

SOCIAL MEDIA HIGHLIGHTS

- **NARA LAUNCHES THE CITIZEN ARCHIVIST DASHBOARD.**
- **NARA'S COLLABORATION WITH HISTORYPIN GETS A STRONG START.**
- **THE FIRST MONTH OF NARA'S COLLABORATION WITH HISTORYPIN GARNERS ATTENTION ONLINE.**
- **THE LAUNCH OF NARA'S CITIZEN ARCHIVIST DASHBOARD IS MET WITH APPROVAL AND HIGH EXPECTATIONS.**
- **NARA'S ANNIVERSARY VIDEO "PEARL HARBOR: IN THEIR OWN WORDS" DRAWS ACCLAIM.**

DECEMBER 2011 OVERVIEW

Social Media Tool	Monthly Views	Cumulative Users
Archives.gov Blogs	48,522 Views	19,907 Visitors
Tumblr Blogs	35,999 Views	24,144 Followers
Facebook	974,854 Views	35,880 Fans
National Archives YouTube Channel	39,164 Views	3,384 Subscribers
Flickr (USNatArchives & ArchivesNews)	319,176 Views	4,033 Contacts
Our Archives Wiki	11,417 Views	324 Editors
Twitter (all NARA feeds)	--	40,284 Followers
FourSquare	20,440 Check-ins	16,087 Followers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2012 Views	FY 2011 Views
Archives.gov Blogs	154,268	520,572 (Dec-Sept)
Tumblr Blogs	170,792	97,949 (Apr-Sept)
Facebook	3,729,601	15,585,752
National Archives YouTube Channel	119,622	601,517
Flickr (USNatArchives & ArchivesNews)	1,055,099	2,911,601
Our Archives Wiki	47,026	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](#)

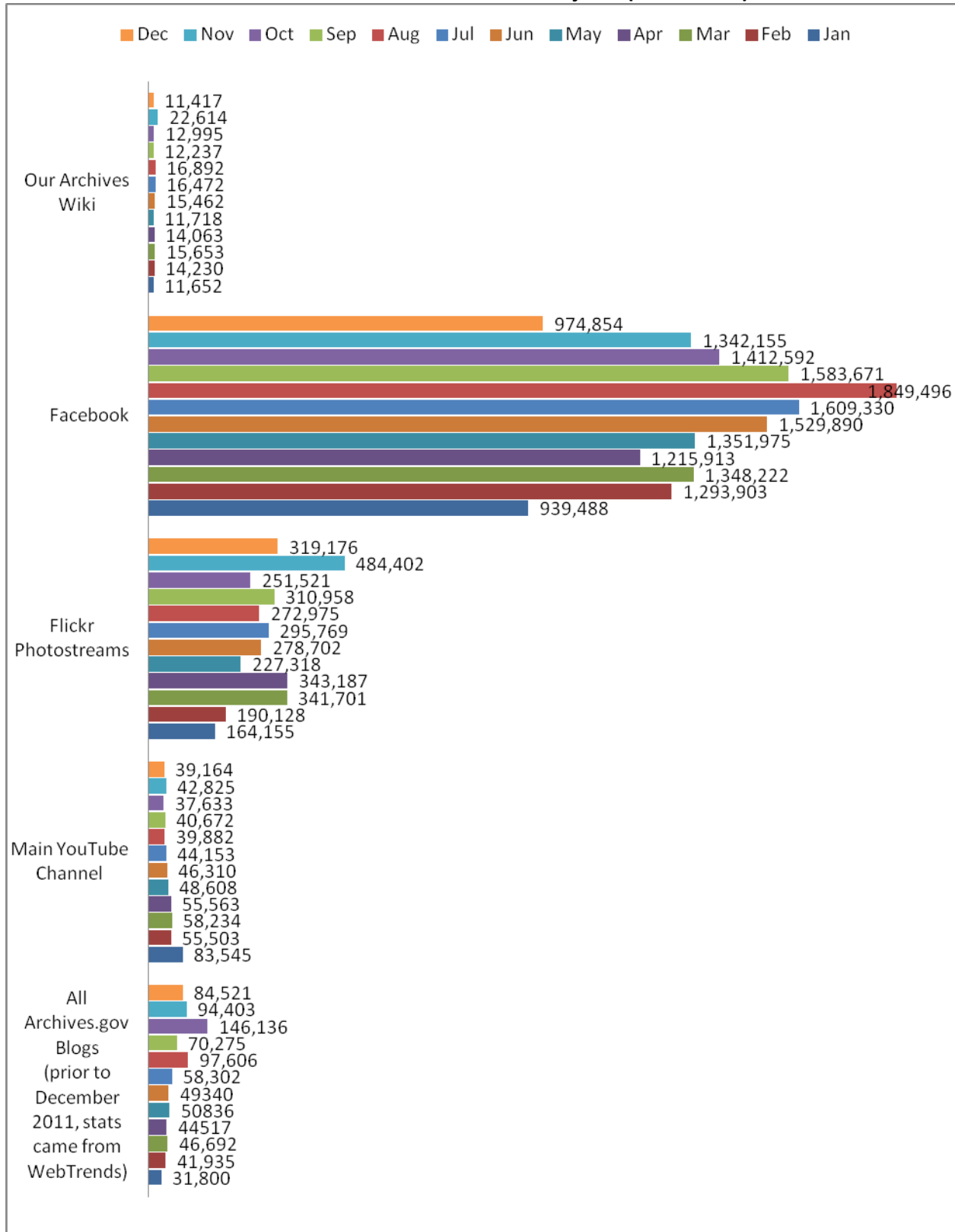
INTERNAL (NARA@WORK) BLOGS

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

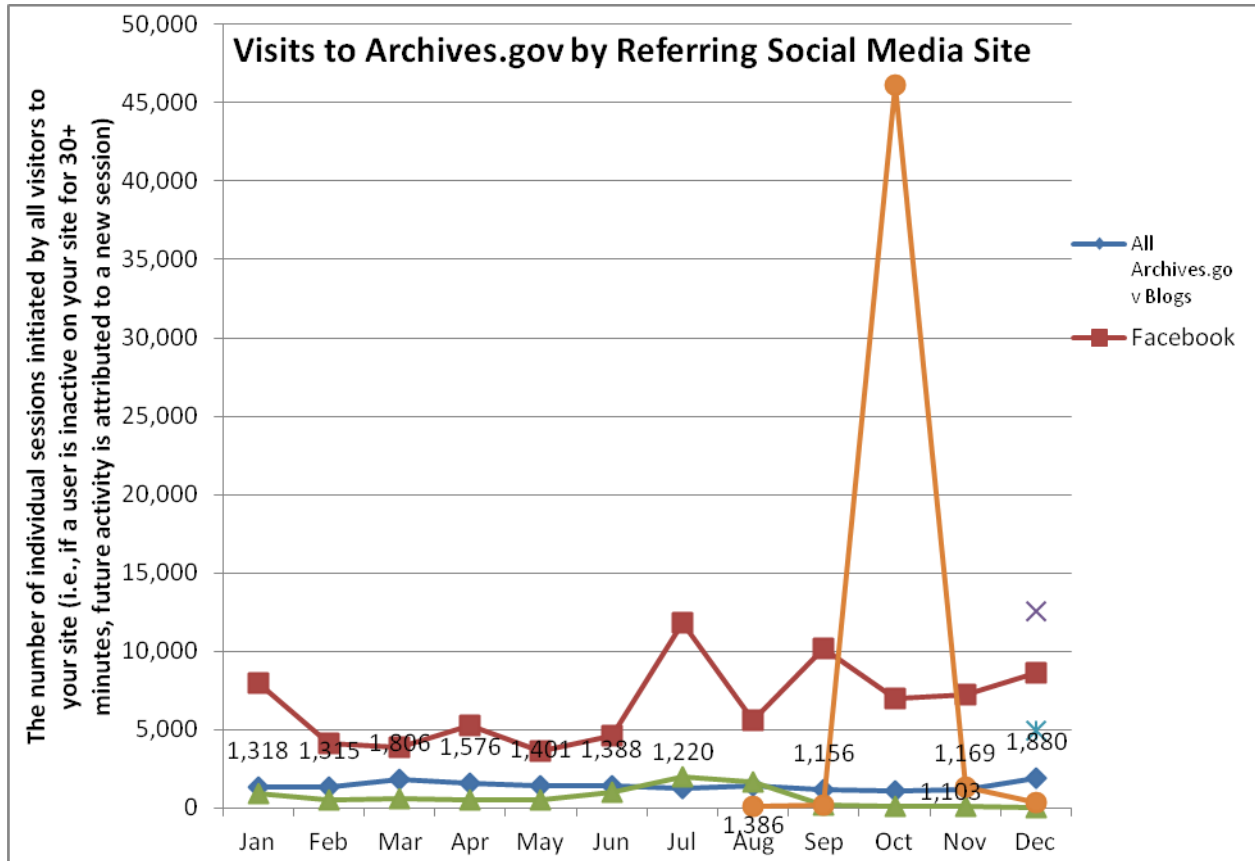
SOCIAL MEDIA TOOLBOX (Tools currently in use)

- 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

December Projects

1. National Archives at Riverside on Tumblr (RW-RS): Live 12/21/2011
2. Electronic Records Preservation Wiki (RX): Live 12/28/2011

	Blog	Facebook	Flickr	Twitter	Wiki	Tumblr	iTunes	GitHub	HistoryPin
January		3	1	4					
February		2		1					
March	1								
April	1	1			1				
May	1	2		1		1			
June						1			
July		2							
August			1			1			
September							1		
October								1	
November				3		2			1
December					1	1			

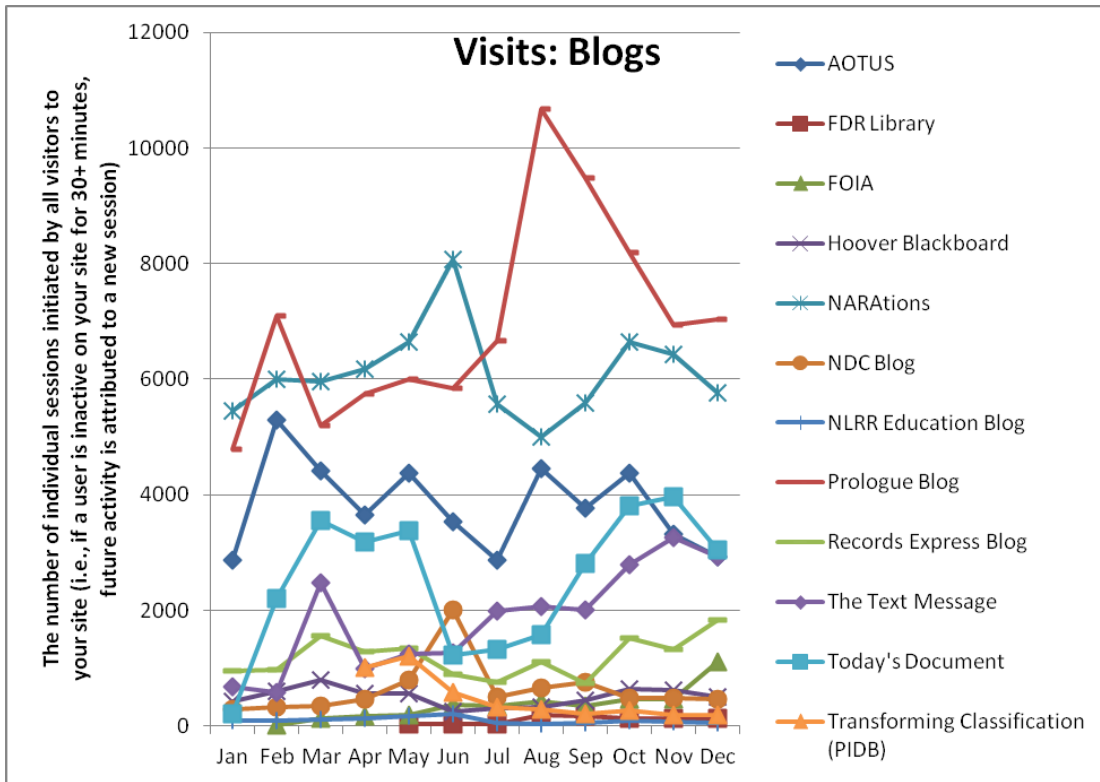
New Internal Social Media Projects

December Projects

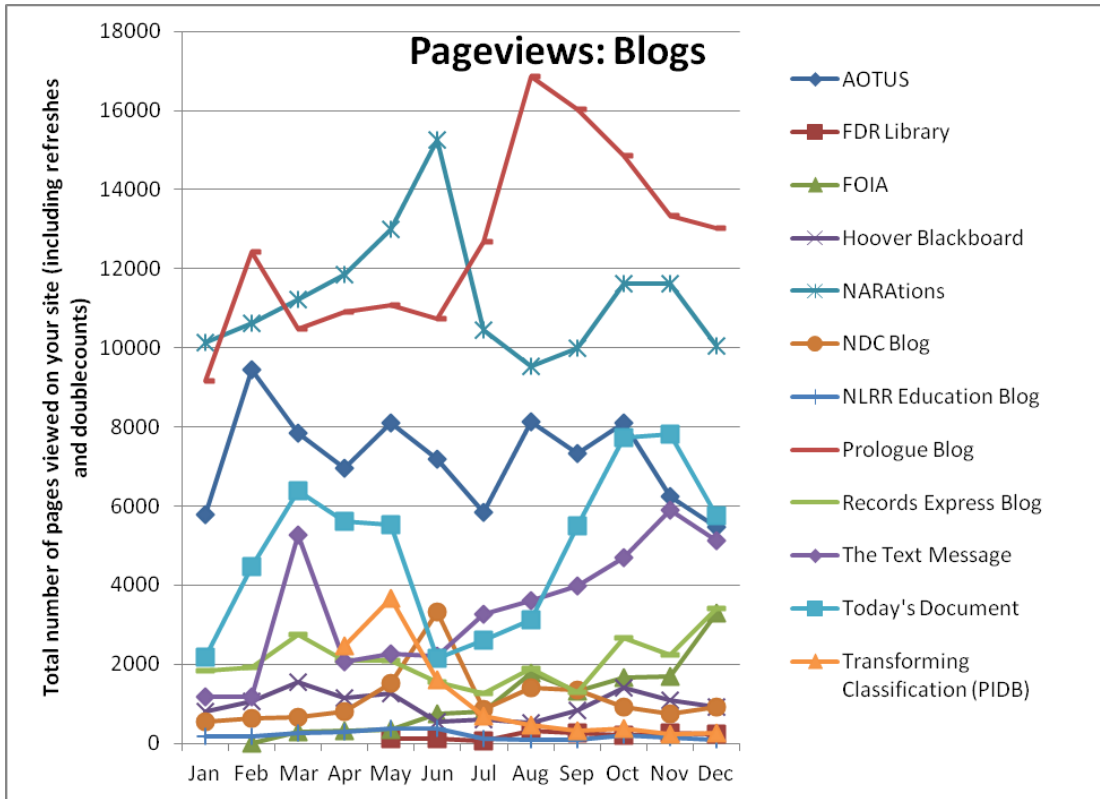
	Nara@work Blogs	IdeaScale	Wikis
January			4
February			2
March			3
April			2
May			
June			2
July			3
August			2
September			
October			
November			
December			

