

MAY FY2015 OVERVIEW

Social Media Tool	Monthly Views	Monthly Visits/Users
Archives.gov Blogs	66,989 Views	37,828 Visitors
Tumblr Blogs	27,252 Views	15,509 Visitors
Facebook	9,153,250 Impressions	3,135,226 Reach
National Archives YouTube Channel	115,338 Views	17,847 Total Subscribers
Flickr (USNatArchives & ArchivesNews)	1,851,244 Views	8,740 Total Contacts
Our Archives Wiki (Retired)	Retired	Retired
Twitter (all NARA feeds)	--	335,620 Total Followers
FourSquare	1,156 New Check-ins	0 New Followers
iTunes U	2,391 Views	331 New Subscribers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2015 Views (to date)	FY 2014 Views
Archives.gov Blogs	572,892	641,494
Tumblr Blogs	234,127	501,398
Facebook	95,137,875	88,139,965
National Archives YouTube Channel	990,430	1,127,103
Flickr (USNatArchives & ArchivesNews)	16,196,024	45,024,298
Our Archives Wiki (Retired)	Retired	164,891

EXTERNAL BLOGS AND TUMBLOGS

- | | | |
|---|--|---|
| 1. AOTUS | 10. The Text Message | 19. Unwritten Record |
| 2. AOTUS Tumblr | 11. TumblrWeed Times | 20. Our Presidents Tumblr |
| 3. Annotation | 12. Today's Document Tumblr | 21. Congress in the Archives Tumblr |
| 4. The Carter Chronicle | 13. Transforming Classification (PIDB) | 22. LBJ Time Machine Tumblr |
| 5. Exhibits Tumblr | 14. The Federal Register | 23. Preservation at NARA Tumblr |
| 6. FOIA Ombudsman | 15. The National Declassification Center | 24. Acts of Congress |
| 7. In Roosevelt History | 16. NARA Tumblr | 25. Education Updates |
| 8. NARAtions | 17. Rediscovering Black History | 26. FDR Tumblr |
| 9. Records Express | 18. Prologue | 27. Ford Library Tumblr |
| | | 28. Philadelphia Archives Tumblr |

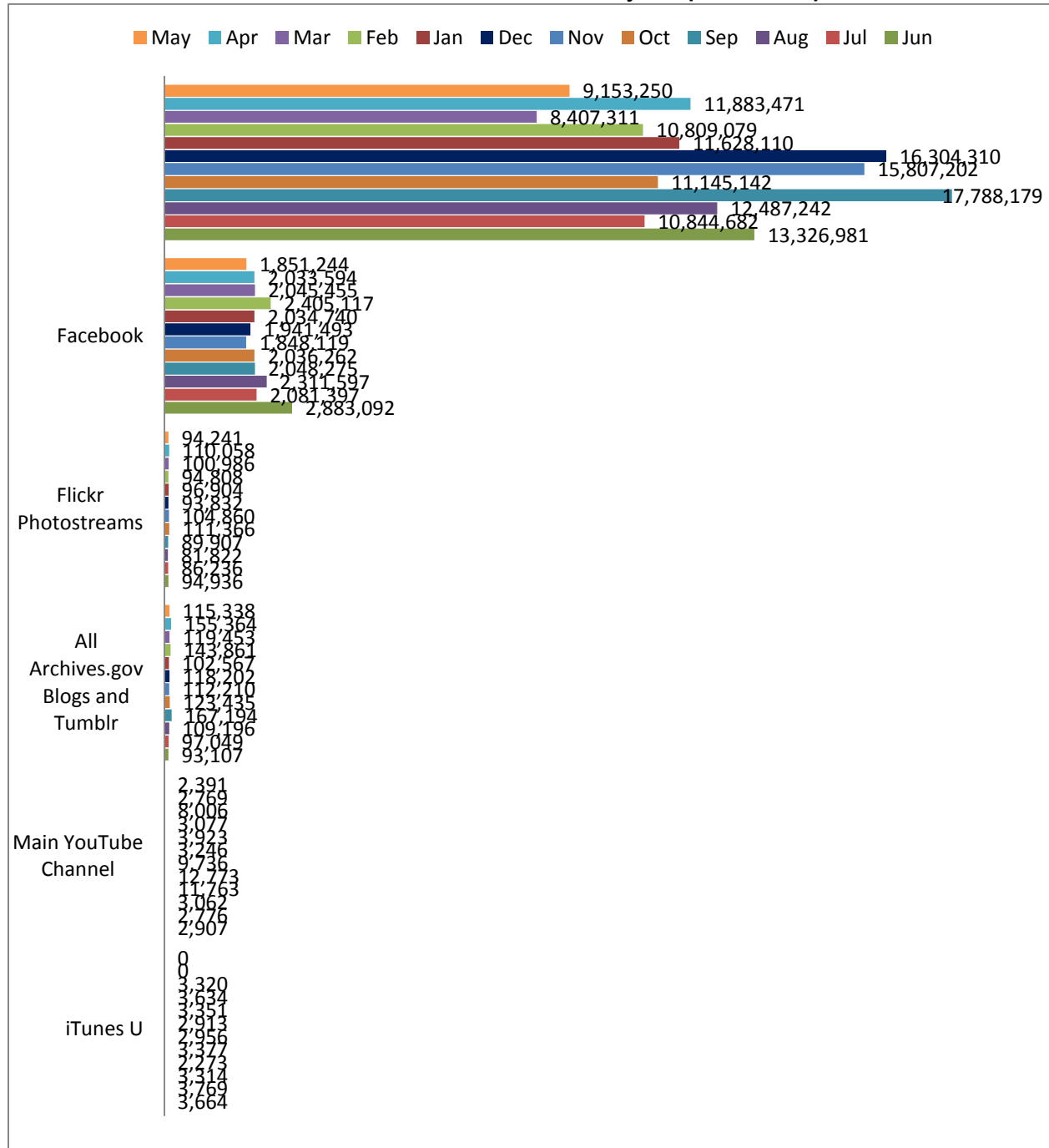
INTERNAL (NARA@WORK) BLOGS

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

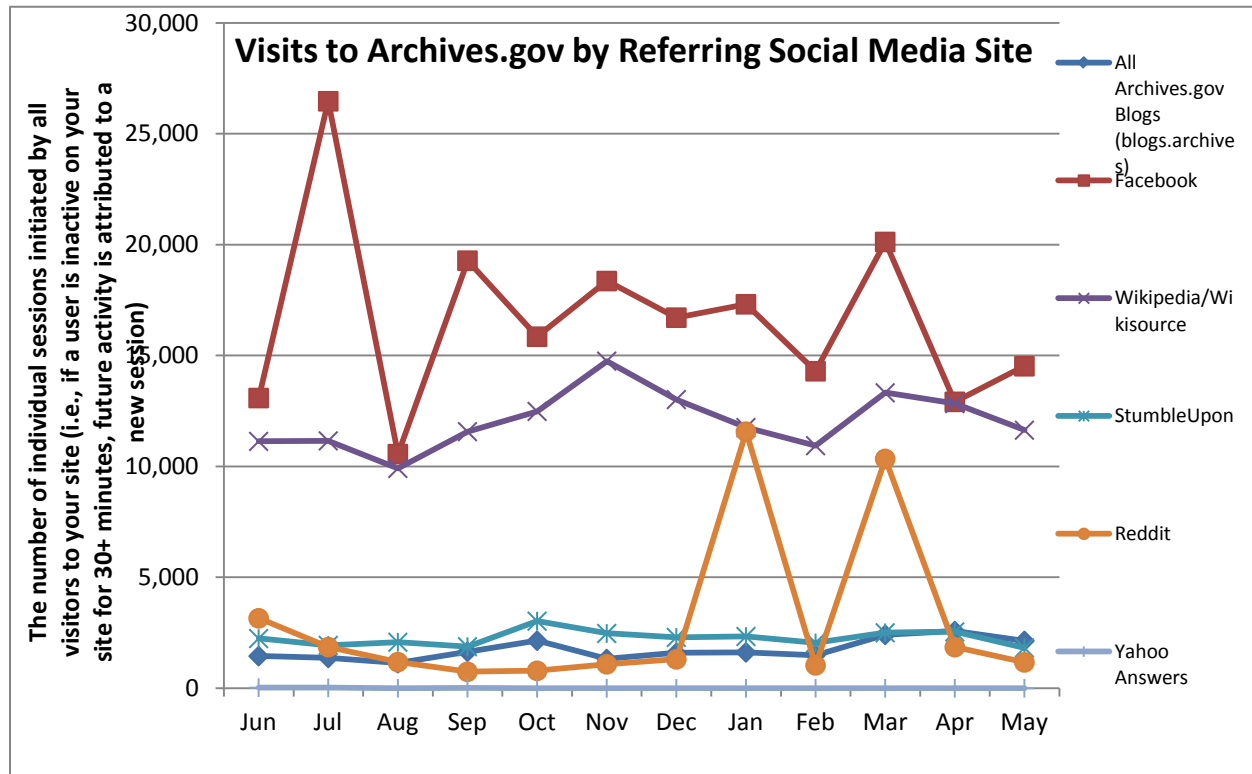
SOCIAL MEDIA TOOLBOX (Tools currently in use)

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

Views: on External Social Media Projects (Per Month)



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

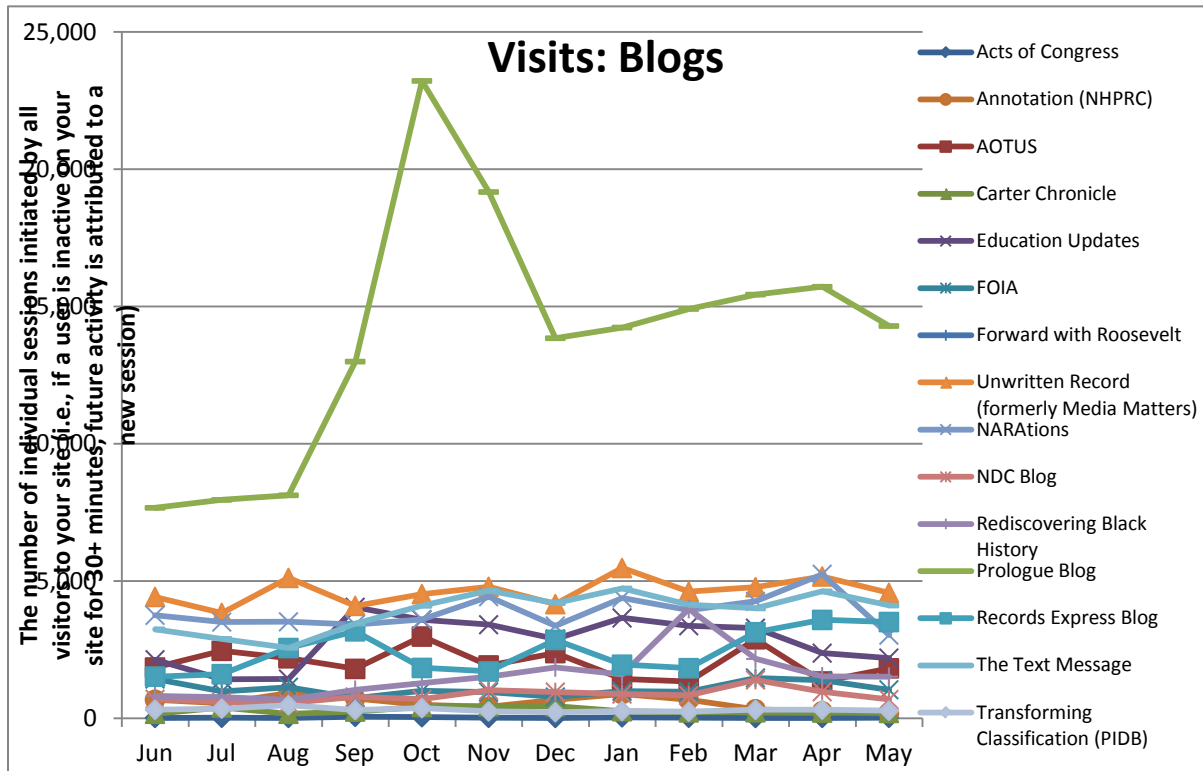


New External Social Media Projects: May Projects

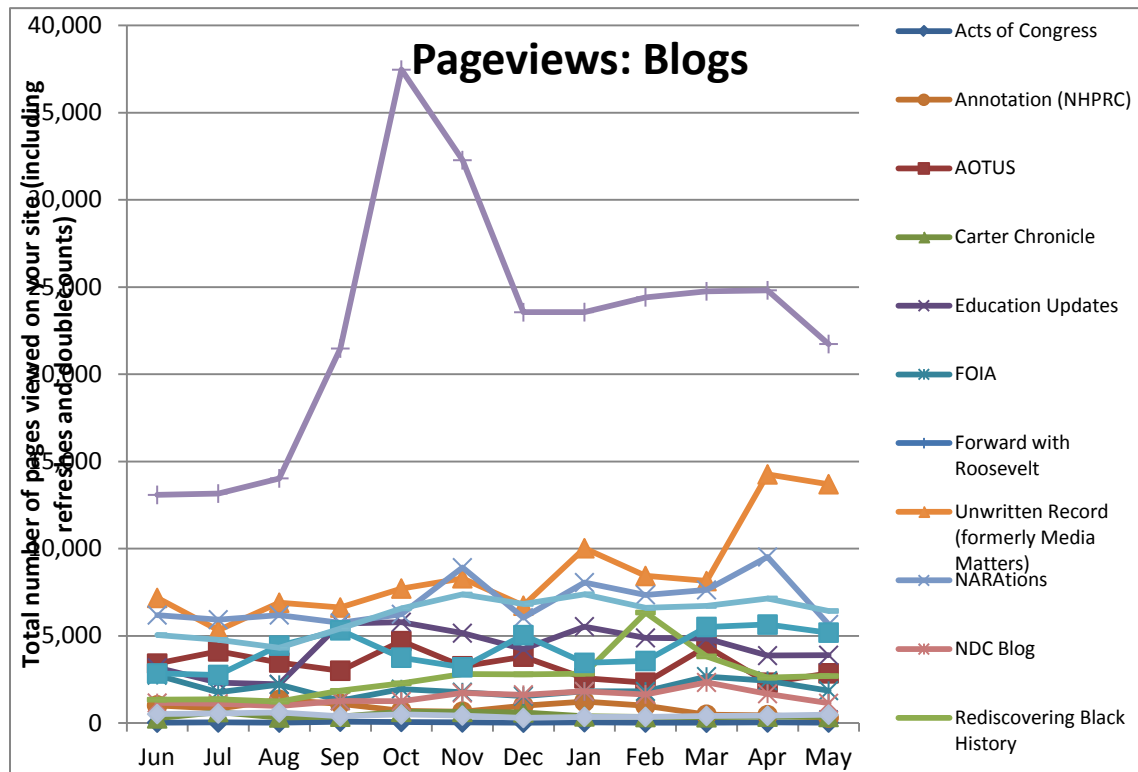
	ZeeMaps	Facebook	Flickr	Twitter	Eventbrite	Tumblr	Blog	YouTube	Instagram
June									
July									
August									
September					1				
October				1					
November									
December									
January						1			
February				1					
March	1								1
April				1					
May									

