

SOCIAL MEDIA HIGHLIGHTS

- **SOCIAL MEDIA STAFF REPRESENTED THE OFFICE OF INNOVATION AT THATCAMP CHNM, ORGANIZING AND RUNNING TWO SESSIONS OF A TRANSCRIBATHON AND TAGATHON.**
- **THE NATIONAL ARCHIVES ON GOOGLE + HAS OVER 130,000 FOLLOWERS.**
- **SOCIAL MEDIA STAFF REPRISED THE “FOURTH ON FOURSQUARE,” POSTING DOCUMENTS AND PHOTOGRAPHS AS FOURSQUARE TIPS THROUGHOUT THE MONTH OF JUNE AHEAD OF THE 4TH OF JULY HOLIDAY.**

JUNE 2013 OVERVIEW

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	38,795 Views	20,720 Visitors
Tumblr Blogs	47,735 Views	20,592 Visitors
Facebook	4,822,239 Impressions	1,593,512 Reach
National Archives YouTube Channel	45,335 Views	6,758 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	313,747 Views	5,897 Total Contacts
Our Archives Wiki	30,960 Views	395 Total Editors
Twitter (all NARA feeds)	--	134,964 Followers
FourSquare	46,647 Check-ins	21,128 Followers
iTunes U	3,866 Views	30,624 Subscribers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2013 Views (To Date)	FY 2012 Views
Archives.gov Blogs	627,656	1,251,254
Tumblr Blogs	431,906	940,954
Facebook	29,591,077	30,915,082
National Archives YouTube Channel	673,982	919,193
Flickr (USNatArchives & ArchivesNews)	4,443,689	4,837,696
Our Archives Wiki	201,339	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 |

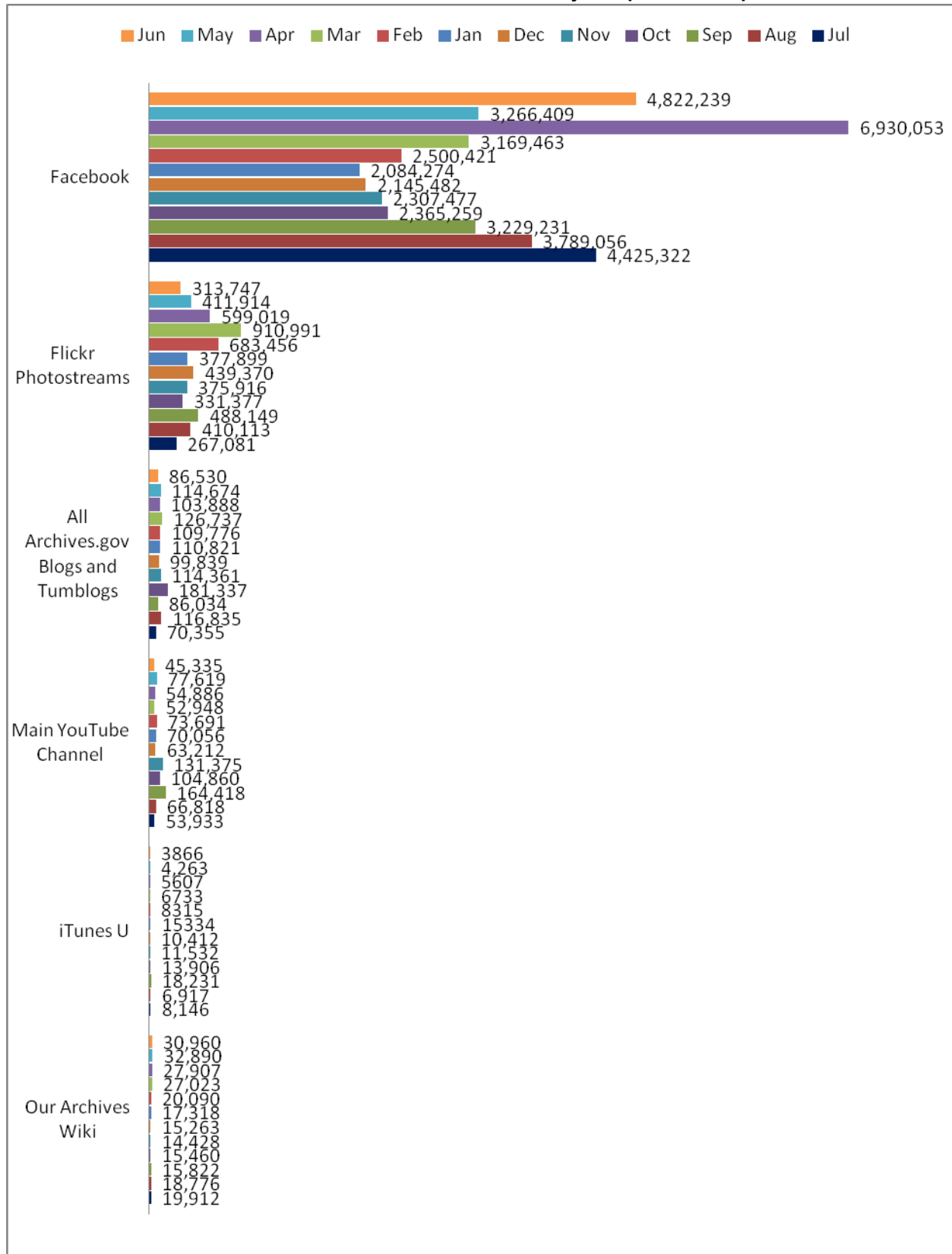
INTERNAL (NARA@WORK) BLOGS

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

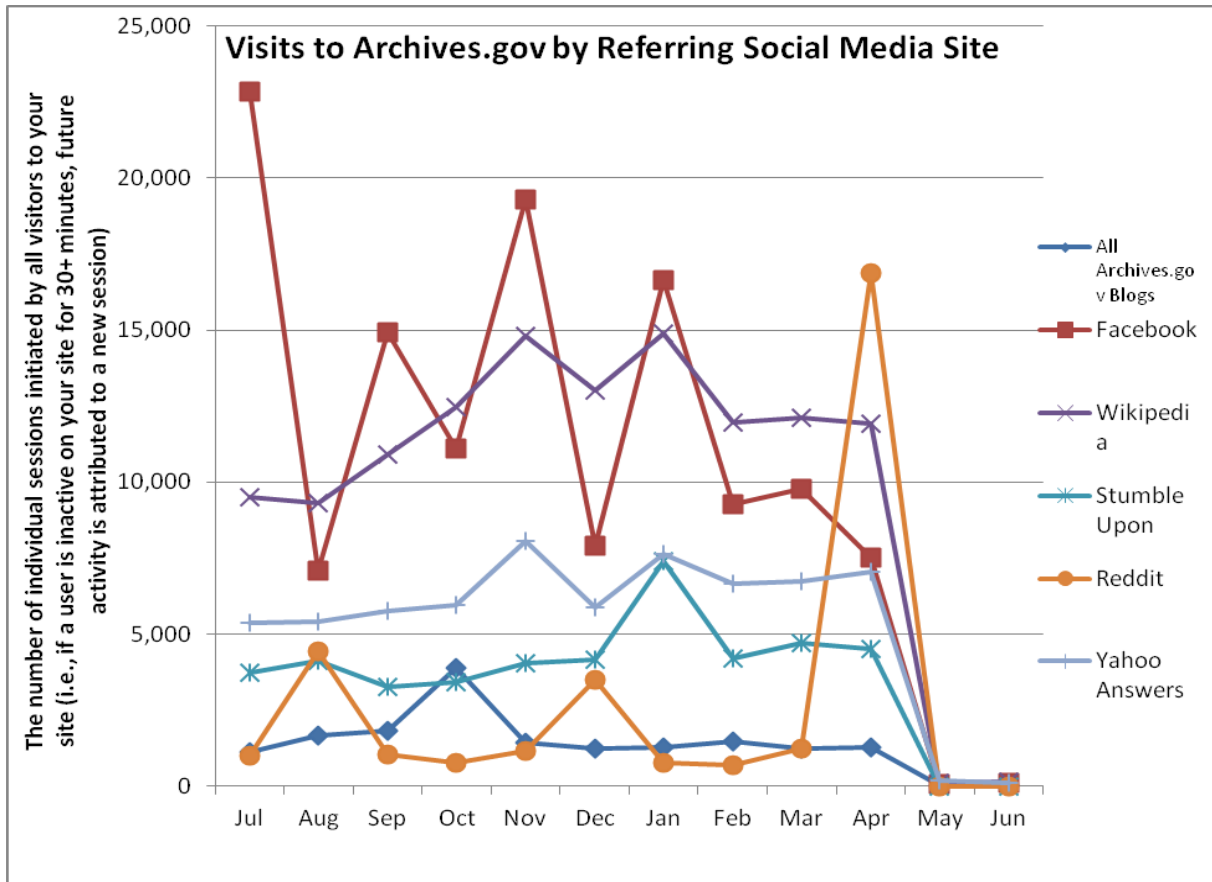
SOCIAL MEDIA TOOLBOX (Tools currently in use)

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

Views: on External Social Media Projects (Per Month)



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



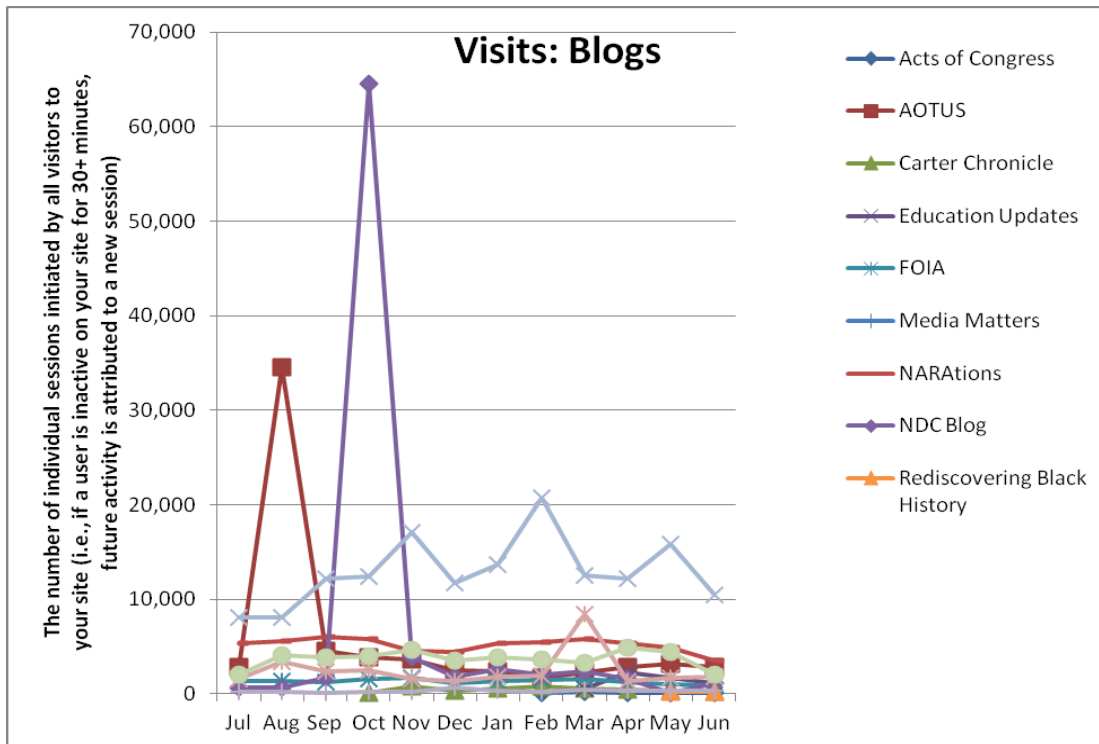
New External Social Media Projects

June Projects

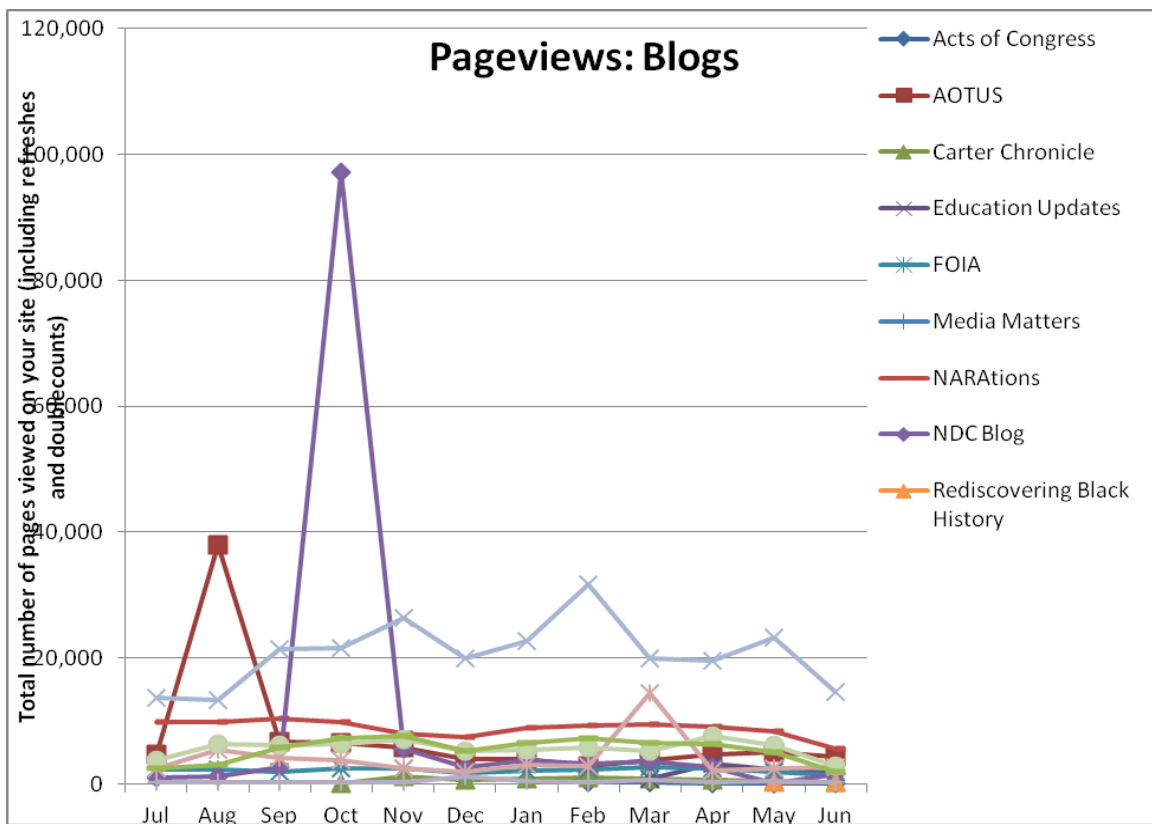
	Dipity	Facebook	Flickr	Twitter	Wiki	Tumblr	Blog	YouTube
July		1			1	1		
August								
September					1		1	
October		1		1			1	
November								
December								
January		1		1	1		1	
February		1					1	
March								
April				1		1		
May	1					1		
June						1		

