

Social Media Highlights:

- NARA hosted a meet-up, at which Archivist David Ferriero was the opening speaker, to celebrate the 10th anniversary of Wikipedia.
- The Today's Document mobile app launched for Android and iPhone.
- The @USNatArchives twitter account launched to live tweet events and foster two-way conversation.

Buzz:

- NARA archivists discovered that a long-time researcher had altered the date on an Abraham Lincoln Presidential pardon.
- The John F. Kennedy Presidential Library became the nation's largest online digitized presidential archive.
- The National Archives stars in Brad Meltzer's latest mystery novel, *The Inner Circle*.

Views/Impressions per Social Media Site

Social Media Tool	FY 10 Views	FY 11 Views (Oct – Jan)
Archives.gov Blogs	120,455 (May – Sept)	57,475
National Archives YouTube Channel	206,360	208,738
Flickr Commons Photostream	1,209,356	650,863
NARA Facebook pages	110,055 (March – Sept)	22,550
Our Archives Wiki	43,087	43,345

Citizens Engaged

Social Media Site	Fans/Followers/Subscribers	Overall Views
Archives.gov Blogs	700	221,621
Facebook (all NARA pages)	31,449	132,605 (unique visitors)
YouTube	1,880	444,023
Flickr	2,771	2,253,931
Our Archives Wiki	229	86,432
Twitter (all NARA feeds)	17,251	--
FourSquare	2,070	--

Internal (Nara@Work) Blogs

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

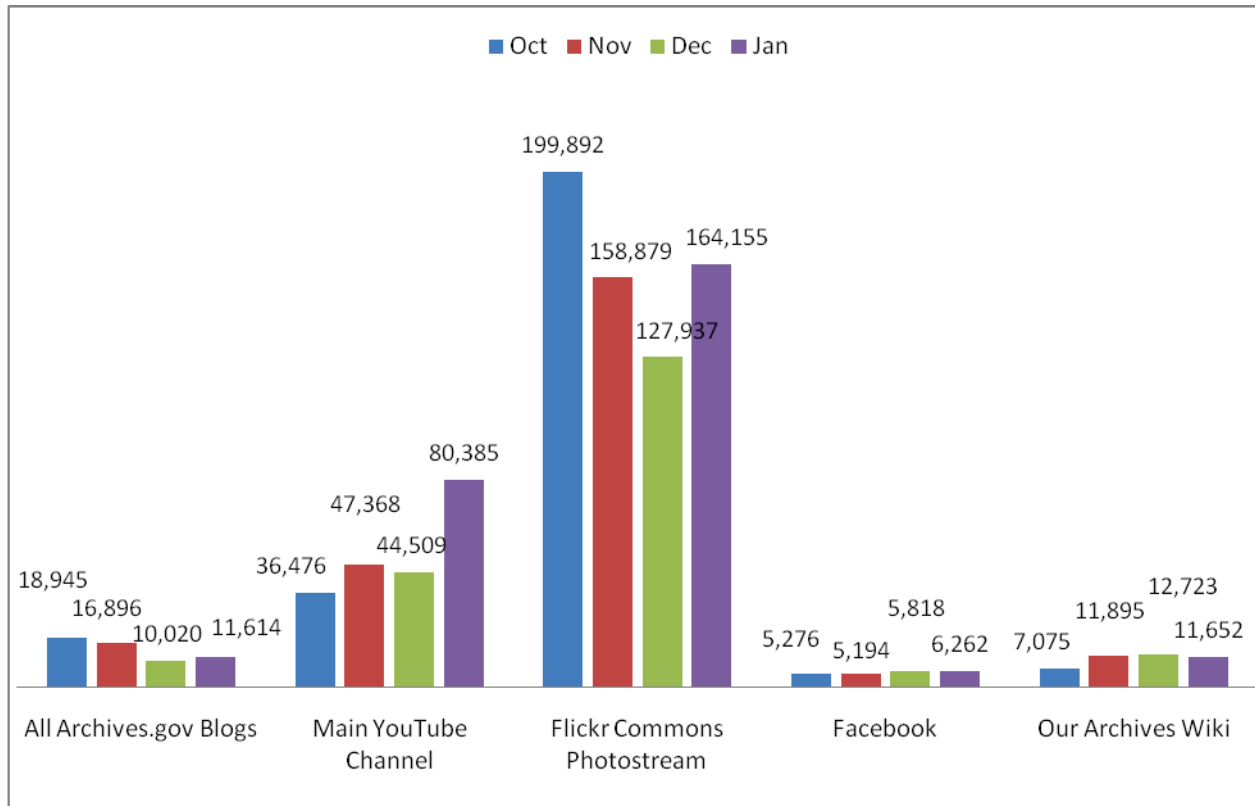
External (Archives.gov) Blogs

1. [AOTUS](#)
2. [Hoover Blackboard](#)
3. [NARAtions](#)
4. [National Declassification Center \(NDC\)](#)
5. [Prologue](#)
6. [Records Express](#)
7. [The Text Message](#)

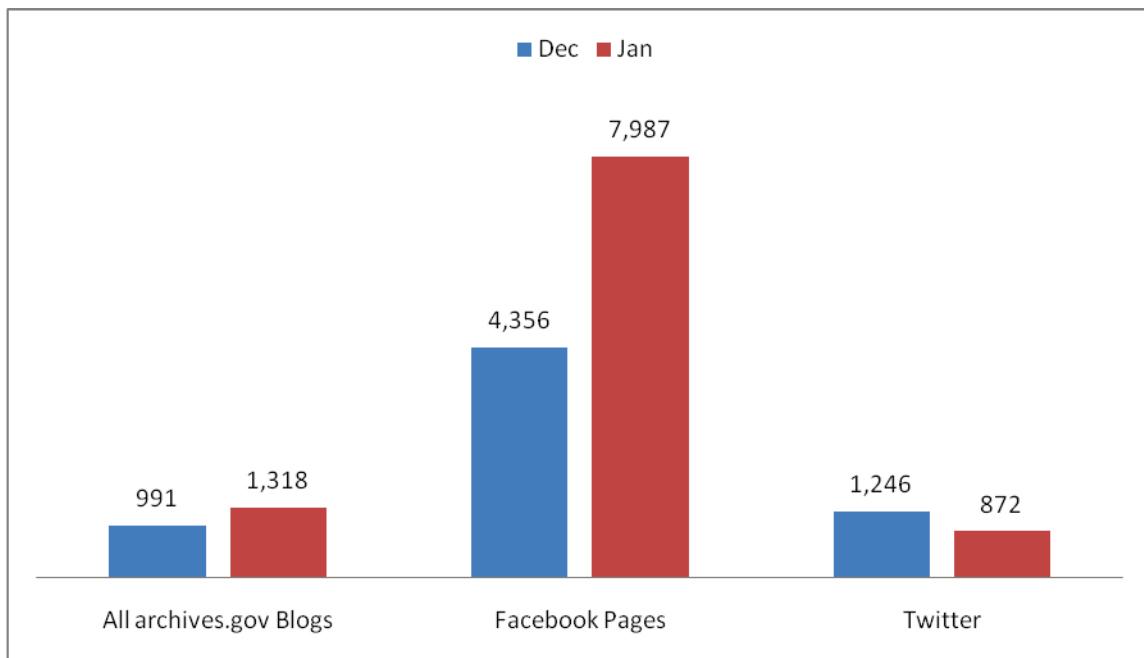
Social Media Toolbox (Tools currently in use)