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

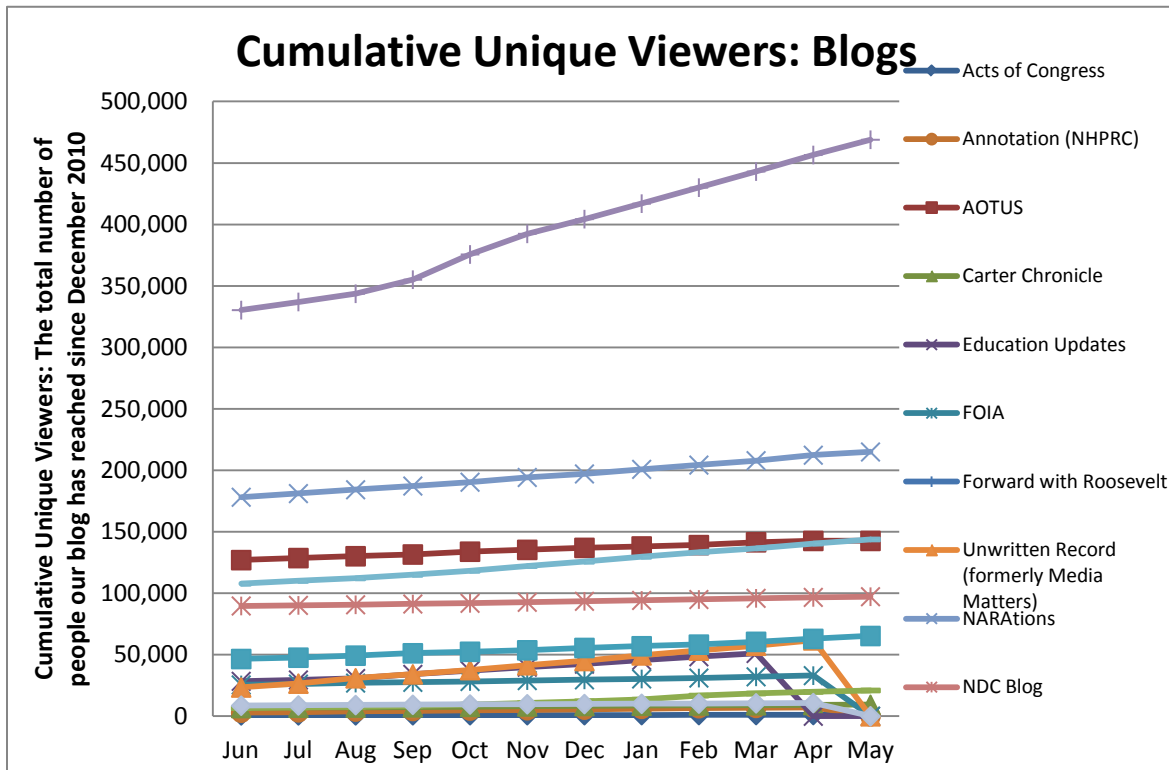
Blog Visits (Source: Appendix II.A)



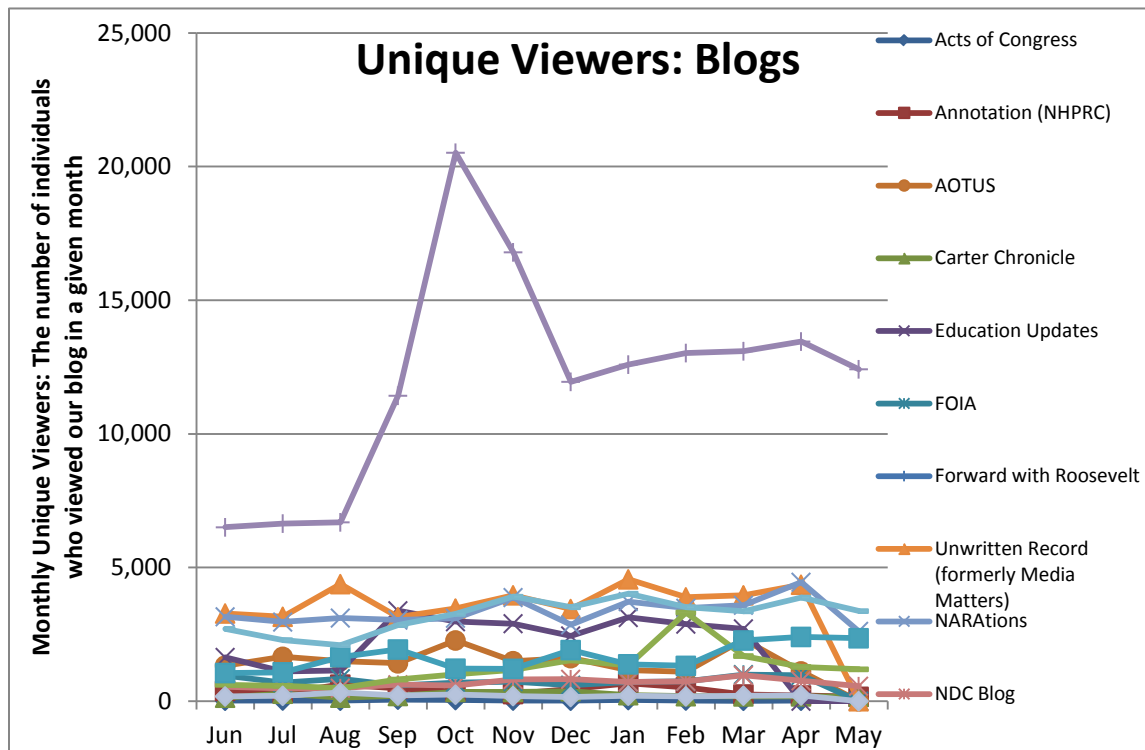
Blog Pageviews (Source: Appendix II.B)



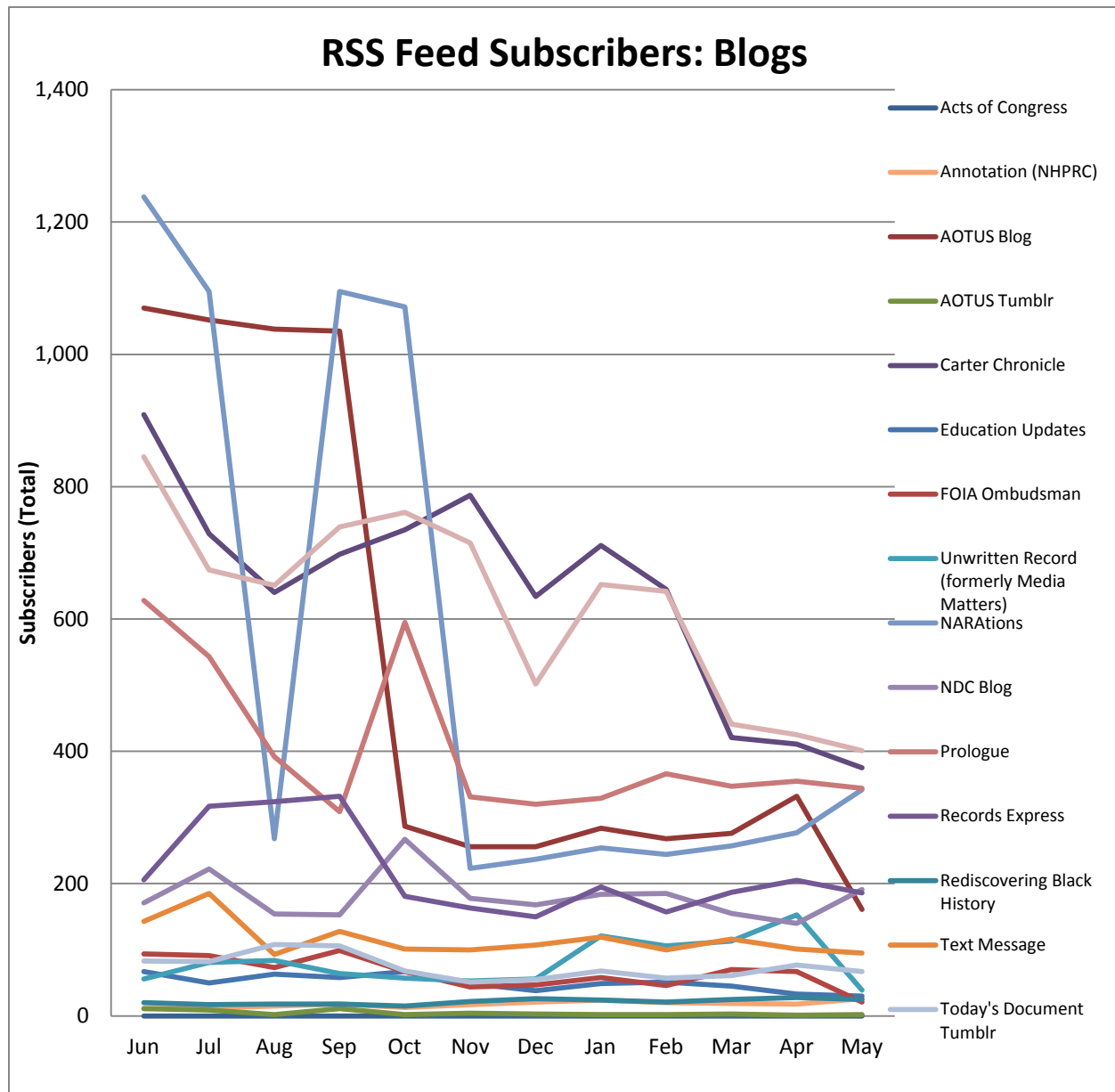
Blog Cumulative Unique Viewers (Source: Appendix II.C)



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



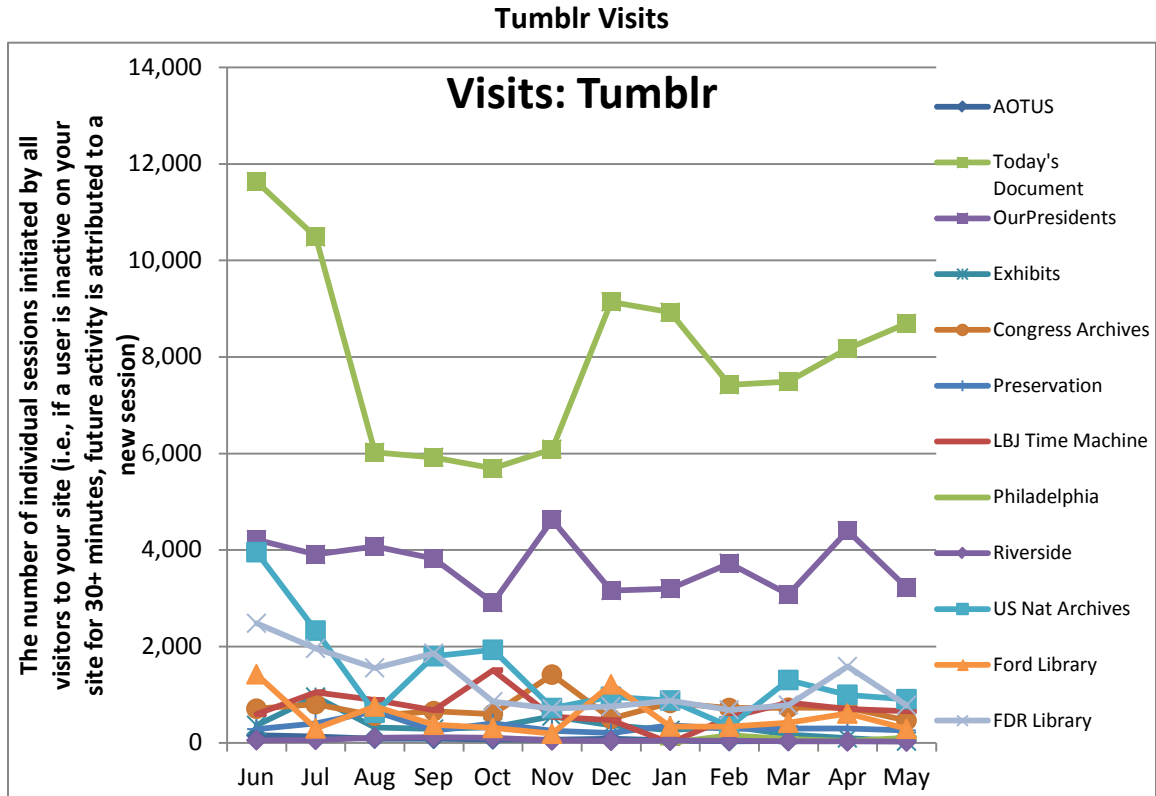
Total RSS Feed Subscribers to Archives.gov Blogs (Source: Appendix III)



