

SOCIAL MEDIA HIGHLIGHTS

- **NARA AND EPA LAUNCH DOCUMERICA-INSPIRED STUDENT MULTIMEDIA CONTEST.**
- **NARA ANNOUNCES THE CITIZEN'S ARCHIVIST DASHBOARD.**
- **NARA LAUNCHES ON HISTORYPIN.**
- **NIXON'S GRAND JURY RECORDS ARE RELEASED TO THE PUBLIC.**
- **NARA SELECTS ARCHIVES.COM TO HOST THE 1940 CENSUS.**
- **NARA COLLABORATES WITH HISTORYPIN TO PUT HISTORY ON THE MAP.**

NOVEMBER 2011 OVERVIEW

Social Media Tool	Monthly Views	Cumulative Users
Archives.gov Blogs	51,322 Views	21,089 Visits
Tumblr Blogs	43,081 Views	17,972 Followers
Facebook	1,342,155 Views	49,198 Fans
National Archives YouTube Channel	42,825 Views	3,251 Subscribers
Flickr (USNatArchives & ArchivesNews)	484,402 Views	3,970 Contacts
Our Archives Wiki	22,614 Views	318 Editors
Twitter (all NARA feeds)	--	37,641 Followers
FourSquare	18,860 Check-ins	15,491 Followers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2012 Views	FY 2011 Views
Archives.gov Blogs	105,746	520,572 (Dec-Sept)
Tumblr Blogs	134,793	97,949 (Apr-Sept)
Facebook	2,754,747	15,585,752
National Archives YouTube Channel	80,458	601,517
Flickr (USNatArchives & ArchivesNews)	735,923	2,911,601
Our Archives Wiki	35,609	160,899

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](#)

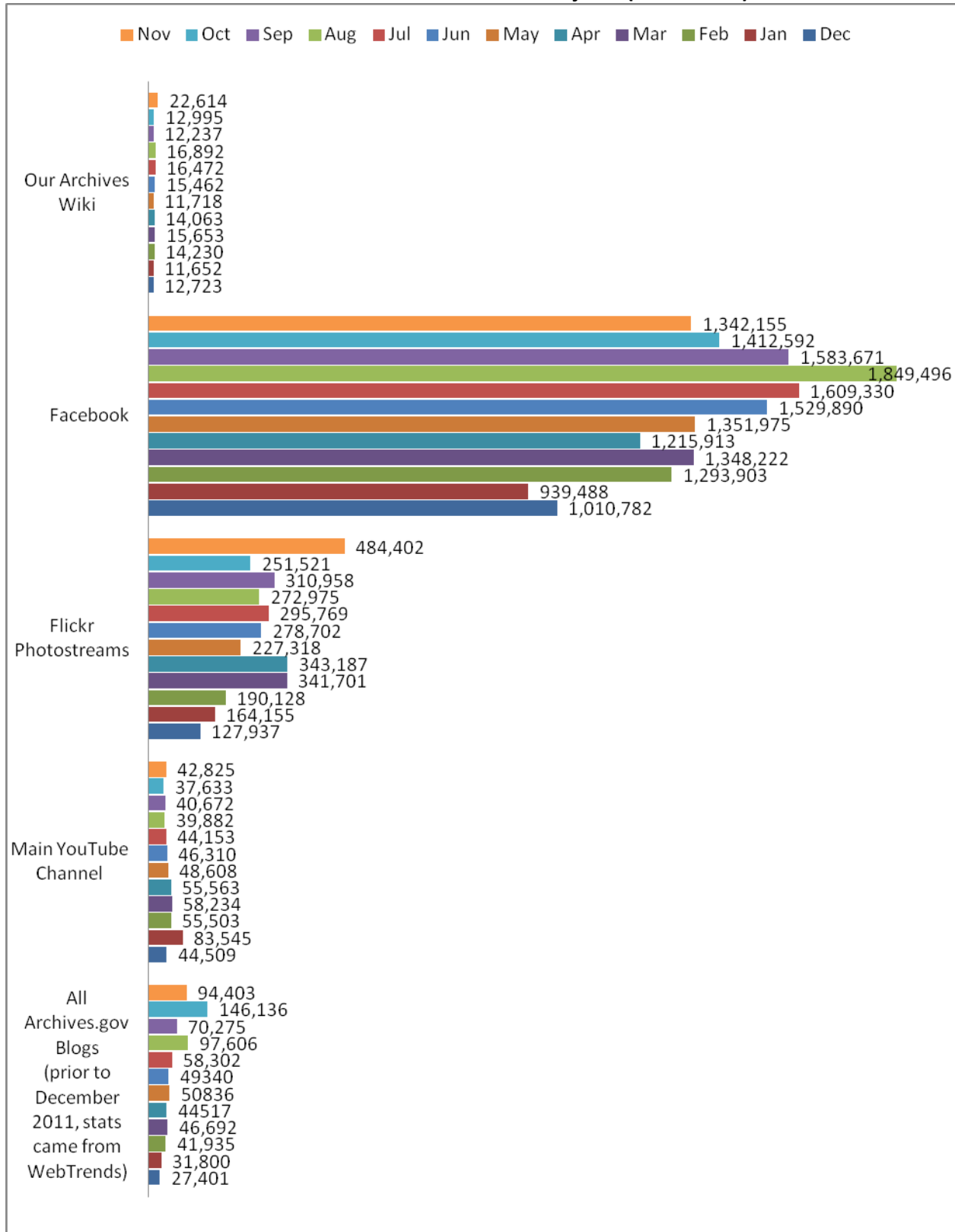
INTERNAL (NARA@WORK) BLOGS

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

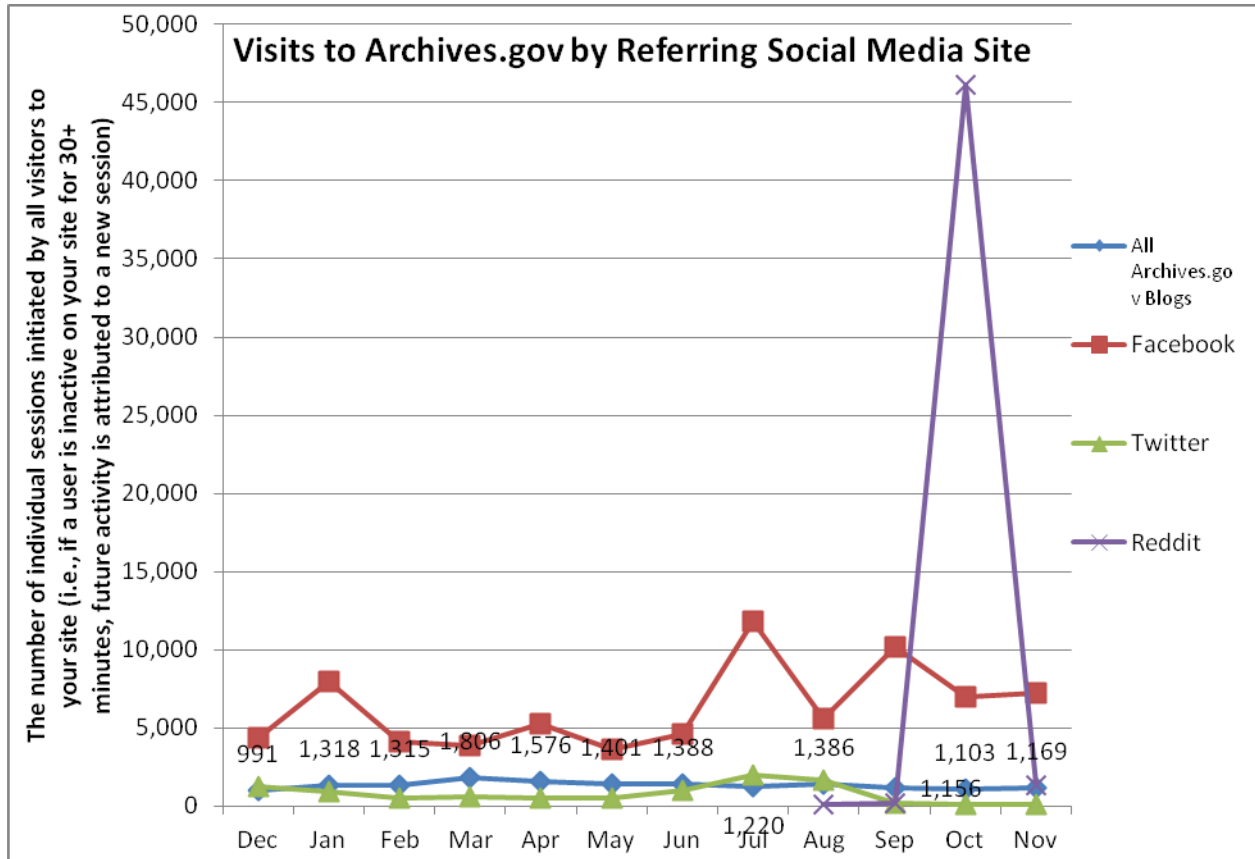
SOCIAL MEDIA TOOLBOX (Tools currently in use)

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

November Projects

1. Reagan Library Twitter account (LP-RR): Live 11/1/2011
2. St. Louis Twitter Account (RL-SL): Live 11/3/2011
3. Preservation Programs Twitter (RX): Live 11/8/2011
4. Preservation Programs Tumblr (RX): Live 11/10/2011
5. LBJ Library Tumblr: LBJ Time Machine (LP-LBJ): Live 11/23/2011
6. National Archives on Historypin (IOS): Live 11/30/2011

	Blog	Facebook	Flickr	Twitter	Wiki	Tumblr	iTunes	GitHub	HistoryPin
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		
October								1	
November				3		2			1

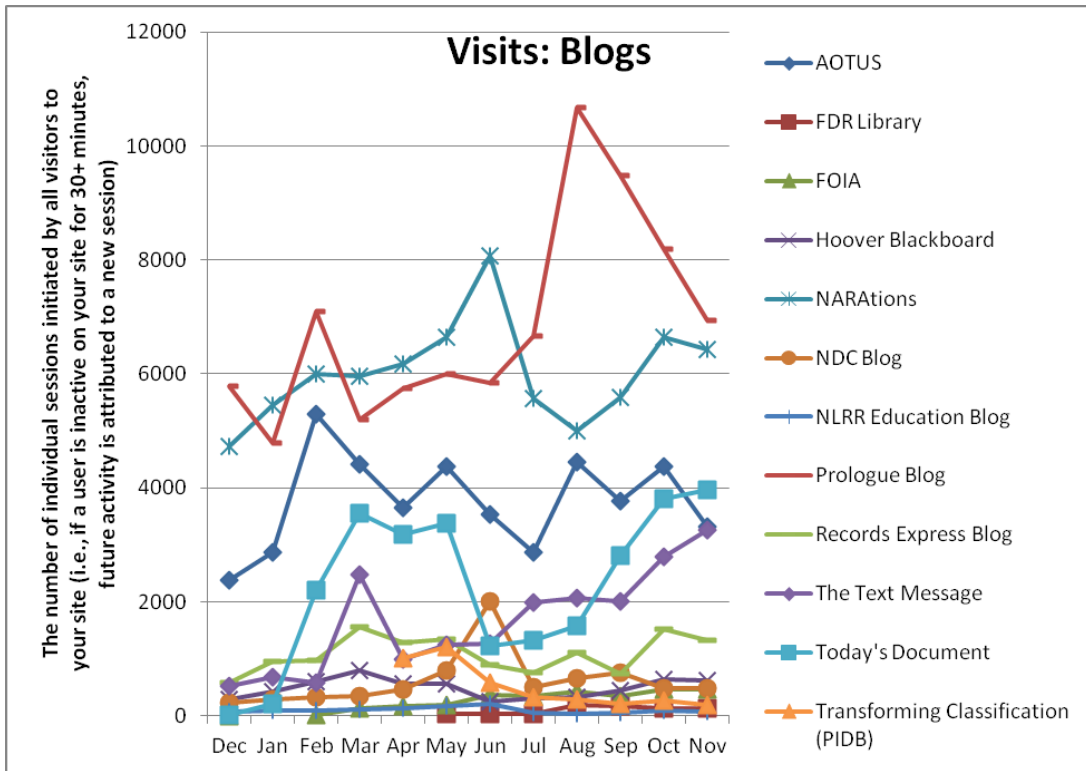
New Internal Social Media Projects

November Projects

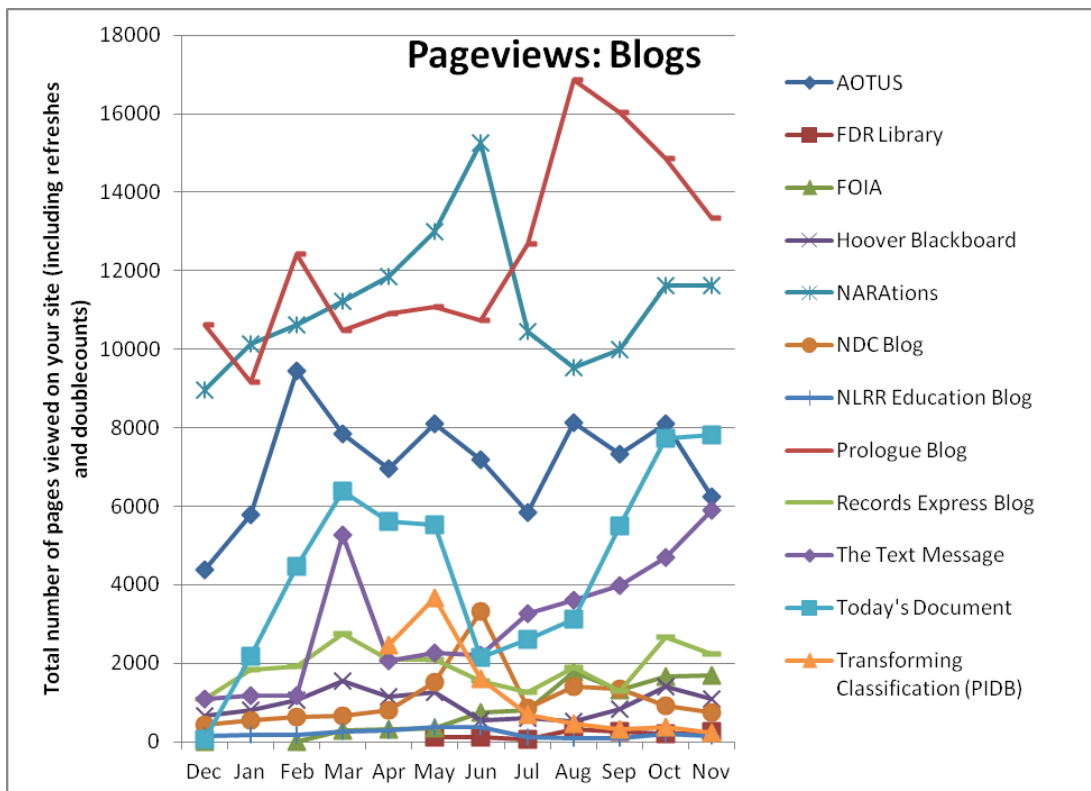
	Nara@work Blogs	IdeaScale	Wikis
December			2
January			4
February			2
March			3
April			2
May			
June			2
July			3
August			2
September			
October			
November			

