

DECEMBER FY2017 OVERVIEW

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	78,189 Views	44,551 Visitors
Tumblr Blogs	33,309 Views	21,859 Visitors
Facebook	12,340,995 Impressions	3,498,585 Reach
National Archives YouTube Channel	323,519 Views	32,171 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	1,419,798 Views	11,810 Total Contacts
Instagram	--	45,793 Total Followers
Twitter (all NARA feeds)	--	533,007 Total Followers
FourSquare	987 New Check-ins	0 New Followers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2017 Views (To Date)	FY 2016 Views
Archives.gov Blogs	248,072	900,871
Tumblr Blogs	74,973	265,823
Facebook	39,216,759	144,274,204
National Archives YouTube Channel	936,262	2,449,503
Flickr (USNatArchives & ArchivesNews)	4,023,059	20,737,950

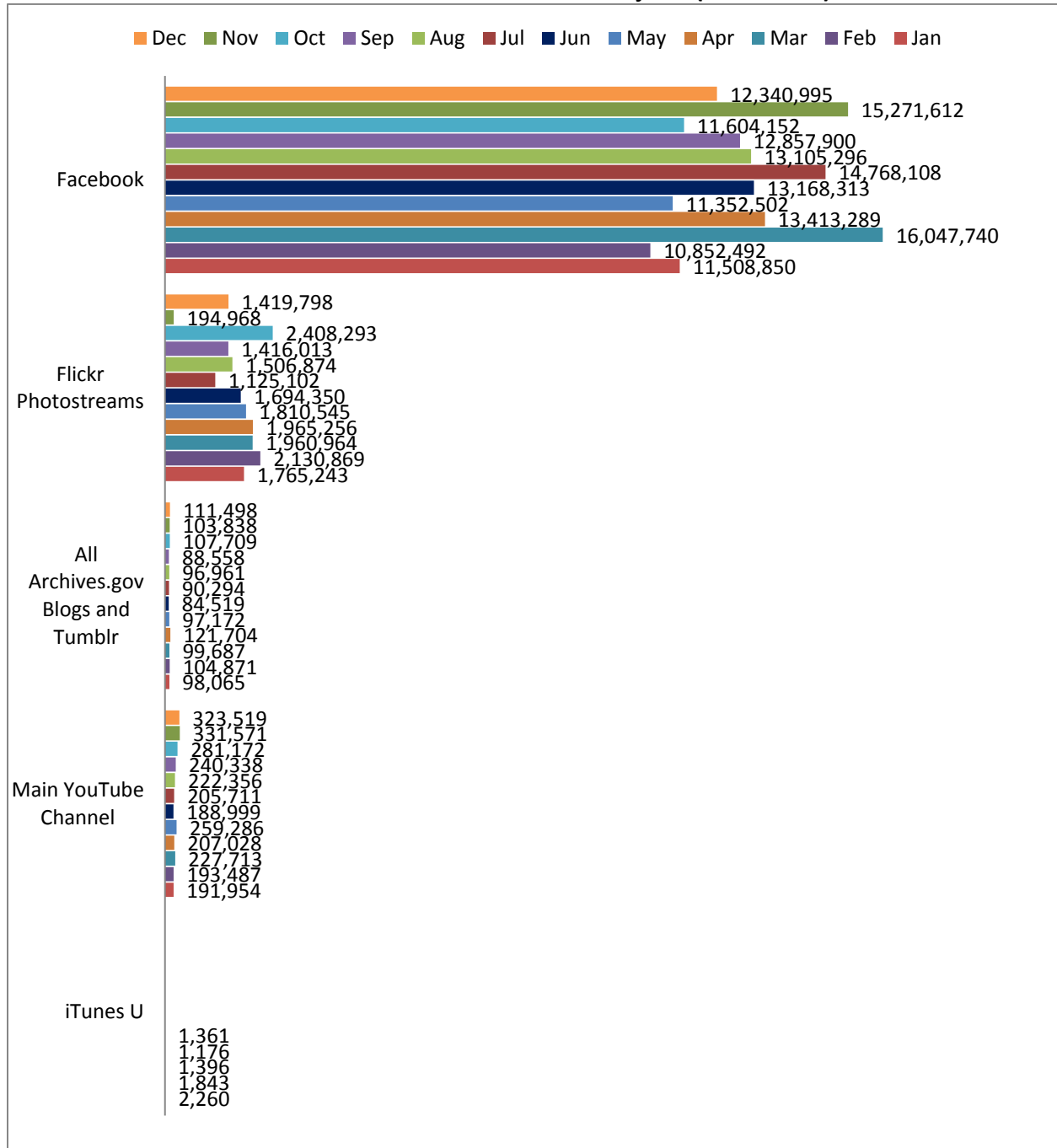
EXTERNAL BLOGS AND TUMBLR

- [AOTUS](#)
- [AOTUS Tumblr](#)
- [Annotation](#)
- [The Carter Chronicle](#)
- [Exhibits Tumblr](#)
- [FOIA Ombudsman](#)
- [In Roosevelt History](#)
- [NARAations](#)
- [Records Express](#)
- [The Text Message](#)
- [TumblrWeed Times](#)
- [Today's Document Tumblr](#)
- [Transforming Classification \(PIDB\)](#)
- [The Federal Register](#)
- [The National Declassification Center](#)
- [NARA Tumblr](#)
- [Rediscovering Black History](#)
- [Prologue](#)
- [Nixon Library Tumblr](#)
- [Unwritten Record](#)
- [Our Presidents Tumblr](#)
- [Congress in the Archives Tumblr](#)
- [LBJ Time Machine Tumblr](#)
- [Preservation at NARA Tumblr](#)
- [Hoover Heads](#)
- [Education Updates](#)
- [FDR Tumblr](#)
- [Ford Library Tumblr](#)
- [Philadelphia Archives Tumblr](#)
- [Discovering LGBTQ History](#)

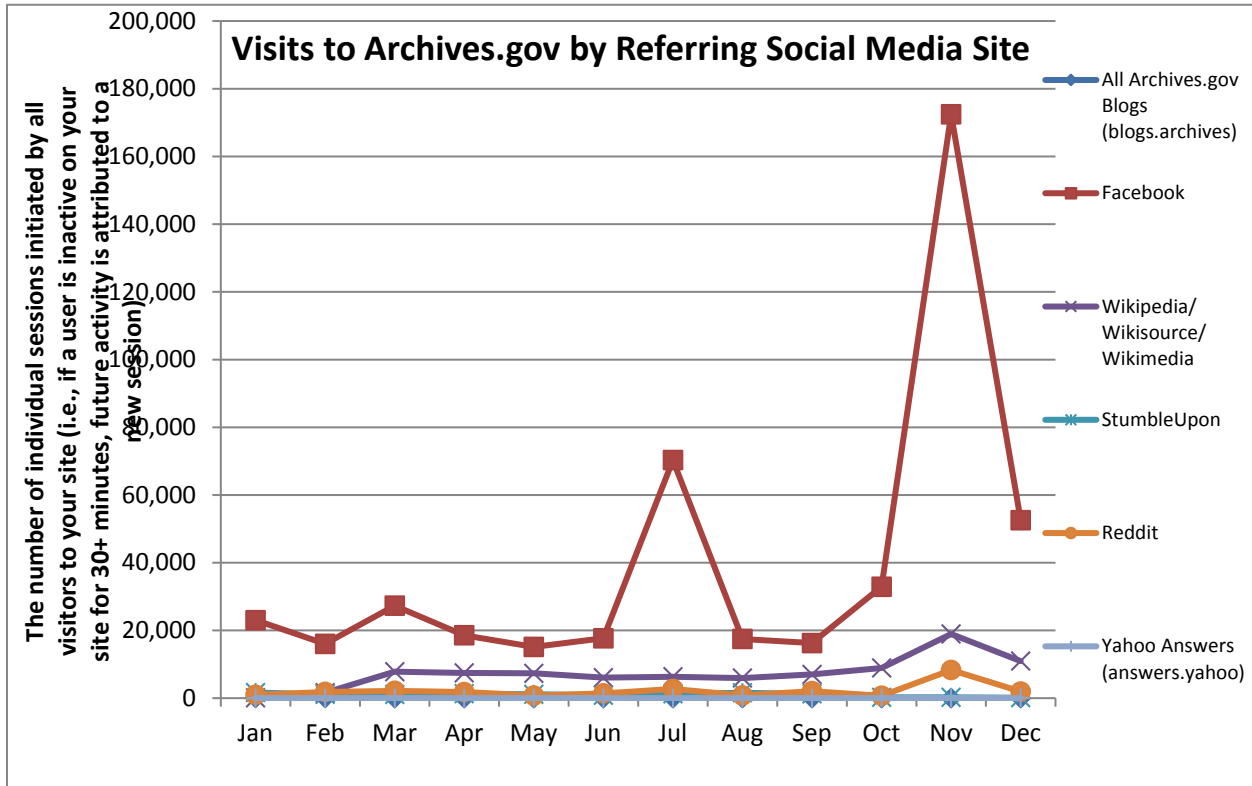
SOCIAL MEDIA TOOLBOX (Tools currently in use)

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

Views: on External Social Media Projects (Per Month)



