

**SOCIAL MEDIA HIGHLIGHTS**

- **NARA LAUNCHES ITS NEW DOCUMERICA EXHIBIT *SEARCHING FOR THE SEVENTIES* TO CRITICAL ONLINE ACCLAIM**
- **RECORDS MANAGEMENT BEGINS RELEASING ITS INSTRUCTIONAL WEBINARS ON YOUTUBE**
- **NARA ANNOUNCES PLANS TO ASSIST IN THE LAUNCH OF DLPA'S DIGITAL HUBS PILOT PROJECT, DONATING 1.2 MILLION DIGITAL OBJECTS**
- **THE BOSTON GLOBE'S "THE BIG PICTURE" HIGHLIGHTS NARA'S UPCOMING EXHIBIT *SEARCHING FOR THE SEVENTIES***
- **AOTUS DAVID FERRIERO SPEAKS AT SUNSHINE WEEK 2013 ON THE IMPORTANCE OF RECORDS MANAGEMENT TO THE SUCCESS OF FOIA**

**MARCH 2013 OVERVIEW**

| Social Media Tool                     | Monthly Views         | Cumulative Users   |
|---------------------------------------|-----------------------|--------------------|
| Archives.gov Blogs                    | 69,495 Views          | 34,715 Visitors    |
| Tumblr Blogs                          | 58,426 Views          | 24,655 Visitors    |
| Facebook                              | 3,169,463 Impressions | 817,338 Reach      |
| National Archives YouTube Channel     | 52,948 Views          | 6,612 Subscribers  |
| Flickr (USNatArchives & ArchivesNews) | 910,991 Views         | 5,601 Contacts     |
| Our Archives Wiki                     | 27,023 Views          | 395 Editors        |
| Twitter (all NARA feeds)              | --                    | 92,596 Followers   |
| FourSquare                            | 44,838 Check-ins      | 20,635 Followers   |
| iTunes U                              | 6,733 Views           | 28,494 Subscribers |

**FISCAL YEAR COMPARISON**

| Social Media Tool                     | FY 2013 Views (To Date) | FY 2012 Views |
|---------------------------------------|-------------------------|---------------|
| Archives.gov Blogs                    | 472,030                 | 1,251,254     |
| Tumblr Blogs                          | 282,440                 | 940,954       |
| Facebook                              | 14,572,376              | 30,915,082    |
| National Archives YouTube Channel     | 496,142                 | 919,193       |
| Flickr (USNatArchives & ArchivesNews) | 3,119,009               | 4,837,696     |
| Our Archives Wiki                     | 109,582                 | 188,414       |

**EXTERNAL BLOGS AND TUMBLOGS**

- |                                         |                                                          |                                                     |
|-----------------------------------------|----------------------------------------------------------|-----------------------------------------------------|
| 1. <a href="#">AOTUS</a>                | 9. <a href="#">The Text Message</a>                      | 17. <a href="#">Prologue</a>                        |
| 2. <a href="#">AOTUS Tumblr</a>         | 10. <a href="#">TumblrWeed Times</a>                     | 18. <a href="#">Media Matters</a>                   |
| 3. <a href="#">The Carter Chronicle</a> | 11. <a href="#">Today's Document Tumblr</a>              | 19. <a href="#">Our Presidents Tumblr</a>           |
| 4. <a href="#">Exhibits Tumblr</a>      | 12. <a href="#">Transforming Classification (PIDB)</a>   | 20. <a href="#">Congress in the Archives Tumblr</a> |
| 5. <a href="#">FOIA Ombudsman</a>       | 13. <a href="#">The WashBoard</a>                        | 21. <a href="#">LBJ Time Machine Tumblr</a>         |
| 6. <a href="#">In Roosevelt History</a> | 14. <a href="#">The Federal Register</a>                 | 22. <a href="#">Preservation at NARA Tumblr</a>     |
| 7. <a href="#">NARAtions</a>            | 15. <a href="#">The National Declassification Center</a> | 23. <a href="#">Acts of Congress</a>                |
| 8. <a href="#">Records Express</a>      | 16. <a href="#">NARA Tumblr</a>                          | 24. <a href="#">Education Updates</a>               |

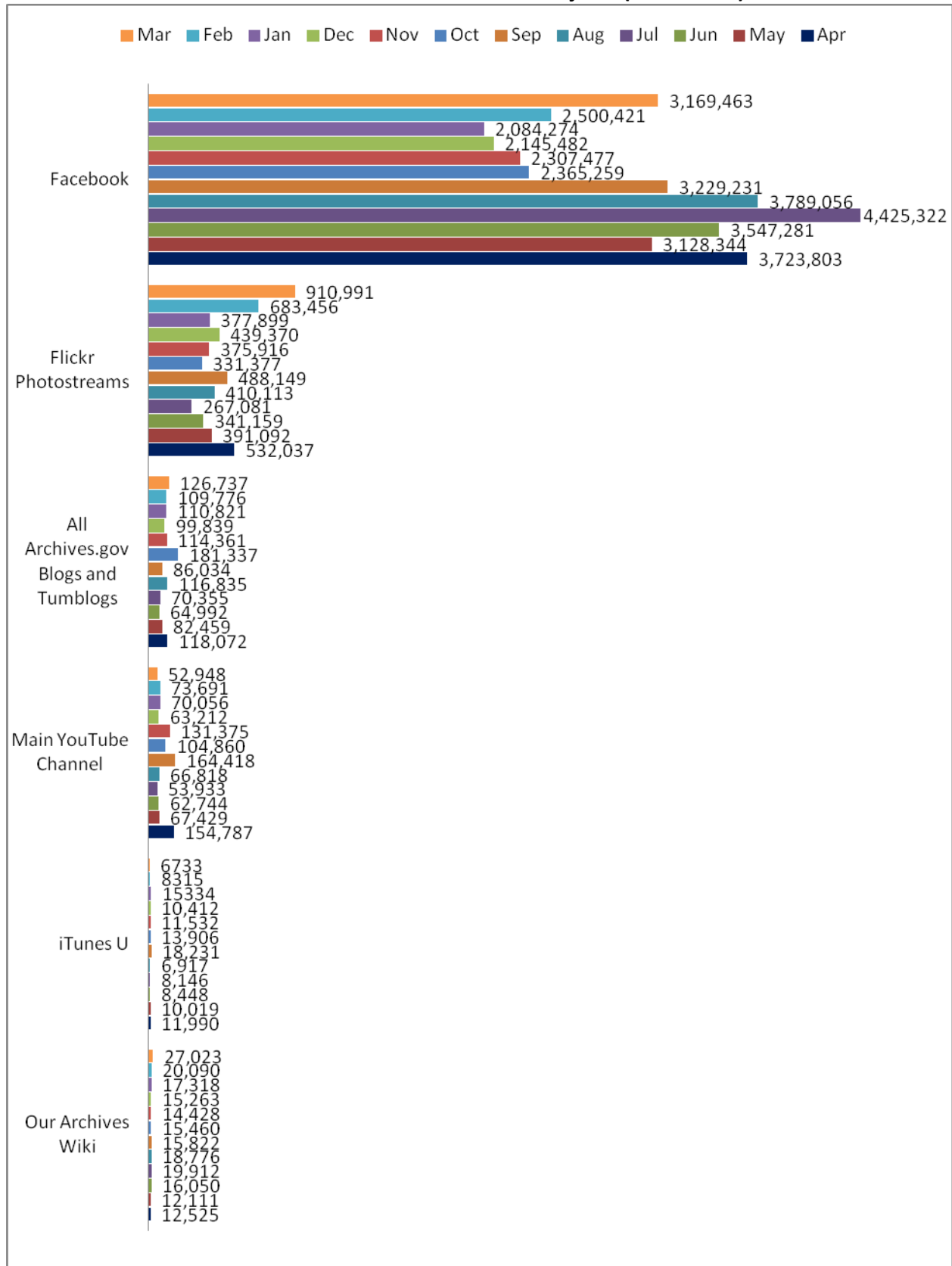
**INTERNAL (NARA@WORK) BLOGS**

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

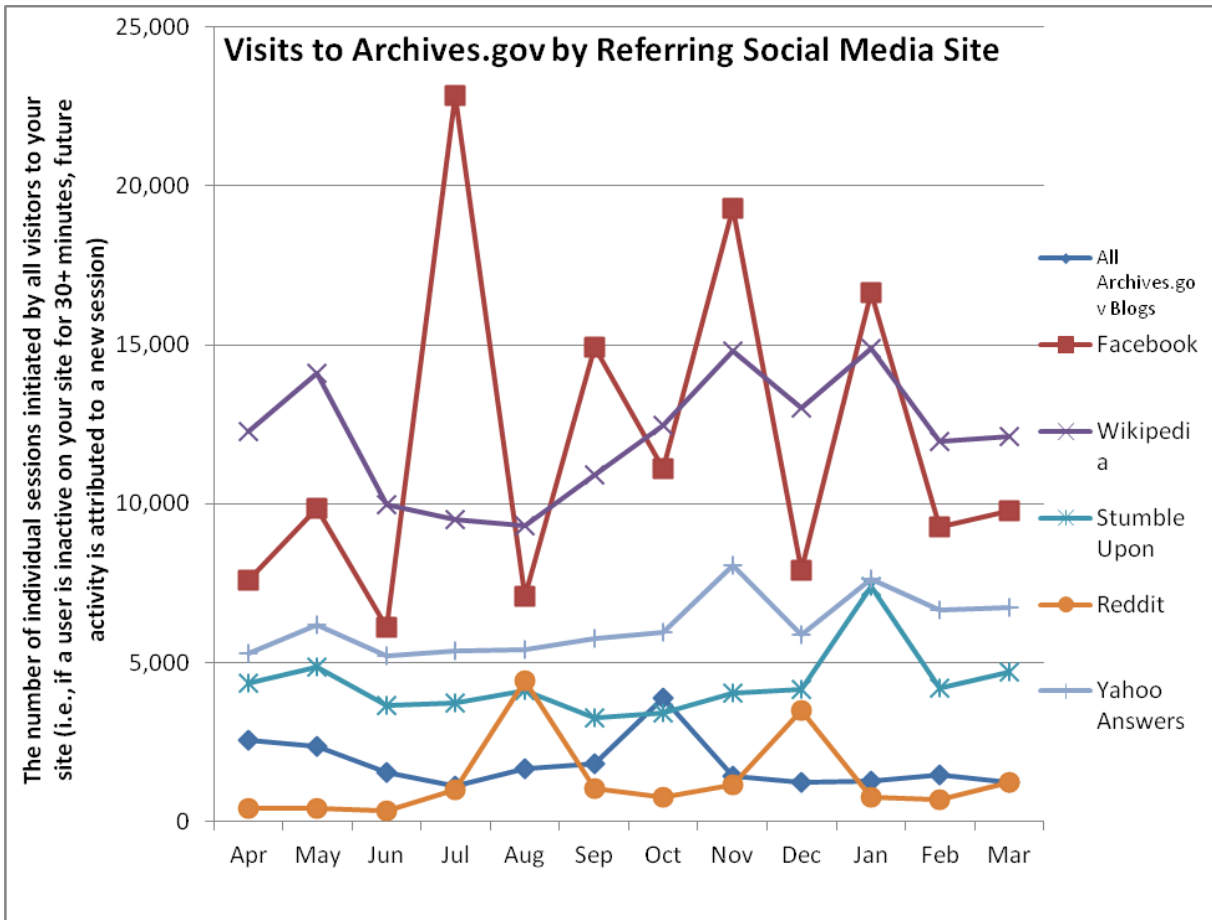
**SOCIAL MEDIA TOOLBOX (Tools currently in use)**

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

## Views: on External Social Media Projects (Per Month)



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



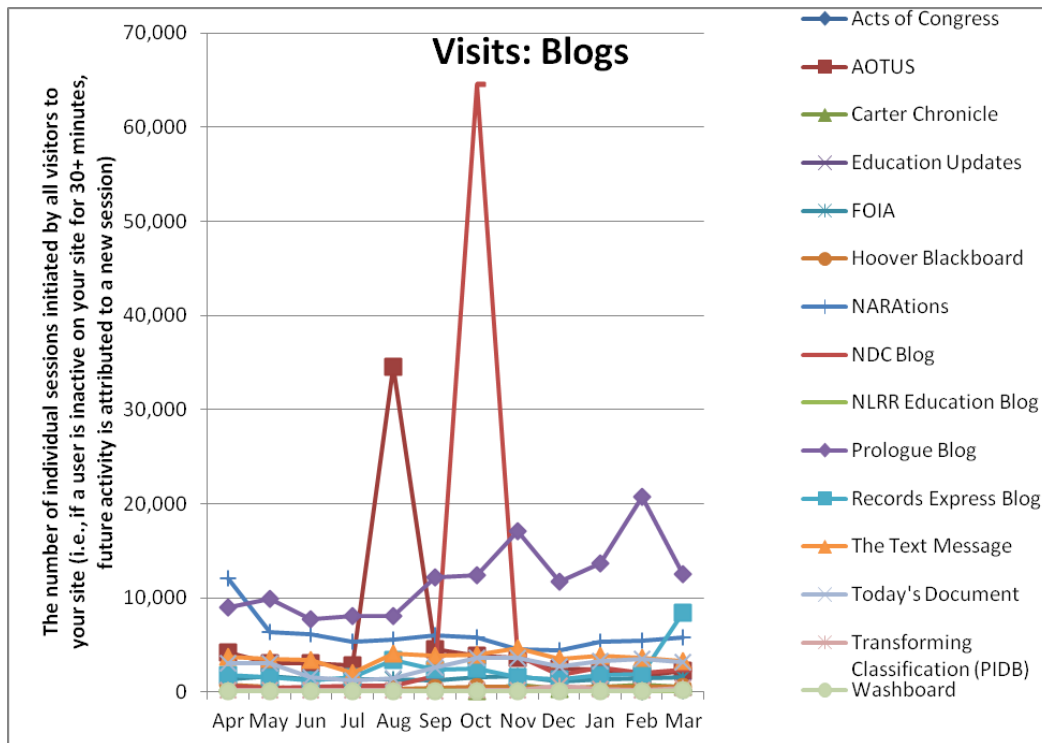
### New External Social Media Projects

#### March Projects

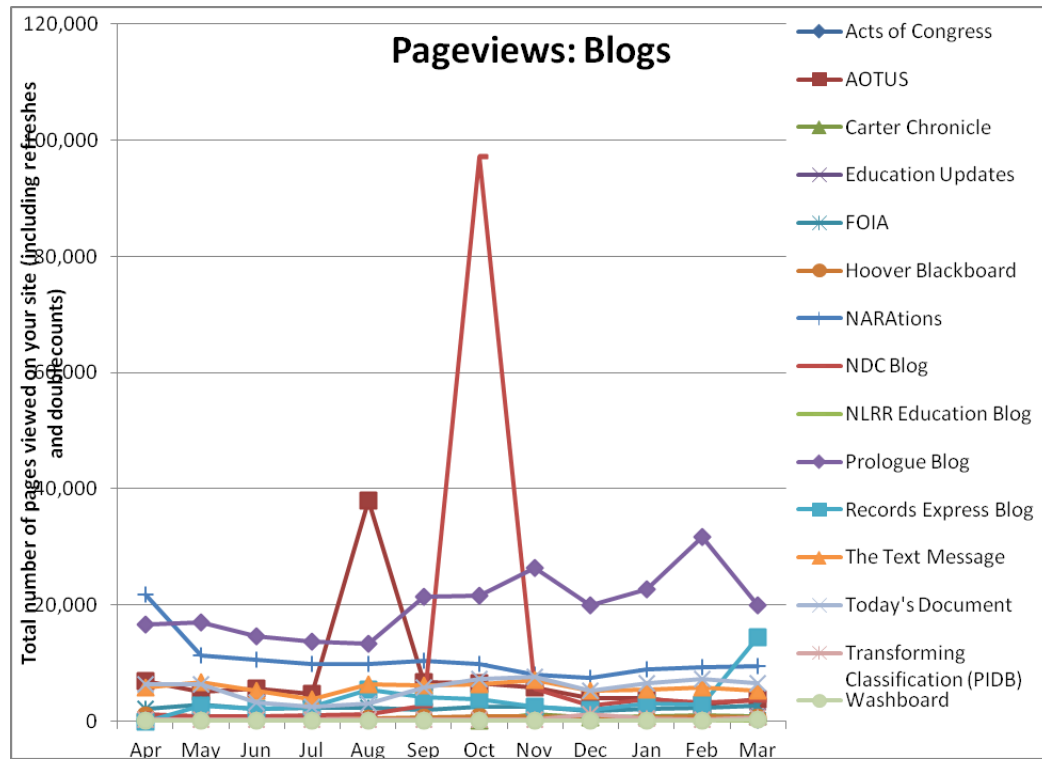
|           | Facebook | Flickr | Twitter | Wiki | Tumblr | Blog | IdeaScale | GitHub | HistoryPin | Ustream | YouTube | Storify |
|-----------|----------|--------|---------|------|--------|------|-----------|--------|------------|---------|---------|---------|
| April     | 1        |        |     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

