

NOVEMBER FY2017 OVERVIEW

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	83,421 Views	47,433 Visitors
Tumblr Blogs	20,417 Views	11,587 Visitors
Facebook	15,271,612 Impressions	4,794,453 Reach
National Archives YouTube Channel	331,571 Views	31,068 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	194,968 Views	11,747 Total Contacts
Instagram	--	43,602 Total Followers
Twitter (all NARA feeds)	--	511,368 Total Followers
FourSquare	1306 New Check-ins	0 New Followers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2017 Views (To Date)	FY 2016 Views
Archives.gov Blogs	169,883	900,871
Tumblr Blogs	41,664	265,823
Facebook	26,875,764	144,274,204
National Archives YouTube Channel	612,743	2,449,503
Flickr (USNatArchives & ArchivesNews)	2,603,261	20,737,950

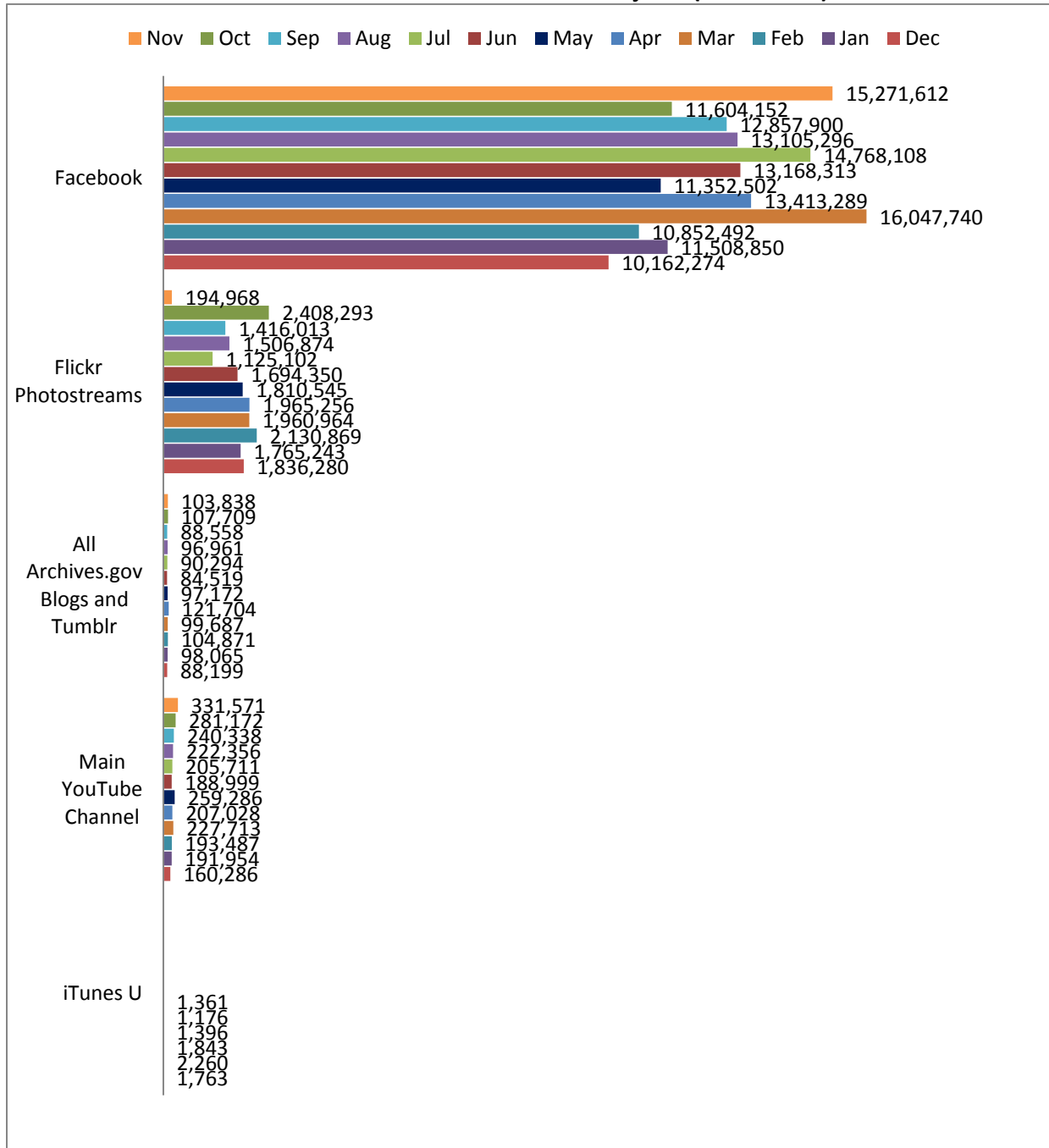
EXTERNAL BLOGS AND TUMBLR

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](#)

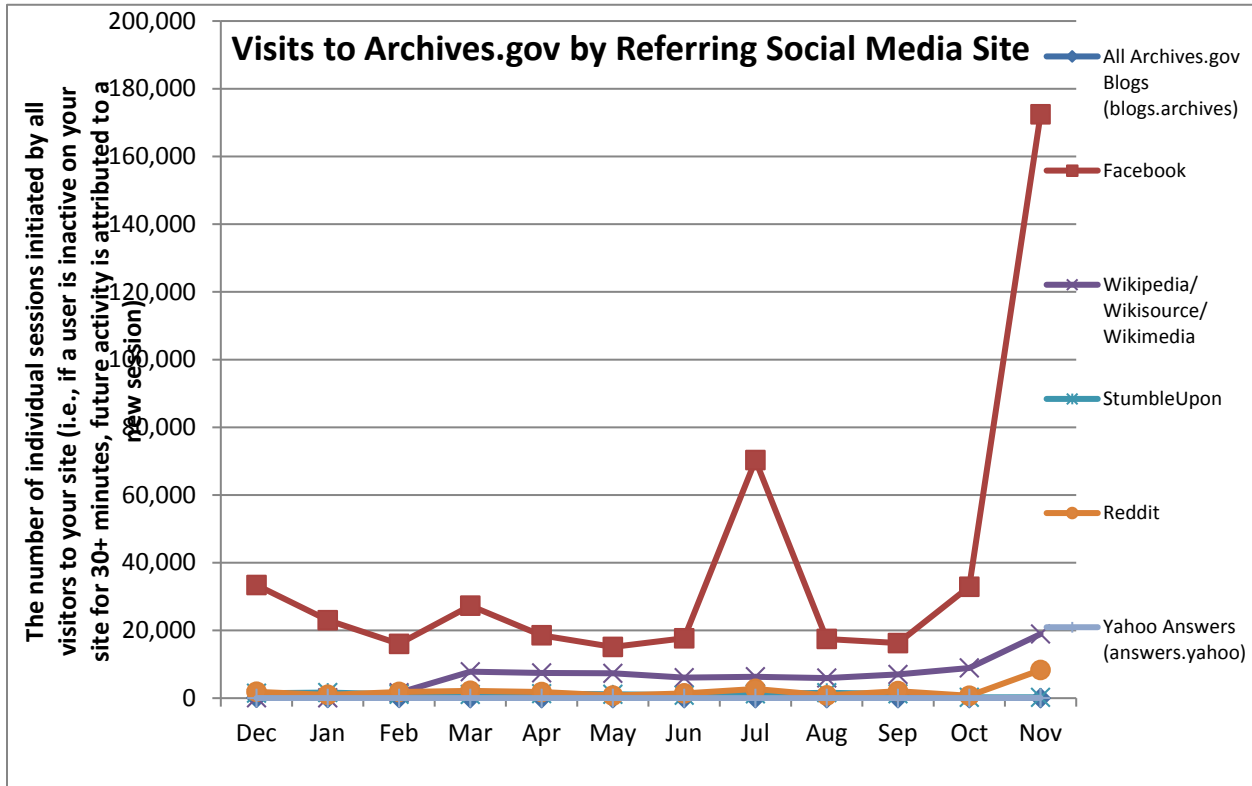
SOCIAL MEDIA TOOLBOX (Tools currently in use)

- 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)