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

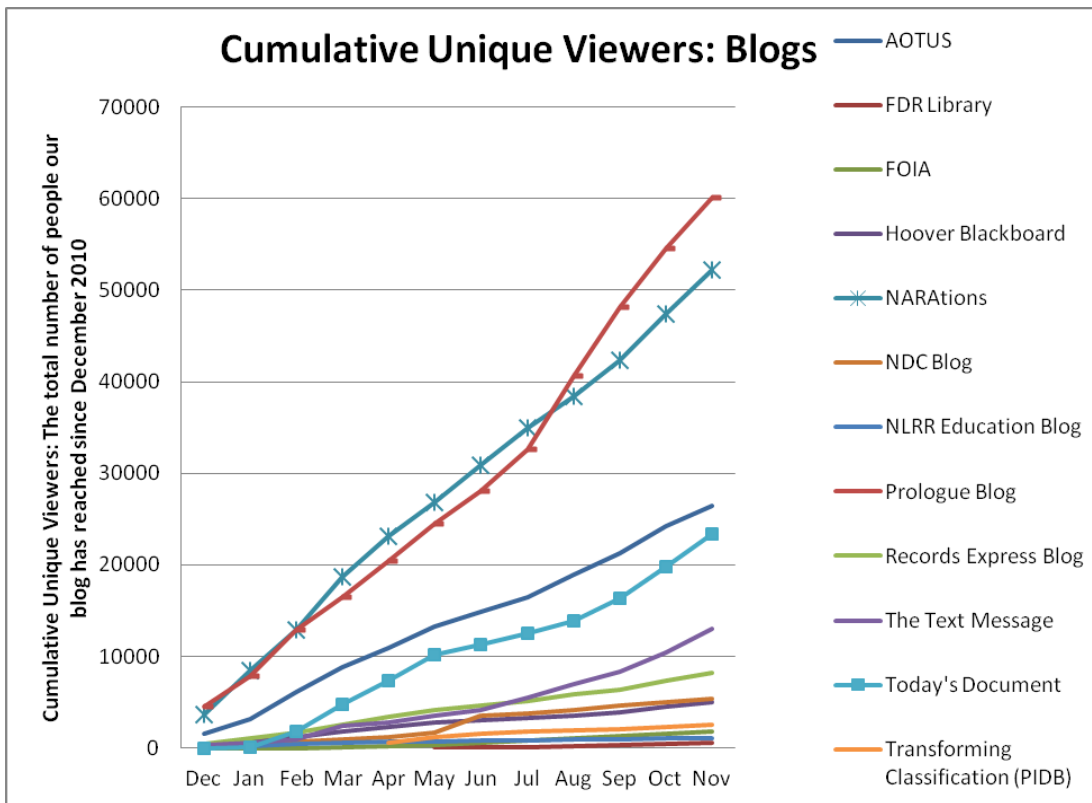
Blog Visits (Source: Appendix II.A)



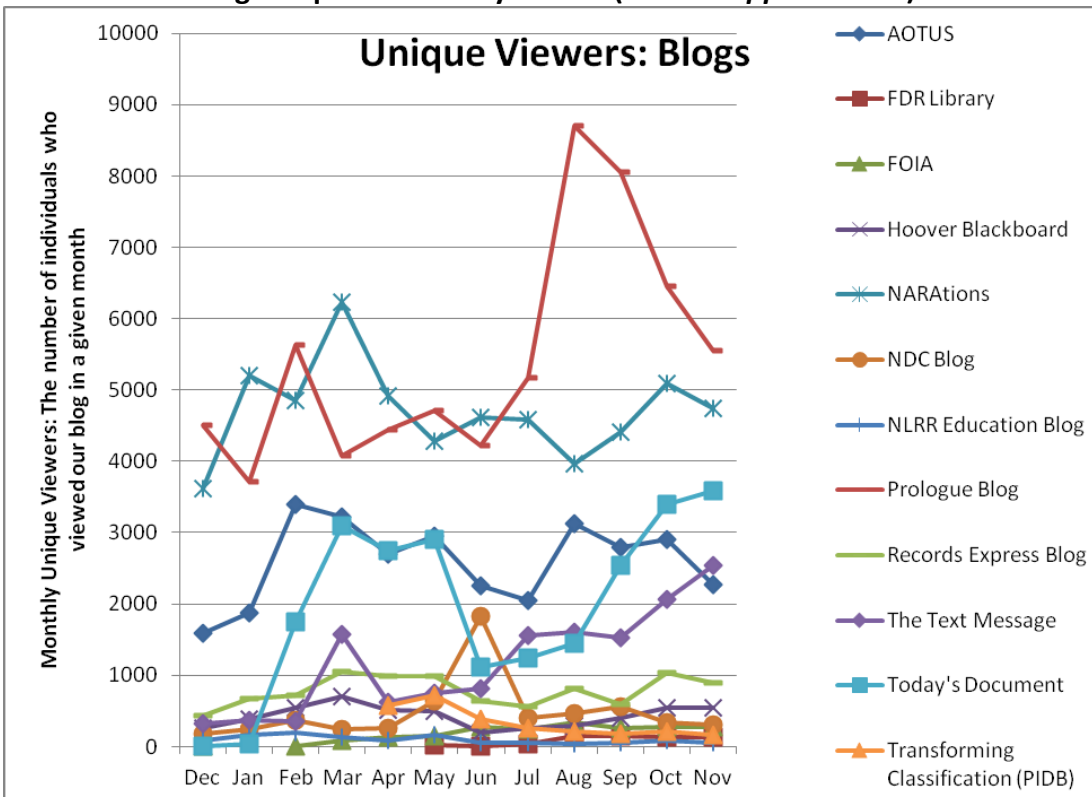
Blog Pageviews (Source: Appendix II.B)



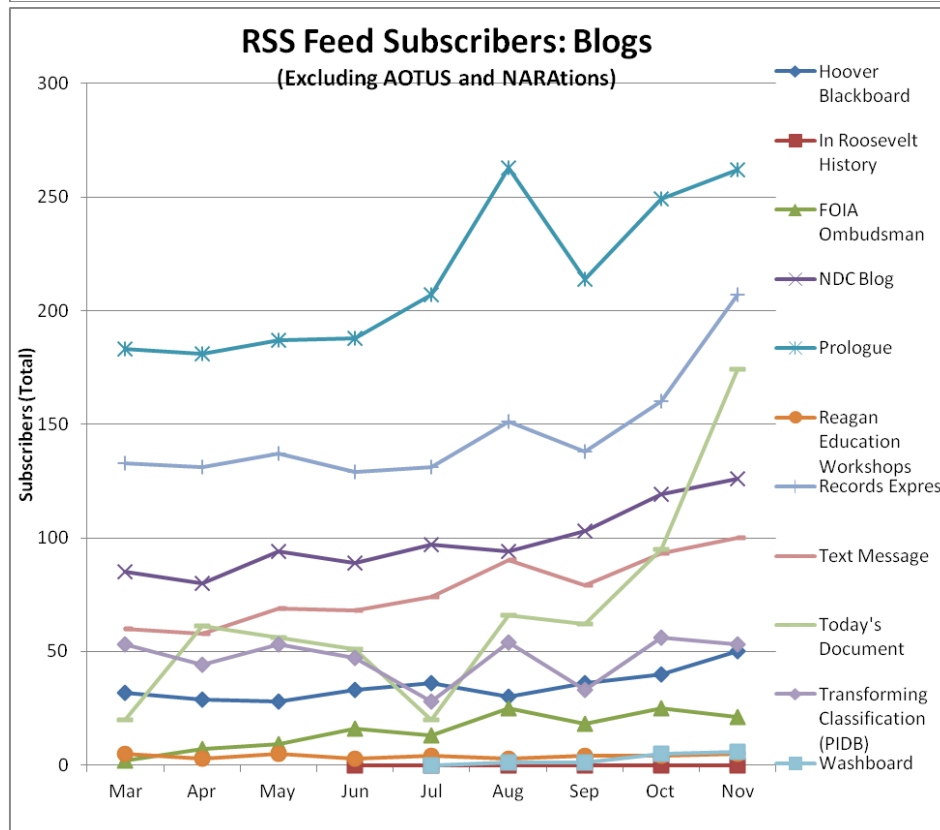
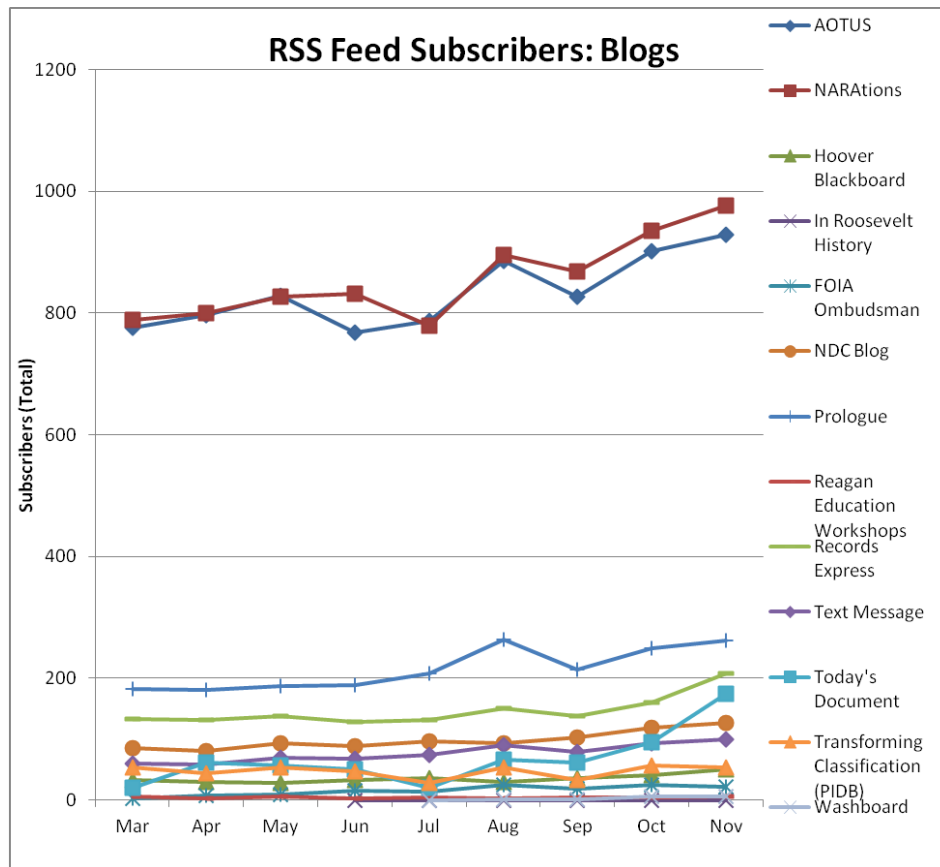
Blog Cumulative Unique Viewers (Source: Appendix II.C)



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



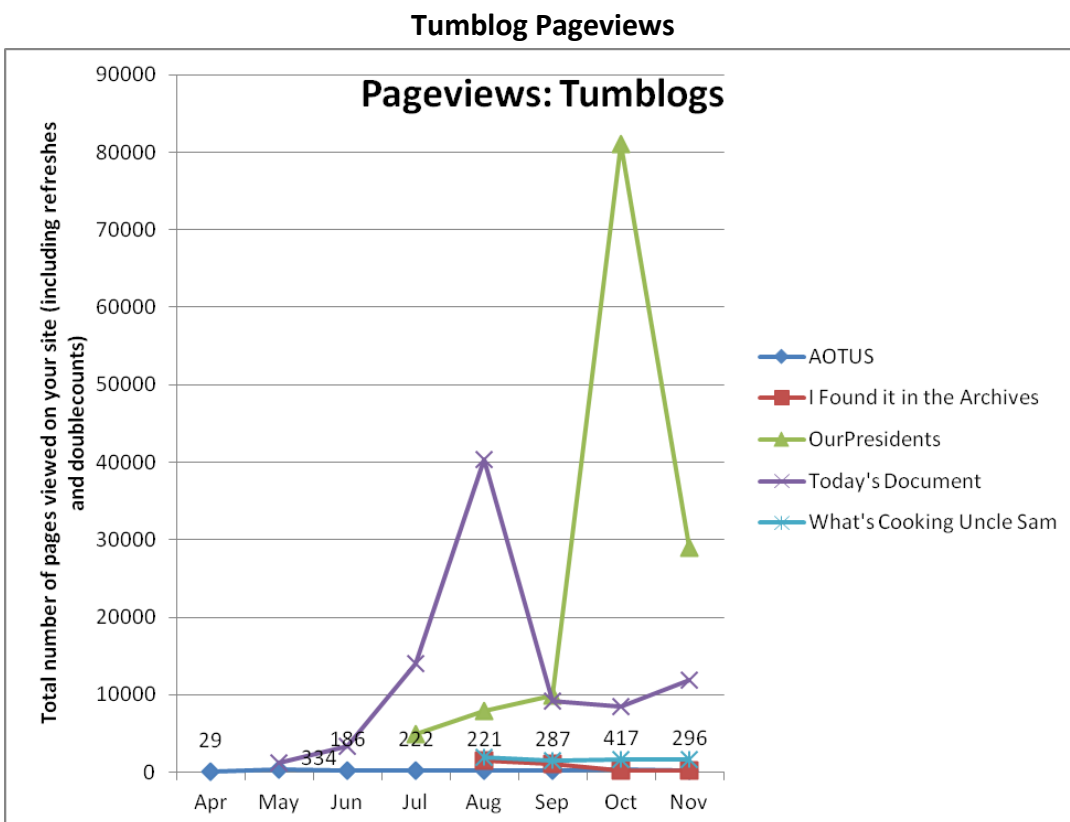
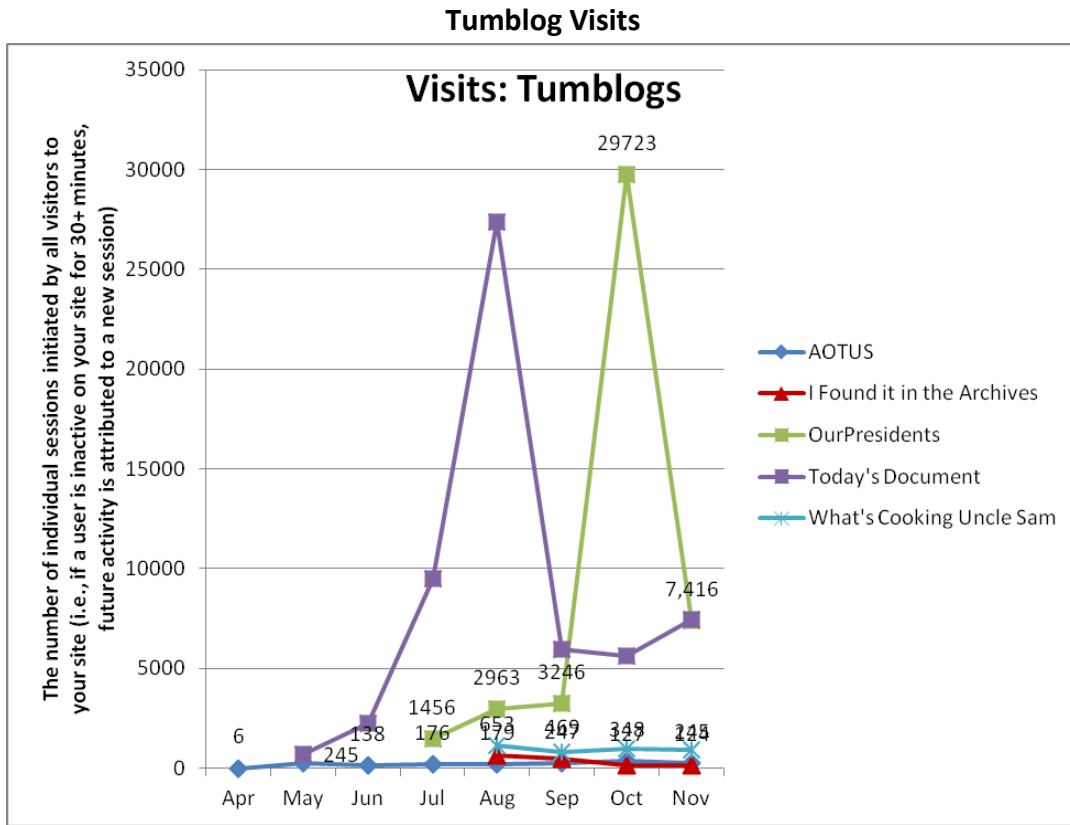
Total RSS Feed Subscribers to Archives.gov Blogs (Source: Appendix III)



