

**SOCIAL MEDIA HIGHLIGHTS**

- The 1940 United States Census is released and made available online
- The National Archives celebrates the 150 year anniversary of the Emancipation Proclamation
- AOTUS participation in the panel Libraries, Archives and Museums: A Strategic Conversation sparks online discussion
- The National Archives hosts the 8th Annual Genealogy Fair outside Archives I in DC

**APRIL 2012 OVERVIEW**

Social Media Tool	Monthly Views	Cumulative Users
Archives.gov Blogs	62,282 Views	28,728 Visitors
Tumblr Blogs	55,790 Views	29,995 Visitors
Facebook	3,723,803 Impressions	486,618 Reach
National Archives YouTube Channel	154,787 Views	4,373 Subscribers
Flickr (USNatArchives & ArchivesNews)	532,037 Views	4532 Contacts
Our Archives Wiki	12,525 Views	335 Editors
Twitter (all NARA feeds)	--	49,814 Followers
FourSquare	27,351 Check-ins	17,375 Followers
iTunes U	11,990 Views	10,538 Subscribers

**FISCAL YEAR COMPARISON**

Social Media Tool	FY 2012 Views (To Date)	FY 2011 Views
Archives.gov Blogs	417,229	520,572 (Dec-Sept)
Tumblr Blogs	331,784	97,949 (Apr-Sept)
Facebook	12,763,406	15,585,752
National Archives YouTube Channel	503,851	601,517
Flickr (USNatArchives & ArchivesNews)	2,940,102	2,911,601
Our Archives Wiki	105,743	160,899

**EXTERNAL BLOGS**

- |                                      |   |  |
|--------------------------------------|---|--|
| 1. <a href="#">AOTUS</a>             | 6. <a href="#">In Roosevelt History</a> | 10. <a href="#">Today's Document</a>                   |
| 2. <a href="#">AOTUS Tumblr</a>      | 7. <a href="#">NARAtions</a>            | 11. <a href="#">Today's Document Tumblr</a>            |
| 3. <a href="#">Exhibits Tumblr</a>   | 8. <a href="#">Records Express</a>      | 12. <a href="#">Transforming Classification (PIDB)</a> |
| 4. <a href="#">FOIA Ombudsman</a>    | 9. <a href="#">The Text Message</a>     | 13. <a href="#">The WashBoard</a>                      |
| 5. <a href="#">Hoover Blackboard</a> |   |  |

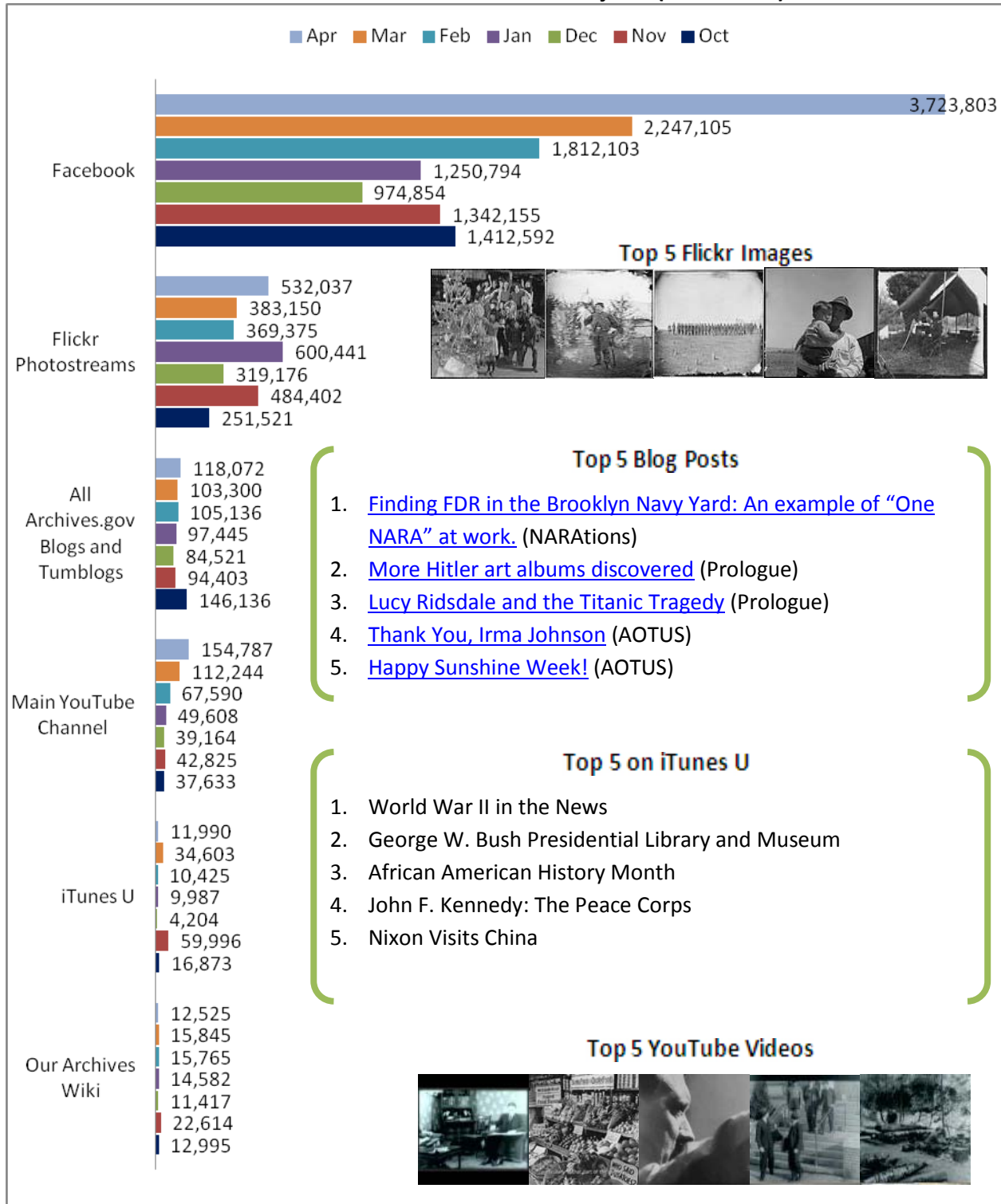
**INTERNAL (NARA@WORK) BLOGS**

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

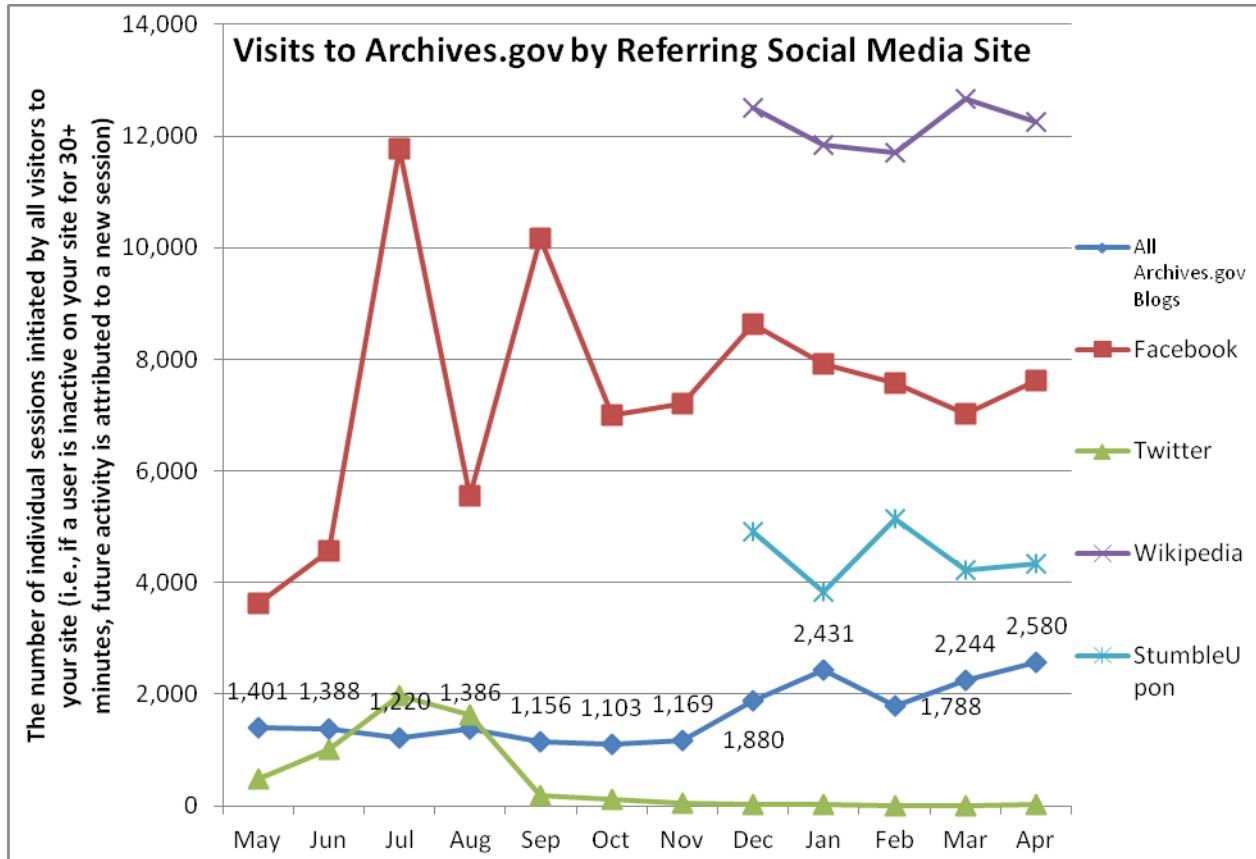
**SOCIAL MEDIA TOOLBOX (Tools currently in use)**

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

**Views: on External Social Media Projects (Per Month)**



**Number of Archives.gov Visits Referred by Social Media Sites (Per Month)**



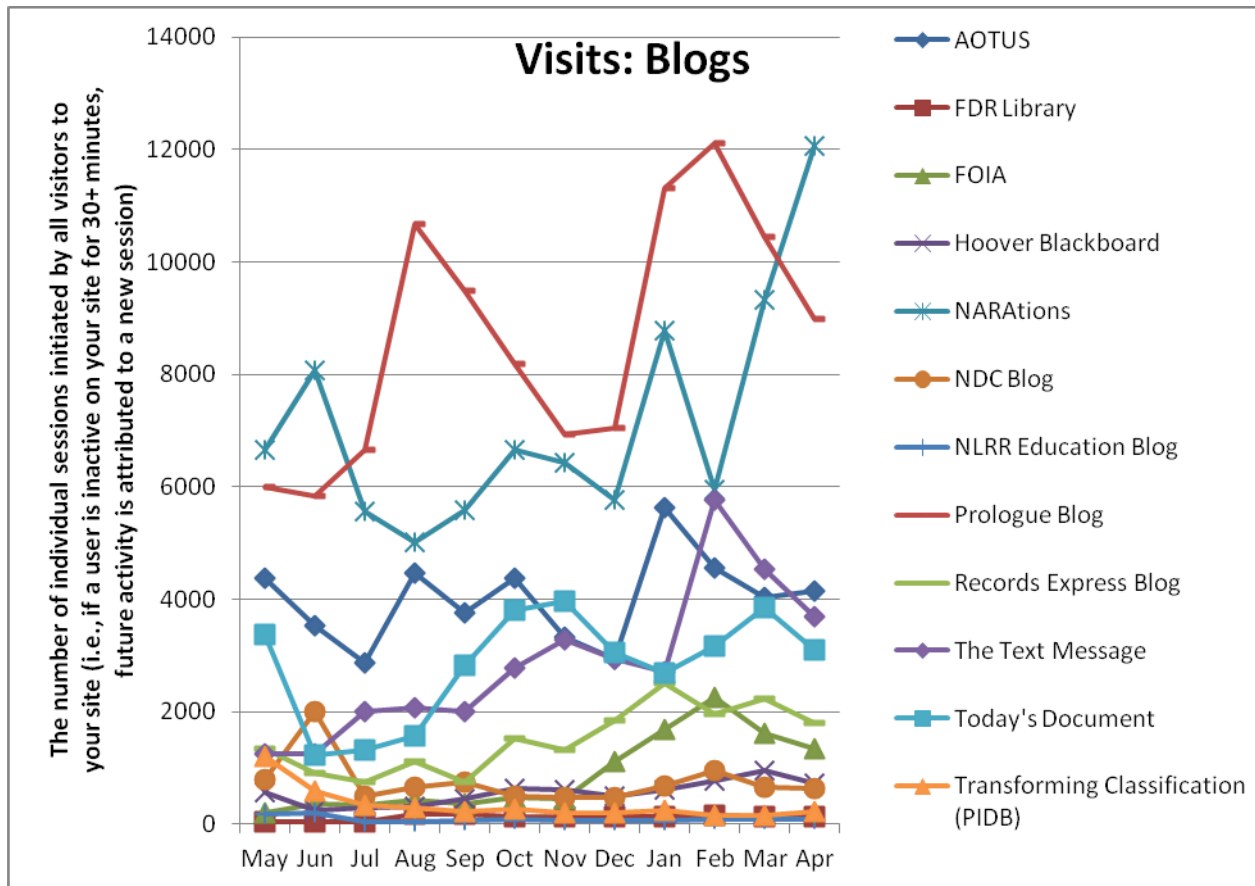
**New External Social Media Projects**

**April Projects**

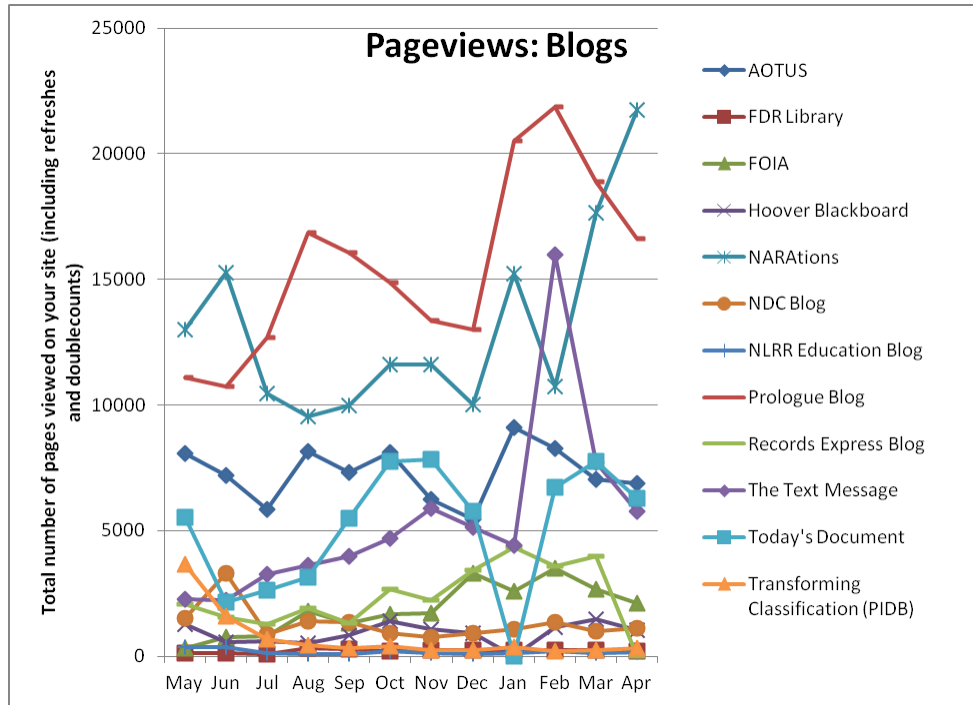
	Facebook	Flickr	Twitter	Wiki	Tumblr	Blog	IdeaScale	GitHub	HistoryPin	Ustream	YouTube
<b>October</b>								1			
<b>November</b>			3		2				1		
<b>December</b>				1	1						
<b>January</b>				1						1	
<b>February</b>			1	1			1				
<b>March</b>	1		2								1
<b>April</b>	1					1					

