

SOCIAL MEDIA HIGHLIGHTS

- **BUZZFEED**, THE VIRAL CONTENT WEBSITE, CREATES A COMPILATION OF PHOTOS FROM THE MARCH ON WASHINGTON USING PHOTOS FROM THE NATIONAL ARCHIVES FLICKR ACCOUNT
- THE RESTORED VERSION OF THE 1963 FILM, "THE MARCH" IS AVAILABLE ON THE NATIONAL ARCHIVES YOUTUBE CHANNEL.
- PRESIDENTIAL LIBRARIES RECEIVED ENGAGEMENT WITH HILLARY CLINTON VIA TWITTER.

AUGUST 2013 OVERVIEW

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	48,931 Views	21,224 Visitors
Tumblr Blogs	68,908 Views	30,696 Visitors
Facebook	2,915,594 Impressions	829,067 Reach
National Archives YouTube Channel	82,588 Views	7,412 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	3,332,938 Views	6,194 Total Contacts
Our Archives Wiki	21,097 Views	395 Total Editors
Twitter (all NARA feeds)	--	150,829 Followers
FourSquare	50,045 Total Check-ins	21,370 Followers
iTunes U	9,307 Views	33,093 Subscribers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2013 Views (To Date)	FY 2012 Views
Archives.gov Blogs	710,186	1,251,254
Tumblr Blogs	572,309	940,954
Facebook	36,759,857	30,915,082
National Archives YouTube Channel	802,501	919,193
Flickr (USNatArchives & ArchivesNews)	4,443,689	4,837,696
Our Archives Wiki	244,659	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 |

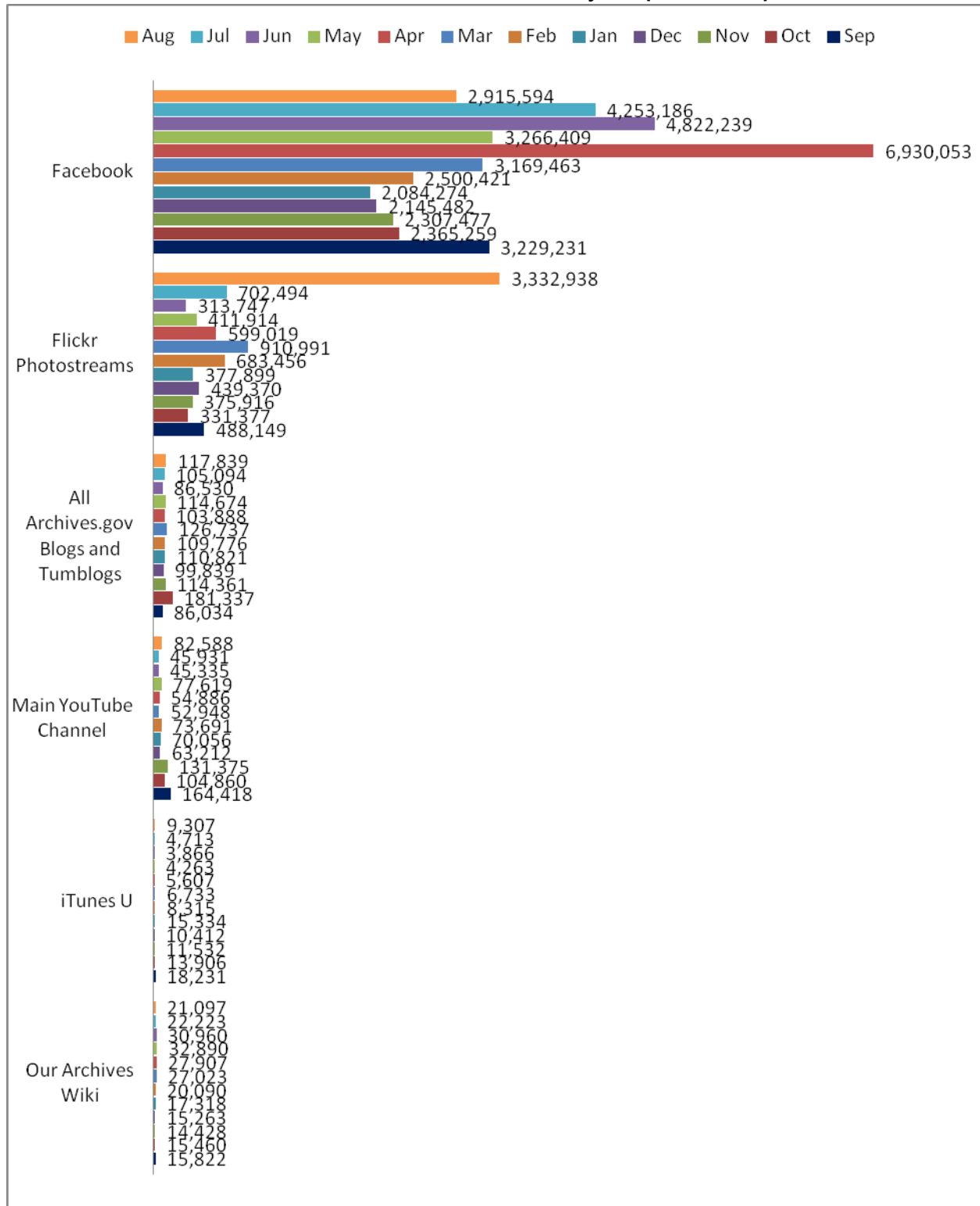
INTERNAL (NARA@WORK) BLOGS

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

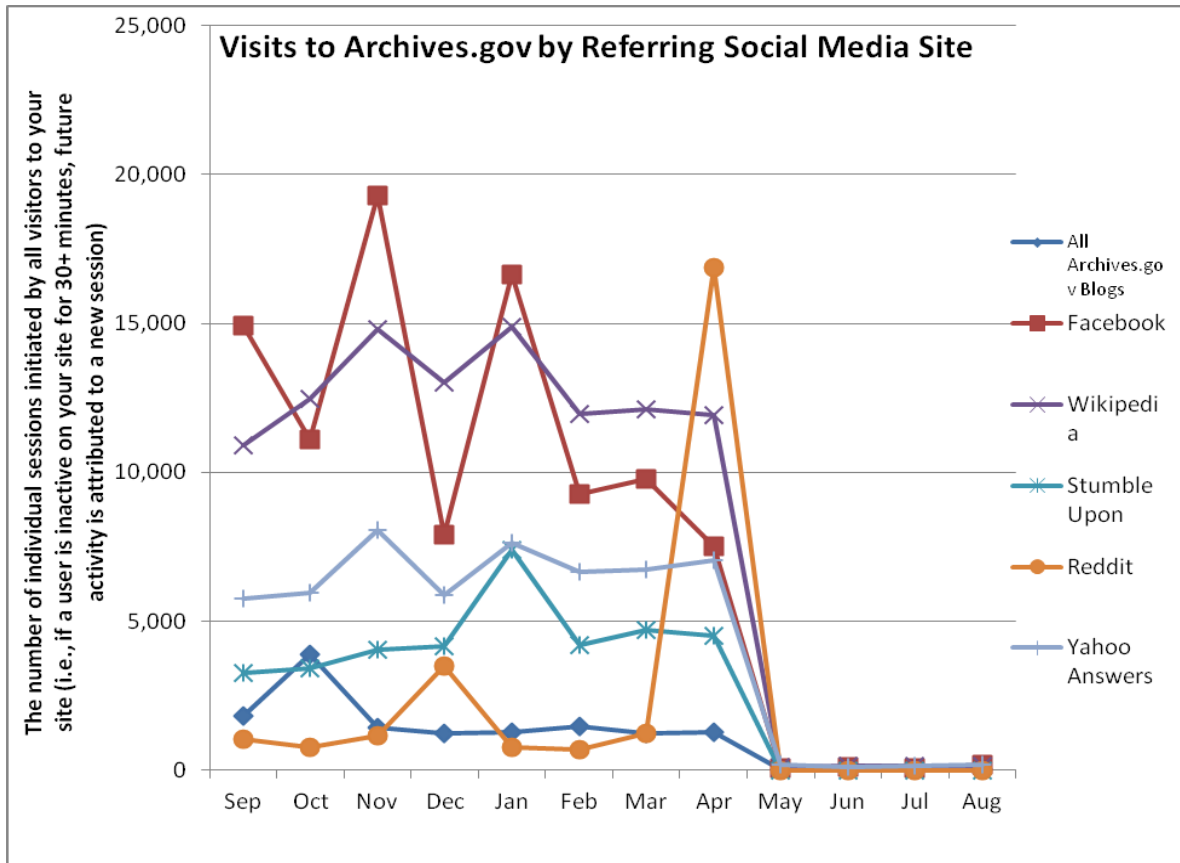
SOCIAL MEDIA TOOLBOX (Tools currently in use)

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



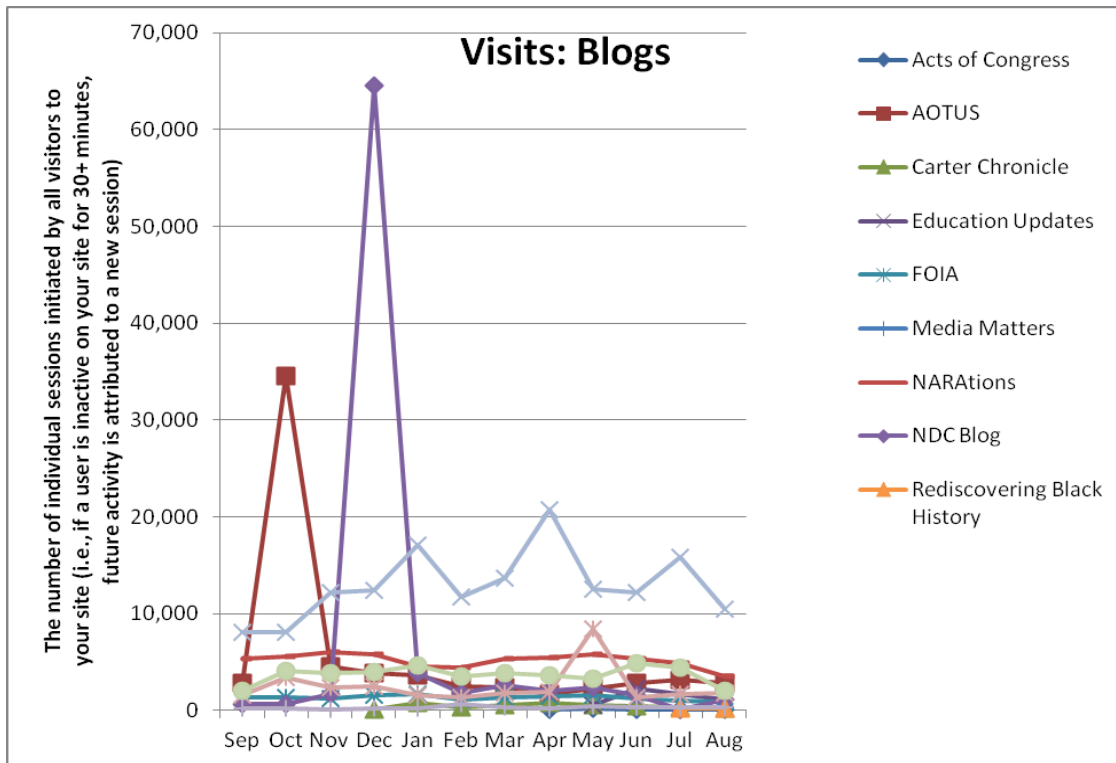
New External Social Media Projects

August Projects

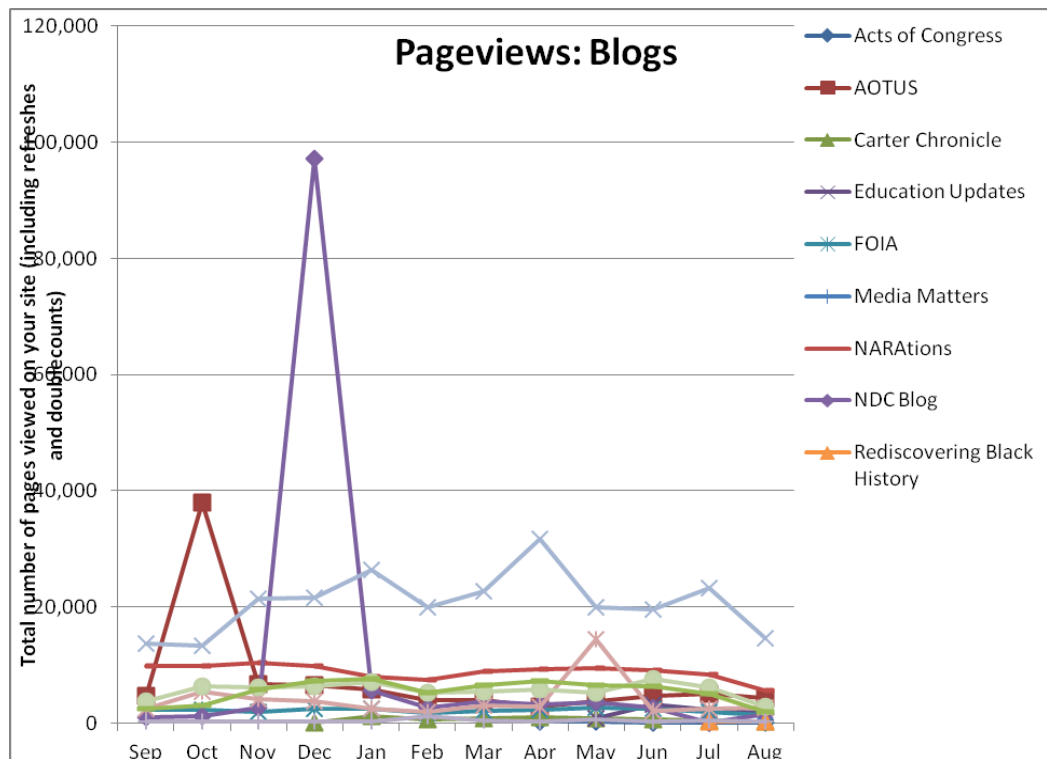
	Dipity	Facebook	Flickr	Twitter	Wiki	Tumblr	Blog	YouTube
September					1		1	
October		1		1			1	
November								
December								
January		1		1	1		1	
February		1					1	
March								
April				1		1		
May	1					1		
June						1		
July						1		
August								

