

SOCIAL MEDIA HIGHLIGHTS

- **NARA PARTICIPATES IN THE HISTORYPIN PROJECT “HURRICANE SANDY: RECORD, REMEMBER, REBUILD” WITH SELECT DOCUMERICA PHOTOGRAPHS.**
- **TODAY’S DOCUMENT ON TUMBLR SURPASSES 100,000 FOLLOWERS.**
- **“HOW TO SUCCEED WITH BRUNETTES” VIDEO WAS PICKED UP BY THE NEW YORK DAILY NEWS AND RECEIVES OVER 26,000 VIEWS ON YOUTUBE.**

MAY 2013 OVERVIEW

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	56,899 Views	30,041 Visitors
Tumblr Blogs	57,775 Views	24, 013 Visitors
Facebook	3,266,409 Impressions	943,001 Reach
National Archives YouTube Channel	77,619 Views	6,580 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	411,914 Views	5,775 Total Contacts
Our Archives Wiki	32,890 Views	395 Editors
Twitter (all NARA feeds)	--	127,829 Followers
FourSquare	45,015 Check-ins	20,952 Followers
iTunes U	4,263 Views	30,101 Subscribers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2013 Views (To Date)	FY 2012 Views
Archives.gov Blogs	588,899	1,251,254
Tumblr Blogs	384,171	940,954
Facebook	24,768,838	30,915,082
National Archives YouTube Channel	628,647	919,193
Flickr (USNatArchives & ArchivesNews)	4,129,942	4,837,696
Our Archives Wiki	170,379	188,414

EXTERNAL BLOGS AND TUMBLOGS

- | | | |
|---|--|---|
| 1. AOTUS | 9. The Text Message | 17. Prologue |
| 2. AOTUS Tumblr | 10. TumblrWeed Times | 18. Media Matters |
| 3. The Carter Chronicle | 11. Today's Document Tumblr | 19. Our Presidents Tumblr |
| 4. Exhibits Tumblr | 12. Transforming Classification (PIDB) | 20. Congress in the Archives Tumblr |
| 5. FOIA Ombudsman | 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. Acts of Congress |
| 8. Records Express | 16. NARA Tumblr | 24. Education Updates |
| | | 25. FDR Tumblr |

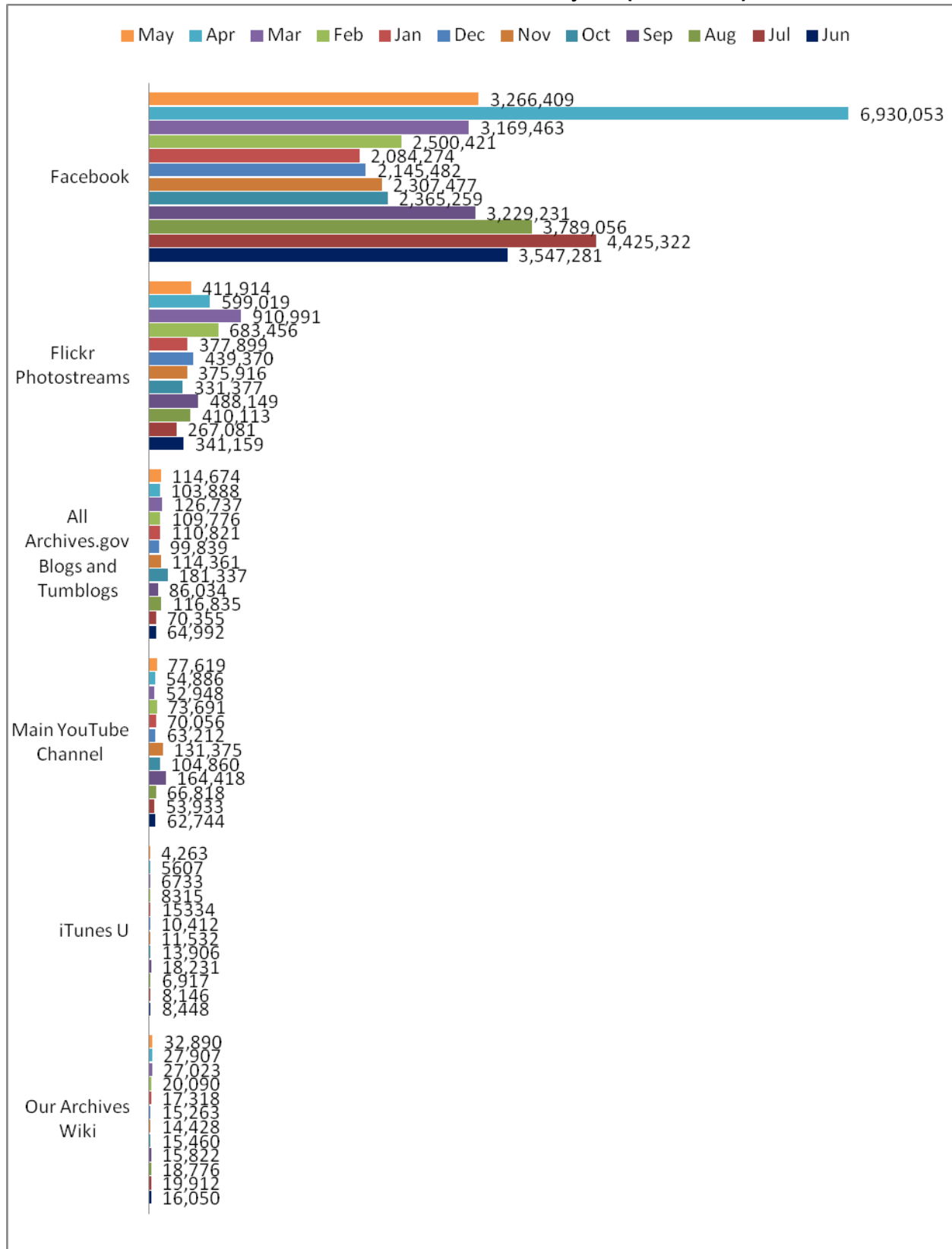
INTERNAL (NARA@WORK) BLOGS

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

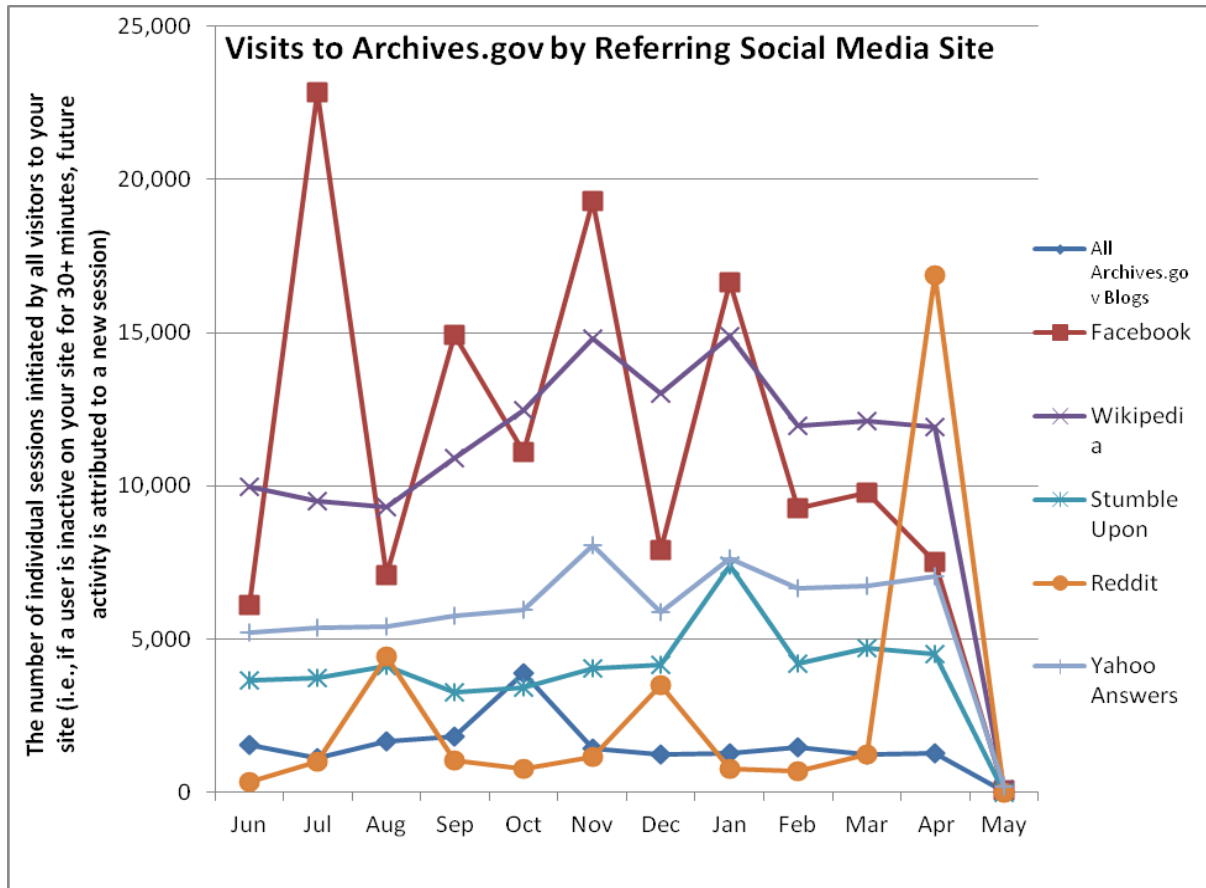
SOCIAL MEDIA TOOLBOX (Tools currently in use)

- | | | |
|--|---|--|
| <ul style="list-style-type: none"> • Blogs (Wordpress) • Dipity • Facebook • Flickr • Foursquare • GitHub • Google+ | <ul style="list-style-type: none"> • HistoryPin • HootSuite • IdeaScale • iTunes U • Pinterest • RSS Feeds • Scribd (Document sharing) | <ul style="list-style-type: none"> • Storify • Tumblr • Twitter • Ustream • Wikispaces • YouTube |
|--|---|--|

Views: on External Social Media Projects (Per Month)



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



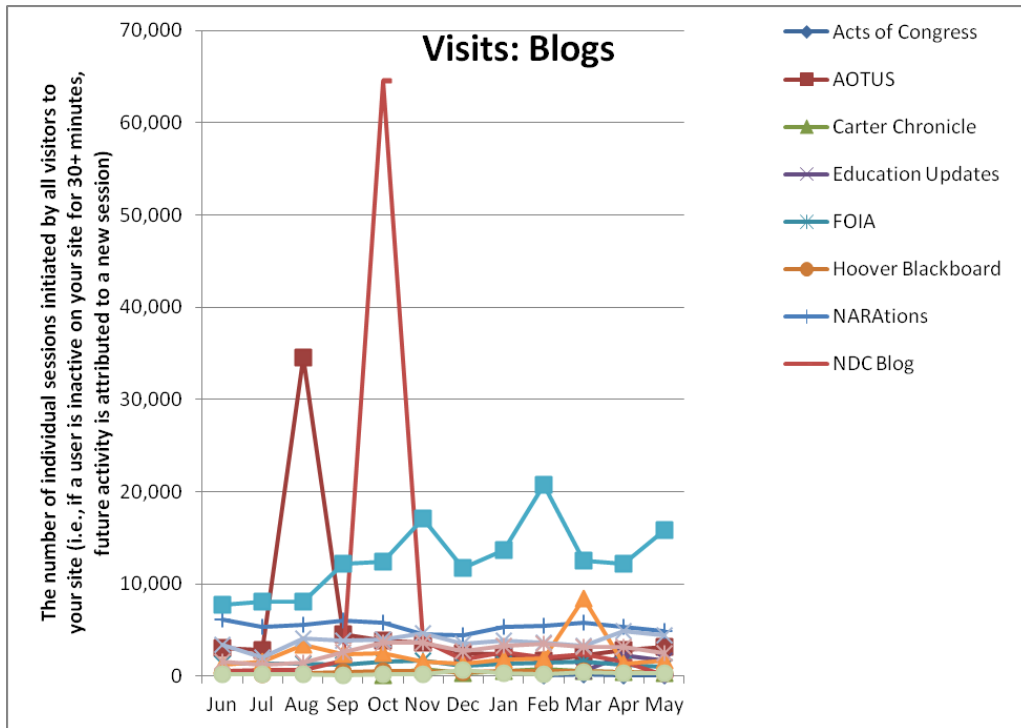
New External Social Media Projects

May Projects

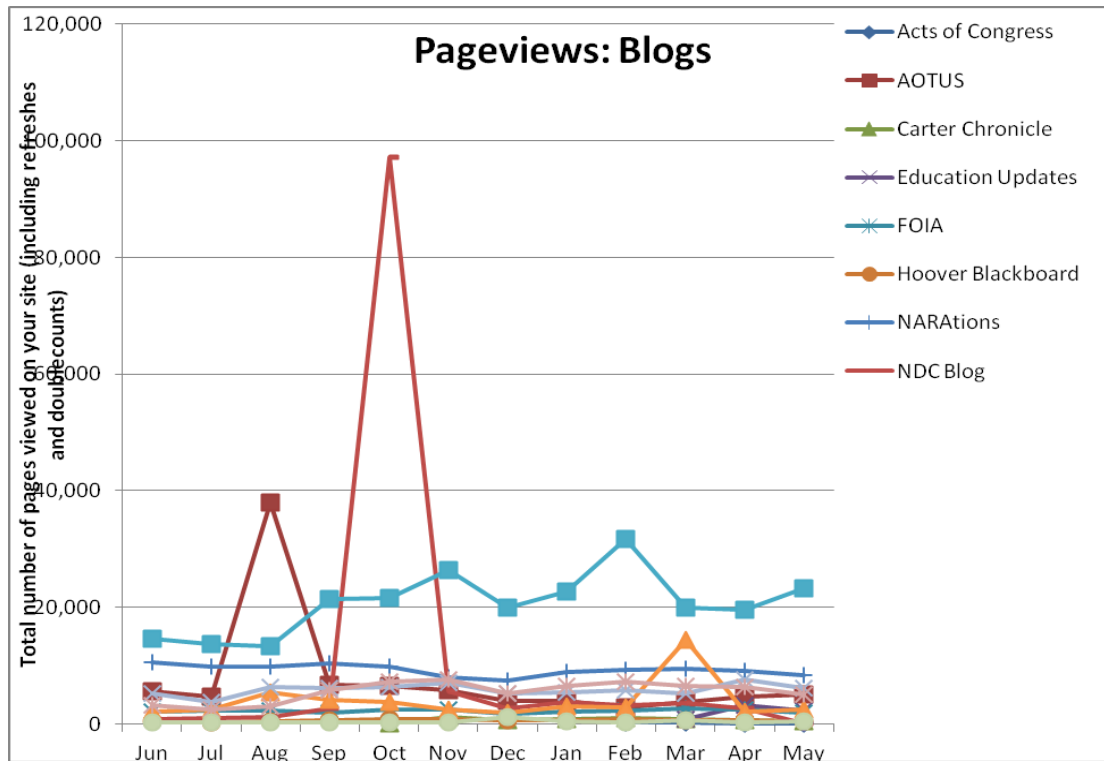
	Dipity	Facebook	Flickr	Twitter	Wiki	Tumblr	Blog	YouTube
June								
July		1			1	1		
August								
September					1		1	
October		1		1			1	
November								
December								
January		1		1	1		1	
February		1					1	
March								
April				1		1		
May	1					1		

