

SOCIAL MEDIA HIGHLIGHTS

- NARAtions was featured as a top blog for research advice by Family Tree Magazine.
- The @archivesnews Twitter feed reached 4,000 followers.
- Two new blogs were launched on Archives.gov: Transforming Classification, the blog of the Public Interest Declassification Board, and The FOIA Ombudsman, building a bridge between FOIA requesters and Federal agencies.
- NARA signed a terms of service agreement with Tumblr.

BUZZ

- NARA hosted the Open Government Research & Development Summit and the Peace Corps 50th Anniversary event.
- A proposal to move military record groups from Archives I in Washington, DC to St. Louis prompted a great deal of debate in blogs and on Twitter.

MARCH 2011 OVERVIEW

Social Media Tool	Views	New Fans/Followers/Subscribers
Archives.gov Blogs	20,417	2,166 (cumulative)
Facebook	8,217	3,291
National Archives YouTube Channel	58,234	146
Flickr (USNatArchives & ArchivesNews)	337,568	178
Our Archives Wiki	15,653	8
Twitter (all NARA feeds)	--	1,530
FourSquare	8,753 (cumulative check-ins)	5,609 (cumulative)

FISCAL YEAR OVERVIEW

Social Media Tool	FY 2011 Views	FY 2010 Views
Archives.gov Blogs	94,240	120,455 (May – Sept)
Facebook	36,933	110,055 (March – Sept)
National Archives YouTube Channel	325,635	206,360
Flickr (USNatArchives & ArchivesNews)	1,170,874	1,209,356
Our Archives Wiki	73,228	43,087

EXTERNAL (ARCHIVES.GOV) BLOGS

- | | | |
|--------------------------------------|---|--|
| 1. AOTUS | 5. National Declassification Center (NDC) | 8. The Text Message |
| 2. FOIA Ombudsman | 6. Prologue | 9. Today's Document |
| 3. Hoover Blackboard | 7. Records Express | 10. Transforming Classification (PIDB) |
| 4. NARAtions | | |

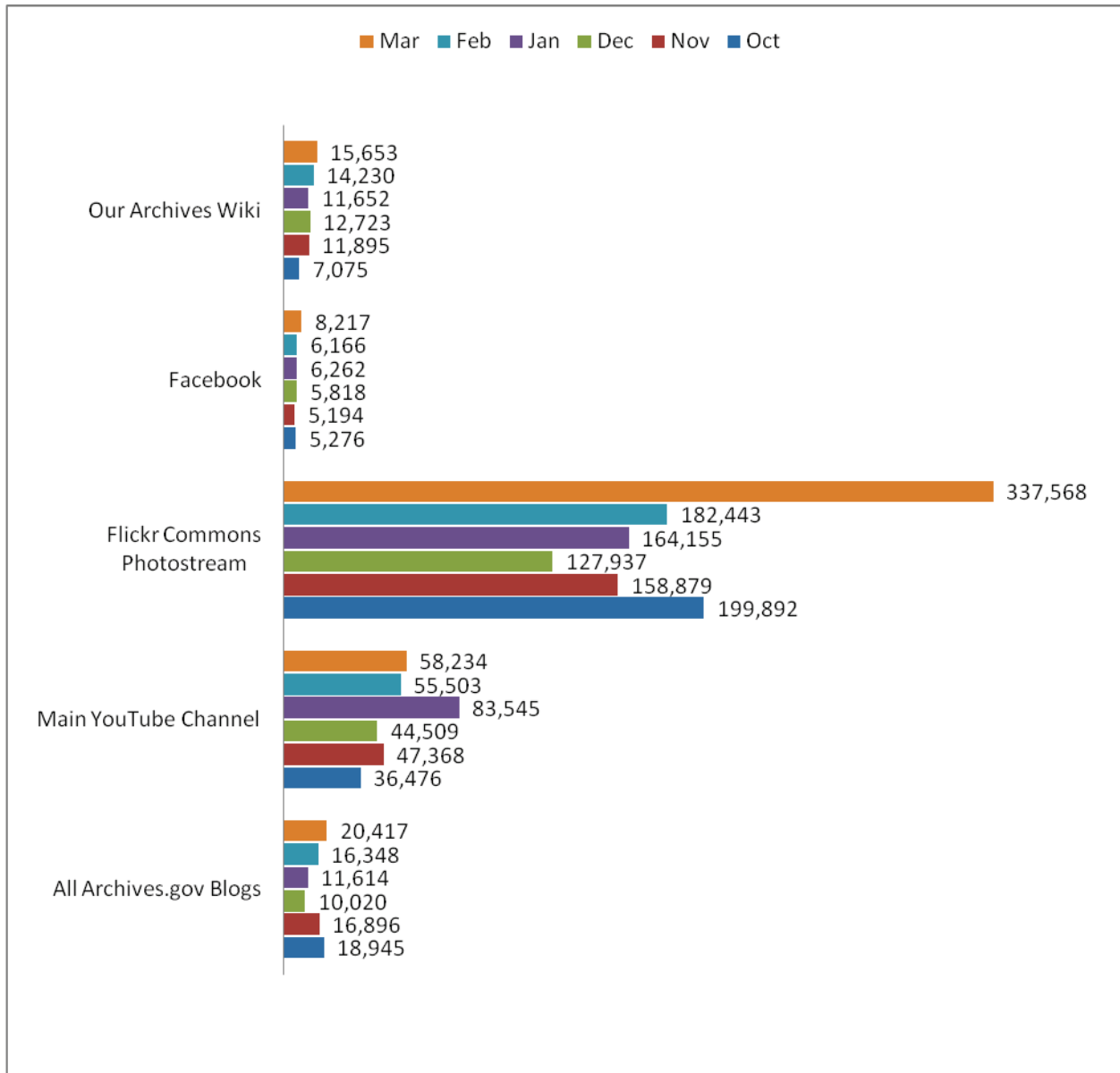
INTERNAL (NARA@WORK) BLOGS

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

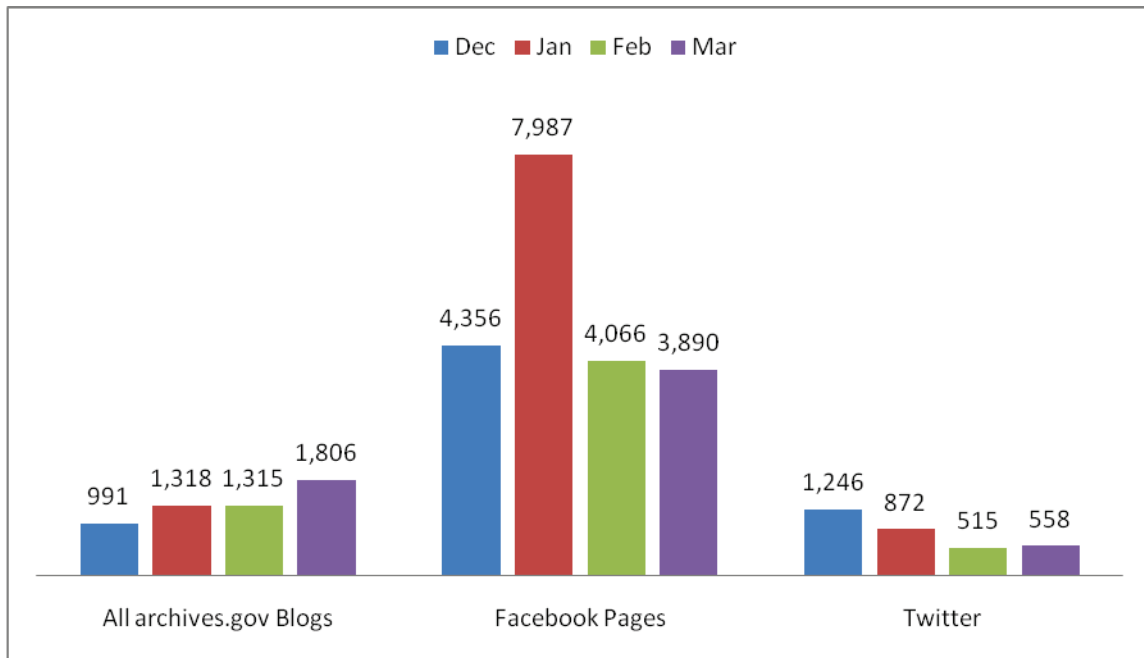
SOCIAL MEDIA TOOLBOX (Tools currently in use)

