

SOCIAL MEDIA HIGHLIGHTS

- Pamela Wright speaks about the Citizen Archivist Dashboard at The Humanities and Technology Camp.
- National Archives at Kansas City hosts a Wikipedian Scanathon, using volunteers to scan, tag, and transcribe documents.
- NARA releases an updated version of its Open Government Plan to the public.
- The National Archives celebrates the 78th anniversary of its founding on June 19th.
- A report by Dr. Charles Leale, the first doctor to reach Lincoln after he was shot, is found by researchers.

JUNE 2012 OVERVIEW

Social Media Tool	Monthly Views	Cumulative Users
Archives.gov Blogs	44,982 Views	18,288 Visitors
Tumblr Blogs	20,010 Views	8,350 Visitors
Facebook	3,547,281 Impressions	604,956 Reach
National Archives YouTube Channel	62,744 Views	4,601 Subscribers
Flickr (USNatArchives & ArchivesNews)	341,159 Views	4,669 Contacts
Our Archives Wiki	16,050 Views	351 Editors
Twitter (all NARA feeds)	--	60,290 Followers
FourSquare	31,428 Check-ins	17,942 Followers
iTunes U	8,448 Views	13,136 Subscribers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2012 Views (To Date)	FY 2011 Views
Archives.gov Blogs	516,510	520,572 (Dec-Sept)
Tumblr Blogs	380,199	97,949 (Apr-Sept)
Facebook	19,439,031	15,585,752
National Archives YouTube Channel	634,024	601,517
Flickr (USNatArchives & ArchivesNews)	3,672,353	2,911,601
Our Archives Wiki	133,904	160,899

EXTERNAL BLOGS

- | | | |
|---|--|---|
| 1. AOTUS | 9. The Text Message | 17. Prologue |
| 2. AOTUS Tumblr | 10. Today's Document | 18. Media Matters |
| 3. Exhibits Tumblr | 11. Today's Document Tumblr | 19. Our Presidents Tumblr |
| 4. FOIA Ombudsman | 12. Transforming Classification (PIDB) | 20. Congress in the Archives Tumblr |
| 5. Hoover Blackboard | 13. The WashBoard | 21. LBJ Time Machine Tumblr |
| 6. In Roosevelt History | 14. The Federal Register | 22. Preservation at NARA Tumblr |
| 7. NARAtions | 15. The National Declassification Center | 23. TumblrWeed Times |
| 8. Records Express | 16. NARA Tumblr | |

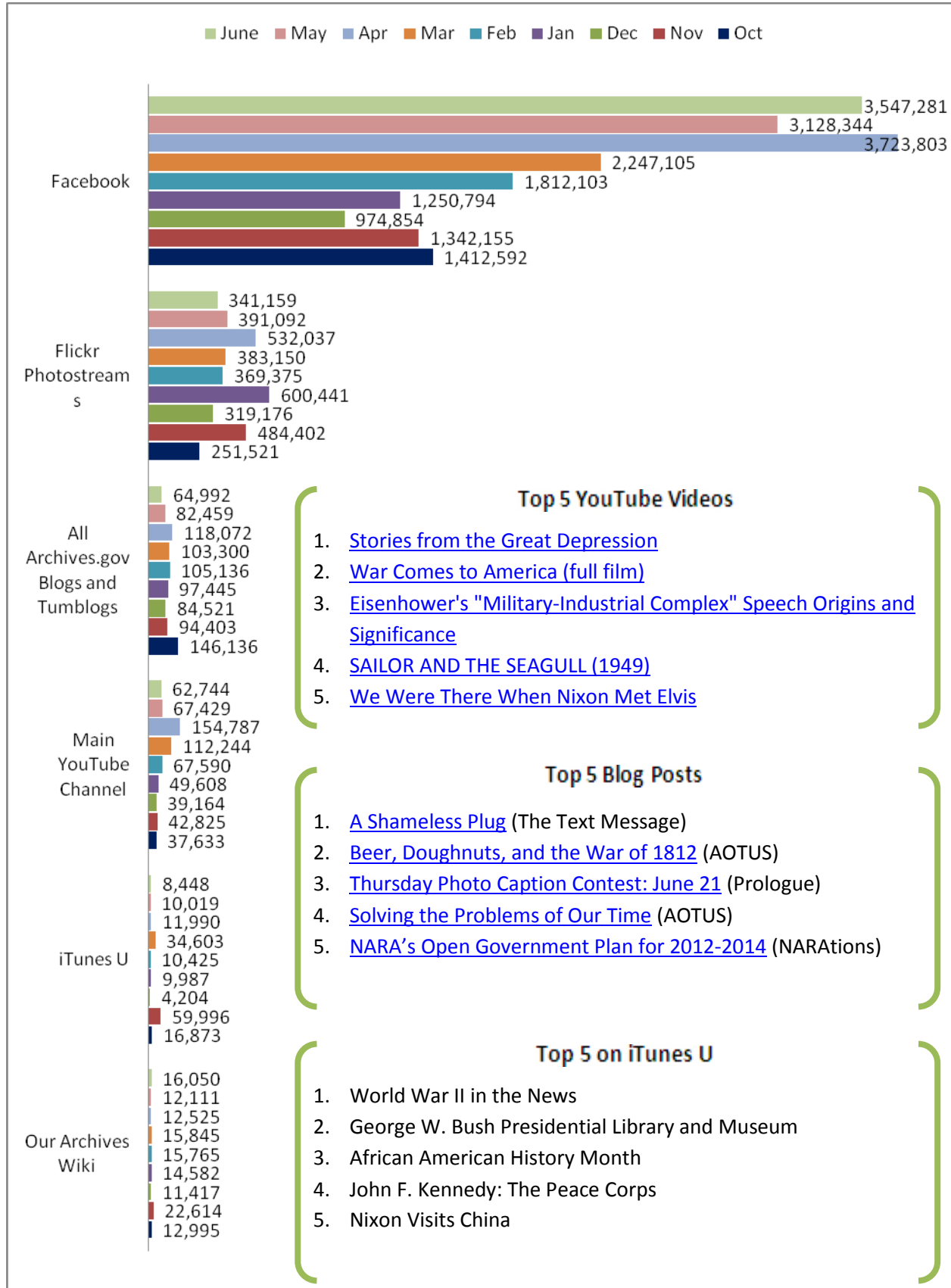
INTERNAL (NARA@WORK) BLOGS

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

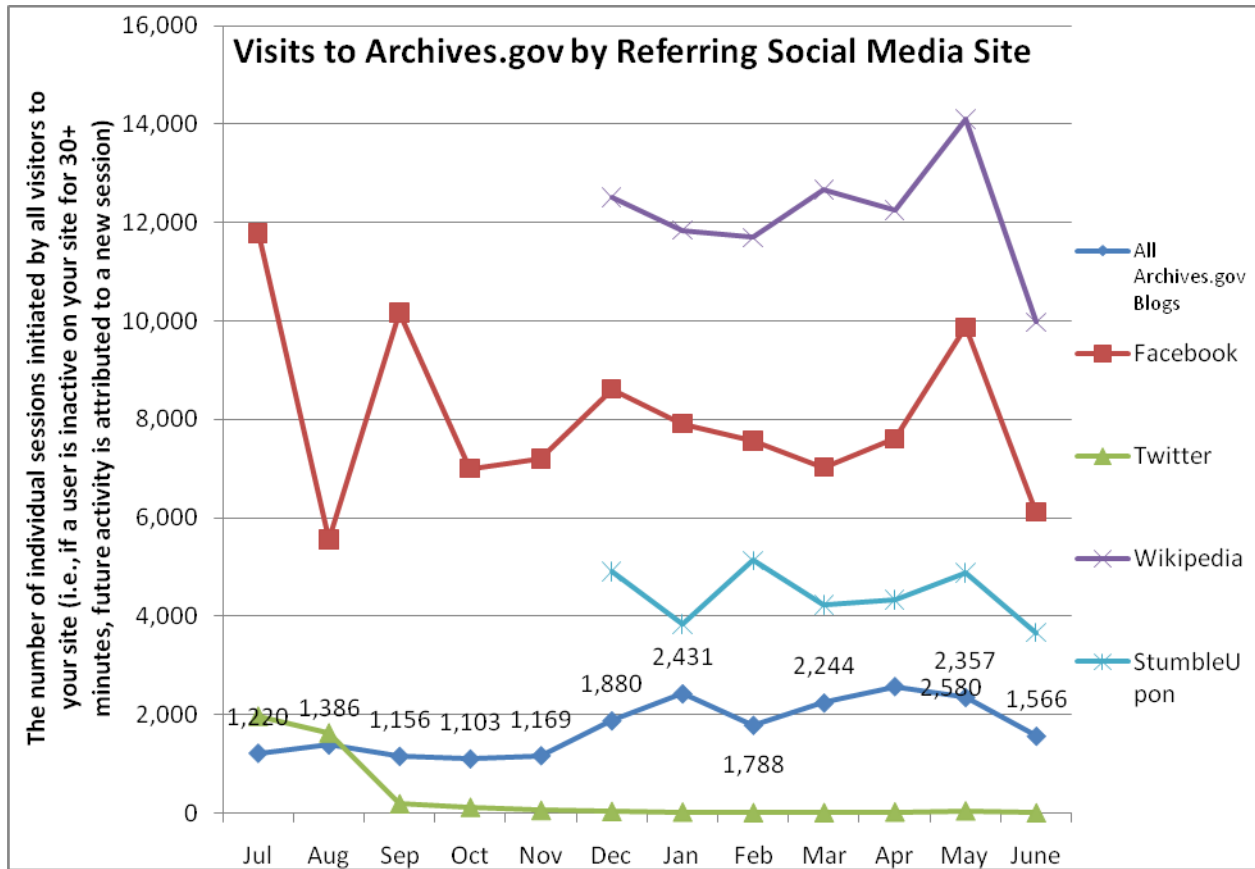
SOCIAL MEDIA TOOLBOX (Tools currently in use)

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

Views: on External Social Media Projects (Per Month)



Number of Archives.gov Visits Referred by Social Media Sites (Per Month)



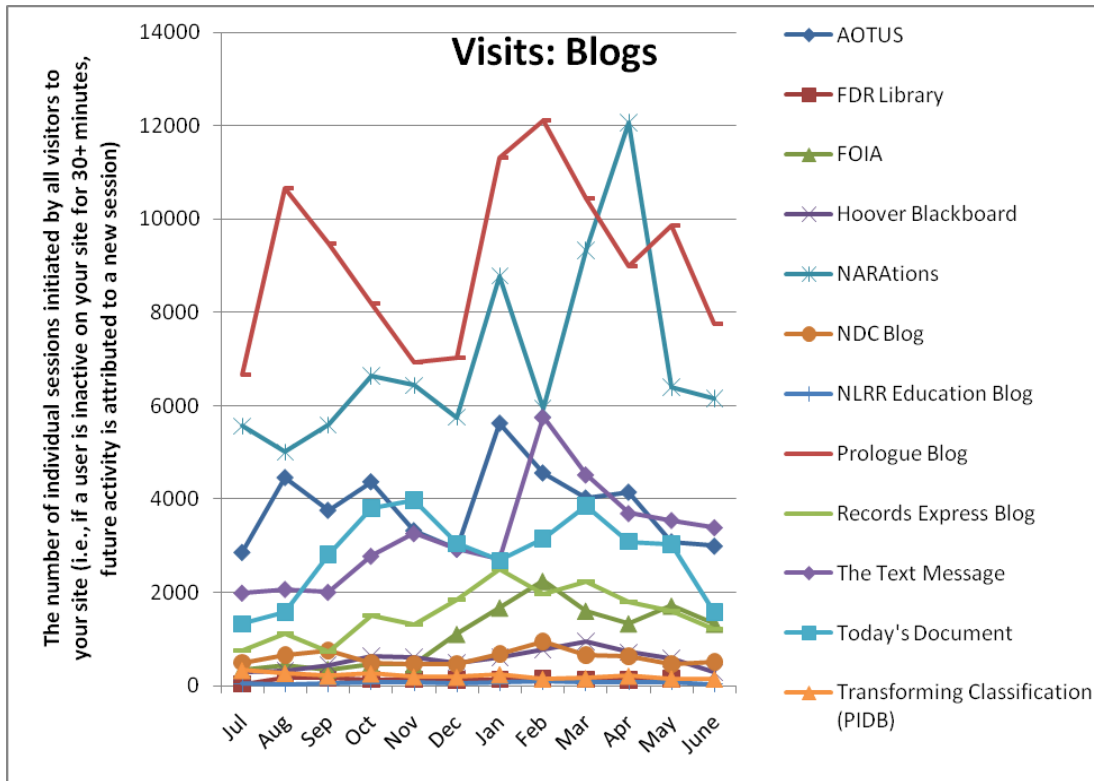
New External Social Media Projects

June Projects

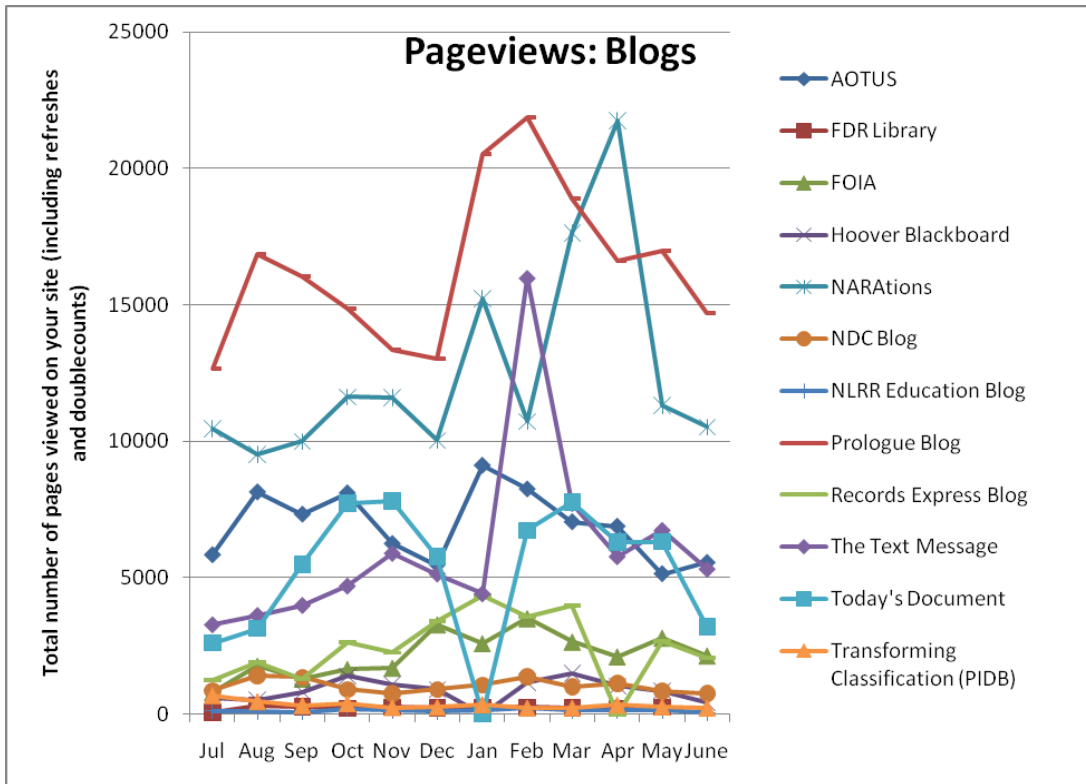
	Facebook	Flickr	Twitter	Wiki	Tumblr	Blog	IdeaScale	GitHub	HistoryPin	Ustream	YouTube	Storify
October								1				
November			3		2				1			
December				1	1							
January				1						1		
February			1	1			1					
March	1		2								1	
April	1					1						
May				1							1	1
June												

