

SOCIAL MEDIA HIGHLIGHTS

- TODAY'S DOCUMENT TUMBLR FEATURED IN GOVERNMENT EXECUTIVE MAGAZINE AS A "SOCIAL STANDOUT."
- PRESIDENTIAL LIBRARIES RECEIVED ENGAGEMENT WITH BILL CLINTON AND BUZZ ALDRIN VIA TWITTER.
- SOCIAL MEDIA STAFF REPRISED THE "FOURTH ON FOURSQUARE," POSTING DOCUMENTS AND PHOTOGRAPHS AS FOURSQUARE TIPS FOR THE 4TH OF JULY HOLIDAY.

JULY 2013 OVERVIEW

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	33,599 Views	15,658 Visitors
Tumblr Blogs	71,495 Views	30,806 Visitors
Facebook	4,253,186 Impressions	1,349,262 Reach
National Archives YouTube Channel	45,931 Views	6,939 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	702,494 Views	6,077 Total Contacts
Our Archives Wiki	22,223 Views	395 Total Editors
Twitter (all NARA feeds)	--	142,642 Followers
FourSquare	48,448 Check-ins	21,275 Followers
iTunes U	4,713 Views	31,488 Subscribers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2013 Views (To Date)	FY 2012 Views
Archives.gov Blogs	661,255	1,251,254
Tumblr Blogs	503,401	940,954
Facebook	33,844,263	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 |

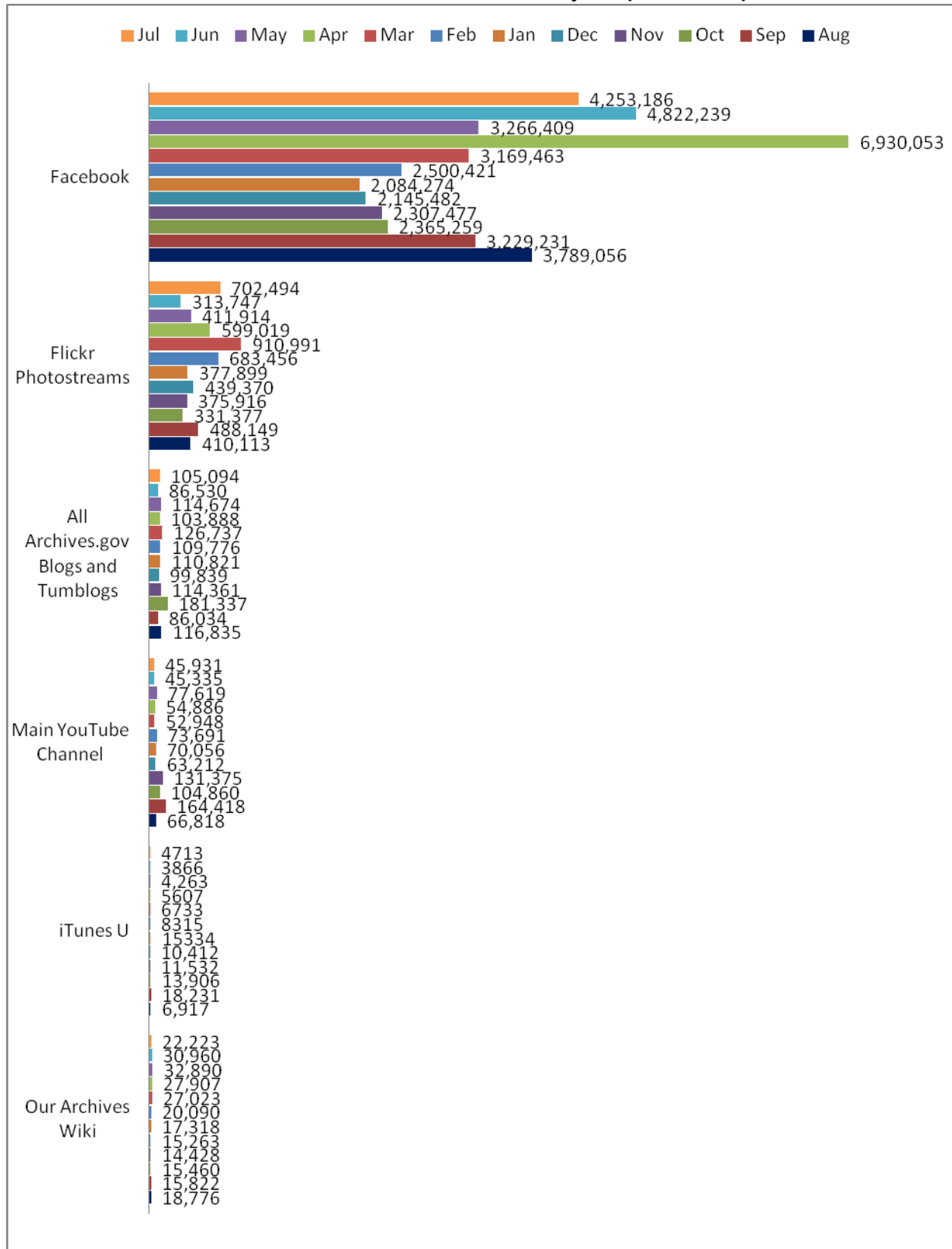
INTERNAL (NARA@WORK) BLOGS

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

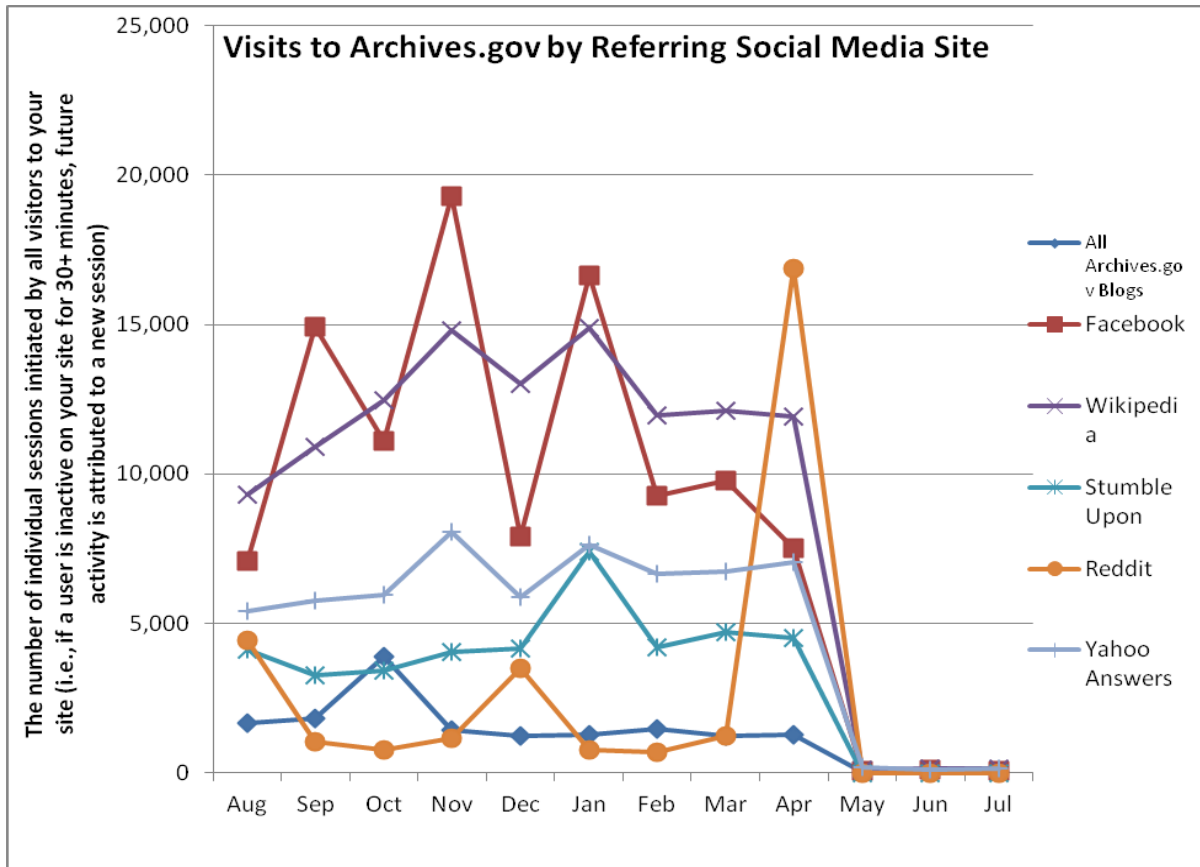
SOCIAL MEDIA TOOLBOX (Tools currently in use)

- | | | |
|--|---|--|
| <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)



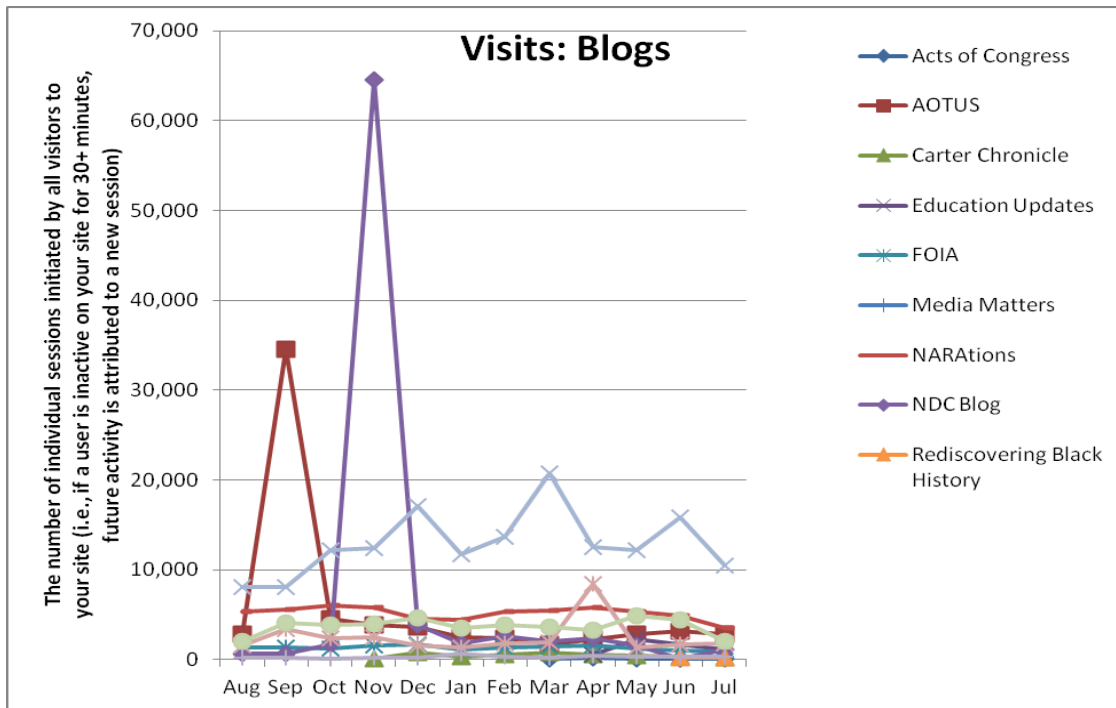
New External Social Media Projects

July Projects

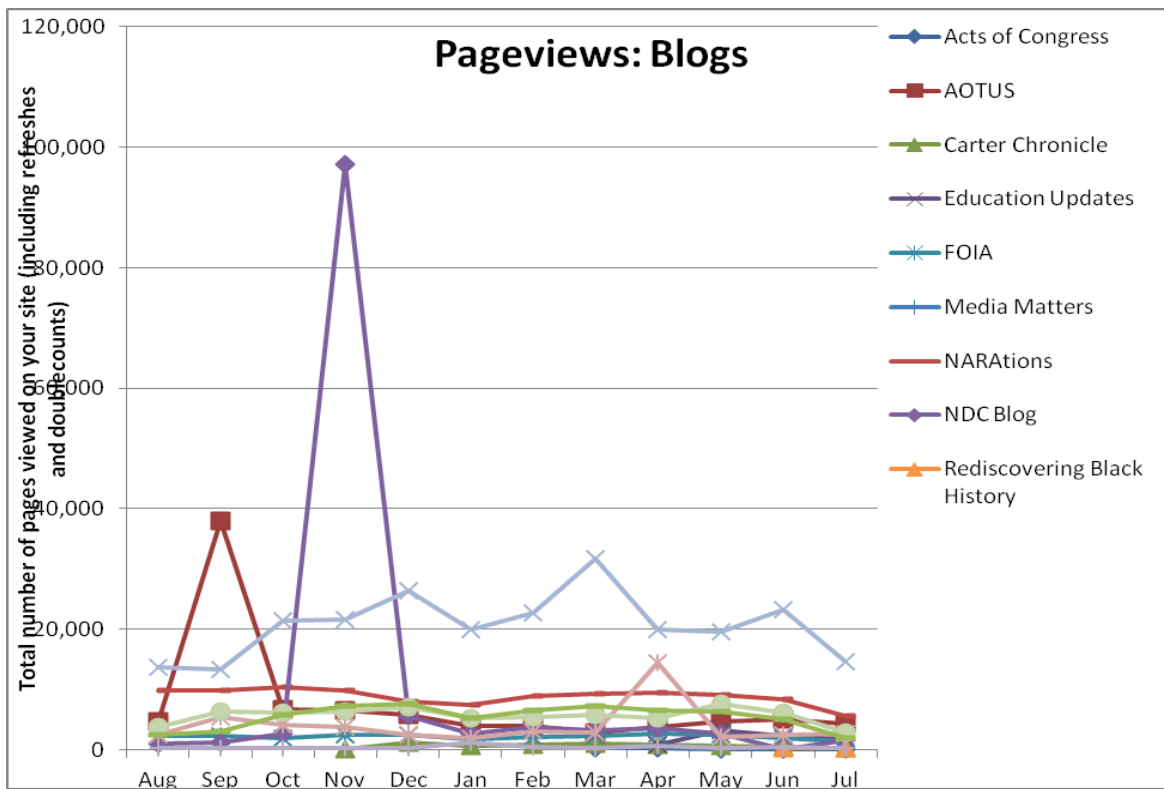
	Dipity	Facebook	Flickr	Twitter	Wiki	Tumblr	Blog	YouTube
August								
September					1		1	
October		1		1			1	
November								
December								
January		1		1	1		1	
February		1					1	
March								
April				1		1		
May	1					1		
June						1		
July								

