

**SOCIAL MEDIA HIGHLIGHTS**

- NARA hosted 25 Wikipedians and cultural professionals for three days to document, organize and hack tools during GLAMcamp DC.
- As part of Social Media Week events across the country, NARA hosted various events including a Citizen Archivist Dashboard Demo, a Tagathon, and a panel discussion about Social Media, Government, and eDemocracy
- The Internal Collaboration Network launched to the “Gang of 300” (Beta) Pathfinders on February 21<sup>st</sup>
- Alan Walker, a processing archivist at NARA, finds new records relating to the Titanic

**FEBRUARY 2012 OVERVIEW**

Social Media Tool	Monthly Views	Cumulative Users
Archives.gov Blogs	73,863 Views	--
Tumblr Blogs	31,273 Views	29,978 Followers
Facebook	1,812,103 Impressions	174,744 Reach
National Archives YouTube Channel	67,590 Views	3,876 Subscribers
Flickr (USNatArchives & ArchivesNews)	369,375 Views	4,303 Contacts
Our Archives Wiki	15,765 Views	332 Editors
Twitter (all NARA feeds)	--	46,861 Followers
FourSquare	23,056 Check-ins	16,754 Followers
iTunes U	10,425 Views	5,653 Subscribers

**FISCAL YEAR COMPARISON**

Social Media Tool	FY 2012 Views (To Date)	FY 2011 Views
Archives.gov Blogs	286,141	520,572 (Dec-Sept)
Tumblr Blogs	241,500	97,949 (Apr-Sept)
Facebook	6,792,498	15,585,752
National Archives YouTube Channel	236,820	601,517
Flickr (USNatArchives & ArchivesNews)	2,024,915	2,911,601
Our Archives Wiki	77,373	160,899

**EXTERNAL BLOGS**

1. [AOTUS](#)
2. [AOTUS Tumblr](#)
3. [Exhibits Tumblr](#)
4. [FOIA Ombudsman](#)
5. [Hoover Blackboard](#)
6. [In Roosevelt History](#)
7. [NARAtions](#)
8. [Records Express](#)
9. [The Text Message](#)
10. [Today's Document](#)
11. [Today's Document Tumblr](#)
12. [Transforming Classification \(PIDB\)](#)
13. [The WashBoard](#)

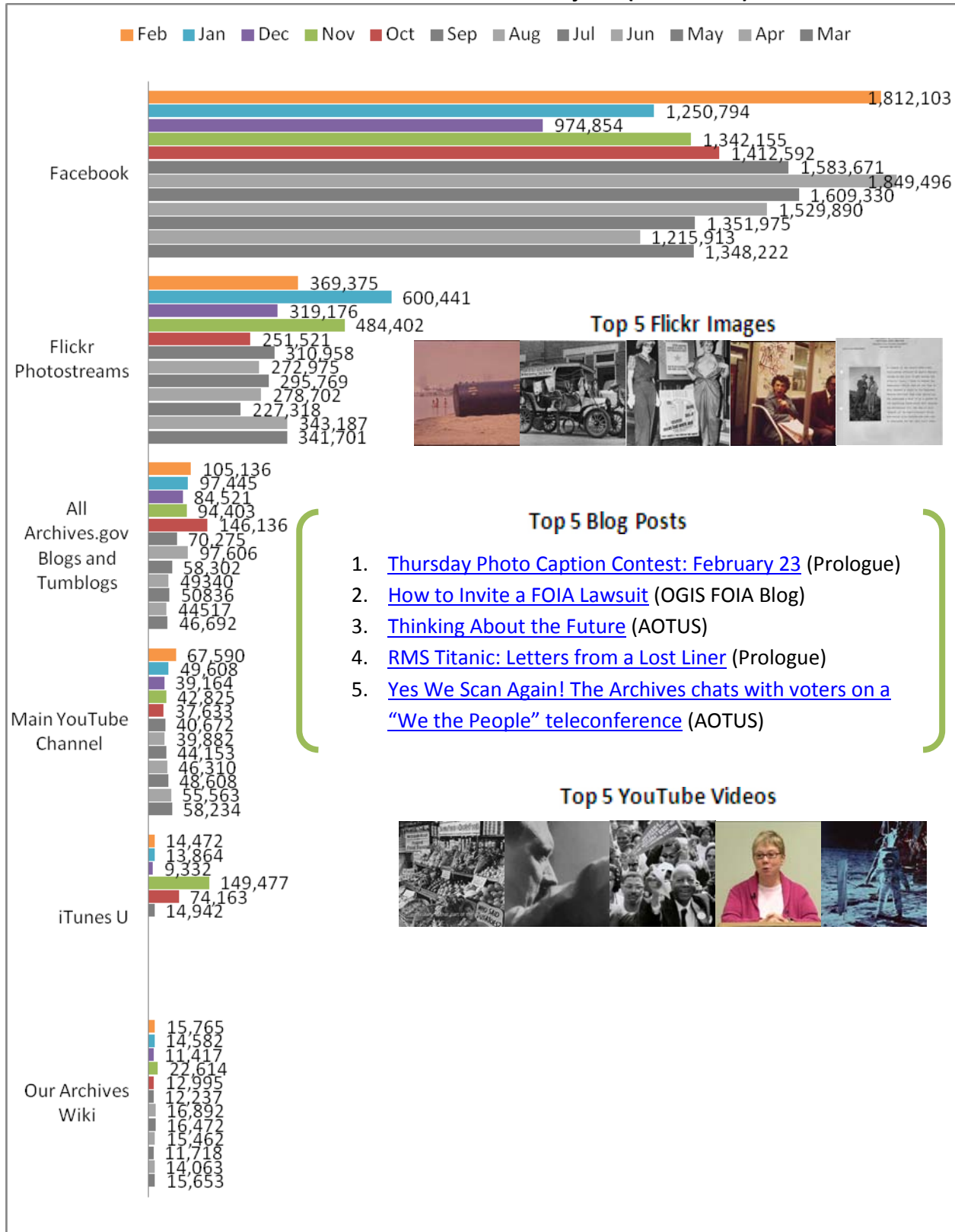
**INTERNAL (NARA@WORK) BLOGS**

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

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

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

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



**Top 5 Flickr Images**



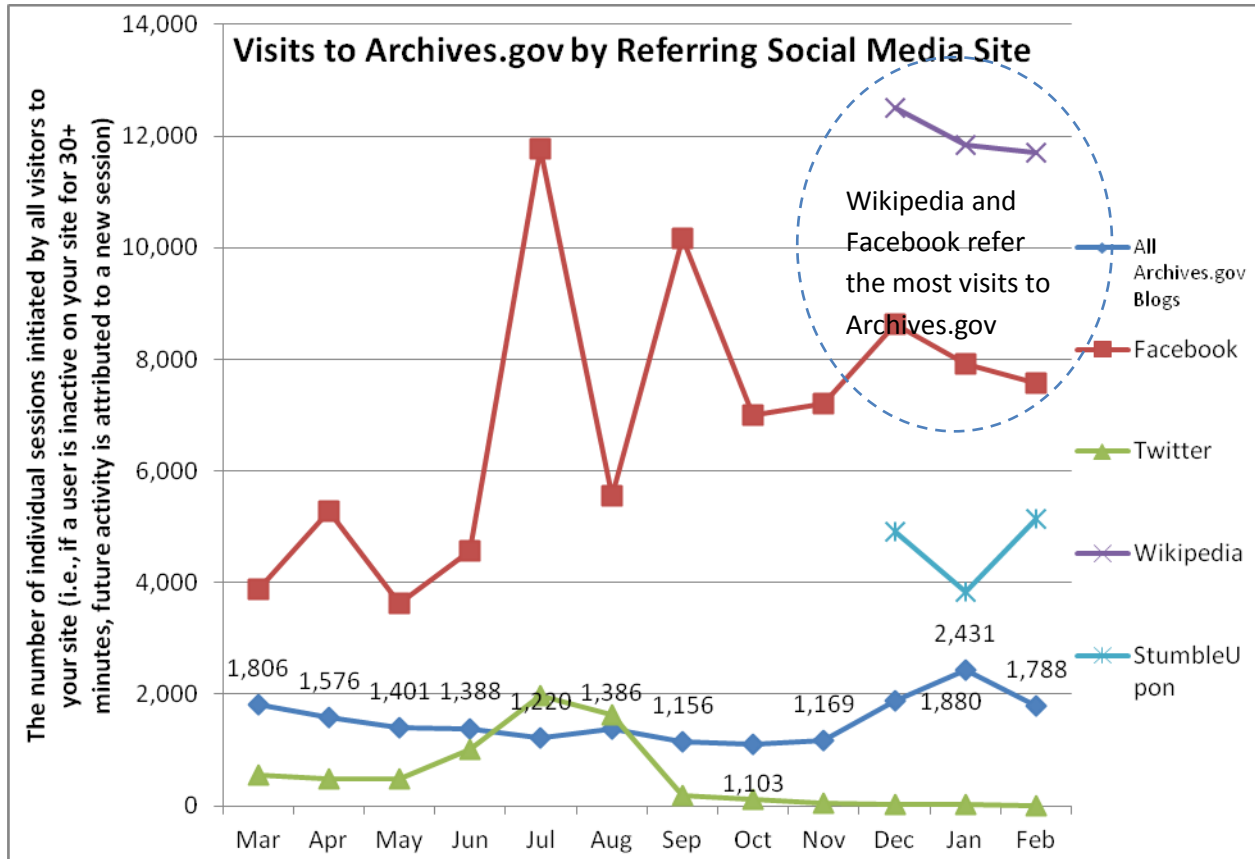
**Top 5 Blog Posts**

1. [Thursday Photo Caption Contest: February 23](#) (Prologue)
2. [How to Invite a FOIA Lawsuit](#) (OGIS FOIA Blog)
3. [Thinking About the Future](#) (AOTUS)
4. [RMS Titanic: Letters from a Lost Liner](#) (Prologue)
5. [Yes We Scan Again! The Archives chats with voters on a "We the People" teleconference](#) (AOTUS)

**Top 5 YouTube Videos**



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



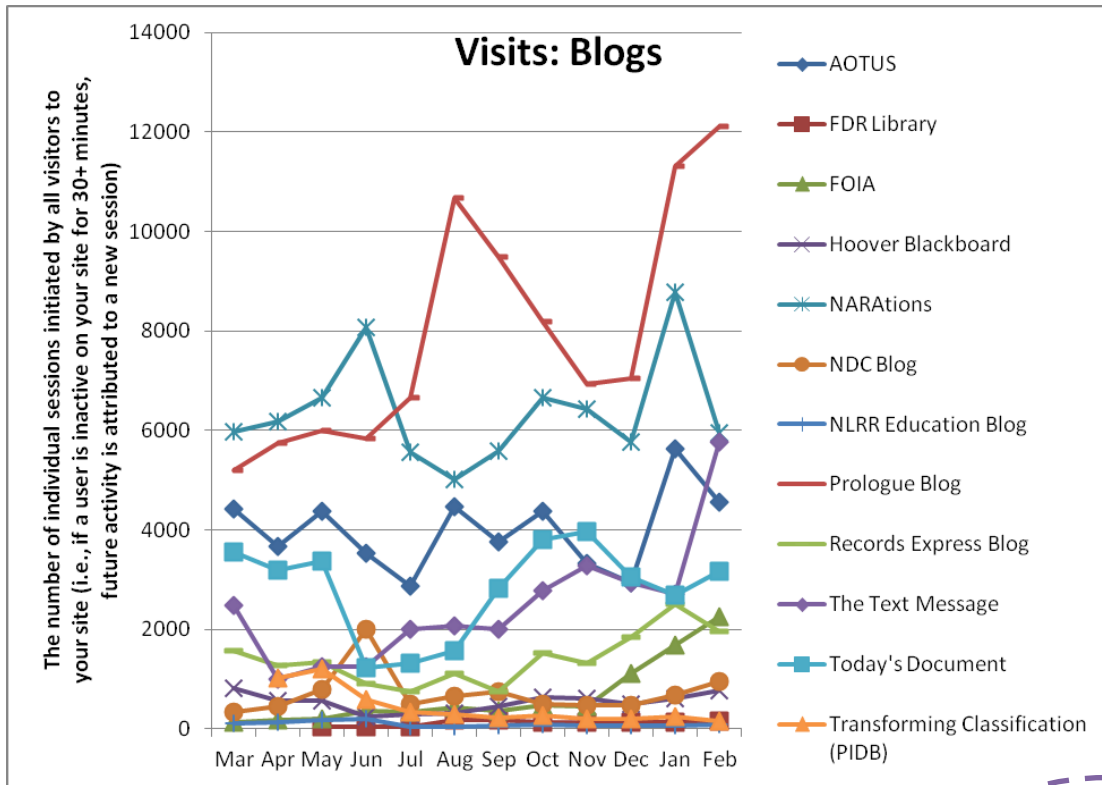
**New External Social Media Projects**

**February Projects**

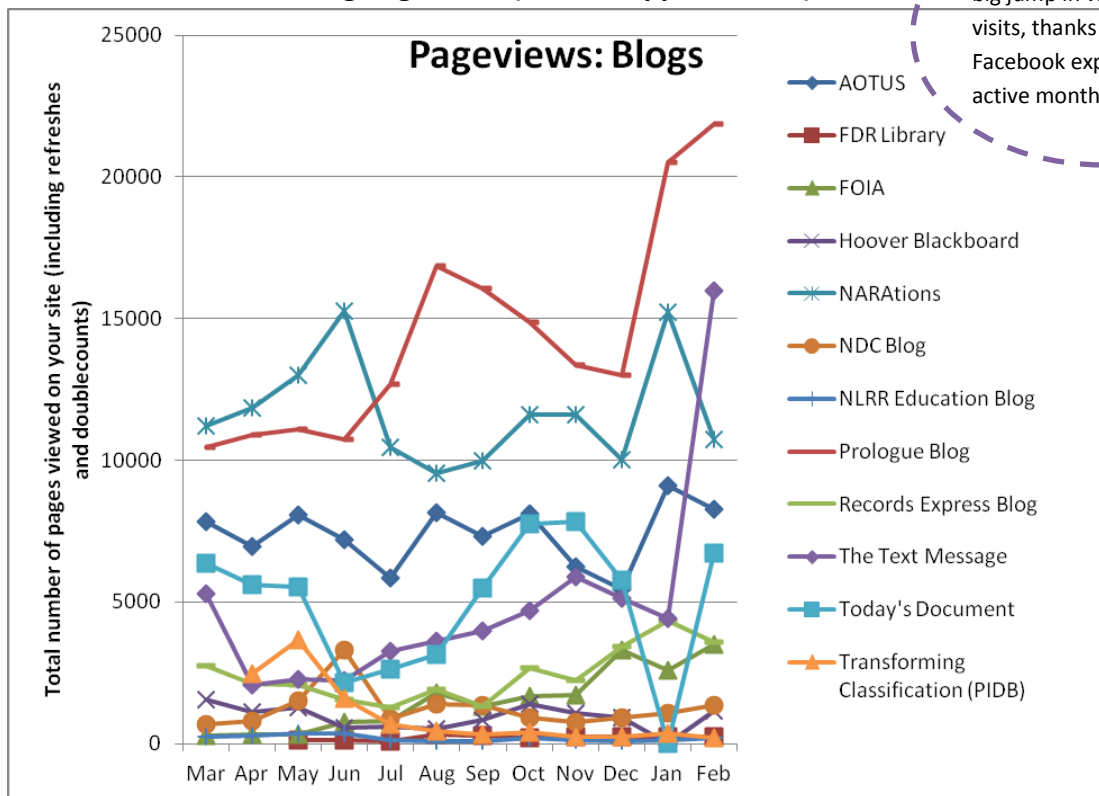
	Blog	Facebook	Flickr	Twitter	Wiki	Tumblr	iTunes	IdeaScale	GitHub	HistoryPin	Ustream
<b>October</b>									1		
<b>November</b>				3		2				1	
<b>December</b>					1	1					
<b>January</b>					1						1
<b>February</b>				1	1			1			

