

SOCIAL MEDIA HIGHLIGHTS

- The 1940 Census passes 50% indexing completion within two months of release.
- AOTUS David Ferriero speaks at Dartmouth lecture “Leading Voices in Higher Education”.
- NARA releases its 2011 Records Management Self-Assessment Report, showing few improvements for most agencies.
- The National Archives at San Francisco releases a trove of Bay Area immigration records to the public.
- William Mayer is named Executive for Research Services at NARA.

MAY 2012 OVERVIEW

Social Media Tool	Monthly Views	Cumulative Users
Archives.gov Blogs	54,054 Views	23,750 Visitors
Tumblr Blogs	28,405 Views	11,069 Visitors
Facebook	3,128,344 Impressions	434,658 Reach
National Archives YouTube Channel	67,429 Views	4,443 Subscribers
Flickr (USNatArchives & ArchivesNews)	391,092 Views	4,601 Contacts
Our Archives Wiki	12,111 Views	335 Editors
Twitter (all NARA feeds)	--	56,838 Followers
FourSquare	29,148 Check-ins	17,636 Followers
iTunes U	10,019 Views	11,962 Subscribers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2012 Views (To Date)	FY 2011 Views
Archives.gov Blogs	471,283	520,572 (Dec-Sept)
Tumblr Blogs	360,189	97,949 (Apr-Sept)
Facebook	15,891,750	15,585,752
National Archives YouTube Channel	571,280	601,517
Flickr (USNatArchives & ArchivesNews)	3,331,194	2,911,601
Our Archives Wiki	117,854	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](#)

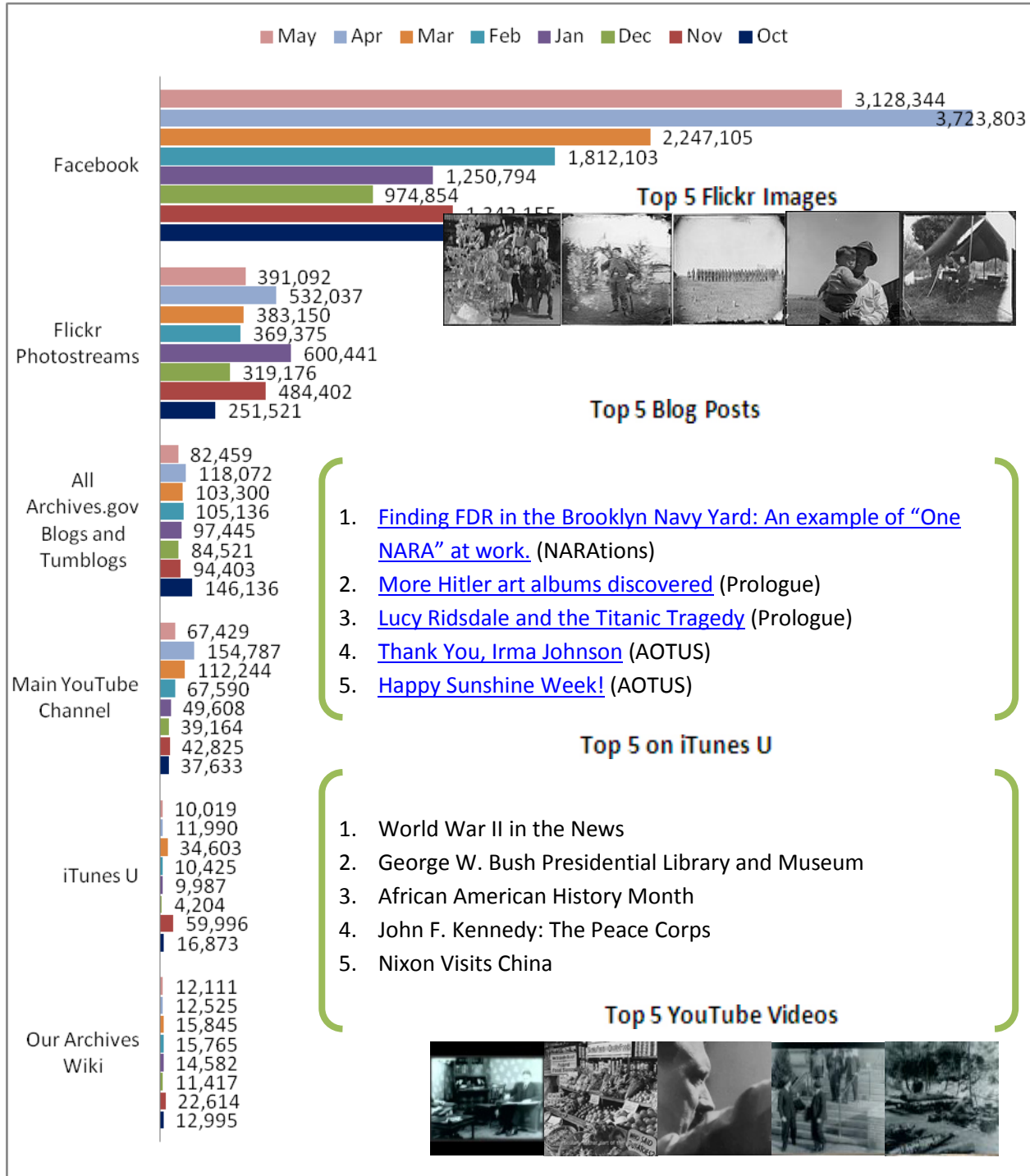
INTERNAL (NARA@WORK) BLOGS

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

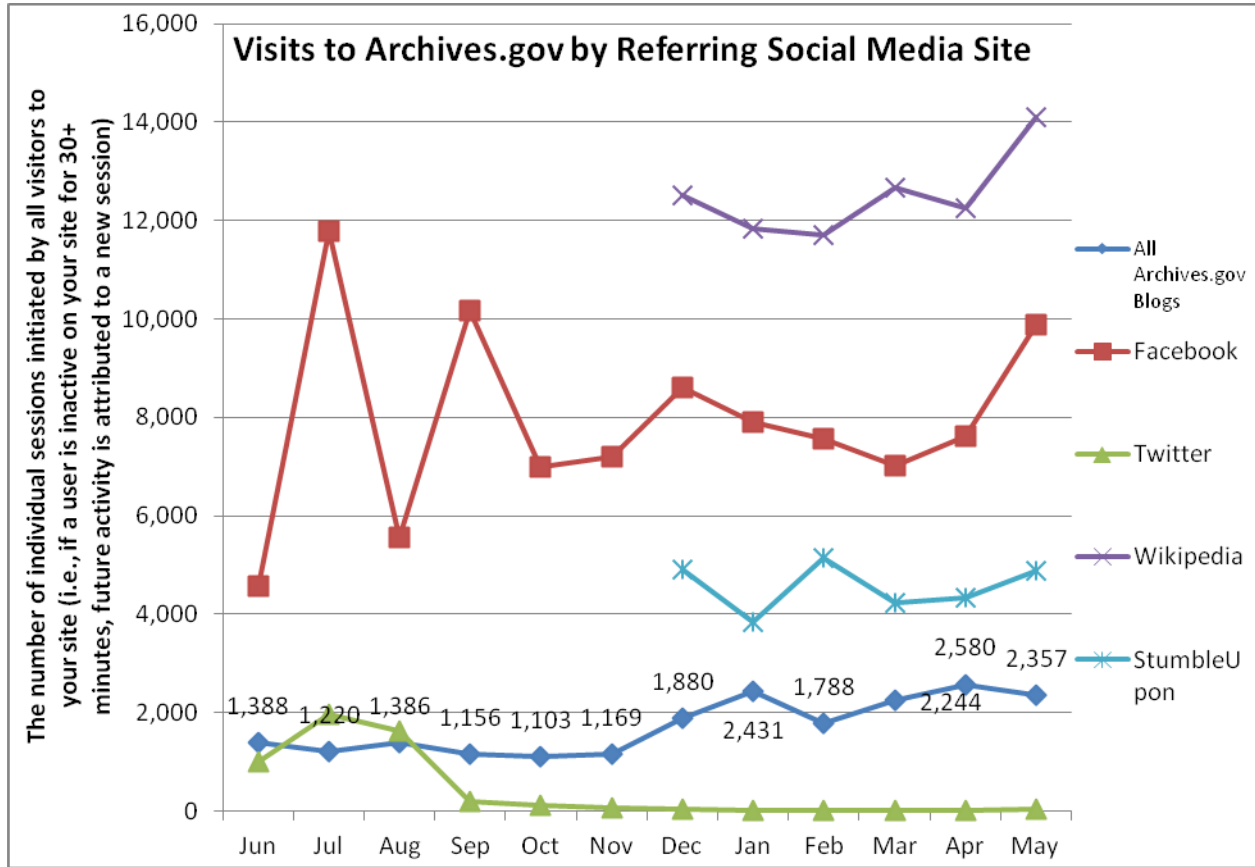
SOCIAL MEDIA TOOLBOX (Tools currently in use)

- 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)



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



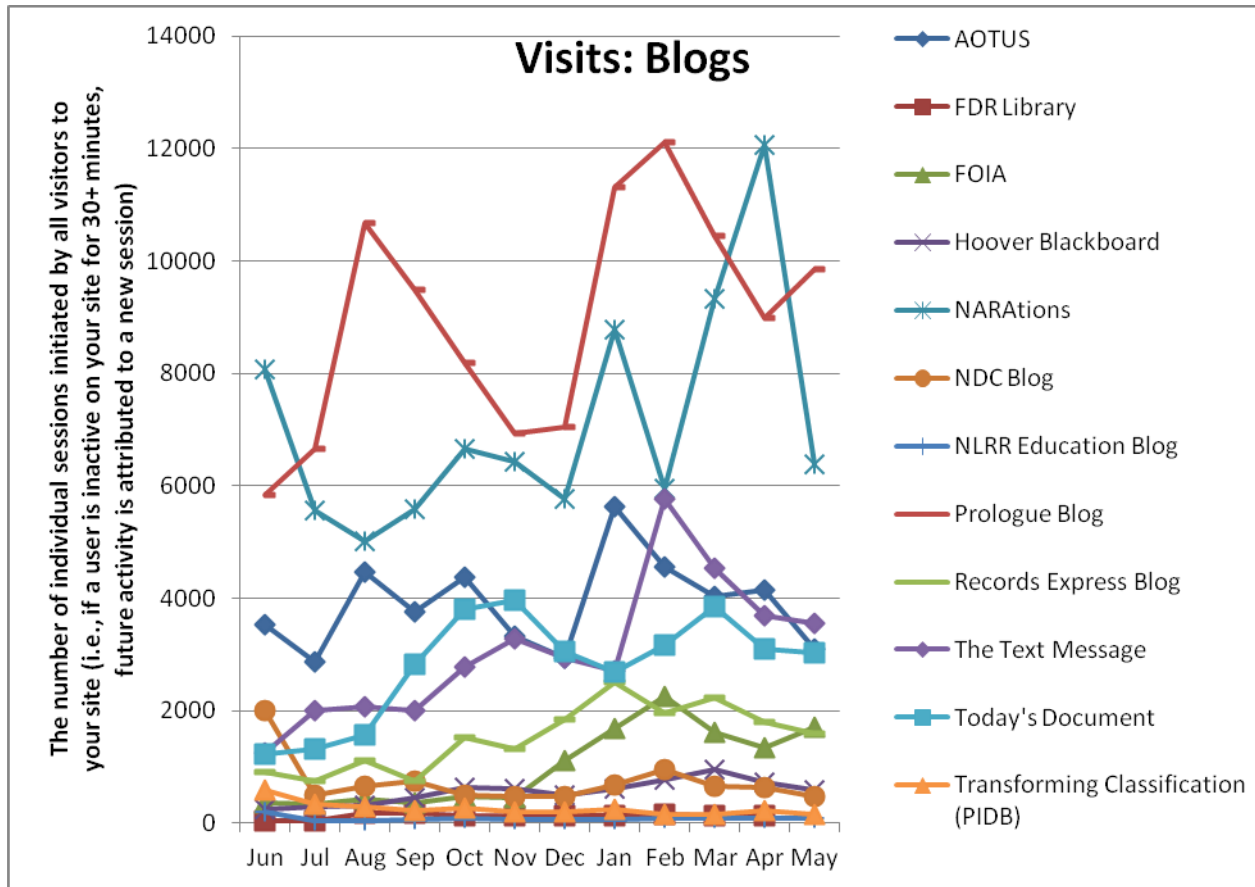
New External Social Media Projects

May Projects

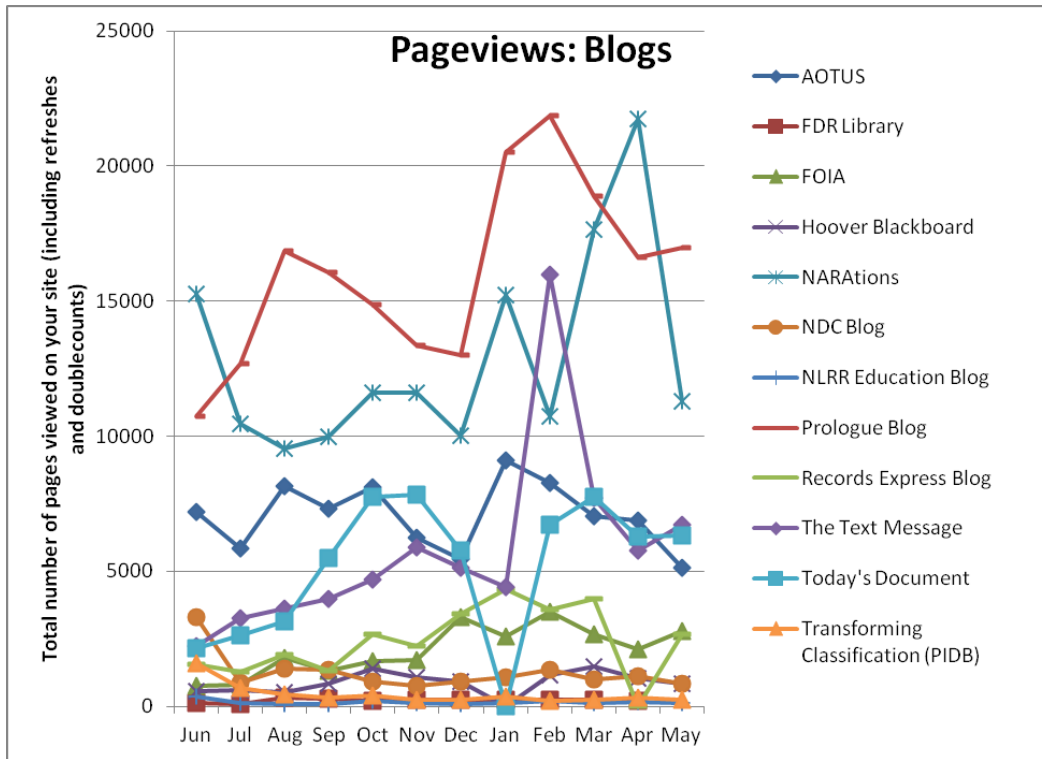
	Facebook	Flickr	Twitter	Wiki	Tumblr	Blog	IdeaScale	GitHub	HistoryPin	Ustream	YouTube	Storify
October								1				
November			3		2				1			
December				1	1							
January				1						1		
February			1	1			1					
March	1		2								1	
April	1					1						
May				1							1	1