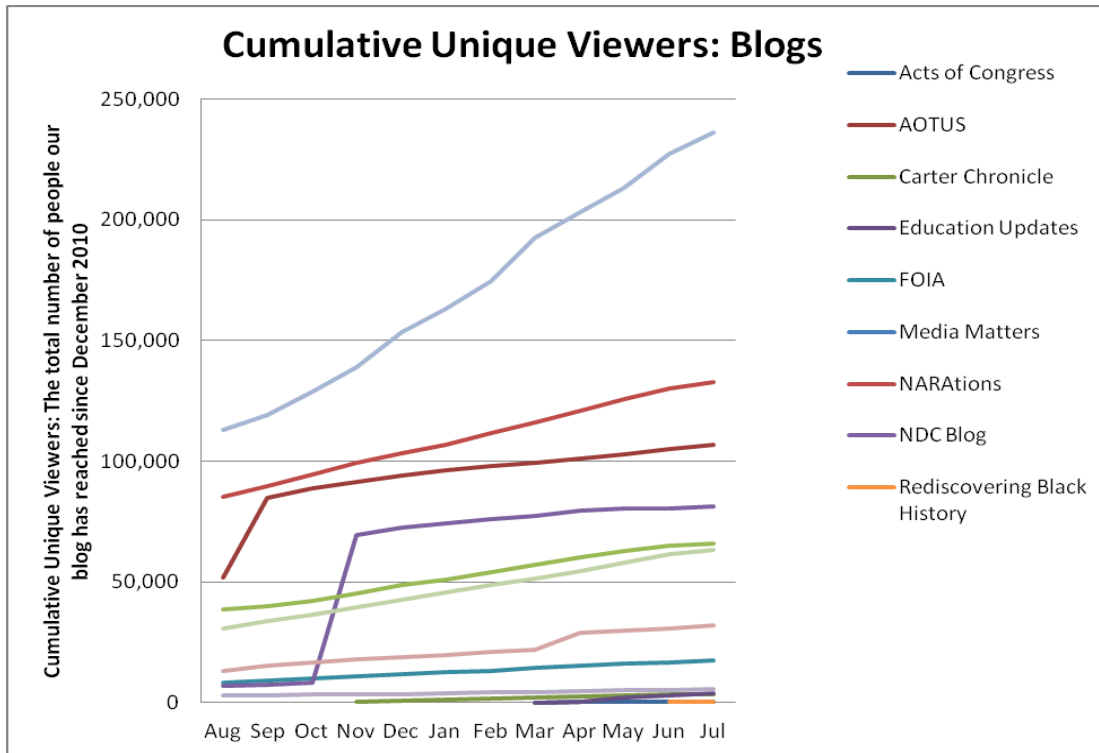
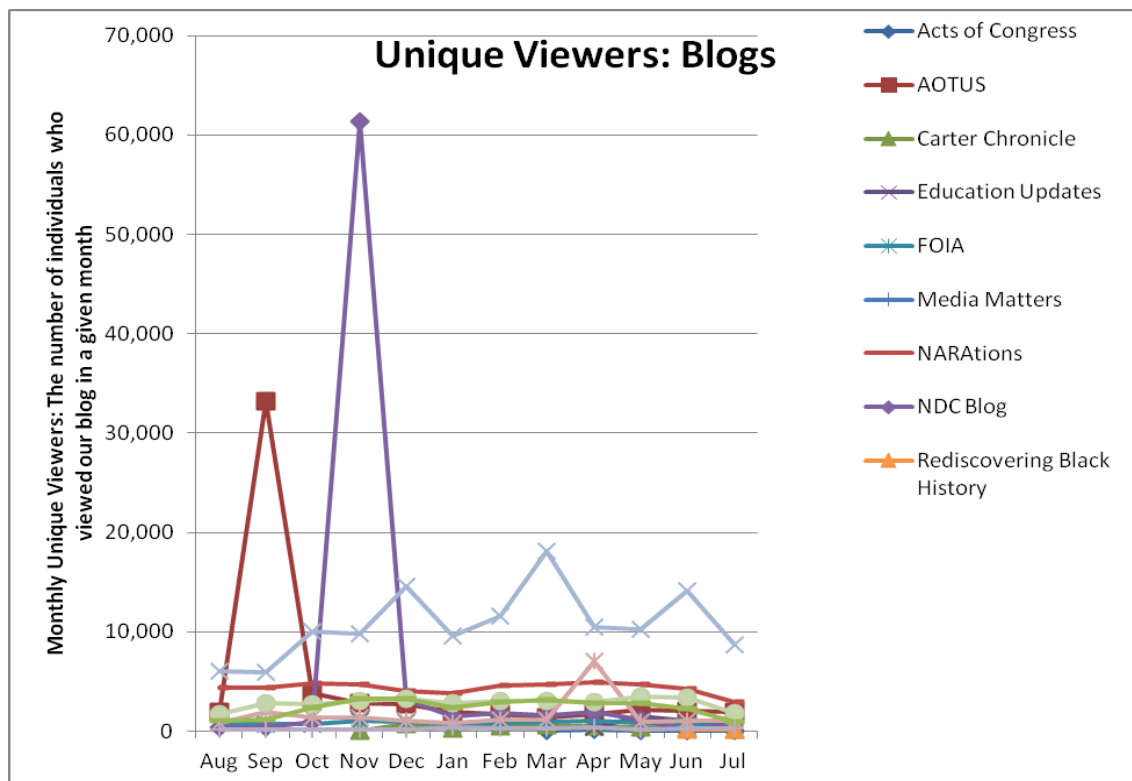
Social Media Tools: Detail View – Blogs (Archives.gov)

Blog Visits (Source: Appendix II.A)

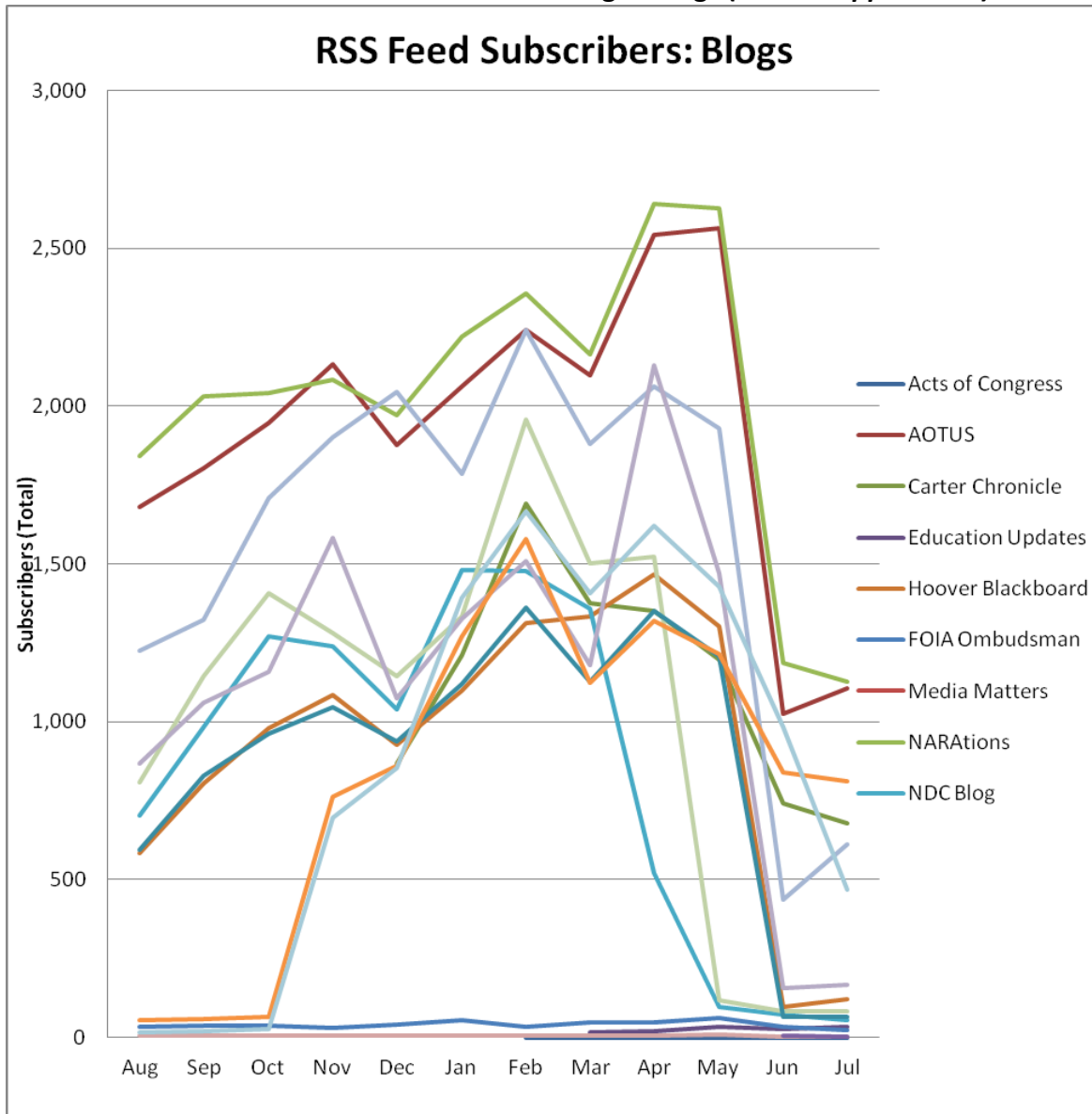


Blog Pageviews (Source: Appendix II.B)



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

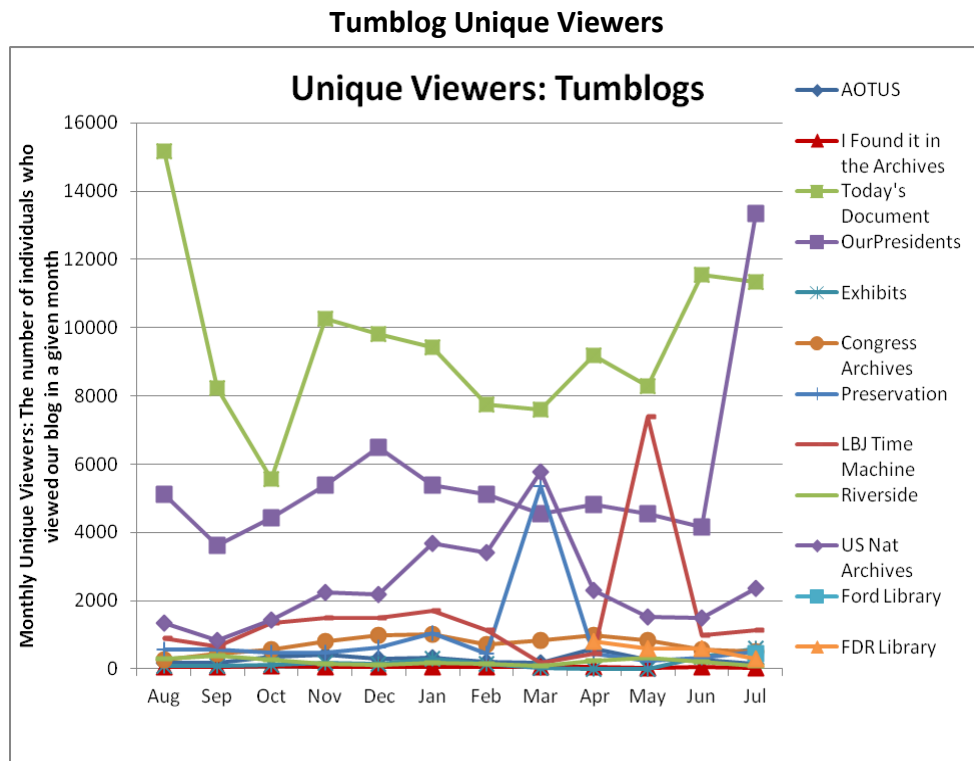
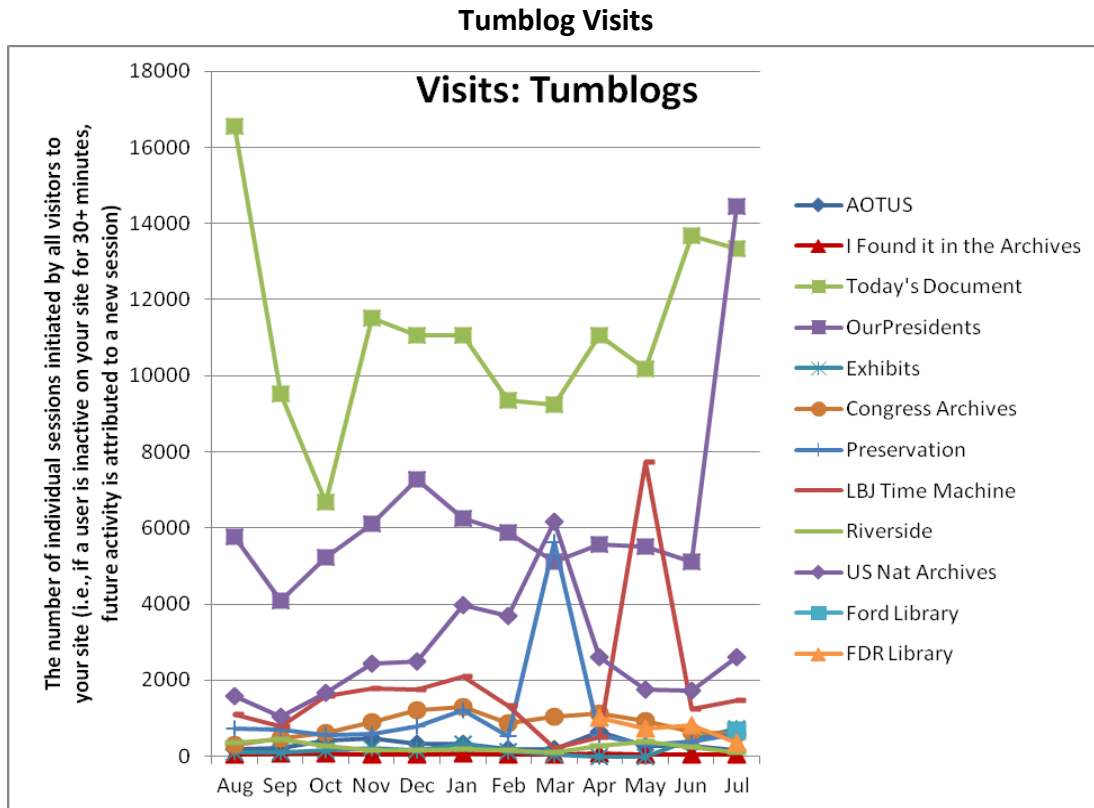
Total RSS Feed Subscribers to Archives.gov Blogs (Source: Appendix III)



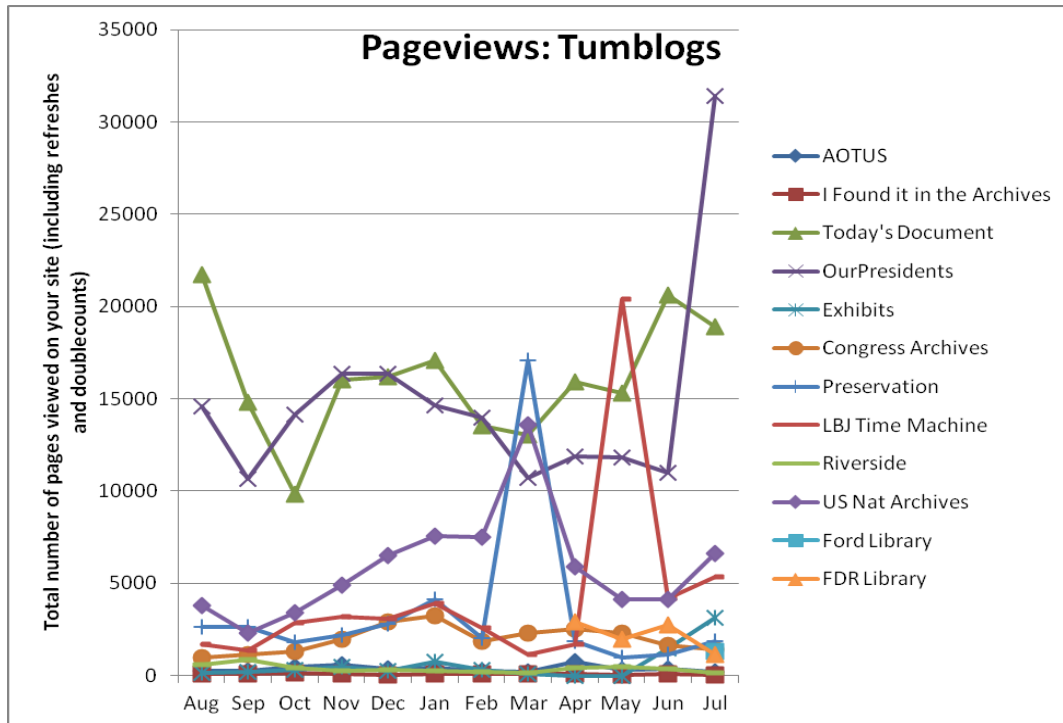
Top 5 Most Viewed Blog Posts in June

Blog	Pageviews	Post Title
NDC	1,034	How to Build a FLYING SAUCER
Media Matters	769	The Curious Case of Curious Alice
NARAtions	688	Archival Research Catalog is Retiring on August 15th
Education Updates	397	Recruitment Poster for the Union Army
Prologue	393	Enemy Aliens in Kansas City