- Blogs (Wordpress)
- Facebook
- Flickr
- Foursquare
- HootSuite
- IdeaScale
- RSS Feeds
- Scribd (Document sharing)
- Twitter
- Wikispaces
- YouTube

Monthly Views: External Social Media Projects

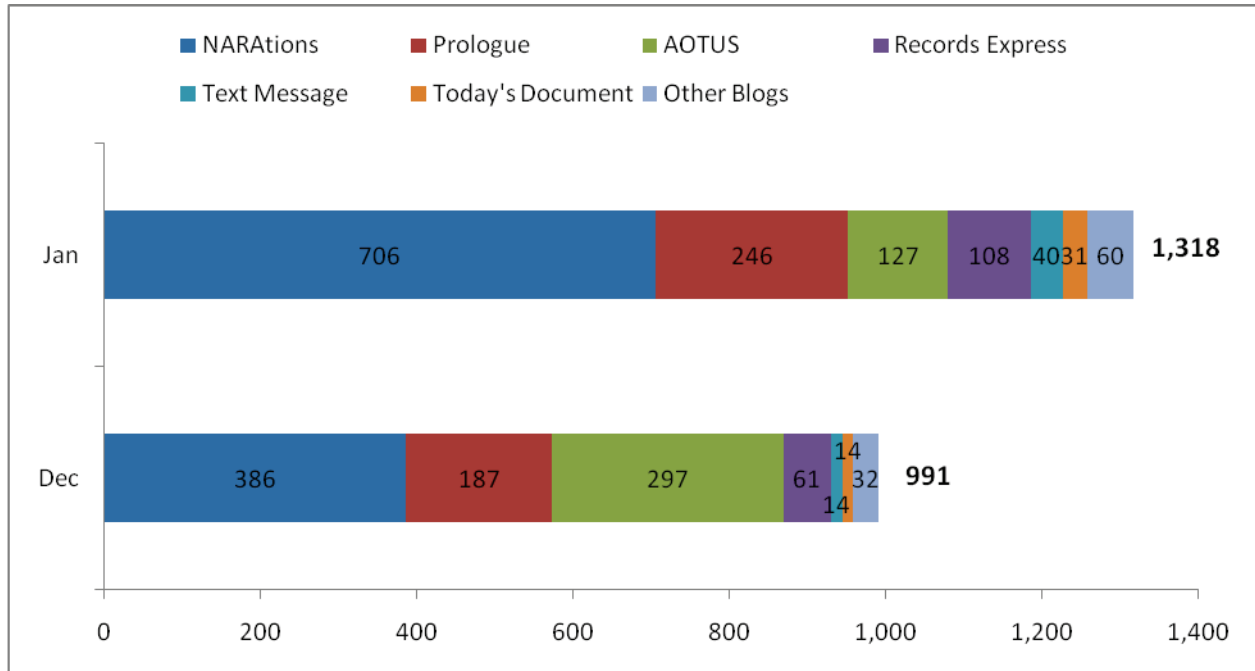


Number of Archives.gov Visits Referred by Social Media Sites



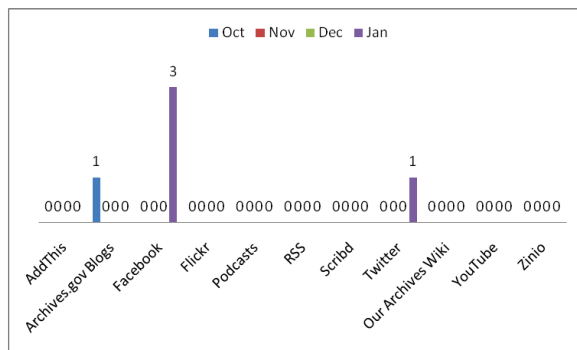
*Data from Google Analytics is only available starting from December 2010.

Number of Archives.gov Visits Referred by NARA Blogs

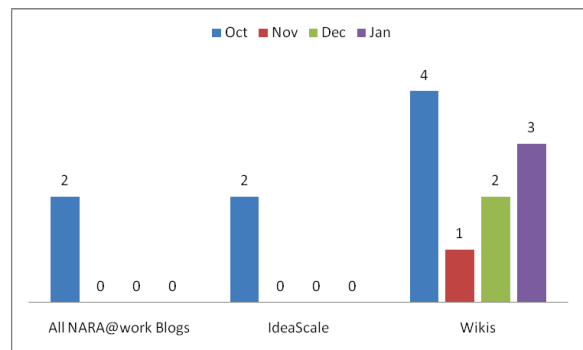


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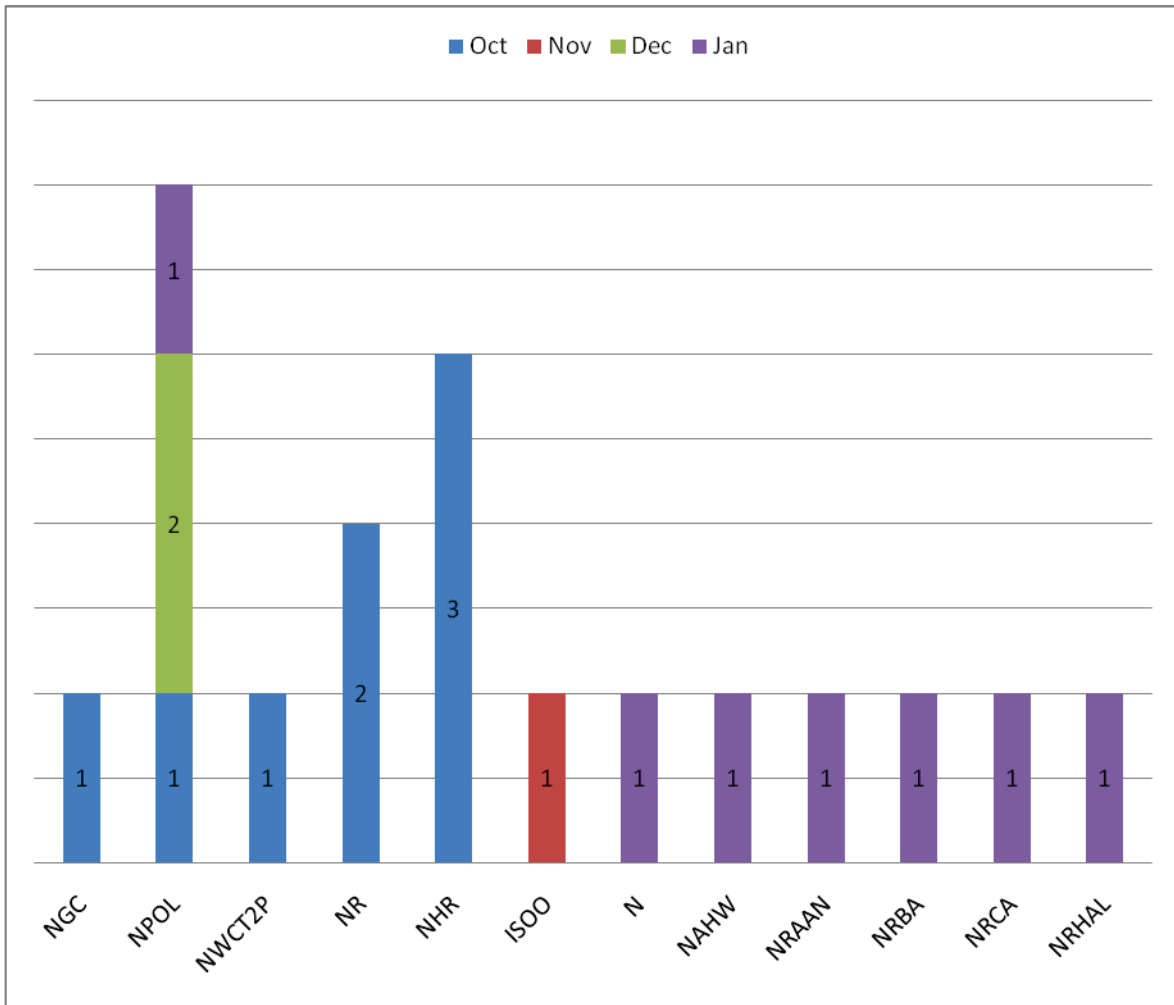
Number of New External Social Media Projects