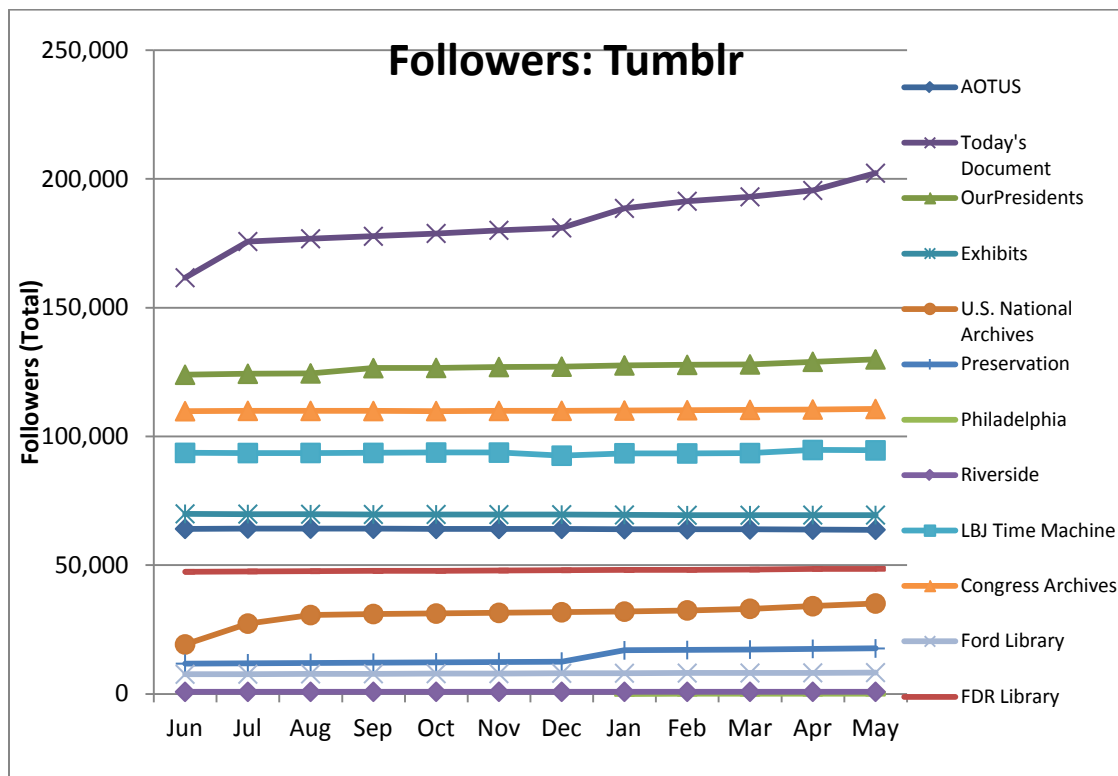
Top 5 Most Viewed Blog Posts in May

Blog	Pageviews	Post Title
Records Express	1,250	Opportunity for Comment: Managing Electronic Messages
Prologue	1,227	Prohibition and the Rise of the American Gangster
Prologue	1,137	Green Bay Packer, Detroit Lion, or U.S. President?
Unwritten Record	1,110	Louis Zamperini: The Story of a True American Hero
Prologue	629	Emancipation Proclamation: The 13th Amendment

Social Media Tools: Detail View – Tumblr

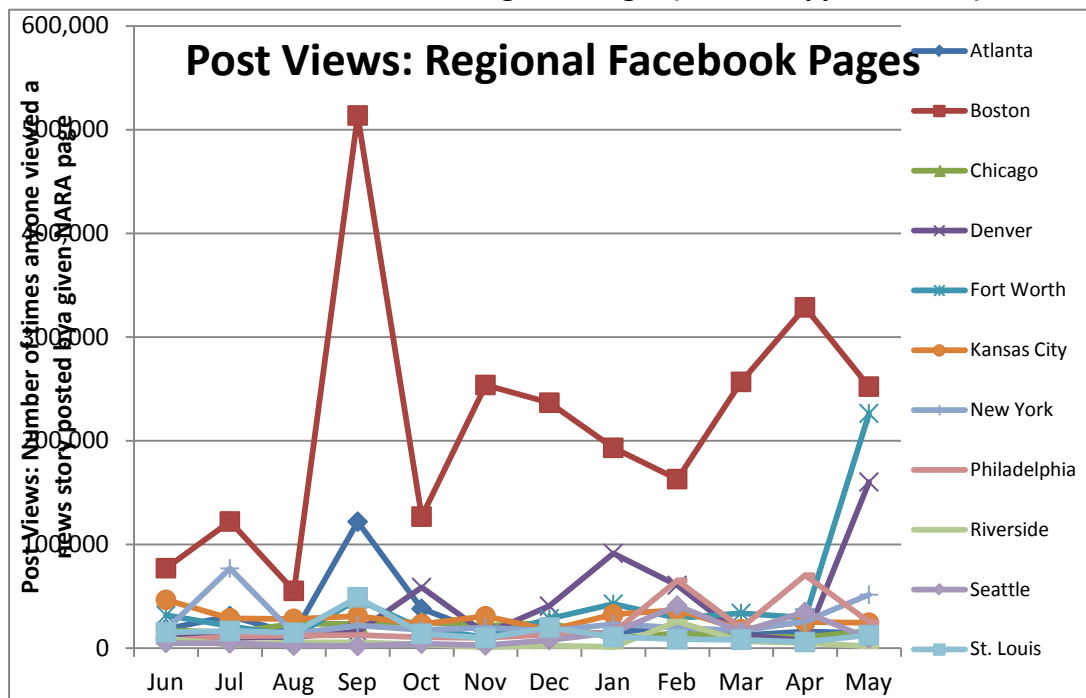


Followers on Tumblr (Source: Appendix IV)

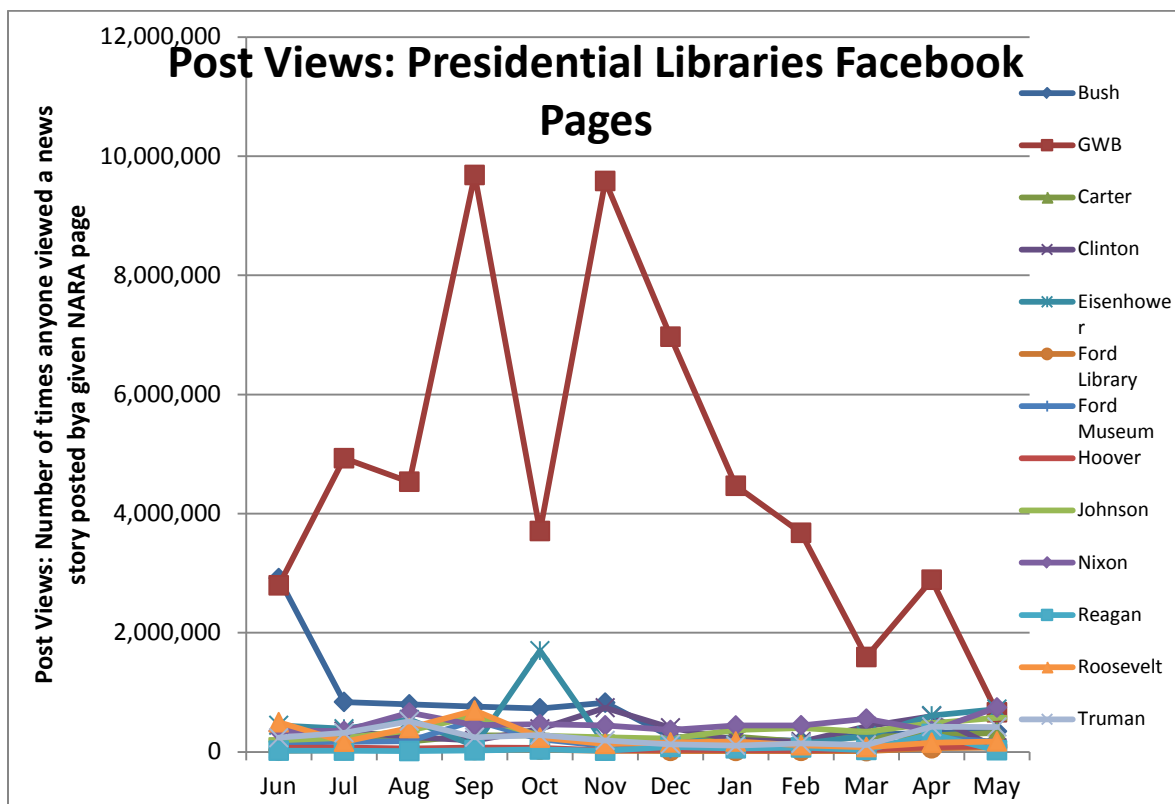


Social Media Tools: Detail View – Facebook

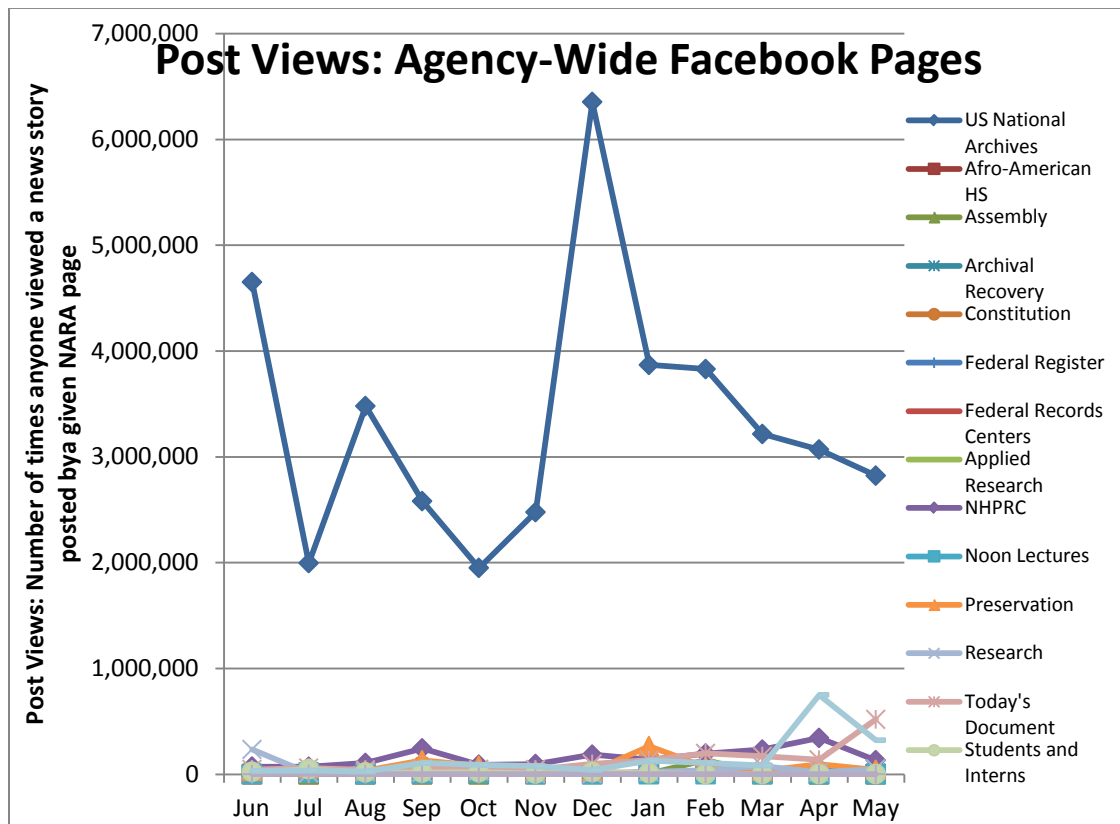
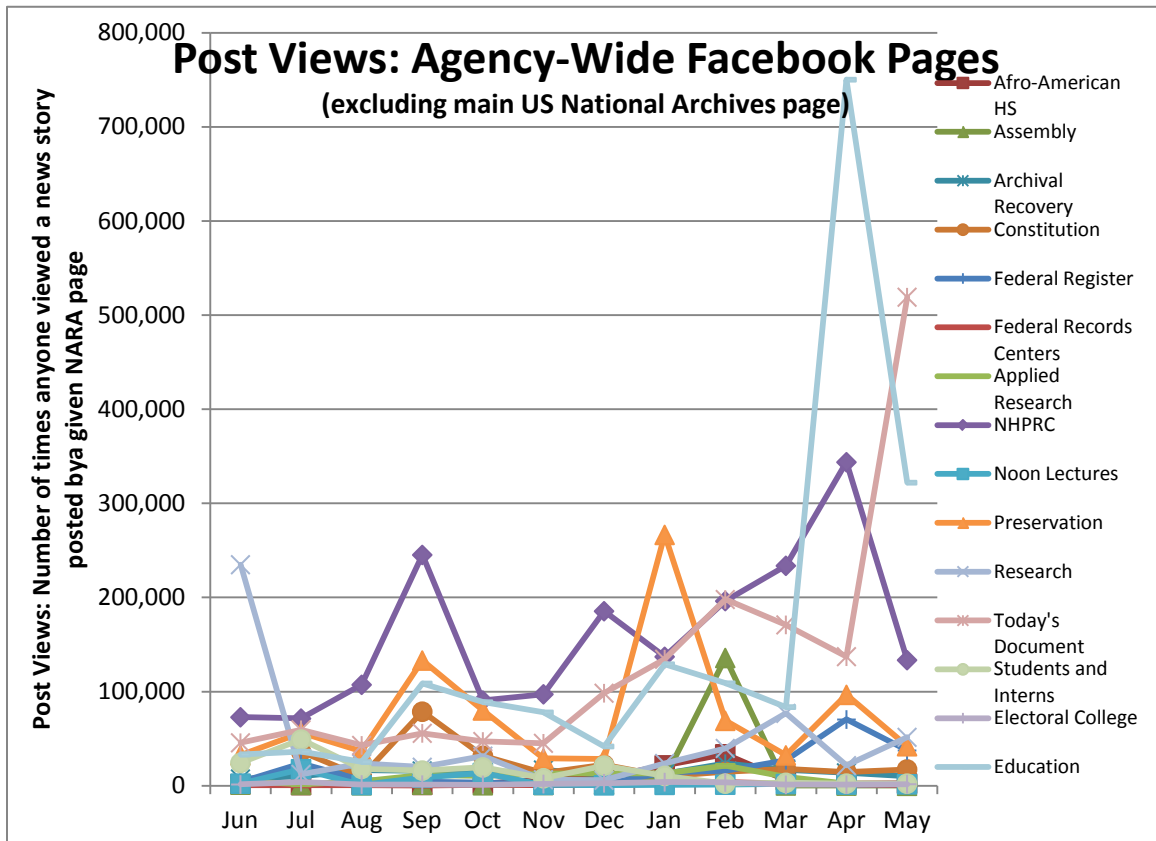
Post Views on Regional Pages (Source: Appendix IV.A)