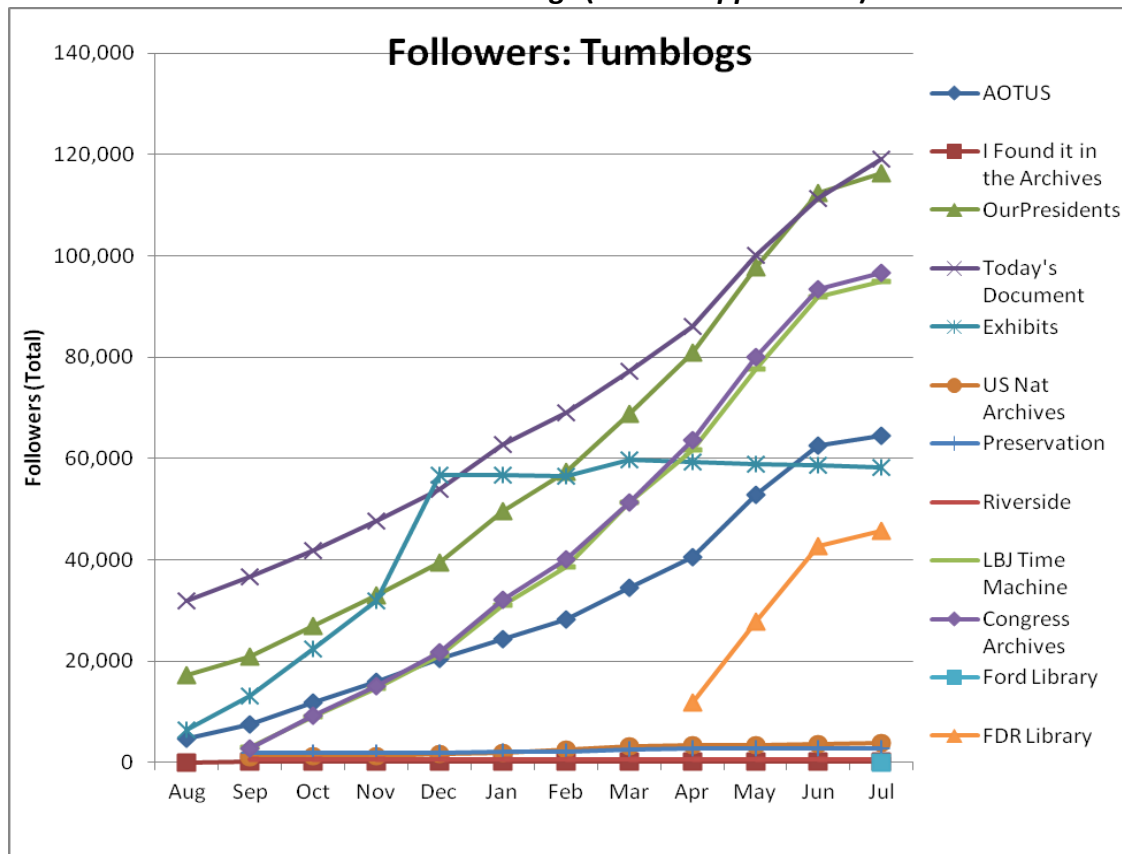
Social Media Tools: Detail View – Tumblr



Tumblr Pageviews

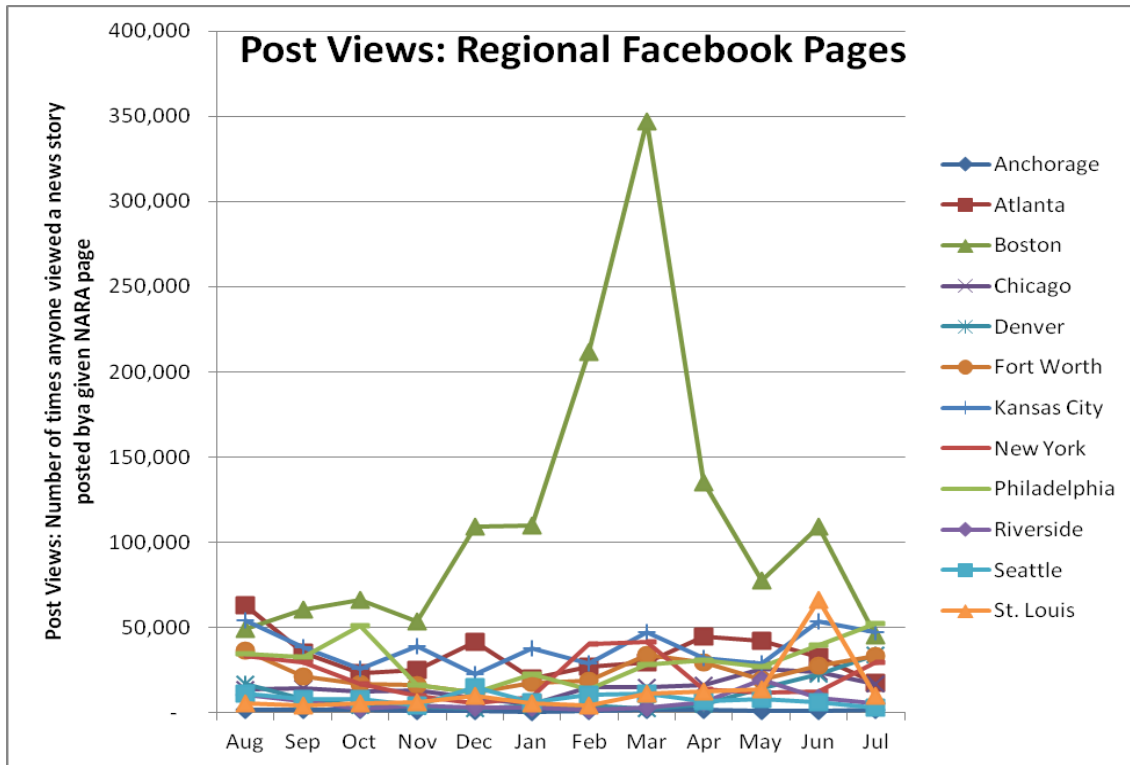


Followers on Tumblogs (Source: Appendix IV)

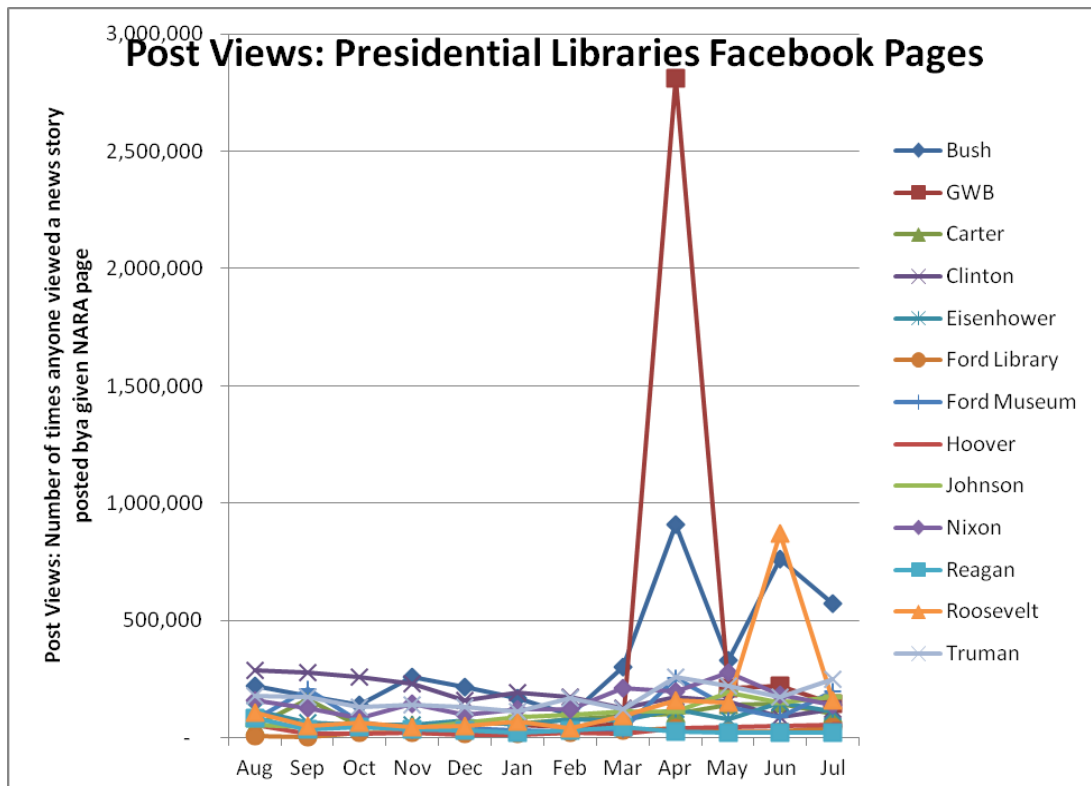


Social Media Tools: Detail View – Facebook

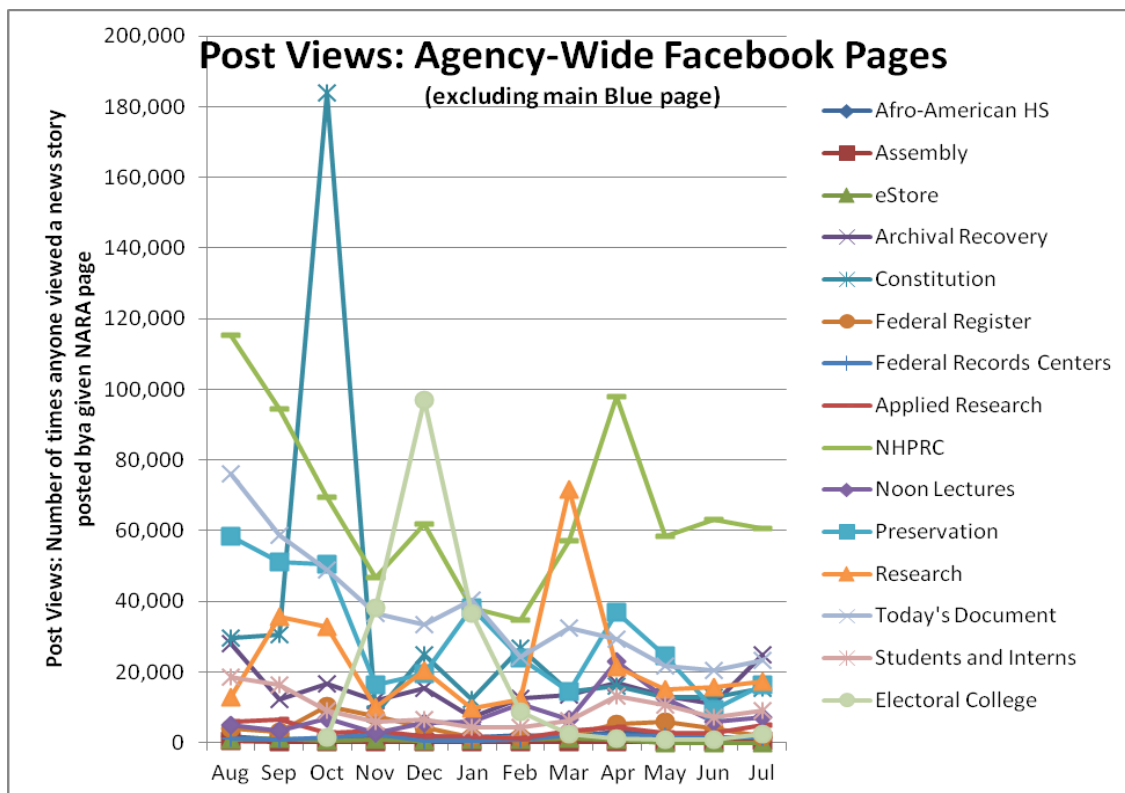
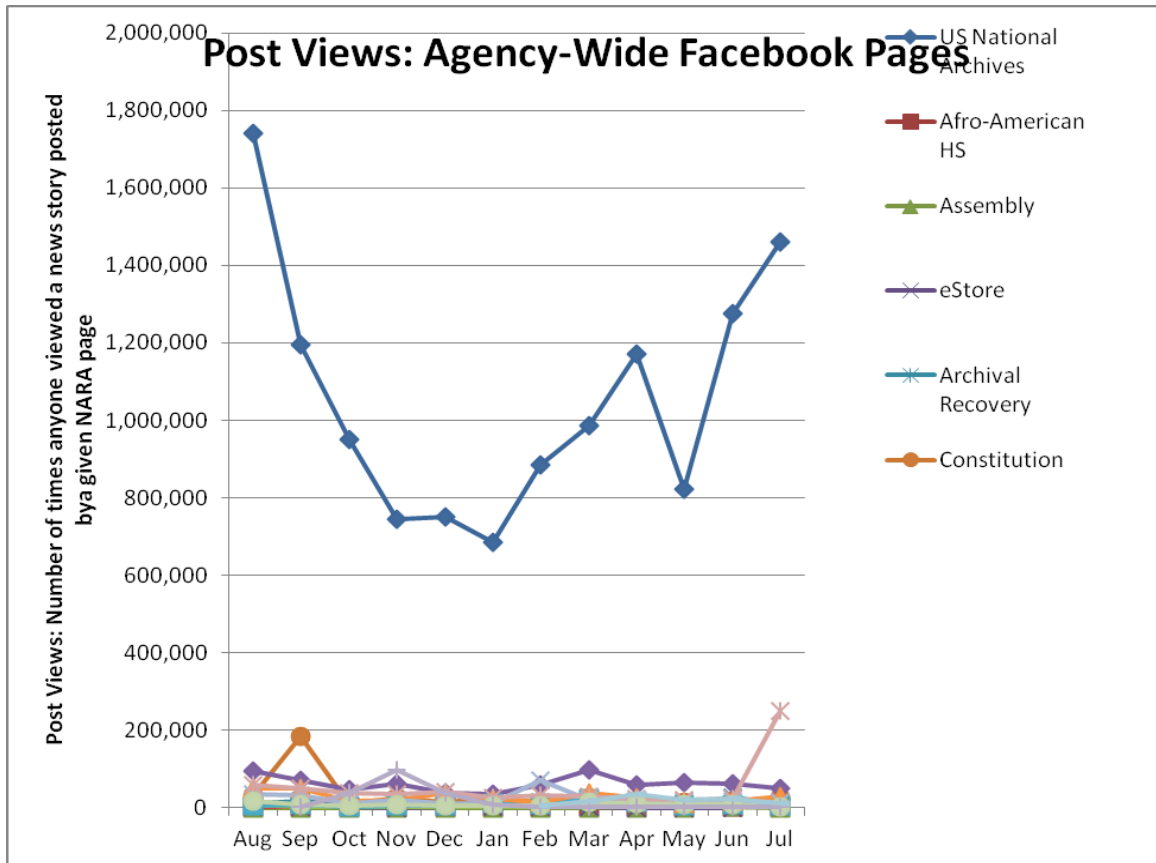
Post Views on Regional Pages (Source: Appendix IV.A)



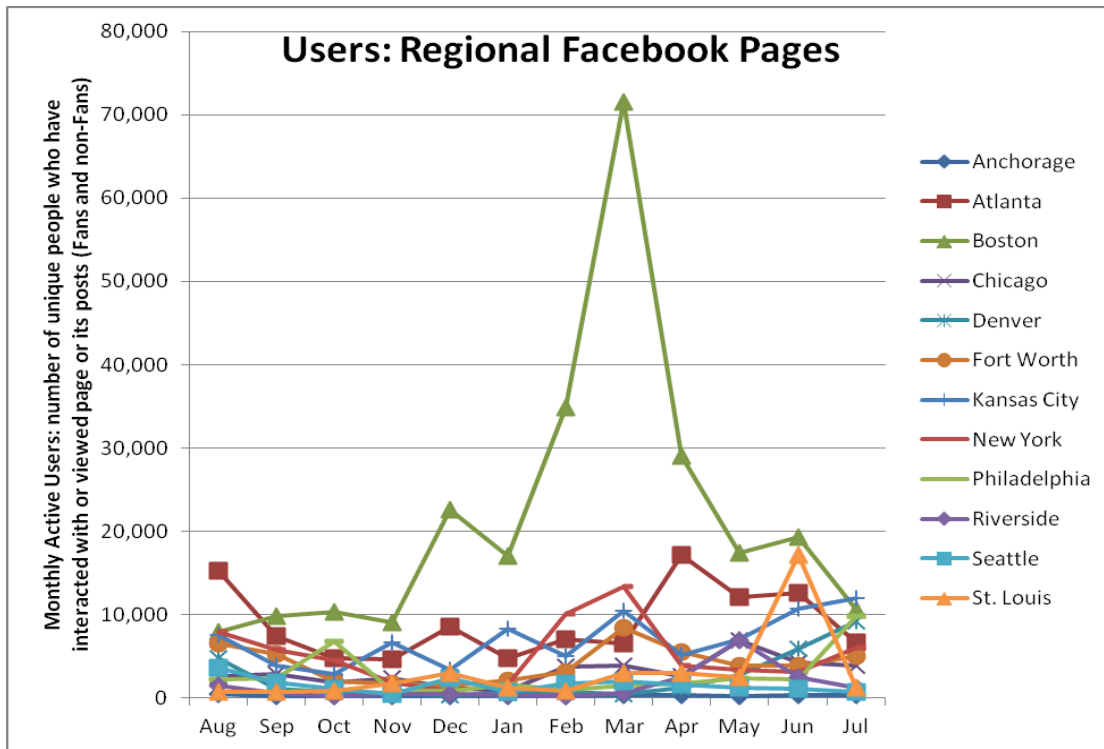
Post Views on Presidential Library Pages (Source: Appendix IV.A)