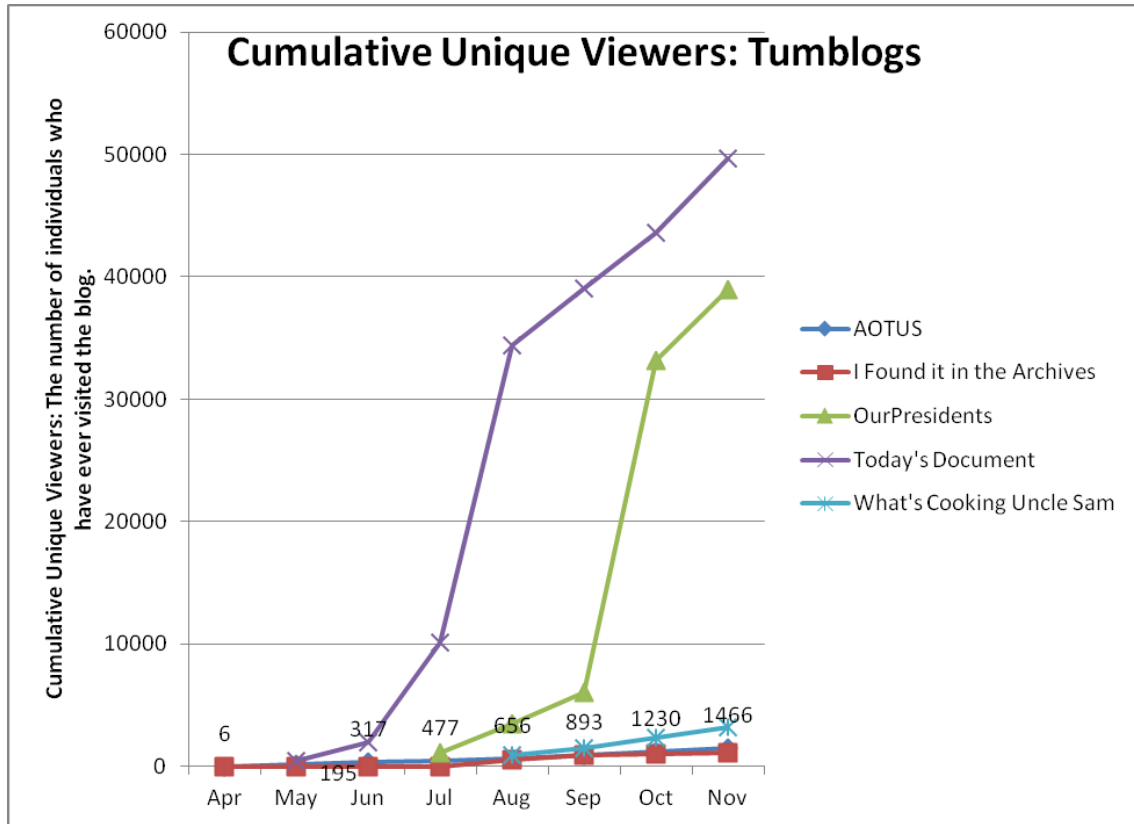
Top 5 Most Viewed Blog Posts in November

Blog	Pageviews	Post Title
NARAtions	700	National Archives Digitization Tools Now on GitHub
AOTUS	437	Record Keeping Memo
AOTUS	410	A Tool for Transformation
Prologue	349	Inspired by the Archives! Top Ten Tips for Writers
The Text Message	342	Accessing veterans' records

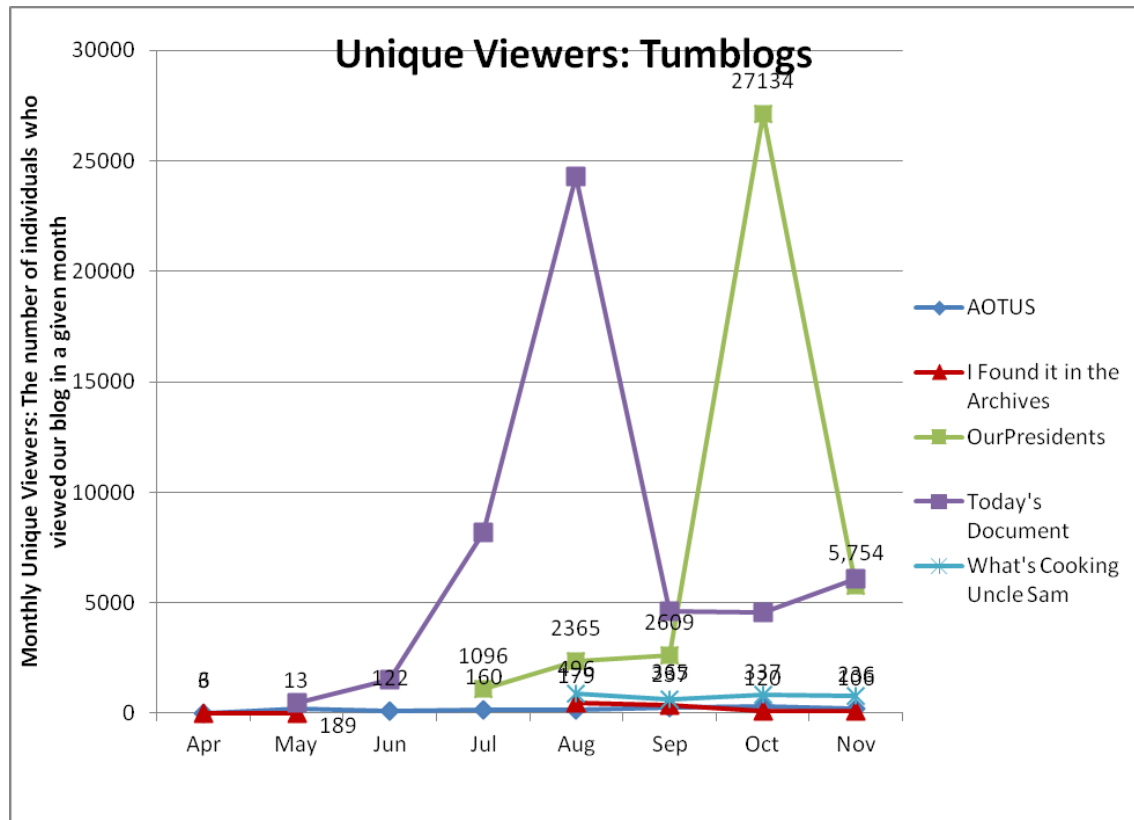
Social Media Tools: Detail View – Tumblogs



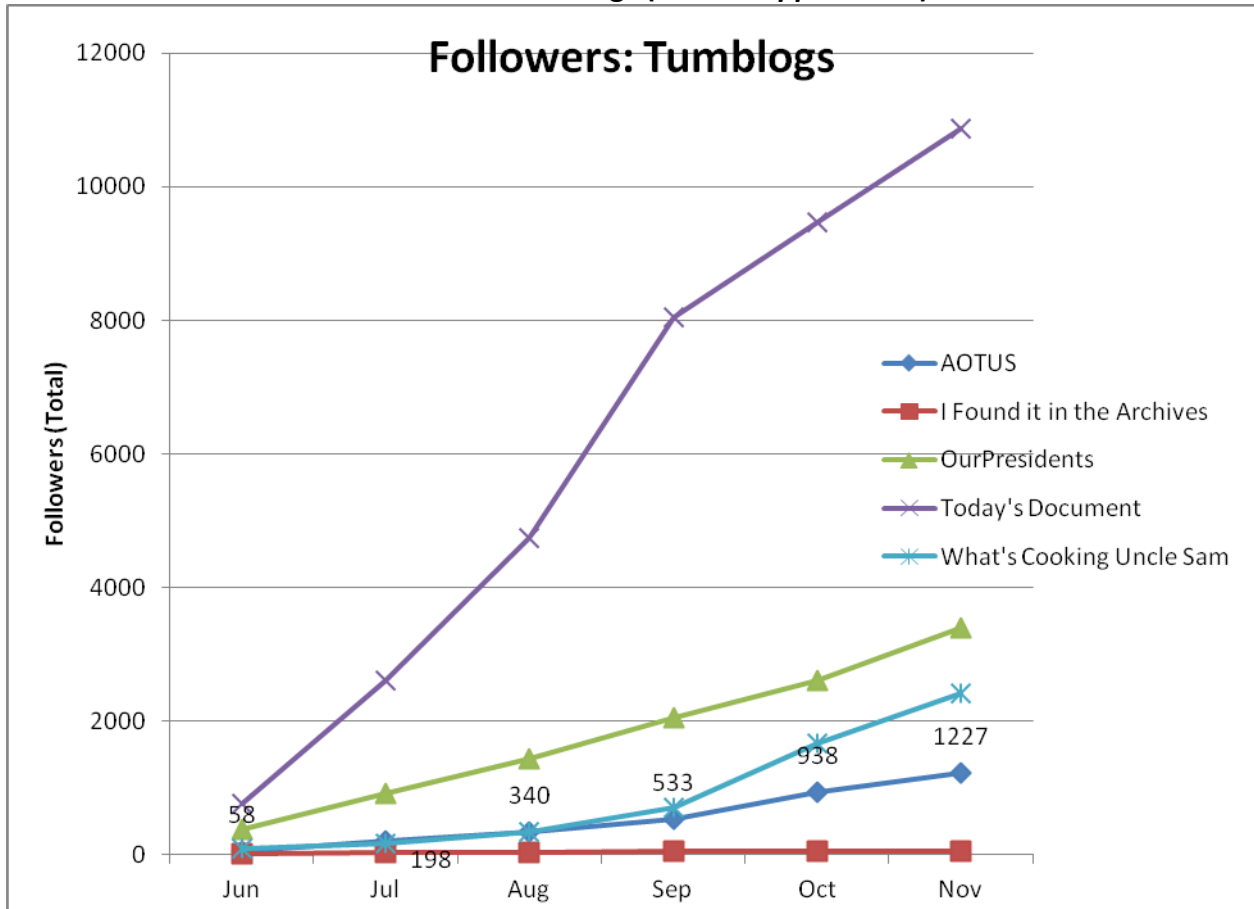
Tumblr Cumulative Unique Viewers



Tumblr Blog Unique Viewers by Month

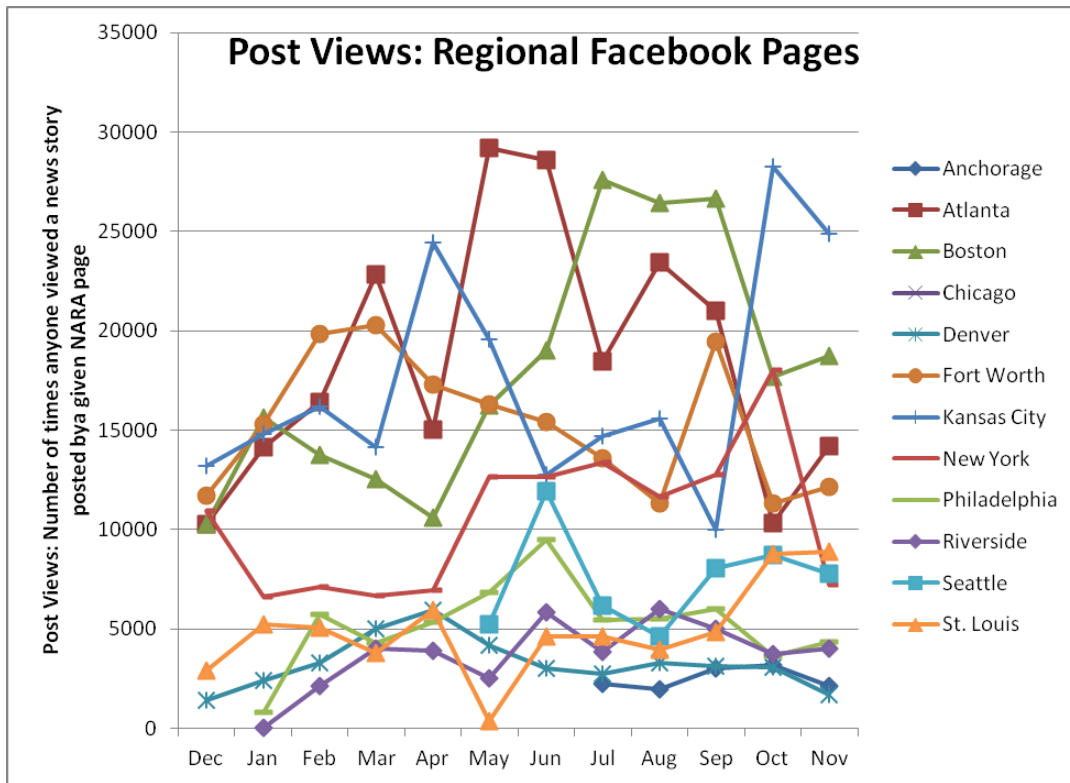


Followers on Tumblogs (Source: Appendix IV)

