

SOCIAL MEDIA HIGHLIGHTS

- NARA announced its first Wikipedian in Residence: Dominic McDevitt-Parks.
- Federal Computer Week highlighted NARA's [use of Foursquare](#).

BUZZ

- NARA hosted the Media Access to Government Information Conference (MAGIC) on April 12th and the Seventh Annual Genealogy Fair April 20th-21st.
- The Richard Nixon Presidential Library unveiled a [new, expanded Watergate exhibit](#) on March 31st.
- The National Science Foundation [highlighted](#) NARA's work with the Texas Advanced Computing Center to find innovative and scalable solutions to large-scale electronic records collections.
- The National Archives and Ancestry.com published nearly 275,000 newly digitized [Civil War records online](#).

APRIL 2011 OVERVIEW

Social Media Tool	Views	New Fans/Followers/Subscribers
Archives.gov Blogs	17,971	49
Facebook	8,783	3,172
National Archives YouTube Channel	55,563	190
Flickr (USNatArchives & ArchivesNews)	343,187	228
Our Archives Wiki	14,063	9
Twitter (all NARA feeds)	--	23,171
FourSquare	561	1,917

FISCAL YEAR OVERVIEW

Social Media Tool	FY 2011 Views	FY 2010 Views
Archives.gov Blogs	112,211	120,455 (May – Sept)
Facebook	45,716	110,055 (March – Sept)
National Archives YouTube Channel	381,198	206,360
Flickr (USNatArchives & ArchivesNews)	1,525,879	1,209,356
Our Archives Wiki	87,291	43,087

EXTERNAL (ARCHIVES.GOV) BLOGS

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

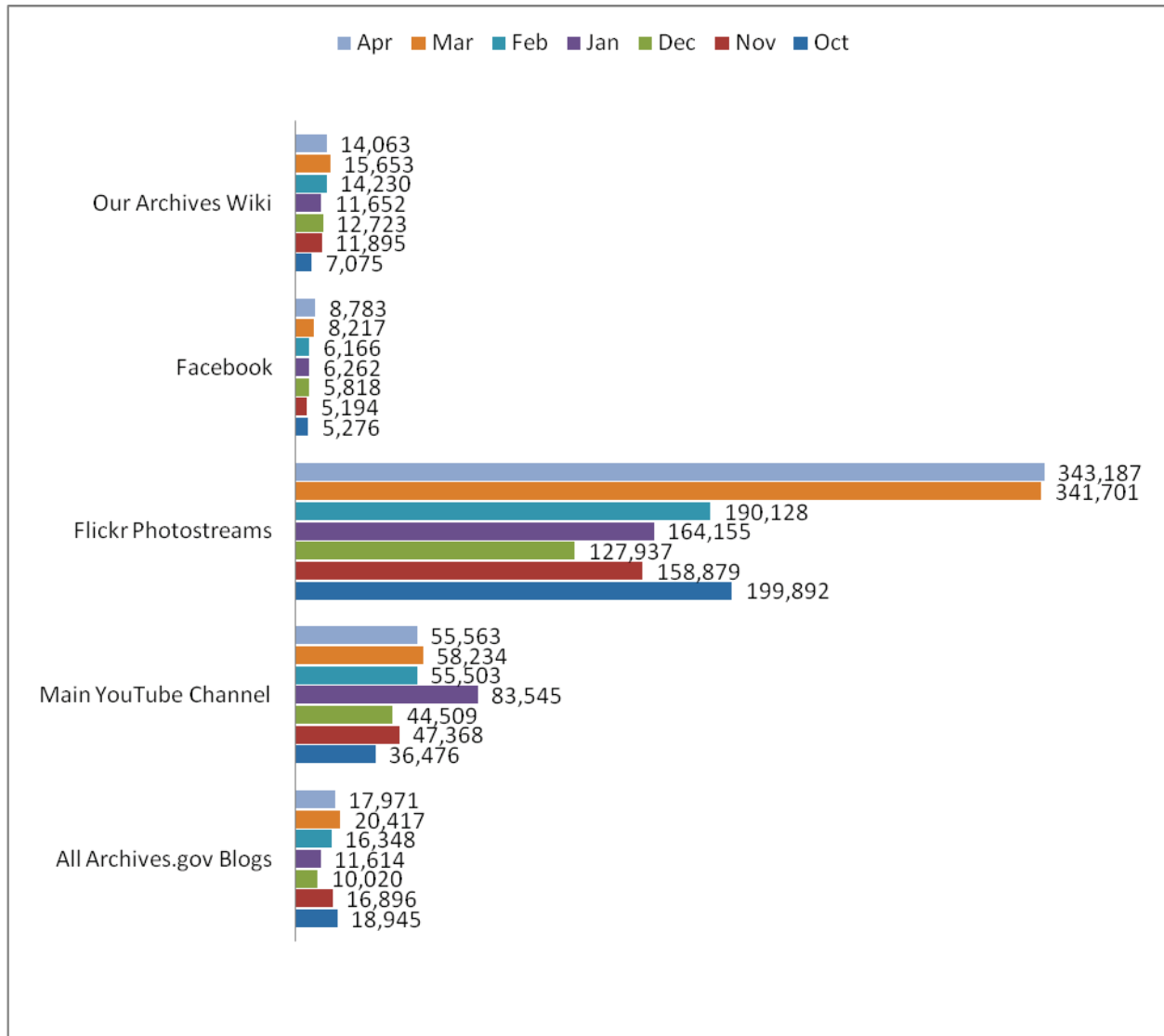
INTERNAL (NARA@WORK) BLOGS

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

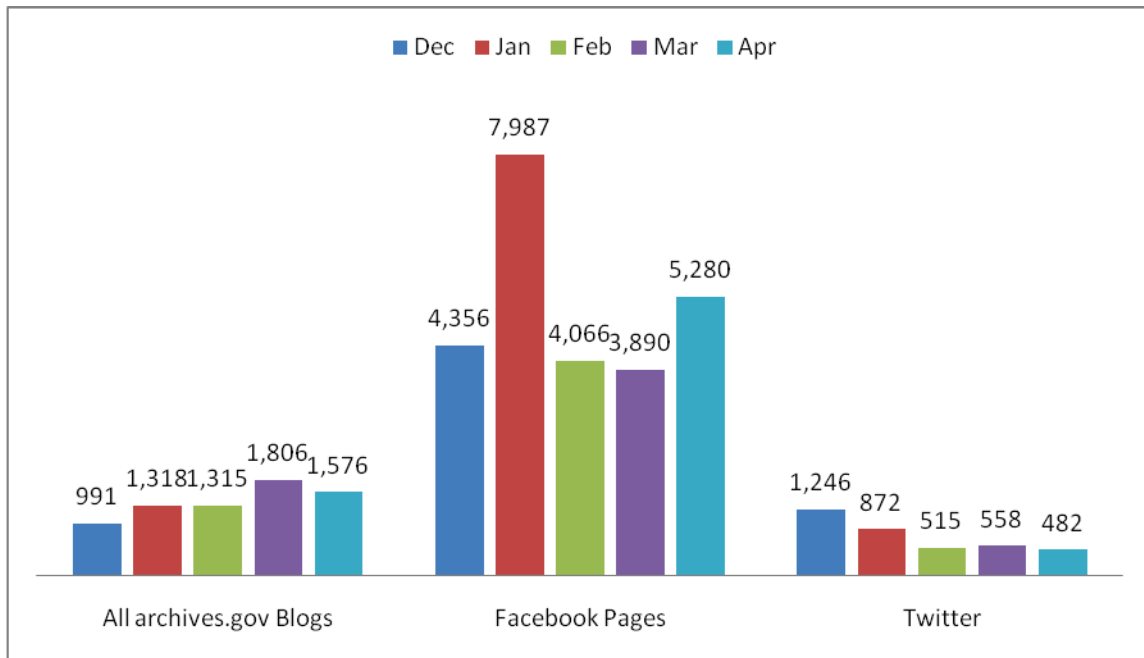
SOCIAL MEDIA TOOLBOX (Tools currently in use)

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

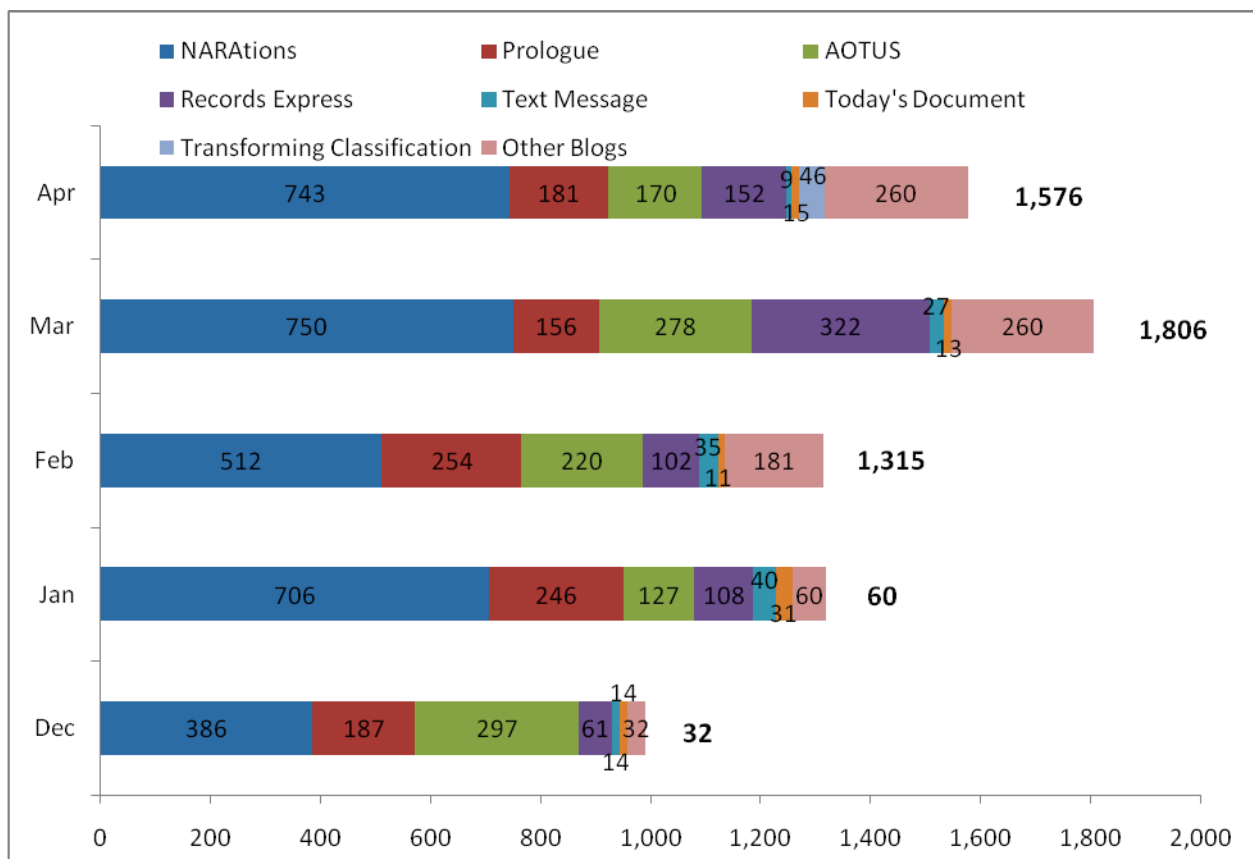
Monthly Views: External Social Media Projects