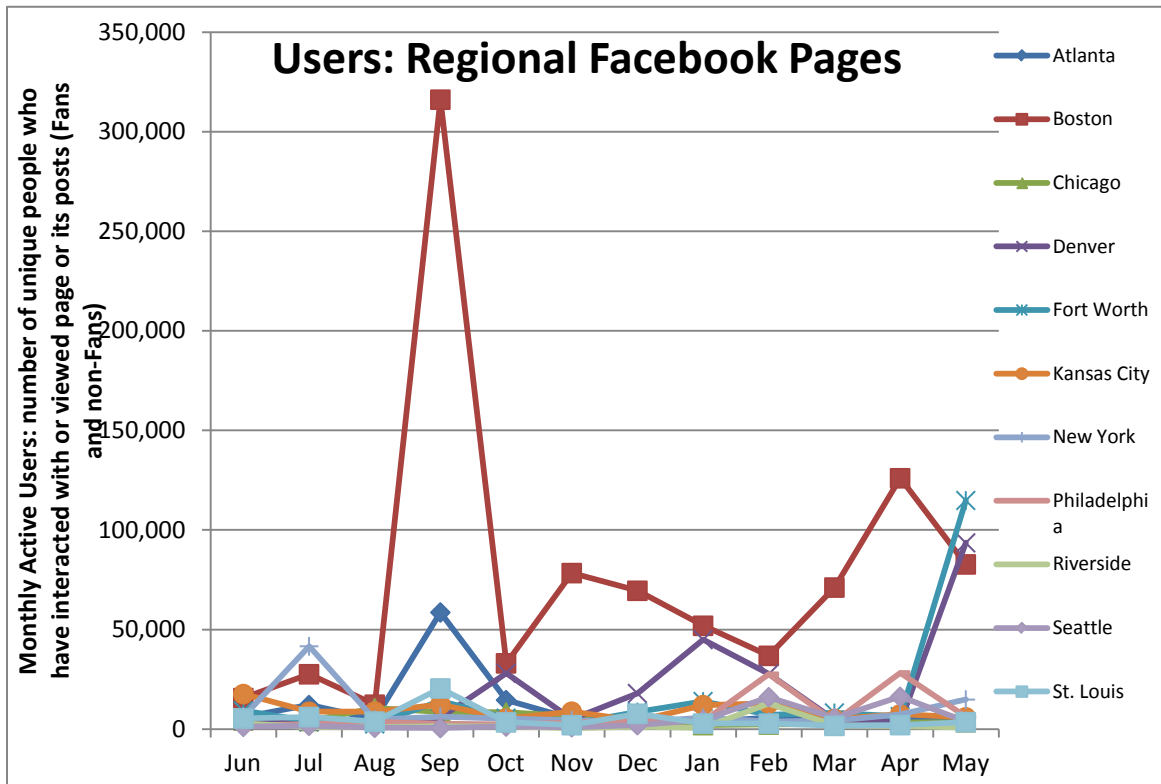
Post Views on Presidential Library Pages (Source: Appendix IV.A)



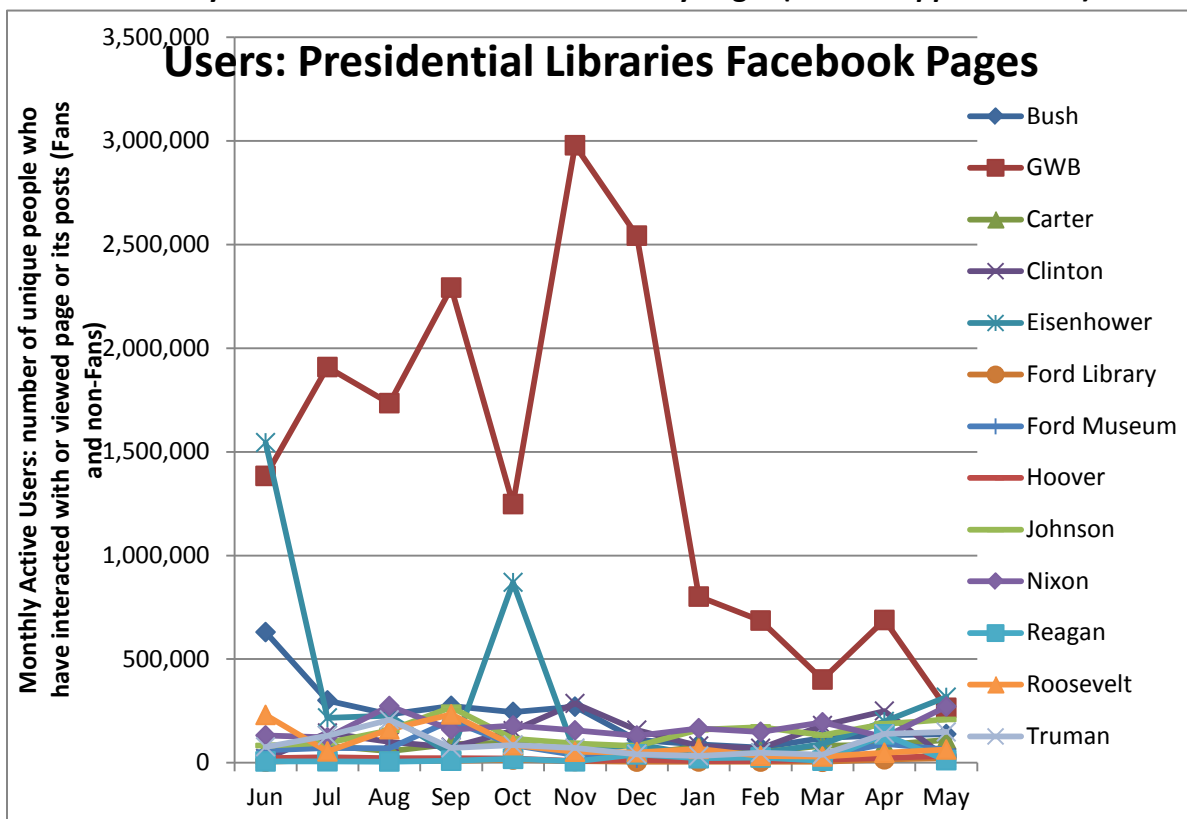
Post Views on Agency-Wide Pages (Source: Appendix IV.A)

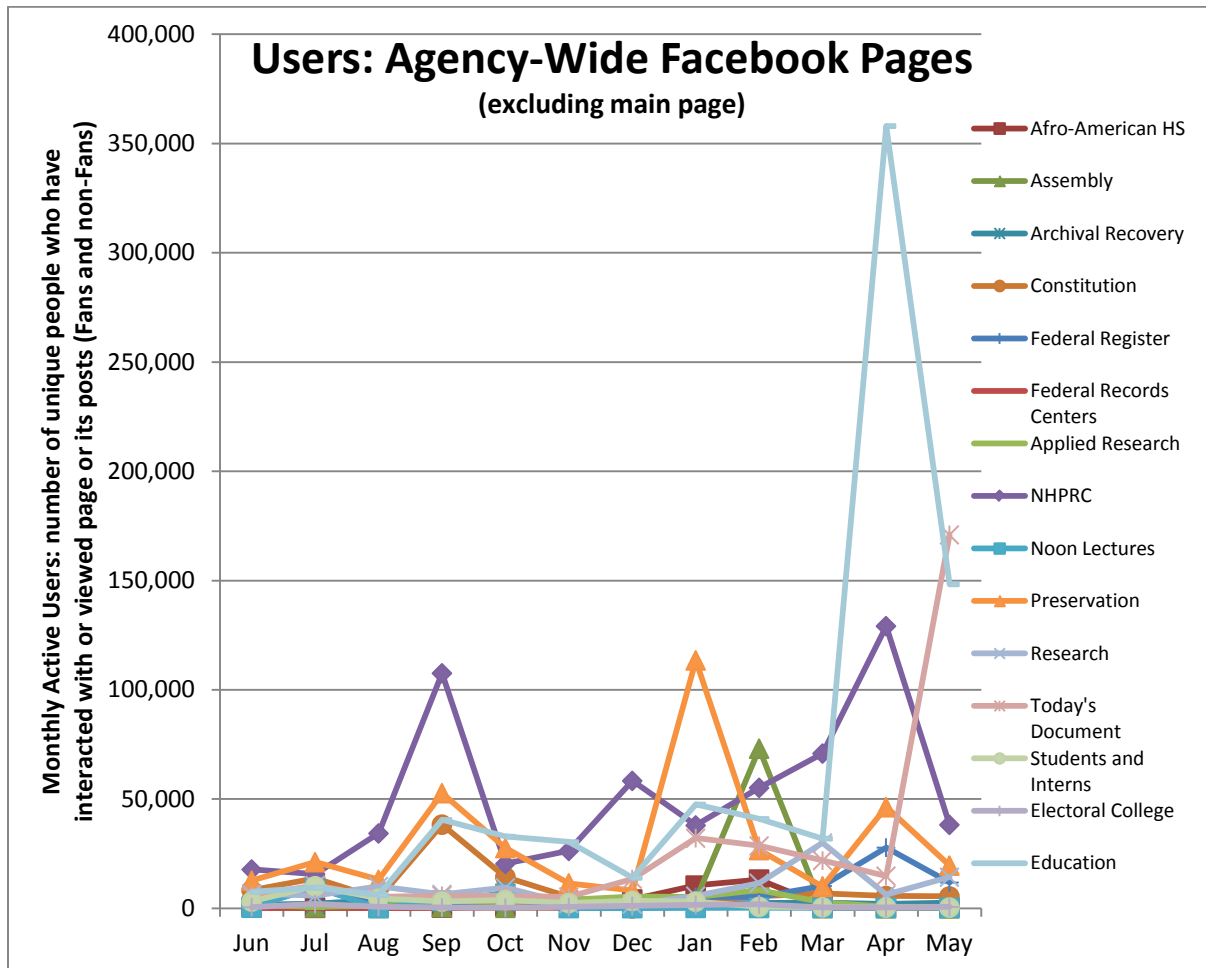


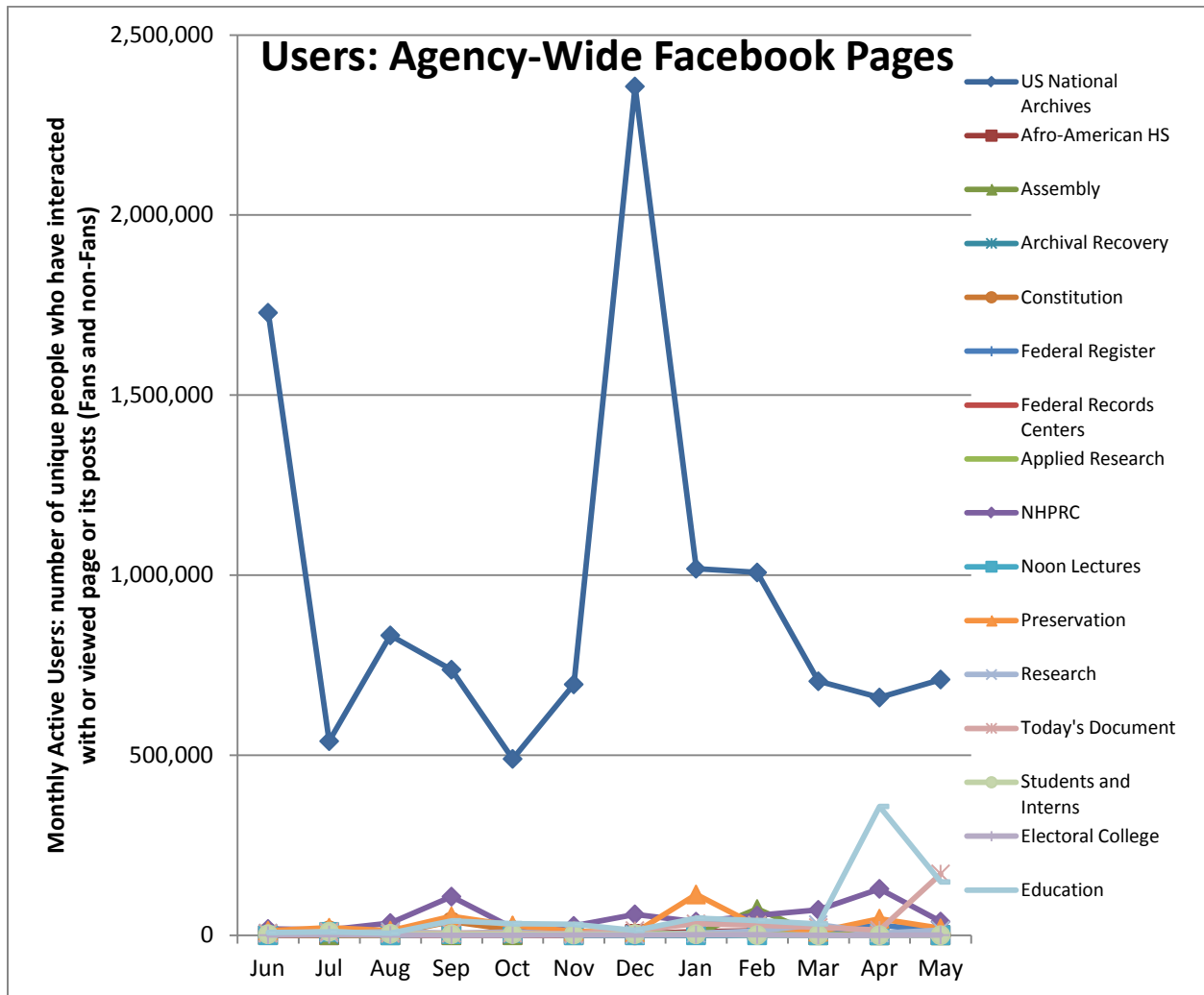
Monthly Active Users of Regional Pages (Source: Appendix IV.B)



