

SOCIAL MEDIA HIGHLIGHTS

- **NARA UNVEILS ITS NEW NATIONAL PERSONNEL RECORDS CENTER FACILITY IN ST. LOUIS.**
- **THE FIRST DIGITAL PUBLIC LIBRARY OF AMERICA (DPLA) PLENARY MEETING IS HELD AT THE NATIONAL ARCHIVES.**
- **NARA RELEASES ITS DIGITIZATION TOOLS TO THE PUBLIC THROUGH GITHUB.**

OCTOBER 2011 OVERVIEW

Social Media Tool	Monthly Views	Cumulative Users
Archives.gov Blogs	54,424 Views	22,523 Visits
Tumblr Blogs	91,712 Views	14,750 Followers
Facebook	1,412,592 Views	54,967 Fans
National Archives YouTube Channel	37,633 Views	3,118 Subscribers
Flickr (USNatArchives & ArchivesNews)	251,521 Views	3,858 Contacts
Our Archives Wiki	12,995 Views	315 Editors
Twitter (all NARA feeds)	--	35,508 Followers
FourSquare	17,405 Check-ins	14,667 Followers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2012 Views	FY 2011 Views
Archives.gov Blogs	54,424	520,572 (Dec-Sept)
Tumblr Blogs	91,712	97,949 (Apr-Sept)
Facebook	1,412,592	15,585,752
National Archives YouTube Channel	37,633	601,517
Flickr (USNatArchives & ArchivesNews)	251,521	2,911,601
Our Archives Wiki	12,995	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](#)

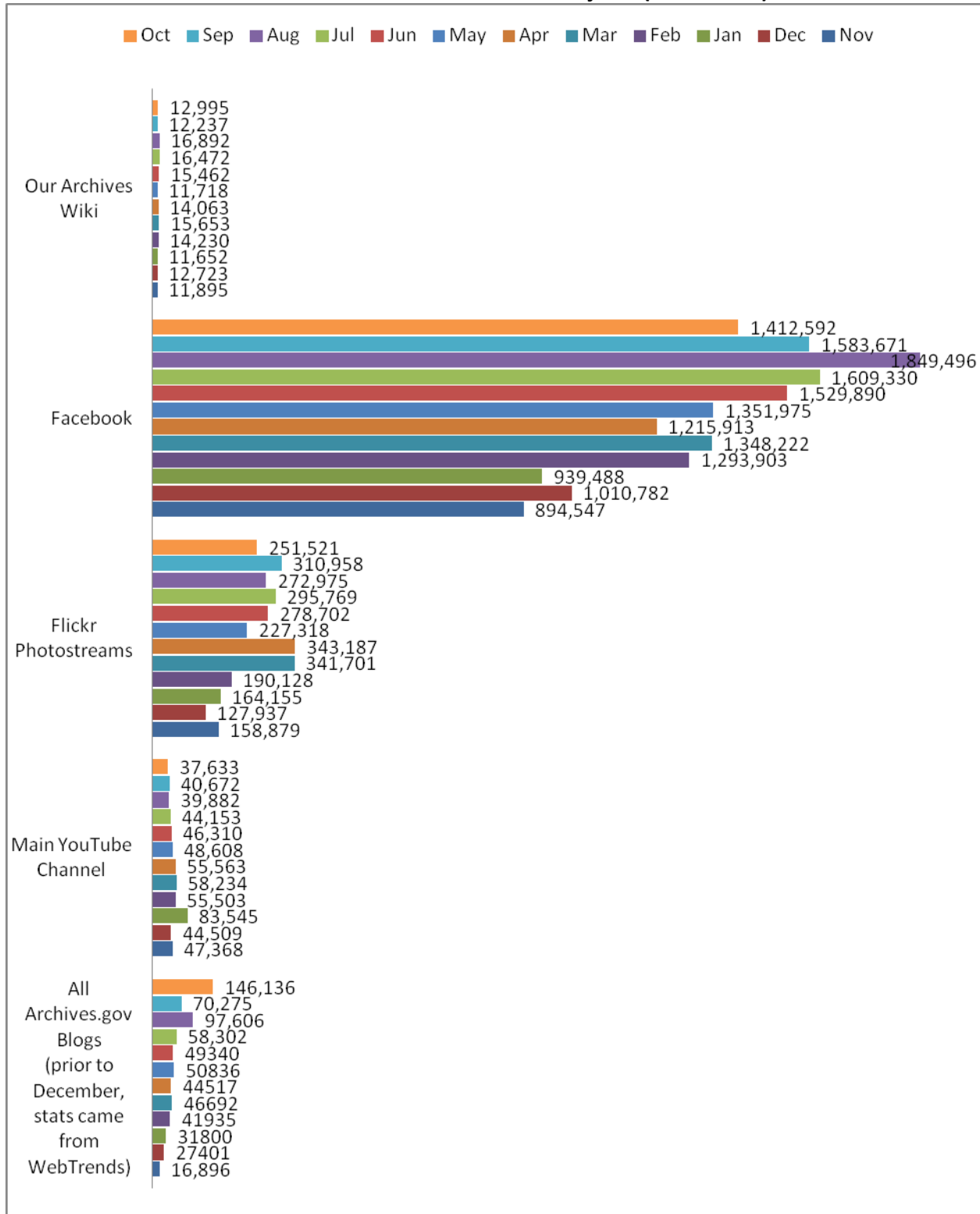
INTERNAL (NARA@WORK) BLOGS

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

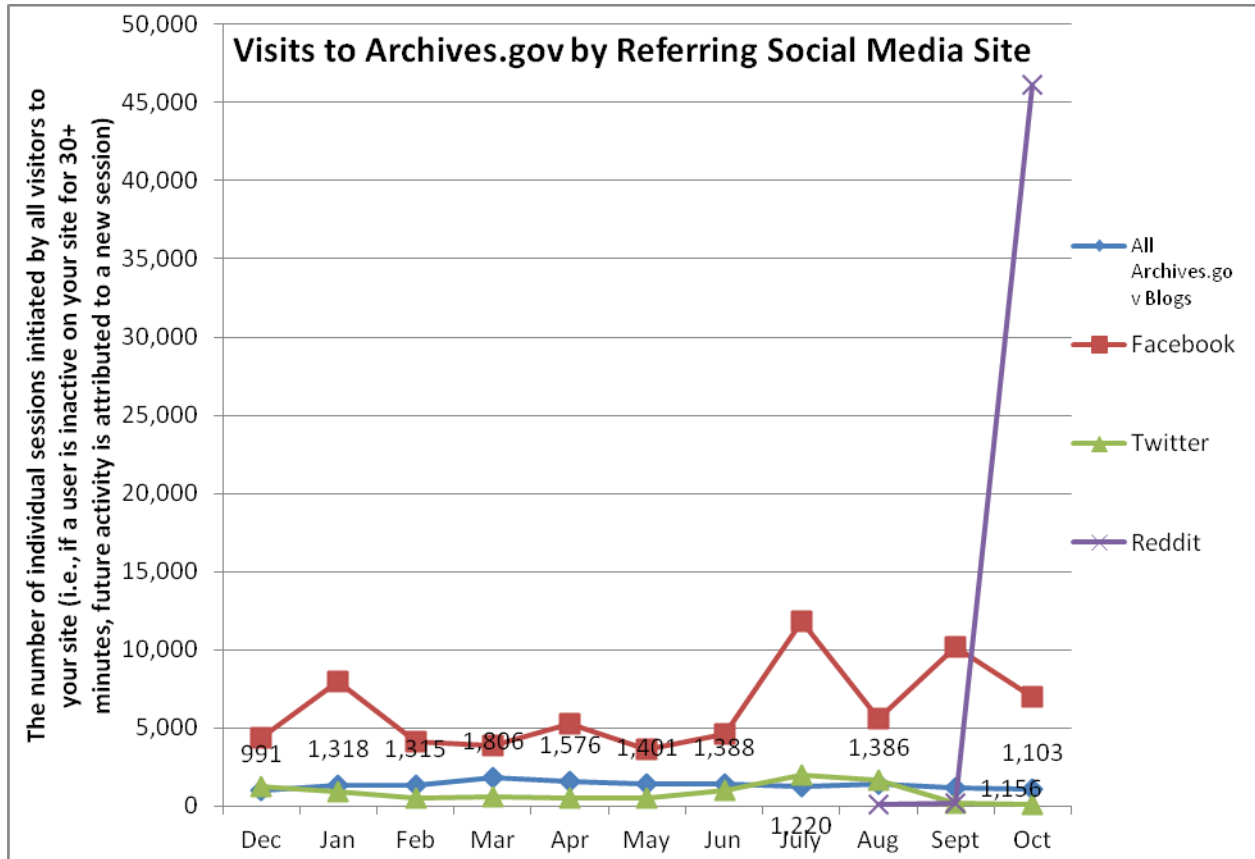
SOCIAL MEDIA TOOLBOX (Tools currently in use)

- 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

October Projects

1. National Archives on GitHub (IO): Live 10/18/2011

	Blog	Facebook	Flickr	Twitter	Wiki	Tumblr	iTunes	GitHub
October	1							
November								
December								
January		3	1	4				
February		2		1				
March	1							
April	1	1			1			
May	1	2		1		1		
June						1		
July		2						
August			1			1		
September							1	
October								1

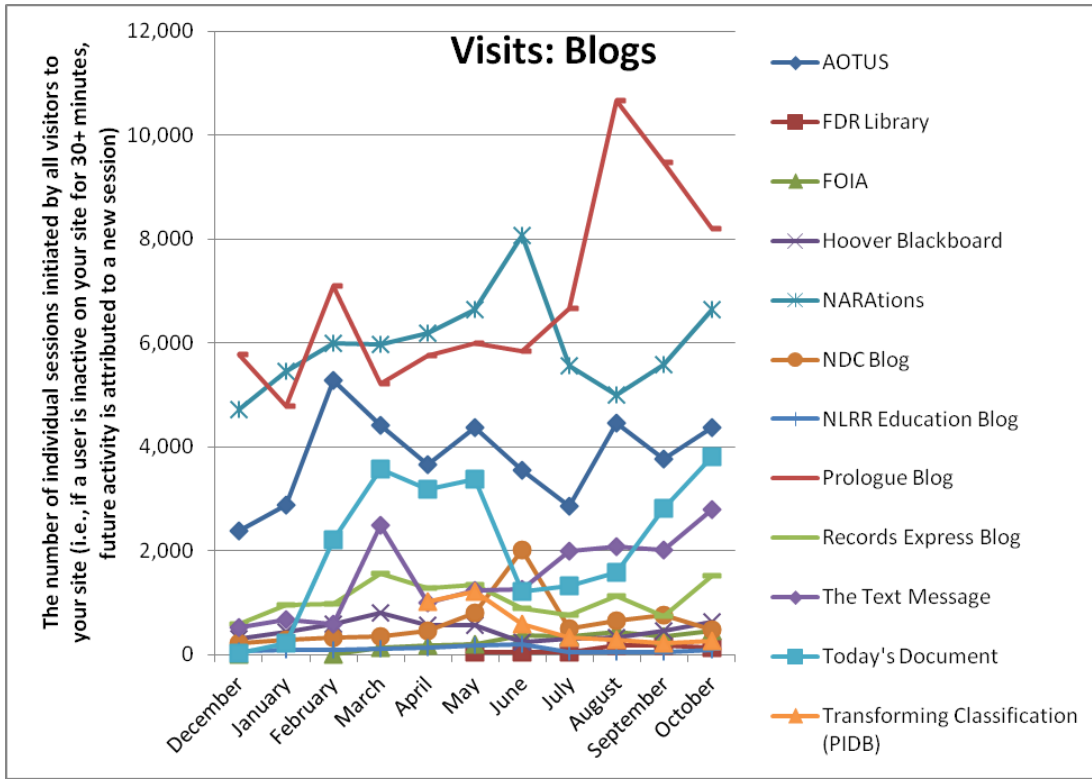
New Internal Social Media Projects

October Projects

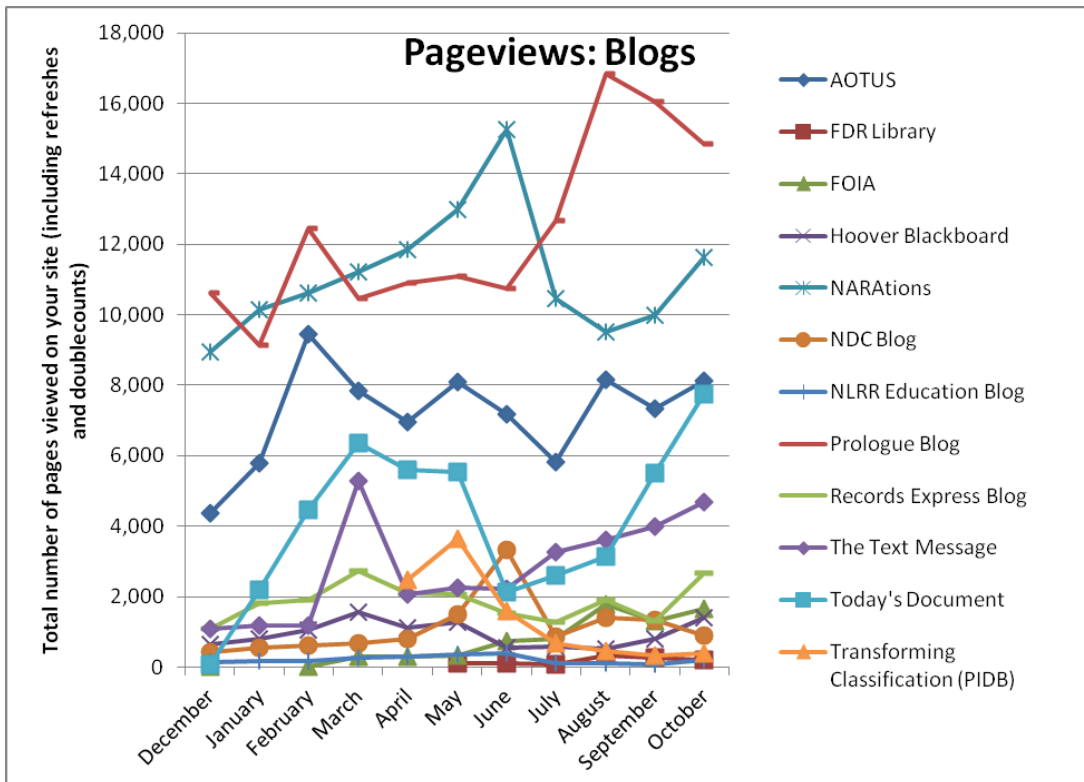
	Nara@work Blogs	IdeaScale	Wikis
November			1
December			2
January			4
February			2
March			3
April			2
May			
June			2
July			3
August			2
September			
October			