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

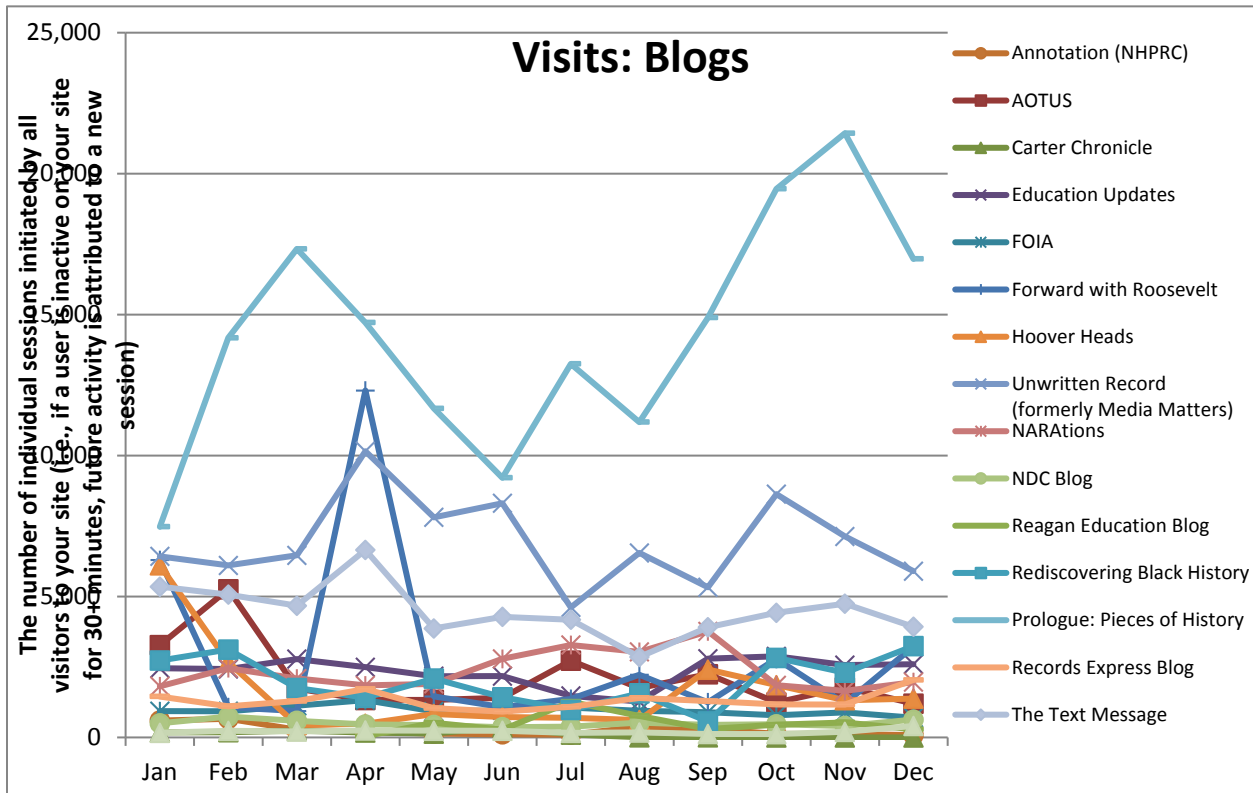


New External Social Media Projects: December Projects

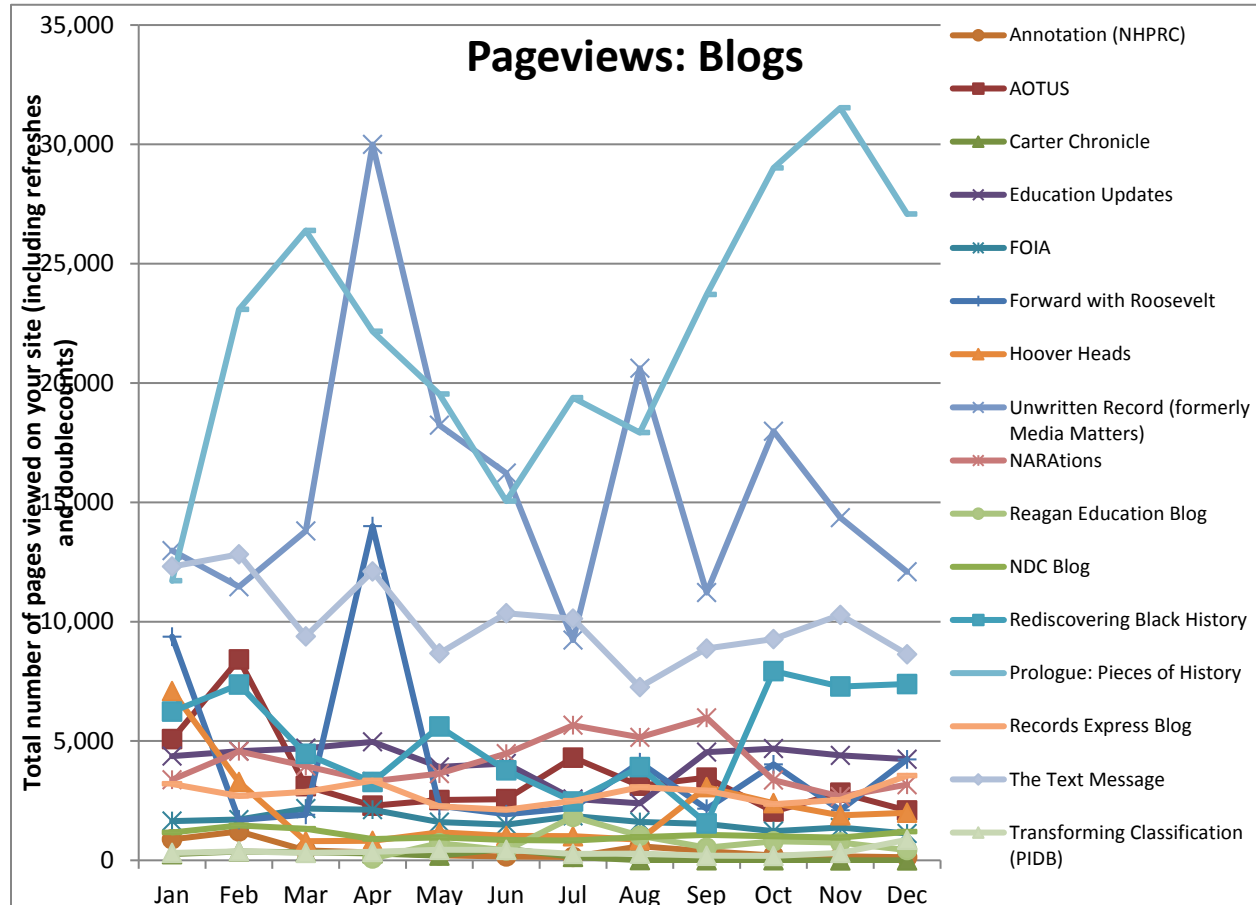
	Qzr	Facebook	Giphy	Twitter	Pinterest	Tumblr	Blog	YouTube	Instagram
January									
February									
March									
April						1	1	1	
May	1								
June					1	1			2
July									
August									
September			1						
October				1		1			1
November									
December									

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

Blog Visits (Source: Appendix II.A)



Blog Pageviews (Source: Appendix II.B)

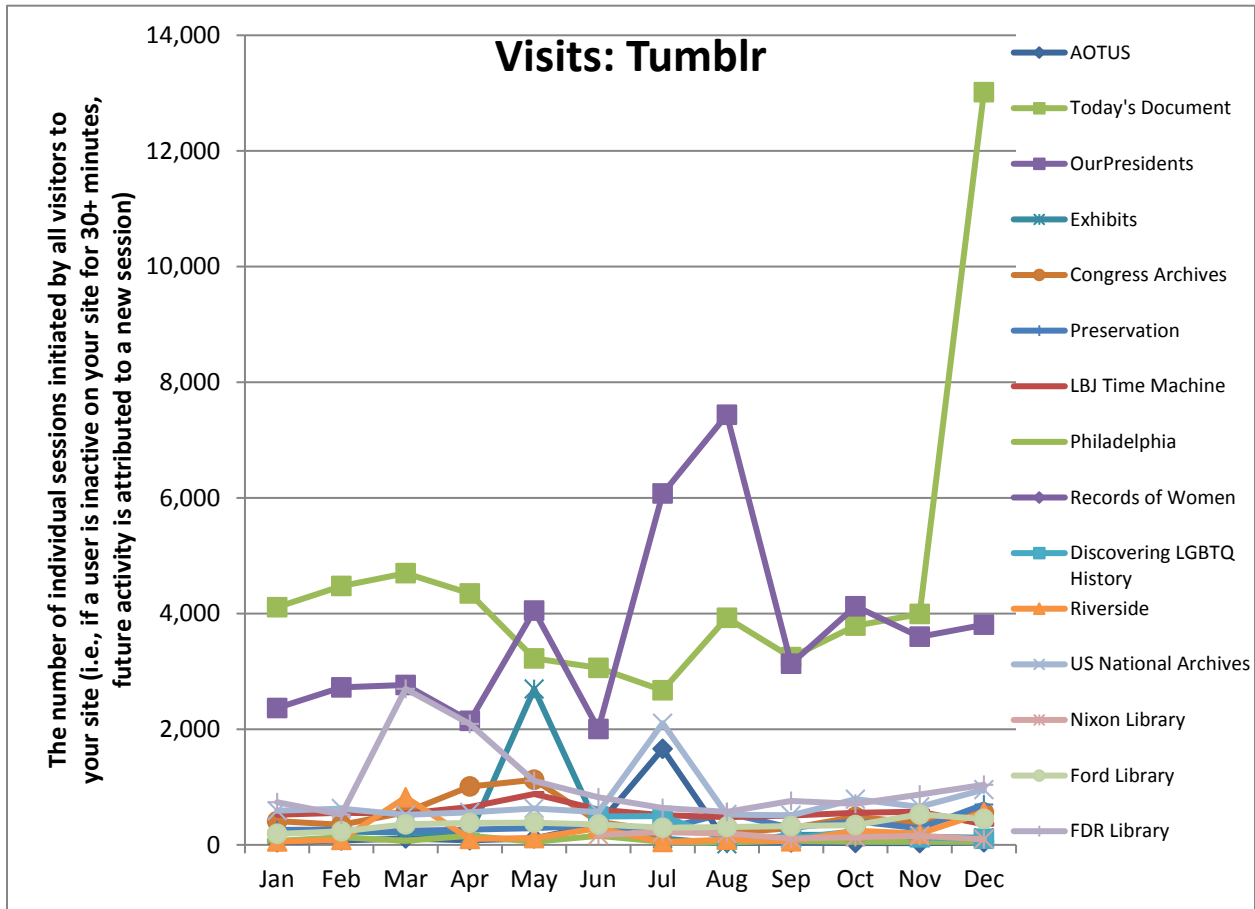


Top 5 Most Viewed Blog Posts in December 2016

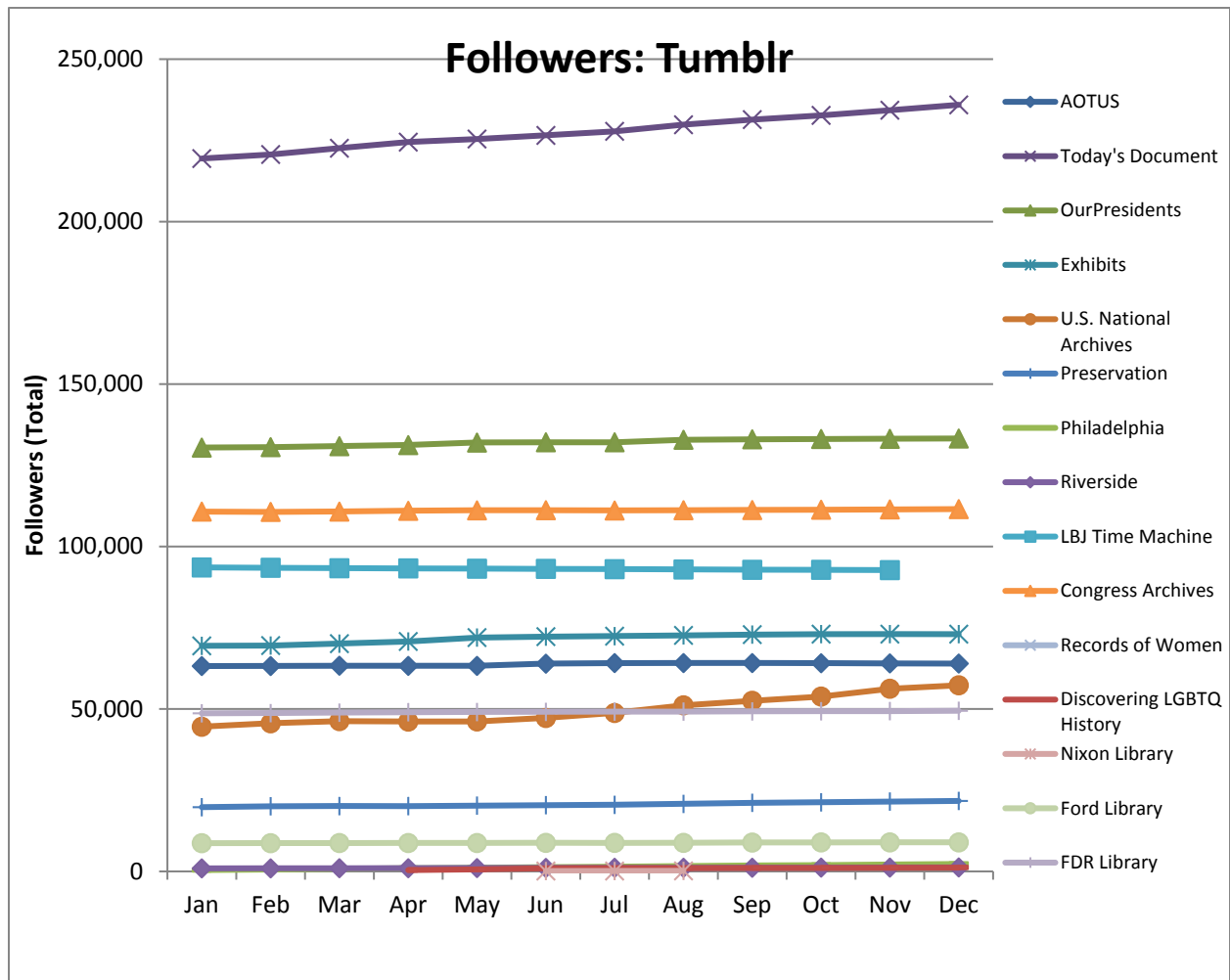
Blog	Pageviews	Post Title
Unwritten Record	2,647	Christmas in Wartime: Battle of the Bulge
Rediscovering Black History	1,504	75th Anniversary of the Attack on Pearl Harbor: Dorie Miller, War Hero
Unwritten Record	1,422	Louis Zamperini: The Story of a True American Hero
Records Express	1,062	Metadata in Electronic Records Management
Pieces of History	974	Prohibition and the Rise of the American Gangster