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

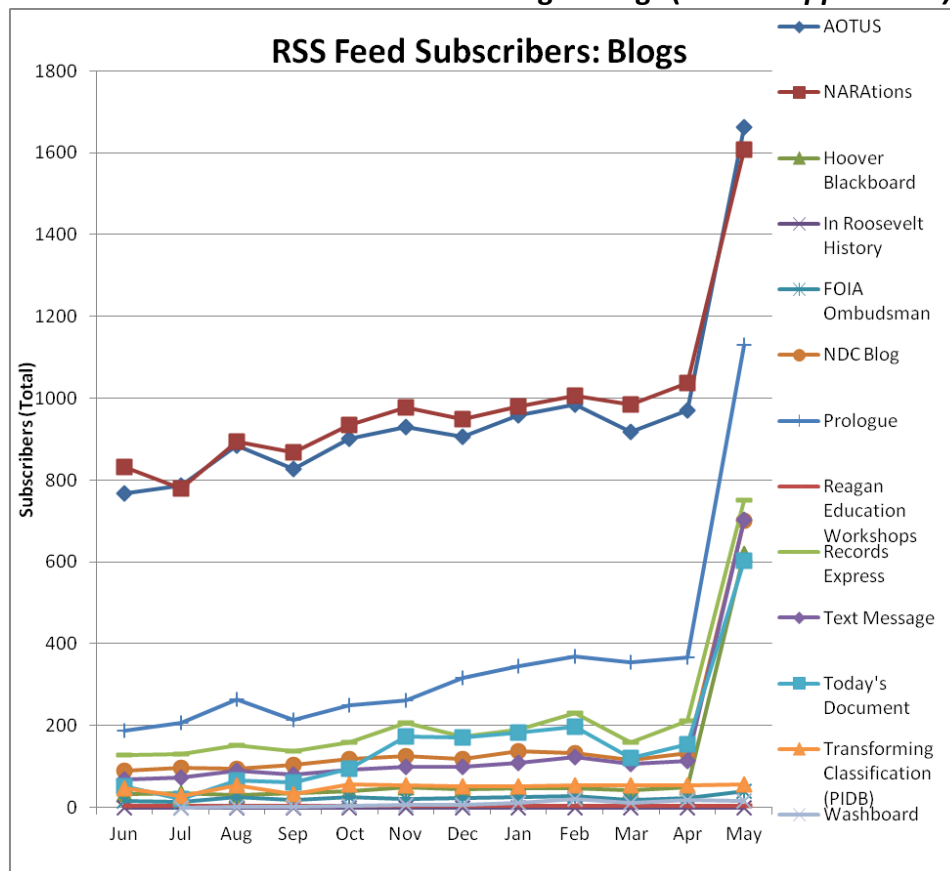
Blog Visits (Source: Appendix II.A)

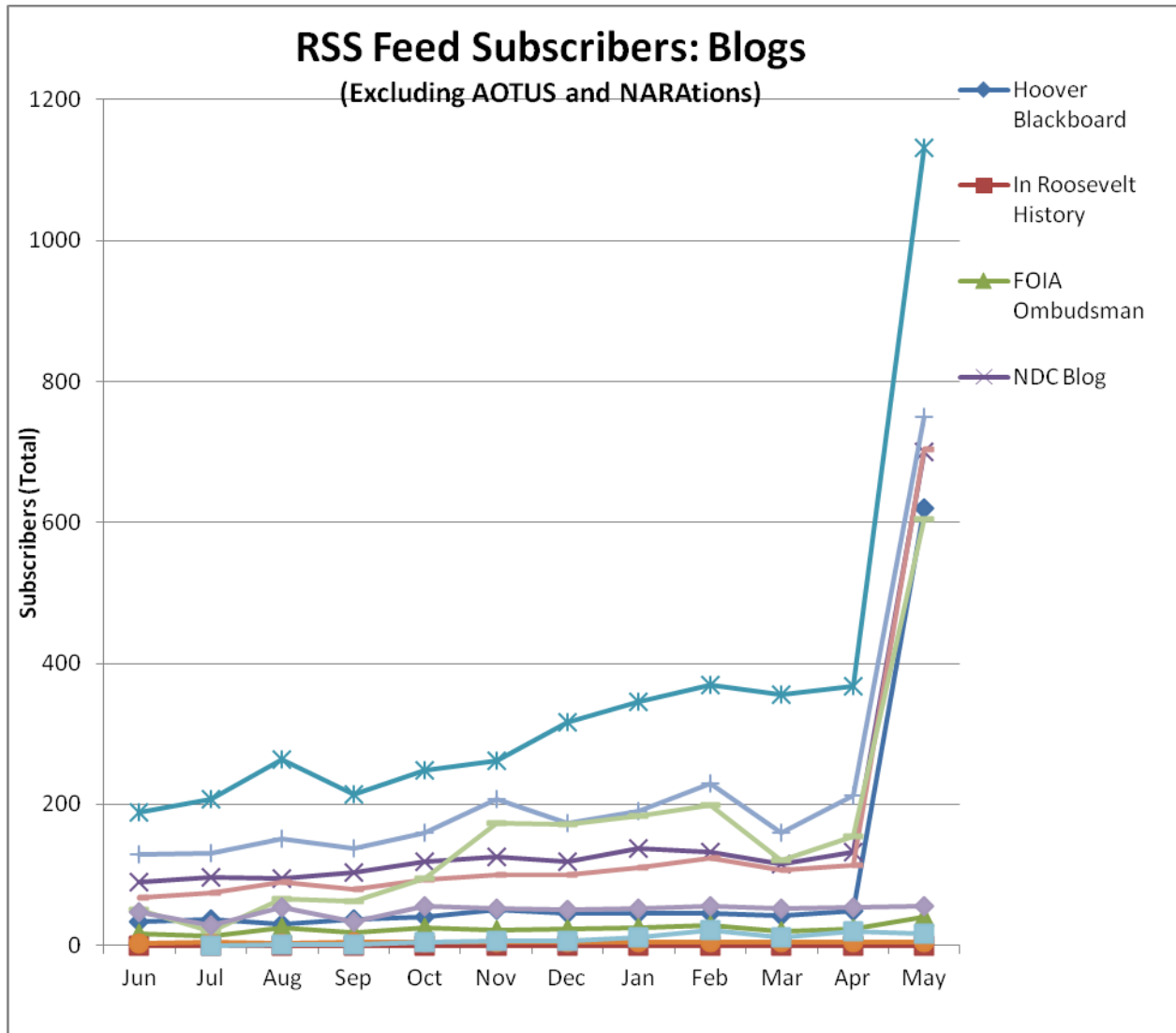


Blog Pageviews (Source: Appendix II.B)



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



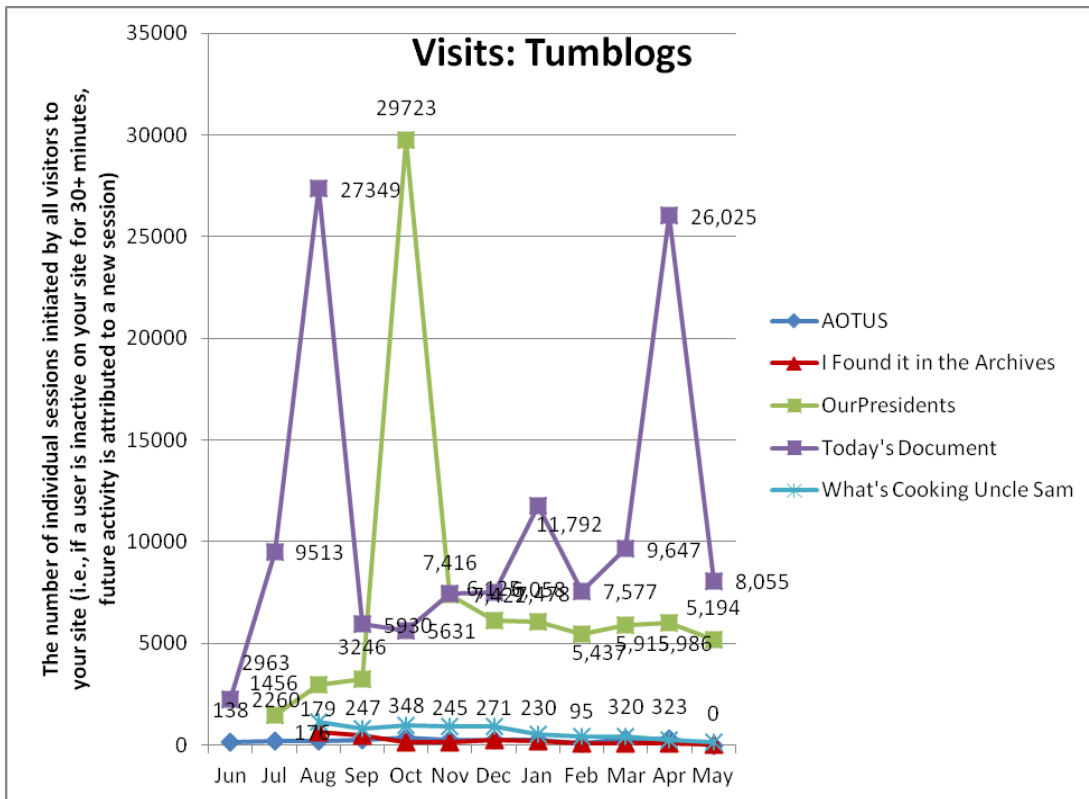


Top 5 Most Viewed Blog Posts in May

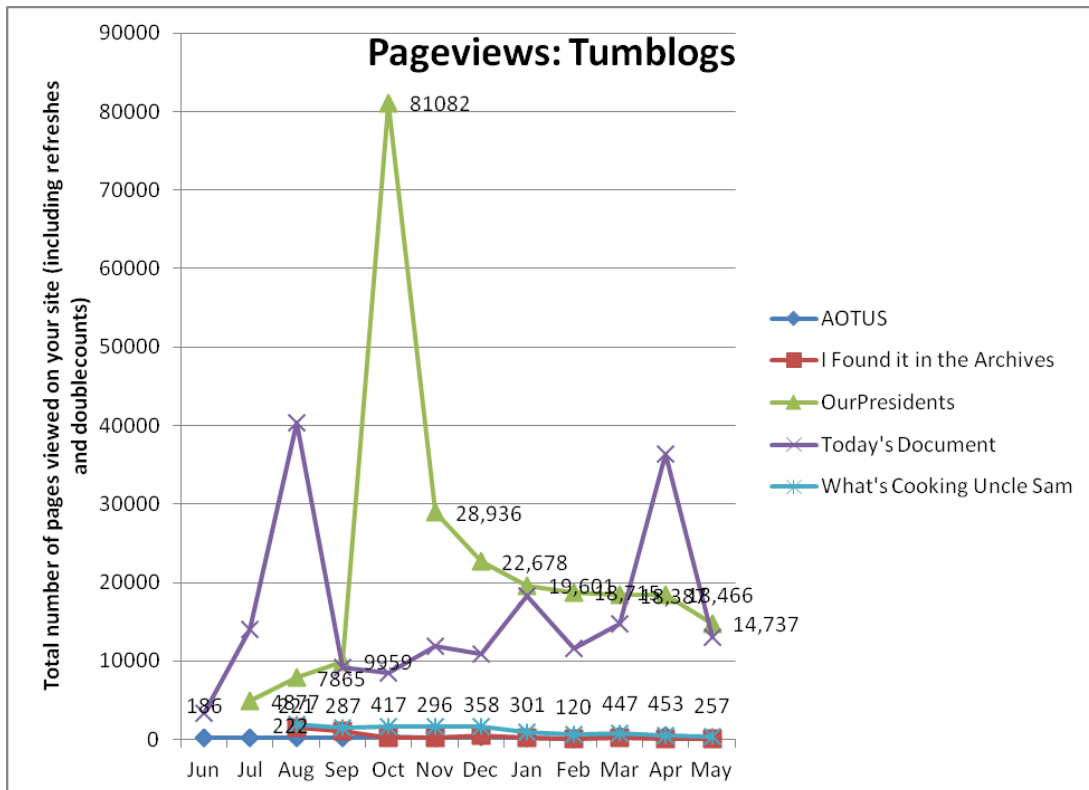
Blog	Pageviews	Post Title
Prologue	728	Sometimes an "S" is just an "S"
FOIA	673	Upcoming OGIS Forum: Immigration Records
AOTUS	592	Thanks
The Text Message	539	Identification in World War II China: Friend or Foe?
AOTUS	519	Look Down