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

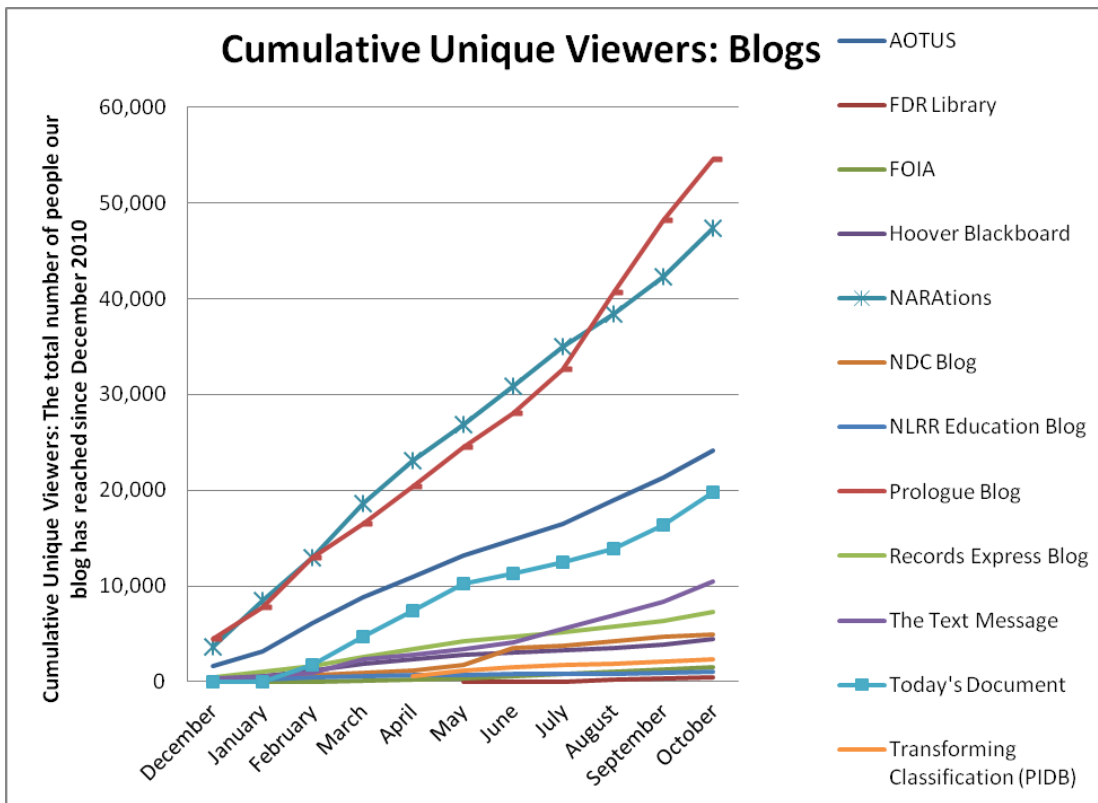
Blog Visits (Source: Appendix II.A)



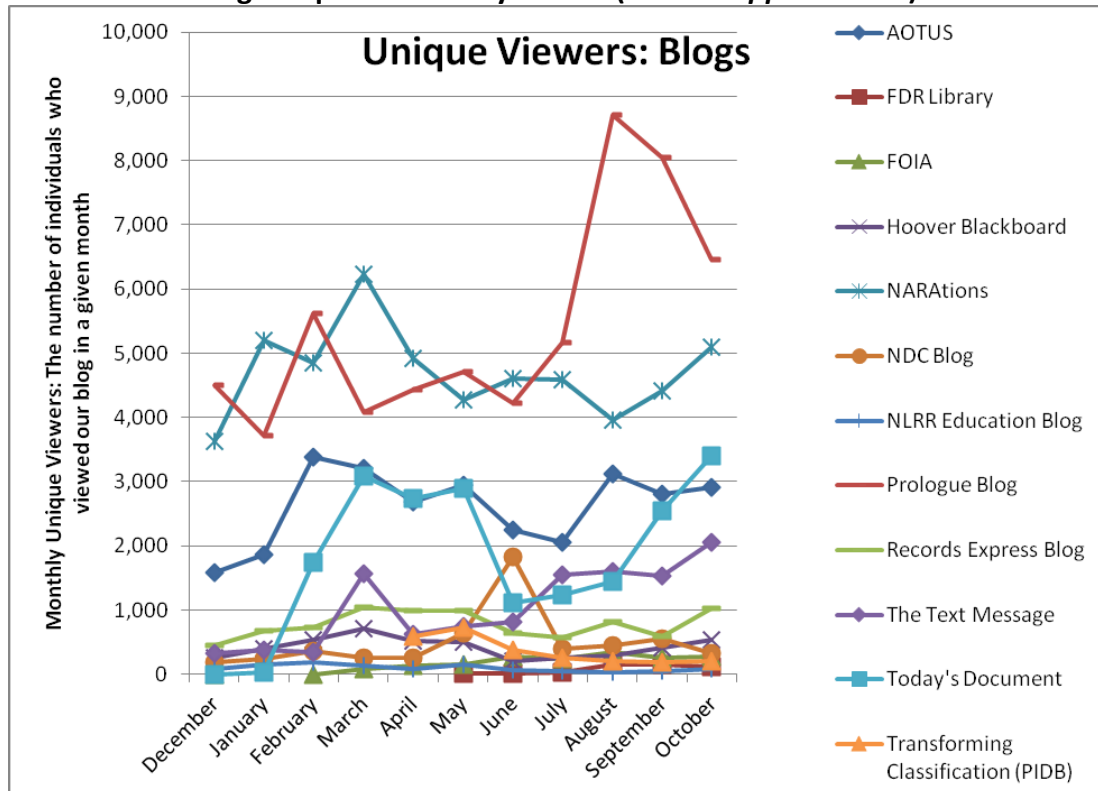
Blog Pageviews (Source: Appendix II.B)



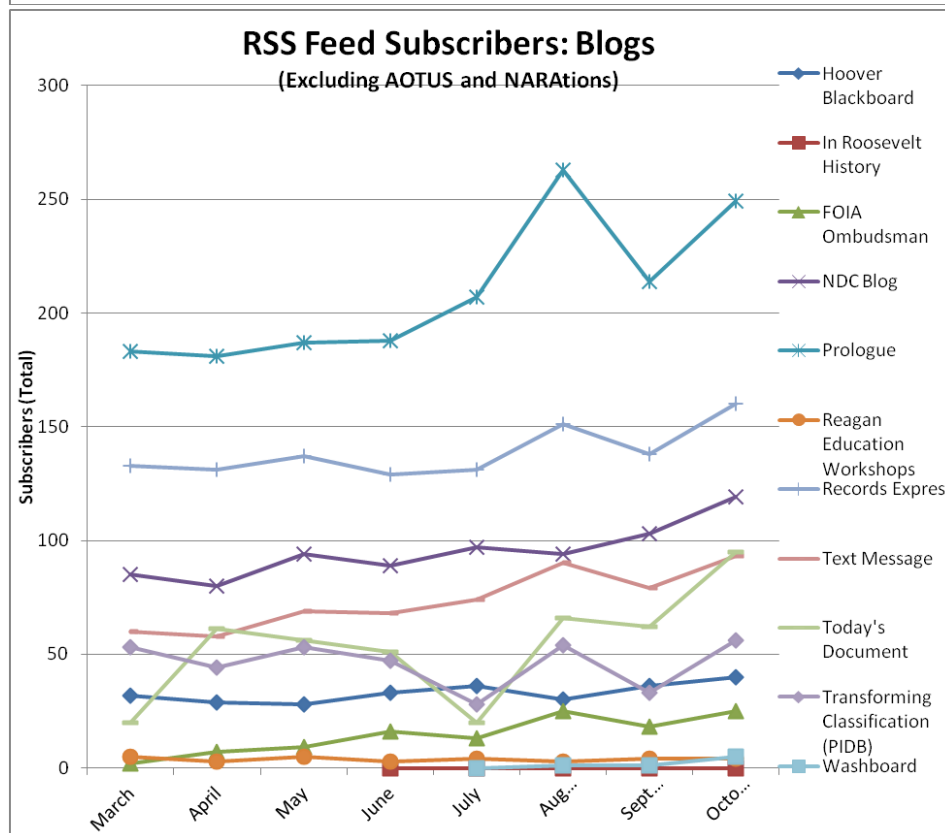
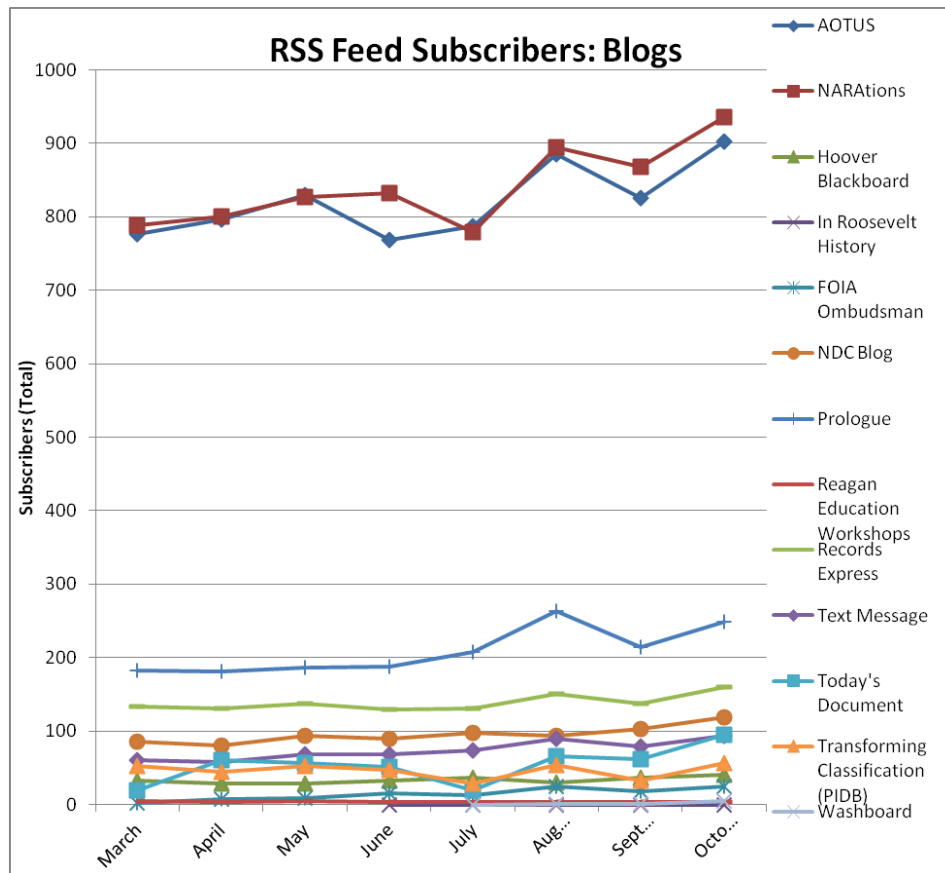
Blog Cumulative Unique Viewers (Source: Appendix II.C)



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



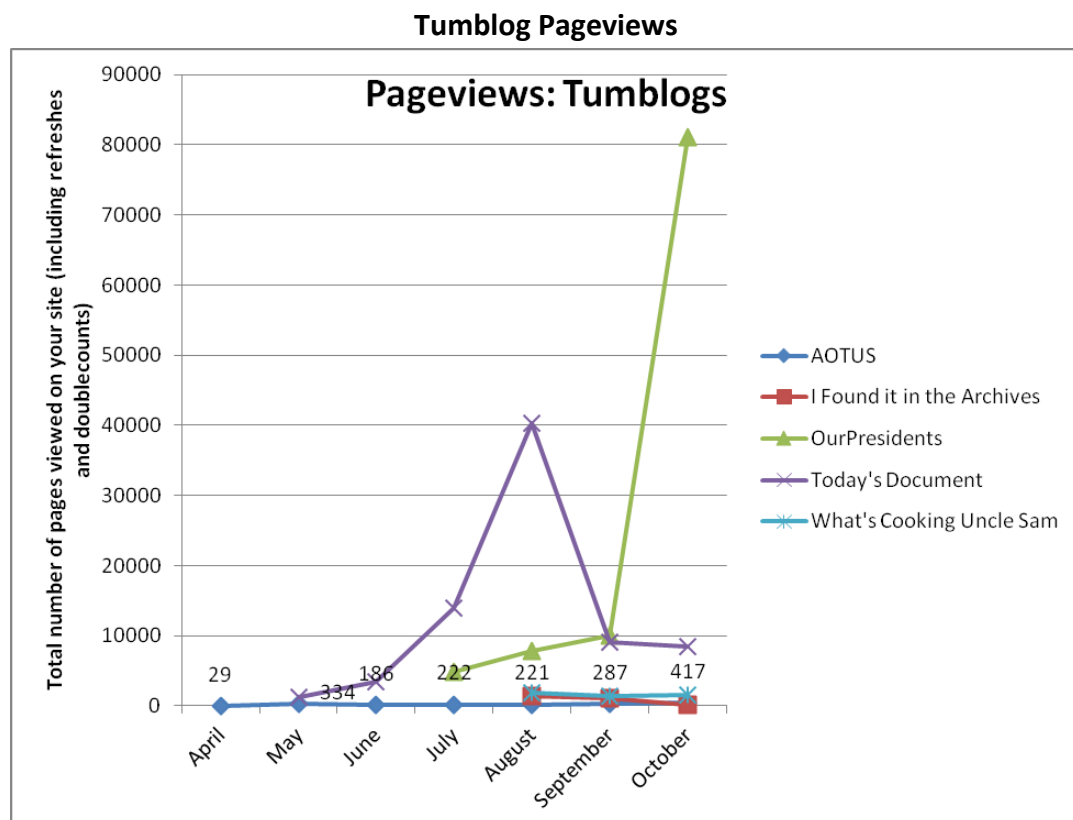
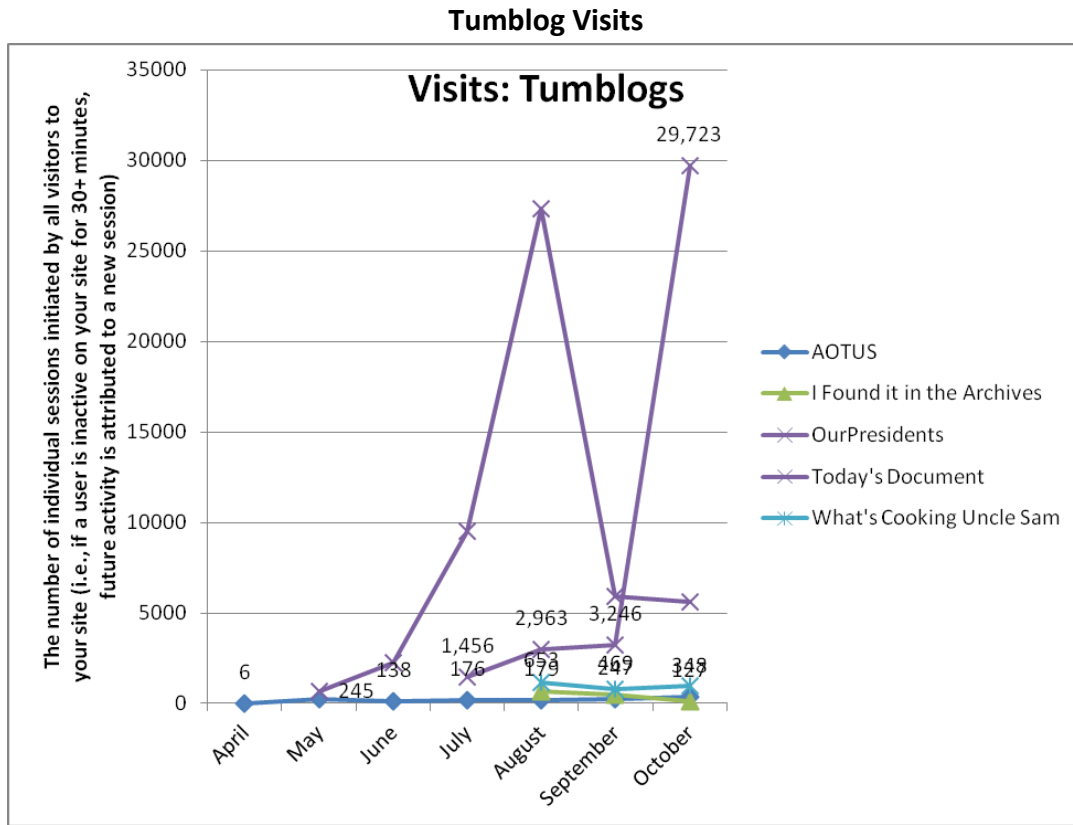
Total RSS Feed Subscribers to Archives.gov Blogs (Source: Appendix III)