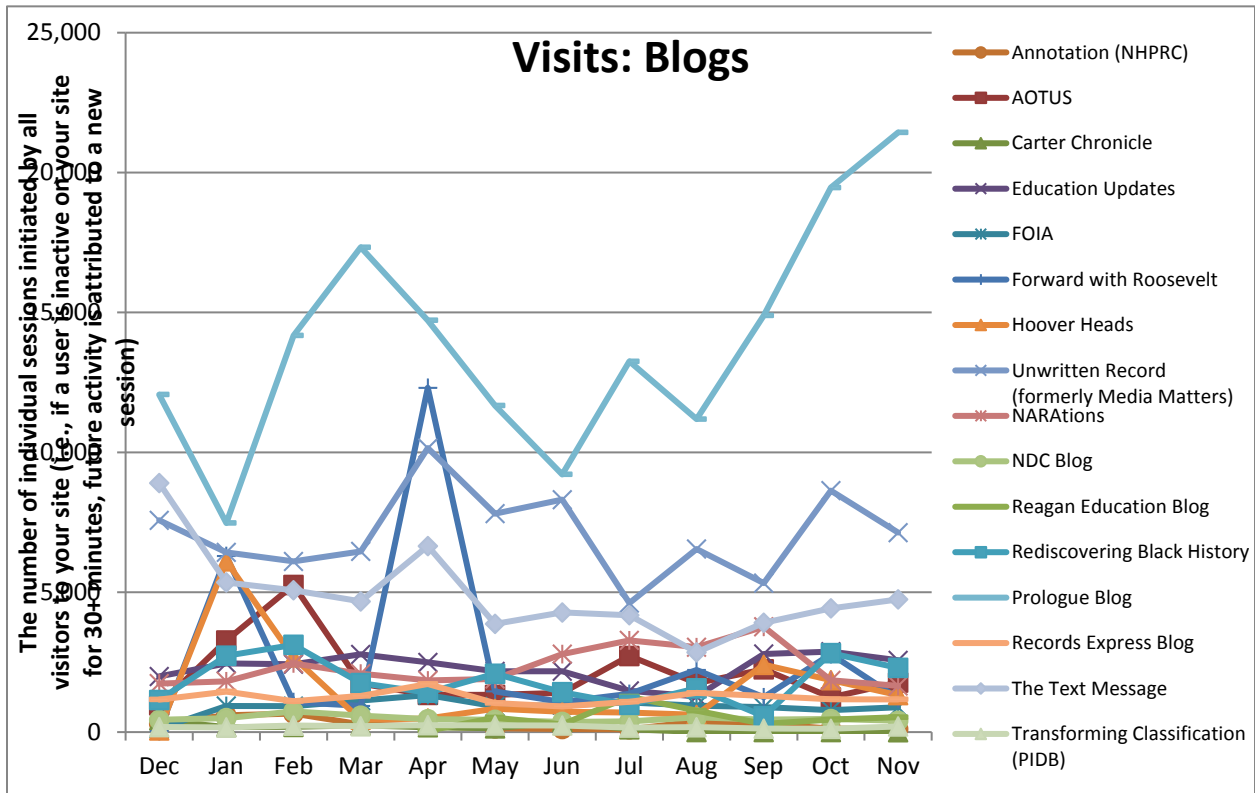


New External Social Media Projects: November Projects

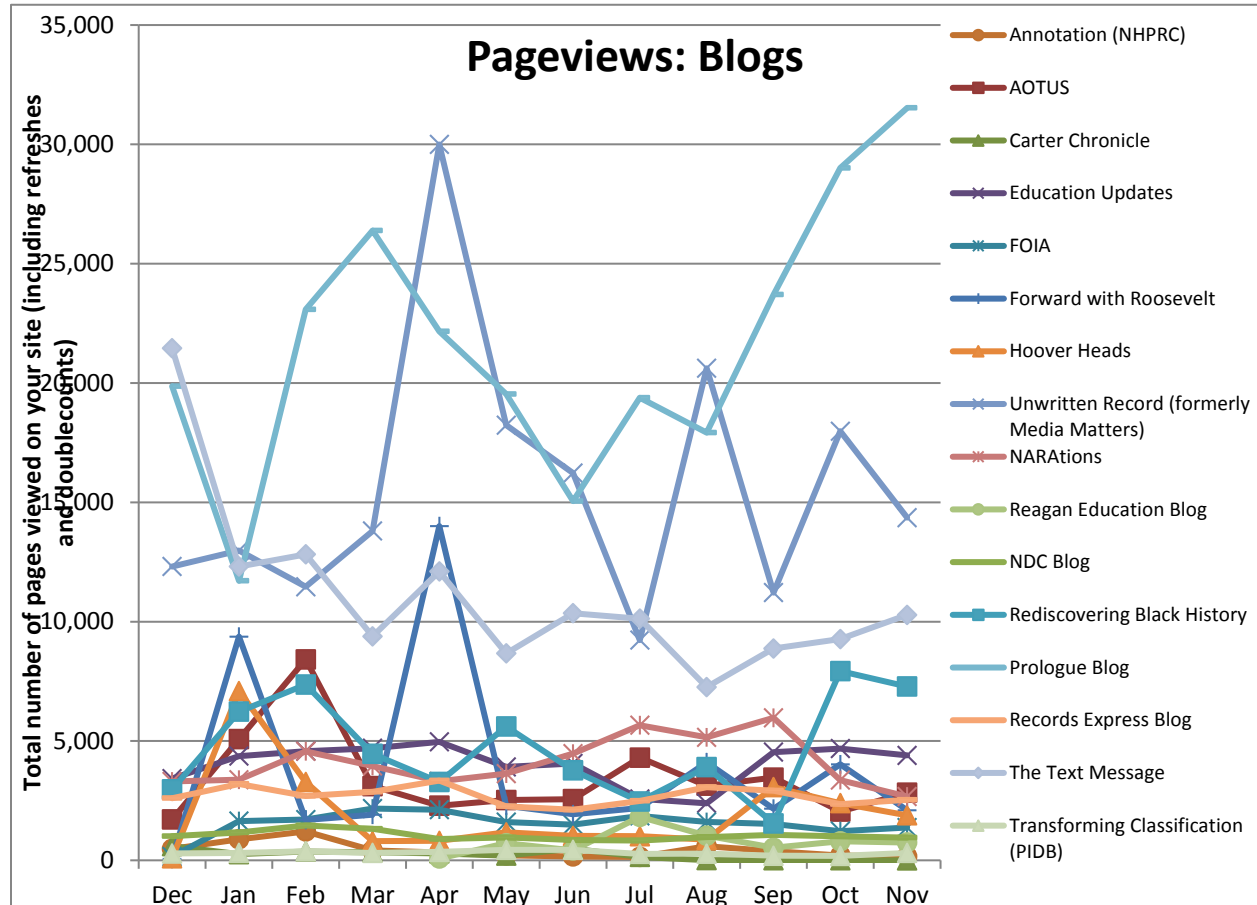
	Qzr	Facebook	Giphy	Twitter	Pinterest	Tumblr	Blog	YouTube	Instagram
December									
January									
February									
March									
April						1	1	1	
May	1								
June					1	1			2
July									
August									
September			1						
October				1		1			1
November									

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

Blog Visits (Source: Appendix II.A)



Blog Pageviews (Source: Appendix II.B)

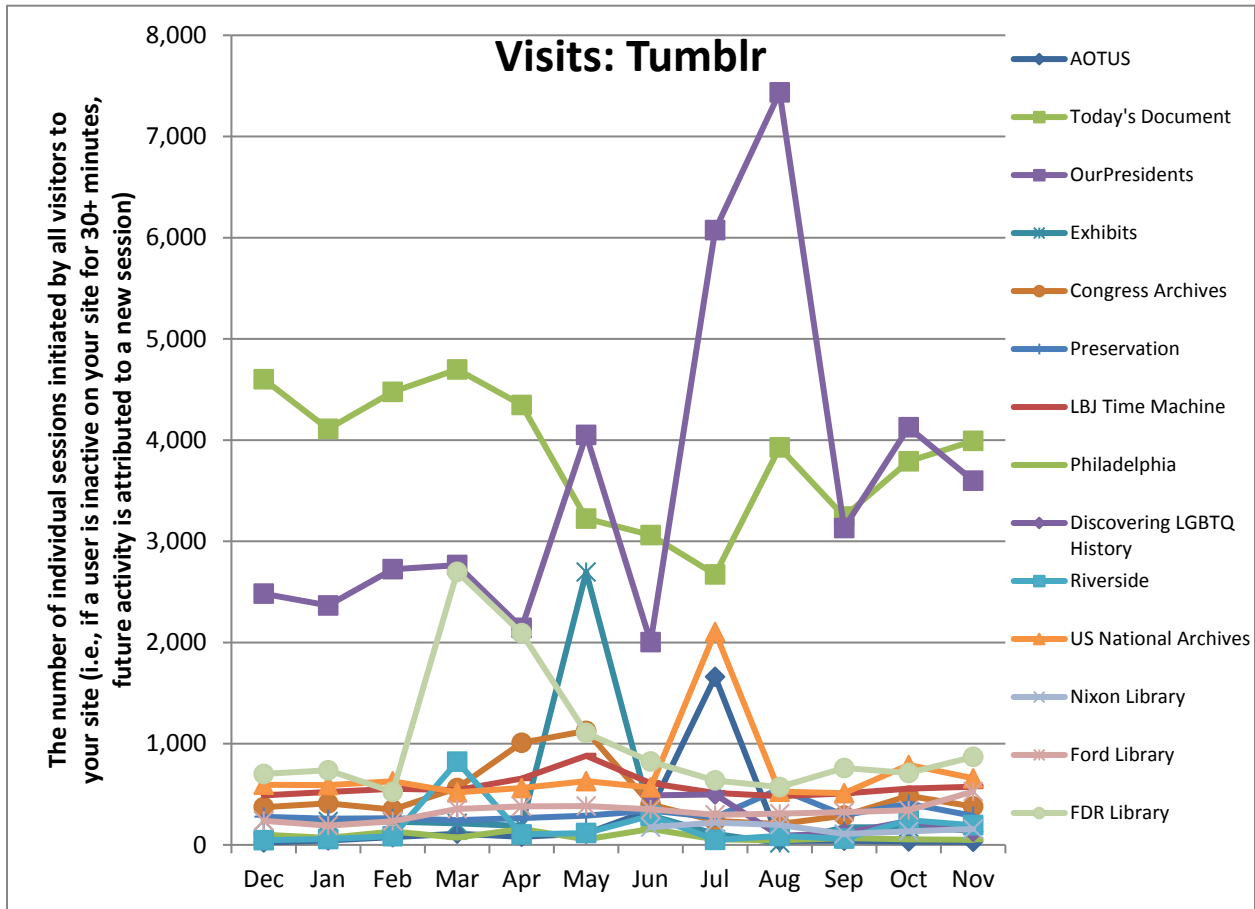


Top 5 Most Viewed Blog Posts in November

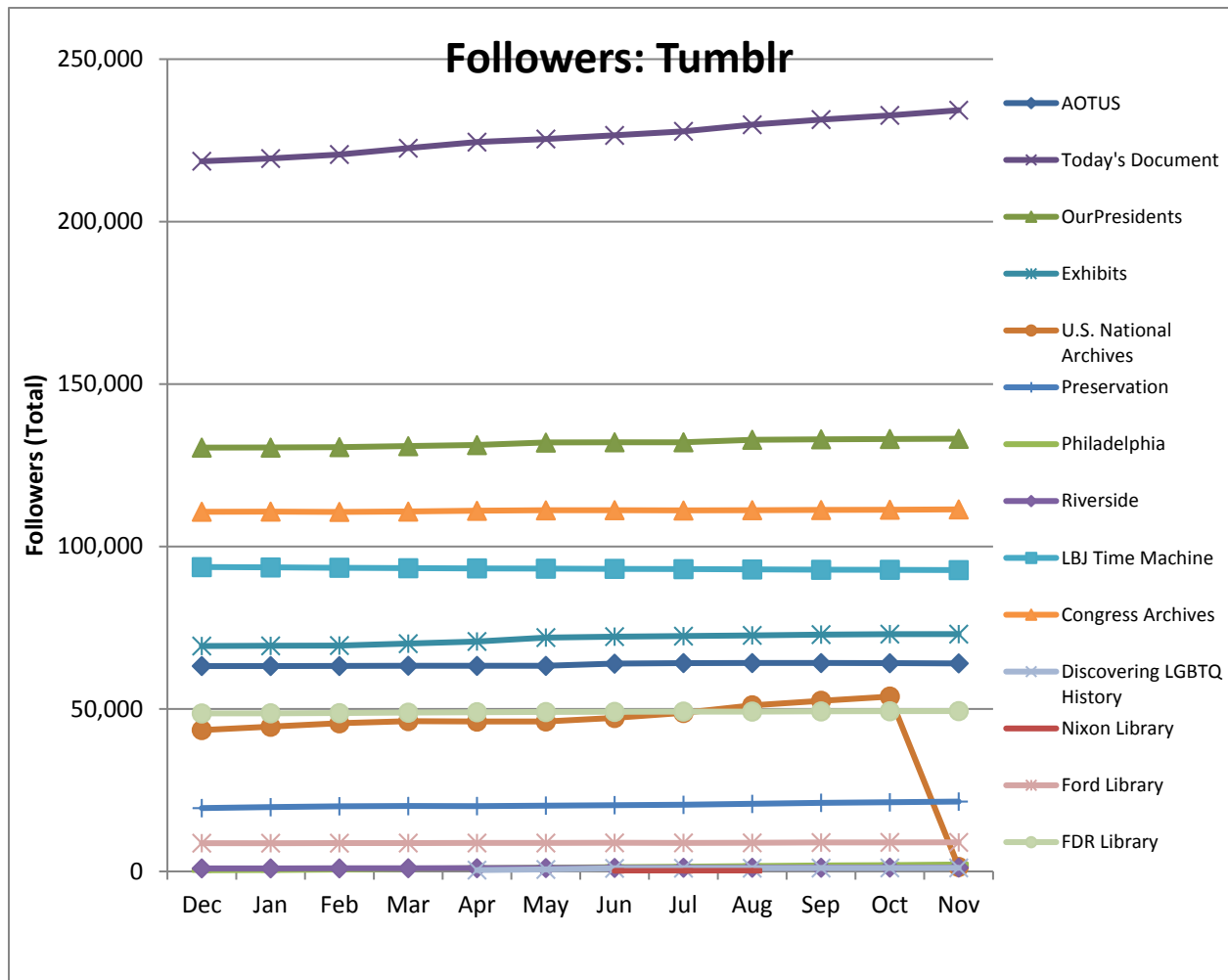
Blog	Pageviews	Post Title
Pieces of History	4,184	Teddy Roosevelt and Abraham Lincoln in the same photo
Unwritten Record	1,290	Louis Zamperini: The Story of a True American Hero
Pieces of History	1,281	Prohibition and the Rise of the American Gangster
Pieces of History	1,218	The Election of 1800
Pieces of History	8,55	Fidel Castro's childhood plea to President Roosevelt