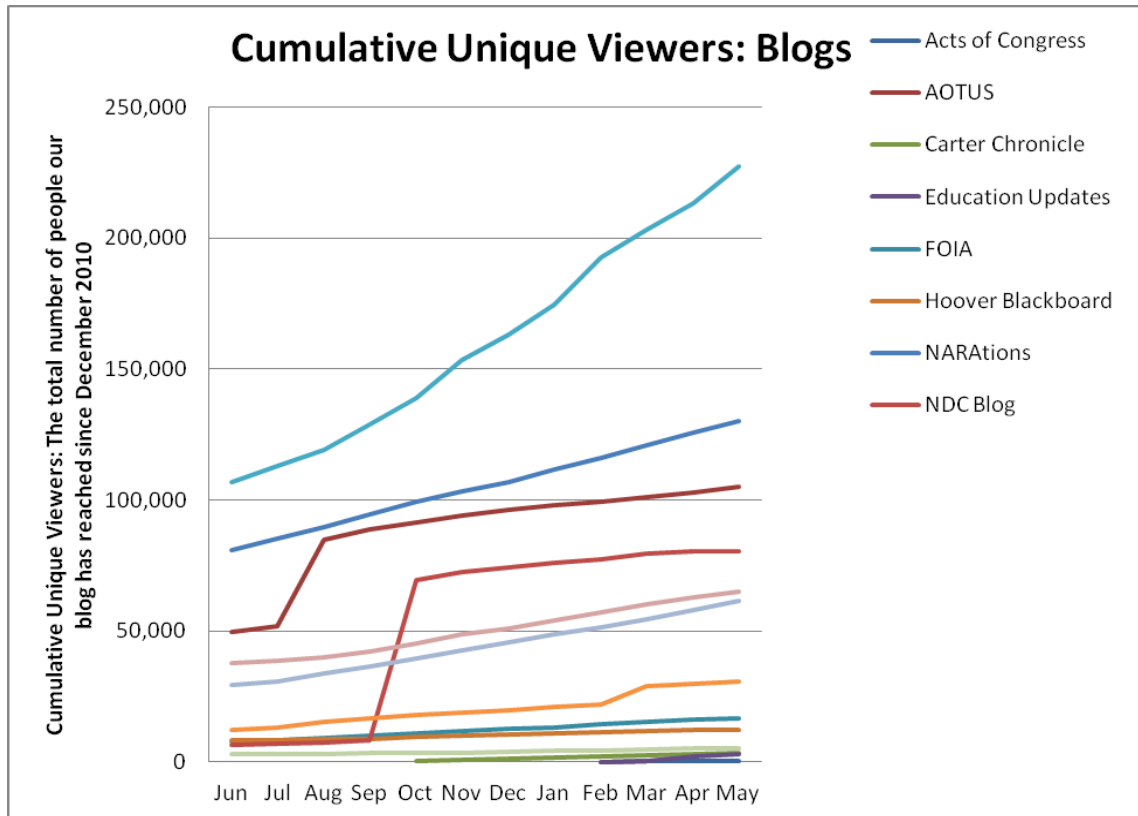
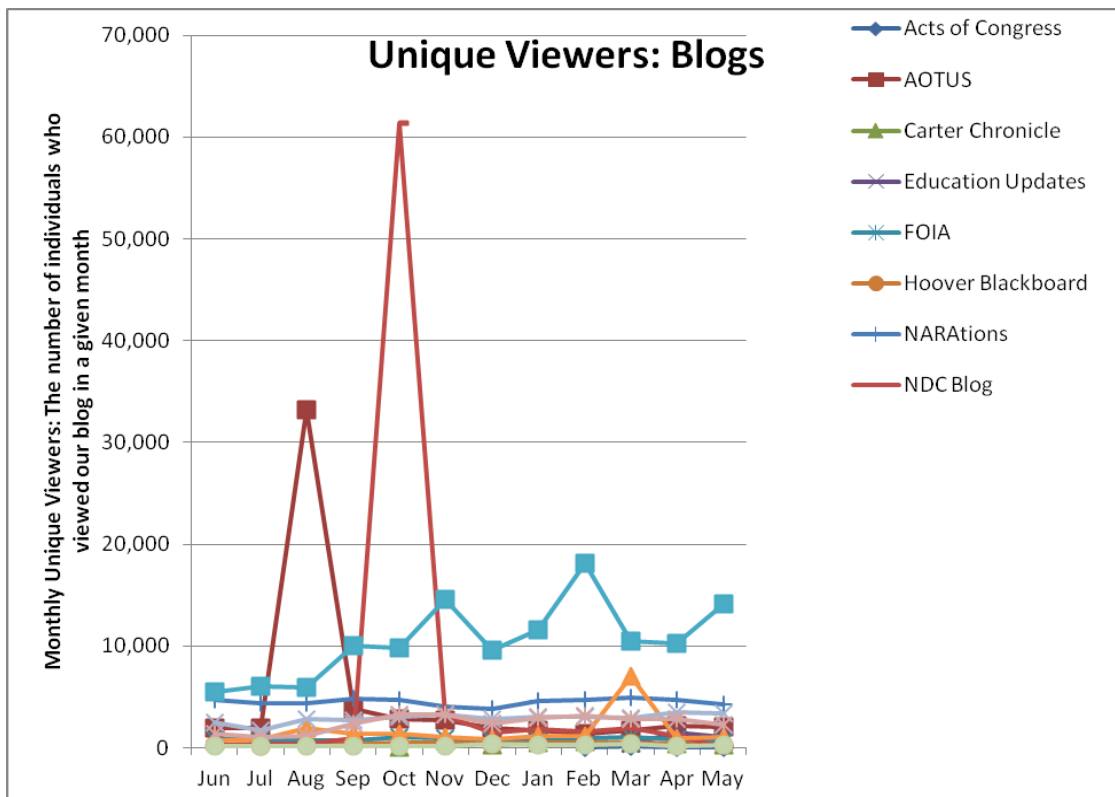
Social Media Tools: Detail View – Blogs (Archives.gov)

Blog Visits (Source: Appendix II.A)

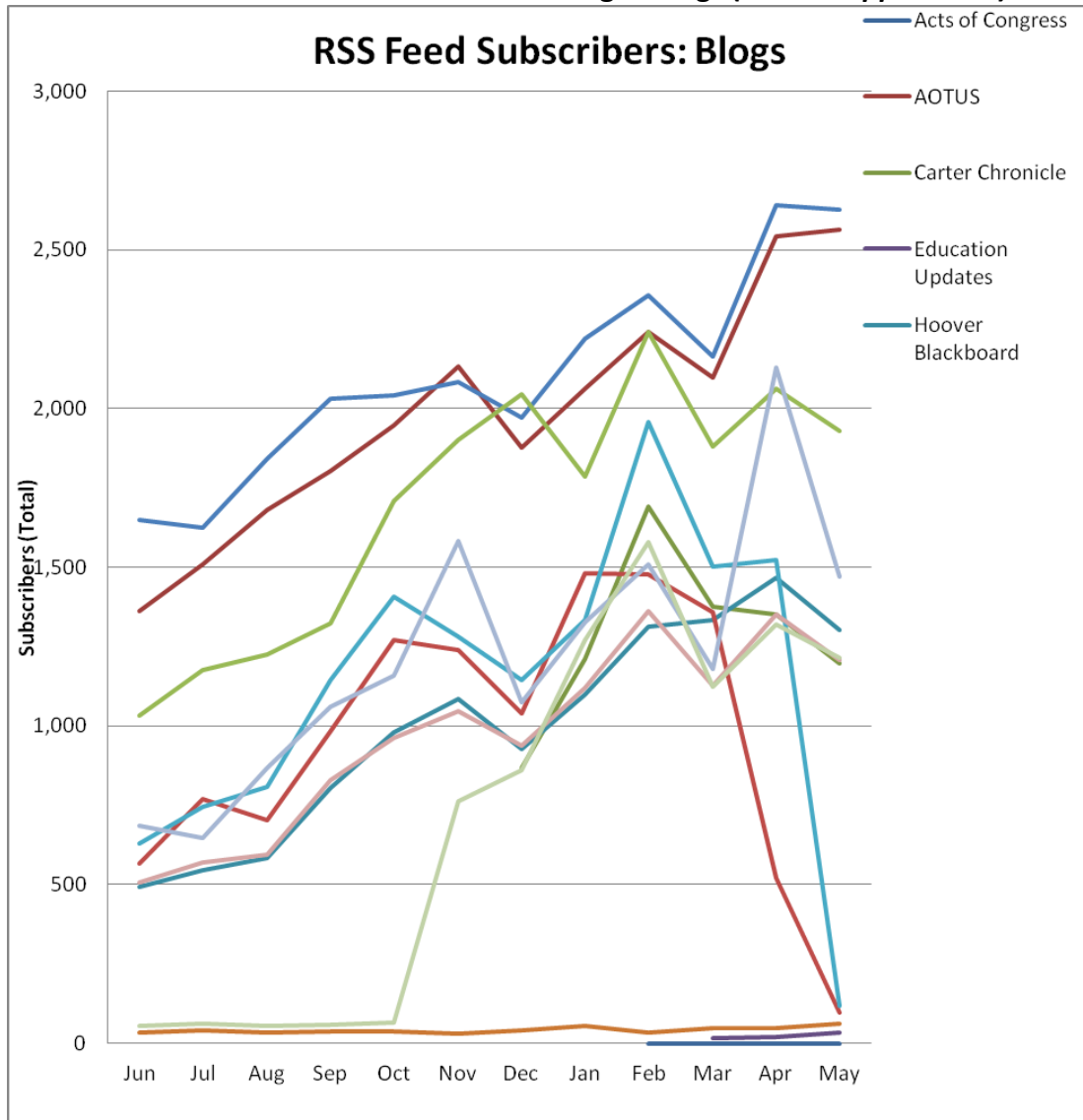


Blog Pageviews (Source: Appendix II.B)



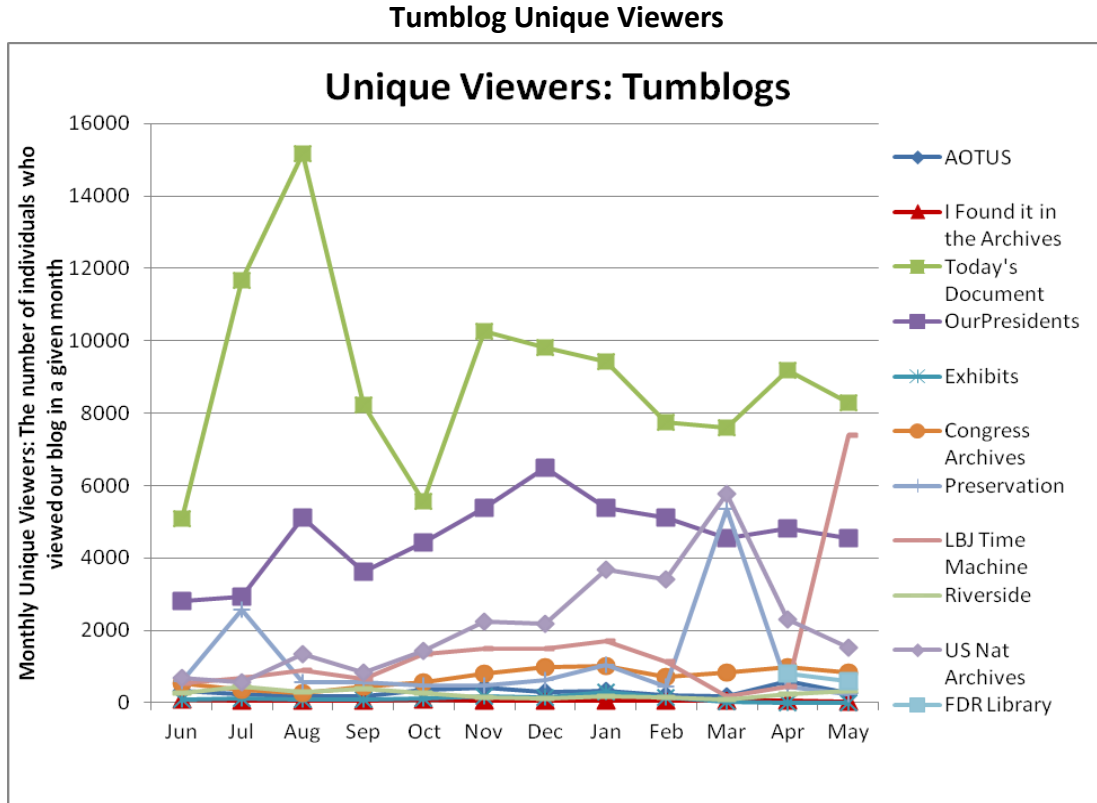
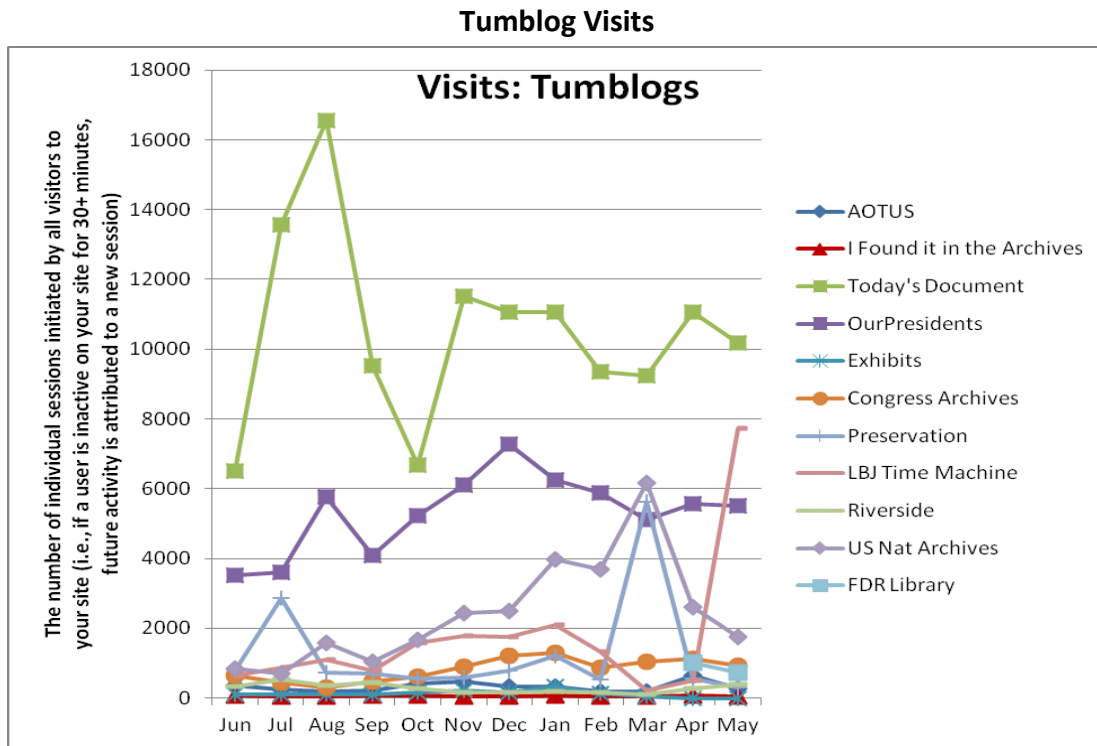
Blog Cumulative Unique Viewers (Source: Appendix II.C)**Blog Unique Viewers by Month (Source: Appendix II.D)**

