

SOCIAL MEDIA HIGHLIGHTS

- INDEXING OF THE 1940 CENSUS IS COMPLETED AFTER FOUR MONTHS OF VOLUNTEER EFFORTS
- THE EXPANDING VIDEO LECTURE SERIES KNOW YOUR RECORDS DRAWS SIGNIFICANT ATTENTION AMONG GENEALOGY CIRCLES
- DAVID FERRIERO SPEAKS AT BOTH THE SOCIETY OF AMERICAN ARCHIVISTS AND THE INTERNATIONAL COUNCIL ON ARCHIVES CONGRESS 2012
- NARA RELEASES ITS NEW RECORDS MANAGEMENT DIRECTIVE IN COMPLIANCE WITH THE NEW RM PRESIDENTIAL MEMORANDUM
- AN ARCHIVIST DISCOVERS THAT THE U.S. MILITARY EXPERIMENTED WITH SKATEBOARDS IN COMBAT SITUATIONS DURING THE 1990's
- NARA ASKS FOR PUBLIC INPUT ON ITS DIGITAL STRATEGY IN AN EFFORT TO MAKE INFORMATION AND SERVICES MORE EASILY ACCESSIBLE

AUGUST 2012 OVERVIEW

Social Media Tool	Monthly Views	Cumulative Users
Archives.gov Blogs	80,074 Views	50,942 Visitors
Tumblr Blogs	36,761 Views	20,599 Visitors
Facebook	3,789,056 Impressions	722,772 Reach
National Archives YouTube Channel	66,818 Views	4,767 Subscribers
Flickr (USNatArchives & ArchivesNews)	410,113 Views	4,835 Contacts
Our Archives Wiki	18,776 Views	373 Editors
Twitter (all NARA feeds)	--	66,166 Followers
FourSquare	35,678 Check-ins	18,995 Followers
iTunes U	6,917 Views	15,161 Subscribers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2012 Views (To Date)	FY 2011 Views
Archives.gov Blogs	635,569	520,572 (Dec-Sept)
Tumblr Blogs	446,463	97,949 (Apr-Sept)
Facebook	27,685,851	15,585,752
National Archives YouTube Channel	754,775	601,517
Flickr (USNatArchives & ArchivesNews)	4,349,547	2,911,601
Our Archives Wiki	172,592	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](#)
14. [The Federal Register](#)
15. [The National Declassification Center](#)
16. [NARA Tumblr](#)
17. [Prologue](#)
18. [Media Matters](#)
19. [Our Presidents Tumblr](#)
20. [Congress in the Archives Tumblr](#)
21. [LBJ Time Machine Tumblr](#)
22. [Preservation at NARA Tumblr](#)
23. [TumblrWeed Times](#)

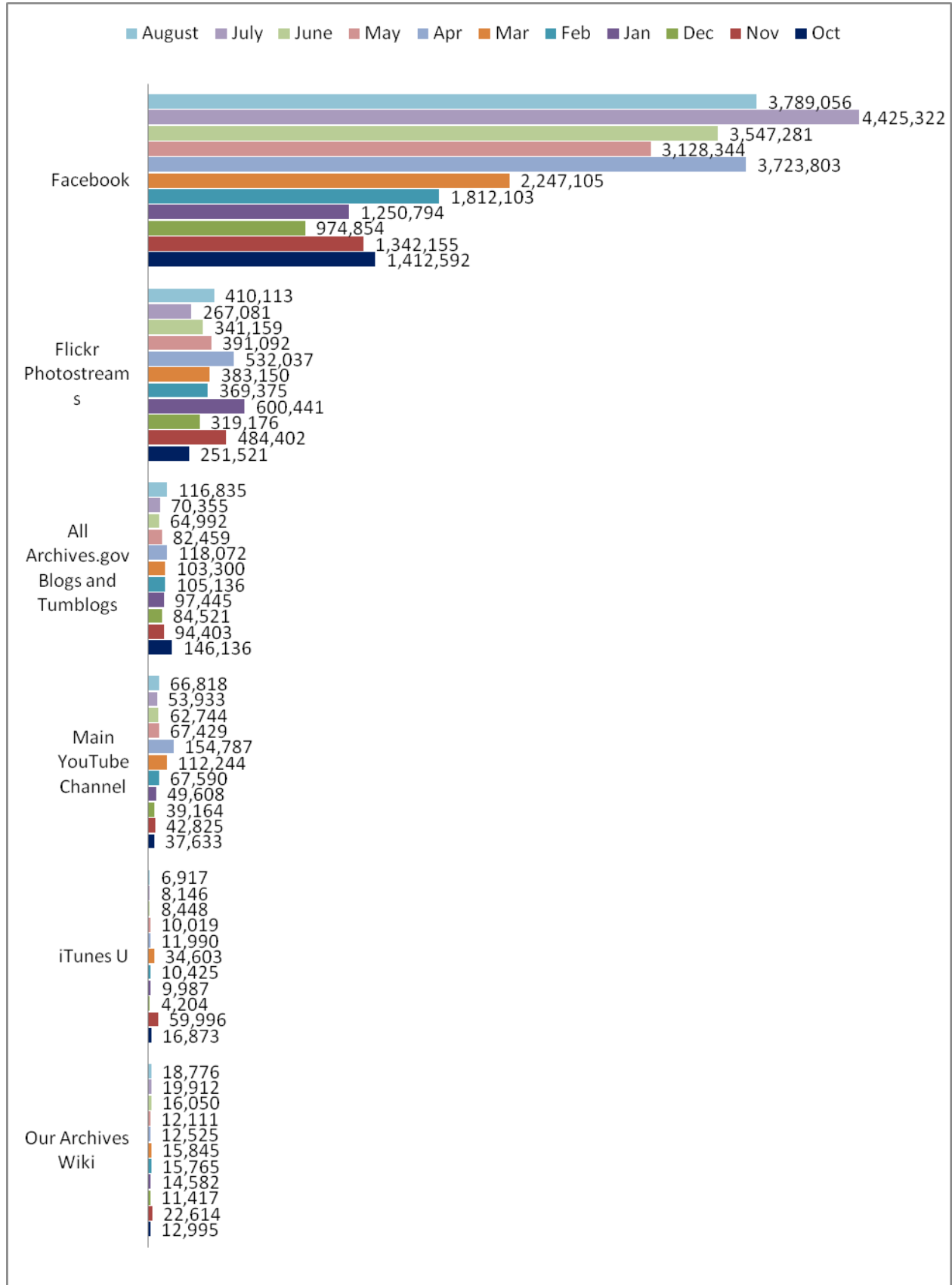
INTERNAL (NARA@WORK) BLOGS

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

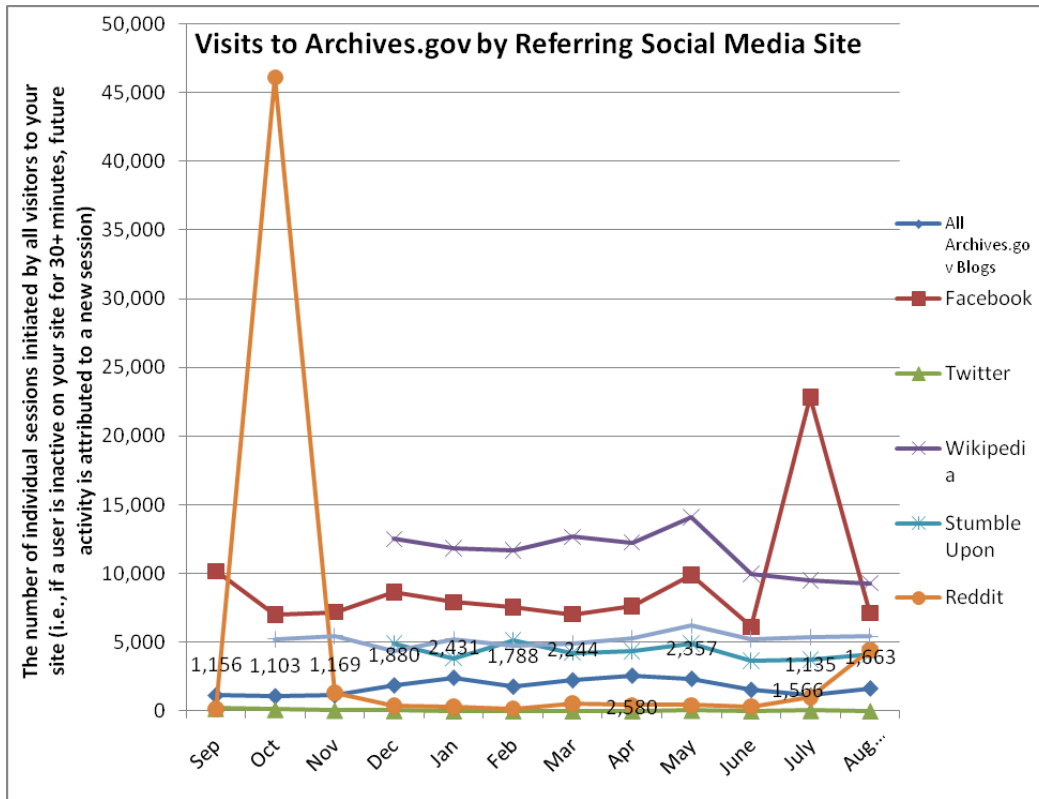
SOCIAL MEDIA TOOLBOX (Tools currently in use)

- 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)



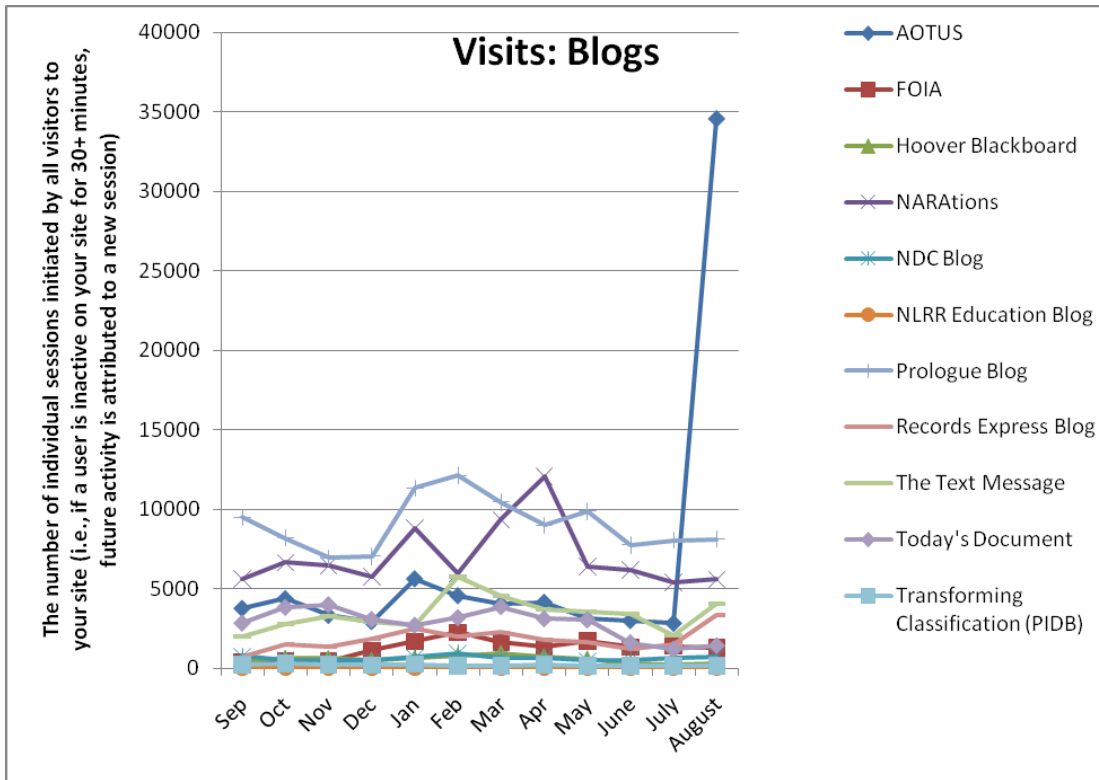
New External Social Media Projects

August Projects

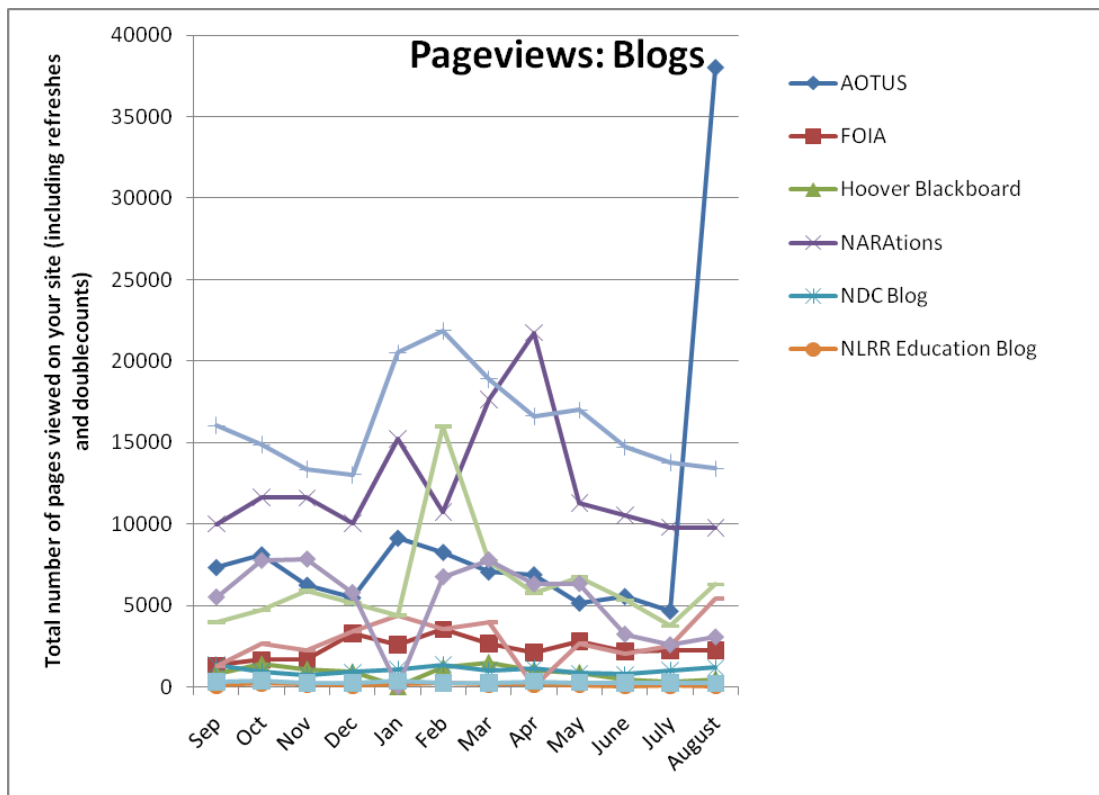
	Facebook	Flickr	Twitter	Wiki	Tumblr	Blog	IdeaScale	GitHub	HistoryPin	Ustream	YouTube	Storify
October								1				
November			3		2				1			
December				1	1							
January				1						1		
February			1	1			1					
March	1		2								1	
April	1					1						
May				1							1	1
June												
July	1			1	1							
August												