Number of New Internal Social Media Projects



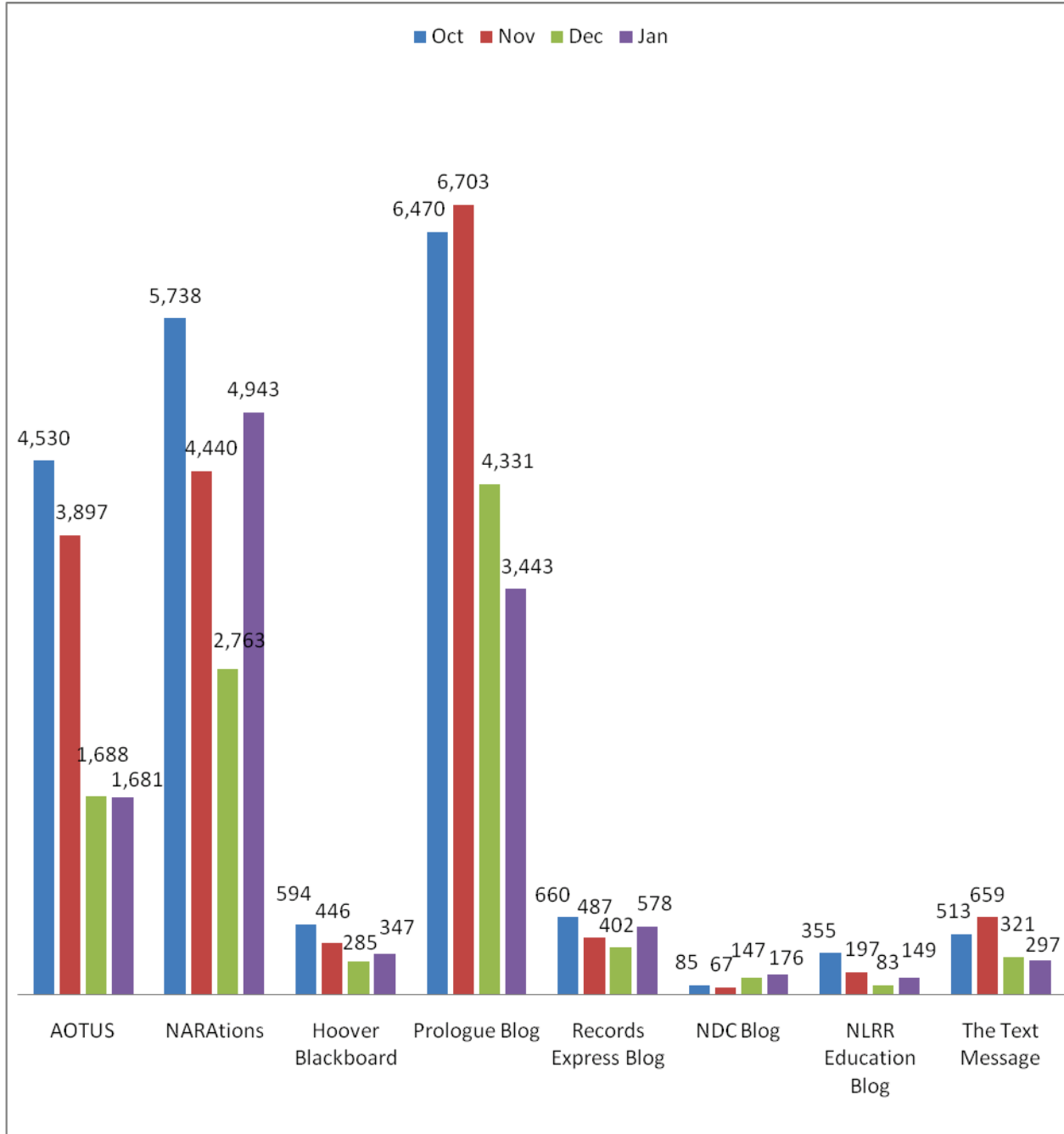
Number of Social Media Projects by Office



Social Media Tools: Detail View

Blogs

Visits on All Archives.gov Blogs

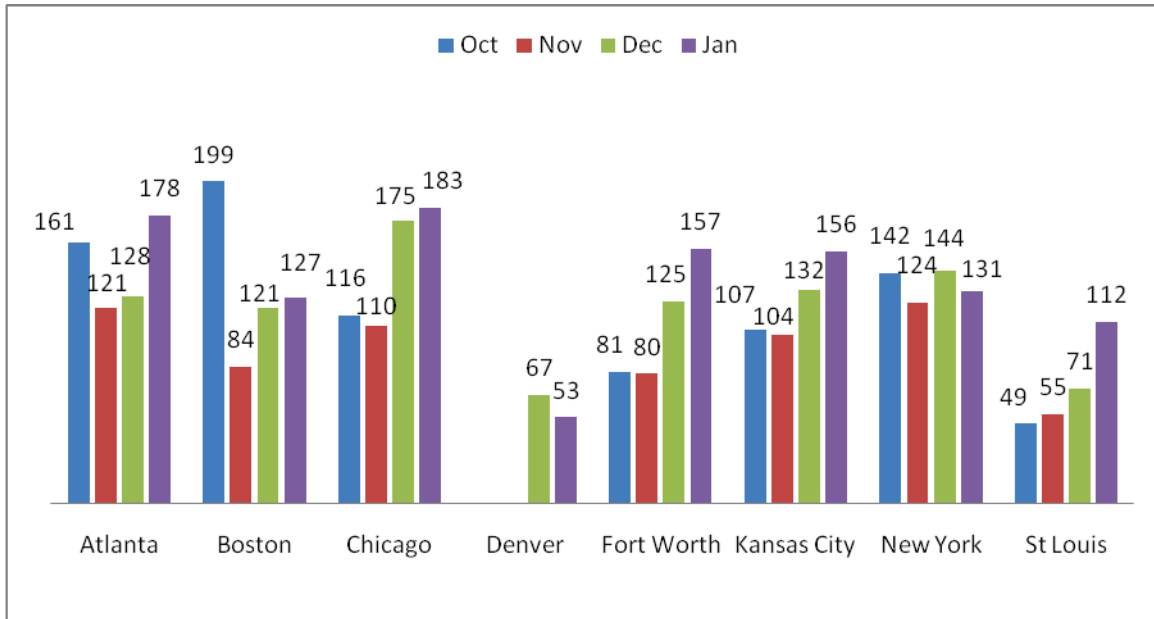


Top Most Viewed Posts (December)