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

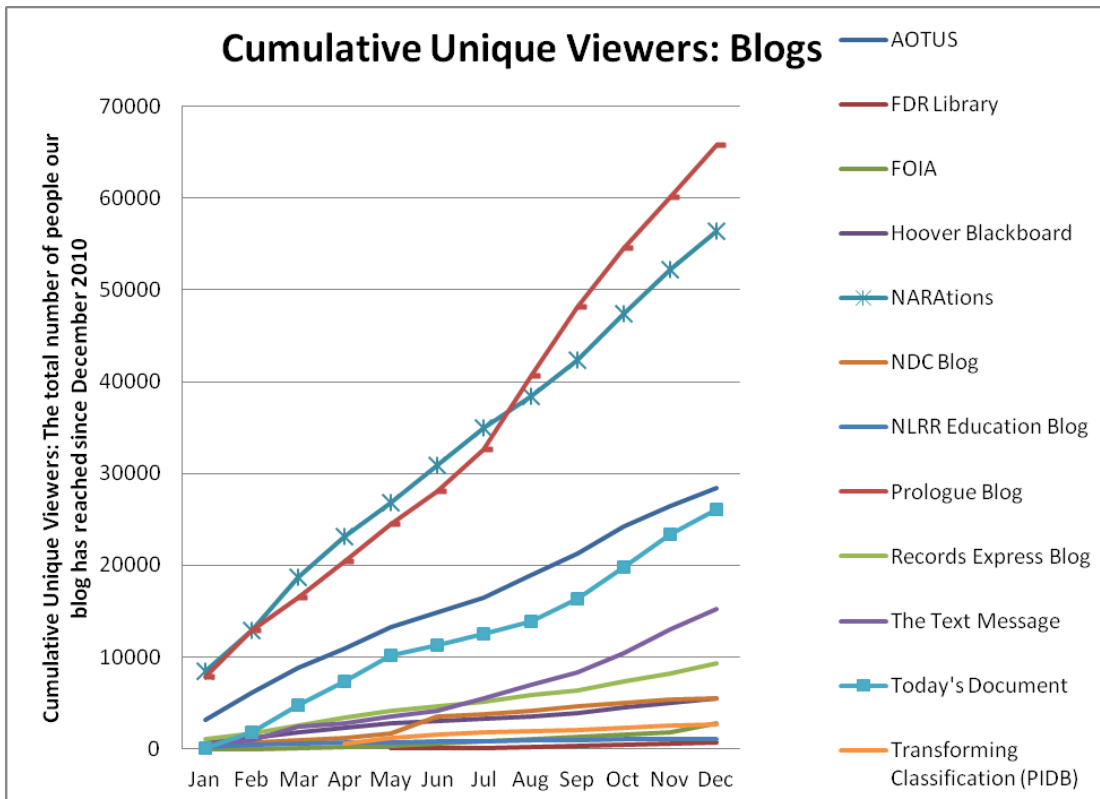
Blog Visits (Source: Appendix II.A)



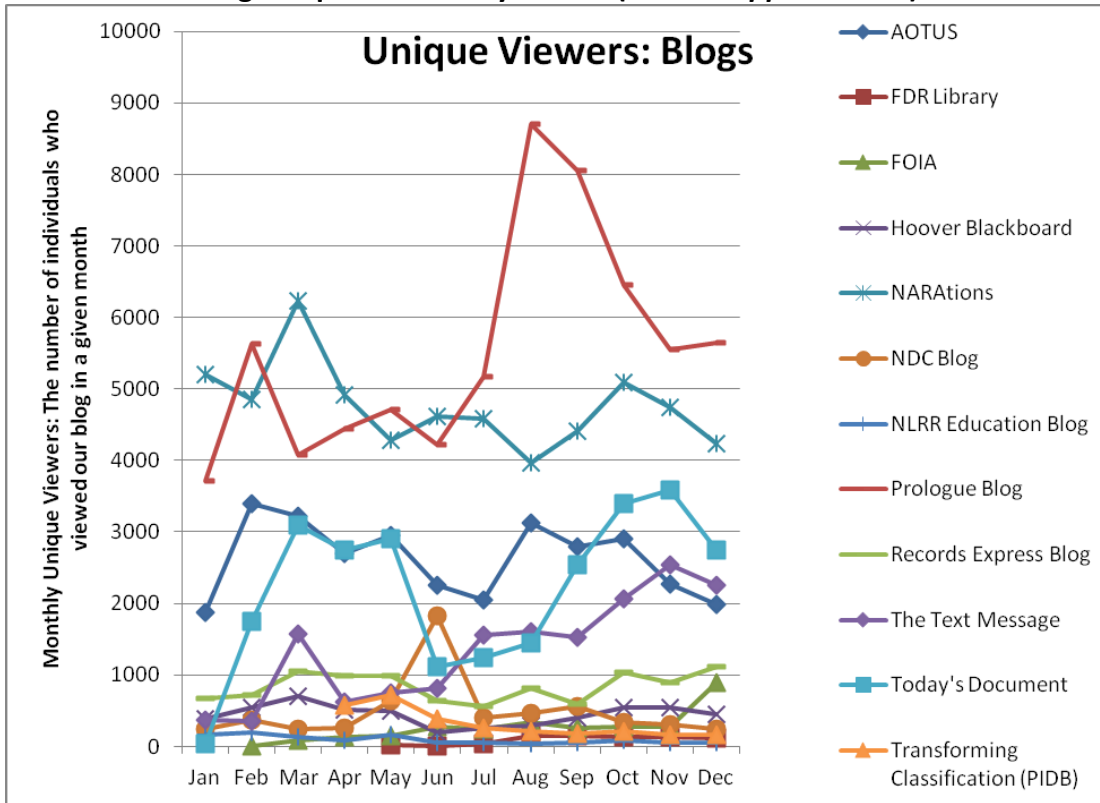
Blog Pageviews (Source: Appendix II.B)



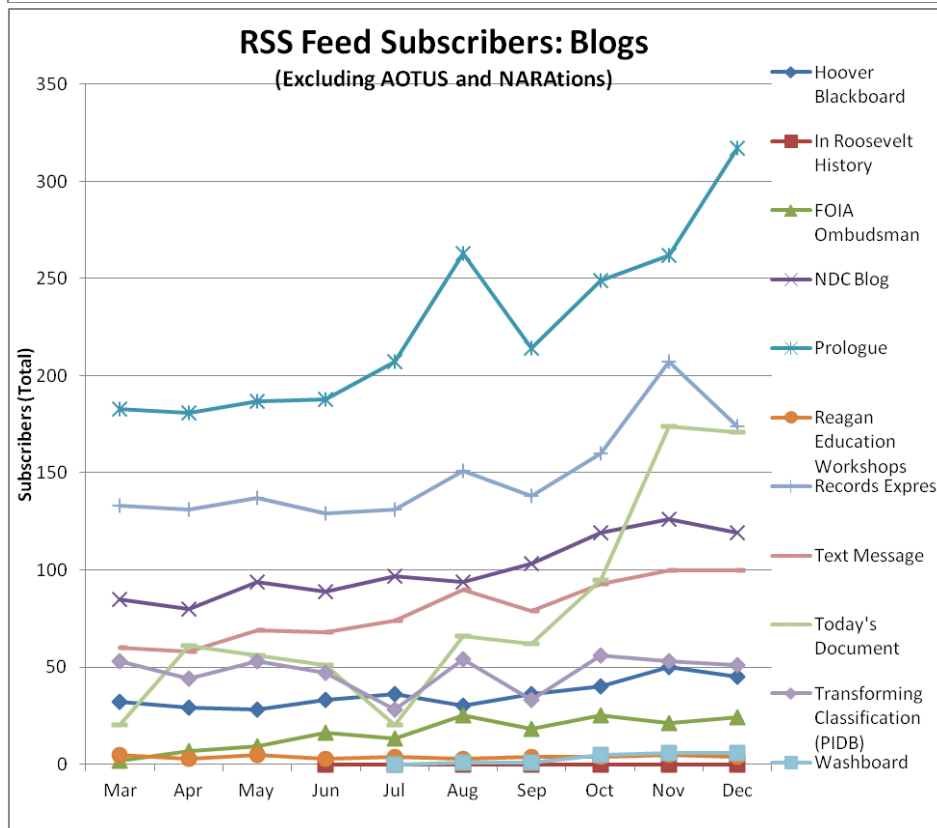
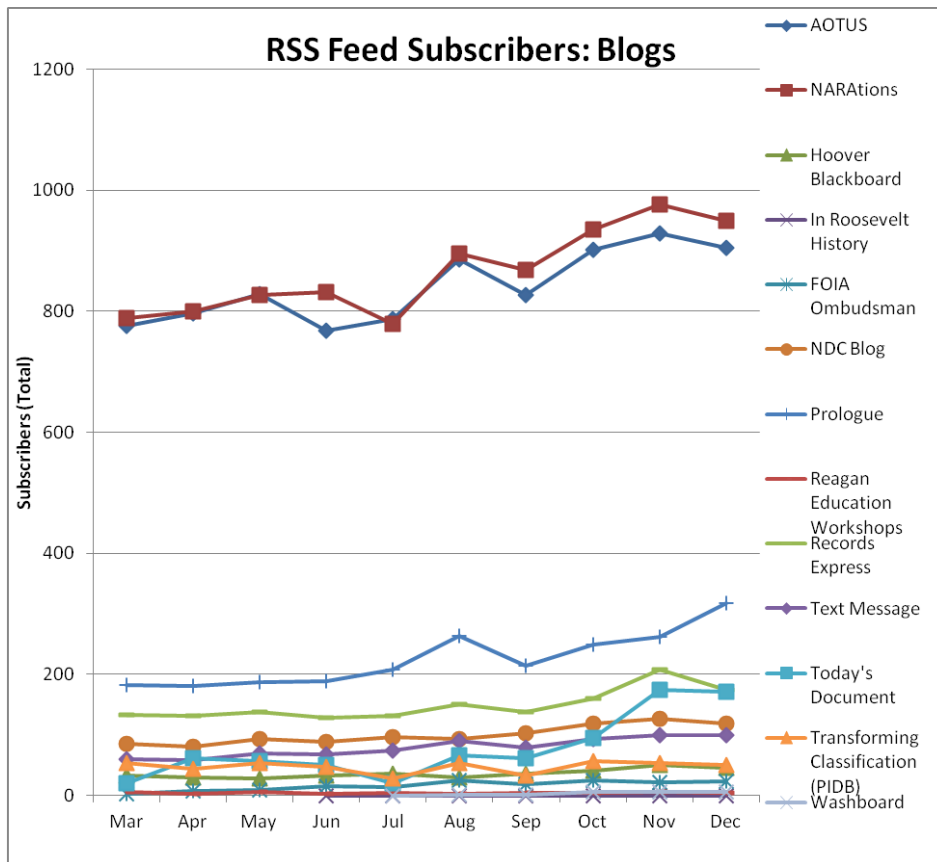
Blog Cumulative Unique Viewers (Source: Appendix II.C)