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

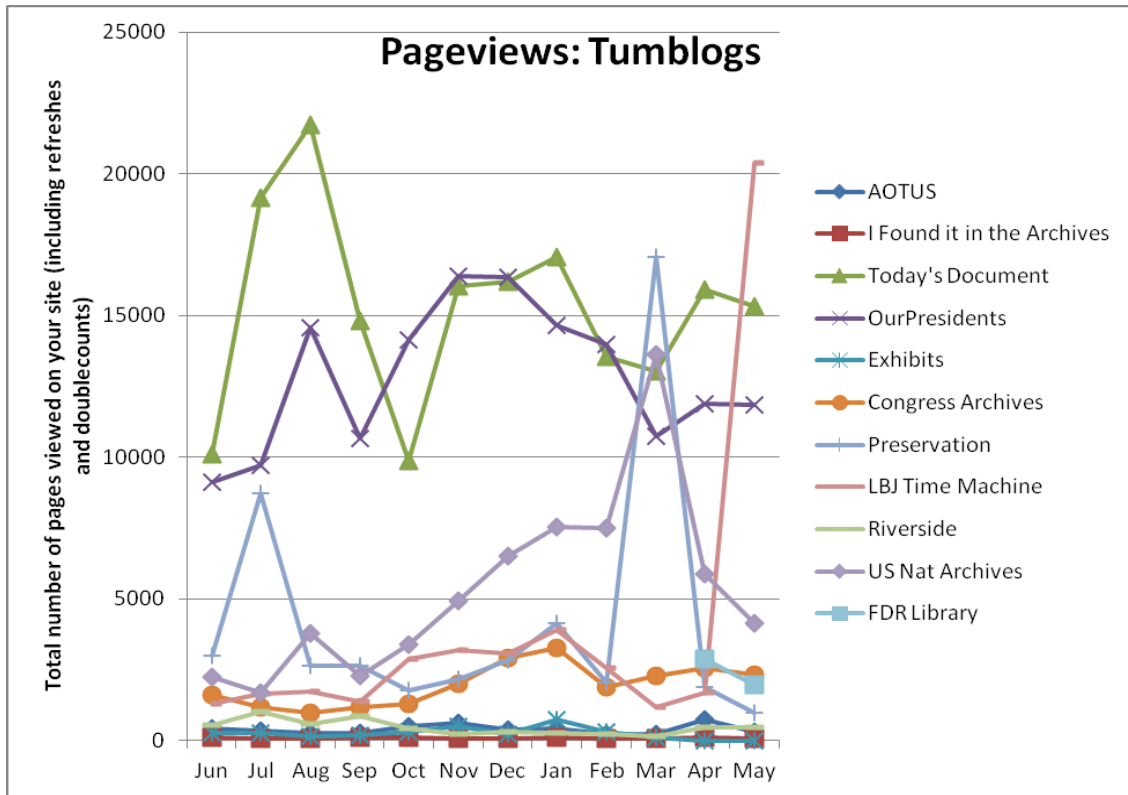


Top 5 Most Viewed Blog Posts in May

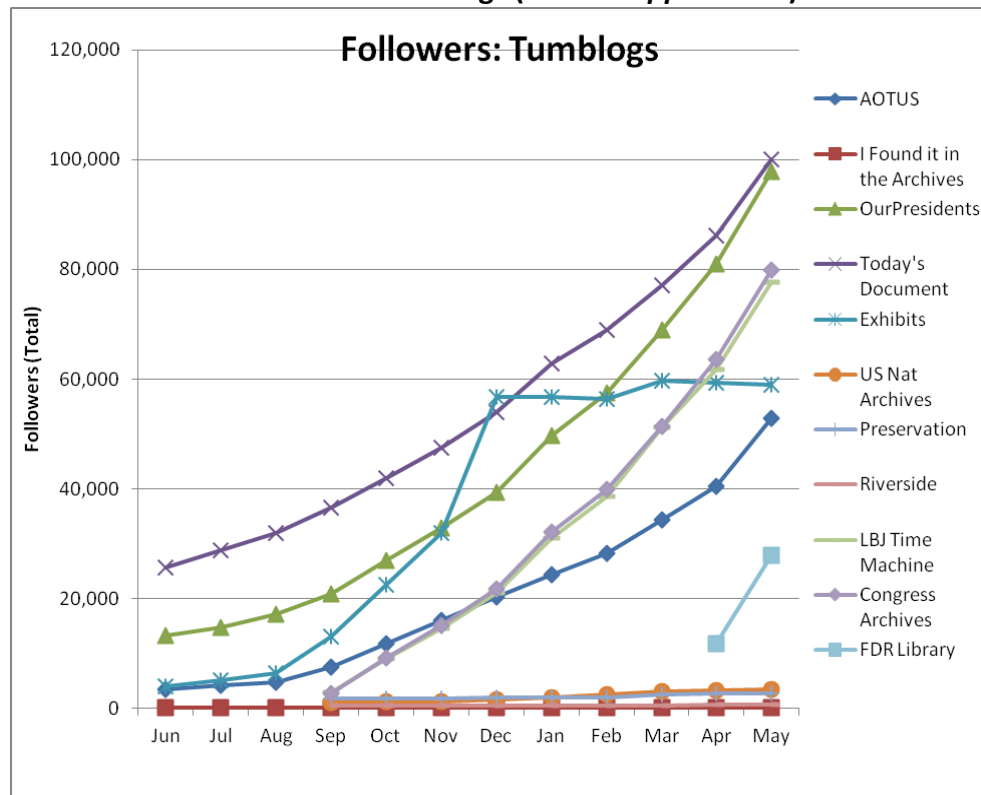
Blog	Pageviews	Post Title
Prologue	6,449	Teddy Roosevelt and Abraham Lincoln in the same photo
Media Matters	1,375	Don't Shut Your Date in the Door: Military Dating Dos and Don'ts
Prologue	768	The 150th Anniversary of the United States Colored Troops
Prologue	608	It's why I do what I do
AOTUS	457	Round Two of US-Canadian Rivalry

Social Media Tools: Detail View – *Tumblogs*

Tumblr Pageviews

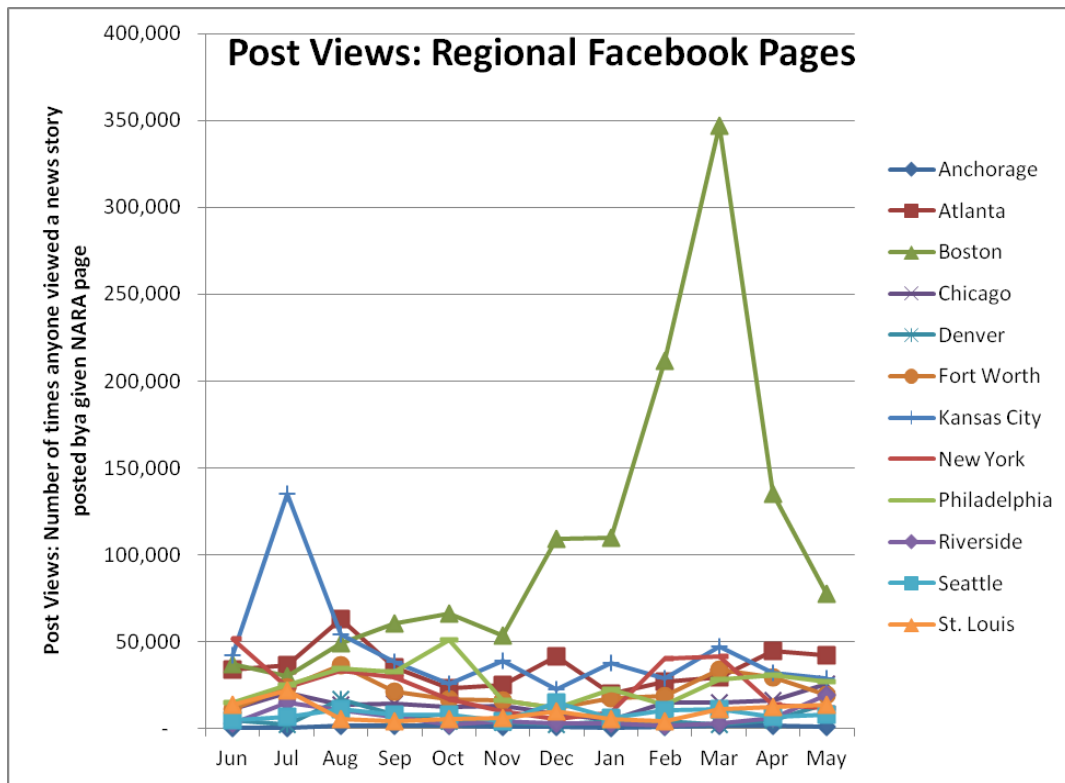


Followers on Tumblogs (Source: Appendix IV)

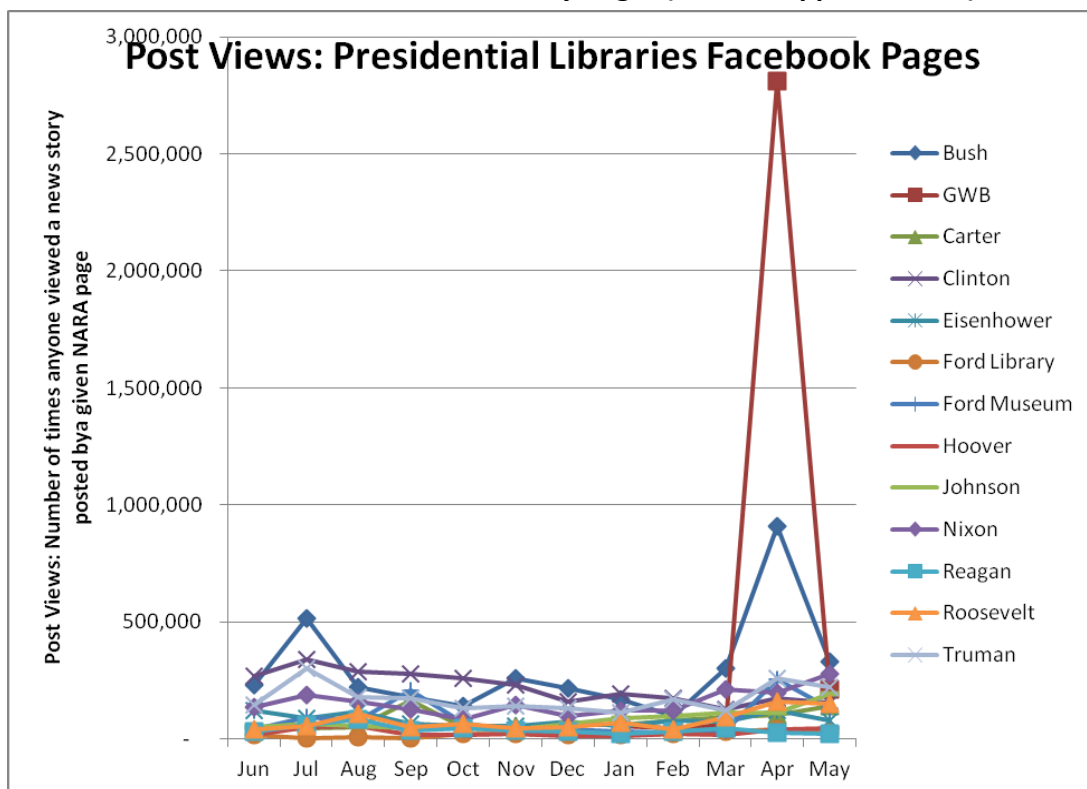


Social Media Tools: Detail View – Facebook

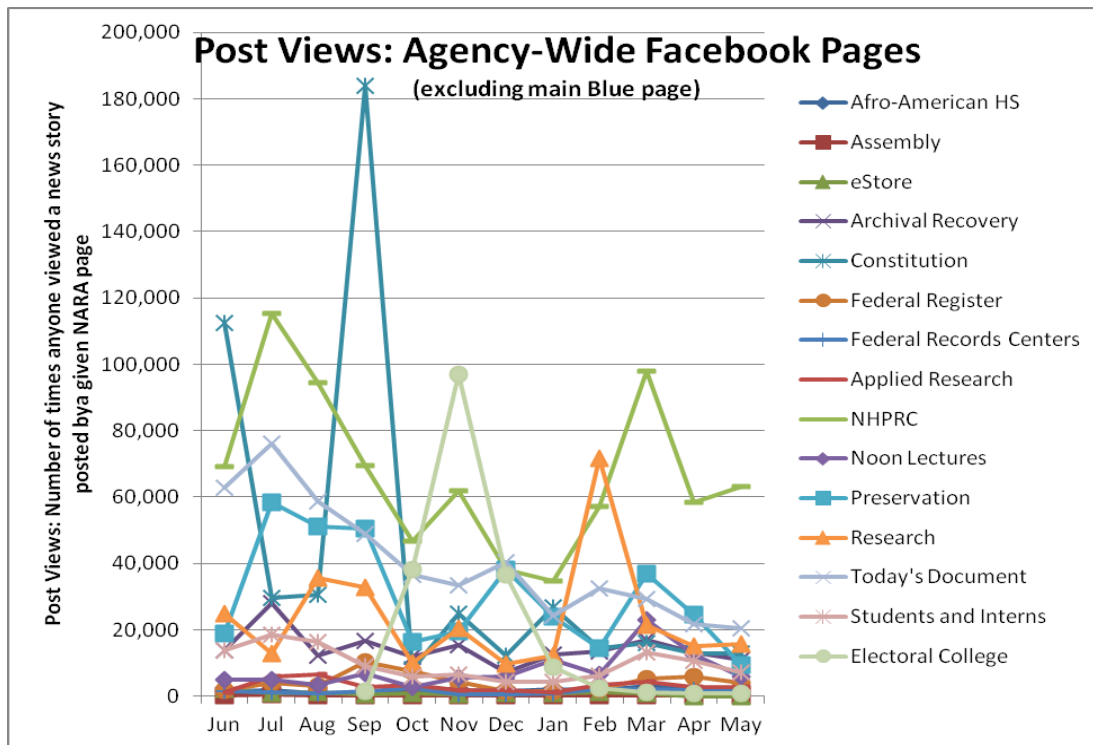
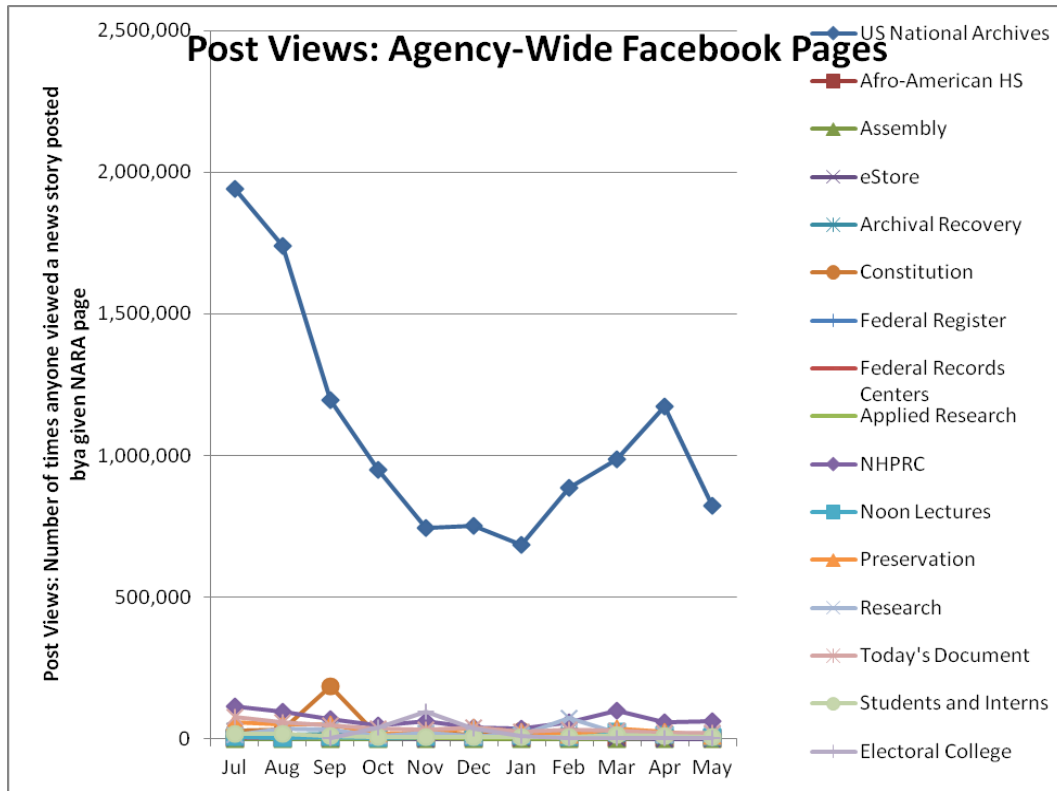
Post Views on Regional Pages (Source: Appendix IV.A)

