

**SOCIAL MEDIA HIGHLIGHTS**

- THE ARCHIVES BUILDING IN DOWNTOWN DC HOSTS A NEW CUBAN MISSILE CRISIS EXHIBIT FOR THE 50<sup>TH</sup> ANNIVERSARY OF THE EVENT.
- FOIA ONLINE IS LAUNCHED, ALLOWING USERS TO SUBMIT AND TRACK FOIA REQUESTS ONLINE TO ALL PARTICIPATING AGENCIES.
- THE ARCHIVES PLAYS HOST TO THE 26TH ANNUAL PRESERVATION CONFERENCE, WITH DAVID M. RUBENSTEIN AS KEYNOTE SPEAKER.
- A NEW DECLASSIFICATION PORTAL IS LAUNCHED ON ARCHIVES.GOV, CONSOLIDATING INFORMATION ABOUT THE DECLASSIFICATION PROCESS.
- IN COLLABORATION WITH THE GPO, THE FEDERAL REGISTER RELEASES A NEW APP TO TRACK PRESIDENT'S DOCUMENTS.

**OCTOBER 2012 OVERVIEW**

| Social Media Tool                     | Monthly Views         | Cumulative Users   |
|---------------------------------------|-----------------------|--------------------|
| Archives.gov Blogs                    | 156,424 Views         | 88,137 Visitors    |
| Tumblr Blogs                          | 24,913 Views          | 10,562 Visitors    |
| Facebook                              | 2,365,259 Impressions | 327,412 Reach      |
| National Archives YouTube Channel     | 104,860 Views         | 5,477 Subscribers  |
| Flickr (USNatArchives & ArchivesNews) | 331,377 Views         | 4,987 Contacts     |
| Our Archives Wiki                     | 15,460 Views          | 377 Editors        |
| Twitter (all NARA feeds)              | --                    | 74,032 Followers   |
| FourSquare                            | 38,442 Check-ins      | 19,539 Followers   |
| iTunes U                              | 13,906 Views          | 20,870 Subscribers |

**FISCAL YEAR COMPARISON**

| Social Media Tool                     | FY 2013 Views (To Date) | FY 2012 Views |
|---------------------------------------|-------------------------|---------------|
| Archives.gov Blogs                    | 156,424                 | 1,251,254     |
| Tumblr Blogs                          | 24,913                  | 940,954       |
| Facebook                              | 2,365,259               | 30,915,082    |
| National Archives YouTube Channel     | 104,860                 | 919,193       |
| Flickr (USNatArchives & ArchivesNews) | 331,377                 | 4,837,696     |
| Our Archives Wiki                     | 15,460                  | 188,414       |

**EXTERNAL BLOGS**

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

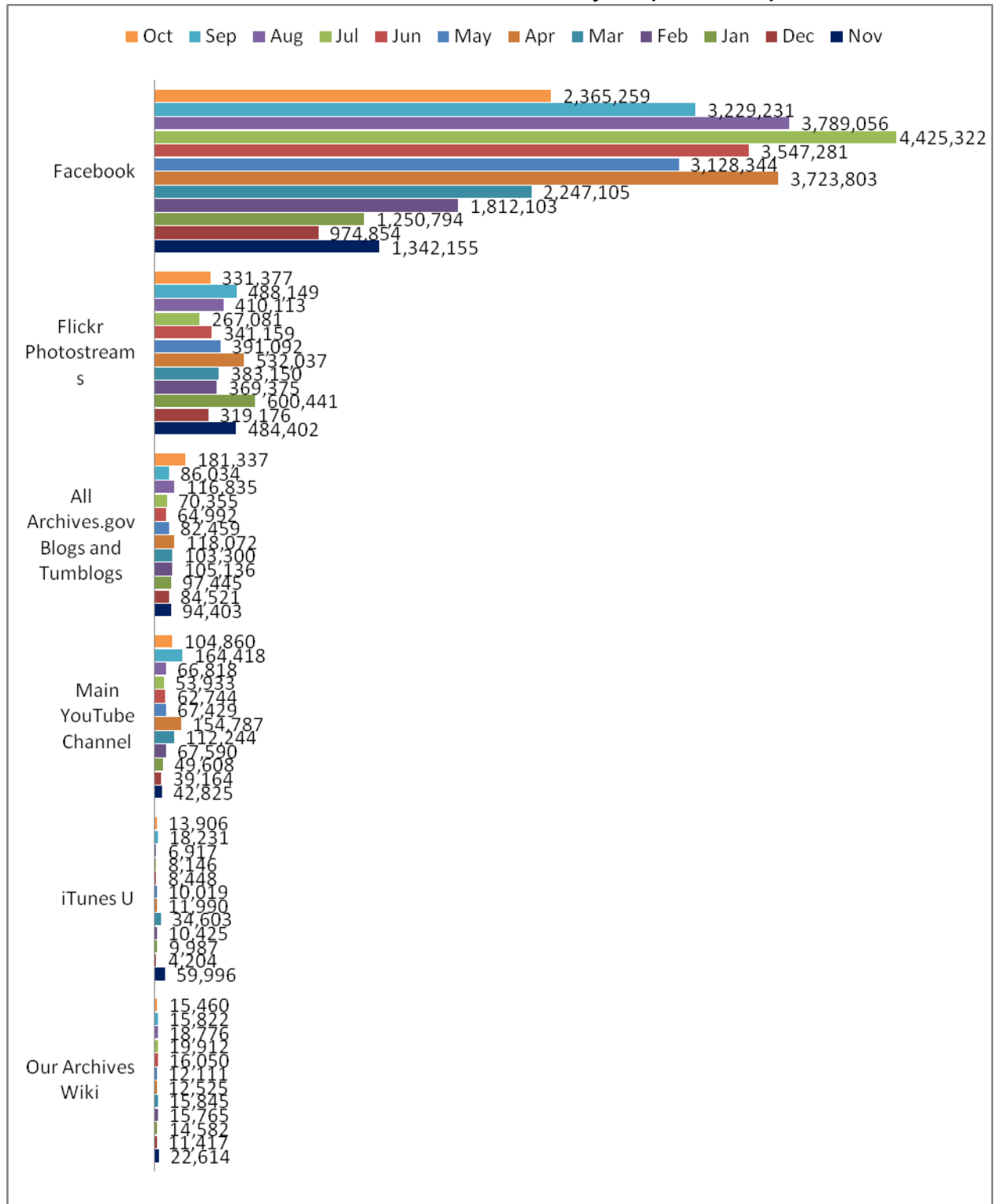
**INTERNAL (NARA@WORK) BLOGS**

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

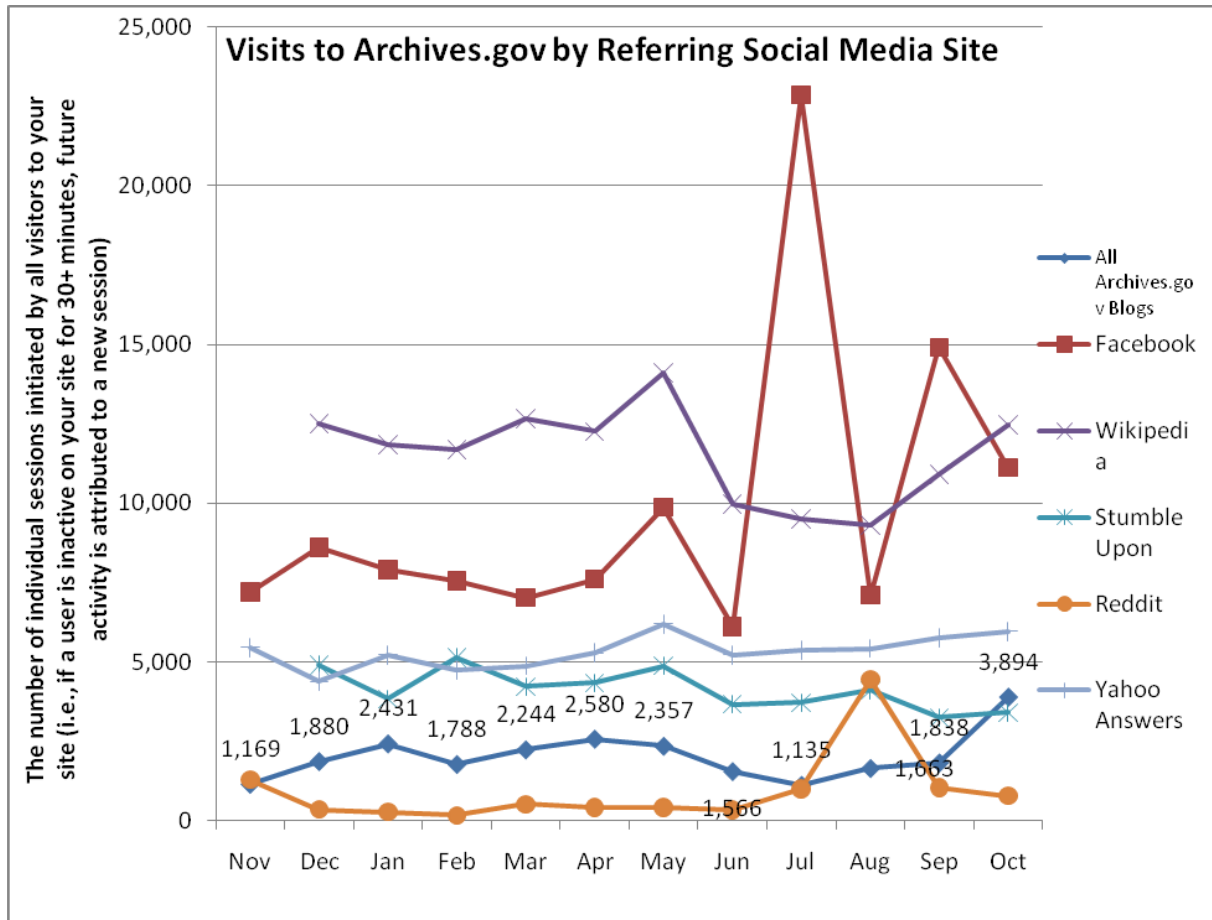
**SOCIAL MEDIA TOOLBOX** (Tools currently in use)

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

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



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



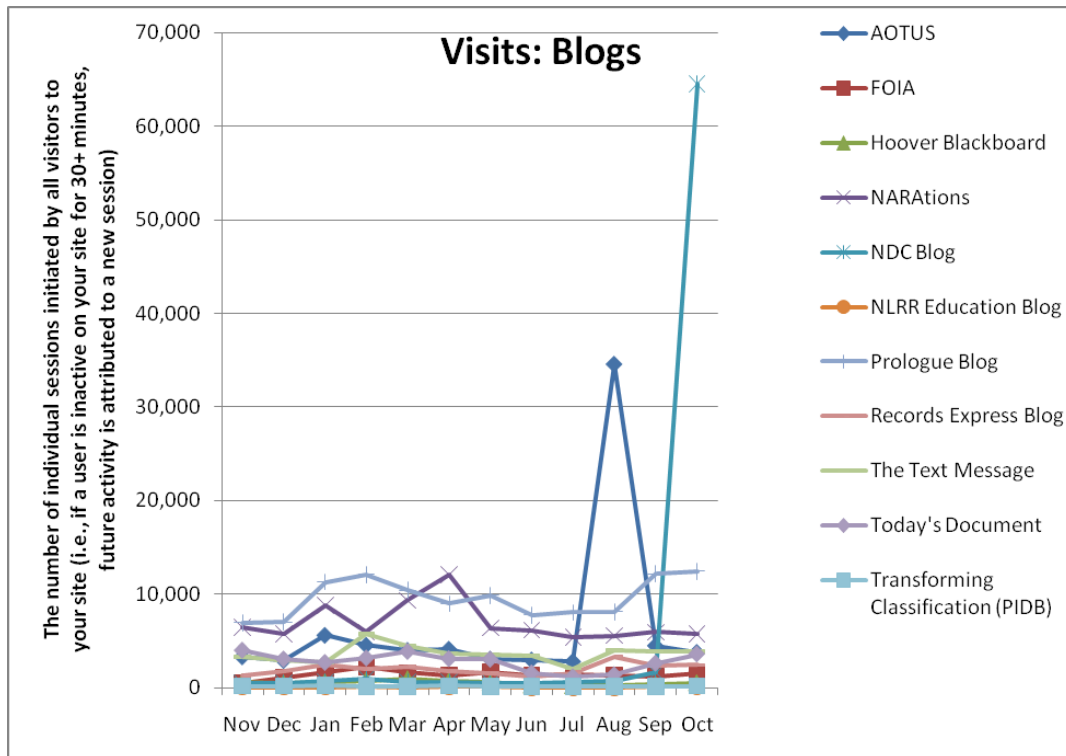
### New External Social Media Projects

#### October Projects

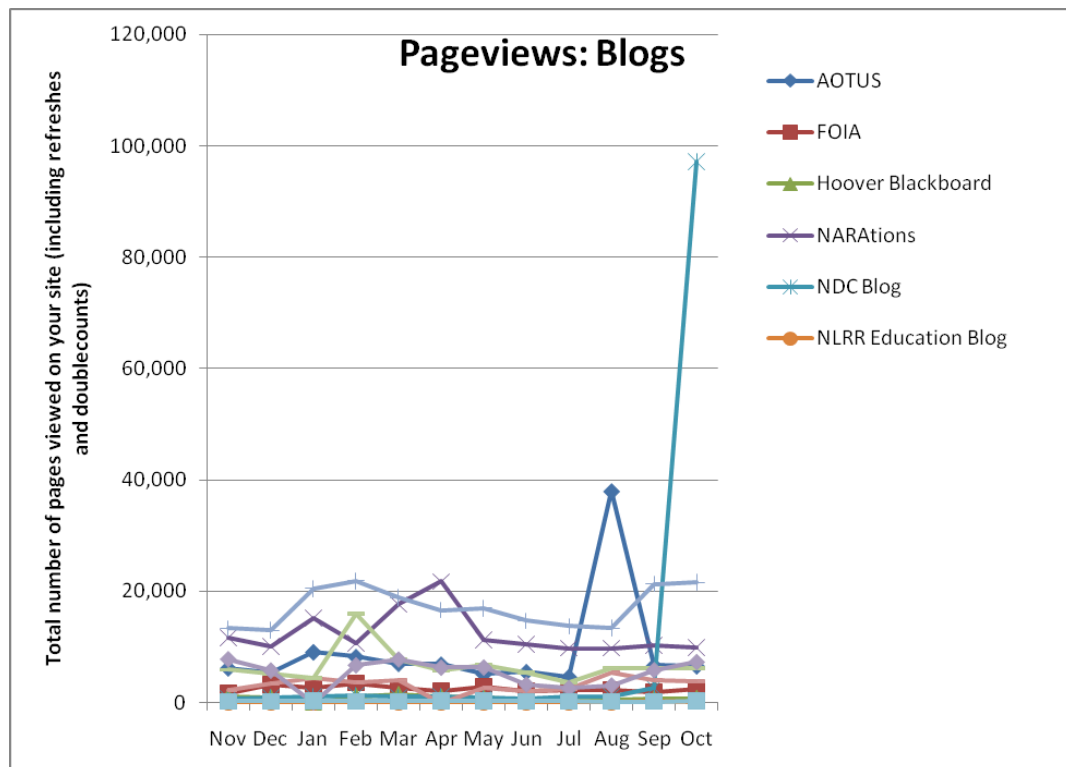
|           | Facebook | Flickr | Twitter | Wiki | Tumblr | Blog | IdeaScale | GitHub | HistoryPin | Ustream | YouTube | Storify |
|-----------|----------|--------|---------|------|--------|------|-----------|--------|------------|---------|---------|---------|
| November  |          |        | 3       |      | 2      |      |           |        | 1          |         |         |         |
| December  |          |        |         | 1    | 1      |      |           |        |            |         |         |         |
| January   |          |        |         | 1    |        |      |           |        |            | 1       |         |         |
| February  |          |        | 1       | 1    |        |      | 1         |        |            |         |         |         |
| March     | 1        |        | 2       |      |        |      |           |        |            |         | 1       |         |
| April     | 1        |        |         |      |        | 1    |           |        |            |         |         |         |
| May       |          |        |         | 1    |        |      |           |        |            |         | 1       | 1       |
| June      |          |        |         |      |        |      |           |        |            |         |         |         |
| July      | 1        |        |         | 1    | 1      |      |           |        |            |         |         |         |
| August    |          |        |         |      |        |      |           |        |            |         |         |         |
| September |          |        |         | 1    |        | 1    |           |        |            |         |         |         |
| October   | 1        |        | 1       |      |        | 1    | 1         |        |            |         |         |         |