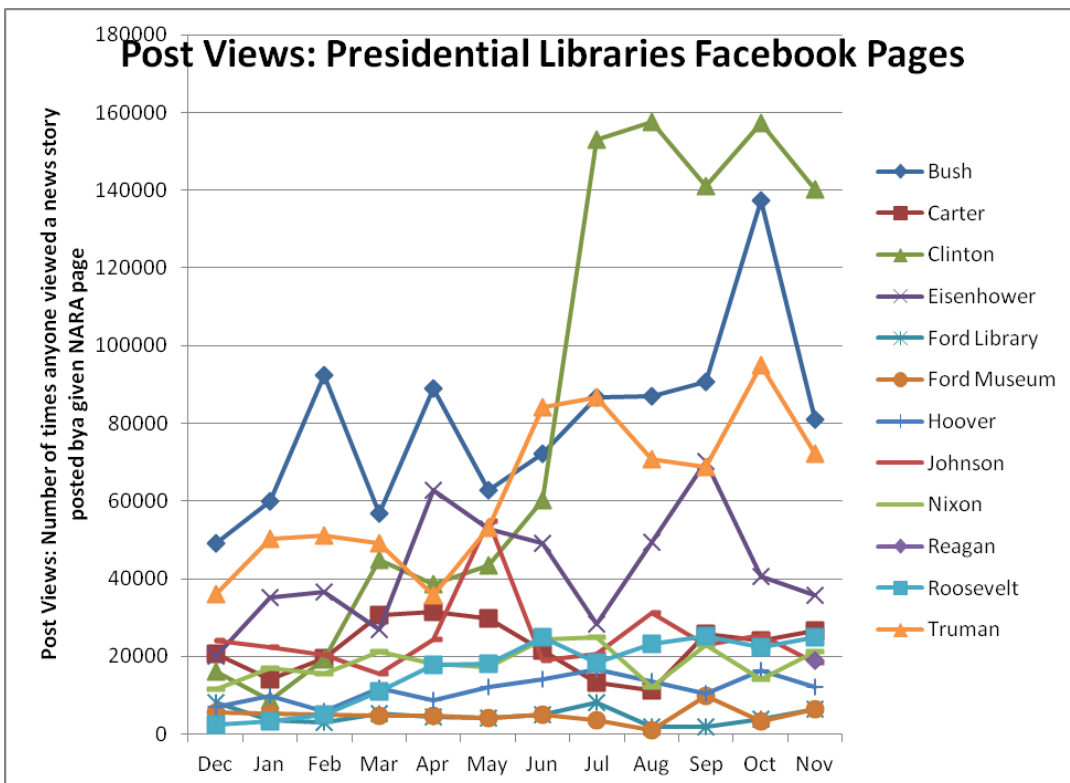


Social Media Tools: Detail View – Facebook

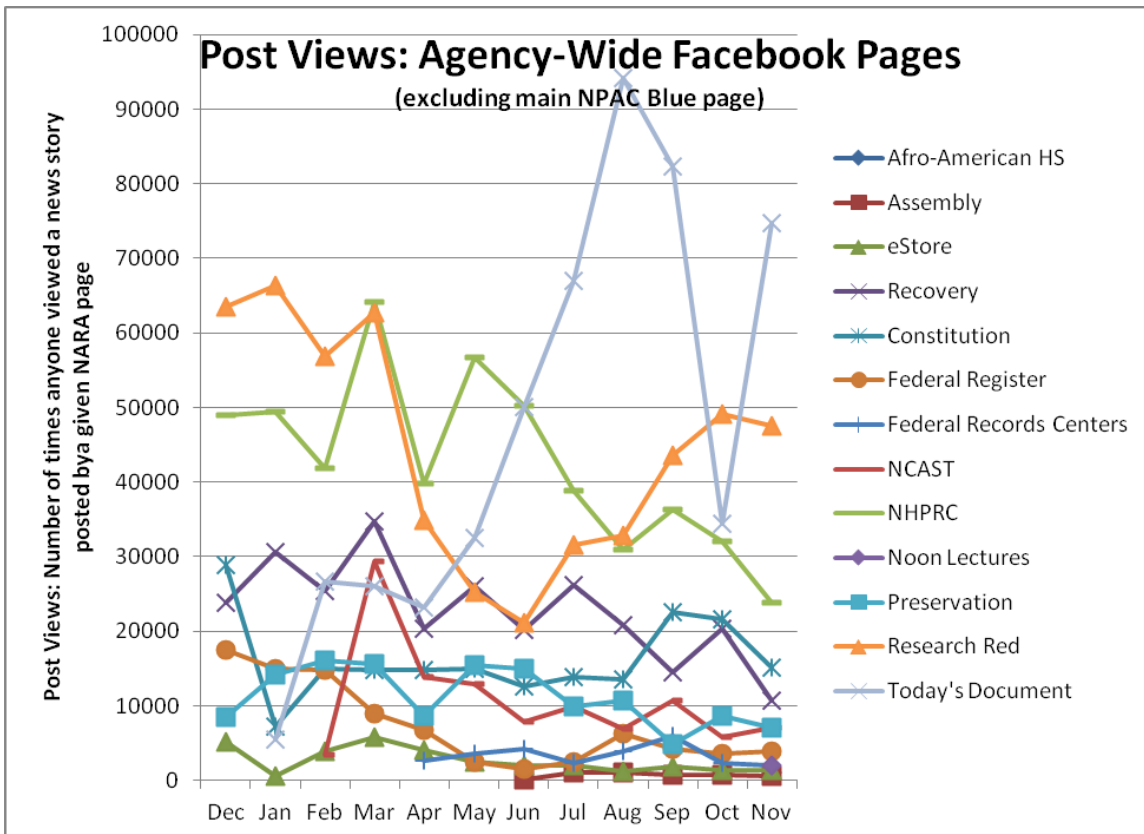
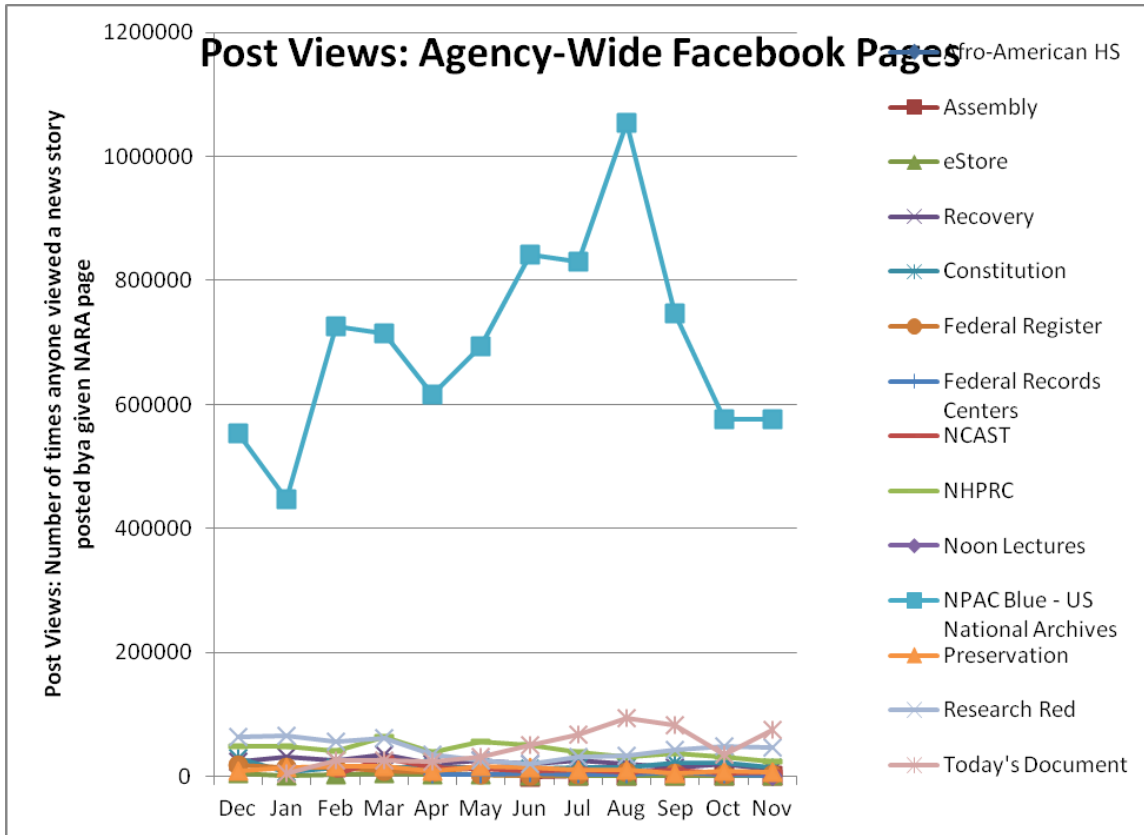
Post Views on Regional Pages (Source: Appendix IV.A)



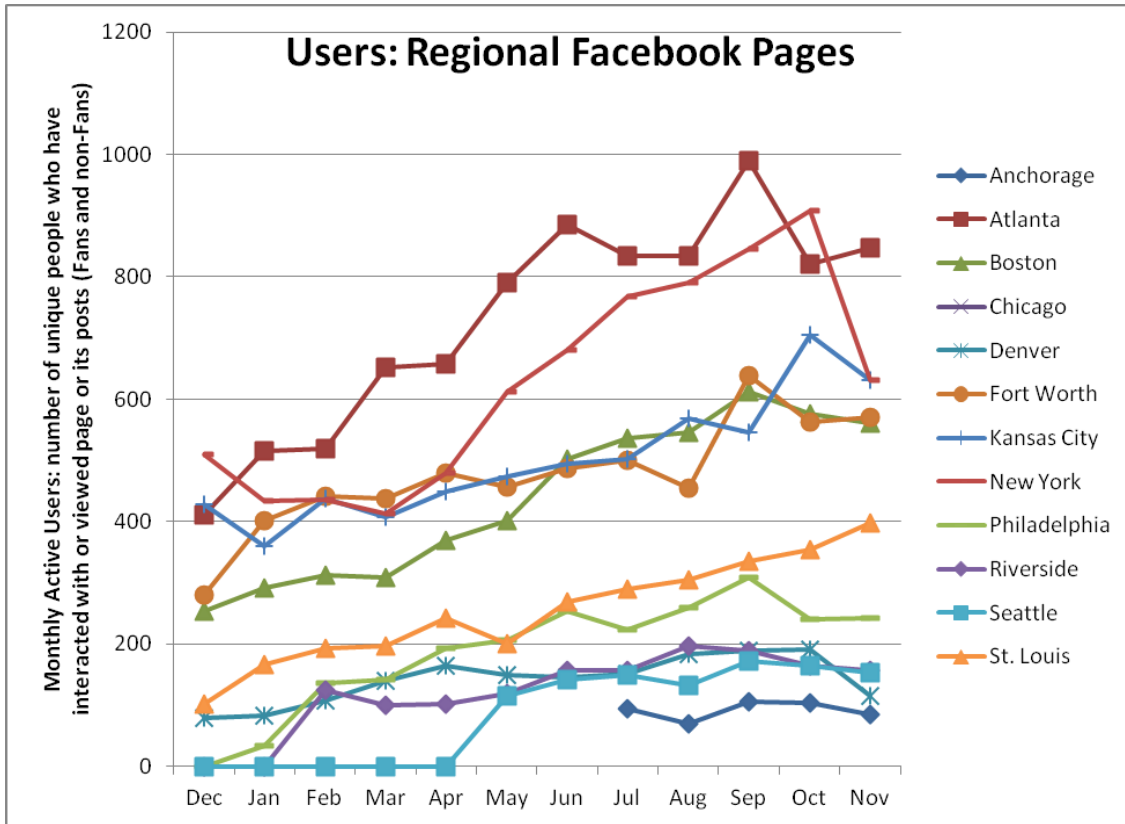
Post Views on Presidential Library Pages (Source: Appendix IV.A)



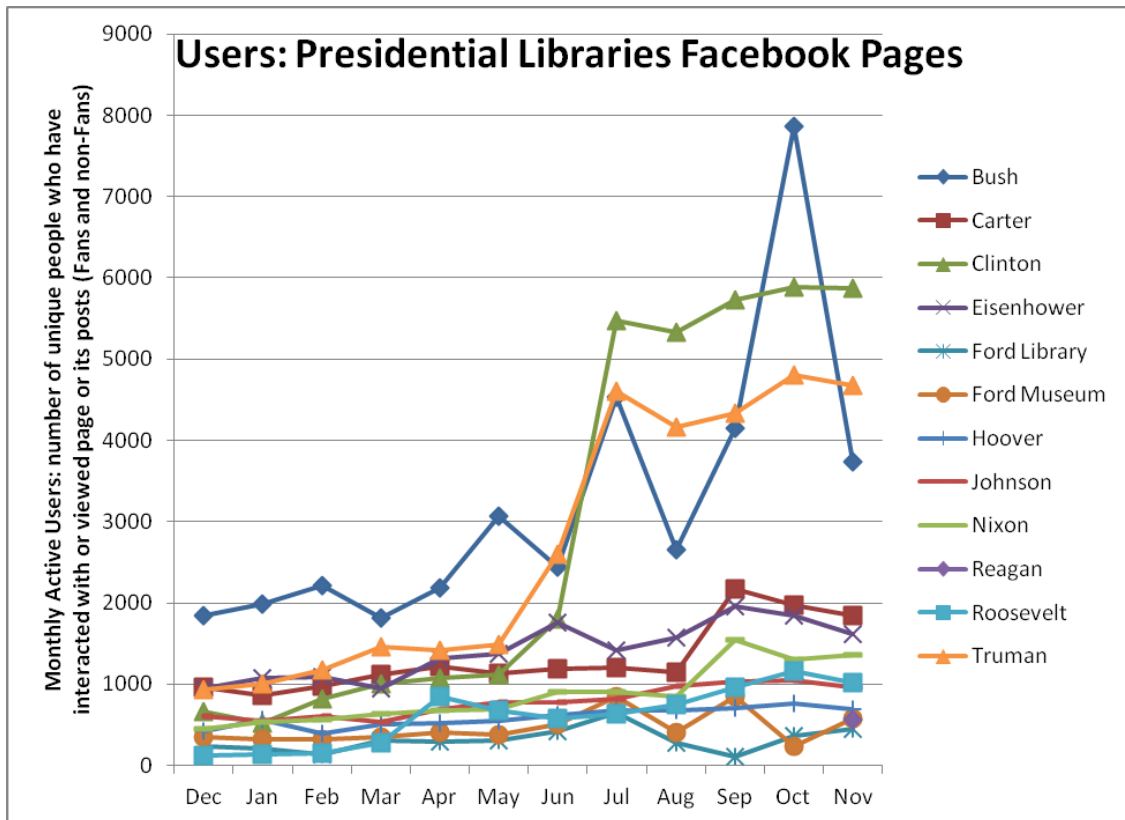
Post Views on Agency-Wide Pages (Source: Appendix IV.A)



