

SOCIAL MEDIA HIGHLIGHTS

- The [July 20 Today's Document post on Gemini X](#) was featured on Tumblr Radar, a staff-edited selection of interesting and popular posts.
- Archivist David Ferriero was the keynote speaker at the [Wikipedia in Higher Education Summit](#) in Boston.
- [Federal Computer Week](#) highlighted the NARA WikiProject started by Wikipedian in Residence, Dominic McDevitt-Parks.

BUZZ

- The America Eats Tavern, a popup restaurant created by José Andrés in partnership with the What's Cooking Uncle Sam? exhibit, opened on the Fourth of July.
- During conservation treatment of the Magna Carta, on loan to the National Archives from philanthropist David Rubenstein, ultra-violet photography revealed previously illegible writing in the text of the document.
- Barry Landau and Jason Savedoff were [indicted](#) for conspiring to steal historical documents from museums in Maryland and New York, including the National Archives, and selling them for profit.

JULY 2011 OVERVIEW

Social Media Tool	Monthly Views	Cumulative Users
Archives.gov Blogs	58,302 Pageviews	16,402 Unique Users (July)
Tumblr Blogs	19,072 Views	3,926 Followers
Facebook	1,609,330 Impressions	43,947 Monthly Active Users (July)
National Archives YouTube Channel	44,153 Views	2,737 Subscribers
Flickr (USNatArchives & ArchivesNews)	295,769 Views	3,559 Contacts
Our Archives Wiki	16,472 Views	297 Editors
Twitter (all NARA feeds)	--	29,048 Followers
FourSquare	12,974 Check-ins	11,363 Followers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2011 Views	FY 2010 Views
Archives.gov Blogs	350,823 (Dec-July) (Google Analytics)	120,455 (May-Sept) (WebTrends)
Tumblr Blogs	24,215 Pageviews	--
Facebook	12,152,585 Post Views	--
National Archives YouTube Channel	518,986	197,385
Flickr (USNatArchives & ArchivesNews)	2,332,440	1,209,356
Our Archives Wiki	131,770	39,369 (June-Sept)

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](#)

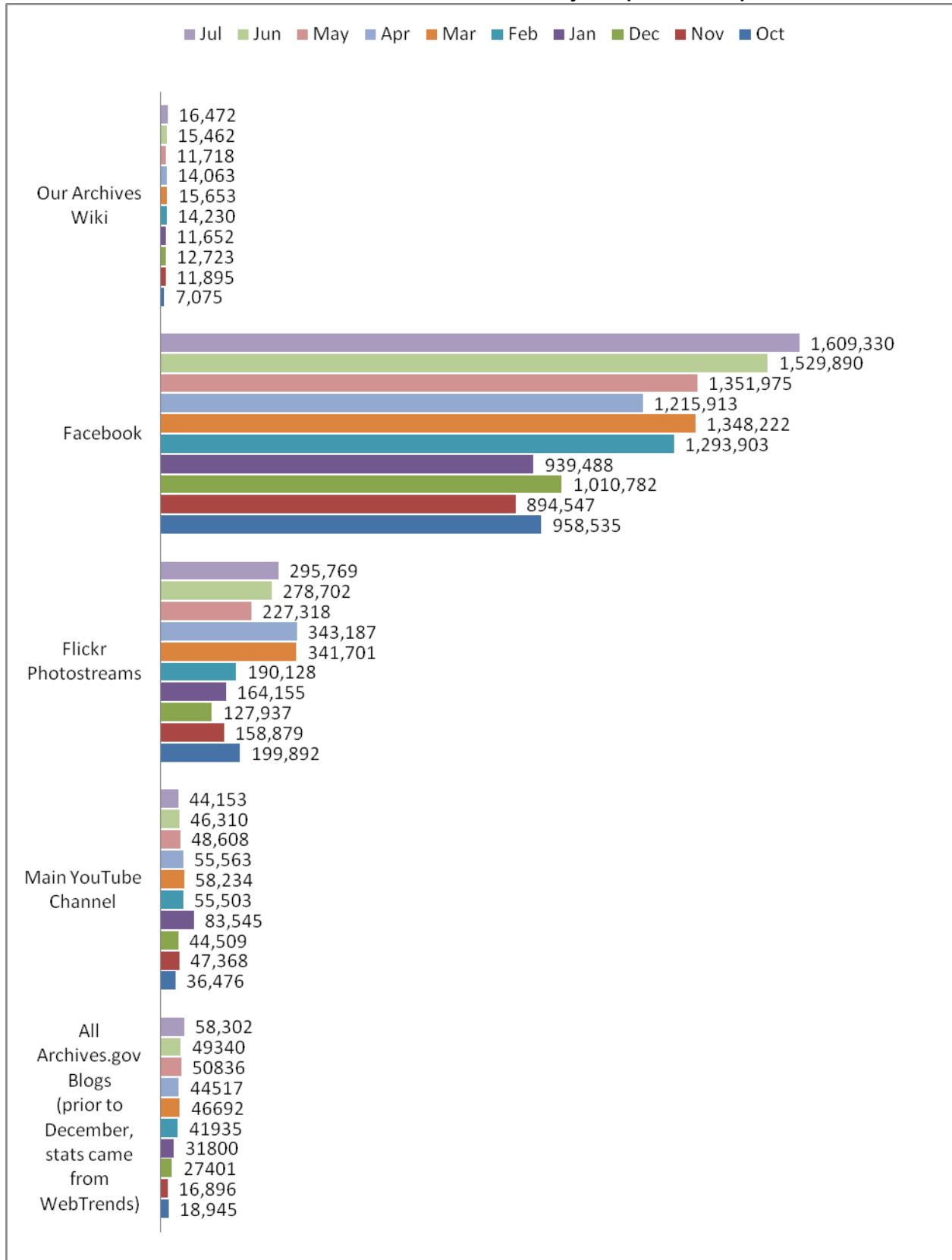
INTERNAL (NARA@WORK) BLOGS

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

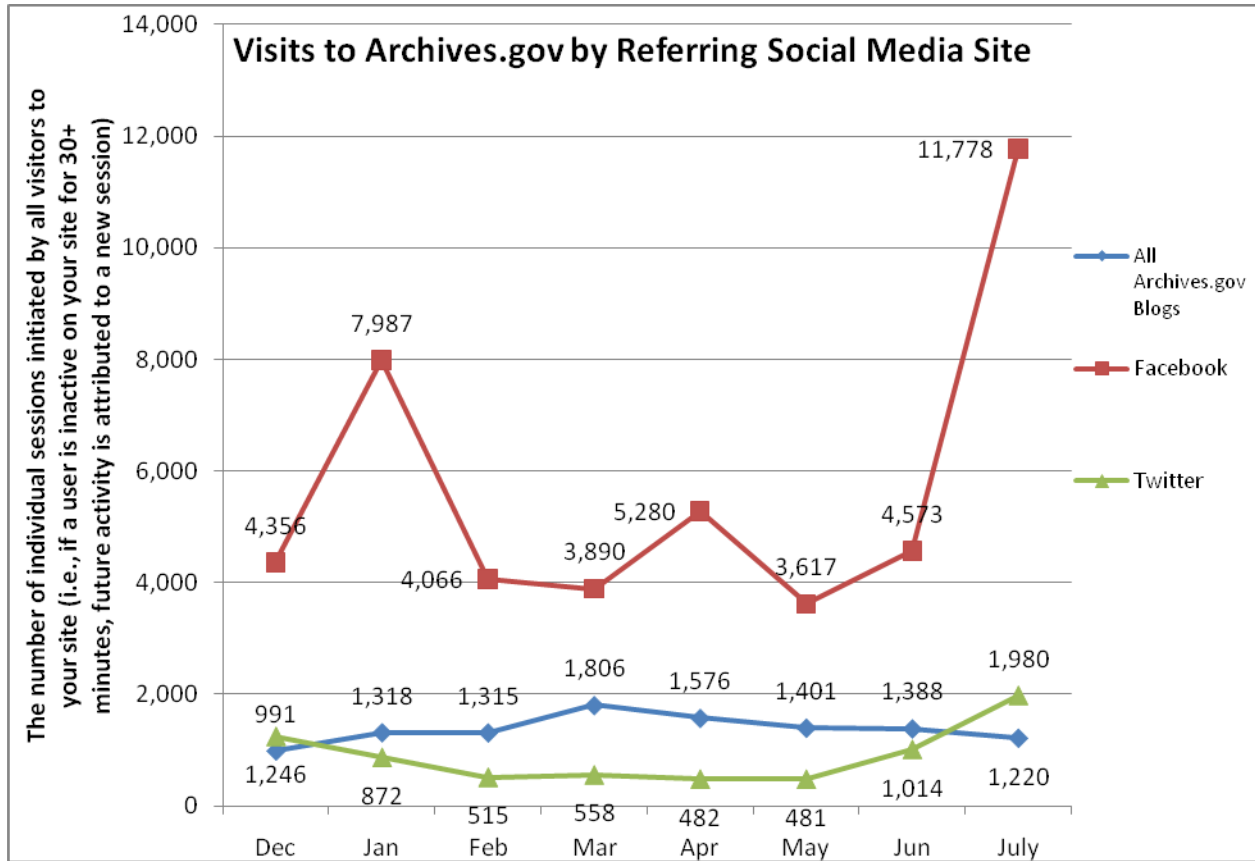
SOCIAL MEDIA TOOLBOX (Tools currently in use)

- Blogs (Wordpress, Tumblr)
- Facebook
- Flickr
- Foursquare
- HootSuite
- IdeaScale
- 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

July Projects

1. National Archives at Anchorage Facebook Page (NRIAA): Live 7/7/2011
2. Ronald Reagan Presidential Library and Museum Facebook Page (NLRR): Live 7/7/2011

	Blog	Facebook	Flickr	Twitter	Wiki	Tumblr
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				

New Internal Social Media Projects

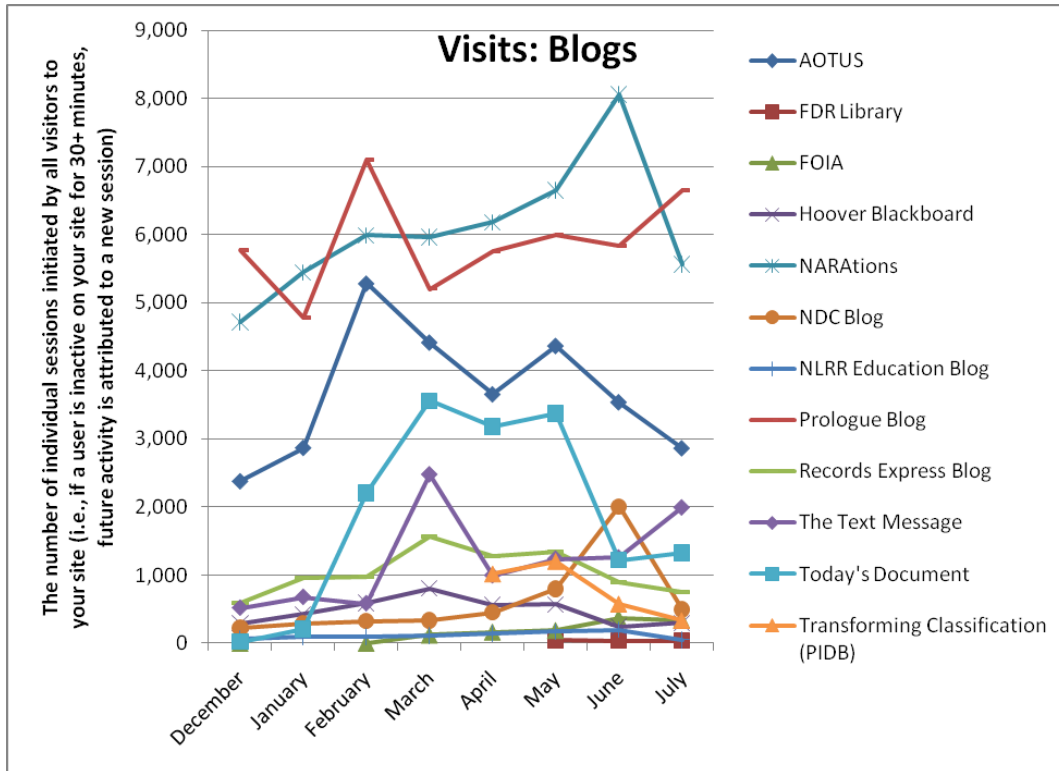
July Projects

1. NL Digitization Wiki (NL): Live 7/12/2011
2. Declassification Regulation Wiki (NPOL): Live 7/12/2011
3. Presidential Libraries Web Re-design Working Group Wiki (NL): Live 7/11/2011

