	21,168	16,018	16,779	15,607	9,172	11,646	13,439
Records Express Blog	1,171	1,169	2,038	1,923	1,613	1,546	1,291	1,350	1,367	1,332	3,962	1,959
The Text Message	4,422	4,742	3,926	5,500	6,571	9,892	4,159	752	2,785	3,970	3,027	3,790
Transforming Classification (PIDB)	120	201	406	229	209	232	169	205	173	162	182	174
MONTHLY TOTAL	49,064	47,433	44,551	54,635	57,453	57,351	45,239	43,472	43,050	41,742	36,180	40,924

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.

	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017	Sept 2017
Annotation (NHPRC)	202	166	129	144	171	140	138	123	139	144	103	211
AOTUS	2,044	2,833	2,088	2,387	2,636	2,675	2,041	2,323	3,622	5,464	3,691	4,245
Carter Chronicle	2	0	0	0	0	0	0	0	0	0	0	0
Education Updates	4,681	4,396	4,236	6,670	6,813	7,250	5,998	9,078	3,863	3,729	3,092	6,522
FOIA	1,222	1,375	1,124	1,350	1,900	2,832	1,342	1,494	1,589	1,499	1,420	1,848
Forward with Roosevelt	4,021	2,098	4,228	4,130	2,568	2,617	2,834	3,607	1,658	1,534	1,849	1,815
Hoover Heads	2,395	1,886	1,995	1,604	1,649	1,952	1,464	2,125	2,268	2,240	1,890	1,605
JFK Library Archives								247	248	313	1,725	618
Unwritten Record (formerly Media Matters)	17,981	14,360	12,090	15,714	20,874	18,240	24,289	23,089	21,037	15,021	12,223	14,404
NARAtions	3,361	2,674	3,169	3,309	3,912	3,638	3,031	2,833	2,966	11,400	3,365	3,571
Reagan Library Education	797	745	431	1,812	1,000	671	698	841	436	858	497	996
NDC Blog	1,007	950	1,196	1,113	1,134	1,365	900	1,228	1,040	888	920	872
Rediscovering Black History	7,930	7,282	7,386	10,238	9,561	5,984	4,133	4,363	2,462	1,780	2,561	3,746
Prologue Blog	29,010	31,527	27,077	36,470	34,503	34,444	25,173	25,275	21,451	13,617	17,380	22,686
Records Express Blog	2,353	2,534	3,543	3,370	3,199	3,344	2,634	2,482	2,202	2,485	6,591	3,990
The Text Message	9,270	10,283	8,635	10,530	13,697	15,948	9,334	1,592	5,752	8,052	7,219	8,327
Transforming Classification (PIDB)	186	312	862	364	303	320	259	312	256	271	288	374
MONTHLY TOTAL	86,462	83,421	78,189	99,205	103,920	101,330	84,268	81,012	70,989	69,295	64,814	75,830

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

	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017	Sept 2017
Annotation (NHPRC)	12	15	16	17	12	10	9	14	13	14	11	8
AOTUS Blog	74	59	61	63	69	75	76	113	70	66	58	68
AOTUS Tumblr	1	2	2	1	1	1	2	1	1	1	2	1
Carter Chronicle	19	16	16	16	16	15	16	13	11	12	13	11
Education Updates	28	30	33	35	34	33	45	32	28	28	25	26
FOIA Ombudsman	9	10	9	8	7	6	7	5	5	6	5	2
Unwritten Record (formerly Media Matters)	8	4	6	8	8	7	5	7	9	11	8	7
NARAtions	86	90	89	87	83	78	95	78	79	79	82	68
NDC Blog	47	42	40	39	45	52	35	32	37	42	39	42
Prologue	113	133	134	135	143	150	123	121	119	126	114	108
Records Express	44	48	50	52	48	44	59	50	50	53	42	40
Rediscovering Black History	25	23	26	28	25	23	21	20	20	19	12	11
Text Message	63	58	58	59	75	90	70	62	78	62	57	62
Today's Document Tumblr	39	37	40	43	42	41	79	38	37	36	31	37
Transforming Classification (PIDB)	62	61	52	43	43	43	40	42	36	42	36	34
MONTHLY TOTAL	630	628	632	634	651	668	682	628	593	597	535	525

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.)