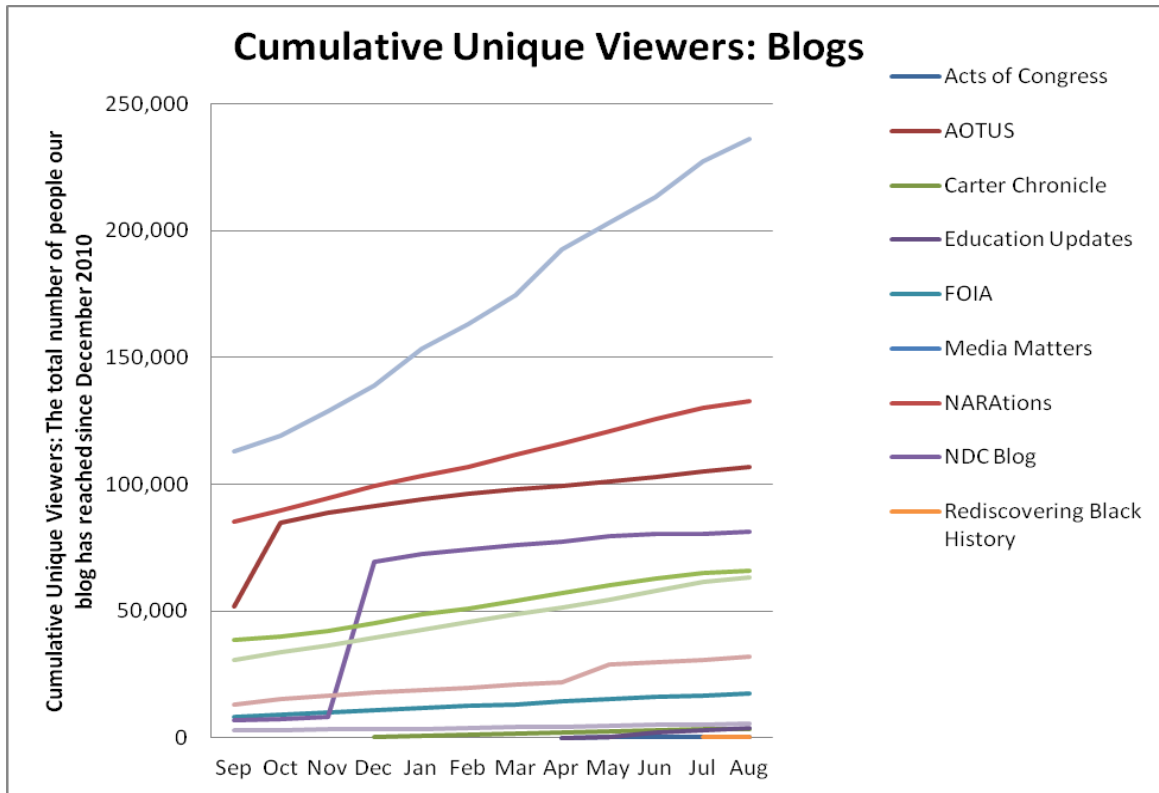
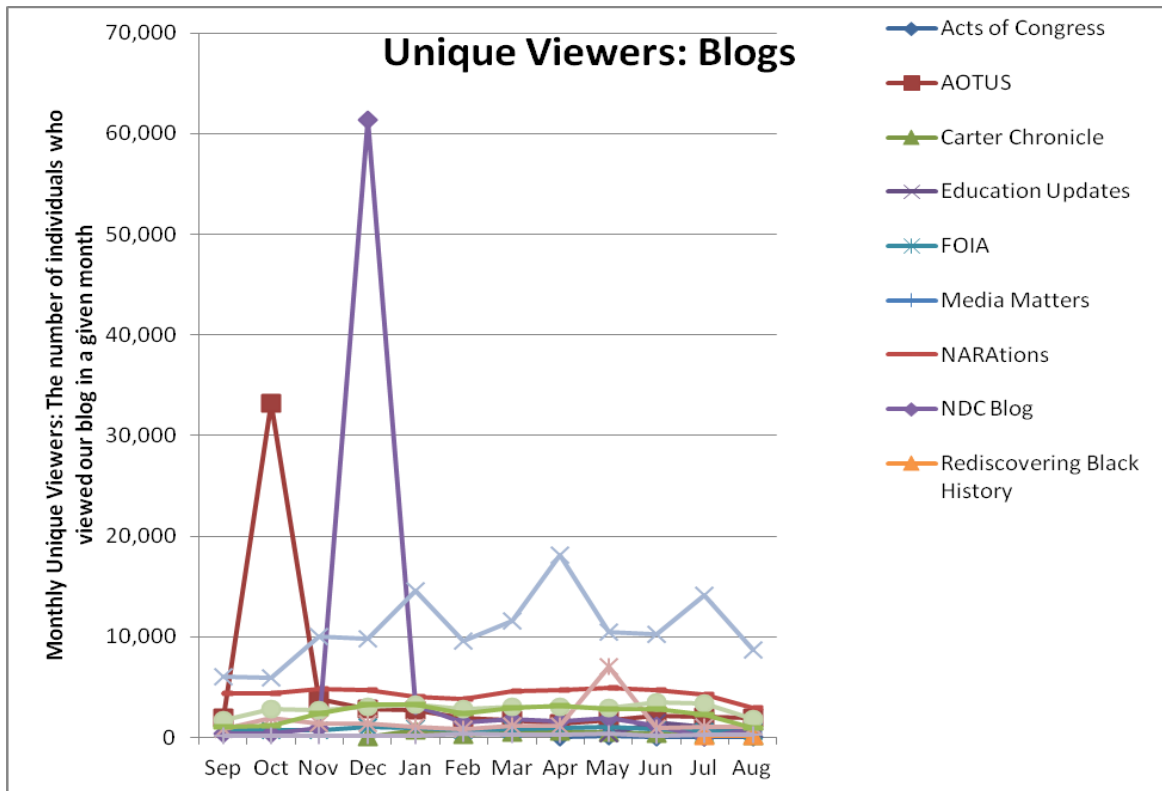
Social Media Tools: Detail View – Blogs (Archives.gov)

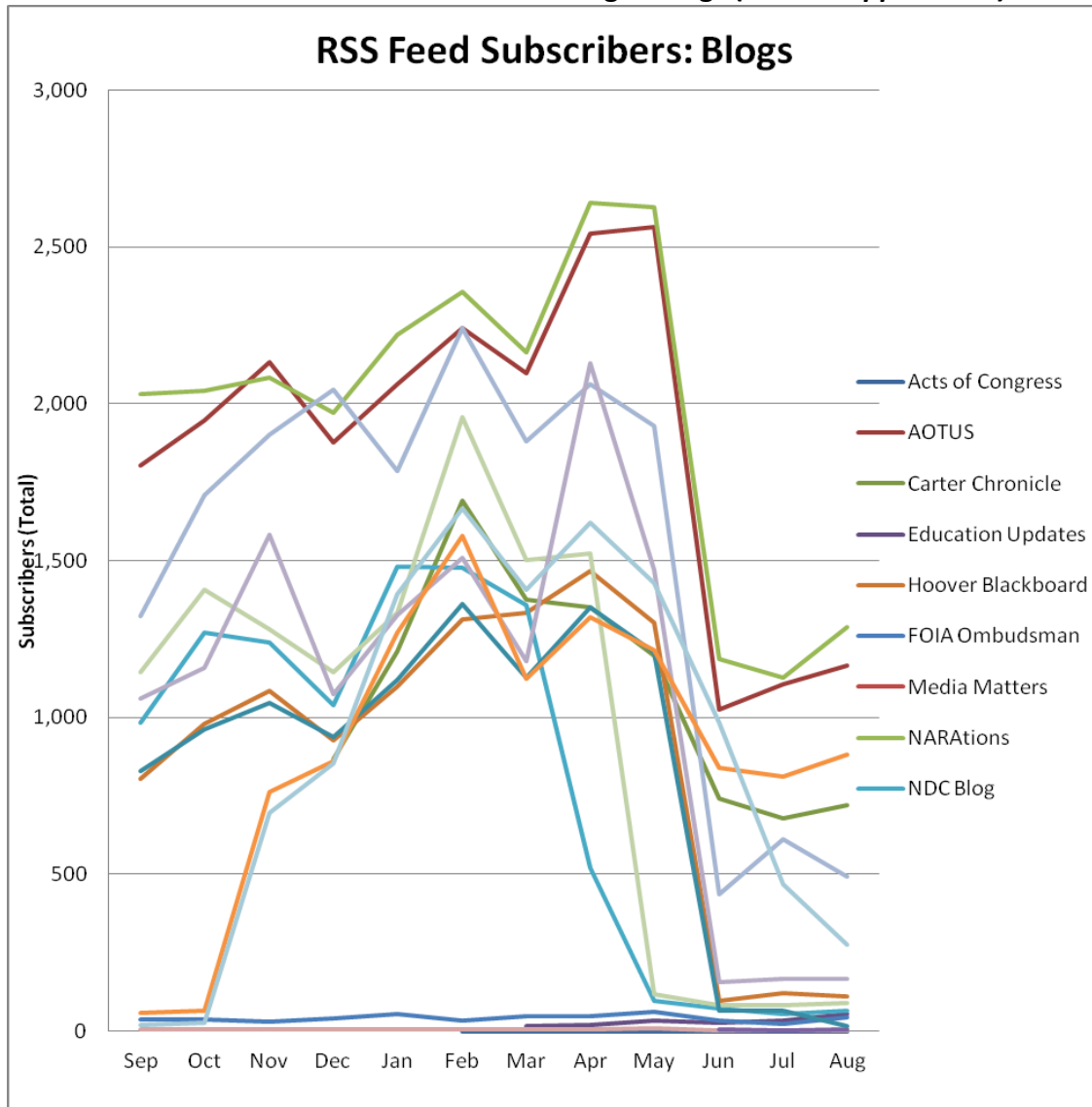
Blog Visits (Source: Appendix II.A)



Blog Pageviews (Source: Appendix II.B)

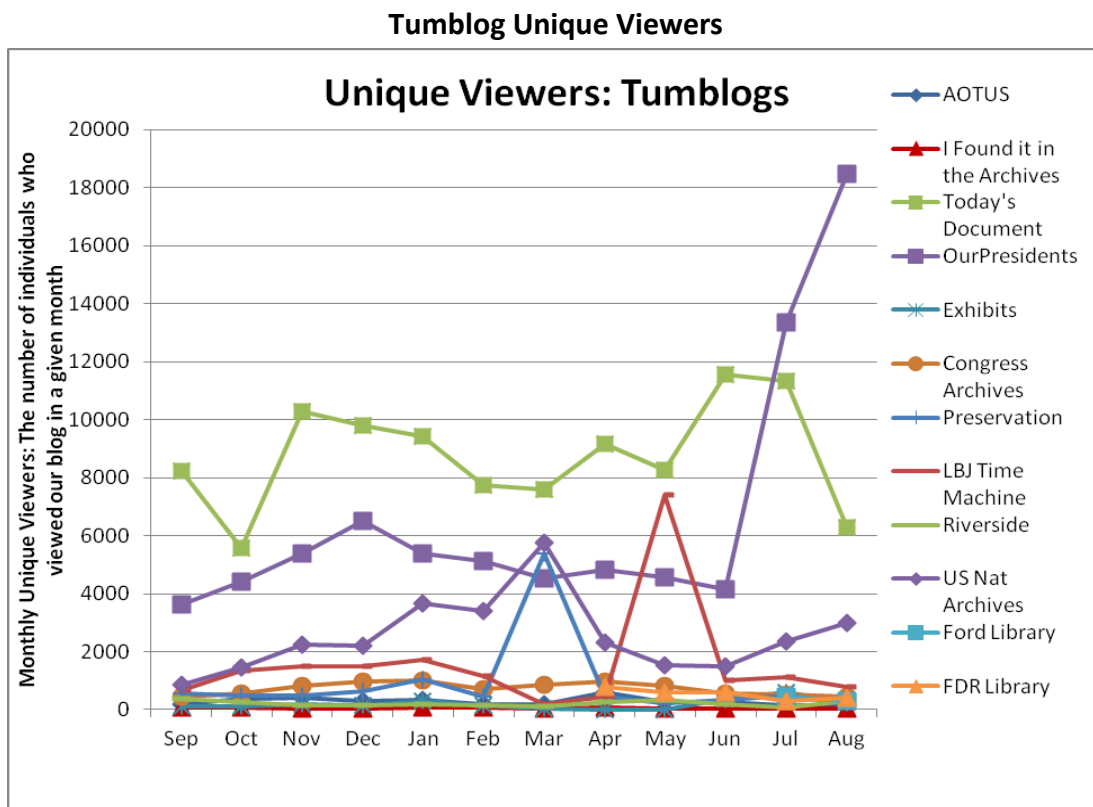
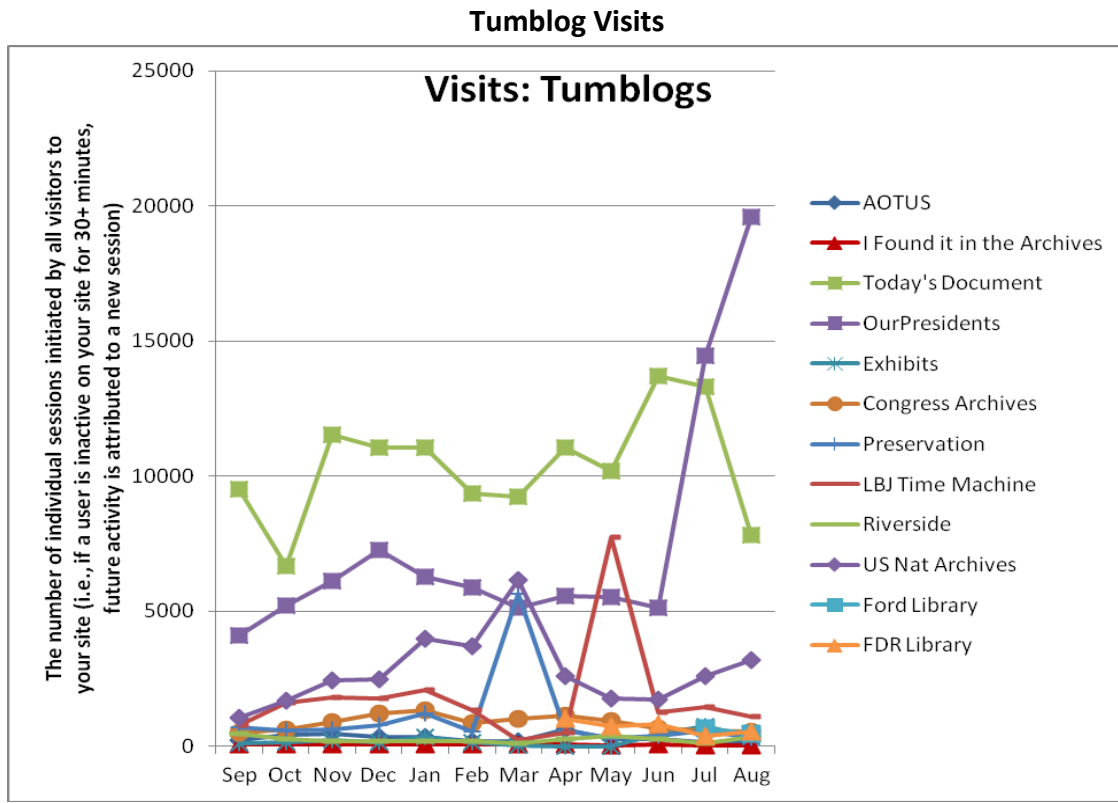


Blog Cumulative Unique Viewers (Source: Appendix II.C)**Blog Unique Viewers by Month (Source: Appendix II.D)**

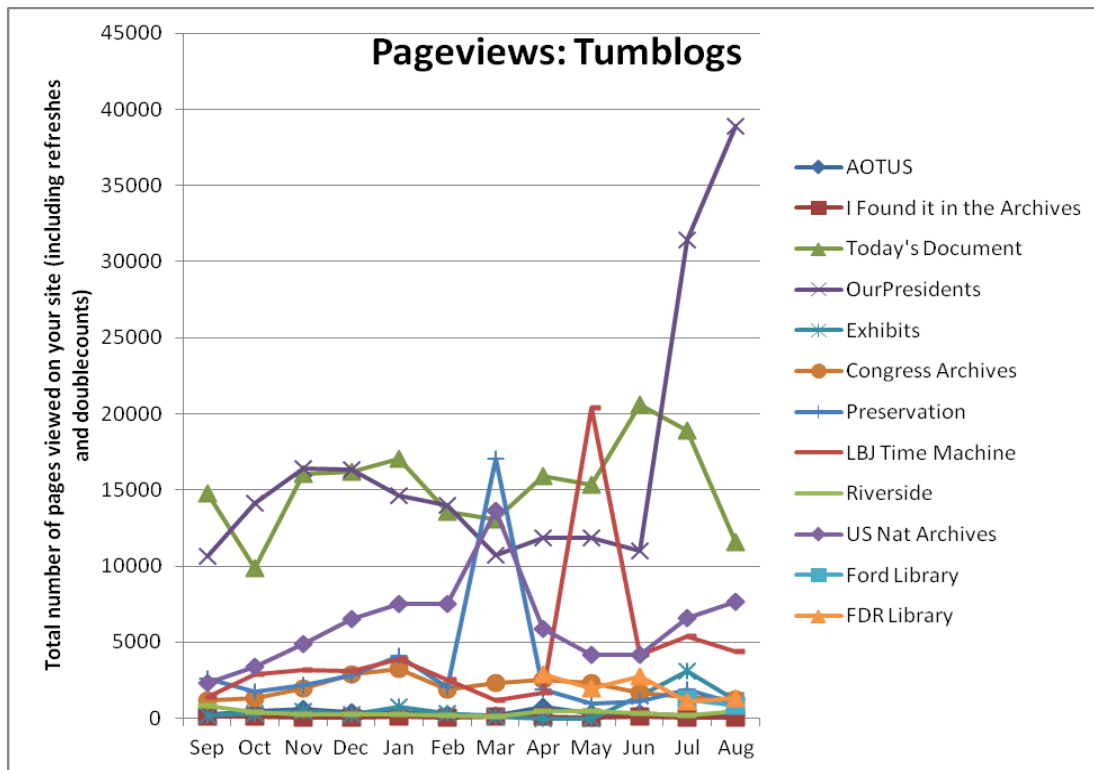
Total RSS Feed Subscribers to Archives.gov Blogs (Source: Appendix III)**Top 5 Most Viewed Blog Posts in August**