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



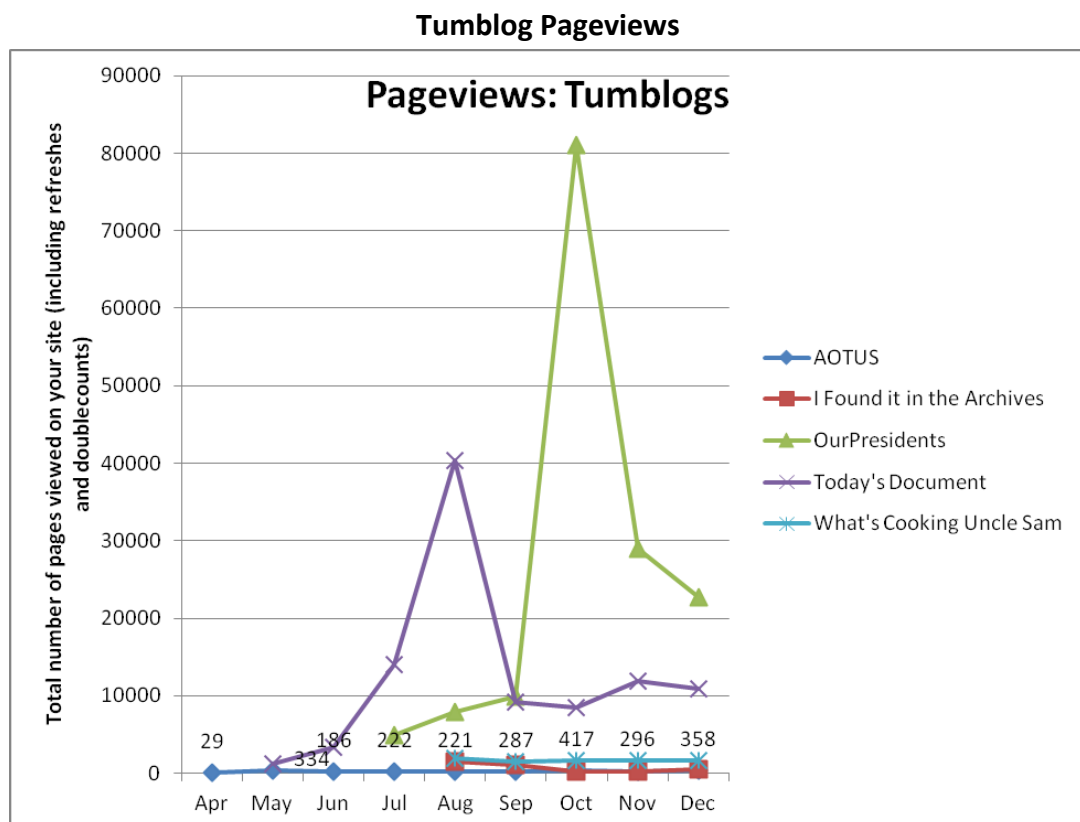
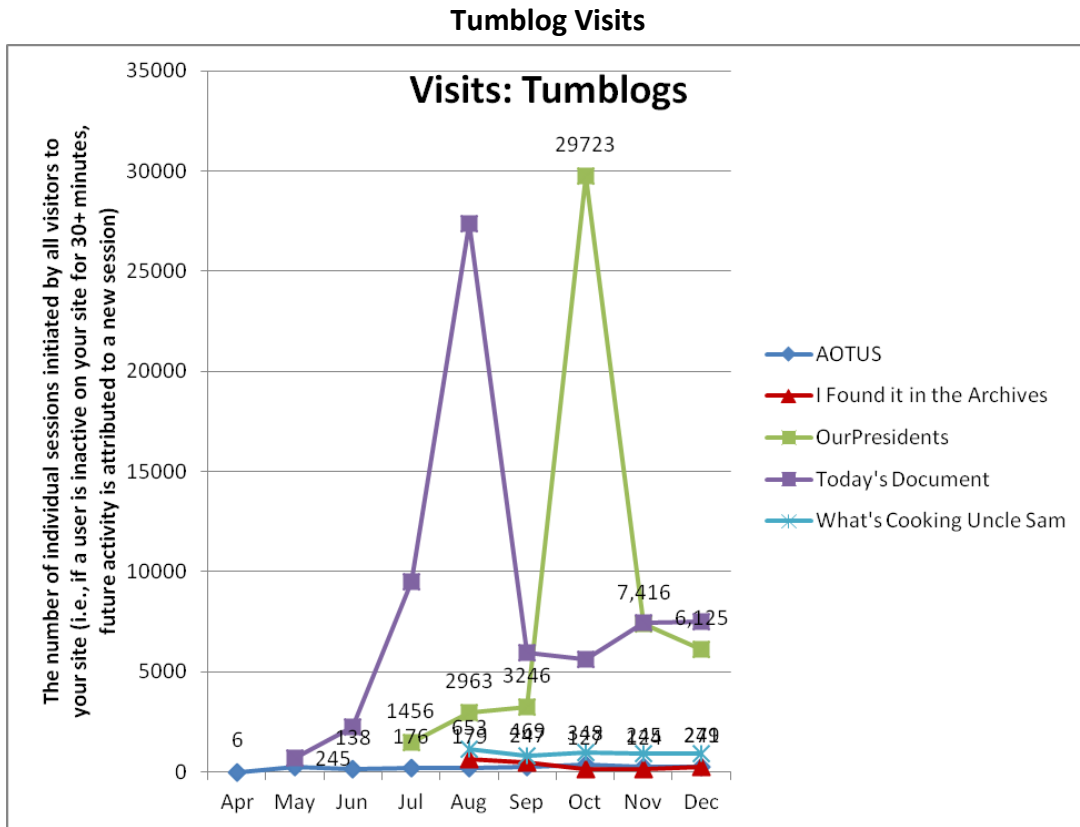
Total RSS Feed Subscribers to Archives.gov Blogs (Source: Appendix III)



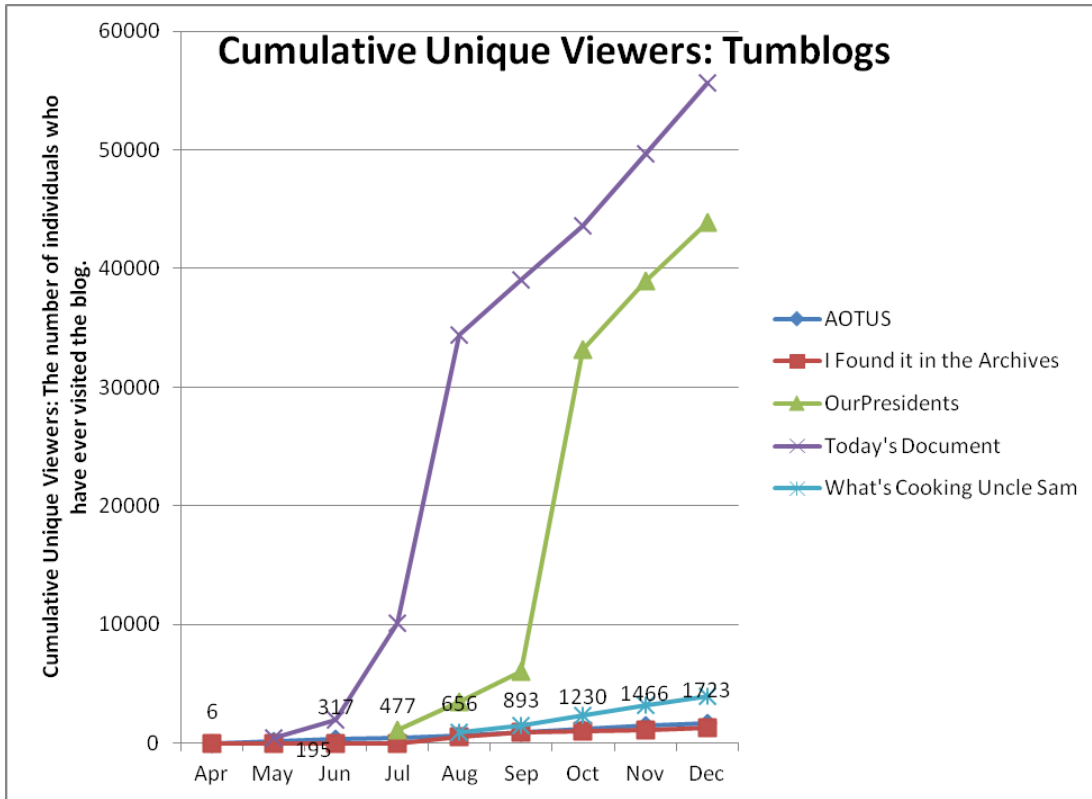
Top 5 Most Viewed Blog Posts in December

Blog	Pageviews	Post Title
FOIA	858	What's Up with Referrals? Redux
Prologue	708	Crafting a Call to Arms: FDR's Day of Infamy Speech
NARAtions	547	Searching 40 TB of Electronic Records with the Swipe of a Finger
Prologue	427	Records from the Day of Infamy
Prologue	417	A Civil War Widow's Story

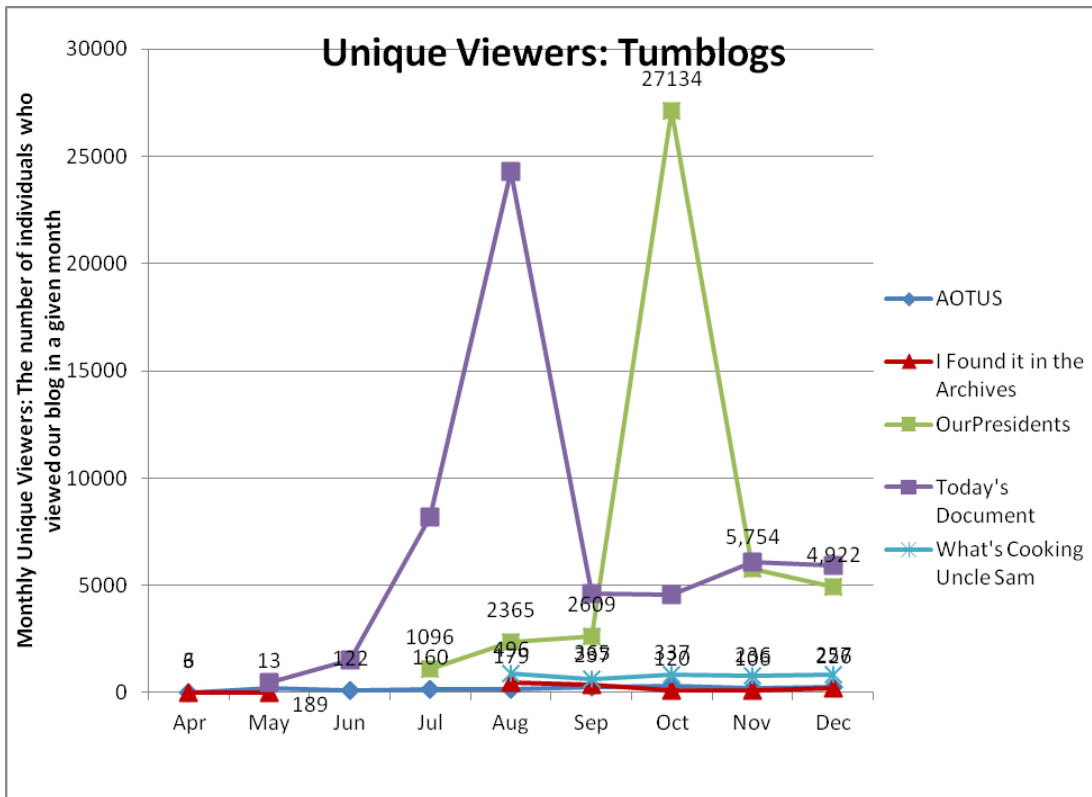
Social Media Tools: Detail View – Tumblogs