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

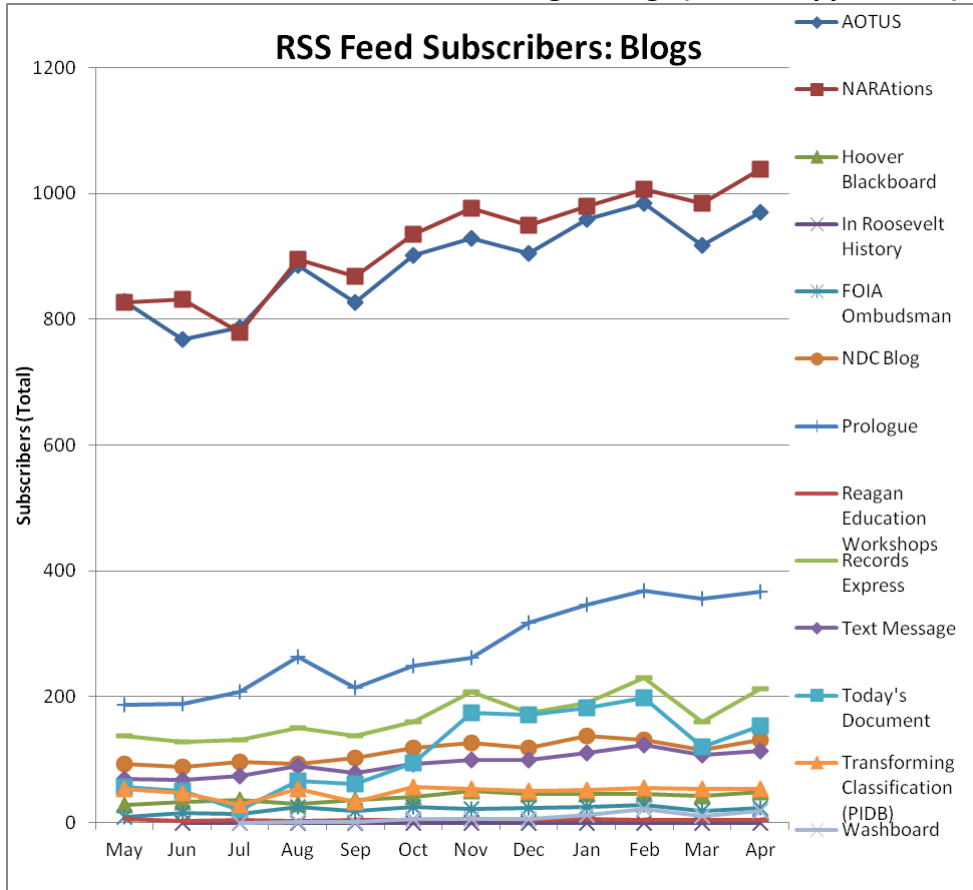
Blog Visits (Source: Appendix II.A)

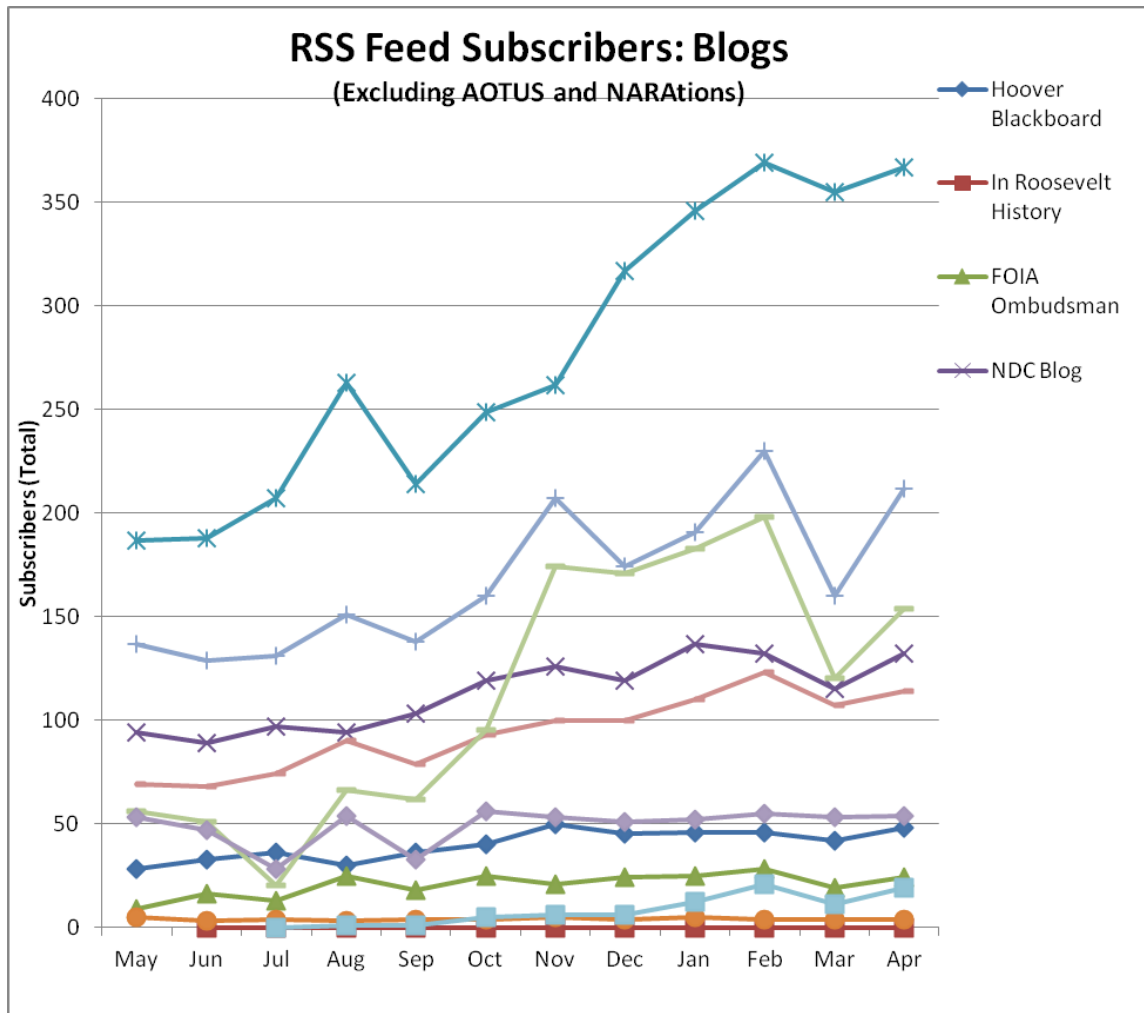


**Blog Pageviews (Source: Appendix II.B)**



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



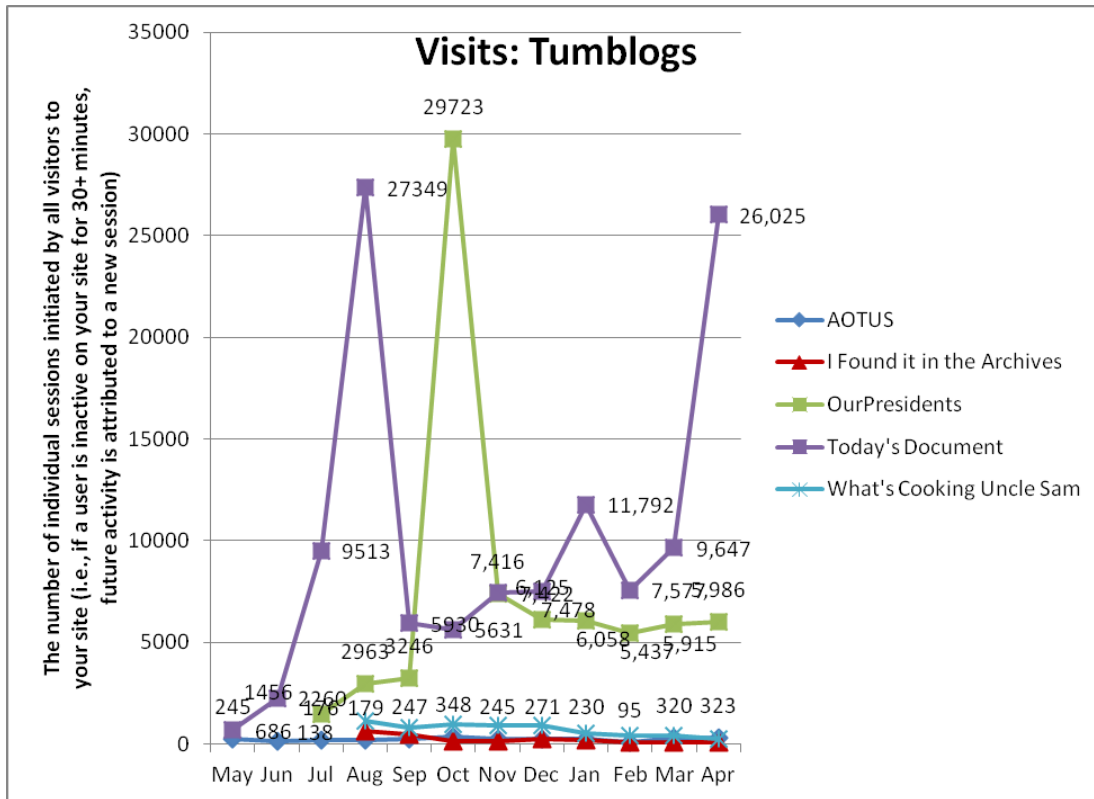


#### Top 5 Most Viewed Blog Posts in April

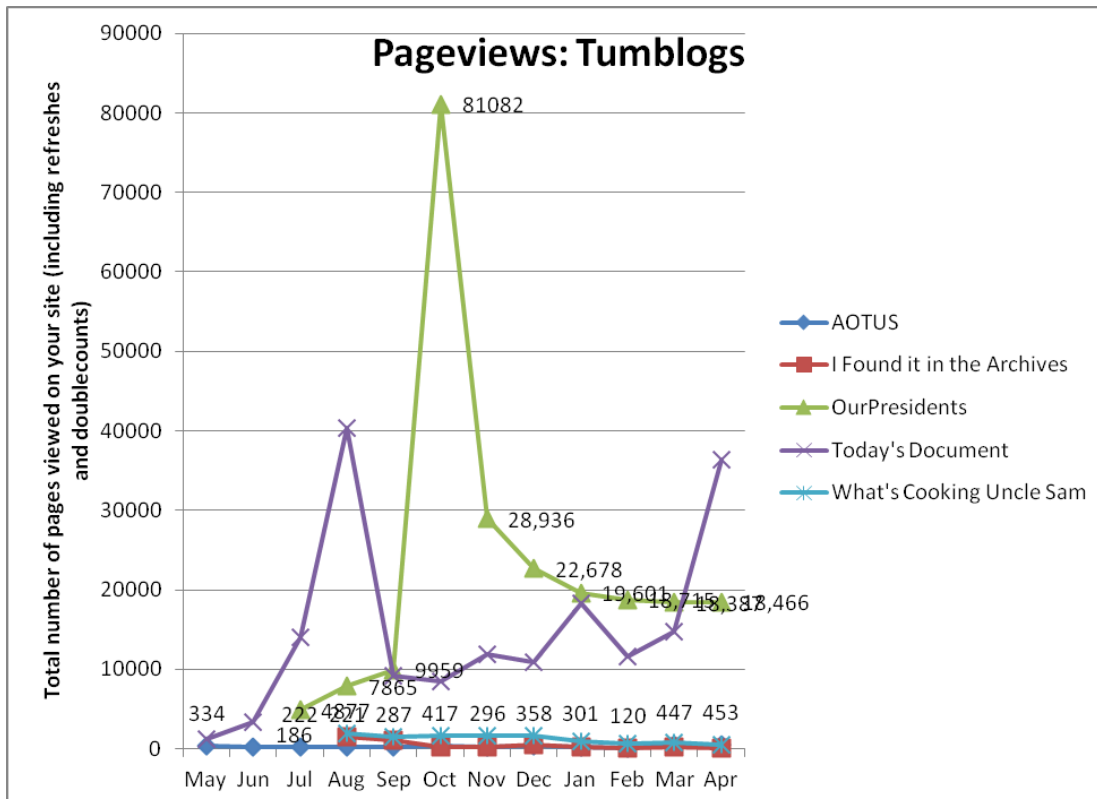
Blog	Pageviews	Post Title
AOTUS	1,056	<a href="#">Join the Chorus</a>
NARAtions	848	<a href="#">1940 Census Update</a>
NARAtions	686	<a href="#">Eyewitness</a>
NARAtions	540	<a href="#">1940 Census Update for April 4th</a>
Prologue	535	<a href="#">History Crush: George Washington</a>