Social Media Tools: Detail View – Tumblr

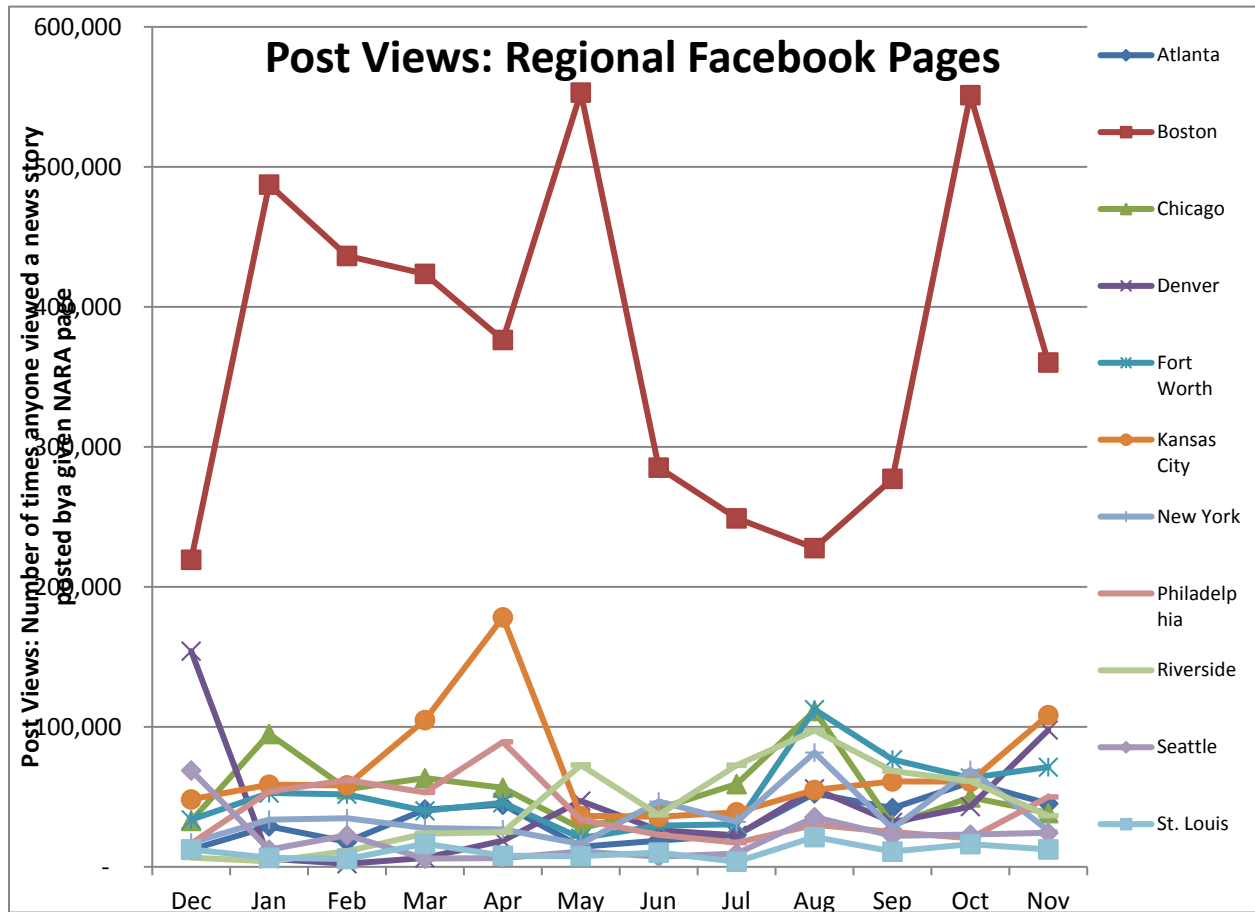
Tumblr Visits



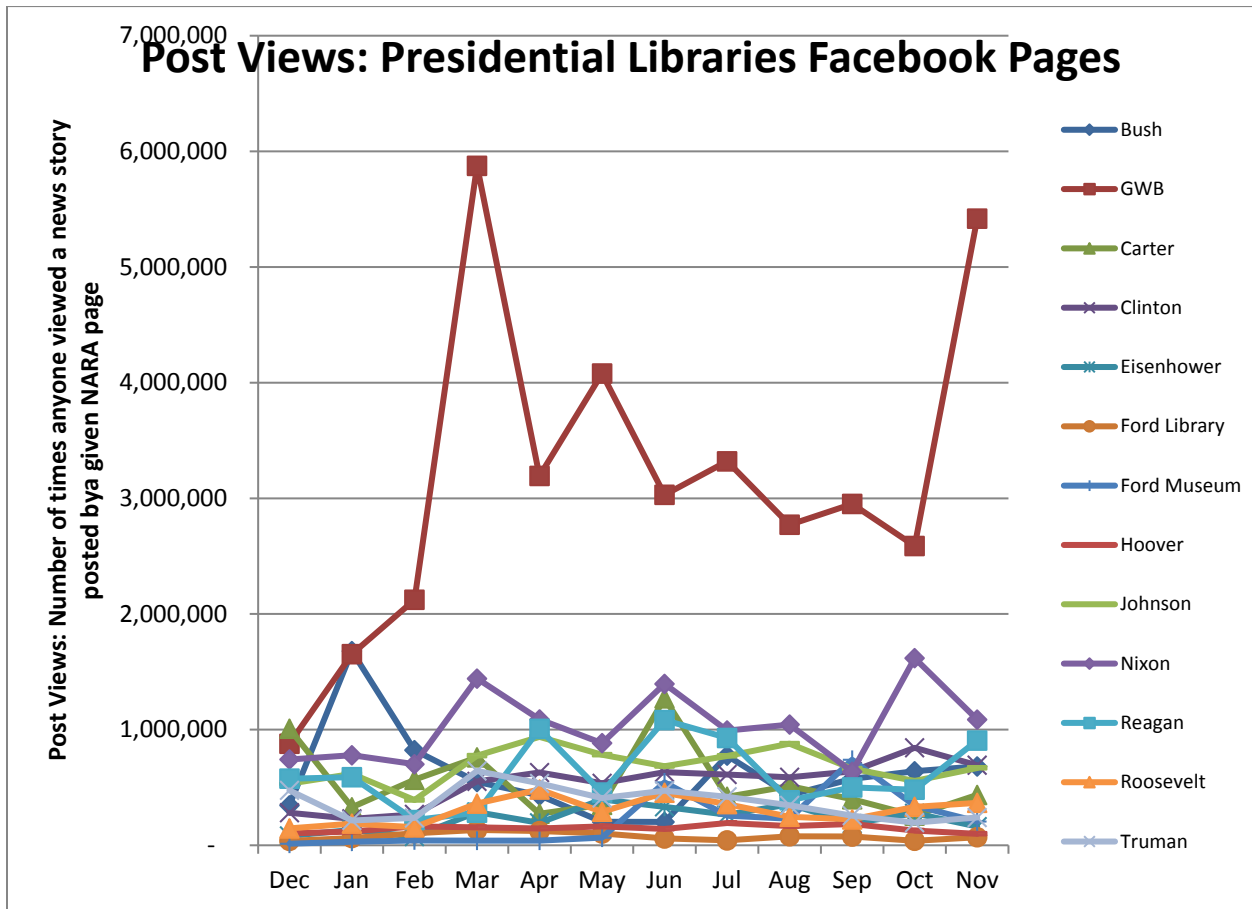
Followers on Tumblr (Source: Appendix IV)



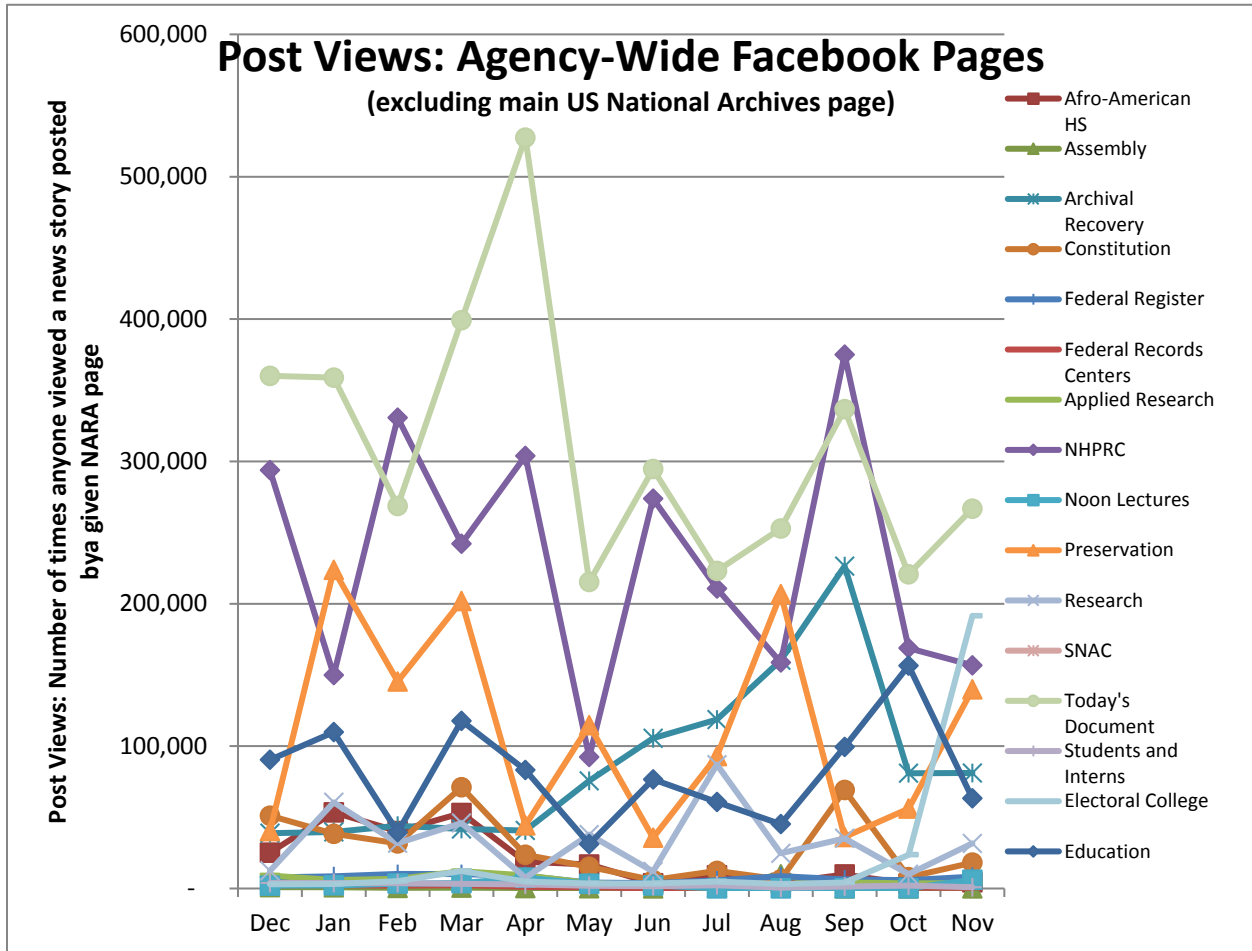
Social Media Tools: Detail View – Facebook
Post Views on Regional Pages (Source: Appendix IV.A)

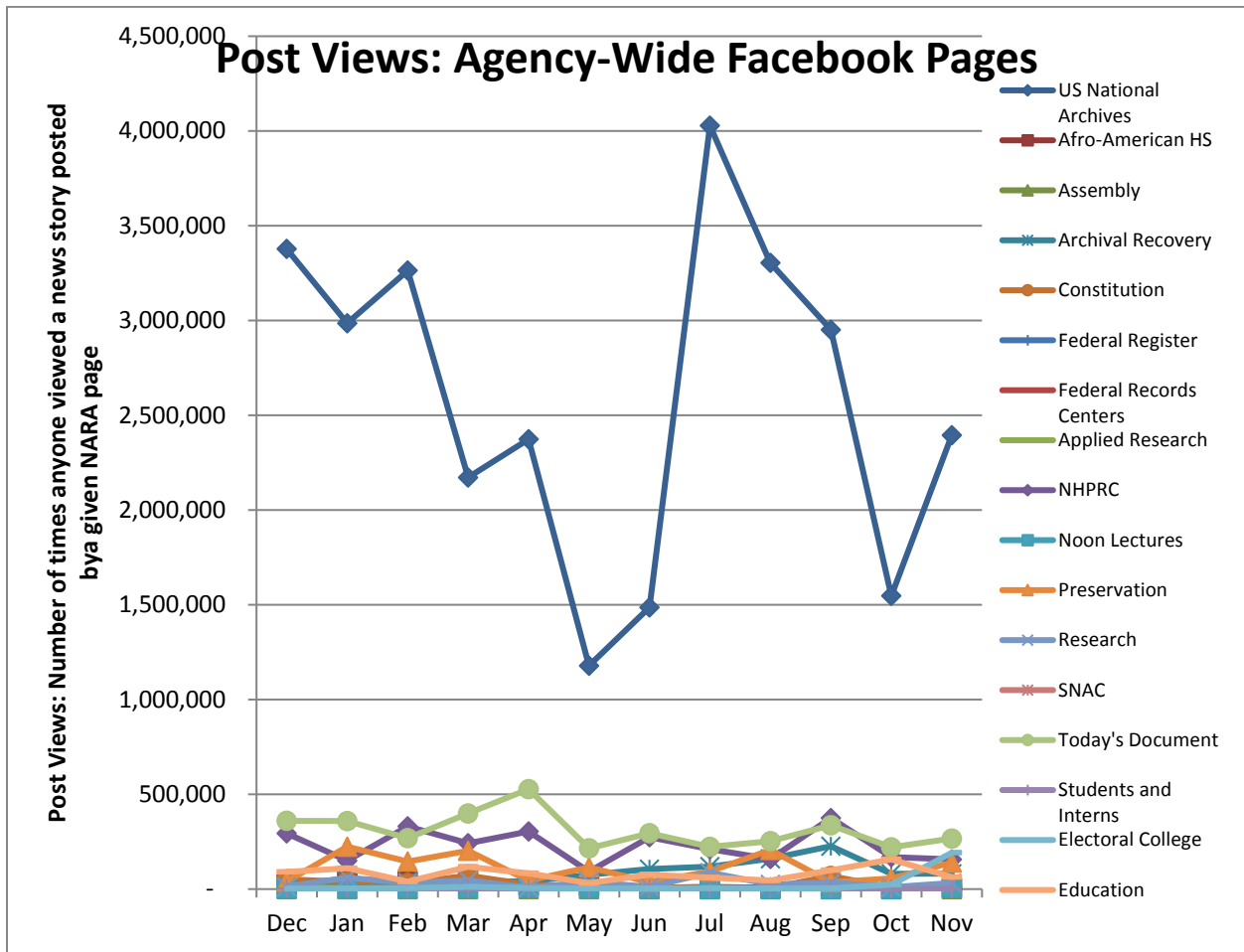


Post Views on Presidential Library Pages (Source: Appendix IV.A)