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

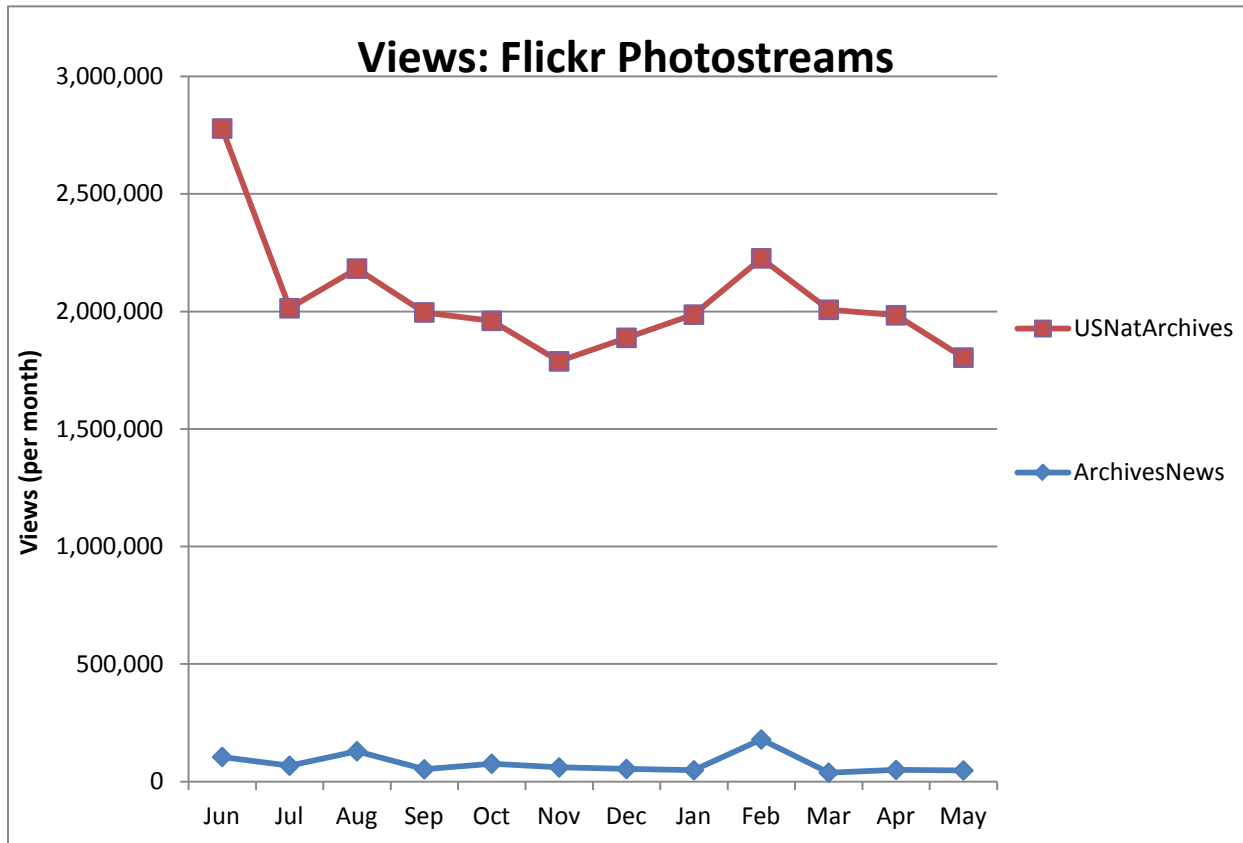


Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)

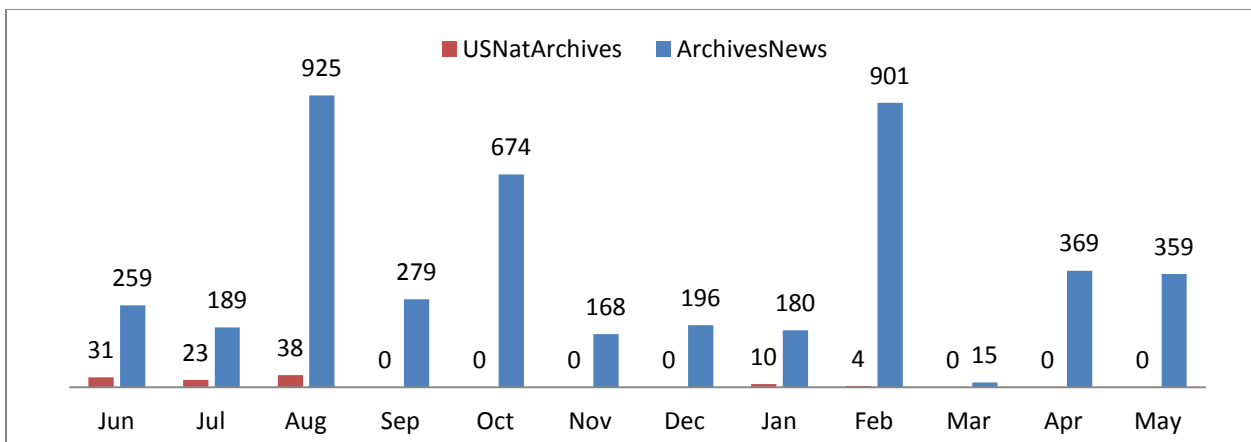


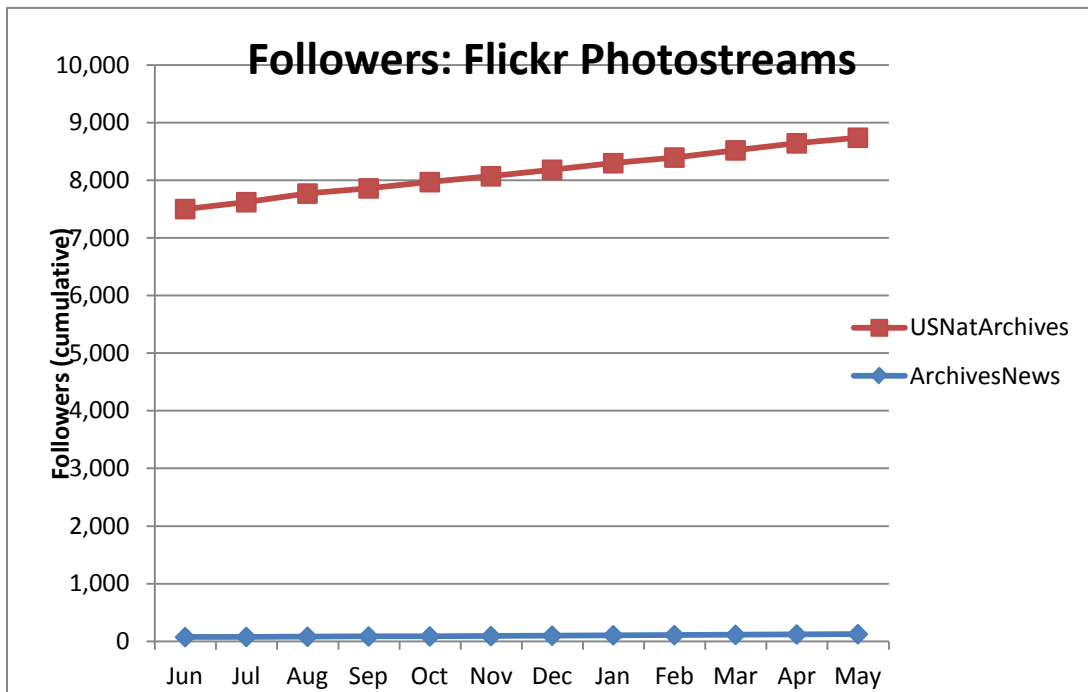
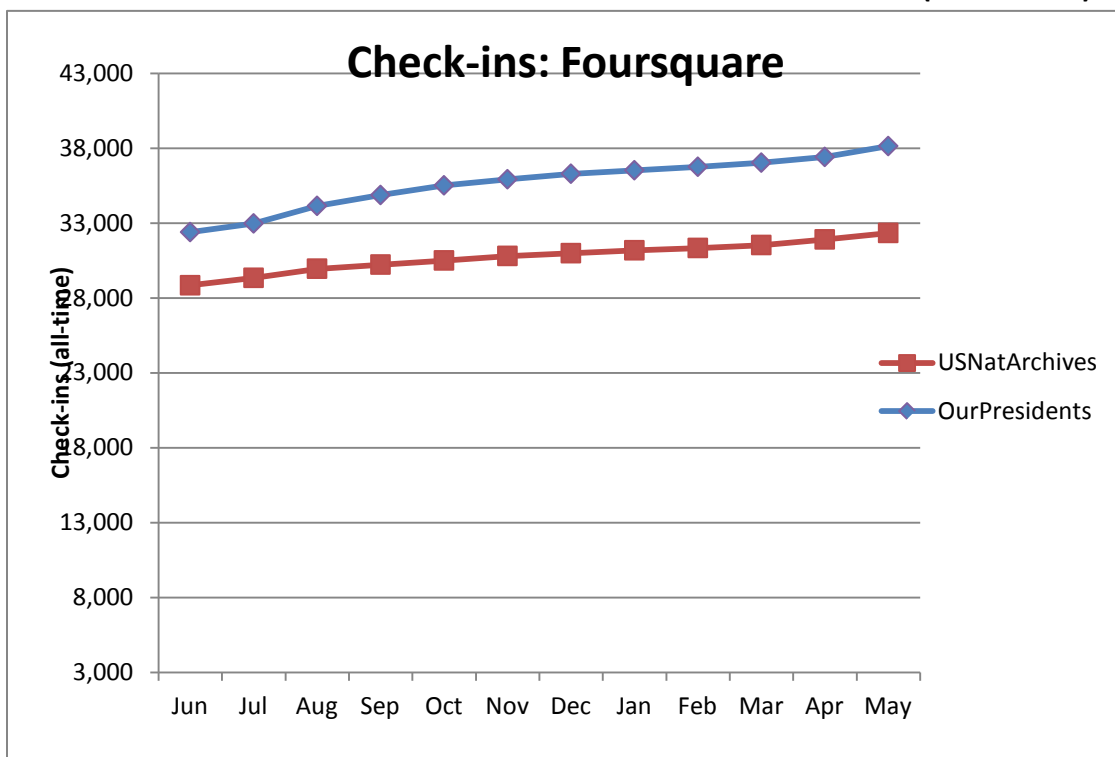
Social Media Tools: Detail View – Flickr

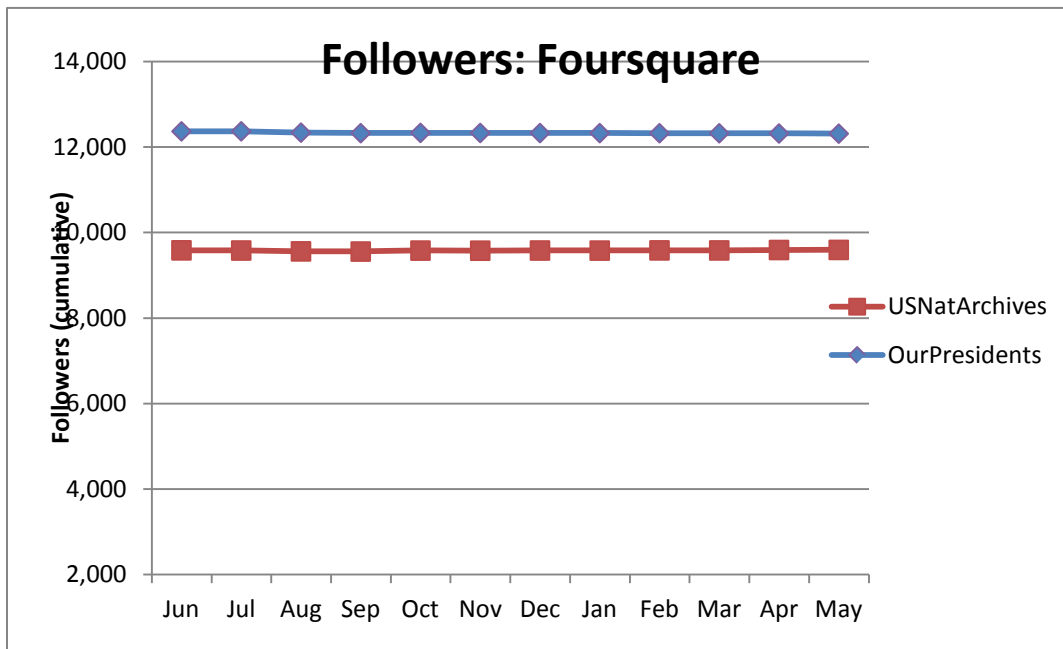
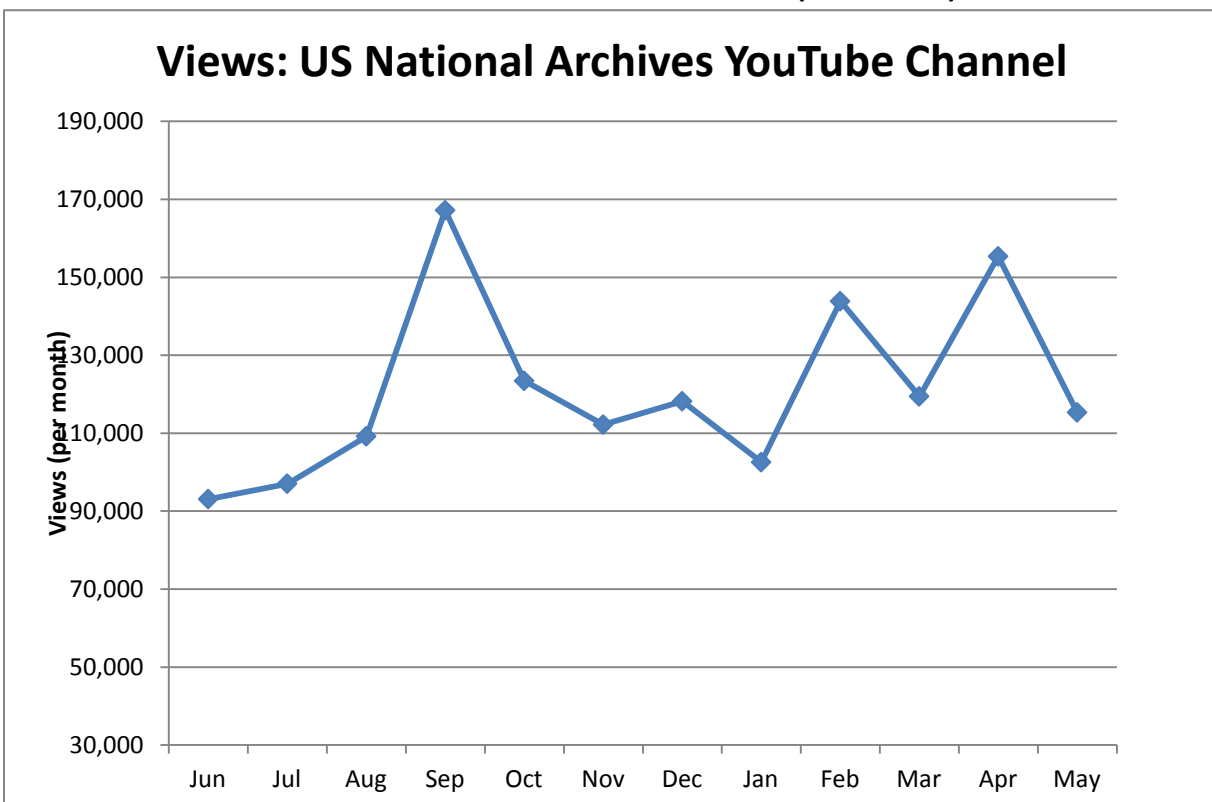
Views on Photostreams (Per Month)