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

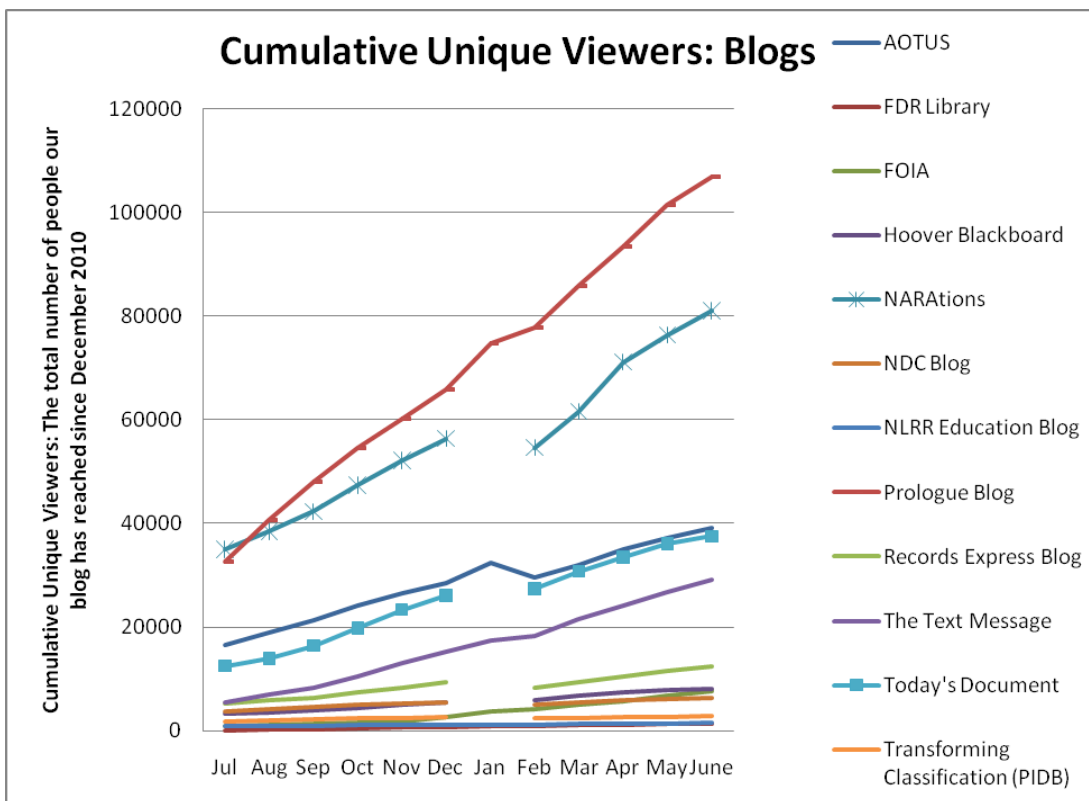
Blog Visits (Source: Appendix II.A)



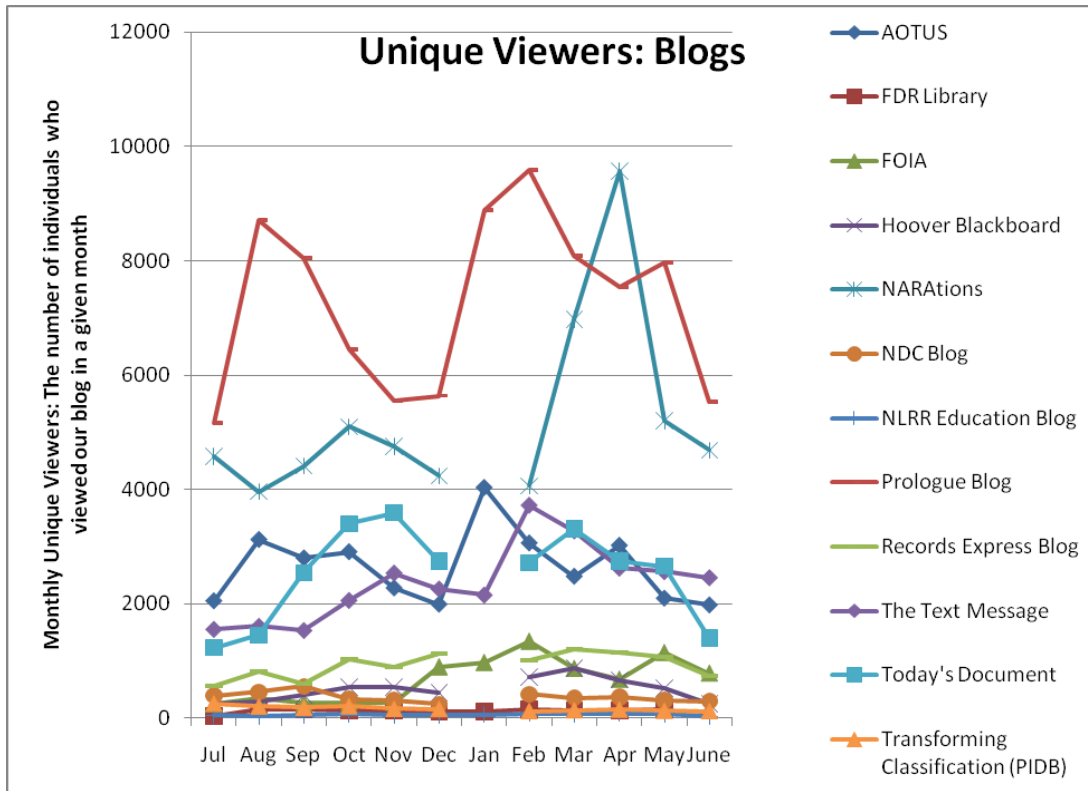
Blog Pageviews (Source: Appendix II.B)



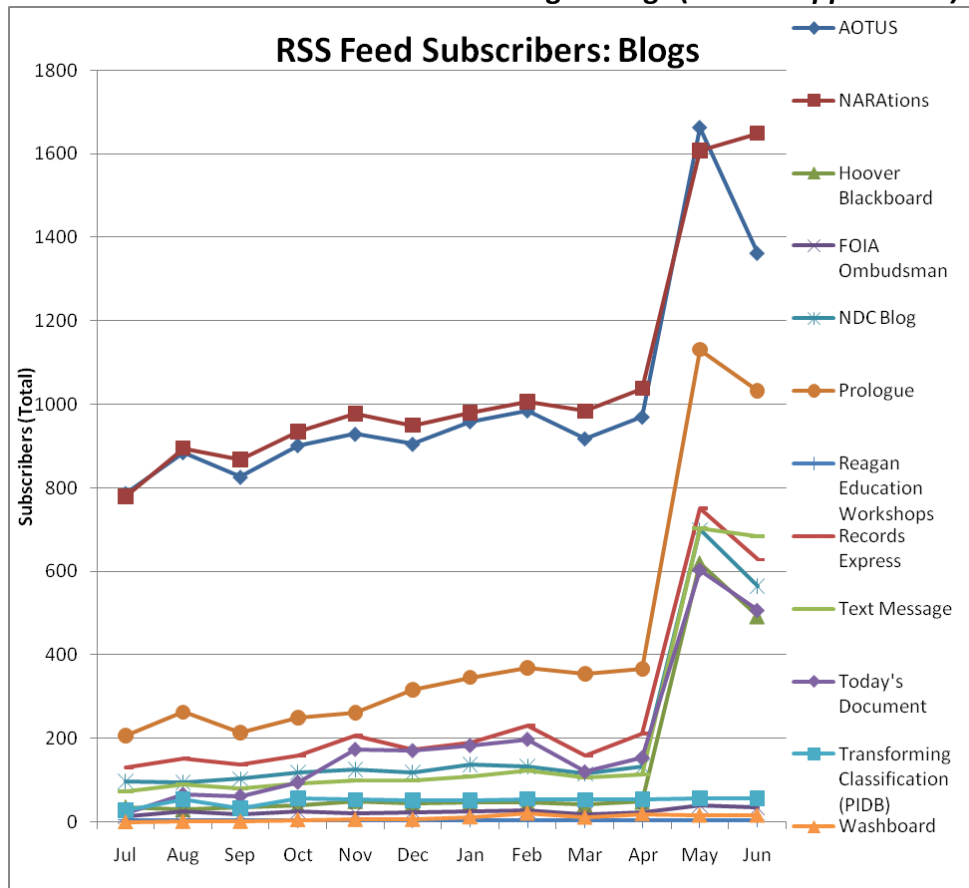
Blog Cumulative Unique Viewers (Source: Appendix II.C)

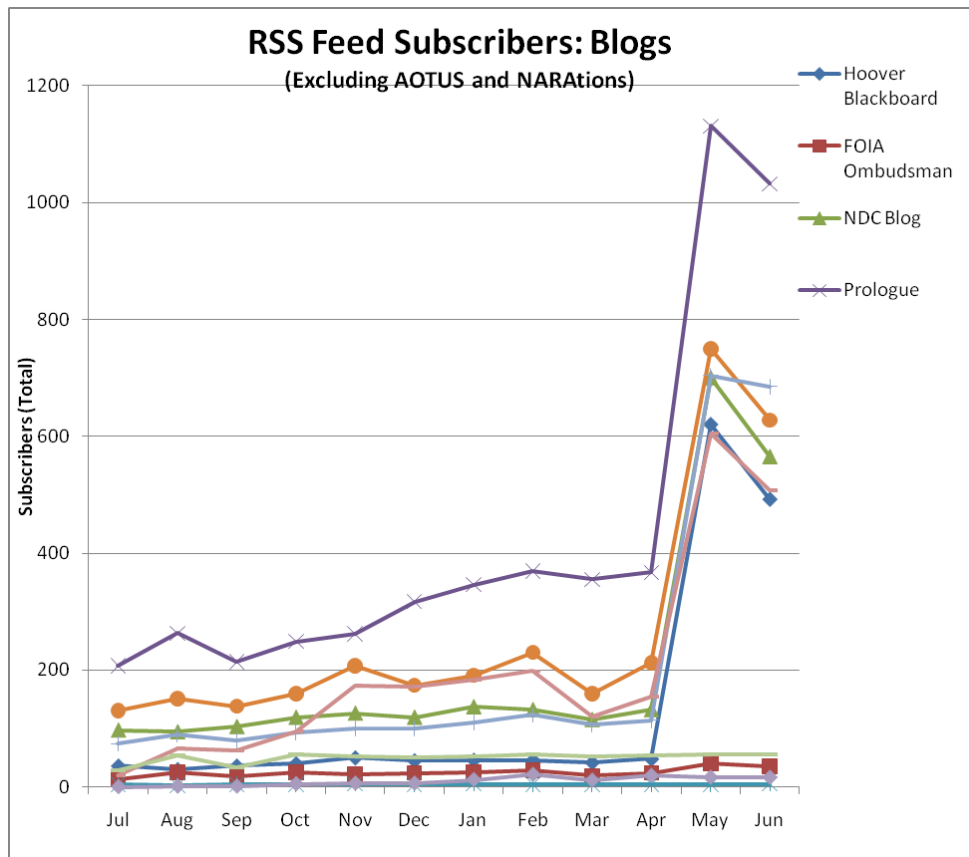


Blog Unique Viewers by Month (Source: Appendix II.D)