Social Media Tools: Detail View – Tumblogs

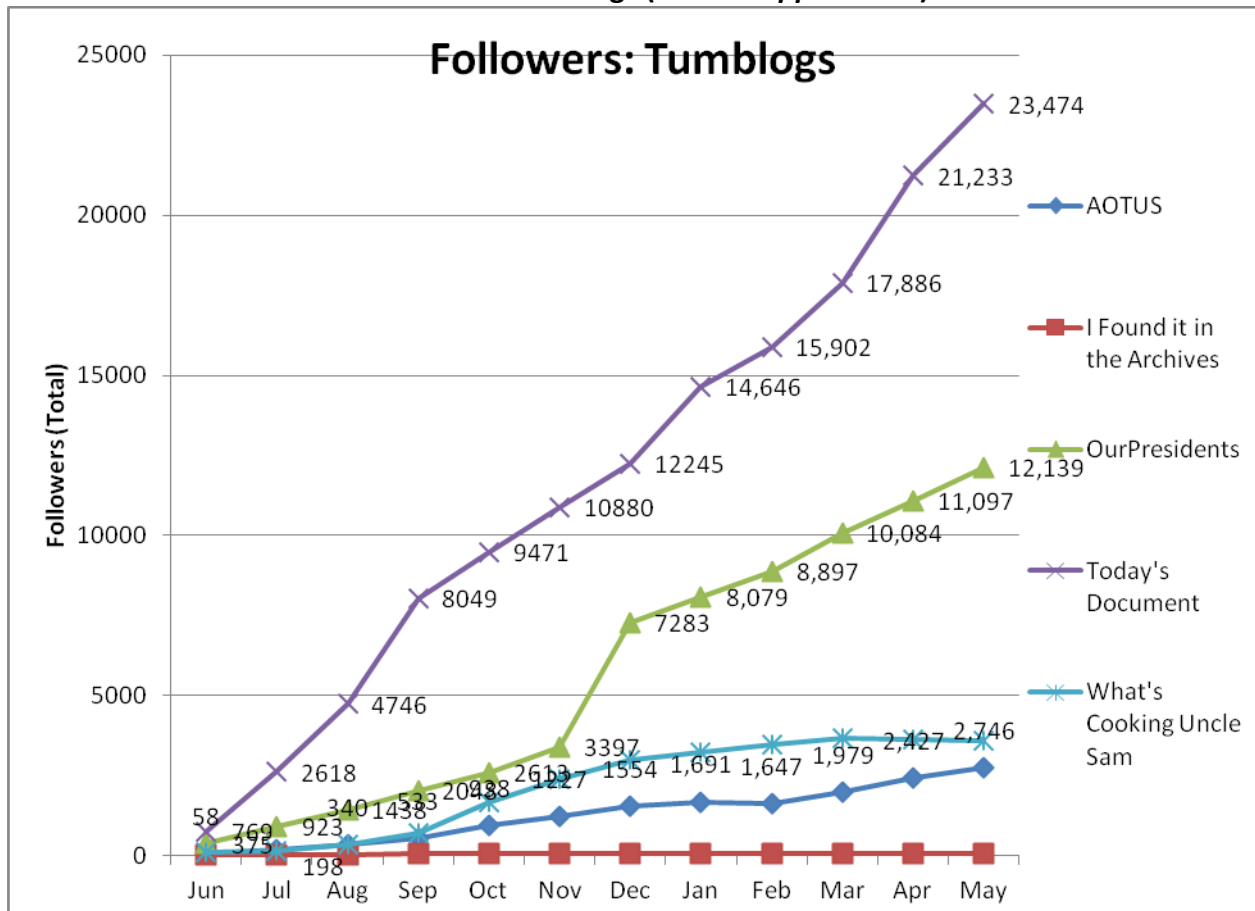
Tumblog Visits



Tumblog Pageviews

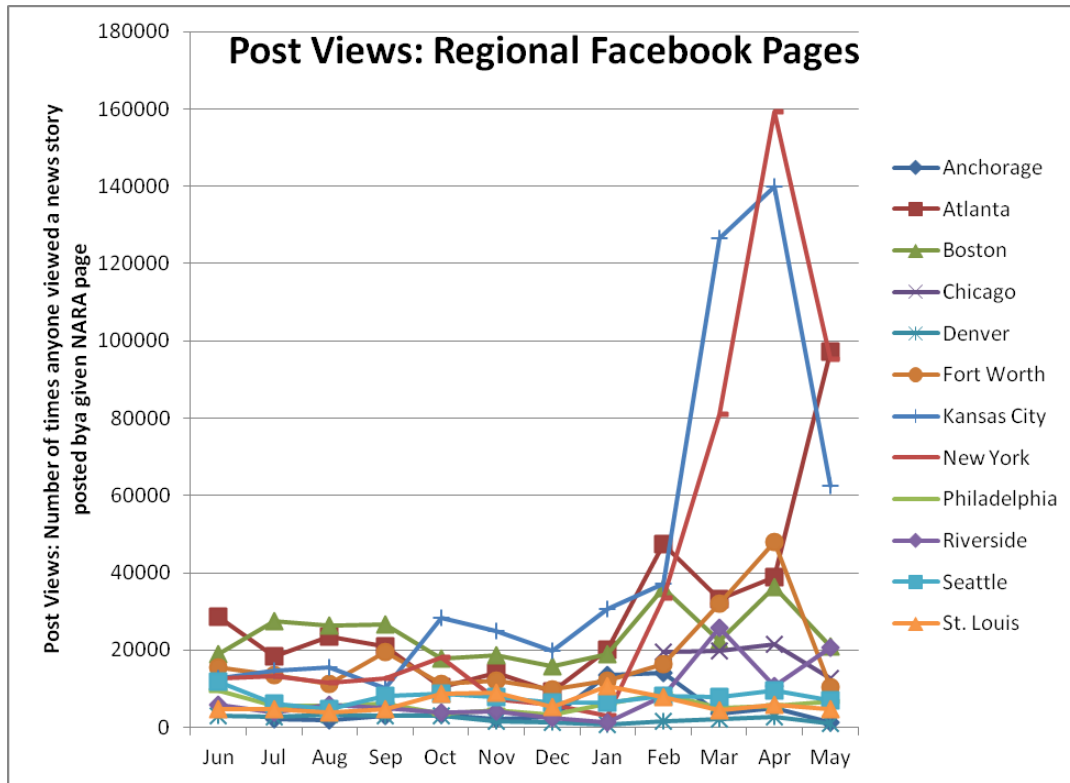


Followers on Tumblogs (Source: Appendix IV)

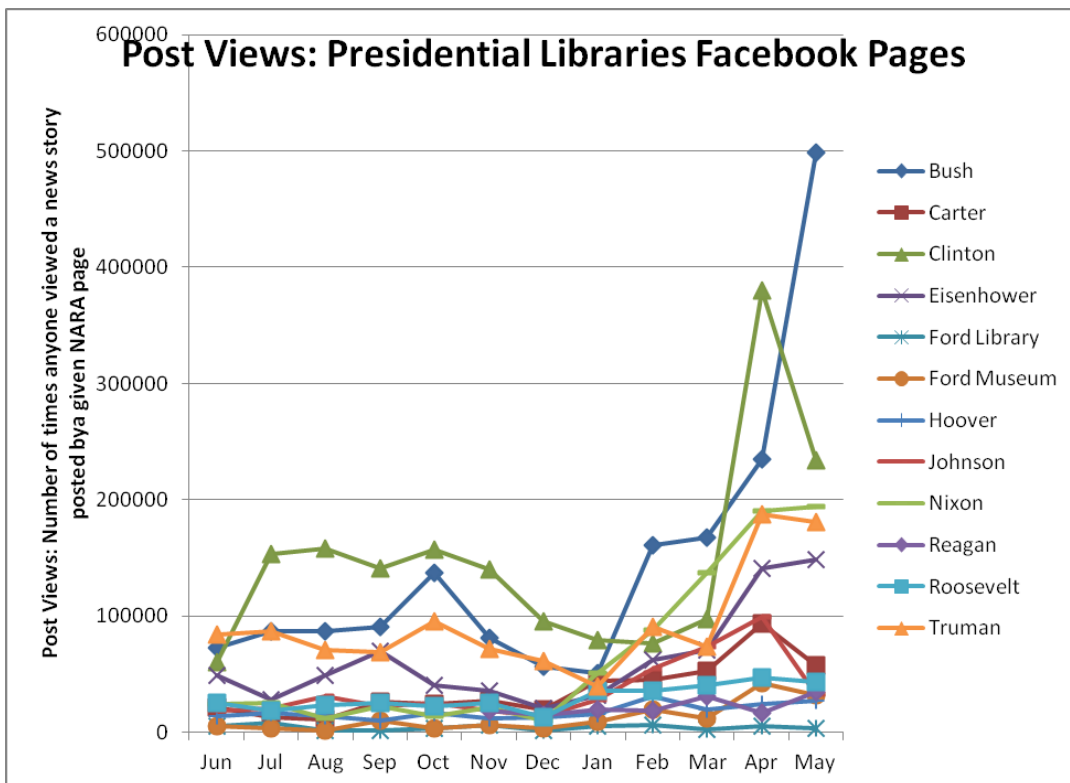


Social Media Tools: Detail View – Facebook

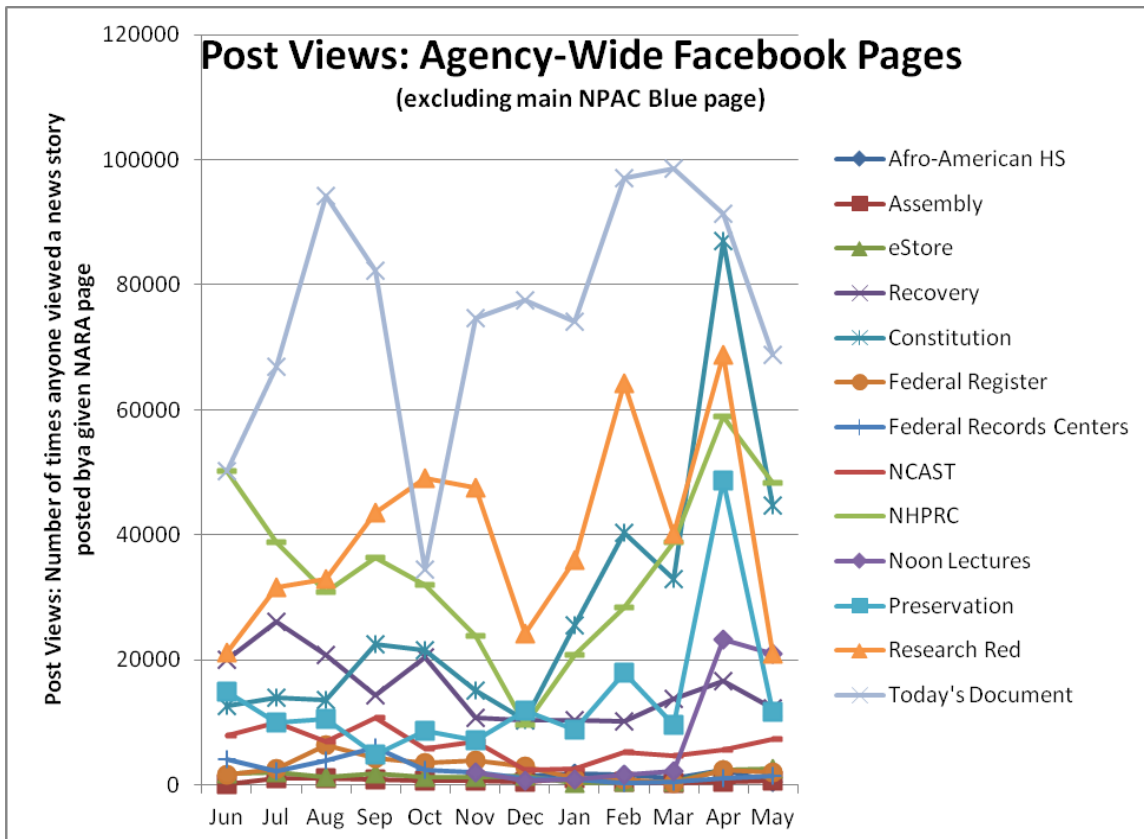
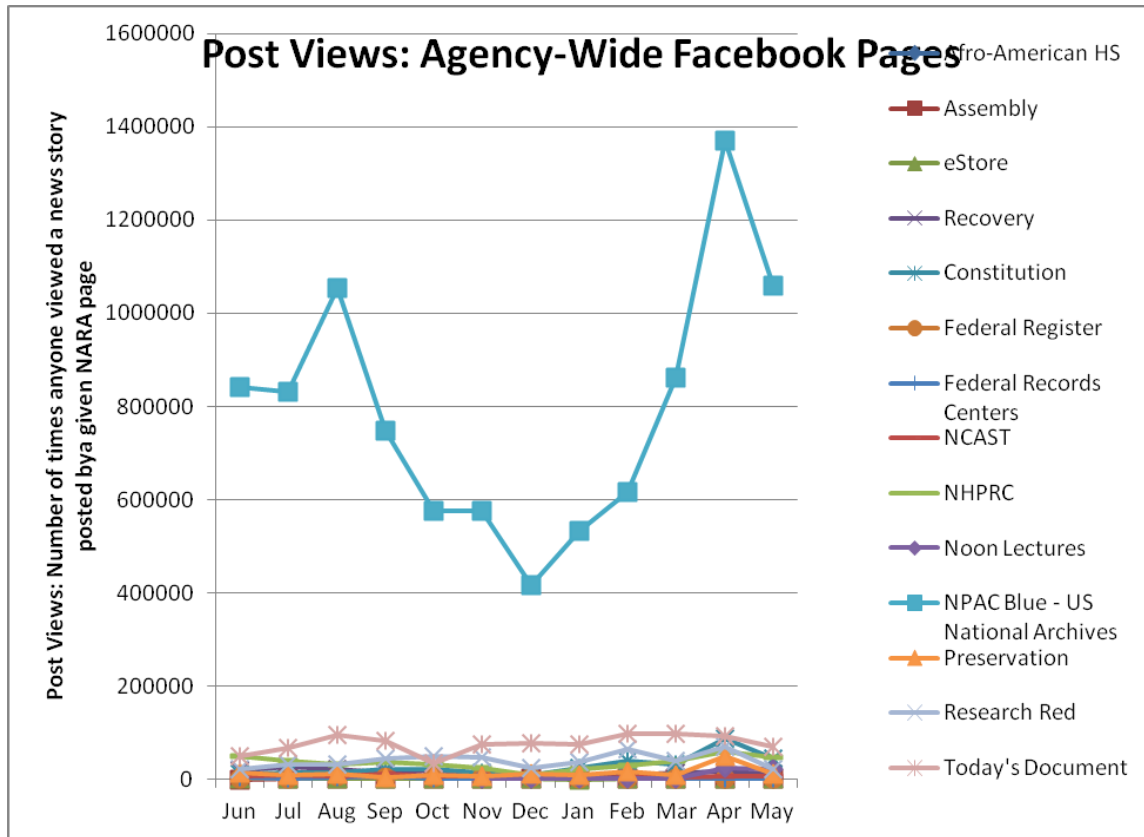
Post Views on Regional Pages (Source: Appendix IV.A)