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

Blog Visits (Source: Appendix II.A)

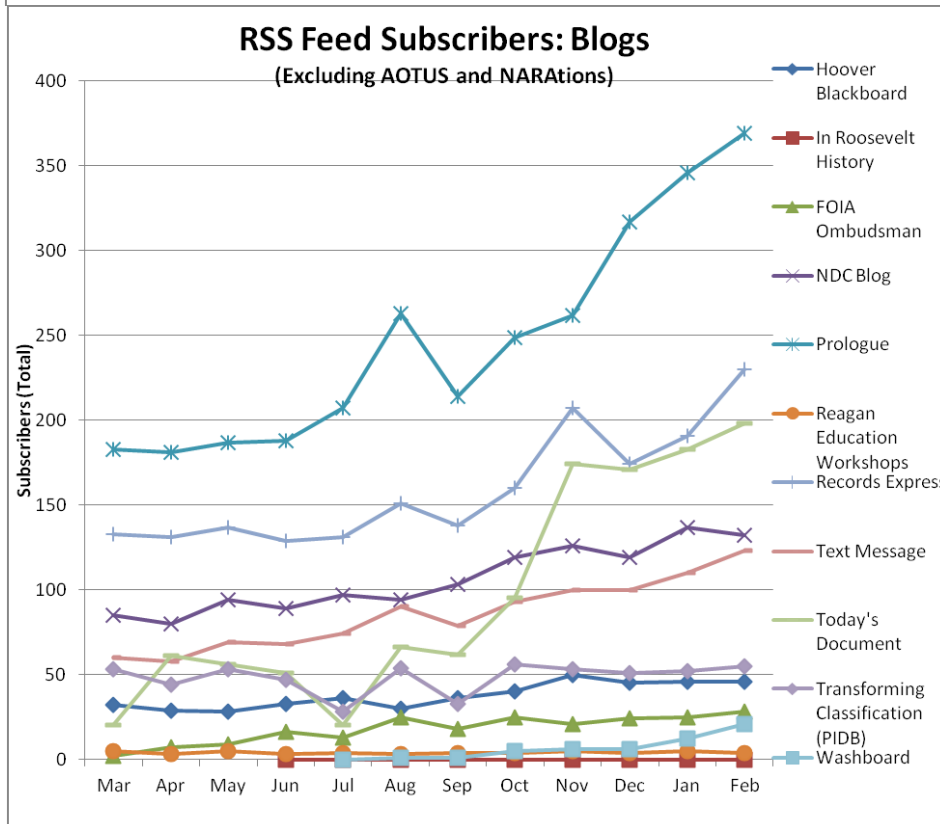
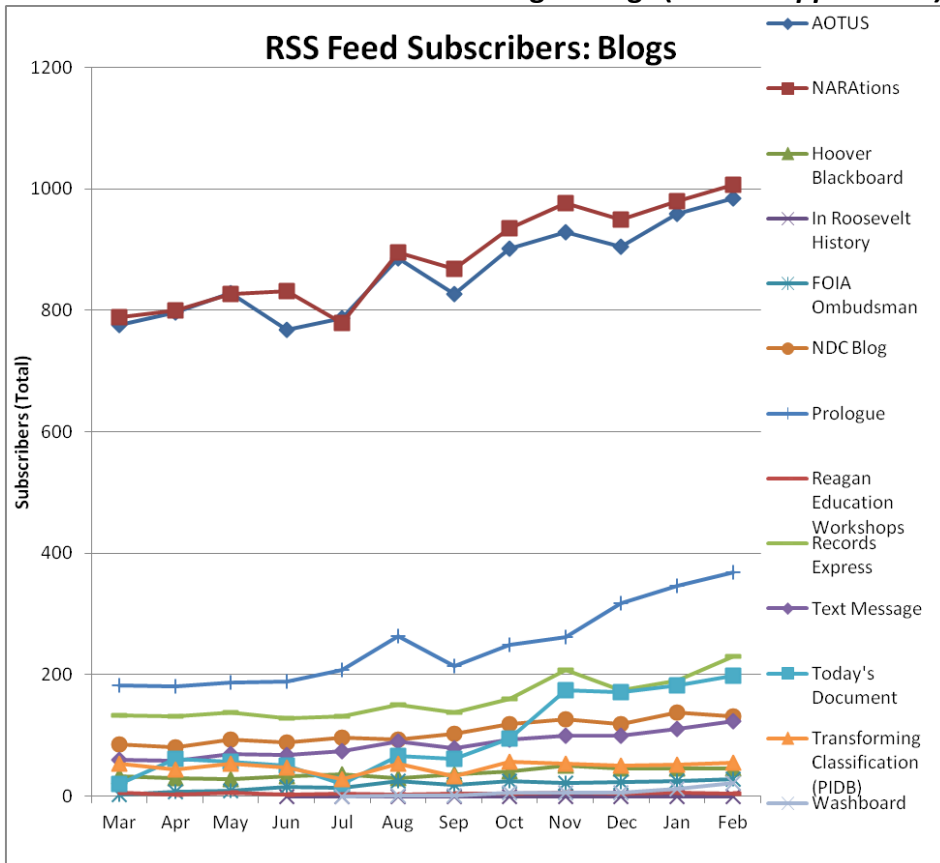


Blog Pageviews (Source: Appendix II.B)



The Text Message Blog sees a big jump in views and visits, thanks to more Facebook exposure and an active month for postings

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

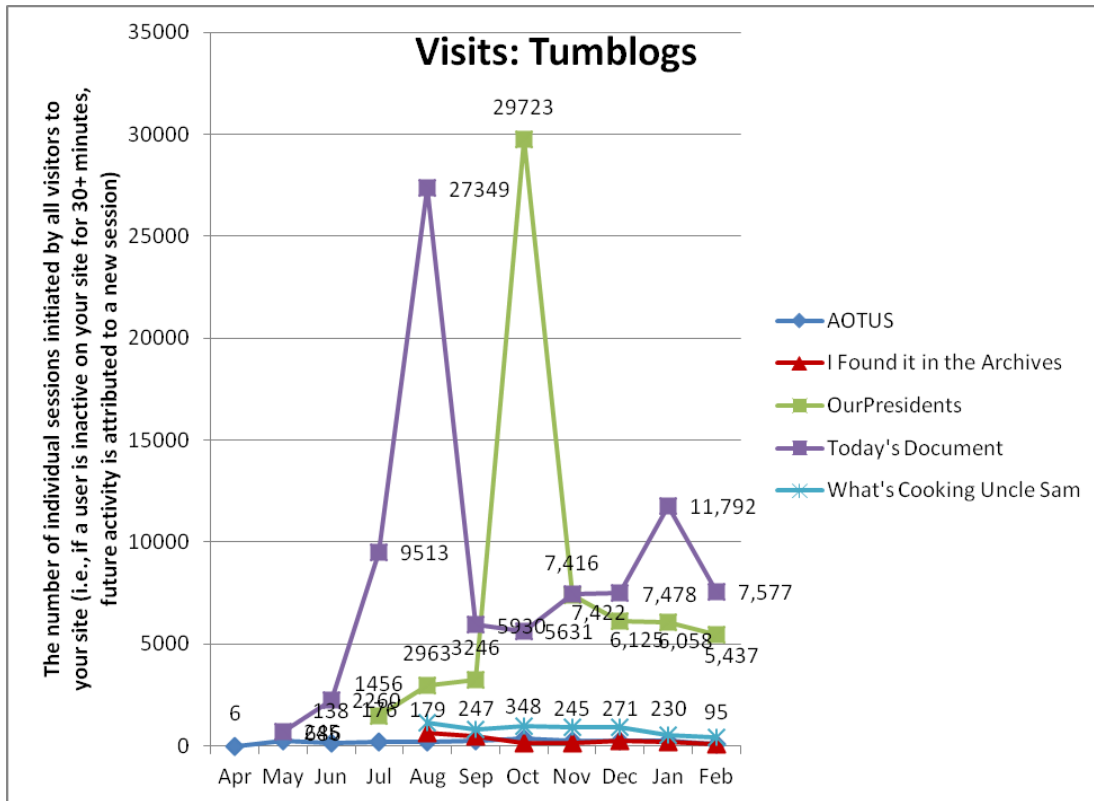


**Top 5 Most Viewed Blog Posts in February**

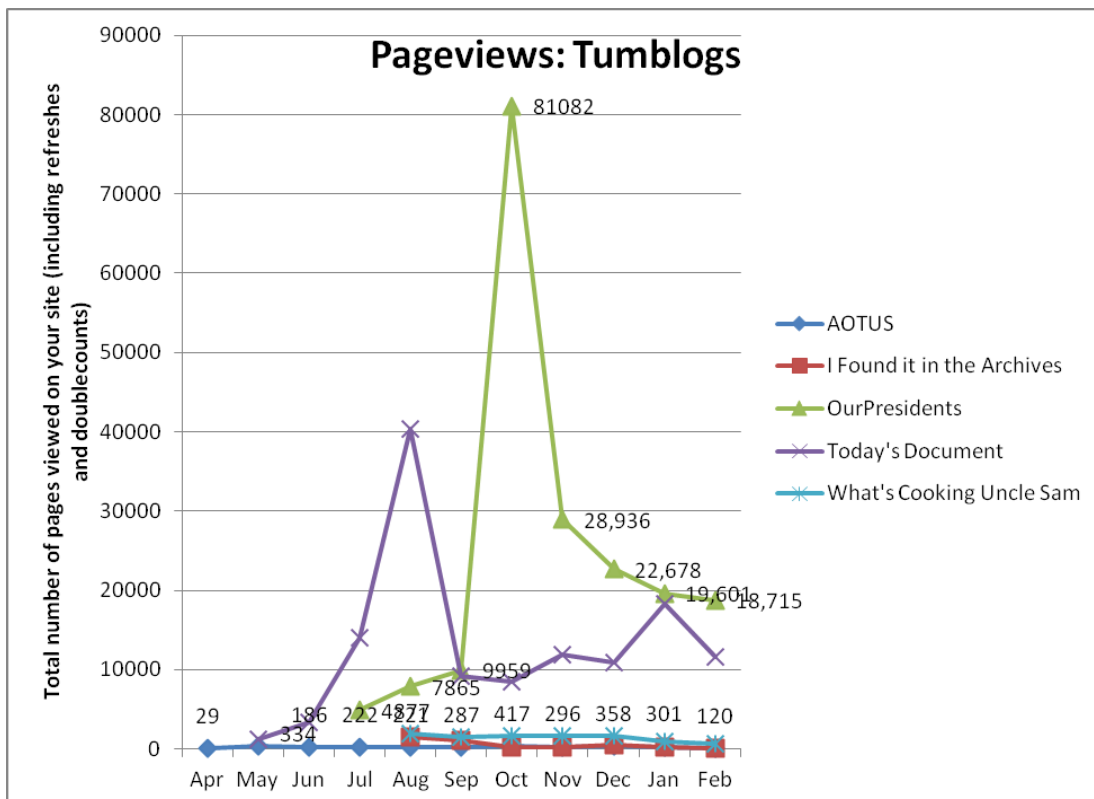
<b>Blog</b>	<b>Pageviews</b>	<b>Post Title</b>
Prologue	1,512	<a href="#">Thursday Photo Caption Contest: February 23</a>
FOIA	1,011	<a href="#">How to Invite a FOIA Lawsuit</a>
AOTUS	888	<a href="#">Thinking About the Future</a>
Prologue	850	<a href="#">RMS Titanic: Letters from a Lost Liner</a>
AOTUS	748	<a href="#">Yes We Scan Again! The Archives chats with voters on a “We the People” teleconference</a>