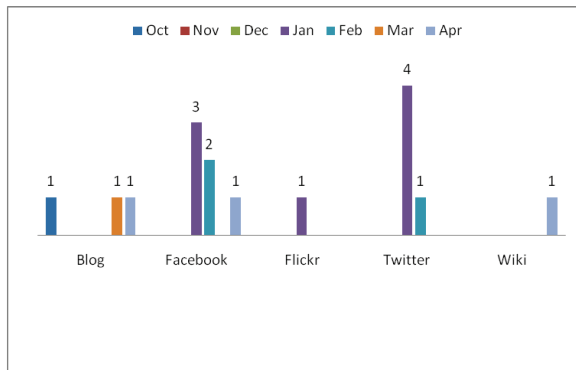
Number of Archives.gov Visits Referred by Social Media Sites



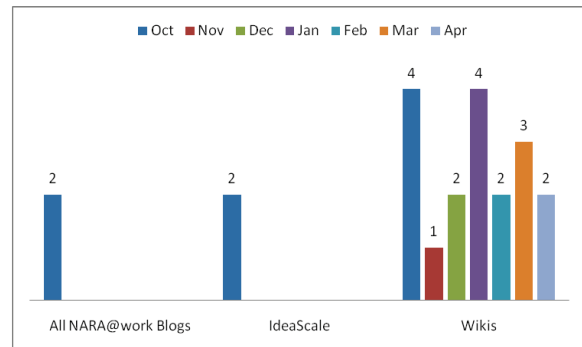
Number of Archives.gov Visits Referred by Archives.gov Blogs



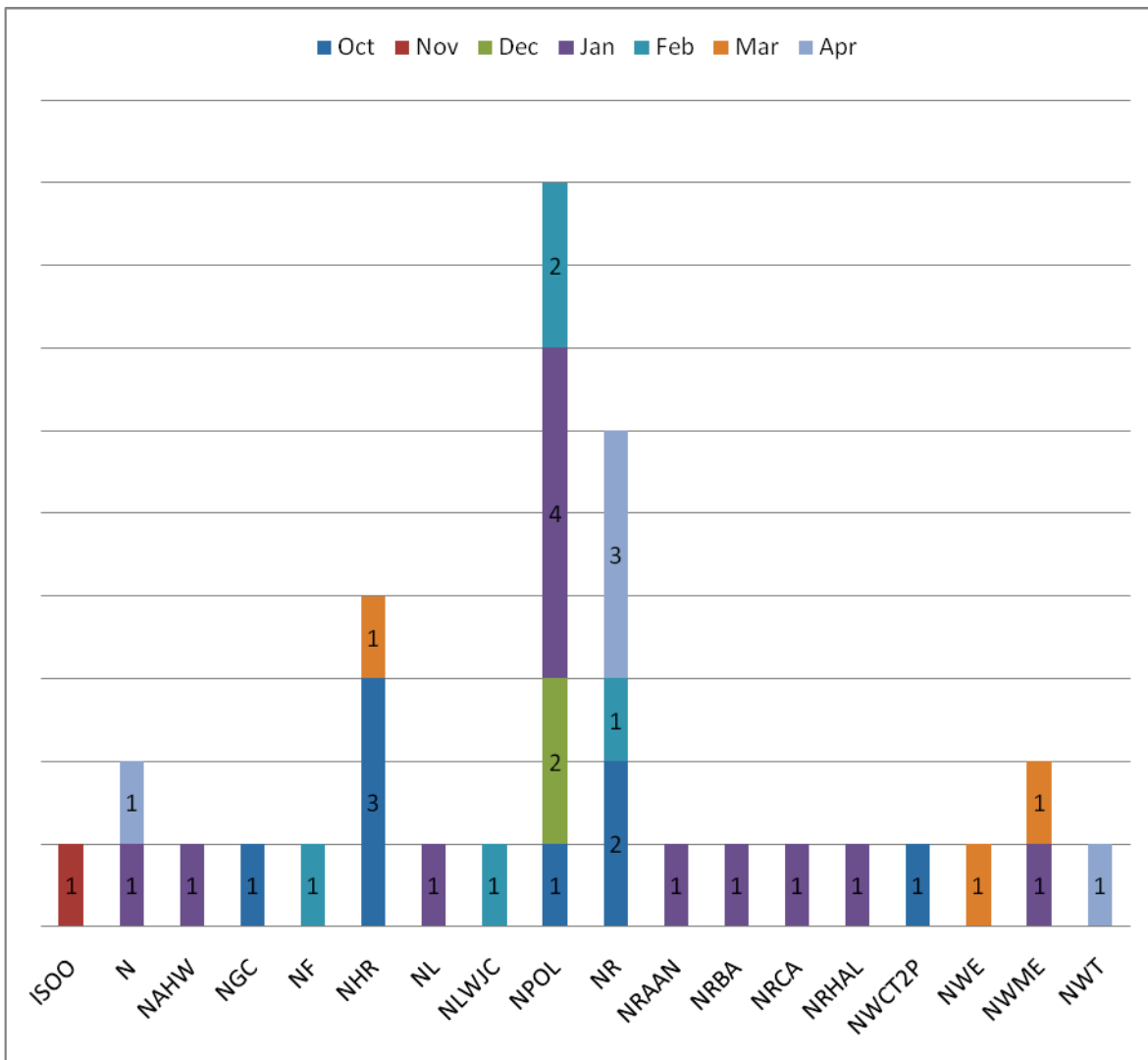
Number of New External Social Media Projects



