








Sample of Current Projects	Primary Office							
NARAtions	NPOL	7/21/09	30,295	N/A	137	529	36	N/A
AOTUS Blog	N	4/7/10	24,139	N/A	25	123	0	N/A
Flickr	NPOL	Lv: 6/12/09 Co: 2/1/10	1,054,706	N/A	Ttl: 10,243 Lv: 8,259	443	1,901	>8,000
YouTube	NPAC	6/9/09	Vid: 225,926 Ch: 48,283	1,252	616	Vid: 390 Ch: 36	606	N/A
Facebook   US National...	NPAC	7/29/09	N/A	7,311	435	1,216	4,753	N/A
Facebook   Research...	NPOL	7/29/09	N/A	1,640	89	88	401	N/A
Facebook   NHPRC	NHPRC	2/4/09	N/A	1,230	133	72	580	N/A
Facebook   Federal Register	NF	10/6/09	N/A	578	90	23	134	N/A
Facebook   Eisenhower Lib	NLDDE	1/27/09	N/A	1,420	132	103	605	N/A
Our Archives Wiki	NPOL	7/8/10	37,540	178	125	1,023	N/A	N/A
Twitter   archivesnews	NPAC	10/14/09	N/A	2,029	491	N/A	347	N/A
Twitter   fedregister	NF	10/2009	N/A	602	726	N/A	100	N/A
IdeaScale   NR Better Workplace	NR	9/23/2010	N/A	5	1	0	0	0

**Recent Buzz on Our Channels**

- More than 300,000 Alien Case Files (“A-Files”) released in Kansas City. Blog and Facebook posts generated numerous information requests.
- AOTUS tweets from Oslo at the ICA Conference
- The latest “Inside the Vaults” video on the Constitution generated interest

**Recent Buzz on External Channels**

- DearMyrtle’s blog recommends Prologue blog to readers
- Excitement around the launch of DocsTeach
- NARA’s release of the Federal Web 2.0 Use Study has generated a lot of discussion on blogs and Twitter

KEY: Calendar = project launch date; Footprints = visits/views; People = friends/followers/fans/contacts/subscribers/users; Pushpin=NARA’s posts/tweets/new content such as photos or videos/ideas; Comments bubble = comments/ideas/annotations/retweets; Heart = likes/favorites/pingbacks/listed/votes; Tag = user-contributed tags; Abbreviations: Lv= Live, Co= Commons, Ttl= Total, Vid= Videos, Ch= Channel

Tools	Live	Approved	Pending
Blogs	12	4	1
Facebook	25	1	0
Flickr	2	1	2
IdeaScale	3	2	0
RSS	5	0	0
Twitter	9	2	1
Wikis	31	1	2
YouTube	5	4	1
Other	0	2	1

Most Recent Proposals			
Project	Office	Date	Status
NR IdeaScale	NR	9/23/10	Live
Transformation Wiki	N	9/22/10	Live
Watertown Arsenal Flickr	NRAAB	8/27/10	Pending
Foursquare	NLGB	9/15/10	Pending
NR New York Staff Wiki	NRAAN	8/25/10	Pending
Mobile App	NPOL	8/10/10	Approved

**What the Social Media Team is working on...**

- “History Happens Here” has launched! Mash up photos have been taken and posted to the Flickr set; now tapping NR and NL for potential photos.
- Mobile meet-ups are gaining attendance; meetings have focused on favorite mobile apps as well as blogging tips.
- Investigating the use of UStream for the AOTUS to stream live video from conferences.
- Looking into the use of Facebook Places as an alternative to Foursquare.