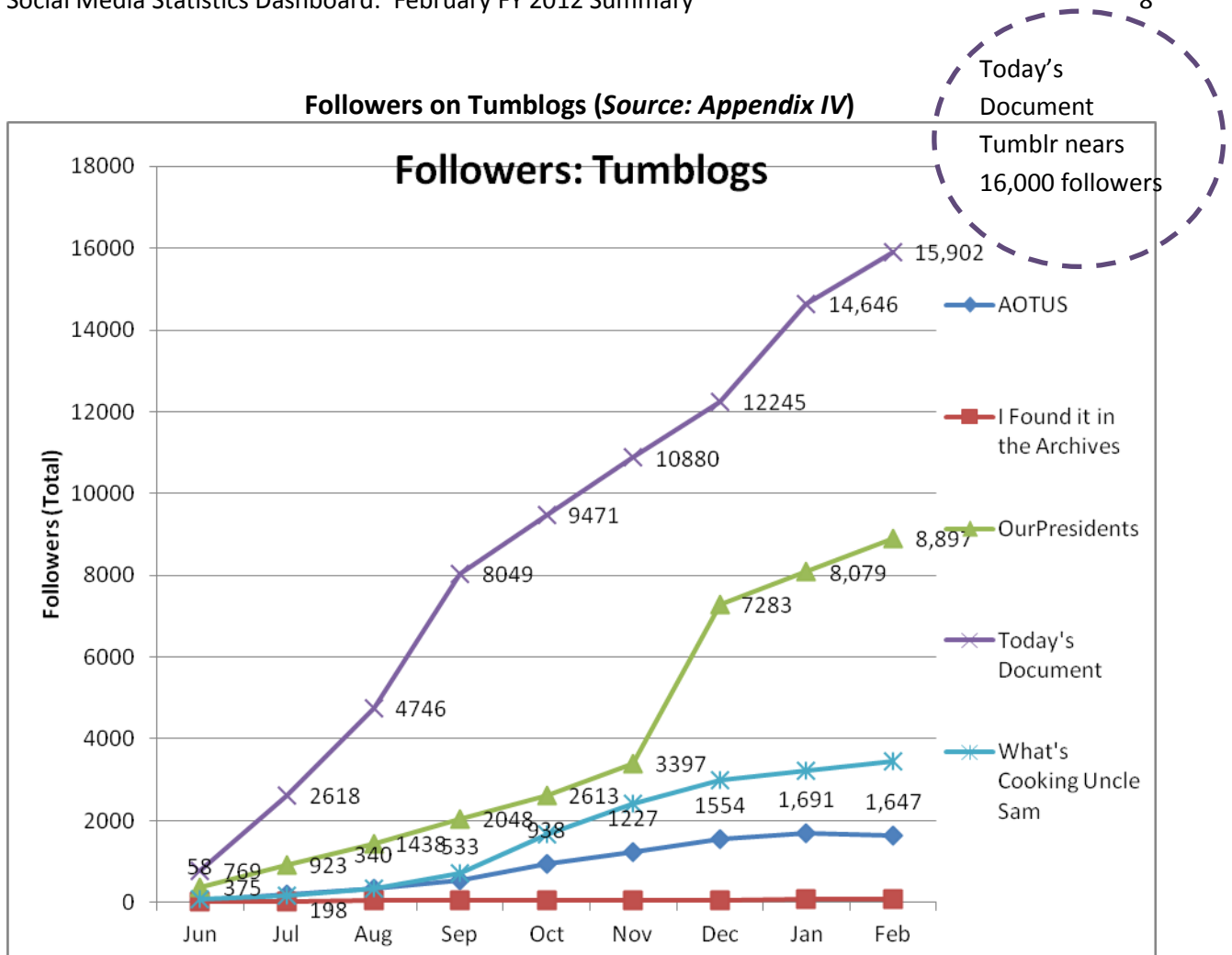
Social Media Tools: Detail View – Tumblogs

Tumblog Visits



Tumblog Pageviews

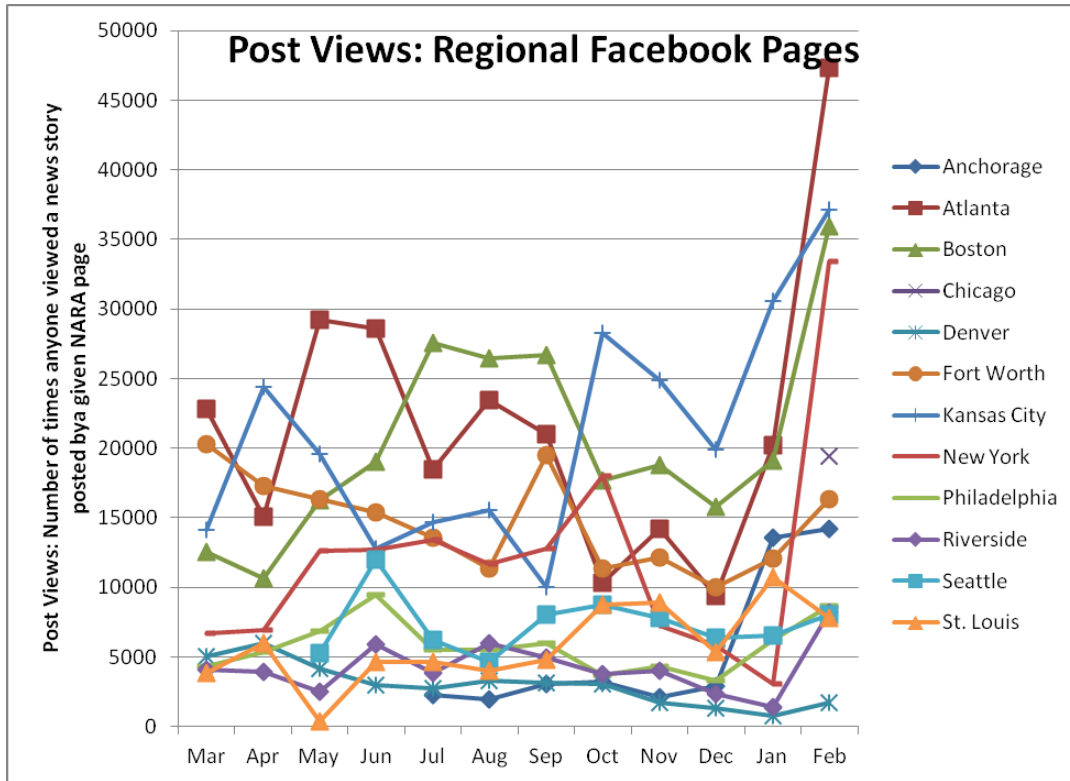




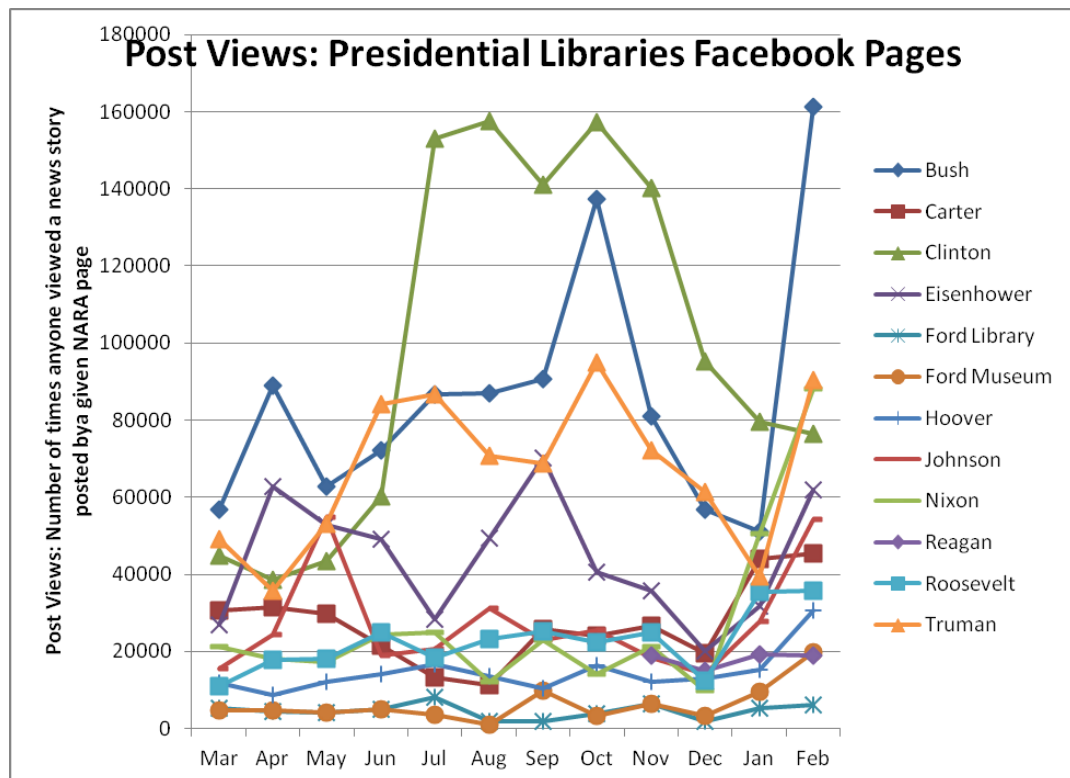


Social Media Tools: Detail View – Facebook

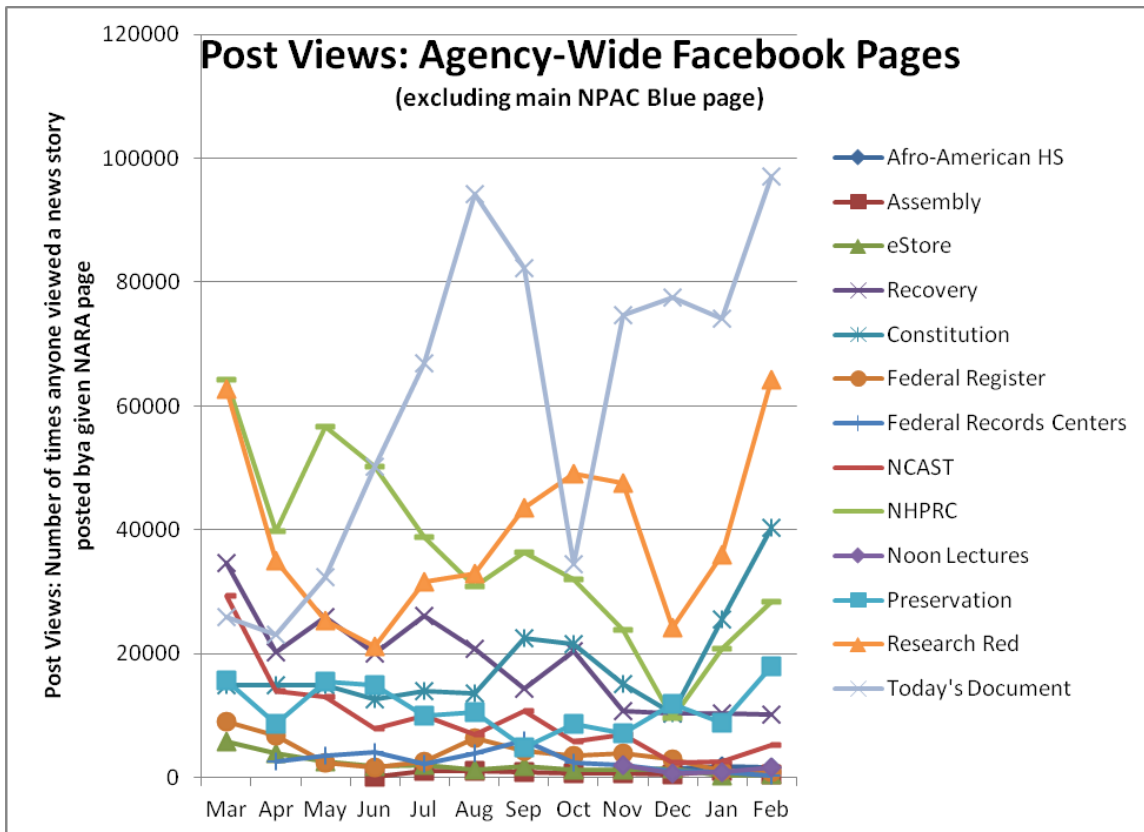
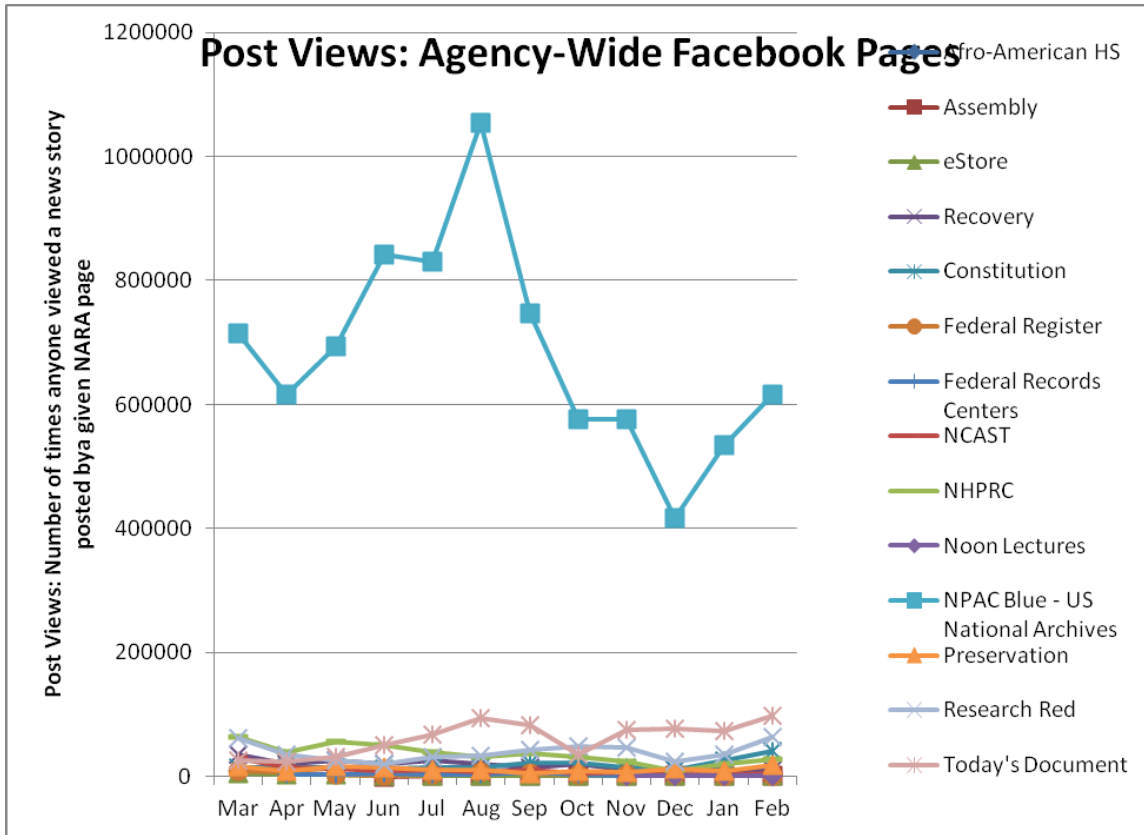
Post Views on Regional Pages (Source: Appendix IV.A)