Number of New Internal Social Media Projects

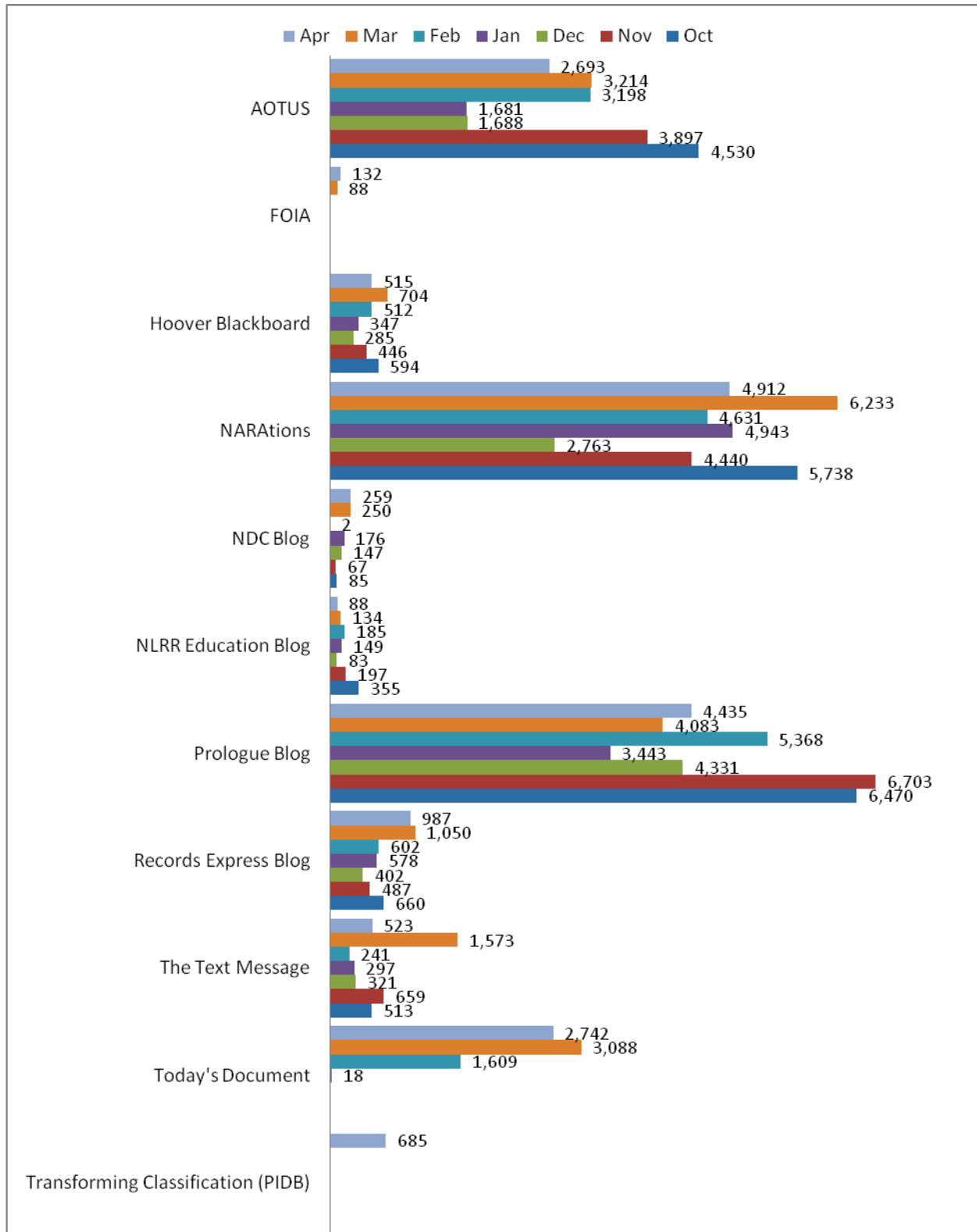


Number of Social Media Projects by Office



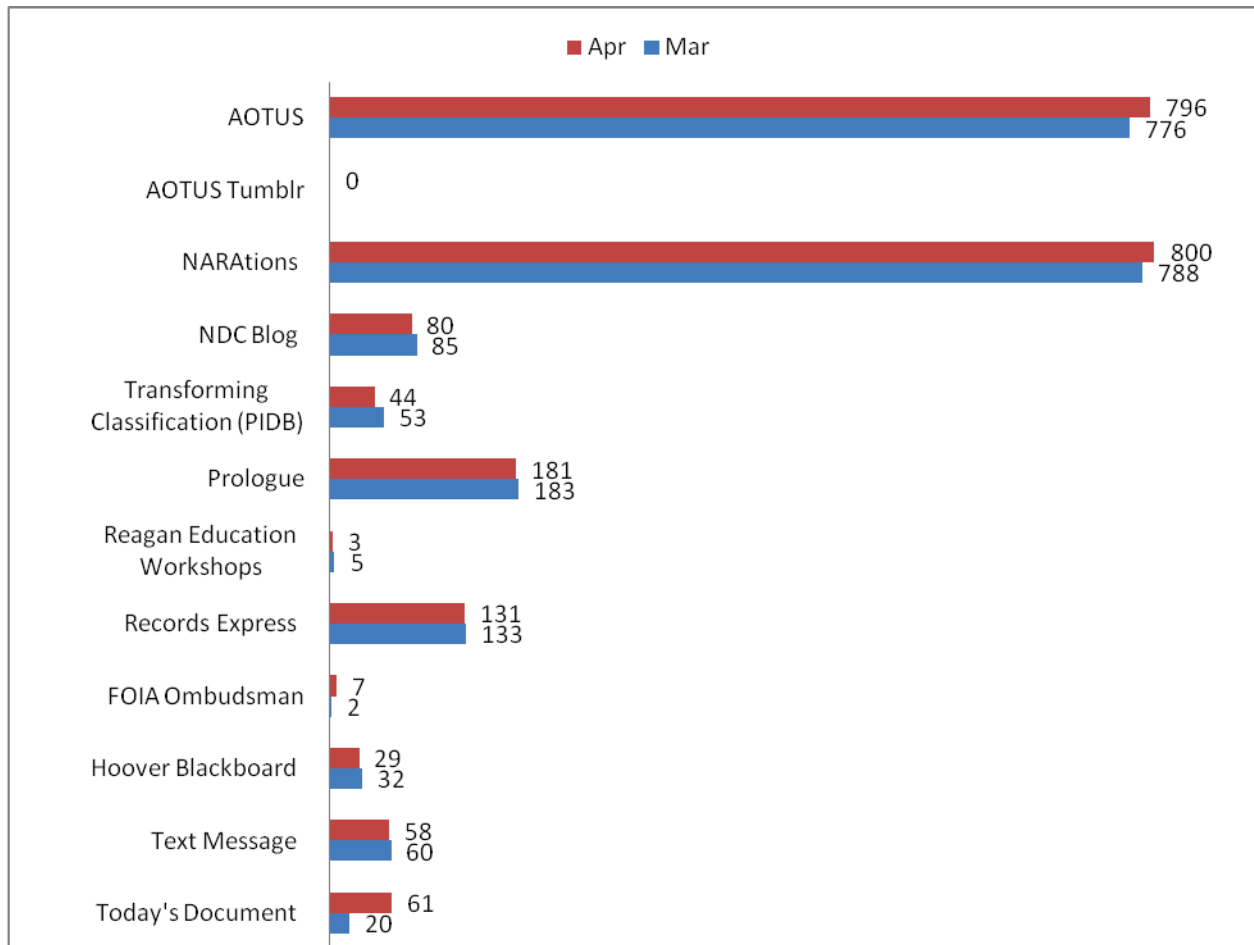
Social Media Tools: Detail View – Blogs

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.

Number of RSS Feed Subscribers to Archives.gov Blogs

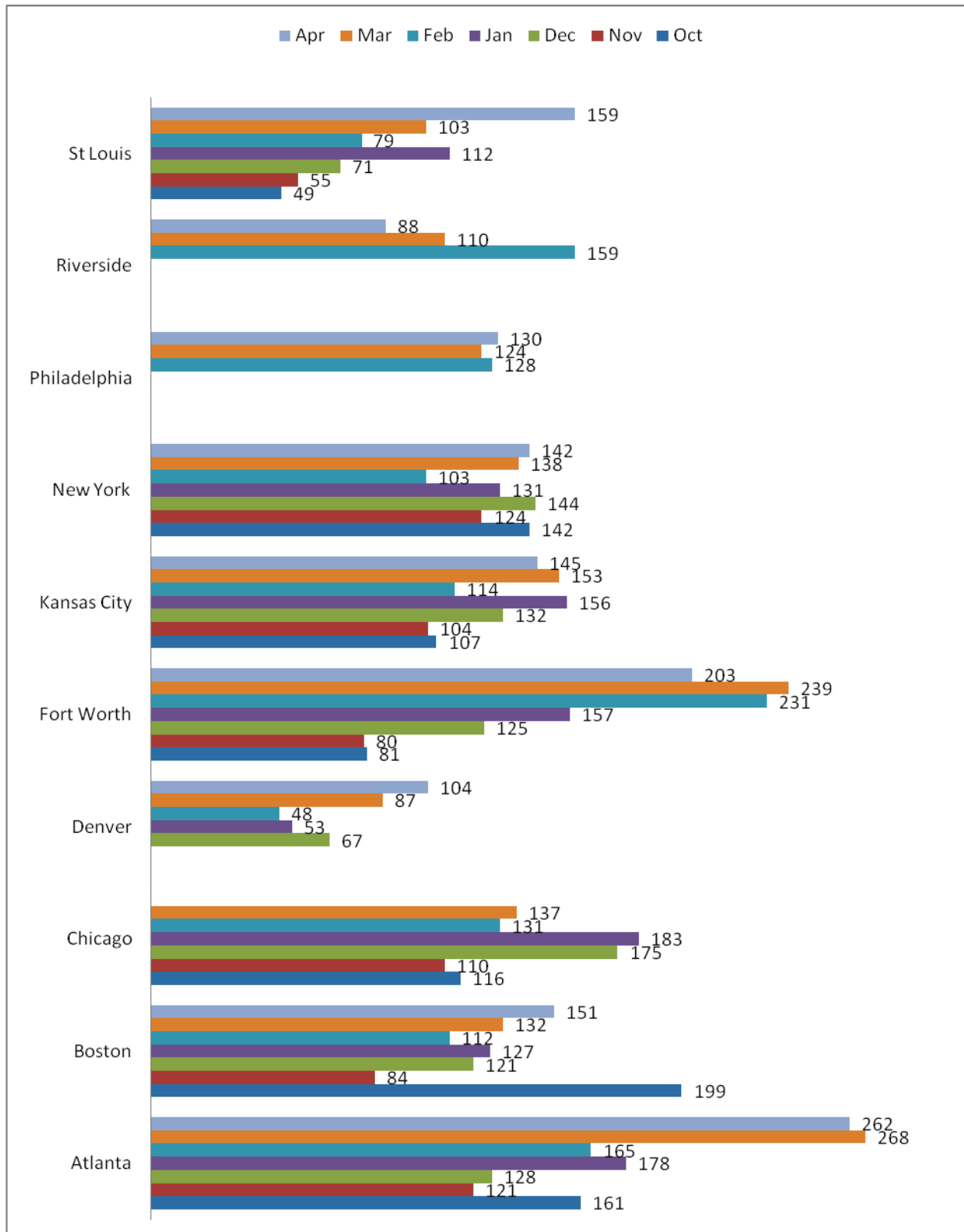


Top 5 Most Viewed Blog Posts in March

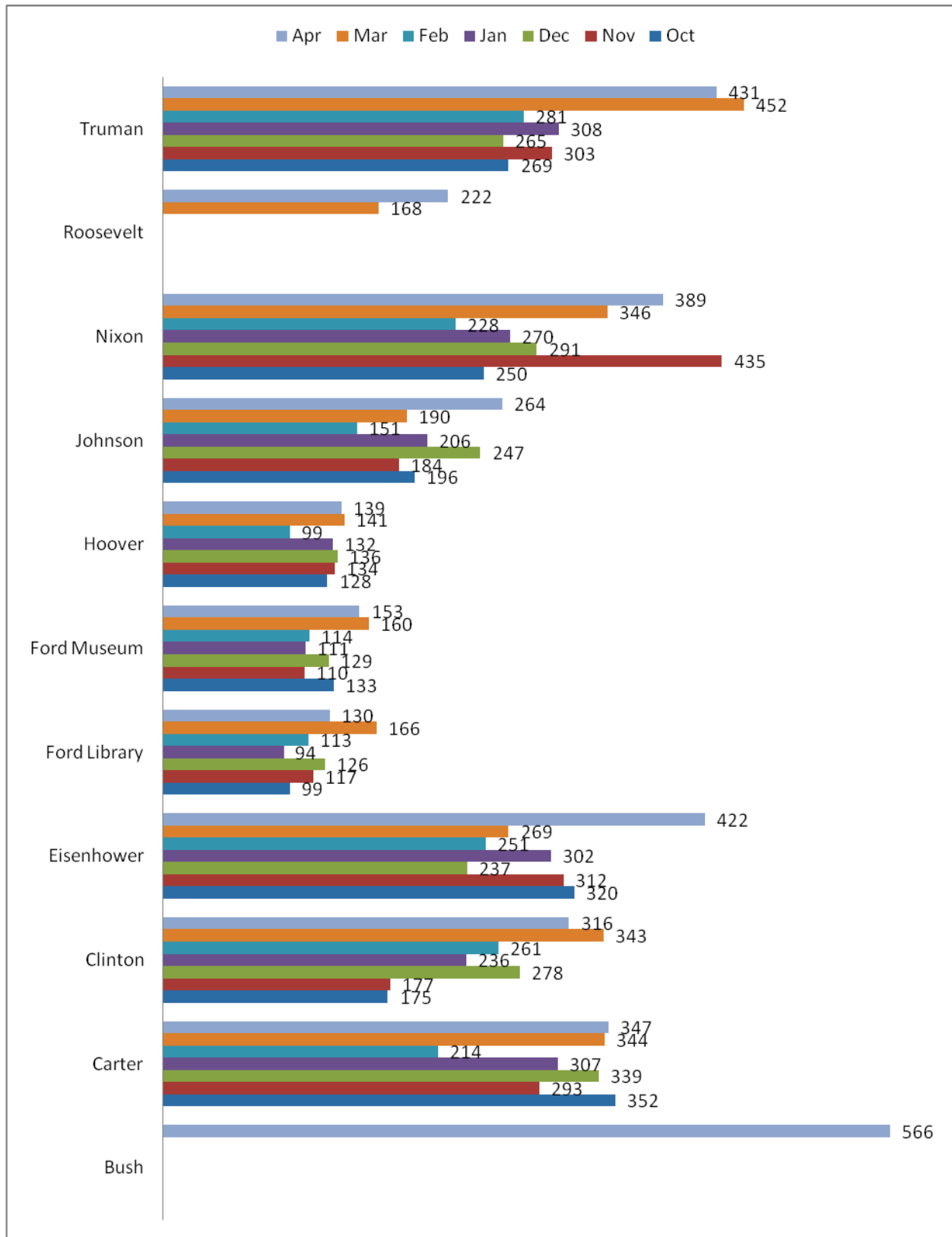
Blog	Views	Post Title
AOTUS	598	How to be a "Smooth Criminal"
Prologue	482	Fat Man, Little Boy, A Packet of Jello
Prologue	430	The Queen's Scones for a Wedding Breakfast
AOTUS	314	Understanding Watergate
Records Express	296	ACT-IAC Releases Study on Social Media Retention Policies