	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017	Sept 2017
Monthly Total (A+P+R)	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	8,729,312	6,006,578
Agency-Wide Total	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	3,543,809	1,484,695
US National Archives	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	908,551
Afro-American HS	3,356	4,352	1,857	14,395	3,616	2,798	1,700	316	455	455	1,958	2,835
Assembly	123	45	90	112	184	194	94					
Archival Recovery	80,971	81,129	72,973	42,266	81,482	66,008	36,264	40,726	70,444	72,700	56,643	55,072
Constitution	7,941	18,109	6,784	12,641	8,107	5,511	4,810	3,426	1,591	6,609	7,276	39,006
Federal Register	5,823	8,324	6,681	11,715	21,561	16,978	11,945	10,808	8,128	7,840	7,994	13,132
Federal Records Centers	606	477	225	265	1,081	987	183	395	1,674	1,967	1,492	1,762
Applied Research	3,650	3,725	3,200	5,033	7,259	6,049	3,822	2,459	5,007	249	2,915	966
NHPRC	168,885	156,783	147,517	181,676	564,484	173,315	99,488	126,275	165,097	169,674	104,137	93,791
Noon Lectures	94	6,191	1,589	1,195	4,108	1,581	3,203	5,772	2,101	3,026	2,413	127,799
Preservation	56,097	139,874	205,220	126,478	39,024	67,378	73,220	69,291	83,036	105,443	87,464	15,194
Research	10,003	31,659	42,084	33,913	8,961	24,141	22,204	27,838	12,876	26,194	9,119	26,425
Records Management Training									591	132	167	327
SNAC					0	4	19	5	13	30	47	96
Today's Document	220,725	266,792	341,409	236,820	254,965	154,391	169,261	156,198	233,435	212,892	151,151	176,804
Students and Interns	2,046	890	2,085	754	1,463	2,134	899	375	286	344	252	221
Electoral College	23,620	191,529	209,450	18,965	2,248	2,311	854	1,168	306	534	2,029,498	3,670
Education	156,550	63,334	125,544	132,885	54,434	135,505	67,161	74,297	36,551	14,915	14,715	19,044
Presidential Total	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	4,996,037	4,347,364
Bush	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	348,687
GWB	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	1,739,063
Carter	256,631	435,574	363,388	778,523	712,054	427,787	509,640	612,256	820,157	1,612,579	583,057	371,552
Clinton	842,892	692,418	496,171	466,824	597,734	741,419						
Eisenhower	277,502	161,835	67,428	189,877	122,938	114,916	183,697	243,344	295,660	212,183	233,281	192,004
Ford Library	38,976	69,822	82,462	62,638		59,452	48,764	35,785	42,931	51,727	32,915	26,998

Ford Museum	343,011	205,764	141,304	180,741	149,827	147,417	232,478	223,558	242,750	311,579	223,870	544,051
Hoover	127,124	98,927	84,402	91,885	92,058	126,002	111,927	104,179	89,732	125,190	175,439	83,743
Johnson	556,691	668,786	454,300	441,285	533,611							
Nixon	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	581,418
Reagan	480,744	906,235	936,467	1,000,295	868,479	384,709	210,375	288,043	125,281	127,695	60,828	114,638
Roosevelt	332,540	366,859	274,234	220,571	351,142	296,843	248,052	292,514	541,479	265,567	278,121	168,786
Truman	195,634	240,280	289,752	380,391	303,220	223,478	164,577	276,725	340,753	356,785	277,252	176,424
Regional Total	1,018,817	870,362	596,311	595,228	355,151	266,514	299,654	237,865	309,409	235,896	189,466	174,519
Atlanta	60,425	45,146	15,558	34,545	8,550	8,431	19,047	8,609	20,538	7,861	9,393	17,971
Boston	551,272	360,322	292,331	328,161	144,145	42,598	38,795	12,018	13,182	11,986	6,509	29,240
Chicago	49,664	38,449	31,534	34,517	27,996	21,546	33,359	23,395	25,993	16,790	12,134	9,790
Denver	42,981	97,709	29,371	6,002	14,176	13,375	5,301	5,267	3,754	936	2,448	22,124
Fort Worth	63,538	71,279	55,900	52,467	42,431	51,772	38,996	19,462	37,562	25,436	16,518	11,948
Kansas City	60,877	108,384	23,348	42,495	31,961	25,041	41,614	32,050	34,266	39,814	30,520	19,520
New York	69,152	25,954	25,808	21,289	18,571	41,493	66,174	19,975	43,955	32,189	31,098	17,559
Philadelphia	20,401	49,882	25,467	23,569	18,571	9,229	11,569	20,824	16,042	6,053	5,812	5,046
Riverside	61,270	36,487	42,416	20,571	22,387	15,974	22,608	60,980	26,110	19,640	43,189	11,353
San Francisco									4,791	10,738	8,752	8,231
Seattle	23,016	24,287	20,147	15,230	18,209	17,844	14,051	7,617	5,075	7,072	10,586	6,736
St. Louis	16,221	12,463	34,431	16,382	8,154	19,211	8,140	27,668	78,141	57,381	12,507	15,001