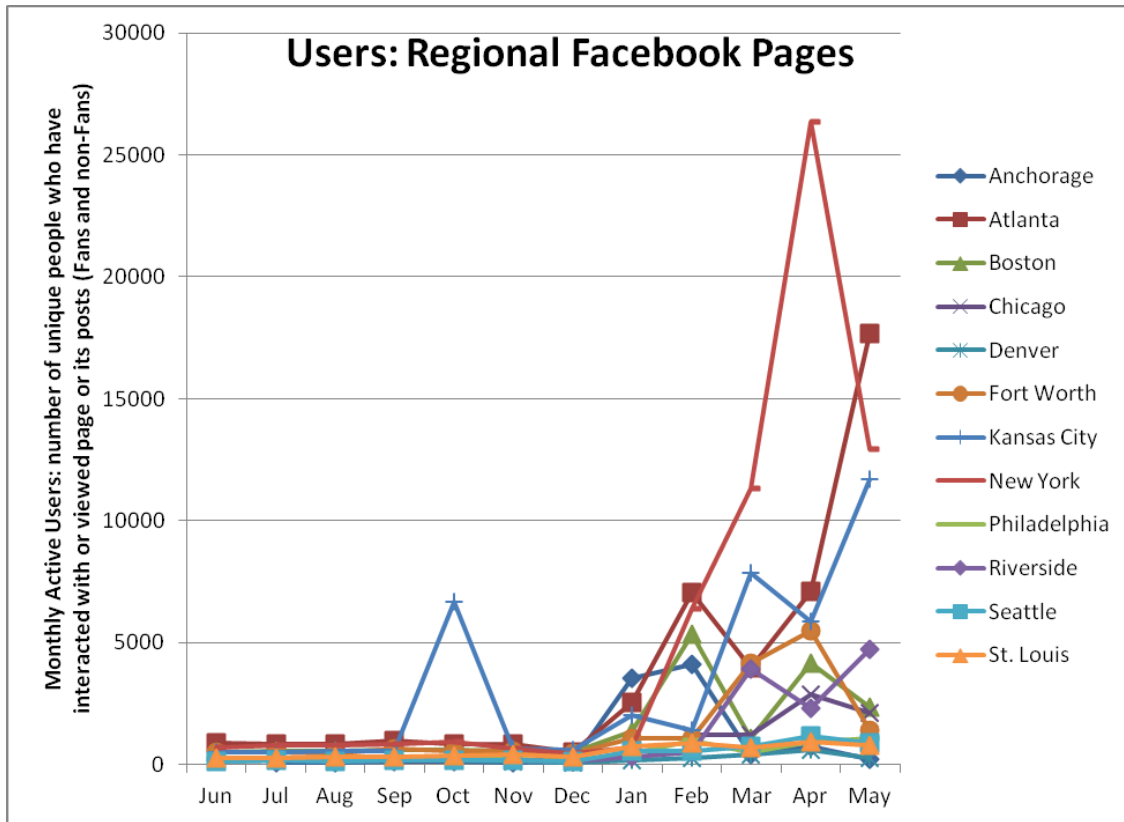
Post Views on Presidential Library Pages (Source: Appendix IV.A)



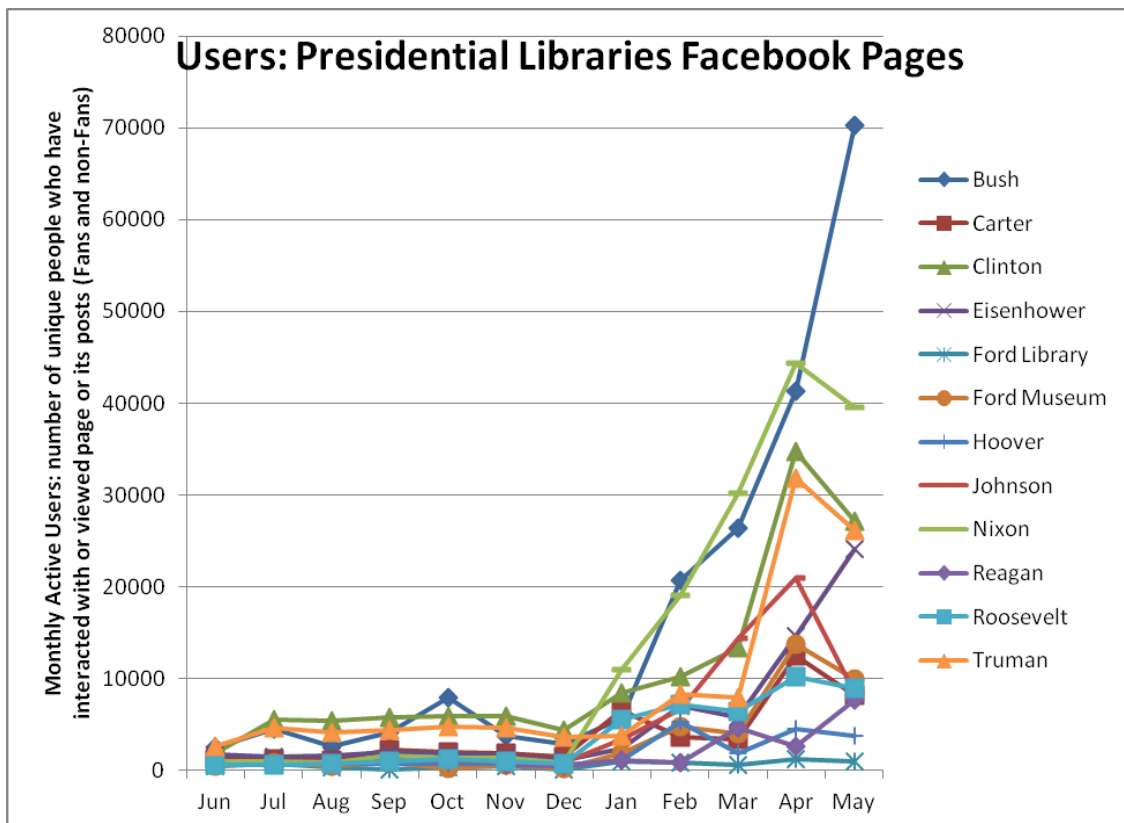
Post Views on Agency-Wide Pages (Source: Appendix IV.A)



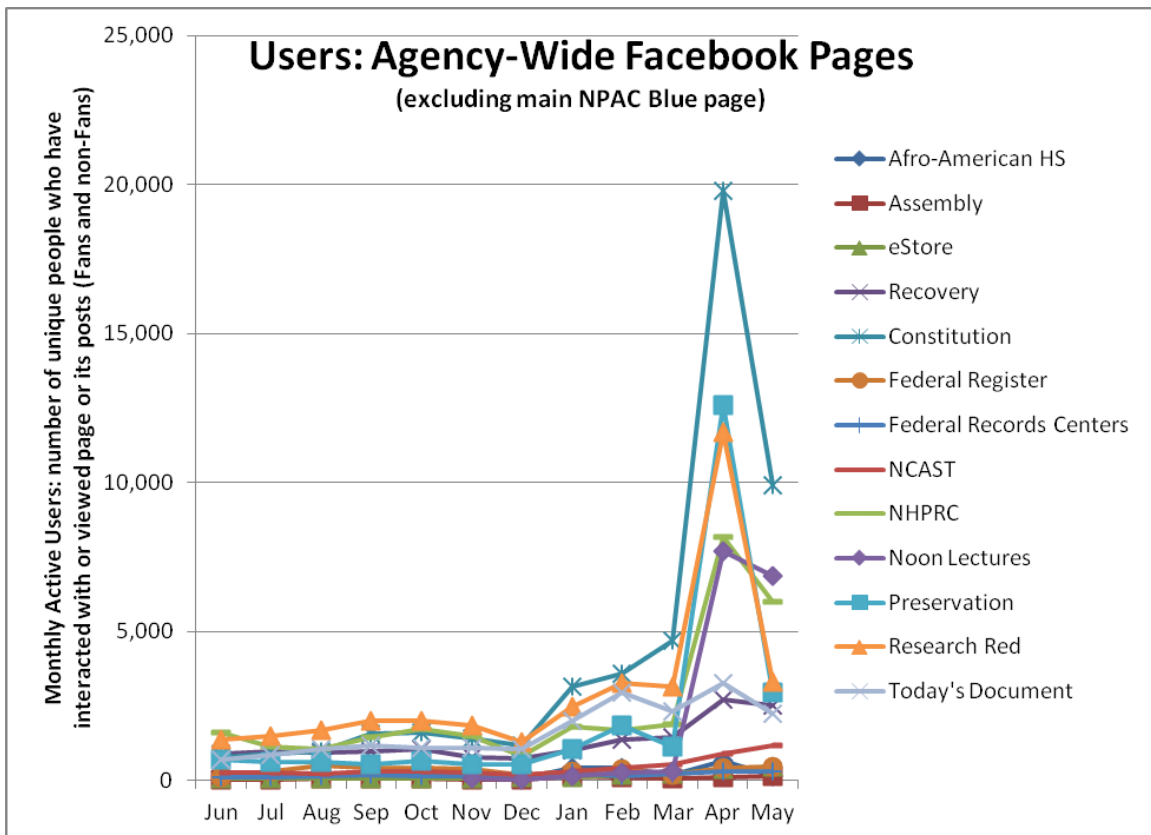
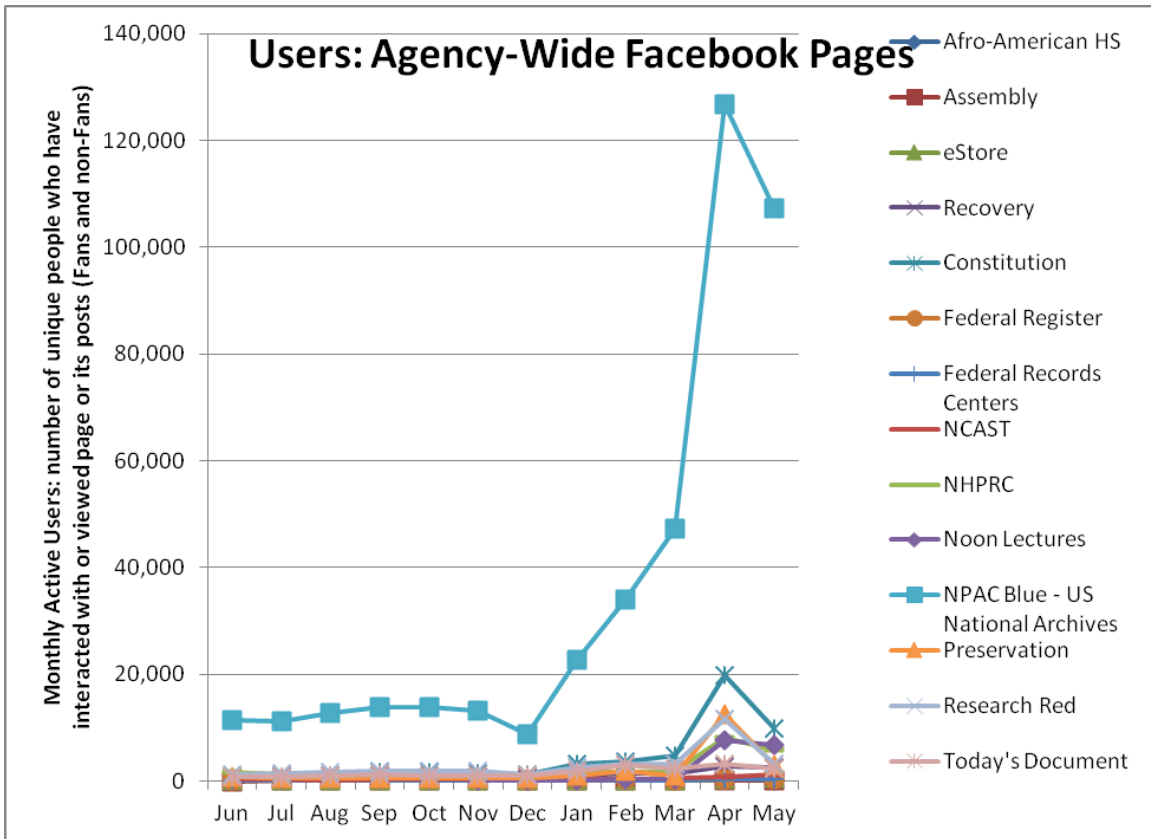
Monthly Active Users of Regional Pages (Source: Appendix IV.B)