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



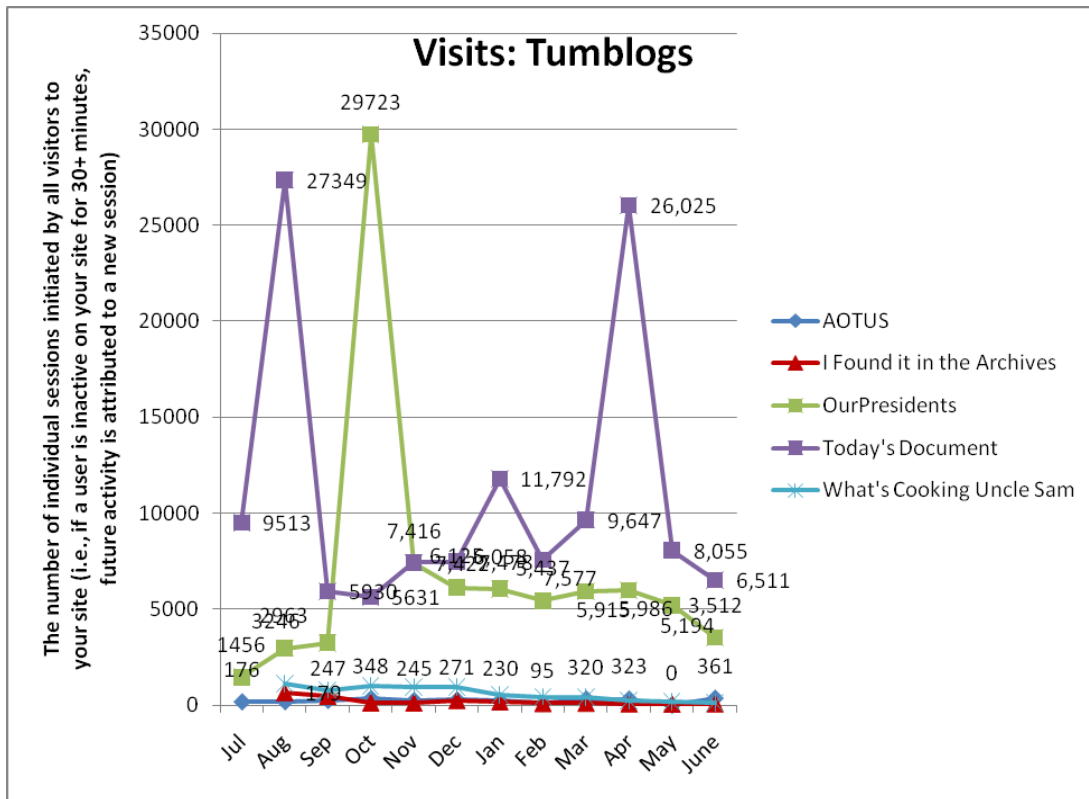


Top 5 Most Viewed Blog Posts in June

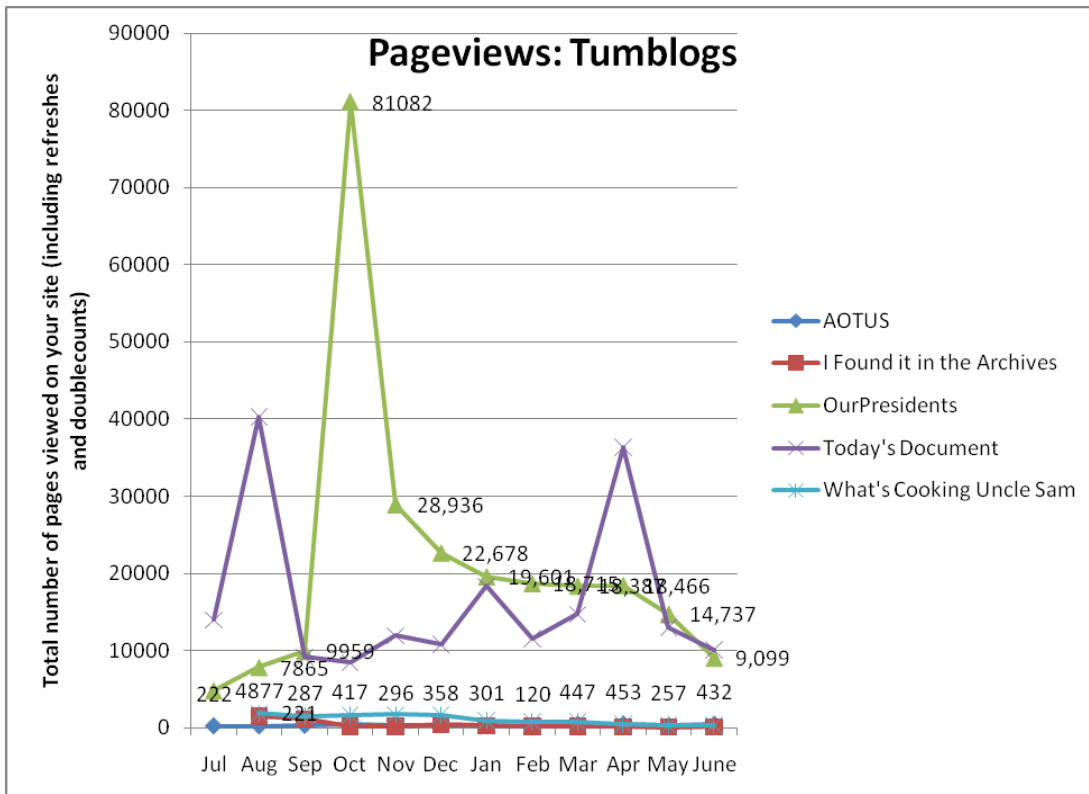
Blog	Pageviews	Post Title
The Text Message	1,189	A Shameless Plug
AOTUS	814	Beer, Doughnuts, and the War of 1812
Prologue	679	Thursday Photo Caption Contest: June 21
AOTUS	615	Solving the Problems of Our Time
NARAtions	561	NARA's Open Government Plan for 2012-2014

Social Media Tools: Detail View – Tumblogs

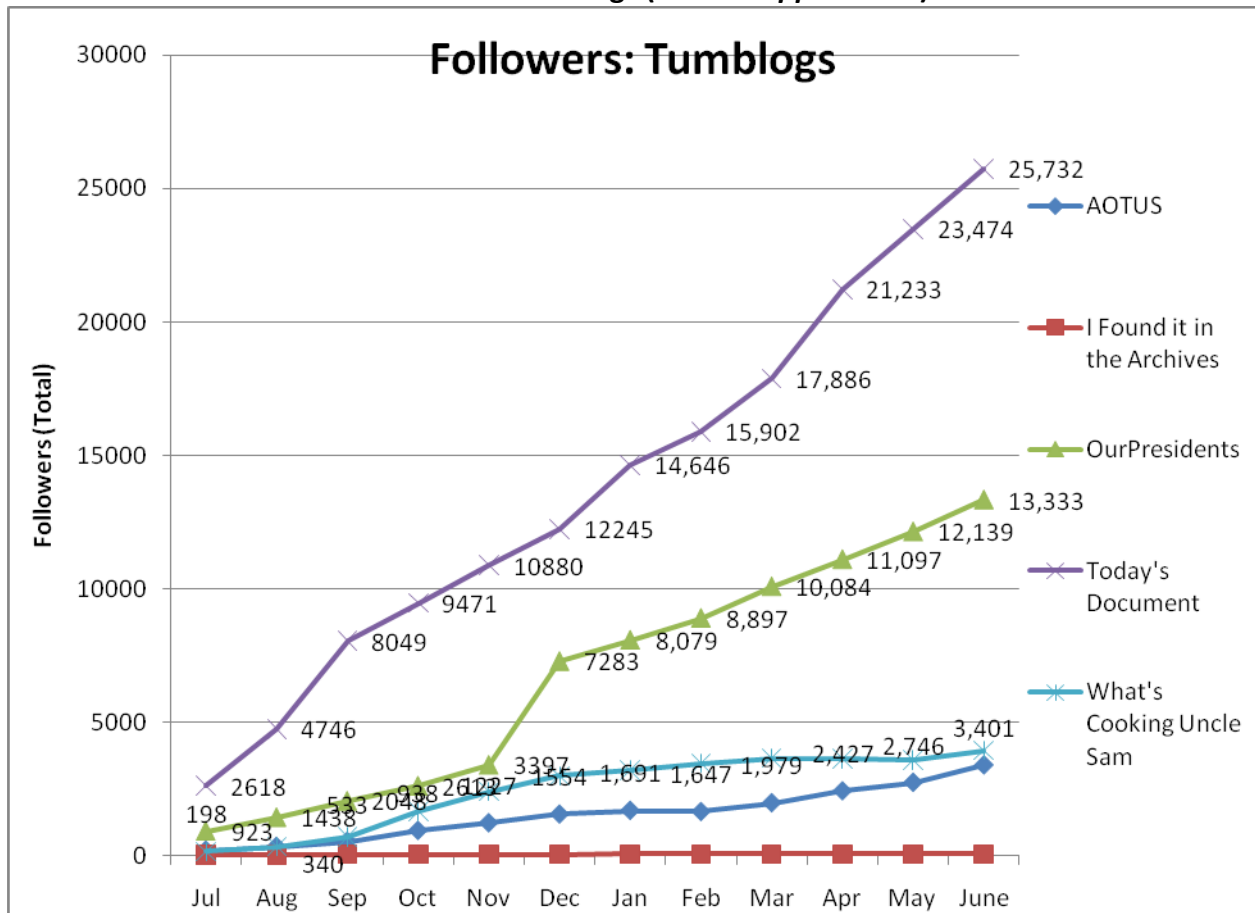
Tumblog Visits



Tumblog Pageviews

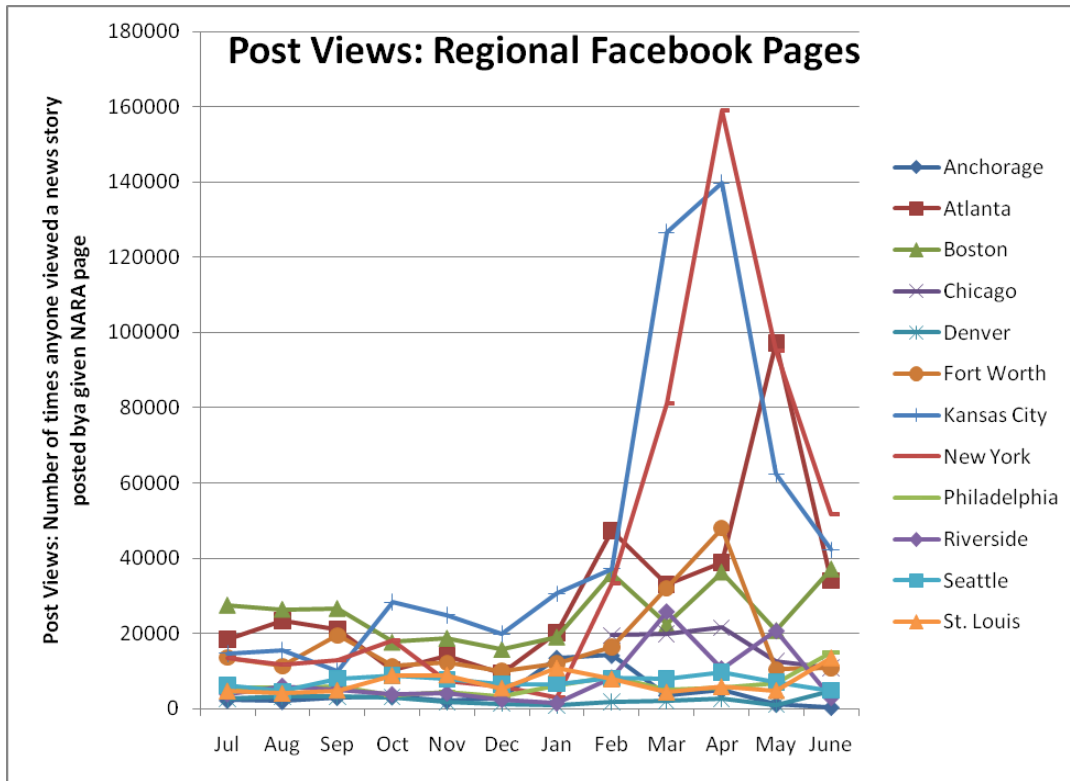


Followers on Tumblogs (Source: Appendix IV)