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.)

	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017	Sept 2017
Monthly Total (A+P+R)	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	3,218,352	1,669,501
Agency-Wide Total	528,760	929,657	1,034,302	800,734	1,152,601	519,851	849,737	529,077	883,600	772,752	1,650,846	336,530
US National Archives	356,759	627,932	686,383	524,066	716,529	323,955	700,377	394,687	692,762	570,534	280,320	190,887
Afro-American HS	1,760	2,243	747	10,151	1,852	1,554	982	184	220	188	1,271	1,569
Assembly	16	20	40	63	100	135	38					
Archival Recovery	10,965	9,256	15,001	10,402	14,107	7,595	7,702	8,581	22,376	23,265	16,561	15,545
Constitution	3,745	9,883	3,450	6,710	3,968	2,357	1,709	1,562	733	2,711	3,783	18,533
Federal Register	849	2,147	1,328	3,402	5,288	3,982	2,279	1,392	1,444	1,301	1,267	1,998
Federal Records Centers	253	186	133	181	294	384	94	227	671	1,148	685	982
Applied Research	1,353	920	1,799	1,835	2,605	2,917	1,711	1,121	1,902	170	1,203	533
NHPRC	48,513	49,625	38,751	66,646	299,523	54,244	28,589	42,687	57,605	60,651	26,300	26,339
Noon Lectures	61	843	678	687	844	720	1,038	1,426	866	1,450	1,231	22,176
Preservation	19,634	65,924	87,246	63,067	17,401	32,752	35,343	23,089	39,078	51,375	36,972	6,202
Records Management Training									5,569	9,265	3,968	8,074
Research	5,904	10,276	20,977	9,596	4,795	9,156	5,670	9,486	96	52	75	162
SNAC						3	9	4	12	17	38	30
Today's Document	33,492	51,316	73,425	57,880	60,901	29,340	37,437	28,618	47,973	43,929	26,748	35,375
Students and Interns	1,171	464	1,254	468	838	1,351	512	239	187	214	141	148
Electoral College	9,169	81,653	58,697	5,704	918	1,225	475	199	114	225	1,244,100	2,276
Education	35,116	16,969	44,393	39,876	22,638	48,181	25,772	15,575	11,992	6,257	6,183	5,701
Presidential Total	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	1,498,001	1,272,717
Bush	200,442	238,126	263,481	543,521	404,506	205,416	250,883	210,460	370,864	359,837	104,981	93,062
GWB	503,873	1,810,528	654,373	784,474	897,152	929,482	574,659	574,028	874,251	785,764	421,281	371,434
Carter	89,318	172,251	151,464	277,098	302,734	160,352	205,358	194,069	329,960	805,313	190,217	110,748
Clinton	272,392	268,372	185,426	157,884	247,171	283,369						
Eisenhower	91,072	52,733	29,142	74,541	44,042	47,609	63,942	97,197	125,254	91,672	86,579	70,208