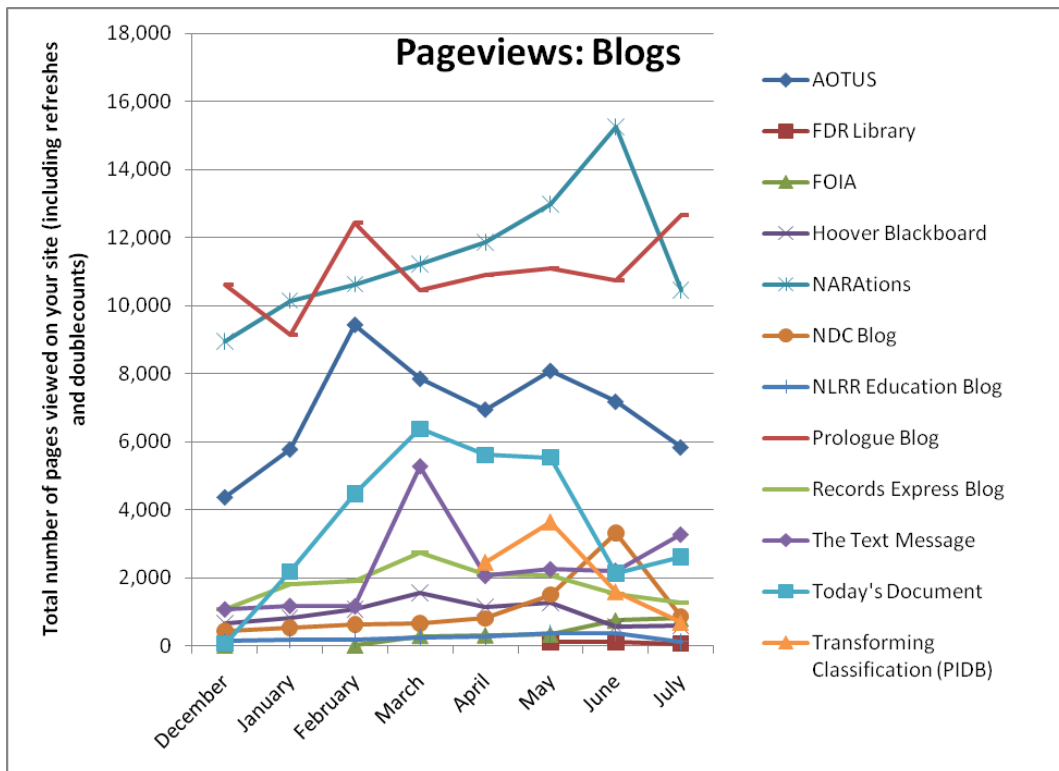
	Nara@work Blogs	IdeaScale	Wikis
October	2	2	4
November			1
December			2
January			4
February			2
March			3
April			2
May			
June			2
July			3

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

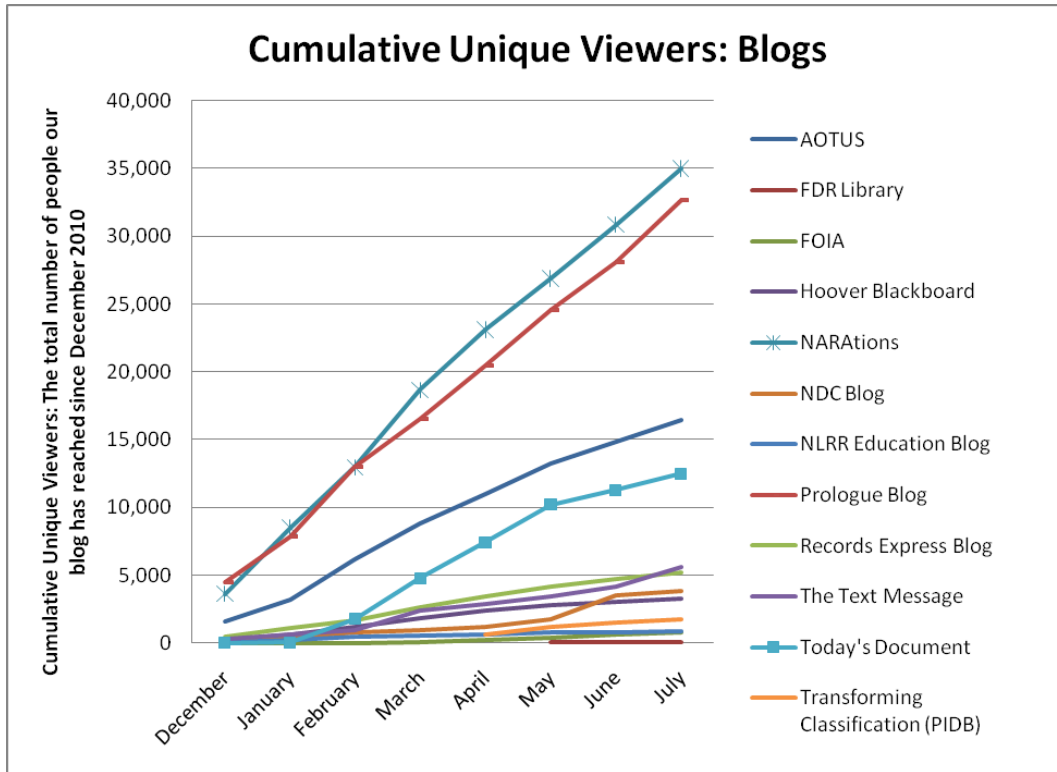
Blog Visits (Source: Appendix II.A)



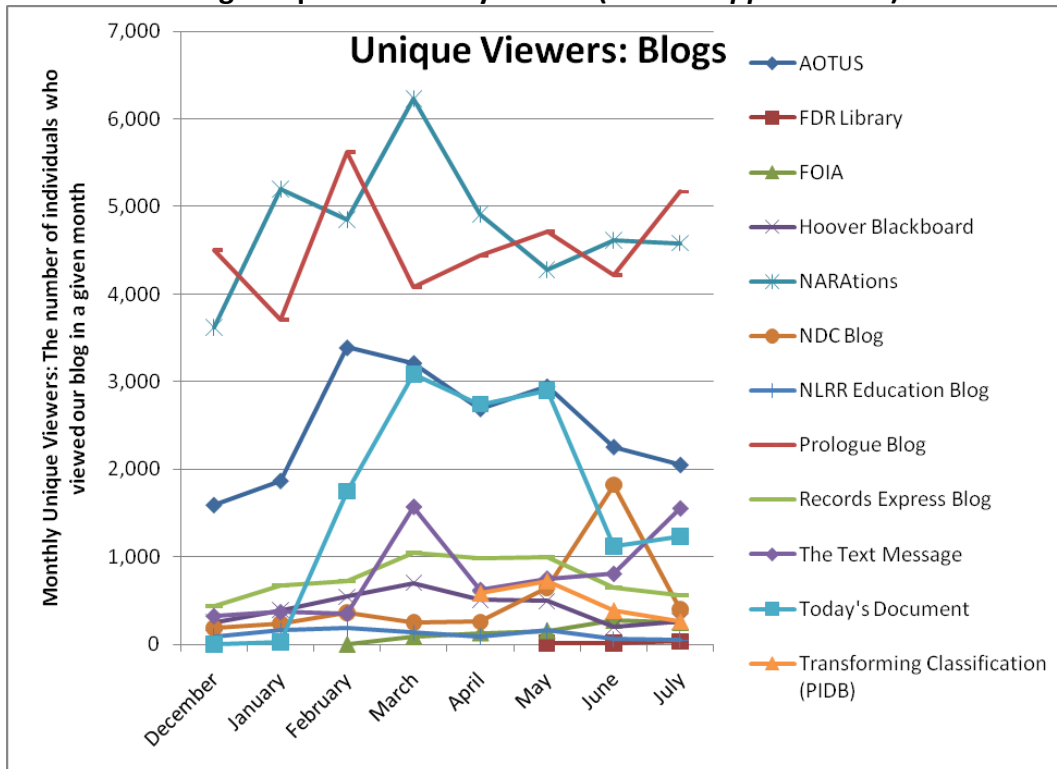
Blog Pageviews (Source: Appendix II.B)



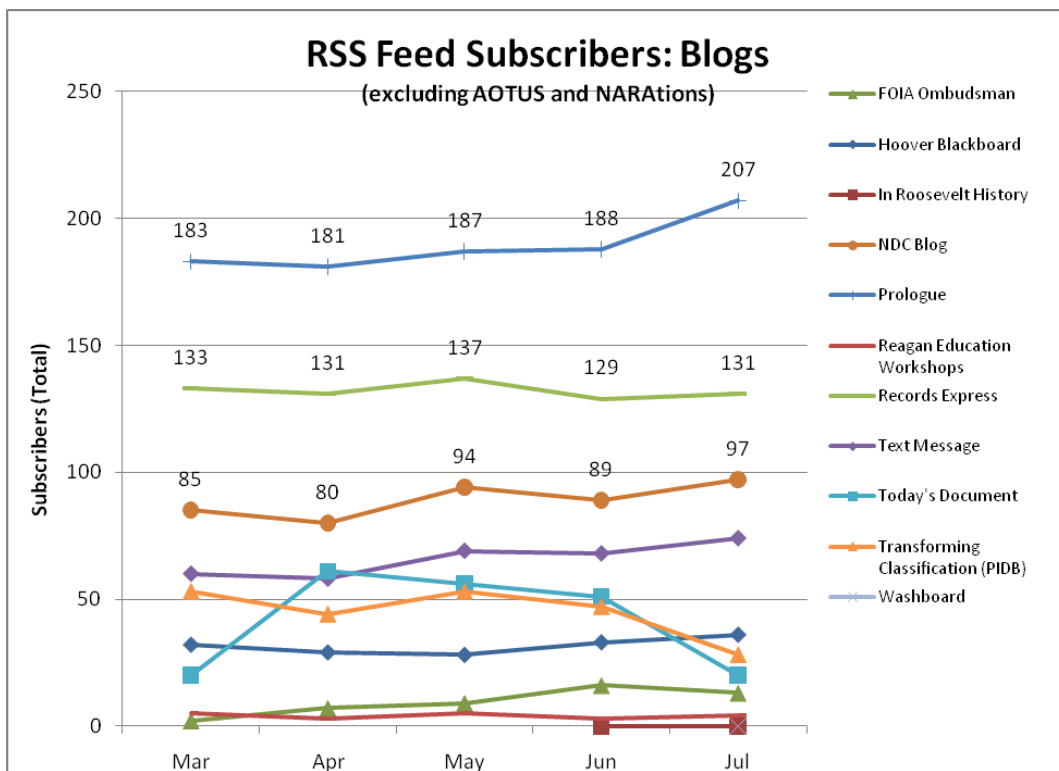
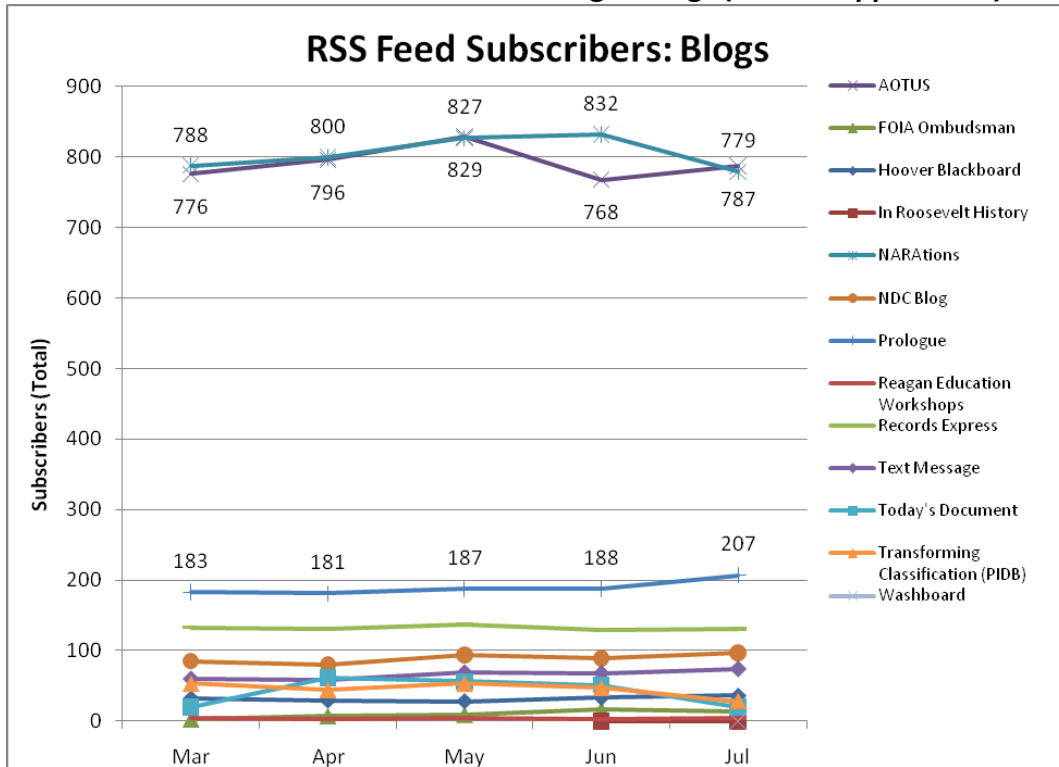
Blog Cumulative Unique Viewers (Source: Appendix II.C)