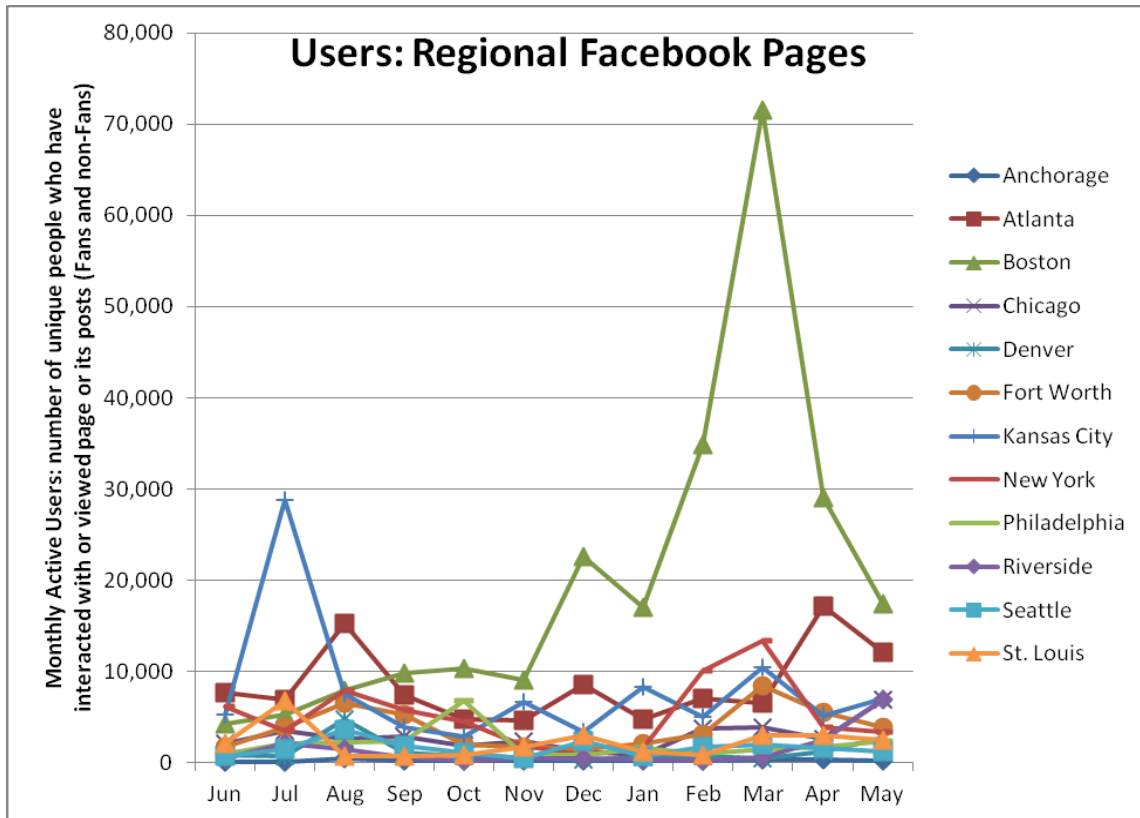
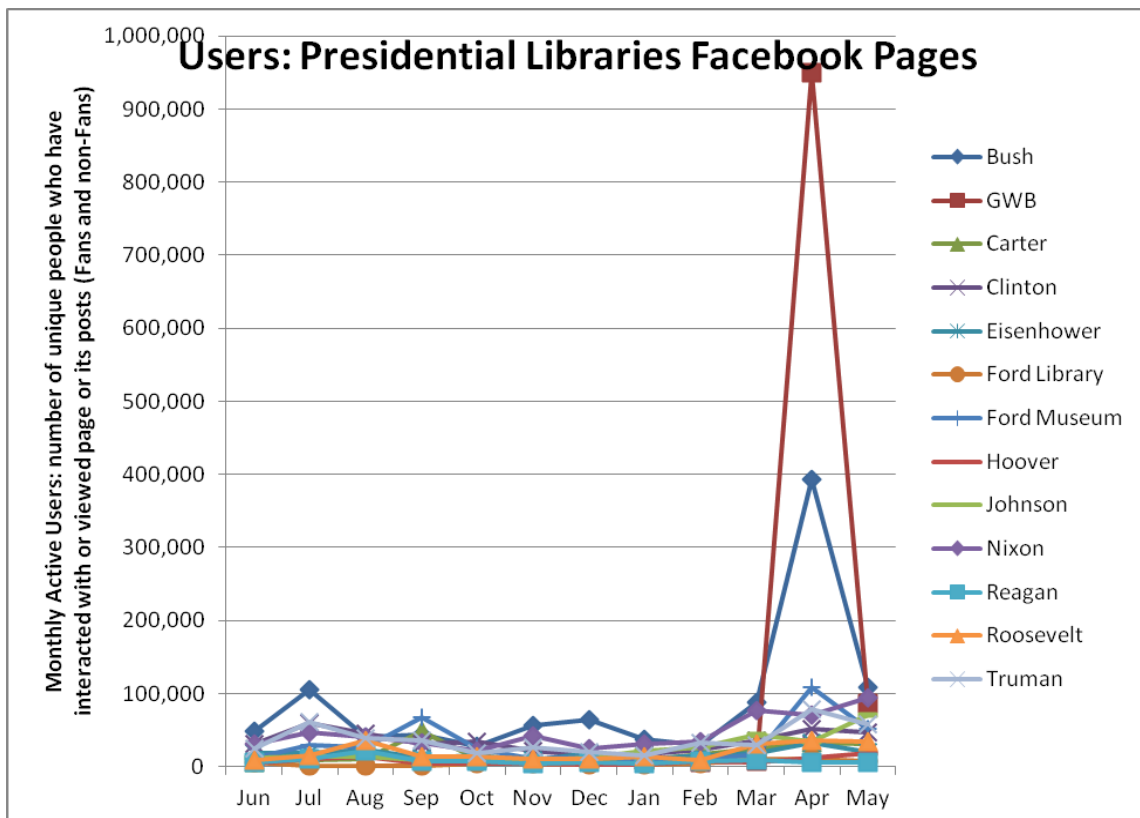


Post Views on Presidential Library Pages (Source: Appendix IV.A)

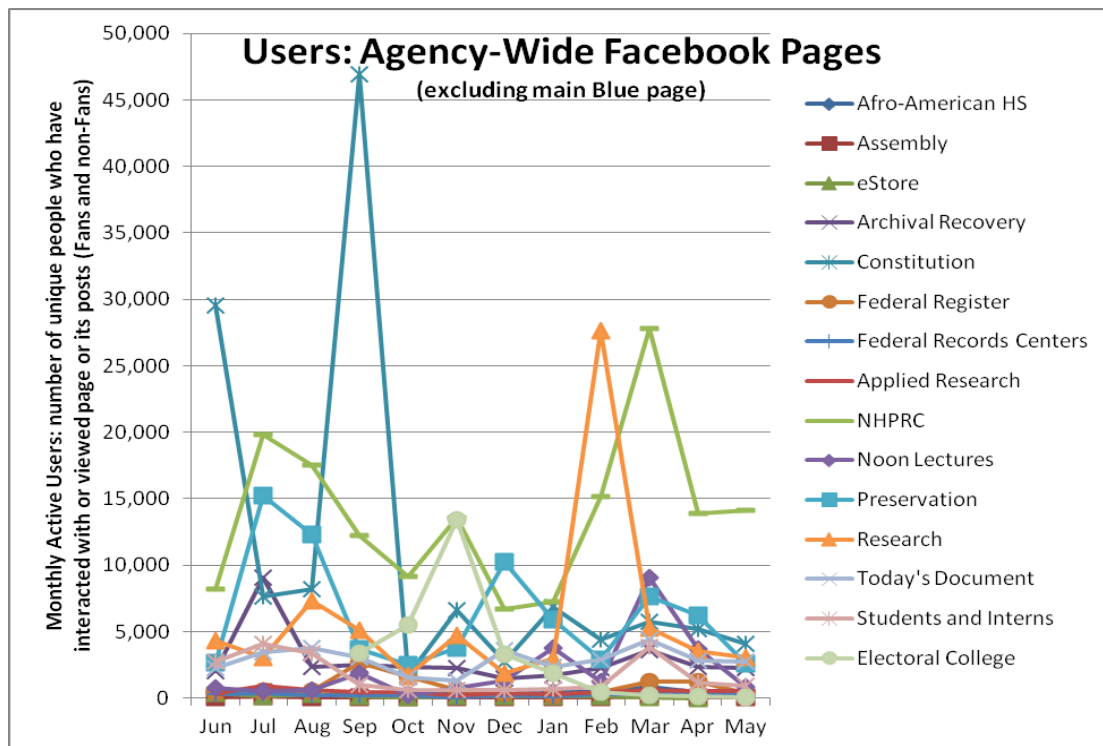
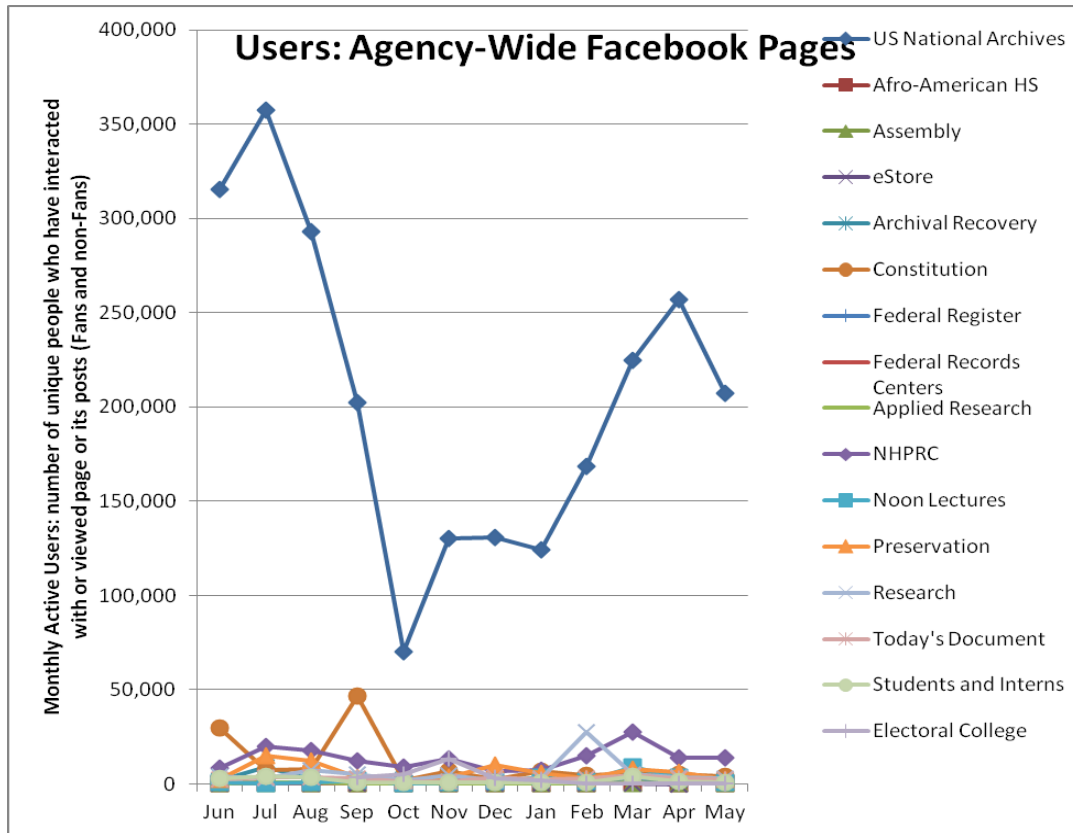


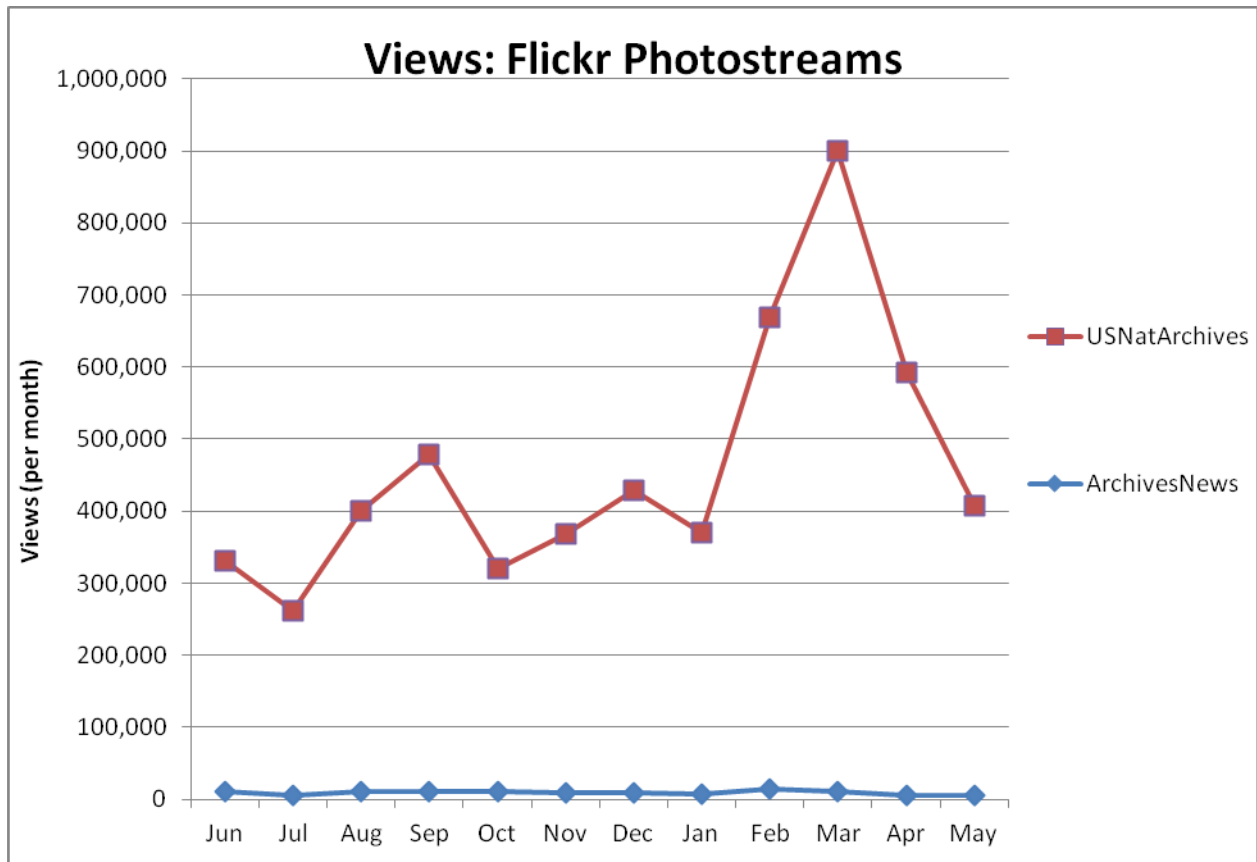
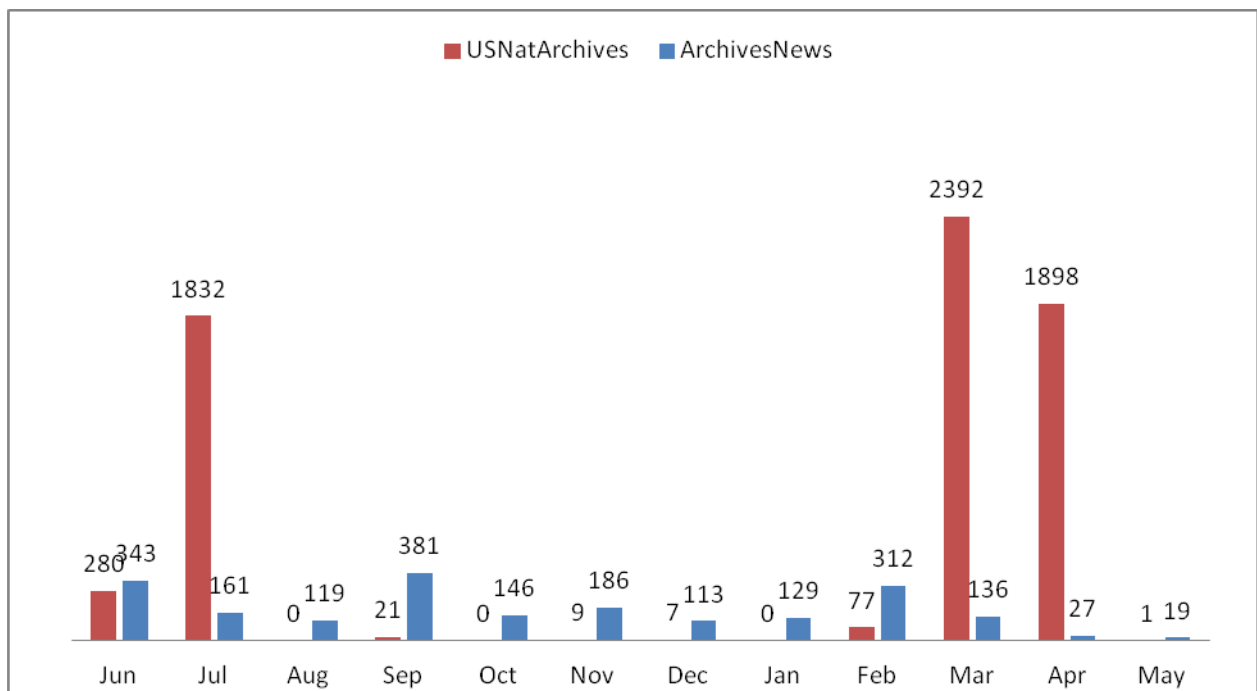
Post Views on Agency-Wide Pages (Source: Appendix IV.A)

