

SOCIAL MEDIA HIGHLIGHTS

- The National Archives and the Presidential Libraries joined Foursquare.
- The Challenge.gov NARA Photo Contest winners were announced.

BUZZ

- Budget cuts for fiscal year 2012 were unveiled, and the Archives Library Information Center (ALIC) was affected.
- The *Washington Post* profiled the Archival Recovery Team.
- Brad Meltzer visited NARA to discuss his novel, *The Inner Circle*.

VIEWS/IMPRESSIONS PER SOCIAL MEDIA SITE

Social Media Tool	FY 2010 Views	FY 2011 Views
Archives.gov Blogs	120,455 (May – Sept)	73,823
National Archives YouTube Channel	206,360	267,401
Flickr Commons Photostream	1,209,356	833,306
NARA Facebook pages	110,055 (March – Sept)	28,716
Our Archives Wiki	43,087	57,575

CITIZENS ENGAGED

Social Media Site	Fans/Followers/Subscribers	Overall Views
Archives.gov Blogs	1,921	237,969
Facebook (all NARA pages)	33,099	138,771 (unique visitors)
YouTube	2,038	512,786
Flickr	2,868	2,456,215
Our Archives Wiki	231	100,662
Twitter (all NARA feeds)	19,343	--
Foursquare	4,005	--

External (Archives.gov) Blogs

1. [AOTUS](#)
2. [Hoover Blackboard](#)
3. [NARAtions](#)
4. [National Declassification Center \(NDC\)](#)
5. [Prologue](#)
6. [Records Express](#)
7. [The Text Message](#)

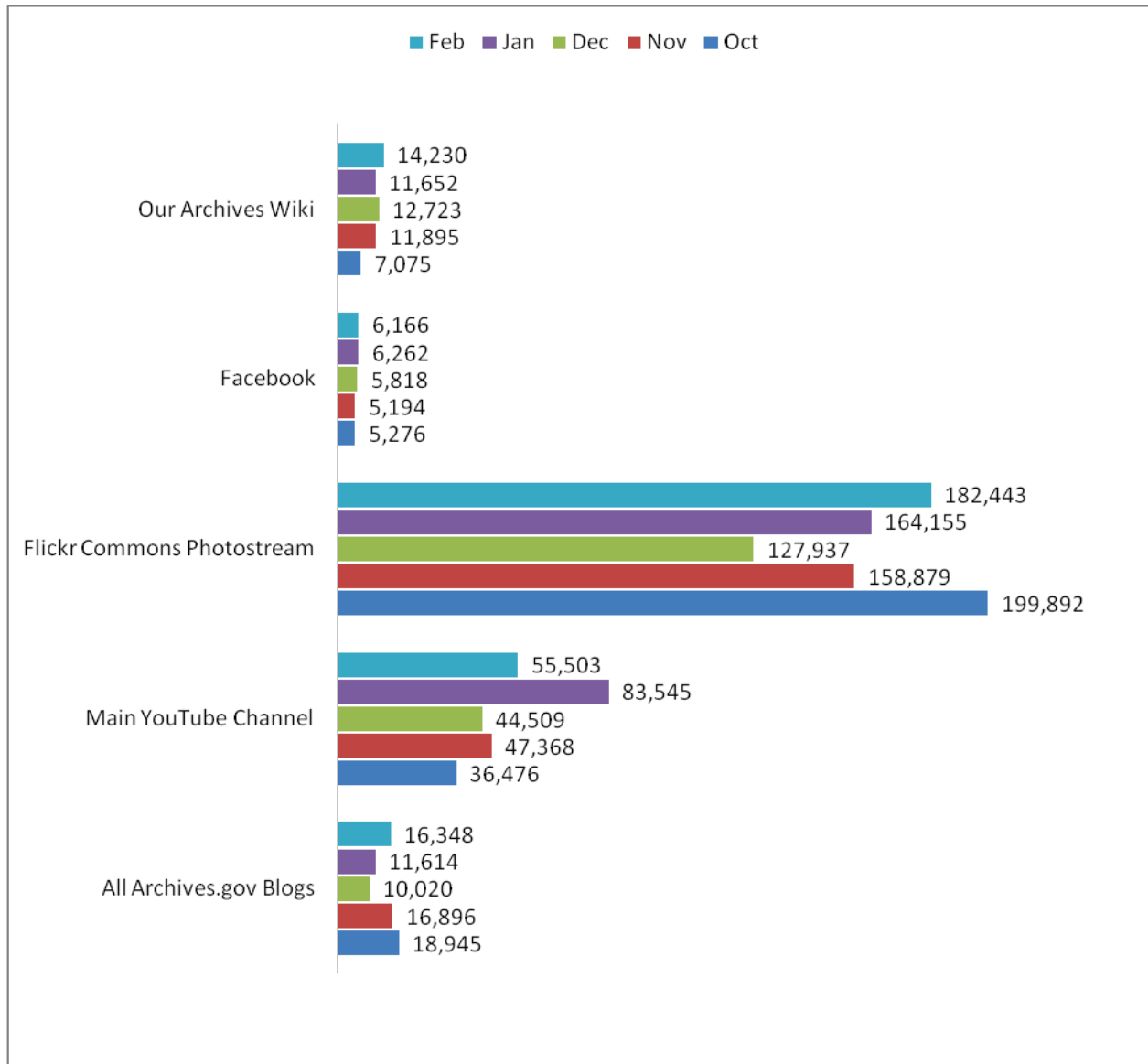
Internal (Nara@Work) Blogs

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

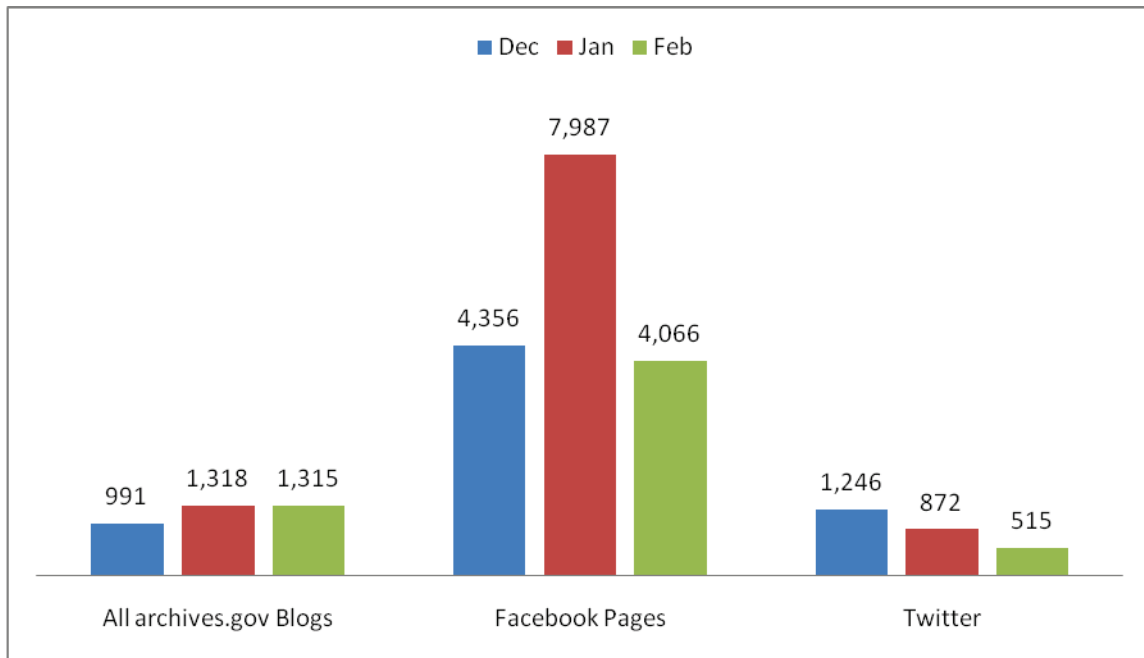
Social Media Toolbox (Tools currently in use)

