

**SOCIAL MEDIA HIGHLIGHTS**

- **FORMER NARA EMPLOYEE LESLIE CHARLES WAFFEN WAS ARRESTED FOR THE THEFT OF NEARLY 1,000 SOUND RECORDINGS FROM NARA.**
- **WHAT'S COOKING, UNCLE SAM? STIRRED UP CONTINUED ATTENTION THROUGHOUT THE MONTH WITH RECIPES SUCH AS "WHALE POT ROAST".**
- **THE ARCHIVES LAUNCHES ON iTUNES U, GIVING USERS PUBLIC ACCESS TO THOUSANDS OF FREE LECTURES, VIDEOS, BOOKS AND PODCASTS.**

**SEPTEMBER 2011 OVERVIEW**

Social Media Tool	Monthly Views	Cumulative Users
Archives.gov Blogs	70,275 Pageviews	21,552 (Sept)
Tumblr Blogs	21,988 Views	11,396 Followers
Facebook	1,583,671 Views	51,253 (Sept)
National Archives YouTube Channel	40,672 Views	3,000 Subscribers
Flickr (USNatArchives & ArchivesNews)	310,948 Views	3,777 Contacts
Our Archives Wiki	12,237 Views	311 Editors
Twitter (all NARA feeds)	--	33,496 Followers
FourSquare	15,887 Check-ins	13,869 Followers

**FISCAL YEAR COMPARISON**

Social Media Tool	FY 2011 Views	FY 2010 Views
Archives.gov Blogs	520,572 (Dec-Sept) (Google Analytics)	120,455 (May-Aug) (WebTrends)
Tumblr Blogs	97,949 Pageviews	--
Facebook	17,949,828 Post Views	--
National Archives YouTube Channel	599,540	197,385
Flickr (USNatArchives & ArchivesNews)	2,911,601	1,209,356
Our Archives Wiki	160,899	39,369 (June-Aug)

**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](#)

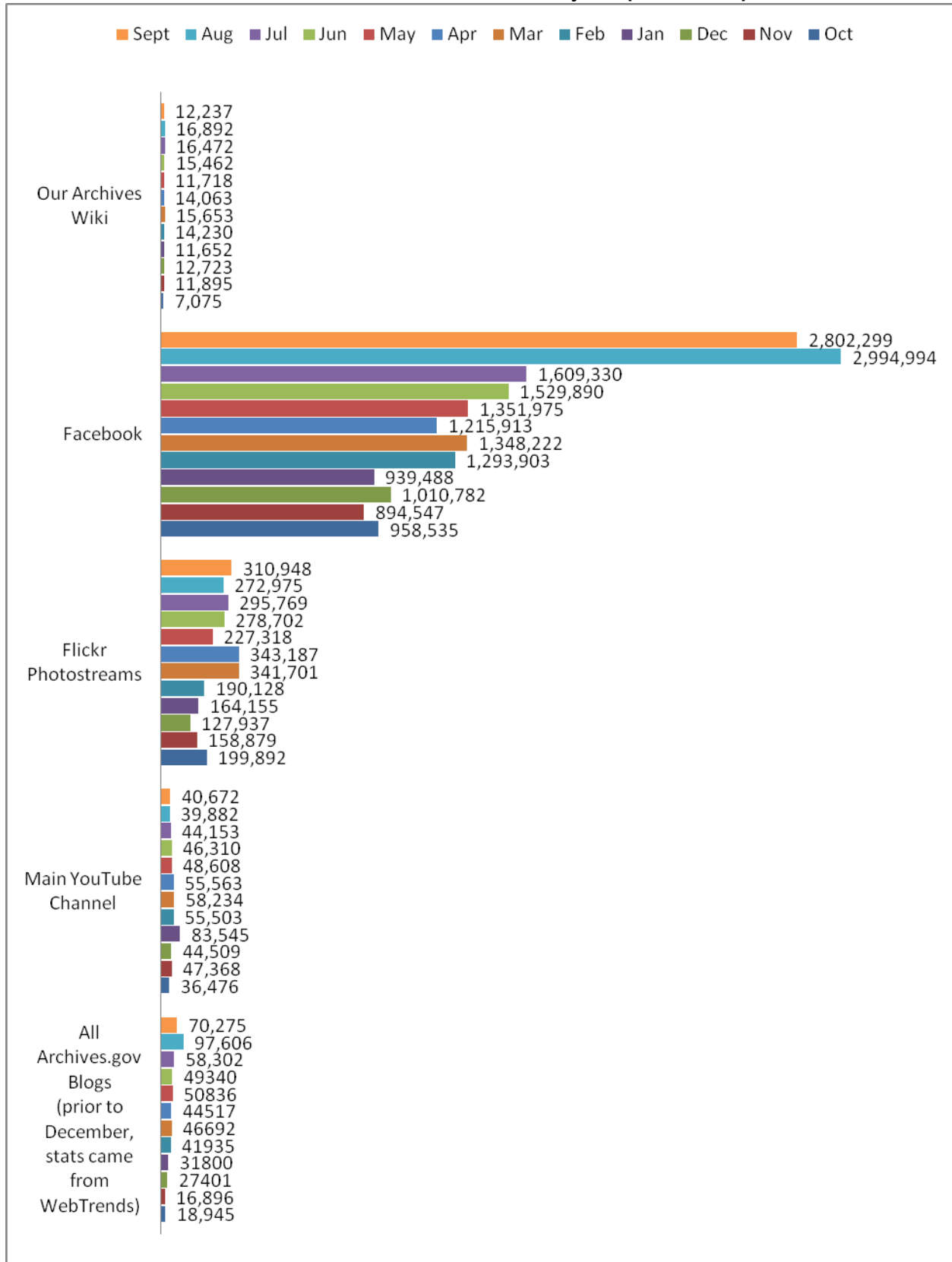
**INTERNAL (NARA@WORK) BLOGS**

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

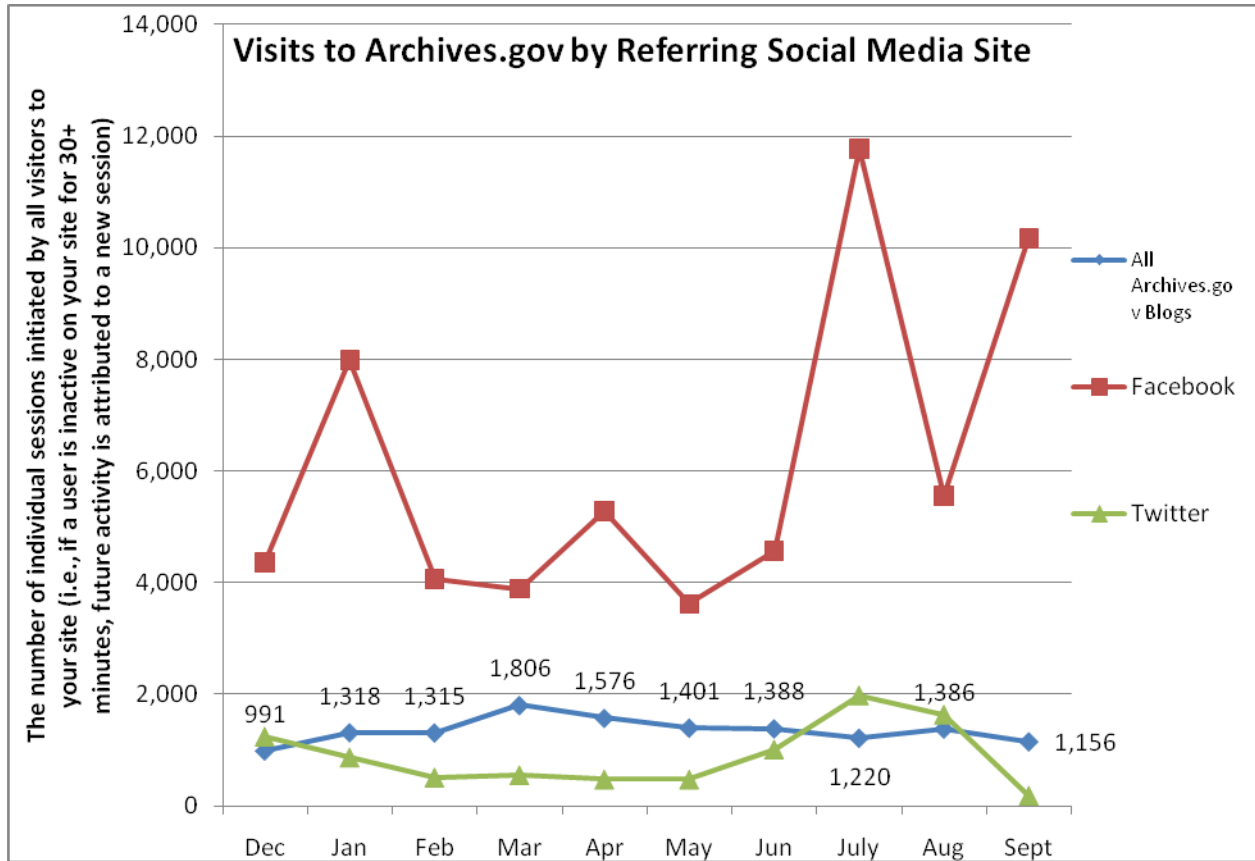
**SOCIAL MEDIA TOOLBOX (Tools currently in use)**

- 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

#### September Projects

1. iTunes U Channel for U.S. National Archives (NPOL-DSS): Live 9/23/2011

	Blog	Facebook	Flickr	Twitter	Wiki	Tumblr	iTunes
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

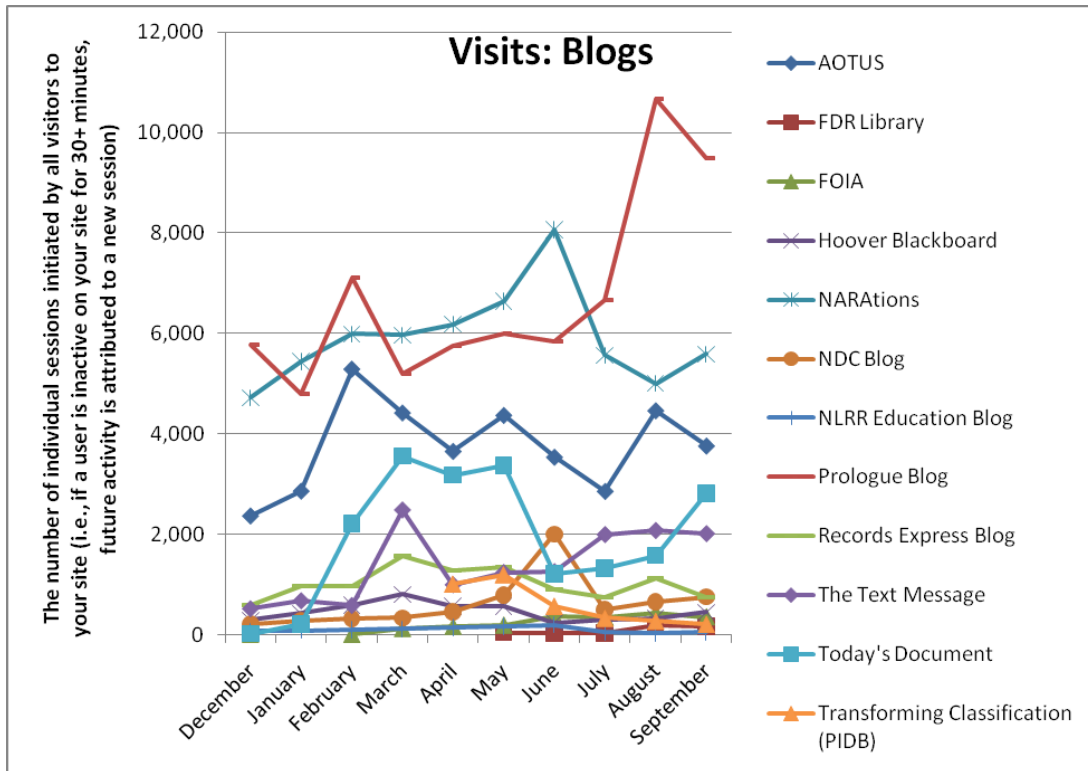
### New Internal Social Media Projects

#### September Projects

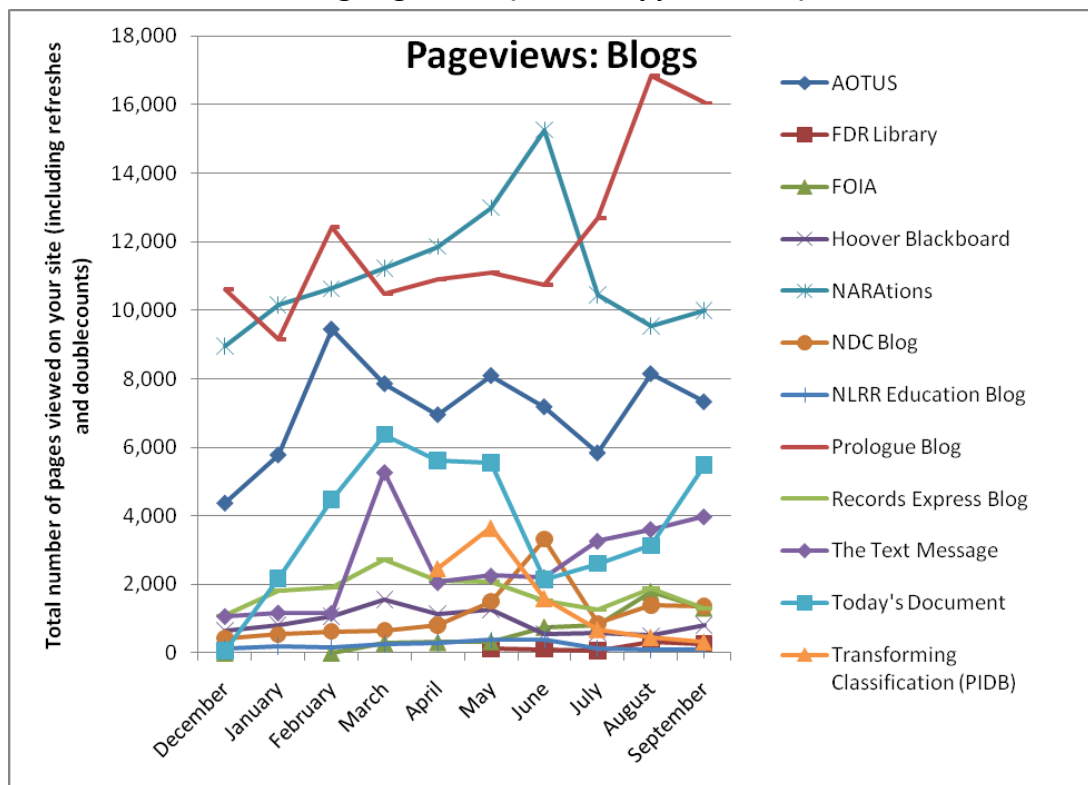
	Nara@work Blogs	IdeaScale	Wikis
October	2	2	4
November			1
December			2
January			4
February			2
March			3
April			2
May			
June			2
July			3
August			2
September			

