

SOCIAL MEDIA HIGHLIGHTS

- **THE NATIONAL ARCHIVES RELEASES NEW DOCUMENTS RELATING TO THE KATYN MASSACRE.**
- **NARA CROWDSOURCES INPUT FOR ITS PRELIMINARY DIGITAL GOVERNMENT STRATEGY.**
- **PROLOGUE CHALLENGES THE PUBLIC TO TWEET THE PREAMBLE TO THE CONSTITUTION AS PART OF CONSTITUTION DAY.**
- **225 NEW AMERICAN CITIZENS ARE SWORN IN AT THE NATIONAL ARCHIVES ROTUNDA.**
- **THE RARELY-SEEN TRANSMITTAL PAGE OF THE CONSTITUTION IS DISPLAYED IN CELEBRATION OF CONSTITUTION DAY.**
- **THE NATIONAL ARCHIVES HOSTS THE RECORDS ADMINISTRATION CONFERENCE (RACO) 2012.**

SEPTEMBER 2012 OVERVIEW

Social Media Tool	Monthly Views	Cumulative Users
Archives.gov Blogs	60,071 Views	27,271 Visitors
Tumblr Blogs	25,963 Views	12,179 Visitors
Facebook	3,229,231 Impressions	634,777 Reach
National Archives YouTube Channel	164,418 Views	4,952 Subscribers
Flickr (USNatArchives & ArchivesNews)	488,149 Views	4,914 Contacts
Our Archives Wiki	15,822 Views	376 Editors
Twitter (all NARA feeds)	--	68,891 Followers
FourSquare	37,090 Check-ins	19,280 Followers
iTunes U	18,231 Views	18,421 Subscribers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2012 Views (To Date)	FY 2011 Views
Archives.gov Blogs	695,640	520,572 (Dec-Sept)
Tumblr Blogs	472,426	97,949 (Apr-Sept)
Facebook	30,915,082	15,585,752
National Archives YouTube Channel	919,193	601,517
Flickr (USNatArchives & ArchivesNews)	4,837,696	2,911,601
Our Archives Wiki	188,414	160,899

EXTERNAL BLOGS

- | | | |
|---|--|---|
| 1. AOTUS | 9. The Text Message | 17. Prologue |
| 2. AOTUS Tumblr | 10. Today's Document | 18. Media Matters |
| 3. Exhibits Tumblr | 11. Today's Document Tumblr | 19. Our Presidents Tumblr |
| 4. FOIA Ombudsman | 12. Transforming Classification (PIDB) | 20. Congress in the Archives Tumblr |
| 5. Hoover Blackboard | 13. The WashBoard | 21. LBJ Time Machine Tumblr |
| 6. In Roosevelt History | 14. The Federal Register | 22. Preservation at NARA Tumblr |
| 7. NARAtions | 15. The National Declassification Center | 23. TumblrWeed Times |
| 8. Records Express | 16. NARA Tumblr | |

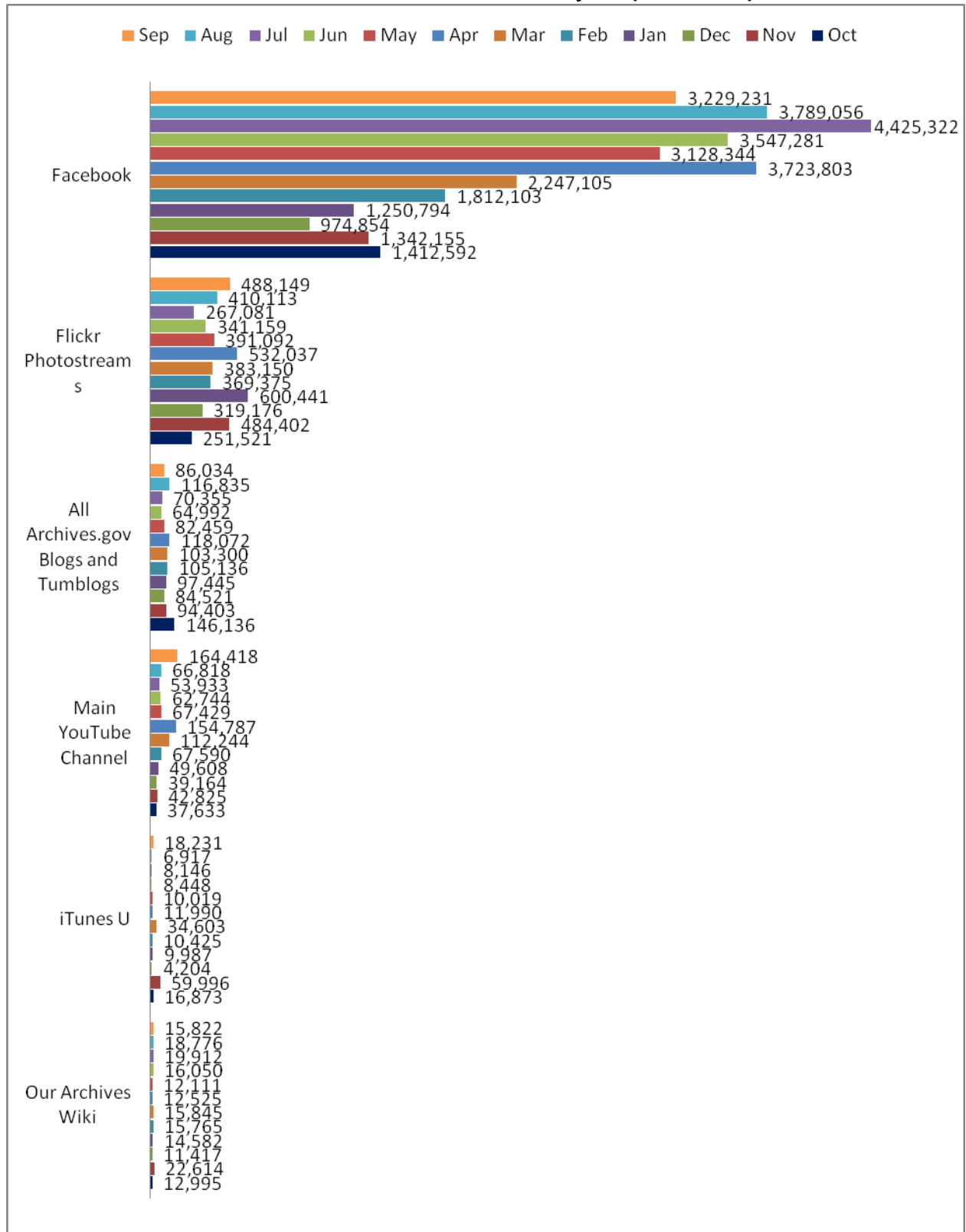
INTERNAL (NARA@WORK) BLOGS

- | | | |
|--|-----------------------------|------------------------------|
| 1. Archivist's Task Force on Agency Transformation | 2. Declarations | 4. NRMP Ledger |
| | 3. NR Better Workplace Blog | 5. Social Media Soapbox Blog |

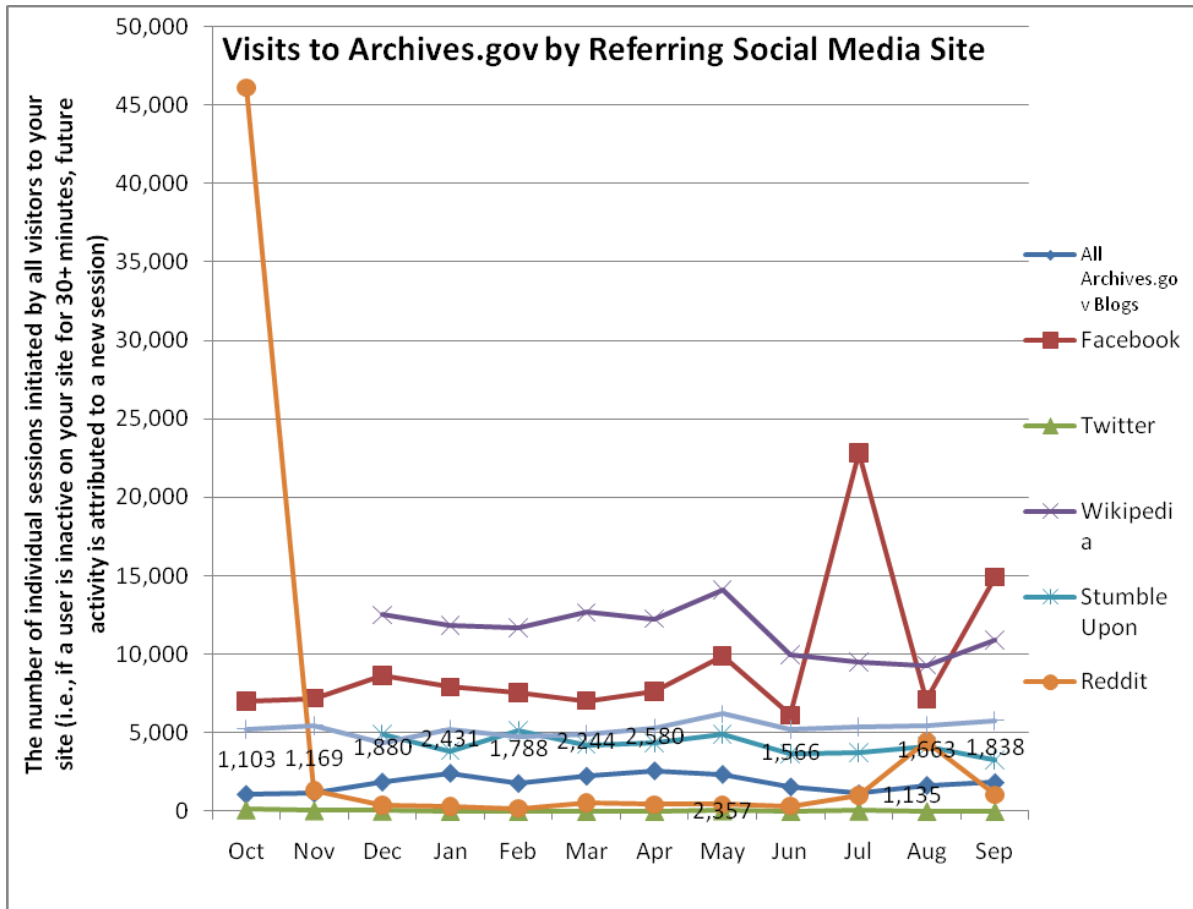
SOCIAL MEDIA TOOLBOX (Tools currently in use)

- | | | |
|-----------------------------|-----------------------------|--------------|
| • Blogs (Wordpress, Tumblr) | • IdeaScale | • Tumblr |
| • Facebook | • iTunes U | • Twitter |
| • Flickr | • RSS Feeds | • Wikispaces |
| • Foursquare | • Scribd (Document sharing) | • YouTube |
| • HootSuite | | |

Views: on External Social Media Projects (Per Month)



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



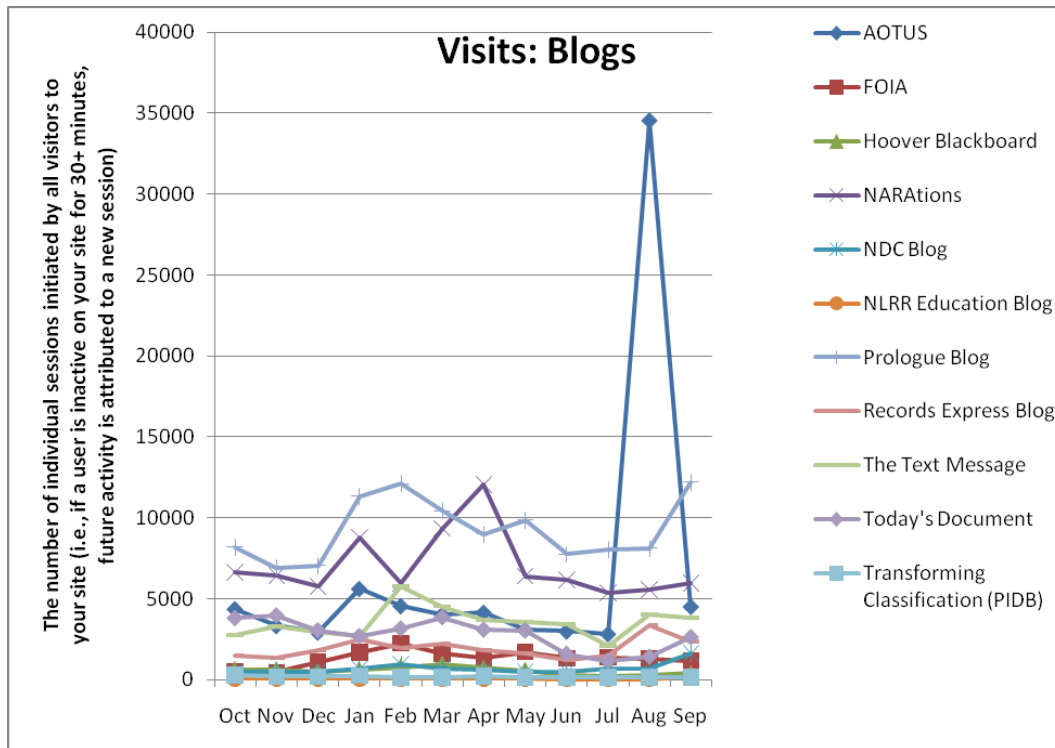
New External Social Media Projects

September Projects

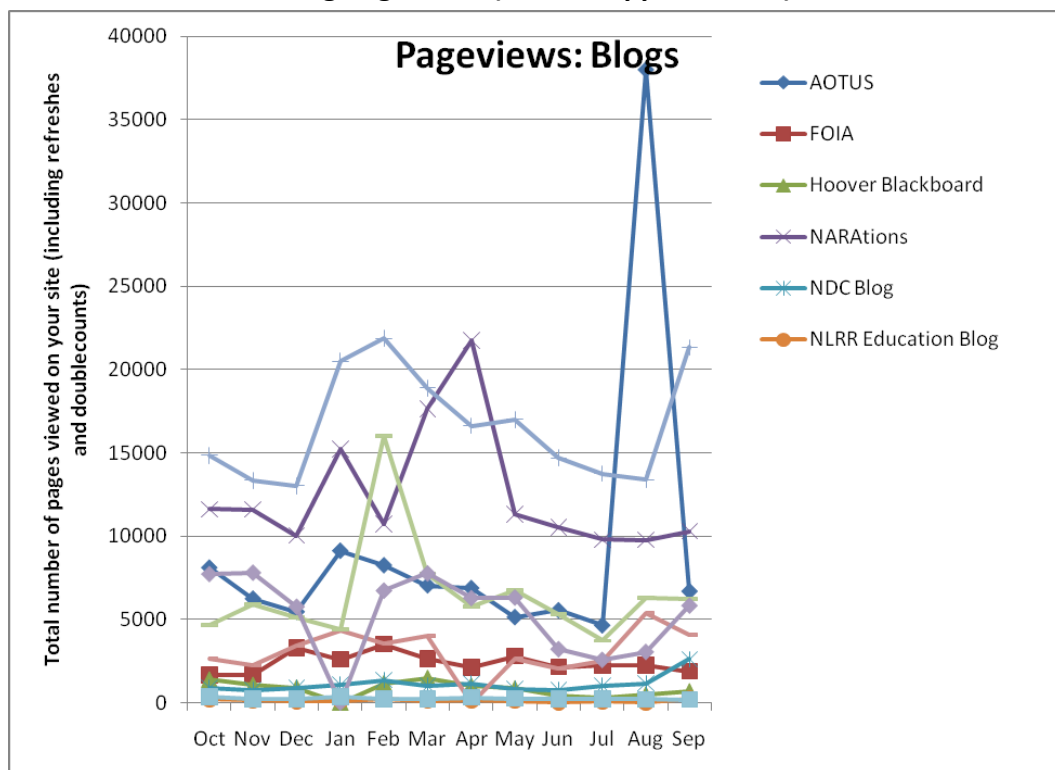
	Facebook	Flickr	Twitter	Wiki	Tumblr	Blog	IdeaScale	GitHub	HistoryPin	Ustream	YouTube	Storify
October								1				
November			3		2				1			
December				1	1							
January				1						1		
February			1	1			1					
March	1		2								1	
April	1					1						
May				1							1	1
June												
July	1			1	1							
August												
September				1		1						