Social Media Tools: Detail View – Tumblogs

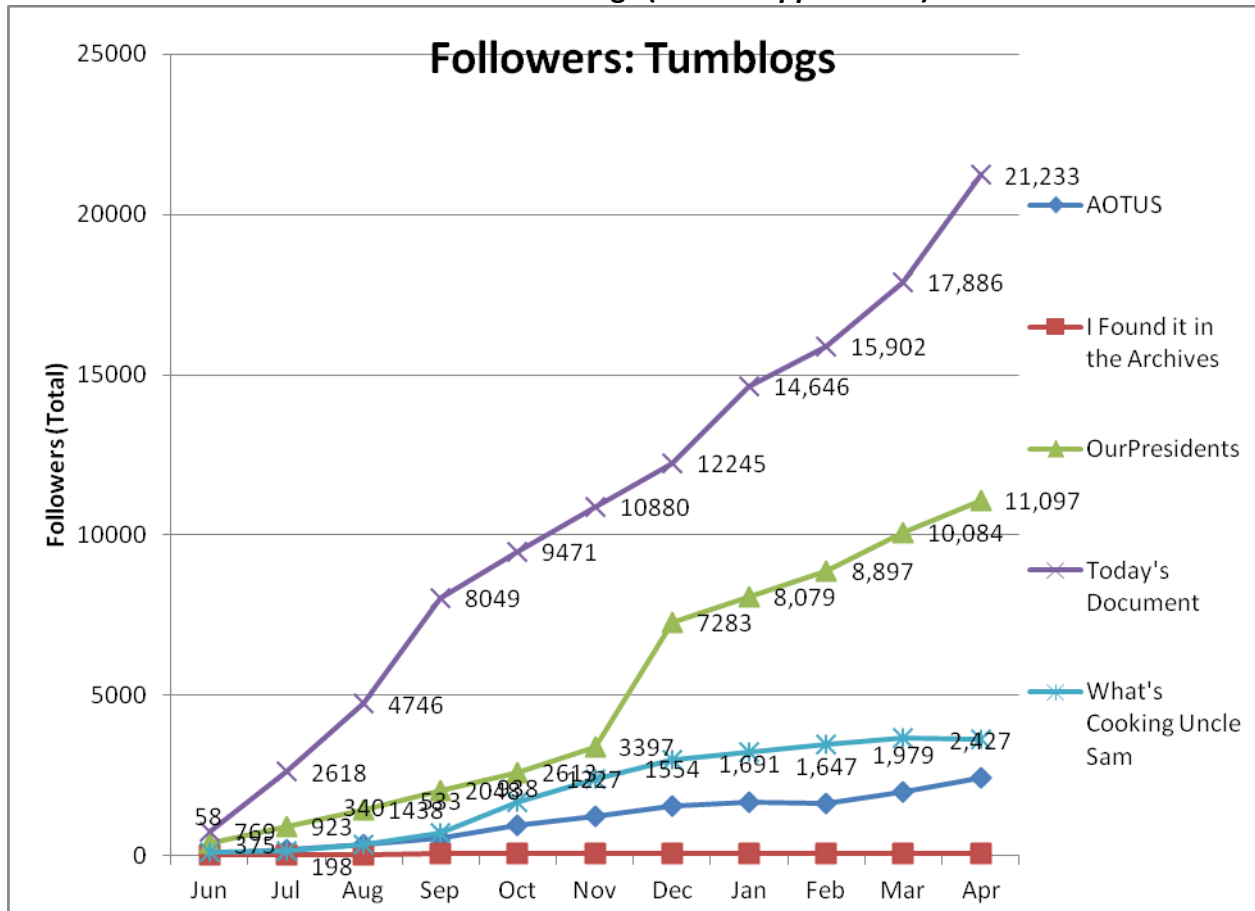
Tumblog Visits



Tumblog Pageviews



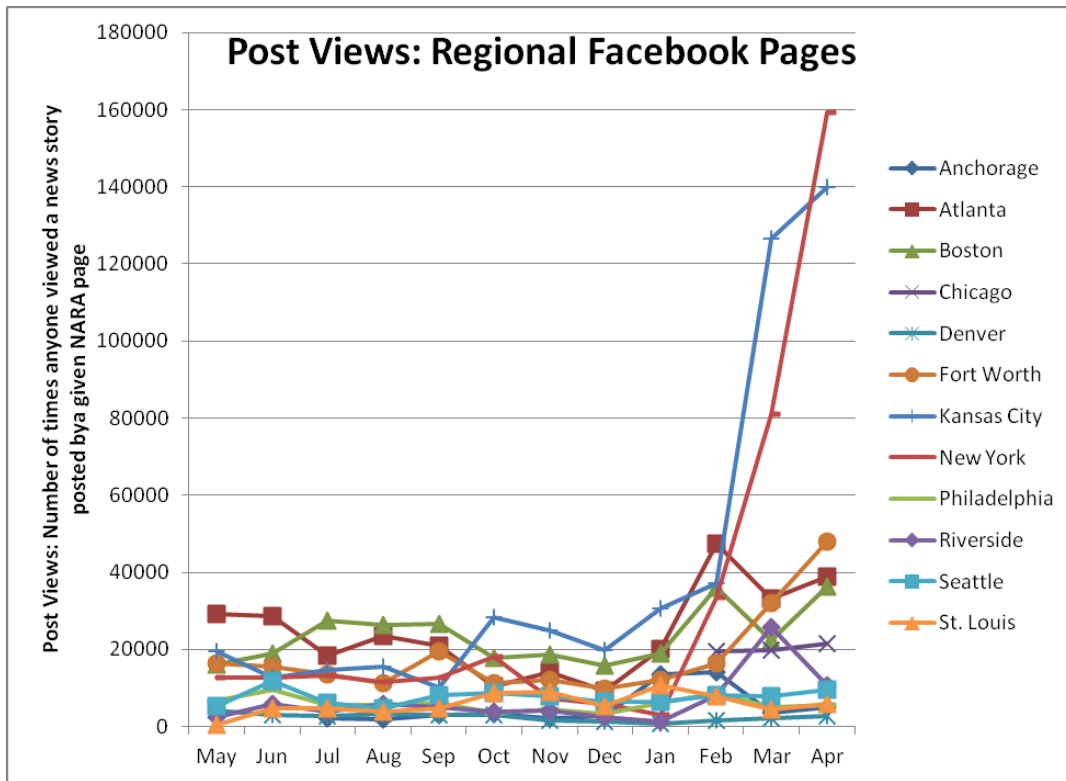
Followers on Tumblogs (Source: Appendix IV)



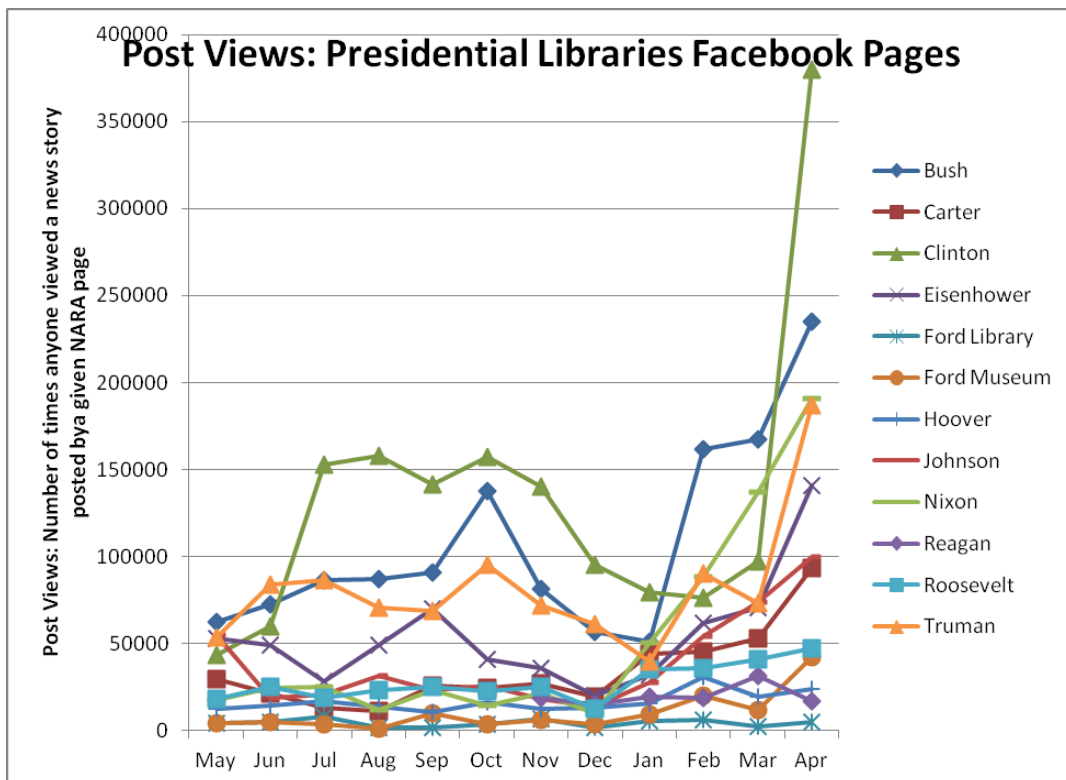


Social Media Tools: Detail View – Facebook

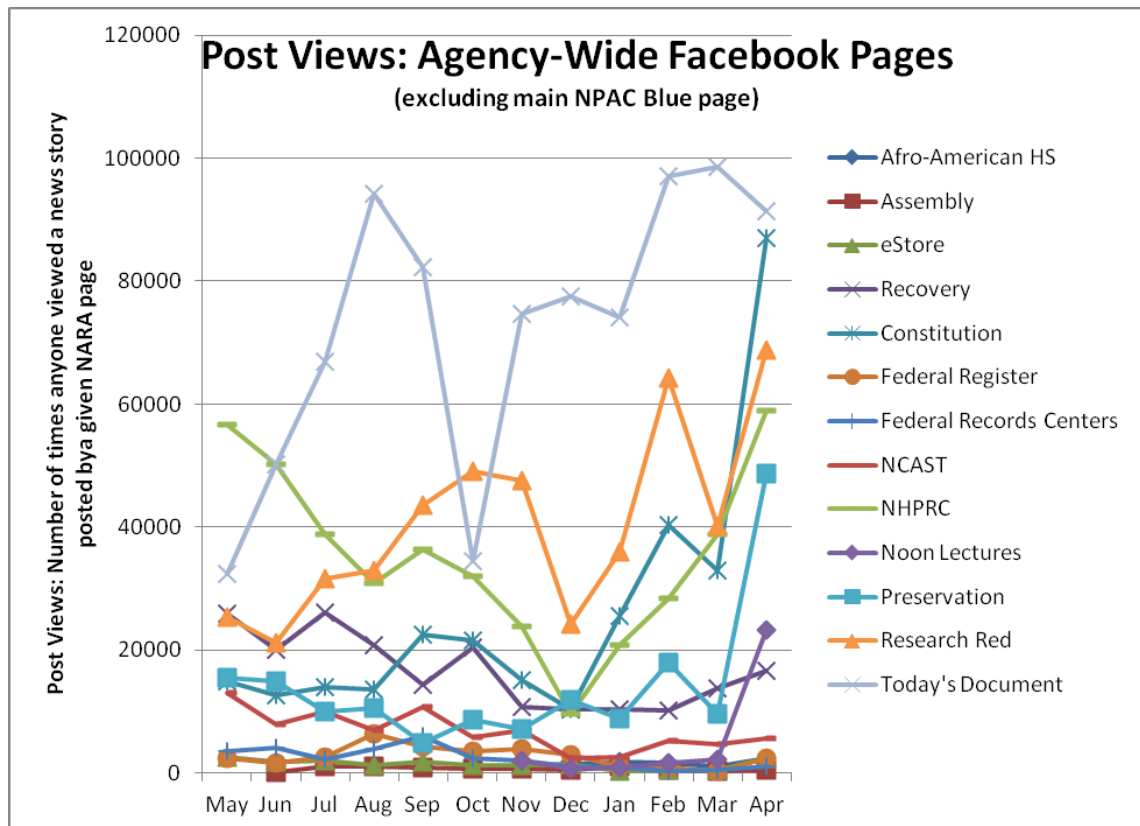
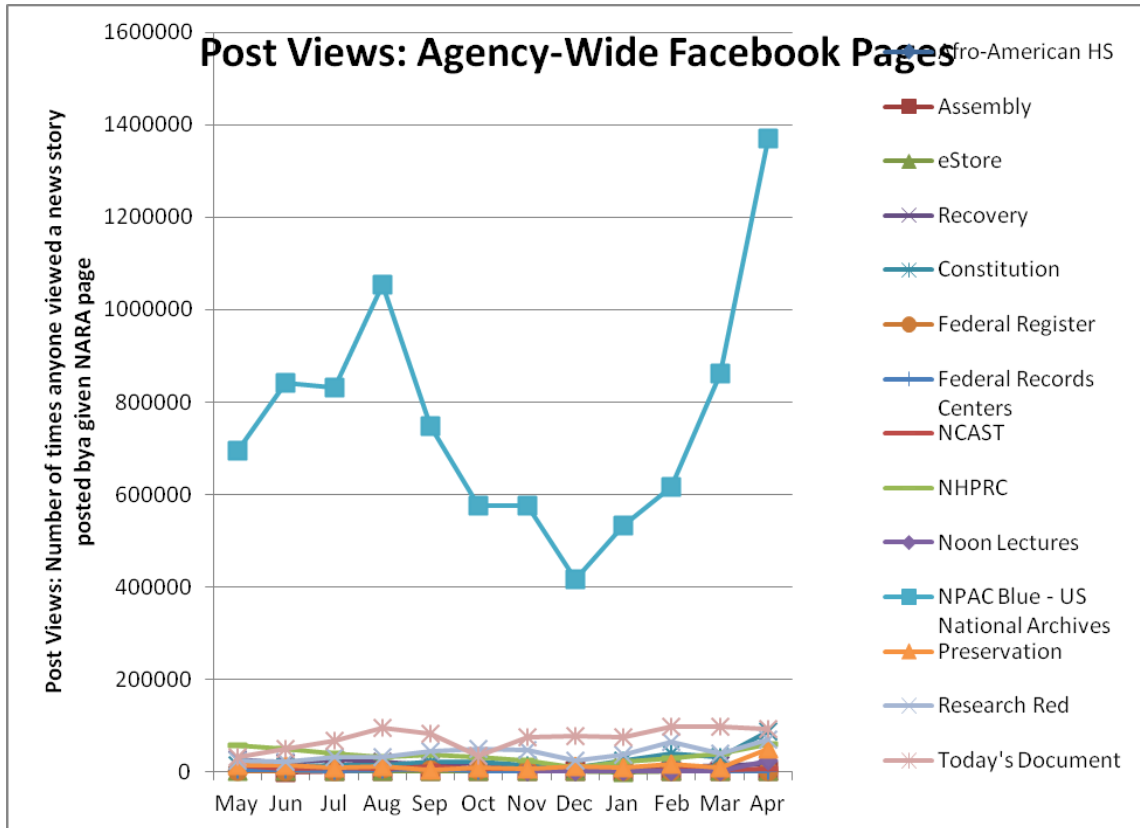
Post Views on Regional Pages (Source: Appendix IV.A)