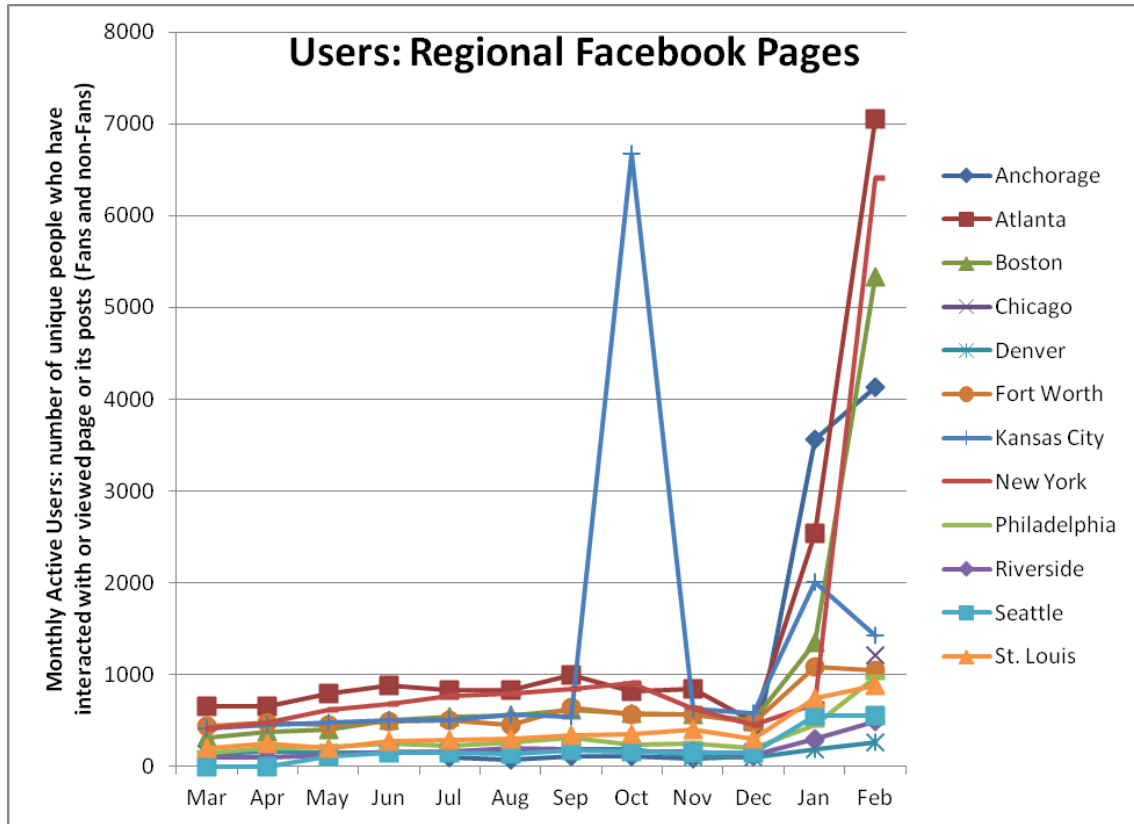
Post Views on Presidential Library Pages (Source: Appendix IV.A)



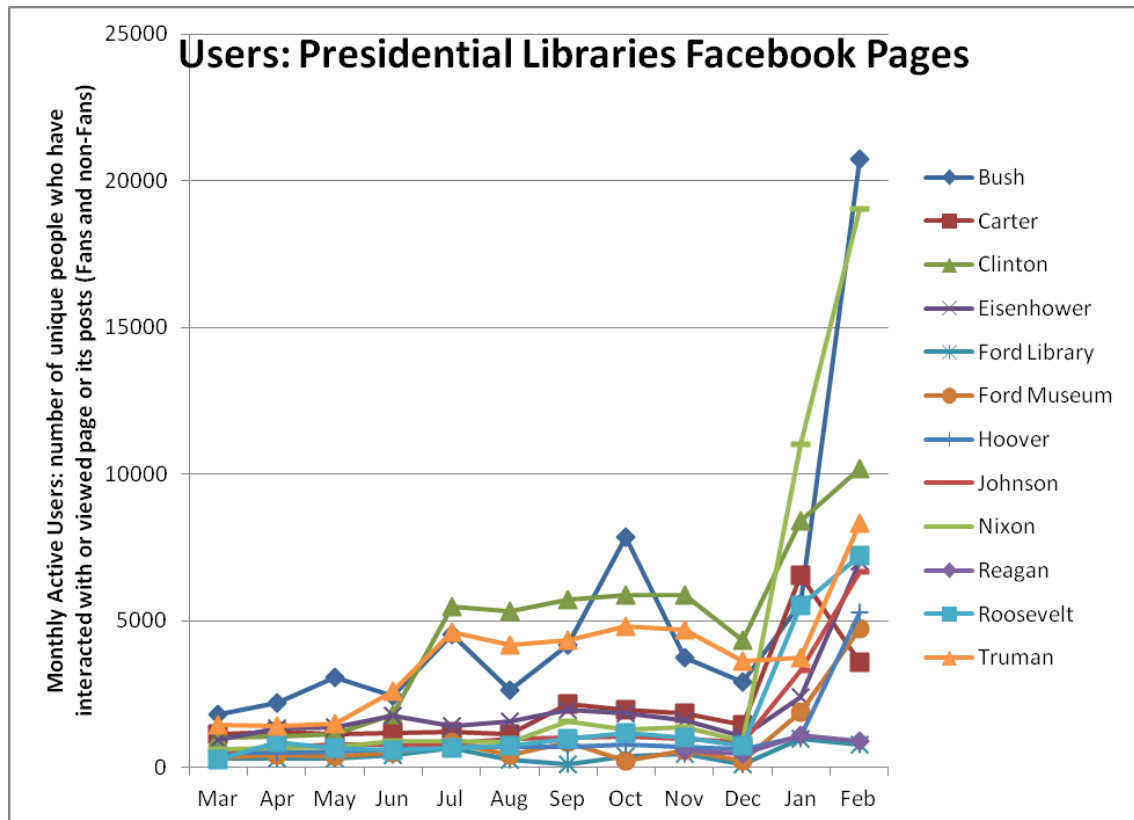
Post Views on Agency-Wide Pages (Source: Appendix IV.A)



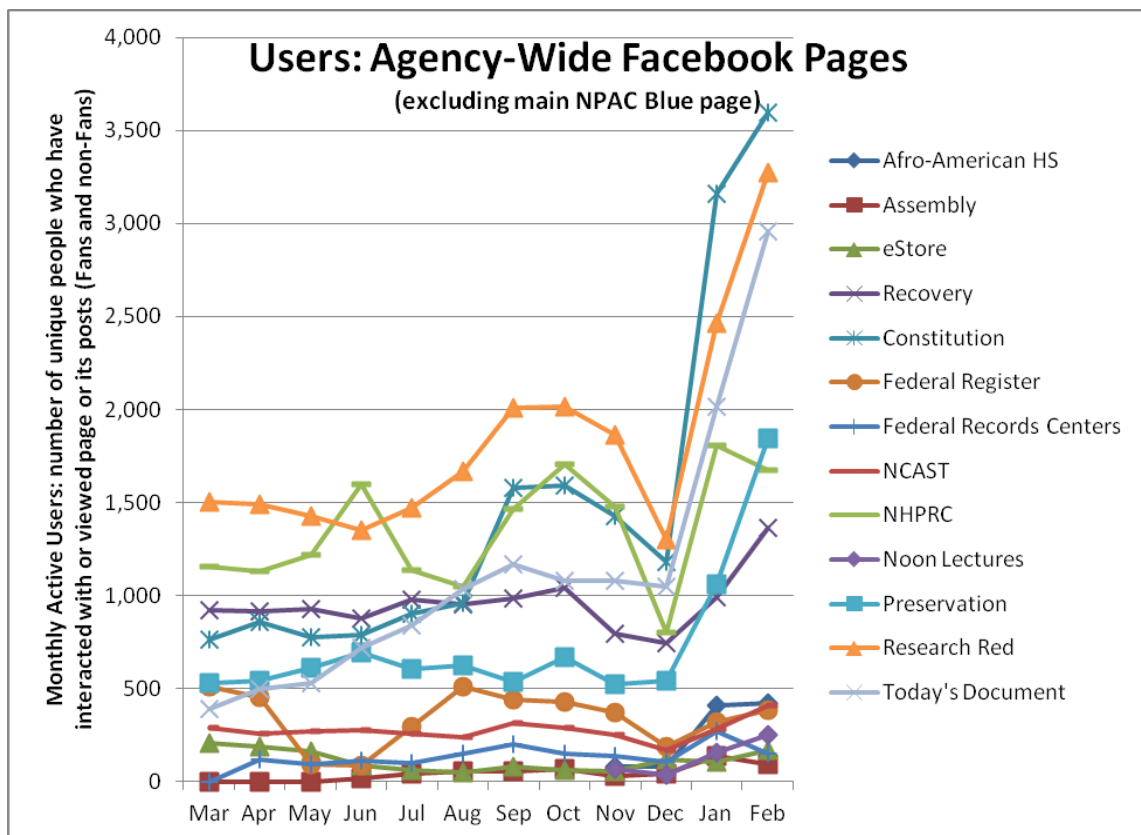
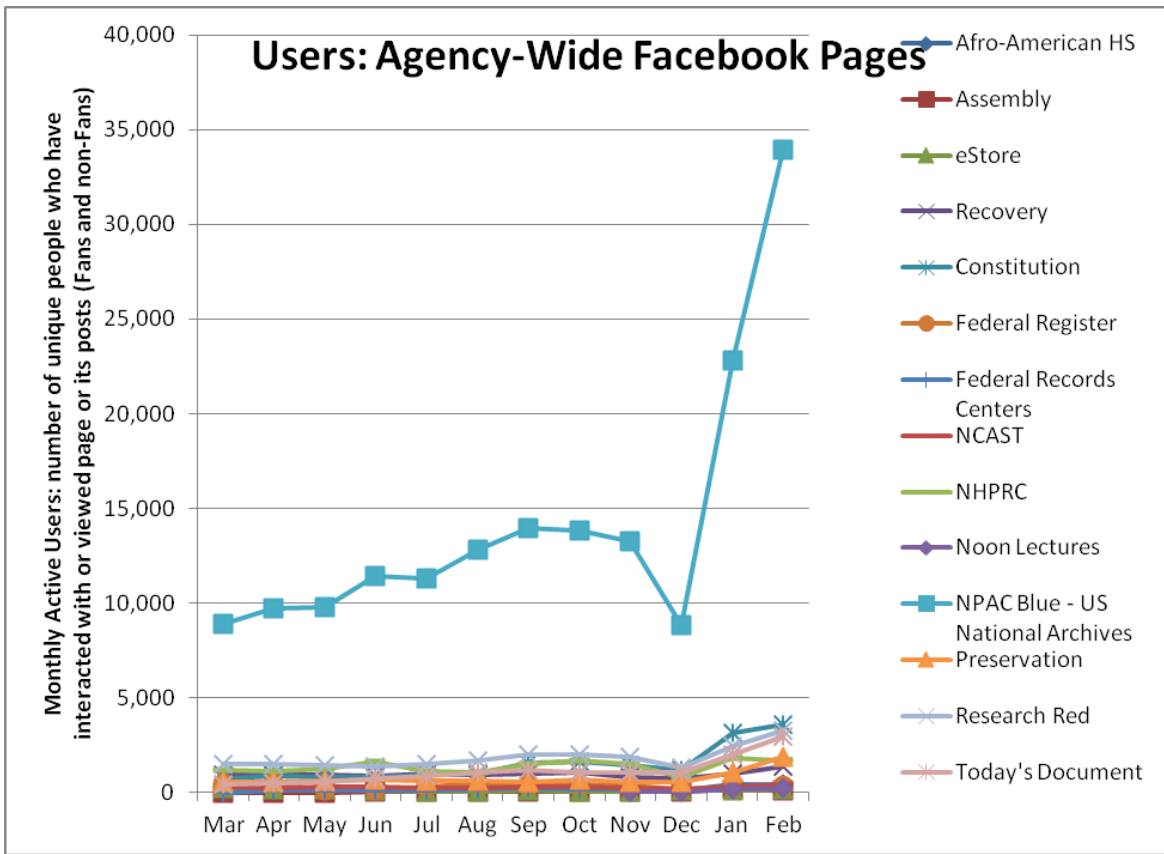
Monthly Active Users of Regional Pages (Source: Appendix IV.B)



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

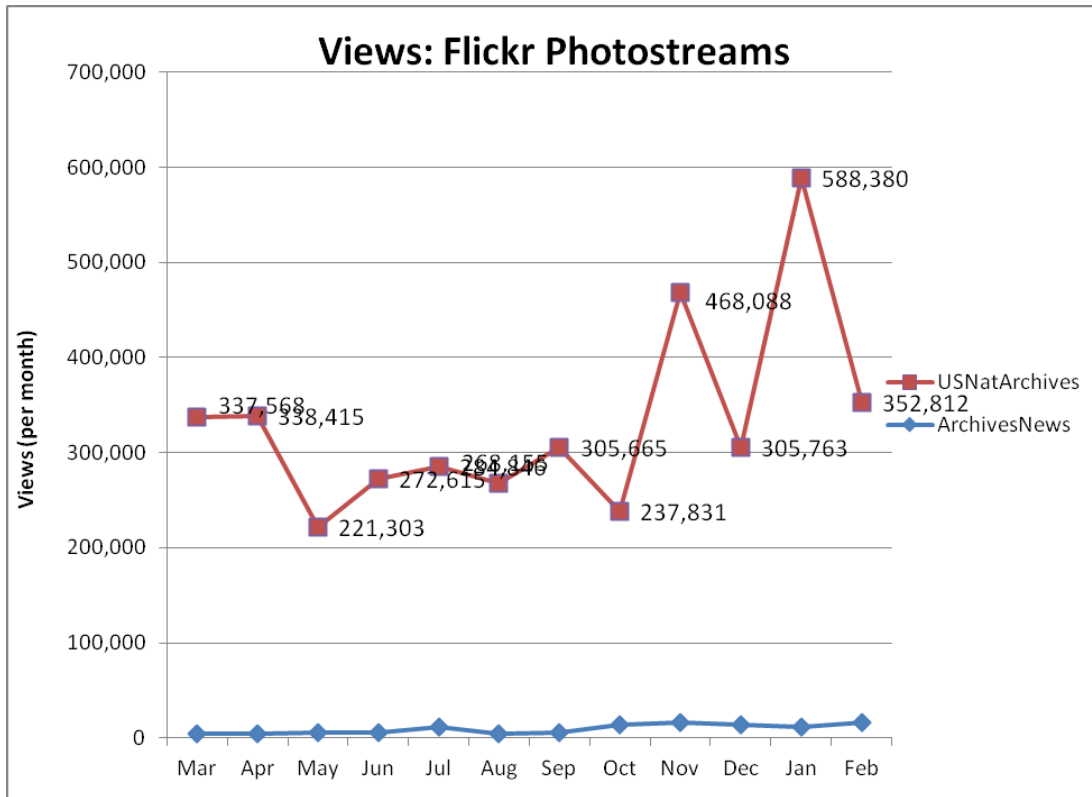


Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)