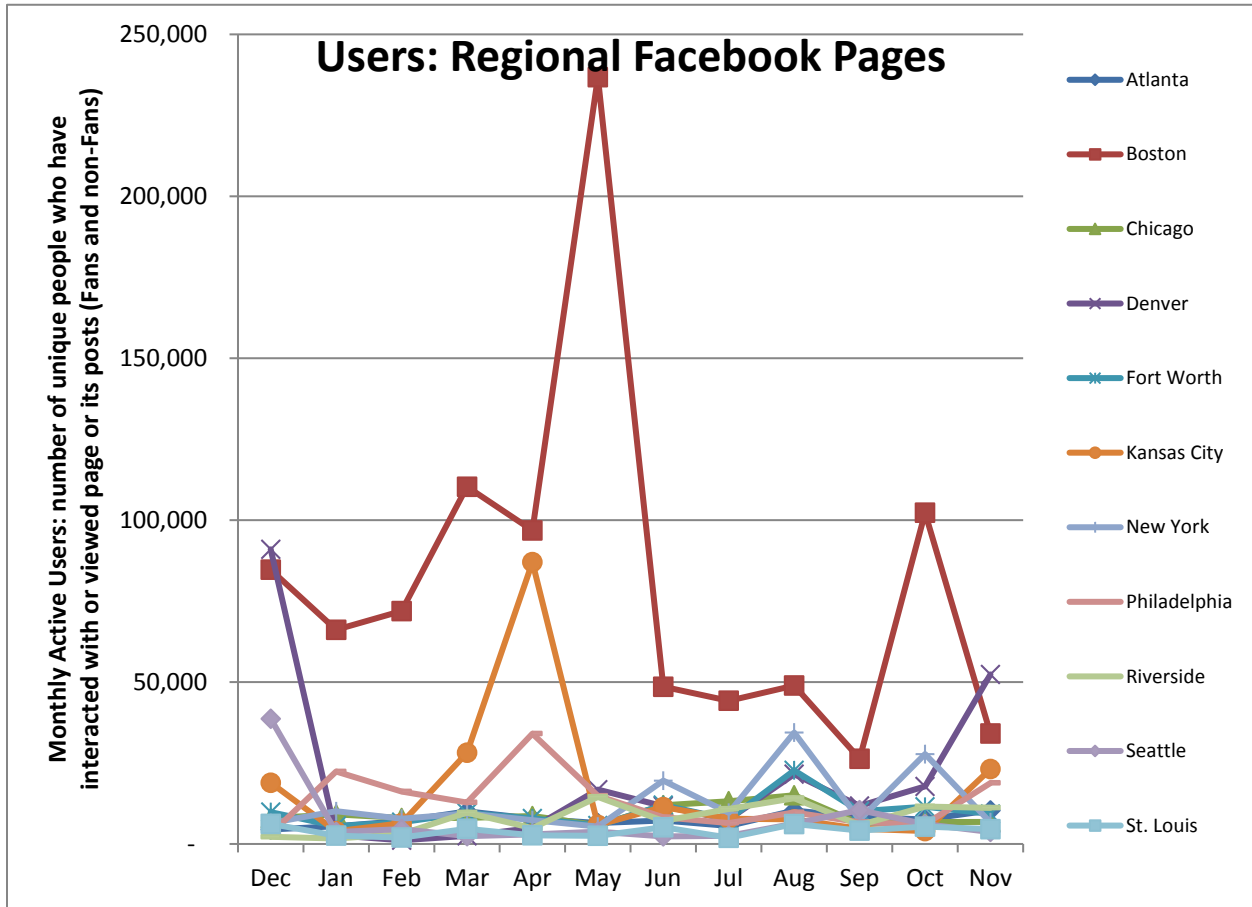


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

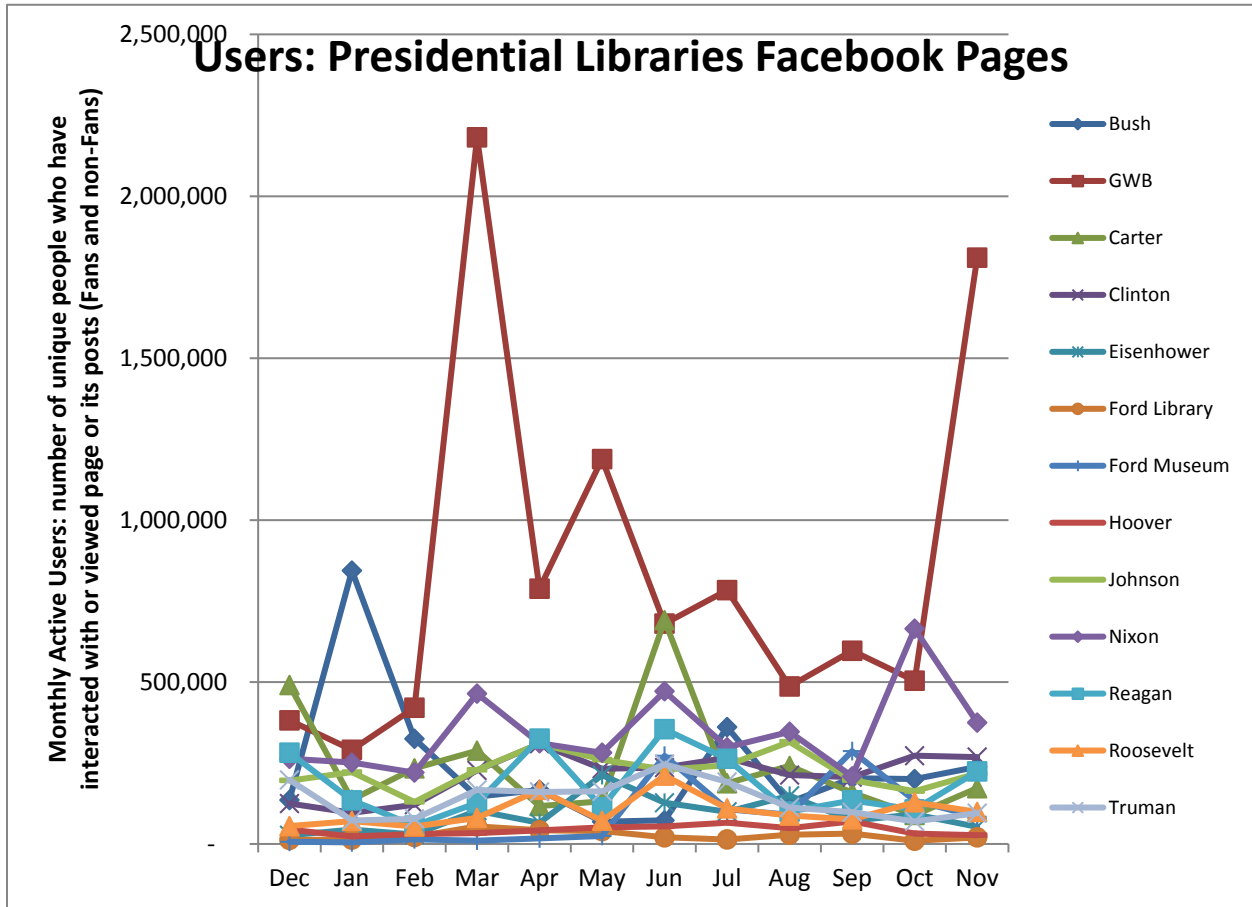




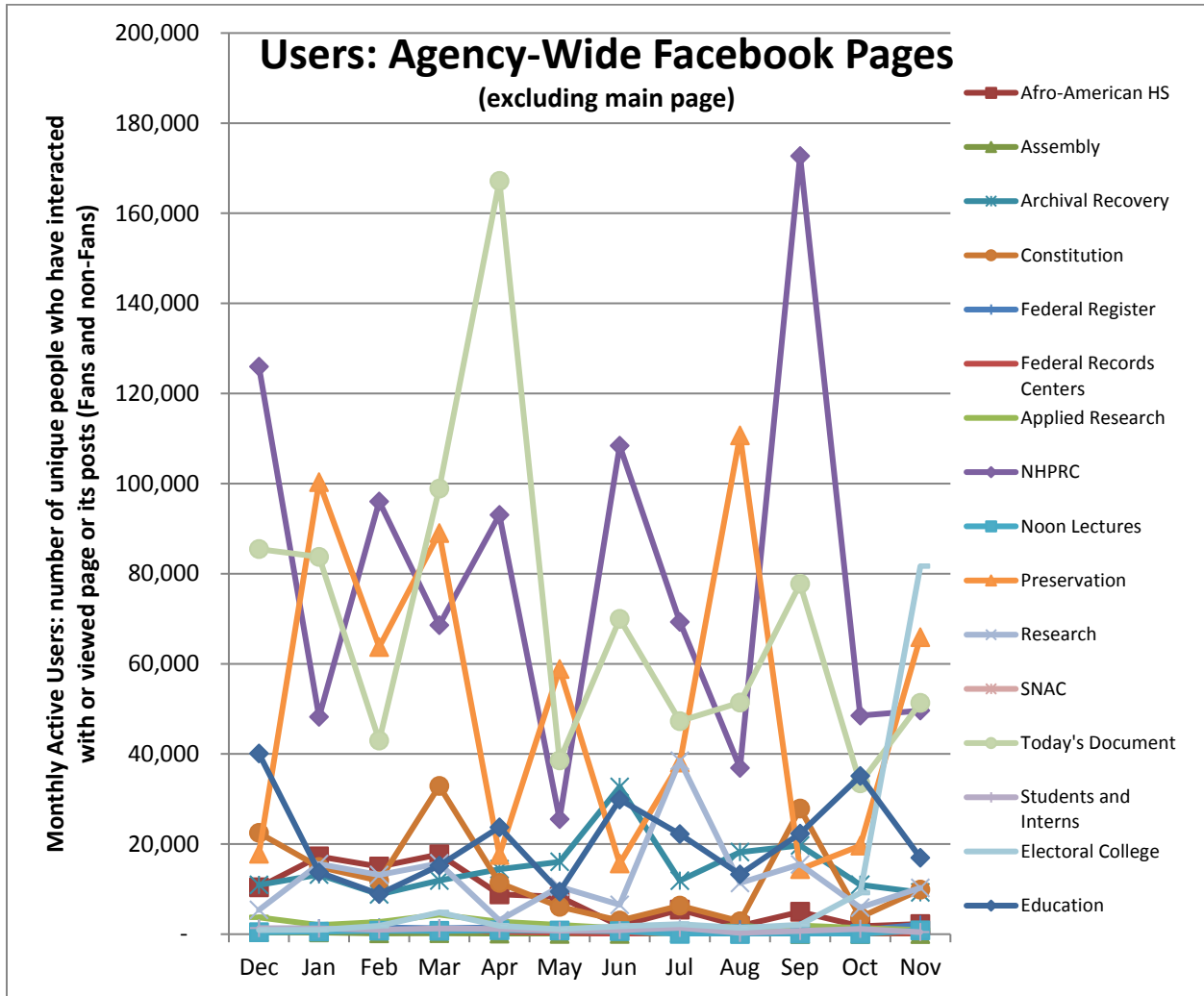
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