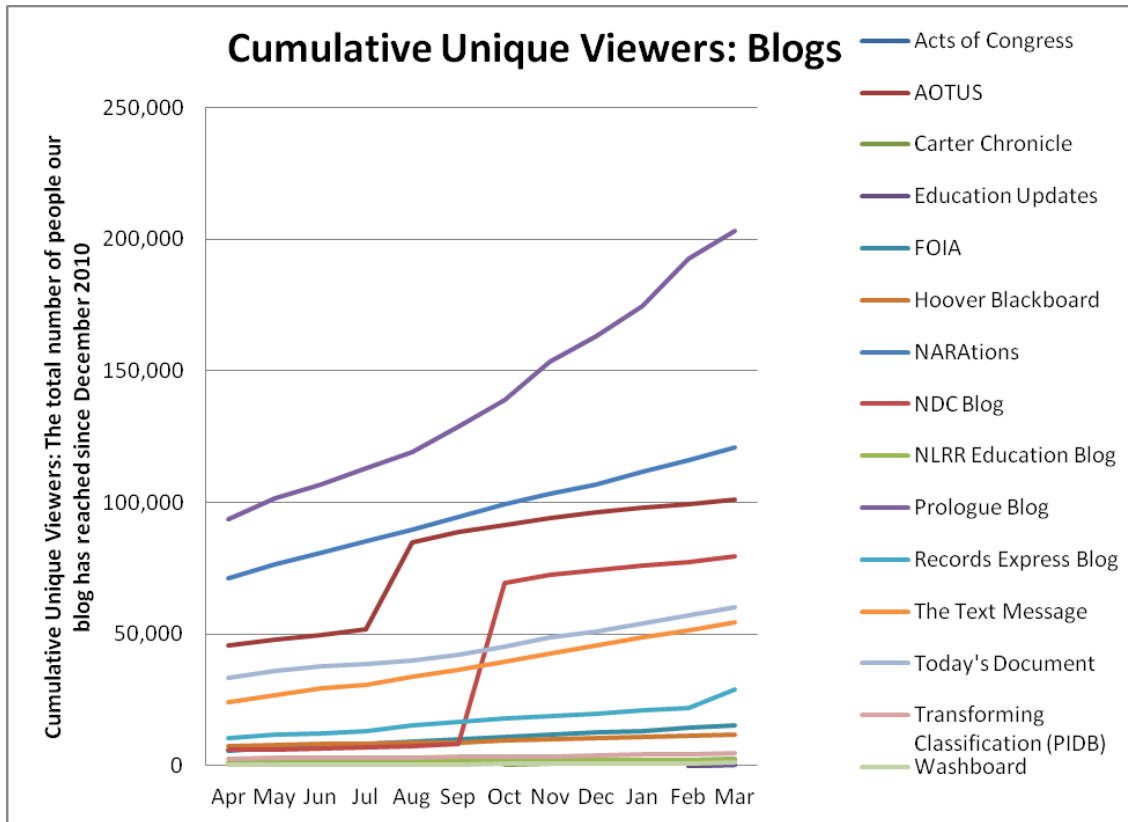
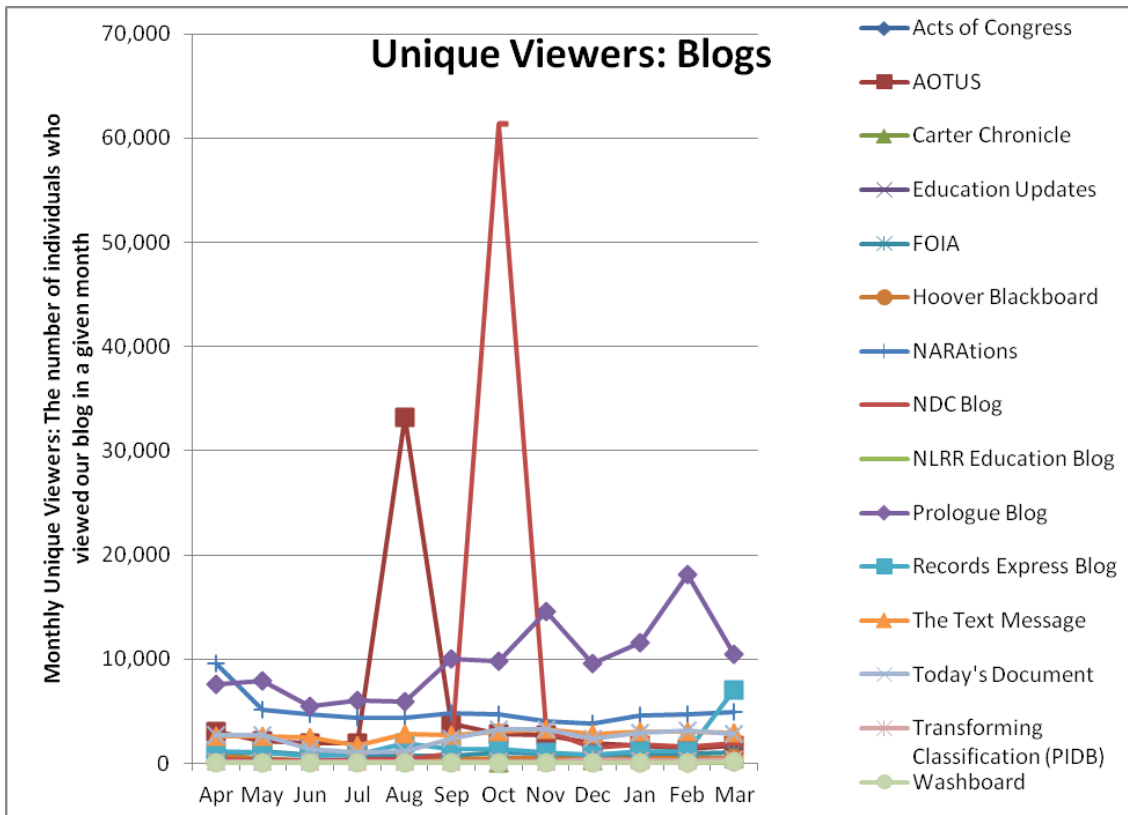
## Social Media Tools: Detail View – Blogs (Archives.gov)

Blog Visits (Source: Appendix II.A)

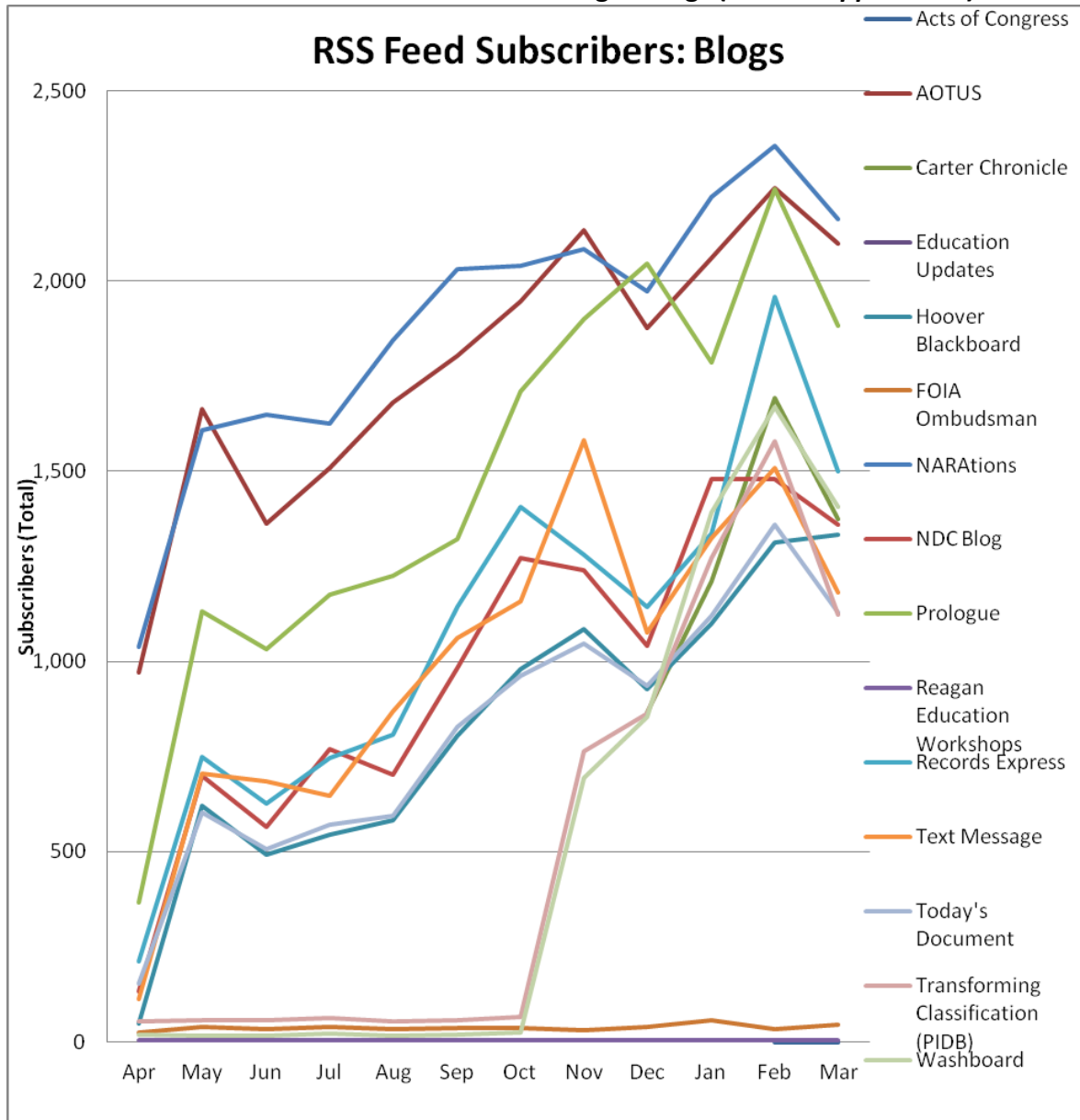


Blog Pageviews (Source: Appendix II.B)



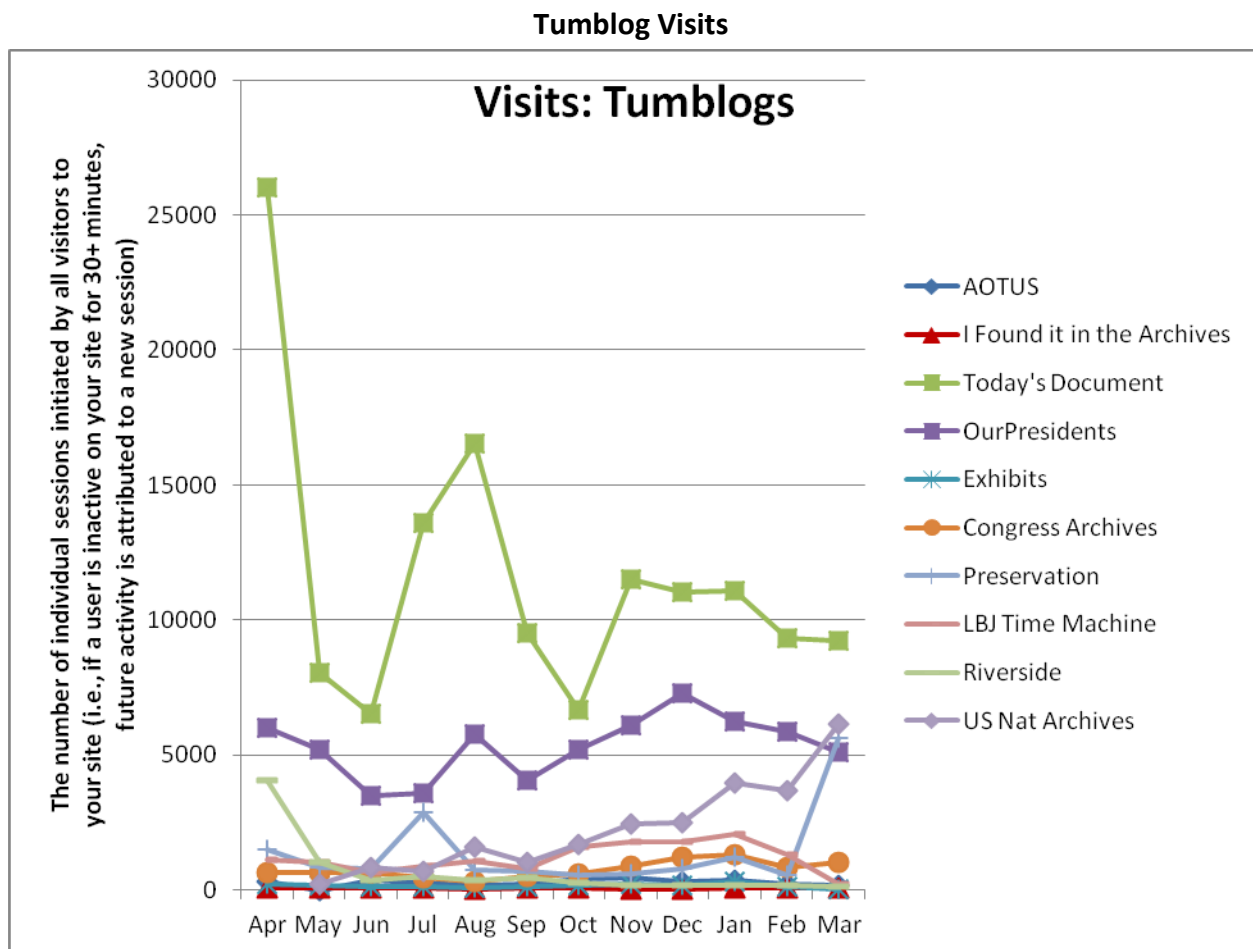
**Blog Cumulative Unique Viewers (Source: Appendix II.C)****Blog Unique Viewers by Month (Source: Appendix II.D)**

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

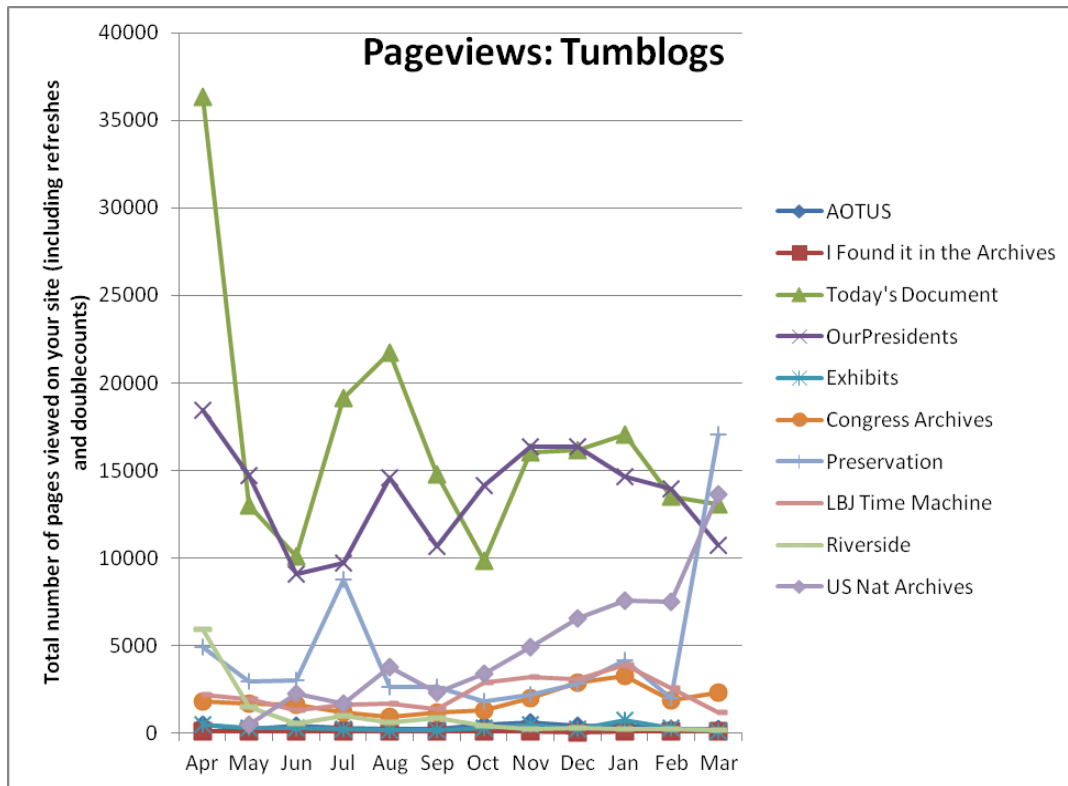


## Top 5 Most Viewed Blog Posts in March

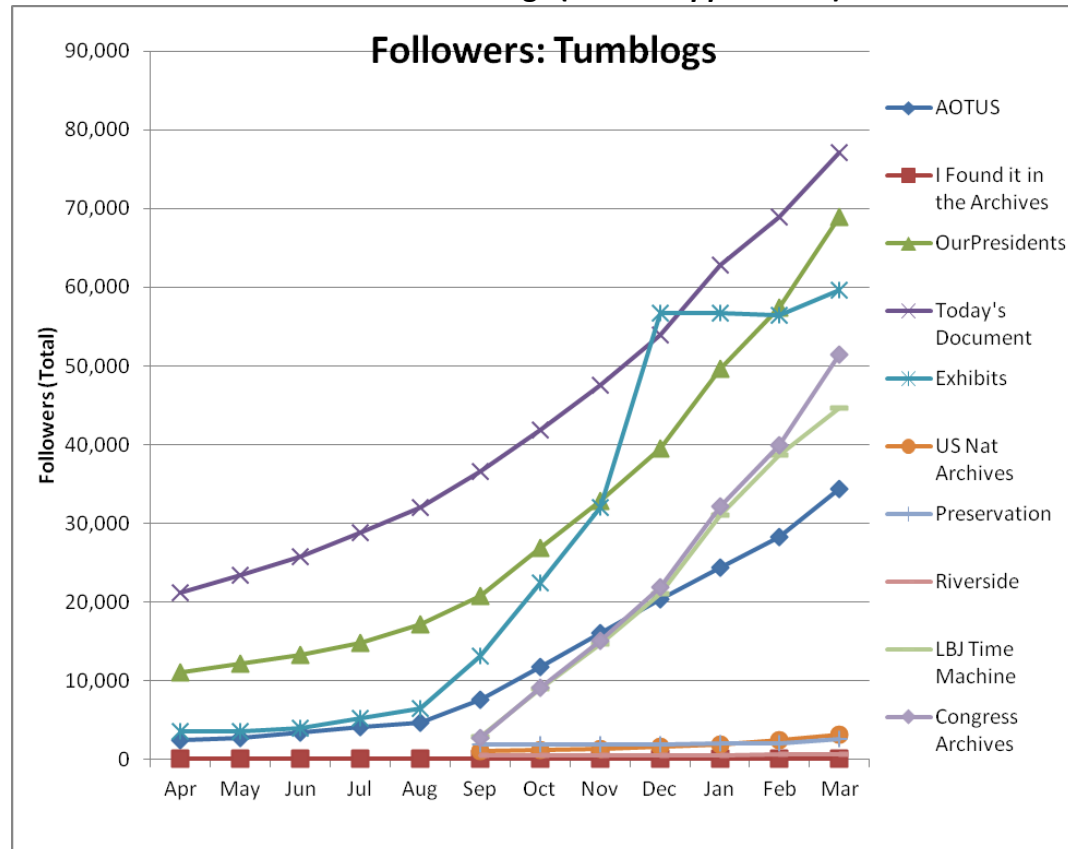
| Blog     | Pageviews | Post Title                                                                |
|----------|-----------|---------------------------------------------------------------------------|
| NDC      | 1,890     | <a href="#">How to Build a FLYING SAUCER</a>                              |
| Prologue | 685       | <a href="#">2013 Regional Residency Fellowship: Request for Proposals</a> |
| Prologue | 660       | <a href="#">The 19th Amendment on display at the National Archives</a>    |
| Prologue | 564       | <a href="#">Prohibition and the Rise of the American Gangster</a>         |
| Prologue | 562       | <a href="#">Suffrage and suffering at the 1913 March</a>                  |