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

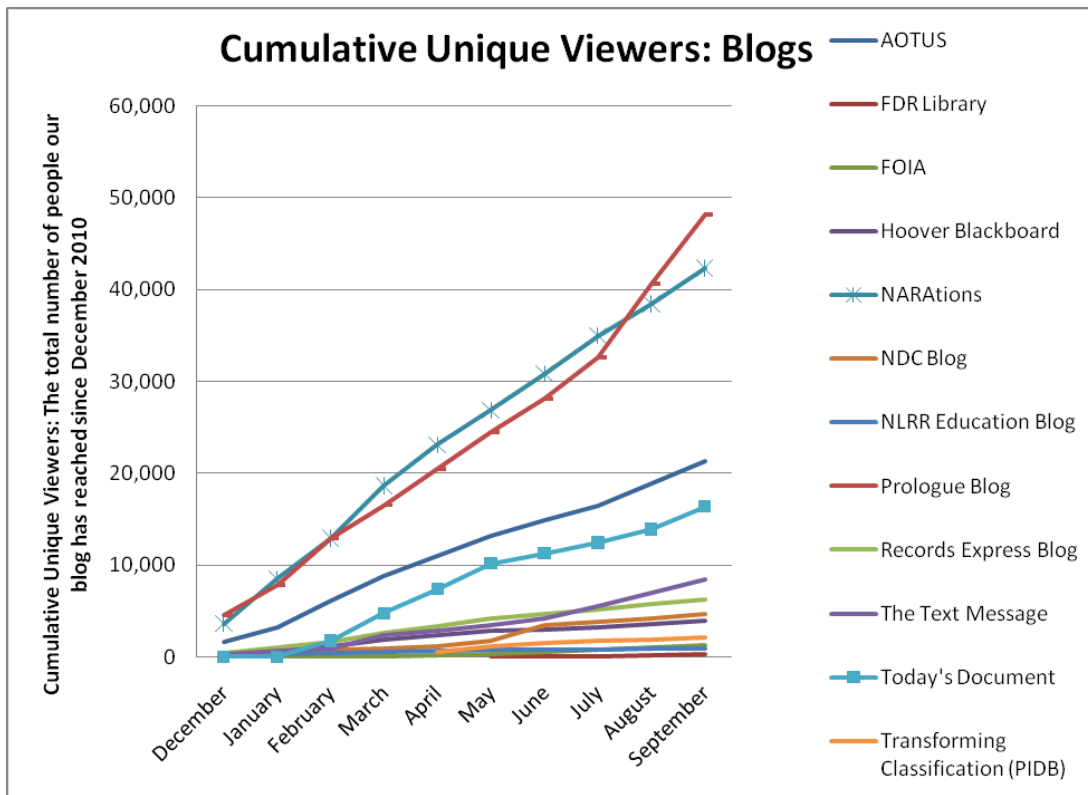
Blog Visits (Source: Appendix II.A)



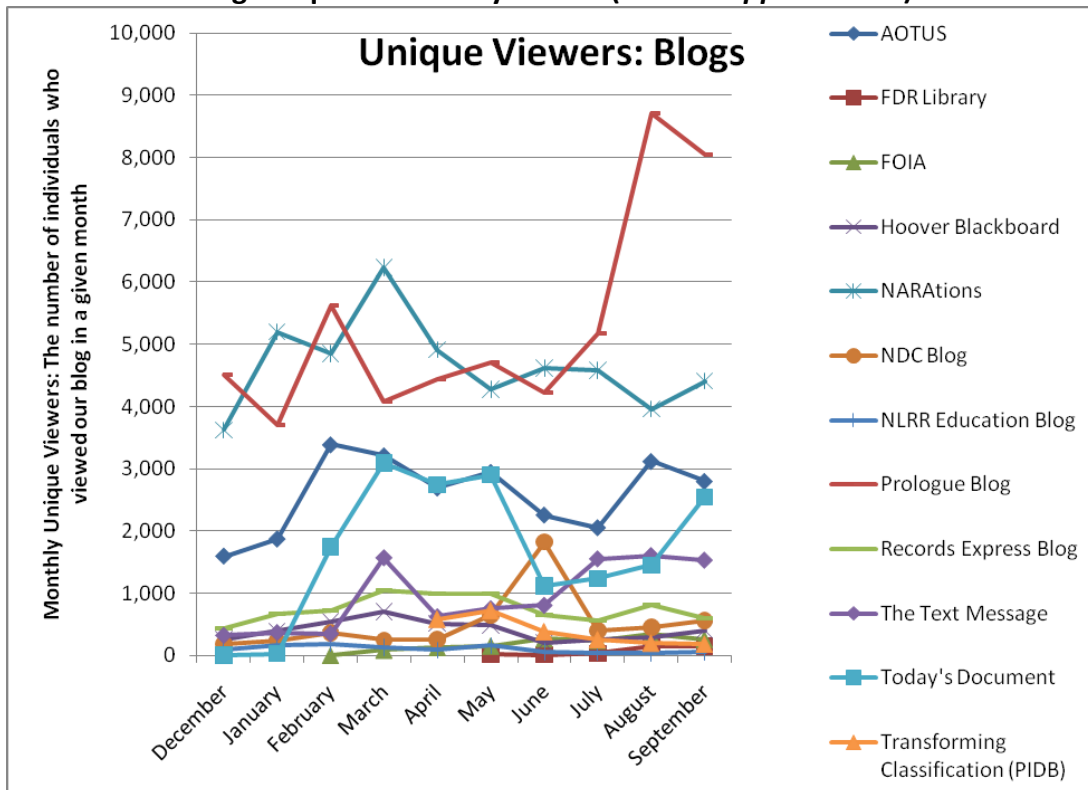
Blog Pageviews (Source: Appendix II.B)



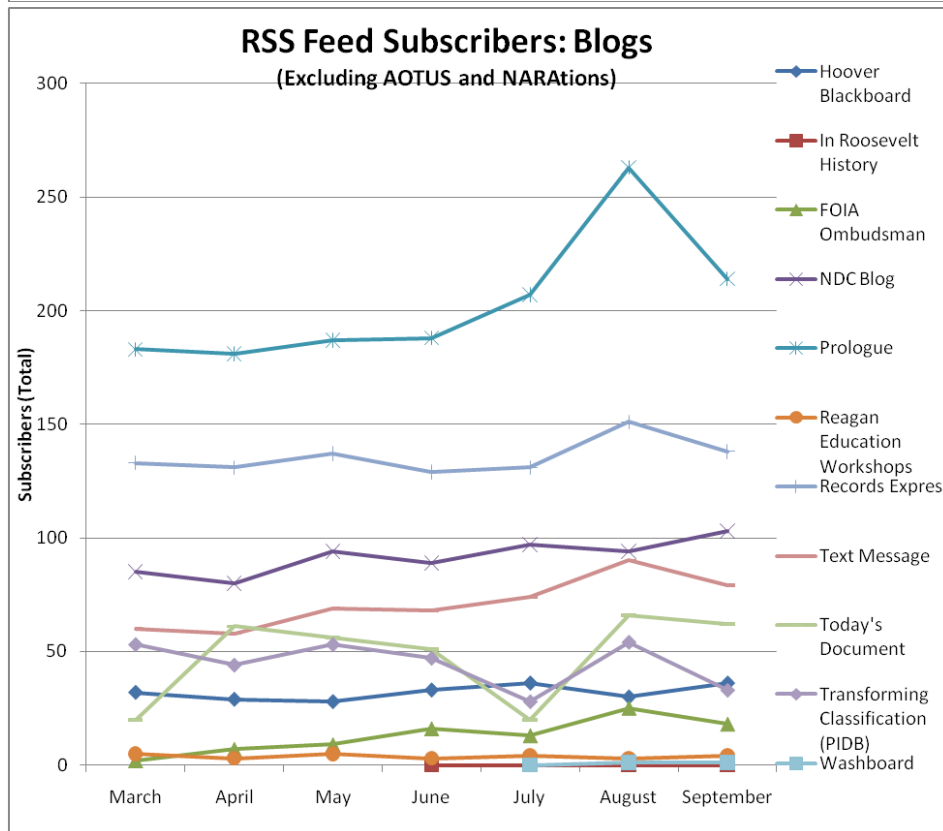
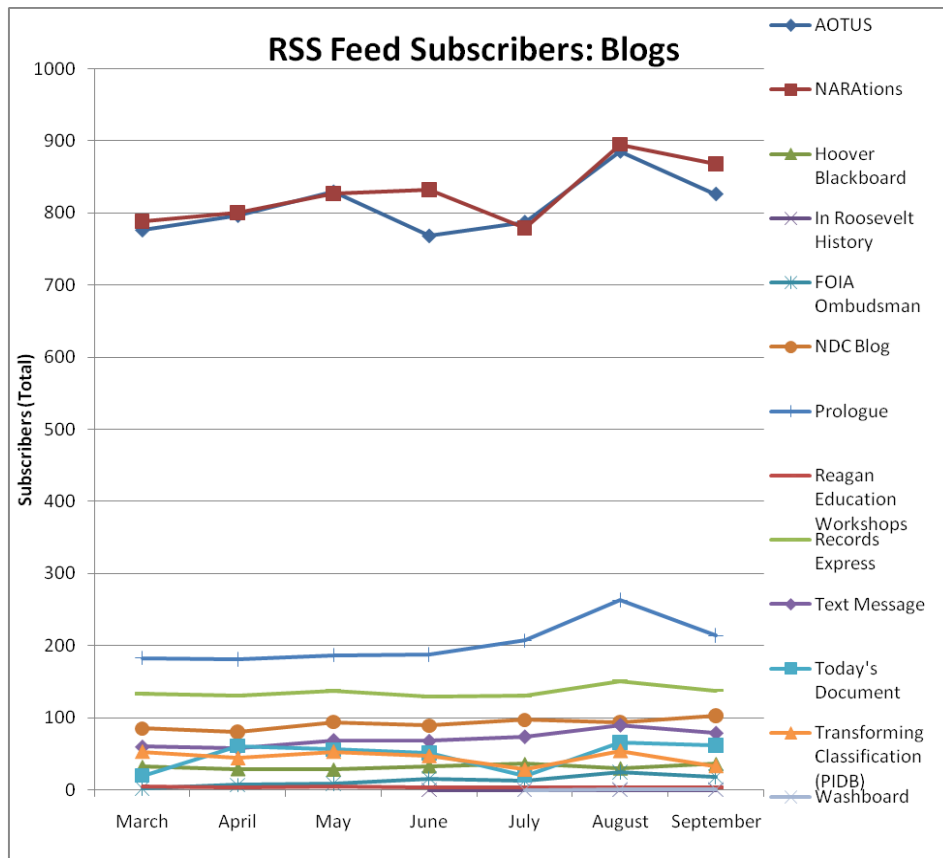
**Blog Cumulative Unique Viewers (Source: Appendix II.C)**



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



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

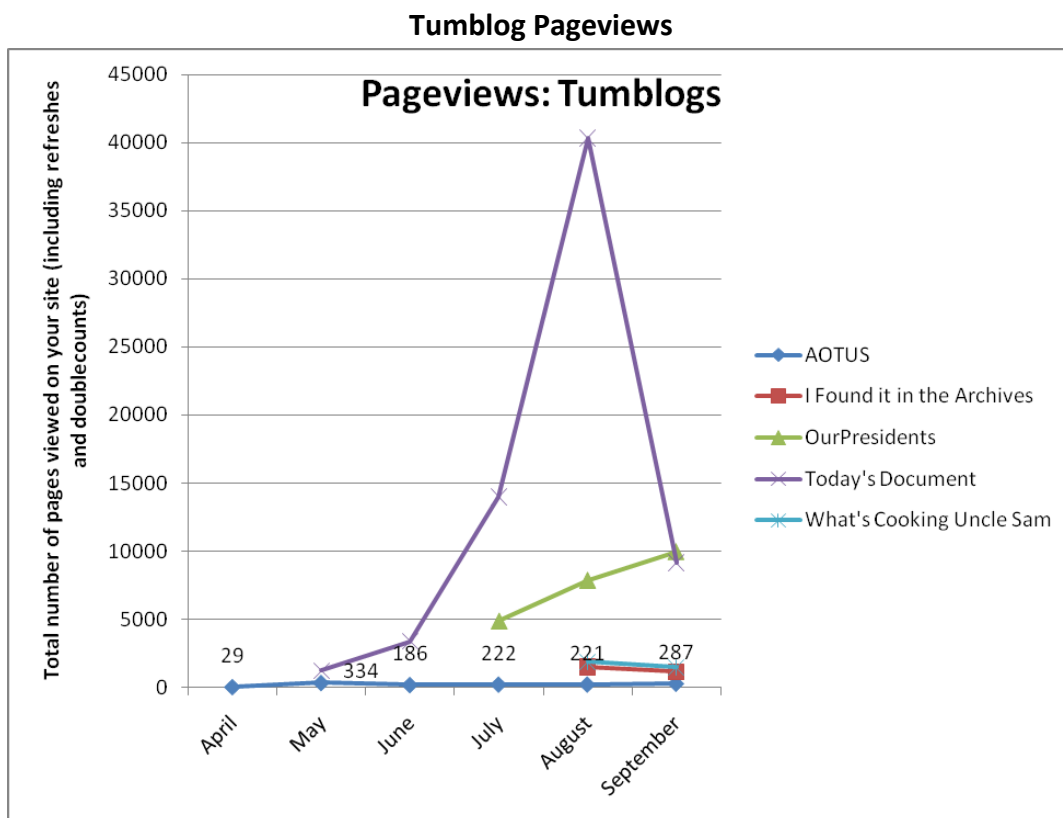
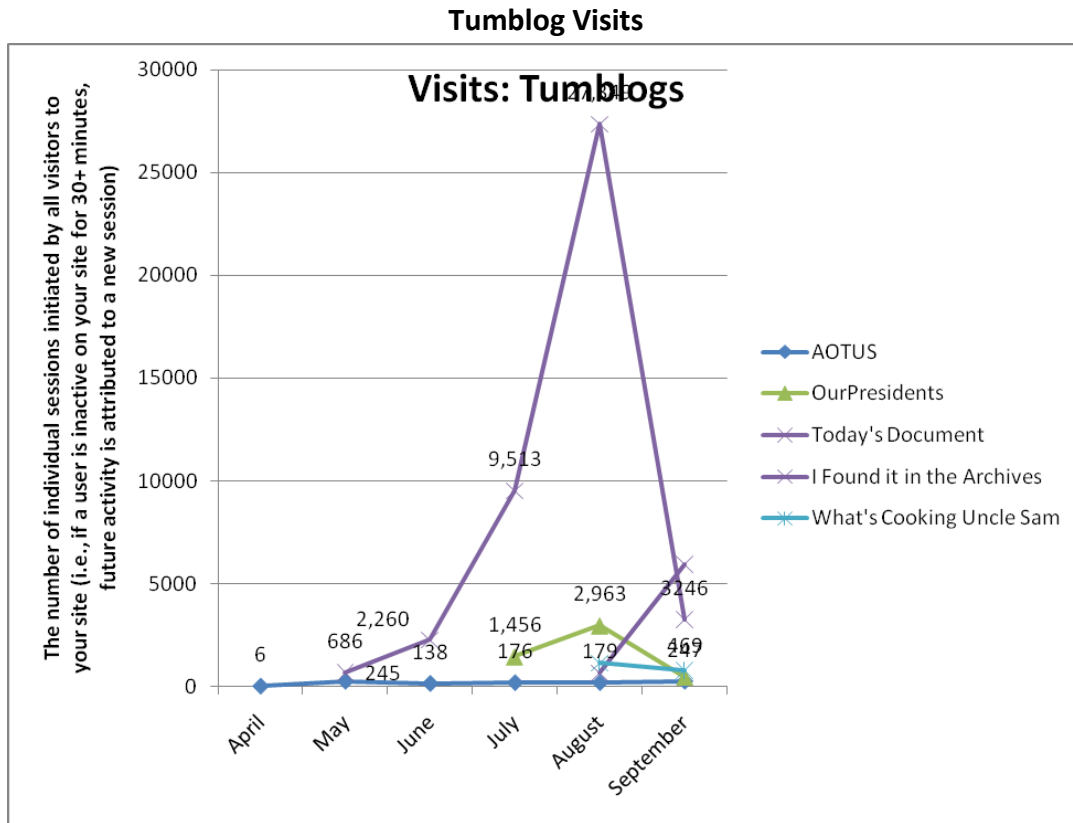