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

Monthly Views: External Social Media Projects

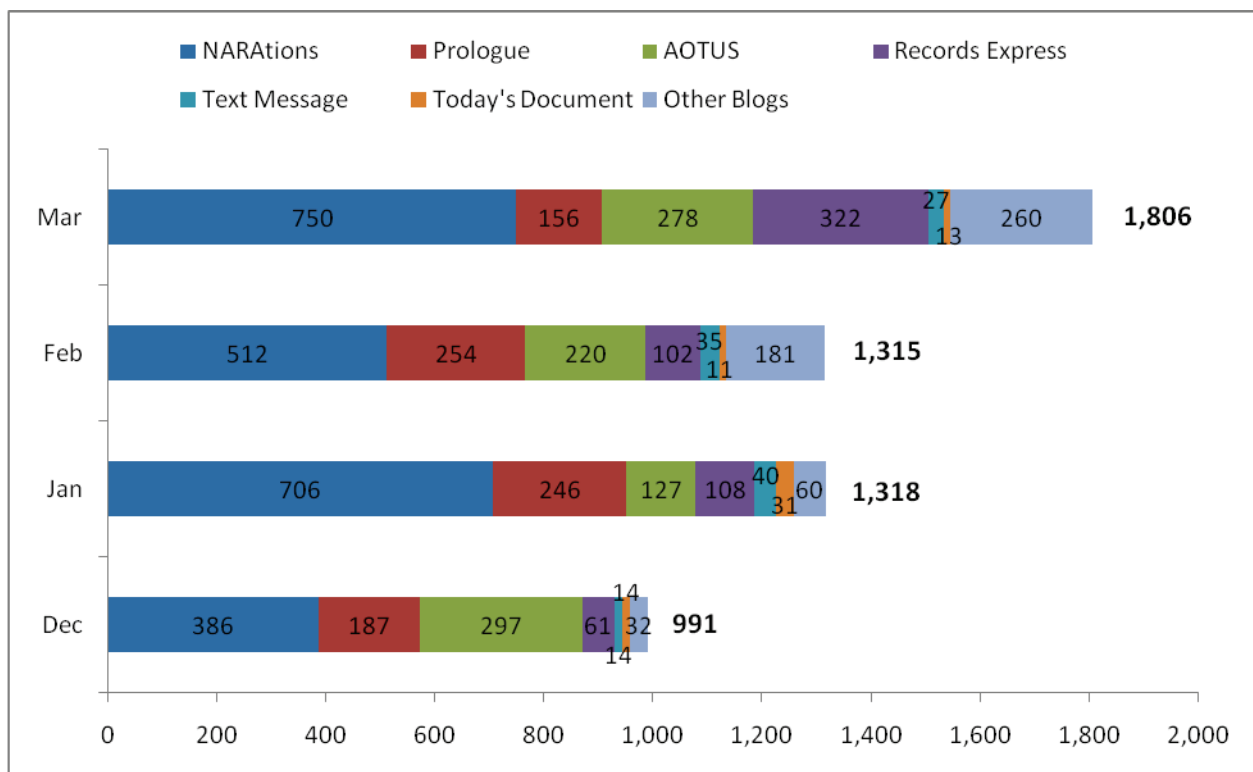


Number of Archives.gov Visits Referred by Social Media Sites



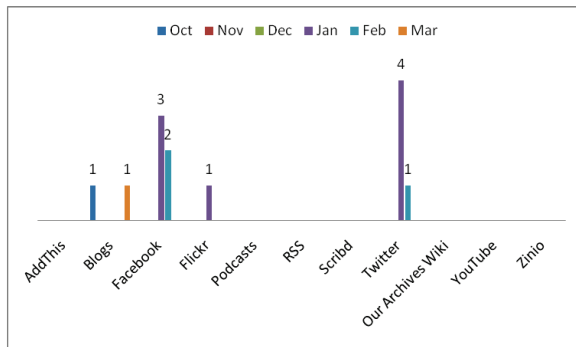
*Data from Google Analytics is only available starting from December 2010.

Number of Archives.gov Visits Referred by Archives.gov Blogs

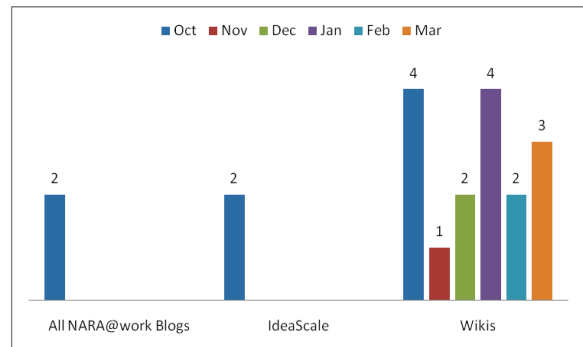


*Data from Google Analytics is only available starting from December 2010.

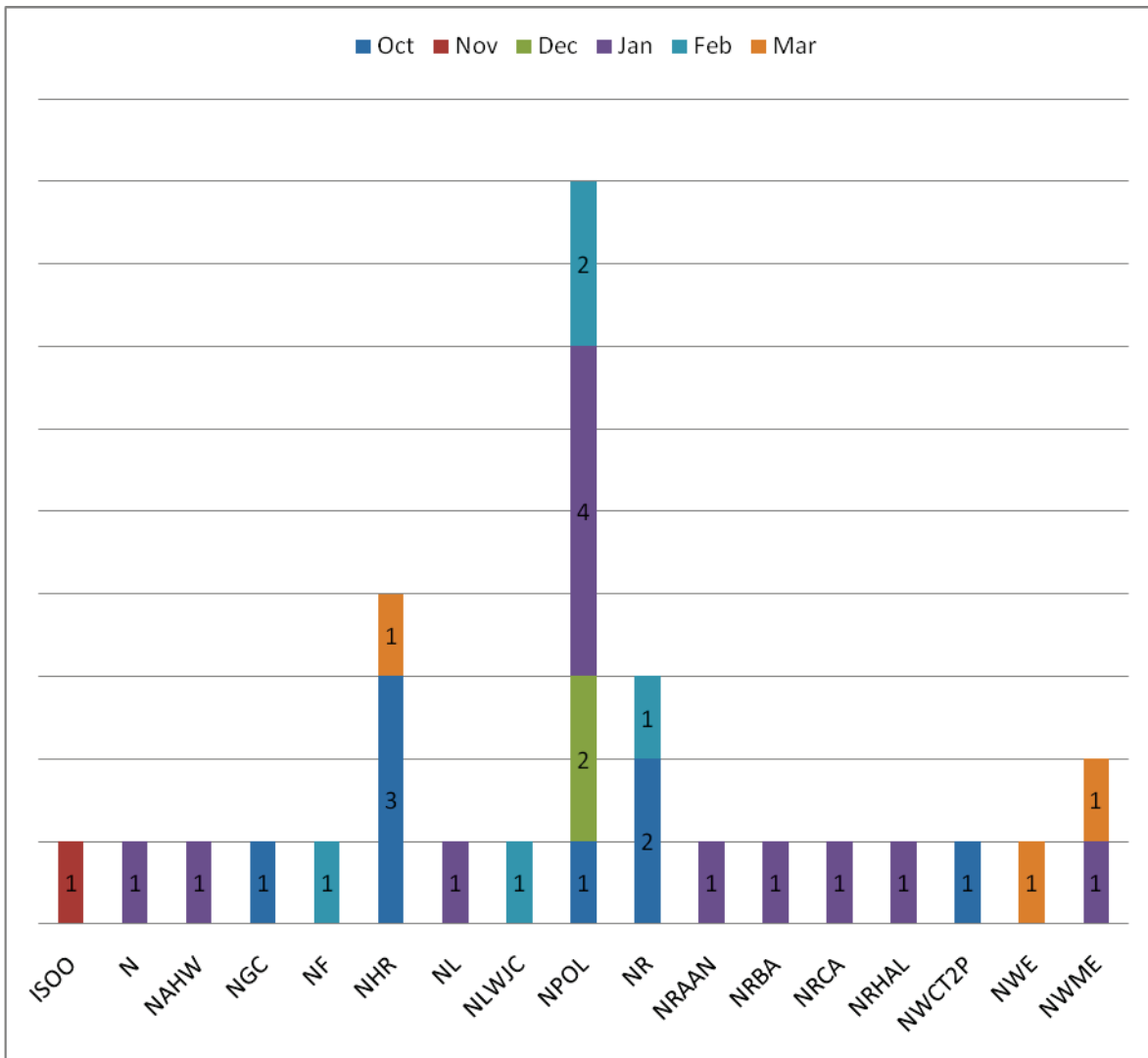
Number of New External Social Media Projects