Social Media Tools: Detail View – *Tumblogs*

## Tumblr Pageviews



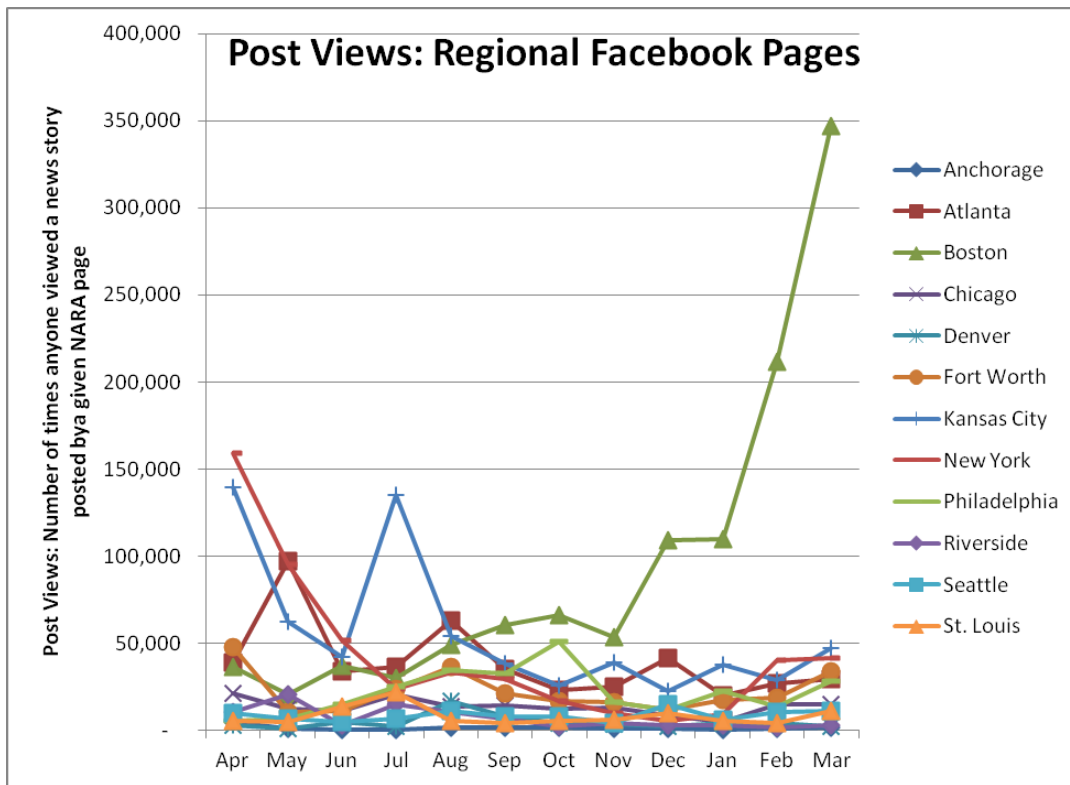
## Followers on Tumblogs (Source: Appendix IV)



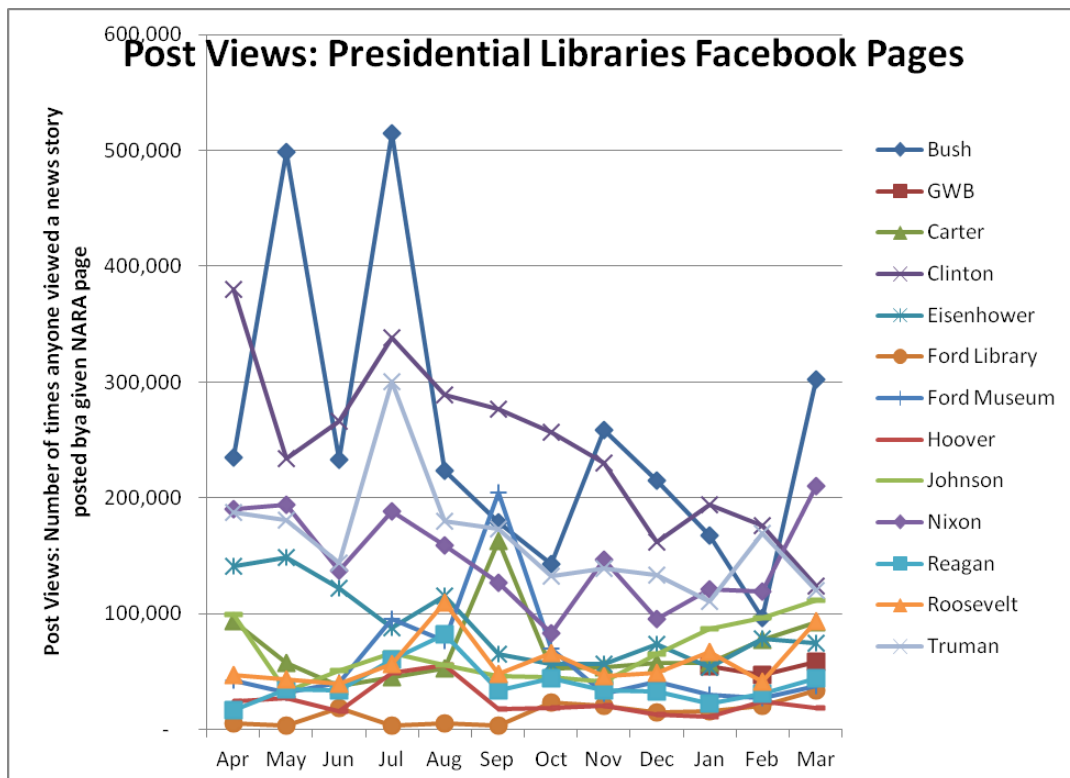


## Social Media Tools: Detail View – Facebook

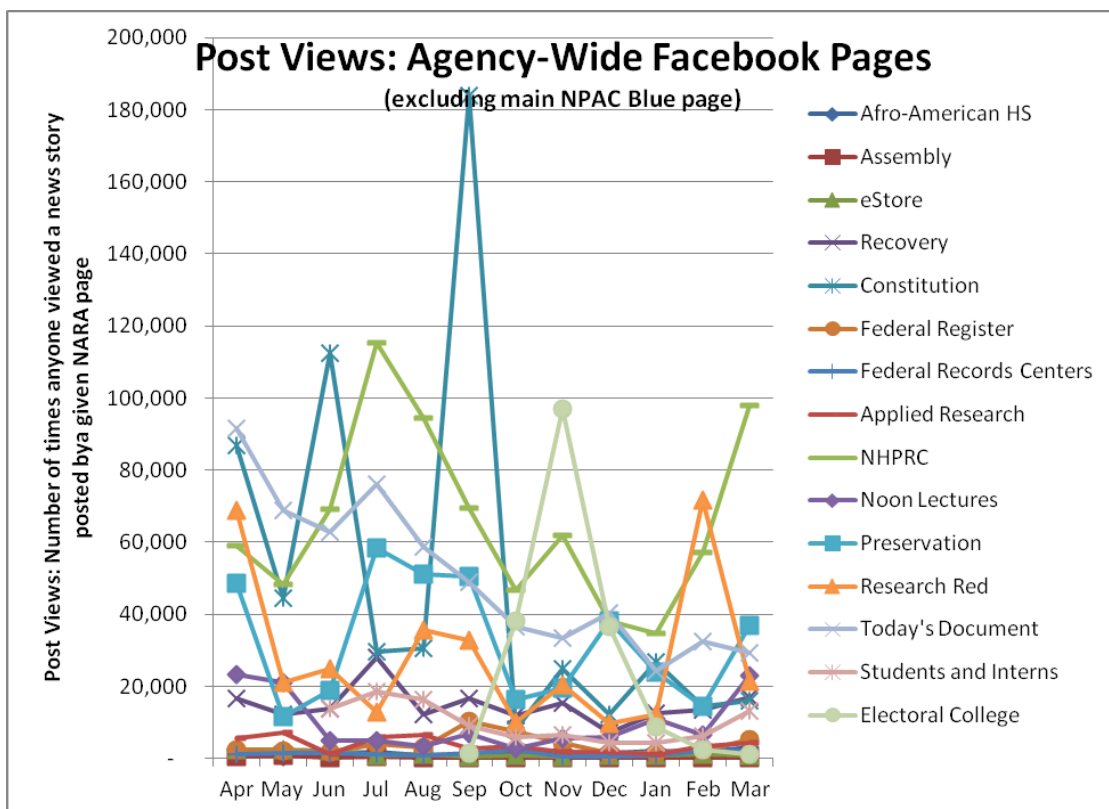
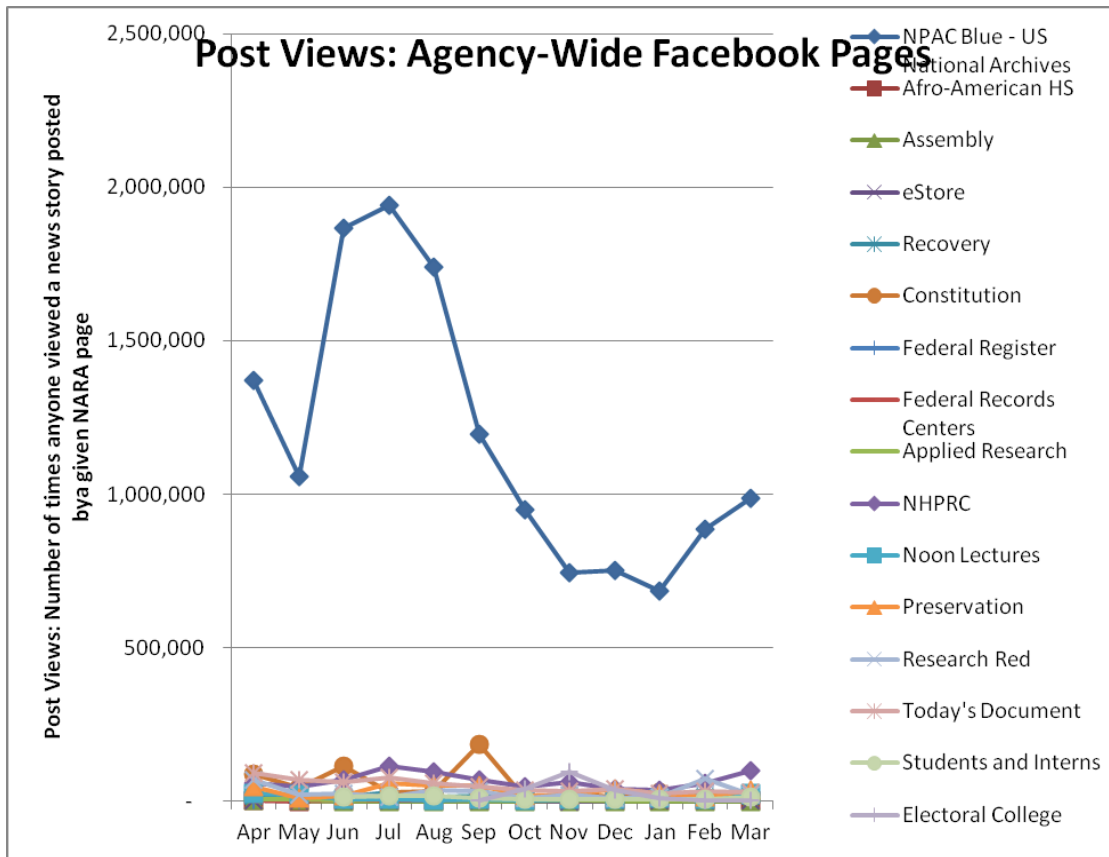
Post Views on Regional Pages (Source: Appendix IV.A)



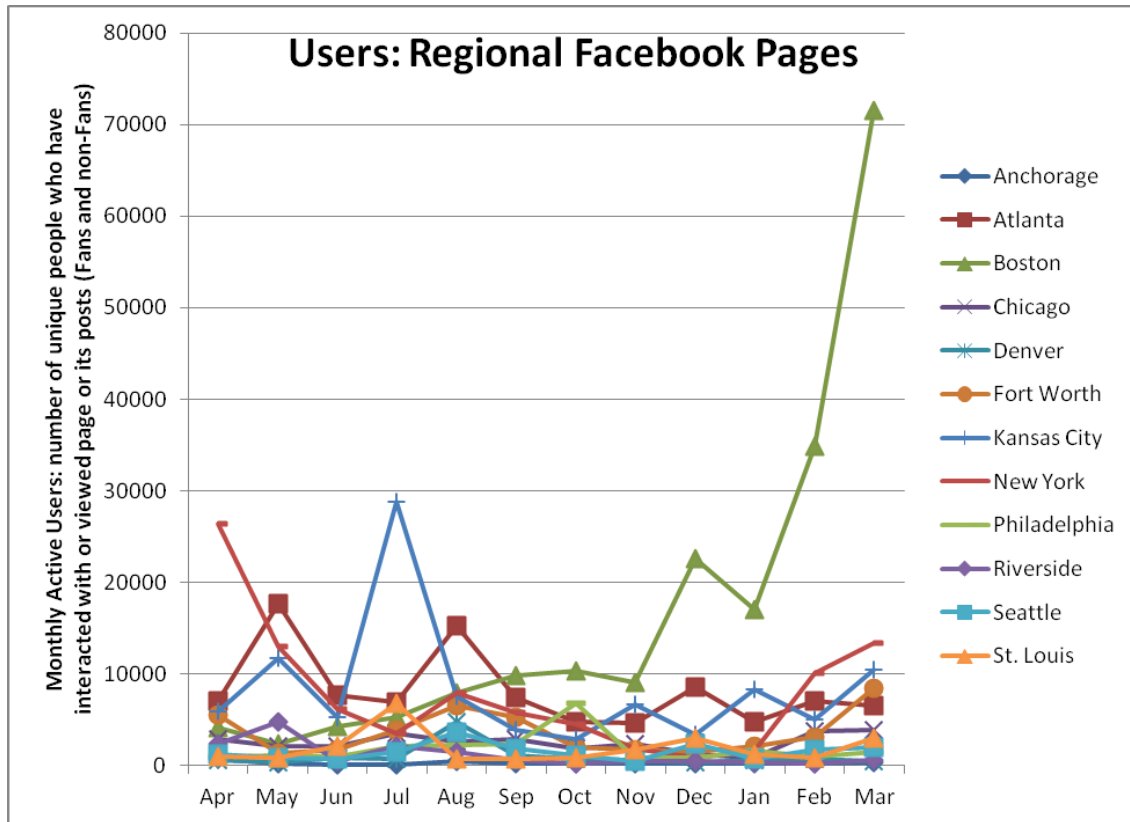
Post Views on Presidential Library Pages (Source: Appendix IV.A)



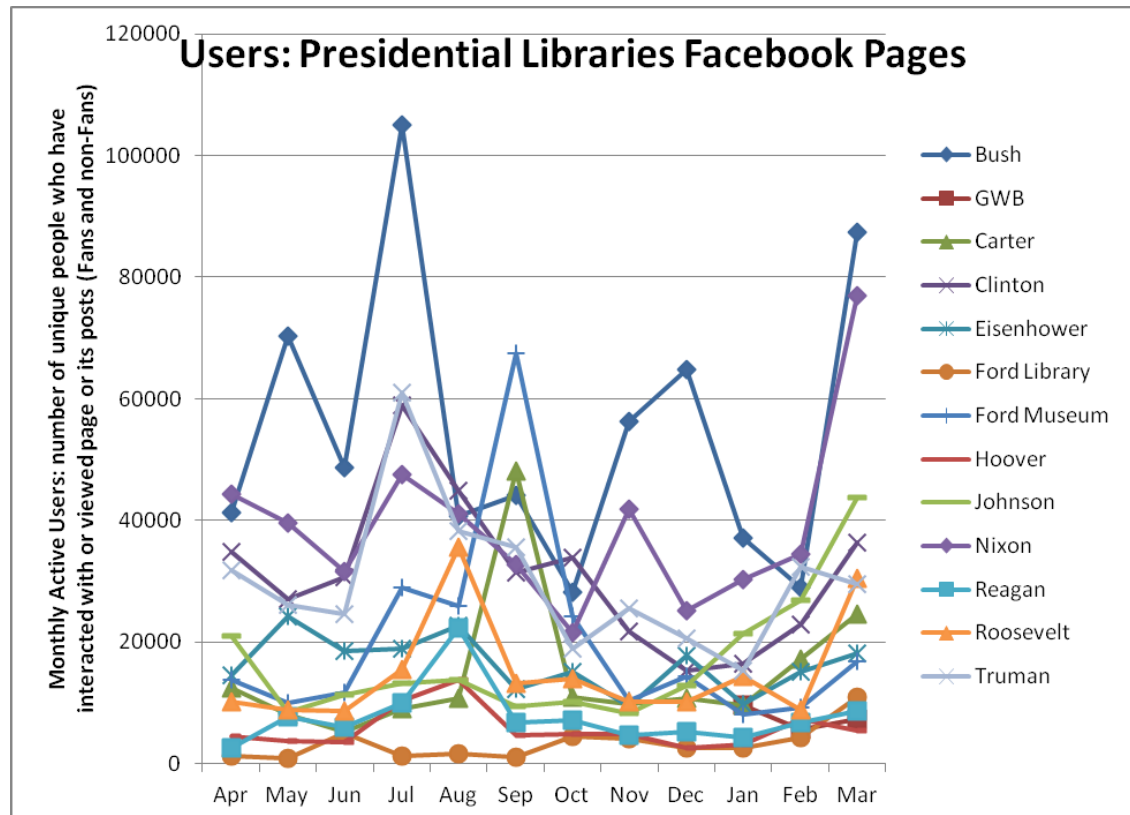
### Post Views on Agency-Wide Pages (Source: Appendix IV.A)