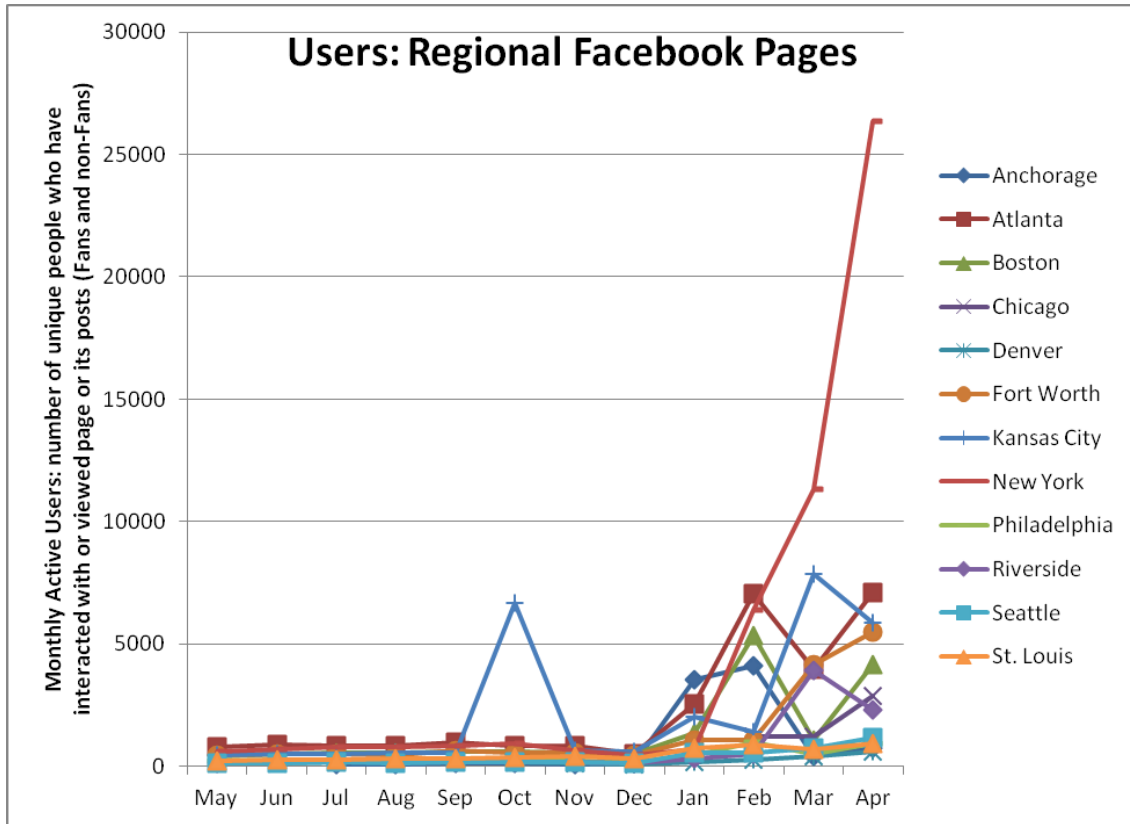
Post Views on Presidential Library Pages (Source: Appendix IV.A)



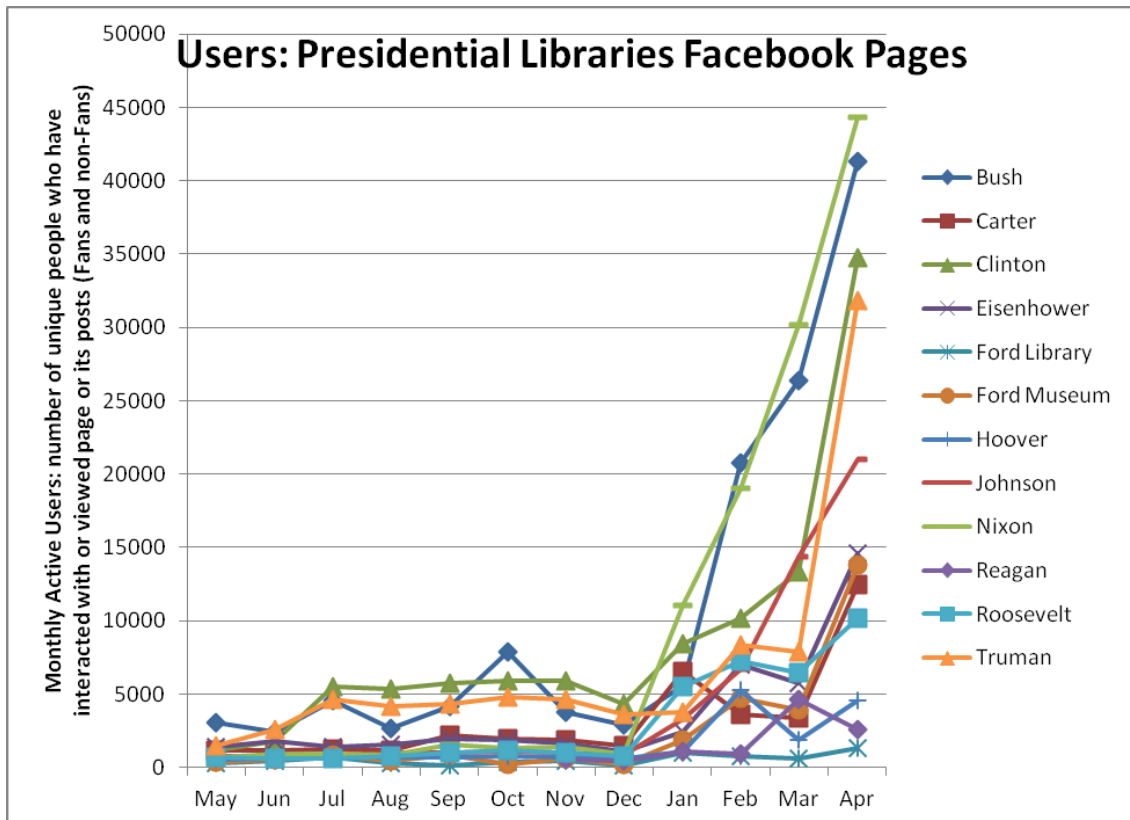
Post Views on Agency-Wide Pages (Source: Appendix IV.A)



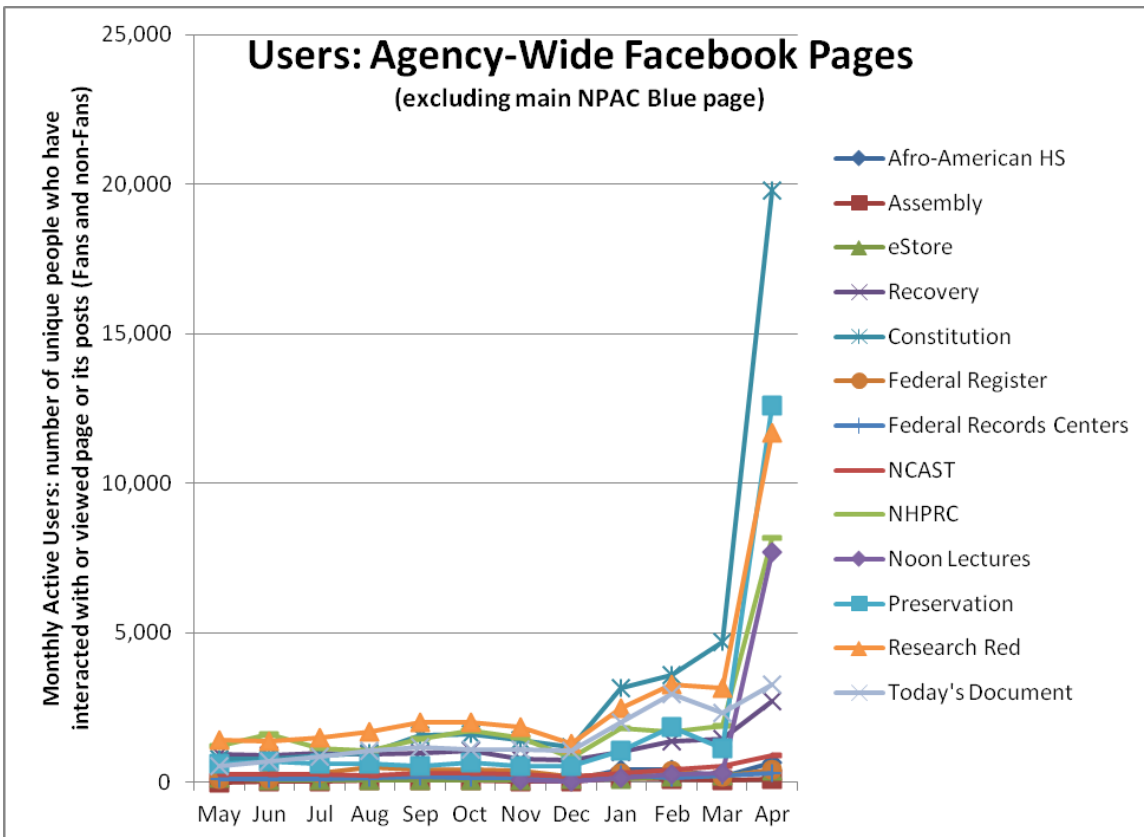
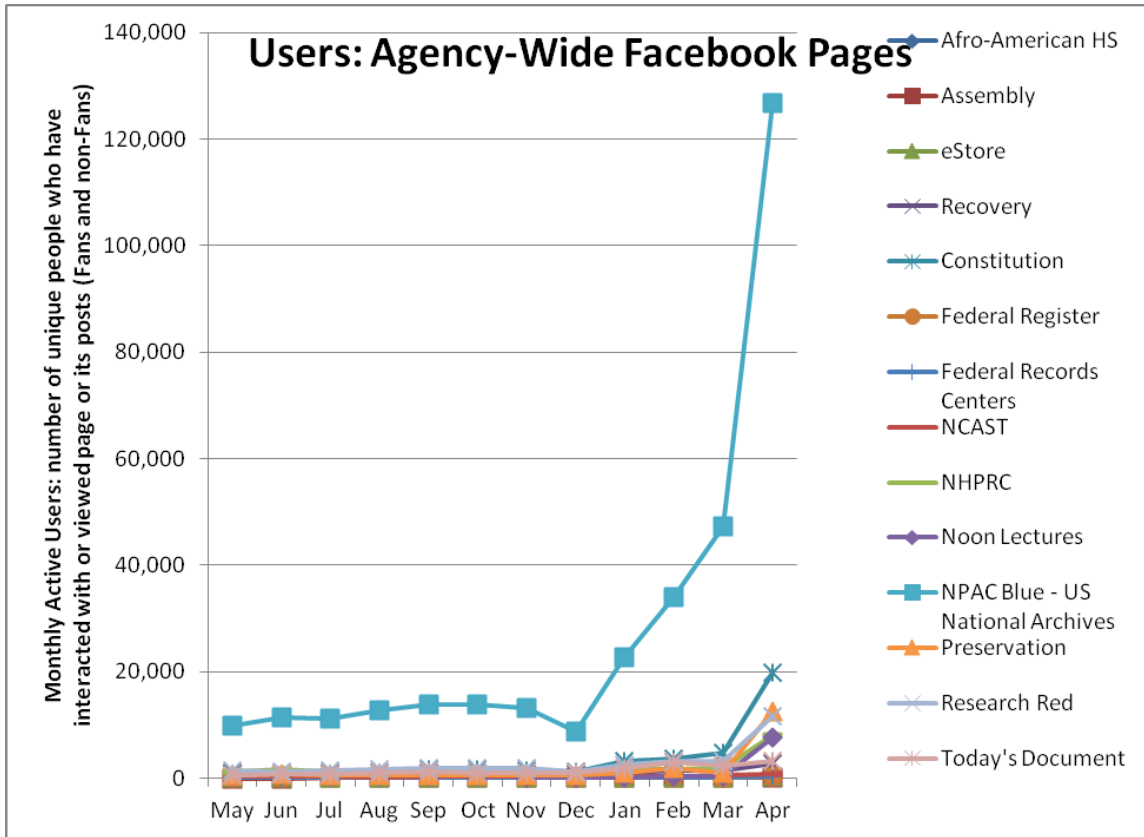
Monthly Active Users of Regional Pages (Source: Appendix IV.B)



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

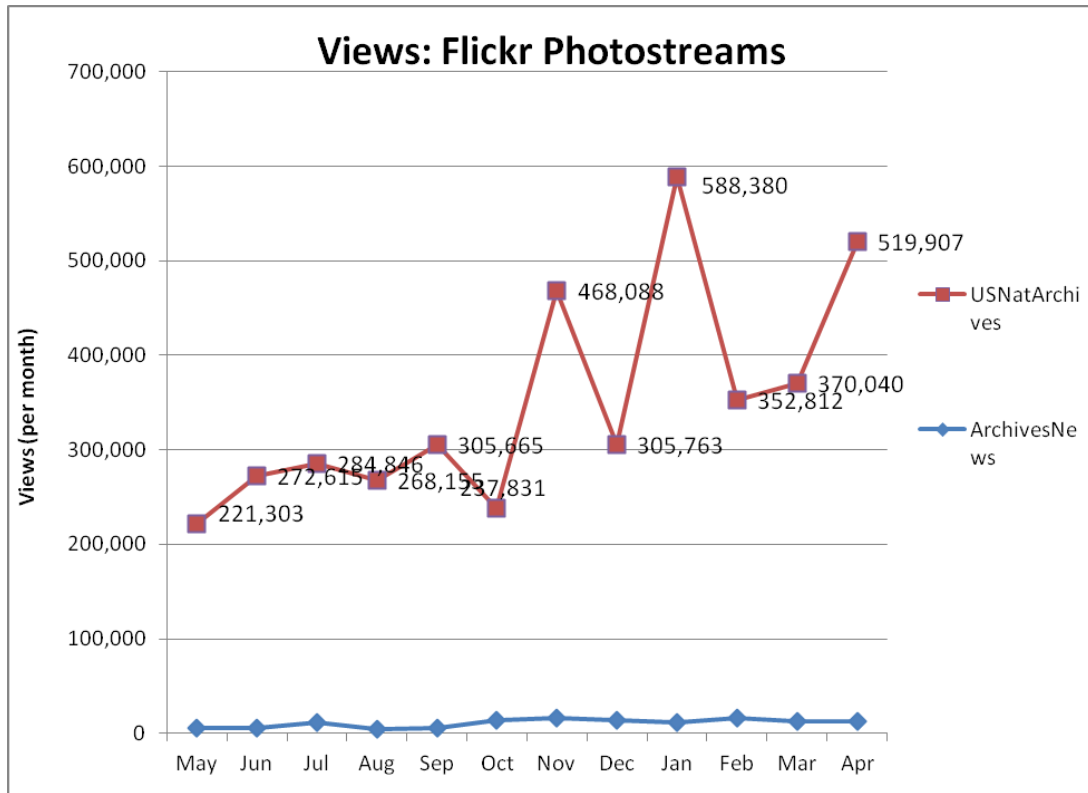


Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)