Blog	Pageviews	Post Title
AOTUS	1,054	The Family Bible
NARAtions	879	Notes from the Field: Working on “Dislocated Histories”
NARAtions	725	A Love Letter Like No Other
Media Matters	698	Images of the Week
NDC	688	How to Build a FLYING SAUCER

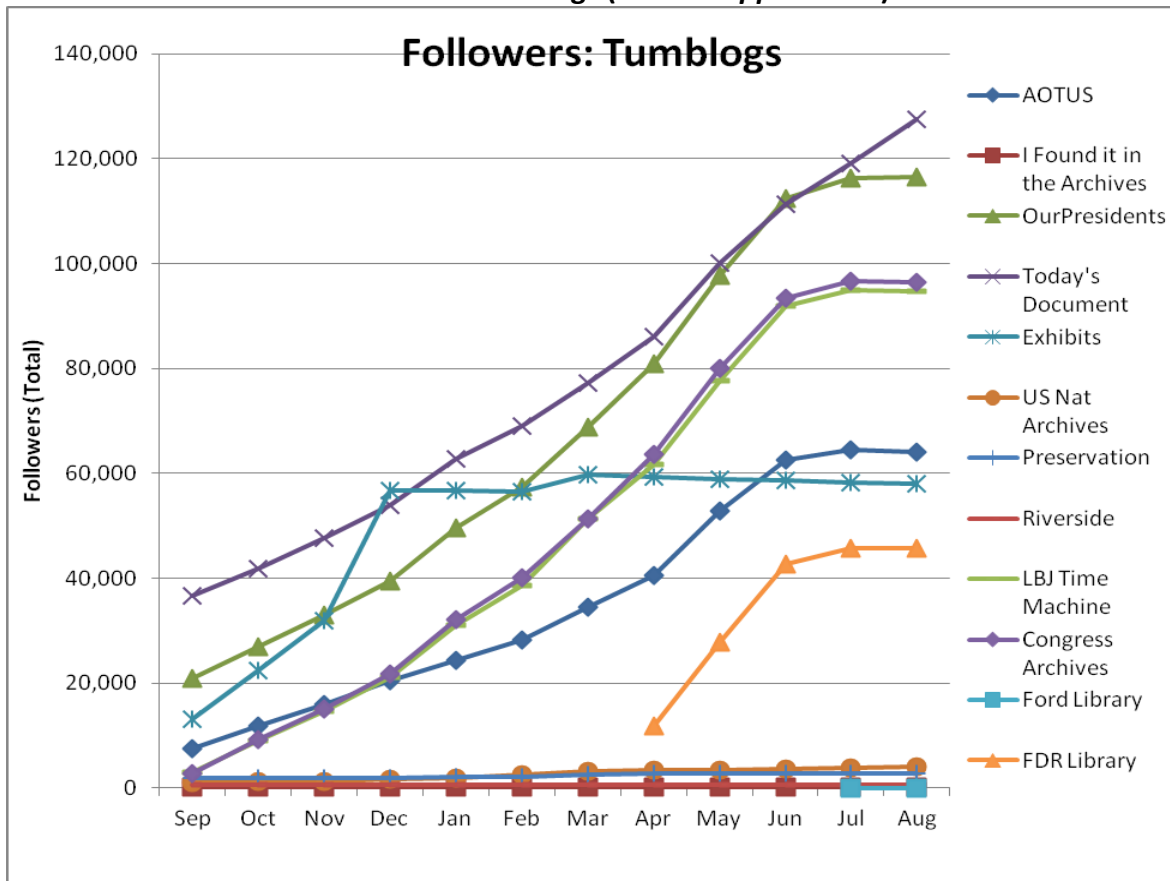
Social Media Tools: Detail View – Tumblr



Tumblr Pageviews

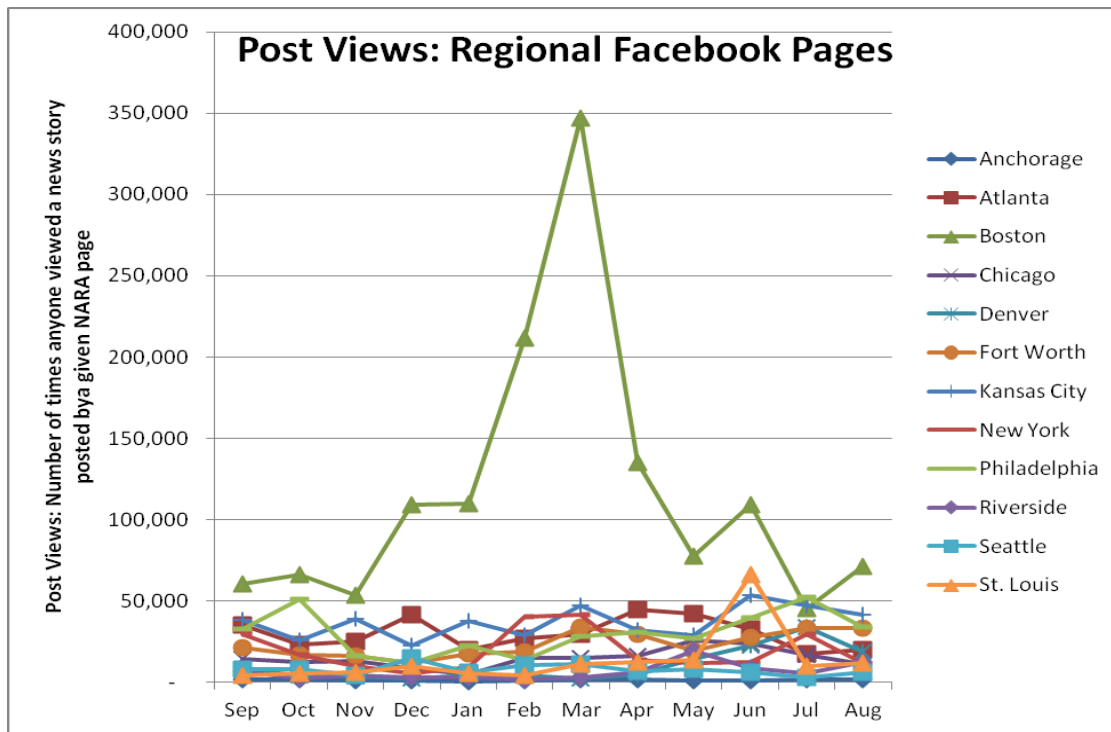


Followers on Tumblogs (Source: Appendix IV)

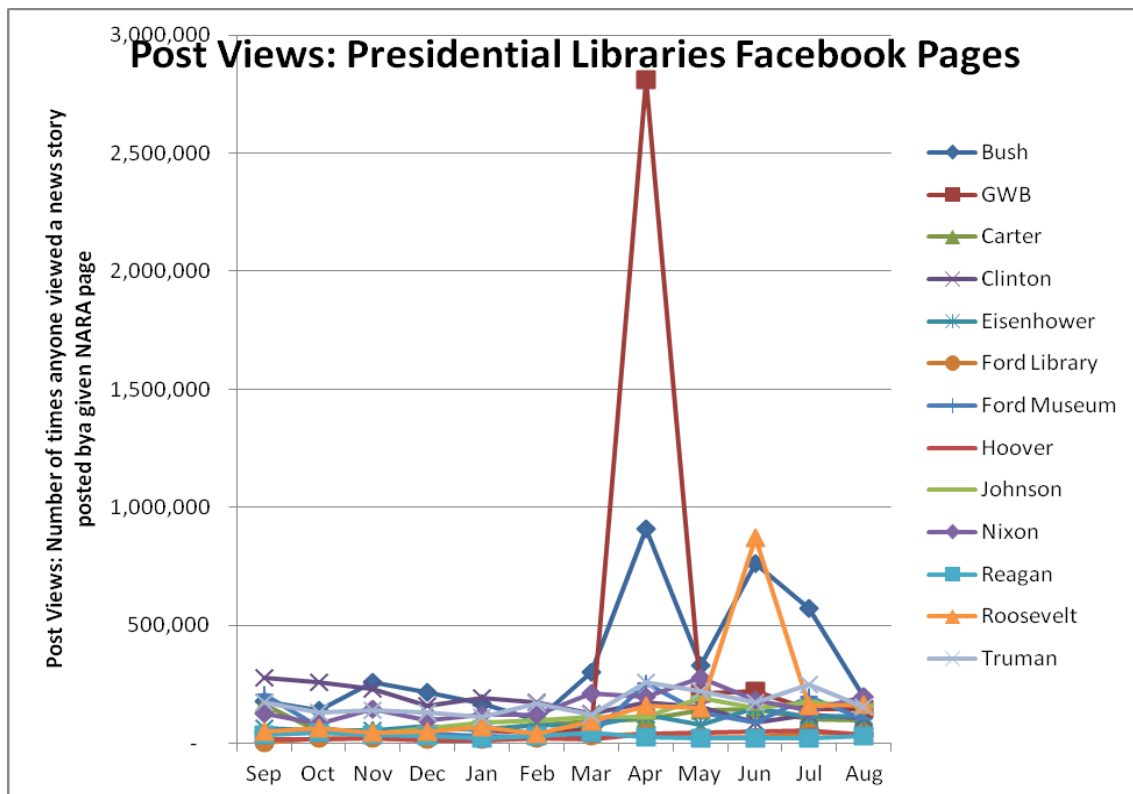


Social Media Tools: Detail View – Facebook

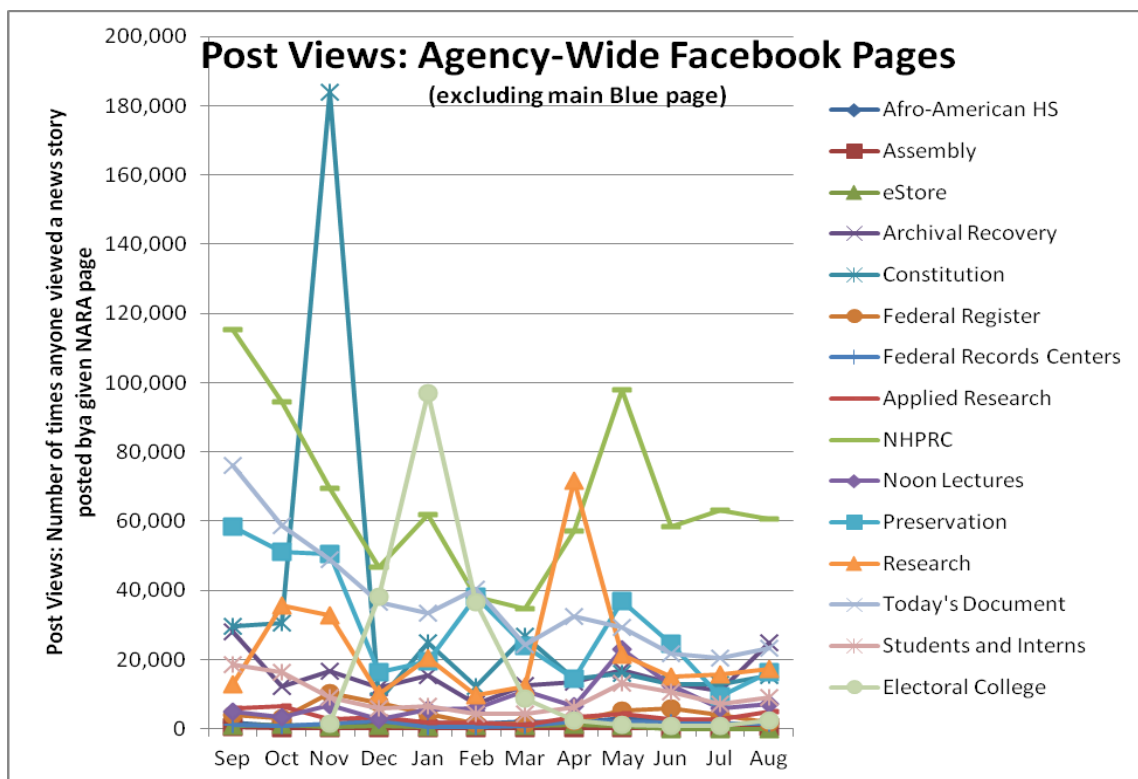
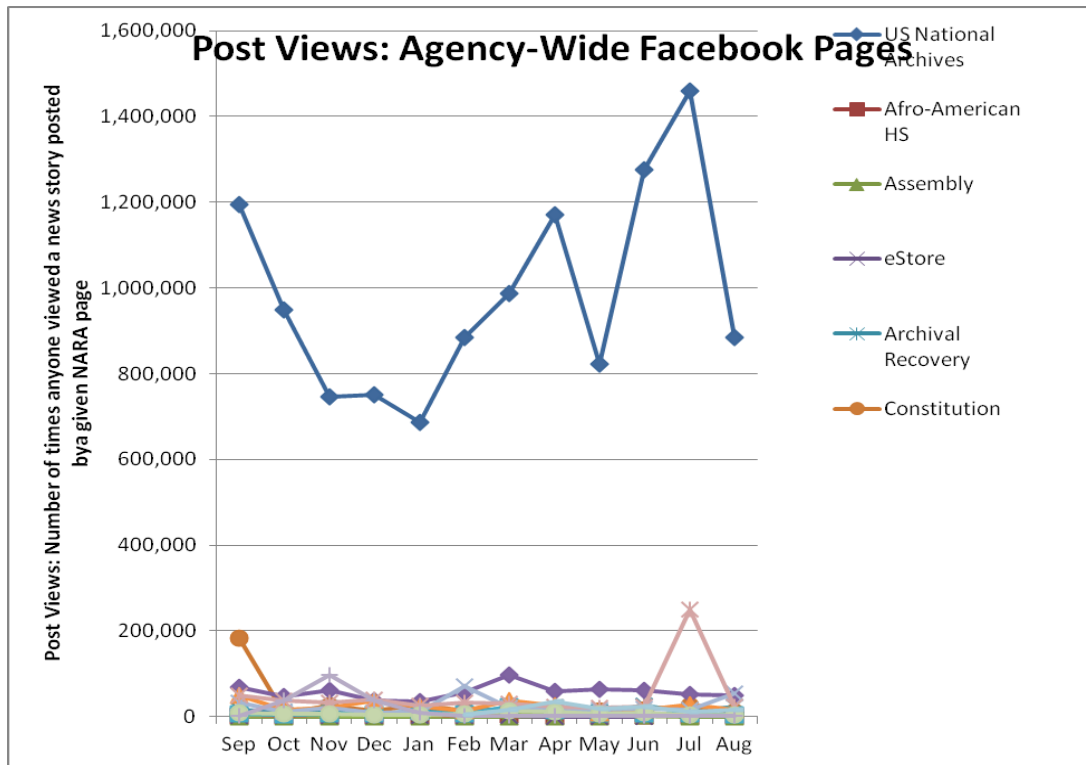
Post Views on Regional Pages (Source: Appendix IV.A)