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

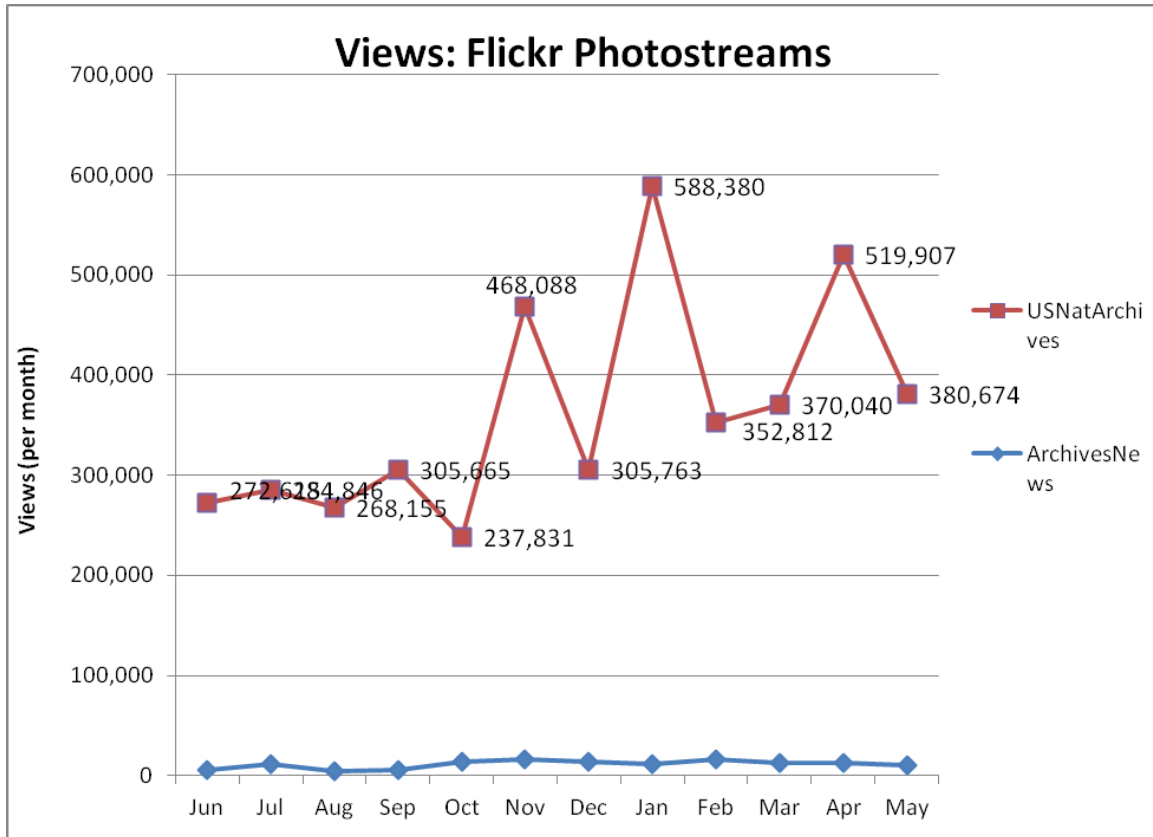


Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)

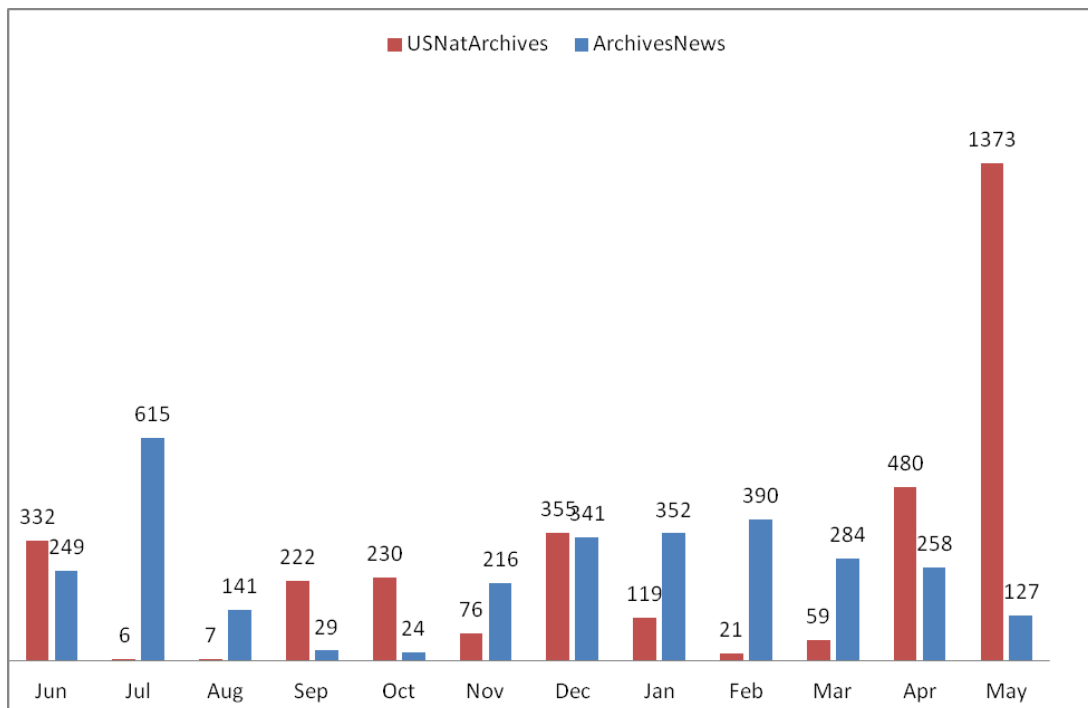


Social Media Tools: Detail View – Flickr

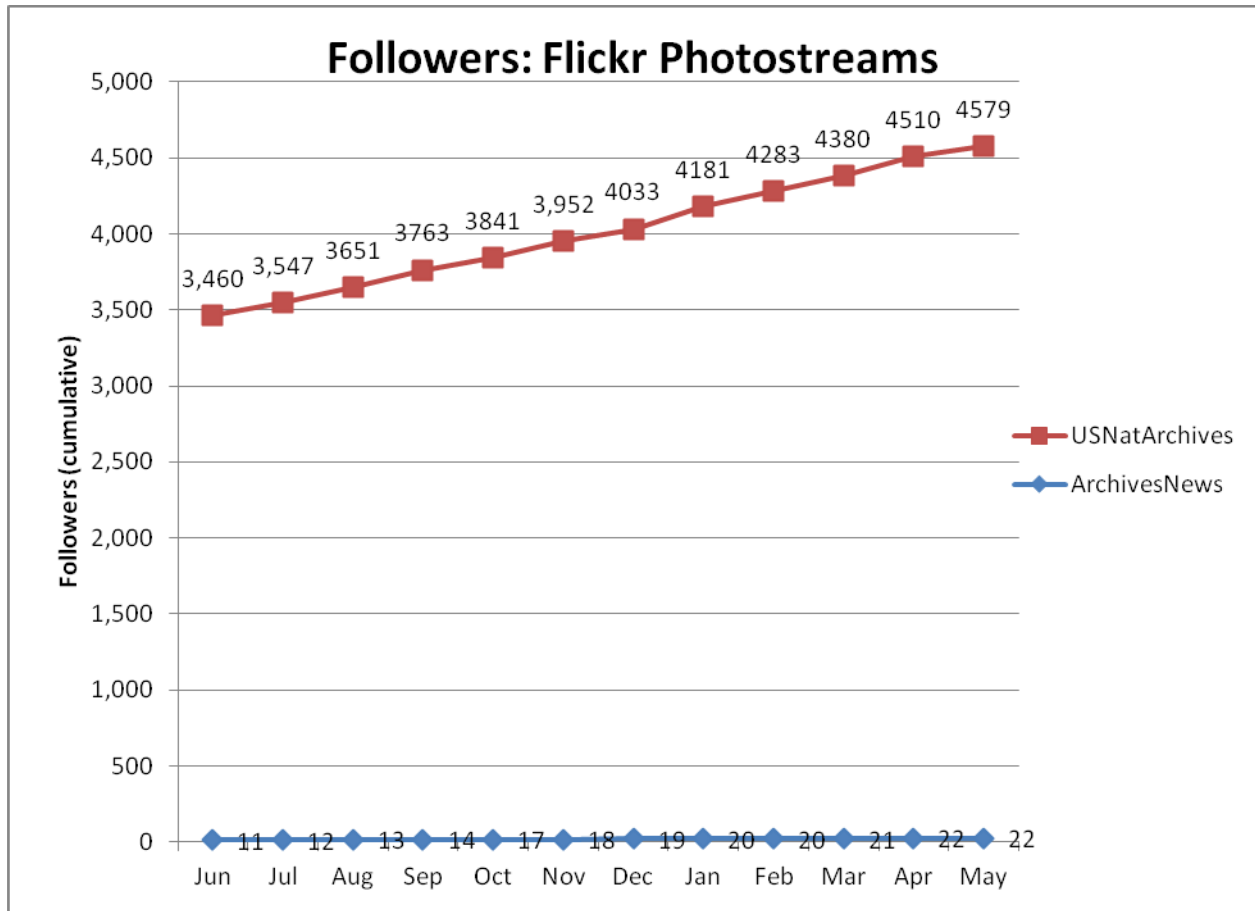
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

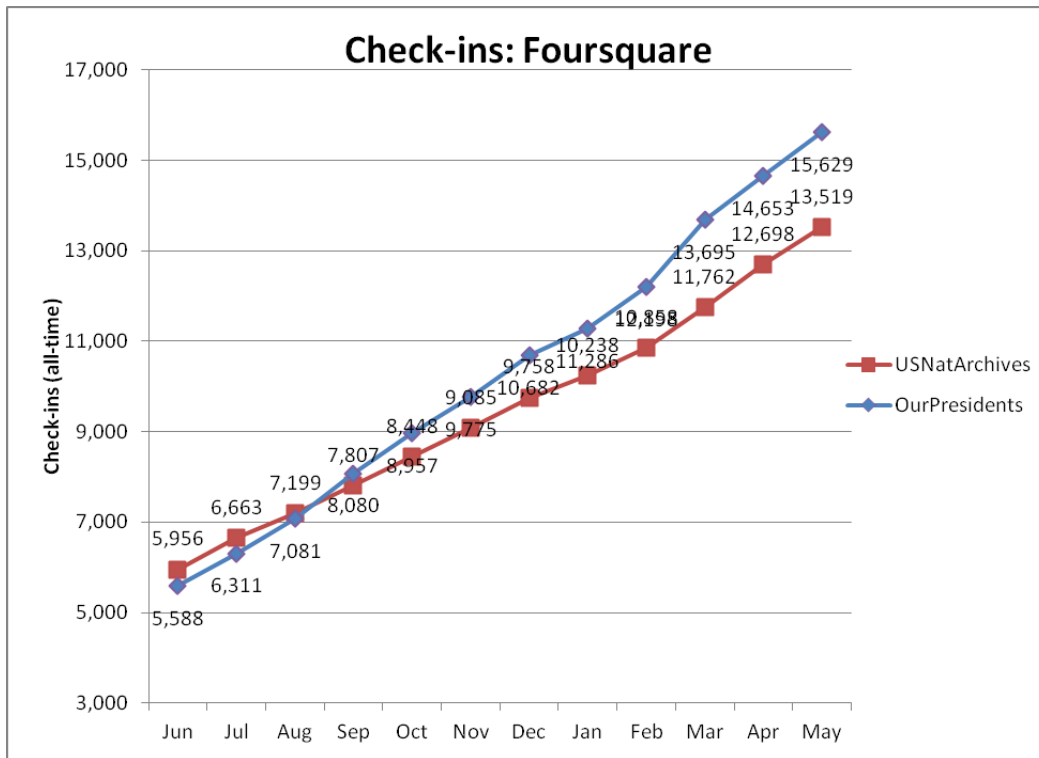


Followers of Photostreams (Cumulative)

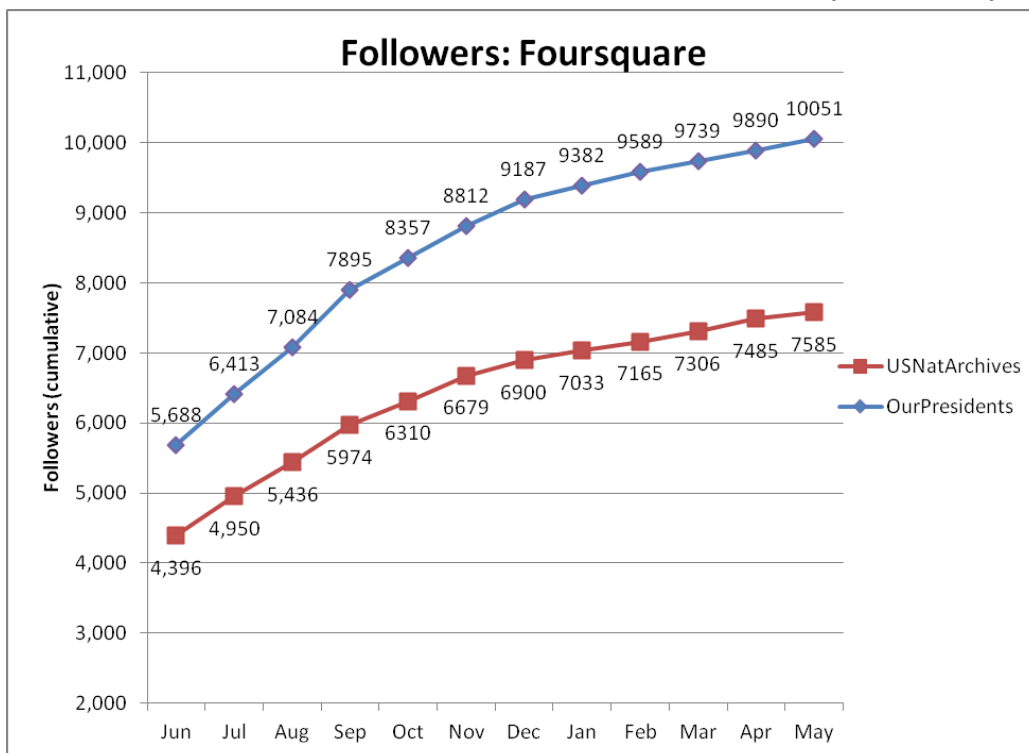


Social Media Tools: Detail View – Foursquare

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

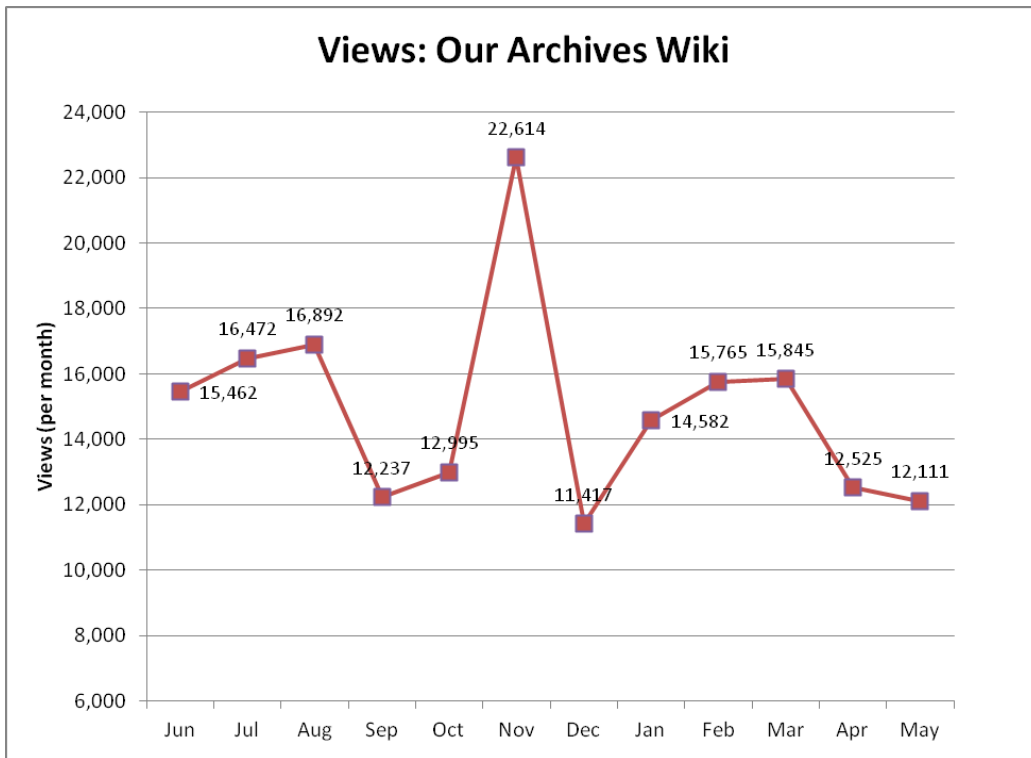


Number of Followers of USNatArchives and OurPresidents (Cumulative)