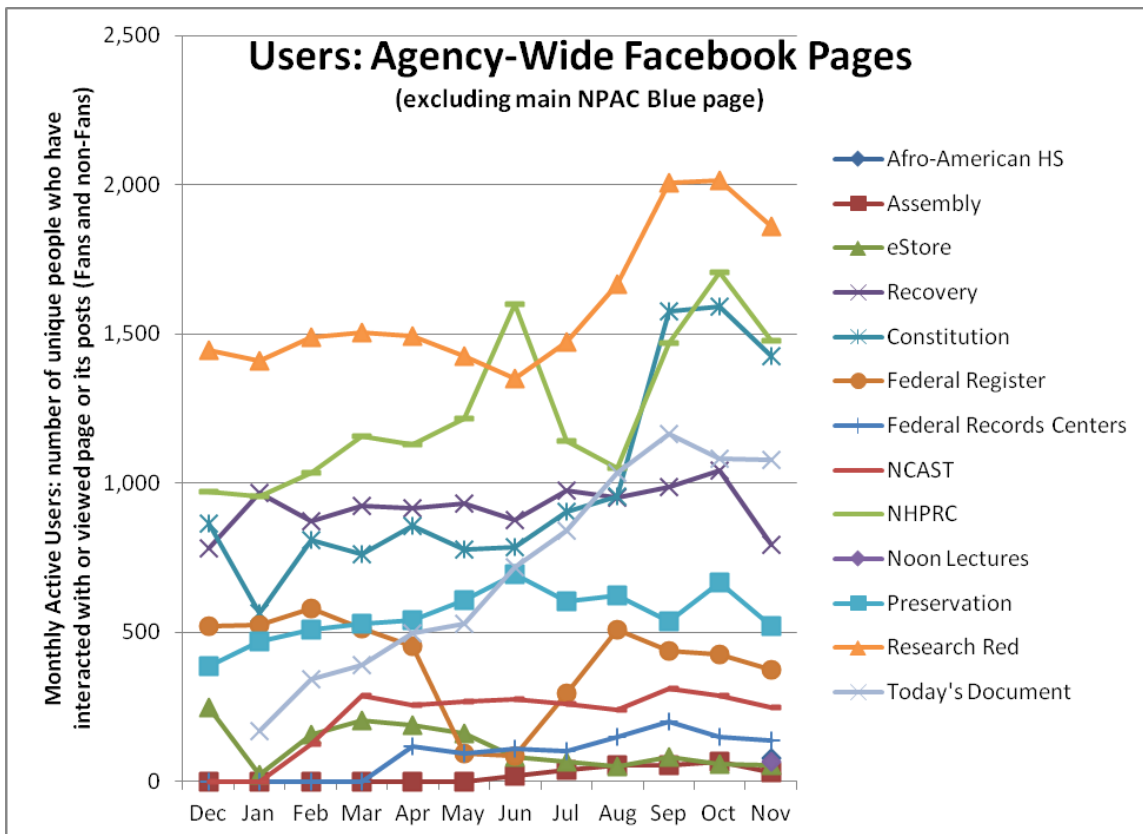
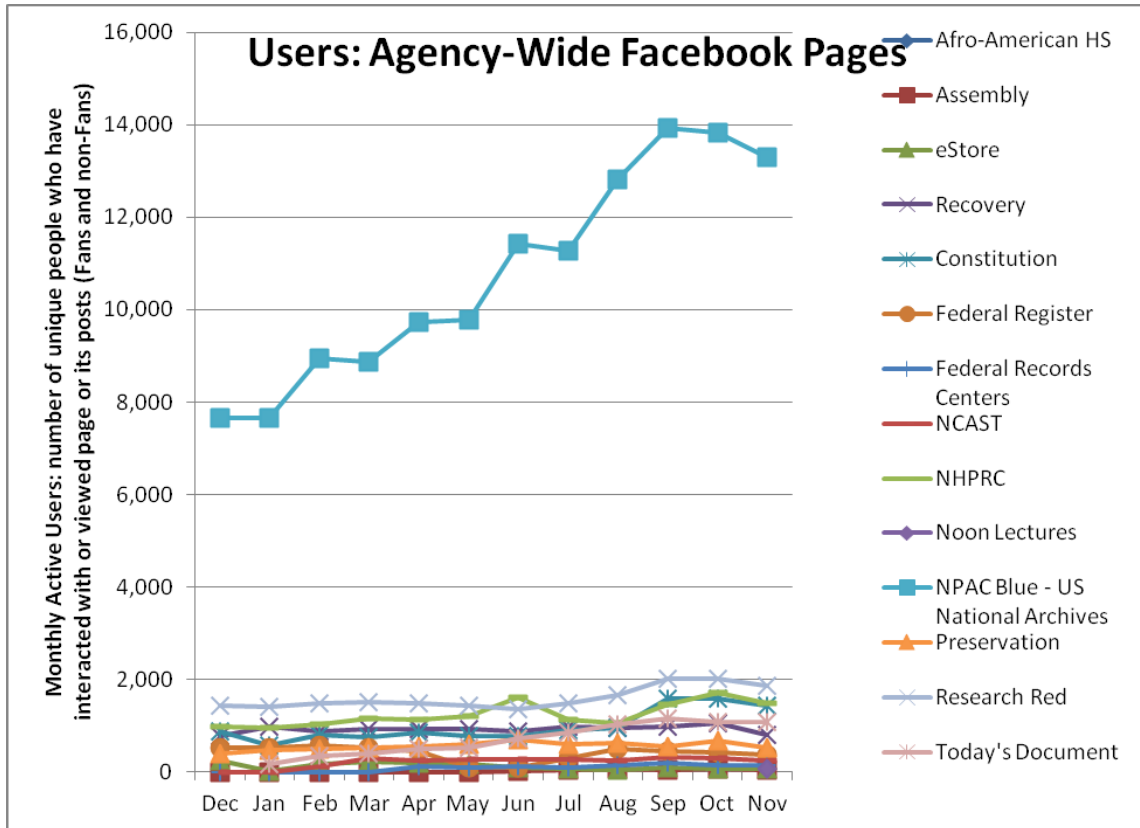
Monthly Active Users of Regional Pages (Source: Appendix IV.B)



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

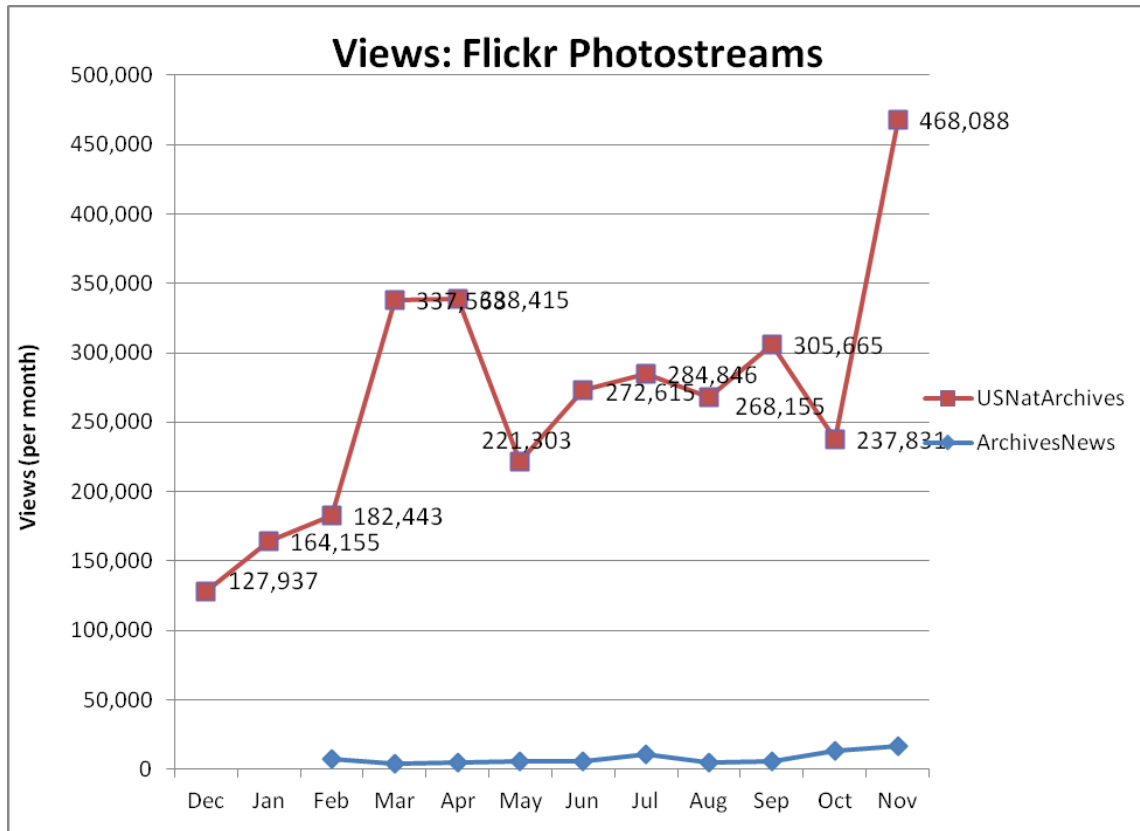


Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)

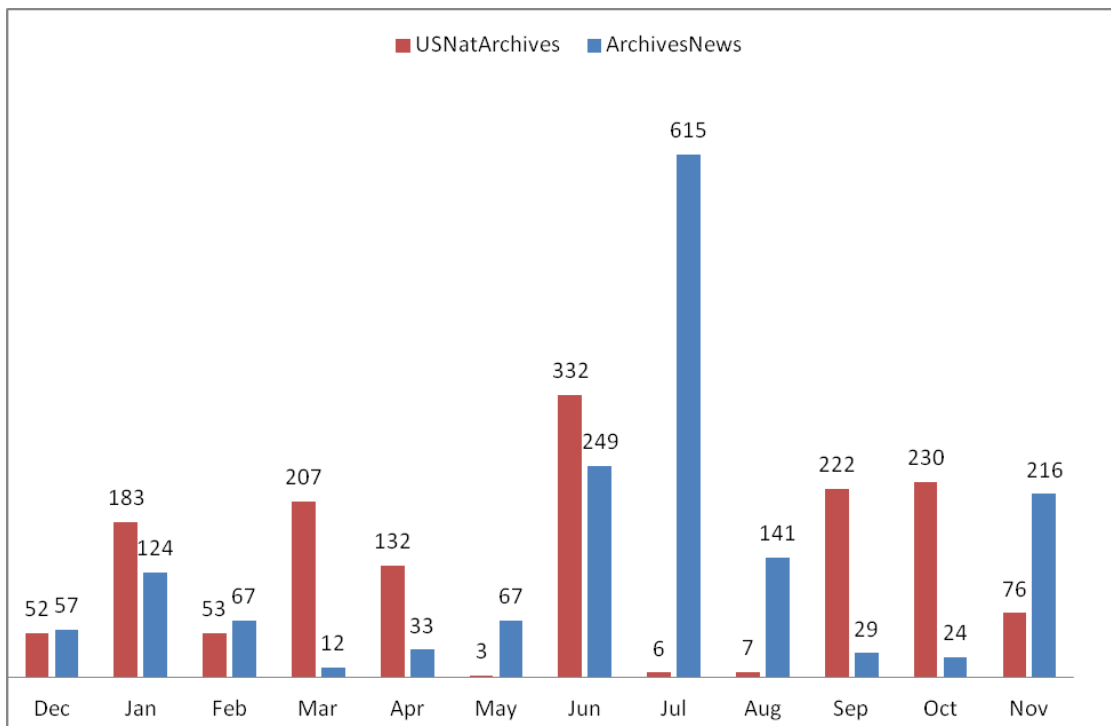


Social Media Tools: Detail View – Flickr

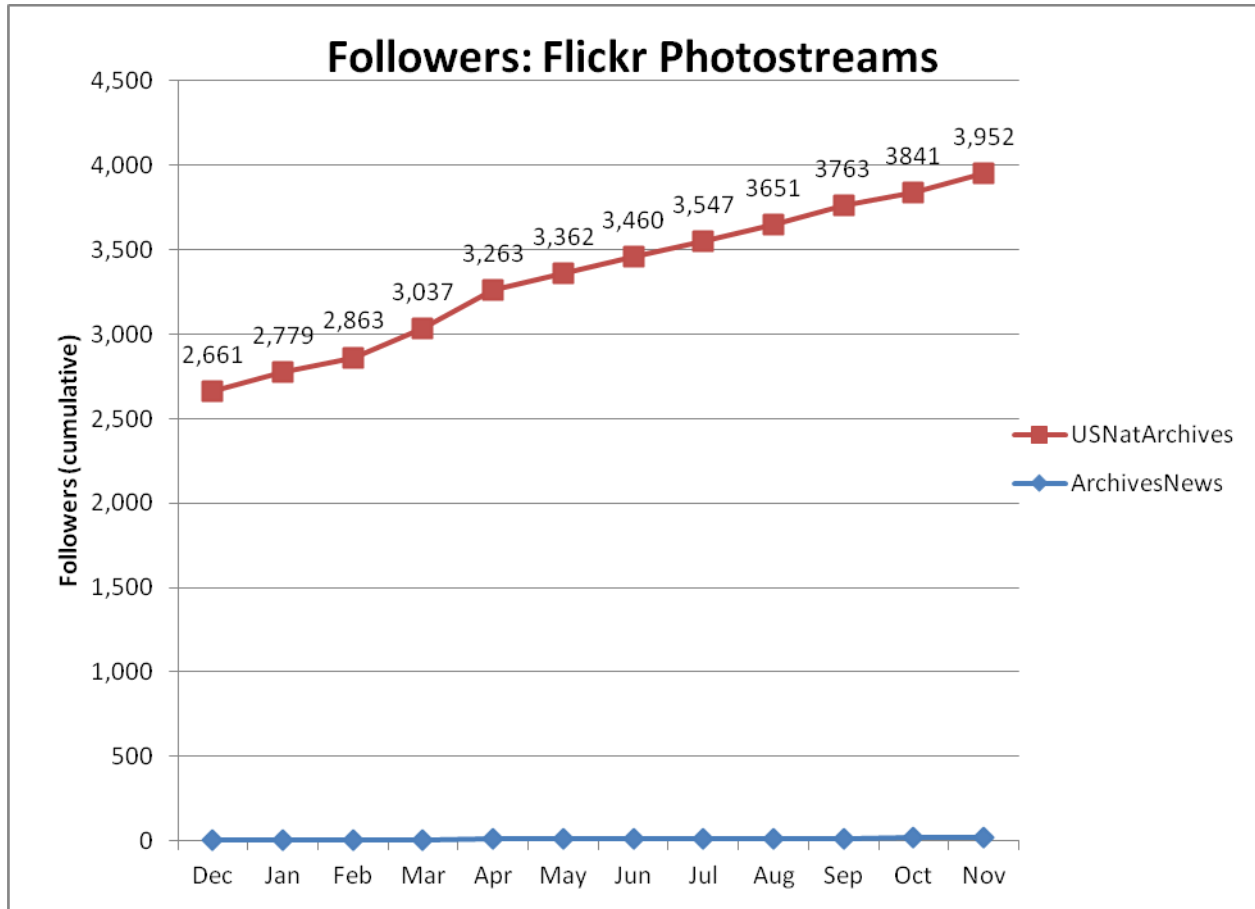
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