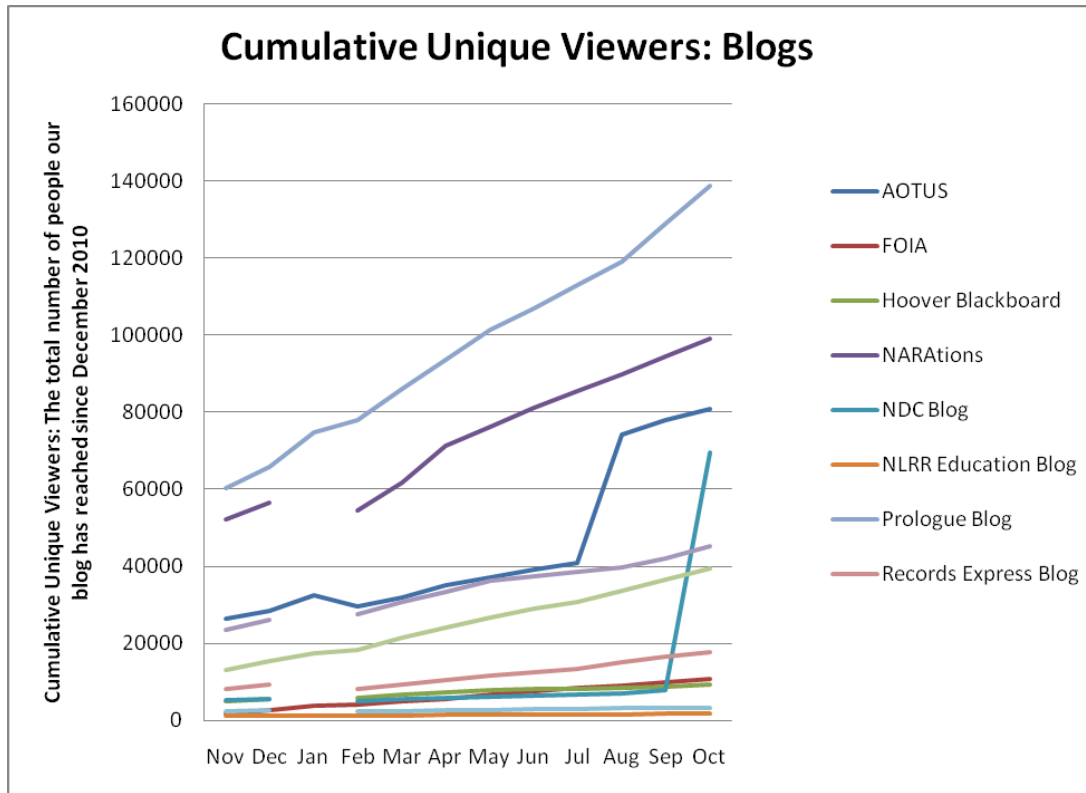
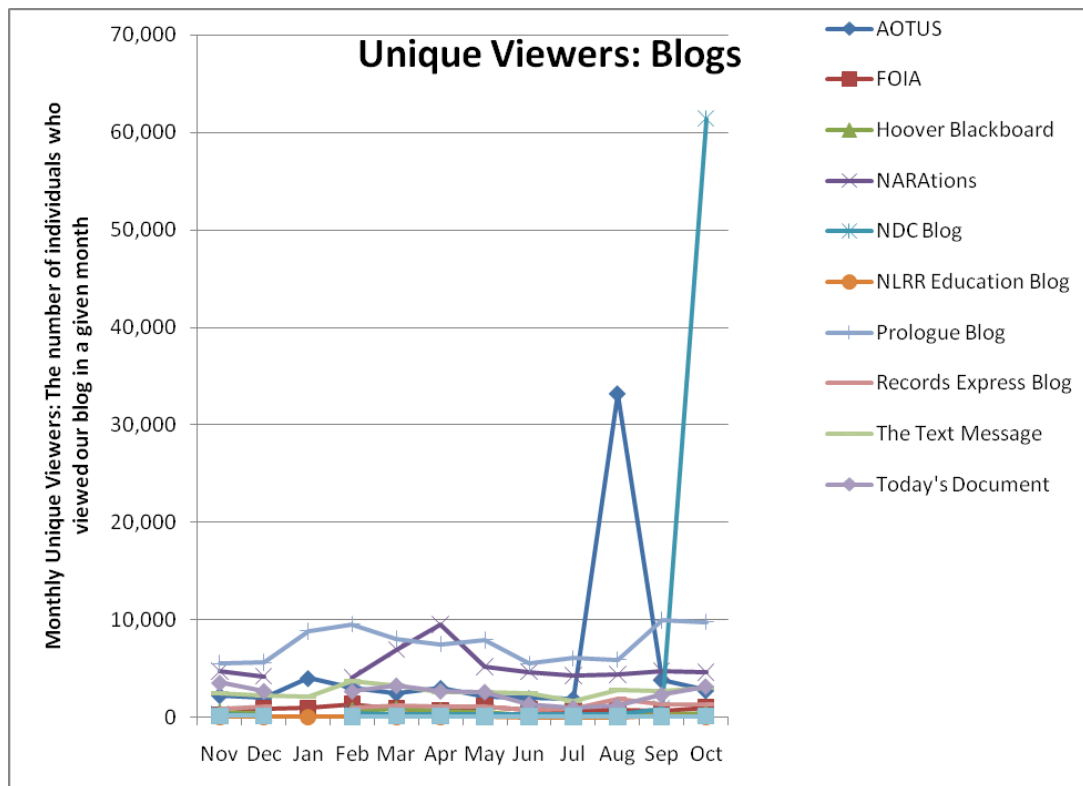
## Social Media Tools: Detail View – Blogs (Archives.gov)

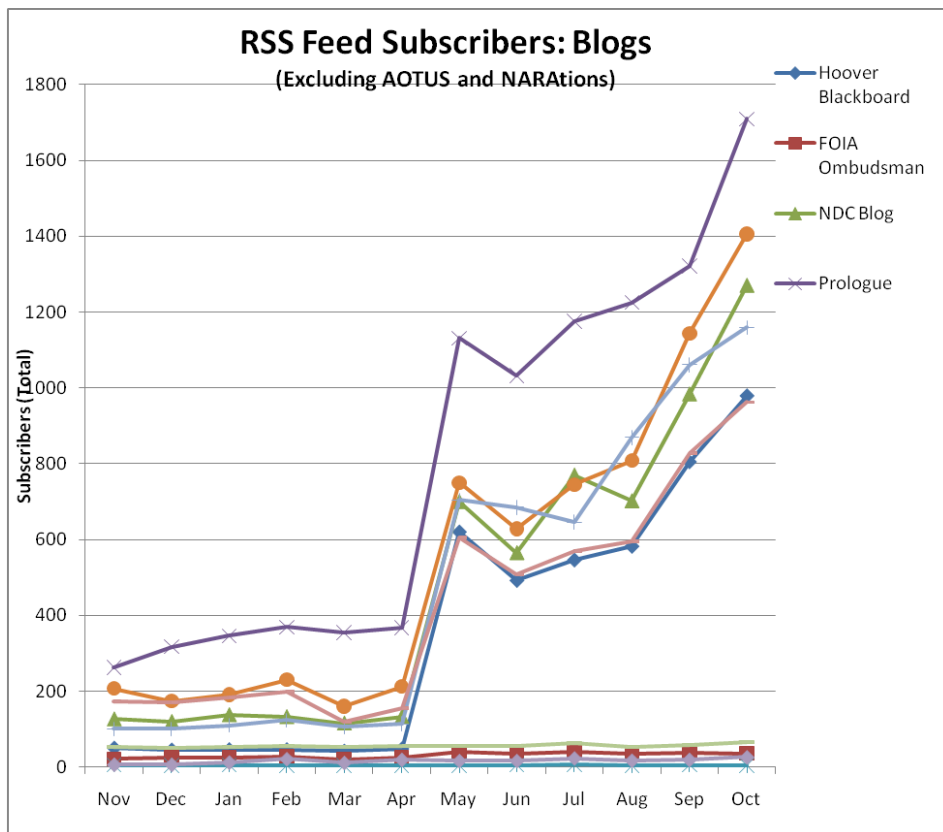
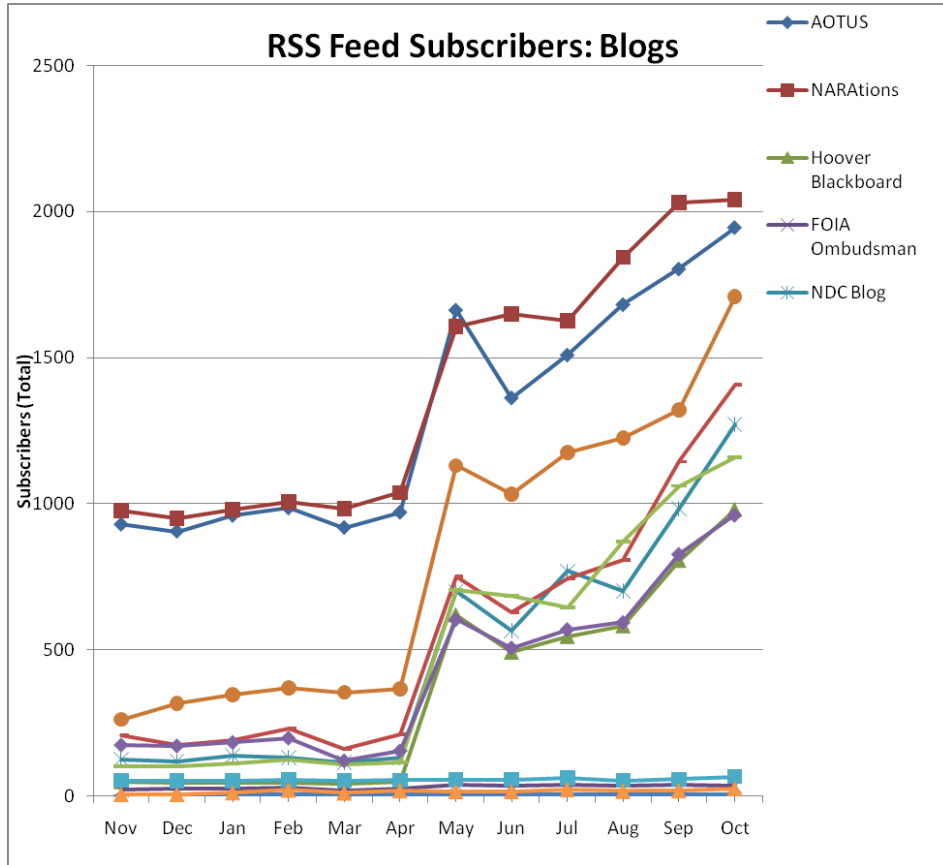
Blog Visits (Source: Appendix II.A)



Blog Pageviews (Source: Appendix II.B)



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

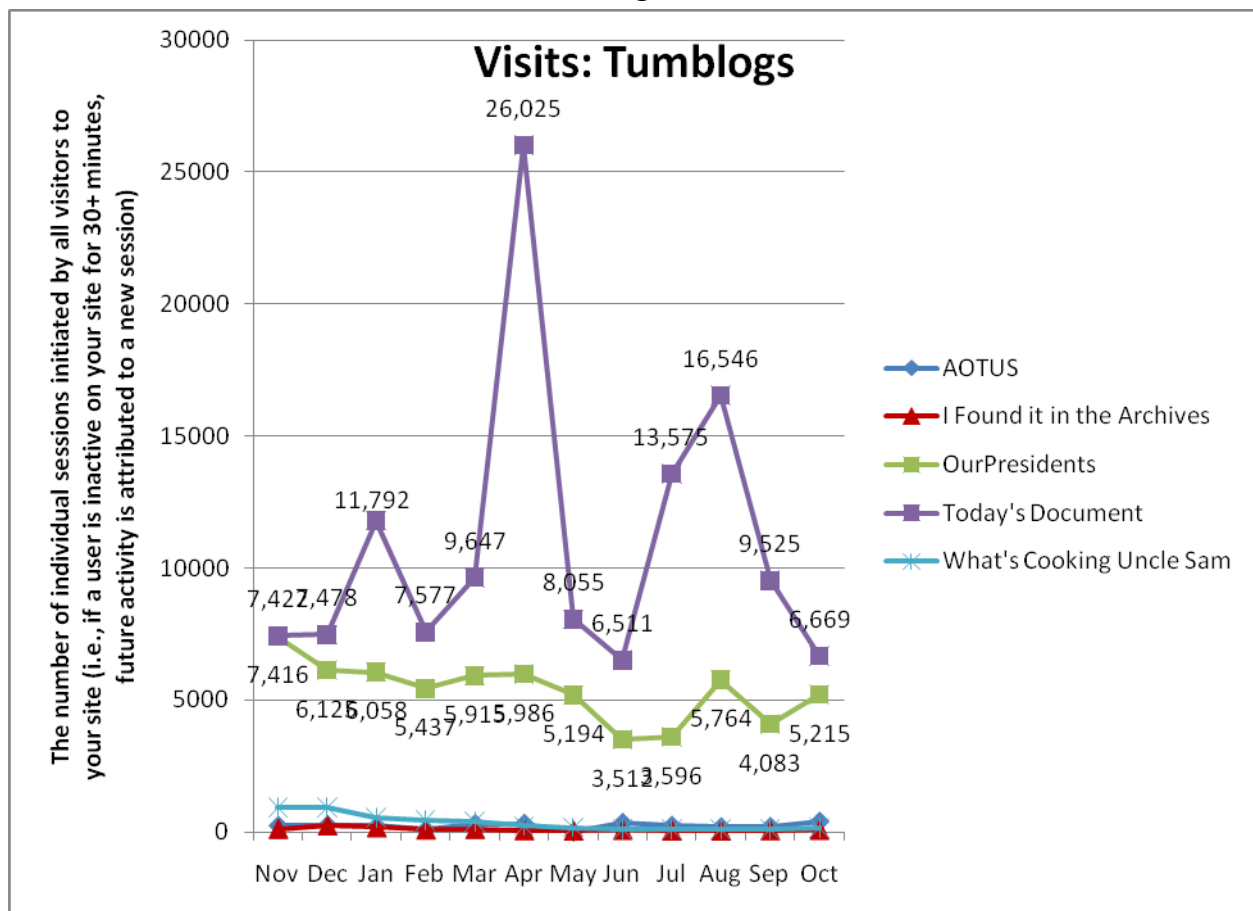
**Total RSS Feed Subscribers to Archives.gov Blogs (Source: Appendix III)**

### Top 5 Most Viewed Blog Posts in October

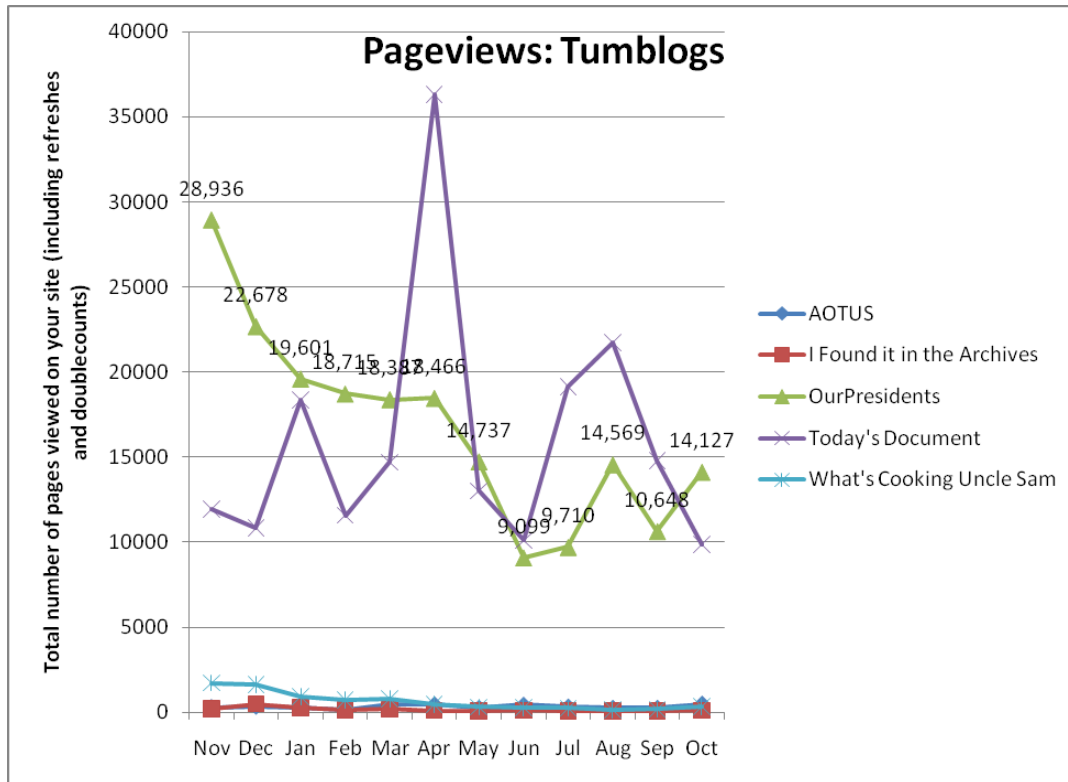
| Blog     | Pageviews | Post Title                                                            |
|----------|-----------|-----------------------------------------------------------------------|
| NDC Blog | 87,903    | <a href="#">How to Build a FLYING SAUCER</a>                          |
| NDC Blog | 1,510     | <a href="#">NARA Launches Declassification Portal</a>                 |
| Prologue | 879       | <a href="#">Teddy Roosevelt and Abraham Lincoln in the same photo</a> |
| AOTUS    | 822       | <a href="#">By The Numbers</a>                                        |
| AOTUS    | 618       | <a href="#">American Archives Month</a>                               |