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

Monthly Views: External Social Media Projects

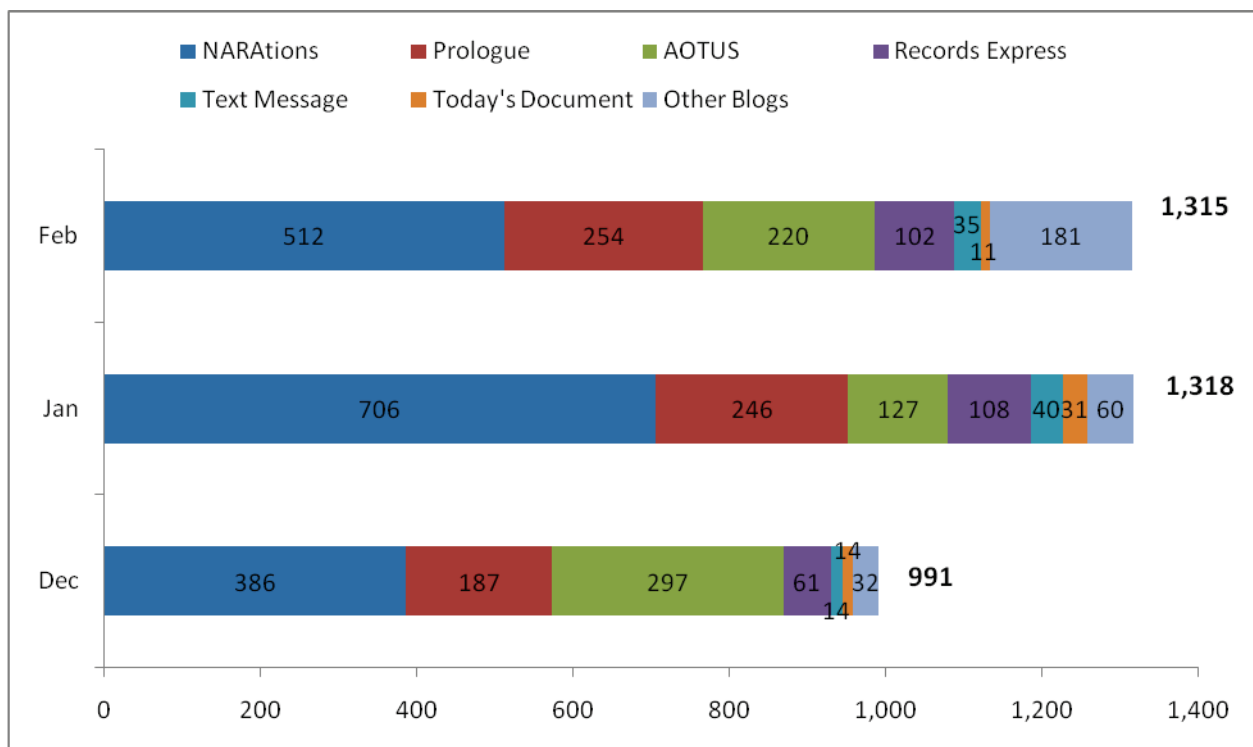


Number of Archives.gov Visits Referred by Social Media Sites



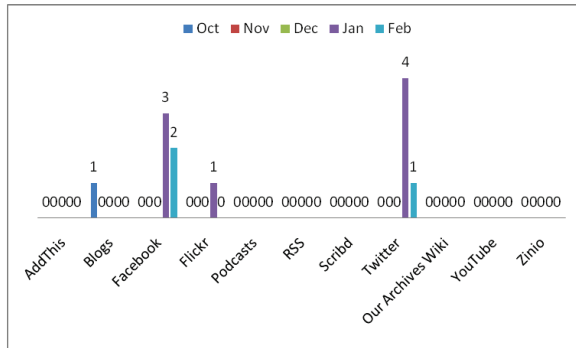
*Data from Google Analytics is only available starting from December 2010.

Number of Archives.gov Visits Referred by NARA Blogs

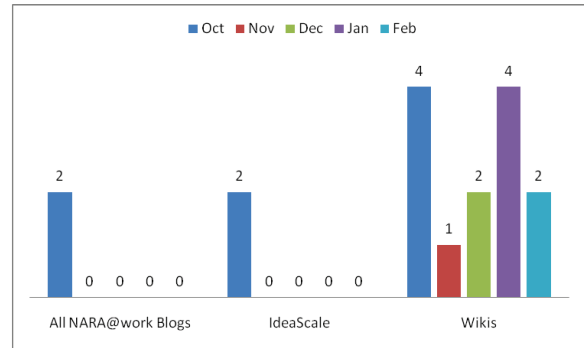


*Data from Google Analytics is only available starting from December 2010.

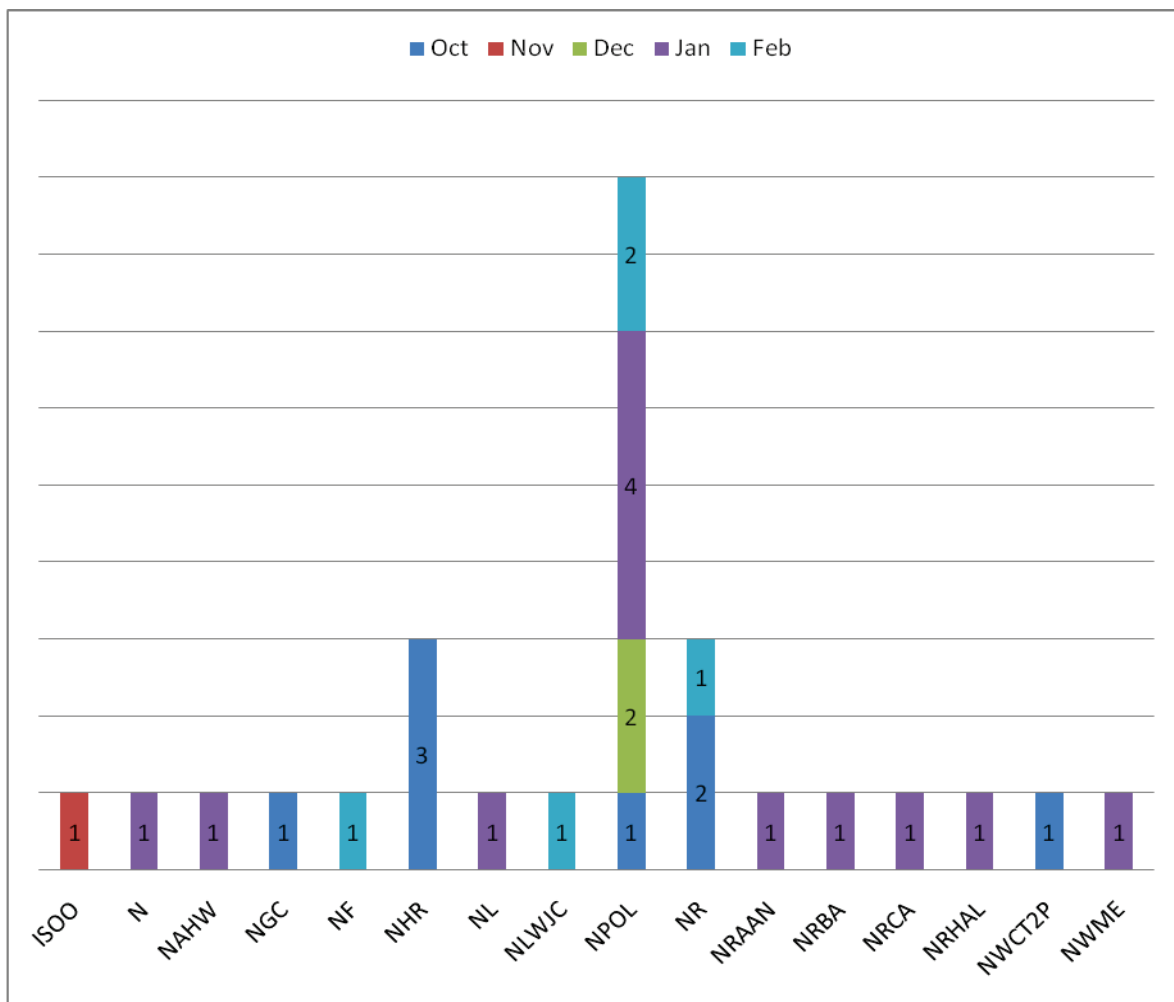
Number of New External Social Media Projects