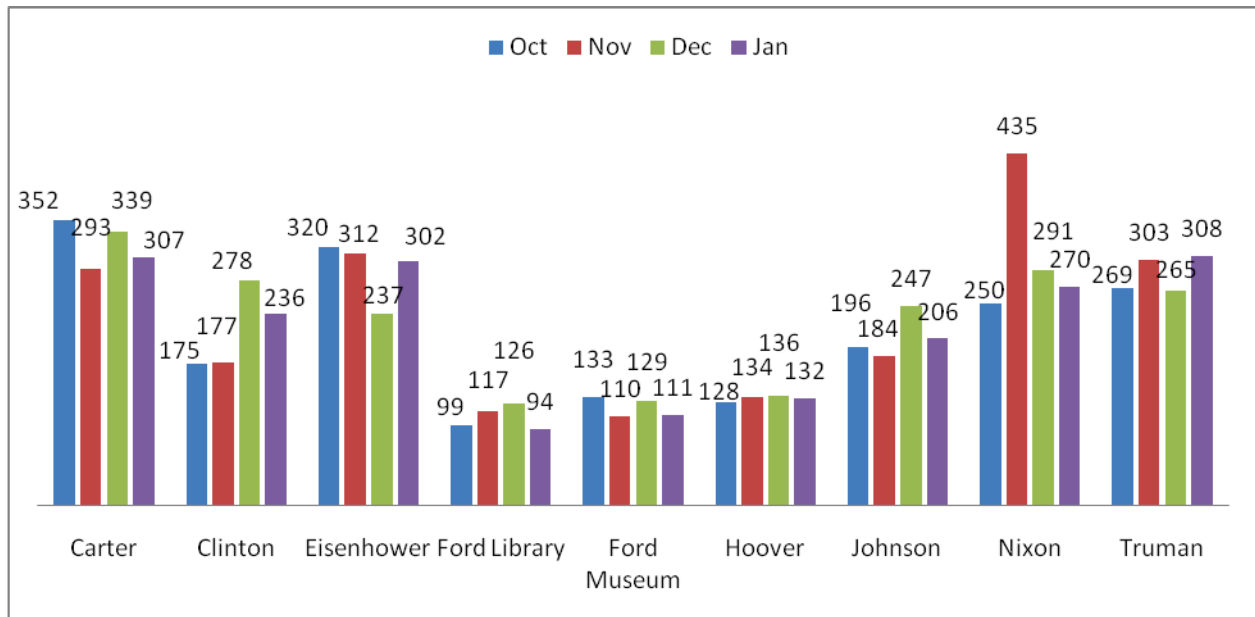
Blog	Views	Post Title
NARations	682	Today's Document goes mobile!
Prologue	469	Have you hugged a squirrel today?
Prologue	349	"I'm 15 and I feel like 80"
NARations	336	Tech Tuesday Tribute: Ken Thibodeau
AOTUS	261	Celebrating Ronald Reagan

Facebook

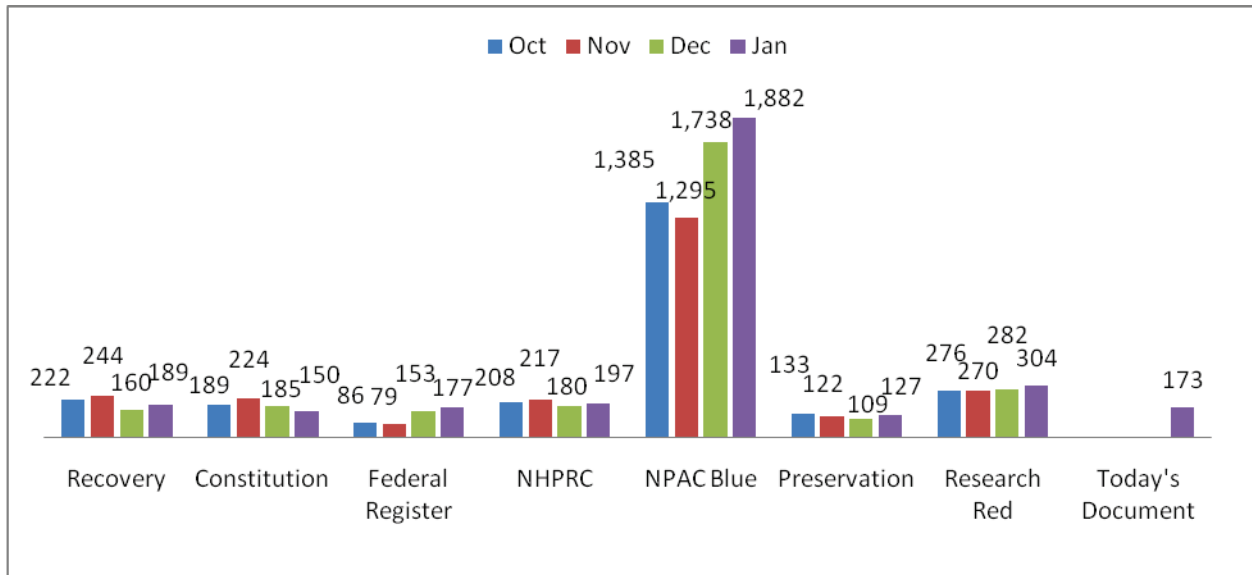
Views or Impressions on Regional Pages



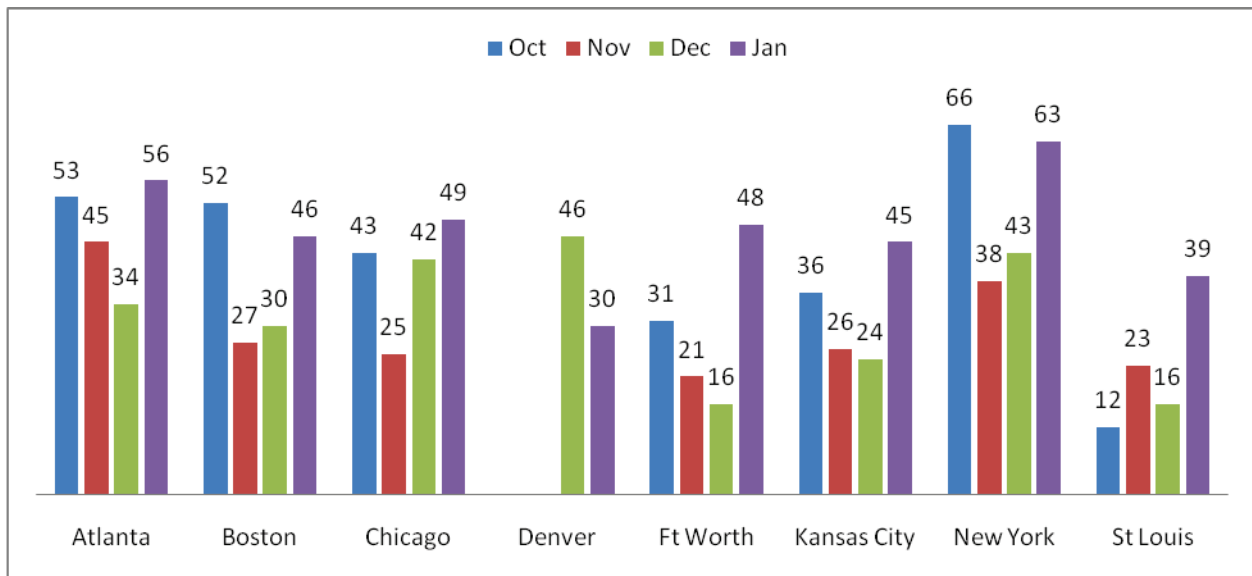
Views or Impressions on Presidential Library Pages