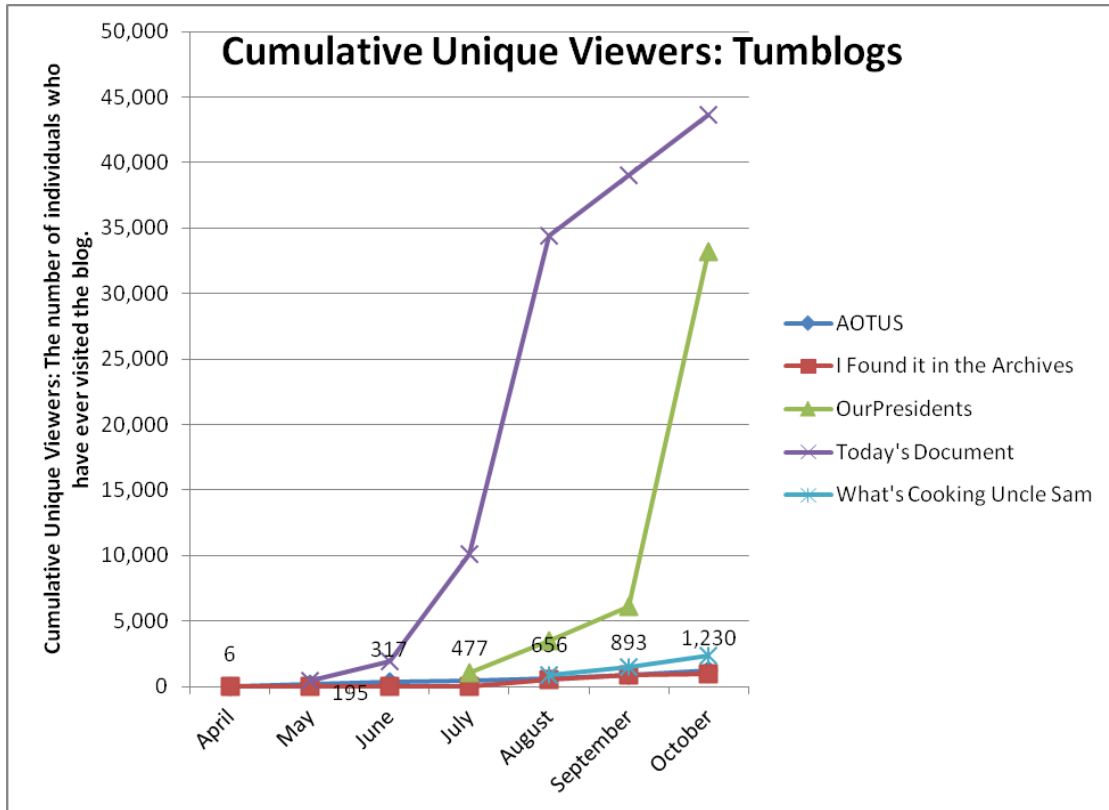
Top 5 Most Viewed Blog Posts in October

Blog	Pageviews	Post Title
NARAtions	2,173	National Archives Digitization Tools Now on GitHub
Prologue	760	Finding the girl in the photograph
AOTUS	728	In Support of Scholarship
Records Express	523	Opportunity for Comment: NARA Bulletin on Managing Content on Shared Drives
AOTUS	428	What's Next?

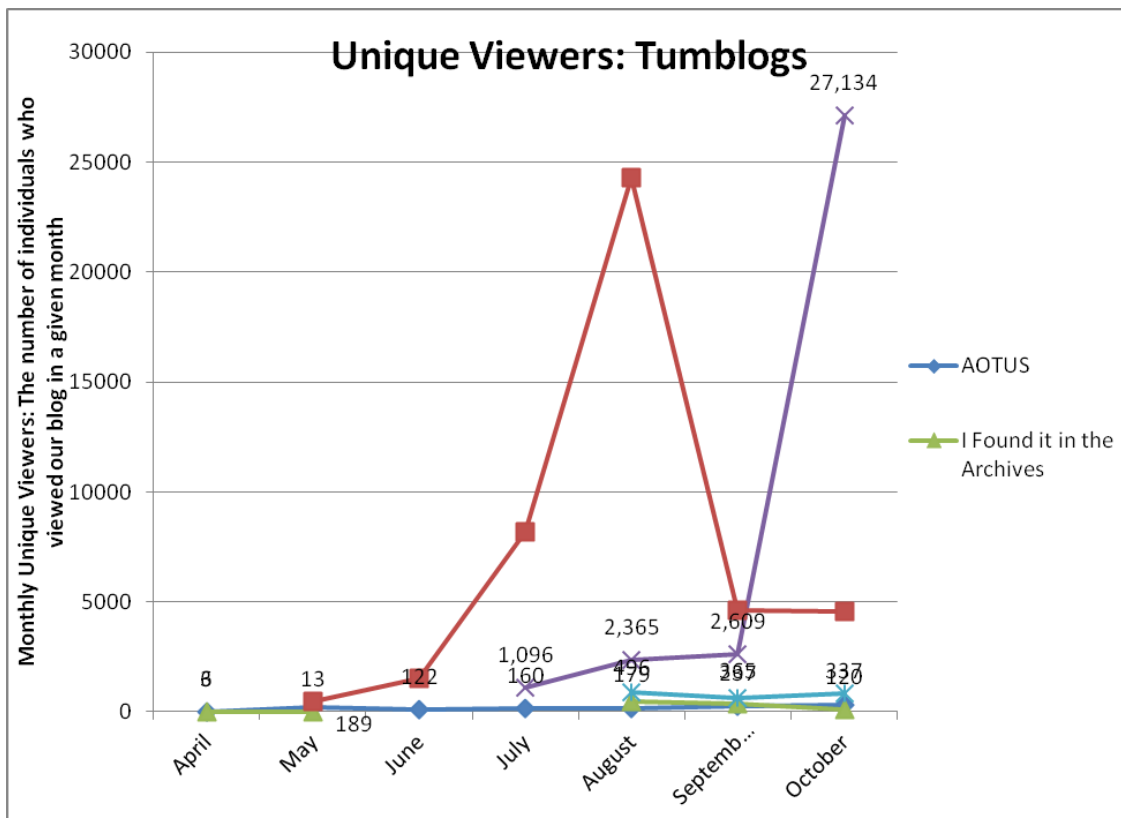
Social Media Tools: Detail View – Tumblogs



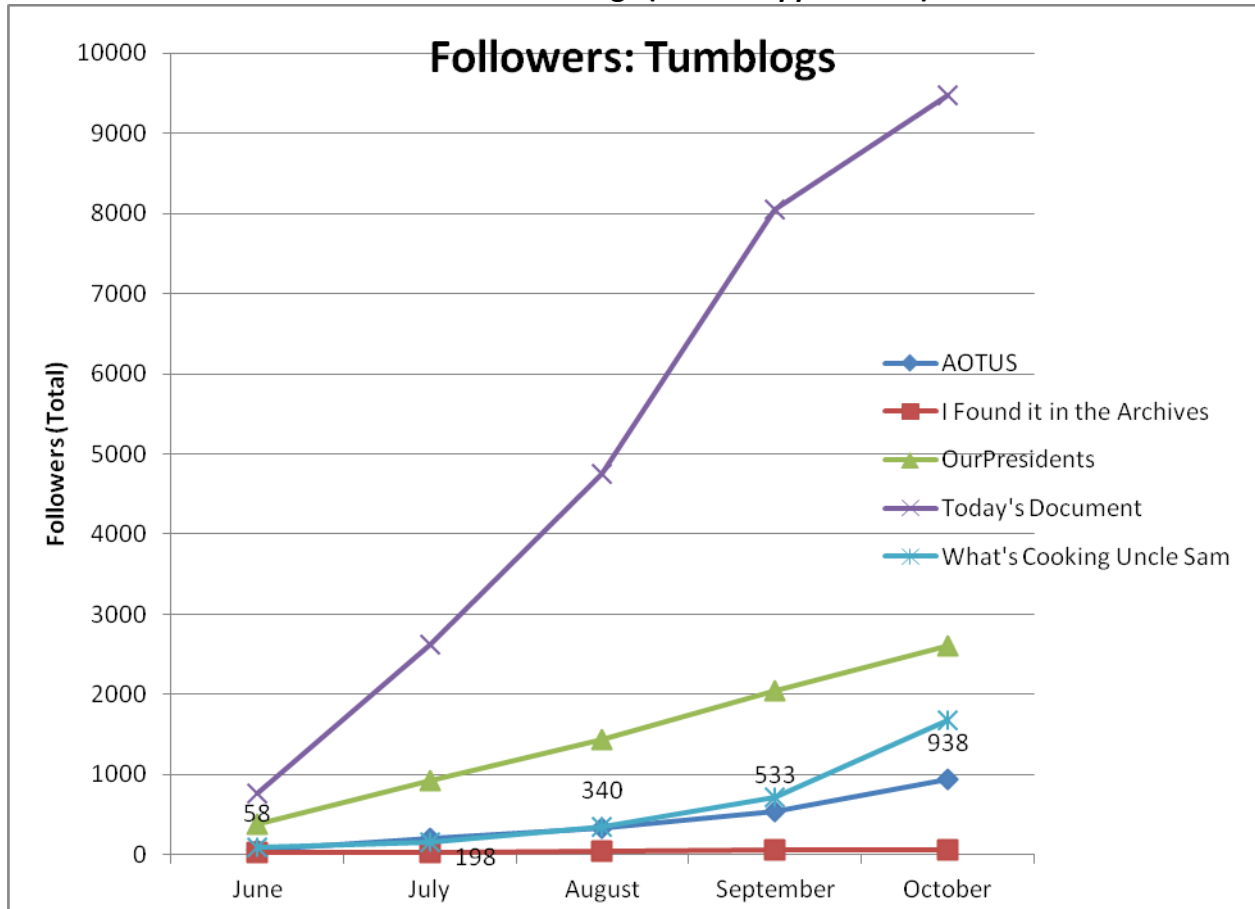
Tumblog Cumulative Unique Viewers



Tumblog Blog Unique Viewers by Month

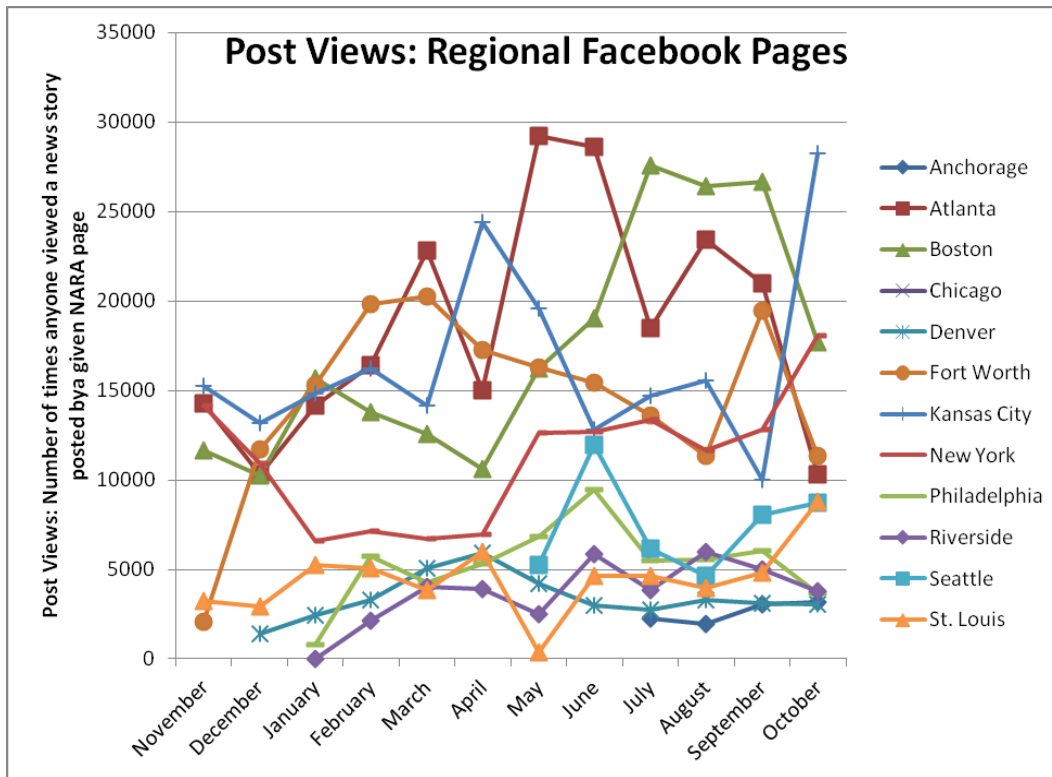


Followers on Tumblogs (Source: Appendix IV)