### Social Media Tools: Detail View – *Tumblogs*

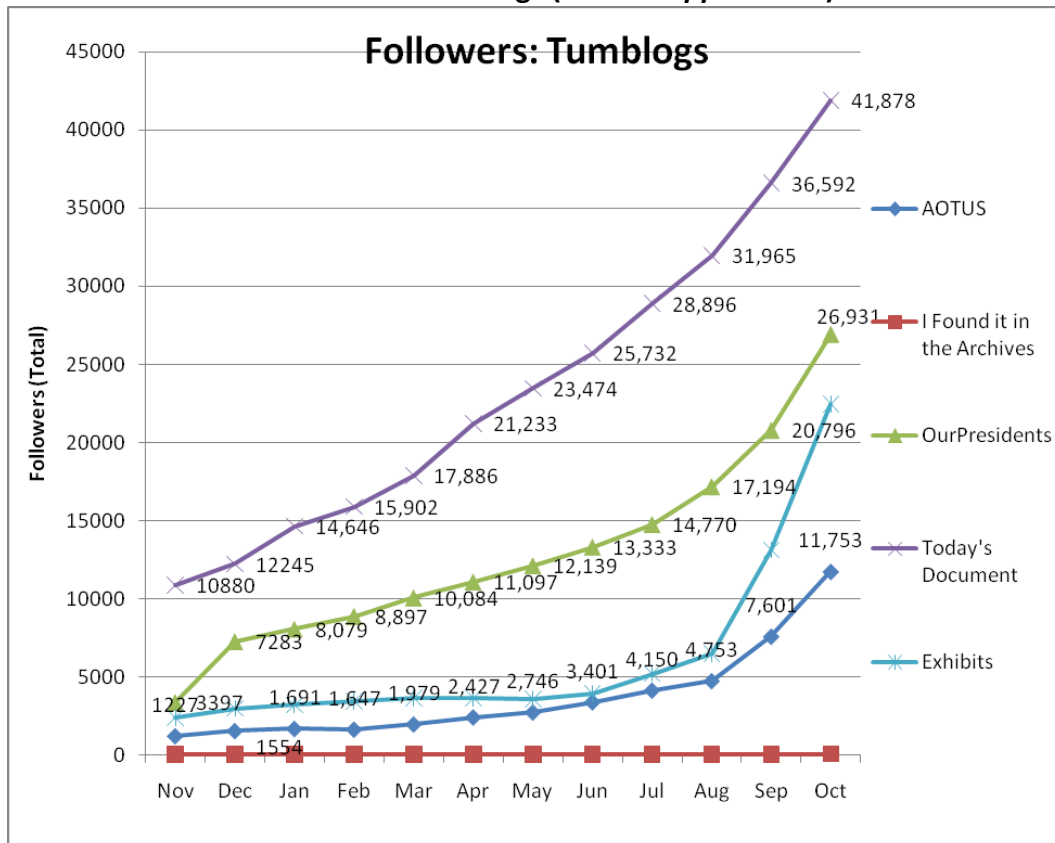
#### Tumblog Visits



## Tumblr Pageviews



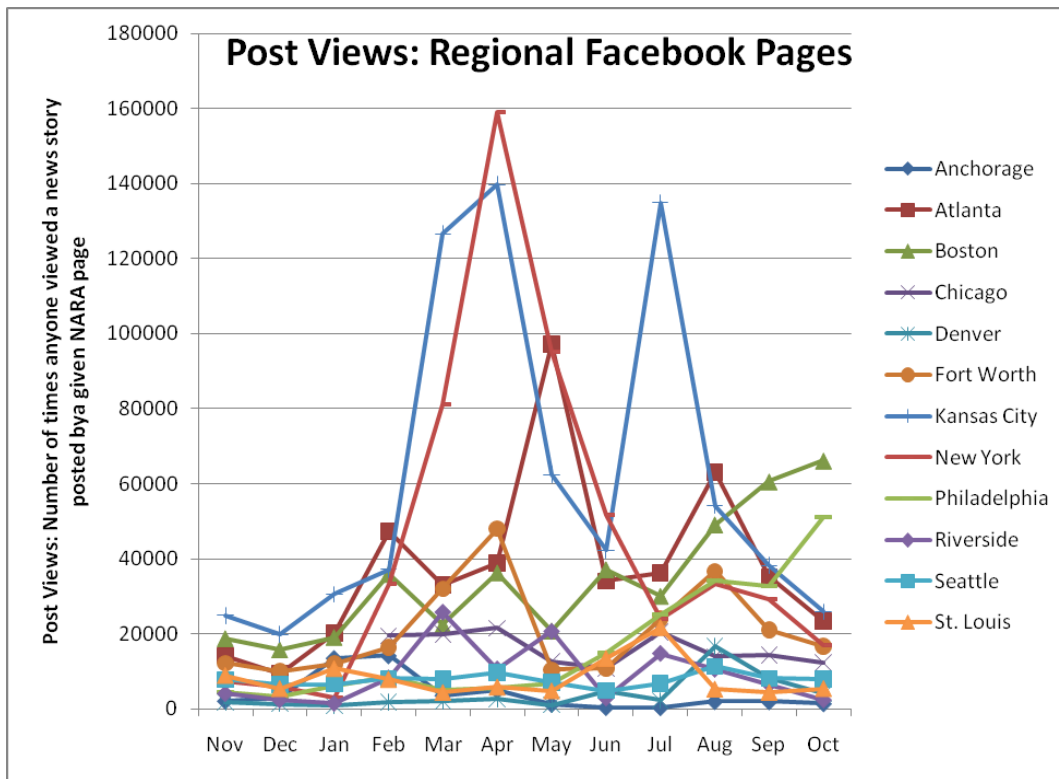
## Followers on Tumblogs (Source: Appendix IV)



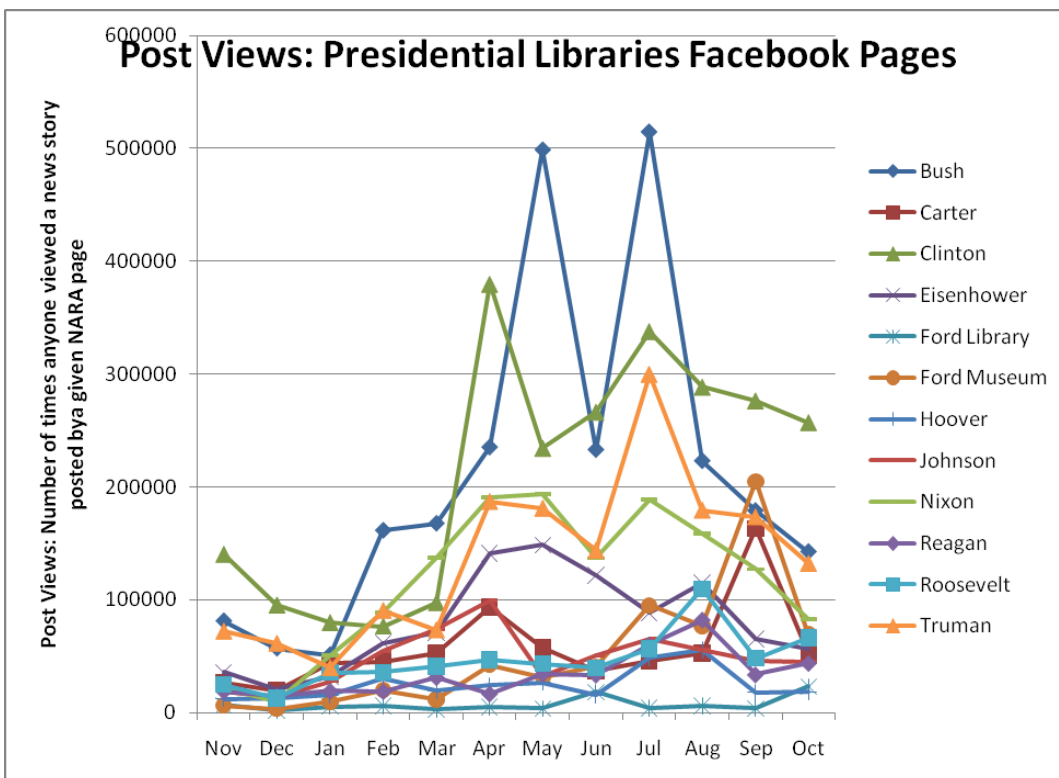


## Social Media Tools: Detail View – Facebook

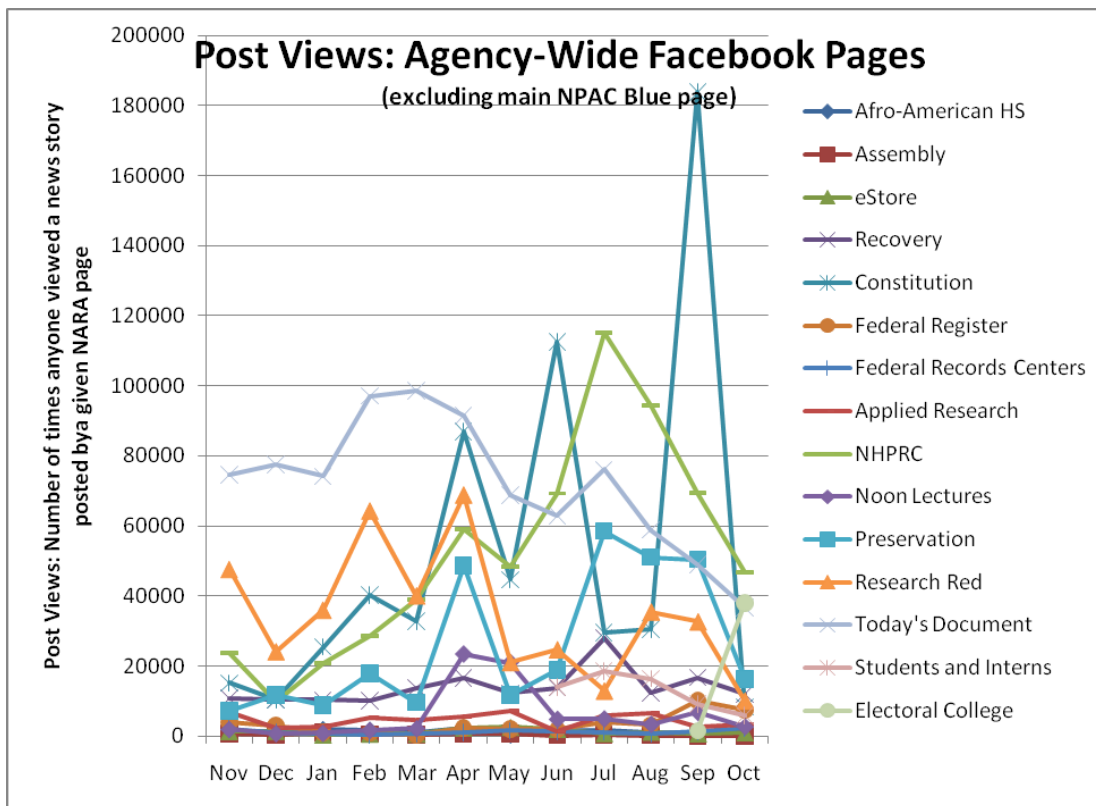
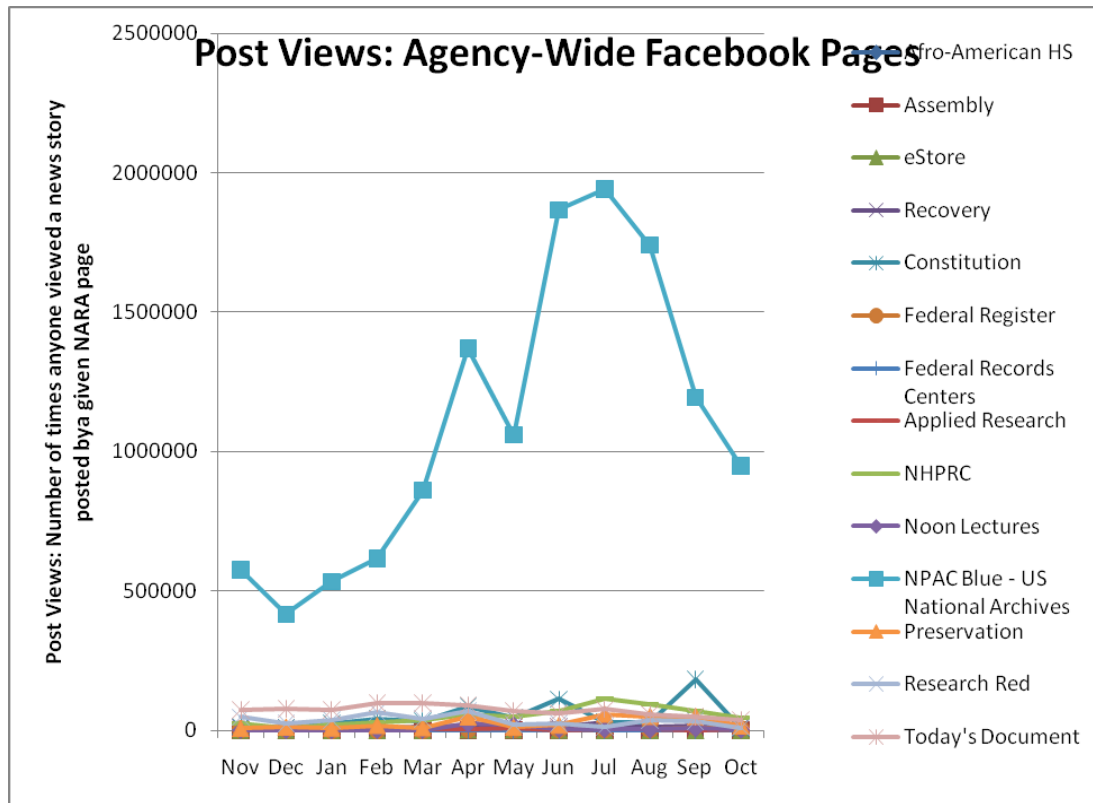
Post Views on Regional Pages (Source: Appendix IV.A)



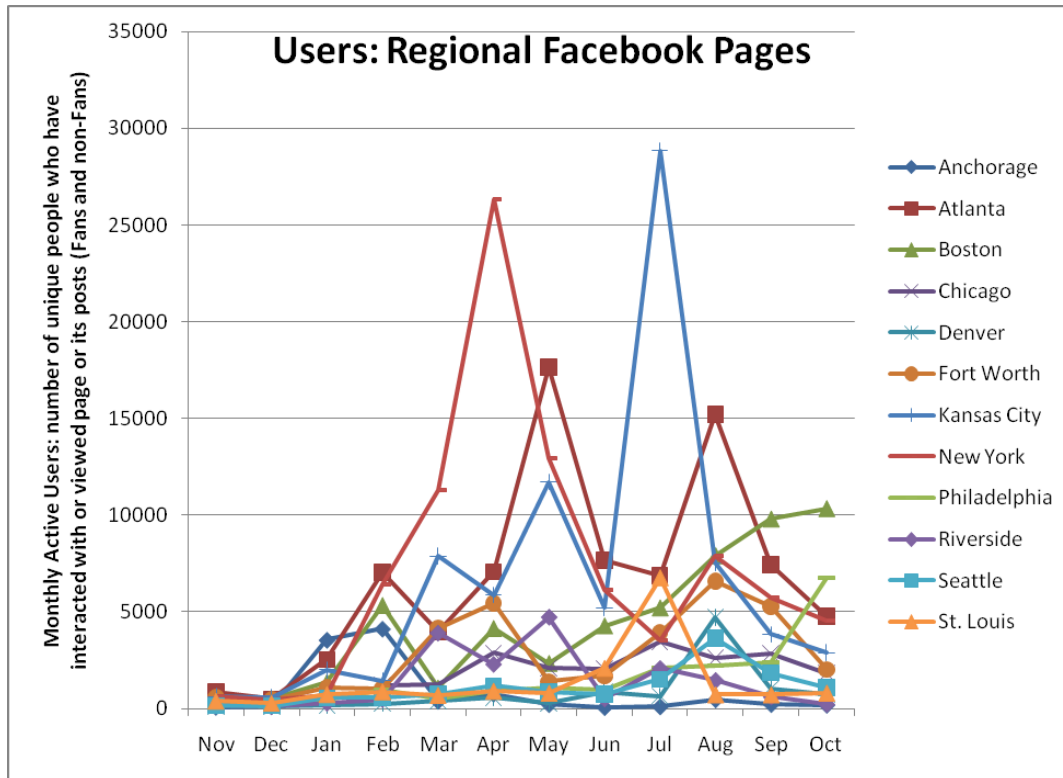
Post Views on Presidential Library Pages (Source: Appendix IV.A)



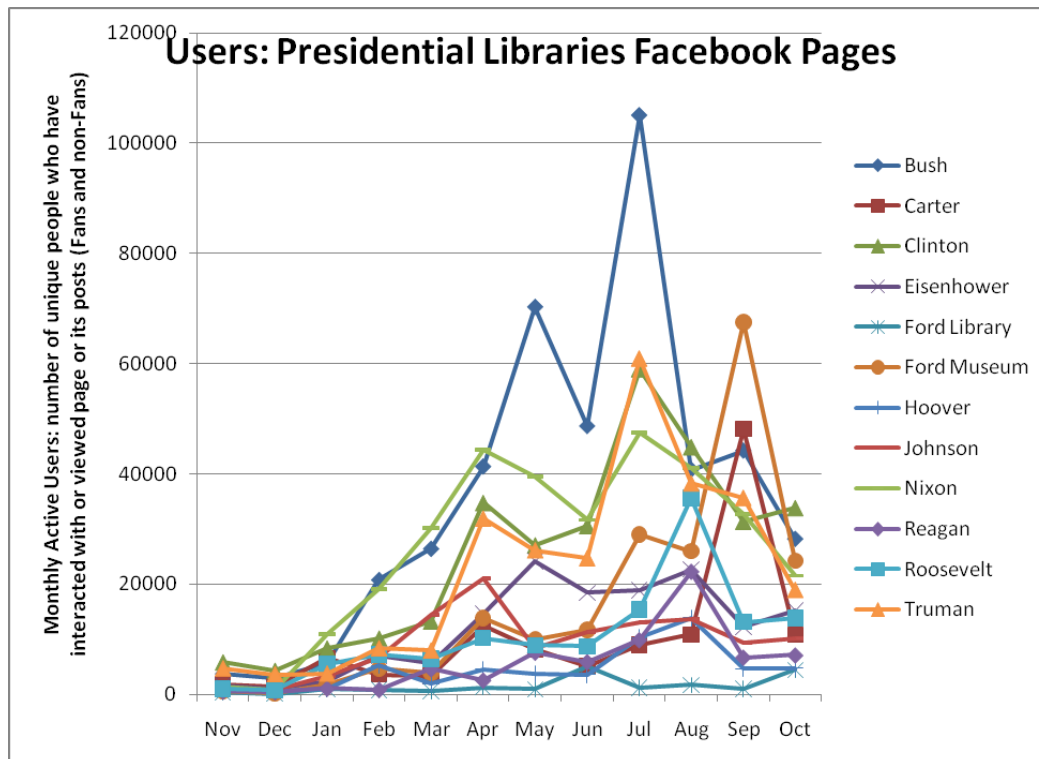
Post Views on Agency-Wide Pages (Source: Appendix IV.A)