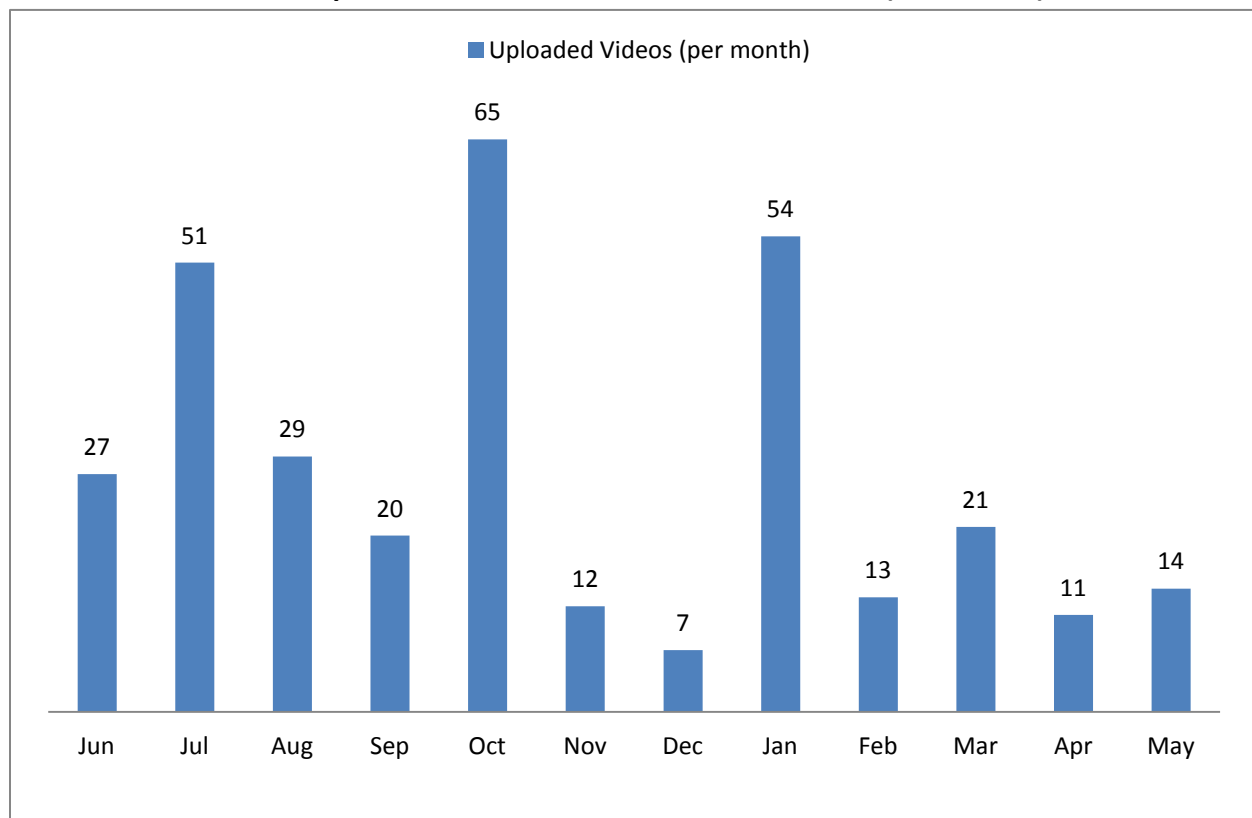


Photos Uploaded (Per Month)



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

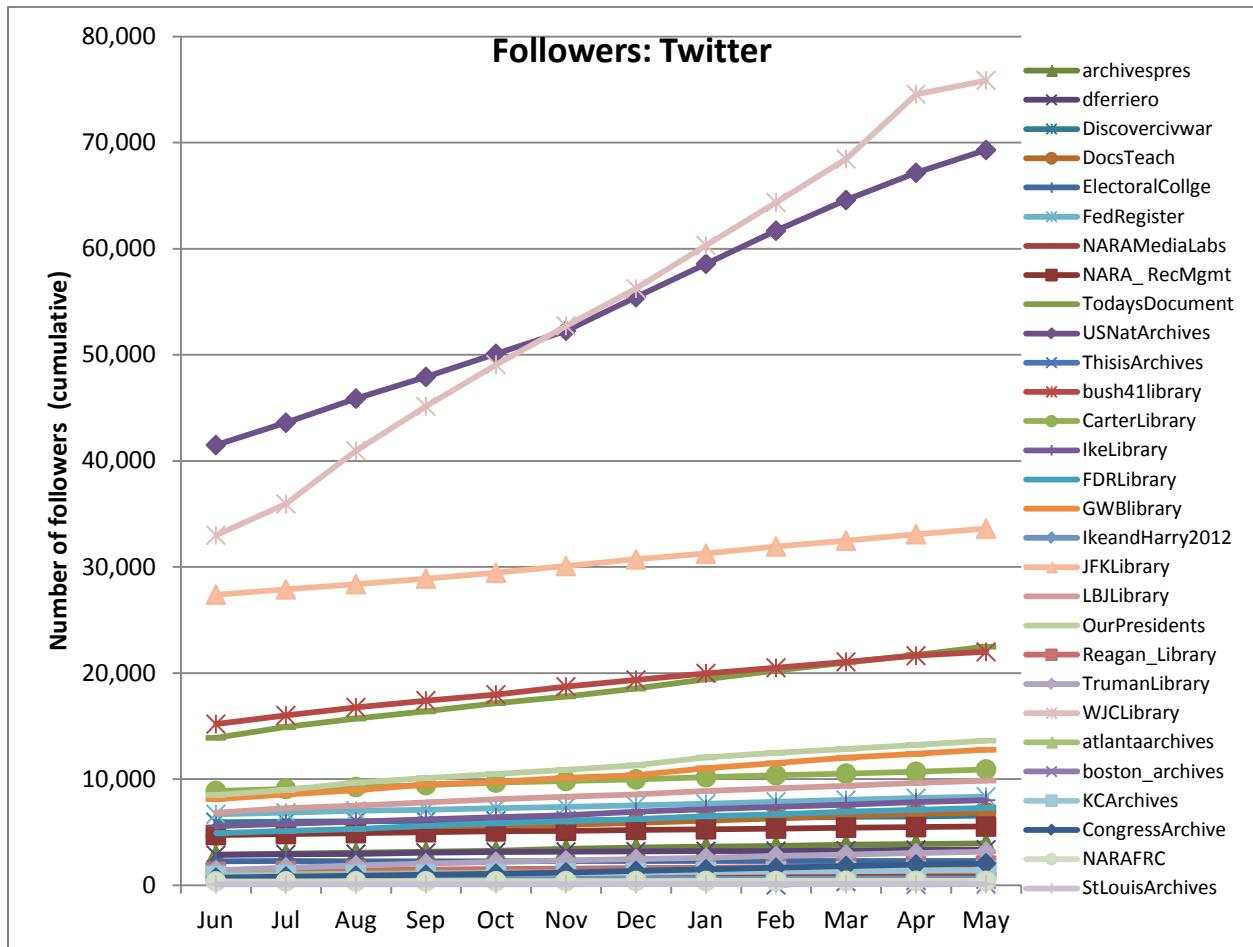
Number of Followers of USNatArchives and OurPresidents (Cumulative)**Social Media Tools: Detail View – YouTube****Views on US National Archives Channel (Per Month)**

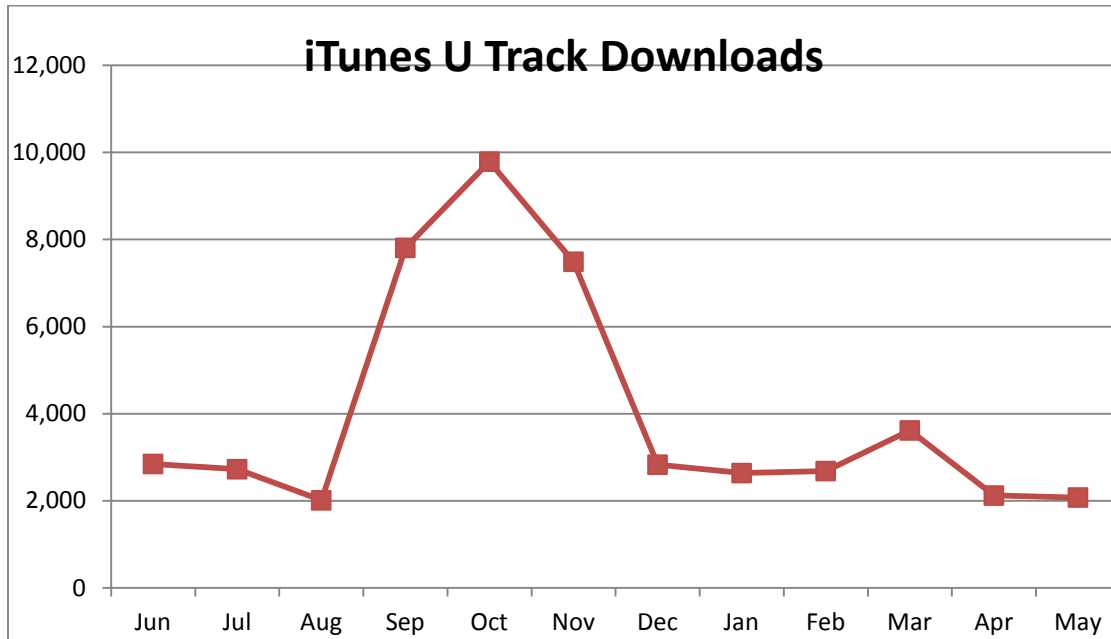
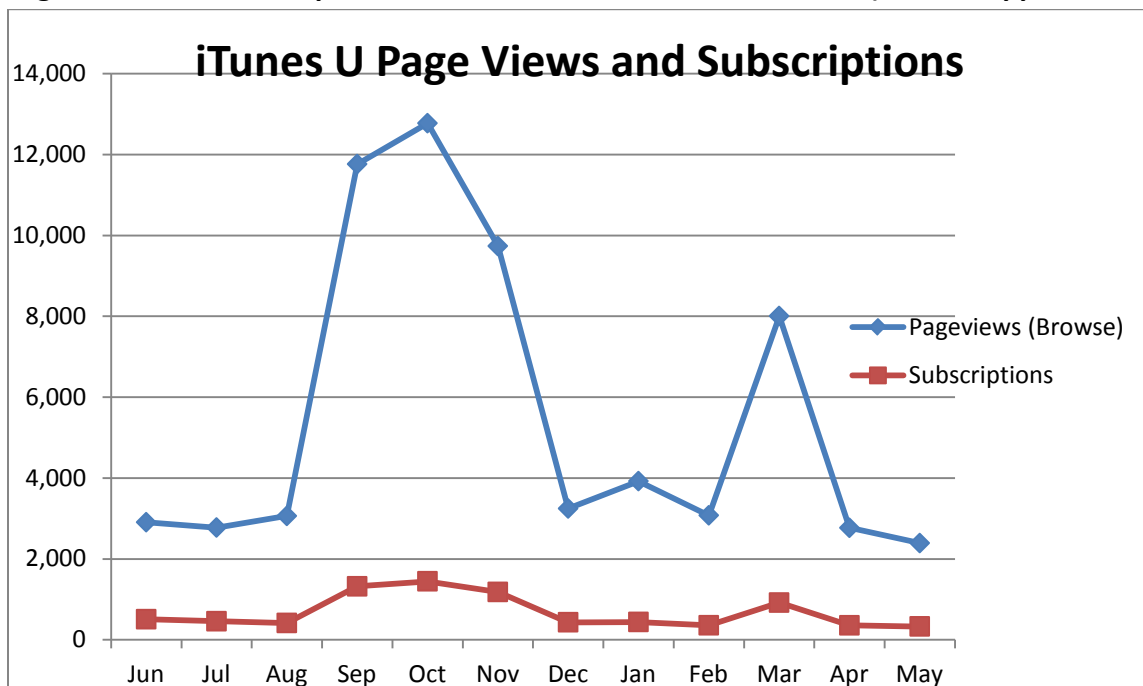
Videos Uploaded to US National Archives Channel (Per Month)**Top 5 Most Viewed Videos for May 2015 on US National Archives Channel**

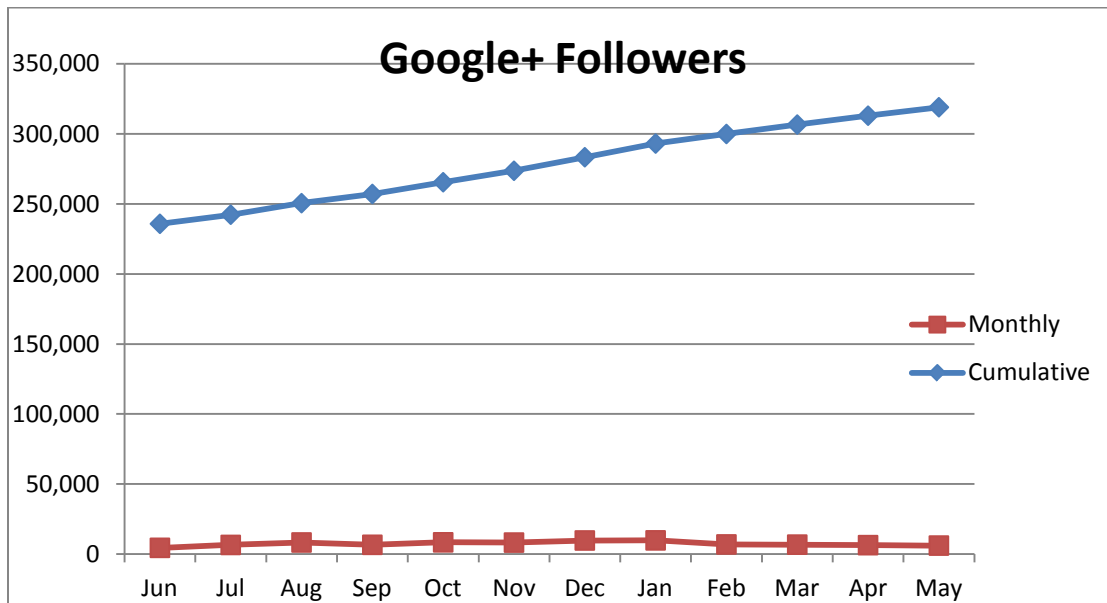
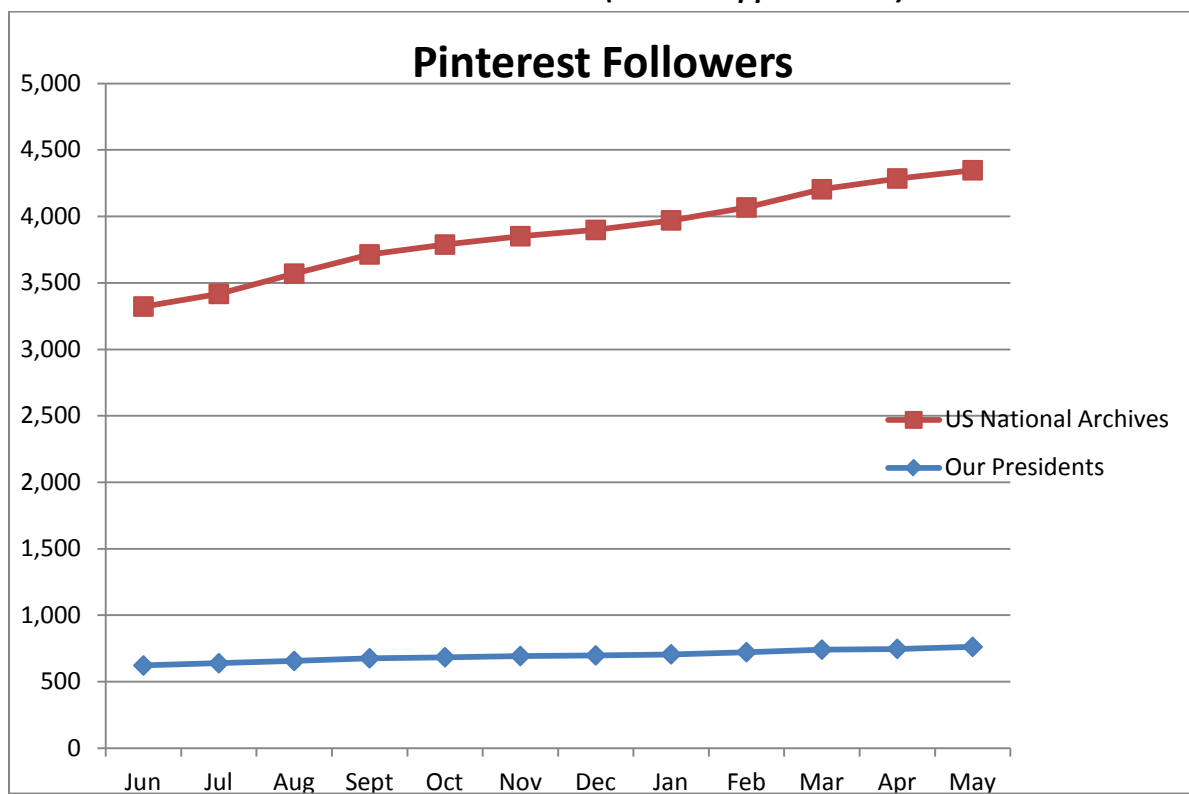
Video Title	Views
Stories from the Great Depression	7,149
Private Snafu in "Censored.", 1944	5,402
Memorial Day 2015: Why It Matters	2,977
We Were There When Nixon Met Elvis	2,726
Curious Alice, 1971	2,429