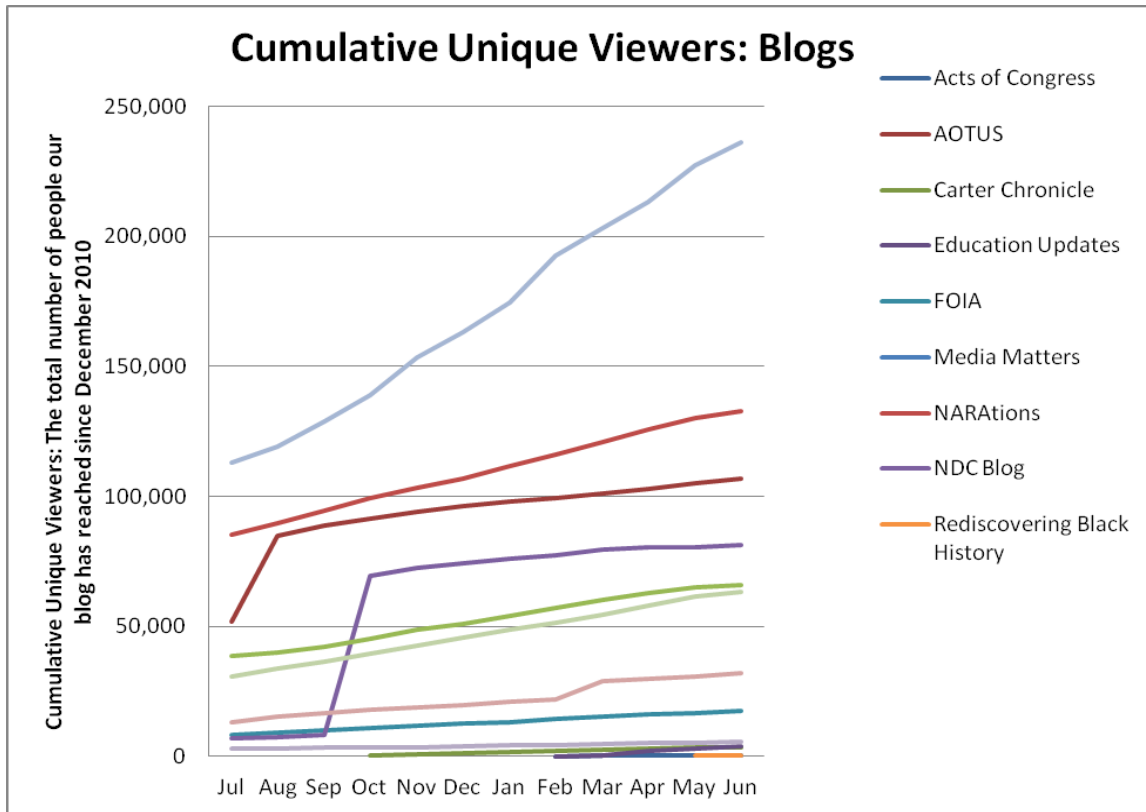
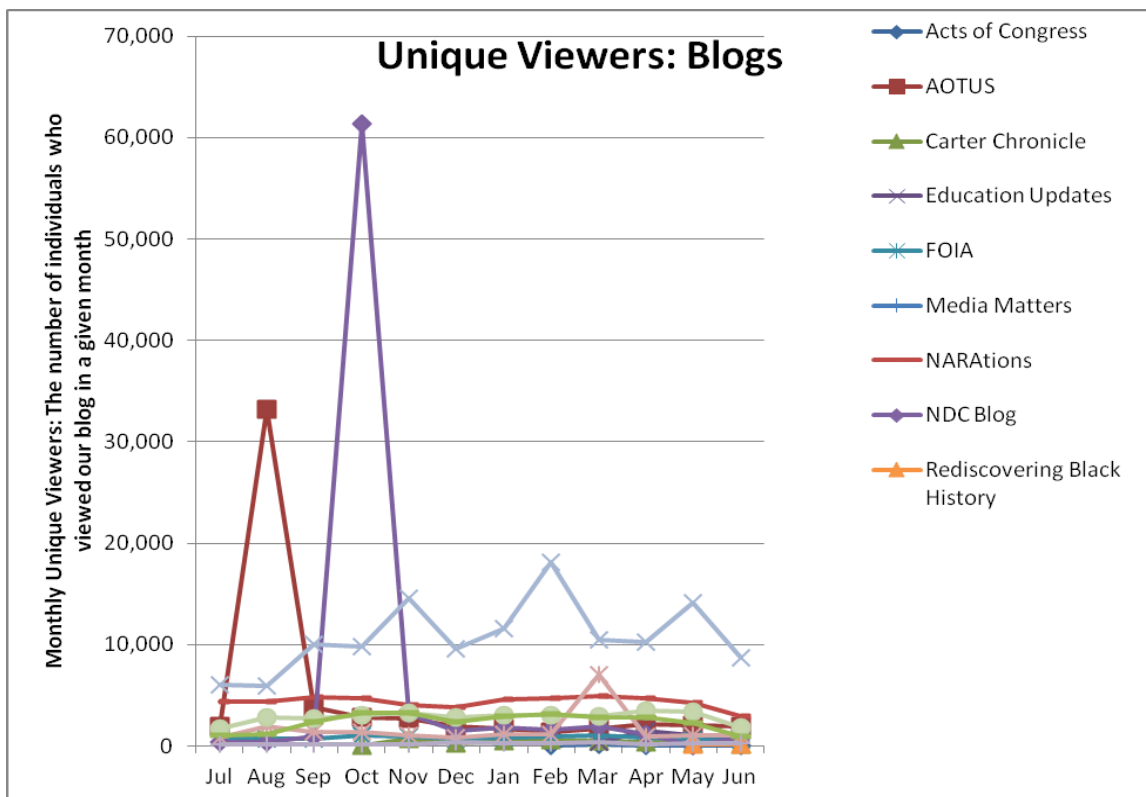
Social Media Tools: Detail View – Blogs (Archives.gov)

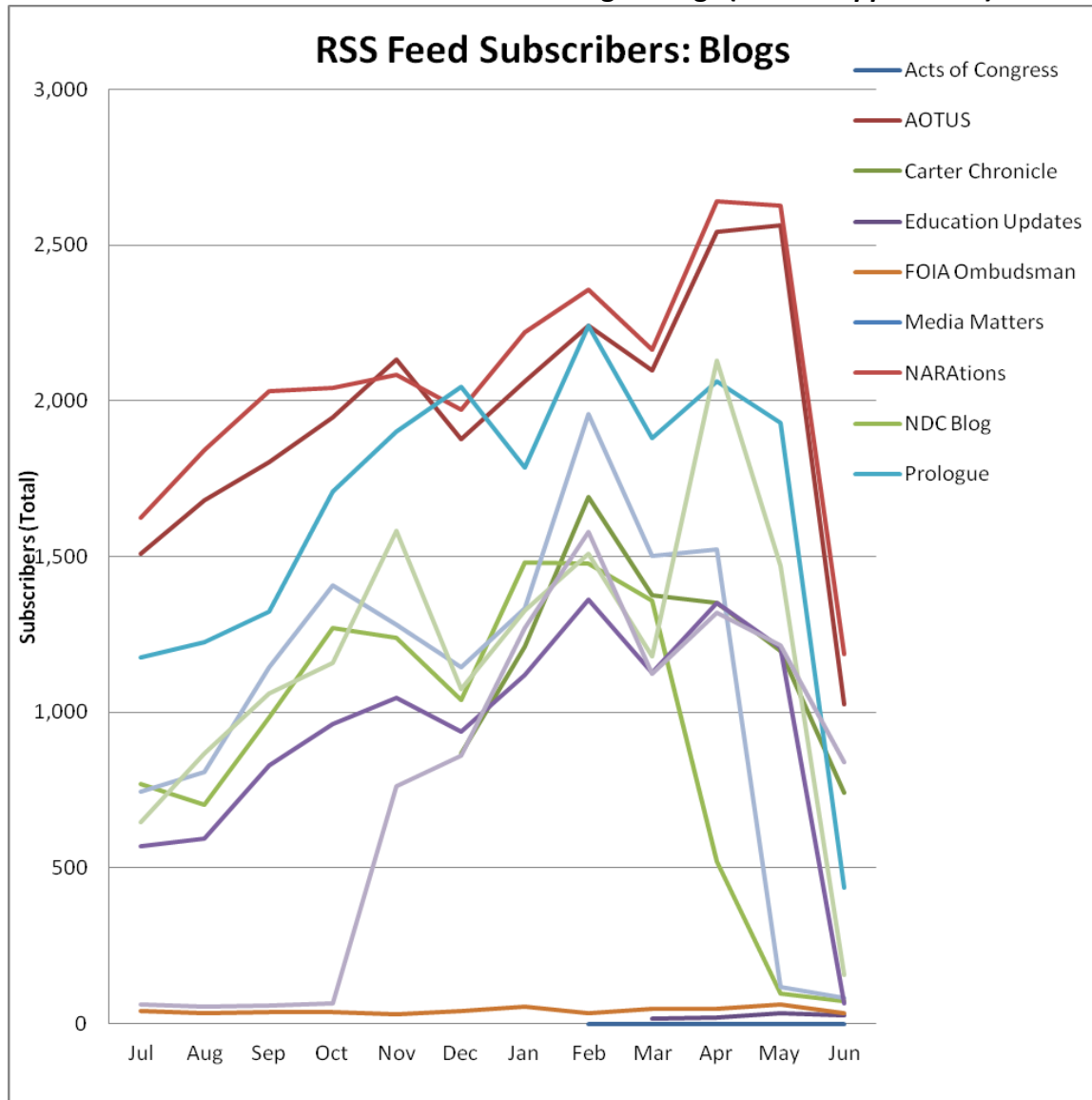
Blog Visits (Source: Appendix II.A)



Blog Pageviews (Source: Appendix II.B)

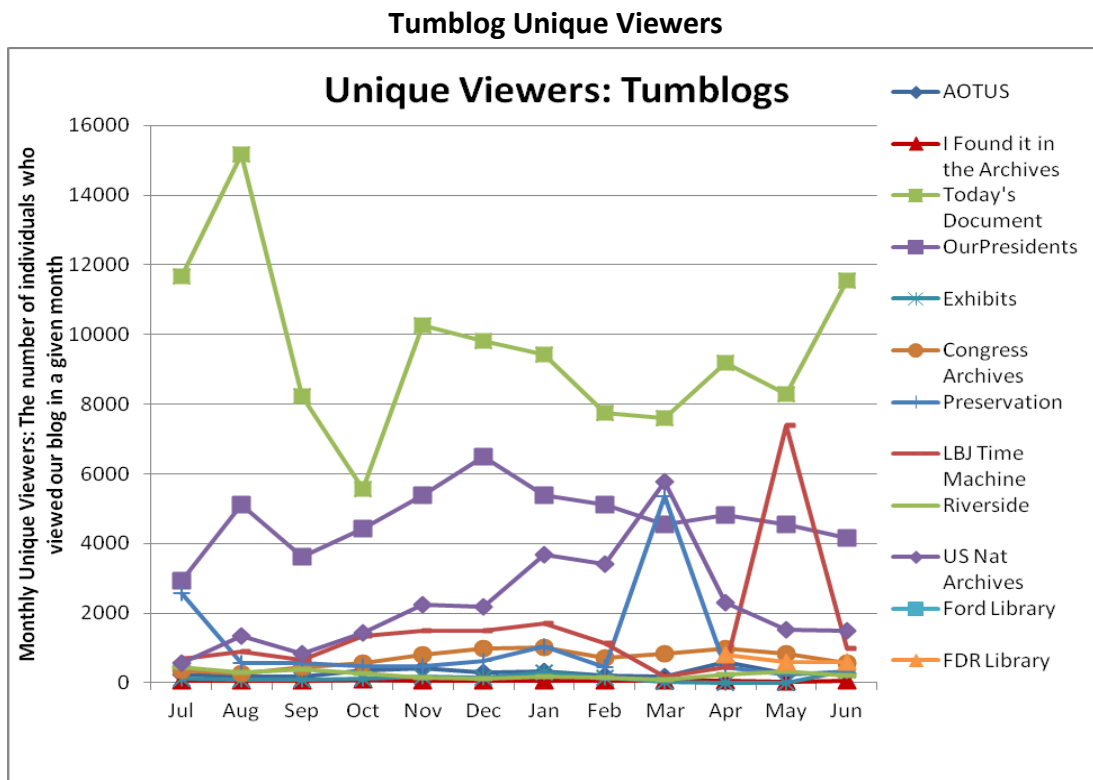
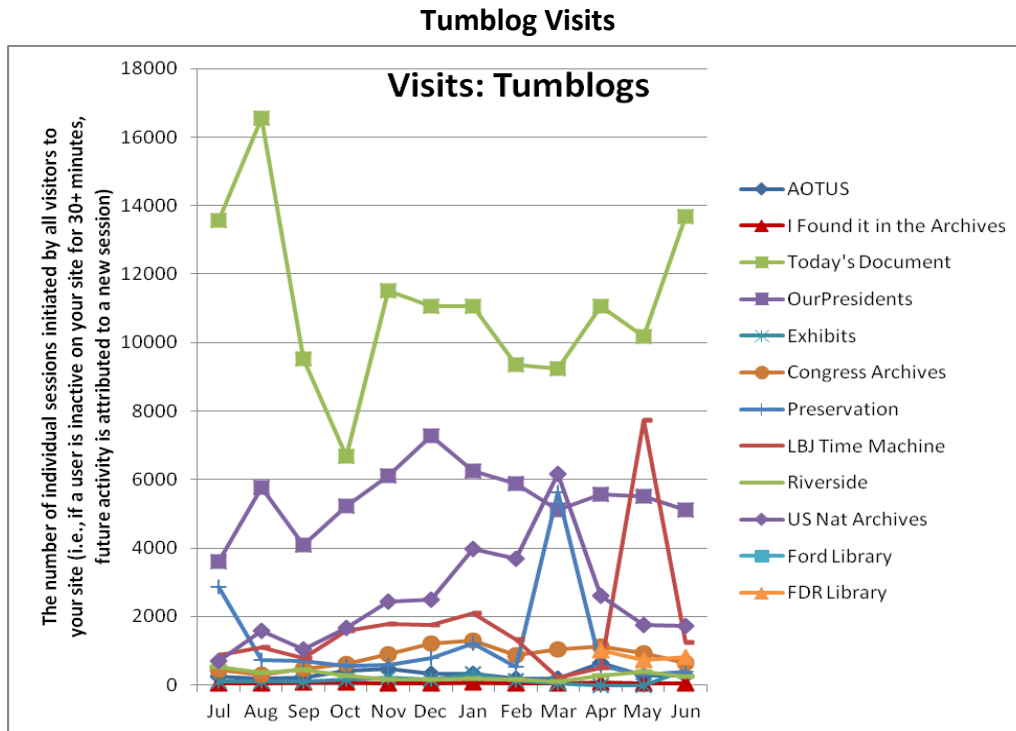


Blog Cumulative Unique Viewers (Source: Appendix II.C)**Blog Unique Viewers by Month (Source: Appendix II.D)**

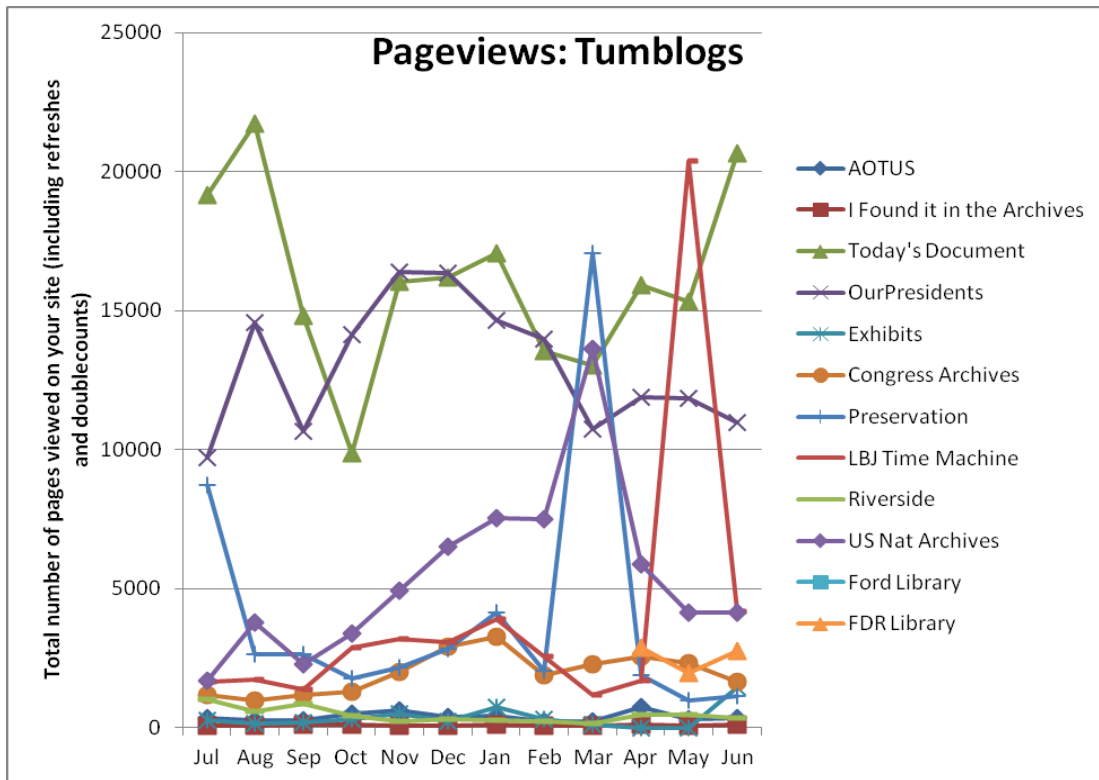
Total RSS Feed Subscribers to Archives.gov Blogs (Source: Appendix III)**Top 5 Most Viewed Blog Posts in June**