**Top 5 Most Viewed Blog Posts in September**

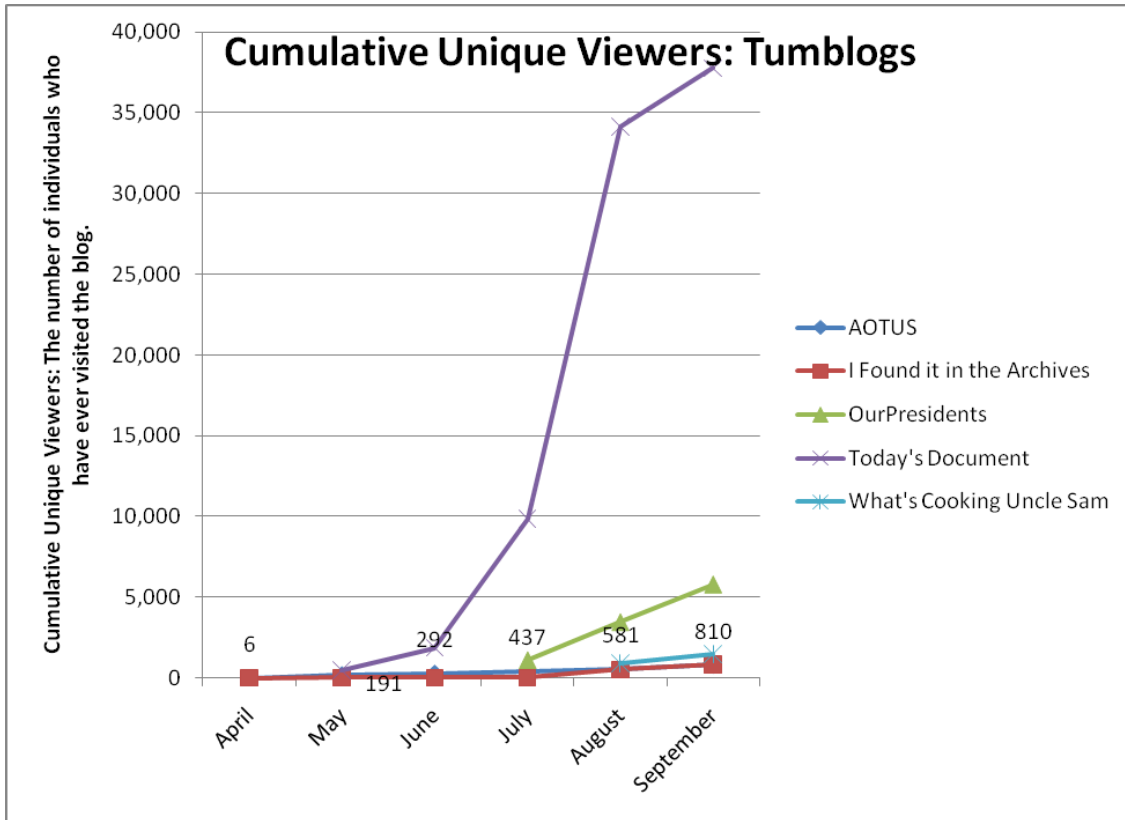
<b>Blog</b>	<b>Pageviews</b>	<b>Post Title</b>
Prologue	2,061	<a href="#">What's Cooking Wednesday: A Commander-in-Chef's Recipe for Vegetable Soup</a>
Prologue	1,197	<a href="#">Ten years later: Handling 9/11 Commission Records</a>
Prologue	745	<a href="#">9/11: An Address to the Nation</a>
AOTUS	743	<a href="#">The Wisdom of the Crowd</a>
NARAtions	655	<a href="#">How Can We Improve the Researcher Application Form?</a>



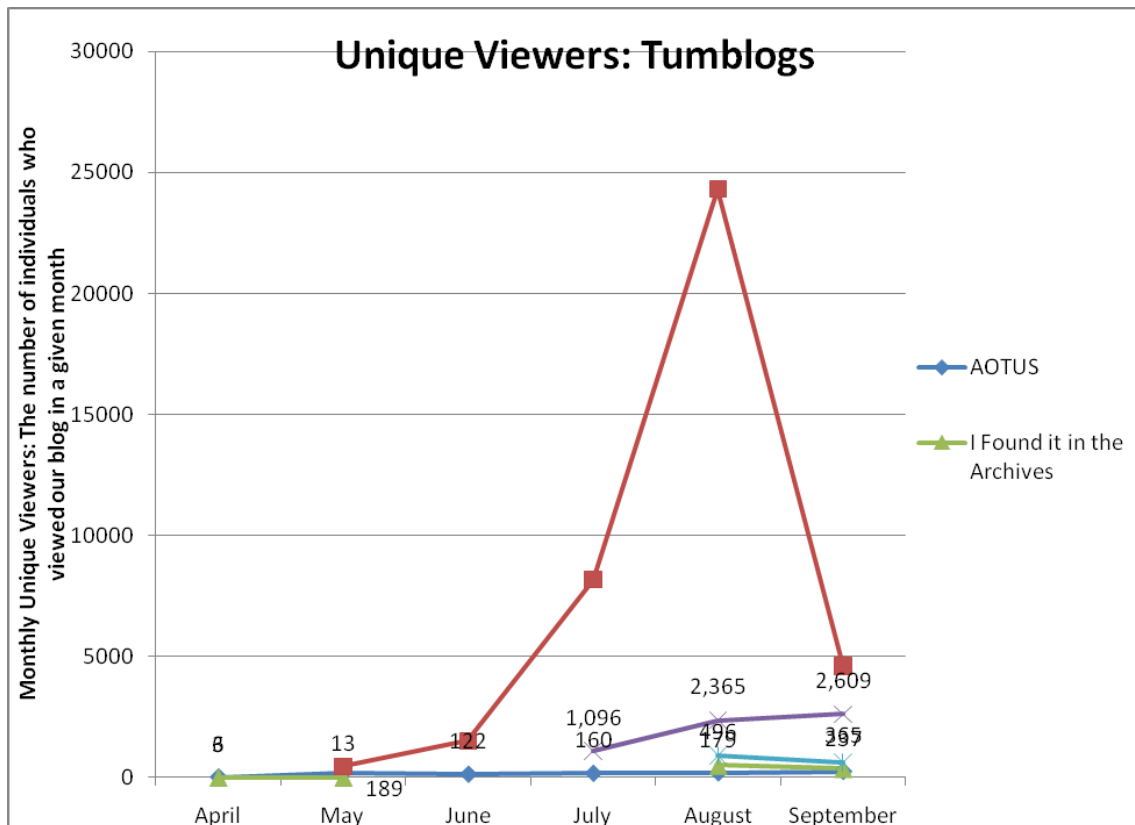
Social Media Tools: Detail View – Tumblogs