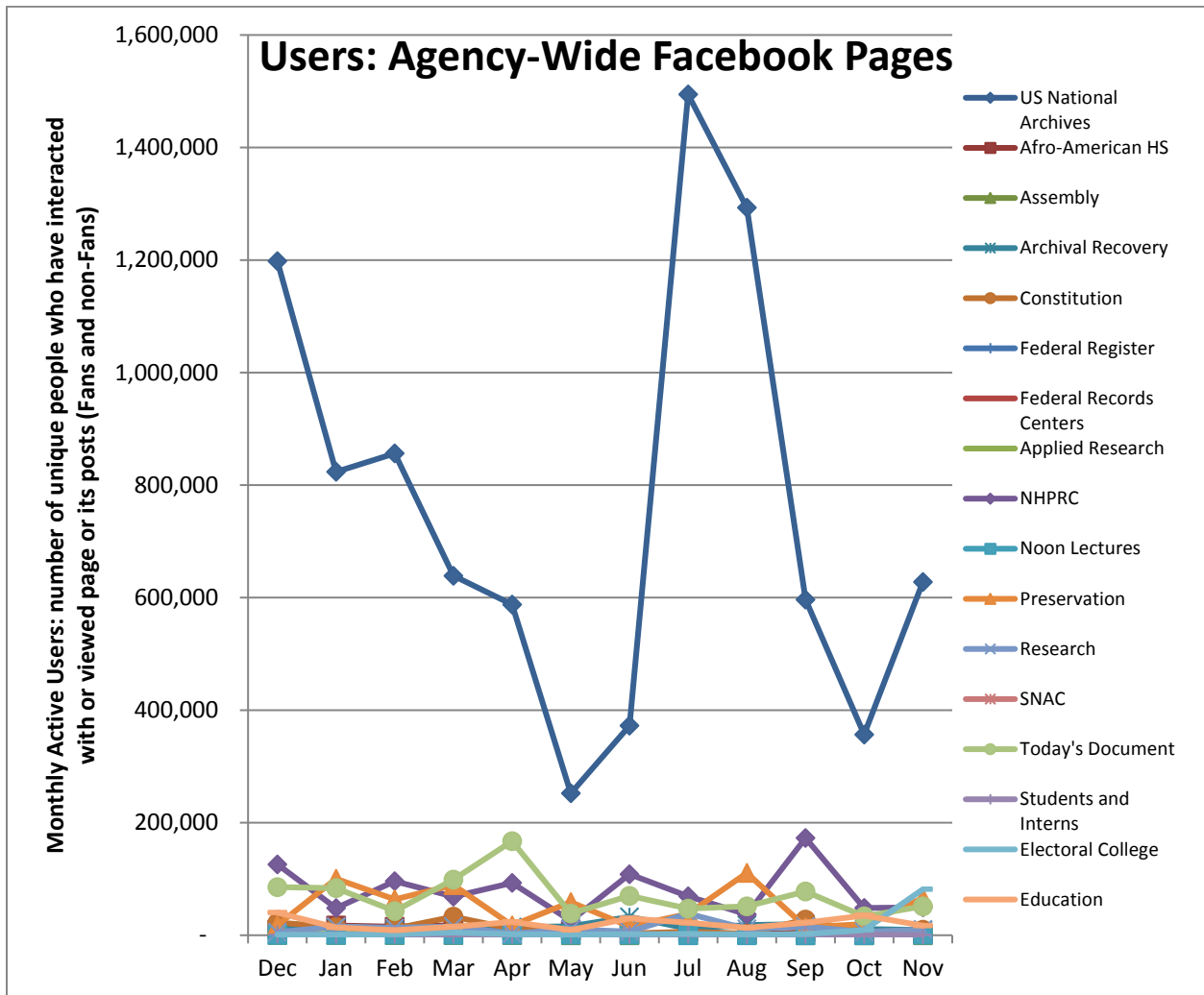


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



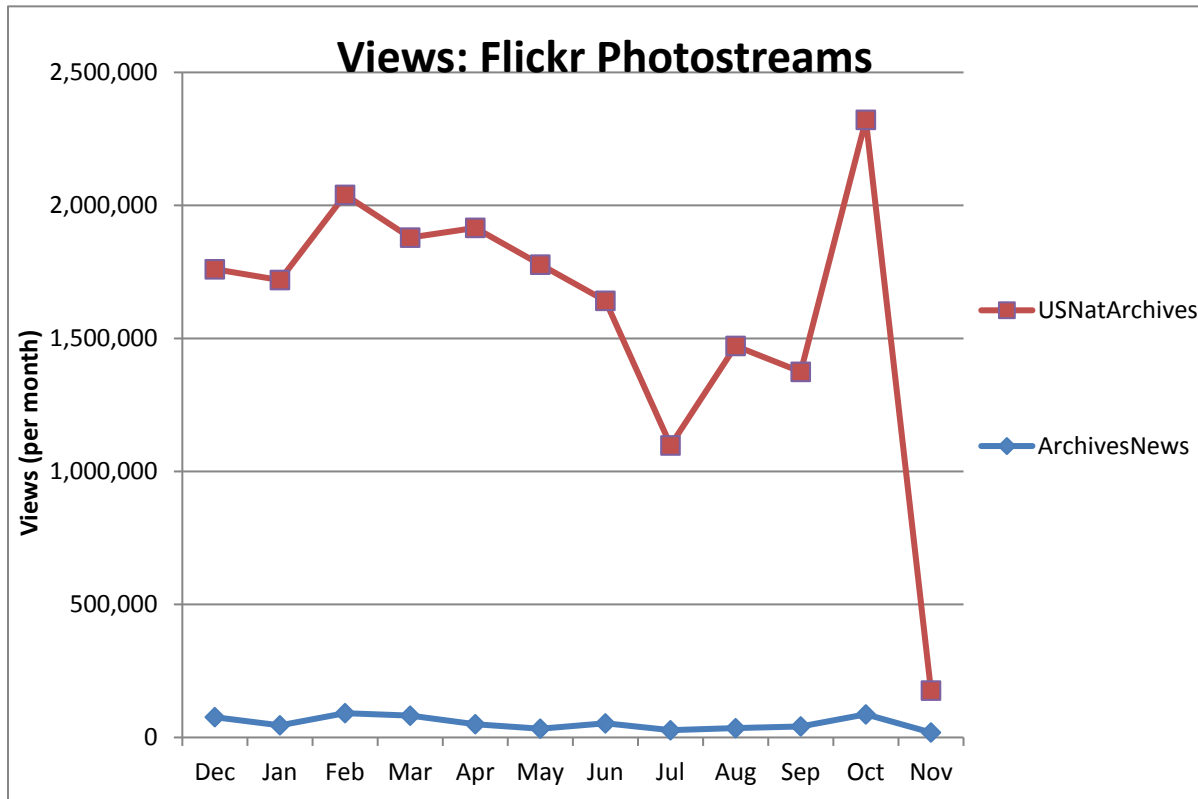
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



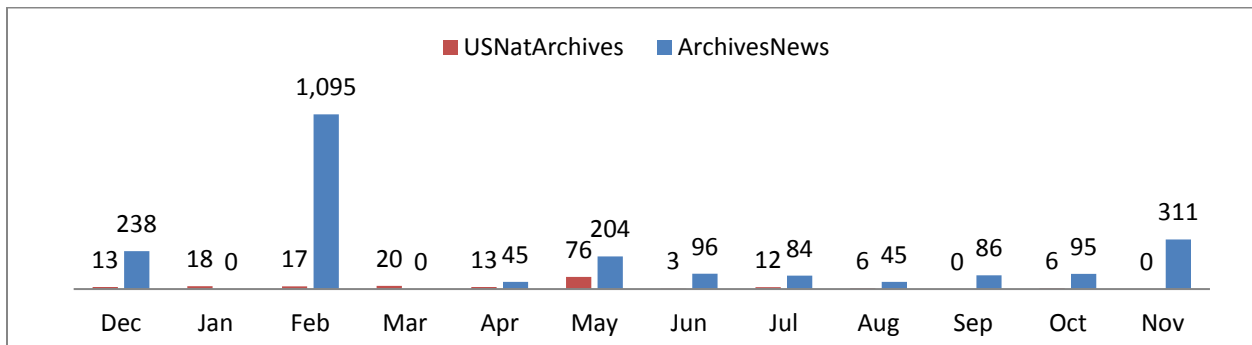


Social Media Tools: Detail View – Flickr

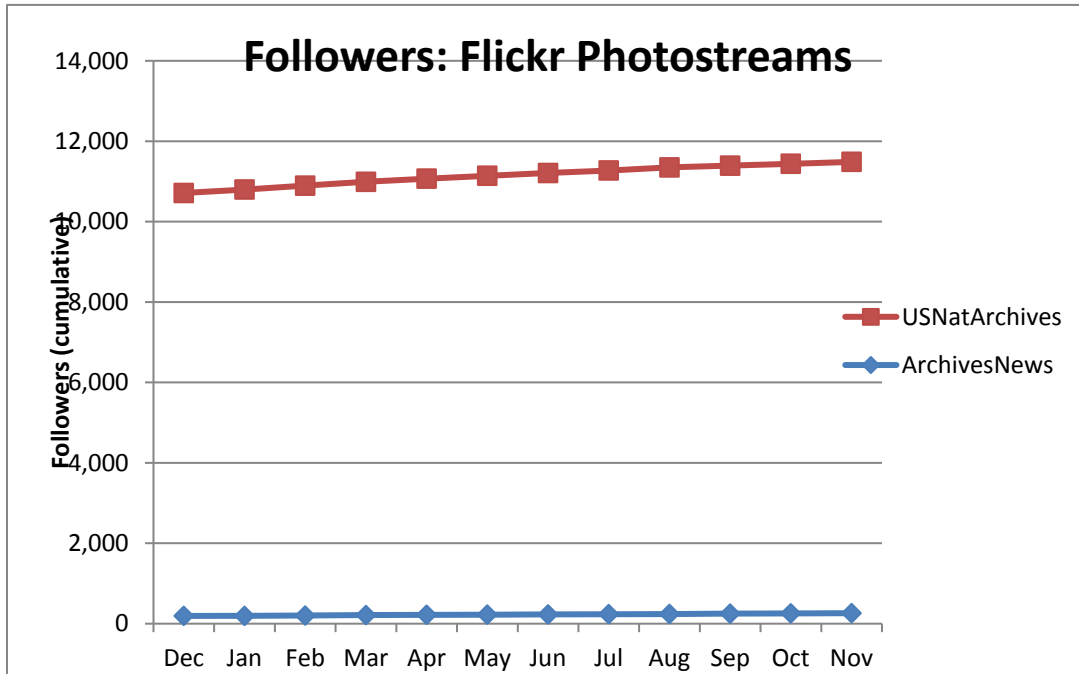
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

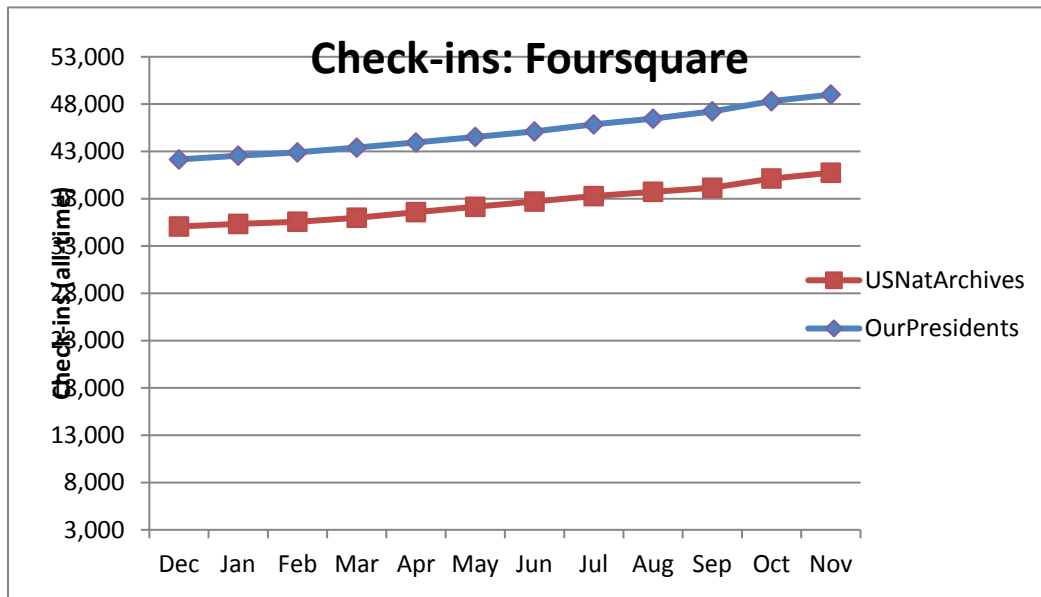


Followers of Photostreams (Cumulative)



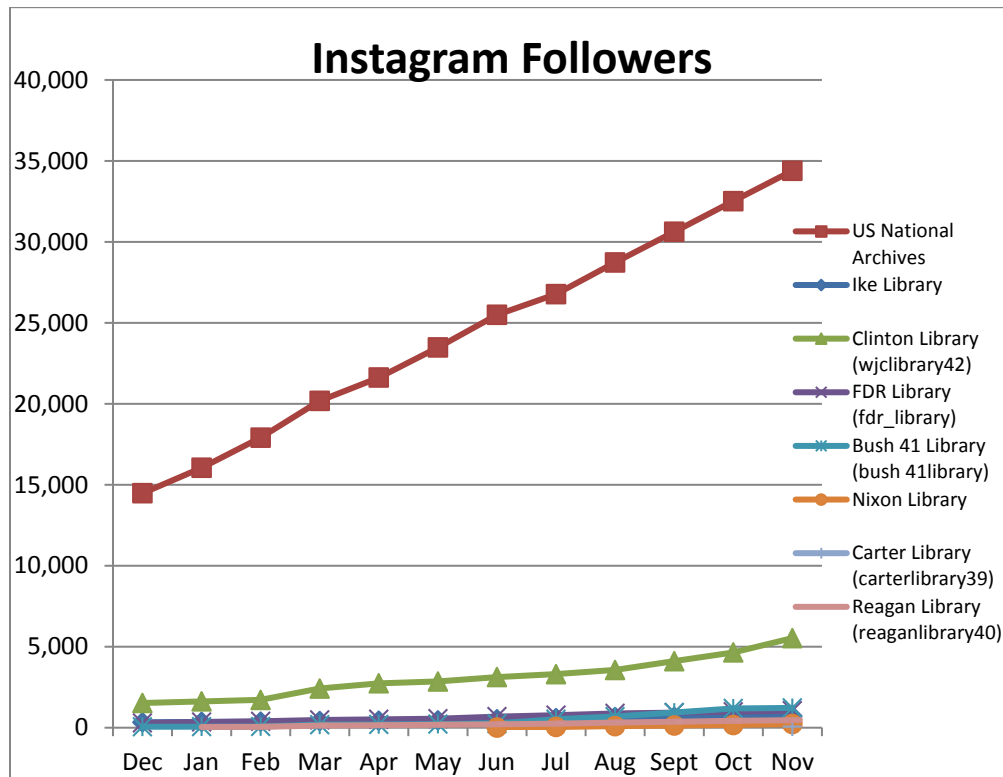
Social Media Tools: Detail View – Foursquare