Blog	Pageviews	Post Title
Prologue	3,515	Keeping It All Together: Paper Fasteners at the National Archives
Prologue	658	The True Story Behind the Gettysburg Sharpshooter
Records Express	631	Opportunity for Comment: Capstone Email Bulletin
AOTUS	564	Flat Stanley's Magical Visit to Washington
AOTUS	454	Aiding in the Search for The White Bird

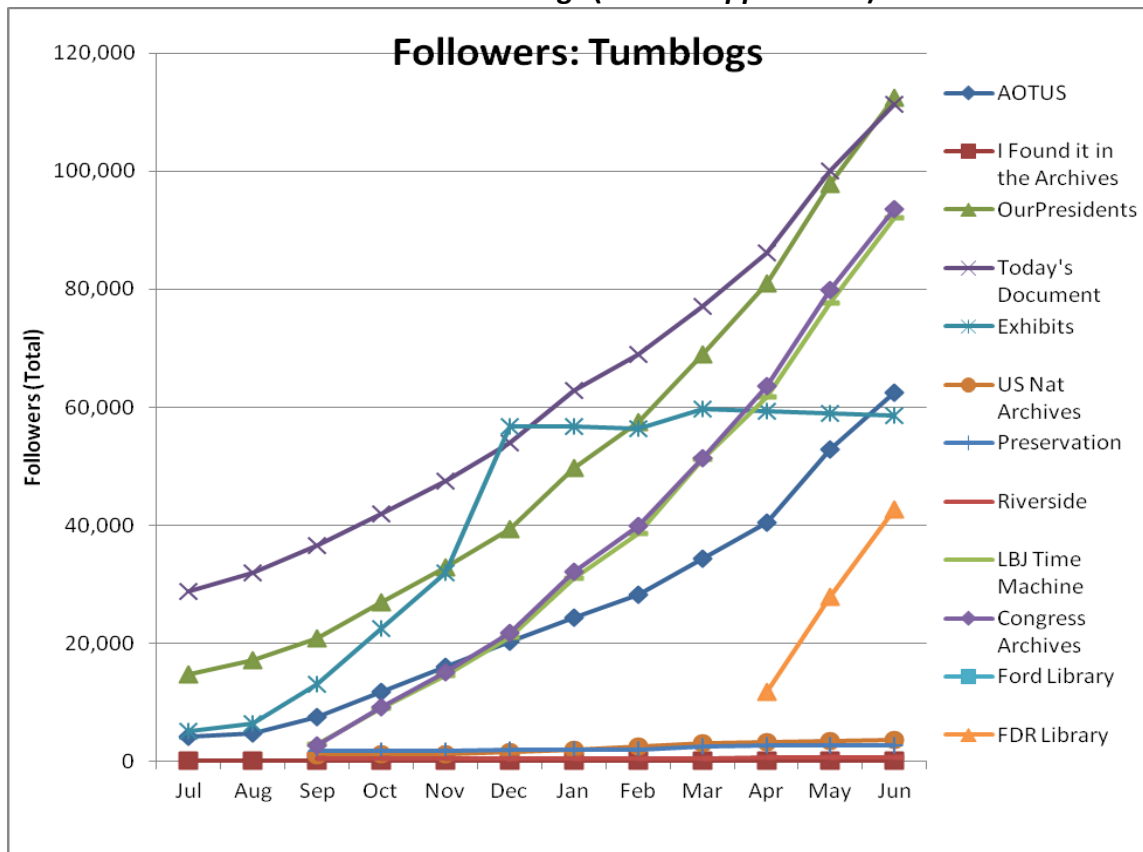
Social Media Tools: Detail View – Tumblr



Tumblr Pageviews

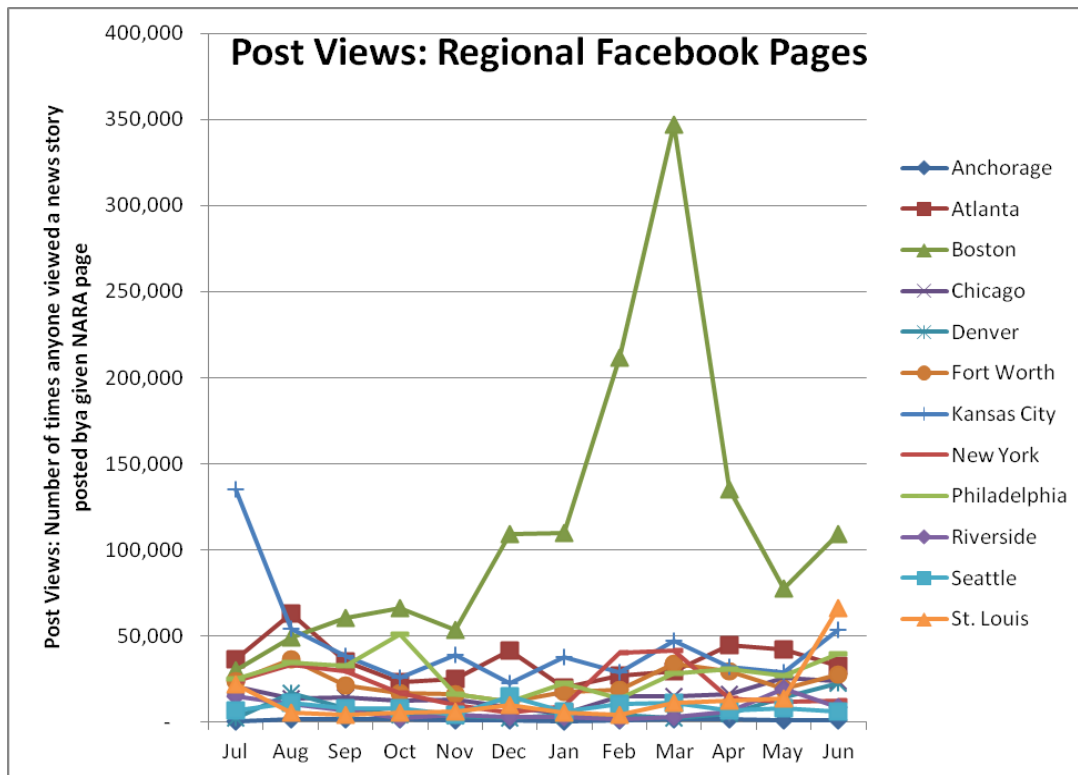


Followers on Tumblogs (Source: Appendix IV)

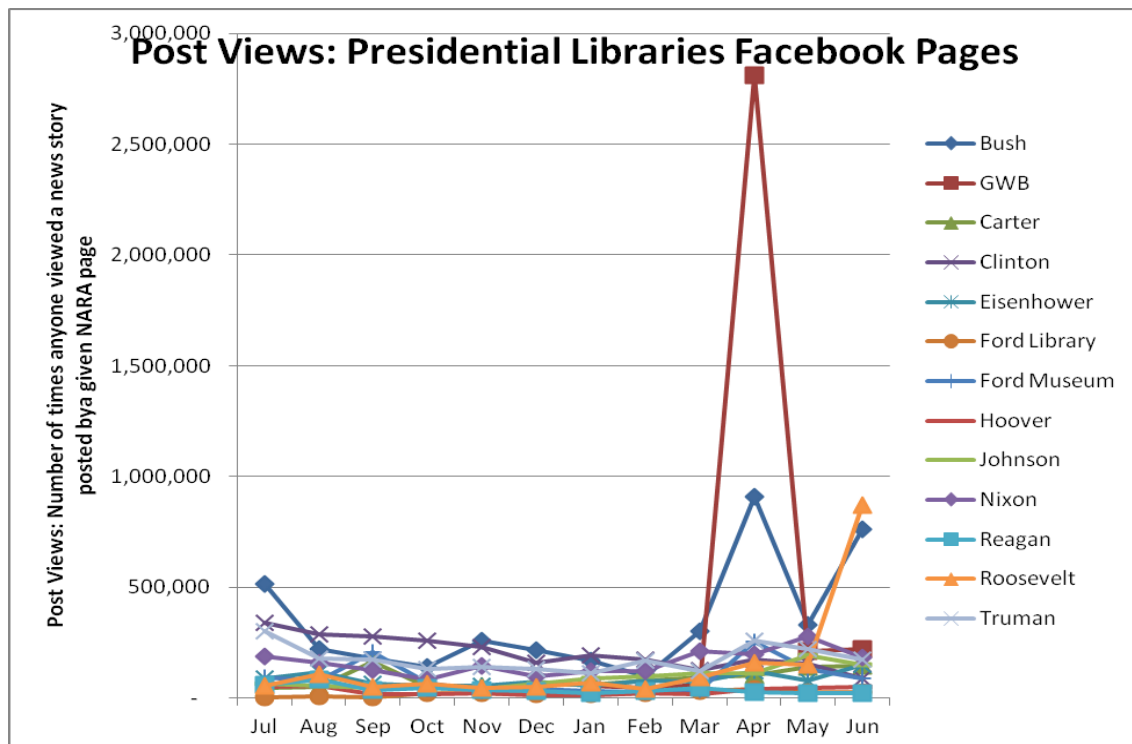


Social Media Tools: Detail View – Facebook

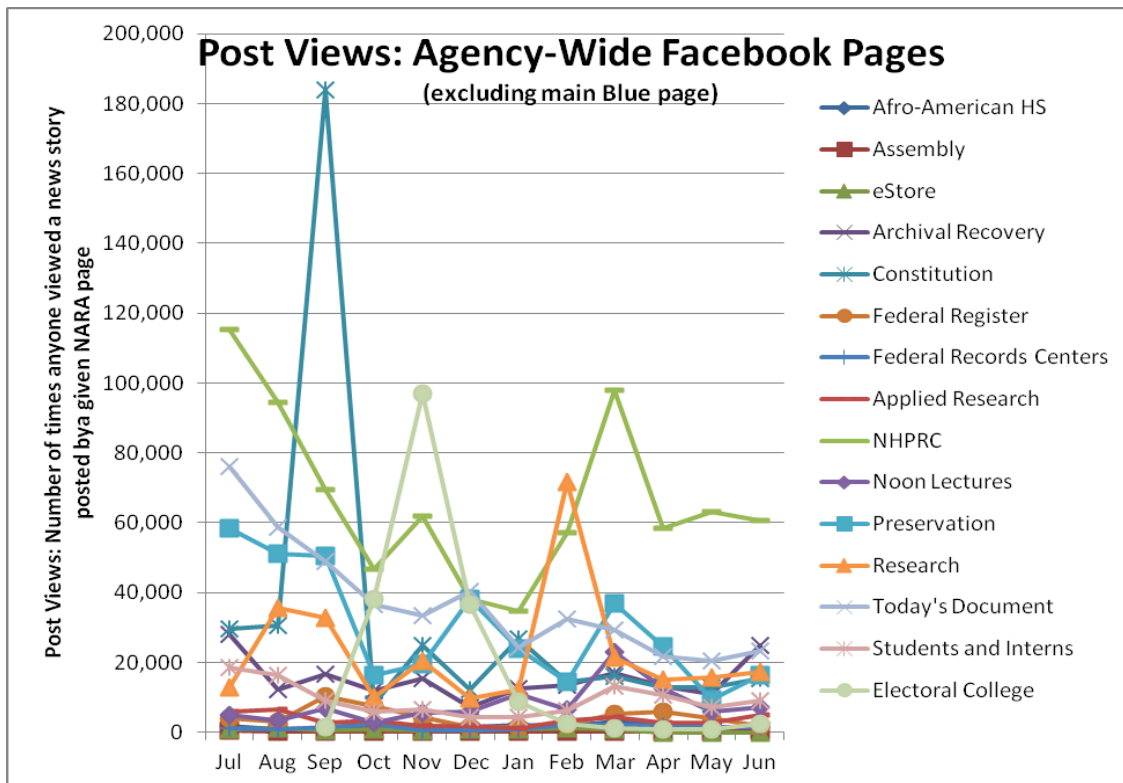
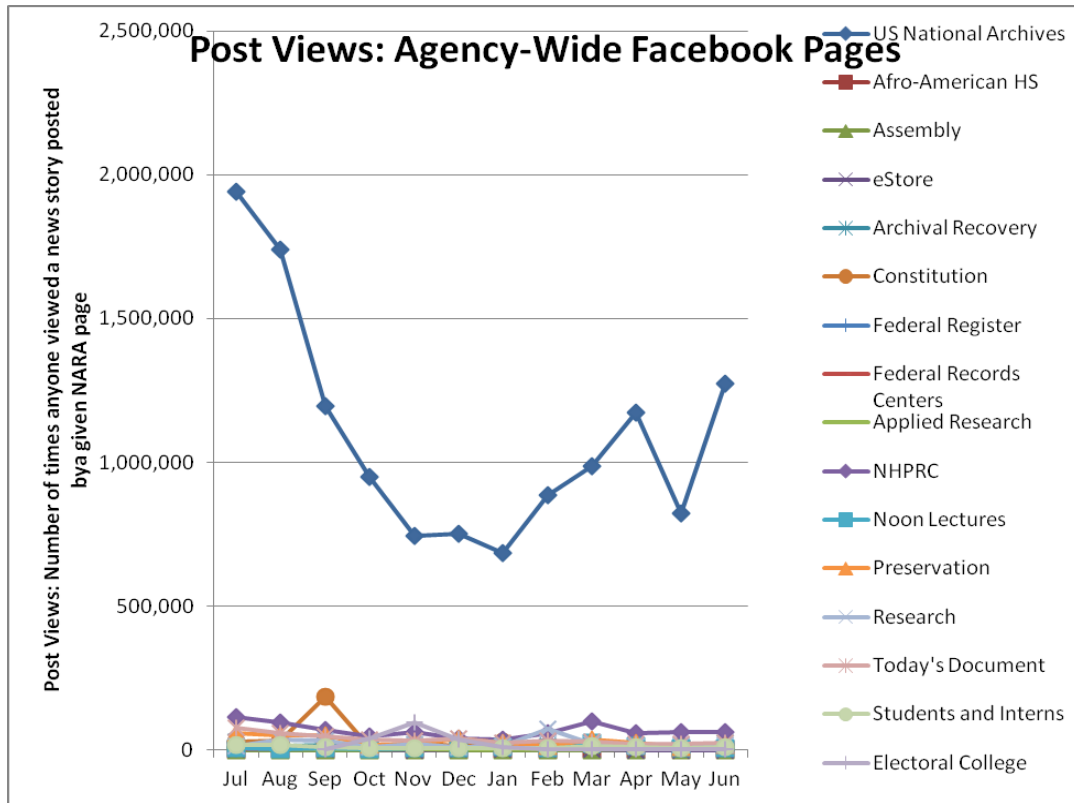
Post Views on Regional Pages (Source: Appendix IV.A)