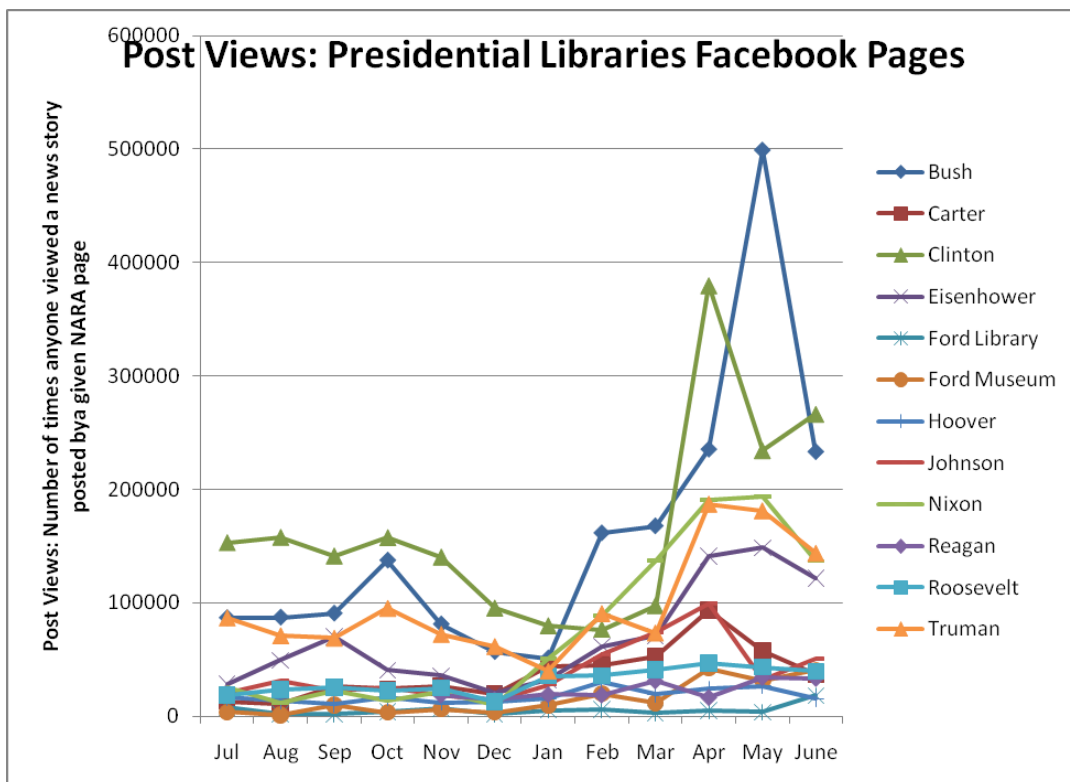


Social Media Tools: Detail View – Facebook

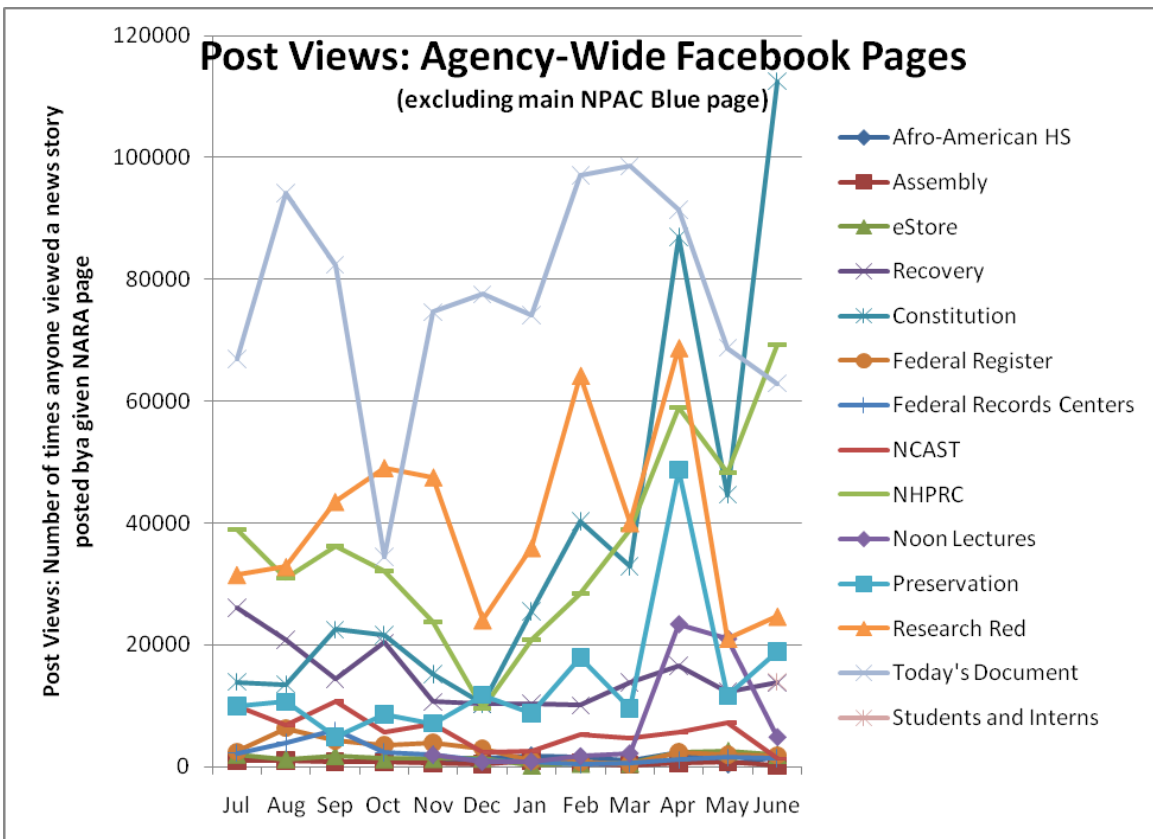
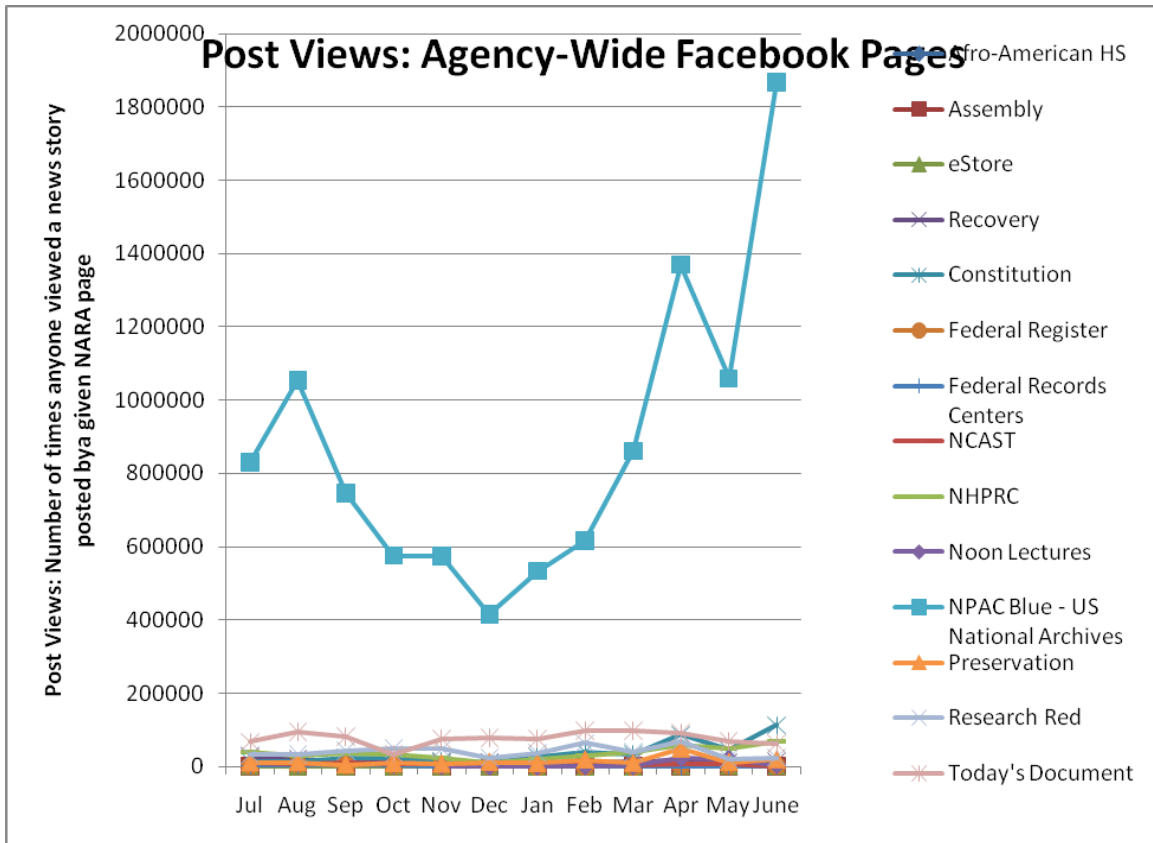
Post Views on Regional Pages (Source: Appendix IV.A)



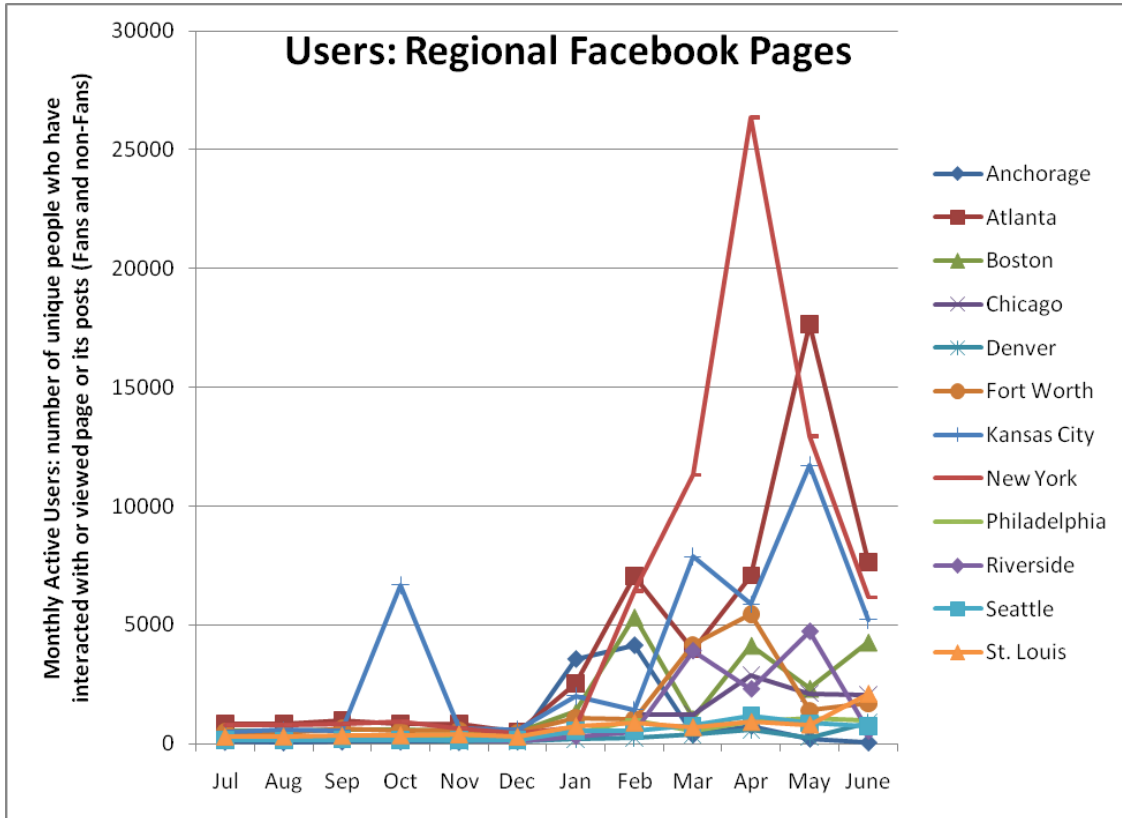
Post Views on Presidential Library Pages (Source: Appendix IV.A)



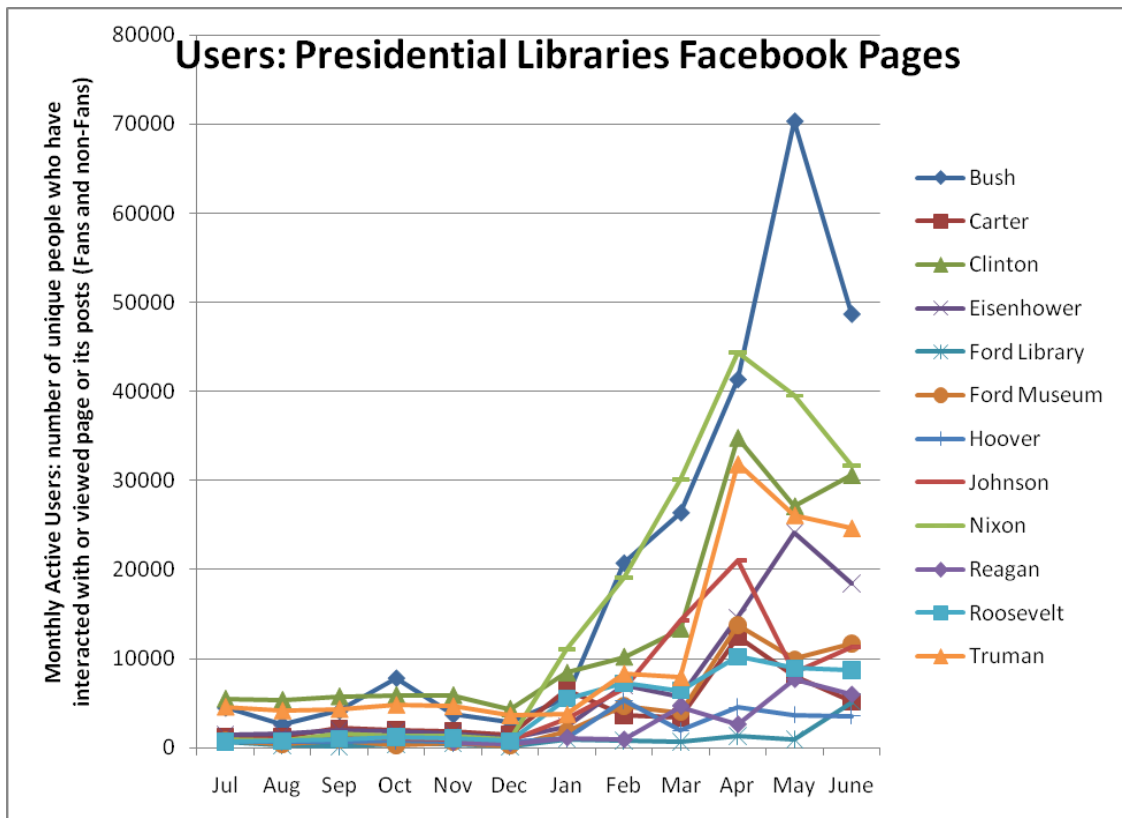
Post Views on Agency-Wide Pages (Source: Appendix IV.A)



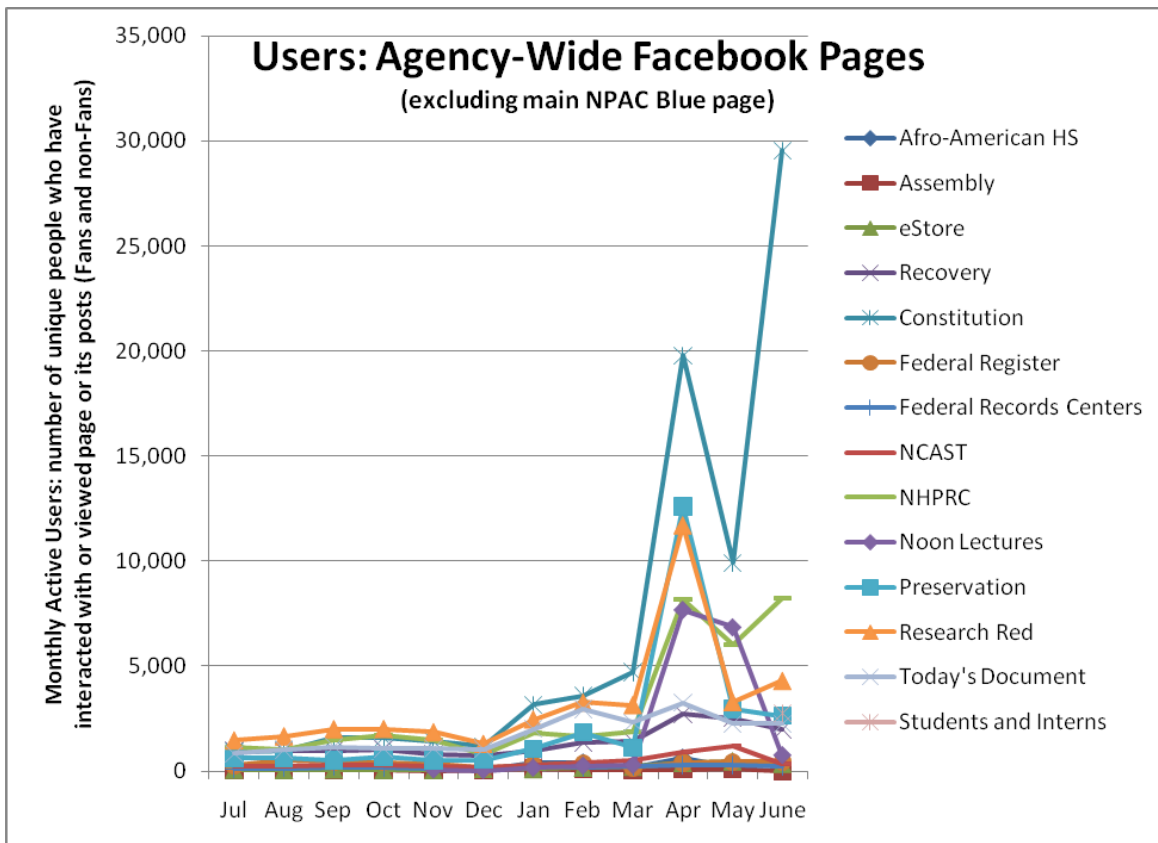
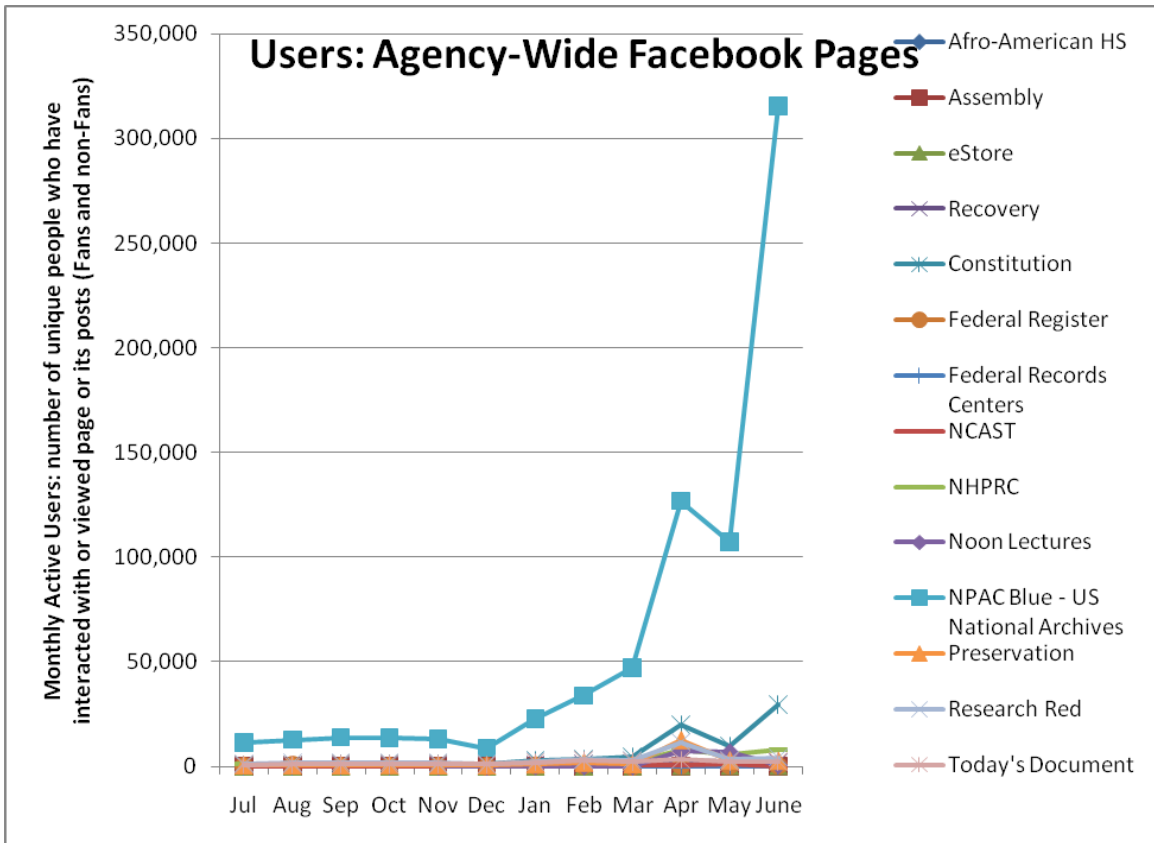
Monthly Active Users of Regional Pages (Source: Appendix IV.B)