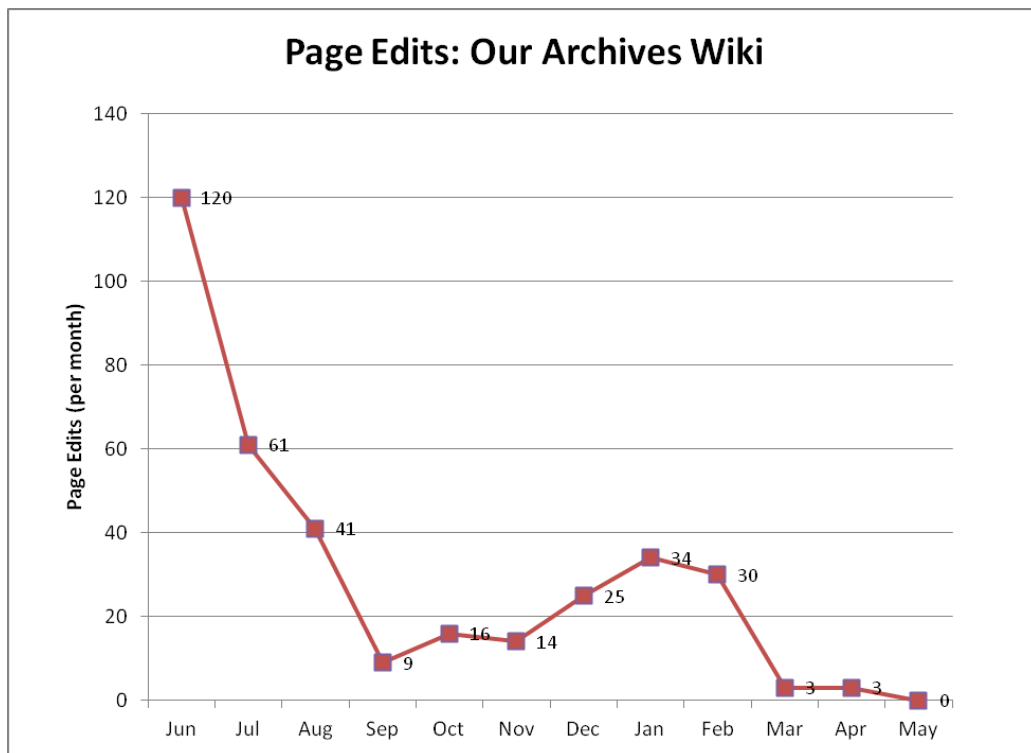


Social Media Tools: Detail View – Our Archives Wiki

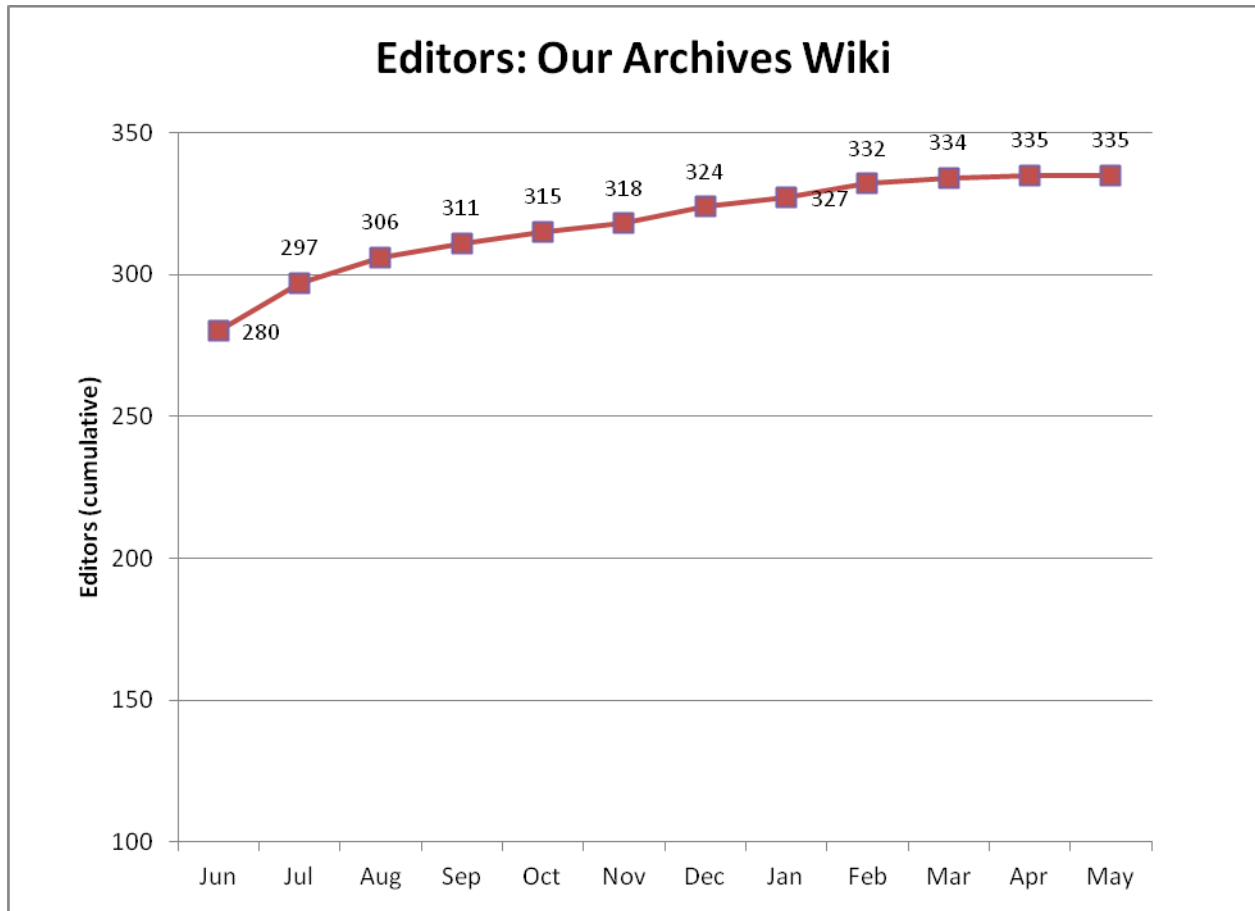
Views on Our Archives Wiki (Per Month)



Edits on Our Archives Wiki (Per Month)

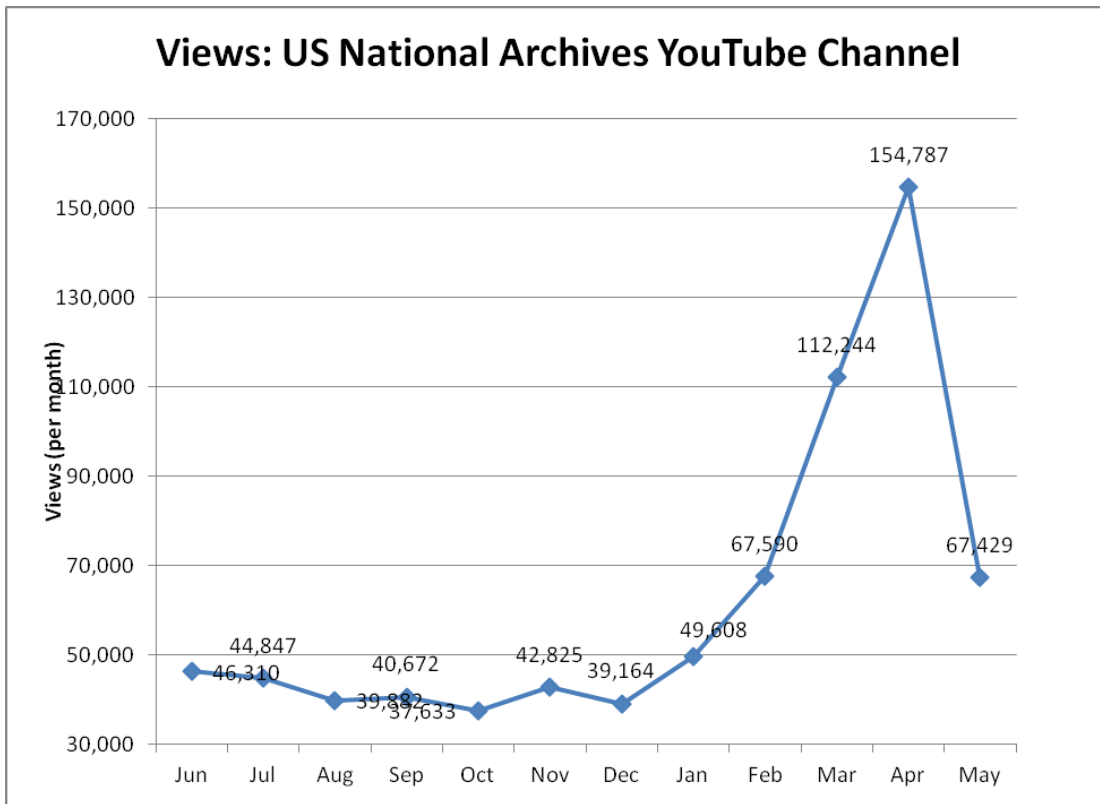


Editors on Our Archives Wiki (Cumulative)