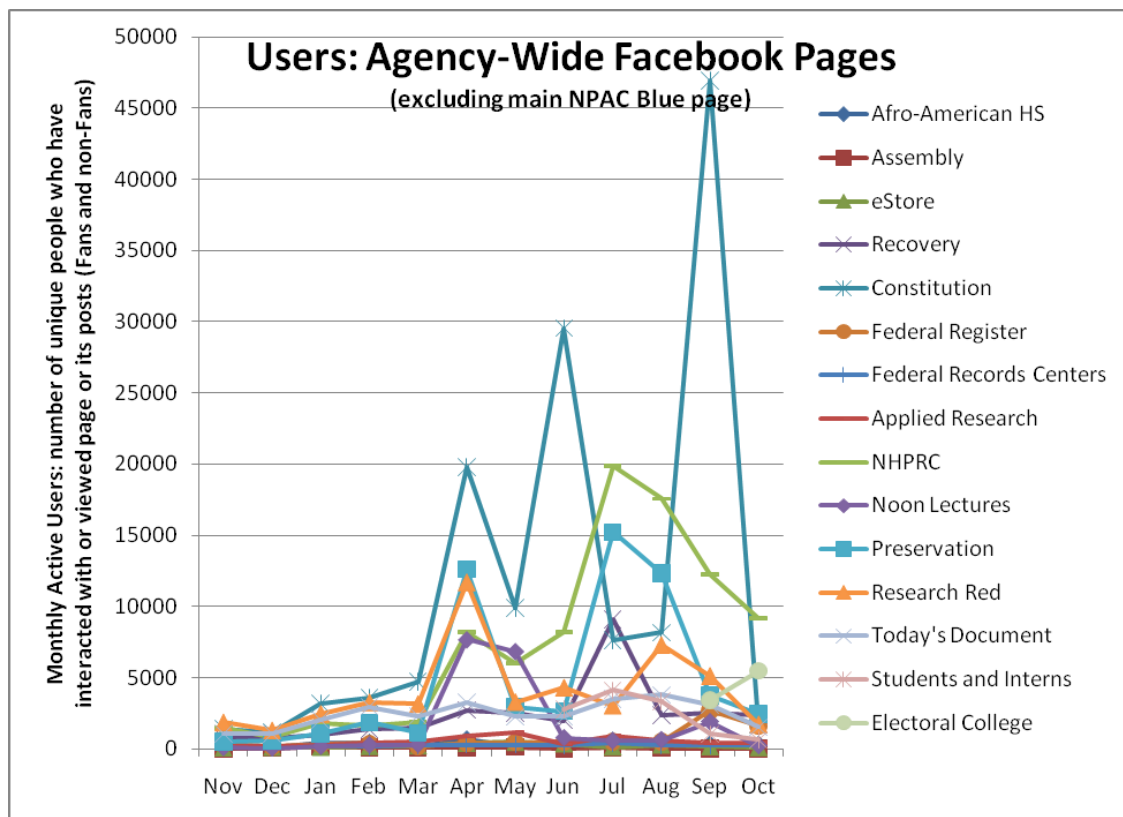
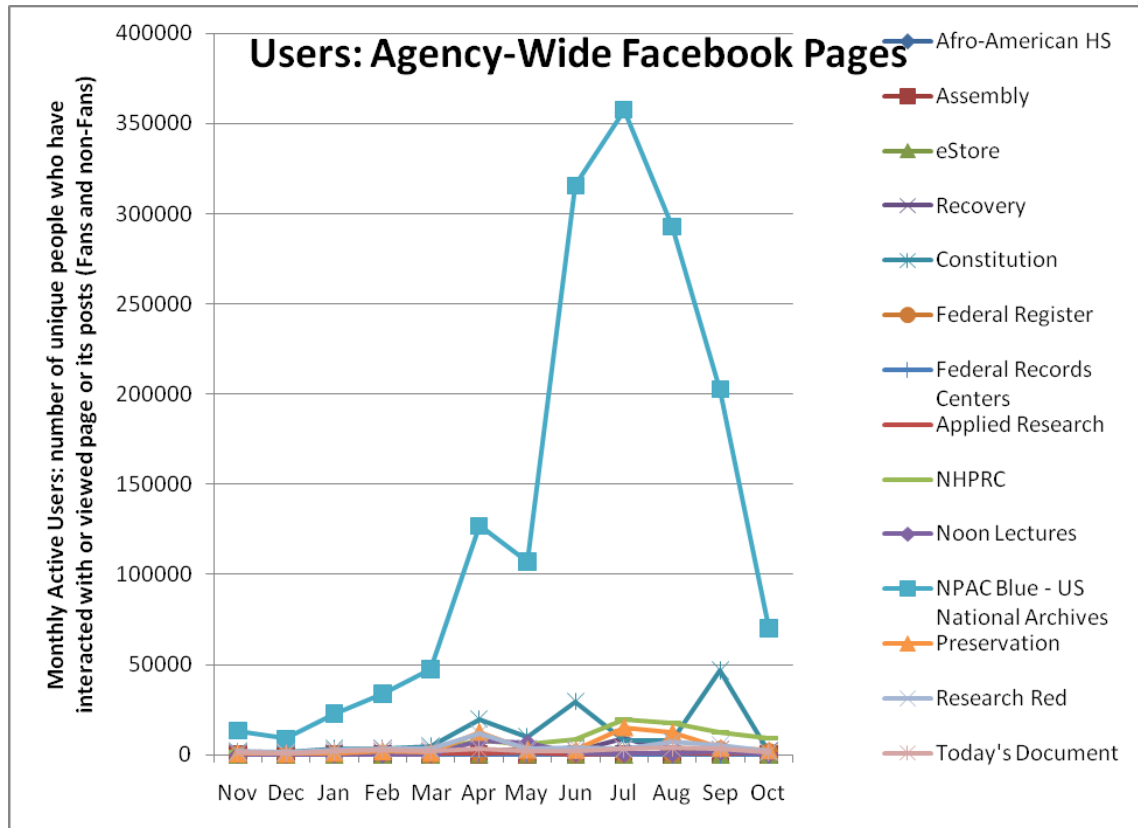
### Monthly Active Users of Regional Pages (Source: Appendix IV.B)

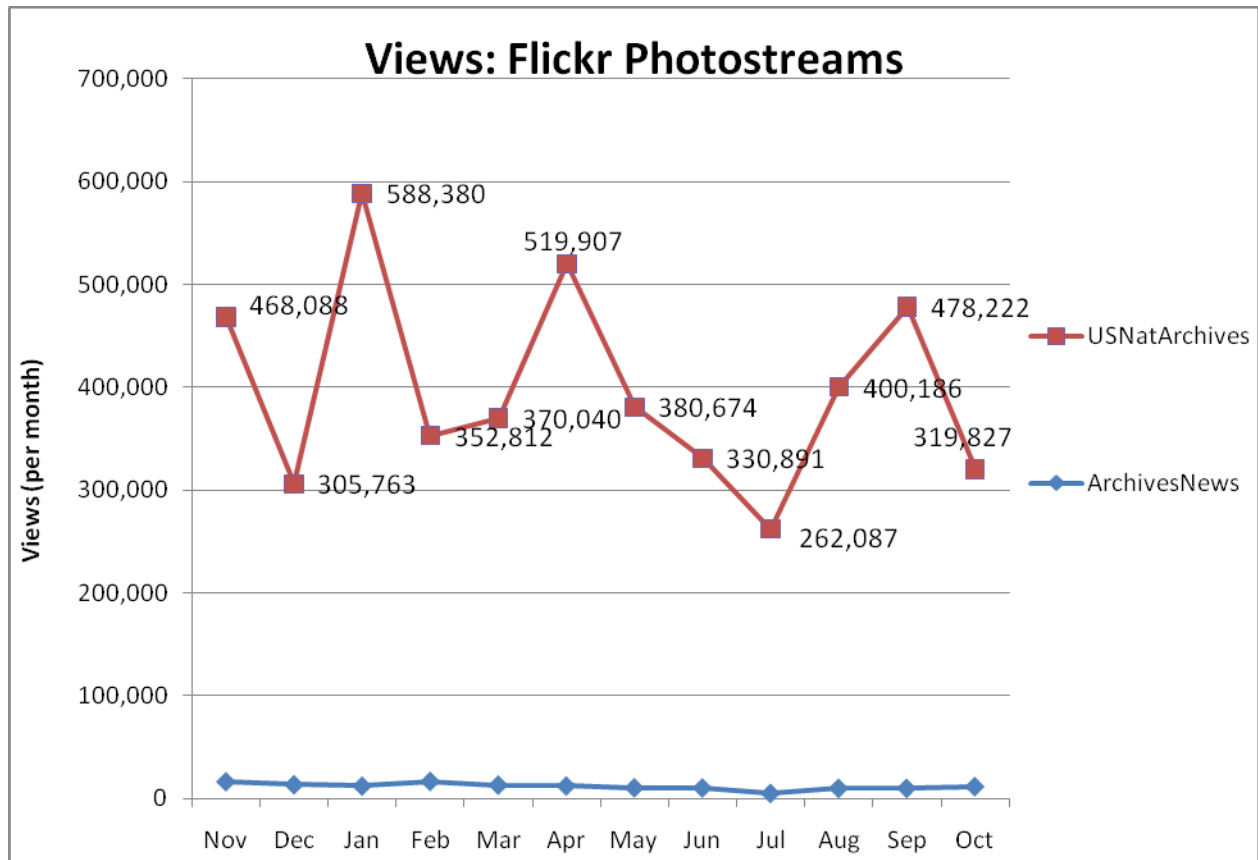
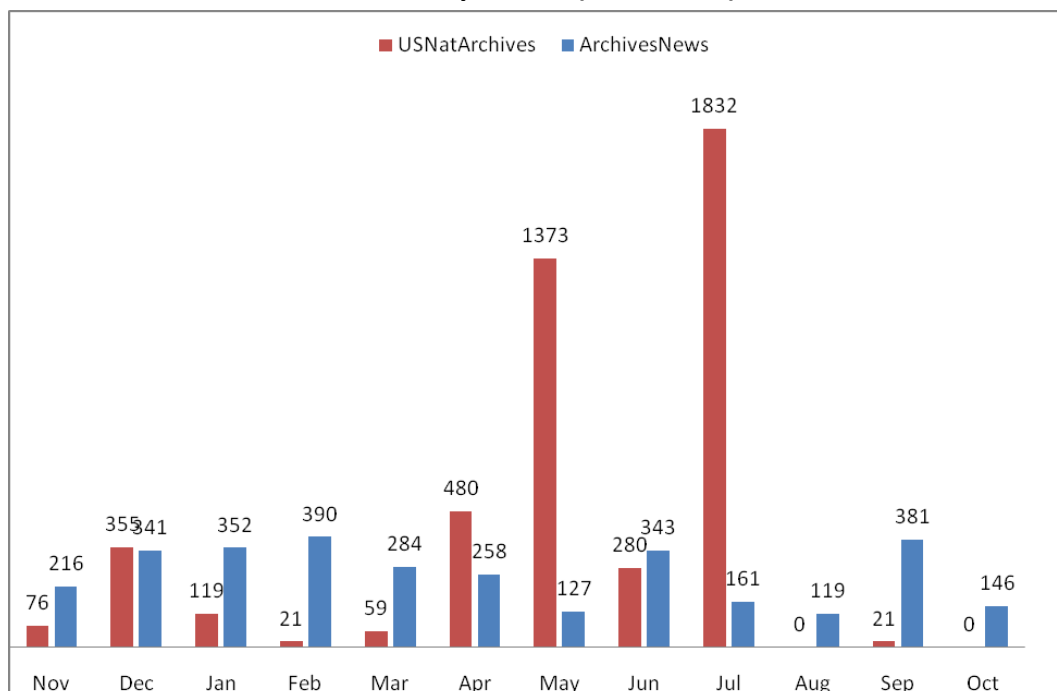


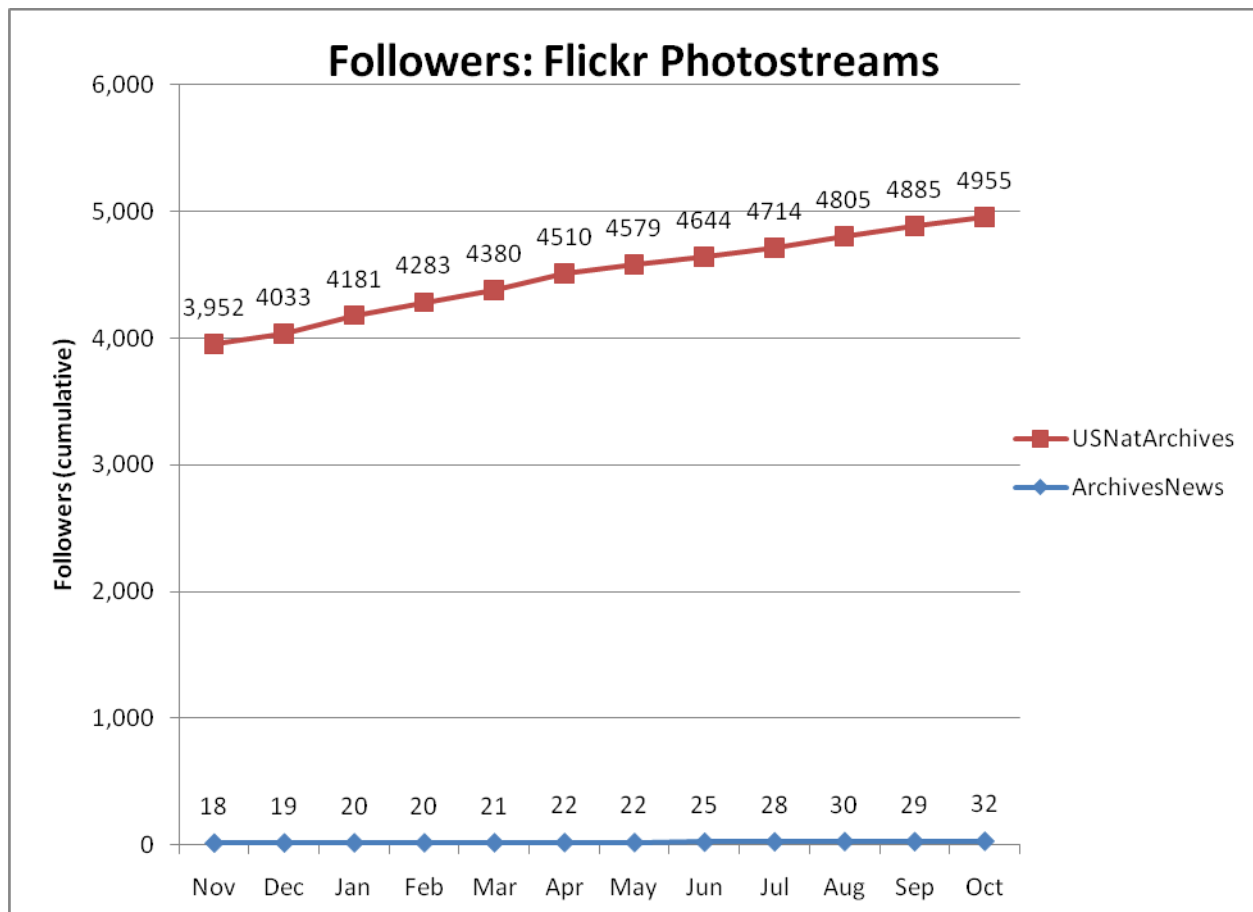
### Monthly Active Users of Presidential Library Pages (Source: Appendix IV.B)