Social Media Tools: Detail View – Tumblr

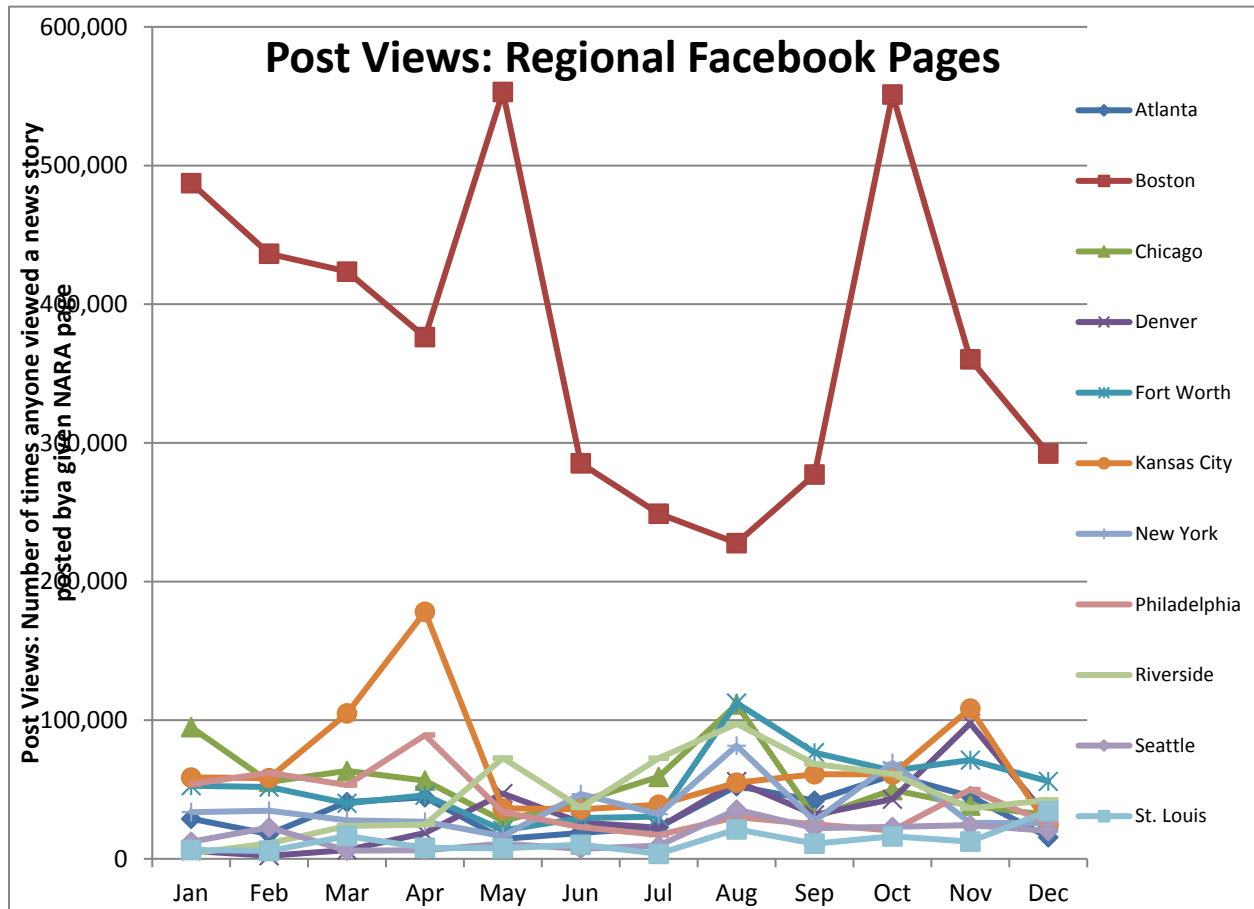
Tumblr Visits



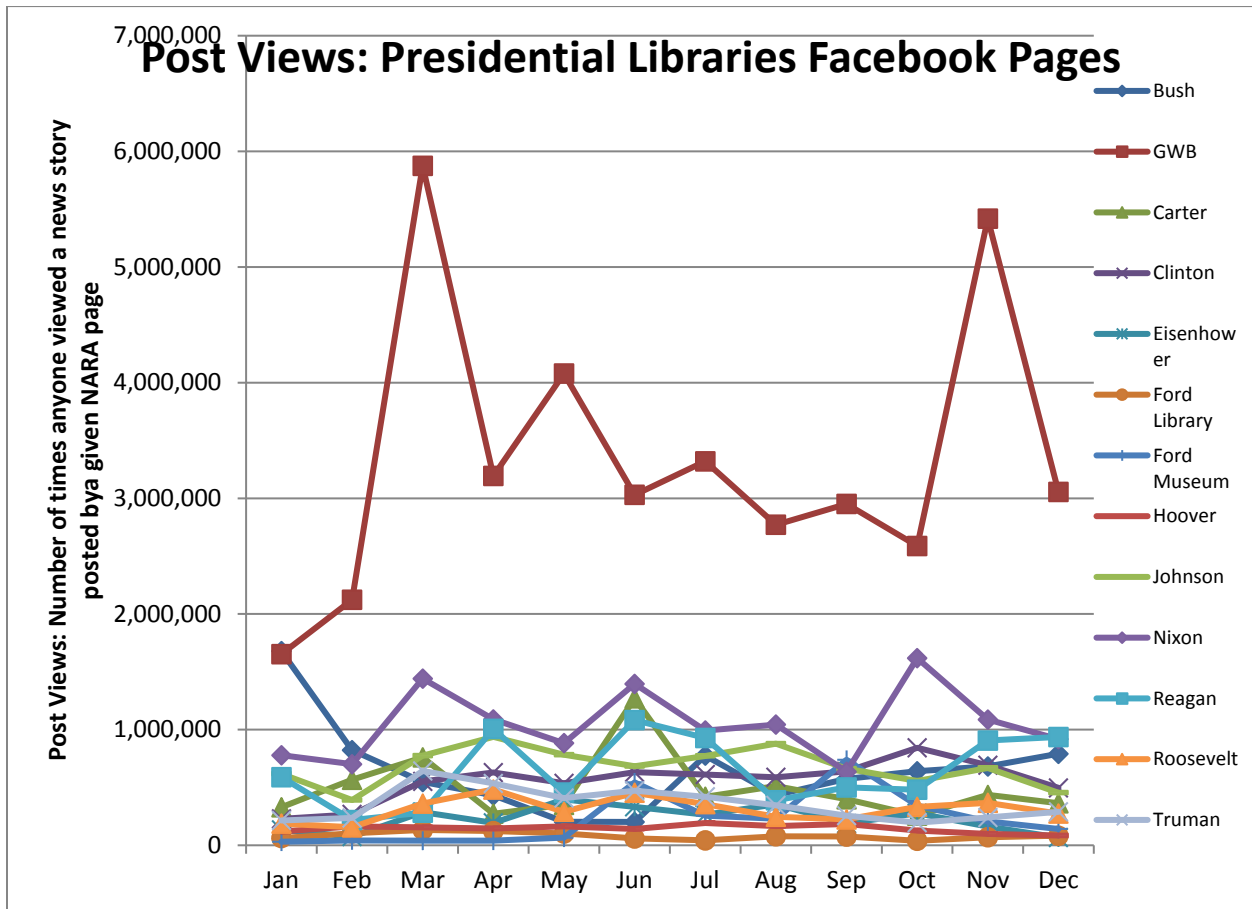
Followers on Tumblr (Source: Appendix IV)



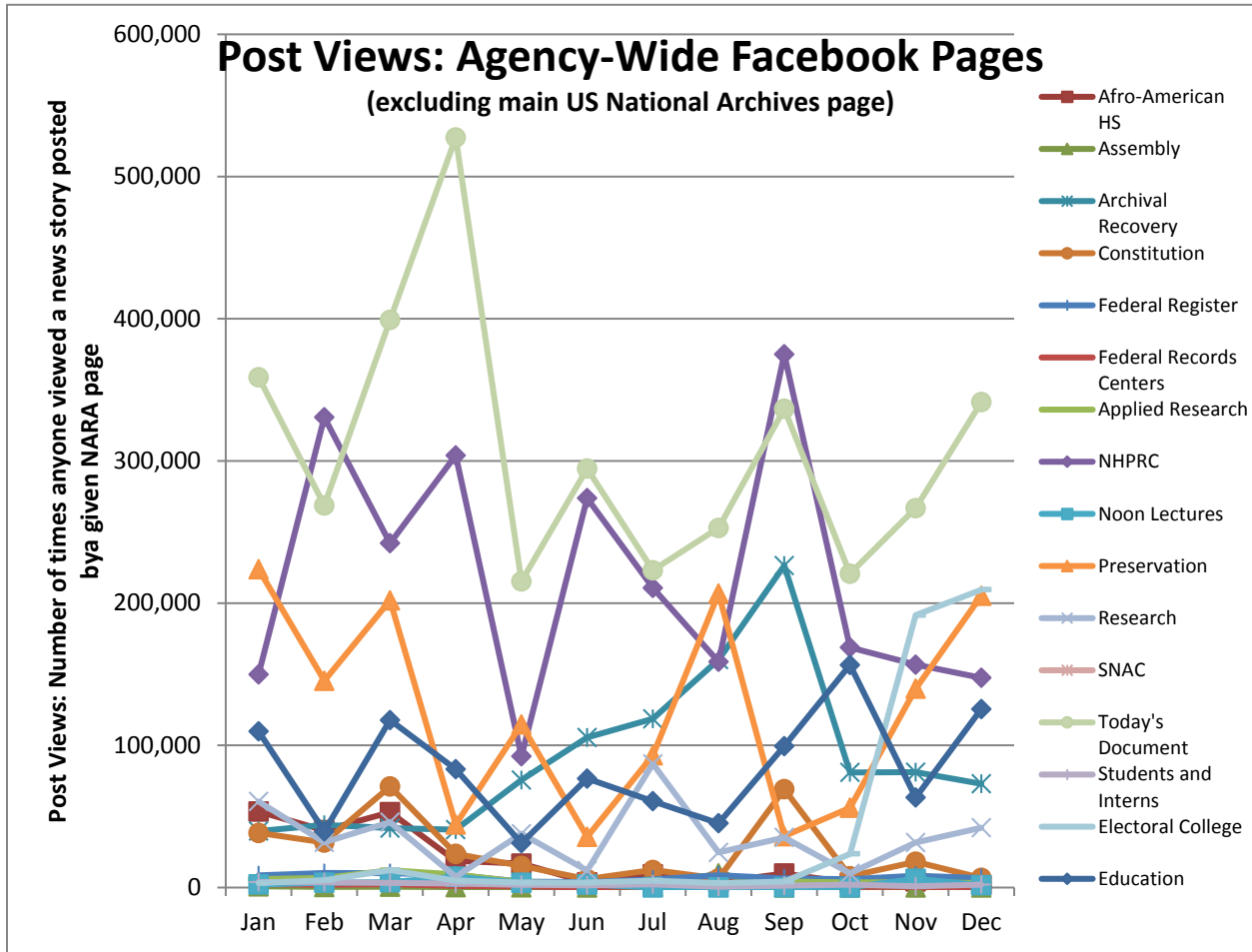
Social Media Tools: Detail View – Facebook
Post Views on Regional Pages (Source: Appendix IV.A)

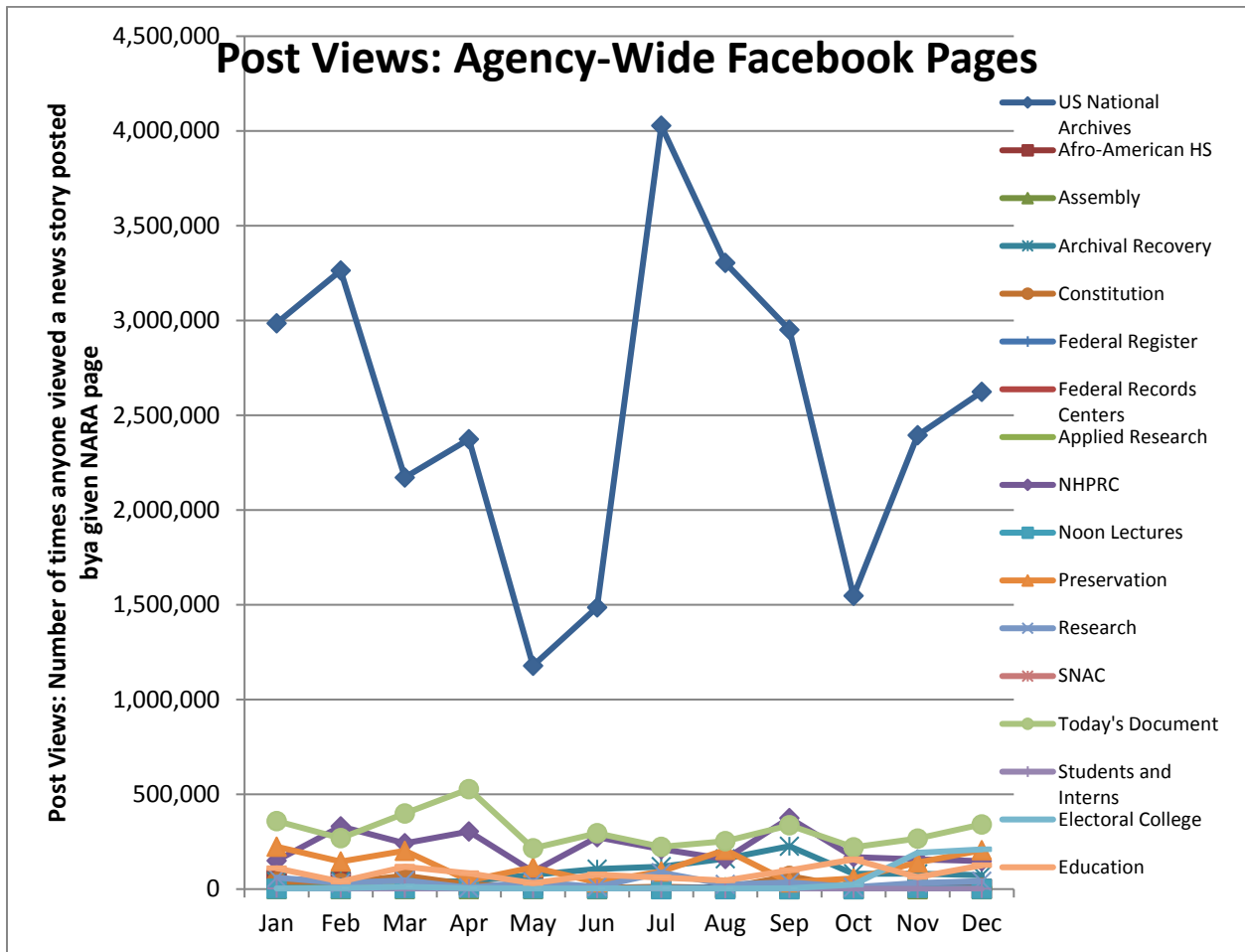


Post Views on Presidential Library Pages (Source: Appendix IV.A)