Number of New Internal Social Media Projects



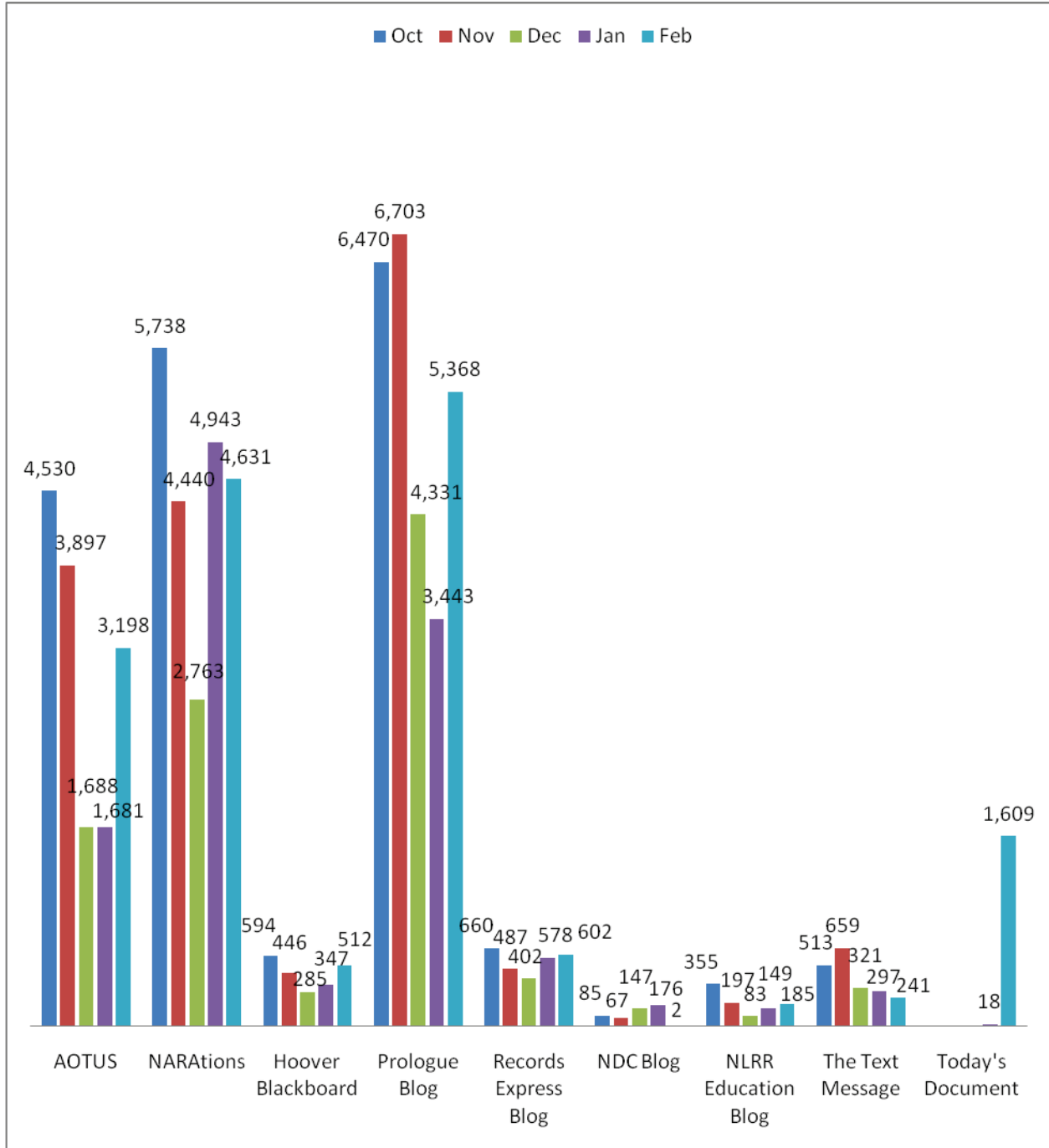
Number of Social Media Projects by Office