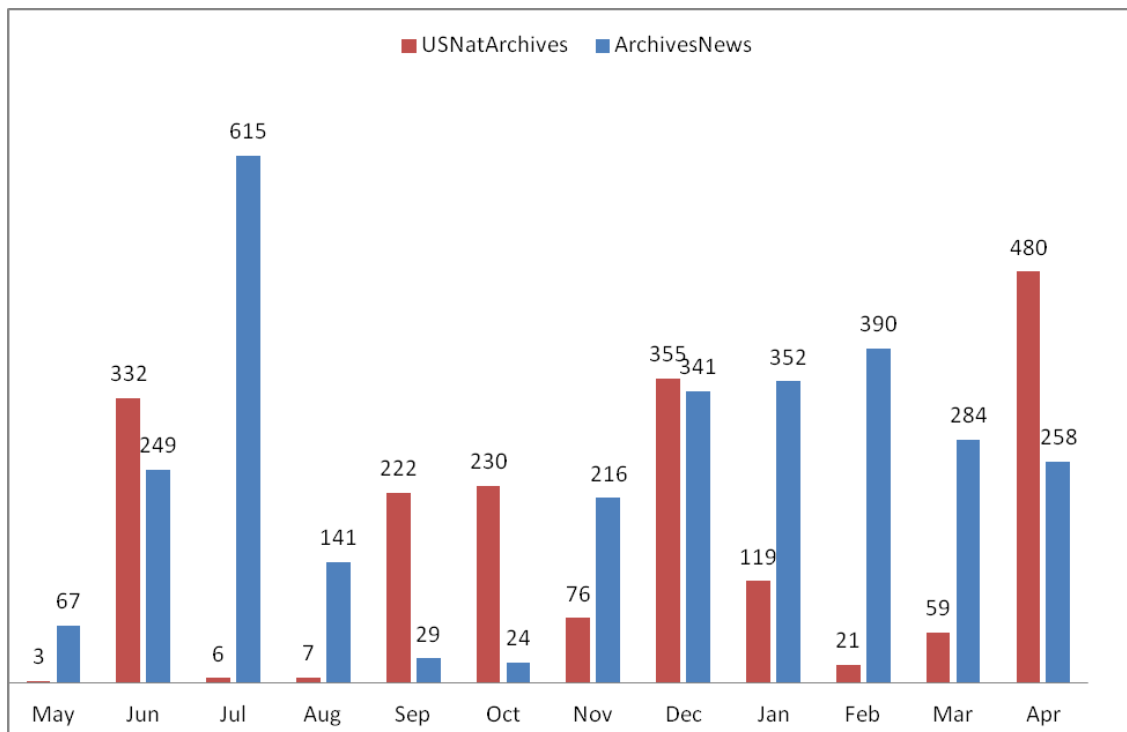


Social Media Tools: Detail View – Flickr

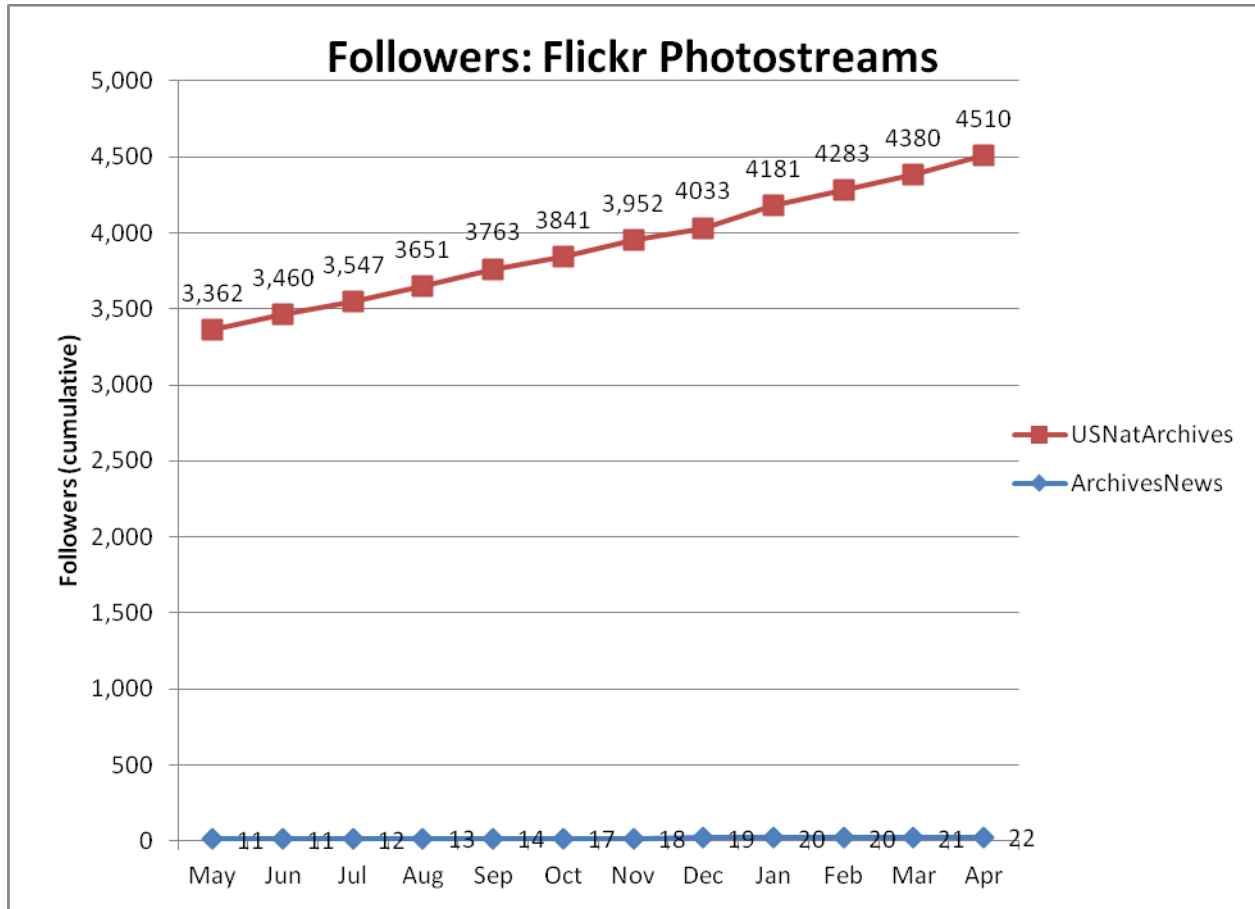
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

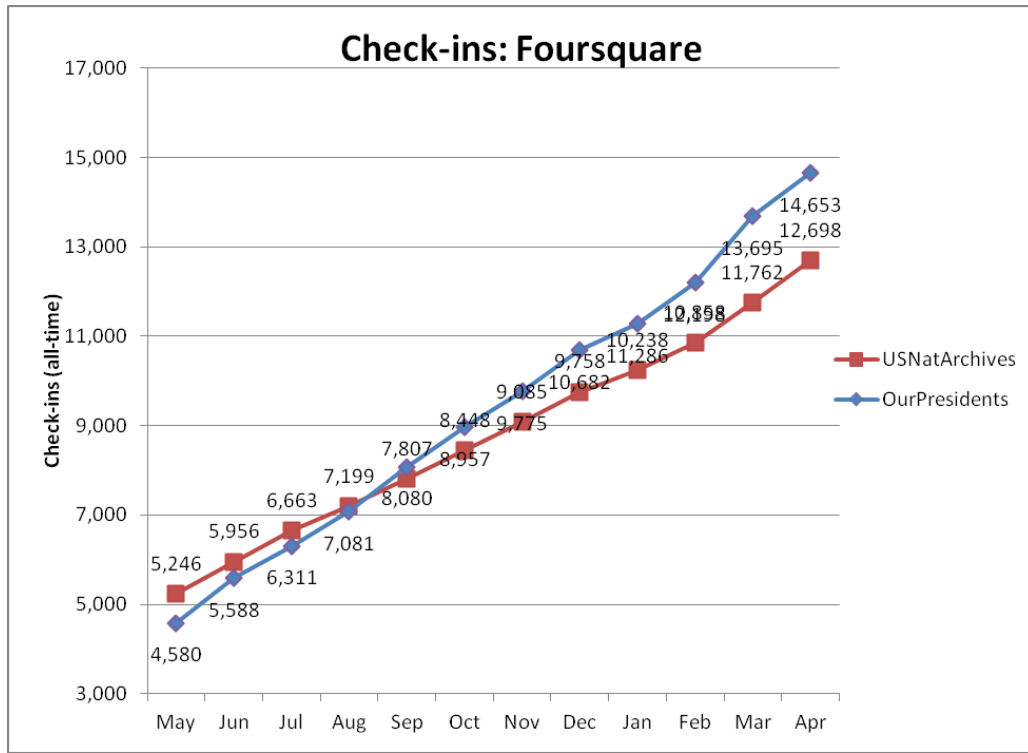


**Followers of Photostreams (Cumulative)**

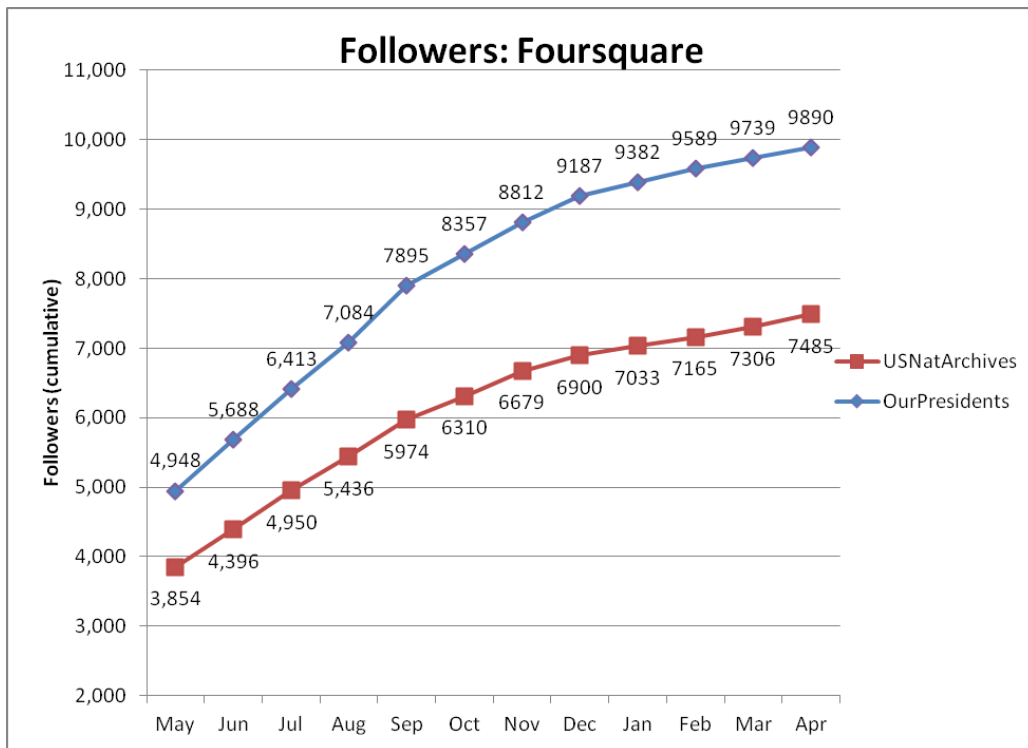


Social Media Tools: Detail View – Foursquare

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

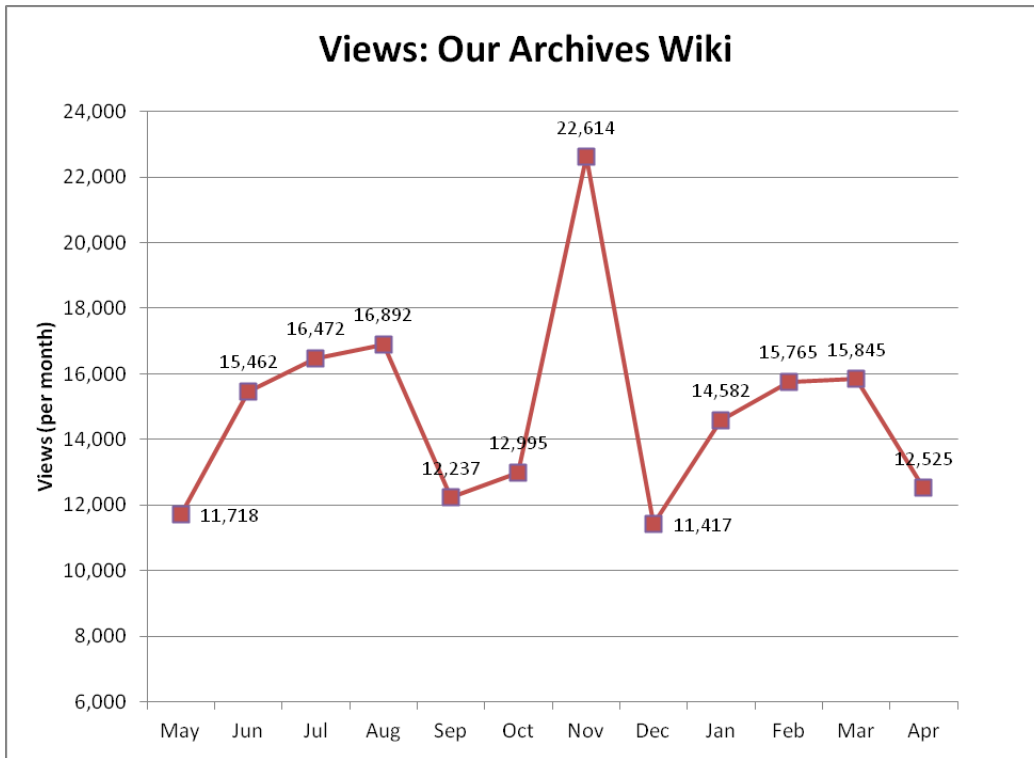


Number of Followers of USNatArchives and OurPresidents (Cumulative)