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



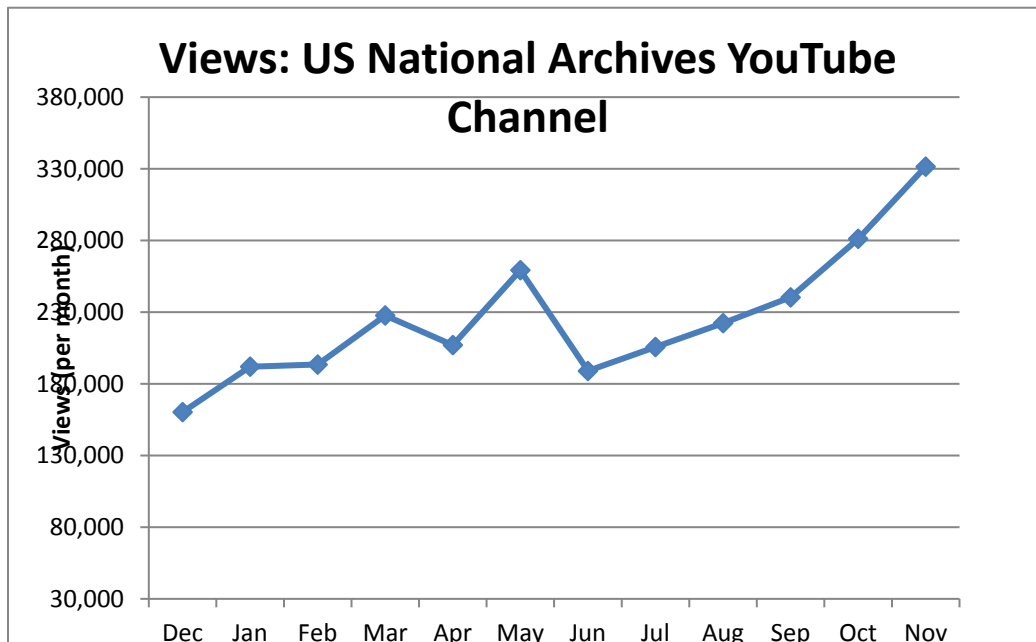
Social Media Tools: Detail View – Instagram

Followers on National Archives Instagram Accounts (Cumulative)

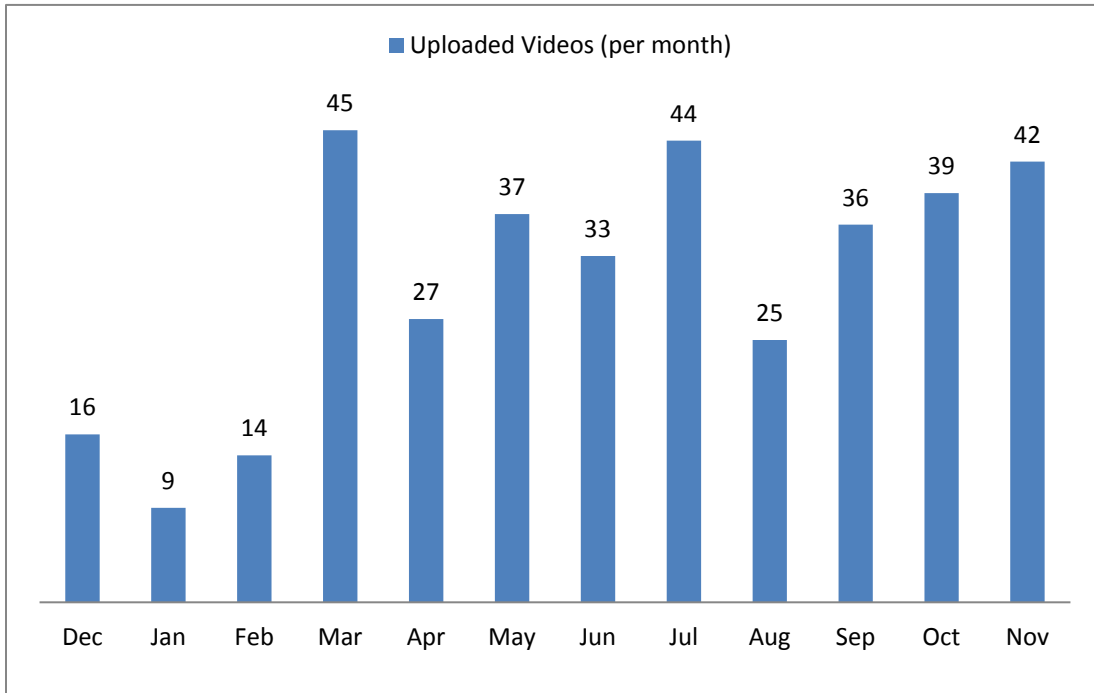


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

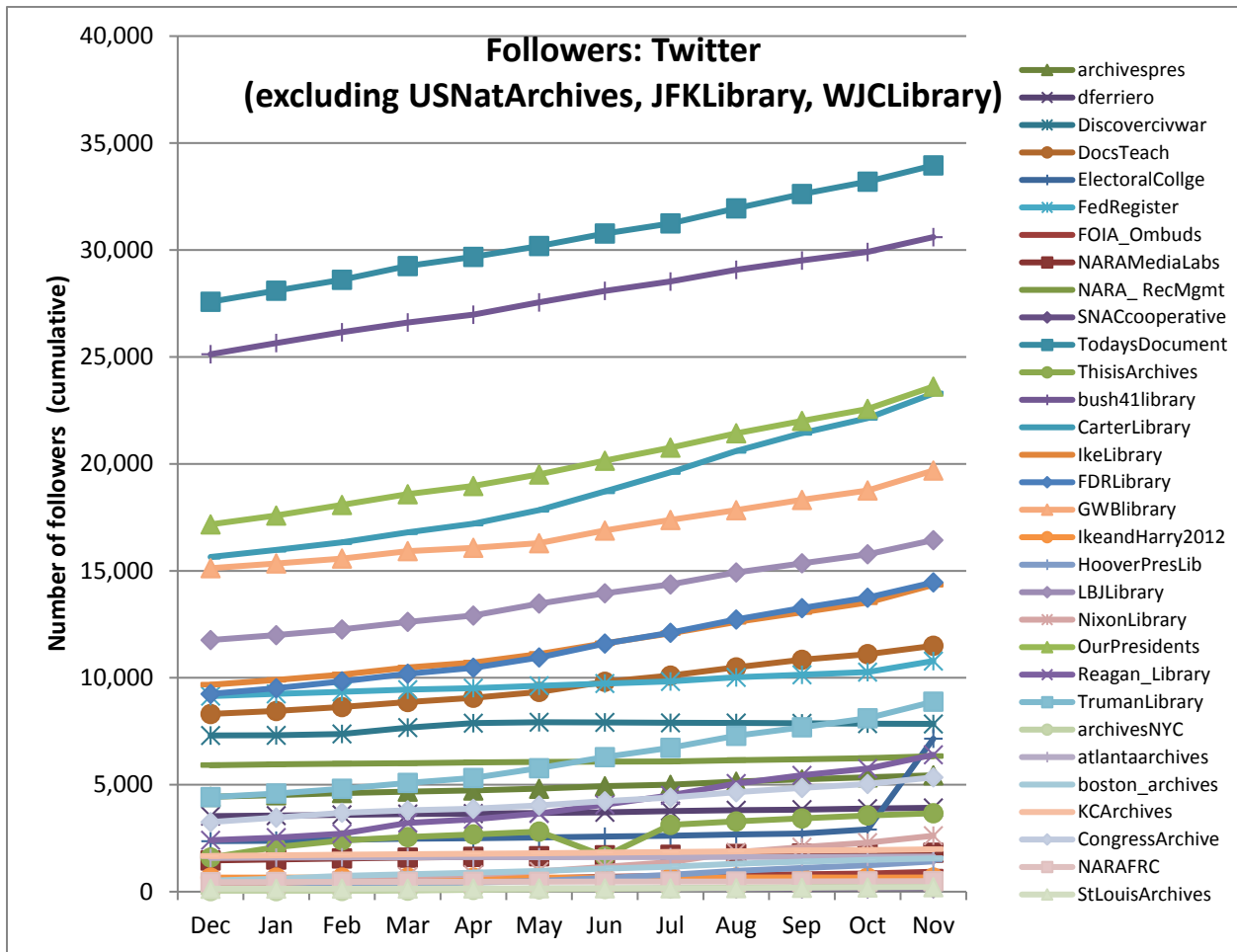


Top 5 Most Viewed Videos for November 2016 on US National Archives Channel

Video Title	Views
Montebello, California, 12/01/1957	42,086
Colorado Springs, Colorado 08/09/1964	26,660
Stories from the Great Depression	17,363
River Forest, Illinois, 01/01/1958 - 01/10/1958	15,885
Duncansville, Texas, 12/12/1957	13,914

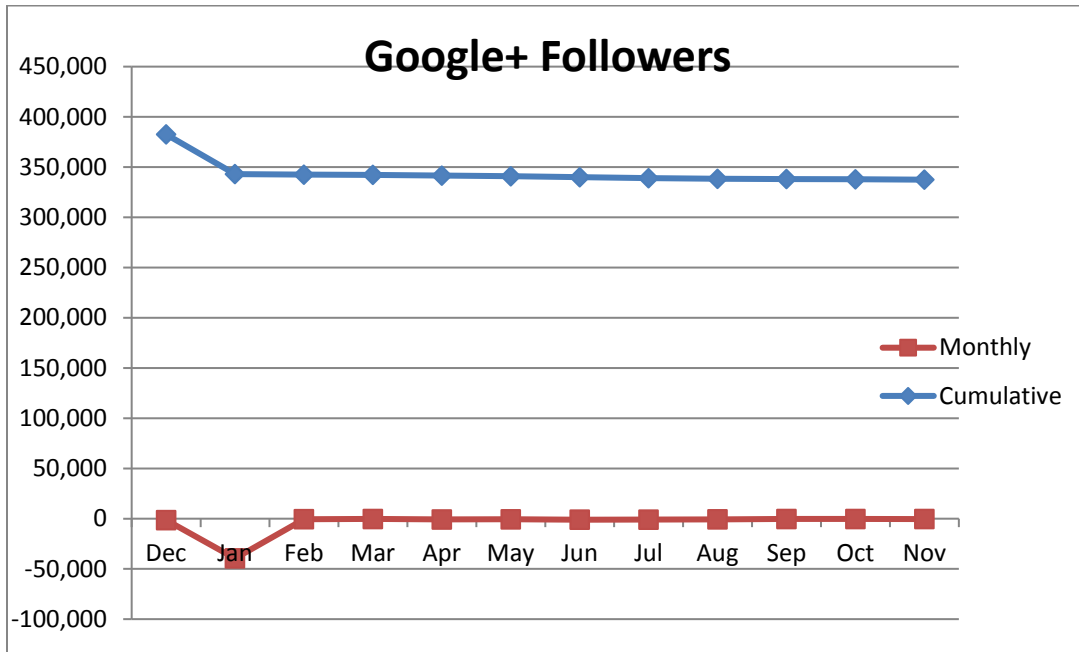
Social Media Tools: Detail View – Twitter

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



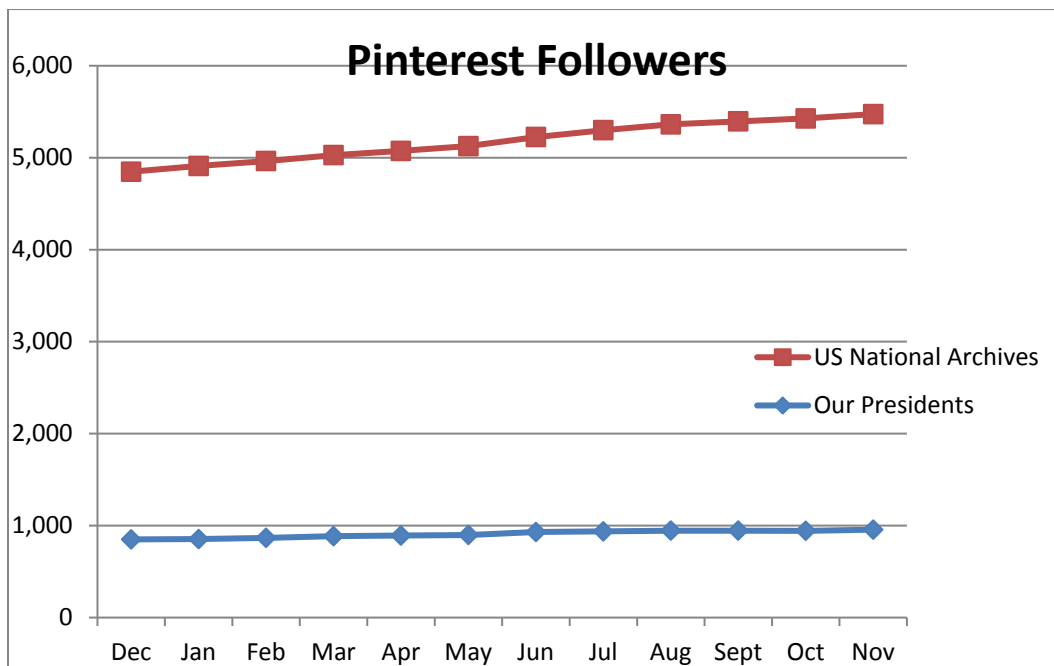
Social Media Tools: Detail View – Google+

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.