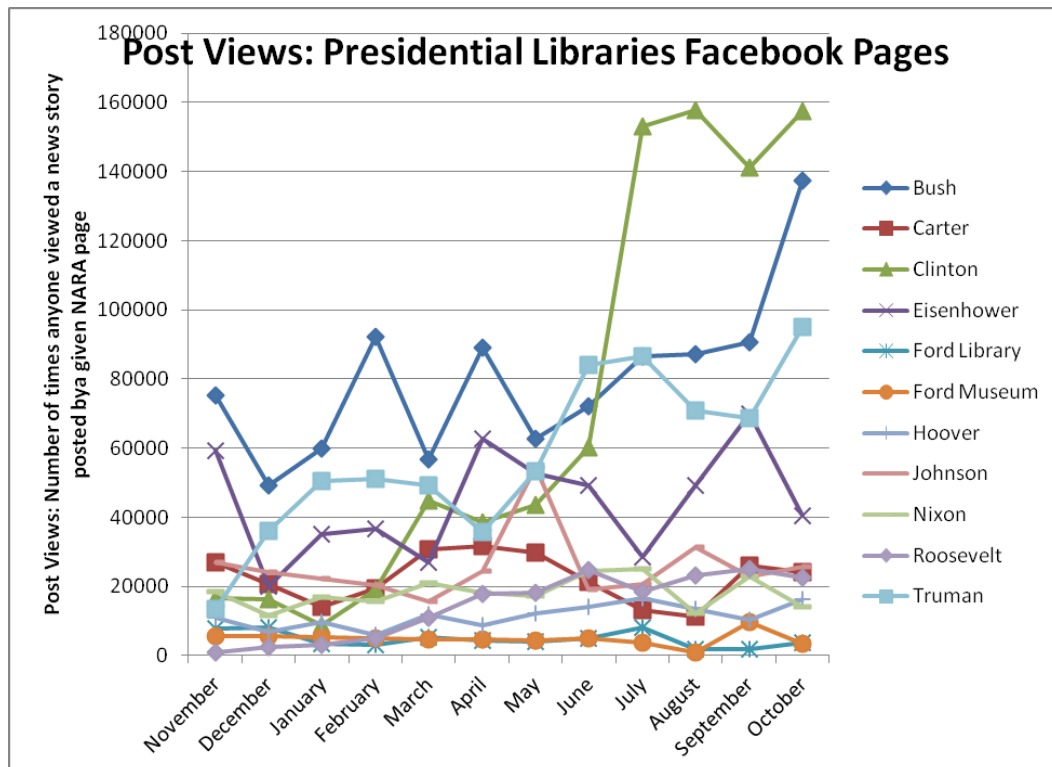


Social Media Tools: Detail View – Facebook

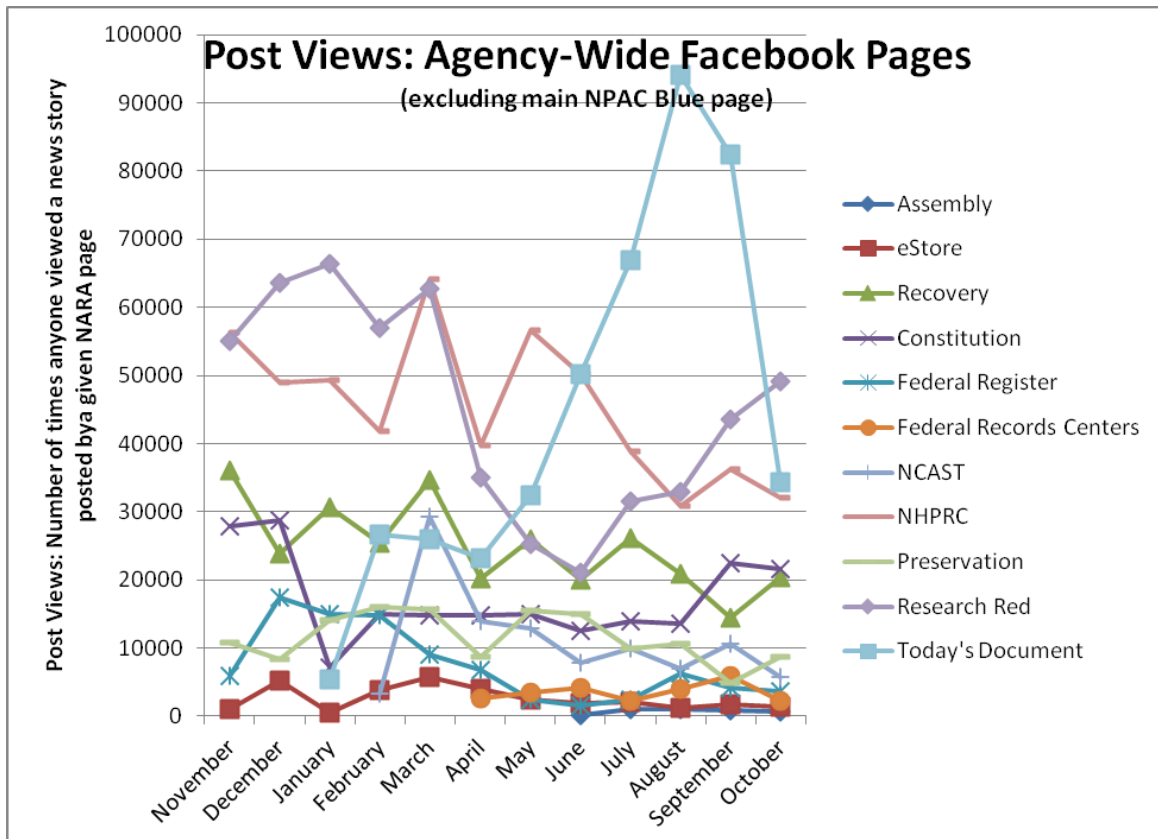
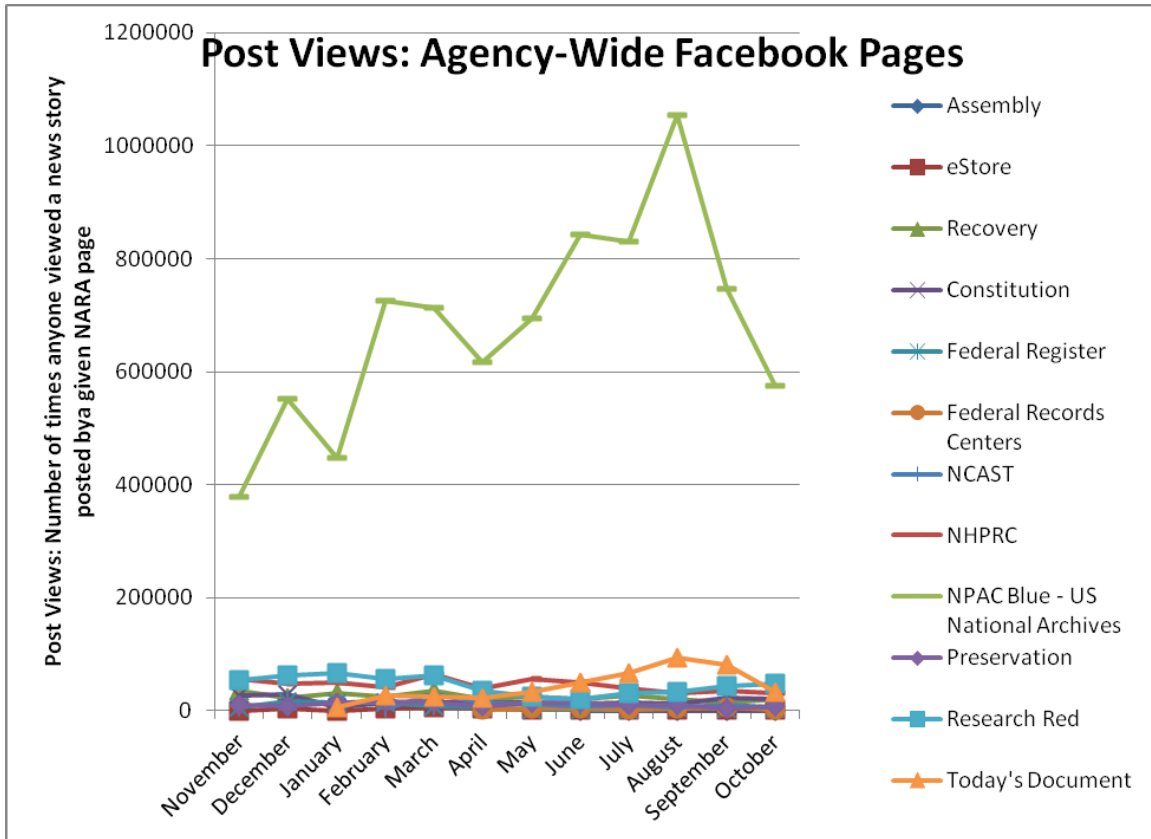
Post Views on Regional Pages (Source: Appendix IV.A)



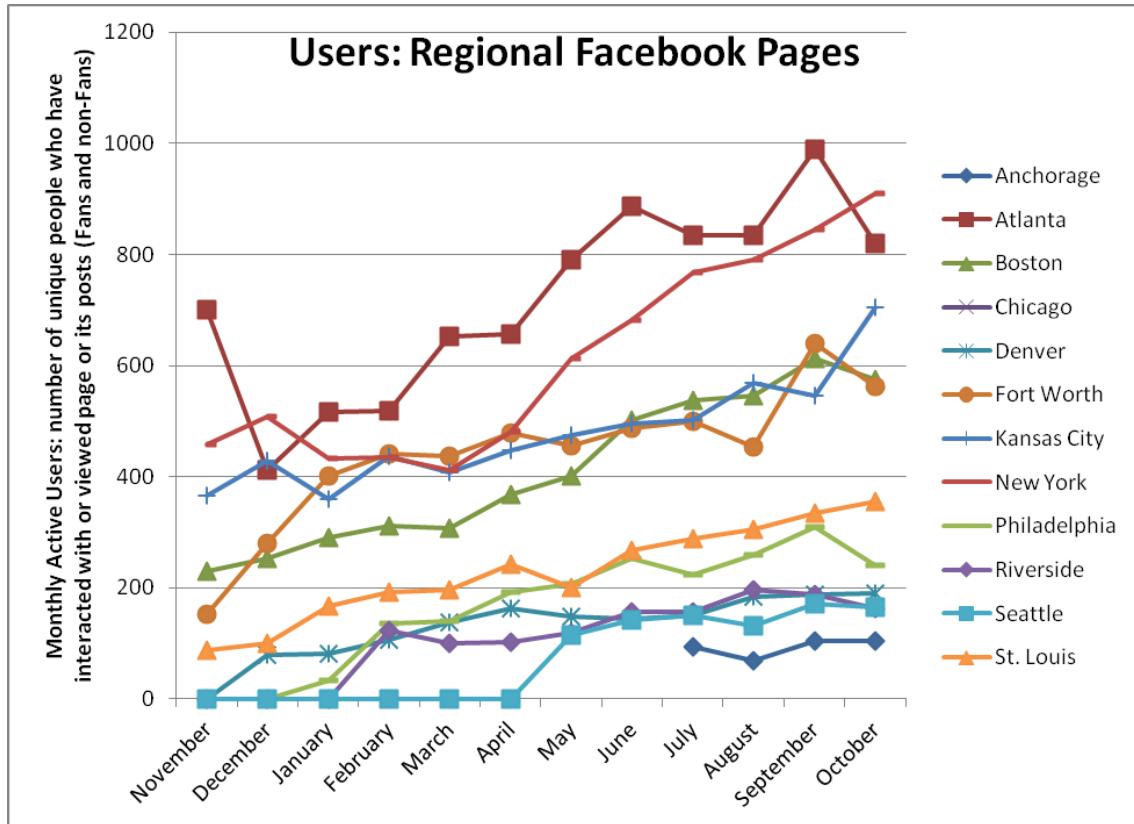
Post Views on Presidential Library Pages (Source: Appendix IV.A)



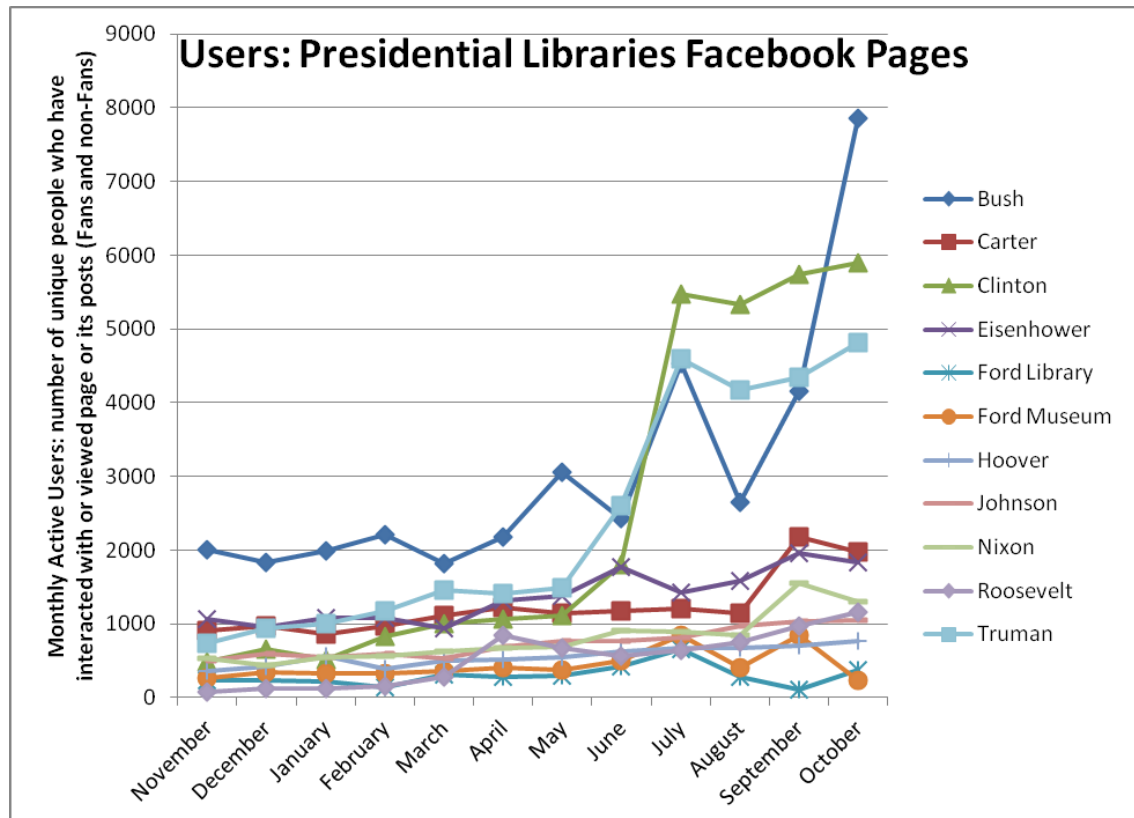
Post Views on Agency-Wide Pages (Source: Appendix IV.A)