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

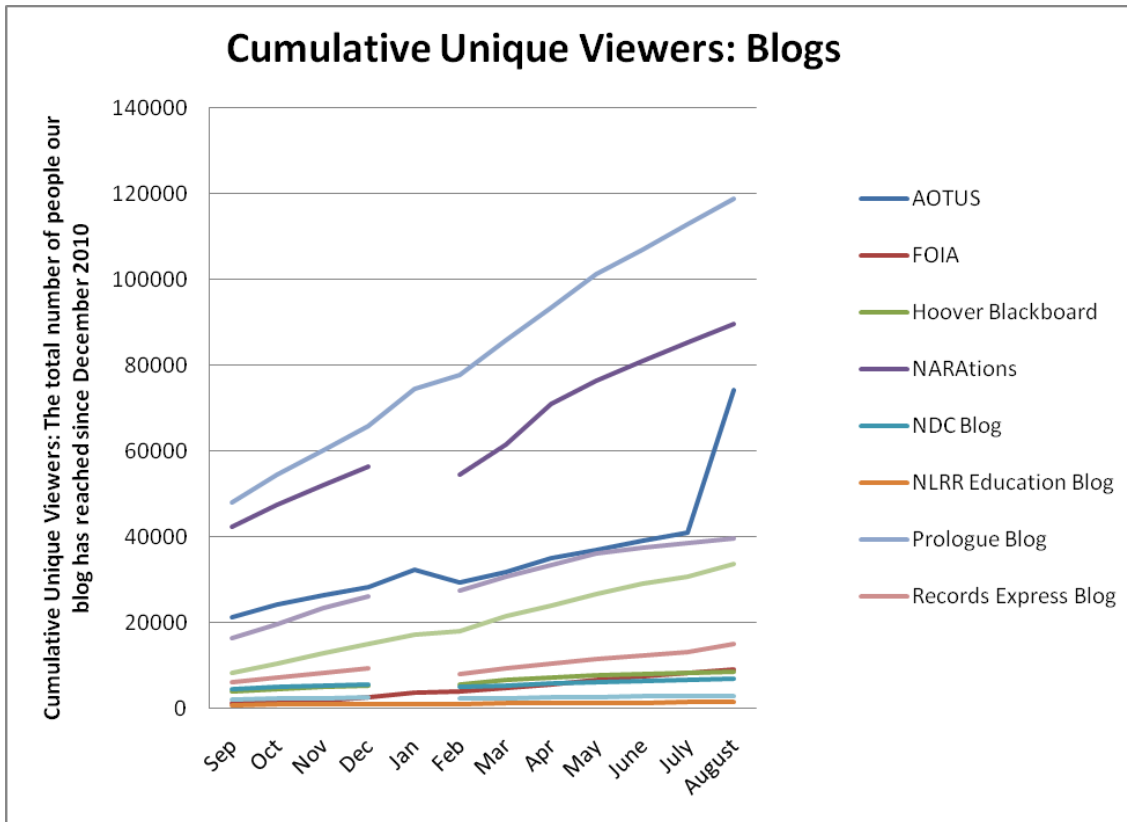
Blog Visits (Source: Appendix II.A)



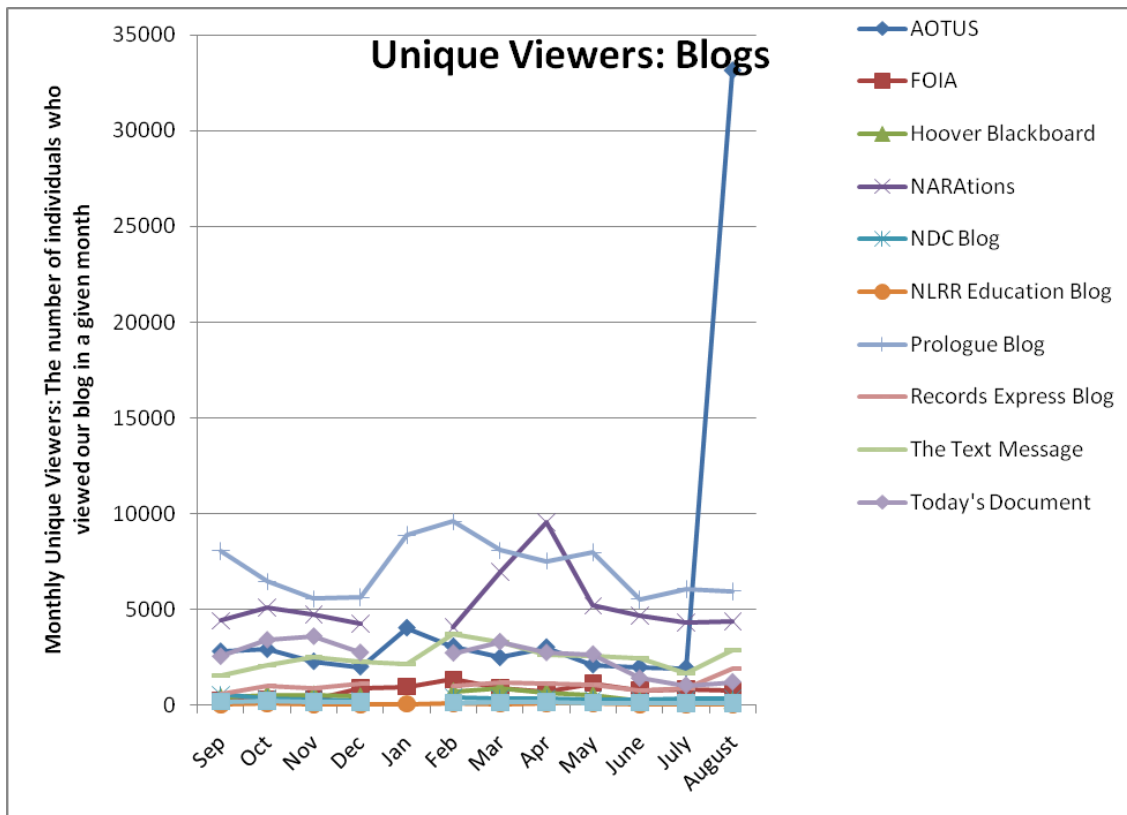
Blog Pageviews (Source: Appendix II.B)



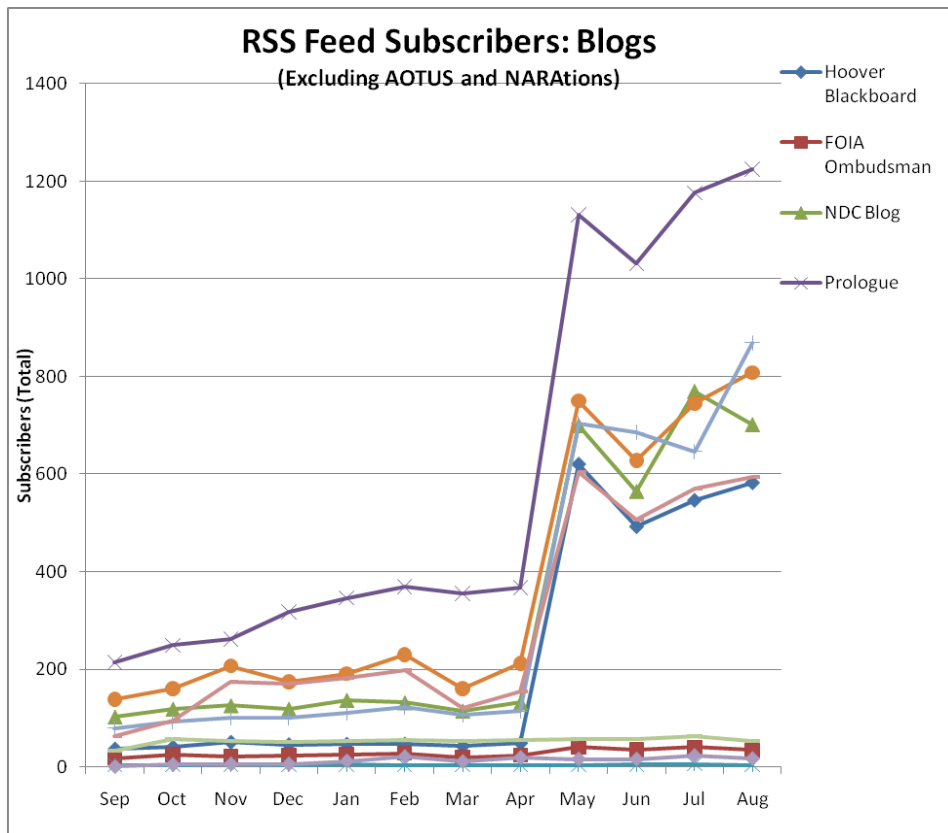
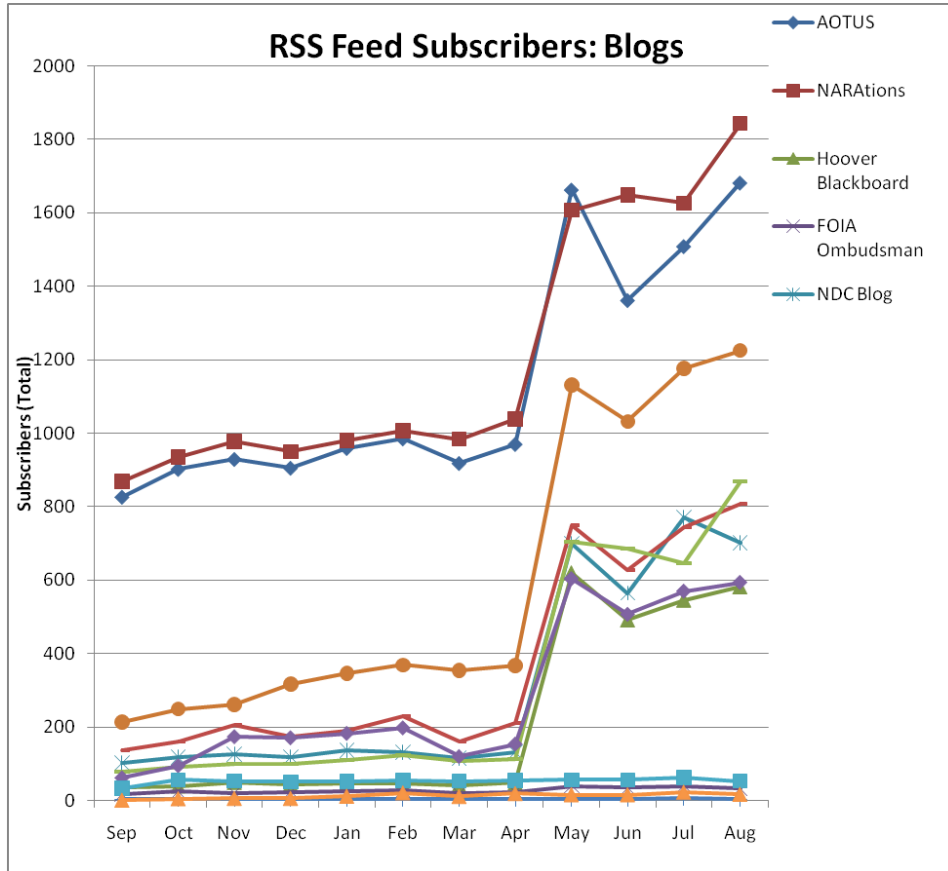
Blog Cumulative Unique Viewers (Source: Appendix II.C)