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

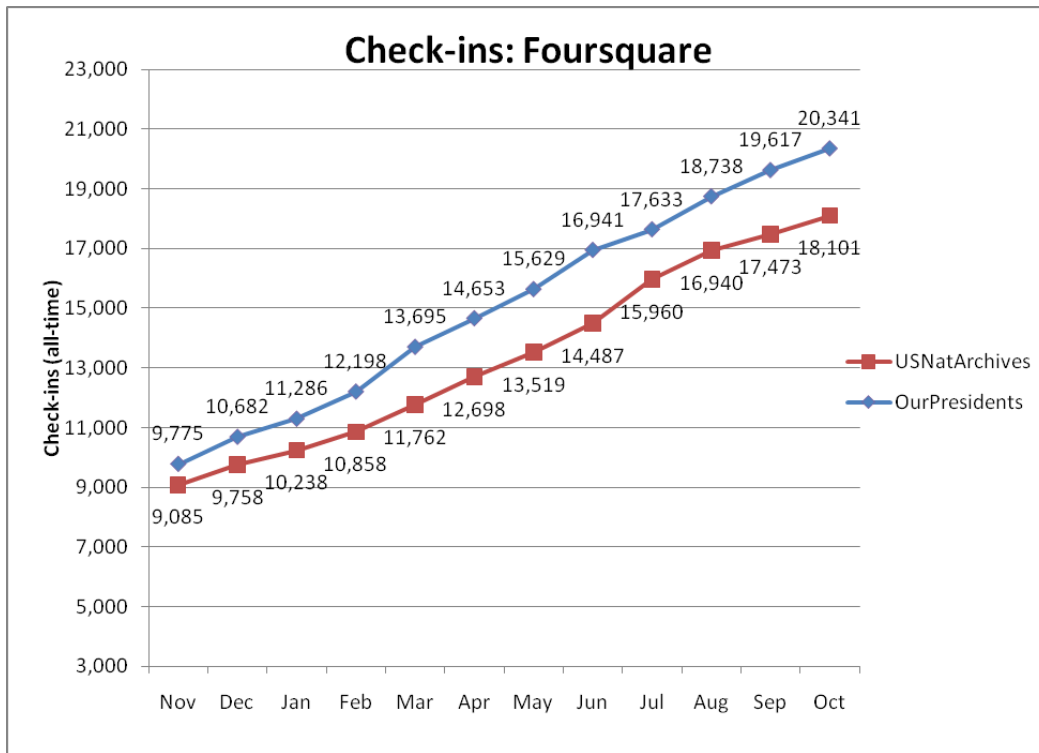


**Social Media Tools: Detail View – Flickr****Views on Photostreams (Per Month)****Photos Uploaded (Per Month)**

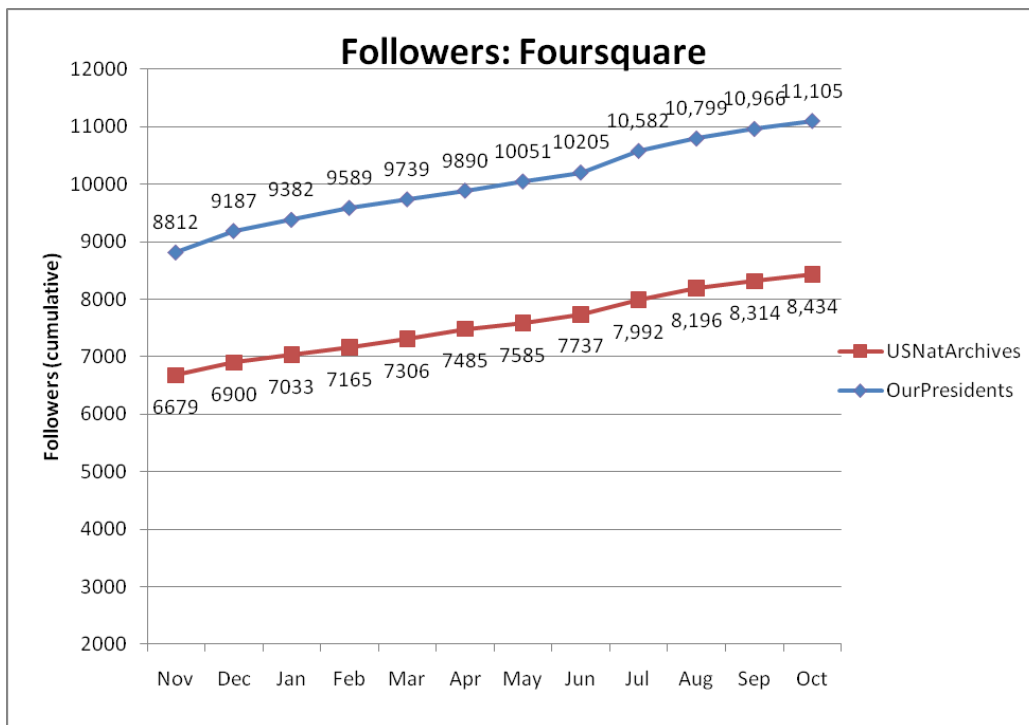
**Followers of Photostreams (Cumulative)**

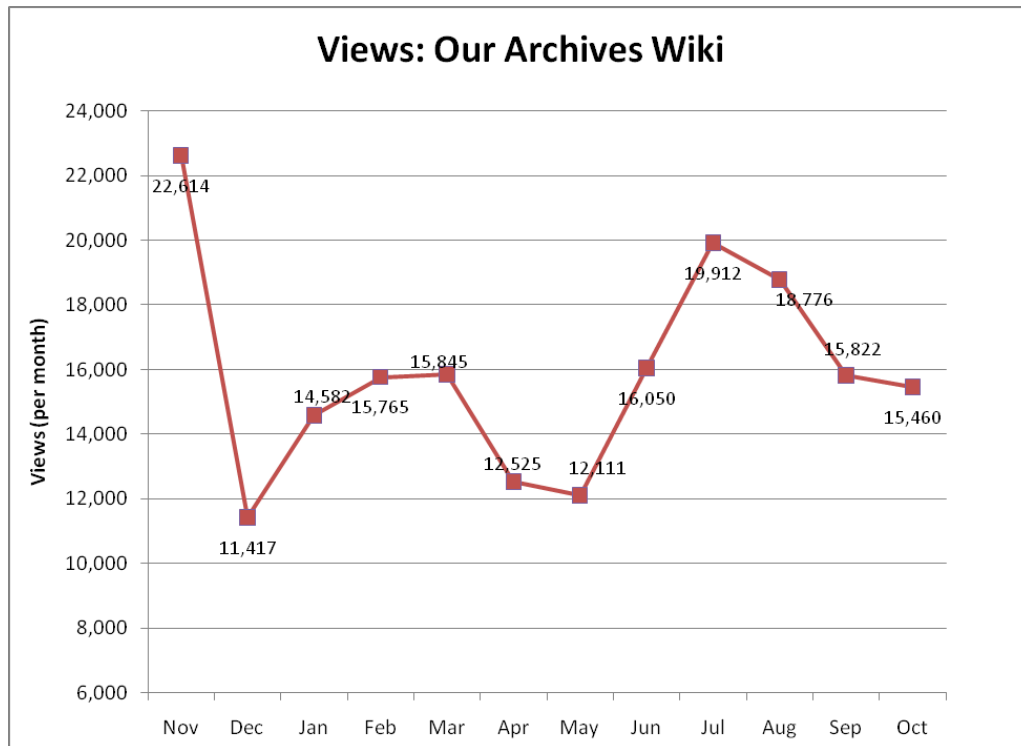
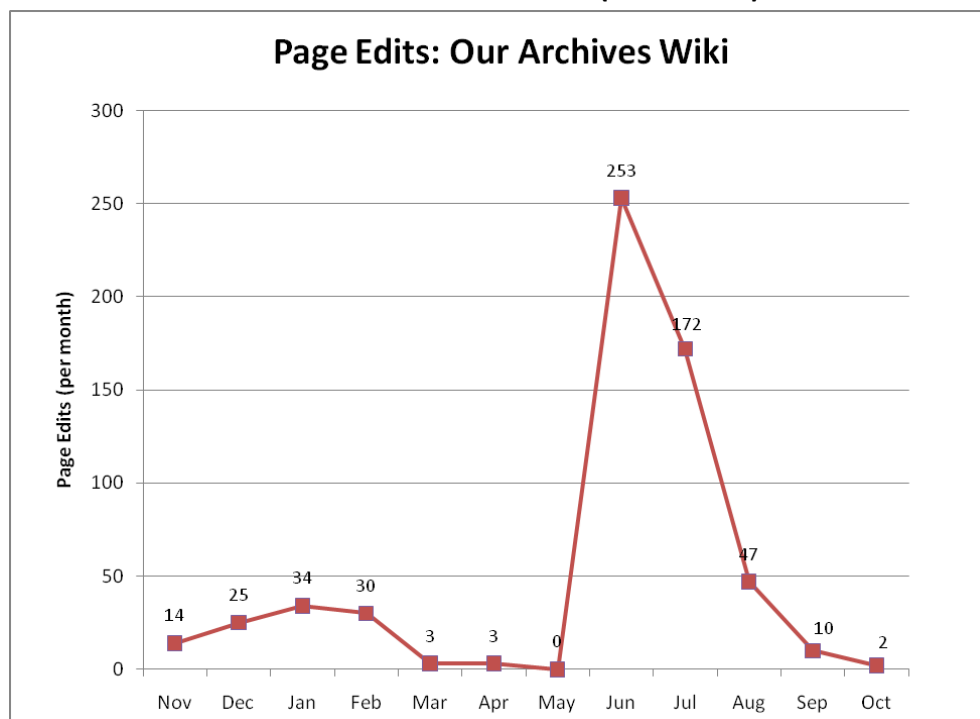
## Social Media Tools: Detail View – Foursquare

Number of Check-ins at USNatArchives and OurPresidents Venues (Cumulative)

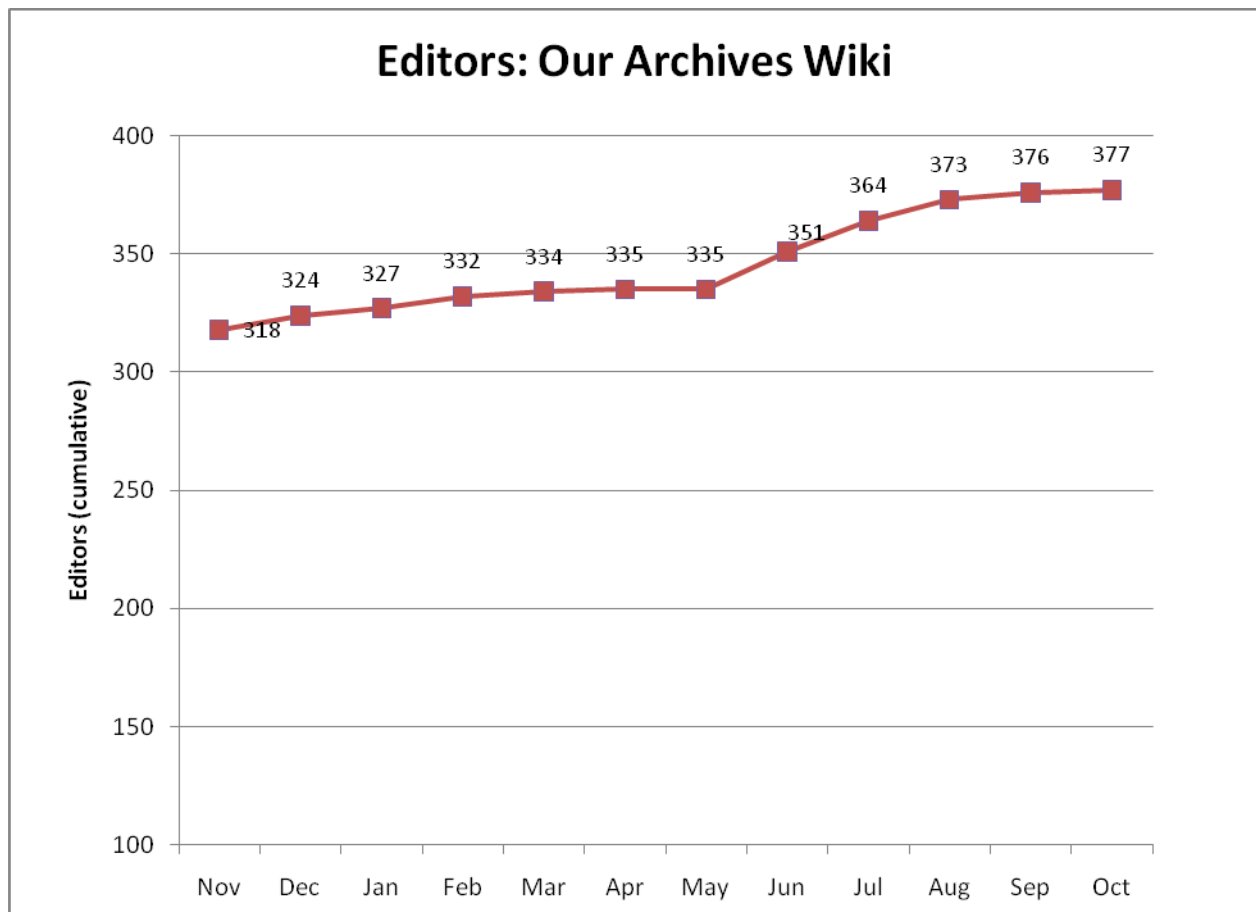


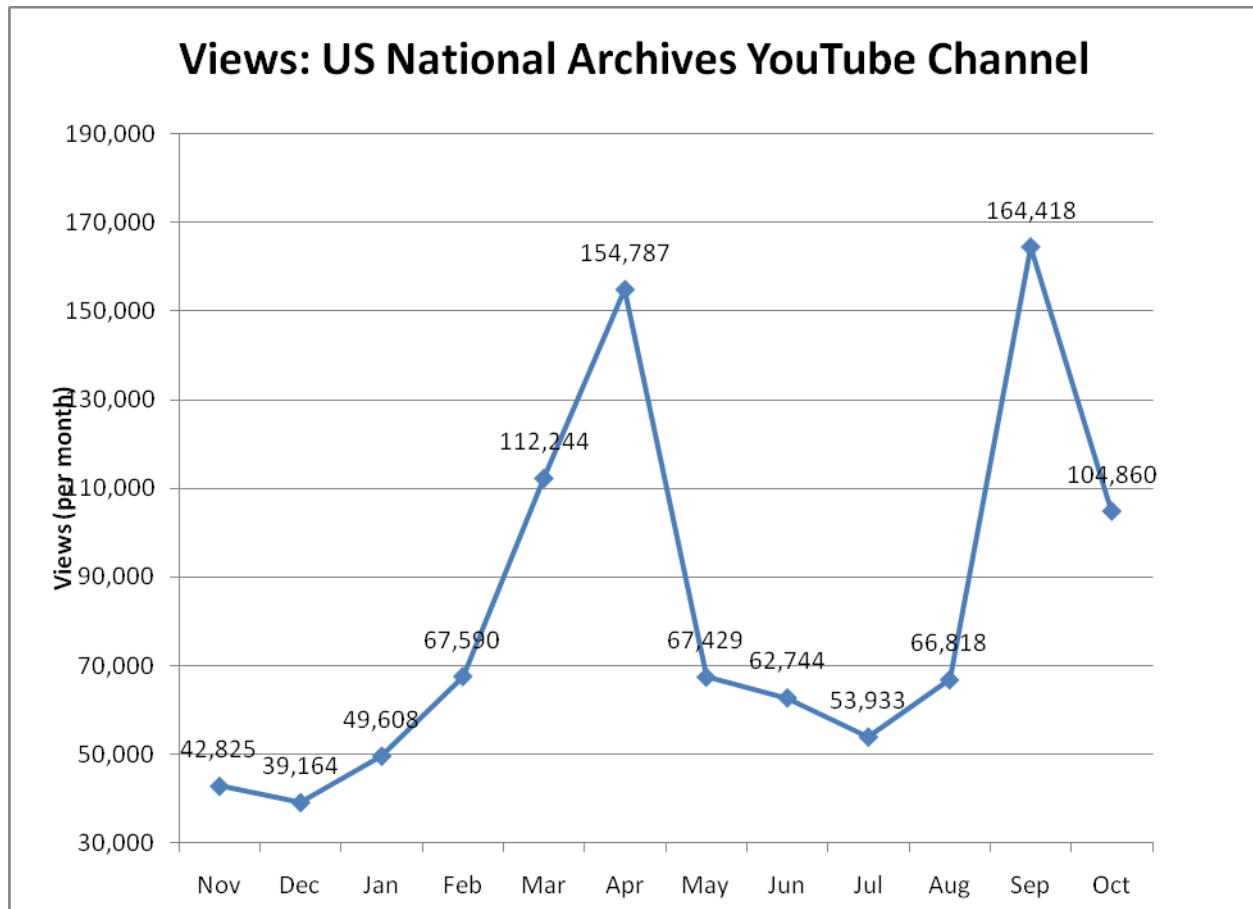
Number of Followers of USNatArchives and OurPresidents (Cumulative)

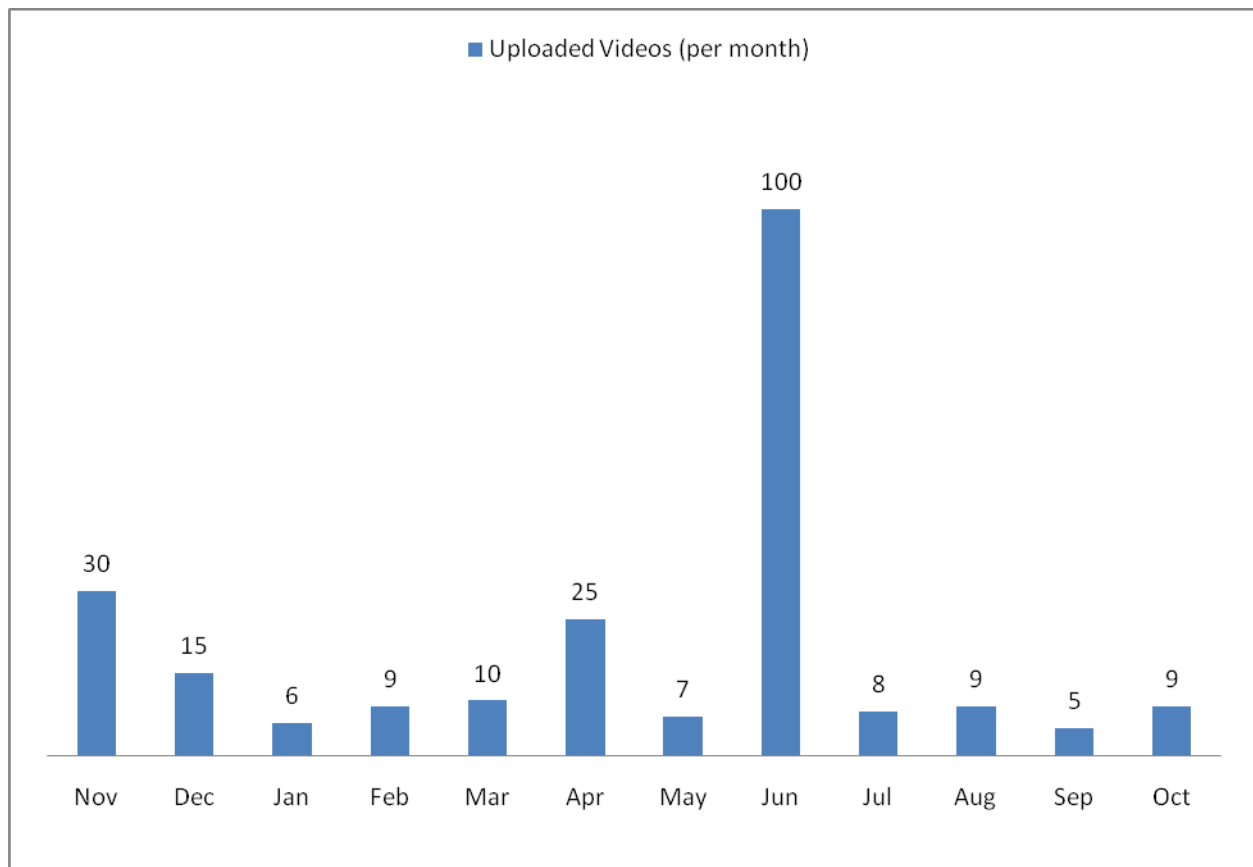


**Social Media Tools: Detail View – *Our Archives Wiki*****Views on Our Archives Wiki (Per Month)****Edits on Our Archives Wiki (Per Month)**