Number of New Internal Social Media Projects

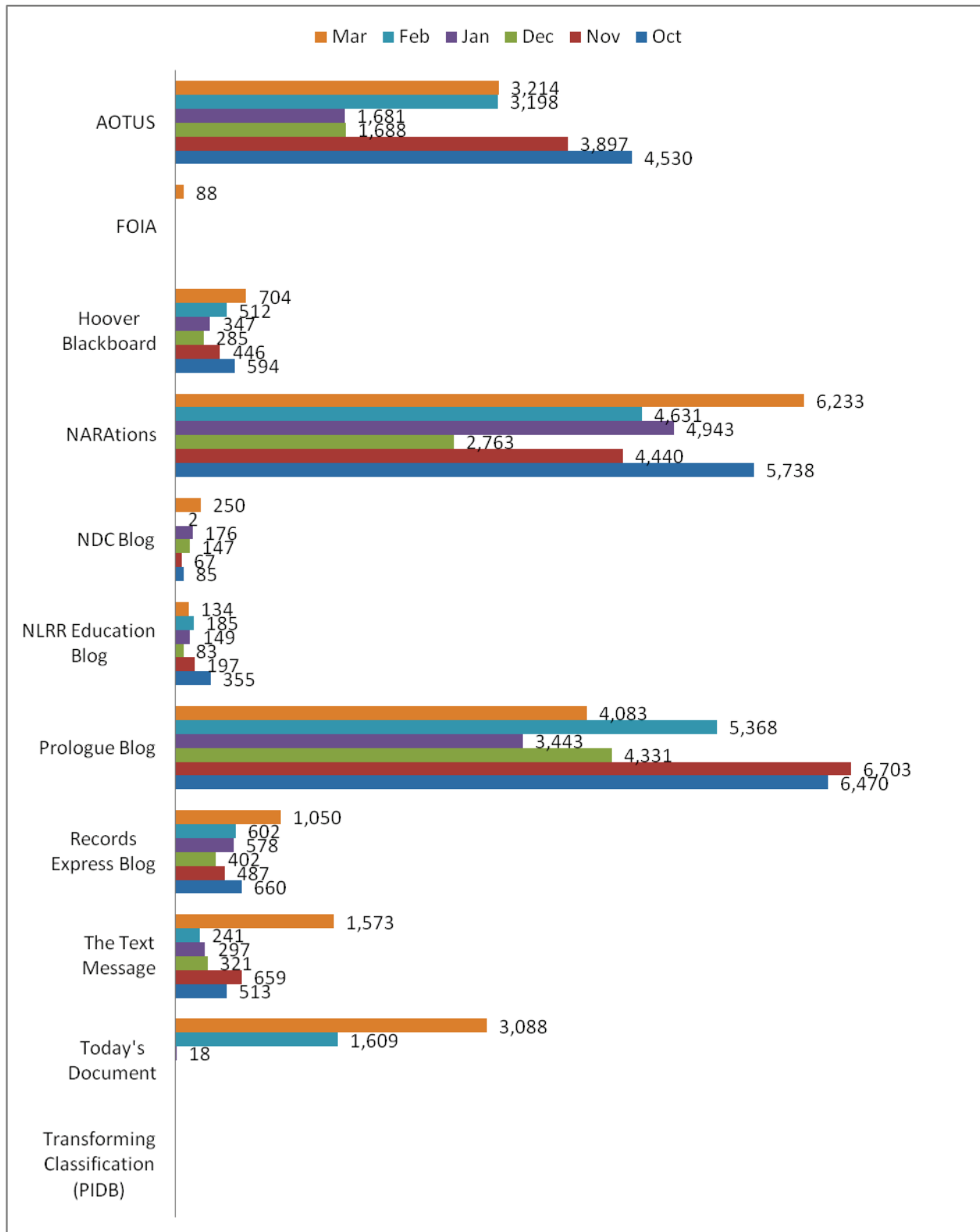


Number of Social Media Projects by Office



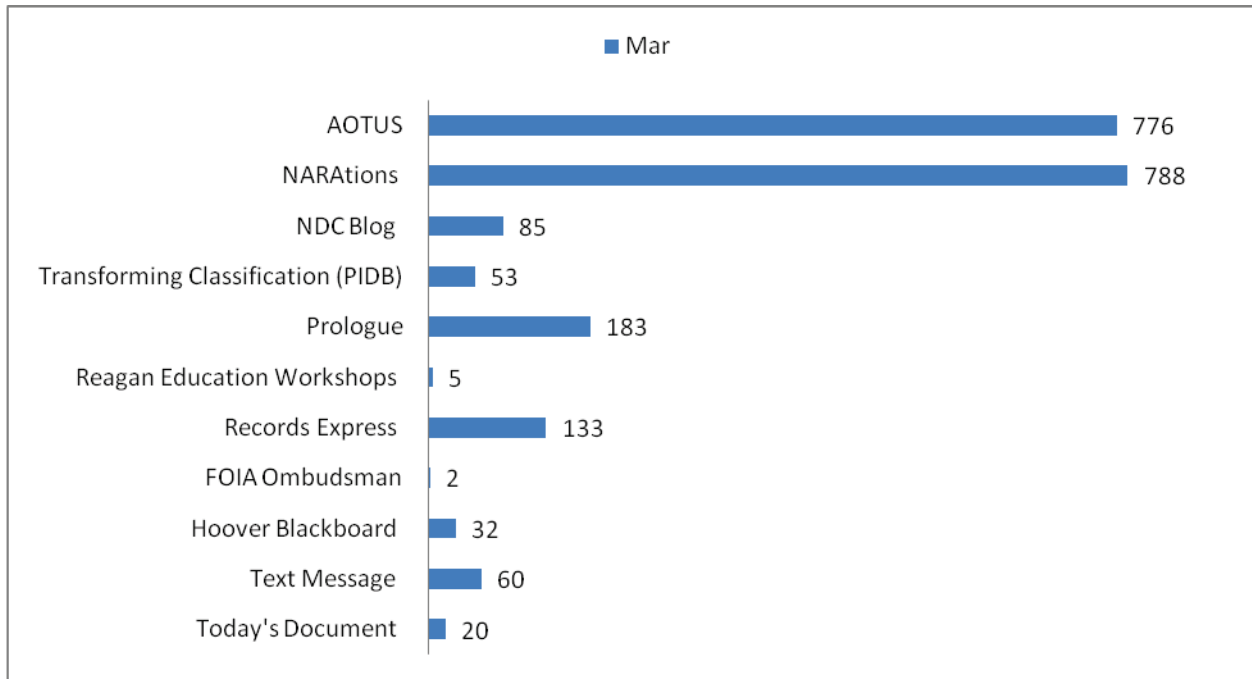
Social Media Tools: Detail View – Blogs

Visits on All Archives.gov Blogs



*Due to an error in setup, views for the Text Message blog include numbers for the Transforming Classification blog this month.

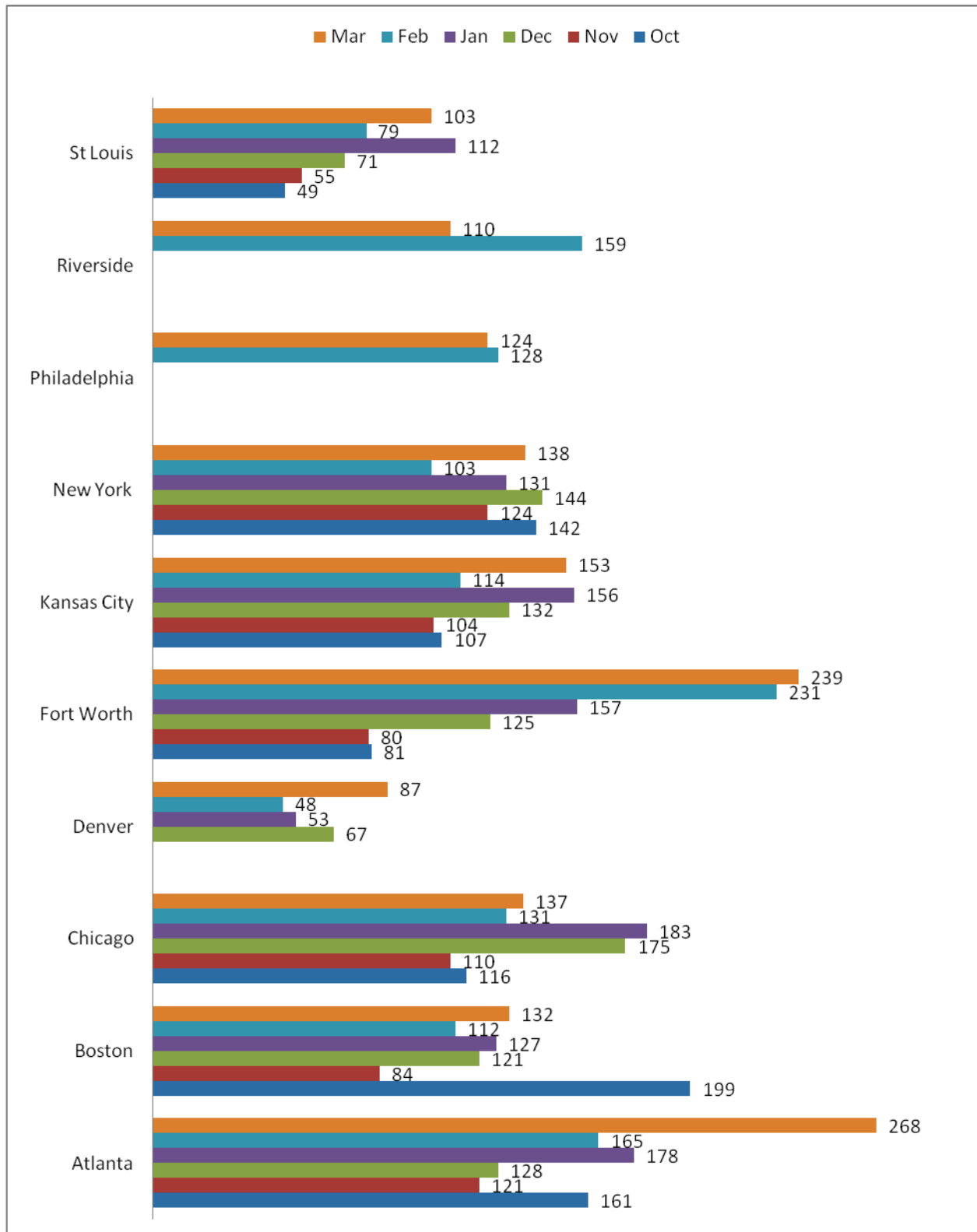
Number of RSS Feed Subscribers to Archives.gov Blogs



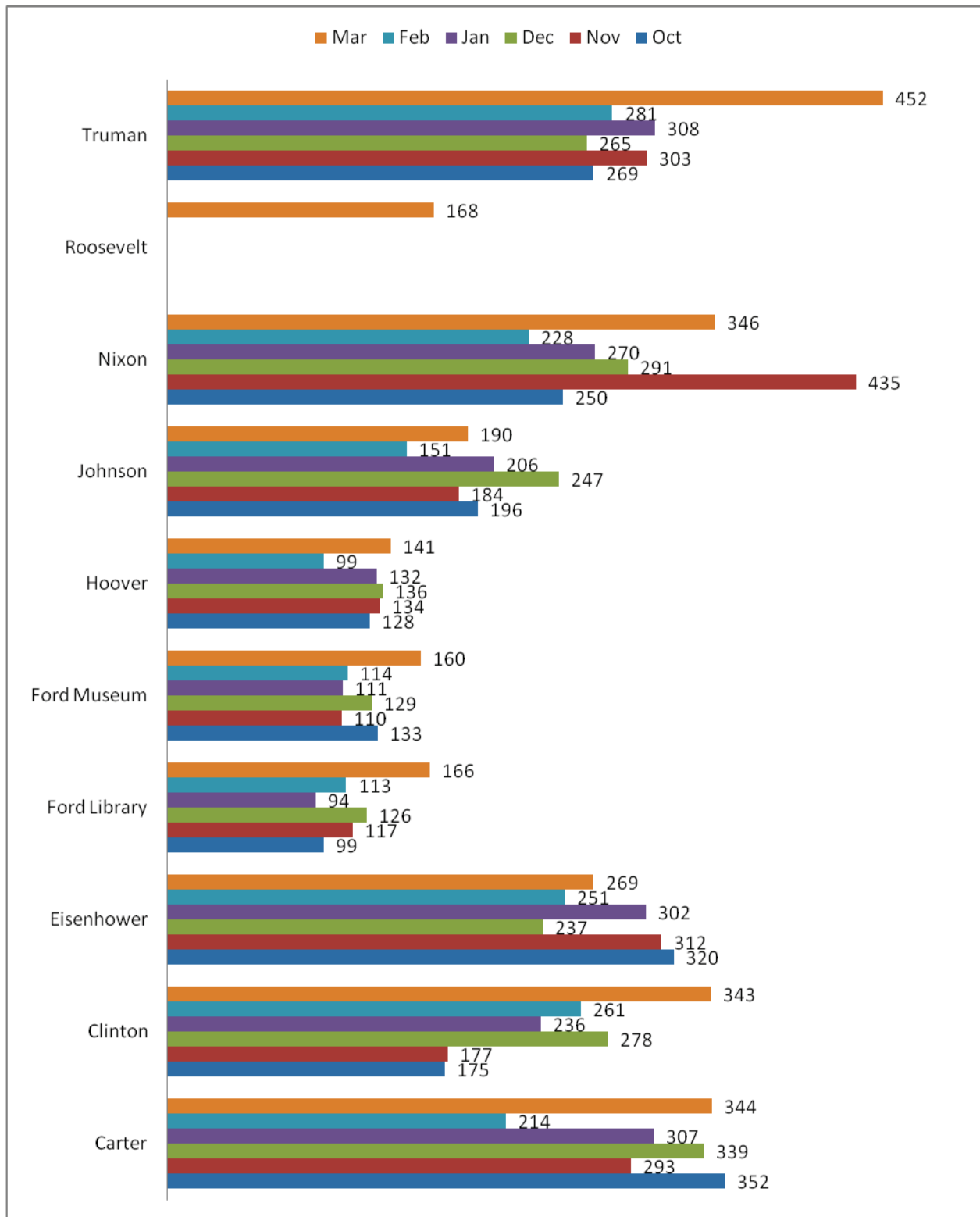
Top 5 Most Viewed Blog Posts in March

Blog	Views	Post Title
AOTUS	1,064	Celebrating 10 Years of Wikipedia
NARAtions	708	ISO Standards for Certifying Trustworthy Digital Repositories
AOTUS	536	Thinking About Leadership
Prologue	518	Thursday's Caption Contest
NARAtions	494	FEMA Photographs Now Online

