

SOCIAL MEDIA HIGHLIGHTS

- The National Archives' hiring of a Wikipedian in Residence, Dominic McDevitt-Parks, was discussed extensively in the traditional news media, blogosphere, and Twitterverse.
- On June 9, NARA participated in [Ask Archivists Day](#) by fielding questions on Twitter about archives and the Archives.
- The [I Found It in the National Archives contest](#), in which people share their stories about the most memorable or important documents they have found in the Archives, began.

BUZZ

- The [What's Cooking Uncle Sam?](#) exhibit opened, and the Archives hosted several related events, including a [talk with Chef José Andrés](#) on the history of American food and cooking.
- The [Pentagon Papers](#) were declassified in their entirety and the complete report was released to the public.

JUNE 2011 OVERVIEW

Social Media Tool	Views/Visits	New Fans/Followers/Subscribers
Archives.gov Blogs	16,410	0
Tumblr Blogs	--	1,316 (cumulative)
Facebook	1,530,890	3,669
National Archives YouTube Channel	46,310	109
Flickr (USNatArchives & ArchivesNews)	278,702	98
Our Archives Wiki	15,462	13
Twitter (all NARA feeds)	--	2,254
FourSquare	1,718	1,282

FISCAL YEAR OVERVIEW

Social Media Tool	FY 2011 Views	FY 2010 Views
Archives.gov Blogs	147,231	120,455 (May – Sept)
Facebook	10,780,583	6,585,078
National Archives YouTube Channel	476,116	206,360
Flickr (USNatArchives & ArchivesNews)	2,031,899	1,209,356
Our Archives Wiki	114,471	43,087 (July – Sept)

EXTERNAL BLOGS

- | | | |
|---|---|--|
| 1. AOTUS | 6. NARAtions | 10. The Text Message |
| 2. AOTUS Tumblr | 7. National Declassification Center (NDC) | 11. Today's Document |
| 3. In Roosevelt History | 8. Prologue | 12. Today's Document Tumblr |
| 4. FOIA Ombudsman | 9. Records Express | 13. Transforming Classification (PIDB) |
| 5. Hoover Blackboard | | |

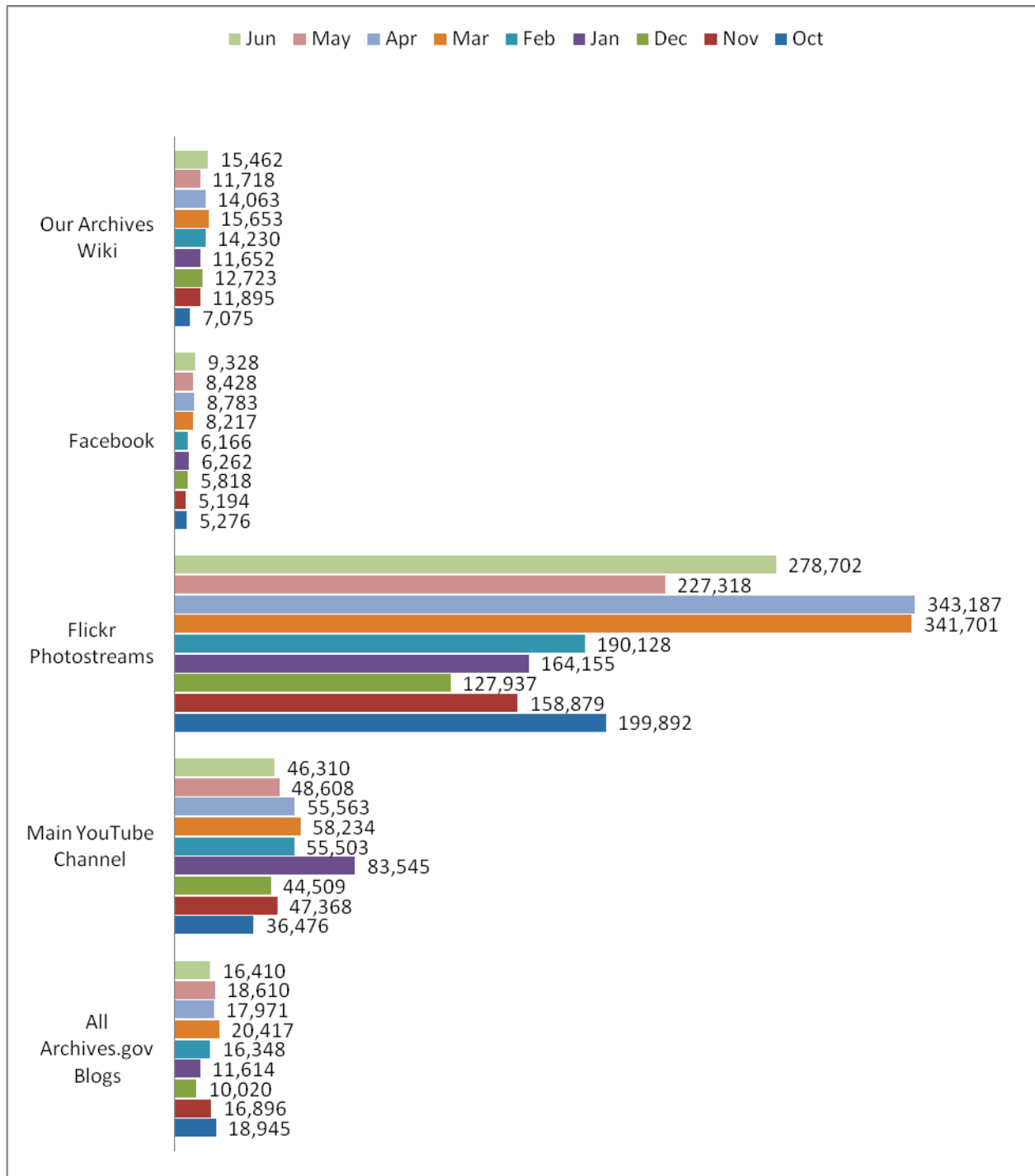
INTERNAL (NARA@WORK) BLOGS

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

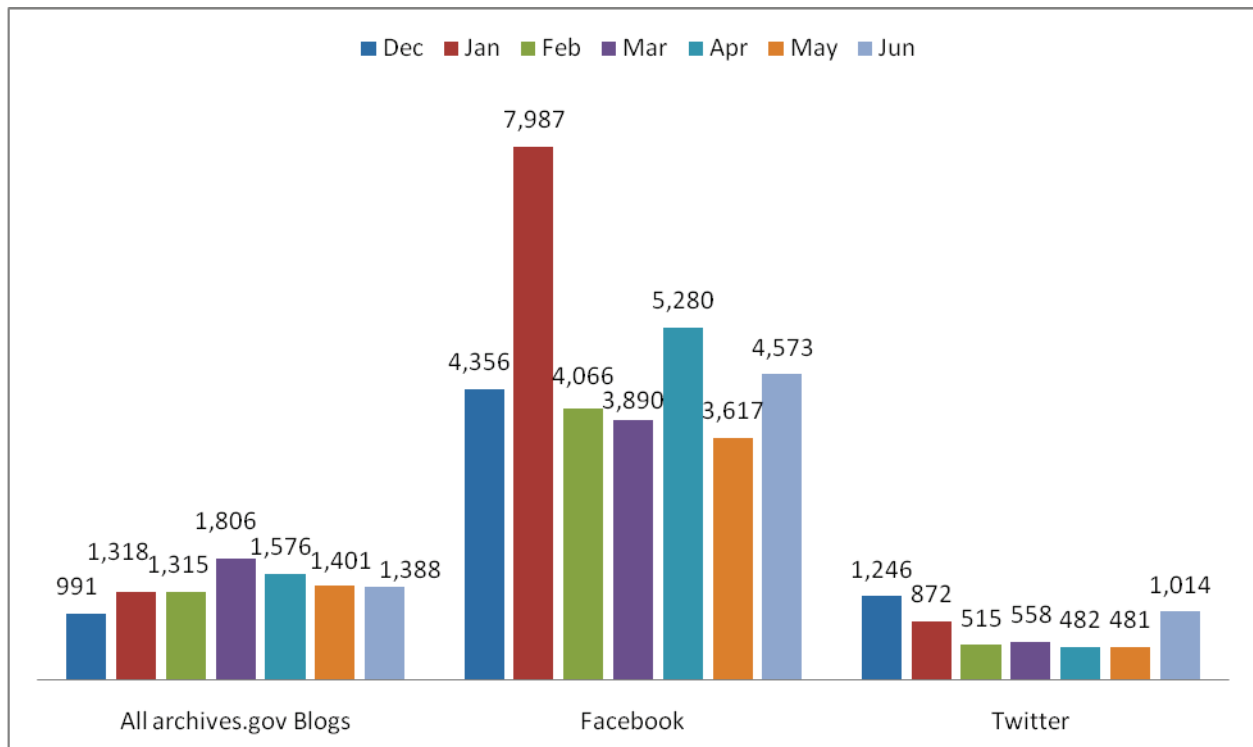
SOCIAL MEDIA TOOLBOX (Tools currently in use)

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

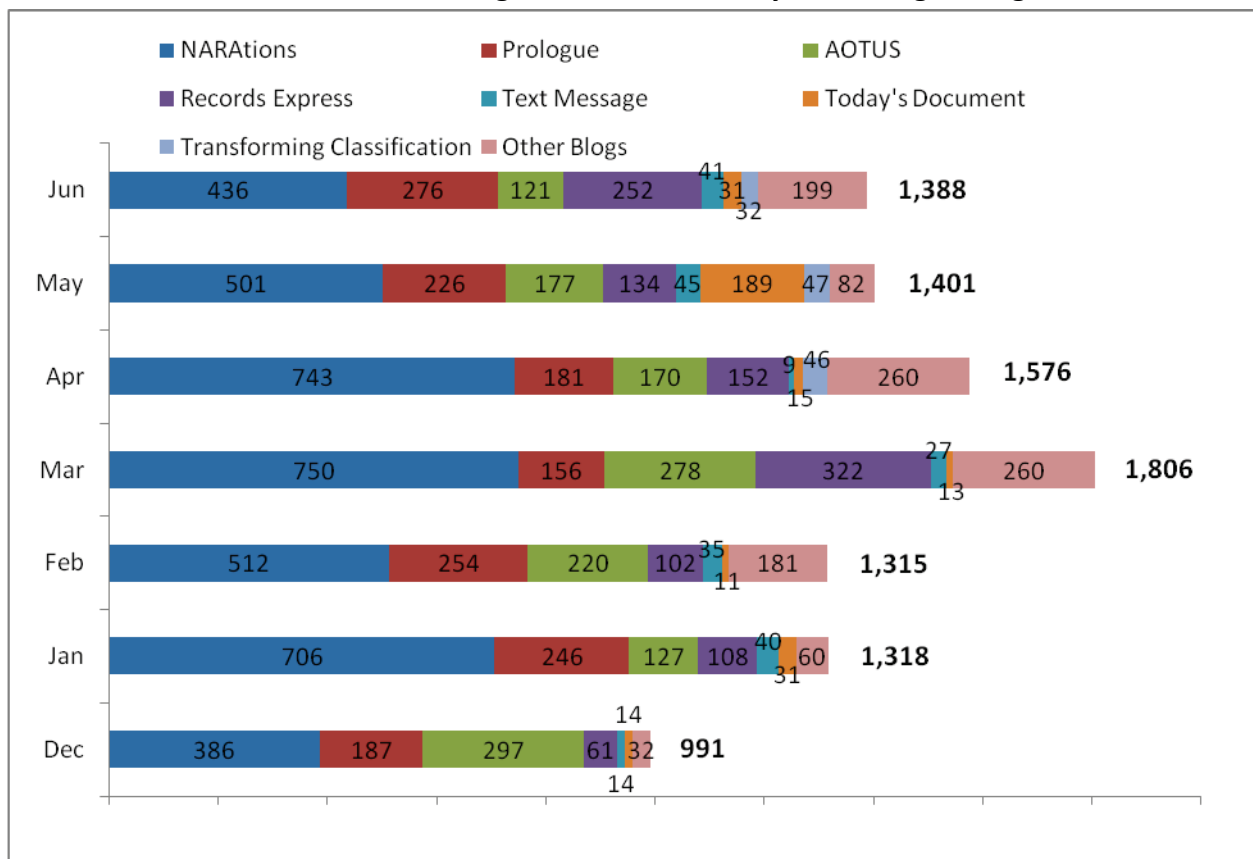
Monthly Views: External Social Media Projects



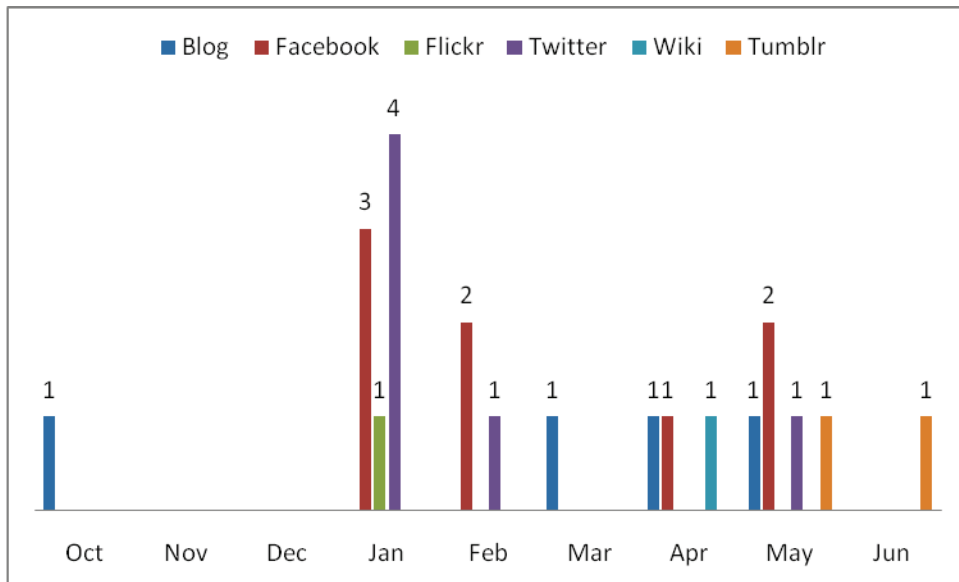
Number of Archives.gov Visits Referred by Social Media Sites



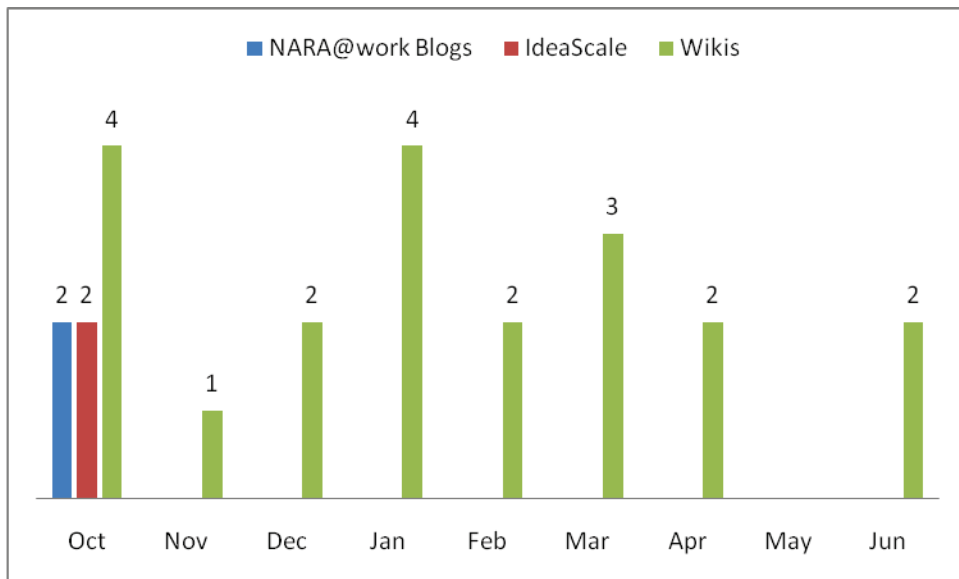
Number of Archives.gov Visits Referred by Archives.gov Blogs