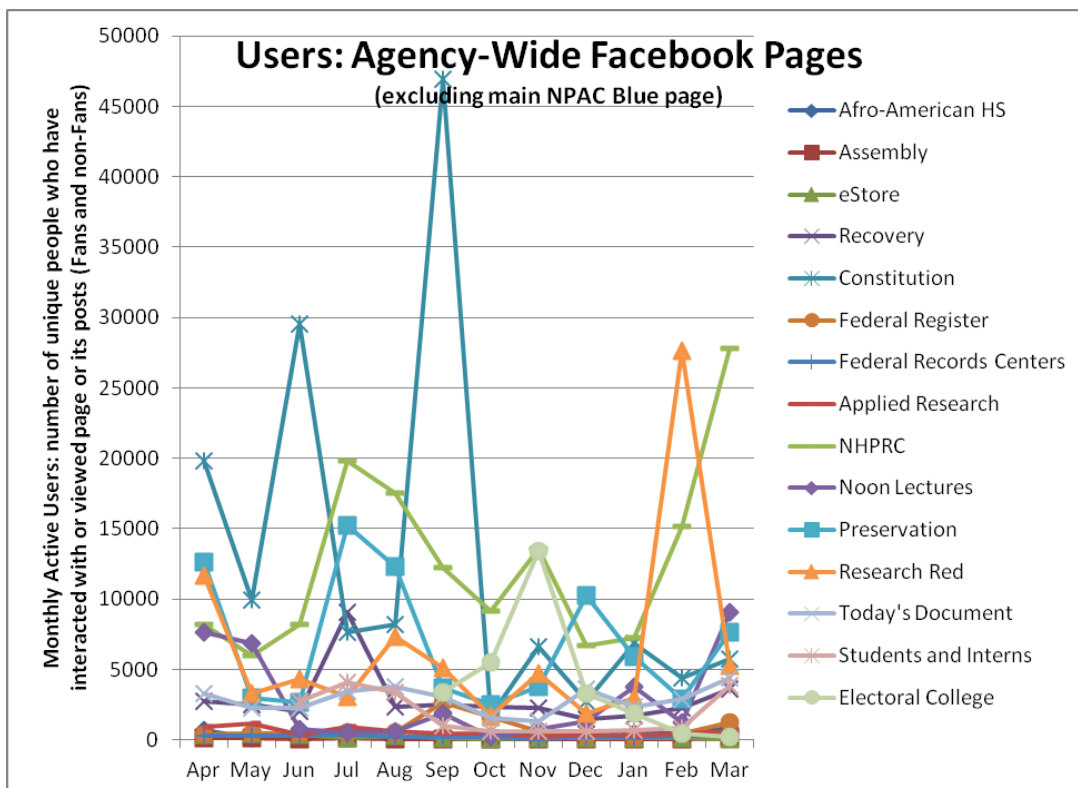
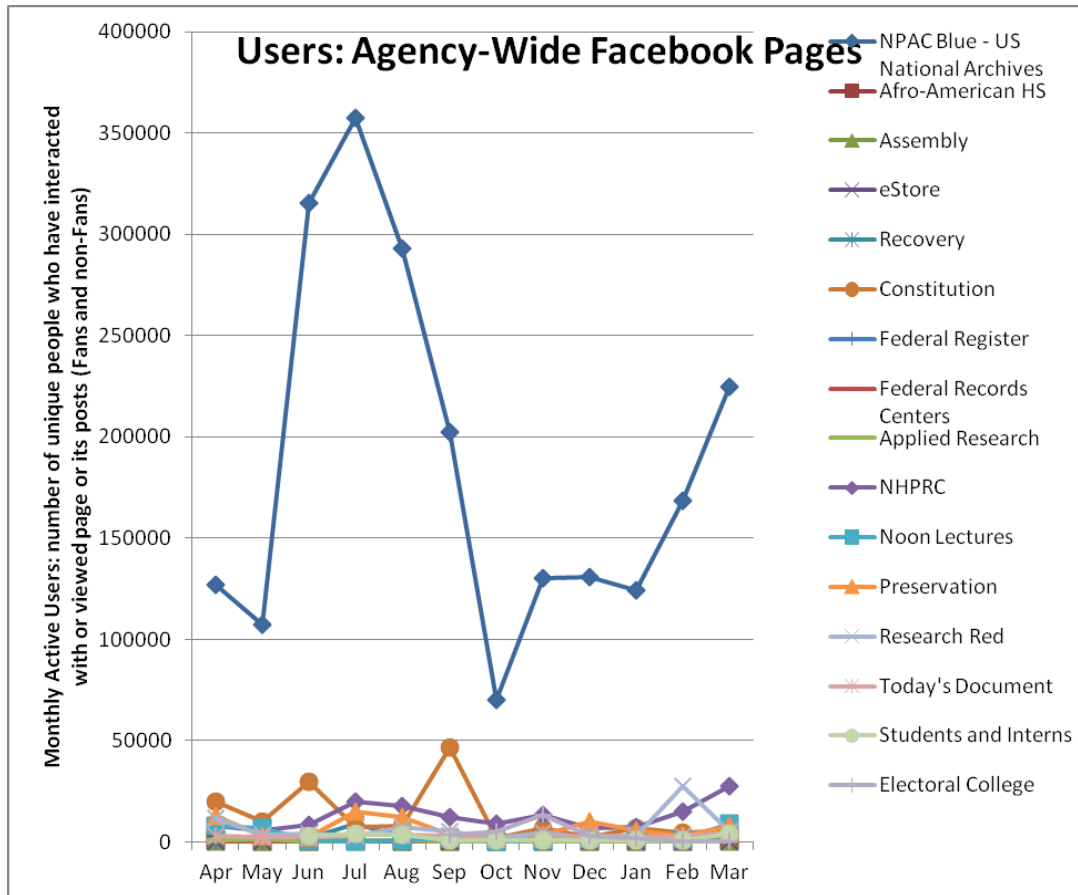
### Monthly Active Users of Regional Pages (Source: Appendix IV.B)

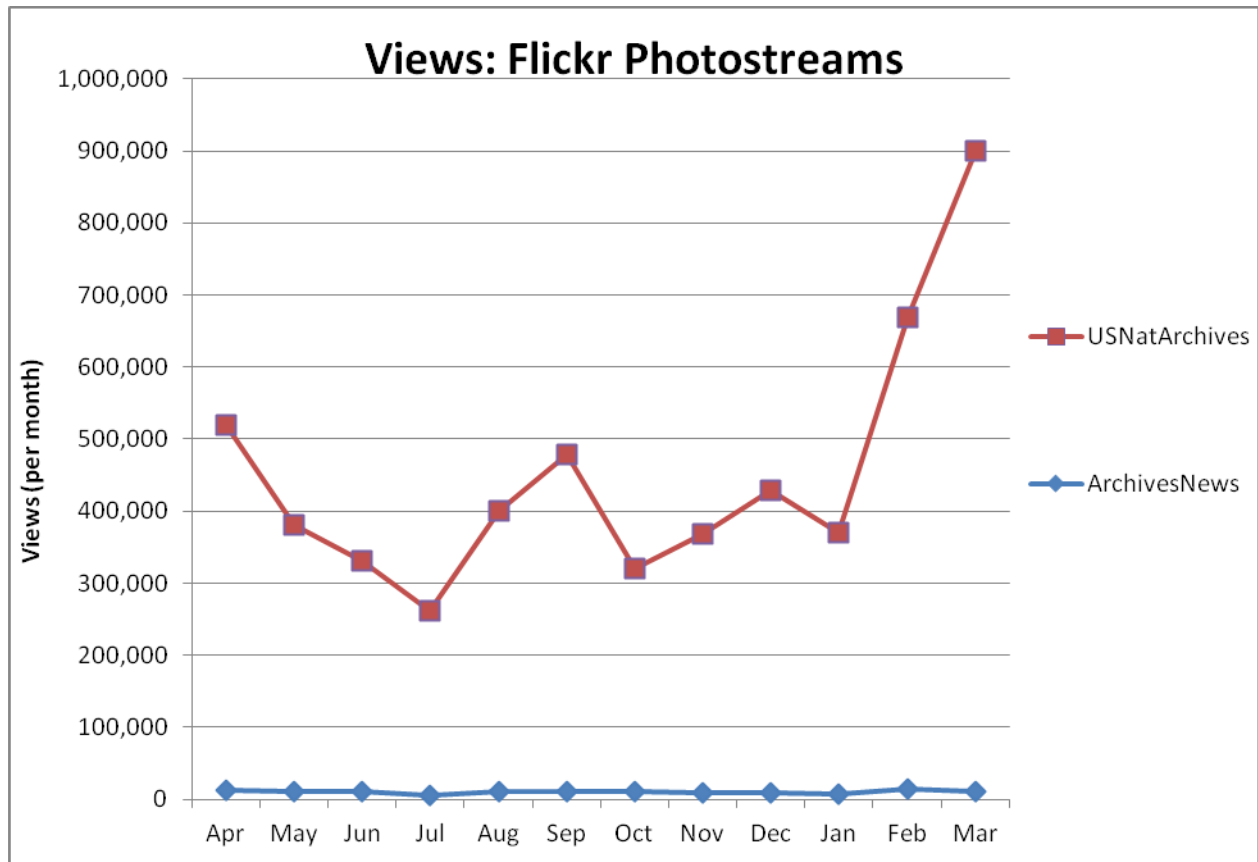
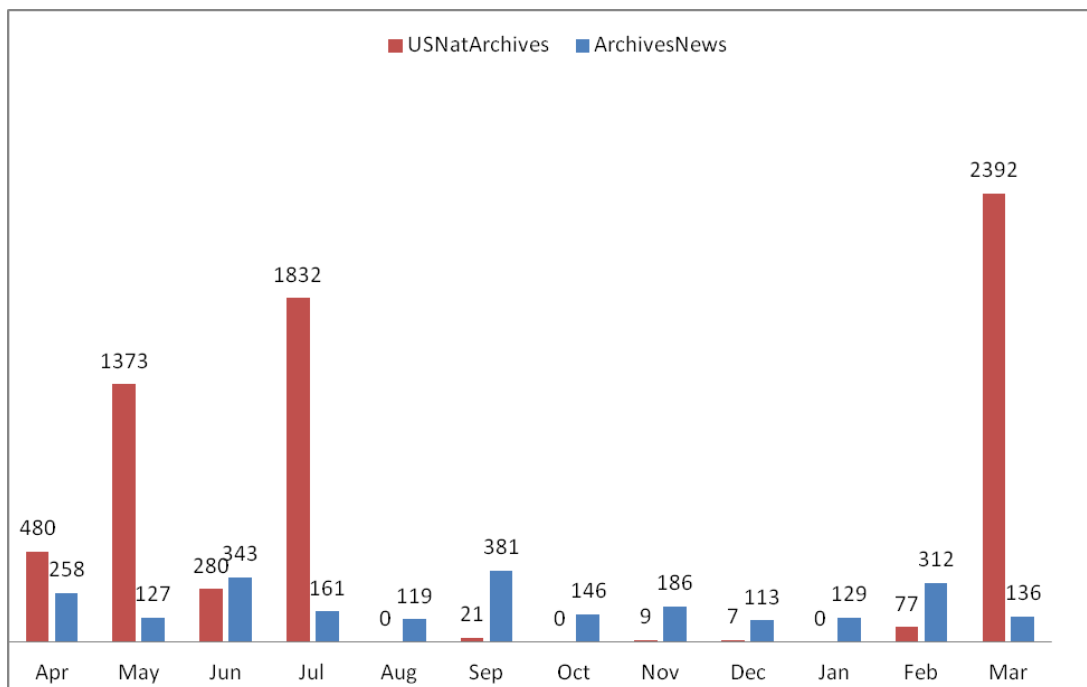


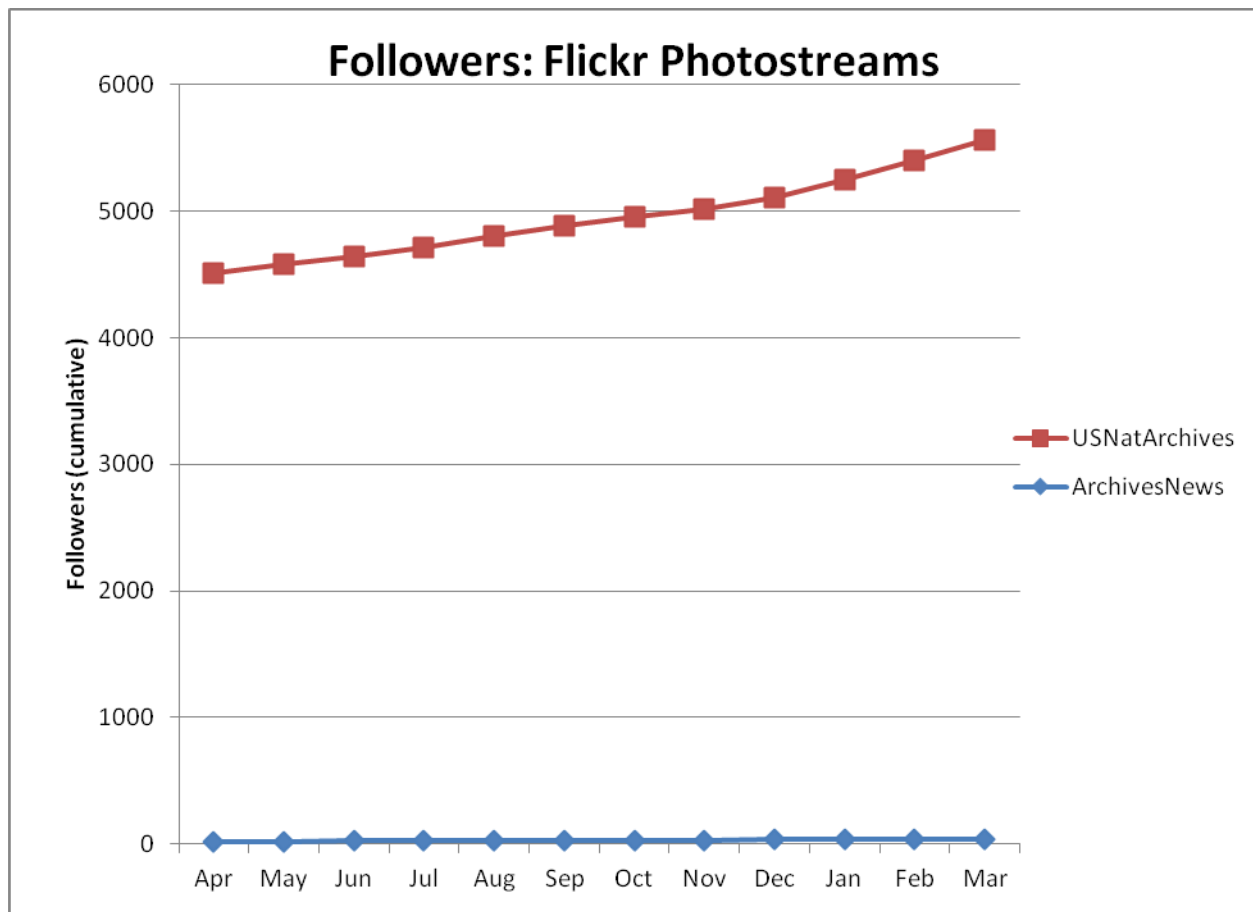
### Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)

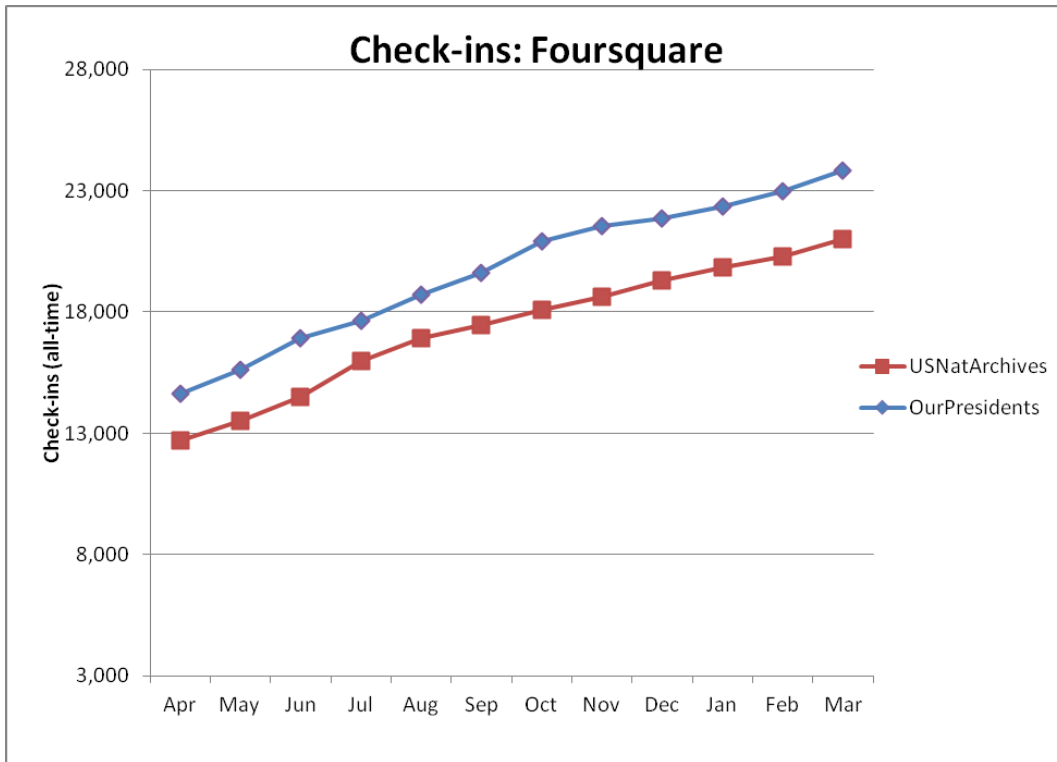
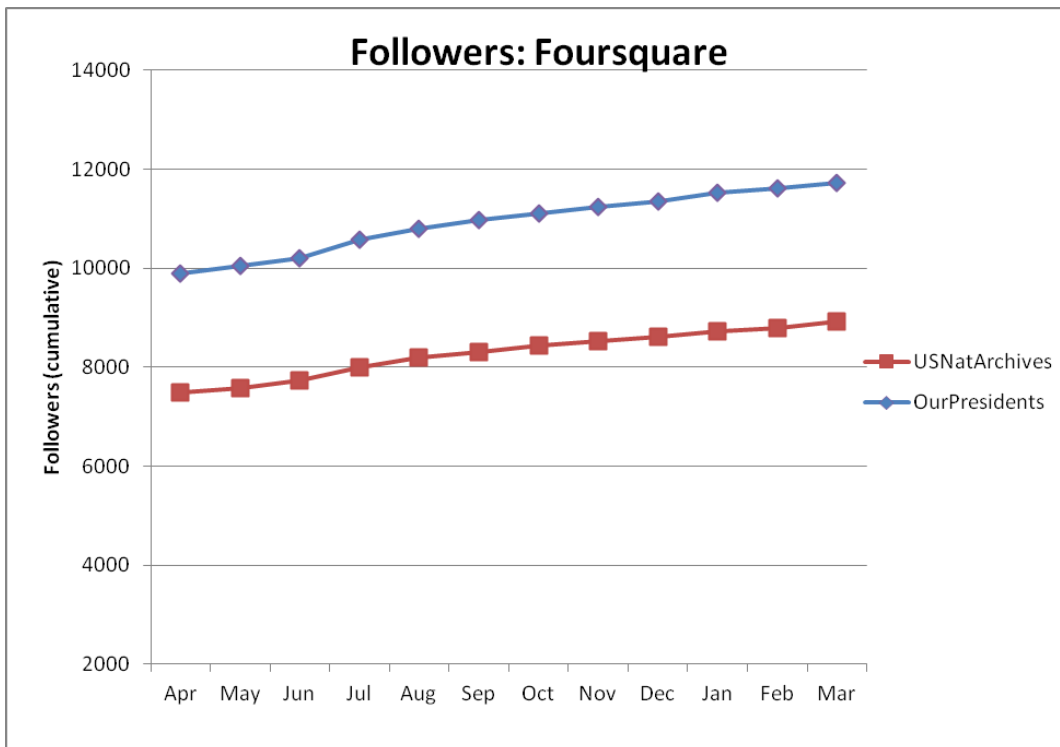