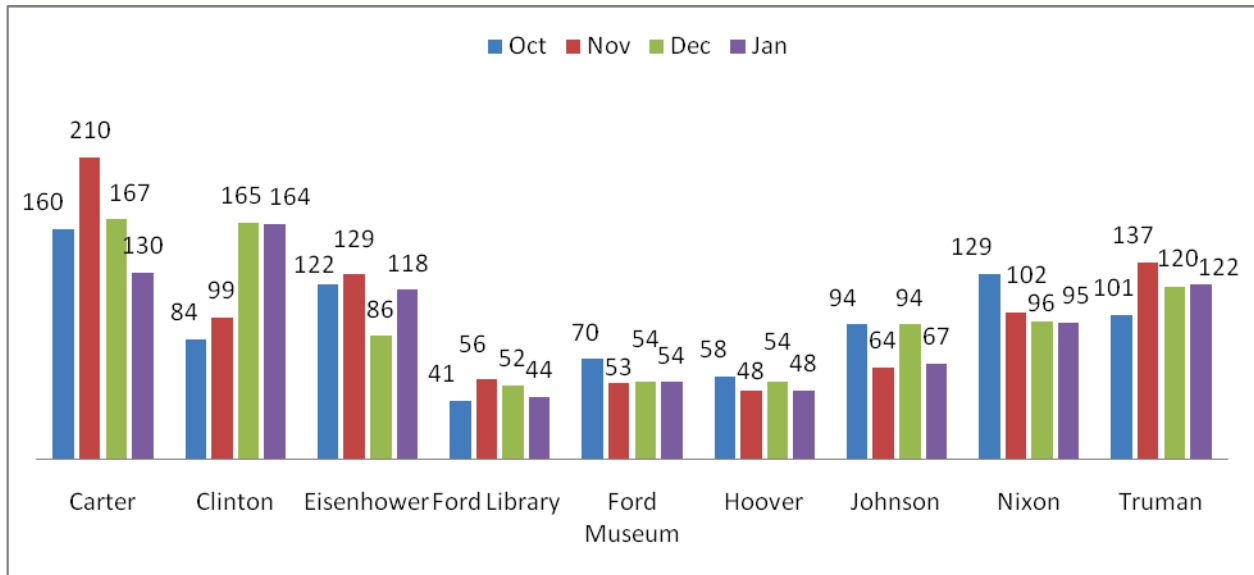
Views or Impressions on Agency-Wide Pages