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

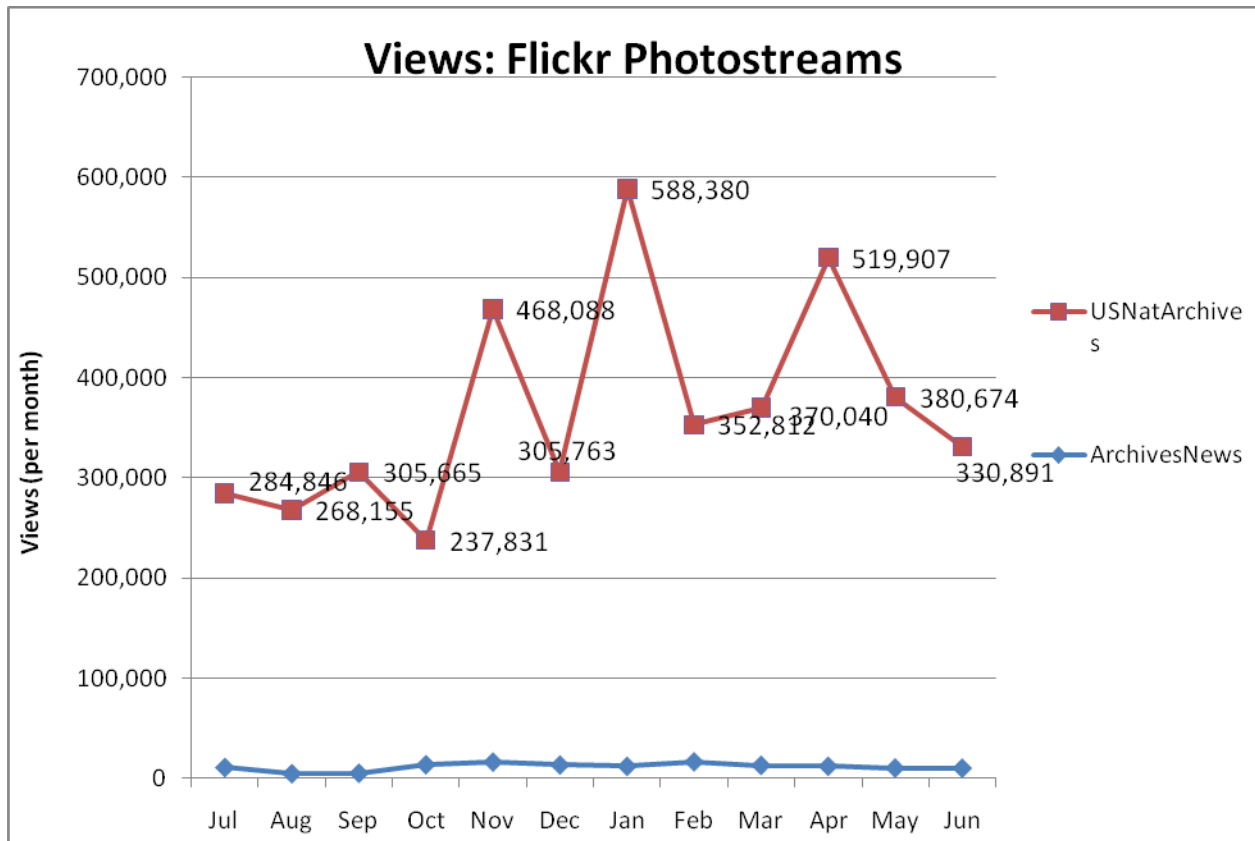


Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)

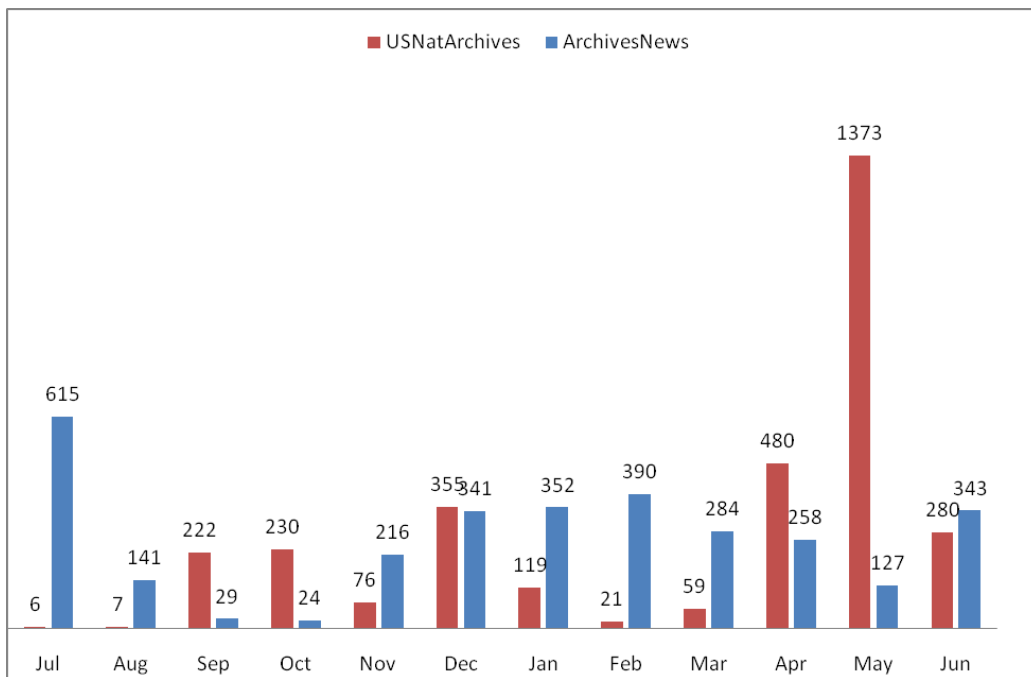


Social Media Tools: Detail View – Flickr

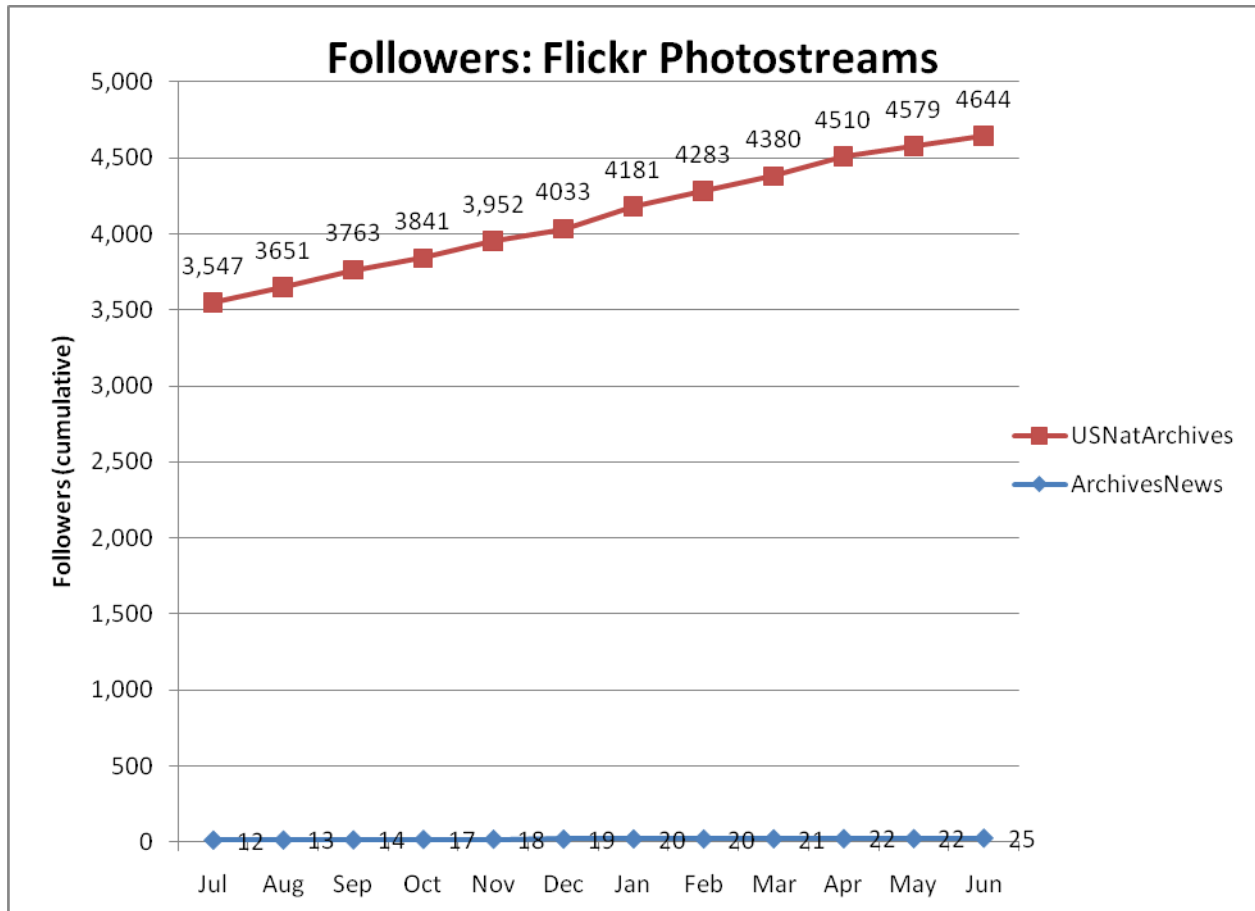
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

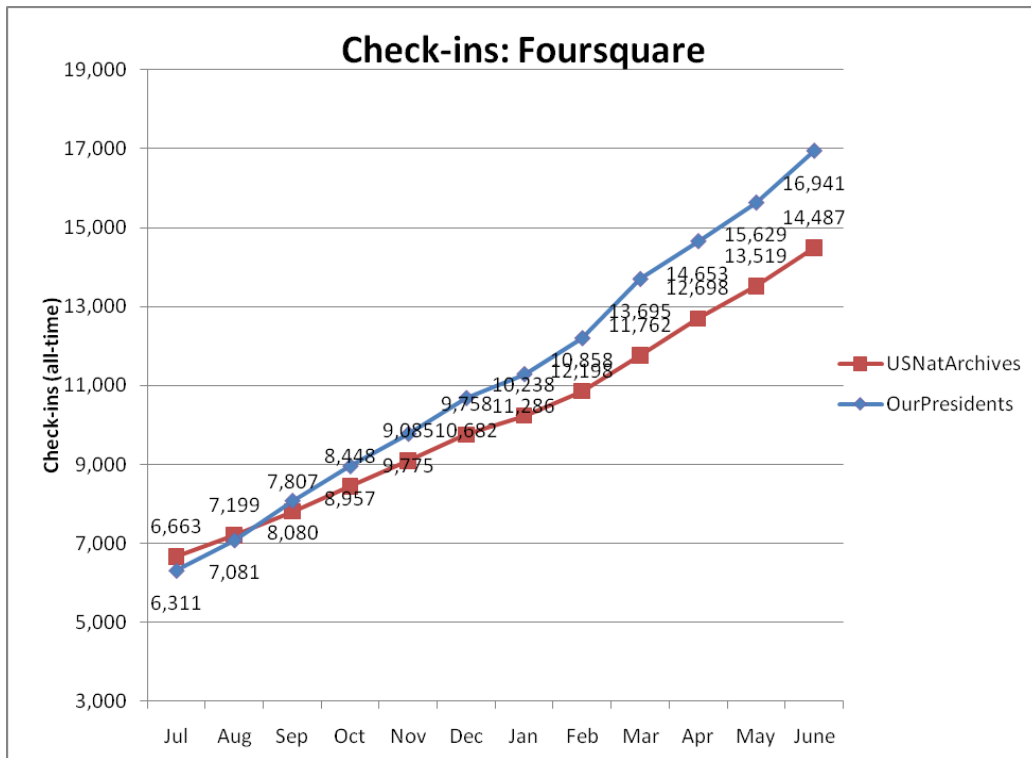


Followers of Photostreams (Cumulative)