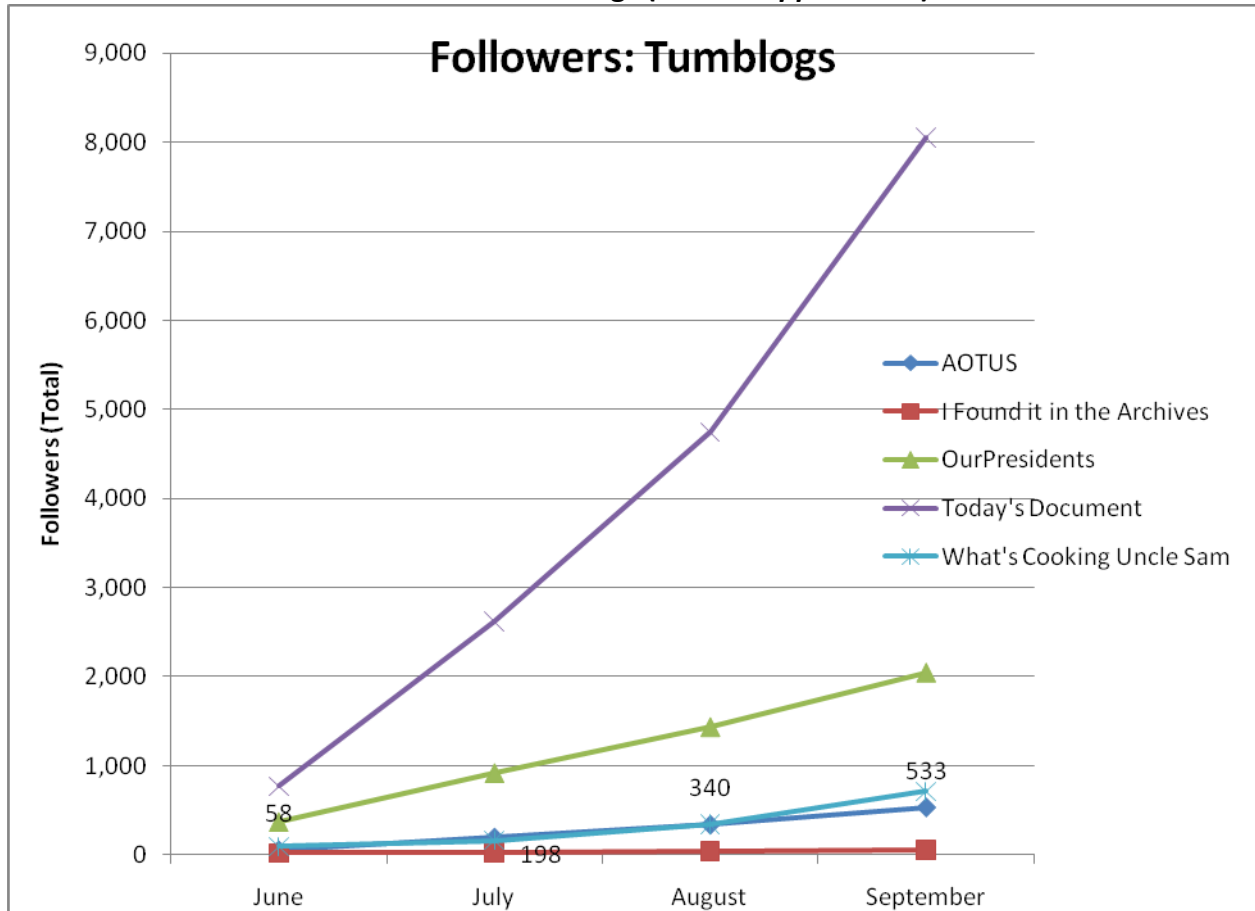
**Tumblog Cumulative Unique Viewers**



**Tumblog Blog Unique Viewers by Month**

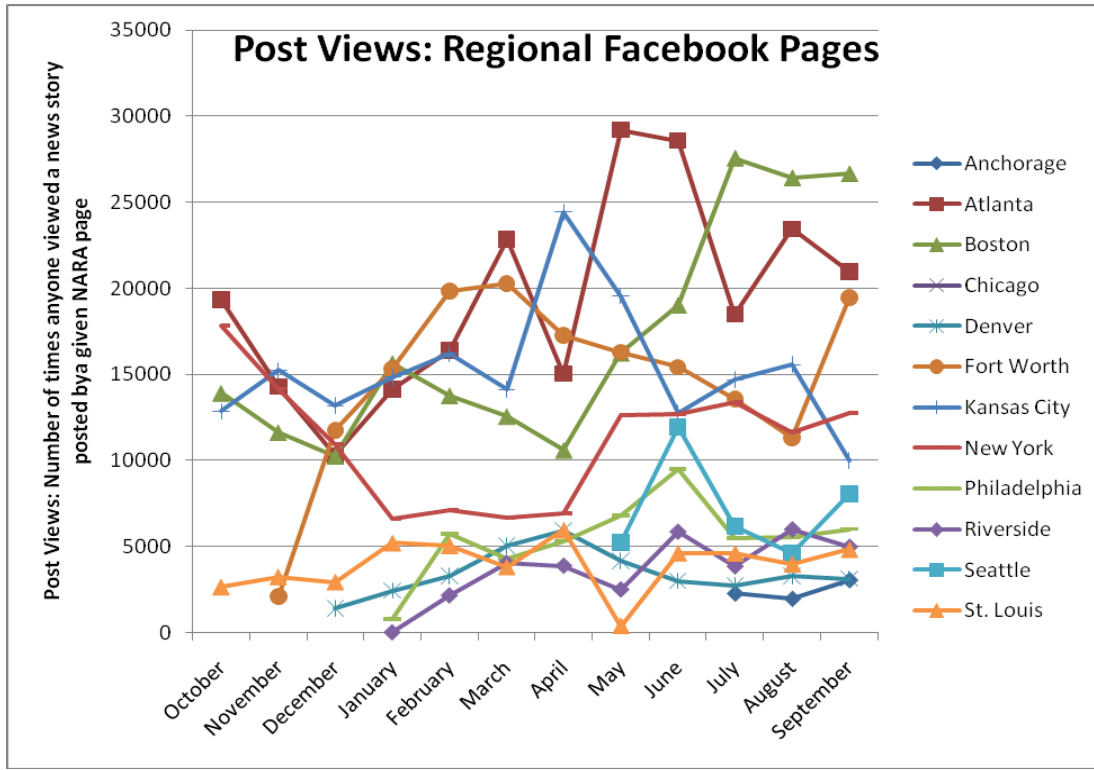


**Followers on Tumblogs (Source: Appendix IV)**

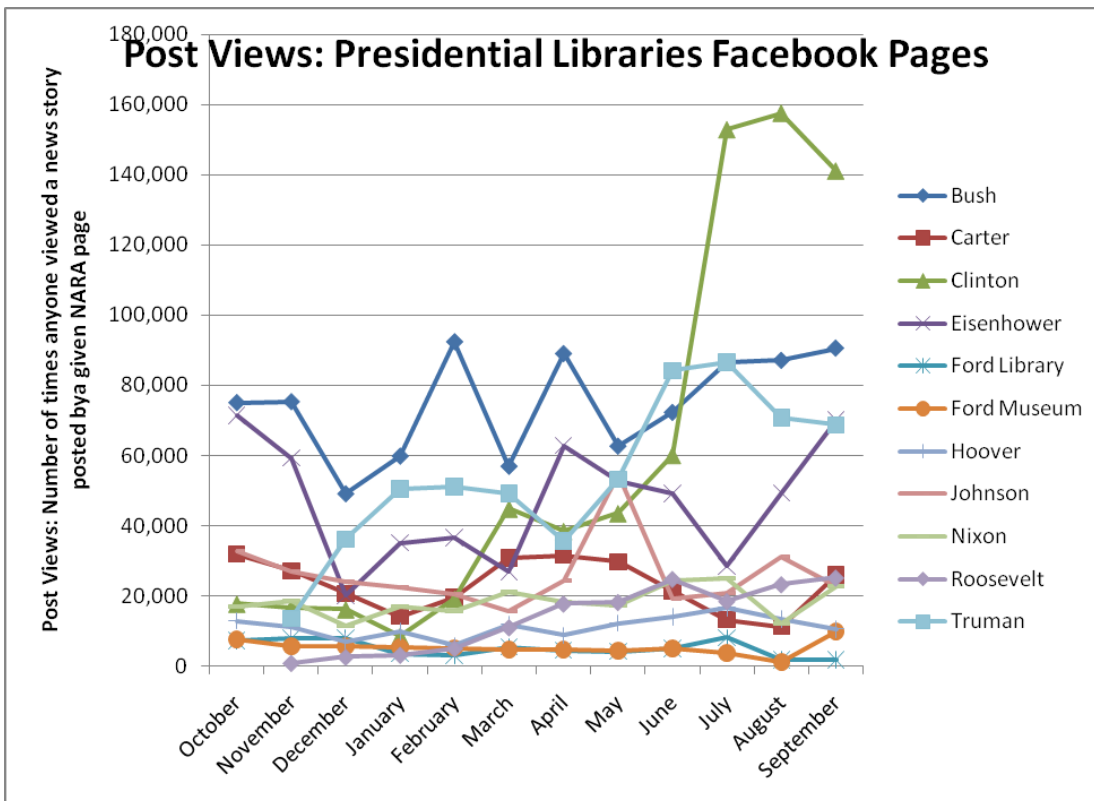


Social Media Tools: Detail View – Facebook

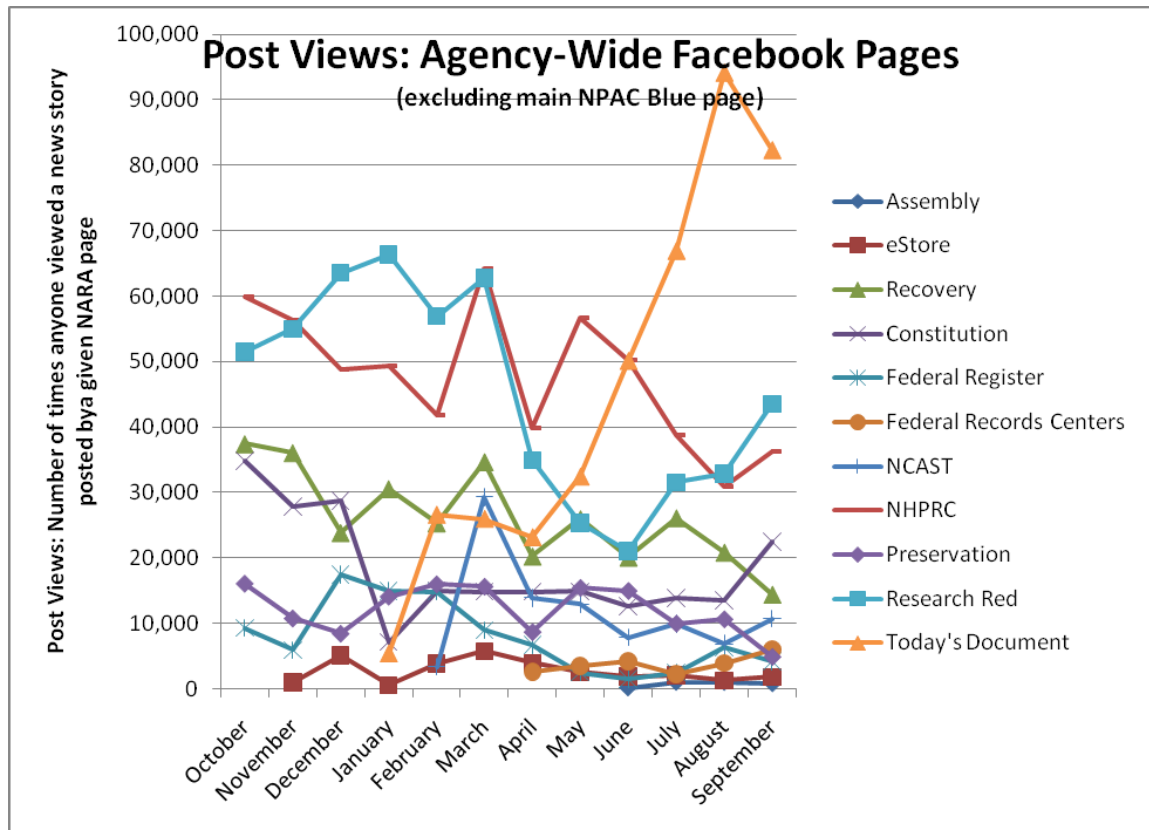
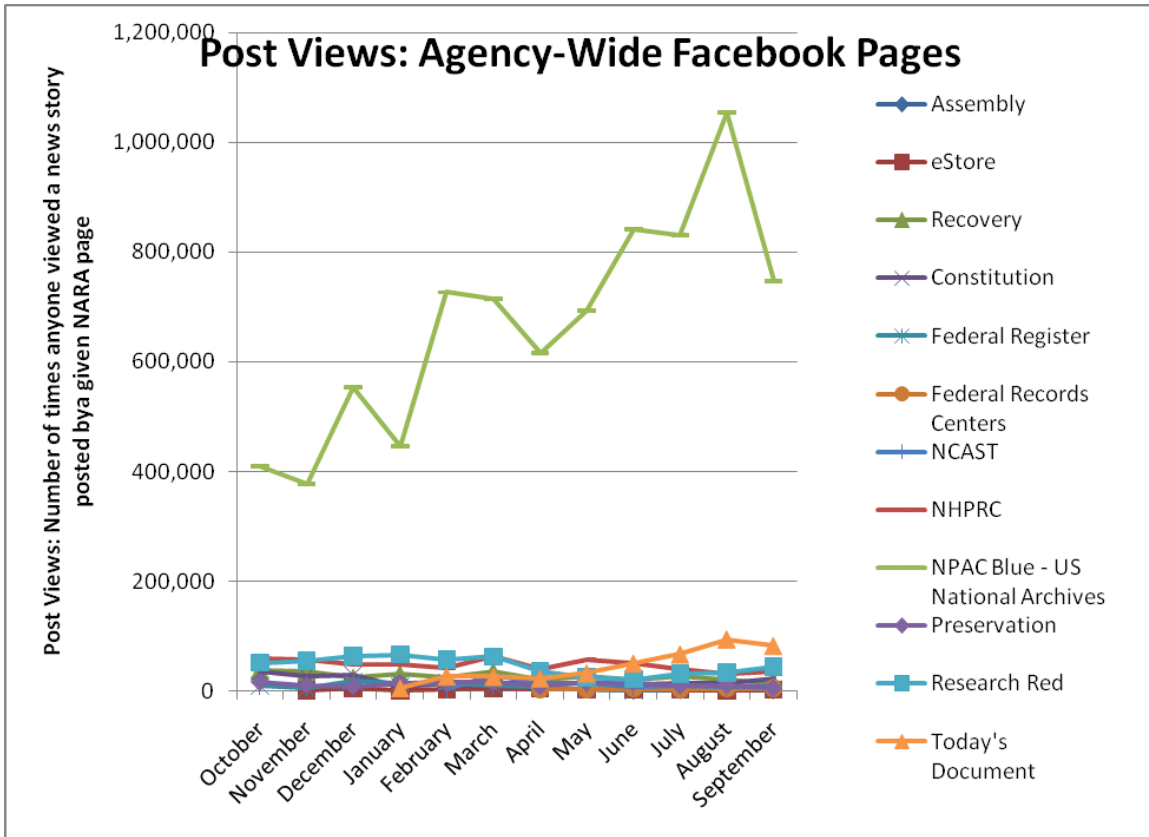
Post Views on Regional Pages (Source: Appendix IV.A)



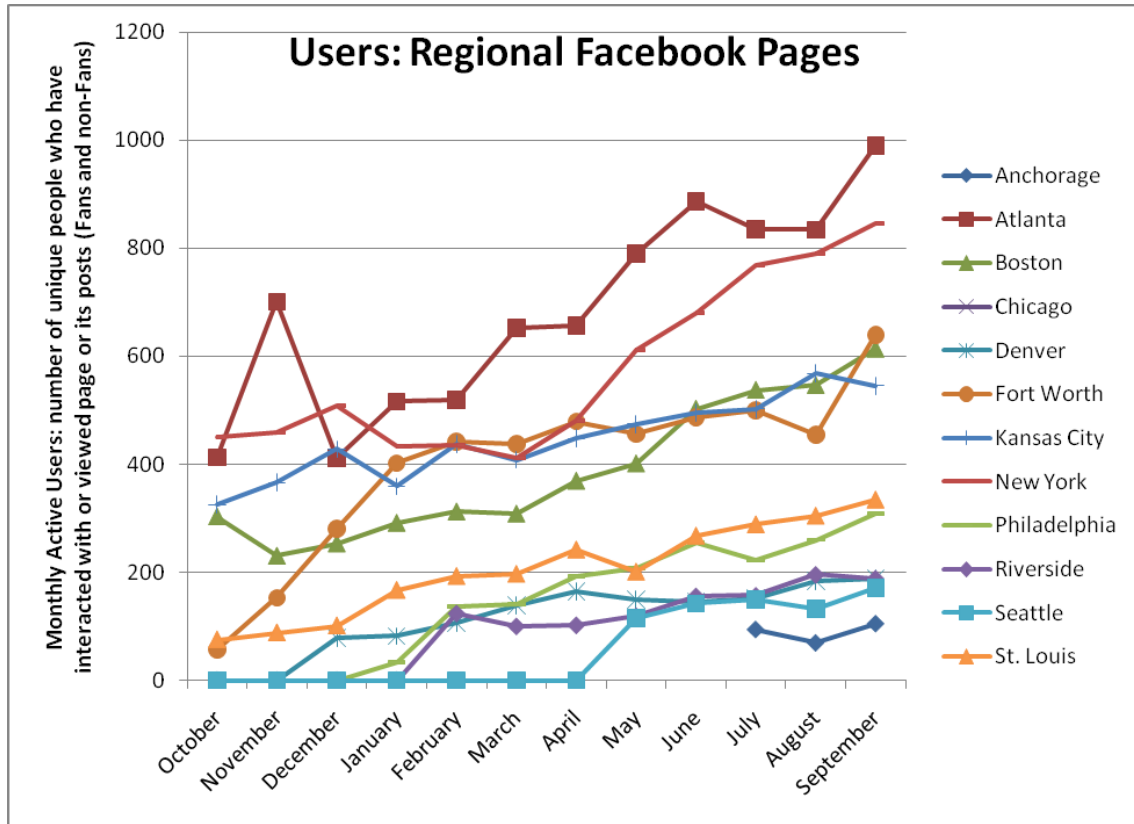
Post Views on Presidential Library Pages (Source: Appendix IV.A)