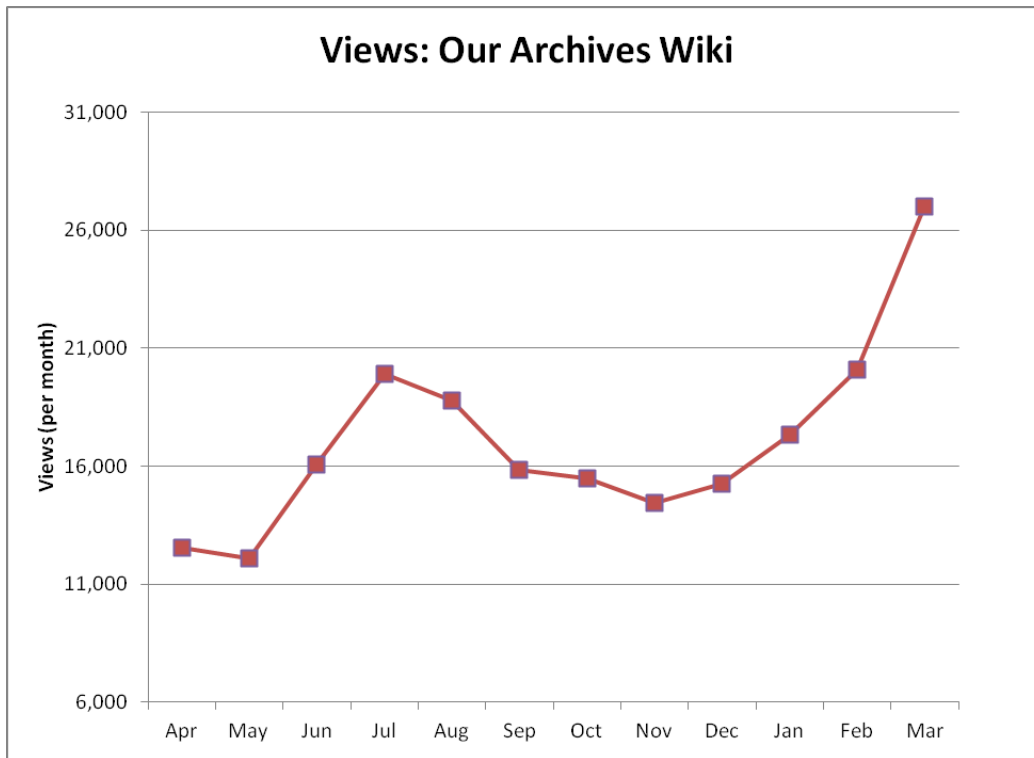
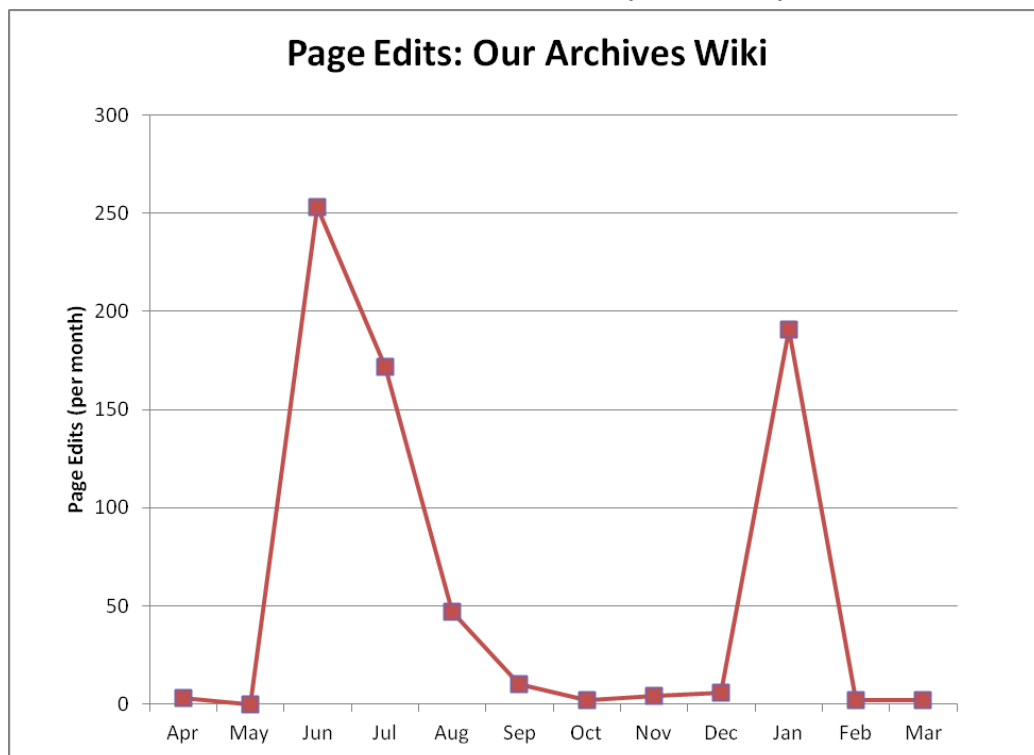
### Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)



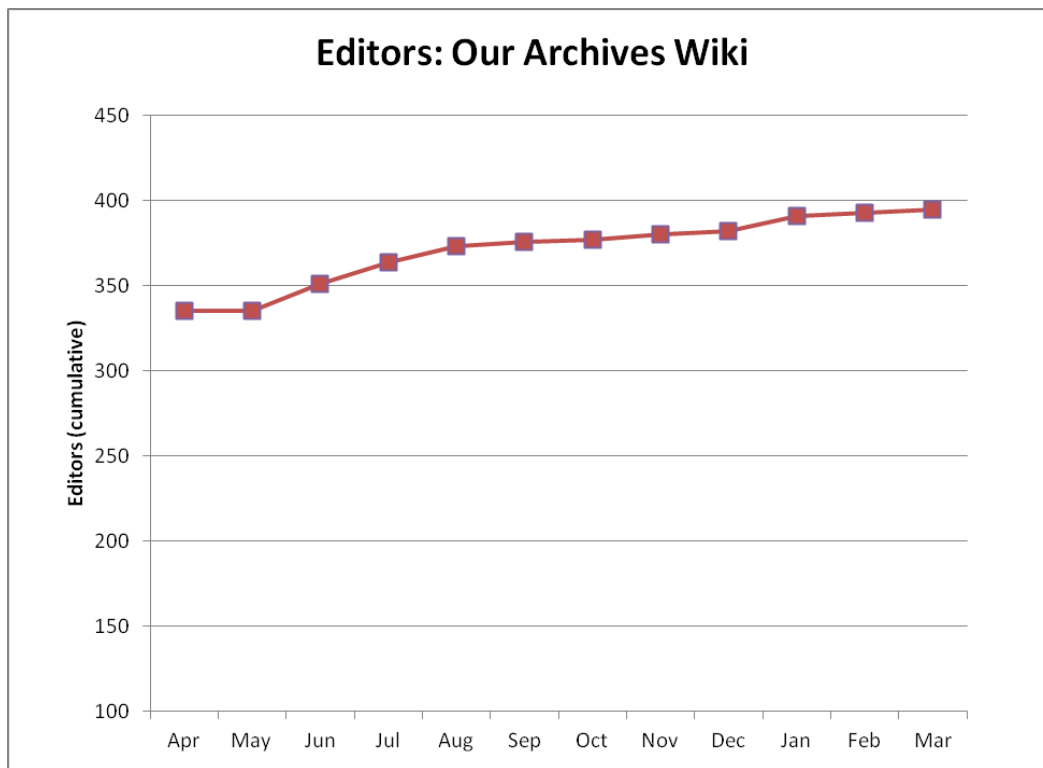
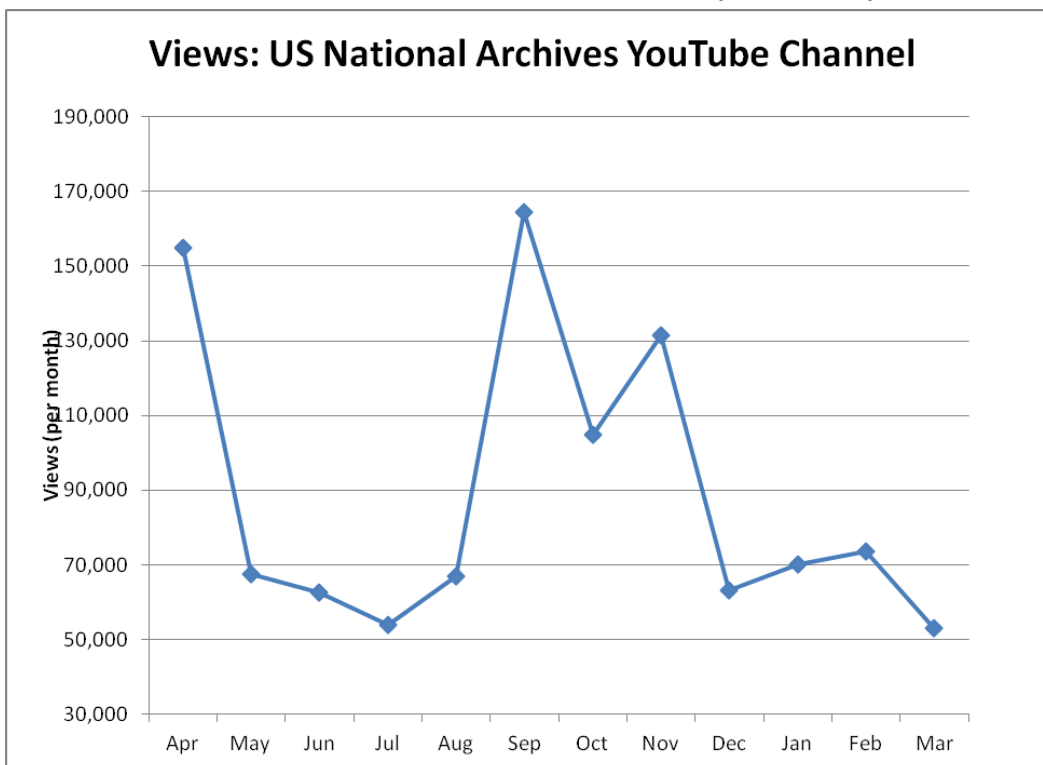
**Social Media Tools: Detail View – Flickr****Views on Photostreams (Per Month)****Photos Uploaded (Per Month)**

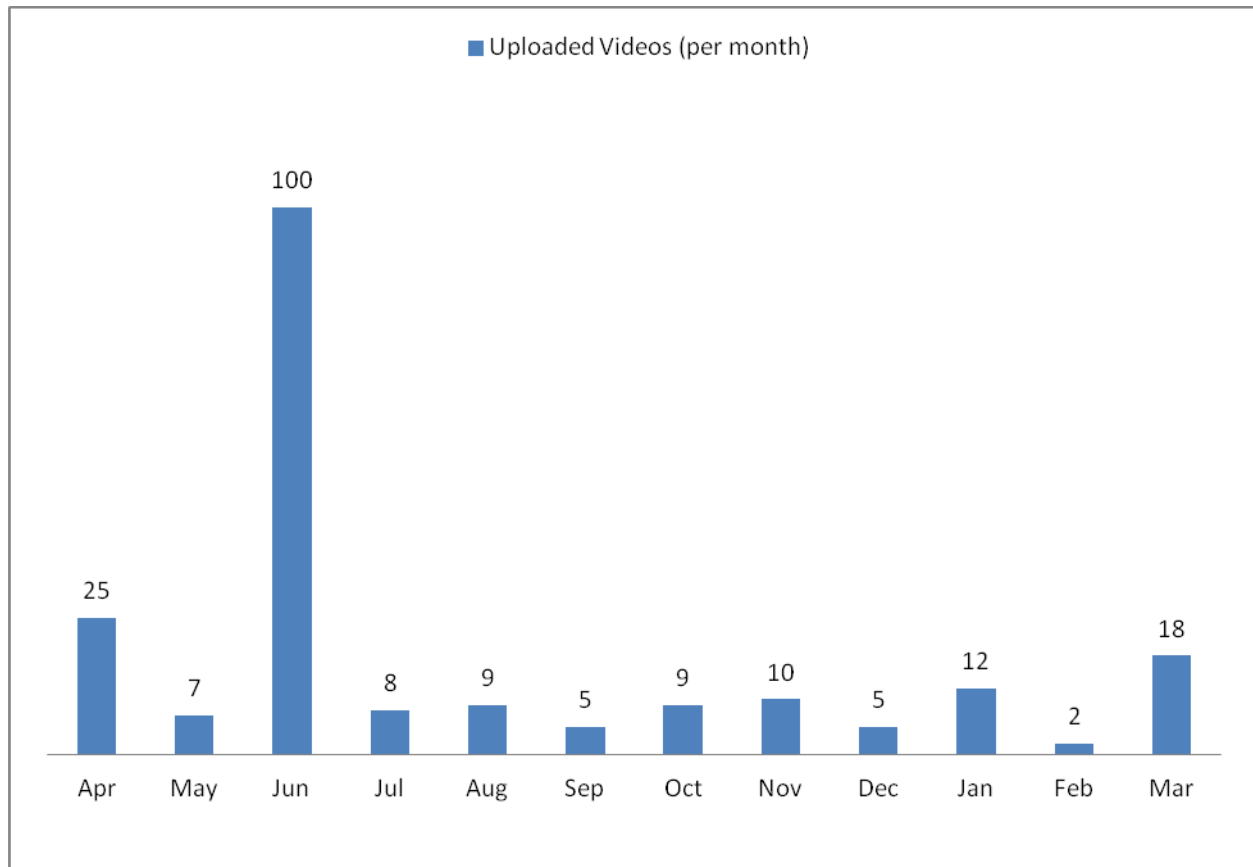
**Followers of Photostreams (Cumulative)**

**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)**



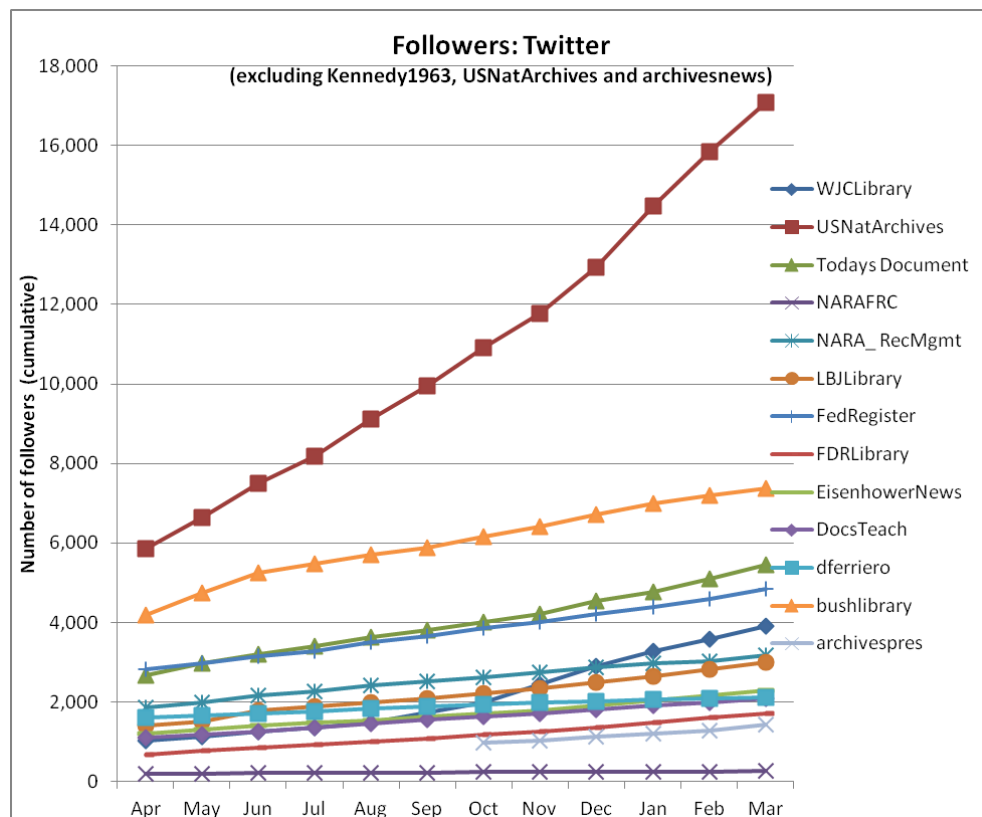
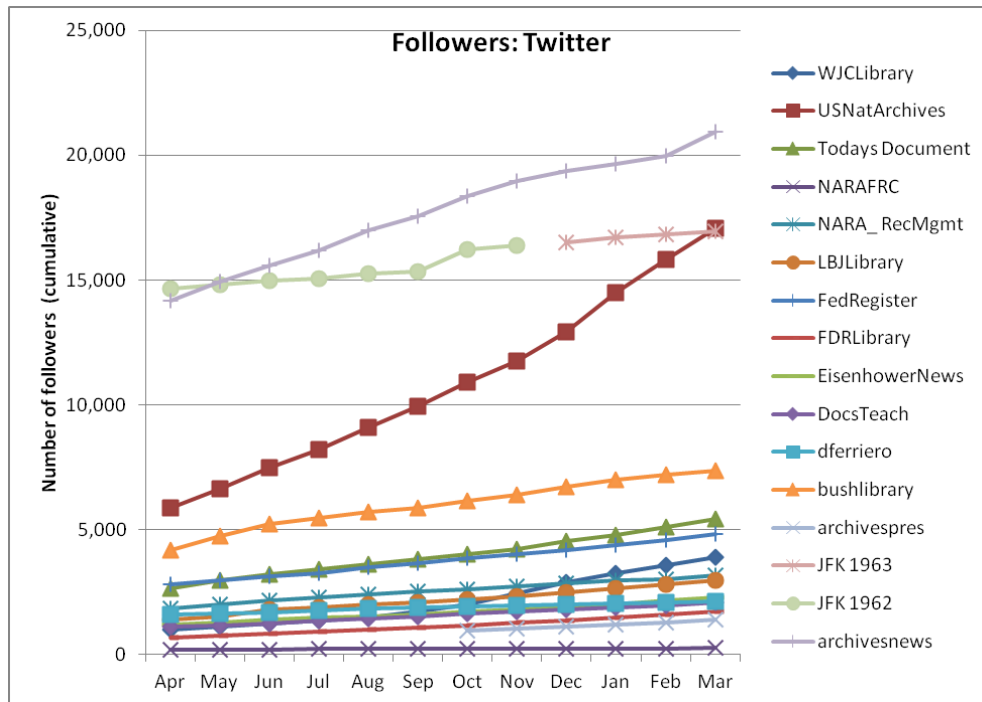
**Editors on Our Archives Wiki (Cumulative)****Social Media Tools: Detail View – YouTube****Views on US National Archives Channel (Per Month)**