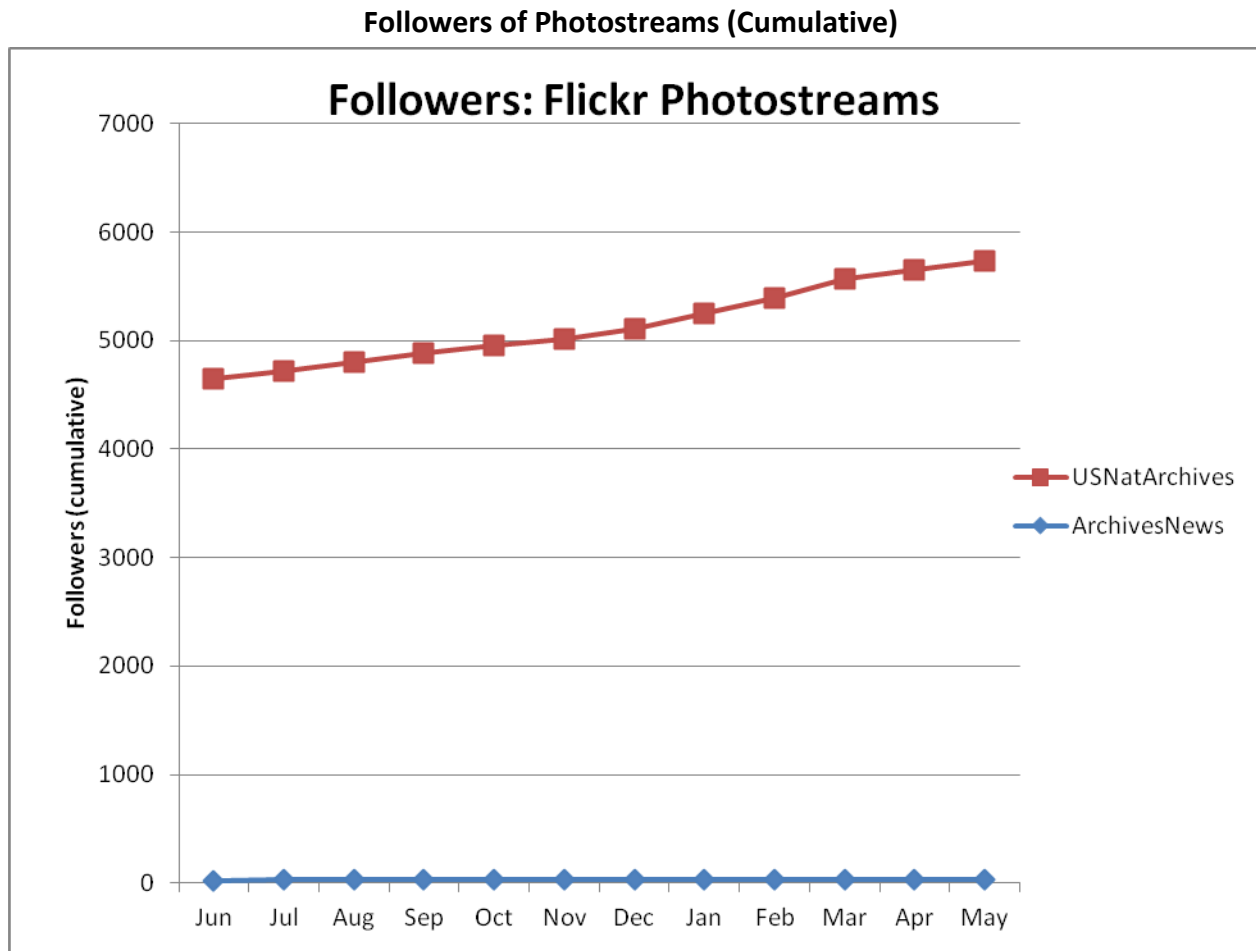


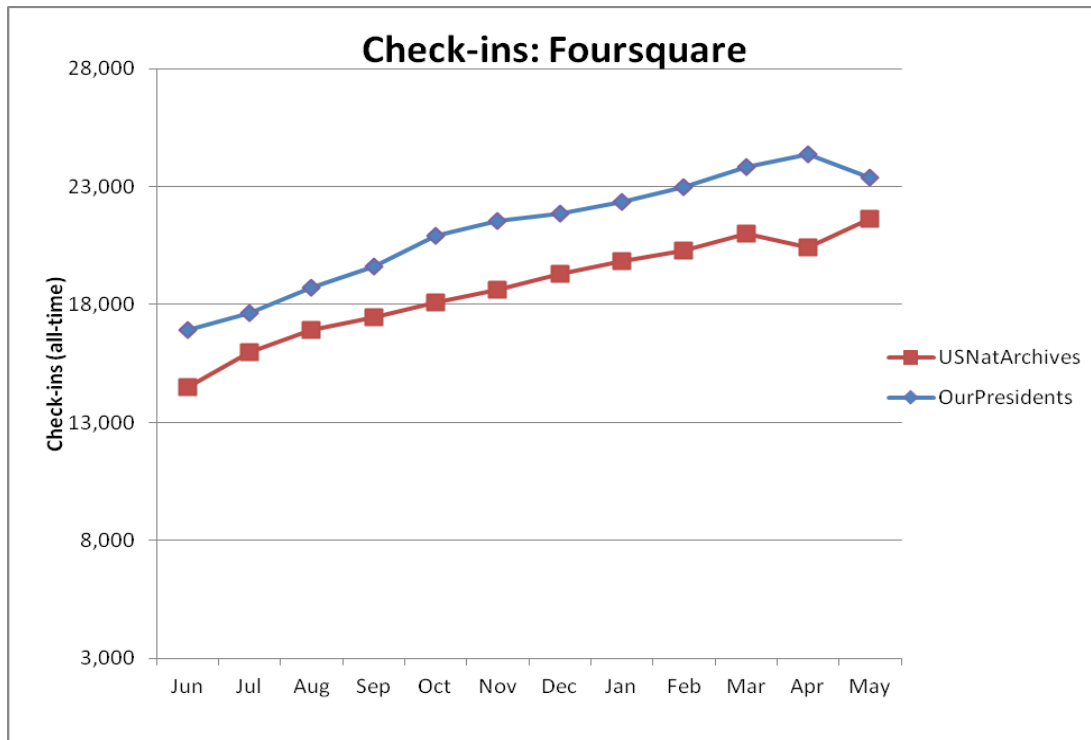
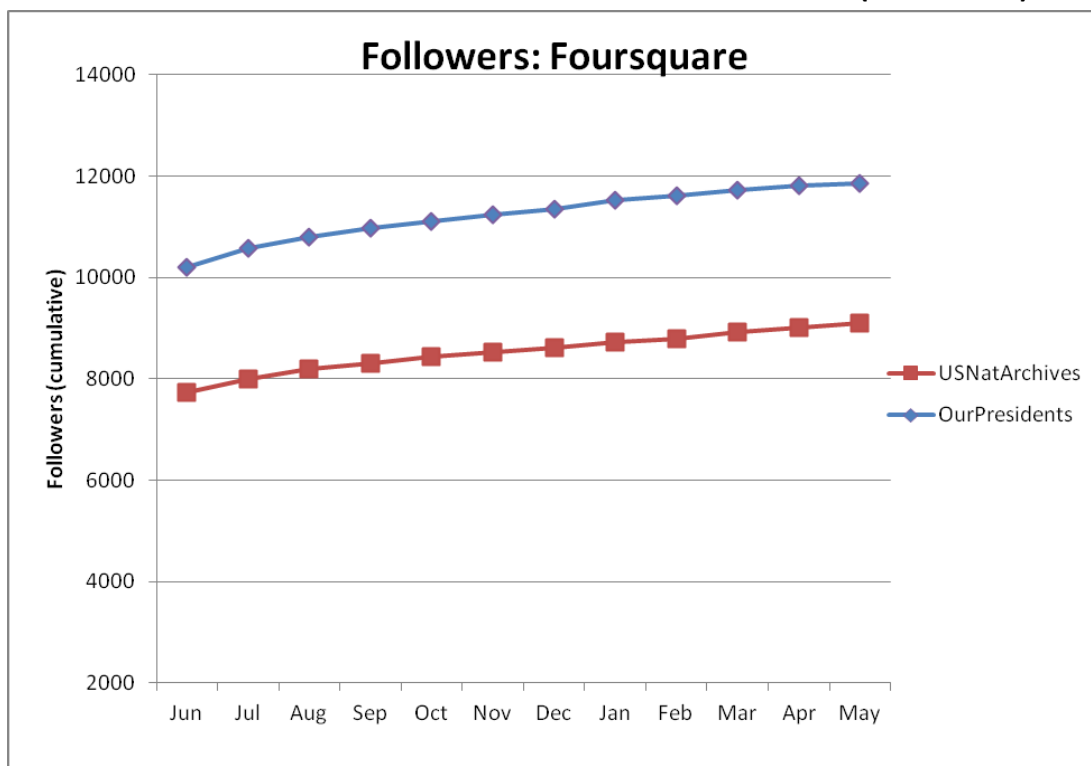
Monthly Active Users of Regional Pages (Source: Appendix IV.B)**Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)**

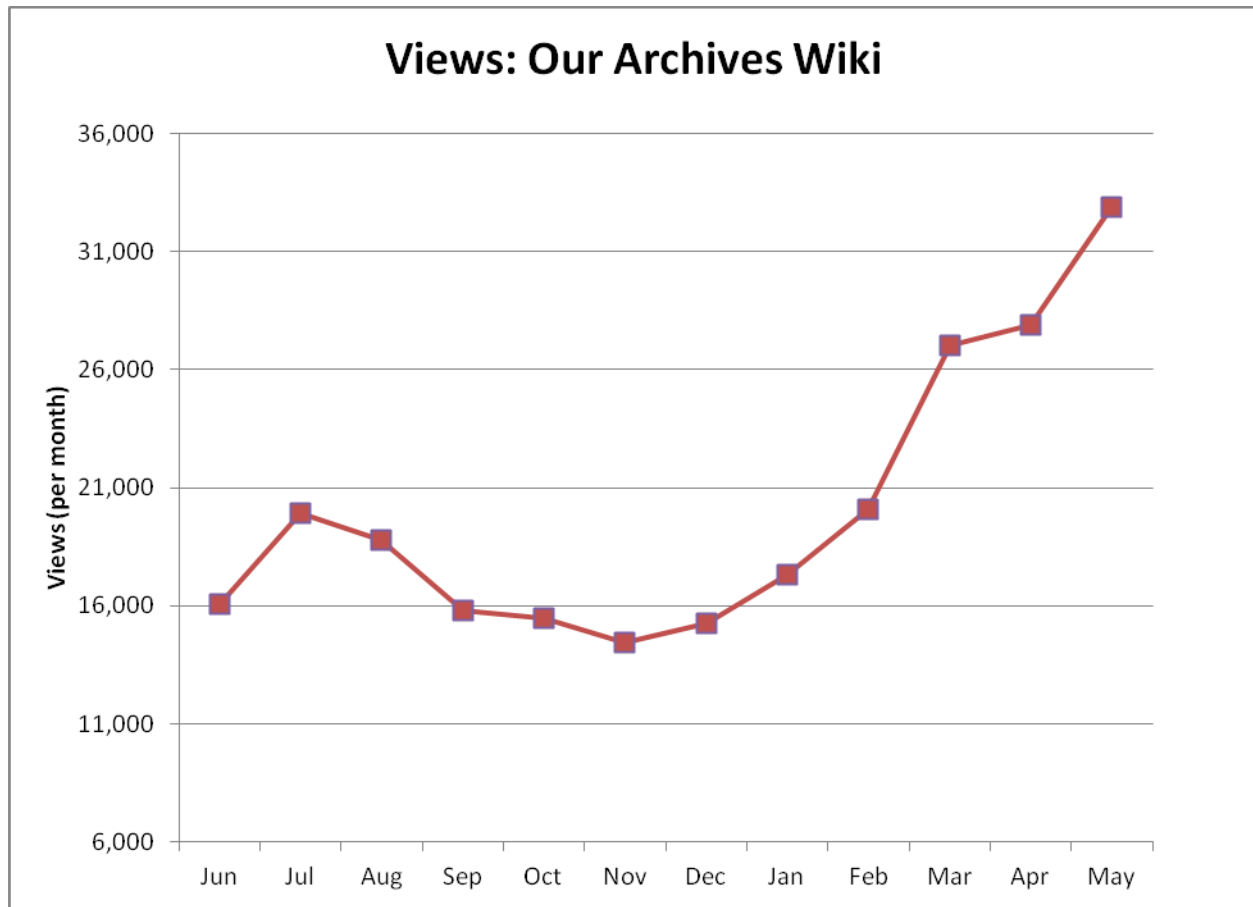
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)

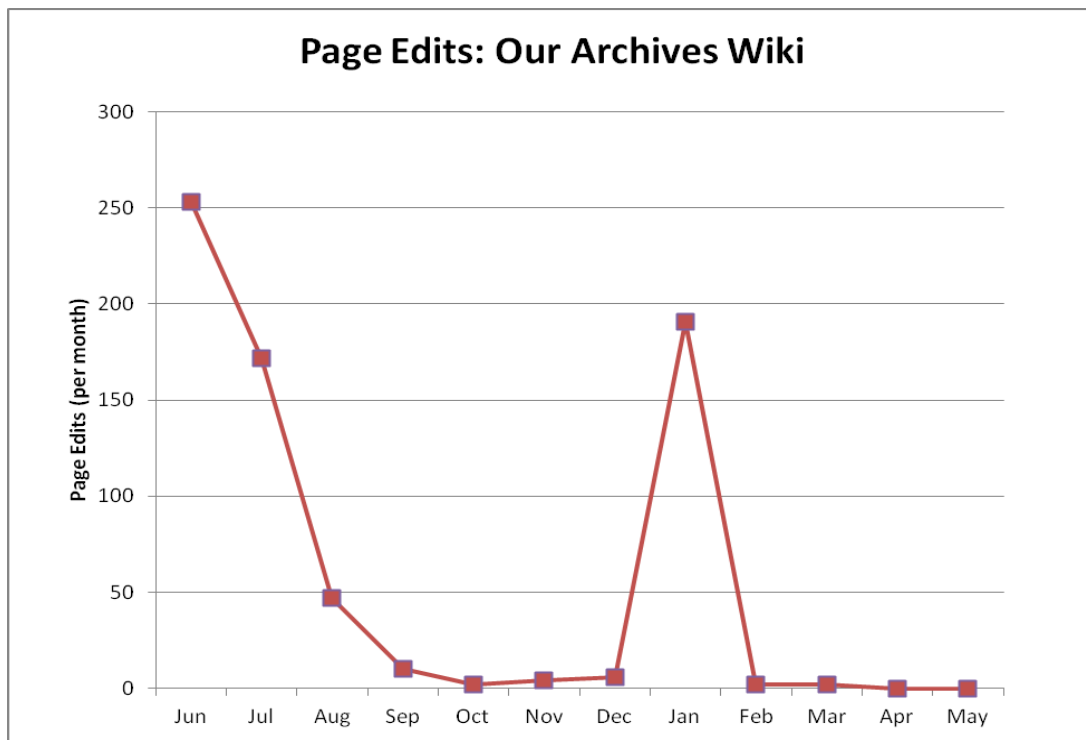
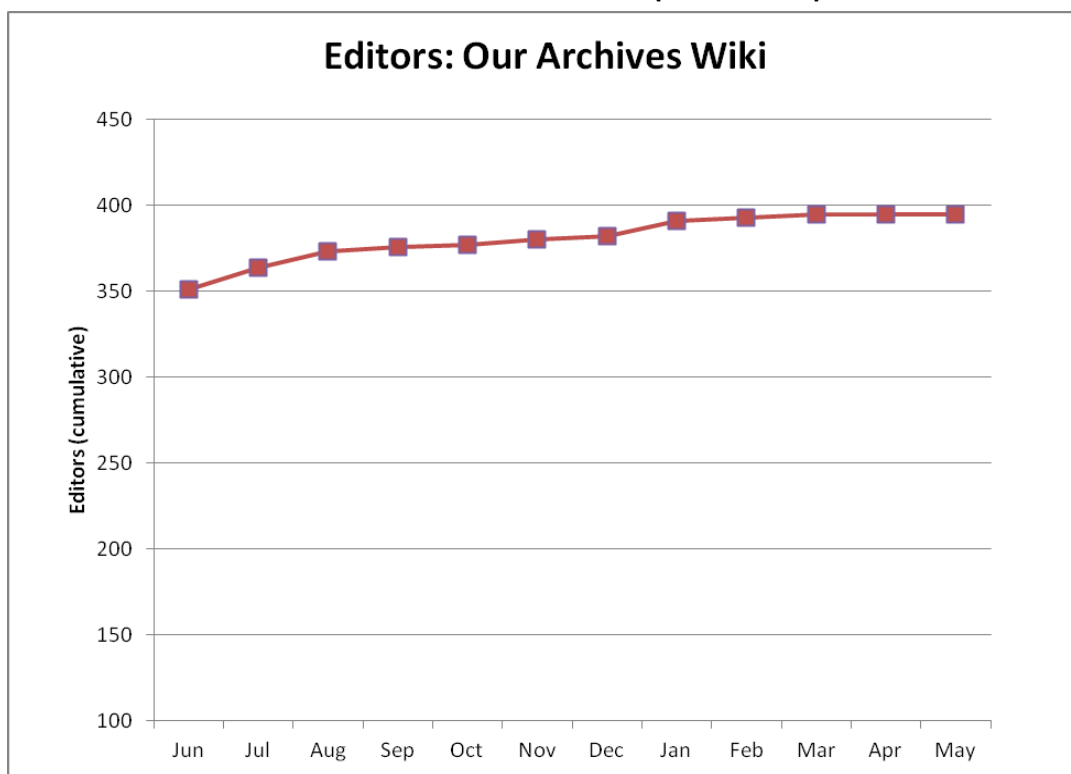