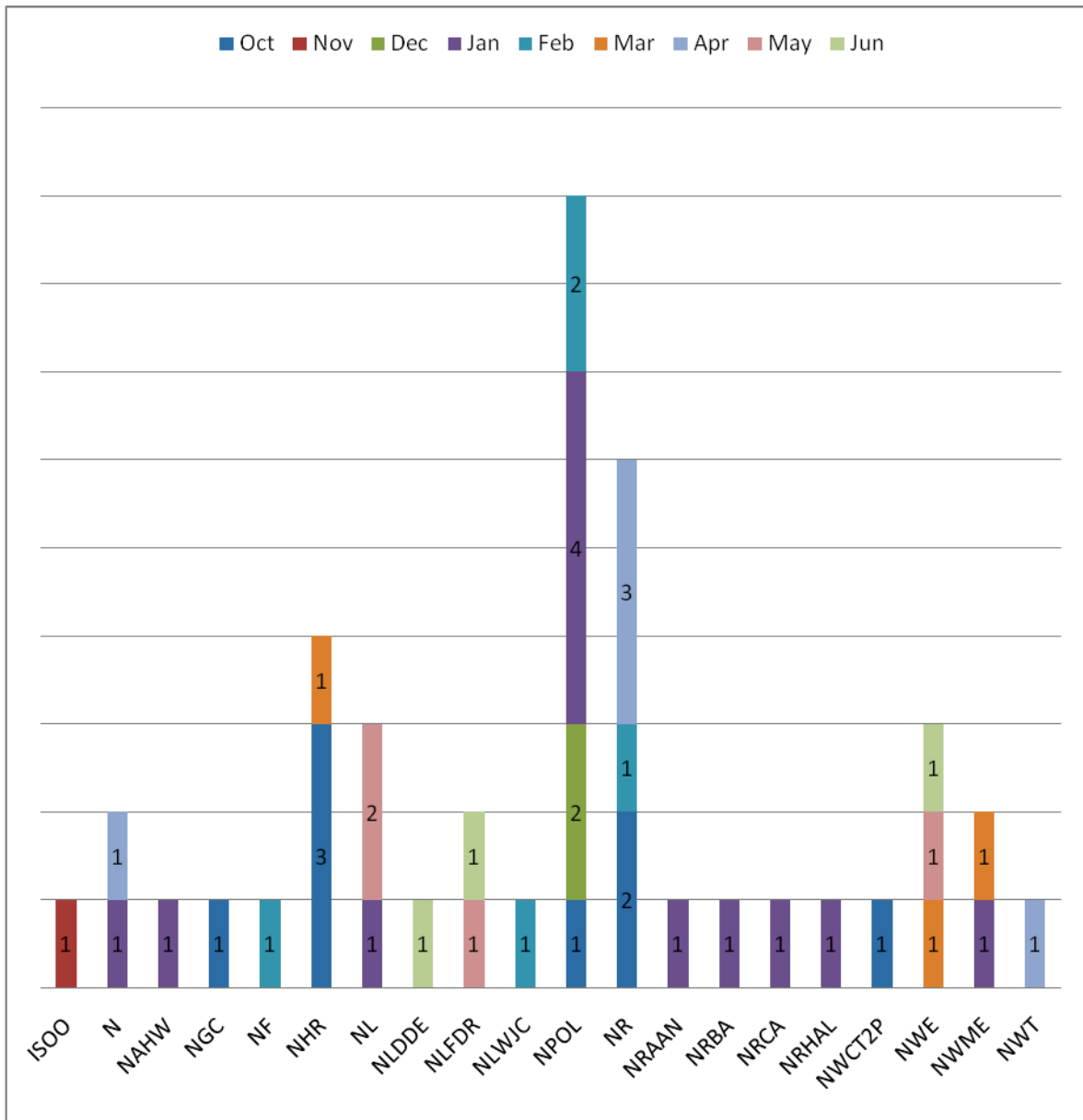
Number of New External Social Media Projects



Number of New Internal Social Media Projects

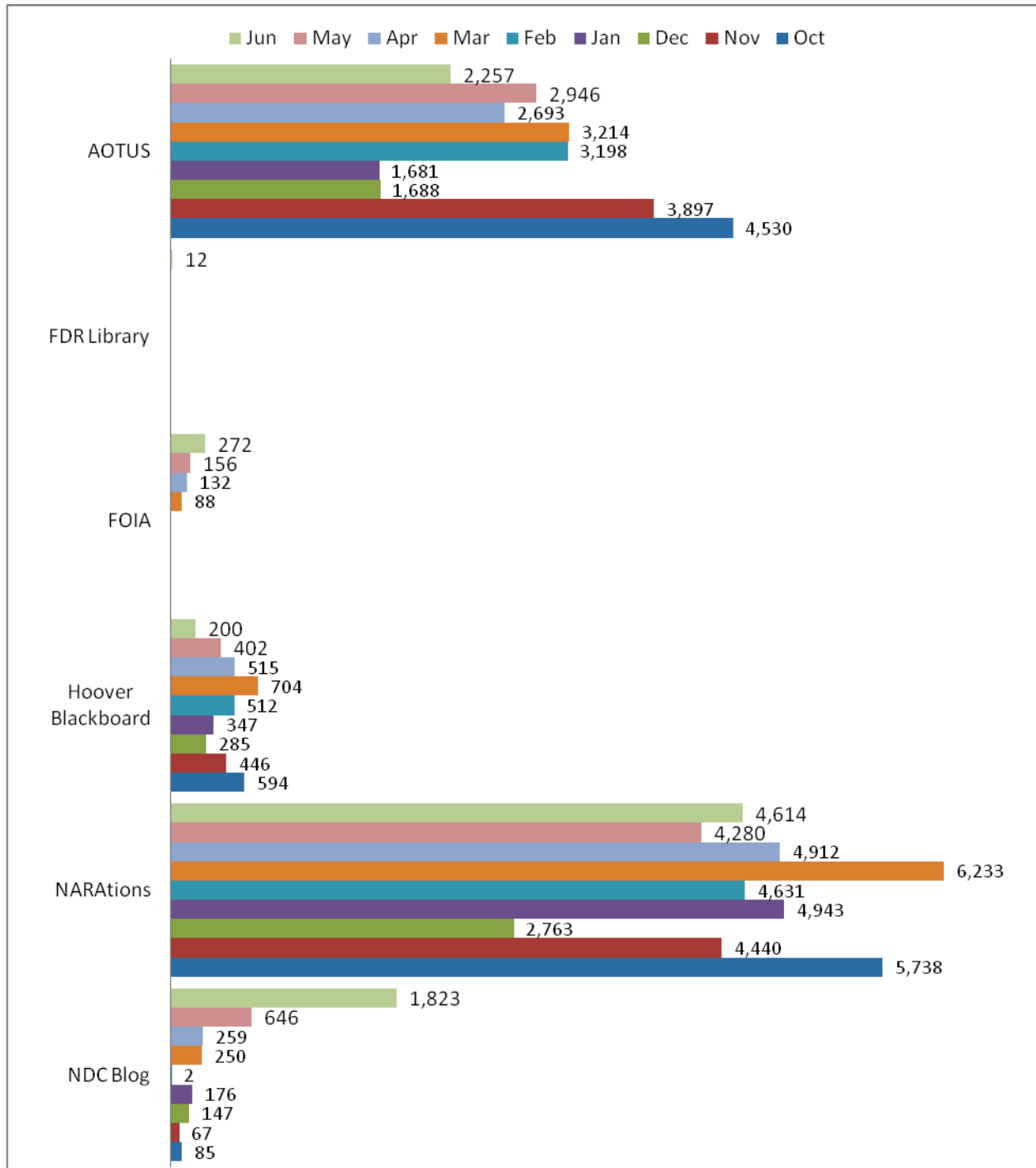


Number of Social Media Projects by Office



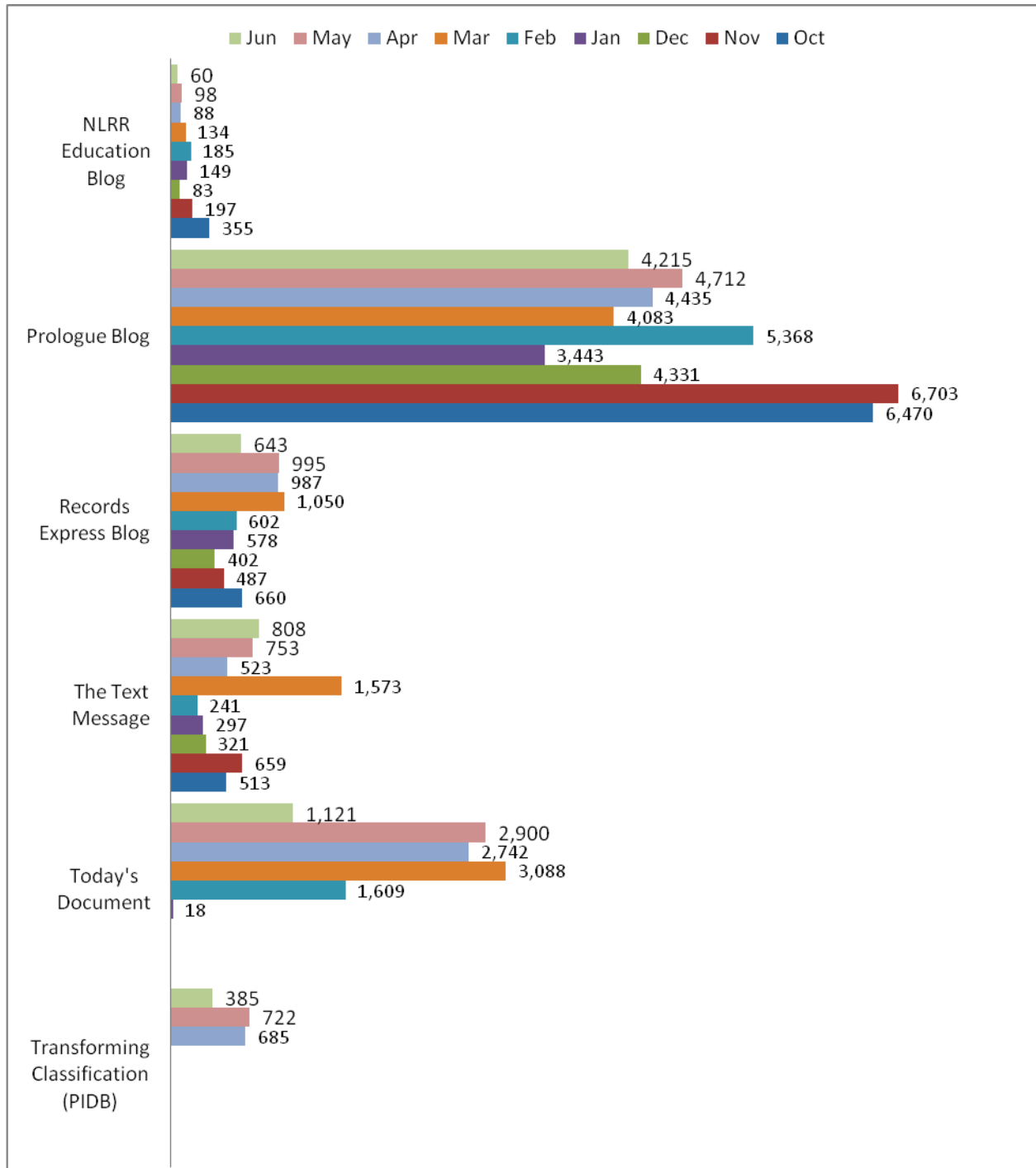
Social Media Tools: Detail View – Blogs (Archives.gov)

Visits on All Archives.gov Blogs

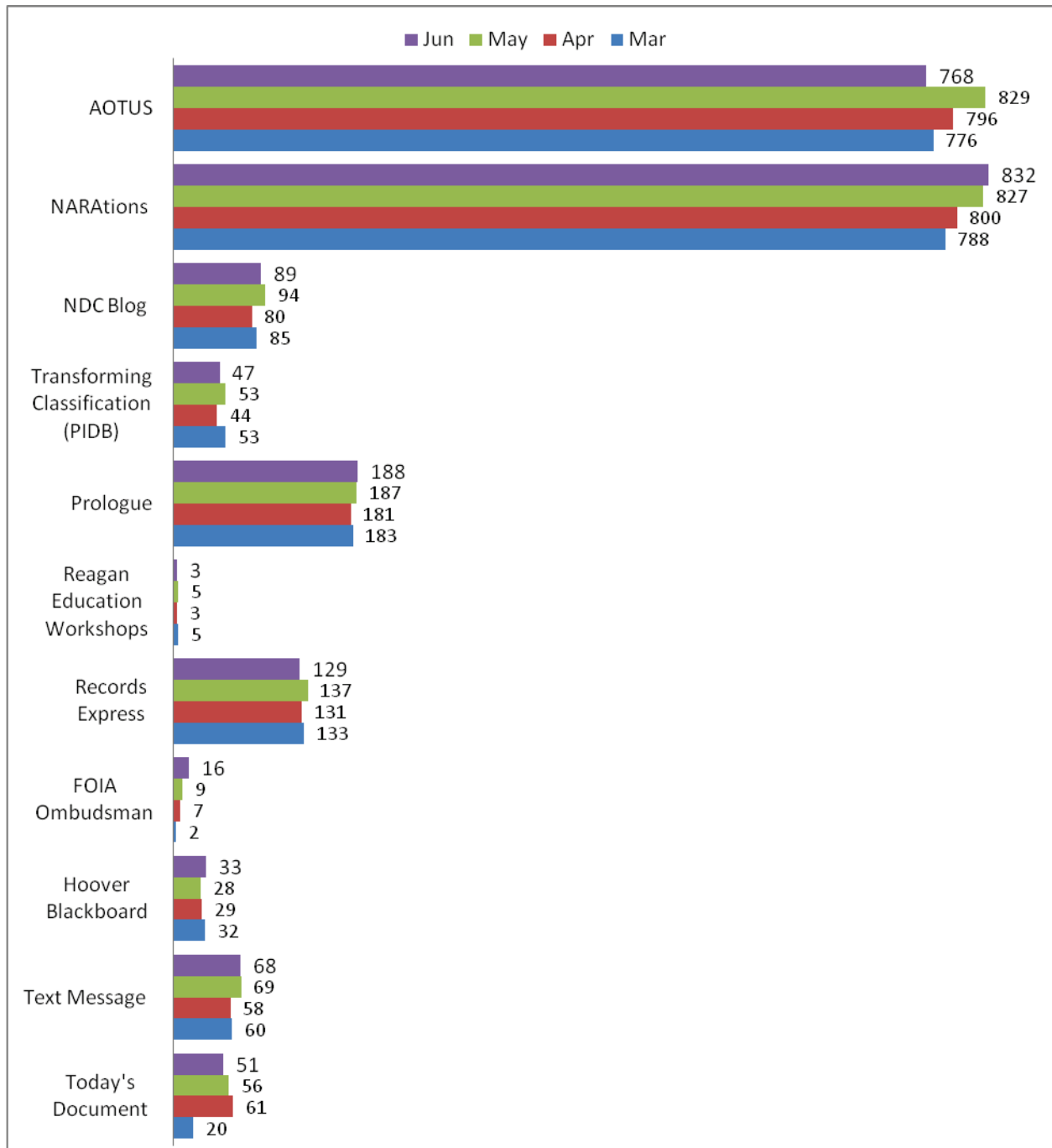


*Due to an error in setup, March views for the Text Message blog include numbers for the Transforming Classification blog.