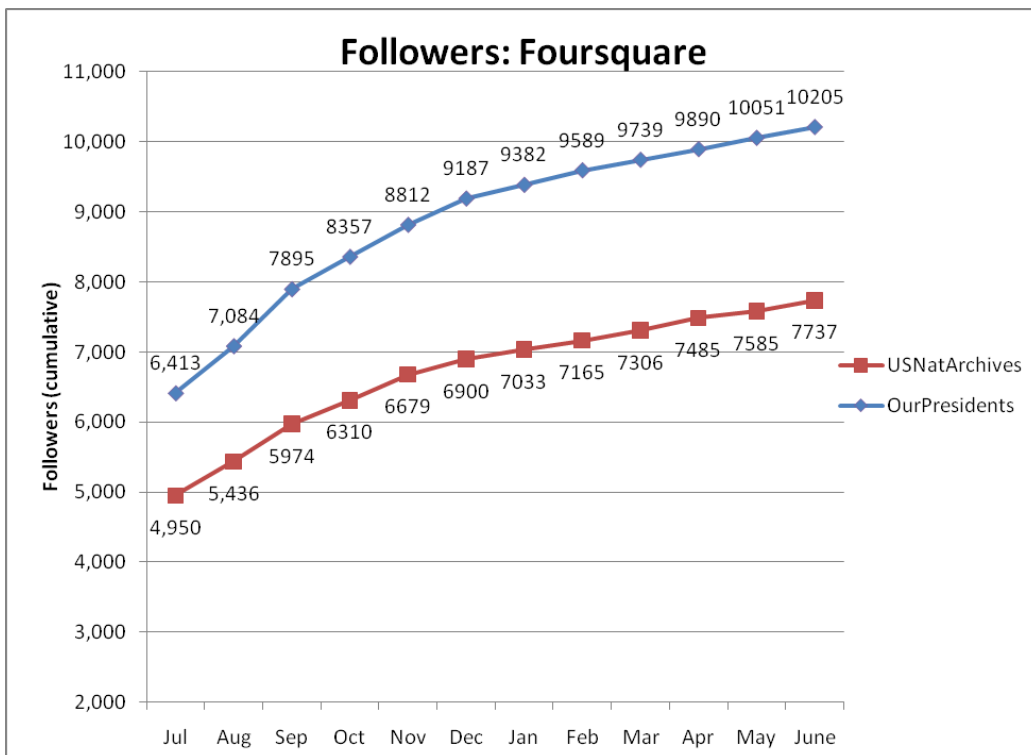


Social Media Tools: Detail View – Foursquare

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

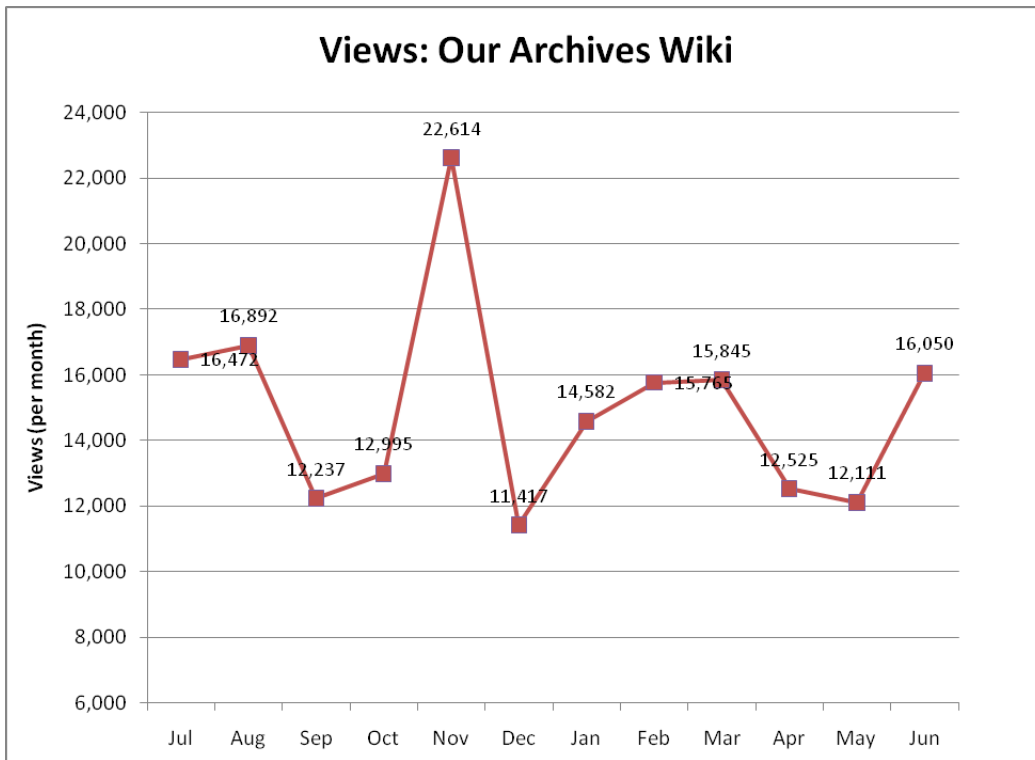


Number of Followers of USNatArchives and OurPresidents (Cumulative)

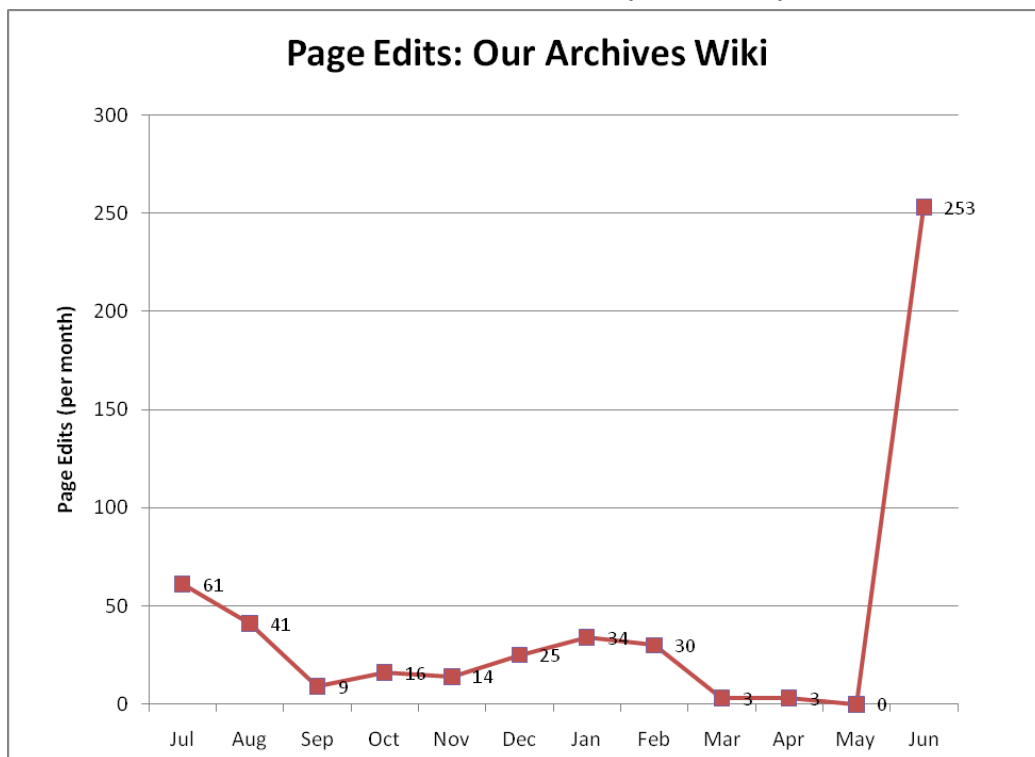


Social Media Tools: Detail View – *Our Archives Wiki*

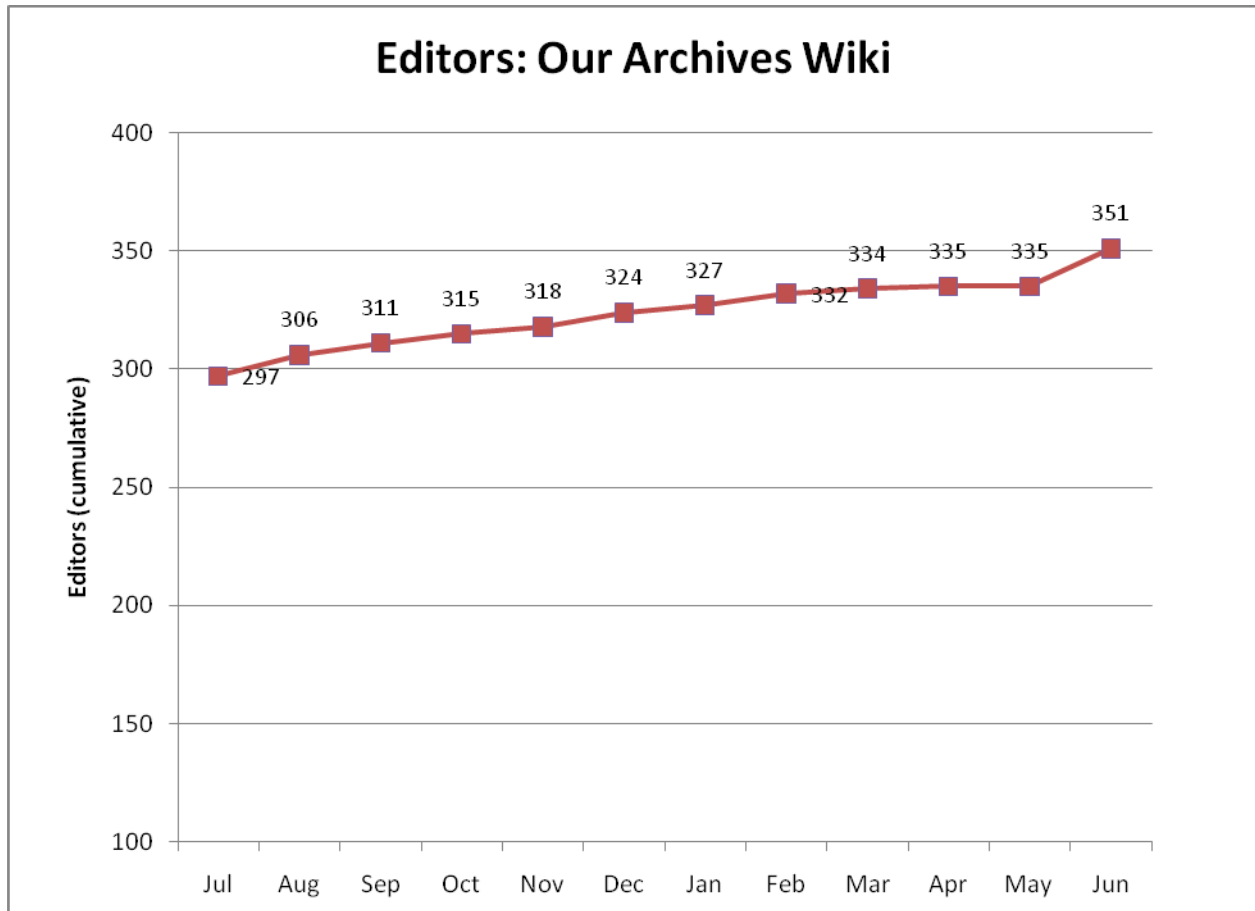
Views on Our Archives Wiki (Per Month)



Edits on Our Archives Wiki (Per Month)

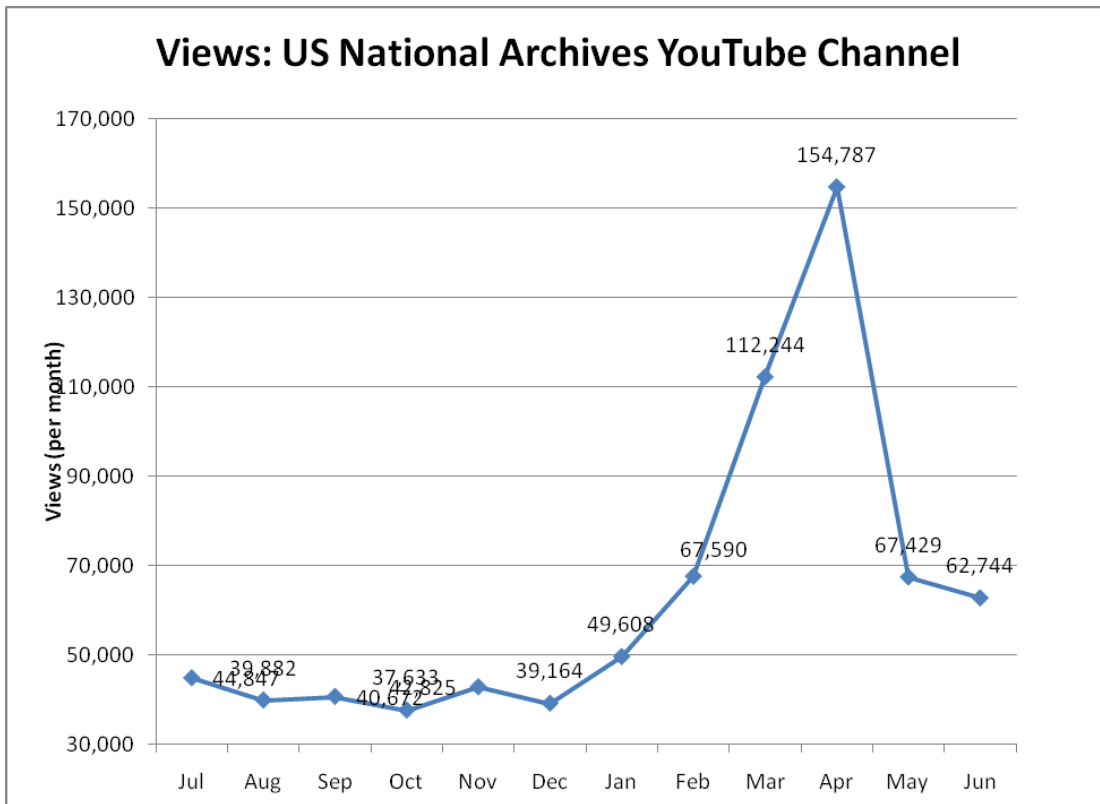


Editors on Our Archives Wiki (Cumulative)