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.

	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May
Acts of Congress	19	25	20	60	46	23	18	42	25	17	20	23
Annotation (NHPRC)	680	552	928	728	494	420	674	886	677	334	263	199
AOTUS	1,854	2,463	2,191	1,804	2,982	1,930	2,380	1,437	1,346	2,884	1,346	1,824
Carter Chronicle	171	403	170	252	419	444	441	264	222	226	216	202
Education Updates	2,140	1,428	1,435	4,050	3,591	3,413	2,896	3,660	3,374	3,288	2,379	2,200
FOIA	1,435	982	1,138	732	1,007	960	782	990	975	1,476	1,386	1,044
Forward with Roosevelt												325
Unwritten Record (formerly Media Matters)	4,426	3,842	5,118	4,099	4,529	4,795	4,163	5,479	4,617	4,780	5,171	4,575
NARAtions	3,754	3,510	3,518	3,419	3,608	4,433	3,369	4,389	3,945	4,264	5,252	3,034
NDC Blog	699	593	563	781	698	1,029	961	890	839	1,401	970	688
Rediscovering Black History	822	770	679	1,043	1,289	1,518	1,859	1,601	3,985	2,167	1,533	1,521
Prologue Blog	7,670	7,959	8,126	12,996	23,218	19,172	13,847	14,236	14,913	15,435	15,721	14,292
Records Express Blog	1,523	1,612	2,564	3,173	1,839	1,711	2,859	1,956	1,829	3,139	3,588	3,510
The Text Message	3,243	2,896	2,570	3,457	4,102	4,654	4,199	4,733	4,143	4,008	4,628	4,112
Transforming Classification (PIDB)	315	358	478	306	376	258	227	268	244	313	321	279
MONTHLY TOTAL	28,919	27,510	29,518	36,901	48,198	44,760	38,675	40,831	41,134	43,732	42,794	37,828

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.

	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May
Acts of Congress	24	32	26	77	65	33	22	47	28	20	31	27
Annotation (NHPRC)	1,010	824	1,328	1,107	699	652	995	1,224	1,000	473	448	315
AOTUS	3,406	4,109	3,470	3,000	4,695	3,254	3,807	2,566	2,314	4,389	2,312	2,850
Carter Chronicle	268	632	321	365	643	642	615	382	344	332	370	351
Education Updates	3,172	2,314	2,224	5,699	5,785	5,153	4,245	5,532	4,882	4,852	3,866	3,892
FOIA	2,744	1,765	2,199	1,289	1,946	1,771	1,539	1,811	1,815	2,666	2,430	1,858
Forward with Roosevelt												693
Unwritten Record (formerly Media Matters)	7,174	5,329	6,900	6,625	7,713	8,303	6,729	10,024	8,433	8,141	14,258	13,695
NARAtions	6,190	5,929	6,192	5,747	6,238	8,912	6,042	8,058	7,348	7,634	9,522	5,654
NDC Blog	1,151	1,111	966	1,271	1,241	1,720	1,623	1,810	1,642	2,327	1,678	1,136
Rediscovering Black History	1,340	1,368	1,229	1,846	2,277	2,816	2,795	2,827	6,338	3,823	2,604	2,695
Prologue Blog	13,081	13,159	14,029	21,475	37,463	32,273	23,555	23,561	24,412	24,756	24,813	21,733
Records Express Blog	2,842	2,756	4,441	5,318	3,748	3,196	5,039	3,450	3,558	5,508	5,646	5,185
The Text Message	5,043	4,767	4,319	5,418	6,576	7,369	6,829	7,383	6,599	6,712	7,144	6,426
Transforming Classification (PIDB)	515	546	605	383	488	430	292	353	354	406	419	479
MONTHLY TOTAL	48,171	44,807	48,285	59,626	79,577	76,524	64,127	69,028	69,067	72,039	75,541	66,989

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.

*Migrated to Wordpress.com. Unique visitors is not calculated

	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May
Acts of Congress	726	751	770	828	870	893	911	953	978	994	1,012	1,034
Annotation (NHPRC)	2,932	3,229	3,848	4,327	4,682	4,950	5,403	6,076	6,591	6,841	7,054	*
AOTUS	127,014	128,673	130,173	131,591	133,863	135,359	136,970	138,124	139,221	141,535	142,649	142,649
Carter Chronicle	6,708	6,989	7,122	7,318	7,667	8,014	8,387	8,614	8,803	8,984	9,165	9,335
Education Updates	28,424	29,534	30,678	34,062	37,035	39,935	42,377	45,507	48,390	51,097	*	*
FOIA	25,481	26,179	27,021	27,604	28,302	29,035	29,635	30,352	31,088	32,084	33,050	*
Forward with Roosevelt												*
Unwritten Record	23,408	26,567	30,947	34,091	37,557	41,519	44,968	49,527	53,413	57,374	61,732	*
NARAtions	178,184	181,145	184,256	187,290	190,394	194,272	197,129	200,855	204,331	207,921	212,372	214,985
NDC Blog	89,725	90,201	90,689	91,305	91,891	92,702	93,522	94,241	94,984	95,947	96,707	97,268
Rediscovering Black History	6,590	7,164	7,652	8,461	9,469	10,638	12,168	13,506	16,825	18,514	19,796	20,988
Prologue Blog	330,384	337,029	343,721	355,148	375,666	392,459	404,407	416,999	430,024	443,116	456,571	468,988
Records Express Blog	46,565	47,644	49,289	51,223	52,439	53,649	55,562	56,942	58,263	60,534	62,938	65,293
The Text Message	107,772	110,056	112,151	114,998	118,263	122,172	125,687	129,708	133,224	136,587	140,464	143,834
Transforming Classification	8,596	8,797	9,121	9,333	9,577	9,769	9,927	10,134	10,314	10,521	10,734	*
MONTHLY TOTAL	983,983	1,005,516	1,029,011	1,059,152	1,099,248	1,136,939	1,168,626	1,203,111	1,236,449	1,272,049	1,254,244	1,164,374

APPENDIX II.D: Blog Unique Viewers (Monthly)

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

	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May
Acts of Congress	18	25	19	58	42	23	18	42	25	16	18	22
Annotation (NHPRC)	383	297	619	479	355	268	453	673	515	250	213	163
AOTUS	1,332	1,659	1,500	1,418	2,272	1,496	1,611	1,154	1,097	2,314	1,114	*
Carter Chronicle	131	281	133	196	349	347	373	227	189	181	181	170
Education Updates	1638	1110	1,144	3,384	2,973	2,900	2,442	3,130	2,883	2,707	*	*
FOIA	959	698	842	583	698	733	600	717	736	996	966	*
Forward with Roosevelt												*
Unwritten Record (formerly Media Matters)	3282	3159	4,380	3,144	3,466	3,962	3,449	4,559	3,886	3,961	4,358	*
NARAtions	3,158	2,961	3,111	3,034	3,104	3,878	2,857	3,726	3,476	3,590	4,451	2,613
NDC Blog	532	476	488	616	586	811	820	719	743	963	760	561
Rediscovering Black History	614	574	488	809	1,008	1,169	1,530	1,338	3,319	1,689	1,282	1,192
Prologue Blog	6,505	6,645	6,692	11,427	20,518	16,793	11,948	12,592	13,025	13,092	13,455	12,417
Records Express Blog	1,054	1,079	1,645	1,934	1,216	1,210	1,913	1,380	1,321	2,271	2,404	2,355
The Text Message	2,704	2,284	2,095	2,847	3,265	3,909	3,515	4,021	3,516	3,363	3,877	3,370
Transforming Classification (PIDB)	176	201	324	212	244	192	158	207	180	207	213	*
MONTHLY TOTAL	22,593	21,533	23,495	30,141	40,096	37,691	31,687	34,485	34,911	35,600	33,292	22,863

*migrated to Wordpress.com. Unique visitors is not calculated.

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

	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May
Acts of Congress	0	0	0	0	0	0	0	0	0	0	0	0
Annotation (NHPRC)	11	12	15	18	13	17	21	24	20	19	18	26
AOTUS Blog	1,070	1,052	1,038	1,035	287	256	256	284	268	276	332	161
AOTUS Tumblr	11	9	2	11	2	4	3	2	2	3	1	2
Carter Chronicle	909	729	640	698	735	787	634	711	645	421	411	375
Education Updates	67	50	63	58	67	49	38	49	51	45	33	30
FOIA Ombudsman	94	91	73	99	67	44	47	58	46	70	67	21
Unwritten Record (formerly Media Matters)	56	81	84	64	57	53	56	121	106	113	153	39
NARAtions	1,238	1,095	268	1,095	1,072	223	237	254	244	257	277	342
NDC Blog	171	222	154	153	267	178	168	184	185	155	140	191
Prologue	628	543	392	309	595	331	320	329	366	347	355	344
Records Express	206	317	324	332	181	163	150	195	157	187	205	186
Rediscovering Black History	20	17	18	18	15	22	26	24	21	25	28	25
Text Message	143	185	93	128	101	100	107	119	100	116	101	95
Today's Document Tumblr	83	82	108	106	68	51	55	68	57	61	77	67
Transforming Classification (PIDB)	845	674	651	739	761	715	502	652	642	441	425	401
MONTHLY TOTAL	5,563	5,167	3,928	4,867	4,292	2,993	2,620	3,074	2,910	2,536	2,623	2,305

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. (A+P+R = Agency, Regional & Presidential totals.)

	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May
Monthly Total (A+P+R)	13,326,981	10,844,682	12,487,242	17,788,179	11,145,142	15,807,202	16,304,310	11,628,110	10,809,079	8,407,311	11,883,471	9,153,250
Agency-Wide Total	5,118,950	2,376,976	3,775,710	3,283,541	2,386,061	2,797,763	6,798,188	4,657,058	4,697,328	3,900,245	4,528,313	3,966,702
US National Archives	4,651,668	1,996,095	3,479,817	2,581,533	1,950,856	2,477,553	6,353,630	3,868,815	3,829,388	3,215,859	3,069,415	2,822,347
Afro-American HS	1,703	825	1,699	1,028	2,105	6,546	8,862	21,730	33,493	6,169	2,165	2,528
Assembly	1,359	1,025	640	1,184	659	950	1,770	7,905	135,822	399	301	83
Archival Recovery	7,305	10,218	16,415	15,822	13,733	16,885	11,286	12,818	23,549	16,976	13,847	9,947
Constitution		36,361	9,851	78,758	31,852	13,432	22,402	9,946	14,770	17,809	14,632	17,396
Federal Register	4,062	23,613	6,131	4,383	3,131	1,943	1,422	14,017	15,756	27,232	70,460	37,589
Federal Records Centers	456	480	519	387	964	638	858	2,051	4,036	2,410	968	626
Applied Research	5,019	1,686	4,747	11,471	10,361	12,835	13,010	13,041	21,246	9,392	2,119	2,042
NHPRC	72,864	71,478	107,340	245,306	90,605	97,254	185,524	137,097	196,287	233,782	343,824	133,532
Noon Lectures	2,312	17,662	881	8,801	13,602	1,044	580	1,064	1,253	1,917	1,359	1,632
Preservation	32,505	56,310	36,498	133,129	80,089	29,008	28,539	266,618	69,076	32,375	96,679	42,109
Research	234,963	12,207	23,546	19,830	31,602	6,512	5,886	23,794	39,740	76,990	21,481	51,571
Today's Document	45,751	59,548	42,954	55,786	47,100	45,188	98,420	134,547	197,972	171,009	137,247	519,151
Students and Interns	24,331	49,145	18,009	16,185	19,576	8,059	21,433	10,549	2,338	3,190	2,352	2,304
Electoral College	1,438	3,984	1,380	1,210	975	1,907	2,736	3,896	3,652	1,085	1,225	1,739
Education	33,214	36,339	25,283	108,728	88,851	78,009	41,830	129,710	108,950	83,651	750,239	322,106
Presidential Total	7,946,648	8,124,687	8,518,564	13,659,575	8,417,136	12,619,803	9,083,185	6,520,721	5,624,824	4,093,840	6,795,080	4,390,912
Bush	2,916,574	838,337	797,565	758,563	730,963	825,844	258,321	219,662	184,776	288,692	321,166	345,370
GWB	2,795,302	4,928,751	4,534,352	9,683,251	3,706,744	9,582,567	6,968,783	4,466,458	3,676,980	1,591,821	2,889,346	664,262
Carter	185,032	243,618	174,397	275,292	276,627	169,731	155,167	254,658	170,680	256,809	280,020	322,472
Clinton	56,440	349,859	251,657	193,070	387,390	740,723	404,686	199,674	171,865	428,288	598,325	67,300
Eisenhower	446,490	388,341	544,862	101,484	1,698,940	124,717	238,386	115,820	139,862	268,996	609,365	717,507
Ford Library	18,606	31,971	32,808	31,688	38,159	18,850	16,488	15,989	16,912	12,294	60,258	71,049
Ford Museum	155,765	171,758	183,153	531,407	210,549	99,694	48,352	68,736	59,887	80,974	243,722	167,700
Hoover	66,622	71,515	56,261	71,451	68,239	22,939	34,743	30,456	26,014	41,217	79,958	98,399