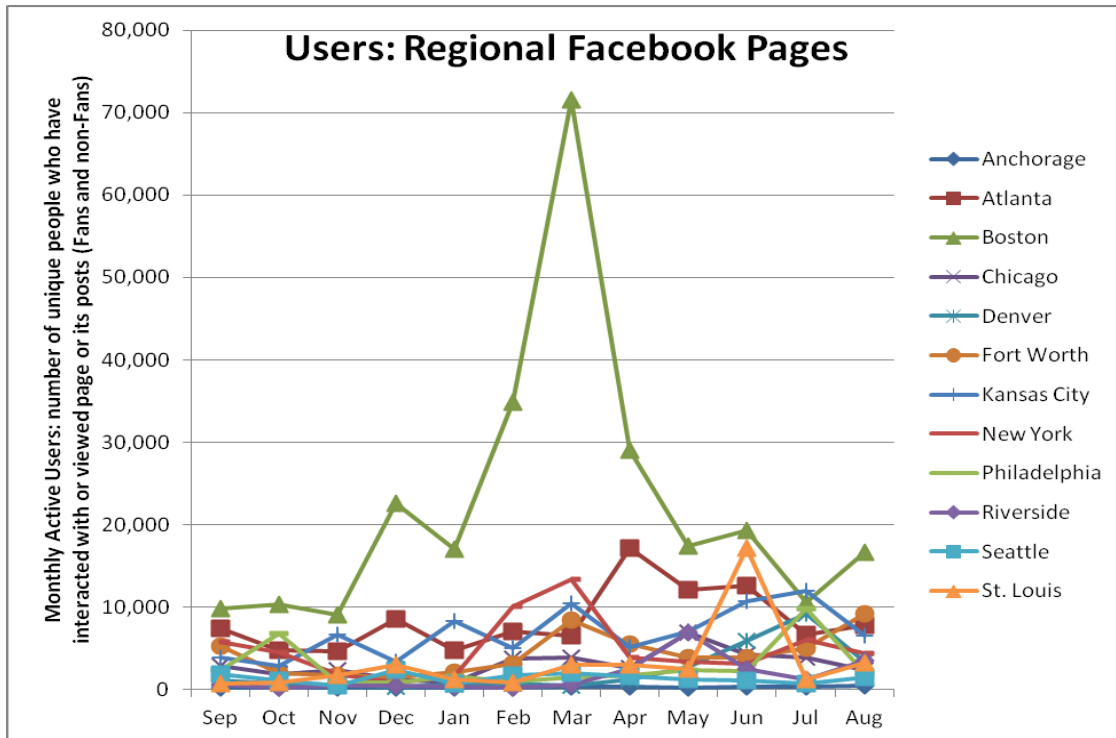
Post Views on Presidential Library Pages (Source: Appendix IV.A)



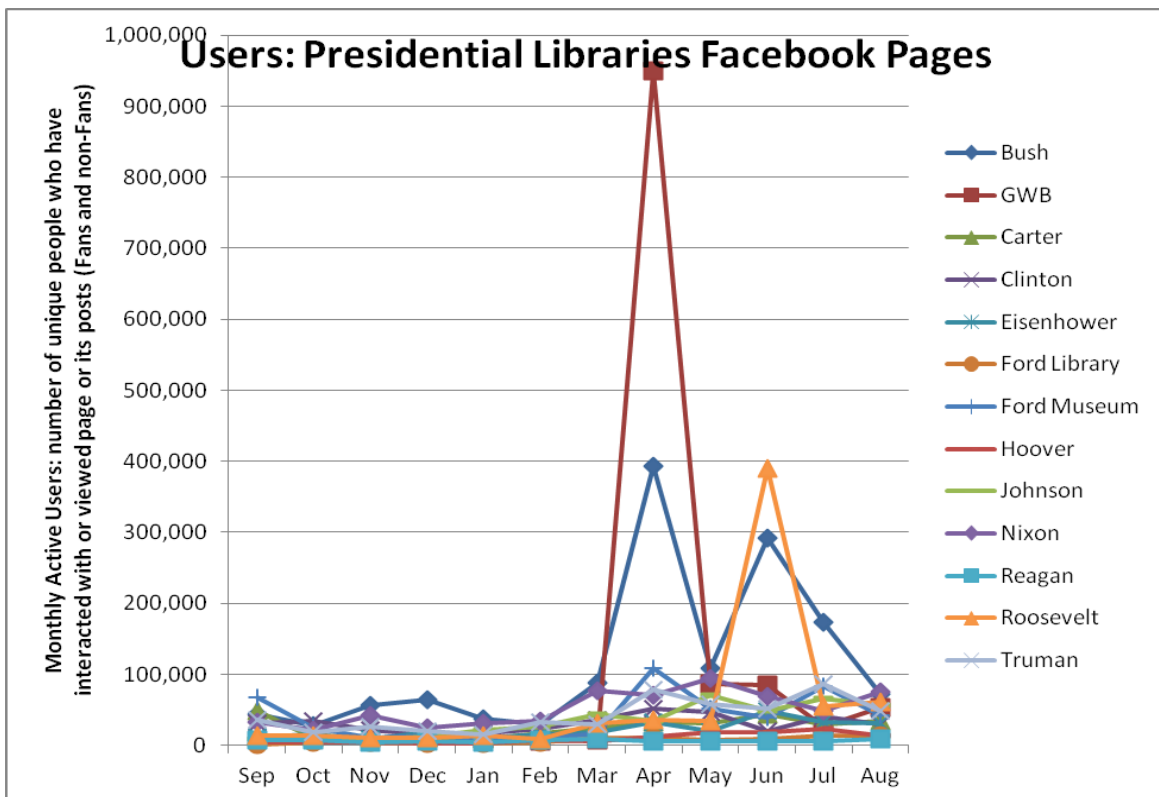
Post Views on Agency-Wide Pages (Source: Appendix IV.A)



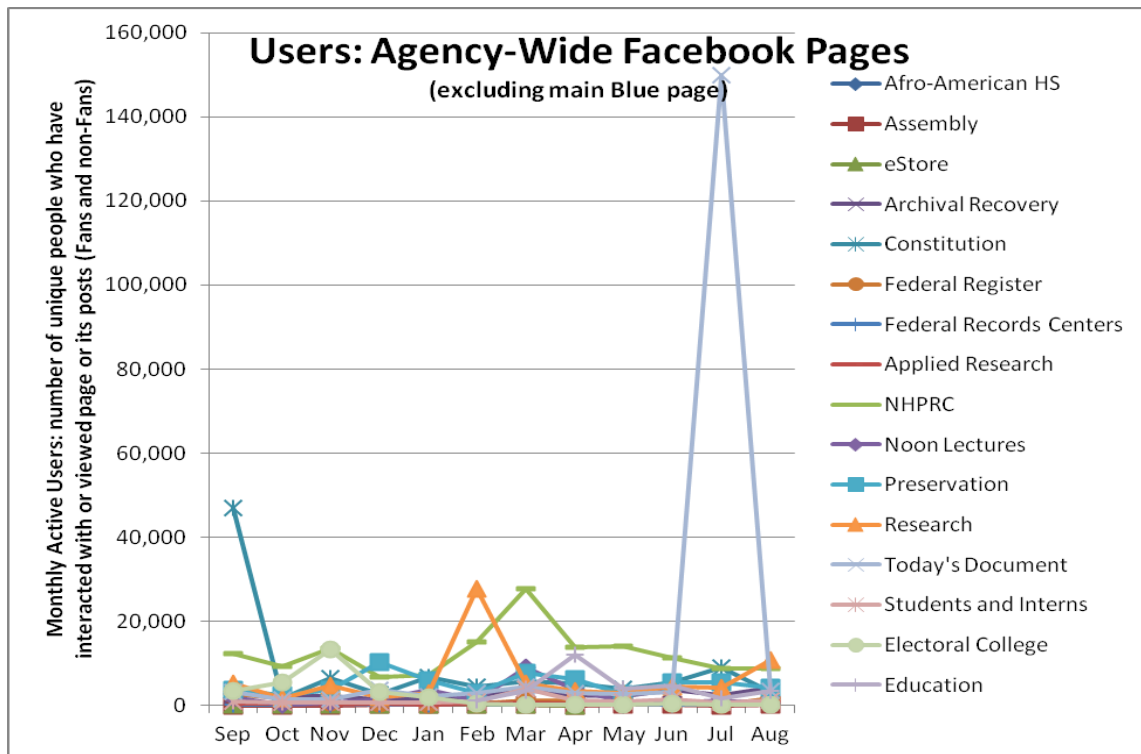
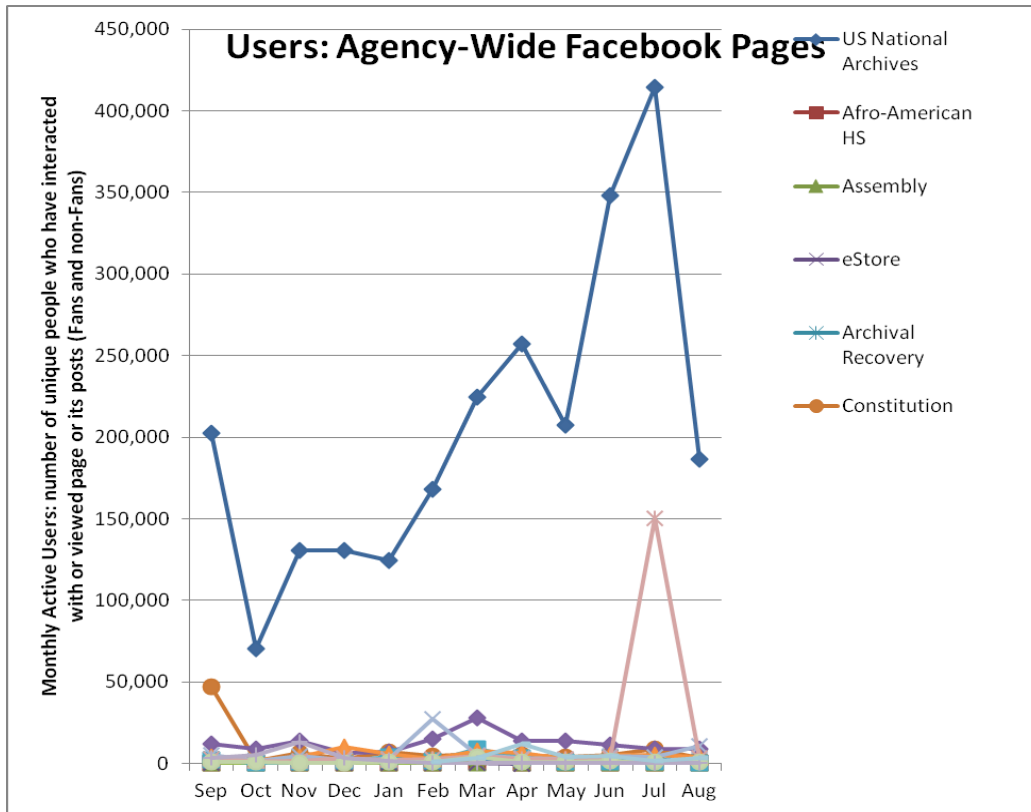
Monthly Active Users of Regional Pages (Source: Appendix IV.B)

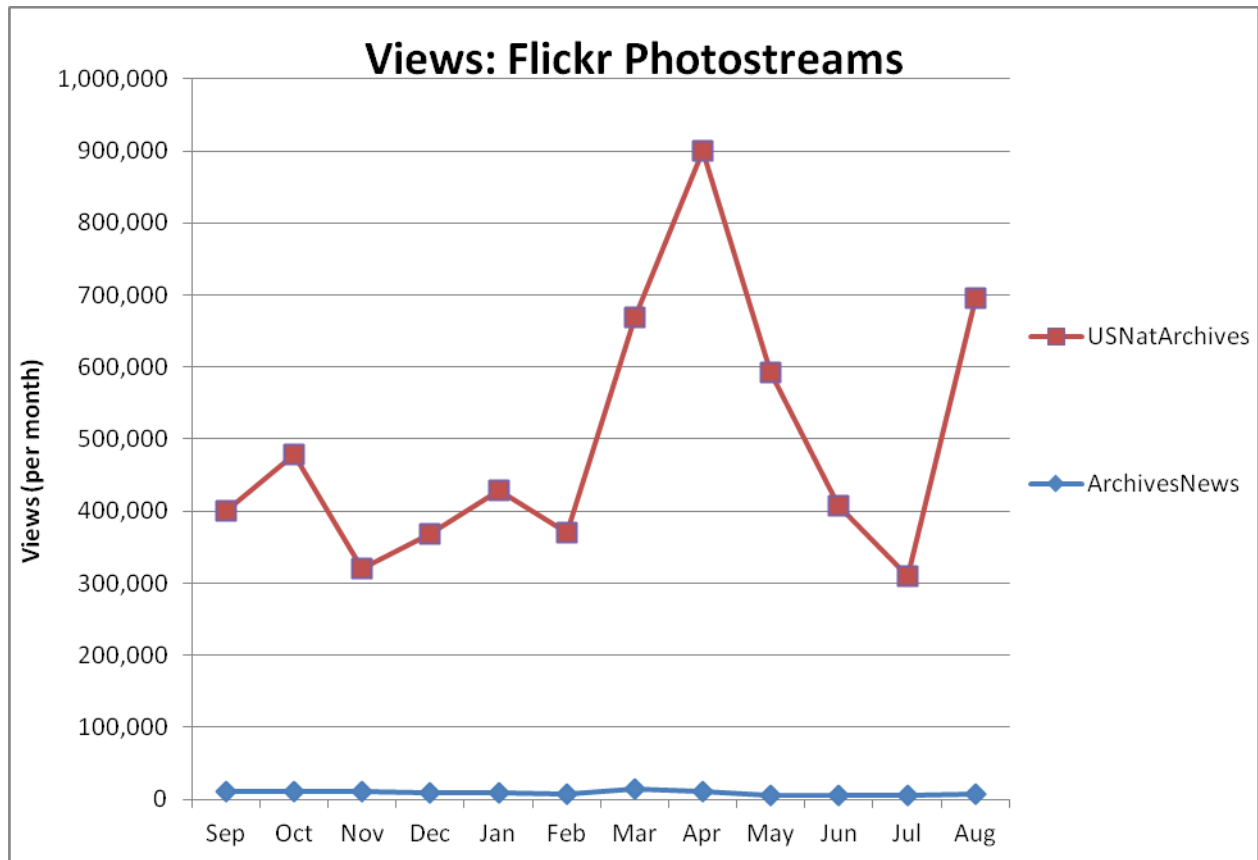
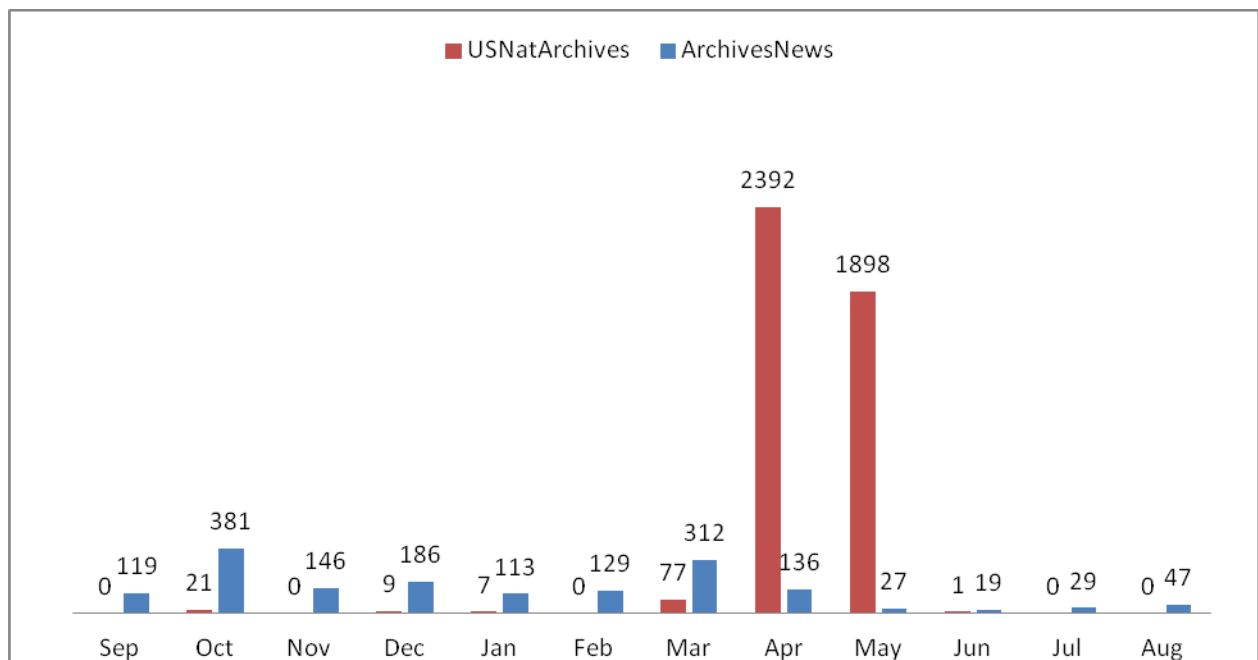