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



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

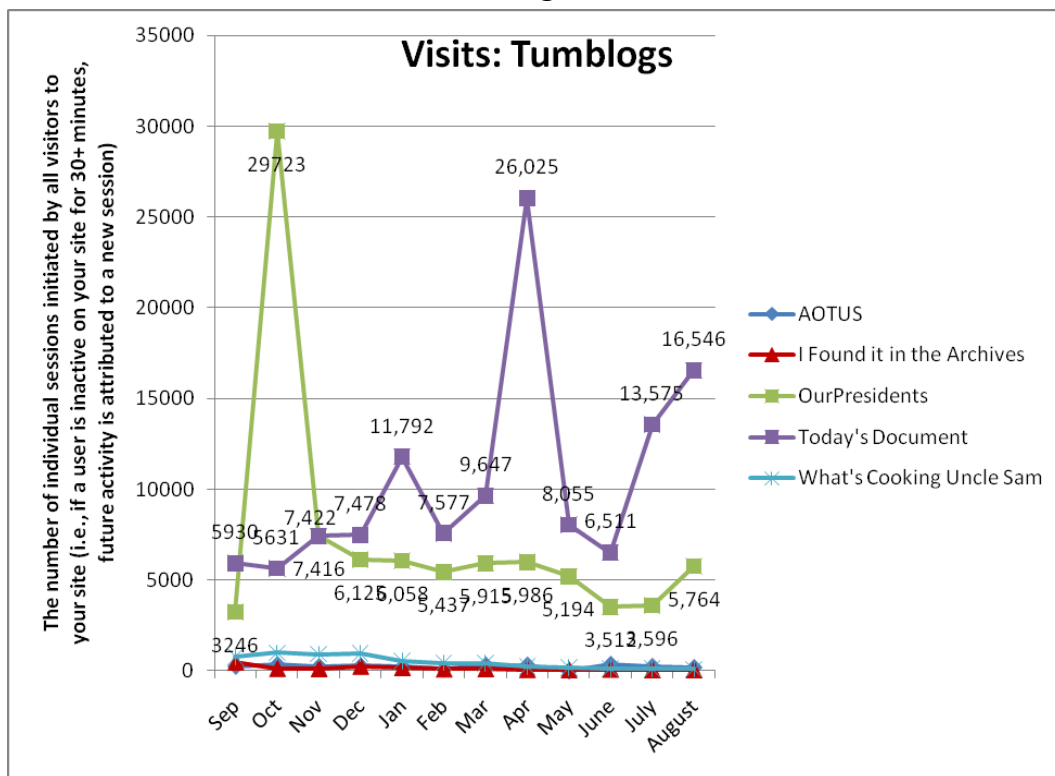


Top 5 Most Viewed Blog Posts in August

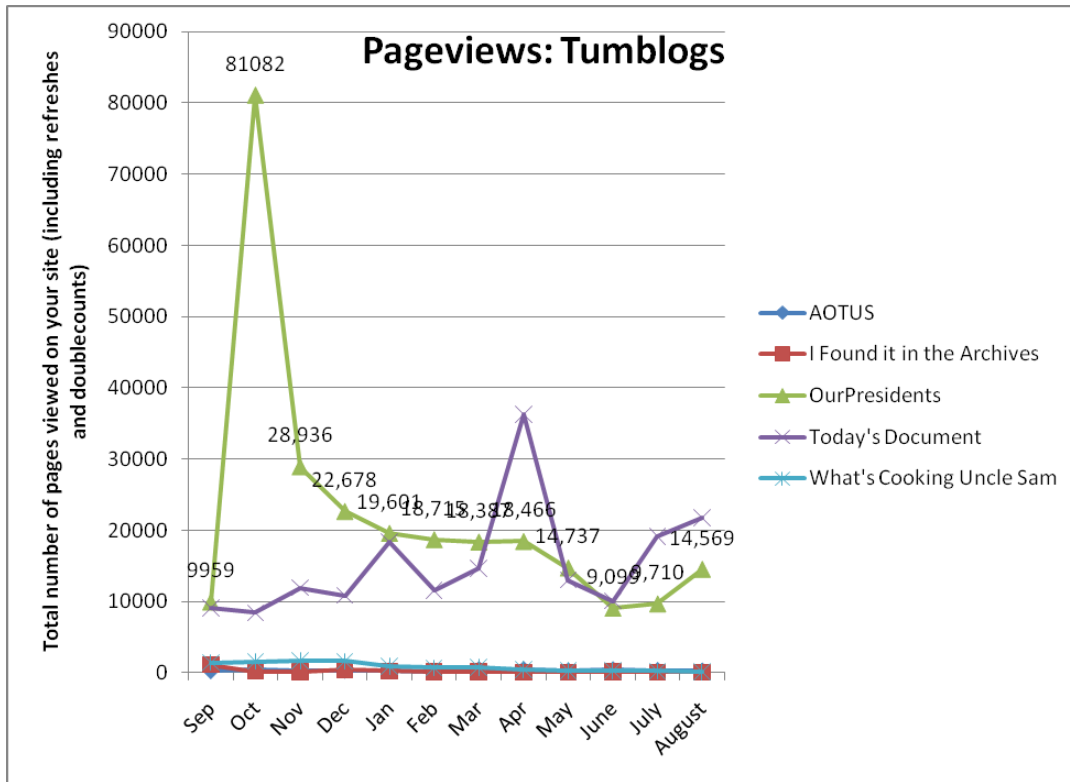
Blog	Pageviews	Post Title
AOTUS	32,809	How to be a "Smooth Criminal"
Records Express	1,054	Records Management Directive Released!
The Text Message	969	Skateboarding into Combat
NARAtions	791	Have Your Say! We need your input on Digital Strategy
AOTUS	726	Records Management with a Backbone

Social Media Tools: Detail View – Tumblogs

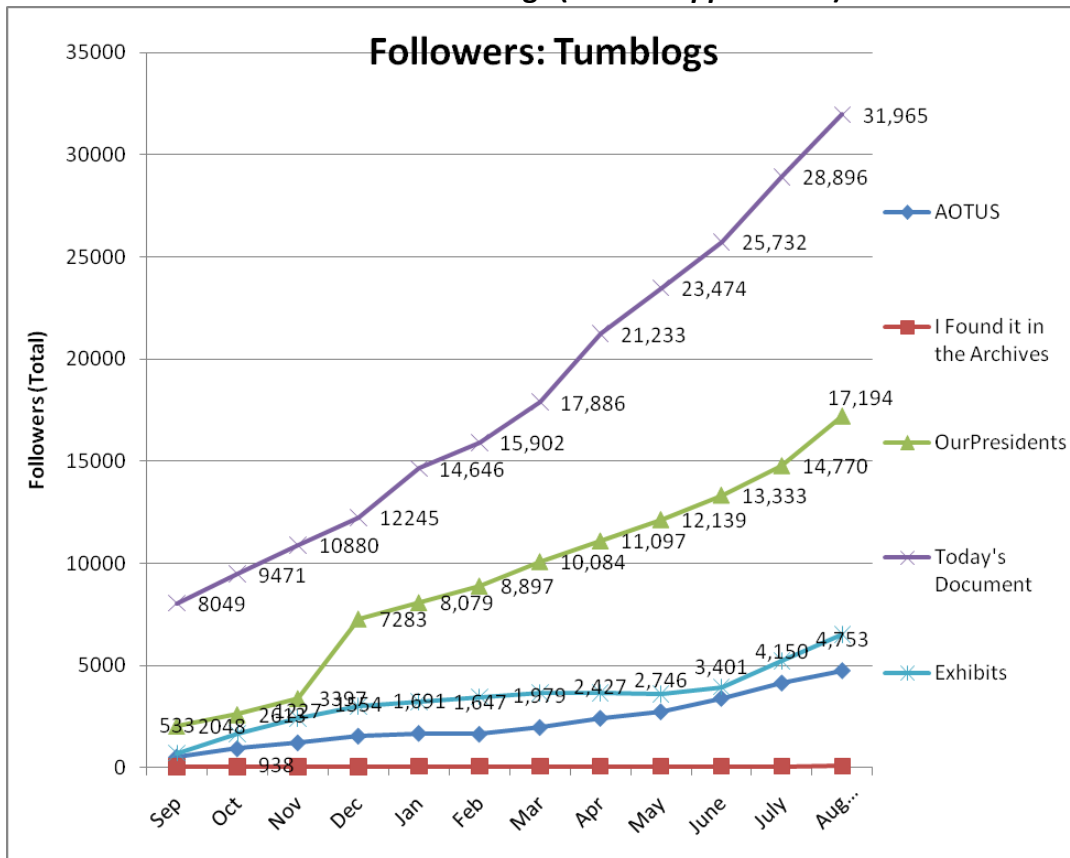
Tumblog Visits



Tumblog Pageviews

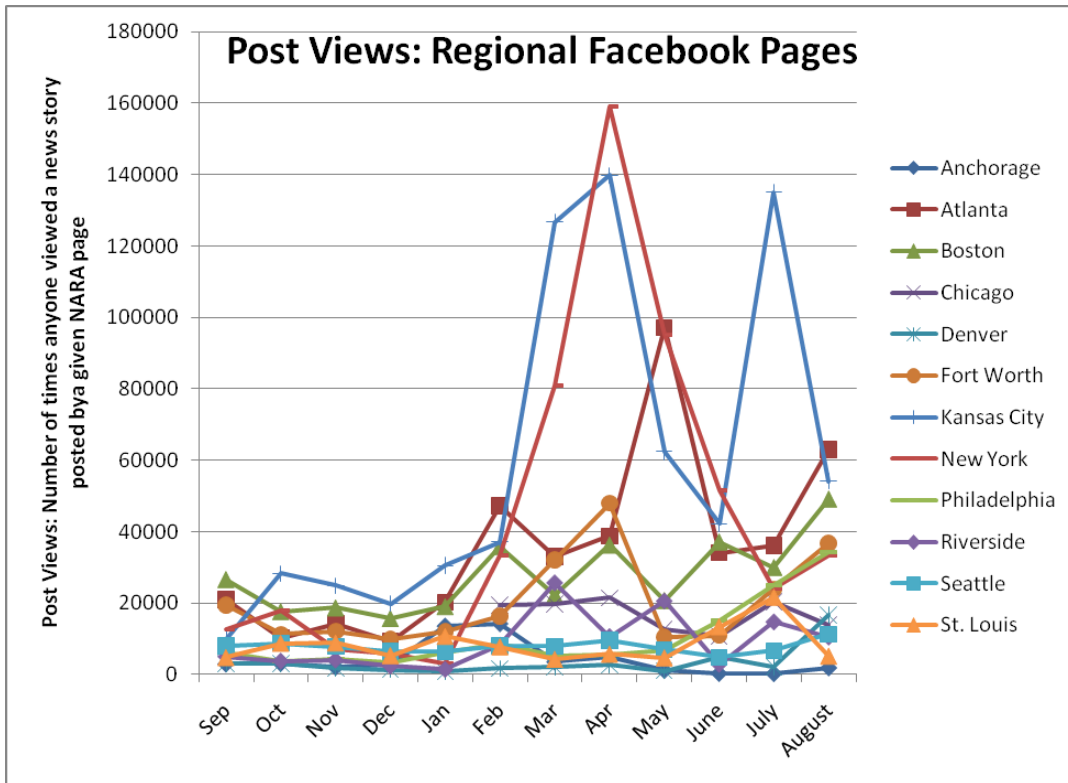


Followers on Tumblogs (Source: Appendix IV)

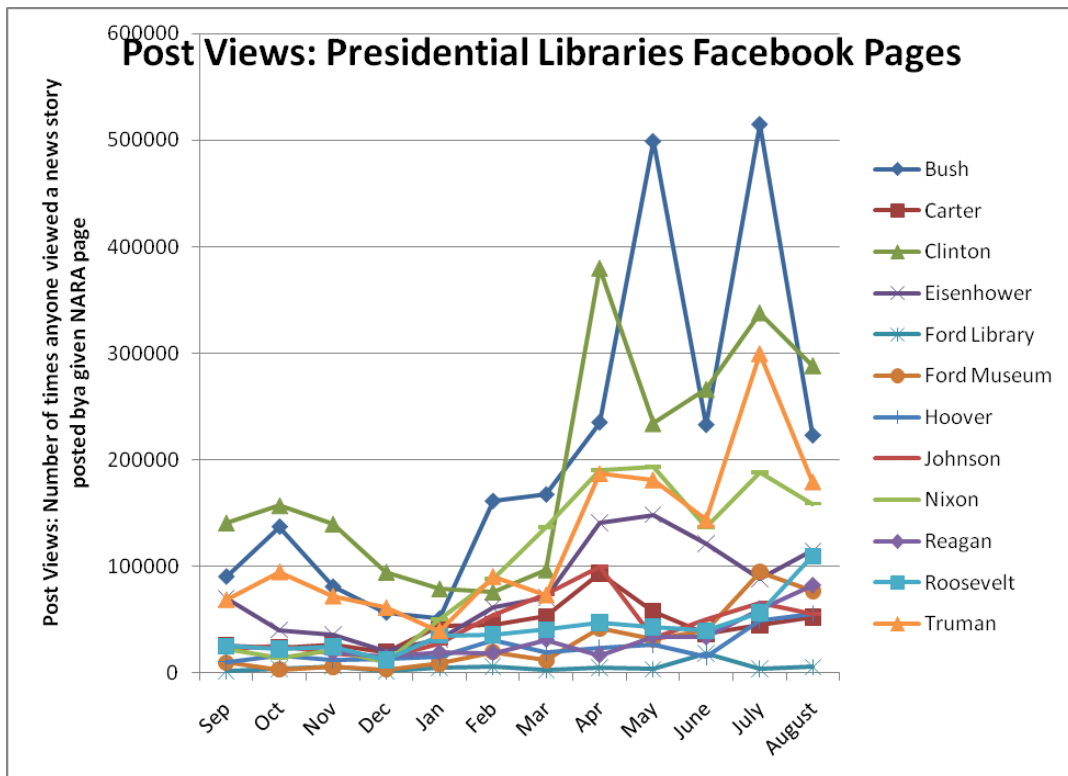


Social Media Tools: Detail View – Facebook

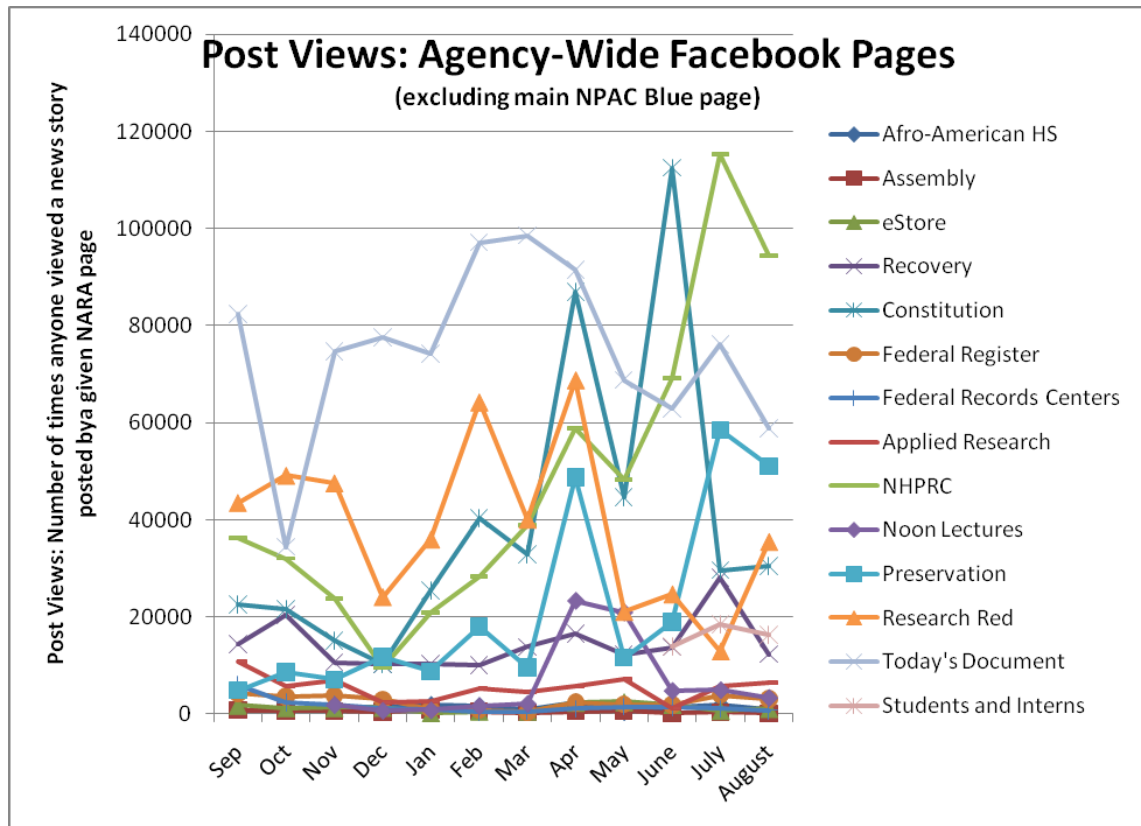
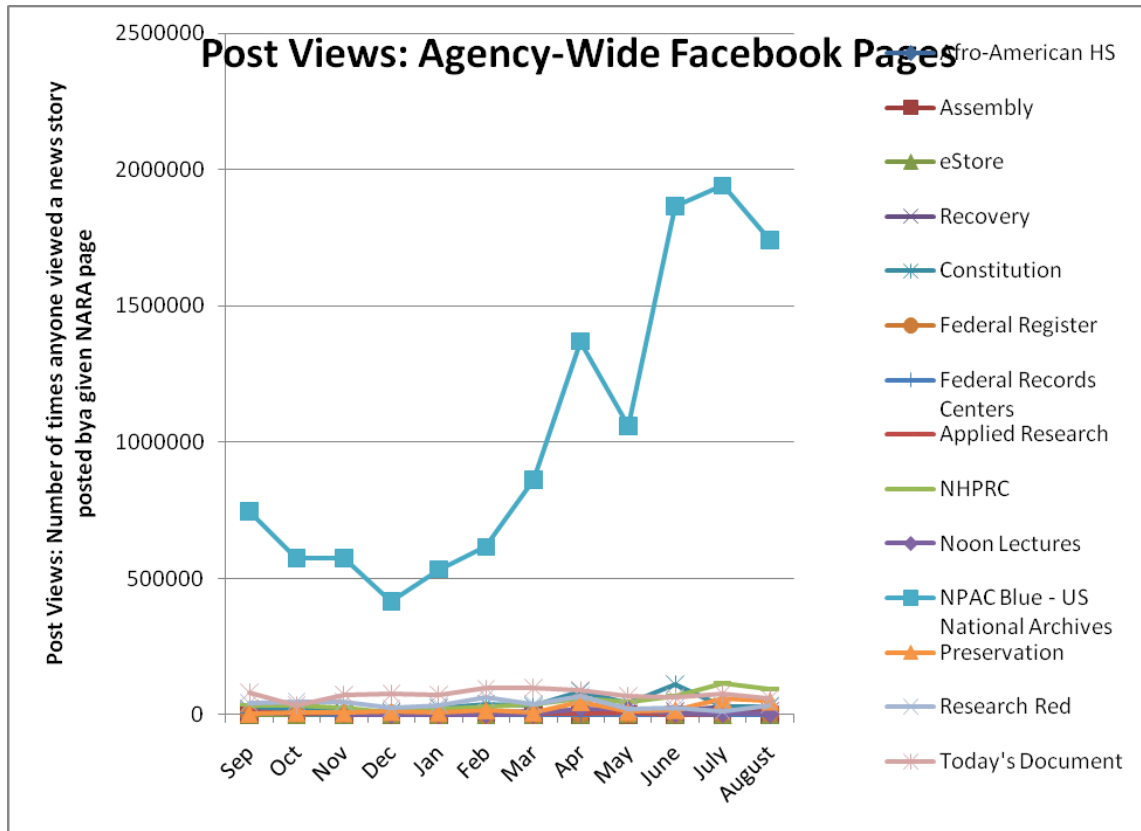
Post Views on Regional Pages (Source: Appendix IV.A)