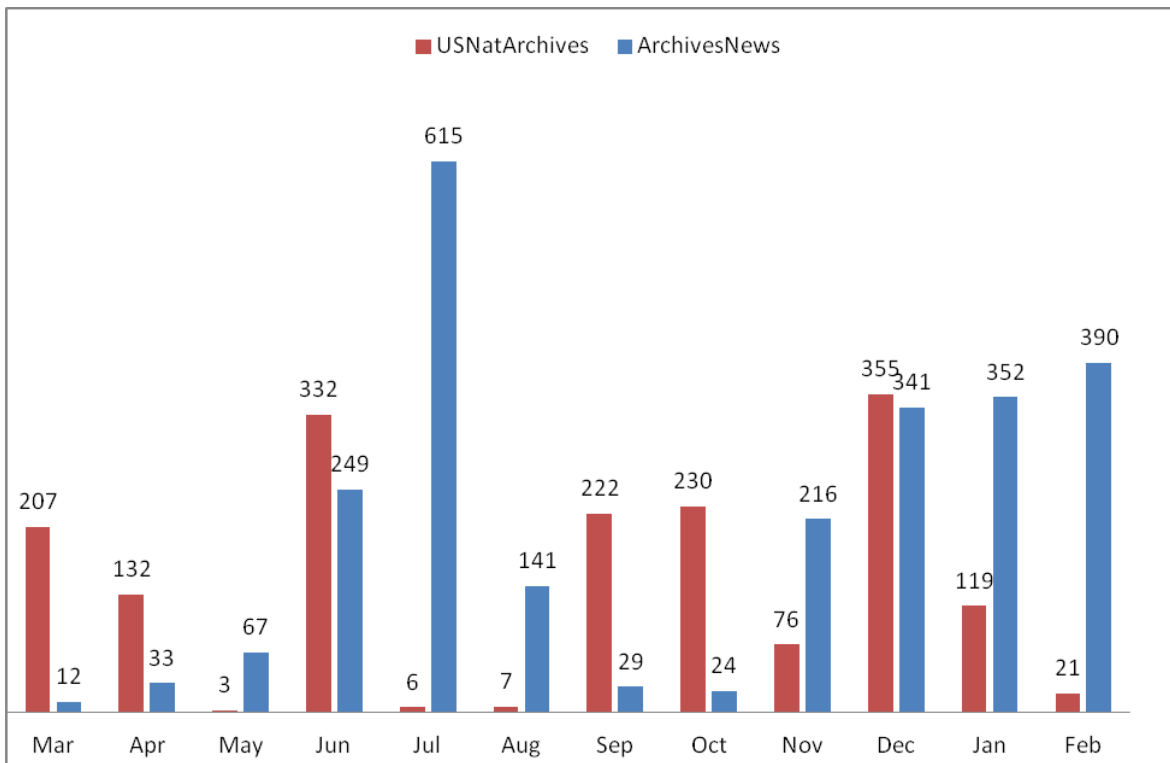


Social Media Tools: Detail View – Flickr

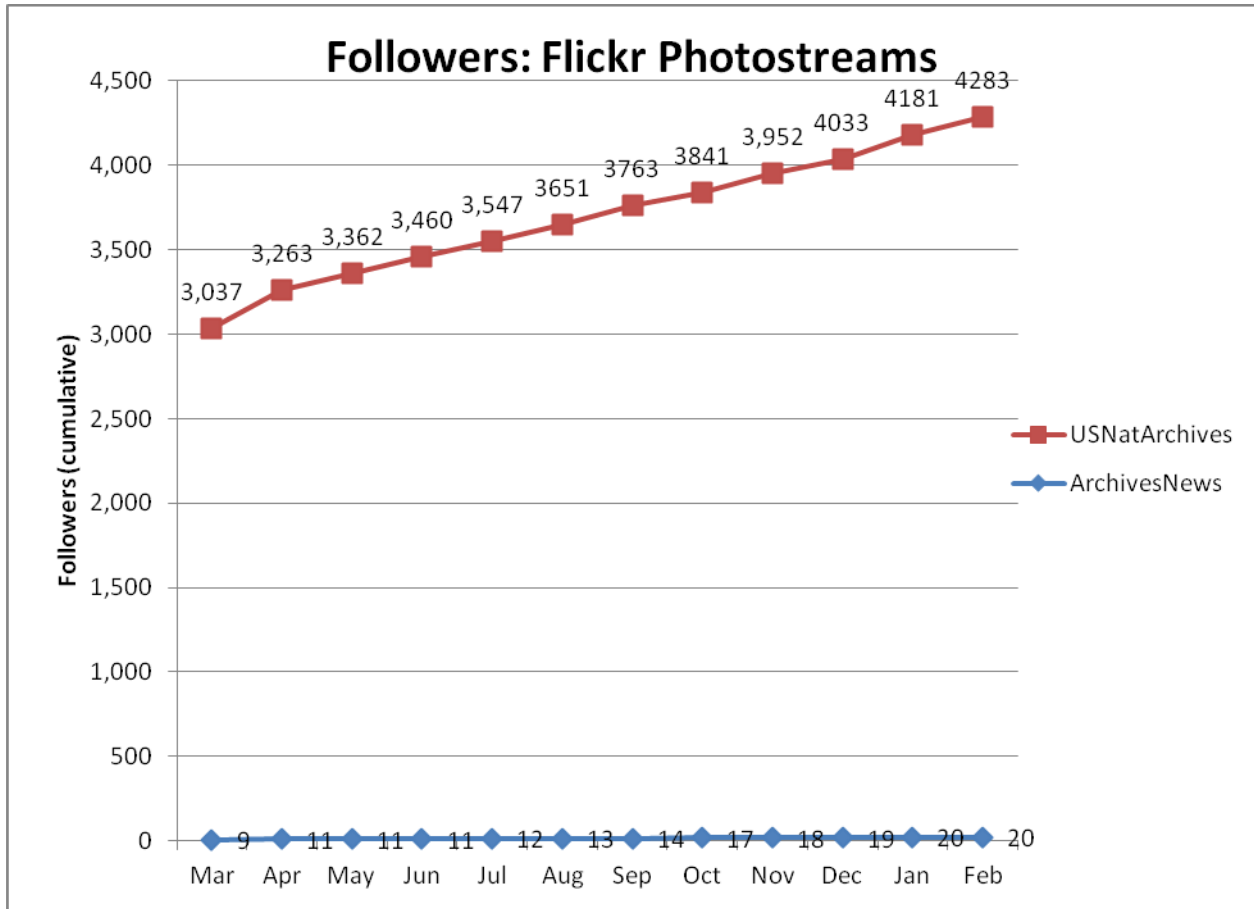
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

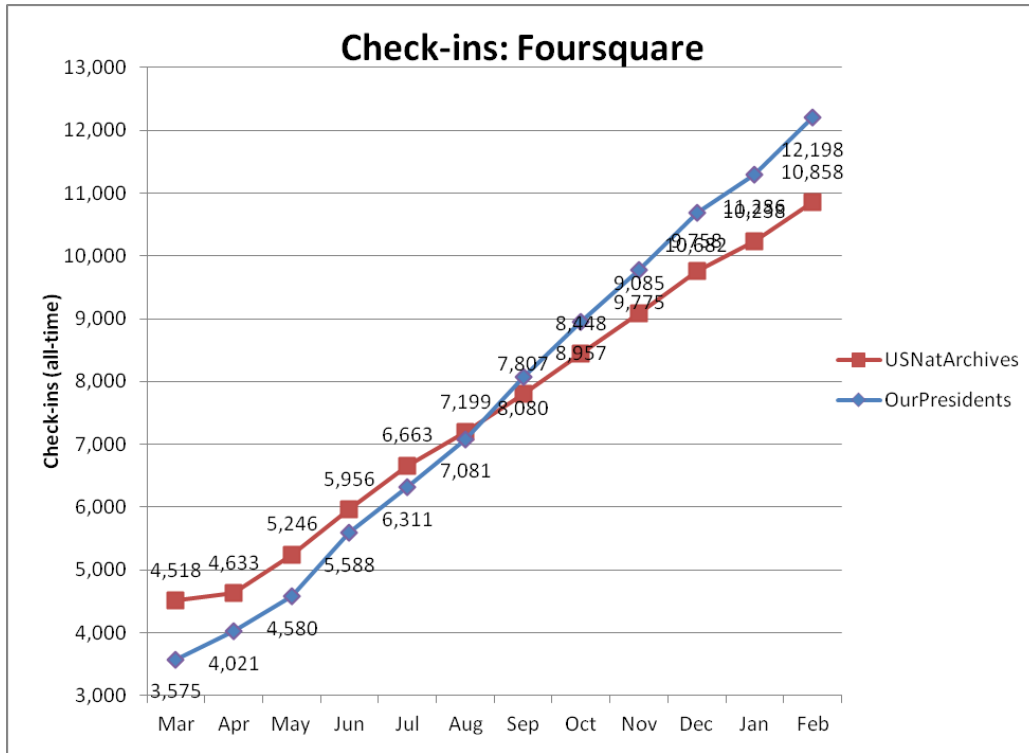


**Followers of Photostreams (Cumulative)**

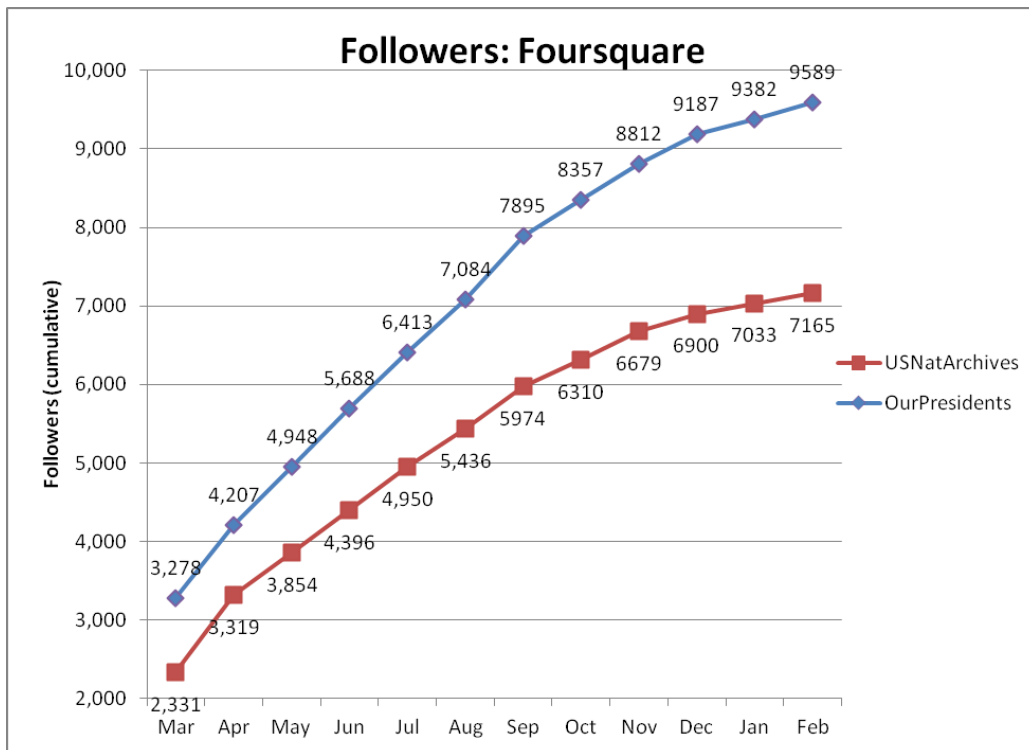


Social Media Tools: Detail View – Foursquare

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

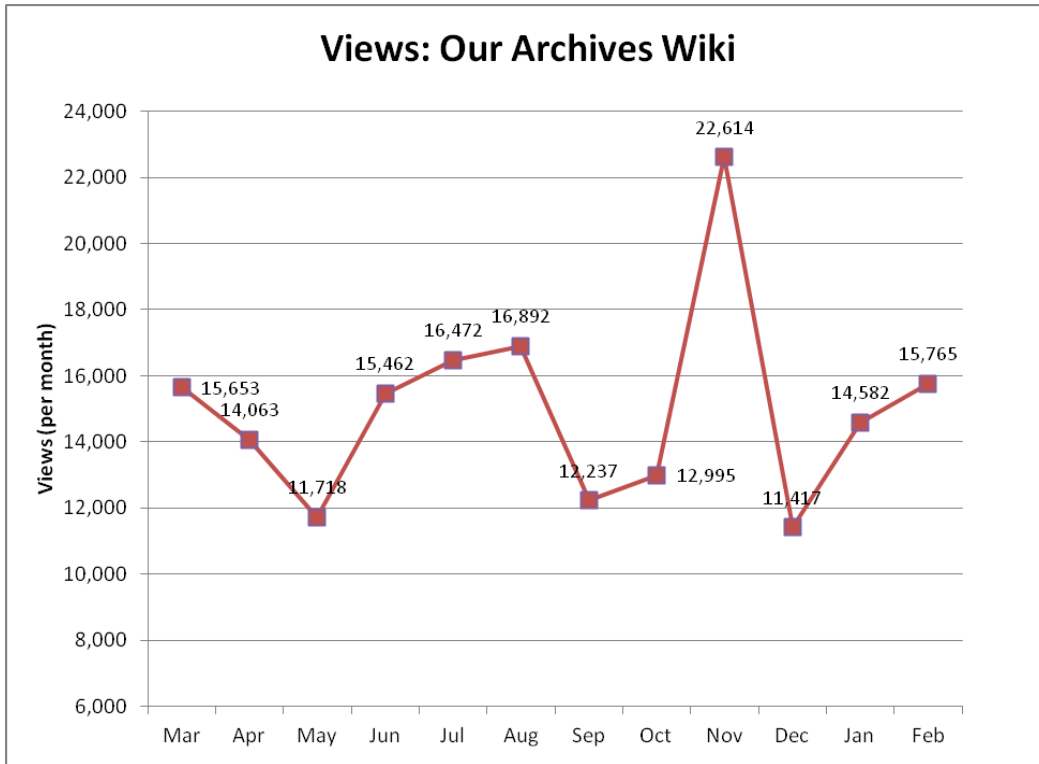


Number of Followers of USNatArchives and OurPresidents (Cumulative)