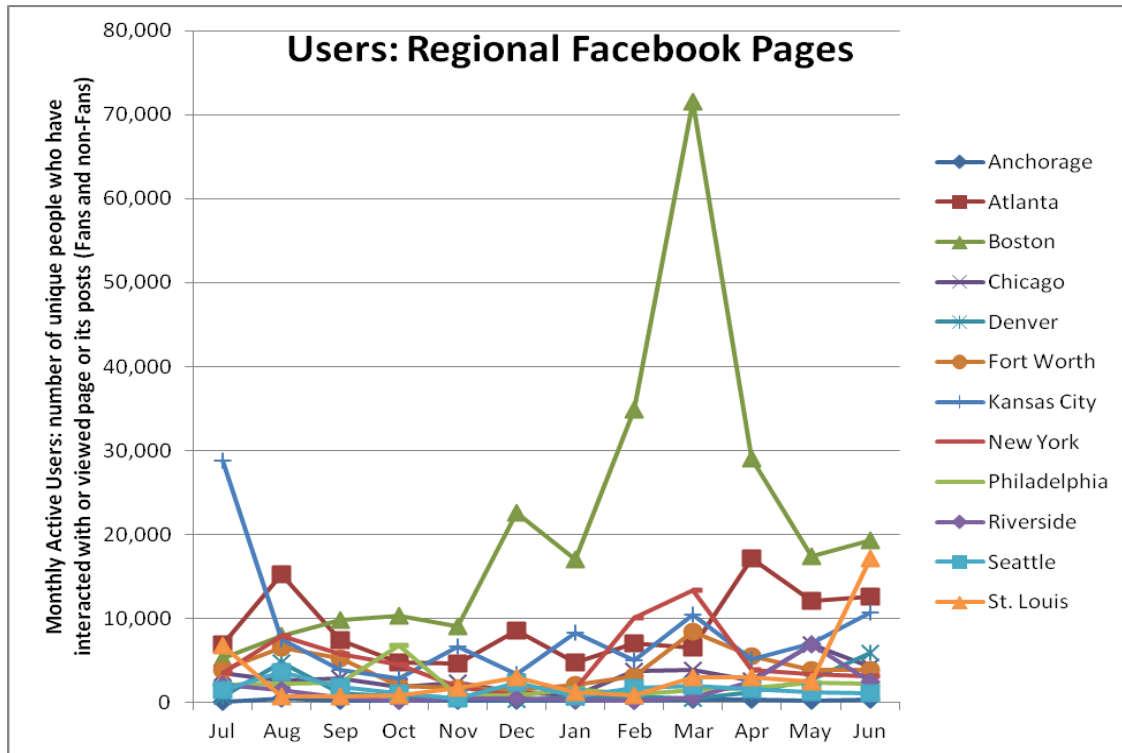
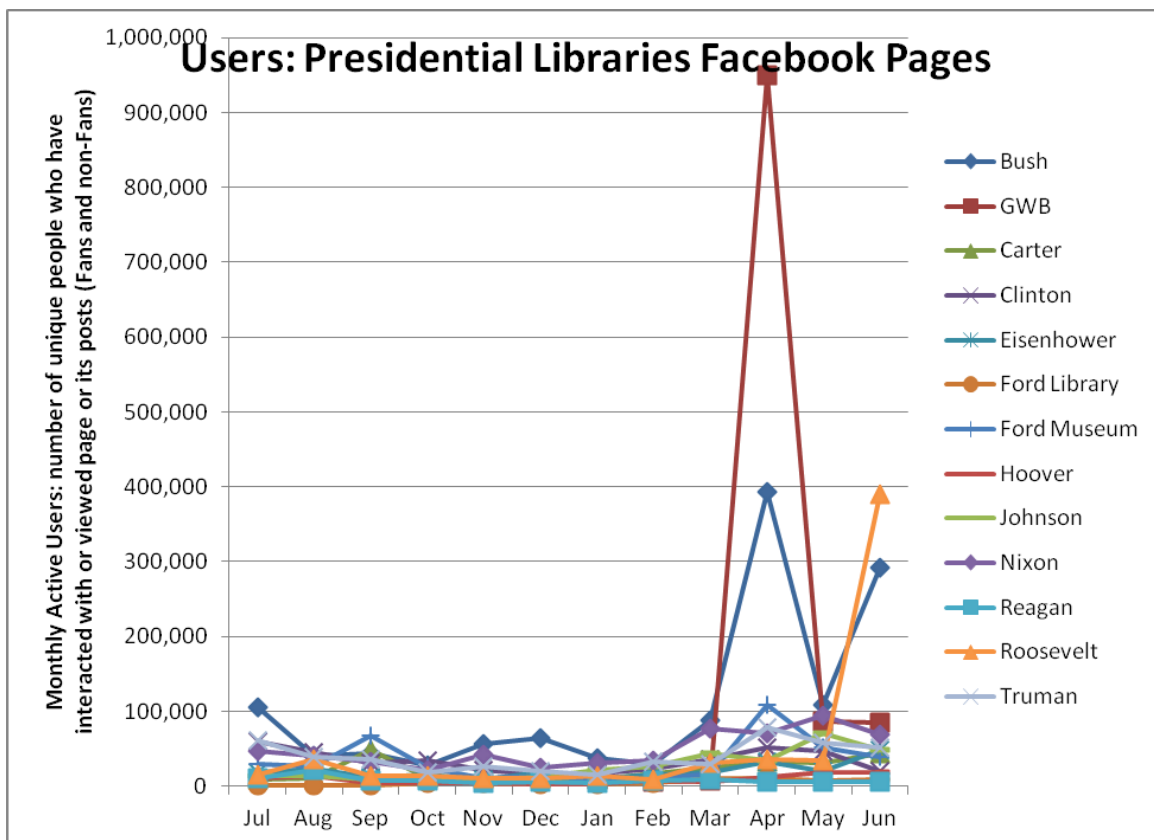


Post Views on Presidential Library Pages (Source: Appendix IV.A)

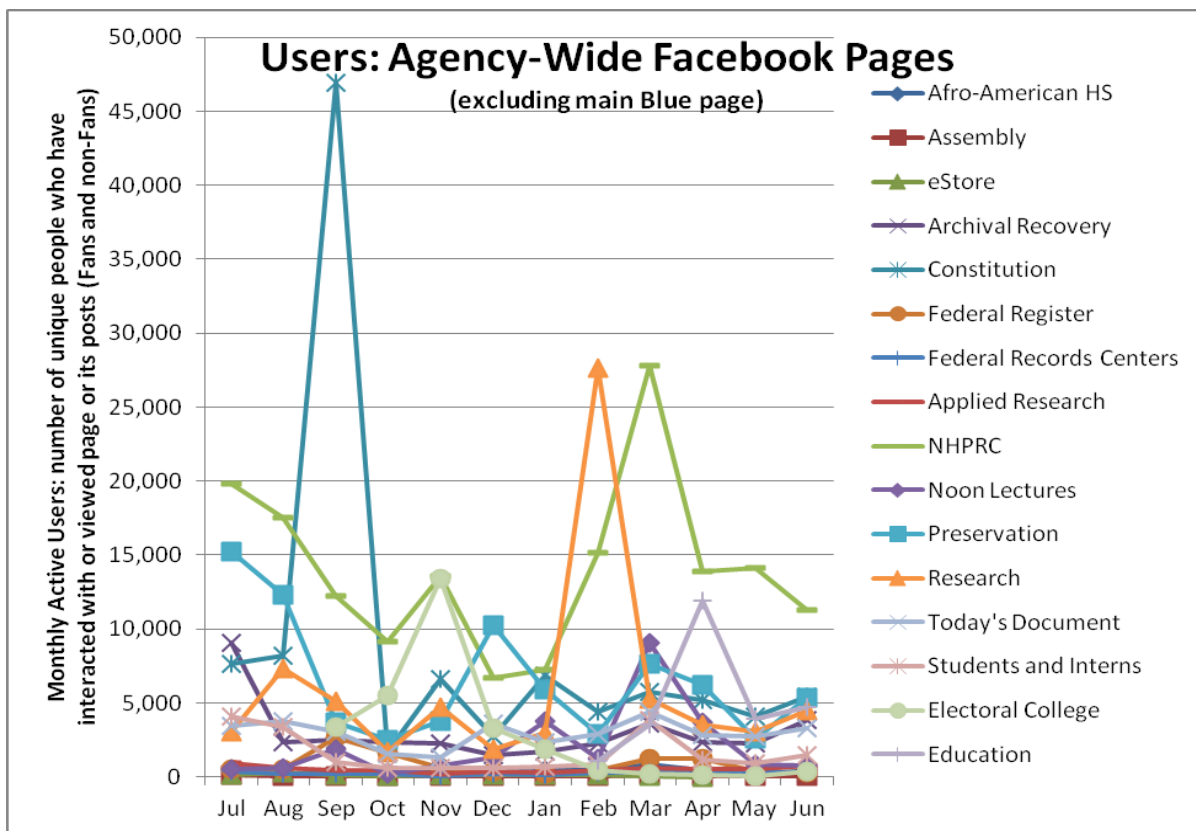
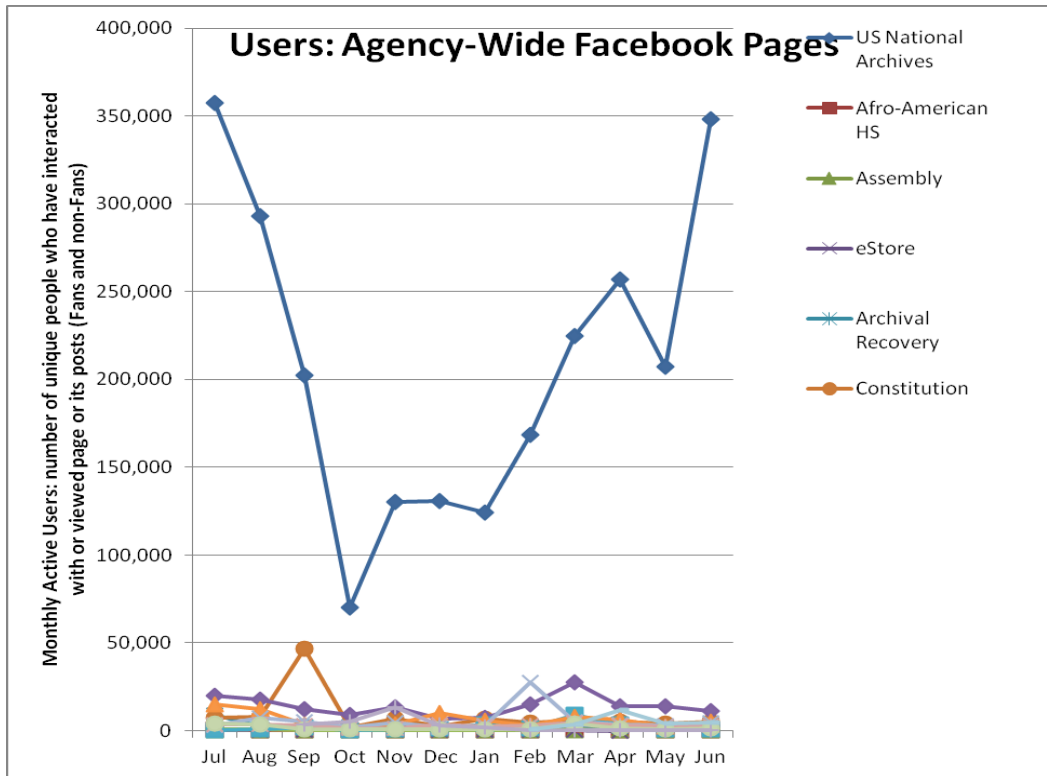


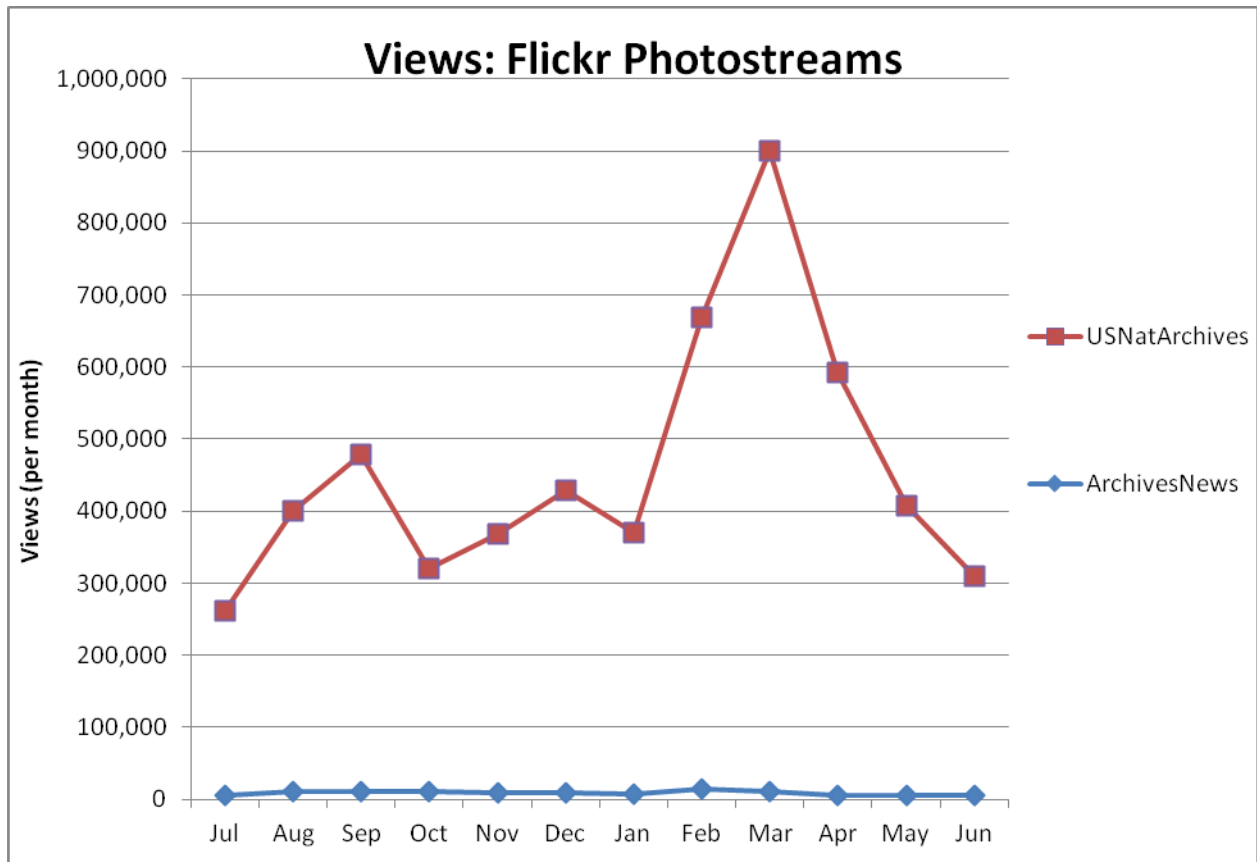
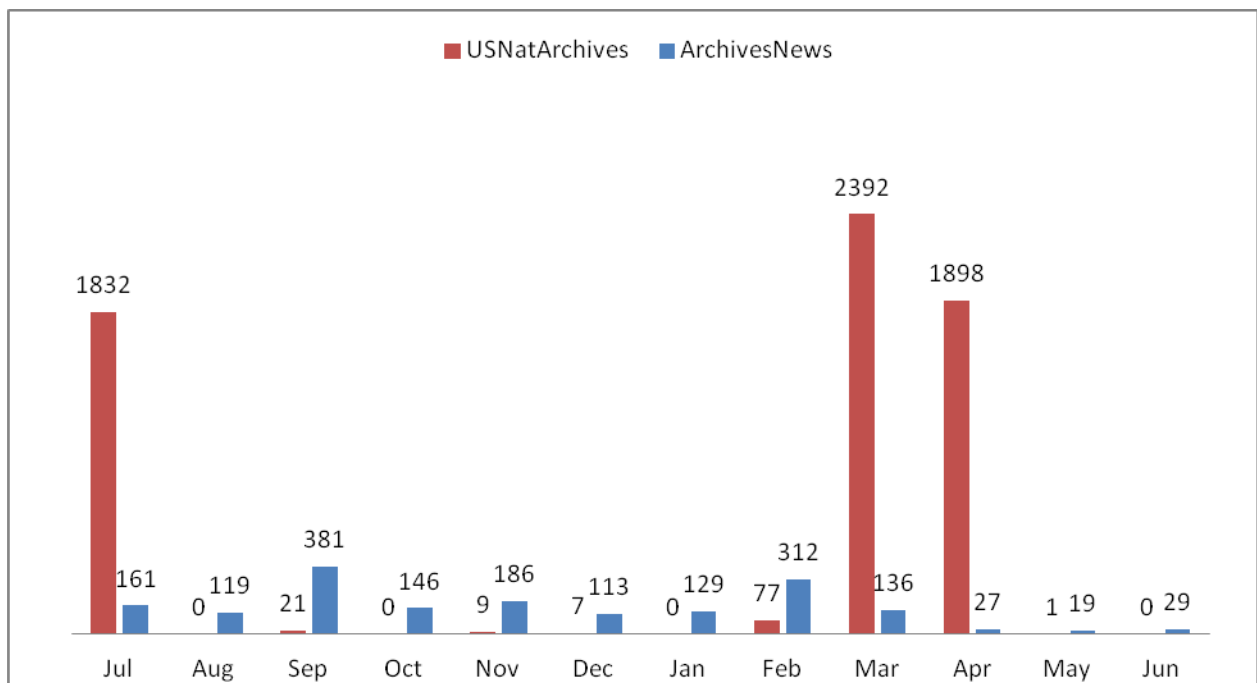
Post Views on Agency-Wide Pages (Source: Appendix IV.A)