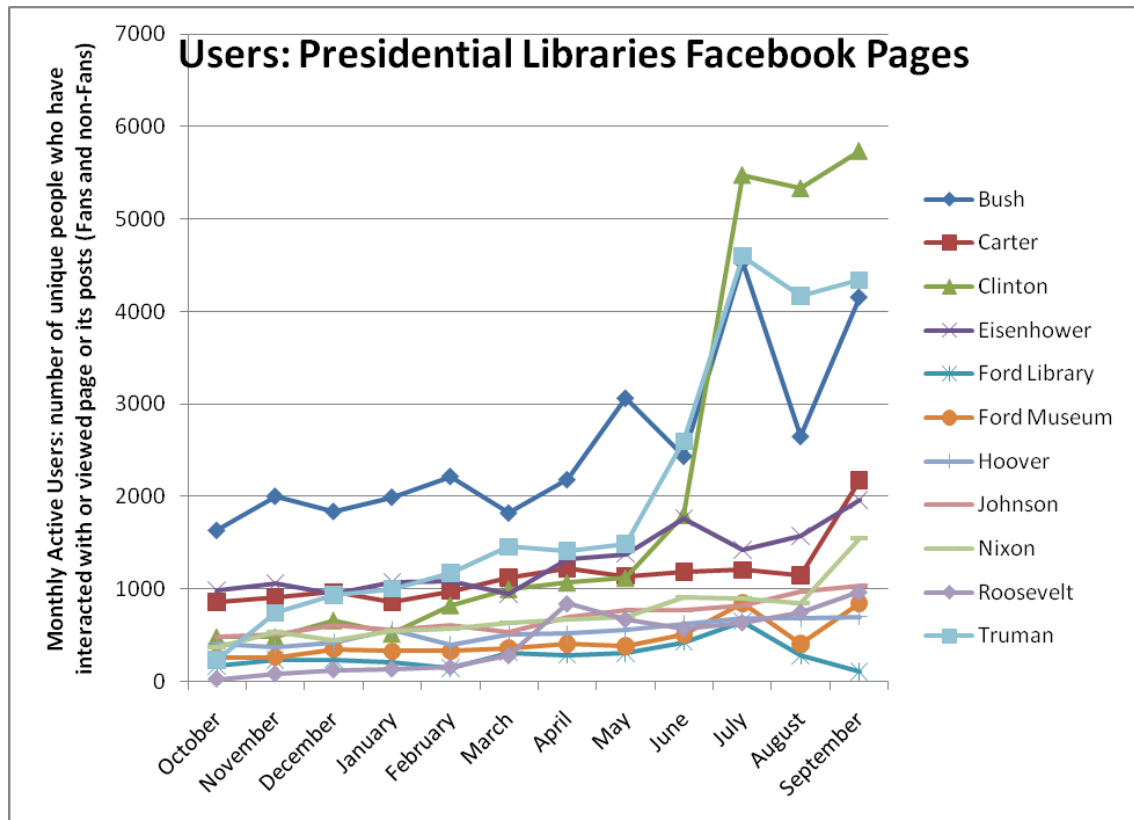
Post Views on Agency-Wide Pages (Source: Appendix IV.A)



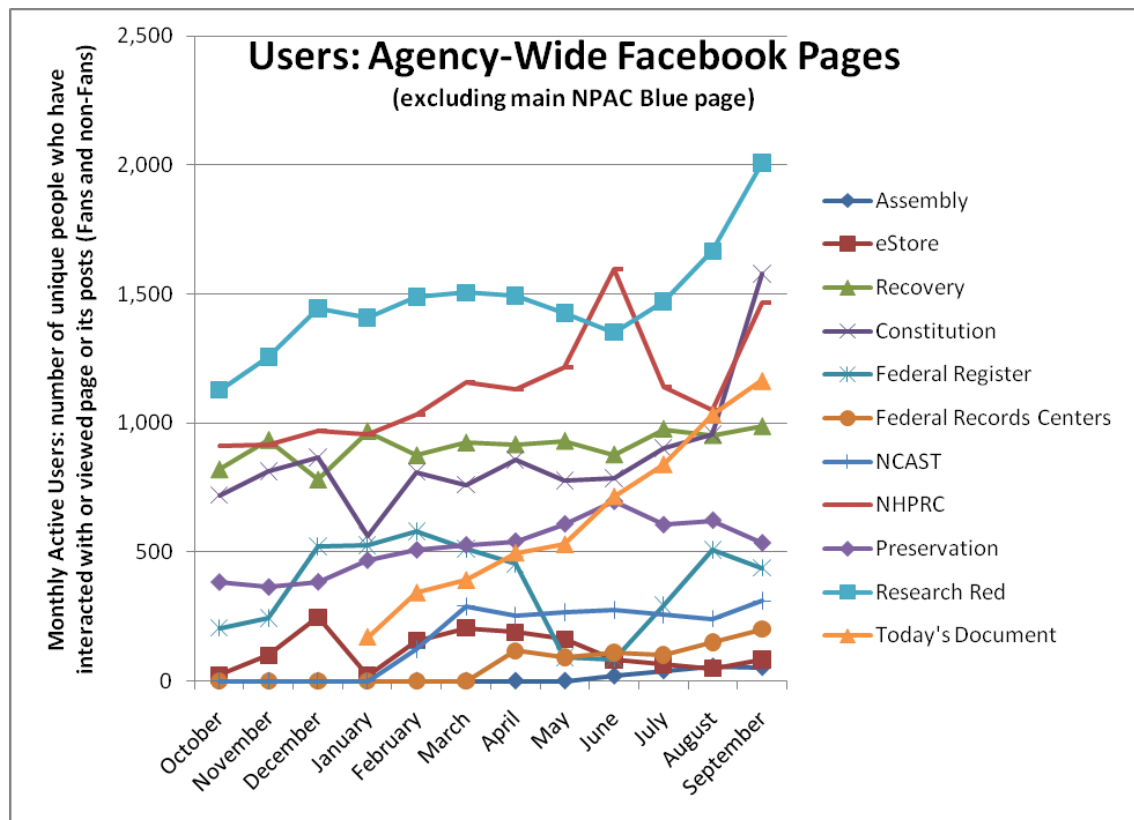
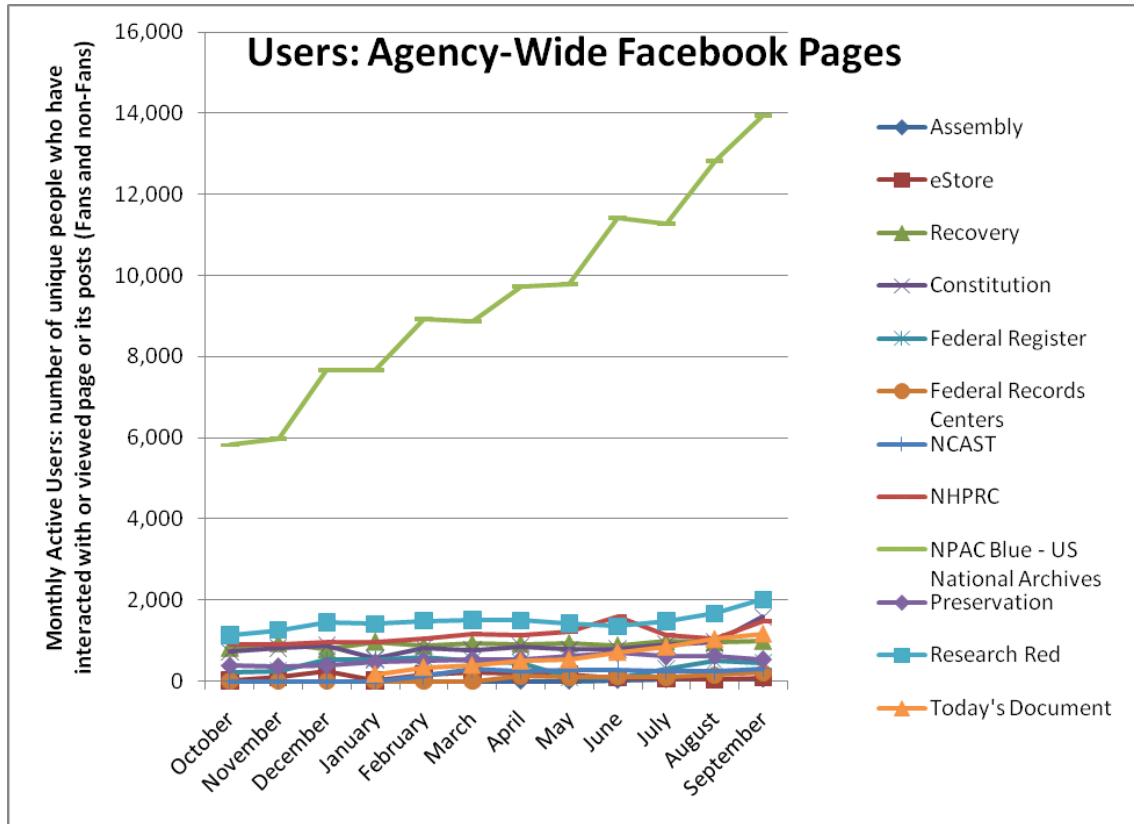
Monthly Active Users of Regional Pages (Source: Appendix IV.B)



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

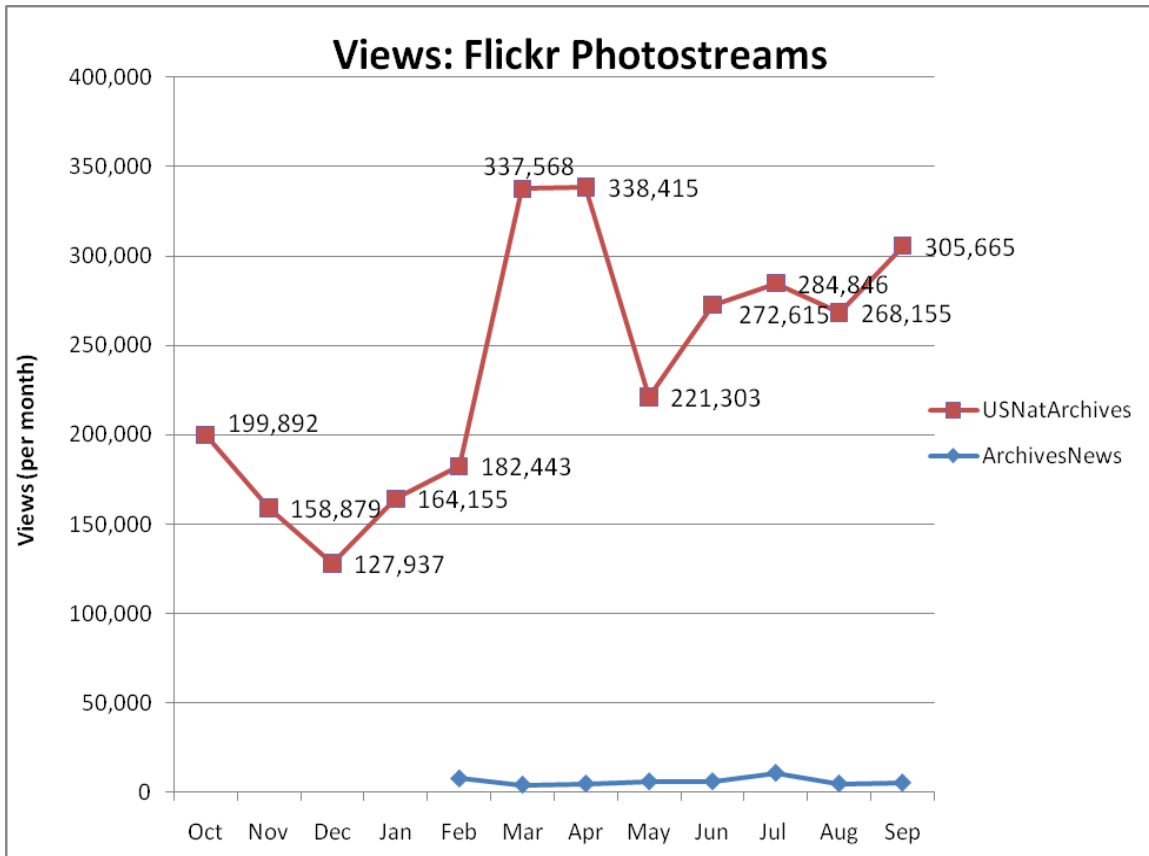


Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)

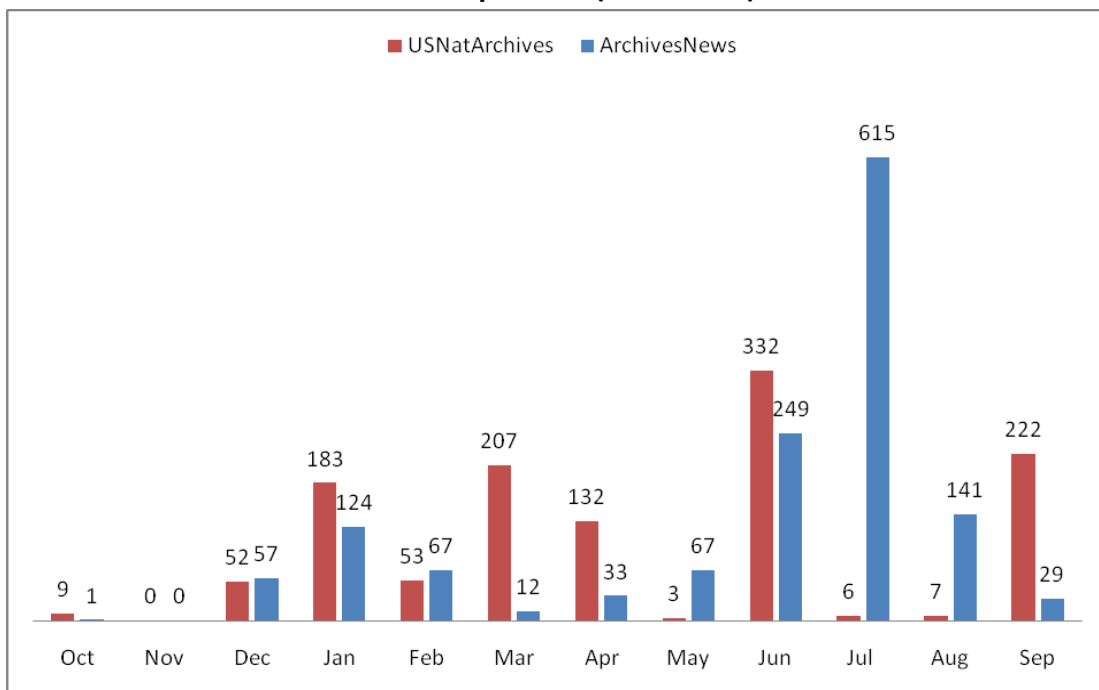


Social Media Tools: Detail View – Flickr

Views on Photostreams (Per Month)