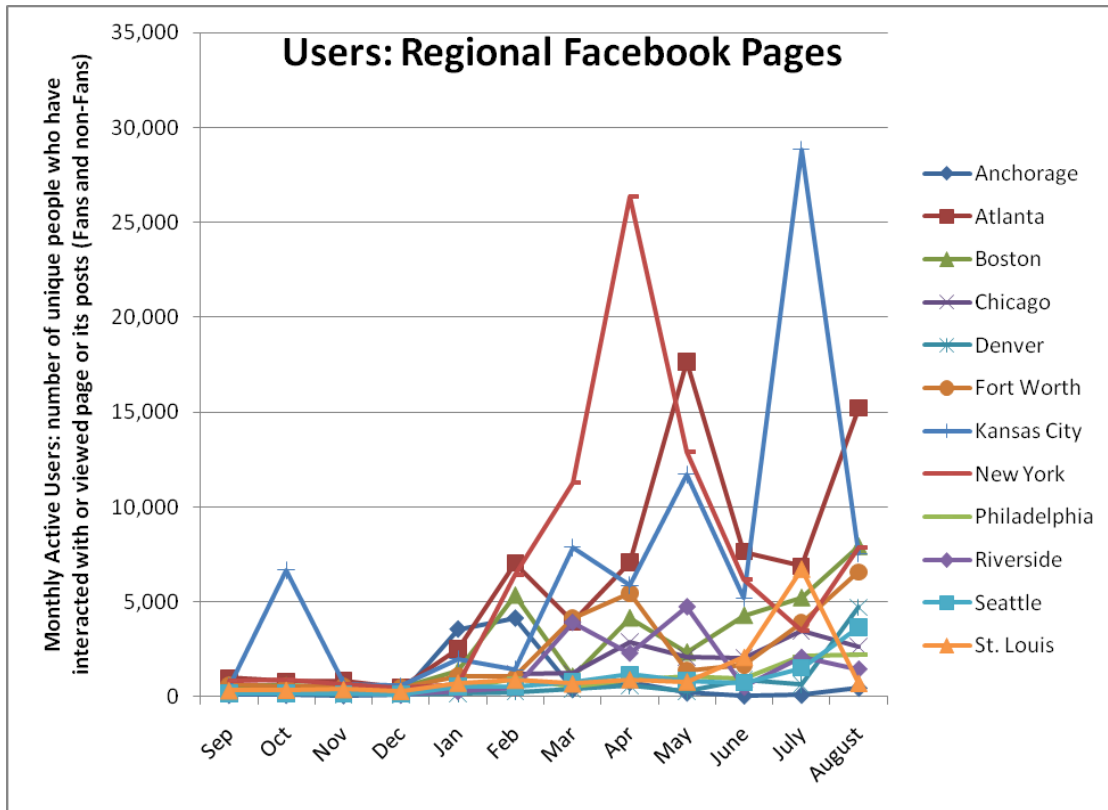
Post Views on Presidential Library Pages (Source: Appendix IV.A)



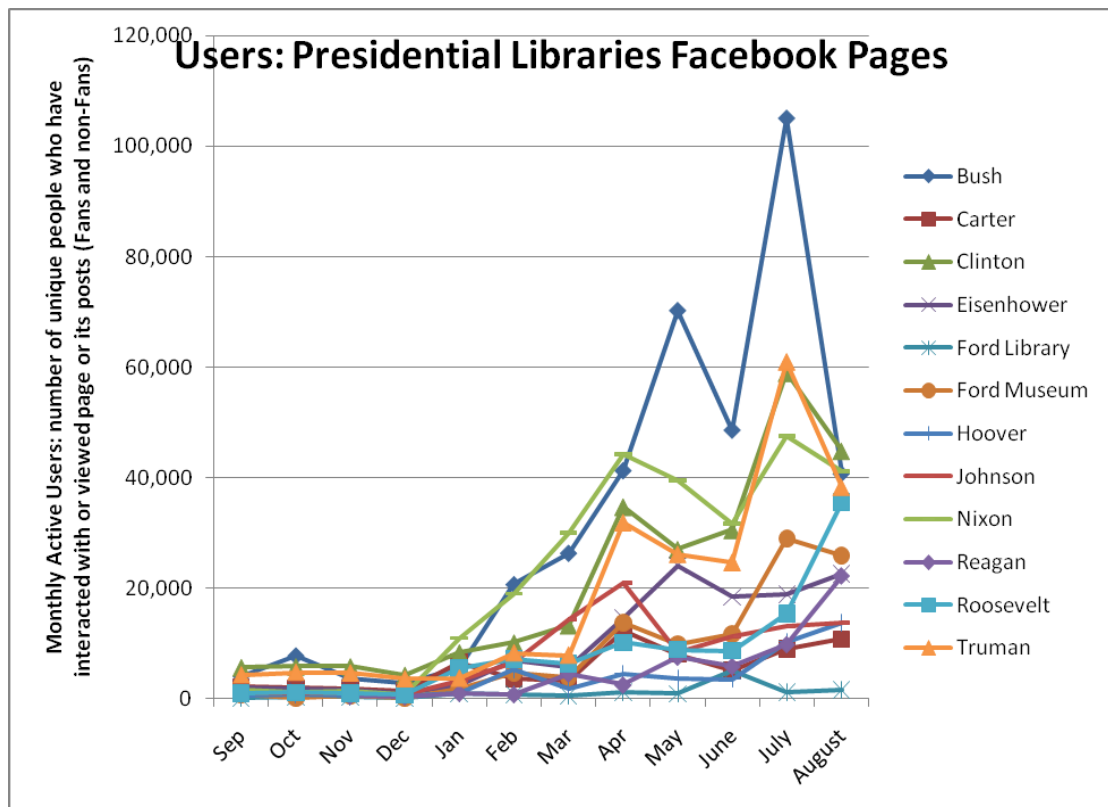
Post Views on Agency-Wide Pages (Source: Appendix IV.A)



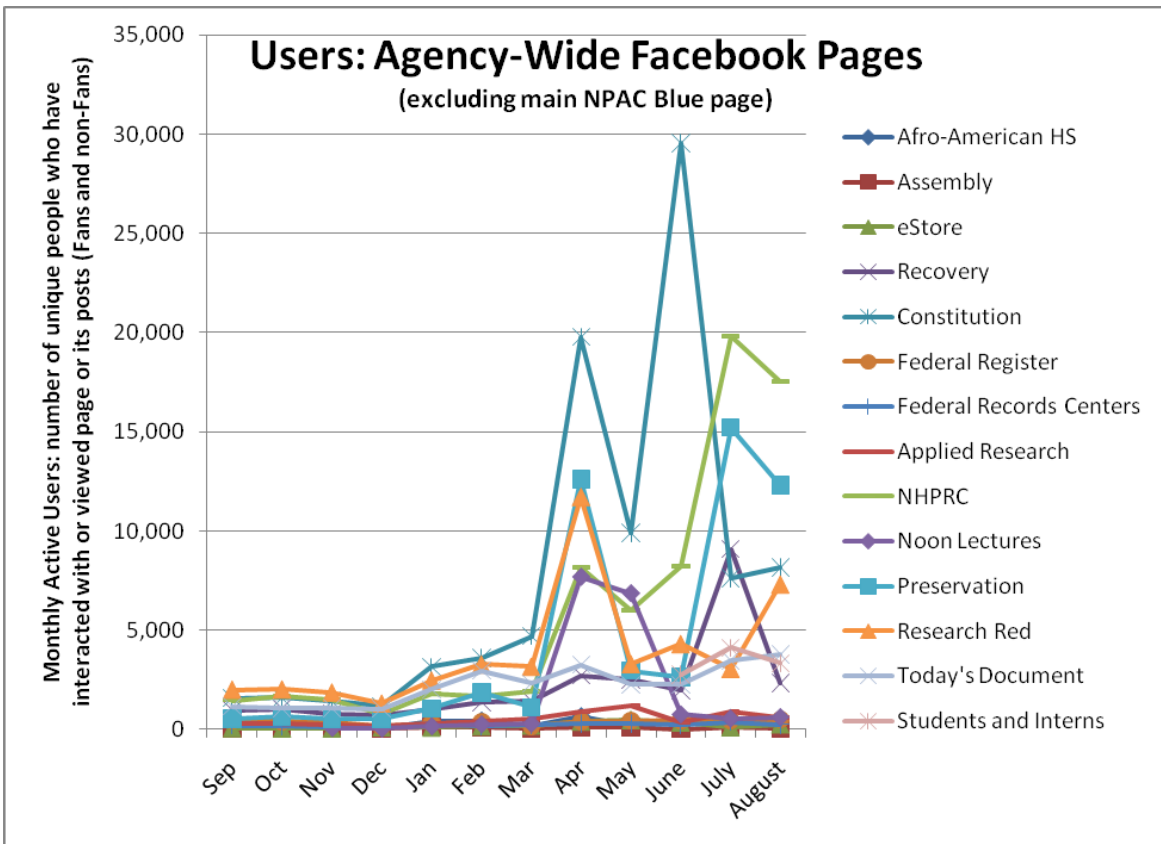
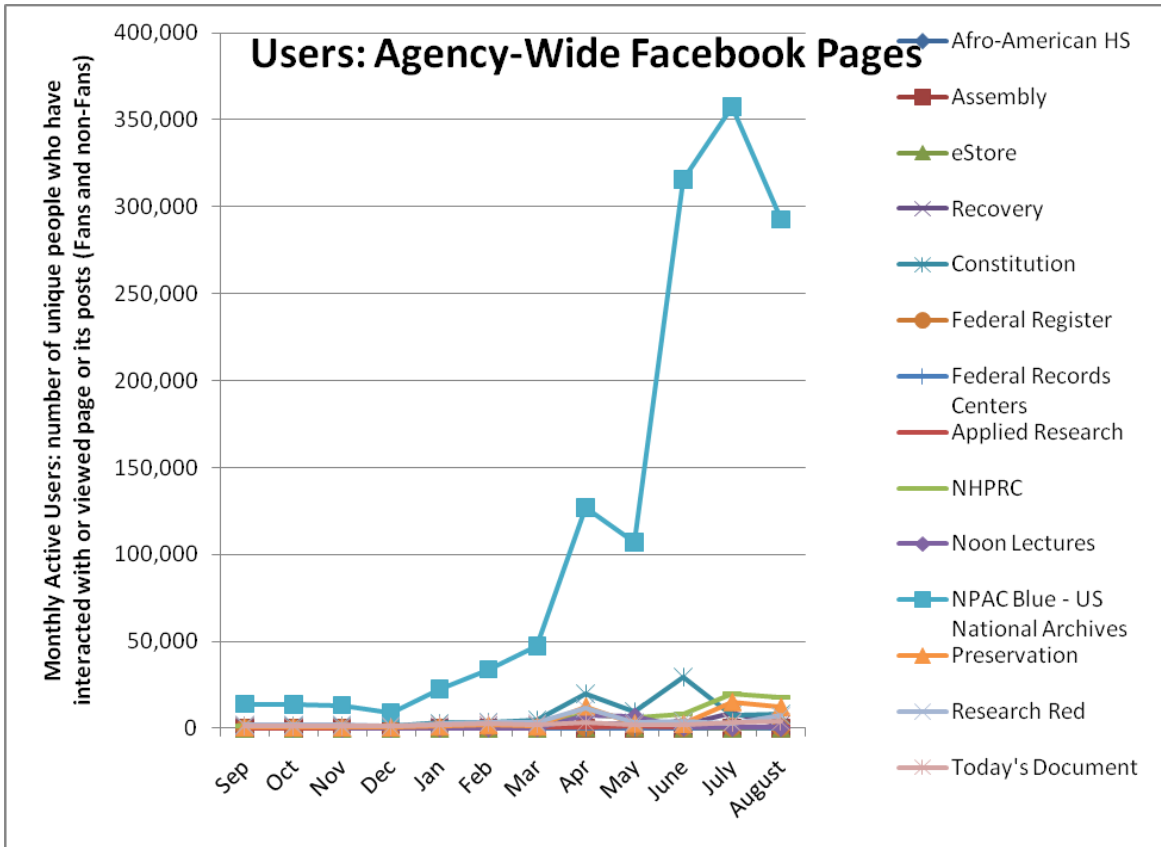
Monthly Active Users of Regional Pages (Source: Appendix IV.B)