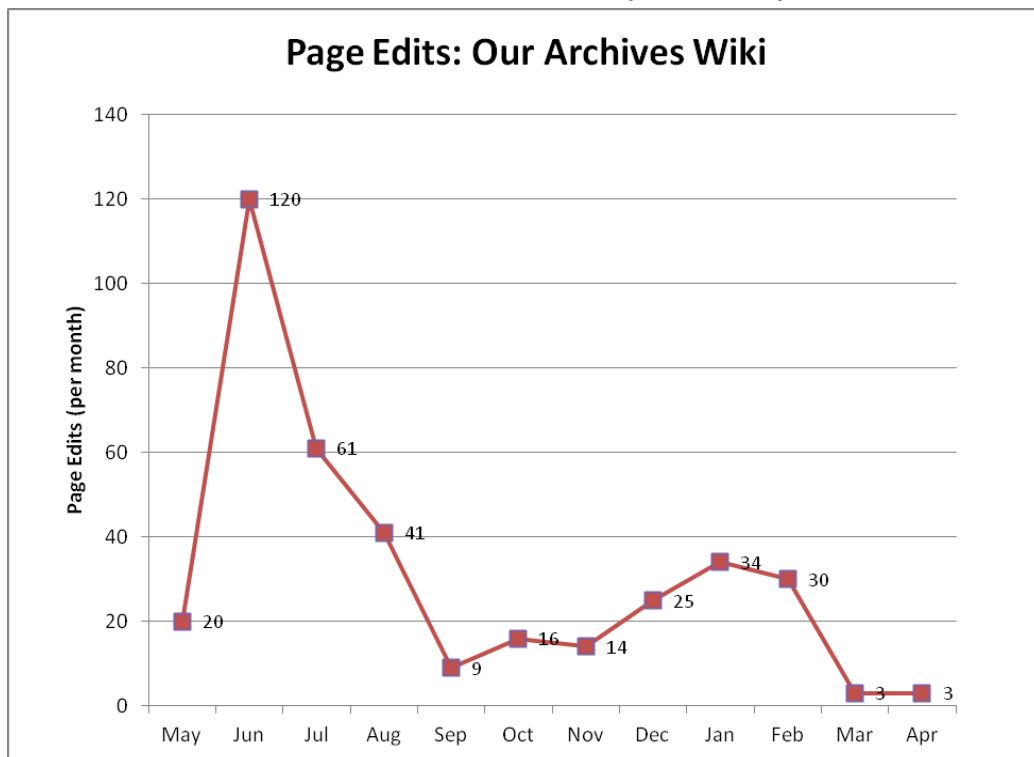


**Social Media Tools: Detail View – Our Archives Wiki**

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

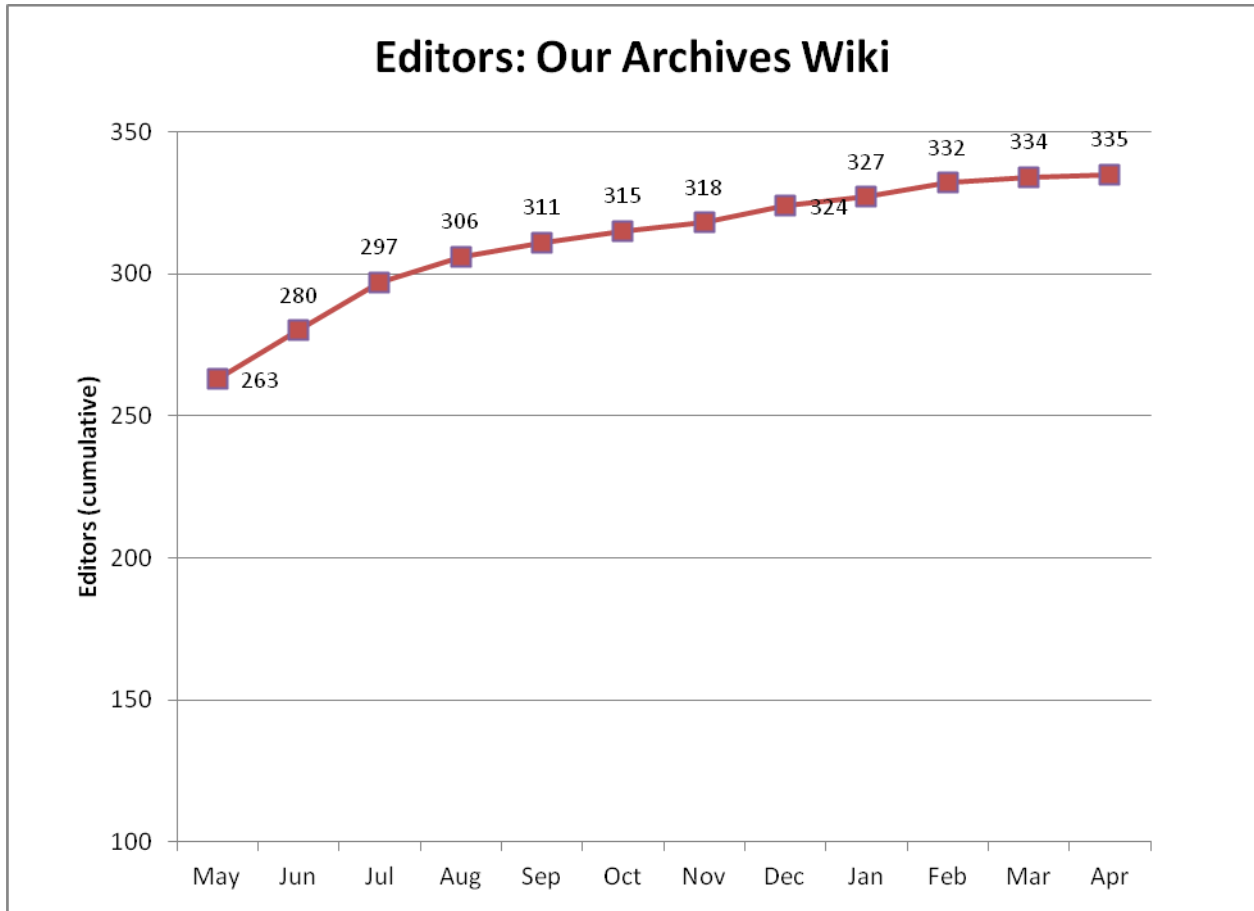


**Edits on Our Archives Wiki (Per Month)**



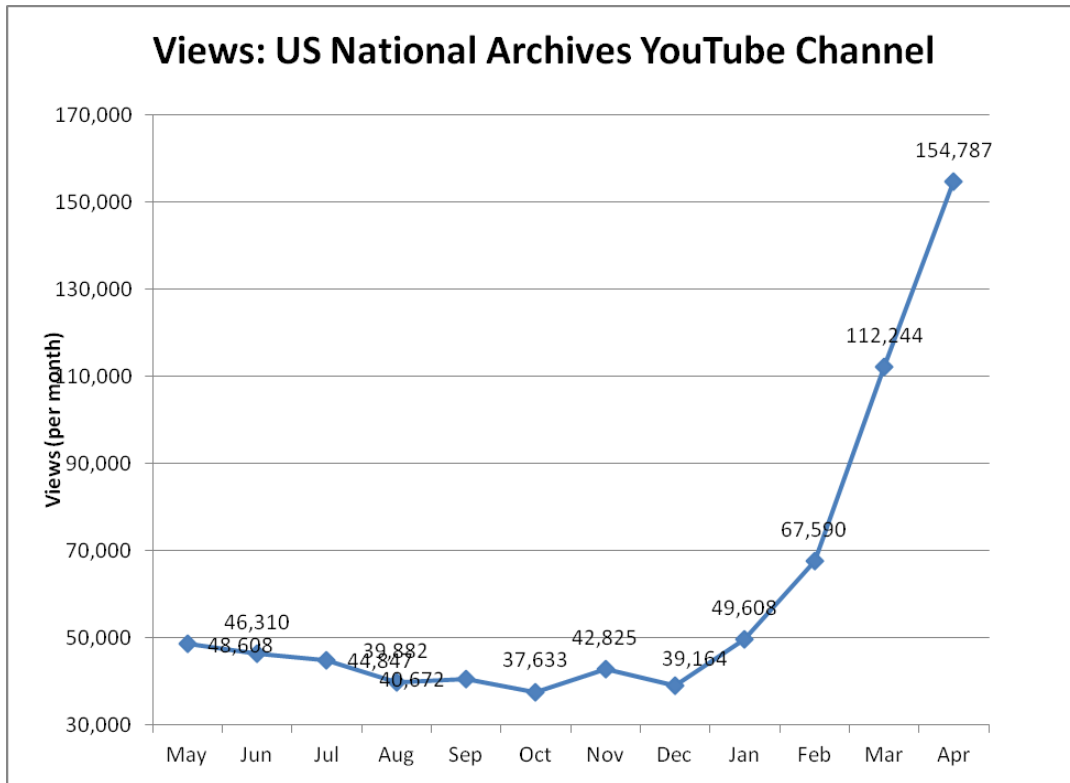


### Editors on Our Archives Wiki (Cumulative)

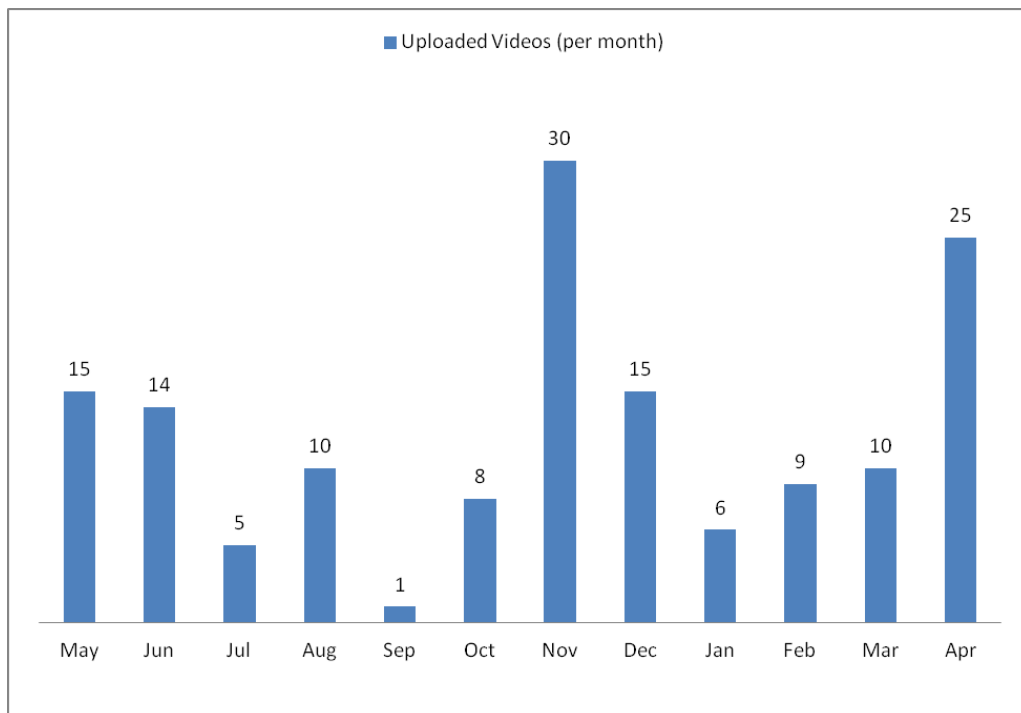


**Social Media Tools: Detail View – YouTube**

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



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

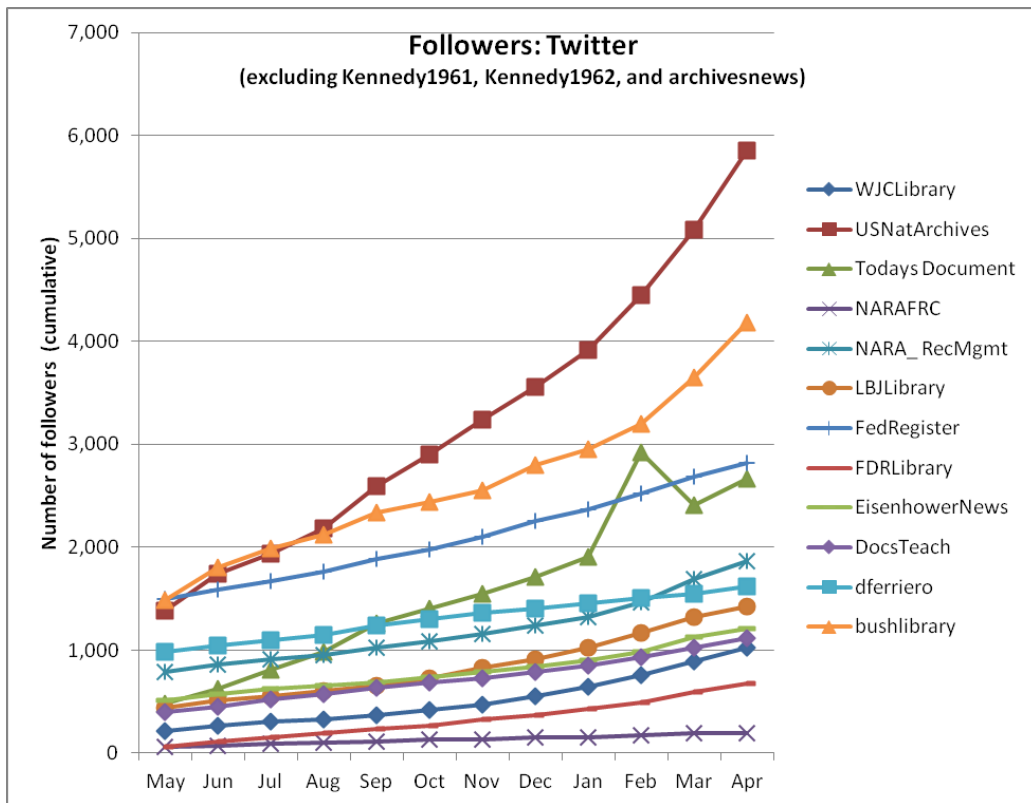
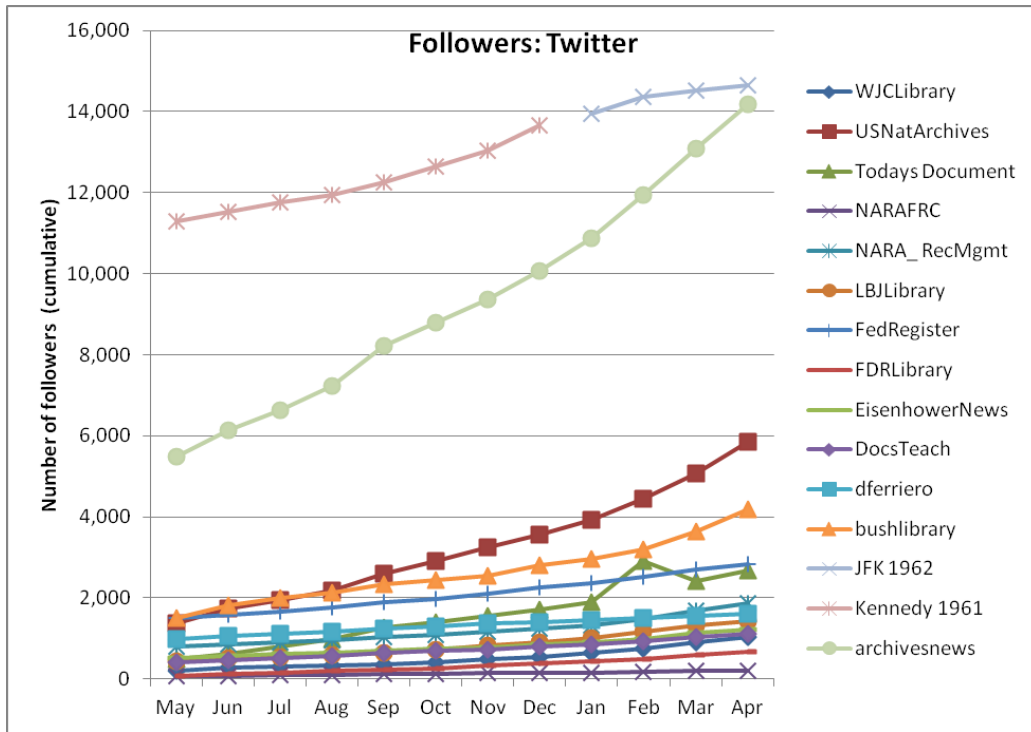