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



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

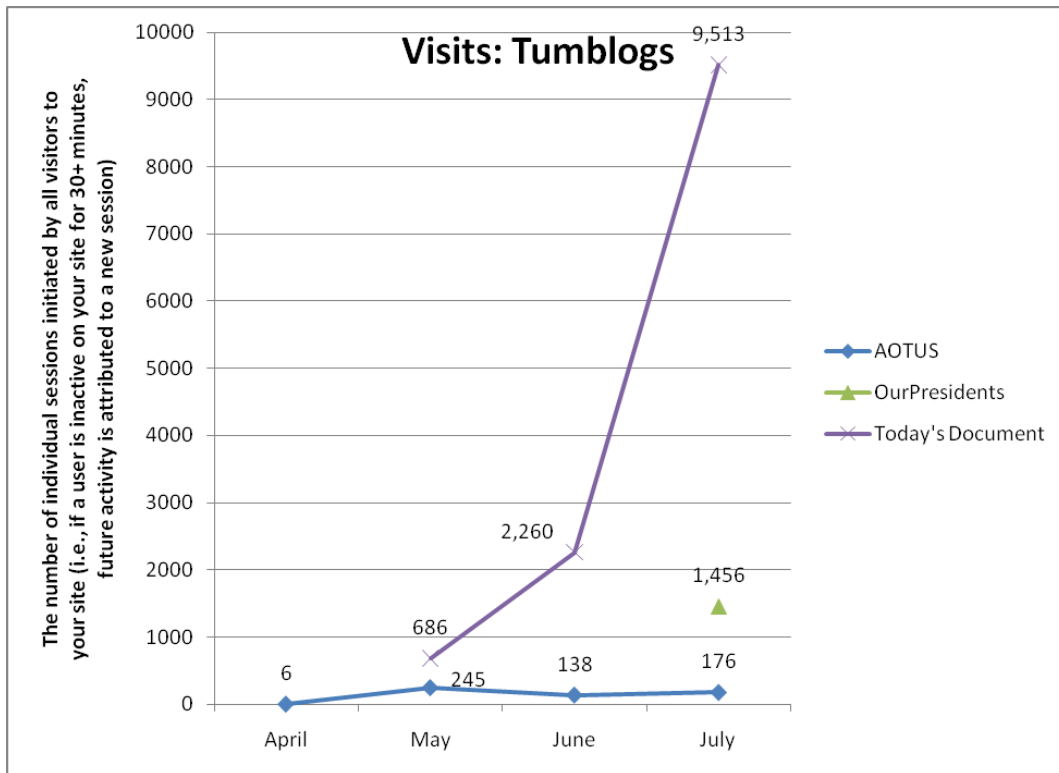


Top 5 Most Viewed Blog Posts in July

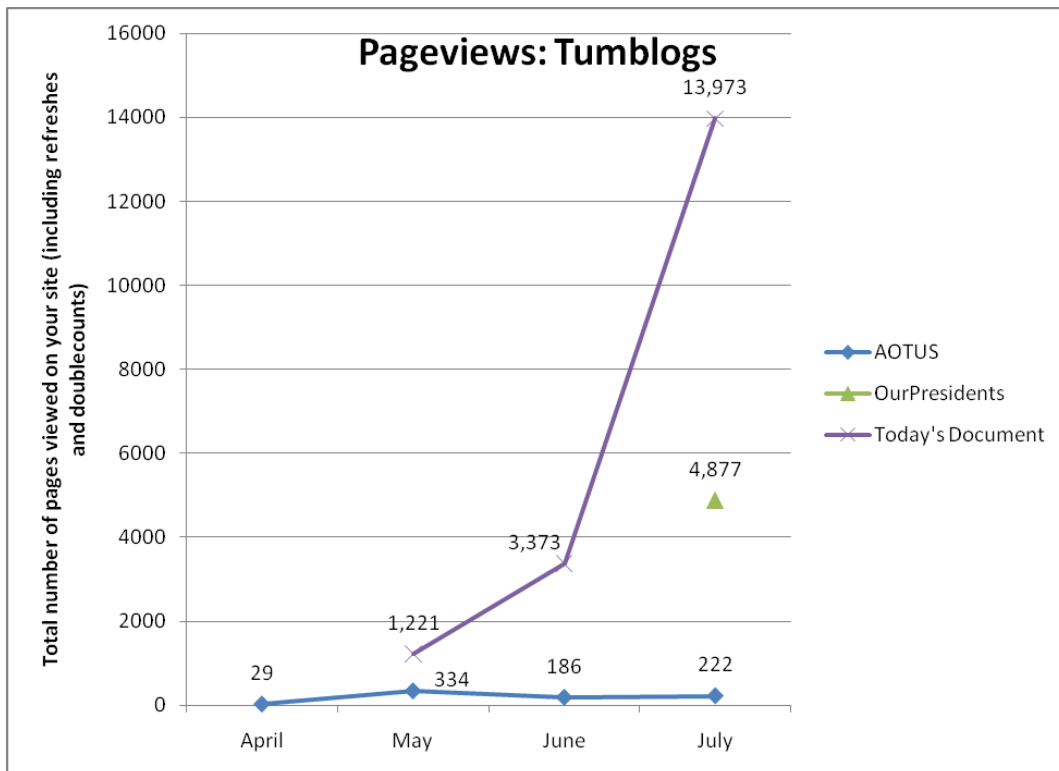
Blog	Pageviews	Post Title
NARAtions	885	Are You Preparing for the 1940 Census? We are!
Prologue	839	What's Cooking Wednesdays: Crimes against butter
Prologue	641	Potatriots: The original Freedom Fries
AOTUS	476	Grog and Flog
AOTUS	456	Conservation Challenge: The Magna Carta