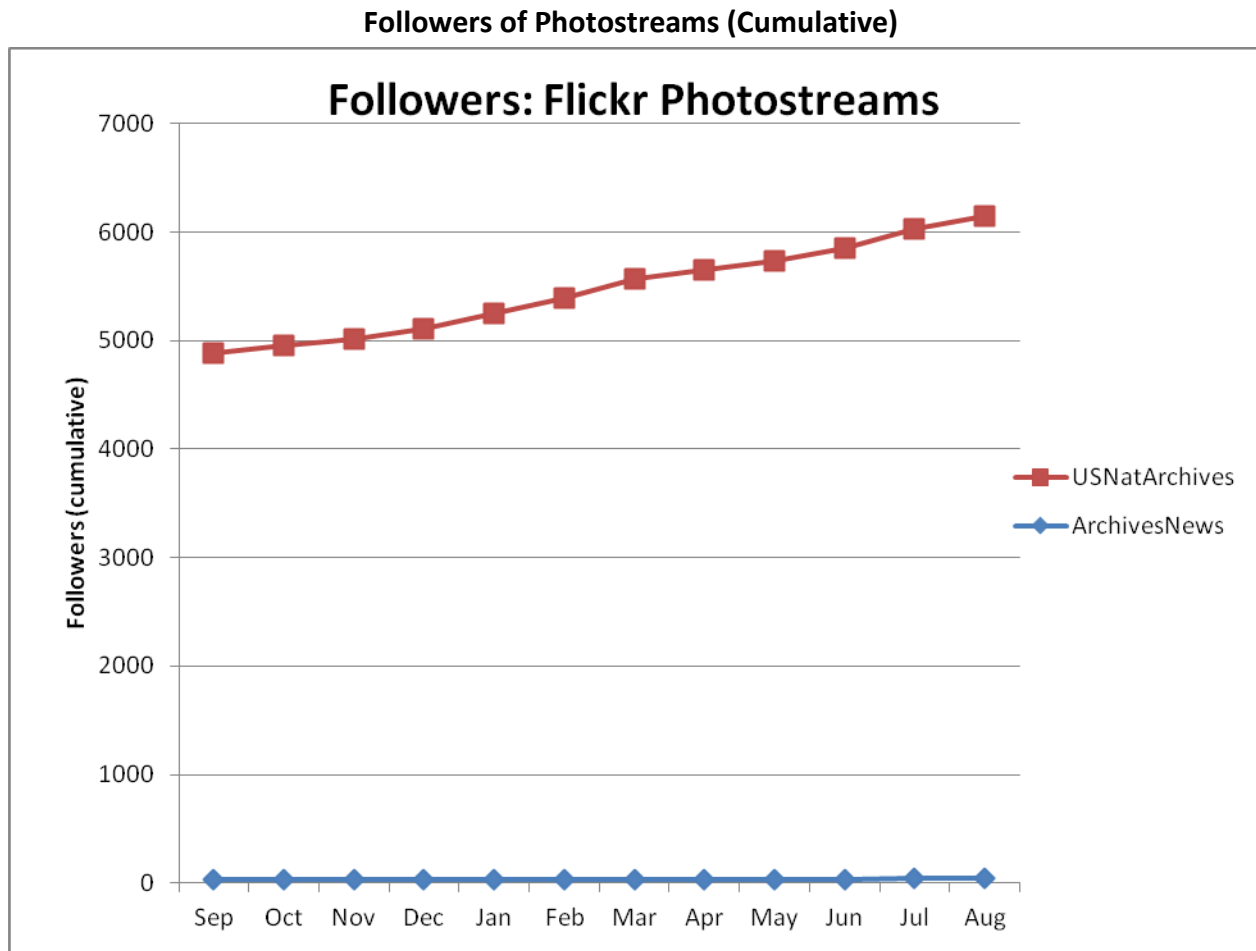
Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)

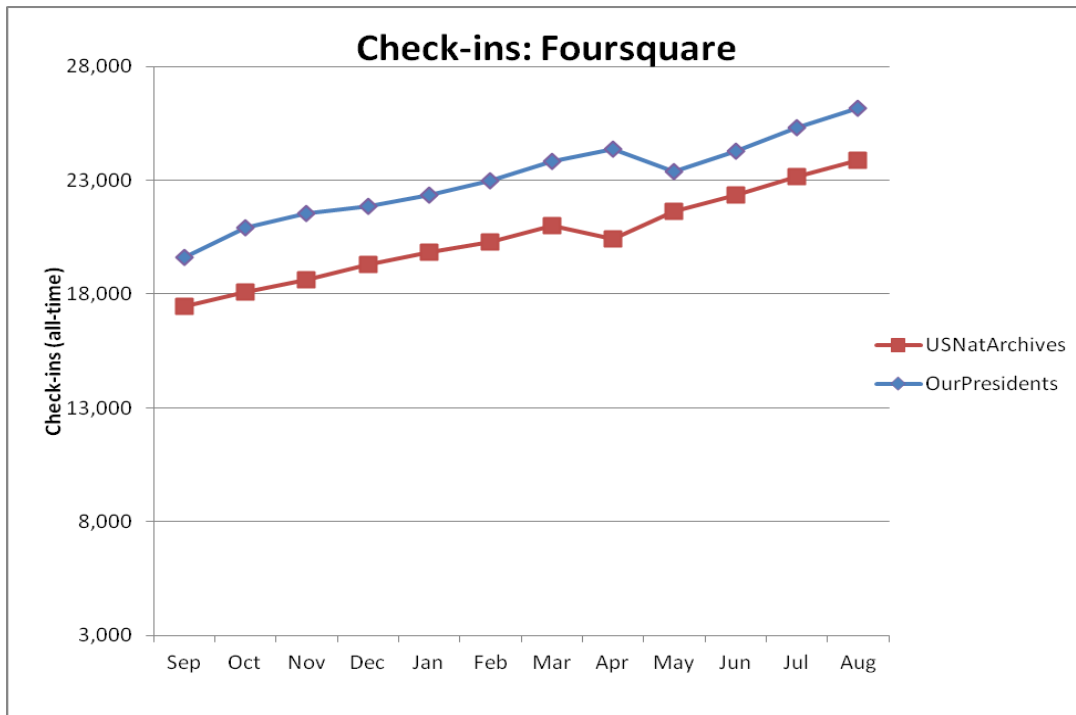
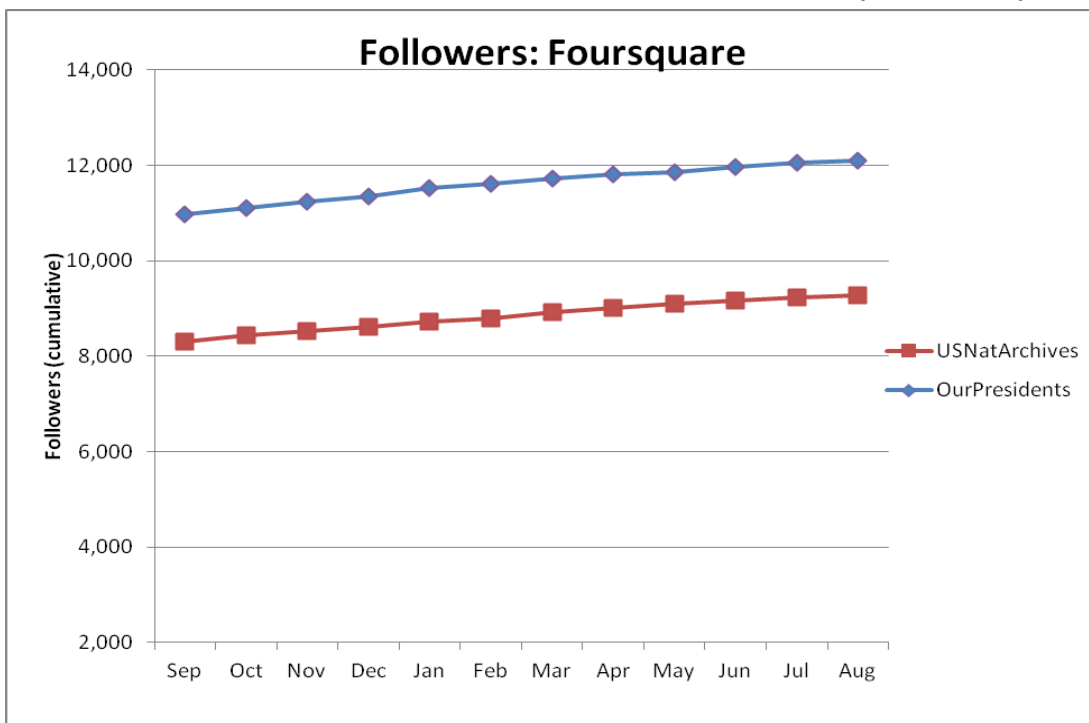


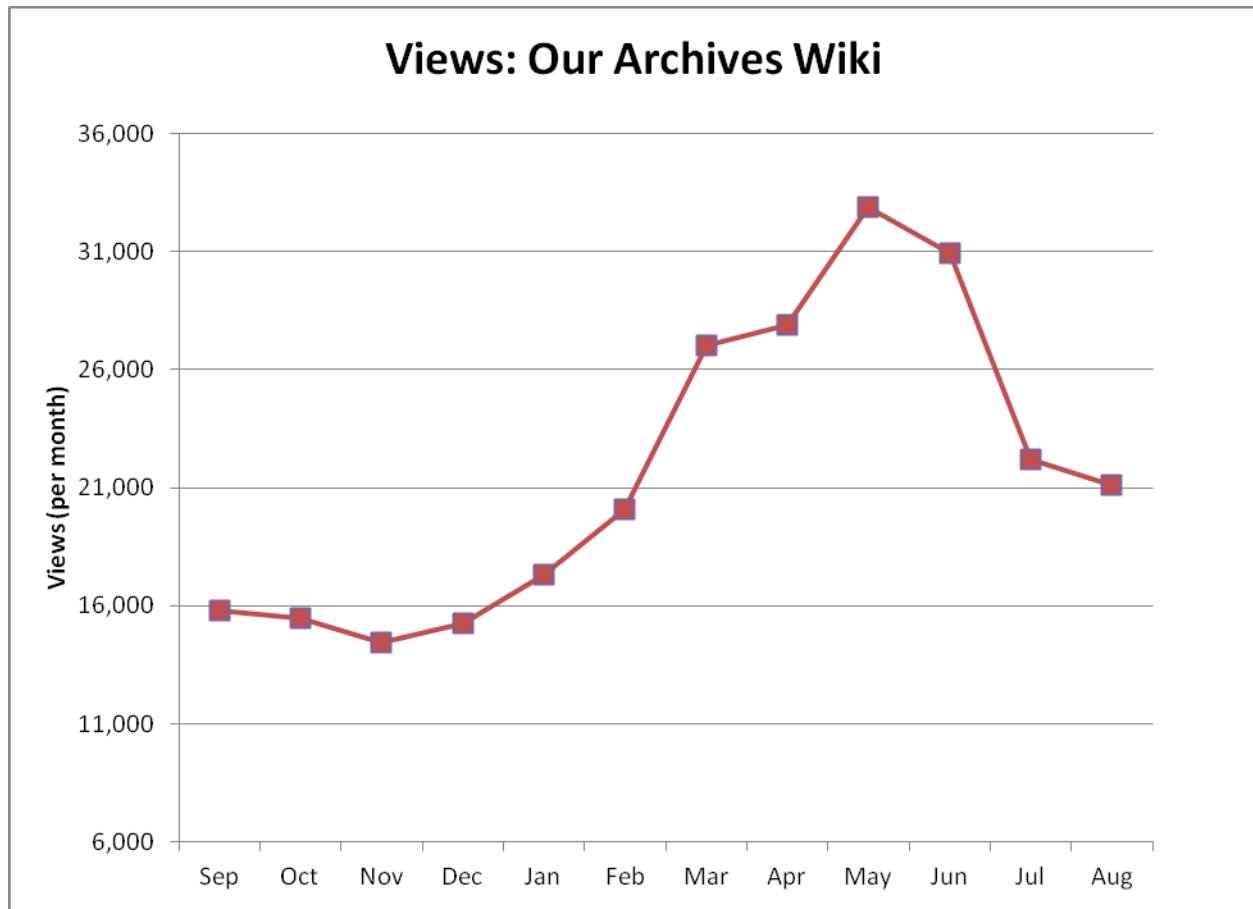
Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)

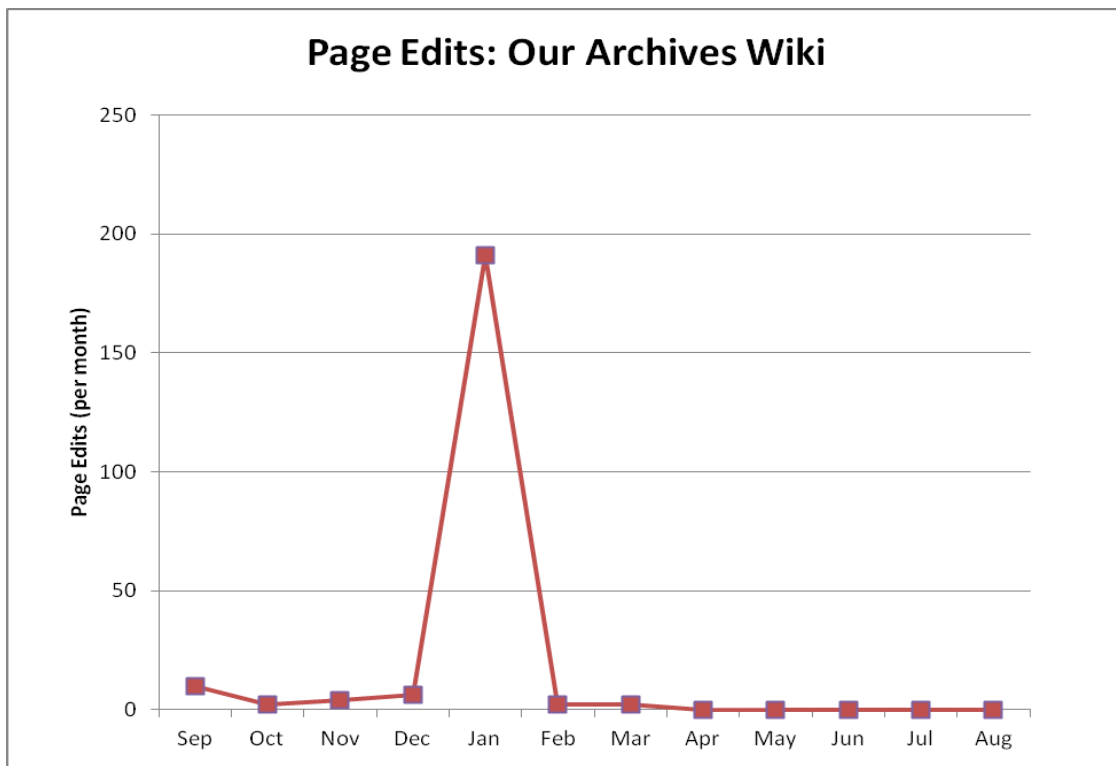
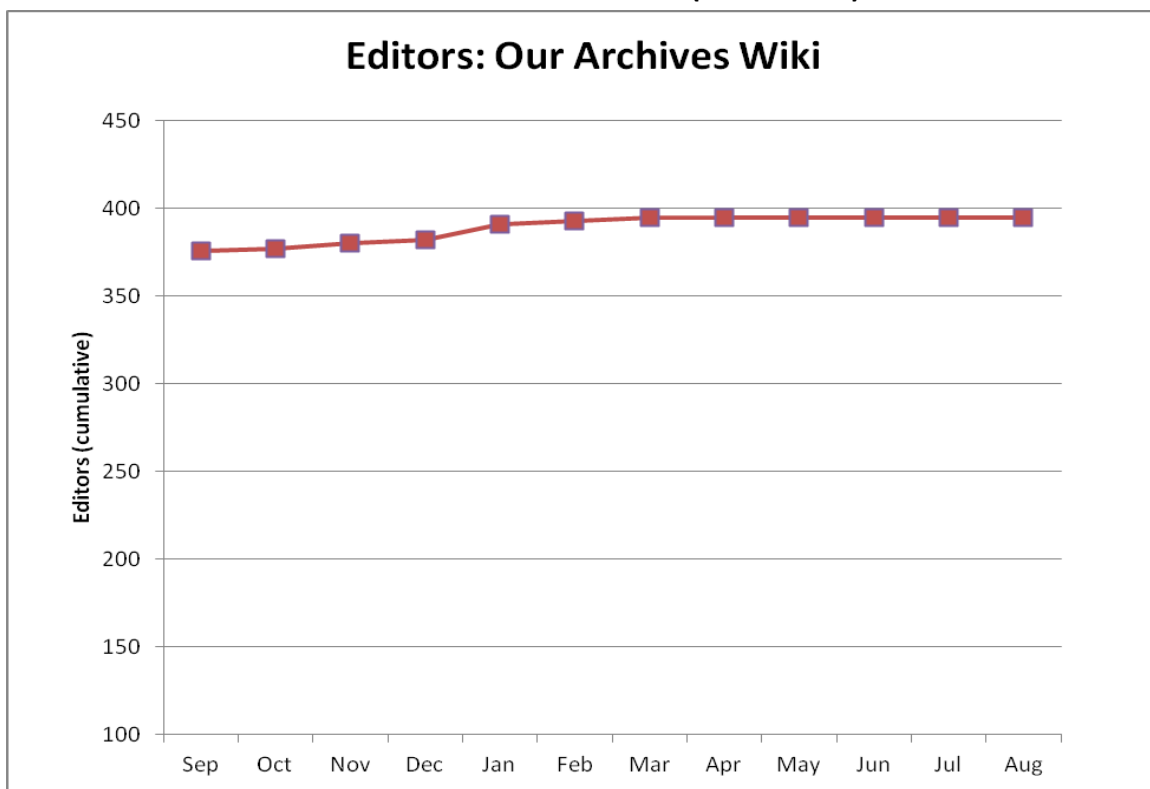