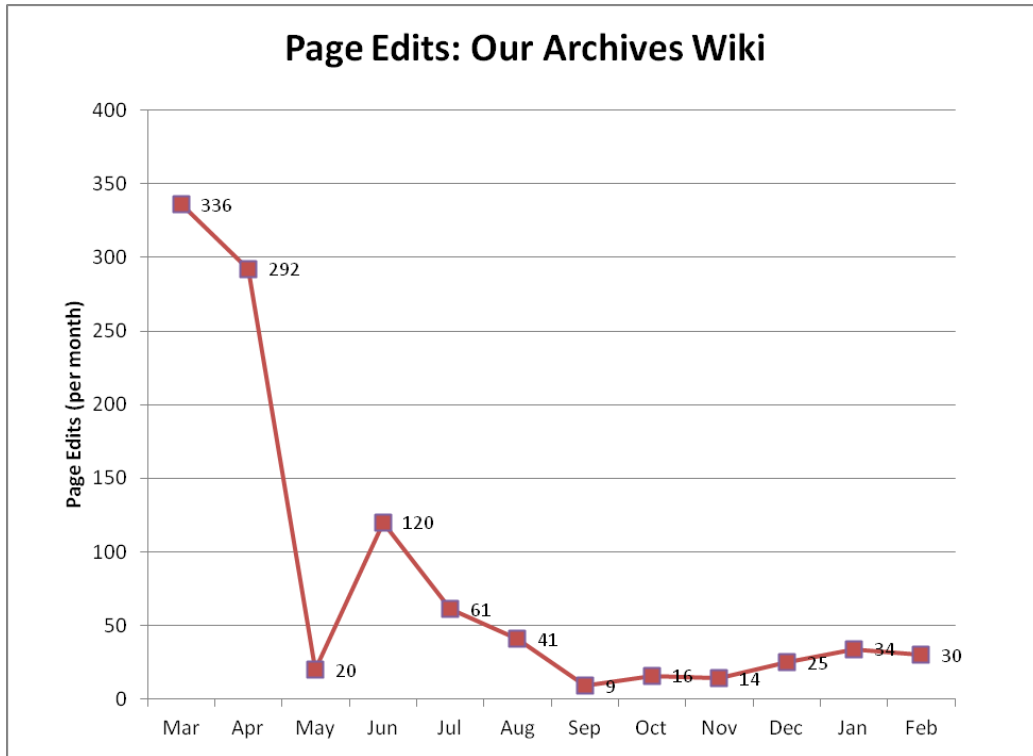
**Social Media Tools: Detail View – *Our Archives Wiki***

**Views on Our Archives Wiki (Per Month)**

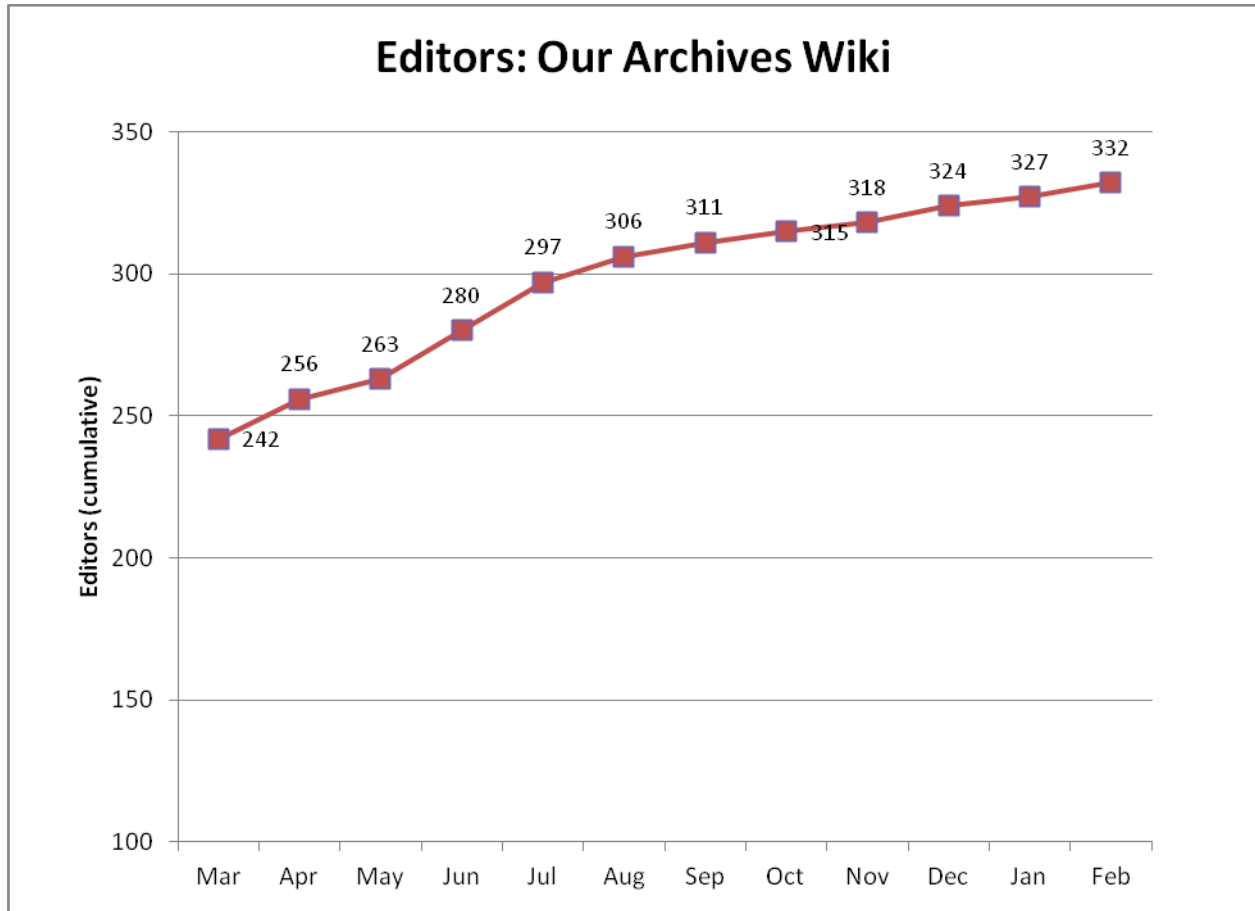




### Edits on Our Archives Wiki (Per Month)

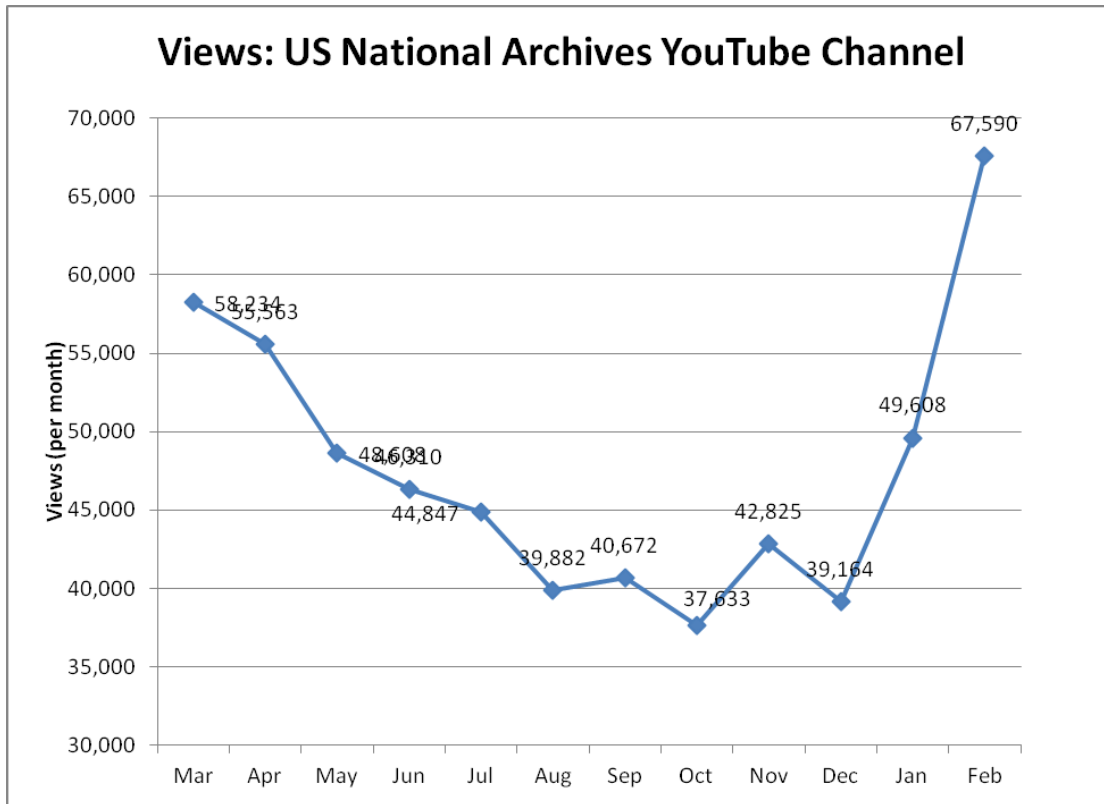


### Editors on Our Archives Wiki (Cumulative)

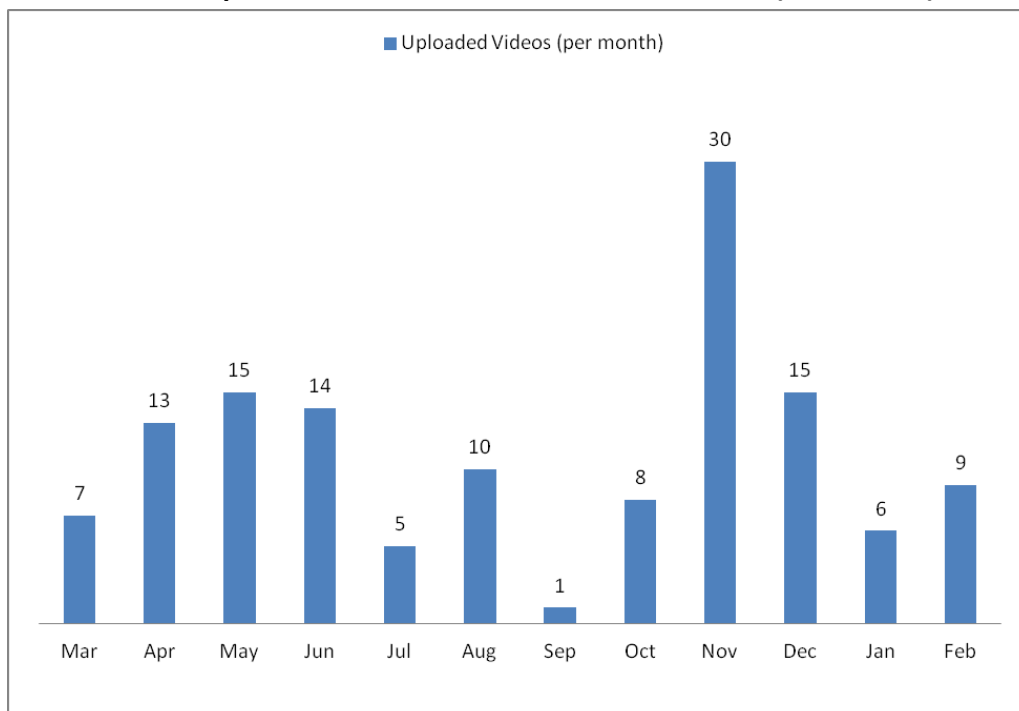


**Social Media Tools: Detail View – YouTube**

**Views on US National Archives Channel (Per Month)**



**Videos Uploaded to US National Archives Channel (Per Month)**

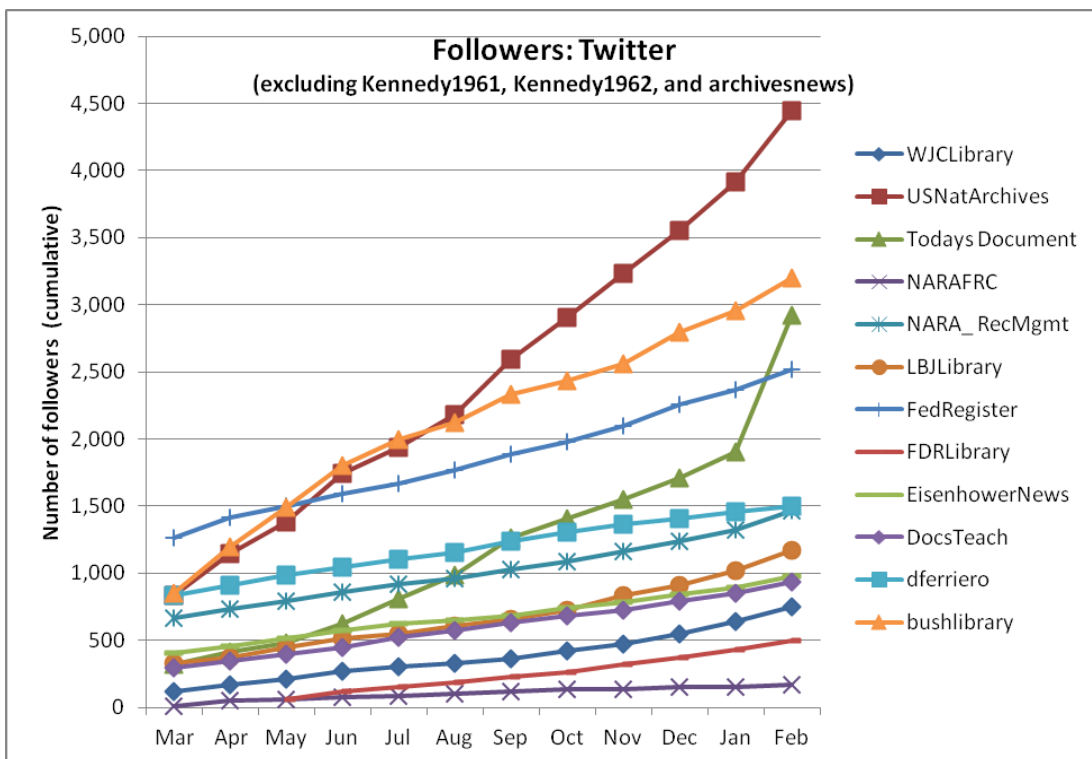
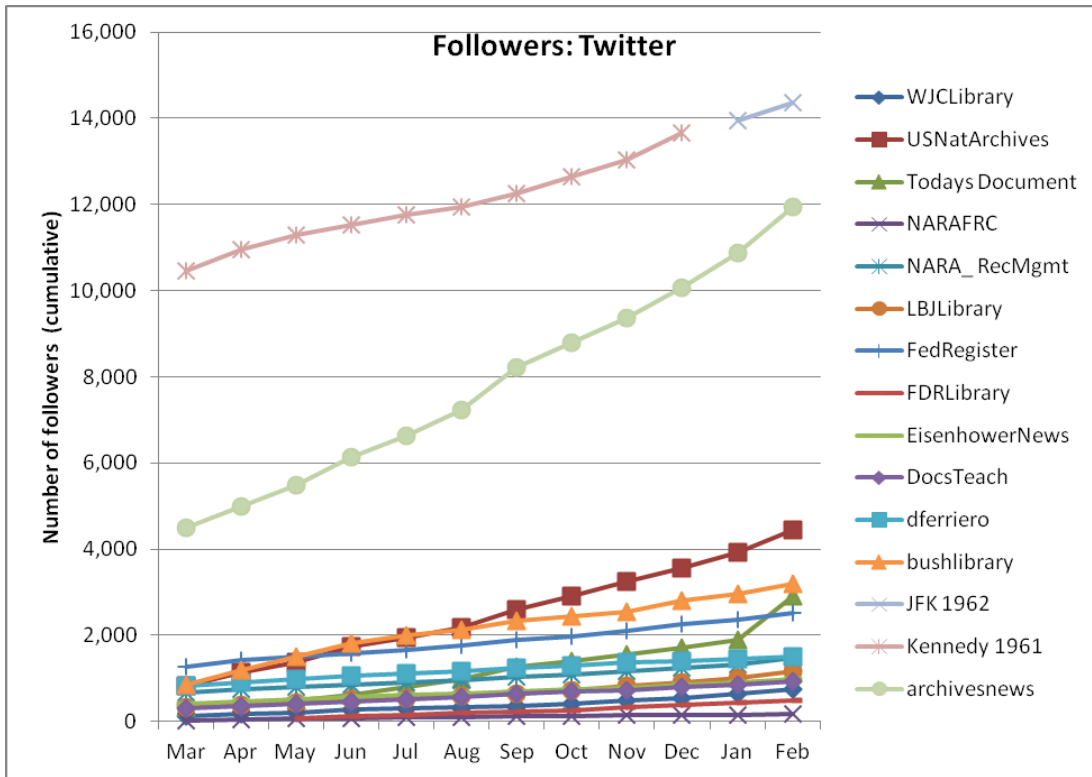