Social Media Tools: Detail View – Facebook

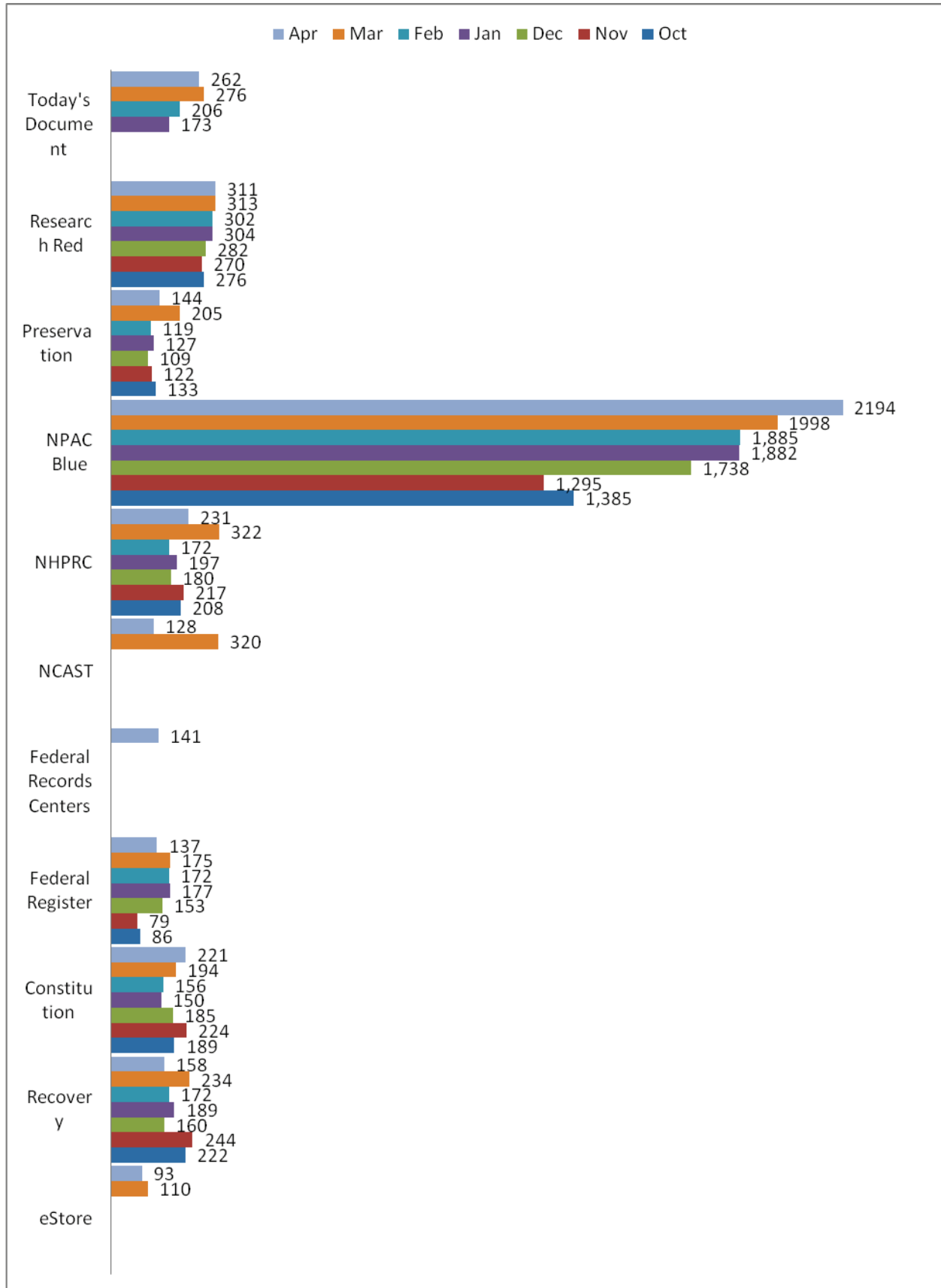
Views or Impressions on Regional Pages



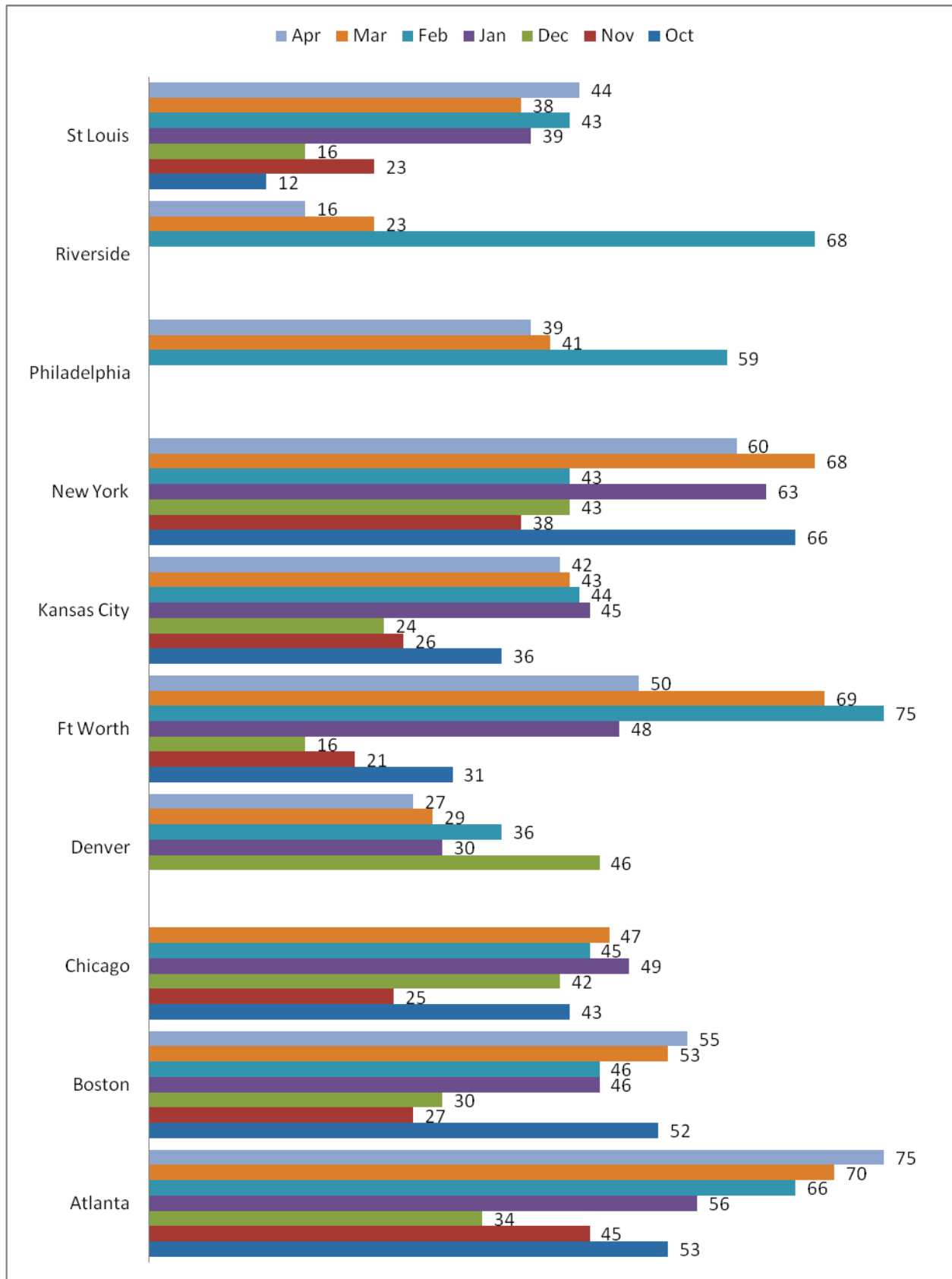
Views or Impressions on Presidential Library Pages



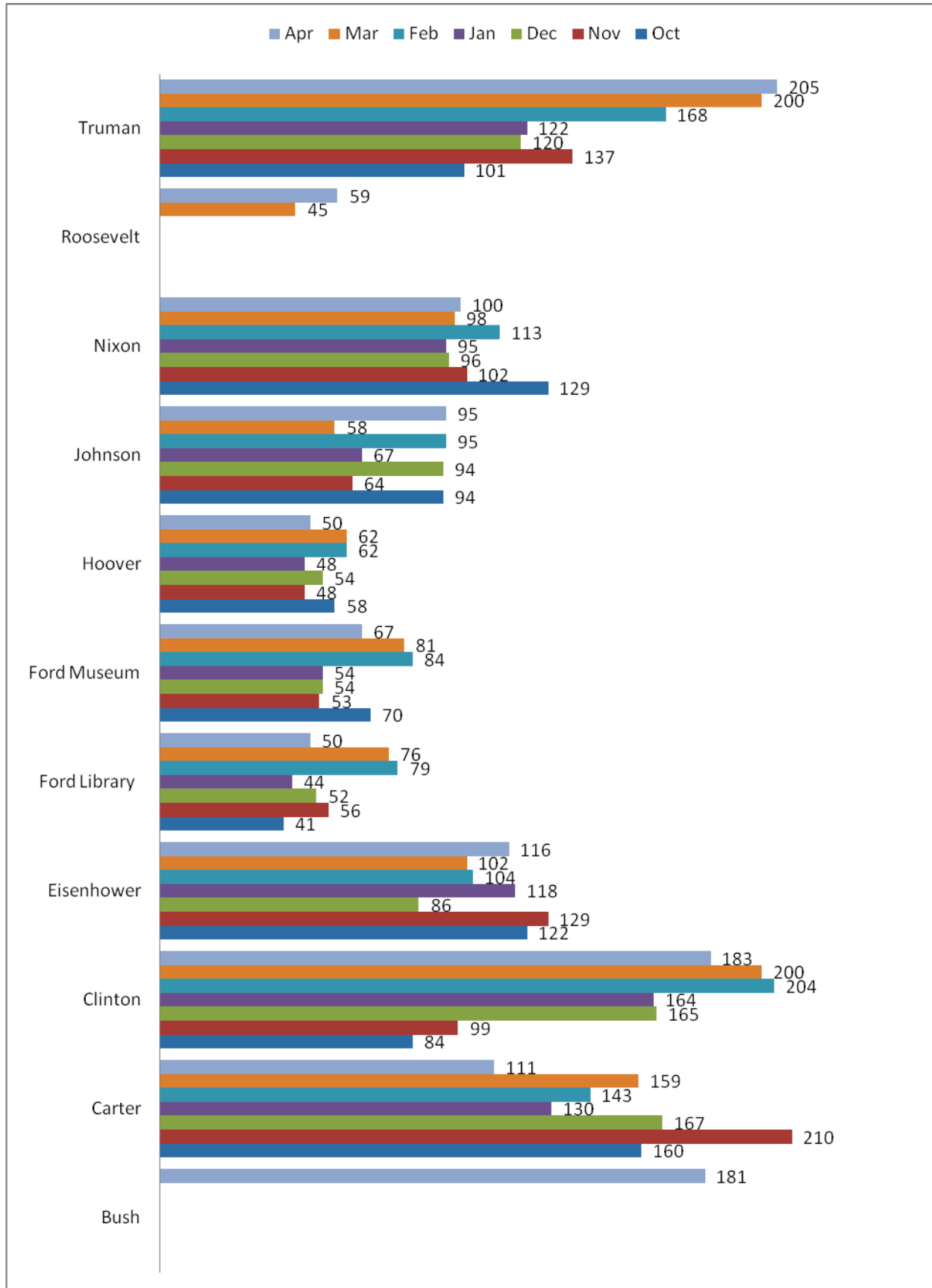
Views or Impressions on Agency-Wide Pages