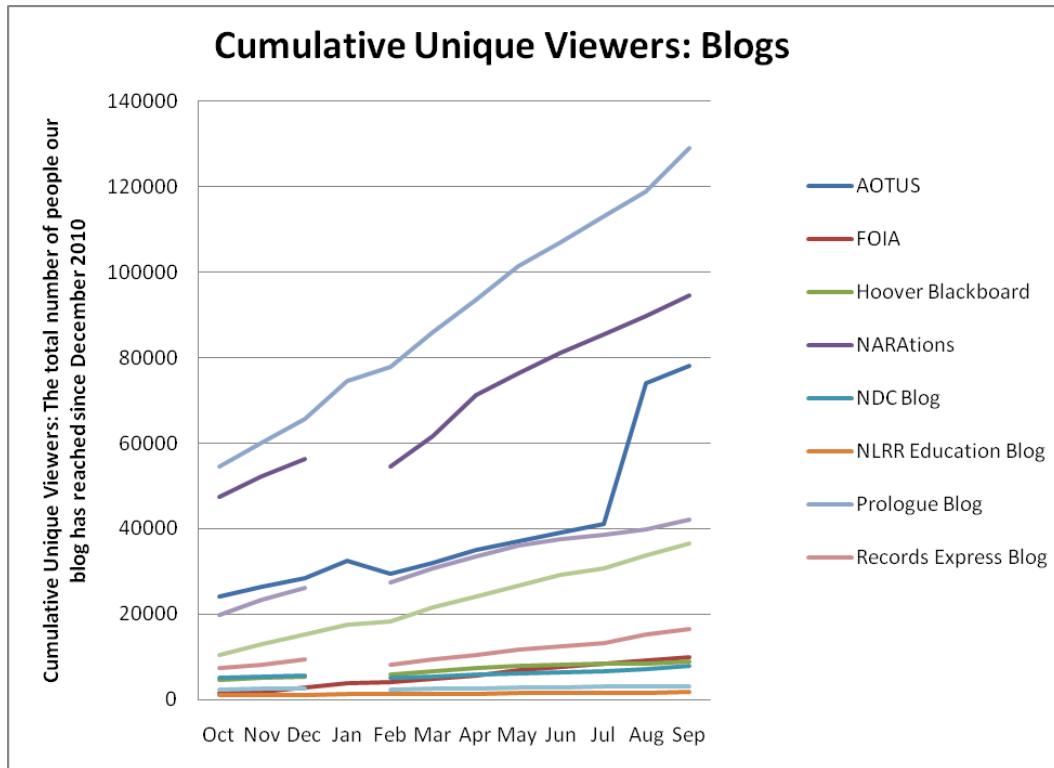
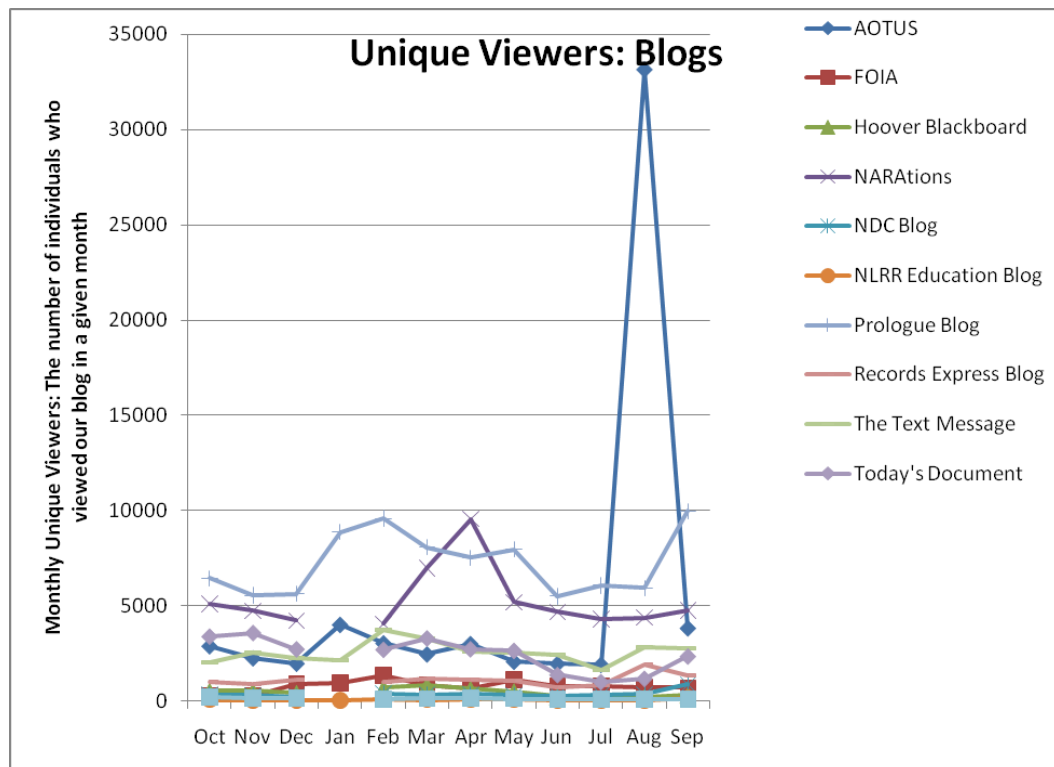
Social Media Tools: Detail View – Blogs (Archives.gov)

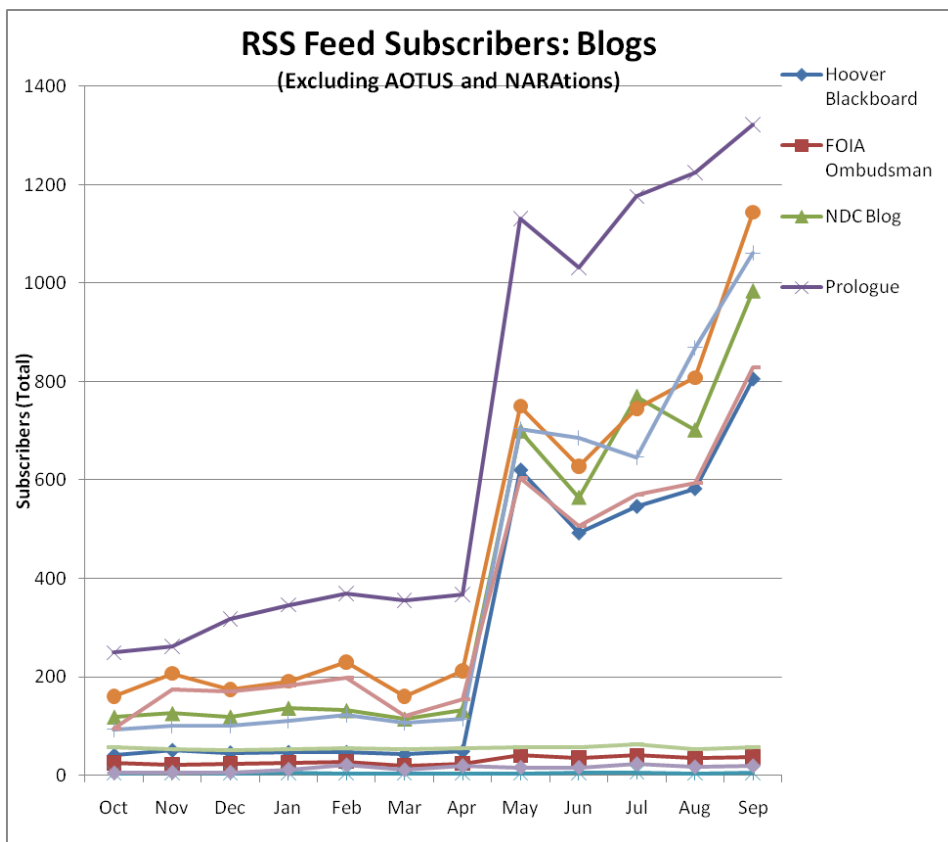
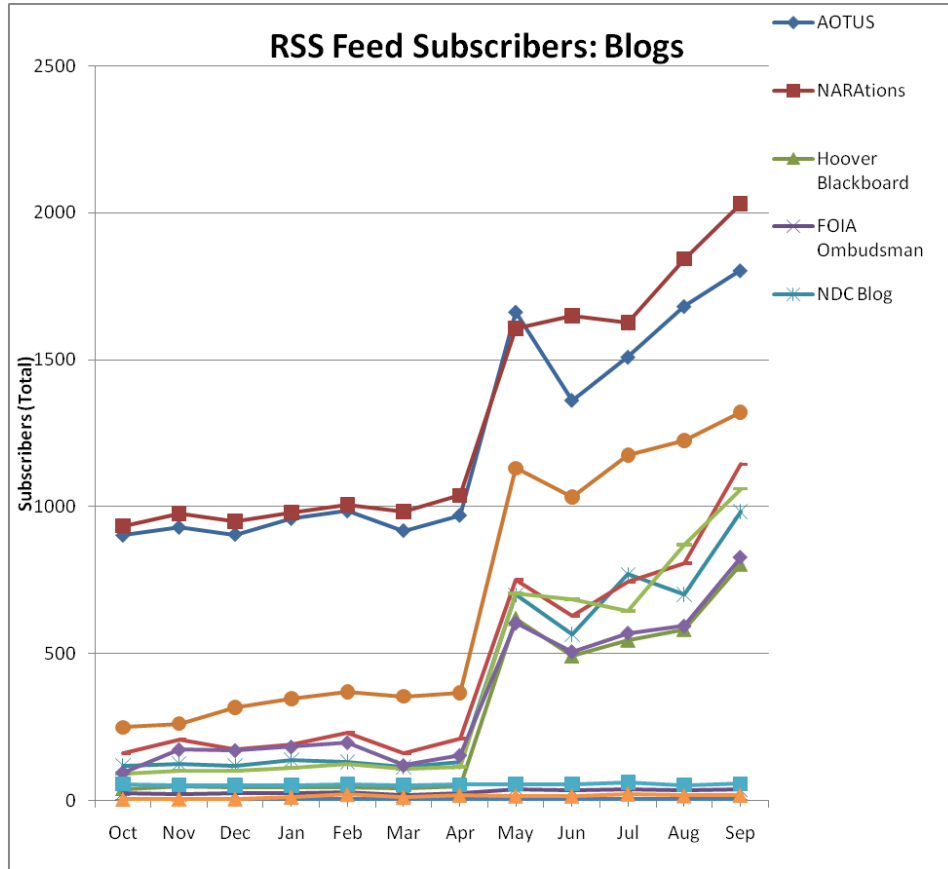
Blog Visits (Source: Appendix II.A)



Blog Pageviews (Source: Appendix II.B)



Blog Cumulative Unique Viewers (Source: Appendix II.C)**Blog Unique Viewers by Month (Source: Appendix II.D)**

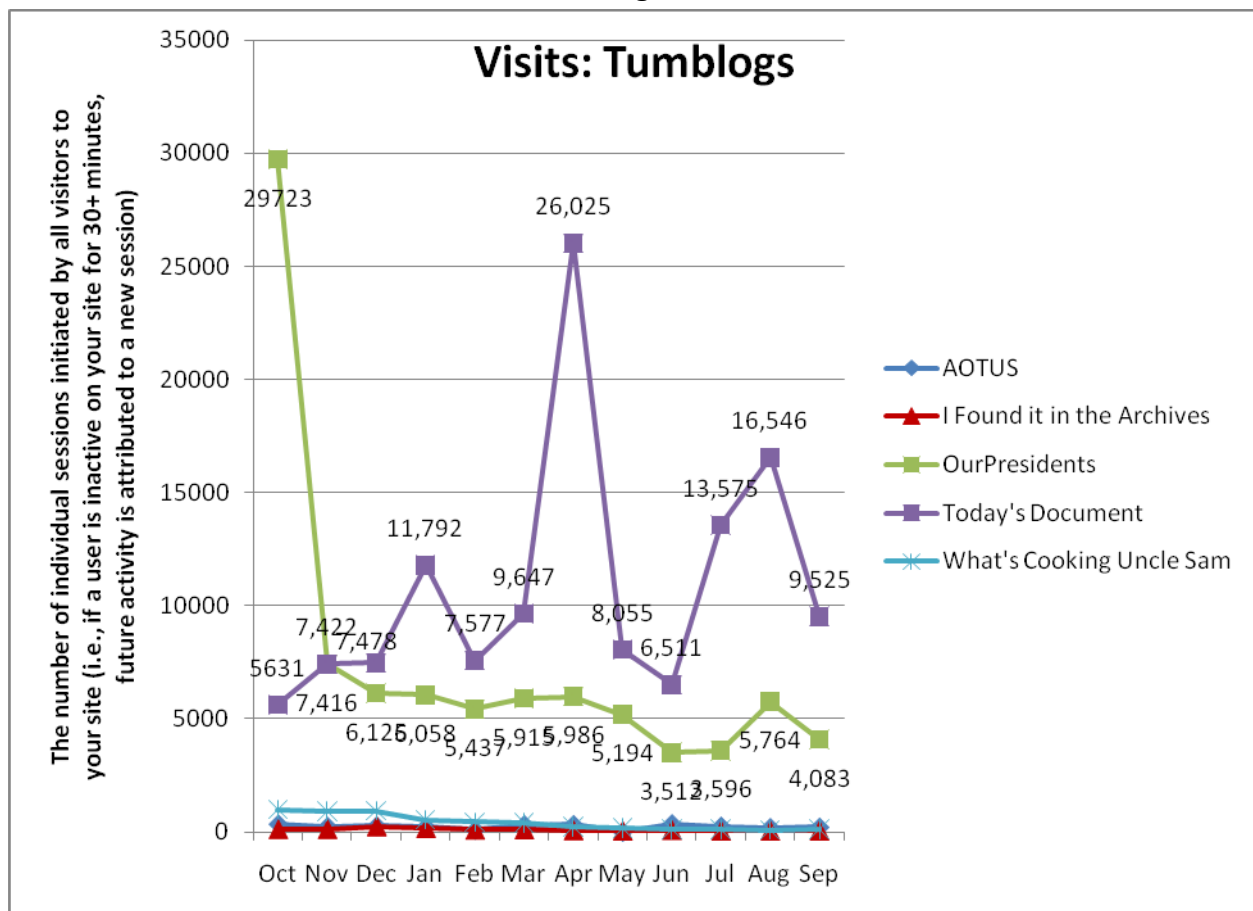
Total RSS Feed Subscribers to Archives.gov Blogs (Source: Appendix III)