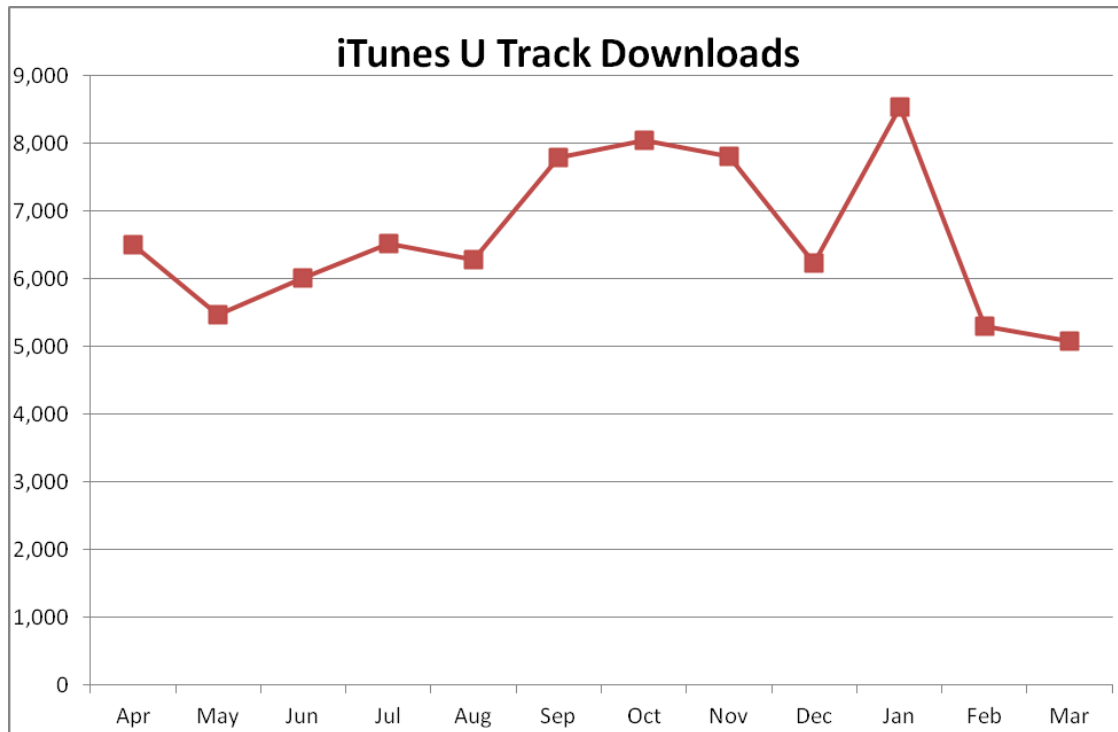
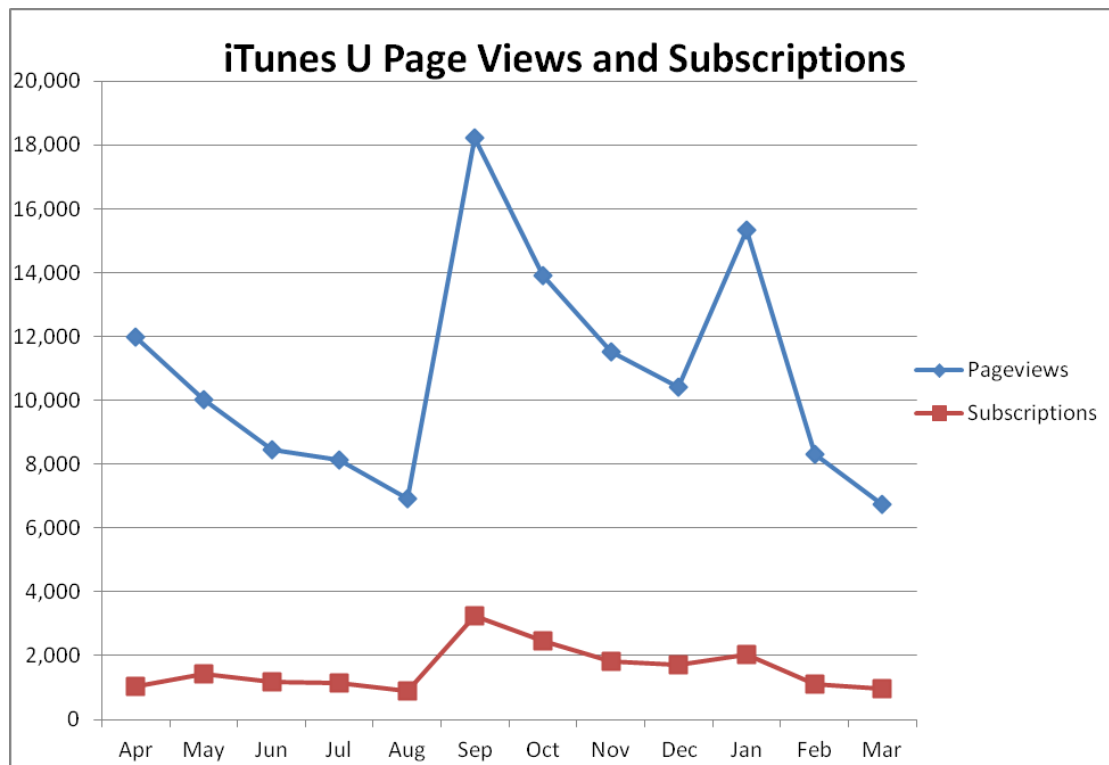
**Videos Uploaded to US National Archives Channel (Per Month)****Top 5 Most Viewed Videos for March 2013 on US National Archives Channel**

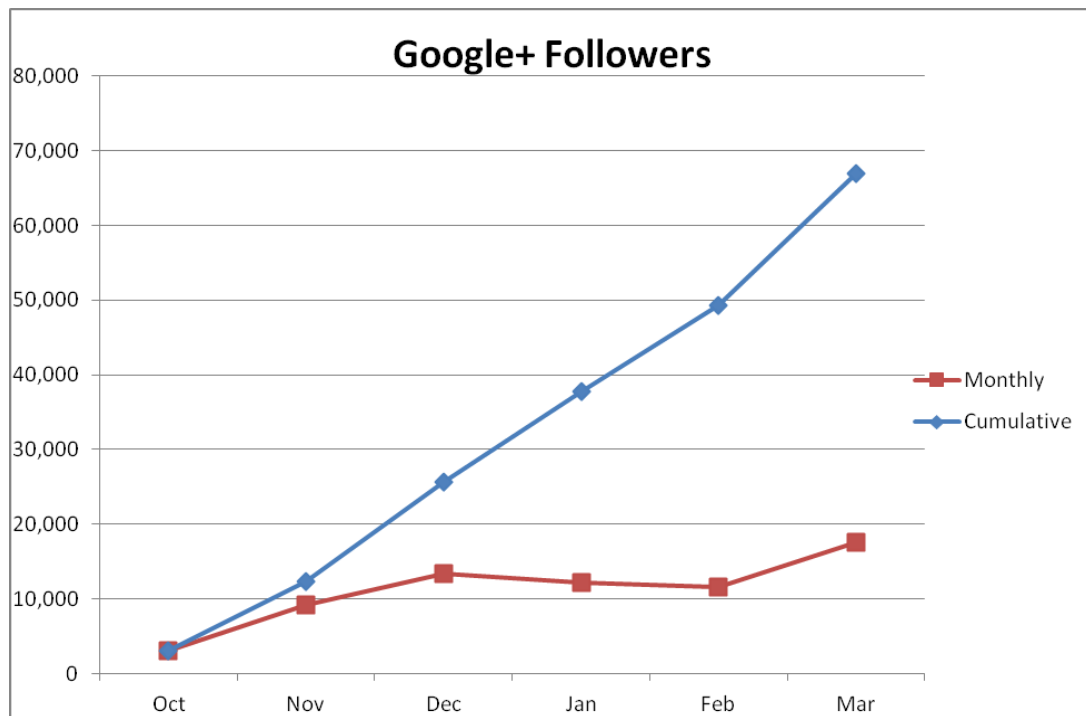
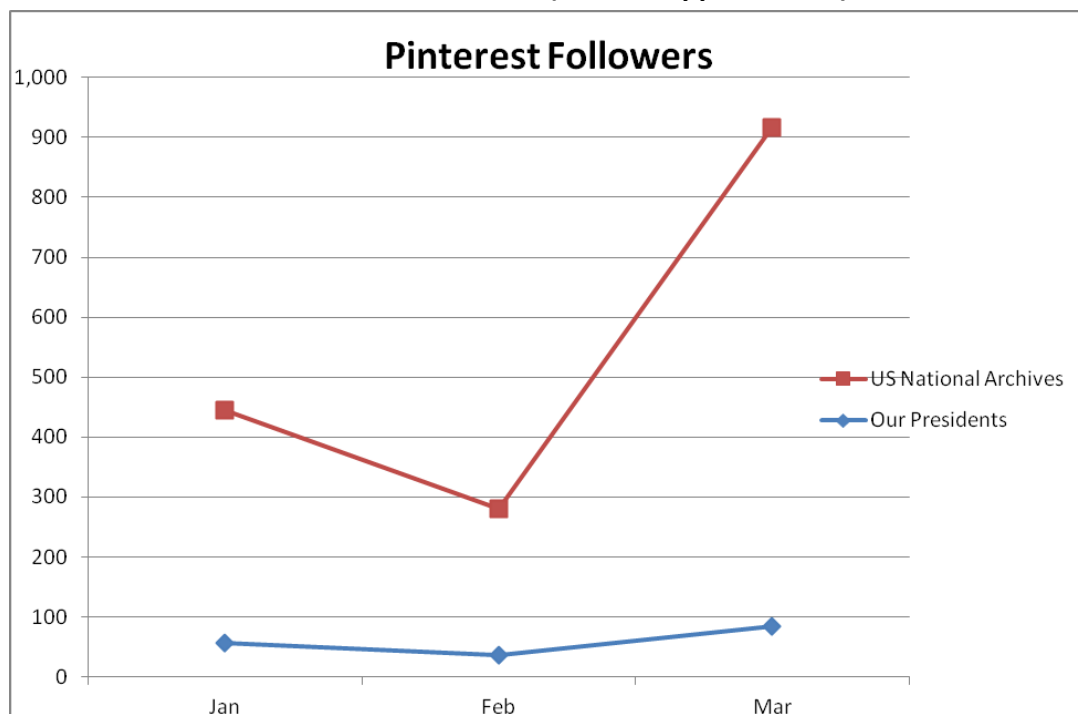
| Video Title                                                         | Views |
|---------------------------------------------------------------------|-------|
| <a href="#">Stories from the Great Depression</a>                   | 9,221 |
| <a href="#">War Comes to America (complete film)</a>                | 1,846 |
| <a href="#">We Were There When Nixon Met Elvis</a>                  | 1,472 |
| <a href="#">Electoral College and the National Archives</a>         | 1,212 |
| <a href="#">The Eagle Has Landed: The First Moon Landing (1969)</a> | 1,129 |

## 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)**

**Social Media Tools: Detail View – Google+****Followers on Google+ (Source: Appendix VII)****Social Media Tools: Detail View – Pinterest****Followers on Pinterest (Source: Appendix VIII)**

## APPENDIX I: Sources of Information

| Site / Tool              | Source           | Statistic                                                                    |
|--------------------------|------------------|------------------------------------------------------------------------------|
| <b>Archives.gov</b>      | Google Analytics | Visits via referring sites                                                   |
| <b>Blogs (WordPress)</b> | Google Analytics | Visits<br>Pageviews<br>Unique visitors (monthly)                             |
|                          | Feedburner       | RSS feed subscribers                                                         |
| <b>Tumblogs</b>          | Google Analytics | Visits<br>Pageviews<br>Unique visitors (monthly)                             |
|                          | Tumblr           | Followers                                                                    |
| <b>Facebook</b>          | Facebook         | Impressions<br>Reach                                                         |
| <b>Flickr</b>            | Flickr           | View counts<br>Content uploaded<br>Who calls you a contact?                  |
| <b>Foursquare</b>        | Foursquare       | All-time check-ins at all venues<br>Followers                                |
| <b>Google+</b>           | Google+          | Followers                                                                    |
| <b>iTunes</b>            | iTunes           | Track Downloads<br>Page Views<br>Subscriptions                               |
| <b>Our Archives Wiki</b> | Wikispaces       | Views<br>Page edits<br>Editors                                               |
| <b>Pinterest</b>         | Pinterest        | Followers                                                                    |
| <b>YouTube</b>           | YouTube          | Views of videos on this channel<br>Views of top videos<br>My uploaded videos |
| <b>Twitter</b>           | Twitter          | Followers                                                                    |

## APPENDIX II.A: Blog Visits

Defined by Google Analytics as the number of individual sessions initiated by all visitors to your site. An individual session times out after thirty minutes of inactivity.

|                                           | Apr           | May           | Jun           | Jul           | Aug           | Sep           | Oct           | Nov           | Dec           | Jan           | Feb           | Mar           |
|-------------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| <b>Acts of Congress</b>                   |               |               |               |               |               |               |               |               |               |               | 103           | <b>144</b>    |
| <b>AOTUS</b>                              | 4,148         | 3,088         | 2,995         | 2,827         | 34,541        | 4,515         | 3,803         | 3,596         | 2,462         | 2,346         | 1,632         | <b>2,256</b>  |
| <b>The Carter Chronicle</b>               |               |               |               |               |               |               | 93            | 816           | 344           | 552           | 722           | <b>555</b>    |
| <b>Education Updates</b>                  |               |               |               |               |               |               |               |               |               |               |               | <b>544</b>    |
| <b>FOIA</b>                               | 1,333         | 1,713         | 1,327         | 1,370         | 1,297         | 1,169         | 1,506         | 1,668         | 1,127         | 1,302         | 1,392         | <b>1,539</b>  |
| <b>Hoover Blackboard</b>                  | 719           | 578           | 284           | 209           | 260           | 390           | 517           | 560           | 458           | 493           | 496           | <b>508</b>    |
| <b>NARAtions</b>                          | 12,061        | 6,391         | 6,157         | 5,378         | 5,579         | 5,955         | 5,756         | 4,532         | 4,385         | 5,360         | 5,405         | <b>5,744</b>  |
| <b>NDC Blog</b>                           | 630           | 467           | 510           | 658           | 695           | 1,618         | 64,541        | 3,867         | 1,814         | 2,551         | 2,008         | <b>2,374</b>  |
| <b>NLRR Education Blog</b>                | 87            | 87            | 37            | 42            | 37            | 188           | 132           | 111           | 62            | 65            | 64            | <b>70</b>     |
| <b>Prologue Blog</b>                      | 8,981         | 9,861         | 7,749         | 8,043         | 8,114         | 12,191        | 12,439        | 17,036        | 11,679        | 13,619        | 20,688        | <b>12,489</b> |
| <b>Records Express Blog</b>               | 1,789         | 1,599         | 1,204         | 1,503         | 3,334         | 2,339         | 2,424         | 1,588         | 1,297         | 1,785         | 1,871         | <b>8,361</b>  |
| <b>The Text Message</b>                   | 3,697         | 3,549         | 3,395         | 2,066         | 4,027         | 3,838         | 3,929         | 4,616         | 3,478         | 3,800         | 3,651         | <b>3,293</b>  |
| <b>Today's Document</b>                   | 3,088         | 3,025         | 1,578         | 1,177         | 1,400         | 2,619         | 3,589         | 3,565         | 2,645         | 3,252         | 3,519         | <b>3,141</b>  |
| <b>Transforming Classification (PIDB)</b> | 214           | 158           | 150           | 150           | 148           | 128           | 186           | 236           | 591           | 320           | 241           | <b>407</b>    |
| <b>The Washboard</b>                      | 125           | 122           | 97            | 101           | 113           | 92            | 105           | 81            | 103           | 99            | 103           | <b>157</b>    |
| <b>MONTHLY TOTAL</b>                      | <b>36,872</b> | <b>30,638</b> | <b>25,483</b> | <b>23,524</b> | <b>59,545</b> | <b>35,042</b> | <b>99,020</b> | <b>42,272</b> | <b>30,445</b> | <b>35,544</b> | <b>41,895</b> | <b>41,582</b> |

## APPENDIX II.B: Blog Pageviews

Defined by Google Analytics as the number of individual pages visited by all users. Page refreshes and multiple visits count towards the number of pageviews.

|                                           | Apr           | May           | Jun           | Jul           | Aug           | Sep           | Oct            | Nov           | Dec           | Jan           | Feb           | Mar           |
|-------------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|---------------|---------------|---------------|---------------|---------------|
| <b>Acts of Congress</b>                   |               |               |               |               |               |               |                |               |               |               | 224           | <b>309</b>    |
| <b>AOTUS</b>                              | 6,882         | 5,136         | 5,550         | 4,644         | 37,998        | 6,689         | 6,604          | 5,825         | 3,963         | 3,984         | 2,895         | <b>3,844</b>  |
| <b>The Carter Chronicle</b>               |               |               |               |               |               |               | 181            | 1,189         | 564           | 817           | 1,044         | <b>856</b>    |
| <b>Education Updates</b>                  |               |               |               |               |               |               |                |               |               |               |               | <b>875</b>    |
| <b>FOIA</b>                               | 2,119         | 2,804         | 2,152         | 2,244         | 2,258         | 1,886         | 2,446          | 2,492         | 1,776         | 2,147         | 2,294         | <b>2,698</b>  |
| <b>Hoover Blackboard</b>                  | 1,027         | 857           | 415           | 300           | 476           | 678           | 785            | 836           | 671           | 712           | 750           | <b>688</b>    |
| <b>NARAtions</b>                          | 21,739        | 11,304        | 10,524        | 9,789         | 9,776         | 10,308        | 9,884          | 8,019         | 7,540         | 8,925         | 9,231         | <b>9,561</b>  |
| <b>NDC Blog</b>                           | 1,134         | 835           | 765           | 1,018         | 1,178         | 2,628         | 97,110         | 5,552         | 2,625         | 3,823         | 3,212         | <b>3,538</b>  |
| <b>NLRR Education Blog</b>                | 158           | 130           | 53            | 104           | 53            | 227           | 193            | 173           | 99            | 97            | 150           | <b>120</b>    |
| <b>Prologue Blog</b>                      | 16,621        | 16,993        | 14,705        | 13,753        | 13,396        | 21,339        | 21,609         | 26,436        | 19,932        | 22,795        | 31,683        | <b>19,935</b> |
| <b>Records Express Blog</b>               | 2,989         | 2,679         | 2,065         | 2,490         | 5,400         | 4,060         | 3,767          | 2,471         | 2,018         | 2,948         | 2,847         | <b>14,454</b> |
| <b>The Text Message</b>                   | 5,771         | 6,736         | 5,314         | 3,724         | 6,279         | 6,221         | 6,268          | 7,047         | 5,330         | 5,513         | 5,802         | <b>5,225</b>  |
| <b>Today's Document</b>                   | 6,290         | 6,320         | 3,212         | 2,566         | 3,046         | 5,835         | 7,302          | 7,546         | 5,311         | 6,469         | 7,221         | <b>6,582</b>  |
| <b>Transforming Classification (PIDB)</b> | 331           | 260           | 227           | 220           | 214           | 200           | 275            | 358           | 1,165         | 500           | 355           | <b>594</b>    |
| <b>The Washboard</b>                      | 170           | 159           | 131           | 128           | 148           | 124           | 165            | 120           | 149           | 149           | 152           | <b>216</b>    |
| <b>MONTHLY TOTAL</b>                      | <b>62,242</b> | <b>54,213</b> | <b>45,113</b> | <b>40,980</b> | <b>80,222</b> | <b>60,195</b> | <b>156,589</b> | <b>68,064</b> | <b>51,143</b> | <b>58,879</b> | <b>67,860</b> | <b>69,495</b> |