**Top 5 Most Viewed Videos for April 2012 on US National Archives Channel**

<b>Video Title</b>	<b>Views</b>
1940 Census: 1940census.archives.gov	44,222
1940 Census V2	30,053
Stories from the Great Depression	9,835
Online Public Access	5,996
The 1940 Census - Introduction	4,648

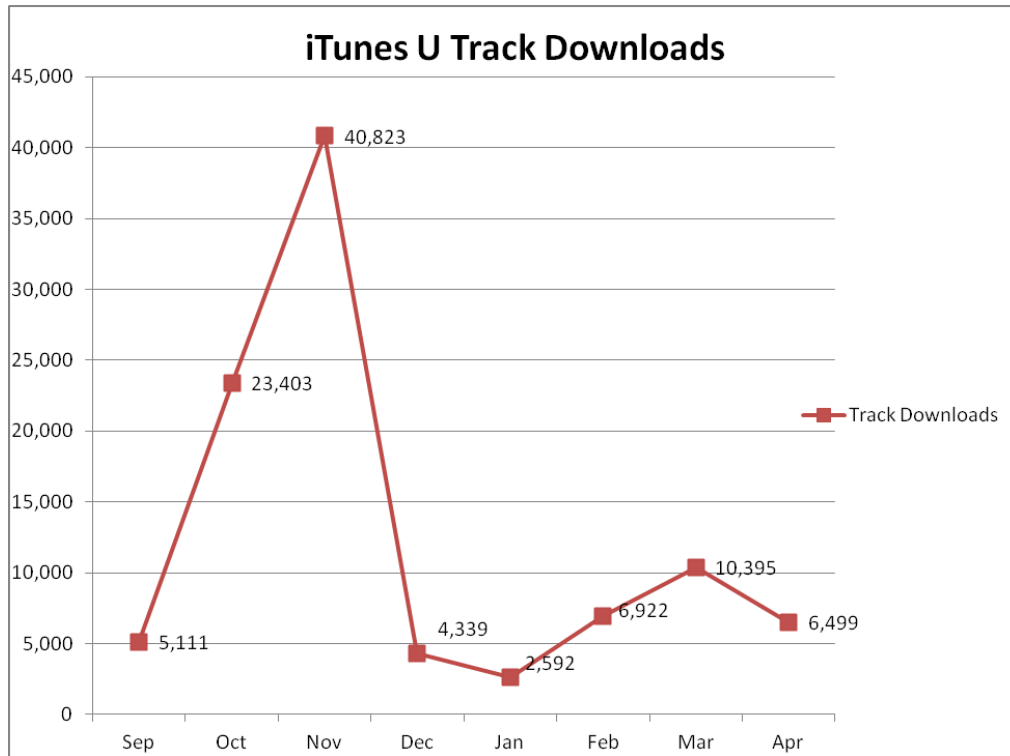
Social Media Tools: Detail View – Twitter

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

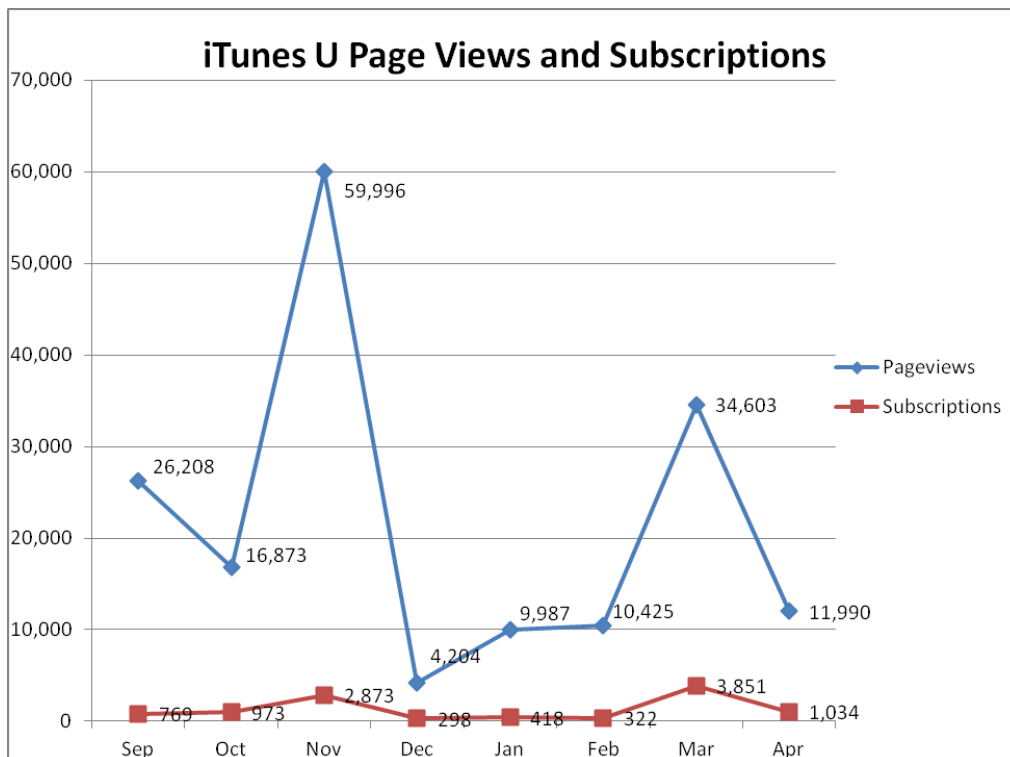


**Social Media Tools: Detail View – iTunes U**

**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
<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, Impressions (Jan 2012) Monthly active users, Reach (Jan 2012)
<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.

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan*	Feb	Mar	Apr
<b>AOTUS</b>	4,368	3,539	2,862	4,461	3,761	4,370	3,326	2,935	5,620	4,558	4,024	<b>4,148</b>
<b>FDR Library</b>	42	38	39	180	165	136	140	126	134	151	139	<b>127</b>
<b>FOIA</b>	188	368	341	433	353	464	459	1,107	1,674	2,246	1,606	<b>1,333</b>
<b>Hoover Blackboard</b>	570	243	297	322	448	630	614	497	608	778	948	<b>719</b>
<b>NARAtions</b>	6,648	8,063	5,564	5,006	5,588	6,646	6,436	5,755	8,779	5,943	9,330	<b>12,061</b>
<b>NDC Blog</b>	795	2,007	496	655	756	484	474	466	681	942	662	<b>630</b>
<b>NLRR Education Blog</b>	169	199	49	38	53	86	67	57	70	92	77	<b>87</b>
<b>Prologue Blog</b>	5,994	5,838	6,656	10,665	9,479	8,188	6,930	7,036	11,316	12,110	10,436	<b>8,981</b>
<b>Records Express Blog</b>	1,337	895	747	1,118	739	1,515	1,322	1,834	2,507	1,961	2,236	<b>1,789</b>
<b>The Text Message</b>	1,238	1,255	1,992	2,072	2,010	2,783	3,268	2,932	2,705	5,757	4,525	<b>3,697</b>
<b>Today's Document</b>	3,377	1,220	1,326	1,578	2,816	3,809	3,970	3,043	2680	3,157	3,855	<b>3,088</b>
<b>Transforming Classification (PIDB)</b>	1,201	576	335	278	217	264	193	191	244	150	162	<b>214</b>
<b>MONTHLY TOTAL</b>	25,927	24,241	20,704	26,806	26,385	29,375	27,199	25,979	37,018	37,845	38,000	<b>36,874</b>

\*Google Analytics Statistics not available for some blogs in the month of January. WebTrends has been substituted.

## 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.

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan*	Feb	Mar	Apr
<b>AOTUS</b>	8,088	7,179	5,835	8,144	7,325	8,110	6,245	5,461	9,123	8,253	7,047	<b>6,882</b>
<b>FDR Library</b>	117	111	63	330	273	208	252	234	235	252	231	<b>210</b>
<b>FOIA</b>	337	753	808	1,775	1,307	1,655	1,701	3,294	2,602	3,516	2,657	<b>2,119</b>
<b>Hoover Blackboard</b>	1,261	559	591	506	819	1,396	1,076	904	1,105	1,169	1,484	<b>1,027</b>
<b>NARAtions</b>	12,988	15,257	10,446	9,528	9,995	11,624	11,608	10,037	15,229	10,723	17,638	<b>21,739</b>
<b>NDC Blog</b>	1,507	3,321	863	1,401	1,354	907	751	905	1,069	1,366	1,002	<b>1,134</b>
<b>NLRR Education Blog</b>	375	380	121	98	84	205	140	102	137	211	137	<b>158</b>
<b>Prologue Blog</b>	11,083	10,741	12,674	16,847	16,042	14,856	13,348	13,015	20,510	21,864	18,890	<b>16,621</b>
<b>Records Express Blog</b>	2,079	1,540	1,262	1,893	1,297	2,651	2,246	3,418	4,348	3,570	3,994	<b>2,989</b>
<b>The Text Message</b>	2,256	2,210	3,271	3,614	3,981	4,692	5,894	5,136	4,407	15,987	7,724	<b>5,771</b>
<b>Today's Document</b>	5,538	2,135	2,608	3,135	5,491	7,738	7,816	5,766	5,080	6,735	7,771	<b>6,290</b>
<b>Transforming Classification (PIDB)</b>	3,652	1,595	688	457	319	382	245	250	350	217	231	<b>331</b>
<b>MONTHLY TOTAL</b>	49,281	45,781	39,230	47,728	48,287	54,424	51,322	48,522	58,010	73,863	68,806	<b>62,282</b>

\*Google Analytics Statistics not available for some blogs in the month of January. WebTrends has been substituted.



## 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.

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan*	Feb	Mar	Apr
<b>AOTUS</b>	13,226	14,836	16,477	18,939	21,284	24,193	26,471	28,464	32,495	29,484	31,965	<b>34,986</b>
<b>FDR Library</b>	17	23	54	202	342	468	595	710	829	916	1,060	<b>1,192</b>
<b>FOIA</b>	351	594	794	1,085	1,297	1,573	1,847	2,744	3,717	4,100	4,969	<b>5,649</b>
<b>Hoover Blackboard</b>	2,823	3,011	3,259	3,537	3,935	4,479	5,028	5,470	-	5,789	6,659	<b>7,326</b>
<b>NARAtions</b>	26,862	30,854	34,971	38,451	42,308	47,405	52,154	56,394	-	54,616	61,587	<b>71,154</b>
<b>NDC Blog</b>	1,727	3,483	3,816	4,192	4,672	5,003	5,316	5,561	-	5,084	5,439	<b>5,808</b>
<b>NLRR Education Blog</b>	744	800	845	879	931	1,010	1,068	1,119	1,184	1,200	1,269	<b>1,352</b>
<b>Prologue Blog</b>	24,530	28,076	32,652	40,685	48,126	54,581	60,139	65,778	74,660	77,821	85,910	<b>93,445</b>
<b>Records Express Blog</b>	4,190	4,686	5,157	5,827	6,316	7,347	8,237	9,359	-	8,182	9,396	<b>10,547</b>
<b>The Text Message</b>	3,466	4,144	5,560	7,001	8,390	10,451	12,990	15,250	17,404	18,207	21,484	<b>24,110</b>
<b>Today's Document</b>	10,198	11,278	12,476	13,893	16,388	19,790	23,380	26,121	-	27,424	30,731	<b>33,475</b>
<b>Transforming Classification (PIDB)</b>	1,215	1,526	1,752	1,934	2,107	2,319	2,483	2,645	-	2,313	2,455	<b>2,608</b>

\*Google Analytics Statistics not available for some blogs in the month of January.

## APPENDIX II.D: Blog Unique Viewers (Monthly)

Defined by Google Analytics as the number of individuals who viewed our blog for a given month.

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan*	Feb	Mar	Apr
<b>AOTUS</b>	2,946	2,257	2,052	3,123	2,800	2,909	2,278	1,993	4,031	3,062	2,481	<b>3,021</b>
<b>FDR Library</b>	17	12	34	149	147	126	127	115	119	156	144	<b>132</b>
<b>FOIA</b>	156	272	246	339	262	276	274	897	973	1,342	869	<b>680</b>
<b>Hoover Blackboard</b>	494	200	261	296	407	544	549	442	-	714	870	<b>667</b>
<b>NARAtions</b>	4,280	4,614	4,582	3,962	4,410	5,097	4,749	4,240	-	4,062	6,971	<b>9,567</b>
<b>NDC Blog</b>	646	1,823	396	458	557	331	313	245	-	419	355	<b>369</b>
<b>NLRR Education Blog</b>	158	60	48	37	52	79	58	51	65	83	69	<b>83</b>
<b>Prologue Blog</b>	4,712	4,215	5,168	8,704	8,054	6,455	5,558	5,639	8,882	9,593	8,089	<b>7,535</b>
<b>Records Express Blog</b>	995	643	564	816	596	1,031	890	1,122	-	1,012	1,214	<b>1,151</b>
<b>The Text Message</b>	753	808	1,555	1,608	1,534	2,061	2,539	2,260	2,154	3,726	3,277	<b>2,626</b>
<b>Today's Document</b>	2,900	1,121	1,235	1,450	2,545	3,402	3,590	2,741	-	2,717	3,307	<b>2,744</b>
<b>Transforming Classification (PIDB)</b>	722	385	261	205	188	212	164	162	-	124	142	<b>153</b>
<b>MONTHLY TOTAL</b>	18,779	16,410	16,402	21,147	21,552	22,523	21,089	19,907	-	27,010	27,788	<b>28,728</b>

\*Google Analytics Statistics not available for some blogs in the month of January.