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

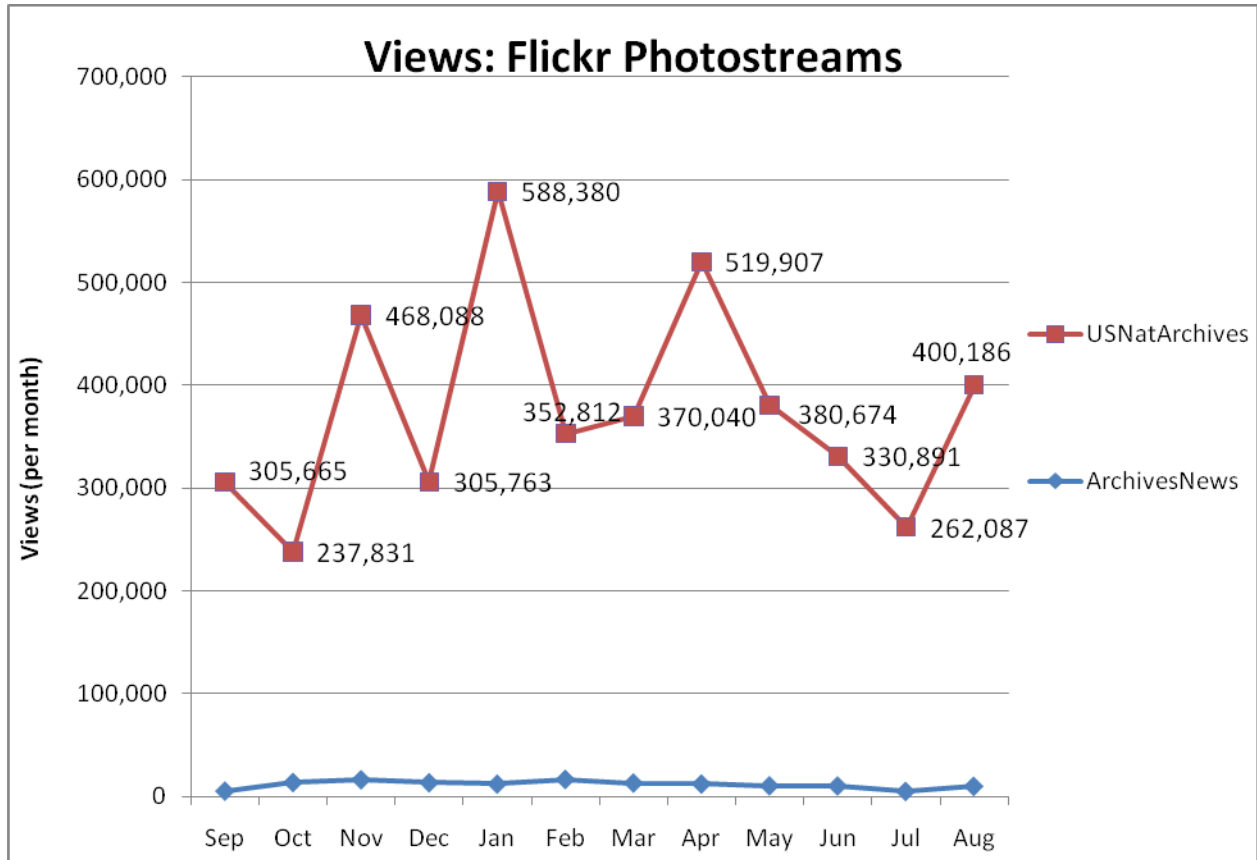


Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)

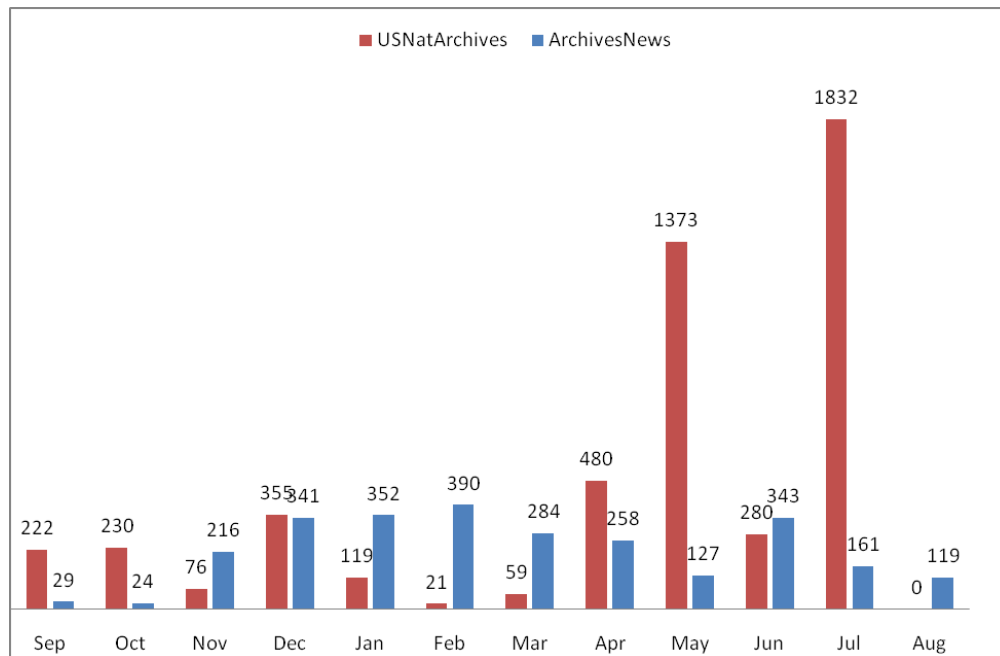


Social Media Tools: Detail View – Flickr

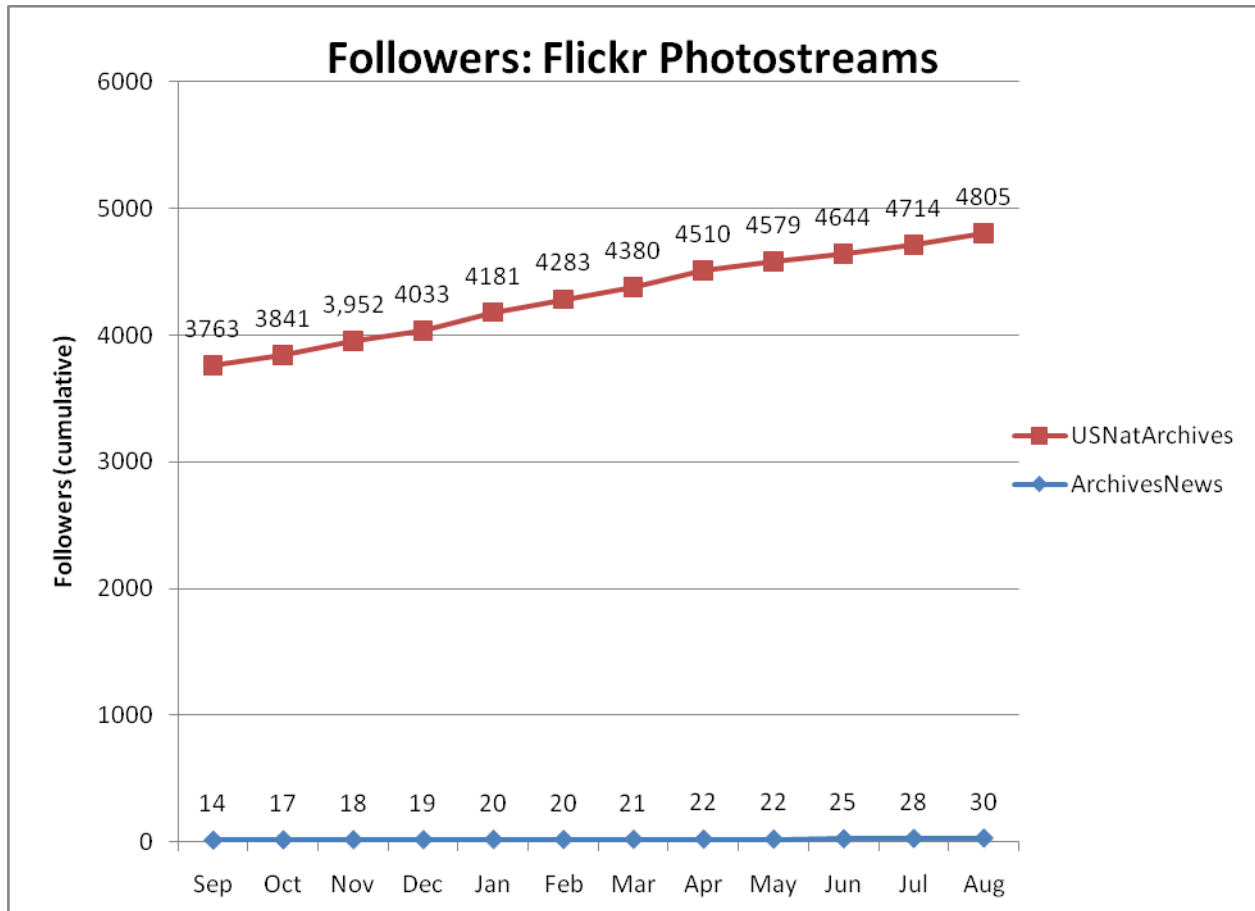
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

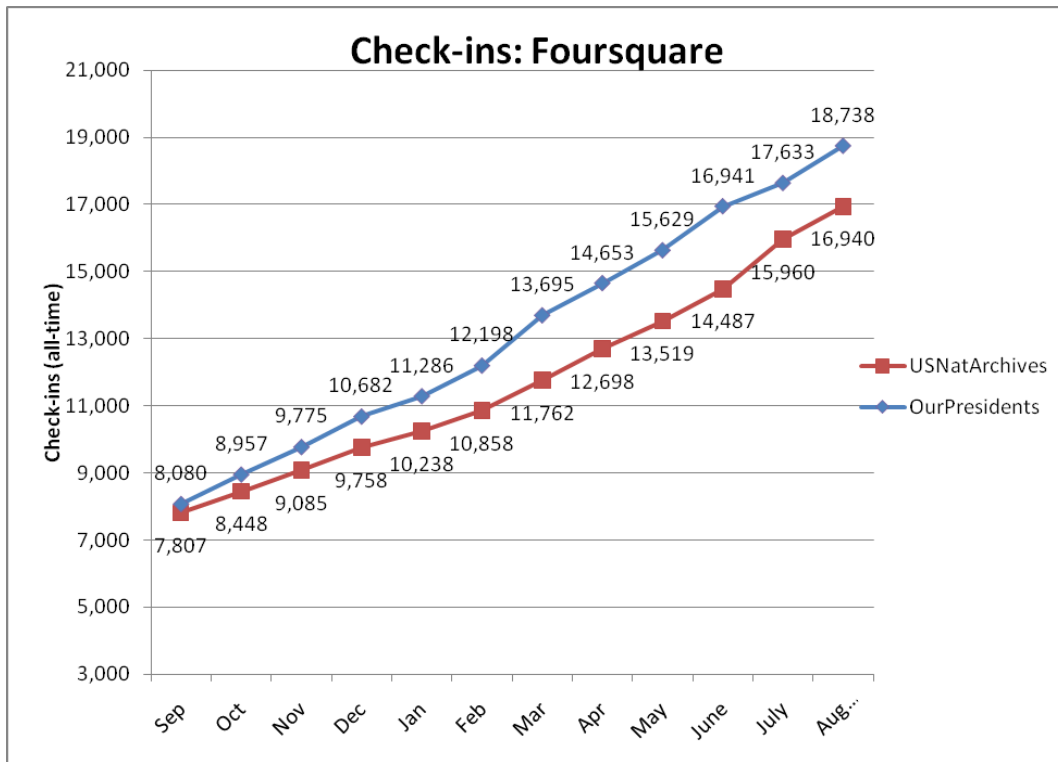


Followers of Photostreams (Cumulative)

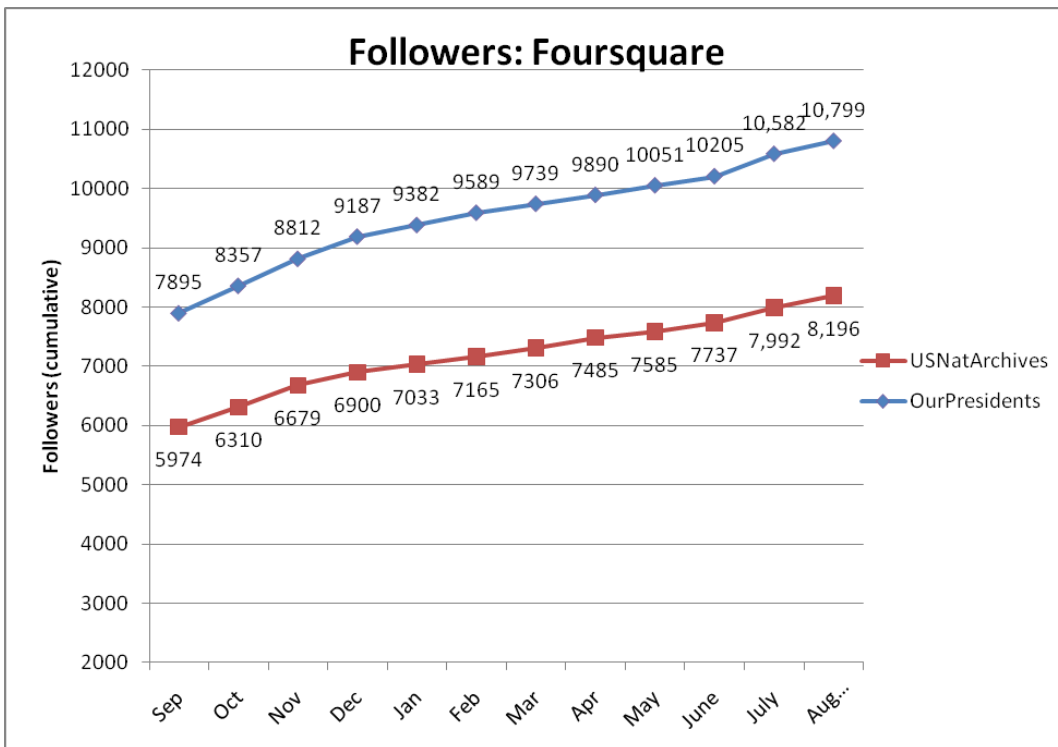


Social Media Tools: Detail View – Foursquare

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

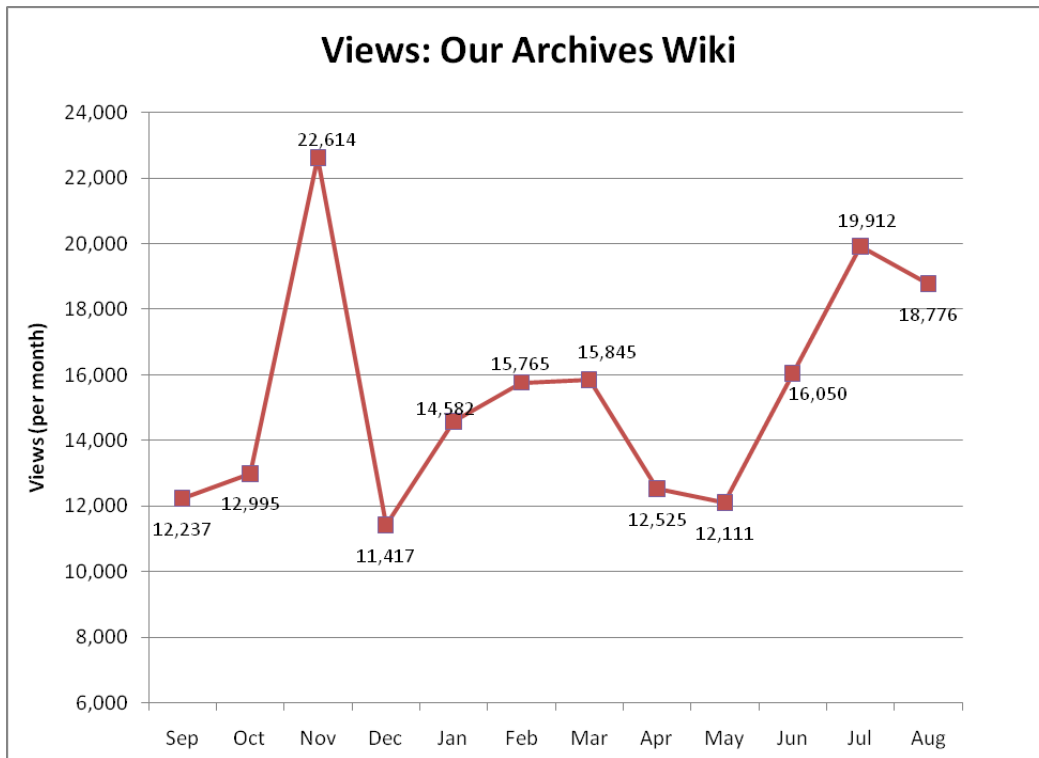


Number of Followers of USNatArchives and OurPresidents (Cumulative)