**Top 5 Most Viewed Videos for February 2012 on US National Archives Channel**

<b>Video Title</b>	<b>Views</b>	<b>% of Total Views</b>
Stories from the Great Depression	6,283	12.7%
War Comes to America (full film)	2,861	5.8%
MARCH ON WASHINGTON PHOTOGRAPHS	2,114	4.3%
Genealogy Introduction—Census Records at NARA	2,106	4.2%
The Eagle Has Landed - 1969	1,561	3.1%

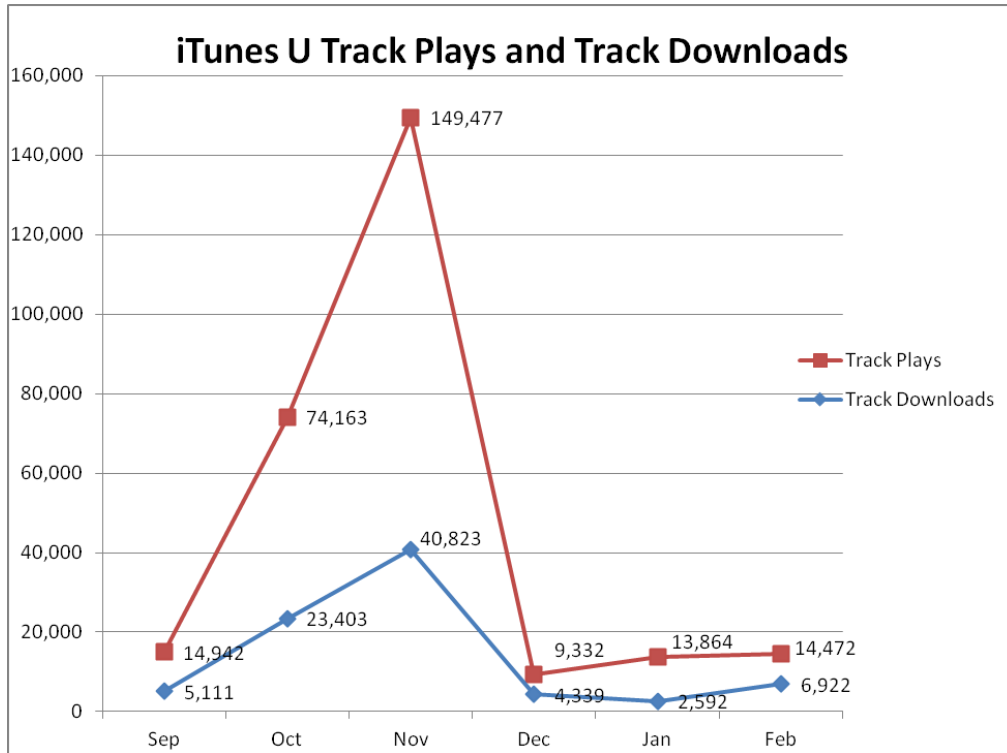
Social Media Tools: Detail View – Twitter

Followers on U.S. National Archives Twitter Feeds (Source: Appendix V)

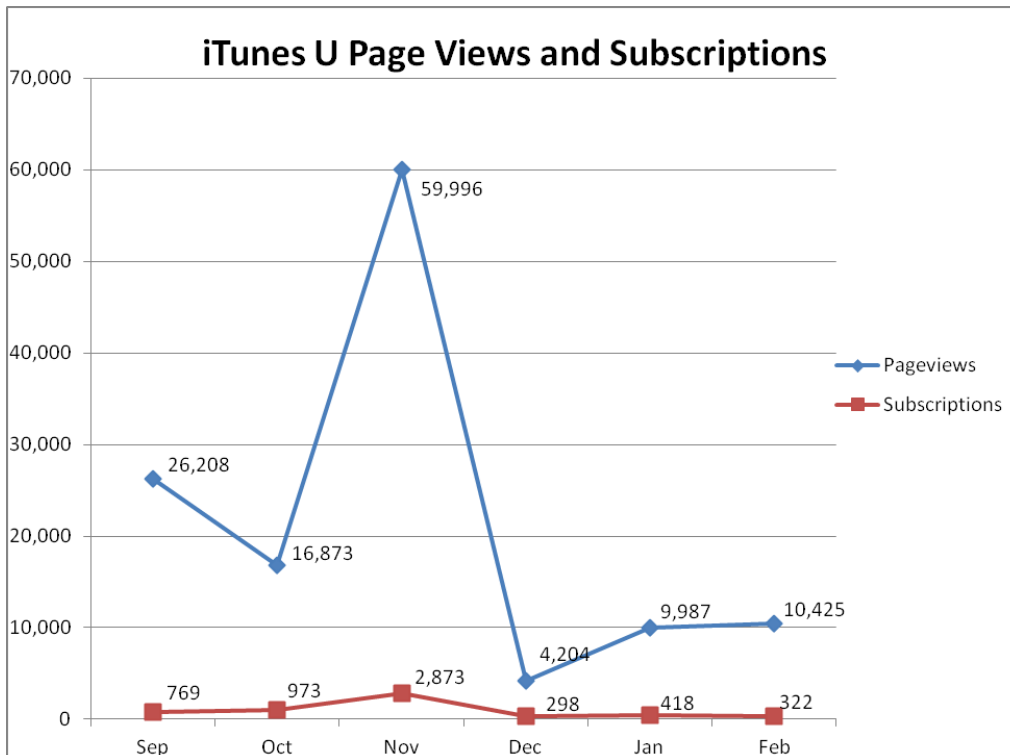


**Social Media Tools: Detail View – iTunes U**

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

	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan*	Feb
<b>AOTUS</b>	4,418	3,656	4,368	3,539	2,862	4,461	3,761	4,370	3,326	2,935	5,620	<b>4,558</b>
<b>FDR Library</b>			42	38	39	180	165	136	140	126	134	<b>151</b>
<b>FOIA</b>	122	165	188	368	341	433	353	464	459	1,107	1,674	<b>2,246</b>
<b>Hoover Blackboard</b>	805	563	570	243	297	322	448	630	614	497	608	<b>778</b>
<b>NARAtions</b>	5,967	6,182	6,648	8,063	5,564	5,006	5,588	6,646	6,436	5,755	8,779	<b>5,943</b>
<b>NDC Blog</b>	337	454	795	2,007	496	655	756	484	474	466	681	<b>942</b>
<b>NLRR Education Blog</b>	115	140	169	199	49	38	53	86	67	57	70	<b>92</b>
<b>Prologue Blog</b>	5,204	5,748	5,994	5,838	6,656	10,665	9,479	8,188	6,930	7,036	11,316	<b>12,110</b>
<b>Records Express Blog</b>	1,561	1,275	1,337	895	747	1,118	739	1,515	1,322	1,834	2,507	<b>1,961</b>
<b>The Text Message</b>	2,480	993	1,238	1,255	1,992	2,072	2,010	2,783	3,268	2,932	2,705	<b>5,757</b>
<b>Today's Document</b>	3,560	3,179	3,377	1,220	1,326	1,578	2,816	3,809	3,970	3,043	2680	<b>3,157</b>
<b>Transforming Classification (PIDB)</b>		1,016	1,201	576	335	278	217	264	193	191	244	<b>150</b>
<b>MONTHLY TOTAL</b>	24,569	23,371	25,927	24,241	20,704	26,806	26,385	29,375	27,199	25,979	37,018	<b>37,845</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.

	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan*	Feb
<b>AOTUS</b>	7,853	6,948	8,088	7,179	5,835	8,144	7,325	8,110	6,245	5,461	9,123	<b>8,253</b>
<b>FDR Library</b>			117	111	63	330	273	208	252	234	235	<b>252</b>
<b>FOIA</b>	293	314	337	753	808	1,775	1,307	1,655	1,701	3,294	2,602	<b>3,516</b>
<b>Hoover Blackboard</b>	1,551	1,133	1,261	559	591	506	819	1,396	1,076	904	1,105	<b>1,169</b>
<b>NARAtions</b>	11,225	11,854	12,988	15,257	10,446	9,528	9,995	11,624	11,608	10,037	15,229	<b>10,723</b>
<b>NDC Blog</b>	663	810	1,507	3,321	863	1,401	1,354	907	751	905	1,069	<b>1,366</b>
<b>NLRR Education Blog</b>	258	284	375	380	121	98	84	205	140	102	137	<b>211</b>
<b>Prologue Blog</b>	10,465	10,905	11,083	10,741	12,674	16,847	16,042	14,856	13,348	13,015	20,510	<b>21,864</b>
<b>Records Express Blog</b>	2,740	2,098	2,079	1,540	1,262	1,893	1,297	2,651	2,246	3,418	4,348	<b>3,570</b>
<b>The Text Message</b>	5,271	2,065	2,256	2,210	3,271	3,614	3,981	4,692	5,894	5,136	4,407	<b>15,987</b>
<b>Today's Document</b>	6,373	5,610	5,538	2,135	2,608	3,135	5,491	7,738	7,816	5,766	5,080	<b>6,735</b>
<b>Transforming Classification (PIDB)</b>		2,467	3,652	1,595	688	457	319	382	245	250	350	<b>217</b>
<b>MONTHLY TOTAL</b>	46,692	44,488	49,281	45,781	39,230	47,728	48,287	54,424	51,322	48,522	58,010	<b>73,863</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.

	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan*	Feb
<b>AOTUS</b>	8,810	10,970	13,226	14,836	16,477	18,939	21,284	24,193	26,471	28,464	32,495	<b>29,484</b>
<b>FDR Library</b>			17	23	54	202	342	468	595	710	829	<b>916</b>
<b>FOIA</b>	90	212	351	594	794	1,085	1,297	1,573	1,847	2,744	3,717	<b>4,100</b>
<b>Hoover Blackboard</b>	1,851	2,346	2,823	3,011	3,259	3,537	3,935	4,479	5,028	5,470	-	<b>5,789</b>
<b>NARAtions</b>	18,657	23,088	26,862	30,854	34,971	38,451	42,308	47,405	52,154	56,394	-	<b>54,616</b>
<b>NDC Blog</b>	939	1,151	1,727	3,483	3,816	4,192	4,672	5,003	5,316	5,561	-	<b>5,084</b>
<b>NLRR Education Blog</b>	562	649	744	800	845	879	931	1,010	1,068	1,119	1,184	<b>1,200</b>
<b>Prologue Blog</b>	16,523	20,428	24,530	28,076	32,652	40,685	48,126	54,581	60,139	65,778	74,660	<b>77,821</b>
<b>Records Express Blog</b>	2,587	3,399	4,190	4,686	5,157	5,827	6,316	7,347	8,237	9,359	-	<b>8,182</b>
<b>The Text Message</b>	2,369	2,845	3,466	4,144	5,560	7,001	8,390	10,451	12,990	15,250	17,404	<b>18,207</b>
<b>Today's Document</b>	4,767	7,408	10,198	11,278	12,476	13,893	16,388	19,790	23,380	26,121	-	<b>27,424</b>
<b>Transforming Classification (PIDB)</b>		584	1,215	1,526	1,752	1,934	2,107	2,319	2,483	2,645	-	<b>2,313</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.

	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan*	Feb
<b>AOTUS</b>	3,214	2,693	2,946	2,257	2,052	3,123	2,800	2,909	2,278	1,993	4,031	<b>3,062</b>
<b>FDR Library</b>			17	12	34	149	147	126	127	115	119	<b>156</b>
<b>FOIA</b>	88	132	156	272	246	339	262	276	274	897	973	<b>1,342</b>
<b>Hoover Blackboard</b>	704	515	494	200	261	296	407	544	549	442	-	<b>714</b>
<b>NARAtions</b>	6,233	4,912	4,280	4,614	4,582	3,962	4,410	5,097	4,749	4,240	-	<b>4,062</b>
<b>NDC Blog</b>	250	259	646	1,823	396	458	557	331	313	245	-	<b>419</b>
<b>NLRR Education Blog</b>	134	88	158	60	48	37	52	79	58	51	65	<b>83</b>
<b>Prologue Blog</b>	4,083	4,435	4,712	4,215	5,168	8,704	8,054	6,455	5,558	5,639	8,882	<b>9,593</b>
<b>Records Express Blog</b>	1,050	987	995	643	564	816	596	1,031	890	1,122	-	<b>1,012</b>
<b>The Text Message</b>	1,573	624	753	808	1,555	1,608	1,534	2,061	2,539	2,260	2,154	<b>3,726</b>
<b>Today's Document</b>	3,088	2,742	2,900	1,121	1,235	1,450	2,545	3,402	3,590	2,741	-	<b>2,717</b>
<b>Transforming Classification (PIDB)</b>		584	722	385	261	205	188	212	164	162	-	<b>124</b>
<b>MONTHLY TOTAL</b>	20,417	17,971	18,779	16,410	16,402	21,147	21,552	22,523	21,089	19,907	-	<b>27,010</b>

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

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

	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
<b>AOTUS</b>	776	796	829	768	787	885	826	902	929	905	959	<b>985</b>
<b>FOIA Ombudsman</b>	2	7	9	16	13	25	868	935	977	950	980	<b>1,006</b>
<b>Hoover Blackboard</b>	32	29	28	33	36	30	36	40	50	45	46	<b>46</b>
<b>In Roosevelt History</b>				0	0	0	0	0	0	0	0	<b>0</b>
<b>NARAtions</b>	788	800	827	832	779	895	18	25	21	24	25	<b>28</b>
<b>NDC Blog</b>	85	80	94	89	97	94	103	119	126	119	137	<b>132</b>
<b>Prologue</b>	183	181	187	188	207	263	214	249	262	317	346	<b>369</b>
<b>Reagan Education Workshops</b>	5	3	5	3	4	3	4	4	5	4	5	<b>4</b>
<b>Records Express</b>	133	131	137	129	131	151	138	160	207	174	191	<b>230</b>
<b>Text Message</b>	60	58	69	68	74	90	79	93	100	100	110	<b>123</b>
<b>Today's Document</b>	20	61	56	51	20	66	62	95	174	171	70	<b>198</b>
<b>Transforming Classification (PIDB)</b>	53	44	53	47	28	54	33	56	53	51	52	<b>55</b>
<b>Washboard</b>					0	1	1	5	6	6	12	<b>21</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.