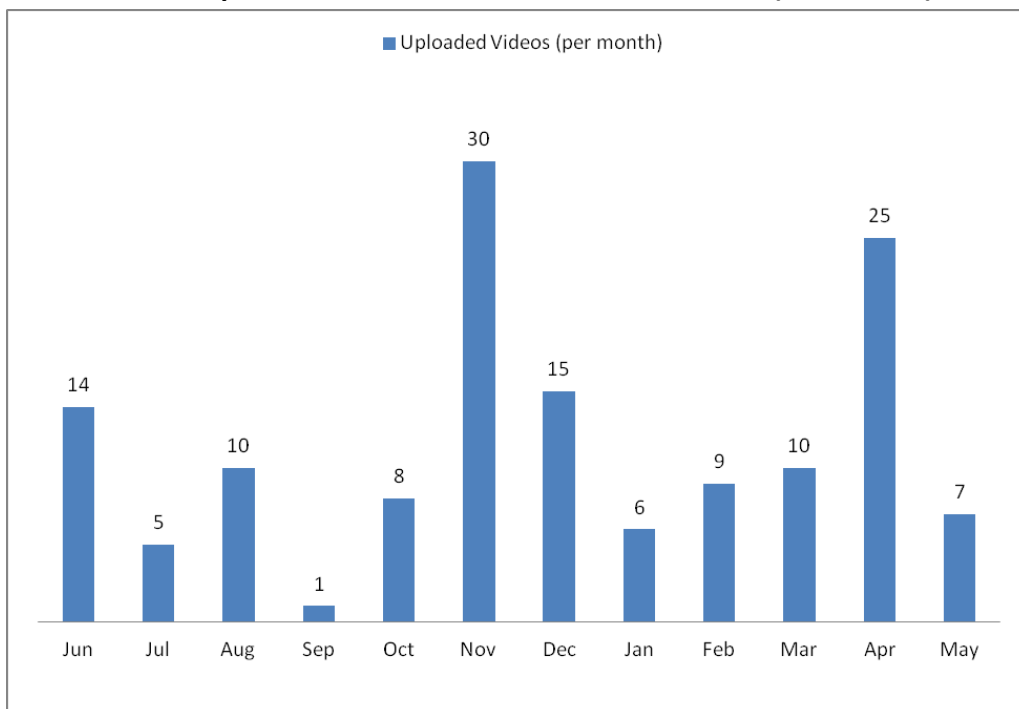


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

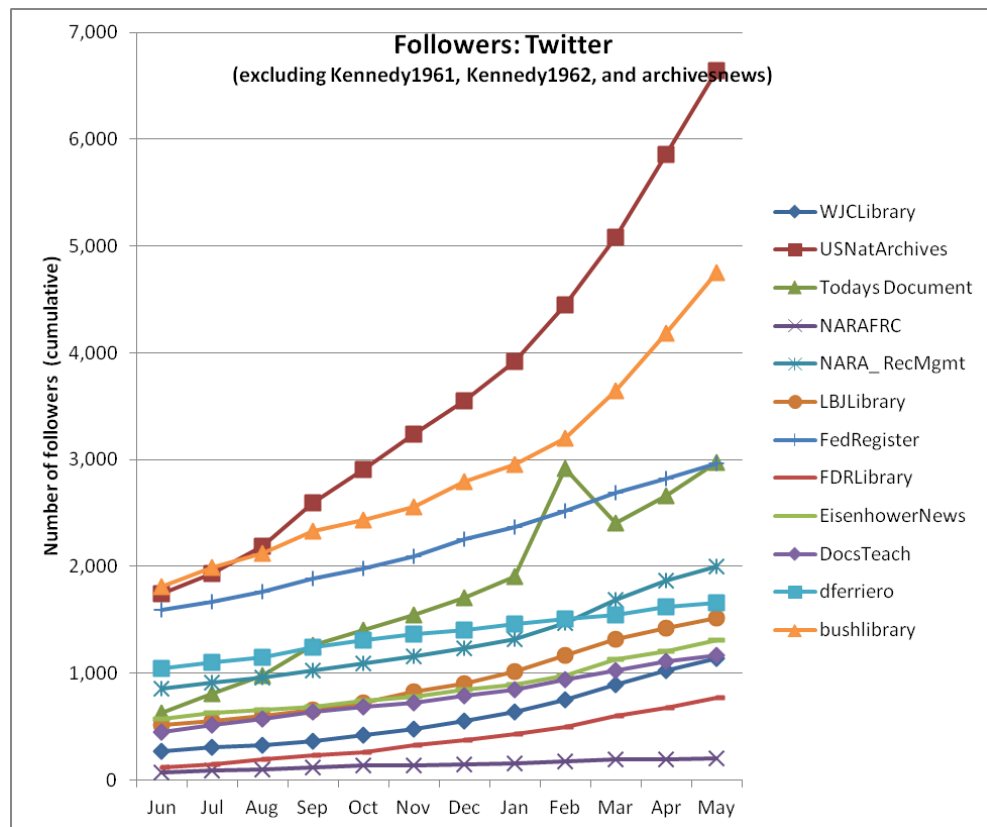
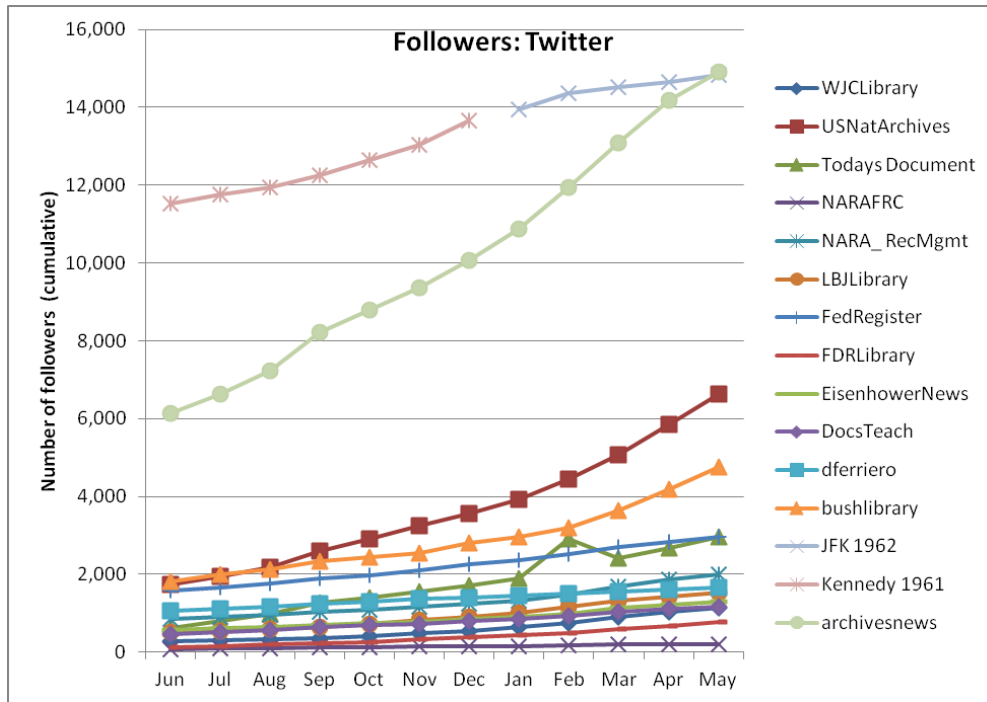


Top 5 Most Viewed Videos for May 2012 on US National Archives Channel

Video Title	Views
Stories from the Great Depression	7,496
War Comes to America (full film)	5,850
We Were There When Nixon Met Elvis	3,095
1940 Census V2	2,611
Land of the Giants - 1935	2,205

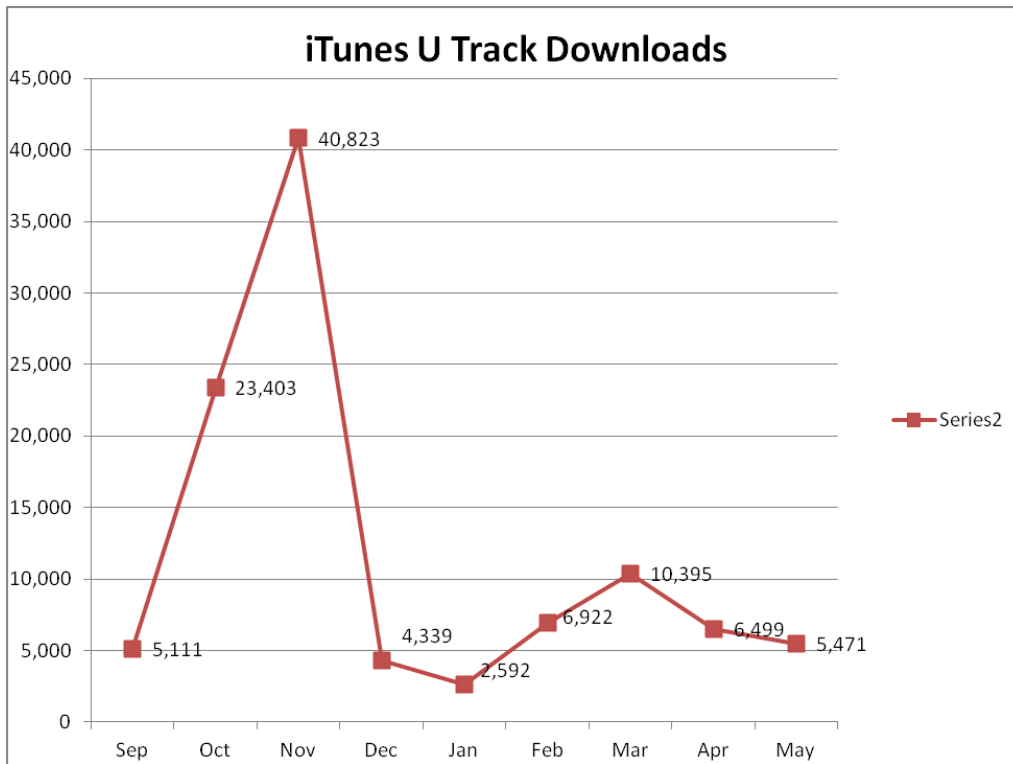
Social Media Tools: Detail View – Twitter

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

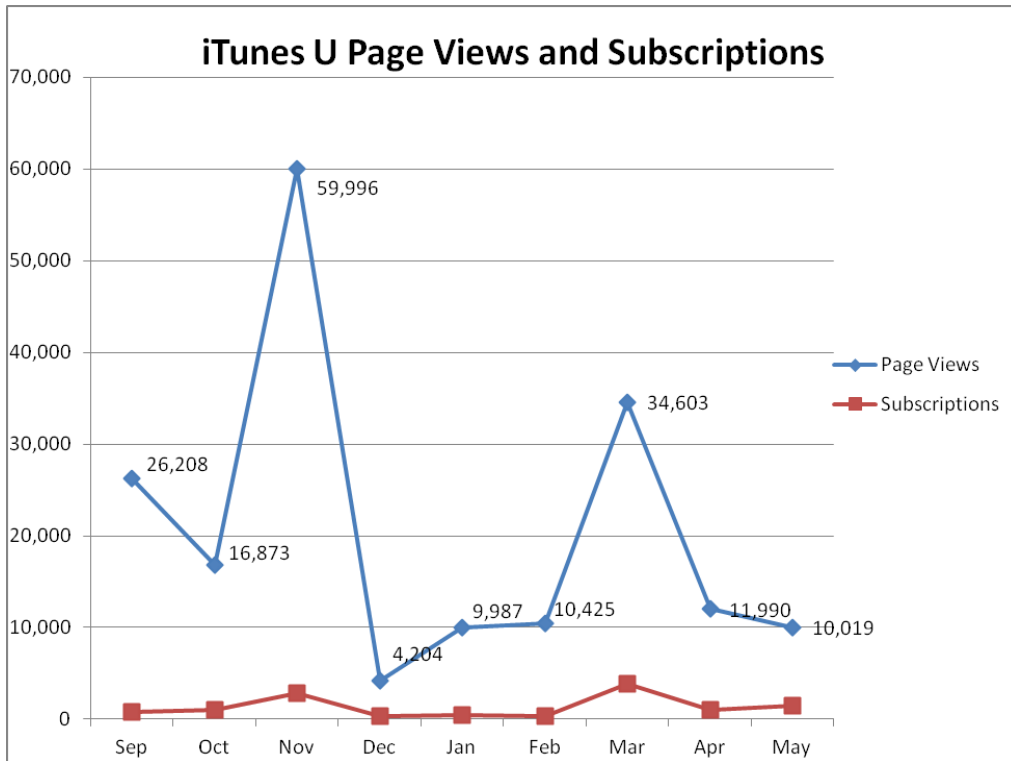


Social Media Tools: Detail View – iTunes U

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
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	Post Views, Impressions (Jan 2012) Monthly active users, Reach (Jan 2012)
Flickr	Flickr	View counts Content uploaded Who calls you a contact?
Foursquare	Foursquare	All-time check-ins at all venues Followers
Our Archives Wiki	Wikispaces	Views Page edits Editors
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	Aug	Sept	Oct	Nov	Dec	Jan*	Feb	Mar	Apr	May
AOTUS	3,539	2,862	4,461	3,761	4,370	3,326	2,935	5,620	4,558	4,024	4,148	3,088
FDR Library	38	39	180	165	136	140	126	134	151	139	127	154
FOIA	368	341	433	353	464	459	1,107	1,674	2,246	1,606	1,333	1,713
Hoover Blackboard	243	297	322	448	630	614	497	608	778	948	719	578
NARAtions	8,063	5,564	5,006	5,588	6,646	6,436	5,755	8,779	5,943	9,330	12,061	6,391
NDC Blog	2,007	496	655	756	484	474	466	681	942	662	630	467
NLRR Education Blog	199	49	38	53	86	67	57	70	92	77	87	87
Prologue Blog	5,838	6,656	10,665	9,479	8,188	6,930	7,036	11,316	12,110	10,436	8,981	9,861
Records Express Blog	895	747	1,118	739	1,515	1,322	1,834	2,507	1,961	2,236	1,789	1,599
The Text Message	1,255	1,992	2,072	2,010	2,783	3,268	2,932	2,705	5,757	4,525	3,697	3,549
Today's Document	1,220	1,326	1,578	2,816	3,809	3,970	3,043	2680	3,157	3,855	3,088	3,025
Transforming Classification (PIDB)	576	335	278	217	264	193	191	244	150	162	214	158
MONTHLY TOTAL	24,241	20,704	26,806	26,385	29,375	27,199	25,979	37,018	37,845	38,000	36,874	30,670

*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.

	June	July	Aug	Sept	Oct	Nov	Dec	Jan*	Feb	Mar	Apr	May
AOTUS	7,179	5,835	8,144	7,325	8,110	6,245	5,461	9,123	8,253	7,047	6,882	5,136
FDR Library	111	63	330	273	208	252	234	235	252	231	210	245
FOIA	753	808	1,775	1,307	1,655	1,701	3,294	2,602	3,516	2,657	2,119	2,804
Hoover Blackboard	559	591	506	819	1,396	1,076	904	1,105	1,169	1,484	1,027	857
NARAtions	15,257	10,446	9,528	9,995	11,624	11,608	10,037	15,229	10,723	17,638	21,739	11,304
NDC Blog	3,321	863	1,401	1,354	907	751	905	1,069	1,366	1,002	1,134	835
NLRR Education Blog	380	121	98	84	205	140	102	137	211	137	158	130
Prologue Blog	10,741	12,674	16,847	16,042	14,856	13,348	13,015	20,510	21,864	18,890	16,621	16,993
Records Express Blog	1,540	1,262	1,893	1,297	2,651	2,246	3,418	4,348	3,570	3,994	2,989	2,679
The Text Message	2,210	3,271	3,614	3,981	4,692	5,894	5,136	4,407	15,987	7,724	5,771	6,736
Today's Document	2,135	2,608	3,135	5,491	7,738	7,816	5,766	5,080	6,735	7,771	6,290	6,320
Transforming Classification (PIDB)	1,595	688	457	319	382	245	250	350	217	231	331	260
MONTHLY TOTAL	45,781	39,230	47,728	48,287	54,424	51,322	48,522	58,010	73,863	68,806	62,282	54,299

*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.

	June	July	Aug	Sept	Oct	Nov	Dec	Jan*	Feb	Mar	Apr	May
AOTUS	14,836	16,477	18,939	21,284	24,193	26,471	28,464	32,495	29,484	31,965	34,986	37,084
FDR Library	23	54	202	342	468	595	710	829	916	1,060	1,192	1,192
FOIA	594	794	1,085	1,297	1,573	1,847	2,744	3,717	4,100	4,969	5,649	6,795
Hoover Blackboard	3,011	3,259	3,537	3,935	4,479	5,028	5,470	-	5,789	6,659	7,326	7,853
NARAtions	30,854	34,971	38,451	42,308	47,405	52,154	56,394	-	54,616	61,587	71,154	76,350
NDC Blog	3,483	3,816	4,192	4,672	5,003	5,316	5,561	-	5,084	5,439	5,808	6,120
NLRR Education Blog	800	845	879	931	1,010	1,068	1,119	1,184	1,200	1,269	1,352	1,432
Prologue Blog	28,076	32,652	40,685	48,126	54,581	60,139	65,778	74,660	77,821	85,910	93,445	101,415
Records Express Blog	4,686	5,157	5,827	6,316	7,347	8,237	9,359	-	8,182	9,396	10,547	11,618
The Text Message	4,144	5,560	7,001	8,390	10,451	12,990	15,250	17,404	18,207	21,484	24,110	26,674
Today's Document	11,278	12,476	13,893	16,388	19,790	23,380	26,121	-	27,424	30,731	33,475	36,131
Transforming Classification (PIDB)	1,526	1,752	1,934	2,107	2,319	2,483	2,645	-	2,313	2,455	2,608	2,738

*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.