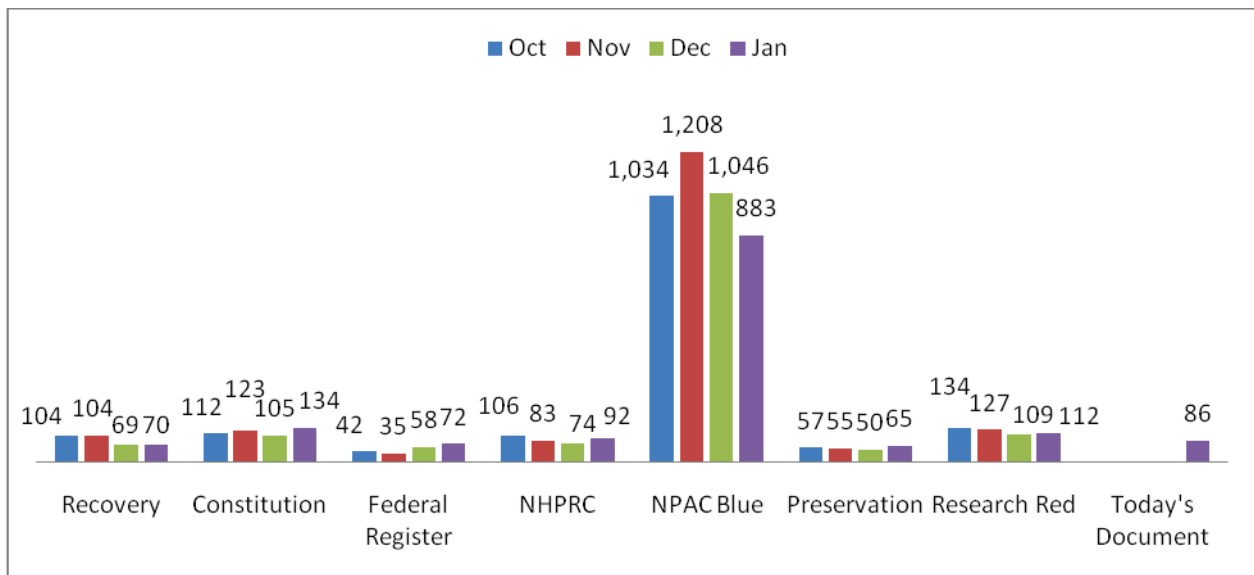
Fans of Regional Pages



Fans of Presidential Library Pages

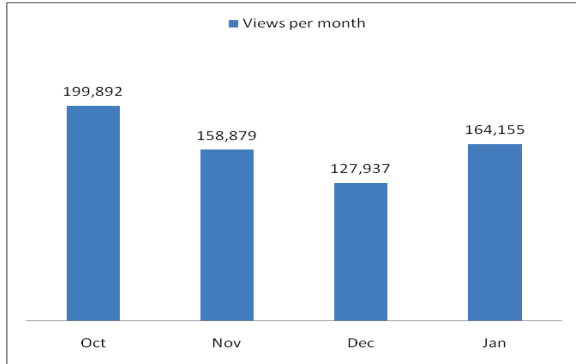


Fans of Agency-Wide Pages

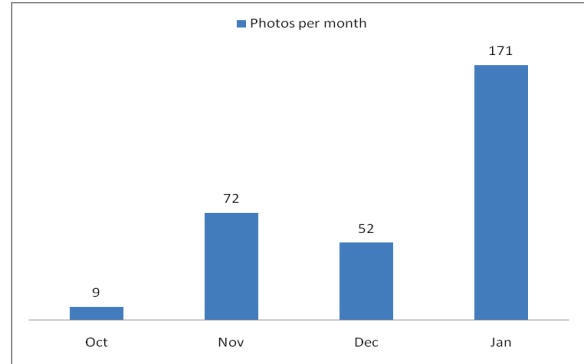


Flickr

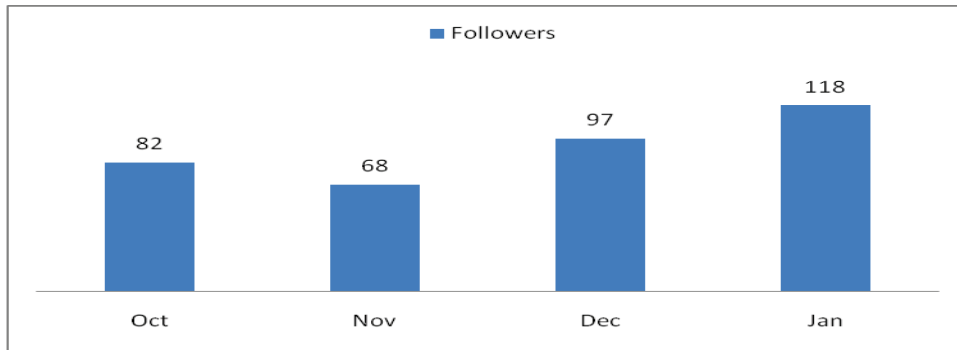
Views on U.S. National Archives Photostream (Per Month)








Photos on U.S. National Archives Photostream (Per Month)



Followers of U.S. National Archives Photostream

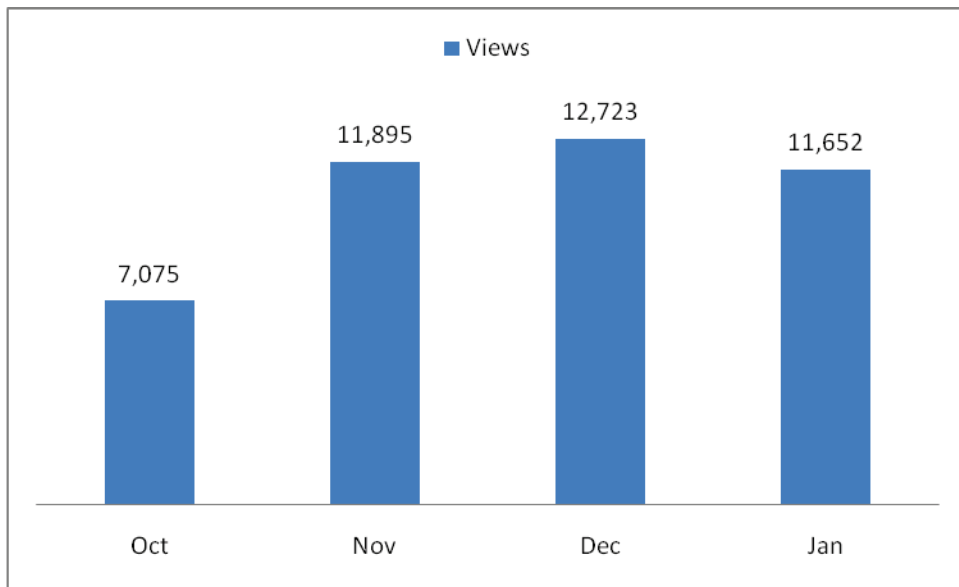


Top 5 Most Viewed Photos on U.S. National Archives Flickr Photostream

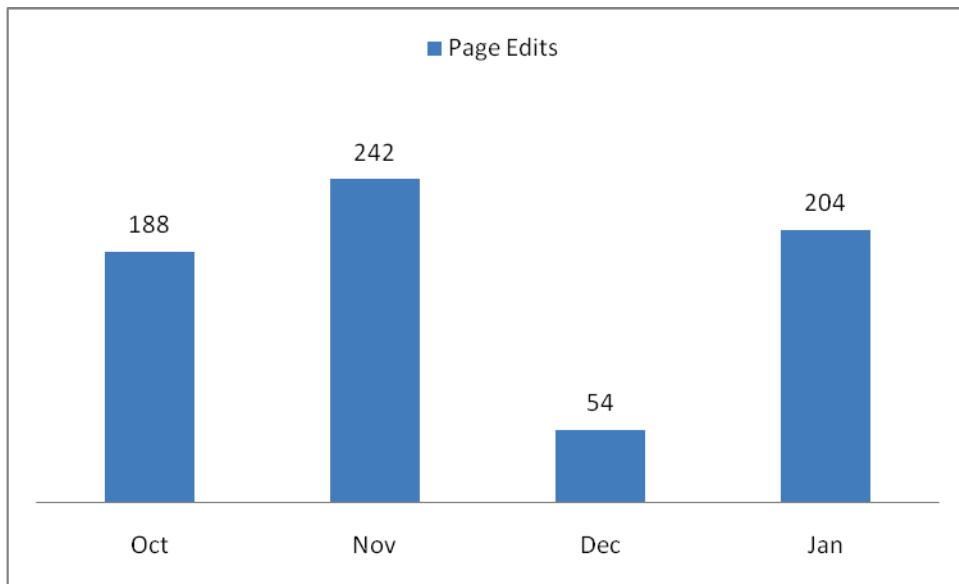
Views	Title	Image
1. 11,757	Richard M. Nixon and Elvis Presley at the White House	
2. 10,293	"Top Women" at U.S. Steel's Gary, Indiana, Works, 1940-1945	
3. 8,787	Hitchhiker with His Dog "Tripper" on U.S. 66, May 1972	
4. 6,421	Safety Garb for Women Workers, ca. 1943	
5. 6,243	Earth, as Seen by Astronauts Eugene Cernan, Ronald Evans and Harrison Schmidt from Apollo 17	