Top 5 Most Viewed Blog Posts in September

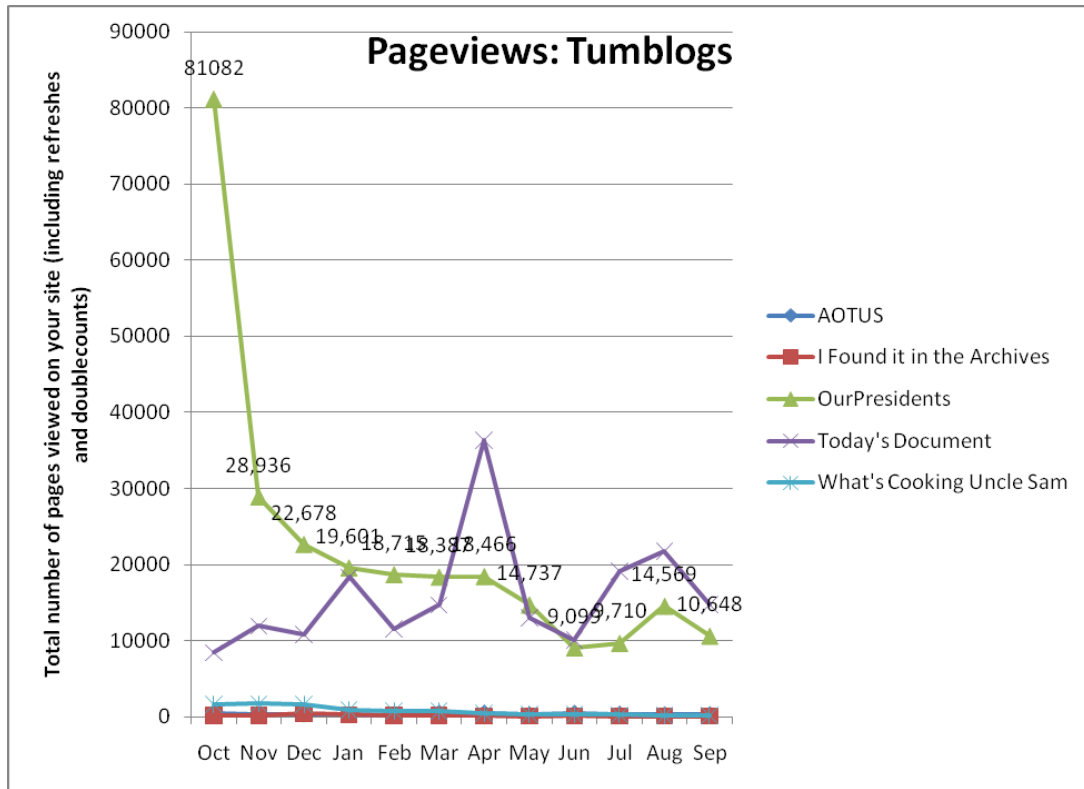
Blog	Pageviews	Post Title
Prologue	2,858	Constitution 225: There's a "fifth" page the public has never seen
AOTUS	2,430	How to be a "Smooth Criminal"
Prologue	811	Constitution 225: Tweet the Preamble
Records Express	688	RACO 2012
Prologue	565	Constitution 225: George Washington's Constitution

Social Media Tools: Detail View – *Tumblogs*

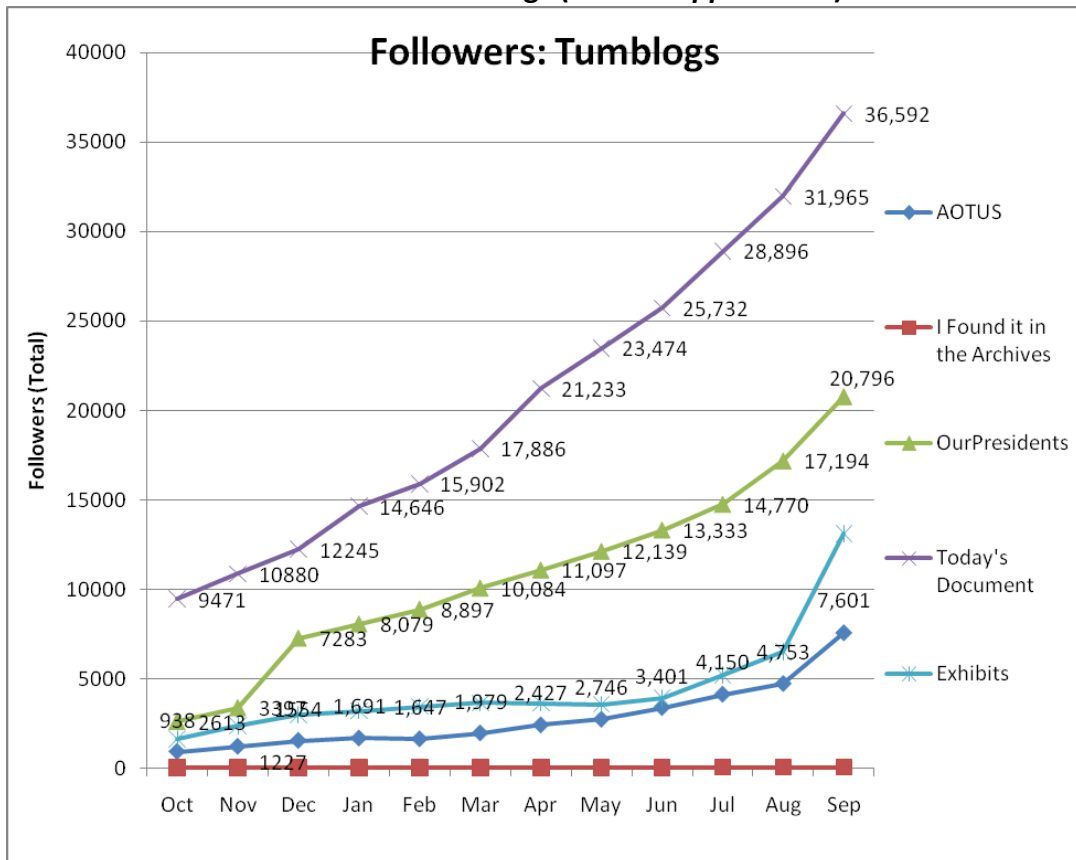
Tumblog Visits



Tumblr Pageviews

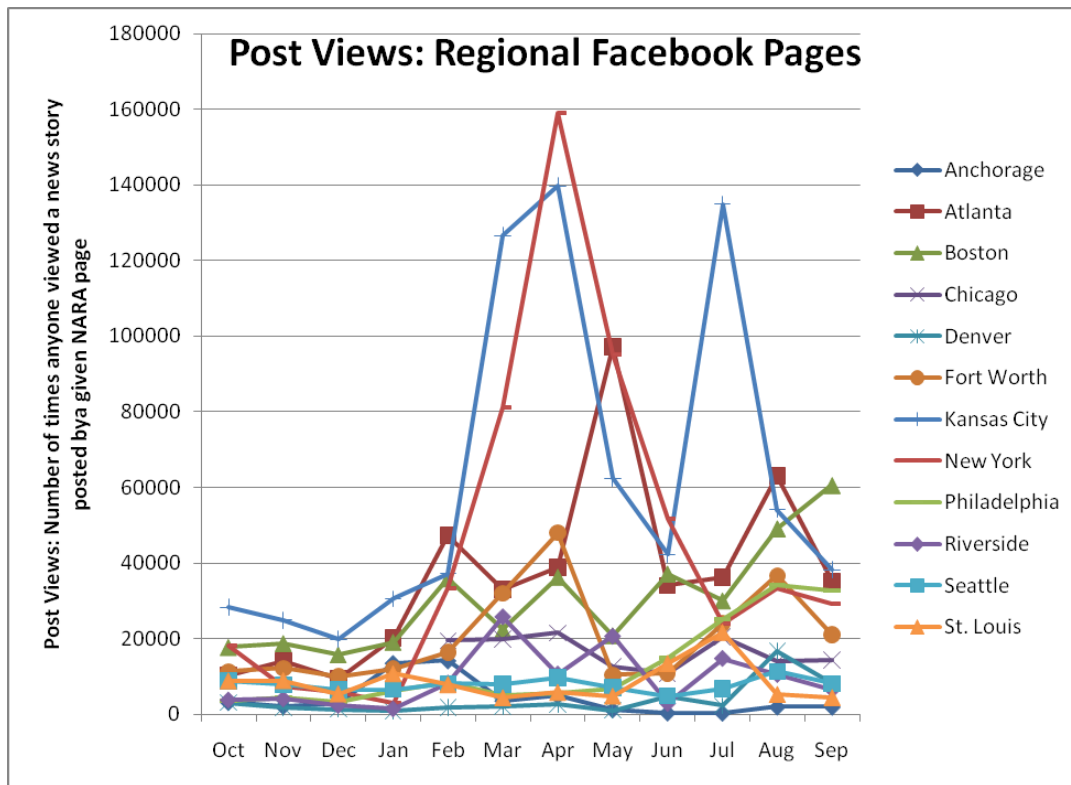


Followers on Tumblogs (Source: Appendix IV)

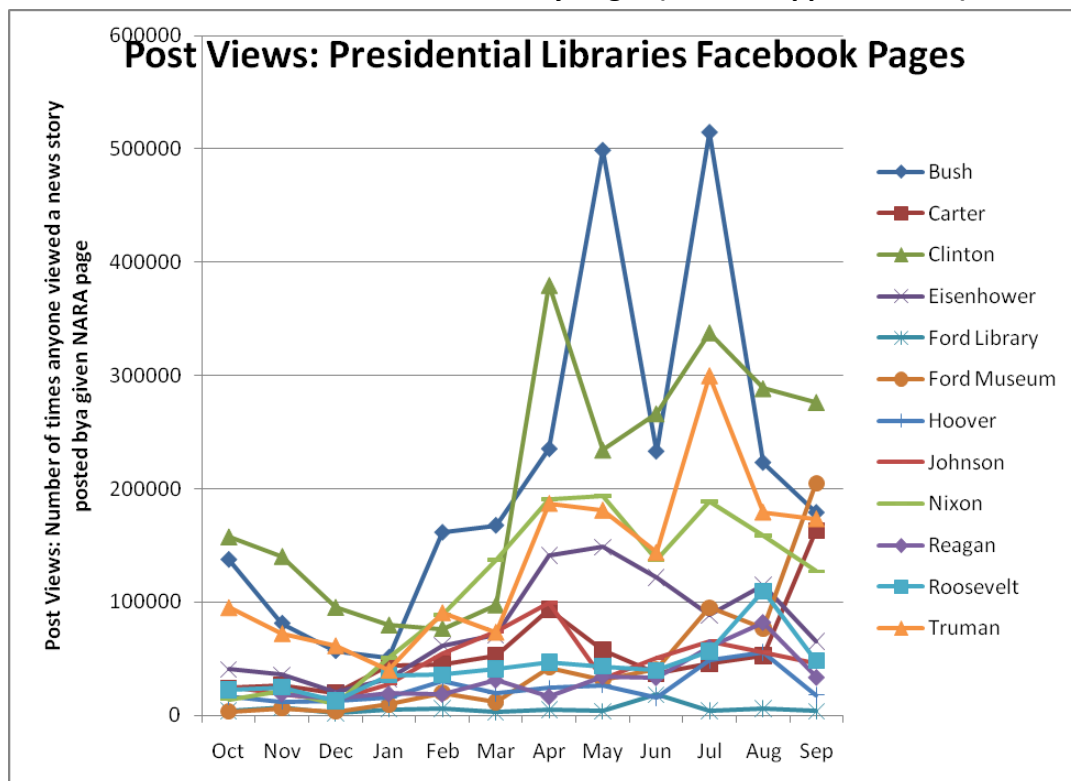


Social Media Tools: Detail View – Facebook

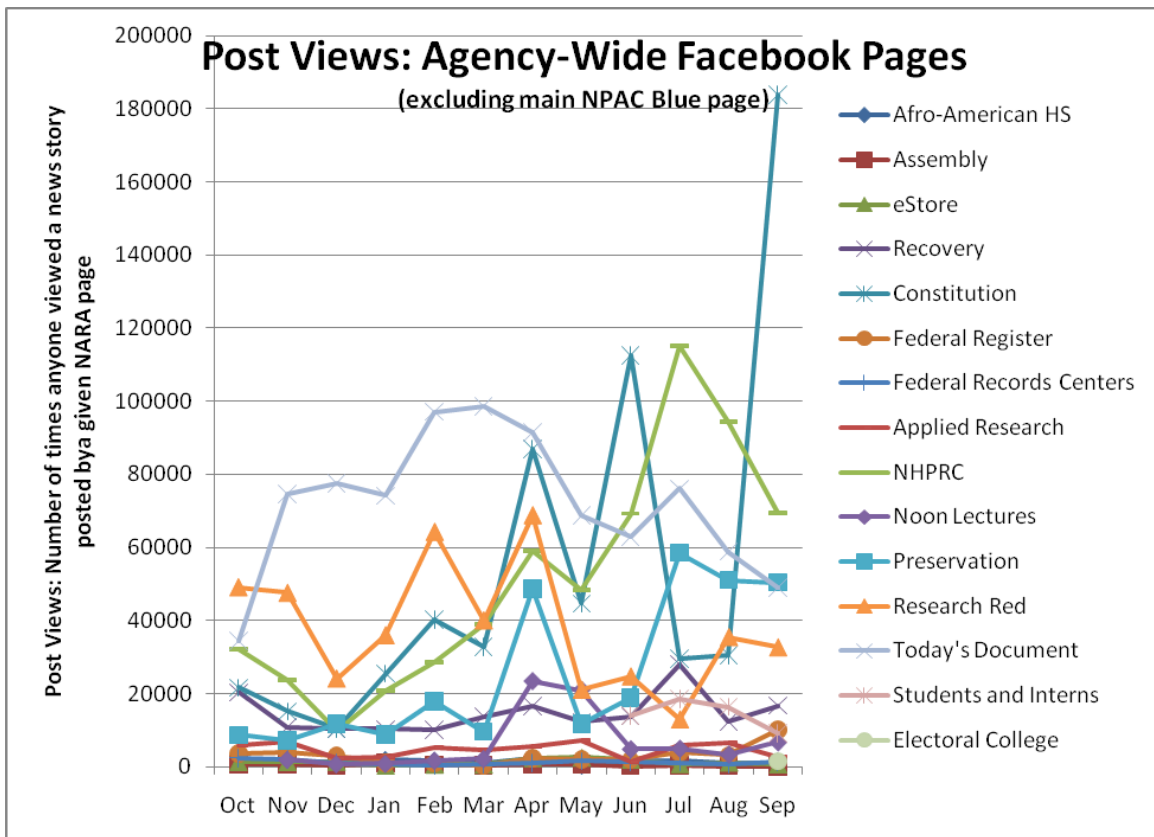
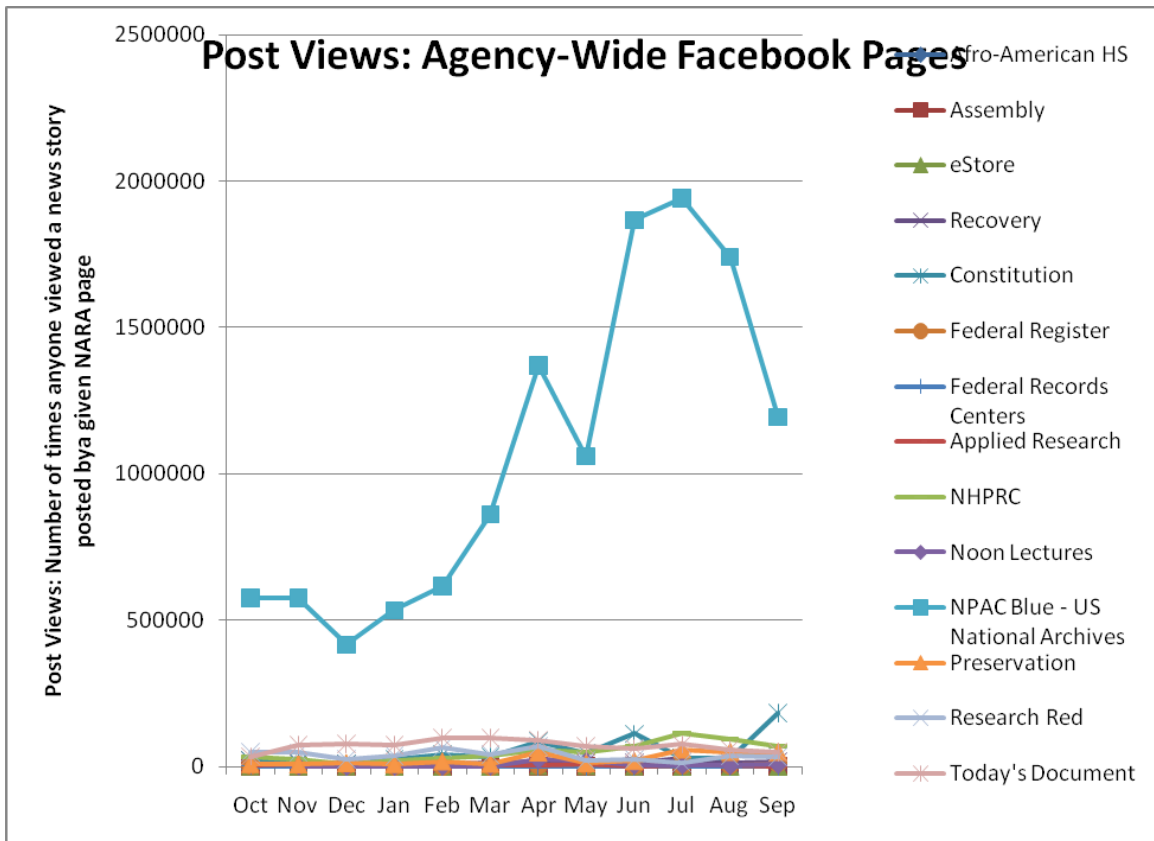
Post Views on Regional Pages (Source: Appendix IV.A)