**Editors on Our Archives Wiki (Cumulative)**

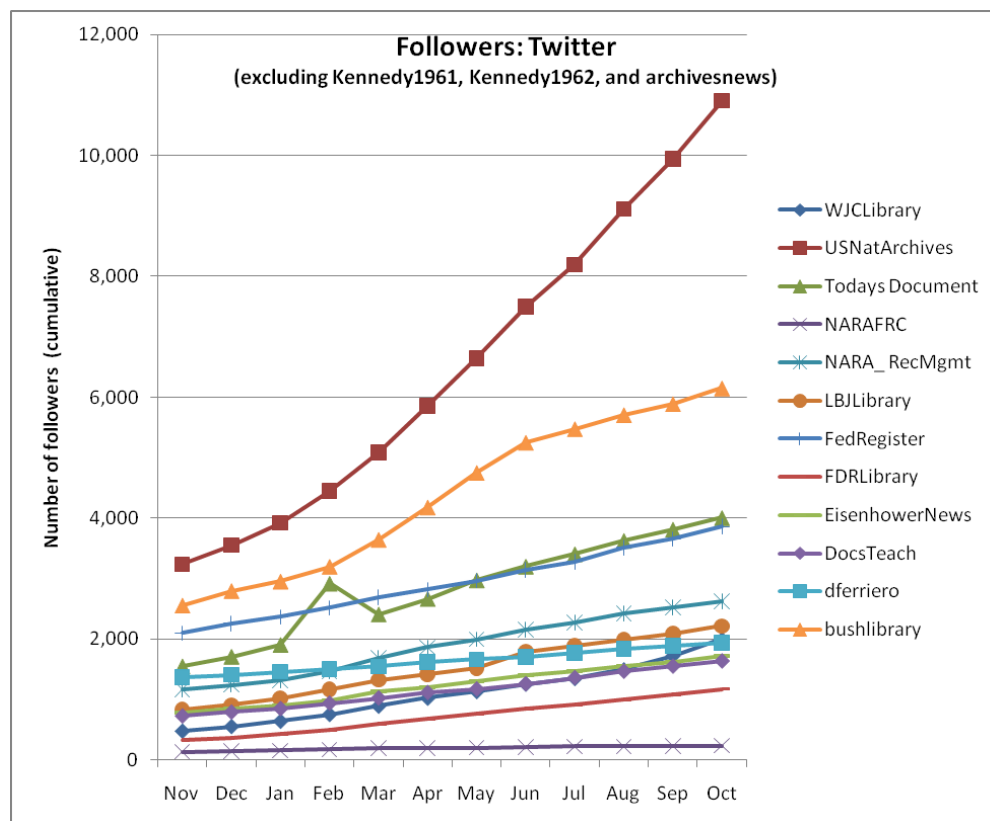
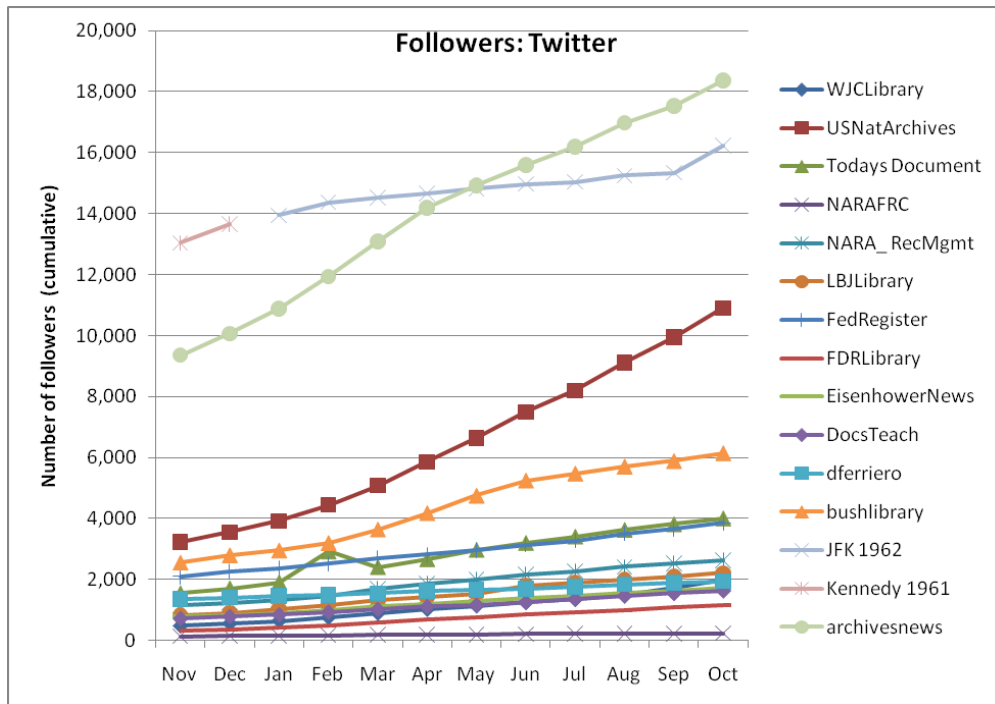
**Social Media Tools: Detail View – YouTube****Views on US National Archives Channel (Per Month)**

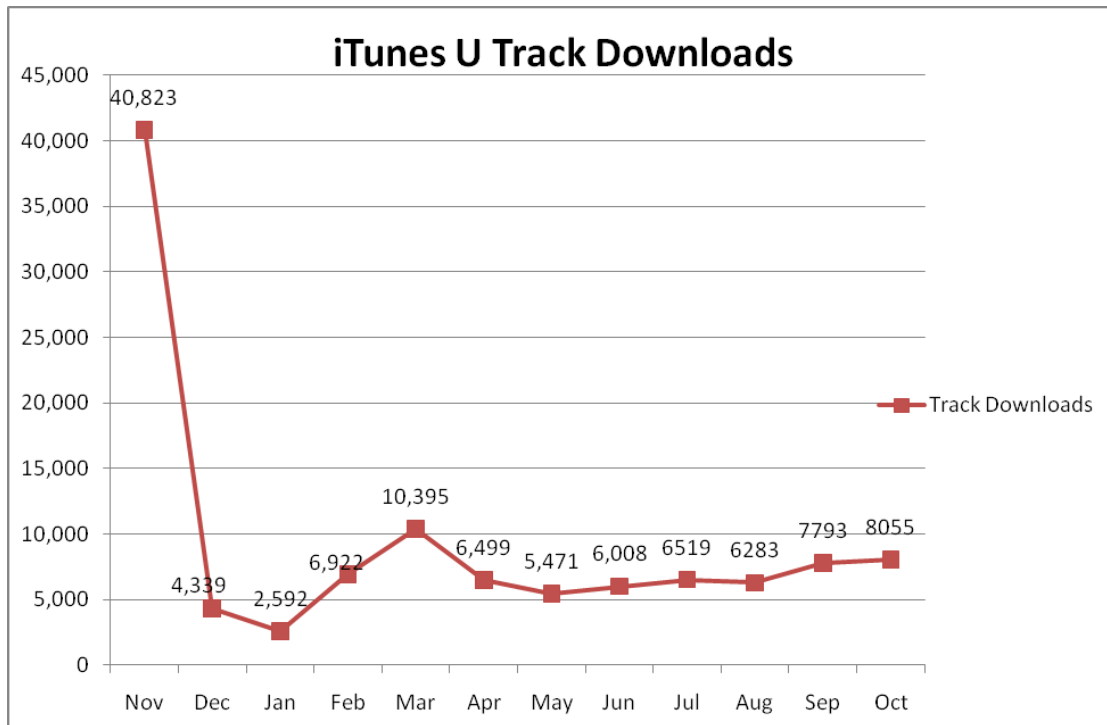
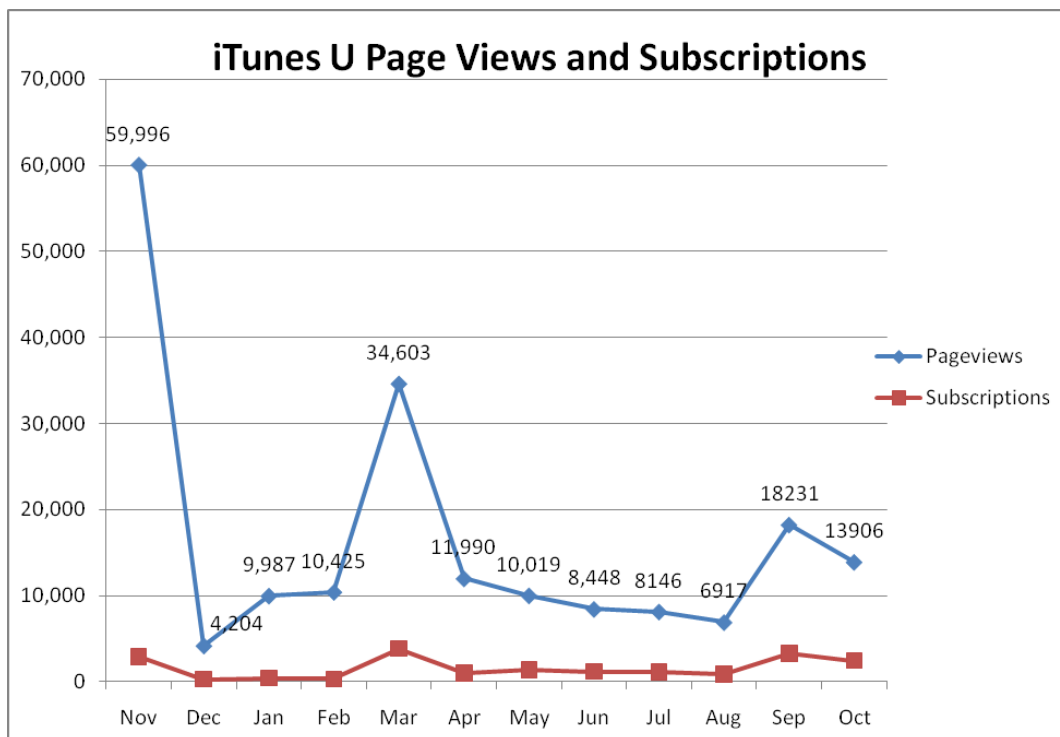
**Videos Uploaded to US National Archives Channel (Per Month)****Top 5 Most Viewed Videos for October 2012 on US National Archives Channel**

| Video Title                                                    | Views  |
|----------------------------------------------------------------|--------|
| <a href="#">Electoral College and the National Archives</a>    | 29,414 |
| <a href="#">Stories from the Great Depression</a>              | 11,325 |
| <a href="#">Electoral College and the National Archives</a>    | 4,458  |
| <a href="#">War Comes to America (complete film)</a>           | 3,970  |
| <a href="#">To the Brink: JFK and the Cuban Missile Crisis</a> | 2,763  |

## 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)**

## APPENDIX I: Sources of Information

| Site / Tool              | Source           | Statistic                                                                    |
|--------------------------|------------------|------------------------------------------------------------------------------|
| <b>Archives.gov</b>      | Google Analytics | Visits via referring sites                                                   |
| <b>Blogs (WordPress)</b> | Google Analytics | Visits<br>Pageviews<br>Unique visitors (monthly)                             |
|                          | Feedburner       | RSS feed subscribers                                                         |
| <b>Tumblogs</b>          | Google Analytics | Visits<br>Pageviews<br>Unique visitors (monthly)                             |
|                          | Tumblr           | Followers                                                                    |
| <b>Facebook</b>          | Facebook         | Post Views, Impressions (Jan 2012)<br>Monthly active users, Reach (Jan 2012) |
| <b>Flickr</b>            | Flickr           | View counts<br>Content uploaded<br>Who calls you a contact?                  |
| <b>Foursquare</b>        | Foursquare       | All-time check-ins at all venues<br>Followers                                |
| <b>Our Archives Wiki</b> | Wikispaces       | Views<br>Page edits<br>Editors                                               |
| <b>YouTube</b>           | YouTube          | Views of videos on this channel<br>Views of top videos<br>My uploaded videos |
| <b>Twitter</b>           | Twitter          | Followers                                                                    |

## APPENDIX II.A: Blog Visits

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

|                                           | Nov    | Dec    | Jan*   | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep    | Oct           |
|-------------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------------|
| <b>AOTUS</b>                              | 3,326  | 2,935  | 5,620  | 4,558  | 4,024  | 4,148  | 3,088  | 2,995  | 2,827  | 34,541 | 4,515  | <b>3,803</b>  |
| <b>FOIA</b>                               | 459    | 1,107  | 1,674  | 2,246  | 1,606  | 1,333  | 1,713  | 1,327  | 1,370  | 1,297  | 1,169  | <b>1,506</b>  |
| <b>Hoover Blackboard</b>                  | 614    | 497    | 608    | 778    | 948    | 719    | 578    | 284    | 209    | 260    | 390    | <b>517</b>    |
| <b>NARAtions</b>                          | 6,436  | 5,755  | 8,779  | 5,943  | 9,330  | 12,061 | 6,391  | 6,157  | 5,378  | 5,579  | 5,955  | <b>5,756</b>  |
| <b>NDC Blog</b>                           | 474    | 466    | 681    | 942    | 662    | 630    | 467    | 510    | 658    | 695    | 1,618  | <b>64,541</b> |
| <b>NLRR Education Blog</b>                | 67     | 57     | 70     | 92     | 77     | 87     | 87     | 37     | 42     | 37     | 188    | <b>132</b>    |
| <b>Prologue Blog</b>                      | 6,930  | 7,036  | 11,316 | 12,110 | 10,436 | 8,981  | 9,861  | 7,749  | 8,043  | 8,114  | 12,191 | <b>12,439</b> |
| <b>Records Express Blog</b>               | 1,322  | 1,834  | 2,507  | 1,961  | 2,236  | 1,789  | 1,599  | 1,204  | 1,503  | 3,334  | 2,339  | <b>2,424</b>  |
| <b>The Text Message</b>                   | 3,268  | 2,932  | 2,705  | 5,757  | 4,525  | 3,697  | 3,549  | 3,395  | 2,066  | 4,027  | 3,838  | <b>3,929</b>  |
| <b>Today's Document</b>                   | 3,970  | 3,043  | 2680   | 3,157  | 3,855  | 3,088  | 3,025  | 1,578  | 1,177  | 1,400  | 2,619  | <b>3,589</b>  |
| <b>Transforming Classification (PIDB)</b> | 193    | 191    | 244    | 150    | 162    | 214    | 158    | 150    | 150    | 148    | 128    | <b>186</b>    |
| <b>The Carter Chronicle</b>               |        |        |        |        |        |        |        |        |        |        |        | <b>93</b>     |
| <b>MONTHLY TOTAL</b>                      | 27,199 | 25,979 | 37,018 | 37,845 | 38,000 | 36,874 | 30,670 | 25,518 | 23,423 | 59,432 | 34,950 | <b>98,915</b> |

\*Google Analytics Statistics not available for some blogs in the month of January. WebTrends has been substituted.

## 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.

|                                           | Nov    | Dec    | Jan*   | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep    | Oct            |
|-------------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|----------------|
| <b>AOTUS</b>                              | 6,245  | 5,461  | 9,123  | 8,253  | 7,047  | 6,882  | 5,136  | 5,550  | 4,644  | 37,998 | 6,689  | <b>6,604</b>   |
| <b>FOIA</b>                               | 1,701  | 3,294  | 2,602  | 3,516  | 2,657  | 2,119  | 2,804  | 2,152  | 2,244  | 2,258  | 1,886  | <b>2,446</b>   |
| <b>Hoover Blackboard</b>                  | 1,076  | 904    | 1,105  | 1,169  | 1,484  | 1,027  | 857    | 415    | 300    | 476    | 678    | <b>785</b>     |
| <b>NARAtions</b>                          | 11,608 | 10,037 | 15,229 | 10,723 | 17,638 | 21,739 | 11,304 | 10,524 | 9,789  | 9,776  | 10,308 | <b>9,884</b>   |
| <b>NDC Blog</b>                           | 751    | 905    | 1,069  | 1,366  | 1,002  | 1,134  | 835    | 765    | 1,018  | 1,178  | 2,628  | <b>97,110</b>  |
| <b>NLRR Education Blog</b>                | 140    | 102    | 137    | 211    | 137    | 158    | 130    | 53     | 104    | 53     | 227    | <b>193</b>     |
| <b>Prologue Blog</b>                      | 13,348 | 13,015 | 20,510 | 21,864 | 18,890 | 16,621 | 16,993 | 14,705 | 13,753 | 13,396 | 21,339 | <b>21,609</b>  |
| <b>Records Express Blog</b>               | 2,246  | 3,418  | 4,348  | 3,570  | 3,994  | 2,989  | 2,679  | 2,065  | 2,490  | 5,400  | 4,060  | <b>3,767</b>   |
| <b>The Text Message</b>                   | 5,894  | 5,136  | 4,407  | 15,987 | 7,724  | 5,771  | 6,736  | 5,314  | 3,724  | 6,279  | 6,221  | <b>6,268</b>   |
| <b>Today's Document</b>                   | 7,816  | 5,766  | 5,080  | 6,735  | 7,771  | 6,290  | 6,320  | 3,212  | 2,566  | 3,046  | 5,835  | <b>7,302</b>   |
| <b>Transforming Classification (PIDB)</b> | 245    | 250    | 350    | 217    | 231    | 331    | 260    | 227    | 220    | 214    | 200    | <b>275</b>     |
| <b>The Carter Chronicle</b>               |        |        |        |        |        |        |        |        |        |        |        | <b>181</b>     |
| <b>MONTHLY TOTAL</b>                      | 51,322 | 48,522 | 58,010 | 73,863 | 68,806 | 62,282 | 54,299 | 45,185 | 40,852 | 80,074 | 60,071 | <b>156,424</b> |

\*Google Analytics Statistics not available for some blogs in the month of January. WebTrends has been substituted.