Visits on All Archives.gov Blogs (continued)



Number of RSS Feed Subscribers to Archives.gov Blogs

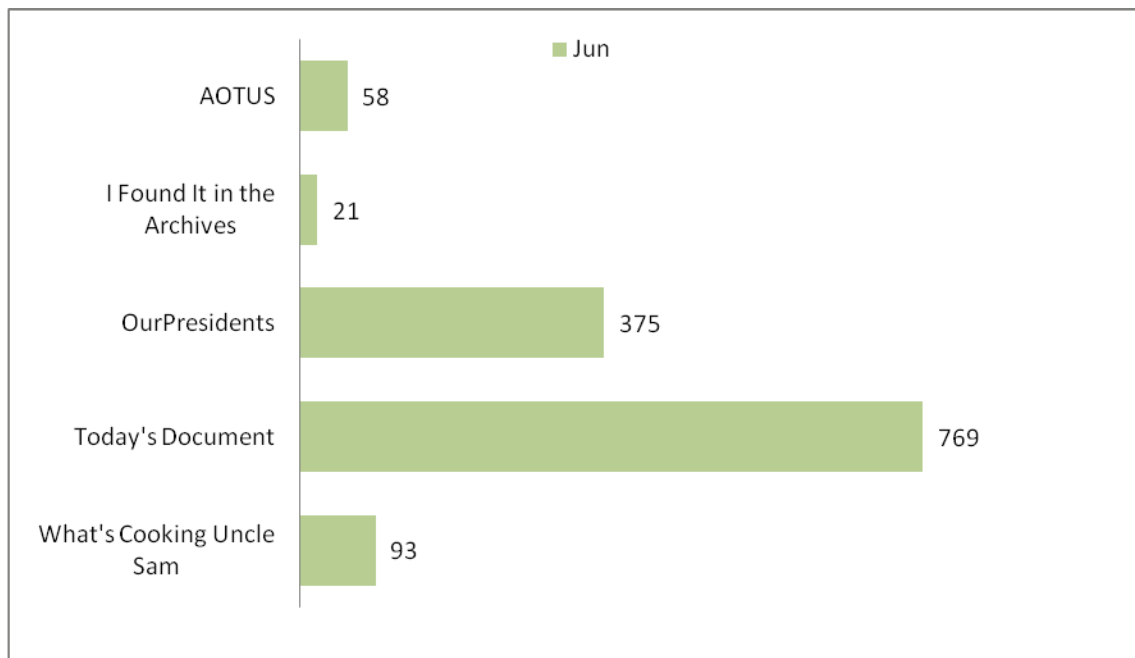


Top 5 Most Viewed Blog Posts in June

Blog	Views	Post Title
National Declassification (NDC)	1,688	The Real Pentagon Papers
NARAtions	858	Meet Our Wikipedian in Residence: Dominic McDevitt-Parks
NARAtions	610	Tag, You're It!
Prologue	559	The Pentagon Papers, now online after 40 years
NARAtions	476	Why so blue?

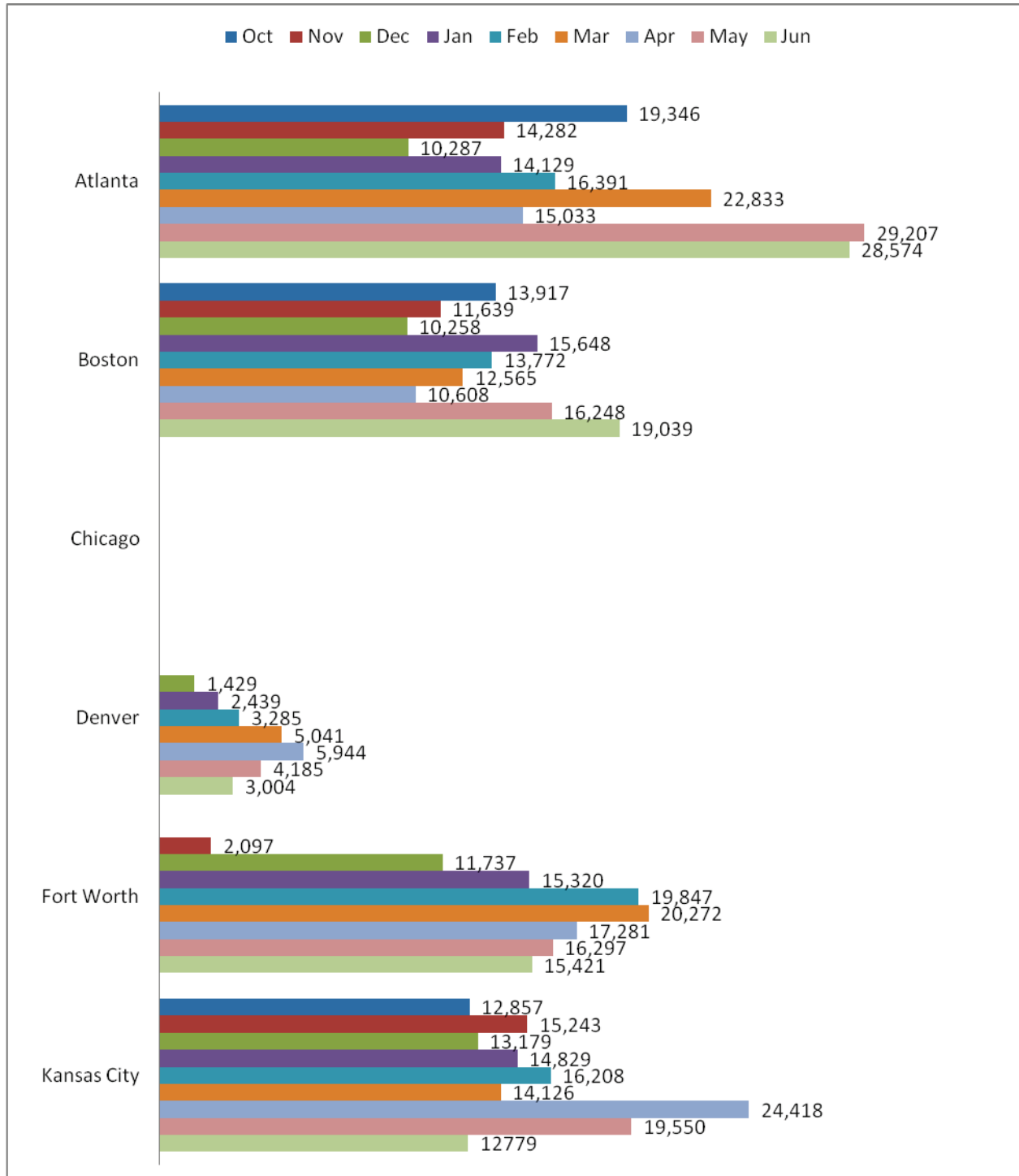
Social Media Tools: Detail View – *Tumblelogs*

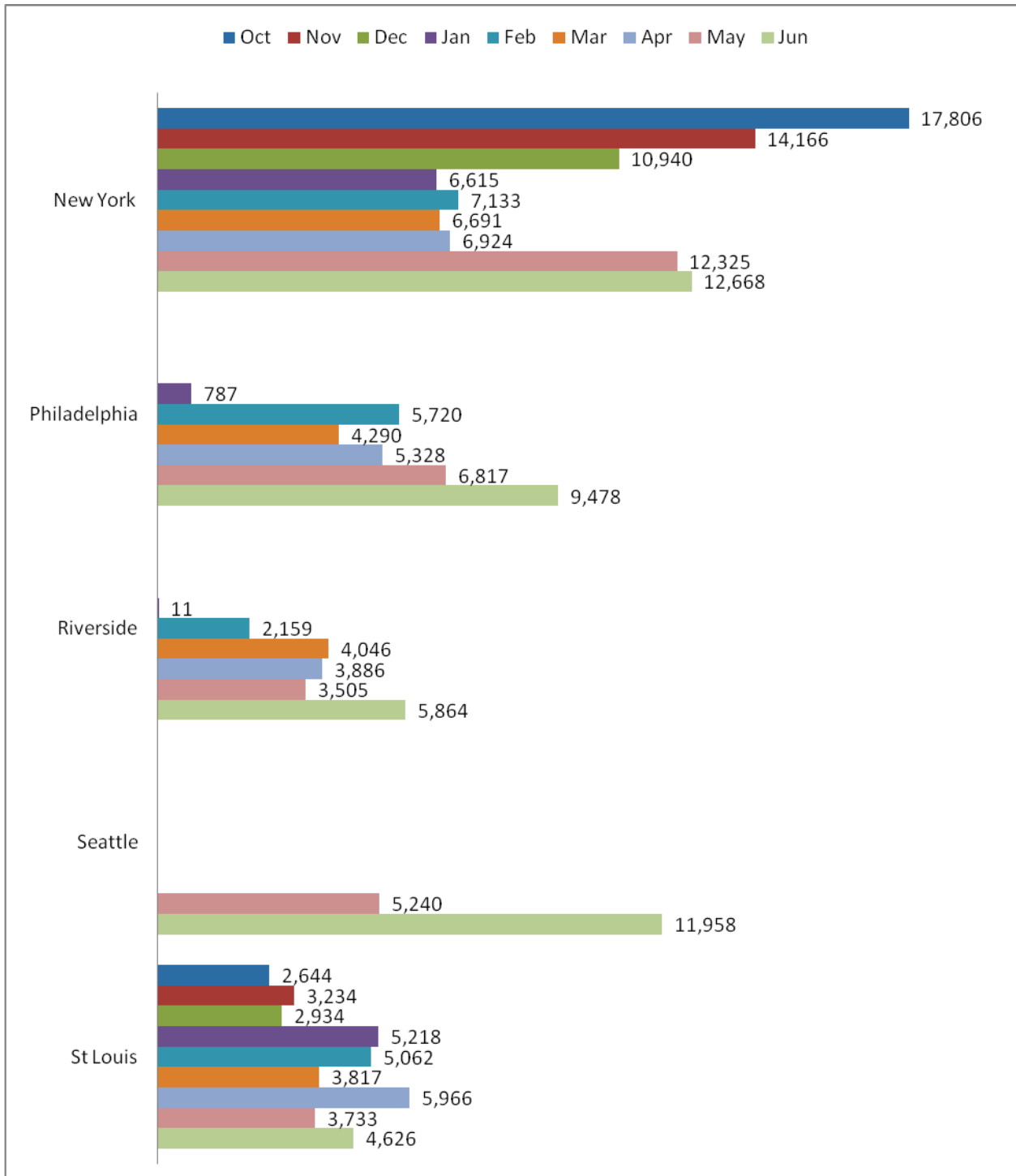
Number of Followers on Tumblelogs



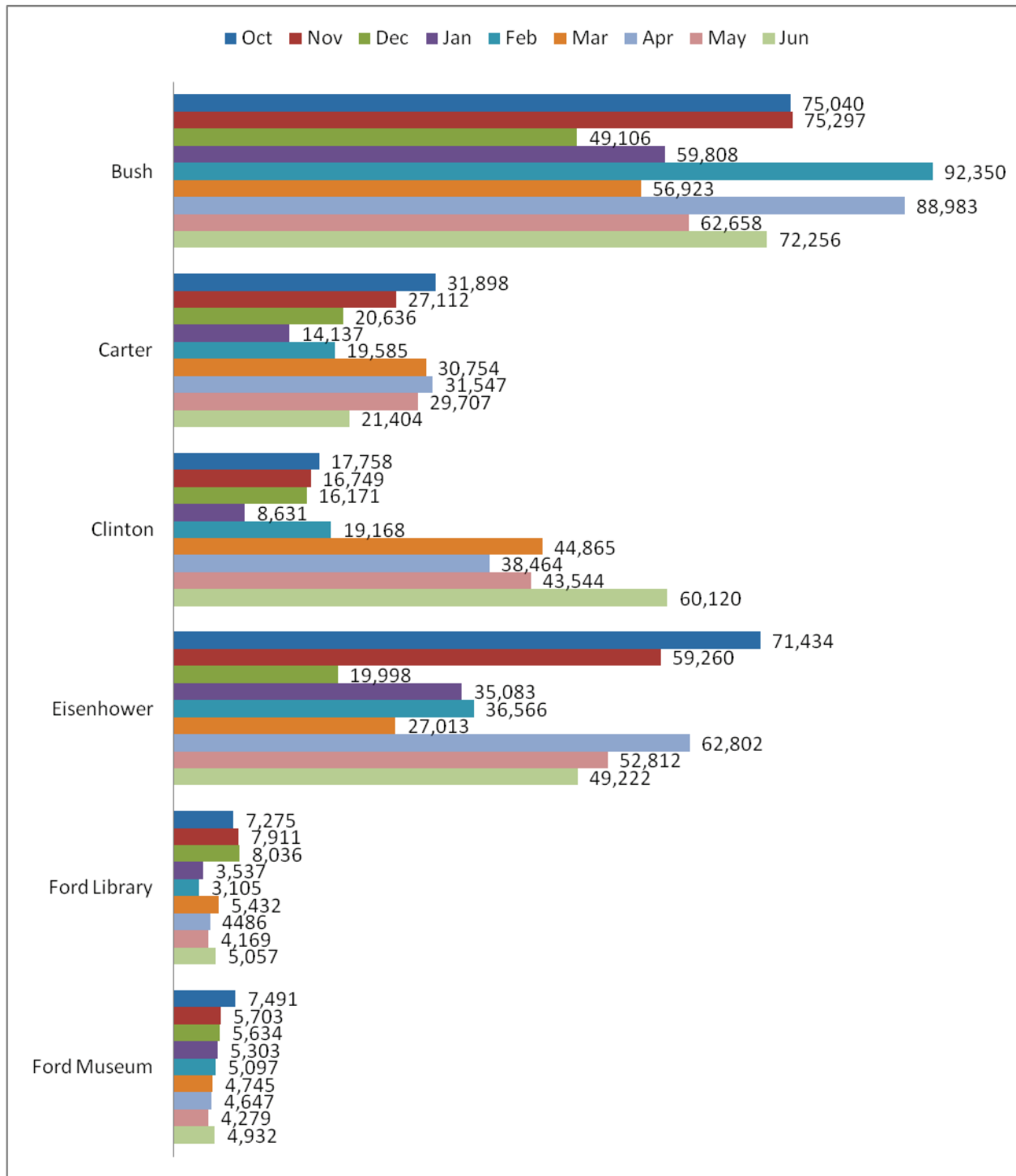
Social Media Tools: Detail View – Facebook