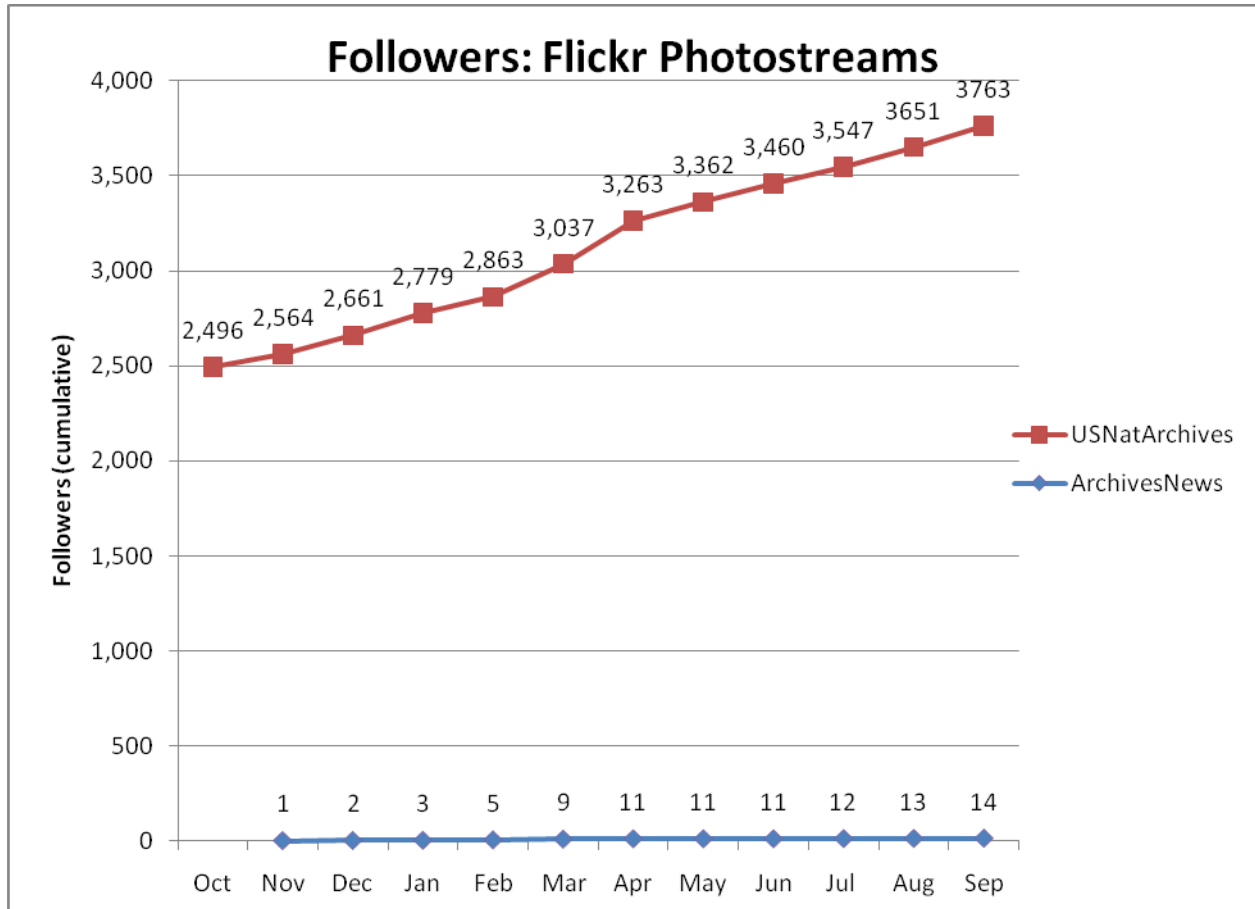


Photos Uploaded (Per Month)



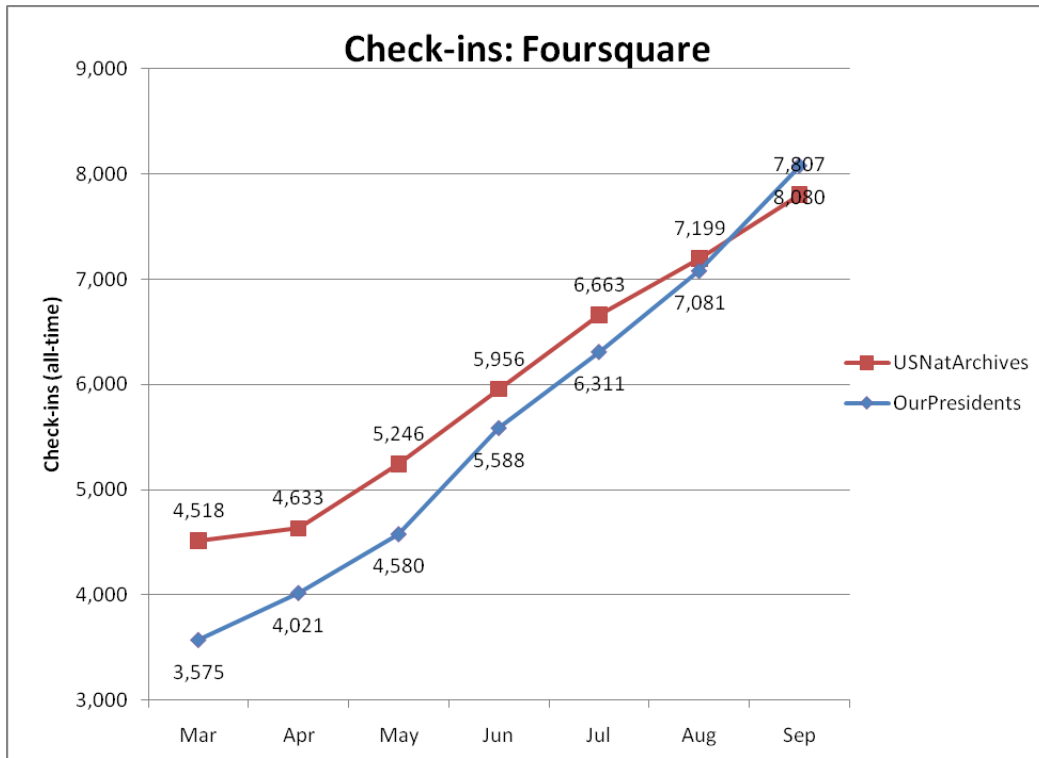


**Followers of Photostreams (Cumulative)**

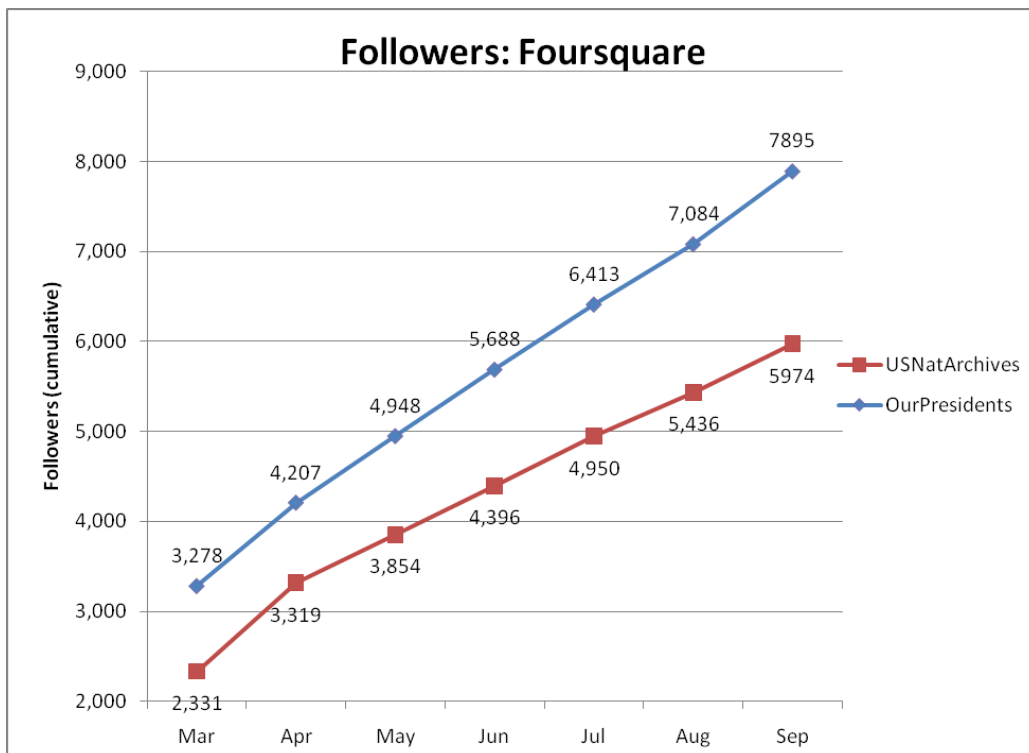


Social Media Tools: Detail View – Foursquare

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

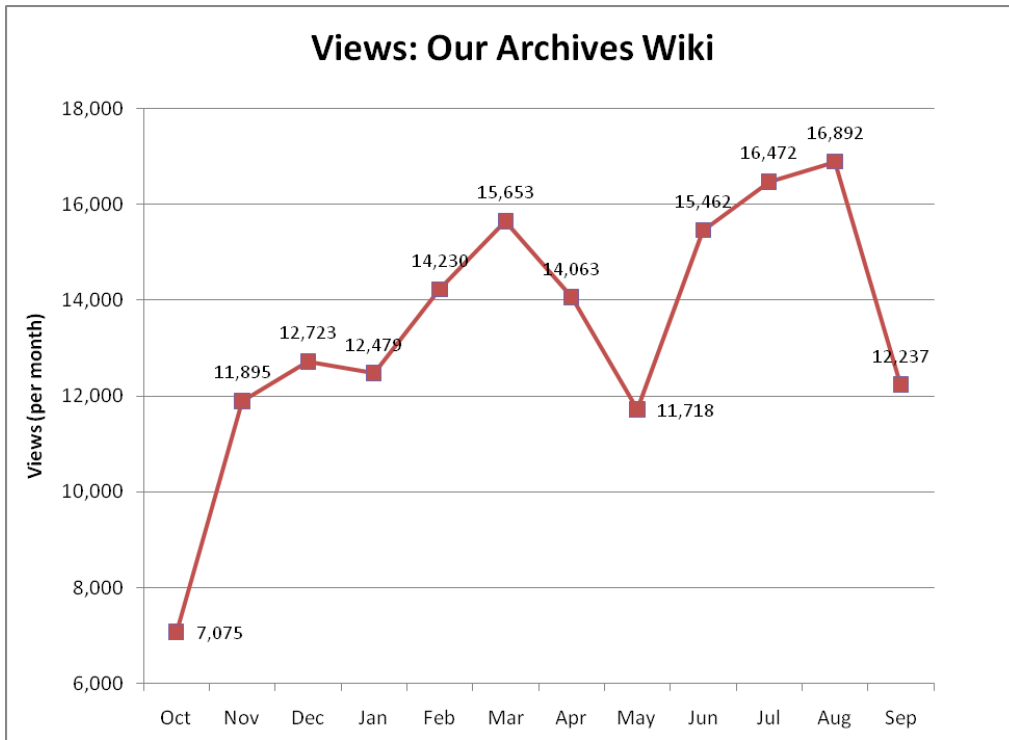


Number of Followers of USNatArchives and OurPresidents (Cumulative)

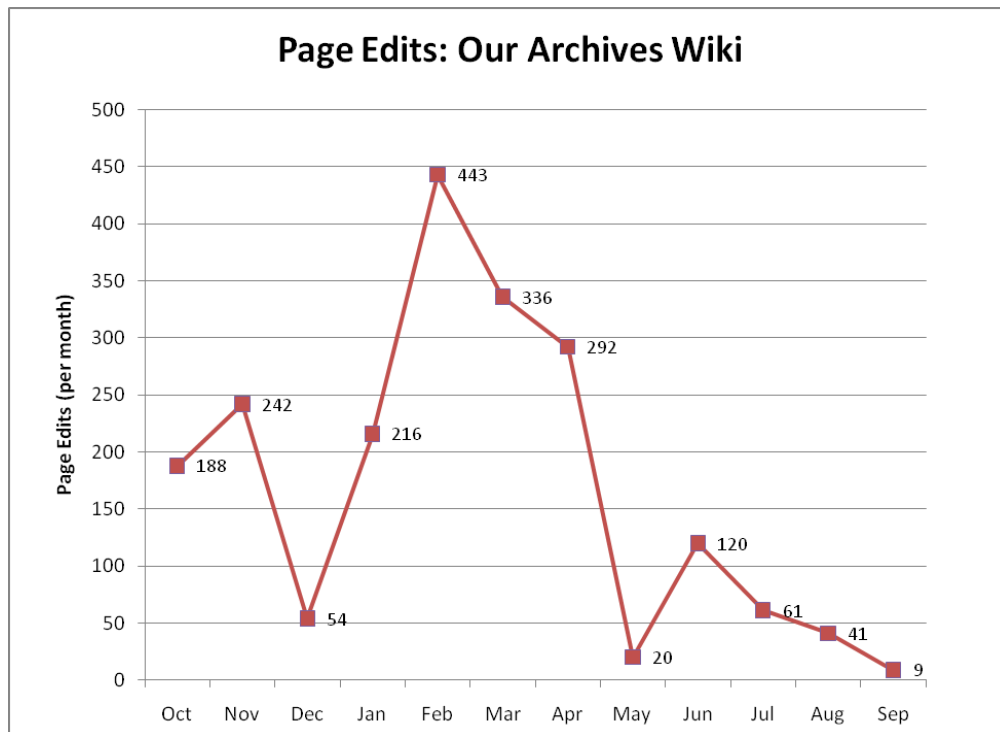


**Social Media Tools: Detail View – Our Archives Wiki**

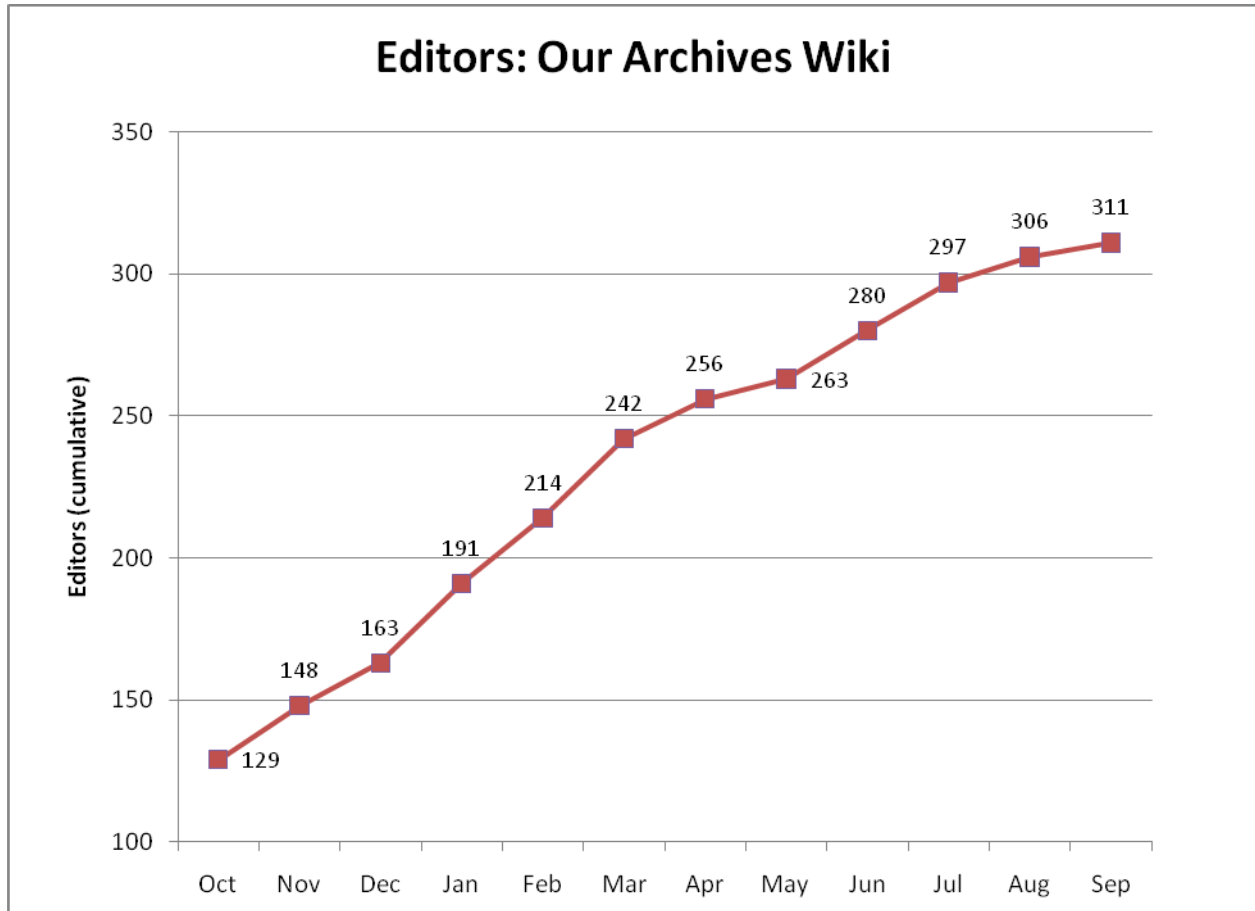
**Views on Our Archives Wiki (Per Month)**