Social Media Tools: Detail View

Blogs

Visits on All Archives.gov Blogs

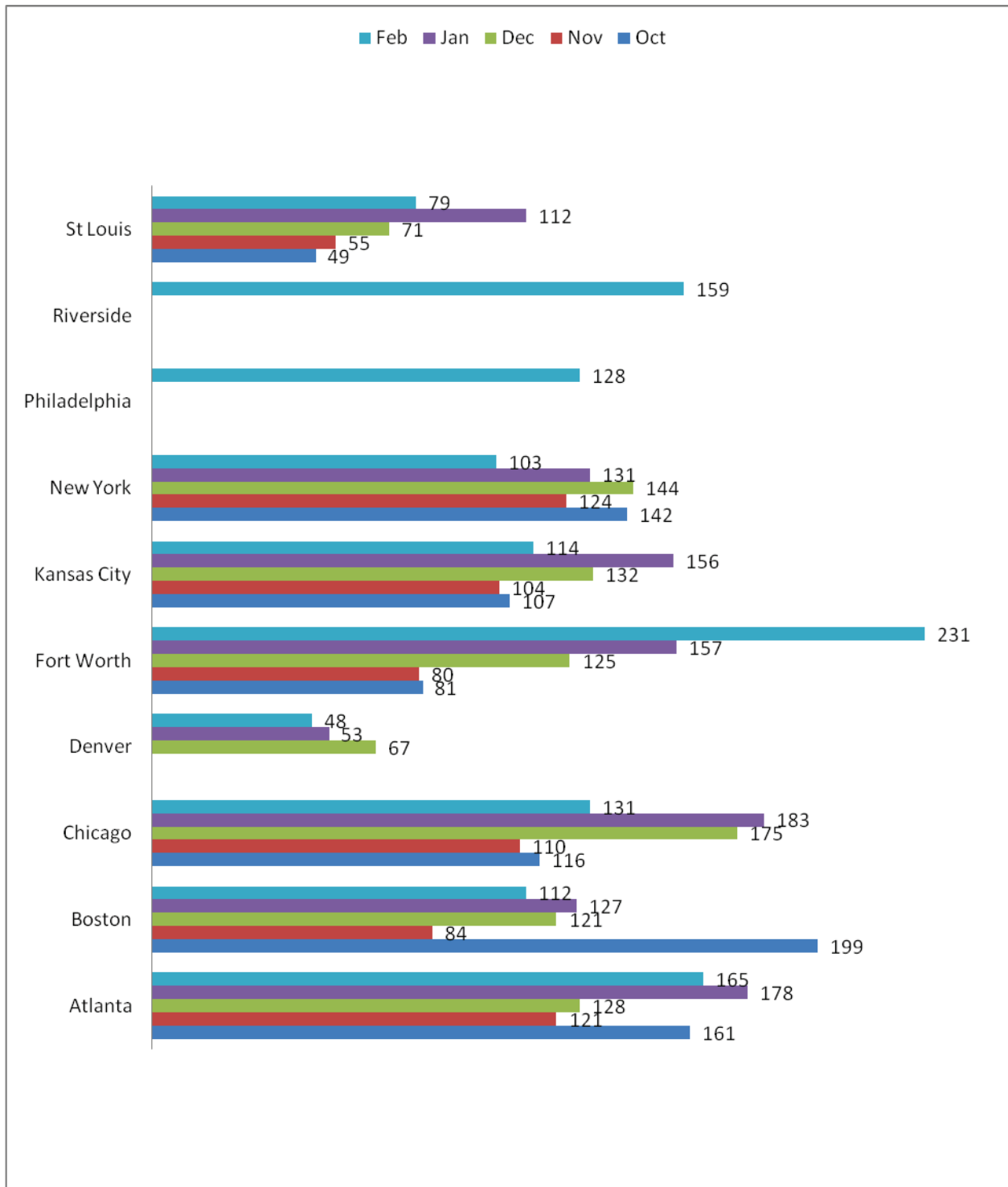


Top 5 Most Viewed Blog Posts in February

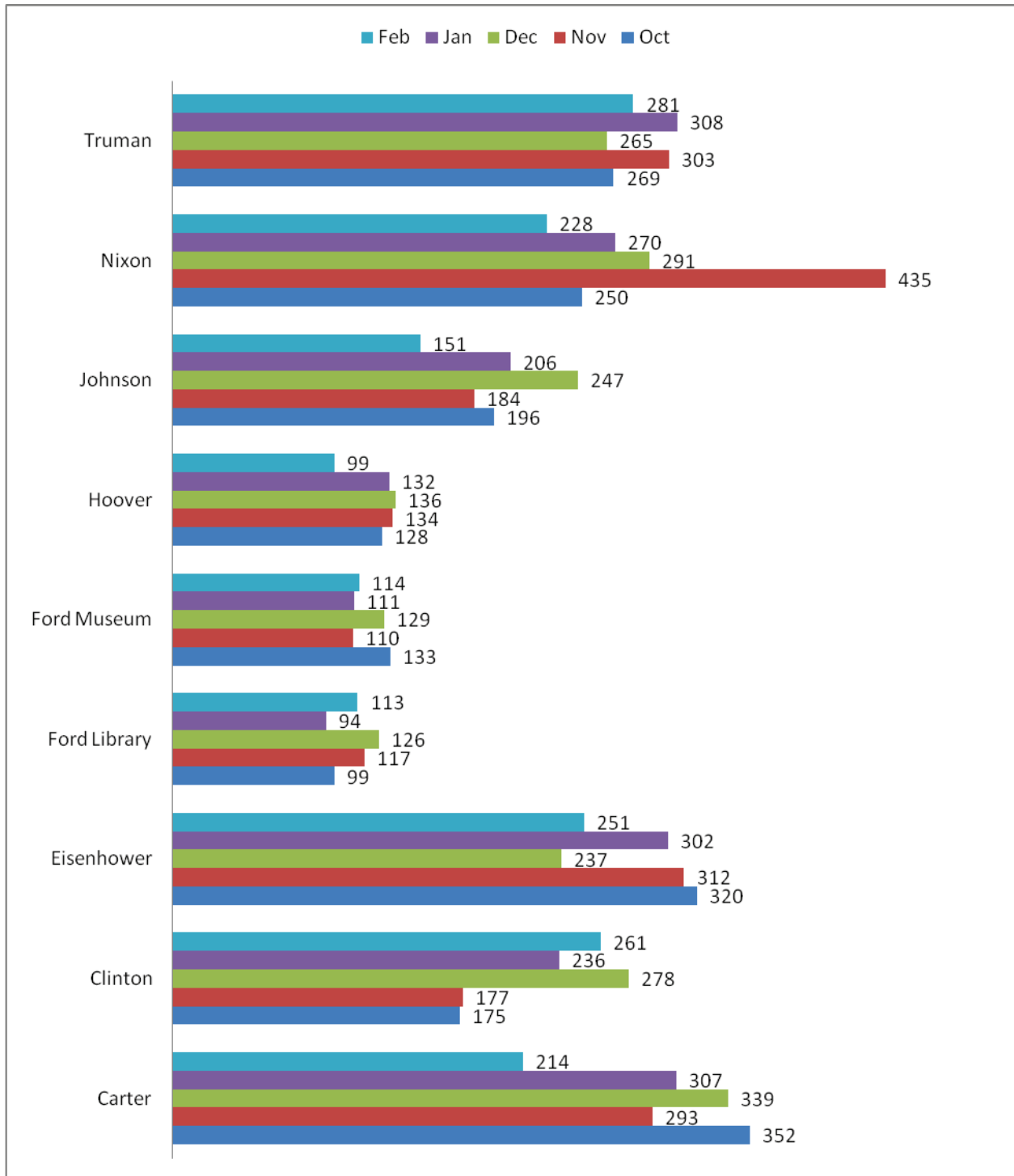
Blog	Views	Post Title
AOTUS	1,543	A National Archives of the Future
Prologue	1,451	The OSS and the Dalai Lama
NARAtions	1,189	FEMA Photographs Now Online
AOTUS	926	Doing More With Less
Prologue	537	Little house in the big archives

Facebook

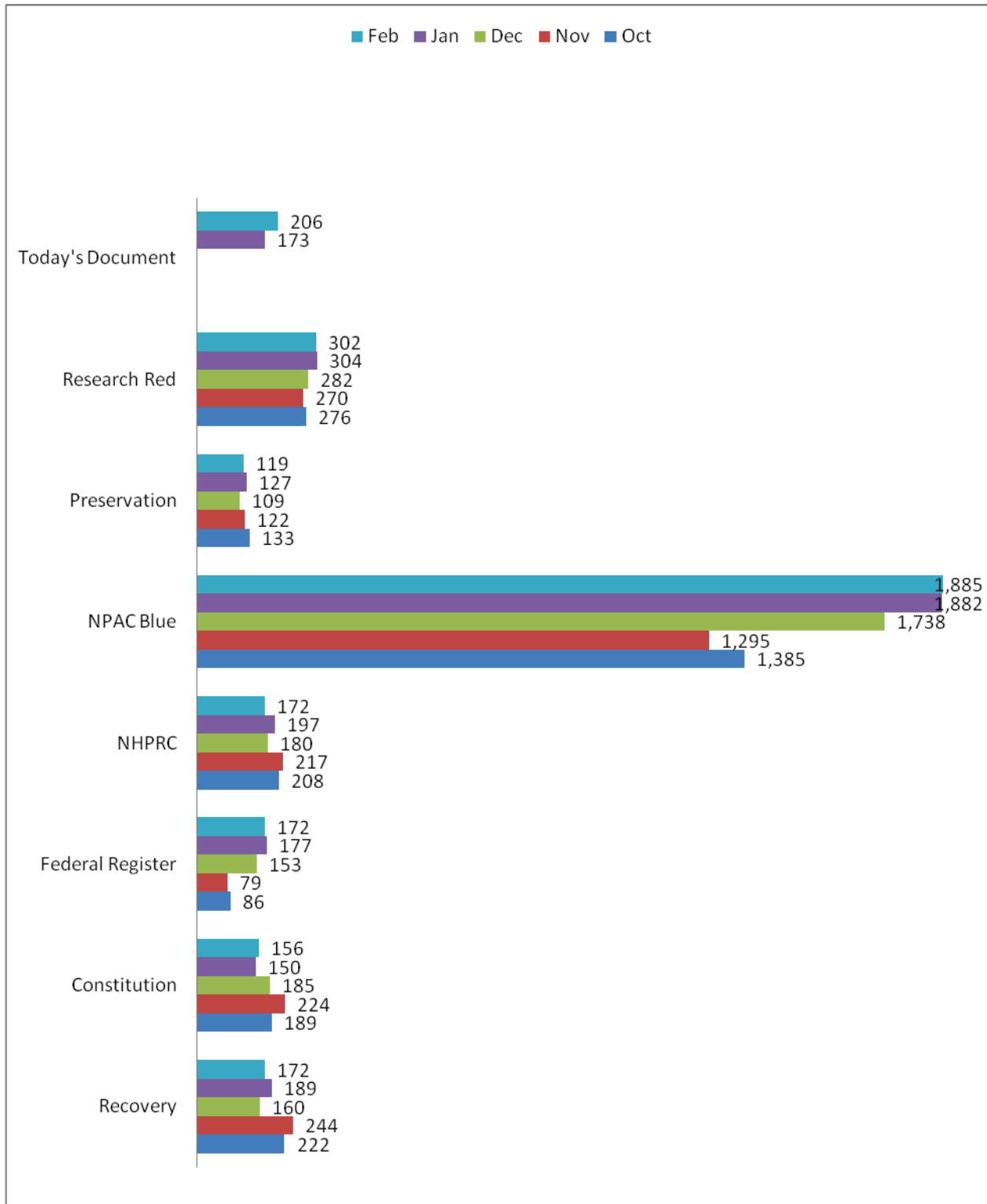
Views or Impressions on Regional Pages



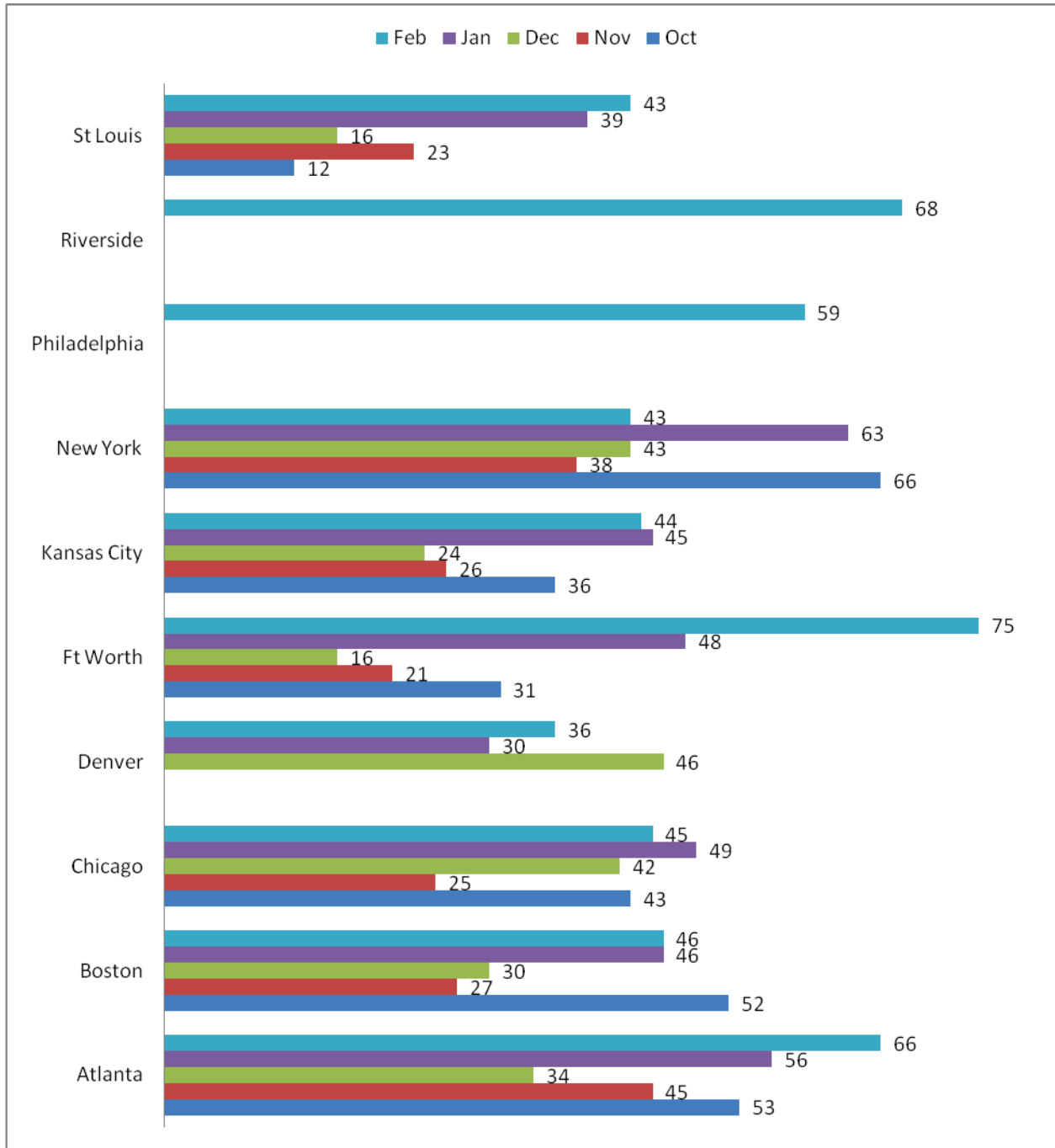
Views or Impressions on Presidential Library Pages