Our Archives Wiki

Number of Views on “Our Archives” Wiki

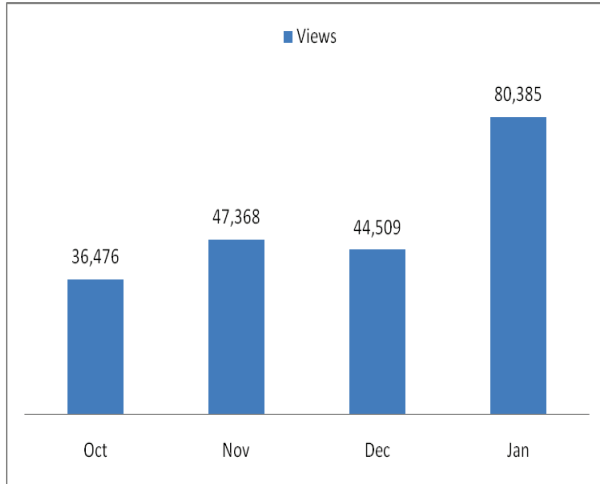


Number of Edits on “Our Archives” Wiki

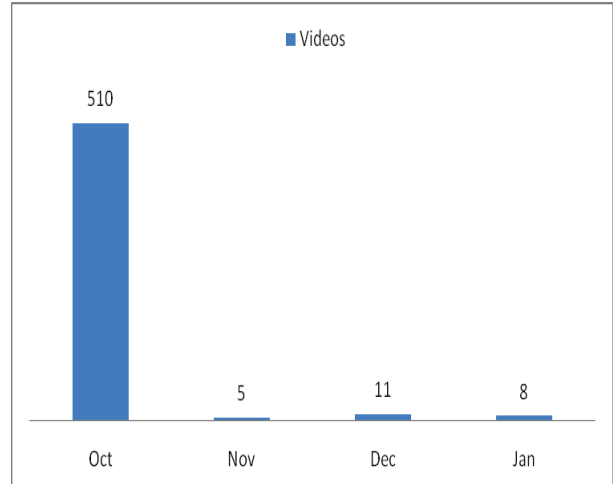


YouTube

Views on U.S. National Archives Channel



New Videos on U.S. National Archives Channel

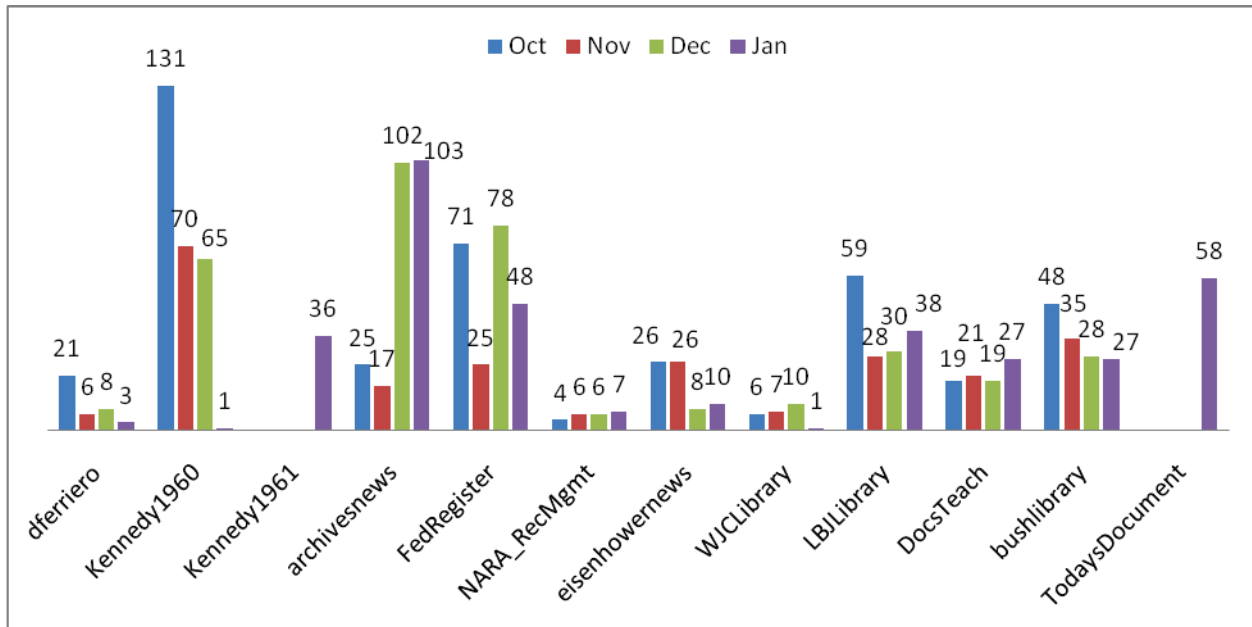


Top 5 Most Viewed Videos for January 2011 on U.S. National Archives YouTube Channel

Title	Views	% of Total Views
War Comes to America	25,428	32%
National Archives Discovers Date Change on Lincoln Document	12,630	16%
The Eagle Has Landed - 1969	6,459	8%
Women in Leadership: Journalism	2,500	3%
Land of the Giants	1,578	2%