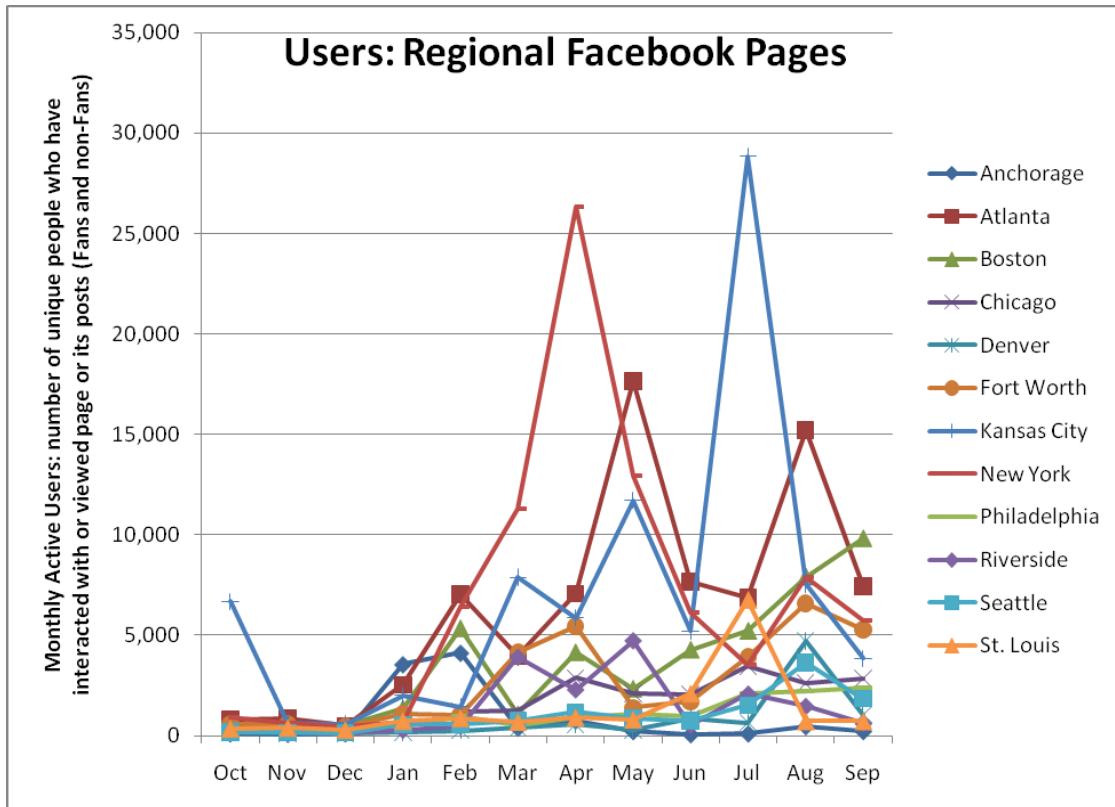
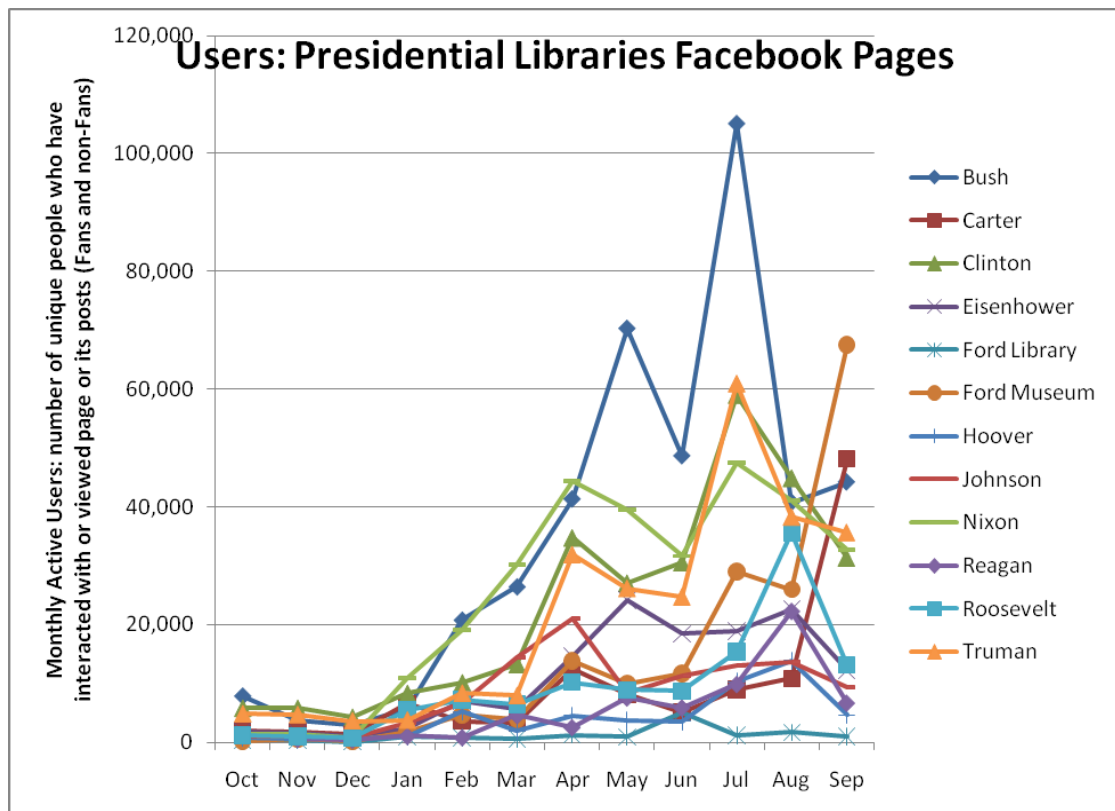


Post Views on Presidential Library Pages (Source: Appendix IV.A)

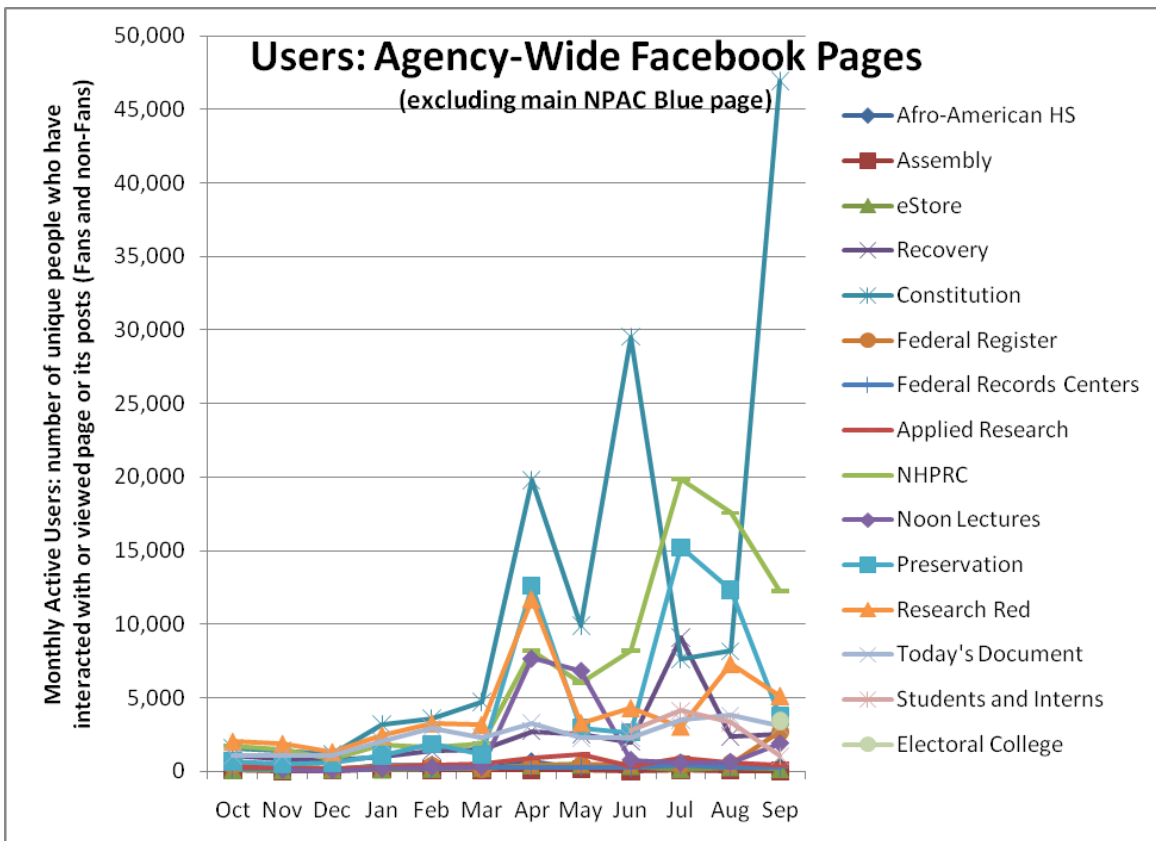
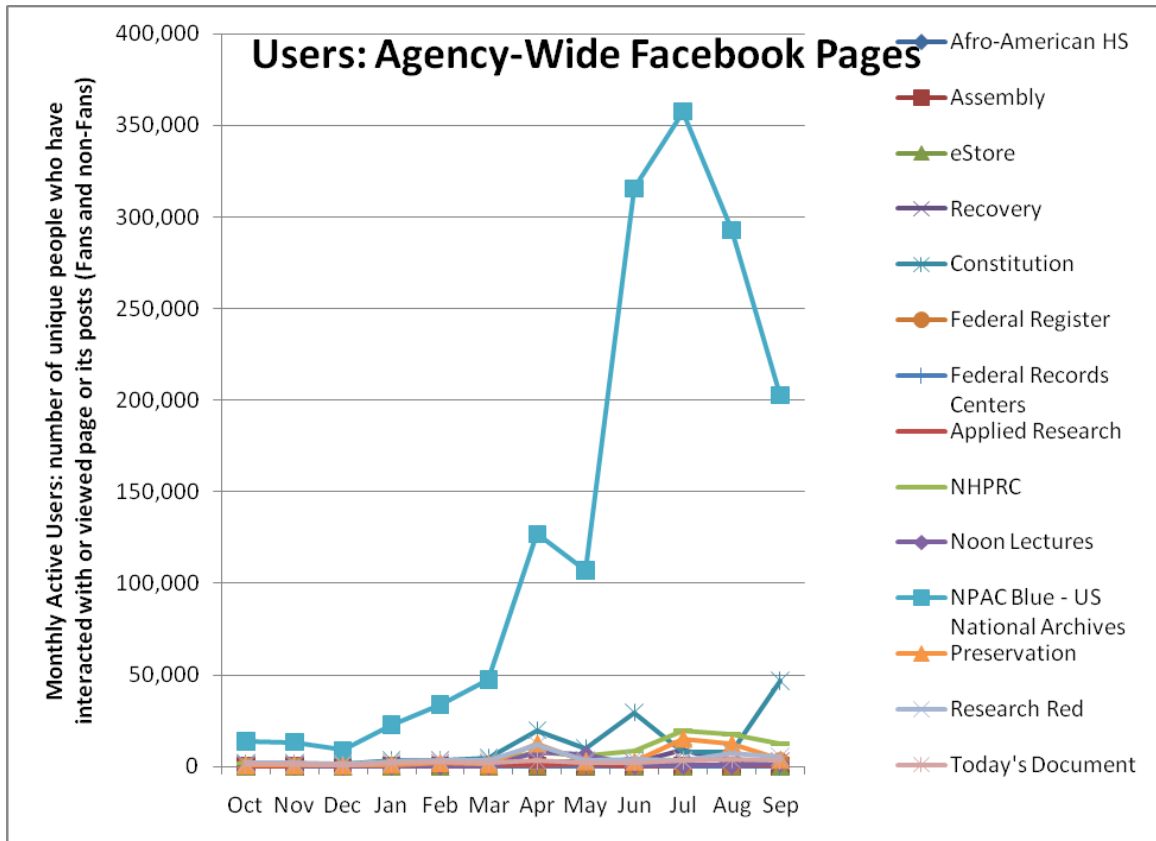