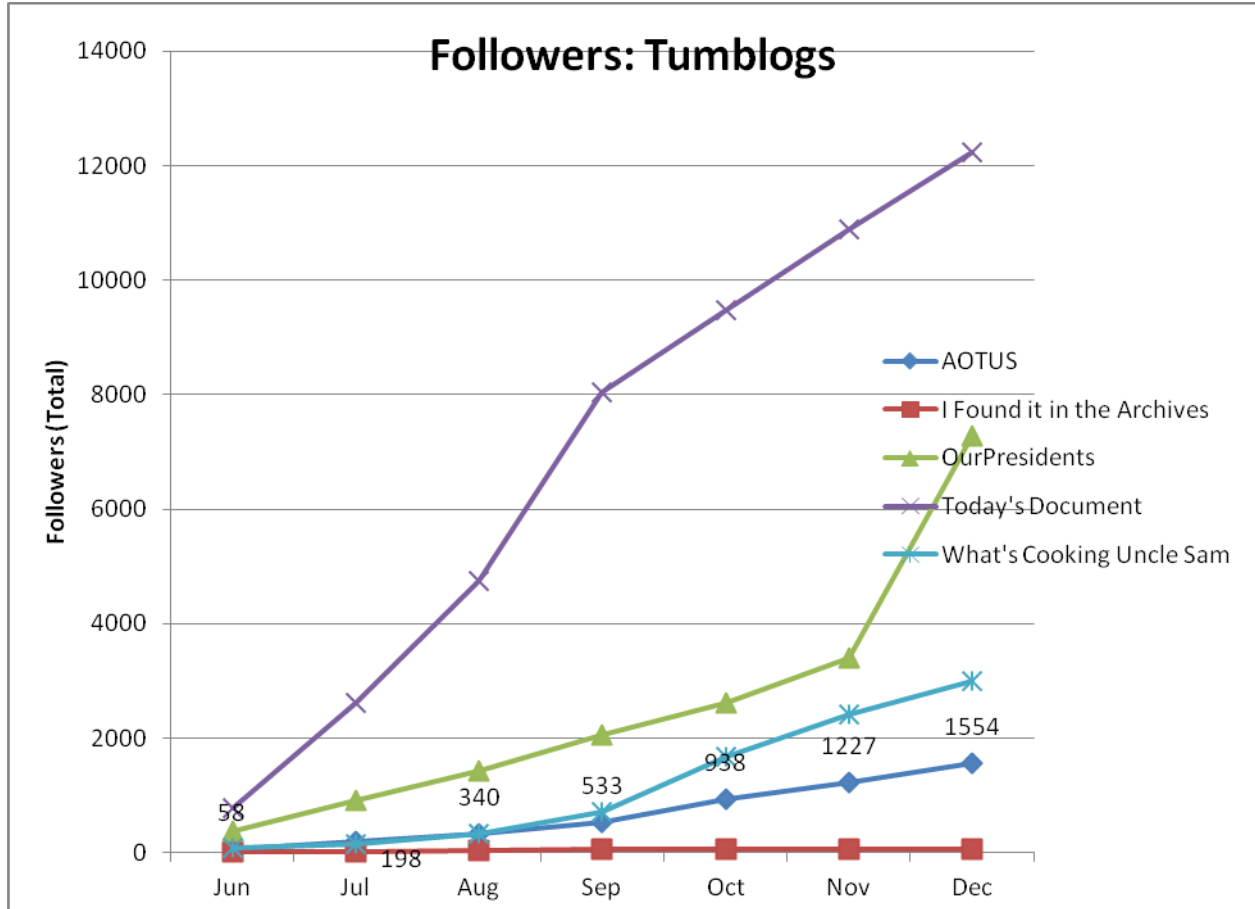
Tumblog Cumulative Unique Viewers



Tumblog Blog Unique Viewers by Month

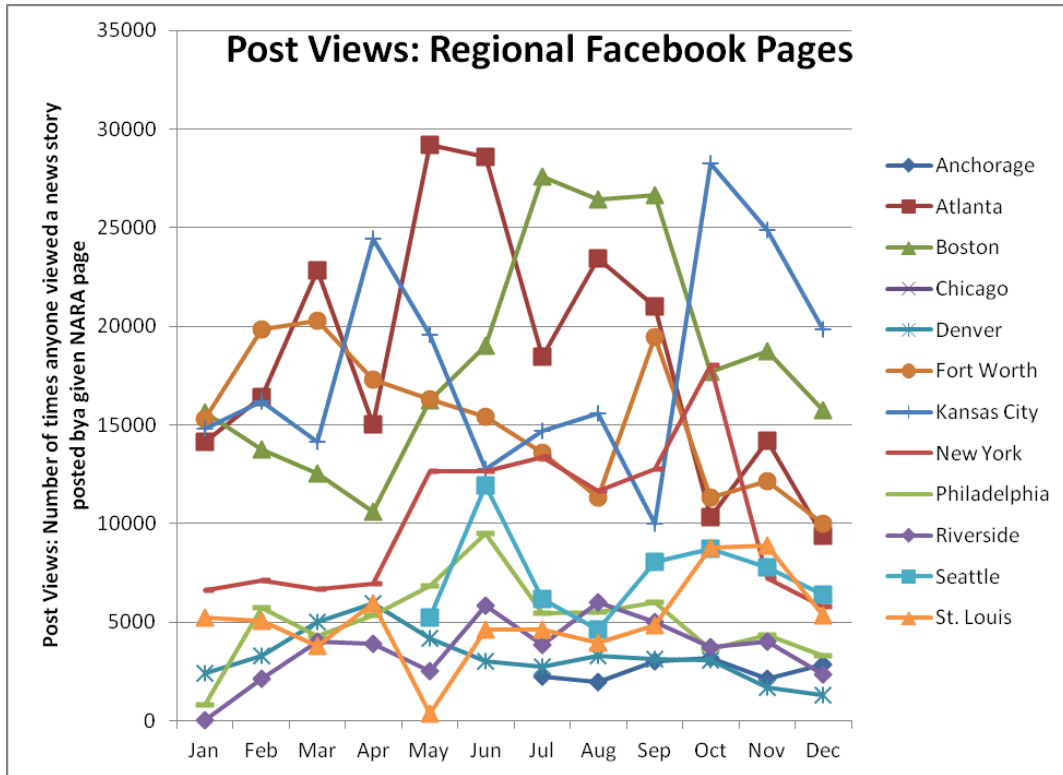


Followers on Tumblogs (Source: Appendix IV)

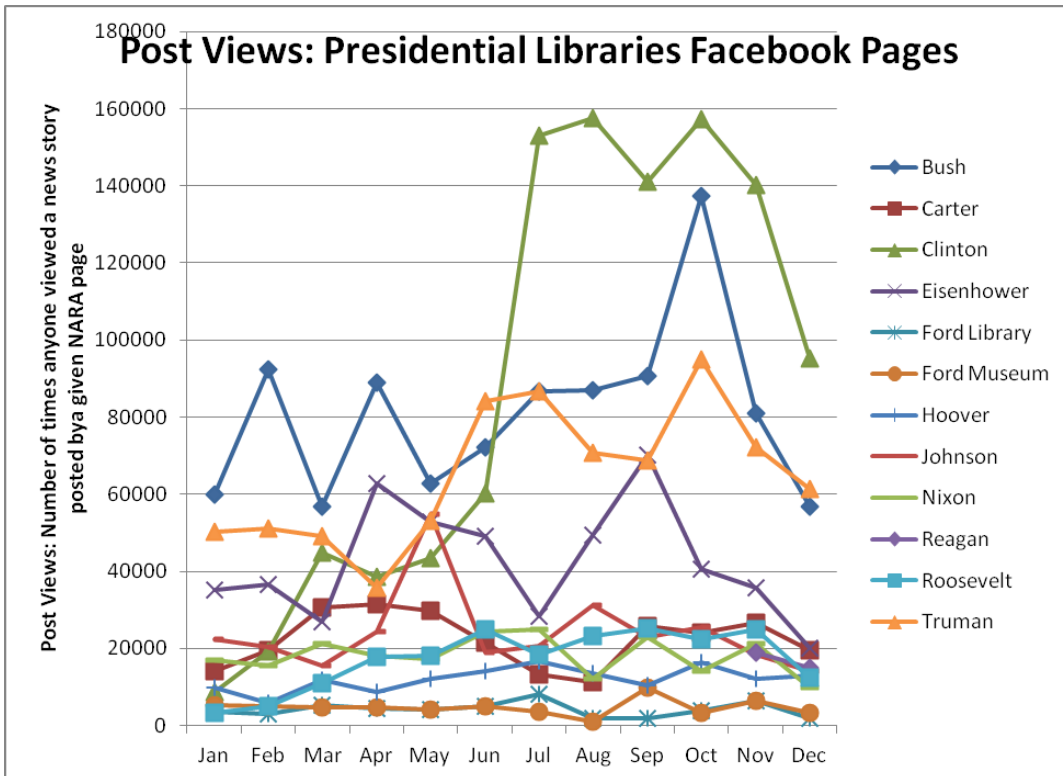


Social Media Tools: Detail View – Facebook

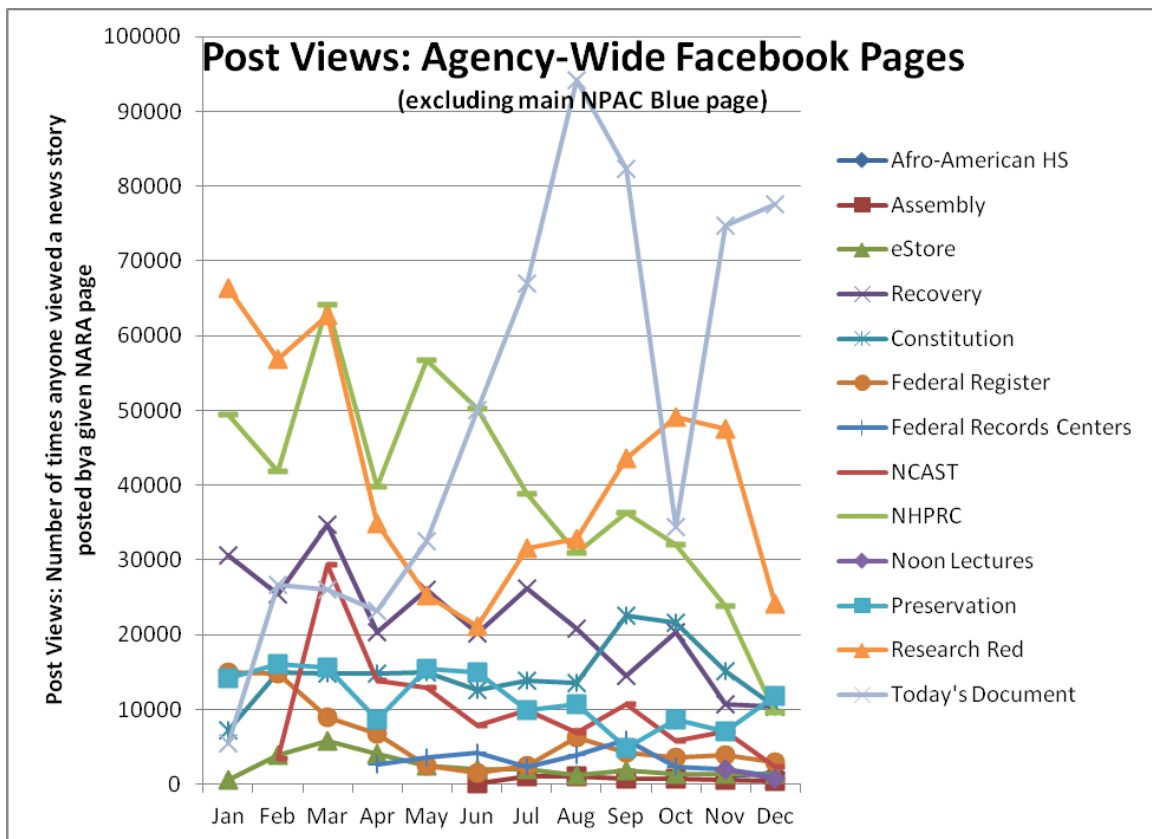
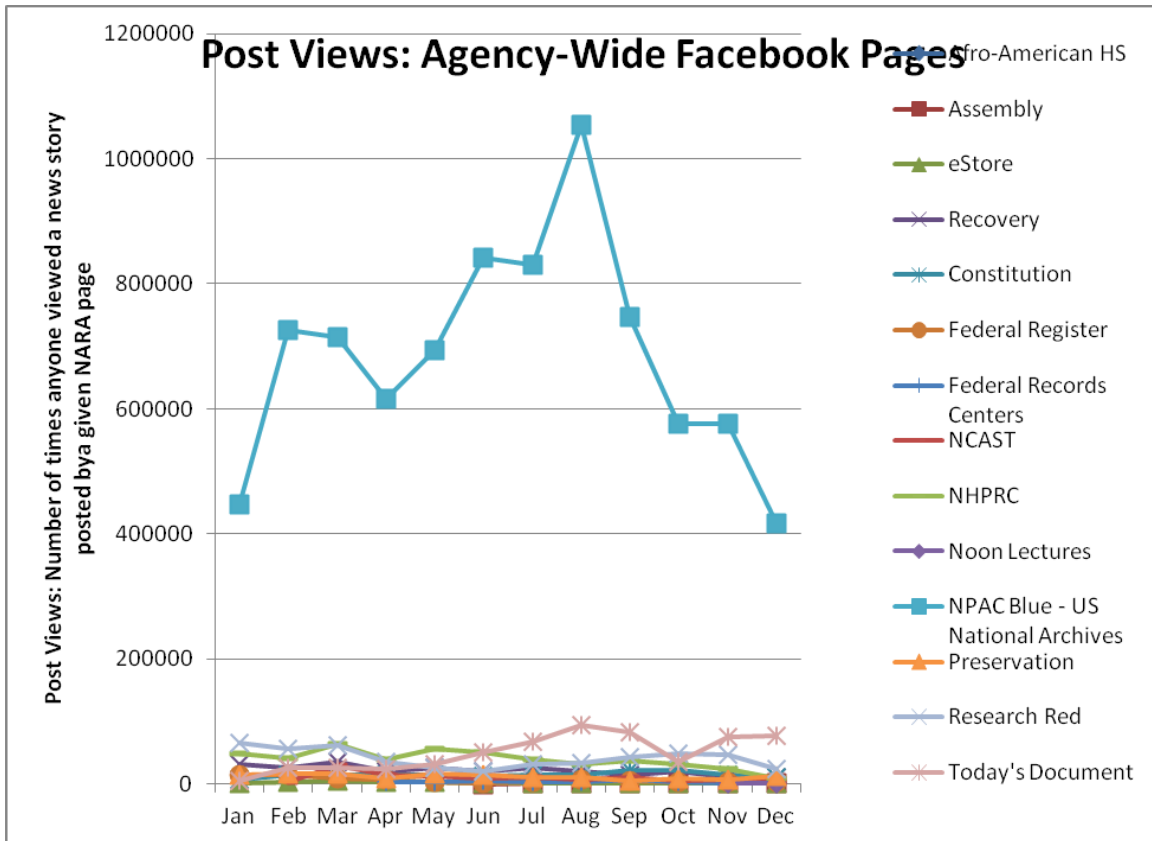
Post Views on Regional Pages (Source: Appendix IV.A)