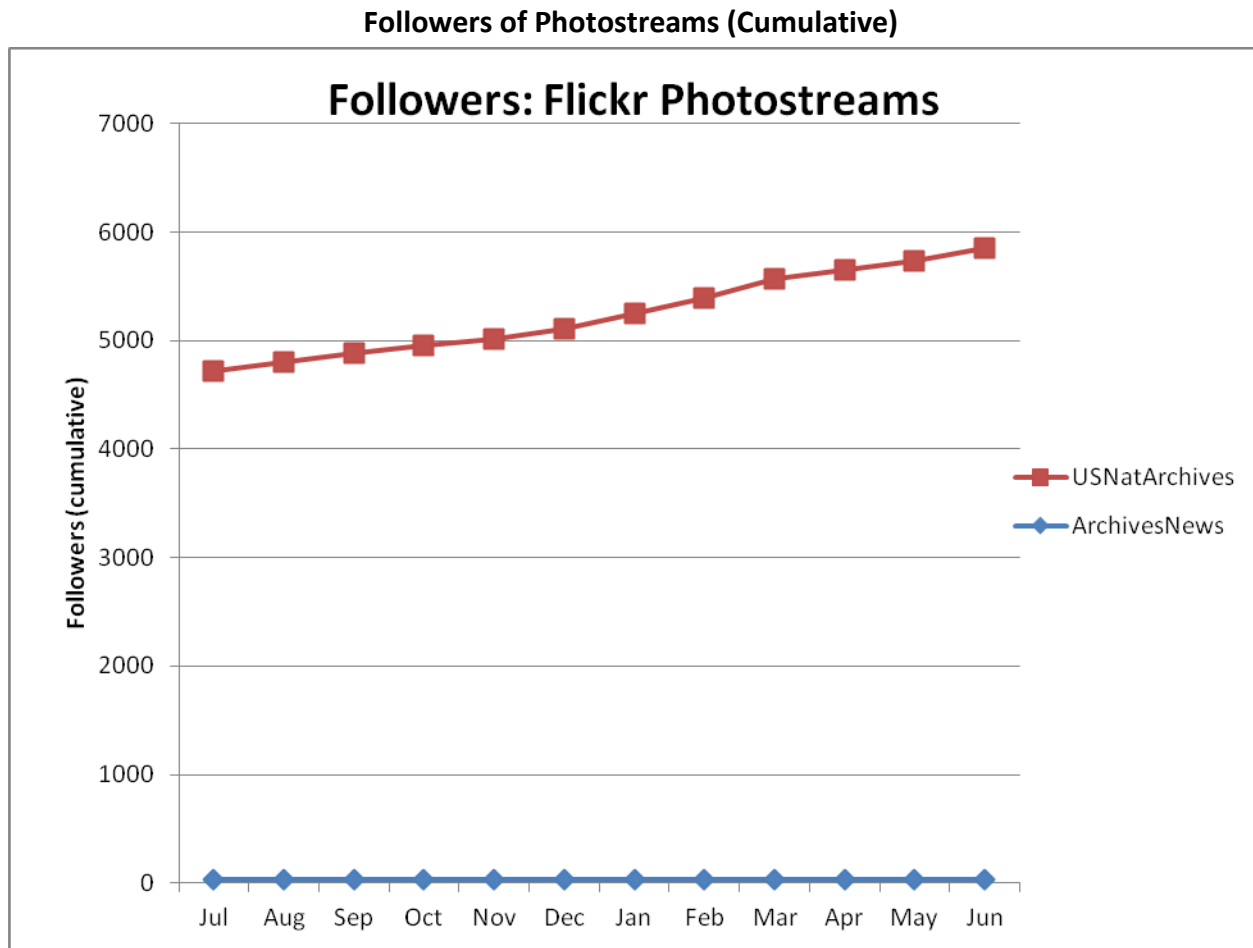


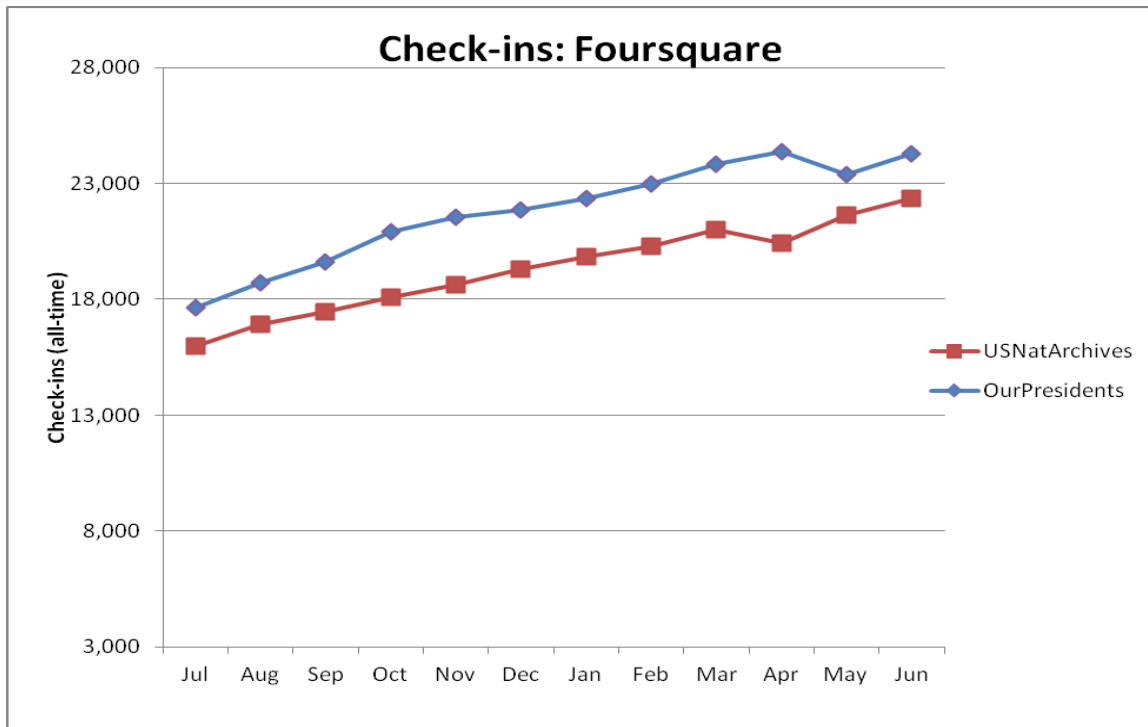
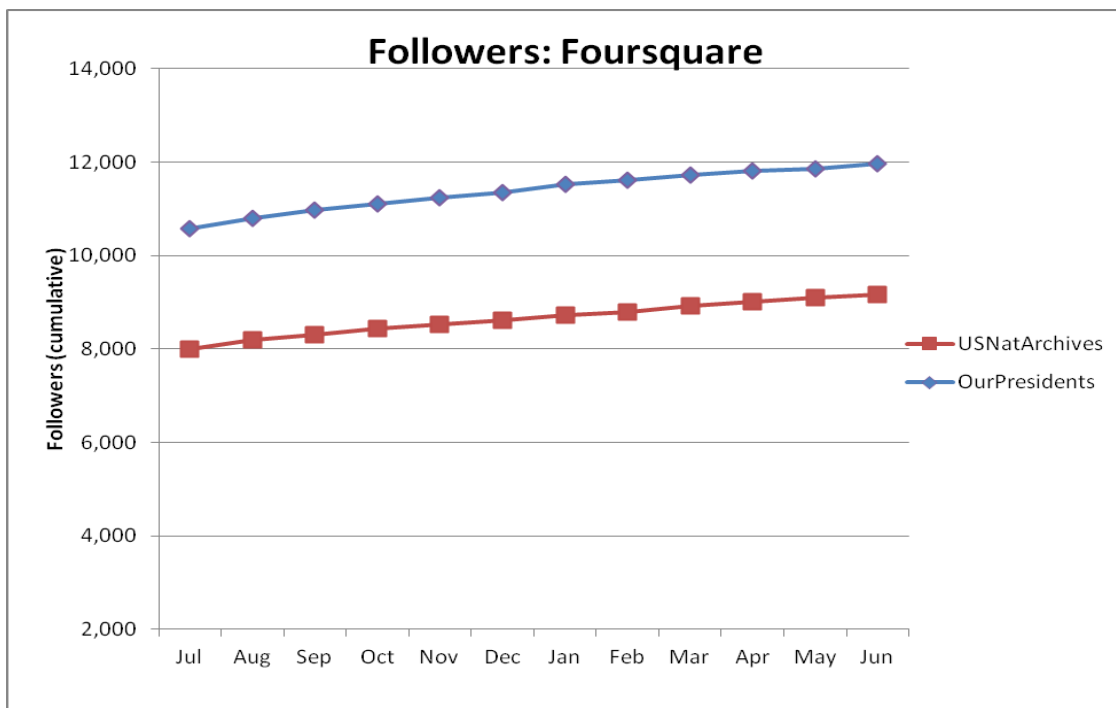
Monthly Active Users of Regional Pages (Source: Appendix IV.B)**Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)**

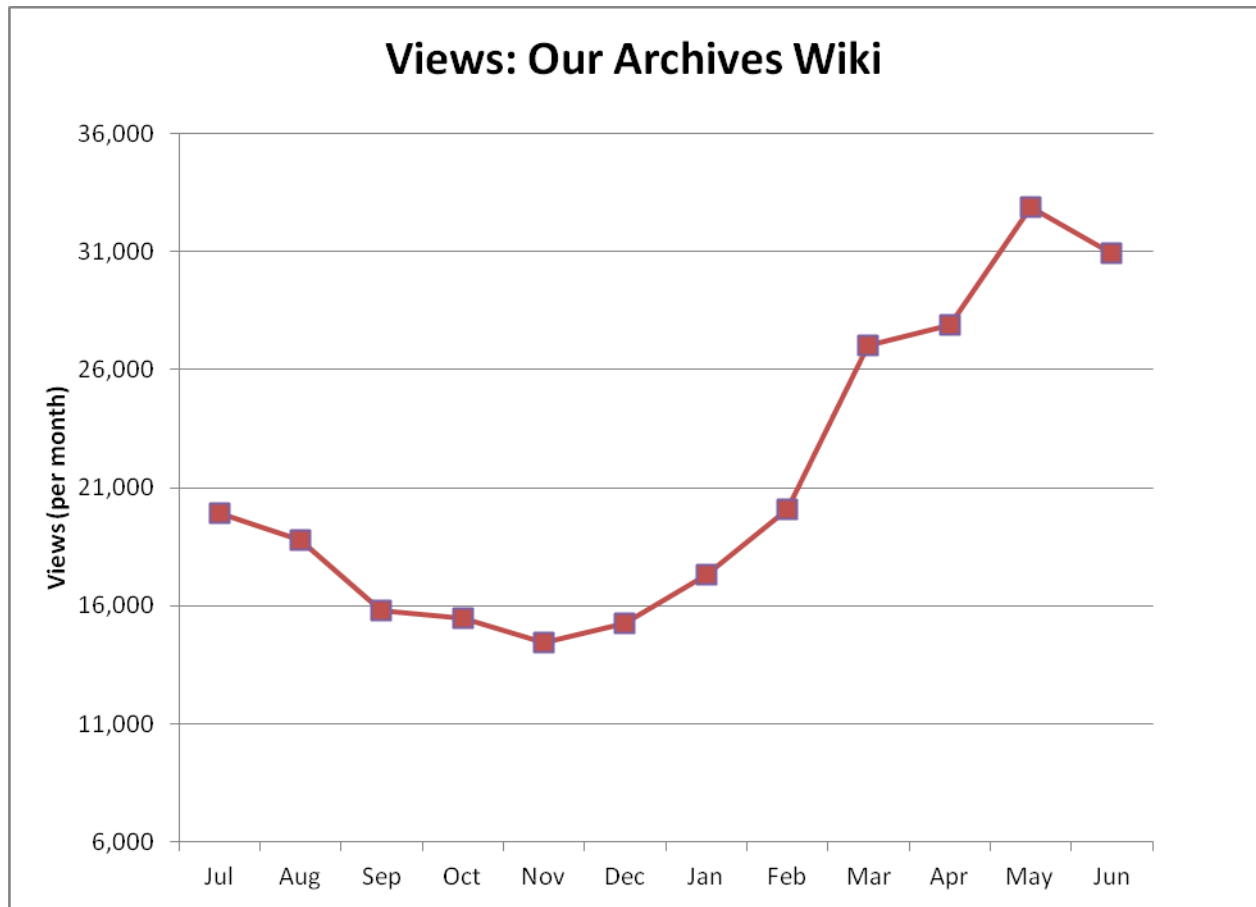
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)

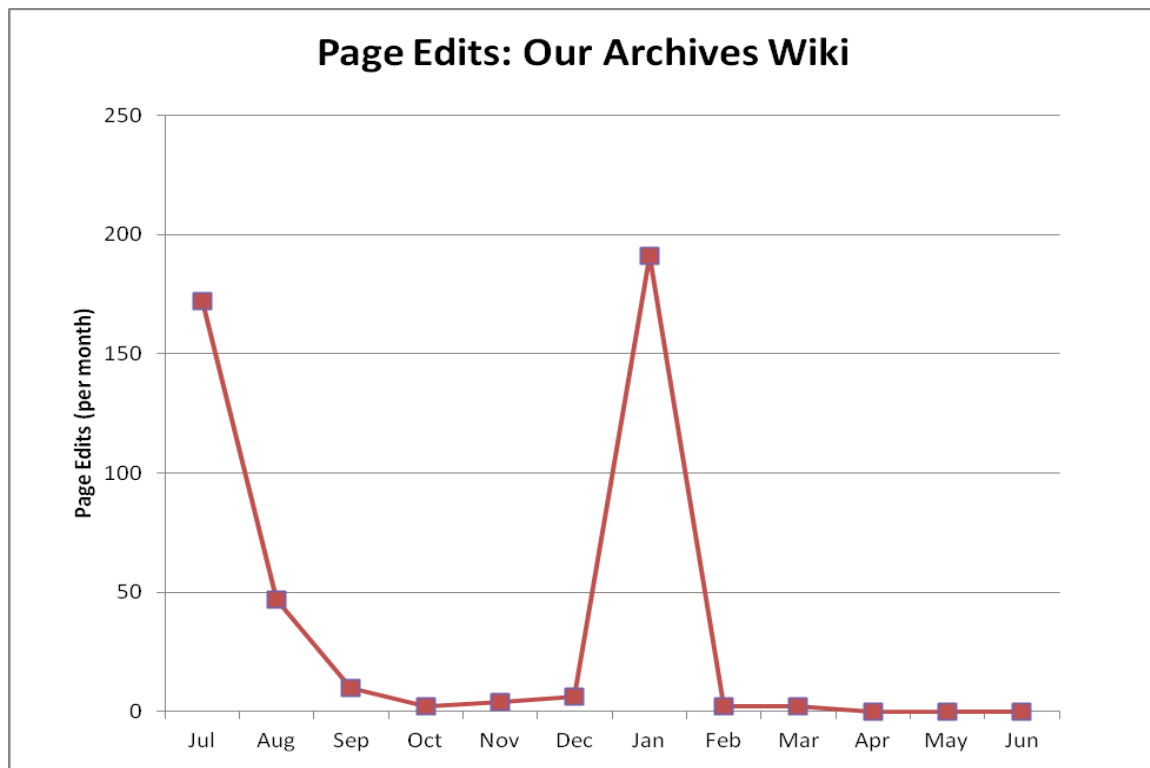
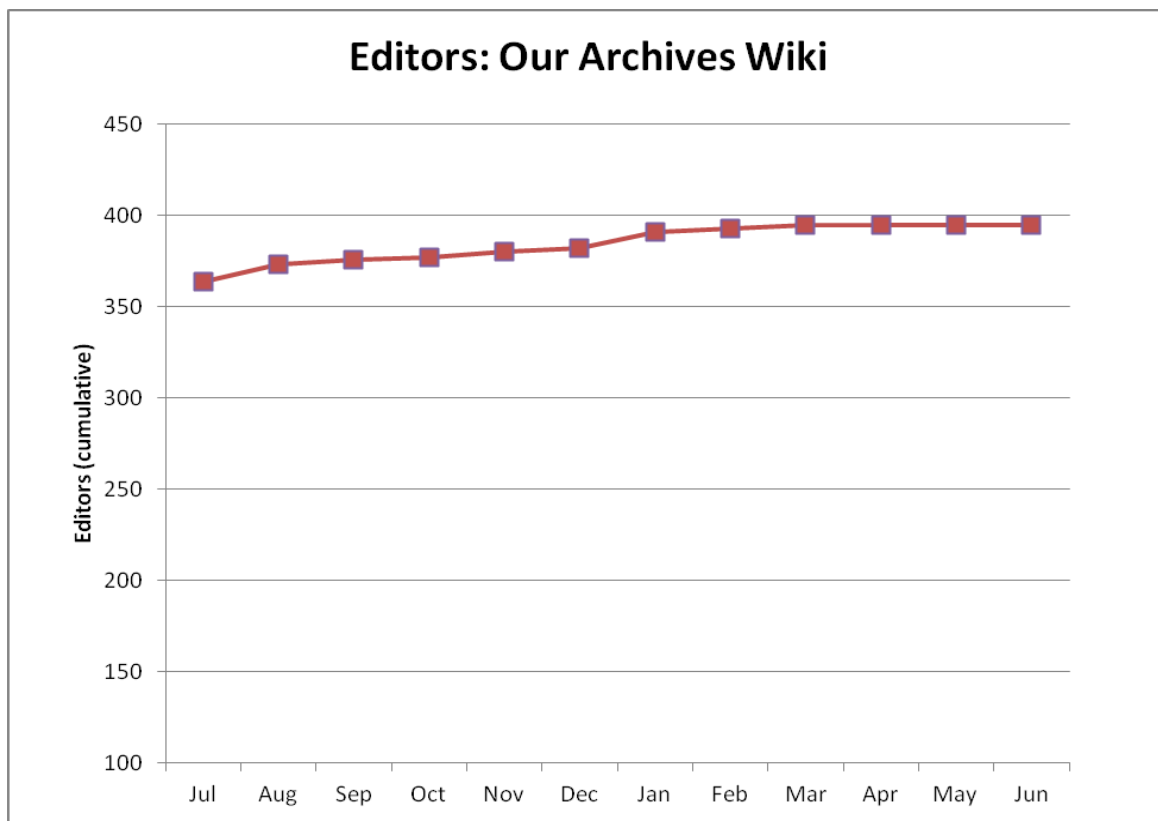