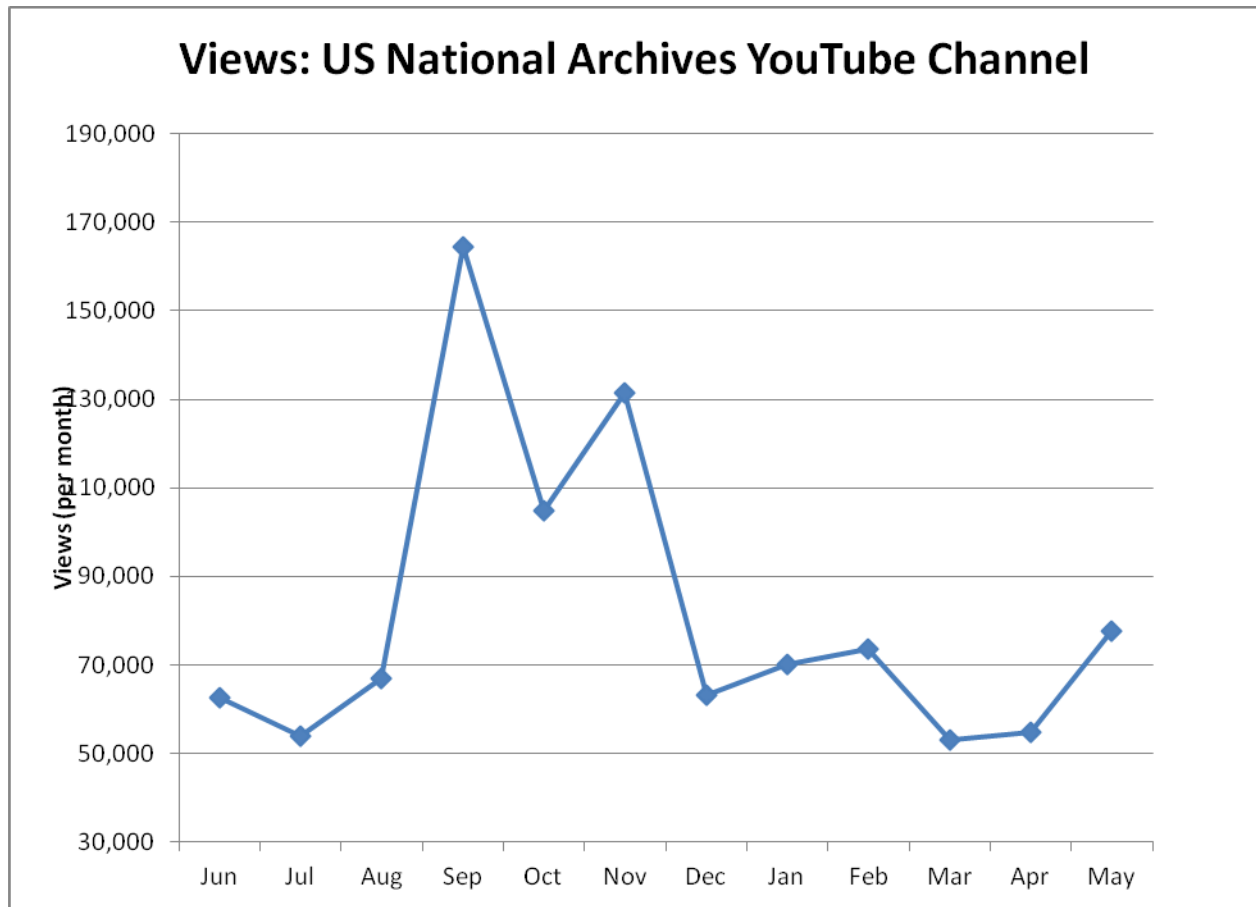
Social Media Tools: Detail View – Flickr**Views on Photostreams (Per Month)****Photos Uploaded (Per Month)**

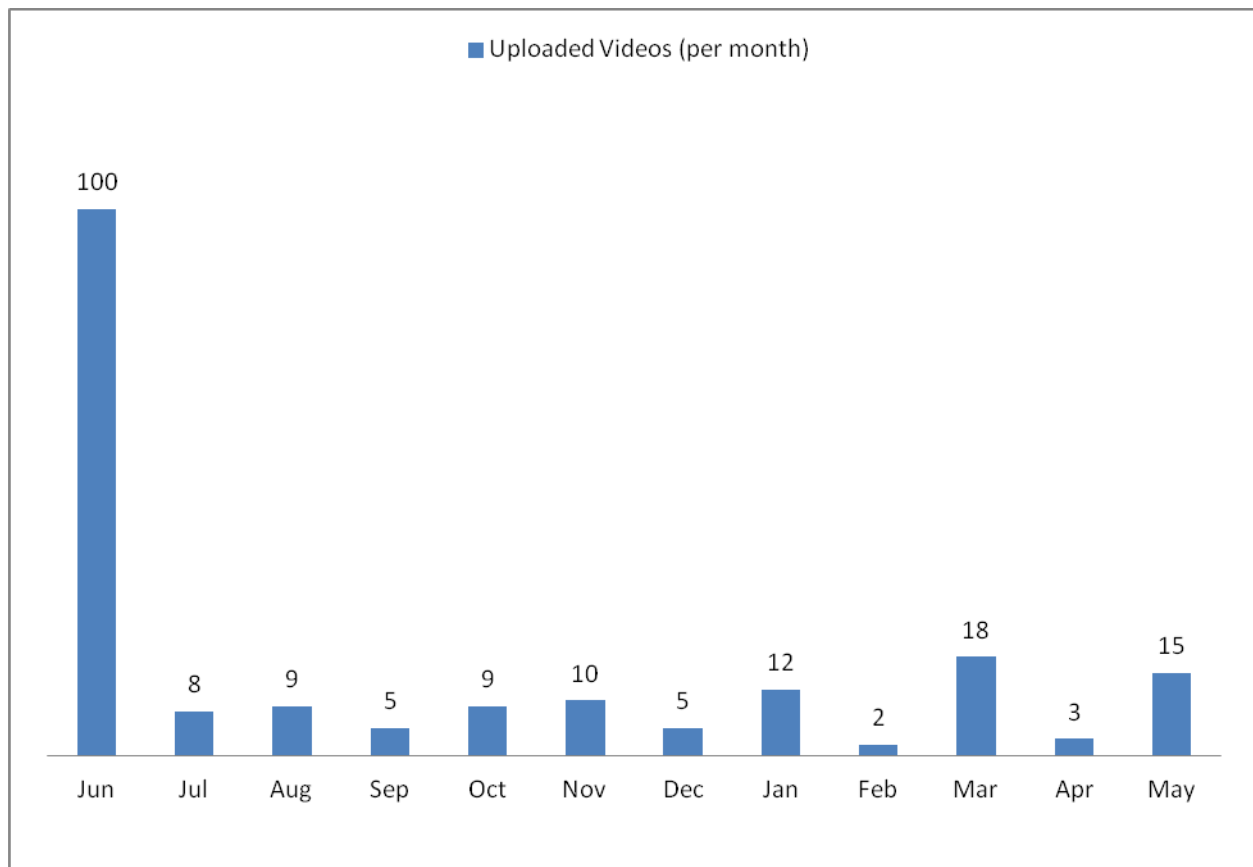


Social Media Tools: Detail View – Foursquare**Number of Check-ins at USNatArchives and OurPresidents Venues (Cumulative)****Number of Followers of USNatArchives and OurPresidents (Cumulative)**

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)**

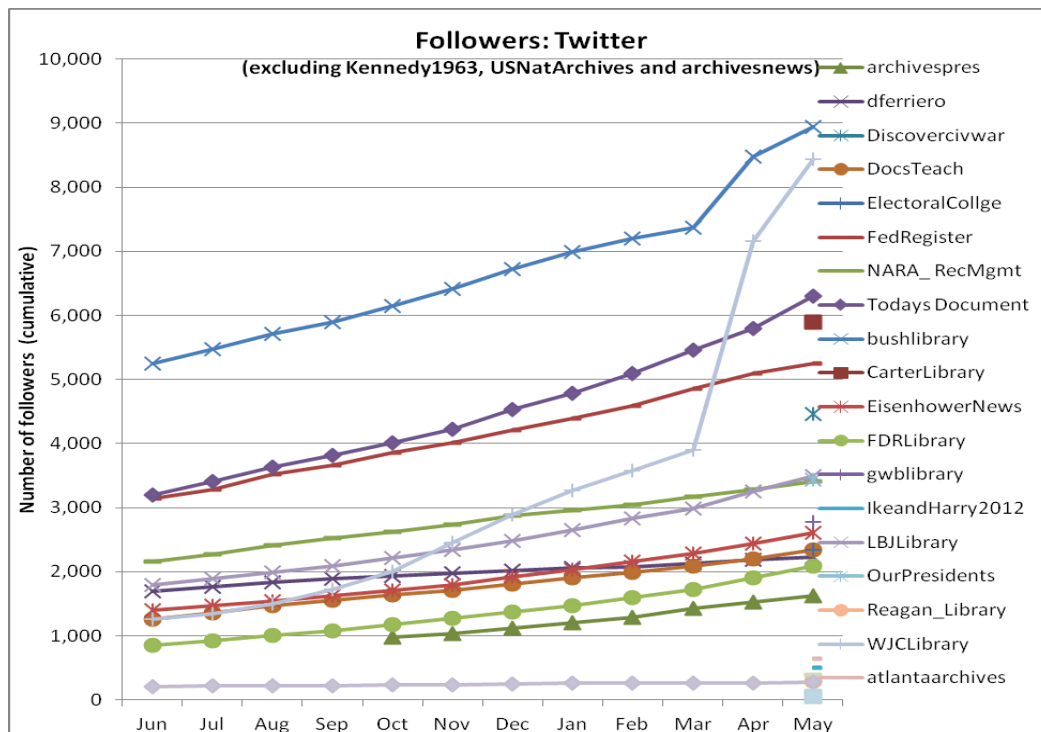
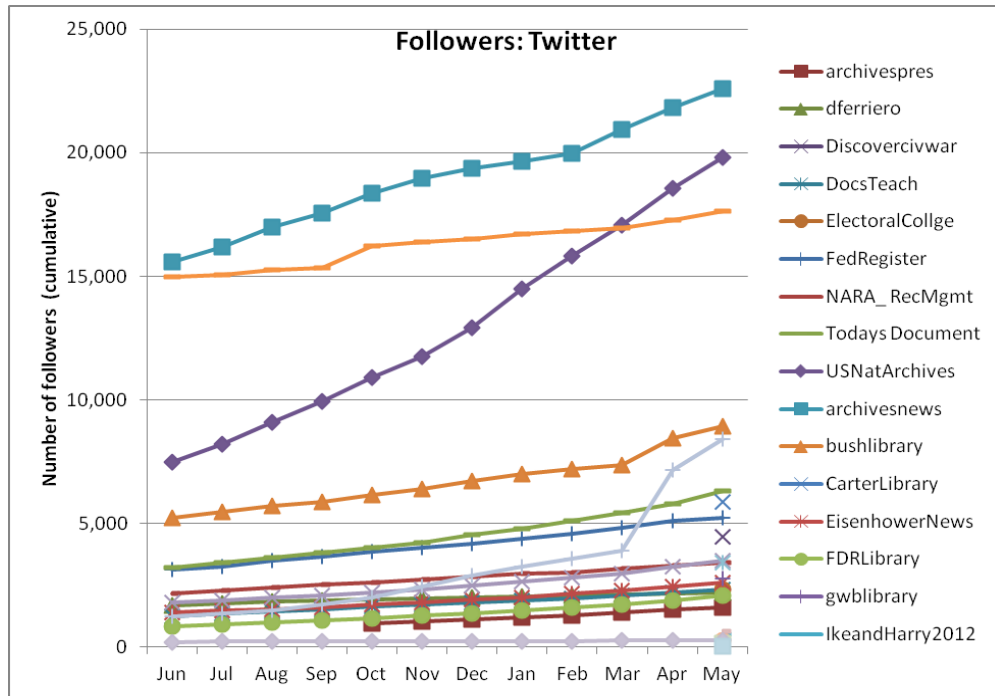
Social Media Tools: Detail View – YouTube**Views on US National Archives Channel (Per Month)**