## 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.

|                                           | Nov    | Dec    | Jan*   | Feb    | Mar    | Apr    | May     | Jun     | Jul     | Aug     | Sep     | Oct            |
|-------------------------------------------|--------|--------|--------|--------|--------|--------|---------|---------|---------|---------|---------|----------------|
| <b>AOTUS</b>                              | 26,471 | 28,464 | 32,495 | 29,484 | 31,965 | 34,986 | 37,084  | 39,064  | 40,999  | 74,155  | 78,004  | <b>80,788</b>  |
| <b>FOIA</b>                               | 1,847  | 2,744  | 3,717  | 4,100  | 4,969  | 5,649  | 6,795   | 7,581   | 8,394   | 9,132   | 9,844   | <b>10,842</b>  |
| <b>Hoover Blackboard</b>                  | 5,028  | 5,470  | -      | 5,789  | 6,659  | 7,326  | 7,853   | 8,104   | 8,285   | 8,509   | 8,848   | <b>9,313</b>   |
| <b>NARAtions</b>                          | 52,154 | 56,394 | -      | 54,616 | 61,587 | 71,154 | 76,350  | 81,038  | 85,355  | 89,744  | 94,514  | <b>99,172</b>  |
| <b>NDC Blog</b>                           | 5,316  | 5,561  | -      | 5,084  | 5,439  | 5,808  | 6,120   | 6,416   | 6,742   | 7,111   | 7,992   | <b>69,406</b>  |
| <b>NLRR Education Blog</b>                | 1,068  | 1,119  | 1,184  | 1,200  | 1,269  | 1,352  | 1,432   | 1,468   | 1,508   | 1,544   | 1,724   | <b>1,846</b>   |
| <b>Prologue Blog</b>                      | 60,139 | 65,778 | 74,660 | 77,821 | 85,910 | 93,445 | 101,415 | 106,939 | 113,015 | 118,956 | 128,928 | <b>138,749</b> |
| <b>Records Express Blog</b>               | 8,237  | 9,359  | -      | 8,182  | 9,396  | 10,547 | 11,618  | 12,363  | 13,222  | 15,129  | 16,463  | <b>17,838</b>  |
| <b>The Text Message</b>                   | 12,990 | 15,250 | 17,404 | 18,207 | 21,484 | 24,110 | 26,674  | 29,132  | 30,785  | 33,647  | 36,405  | <b>39,462</b>  |
| <b>Today's Document</b>                   | 23,380 | 26,121 | -      | 27,424 | 30,731 | 33,475 | 36,131  | 37,532  | 38,564  | 39,768  | 42,135  | <b>45,355</b>  |
| <b>Transforming Classification (PIDB)</b> | 2,483  | 2,645  | -      | 2,313  | 2,455  | 2,608  | 2,738   | 2,861   | 2,971   | 3,087   | 3,196   | <b>3,345</b>   |
| <b>The Carter Chronicle</b>               |        |        |        |        |        |        |         |         |         |         |         | <b>74</b>      |

\*Google Analytics Statistics not available for some blogs in the month of January.

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

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

|                                           | Nov    | Dec    | Jan*  | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep    | Oct           |
|-------------------------------------------|--------|--------|-------|--------|--------|--------|--------|--------|--------|--------|--------|---------------|
| <b>AOTUS</b>                              | 2,278  | 1,993  | 4,031 | 3,062  | 2,481  | 3,021  | 2,098  | 1,980  | 1,935  | 33,156 | 3,849  | <b>2,784</b>  |
| <b>FOIA</b>                               | 274    | 897    | 973   | 1,342  | 869    | 680    | 1,146  | 786    | 813    | 738    | 712    | <b>998</b>    |
| <b>Hoover Blackboard</b>                  | 549    | 442    | -     | 714    | 870    | 667    | 527    | 251    | 181    | 224    | 339    | <b>465</b>    |
| <b>NARAtions</b>                          | 4,749  | 4,240  | -     | 4,062  | 6,971  | 9,567  | 5,196  | 4,688  | 4,317  | 4,389  | 4,770  | <b>4,658</b>  |
| <b>NDC Blog</b>                           | 313    | 245    | -     | 419    | 355    | 369    | 312    | 296    | 326    | 369    | 881    | <b>61,414</b> |
| <b>NLRR Education Blog</b>                | 58     | 51     | 65    | 83     | 69     | 83     | 80     | 36     | 40     | 36     | 180    | <b>122</b>    |
| <b>Prologue Blog</b>                      | 5,558  | 5,639  | 8,882 | 9,593  | 8,089  | 7,535  | 7,970  | 5,524  | 6,076  | 5,941  | 9,972  | <b>9,821</b>  |
| <b>Records Express Blog</b>               | 890    | 1,122  | -     | 1,012  | 1,214  | 1,151  | 1,071  | 745    | 859    | 1,907  | 1,334  | <b>1,375</b>  |
| <b>The Text Message</b>                   | 2,539  | 2,260  | 2,154 | 3,726  | 3,277  | 2,626  | 2,564  | 2,458  | 1,653  | 2,862  | 2,758  | <b>3,057</b>  |
| <b>Today's Document</b>                   | 3,590  | 2,741  | -     | 2,717  | 3,307  | 2,744  | 2,656  | 1,401  | 1,032  | 1,204  | 2,367  | <b>3,220</b>  |
| <b>Transforming Classification (PIDB)</b> | 164    | 162    | -     | 124    | 142    | 153    | 130    | 123    | 110    | 116    | 109    | <b>149</b>    |
| <b>The Carter Chronicle</b>               |        |        |       |        |        |        |        |        |        |        |        | <b>74</b>     |
| <b>MONTHLY TOTAL</b>                      | 21,089 | 19,907 | -     | 27,010 | 27,788 | 28,728 | 23,897 | 18,410 | 17,342 | 50,942 | 27,271 | <b>88,137</b> |

\*Google Analytics Statistics not available for some blogs in the month of January.

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

|                                           | Nov   | Dec   | Jan   | Feb   | Mar   | Apr   | May   | Jun   | Jul   | Aug   | Sep    | Oct           |
|-------------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|---------------|
| <b>AOTUS</b>                              | 929   | 905   | 959   | 985   | 918   | 970   | 1,663 | 1,362 | 1,509 | 1,682 | 1,804  | <b>1,946</b>  |
| <b>NARAtions</b>                          | 977   | 950   | 980   | 1006  | 984   | 1038  | 1,607 | 1,649 | 1,626 | 1,843 | 2,030  | <b>2,041</b>  |
| <b>Hoover Blackboard</b>                  | 50    | 45    | 46    | 46    | 42    | 48    | 620   | 492   | 546   | 582   | 805    | <b>979</b>    |
| <b>FOIA Ombudsman</b>                     | 21    | 24    | 25    | 28    | 19    | 24    | 40    | 35    | 40    | 34    | 37     | <b>36</b>     |
| <b>NDC Blog</b>                           | 126   | 119   | 137   | 132   | 115   | 132   | 700   | 565   | 770   | 702   | 984    | <b>1,271</b>  |
| <b>Prologue</b>                           | 262   | 317   | 346   | 369   | 355   | 367   | 1,131 | 1,032 | 1,176 | 1,225 | 1,322  | <b>1,709</b>  |
| <b>Reagan Education Workshops</b>         | 5     | 4     | 5     | 4     | 4     | 4     | 4     | 5     | 6     | 4     | 5      | <b>4</b>      |
| <b>Records Express</b>                    | 207   | 174   | 191   | 230   | 160   | 212   | 750   | 628   | 745   | 808   | 1,144  | <b>1,406</b>  |
| <b>Text Message</b>                       | 100   | 100   | 110   | 123   | 107   | 114   | 704   | 685   | 646   | 869   | 1,061  | <b>1,159</b>  |
| <b>Today's Document</b>                   | 174   | 171   | 183   | 198   | 120   | 154   | 604   | 507   | 570   | 594   | 828    | <b>962</b>    |
| <b>Transforming Classification (PIDB)</b> | 53    | 51    | 52    | 55    | 53    | 54    | 56    | 56    | 62    | 53    | 57     | <b>66</b>     |
| <b>Washboard</b>                          | 6     | 6     | 12    | 21    | 11    | 19    | 16    | 16    | 23    | 17    | 19     | <b>26</b>     |
| <b>TOTAL RSS SUBSCRIBERS</b>              | 2,910 | 2,866 | 3,046 | 3,197 | 2,888 | 3,136 | 7,895 | 7,032 | 7,719 | 8,413 | 10,096 | <b>11,605</b> |

## APPENDIX IV.A: Facebook Post Views

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

|                                      | Nov              | Dec            | Jan              | Feb              | Mar              | Apr              | May              | Jun              | Jul              | Aug              | Sep              | Oct              | Total             |
|--------------------------------------|------------------|----------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------------|
| <b>Monthly Total (A+P+R)</b>         | <b>1,342,155</b> | <b>974,854</b> | <b>1,250,794</b> | <b>1,812,103</b> | <b>2,247,105</b> | <b>3,723,803</b> | <b>3,128,344</b> | <b>3,547,281</b> | <b>4,443,813</b> | <b>378,905</b>   | <b>3,229,231</b> | <b>2,365,259</b> | <b>31,867,749</b> |
| <b>Agency-Wide Total</b>             | <b>771,804</b>   | <b>570,340</b> | <b>717,642</b>   | <b>884,656</b>   | <b>1,104,607</b> | <b>1,778,817</b> | <b>1,301,443</b> | <b>2,182,116</b> | <b>2,298,602</b> | <b>2,055,575</b> | <b>1,629,905</b> | <b>1,141,635</b> | <b>16,451,093</b> |
| <b>Afro-American History Society</b> | 973              | 1,480          | 1,873            | 1,661            | 1,009            | 2,410            | 434              | 1,550            | 1,823            | 872              | 1,032            | 1,320            | <b>16,437</b>     |
| <b>Assembly</b>                      | 616              | 443            | 997              | 589              | 317              | 551              | 769              | 142              | 390              | 157              | 107              | 129              | <b>5,207</b>      |
| <b>eStore</b>                        | 1,319            | 1,378          | 279              | 578              | 582              | 2,401            | 2519             | 1,971            | 710              | 1,144            | 642              | 952              | <b>14,475</b>     |
| <b>Recovery</b>                      | 10,653           | 10,370         | 10,309           | 10,080           | 13,805           | 16,591           | 12,238           | 13,759           | 28,027           | 12,334           | 16,719           | 11,991           | <b>166,876</b>    |
| <b>Constitution</b>                  | 15,176           | 10,297         | 25,485           | 40,315           | 32,853           | 86,953           | 44,622           | 112,511          | 29,626           | 30,538           | 183,816          | 8,253            | <b>620,445</b>    |
| <b>Federal Register</b>              | 3,885            | 3,019          | 1,041            | 827              | 374              | 2,401            | 2016             | 1,851            | 3,922            | 3,137            | 10,179           | 7,408            | <b>40,060</b>     |
| <b>Federal Records Centers</b>       | 1,973            | 1,080          | 837              | 386              | 552              | 1,098            | 1506             | 1,423            | 1,117            | 770              | 1,363            | 2,363            | <b>14,468</b>     |
| <b>NCAST</b>                         | 6,990            | 2,368          | 2,602            | 5,279            | 4,650            | 5,640            | 7297             | 1,300            | 5,778            | 6,546            | 2,597            | 3,392            | <b>54,439</b>     |
| <b>NHPRC</b>                         | 23,823           | 9,629          | 20,865           | 28,438           | 38,877           | 58,896           | 48,305           | 69,245           | 115,190          | 94,363           | 69,537           | 46,649           | <b>623,817</b>    |
| <b>Noon Lectures</b>                 | 1,974            | 773            | 879              | 1,726            | 2,201            | 23,336           | 20,947           | 4,856            | 5,006            | 3,426            | 6,744            | 2,753            | <b>74,621</b>     |
| <b>NPAC Blue</b>                     | 575,103          | 416,055        | 533,538          | 615,436          | 861,187          | 1,369,550        | 1,059,317        | 1,866,951        | 1,940,998        | 1,740,560        | 1,194,550        | 949,454          | <b>13,122,699</b> |
| <b>Preservation</b>                  | 7,102            | 11,790         | 8,779            | 17,969           | 9,578            | 48,728           | 11,625           | 18,905           | 58,491           | 51,043           | 50,427           | 16,298           | <b>310,735</b>    |
| <b>Research Red</b>                  | 47,572           | 24,127         | 35,985           | 64,246           | 40,065           | 68,799           | 21,071           | 24,716           | 12,950           | 35,482           | 32,675           | 10,136           | <b>417,824</b>    |
| <b>Today's Document</b>              | 74,645           | 77,531         | 74,173           | 97,126           | 98,557           | 91,463           | 68,777           | 62,936           | 76,083           | 58,842           | 48,975           | 36,657           | <b>865,765</b>    |
| <b>NARA Students and Interns</b>     |                  |                |                  |                  |                  |                  |                  | 13,951           | 18,491           | 16,361           | 9,075            | 5,840            | <b>63,718</b>     |
| <b>Electoral College</b>             |                  |                |                  |                  |                  |                  |                  |                  |                  |                  | 1,467            | 38,040           | <b>39,507</b>     |

|                           | Nov            | Dec            | Jan            | Feb            | Mar            | Apr              | May              | Jun              | Jul              | Aug              | Sep              | Oct            | Total             |
|---------------------------|----------------|----------------|----------------|----------------|----------------|------------------|------------------|------------------|------------------|------------------|------------------|----------------|-------------------|
| <b>Presidential Total</b> | <b>464,262</b> | <b>322,080</b> | <b>409,021</b> | <b>689,288</b> | <b>778,812</b> | <b>1,462,335</b> | <b>1,486,773</b> | <b>1,137,000</b> | <b>1,804,961</b> | <b>1,403,176</b> | <b>1,338,795</b> | <b>989,993</b> | <b>12,286,496</b> |
| <b>Bush</b>               | 81,027         | 56,754         | 51,071         | 161,362        | 167,550        | 235,142          | 498,875          | 232,954          | 514,779          | 223,053          | 178,927          | <b>142,501</b> | <b>2,543,995</b>  |
| <b>Carter</b>             | 26,785         | 19,449         | 43,906         | 45,347         | 52,979         | 93,528           | 57,562           | 37,238           | 45,435           | 52,476           | 163,110          | <b>52,451</b>  | <b>690,266</b>    |
| <b>Clinton</b>            | 140,159        | 95,088         | 79,516         | 76,369         | 97,191         | 379,915          | 234,231          | 266,307          | 337,985          | 288,565          | 276,369          | <b>257,108</b> | <b>2,528,803</b>  |
| <b>Eisenhower</b>         | 35,697         | 20,084         | 31,745         | 61,827         | 70,770         | 141,065          | 148,515          | 121,718          | 88,206           | 114,942          | 65,224           | <b>56,197</b>  | <b>955,990</b>    |
| <b>Ford Library</b>       | 6,529          | 1,877          | 5,310          | 6,203          | 2,583          | 5,062            | 3,672            | 18,277           | 3,863            | 5,703            | 3,658            | <b>23,162</b>  | <b>85,899</b>     |
| <b>Ford Museum</b>        | 6,333          | 3,446          | 9,428          | 19,898         | 11,974         | 42,305           | 31,602           | 40,616           | 94,983           | 76,917           | 204,976          | <b>69,431</b>  | <b>611,909</b>    |
| <b>Hoover</b>             | 12,143         | 12,931         | 15,391         | 30,640         | 19,173         | 24,065           | 26,783           | 15,399           | 48,862           | 55,340           | 17,837           | <b>18,593</b>  | <b>297,157</b>    |
| <b>Johnson</b>            | 18,412         | 13,990         | 27,840         | 54,232         | 74,026         | 99,654           | 32,712           | 50,798           | 65,577           | 55,816           | 46,069           | <b>44,991</b>  | <b>584,117</b>    |
| <b>Nixon</b>              | 21,106         | 9,781          | 50,459         | 88,198         | 137,290        | 190,570          | 193,948          | 136,801          | 188,412          | 158,981          | 127,067          | <b>83,088</b>  | <b>1,385,701</b>  |
| <b>Reagan</b>             | 19,030         | 14,890         | 19,307         | 19,003         | 31,340         | 16,834           | 34,414           | 33,536           | 60,149           | 82,197           | 33,783           | <b>43,922</b>  | <b>408,405</b>    |
| <b>Roosevelt</b>          | 24,929         | 12,531         | 35,469         | 35,731         | 40,706         | 47,083           | 43,265           | 39,636           | 56,745           | 109,658          | 48,275           | <b>66,275</b>  | <b>560,303</b>    |
| <b>Truman</b>             | 72,112         | 61,259         | 39,579         | 90,478         | 73,230         | 187,112          | 181,194          | 143,720          | 299,965          | 179,528          | 173,500          | <b>132,274</b> | <b>1,633,951</b>  |
|                           | Nov            | Dec            | Jan            | Feb            | Mar            | Apr              | May              | Jun              | Jul              | Aug              | Sep              | Oct            | Total             |
| <b>Regional Total</b>     | <b>106,089</b> | <b>82,434</b>  | <b>124,131</b> | <b>238,159</b> | <b>363,686</b> | <b>482,651</b>   | <b>340,128</b>   | <b>228,165</b>   | <b>340,250</b>   | <b>330,305</b>   | <b>260,531</b>   | <b>233,631</b> | <b>3,130,160</b>  |
| <b>Anchorage</b>          | 2,117          | 2,857          | 13,538         | 14,200         | 3,593          | 4,878            | 1,225            | 407              | 359              | 1,973            | 1,939            | <b>1,405</b>   | <b>48,491</b>     |
| <b>Atlanta</b>            | 14,183         | 9,379          | 20,228         | 47,293         | 33,069         | 38,763           | 97,145           | 34,077           | 36,183           | 63,078           | 35,196           | <b>23,442</b>  | <b>452,036</b>    |
| <b>Boston</b>             | 18,754         | 15,776         | 19,091         | 35,912         | 22,372         | 36,319           | 20,814           | 37,157           | 30,049           | 49,144           | 60,591           | <b>66,174</b>  | <b>412,153</b>    |
| <b>Chicago</b>            |                |                |                | 19,446         | 19,837         | 21,504           | 12,617           | 10,842           | 20,444           | 13,939           | 14,405           | <b>12,369</b>  | <b>145,403</b>    |