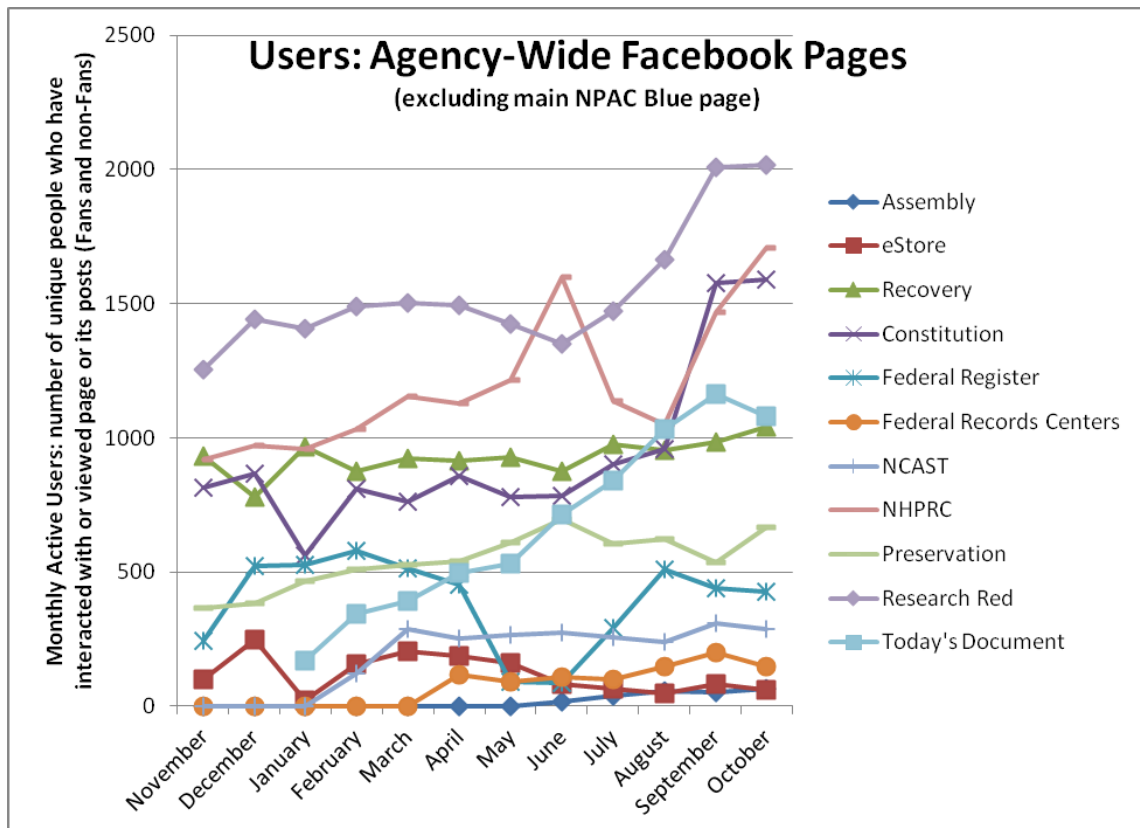
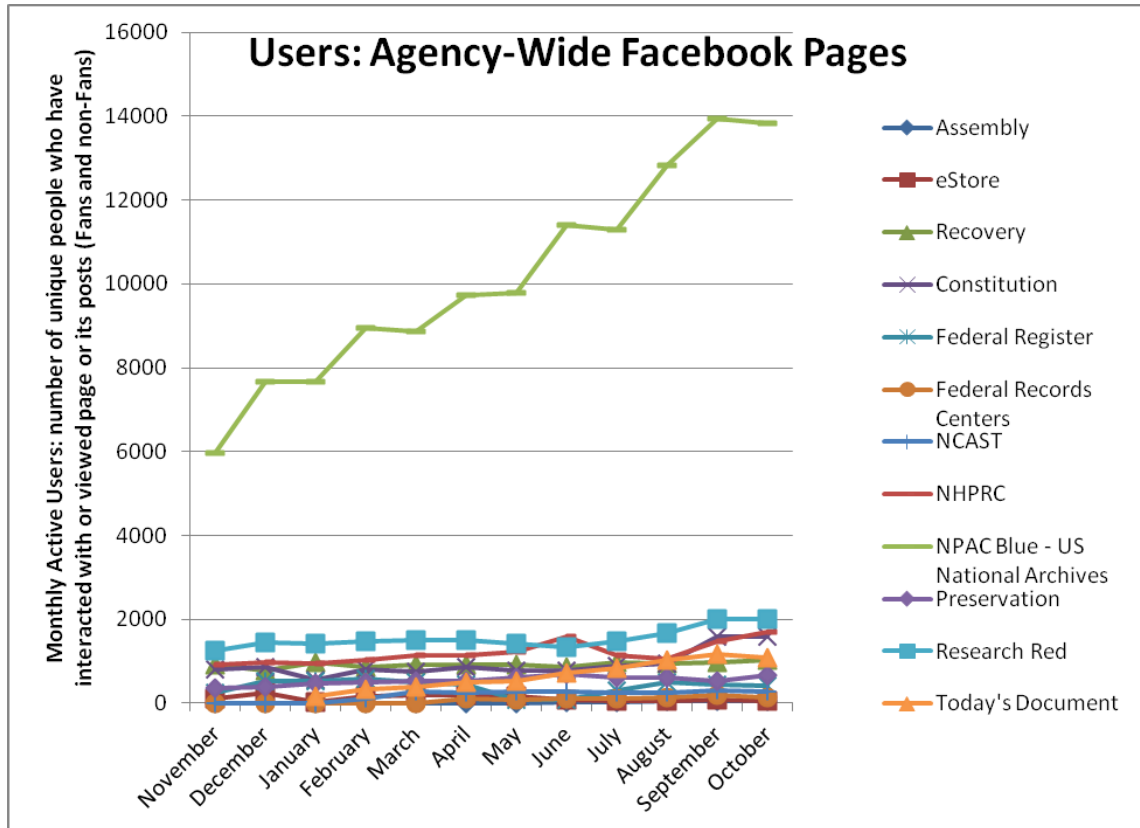
Monthly Active Users of Regional Pages (Source: Appendix IV.B)



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

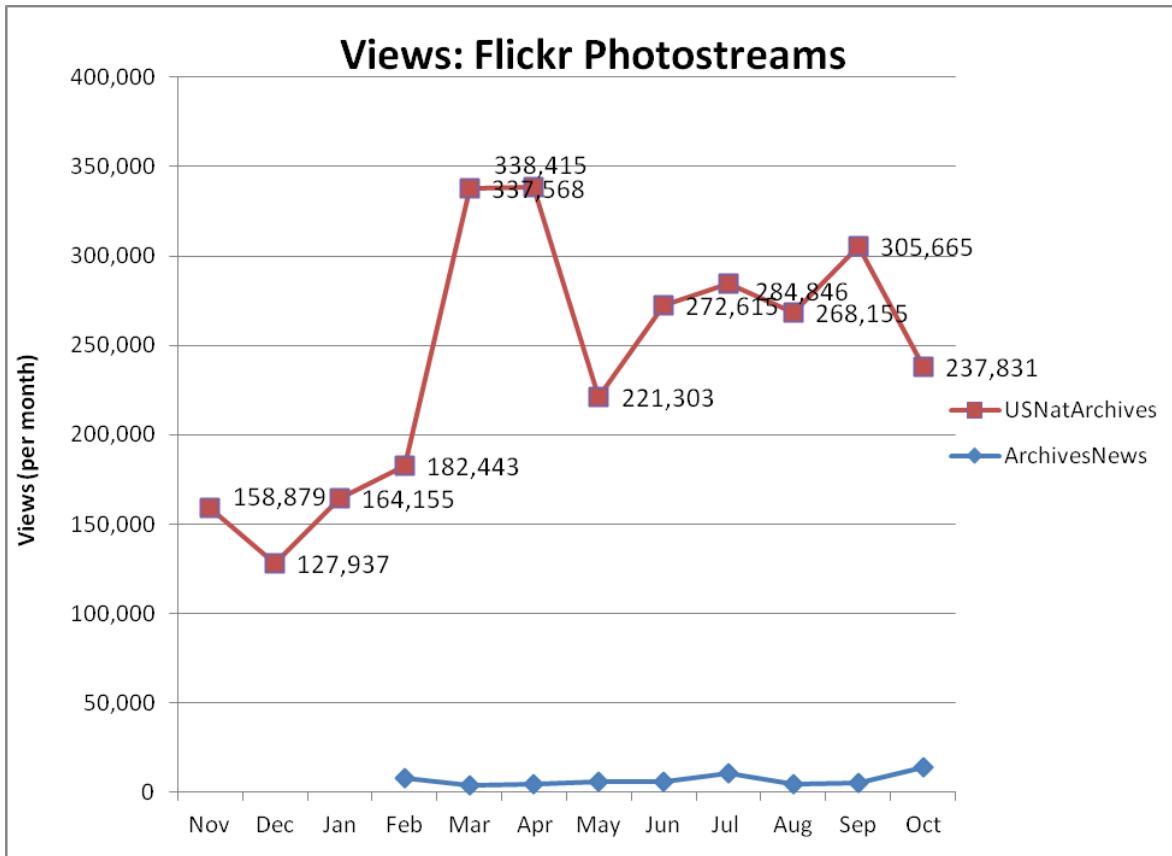


Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)

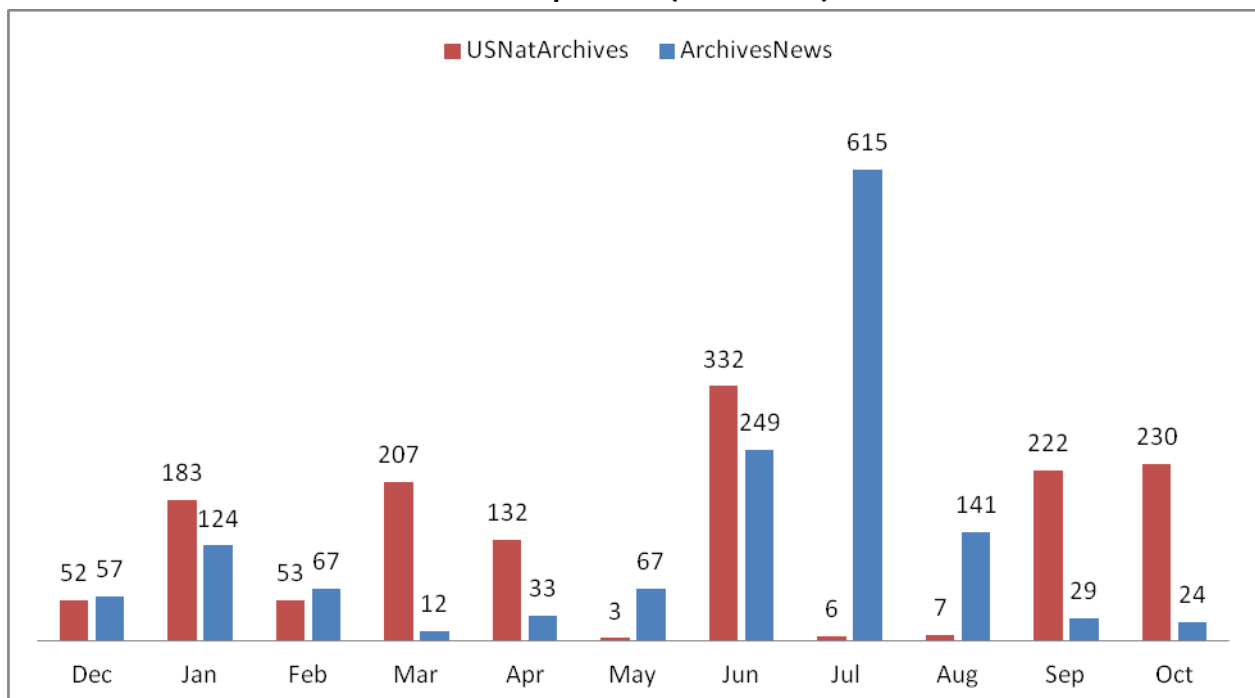


Social Media Tools: Detail View – Flickr

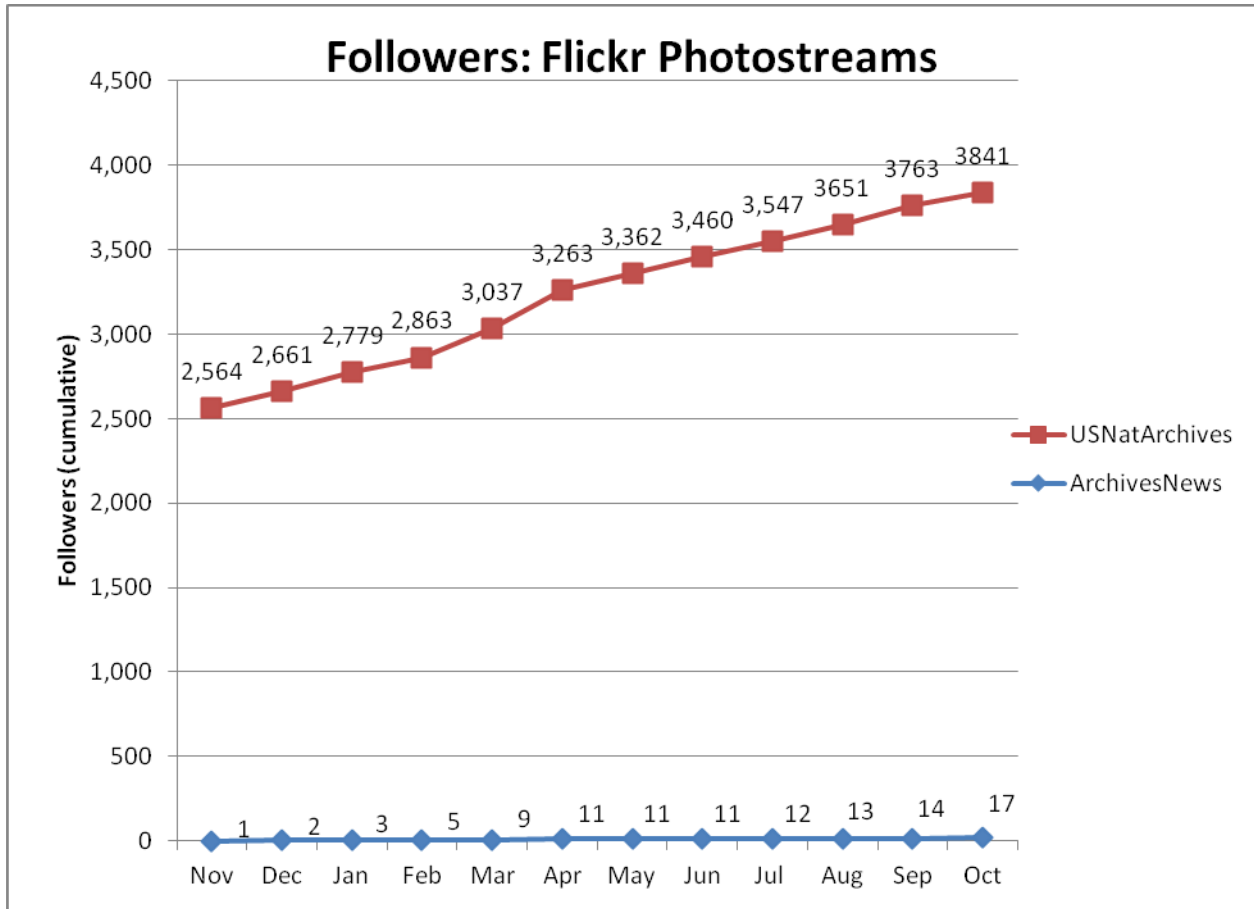
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