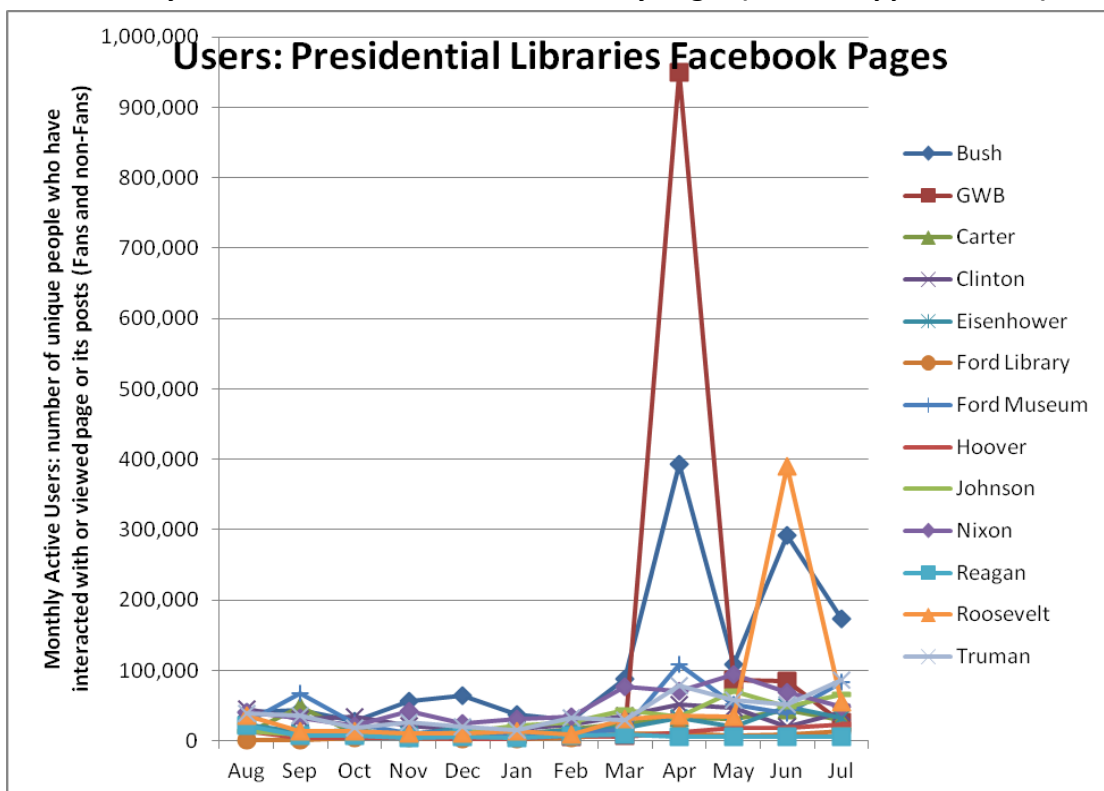
Post Views on Agency-Wide Pages (Source: Appendix IV.A)



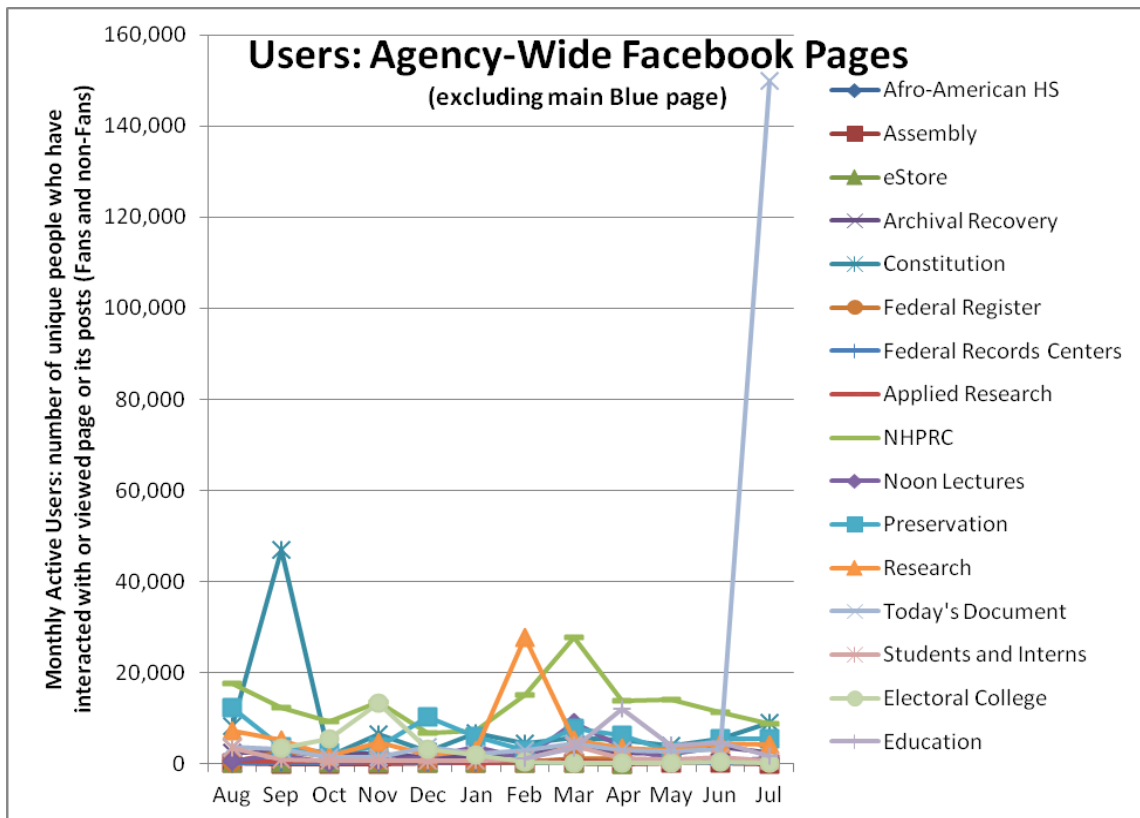
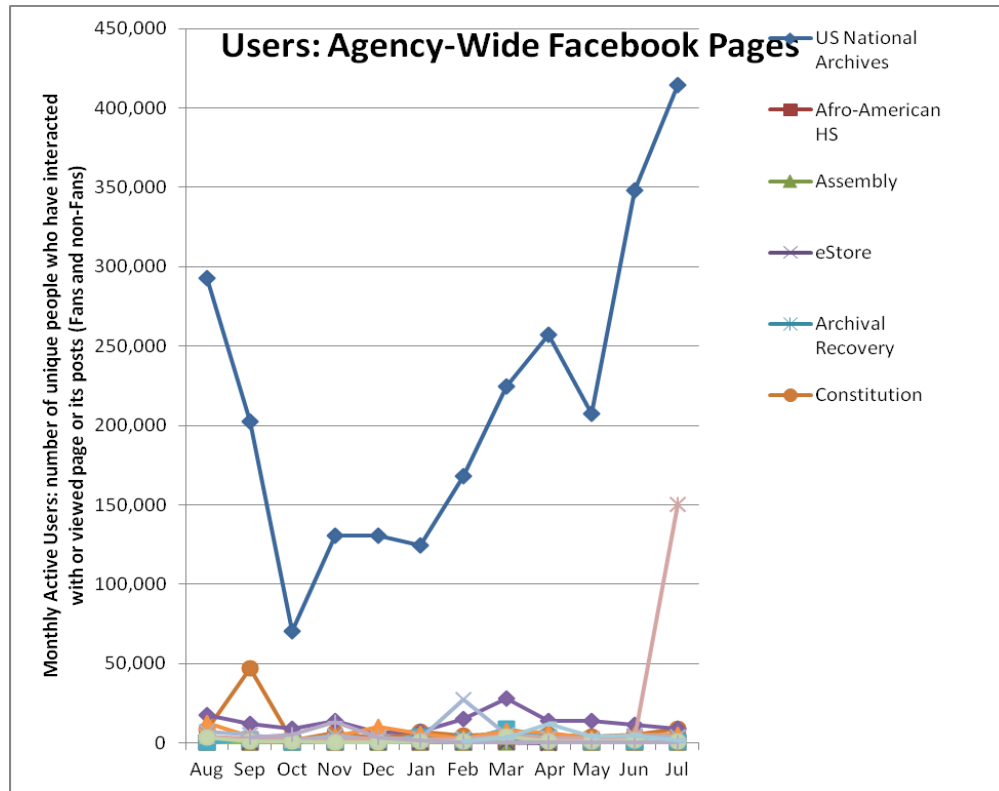
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

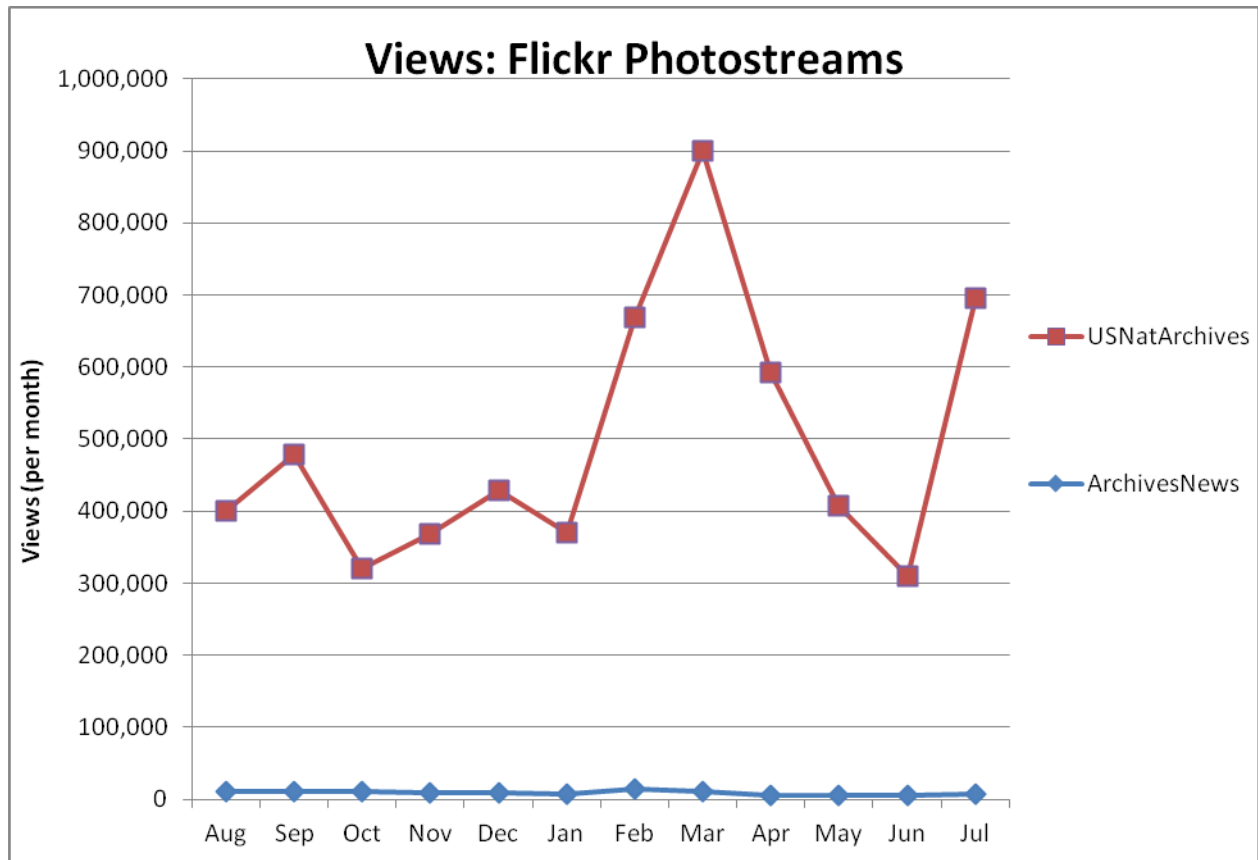
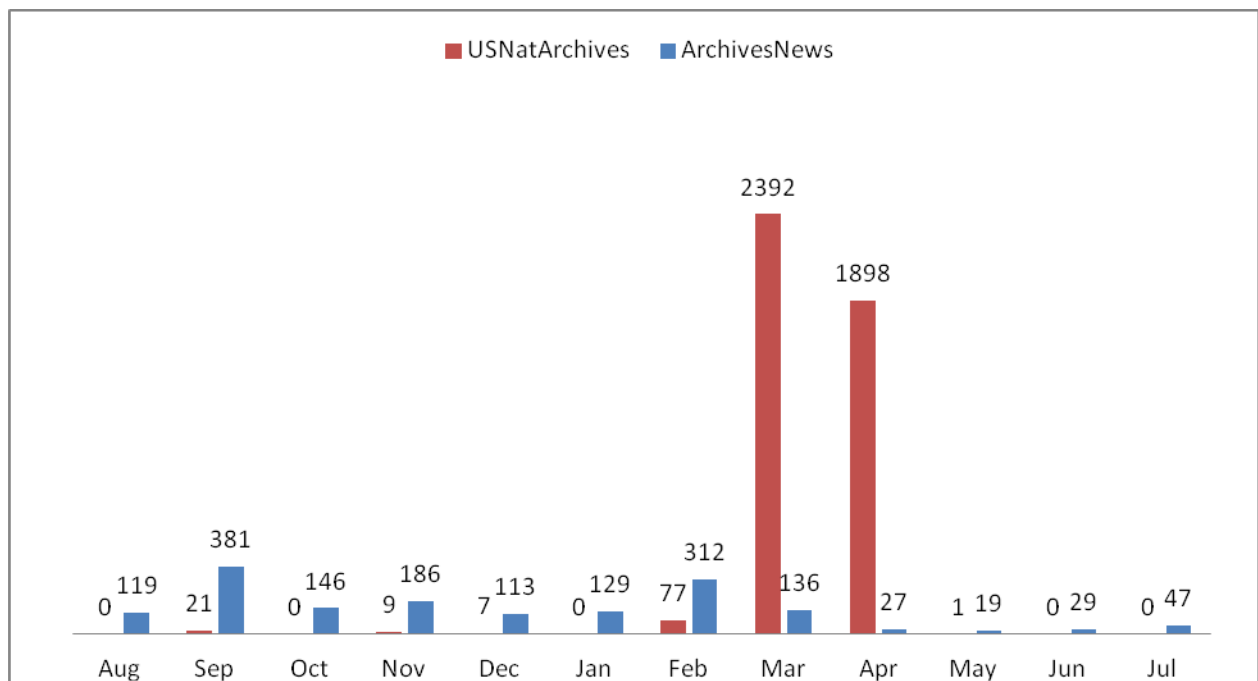