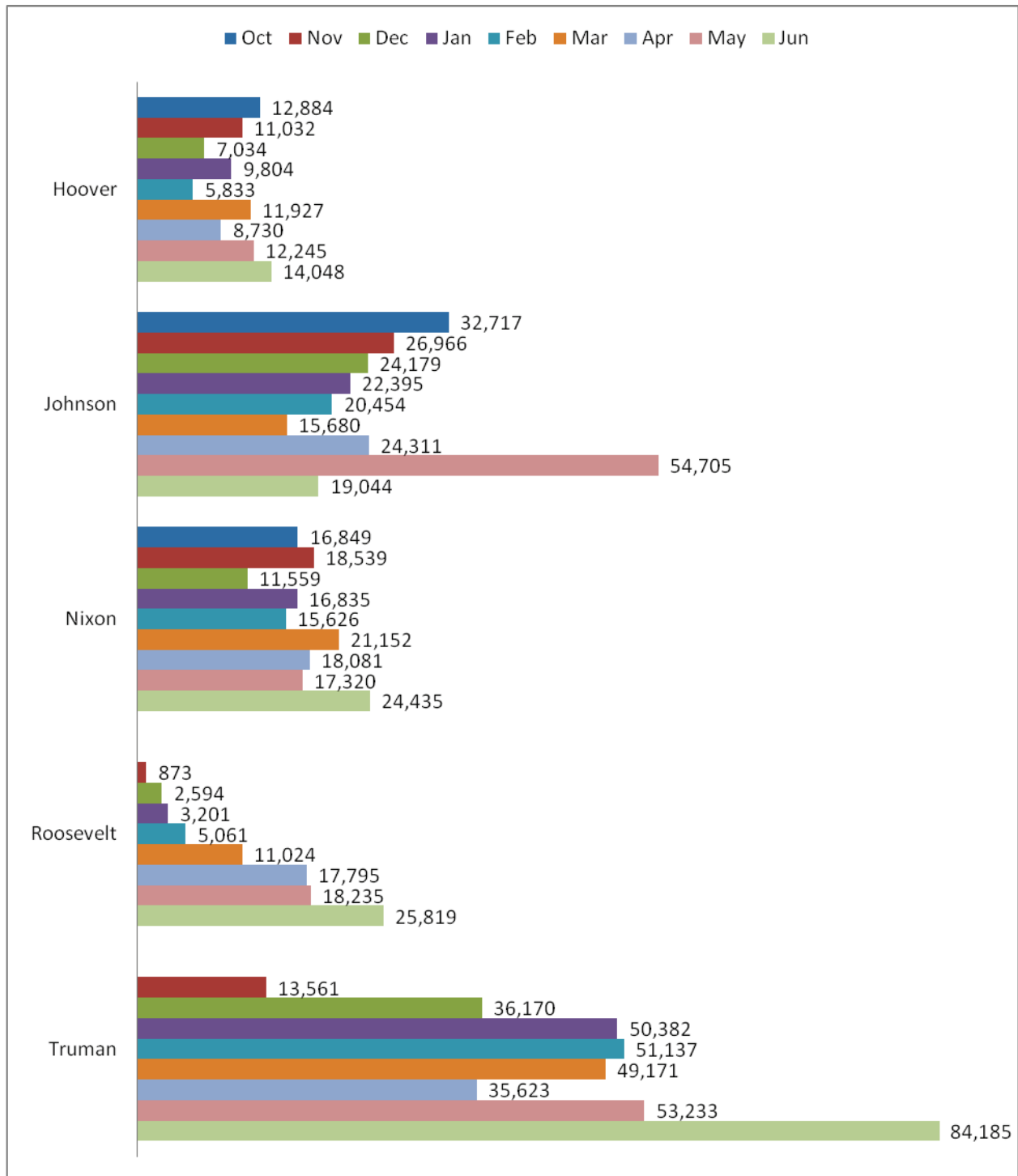
Views or Impressions on Regional Pages



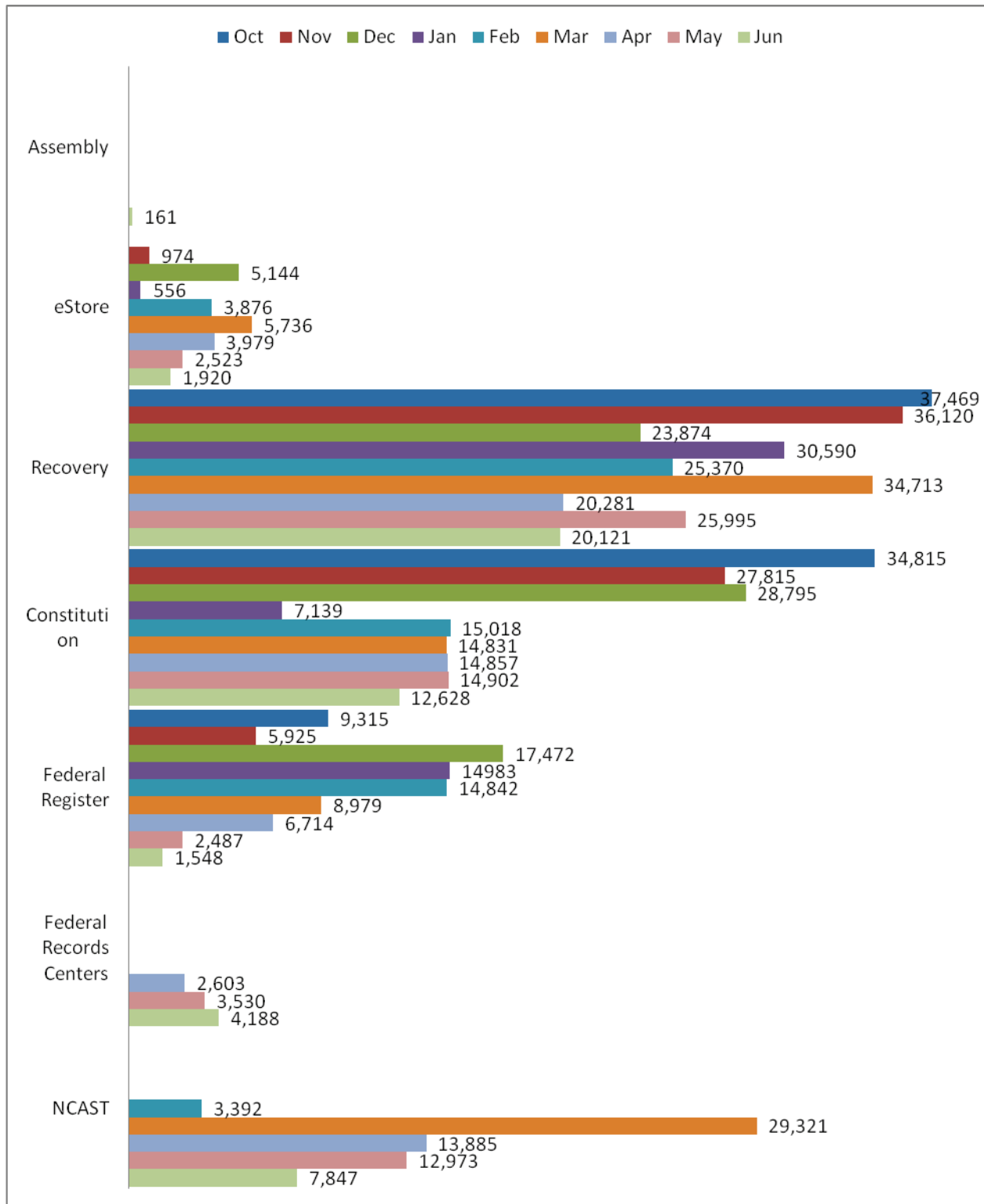


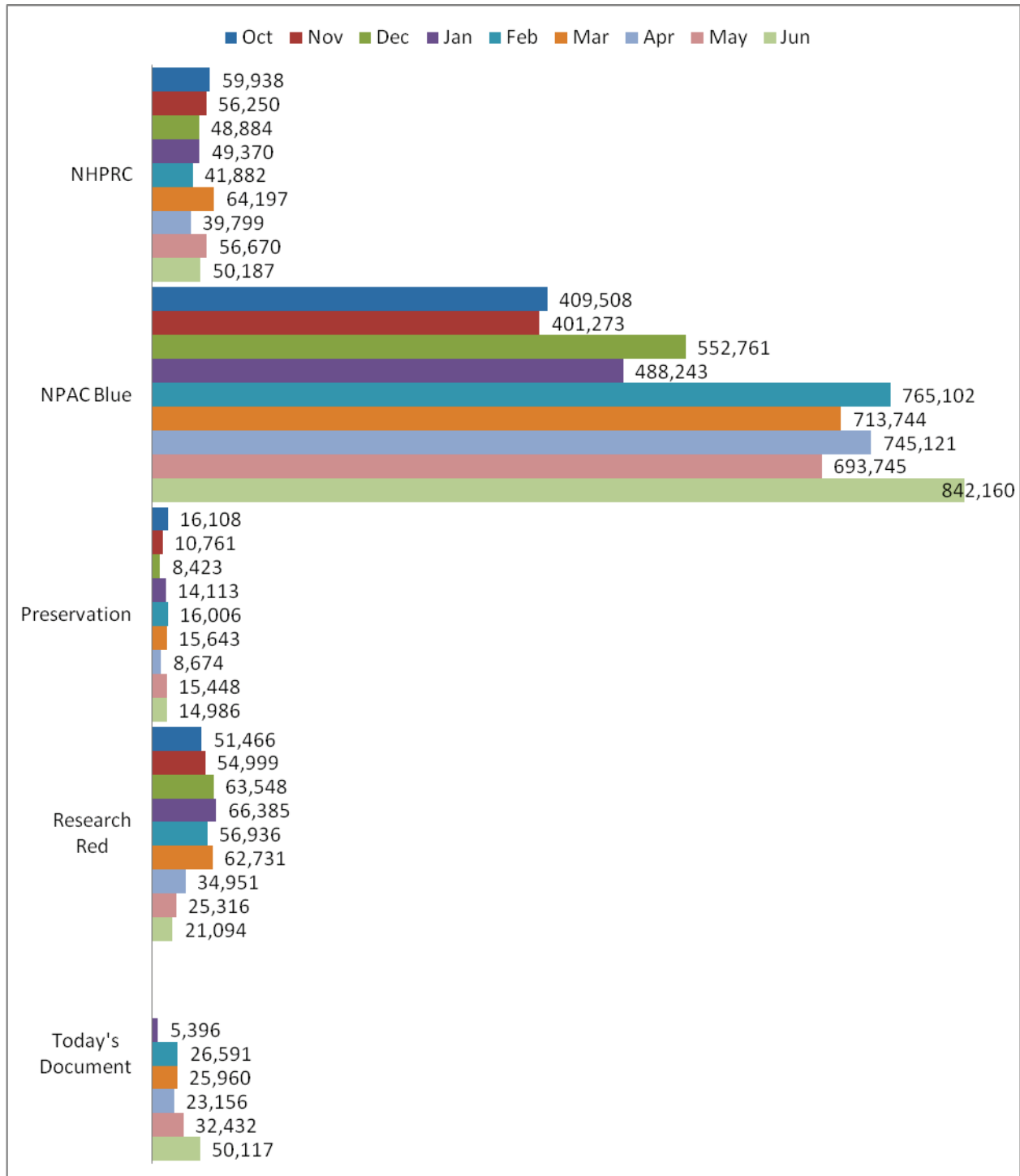
Views or Impressions on Presidential Library Pages



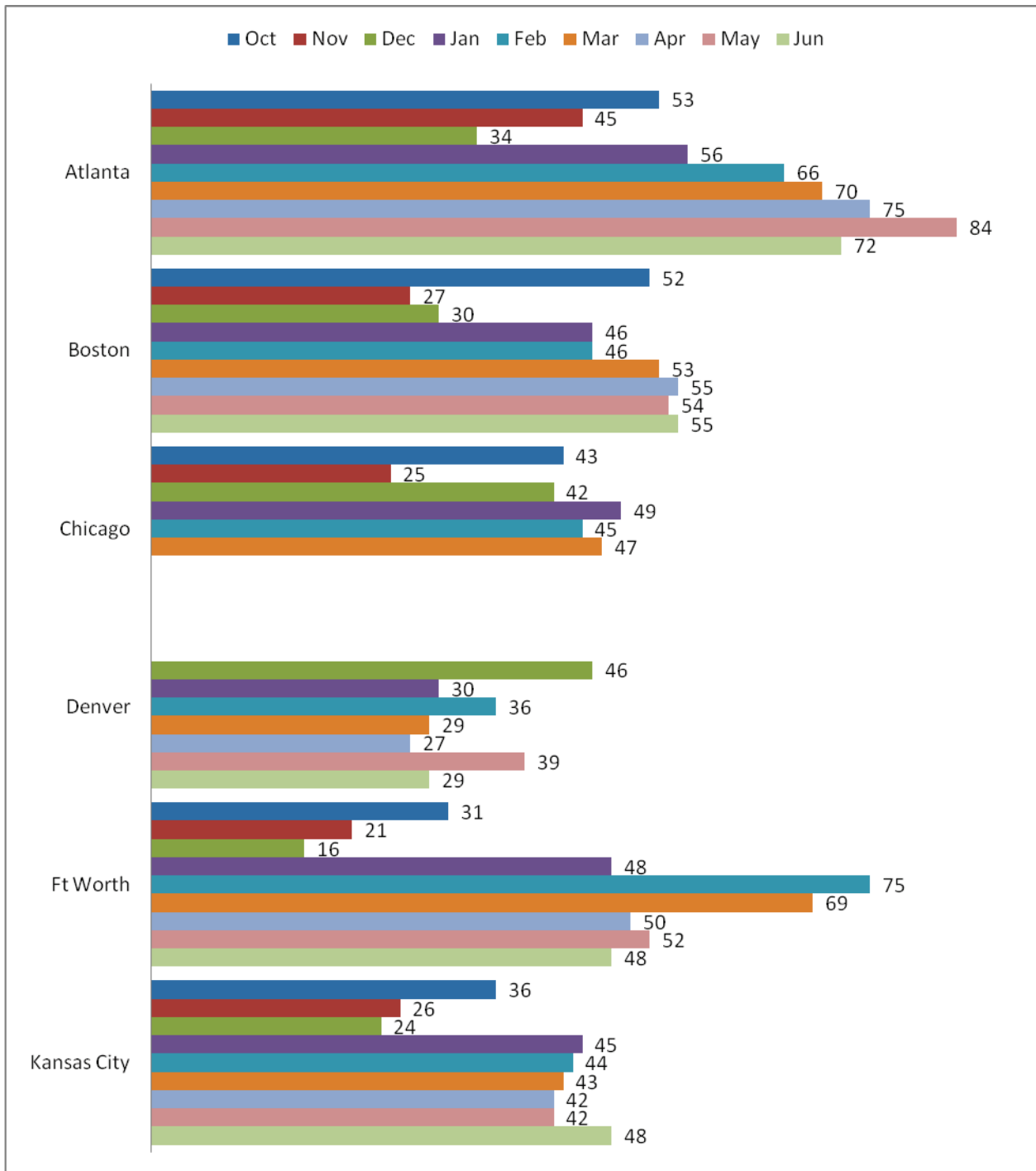


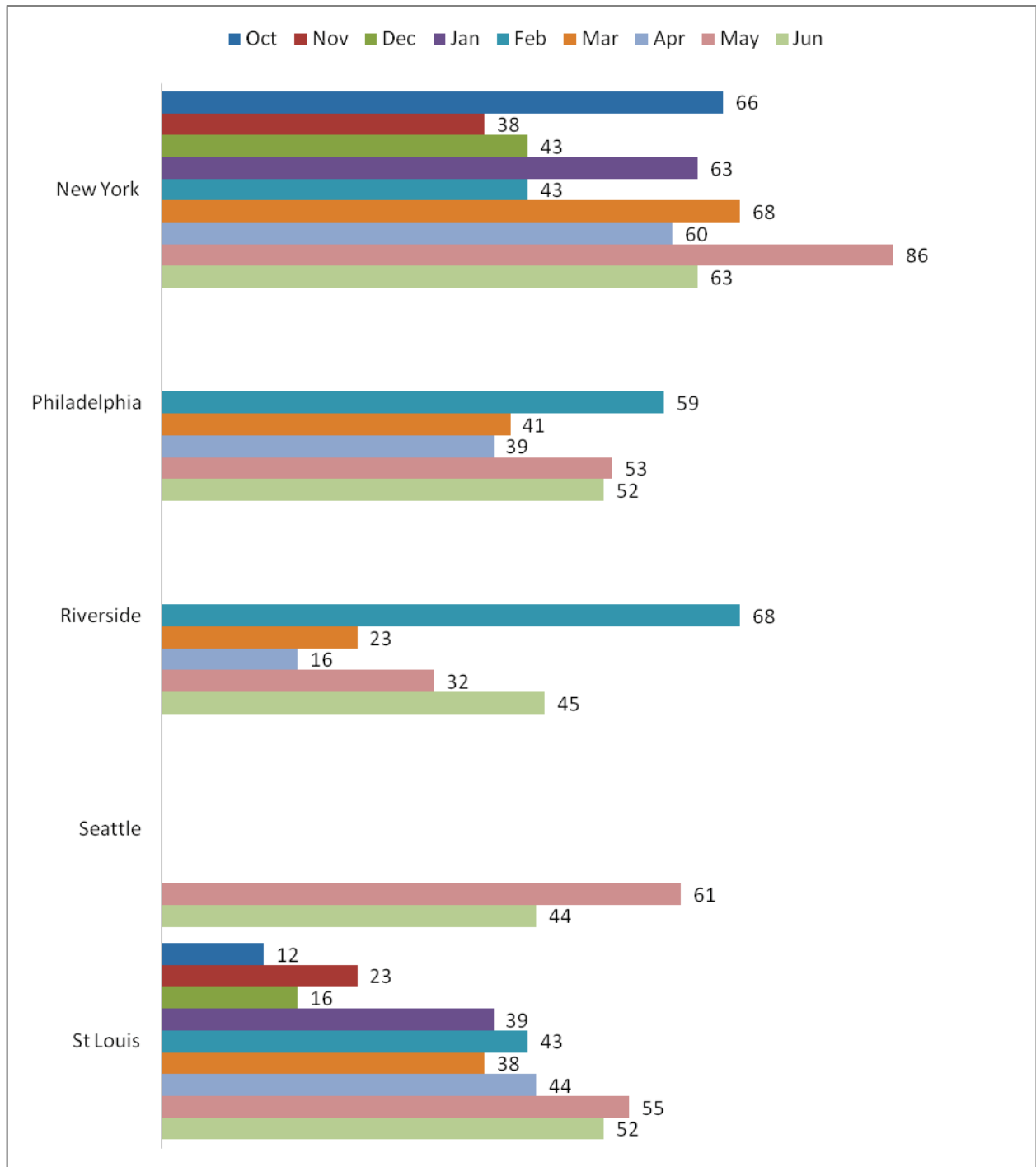
Views or Impressions on Agency-Wide Pages