**Edits on Our Archives Wiki (Per Month)**

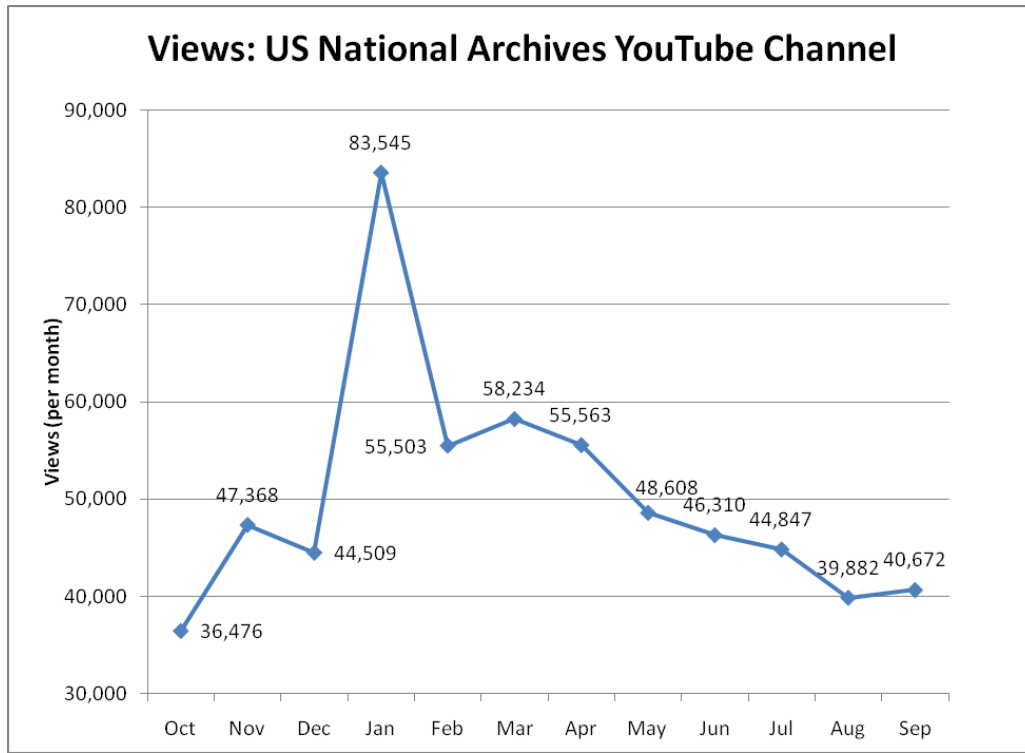


### Editors on Our Archives Wiki (Cumulative)

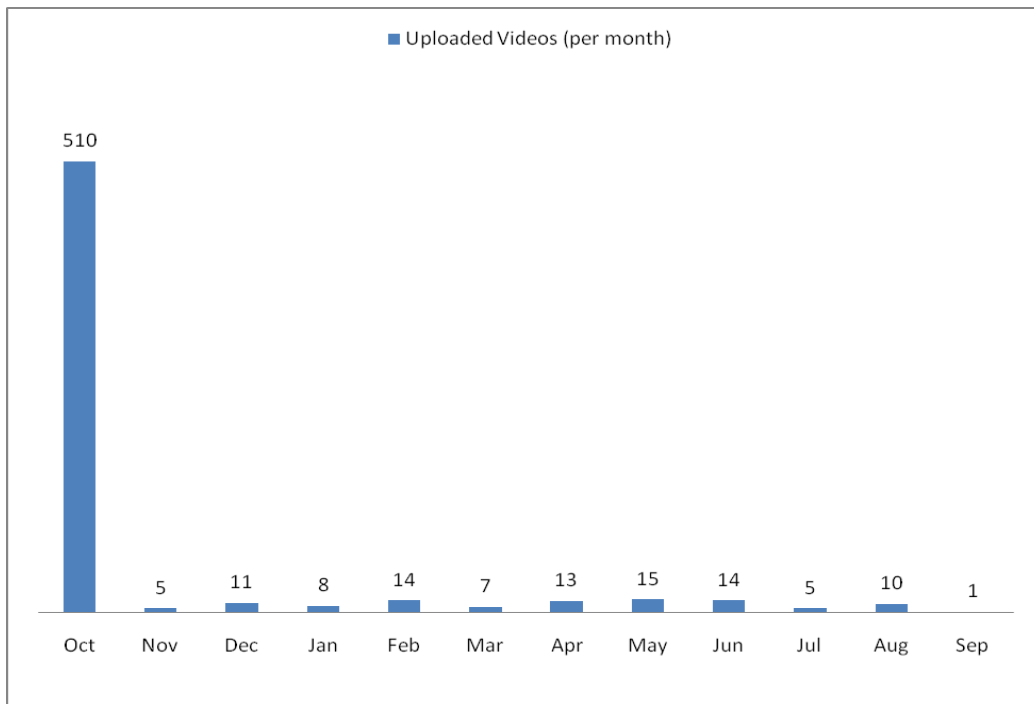


**Social Media Tools: Detail View – YouTube**

**Views on US National Archives Channel (Per Month)**



**Videos Uploaded to US National Archives Channel (Per Month)**

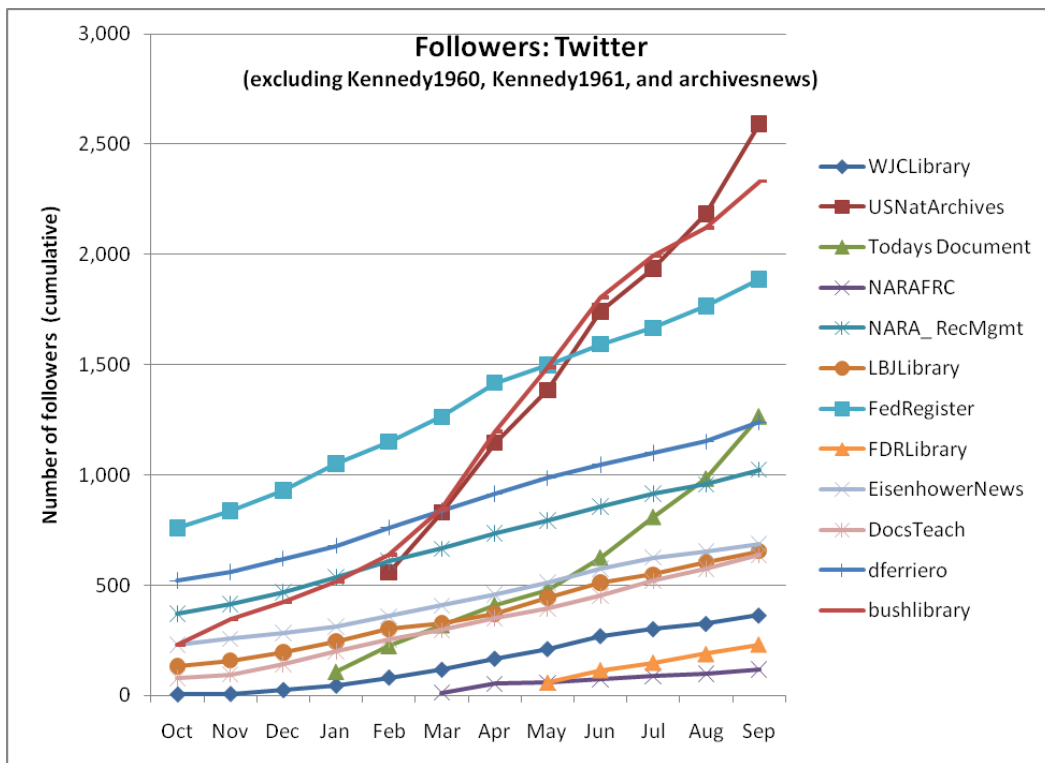
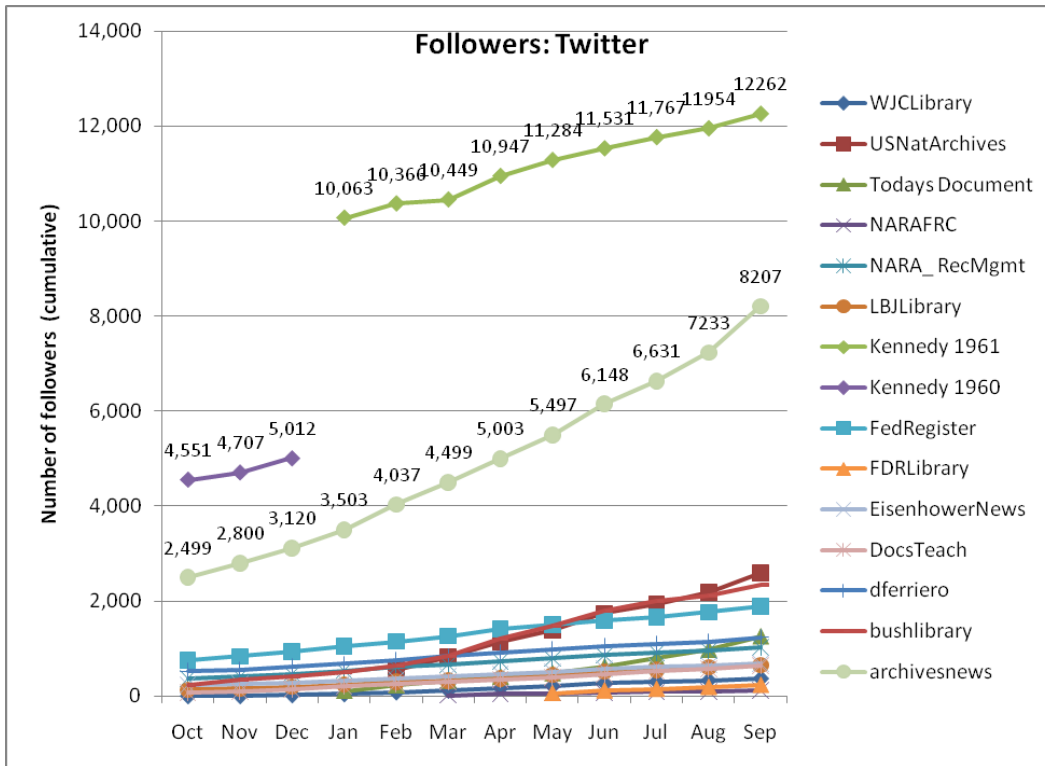


**Top 5 Most Viewed Videos for September 2011 on US National Archives Channel**

<b>Video Title</b>	<b>Views</b>	<b>% of Total Views</b>
Stories from the Great Depression	5,623	14.3%
War Comes to America (full film)	3,407	8.6%
Land of the Giants	1,144	2.9%
America's Veterans and the National Archives	1,037	2.6%
Constitution of the United States	1,025	2.5%