Social Media Tools: Detail View – Flickr**Views on Photostreams (Per Month)****Photos Uploaded (Per Month)**

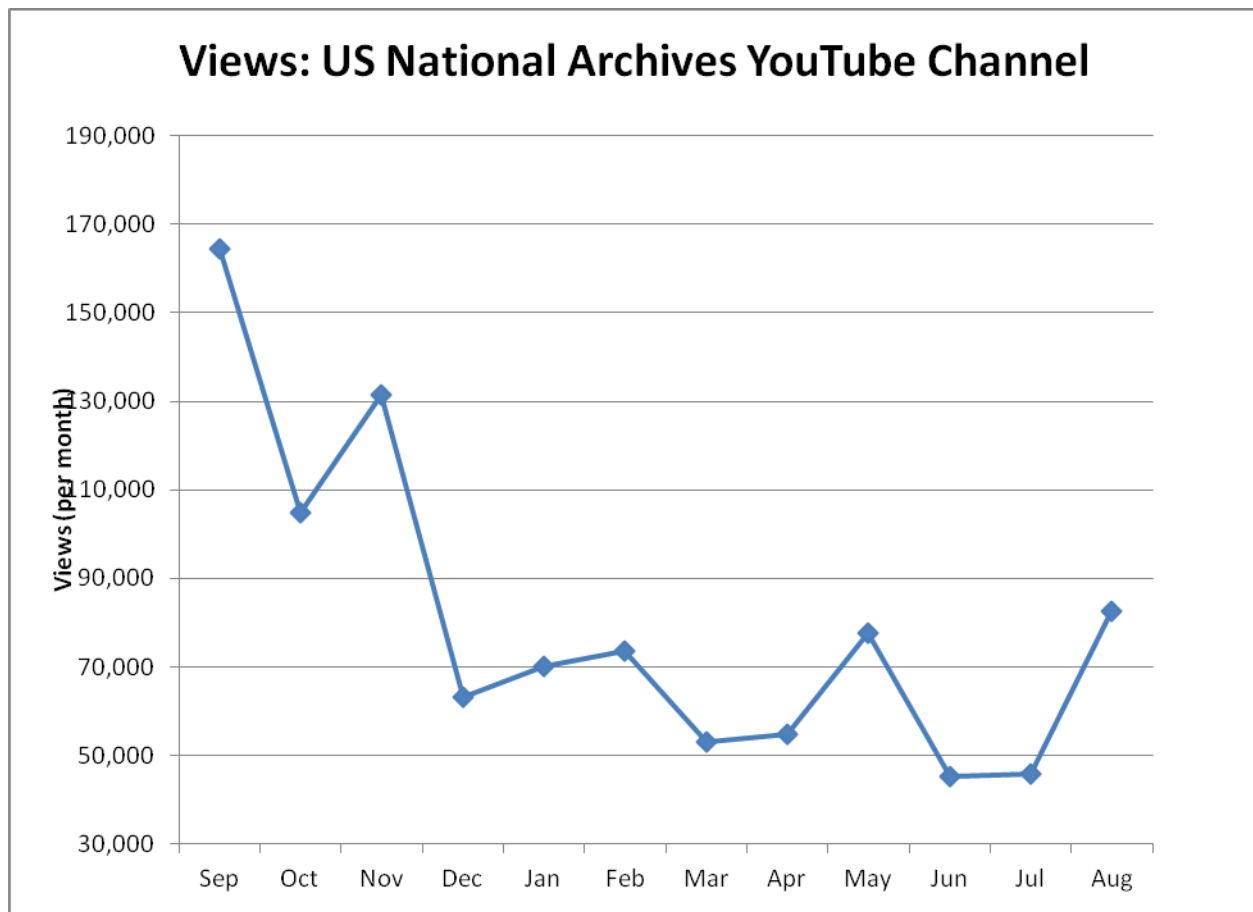


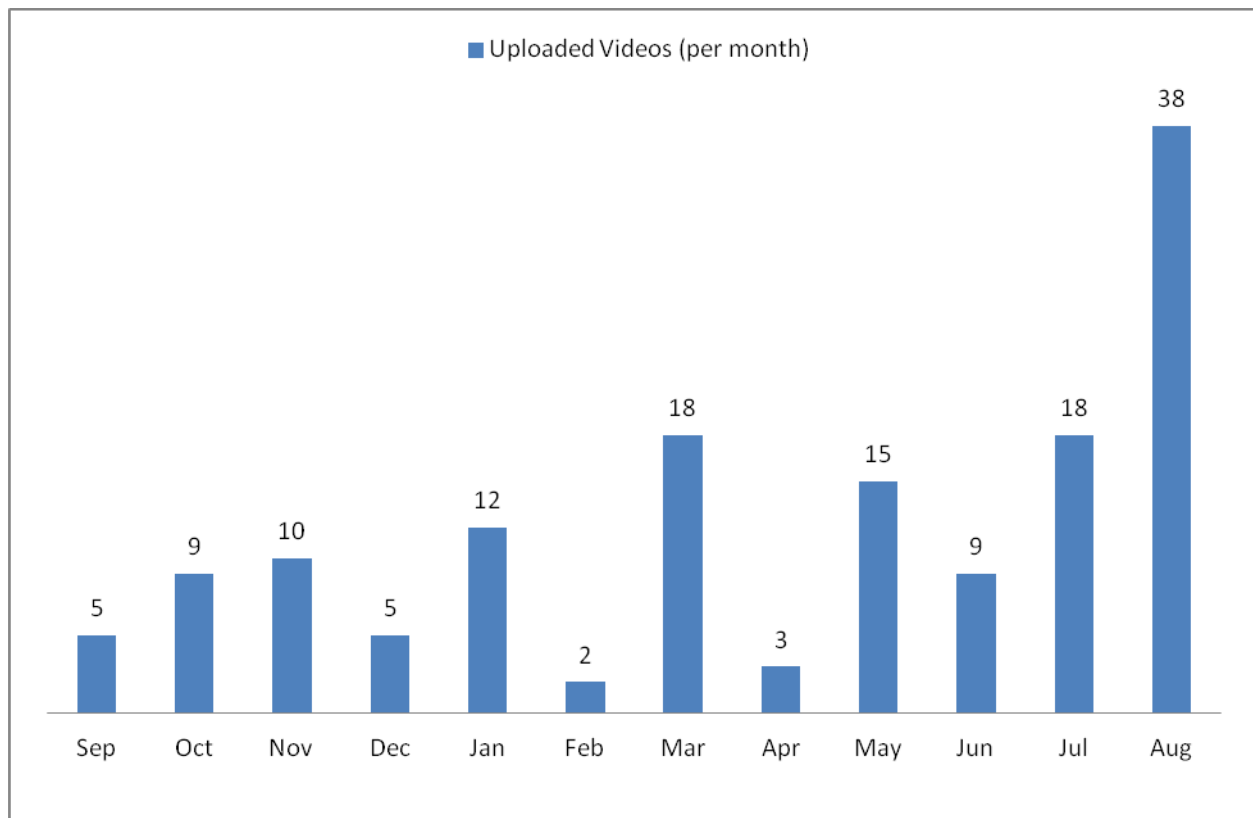
Social Media Tools: Detail View – Foursquare**Number of Check-ins at USNatArchives and OurPresidents Venues (Cumulative)****Number of Followers of USNatArchives and OurPresidents (Cumulative)**

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)

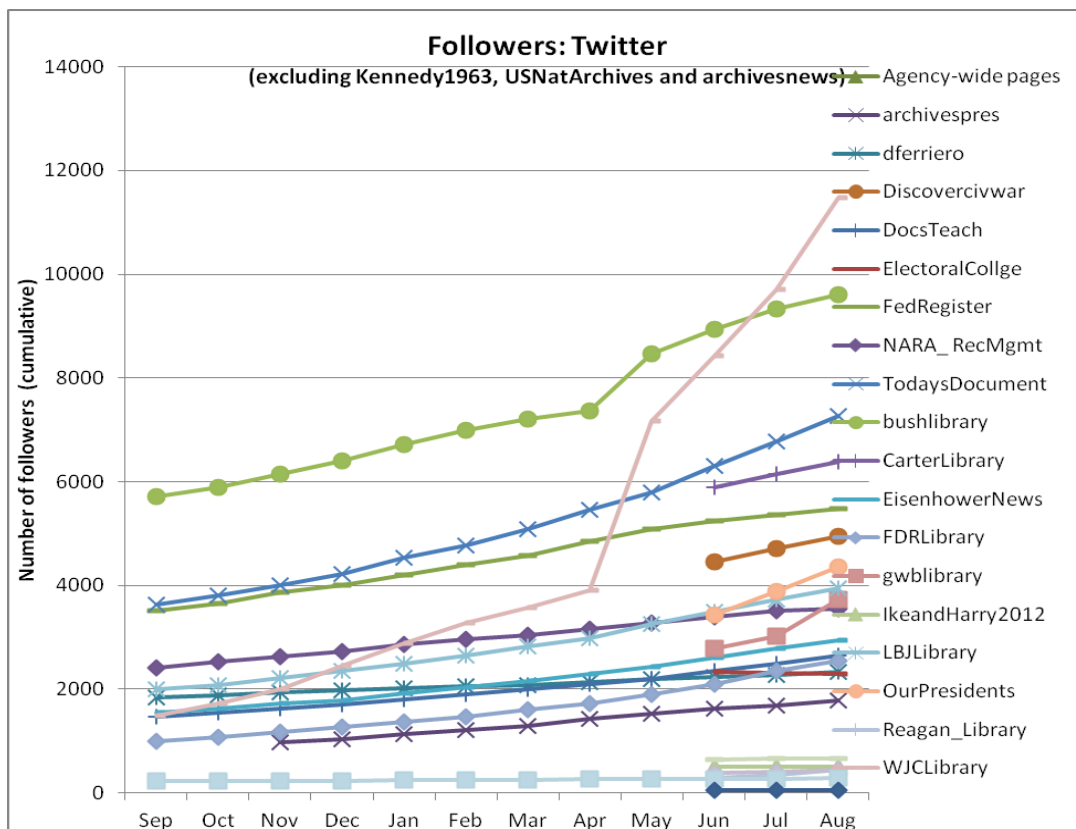
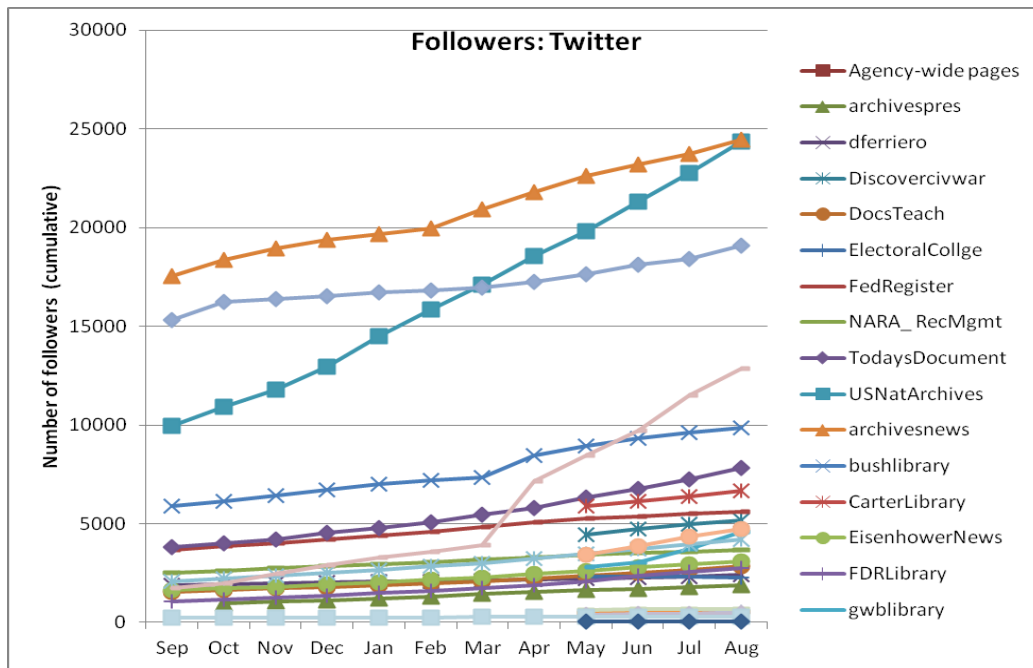