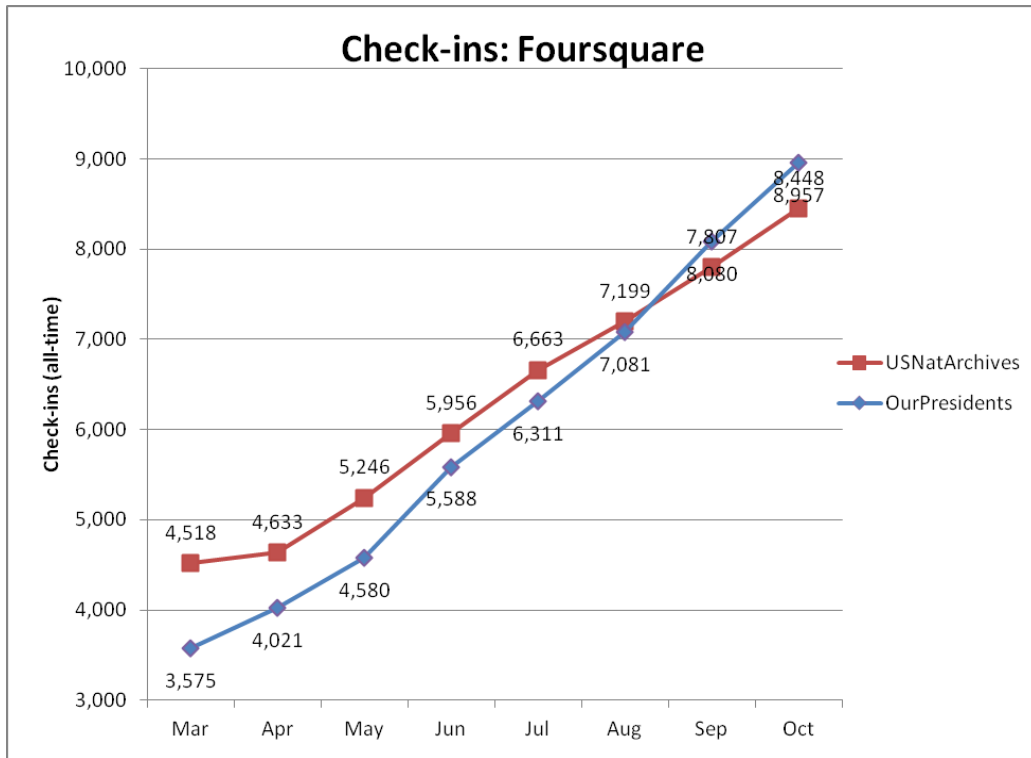


Followers of Photostreams (Cumulative)

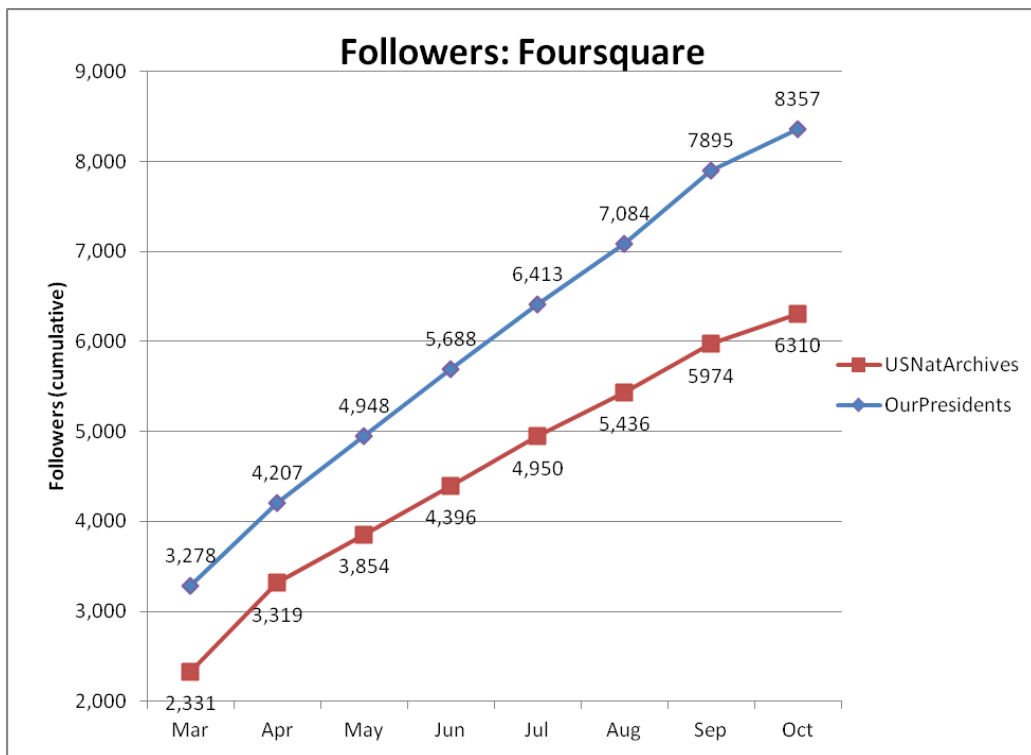


Social Media Tools: Detail View – Foursquare

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

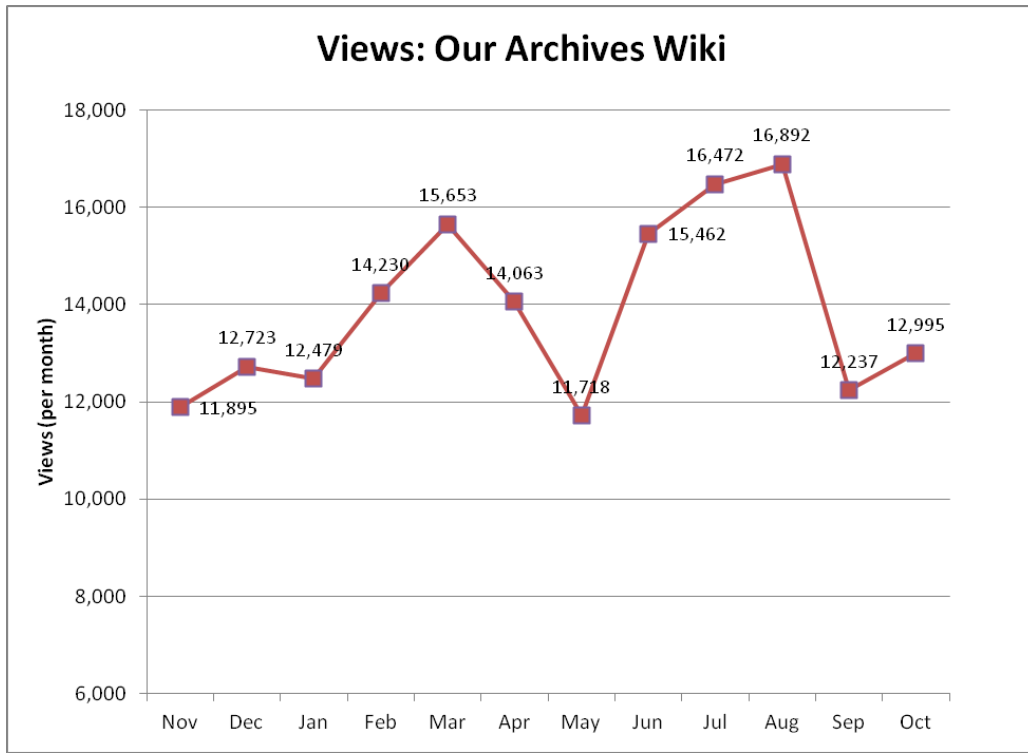


Number of Followers of USNatArchives and OurPresidents (Cumulative)

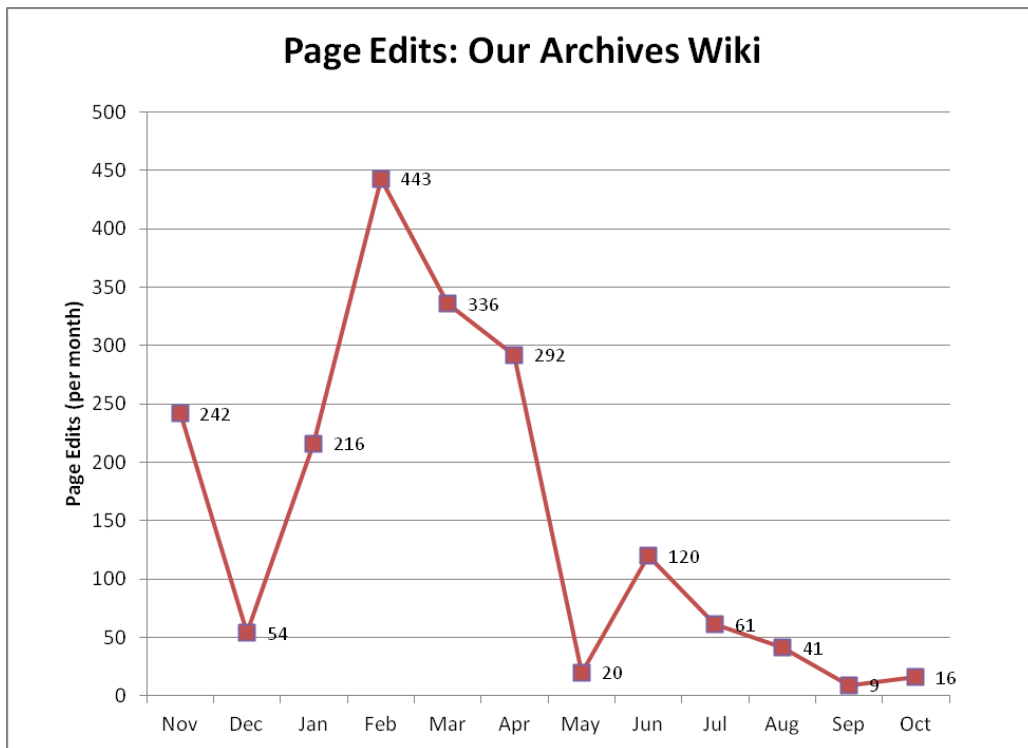


Social Media Tools: Detail View – Our Archives Wiki

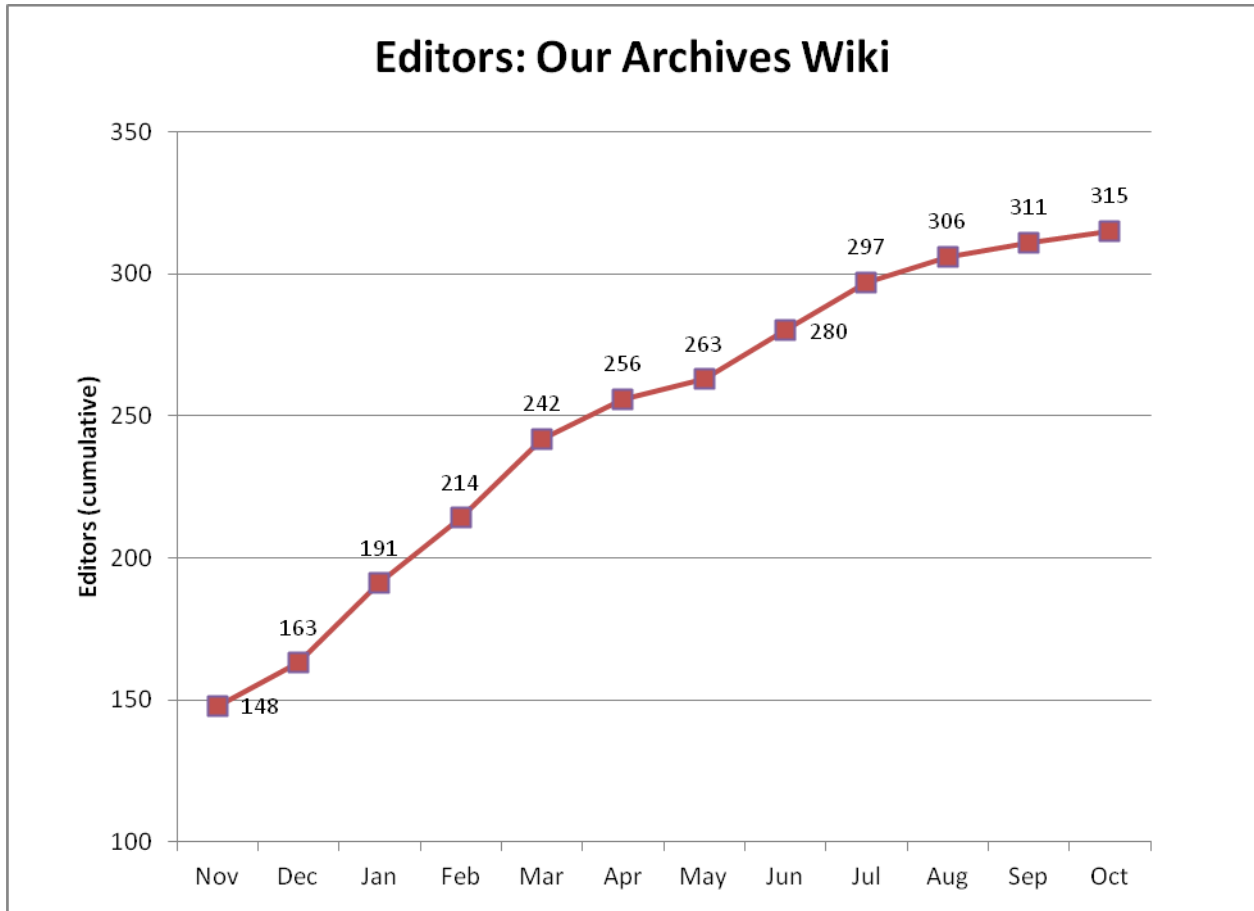
Views on Our Archives Wiki (Per Month)



Edits on Our Archives Wiki (Per Month)