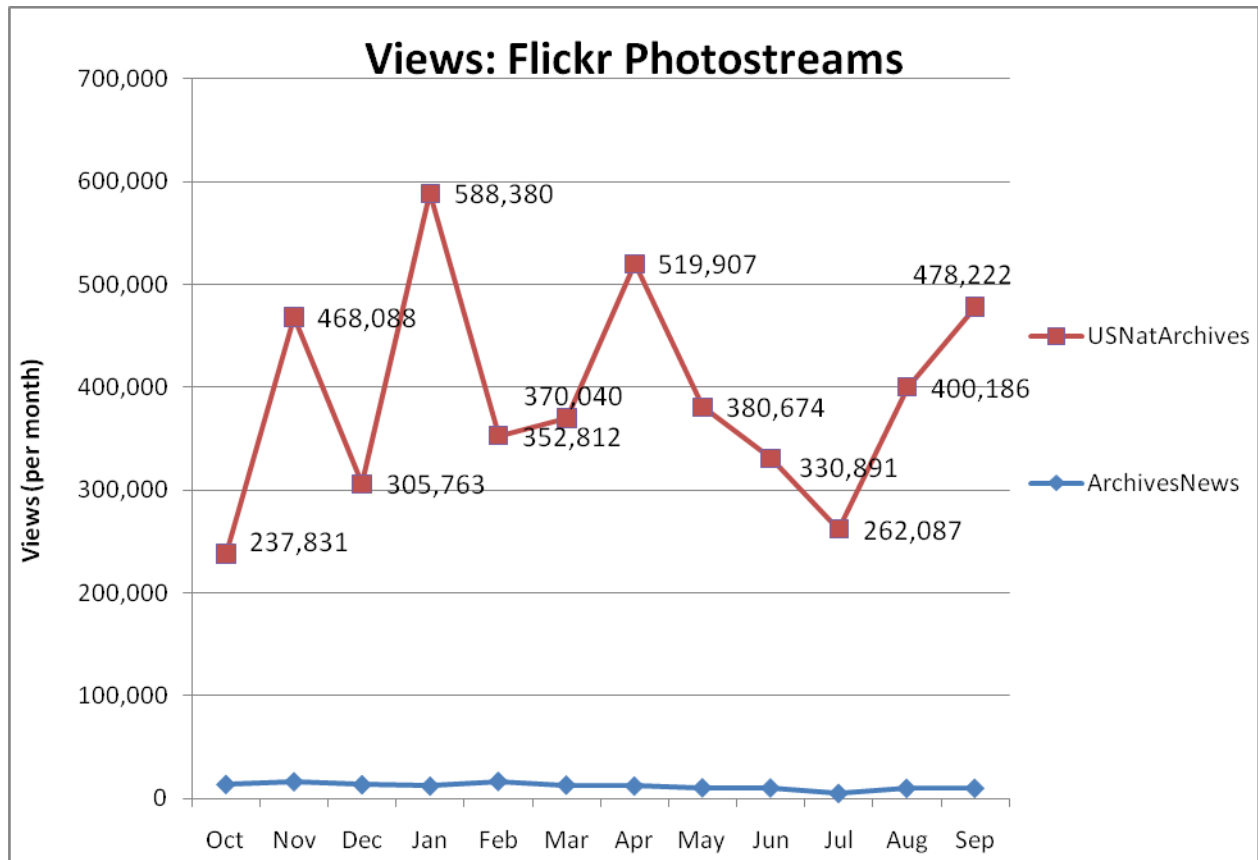
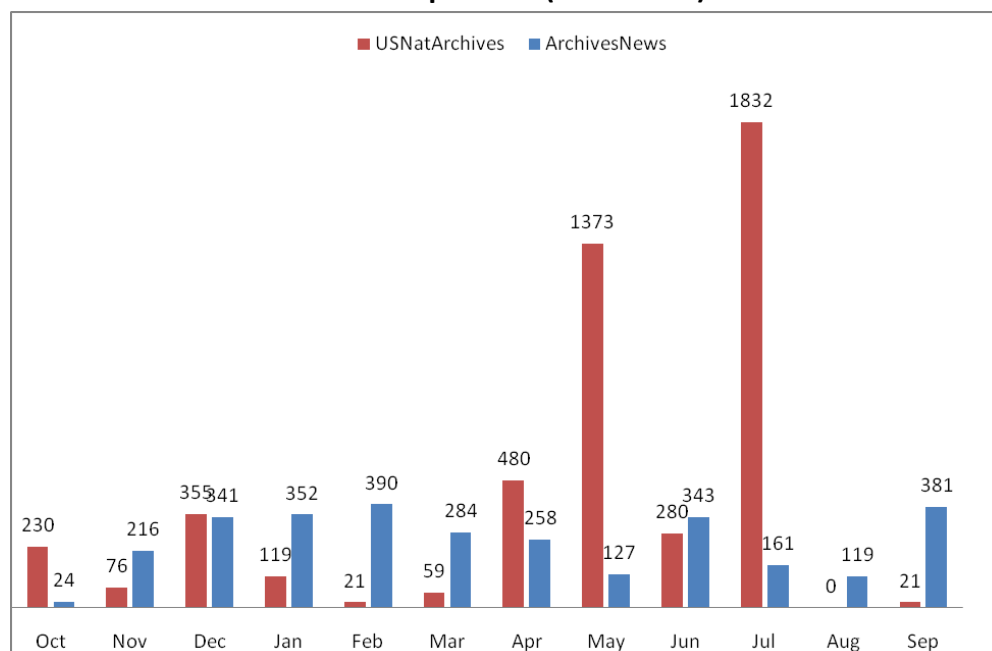
Post Views on Agency-Wide Pages (Source: Appendix IV.A)

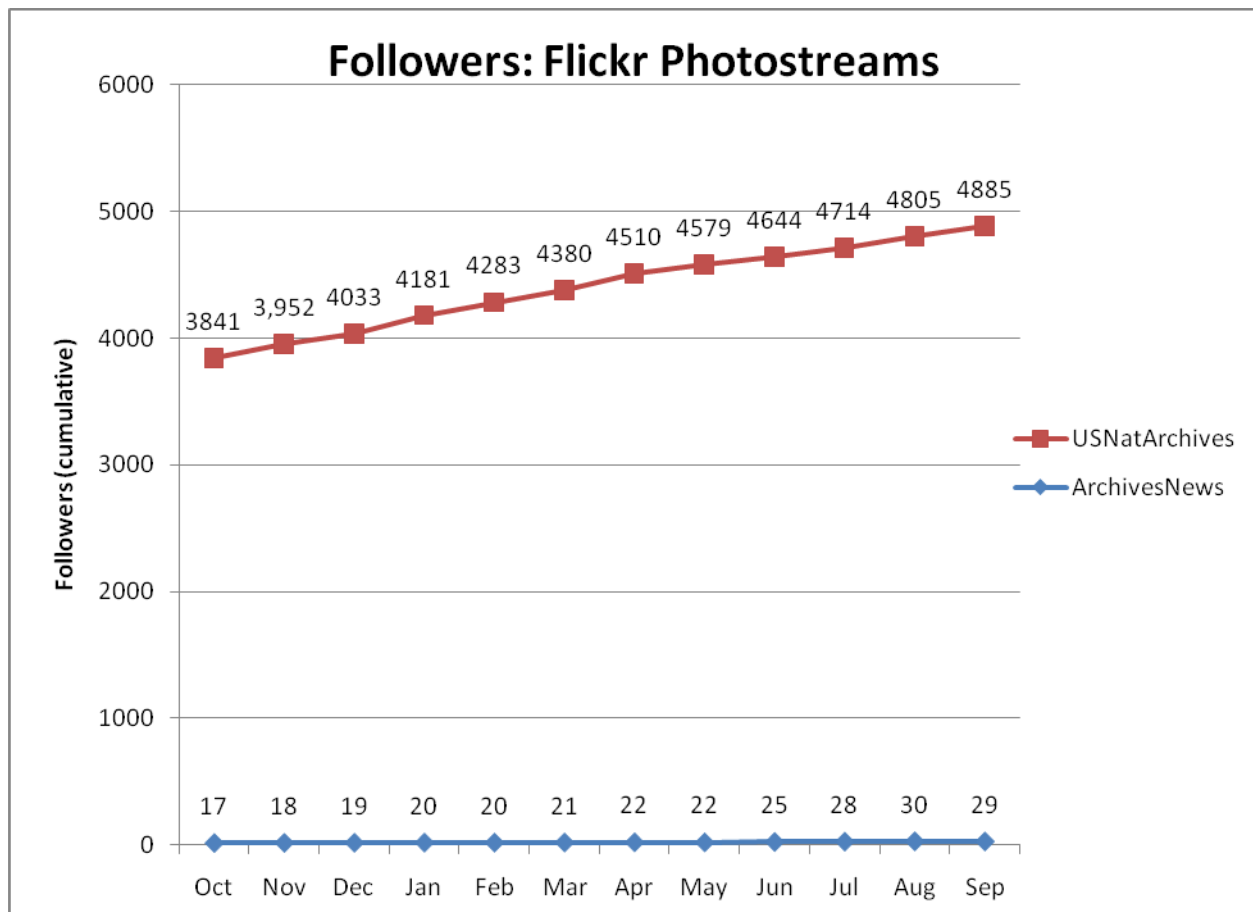


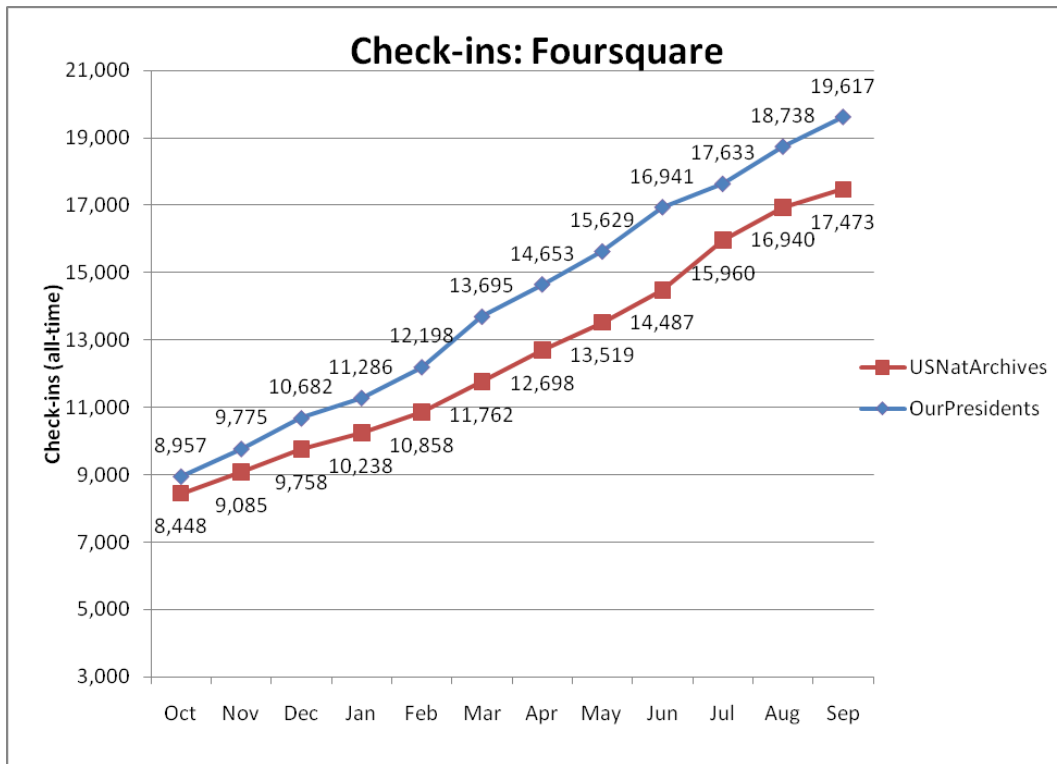
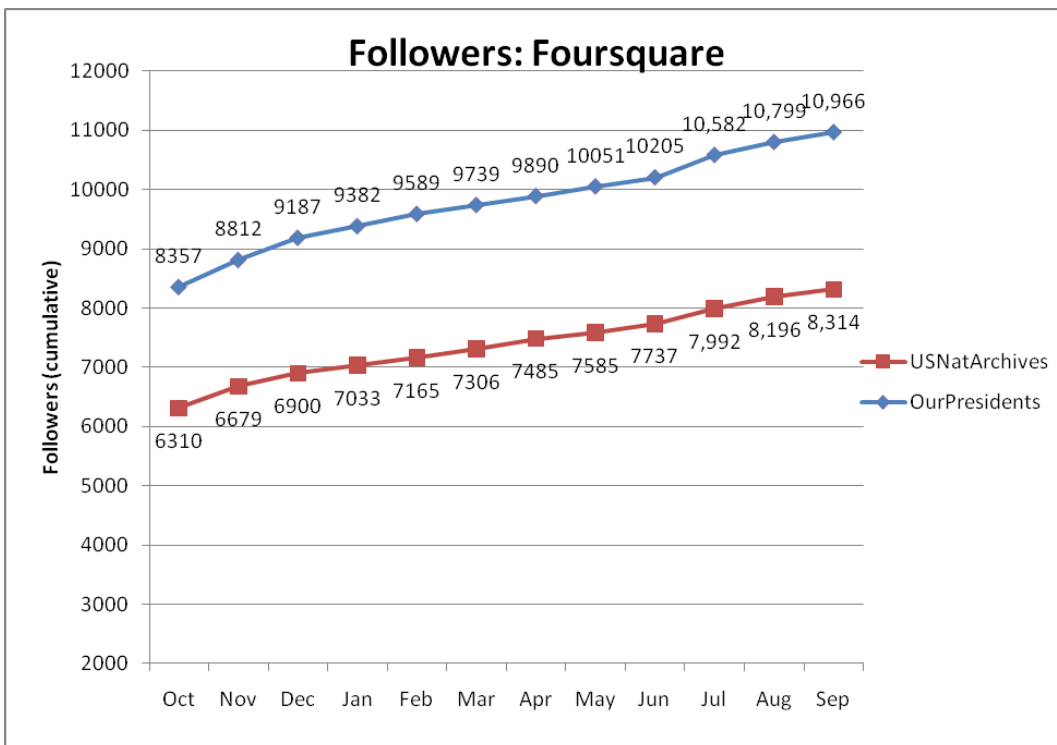
Monthly Active Users of Regional Pages (Source: Appendix IV.B)**Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)**