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

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
<b>AOTUS</b>	829	768	787	885	826	902	929	905	959	985	918	<b>970</b>
<b>FOIA Ombudsman</b>	9	16	13	25	868	935	977	950	980	1,006	984	<b>1,038</b>
<b>Hoover Blackboard</b>	28	33	36	30	36	40	50	45	46	46	42	<b>48</b>
<b>In Roosevelt History</b>		0	0	0	0	0	0	0	0	0	0	<b>0</b>
<b>NARAtions</b>	827	832	779	895	18	25	21	24	25	28	19	<b>24</b>
<b>NDC Blog</b>	94	89	97	94	103	119	126	119	137	132	115	<b>132</b>
<b>Prologue</b>	187	188	207	263	214	249	262	317	346	369	355	<b>367</b>
<b>Reagan Education Workshops</b>	5	3	4	3	4	4	5	4	5	4	4	<b>4</b>
<b>Records Express</b>	137	129	131	151	138	160	207	174	191	230	160	<b>212</b>
<b>Text Message</b>	69	68	74	90	79	93	100	100	110	123	107	<b>114</b>
<b>Today's Document</b>	56	51	20	66	62	95	174	171	70	198	120	<b>154</b>
<b>Transforming Classification (PIDB)</b>	53	47	28	54	33	56	53	51	52	55	53	<b>54</b>
<b>Washboard</b>			0	1	1	5	6	6	12	21	11	<b>19</b>

## 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.

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	FY Total
<b>Monthly Total (A+P+R)</b>	<b>1,351,975</b>	<b>1,529,890</b>	<b>1,609,330</b>	<b>1,849,496</b>	<b>1,583,671</b>	<b>1,412,592</b>	<b>1,342,155</b>	<b>974,854</b>	<b>1,250,794</b>	<b>1,812,103</b>	<b>2,247,105</b>	<b>3,723,803</b>	<b>12,763,406</b>
<b>Agency-Wide Total</b>	<b>886,021</b>	<b>1,026,957</b>	<b>1,036,264</b>	<b>1,276,772</b>	<b>974,357</b>	<b>755,637</b>	<b>771,804</b>	<b>570,340</b>	<b>717,642</b>	<b>884,656</b>	<b>1,104,607</b>	<b>1,778,817</b>	<b>6,583,503</b>
<b>Afro-American History Society</b>							973	1,480	1,873	1,661	1,009	2,410	<b>9,406</b>
<b>Assembly</b>		161	1019	1012	802	723	616	443	997	589	317	551	<b>4,236</b>
<b>eStore</b>	2523	1920	2042	1,283	1,811	1,308	1,319	1,378	279	578	582	2,401	<b>7,845</b>
<b>Recovery</b>	25995	20121	26144	20882	14,433	20,372	10,653	10,370	10,309	10,080	13,805	16,591	<b>92,180</b>
<b>Constitution</b>	14902	12628	13914	13521	22,521	21,640	15,176	10,297	25,485	40,315	32,853	86,953	<b>232,719</b>
<b>Federal Register</b>	2487	1548	2490	6325	4,254	3,577	3,885	3,019	1,041	827	374	2,401	<b>15,124</b>
<b>Federal Records Centers</b>	3530	4188	2248	3,931	5,973	2,325	1,973	1,080	837	386	552	1,098	<b>8,251</b>
<b>NCAST</b>	12973	7847	9956	6,893	10,711	5,761	6,990	2,368	2,602	5,279	4,650	5,640	<b>33,290</b>
<b>NHPRC</b>	56670	50187	38840	30883	36,280	32,055	23,823	9,629	20,865	28,438	38,877	58,896	<b>212,583</b>
<b>Noon Lectures</b>							1,974	773	879	1,726	2,201	23,336	<b>30,889</b>
<b>NPAC Blue</b>	693,745	842,160	831,156	1,054,370	746,817	575,710	575,103	416,055	533,538	615,436	861,187	1,369,550	<b>4,946,579</b>
<b>Preservation</b>	15448	14986	9973	10639	4,866	8,637	7,102	11,790	8,779	17,969	9,578	48,728	<b>112,583</b>
<b>Research Red</b>	25316	21094	31538	32857	43,537	49,116	47,572	24,127	35,985	64,246	40,065	68,799	<b>329,910</b>
<b>Today's Document</b>	32432	50117	66944	94176	82,352	34,413	74,645	77,531	74,173	97,126	98,557	91,463	<b>547,908</b>

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	FY Total
<b>Presidential Total</b>	<b>352,907</b>	<b>379,522</b>	<b>460,244</b>	<b>458,896</b>	<b>489,330</b>	<b>540,147</b>	<b>464,262</b>	<b>322,080</b>	<b>409,021</b>	<b>689,288</b>	<b>778,812</b>	<b>1,462,335</b>	<b>4,665,945</b>
<b>Bush</b>	62658	72256	86587	87058	90,546	137,330	81,027	56,754	51,071	161,362	167,550	235,142	<b>890,236</b>
<b>Carter</b>	29707	21404	13190	11233	25,916	24,144	26,785	19,449	43,906	45,347	52,979	93,528	<b>306,138</b>
<b>Clinton</b>	43544	60120	152919	157629	141,163	157,350	140,159	95,088	79,516	76,369	97,191	379,915	<b>1,025,588</b>
<b>Eisenhower</b>	52812	49222	28412	49282	70,054	40,571	35,697	20,084	31,745	61,827	70,770	141,065	<b>401,759</b>
<b>Ford Library</b>	4169	5057	8067	1,804	1,760	3,828	6,529	1,877	5,310	6,203	2,583	5,062	<b>31,392</b>
<b>Ford Museum</b>	4279	4932	3619	1078	9,751	3,358	6,333	3,446	9,428	19,898	11,974	42,305	<b>96,742</b>
<b>Hoover</b>	12245	14048	16628	13417	10,485	16,344	12,143	12,931	15,391	30,640	19,173	24,065	<b>130,687</b>
<b>Johnson</b>	54705	19044	20762	31244	22,874	25,575	18,412	13,990	27,840	54,232	74,026	99,654	<b>313,729</b>
<b>Nixon</b>	17320	24435	24964	12079	22,858	14,203	21,106	9,781	50,459	88,198	137,290	190,570	<b>511,607</b>
<b>Reagan</b>							19,030	14,890	19,307	19,003	31,340	16,834	<b>120,404</b>
<b>Roosevelt</b>	18235	24819	18492	23,297	25,200	22,460	24,929	12,531	35,469	35,731	40,706	47,083	<b>218,909</b>
<b>Truman</b>	53233	84185	86604	70775	68,723	94,984	72,112	61,259	39,579	90,478	73,230	187,112	<b>618,754</b>
	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	FY Total
<b>Regional Total</b>	<b>113,047</b>	<b>123,411</b>	<b>112,822</b>	<b>113,828</b>	<b>119,984</b>	<b>116,808</b>	<b>106,089</b>	<b>82,434</b>	<b>124,131</b>	<b>238,159</b>	<b>363,686</b>	<b>482,651</b>	<b>1,513,958</b>
<b>Anchorage</b>			2273	1,962	3,047	3,186	2,117	2,857	13,538	14,200	3,593	4,878	<b>44,369</b>
<b>Atlanta</b>	29207	28574	18485	23446	20,980	10,302	14,183	9,379	20,228	47,293	33,069	38,763	<b>173,217</b>
<b>Boston</b>	16248	19039	27572	26,432	26,671	17,707	18,754	15,776	19,091	35,912	22,372	36,319	<b>165,931</b>
<b>Chicago</b>										19,446	19,837	21,504	<b>60,787</b>
<b>Denver</b>	4185	3004	2733	3,309	3,133	3,074	1,716	1,334	796	1,721	2,071	2,621	<b>13,333</b>

<b>Fort Worth</b>	16297	15421	13579	11,330	19,480	11,320	12,156	9,977	12,036	16,317	32,043	47,994	<b>141,843</b>
<b>Kansas City</b>	19550	12779	14687	15,563	10,008	28,262	24,874	19,868	30,539	37,138	126,631	139,771	<b>407,083</b>
<b>New York</b>	12625	12668	13375	11657	12,782	18,031	7,220	5,813	3,024	33,390	81,028	159,139	<b>307,645</b>
<b>Philadelphia</b>	6817	9478	5474	5,534	6,017	3,649	4,354	3,322	6,193	8,638	5,116	5,651	<b>36,923</b>
<b>Riverside</b>	2505	5864	3850	6,001	4,988	3,751	4,040	2,339	1,425	8,225	25,735	10,622	<b>56,137</b>
<b>Seattle</b>	5240	11958	6188	4,613	8,049	8,748	7,809	6,406	6,549	8,071	7,883	9,623	<b>55,089</b>
<b>St. Louis</b>	373	4626	4606	3,981	4,829	8,778	8,866	5,363	10,712	7,808	4,308	5,766	<b>51,601</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).

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
<b>Monthly Total (A+P+R)</b>	30,965	35,617	43,947	43,248	51,253	54,967	49,198	35,880	100,866	174,744	218,658	<b>486,618</b>
<b>Agency-Wide Total</b>	15,884	18,011	17,973	20,098	22,754	22,925	21,424	15,211	35,956	50,509	63,603	<b>195,466</b>
<b>Afro-American History Society</b>							77	81	410	420	201	<b>647</b>
<b>Assembly</b>	0	19	39	55	52	65	29	42	137	91	73	<b>93</b>
<b>eStore</b>	162	83	64	49	82	59	55	115	104	170	207	<b>395</b>
<b>Recovery</b>	930	877	976	952	986	1,042	793	747	993	1,365	1,440	<b>2,725</b>
<b>Constitution</b>	778	785	903	957	1,577	1,590	1,425	1,178	3,159	3,594	4,708	<b>19,782</b>
<b>Federal Register</b>	93	85	293	509	438	427	373	190	318	384	188	<b>402</b>
<b>Federal Records Centers</b>	92	111	101	149	201	150	136	102	268	150	237	<b>287</b>
<b>NCAST</b>	267	275	258	241	311	289	249	167	285	409	519	<b>904</b>
<b>NHPRC</b>	1216	1598	1139	1,048	1,467	1,707	1,477	801	1,808	1,672	1,893	<b>8,165</b>
<b>Noon Lectures</b>							66	36	153	251	283	<b>7,676</b>
<b>NPAC Blue - US National Archives</b>	9782	11415	11283	12,816	13,933	13,835	13,285	8,861	22,779	33,930	47,268	<b>126,835</b>
<b>Preservation</b>	608	695	605	622	535	665	520	542	1,061	1,842	1,121	<b>12,596</b>
<b>Research Red</b>	1426	1352	1471	1,666	2,007	2,015	1,862	1,303	2,466	3,273	3,153	<b>11,696</b>
<b>Today's Document</b>	530	716	841	1,034	1,165	1,081	1,077	1,046	2,015	2,958	2,312	<b>3,263</b>

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
<b>Presidential Total</b>	11,557	13,590	21,768	18,812	23,569	27,249	23,387	17,202	51,477	94,472	118,743	<b>232,718</b>
<b>Bush</b>	3063	2436	4535	2,649	4,156	7,861	3743	2,906	5,582	20,754	26,402	<b>41,336</b>
<b>Carter</b>	1140	1183	1205	1,149	2,173	1,969	1851	1,445	6,546	3,599	3,378	<b>12,441</b>
<b>Clinton</b>	1118	1799	5474	5,332	5,735	5,891	5866	4,347	8,392	10,186	13,305	<b>34,770</b>
<b>Eisenhower</b>	1378	1766	1421	1,577	1,965	1,838	1621	1,054	2,396	7,040	5,738	<b>14,616</b>
<b>Ford Library</b>	304	425	652	277	107	369	457	99	972	779	641	<b>1,278</b>
<b>Ford Museum</b>	380	502	844	410	846	241	583	203	1,867	4,720	3,949	<b>13,790</b>
<b>Hoover</b>	552	626	679	682	702	761	687	610	1,046	5,270	1,902	<b>4,530</b>
<b>Johnson</b>	771	774	820	970	1,029	1,048	969	841	3,324	6,674	14,335	<b>20,996</b>
<b>Nixon</b>	692	911	901	849	1,550	1,303	1357	880	11,004	19,035	30,138	<b>44,314</b>
<b>Reagan</b>							561	463	1,104	880	4,621	<b>2,588</b>
<b>Roosevelt</b>	672	571	638	751	968	1,158	1023	746	5,507	7,222	6,423	<b>10,203</b>
<b>Truman</b>	1487	2597	4599	4,166	4,338	4,810	4669	3,608	3,737	8,313	7,911	<b>31,856</b>
	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
<b>Regional Total</b>	3,524	4,016	4,206	4,338	4,930	4,793	4,387	3,467	13,433	29,763	36,312	<b>58,434</b>
<b>Anchorage</b>			94	69	105	104	84	111	3,559	4,132	395	<b>760</b>
<b>Atlanta</b>	790	886	835	834	990	820	848	492	2,533	7,047	3,960	<b>7,077</b>



<b>Boston</b>	401	502	537	546	613	576	560	501	1,352	5,336	1,063	<b>4,146</b>
<b>Chicago</b>										1,208	1,237	<b>2,876</b>
<b>Denver</b>	149	145	151	184	189	191	115	95	186	263	408	<b>587</b>
<b>Fort Worth</b>	456	487	500	454	639	563	570	477	1,082	1,051	4,169	<b>5,466</b>
<b>Kansas City</b>	474	495	502	568	545	705	631	580	2,008	1,428	7,879	<b>5,873</b>
<b>New York</b>	612	681	768	790	845	909	631	453	678	6,409	11,313	<b>26,346</b>
<b>Philadelphia</b>	207	254	223	260	309	241	242	193	448	968	524	<b>917</b>
<b>Riverside</b>	119	156	157	196	189	164	156	124	293	486	3,910	<b>2,299</b>
<b>Seattle</b>	115	142	150	132	171	165	153	147	552	551	761	<b>1,176</b>
<b>St. Louis</b>	201	268	289	305	335	355	397	294	742	884	693	<b>911</b>

APPENDIX V: Twitter Followers (Cumulative)

	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
<b>archivesnews</b>	5,497	6,148	6,631	7,233	8,207	8,787	9,360	10,068	10,882	11,938	13,089	<b>14,189</b>
<b>bushlibrary</b>	1,490	1,806	1,992	2,121	2,332	2,437	2,556	2,797	2,953	3,198	3,644	<b>4,181</b>
<b>dferriero</b>	986	1,047	1,100	1,151	1,239	1,305	1,366	1,406	1,459	1,503	1,544	<b>1,619</b>
<b>DocsTeach</b>	396	451	519	575	636	683	726	790	847	937	1,022	<b>1,112</b>
<b>EisenhowerNews</b>	512	576	625	652	686	740	784	841	897	980	1,125	<b>1,206</b>
<b>FDRLibrary</b>	58	115	149	189	232	263	323	370	428	496	596	<b>680</b>
<b>FedRegister</b>	1,499	1,593	1,667	1,766	1,886	1,980	2,096	2,258	2,365	2,517	2,688	<b>2,819</b>

<b>Kennedy</b>	11,284	11,531	11,767	11,954	12,262	12,641	13,044	13,650	13,944	14,369	14,526	<b>14,662</b>
<b>LBJLibrary</b>	444	512	549	603	655	725	830	907	1,020	1,167	1,322	<b>1,420</b>
<b>NARA_ RecMgmt</b>	793	858	915	957	1,024	1,087	1,162	1,238	1,320	1,467	1,687	<b>1,863</b>
<b>NARAFRC</b>	58	73	87	98	117	132	136	148	154	172	190	<b>195</b>
<b>Todays Document</b>	479	624	808	982	1,264	1,404	1,548	1,707	1,903	2,919	2,409	<b>2,665</b>
<b>USNatArchives</b>	1,385	1,742	1,937	2,184	2,592	2,903	3,235	3,552	3,919	4,445	5,081	<b>5,858</b>
<b>WJCLibrary</b>	211	270	302	326	364	421	475	552	641	753	891	<b>1,024</b>

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

	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
<b>Page Views</b>	26,208	16,873	59,996	4,204	9,987	10,425	34,603	<b>11,990</b>
<b>Track Downloads</b>	5,111	23,403	40,823	4,339	2,592	6,922	10,395	<b>6,499</b>
<b>Subscriptions</b>	769	973	2,873	298	418	322	3,851	<b>1,034</b>