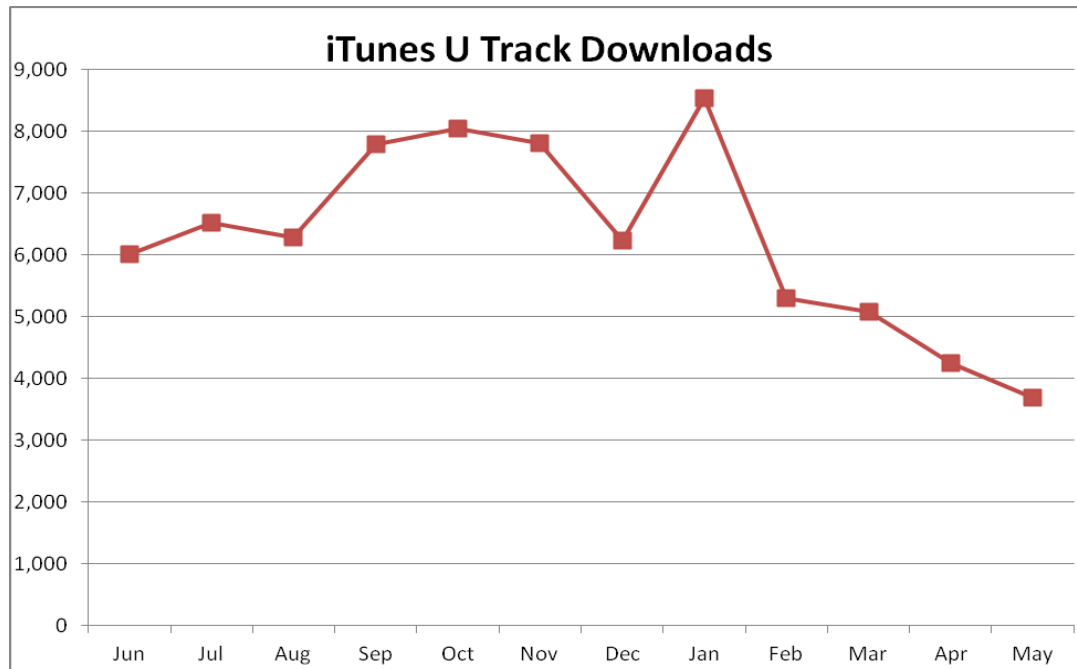
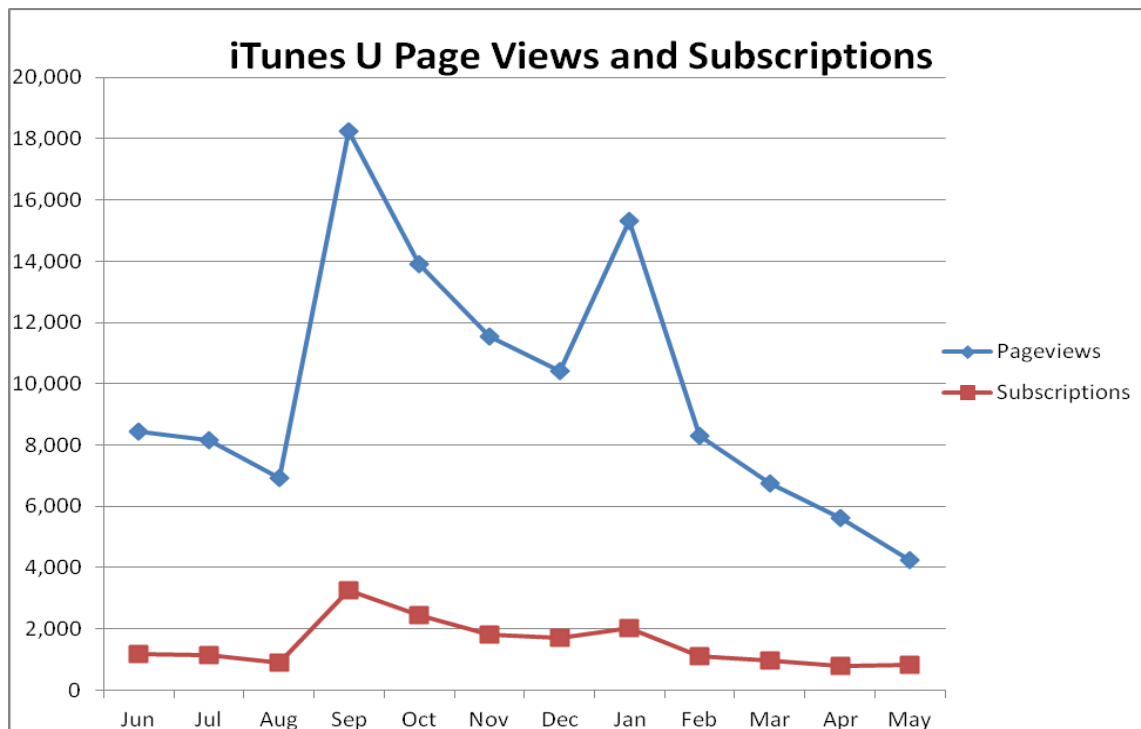
Videos Uploaded to US National Archives Channel (Per Month)**Top 5 Most Viewed Videos for May 2013 on US National Archives Channel**

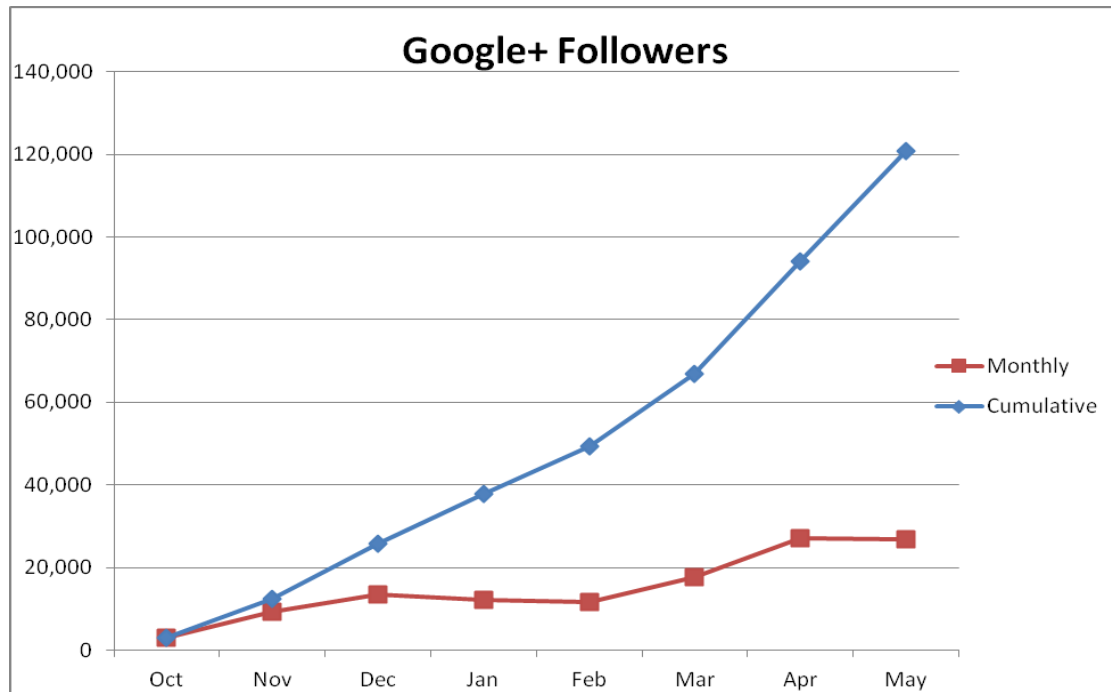
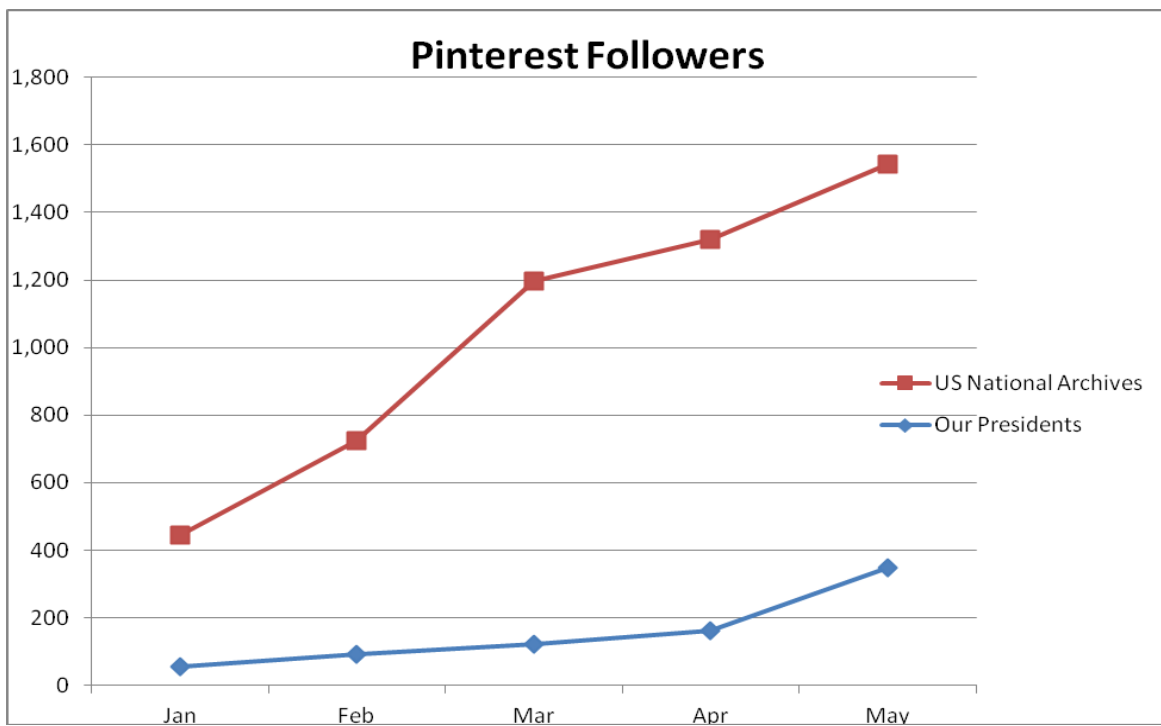
Video Title	Views
How to Succeed with Brunettes, 1967	26,518
Stories from the Great Depression	7,448
Address to the Nation September 11, 2001	1,662
War Comes to America (complete film)	1,356
Eisenhower's "Military Industrial Complex" Speech Origins and Significance	1,237

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
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	Impressions Reach
Flickr	Flickr	View counts Content uploaded Who calls you a contact?
Foursquare	Foursquare	All-time check-ins at all venues Followers
Google+	Google+	Followers
iTunes	iTunes	Track Downloads Page Views Subscriptions
Our Archives Wiki	Wikispaces	Views Page edits Editors
Pinterest	Pinterest	Followers
YouTube	YouTube	Views of videos on this channel Views of top videos My uploaded videos
Twitter	Twitter	Followers

APPENDIX II.A: Blog Visits

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

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Acts of Congress									103	144	80	39
AOTUS	2,995	2,827	34,541	4,515	3,803	3,596	2,462	2,346	1,632	2,256	2,803	3,193
The Carter Chronicle					93	816	344	552	722	555	444	332
Education Updates										544	2,296	1,654
FOIA	1,327	1,370	1,297	1,169	1,506	1,668	1,127	1,302	1,392	1,539	1,249	1,020
Hoover Blackboard	284	209	260	390	517	560	458	493	496	508	422	308
NARAtions	6,157	5,378	5,579	5,955	5,756	4,532	4,385	5,360	5,405	5,744	5,335	4,874
NDC Blog	510	658	695	1,618	64,541	3,867	1,814	2,551	2,008	2,374	1,595	33
Reagan Education Blog	37	42	37	188	132	111	62	65	64	70	75	97
Rediscovering Black History												224
Prologue Blog	7,749	8,043	8,114	12,191	12,439	17,036	11,679	13,619	20,688	12,489	12,170	15,820
Records Express Blog	1,204	1,503	3,334	2,339	2,424	1,588	1,297	1,785	1,871	8,361	1,312	1,627
The Text Message	3,395	2,066	4,027	3,838	3,929	4,616	3,478	3,800	3,651	3,293	4,916	4,363
Today's Document	1,578	1,177	1,400	2,619	3,589	3,565	2,645	3,252	3,519	3,141	3,118	2,489
Transforming Classification (PIDB)	150	150	148	128	186	236	591	320	241	407	254	275
The Washboard	97	101	113	92	105	81	103	99	103	157	190	98
MONTHLY TOTAL	25,483	23,524	59,545	35,042	99,020	42,272	30,445	35,544	41,895	41,582	36,179	36,446

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.

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Acts of Congress									224	309	124	73
AOTUS	5,550	4,644	37,998	6,689	6,604	5,825	3,963	3,984	2,895	3,844	4,732	5,149
The Carter Chronicle					181	1,189	564	817	1,044	856	665	513
Education Updates										875	3,190	2,319
FOIA	2,152	2,244	2,258	1,886	2,446	2,492	1,776	2,147	2,294	2,698	2,572	1,897
Hoover Blackboard	415	300	476	678	785	836	671	712	750	688	661	418
NARAtions	10,524	9,789	9,776	10,308	9,884	8,019	7,540	8,925	9,231	9,561	9,186	8,382
NDC Blog	765	1,018	1,178	2,628	97,110	5,552	2,625	3,823	3,212	3,538	2,621	60
Reagan Education Blog	53	104	53	227	193	173	99	97	150	120	105	127
Rediscovering Black History												327
Prologue Blog	14,705	13,753	13,396	21,339	21,609	26,436	19,932	22,795	31,683	19,935	19,539	23,342
Records Express Blog	2,065	2,490	5,400	4,060	3,767	2,471	2,018	2,948	2,847	14,454	2,167	2,570
The Text Message	5,314	3,724	6,279	6,221	6,268	7,047	5,330	5,513	5,802	5,225	7,545	6,175
Today's Document	3,212	2,566	3,046	5,835	7,302	7,546	5,311	6,469	7,221	6,582	6,286	5,039
Transforming Classification (PIDB)	227	220	214	200	275	358	1,165	500	355	594	341	404
The Washboard	131	128	148	124	165	120	149	149	152	216	198	104
MONTHLY TOTAL	45,113	40,980	80,222	60,195	156,589	68,064	51,143	58,879	67,860	69,495	59,932	56,899

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.

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Acts of Congress									36	142	208	243
AOTUS	49,791	51,726	84,882	88,731	91,515	94,250	96,155	97,897	99,236	100,901	102,997	105,053
The Carter Chronicle					74	752	1,026	1,525	2,169	2,661	3,041	3,343
Education Updates										422	1,858	2,876
FOIA	7,581	8,394	9,132	9,844	10,842	11,752	12,426	13,230	14,160	15,205	16,036	16,682
Hoover Blackboard	8,104	8,285	8,509	8,848	9,313	9,820	10,238	10,680	11,134	11,602	11,987	12,279
NARAtions	81,038	85,355	89,744	94,514	99,172	103,163	106,947	111,527	116,190	121,078	125,750	129,966
NDC Blog	6,416	6,742	7,111	7,992	69,406	72,593	74,102	75,868	77,466	79,340	80,543	80,576
NLRR Education Blog	1,468	1,508	1,544	1,724	1,846	1,947	2,005	2,065	2,129	2,197	2,266	2,360
Prologue Blog	106,939	113,015	118,956	128,928	138,749	153,310	162,926	174,467	192,548	203,059	213,264	227,362
Records Express Blog	12,363	13,222	15,129	16,463	17,838	18,825	19,630	20,817	21,922	28,903	29,805	30,854
The Text Message	29,132	30,785	33,647	36,405	39,462	42,724	45,518	48,523	51,528	54,446	57,971	61,382
Today's Document	37,532	38,564	39,768	42,135	45,355	48,622	51,043	53,988	57,176	60,002	62,817	65,098
Transforming Classification	2,861	2,971	3,087	3,196	3,345	3,521	3,941	4,211	4,424	4,748	4,953	5,179
The Washboard	279	344	420	483	547	607	681	756	835	962	1,143	1,238
MONTHLY TOTAL	343,504	360,911	411,929	439,263	527,464	561,886	586,638	615,554	650,953	685,668	714,639	744,680

APPENDIX II.D: Blog Unique Viewers (Monthly)

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

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Acts of Congress									36	106	66	35
AOTUS	1,980	1,935	33,156	3,849	2,784	2,735	1,905	1,742	1,339	1,665	2,096	2,056
The Carter Chronicle					74	678	274	499	644	492	380	302
Education Updates										422	1,436	1,018
FOIA	786	813	738	712	998	910	674	804	930	1,045	831	646
Hoover Blackboard	251	181	224	339	465	507	418	442	454	468	385	292
NARAtions	4,688	4,317	4,389	4,770	4,658	3,991	3,784	4,580	4,663	4,888	4,672	4,216
NDC Blog	296	326	369	881	61,414	3,187	1,509	1,766	1,598	1,874	1,203	33
NLRR Education Blog	36	40	36	180	122	101	58	60	64	68	69	94
Prologue Blog	5,524	6,076	5,941	9,972	9,821	14,561	9,616	11,541	18,081	10,511	10,205	14,098
Records Express Blog	745	859	1,907	1,334	1,375	987	805	1,187	1,105	6,981	902	1,049
The Text Message	2,458	1,653	2,862	2,758	3,057	3,262	2,794	3,005	3,005	2,918	3,525	3,411
Today's Document	1,401	1,032	1,204	2,367	3,220	3,267	2,421	2,945	3,188	2,826	2,815	2,281
Transforming Classification (PIDB)	123	110	116	109	149	176	420	270	213	324	205	226
The Washboard	69	65	76	63	64	60	74	75	79	127	181	95
MONTHLY TOTAL	18,357	17,407	51,018	27,334	88,201	34,422	24,752	28,916	35,399	34,715	28,971	30,041

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

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Acts of Congress									0	0	0	0
AOTUS	1,362	1,509	1,682	1,804	1,946	2,132	1,877	2,061	2,243	2,097	2,543	2,564
The Carter Chronicle							866	1,211	1,692	1,374	1,352	1,198
Education Updates										16	21	32
Hoover Blackboard	492	546	582	805	979	1,084	927	1,099	1,313	1,332	1,467	1,302
FOIA Ombudsman	35	40	34	37	36	30	41	56	35	46	48	63
NARAtions	1,649	1,626	1,843	2,030	2,041	2,084	1,972	2,221	2,356	2,163	2,640	2,625
NDC Blog	565	770	702	984	1,271	1,240	1,040	1,480	1,478	1,359	520	96
Prologue Blog	1,032	1,176	1,225	1,322	1,709	1,901	2,045	1,787	2,242	1,882	2,063	1,930
Reagan Education Blog	5	6	4	5	4	4	4	5	5	4	4	8
Records Express Blog	628	745	808	1,144	1,406	1,281	1,144	1,335	1,959	1,501	1,523	117
The Text Message	685	646	869	1,061	1,159	1,581	1,075	1,325	1,509	1,181	2,128	1,471
Today's Document	507	570	594	828	962	1,048	937	1,119	1,361	1,128	1,350	1,208
Transforming Classification (PIDB)	56	62	53	57	66	763	862	1,272	1,579	1,124	1,319	1,216
The Washboard	16	23	17	19	26	695	855	1,393	1,668	1,407	1,620	1,430
MONTHLY TOTAL	7,032	7,719	8,413	10,096	11,605	13,843	13,645	16,364	19,440	16,614	18,598	15,260

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.