Social Media Tools: Detail View – Tumblogs

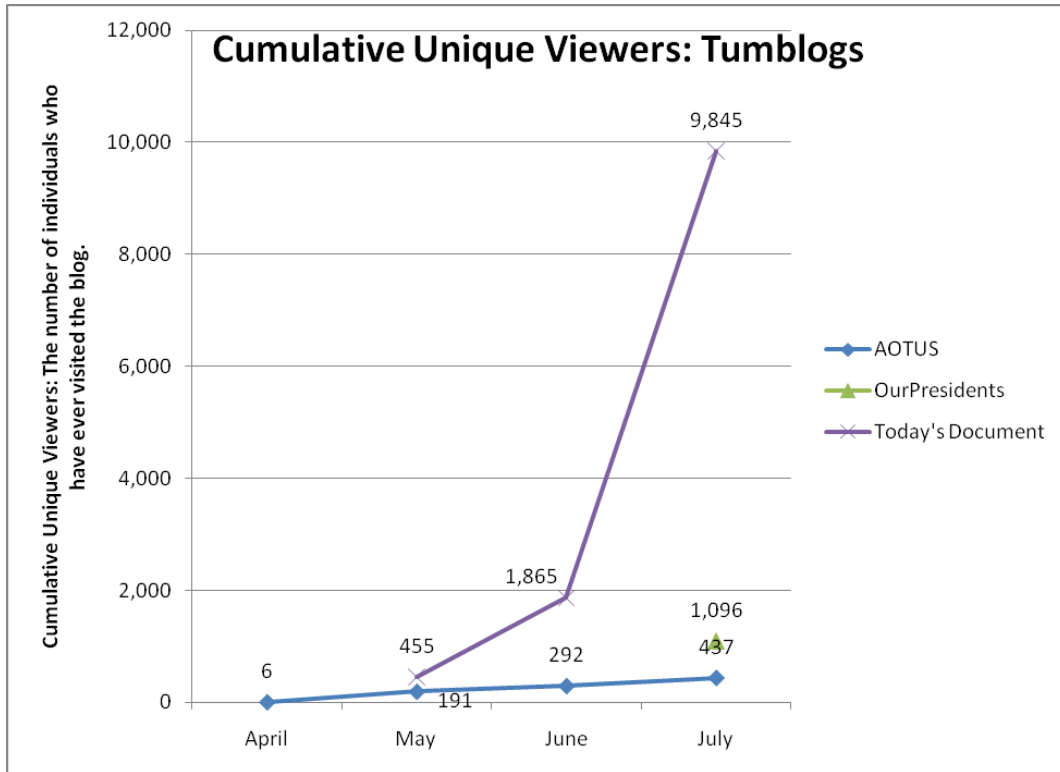
Tumblog Visits



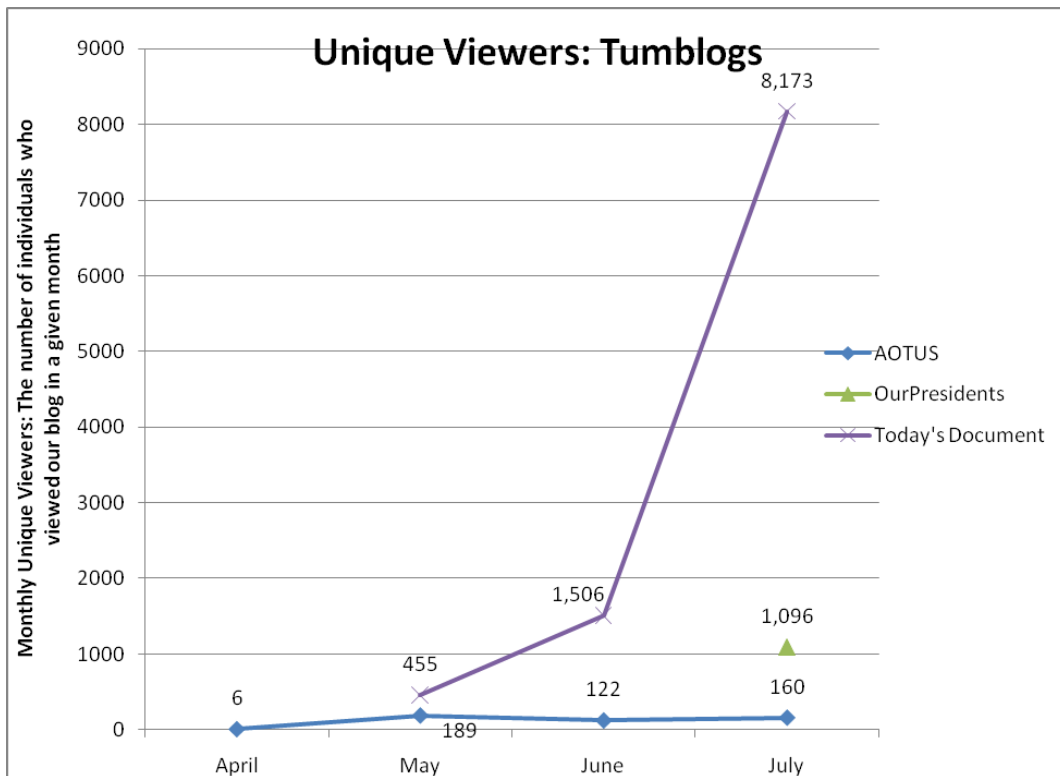
Tumblog Pageviews



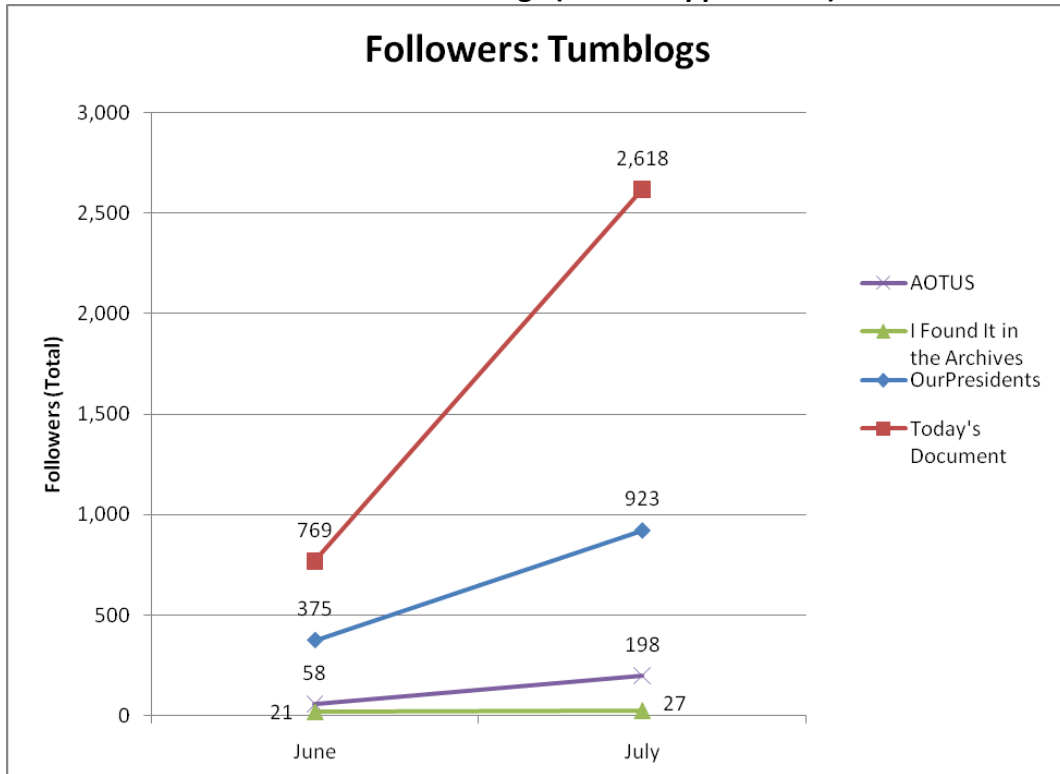
Tumblog Cumulative Unique Viewers



Tumblog Blog Unique Viewers by Month

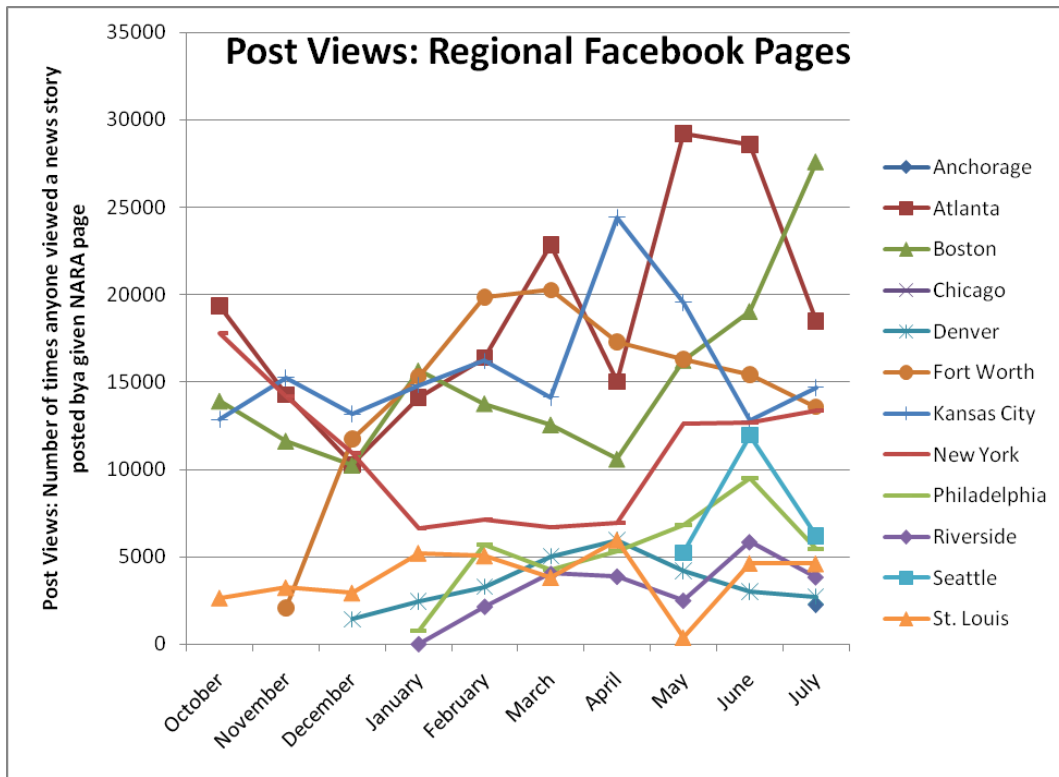


Followers on Tumblogs (Source: Appendix IV)

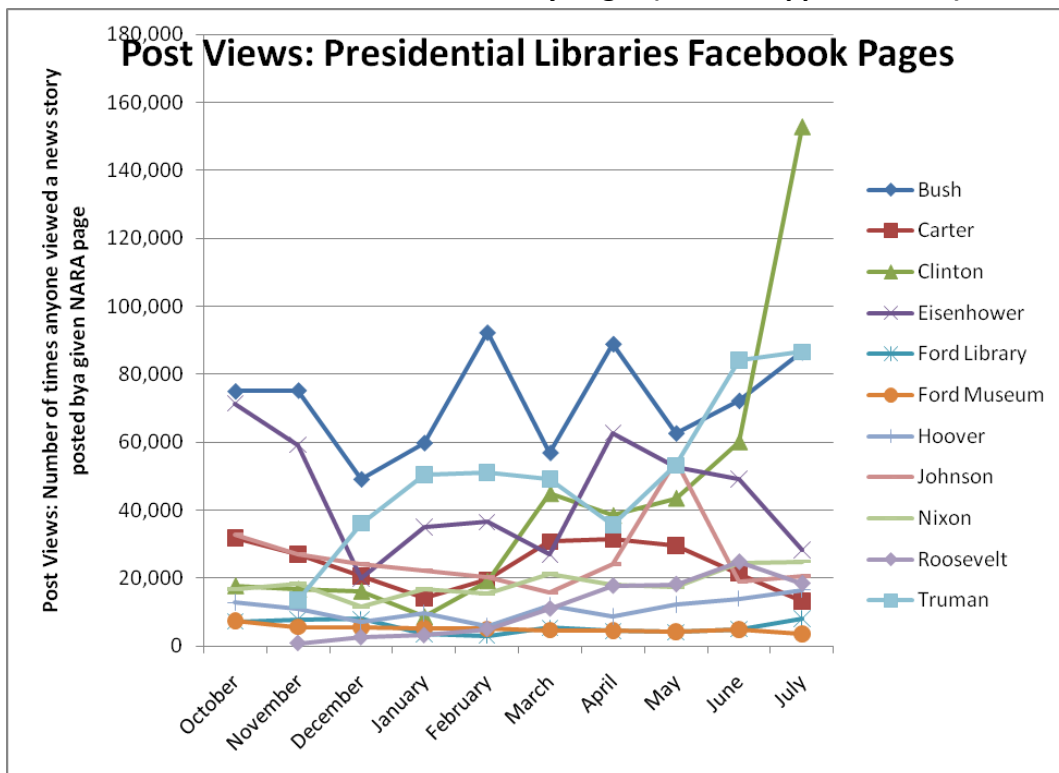


Social Media Tools: Detail View – Facebook

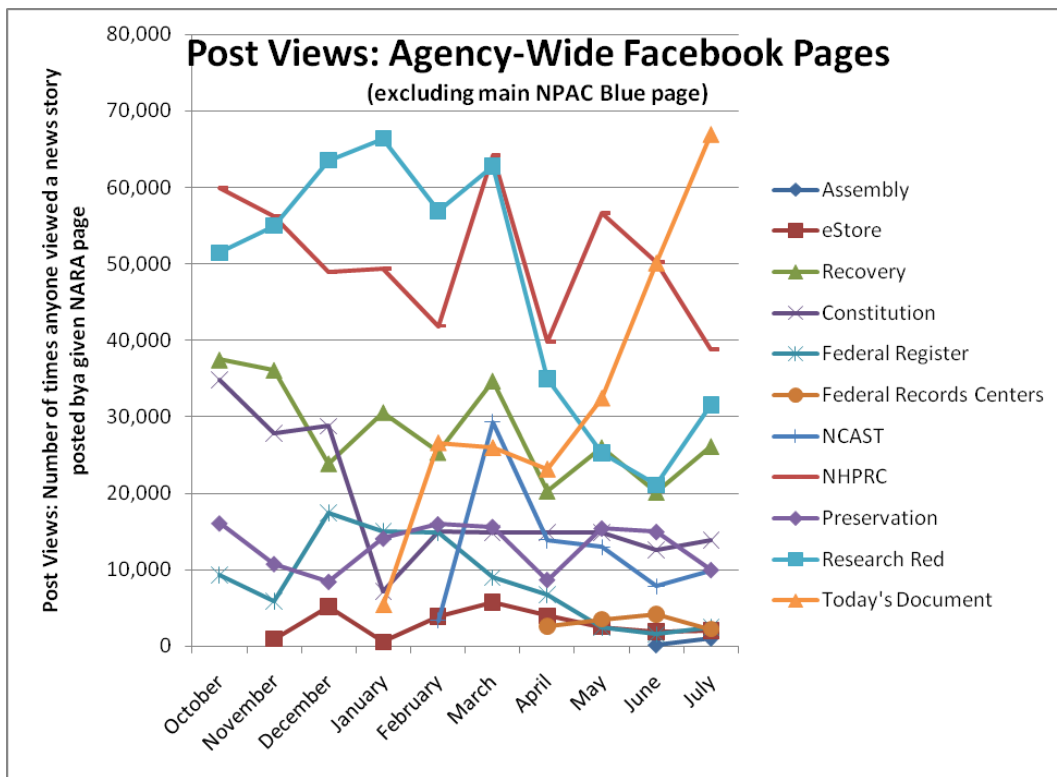
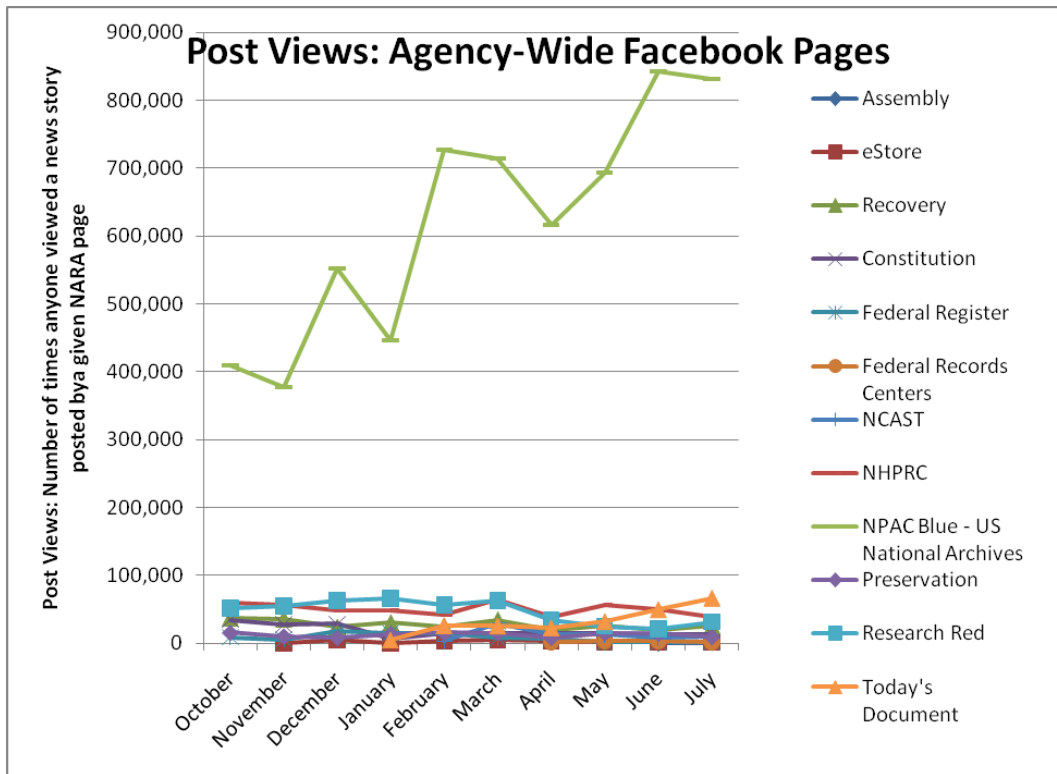
Post Views on Regional Pages (Source: Appendix IV.A)



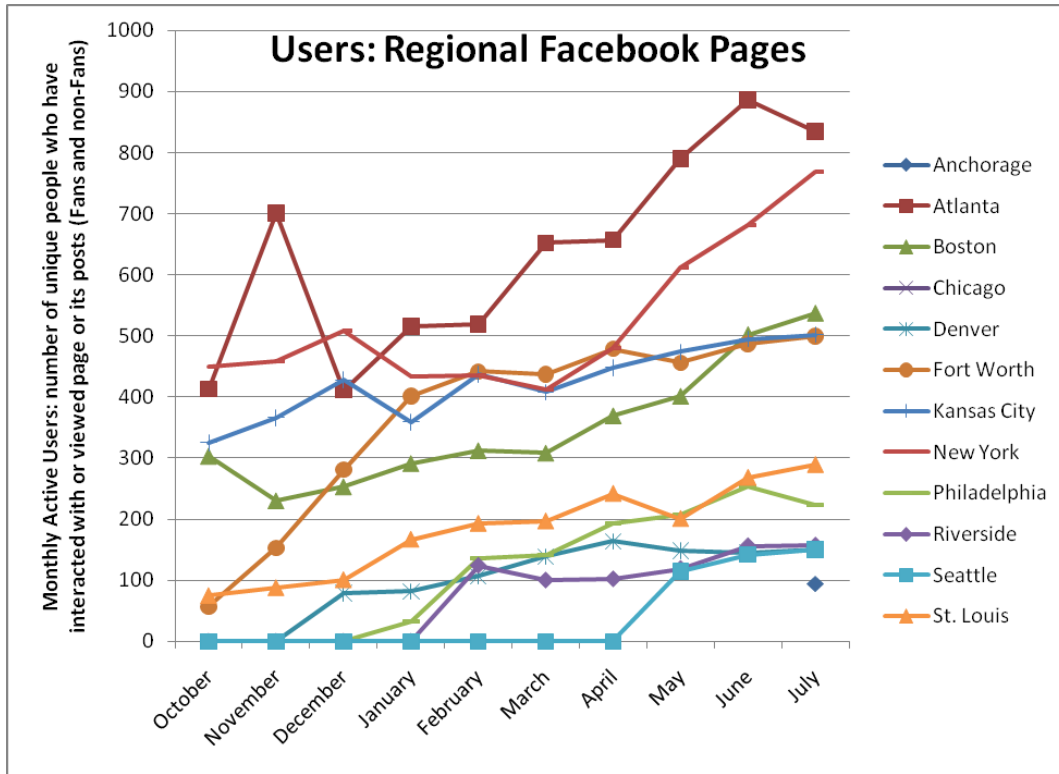
Post Views on Presidential Library Pages (Source: Appendix IV.A)