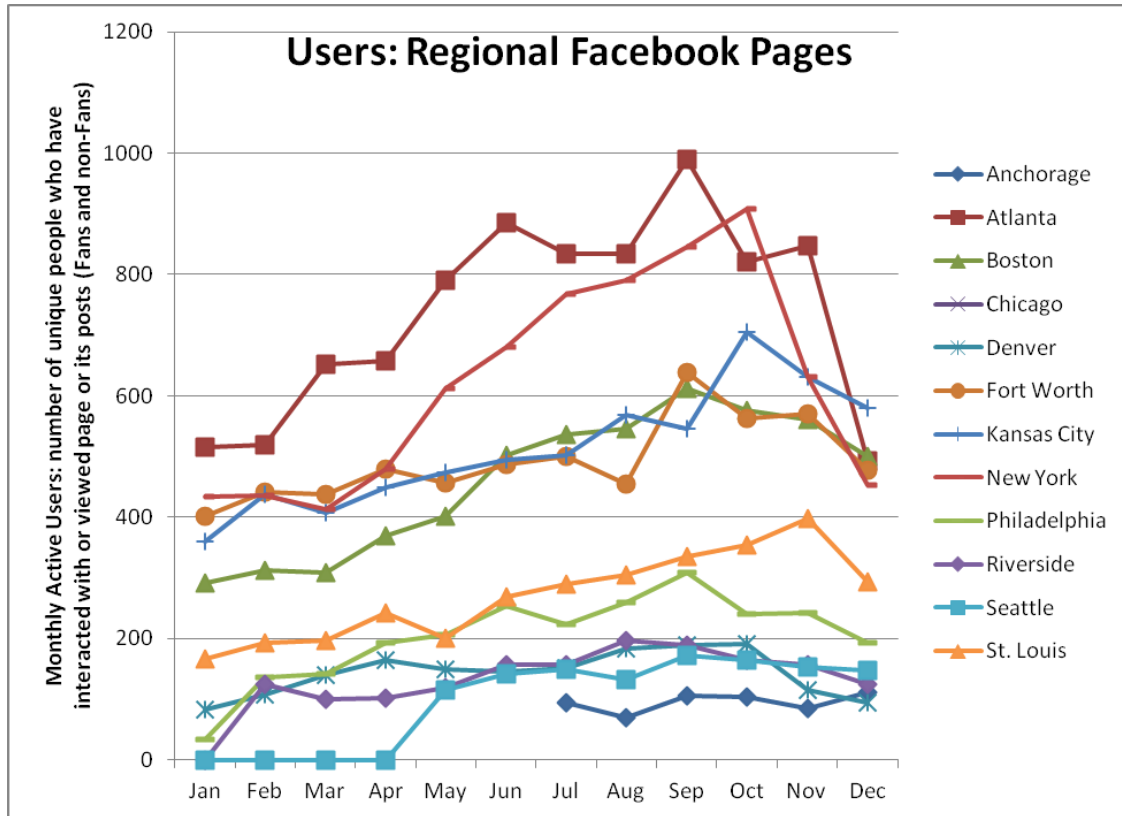
Post Views on Presidential Library Pages (Source: Appendix IV.A)



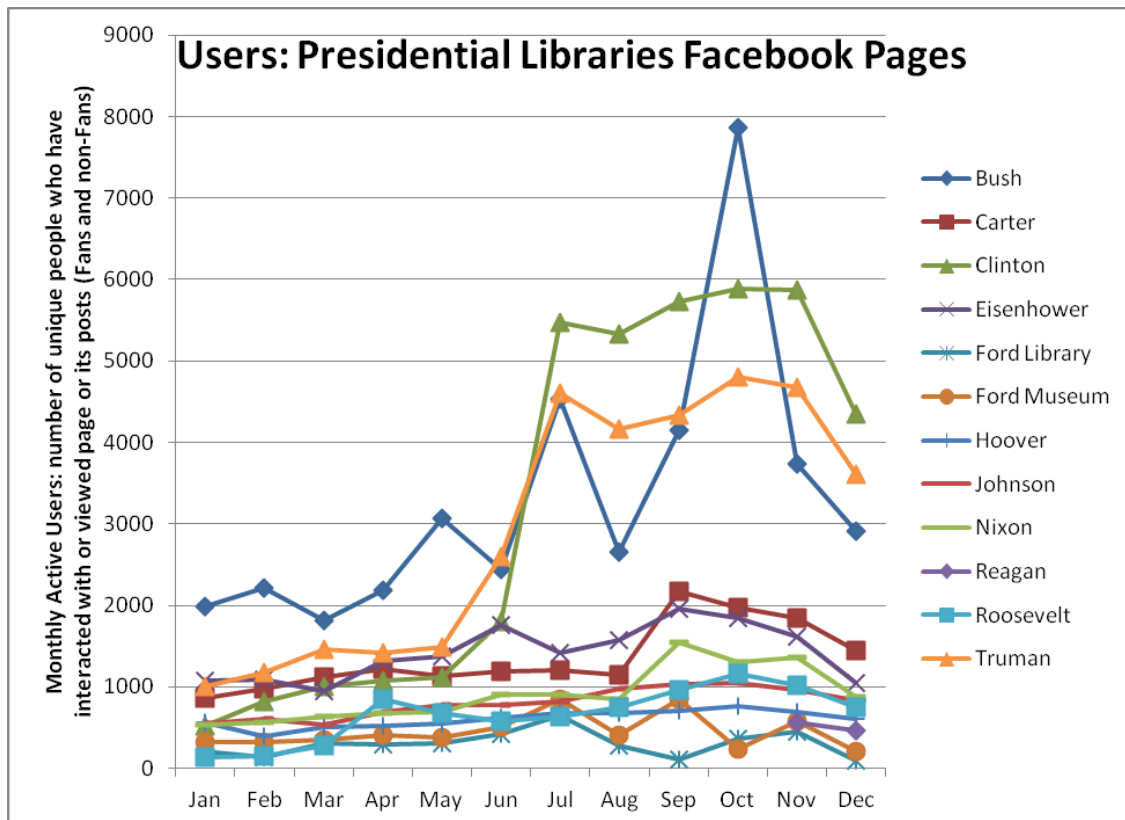
Post Views on Agency-Wide Pages (Source: Appendix IV.A)



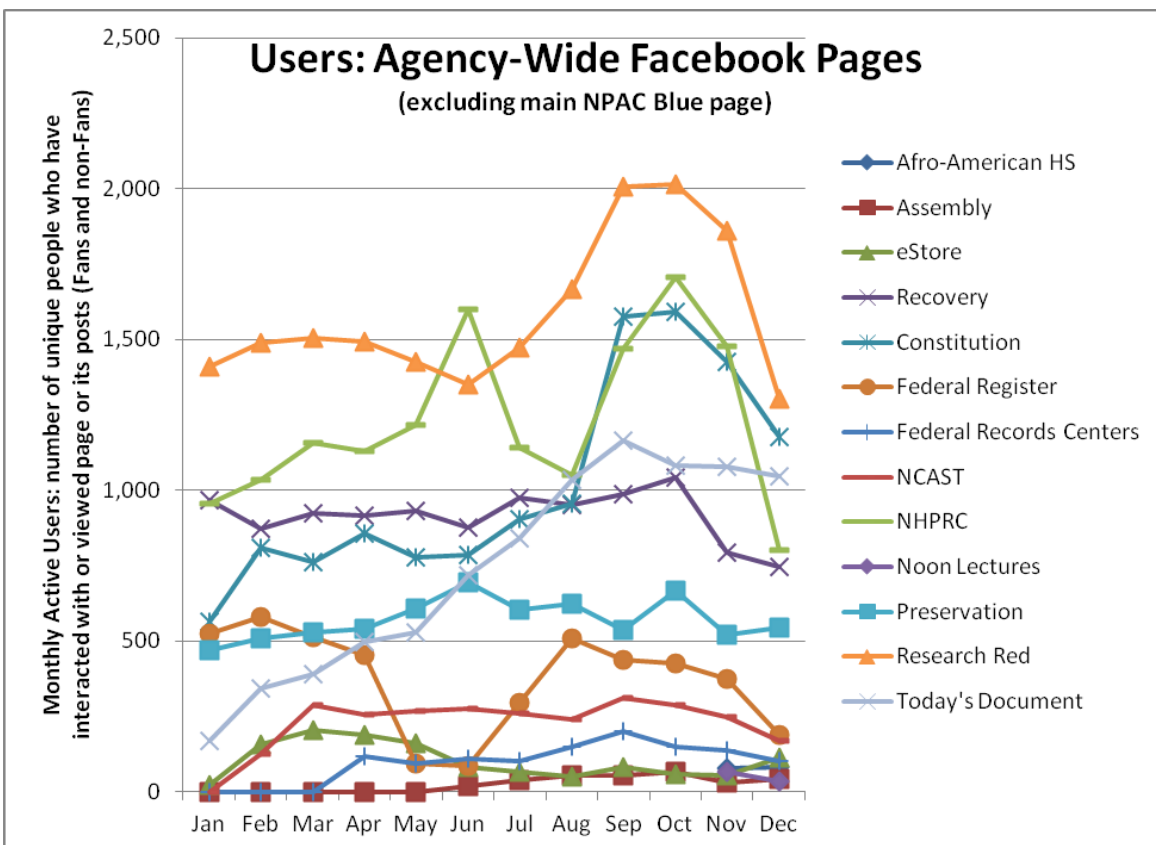
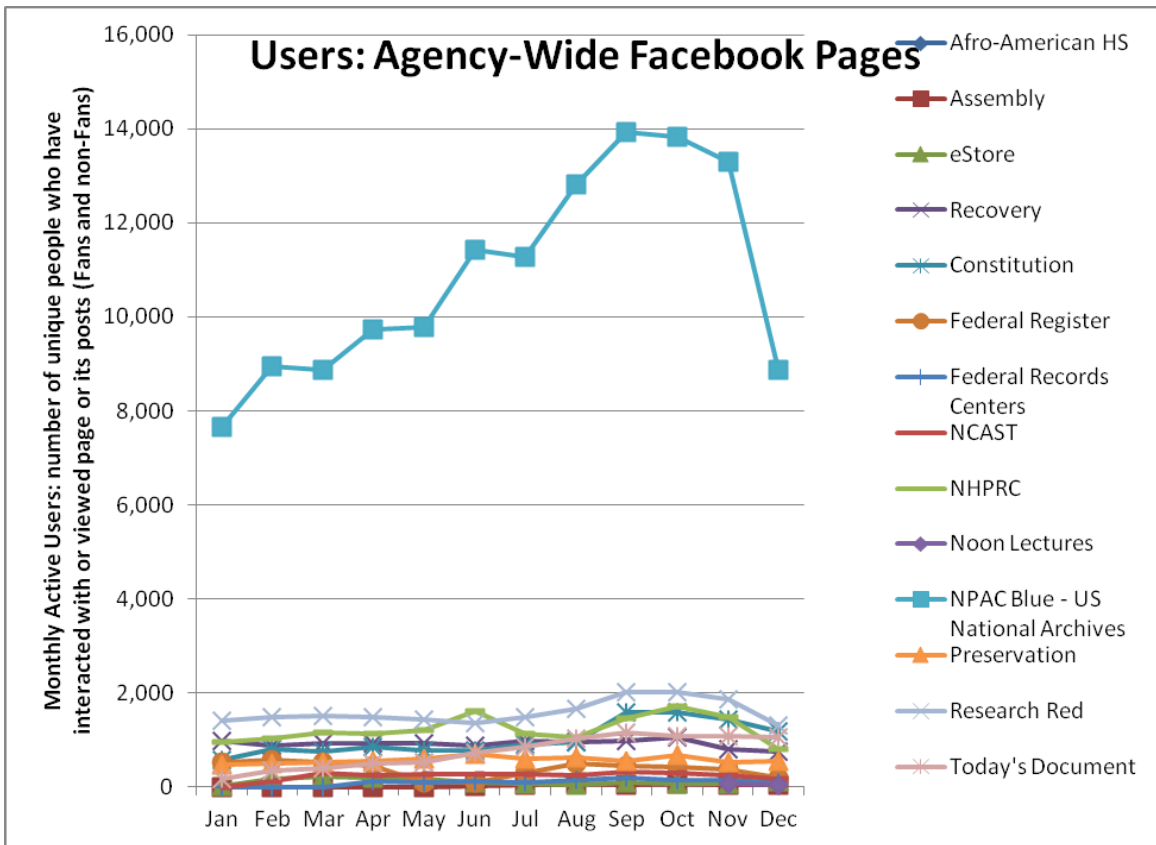
Monthly Active Users of Regional Pages (Source: Appendix IV.B)