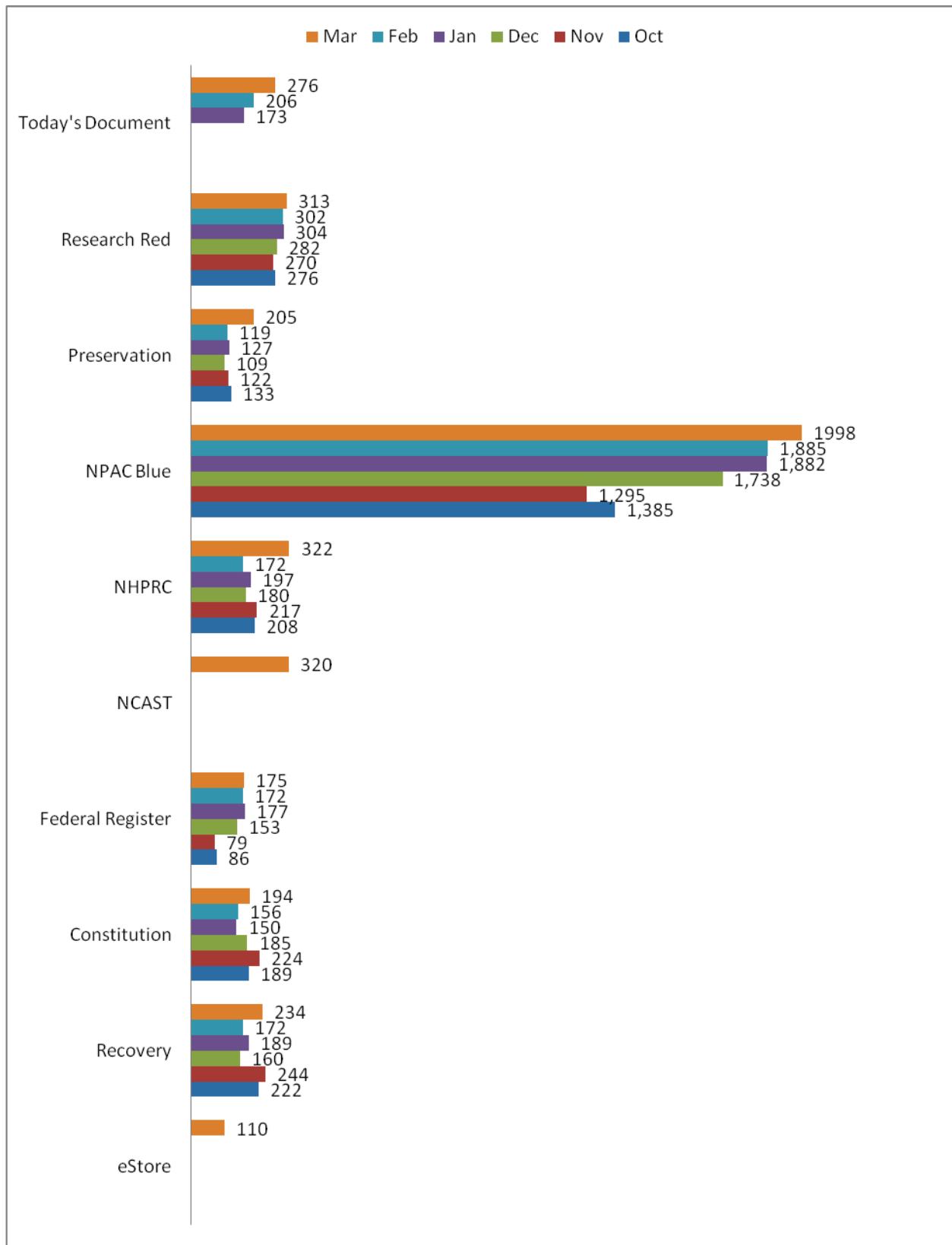
Social Media Tools: Detail View – Facebook
Views or Impressions on Regional Pages



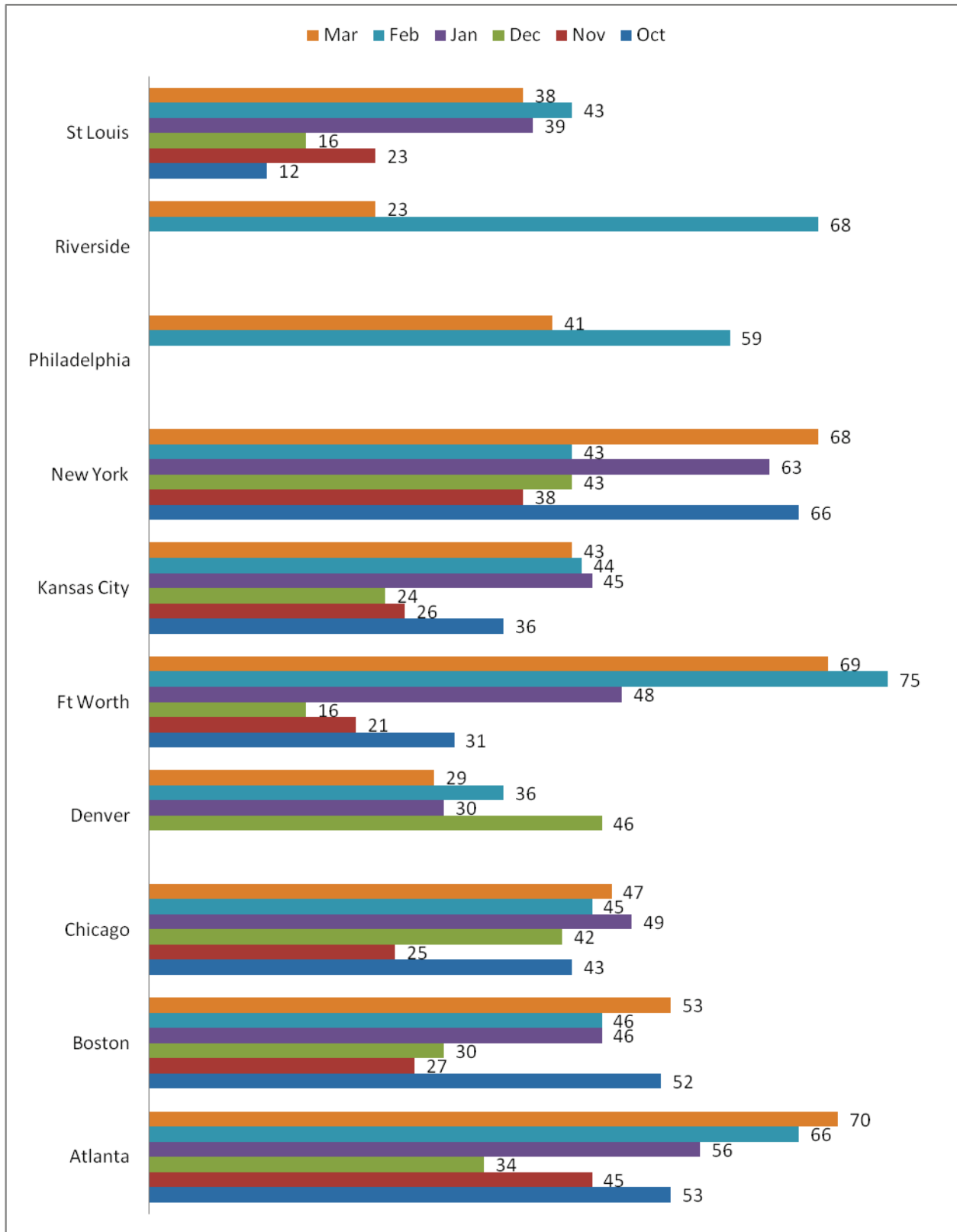
Views or Impressions on Presidential Library Pages