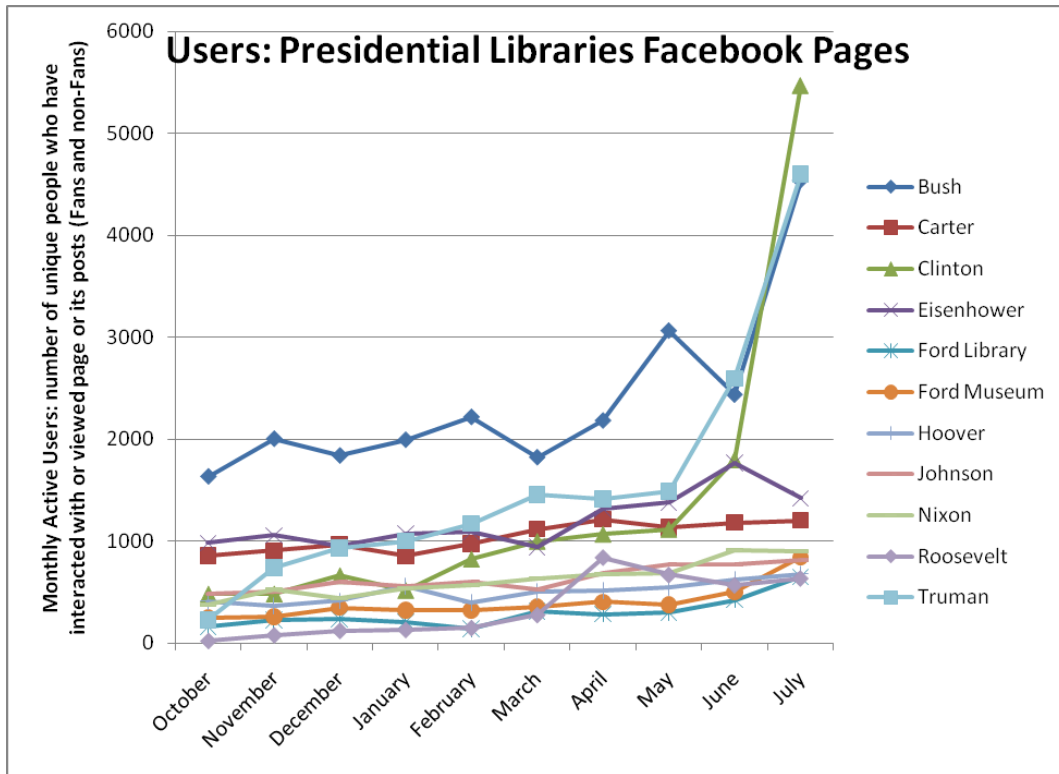
Post Views on Agency-Wide Pages (Source: Appendix IV.A)



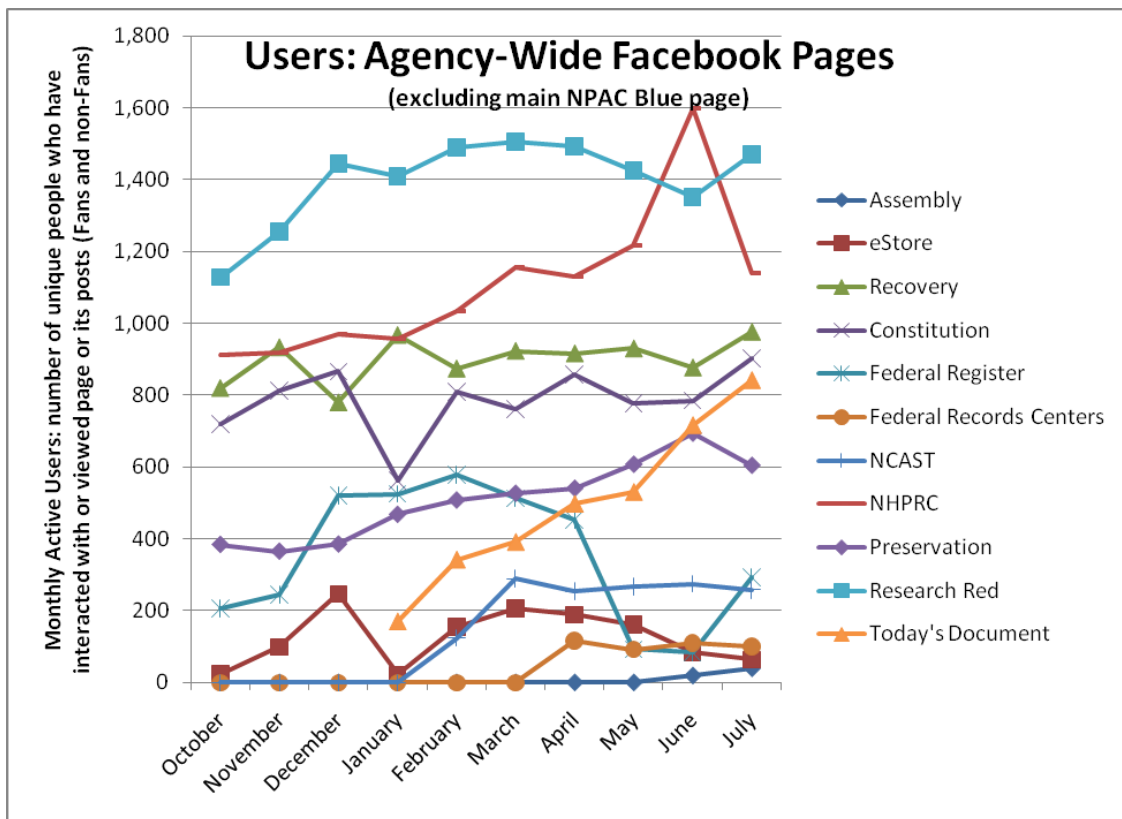
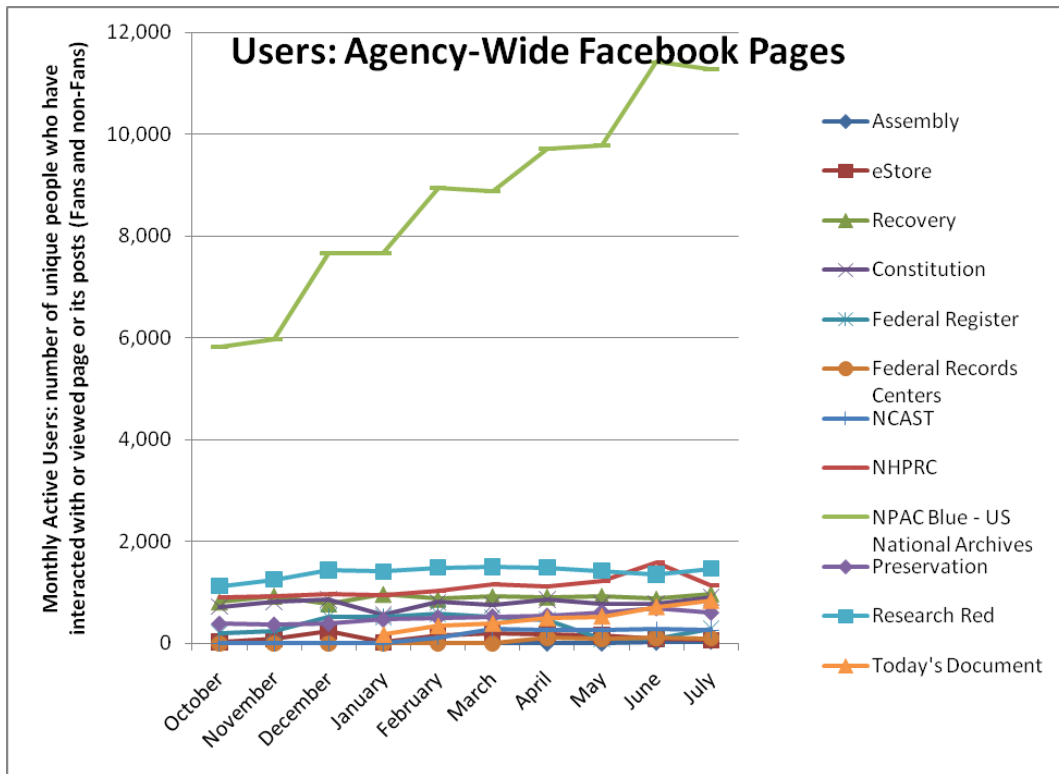
Monthly Active Users of Regional Pages (Source: Appendix IV.B)



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

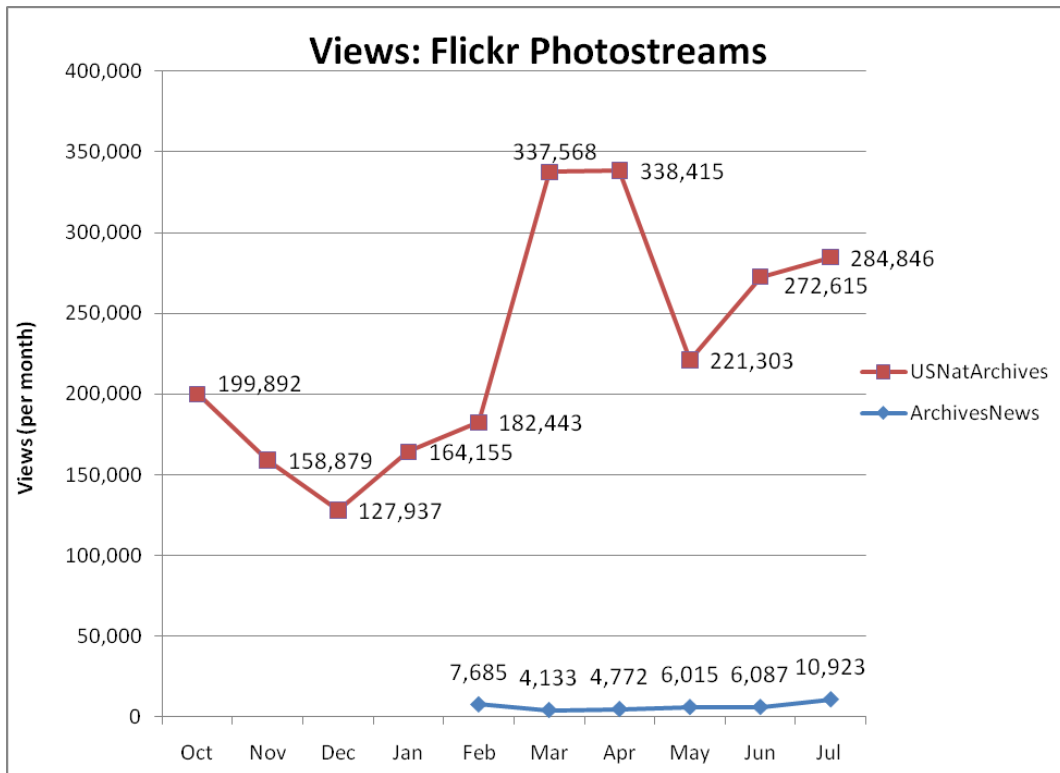


Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)