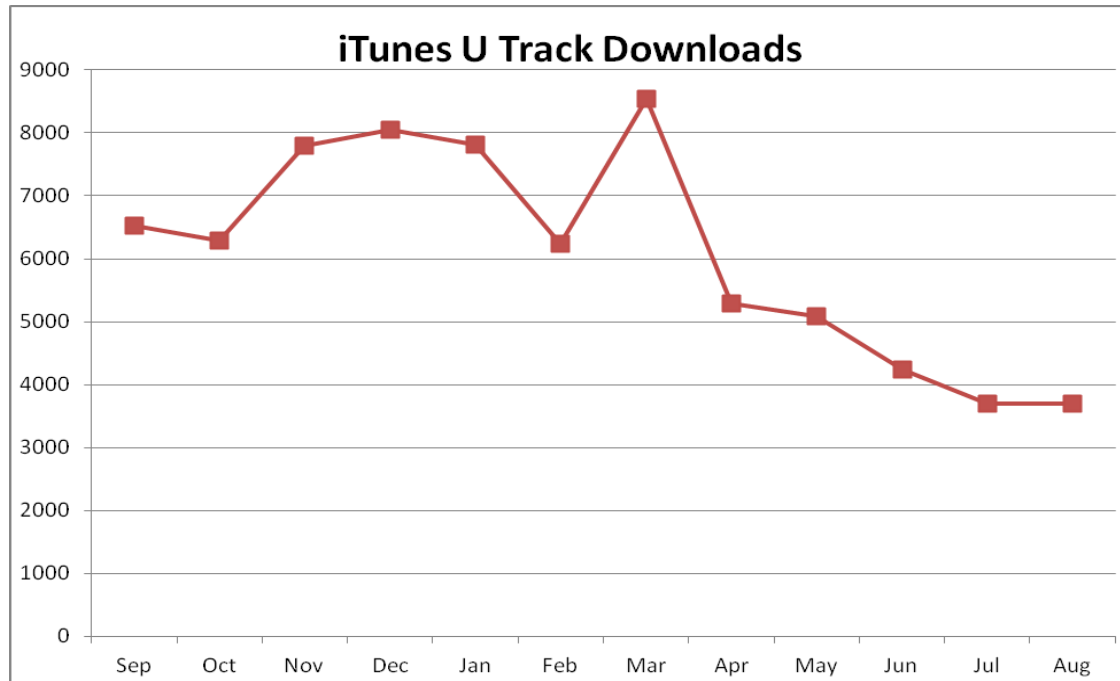
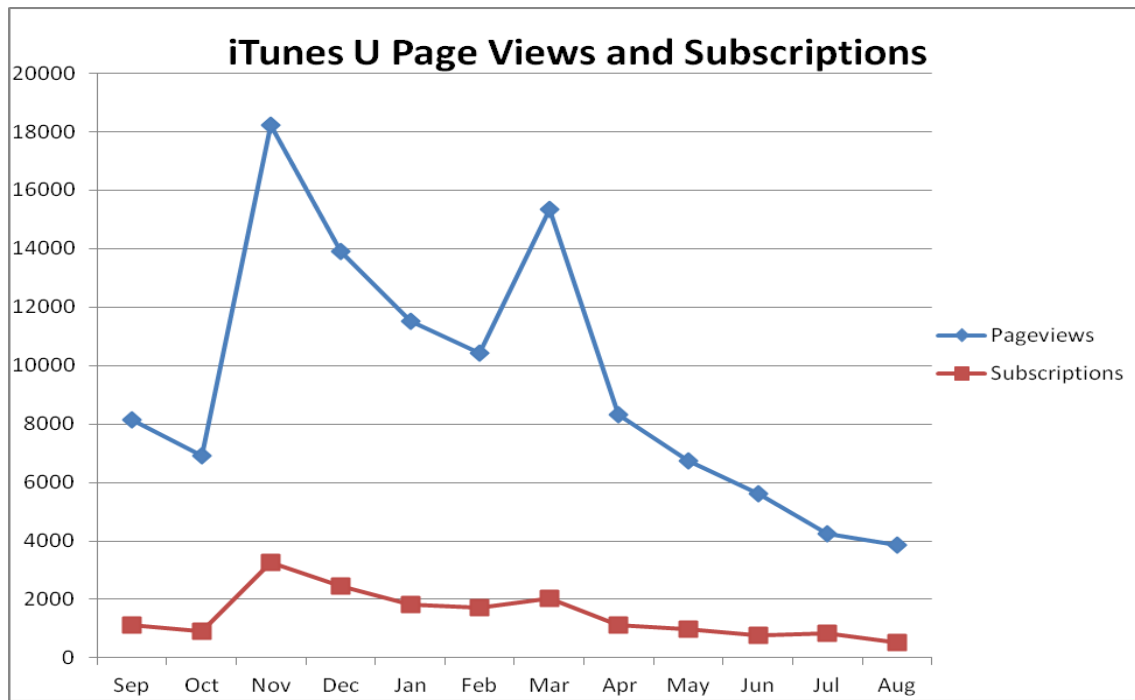
Videos Uploaded to US National Archives Channel (Per Month)**Top 5 Most Viewed Videos for August 2013 on US National Archives Channel**

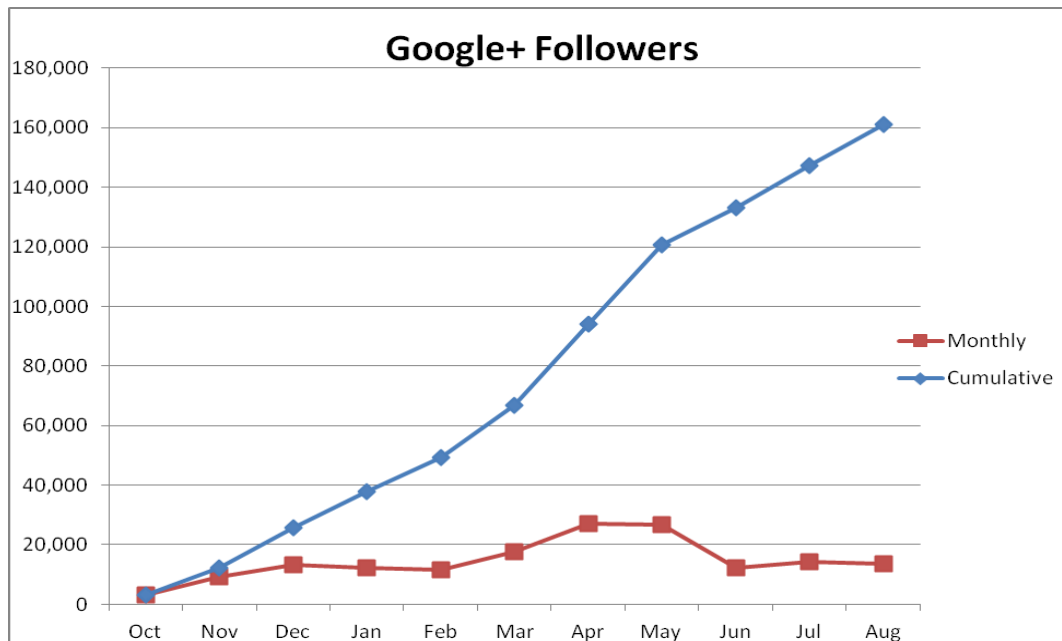
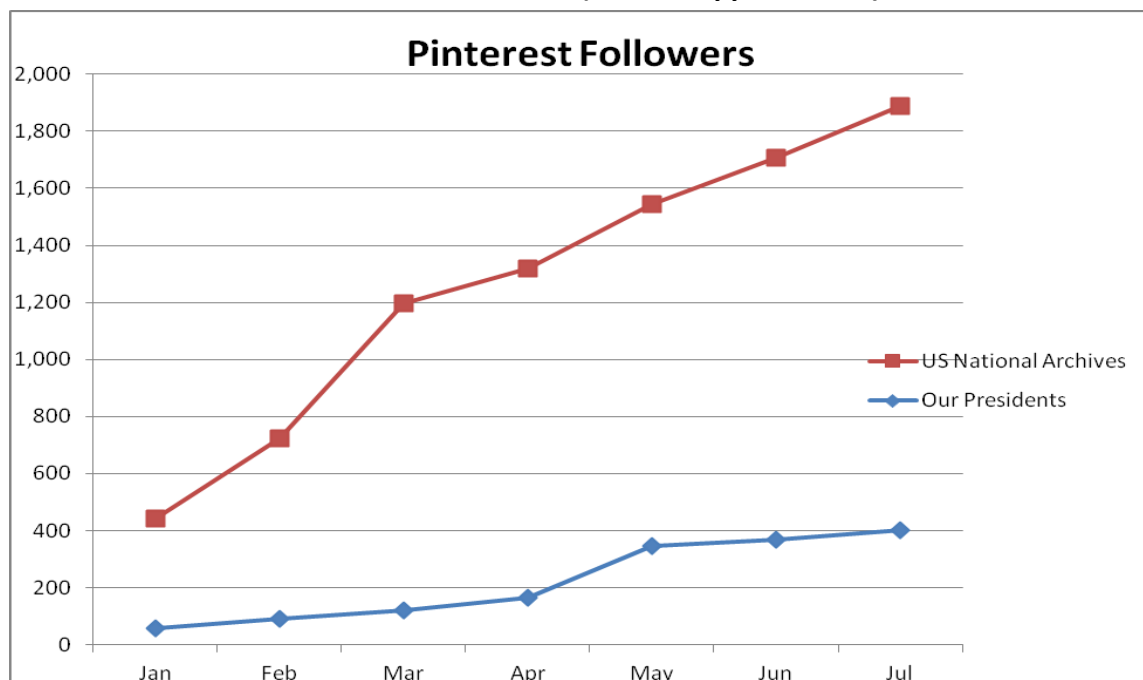
Video Title	Views
Curious Alice, 1971	21,917
The March (1963, restored)	6,070
Stories from the Great Depression	4,092
The March on Washington in Photographs	2,669
Address to the Nation, March 19, 2003	2,102

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.

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Acts of Congress						103	144	80	39	24	38	37
AOTUS	4,515	3,803	3,596	2,462	2,346	1,632	2,256	2,803	3,193	2,860	1,156	2,654
The Carter Chronicle		93	816	344	552	722	555	444	332	151	355	365
Education Updates							544	2,296	1,654	1,125	1,291	1,741
FOIA	1,169	1,506	1,668	1,127	1,302	1,392	1,539	1,249	1,020	924	1,047	1,095
Hoover Blackboard	390	517	560	458	493	496	508	422	308	198	0	0
Media Matters										626	1,325	3,362
NARAtions	5,955	5,756	4,532	4,385	5,360	5,405	5,744	5,335	4,874	3,467	4,635	5,911
NDC Blog	1,618	64,541	3,867	1,814	2,551	2,008	2,374	1,595	33	1,060	1,427	1,300
Reagan Education Blog	188	132	111	62	65	64	70	75	97	14	0	0
Rediscovering Black History									224	152	409	1,230
Prologue Blog	12,191	12,439	17,036	11,679	13,619	20,688	12,489	12,170	15,820	10,422	4,656	6,444
Records Express Blog	2,339	2,424	1,588	1,297	1,785	1,871	8,361	1,312	1,627	1,748	1,622	1,392
The Text Message	3,838	3,929	4,616	3,478	3,800	3,651	3,293	4,916	4,363	2,015	2,381	3,636
Today's Document	2,619	3,589	3,565	2,645	3,252	3,519	3,141	3,118	2,489	1,001	0	0
Transforming Classification (PIDB)	128	186	236	591	320	241	407	254	275	247	369	399
The Washboard	92	105	81	103	99	103	157	190	98	33	0	0
MONTHLY TOTAL	35,042	99,020	42,272	30,445	35,544	41,895	41,582	36,179	36,446	26,067	20,711	29,566

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.

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Acts of Congress						224	309	124	73	33	53	64
AOTUS	6,689	6,604	5,825	3,963	3,984	2,895	3,844	4,732	5,149	4,270	1,925	4,327
The Carter Chronicle		181	1,189	564	817	1,044	856	665	513	223	634	531
Education Updates							875	3,190	2,319	1,782	1,689	2,870
FOIA	1,886	2,446	2,492	1,776	2,147	2,294	2,698	2,572	1,897	1,434	1,865	1,819
Hoover Blackboard	678	785	836	671	712	750	688	661	418	265	0	0
Media Matters										907	2,135	5,990
NARAtions	10,308	9,884	8,019	7,540	8,925	9,231	9,561	9,186	8,382	5,617	8,066	10,029
NDC Blog	2,628	97,110	5,552	2,625	3,823	3,212	3,538	2,621	60	1,642	2,260	2,200
Reagan Education Blog	227	193	173	99	97	150	120	105	127	19	0	0
Rediscovering Black History									327	203	694	2,211
Prologue Blog	21,339	21,609	26,436	19,932	22,795	31,683	19,935	19,539	23,342	14,662	7,010	9,666
Records Express Blog	4,060	3,767	2,471	2,018	2,948	2,847	14,454	2,167	2,570	2,601	2,628	2,363
The Text Message	6,221	6,268	7,047	5,330	5,513	5,802	5,225	7,545	6,175	2,879	4,038	6,242
Today's Document	5,835	7,302	7,546	5,311	6,469	7,221	6,582	6,286	5,039	1,860	0	0
Transforming Classification (PIDB)	200	275	358	1,165	500	355	594	341	404	354	602	619
The Washboard	124	165	120	149	149	152	216	198	104	44	0	0
MONTHLY TOTAL	60,195	156,589	68,064	51,143	58,879	67,860	69,495	59,932	56,899	38,795	33,599	48,931

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.

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Acts of Congress						36	142	208	243	267	297	331
AOTUS	88,731	91,515	94,250	96,155	97,897	99,236	100,901	102,997	105,053	106,926	107,667	109,471
The Carter Chronicle		74	752	1,026	1,525	2,169	2,661	3,041	3,343	3,470	3,728	3,989
Education Updates							422	1,858	2,876	3,619	4,385	5,585
FOIA	9,844	10,842	11,752	12,426	13,230	14,160	15,205	16,036	16,682	17,290	17,965	18,647
Hoover Blackboard	8,848	9,313	9,820	10,238	10,680	11,134	11,602	11,987	12,279	12,465	12,465	12,465
Media Matters										525	1,619	3,594
NARAtions	94,514	99,172	103,163	106,947	111,527	116,190	121,078	125,750	129,966	132,912	136,846	141,618
NDC Blog	7,992	69,406	72,593	74,102	75,868	77,466	79,340	80,543	80,576	81,433	82,563	83,330
Reagan Education Blog	1,724	1,846	1,947	2,005	2,065	2,129	2,197	2,266	2,360	2,372	2,372	2,372
Rediscovering Black History									189	317	545	1,231
Prologue Blog	128,928	138,749	153,310	162,926	174,467	192,548	203,059	213,264	227,362	236,035	239,632	244,915
Records Express Blog	16,463	17,838	18,825	19,630	20,817	21,922	28,903	29,805	30,854	31,945	32,957	33,887
The Text Message	36,405	39,462	42,724	45,518	48,523	51,528	54,446	57,971	61,382	63,144	65,074	67,634
Today's Document	42,135	45,355	48,622	51,043	53,988	57,176	60,002	62,817	65,098	66,021	66,021	66,021
Transforming Classification	3,196	3,345	3,521	3,941	4,211	4,424	4,748	4,953	5,179	5,389	5,652	5,922
The Washboard	483	547	607	681	756	835	962	1,143	1,238	1,270	1,270	1,270
MONTHLY TOTAL	439,263	527,464	561,886	586,638	615,554	650,953	685,668	714,639	744,680	763,735	782,298	802,282

APPENDIX II.D: Blog Unique Viewers (Monthly)

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

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Acts of Congress						36	106	66	35	24	30	34
AOTUS	3,849	2,784	2,735	1,905	1,742	1,339	1,665	2,096	2,056	1,873	741	1,804
The Carter Chronicle		74	678	274	499	644	492	380	302	127	258	261
Education Updates							422	1,436	1,018	743	766	1,200
FOIA	712	998	910	674	804	930	1,045	831	646	608	675	682
Hoover Blackboard	339	465	507	418	442	454	468	385	292	186	0	0
Media Matters										525	1,094	1,975
NARAtions	4,770	4,658	3,991	3,784	4,580	4,663	4,888	4,672	4,216	2,946	3,934	4,772
NDC Blog	881	61,414	3,187	1,509	1,766	1,598	1,874	1,203	33	857	1,130	767
Reagan Education Blog	180	122	101	58	60	64	68	69	94	12	0	0
Rediscovering Black History									189	128	228	686
Prologue Blog	9,972	9,821	14,561	9,616	11,541	18,081	10,511	10,205	14,098	8,673	3,597	5,283
Records Express Blog	1,334	1,375	987	805	1,187	1,105	6,981	902	1,049	1,091	1,012	930
The Text Message	2,758	3,057	3,262	2,794	3,005	3,005	2,918	3,525	3,411	1,762	1,930	2,560
Today's Document	2,367	3,220	3,267	2,421	2,945	3,188	2,826	2,815	2,281	923	0	0
Transforming Classification (PIDB)	109	149	176	420	270	213	324	205	226	210	263	270
The Washboard	63	64	60	74	75	79	127	181	95	32	0	0
MONTHLY TOTAL	27,334	88,201	34,422	24,752	28,916	35,399	34,715	28,971	30,041	20,720	15,658	21,224

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

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Acts of Congress						0	0	0	0	0	0	0
AOTUS	1,804	1,946	2,132	1,877	2,061	2,243	2,097	2,543	2,564	1,027	1,106	1,166
The Carter Chronicle				866	1,211	1,692	1,374	1,352	1,198	743	678	721
Education Updates							16	21	32	25	32	54
Hoover Blackboard	805	979	1,084	927	1,099	1,313	1,332	1,467	1,302	96	120	111
FOIA Ombudsman	37	36	30	41	56	35	46	48	63	33	23	44
Media Matters												
NARAtions	2,030	2,041	2,084	1,972	2,221	2,356	2,163	2,640	2,625	1,185	1,126	1,288
NDC Blog	984	1,271	1,240	1,040	1,480	1,478	1,359	520	96	72	56	64
Prologue Blog	1,322	1,709	1,901	2,045	1,787	2,242	1,882	2,063	1,930	436	610	492
Reagan Education Blog	5	4	4	4	5	5	4	4	8	1	2	1
Records Express Blog	1,144	1,406	1,281	1,144	1,335	1,959	1,501	1,523	117	84	84	88
Rediscovering Black History										6	3	5
The Text Message	1,061	1,159	1,581	1,075	1,325	1,509	1,181	2,128	1,471	157	166	166
Today's Document	828	962	1,048	937	1,119	1,361	1,128	1,350	1,208	66	66	17
Transforming Classification (PIDB)	57	66	763	862	1,272	1,579	1,124	1,319	1,216	839	810	883
The Washboard	19	26	695	855	1,393	1,668	1,407	1,620	1,430	982	468	277
MONTHLY TOTAL	10,096	11,605	13,843	13,645	16,364	19,440	16,614	18,598	15,260	5,749	5,350	5,377

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.