	June	July	Aug	Sept	Oct	Nov	Dec	Jan*	Feb	Mar	Apr	May
AOTUS	2,257	2,052	3,123	2,800	2,909	2,278	1,993	4,031	3,062	2,481	3,021	2,098
FDR Library	12	34	149	147	126	127	115	119	156	144	132	147
FOIA	272	246	339	262	276	274	897	973	1,342	869	680	1,146
Hoover Blackboard	200	261	296	407	544	549	442	-	714	870	667	527
NARAtions	4,614	4,582	3,962	4,410	5,097	4,749	4,240	-	4,062	6,971	9,567	5,196
NDC Blog	1,823	396	458	557	331	313	245	-	419	355	369	312
NLRR Education Blog	60	48	37	52	79	58	51	65	83	69	83	80
Prologue Blog	4,215	5,168	8,704	8,054	6,455	5,558	5,639	8,882	9,593	8,089	7,535	7,970
Records Express Blog	643	564	816	596	1,031	890	1,122	-	1,012	1,214	1,151	1,071
The Text Message	808	1,555	1,608	1,534	2,061	2,539	2,260	2,154	3,726	3,277	2,626	2,564
Today's Document	1,121	1,235	1,450	2,545	3,402	3,590	2,741	-	2,717	3,307	2,744	2,656
Transforming Classification (PIDB)	385	261	205	188	212	164	162	-	124	142	153	130
MONTHLY TOTAL	16,410	16,402	21,147	21,552	22,523	21,089	19,907	-	27,010	27,788	28,728	23,897

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

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

	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
AOTUS	768	787	885	826	902	929	905	959	985	918	970	1,663
FOIA Ombudsman	16	13	25	868	935	977	950	980	1,006	984	1,038	1,607
Hoover Blackboard	33	36	30	36	40	50	45	46	46	42	48	620
In Roosevelt History	0	0	0	0	0	0	0	0	0	0	0	0
NARAtions	832	779	895	18	25	21	24	25	28	19	24	40
NDC Blog	89	97	94	103	119	126	119	137	132	115	132	700
Prologue	188	207	263	214	249	262	317	346	369	355	367	1,131
Reagan Education Workshops	3	4	3	4	4	5	4	5	4	4	4	4
Records Express	129	131	151	138	160	207	174	191	230	160	212	750
Text Message	68	74	90	79	93	100	100	110	123	107	114	704
Today's Document	51	20	66	62	95	174	171	70	198	120	154	604
Transforming Classification (PIDB)	47	28	54	33	56	53	51	52	55	53	54	56
Washboard		0	1	1	5	6	6	12	21	11	19	16

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.

	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	FY Total
Monthly Total (A+P+R)	1,529,890	1,609,330	1,849,496	1,583,671	1,412,592	1,342,155	974,854	1,250,794	1,812,103	2,247,105	3,723,803	3,128,344	15,891,750
Agency-Wide Total	1,026,957	1,036,264	1,276,772	974,357	755,637	771,804	570,340	717,642	884,656	1,104,607	1,778,817	1,301,443	7,884,946
Afro-American History Society						973	1,480	1,873	1,661	1,009	2,410	434	9,840
Assembly	161	1019	1012	802	723	616	443	997	589	317	551	769	5,005
eStore	1920	2042	1,283	1,811	1,308	1,319	1,378	279	578	582	2,401	2519	10,364
Recovery	20121	26144	20882	14,433	20,372	10,653	10,370	10,309	10,080	13,805	16,591	12238	104,418
Constitution	12628	13914	13521	22,521	21,640	15,176	10,297	25,485	40,315	32,853	86,953	44622	277,341
Federal Register	1548	2490	6325	4,254	3,577	3,885	3,019	1,041	827	374	2,401	2016	17,140
Federal Records Centers	4188	2248	3,931	5,973	2,325	1,973	1,080	837	386	552	1,098	1506	9,757
NCAST	7847	9956	6,893	10,711	5,761	6,990	2,368	2,602	5,279	4,650	5,640	7297	40,587
NHPRC	50187	38840	30883	36,280	32,055	23,823	9,629	20,865	28,438	38,877	58,896	48305	260,888
Noon Lectures						1,974	773	879	1,726	2,201	23,336	20947	51,836
NPAC Blue	842,160	831,156	1,054,370	746,817	575,710	575,103	416,055	533,538	615,436	861,187	1,369,550	1,059,317	6,005,896
Preservation	14986	9973	10639	4,866	8,637	7,102	11,790	8,779	17,969	9,578	48,728	11625	124,208
Research Red	21094	31538	32857	43,537	49,116	47,572	24,127	35,985	64,246	40,065	68,799	21071	350,981
Today's Document	50117	66944	94176	82,352	34,413	74,645	77,531	74,173	97,126	98,557	91,463	68777	616,685

	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	FY Total
Presidential Total	379,522	460,244	458,896	489,330	540,147	464,262	322,080	409,021	689,288	778,812	1,462,335	1,486,773	6,152,718
Bush	72256	86587	87058	90,546	137,330	81,027	56,754	51,071	161,362	167,550	235,142	498,875	1,389,111
Carter	21404	13190	11233	25,916	24,144	26,785	19,449	43,906	45,347	52,979	93,528	57,562	363,700
Clinton	60120	152919	157629	141,163	157,350	140,159	95,088	79,516	76,369	97,191	379,915	234,231	1,259,819
Eisenhower	49222	28412	49282	70,054	40,571	35,697	20,084	31,745	61,827	70,770	141,065	148,515	550,274
Ford Library	5057	8067	1,804	1,760	3,828	6,529	1,877	5,310	6,203	2,583	5,062	3,672	35,064
Ford Museum	4932	3619	1078	9,751	3,358	6,333	3,446	9,428	19,898	11,974	42,305	31,602	128,344
Hoover	14048	16628	13417	10,485	16,344	12,143	12,931	15,391	30,640	19,173	24,065	26,783	157,470
Johnson	19044	20762	31244	22,874	25,575	18,412	13,990	27,840	54,232	74,026	99,654	32,712	346,441
Nixon	24435	24964	12079	22,858	14,203	21,106	9,781	50,459	88,198	137,290	190,570	193,948	705,555
Reagan						19,030	14,890	19,307	19,003	31,340	16,834	34,414	154,818
Roosevelt	24819	18492	23,297	25,200	22,460	24,929	12,531	35,469	35,731	40,706	47,083	43,265	262,174
Truman	84185	86604	70775	68,723	94,984	72,112	61,259	39,579	90,478	73,230	187,112	181,194	799,948
	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	FY Total
Regional Total	123,411	112,822	113,828	119,984	116,808	106,089	82,434	124,131	238,159	363,686	482,651	340,128	1,854,086
Anchorage		2273	1,962	3,047	3,186	2,117	2,857	13,538	14,200	3,593	4,878	1,225	45,594
Atlanta	28574	18485	23446	20,980	10,302	14,183	9,379	20,228	47,293	33,069	38,763	97,145	270,362
Boston	19039	27572	26,432	26,671	17,707	18,754	15,776	19,091	35,912	22,372	36,319	20,814	186,745
Chicago									19,446	19,837	21,504	12,617	73,404
Denver	3004	2733	3,309	3,133	3,074	1,716	1,334	796	1,721	2,071	2,621	1,024	14,357

Fort Worth	15421	13579	11,330	19,480	11,320	12,156	9,977	12,036	16,317	32,043	47,994	10,426	152,269
Kansas City	12779	14687	15,563	10,008	28,262	24,874	19,868	30,539	37,138	126,631	139,771	62,433	469,516
New York	12668	13375	11657	12,782	18,031	7,220	5,813	3,024	33,390	81,028	159,139	95,242	402,887
Philadelphia	9478	5474	5,534	6,017	3,649	4,354	3,322	6,193	8,638	5,116	5,651	6,832	43,755
Riverside	5864	3850	6,001	4,988	3,751	4,040	2,339	1,425	8,225	25,735	10,622	20,620	76,757
Seattle	11958	6188	4,613	8,049	8,748	7,809	6,406	6,549	8,071	7,883	9,623	6,992	62,081
St. Louis	4626	4606	3,981	4,829	8,778	8,866	5,363	10,712	7,808	4,308	5,766	4,758	56,359

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).

	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Monthly Total (A+P+R)	35,617	43,947	43,248	51,253	54,967	49,198	35,880	100,866	174,744	218,658	486,618	434,658
Agency-Wide Total	18,011	17,973	20,098	22,754	22,925	21,424	15,211	35,956	50,509	63,603	195,466	143,661
Afro-American History Society						77	81	410	420	201	647	152
Assembly	19	39	55	52	65	29	42	137	91	73	93	128
eStore	83	64	49	82	59	55	115	104	170	207	395	470
Recovery	877	976	952	986	1,042	793	747	993	1,365	1,440	2,725	2,527
Constitution	785	903	957	1,577	1,590	1,425	1,178	3,159	3,594	4,708	19,782	9,917
Federal Register	85	293	509	438	427	373	190	318	384	188	402	442
Federal Records Centers	111	101	149	201	150	136	102	268	150	237	287	291
NCAST	275	258	241	311	289	249	167	285	409	519	904	1,182
NHPRC	1598	1139	1,048	1,467	1,707	1,477	801	1,808	1,672	1,893	8,165	6,002
Noon Lectures						66	36	153	251	283	7,676	6,848
NPAC Blue - US National Archives	11415	11283	12,816	13,933	13,835	13,285	8,861	22,779	33,930	47,268	126,835	107,197
Preservation	695	605	622	535	665	520	542	1,061	1,842	1,121	12,596	2,961
Research Red	1352	1471	1,666	2,007	2,015	1,862	1,303	2,466	3,273	3,153	11,696	3,290
Today's Document	716	841	1,034	1,165	1,081	1,077	1,046	2,015	2,958	2,312	3,263	2,254

	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Presidential Total	13,590	21,768	18,812	23,569	27,249	23,387	17,202	51,477	94,472	118,743	232,718	234,885
Bush	2436	4535	2,649	4,156	7,861	3743	2,906	5,582	20,754	26,402	41,336	70,288
Carter	1183	1205	1,149	2,173	1,969	1851	1,445	6,546	3,599	3,378	12,441	8,119
Clinton	1799	5474	5,332	5,735	5,891	5866	4,347	8,392	10,186	13,305	34,770	27,088
Eisenhower	1766	1421	1,577	1,965	1,838	1621	1,054	2,396	7,040	5,738	14,616	24,168
Ford Library	425	652	277	107	369	457	99	972	779	641	1,278	922
Ford Museum	502	844	410	846	241	583	203	1,867	4,720	3,949	13,790	9,956
Hoover	626	679	682	702	761	687	610	1,046	5,270	1,902	4,530	3,697
Johnson	774	820	970	1,029	1,048	969	841	3,324	6,674	14,335	20,996	8,464
Nixon	911	901	849	1,550	1,303	1357	880	11,004	19,035	30,138	44,314	39,504
Reagan						561	463	1,104	880	4,621	2,588	7,635
Roosevelt	571	638	751	968	1,158	1023	746	5,507	7,222	6,423	10,203	8,916
Truman	2597	4599	4,166	4,338	4,810	4669	3,608	3,737	8,313	7,911	31,856	26,128
	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Regional Total	4,016	4,206	4,338	4,930	4,793	4,387	3,467	13,433	29,763	36,312	58,434	56,112
Anchorage		94	69	105	104	84	111	3,559	4,132	395	760	221
Atlanta	886	835	834	990	820	848	492	2,533	7,047	3,960	7,077	17,660

Boston	502	537	546	613	576	560	501	1,352	5,336	1,063	4,146	2,336
Chicago									1,208	1,237	2,876	2,114
Denver	145	151	184	189	191	115	95	186	263	408	587	269
Fort Worth	487	500	454	639	563	570	477	1,082	1,051	4,169	5,466	1,400
Kansas City	495	502	568	545	705	631	580	2,008	1,428	7,879	5,873	11,715
New York	681	768	790	845	909	631	453	678	6,409	11,313	26,346	12,929
Philadelphia	254	223	260	309	241	242	193	448	968	524	917	1,075
Riverside	156	157	196	189	164	156	124	293	486	3,910	2,299	4,730
Seattle	142	150	132	171	165	153	147	552	551	761	1,176	860
St. Louis	268	289	305	335	355	397	294	742	884	693	911	803

APPENDIX V: Twitter Followers (Cumulative)

	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
archivesnews	6,148	6,631	7,233	8,207	8,787	9,360	10,068	10,882	11,938	13,089	14,189	14,921
bushlibrary	1,806	1,992	2,121	2,332	2,437	2,556	2,797	2,953	3,198	3,644	4,181	4,753
dferriero	1,047	1,100	1,151	1,239	1,305	1,366	1,406	1,459	1,503	1,544	1,619	1,662
DocsTeach	451	519	575	636	683	726	790	847	937	1,022	1,112	1,170
EisenhowerNews	576	625	652	686	740	784	841	897	980	1,125	1,206	1,306
FDRLibrary	115	149	189	232	263	323	370	428	496	596	680	767
FedRegister	1,593	1,667	1,766	1,886	1,980	2,096	2,258	2,365	2,517	2,688	2,819	2,965

Kennedy	11,531	11,767	11,954	12,262	12,641	13,044	13,650	13,944	14,369	14,526	14,662	14,830
LBJLibrary	512	549	603	655	725	830	907	1,020	1,167	1,322	1,420	1,519
NARA_ RecMgmt	858	915	957	1,024	1,087	1,162	1,238	1,320	1,467	1,687	1,863	1,995
NARAFRC	73	87	98	117	132	136	148	154	172	190	195	200
Todays Document	624	808	982	1,264	1,404	1,548	1,707	1,903	2,919	2,409	2,665	2,973
USNatArchives	1,742	1,937	2,184	2,592	2,903	3,235	3,552	3,919	4,445	5,081	5,858	6,642
WJCLibrary	270	302	326	364	421	475	552	641	753	891	1,024	1,135

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

	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Page Views	26,208	16,873	59,996	4,204	9,987	10,425	34,603	11,990	10,019
Track Downloads	5,111	23,403	40,823	4,339	2,592	6,922	10,395	6,499	5,471
Subscriptions	769	973	2,873	298	418	322	3,851	1,034	1,424