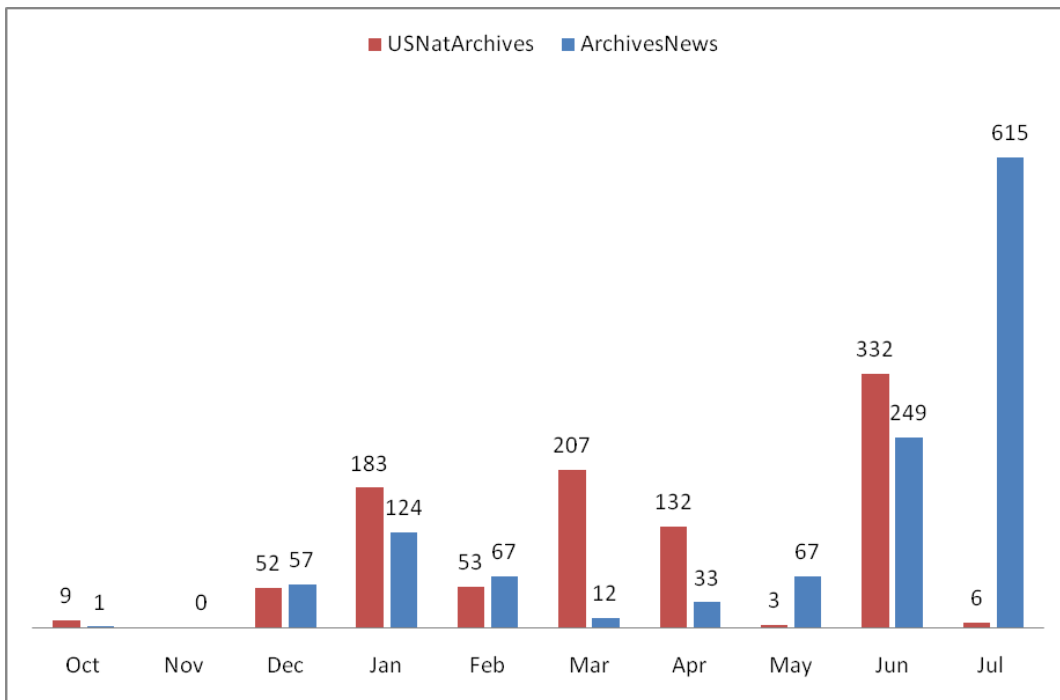


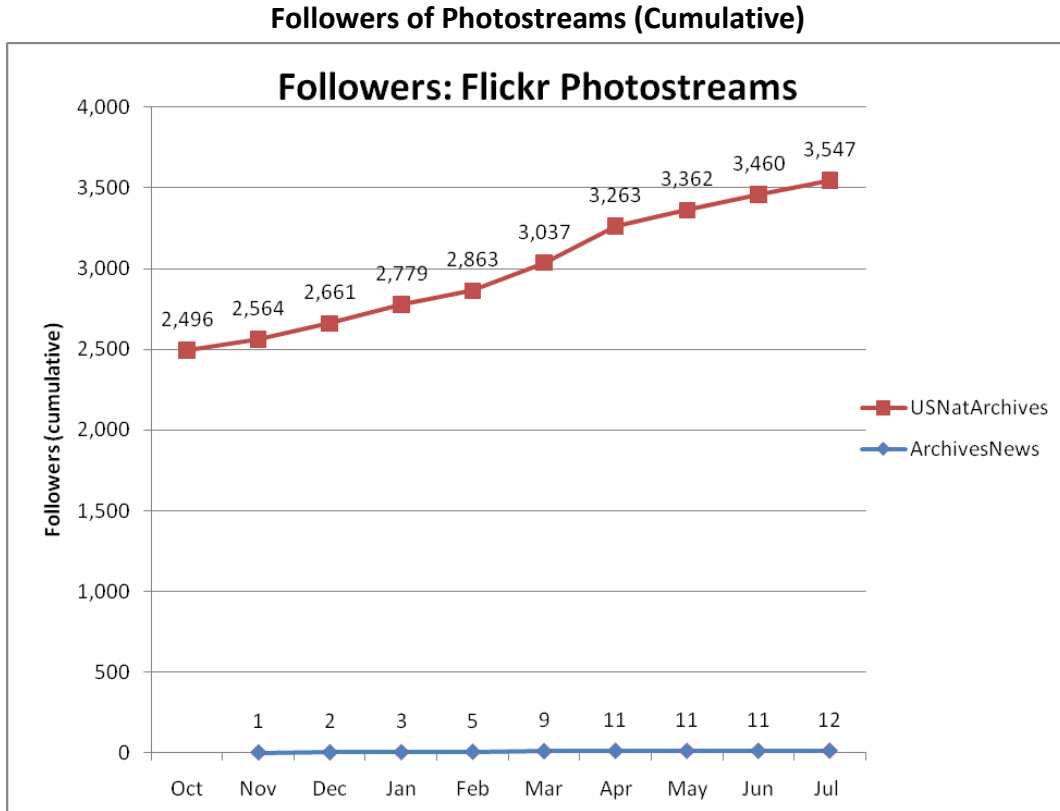
Social Media Tools: Detail View – Flickr

Views on Photostreams (Per Month)



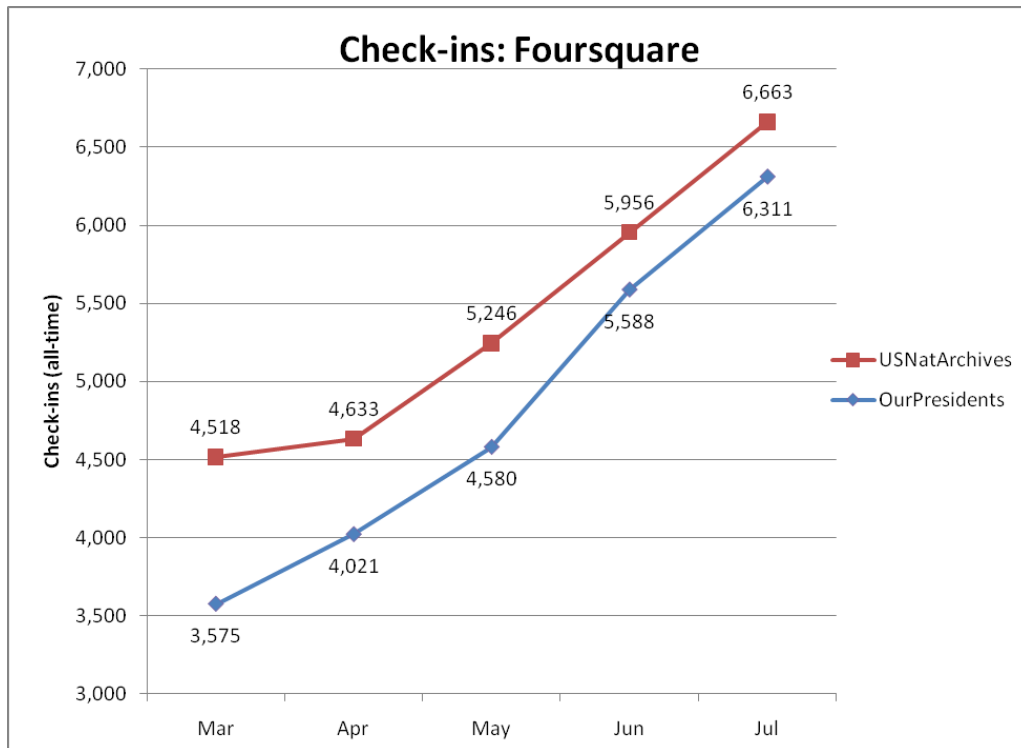
Photos Uploaded (Per Month)



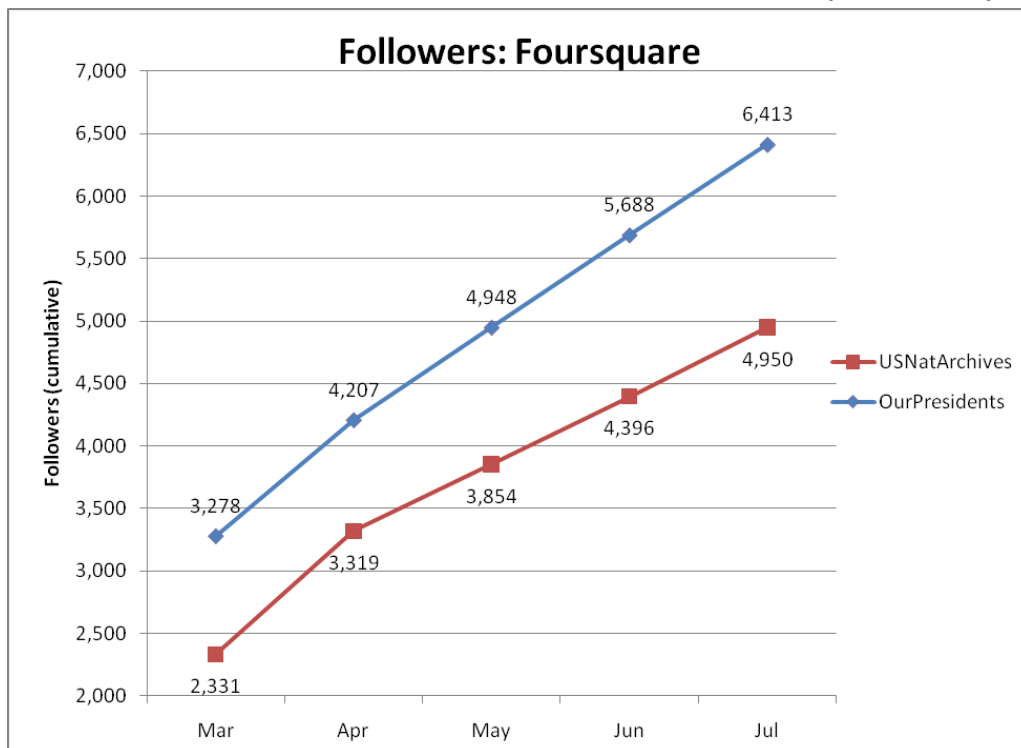


Social Media Tools: Detail View – Foursquare

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

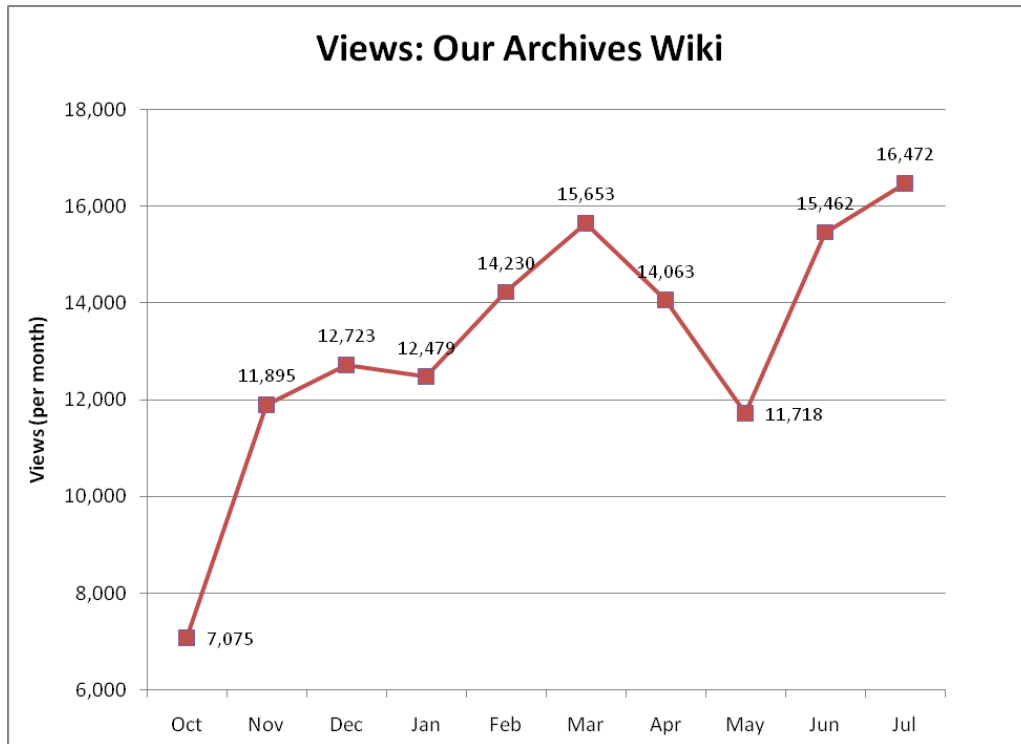


Number of Followers of USNatArchives and OurPresidents (Cumulative)