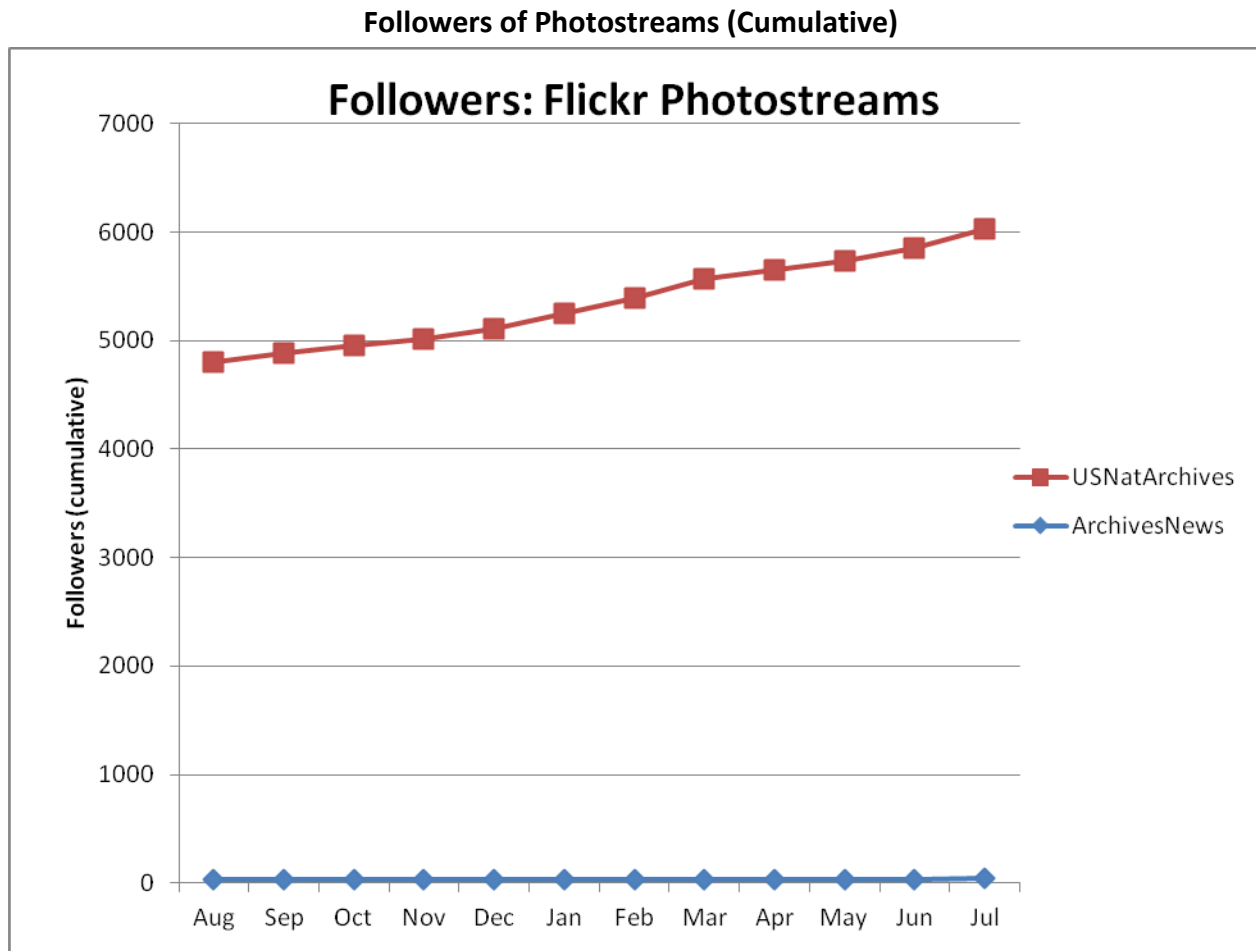
Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)

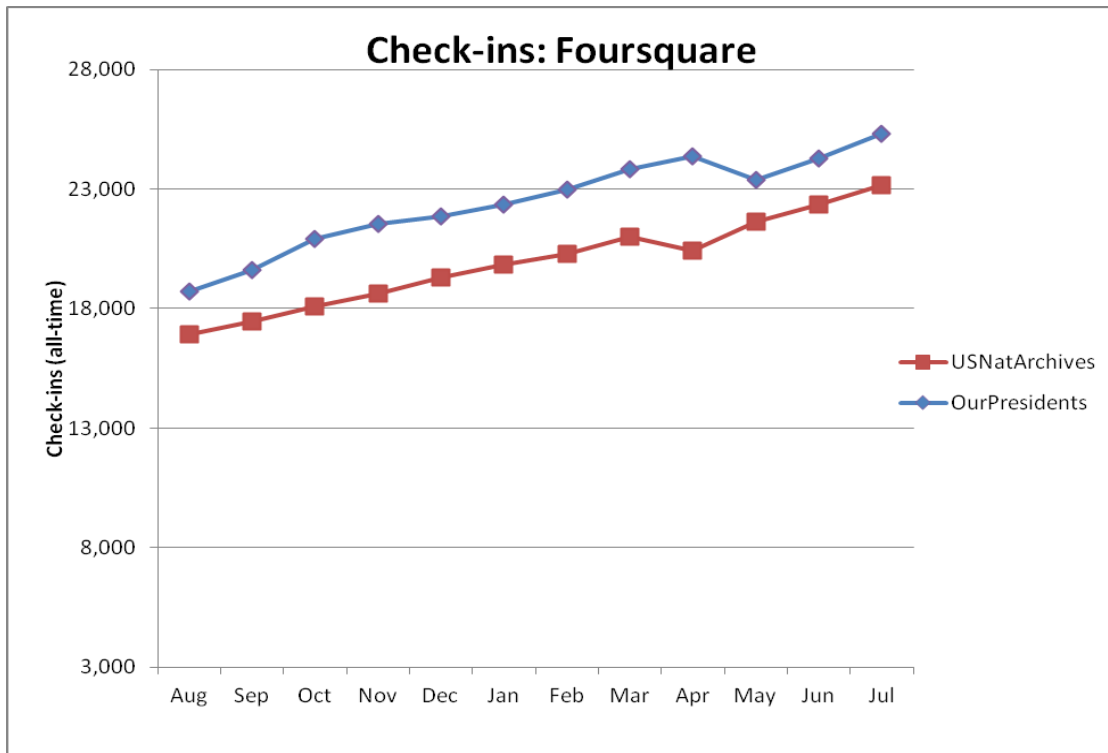
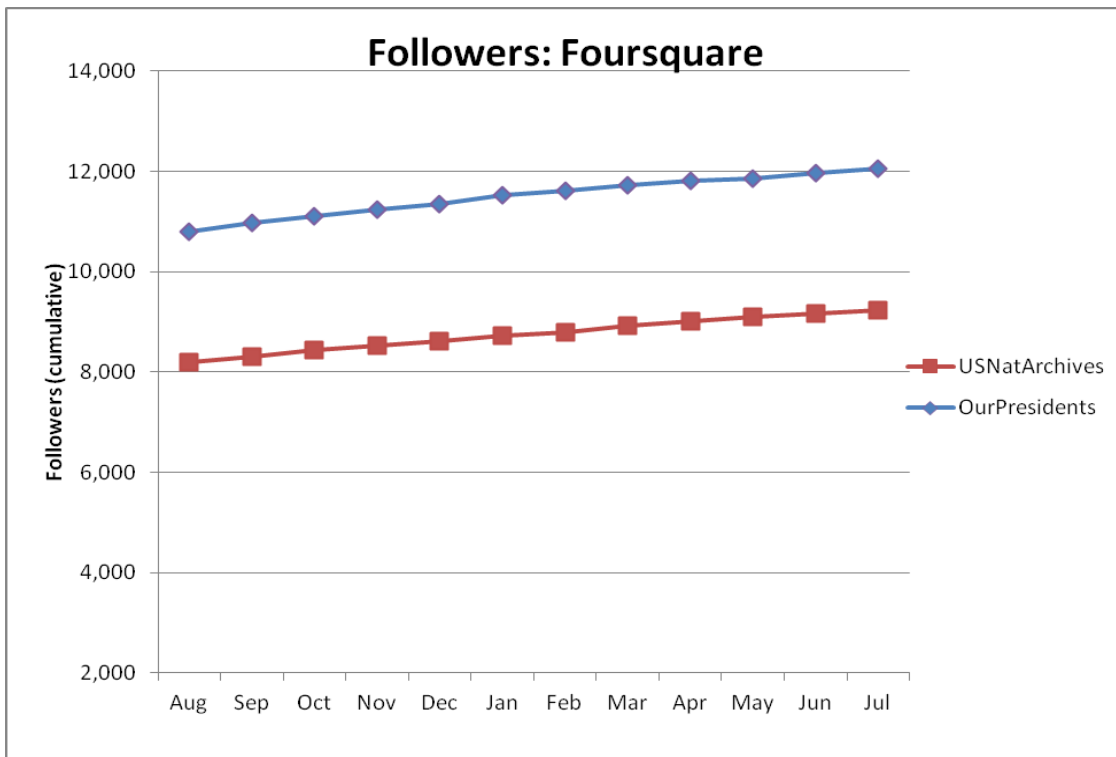


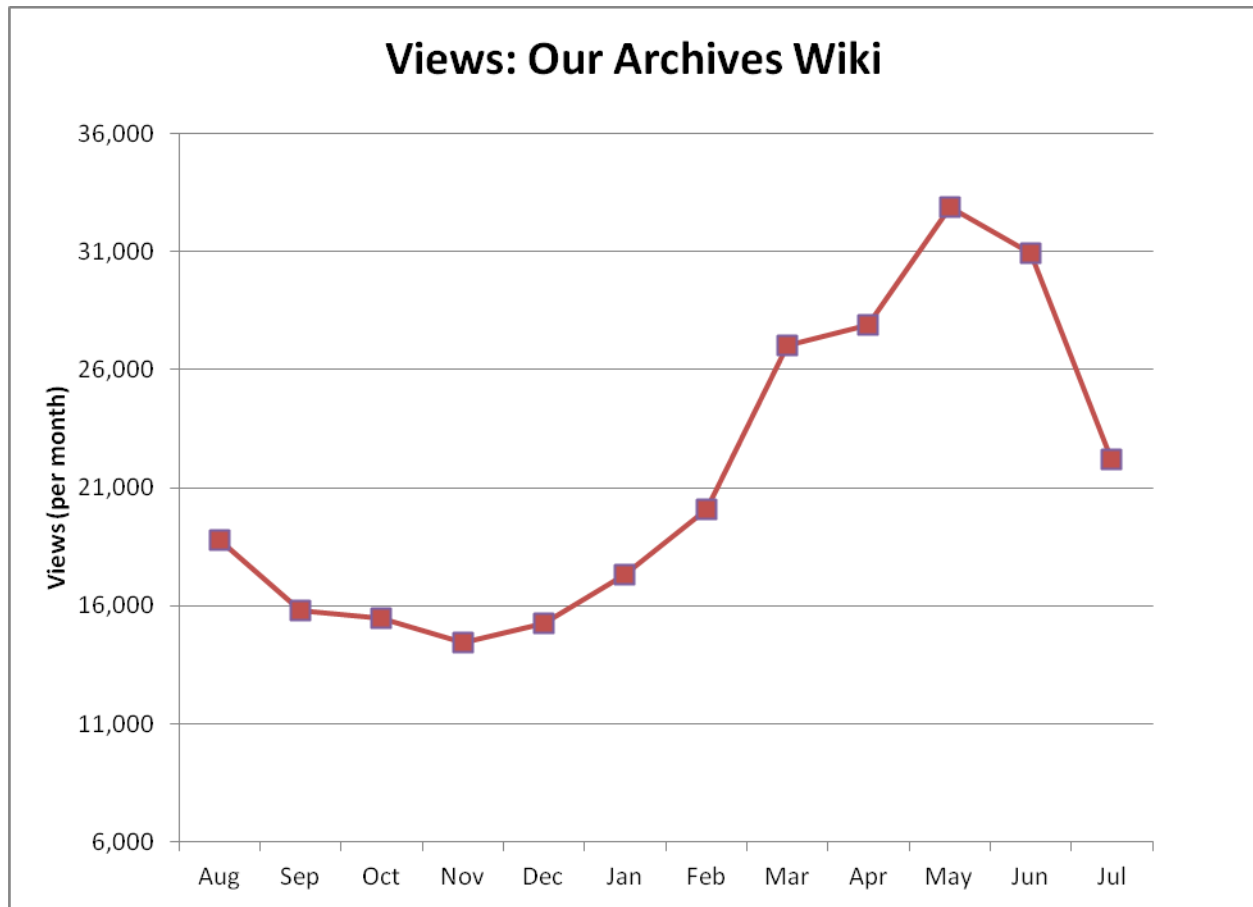
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)

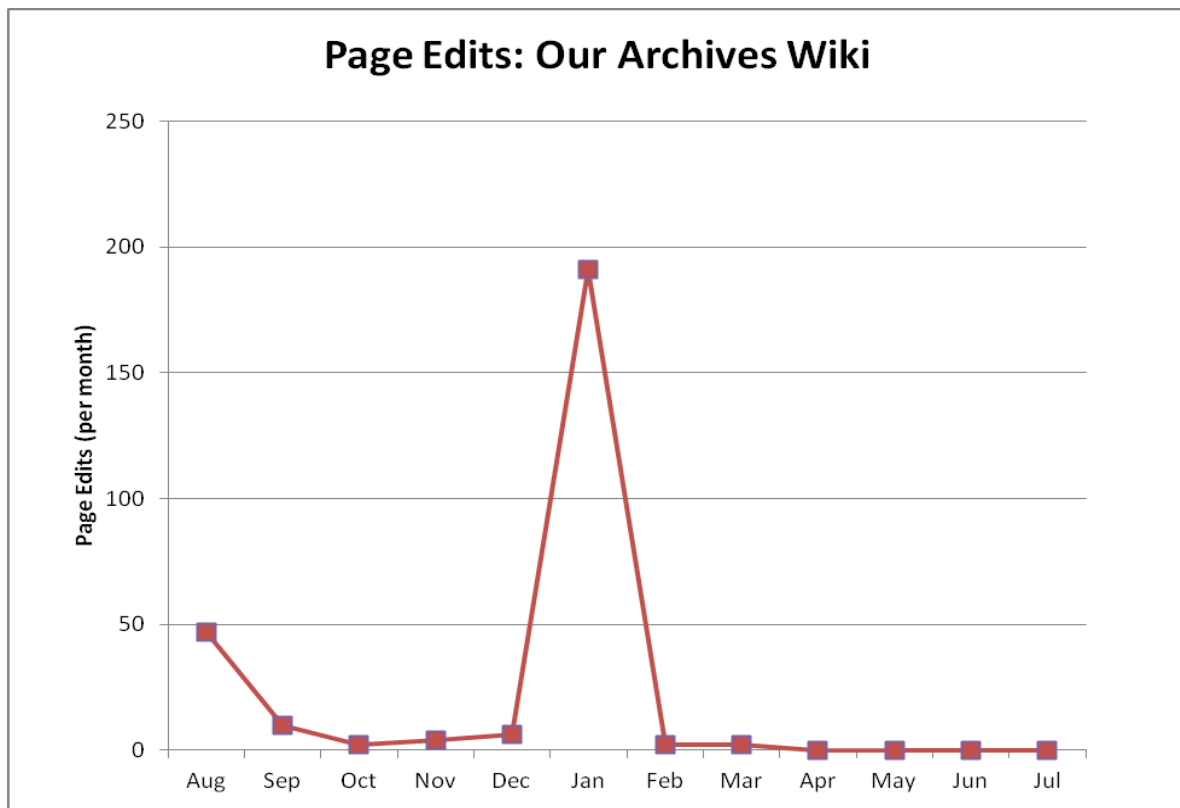
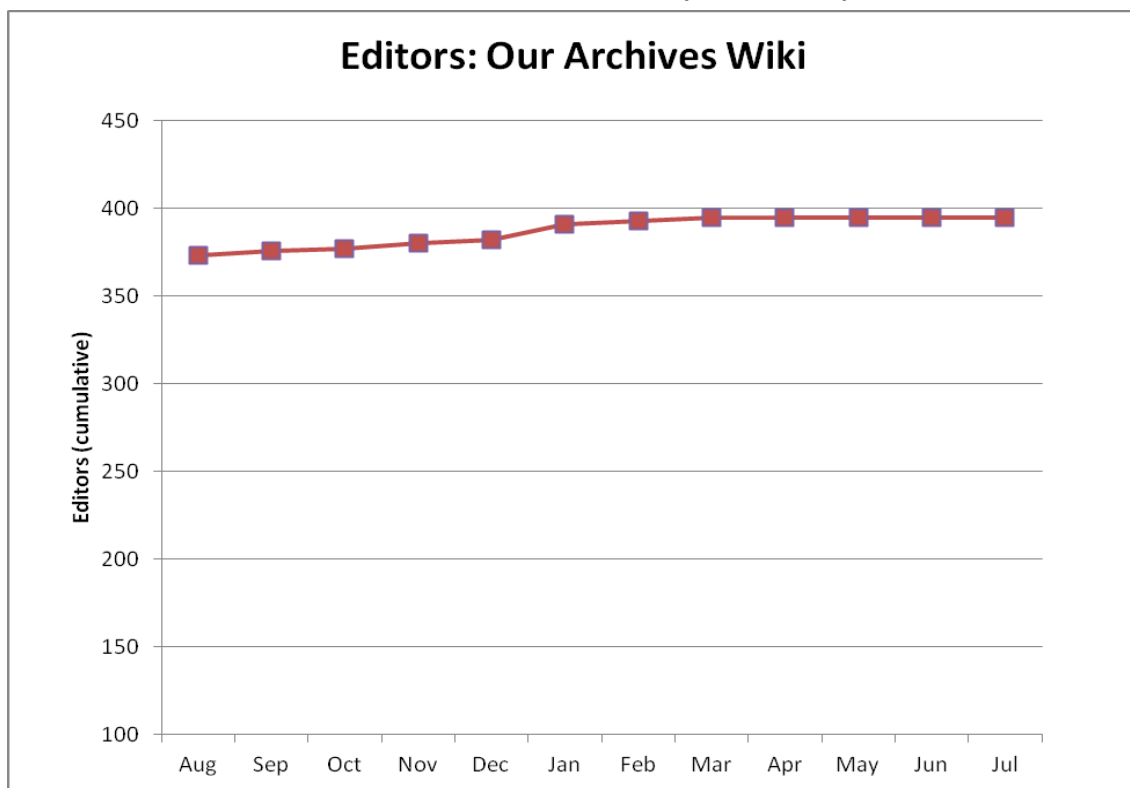