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Life Total
Monthly Total (A+P+R)	3,561,232	4,443,813	3,789,056	3,229,231	2,365,259	2,307,477	2,145,482	2,084,274	2,500,421	3,169,463	6,930,053	3,226,409	71,269,672
Agency-Wide Total	2,196,067	2,298,602	2,055,575	1,629,905	1,141,635	1,038,163	950,388	850,113	1,118,705	1,273,908	1,388,810	995,842	35,288,064
US National Archives	1,866,951	1,940,998	1,740,560	1,194,550	949,454	744,944	751,765	685,234	884,702	985,890	1,171,852	821,757	27,756,285
Afro-American History Society	1,550	1,823	872	1,032	1,320	1,661	1,379	2,033	1,873	3,135	1,994	716	29,228
Assembly	142	390	157	107	129	108	251	122	263	334	107	259	10,368
eStore	1,971	710	1,144	642	952	408	686	920	1,040	890	-	-	49,571
Recovery	13,759	28,027	12,334	16,719	11,991	15,318	7,041	12,451	13,617	17,044	13,110	11,086	592,907
Constitution	112,511	29,626	30,538	183,816	8,253	24,850	12,365	26,706	14,299	15,949	12,777	12,969	982,756
Federal Register	1,851	3,922	3,137	10,179	7,408	4,403	1,555	1,512	1,971	5,389	6,039	4,082	163,922
Federal Records Centers	1,423	1,117	770	1,363	2,363	623	633	771	2,149	2,198	1,902	1,488	49,030
Applied Research	1,300	5,778	6,546	2,597	3,392	1,777	1,904	1,296	3,357	4,358	2,863	2,573	173,306
NHPRC	69,245	115,190	94,363	69,537	46,649	61,951	38,003	34,598	57,257	97,945	58,339	63,235	1,640,380
Noon Lectures	4,856	5,006	3,426	6,744	2,753	5,488	6,004	10,856	6,560	22,903	12,433	5,742	144,607
Preservation	18,905	58,491	51,043	50,427	16,298	19,446	38,085	23,829	14,514	36,896	24,488	9,475	631,745
Research Red	24,716	12,950	35,482	32,675	10,136	20,410	9,568	12,238	71,780	21,294	14,940	15,752	1,178,280
Today's Document	62,936	76,083	58,842	48,975	36,657	33,308	40,209	24,332	32,460	29,326	21,828	20,309	1,509,074
NARA Students and Interns	13,951	18,491	16,361	9,075	5,840	6,452	4,295	4,421	6,186	13,208	10,565	7,113	115,958
Electoral College				1,467	38,040	97,016	36,645	8,794	2,508	1,110	854	787	187,221

Education									4,169	16,039	34,719	18,499	73,426
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Life Total
Presidential Total	1,137,000	1,804,961	1,403,176	1,338,795	989,993	1,077,665	953,170	992,715	1,003,687	1,323,308	5,207,061	1,983,741	29,363,609
Bush	232,954	514,779	223,053	178,927	142,501	258,992	214,951	167,632	96,002	302,611	908,170	330,498	5,856,793
George W Bush								54,341	47,040	58,913	2,811,670	213,945	3,185,909
Carter	37,238	45,435	52,476	163,110	52,451	53,398	57,627	57,534	77,560	92,756	104,205	141,579	1,576,189
Clinton	266,307	337,985	288,565	276,369	257,108	229,737	161,473	194,292	175,964	124,362	171,964	153,405	4,614,531
Eisenhower	121,718	88,206	114,942	65,224	56,197	56,505	73,997	53,399	78,144	74,334	120,393	78,151	2,093,422
Ford Library	18,277	3,863	5,703	3,658	23,162	20,795	15,120	15,468	20,045	33,400	41,334	27,778	324,306
Ford Museum	40,616	94,983	76,917	204,976	69,431	31,301	41,767	29,982	26,696	37,673	252,161	128,676	1,225,802
Hoover	15,399	48,862	55,340	17,837	18,593	20,040	13,023	10,885	24,068	18,942	40,599	43,691	618,816
Johnson	50,798	65,577	55,816	46,069	44,991	41,513	64,632	87,389	96,800	112,018	111,171	193,657	1,632,203
Nixon	136,801	188,412	158,981	127,067	83,088	146,376	95,577	121,259	119,370	210,518	197,502	279,198	2,790,001
Reagan	33,536	60,149	82,197	33,783	43,922	33,811	32,519	22,698	31,348	43,776	28,247	21,666	622,470
Roosevelt	39,636	56,745	109,658	48,275	66,275	45,817	49,183	67,018	41,039	93,467	160,278	151,496	1,341,652
Truman	143,720	299,965	179,528	173,500	132,274	139,380	133,301	110,818	169,611	120,538	259,367	220,001	3,481,515
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Life Total
Regional Total	228,165	340,250	330,305	260,531	233,631	191,649	241,924	241,446	378,029	572,247	334,182	286,826	6,617,999
Anchorage	407	359	1,973	1,939	1,405	940	773	539	1,252	1,347	1,839	868	66,517
Atlanta	34,077	36,183	63,078	35,196	23,442	24,760	41,342	20,224	27,178	29,272	44,593	41,931	924,631
Boston	37,157	30,049	49,144	60,591	66,174	53,744	109,182	109,966	211,741	347,206	134,922	77,326	1,678,316
Chicago	10,842	20,444	13,939	14,405	12,369	12,937	8,866	5,032	15,136	14,871	15,966	25,403	243,614

Denver	4,801	2,239	16,643	8,080	3,986	3,375	2,172	3,910	3,893	2,252	5,119	14,163	119,492
Fort Worth	10,914	23,936	36,707	21,089	16,602	16,316	11,820	17,545	18,985	33,912	29,728	19,409	571,893
Kansas City	42,245	134,957	54,142	38,245	25,909	39,174	22,829	37,824	29,130	47,309	32,100	28,768	1,185,595
New York	51,649	23,976	33,397	29,180	16,859	9,621	5,652	9,098	40,293	41,742	13,755	11,554	823,044
Philadelphia	15,001	25,033	34,277	32,847	51,175	16,151	11,735	22,713	13,873	28,329	31,046	26,679	402,059
Riverside	2,856	14,758	10,501	6,511	2,348	4,012	3,153	2,735	1,743	3,207	6,164	19,570	187,625
Seattle	4,818	6,670	11,303	8,084	7,971	4,442	14,733	6,148	10,595	11,361	6,787	7,759	198,800
St. Louis	13,398	21,646	5,201	4,364	5,391	6,177	9,667	5,712	4,210	11,439	12,163	13,396	216,413

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).

	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Monthly Total (A+P+R)	607,708	867,555	722,772	634,777	327,412	416,225	411,463	380,236	517,285	817,338	2,199,842	943,001
Agency-Wide Total	369,863	423,124	350,129	286,299	98,032	178,515	163,952	158,892	228,919	298,853	310,501	243,285
US National Archives	315,580	357,584	292,808	202,557	70,195	130,355	130,688	124,431	168,264	224,754	257,142	207,494
Afro-American History Society	427	559	246	291	288	309	356	478	425	843	422	109
Assembly	22	103	47	29	26	21	73	36	44	102	12	36
eStore	357	128	266	141	84	103	97	107	142	35	-	-
Recovery	1,991	9,086	2,346	2,539	2,348	2,238	1,458	1,693	2,240	3,585	2,354	2,251
Constitution	29,540	7,630	8,170	46,909	1,684	6,589	2,716	6,825	4,411	5,721	5,213	4,049
Federal Register	462	491	501	2,692	1,597	570	394	233	426	1,199	1,243	326

Federal Records Centers	248	378	243	218	236	64	178	138	287	283	293	352
Applied Research	328	917	590	435	420	192	326	268	482	584	512	502
NHPRC	8,208	19,836	17,557	12,236	9,146	13,604	6,704	7,223	15,152	27,761	13,889	14,100
Noon Lectures	752	546	616	1,885	197	759	1,350	3,799	1,268	9,100	3,678	860
Preservation	2,644	15,219	12,311	3,724	2,463	3,729	10,279	5,880	2,864	7,662	6,225	2,584
Research Red	4,298	3,046	7,294	5,127	1,729	4,676	1,881	2,992	27,654	5,256	3,496	3,053
Today's Document	2,254	3,483	3,791	3,081	1,518	1,322	3,604	2,303	2,871	4,383	2,818	2,712
NARA Students and Interns	2,752	4,118	3,343	1,031	631	591	584	655	860	3,838	1,169	905
Electoral College				3,404	5,470	13,393	3,264	1,831	470	221	112	55
Education									1,059	3,526	11,923	3,897
	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Presidential Total	205,516	379,363	311,670	306,678	193,188	207,195	202,321	182,184	219,740	396,564	1,815,637	633,373
Bush	48,668	105,050	40,768	44,225	28,209	56,347	64,864	37,175	28,951	87,442	392,460	108,887
George W Bush								9,602	5,604	7,352	948,994	86,937
Carter	5,166	9,026	10,836	48,163	10,848	9,873	10,686	9,629	17,131	24,640	31,855	31,390
Clinton	30,575	59,004	44,886	31,389	33,836	21,729	15,318	16,448	22,887	36,419	52,323	47,163
Eisenhower	18,434	18,886	22,652	12,197	15,169	9,432	17,836	9,724	15,110	18,175	31,851	19,647
Ford Library	5,135	1,184	1,683	1,055	4,408	4,008	2,581	2,573	4,302	10,980	11,200	7,730
Ford Museum	11,704	28,965	25,979	67,469	24,276	10,338	14,312	8,150	9,234	16,750	108,281	51,026
Hoover	3,558	10,332	13,837	4,604	4,792	4,874	2,675	3,162	7,329	5,462	12,656	17,607
Johnson	11,339	13,130	13,731	9,350	10,195	8,195	12,833	21,443	26,780	43,797	34,779	69,878

Nixon	31,634	47,509	41,139	32,729	21,524	41,885	25,248	30,300	34,475	76,899	71,016	94,912
Reagan	5,926	9,893	22,291	6,733	7,129	4,685	5,171	4,295	6,707	8,722	6,171	5,613
Roosevelt	8,709	15,426	35,592	13,130	13,886	10,239	10,097	14,317	8,866	30,417	35,272	33,898
Truman	24,668	60,958	38,276	35,634	18,916	25,590	20,700	15,366	32,364	29,509	78,779	58,685
	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Regional Total	32,329	65,068	60,973	41,800	36,192	30,515	45,190	39,160	68,626	121,921	73,704	66,343
Anchorage	66	104	471	223	188	158	151	151	211	320	367	158
Atlanta	7,650	6,874	15,215	7,442	4,776	4,602	8,558	4,717	7,024	6,588	17,205	12,067
Boston	4,279	5,213	7,911	9,808	10,349	9,023	22,641	16,976	34,826	71,509	29,002	17,366
Chicago	2,057	3,475	2,624	2,843	1,815	2,307	1,272	842	3,717	3,856	2,622	6,914
Denver	881	658	4,715	1,051	734	610	391	599	739	511	1,206	2,734
Fort Worth	1,693	3,912	6,580	5,276	2,022	1,746	1,415	2,164	3,056	8,365	5,540	3,852
Kansas City	5,217	28,846	7,539	3,846	2,892	6,649	3,322	8,309	5,064	10,480	5,101	7,040
New York	6,159	3,507	7,874	5,758	4,546	1,872	789	1,611	10,120	13,300	3,887	3,320
Philadelphia	984	2,131	2,208	2,378	6,755	899	900	1,566	1,009	1,461	1,751	2,387
Riverside	520	2,083	1,467	612	227	486	459	276	255	594	2,538	6,868
Seattle	738	1,523	3,644	1,845	1,075	459	2,326	676	1,764	1,948	1,548	1,190
St. Louis	2,085	6,742	725	718	813	1,704	2,966	1,273	841	2,989	2,937	2,447

APPENDIX V: Twitter Followers (Cumulative)

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
archivesnews	15,601	16,201	16,976	17,537	18,360	18,946	19,372	19,663	19,979	20,921	21,805	22,607
archivespres					977	1,040	1,125	1,207	1,285	1,425	1,527	1,625
atlantaarchives												646
bushlibrary	5,251	5,478	5,709	5,893	6,151	6,410	6,725	6,987	7,202	7,366	8,471	8,939
CarterLibrary												5,891
dferriero	1,700	1,766	1,839	1,886	1,940	1,981	2,023	2,054	2,079	2,128	2,191	2,230
DiscoverCivWar												4,457
DocsTeach	1,256	1,357	1,464	1,548	1,633	1,714	1,804	1,906	1,990	2,095	2,200	2,348
EisenhowerNews	1,400	1,475	1,546	1,624	1,715	1,793	1,922	2,031	2,159	2,285	2,441	2,612
ElectoralCollge												2,339
FDRLibrary	853	917	1,000	1,080	1,174	1,267	1,366	1,476	1,600	1,720	1,903	2,093
FedRegister	3,141	3,277	3,514	3,656	3,862	4,007	4,205	4,390	4,583	4,848	5,095	5,247
gwblibrary												2,783
IkeandHarry2012												505
Kennedy	14,971	15,039	15,248	15,340	16,233	16,394	16,515	16,700	16,825	16,949	17,255	17,634
KCArchives												388
LBJLibrary	1,794	1,886	1,995	2,088	2,216	2,347	2,487	2,651	2,829	2,989	3,251	3,493
NARA_ RecMgmt	2,159	2,276	2,418	2,527	2,628	2,736	2,868	2,965	3,038	3,165	3,281	3,405
NARAFRC	209	220	223	226	234	239	253	258	258	264	269	273
OurPresidents												3,432

Reagan_Library												296
StLouisArchives												50
Todays Document	3,202	3,407	3,629	3,816	4,008	4,216	4,535	4,780	5,094	5,453	5,801	6,308
USNatArchives	7,495	8,193	9,111	9,944	10,903	11,775	12,930	14,486	15,832	17,089	18,566	19,795
WJCLibrary	1,258	1,351	1,494	1,726	1,998	2,456	2,892	3,273	3,581	3,899	7,164	8,433

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

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Page Views	8,448	8,146	6,917	18,231	13,906	11,532	10,412	15,334	8,315	6,733	5,607	4263
Track Downloads	6,008	6,519	6,283	7,793	8,055	7,817	6,230	8,533	5,295	5,088	4,244	3693
Subscriptions	1,174	1,130	895	3,260	2,449	1,815	1,711	2,022	1,105	971	778	829

APPENDIX VII: Google+ Followers

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Monthly Followers					3,101	9,204	13,333	12,105	11,538	17,601	27,130	26,808
Cumulative Followers					3,101	12,305	25,638	37,743	49,281	66,882	94,012	120,820

APPENDIX VIII: Pinterest Followers (Cumulative)

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
US National Archives								444	725	1,197	1,319	1,543
Our Presidents								56	92	121	163	347