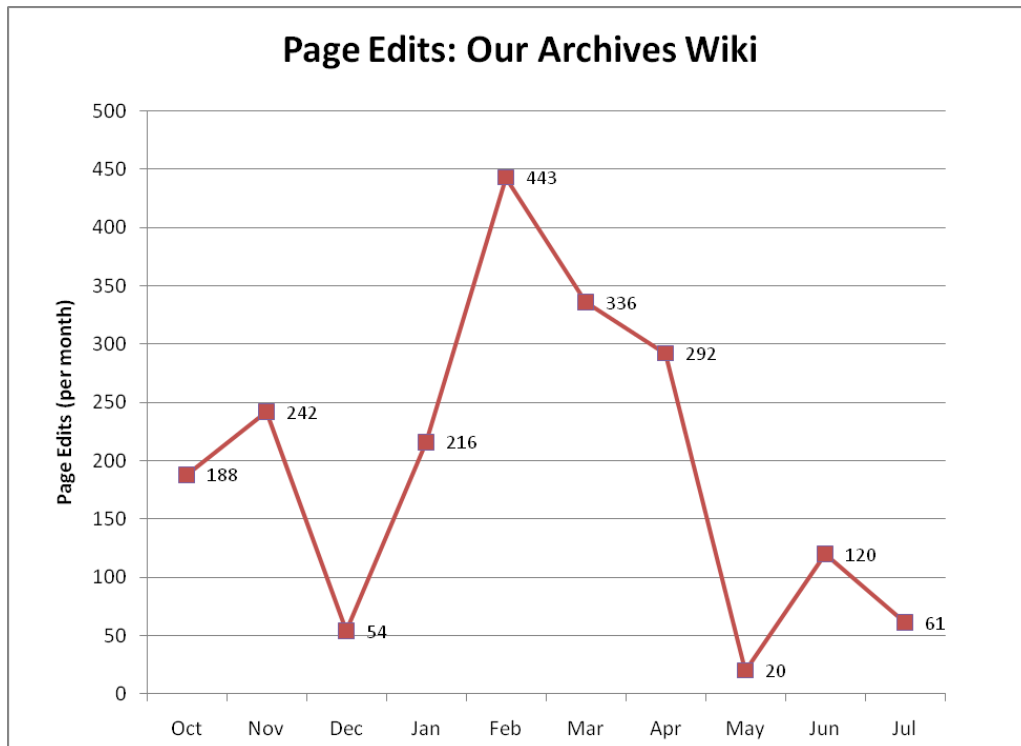


Social Media Tools: Detail View – Our Archives Wiki

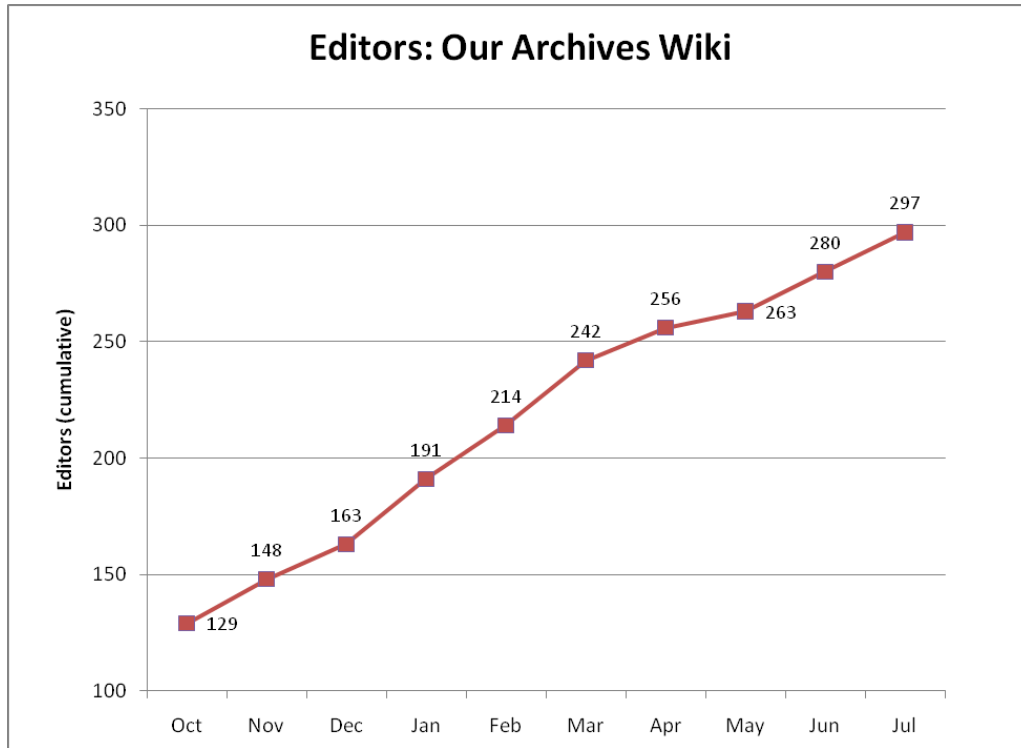
Views on Our Archives Wiki (Per Month)



Edits on Our Archives Wiki (Per Month)

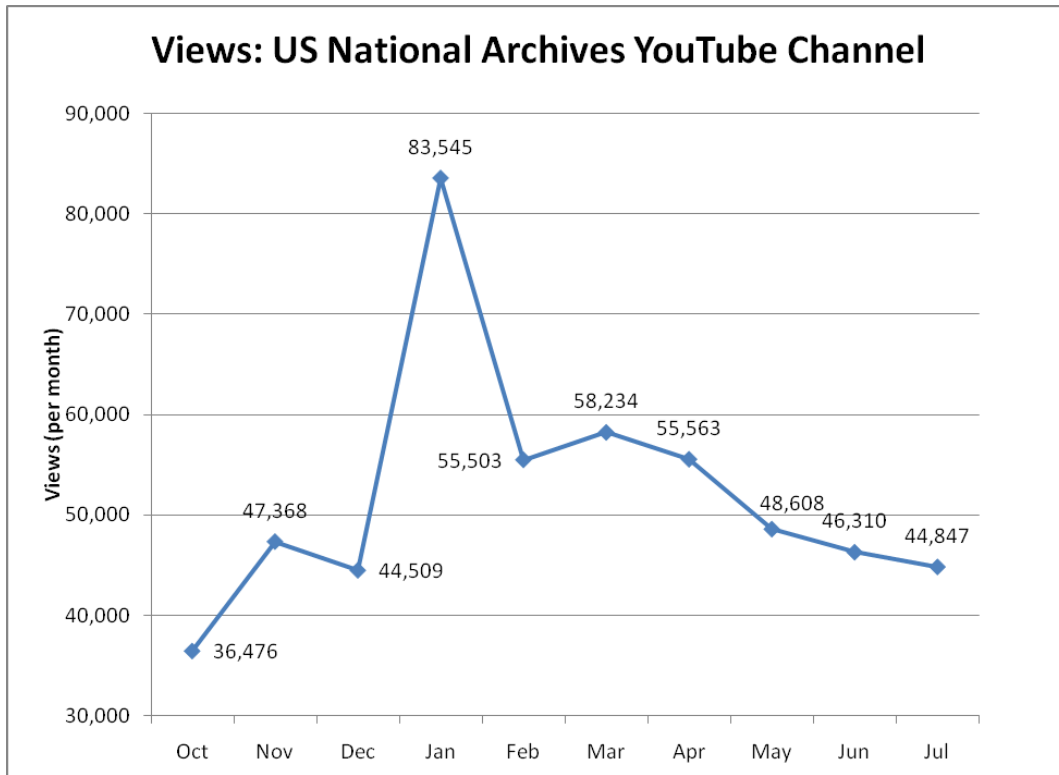


Editors on Our Archives Wiki (Cumulative)

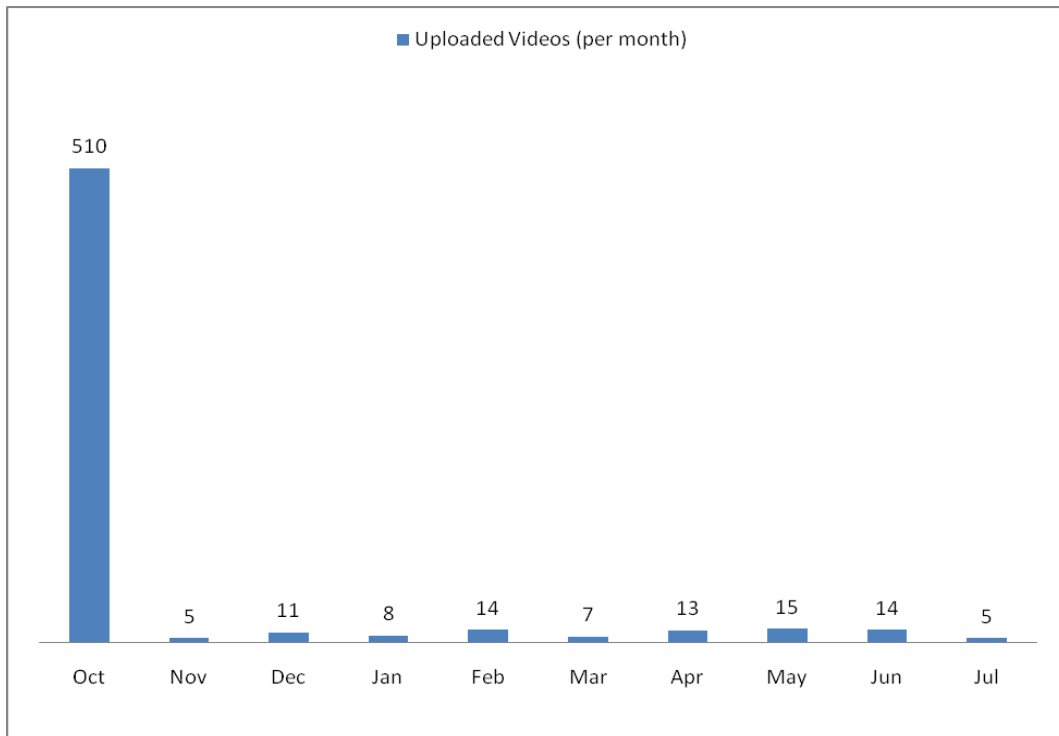


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

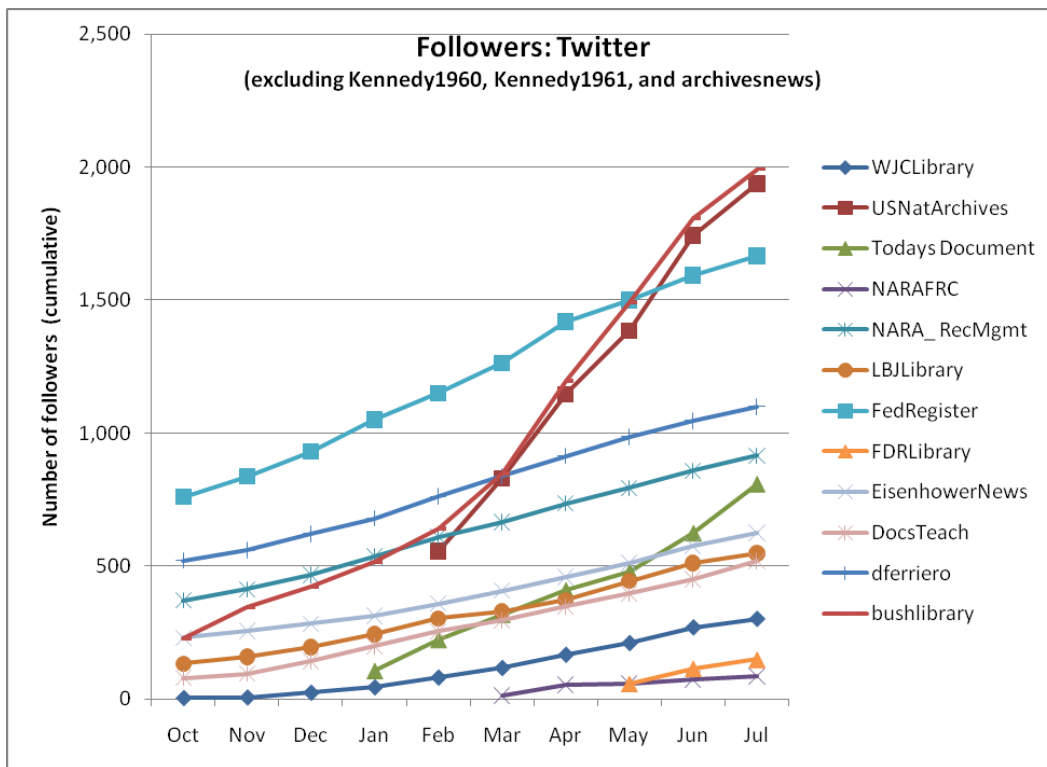
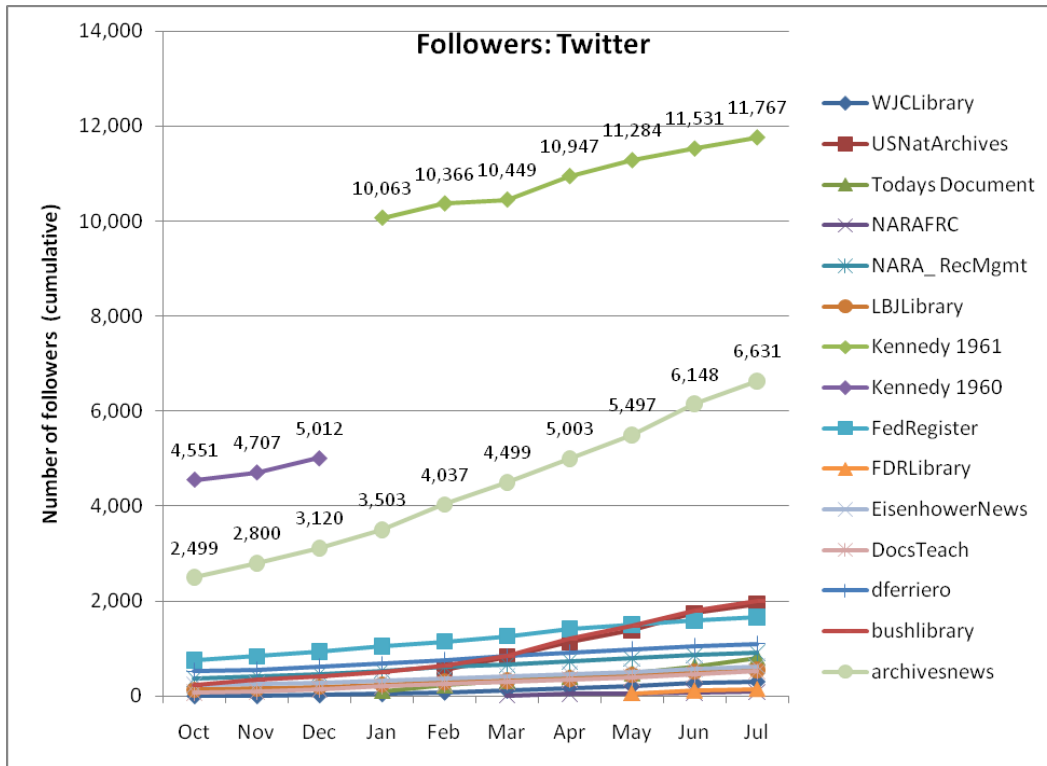


Top 5 Most Viewed Videos for July 2011 on US National Archives Channel

Video Title	Views	% of Total Views
War Comes to America (full film)	4,538	10.1%
Stories from the Great Depression	3,676	8.1%
Land of the Giants	1,592	3.5%
The John Glenn Story - 1963	1,616	3.5%
The Eagle Has Landed - 1969	1,360	3.0%

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.