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
<b>Archives.gov</b>	Google Analytics	Visits via referring sites
<b>Blogs (WordPress)</b>	Google Analytics	Visits Pageviews Unique visitors (monthly)
	Feedburner	RSS feed subscribers
<b>Tumblogs</b>	Google Analytics	Visits Pageviews Unique visitors (monthly)
	Tumblr	Followers
<b>Facebook</b>	Facebook	Post Views Monthly active users
<b>Flickr</b>	Flickr	View counts Content uploaded Who calls you a contact?
<b>Foursquare</b>	Foursquare	All-time check-ins at all venues Followers
<b>Our Archives Wiki</b>	Wikispaces	Views Page edits Editors
<b>YouTube</b>	YouTube	Views of videos on this channel Views of top videos My uploaded videos
<b>Twitter</b>	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	FY Total
<b>AOTUS</b>	2,376	2,868	5,285	4,418	3,656	4,368	3,539	2,862	4,461	3,761	33,833
<b>FDR Library</b>						42	38	39	180	165	299
<b>FOIA</b>	3		4	122	165	188	368	341	433	353	1,624
<b>Hoover Blackboard</b>	294	425	593	805	563	570	243	297	322	448	4,112
<b>NARAtions</b>	4,721	5,445	5,990	5,967	6,182	6,648	8,063	5,564	5,006	5,588	53,586
<b>NDC Blog</b>	219	288	325	337	454	795	2,007	496	655	756	5,576
<b>NLRR Education Blog</b>	71	90	97	115	140	169	199	49	38	53	968
<b>Prologue Blog</b>	5,776	4,786	7,099	5,204	5,748	5,994	5,838	6,656	10,665	9,479	57,766
<b>Records Express Blog</b>	586	960	977	1,561	1,275	1,337	895	747	1,118	739	9,456
<b>The Text Message</b>	516	675	581	2,480	993	1,238	1,255	1,992	2,072	2,010	11,802
<b>Today's Document</b>	20	210	2,210	3,560	3,179	3,377	1,220	1,326	1,578	2,816	16,680
<b>Transforming Classification (PIDB)</b>					1,016	1,201	576	335	278	217	3,406
<b>MONTHLY TOTAL</b>	14,582	15,747	23,161	24,569	23,371	25,927	24,241	20,704	26,806	26,385	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	FY Total
<b>AOTUS</b>	4,370	5,777	9,442	7,853	6,948	8,088	7,179	5,835	8,144	7,325	63,636
<b>FDR Library</b>						117	111	63	330	273	621
<b>FOIA</b>	6		10	293	314	337	753	808	1,775	1,307	4,296
<b>Hoover Blackboard</b>	653	813	1,069	1,551	1,133	1,261	559	591	506	819	8,136
<b>NARAtions</b>	8,957	10,147	10,626	11,225	11,854	12,988	15,257	10,446	9,528	9,995	101,028
<b>NDC Blog</b>	432	540	628	663	810	1,507	3,321	863	1,401	1,354	10,165
<b>NLRR Education Blog</b>	135	186	175	258	284	375	380	121	98	84	2,012
<b>Prologue Blog</b>	10,615	9,150	12,434	10,465	10,905	11,083	10,741	12,674	16,847	16,042	104,914
<b>Records Express Blog</b>	1,087	1,823	1,907	2,740	2,098	2,079	1,540	1,262	1,893	1,297	16,429
<b>The Text Message</b>	1,079	1,182	1,170	5,271	2,065	2,256	2,210	3,271	3,614	3,981	22,118
<b>Today's Document</b>	67	2,182	4,474	6,373	5,610	5,538	2,135	2,608	3,135	5,491	32,122
<b>Transforming Classification (PIDB)</b>					2,467	3,652	1,595	688	457	319	8,859
<b>MONTHLY TOTAL</b>	27,401	31,800	41,935	46,692	44,488	49,281	45,781	39,230	47,728	48,287	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
<b>AOTUS</b>	1,593	3,167	6,147	8,810	10,970	13,226	14,836	16,477	18,939	21,284
<b>FDR Library</b>						17	23	54	202	342
<b>FOIA</b>	2	2	4	90	212	351	594	794	1,085	1,297
<b>Hoover Blackboard</b>	253	637	1,168	1,851	2,346	2,823	3,011	3,259	3,537	3,935
<b>NARAtions</b>	3,622	8,511	12,956	18,657	23,088	26,862	30,854	34,971	38,451	42,308
<b>NDC Blog</b>	188	406	739	939	1,151	1,727	3,483	3,816	4,192	4,672
<b>NLRR Education Blog</b>	88	245	432	562	649	744	800	845	879	931
<b>Prologue Blog</b>	4,502	7,828	12,951	16,523	20,428	24,530	28,076	32,652	40,685	48,126
<b>Records Express Blog</b>	441	1,063	1,683	2,587	3,399	4,190	4,686	5,157	5,827	6,316
<b>The Text Message</b>	325	631	905	2,369	2,845	3,466	4,144	5,560	7,001	8,390
<b>Today's Document</b>	4	30	1,759	4,767	7,408	10,198	11,278	12,476	13,893	16,388
<b>Transforming Classification (PIDB)</b>					584	1,215	1,526	1,752	1,934	2,107

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

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

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

## 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.

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	FY Total
<b>Monthly Total (A+P+R)</b>	<b>958,535</b>	<b>894,547</b>	<b>1,010,782</b>	<b>939,488</b>	<b>1,293,903</b>	<b>1,348,222</b>	<b>1,215,913</b>	<b>1,351,975</b>	<b>1,529,890</b>	<b>1,609,330</b>	<b>2,994,944</b>	<b>2,802,299</b>	<b>15,147,529</b>
<b>Agency-Wide Total</b>	<b>618,619</b>	<b>570,882</b>	<b>748,901</b>	<b>635,377</b>	<b>930,344</b>	<b>975,855</b>	<b>785,056</b>	<b>886,021</b>	<b>1,026,957</b>	<b>1,036,264</b>	<b>2,422,220</b>	<b>2,192,985</b>	<b>10,636,496</b>
<b>Assembly</b>									161	1019	1012	802	<b>2,192</b>
<b>eStore</b>		974	5144	556	3876	5736	3979	2523	1920	2042	1,283	1,811	<b>28,033</b>
<b>Recovery</b>	37,469	36120	23874	30,590	25370	34713	20281	25995	20121	26144	20882	14,433	<b>301,559</b>
<b>Constitution</b>	34,815	27815	28795	7,139	15018	14831	14857	14902	12628	13914	13521	22,521	<b>198,235</b>
<b>Federal Register</b>	9,315	5925	17472	14,983	14842	8979	6714	2487	1548	2490	6325	4,254	<b>91,080</b>
<b>Federal Records Centers</b>							2603	3530	4188	2248	3,931	5,973	<b>16,500</b>
<b>NCAST</b>					3392	29321	13885	12973	7847	9956	6,893	10,711	<b>84,267</b>
<b>NHPRC</b>	59,938	56250	48884	49,370	41882	64197	39799	56670	50187	38840	30883	36,280	<b>536,900</b>
<b>NPAC Blue - US National Archives</b>	409,508	378,038	552,761	446,845	726,431	713,744	616,157	693,745	842,160	831156	1,054,370	746,817	<b>7,264,915</b>
<b>Preservation</b>	16,108	10761	8423	14,113	16006	15643	8674	15448	14986	9973	10639	4,866	<b>140,774</b>
<b>Research Red</b>	51,466	54999	63548	66,385	56936	62731	34951	25316	21094	31538	32857	43,537	<b>501,821</b>
<b>Today's Document</b>				5,396	26591	25960	23,156	32432	50117	66944	94176	82,352	<b>324,772</b>
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	FY Total
<b>Presidential Total</b>	<b>273,346</b>	<b>263,004</b>	<b>201,117</b>	<b>229,116</b>	<b>273,982</b>	<b>278,686</b>	<b>335,469</b>	<b>352,907</b>	<b>379,522</b>	<b>460,244</b>	<b>458,896</b>	<b>489,330</b>	<b>3,506,289</b>
<b>Bush</b>	75,040	75297	49106	59,808	92350	56923	88983	62658	72256	86587	87058	90,546	<b>806,066</b>

<b>Carter</b>	31,898	27113	20636	14,137	19585	30754	31547	29707	21404	13190	11233	25,916	<b>251,204</b>
<b>Clinton</b>	17,758	16749	16171	8,631	19168	44865	38464	43544	60120	152919	157629	141,163	<b>576,018</b>
<b>Eisenhower</b>	71,434	59260	19998	35,083	36566	27013	62802	52812	49222	28412	49282	70,054	<b>491,884</b>
<b>Ford Library</b>	7,275	7911	8036	3,537	3105	5432	4486	4169	5057	8067	1,804	1,760	<b>58,879</b>
<b>Ford Museum</b>	7,491	5703	5634	5,303	5097	4745	4647	4279	4932	3619	1078	9,751	<b>52,528</b>
<b>Hoover</b>	12,884	11032	7034	9,804	5833	11927	8730	12245	14048	16628	13417	10,485	<b>123,582</b>
<b>Johnson</b>	32,717	26966	24179	22,395	20454	15680	24311	54705	19044	20762	31244	22,874	<b>292,457</b>
<b>Nixon</b>	16,849	18539	11559	16,835	15626	21152	18081	17320	24435	24964	12079	22,858	<b>197,439</b>
<b>Roosevelt</b>		873	2594	3,201	5061	11024	17795	18235	24819	18492	23,297	25,200	<b>125,391</b>
<b>Truman</b>		13561	36170	50,382	51137	49171	35623	53233	84185	86604	70775	68,723	<b>530,841</b>
	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>Aug</b>	<b>Sept</b>	<b>FY Total</b>
<b>Regional Total</b>	<b>66570</b>	<b>60661</b>	<b>60764</b>	<b>74995</b>	<b>89577</b>	<b>93681</b>	<b>95388</b>	<b>113047</b>	<b>123411</b>	<b>112822</b>	<b>113828</b>	<b>119984</b>	<b>1004744</b>
<b>Anchorage</b>										2273	1,962	3,047	<b>4235</b>
<b>Atlanta</b>	19346	14282	10287	14129	16391	22833	15033	29207	28574	18485	23446	20,980	<b>212013</b>
<b>Boston</b>	13917	11639	10258	15648	13772	12565	10608	16248	19039	27572	26,432	26,671	<b>177698</b>
<b>Chicago</b>													<b>0</b>
<b>Denver</b>			1429	2439	3285	5041	5944	4185	3004	2733	3,309	3,133	<b>31369</b>
<b>Fort Worth</b>		2097	11737	15320	19847	20272	17281	16297	15421	13579	11,330	19,480	<b>143181</b>
<b>Kansas City</b>	12857	15243	13179	14829	16208	14126	24418	19550	12779	14687	15,563	10,008	<b>173439</b>
<b>New York</b>	17806	14166	10940	6614	7133	6691	6924	12625	12668	13375	11657	12,782	<b>120599</b>
<b>Philadelphia</b>				787	5720	4290	5328	6817	9478	5474	5,534	6,017	<b>43428</b>

<b>Riverside</b>				11	2159	4046	3886	2505	5864	3850	6,001	4,988	<b>28322</b>
<b>Seattle</b>								5240	11958	6188	4,613	8,049	<b>27999</b>
<b>St. Louis</b>	2644	3234	2934	5218	5062	3817	5966	373	4626	4606	3,981	4,829	<b>42461</b>



## 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).

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept
<b>Monthly Total (A+P+R)</b>	17,544	19,776	22,462	22,796	26,029	26,894	29,917	30,965	35,617	43,947	43,248	<b>51,253</b>
<b>Agency-Wide Total</b>	10,010	10,606	12,870	12,739	14,855	15,143	16,165	15,884	18,011	17,973	20,098	<b>22,754</b>
<b>Assembly</b>	0	0	0	0	0	0	0	0	19	39	55	52
<b>eStore</b>	23	99	247	22	156	206	189	162	83	64	49	82
<b>Recovery</b>	820	933	780	967	874	923	916	930	877	976	952	986
<b>Constitution</b>	720	813	866	562	810	761	857	778	785	903	957	1,577
<b>Federal Register</b>	206	245	521	525	579	513	453	93	85	293	509	438
<b>Federal Records Centers</b>	0	0	0	0	0	0	117	92	111	101	149	201
<b>NCAST</b>	0	0	0	0	124	289	254	267	275	258	241	311
<b>NHPRC</b>	911	917	970	957	1034	1156	1130	1216	1598	1139	1,048	1,467
<b>NPAC Blue - US National Archives</b>	5818	5978	7657	7659	8938	8872	9718	9782	11415	11283	12,816	13,933
<b>Preservation</b>	384	365	385	468	508	527	541	608	695	605	622	535
<b>Research Red</b>	1128	1256	1444	1409	1490	1505	1493	1426	1352	1471	1,666	2,007
<b>Today's Document</b>				170	342	391	497	530	716	841	1,034	1,165
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept
<b>Presidential Total</b>	5,911	7,174	7,530	7,774	8,469	8,957	10,618	11,557	13,590	21,768	18,812	<b>23,569</b>

<b>Bush</b>	1634	2003	1839	1993	2217	1822	2182	3063	2436	4535	2,649	4,156
<b>Carter</b>	862	909	968	857	977	1120	1217	1140	1183	1205	1,149	2,173
<b>Clinton</b>	482	483	662	518	825	1000	1069	1118	1799	5474	5,332	5,735
<b>Eisenhower</b>	983	1059	950	1078	1089	944	1321	1378	1766	1421	1,577	1,965
<b>Ford Library</b>	167	231	237	212	142	313	287	304	425	652	277	107
<b>Ford Museum</b>	254	262	351	327	327	356	406	380	502	844	410	846
<b>Hoover</b>	411	366	417	557	398	507	516	552	626	679	682	702
<b>Johnson</b>	488	508	602	555	602	531	690	771	774	820	970	1,029
<b>Nixon</b>	375	533	446	541	568	630	673	692	911	901	849	1,550
<b>Roosevelt</b>	24	80	124	133	151	279	843	672	571	638	751	968
<b>Truman</b>	231	740	934	1003	1173	1455	1414	1487	2597	4599	4,166	4,338
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept
<b>Regional Total</b>	1623	1996	2062	2283	2705	2794	3134	3524	4016	4206	4338	<b>4930</b>
<b>Anchorage</b>										94	69	105
<b>Atlanta</b>	413	701	411	516	519	652	657	790	886	835	834	990
<b>Boston</b>	303	230	253	291	312	308	369	401	502	537	546	613
<b>Chicago</b>												
<b>Denver</b>	0	0	79	82	107	139	164	149	145	151	184	189

<b>Fort Worth</b>	57	153	281	402	442	437	479	456	487	500	454	639
<b>Kansas City</b>	325	366	428	359	437	408	448	474	495	502	568	545
<b>New York</b>	450	458	509	433	435	412	480	612	681	768	790	845
<b>Philadelphia</b>	0	0	0	33	136	141	193	207	254	223	260	309
<b>Riverside</b>	0	0	0	0	124	100	102	119	156	157	196	189
<b>Seattle</b>	0	0	0	0	0	0	0	115	142	150	132	171
<b>St. Louis</b>	75	88	101	167	193	197	242	201	268	289	305	335

## APPENDIX V: Twitter Followers (Cumulative)

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept
<b>archivesnews</b>	2,499	2,800	3,120	3,503	4,037	4,499	5,003	5,497	6,148	6,631	7233	8207
<b>bushlibrary</b>	229	347	424	515	640	849	1,197	1,490	1,806	1,992	2121	2332
<b>dferriero</b>	521	559	621	679	762	838	914	986	1,047	1,100	1151	1239
<b>DocsTeach</b>	80	96	142	200	255	296	350	396	451	519	575	636
<b>EisenhowerNews</b>	230	257	283	312	359	408	459	512	576	625	652	686
<b>FDRLibrary</b>								58	115	149	189	232
<b>FedRegister</b>	760	837	930	1,050	1,150	1,263	1,418	1,499	1,593	1,667	1766	1886
<b>Kennedy 1960</b>	4,551	4,707	5,012									
<b>Kennedy 1961</b>				10,063	10,366	10,449	10,947	11,284	11,531	11,767	11954	12262
<b>LBJLibrary</b>	133	159	196	243	303	328	372	444	512	549	603	655
<b>NARA_ RecMgmt</b>	371	413	468	536	610	665	736	793	858	915	957	1024
<b>NARAFRC</b>						13	53	58	73	87	98	117
<b>Todays Document</b>				106	223	318	409	479	624	808	982	1264
<b>USNatArchives</b>					557	830	1,146	1,385	1,742	1,937	2184	2592
<b>WJCLibrary</b>	4	6	24	44	81	117	167	211	270	302	326	364