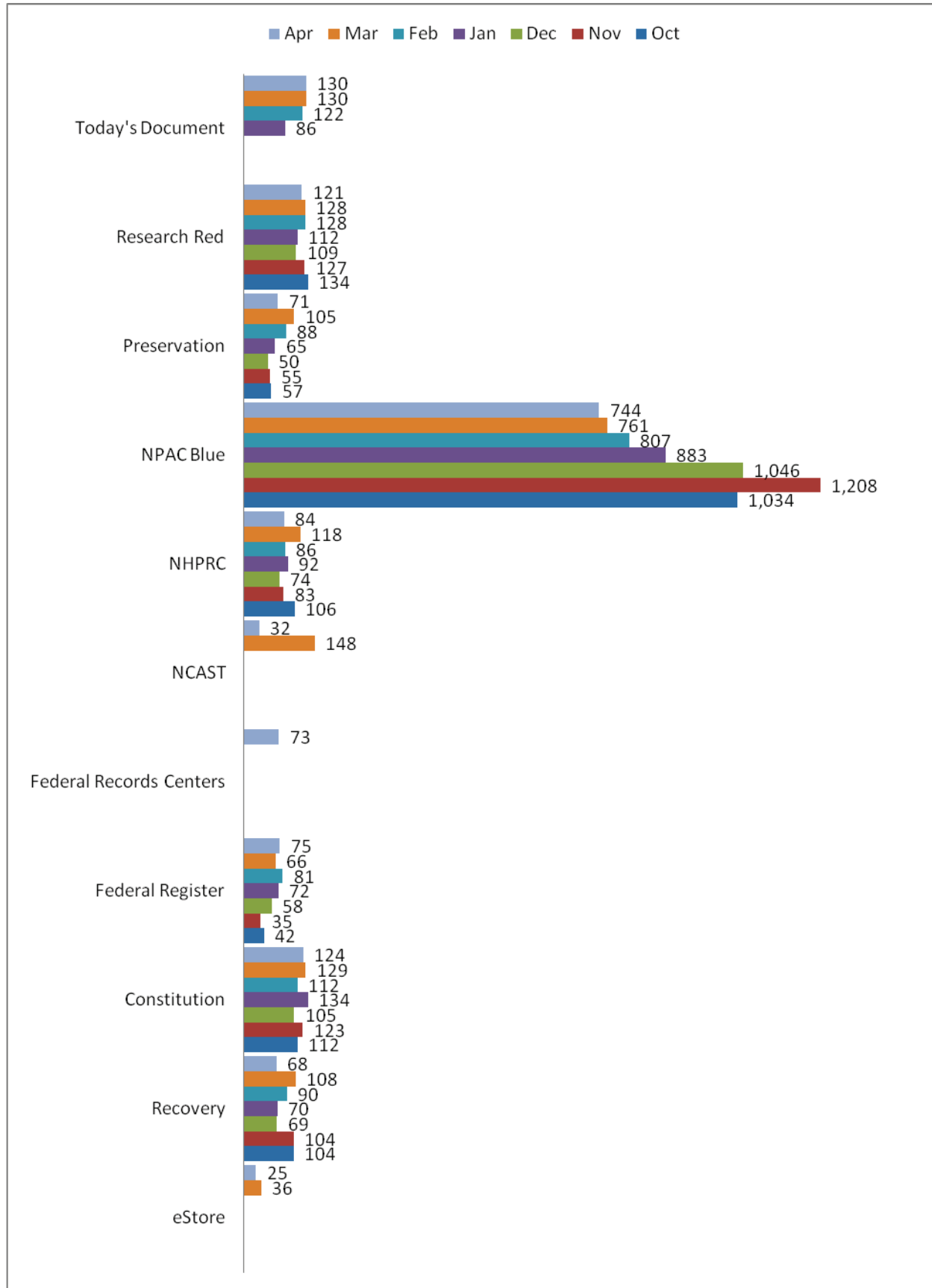
Fans of Regional Pages



Fans of Presidential Library Pages

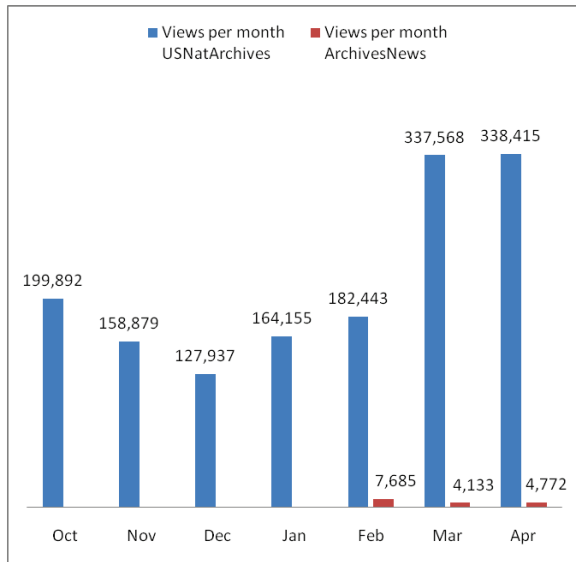


Fans of Agency-Wide Pages

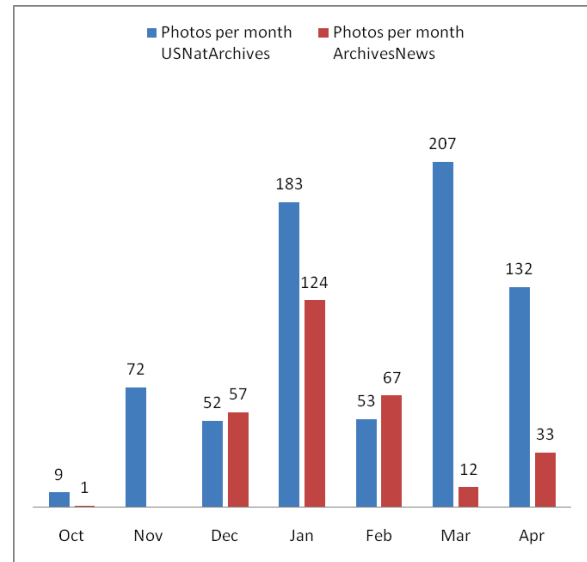


Social Media Tools: Detail View – Flickr

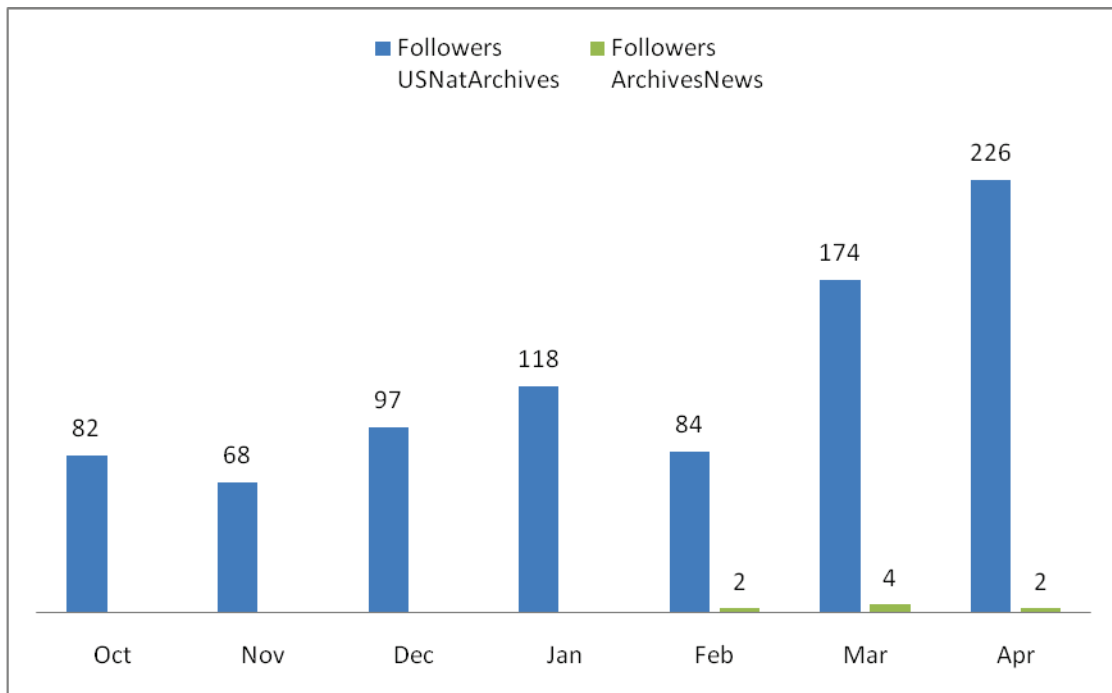
Views on Photostream (Per Month)



Photos Uploaded (Per Month)