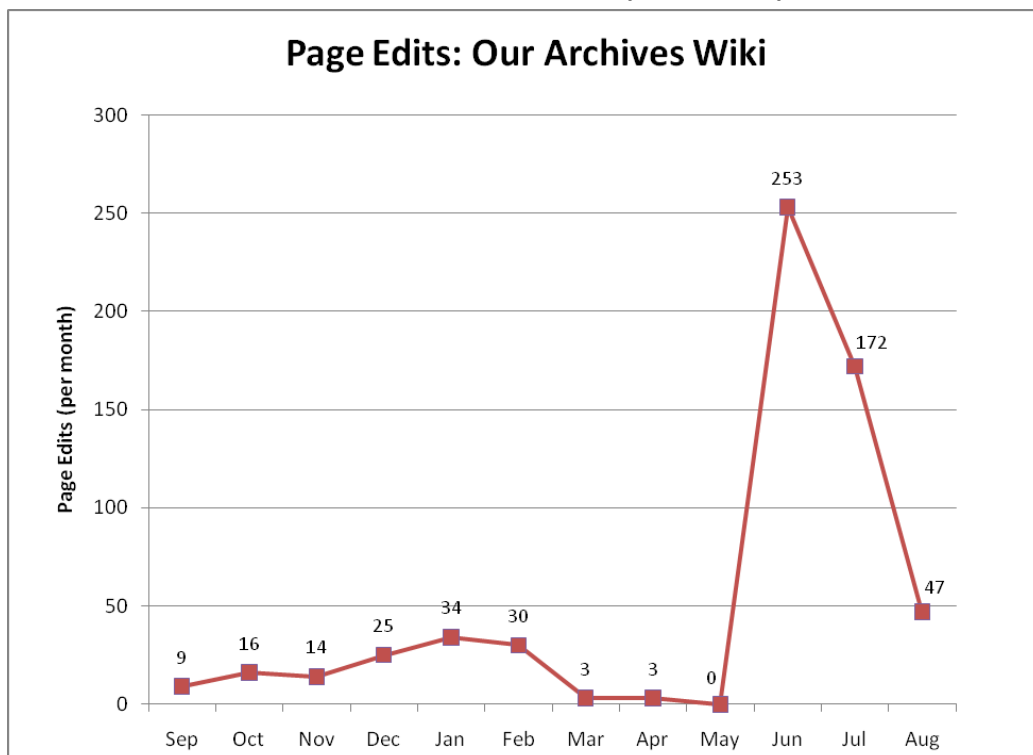


Social Media Tools: Detail View – Our Archives Wiki

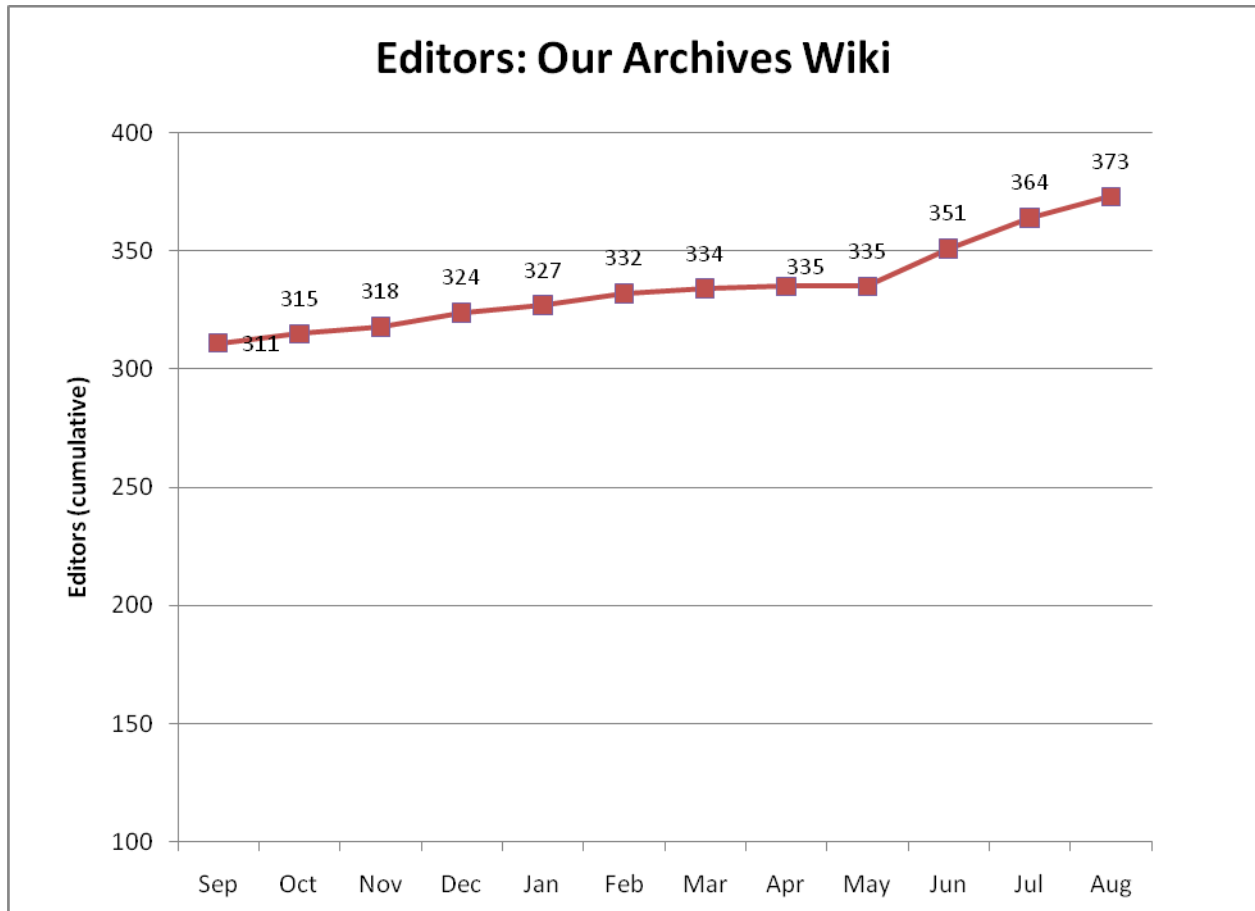
Views on Our Archives Wiki (Per Month)



Edits on Our Archives Wiki (Per Month)

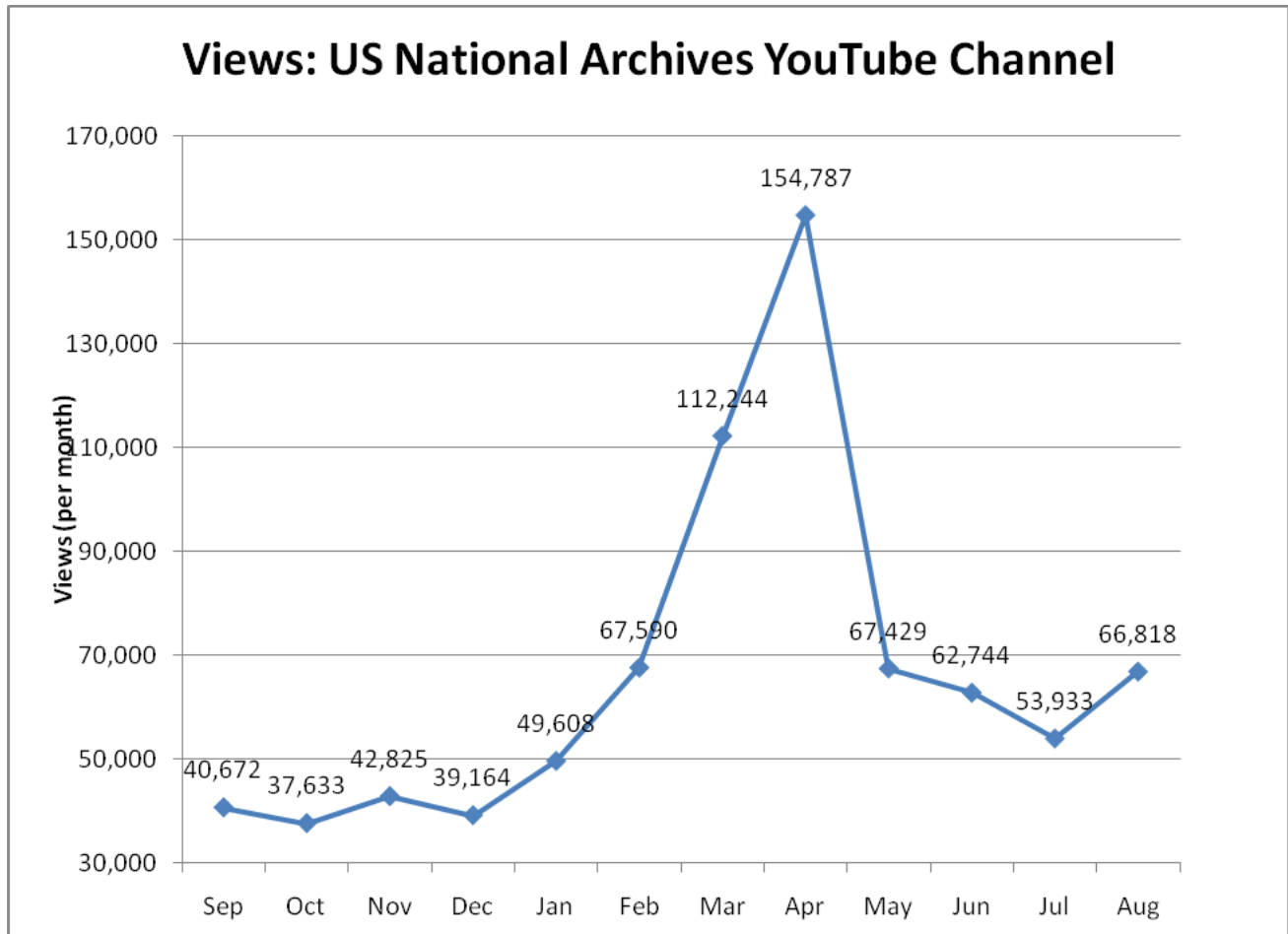


Editors on Our Archives Wiki (Cumulative)