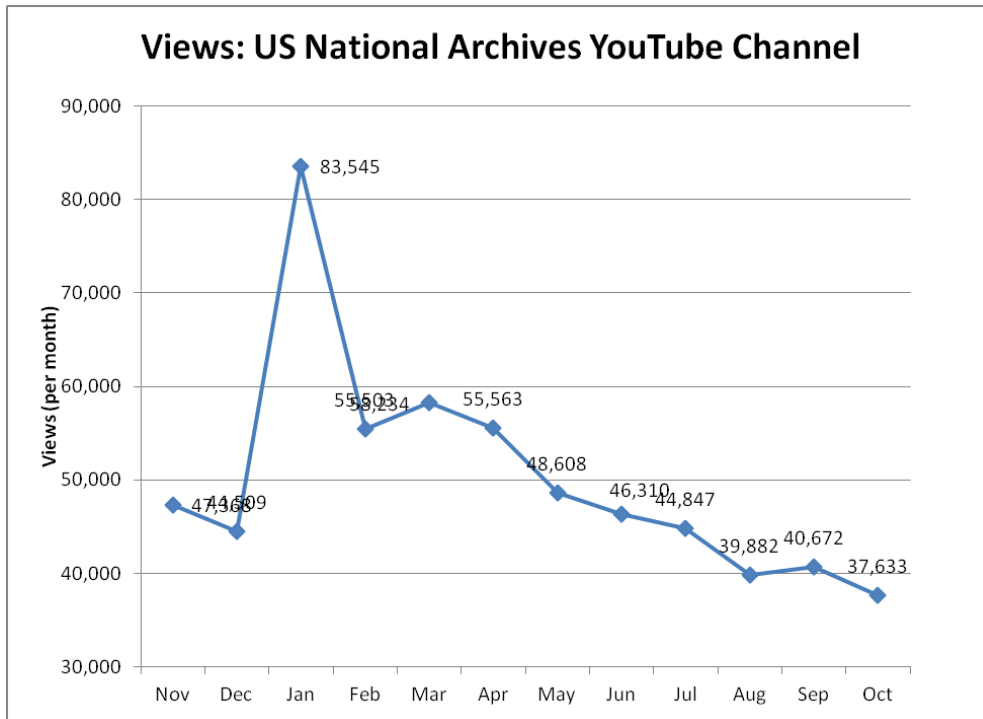


Editors on Our Archives Wiki (Cumulative)

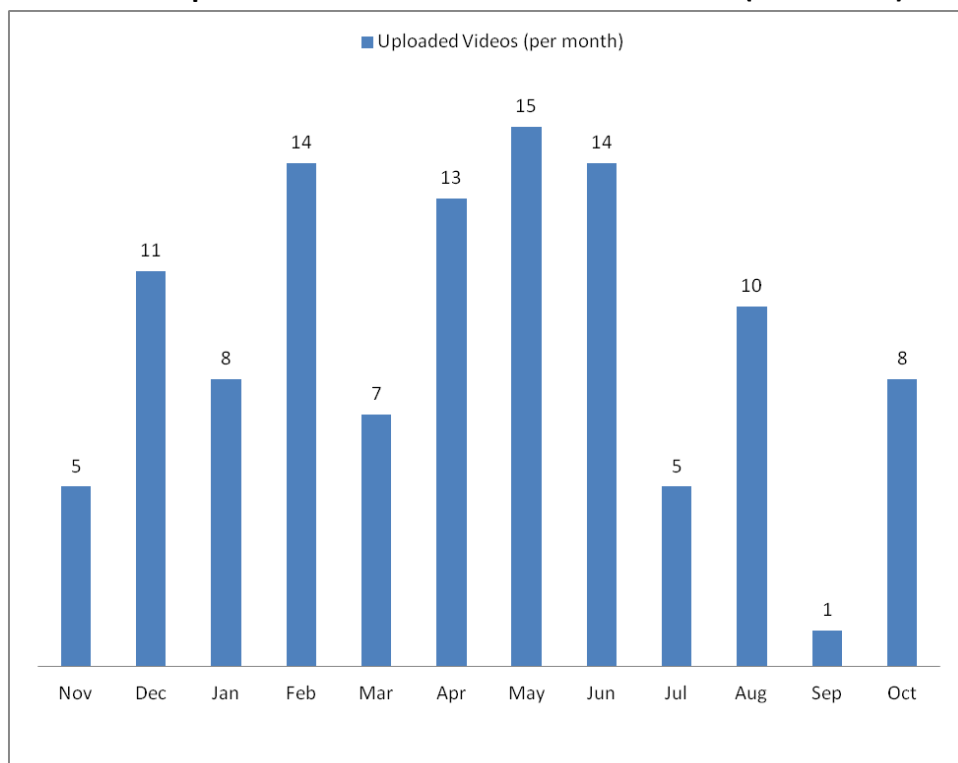


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

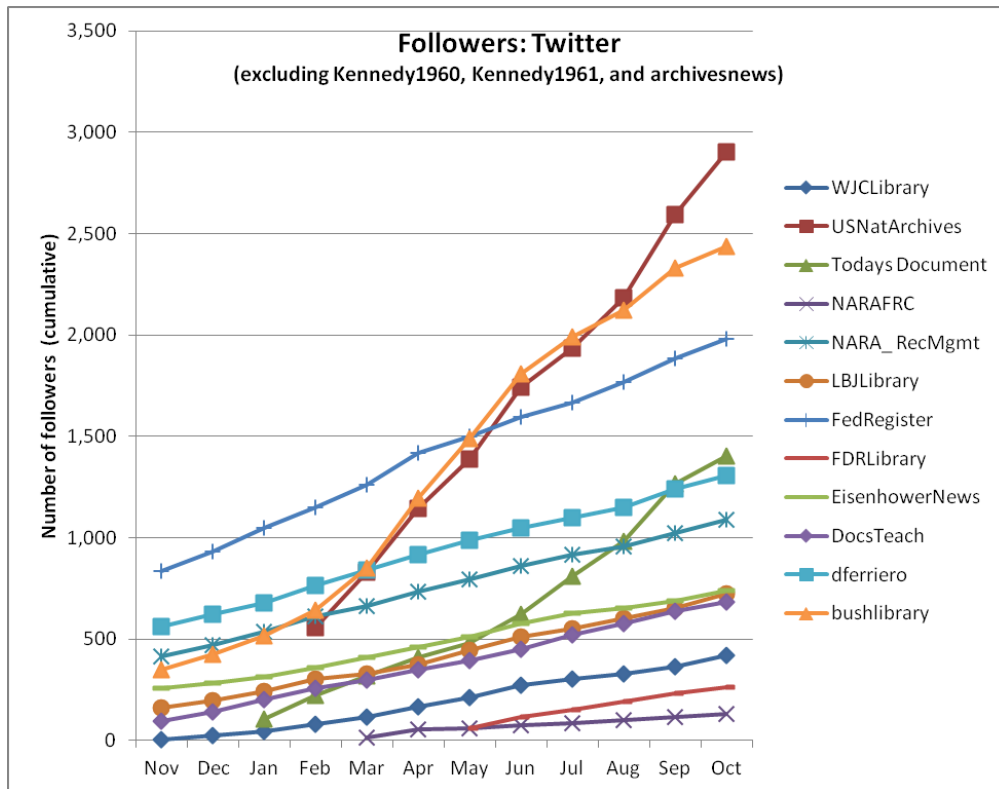
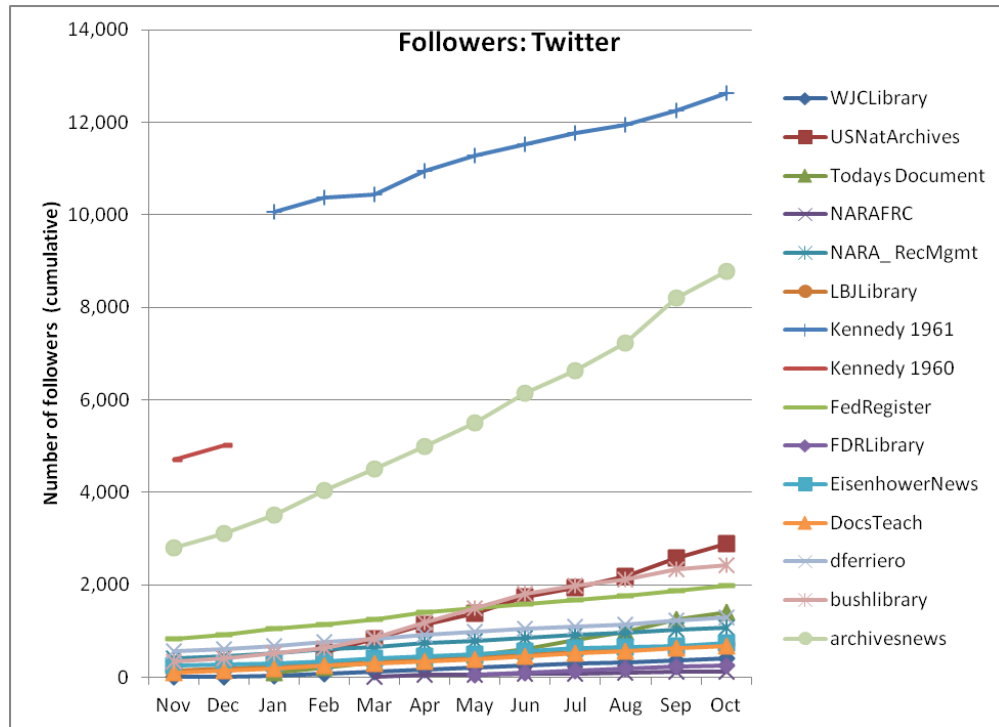


Top 5 Most Viewed Videos for October 2011 on US National Archives Channel

Video Title	Views	% of Total Views
Stories from the Great Depression	6,244	16.6%
War Comes to America (full film)	2,984	7.9%
The Eagle Has Landed - 1969	1,043	2.8%
America's Veterans and the National Archives	1,022	2.7%
Land of Giants - 1935	972	2.6%

Social Media Tools: Detail View – Twitter

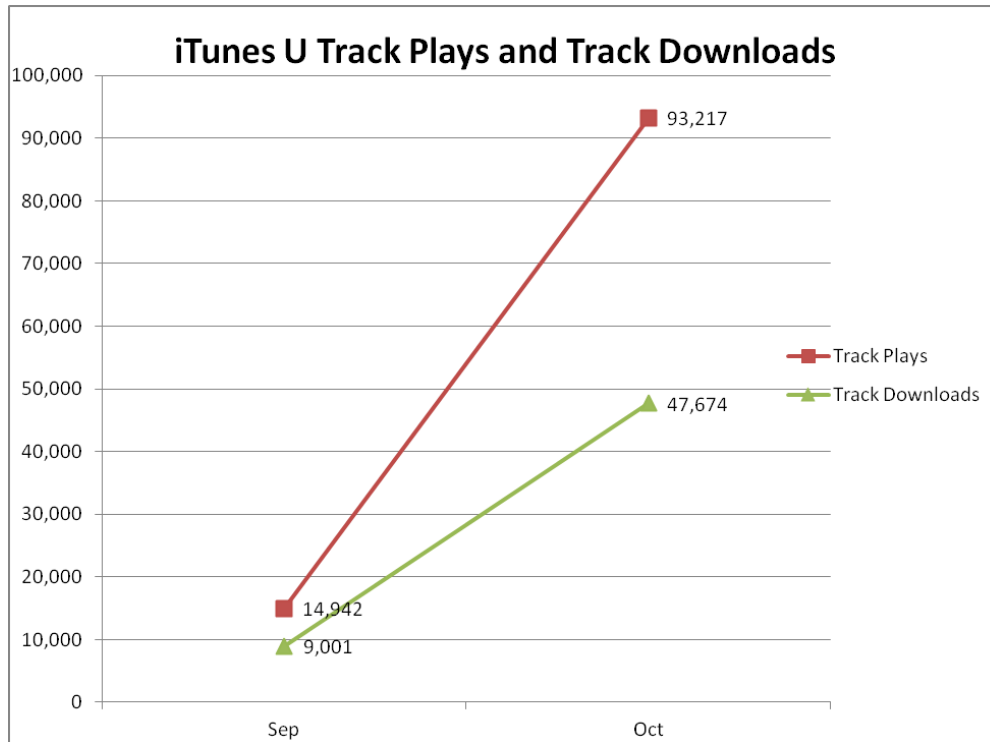
Followers on U.S. National Archives Twitter Feeds (Source: Appendix V)



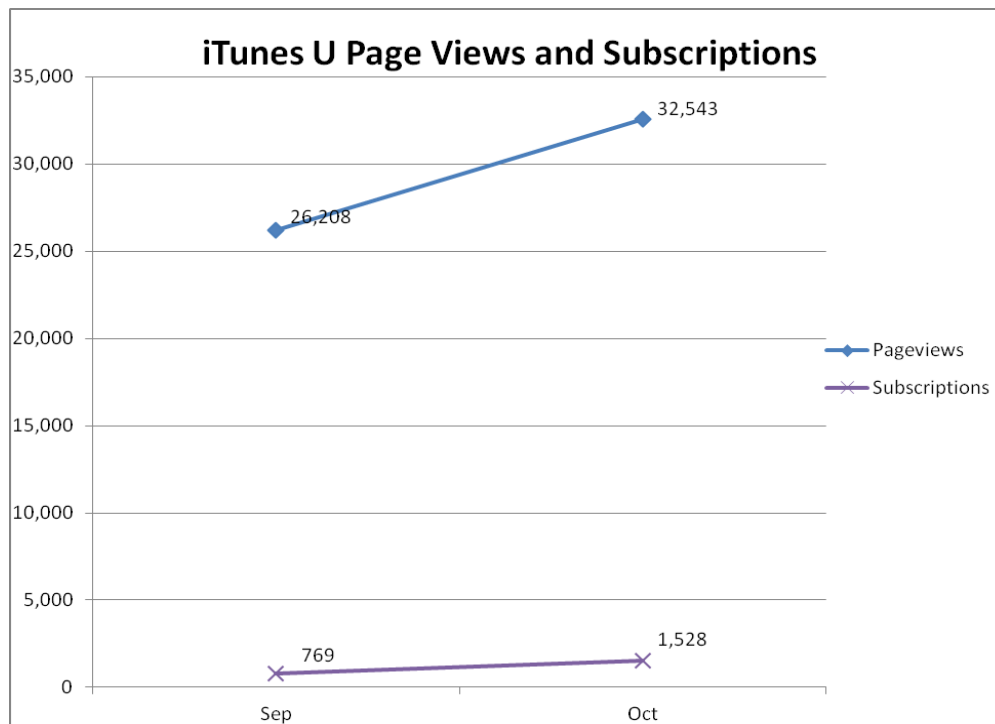
Note: The @Kennedy1961 account replaces @Kennedy1960 starting in January 2011.

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 vistor (monthly)
	Feedburner	RSS feed subscribers
Tumblogs	Google Analytics	Visits Pageviews Unique vistor (monthly)
	Tumblr	Followers
Facebook	Facebook	Post Views Monthly active users
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.