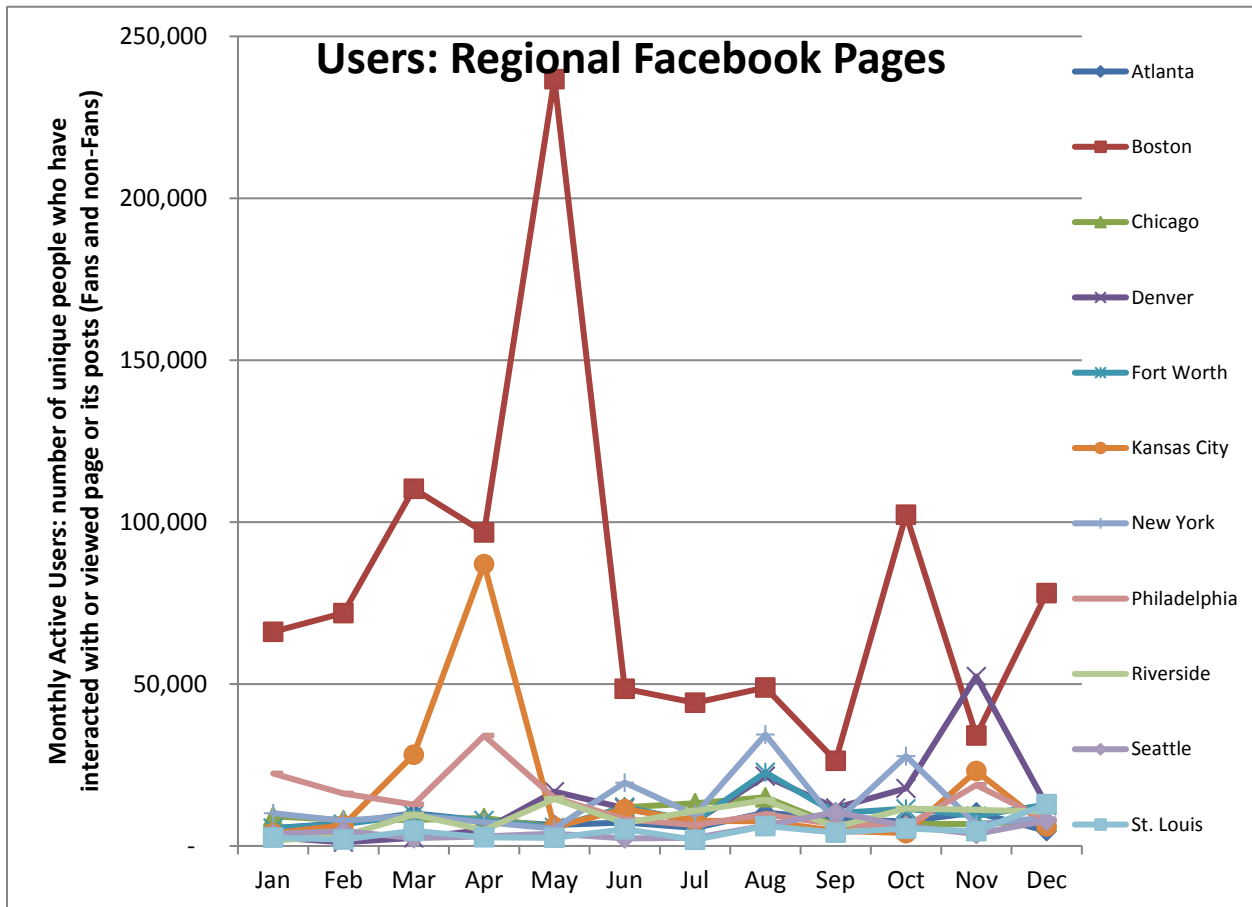


Post Views on Agency-Wide Pages (Source: Appendix IV.A)

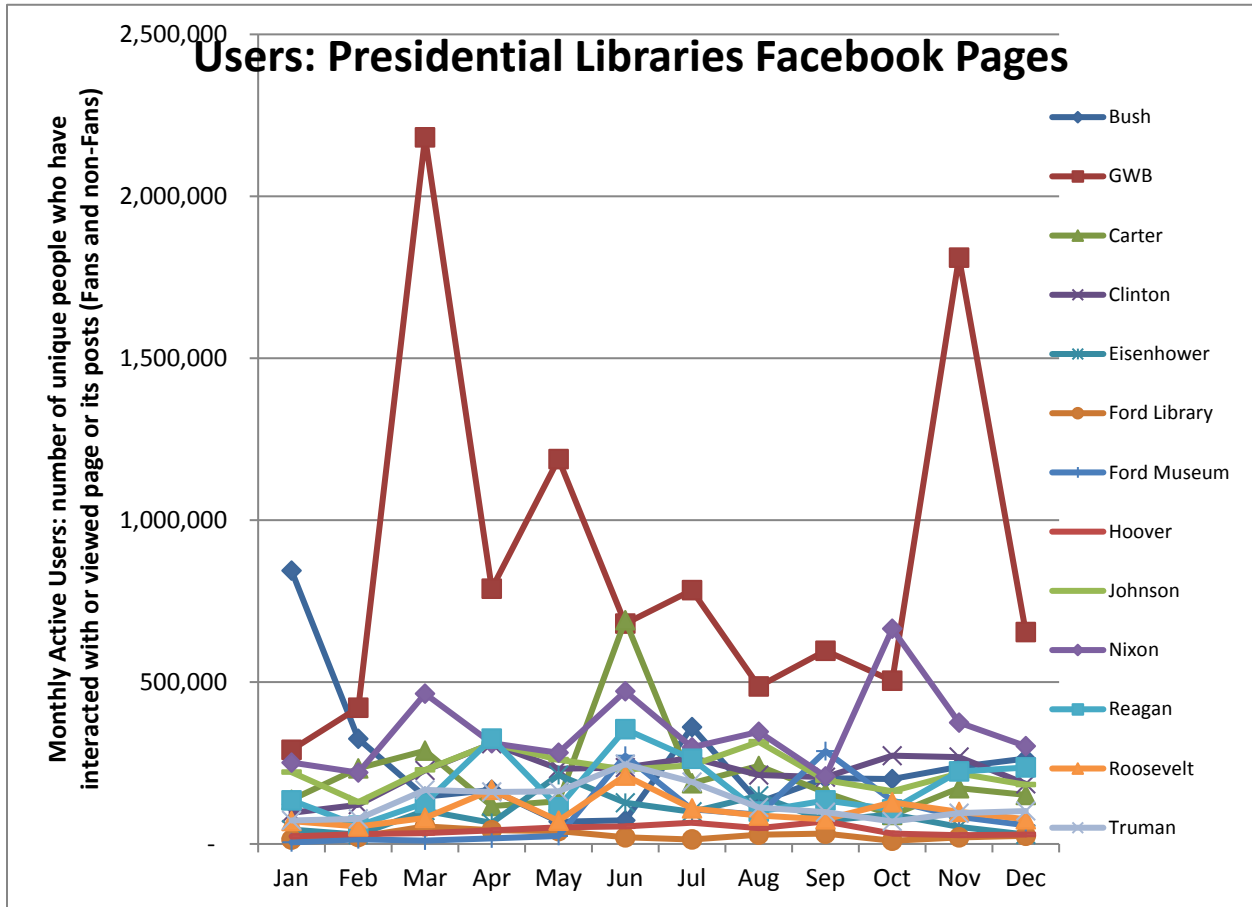




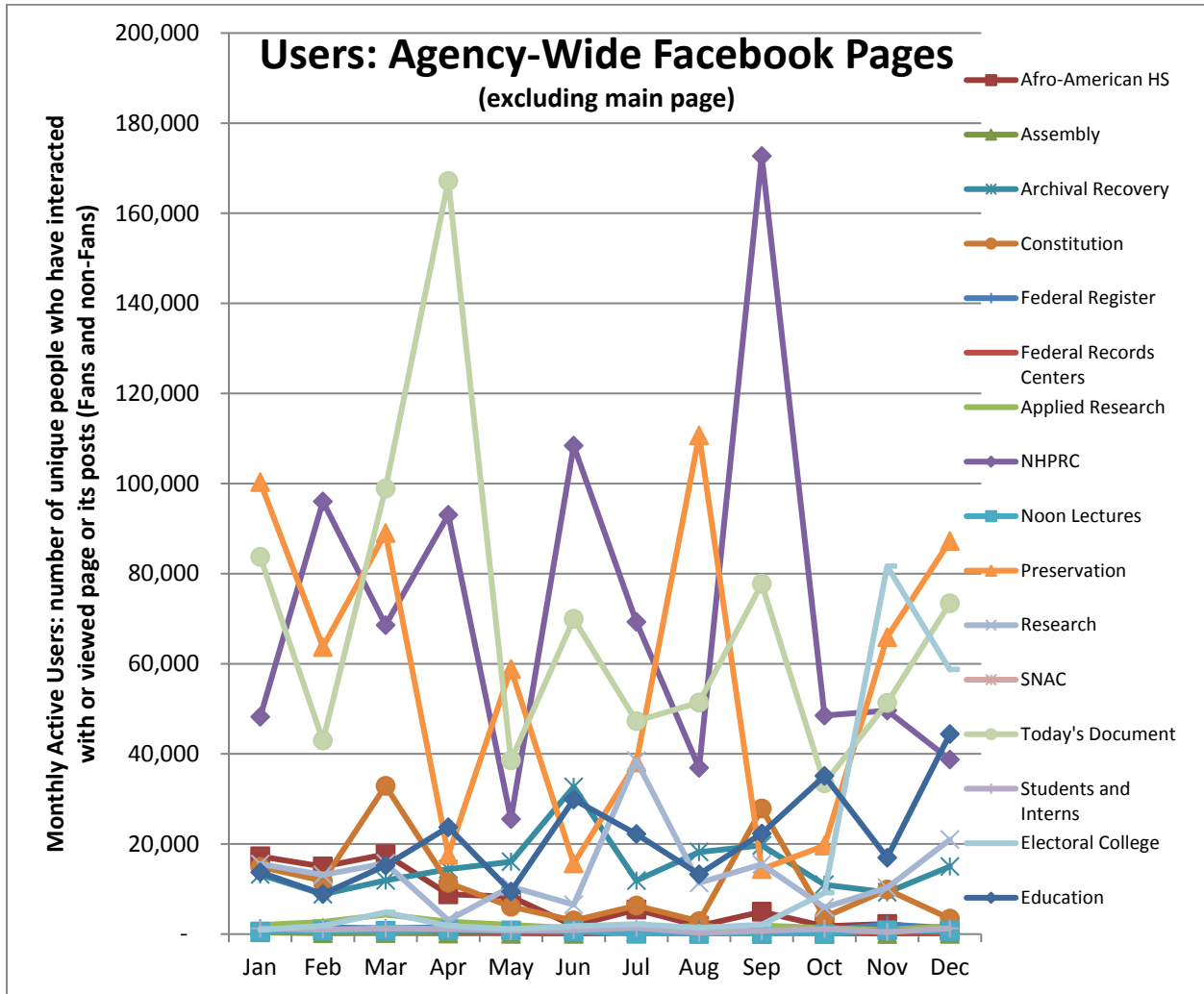
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