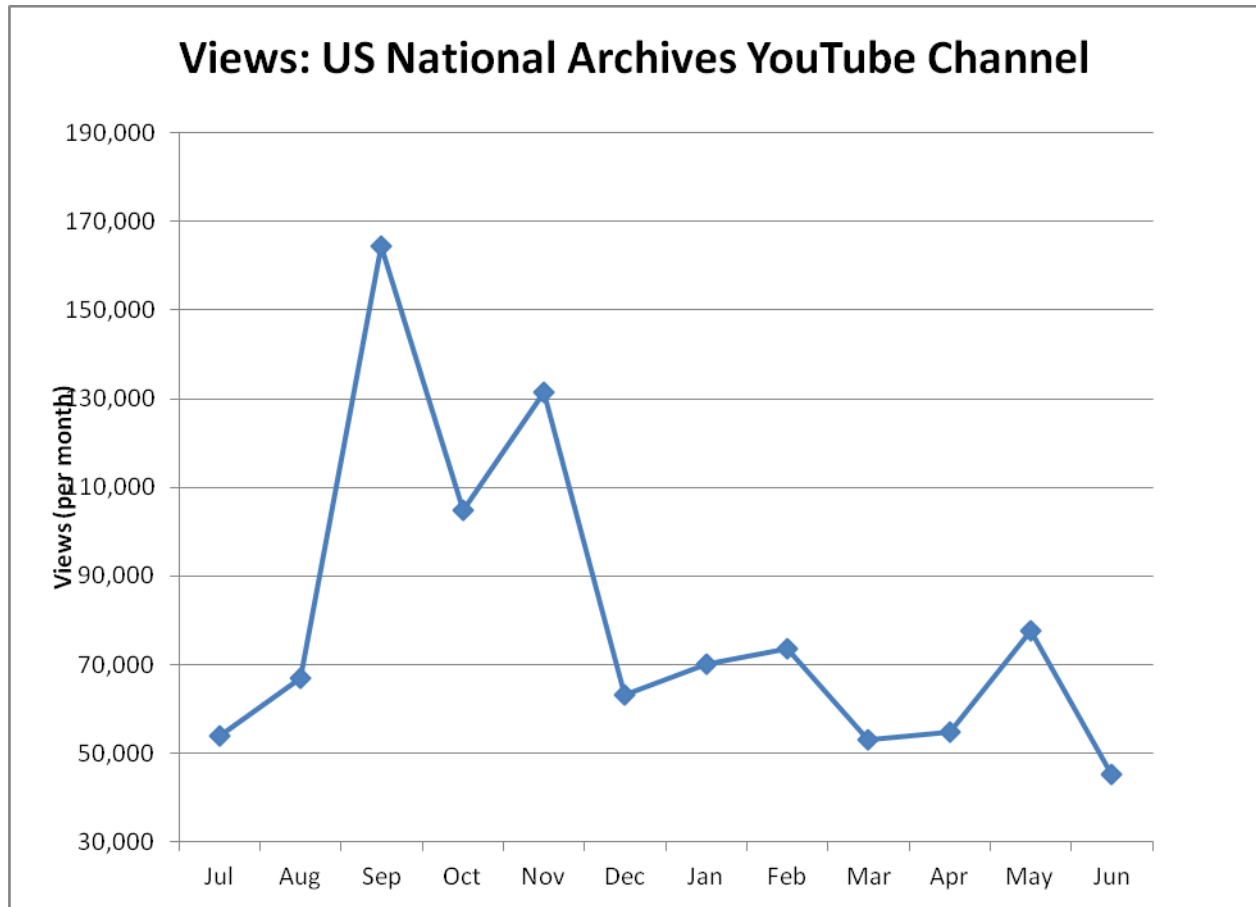
Social Media Tools: Detail View – Flickr**Views on Photostreams (Per Month)****Photos Uploaded (Per Month)**

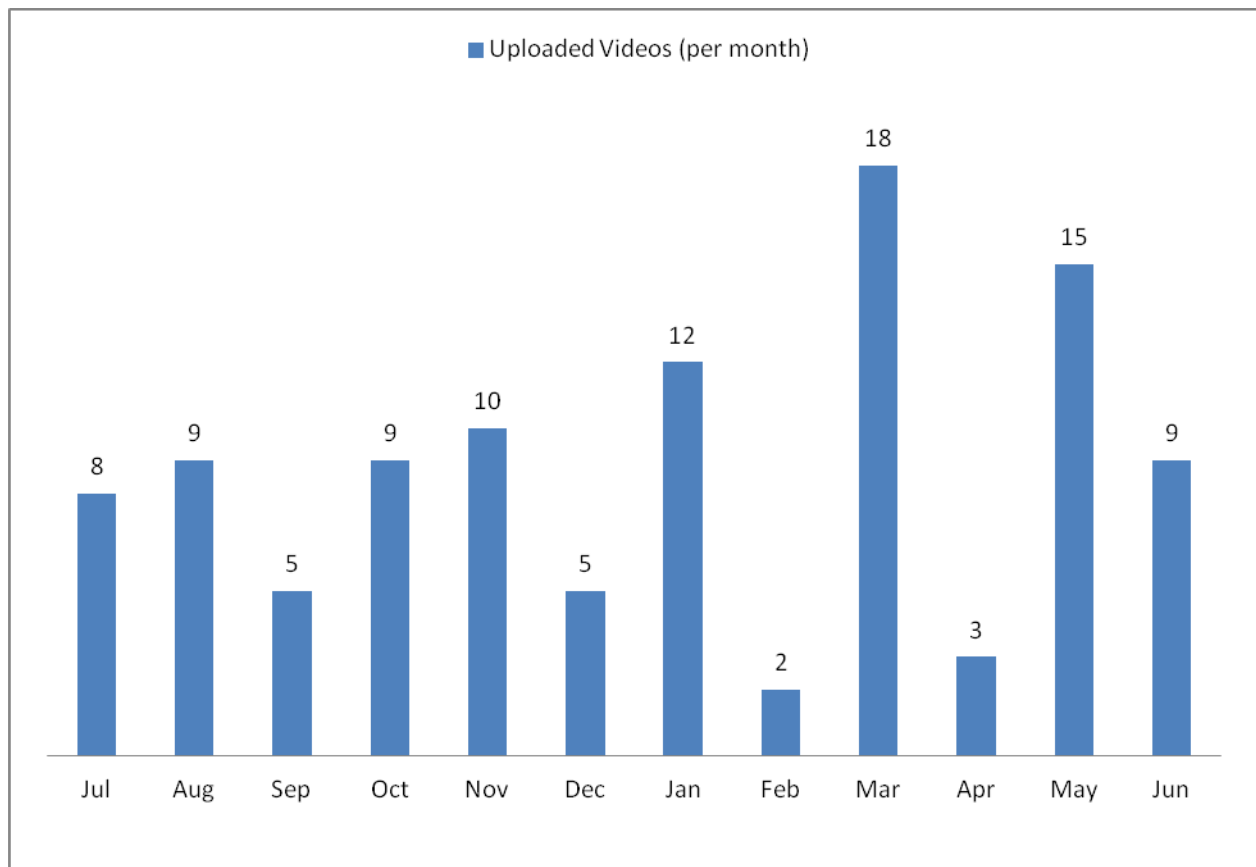


Social Media Tools: Detail View – Foursquare**Number of Check-ins at USNatArchives and OurPresidents Venues (Cumulative)****Number of Followers of USNatArchives and OurPresidents (Cumulative)**

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)**

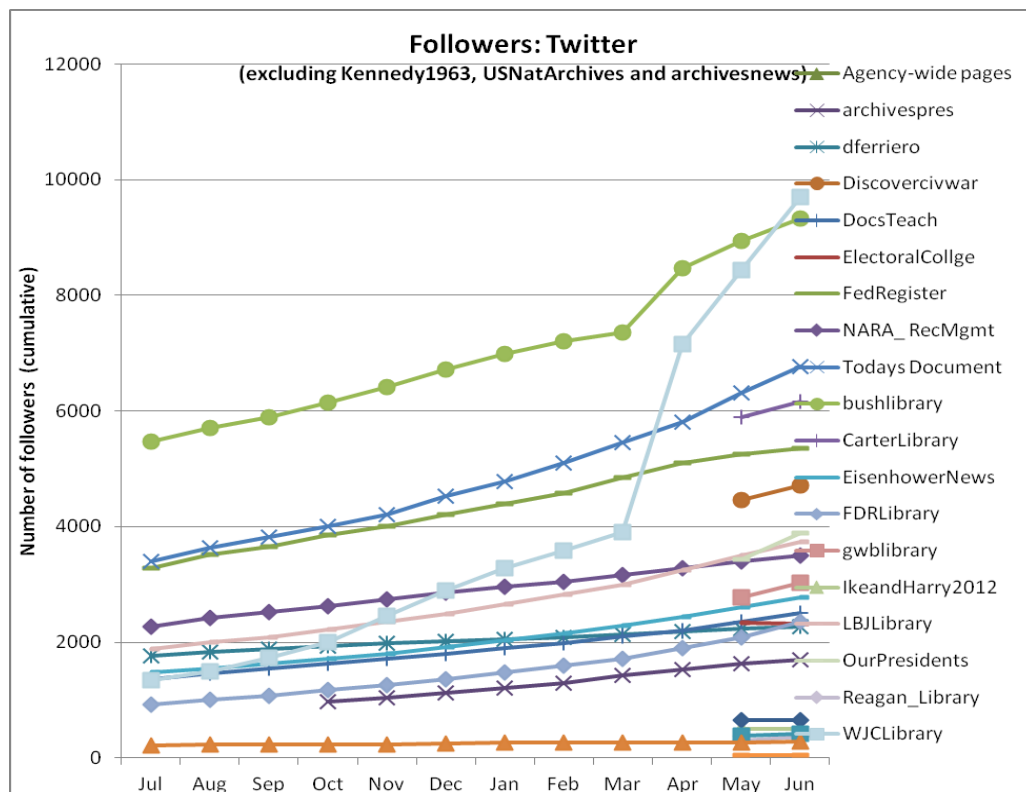
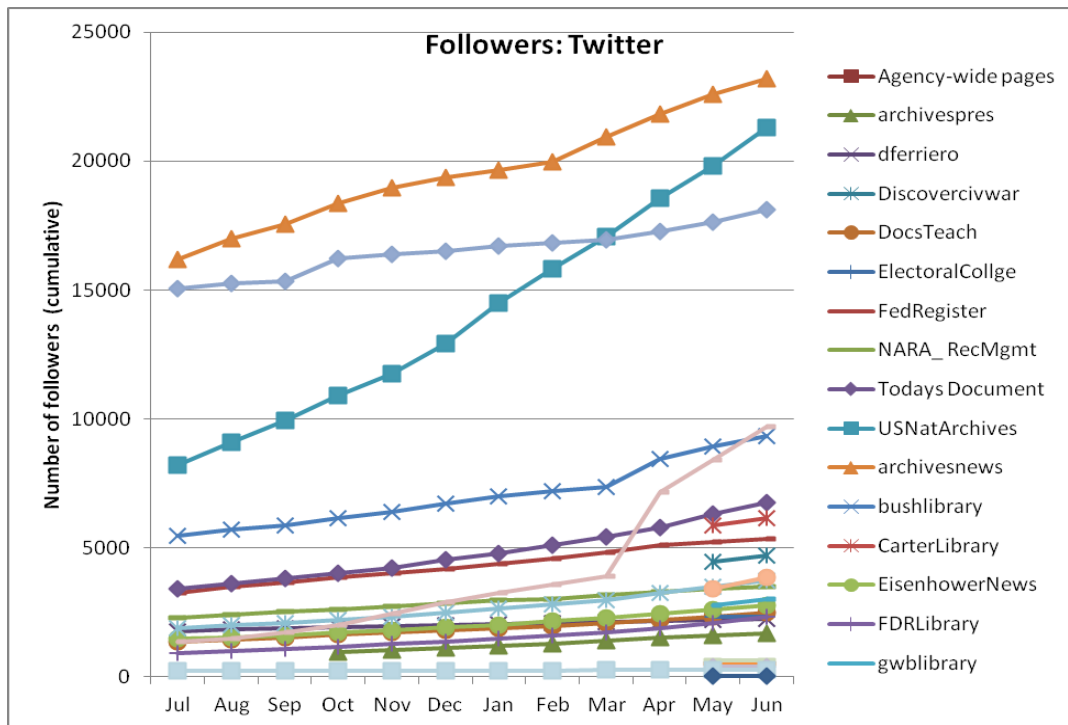
Social Media Tools: Detail View – YouTube**Views on US National Archives Channel (Per Month)**