|                     |        |        |        |        |         |         |        |        |         |        |        |               |                |
|---------------------|--------|--------|--------|--------|---------|---------|--------|--------|---------|--------|--------|---------------|----------------|
| <b>Denver</b>       | 1,716  | 1,334  | 796    | 1,721  | 2,071   | 2,621   | 1,024  | 4,801  | 2,239   | 16,643 | 8,080  | <b>3,986</b>  | <b>47,032</b>  |
| <b>Fort Worth</b>   | 12,156 | 9,977  | 12,036 | 16,317 | 32,043  | 47,994  | 10,426 | 10,914 | 23,936  | 36,707 | 21,089 | <b>16,602</b> | <b>250,197</b> |
| <b>Kansas City</b>  | 24,874 | 19,868 | 30,539 | 37,138 | 126,631 | 139,771 | 62,433 | 42,245 | 134,957 | 54,142 | 38,245 | <b>25,909</b> | <b>736,752</b> |
| <b>New York</b>     | 7,220  | 5,813  | 3,024  | 33,390 | 81,028  | 159,139 | 95,242 | 51,649 | 23,976  | 33,397 | 29,180 | <b>16,859</b> | <b>539,917</b> |
| <b>Philadelphia</b> | 4,354  | 3,322  | 6,193  | 8,638  | 5,116   | 5,651   | 6,832  | 15,001 | 25,033  | 34,277 | 32,847 | <b>51,175</b> | <b>198,439</b> |
| <b>Riverside</b>    | 4,040  | 2,339  | 1,425  | 8,225  | 25,735  | 10,622  | 20,620 | 2,856  | 14,758  | 10,501 | 6,511  | <b>2,348</b>  | <b>109,980</b> |
| <b>Seattle</b>      | 7,809  | 6,406  | 6,549  | 8,071  | 7,883   | 9,623   | 6,992  | 4,818  | 6,670   | 11,303 | 8,084  | <b>7,971</b>  | <b>92,179</b>  |
| <b>St. Louis</b>    | 8,866  | 5,363  | 10,712 | 7,808  | 4,308   | 5,766   | 4,758  | 13,398 | 21,646  | 5,201  | 4,364  | <b>5,391</b>  | <b>97,581</b>  |

## APPENDIX IV.B: Facebook Monthly Active Users

Defined by Facebook as the number of people who have interacted with or viewed your Page or its posts (fans+non-fans).

|                                         | Nov    | Dec    | Jan     | Feb     | Mar     | Apr     | May     | June    | July    | Aug     | Sep     | Oct            |
|-----------------------------------------|--------|--------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------------|
| <b>Monthly Total (A+P+R)</b>            | 49,198 | 35,880 | 100,866 | 174,744 | 218,658 | 486,618 | 434,658 | 604,956 | 867,555 | 722,772 | 634,777 | <b>327,412</b> |
| <b>Agency-Wide Total</b>                | 21,424 | 15,211 | 35,956  | 50,509  | 63,603  | 195,466 | 143,661 | 367,111 | 423,124 | 350,129 | 286,299 | <b>98,032</b>  |
| <b>Afro-American History Society</b>    | 77     | 81     | 410     | 420     | 201     | 647     | 152     | 427     | 559     | 246     | 291     | <b>288</b>     |
| <b>Assembly</b>                         | 29     | 42     | 137     | 91      | 73      | 93      | 128     | 22      | 103     | 47      | 29      | <b>26</b>      |
| <b>eStore</b>                           | 55     | 115    | 104     | 170     | 207     | 395     | 470     | 357     | 128     | 266     | 141     | <b>84</b>      |
| <b>Recovery</b>                         | 793    | 747    | 993     | 1,365   | 1,440   | 2,725   | 2,527   | 1,991   | 9,086   | 2,346   | 2,539   | <b>2,348</b>   |
| <b>Constitution</b>                     | 1425   | 1,178  | 3,159   | 3,594   | 4,708   | 19,782  | 9,917   | 29,540  | 7,630   | 8,170   | 46,909  | <b>1,684</b>   |
| <b>Federal Register</b>                 | 373    | 190    | 318     | 384     | 188     | 402     | 442     | 462     | 491     | 501     | 2,692   | <b>1,597</b>   |
| <b>Federal Records Centers</b>          | 136    | 102    | 268     | 150     | 237     | 287     | 291     | 248     | 378     | 243     | 218     | <b>236</b>     |
| <b>NCAST</b>                            | 249    | 167    | 285     | 409     | 519     | 904     | 1,182   | 328     | 917     | 590     | 435     | <b>420</b>     |
| <b>NHPRC</b>                            | 1,477  | 801    | 1,808   | 1,672   | 1,893   | 8,165   | 6,002   | 8,208   | 19,836  | 17,557  | 12,236  | <b>9,146</b>   |
| <b>Noon Lectures</b>                    | 66     | 36     | 153     | 251     | 283     | 7,676   | 6,848   | 752     | 546     | 616     | 1,885   | <b>197</b>     |
| <b>NPAC Blue - US National Archives</b> | 13,285 | 8,861  | 22,779  | 33,930  | 47,268  | 126,835 | 107,197 | 315,580 | 357,584 | 292,808 | 202,557 | <b>70,195</b>  |
| <b>Preservation</b>                     | 520    | 542    | 1,061   | 1,842   | 1,121   | 12,596  | 2,961   | 2,644   | 15,219  | 12,311  | 3,724   | <b>2,463</b>   |
| <b>Research Red</b>                     | 1,862  | 1,303  | 2,466   | 3,273   | 3,153   | 11,696  | 3,290   | 4,298   | 3,046   | 7,294   | 5,127   | <b>1,729</b>   |
| <b>Today's Document</b>                 | 1,077  | 1,046  | 2,015   | 2,958   | 2,312   | 3,263   | 2,254   | 2,254   | 3,483   | 3,791   | 3,081   | <b>1,518</b>   |
| <b>NARA Students and Interns</b>        |        |        |         |         |         |         |         | 2,752   | 4,118   | 3,343   | 1,031   | <b>631</b>     |

|                           |            |            |            |            |            |            |            |             |             |            |            |                |
|---------------------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|------------|------------|----------------|
| <b>Electoral College</b>  |            |            |            |            |            |            |            |             |             |            | 3,404      | <b>5,470</b>   |
|                           | <b>Nov</b> | <b>Dec</b> | <b>Jan</b> | <b>Feb</b> | <b>Mar</b> | <b>Apr</b> | <b>May</b> | <b>June</b> | <b>July</b> | <b>Aug</b> | <b>Sep</b> | <b>Oct</b>     |
| <b>Presidential Total</b> | 23,387     | 17,202     | 51,477     | 94,472     | 118,743    | 232,718    | 234,885    | 205,516     | 379,363     | 311,670    | 306,678    | <b>193,188</b> |
| <b>Bush</b>               | 3743       | 2,906      | 5,582      | 20,754     | 26,402     | 41,336     | 70,288     | 48,668      | 105,050     | 40,768     | 44,225     | <b>28209</b>   |
| <b>Carter</b>             | 1851       | 1,445      | 6,546      | 3,599      | 3,378      | 12,441     | 8,119      | 5,166       | 9,026       | 10,836     | 48,163     | <b>10,848</b>  |
| <b>Clinton</b>            | 5866       | 4,347      | 8,392      | 10,186     | 13,305     | 34,770     | 27,088     | 30,575      | 59,004      | 44,886     | 31,389     | <b>33,836</b>  |
| <b>Eisenhower</b>         | 1621       | 1,054      | 2,396      | 7,040      | 5,738      | 14,616     | 24,168     | 18,434      | 18,886      | 22,652     | 12,197     | <b>15,169</b>  |
| <b>Ford Library</b>       | 457        | 99         | 972        | 779        | 641        | 1,278      | 922        | 5,135       | 1,184       | 1,683      | 1,055      | <b>4,408</b>   |
| <b>Ford Museum</b>        | 583        | 203        | 1,867      | 4,720      | 3,949      | 13,790     | 9,956      | 11,704      | 28,965      | 25,979     | 67,469     | <b>24,276</b>  |
| <b>Hoover</b>             | 687        | 610        | 1,046      | 5,270      | 1,902      | 4,530      | 3,697      | 3,558       | 10,332      | 13,837     | 4,604      | <b>4,792</b>   |
| <b>Johnson</b>            | 969        | 841        | 3,324      | 6,674      | 14,335     | 20,996     | 8,464      | 11,339      | 13,130      | 13,731     | 9,350      | <b>10,195</b>  |
| <b>Nixon</b>              | 1357       | 880        | 11,004     | 19,035     | 30,138     | 44,314     | 39,504     | 31,634      | 47,509      | 41,139     | 32,729     | <b>21,524</b>  |
| <b>Reagan</b>             | 561        | 463        | 1,104      | 880        | 4,621      | 2,588      | 7,635      | 5,926       | 9,893       | 22,291     | 6,733      | <b>7,129</b>   |
| <b>Roosevelt</b>          | 1023       | 746        | 5,507      | 7,222      | 6,423      | 10,203     | 8,916      | 8,709       | 15,426      | 35,592     | 13,130     | <b>13,886</b>  |
| <b>Truman</b>             | 4669       | 3,608      | 3,737      | 8,313      | 7,911      | 31,856     | 26,128     | 24,668      | 60,958      | 38,276     | 35,634     | <b>18,916</b>  |
|                           | <b>Nov</b> | <b>Dec</b> | <b>Jan</b> | <b>Feb</b> | <b>Mar</b> | <b>Apr</b> | <b>May</b> | <b>June</b> | <b>July</b> | <b>Aug</b> | <b>Sep</b> | <b>Oct</b>     |
| <b>Regional Total</b>     | 4,387      | 3,467      | 13,433     | 29,763     | 36,312     | 58,434     | 56,112     | 32,329      | 65,068      | 60,973     | 41,800     | <b>36,192</b>  |
| <b>Anchorage</b>          | 84         | 111        | 3,559      | 4,132      | 395        | 760        | 221        | 66          | 104         | 471        | 223        | <b>188</b>     |
| <b>Atlanta</b>            | 848        | 492        | 2,533      | 7,047      | 3,960      | 7,077      | 17,660     | 7,650       | 6,874       | 15,215     | 7,442      | <b>4,776</b>   |
| <b>Boston</b>             | 560        | 501        | 1,352      | 5,336      | 1,063      | 4,146      | 2,336      | 4,279       | 5,213       | 7,911      | 9,808      | <b>10,349</b>  |



|                     |     |     |       |       |        |        |        |       |        |       |       |              |
|---------------------|-----|-----|-------|-------|--------|--------|--------|-------|--------|-------|-------|--------------|
| <b>Chicago</b>      |     |     |       | 1,208 | 1,237  | 2,876  | 2,114  | 2,057 | 3,475  | 2,624 | 2,843 | <b>1,815</b> |
| <b>Denver</b>       | 115 | 95  | 186   | 263   | 408    | 587    | 269    | 881   | 658    | 4,715 | 1,051 | <b>734</b>   |
| <b>Fort Worth</b>   | 570 | 477 | 1,082 | 1,051 | 4,169  | 5,466  | 1,400  | 1,693 | 3,912  | 6,580 | 5,276 | <b>2,022</b> |
| <b>Kansas City</b>  | 631 | 580 | 2,008 | 1,428 | 7,879  | 5,873  | 11,715 | 5,217 | 28,846 | 7,539 | 3,846 | <b>2,892</b> |
| <b>New York</b>     | 631 | 453 | 678   | 6,409 | 11,313 | 26,346 | 12,929 | 6,159 | 3,507  | 7,874 | 5,758 | <b>4,546</b> |
| <b>Philadelphia</b> | 242 | 193 | 448   | 968   | 524    | 917    | 1,075  | 984   | 2,131  | 2,208 | 2,378 | <b>6,755</b> |
| <b>Riverside</b>    | 156 | 124 | 293   | 486   | 3,910  | 2,299  | 4,730  | 520   | 2,083  | 1,467 | 612   | <b>227</b>   |
| <b>Seattle</b>      | 153 | 147 | 552   | 551   | 761    | 1,176  | 860    | 738   | 1,523  | 3,644 | 1,845 | <b>1,075</b> |
| <b>St. Louis</b>    | 397 | 294 | 742   | 884   | 693    | 911    | 803    | 2,085 | 6,742  | 725   | 718   | <b>813</b>   |

## APPENDIX V: Twitter Followers (Cumulative)

|                       | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep    | Oct           |
|-----------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------------|
| <b>archivesnews</b>   | 9,360  | 10,068 | 10,882 | 11,938 | 13,089 | 14,189 | 14,921 | 15,601 | 16,201 | 16,976 | 17,537 | <b>18,360</b> |
| <b>bushlibrary</b>    | 2,556  | 2,797  | 2,953  | 3,198  | 3,644  | 4,181  | 4,753  | 5,251  | 5,478  | 5,709  | 5,893  | <b>6,151</b>  |
| <b>dferriero</b>      | 1,366  | 1,406  | 1,459  | 1,503  | 1,544  | 1,619  | 1,662  | 1,700  | 1,766  | 1,839  | 1,886  | <b>1,940</b>  |
| <b>DocsTeach</b>      | 726    | 790    | 847    | 937    | 1,022  | 1,112  | 1,170  | 1,256  | 1,357  | 1,464  | 1,548  | <b>1,633</b>  |
| <b>EisenhowerNews</b> | 784    | 841    | 897    | 980    | 1,125  | 1,206  | 1,306  | 1,400  | 1,475  | 1,546  | 1,624  | <b>1,715</b>  |
| <b>FDRLibrary</b>     | 323    | 370    | 428    | 496    | 596    | 680    | 767    | 853    | 917    | 1,000  | 1,080  | <b>1,174</b>  |
| <b>FedRegister</b>    | 2,096  | 2,258  | 2,365  | 2,517  | 2,688  | 2,819  | 2,965  | 3,141  | 3,277  | 3,514  | 3,656  | <b>3,862</b>  |
| <b>Kennedy</b>        | 13,044 | 13,650 | 13,944 | 14,369 | 14,526 | 14,662 | 14,830 | 14,971 | 15,039 | 15,248 | 15,340 | <b>16,233</b> |

|                        |       |       |       |       |       |       |       |       |       |       |       |               |
|------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|---------------|
| <b>LBJLibrary</b>      | 830   | 907   | 1,020 | 1,167 | 1,322 | 1,420 | 1,519 | 1,794 | 1,886 | 1,995 | 2,088 | <b>2,216</b>  |
| <b>NARA_ RecMgmt</b>   | 1,162 | 1,238 | 1,320 | 1,467 | 1,687 | 1,863 | 1,995 | 2,159 | 2,276 | 2,418 | 2,527 | <b>2,628</b>  |
| <b>NARAFRC</b>         | 136   | 148   | 154   | 172   | 190   | 195   | 200   | 209   | 220   | 223   | 226   | <b>234</b>    |
| <b>Todays Document</b> | 1,548 | 1,707 | 1,903 | 2,919 | 2,409 | 2,665 | 2,973 | 3,202 | 3,407 | 3,629 | 3,816 | <b>4,008</b>  |
| <b>USNatArchives</b>   | 3,235 | 3,552 | 3,919 | 4,445 | 5,081 | 5,858 | 6,642 | 7,495 | 8,193 | 9,111 | 9,944 | <b>10,903</b> |
| <b>WJCLibrary</b>      | 475   | 552   | 641   | 753   | 891   | 1,024 | 1,135 | 1,258 | 1,351 | 1,494 | 1,726 | <b>1,998</b>  |

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

|                        | Nov    | Dec   | Jan   | Feb    | Mar    | Apr    | May    | Jun   | Jul   | Aug   | Sep    | Oct           |
|------------------------|--------|-------|-------|--------|--------|--------|--------|-------|-------|-------|--------|---------------|
| <b>Page Views</b>      | 59,996 | 4,204 | 9,987 | 10,425 | 34,603 | 11,990 | 10,019 | 8,448 | 8,146 | 6,917 | 18,231 | <b>13,906</b> |
| <b>Track Downloads</b> | 40,823 | 4,339 | 2,592 | 6,922  | 10,395 | 6,499  | 5,471  | 6,008 | 6,519 | 6,283 | 7,793  | <b>8,055</b>  |
| <b>Subscriptions</b>   | 2,873  | 298   | 418   | 322    | 3,851  | 1,034  | 1,424  | 1,174 | 1,130 | 895   | 3,260  | <b>2,449</b>  |