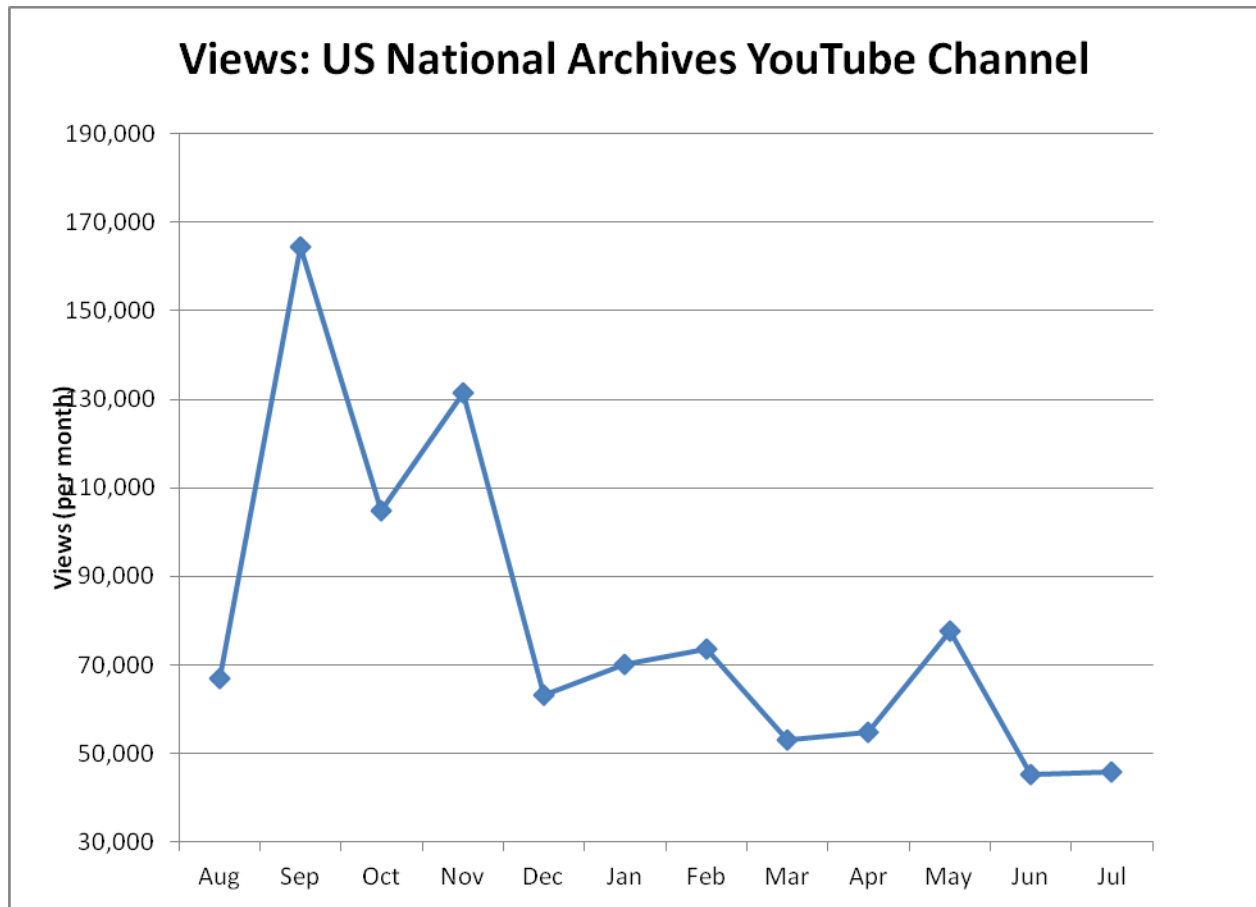
Social Media Tools: Detail View – Flickr**Views on Photostreams (Per Month)****Photos Uploaded (Per Month)**

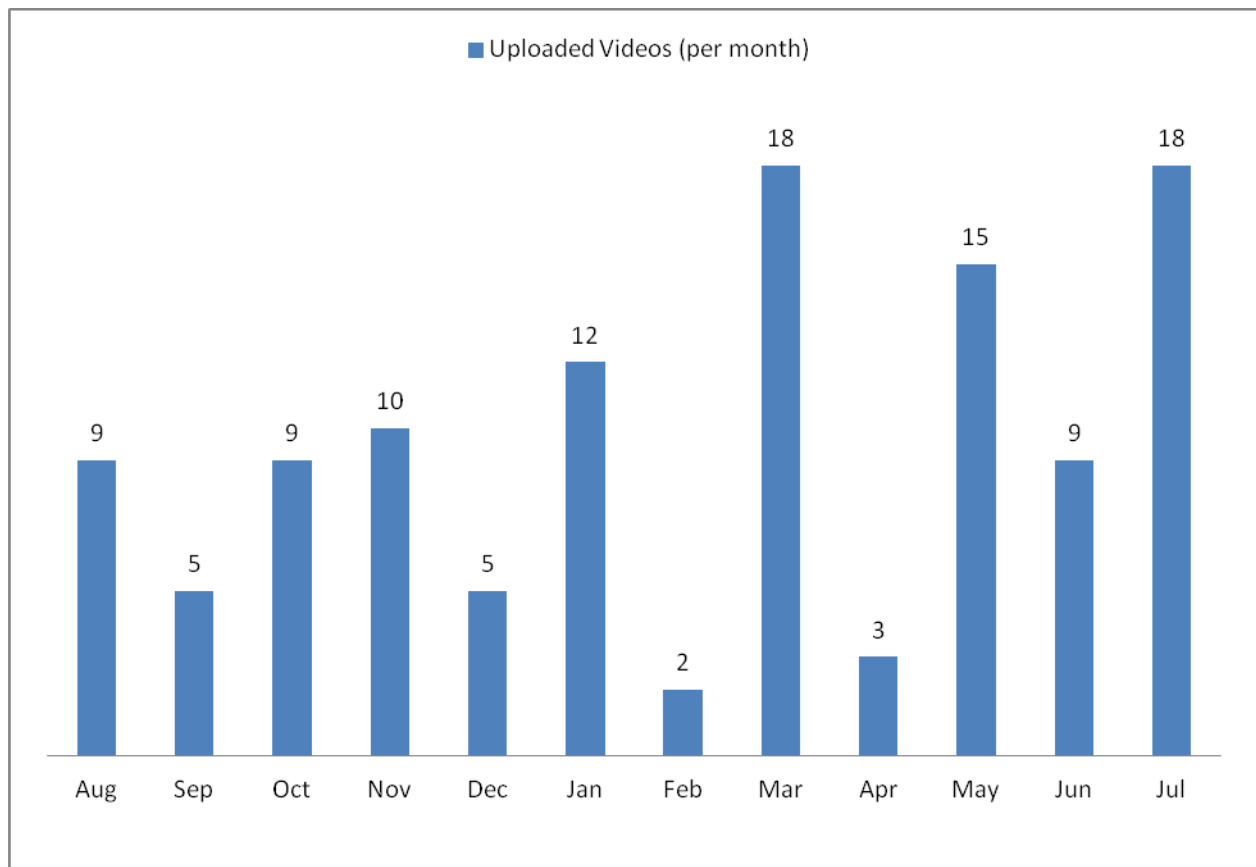


Social Media Tools: Detail View – Foursquare**Number of Check-ins at USNatArchives and OurPresidents Venues (Cumulative)****Number of Followers of USNatArchives and OurPresidents (Cumulative)**

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)**

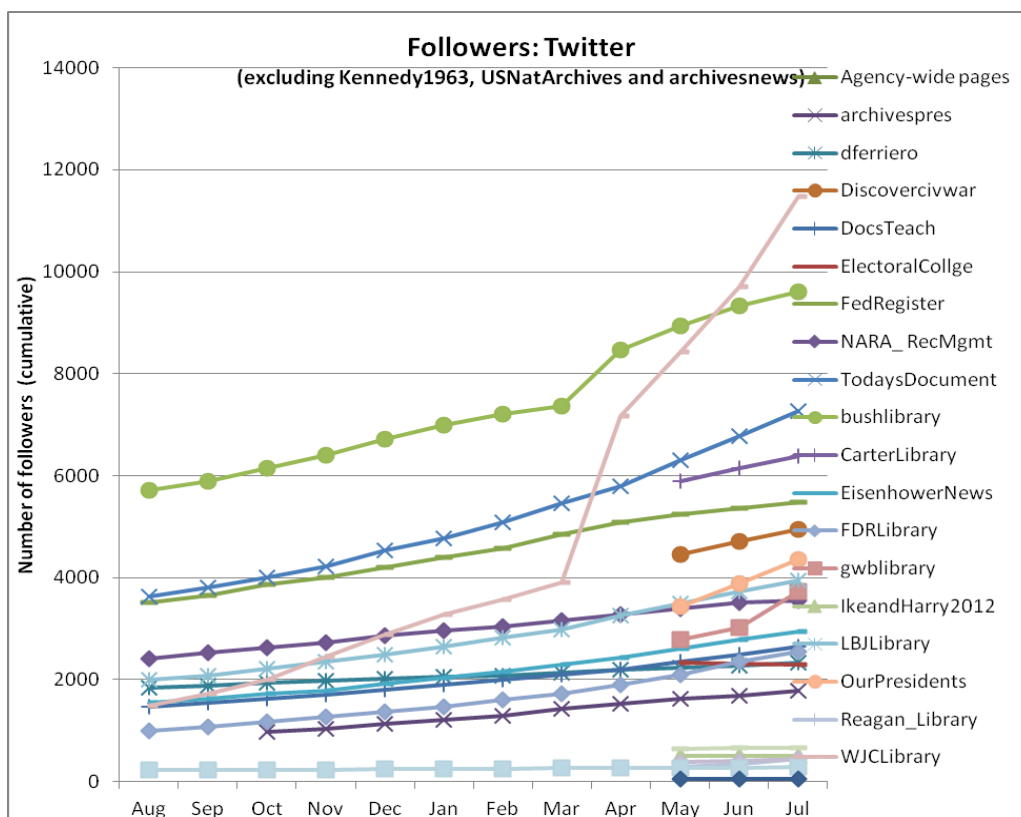
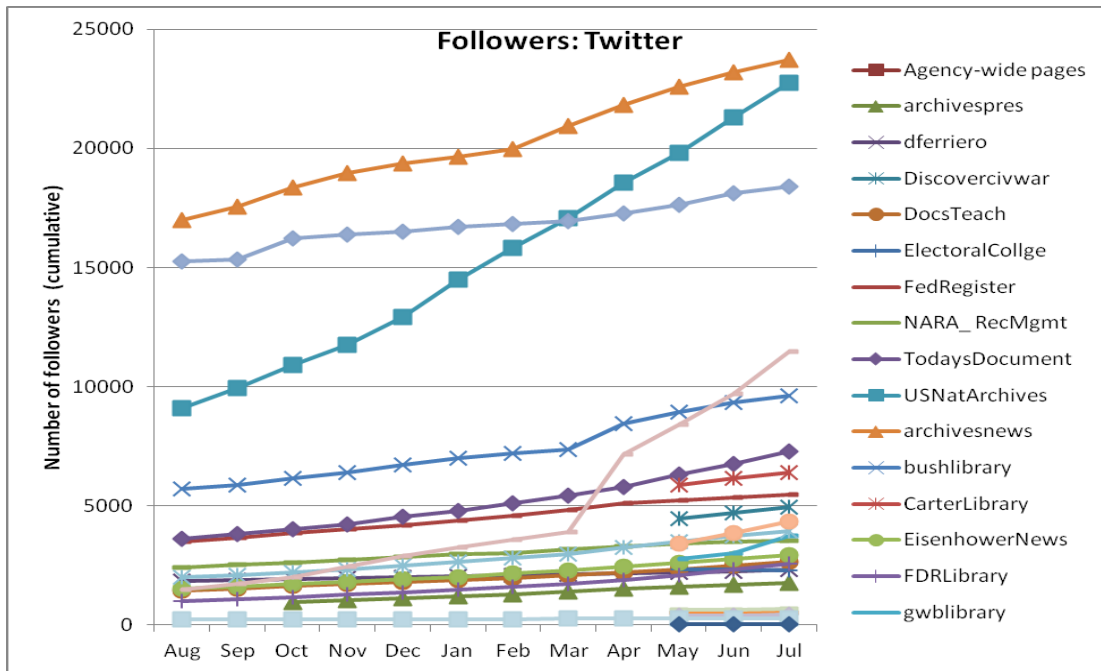
Social Media Tools: Detail View – YouTube**Views on US National Archives Channel (Per Month)**