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

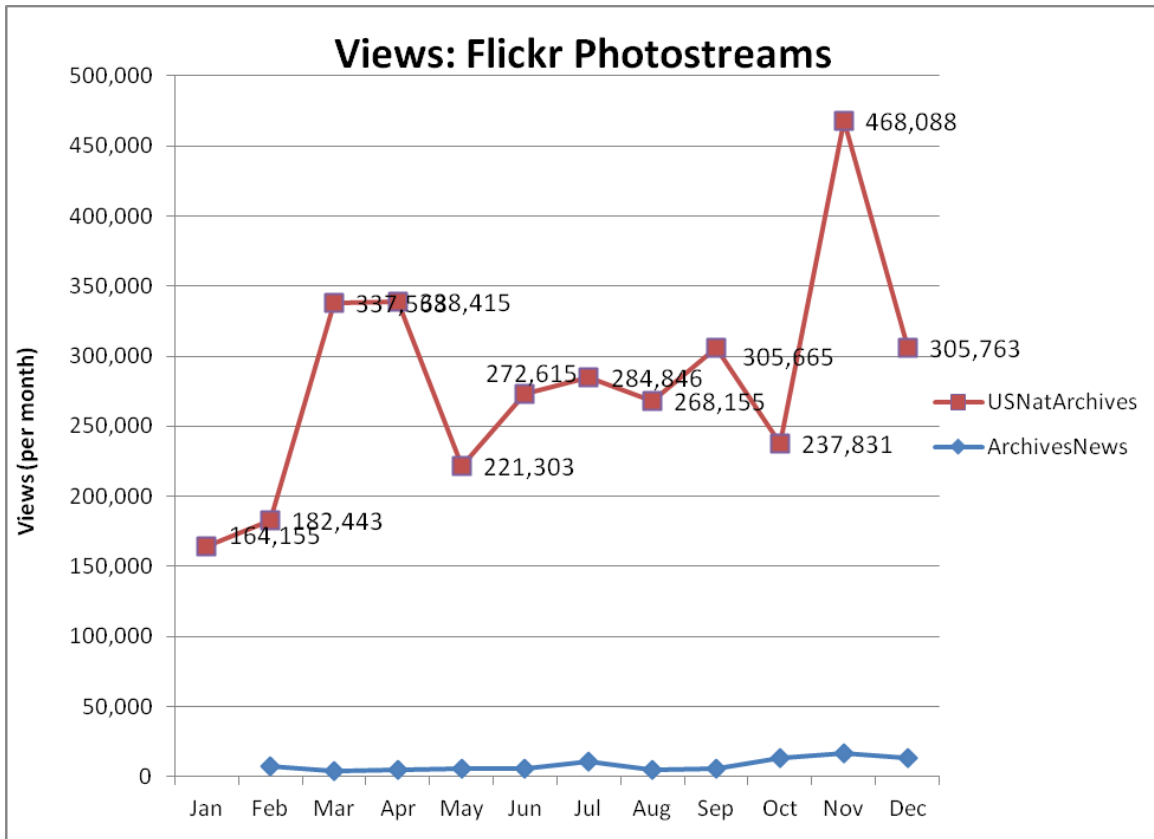


Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)

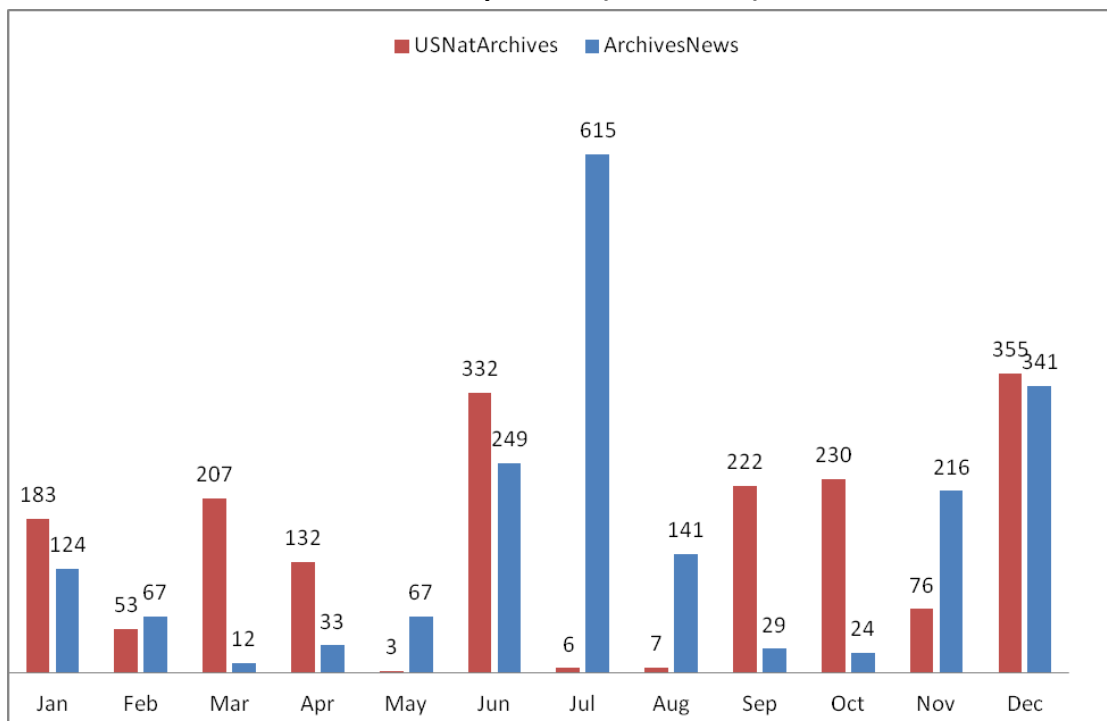


Social Media Tools: Detail View – Flickr

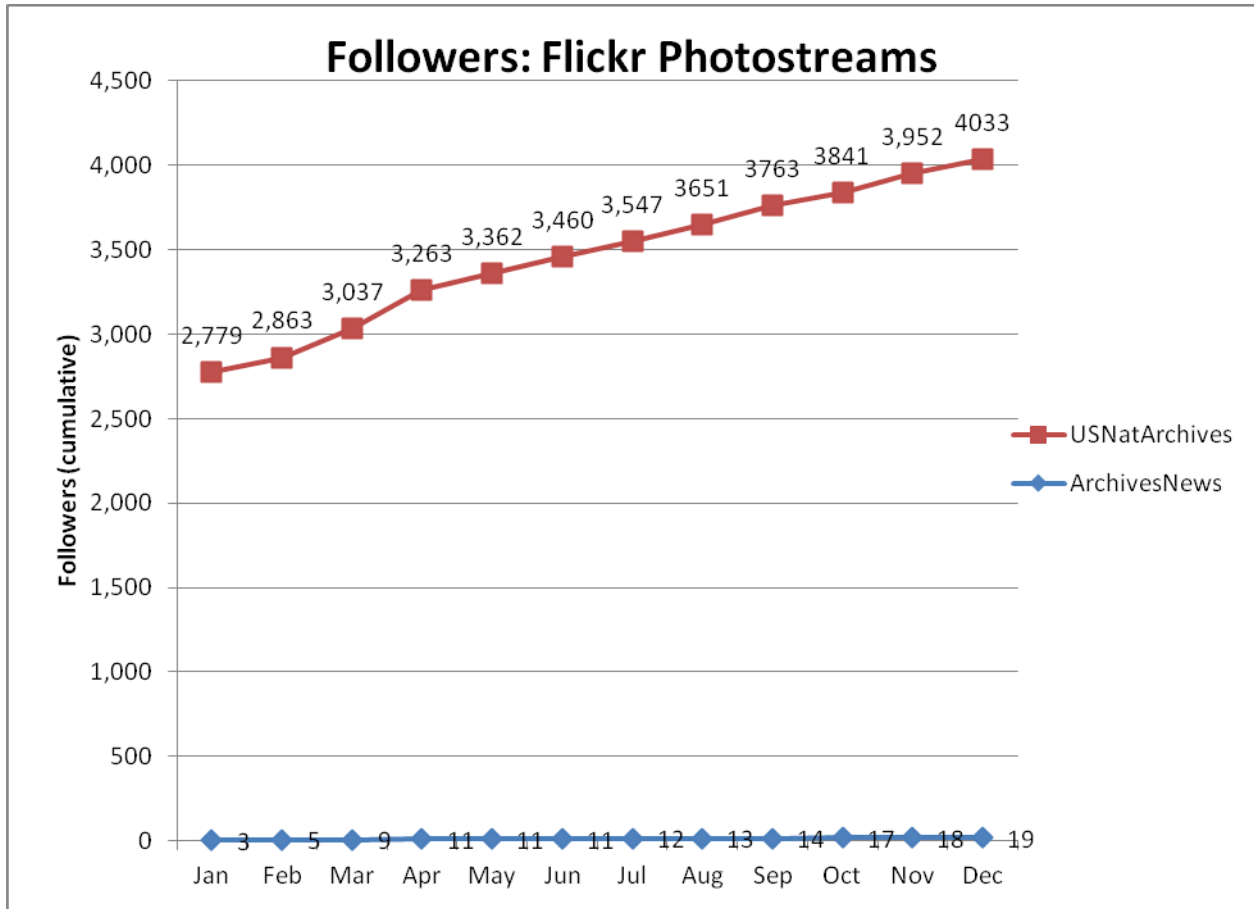
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

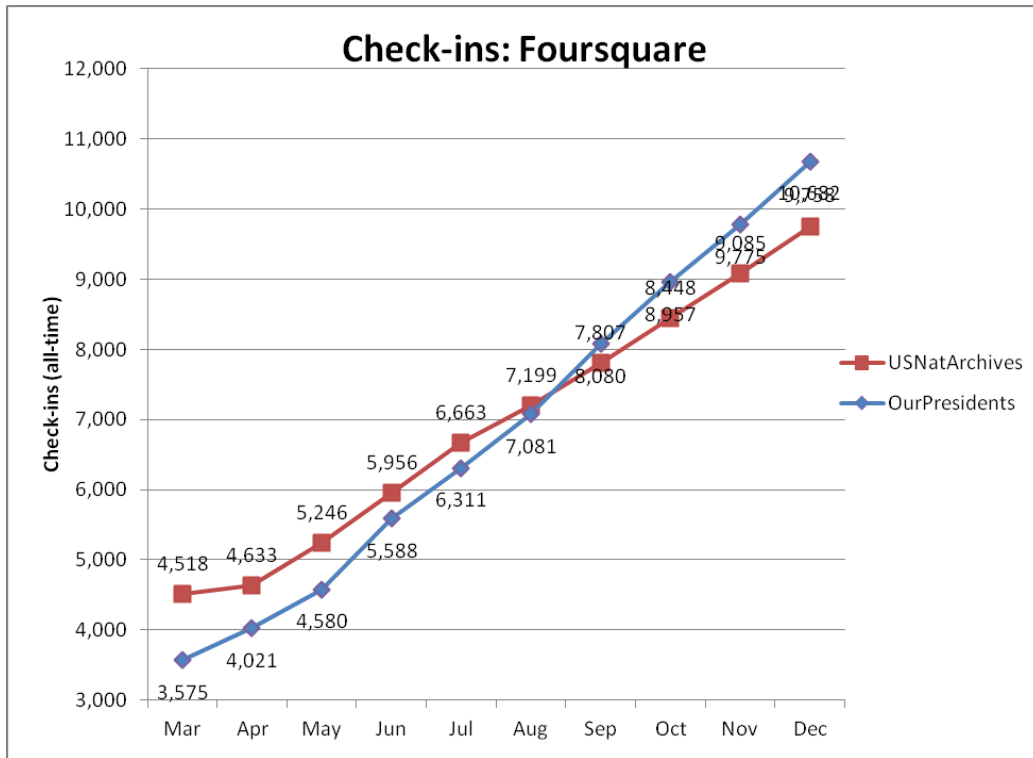


Followers of Photostreams (Cumulative)

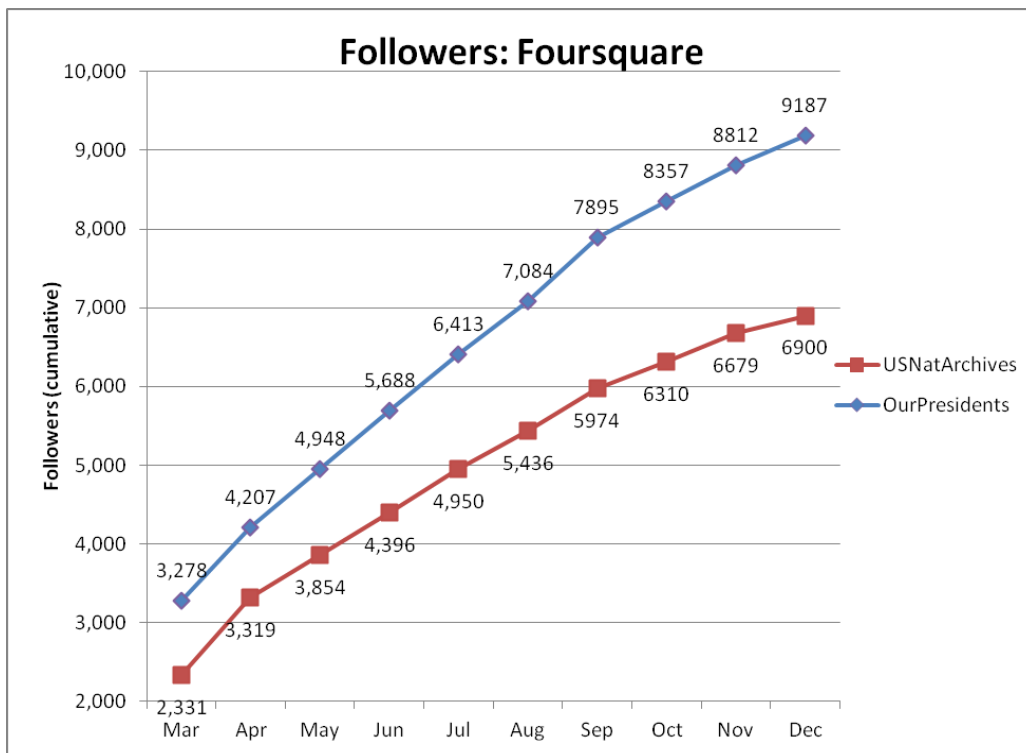


Social Media Tools: Detail View – Foursquare

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

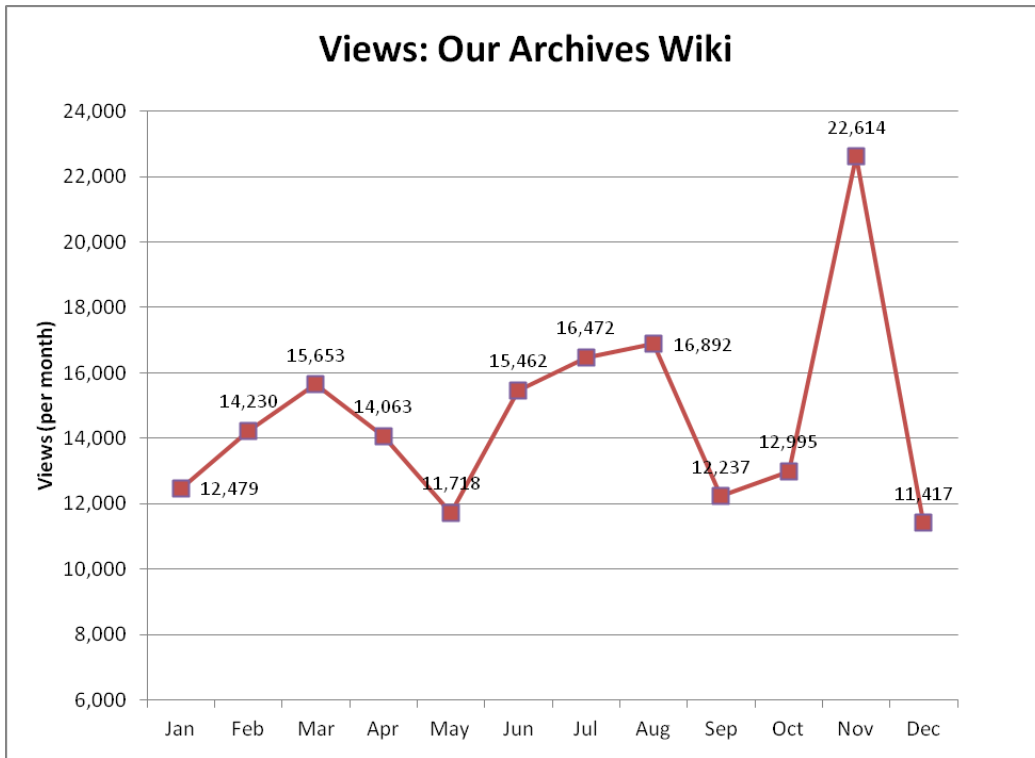


Number of Followers of USNatArchives and OurPresidents (Cumulative)