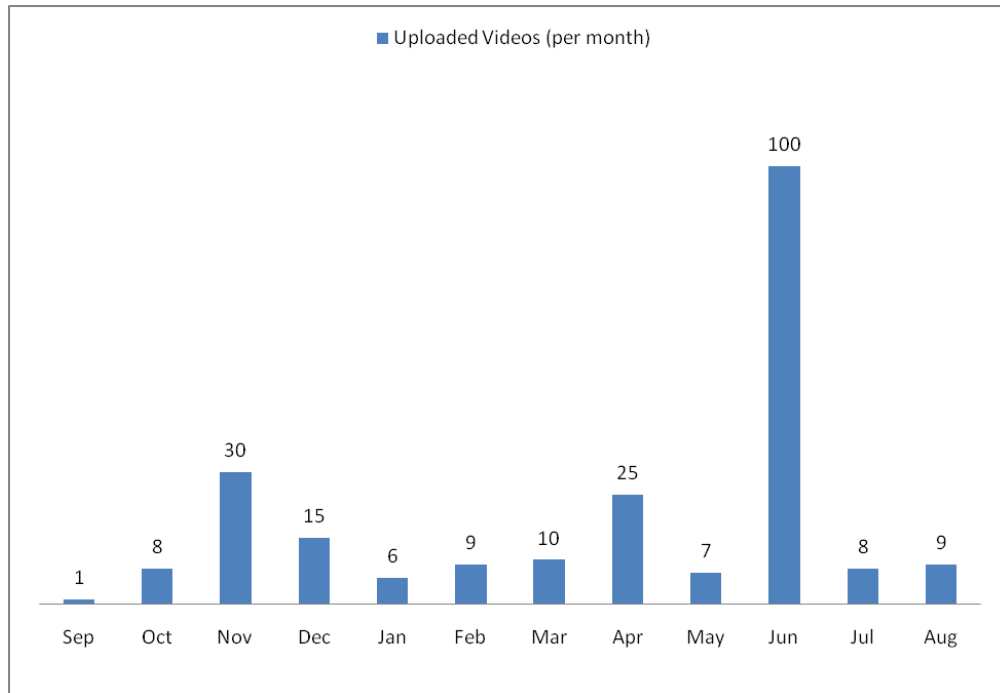


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

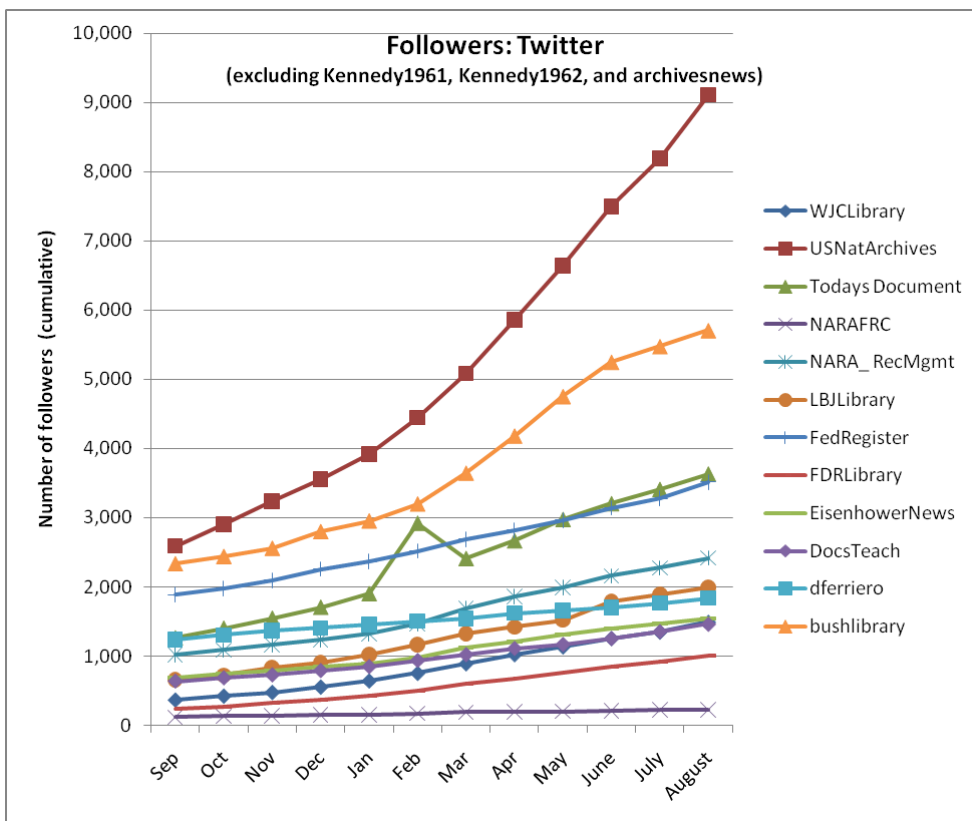
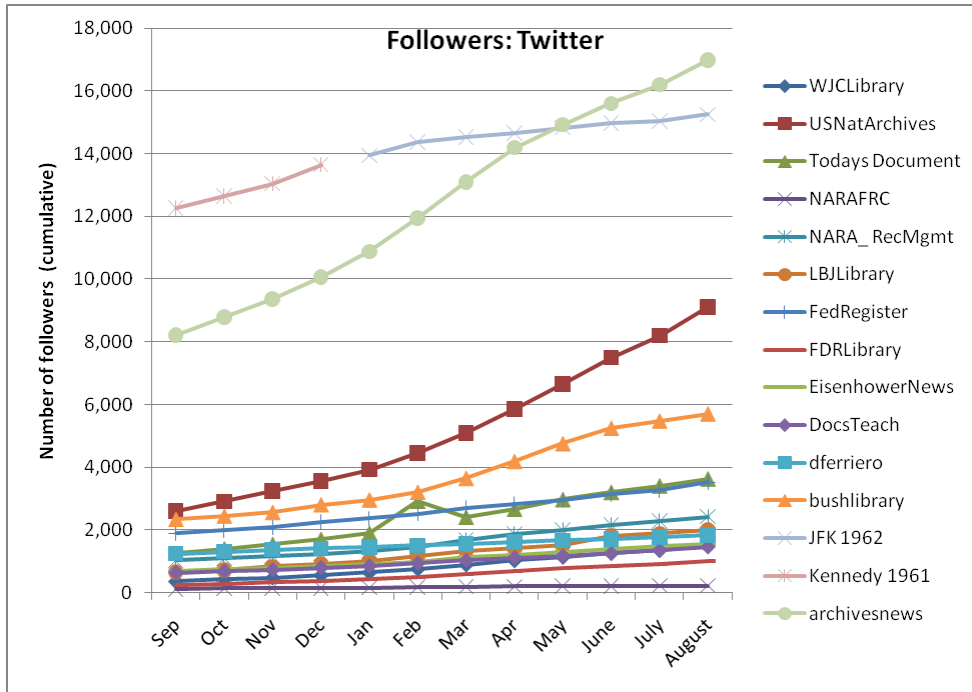


Top 5 Most Viewed Videos for August 2012 on US National Archives Channel

Video Title	Views
Stories from the Great Depression	5,653
War Comes to America (complete film)	4,582
The Eagle Has Landed: The First Moon Landing (1969)	3,861
We Were There When Nixon Met Elvis	3,721
Behind the Scenes of The Big Broadcast with Ed Walker	1,103

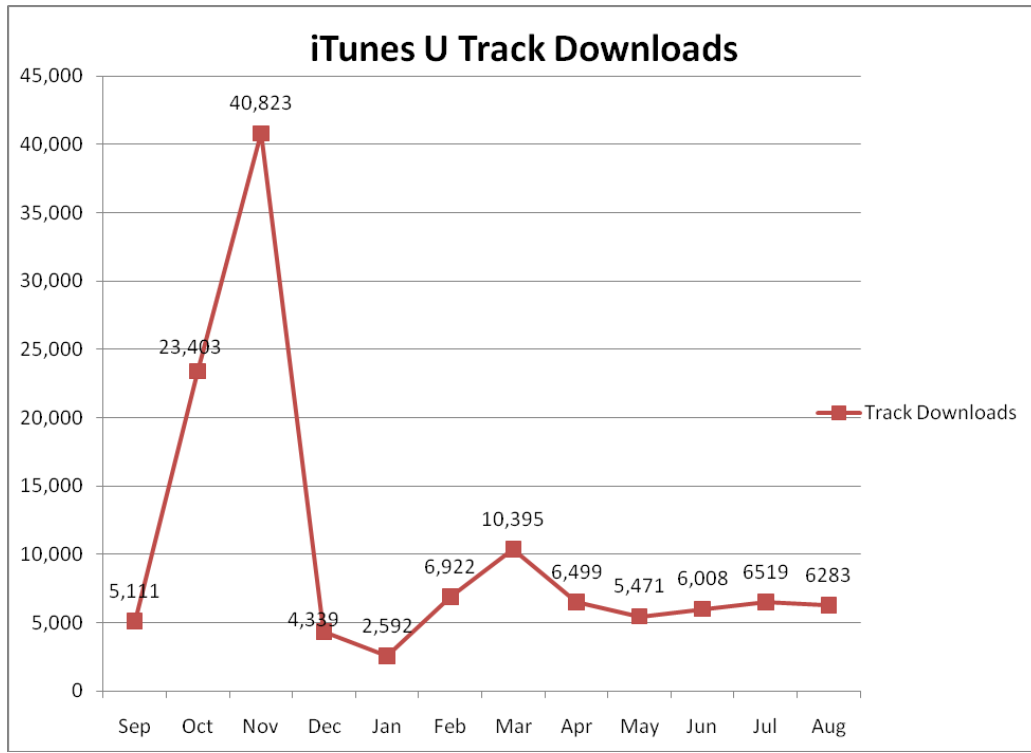
Social Media Tools: Detail View – Twitter

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

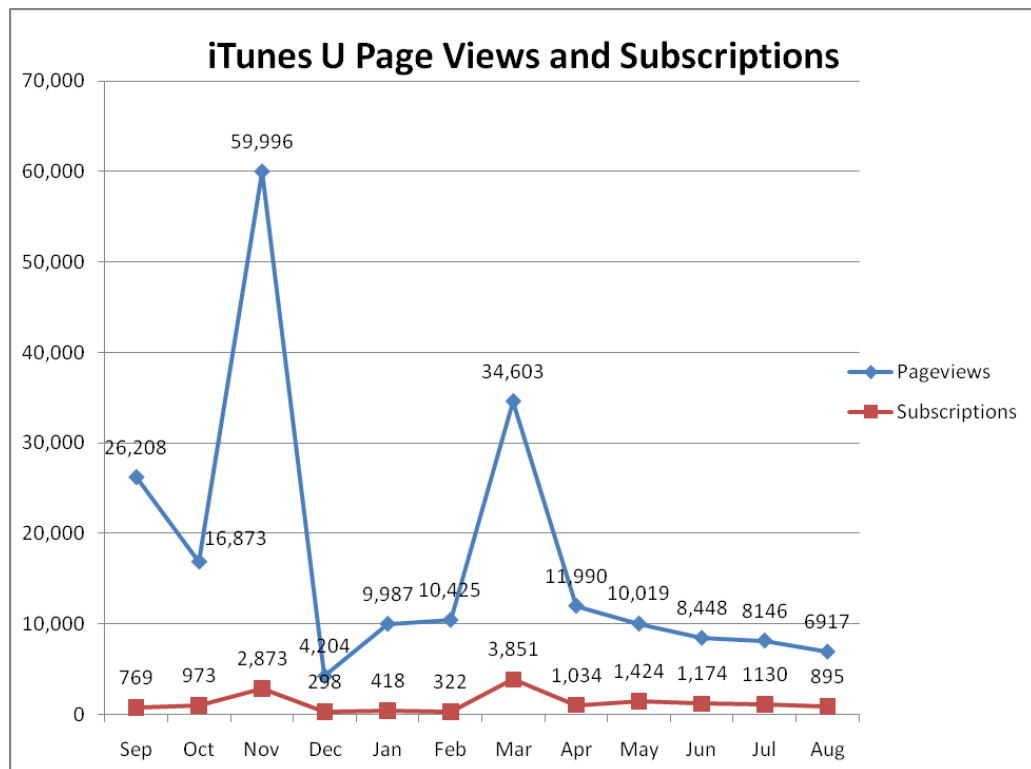


Social Media Tools: Detail View – iTunes U

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

	Sept	Oct	Nov	Dec	Jan*	Feb	Mar	Apr	May	Jun	Jul	Aug
AOTUS	3,761	4,370	3,326	2,935	5,620	4,558	4,024	4,148	3,088	2,995	2,827	34,541
FOIA	353	464	459	1,107	1,674	2,246	1,606	1,333	1,713	1,327	1,370	1,297
Hoover Blackboard	448	630	614	497	608	778	948	719	578	284	209	260
NARAtions	5,588	6,646	6,436	5,755	8,779	5,943	9,330	12,061	6,391	6,157	5,378	5,579
NDC Blog	756	484	474	466	681	942	662	630	467	510	658	695
NLRR Education Blog	53	86	67	57	70	92	77	87	87	37	42	37
Prologue Blog	9,479	8,188	6,930	7,036	11,316	12,110	10,436	8,981	9,861	7,749	8,043	8,114
Records Express Blog	739	1,515	1,322	1,834	2,507	1,961	2,236	1,789	1,599	1,204	1,503	3,334
The Text Message	2,010	2,783	3,268	2,932	2,705	5,757	4,525	3,697	3,549	3,395	2,066	4,027
Today's Document	2,816	3,809	3,970	3,043	2680	3,157	3,855	3,088	3,025	1,578	1,177	1,400
Transforming Classification (PIDB)	217	264	193	191	244	150	162	214	158	150	150	148
MONTHLY TOTAL	26,385	29,375	27,199	25,979	37,018	37,845	38,000	36,874	30,670	25,518	23,423	59,432

*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.

	Sept	Oct	Nov	Dec	Jan*	Feb	Mar	Apr	May	Jun	Jul	Aug
AOTUS	7,325	8,110	6,245	5,461	9,123	8,253	7,047	6,882	5,136	5,550	4,644	37,998
FOIA	1,307	1,655	1,701	3,294	2,602	3,516	2,657	2,119	2,804	2,152	2,244	2,258
Hoover Blackboard	819	1,396	1,076	904	1,105	1,169	1,484	1,027	857	415	300	476
NARAtions	9,995	11,624	11,608	10,037	15,229	10,723	17,638	21,739	11,304	10,524	9,789	9,776
NDC Blog	1,354	907	751	905	1,069	1,366	1,002	1,134	835	765	1,018	1,178
NLRR Education Blog	84	205	140	102	137	211	137	158	130	53	104	53
Prologue Blog	16,042	14,856	13,348	13,015	20,510	21,864	18,890	16,621	16,993	14,705	13,753	13,396
Records Express Blog	1,297	2,651	2,246	3,418	4,348	3,570	3,994	2,989	2,679	2,065	2,490	5,400
The Text Message	3,981	4,692	5,894	5,136	4,407	15,987	7,724	5,771	6,736	5,314	3,724	6,279
Today's Document	5,491	7,738	7,816	5,766	5,080	6,735	7,771	6,290	6,320	3,212	2,566	3,046
Transforming Classification (PIDB)	319	382	245	250	350	217	231	331	260	227	220	214
MONTHLY TOTAL	48,287	54,424	51,322	48,522	58,010	73,863	68,806	62,282	54,299	45,185	40,852	80,074

*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.

	Sept	Oct	Nov	Dec	Jan*	Feb	Mar	Apr	May	Jun	Jul	Aug
AOTUS	21,284	24,193	26,471	28,464	32,495	29,484	31,965	34,986	37,084	39,064	40,999	74,155
FOIA	1,297	1,573	1,847	2,744	3,717	4,100	4,969	5,649	6,795	7,581	8,394	9,132
Hoover Blackboard	3,935	4,479	5,028	5,470	-	5,789	6,659	7,326	7,853	8,104	8,285	8,509
NARAtions	42,308	47,405	52,154	56,394	-	54,616	61,587	71,154	76,350	81,038	85,355	89,744
NDC Blog	4,672	5,003	5,316	5,561	-	5,084	5,439	5,808	6,120	6,416	6,742	7,111
NLRR Education Blog	931	1,010	1,068	1,119	1,184	1,200	1,269	1,352	1,432	1,468	1,508	1,544
Prologue Blog	48,126	54,581	60,139	65,778	74,660	77,821	85,910	93,445	101,415	106,939	113,015	118,956
Records Express Blog	6,316	7,347	8,237	9,359	-	8,182	9,396	10,547	11,618	12,363	13,222	15,129
The Text Message	8,390	10,451	12,990	15,250	17,404	18,207	21,484	24,110	26,674	29,132	30,785	33,647
Today's Document	16,388	19,790	23,380	26,121	-	27,424	30,731	33,475	36,131	37,532	38,564	39,768
Transforming Classification (PIDB)	2,107	2,319	2,483	2,645	-	2,313	2,455	2,608	2,738	2,861	2,971	3,087

*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.