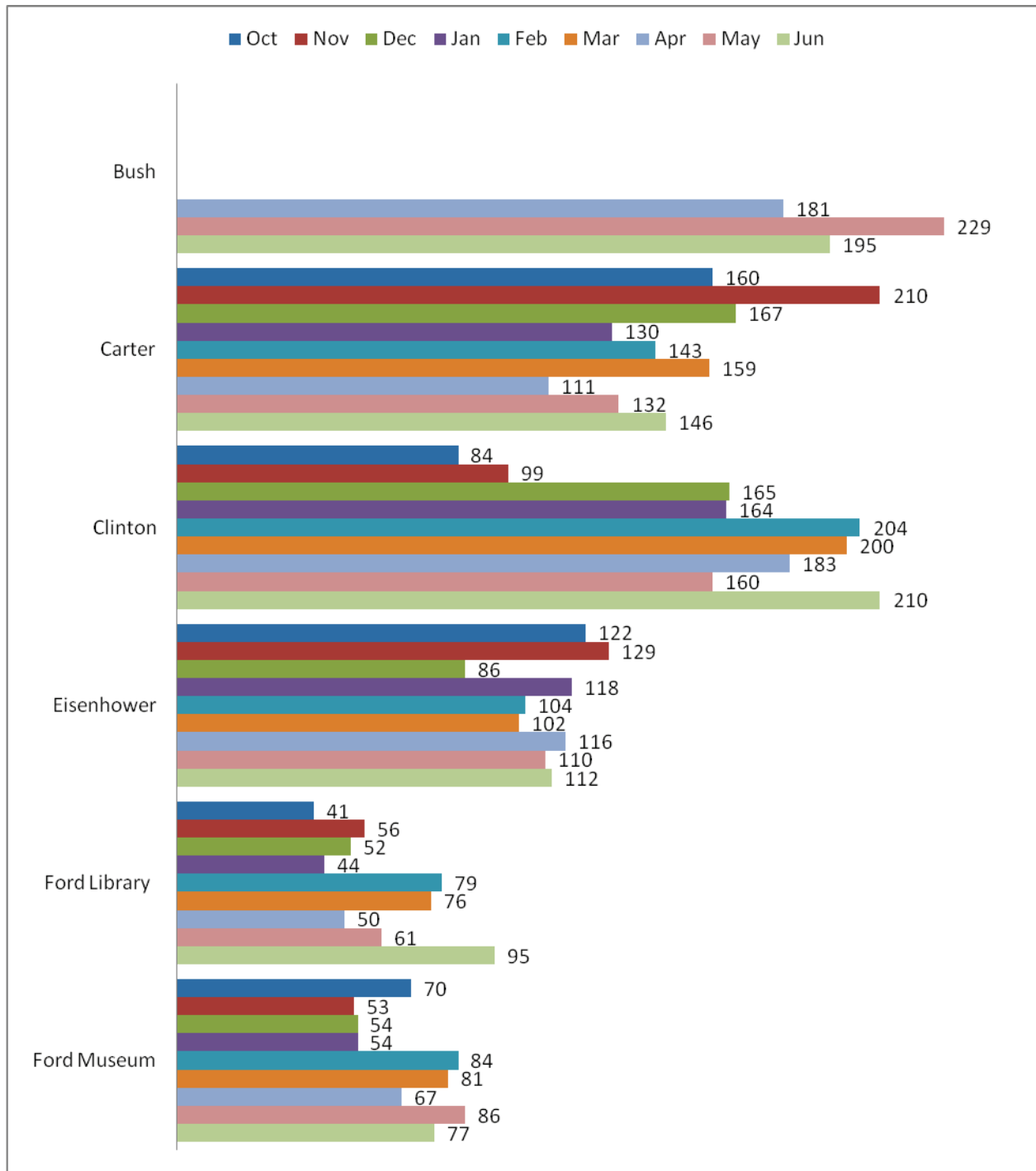


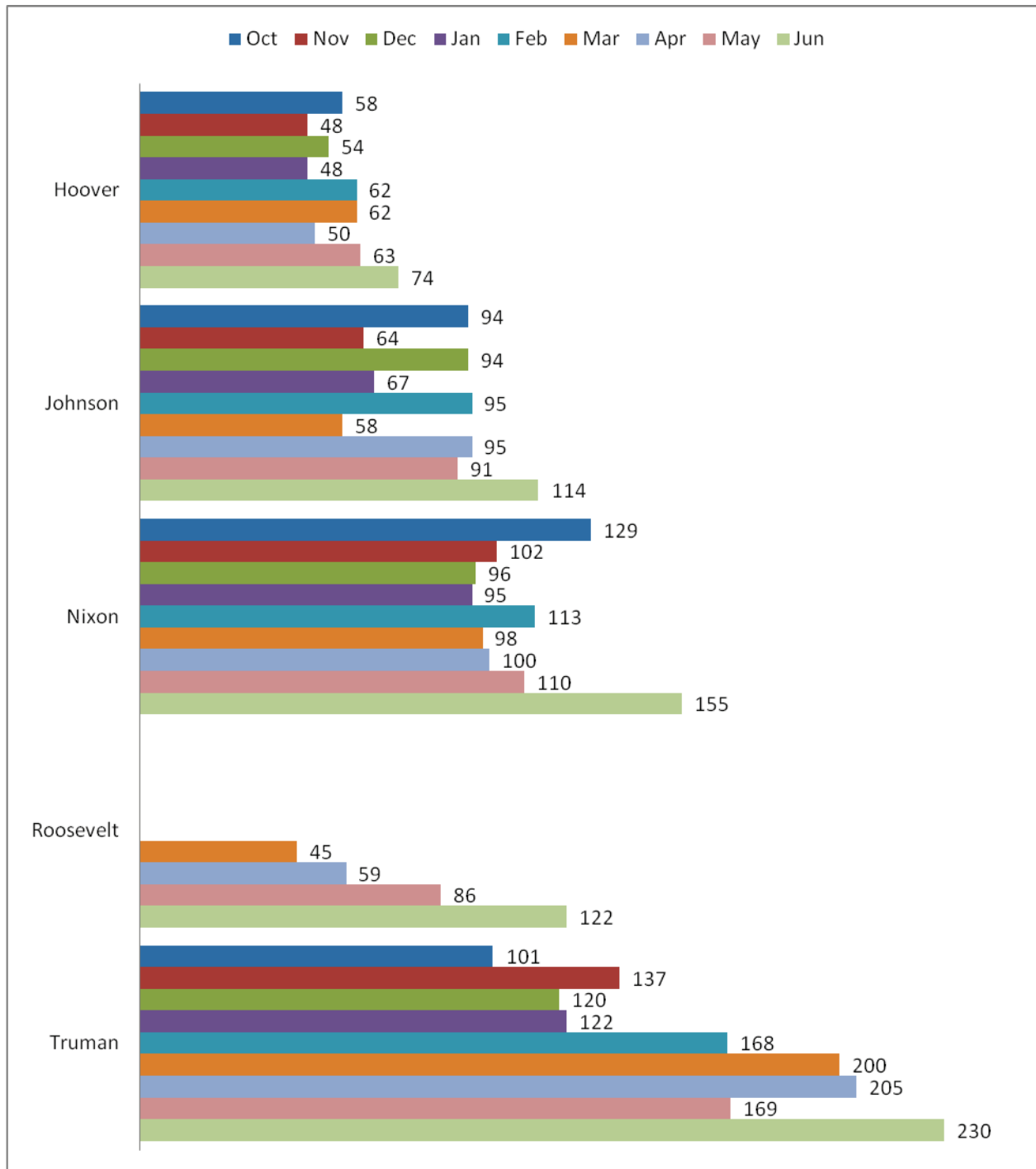
Fans of Regional Pages



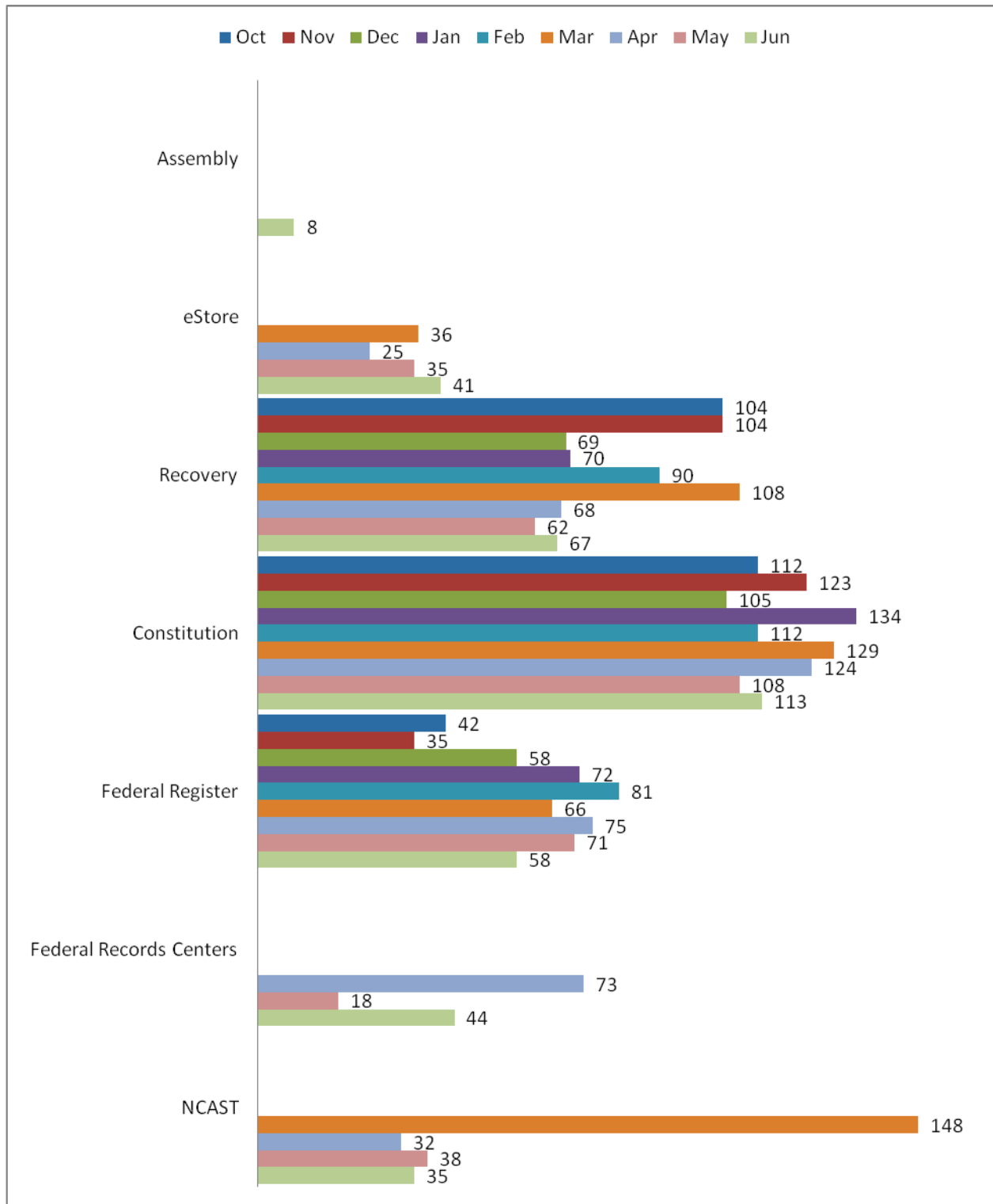


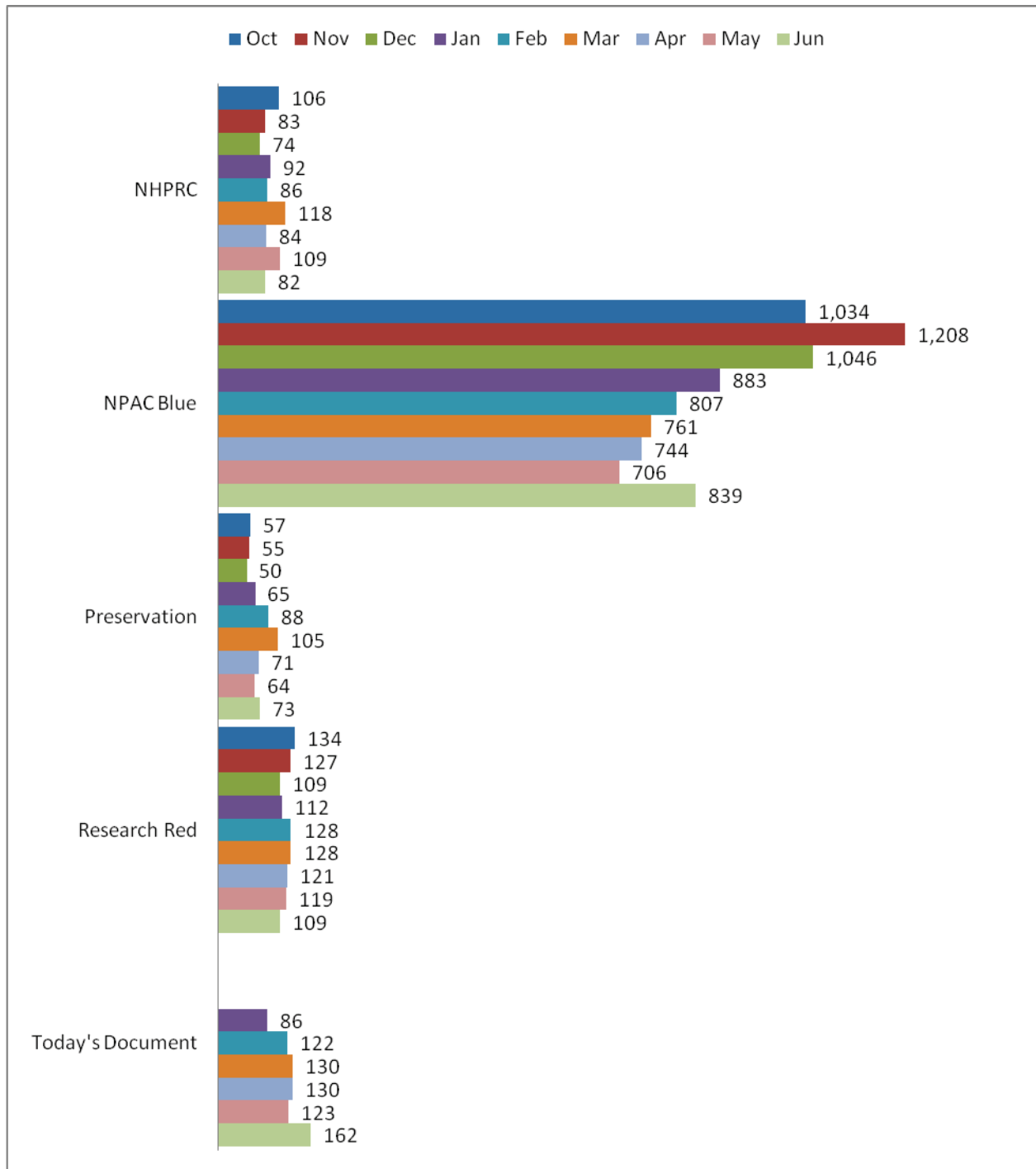
Fans of Presidential Library Pages





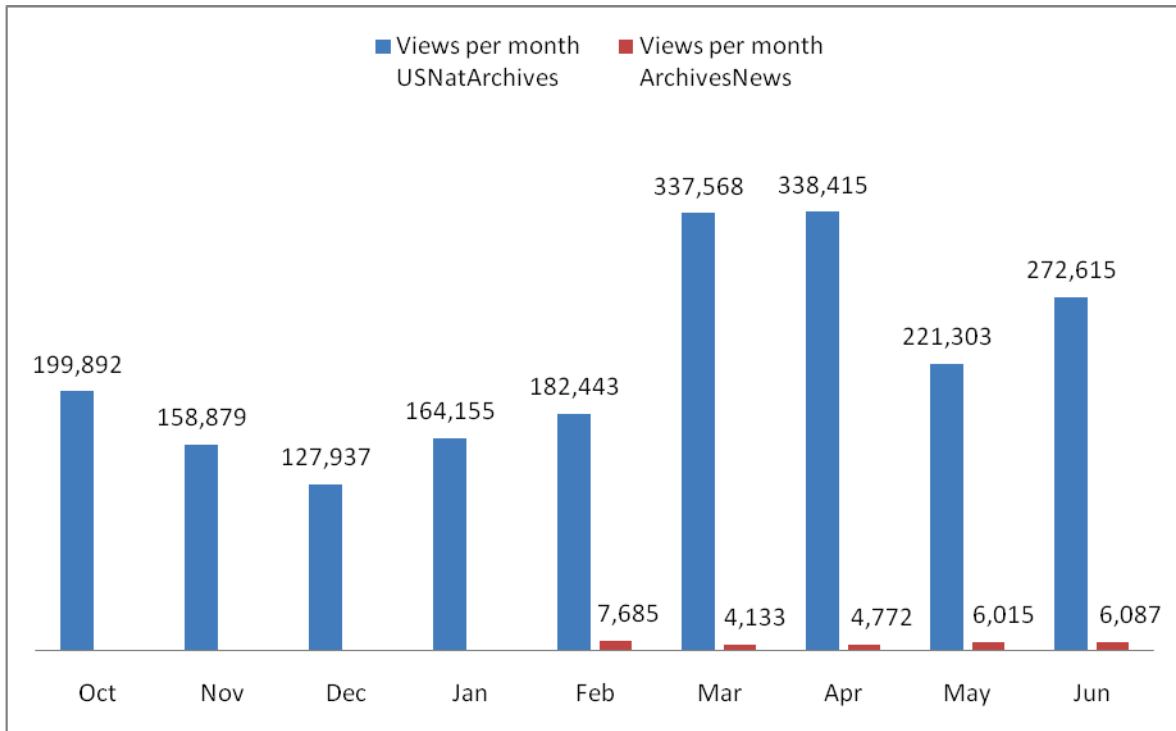
Fans of Agency-Wide Pages



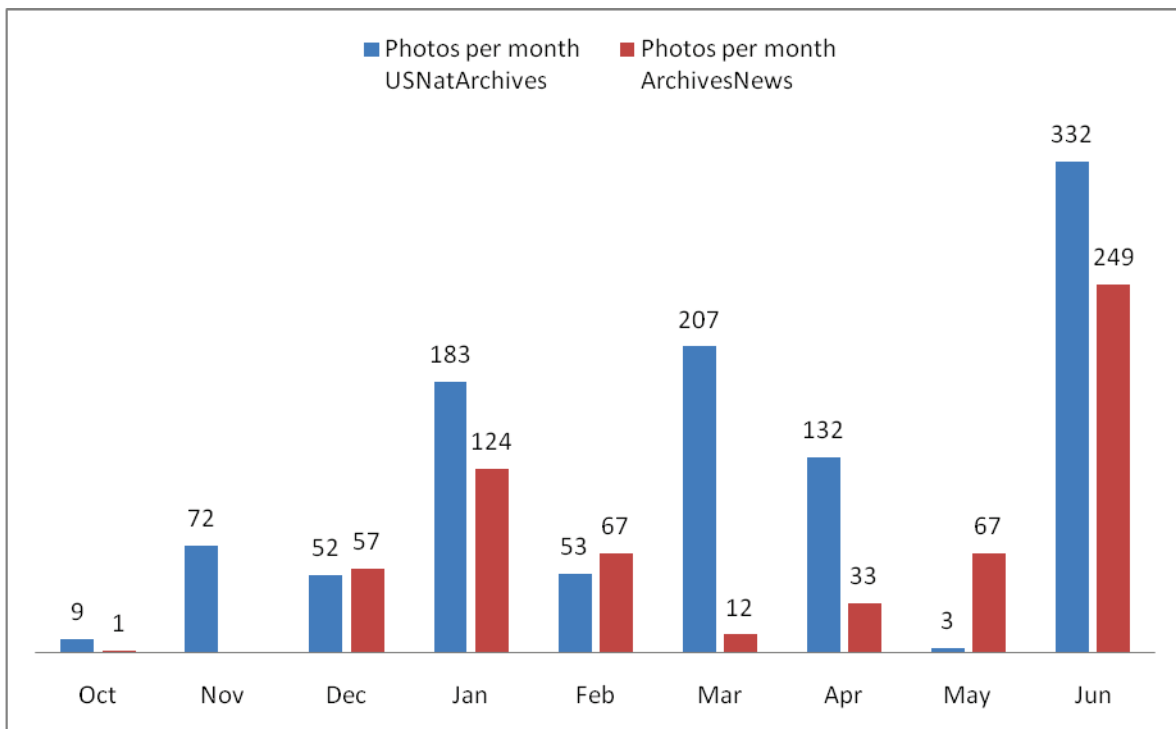


Social Media Tools: Detail View – Flickr

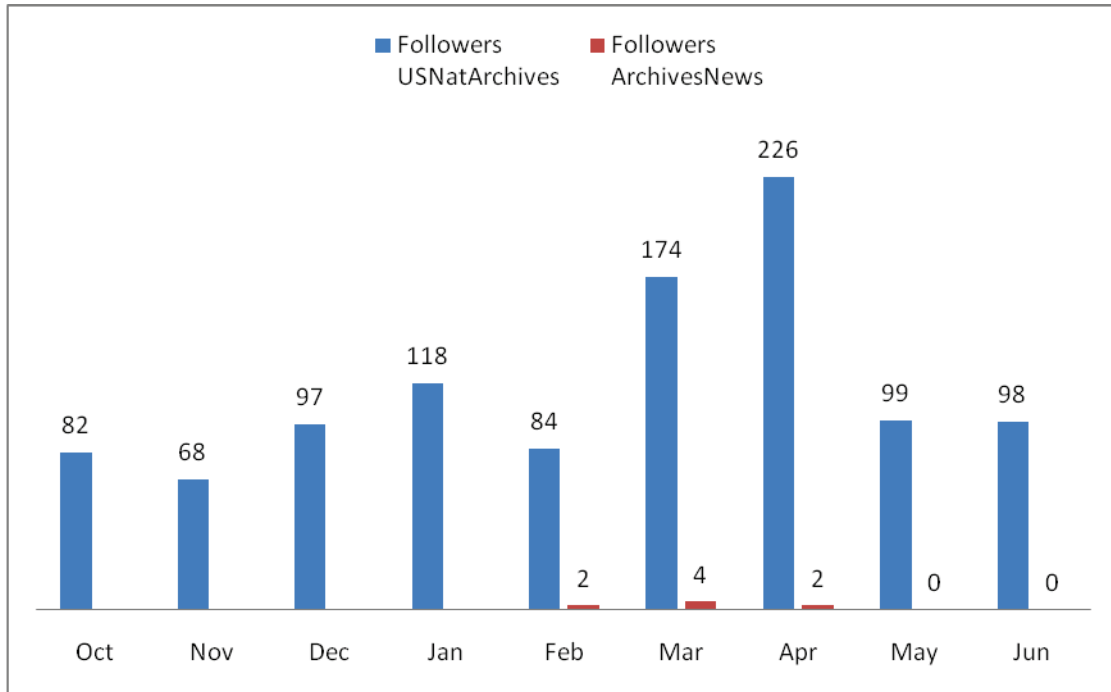
Views on Photostream (Per Month)



Photos Uploaded (Per Month)