## 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.

|                                    | Apr            | May            | Jun            | Jul            | Aug            | Sep            | Oct            | Nov            | Dec            | Jan            | Feb            | Mar            |
|------------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| <b>Acts of Congress</b>            |                |                |                |                |                |                |                |                |                |                | 36             | <b>142</b>     |
| <b>AOTUS</b>                       | 45,713         | 47,811         | 49,791         | 51,726         | 84,882         | 88,731         | 91,515         | 94,250         | 96,155         | 97,897         | 99,236         | <b>100,901</b> |
| <b>The Carter Chronicle</b>        |                |                |                |                |                |                | 74             | 752            | 1,026          | 1,525          | 2,169          | <b>2,661</b>   |
| <b>Education Updates</b>           |                |                |                |                |                |                |                |                |                |                |                | <b>422</b>     |
| <b>FOIA</b>                        | 5,649          | 6,795          | 7,581          | 8,394          | 9,132          | 9,844          | 10,842         | 11,752         | 12,426         | 13,230         | 14,160         | <b>15,205</b>  |
| <b>Hoover Blackboard</b>           | 7,326          | 7,853          | 8,104          | 8,285          | 8,509          | 8,848          | 9,313          | 9,820          | 10,238         | 10,680         | 11,134         | <b>11,602</b>  |
| <b>NARAtions</b>                   | 71,154         | 76,350         | 81,038         | 85,355         | 89,744         | 94,514         | 99,172         | 103,163        | 106,947        | 111,527        | 116,190        | <b>121,078</b> |
| <b>NDC Blog</b>                    | 5,808          | 6,120          | 6,416          | 6,742          | 7,111          | 7,992          | 69,406         | 72,593         | 74,102         | 75,868         | 77,466         | <b>79,340</b>  |
| <b>NLRR Education Blog</b>         | 1,352          | 1,432          | 1,468          | 1,508          | 1,544          | 1,724          | 1,846          | 1,947          | 2,005          | 2,065          | 2,129          | <b>2,197</b>   |
| <b>Prologue Blog</b>               | 93,445         | 101,415        | 106,939        | 113,015        | 118,956        | 128,928        | 138,749        | 153,310        | 162,926        | 174,467        | 192,548        | <b>203,059</b> |
| <b>Records Express Blog</b>        | 10,547         | 11,618         | 12,363         | 13,222         | 15,129         | 16,463         | 17,838         | 18,825         | 19,630         | 20,817         | 21,922         | <b>28,903</b>  |
| <b>The Text Message</b>            | 24,110         | 26,674         | 29,132         | 30,785         | 33,647         | 36,405         | 39,462         | 42,724         | 45,518         | 48,523         | 51,528         | <b>54,446</b>  |
| <b>Today's Document</b>            | 33,475         | 36,131         | 37,532         | 38,564         | 39,768         | 42,135         | 45,355         | 48,622         | 51,043         | 53,988         | 57,176         | <b>60,002</b>  |
| <b>Transforming Classification</b> | 2,608          | 2,738          | 2,861          | 2,971          | 3,087          | 3,196          | 3,345          | 3,521          | 3,941          | 4,211          | 4,424          | <b>4,748</b>   |
| <b>The Washboard</b>               | 132            | 210            | 279            | 344            | 420            | 483            | 547            | 607            | 681            | 756            | 835            | <b>962</b>     |
| <b>MONTHLY TOTAL</b>               | <b>301,319</b> | <b>325,147</b> | <b>343,504</b> | <b>360,911</b> | <b>411,929</b> | <b>439,263</b> | <b>527,464</b> | <b>561,886</b> | <b>586,638</b> | <b>615,554</b> | <b>650,953</b> | <b>685,668</b> |

## APPENDIX II.D: Blog Unique Viewers (Monthly)

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

|                                           | Apr           | May           | Jun           | Jul           | Aug           | Sep           | Oct           | Nov           | Dec           | Jan           | Feb           | Mar           |
|-------------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| <b>Acts of Congress</b>                   |               |               |               |               |               |               |               |               |               |               | 36            | <b>106</b>    |
| <b>AOTUS</b>                              | 3,021         | 2,098         | 1,980         | 1,935         | 33,156        | 3,849         | 2,784         | 2,735         | 1,905         | 1,742         | 1,339         | <b>1,665</b>  |
| <b>The Carter Chronicle</b>               |               |               |               |               |               |               | 74            | 678           | 274           | 499           | 644           | <b>492</b>    |
| <b>Education Updates</b>                  |               |               |               |               |               |               |               |               |               |               |               | <b>422</b>    |
| <b>FOIA</b>                               | 680           | 1,146         | 786           | 813           | 738           | 712           | 998           | 910           | 674           | 804           | 930           | <b>1,045</b>  |
| <b>Hoover Blackboard</b>                  | 667           | 527           | 251           | 181           | 224           | 339           | 465           | 507           | 418           | 442           | 454           | <b>468</b>    |
| <b>NARAtions</b>                          | 9,567         | 5,196         | 4,688         | 4,317         | 4,389         | 4,770         | 4,658         | 3,991         | 3,784         | 4,580         | 4,663         | <b>4,888</b>  |
| <b>NDC Blog</b>                           | 369           | 312           | 296           | 326           | 369           | 881           | 61,414        | 3,187         | 1,509         | 1,766         | 1,598         | <b>1,874</b>  |
| <b>NLRR Education Blog</b>                | 83            | 80            | 36            | 40            | 36            | 180           | 122           | 101           | 58            | 60            | 64            | <b>68</b>     |
| <b>Prologue Blog</b>                      | 7,535         | 7,970         | 5,524         | 6,076         | 5,941         | 9,972         | 9,821         | 14,561        | 9,616         | 11,541        | 18,081        | <b>10,511</b> |
| <b>Records Express Blog</b>               | 1,151         | 1,071         | 745           | 859           | 1,907         | 1,334         | 1,375         | 987           | 805           | 1,187         | 1,105         | <b>6,981</b>  |
| <b>The Text Message</b>                   | 2,626         | 2,564         | 2,458         | 1,653         | 2,862         | 2,758         | 3,057         | 3,262         | 2,794         | 3,005         | 3,005         | <b>2,918</b>  |
| <b>Today's Document</b>                   | 2,744         | 2,656         | 1,401         | 1,032         | 1,204         | 2,367         | 3,220         | 3,267         | 2,421         | 2,945         | 3,188         | <b>2,826</b>  |
| <b>Transforming Classification (PIDB)</b> | 153           | 130           | 123           | 110           | 116           | 109           | 149           | 176           | 420           | 270           | 213           | <b>324</b>    |
| <b>The Washboard</b>                      | 56            | 78            | 69            | 65            | 76            | 63            | 64            | 60            | 74            | 75            | 79            | <b>127</b>    |
| <b>MONTHLY TOTAL</b>                      | <b>28,652</b> | <b>23,828</b> | <b>18,357</b> | <b>17,407</b> | <b>51,018</b> | <b>27,334</b> | <b>88,201</b> | <b>34,422</b> | <b>24,752</b> | <b>28,916</b> | <b>35,399</b> | <b>34,715</b> |

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

|                                           | Apr          | May          | Jun          | Jul          | Aug          | Sep           | Oct           | Nov           | Dec           | Jan           | Feb           | Mar           |
|-------------------------------------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| <b>Acts of Congress</b>                   |              |              |              |              |              |               |               |               |               |               | 0             | <b>0</b>      |
| <b>AOTUS</b>                              | 970          | 1,663        | 1,362        | 1,509        | 1,682        | 1,804         | 1,946         | 2,132         | 1,877         | 2,061         | 2,243         | <b>2,097</b>  |
| <b>The Carter Chronicle</b>               |              |              |              |              |              |               |               |               | 866           | 1,211         | 1,692         | <b>1,374</b>  |
| <b>Education Updates</b>                  |              |              |              |              |              |               |               |               |               |               |               | <b>16</b>     |
| <b>FOIA</b>                               | 48           | 620          | 492          | 546          | 582          | 805           | 979           | 1,084         | 927           | 1,099         | 1,313         | <b>1,332</b>  |
| <b>Hoover Blackboard</b>                  | 24           | 40           | 35           | 40           | 34           | 37            | 36            | 30            | 41            | 56            | 35            | <b>46</b>     |
| <b>NARAtions</b>                          | 1,038        | 1,607        | 1,649        | 1,626        | 1,843        | 2,030         | 2,041         | 2,084         | 1,972         | 2,221         | 2,356         | <b>2,163</b>  |
| <b>NDC Blog</b>                           | 132          | 700          | 565          | 770          | 702          | 984           | 1,271         | 1,240         | 1,040         | 1,480         | 1,478         | <b>1,359</b>  |
| <b>NLRR Education Blog</b>                | 367          | 1,131        | 1,032        | 1,176        | 1,225        | 1,322         | 1,709         | 1,901         | 2,045         | 1,787         | 2,242         | <b>1,882</b>  |
| <b>Prologue Blog</b>                      | 4            | 4            | 5            | 6            | 4            | 5             | 4             | 4             | 4             | 5             | 5             | <b>4</b>      |
| <b>Records Express Blog</b>               | 212          | 750          | 628          | 745          | 808          | 1,144         | 1,406         | 1,281         | 1,144         | 1,335         | 1,959         | <b>1,501</b>  |
| <b>The Text Message</b>                   | 114          | 704          | 685          | 646          | 869          | 1,061         | 1,159         | 1,581         | 1,075         | 1,325         | 1,509         | <b>1,181</b>  |
| <b>Today's Document</b>                   | 154          | 604          | 507          | 570          | 594          | 828           | 962           | 1,048         | 937           | 1,119         | 1,361         | <b>1,128</b>  |
| <b>Transforming Classification (PIDB)</b> | 54           | 56           | 56           | 62           | 53           | 57            | 66            | 763           | 862           | 1,272         | 1,579         | <b>1,124</b>  |
| <b>The Washboard</b>                      | 19           | 16           | 16           | 23           | 17           | 19            | 26            | 695           | 855           | 1,393         | 1,668         | <b>1,407</b>  |
| <b>MONTHLY TOTAL</b>                      | <b>3,136</b> | <b>7,895</b> | <b>7,032</b> | <b>7,719</b> | <b>8,413</b> | <b>10,096</b> | <b>11,605</b> | <b>13,843</b> | <b>13,645</b> | <b>16,364</b> | <b>19,440</b> | <b>16,614</b> |

## APPENDIX IV.A: Facebook Post Views

Defined by Facebook as the number of times people (fans and non-fans) have viewed a news story feed posted by our page.

|                                      | Apr              | May              | Jun              | Jul              | Aug              | Sep              | Oct              | Nov              | Dec              | Jan              | Feb              | Mar              | Life Total        |
|--------------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------------|
| <b>Monthly Total (A+P+R)</b>         | <b>3,723,803</b> | <b>3,128,344</b> | <b>3,561,232</b> | <b>4,443,813</b> | <b>3,789,056</b> | <b>3,229,231</b> | <b>2,365,259</b> | <b>2,307,477</b> | <b>2,145,482</b> | <b>2,084,274</b> | <b>2,500,421</b> | <b>3,169,463</b> | <b>61,073,210</b> |
| <b>Agency-Wide Total</b>             | <b>1,778,817</b> | <b>1,301,443</b> | <b>2,196,067</b> | <b>2,298,602</b> | <b>2,055,575</b> | <b>1,629,905</b> | <b>1,141,635</b> | <b>1,038,163</b> | <b>950,388</b>   | <b>850,113</b>   | <b>1,118,705</b> | <b>1,273,908</b> | <b>32,903,412</b> |
| <b>US National Archives</b>          | 1,369,550        | 1,059,317        | 1,866,951        | 1,940,998        | 1,740,560        | 1,194,550        | 949,454          | 744,944          | 751,765          | 685,234          | 884,702          | 985,890          | 25,762,676        |
| <b>Afro-American History Society</b> | 2,410            | 434              | 1,550            | 1,823            | 872              | 1,032            | 1,320            | 1,661            | 1,379            | 2,033            | 1,873            | 3,135            | 26,518            |
| <b>Assembly</b>                      | 551              | 769              | 142              | 390              | 157              | 107              | 129              | 108              | 251              | 122              | 263              | 334              | 10,002            |
| <b>eStore</b>                        | 2,401            | 2,519            | 1,971            | 710              | 1,144            | 642              | 952              | 408              | 686              | 920              | 1,040            | 890              | 49,571            |
| <b>Recovery</b>                      | 16,591           | 12,238           | 13,759           | 28,027           | 12,334           | 16,719           | 11,991           | 15,318           | 7,041            | 12,451           | 13,617           | 17,044           | 568,711           |
| <b>Constitution</b>                  | 86,953           | 44,622           | 112,511          | 29,626           | 30,538           | 183,816          | 8,253            | 24,850           | 12,365           | 26,706           | 14,299           | 15,949           | 957,010           |
| <b>Federal Register</b>              | 2,401            | 2,016            | 1,851            | 3,922            | 3,137            | 10,179           | 7,408            | 4,403            | 1,555            | 1,512            | 1,971            | 5,389            | 153,801           |
| <b>Federal Records Centers</b>       | 1,098            | 1,506            | 1,423            | 1,117            | 770              | 1,363            | 2,363            | 623              | 633              | 771              | 2,149            | 2,198            | 45,640            |
| <b>Applied Research</b>              | 5,640            | 7,297            | 1,300            | 5,778            | 6,546            | 2,597            | 3,392            | 1,777            | 1,904            | 1,296            | 3,357            | 4,358            | 167,870           |
| <b>NHPRC</b>                         | 58,896           | 48,305           | 69,245           | 115,190          | 94,363           | 69,537           | 46,649           | 61,951           | 38,003           | 34,598           | 57,257           | 97,945           | 1,518,806         |
| <b>Noon Lectures</b>                 | 23,336           | 20,947           | 4,856            | 5,006            | 3,426            | 6,744            | 2,753            | 5,488            | 6,004            | 10,856           | 6,560            | 22,903           | 126,432           |
| <b>Preservation</b>                  | 48,728           | 11,625           | 18,905           | 58,491           | 51,043           | 50,427           | 16,298           | 19,446           | 38,085           | 23,829           | 14,514           | 36,896           | 597,782           |
| <b>Research Red</b>                  | 68,799           | 21,071           | 24,716           | 12,950           | 35,482           | 32,675           | 10,136           | 20,410           | 9,568            | 12,238           | 71,780           | 21,294           | 1,147,588         |
| <b>Today's Document</b>              | 91,463           | 68,777           | 62,936           | 76,083           | 58,842           | 48,975           | 36,657           | 33,308           | 40,209           | 24,332           | 32,460           | 29,326           | 1,466,937         |
| <b>NARA Students and Interns</b>     |                  |                  | 13,951           | 18,491           | 16,361           | 9,075            | 5,840            | 6,452            | 4,295            | 4,421            | 6,186            | 13,208           | 98,280            |
| <b>Electoral College</b>             |                  |                  |                  |                  |                  | 1,467            | 38,040           | 97,016           | 36,645           | 8,794            | 2,508            | 1,110            | 185,580           |

|                           |                  |                  |                  |                  |                  |                  |                |                  |                |                |                  |                  |                   |
|---------------------------|------------------|------------------|------------------|------------------|------------------|------------------|----------------|------------------|----------------|----------------|------------------|------------------|-------------------|
| <b>Education</b>          |                  |                  |                  |                  |                  |                  |                |                  |                |                | 4,169            | 16,039           | 20,208            |
|                           | <b>Apr</b>       | <b>May</b>       | <b>Jun</b>       | <b>Jul</b>       | <b>Aug</b>       | <b>Sep</b>       | <b>Oct</b>     | <b>Nov</b>       | <b>Dec</b>     | <b>Jan</b>     | <b>Feb</b>       | <b>Mar</b>       | <b>Life Total</b> |
| <b>Presidential Total</b> | <b>1,462,335</b> | <b>1,486,773</b> | <b>1,137,000</b> | <b>1,804,961</b> | <b>1,403,176</b> | <b>1,338,795</b> | <b>989,993</b> | <b>1,077,665</b> | <b>953,170</b> | <b>992,715</b> | <b>1,003,687</b> | <b>1,323,308</b> | <b>22,172,807</b> |
| <b>Bush</b>               | 235,142          | 498,875          | 232,954          | 514,779          | 223,053          | 178,927          | 142,501        | 258,992          | 214,951        | 167,632        | 96,002           | 302,611          | 4,618,125         |
| <b>George W Bush</b>      |                  |                  |                  |                  |                  |                  |                |                  |                | 54,341         | 47,040           | 58,913           | 160,294           |
| <b>Carter</b>             | 93,528           | 57,562           | 37,238           | 45,435           | 52,476           | 163,110          | 52,451         | 53,398           | 57,627         | 57,534         | 77,560           | 92,756           | 1,330,405         |
| <b>Clinton</b>            | 379,915          | 234,231          | 266,307          | 337,985          | 288,565          | 276,369          | 257,108        | 229,737          | 161,473        | 194,292        | 175,964          | 124,362          | 4,289,162         |
| <b>Eisenhower</b>         | 141,065          | 148,515          | 121,718          | 88,206           | 114,942          | 65,224           | 56,197         | 56,505           | 73,997         | 53,399         | 78,144           | 74,334           | 1,894,878         |
| <b>Ford Library</b>       | 5,062            | 3,672            | 18,277           | 3,863            | 5,703            | 3,658            | 23,162         | 20,795           | 15,120         | 15,468         | 20,045           | 33,400           | 255,194           |
| <b>Ford Museum</b>        | 42,305           | 31,602           | 40,616           | 94,983           | 76,917           | 204,976          | 69,431         | 31,301           | 41,767         | 29,982         | 26,696           | 37,673           | 844,965           |
| <b>Hoover</b>             | 24,065           | 26,783           | 15,399           | 48,862           | 55,340           | 17,837           | 18,593         | 20,040           | 13,023         | 10,885         | 24,068           | 18,942           | 534,526           |
| <b>Johnson</b>            | 99,654           | 32,712           | 50,798           | 65,577           | 55,816           | 46,069           | 44,991         | 41,513           | 64,632         | 87,389         | 96,800           | 112,018          | 1,327,375         |
| <b>Nixon</b>              | 190,570          | 193,948          | 136,801          | 188,412          | 158,981          | 127,067          | 83,088         | 146,376          | 95,577         | 121,259        | 119,370          | 210,518          | 2,313,301         |
| <b>Reagan</b>             | 16,834           | 34,414           | 33,536           | 60,149           | 82,197           | 33,783           | 43,922         | 33,811           | 32,519         | 22,698         | 31,348           | 43,776           | 572,557           |
| <b>Roosevelt</b>          | 47,083           | 43,265           | 39,636           | 56,745           | 109,658          | 48,275           | 66,275         | 45,817           | 49,183         | 67,018         | 41,039           | 93,467           | 1,029,878         |
| <b>Truman</b>             | 187,112          | 181,194          | 143,720          | 299,965          | 179,528          | 173,500          | 132,274        | 139,380          | 133,301        | 110,818        | 169,611          | 120,538          | 3,002,147         |
|                           | <b>Apr</b>       | <b>May</b>       | <b>Jun</b>       | <b>Jul</b>       | <b>Aug</b>       | <b>Sep</b>       | <b>Oct</b>     | <b>Nov</b>       | <b>Dec</b>     | <b>Jan</b>     | <b>Feb</b>       | <b>Mar</b>       | <b>Life Total</b> |
| <b>Regional Total</b>     | <b>482,651</b>   | <b>340,128</b>   | <b>228,165</b>   | <b>340,250</b>   | <b>330,305</b>   | <b>260,531</b>   | <b>233,631</b> | <b>191,649</b>   | <b>241,924</b> | <b>241,446</b> | <b>378,029</b>   | <b>572,247</b>   | <b>5,996,991</b>  |
| <b>Anchorage</b>          | 4,878            | 1,225            | 407              | 359              | 1,973            | 1,939            | 1,405          | 940              | 773            | 539            | 1,252            | 1,347            | 63,810            |
| <b>Atlanta</b>            | 38,763           | 97,145           | 34,077           | 36,183           | 63,078           | 35,196           | 23,442         | 24,760           | 41,342         | 20,224         | 27,178           | 29,272           | 838,107           |
| <b>Boston</b>             | 36,319           | 20,814           | 37,157           | 30,049           | 49,144           | 60,591           | 66,174         | 53,744           | 109,182        | 109,966        | 211,741          | 347,206          | 1,466,068         |
| <b>Chicago</b>            | 21,504           | 12,617           | 10,842           | 20,444           | 13,939           | 14,405           | 12,369         | 12,937           | 8,866          | 5,032          | 15,136           | 14,871           | 202,245           |