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 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.

	December	January	February	March	April	May	June	July	FY Total
AOTUS	2,376	2,868	5,285	4,418	3,656	4,368	3,539	2,862	29,372
FDR Library						42	38	39	119
FOIA	3		4	122	165	188	368	341	1,191
Hoover Blackboard	294	425	593	805	563	570	243	297	3,790
NARAtions	4,721	5,445	5,990	5,967	6,182	6,648	8,063	5,564	48,580
NDC Blog	219	288	325	337	454	795	2,007	496	4,921
NLRR Education Blog	71	90	97	115	140	169	199	49	930
Prologue Blog	5,776	4,786	7,099	5,204	5,748	5,994	5,838	6,656	47,101
Records Express Blog	586	960	977	1,561	1,275	1,337	895	747	8,338
The Text Message	516	675	581	2,480	993	1,238	1,255	1,992	9,730
Today's Document	20	210	2,210	3,560	3,179	3,377	1,220	1,326	15,102
Transforming Classification (PIDB)					1,016	1,201	576	335	3,128
MONTHLY TOTAL	14,582	15,747	23,161	24,569	23,371	25,927	24,241	20,704	172,302

*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.

	December	January	February	March	April	May	June	July	FY Total
AOTUS	4,370	5,777	9,442	7,853	6,948	8,088	7,179	5,835	55,492
FDR Library						117	111	63	291
FOIA	6		10	293	314	337	753	808	2,521
Hoover Blackboard	653	813	1,069	1,551	1,133	1,261	559	591	7,630
NARAtions	8,957	10,147	10,626	11,225	11,854	12,988	15,257	10,446	91,500
NDC Blog	432	540	628	663	810	1,507	3,321	863	8,764
NLRR Education Blog	135	186	175	258	284	375	380	121	1,914
Prologue Blog	10,615	9,150	12,434	10,465	10,905	11,083	10,741	12,674	88,067
Records Express Blog	1,087	1,823	1,907	2,740	2,098	2,079	1,540	1,262	14,536
The Text Message	1,079	1,182	1,170	5,271	2,065	2,256	2,210	3,271	18,504
Today's Document	67	2,182	4,474	6,373	5,610	5,538	2,135	2,608	28,987
Transforming Classification (PIDB)					2,467	3,652	1,595	688	8,402
MONTHLY TOTAL	27,401	31,800	41,935	46,692	44,488	49,281	45,781	39,230	326,608

APPENDIX II.C: Blog Unique Viewers (Cumulative)

Defined as the number of unique individuals who have at some point in the past seven months looked at our blog.

	December	January	February	March	April	May	June	July
AOTUS	1,593	3,167	6,147	8,810	10,970	13,226	14,836	16,477
FDR Library						17	23	54
FOIA	2	2	4	90	212	351	594	794
Hoover Blackboard	253	637	1,168	1,851	2,346	2,823	3,011	3,259
NARAtions	3,622	8,511	12,956	18,657	23,088	26,862	30,854	34,971
NDC Blog	188	406	739	939	1,151	1,727	3,483	3,816
NLRR Education Blog	88	245	432	562	649	744	800	845
Prologue Blog	4,502	7,828	12,951	16,523	20,428	24,530	28,076	32,652
Records Express Blog	441	1,063	1,683	2,587	3,399	4,190	4,686	5,157
The Text Message	325	631	905	2,369	2,845	3,466	4,144	5,560
Today's Document	4	30	1,759	4,767	7,408	10,198	11,278	12,476
Transforming Classification (PIDB)					584	1,215	1,526	1,752

APPENDIX II.D: Blog Unique Viewers (Monthly)

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

	December	January	February	March	April	May	June	July
AOTUS	1,593	1,869	3,391	3,214	2,693	2,946	2,257	2,052
FDR Library						17	12	34
FOIA	2		3	88	132	156	272	246
Hoover Blackboard	253	392	543	704	515	494	200	261
NARAtions	3,622	5,200	4,851	6,233	4,912	4,280	4,614	4,582
NDC Blog	188	241	363	250	259	646	1,823	396
NLRR Education Blog	88	158	191	134	88	158	60	48
Prologue Blog	4,502	3,709	5,622	4,083	4,435	4,712	4,215	5,168
Records Express Blog	441	673	725	1,050	987	995	643	564
The Text Message	325	371	353	1,573	624	753	808	1,555
Today's Document	4	30	1,747	3,088	2,742	2,900	1,121	1,235
Transforming Classification (PIDB)					584	722	385	261
MONTHLY TOTAL	11,018	12,643	17,789	20,417	17,971	18,779	16,410	16,402

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

	March	April	May	June	July
AOTUS	776	796	829	768	787
FOIA Ombudsman	2	7	9	16	13
Hoover Blackboard	32	29	28	33	36
In Roosevelt History				0	0
NARAtions	788	800	827	832	779
NDC Blog	85	80	94	89	97
Prologue	183	181	187	188	207
Reagan Education Workshops	5	3	5	3	4
Records Express	133	131	137	129	131
Text Message	60	58	69	68	74
Today's Document	20	61	56	51	20
Transforming Classification (PIDB)	53	44	53	47	28
Washboard					0

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.

	October	November	December	January	February	March	April	May	June	July	FY Total
Monthly Total (A+P+R)	958,535	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	12,152,585
Agency-Wide Total	618,619	570,882	748,901	635,377	930,344	975,855	785,056	886,021	1,026,957	1,036,264	8,214,276
Assembly									161	1019	1,180
eStore		974	5144	556	3876	5736	3979	2523	1920	2042	26,750
Recovery	37,469	36120	23874	30,590	25370	34713	20281	25995	20121	26144	280,677
Constitution	34,815	27815	28795	7,139	15018	14831	14857	14902	12628	13914	184,714
Federal Register	9,315	5925	17472	14,983	14842	8979	6714	2487	1548	2490	84,755
Federal Records Centers							2603	3530	4188	2248	12,569
NCAST					3392	29321	13885	12973	7847	9956	77,374
NHPRC	59,938	56250	48884	49,370	41882	64197	39799	56670	50187	38840	506,017
NPAC Blue - US National Archives	409,508	378,038	552,761	446,845	726,431	713,744	616,157	693,745	842,160	831156	6,210,545
Preservation	16,108	10761	8423	14,113	16006	15643	8674	15448	14986	9973	130,135
Research Red	51,466	54999	63548	66,385	56936	62731	34951	25316	21094	31538	468,964
Today's Document				5,396	26591	25960	23,156	32432	50117	66944	230,596
	October	November	December	January	February	March	April	May	June	July	FY Total
Presidential Total	273,346	263,004	201,117	229,116	273,982	278,686	335,469	352,907	379,522	460,244	3,047,393
Bush	75,040	75297	49106	59,808	92350	56923	88983	62658	72256	86587	719,008
Carter	31,898	27113	20636	14,137	19585	30754	31547	29707	21404	13190	239,971
Clinton	17,758	16749	16171	8,631	19168	44865	38464	43544	60120	152919	418,389
Eisenhower	71,434	59260	19998	35,083	36566	27013	62802	52812	49222	28412	442,602
Ford Library	7,275	7911	8036	3,537	3105	5432	4486	4169	5057	8067	57,075
Ford Museum	7,491	5703	5634	5,303	5097	4745	4647	4279	4932	3619	51,450
Hoover	12,884	11032	7034	9,804	5833	11927	8730	12245	14048	16628	110,165
Johnson	32,717	26966	24179	22,395	20454	15680	24311	54705	19044	20762	261,213

	October	November	December	January	February	March	April	May	June	July	FY Total
Nixon	16,849	18539	11559	16,835	15626	21152	18081	17320	24435	24964	185,360
Roosevelt		873	2594	3,201	5061	11024	17795	18235	24819	18492	102,094
Truman		13561	36170	50,382	51137	49171	35623	53233	84185	86604	460,066
Regional Total	66570	60661	60764	74995	89577	93681	95388	113047	123411	112822	890916
Anchorage										2273	2273
Atlanta	19346	14282	10287	14129	16391	22833	15033	29207	28574	18485	188567
Boston	13917	11639	10258	15648	13772	12565	10608	16248	19039	27572	151266
Chicago											
Denver			1429	2439	3285	5041	5944	4185	3004	2733	28060
Fort Worth		2097	11737	15320	19847	20272	17281	16297	15421	13579	131851
Kansas City	12857	15243	13179	14829	16208	14126	24418	19550	12779	14687	157876
New York	17806	14166	10940	6614	7133	6691	6924	12625	12668	13375	108942
Philadelphia				787	5720	4290	5328	6817	9478	5474	37894
Riverside				11	2159	4046	3886	2505	5864	3850	22321
Seattle								5240	11958	6188	23386
St. Louis	2644	3234	2934	5218	5062	3817	5966	373	4626	4606	38480

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).

	October	November	December	January	February	March	April	May	June	July
Monthly Total (A+P+R)	17,544	19,776	22,462	22,796	26,029	26,894	29,917	30,965	35,617	43,947
Agency-Wide Total	10,010	10,606	12,870	12,739	14,855	15,143	16,165	15,884	18,011	17,973
Assembly	0	0	0	0	0	0	0	0	19	39
eStore	23	99	247	22	156	206	189	162	83	64
Recovery	820	933	780	967	874	923	916	930	877	976
Constitution	720	813	866	562	810	761	857	778	785	903
Federal Register	206	245	521	525	579	513	453	93	85	293
Federal Records Centers	0	0	0	0	0	0	117	92	111	101
NCAST	0	0	0	0	124	289	254	267	275	258
NHPRC	911	917	970	957	1034	1156	1130	1216	1598	1139
NPAC Blue - US National Archives	5818	5978	7657	7659	8938	8872	9718	9782	11415	11283
Preservation	384	365	385	468	508	527	541	608	695	605
Research Red	1128	1256	1444	1409	1490	1505	1493	1426	1352	1471
Today's Document				170	342	391	497	530	716	841
	October	November	December	January	February	March	April	May	June	July
Presidential Total	5,911	7,174	7,530	7,774	8,469	8,957	10,618	11,557	13,590	21,768
Bush	1634	2003	1839	1993	2217	1822	2182	3063	2436	4535
Carter	862	909	968	857	977	1120	1217	1140	1183	1205
Clinton	482	483	662	518	825	1000	1069	1118	1799	5474
Eisenhower	983	1059	950	1078	1089	944	1321	1378	1766	1421

Ford Library	167	231	237	212	142	313	287	304	425	652
Ford Museum	254	262	351	327	327	356	406	380	502	844
Hoover	411	366	417	557	398	507	516	552	626	679
Johnson	488	508	602	555	602	531	690	771	774	820
Nixon	375	533	446	541	568	630	673	692	911	901
Roosevelt	24	80	124	133	151	279	843	672	571	638
Truman	231	740	934	1003	1173	1455	1414	1487	2597	4599
	October	November	December	January	February	March	April	May	June	July
Regional Total	1623	1996	2062	2283	2705	2794	3134	3524	4016	4206
Anchorage										94
Atlanta	413	701	411	516	519	652	657	790	886	835
Boston	303	230	253	291	312	308	369	401	502	537
Chicago										
Denver	0	0	79	82	107	139	164	149	145	151
Fort Worth	57	153	281	402	442	437	479	456	487	500
Kansas City	325	366	428	359	437	408	448	474	495	502
New York	450	458	509	433	435	412	480	612	681	768
Philadelphia	0	0	0	33	136	141	193	207	254	223
Riverside	0	0	0	0	124	100	102	119	156	157
Seattle	0	0	0	0	0	0	0	115	142	150
St. Louis	75	88	101	167	193	197	242	201	268	289

APPENDIX V: Twitter Followers (Cumulative)

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
archivesnews	2,499	2,800	3,120	3,503	4,037	4,499	5,003	5,497	6,148	6,631
bushlibrary	229	347	424	515	640	849	1,197	1,490	1,806	1,992
dferriero	521	559	621	679	762	838	914	986	1,047	1,100
DocsTeach	80	96	142	200	255	296	350	396	451	519
EisenhowerNews	230	257	283	312	359	408	459	512	576	625
FDRLibrary								58	115	149
FedRegister	760	837	930	1,050	1,150	1,263	1,418	1,499	1,593	1,667
Kennedy 1960	4,551	4,707	5,012							
Kennedy 1961				10,063	10,366	10,449	10,947	11,284	11,531	11,767
LBJLibrary	133	159	196	243	303	328	372	444	512	549
NARA_ RecMgmt	371	413	468	536	610	665	736	793	858	915
NARAFRC						13	53	58	73	87
Todays Document				106	223	318	409	479	624	808
USNatArchives					557	830	1,146	1,385	1,742	1,937
WJCLibrary	4	6	24	44	81	117	167	211	270	302