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	August	Life Total
Monthly Total (A+P+R)	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	2,915,594	80,345,097
Agency-Wide Total	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	1,096,775	38,641,420
US National Archives	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	884,583	30,490,721
Afro-American History Society	1,032	1,320	1,661	1,379	2,033	1,873	3,135	1,994	716	1,416	1,464	1,979	32,108
Assembly	107	129	108	251	122	263	334	107	259	446	148	188	10,962
eStore	642	952	408	686	920	1,040	890	-	-	-			49,571
Recovery	16,719	11,991	15,318	7,041	12,451	13,617	17,044	13,110	11,086	24,798	10,580	22,216	628,285
Constitution	183,816	8,253	24,850	12,365	26,706	14,299	15,949	12,777	12,969	15,375	25,235	11,021	1,023,366
Federal Register	10,179	7,408	4,403	1,555	1,512	1,971	5,389	6,039	4,082	1,910	1,657	5,148	167,489
Federal Records Centers	1,363	2,363	623	633	771	2,149	2,198	1,902	1,488	1,417	1,830	1,380	52,277
Applied Research	2,597	3,392	1,777	1,904	1,296	3,357	4,358	2,863	2,573	4,883	2,618	4,533	180,807
NHPRC	69,537	46,649	61,951	38,003	34,598	57,257	97,945	58,339	63,235	60,552	50,585	48,826	1,751,517
Noon Lectures	6,744	2,753	5,488	6,004	10,856	6,560	22,903	12,433	5,742	7,276	5,973	3,572	157,856
Preservation	50,427	16,298	19,446	38,085	23,829	14,514	36,896	24,488	9,475	16,397	28,504	15,028	676,646
Research Red	32,675	10,136	20,410	9,568	12,238	71,780	21,294	14,940	15,752	17,380	15,041	53,442	1,210,701
Today's Document	48,975	36,657	33,308	40,209	24,332	32,460	29,326	21,828	20,309	23,344	250,464	22,922	1,782,882
NARA Students and Interns	9,075	5,840	6,452	4,295	4,421	6,186	13,208	10,565	7,113	8,945	3,359	4,765	128,262
Electoral College	1,467	38,040	97,016	36,645	8,794	2,508	1,110	854	787	2,502	664	938	190,387

Education						4,169	16,039	34,719	18,499	23,880	10,277	16,234	107583
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	August	Life Total
Presidential Total	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	1,544,756	34,385,490
Bush	178,927	142,501	258,992	214,951	167,632	96,002	302,611	908,170	330,498	760,636	570,368	195,324	7,187,797
George W Bush					54,341	47,040	58,913	2,811,670	213,945	223,220	144,792	146,649	3,553,921
Carter	163,110	52,451	53,398	57,627	57,534	77,560	92,756	104,205	141,579	143,889	101,408	98,345	1,821,486
Clinton	276,369	257,108	229,737	161,473	194,292	175,964	124,362	171,964	153,405	87,700	123,095	106,436	4,825,326
Eisenhower	65,224	56,197	56,505	73,997	53,399	78,144	74,334	120,393	78,151	151,820	111,173	114,976	2,356,415
Ford Library	3,658	23,162	20,795	15,120	15,468	20,045	33,400	41,334	27,778	28,744	45,199	39,335	398,249
Ford Museum	204,976	69,431	31,301	41,767	29,982	26,696	37,673	252,161	128,676	88,303	198,355	101,375	1,512,460
Hoover	17,837	18,593	20,040	13,023	10,885	24,068	18,942	40,599	43,691	48,204	55,376	37,669	722,396
Johnson	46,069	44,991	41,513	64,632	87,389	96,800	112,018	111,171	193,657	147,949	171,957	159,239	1,952,109
Nixon	127,067	83,088	146,376	95,577	121,259	119,370	210,518	197,502	279,198	184,276	138,462	195,060	3,112,739
Reagan	33,783	43,922	33,811	32,519	22,698	31,348	43,776	28,247	21,666	22,049	20,510	29,435	665,029
Roosevelt	48,275	66,275	45,817	49,183	67,018	41,039	93,467	160,278	151,496	872,279	160,099	165,503	2,374,030
Truman	173,500	132,274	139,380	133,301	110,818	169,611	120,538	259,367	220,001	174,210	247,808	155,410	3,903,533
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	August	Life Total
Regional Total	260,531	233,631	191,649	241,924	241,446	378,029	572,247	334,182	286,826	403,554	296,634	274,063	7,318,187
Anchorage	1,939	1,405	940	773	539	1,252	1,347	1,839	868	1,297	1,847	1,607	69,661
Atlanta	35,196	23,442	24,760	41,342	20,224	27,178	29,272	44,593	41,931	32,573	17,392	20,289	974,596
Boston	60,591	66,174	53,744	109,182	109,966	211,741	347,206	134,922	77,326	108,957	45,274	71,207	1,832,547
Chicago	14,405	12,369	12,937	8,866	5,032	15,136	14,871	15,966	25,403	24,067	16,763	11,295	284,444

Denver	8,080	3,986	3,375	2,172	3,910	3,893	2,252	5,119	14,163	22,347	33,849	18,582	175,688
Fort Worth	21,089	16,602	16,316	11,820	17,545	18,985	33,912	29,728	19,409	27,859	33,500	33,201	633,252
Kansas City	38,245	25,909	39,174	22,829	37,824	29,130	47,309	32,100	28,768	53,826	47,361	41,717	1,286,782
New York	29,180	16,859	9,621	5,652	9,098	40,293	41,742	13,755	11,554	12,441	29,650	11,902	865,135
Philadelphia	32,847	51,175	16,151	11,735	22,713	13,873	28,329	31,046	26,679	39,366	52,232	33,760	493,657
Riverside	6,511	2,348	4,012	3,153	2,735	1,743	3,207	6,164	19,570	8,605	5,369	12,303	201,599
Seattle	8,084	7,971	4,442	14,733	6,148	10,595	11,361	6,787	7,759	5,998	3,208	6,241	208,006
St. Louis	4,364	5,391	6,177	9,667	5,712	4,210	11,439	12,163	13,396	66,218	10,189	11,959	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).

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	August
Monthly Total (A+P+R)	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	829,067
Agency-Wide Total	286,299	98,032	178,515	163,952	158,892	228,919	298,853	310,501	243,285	390,815	599,531	229,005
US National Archives	202,557	70,195	130,355	130,688	124,431	168,264	224,754	257,142	207,494	347,979	414,531	186,481
Afro-American History Society	291	288	309	356	478	425	843	422	109	454	205	444
Assembly	29	26	21	73	36	44	102	12	36	84	28	39
eStore	141	84	103	97	107	142	35	-	-	-		
Recovery	2,539	2,348	2,238	1,458	1,693	2,240	3,585	2,354	2,251	3,823	2,308	4,137
Constitution	46,909	1,684	6,589	2,716	6,825	4,411	5,721	5,213	4,049	5,446	9,040	3,202
Federal Register	2,692	1,597	570	394	233	426	1,199	1,243	326	313	233	1,754

Federal Records Centers	218	236	64	178	138	287	283	293	352	279	288	145
Applied Research	435	420	192	326	268	482	584	512	502	792	542	658
NHPRC	12,236	9,146	13,604	6,704	7,223	15,152	27,761	13,889	14,100	11,256	8,692	8,834
Noon Lectures	1,885	197	759	1,350	3,799	1,268	9,100	3,678	860	767	1,142	439
Preservation	3,724	2,463	3,729	10,279	5,880	2,864	7,662	6,225	2,584	5,361	5,344	4,081
Research Red	5,127	1,729	4,676	1,881	2,992	27,654	5,256	3,496	3,053	4,455	4,122	10,832
Today's Document	3,081	1,518	1,322	3,604	2,303	2,871	4,383	2,818	2,712	3,252	149,966	3,367
NARA Students and Interns	1,031	631	591	584	655	860	3,838	1,169	905	1,433	743	1,124
Electoral College	3,404	5,470	13,393	3,264	1,831	470	221	112	55	396	224	137
Education						1,059	3,526	11,923	3,897	4,725	1,763	3,331
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	August
Presidential Total	306,678	193,188	207,195	202,321	182,184	219,740	396,564	1,815,637	633,373	1,119,891	683,394	539,111
Bush	44,225	28,209	56,347	64,864	37,175	28,951	87,442	392,460	108,887	291,961	172,672	72,457
George W Bush					9,602	5,604	7,352	948,994	86,937	84,016	25,873	53,572
Carter	48,163	10,848	9,873	10,686	9,629	17,131	24,640	31,855	31,390	44,178	30,009	34,311
Clinton	31,389	33,836	21,729	15,318	16,448	22,887	36,419	52,323	47,163	20,358	41,083	29,798
Eisenhower	12,197	15,169	9,432	17,836	9,724	15,110	18,175	31,851	19,647	48,484	32,237	31,409
Ford Library	1,055	4,408	4,008	2,581	2,573	4,302	10,980	11,200	7,730	9,363	14,413	13,405
Ford Museum	67,469	24,276	10,338	14,312	8,150	9,234	16,750	108,281	51,026	38,152	82,654	43,608
Hoover	4,604	4,792	4,874	2,675	3,162	7,329	5,462	12,656	17,607	17,857	22,723	13,205
Johnson	9,350	10,195	8,195	12,833	21,443	26,780	43,797	34,779	69,878	48,890	65,091	55,594

Nixon	32,729	21,524	41,885	25,248	30,300	34,475	76,899	71,016	94,912	69,096	48,992	74,689
Reagan	6,733	7,129	4,685	5,171	4,295	6,707	8,722	6,171	5,613	6,159	6,172	8,692
Roosevelt	13,130	13,886	10,239	10,097	14,317	8,866	30,417	35,272	33,898	390,540	54,818	60,577
Truman	35,634	18,916	25,590	20,700	15,366	32,364	29,509	78,779	58,685	50,837	86,657	48,794
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	August
Regional Total	41,800	36,192	30,515	45,190	39,160	68,626	121,921	73,704	66,343	82,806	66,697	60,951
Anchorage	223	188	158	151	151	211	320	367	158	282	335	449
Atlanta	7,442	4,776	4,602	8,558	4,717	7,024	6,588	17,205	12,067	12,542	6,718	7,850
Boston	9,808	10,349	9,023	22,641	16,976	34,826	71,509	29,002	17,366	19,344	10,531	16,599
Chicago	2,843	1,815	2,307	1,272	842	3,717	3,856	2,622	6,914	4,313	3,853	2,294
Denver	1,051	734	610	391	599	739	511	1,206	2,734	5,841	9,168	3,426
Fort Worth	5,276	2,022	1,746	1,415	2,164	3,056	8,365	5,540	3,852	3,881	5,038	9,223
Kansas City	3,846	2,892	6,649	3,322	8,309	5,064	10,480	5,101	7,040	10,689	12,029	6,571
New York	5,758	4,546	1,872	789	1,611	10,120	13,300	3,887	3,320	3,110	6,080	4,379
Philadelphia	2,378	6,755	899	900	1,566	1,009	1,461	1,751	2,387	2,207	9,758	1,920
Riverside	612	227	486	459	276	255	594	2,538	6,868	2,443	1,238	3,500
Seattle	1,845	1,075	459	2,326	676	1,764	1,948	1,548	1,190	1,044	726	1,471
St. Louis	718	813	1,704	2,966	1,273	841	2,989	2,937	2,447	17,110	1,223	3,269

APPENDIX V: Twitter Followers (Cumulative)

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	August
archivesnews	17,537	18,360	18,946	19,372	19,663	19,979	20,921	21,805	22,607	23,180	23,703	24,451
archivespres		977	1,040	1,125	1,207	1,285	1,425	1,527	1,625	1,694	1,784	1,896
atlantaarchives									646	655	668	684
bushlibrary	5,893	6,151	6,410	6,725	6,987	7,202	7,366	8,471	8,939	9,332	9,611	9,842
CarterLibrary									5,891	6,156	6,382	6,686
dferriero	1,886	1,940	1,981	2,023	2,054	2,079	2,128	2,191	2,230	2,269	2,333	2,405
DiscoverCivWar									4,457	4,718	4,951	5,170
DocsTeach	1,548	1,633	1,714	1,804	1,906	1,990	2,095	2,200	2,348	2,500	2,650	2,860
EisenhowerNews	1,624	1,715	1,793	1,922	2,031	2,159	2,285	2,441	2,612	2,781	2,953	3,114
ElectoralCollge									2,339	2,318	2,303	2,293
FDRLibrary	1,080	1,174	1,267	1,366	1,476	1,600	1,720	1,903	2,093	2,346	2,556	2,741
FedRegister	3,656	3,862	4,007	4,205	4,390	4,583	4,848	5,095	5,247	5,359	5,489	5,590
gwblibrary									2,783	3,029	3,731	4,596
IkeandHarry2012									505	509	509	511
JFK_1963	15,340	16,233	16,394	16,515	16,700	16,825	16,949	17,255	17,634	18,122	18,421	19,062
KCArchives									388	413	449	482
LBJLibrary	2,088	2,216	2,347	2,487	2,651	2,829	2,989	3,251	3,493	3,735	3,952	4,184
NARA_ RecMgmt	2,527	2,628	2,736	2,868	2,965	3,038	3,165	3,281	3,405	3,506	3,552	3,650
NARAFRC	226	234	239	253	258	258	264	269	273	277	283	291
OurPresidents									3,432	3,881	4,355	4,713

Reagan_Library									296	358	441	540
StLouisArchives									50	54	55	59
Todays Document	3,816	4,008	4,216	4,535	4,780	5,094	5,453	5,801	6,308	6,770	7,267	7,813
USNatArchives	9,944	10,903	11,775	12,930	14,486	15,832	17,089	18,566	19,795	21,296	22,768	24,330
WJCLibrary	1,726	1,998	2,456	2,892	3,273	3,581	3,899	7,164	8,433	9,706	11,476	12,866

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

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	August
Page Views	18,231	13,906	11,532	10,412	15,334	8,315	6,733	5,607	4,263	3,866	4,713	9,307
Track Downloads	7,793	8,055	7,817	6,230	8,533	5,295	5,088	4,244	3,693	3,697	3,068	5,026
Subscriptions	3,260	2,449	1,815	1,711	2,022	1,105	971	778	829	523	864	1,605

APPENDIX VII: Google+ Followers

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	August
Monthly Followers		3,101	9,204	13,333	12,105	11,538	17,601	27,130	26,808	12,298	14,118	13,693
Cumulative Followers		3,101	12,305	25,638	37,743	49,281	66,882	94,012	120,820	133,118	147,236	160,929

APPENDIX VIII: Pinterest Followers (Cumulative)

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	August
US National Archives					444	725	1,197	1,319	1,543	1,707	1,887	2,027
Our Presidents					56	92	121	163	347	370	401	442