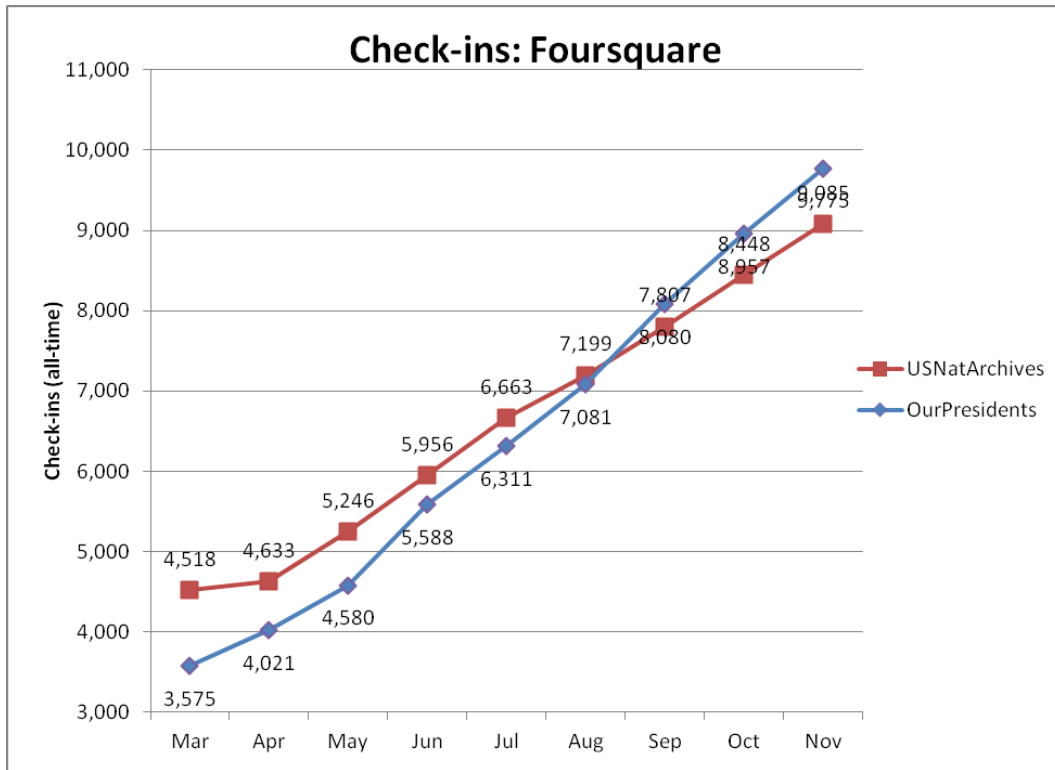


Followers of Photostreams (Cumulative)

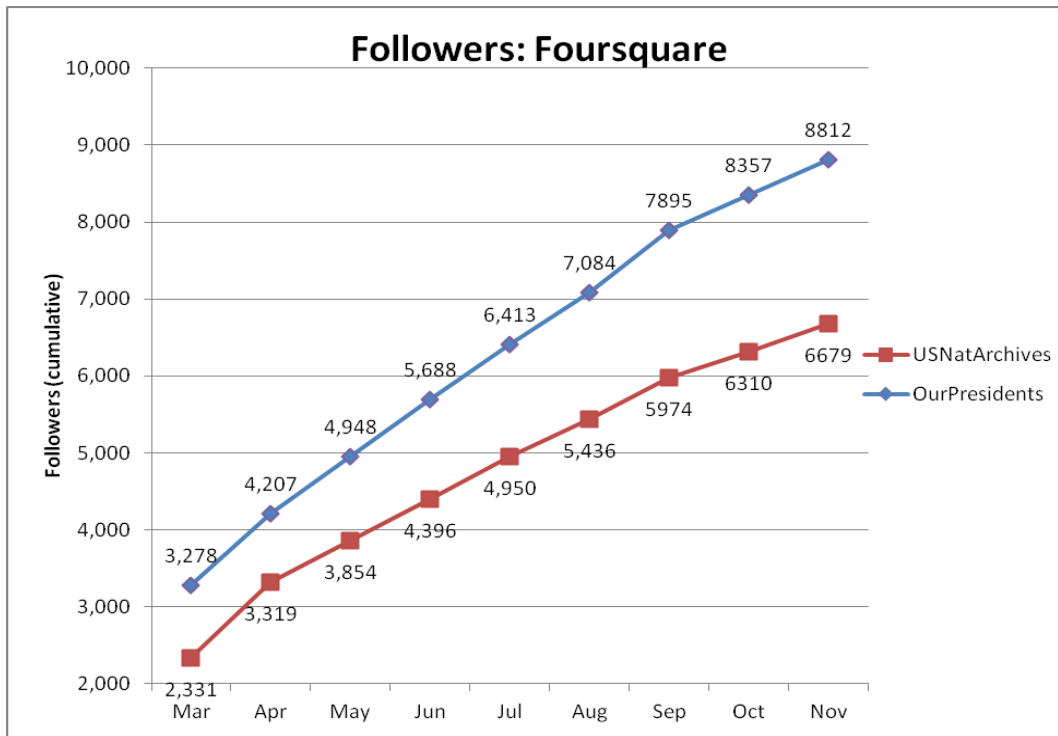


Social Media Tools: Detail View – Foursquare

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

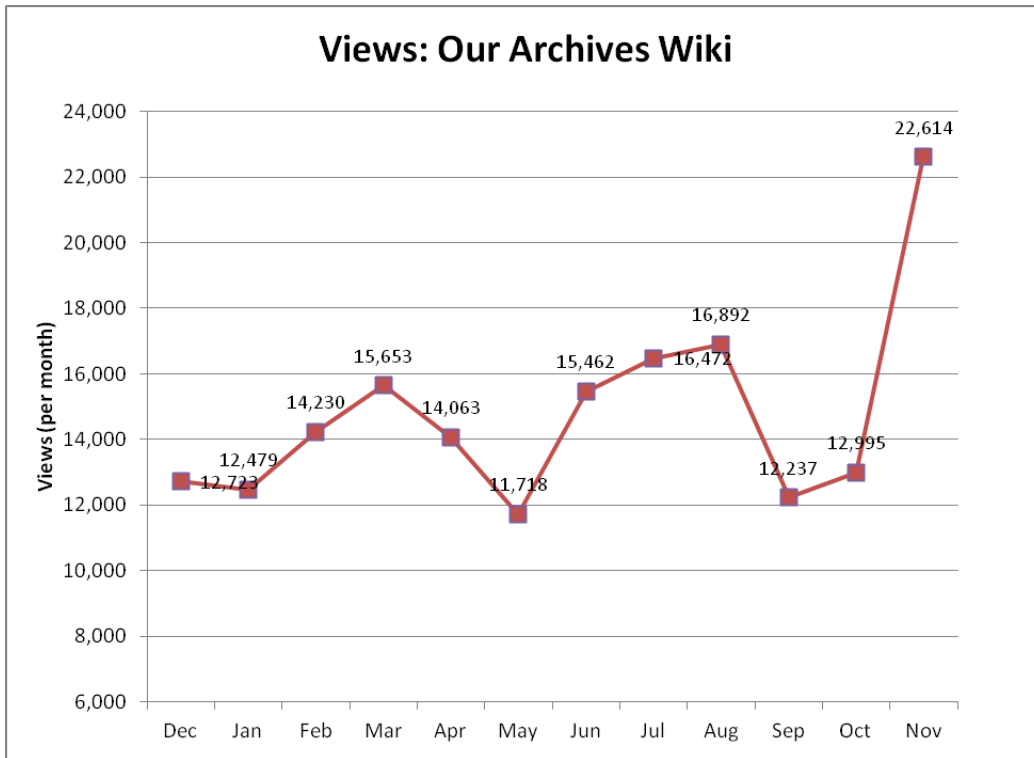


Number of Followers of USNatArchives and OurPresidents (Cumulative)

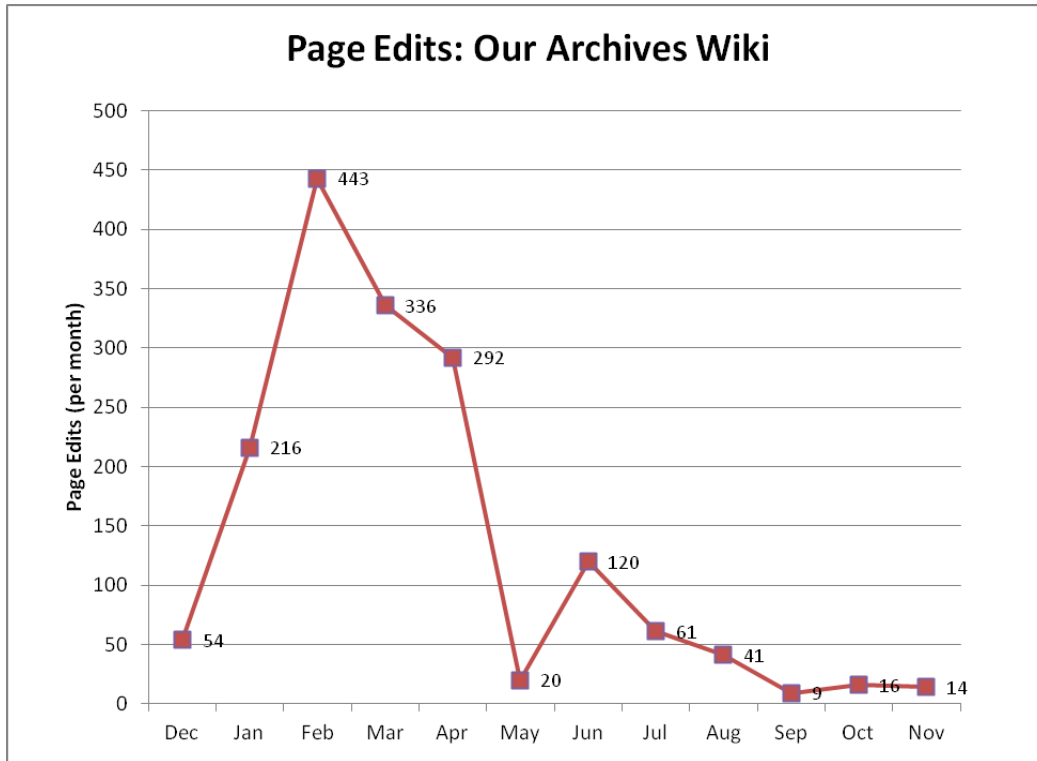


Social Media Tools: Detail View – *Our Archives Wiki*

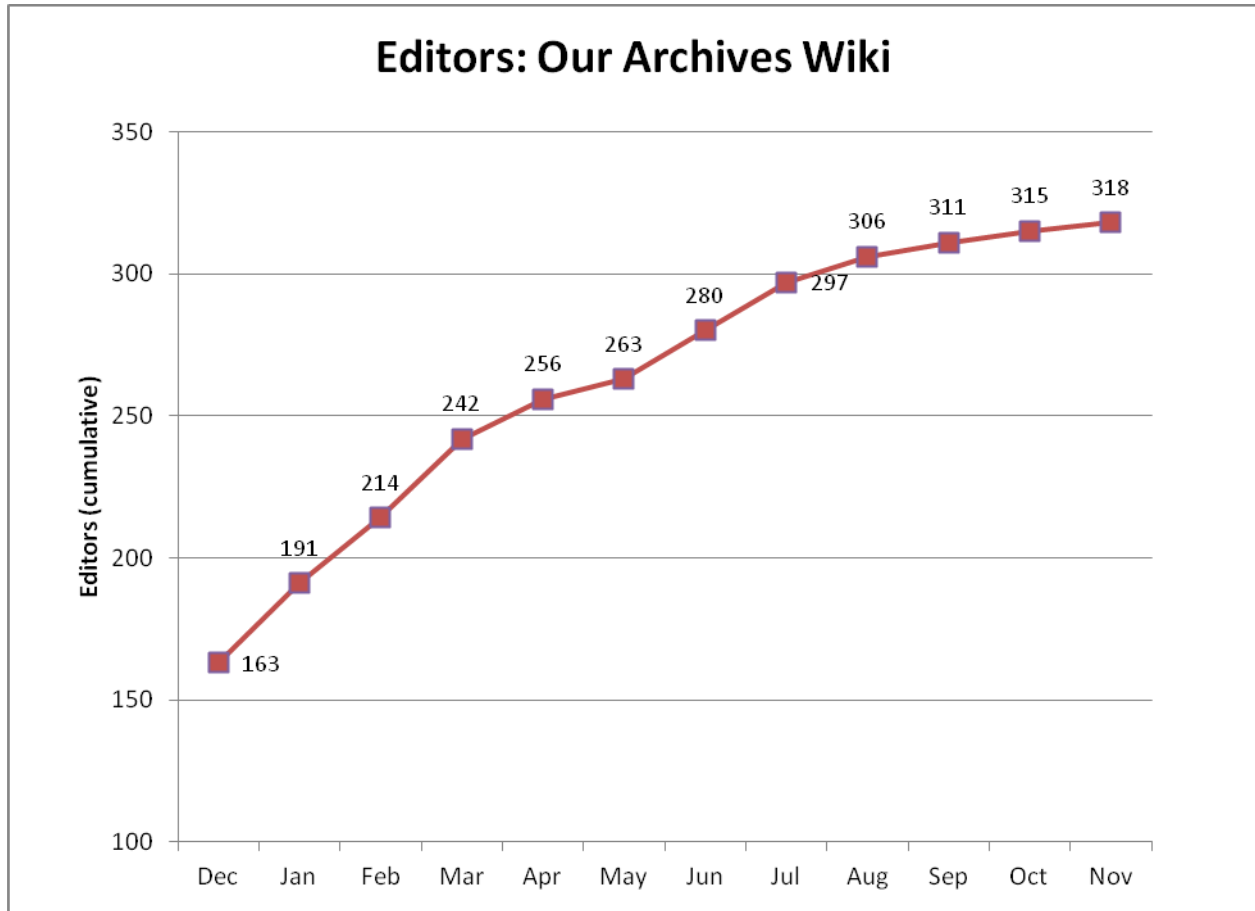
Views on Our Archives Wiki (Per Month)



Edits on Our Archives Wiki (Per Month)

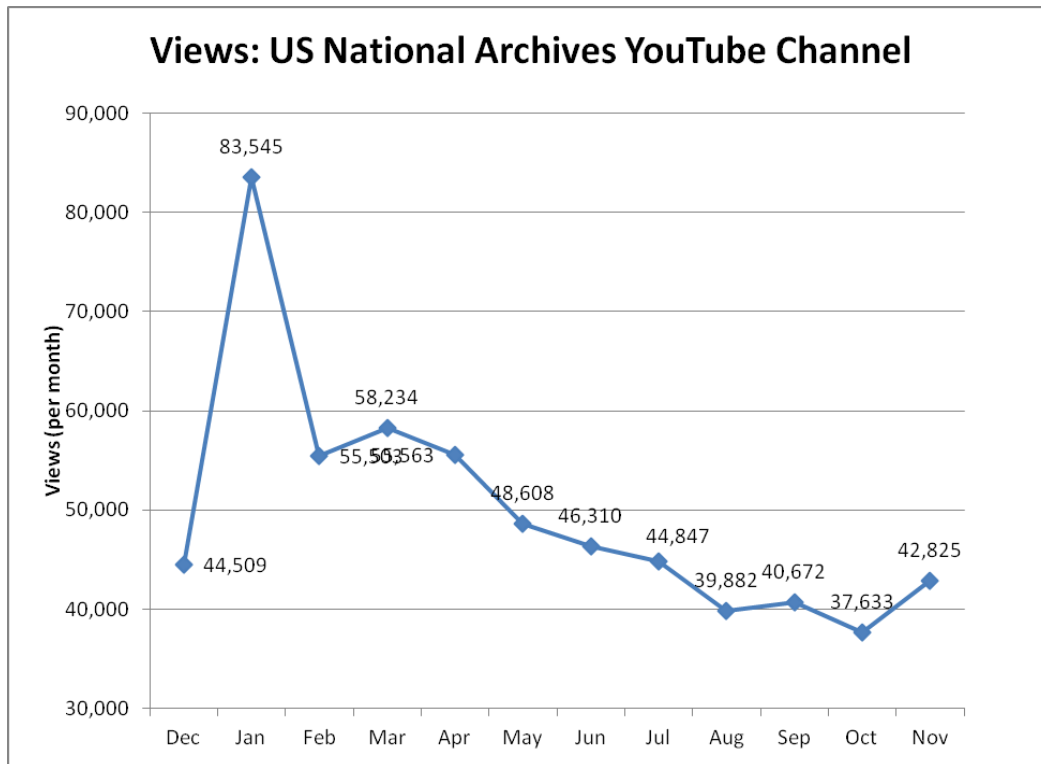


Editors on Our Archives Wiki (Cumulative)