	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov
Annotation (NHPRC)	303	599	661	276	203	138	112	100	378	300	126	115
AOTUS	960	3,274	5,258	1,732	1,330	1,332	1,404	2,723	1,751	2,243	1,239	1,773
Carter Chronicle	420	180	187	240	174	137	358	103	6	3	2	0
Education Updates	1,991	2,452	2,428	2,779	2,494	2,172	2,175	1,475	1,273	2,793	2,877	2,568
FOIA	117	933	928	1,125	1,323	921	963	1,061	946	895	784	887
Forward with Roosevelt	39	6,292	1,072	937	12,307	1,455	1,077	1,365	2,222	1,246	2,787	1,206
Hoover Heads	61	6,107	2,672	443	487	833	726	697	617	2,407	1,857	1,322
Unwritten Record (formerly Media Matters)	7,572	6,424	6,102	6,460	10,152	7,809	8,308	4,612	6,545	5,328	8,631	7,131
NARAtions	1,736	1,815	2,457	2,091	1,847	1,901	2,787	3,279	3,036	3,764	1,851	1,652
NDC Blog	440	501	739	589	462	440	362	383	525	445	467	406
Reagan Library Education					45	517	277	1,265	765	295	449	532
Rediscovering Black History	1,150	2,729	3,118	1,753	1,410	2,086	1,427	978	1,565	565	2,821	2,296
Prologue Blog	12,065	7,472	14,174	17,329	14,717	11,671	9,210	13,251	11,186	14,893	19,460	21,433
Records Express Blog	1,163	1,450	1,105	1,291	1,719	1,038	917	1,084	1,401	1,291	1,171	1,169
The Text Message	8,904	5,349	5,068	4,673	6,650	3,867	4,278	4,176	2,852	3,908	4,422	4,742
Transforming Classification (PIDB)	181	167	233	211	247	2,369	237	162	176	124	120	201
MONTHLY TOTAL	37,102	45,744	46,202	41,929	55,567	36,556	34,618	36,714	35,244	40,500	49,064	47,433

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.

	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov
Annotation (NHPRC)	482	882	1,211	419	331	209	164	143	592	385	202	166
AOTUS	1,711	5,079	8,420	3,111	2,290	2,528	2,563	4,304	3,128	3,464	2,044	2,833
Carter Chronicle	595	262	371	337	290	198	490	144	8	5	2	0
Education Updates	3,426	4,368	4,573	4,694	4,964	3,915	4,057	2,575	2,388	4,536	4,681	4,396
FOIA	156	1,645	1,708	2,169	2,121	1,600	1,497	1,858	1,609	1,523	1,222	1,375
Forward with Roosevelt	59	9,370	1,692	1,910	14,004	2,290	1,929	2,190	4,105	2,162	4,021	2,098
Hoover Heads	87	7,093	3,281	803	818	1,171	1,026	1,011	863	3,067	2,395	1,886
Unwritten Record (formerly Media Matters)	12,311	12,979	11,463	13,799	29,996	18,233	16,226	9,228	20,618	11,218	17,981	14,360
NARAtions	3,303	3,378	4,568	3,950	3,311	3,632	4,472	5,661	5,155	5,972	3,361	2,674
Reagan Library Education					78	715	415	1,823	1,031	529	797	745
NDC Blog	1,011	1,166	1,461	1,319	892	958	855	828	976	1,069	1,007	950
Rediscovering Black History	2,973	6,231	7,363	4,460	3,282	5,608	3,769	2,466	3,905	1,547	7,930	7,282
Prologue Blog	19,863	11,711	23,081	26,387	22,164	19,536	15,051	19,382	17,918	23,701	29,010	31,527
Records Express Blog	2,603	3,201	2,699	2,870	3,341	2,260	2,120	2,488	3,065	2,918	2,353	2,534
The Text Message	21,456	12,311	12,822	9,385	12,104	8,671	10,355	10,127	7,260	8,877	9,270	10,283
Transforming Classification (PIDB)	287	310	378	311	354	440	437	271	281	195	186	312
MONTHLY TOTAL	70,323	79,986	85,091	75,924	100,340	71,964	65,426	64,499	72,902	71,168	86,462	83,421

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

	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov
Annotation (NHPRC)	15	15	14	14	10	11	16	11	15	13	12	15
AOTUS Blog	124	131	144	122	126	105	77	107	70	65	74	59
AOTUS Tumblr	2	2	3	2	3	2	2	3	2	1	1	2
Carter Chronicle	124	147	170	135	119	100	77	68	44	27	19	16
Education Updates	34	41	46	42	31	36	30	33	32	29	28	30
FOIA Ombudsman	16	17	21	24	19	26	20	12	2	8	9	10
Unwritten Record (formerly Media Matters)	36	35	38	43	34	38	14	18	15	10	8	4
NARAtions	111	100	155	144	157	104	150	129	121	113	86	90
NDC Blog	84	84	65	85	64	58	40	53	34	42	47	42
Prologue	269	150	229	157	163	160	136	129	140	128	113	133
Records Express	83	89	106	107	74	87	63	65	55	48	44	48
Rediscovering Black History	32	37	39	37	25	26	28	27	22	24	25	23
Text Message	58	62	71	63	54	47	44	51	61	45	63	58
Today's Document Tumblr	49	52	58	58	47	45	47	39	36	36	39	37
Transforming Classification (PIDB)	137	173	220	142	137	125	92	95	72	93	62	61
MONTHLY TOTAL	1,174	1,135	1,379	1,175	1,063	970	836	840	721	682	630	628

APPENDIX IV.A: Facebook Post Views

Defined by Facebook as the number of times people (fans and non-fans) have viewed a news story feed posted by our page. (A+P+R = Agency, Regional & Presidential totals.)

	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov
Monthly Total (A+P+R)	10,162,274	11,508,850	10,852,492	16,047,740	13,413,289	11,352,502	13,168,313	14,768,108	13,105,296	12,857,900	11,604,152	15,271,612
Agency-Wide Total	4,318,659	4,047,082	4,227,675	3,389,420	3,457,815	1,795,438	2,307,512	4,859,598	4,186,920	4,155,830	2,287,587	3,367,739
US National Archives	3,377,628	2,985,418	3,263,702	2,171,746	2,373,439	1,178,779	1,486,358	4,027,856	3,303,955	2,951,220	1,547,097	2,394,526
Afro-American HS	25,176	53,464	40,279	52,979	18,785	16,825	3,636	9,327	3,917	9,815	3,356	4,352
Assembly	926	869	429	612	295	158	79	578	9,937	30	123	45
Archival Recovery	38,860	39,718	44,095	41,816	40,740	75,641	105,513	118,611	160,306	226,435	80,971	81,129
Constitution	51,128	38,430	31,700	71,073	23,671	15,237	5,946	12,352	6,330	69,172	7,941	18,109
Federal Register	7,754	8,595	10,236	10,177	8,794	4,132	3,771	5,732	8,657	6,385	5,823	8,324
Federal Records Centers	2,116	2,390	1,975	2,389	1,109	814	117	807	1,119	289	606	477
Applied Research	9,076	5,942	6,719	12,137	9,261	3,857	2,151	2,540	652	4,257	3,650	3,725
NHPRC	293,891	149,914	330,707	242,165	303,897	92,299	273,859	210,709	158,717	375,029	168,885	156,783
Noon Lectures	2,001	2,196	3,396	3,814	7,621	3,278	2,140	85	48	124	94	6,191
Preservation	40,333	223,827	145,426	201,969	44,392	114,695	35,649	93,012	206,818	36,153	56,097	139,874
Research	12,393	60,528	31,797	46,027	7,506	37,844	11,962	87,002	24,700	35,247	10,003	31,659
SNAC												
Today's Document	360,083	358,887	268,697	399,160	527,448	215,349	294,613	223,076	252,862	336,687	220,725	266,792
Students and Interns	3,922	3,860	3,749	3,311	2,781	1,867	1,620	2,295	569	1,368	2,046	890
Electoral College	2,949	3,178	5,222	12,259	4,837	3,444	3,462	4,828	3,112	4,177	23,620	191,529
Education	90,423	109,866	39,546	117,786	83,239	31,219	76,636	60,738	45,221	99,442	156,550	63,334
Presidential Total	5,221,368	6,623,233	5,866,607	11,852,111	9,080,661	8,717,087	10,300,056	9,350,560	8,037,869	8,030,014	8,297,748	11,033,511
Bush	345,534	1,678,314	822,004	547,733	431,223	203,154	202,047	775,298	434,768	574,350	640,156	682,074
GWB	878,446	1,653,011	2,122,654	5,875,127	3,193,282	4,078,859	3,030,163	3,319,777	2,771,705	2,951,220	2,587,903	5,417,907
Carter	1,007,787	329,320	567,260	759,768	273,203	349,640	1,270,498	419,435	512,661	398,437	256,631	435,574
Clinton	281,622	228,633	267,141	552,392	629,270	536,590	631,902	611,740	588,128	639,439	842,892	692,418
Eisenhower	81,246	133,401	74,971	286,910	194,252	396,330	332,755	264,575	354,212	187,969	277,502	161,835
Ford Library	38,018	62,415	103,680	132,765	123,132	102,089	59,053	42,643	77,841	75,764	38,976	69,822

Ford Museum	13,867	31,041	41,900	40,241	39,988	66,343	544,346	256,317	229,395	739,488	343,011	205,764
Hoover	102,841	119,012	163,612	155,506	145,741	163,501	141,485	192,664	166,226	184,554	127,124	98,927
Johnson	533,062	617,701	391,319	774,611	937,542	782,826	683,845	772,247	878,130	662,159	556,691	668,786
Nixon	741,971	778,842	701,033	1,441,520	1,088,597	882,824	1,395,789	992,378	1,043,591	635,891	1,617,944	1,087,030
Reagan	576,023	589,292	218,505	281,811	1,006,537	456,336	1,082,482	927,866	389,154	500,821	480,744	906,235
Roosevelt	146,268	187,265	156,288	361,050	482,541	289,817	453,921	355,984	246,554	223,834	332,540	366,859
Truman	474,683	214,986	236,240	642,677	535,353	408,778	471,770	419,636	345,504	256,088	195,634	240,280
Regional Total	622,247	838,535	758,210	806,209	874,813	839,977	560,745	557,950	880,507	672,056	1,018,817	870,362
Atlanta	12,347	28,893	17,885	40,901	44,397	14,356	18,710	22,803	52,439	41,943	60,425	45,146
Boston	219,300	487,367	436,440	423,569	376,373	553,075	285,235	248,979	227,752	277,154	551,272	360,322
Chicago	32,868	94,945	55,517	63,398	56,445	27,372	41,442	59,129	111,358	29,806	49,664	38,449
Denver	154,092	5,780	2,213	6,336	18,706	47,056	26,147	22,517	55,791	31,803	42,981	97,709
Fort Worth	33,635	52,737	51,770	40,012	45,851	20,543	29,406	30,427	112,397	76,637	63,538	71,279
Kansas City	48,153	58,665	58,199	104,890	178,213	36,391	35,779	39,001	54,935	61,047	60,877	108,384
New York	17,238	33,690	34,755	27,739	26,719	16,337	46,698	32,174	81,612	27,349	69,152	25,954
Philadelphia	16,674	53,815	62,026	53,154	89,192	33,632	22,814	17,271	30,056	24,872	20,401	49,882
Riverside	6,643	3,905	11,185	23,779	24,711	72,664	37,064	72,512	97,358	68,383	61,270	36,487
Seattle	68,854	12,307	22,593	5,907	6,244	10,909	7,255	9,509	35,500	22,122	23,016	24,287
St. Louis	12,443	6,431	5,627	16,524	7,962	7,642	10,195	3,628	21,309	10,940	16,221	12,463

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.)