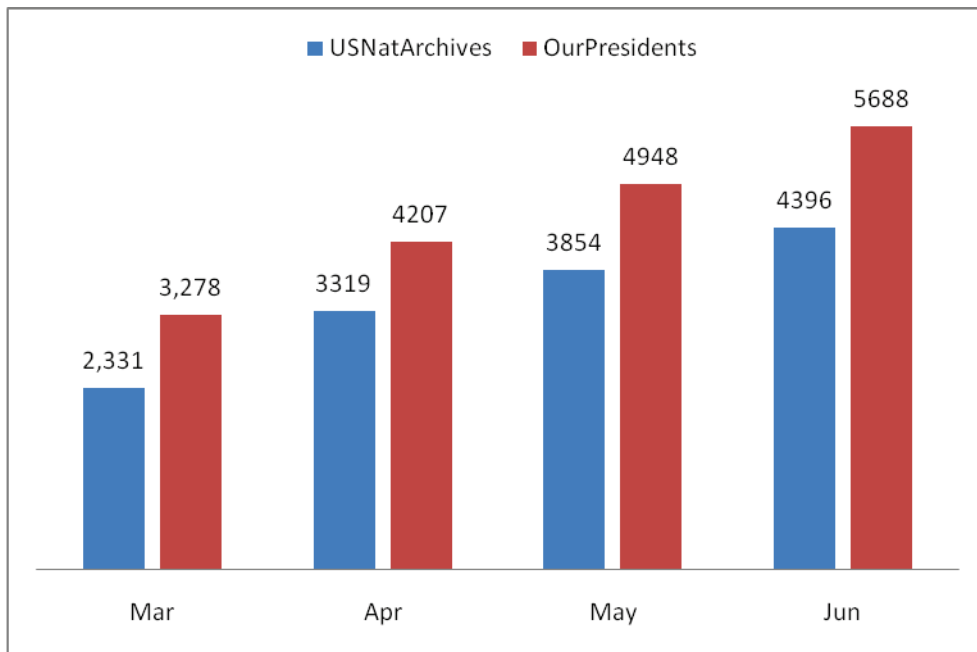


New Followers of USNatArchives and ArchivesNews Photostreams

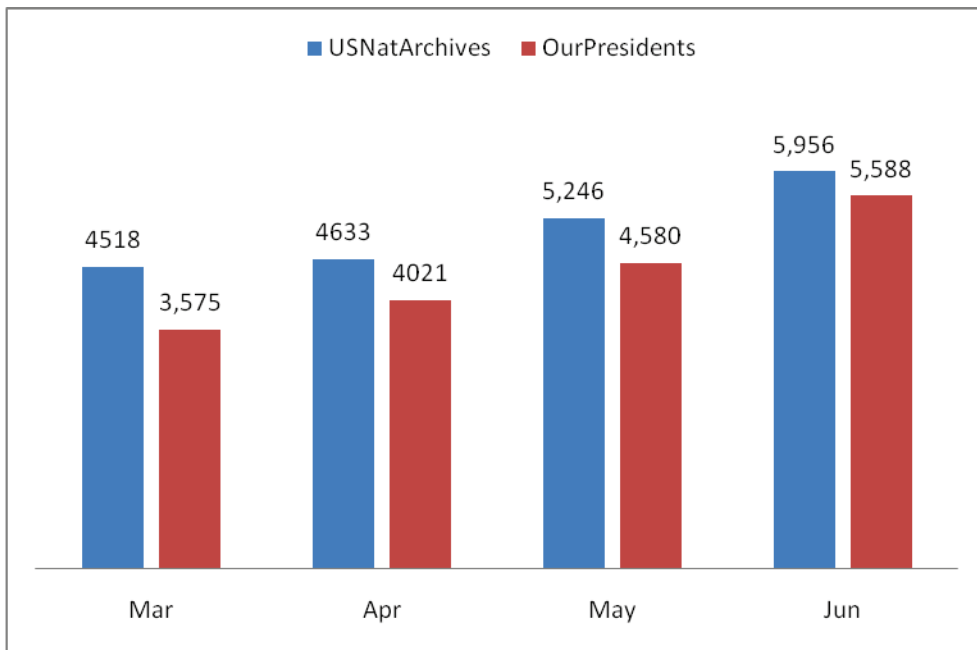


Social Media Tools: Detail View – Foursquare

Total Number of Followers of USNatArchives and OurPresidents

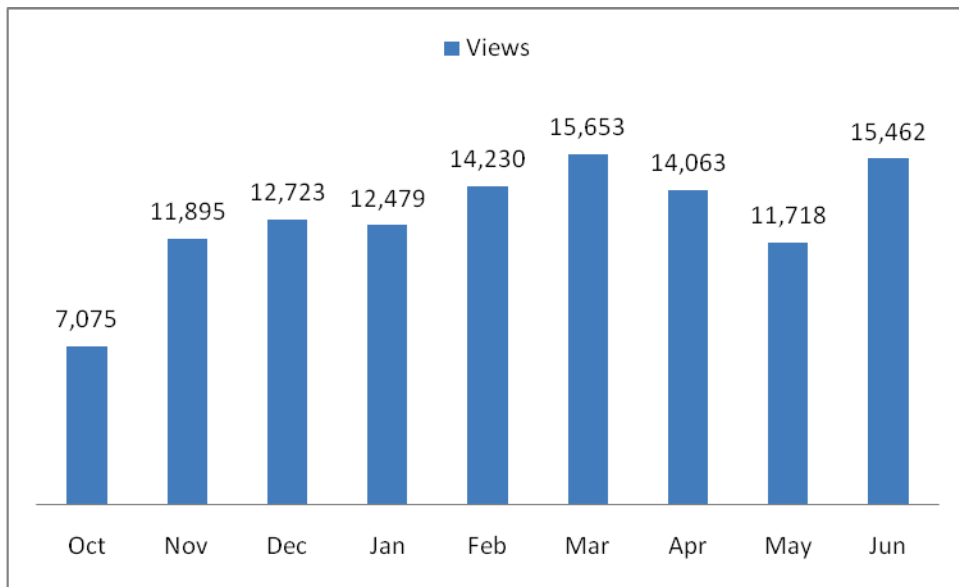


Total Number of Check-ins at USNatArchives and OurPresidents Venues

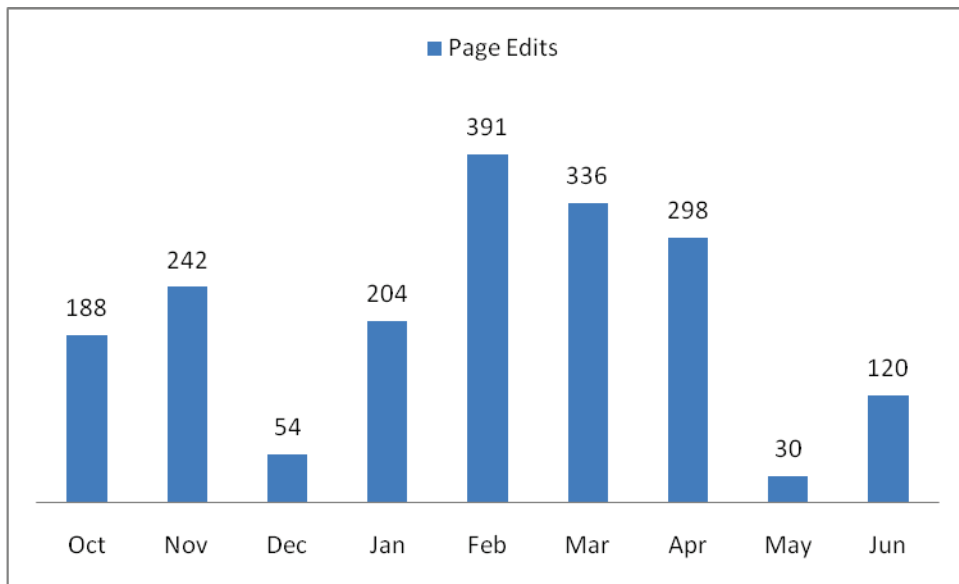


Social Media Tools: Detail View – *Our Archives Wiki*

Number of Views on Our Archives Wiki

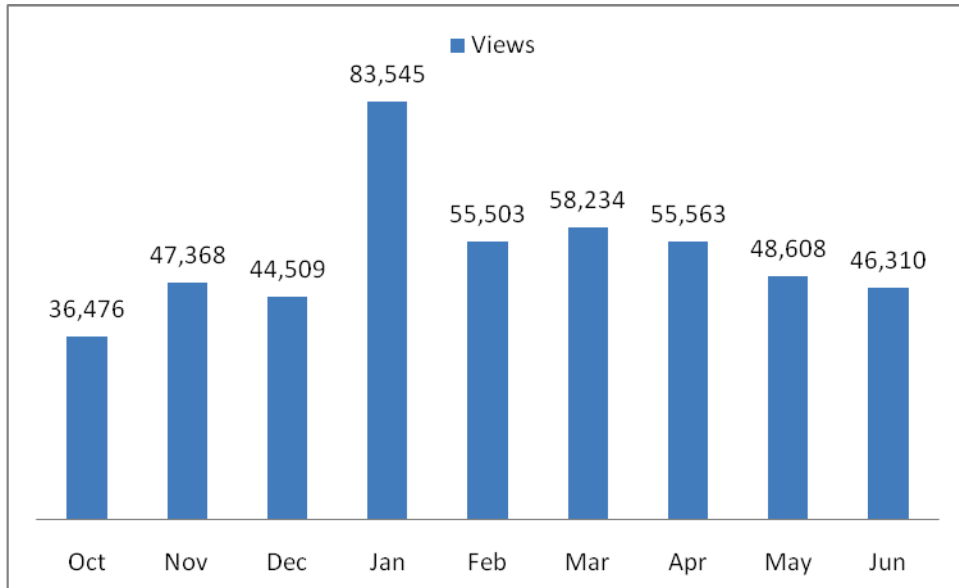


Number of Edits on “Our Archives” Wiki

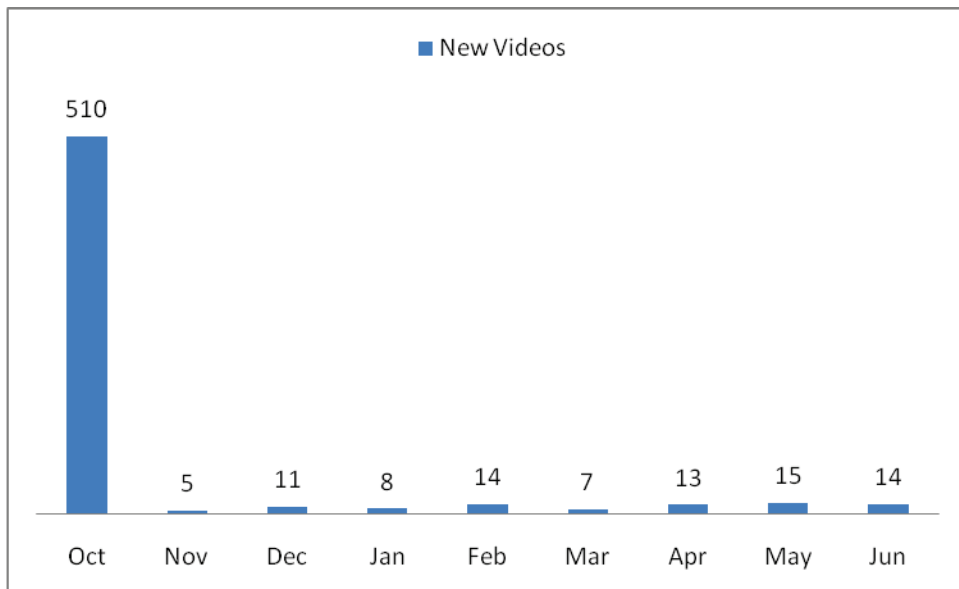


Social Media Tools: Detail View – *YouTube*