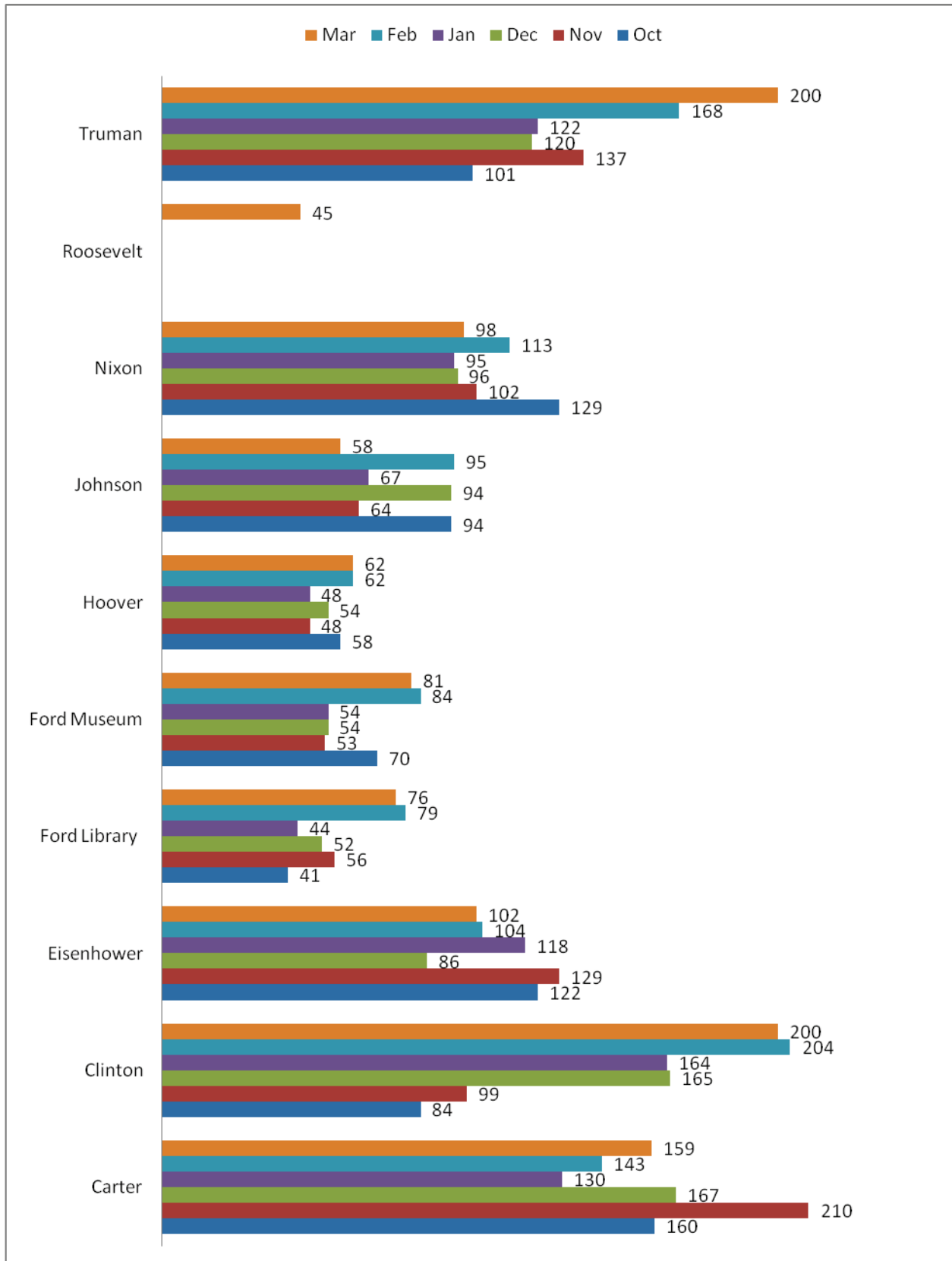
Views or Impressions on Agency-Wide Pages



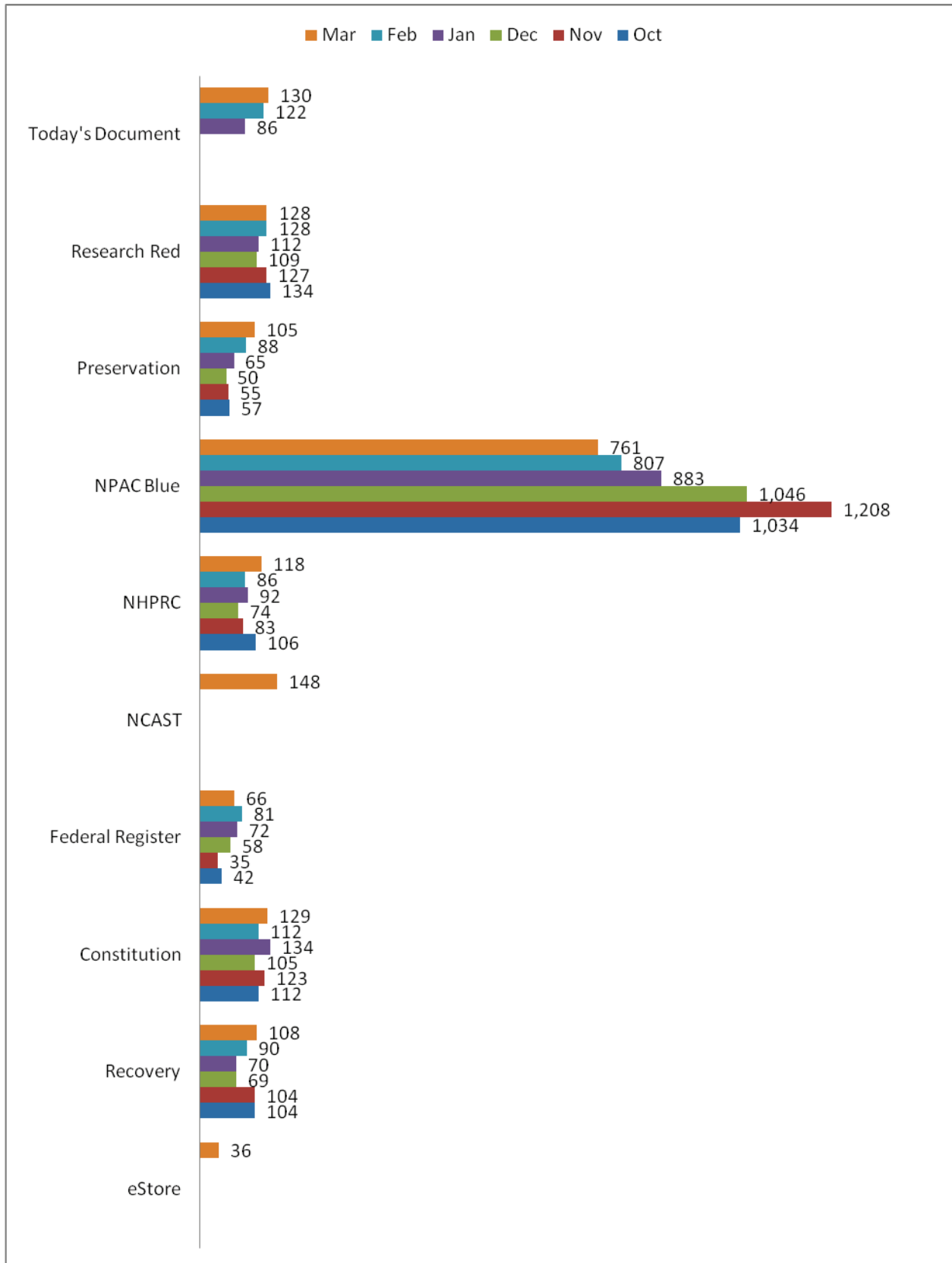
Fans of Regional Pages



Fans of Presidential Library Pages



Fans of Agency-Wide Pages

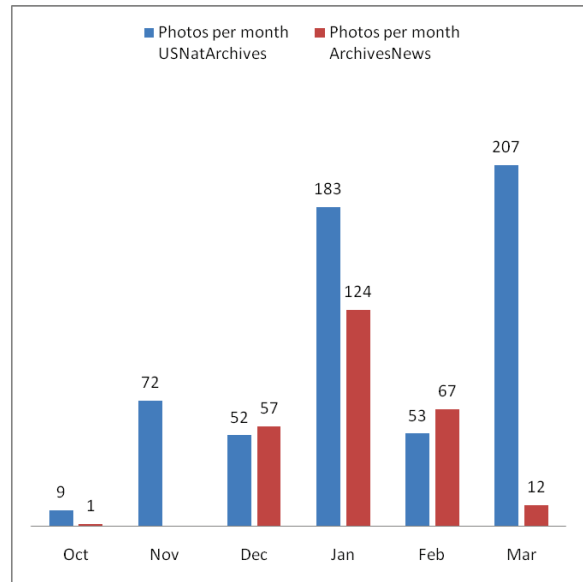


Social Media Tools: Detail View – Flickr

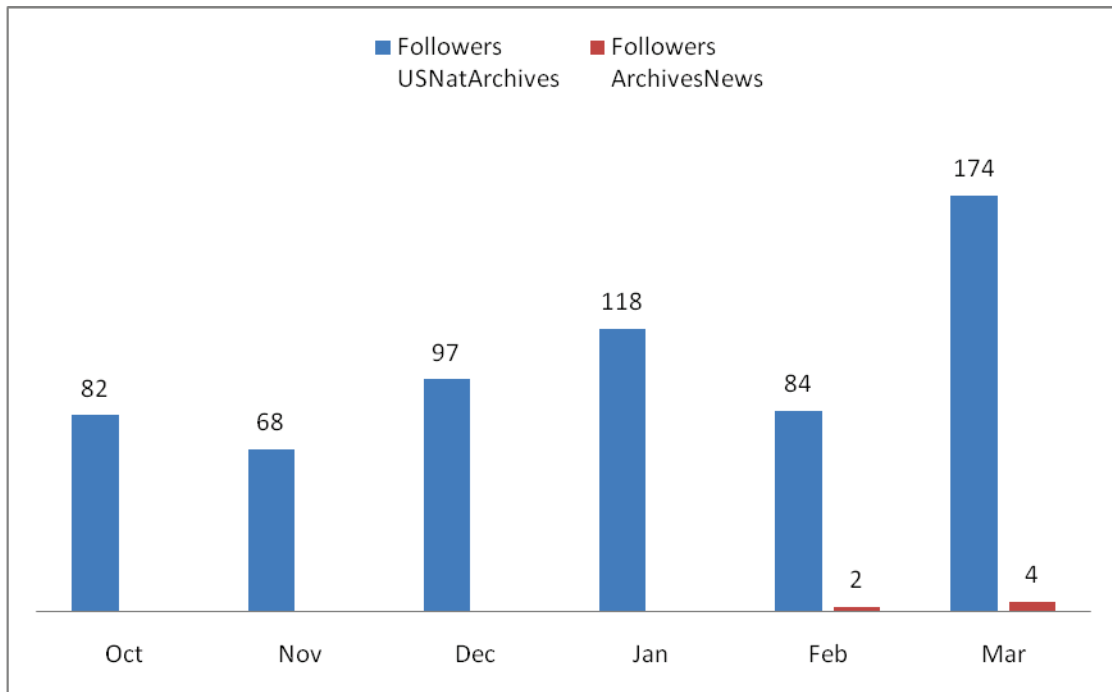
Views on Photostream (Per Month)



Photos Uploaded (Per Month)