Ford Library	9,823	20,255	25,101	18,711		12,969	21,027	11,574	13,939	21,336	10,980	10,641
Ford Museum	133,997	84,050	57,462	70,750	67,412	58,631	100,521	87,332	93,484	131,469	91,248	210,378
Hoover	31,895	26,847	28,961	34,739	32,161	46,330	33,976	42,884	36,069	42,650	62,164	31,612
Johnson	162,814	217,994	182,812	168,126	205,244							
Nixon	664,420	374,685	302,190	264,401	301,509	233,023	222,088	317,476	294,736	256,912	286,222	198,266
Reagan	106,424	223,781	236,064	231,871	337,769	110,524	89,838	192,974	45,334	56,284	35,263	36,612
Roosevelt	128,430	99,005	76,315	74,004	119,461	124,405	74,434	90,030	137,713	116,613	100,501	38,837
Truman	69,574	95,241	101,788	156,344	124,683	81,480	64,339	115,334	136,602	141,959	108,565	70,919
Regional Total	206,733	180,928	169,704	124,447	95,532	75,130	104,417	88,512	110,545	84,320	69,505	60,254
Atlanta	7,561	10,363	4,607	8,730	4,775	4,588	7,460	4,425	7,948	3,499	4,291	6,443
Boston	102,277	34,086	78,081	47,848	34,683	12,735	13,049	7,430	5,097	5,350	3,532	12,571
Chicago	6,774	6,787	7,692	10,155	8,038	5,125	9,313	6,465	7,788	4,425	3,299	2,648
Denver	17,773	52,349	12,470	2,202	6,722	4,219	3,428	2,835	1,840	567	1,330	7,854
Fort Worth	11,483	9,277	12,793	14,646	8,429	7,472	6,781	4,714	9,116	6,016	5,352	2,946
Kansas City	3,982	23,130	6,045	10,297	9,894	6,921	14,433	9,787	11,515	14,357	8,715	3,934
New York	27,740	6,674	8,804	7,327	7,847	12,967	34,528	7,684	23,181	9,036	8,983	4,891
Philadelphia	6,087	18,822	7,897	6,646	3,334	3,264	3,867	7,946	4,626	2,796	2,518	1,808
San Francisco									5,383	3,927	20,121	3,913
Riverside	11,560	11,160	10,620	4,724	3,566	5,621	5,432	24,042	1,882	4,674	2,835	3,117
Seattle	6,132	3,702	7,788	4,460	4,487	4,017	3,076	2,219	1,307	2,141	3,028	1,507
St. Louis	5,364	4,578	12,907	7,412	3,757	8,201	3,050	10,965	30,862	27,532	5,501	8,622

APPENDIX V: Twitter Followers (Cumulative)

	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017	Sept 2017
archivespres	5,347	5,441	5,567	5,770	5,840	5,914	5,968	6,044	6,154	6,916	6,206	6,195
dferriero	3,883	3,922	3,946	4,017	4,038	4,105	4,117	4,135	4,189	4,208	4,248	4,255
Discovercivwar	7,856	7,844	7,828	7,801	7,792	7,772	7,769	7,759	7,734	7,723	7,701	7,681
DocsTeach	11,107	11,496	11,733	12,274	12,411	12,565	12,819	13,114	13,448	13,612	13,918	14,240