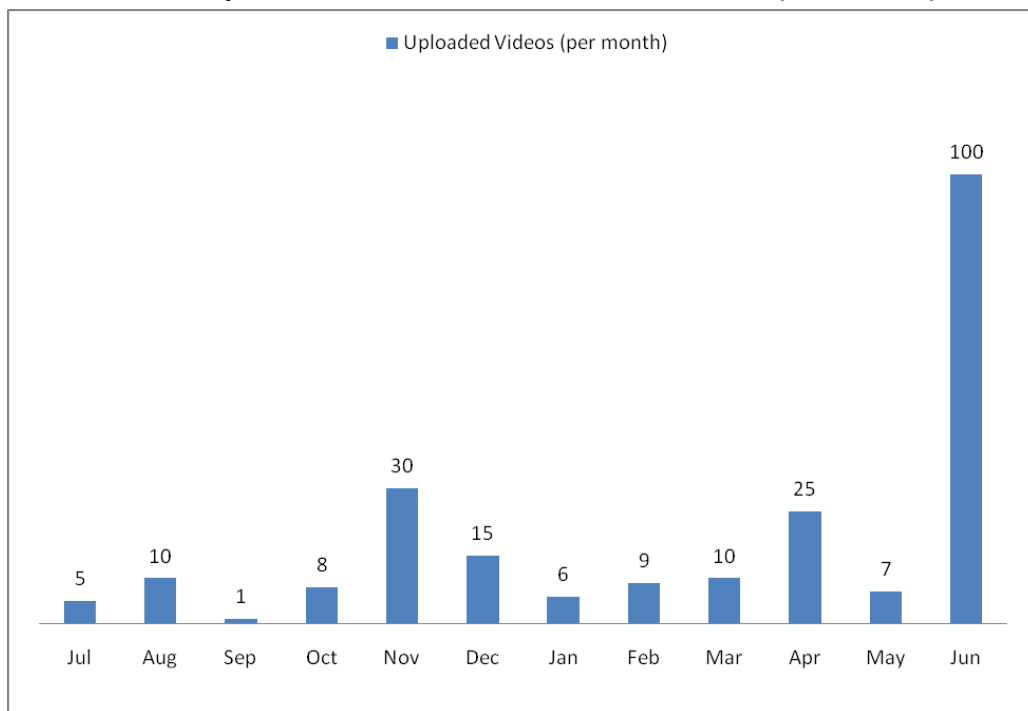


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

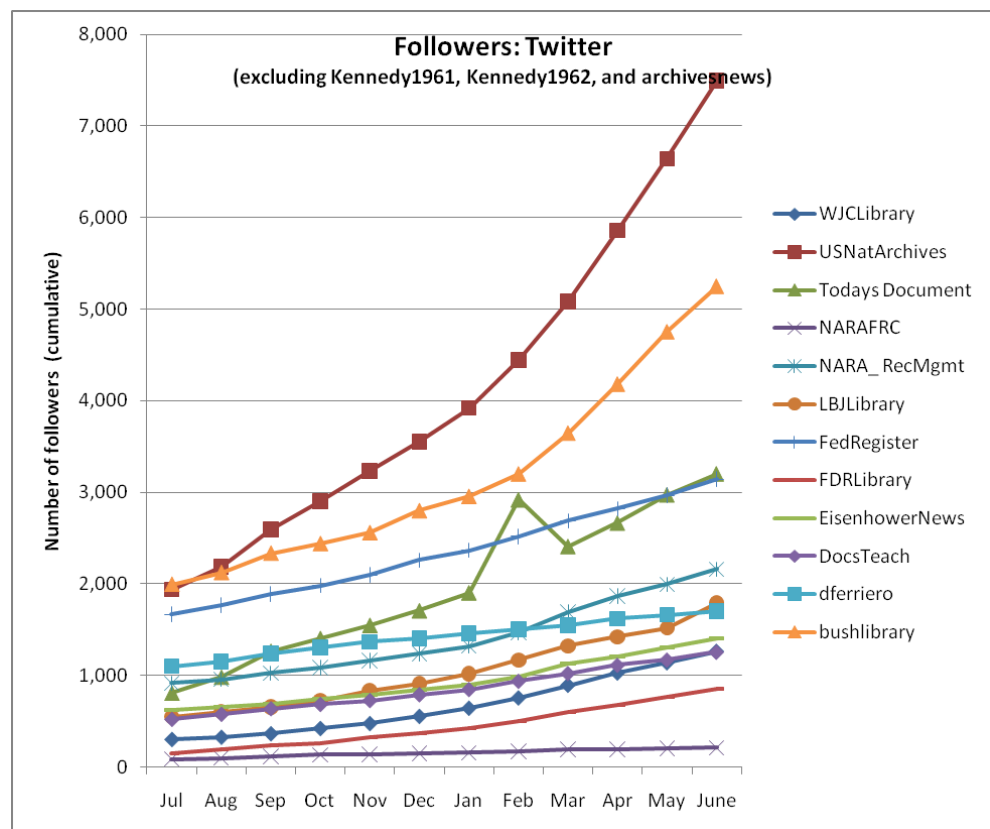
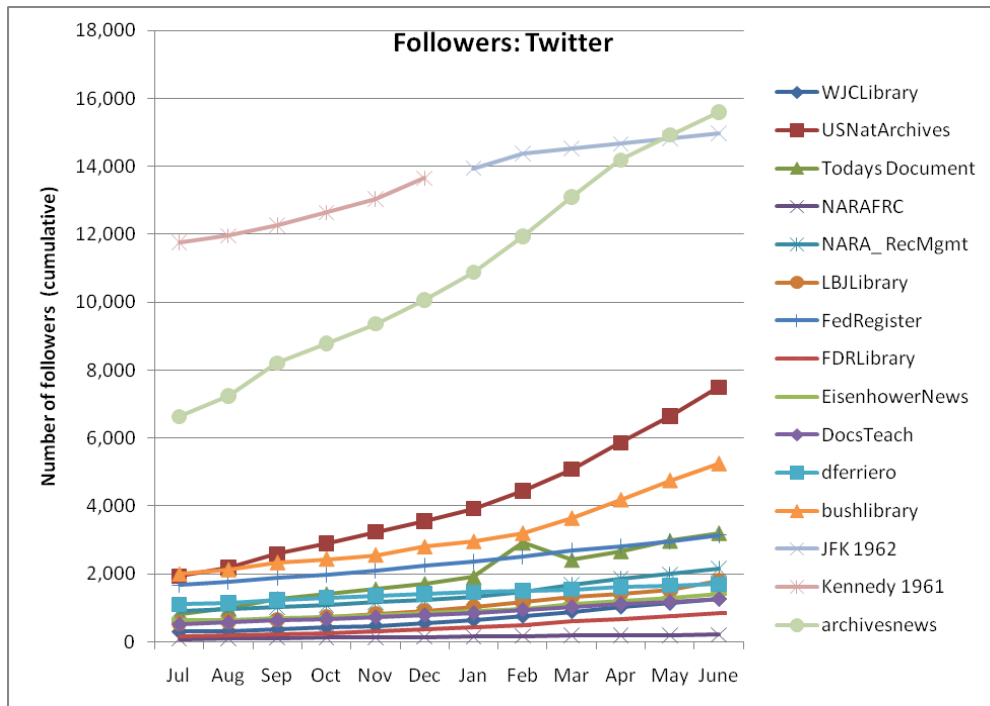


Top 5 Most Viewed Videos for June 2012 on US National Archives Channel

Video Title	Views
<u>Stories from the Great Depression</u>	4,937
<u>War Comes to America (full film)</u>	4,593
<u>Eisenhower's "Military-Industrial Complex" Speech Origins and Significance</u>	4,325
<u>SAILOR AND THE SEAGULL (1949)</u>	3,516
<u>We Were There When Nixon Met Elvis</u>	2,685

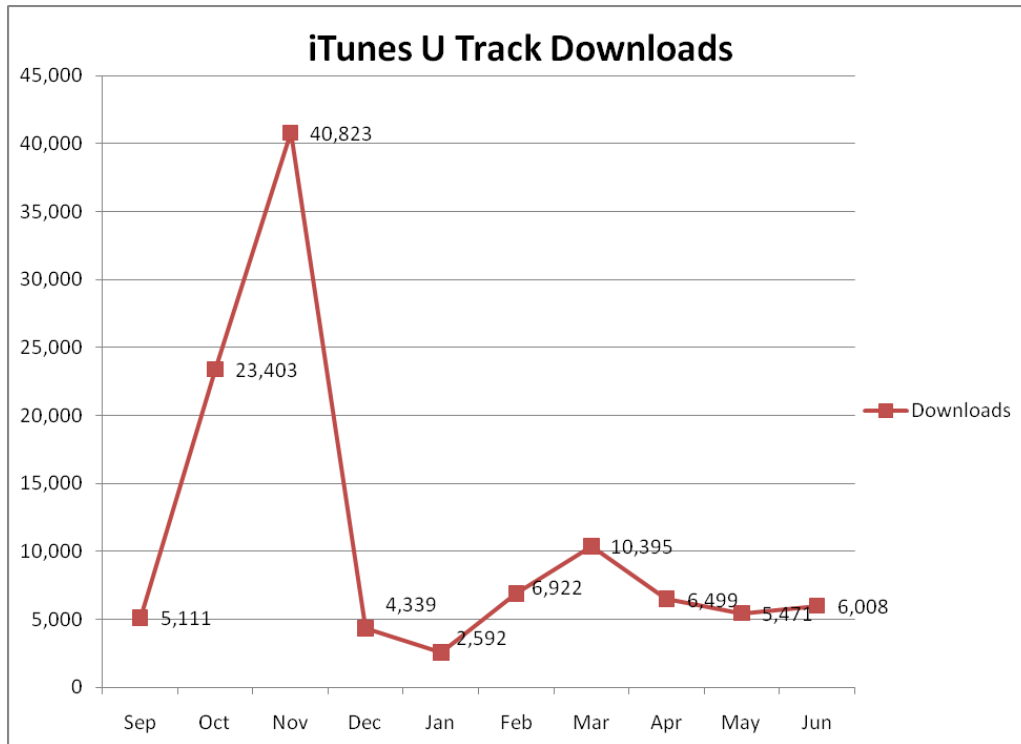
Social Media Tools: Detail View – Twitter

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

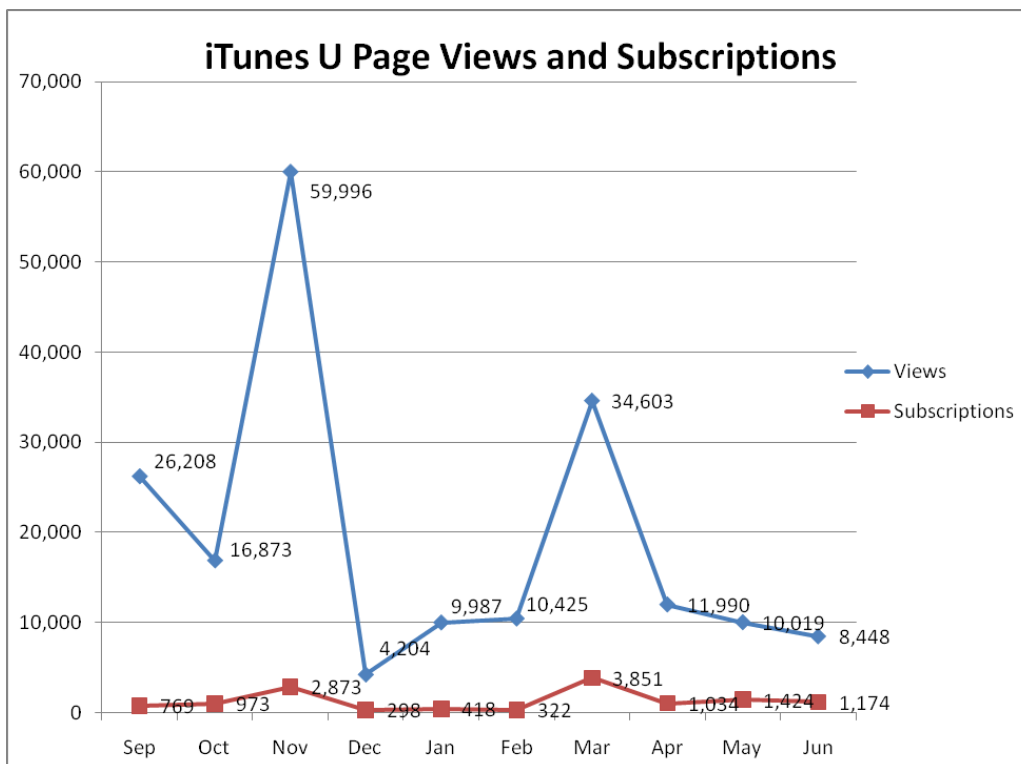


Social Media Tools: Detail View – iTunes U

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 visitors (monthly)
	Feedburner	RSS feed subscribers
Tumblogs	Google Analytics	Visits Pageviews Unique visitors (monthly)
	Tumblr	Followers
Facebook	Facebook	Post Views, Impressions (Jan 2012) Monthly active users, Reach (Jan 2012)
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.

	July	Aug	Sept	Oct	Nov	Dec	Jan*	Feb	Mar	Apr	May	Jun
AOTUS	2,862	4,461	3,761	4,370	3,326	2,935	5,620	4,558	4,024	4,148	3,088	2,995
FDR Library	39	180	165	136	140	126	134	151	139	127	154	132
FOIA	341	433	353	464	459	1,107	1,674	2,246	1,606	1,333	1,713	1,327
Hoover Blackboard	297	322	448	630	614	497	608	778	948	719	578	284
NARAtions	5,564	5,006	5,588	6,646	6,436	5,755	8,779	5,943	9,330	12,061	6,391	6,157
NDC Blog	496	655	756	484	474	466	681	942	662	630	467	510
NLRR Education Blog	49	38	53	86	67	57	70	92	77	87	87	37
Prologue Blog	6,656	10,665	9,479	8,188	6,930	7,036	11,316	12,110	10,436	8,981	9,861	7,749
Records Express Blog	747	1,118	739	1,515	1,322	1,834	2,507	1,961	2,236	1,789	1,599	1,204
The Text Message	1,992	2,072	2,010	2,783	3,268	2,932	2,705	5,757	4,525	3,697	3,549	3,395
Today's Document	1,326	1,578	2,816	3,809	3,970	3,043	2680	3,157	3,855	3,088	3,025	1,578
Transforming Classification (PIDB)	335	278	217	264	193	191	244	150	162	214	158	150
MONTHLY TOTAL	20,704	26,806	26,385	29,375	27,199	25,979	37,018	37,845	38,000	36,874	30,670	25,518

*Google Analytics Statistics not available for some blogs in the month of January. WebTrends has been substituted.

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.

	July	Aug	Sept	Oct	Nov	Dec	Jan*	Feb	Mar	Apr	May	Jun
AOTUS	5,835	8,144	7,325	8,110	6,245	5,461	9,123	8,253	7,047	6,882	5,136	5,550
FDR Library	63	330	273	208	252	234	235	252	231	210	245	203
FOIA	808	1,775	1,307	1,655	1,701	3,294	2,602	3,516	2,657	2,119	2,804	2,152
Hoover Blackboard	591	506	819	1,396	1,076	904	1,105	1,169	1,484	1,027	857	415
NARAtions	10,446	9,528	9,995	11,624	11,608	10,037	15,229	10,723	17,638	21,739	11,304	10,524
NDC Blog	863	1,401	1,354	907	751	905	1,069	1,366	1,002	1,134	835	765
NLRR Education Blog	121	98	84	205	140	102	137	211	137	158	130	53
Prologue Blog	12,674	16,847	16,042	14,856	13,348	13,015	20,510	21,864	18,890	16,621	16,993	14,705
Records Express Blog	1,262	1,893	1,297	2,651	2,246	3,418	4,348	3,570	3,994	2,989	2,679	2,065
The Text Message	3,271	3,614	3,981	4,692	5,894	5,136	4,407	15,987	7,724	5,771	6,736	5,314
Today's Document	2,608	3,135	5,491	7,738	7,816	5,766	5,080	6,735	7,771	6,290	6,320	3,212
Transforming Classification (PIDB)	688	457	319	382	245	250	350	217	231	331	260	227
MONTHLY TOTAL	39,230	47,728	48,287	54,424	51,322	48,522	58,010	73,863	68,806	62,282	54,299	45,185

*Google Analytics Statistics not available for some blogs in the month of January. WebTrends has been substituted.

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.

	July	Aug	Sept	Oct	Nov	Dec	Jan*	Feb	Mar	Apr	May	Jun
AOTUS	16,477	18,939	21,284	24,193	26,471	28,464	32,495	29,484	31,965	34,986	37,084	39,064
FDR Library	54	202	342	468	595	710	829	916	1,060	1,192	1,192	1,461
FOIA	794	1,085	1,297	1,573	1,847	2,744	3,717	4,100	4,969	5,649	6,795	7,581
Hoover Blackboard	3,259	3,537	3,935	4,479	5,028	5,470	-	5,789	6,659	7,326	7,853	8,104
NARAtions	34,971	38,451	42,308	47,405	52,154	56,394	-	54,616	61,587	71,154	76,350	81,038
NDC Blog	3,816	4,192	4,672	5,003	5,316	5,561	-	5,084	5,439	5,808	6,120	6,416
NLRR Education Blog	845	879	931	1,010	1,068	1,119	1,184	1,200	1,269	1,352	1,432	1,468
Prologue Blog	32,652	40,685	48,126	54,581	60,139	65,778	74,660	77,821	85,910	93,445	101,415	106,939
Records Express Blog	5,157	5,827	6,316	7,347	8,237	9,359	-	8,182	9,396	10,547	11,618	12,363
The Text Message	5,560	7,001	8,390	10,451	12,990	15,250	17,404	18,207	21,484	24,110	26,674	29,132
Today's Document	12,476	13,893	16,388	19,790	23,380	26,121	-	27,424	30,731	33,475	36,131	37,532
Transforming Classification (PIDB)	1,752	1,934	2,107	2,319	2,483	2,645	-	2,313	2,455	2,608	2,738	2,861

*Google Analytics Statistics not available for some blogs in the month of January.