|                     |         |        |        |         |        |        |        |        |        |        |        |               |                  |
|---------------------|---------|--------|--------|---------|--------|--------|--------|--------|--------|--------|--------|---------------|------------------|
| <b>Denver</b>       | 2,621   | 1,024  | 4,801  | 2,239   | 16,643 | 8,080  | 3,986  | 3,375  | 2,172  | 3,910  | 3,893  | <b>2,252</b>  | <b>100,210</b>   |
| <b>Fort Worth</b>   | 47,994  | 10,426 | 10,914 | 23,936  | 36,707 | 21,089 | 16,602 | 16,316 | 11,820 | 17,545 | 18,985 | <b>33,912</b> | <b>522,756</b>   |
| <b>Kansas City</b>  | 139,771 | 62,433 | 42,245 | 134,957 | 54,142 | 38,245 | 25,909 | 39,174 | 22,829 | 37,824 | 29,130 | <b>47,309</b> | <b>1,124,727</b> |
| <b>New York</b>     | 159,139 | 95,242 | 51,649 | 23,976  | 33,397 | 29,180 | 16,859 | 9,621  | 5,652  | 9,098  | 40,293 | <b>41,742</b> | <b>797,735</b>   |
| <b>Philadelphia</b> | 5,651   | 6,832  | 15,001 | 25,033  | 34,277 | 32,847 | 51,175 | 16,151 | 11,735 | 22,713 | 13,873 | <b>28,329</b> | <b>344,334</b>   |
| <b>Riverside</b>    | 10,622  | 20,620 | 2,856  | 14,758  | 10,501 | 6,511  | 2,348  | 4,012  | 3,153  | 2,735  | 1,743  | <b>3,207</b>  | <b>161,891</b>   |
| <b>Seattle</b>      | 9,623   | 6,992  | 4,818  | 6,670   | 11,303 | 8,084  | 7,971  | 4,442  | 14,733 | 6,148  | 10,595 | <b>11,361</b> | <b>184,254</b>   |
| <b>St. Louis</b>    | 5,766   | 4,758  | 13,398 | 21,646  | 5,201  | 4,364  | 5,391  | 6,177  | 9,667  | 5,712  | 4,210  | <b>11,439</b> | <b>190,854</b>   |

## 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).

|                                      | Apr            | May            | June           | July           | Aug            | Sep            | Oct            | Nov            | Dec            | Jan            | Feb            | Mar            |
|--------------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| <b>Monthly Total (A+P+R)</b>         | <b>486,618</b> | <b>434,658</b> | <b>607,708</b> | <b>867,555</b> | <b>722,772</b> | <b>634,777</b> | <b>327,412</b> | <b>416,225</b> | <b>411,463</b> | <b>380,236</b> | <b>517,285</b> | <b>817,338</b> |
| <b>Agency-Wide Total</b>             | <b>195,466</b> | <b>143,661</b> | <b>369,863</b> | <b>423,124</b> | <b>350,129</b> | <b>286,299</b> | <b>98,032</b>  | <b>178,515</b> | <b>163,952</b> | <b>158,892</b> | <b>228,919</b> | <b>298,853</b> |
| <b>US National Archives</b>          | 126,835        | 107,197        | 315,580        | 357,584        | 292,808        | 202,557        | 70,195         | 130,355        | 130,688        | 124,431        | 168,264        | <b>224,754</b> |
| <b>Afro-American History Society</b> | 647            | 152            | 427            | 559            | 246            | 291            | 288            | 309            | 356            | 478            | 425            | <b>843</b>     |
| <b>Assembly</b>                      | 93             | 128            | 22             | 103            | 47             | 29             | 26             | 21             | 73             | 36             | 44             | <b>102</b>     |
| <b>eStore</b>                        | 395            | 470            | 357            | 128            | 266            | 141            | 84             | 103            | 97             | 107            | 142            | <b>35</b>      |
| <b>Recovery</b>                      | 2,725          | 2,527          | 1,991          | 9,086          | 2,346          | 2,539          | 2,348          | 2,238          | 1,458          | 1,693          | 2,240          | <b>3,585</b>   |
| <b>Constitution</b>                  | 19,782         | 9,917          | 29,540         | 7,630          | 8,170          | 46,909         | 1,684          | 6,589          | 2,716          | 6,825          | 4,411          | <b>5,721</b>   |
| <b>Federal Register</b>              | 402            | 442            | 462            | 491            | 501            | 2,692          | 1,597          | 570            | 394            | 233            | 426            | <b>1,199</b>   |

|                                  |                |                |                |                |                |                |                |                |                |                |                |                |
|----------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| <b>Federal Records Centers</b>   | 287            | 291            | 248            | 378            | 243            | 218            | 236            | 64             | 178            | 138            | 287            | <b>283</b>     |
| <b>Applied Research</b>          | 904            | 1,182          | 328            | 917            | 590            | 435            | 420            | 192            | 326            | 268            | 482            | <b>584</b>     |
| <b>NHPRC</b>                     | 8,165          | 6,002          | 8,208          | 19,836         | 17,557         | 12,236         | 9,146          | 13,604         | 6,704          | 7,223          | 15,152         | <b>27,761</b>  |
| <b>Noon Lectures</b>             | 7,676          | 6,848          | 752            | 546            | 616            | 1,885          | 197            | 759            | 1,350          | 3,799          | 1,268          | <b>9,100</b>   |
| <b>Preservation</b>              | 12,596         | 2,961          | 2,644          | 15,219         | 12,311         | 3,724          | 2,463          | 3,729          | 10,279         | 5,880          | 2,864          | <b>7,662</b>   |
| <b>Research Red</b>              | 11,696         | 3,290          | 4,298          | 3,046          | 7,294          | 5,127          | 1,729          | 4,676          | 1,881          | 2,992          | 27,654         | <b>5,256</b>   |
| <b>Today's Document</b>          | 3,263          | 2,254          | 2,254          | 3,483          | 3,791          | 3,081          | 1,518          | 1,322          | 3,604          | 2,303          | 2,871          | <b>4,383</b>   |
| <b>NARA Students and Interns</b> |                |                | 2,752          | 4,118          | 3,343          | 1,031          | 631            | 591            | 584            | 655            | 860            | <b>3,838</b>   |
| <b>Electoral College</b>         |                |                |                |                |                | 3,404          | 5,470          | 13,393         | 3,264          | 1,831          | 470            | <b>221</b>     |
| <b>Education</b>                 |                |                |                |                |                |                |                |                |                |                | 1,059          | <b>3,526</b>   |
|                                  | <b>Apr</b>     | <b>May</b>     | <b>June</b>    | <b>July</b>    | <b>Aug</b>     | <b>Sep</b>     | <b>Oct</b>     | <b>Nov</b>     | <b>Dec</b>     | <b>Jan</b>     | <b>Feb</b>     | <b>Mar</b>     |
| <b>Presidential Total</b>        | <b>232,718</b> | <b>234,885</b> | <b>205,516</b> | <b>379,363</b> | <b>311,670</b> | <b>306,678</b> | <b>193,188</b> | <b>207,195</b> | <b>202,321</b> | <b>182,184</b> | <b>219,740</b> | <b>396,564</b> |
| <b>Bush</b>                      | 41,336         | 70,288         | 48,668         | 105,050        | 40,768         | 44,225         | 28,209         | 56,347         | 64,864         | 37,175         | 28,951         | <b>87,442</b>  |
| <b>George W Bush</b>             |                |                |                |                |                |                |                |                |                | 9,602          | 5,604          | <b>7,352</b>   |
| <b>Carter</b>                    | 12,441         | 8,119          | 5,166          | 9,026          | 10,836         | 48,163         | 10,848         | 9,873          | 10,686         | 9,629          | 17,131         | <b>24,640</b>  |
| <b>Clinton</b>                   | 34,770         | 27,088         | 30,575         | 59,004         | 44,886         | 31,389         | 33,836         | 21,729         | 15,318         | 16,448         | 22,887         | <b>36,419</b>  |
| <b>Eisenhower</b>                | 14,616         | 24,168         | 18,434         | 18,886         | 22,652         | 12,197         | 15,169         | 9,432          | 17,836         | 9,724          | 15,110         | <b>18,175</b>  |
| <b>Ford Library</b>              | 1,278          | 922            | 5,135          | 1,184          | 1,683          | 1,055          | 4,408          | 4,008          | 2,581          | 2,573          | 4,302          | <b>10,980</b>  |
| <b>Ford Museum</b>               | 13,790         | 9,956          | 11,704         | 28,965         | 25,979         | 67,469         | 24,276         | 10,338         | 14,312         | 8,150          | 9,234          | <b>16,750</b>  |
| <b>Hoover</b>                    | 4,530          | 3,697          | 3,558          | 10,332         | 13,837         | 4,604          | 4,792          | 4,874          | 2,675          | 3,162          | 7,329          | <b>5,462</b>   |
| <b>Johnson</b>                   | 20,996         | 8,464          | 11,339         | 13,130         | 13,731         | 9,350          | 10,195         | 8,195          | 12,833         | 21,443         | 26,780         | <b>43,797</b>  |

|                       |               |               |               |               |               |               |               |               |               |               |               |                |
|-----------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|
| <b>Nixon</b>          | 44,314        | 39,504        | 31,634        | 47,509        | 41,139        | 32,729        | 21,524        | 41,885        | 25,248        | 30,300        | 34,475        | <b>76,899</b>  |
| <b>Reagan</b>         | 2,588         | 7,635         | 5,926         | 9,893         | 22,291        | 6,733         | 7,129         | 4,685         | 5,171         | 4,295         | 6,707         | <b>8,722</b>   |
| <b>Roosevelt</b>      | 10,203        | 8,916         | 8,709         | 15,426        | 35,592        | 13,130        | 13,886        | 10,239        | 10,097        | 14,317        | 8,866         | <b>30,417</b>  |
| <b>Truman</b>         | 31,856        | 26,128        | 24,668        | 60,958        | 38,276        | 35,634        | 18,916        | 25,590        | 20,700        | 15,366        | 32,364        | <b>29,509</b>  |
|                       | <b>Apr</b>    | <b>May</b>    | <b>June</b>   | <b>July</b>   | <b>Aug</b>    | <b>Sep</b>    | <b>Oct</b>    | <b>Nov</b>    | <b>Dec</b>    | <b>Jan</b>    | <b>Feb</b>    | <b>Mar</b>     |
| <b>Regional Total</b> | <b>58,434</b> | <b>56,112</b> | <b>32,329</b> | <b>65,068</b> | <b>60,973</b> | <b>41,800</b> | <b>36,192</b> | <b>30,515</b> | <b>45,190</b> | <b>39,160</b> | <b>68,626</b> | <b>121,921</b> |
| <b>Anchorage</b>      | 760           | 221           | 66            | 104           | 471           | 223           | 188           | 158           | 151           | 151           | 211           | <b>320</b>     |
| <b>Atlanta</b>        | 7,077         | 17,660        | 7,650         | 6,874         | 15,215        | 7,442         | 4,776         | 4,602         | 8,558         | 4,717         | 7,024         | <b>6,588</b>   |
| <b>Boston</b>         | 4,146         | 2,336         | 4,279         | 5,213         | 7,911         | 9,808         | 10,349        | 9,023         | 22,641        | 16,976        | 34,826        | <b>71,509</b>  |
| <b>Chicago</b>        | 2,876         | 2,114         | 2,057         | 3,475         | 2,624         | 2,843         | 1,815         | 2,307         | 1,272         | 842           | 3,717         | <b>3,856</b>   |
| <b>Denver</b>         | 587           | 269           | 881           | 658           | 4,715         | 1,051         | 734           | 610           | 391           | 599           | 739           | <b>511</b>     |
| <b>Fort Worth</b>     | 5,466         | 1,400         | 1,693         | 3,912         | 6,580         | 5,276         | 2,022         | 1,746         | 1,415         | 2,164         | 3,056         | <b>8,365</b>   |
| <b>Kansas City</b>    | 5,873         | 11,715        | 5,217         | 28,846        | 7,539         | 3,846         | 2,892         | 6,649         | 3,322         | 8,309         | 5,064         | <b>10,480</b>  |
| <b>New York</b>       | 26,346        | 12,929        | 6,159         | 3,507         | 7,874         | 5,758         | 4,546         | 1,872         | 789           | 1,611         | 10,120        | <b>13,300</b>  |
| <b>Philadelphia</b>   | 917           | 1,075         | 984           | 2,131         | 2,208         | 2,378         | 6,755         | 899           | 900           | 1,566         | 1,009         | <b>1,461</b>   |
| <b>Riverside</b>      | 2,299         | 4,730         | 520           | 2,083         | 1,467         | 612           | 227           | 486           | 459           | 276           | 255           | <b>594</b>     |
| <b>Seattle</b>        | 1,176         | 860           | 738           | 1,523         | 3,644         | 1,845         | 1,075         | 459           | 2,326         | 676           | 1,764         | <b>1,948</b>   |
| <b>St. Louis</b>      | 911           | 803           | 2,085         | 6,742         | 725           | 718           | 813           | 1,704         | 2,966         | 1,273         | 841           | <b>2,989</b>   |



## APPENDIX V: Twitter Followers (Cumulative)

|                        | Apr    | May    | Jun    | Jul    | Aug    | Sep    | Oct    | Nov    | Dec    | Jan    | Feb    | Mar           |
|------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------------|
| <b>archivesnews</b>    | 14,189 | 14,921 | 15,601 | 16,201 | 16,976 | 17,537 | 18,360 | 18,946 | 19,372 | 19,663 | 19,979 | <b>20,921</b> |
| <b>archivespres</b>    |        |        |        |        |        |        | 977    | 1,040  | 1,125  | 1,207  | 1,285  | <b>1,425</b>  |
| <b>bushlibrary</b>     | 4,181  | 4,753  | 5,251  | 5,478  | 5,709  | 5,893  | 6,151  | 6,410  | 6,725  | 6,987  | 7,202  | <b>7,366</b>  |
| <b>dferriero</b>       | 1,619  | 1,662  | 1,700  | 1,766  | 1,839  | 1,886  | 1,940  | 1,981  | 2,023  | 2,054  | 2,079  | <b>2,128</b>  |
| <b>DocsTeach</b>       | 1,112  | 1,170  | 1,256  | 1,357  | 1,464  | 1,548  | 1,633  | 1,714  | 1,804  | 1,906  | 1,990  | <b>2,095</b>  |
| <b>EisenhowerNews</b>  | 1,206  | 1,306  | 1,400  | 1,475  | 1,546  | 1,624  | 1,715  | 1,793  | 1,922  | 2,031  | 2,159  | <b>2,285</b>  |
| <b>FDRLibrary</b>      | 680    | 767    | 853    | 917    | 1,000  | 1,080  | 1,174  | 1,267  | 1,366  | 1,476  | 1,600  | <b>1,720</b>  |
| <b>FedRegister</b>     | 2,819  | 2,965  | 3,141  | 3,277  | 3,514  | 3,656  | 3,862  | 4,007  | 4,205  | 4,390  | 4,583  | <b>4,848</b>  |
| <b>Kennedy</b>         | 14,662 | 14,830 | 14,971 | 15,039 | 15,248 | 15,340 | 16,233 | 16,394 | 16,515 | 16,700 | 16,825 | <b>16,949</b> |
| <b>LBJLibrary</b>      | 1,420  | 1,519  | 1,794  | 1,886  | 1,995  | 2,088  | 2,216  | 2,347  | 2,487  | 2,651  | 2,829  | <b>2,989</b>  |
| <b>NARA_ RecMgmt</b>   | 1,863  | 1,995  | 2,159  | 2,276  | 2,418  | 2,527  | 2,628  | 2,736  | 2,868  | 2,965  | 3,038  | <b>3,165</b>  |
| <b>NARAFRC</b>         | 195    | 200    | 209    | 220    | 223    | 226    | 234    | 239    | 253    | 258    | 258    | <b>264</b>    |
| <b>Todays Document</b> | 2,665  | 2,973  | 3,202  | 3,407  | 3,629  | 3,816  | 4,008  | 4,216  | 4,535  | 4,780  | 5,094  | <b>5,453</b>  |
| <b>USNatArchives</b>   | 5,858  | 6,642  | 7,495  | 8,193  | 9,111  | 9,944  | 10,903 | 11,775 | 12,930 | 14,486 | 15,832 | <b>17,089</b> |
| <b>WJCLibrary</b>      | 1,024  | 1,135  | 1,258  | 1,351  | 1,494  | 1,726  | 1,998  | 2,456  | 2,892  | 3,273  | 3,581  | <b>3,899</b>  |

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

|                        | Apr    | May    | Jun   | Jul   | Aug   | Sep    | Oct    | Nov    | Dec    | Jan    | Feb   | Mar          |
|------------------------|--------|--------|-------|-------|-------|--------|--------|--------|--------|--------|-------|--------------|
| <b>Page Views</b>      | 11,990 | 10,019 | 8,448 | 8,146 | 6,917 | 18,231 | 13,906 | 11,532 | 10,412 | 15,334 | 8,315 | <b>6,733</b> |
| <b>Track Downloads</b> | 6,499  | 5,471  | 6,008 | 6,519 | 6,283 | 7,793  | 8,055  | 7,817  | 6,230  | 8,533  | 5,295 | <b>5,088</b> |
| <b>Subscriptions</b>   | 1,034  | 1,424  | 1,174 | 1,130 | 895   | 3,260  | 2,449  | 1,815  | 1,711  | 2,022  | 1,105 | <b>971</b>   |

## APPENDIX VII: Google+ Followers

|                             | Apr | May | Jun | Jul | Aug | Sep | Oct   | Nov    | Dec    | Jan    | Feb    | Mar           |
|-----------------------------|-----|-----|-----|-----|-----|-----|-------|--------|--------|--------|--------|---------------|
| <b>Monthly Followers</b>    |     |     |     |     |     |     | 3,101 | 9,204  | 13,333 | 12,105 | 11,538 | <b>17,601</b> |
| <b>Cumulative Followers</b> |     |     |     |     |     |     | 3,101 | 12,305 | 25,638 | 37,743 | 49,281 | <b>66,882</b> |

## APPENDIX VIII: Pinterest Followers

|                             | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar          |
|-----------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------------|
| <b>US National Archives</b> |     |     |     |     |     |     |     |     |     | 444 | 725 | <b>1,197</b> |
| <b>Our Presidents</b>       |     |     |     |     |     |     |     |     |     | 56  | 92  | <b>121</b>   |