ElectoralCollge	2,909	7,154	15,391	15,261	15,151	14,966	14,824	14,698	14,540	14,492	14,393	14,340
FedRegister	10,266	10,785	11,152	11,829	12,072	12,221	12,342	12,459	12,598	12,671	12,787	12,858
FOIA_Ombuds	850	933	963	1,077	1,161	1,233	1,321	1,399	1,453	1,529	1,553	1,583
NARAMediaLabs	1,808	1,825	1,854	1,917	1,959	1,985	2,013	2,034	2,049	2,047	2,053	2,064
NARA_RecMgmt	6,242	6,335	6,431	6,579	6,624	6,661	6,687	6,708	6,759	6,778	6,816	6,845
SNAC	161	166	172	184	193	275	291	309	340	398	412	427
TodaysDocument	33,198	33,955	34,674	36,143	36,802	37,346	37,982	38,663	39,471	39,855	40,553	41,337
USNatArchives	101,795	107,575	111,784	133,245	136,444	139,103	143,314	145,187	147,457	148,539	150,571	152,755
ThisisArchives	3,565	3,668	3,712	4,163	4,330	4,587	4,743	4,843	5,078	5,130	5,217	5,374
Bush41library	29,910	30,604	31,065	33,545	34,159	34,539	35,159	35,985	36,796	37,153	37,880	38,673
CarterLibrary	22,142	23,289	24,387	28,907	29,772	30,324	33,288	35,329	36,246	37,181	38,226	39,292
IkeLibrary	13,520	14,345	14,928	17,025	17,624	18,015	18,654	19,804	20,483	20,782	21,320	21,865
FDRLibrary	13,745	14,461	15,075	17,026	17,633	18,112	18,818	20,027	20,688	21,016	21,671	22,284
GWBLibrary	18,757	19,690	20,200	23,773	25,766	26,246	27,158	28,277	29,600	30,095	31,312	32,463
IkeandHarry2012	662	664	670	668	670	670	671	668	669	669	667	670
HooverPresLib	1,236	1,417	1,571	2,032	2,234	2,382	2,542	3,081	3,312	3,408	3,634	3,812
JFKLibrary	42,899	44,134	44,763	47,100	49,299	50,365	51,312	55,818	57,092	57,726	58,649	59,400
LBJLibrary	15,775	16,437	16,919	18,982	19,510	19,971	20,583	21,749	22,519	22,925	23,585	24,122
NixonLibrary	2,294	2,616	2,918	3,626	3,890	4,142	4,318	10,372	10,625	10,798	11,183	11,463
RecordsofWomen		64		75	84	105	109	116	119	123	130	139
OurPresidents	22,571	23,617	24,470	27,804	28,795	29,637	30,338	31,397	32,414	33,184	34,267	35,251
Reagan_Library	5,759	6,401	6,817	8,378	8,985	9,478	9,877	11,045	11,771	12,032	12,622	13,062
TrumanLibrary	8,110	8,882	9,375	11,142	11,711	12,091	12,731	13,925	14,640	15,077	15,621	16,135
WJCLibrary	91,444	92,139	92,558	97,520	98,051	98,446	99,113	99,705	100,415	100,859	101,726	102,543
ArchivesNYC	293	338	378	436	472	530	563	595	665	677	711	759
atlantaarchives	1,633	1,645	1,658	1,695	1,720	1,740	1,746	1,746	1,763	1,761	1,766	1,781
Boston_archives	1,486	1,557	1,658	1,747	1,814	1,839	1,871	1,905	1,939	1,955	2,025	2,078
KCArchives	1,946	1,982	2,033	2,083	2,130	2,163	2,192	2,249	2,302	2,314	2,366	2,391
CongressArchive	5,032	5,344	5,638	6,067	6,217	6,357	6,440	6,534	6,736	6,840	6,992	7,192
NARAFRC	487	494	501	522	526	538	544	550	556	556	557	560
StLouisArchives	197	213	218	236	242	262	270	282	313	319	337	359
TOTAL	488,885	511,432	533,007	590,649	606,121	616,685	632,505	658,511	672,933	680,628	693,675	706,248

APPENDIX VII: **Google+** Followers

	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017	Sept 2017
Monthly Followers	-250	-364	-39	-234	-223	-314	31	-525	-422	-207	-315	-251
Cumulative Followers	337,836	337,472	337,433	337,199	336,976	336,662	336,693	336,168	335,746	335,539	335,224	334,973

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

	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017	Sept 2017
US National Archives	5,427	5,474	5,495	5,558	5,598	5,632	5,663	5,689	5,731	5,749	5,760	5,785
Our Presidents	943	956	954	960	970	973	981	988	994	993	995	1,001

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

	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017	Sept 2017
US National Archives	32,513	34,394	35,998	38,464	40,157	42,288	43,784	45,478	47,228	47,850	48,965	49,714
Ike Library	689	715	744	783	797	819	832	858	874	882	925	941
Clinton Library	4,650	5,533	5,897	6,581	6,900	7,085	7,205	7,688	7,937	7,976	8,085	8,255
FDR Library	985	1,050	1,105	1,192	1,253	1,292	1,330	1,375	1,434	1,449	1,484	1,495
Bush 41 Library	1,189	1,222	1,258	1,360	1,414	1,444	1,485	1,538	1,598	1,624	1,661	1,681
Nixon Library	165	224	295	383	426	463	495	558	616	654	700	722
Carter Library		64		104	117	141	153	192	241	251	283	366
Truman Library							110	144	195	222	288	319
Ford Library												92
Kansas City									24	171	308	373
Preservation							760	440	738	771	910	992
Reagan Library	425	464	496	598	664	717	760	791	856	867	916	929

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

	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017	Sept 2017
Channel Views	28,504	28,777	28,916	29,156	38,941	57,973	84,528	99,501	124,089	130,895	141,886	150,989

APPENDIX XI: **YouTube** Channel Views

	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017	Sept 2017
Channel Views	281,172	331,571	323,519	411,269	310,059	324,508	378,321	383,611	830,511	343,096	398,761	282,220