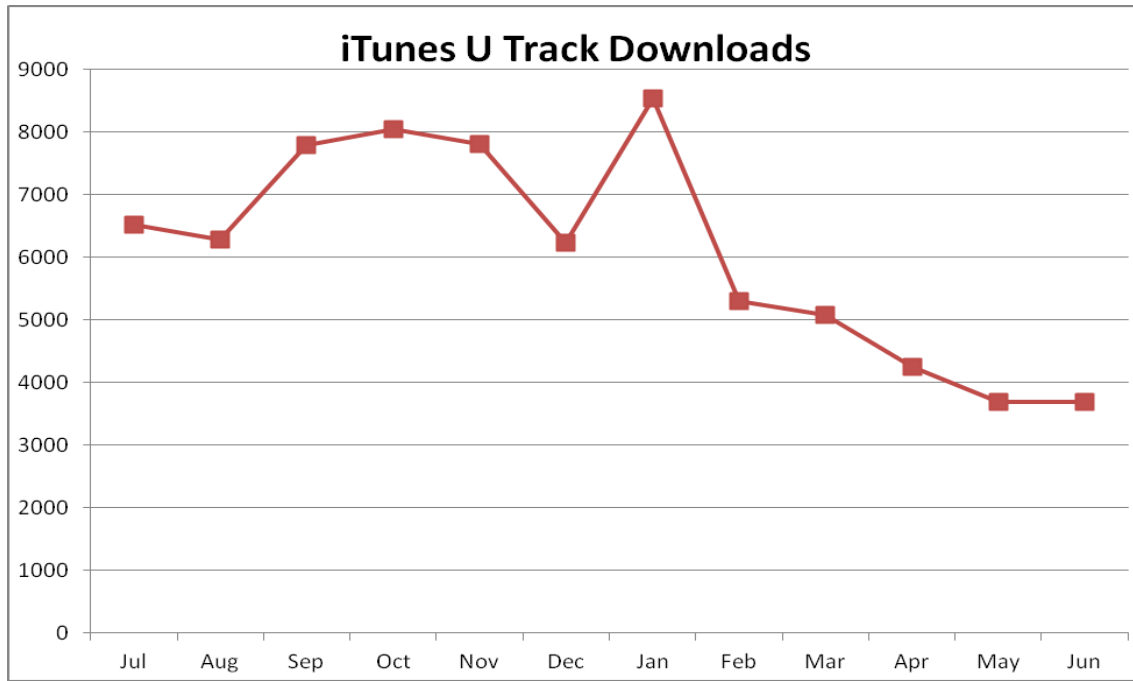
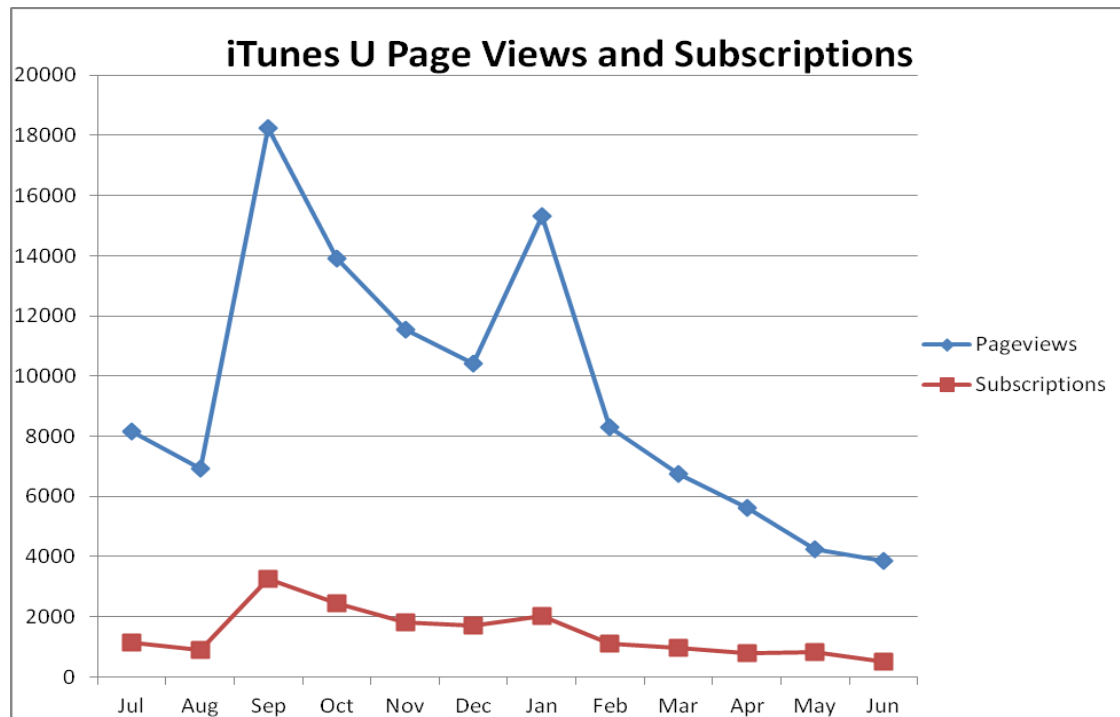
Videos Uploaded to US National Archives Channel (Per Month)**Top 5 Most Viewed Videos for May 2013 on US National Archives Channel**

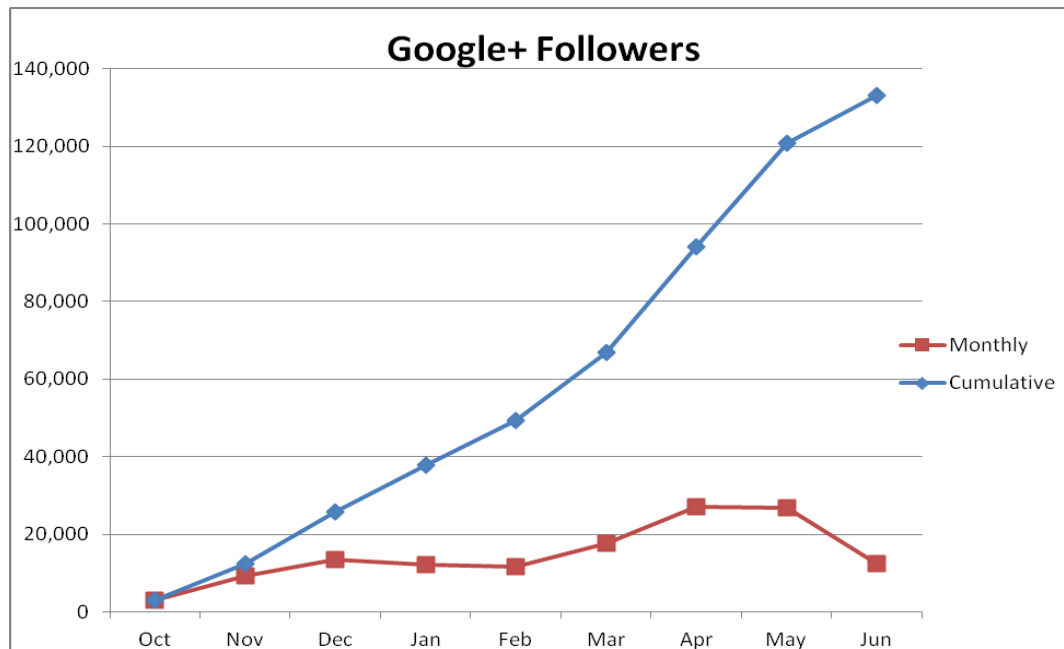
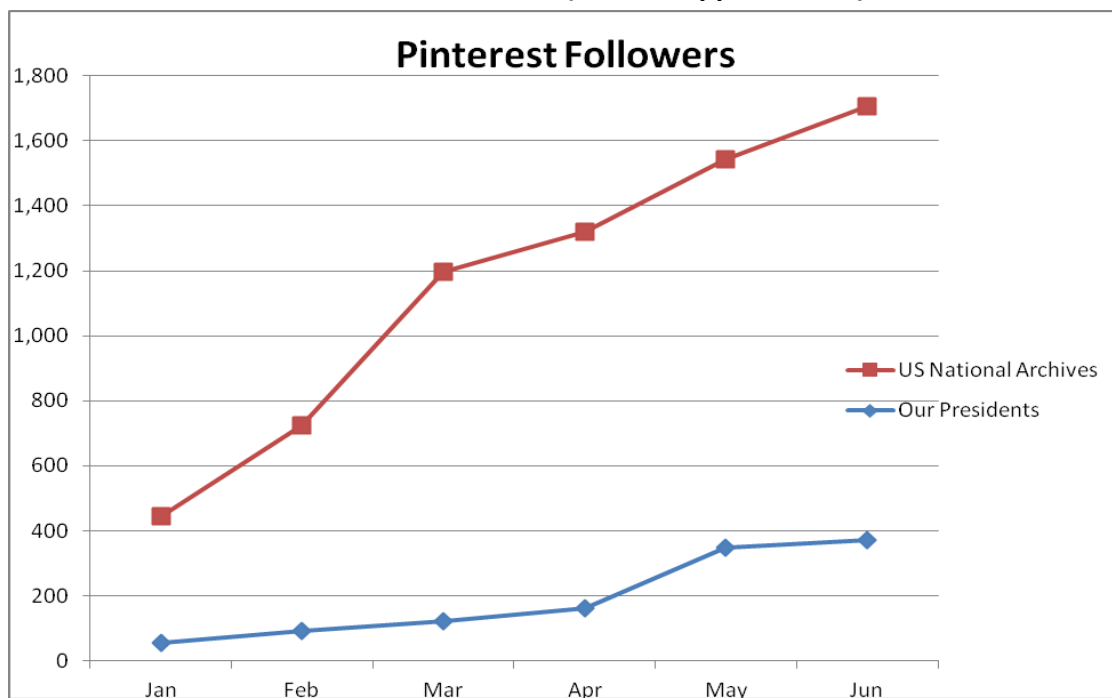
Video Title	Views
Stories from the Great Depression	4,351
How to Succeed with Brunettes, 1967	3,586
Founders Online	1,640
We Were There When Nixon Met Elvis	1,462
Eisenhower's "Military Industrial Complex" Speech Origins and Significance	1,207

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.

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Acts of Congress								103	144	80	39	24
AOTUS	2,827	34,541	4,515	3,803	3,596	2,462	2,346	1,632	2,256	2,803	3,193	2,860
The Carter Chronicle				93	816	344	552	722	555	444	332	151
Education Updates									544	2,296	1,654	1,125
FOIA	1,370	1,297	1,169	1,506	1,668	1,127	1,302	1,392	1,539	1,249	1,020	924
Hoover Blackboard	209	260	390	517	560	458	493	496	508	422	308	198
Media Matters												626
NARAtions	5,378	5,579	5,955	5,756	4,532	4,385	5,360	5,405	5,744	5,335	4,874	3,467
NDC Blog	658	695	1,618	64,541	3,867	1,814	2,551	2,008	2,374	1,595	33	1,060
Reagan Education Blog	42	37	188	132	111	62	65	64	70	75	97	14
Rediscovering Black History											224	152
Prologue Blog	8,043	8,114	12,191	12,439	17,036	11,679	13,619	20,688	12,489	12,170	15,820	10,422
Records Express Blog	1,503	3,334	2,339	2,424	1,588	1,297	1,785	1,871	8,361	1,312	1,627	1,748
The Text Message	2,066	4,027	3,838	3,929	4,616	3,478	3,800	3,651	3,293	4,916	4,363	2,015
Today's Document	1,177	1,400	2,619	3,589	3,565	2,645	3,252	3,519	3,141	3,118	2,489	1,001
Transforming Classification (PIDB)	150	148	128	186	236	591	320	241	407	254	275	247
The Washboard	101	113	92	105	81	103	99	103	157	190	98	33
MONTHLY TOTAL	23,524	59,545	35,042	99,020	42,272	30,445	35,544	41,895	41,582	36,179	36,446	26,067

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.

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Acts of Congress								224	309	124	73	33
AOTUS	4,644	37,998	6,689	6,604	5,825	3,963	3,984	2,895	3,844	4,732	5,149	4,270
The Carter Chronicle				181	1,189	564	817	1,044	856	665	513	223
Education Updates									875	3,190	2,319	1,782
FOIA	2,244	2,258	1,886	2,446	2,492	1,776	2,147	2,294	2,698	2,572	1,897	1,434
Hoover Blackboard	300	476	678	785	836	671	712	750	688	661	418	265
Media Matters												907
NARAtions	9,789	9,776	10,308	9,884	8,019	7,540	8,925	9,231	9,561	9,186	8,382	5,617
NDC Blog	1,018	1,178	2,628	97,110	5,552	2,625	3,823	3,212	3,538	2,621	60	1,642
Reagan Education Blog	104	53	227	193	173	99	97	150	120	105	127	19
Rediscovering Black History											327	203
Prologue Blog	13,753	13,396	21,339	21,609	26,436	19,932	22,795	31,683	19,935	19,539	23,342	14,662
Records Express Blog	2,490	5,400	4,060	3,767	2,471	2,018	2,948	2,847	14,454	2,167	2,570	2,601
The Text Message	3,724	6,279	6,221	6,268	7,047	5,330	5,513	5,802	5,225	7,545	6,175	2,879
Today's Document	2,566	3,046	5,835	7,302	7,546	5,311	6,469	7,221	6,582	6,286	5,039	1,860
Transforming Classification (PIDB)	220	214	200	275	358	1,165	500	355	594	341	404	354
The Washboard	128	148	124	165	120	149	149	152	216	198	104	44
MONTHLY TOTAL	40,980	80,222	60,195	156,589	68,064	51,143	58,879	67,860	69,495	59,932	56,899	38,795

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.

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Acts of Congress								36	142	208	243	267
AOTUS	51,726	84,882	88,731	91,515	94,250	96,155	97,897	99,236	100,901	102,997	105,053	106,926
The Carter Chronicle				74	752	1,026	1,525	2,169	2,661	3,041	3,343	3,470
Education Updates									422	1,858	2,876	3,619
FOIA	8,394	9,132	9,844	10,842	11,752	12,426	13,230	14,160	15,205	16,036	16,682	17,290
Hoover Blackboard	8,285	8,509	8,848	9,313	9,820	10,238	10,680	11,134	11,602	11,987	12,279	12,465
Media Matters												525
NARAtions	85,355	89,744	94,514	99,172	103,163	106,947	111,527	116,190	121,078	125,750	129,966	132,912
NDC Blog	6,742	7,111	7,992	69,406	72,593	74,102	75,868	77,466	79,340	80,543	80,576	81,433
Reagan Education Blog	1,508	1,544	1,724	1,846	1,947	2,005	2,065	2,129	2,197	2,266	2,360	2372
Rediscovering Black History											189	317
Prologue Blog	113,015	118,956	128,928	138,749	153,310	162,926	174,467	192,548	203,059	213,264	227,362	236,035
Records Express Blog	13,222	15,129	16,463	17,838	18,825	19,630	20,817	21,922	28,903	29,805	30,854	31,945
The Text Message	30,785	33,647	36,405	39,462	42,724	45,518	48,523	51,528	54,446	57,971	61,382	63,144
Today's Document	38,564	39,768	42,135	45,355	48,622	51,043	53,988	57,176	60,002	62,817	65,098	66,021
Transforming Classification	2,971	3,087	3,196	3,345	3,521	3,941	4,211	4,424	4,748	4,953	5,179	5,389
The Washboard	344	420	483	547	607	681	756	835	962	1,143	1,238	1,270
MONTHLY TOTAL	360,911	411,929	439,263	527,464	561,886	586,638	615,554	650,953	685,668	714,639	744,680	763,735

APPENDIX II.D: Blog Unique Viewers (Monthly)

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

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Acts of Congress								36	106	66	35	24
AOTUS	1,935	33,156	3,849	2,784	2,735	1,905	1,742	1,339	1,665	2,096	2,056	1,873
The Carter Chronicle				74	678	274	499	644	492	380	302	127
Education Updates									422	1,436	1,018	743
FOIA	813	738	712	998	910	674	804	930	1,045	831	646	608
Hoover Blackboard	181	224	339	465	507	418	442	454	468	385	292	186
Media Matters												525
NARAtions	4,317	4,389	4,770	4,658	3,991	3,784	4,580	4,663	4,888	4,672	4,216	2,946
NDC Blog	326	369	881	61,414	3,187	1,509	1,766	1,598	1,874	1,203	33	857
Reagan Education Blog	40	36	180	122	101	58	60	64	68	69	94	12
Rediscovering Black History											189	128
Prologue Blog	6,076	5,941	9,972	9,821	14,561	9,616	11,541	18,081	10,511	10,205	14,098	8,673
Records Express Blog	859	1,907	1,334	1,375	987	805	1,187	1,105	6,981	902	1,049	1,091
The Text Message	1,653	2,862	2,758	3,057	3,262	2,794	3,005	3,005	2,918	3,525	3,411	1,762
Today's Document	1,032	1,204	2,367	3,220	3,267	2,421	2,945	3,188	2,826	2,815	2,281	923
Transforming Classification (PIDB)	110	116	109	149	176	420	270	213	324	205	226	210
The Washboard	65	76	63	64	60	74	75	79	127	181	95	32
MONTHLY TOTAL	17,407	51,018	27,334	88,201	34,422	24,752	28,916	35,399	34,715	28,971	30,041	20,720

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

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Acts of Congress								0	0	0	0	0
AOTUS	1,509	1,682	1,804	1,946	2,132	1,877	2,061	2,243	2,097	2,543	2,564	1,027
The Carter Chronicle						866	1,211	1,692	1,374	1,352	1,198	743
Education Updates									16	21	32	25
Hoover Blackboard	546	582	805	979	1,084	927	1,099	1,313	1,332	1,467	1,302	96
FOIA Ombudsman	40	34	37	36	30	41	56	35	46	48	63	33
Media Matters												
NARAtions	1,626	1,843	2,030	2,041	2,084	1,972	2,221	2,356	2,163	2,640	2,625	1,185
NDC Blog	770	702	984	1,271	1,240	1,040	1,480	1,478	1,359	520	96	72
Prologue Blog	1,176	1,225	1,322	1,709	1,901	2,045	1,787	2,242	1,882	2,063	1,930	436
Reagan Education Blog	6	4	5	4	4	4	5	5	4	4	8	1
Records Express Blog	745	808	1,144	1,406	1,281	1,144	1,335	1,959	1,501	1,523	117	84
Rediscovering Black History												6
The Text Message	646	869	1,061	1,159	1,581	1,075	1,325	1,509	1,181	2,128	1,471	157
Today's Document	570	594	828	962	1,048	937	1,119	1,361	1,128	1,350	1,208	66
Transforming Classification (PIDB)	62	53	57	66	763	862	1,272	1,579	1,124	1,319	1,216	839
The Washboard	23	17	19	26	695	855	1,393	1,668	1,407	1,620	1,430	982
MONTHLY TOTAL	7,719	8,413	10,096	11,605	13,843	13,645	16,364	19,440	16,614	18,598	15,260	5,749

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.