	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	FY Total
AOTUS	2,376	2,868	5,285	4,418	3,656	4,368	3,539	2,862	4,461	3,761	4,370	33,833
FDR Library						42	38	39	180	165	136	299
FOIA	3		4	122	165	188	368	341	433	353	464	1,624
Hoover Blackboard	294	425	593	805	563	570	243	297	322	448	630	4,112
NARAtions	4,721	5,445	5,990	5,967	6,182	6,648	8,063	5,564	5,006	5,588	6,646	53,586
NDC Blog	219	288	325	337	454	795	2,007	496	655	756	484	5,576
NLRR Education Blog	71	90	97	115	140	169	199	49	38	53	86	968
Prologue Blog	5,776	4,786	7,099	5,204	5,748	5,994	5,838	6,656	10,665	9,479	8,188	57,766
Records Express Blog	586	960	977	1,561	1,275	1,337	895	747	1,118	739	1,515	9,456
The Text Message	516	675	581	2,480	993	1,238	1,255	1,992	2,072	2,010	2,783	11,802
Today's Document	20	210	2,210	3,560	3,179	3,377	1,220	1,326	1,578	2,816	3,809	16,680
Transforming Classification (PIDB)					1,016	1,201	576	335	278	217	264	3,406
MONTHLY TOTAL	14,582	15,747	23,161	24,569	23,371	25,927	24,241	20,704	26,806	26,385	29,375	199,108

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

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.

	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	FY Total
AOTUS	4,370	5,777	9,442	7,853	6,948	8,088	7,179	5,835	8,144	7,325	8,110	63,636
FDR Library						117	111	63	330	273	208	621
FOIA	6		10	293	314	337	753	808	1,775	1,307	1,655	4,296
Hoover Blackboard	653	813	1,069	1,551	1,133	1,261	559	591	506	819	1,396	8,136
NARAtions	8,957	10,147	10,626	11,225	11,854	12,988	15,257	10,446	9,528	9,995	11,624	101,028
NDC Blog	432	540	628	663	810	1,507	3,321	863	1,401	1,354	907	10,165
NLRR Education Blog	135	186	175	258	284	375	380	121	98	84	205	2,012
Prologue Blog	10,615	9,150	12,434	10,465	10,905	11,083	10,741	12,674	16,847	16,042	14,856	104,914
Records Express Blog	1,087	1,823	1,907	2,740	2,098	2,079	1,540	1,262	1,893	1,297	2,651	16,429
The Text Message	1,079	1,182	1,170	5,271	2,065	2,256	2,210	3,271	3,614	3,981	4,692	22,118
Today's Document	67	2,182	4,474	6,373	5,610	5,538	2,135	2,608	3,135	5,491	7,738	32,122
Transforming Classification (PIDB)					2,467	3,652	1,595	688	457	319	382	8,859
MONTHLY TOTAL	27,401	31,800	41,935	46,692	44,488	49,281	45,781	39,230	47,728	48,287	54,424	374,336

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.

	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct
AOTUS	1,593	3,167	6,147	8,810	10,970	13,226	14,836	16,477	18,939	21,284	24,193
FDR Library						17	23	54	202	342	468
FOIA	2	2	4	90	212	351	594	794	1,085	1,297	1,573
Hoover Blackboard	253	637	1,168	1,851	2,346	2,823	3,011	3,259	3,537	3,935	4,479
NARAtions	3,622	8,511	12,956	18,657	23,088	26,862	30,854	34,971	38,451	42,308	47,405
NDC Blog	188	406	739	939	1,151	1,727	3,483	3,816	4,192	4,672	5,003
NLRR Education Blog	88	245	432	562	649	744	800	845	879	931	1,010
Prologue Blog	4,502	7,828	12,951	16,523	20,428	24,530	28,076	32,652	40,685	48,126	54,581
Records Express Blog	441	1,063	1,683	2,587	3,399	4,190	4,686	5,157	5,827	6,316	7,347
The Text Message	325	631	905	2,369	2,845	3,466	4,144	5,560	7,001	8,390	10,451
Today's Document	4	30	1,759	4,767	7,408	10,198	11,278	12,476	13,893	16,388	19,790
Transforming Classification (PIDB)					584	1,215	1,526	1,752	1,934	2,107	2,319

APPENDIX II.D: Blog Unique Viewers (Monthly)

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

	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct
AOTUS	1,593	1,869	3,391	3,214	2,693	2,946	2,257	2,052	3,123	2,800	2,909
FDR Library						17	12	34	149	147	126
FOIA	2		3	88	132	156	272	246	339	262	276
Hoover Blackboard	253	392	543	704	515	494	200	261	296	407	544
NARAtions	3,622	5,200	4,851	6,233	4,912	4,280	4,614	4,582	3,962	4,410	5,097
NDC Blog	188	241	363	250	259	646	1,823	396	458	557	331
NLRR Education Blog	88	158	191	134	88	158	60	48	37	52	79
Prologue Blog	4,502	3,709	5,622	4,083	4,435	4,712	4,215	5,168	8,704	8,054	6,455
Records Express Blog	441	673	725	1,050	987	995	643	564	816	596	1,031
The Text Message	325	371	353	1,573	624	753	808	1,555	1,608	1,534	2,061
Today's Document	4	30	1,747	3,088	2,742	2,900	1,121	1,235	1,450	2,545	3,402
Transforming Classification (PIDB)					584	722	385	261	205	188	212
MONTHLY TOTAL	11,018	12,643	17,789	20,417	17,971	18,779	16,410	16,402	21,147	21,552	22,523

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

	Mar	Apr	May	June	July	Aug	Sept	Oct
AOTUS	776	796	829	768	787	885	826	902
FOIA Ombudsman	2	7	9	16	13	25	868	935
Hoover Blackboard	32	29	28	33	36	30	36	40
In Roosevelt History				0	0	0	0	0
NARAtions	788	800	827	832	779	895	18	25
NDC Blog	85	80	94	89	97	94	103	119
Prologue	183	181	187	188	207	263	214	249
Reagan Education Workshops	5	3	5	3	4	3	4	4
Records Express	133	131	137	129	131	151	138	160
Text Message	60	58	69	68	74	90	79	93
Today's Document	20	61	56	51	20	66	62	95
Transforming Classification (PIDB)	53	44	53	47	28	54	33	56
Washboard					0	1	1	5

APPENDIX IV.A: Facebook Post Views

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

	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	FY Total
Monthly Total (A+P+R)	894,547	1,010,782	939,488	1,293,903	1,348,222	1,215,913	1,351,975	1,529,890	1,609,330	1,849,496	1,583,671	1,412,592	16,039,809
Agency-Wide Total	570,882	748,901	635,377	930,344	975,855	785,056	886,021	1,026,957	1,036,264	1,276,772	974,357	755,637	10,602,423
Assembly								161	1019	1012	802	723	2,192
eStore	974	5144	556	3876	5736	3979	2523	1920	2042	1,283	1,811	1,308	28,033
Recovery	36120	23874	30,590	25370	34713	20281	25995	20121	26144	20882	14,433	20,372	301,559
Constitution	27815	28795	7,139	15018	14831	14857	14902	12628	13914	13521	22,521	21,640	198,235
Federal Register	5925	17472	14,983	14842	8979	6714	2487	1548	2490	6325	4,254	3,577	91,080
Federal Records Centers						2603	3530	4188	2248	3,931	5,973	2,325	16,500
NCAST				3392	29321	13885	12973	7847	9956	6,893	10,711	5,761	84,267
NHPRC	56250	48884	49,370	41882	64197	39799	56670	50187	38840	30883	36,280	32,055	536,900
NPAC Blue - US National Archives	378,038	552,761	446,845	726,431	713,744	616,157	693,745	842,160	831156	1,054,370	746,817	575,710	7,264,915
Preservation	10761	8423	14,113	16006	15643	8674	15448	14986	9973	10639	4,866	8,637	140,774
Research Red	54999	63548	66,385	56936	62731	34951	25316	21094	31538	32857	43,537	49,116	501,821
Today's Document			5,396	26591	25960	23,156	32432	50117	66944	94176	82,352	34,413	324,772
	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	FY Total
Presidential Total	263,004	201,117	229,116	273,982	278,686	335,469	352,907	379,522	460,244	458,896	489,330	540,147	3,506,289
Bush	75297	49106	59,808	92350	56923	88983	62658	72256	86587	87058	90,546	137,330	806,066

Carter	27113	20636	14,137	19585	30754	31547	29707	21404	13190	11233	25,916	24,144	251,204
Clinton	16749	16171	8,631	19168	44865	38464	43544	60120	152919	157629	141,163	157,350	576,018
Eisenhower	59260	19998	35,083	36566	27013	62802	52812	49222	28412	49282	70,054	40,571	491,884
Ford Library	7911	8036	3,537	3105	5432	4486	4169	5057	8067	1,804	1,760	3,828	58,879
Ford Museum	5703	5634	5,303	5097	4745	4647	4279	4932	3619	1078	9,751	3,358	52,528
Hoover	11032	7034	9,804	5833	11927	8730	12245	14048	16628	13417	10,485	16,344	123,582
Johnson	26966	24179	22,395	20454	15680	24311	54705	19044	20762	31244	22,874	25,575	292,457
Nixon	18539	11559	16,835	15626	21152	18081	17320	24435	24964	12079	22,858	14,203	197,439
Roosevelt	873	2594	3,201	5061	11024	17795	18235	24819	18492	23,297	25,200	22,460	125,391
Truman	13561	36170	50,382	51137	49171	35623	53233	84185	86604	70775	68,723	94,984	530,841
	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	FY Total
Regional Total	60661	60764	74995	89577	93681	95388	113047	123411	112822	113828	119984	116808	1004744
Anchorage									2273	1,962	3,047	3,186	4235
Atlanta	14282	10287	14129	16391	22833	15033	29207	28574	18485	23446	20,980	10,302	212013
Boston	11639	10258	15648	13772	12565	10608	16248	19039	27572	26,432	26,671	17,707	177698
Chicago													0
Denver		1429	2439	3285	5041	5944	4185	3004	2733	3,309	3,133	3,074	31369
Fort Worth	2097	11737	15320	19847	20272	17281	16297	15421	13579	11,330	19,480	11,320	143181
Kansas City	15243	13179	14829	16208	14126	24418	19550	12779	14687	15,563	10,008	28,262	173439
New York	14166	10940	6614	7133	6691	6924	12625	12668	13375	11657	12,782	18,031	120599
Philadelphia			787	5720	4290	5328	6817	9478	5474	5,534	6,017	3,649	43428

Riverside			11	2159	4046	3886	2505	5864	3850	6,001	4,988	3,751	28322
Seattle							5240	11958	6188	4,613	8,049	8,748	27999
St. Louis	3234	2934	5218	5062	3817	5966	373	4626	4606	3,981	4,829	8,778	42461

APPENDIX IV.B: Facebook Monthly Active Users

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

	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct
Monthly Total (A+P+R)	19,776	22,462	22,796	26,029	26,894	29,917	30,965	35,617	43,947	43,248	51,253	54,967
Agency-Wide Total	10,606	12,870	12,739	14,855	15,143	16,165	15,884	18,011	17,973	20,098	22,754	22,925
Assembly	0	0	0	0	0	0	0	19	39	55	52	65
eStore	99	247	22	156	206	189	162	83	64	49	82	59
Recovery	933	780	967	874	923	916	930	877	976	952	986	1,042
Constitution	813	866	562	810	761	857	778	785	903	957	1,577	1,590
Federal Register	245	521	525	579	513	453	93	85	293	509	438	427
Federal Records Centers	0	0	0	0	0	117	92	111	101	149	201	150
NCAST	0	0	0	124	289	254	267	275	258	241	311	289
NHPRC	917	970	957	1034	1156	1130	1216	1598	1139	1,048	1,467	1,707
NPAC Blue - US National Archives	5978	7657	7659	8938	8872	9718	9782	11415	11283	12,816	13,933	13,835
Preservation	365	385	468	508	527	541	608	695	605	622	535	665
Research Red	1256	1444	1409	1490	1505	1493	1426	1352	1471	1,666	2,007	2,015
Today's Document			170	342	391	497	530	716	841	1,034	1,165	1,081
	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct
Presidential Total	7,174	7,530	7,774	8,469	8,957	10,618	11,557	13,590	21,768	18,812	23,569	27,249

Bush	2003	1839	1993	2217	1822	2182	3063	2436	4535	2,649	4,156	7,861
Carter	909	968	857	977	1120	1217	1140	1183	1205	1,149	2,173	1,969
Clinton	483	662	518	825	1000	1069	1118	1799	5474	5,332	5,735	5,891
Eisenhower	1059	950	1078	1089	944	1321	1378	1766	1421	1,577	1,965	1,838
Ford Library	231	237	212	142	313	287	304	425	652	277	107	369
Ford Museum	262	351	327	327	356	406	380	502	844	410	846	241
Hoover	366	417	557	398	507	516	552	626	679	682	702	761
Johnson	508	602	555	602	531	690	771	774	820	970	1,029	1,048
Nixon	533	446	541	568	630	673	692	911	901	849	1,550	1,303
Roosevelt	80	124	133	151	279	843	672	571	638	751	968	1,158
Truman	740	934	1003	1173	1455	1414	1487	2597	4599	4,166	4,338	4,810
	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct
Regional Total	1996	2062	2283	2705	2794	3134	3524	4016	4206	4338	4930	4793
Anchorage									94	69	105	104
Atlanta	701	411	516	519	652	657	790	886	835	834	990	820
Boston	230	253	291	312	308	369	401	502	537	546	613	576
Chicago												
Denver	0	79	82	107	139	164	149	145	151	184	189	191

Fort Worth	153	281	402	442	437	479	456	487	500	454	639	563
Kansas City	366	428	359	437	408	448	474	495	502	568	545	705
New York	458	509	433	435	412	480	612	681	768	790	845	909
Philadelphia	0	0	33	136	141	193	207	254	223	260	309	241
Riverside	0	0	0	124	100	102	119	156	157	196	189	164
Seattle	0	0	0	0	0	0	115	142	150	132	171	165
St. Louis	88	101	167	193	197	242	201	268	289	305	335	355

APPENDIX V: Twitter Followers (Cumulative)

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct
archivesnews	2,800	3,120	3,503	4,037	4,499	5,003	5,497	6,148	6,631	7233	8207	8787
bushlibrary	347	424	515	640	849	1,197	1,490	1,806	1,992	2121	2332	2437
dferriero	559	621	679	762	838	914	986	1,047	1,100	1151	1239	1305
DocsTeach	96	142	200	255	296	350	396	451	519	575	636	683
EisenhowerNews	257	283	312	359	408	459	512	576	625	652	686	740
FDRLibrary							58	115	149	189	232	263
FedRegister	837	930	1,050	1,150	1,263	1,418	1,499	1,593	1,667	1766	1886	1980
Kennedy 1960	4,707	5,012										
Kennedy 1961			10,063	10,366	10,449	10,947	11,284	11,531	11,767	11954	12262	12641
LBJLibrary	159	196	243	303	328	372	444	512	549	603	655	725

NARA_ RecMgmt	413	468	536	610	665	736	793	858	915	957	1024	1087
NARAFRC					13	53	58	73	87	98	117	132
Todays Document			106	223	318	409	479	624	808	982	1264	1404
USNatArchives				557	830	1,146	1,385	1,742	1,937	2184	2592	2903
WJCLibrary	6	24	44	81	117	167	211	270	302	326	364	421

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

	Sept	Oct
Page Views	26,208	32,543
Track Plays	14,942	93,217
Track Downloads	9,001	47,674
Subscriptions	769	1,528