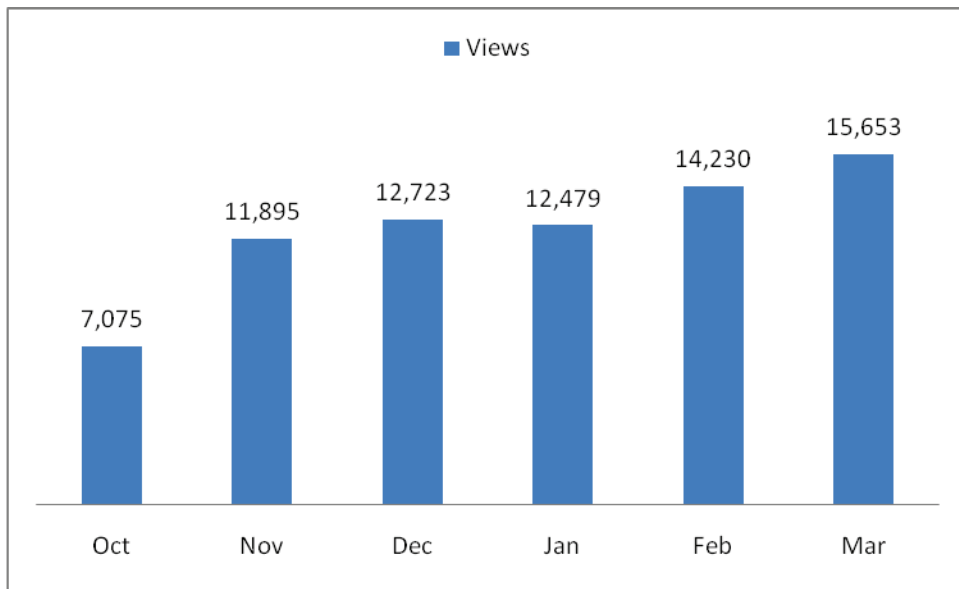


Followers of U.S. National Archives and ArchivesNews Photostreams

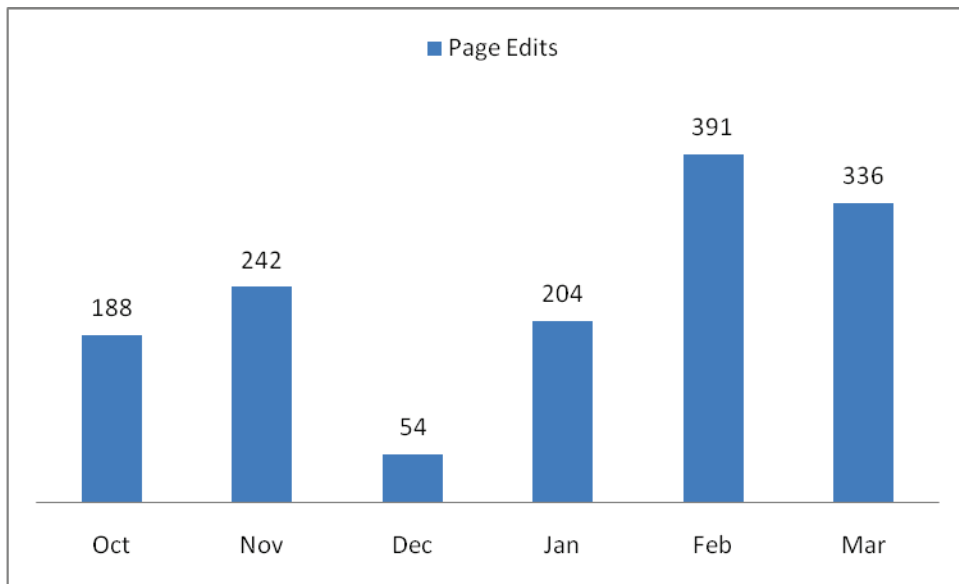


Social Media Tools: Detail View – *Our Archives Wiki*

Number of Views on “Our Archives” Wiki

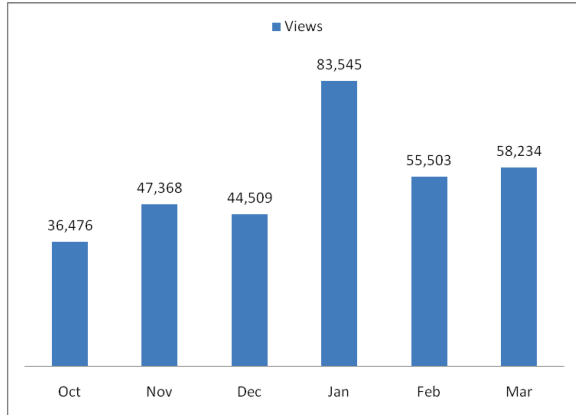


Number of Edits on “Our Archives” Wiki

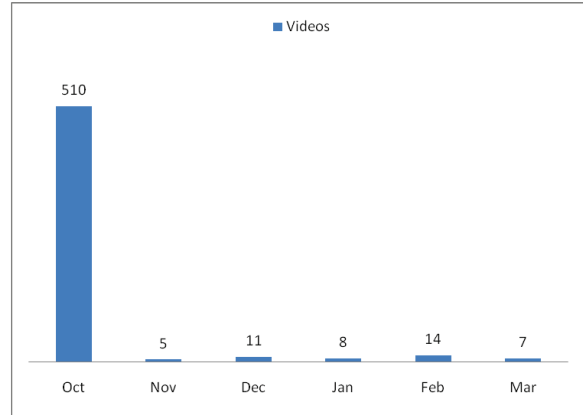


Social Media Tools: Detail View – YouTube

Views on U.S. National Archives Channel



New Videos on U.S. National Archives Channel

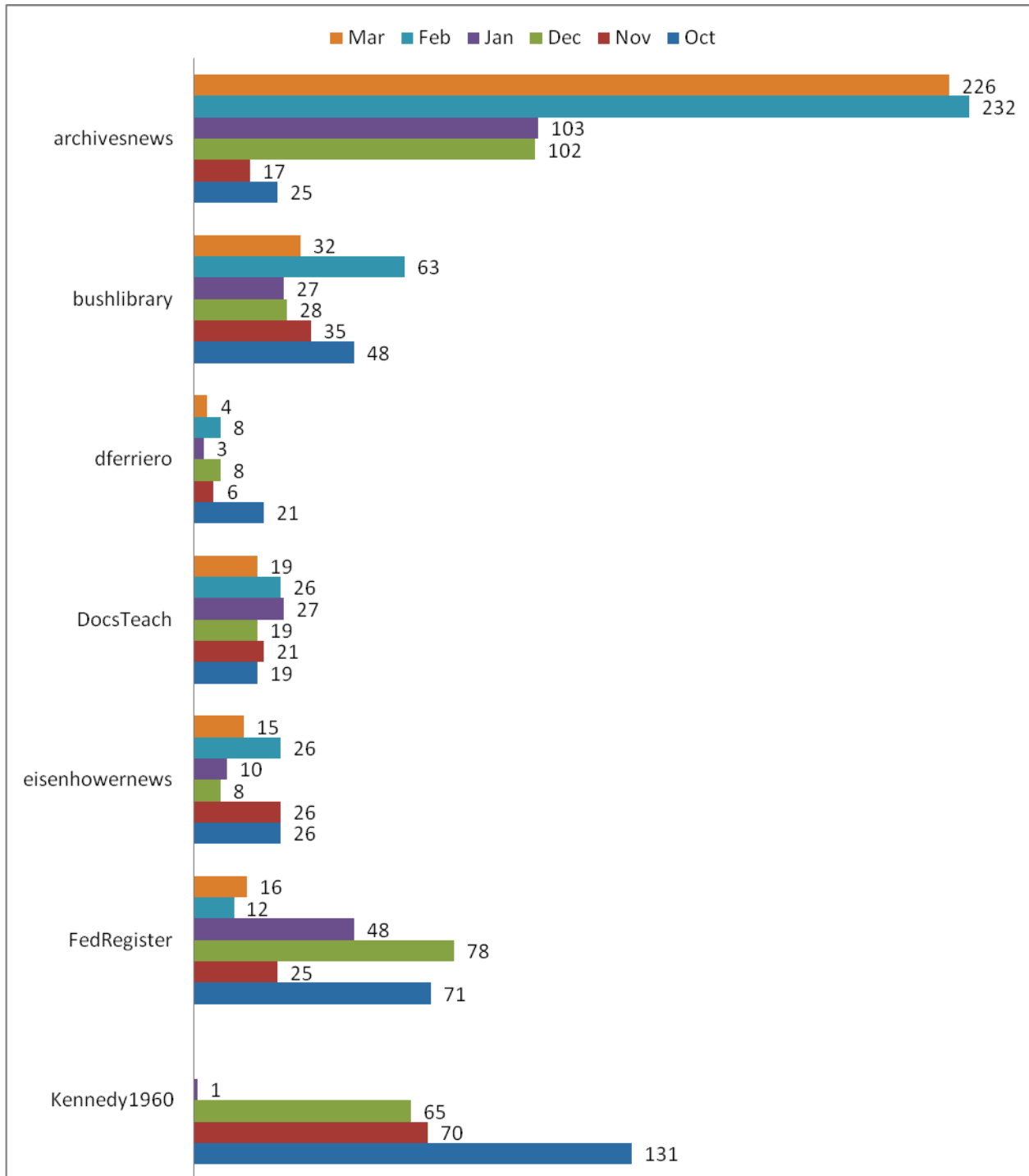


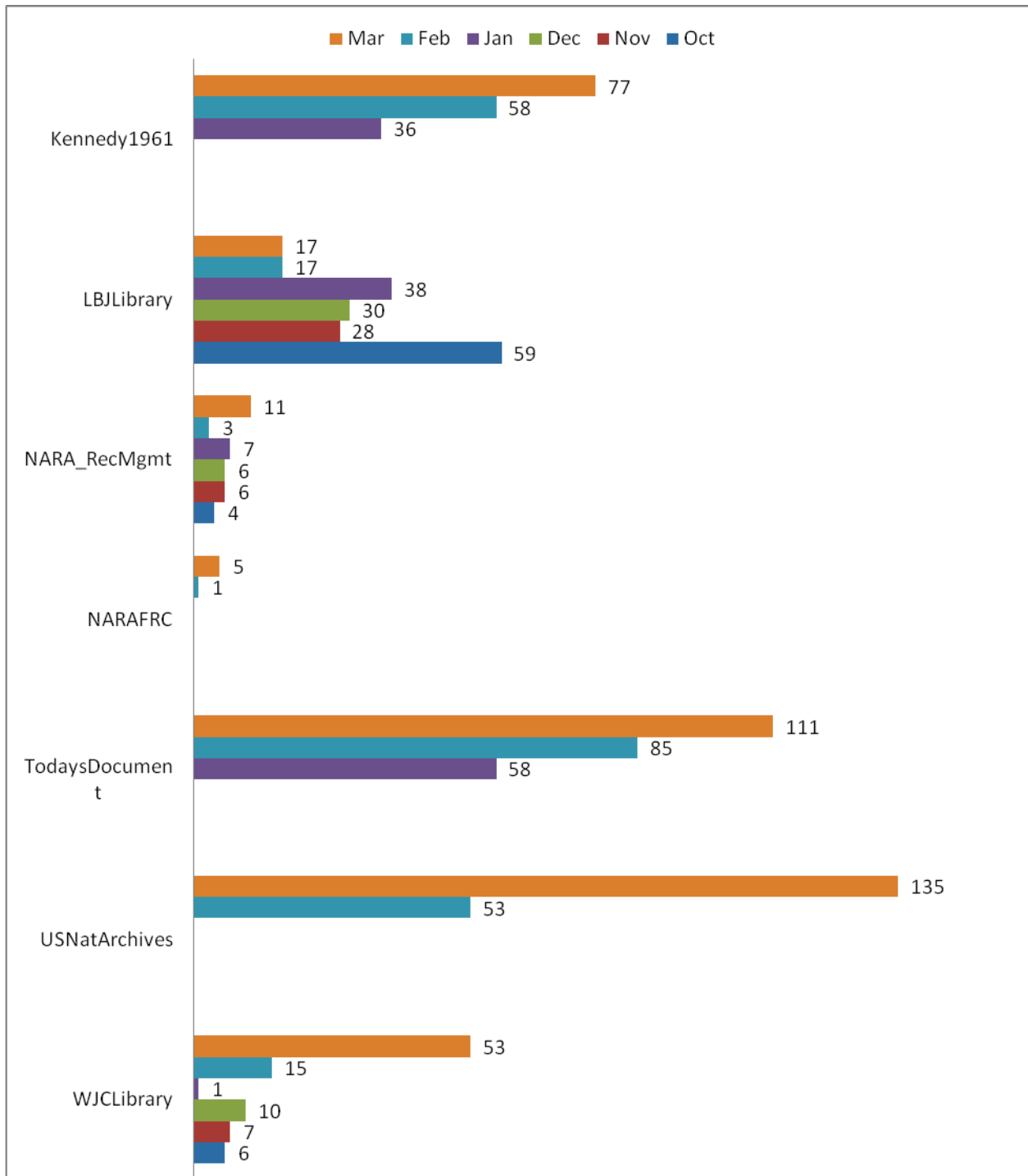