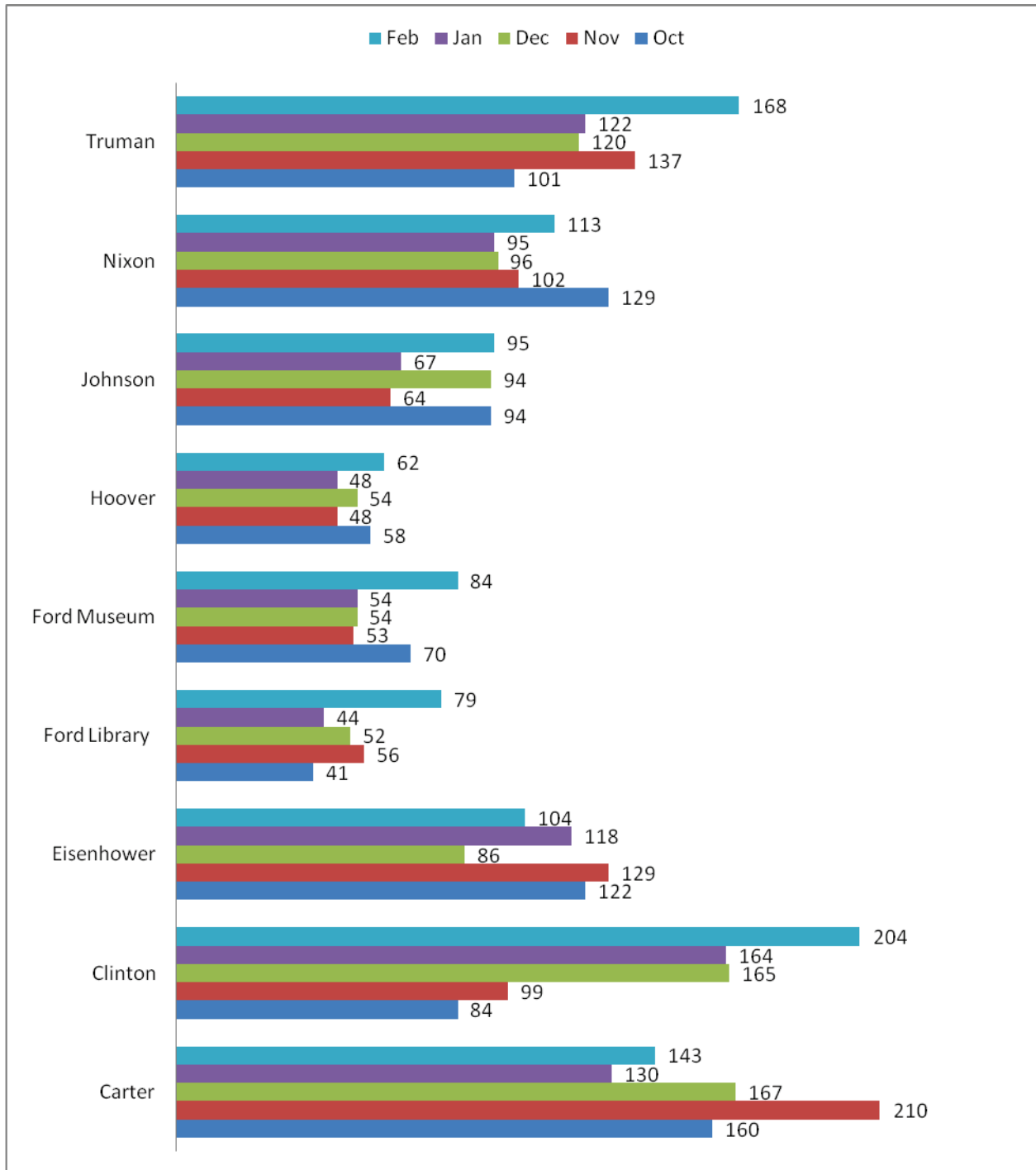
Views or Impressions on Agency-Wide Pages