	Dec	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov
Monthly Total (A+P+R)	4,015,484	3,474,852	2,992,847	5,320,979	4,022,864	3,589,138	4,457,420	4,847,260	4,089,666	3,398,503	3,199,967	4,794,453
Agency-Wide Total	1,525,630	1,137,934	1,125,504	1,002,669	935,800	431,483	645,878	1,740,095	1,545,579	957,696	528,760	929,657
US National Archives	1,198,033	823,591	856,326	638,812	587,742	252,235	372,419	1,494,355	1,293,125	596,571	356,759	627,932
Afro-American HS	10,398	17,250	15,002	17,712	8,833	8,303	1,852	5,432	1,820	4,969	1,760	2,243
Assembly	444	395	175	218	133	55	38	324	2,141	13	16	20
Archival Recovery	10,931	13,228	8,828	11,909	14,426	16,059	32,689	11,867	18,203	19,700	10,965	9,256
Constitution	22,477	14,906	11,840	32,887	11,388	6,071	3,023	6,327	2,851	27,874	3,745	9,883
Federal Register	1,191	1,303	1,505	1,316	1,518	801	756	932	1,086	918	849	2,147
Federal Records Centers	1,038	912	753	1,202	540	322	54	438	580	181	253	186
Applied Research	3,708	2,001	2,689	4,340	2,765	2,055	1,299	1,382	413	1,910	1,353	920
NHPRC	125,975	48,213	96,030	68,582	93,046	25,532	108,402	69,292	36,884	172,713	48,513	49,625
Noon Lectures	426	569	764	727	873	791	657	55	27	72	61	843
Preservation	17,825	100,335	63,739	89,038	17,570	58,858	15,687	38,085	110,708	14,412	19,634	65,924
Research	5,367	15,561	13,145	15,710	3,063	10,513	6,510	38,501	11,358	15,490	5,904	10,276
SNAC												
Today's Document	85,461	83,732	42,961	98,903	167,156	38,560	69,968	47,283	51,401	77,754	33,492	51,316
Students and Interns	1,347	1,264	1,008	1,269	1,173	783	895	1,398	293	713	1,171	464
Electoral College	915	950	1,842	4,816	1,857	1,091	1,758	2,225	1,408	2,082	9,169	81,653
Education	40,094	13,724	8,897	15,228	23,717	9,454	29,871	22,199	13,281	22,324	35,116	16,969
Presidential Total	2,216,325	2,203,682	1,732,505	4,110,705	2,822,097	2,839,269	3,666,353	2,989,845	2,347,304	2,338,664	2,464,474	3,683,868
Bush	135,624	843,844	324,495	146,131	167,126	68,696	72,833	360,795	128,892	203,033	200,442	238,126
GWB	381,619	290,601	420,830	2,181,743	788,354	1,188,426	680,426	783,508	486,416	596,571	503,873	1,810,528
Carter	490,684	136,681	233,420	288,153	117,003	131,823	690,719	187,448	240,843	158,336	89,318	172,251
Clinton	124,643	96,101	120,980	226,971	309,646	232,172	236,016	266,341	212,767	206,179	272,392	268,372
Eisenhower	26,775	44,146	28,819	102,682	65,027	212,675	127,302	99,377	149,034	72,080	91,072	52,733
Ford Library	12,315	13,683	21,470	54,279	42,347	39,898	20,493	13,845	28,571	31,886	9,823	20,255

Ford Museum	6,589	4,827	14,271	10,503	17,056	24,771	272,166	107,265	90,247	286,632	133,997	84,050
Hoover	44,440	23,205	30,645	33,650	41,786	51,436	54,119	65,496	48,656	69,707	31,895	26,847
Johnson	195,765	221,541	129,501	228,432	309,613	260,256	229,477	243,174	315,179	196,901	162,814	217,994
Nixon	263,140	251,133	220,271	463,947	311,076	281,666	471,321	298,740	346,250	208,550	664,420	374,685
Reagan	281,804	134,733	56,418	126,652	325,465	113,342	354,199	262,880	100,107	134,498	106,424	223,781
Roosevelt	55,136	70,607	53,862	80,555	167,032	71,684	211,177	109,585	87,731	76,181	128,430	99,005
Truman	197,791	72,580	77,523	167,007	160,566	162,424	246,105	191,391	112,611	98,110	69,574	95,241
Regional Total	273,529	133,236	134,838	207,605	264,967	318,386	145,189	117,320	196,783	102,143	206,733	180,928
Atlanta	4,469	5,488	7,053	10,066	7,822	6,442	7,270	5,557	10,302	8,351	7,561	10,363
Boston	84,690	66,127	71,921	110,300	96,804	236,783	48,544	44,224	48,912	26,316	102,277	34,086
Chicago	7,986	9,125	8,034	8,059	8,618	5,783	11,968	13,202	15,035	6,365	6,774	6,787
Denver	90,983	2,674	1,138	2,487	4,935	16,767	11,631	7,591	21,539	11,741	17,773	52,349
Fort Worth	9,842	5,499	6,710	9,555	7,880	5,689	12,015	7,573	22,721	10,131	11,483	9,277
Kansas City	18,894	3,907	6,403	28,154	87,002	5,890	11,395	7,804	7,593	4,704	3,982	23,130
New York	6,471	10,114	7,815	9,423	7,354	5,361	19,547	9,639	34,401	7,426	27,740	6,674
Philadelphia	3,131	22,355	16,177	12,809	34,056	14,844	8,226	6,480	9,731	6,704	6,087	18,822
Riverside	2,210	1,675	3,032	9,673	4,859	14,519	7,086	10,809	14,131	5,827	11,560	11,160
Seattle	38,667	3,702	4,578	2,395	2,963	3,783	2,332	2,531	6,262	10,458	6,132	3,702
St. Louis	6,186	2,570	1,977	4,684	2,674	2,525	5,175	1,910	6,156	4,120	5,364	4,578

APPENDIX V: Twitter Followers (Cumulative)

	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov
archivespres	4,439	4,514	4,611	4,677	4,733	4,815	4,935	5,000	5,149	5,252	5,347	5,441
dferriero	3,533	3,558	3,592	3,631	3,652	3,678	3,712	3,769	3,812	3,838	3,883	3,922
Discovercivwar	7,305	7,314	7,375	7,670	7,880	7,922	7,913	7,897	7,887	7,872	7,856	7,844
DocsTeach	8,310	8,448	8,636	8,866	9,065	9,339	9,813	10,104	10,489	10,842	11,107	11,496
ElectoralCollge	2,363	2,381	2,421	2,473	2,500	2,538	2,578	2,614	2,673	2,722	2,909	7,154
FedRegister	9,144	9,249	9,345	9,446	9,519	9,627	9,733	9,832	10,022	10,140	10,266	10,785

FOIA_Ombuds	400	444	477	541	581	623	693	737	774	815	850	933
NARAMediaLabs	1,463	1,506	1,553	1,593	1,629	1,656	1,702	1,724	1,761	1,784	1,808	1,825
NARA_RecMgmt	5,912	5,952	5,982	6,006	6,047	6,062	6,080	6,086	6,150	6,191	6,242	6,335
SNAC	60	60	109	112	126	139	144	148	157	159	161	166
TodaysDocument	27,579	28,099	28,609	29,251	29,680	30,187	30,769	31,241	31,949	32,616	33,198	33,955
USNatArchives	84,917	86,651	88,464	90,144	91,112	92,533	94,071	95,363	97,098	99,280	101,795	107,575
ThisisArchives	1,600	2,082	2,396	2,556	2,678	2,809	1,656	3,122	3,288	3,425	3,565	3,668
Bush41library	25,127	25,652	26,158	26,609	26,977	27,553	28,089	28,529	29,074	29,510	29,910	30,604
CarterLibrary	15,648	15,979	16,331	16,797	17,202	17,841	18,712	19,608	20,602	21,440	22,142	23,289
IkeLibrary	9,674	9,899	10,154	10,483	10,712	11,112	11,610	12,080	12,609	13,062	13,520	14,345
FDRLibrary	9,245	9,514	9,835	10,188	10,471	10,952	11,601	12,108	12,728	13,260	13,745	14,461
GWBLibrary	15,124	15,345	15,576	15,921	16,076	16,294	16,887	17,379	17,840	18,317	18,757	19,690
IkeandHarry2012	660	659	659	663	664	661	662	662	665	663	662	664
HooverPresLib	157	220	285	366	432	501	646	794	976	1,112	1,236	1,417
JFKLibrary	37,112	37,498	37,953	38,487	38,909	39,642	40,427	41,097	41,860	42,467	42,899	44,134
LBJLibrary	11,765	11,997	12,263	12,612	12,913	13,469	13,951	14,367	14,926	15,352	15,775	16,437
NixonLibrary	282	389	520	709	796	947	1,160	1,381	1,840	2,081	2,294	2,616
RecordsOfWomen												64
OurPresidents	17,172	17,587	18,083	18,583	18,969	19,508	20,151	20,759	21,432	22,009	22,571	23,617
Reagan_Library	2,408	2,531	2,709	3,216	3,387	3,661	4,070	4,504	5,054	5,442	5,759	6,401
TrumanLibrary	4,424	4,591	4,810	5,086	5,317	5,777	6,292	6,728	7,290	7,685	8,110	8,882
WJCLibrary	79,746	80,591	81,424	81,911	83,143	84,907	86,478	87,938	89,422	90,602	91,444	92,139
ArchivesNYC	28	27	31	49	89	112	132	159	192	213	293	338
atlantaarchives	1,576	1,594	1,605	1,612	1,618	1,615	1,617	1,616	1,625	1,627	1,633	1,645
Boston_archives	519	605	738	816	888	967	1,082	1,170	1,311	1,402	1,486	1,557
KCArchives	1,670	1,700	1,728	1,751	1,777	1,796	1,827	1,853	1,888	1,927	1,946	1,982
CongressArchive	3,256	3,465	3,688	3,808	3,878	4,031	4,233	4,403	4,653	4,854	5,032	5,344
NARAFRC	447	455	461	461	466	466	473	476	747	479	487	494
StLouisArchives	139	142	145	148	154	158	163	163	166	183	197	213
TOTAL	393,204	400,698	408,726	417,242	424,040	433,898	444,062	455,411	467,836	478,623	488,885	511,432

APPENDIX VI: Monthly iTunes U Page Views, Track Plays Track Downloads, and Subscriptions

	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov
Page Views	1,763	2,260	1,843	1,396	1,176	1,361						
Track Downloads	1,224	1,642	1,546	1,669	1,649	1,173						
Subscriptions	254	338	241	255	203	207						

APPENDIX VII: Google+ Followers

	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov
Monthly Followers	-1,363	-39,352	-526	-276	-732	-581	-999	-930	-644	-250	-250	-364
Cumulative Followers	382,556	343,042	342,498	342,222	341,490	340,909	339,910	338,980	338,336	338,086	337,836	337,472

APPENDIX VIII: Pinterest Followers (Cumulative)

	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov
US National Archives	4,848	4,911	4,964	5,028	5,074	5,126	5,225	5,299	5,363	5,395	5,427	5,474
Our Presidents	850	854	867	885	892	898	930	937	945	945	943	956

APPENDIX IX: Instagram Followers (Cumulative)

	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov
US National Archives	14,477	16,052	17,911	20,183	21,622	23,479	25,494	26,777	28,730	30,621	32,513	34,394
Ike Library	335	361	371	410	431	454	520	592	655	672	689	715
Clinton Library	1,525	1,623	1,719	2,418	2,739	2,857	3,125	3,308	3,565	4,107	4,650	5,533
FDR Library	296	348	396	479	520	558	685	774	882	933	985	1,050
Bush 41 Library	60	65	75	185	204	223	256	521	689	939	1,189	1,222
Nixon Library							3	45	97	131	165	224
Carter Library												64
Reagan Library		45	54	128	147	175	213	250	314	369	425	464

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

	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov
Channel Views	26,355	26,445	26,597	26,807	26,962	27,160	27,345	27,455	28,112	28,308	28,504	28,777