	Sept	Oct	Nov	Dec	Jan*	Feb	Mar	Apr	May	Jun	Jul	Aug
AOTUS	2,800	2,909	2,278	1,993	4,031	3,062	2,481	3,021	2,098	1,980	1,935	33,156
FOIA	262	276	274	897	973	1,342	869	680	1,146	786	813	738
Hoover Blackboard	407	544	549	442	-	714	870	667	527	251	181	224
NARAtions	4,410	5,097	4,749	4,240	-	4,062	6,971	9,567	5,196	4,688	4,317	4,389
NDC Blog	557	331	313	245	-	419	355	369	312	296	326	369
NLRR Education Blog	52	79	58	51	65	83	69	83	80	36	40	36
Prologue Blog	8,054	6,455	5,558	5,639	8,882	9,593	8,089	7,535	7,970	5,524	6,076	5,941
Records Express Blog	596	1,031	890	1,122	-	1,012	1,214	1,151	1,071	745	859	1,907
The Text Message	1,534	2,061	2,539	2,260	2,154	3,726	3,277	2,626	2,564	2,458	1,653	2,862
Today's Document	2,545	3,402	3,590	2,741	-	2,717	3,307	2,744	2,656	1,401	1,032	1,204
Transforming Classification (PIDB)	188	212	164	162	-	124	142	153	130	123	110	116
MONTHLY TOTAL	21,552	22,523	21,089	19,907	-	27,010	27,788	28,728	23,897	18,410	17,342	50,942

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

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

	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
AOTUS	826	902	929	905	959	985	918	970	1,663	1,362	1,509	1,682
NARAtions	868	935	977	950	980	1006	984	1038	1,607	1,649	1,626	1,843
Hoover Blackboard	36	40	50	45	46	46	42	48	620	492	546	582
FOIA Ombudsman	18	25	21	24	25	28	19	24	40	35	40	34
NDC Blog	103	119	126	119	137	132	115	132	700	565	770	702
Prologue	214	249	262	317	346	369	355	367	1,131	1,032	1,176	1,225
Reagan Education Workshops	4	4	5	4	5	4	4	4	4	5	6	4
Records Express	138	160	207	174	191	230	160	212	750	628	745	808
Text Message	79	93	100	100	110	123	107	114	704	685	646	869
Today's Document	62	95	174	171	183	198	120	154	604	507	570	594
Transforming Classification (PIDB)	33	56	53	51	52	55	53	54	56	56	62	53
Washboard	1	5	6	6	12	21	11	19	16	16	23	17
TOTAL RSS SUBSCRIBERS	2,382	2,683	2,910	2,866	3,046	3,197	2,888	3,136	7,895	7,032	7,719	8,413

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.

	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	FY Total
Monthly Total (A+P+R)	1,583,671	1,412,592	1,342,155	974,854	1,250,794	1,812,103	2,247,105	3,723,803	3,128,344	3,547,281	4,443,813	3,789,056	23,896,795
Agency-Wide Total	974,357	755,637	771,804	570,340	717,642	884,656	1,104,607	1,778,817	1,301,443	2,182,116	2,298,602	2,055,575	12,379,615
Afro-American History Society			973	1,480	1,873	1,661	1,009	2,410	434	1,550	1,823	872	13,213
Assembly	802	723	616	443	997	589	317	551	769	142	390	157	5,537
eStore	1,811	1,308	1,319	1,378	279	578	582	2,401	2519	1,971	710	1,144	13,045
Recovery	14,433	20,372	10,653	10,370	10,309	10,080	13,805	16,591	12238	13,759	28,027	12,334	146,204
Constitution	22,521	21,640	15,176	10,297	25,485	40,315	32,853	86,953	44622	112,511	29,626	30,538	419,478
Federal Register	4,254	3,577	3,885	3,019	1,041	827	374	2,401	2016	1,851	3,922	3,137	22,913
Federal Records Centers	5,973	2,325	1,973	1,080	837	386	552	1,098	1506	1,423	1,117	770	12,297
NCAST	10,711	5,761	6,990	2,368	2,602	5,279	4,650	5,640	7297	1,300	5,778	6,546	47,665
NHPRC	36,280	32,055	23,823	9,629	20,865	28,438	38,877	58,896	48305	69,245	115,190	94,363	445,323
Noon Lectures			1,974	773	879	1,726	2,201	23,336	20947	4,856	5,006	3,426	61,698
NPAC Blue	746,817	575,710	575,103	416,055	533,538	615,436	861,187	1,369,550	1059317	1,866,951	1,940,998	1,740,560	9,813,845
Preservation	4,866	8,637	7,102	11,790	8,779	17,969	9,578	48,728	11625	18,905	58,491	51,043	201,604
Research Red	43,537	49,116	47,572	24,127	35,985	64,246	40,065	68,799	21071	24,716	12,950	35,482	388,647
Today's Document	82,352	34,413	74,645	77,531	74,173	97,126	98,557	91,463	68777	62,936	76,083	58,842	755,704
NARA Students and Interns										13,951	18,491	16,361	32,442

	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	FY Total
Presidential Total	489,330	540,147	464,262	322,080	409,021	689,288	778,812	1,462,335	1,486,773	1,137,000	1,804,961	1,403,176	9,094,679
Bush	90,546	137,330	81,027	56,754	51,071	161,362	167,550	235,142	498,875	232,954	514,779	223,053	2,136,844
Carter	25,916	24,144	26,785	19,449	43,906	45,347	52,979	93,528	57,562	37,238	45,435	52,476	446,373
Clinton	141,163	157,350	140,159	95,088	79,516	76,369	97,191	379,915	234,231	266,307	337,985	288,565	1,864,111
Eisenhower	70,054	40,571	35,697	20,084	31,745	61,827	70,770	141,065	148,515	121,718	88,206	114,942	760,198
Ford Library	1,760	3,828	6,529	1,877	5,310	6,203	2,583	5,062	3,672	18,277	3,863	5,703	57,204
Ford Museum	9,751	3,358	6,333	3,446	9,428	19,898	11,974	42,305	31,602	40,616	94,983	76,917	263,943
Hoover	10,485	16,344	12,143	12,931	15,391	30,640	19,173	24,065	26,783	15,399	48,862	55,340	221,731
Johnson	22,874	25,575	18,412	13,990	27,840	54,232	74,026	99,654	32,712	50,798	65,577	55,816	462,816
Nixon	22,858	14,203	21,106	9,781	50,459	88,198	137,290	190,570	193,948	136,801	188,412	158,981	1,030,768
Reagan			19,030	14,890	19,307	19,003	31,340	16,834	34,414	33,536	60,149	82,197	248,503
Roosevelt	25,200	22,460	24,929	12,531	35,469	35,731	40,706	47,083	43,265	39,636	56,745	109,658	358,555
Truman	68,723	94,984	72,112	61,259	39,579	90,478	73,230	187,112	181,194	143,720	299,965	179,528	1,243,633
	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	FY Total
Regional Total	119,984	116,808	106,089	82,434	124,131	238,159	363,686	482,651	340,128	228,165	340,250	330,305	2,422,501
Anchorage	3,047	3,186	2,117	2,857	13,538	14,200	3,593	4,878	1,225	407	359	1,973	46,360
Atlanta	20,980	10,302	14,183	9,379	20,228	47,293	33,069	38,763	97,145	34,077	36,183	63,078	340,622
Boston	26,671	17,707	18,754	15,776	19,091	35,912	22,372	36,319	20,814	37,157	30,049	49,144	253,951
Chicago						19,446	19,837	21,504	12,617	10,842	20,444	13,939	104,690

Denver	3,133	3,074	1,716	1,334	796	1,721	2,071	2,621	1,024	4,801	2,239	16,643	21,397
Fort Worth	19,480	11,320	12,156	9,977	12,036	16,317	32,043	47,994	10,426	10,914	23,936	36,707	187,119
Kansas City	10,008	28,262	24,874	19,868	30,539	37,138	126,631	139,771	62,433	42,245	134,957	54,142	646,718
New York	12,782	18,031	7,220	5,813	3,024	33,390	81,028	159,139	95,242	51,649	23,976	33,397	478,512
Philadelphia	6,017	3,649	4,354	3,322	6,193	8,638	5,116	5,651	6,832	15,001	25,033	34,277	83,789
Riverside	4,988	3,751	4,040	2,339	1,425	8,225	25,735	10,622	20,620	2,856	14,758	10,501	94,371
Seattle	8,049	8,748	7,809	6,406	6,549	8,071	7,883	9,623	6,992	4,818	6,670	11,303	73,569
St. Louis	4,829	8,778	8,866	5,363	10,712	7,808	4,308	5,766	4,758	13,398	21,646	5,201	91,403

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).

	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug
Monthly Total (A+P+R)	51,253	54,967	49,198	35,880	100,866	174,744	218,658	486,618	434,658	604,956	867,555	722,772
Agency-Wide Total	22,754	22,925	21,424	15,211	35,956	50,509	63,603	195,466	143,661	367,111	423,124	350,129
Afro-American History Society			77	81	410	420	201	647	152	427	559	246
Assembly	52	65	29	42	137	91	73	93	128	22	103	47
eStore	82	59	55	115	104	170	207	395	470	357	128	266
Recovery	986	1,042	793	747	993	1,365	1,440	2,725	2,527	1,991	9,086	2,346
Constitution	1,577	1,590	1425	1,178	3,159	3,594	4,708	19,782	9,917	29,540	7,630	8,170
Federal Register	438	427	373	190	318	384	188	402	442	462	491	501
Federal Records Centers	201	150	136	102	268	150	237	287	291	248	378	243
NCAST	311	289	249	167	285	409	519	904	1,182	328	917	590
NHPRC	1,467	1,707	1,477	801	1,808	1,672	1,893	8,165	6,002	8,208	19,836	17,557
Noon Lectures			66	36	153	251	283	7,676	6,848	752	546	616
NPAC Blue - US National Archives	13,933	13,835	13,285	8,861	22,779	33,930	47,268	126,835	107,197	315,580	357,584	292,808
Preservation	535	665	520	542	1,061	1,842	1,121	12,596	2,961	2,644	15,219	12,311
Research Red	2,007	2,015	1,862	1,303	2,466	3,273	3,153	11,696	3,290	4,298	3,046	7,294
Today's Document	1,165	1,081	1,077	1,046	2,015	2,958	2,312	3,263	2,254	2,254	3,483	3,791
NARA Students and Interns										2,752	4,118	3,343

	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug
Presidential Total	23,569	27,249	23,387	17,202	51,477	94,472	118,743	232,718	234,885	205,516	379,363	311,670
Bush	4,156	7,861	3743	2,906	5,582	20,754	26,402	41,336	70,288	48,668	105,050	40,768
Carter	2,173	1,969	1851	1,445	6,546	3,599	3,378	12,441	8,119	5,166	9,026	10,836
Clinton	5,735	5,891	5866	4,347	8,392	10,186	13,305	34,770	27,088	30,575	59,004	44,886
Eisenhower	1,965	1,838	1621	1,054	2,396	7,040	5,738	14,616	24,168	18,434	18,886	22,652
Ford Library	107	369	457	99	972	779	641	1,278	922	5,135	1,184	1,683
Ford Museum	846	241	583	203	1,867	4,720	3,949	13,790	9,956	11,704	28,965	25,979
Hoover	702	761	687	610	1,046	5,270	1,902	4,530	3,697	3,558	10,332	13,837
Johnson	1,029	1,048	969	841	3,324	6,674	14,335	20,996	8,464	11,339	13,130	13,731
Nixon	1,550	1,303	1357	880	11,004	19,035	30,138	44,314	39,504	31,634	47,509	41,139
Reagan			561	463	1,104	880	4,621	2,588	7,635	5,926	9,893	22,291
Roosevelt	968	1,158	1023	746	5,507	7,222	6,423	10,203	8,916	8,709	15,426	35,592
Truman	4,338	4,810	4669	3,608	3,737	8,313	7,911	31,856	26,128	24,668	60,958	38,276
	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug
Regional Total	4,930	4,793	4,387	3,467	13,433	29,763	36,312	58,434	56,112	32,329	65,068	60,973
Anchorage	105	104	84	111	3,559	4,132	395	760	221	66	104	471
Atlanta	990	820	848	492	2,533	7,047	3,960	7,077	17,660	7,650	6,874	15,215
Boston	613	576	560	501	1,352	5,336	1,063	4,146	2,336	4,279	5,213	7,911
Chicago						1,208	1,237	2,876	2,114	2,057	3,475	2,624

Denver	189	191	115	95	186	263	408	587	269	881	658	4,715
Fort Worth	639	563	570	477	1,082	1,051	4,169	5,466	1,400	1,693	3,912	6,580
Kansas City	545	705	631	580	2,008	1,428	7,879	5,873	11,715	5,217	28,846	7,539
New York	845	909	631	453	678	6,409	11,313	26,346	12,929	6,159	3,507	7,874
Philadelphia	309	241	242	193	448	968	524	917	1,075	984	2,131	2,208
Riverside	189	164	156	124	293	486	3,910	2,299	4,730	520	2,083	1,467
Seattle	171	165	153	147	552	551	761	1,176	860	738	1,523	3,644
St. Louis	335	355	397	294	742	884	693	911	803	2,085	6,742	725

APPENDIX V: Twitter Followers (Cumulative)

	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
archivesnews	8,207	8,787	9,360	10,068	10,882	11,938	13,089	14,189	14,921	15,601	16,201	16,976
bushlibrary	2,332	2,437	2,556	2,797	2,953	3,198	3,644	4,181	4,753	5,251	5,478	5,709
dferriero	1,239	1,305	1,366	1,406	1,459	1,503	1,544	1,619	1,662	1,700	1,766	1,839
DocsTeach	636	683	726	790	847	937	1,022	1,112	1,170	1,256	1,357	1,464
EisenhowerNews	686	740	784	841	897	980	1,125	1,206	1,306	1,400	1,475	1,546
FDRLibrary	232	263	323	370	428	496	596	680	767	853	917	1,000
FedRegister	1,886	1,980	2,096	2,258	2,365	2,517	2,688	2,819	2,965	3,141	3,277	3,514
Kennedy	12,262	12,641	13,044	13,650	13,944	14,369	14,526	14,662	14,830	14,971	15,039	15,248
LBJLibrary	655	725	830	907	1,020	1,167	1,322	1,420	1,519	1,794	1,886	1,995

NARA_ RecMgmt	1,024	1,087	1,162	1,238	1,320	1,467	1,687	1,863	1,995	2,159	2,276	2,418
NARAFRC	117	132	136	148	154	172	190	195	200	209	220	223
Todays Document	1,264	1,404	1,548	1,707	1,903	2,919	2,409	2,665	2,973	3,202	3,407	3,629
USNatArchives	2,592	2,903	3,235	3,552	3,919	4,445	5,081	5,858	6,642	7,495	8,193	9,111
WJCLibrary	364	421	475	552	641	753	891	1,024	1,135	1,258	1,351	1,494

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

	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Page Views	26,208	16,873	59,996	4,204	9,987	10,425	34,603	11,990	10,019	8,448	8,146	6,917
Track Downloads	5,111	23,403	40,823	4,339	2,592	6,922	10,395	6,499	5,471	6,008	6,519	6,283
Subscriptions	769	973	2,873	298	418	322	3,851	1,034	1,424	1,174	1,130	895