Views on U.S. National Archives Channel



New Videos on U.S. National Archives Channel

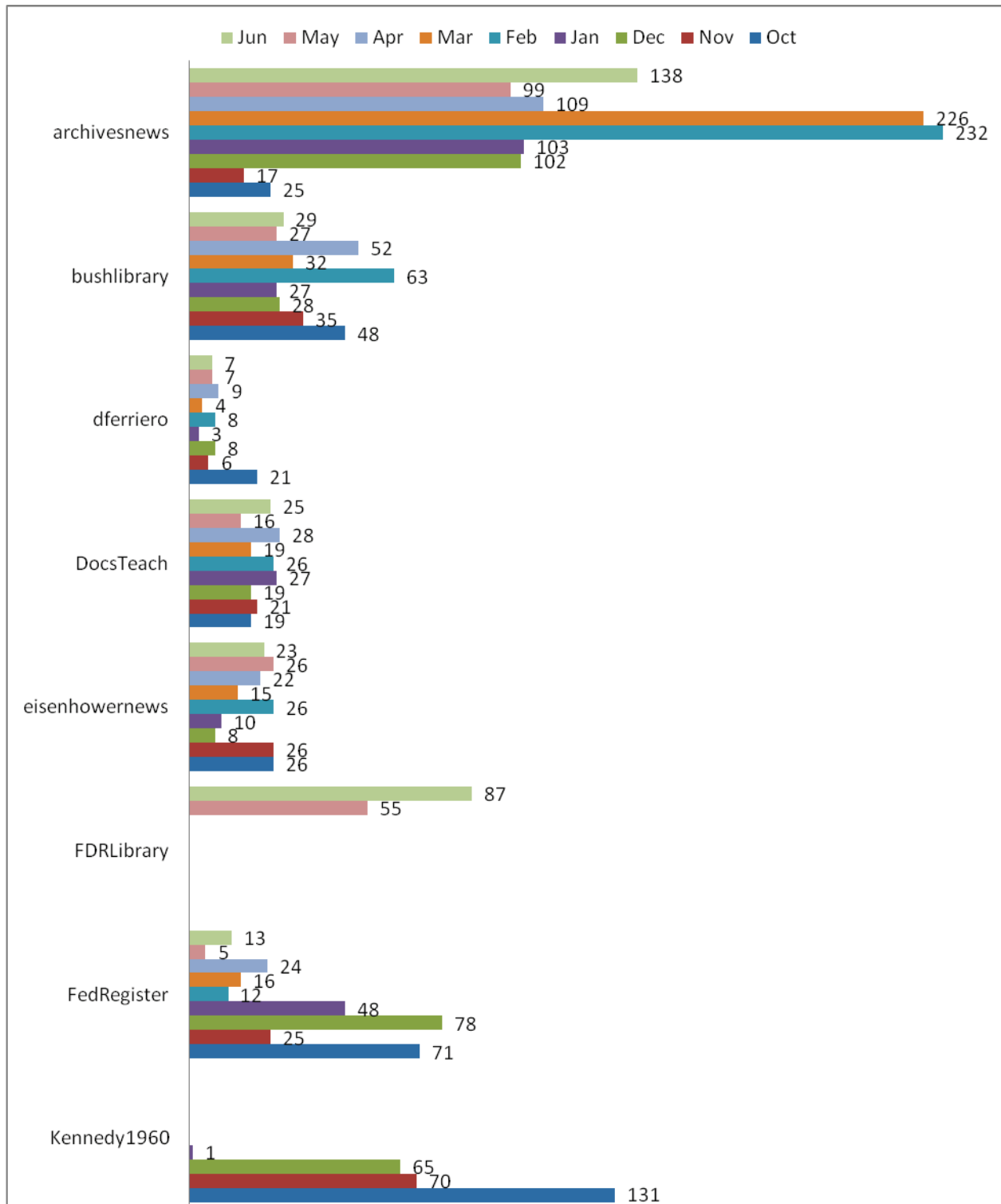


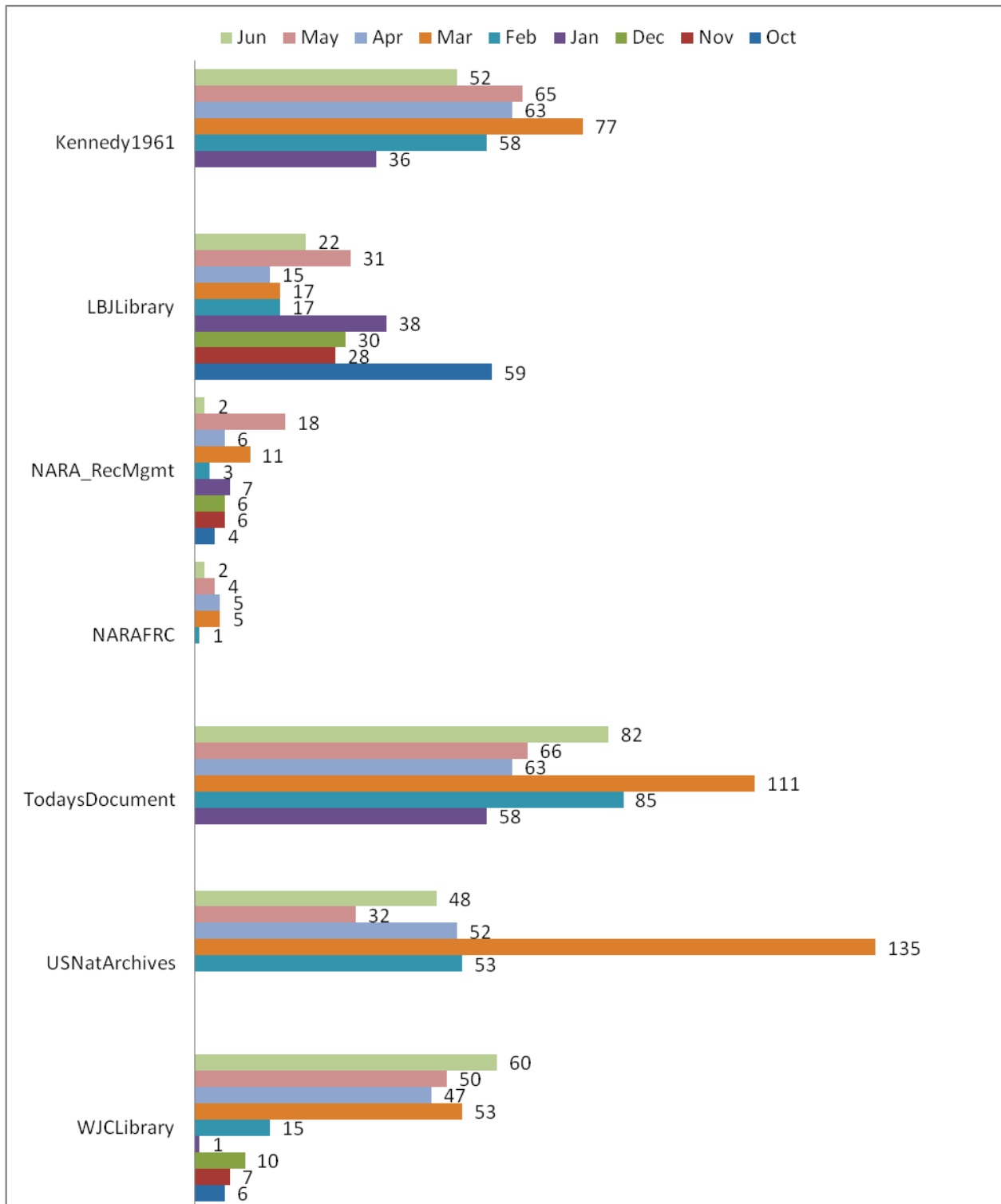
Top 5 Most Viewed Videos for June 2011 on U.S. National Archives YouTube Channel

Title	Views	% of Total Views
War Comes to America (full film)	4,635	10.0%
Stories from the Great Depression	4,132	8.9%
Watergate: The 18 ½ Minute Gap and Haldeman's Notes	2,821	6.1%
Land of the Giants	1,856	4.0%
Women in Leadership: Journalism	1,456	3.1%

Social Media Tools: Detail View – Twitter

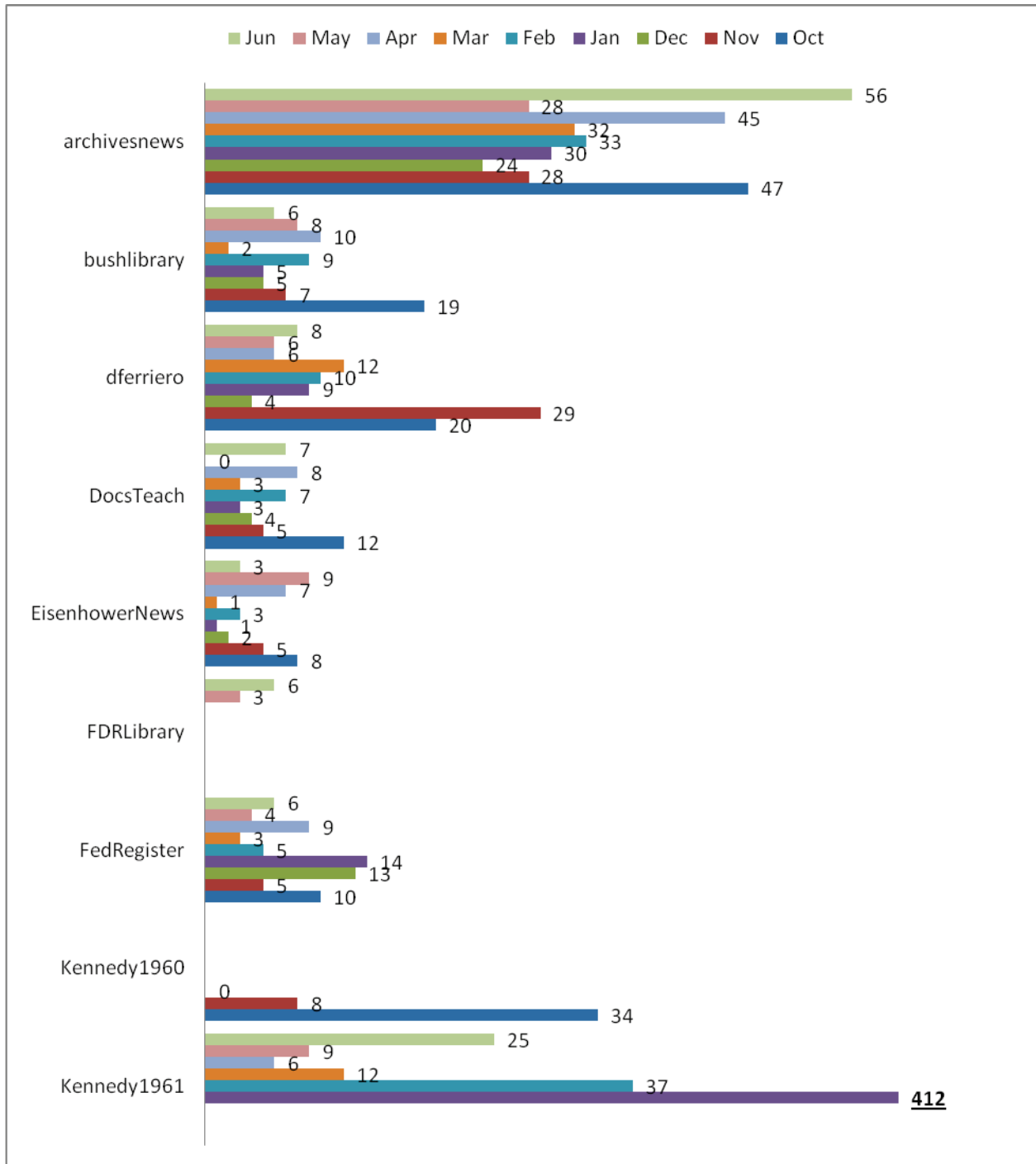
Number of Posts on U.S. National Archives Twitter Feeds