APPENDIX II.D: Blog Unique Viewers (Monthly)

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

	July	Aug	Sept	Oct	Nov	Dec	Jan*	Feb	Mar	Apr	May	Jun
AOTUS	2,052	3,123	2,800	2,909	2,278	1,993	4,031	3,062	2,481	3,021	2,098	1,980
FDR Library	34	149	147	126	127	115	119	156	144	132	147	122
FOIA	246	339	262	276	274	897	973	1,342	869	680	1,146	786
Hoover Blackboard	261	296	407	544	549	442	-	714	870	667	527	251
NARAtions	4,582	3,962	4,410	5,097	4,749	4,240	-	4,062	6,971	9,567	5,196	4,688
NDC Blog	396	458	557	331	313	245	-	419	355	369	312	296
NLRR Education Blog	48	37	52	79	58	51	65	83	69	83	80	36
Prologue Blog	5,168	8,704	8,054	6,455	5,558	5,639	8,882	9,593	8,089	7,535	7,970	5,524
Records Express Blog	564	816	596	1,031	890	1,122	-	1,012	1,214	1,151	1,071	745
The Text Message	1,555	1,608	1,534	2,061	2,539	2,260	2,154	3,726	3,277	2,626	2,564	2,458
Today's Document	1,235	1,450	2,545	3,402	3,590	2,741	-	2,717	3,307	2,744	2,656	1,401
Transforming Classification (PIDB)	261	205	188	212	164	162	-	124	142	153	130	123
MONTHLY TOTAL	16,402	21,147	21,552	22,523	21,089	19,907	-	27,010	27,788	28,728	23,897	18,410

*Google Analytics Statistics not available for some blogs in the month of January.

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

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
AOTUS	787	885	826	902	929	905	959	985	918	970	1,663	1,362
NARAtions	779	895	868	935	977	950	980	1006	984	1038	1,607	1,649
Hoover Blackboard	36	30	36	40	50	45	46	46	42	48	620	492
FOIA Ombudsman	13	25	18	25	21	24	25	28	19	24	40	35
NDC Blog	97	94	103	119	126	119	137	132	115	132	700	565
Prologue	207	263	214	249	262	317	346	369	355	367	1,131	1,032
Reagan Education Workshops	4	3	4	4	5	4	5	4	4	4	4	5
Records Express	131	151	138	160	207	174	191	230	160	212	750	628
Text Message	74	90	79	93	100	100	110	123	107	114	704	685
Today's Document	20	66	62	95	174	171	183	198	120	154	604	507
Transforming Classification (PIDB)	28	54	33	56	53	51	52	55	53	54	56	56
Washboard	0	1	1	5	6	6	12	21	11	19	16	16

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.

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY Total
Monthly Total (A+P+R)	1,609,330	1,849,496	1,583,671	1,412,592	1,342,155	974,854	1,250,794	1,812,103	2,247,105	3,723,803	3,128,344	3,547,281	15,891,750
Agency-Wide Total	1,036,264	1,276,772	974,357	755,637	771,804	570,340	717,642	884,656	1,104,607	1,778,817	1,301,443	2,182,116	10,067,062
Afro-American History Society					973	1,480	1,873	1,661	1,009	2,410	434	1,550	11,390
Assembly	1019	1012	802	723	616	443	997	589	317	551	769	142	5,147
eStore	2042	1,283	1,811	1,308	1,319	1,378	279	578	582	2,401	2519	1,971	12,335
Recovery	26144	20882	14,433	20,372	10,653	10,370	10,309	10,080	13,805	16,591	12238	13,759	118,177
Constitution	13914	13521	22,521	21,640	15,176	10,297	25,485	40,315	32,853	86,953	44622	112,511	389,852
Federal Register	2490	6325	4,254	3,577	3,885	3,019	1,041	827	374	2,401	2016	1,851	18,991
Federal Records Centers	2248	3,931	5,973	2,325	1,973	1,080	837	386	552	1,098	1506	1,423	11,180
NCAST	9956	6,893	10,711	5,761	6,990	2,368	2,602	5,279	4,650	5,640	7297	1,300	41,887
NHPRC	38840	30883	36,280	32,055	23,823	9,629	20,865	28,438	38,877	58,896	48305	69,245	330,133
Noon Lectures					1,974	773	879	1,726	2,201	23,336	20947	4,856	56,692
NPAC Blue	831156	1,054,370	746,817	575,710	575,103	416,055	533,538	615,436	861,187	1,369,550	1059317	1,866,951	7,872,847
Preservation	9973	10639	4,866	8,637	7,102	11,790	8,779	17,969	9,578	48,728	11625	18,905	143,113
Research Red	31538	32857	43,537	49,116	47,572	24,127	35,985	64,246	40,065	68,799	21071	24,716	375,697
Today's Document	66944	94176	82,352	34,413	74,645	77,531	74,173	97,126	98,557	91,463	68777	62,936	679,621
NARA Students and Interns												13,951	13,951

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY Total
Presidential Total	460,244	458,896	489,330	540,147	464,262	322,080	409,021	689,288	778,812	1,462,335	1,486,773	1,137,000	7,289,718
Bush	86587	87058	90,546	137,330	81,027	56,754	51,071	161,362	167,550	235,142	498,875	232,954	1,622,065
Carter	13190	11233	25,916	24,144	26,785	19,449	43,906	45,347	52,979	93,528	57,562	37,238	400,938
Clinton	152919	157629	141,163	157,350	140,159	95,088	79,516	76,369	97,191	379,915	234,231	266,307	1,526,126
Eisenhower	28412	49282	70,054	40,571	35,697	20,084	31,745	61,827	70,770	141,065	148,515	121,718	671,992
Ford Library	8067	1,804	1,760	3,828	6,529	1,877	5,310	6,203	2,583	5,062	3,672	18,277	53,341
Ford Museum	3619	1078	9,751	3,358	6,333	3,446	9,428	19,898	11,974	42,305	31,602	40,616	168,960
Hoover	16628	13417	10,485	16,344	12,143	12,931	15,391	30,640	19,173	24,065	26,783	15,399	172,869
Johnson	20762	31244	22,874	25,575	18,412	13,990	27,840	54,232	74,026	99,654	32,712	50,798	397,239
Nixon	24964	12079	22,858	14,203	21,106	9,781	50,459	88,198	137,290	190,570	193,948	136,801	842,356
Reagan					19,030	14,890	19,307	19,003	31,340	16,834	34,414	33,536	188,354
Roosevelt	18492	23,297	25,200	22,460	24,929	12,531	35,469	35,731	40,706	47,083	43,265	39,636	301,810
Truman	86604	70775	68,723	94,984	72,112	61,259	39,579	90,478	73,230	187,112	181,194	143,720	943,668
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY Total
Regional Total	112,822	113,828	119,984	116,808	106,089	82,434	124,131	238,159	363,686	482,651	340,128	228,165	2,082,251
Anchorage	2273	1,962	3,047	3,186	2,117	2,857	13,538	14,200	3,593	4,878	1,225	407	46,001
Atlanta	18485	23446	20,980	10,302	14,183	9,379	20,228	47,293	33,069	38,763	97,145	34,077	304,439
Boston	27572	26,432	26,671	17,707	18,754	15,776	19,091	35,912	22,372	36,319	20,814	37,157	223,902
Chicago								19,446	19,837	21,504	12,617	10,842	84,246

Denver	2733	3,309	3,133	3,074	1,716	1,334	796	1,721	2,071	2,621	1,024	4,801	19,158
Fort Worth	13579	11,330	19,480	11,320	12,156	9,977	12,036	16,317	32,043	47,994	10,426	10,914	163,183
Kansas City	14687	15,563	10,008	28,262	24,874	19,868	30,539	37,138	126,631	139,771	62,433	42,245	511,761
New York	13375	11657	12,782	18,031	7,220	5,813	3,024	33,390	81,028	159,139	95,242	51,649	454,536
Philadelphia	5474	5,534	6,017	3,649	4,354	3,322	6,193	8,638	5,116	5,651	6,832	15,001	58,756
Riverside	3850	6,001	4,988	3,751	4,040	2,339	1,425	8,225	25,735	10,622	20,620	2,856	79,613
Seattle	6188	4,613	8,049	8,748	7,809	6,406	6,549	8,071	7,883	9,623	6,992	4,818	66,899
St. Louis	4606	3,981	4,829	8,778	8,866	5,363	10,712	7,808	4,308	5,766	4,758	13,398	69,757

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).

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Monthly Total (A+P+R)	43,947	43,248	51,253	54,967	49,198	35,880	100,866	174,744	218,658	486,618	434,658	604,956
Agency-Wide Total	17,973	20,098	22,754	22,925	21,424	15,211	35,956	50,509	63,603	195,466	143,661	367,111
Afro-American History Society					77	81	410	420	201	647	152	427
Assembly	39	55	52	65	29	42	137	91	73	93	128	22
eStore	64	49	82	59	55	115	104	170	207	395	470	357
Recovery	976	952	986	1,042	793	747	993	1,365	1,440	2,725	2,527	1,991
Constitution	903	957	1,577	1,590	1,425	1,178	3,159	3,594	4,708	19,782	9,917	29,540
Federal Register	293	509	438	427	373	190	318	384	188	402	442	462
Federal Records Centers	101	149	201	150	136	102	268	150	237	287	291	248
NCAST	258	241	311	289	249	167	285	409	519	904	1,182	328
NHPRC	1139	1,048	1,467	1,707	1,477	801	1,808	1,672	1,893	8,165	6,002	8,208
Noon Lectures					66	36	153	251	283	7,676	6,848	752
NPAC Blue - US National Archives	11283	12,816	13,933	13,835	13,285	8,861	22,779	33,930	47,268	126,835	107,197	315,580
Preservation	605	622	535	665	520	542	1,061	1,842	1,121	12,596	2,961	2,644
Research Red	1471	1,666	2,007	2,015	1,862	1,303	2,466	3,273	3,153	11,696	3,290	4,298
Today's Document	841	1,034	1,165	1,081	1,077	1,046	2,015	2,958	2,312	3,263	2,254	2,254
NARA Students and Interns												2,752

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Presidential Total	21,768	18,812	23,569	27,249	23,387	17,202	51,477	94,472	118,743	232,718	234,885	205,516
Bush	4535	2,649	4,156	7,861	3743	2,906	5,582	20,754	26,402	41,336	70,288	48,668
Carter	1205	1,149	2,173	1,969	1851	1,445	6,546	3,599	3,378	12,441	8,119	5,166
Clinton	5474	5,332	5,735	5,891	5866	4,347	8,392	10,186	13,305	34,770	27,088	30,575
Eisenhower	1421	1,577	1,965	1,838	1621	1,054	2,396	7,040	5,738	14,616	24,168	18,434
Ford Library	652	277	107	369	457	99	972	779	641	1,278	922	5,135
Ford Museum	844	410	846	241	583	203	1,867	4,720	3,949	13,790	9,956	11,704
Hoover	679	682	702	761	687	610	1,046	5,270	1,902	4,530	3,697	3,558
Johnson	820	970	1,029	1,048	969	841	3,324	6,674	14,335	20,996	8,464	11,339
Nixon	901	849	1,550	1,303	1357	880	11,004	19,035	30,138	44,314	39,504	31,634
Reagan					561	463	1,104	880	4,621	2,588	7,635	5,926
Roosevelt	638	751	968	1,158	1023	746	5,507	7,222	6,423	10,203	8,916	8,709
Truman	4599	4,166	4,338	4,810	4669	3,608	3,737	8,313	7,911	31,856	26,128	24,668
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Regional Total	4,206	4,338	4,930	4,793	4,387	3,467	13,433	29,763	36,312	58,434	56,112	32,329
Anchorage	94	69	105	104	84	111	3,559	4,132	395	760	221	66
Atlanta	835	834	990	820	848	492	2,533	7,047	3,960	7,077	17,660	7,650
Boston	537	546	613	576	560	501	1,352	5,336	1,063	4,146	2,336	4,279
Chicago								1,208	1,237	2,876	2,114	2,057

Denver	151	184	189	191	115	95	186	263	408	587	269	881
Fort Worth	500	454	639	563	570	477	1,082	1,051	4,169	5,466	1,400	1,693
Kansas City	502	568	545	705	631	580	2,008	1,428	7,879	5,873	11,715	5,217
New York	768	790	845	909	631	453	678	6,409	11,313	26,346	12,929	6,159
Philadelphia	223	260	309	241	242	193	448	968	524	917	1,075	984
Riverside	157	196	189	164	156	124	293	486	3,910	2,299	4,730	520
Seattle	150	132	171	165	153	147	552	551	761	1,176	860	738
St. Louis	289	305	335	355	397	294	742	884	693	911	803	2,085

APPENDIX V: Twitter Followers (Cumulative)

	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
archivesnews	6,631	7,233	8,207	8,787	9,360	10,068	10,882	11,938	13,089	14,189	14,921	15,601
bushlibrary	1,992	2,121	2,332	2,437	2,556	2,797	2,953	3,198	3,644	4,181	4,753	5,251
dferriero	1,100	1,151	1,239	1,305	1,366	1,406	1,459	1,503	1,544	1,619	1,662	1,700
DocsTeach	519	575	636	683	726	790	847	937	1,022	1,112	1,170	1,256
EisenhowerNews	625	652	686	740	784	841	897	980	1,125	1,206	1,306	1,400
FDRLibrary	149	189	232	263	323	370	428	496	596	680	767	853
FedRegister	1,667	1,766	1,886	1,980	2,096	2,258	2,365	2,517	2,688	2,819	2,965	3,141
Kennedy	11,767	11,954	12,262	12,641	13,044	13,650	13,944	14,369	14,526	14,662	14,830	14,971
LBJLibrary	549	603	655	725	830	907	1,020	1,167	1,322	1,420	1,519	1,794

NARA_ RecMgmt	915	957	1,024	1,087	1,162	1,238	1,320	1,467	1,687	1,863	1,995	2,159
NARAFRC	87	98	117	132	136	148	154	172	190	195	200	209
Todays Document	808	982	1,264	1,404	1,548	1,707	1,903	2,919	2,409	2,665	2,973	3,202
USNatArchives	1,937	2,184	2,592	2,903	3,235	3,552	3,919	4,445	5,081	5,858	6,642	7,495
WJCLibrary	302	326	364	421	475	552	641	753	891	1,024	1,135	1,258

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

	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Page Views	26,208	16,873	59,996	4,204	9,987	10,425	34,603	11,990	10,019	8,448
Track Downloads	5,111	23,403	40,823	4,339	2,592	6,922	10,395	6,499	5,471	6,008
Subscriptions	769	973	2,873	298	418	322	3,851	1,034	1,424	1,174