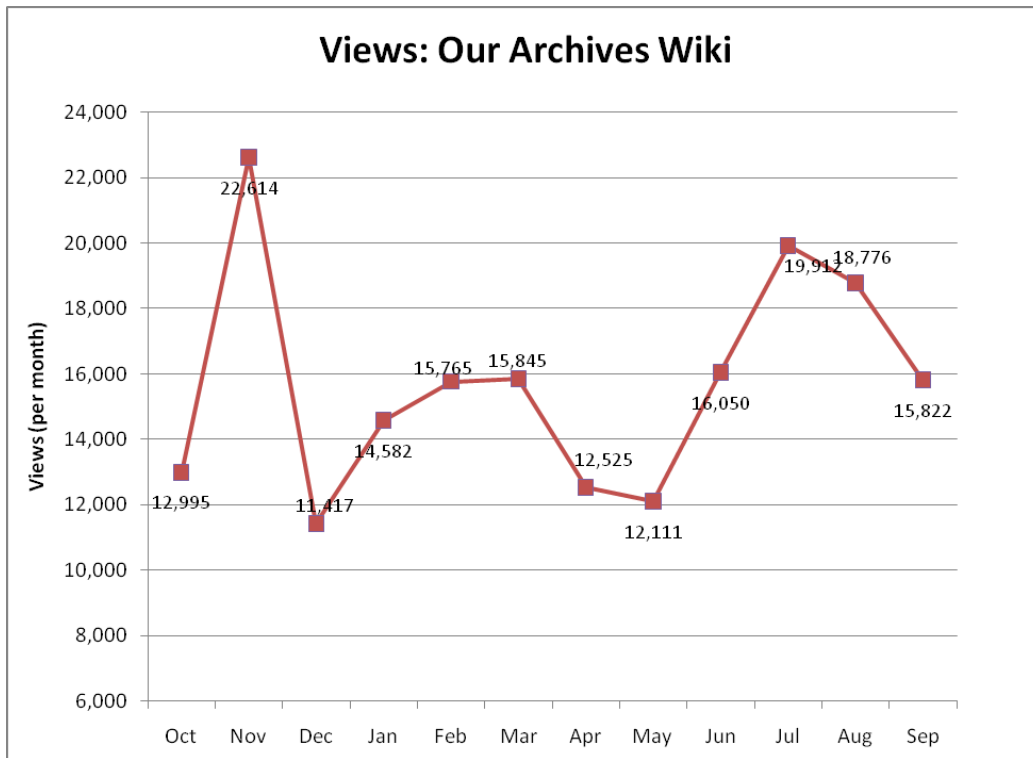
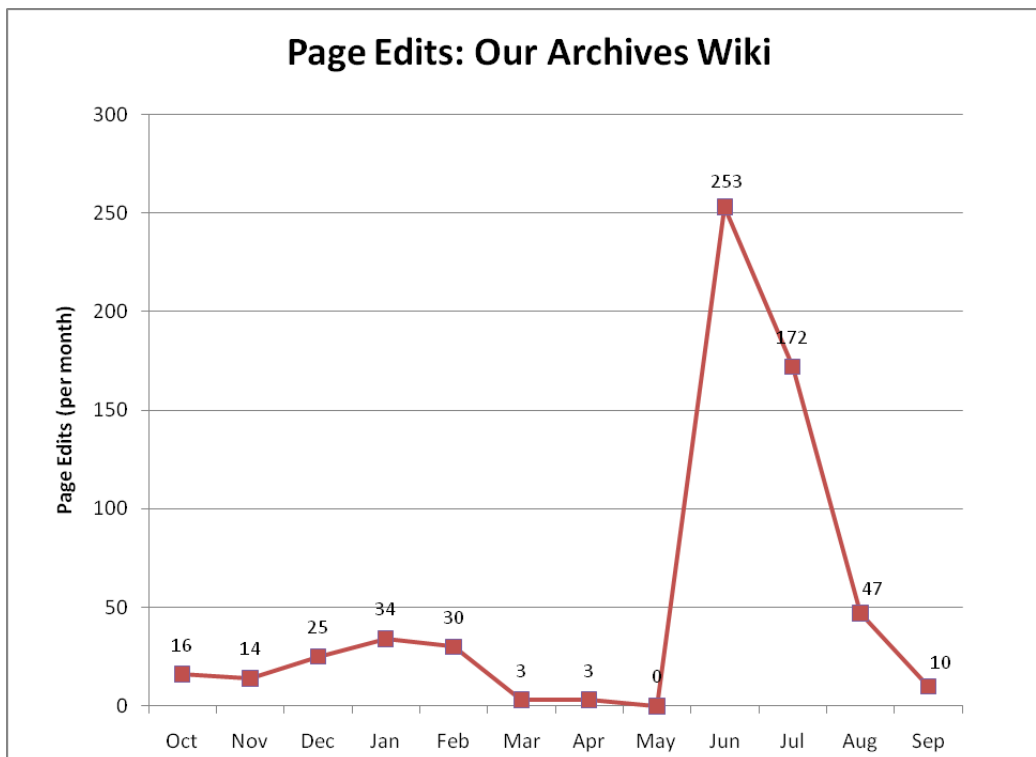
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)

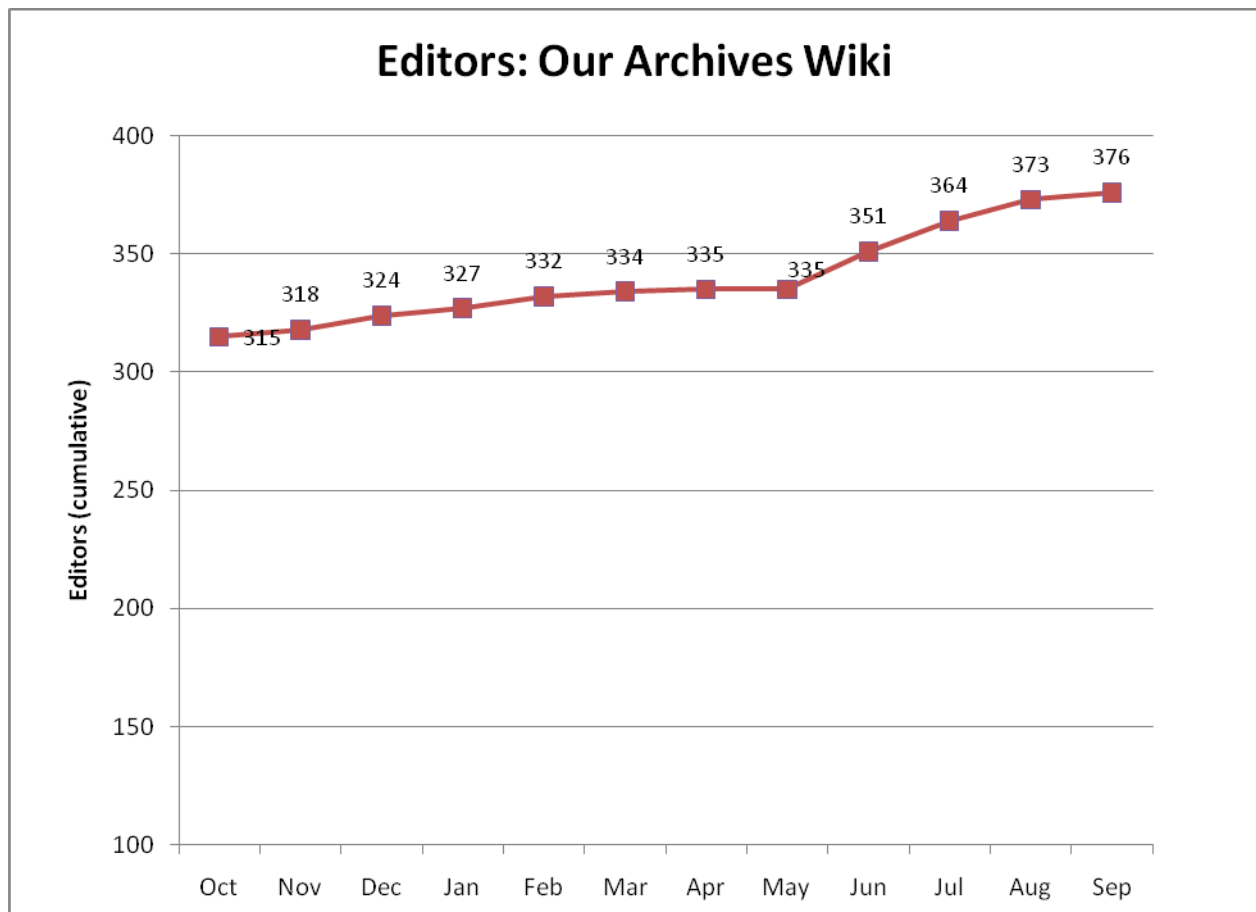


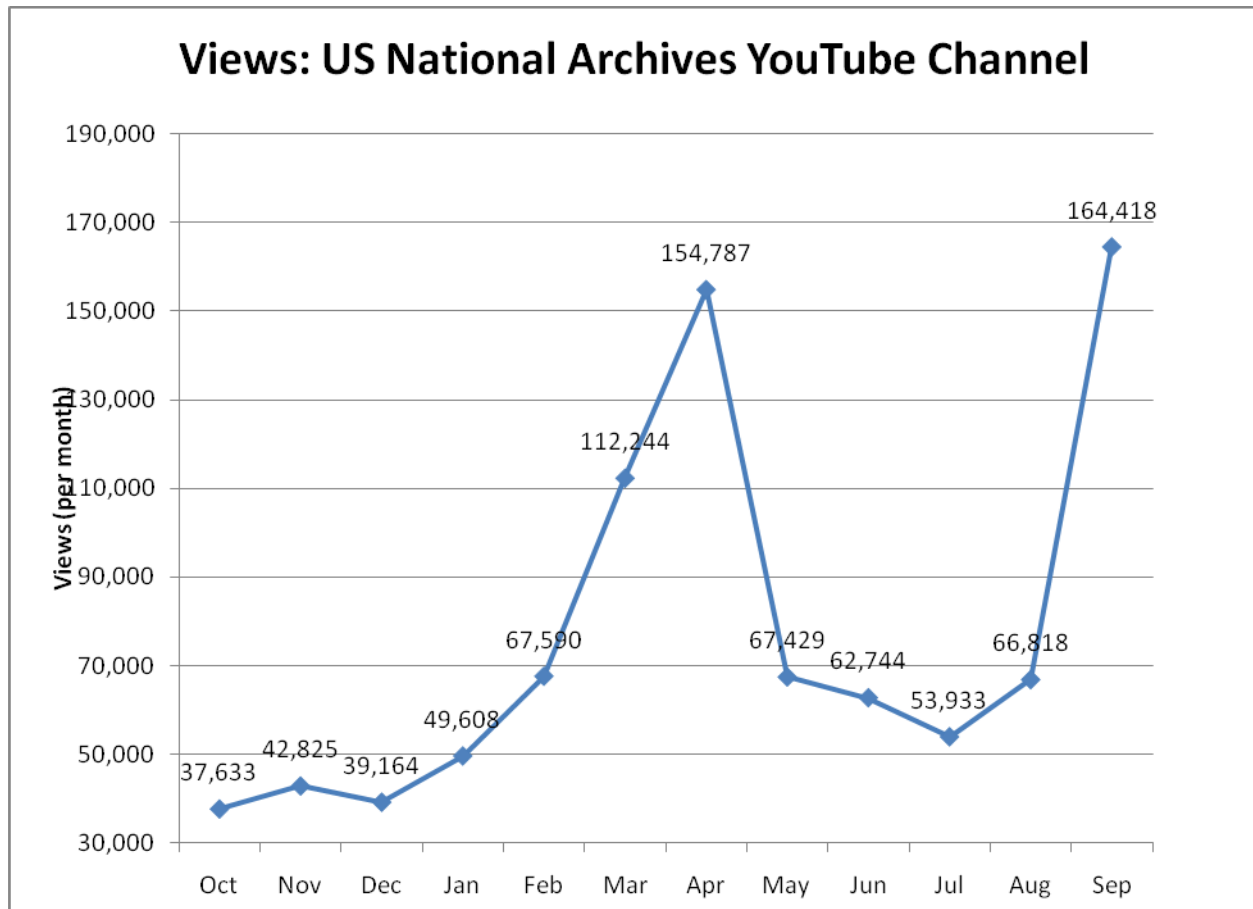
Social Media Tools: Detail View – Flickr**Views on Photostreams (Per Month)****Photos Uploaded (Per Month)**

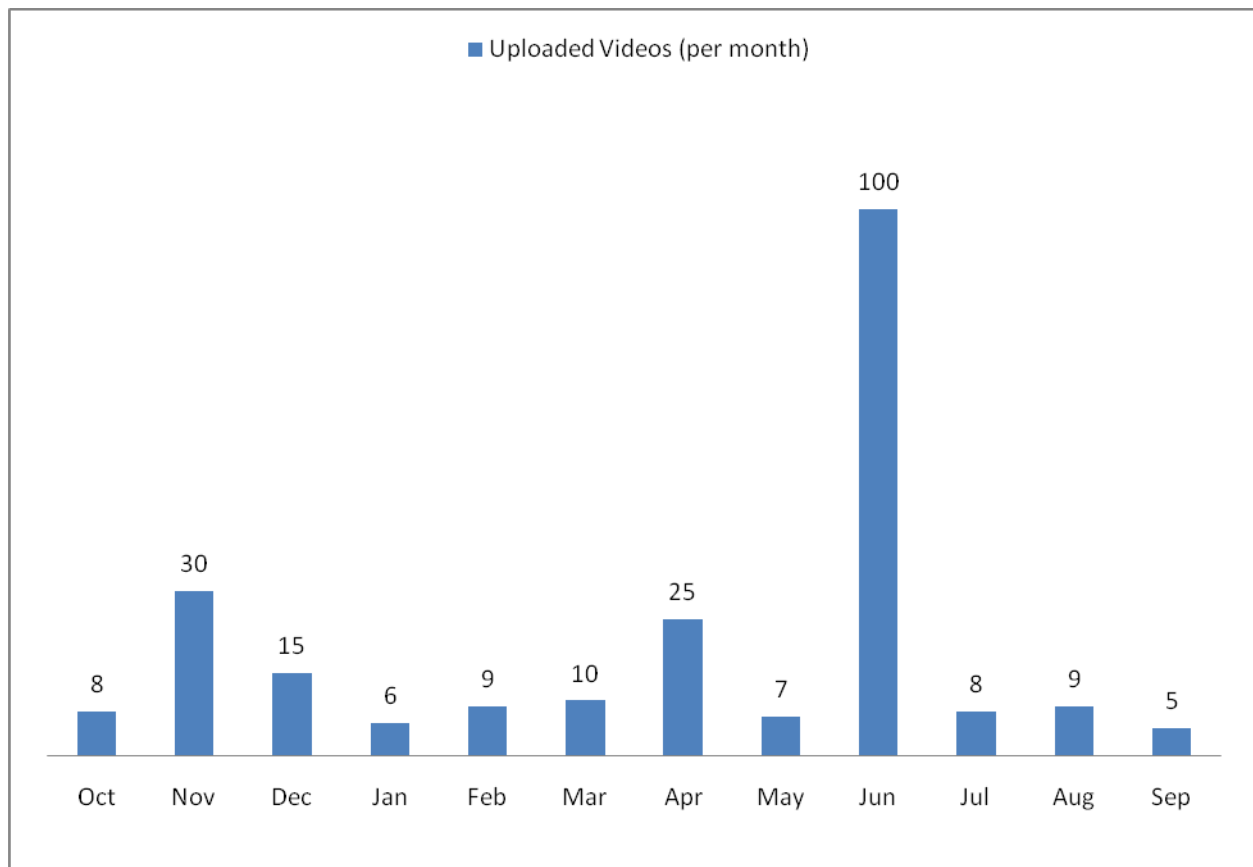
Followers of Photostreams (Cumulative)

Social Media Tools: Detail View – Foursquare**Number of Check-ins at USNatArchives and OurPresidents Venues (Cumulative)****Number of Followers of USNatArchives and OurPresidents (Cumulative)**

Social Media Tools: Detail View – *Our Archives Wiki***Views on Our Archives Wiki (Per Month)****Edits on Our Archives Wiki (Per Month)**

Editors on Our Archives Wiki (Cumulative)