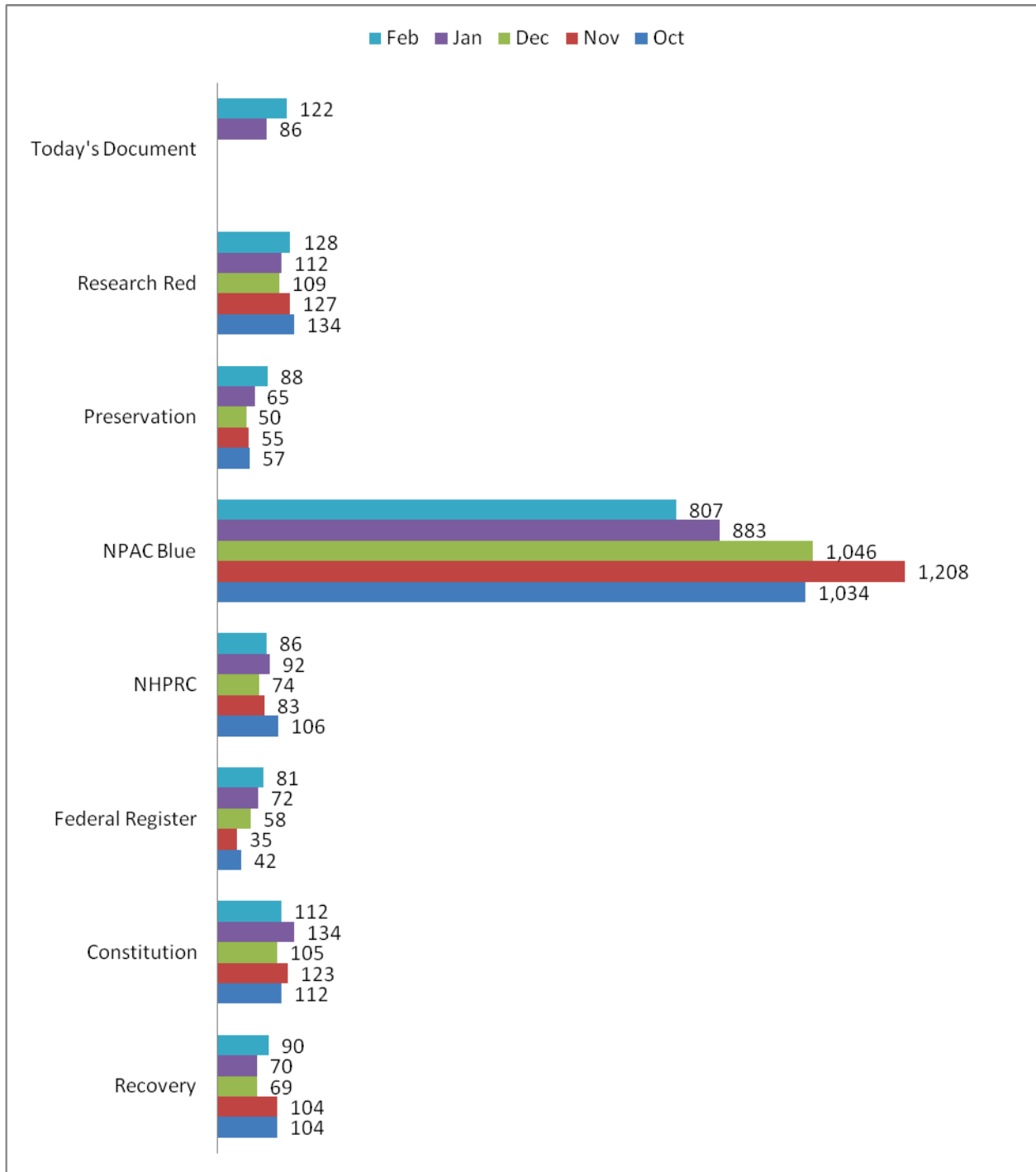
Fans of Regional Pages



Fans of Presidential Library Pages

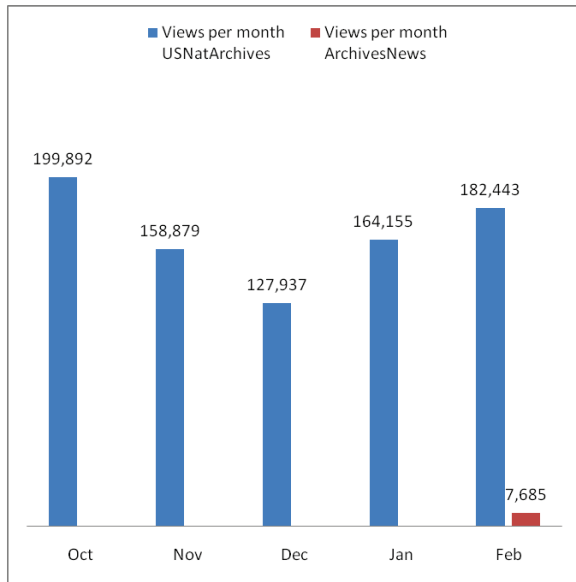


Fans of Agency-Wide Pages

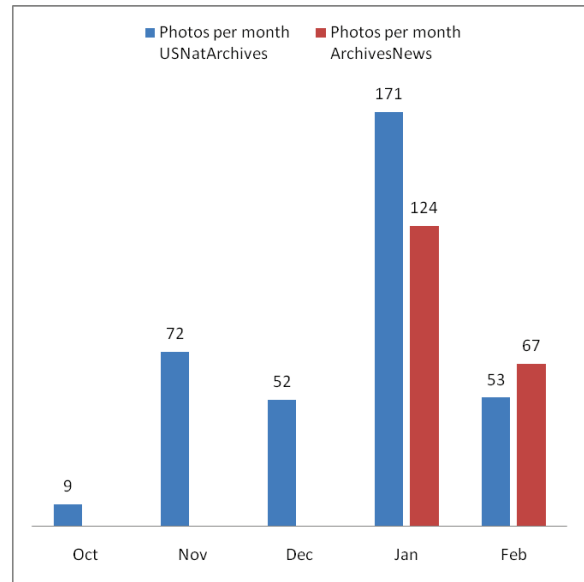


Flickr

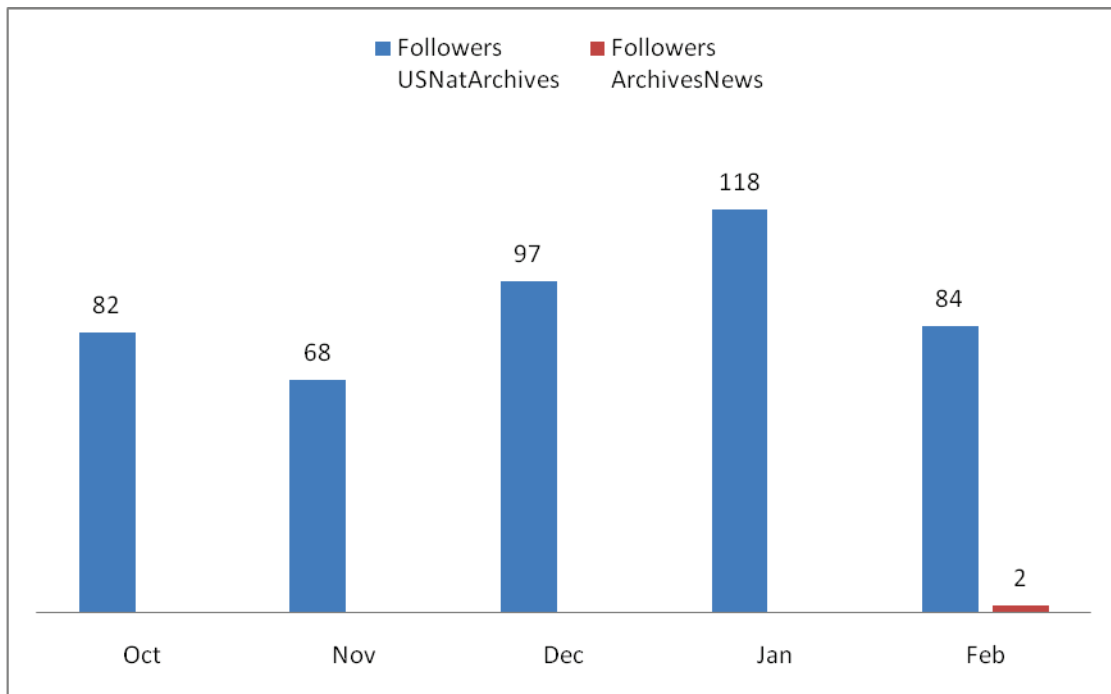
Views on Photostream (Per Month)








Photos Uploaded (Per Month)



Followers of U.S. National Archives and ArchivesNews Photostreams



Top 5 Most Viewed Photos on U.S. National Archives Flickr Photostream

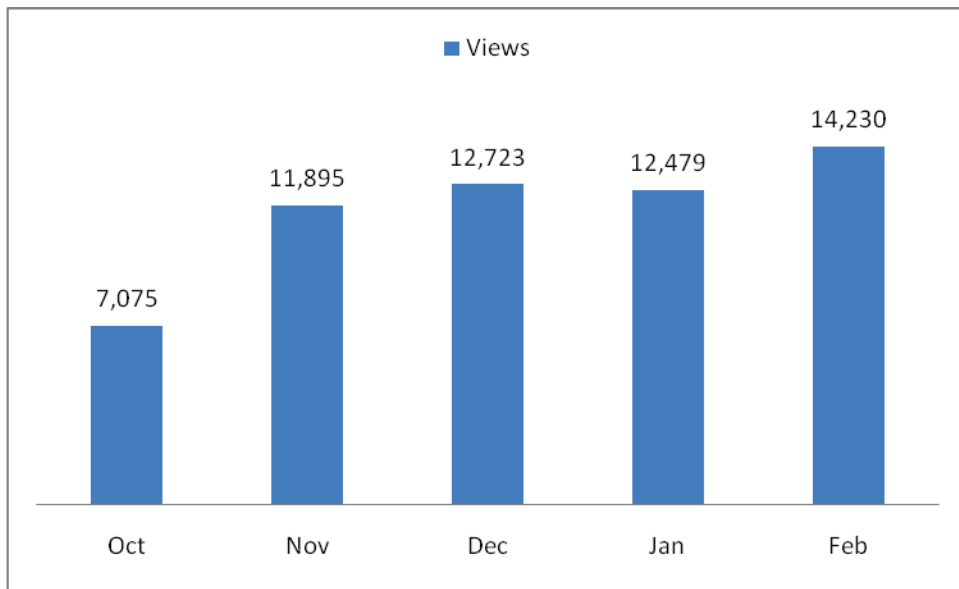
Views	Title	Image
12,092	Richard M. Nixon and Elvis Presley at the White House	
10,628	"Top Women" at U.S. Steel's Gary, Indiana, Works, 1940-1945	
9,036	Hitchhiker with His Dog "Tripper" on U.S. 66, May 1972	
6,664	Safety Garb for Women Workers, ca. 1943	
6,512	Earth, as Seen by Astronauts Eugene Cernan, Ronald Evans and Harrison Schmitt from Apollo 17	