Top 5 Most Viewed Videos for February 2011 on U.S. National Archives YouTube Channel

Title	Views	% of Total Views
War Comes to America (full film)	9,606	16.6%
Stories from the Great Depression	8,041	13.7%
Return to Khe Sanh, Vietnam	2,419	4.0%
Women in Leadership: Journalism	2,027	3.5%
Land of the Giants	1,846	3.2%

Social Media Tools: Detail View – Twitter

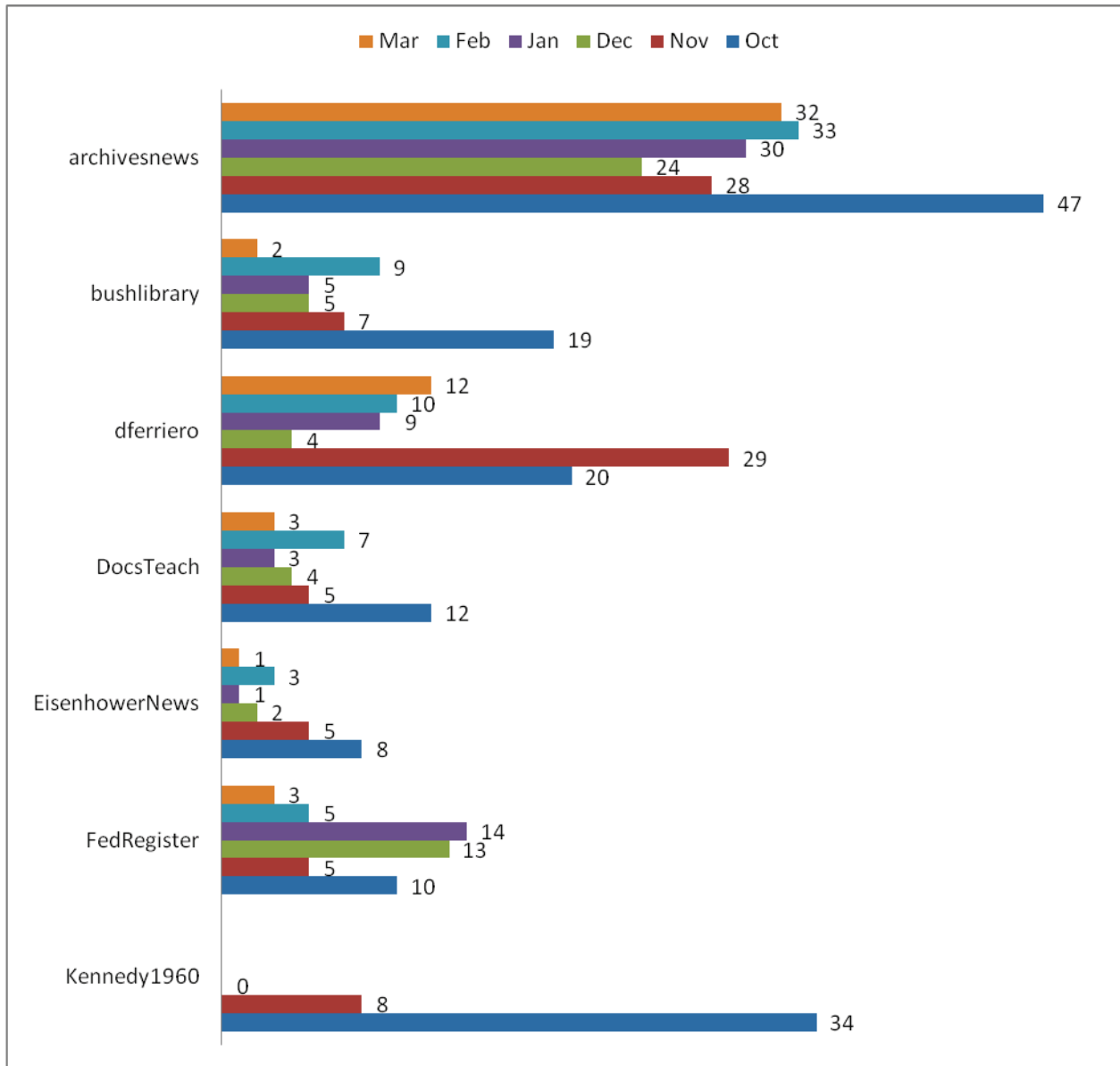
Number of Posts on U.S. National Archives Twitter Feeds

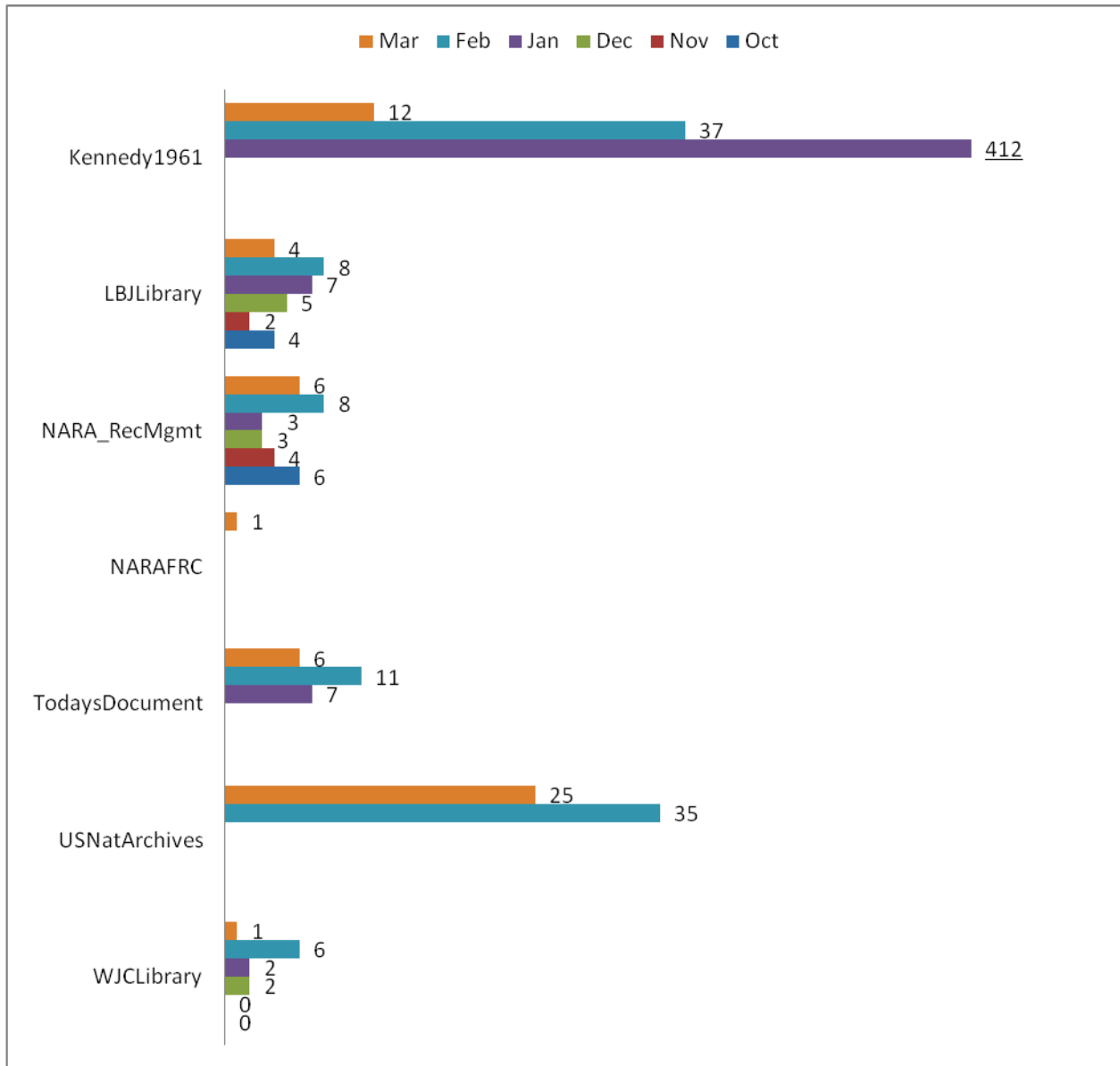




*Note: The @Kennedy1961 account replaces @Kennedy1960 starting in January 2011.