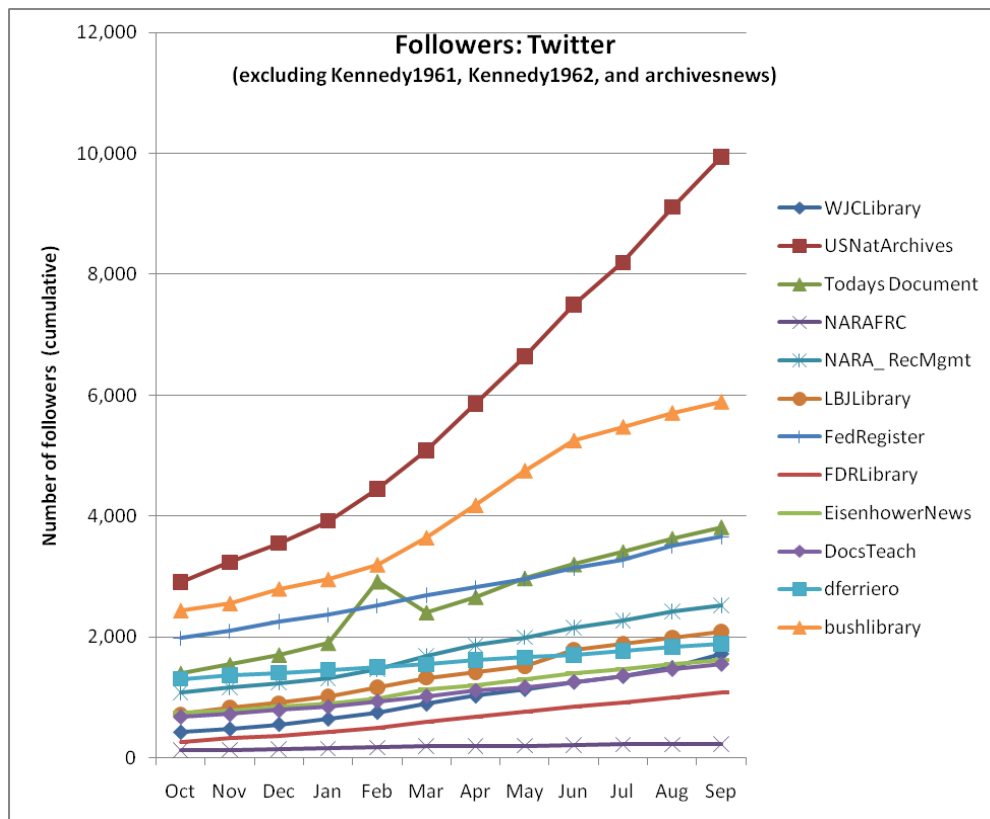
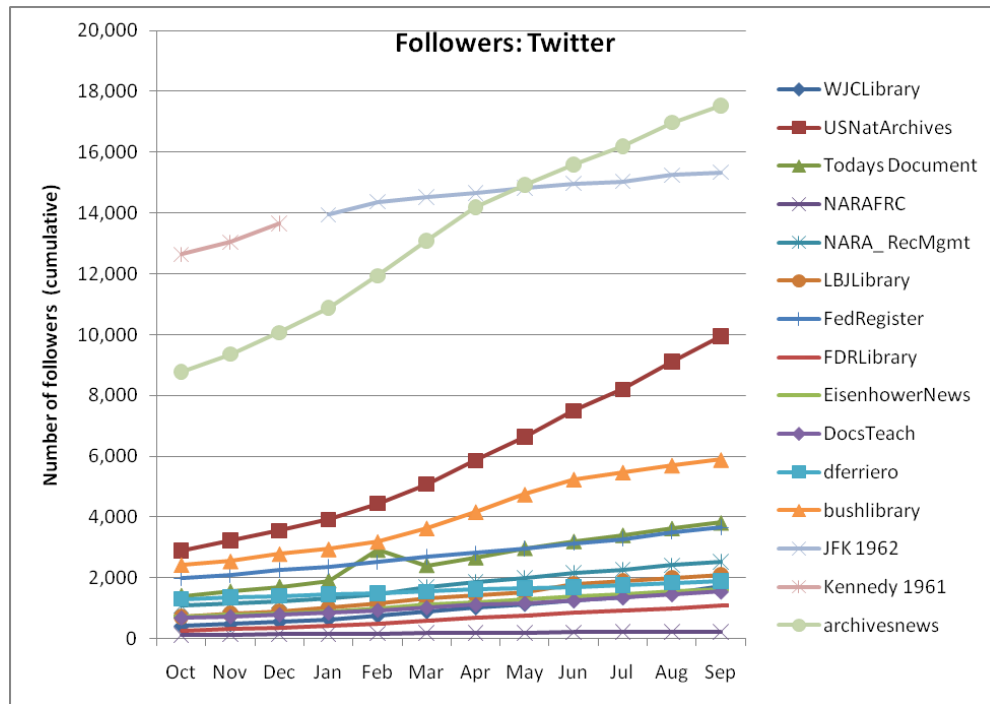
Social Media Tools: Detail View – YouTube**Views on US National Archives Channel (Per Month)**

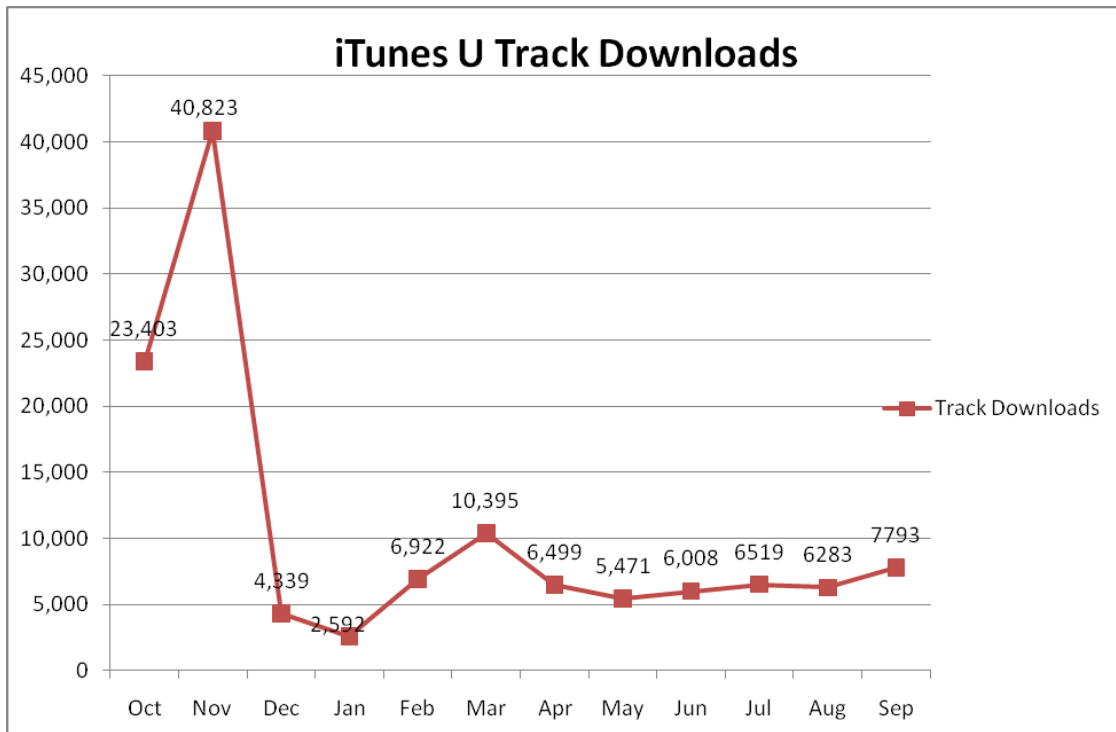
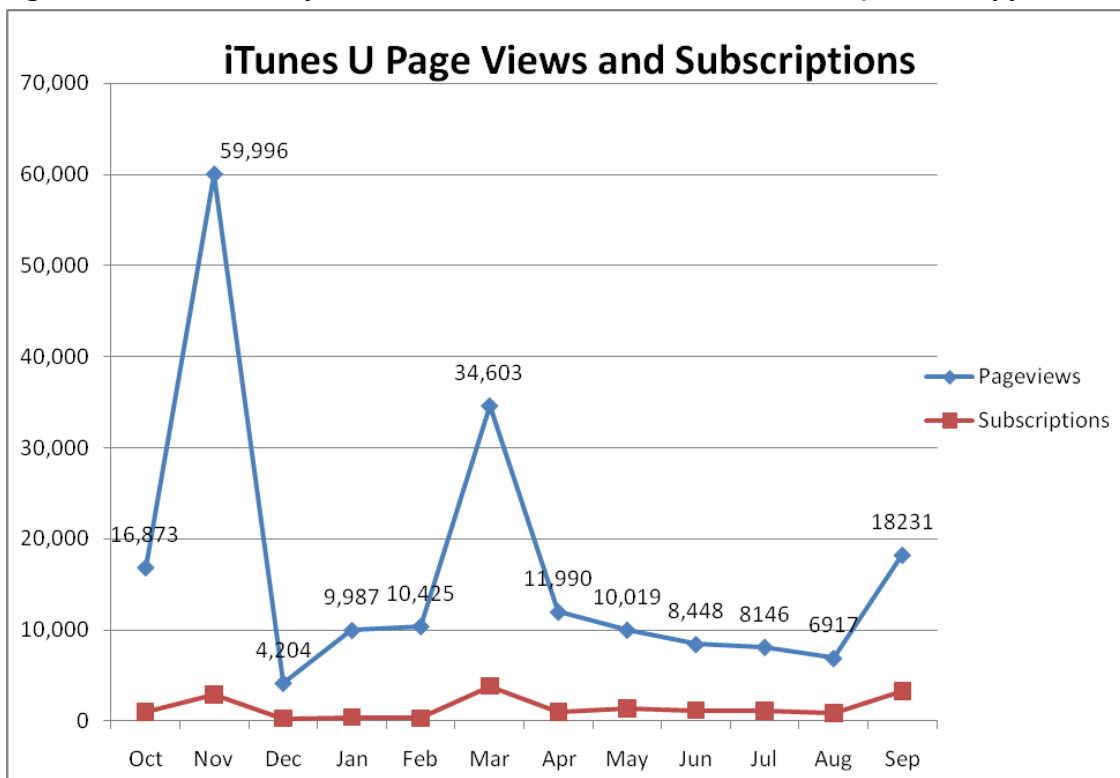
Videos Uploaded to US National Archives Channel (Per Month)**Top 5 Most Viewed Videos for September 2012 on US National Archives Channel**

Video Title	Views
The Katyn Massacre	89,144
Stories from the Great Depression	8,621
War Comes to America (complete film)	4,917
US Constitution -- The "Fifth Page" (Transmittal Page)	3,617
Robert F. Kennedy Funeral	3,597

Social Media Tools: Detail View – Twitter

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



Social Media Tools: Detail View – iTunes U**Track Plays and Downloads on U.S. National Archives iTunes U (Source: Appendix VI)****Page Views and Subscriptions on U.S. National Archives iTunes U (Source: Appendix VI)**

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
Tumblogs	Google Analytics	Visits Pageviews Unique visitors (monthly)
	Tumblr	Followers
Facebook	Facebook	Post Views, Impressions (Jan 2012) Monthly active users, Reach (Jan 2012)
Flickr	Flickr	View counts Content uploaded Who calls you a contact?
Foursquare	Foursquare	All-time check-ins at all venues Followers
Our Archives Wiki	Wikispaces	Views Page edits Editors
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	Nov	Dec	Jan*	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
AOTUS	4,370	3,326	2,935	5,620	4,558	4,024	4,148	3,088	2,995	2,827	34,541	4,515
FOIA	464	459	1,107	1,674	2,246	1,606	1,333	1,713	1,327	1,370	1,297	1,169
Hoover Blackboard	630	614	497	608	778	948	719	578	284	209	260	390
NARAtions	6,646	6,436	5,755	8,779	5,943	9,330	12,061	6,391	6,157	5,378	5,579	5,955
NDC Blog	484	474	466	681	942	662	630	467	510	658	695	1,618
NLRR Education Blog	86	67	57	70	92	77	87	87	37	42	37	188
Prologue Blog	8,188	6,930	7,036	11,316	12,110	10,436	8,981	9,861	7,749	8,043	8,114	12,191
Records Express Blog	1,515	1,322	1,834	2,507	1,961	2,236	1,789	1,599	1,204	1,503	3,334	2,339
The Text Message	2,783	3,268	2,932	2,705	5,757	4,525	3,697	3,549	3,395	2,066	4,027	3,838
Today's Document	3,809	3,970	3,043	2680	3,157	3,855	3,088	3,025	1,578	1,177	1,400	2,619
Transforming Classification (PIDB)	264	193	191	244	150	162	214	158	150	150	148	128
MONTHLY TOTAL	29,375	27,199	25,979	37,018	37,845	38,000	36,874	30,670	25,518	23,423	59,432	34,950

*Google Analytics Statistics not available for some blogs in the month of January. WebTrends has been substituted.

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	Nov	Dec	Jan*	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
AOTUS	8,110	6,245	5,461	9,123	8,253	7,047	6,882	5,136	5,550	4,644	37,998	6,689
FOIA	1,655	1,701	3,294	2,602	3,516	2,657	2,119	2,804	2,152	2,244	2,258	1,886
Hoover Blackboard	1,396	1,076	904	1,105	1,169	1,484	1,027	857	415	300	476	678
NARAtions	11,624	11,608	10,037	15,229	10,723	17,638	21,739	11,304	10,524	9,789	9,776	10,308
NDC Blog	907	751	905	1,069	1,366	1,002	1,134	835	765	1,018	1,178	2,628
NLRR Education Blog	205	140	102	137	211	137	158	130	53	104	53	227
Prologue Blog	14,856	13,348	13,015	20,510	21,864	18,890	16,621	16,993	14,705	13,753	13,396	21,339
Records Express Blog	2,651	2,246	3,418	4,348	3,570	3,994	2,989	2,679	2,065	2,490	5,400	4,060
The Text Message	4,692	5,894	5,136	4,407	15,987	7,724	5,771	6,736	5,314	3,724	6,279	6,221
Today's Document	7,738	7,816	5,766	5,080	6,735	7,771	6,290	6,320	3,212	2,566	3,046	5,835
Transforming Classification (PIDB)	382	245	250	350	217	231	331	260	227	220	214	200
MONTHLY TOTAL	54,424	51,322	48,522	58,010	73,863	68,806	62,282	54,299	45,185	40,852	80,074	60,071

*Google Analytics Statistics not available for some blogs in the month of January. WebTrends has been substituted.

APPENDIX II.C: Blog Unique Viewers (Cumulative)

Defined as the number of unique individuals who have at some point in the past nine months looked at our blog.

	Oct	Nov	Dec	Jan*	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
AOTUS	24,193	26,471	28,464	32,495	29,484	31,965	34,986	37,084	39,064	40,999	74,155	78,004
FOIA	1,573	1,847	2,744	3,717	4,100	4,969	5,649	6,795	7,581	8,394	9,132	9,844
Hoover Blackboard	4,479	5,028	5,470	-	5,789	6,659	7,326	7,853	8,104	8,285	8,509	8,848
NARAtions	47,405	52,154	56,394	-	54,616	61,587	71,154	76,350	81,038	85,355	89,744	94,514
NDC Blog	5,003	5,316	5,561	-	5,084	5,439	5,808	6,120	6,416	6,742	7,111	7,992
NLRR Education Blog	1,010	1,068	1,119	1,184	1,200	1,269	1,352	1,432	1,468	1,508	1,544	1,724
Prologue Blog	54,581	60,139	65,778	74,660	77,821	85,910	93,445	101,415	106,939	113,015	118,956	128,928
Records Express Blog	7,347	8,237	9,359	-	8,182	9,396	10,547	11,618	12,363	13,222	15,129	16,463
The Text Message	10,451	12,990	15,250	17,404	18,207	21,484	24,110	26,674	29,132	30,785	33,647	36,405
Today's Document	19,790	23,380	26,121	-	27,424	30,731	33,475	36,131	37,532	38,564	39,768	42,135
Transforming Classification (PIDB)	2,319	2,483	2,645	-	2,313	2,455	2,608	2,738	2,861	2,971	3,087	3,196

*Google Analytics Statistics not available for some blogs in the month of January.

APPENDIX II.D: Blog Unique Viewers (Monthly)

Defined by Google Analytics as the number of individuals who viewed our blog for a given month.