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Life Total
Monthly Total (A+P+R)	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	4,822,239	76,091,911
Agency-Wide Total	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	1,485,406	36,776,470
US National Archives	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	1,274,885	29,031,170
Afro-American History Society	1,823	872	1,032	1,320	1,661	1,379	2,033	1,873	3,135	1,994	716	1,416	30,644
Assembly	390	157	107	129	108	251	122	263	334	107	259	446	10,814
eStore	710	1,144	642	952	408	686	920	1,040	890	-	-	-	49,571
Recovery	28,027	12,334	16,719	11,991	15,318	7,041	12,451	13,617	17,044	13,110	11,086	24,798	617,705
Constitution	29,626	30,538	183,816	8,253	24,850	12,365	26,706	14,299	15,949	12,777	12,969	15,375	998,131
Federal Register	3,922	3,137	10,179	7,408	4,403	1,555	1,512	1,971	5,389	6,039	4,082	1,910	165,832
Federal Records Centers	1,117	770	1,363	2,363	623	633	771	2,149	2,198	1,902	1,488	1,417	50,447
Applied Research	5,778	6,546	2,597	3,392	1,777	1,904	1,296	3,357	4,358	2,863	2,573	4,883	178,189
NHPRC	115,190	94,363	69,537	46,649	61,951	38,003	34,598	57,257	97,945	58,339	63,235	60,552	1,700,932
Noon Lectures	5,006	3,426	6,744	2,753	5,488	6,004	10,856	6,560	22,903	12,433	5,742	7,276	151,883
Preservation	58,491	51,043	50,427	16,298	19,446	38,085	23,829	14,514	36,896	24,488	9,475	16,397	648,142
Research Red	12,950	35,482	32,675	10,136	20,410	9,568	12,238	71,780	21,294	14,940	15,752	17,380	1,195,660
Today's Document	76,083	58,842	48,975	36,657	33,308	40,209	24,332	32,460	29,326	21,828	20,309	23,344	1,532,418
NARA Students and Interns	18,491	16,361	9,075	5,840	6,452	4,295	4,421	6,186	13,208	10,565	7,113	8,945	124,903
Electoral College			1,467	38,040	97,016	36,645	8,794	2,508	1,110	854	787	2,502	189,723

Education								4,169	16,039	34,719	18,499	23,880	97,306
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Life Total
Presidential Total	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	2,933,279	32,296,888
Bush	514,779	223,053	178,927	142,501	258,992	214,951	167,632	96,002	302,611	908,170	330,498	760,636	6,617,429
George W Bush							54,341	47,040	58,913	2,811,670	213,945	223,220	3,409,129
Carter	45,435	52,476	163,110	52,451	53,398	57,627	57,534	77,560	92,756	104,205	141,579	143,889	1,720,078
Clinton	337,985	288,565	276,369	257,108	229,737	161,473	194,292	175,964	124,362	171,964	153,405	87,700	4,702,231
Eisenhower	88,206	114,942	65,224	56,197	56,505	73,997	53,399	78,144	74,334	120,393	78,151	151,820	2,245,242
Ford Library	3,863	5,703	3,658	23,162	20,795	15,120	15,468	20,045	33,400	41,334	27,778	28,744	353,050
Ford Museum	94,983	76,917	204,976	69,431	31,301	41,767	29,982	26,696	37,673	252,161	128,676	88,303	1,314,105
Hoover	48,862	55,340	17,837	18,593	20,040	13,023	10,885	24,068	18,942	40,599	43,691	48,204	667,020
Johnson	65,577	55,816	46,069	44,991	41,513	64,632	87,389	96,800	112,018	111,171	193,657	147,949	1,780,152
Nixon	188,412	158,981	127,067	83,088	146,376	95,577	121,259	119,370	210,518	197,502	279,198	184,276	2,974,277
Reagan	60,149	82,197	33,783	43,922	33,811	32,519	22,698	31,348	43,776	28,247	21,666	22,049	644,519
Roosevelt	56,745	109,658	48,275	66,275	45,817	49,183	67,018	41,039	93,467	160,278	151,496	872,279	2,213,931
Truman	299,965	179,528	173,500	132,274	139,380	133,301	110,818	169,611	120,538	259,367	220,001	174,210	3,655,725
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Life Total
Regional Total	340,250	330,305	260,531	233,631	191,649	241,924	241,446	378,029	572,247	334,182	286,826	403,554	7,021,553
Anchorage	359	1,973	1,939	1,405	940	773	539	1,252	1,347	1,839	868	1,297	67,814
Atlanta	36,183	63,078	35,196	23,442	24,760	41,342	20,224	27,178	29,272	44,593	41,931	32,573	957,204
Boston	30,049	49,144	60,591	66,174	53,744	109,182	109,966	211,741	347,206	134,922	77,326	108,957	1,787,273
Chicago	20,444	13,939	14,405	12,369	12,937	8,866	5,032	15,136	14,871	15,966	25,403	24,067	267,681

Denver	2,239	16,643	8,080	3,986	3,375	2,172	3,910	3,893	2,252	5,119	14,163	22,347	141,839
Fort Worth	23,936	36,707	21,089	16,602	16,316	11,820	17,545	18,985	33,912	29,728	19,409	27,859	599,752
Kansas City	134,957	54,142	38,245	25,909	39,174	22,829	37,824	29,130	47,309	32,100	28,768	53,826	1,239,421
New York	23,976	33,397	29,180	16,859	9,621	5,652	9,098	40,293	41,742	13,755	11,554	12,441	835,485
Philadelphia	25,033	34,277	32,847	51,175	16,151	11,735	22,713	13,873	28,329	31,046	26,679	39,366	441,425
Riverside	14,758	10,501	6,511	2,348	4,012	3,153	2,735	1,743	3,207	6,164	19,570	8,605	196,230
Seattle	6,670	11,303	8,084	7,971	4,442	14,733	6,148	10,595	11,361	6,787	7,759	5,998	204,798
St. Louis	21,646	5,201	4,364	5,391	6,177	9,667	5,712	4,210	11,439	12,163	13,396	66,218	282,631

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).

	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Monthly Total (A+P+R)	867,555	722,772	634,777	327,412	416,225	411,463	380,236	517,285	817,338	2,199,842	943,001	1,593,512
Agency-Wide Total	423,124	350,129	286,299	98,032	178,515	163,952	158,892	228,919	298,853	310,501	243,285	390,815
US National Archives	357,584	292,808	202,557	70,195	130,355	130,688	124,431	168,264	224,754	257,142	207,494	347,979
Afro-American History Society	559	246	291	288	309	356	478	425	843	422	109	454
Assembly	103	47	29	26	21	73	36	44	102	12	36	84
eStore	128	266	141	84	103	97	107	142	35	-	-	-
Recovery	9,086	2,346	2,539	2,348	2,238	1,458	1,693	2,240	3,585	2,354	2,251	3,823
Constitution	7,630	8,170	46,909	1,684	6,589	2,716	6,825	4,411	5,721	5,213	4,049	5,446
Federal Register	491	501	2,692	1,597	570	394	233	426	1,199	1,243	326	313

Federal Records Centers	378	243	218	236	64	178	138	287	283	293	352	279
Applied Research	917	590	435	420	192	326	268	482	584	512	502	792
NHPRC	19,836	17,557	12,236	9,146	13,604	6,704	7,223	15,152	27,761	13,889	14,100	11,256
Noon Lectures	546	616	1,885	197	759	1,350	3,799	1,268	9,100	3,678	860	767
Preservation	15,219	12,311	3,724	2,463	3,729	10,279	5,880	2,864	7,662	6,225	2,584	5,361
Research Red	3,046	7,294	5,127	1,729	4,676	1,881	2,992	27,654	5,256	3,496	3,053	4,455
Today's Document	3,483	3,791	3,081	1,518	1,322	3,604	2,303	2,871	4,383	2,818	2,712	3,252
NARA Students and Interns	4,118	3,343	1,031	631	591	584	655	860	3,838	1,169	905	1,433
Electoral College			3,404	5,470	13,393	3,264	1,831	470	221	112	55	396
Education								1,059	3,526	11,923	3,897	4,725
	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Presidential Total	379,363	311,670	306,678	193,188	207,195	202,321	182,184	219,740	396,564	1,815,637	633,373	1,119,891
Bush	105,050	40,768	44,225	28,209	56,347	64,864	37,175	28,951	87,442	392,460	108,887	291,961
George W Bush							9,602	5,604	7,352	948,994	86,937	84,016
Carter	9,026	10,836	48,163	10,848	9,873	10,686	9,629	17,131	24,640	31,855	31,390	44,178
Clinton	59,004	44,886	31,389	33,836	21,729	15,318	16,448	22,887	36,419	52,323	47,163	20,358
Eisenhower	18,886	22,652	12,197	15,169	9,432	17,836	9,724	15,110	18,175	31,851	19,647	48,484
Ford Library	1,184	1,683	1,055	4,408	4,008	2,581	2,573	4,302	10,980	11,200	7,730	9,363
Ford Museum	28,965	25,979	67,469	24,276	10,338	14,312	8,150	9,234	16,750	108,281	51,026	38,152
Hoover	10,332	13,837	4,604	4,792	4,874	2,675	3,162	7,329	5,462	12,656	17,607	17,857
Johnson	13,130	13,731	9,350	10,195	8,195	12,833	21,443	26,780	43,797	34,779	69,878	48,890

Nixon	47,509	41,139	32,729	21,524	41,885	25,248	30,300	34,475	76,899	71,016	94,912	69,096
Reagan	9,893	22,291	6,733	7,129	4,685	5,171	4,295	6,707	8,722	6,171	5,613	6,159
Roosevelt	15,426	35,592	13,130	13,886	10,239	10,097	14,317	8,866	30,417	35,272	33,898	390,540
Truman	60,958	38,276	35,634	18,916	25,590	20,700	15,366	32,364	29,509	78,779	58,685	50,837
	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Regional Total	65,068	60,973	41,800	36,192	30,515	45,190	39,160	68,626	121,921	73,704	66,343	82,806
Anchorage	104	471	223	188	158	151	151	211	320	367	158	282
Atlanta	6,874	15,215	7,442	4,776	4,602	8,558	4,717	7,024	6,588	17,205	12,067	12,542
Boston	5,213	7,911	9,808	10,349	9,023	22,641	16,976	34,826	71,509	29,002	17,366	19,344
Chicago	3,475	2,624	2,843	1,815	2,307	1,272	842	3,717	3,856	2,622	6,914	4,313
Denver	658	4,715	1,051	734	610	391	599	739	511	1,206	2,734	5,841
Fort Worth	3,912	6,580	5,276	2,022	1,746	1,415	2,164	3,056	8,365	5,540	3,852	3,881
Kansas City	28,846	7,539	3,846	2,892	6,649	3,322	8,309	5,064	10,480	5,101	7,040	10,689
New York	3,507	7,874	5,758	4,546	1,872	789	1,611	10,120	13,300	3,887	3,320	3,110
Philadelphia	2,131	2,208	2,378	6,755	899	900	1,566	1,009	1,461	1,751	2,387	2,207
Riverside	2,083	1,467	612	227	486	459	276	255	594	2,538	6,868	2,443
Seattle	1,523	3,644	1,845	1,075	459	2,326	676	1,764	1,948	1,548	1,190	1,044
St. Louis	6,742	725	718	813	1,704	2,966	1,273	841	2,989	2,937	2,447	17,110

APPENDIX V: Twitter Followers (Cumulative)

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
archivesnews	16,201	16,976	17,537	18,360	18,946	19,372	19,663	19,979	20,921	21,805	22,607	23,180
archivespres				977	1,040	1,125	1,207	1,285	1,425	1,527	1,625	1,694
atlantaarchives											646	655
bushlibrary	5,478	5,709	5,893	6,151	6,410	6,725	6,987	7,202	7,366	8,471	8,939	9,332
CarterLibrary											5,891	6,156
dferriero	1,766	1,839	1,886	1,940	1,981	2,023	2,054	2,079	2,128	2,191	2,230	2,269
DiscoverCivWar											4,457	4,718
DocsTeach	1,357	1,464	1,548	1,633	1,714	1,804	1,906	1,990	2,095	2,200	2,348	2,500
EisenhowerNews	1,475	1,546	1,624	1,715	1,793	1,922	2,031	2,159	2,285	2,441	2,612	2,781
ElectoralCollge											2,339	2,318
FDRLibrary	917	1,000	1,080	1,174	1,267	1,366	1,476	1,600	1,720	1,903	2,093	2,346
FedRegister	3,277	3,514	3,656	3,862	4,007	4,205	4,390	4,583	4,848	5,095	5,247	5,359
gwblibrary											2,783	3,029
IkeandHarry2012											505	509
Kennedy	15,039	15,248	15,340	16,233	16,394	16,515	16,700	16,825	16,949	17,255	17,634	18,122
KCArchives											388	413
LBJLibrary	1,886	1,995	2,088	2,216	2,347	2,487	2,651	2,829	2,989	3,251	3,493	3,735
NARA_ RecMgmt	2,276	2,418	2,527	2,628	2,736	2,868	2,965	3,038	3,165	3,281	3,405	3,506
NARAFRC	220	223	226	234	239	253	258	258	264	269	273	277
OurPresidents											3,432	3,881

Reagan_Library											296	358
StLouisArchives											50	54
Todays Document	3,407	3,629	3,816	4,008	4,216	4,535	4,780	5,094	5,453	5,801	6,308	6,770
USNatArchives	8,193	9,111	9,944	10,903	11,775	12,930	14,486	15,832	17,089	18,566	19,795	21,296
WJCLibrary	1,351	1,494	1,726	1,998	2,456	2,892	3,273	3,581	3,899	7,164	8,433	9,706

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

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Page Views	8,146	6,917	18,231	13,906	11,532	10,412	15,334	8,315	6,733	5,607	4,263	3,866
Track Downloads	6,519	6,283	7,793	8,055	7,817	6,230	8,533	5,295	5,088	4,244	3,693	3,697
Subscriptions	1,130	895	3,260	2,449	1,815	1,711	2,022	1,105	971	778	829	523

APPENDIX VII: Google+ Followers

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Monthly Followers				3,101	9,204	13,333	12,105	11,538	17,601	27,130	26,808	12,298
Cumulative Followers				3,101	12,305	25,638	37,743	49,281	66,882	94,012	120,820	133,118

APPENDIX VIII: Pinterest Followers (Cumulative)

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
US National Archives							444	725	1,197	1,319	1,543	1,707
Our Presidents							56	92	121	163	347	370