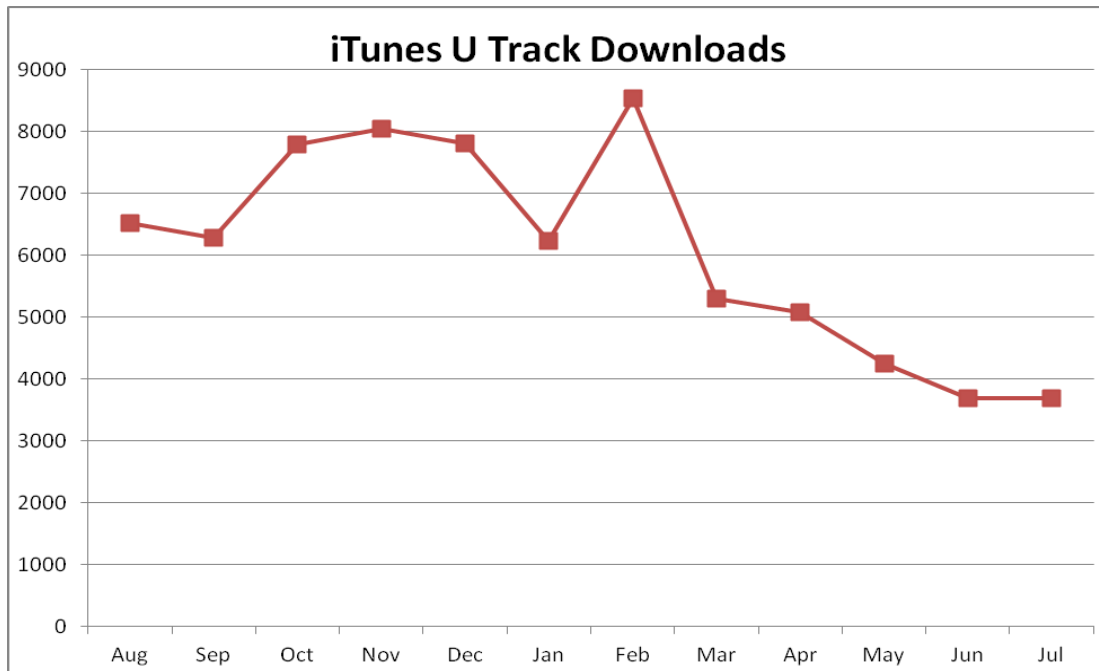
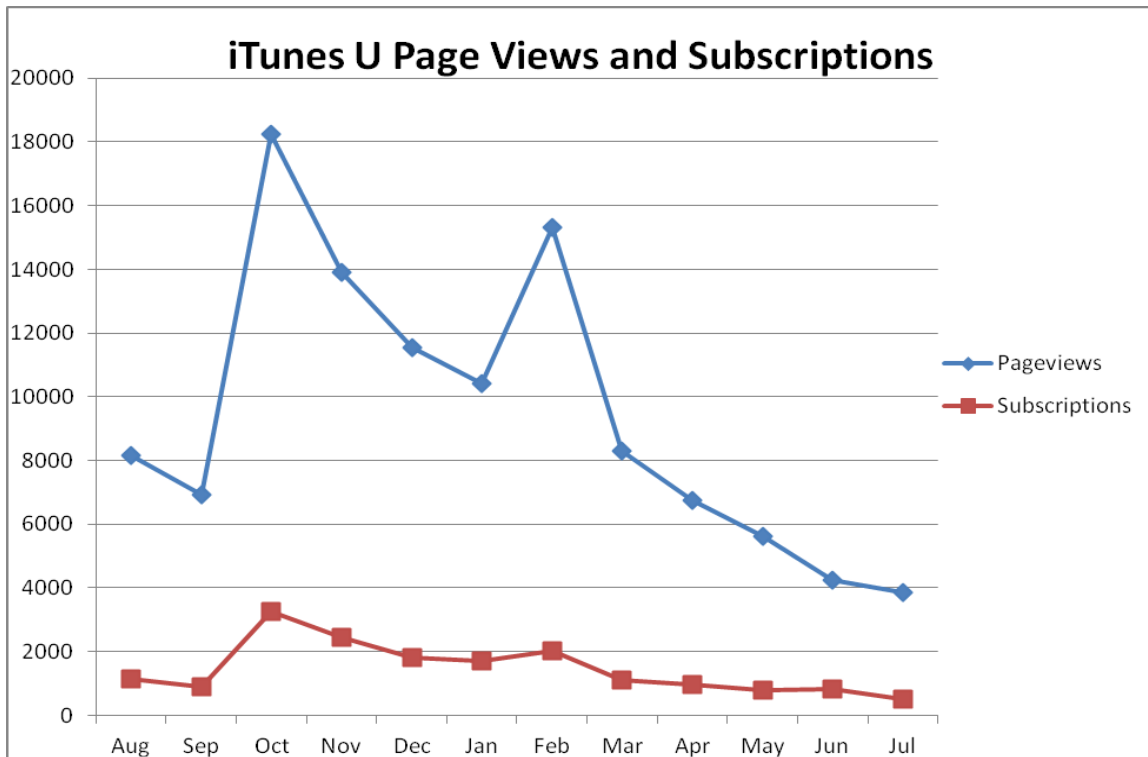
Videos Uploaded to US National Archives Channel (Per Month)**Top 5 Most Viewed Videos for July 2013 on US National Archives Channel**

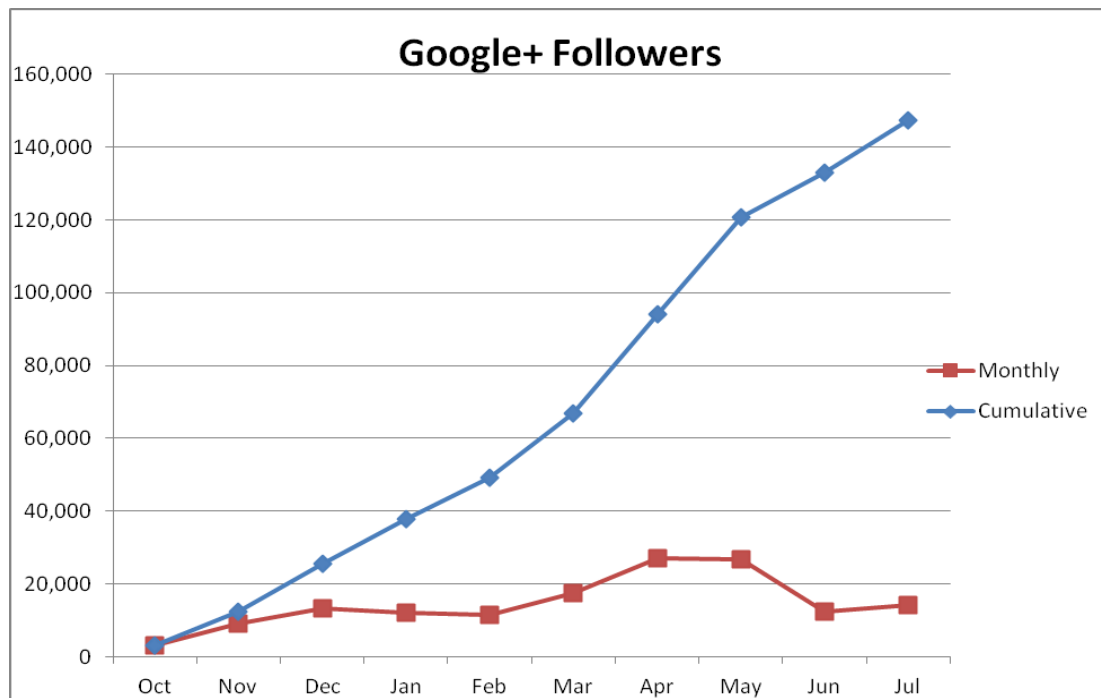
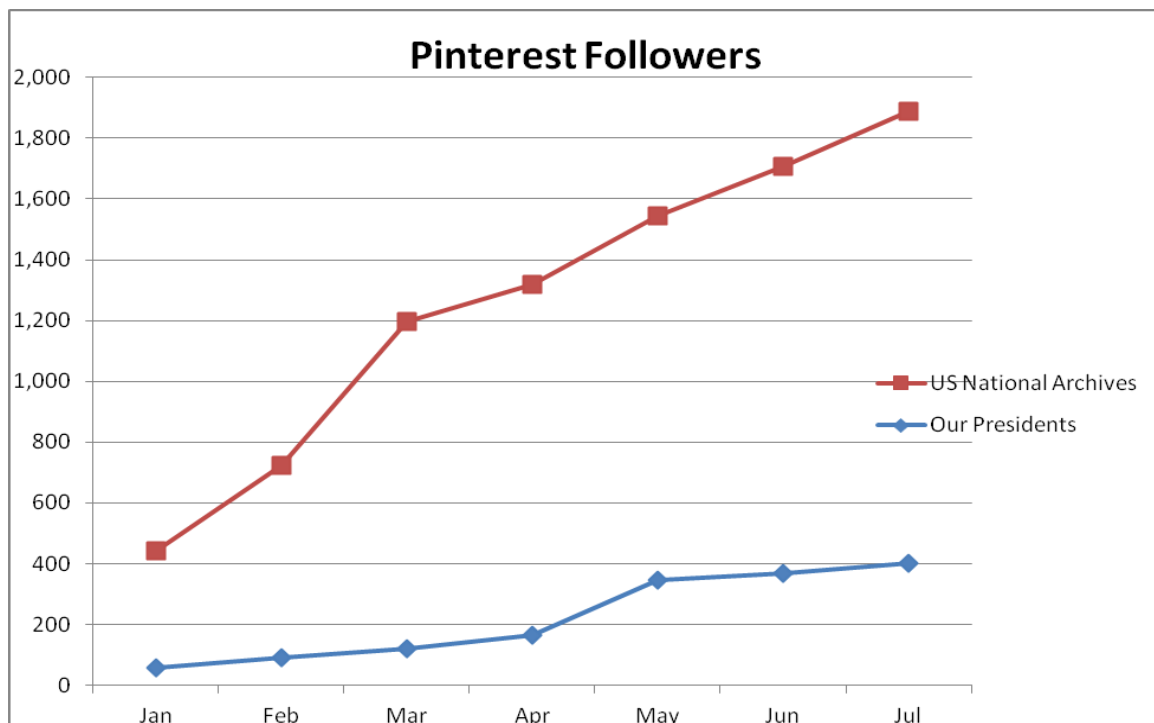
Video Title	Views
Stories from the Great Depression	4,256
We Were There When Nixon Met Elvis	1,938
Boulder Dam - 1937	1,522
Eisenhower's "Military Industrial Complex" Speech Origins and Significance	1,339
War Comes to America (Complete Film)	1,269

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.

	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Acts of Congress							103	144	80	39	24	38
AOTUS	34,541	4,515	3,803	3,596	2,462	2,346	1,632	2,256	2,803	3,193	2,860	1,156
The Carter Chronicle			93	816	344	552	722	555	444	332	151	355
Education Updates								544	2,296	1,654	1,125	1,291
FOIA	1,297	1,169	1,506	1,668	1,127	1,302	1,392	1,539	1,249	1,020	924	1,047
Hoover Blackboard	260	390	517	560	458	493	496	508	422	308	198	0
Media Matters											626	1,325
NARAtions	5,579	5,955	5,756	4,532	4,385	5,360	5,405	5,744	5,335	4,874	3,467	4,635
NDC Blog	695	1,618	64,541	3,867	1,814	2,551	2,008	2,374	1,595	33	1,060	1,427
Reagan Education Blog	37	188	132	111	62	65	64	70	75	97	14	0
Rediscovering Black History										224	152	409
Prologue Blog	8,114	12,191	12,439	17,036	11,679	13,619	20,688	12,489	12,170	15,820	10,422	4,656
Records Express Blog	3,334	2,339	2,424	1,588	1,297	1,785	1,871	8,361	1,312	1,627	1,748	1,622
The Text Message	4,027	3,838	3,929	4,616	3,478	3,800	3,651	3,293	4,916	4,363	2,015	2,381
Today's Document	1,400	2,619	3,589	3,565	2,645	3,252	3,519	3,141	3,118	2,489	1,001	0
Transforming Classification (PIDB)	148	128	186	236	591	320	241	407	254	275	247	369
The Washboard	113	92	105	81	103	99	103	157	190	98	33	0
MONTHLY TOTAL	59,545	35,042	99,020	42,272	30,445	35,544	41,895	41,582	36,179	36,446	26,067	20,711

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.

	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Acts of Congress							224	309	124	73	33	53
AOTUS	37,998	6,689	6,604	5,825	3,963	3,984	2,895	3,844	4,732	5,149	4,270	1,925
The Carter Chronicle			181	1,189	564	817	1,044	856	665	513	223	634
Education Updates								875	3,190	2,319	1,782	1,689
FOIA	2,258	1,886	2,446	2,492	1,776	2,147	2,294	2,698	2,572	1,897	1,434	1,865
Hoover Blackboard	476	678	785	836	671	712	750	688	661	418	265	0
Media Matters											907	2,135
NARAtions	9,776	10,308	9,884	8,019	7,540	8,925	9,231	9,561	9,186	8,382	5,617	8,066
NDC Blog	1,178	2,628	97,110	5,552	2,625	3,823	3,212	3,538	2,621	60	1,642	2,260
Reagan Education Blog	53	227	193	173	99	97	150	120	105	127	19	0
Rediscovering Black History										327	203	694
Prologue Blog	13,396	21,339	21,609	26,436	19,932	22,795	31,683	19,935	19,539	23,342	14,662	7,010
Records Express Blog	5,400	4,060	3,767	2,471	2,018	2,948	2,847	14,454	2,167	2,570	2,601	2,628
The Text Message	6,279	6,221	6,268	7,047	5,330	5,513	5,802	5,225	7,545	6,175	2,879	4,038
Today's Document	3,046	5,835	7,302	7,546	5,311	6,469	7,221	6,582	6,286	5,039	1,860	0
Transforming Classification (PIDB)	214	200	275	358	1,165	500	355	594	341	404	354	602
The Washboard	148	124	165	120	149	149	152	216	198	104	44	0
MONTHLY TOTAL	80,222	60,195	156,589	68,064	51,143	58,879	67,860	69,495	59,932	56,899	38,795	33,599

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.

	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Acts of Congress							36	142	208	243	267	1,537
AOTUS	84,882	88,731	91,515	94,250	96,155	97,897	99,236	100,901	102,997	105,053	106,926	107,667
The Carter Chronicle			74	752	1,026	1,525	2,169	2,661	3,041	3,343	3,470	3,728
Education Updates								422	1,858	2,876	3,619	4,385
FOIA	9,132	9,844	10,842	11,752	12,426	13,230	14,160	15,205	16,036	16,682	17,290	17,965
Hoover Blackboard	8,509	8,848	9,313	9,820	10,238	10,680	11,134	11,602	11,987	12,279	12,465	12,465
Media Matters											525	1,619
NARAtions	89,744	94,514	99,172	103,163	106,947	111,527	116,190	121,078	125,750	129,966	132,912	136,846
NDC Blog	7,111	7,992	69,406	72,593	74,102	75,868	77,466	79,340	80,543	80,576	81,433	82,563
Reagan Education Blog	1,544	1,724	1,846	1,947	2,005	2,065	2,129	2,197	2,266	2,360	2,372	2,372
Rediscovering Black History										189	317	545
Prologue Blog	118,956	128,928	138,749	153,310	162,926	174,467	192,548	203,059	213,264	227,362	236,035	239,632
Records Express Blog	15,129	16,463	17,838	18,825	19,630	20,817	21,922	28,903	29,805	30,854	31,945	32,957
The Text Message	33,647	36,405	39,462	42,724	45,518	48,523	51,528	54,446	57,971	61,382	63,144	65,074
Today's Document	39,768	42,135	45,355	48,622	51,043	53,988	57,176	60,002	62,817	65,098	66,021	66,021
Transforming Classification	3,087	3,196	3,345	3,521	3,941	4,211	4,424	4,748	4,953	5,179	5,389	5,652
The Washboard	420	483	547	607	681	756	835	962	1,143	1,238	1,270	1,270
MONTHLY TOTAL	411,929	439,263	527,464	561,886	586,638	615,554	650,953	685,668	714,639	744,680	763,735	782,298

APPENDIX II.D: Blog Unique Viewers (Monthly)

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

	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Acts of Congress							36	106	66	35	24	30
AOTUS	33,156	3,849	2,784	2,735	1,905	1,742	1,339	1,665	2,096	2,056	1,873	741
The Carter Chronicle			74	678	274	499	644	492	380	302	127	258
Education Updates								422	1,436	1,018	743	766
FOIA	738	712	998	910	674	804	930	1,045	831	646	608	675
Hoover Blackboard	224	339	465	507	418	442	454	468	385	292	186	0
Media Matters											525	1,094
NARAtions	4,389	4,770	4,658	3,991	3,784	4,580	4,663	4,888	4,672	4,216	2,946	3,934
NDC Blog	369	881	61,414	3,187	1,509	1,766	1,598	1,874	1,203	33	857	1,130
Reagan Education Blog	36	180	122	101	58	60	64	68	69	94	12	0
Rediscovering Black History										189	128	228
Prologue Blog	5,941	9,972	9,821	14,561	9,616	11,541	18,081	10,511	10,205	14,098	8,673	3,597
Records Express Blog	1,907	1,334	1,375	987	805	1,187	1,105	6,981	902	1,049	1,091	1,012
The Text Message	2,862	2,758	3,057	3,262	2,794	3,005	3,005	2,918	3,525	3,411	1,762	1,930
Today's Document	1,204	2,367	3,220	3,267	2,421	2,945	3,188	2,826	2,815	2,281	923	0
Transforming Classification (PIDB)	116	109	149	176	420	270	213	324	205	226	210	263
The Washboard	76	63	64	60	74	75	79	127	181	95	32	0
MONTHLY TOTAL	51,018	27,334	88,201	34,422	24,752	28,916	35,399	34,715	28,971	30,041	20,720	15,658

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

	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Acts of Congress							0	0	0	0	0	0
AOTUS	1,682	1,804	1,946	2,132	1,877	2,061	2,243	2,097	2,543	2,564	1,027	1,106
The Carter Chronicle					866	1,211	1,692	1,374	1,352	1,198	743	678
Education Updates								16	21	32	25	32
Hoover Blackboard	582	805	979	1,084	927	1,099	1,313	1,332	1,467	1,302	96	120
FOIA Ombudsman	34	37	36	30	41	56	35	46	48	63	33	23
Media Matters												
NARAtions	1,843	2,030	2,041	2,084	1,972	2,221	2,356	2,163	2,640	2,625	1,185	1,126
NDC Blog	702	984	1,271	1,240	1,040	1,480	1,478	1,359	520	96	72	56
Prologue Blog	1,225	1,322	1,709	1,901	2,045	1,787	2,242	1,882	2,063	1,930	436	610
Reagan Education Blog	4	5	4	4	4	5	5	4	4	8	1	2
Records Express Blog	808	1,144	1,406	1,281	1,144	1,335	1,959	1,501	1,523	117	84	84
Rediscovering Black History											6	3
The Text Message	869	1,061	1,159	1,581	1,075	1,325	1,509	1,181	2,128	1,471	157	166
Today's Document	594	828	962	1,048	937	1,119	1,361	1,128	1,350	1,208	66	66
Transforming Classification (PIDB)	53	57	66	763	862	1,272	1,579	1,124	1,319	1,216	839	810
The Washboard	17	19	26	695	855	1,393	1,668	1,407	1,620	1,430	982	468
MONTHLY TOTAL	8,413	10,096	11,605	13,843	13,645	16,364	19,440	16,614	18,598	15,260	5,749	5,350

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.