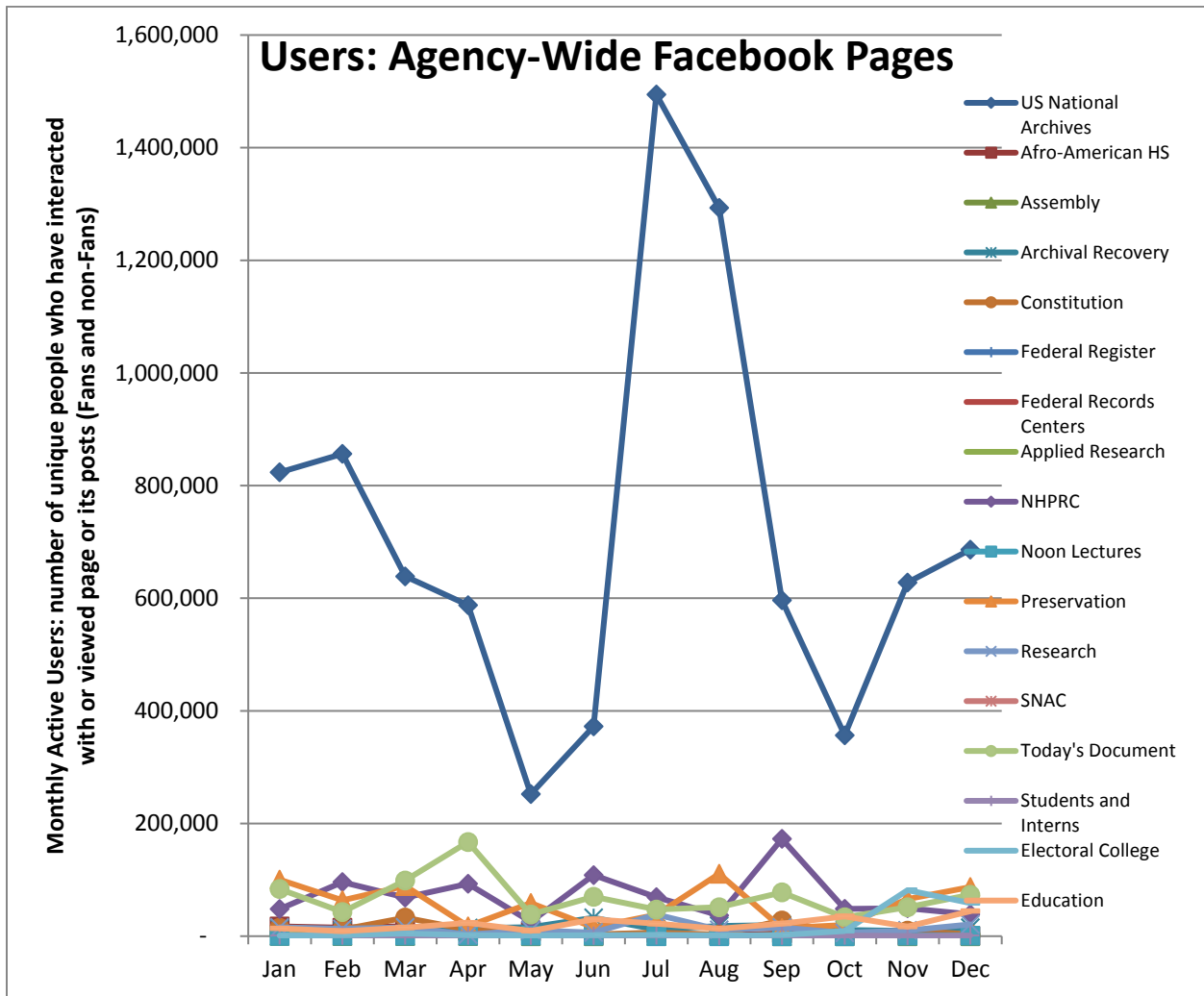


Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



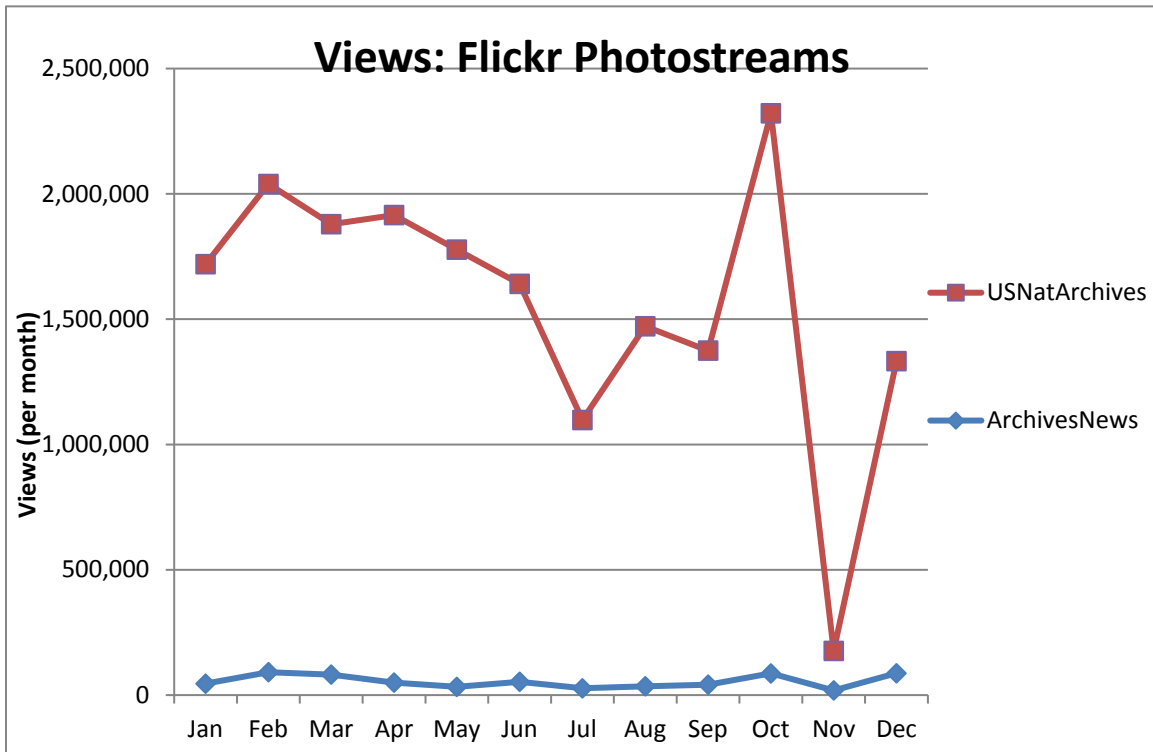
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



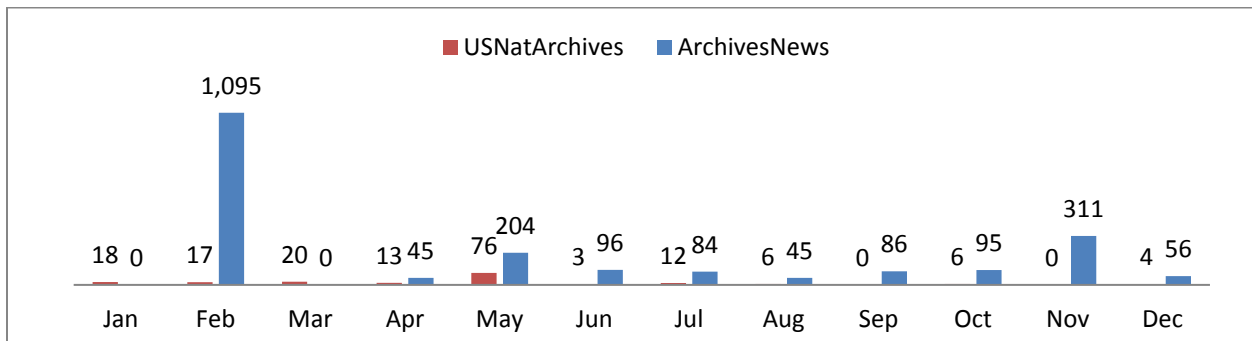


Social Media Tools: Detail View – Flickr

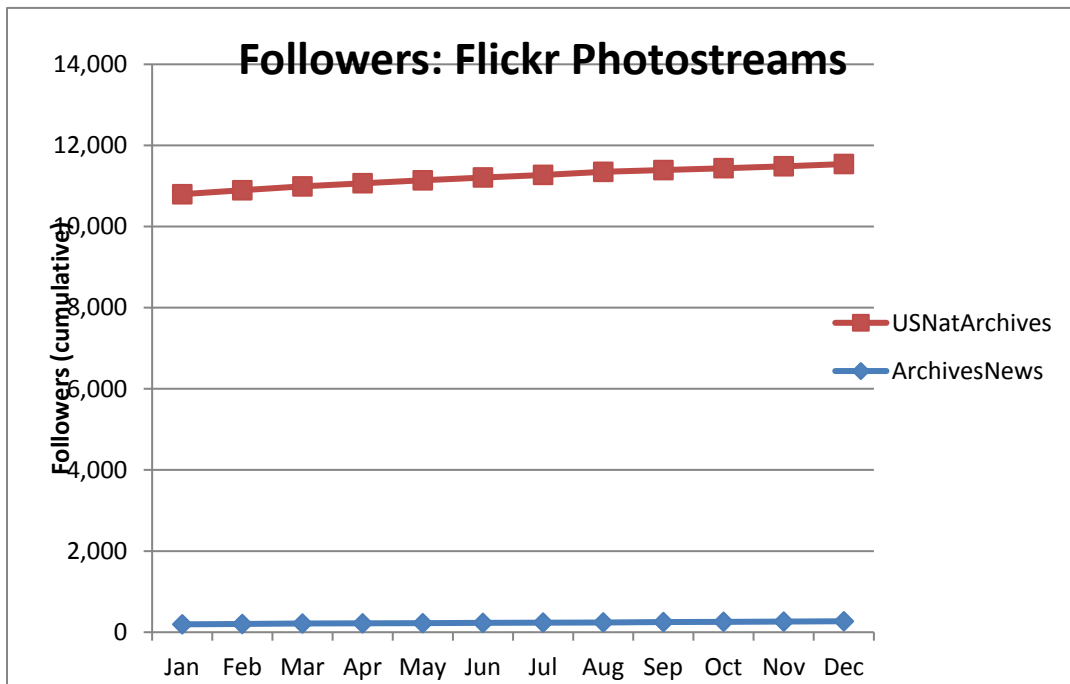
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

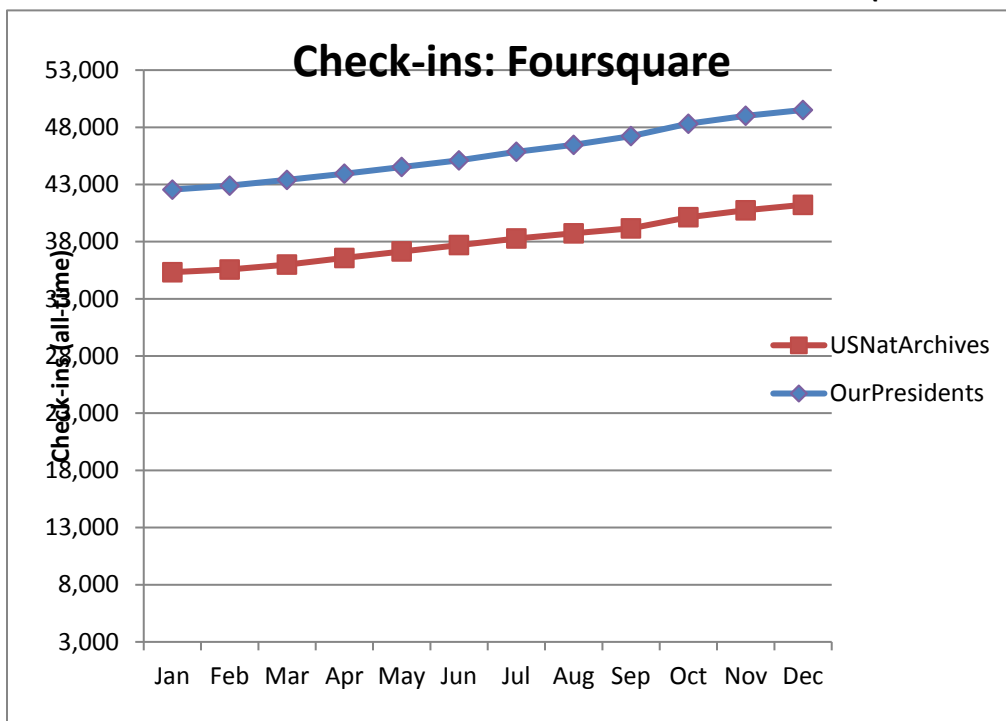


Followers of Photostreams (Cumulative)