Top 5 Most Viewed Photos on ArchivesNews Flickr Photostream

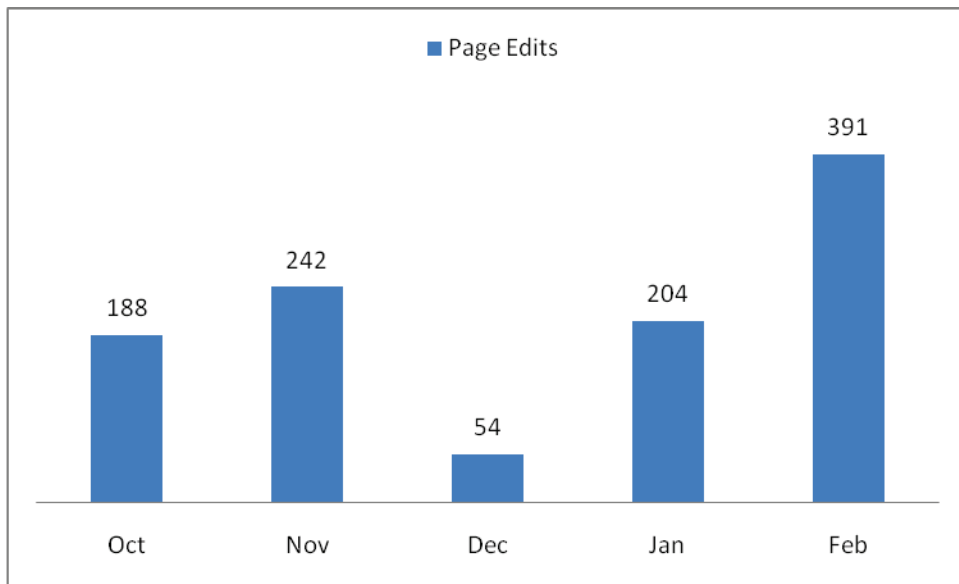
Views	Title	Image
793	Archivist Trevor Plante shows the San Jose Shark players pose with Archivist of the United States David S. Ferriero	
562	Archivist of the U.S. David S. Ferriero welcomes the San Jose Shark players	
526	Archivist Trevor Plante shows the San Jose Shark players original documents	
274	Annie Leibovitz @ National Archives	
174	Annie Leibovitz @ National Archives	

Our Archives Wiki

Number of Views on “Our Archives” Wiki

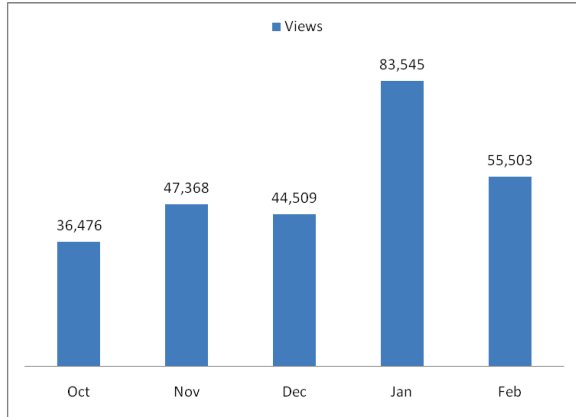


Number of Edits on “Our Archives” Wiki

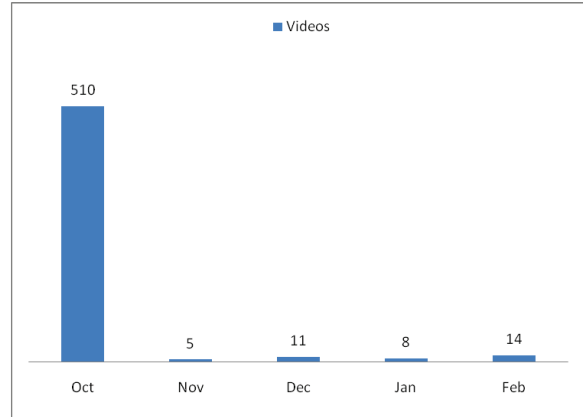


YouTube

Views on U.S. National Archives Channel



New Videos on U.S. National Archives Channel

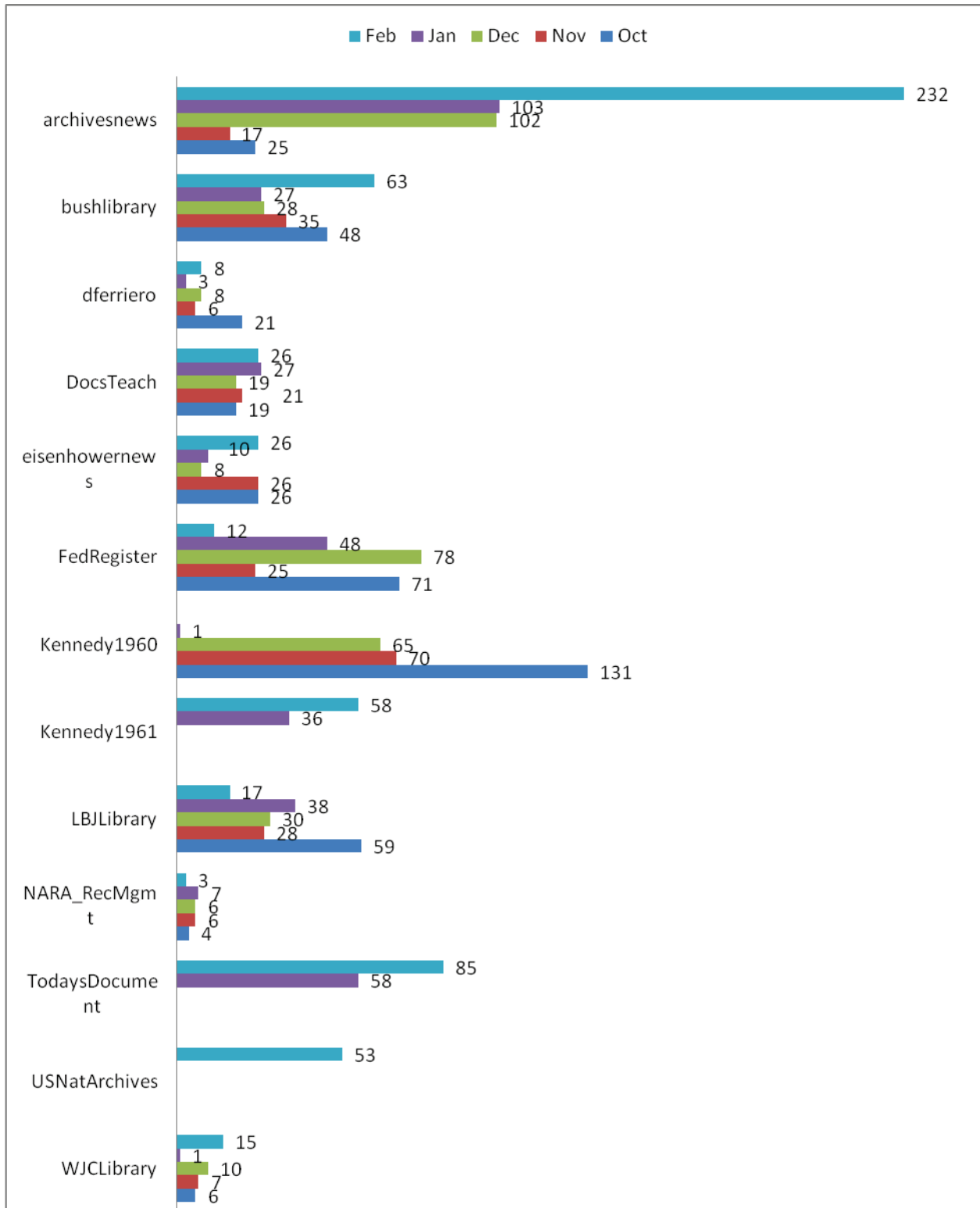


Top 5 Most Viewed Videos for February 2011 on U.S. National Archives YouTube Channel

Title	Views	% of Total Views
War Comes to America	7,531	14%
Stories from the Great Depression	6,695	12%
Women in Leadership: Journalism	1,875	3%
Inside the Vaults - America's Veterans and the National Archives	1,477	3%
Land of the Giants	1,356	2%