Johnson	199,188	236,474	355,942	600,632	273,464	244,454	222,125	368,131	402,971	337,898	481,448	571,206
Nixon	351,636	352,150	660,521	446,888	466,862	445,052	367,020	442,309	446,018	557,428	353,907	744,705
Reagan	20,237	20,434	13,799	24,873	38,855	19,561	82,876	59,301	73,958	32,209	300,791	27,253
Roosevelt	497,445	171,428	399,200	695,673	238,842	134,219	158,232	173,378	112,118	80,883	154,737	175,579
Truman	237,311	320,051	514,047	245,303	281,502	191,452	128,006	106,149	142,783	116,331	422,037	418,110
Regional Total	261,383	343,019	192,968	845,063	341,945	389,636	422,937	450,331	486,927	413,226	560,078	795,636
Anchorage (retired)	2,204	908										
Atlanta	18,607	30,953	14,038	122,007	38,021	14,998	14,598	14,768	22,262	12,599	16,037	14,496
Boston	77,181	122,201	55,349	513,701	126,896	253,845	236,738	193,238	163,068	256,827	328,657	252,267
Chicago	17,531	15,379	23,434	23,704	25,258	21,702	24,548	9,460	14,521	11,147	10,784	16,425
Denver	12,700	10,064	10,898	15,714	58,750	13,970	40,722	91,536	60,747	13,159	7,349	160,324
Fort Worth	31,838	21,330	11,873	47,166	18,961	10,619	28,524	42,687	29,008	33,781	29,366	24,645
Kansas City	46,663	28,840	28,304	31,067	23,350	30,833	17,295	32,694	36,723	18,420	25,444	25,444
New York	17,592	76,965	14,008	21,880	17,759	19,871	16,826	23,131	19,785	16,660	25,915	51,590
Philadelphia	7,129	11,526	12,169	12,778	10,681	9,986	13,274	15,084	65,422	19,701	70,382	25,404
Riverside	9,376	3,525	5,564	5,666	3,938	907	2,608	1,507	25,657	6,824	5,092	1,913
Seattle	5,175	4,671	2,466	2,230	4,405	2,798	7,896	15,353	41,092	15,871	35,032	9,454
St. Louis	15,387	16,657	14,865	49,150	13,926	10,107	19,908	10,873	8,642	8,237	6,020	12,728

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). (A+P+R = Agency, Regional & Presidential totals.)

	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May
Monthly Total (A+P+R)	6,126,632	3,938,703	4,236,645	5,203,696	3,949,554	4,978,192	5,924,135	3,006,040	2,832,257	2,337,566	3,586,722	3,135,226
Agency-Wide Total	1,797,708	650,314	919,134	1,004,744	619,233	792,580	2,471,189	1,290,376	1,282,074	896,148	1,252,959	1,124,548
US National Archives	1,728,850	539,177	832,923	737,676	490,014	696,888	2,357,075	1,017,984	1,007,687	705,573	660,392	710,414
Afro-American HS	574	296	714	379	921	3,304	4,112	10,452	13,209	1,499	425	417
Assembly	673	494	282	565	303	430	891	3,961	73,116	140	85	24
Archival Recovery	1,568	2,135	3,776	2,696	2,566	2,971	2,420	2,043	2,517	2,681	2,030	2,619
Constitution	8,323	13,734	4,469	38,350	14,385	5,222	14	3,135	5,555	6,878	5,654	5,474
Federal Register	1,389	9,135	1,470	1,190	882	607	369	5,278	5,281	10,265	27,823	11,851
Federal Records Centers	100	143	80	106	349	216	302	361	492	357	151	140
Applied Research	1,427	648	1,192	3,482	2,760	3,927	5,389	5,239	8,355	2,831	721	744
NHPRC	17,812	15,716	34,326	107,613	20,424	26,329	58,379	37,999	55,196	70,891	129,183	38,257
Noon Lectures	353	9,660	157	3,589	6,826	192	164	257	228	308	286	316
Preservation	12,707	21,185	13,089	52,761	27,634	11,470	8,123	113,522	26,730	9,976	46,338	19,626
Research	6,690	5,768	10,071	6,430	9,474	2,239	1,940	5,676	11,582	29,929	6218	14,297
Today's Document	5,876	10,511	5,306	5,816	5,669	5,280	13,430	32,156	28,626	21,910	14,827	170,945
Students and Interns	3,168	10,180	4,460	3,140	3,853	2,463	3,433	3,112	729	539	406	403
Electoral College	544	1,966	702	412	299	670	1,113	1,650	1,820	419	397	710
Education	7,654	9,566	6,117	40,539	32,874	30,372	14,035	47,551	40,951	31,952	358,023	148,311
Presidential Total	4,253,037	3,174,532	3,260,596	3,751,767	3,221,179	4,067,462	3,324,304	1,569,291	1,394,282	1,328,029	2,126,332	1,675,398
Bush	629,981	300,574	233,948	274,289	244,931	270,293	110,231	88,424	73,905	118,752	133,433	138,053
GWB	1,383,382	1,908,418	1,734,364	2,291,721	1,247,479	2,978,287	2,542,349	801,264	685,756	401,239	688,317	264,652
Carter	59,753	82,892	56,564	90,769	97,679	49,490	41,540	77,782	52,254	81,663	87,772	110,232
Clinton	20,622	143,993	100,713	75,236	154,736	285,975	157,809	81,038	70,181	180,058	249,615	23,870
Eisenhower	1,544,473	216,690	227,593	39,787	870,134	49,336	90,063	36,401	46,951	90,294	199,422	316,390
Ford Library	4,980	13,499	10,048	10,535	15,176	8,039	5,338	6,002	5,498	4,513	16,444	22,468
Ford Museum	60,168	72,133	70,797	204,238	85,479	38,316	19,400	22,404	22,600	29,878	91,397	63,819
Hoover	22,244	26,292	22,481	22,668	20,944	7,932	14,369	9,023	8,009	14,768	23,040	32,618

Johnson	82,748	95,596	156,019	267,488	115,629	92,890	80,488	159,410	172,433	133,626	187,799	208,644
Nixon	131,666	122,194	273,489	160,007	179,447	156,034	130,996	166,400	149,200	194,815	124,735	270,683
Reagan	6,066	6,987	5,911	9,688	18,650	6,642	40,102	21,591	25,380	9,752	136,869	12,150
Roosevelt	230,544	54,644	161,829	233,218	84,791	53,156	50,605	66,832	33,534	30,030	48,248	63,755
Truman	76,410	130,620	206,840	72,123	86,104	71,072	41,014	32,720	48,581	38,641	139,241	148,064
Regional Total	75,887	113,857	56,915	447,185	109,142	118,150	128,642	146,373	155,901	113,389	207,431	335,280
Anchorage	684	420										
Atlanta	6,142	12,122	4,901	58,642	14,627	5,283	3,982	3,647	5,815	4,382	5,334	5,339
Boston	15,646	27,610	12,313	316,134	33,091	78,409	69,532	51,946	36,864	71,148	126,025	82,765
Chicago	4,399	4,134	10,564	8,699	8,439	6,593	5,263	2,071	2,334	2,528	3,412	3,493
Denver	4,433	3,763	3,471	5,682	28,133	4,869	17,966	44,978	27,694	4,550	3,334	93,593
Fort Worth	9,219	3,961	2,648	14,175	5,593	2,895	8,686	13,948	7,257	8,223	6,344	114,880
Kansas City	17,657	8,758	8,874	12,357	5,323	8,793	4,172	12,076	12,929	5,133	7,480	5,984
New York	6,399	41,658	4,805	6,309	5,331	4,460	3,515	5,732	3,763	4,340	7,325	14,899
Philadelphia	1,800	2,583	3,641	2,711	2,424	3,365	4,469	3,866	27,590	3,846	28,221	6,159
Riverside	2,916	1,012	1,134	1,419	1,405	433	1,248	670	12,756	1,932	1,592	832
Seattle	1,216	1,734	731	586	1,354	1,004	2,060	4,616	16,104	5,617	16,288	3,782
St. Louis	5,376	6,102	3,833	20,471	3,422	2,046	7,749	2,823	2,795	1,690	2,066	3,554

APPENDIX V: Twitter Followers (Cumulative)

	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May
archivespres	2,901	2,980	3,075	3,175	3,262	3,425	3,546	3,645	3,724	3,833	3,892	3,947
dferriero	2,853	2,913	2,956	3,071	3,145	3,162	3,188	3,214	3,237	3,277	3,333	3,361
Discovercivwar	5,952	6,000	6,032	6,057	6,094	6,121	6,147	6,240	6,352	6,443	6,498	6,567
DocsTeach	4,698	4,895	5,125	5,315	5,519	5,713	5,875	6,085	6,300	6,542	6,721	6,869
ElectoralCollge	2,276	2,278	2,273	2,266	2,270	2,279	2,294	2,293	2,287	2,293	2,290	2,286
FedRegister	6,705	6,839	7,024	7,125	7,267	7,396	7,527	7,689	7,882	8,046	8,226	8,353
NARAMediaLabs	400	445	482	519	558	629	696	774	853	936	1,006	1,074
NARA_RecMgmt	4,751	4,834	4,924	5,009	5,086	5,140	5,228	5,286	5,352	5,433	5,493	5,542
Today'sDocument	13,900	14,918	15,723	16,398	17,165	17,803	18,542	19,423	20,228	21,003	21,725	22,486
USNatArchives	41,495	43,603	45,878	47,921	50,099	52,272	55,435	58,583	61,700	64,589	67,165	69,305
ThisisArchives									20	347	454	572
Bush41library	15,200	16,017	16,773	17,410	17,975	18,726	19,361	19,981	20,503	21,065	21,644	22,003
CarterLibrary	8,891	9,088	9,263	9,448	9,693	9,845	9,989	10,197	10,378	10,527	10,700	10,925
IkeLibrary	5,588	5,792	5,996	6,216	6,430	6,601	6,939	7,177	7,380	7,592	7,840	8,019
FDRLibrary	4,904	5,115	5,310	5,615	5,843	6,017	6,241	6,501	6,700	6,924	7,119	7,302
GWBLibrary	8,126	8,566	8,968	9,504	9,743	10,121	10,381	11,041	11,506	12,022	12,395	12,775
IkeandHarry2012	592	596	605	610	610	615	614	613	613	619	625	636
JFKLibrary	27,400	27,894	28,394	28,908	29,462	30,104	30,720	31,263	31,940	32,489	33,097	33,627
LBJLibrary	6,846	7,259	7,516	7,812	8,100	8,340	8,563	8,887	9,128	9,369	9,643	9,872
OurPresidents	8,517	8,990	9,684	10,116	10,491	10,889	11,307	12,059	12,484	12,849	13,240	13,636
Reagan_Library	1,271	1,358	1,426	1,477	1,537	1,583	1,619	1,672	1,729	1,760	1,806	1,862
TrumanLibrary	1,419	1,672	1,871	2,057	2,214	2,342	2,477	2,602	2,769	2,885	3,031	3,177
WJCLibrary	33,000	35,938	40,954	45,137	49,073	52,732	56,239	60,313	64,350	68,452	74,565	75,867
atlantaarchives	996	1,045	1,097	1,157	1,194	1,233	1,261	1,293	1,333	1,363	1,389	1,399
Boston_archives											79	125
KCArchives	898	933	979	1,026	1,080	1,131	1,187	1,244	1,293	1,333	1,386	1,421
CongressArchive	714	820	902	992	1,089	1,214	1,354	1,507	1,646	1,815	1,964	2,065
NARAFRC	371	374	377	380	383	395	405	407	407	419	420	422
StLouisArchives	93	94	94	94	97	103	106	106	109	115	122	125
TOTAL	237,819	248,531	261,202	272,469	255,479	265,931	277,241	290,095	302,203	314,340	327,789	335,620

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

	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May
Page Views	2,907	2,776	3,062	11,763	12,773	9,736	3,246	3,923	3,077	8,006	2,769	2,391
Track Downloads	2,848	2,728	2,013	7,809	9,788	7,490	2,832	2,639	2,685	3,618	2,123	2,078
Subscriptions	509	459	416	1,322	1,447	1,183	434	441	359	920	358	331

APPENDIX VII: Google+ Followers

	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May
Monthly Followers	4,422	6,492	8,252	6,582	8,358	8,181	9,676	9,755	6,853	6,714	6,340	6,032
Cumulative Followers	235,829	242,321	250,573	257,155	265,513	273,694	283,370	293,125	299,978	306,692	313,032	319,064

APPENDIX VIII: Pinterest Followers (Cumulative)

	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May
US National Archives	3,322	3,417	3,569	3,714	3,788	3,851	3,898	3,970	4,067	4,204	4,285	4,347
Our Presidents	622	639	656	676	684	693	698	706	722	741	747	762

APPENDIX IX: Instagram Followers (Cumulative)

	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May
US National Archives	976	1,253	1,553	1,710	1,877	2,216	2,614	3,177	3,565	3,922	4,254	4,800
Ike Library	89	102	112	122	135	139	147	155	192	216	232	252
Clinton Library	89	136	158	165	216	272	288	320	349	376	1,204	1,218
FDR Library										43	54	62

APPENDIX X: HistoryPin Channel Views(Cumulative)

	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May
Channel Views	17,849	18,292	19,263	19,663	20,138	20,506	20,992	21,389	21,805	22,196	22,793	23,443