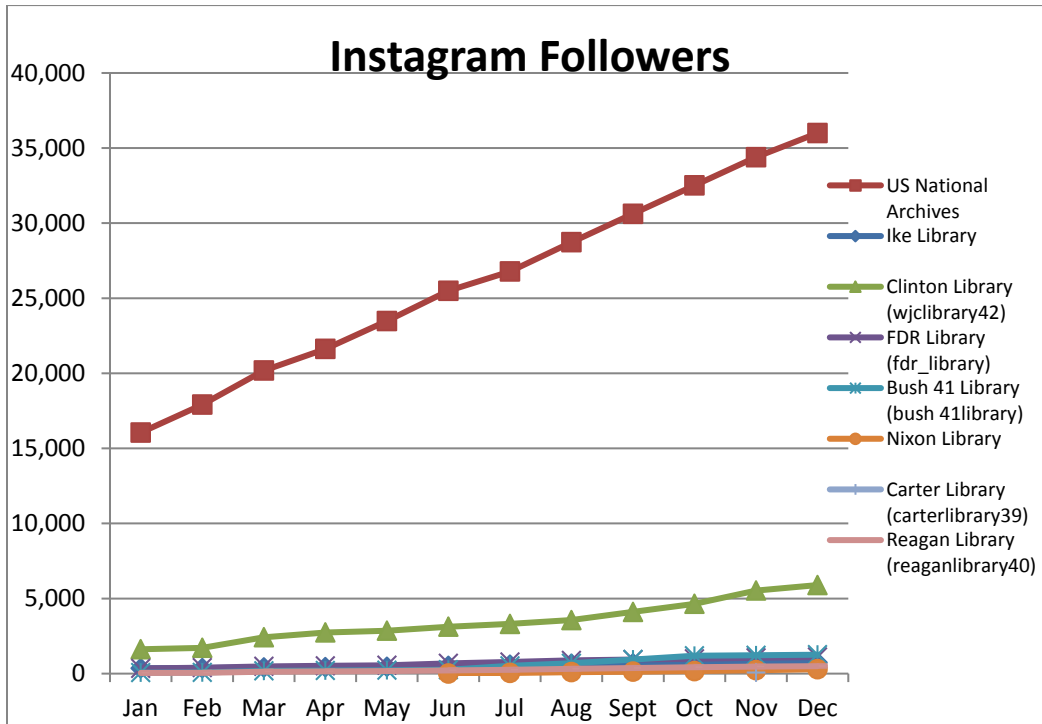
Social Media Tools: Detail View – Foursquare

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



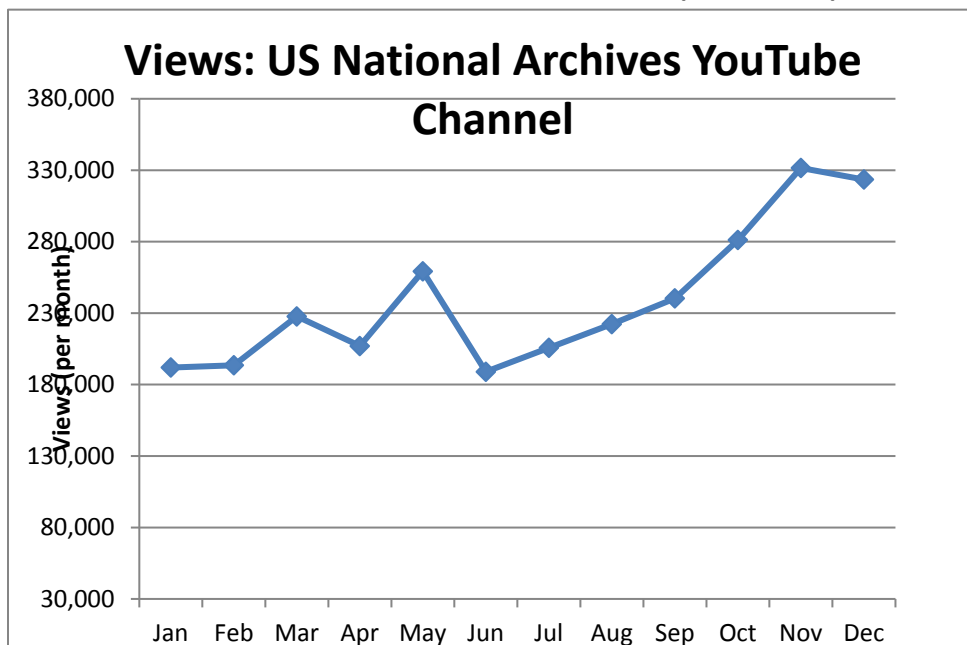
Social Media Tools: Detail View – Instagram

Followers on National Archives Instagram Accounts (Cumulative)

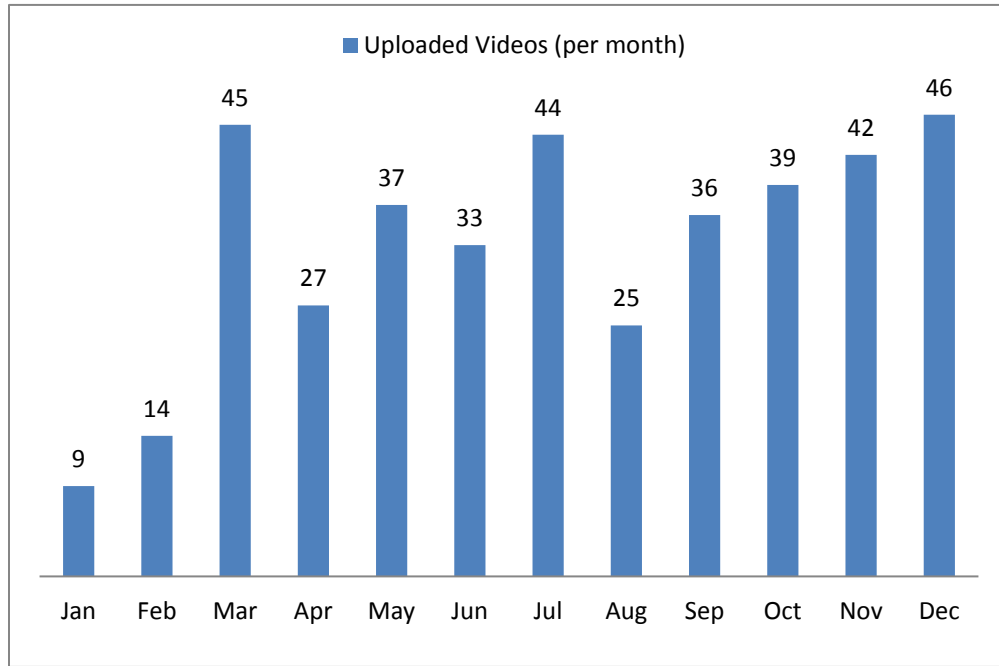


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

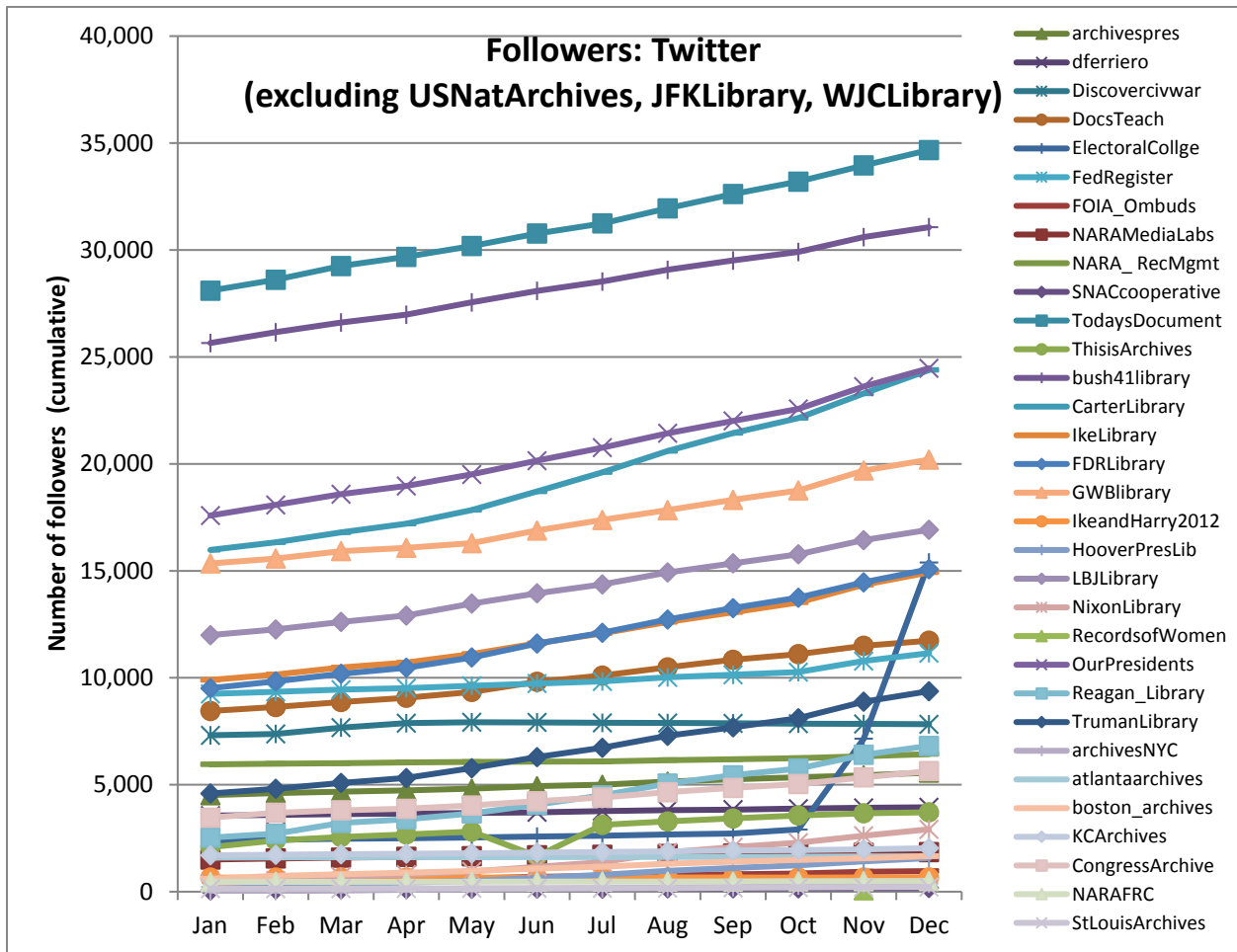


Top 5 Most Viewed Videos for December 2016 on US National Archives Channel

Video Title	Views
Private Snafu in "Censored.", 1944	28,274
Stories from the Great Depression	13,868
The True Glory, 1945 (restored)	13,829
With the Marines at Tarawa	9,727
Spies- Private SNAFU	8,905

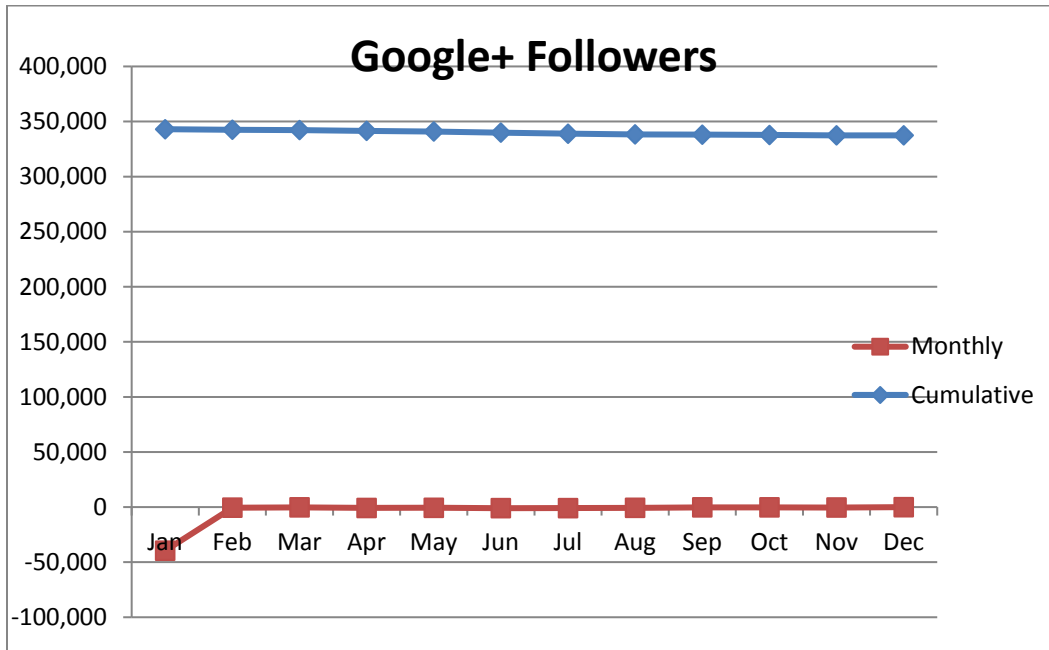
Social Media Tools: Detail View – Twitter