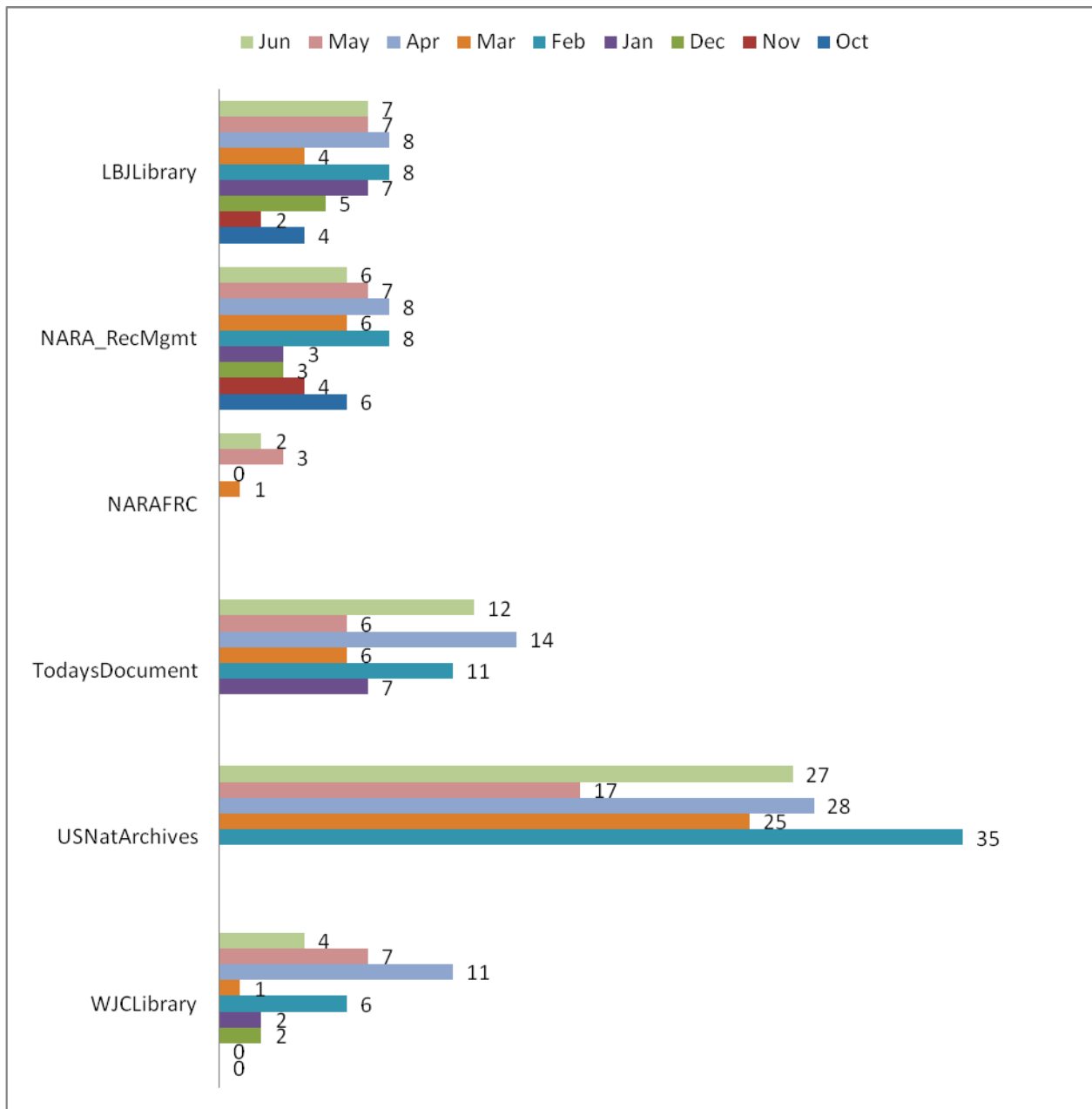




*Note: The @Kennedy1961 account replaces @Kennedy1960 starting in January 2011.

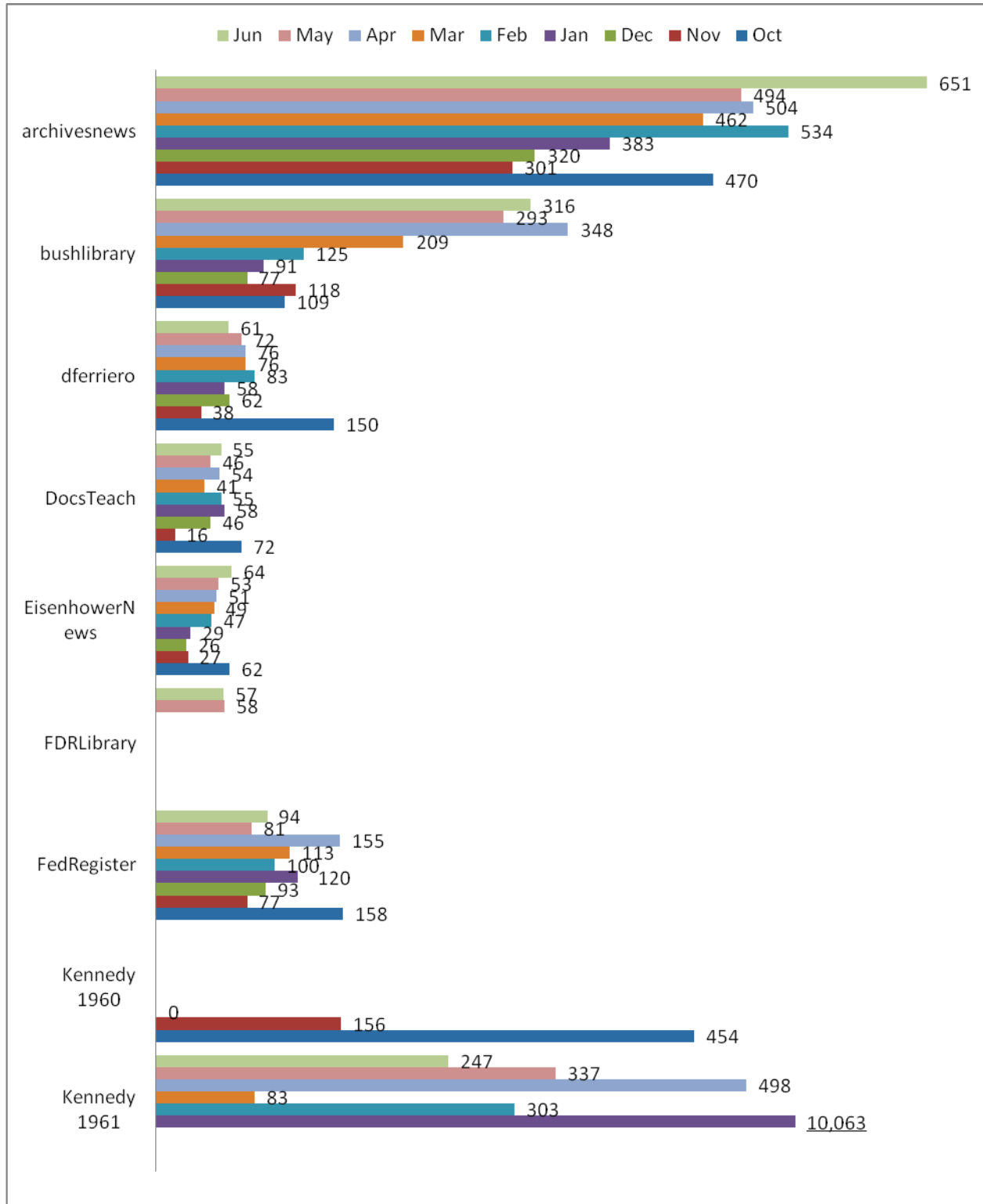
Number of New Favorites (Listed) on U.S. National Archives Twitter Feeds



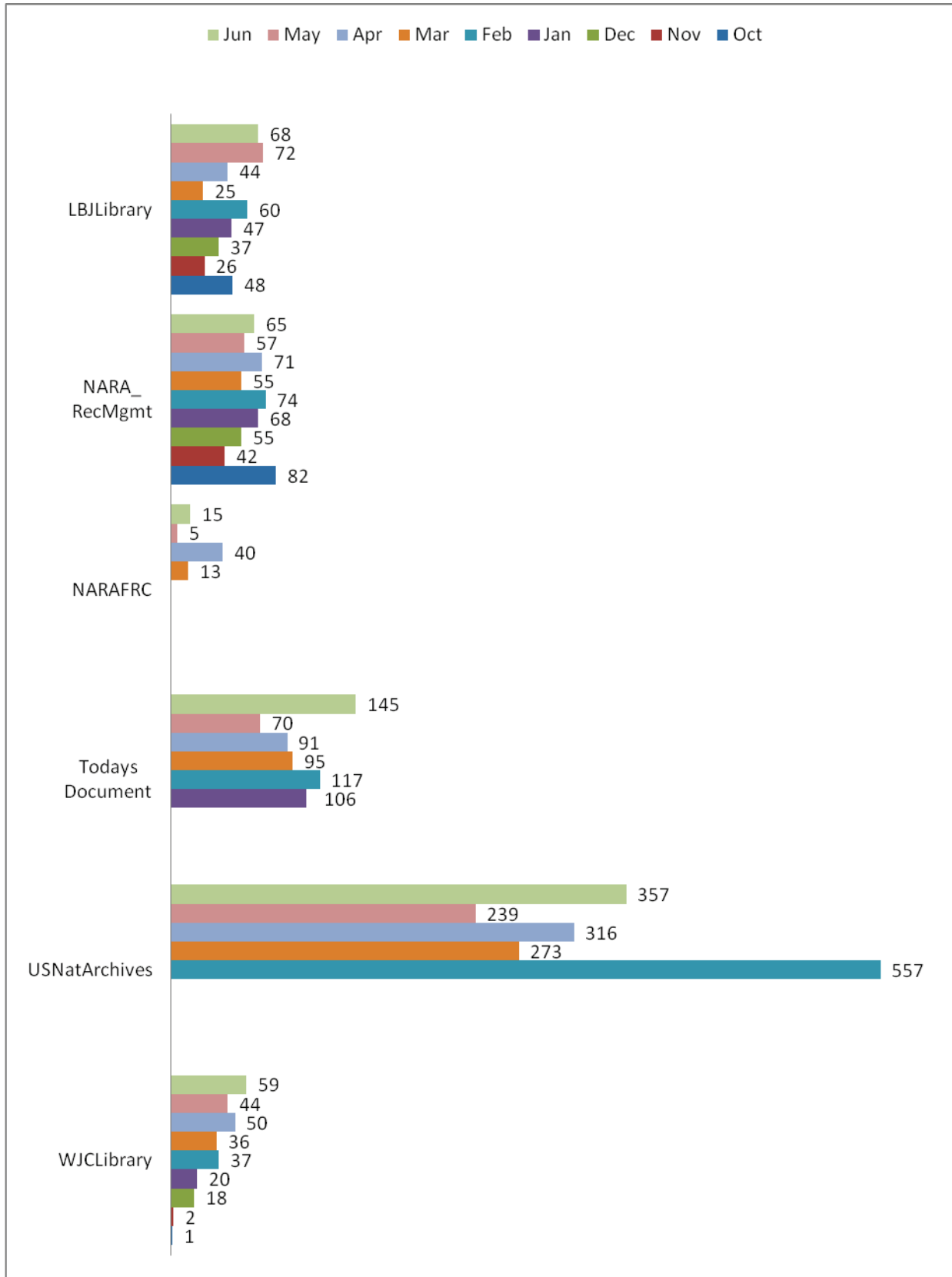


Note: The @Kennedy1961 account replaces @Kennedy1960 starting in January 2011.
 Data for @Kennedy 1961 is not to scale.

Number of New Followers on U.S. National Archives Twitter Feeds



Note: The @Kennedy1961 account replaces @Kennedy1960 starting in January 2011.
 Data for @Kennedy 1961 is not to scale.



Sources of Information

JUNE 2011 OVERVIEW	SOURCE
Archives.gov Blogs	Unique visitors by month (Google Analytics) Feed subscribers (Feedburner)
Tumblr Blogs	Followers (Tumblr)
Facebook	The number of times people (Fans and non-Fans) have viewed a News Feed story posted by your Page (total count) (Facebook) The number of new people who have liked your Page (total count) (Facebook)
National Archives YouTube Channel	Views of videos on this channel (YouTube) Number of people currently subscribed to your channel (YouTube)
Flickr (USNatArchives & ArchivesNews)	View counts: total for photos and videos; photostream; sets; collections; galleries (Flickr) Who calls you a contact? (Flickr)
Our Archives Wiki	Views (Our Archives Wiki) New Users (Our Archives Wiki)
Twitter (all NARA feeds)	Following (Twitter)
Foursquare	All-time check-ins at all venues (Foursquare) Followers (Foursquare)

FISCAL YEAR OVERVIEW	SOURCE
Archives.gov Blogs	Unique visitors by month (Google Analytics)
Facebook	The number of times people (Fans and non-Fans) have viewed a News Feed story posted by your Page (total count) (Facebook)
National Archives YouTube Channel	Views of videos on this channel (YouTube)
Flickr (USNatArchives & ArchivesNews)	View counts: total for photos and videos; photostream; sets; collections; galleries (Flickr)
Our Archives Wiki	Views (Our Archives Wiki)

SOCIAL MEDIA PROJECTS	SOURCE
Monthly Views: External Social Media Projects	Our Archives Wiki – Views Facebook – Page Views from users logged into Facebook (Unique Users) Flickr – View counts, total YouTube – Views of videos on this channel Blogs – Unique visitors by month (Google Analytics)
Number of Archives.gov Visits Referred by Social Media Sites	Visits by referring sites (Google Analytics)
Number of Archives.gov Visits Referred by Archives.gov Blogs	Visits by referring site: blogs.archives.gov (Google Analytics)
Number of New External Social Media Projects	(Internal project tracking database)
Number of New Internal Social Media Projects	(Internal project tracking database)
Number of Social Media Projects by Office	(Internal project tracking database)

DETAIL VIEW – BLOGS (ARCHIVES.GOV)	SOURCE
Visits on All Archives.gov Blogs	Unique visitors by month (Google Analytics)
Number of RSS Feed Subscribers to Archives.gov Blogs	Feed subscribers (Feedburner)
Top 5 Most Viewed Blog Posts	Pageviews for all visitors (Google Analytics)

DETAIL VIEW – TUMBLELOGS	SOURCE
Number of Followers on Tumblelogs	Followers (Tumblr)

DETAIL VIEW – FACEBOOK	SOURCE
Views or Impressions on Regional, Presidential Library, and Agency-Wide Pages	The number of times people (Fans and non-Fans) have viewed a News Feed story posted by your Page (total count) (Facebook)
Fans of Regional, Presidential Library, and Agency-Wide Pages	The number of new people who have liked your Page (total count) (Facebook)

DETAIL VIEW – FLICKR	SOURCE
Views on Photostream (Per Month)	View counts: total for photos and videos; photostream; sets; collections; galleries (Flickr)
Photos Uploaded (Per Month)	Content uploaded on...[current month] (Flickr)
New Followers of USNatArchives and ArchivesNews Photostreams	Who calls you a contact? (Flickr)

DETAIL VIEW – FOURSQUARE	SOURCE
Total Number of Followers of USNatArchives and OurPresidents	Followers (Foursquare)
Total Number of Check-ins at USNatArchives and OurPresidents Venues	All-time check-ins at all venues (Foursquare)

DETAIL VIEW – OUR ARCHIVES WIKI	SOURCE
Number of Views on Our Archives Wiki	Views (Our Archives Wiki)
Number of Edits on Our Archives Wiki	Edits (Our Archives Wiki)

DETAIL VIEW – YOUTUBE	SOURCE
Views on U.S. National Archives Channel	Views of videos on this channel (YouTube)
New Videos on U.S. National Archives Channel	My uploaded videos (YouTube)
Top 5 Most Viewed Videos for June 2011 on U.S. National Archives YouTube Channel	Views of top videos (YouTube)

DETAIL VIEW – TWITTER	SOURCE
Number of Posts on U.S. National Archives Twitter Feeds	Tweets (Twitter)
Number of New Favorites (Listed) on U.S. National Archives Twitter Feeds	Listed (Twitter)
Number of New Followers on U.S. National Archives Twitter Feeds	Following (Twitter)