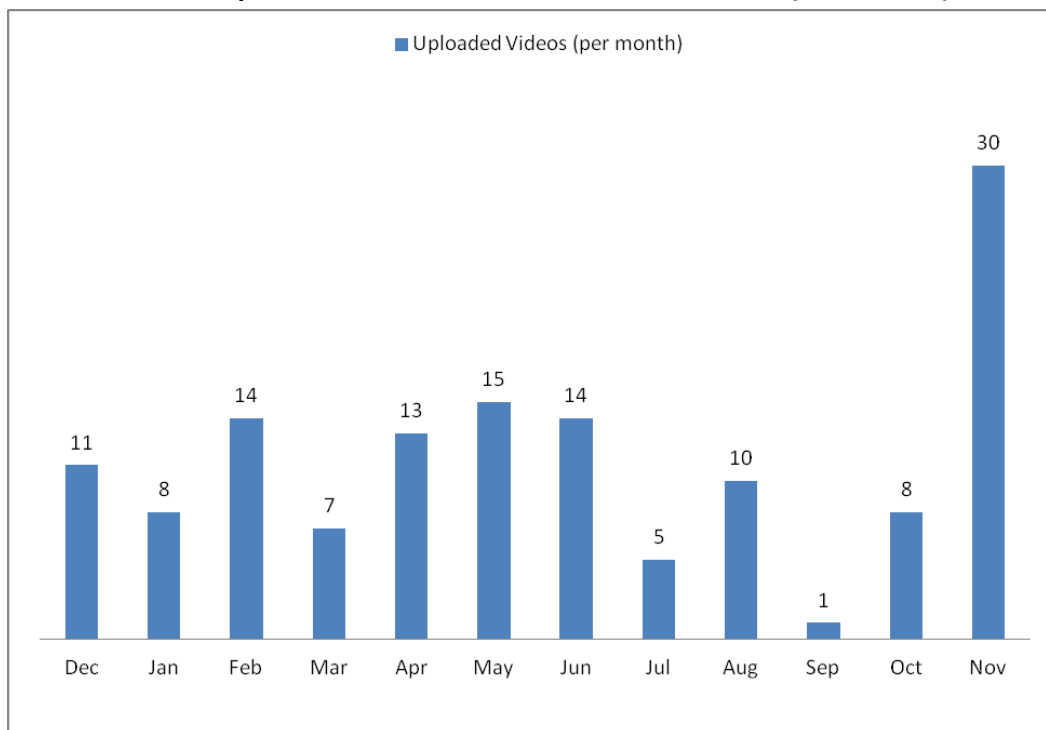


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

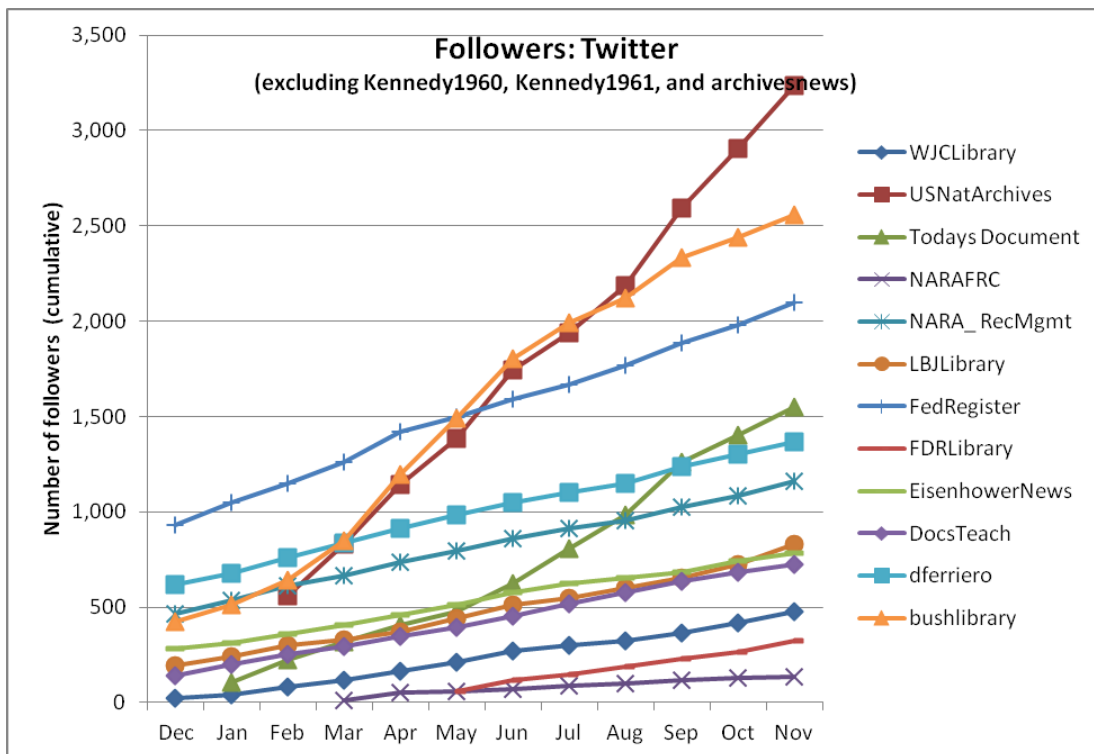
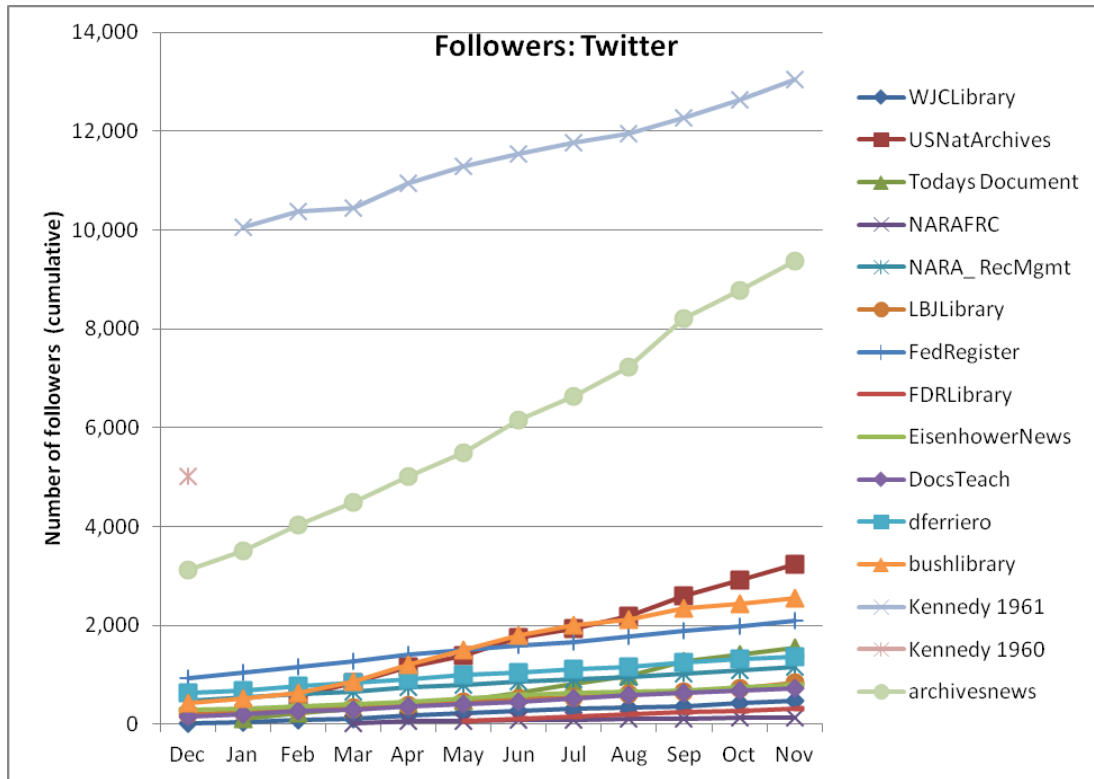


Top 5 Most Viewed Videos for November 2011 on US National Archives Channel

Video Title	Views	% of Total Views
Stories from the Great Depression	6,483	15.1%
The 1940 Census - Census of Population	3,298	7.7%
War Comes to America (full film)	2,865	6.7%
America's Veterans and the National Archives	1,285	3.0%
The Eagle Has Landed - 1969	1,213	2.8%

Social Media Tools: Detail View – Twitter

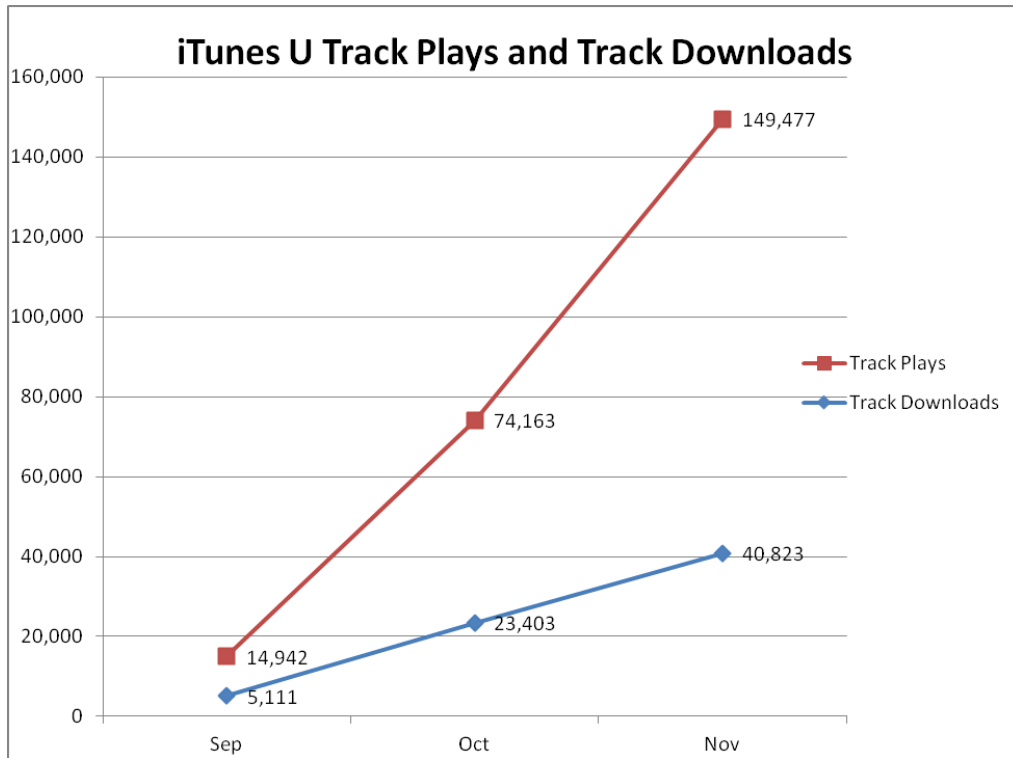
Followers on U.S. National Archives Twitter Feeds (Source: Appendix V)



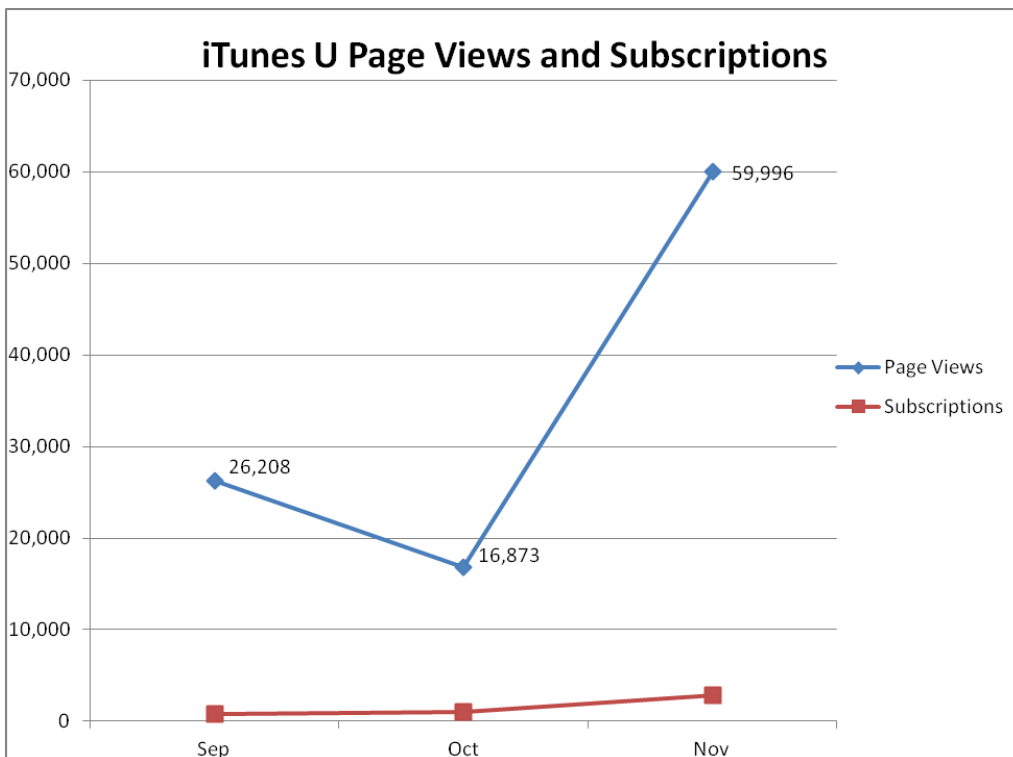
Note: The @Kennedy1961 account replaces @Kennedy1960 starting in January 2011.

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 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.