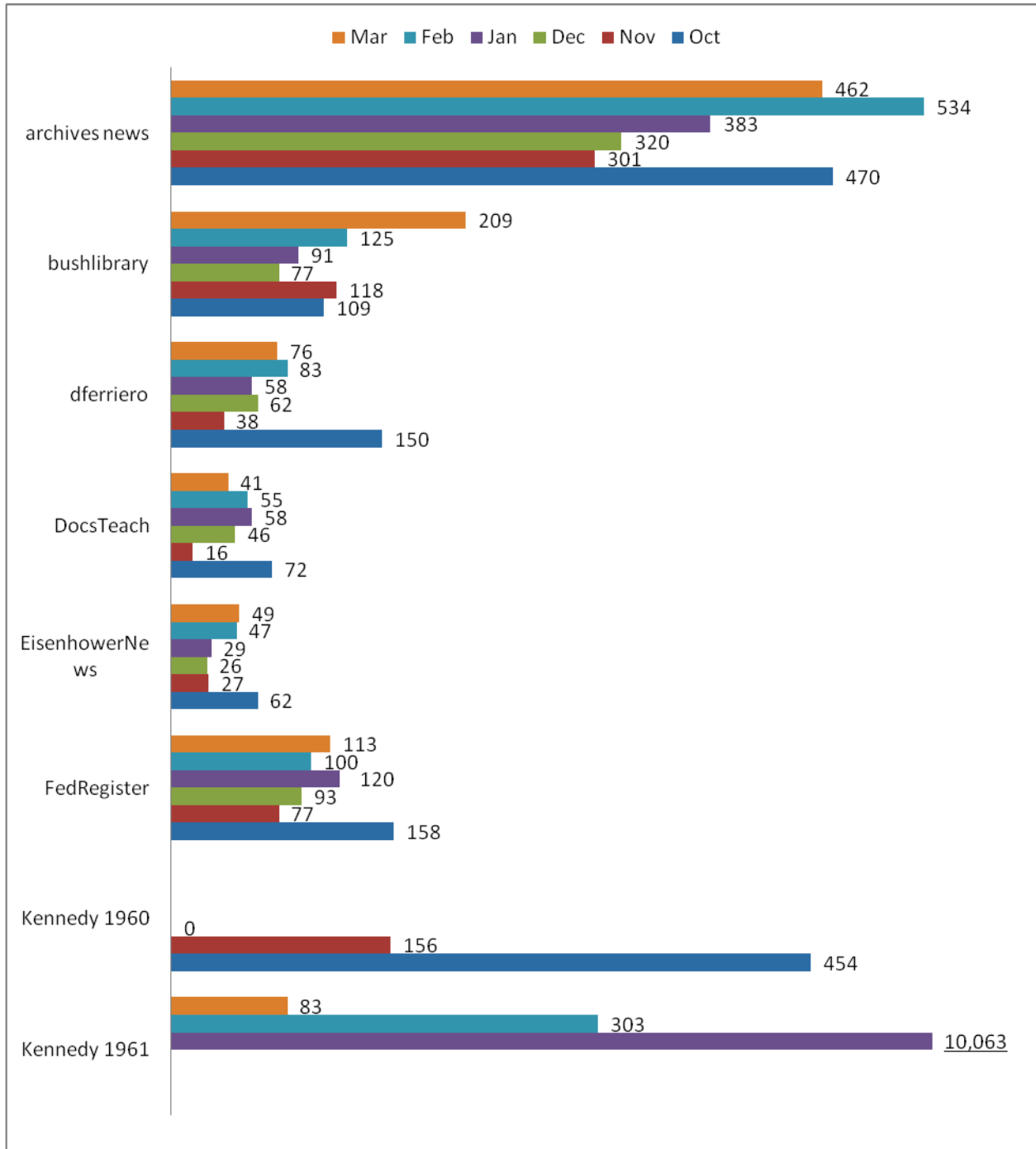
Number of New Favorites (Listed) on U.S. National Archives Twitter Feeds

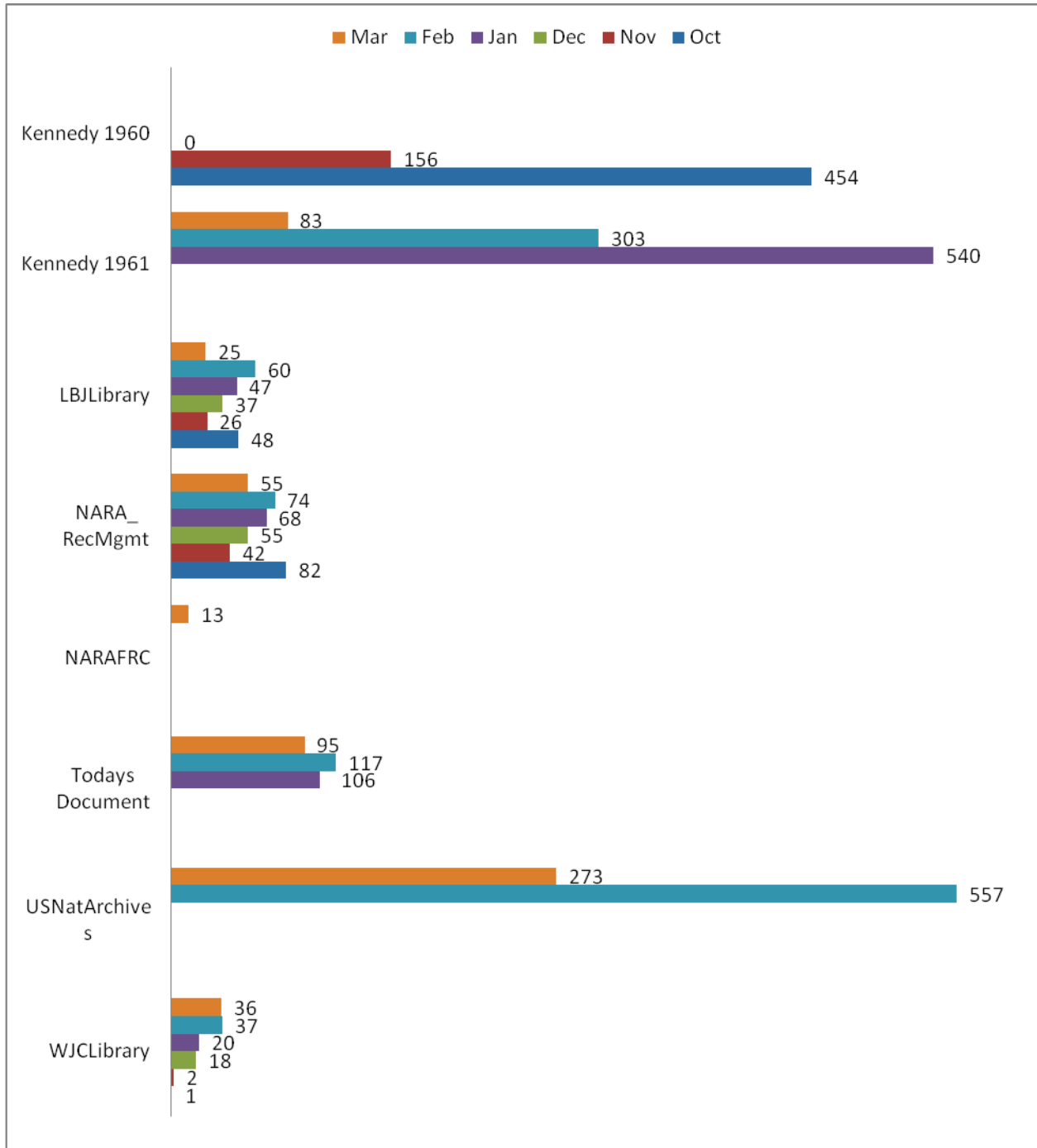




Note: The @Kennedy1961 account replaces @Kennedy1960 starting in January 2011.
 Data for @Kennedy 1961 is not to scale.

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

MARCH 2011 OVERVIEW	SOURCE
Archives.gov Blogs	Unique visitors by month (Google Analytics)
	Feed subscribers (Feedburner)
Facebook	Daily Page Views from users logged into Facebook (unique users) (Facebook)
	The number of new people who have liked your Page (total count) (Facebook)
National Archives YouTube Channel	Views of videos on this channel (YouTube)
	Number of people currently subscribed to your channel (YouTube)
Flickr (USNatArchives & ArchivesNews)	View counts: total for photos and videos; photostream; sets; collections; galleries (Flickr)
	Who calls you a contact? (Flickr)
Our Archives Wiki	Views (Our Archives Wiki)
	New Users (Our Archives Wiki)
Twitter (all NARA feeds)	Following (Twitter)
Foursquare	All-time check-ins at all venues (Foursquare)
	Followers (Foursquare)

FISCAL YEAR OVERVIEW	SOURCE
Archives.gov Blogs	Unique visitors by month (Google Analytics)
Facebook	Daily Page Views from users logged into Facebook (unique users) (Facebook)

National Archives YouTube Channel	Views of videos on this channel (YouTube)
Flickr (USNatArchives & ArchivesNews)	View counts: total for photos and videos; photostream; sets; collections; galleries (Flickr)
Our Archives Wiki	Views (Our Archives Wiki)

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)

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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	Views of top videos (YouTube)

U.S. National Archives YouTube Channel

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)