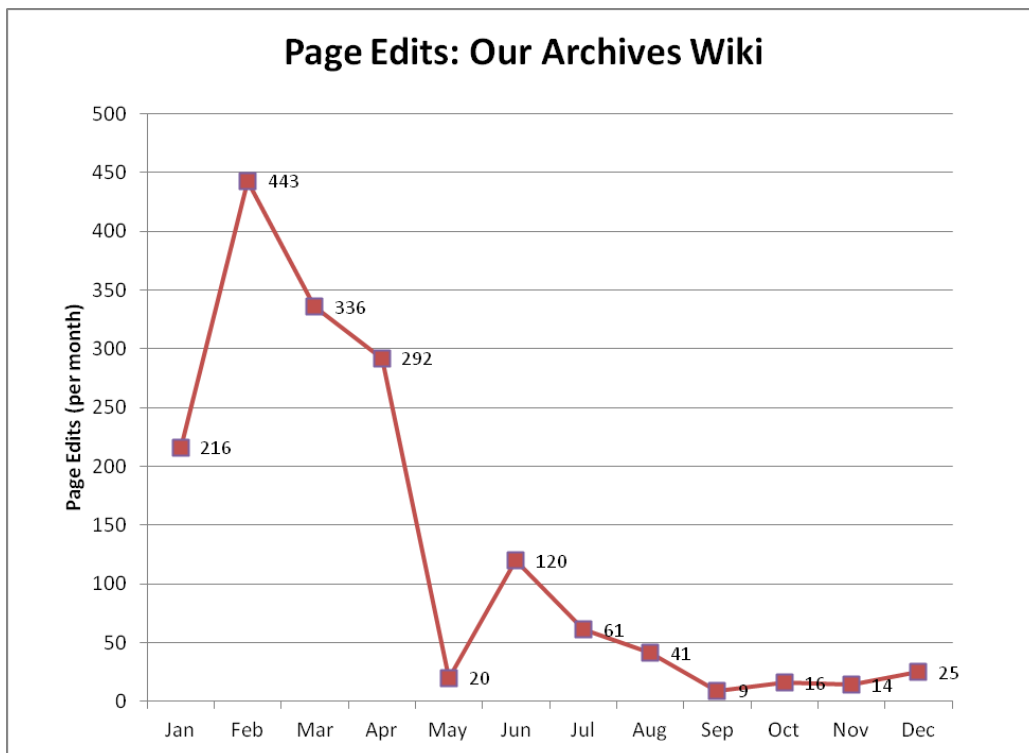


Social Media Tools: Detail View – Our Archives Wiki

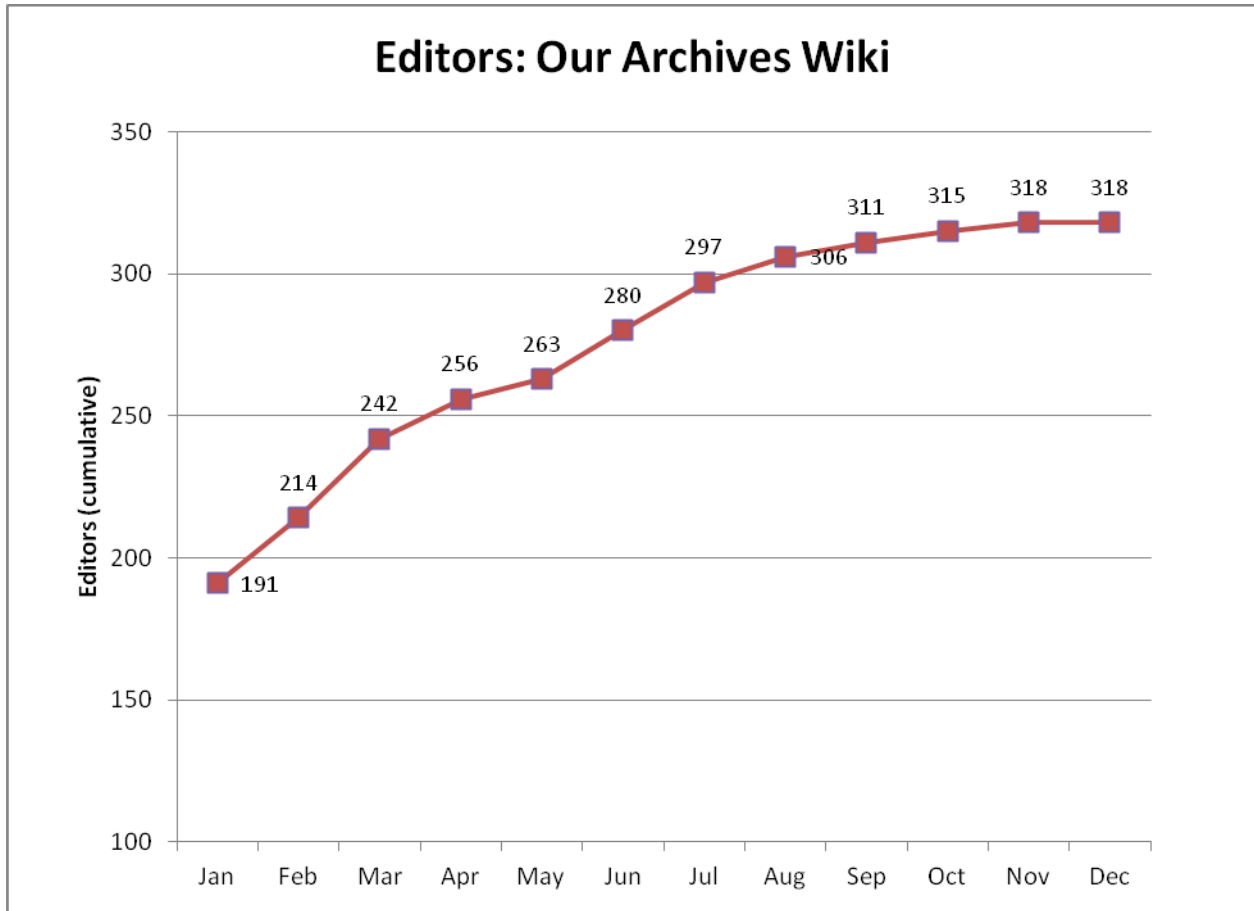
Views on Our Archives Wiki (Per Month)



Edits on Our Archives Wiki (Per Month)

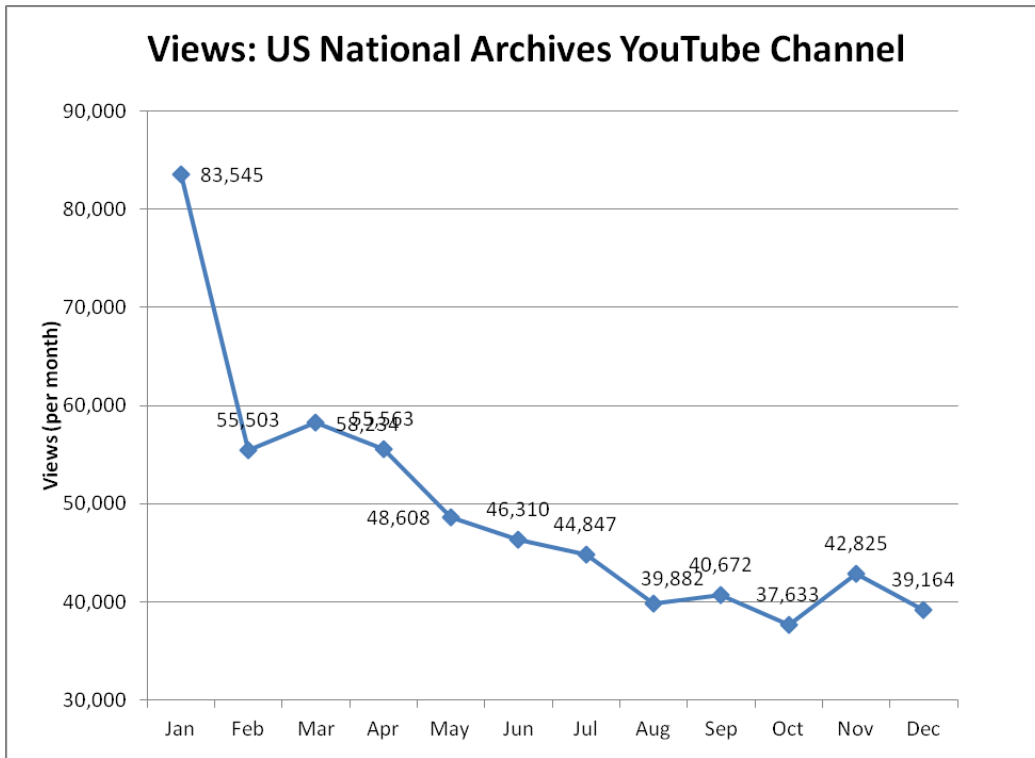


Editors on Our Archives Wiki (Cumulative)