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	FY Total
AOTUS	2,868	5,285	4,418	3,656	4,368	3,539	2,862	4,461	3,761	4,370	3,326	7,696
FDR Library					42	38	39	180	165	136	140	276
FOIA		4	122	165	188	368	341	433	353	464	459	923
Hoover Blackboard	425	593	805	563	570	243	297	322	448	630	614	1,244
NARAtions	5,445	5,990	5,967	6,182	6,648	8,063	5,564	5,006	5,588	6,646	6,436	13,082
NDC Blog	288	325	337	454	795	2,007	496	655	756	484	474	958
NLRR Education Blog	90	97	115	140	169	199	49	38	53	86	67	153
Prologue Blog	4,786	7,099	5,204	5,748	5,994	5,838	6,656	10,665	9,479	8,188	6,930	15,118
Records Express Blog	960	977	1,561	1,275	1,337	895	747	1,118	739	1,515	1,322	2,837
The Text Message	675	581	2,480	993	1,238	1,255	1,992	2,072	2,010	2,783	3,268	6,051
Today's Document	210	2,210	3,560	3,179	3,377	1,220	1,326	1,578	2,816	3,809	3,970	7,779
Transforming Classification (PIDB)				1,016	1,201	576	335	278	217	264	193	457
MONTHLY TOTAL	15,747	23,161	24,569	23,371	25,927	24,241	20,704	26,806	26,385	29,375	27,199	56,574

*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	Oct	Nov	FY Total
AOTUS	4,370	5,777	9,442	7,853	6,948	8,088	7,179	5,835	8,144	7,325	8,110	6,245	14,355
FDR Library						117	111	63	330	273	208	252	460
FOIA	6		10	293	314	337	753	808	1,775	1,307	1,655	1,701	3,356
Hoover Blackboard	653	813	1,069	1,551	1,133	1,261	559	591	506	819	1,396	1,076	2,472
NARAtions	8,957	10,147	10,626	11,225	11,854	12,988	15,257	10,446	9,528	9,995	11,624	11,608	23,232
NDC Blog	432	540	628	663	810	1,507	3,321	863	1,401	1,354	907	751	1,658
NLRR Education Blog	135	186	175	258	284	375	380	121	98	84	205	140	345
Prologue Blog	10,615	9,150	12,434	10,465	10,905	11,083	10,741	12,674	16,847	16,042	14,856	13,348	28,204
Records Express Blog	1,087	1,823	1,907	2,740	2,098	2,079	1,540	1,262	1,893	1,297	2,651	2,246	4,897
The Text Message	1,079	1,182	1,170	5,271	2,065	2,256	2,210	3,271	3,614	3,981	4,692	5,894	10,586
Today's Document	67	2,182	4,474	6,373	5,610	5,538	2,135	2,608	3,135	5,491	7,738	7,816	15,554
Transforming Classification (PIDB)					2,467	3,652	1,595	688	457	319	382	245	627
MONTHLY TOTAL	27,401	31,800	41,935	46,692	44,488	49,281	45,781	39,230	47,728	48,287	54,424	51,322	105,746

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	Oct	Nov
AOTUS	1,593	3,167	6,147	8,810	10,970	13,226	14,836	16,477	18,939	21,284	24,193	26,471
FDR Library						17	23	54	202	342	468	595
FOIA	2	2	4	90	212	351	594	794	1,085	1,297	1,573	1,847
Hoover Blackboard	253	637	1,168	1,851	2,346	2,823	3,011	3,259	3,537	3,935	4,479	5,028
NARAtions	3,622	8,511	12,956	18,657	23,088	26,862	30,854	34,971	38,451	42,308	47,405	52,154
NDC Blog	188	406	739	939	1,151	1,727	3,483	3,816	4,192	4,672	5,003	5,316
NLRR Education Blog	88	245	432	562	649	744	800	845	879	931	1,010	1,068
Prologue Blog	4,502	7,828	12,951	16,523	20,428	24,530	28,076	32,652	40,685	48,126	54,581	60,139
Records Express Blog	441	1,063	1,683	2,587	3,399	4,190	4,686	5,157	5,827	6,316	7,347	8,237
The Text Message	325	631	905	2,369	2,845	3,466	4,144	5,560	7,001	8,390	10,451	12,990
Today's Document	4	30	1,759	4,767	7,408	10,198	11,278	12,476	13,893	16,388	19,790	23,380
Transforming Classification (PIDB)					584	1,215	1,526	1,752	1,934	2,107	2,319	2,483

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	Oct	Nov
AOTUS	1,593	1,869	3,391	3,214	2,693	2,946	2,257	2,052	3,123	2,800	2,909	2,278
FDR Library						17	12	34	149	147	126	127
FOIA	2		3	88	132	156	272	246	339	262	276	274
Hoover Blackboard	253	392	543	704	515	494	200	261	296	407	544	549
NARAtions	3,622	5,200	4,851	6,233	4,912	4,280	4,614	4,582	3,962	4,410	5,097	4,749
NDC Blog	188	241	363	250	259	646	1,823	396	458	557	331	313
NLRR Education Blog	88	158	191	134	88	158	60	48	37	52	79	58
Prologue Blog	4,502	3,709	5,622	4,083	4,435	4,712	4,215	5,168	8,704	8,054	6,455	5,558
Records Express Blog	441	673	725	1,050	987	995	643	564	816	596	1,031	890
The Text Message	325	371	353	1,573	624	753	808	1,555	1,608	1,534	2,061	2,539
Today's Document	4	30	1,747	3,088	2,742	2,900	1,121	1,235	1,450	2,545	3,402	3,590
Transforming Classification (PIDB)					584	722	385	261	205	188	212	164
MONTHLY TOTAL	11,018	12,643	17,789	20,417	17,971	18,779	16,410	16,402	21,147	21,552	22,523	21,089

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

	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov
AOTUS	776	796	829	768	787	885	826	902	929
FOIA Ombudsman	2	7	9	16	13	25	868	935	977
Hoover Blackboard	32	29	28	33	36	30	36	40	50
In Roosevelt History				0	0	0	0	0	0
NARAtions	788	800	827	832	779	895	18	25	21
NDC Blog	85	80	94	89	97	94	103	119	126
Prologue	183	181	187	188	207	263	214	249	262
Reagan Education Workshops	5	3	5	3	4	3	4	4	5
Records Express	133	131	137	129	131	151	138	160	207
Text Message	60	58	69	68	74	90	79	93	100
Today's Document	20	61	56	51	20	66	62	95	174
Transforming Classification (PIDB)	53	44	53	47	28	54	33	56	53
Washboard					0	1	1	5	6

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.

	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	FY Total
Monthly Total (A+P+R)	1,010,782	939,488	1,293,903	1,348,222	1,215,913	1,351,975	1,529,890	1,609,330	1,849,496	1,583,671	1,412,592	1,342,155	2,754,747
Agency-Wide Total	748,901	635,377	930,344	975,855	785,056	886,021	1,026,957	1,036,264	1,276,772	974,357	755,637	771,804	1,527,441
Afro-American History Society												973	973
Assembly							161	1019	1012	802	723	616	1,339
eStore	5144	556	3876	5736	3979	2523	1920	2042	1,283	1,811	1,308	1,319	2,627
Recovery	23874	30,590	25370	34713	20281	25995	20121	26144	20882	14,433	20,372	10,653	31,025
Constitution	28795	7,139	15018	14831	14857	14902	12628	13914	13521	22,521	21,640	15,176	36,816
Federal Register	17472	14,983	14842	8979	6714	2487	1548	2490	6325	4,254	3,577	3,885	7,462
Federal Records Centers					2603	3530	4188	2248	3,931	5,973	2,325	1,973	4,298
NCAST			3392	29321	13885	12973	7847	9956	6,893	10,711	5,761	6,990	12,751
NHPRC	48884	49,370	41882	64197	39799	56670	50187	38840	30883	36,280	32,055	23,823	55,878
Noon Lectures												1,974	1,974
NPAC Blue	552,761	446,845	726,431	713,744	616,157	693,745	842,160	831,156	1,054,370	746,817	575,710	575,103	1,150,813
Preservation	8423	14,113	16006	15643	8674	15448	14986	9973	10639	4,866	8,637	7,102	15,739
Research Red	63548	66,385	56936	62731	34951	25316	21094	31538	32857	43,537	49,116	47,572	96,688
Today's Document		5,396	26591	25960	23,156	32432	50117	66944	94176	82,352	34,413	74,645	109,058
	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	FY Total

Presidential Total	201,117	229,116	273,982	278,686	335,469	352,907	379,522	460,244	458,896	489,330	540,147	464,262	1,004,409
Bush	49106	59,808	92350	56923	88983	62658	72256	86587	87058	90,546	137,330	81,027	218,357
Carter	20636	14,137	19585	30754	31547	29707	21404	13190	11233	25,916	24,144	26,785	50,929
Clinton	16171	8,631	19168	44865	38464	43544	60120	152919	157629	141,163	157,350	140,159	297,509
Eisenhower	19998	35,083	36566	27013	62802	52812	49222	28412	49282	70,054	40,571	35,697	76,268
Ford Library	8036	3,537	3105	5432	4486	4169	5057	8067	1,804	1,760	3,828	6,529	10,357
Ford Museum	5634	5,303	5097	4745	4647	4279	4932	3619	1078	9,751	3,358	6,333	9,691
Hoover	7034	9,804	5833	11927	8730	12245	14048	16628	13417	10,485	16,344	12,143	28,487
Johnson	24179	22,395	20454	15680	24311	54705	19044	20762	31244	22,874	25,575	18,412	43,987
Nixon	11559	16,835	15626	21152	18081	17320	24435	24964	12079	22,858	14,203	21,106	35,309
Reagan												19,030	19,030
Roosevelt	2594	3,201	5061	11024	17795	18235	24819	18492	23,297	25,200	22,460	24,929	47,389
Truman	36170	50,382	51137	49171	35623	53233	84185	86604	70775	68,723	94,984	72,112	167,096
	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	FY Total
Regional Total	60,764	74,995	89,577	93,681	95,388	113,047	123,411	112,822	113,828	119,984	116,808	106,089	222,897
Anchorage								2273	1,962	3,047	3,186	2,117	5,303
Atlanta	10287	14129	16391	22833	15033	29207	28574	18485	23446	20,980	10,302	14,183	24,485
Boston	10258	15648	13772	12565	10608	16248	19039	27572	26,432	26,671	17,707	18,754	36,461
Chicago													0
Denver	1429	2439	3285	5041	5944	4185	3004	2733	3,309	3,133	3,074	1,716	4,790
Fort Worth	11737	15320	19847	20272	17281	16297	15421	13579	11,330	19,480	11,320	12,156	23,476

Kansas City	13179	14829	16208	14126	24418	19550	12779	14687	15,563	10,008	28,262	24,874	53,136
New York	10940	6614	7133	6691	6924	12625	12668	13375	11657	12,782	18,031	7,220	25,251
Philadelphia		787	5720	4290	5328	6817	9478	5474	5,534	6,017	3,649	4,354	8,003
Riverside		11	2159	4046	3886	2505	5864	3850	6,001	4,988	3,751	4,040	7,791
Seattle						5240	11958	6188	4,613	8,049	8,748	7,809	16,557
St. Louis	2934	5218	5062	3817	5966	373	4626	4606	3,981	4,829	8,778	8,866	17,644

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).

	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov
Monthly Total (A+P+R)	22,462	22,796	26,029	26,894	29,917	30,965	35,617	43,947	43,248	51,253	54,967	49198
Agency-Wide Total	12,870	12,739	14,855	15,143	16,165	15,884	18,011	17,973	20,098	22,754	22,925	21,424
Afro-American History Society												77
Assembly	0	0	0	0	0	0	19	39	55	52	65	29
eStore	247	22	156	206	189	162	83	64	49	82	59	55
Recovery	780	967	874	923	916	930	877	976	952	986	1,042	793
Constitution	866	562	810	761	857	778	785	903	957	1,577	1,590	1425
Federal Register	521	525	579	513	453	93	85	293	509	438	427	373
Federal Records Centers	0	0	0	0	117	92	111	101	149	201	150	136
NCAST	0	0	124	289	254	267	275	258	241	311	289	249
NHPRC	970	957	1034	1156	1130	1216	1598	1139	1,048	1,467	1,707	1477
Noon Lectures												66
NPAC Blue - US National Archives	7657	7659	8938	8872	9718	9782	11415	11283	12,816	13,933	13,835	13285
Preservation	385	468	508	527	541	608	695	605	622	535	665	520
Research Red	1444	1409	1490	1505	1493	1426	1352	1471	1,666	2,007	2,015	1862
Today's Document		170	342	391	497	530	716	841	1,034	1,165	1,081	1077

	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov
Presidential Total	7,530	7,774	8,469	8,957	10,618	11,557	13,590	21,768	18,812	23,569	27,249	23,387
Bush	1839	1993	2217	1822	2182	3063	2436	4535	2,649	4,156	7,861	3743
Carter	968	857	977	1120	1217	1140	1183	1205	1,149	2,173	1,969	1851
Clinton	662	518	825	1000	1069	1118	1799	5474	5,332	5,735	5,891	5866
Eisenhower	950	1078	1089	944	1321	1378	1766	1421	1,577	1,965	1,838	1621
Ford Library	237	212	142	313	287	304	425	652	277	107	369	457
Ford Museum	351	327	327	356	406	380	502	844	410	846	241	583
Hoover	417	557	398	507	516	552	626	679	682	702	761	687
Johnson	602	555	602	531	690	771	774	820	970	1,029	1,048	969
Nixon	446	541	568	630	673	692	911	901	849	1,550	1,303	1357
Reagan												561
Roosevelt	124	133	151	279	843	672	571	638	751	968	1,158	1023
Truman	934	1003	1173	1455	1414	1487	2597	4599	4,166	4,338	4,810	4669
	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov
Regional Total	2062	2283	2705	2794	3134	3524	4016	4206	4338	4930	4793	4387
Anchorage								94	69	105	104	84
Atlanta	411	516	519	652	657	790	886	835	834	990	820	848

Boston	253	291	312	308	369	401	502	537	546	613	576	560
Chicago												
Denver	79	82	107	139	164	149	145	151	184	189	191	115
Fort Worth	281	402	442	437	479	456	487	500	454	639	563	570
Kansas City	428	359	437	408	448	474	495	502	568	545	705	631
New York	509	433	435	412	480	612	681	768	790	845	909	631
Philadelphia	0	33	136	141	193	207	254	223	260	309	241	242
Riverside	0	0	124	100	102	119	156	157	196	189	164	156
Seattle	0	0	0	0	0	115	142	150	132	171	165	153
St. Louis	101	167	193	197	242	201	268	289	305	335	355	397

APPENDIX V: Twitter Followers (Cumulative)

	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov
archivesnews	3,120	3,503	4,037	4,499	5,003	5,497	6,148	6,631	7233	8207	8787	9360
bushlibrary	424	515	640	849	1,197	1,490	1,806	1,992	2121	2332	2437	2556
dferriero	621	679	762	838	914	986	1,047	1,100	1151	1239	1305	1366
DocsTeach	142	200	255	296	350	396	451	519	575	636	683	726
EisenhowerNews	283	312	359	408	459	512	576	625	652	686	740	784
FDRLibrary						58	115	149	189	232	263	323
FedRegister	930	1,050	1,150	1,263	1,418	1,499	1,593	1,667	1766	1886	1980	2096

Kennedy 1960	5,012											
Kennedy 1961		10,063	10,366	10,449	10,947	11,284	11,531	11,767	11,954	12,262	12,641	13,044
LBJLibrary	196	243	303	328	372	444	512	549	603	655	725	830
NARA_ RecMgmt	468	536	610	665	736	793	858	915	957	1,024	1,087	1,162
NARAFRC				13	53	58	73	87	98	117	132	136
Todays Document		106	223	318	409	479	624	808	982	1,264	1,404	1,548
USNatArchives			557	830	1,146	1,385	1,742	1,937	2,184	2,592	2,903	3,235
WJCLibrary	24	44	81	117	167	211	270	302	326	364	421	475

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

	Sept	Oct	Nov
Page Views	26,208	16,873	59,996
Track Plays	14,942	74,163	149,477
Track Downloads	5,111	23,403	40,823
Subscriptions	769	973	2,873