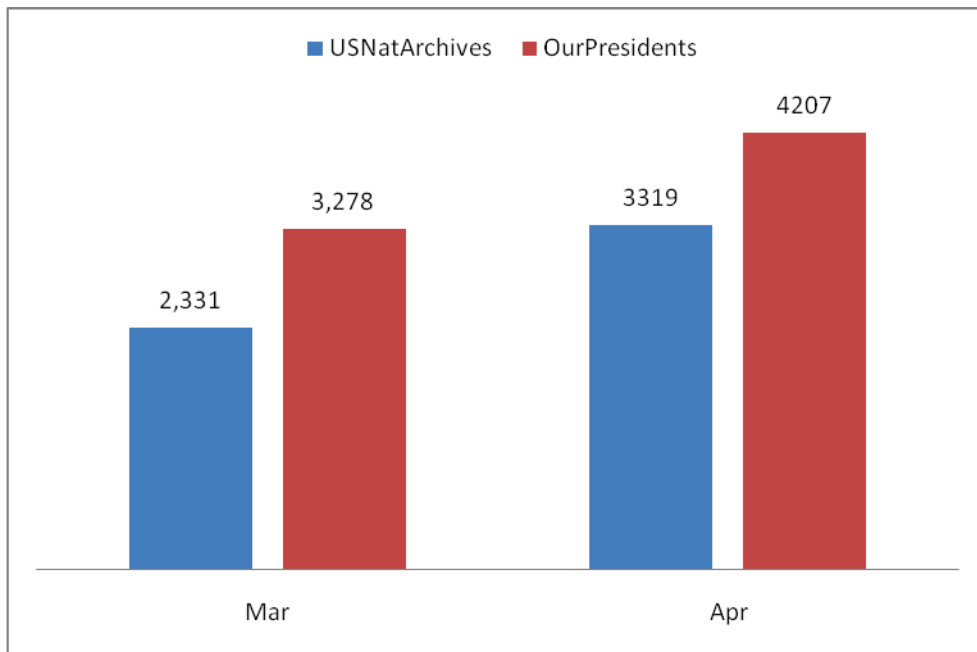


Followers of USNatArchives and ArchivesNews Photostreams

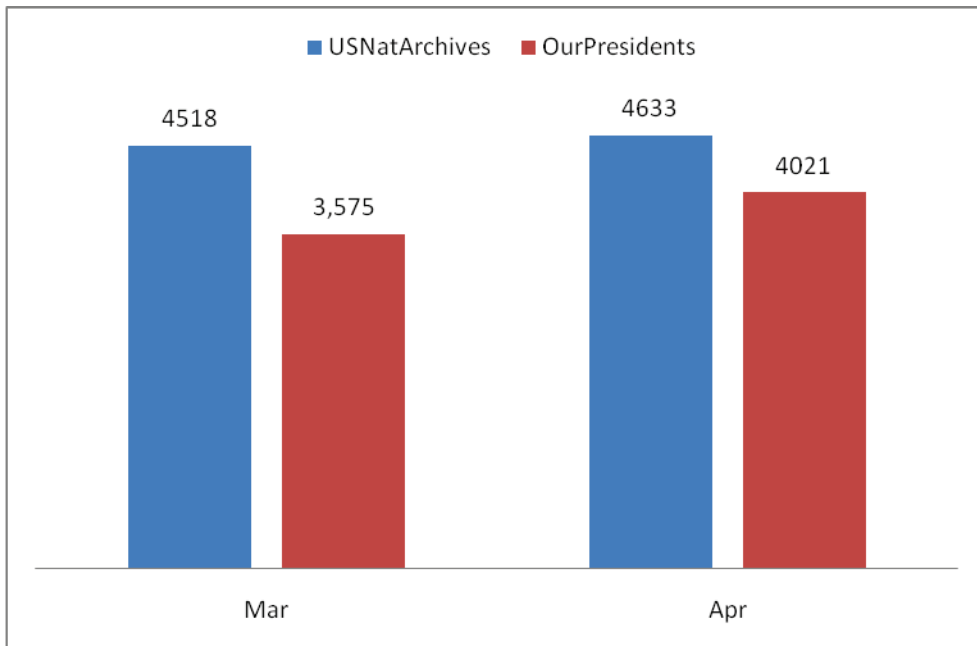


Social Media Tools: Detail View – Foursquare

Total Number of Followers of USNatArchives and OurPresidents

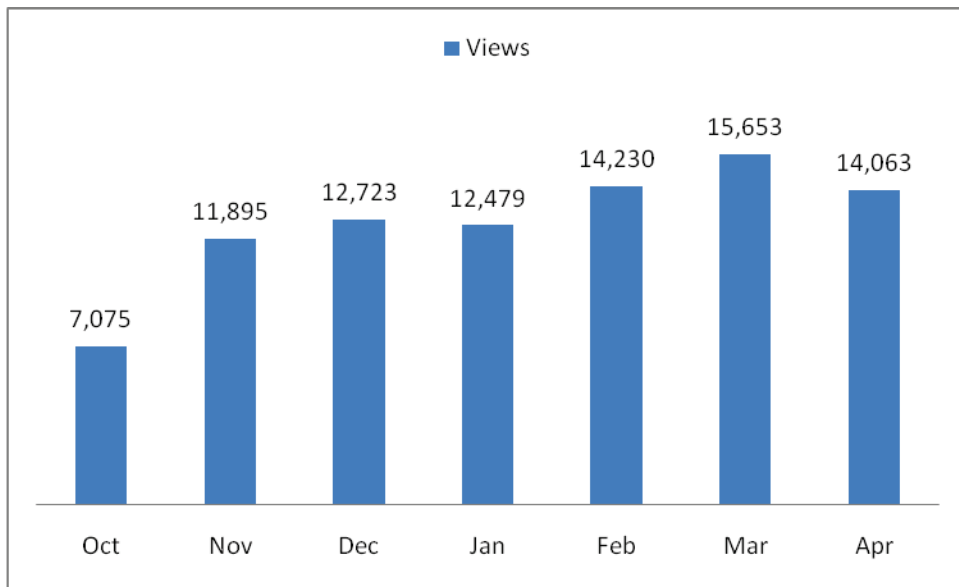


Total Number of Check-ins at USNatArchives and OurPresidents Venues

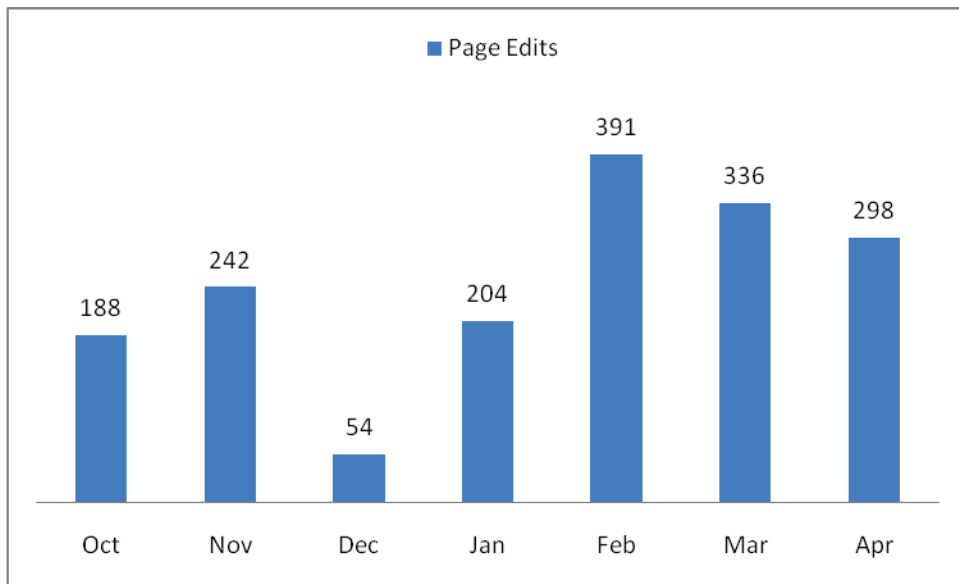


Social Media Tools: Detail View – *Our Archives Wiki*

Number of Views on “Our Archives” Wiki

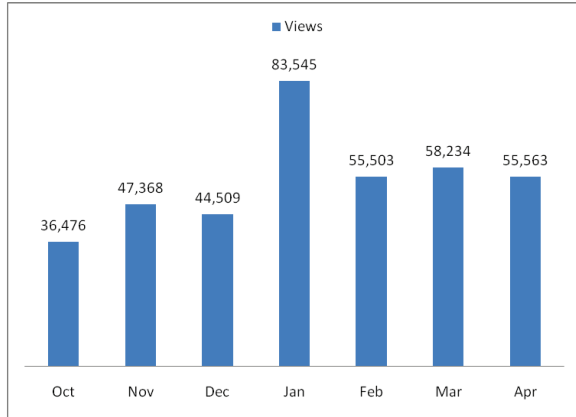


Number of Edits on “Our Archives” Wiki

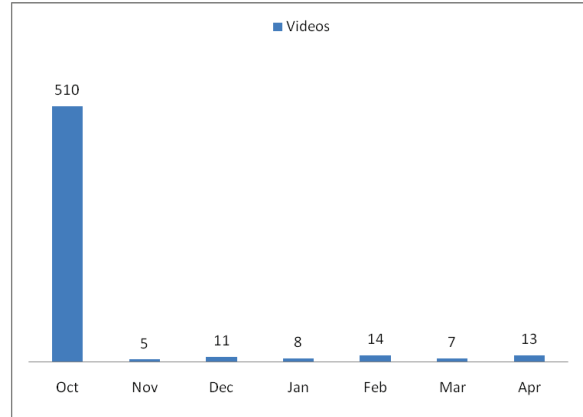


Social Media Tools: Detail View – YouTube