	Oct	Nov	Dec	Jan*	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
AOTUS	2,909	2,278	1,993	4,031	3,062	2,481	3,021	2,098	1,980	1,935	33,156	3,849
FOIA	276	274	897	973	1,342	869	680	1,146	786	813	738	712
Hoover Blackboard	544	549	442	-	714	870	667	527	251	181	224	339
NARAtions	5,097	4,749	4,240	-	4,062	6,971	9,567	5,196	4,688	4,317	4,389	4,770
NDC Blog	331	313	245	-	419	355	369	312	296	326	369	881
NLRR Education Blog	79	58	51	65	83	69	83	80	36	40	36	180
Prologue Blog	6,455	5,558	5,639	8,882	9,593	8,089	7,535	7,970	5,524	6,076	5,941	9,972
Records Express Blog	1,031	890	1,122	-	1,012	1,214	1,151	1,071	745	859	1,907	1,334
The Text Message	2,061	2,539	2,260	2,154	3,726	3,277	2,626	2,564	2,458	1,653	2,862	2,758
Today's Document	3,402	3,590	2,741	-	2,717	3,307	2,744	2,656	1,401	1,032	1,204	2,367
Transforming Classification (PIDB)	212	164	162	-	124	142	153	130	123	110	116	109
MONTHLY TOTAL	22,523	21,089	19,907	-	27,010	27,788	28,728	23,897	18,410	17,342	50,942	27,271

*Google Analytics Statistics not available for some blogs in the month of January.

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

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
AOTUS	902	929	905	959	985	918	970	1,663	1,362	1,509	1,682	1,804
NARAtions	935	977	950	980	1006	984	1038	1,607	1,649	1,626	1,843	2,030
Hoover Blackboard	40	50	45	46	46	42	48	620	492	546	582	805
FOIA Ombudsman	25	21	24	25	28	19	24	40	35	40	34	37
NDC Blog	119	126	119	137	132	115	132	700	565	770	702	984
Prologue	249	262	317	346	369	355	367	1,131	1,032	1,176	1,225	1,322
Reagan Education Workshops	4	5	4	5	4	4	4	4	5	6	4	5
Records Express	160	207	174	191	230	160	212	750	628	745	808	1,144
Text Message	93	100	100	110	123	107	114	704	685	646	869	1,061
Today's Document	95	174	171	183	198	120	154	604	507	570	594	828
Transforming Classification (PIDB)	56	53	51	52	55	53	54	56	56	62	53	57
Washboard	5	6	6	12	21	11	19	16	16	23	17	19
TOTAL RSS SUBSCRIBERS	2,683	2,910	2,866	3,046	3,197	2,888	3,136	7,895	7,032	7,719	8,413	10,096

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.

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY Total
Monthly Total (A+P+R)	1,412,592	1,342,155	974,854	1,250,794	1,812,103	2,247,105	3,723,803	3,128,344	3,547,281	4,443,813	3,789,056	3,229,231	30,915,082
Agency-Wide Total	755,637	771,804	570,340	717,642	884,656	1,104,607	1,778,817	1,301,443	2,182,116	2,298,602	2,055,575	1,629,905	16,065,095
Afro-American History Society		973	1,480	1,873	1,661	1,009	2,410	434	1,550	1,823	872	1,032	15,117
Assembly	723	616	443	997	589	317	551	769	142	390	157	107	5,801
eStore	1,308	1,319	1,378	279	578	582	2,401	2519	1,971	710	1,144	642	14,831
Recovery	20,372	10,653	10,370	10,309	10,080	13,805	16,591	12238	13,759	28,027	12,334	16,719	175,257
Constitution	21,640	15,176	10,297	25,485	40,315	32,853	86,953	44622	112,511	29,626	30,538	183,816	633,832
Federal Register	3,577	3,885	3,019	1,041	827	374	2,401	2016	1,851	3,922	3,137	10,179	36,229
Federal Records Centers	2,325	1,973	1,080	837	386	552	1,098	1506	1,423	1,117	770	1,363	14,430
NCAST	5,761	6,990	2,368	2,602	5,279	4,650	5,640	7297	1,300	5,778	6,546	2,597	56,808
NHPRC	32,055	23,823	9,629	20,865	28,438	38,877	58,896	48305	69,245	115,190	94,363	69,537	609,223
Noon Lectures		1,974	773	879	1,726	2,201	23,336	20947	4,856	5,006	3,426	6,744	71,868
NPAC Blue	575,710	575,103	416,055	533,538	615,436	861,187	1,369,550	1059317	1,866,951	1,940,998	1,740,560	1,194,550	12,748,955
Preservation	8,637	7,102	11,790	8,779	17,969	9,578	48,728	11625	18,905	58,491	51,043	50,427	303,074
Research Red	49,116	47,572	24,127	35,985	64,246	40,065	68,799	21071	24,716	12,950	35,482	32,675	456,804
Today's Document	34,413	74,645	77,531	74,173	97,126	98,557	91,463	68777	62,936	76,083	58,842	48,975	863,521
NARA Students and Interns									13,951	18,491	16,361	9075	57,878
Electoral College												1467	1,467

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY Total
Presidential Total	540,147	464,262	322,080	409,021	689,288	778,812	1,462,335	1,486,773	1,137,000	1,804,961	1,403,176	1,338,795	11,836,650
Bush	137,330	81,027	56,754	51,071	161,362	167,550	235,142	498,875	232,954	514,779	223,053	178,927	2,538,824
Carter	24,144	26,785	19,449	43,906	45,347	52,979	93,528	57,562	37,238	45,435	52,476	163,110	661,959
Clinton	157,350	140,159	95,088	79,516	76,369	97,191	379,915	234,231	266,307	337,985	288,565	276,369	2,429,045
Eisenhower	40,571	35,697	20,084	31,745	61,827	70,770	141,065	148,515	121,718	88,206	114,942	65,224	940,364
Ford Library	3,828	6,529	1,877	5,310	6,203	2,583	5,062	3,672	18,277	3,863	5,703	3,658	66,565
Ford Museum	3,358	6,333	3,446	9,428	19,898	11,974	42,305	31,602	40,616	94,983	76,917	204,976	545,836
Hoover	16,344	12,143	12,931	15,391	30,640	19,173	24,065	26,783	15,399	48,862	55,340	17,837	294,908
Johnson	25,575	18,412	13,990	27,840	54,232	74,026	99,654	32,712	50,798	65,577	55,816	46,069	564,701
Nixon	14,203	21,106	9,781	50,459	88,198	137,290	190,570	193,948	136,801	188,412	158,981	127,067	1,316,816
Reagan		19,030	14,890	19,307	19,003	31,340	16,834	34,414	33,536	60,149	82,197	33,783	364,483
Roosevelt	22,460	24,929	12,531	35,469	35,731	40,706	47,083	43,265	39,636	56,745	109,658	48,275	516,488
Truman	94,984	72,112	61,259	39,579	90,478	73,230	187,112	181,194	143,720	299,965	179,528	173,500	1,596,661
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY Total
Regional Total	116,808	106,089	82,434	124,131	238,159	363,686	482,651	340,128	228,165	340,250	330,305	260,531	3,013,337
Anchorage	3,186	2,117	2,857	13,538	14,200	3,593	4,878	1,225	407	359	1,973	1,939	50,272
Atlanta	10,302	14,183	9,379	20,228	47,293	33,069	38,763	97,145	34,077	36,183	63,078	35,196	438,896
Boston	17,707	18,754	15,776	19,091	35,912	22,372	36,319	20,814	37,157	30,049	49,144	60,591	363,686
Chicago					19,446	19,837	21,504	12,617	10,842	20,444	13,939	14,405	133,034

Denver	3,074	1,716	1,334	796	1,721	2,071	2,621	1,024	4,801	2,239	16,643	8,080	46,120
Fort Worth	11,320	12,156	9,977	12,036	16,317	32,043	47,994	10,426	10,914	23,936	36,707	21,089	244,915
Kansas City	28,262	24,874	19,868	30,539	37,138	126,631	139,771	62,433	42,245	134,957	54,142	38,245	739,105
New York	18,031	7,220	5,813	3,024	33,390	81,028	159,139	95,242	51,649	23,976	33,397	29,180	541,089
Philadelphia	3,649	4,354	3,322	6,193	8,638	5,116	5,651	6,832	15,001	25,033	34,277	32,847	150,913
Riverside	3,751	4,040	2,339	1,425	8,225	25,735	10,622	20,620	2,856	14,758	10,501	6,511	111,383
Seattle	8,748	7,809	6,406	6,549	8,071	7,883	9,623	6,992	4,818	6,670	11,303	8,084	92,956
St. Louis	8,778	8,866	5,363	10,712	7,808	4,308	5,766	4,758	13,398	21,646	5,201	4,364	100,968

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).

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep
Monthly Total (A+P+R)	54,967	49,198	35,880	100,866	174,744	218,658	486,618	434,658	604,956	867,555	722,772	634,777
Agency-Wide Total	22,925	21,424	15,211	35,956	50,509	63,603	195,466	143,661	367,111	423,124	350,129	286,299
Afro-American History Society		77	81	410	420	201	647	152	427	559	246	291
Assembly	65	29	42	137	91	73	93	128	22	103	47	29
eStore	59	55	115	104	170	207	395	470	357	128	266	141
Recovery	1,042	793	747	993	1,365	1,440	2,725	2,527	1,991	9,086	2,346	2,539
Constitution	1,590	1425	1,178	3,159	3,594	4,708	19,782	9,917	29,540	7,630	8,170	46,909
Federal Register	427	373	190	318	384	188	402	442	462	491	501	2,692
Federal Records Centers	150	136	102	268	150	237	287	291	248	378	243	218
NCAST	289	249	167	285	409	519	904	1,182	328	917	590	435
NHPRC	1,707	1,477	801	1,808	1,672	1,893	8,165	6,002	8,208	19,836	17,557	12,236
Noon Lectures		66	36	153	251	283	7,676	6,848	752	546	616	1,885
NPAC Blue - US National Archives	13,835	13,285	8,861	22,779	33,930	47,268	126,835	107,197	315,580	357,584	292,808	202,557
Preservation	665	520	542	1,061	1,842	1,121	12,596	2,961	2,644	15,219	12,311	3,724
Research Red	2,015	1,862	1,303	2,466	3,273	3,153	11,696	3,290	4,298	3,046	7,294	5,127
Today's Document	1,081	1,077	1,046	2,015	2,958	2,312	3,263	2,254	2,254	3,483	3,791	3,081
NARA Students and Interns									2,752	4,118	3,343	1,031

Electoral College												3,404
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep
Presidential Total	27,249	23,387	17,202	51,477	94,472	118,743	232,718	234,885	205,516	379,363	311,670	306,678
Bush	7,861	3743	2,906	5,582	20,754	26,402	41,336	70,288	48,668	105,050	40,768	44,225
Carter	1,969	1851	1,445	6,546	3,599	3,378	12,441	8,119	5,166	9,026	10,836	48,163
Clinton	5,891	5866	4,347	8,392	10,186	13,305	34,770	27,088	30,575	59,004	44,886	31,389
Eisenhower	1,838	1621	1,054	2,396	7,040	5,738	14,616	24,168	18,434	18,886	22,652	12,197
Ford Library	369	457	99	972	779	641	1,278	922	5,135	1,184	1,683	1,055
Ford Museum	241	583	203	1,867	4,720	3,949	13,790	9,956	11,704	28,965	25,979	67,469
Hoover	761	687	610	1,046	5,270	1,902	4,530	3,697	3,558	10,332	13,837	4,604
Johnson	1,048	969	841	3,324	6,674	14,335	20,996	8,464	11,339	13,130	13,731	9,350
Nixon	1,303	1357	880	11,004	19,035	30,138	44,314	39,504	31,634	47,509	41,139	32,729
Reagan		561	463	1,104	880	4,621	2,588	7,635	5,926	9,893	22,291	6,733
Roosevelt	1,158	1023	746	5,507	7,222	6,423	10,203	8,916	8,709	15,426	35,592	13,130
Truman	4,810	4669	3,608	3,737	8,313	7,911	31,856	26,128	24,668	60,958	38,276	35,634
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep
Regional Total	4,793	4,387	3,467	13,433	29,763	36,312	58,434	56,112	32,329	65,068	60,973	41,800
Anchorage	104	84	111	3,559	4,132	395	760	221	66	104	471	223
Atlanta	820	848	492	2,533	7,047	3,960	7,077	17,660	7,650	6,874	15,215	7,442
Boston	576	560	501	1,352	5,336	1,063	4,146	2,336	4,279	5,213	7,911	9,808

Chicago					1,208	1,237	2,876	2,114	2,057	3,475	2,624	2,843
Denver	191	115	95	186	263	408	587	269	881	658	4,715	1,051
Fort Worth	563	570	477	1,082	1,051	4,169	5,466	1,400	1,693	3,912	6,580	5,276
Kansas City	705	631	580	2,008	1,428	7,879	5,873	11,715	5,217	28,846	7,539	3,846
New York	909	631	453	678	6,409	11,313	26,346	12,929	6,159	3,507	7,874	5,758
Philadelphia	241	242	193	448	968	524	917	1,075	984	2,131	2,208	2,378
Riverside	164	156	124	293	486	3,910	2,299	4,730	520	2,083	1,467	612
Seattle	165	153	147	552	551	761	1,176	860	738	1,523	3,644	1,845
St. Louis	355	397	294	742	884	693	911	803	2,085	6,742	725	718

APPENDIX V: Twitter Followers (Cumulative)

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
archivesnews	8,787	9,360	10,068	10,882	11,938	13,089	14,189	14,921	15,601	16,201	16,976	17,537
bushlibrary	2,437	2,556	2,797	2,953	3,198	3,644	4,181	4,753	5,251	5,478	5,709	5,893
dferriero	1,305	1,366	1,406	1,459	1,503	1,544	1,619	1,662	1,700	1,766	1,839	1,886
DocsTeach	683	726	790	847	937	1,022	1,112	1,170	1,256	1,357	1,464	1,548
EisenhowerNews	740	784	841	897	980	1,125	1,206	1,306	1,400	1,475	1,546	1,624
FDRLibrary	263	323	370	428	496	596	680	767	853	917	1,000	1,080
FedRegister	1,980	2,096	2,258	2,365	2,517	2,688	2,819	2,965	3,141	3,277	3,514	3,656
Kennedy	12,641	13,044	13,650	13,944	14,369	14,526	14,662	14,830	14,971	15,039	15,248	15,340

LBJLibrary	725	830	907	1,020	1,167	1,322	1,420	1,519	1,794	1,886	1,995	2,088
NARA_ RecMgmt	1,087	1,162	1,238	1,320	1,467	1,687	1,863	1,995	2,159	2,276	2,418	2,527
NARAFRC	132	136	148	154	172	190	195	200	209	220	223	226
Todays Document	1,404	1,548	1,707	1,903	2,919	2,409	2,665	2,973	3,202	3,407	3,629	3,816
USNatArchives	2,903	3,235	3,552	3,919	4,445	5,081	5,858	6,642	7,495	8,193	9,111	9,944
WJCLibrary	421	475	552	641	753	891	1,024	1,135	1,258	1,351	1,494	1,726

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

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Page Views	16,873	59,996	4,204	9,987	10,425	34,603	11,990	10,019	8,448	8,146	6,917	18,231
Track Downloads	23,403	40,823	4,339	2,592	6,922	10,395	6,499	5,471	6,008	6,519	6,283	7,793
Subscriptions	973	2,873	298	418	322	3,851	1,034	1,424	1,174	1,130	895	3,260