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



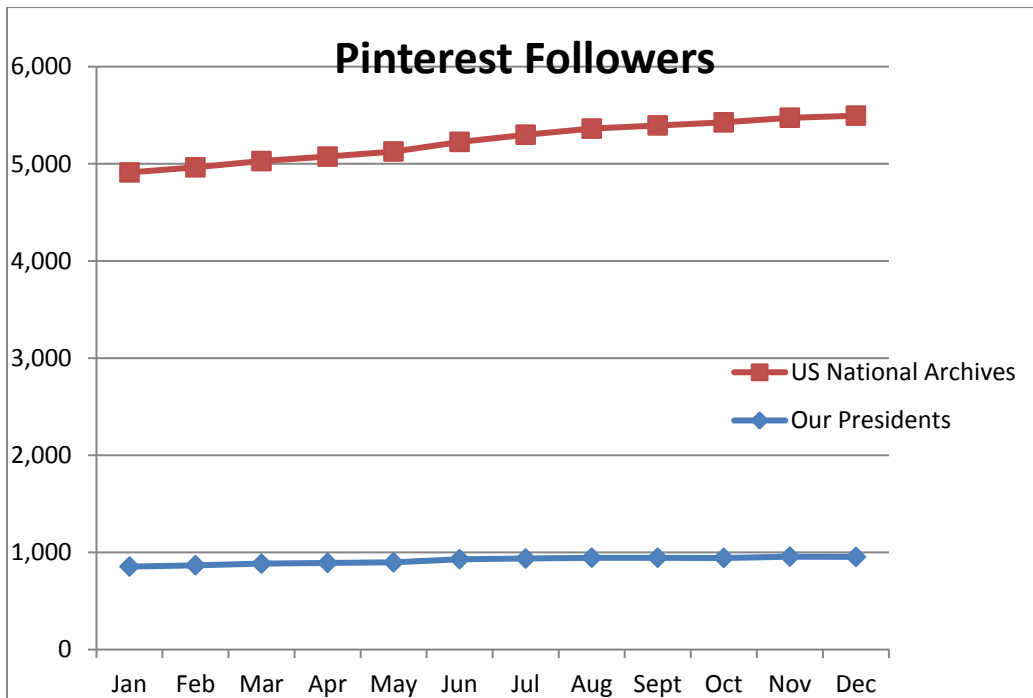
Social Media Tools: Detail View – Google+

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.

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Annotation (NHPRC)	599	661	276	203	138	112	100	378	300	126	115	85
AOTUS	3,274	5,258	1,732	1,330	1,332	1,404	2,723	1,751	2,243	1,239	1,773	1,200
Carter Chronicle	180	187	240	174	137	358	103	6	3	2	0	0
Education Updates	2,452	2,428	2,779	2,494	2,172	2,175	1,475	1,273	2,793	2,877	2,568	2,598
FOIA	933	928	1,125	1,323	921	963	1,061	946	895	784	887	701
Forward with Roosevelt	6,292	1,072	937	12,307	1,455	1,077	1,365	2,222	1,246	2,787	1,206	3,222
Hoover Heads	6,107	2,672	443	487	833	726	697	617	2,407	1,857	1,322	1,379
Unwritten Record (formerly Media Matters)	6,424	6,102	6,460	10,152	7,809	8,308	4,612	6,545	5,328	8,631	7,131	5,899
NARAtions	1,815	2,457	2,091	1,847	1,901	2,787	3,279	3,036	3,764	1,851	1,652	1,962
NDC Blog	501	739	589	462	440	362	383	525	445	467	406	632
Reagan Library Education				45	517	277	1,265	765	295	449	532	288
Rediscovering Black History	2,729	3,118	1,753	1,410	2,086	1,427	978	1,565	565	2,821	2,296	3,241
Prologue Blog	7,472	14,174	17,329	14,717	11,671	9,210	13,251	11,186	14,893	19,460	21,433	16,974
Records Express Blog	1,450	1,105	1,291	1,719	1,038	917	1,084	1,401	1,291	1,171	1,169	2,038
The Text Message	5,349	5,068	4,673	6,650	3,867	4,278	4,176	2,852	3,908	4,422	4,742	3,926
Transforming Classification (PIDB)	167	233	211	247	2,369	237	162	176	124	120	201	406
MONTHLY TOTAL	45,744	46,202	41,929	55,567	36,556	34,618	36,714	35,244	40,500	49,064	47,433	44,551

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.

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Annotation (NHPRC)	882	1,211	419	331	209	164	143	592	385	202	166	129
AOTUS	5,079	8,420	3,111	2,290	2,528	2,563	4,304	3,128	3,464	2,044	2,833	2,088
Carter Chronicle	262	371	337	290	198	490	144	8	5	2	0	0
Education Updates	4,368	4,573	4,694	4,964	3,915	4,057	2,575	2,388	4,536	4,681	4,396	4,236
FOIA	1,645	1,708	2,169	2,121	1,600	1,497	1,858	1,609	1,523	1,222	1,375	1,124
Forward with Roosevelt	9,370	1,692	1,910	14,004	2,290	1,929	2,190	4,105	2,162	4,021	2,098	4,228
Hoover Heads	7,093	3,281	803	818	1,171	1,026	1,011	863	3,067	2,395	1,886	1,995
Unwritten Record (formerly Media Matters)	12,979	11,463	13,799	29,996	18,233	16,226	9,228	20,618	11,218	17,981	14,360	12,090
NARAtions	3,378	4,568	3,950	3,311	3,632	4,472	5,661	5,155	5,972	3,361	2,674	3,169
Reagan Library Education				78	715	415	1,823	1,031	529	797	745	431
NDC Blog	1,166	1,461	1,319	892	958	855	828	976	1,069	1,007	950	1,196
Rediscovering Black History	6,231	7,363	4,460	3,282	5,608	3,769	2,466	3,905	1,547	7,930	7,282	7,386
Prologue Blog	11,711	23,081	26,387	22,164	19,536	15,051	19,382	17,918	23,701	29,010	31,527	27,077
Records Express Blog	3,201	2,699	2,870	3,341	2,260	2,120	2,488	3,065	2,918	2,353	2,534	3,543
The Text Message	12,311	12,822	9,385	12,104	8,671	10,355	10,127	7,260	8,877	9,270	10,283	8,635
Transforming Classification (PIDB)	310	378	311	354	440	437	271	281	195	186	312	862
MONTHLY TOTAL	79,986	85,091	75,924	100,340	71,964	65,426	64,499	72,902	71,168	86,462	83,421	78,189

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

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Annotation (NHPRC)	15	14	14	10	11	16	11	15	13	12	15	17
AOTUS Blog	131	144	122	126	105	77	107	70	65	74	59	63
AOTUS Tumblr	2	3	2	3	2	2	3	2	1	1	2	1
Carter Chronicle	147	170	135	119	100	77	68	44	27	19	16	16
Education Updates	41	46	42	31	36	30	33	32	29	28	30	35
FOIA Ombudsman	17	21	24	19	26	20	12	2	8	9	10	8
Unwritten Record (formerly Media Matters)	35	38	43	34	38	14	18	15	10	8	4	8
NARAtions	100	155	144	157	104	150	129	121	113	86	90	87
NDC Blog	84	65	85	64	58	40	53	34	42	47	42	39
Prologue	150	229	157	163	160	136	129	140	128	113	133	135
Records Express	89	106	107	74	87	63	65	55	48	44	48	52
Rediscovering Black History	37	39	37	25	26	28	27	22	24	25	23	28
Text Message	62	71	63	54	47	44	51	61	45	63	58	59
Today's Document Tumblr	52	58	58	47	45	47	39	36	36	39	37	43
Transforming Classification (PIDB)	173	220	142	137	125	92	95	72	93	62	61	43
MONTHLY TOTAL	1,135	1,379	1,175	1,063	970	836	840	721	682	630	628	634

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.)

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Monthly Total (A+P+R)	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	12,340,995
Agency-Wide Total	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	3,790,309
US National Archives	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	2,623,601
Afro-American HS	53,464	40,279	52,979	18,785	16,825	3,636	9,327	3,917	9,815	3,356	4,352	1,857
Assembly	869	429	612	295	158	79	578	9,937	30	123	45	90
Archival Recovery	39,718	44,095	41,816	40,740	75,641	105,513	118,611	160,306	226,435	80,971	81,129	72,973
Constitution	38,430	31,700	71,073	23,671	15,237	5,946	12,352	6,330	69,172	7,941	18,109	6,784
Federal Register	8,595	10,236	10,177	8,794	4,132	3,771	5,732	8,657	6,385	5,823	8,324	6,681
Federal Records Centers	2,390	1,975	2,389	1,109	814	117	807	1,119	289	606	477	225
Applied Research	5,942	6,719	12,137	9,261	3,857	2,151	2,540	652	4,257	3,650	3,725	3,200
NHPRC	149,914	330,707	242,165	303,897	92,299	273,859	210,709	158,717	375,029	168,885	156,783	147,517
Noon Lectures	2,196	3,396	3,814	7,621	3,278	2,140	85	48	124	94	6,191	1,589
Preservation	223,827	145,426	201,969	44,392	114,695	35,649	93,012	206,818	36,153	56,097	139,874	205,220
Research	60,528	31,797	46,027	7,506	37,844	11,962	87,002	24,700	35,247	10,003	31,659	42,084
SNAC												
Today's Document	358,887	268,697	399,160	527,448	215,349	294,613	223,076	252,862	336,687	220,725	266,792	341,409
Students and Interns	3,860	3,749	3,311	2,781	1,867	1,620	2,295	569	1,368	2,046	890	2,085
Electoral College	3,178	5,222	12,259	4,837	3,444	3,462	4,828	3,112	4,177	23,620	191,529	209,450
Education	109,866	39,546	117,786	83,239	31,219	76,636	60,738	45,221	99,442	156,550	63,334	125,544
Presidential Total	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	7,954,375
Bush	1,678,314	822,004	547,733	431,223	203,154	202,047	775,298	434,768	574,350	640,156	682,074	790,791
GWB	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	3,055,709
Carter	329,320	567,260	759,768	273,203	349,640	1,270,498	419,435	512,661	398,437	256,631	435,574	363,388
Clinton	228,633	267,141	552,392	629,270	536,590	631,902	611,740	588,128	639,439	842,892	692,418	496,171
Eisenhower	133,401	74,971	286,910	194,252	396,330	332,755	264,575	354,212	187,969	277,502	161,835	67,428
Ford Library	62,415	103,680	132,765	123,132	102,089	59,053	42,643	77,841	75,764	38,976	69,822	82,462

Ford Museum	31,041	41,900	40,241	39,988	66,343	544,346	256,317	229,395	739,488	343,011	205,764	141,304
Hoover	119,012	163,612	155,506	145,741	163,501	141,485	192,664	166,226	184,554	127,124	98,927	84,402
Johnson	617,701	391,319	774,611	937,542	782,826	683,845	772,247	878,130	662,159	556,691	668,786	454,300
Nixon	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	917,967
Reagan	589,292	218,505	281,811	1,006,537	456,336	1,082,482	927,866	389,154	500,821	480,744	906,235	936,467
Roosevelt	187,265	156,288	361,050	482,541	289,817	453,921	355,984	246,554	223,834	332,540	366,859	274,234
Truman	214,986	236,240	642,677	535,353	408,778	471,770	419,636	345,504	256,088	195,634	240,280	289,752
Regional Total	838,535	758,210	806,209	874,813	839,977	560,745	557,950	880,507	672,056	1,018,817	870,362	596,311
Atlanta	28,893	17,885	40,901	44,397	14,356	18,710	22,803	52,439	41,943	60,425	45,146	15,558
Boston	487,367	436,440	423,569	376,373	553,075	285,235	248,979	227,752	277,154	551,272	360,322	292,331
Chicago	94,945	55,517	63,398	56,445	27,372	41,442	59,129	111,358	29,806	49,664	38,449	31,534
Denver	5,780	2,213	6,336	18,706	47,056	26,147	22,517	55,791	31,803	42,981	97,709	29,371
Fort Worth	52,737	51,770	40,012	45,851	20,543	29,406	30,427	112,397	76,637	63,538	71,279	55,900
Kansas City	58,665	58,199	104,890	178,213	36,391	35,779	39,001	54,935	61,047	60,877	108,384	23,348
New York	33,690	34,755	27,739	26,719	16,337	46,698	32,174	81,612	27,349	69,152	25,954	25,808
Philadelphia	53,815	62,026	53,154	89,192	33,632	22,814	17,271	30,056	24,872	20,401	49,882	25,467
Riverside	3,905	11,185	23,779	24,711	72,664	37,064	72,512	97,358	68,383	61,270	36,487	42,416
Seattle	12,307	22,593	5,907	6,244	10,909	7,255	9,509	35,500	22,122	23,016	24,287	20,147
St. Louis	6,431	5,627	16,524	7,962	7,642	10,195	3,628	21,309	10,940	16,221	12,463	34,431

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.)