Views on U.S. National Archives Channel



New Videos on U.S. National Archives Channel

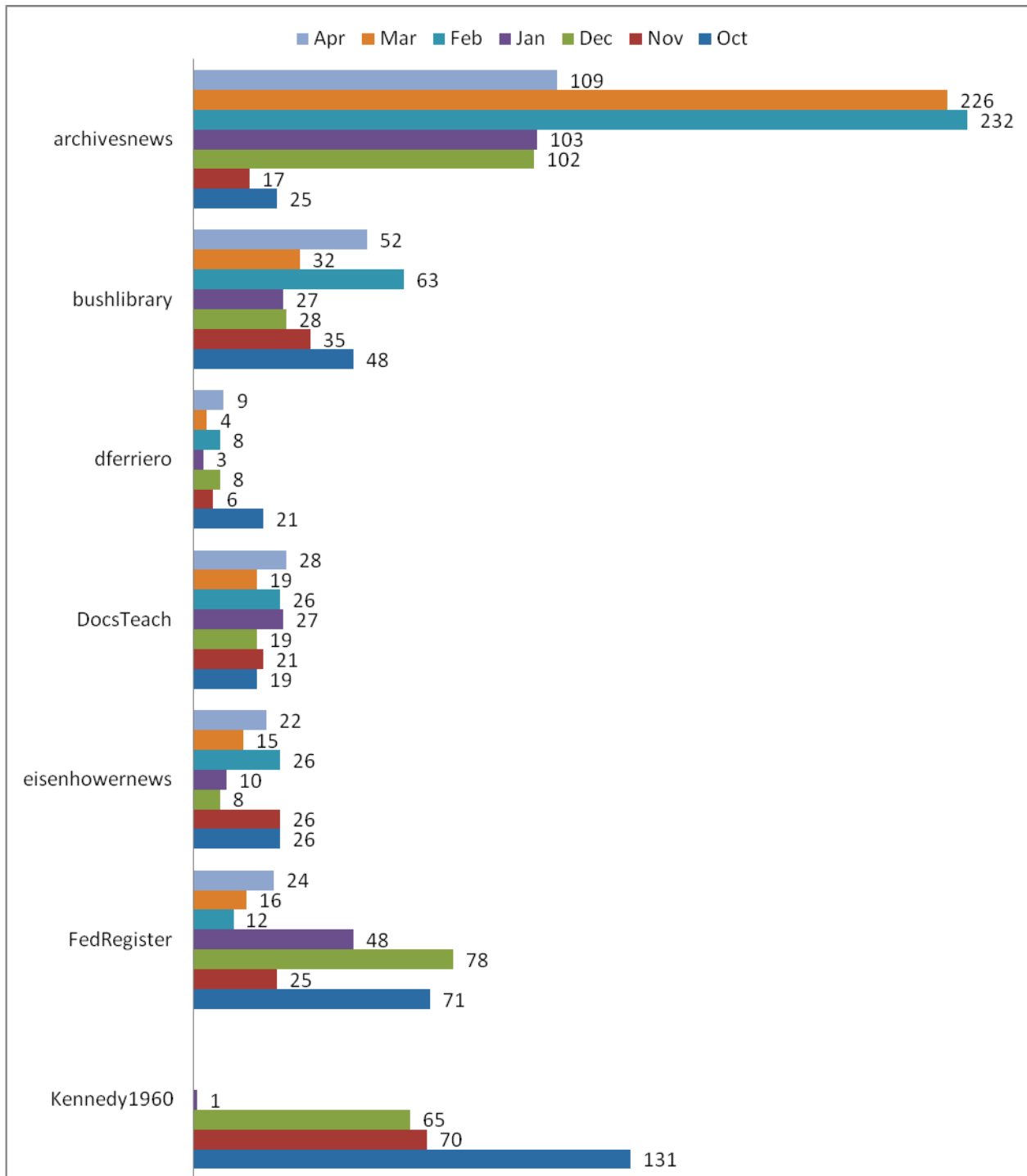


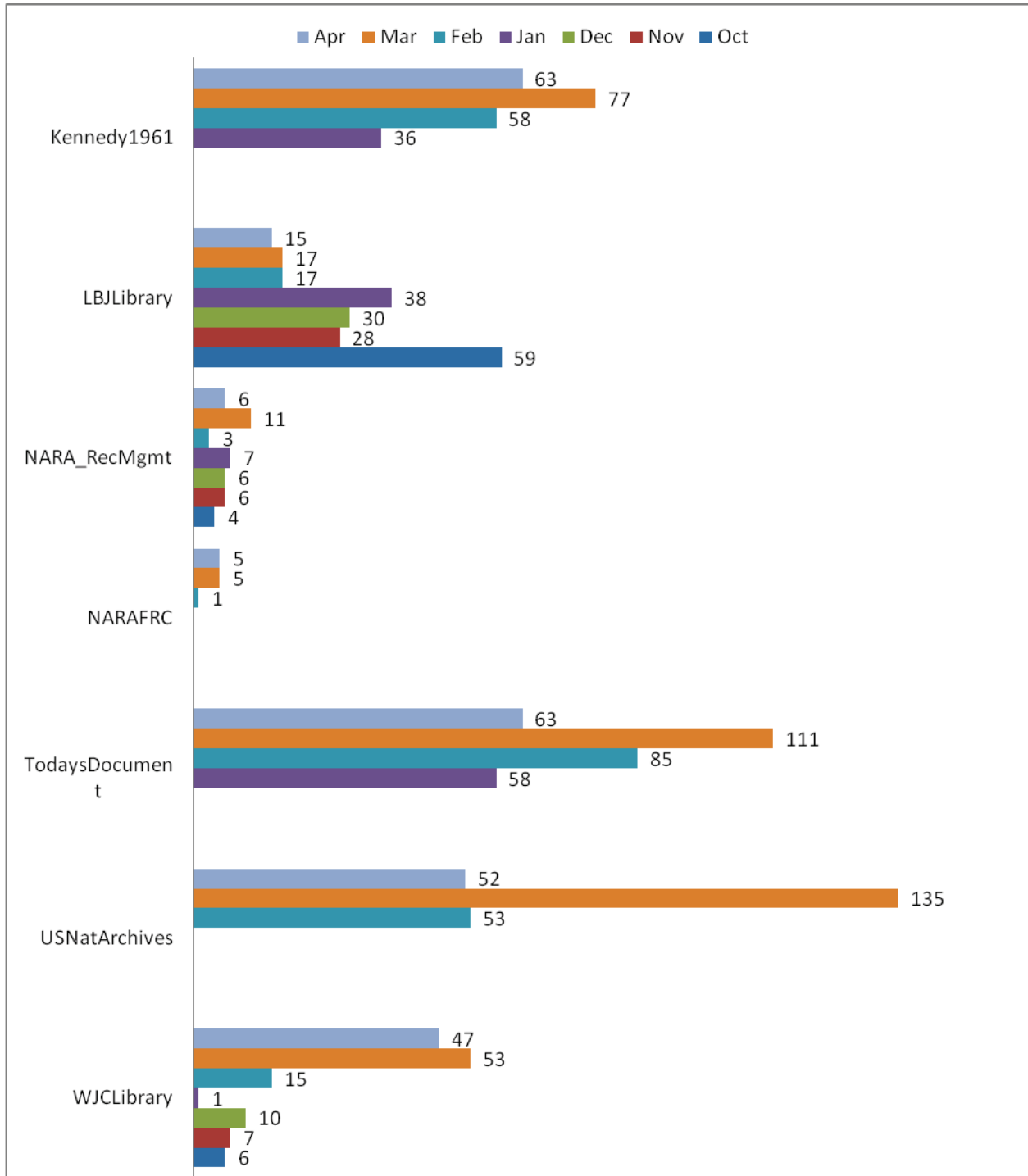
Top 5 Most Viewed Videos for February 2011 on U.S. National Archives YouTube Channel

Title	Views	% of Total Views
Stories from the Great Depression	6,915	12.4%
War Comes to America (full film)	5,005	9.0%
Return to Khe Sanh, Vietnam	2,559	4.5%
Land of the Giants	1,770	3.2%
Women in Leadership: Journalism	1,509	2.7%

Social Media Tools: Detail View – Twitter

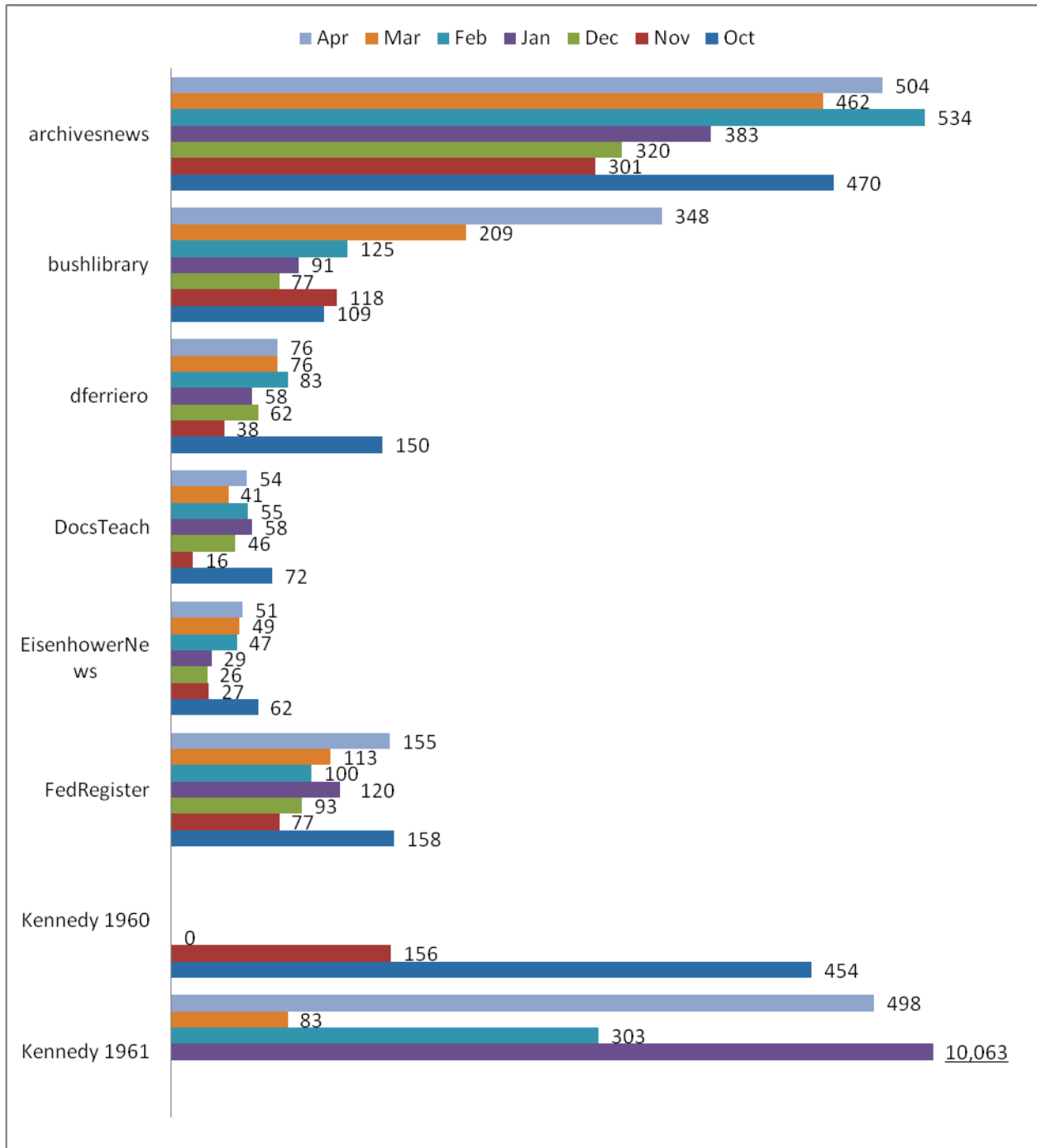
Number of Posts on U.S. National Archives Twitter Feeds