	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	FY Total
<b>Monthly Total (A+P+R)</b>	<b>1,348,222</b>	<b>1,215,913</b>	<b>1,351,975</b>	<b>1,529,890</b>	<b>1,609,330</b>	<b>1,849,496</b>	<b>1,583,671</b>	<b>1,412,592</b>	<b>1,342,155</b>	<b>974,854</b>	<b>1,250,794</b>	<b>1,812,103</b>	<b>6,792,498</b>
<b>Agency-Wide Total</b>	<b>975,855</b>	<b>785,056</b>	<b>886,021</b>	<b>1,026,957</b>	<b>1,036,264</b>	<b>1,276,772</b>	<b>974,357</b>	<b>755,637</b>	<b>771,804</b>	<b>570,340</b>	<b>717,642</b>	<b>884,656</b>	<b>3,700,079</b>
<b>Afro-American History Society</b>									973	1,480	1,873	1,661	<b>5,987</b>
<b>Assembly</b>				161	1019	1012	802	723	616	443	997	589	<b>3,368</b>
<b>eStore</b>	5736	3979	2523	1920	2042	1,283	1,811	1,308	1,319	1,378	279	578	<b>4,862</b>
<b>Recovery</b>	34713	20281	25995	20121	26144	20882	14,433	20,372	10,653	10,370	10,309	10,080	<b>61,784</b>
<b>Constitution</b>	14831	14857	14902	12628	13914	13521	22,521	21,640	15,176	10,297	25,485	40,315	<b>112,913</b>
<b>Federal Register</b>	8979	6714	2487	1548	2490	6325	4,254	3,577	3,885	3,019	1,041	827	<b>12,349</b>
<b>Federal Records Centers</b>		2603	3530	4188	2248	3,931	5,973	2,325	1,973	1,080	837	386	<b>6,601</b>
<b>NCAST</b>	29321	13885	12973	7847	9956	6,893	10,711	5,761	6,990	2,368	2,602	5,279	<b>23,000</b>
<b>NHPRC</b>	64197	39799	56670	50187	38840	30883	36,280	32,055	23,823	9,629	20,865	28,438	<b>114,810</b>
<b>Noon Lectures</b>									1,974	773	879	1,726	<b>5,352</b>
<b>NPAC Blue</b>	713,744	616,157	693,745	842,160	831,156	1,054,370	746,817	575,710	575,103	416,055	533,538	615,436	<b>2,715,842</b>
<b>Preservation</b>	15643	8674	15448	14986	9973	10639	4,866	8,637	7,102	11,790	8,779	17,969	<b>54,277</b>
<b>Research Red</b>	62731	34951	25316	21094	31538	32857	43,537	49,116	47,572	24,127	35,985	64,246	<b>221,046</b>
<b>Today's Document</b>	25960	23,156	32432	50117	66944	94176	82,352	34,413	74,645	77,531	74,173	97,126	<b>357,888</b>

	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	FY Total
<b>Presidential Total</b>	<b>278,686</b>	<b>335,469</b>	<b>352,907</b>	<b>379,522</b>	<b>460,244</b>	<b>458,896</b>	<b>489,330</b>	<b>540,147</b>	<b>464,262</b>	<b>322,080</b>	<b>409,021</b>	<b>689,288</b>	<b>2,424,798</b>
<b>Bush</b>	56923	88983	62658	72256	86587	87058	90,546	137,330	81,027	56,754	51,071	161,362	<b>487,544</b>
<b>Carter</b>	30754	31547	29707	21404	13190	11233	25,916	24,144	26,785	19,449	43,906	45,347	<b>159,631</b>
<b>Clinton</b>	44865	38464	43544	60120	152919	157629	141,163	157,350	140,159	95,088	79,516	76,369	<b>548,482</b>
<b>Eisenhower</b>	27013	62802	52812	49222	28412	49282	70,054	40,571	35,697	20,084	31,745	61,827	<b>189,924</b>
<b>Ford Library</b>	5432	4486	4169	5057	8067	1,804	1,760	3,828	6,529	1,877	5,310	6,203	<b>23,747</b>
<b>Ford Museum</b>	4745	4647	4279	4932	3619	1078	9,751	3,358	6,333	3,446	9,428	19,898	<b>42,463</b>
<b>Hoover</b>	11927	8730	12245	14048	16628	13417	10,485	16,344	12,143	12,931	15,391	30,640	<b>87,449</b>
<b>Johnson</b>	15680	24311	54705	19044	20762	31244	22,874	25,575	18,412	13,990	27,840	54,232	<b>140,049</b>
<b>Nixon</b>	21152	18081	17320	24435	24964	12079	22,858	14,203	21,106	9,781	50,459	88,198	<b>183,747</b>
<b>Reagan</b>									19,030	14,890	19,307	19,003	<b>72,230</b>
<b>Roosevelt</b>	11024	17795	18235	24819	18492	23,297	25,200	22,460	24,929	12,531	35,469	35,731	<b>131,120</b>
<b>Truman</b>	49171	35623	53233	84185	86604	70775	68,723	94,984	72,112	61,259	39,579	90,478	<b>358,412</b>
	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	FY Total
<b>Regional Total</b>	<b>93,681</b>	<b>95,388</b>	<b>113,047</b>	<b>123,411</b>	<b>112,822</b>	<b>113,828</b>	<b>119,984</b>	<b>116,808</b>	<b>106,089</b>	<b>82,434</b>	<b>124,131</b>	<b>238,159</b>	<b>667,621</b>
<b>Anchorage</b>					2273	1,962	3,047	3,186	2,117	2,857	13,538	14,200	<b>35,898</b>
<b>Atlanta</b>	22833	15033	29207	28574	18485	23446	20,980	10,302	14,183	9,379	20,228	47,293	<b>101,385</b>
<b>Boston</b>	12565	10608	16248	19039	27572	26,432	26,671	17,707	18,754	15,776	19,091	35,912	<b>107,240</b>
<b>Chicago</b>												19,446	<b>19,446</b>
<b>Denver</b>	5041	5944	4185	3004	2733	3,309	3,133	3,074	1,716	1,334	796	1,721	<b>8,641</b>

<b>Fort Worth</b>	20272	17281	16297	15421	13579	11,330	19,480	11,320	12,156	9,977	12,036	16,317	<b>61,806</b>
<b>Kansas City</b>	14126	24418	19550	12779	14687	15,563	10,008	28,262	24,874	19,868	30,539	37,138	<b>140,681</b>
<b>New York</b>	6691	6924	12625	12668	13375	11657	12,782	18,031	7,220	5,813	3,024	33,390	<b>67,478</b>
<b>Philadelphia</b>	4290	5328	6817	9478	5474	5,534	6,017	3,649	4,354	3,322	6,193	8,638	<b>26,156</b>
<b>Riverside</b>	4046	3886	2505	5864	3850	6,001	4,988	3,751	4,040	2,339	1,425	8,225	<b>19,780</b>
<b>Seattle</b>			5240	11958	6188	4,613	8,049	8,748	7,809	6,406	6,549	8,071	<b>37,583</b>
<b>St. Louis</b>	3817	5966	373	4626	4606	3,981	4,829	8,778	8,866	5,363	10,712	7,808	<b>41,527</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).

	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
<b>Monthly Total (A+P+R)</b>	26,894	29,917	30,965	35,617	43,947	43,248	51,253	54,967	49,198	35,880	100,866	<b>174,744</b>
<b>Agency-Wide Total</b>	15,143	16,165	15,884	18,011	17,973	20,098	22,754	22,925	21,424	15,211	35,956	<b>50,509</b>
<b>Afro-American History Society</b>									77	81	410	<b>420</b>
<b>Assembly</b>	0	0	0	19	39	55	52	65	29	42	137	<b>91</b>
<b>eStore</b>	206	189	162	83	64	49	82	59	55	115	104	<b>170</b>
<b>Recovery</b>	923	916	930	877	976	952	986	1,042	793	747	993	<b>1,365</b>
<b>Constitution</b>	761	857	778	785	903	957	1,577	1,590	1425	1,178	3,159	<b>3,594</b>
<b>Federal Register</b>	513	453	93	85	293	509	438	427	373	190	318	<b>384</b>
<b>Federal Records Centers</b>	0	117	92	111	101	149	201	150	136	102	268	<b>150</b>
<b>NCAST</b>	289	254	267	275	258	241	311	289	249	167	285	<b>409</b>
<b>NHPRC</b>	1156	1130	1216	1598	1139	1,048	1,467	1,707	1,477	801	1,808	<b>1,672</b>
<b>Noon Lectures</b>									66	36	153	<b>251</b>
<b>NPAC Blue - US National Archives</b>	8872	9718	9782	11415	11283	12,816	13,933	13,835	13,285	8,861	22,779	<b>33,930</b>
<b>Preservation</b>	527	541	608	695	605	622	535	665	520	542	1,061	<b>1,842</b>
<b>Research Red</b>	1505	1493	1426	1352	1471	1,666	2,007	2,015	1,862	1,303	2,466	<b>3,273</b>
<b>Today's Document</b>	391	497	530	716	841	1,034	1,165	1,081	1,077	1,046	2,015	<b>2,958</b>



	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
<b>Presidential Total</b>	8,957	10,618	11,557	13,590	21,768	18,812	23,569	27,249	23,387	17,202	51,477	<b>94,472</b>
<b>Bush</b>	1822	2182	3063	2436	4535	2,649	4,156	7,861	3743	2,906	5,582	<b>20,754</b>
<b>Carter</b>	1120	1217	1140	1183	1205	1,149	2,173	1,969	1851	1,445	6,546	<b>3,599</b>
<b>Clinton</b>	1000	1069	1118	1799	5474	5,332	5,735	5,891	5866	4,347	8,392	<b>10,186</b>
<b>Eisenhower</b>	944	1321	1378	1766	1421	1,577	1,965	1,838	1621	1,054	2,396	<b>7,040</b>
<b>Ford Library</b>	313	287	304	425	652	277	107	369	457	99	972	<b>779</b>
<b>Ford Museum</b>	356	406	380	502	844	410	846	241	583	203	1,867	<b>4,720</b>
<b>Hoover</b>	507	516	552	626	679	682	702	761	687	610	1,046	<b>5,270</b>
<b>Johnson</b>	531	690	771	774	820	970	1,029	1,048	969	841	3,324	<b>6,674</b>
<b>Nixon</b>	630	673	692	911	901	849	1,550	1,303	1357	880	11,004	<b>19,035</b>
<b>Reagan</b>									561	463	1,104	<b>880</b>
<b>Roosevelt</b>	279	843	672	571	638	751	968	1,158	1023	746	5,507	<b>7,222</b>
<b>Truman</b>	1455	1414	1487	2597	4599	4,166	4,338	4,810	4669	3,608	3,737	<b>8,313</b>
	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
<b>Regional Total</b>	2,794	3,134	3,524	4,016	4,206	4,338	4,930	4,793	4,387	3,467	13,433	<b>29,763</b>
<b>Anchorage</b>					94	69	105	104	84	111	3,559	<b>4,132</b>
<b>Atlanta</b>	652	657	790	886	835	834	990	820	848	492	2,533	<b>7,047</b>

<b>Boston</b>	308	369	401	502	537	546	613	576	560	501	1,352	<b>5,336</b>
<b>Chicago</b>												<b>1,208</b>
<b>Denver</b>	139	164	149	145	151	184	189	191	115	95	186	<b>263</b>
<b>Fort Worth</b>	437	479	456	487	500	454	639	563	570	477	1,082	<b>1,051</b>
<b>Kansas City</b>	408	448	474	495	502	568	545	705	631	580	2,008	<b>1,428</b>
<b>New York</b>	412	480	612	681	768	790	845	909	631	453	678	<b>6,409</b>
<b>Philadelphia</b>	141	193	207	254	223	260	309	241	242	193	448	<b>968</b>
<b>Riverside</b>	100	102	119	156	157	196	189	164	156	124	293	<b>486</b>
<b>Seattle</b>	0	0	115	142	150	132	171	165	153	147	552	<b>551</b>
<b>St. Louis</b>	197	242	201	268	289	305	335	355	397	294	742	<b>884</b>

## APPENDIX V: Twitter Followers (Cumulative)

	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb
<b>archivesnews</b>	4,499	5,003	5,497	6,148	6,631	7,233	8,207	8,787	9,360	10,068	10,882	11,938
<b>bushlibrary</b>	849	1,197	1,490	1,806	1,992	2,121	2,332	2,437	2,556	2,797	2,953	3,198
<b>dferriero</b>	838	914	986	1,047	1,100	1,151	1,239	1,305	1,366	1,406	1,459	1,503
<b>DocsTeach</b>	296	350	396	451	519	575	636	683	726	790	847	937
<b>EisenhowerNews</b>	408	459	512	576	625	652	686	740	784	841	897	980
<b>FDRLibrary</b>			58	115	149	189	232	263	323	370	428	496
<b>FedRegister</b>	1,263	1,418	1,499	1,593	1,667	1,766	1,886	1,980	2,096	2,258	2,365	2,517

<b>Kennedy</b>	10,449	10,947	11,284	11,531	11,767	11,954	12,262	12,641	13,044	13,650	13,944	14,369
<b>LBJLibrary</b>	328	372	444	512	549	603	655	725	830	907	1,020	1,167
<b>NARA_ RecMgmt</b>	665	736	793	858	915	957	1,024	1,087	1,162	1,238	1,320	1,467
<b>NARAFRC</b>	13	53	58	73	87	98	117	132	136	148	154	172
<b>Todays Document</b>	318	409	479	624	808	982	1,264	1,404	1,548	1,707	1,903	2,919
<b>USNatArchives</b>	830	1,146	1,385	1,742	1,937	2,184	2,592	2,903	3,235	3,552	3,919	4,445
<b>WJCLibrary</b>	117	167	211	270	302	326	364	421	475	552	641	753

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

	Sept	Oct	Nov	Dec	Jan	Feb
<b>Page Views</b>	26,208	16,873	59,996	4,204	9,987	10,425
<b>Track Plays</b>	14,942	74,163	149,477	9,332	13,864	14,472
<b>Track Downloads</b>	5,111	23,403	40,823	4,339	2,592	6,922
<b>Subscriptions</b>	769	973	2,873	298	418	322