	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec
Monthly Total (A+P+R)	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	3,498,585
Agency-Wide Total	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	1,034,302
US National Archives	823,591	856,326	638,812	587,742	252,235	372,419	1,494,355	1,293,125	596,571	356,759	627,932	686,383
Afro-American HS	17,250	15,002	17,712	8,833	8,303	1,852	5,432	1,820	4,969	1,760	2,243	747
Assembly	395	175	218	133	55	38	324	2,141	13	16	20	40
Archival Recovery	13,228	8,828	11,909	14,426	16,059	32,689	11,867	18,203	19,700	10,965	9,256	15,001
Constitution	14,906	11,840	32,887	11,388	6,071	3,023	6,327	2,851	27,874	3,745	9,883	3,450
Federal Register	1,303	1,505	1,316	1,518	801	756	932	1,086	918	849	2,147	1,328
Federal Records Centers	912	753	1,202	540	322	54	438	580	181	253	186	133
Applied Research	2,001	2,689	4,340	2,765	2,055	1,299	1,382	413	1,910	1,353	920	1,799
NHPRC	48,213	96,030	68,582	93,046	25,532	108,402	69,292	36,884	172,713	48,513	49,625	38,751
Noon Lectures	569	764	727	873	791	657	55	27	72	61	843	678
Preservation	100,335	63,739	89,038	17,570	58,858	15,687	38,085	110,708	14,412	19,634	65,924	87,246
Research	15,561	13,145	15,710	3,063	10,513	6,510	38,501	11,358	15,490	5,904	10,276	20,977
SNAC												
Today's Document	83,732	42,961	98,903	167,156	38,560	69,968	47,283	51,401	77,754	33,492	51,316	73,425
Students and Interns	1,264	1,008	1,269	1,173	783	895	1,398	293	713	1,171	464	1,254
Electoral College	950	1,842	4,816	1,857	1,091	1,758	2,225	1,408	2,082	9,169	81,653	58,697
Education	13,724	8,897	15,228	23,717	9,454	29,871	22,199	13,281	22,324	35,116	16,969	44,393
Presidential Total	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	2,294,579
Bush	843,844	324,495	146,131	167,126	68,696	72,833	360,795	128,892	203,033	200,442	238,126	263,481
GWB	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	654,373
Carter	136,681	233,420	288,153	117,003	131,823	690,719	187,448	240,843	158,336	89,318	172,251	151,464
Clinton	96,101	120,980	226,971	309,646	232,172	236,016	266,341	212,767	206,179	272,392	268,372	185,426
Eisenhower	44,146	28,819	102,682	65,027	212,675	127,302	99,377	149,034	72,080	91,072	52,733	29,142
Ford Library	13,683	21,470	54,279	42,347	39,898	20,493	13,845	28,571	31,886	9,823	20,255	25,101

Ford Museum	4,827	14,271	10,503	17,056	24,771	272,166	107,265	90,247	286,632	133,997	84,050	57,462
Hoover	23,205	30,645	33,650	41,786	51,436	54,119	65,496	48,656	69,707	31,895	26,847	28,961
Johnson	221,541	129,501	228,432	309,613	260,256	229,477	243,174	315,179	196,901	162,814	217,994	182,812
Nixon	251,133	220,271	463,947	311,076	281,666	471,321	298,740	346,250	208,550	664,420	374,685	302,190
Reagan	134,733	56,418	126,652	325,465	113,342	354,199	262,880	100,107	134,498	106,424	223,781	236,064
Roosevelt	70,607	53,862	80,555	167,032	71,684	211,177	109,585	87,731	76,181	128,430	99,005	76,315
Truman	72,580	77,523	167,007	160,566	162,424	246,105	191,391	112,611	98,110	69,574	95,241	101,788
Regional Total	133,236	134,838	207,605	264,967	318,386	145,189	117,320	196,783	102,143	206,733	180,928	169,704
Atlanta	5,488	7,053	10,066	7,822	6,442	7,270	5,557	10,302	8,351	7,561	10,363	4,607
Boston	66,127	71,921	110,300	96,804	236,783	48,544	44,224	48,912	26,316	102,277	34,086	78,081
Chicago	9,125	8,034	8,059	8,618	5,783	11,968	13,202	15,035	6,365	6,774	6,787	7,692
Denver	2,674	1,138	2,487	4,935	16,767	11,631	7,591	21,539	11,741	17,773	52,349	12,470
Fort Worth	5,499	6,710	9,555	7,880	5,689	12,015	7,573	22,721	10,131	11,483	9,277	12,793
Kansas City	3,907	6,403	28,154	87,002	5,890	11,395	7,804	7,593	4,704	3,982	23,130	6,045
New York	10,114	7,815	9,423	7,354	5,361	19,547	9,639	34,401	7,426	27,740	6,674	8,804
Philadelphia	22,355	16,177	12,809	34,056	14,844	8,226	6,480	9,731	6,704	6,087	18,822	7,897
Riverside	1,675	3,032	9,673	4,859	14,519	7,086	10,809	14,131	5,827	11,560	11,160	10,620
Seattle	3,702	4,578	2,395	2,963	3,783	2,332	2,531	6,262	10,458	6,132	3,702	7,788
St. Louis	2,570	1,977	4,684	2,674	2,525	5,175	1,910	6,156	4,120	5,364	4,578	12,907

APPENDIX V: Twitter Followers (Cumulative)

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
archivespres	4,514	4,611	4,677	4,733	4,815	4,935	5,000	5,149	5,252	5,347	5,441	5,567
dferriero	3,558	3,592	3,631	3,652	3,678	3,712	3,769	3,812	3,838	3,883	3,922	3,946
Discovercivwar	7,314	7,375	7,670	7,880	7,922	7,913	7,897	7,887	7,872	7,856	7,844	7,828
DocsTeach	8,448	8,636	8,866	9,065	9,339	9,813	10,104	10,489	10,842	11,107	11,496	11,733
ElectoralCollge	2,381	2,421	2,473	2,500	2,538	2,578	2,614	2,673	2,722	2,909	7,154	15,391
FedRegister	9,249	9,345	9,446	9,519	9,627	9,733	9,832	10,022	10,140	10,266	10,785	11,152

FOIA_Ombuds	444	477	541	581	623	693	737	774	815	850	933	963
NARAMediaLabs	1,506	1,553	1,593	1,629	1,656	1,702	1,724	1,761	1,784	1,808	1,825	1,854
NARA_RecMgmt	5,952	5,982	6,006	6,047	6,062	6,080	6,086	6,150	6,191	6,242	6,335	6,431
SNAC	60	109	112	126	139	144	148	157	159	161	166	172
Today'sDocument	28,099	28,609	29,251	29,680	30,187	30,769	31,241	31,949	32,616	33,198	33,955	34,674
USNatArchives	86,651	88,464	90,144	91,112	92,533	94,071	95,363	97,098	99,280	101,795	107,575	111,784
ThisisArchives	2,082	2,396	2,556	2,678	2,809	1,656	3,122	3,288	3,425	3,565	3,668	3,712
Bush41library	25,652	26,158	26,609	26,977	27,553	28,089	28,529	29,074	29,510	29,910	30,604	31,065
CarterLibrary	15,979	16,331	16,797	17,202	17,841	18,712	19,608	20,602	21,440	22,142	23,289	24,387
IkeLibrary	9,899	10,154	10,483	10,712	11,112	11,610	12,080	12,609	13,062	13,520	14,345	14,928
FDRLibrary	9,514	9,835	10,188	10,471	10,952	11,601	12,108	12,728	13,260	13,745	14,461	15,075
GWBLibrary	15,345	15,576	15,921	16,076	16,294	16,887	17,379	17,840	18,317	18,757	19,690	20,200
IkeandHarry2012	659	659	663	664	661	662	662	665	663	662	664	670
HooverPresLib	220	285	366	432	501	646	794	976	1,112	1,236	1,417	1,571
JFKLibrary	37,498	37,953	38,487	38,909	39,642	40,427	41,097	41,860	42,467	42,899	44,134	44,763
LBJLibrary	11,997	12,263	12,612	12,913	13,469	13,951	14,367	14,926	15,352	15,775	16,437	16,919
NixonLibrary	389	520	709	796	947	1,160	1,381	1,840	2,081	2,294	2,616	2,918
RecordsofWomen											64	
OurPresidents	17,587	18,083	18,583	18,969	19,508	20,151	20,759	21,432	22,009	22,571	23,617	24,470
Reagan_Library	2,531	2,709	3,216	3,387	3,661	4,070	4,504	5,054	5,442	5,759	6,401	6,817
TrumanLibrary	4,591	4,810	5,086	5,317	5,777	6,292	6,728	7,290	7,685	8,110	8,882	9,375
WJCLibrary	80,591	81,424	81,911	83,143	84,907	86,478	87,938	89,422	90,602	91,444	92,139	92,558
ArchivesNYC	27	31	49	89	112	132	159	192	213	293	338	378
atlantaarchives	1,594	1,605	1,612	1,618	1,615	1,617	1,616	1,625	1,627	1,633	1,645	1,658
Boston_archives	605	738	816	888	967	1,082	1,170	1,311	1,402	1,486	1,557	1,658
KCArchives	1,700	1,728	1,751	1,777	1,796	1,827	1,853	1,888	1,927	1,946	1,982	2,033
CongressArchive	3,465	3,688	3,808	3,878	4,031	4,233	4,403	4,653	4,854	5,032	5,344	5,638
NARAFRC	455	461	461	466	466	473	476	747	479	487	494	501
StLouisArchives	142	145	148	154	158	163	163	166	183	197	213	218
TOTAL	400,698	408,726	417,242	424,040	433,898	444,062	455,411	467,836	478,623	488,885	511,432	533,007

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

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

APPENDIX VII: Google+ Followers

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Monthly Followers	-39,352	-526	-276	-732	-581	-999	-930	-644	-250	-250	-364	-39
Cumulative Followers	343,042	342,498	342,222	341,490	340,909	339,910	338,980	338,336	338,086	337,836	337,472	337,433

APPENDIX VIII: Pinterest Followers (Cumulative)

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
US National Archives	4,911	4,964	5,028	5,074	5,126	5,225	5,299	5,363	5,395	5,427	5,474	6,449
Our Presidents	854	867	885	892	898	930	937	945	945	943	956	954

APPENDIX IX: Instagram Followers (Cumulative)

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
US National Archives	16,052	17,911	20,183	21,622	23,479	25,494	26,777	28,730	30,621	32,513	34,394	35,998
Ike Library	361	371	410	431	454	520	592	655	672	689	715	744
Clinton Library	1,623	1,719	2,418	2,739	2,857	3,125	3,308	3,565	4,107	4,650	5,533	5,897
FDR Library	348	396	479	520	558	685	774	882	933	985	1,050	1,105
Bush 41 Library	65	75	185	204	223	256	521	689	939	1,189	1,222	1,258
Nixon Library						3	45	97	131	165	224	295
Carter Library											64	
Reagan Library	45	54	128	147	175	213	250	314	369	425	464	496

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

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Channel Views	26,445	26,597	26,807	26,962	27,160	27,345	27,455	28,112	28,308	28,504	28,777	28,916