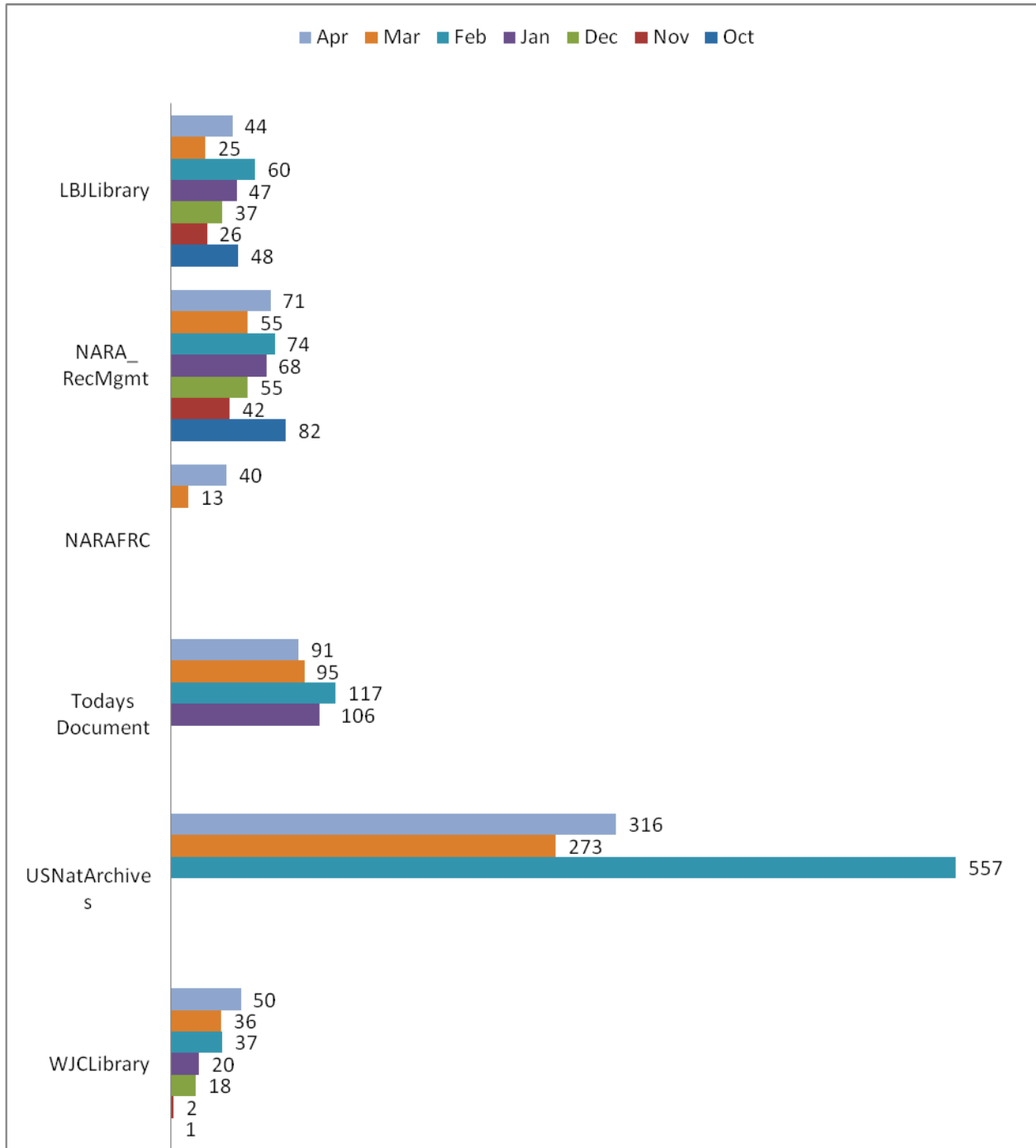




*Note: The @Kennedy1961 account replaces @Kennedy1960 starting in January 2011.

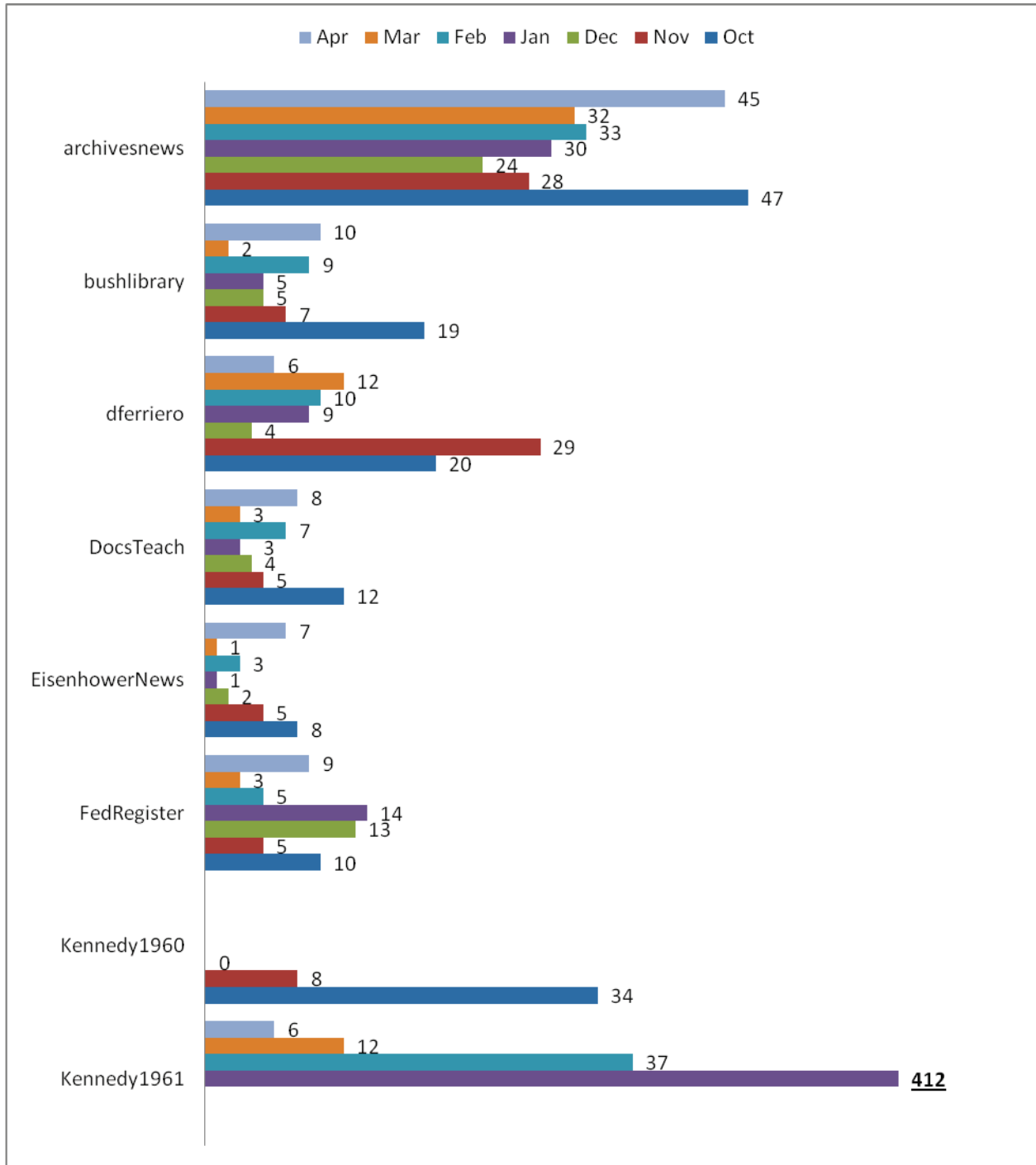
Number of New Favorites (Listed) on U.S. National Archives Twitter Feeds

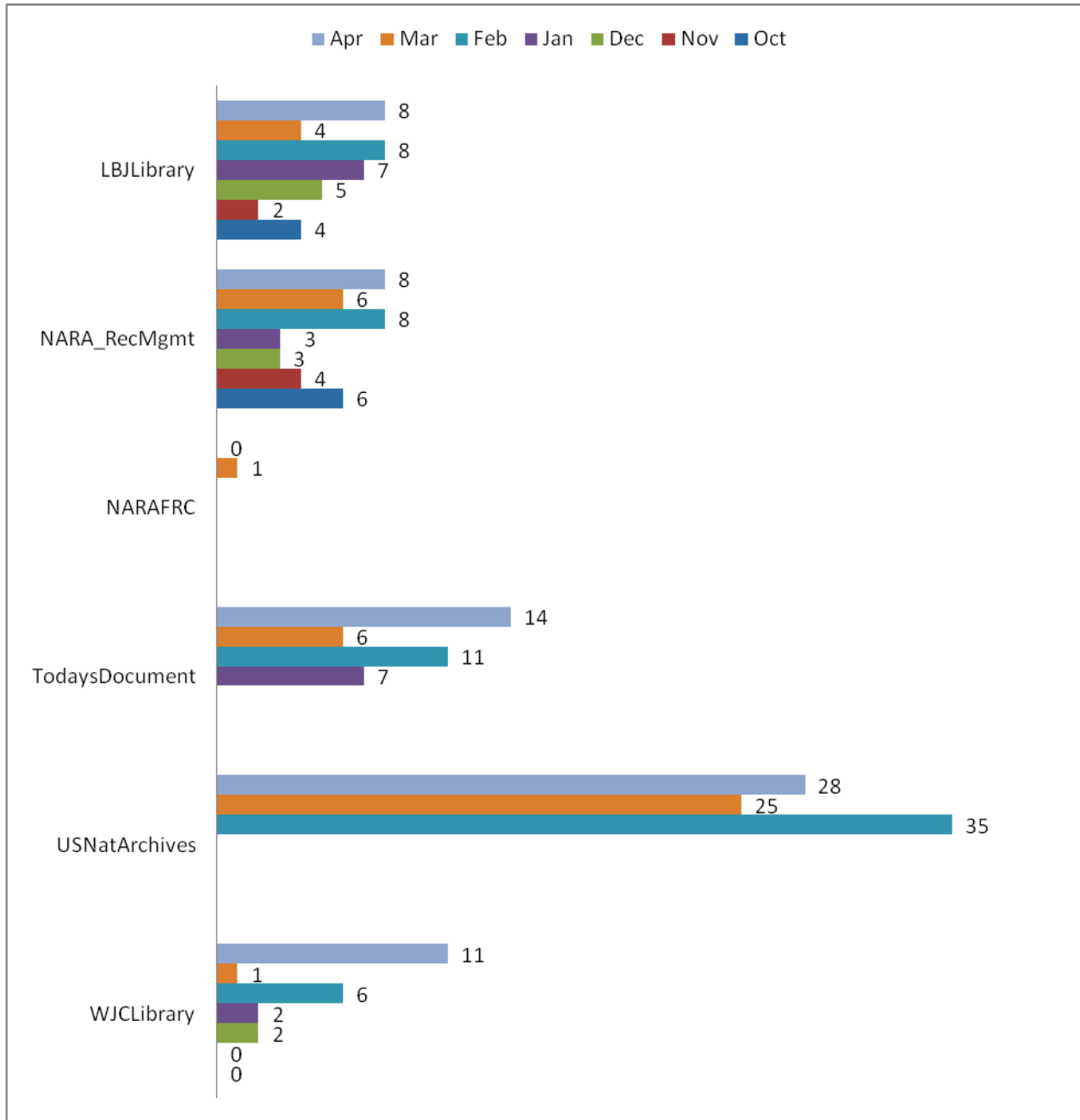




Note: The @Kennedy1961 account replaces @Kennedy1960 starting in January 2011.
 Data for @Kennedy 1961 is not to scale.

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

APRIL 2011 OVERVIEW	SOURCE
Archives.gov Blogs	Unique visitors by month (Google Analytics)
	Feed subscribers (Feedburner)
Facebook	Daily Page Views from users logged into Facebook (unique users) (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	Daily Page Views from users logged into Facebook (unique users) (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 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)

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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 – 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)