	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Life Total
Monthly Total (A+P+R)	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	4,253,186	80,345,097
Agency-Wide Total	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	1,867,950	38,641,420
US National Archives	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	1,459,551	30,490,721
Afro-American History Society	872	1,032	1,320	1,661	1,379	2,033	1,873	3,135	1,994	716	1,416	1,464	32,108
Assembly	157	107	129	108	251	122	263	334	107	259	446	148	10,962
eStore	1,144	642	952	408	686	920	1,040	890	-	-	-		49,571
Recovery	12,334	16,719	11,991	15,318	7,041	12,451	13,617	17,044	13,110	11,086	24,798	10,580	628,285
Constitution	30,538	183,816	8,253	24,850	12,365	26,706	14,299	15,949	12,777	12,969	15,375	25,235	1,023,366
Federal Register	3,137	10,179	7,408	4,403	1,555	1,512	1,971	5,389	6,039	4,082	1,910	1,657	167,489
Federal Records Centers	770	1,363	2,363	623	633	771	2,149	2,198	1,902	1,488	1,417	1,830	52,277
Applied Research	6,546	2,597	3,392	1,777	1,904	1,296	3,357	4,358	2,863	2,573	4,883	2,618	180,807
NHPRC	94,363	69,537	46,649	61,951	38,003	34,598	57,257	97,945	58,339	63,235	60,552	50,585	1,751,517
Noon Lectures	3,426	6,744	2,753	5,488	6,004	10,856	6,560	22,903	12,433	5,742	7,276	5,973	157,856
Preservation	51,043	50,427	16,298	19,446	38,085	23,829	14,514	36,896	24,488	9,475	16,397	28,504	676,646
Research Red	35,482	32,675	10,136	20,410	9,568	12,238	71,780	21,294	14,940	15,752	17,380	15,041	1,210,701
Today's Document	58,842	48,975	36,657	33,308	40,209	24,332	32,460	29,326	21,828	20,309	23,344	250,464	1,782,882
NARA Students and Interns	16,361	9,075	5,840	6,452	4,295	4,421	6,186	13,208	10,565	7,113	8,945	3,359	128,262
Electoral College		1,467	38,040	97,016	36,645	8,794	2,508	1,110	854	787	2,502	664	190,387

Education							4,169	16,039	34,719	18,499	23,880	10,277	107,583
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Life Total
Presidential Total	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	2,088,602	34,385,490
Bush	223,053	178,927	142,501	258,992	214,951	167,632	96,002	302,611	908,170	330,498	760,636	570,368	7,187,797
George W Bush						54,341	47,040	58,913	2,811,670	213,945	223,220	144,792	3,553,921
Carter	52,476	163,110	52,451	53,398	57,627	57,534	77,560	92,756	104,205	141,579	143,889	101,408	1,821,486
Clinton	288,565	276,369	257,108	229,737	161,473	194,292	175,964	124,362	171,964	153,405	87,700	123,095	4,825,326
Eisenhower	114,942	65,224	56,197	56,505	73,997	53,399	78,144	74,334	120,393	78,151	151,820	111,173	2,356,415
Ford Library	5,703	3,658	23,162	20,795	15,120	15,468	20,045	33,400	41,334	27,778	28,744	45,199	398,249
Ford Museum	76,917	204,976	69,431	31,301	41,767	29,982	26,696	37,673	252,161	128,676	88,303	198,355	1,512,460
Hoover	55,340	17,837	18,593	20,040	13,023	10,885	24,068	18,942	40,599	43,691	48,204	55,376	722,396
Johnson	55,816	46,069	44,991	41,513	64,632	87,389	96,800	112,018	111,171	193,657	147,949	171,957	1,952,109
Nixon	158,981	127,067	83,088	146,376	95,577	121,259	119,370	210,518	197,502	279,198	184,276	138,462	3,112,739
Reagan	82,197	33,783	43,922	33,811	32,519	22,698	31,348	43,776	28,247	21,666	22,049	20,510	665,029
Roosevelt	109,658	48,275	66,275	45,817	49,183	67,018	41,039	93,467	160,278	151,496	872,279	160,099	2,374,030
Truman	179,528	173,500	132,274	139,380	133,301	110,818	169,611	120,538	259,367	220,001	174,210	247,808	3,903,533
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Life Total
Regional Total	330,305	260,531	233,631	191,649	241,924	241,446	378,029	572,247	334,182	286,826	403,554	296,634	7,318,187
Anchorage	1,973	1,939	1,405	940	773	539	1,252	1,347	1,839	868	1,297	1,847	69,661
Atlanta	63,078	35,196	23,442	24,760	41,342	20,224	27,178	29,272	44,593	41,931	32,573	17,392	974,596
Boston	49,144	60,591	66,174	53,744	109,182	109,966	211,741	347,206	134,922	77,326	108,957	45,274	1,832,547
Chicago	13,939	14,405	12,369	12,937	8,866	5,032	15,136	14,871	15,966	25,403	24,067	16,763	284,444

Denver	16,643	8,080	3,986	3,375	2,172	3,910	3,893	2,252	5,119	14,163	22,347	33,849	175,688
Fort Worth	36,707	21,089	16,602	16,316	11,820	17,545	18,985	33,912	29,728	19,409	27,859	33,500	633,252
Kansas City	54,142	38,245	25,909	39,174	22,829	37,824	29,130	47,309	32,100	28,768	53,826	47,361	1,286,782
New York	33,397	29,180	16,859	9,621	5,652	9,098	40,293	41,742	13,755	11,554	12,441	29,650	865,135
Philadelphia	34,277	32,847	51,175	16,151	11,735	22,713	13,873	28,329	31,046	26,679	39,366	52,232	493,657
Riverside	10,501	6,511	2,348	4,012	3,153	2,735	1,743	3,207	6,164	19,570	8,605	5,369	201,599
Seattle	11,303	8,084	7,971	4,442	14,733	6,148	10,595	11,361	6,787	7,759	5,998	3,208	208,006
St. Louis	5,201	4,364	5,391	6,177	9,667	5,712	4,210	11,439	12,163	13,396	66,218	10,189	292,820

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).

	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Monthly Total (A+P+R)	722,772	634,777	327,412	416,225	411,463	380,236	517,285	817,338	2,199,842	943,001	1,593,512	1,349,262
Agency-Wide Total	350,129	286,299	98,032	178,515	163,952	158,892	228,919	298,853	310,501	243,285	390,815	599,531
US National Archives	292,808	202,557	70,195	130,355	130,688	124,431	168,264	224,754	257,142	207,494	347,979	414,531
Afro-American History Society	246	291	288	309	356	478	425	843	422	109	454	205
Assembly	47	29	26	21	73	36	44	102	12	36	84	28
eStore	266	141	84	103	97	107	142	35	-	-	-	
Recovery	2,346	2,539	2,348	2,238	1,458	1,693	2,240	3,585	2,354	2,251	3,823	2,308
Constitution	8,170	46,909	1,684	6,589	2,716	6,825	4,411	5,721	5,213	4,049	5,446	9,040
Federal Register	501	2,692	1,597	570	394	233	426	1,199	1,243	326	313	233

Federal Records Centers	243	218	236	64	178	138	287	283	293	352	279	288
Applied Research	590	435	420	192	326	268	482	584	512	502	792	542
NHPRC	17,557	12,236	9,146	13,604	6,704	7,223	15,152	27,761	13,889	14,100	11,256	8,692
Noon Lectures	616	1,885	197	759	1,350	3,799	1,268	9,100	3,678	860	767	1,142
Preservation	12,311	3,724	2,463	3,729	10,279	5,880	2,864	7,662	6,225	2,584	5,361	5,344
Research Red	7,294	5,127	1,729	4,676	1,881	2,992	27,654	5,256	3,496	3,053	4,455	4,122
Today's Document	3,791	3,081	1,518	1,322	3,604	2,303	2,871	4,383	2,818	2,712	3,252	149,966
NARA Students and Interns	3,343	1,031	631	591	584	655	860	3,838	1,169	905	1,433	743
Electoral College		3,404	5,470	13,393	3,264	1,831	470	221	112	55	396	224
Education							1,059	3,526	11,923	3,897	4,725	1,763
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Presidential Total	311,670	306,678	193,188	207,195	202,321	182,184	219,740	396,564	1,815,637	633,373	1,119,891	683,394
Bush	40,768	44,225	28,209	56,347	64,864	37,175	28,951	87,442	392,460	108,887	291,961	172,672
George W Bush						9,602	5,604	7,352	948,994	86,937	84,016	25,873
Carter	10,836	48,163	10,848	9,873	10,686	9,629	17,131	24,640	31,855	31,390	44,178	30,009
Clinton	44,886	31,389	33,836	21,729	15,318	16,448	22,887	36,419	52,323	47,163	20,358	41,083
Eisenhower	22,652	12,197	15,169	9,432	17,836	9,724	15,110	18,175	31,851	19,647	48,484	32,237
Ford Library	1,683	1,055	4,408	4,008	2,581	2,573	4,302	10,980	11,200	7,730	9,363	14,413
Ford Museum	25,979	67,469	24,276	10,338	14,312	8,150	9,234	16,750	108,281	51,026	38,152	82,654
Hoover	13,837	4,604	4,792	4,874	2,675	3,162	7,329	5,462	12,656	17,607	17,857	22,723
Johnson	13,731	9,350	10,195	8,195	12,833	21,443	26,780	43,797	34,779	69,878	48,890	65,091

Nixon	41,139	32,729	21,524	41,885	25,248	30,300	34,475	76,899	71,016	94,912	69,096	48,992
Reagan	22,291	6,733	7,129	4,685	5,171	4,295	6,707	8,722	6,171	5,613	6,159	6,172
Roosevelt	35,592	13,130	13,886	10,239	10,097	14,317	8,866	30,417	35,272	33,898	390,540	54,818
Truman	38,276	35,634	18,916	25,590	20,700	15,366	32,364	29,509	78,779	58,685	50,837	86,657
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Regional Total	60,973	41,800	36,192	30,515	45,190	39,160	68,626	121,921	73,704	66,343	82,806	66,697
Anchorage	471	223	188	158	151	151	211	320	367	158	282	335
Atlanta	15,215	7,442	4,776	4,602	8,558	4,717	7,024	6,588	17,205	12,067	12,542	6,718
Boston	7,911	9,808	10,349	9,023	22,641	16,976	34,826	71,509	29,002	17,366	19,344	10,531
Chicago	2,624	2,843	1,815	2,307	1,272	842	3,717	3,856	2,622	6,914	4,313	3,853
Denver	4,715	1,051	734	610	391	599	739	511	1,206	2,734	5,841	9,168
Fort Worth	6,580	5,276	2,022	1,746	1,415	2,164	3,056	8,365	5,540	3,852	3,881	5,038
Kansas City	7,539	3,846	2,892	6,649	3,322	8,309	5,064	10,480	5,101	7,040	10,689	12,029
New York	7,874	5,758	4,546	1,872	789	1,611	10,120	13,300	3,887	3,320	3,110	6,080
Philadelphia	2,208	2,378	6,755	899	900	1,566	1,009	1,461	1,751	2,387	2,207	9,758
Riverside	1,467	612	227	486	459	276	255	594	2,538	6,868	2,443	1,238
Seattle	3,644	1,845	1,075	459	2,326	676	1,764	1,948	1,548	1,190	1,044	726
St. Louis	725	718	813	1,704	2,966	1,273	841	2,989	2,937	2,447	17,110	1,223

APPENDIX V: Twitter Followers (Cumulative)

	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
archivesnews	16,976	17,537	18,360	18,946	19,372	19,663	19,979	20,921	21,805	22,607	23,180	23,703
archivespres			977	1,040	1,125	1,207	1,285	1,425	1,527	1,625	1,694	1,784
atlantaarchives										646	655	668
bushlibrary	5,709	5,893	6,151	6,410	6,725	6,987	7,202	7,366	8,471	8,939	9,332	9,611
CarterLibrary										5,891	6,156	6,382
dferriero	1,839	1,886	1,940	1,981	2,023	2,054	2,079	2,128	2,191	2,230	2,269	2,333
DiscoverCivWar										4,457	4,718	4,951
DocsTeach	1,464	1,548	1,633	1,714	1,804	1,906	1,990	2,095	2,200	2,348	2,500	2,650
EisenhowerNews	1,546	1,624	1,715	1,793	1,922	2,031	2,159	2,285	2,441	2,612	2,781	2,953
ElectoralCollge										2,339	2,318	2,303
FDRLibrary	1,000	1,080	1,174	1,267	1,366	1,476	1,600	1,720	1,903	2,093	2,346	2,556
FedRegister	3,514	3,656	3,862	4,007	4,205	4,390	4,583	4,848	5,095	5,247	5,359	5,489
gwblibrary										2,783	3,029	3,731
IkeandHarry2012										505	509	509
JFK_1963	15,248	15,340	16,233	16,394	16,515	16,700	16,825	16,949	17,255	17,634	18,122	18,421
KCArchives										388	413	449
LBJLibrary	1,995	2,088	2,216	2,347	2,487	2,651	2,829	2,989	3,251	3,493	3,735	3,952
NARA_ RecMgmt	2,418	2,527	2,628	2,736	2,868	2,965	3,038	3,165	3,281	3,405	3,506	3,552
NARAFRC	223	226	234	239	253	258	258	264	269	273	277	283
OurPresidents										3,432	3,881	4,355

Reagan_Library										296	358	441
StLouisArchives										50	54	55
Todays Document	3,629	3,816	4,008	4,216	4,535	4,780	5,094	5,453	5,801	6,308	6,770	7,267
USNatArchives	9,111	9,944	10,903	11,775	12,930	14,486	15,832	17,089	18,566	19,795	21,296	22,768
WJCLibrary	1,494	1,726	1,998	2,456	2,892	3,273	3,581	3,899	7,164	8,433	9,706	11,476

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

	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Page Views	6,917	18,231	13,906	11,532	10,412	15,334	8,315	6,733	5,607	4,263	3,866	4,713
Track Downloads	6,283	7,793	8,055	7,817	6,230	8,533	5,295	5,088	4,244	3,693	3,697	3,068
Subscriptions	895	3,260	2,449	1,815	1,711	2,022	1,105	971	778	829	523	864

APPENDIX VII: Google+ Followers

	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Monthly Followers			3,101	9,204	13,333	12,105	11,538	17,601	27,130	26,808	12,298	14,118
Cumulative Followers			3,101	12,305	25,638	37,743	49,281	66,882	94,012	120,820	133,118	147,236

APPENDIX VIII: Pinterest Followers (Cumulative)

	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
US National Archives						444	725	1,197	1,319	1,543	1,707	1,887
Our Presidents						56	92	121	163	347	370	401