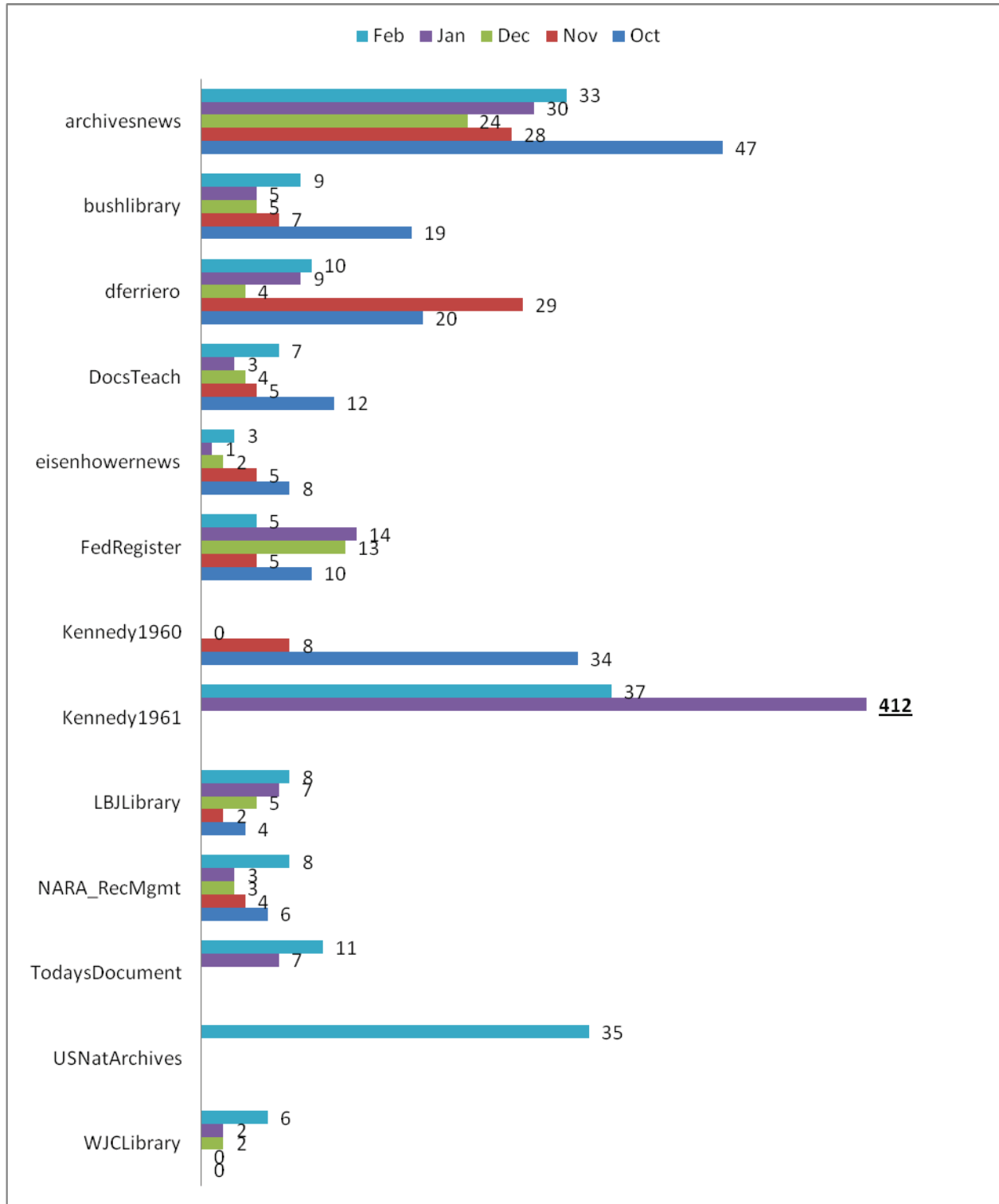
Twitter

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



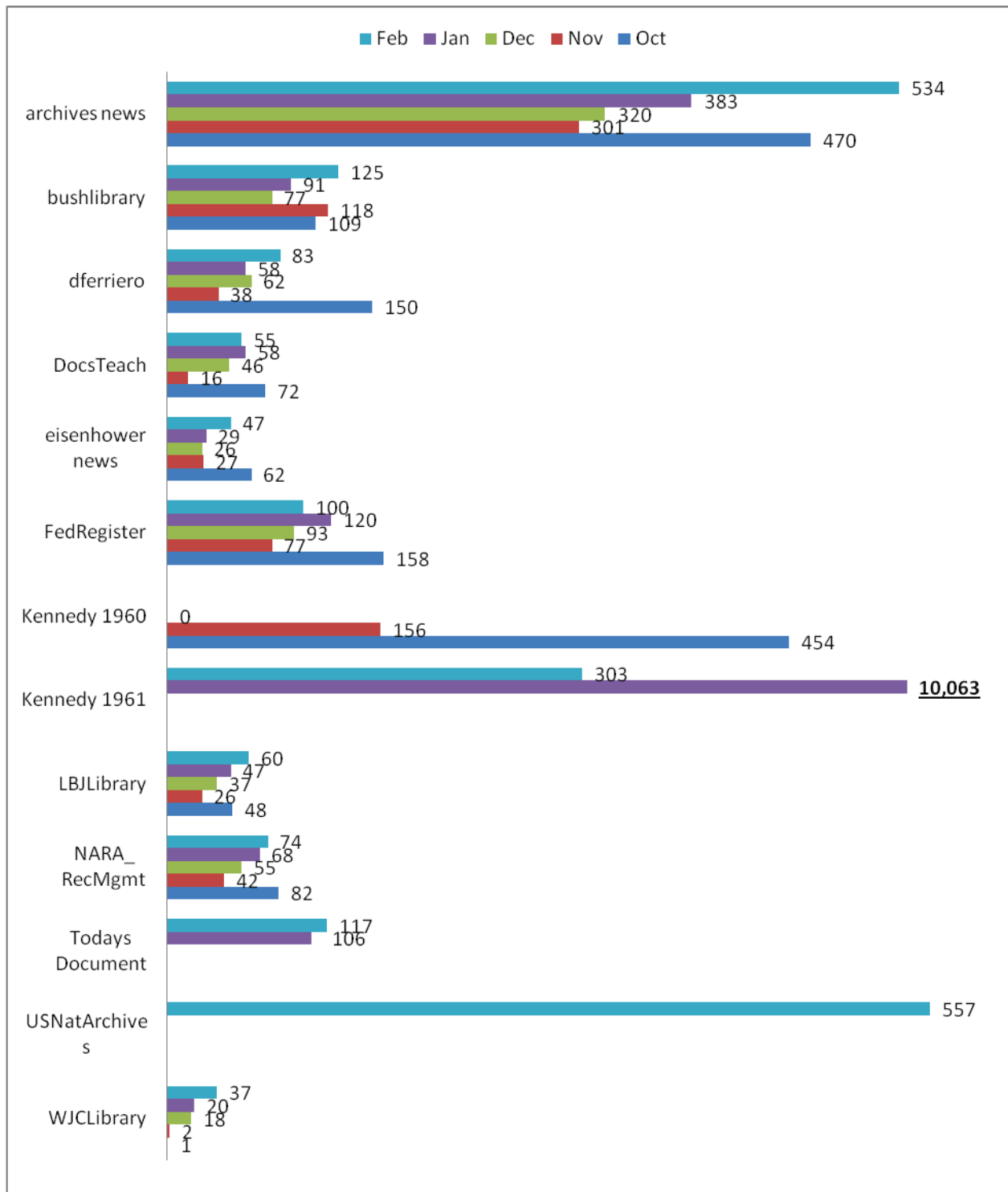
*Note: The @Kennedy1961 account replaces @Kennedy1960 starting in January 2011.

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

IEWS/IMPRESSIONS PER SOCIAL MEDIA SITE	SOURCE
Archives.gov Blogs FY 2010 and FY2011	Unique visitors by month (Google Analytics)
National Archives YouTube Channel FY 2010 and FY2011	Views of videos on this channel (YouTube)
Flickr (USNatArchives & ArchivesNews) FY 2010 and FY2011	View counts: total for photos and videos; photostream; sets; collections; galleries (Flickr)
Facebook FY 2010 and FY2011	Daily Page Views from users logged into Facebook (unique users) (Facebook)
Our Archives Wiki FY 2010 and FY2011	Views (Our Archives Wiki)

CITIZENS ENGAGED	SOURCE
Archives.gov Blogs Total	Feed subscribers (Feedburner) Unique visitors by month (Google Analytics)
Facebook Total	The number of new people who have liked your Page (total count) (Facebook) Daily Page Views from users logged into Facebook (unique users) (Facebook)
National Archives YouTube Channel Total	Number of people currently subscribed to your channel (YouTube) Views of videos on this channel (YouTube)
Flickr (USNatArchives & ArchivesNews) Total	Who calls you a contact? (Flickr) View counts: total for photos and videos; photostream; sets; collections; galleries (Flickr)
Our Archives Wiki Total	New Users (Our Archives Wiki)

	Views (Our Archives Wiki)
Twitter (all NARA feeds) Total	Following (Twitter)
Foursquare Total	Followers (Foursquare)

SOCIAL MEDIA PROJECTS	SOURCE
Monthly Views: External Social Media Projects	Our Archives Wiki – Views Daily Page Views from users logged into Facebook (unique users) Flickr – View counts, total YouTube – Views of videos on this channel Google Analytics – Unique visitors by month
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 – FACEBOOK	SOURCE
Views or Impressions on Regional, Presidential Library, and Agency-Wide Pages	Daily Page Views from users logged into Facebook (unique users) (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 – 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)