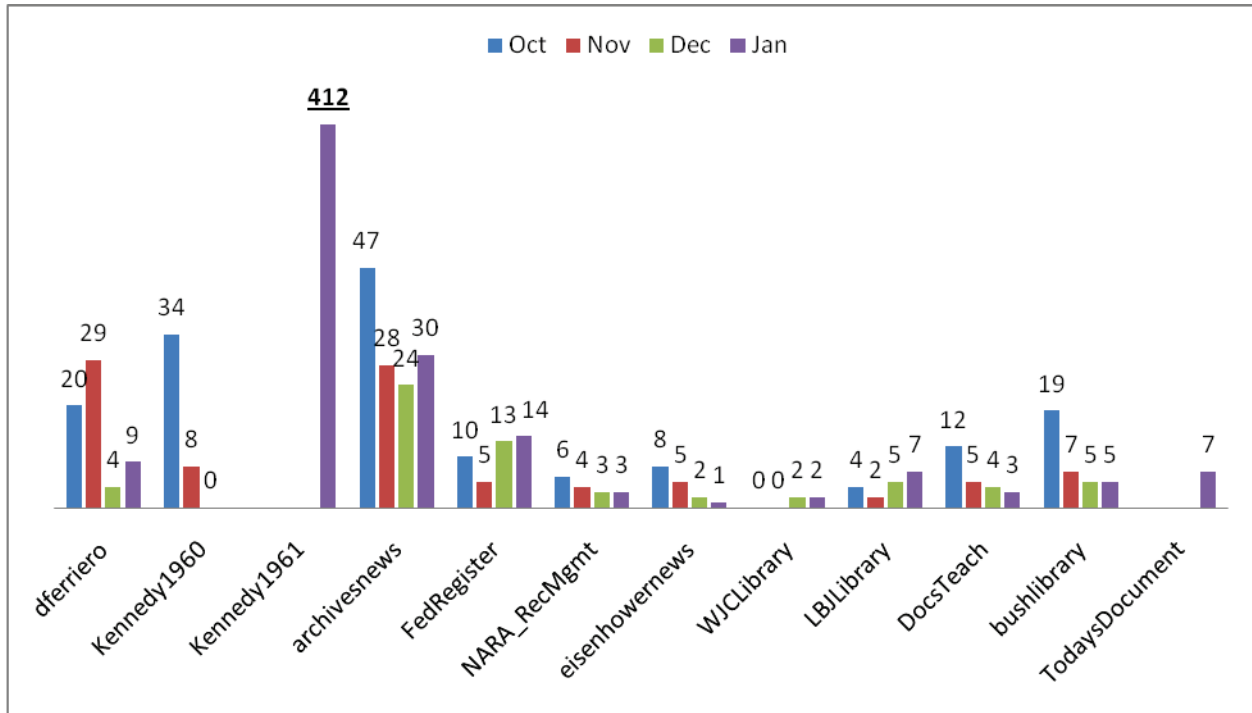
Twitter

Number of Posts on U.S. National Archives Twitter Feeds



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

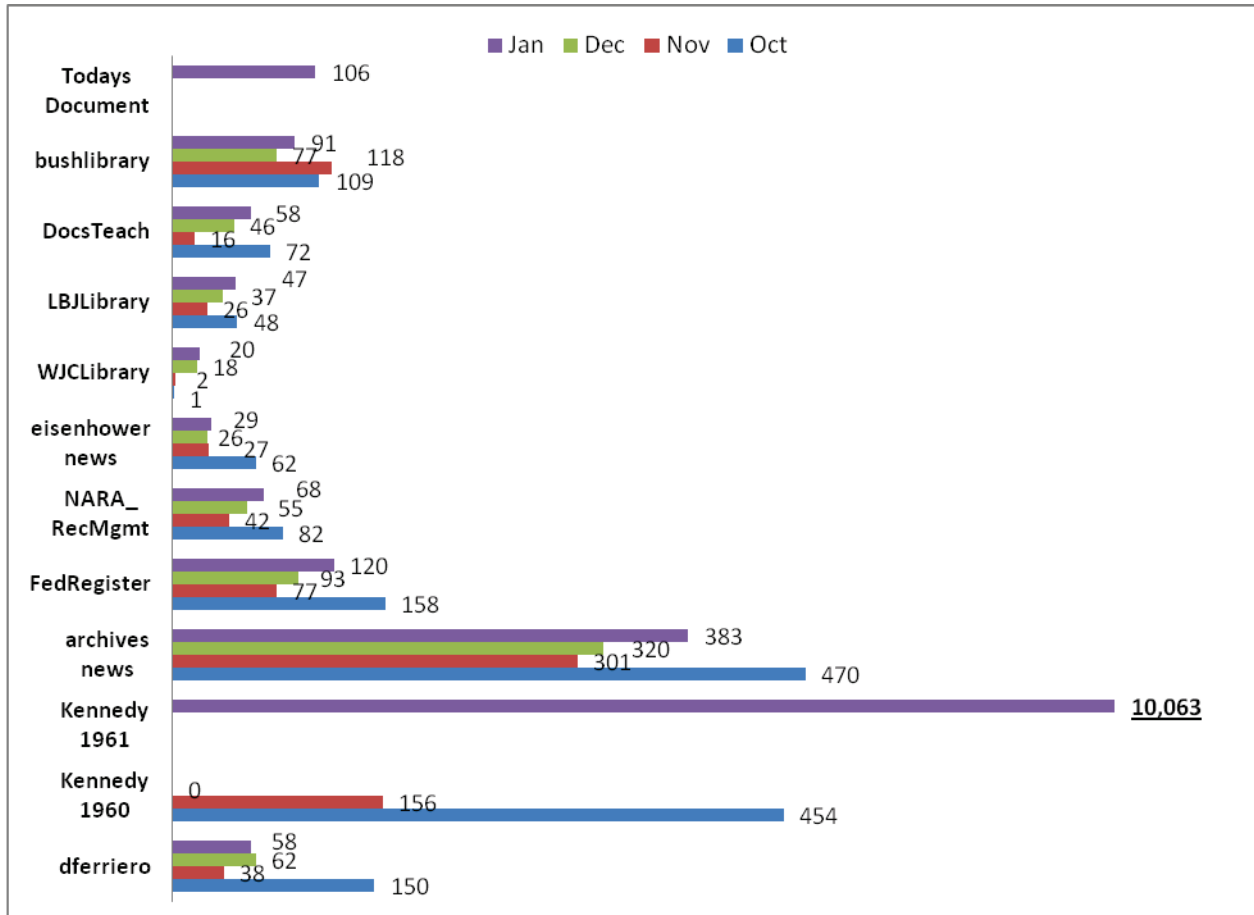
Number of New Favorites (Listed) on U.S. National Archives Twitter Feeds



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

Data for @Kennedy 1961 is not to scale.

Number of New Followers on U.S. National Archives Twitter Feeds



*Note: The @Kennedy1961 account replaces @Kennedy1960 starting in January 2011.
Data for @Kennedy 1961 is not to scale.

Sources of Information

IEWS/IMPRESSIONS PER SOCIAL MEDIA SITE	SOURCE
Archives.gov Blogs FY 2010 and FY2011	Unique visitors by month (Google Analytics)
National Archives YouTube Channel FY 2010 and FY2011	Views of videos on this channel (YouTube)
Flickr (USNatArchives & ArchivesNews) FY 2010 and FY2011	View counts: total for photos and videos; photostream; sets; collections; galleries (Flickr)
Facebook FY 2010 and FY2011	Daily Page Views from users logged into Facebook (unique users) (Facebook)
Our Archives Wiki FY 2010 and FY2011	Views (Our Archives Wiki)

CITIZENS ENGAGED	SOURCE
Archives.gov Blogs Total	Feed subscribers (Feedburner) Unique visitors by month (Google Analytics)
Facebook Total	The number of new people who have liked your Page (total count) (Facebook) Daily Page Views from users logged into Facebook (unique users) (Facebook)
National Archives YouTube Channel Total	Number of people currently subscribed to your channel (YouTube) Views of videos on this channel (YouTube)
Flickr (USNatArchives & ArchivesNews) Total	Who calls you a contact? (Flickr) View counts: total for photos and videos; photostream; sets; collections; galleries (Flickr)
Our Archives Wiki Total	New Users (Our Archives Wiki)

	Views (Our Archives Wiki)
Twitter (all NARA feeds) Total	Following (Twitter)
Foursquare Total	Followers (Foursquare)

SOCIAL MEDIA PROJECTS	SOURCE
Monthly Views: External Social Media Projects	Our Archives Wiki – Views Daily Page Views from users logged into Facebook (unique users) Flickr – View counts, total YouTube – Views of videos on this channel Google Analytics – Unique visitors by month
Number of Archives.gov Visits Referred by Social Media Sites	Visits by referring sites (Google Analytics)
Number of Archives.gov Visits Referred by Archives.gov Blogs	Visits by referring site: blogs.archives.gov (Google Analytics)
Number of New External Social Media Projects	(Internal project tracking database)
Number of New Internal Social Media Projects	(Internal project tracking database)
Number of Social Media Projects by Office	(Internal project tracking database)

DETAIL VIEW – BLOGS (ARCHIVES.GOV)	SOURCE
Visits on All Archives.gov Blogs	Unique visitors by month (Google Analytics)
Number of RSS Feed Subscribers to Archives.gov Blogs	Feed subscribers (Feedburner)
Top 5 Most Viewed Blog Posts	Pageviews for all visitors (Google Analytics)

DETAIL VIEW – FACEBOOK	SOURCE
Views or Impressions on Regional, Presidential Library, and Agency-Wide Pages	Daily Page Views from users logged into Facebook (unique users) (Facebook)
Fans of Regional, Presidential Library, and Agency-Wide Pages	The number of new people who have liked your Page (total count) (Facebook)

DETAIL VIEW – FLICKR	SOURCE
Views on Photostream (Per Month)	View counts: total for photos and videos; photostream; sets; collections; galleries (Flickr)
Photos Uploaded (Per Month)	Content uploaded on...[current month] (Flickr)
New Followers of USNatArchives and ArchivesNews Photostreams	Who calls you a contact? (Flickr)

DETAIL VIEW – OUR ARCHIVES WIKI	SOURCE
Number of Views on Our Archives Wiki	Views (Our Archives Wiki)
Number of Edits on Our Archives Wiki	Edits (Our Archives Wiki)

DETAIL VIEW – YOUTUBE	SOURCE
Views on U.S. National Archives Channel	Views of videos on this channel (YouTube)
New Videos on U.S. National Archives Channel	My uploaded videos (YouTube)
Top 5 Most Viewed Videos for June 2011 on U.S. National Archives YouTube Channel	Views of top videos (YouTube)

DETAIL VIEW – TWITTER	SOURCE
Number of Posts on U.S. National Archives Twitter Feeds	Tweets (Twitter)
Number of New Favorites (Listed) on U.S. National Archives Twitter Feeds	Listed (Twitter)
Number of New Followers on U.S. National Archives Twitter Feeds	Following (Twitter)