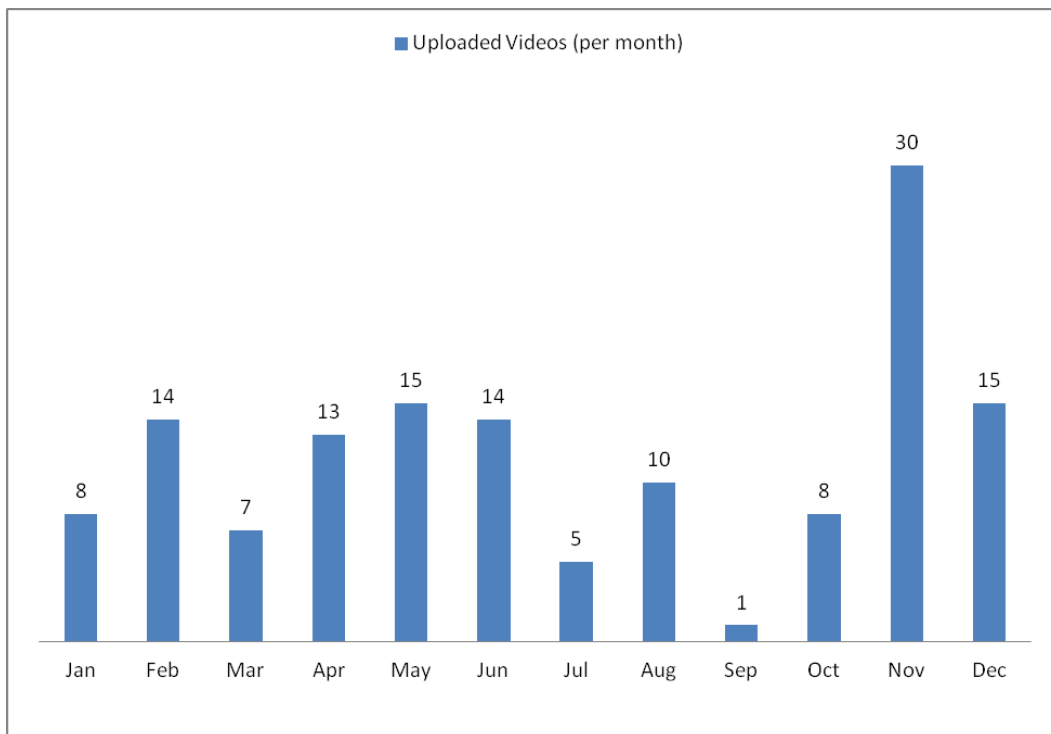


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

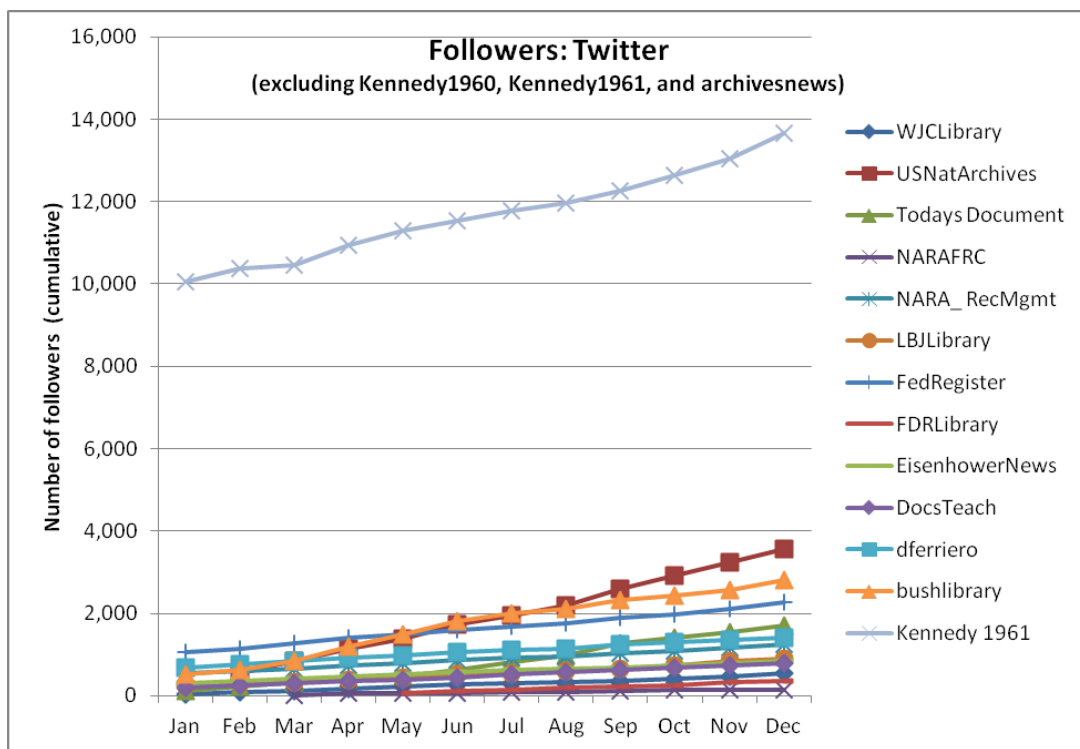
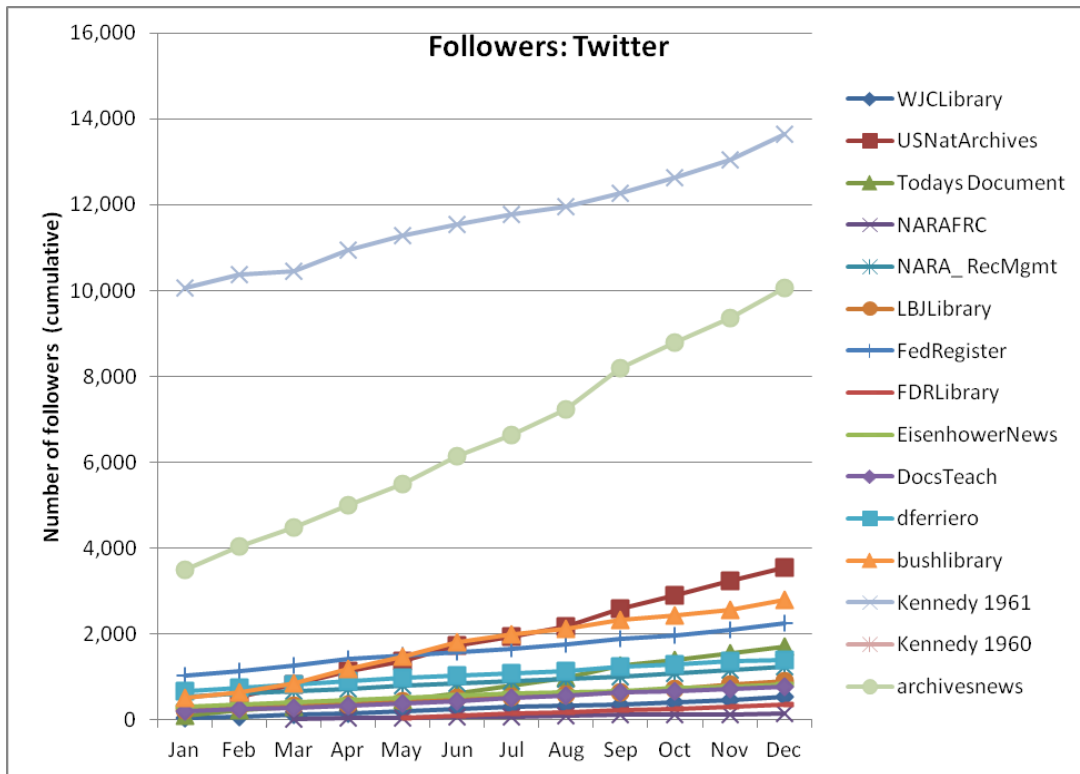


Top 5 Most Viewed Videos for December 2011 on US National Archives Channel

Video Title	Views	% of Total Views
Stories from the Great Depression	4,654	11.9%
War Comes to America (full film)	2,852	7.3%
BOB HOPE CHRISTMAS SPECIAL, 1967	2,188	5.6%
Pearl Harbor: In Their Own Words	1,509	3.8%
Genealogy Introduction—Census Records at NARA	1,362	3.5%

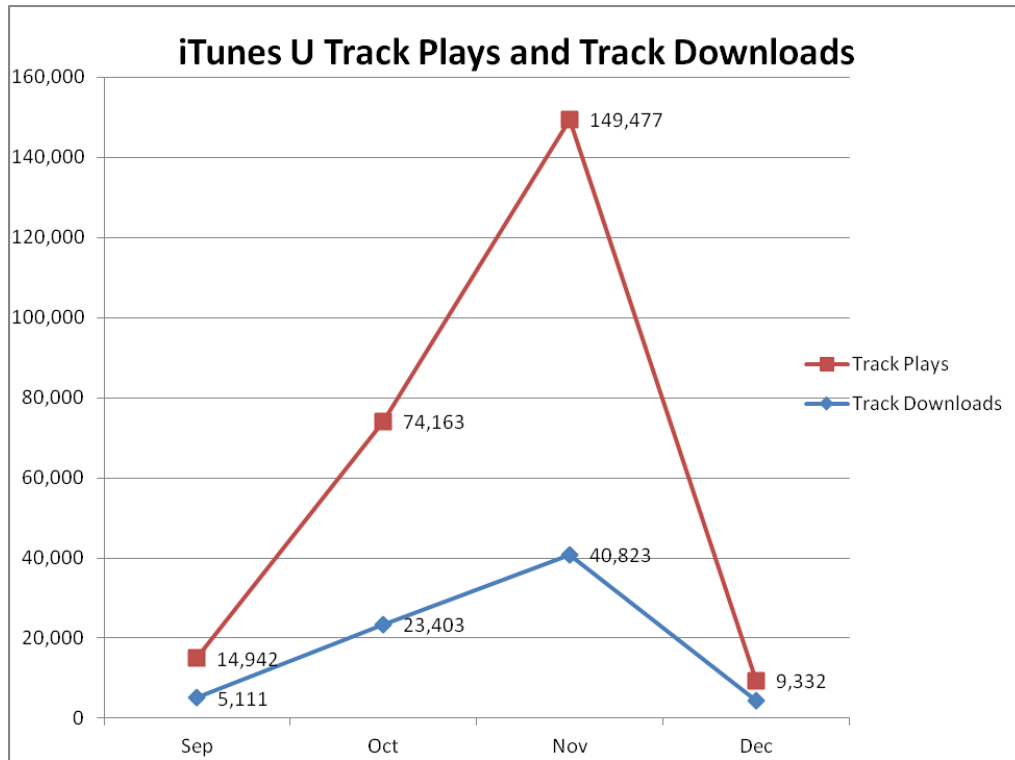
Social Media Tools: Detail View – Twitter

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

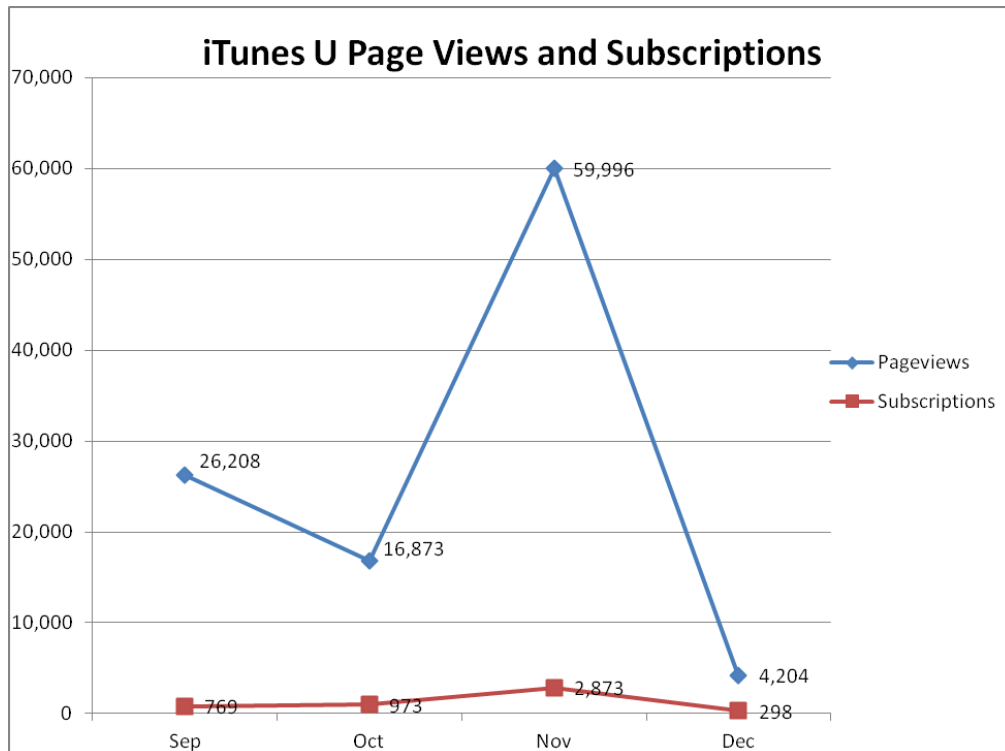


Social Media Tools: Detail View – iTunes U

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 Monthly active users
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.

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
AOTUS	2,868	5,285	4,418	3,656	4,368	3,539	2,862	4,461	3,761	4,370	3,326	2,935
FDR Library					42	38	39	180	165	136	140	126
FOIA		4	122	165	188	368	341	433	353	464	459	1,107
Hoover Blackboard	425	593	805	563	570	243	297	322	448	630	614	497
NARAtions	5,445	5,990	5,967	6,182	6,648	8,063	5,564	5,006	5,588	6,646	6,436	5,755
NDC Blog	288	325	337	454	795	2,007	496	655	756	484	474	466
NLRR Education Blog	90	97	115	140	169	199	49	38	53	86	67	57
Prologue Blog	4,786	7,099	5,204	5,748	5,994	5,838	6,656	10,665	9,479	8,188	6,930	7,036
Records Express Blog	960	977	1,561	1,275	1,337	895	747	1,118	739	1,515	1,322	1,834
The Text Message	675	581	2,480	993	1,238	1,255	1,992	2,072	2,010	2,783	3,268	2,932
Today's Document	210	2,210	3,560	3,179	3,377	1,220	1,326	1,578	2,816	3,809	3,970	3,043
Transforming Classification (PIDB)				1,016	1,201	576	335	278	217	264	193	191
MONTHLY TOTAL	15,747	23,161	24,569	23,371	25,927	24,241	20,704	26,806	26,385	29,375	27,199	25,979

*Due to an error in setup, March statistics for the Text Message blog include numbers for the Transforming Classification blog.

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.

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
AOTUS	5,777	9,442	7,853	6,948	8,088	7,179	5,835	8,144	7,325	8,110	6,245	5,461
FDR Library					117	111	63	330	273	208	252	234
FOIA		10	293	314	337	753	808	1,775	1,307	1,655	1,701	3,294
Hoover Blackboard	813	1,069	1,551	1,133	1,261	559	591	506	819	1,396	1,076	904
NARAtions	10,147	10,626	11,225	11,854	12,988	15,257	10,446	9,528	9,995	11,624	11,608	10,037
NDC Blog	540	628	663	810	1,507	3,321	863	1,401	1,354	907	751	905
NLRR Education Blog	186	175	258	284	375	380	121	98	84	205	140	102
Prologue Blog	9,150	12,434	10,465	10,905	11,083	10,741	12,674	16,847	16,042	14,856	13,348	13,015
Records Express Blog	1,823	1,907	2,740	2,098	2,079	1,540	1,262	1,893	1,297	2,651	2,246	3,418
The Text Message	1,182	1,170	5,271	2,065	2,256	2,210	3,271	3,614	3,981	4,692	5,894	5,136
Today's Document	2,182	4,474	6,373	5,610	5,538	2,135	2,608	3,135	5,491	7,738	7,816	5,766
Transforming Classification (PIDB)				2,467	3,652	1,595	688	457	319	382	245	250
MONTHLY TOTAL	31,800	41,935	46,692	44,488	49,281	45,781	39,230	47,728	48,287	54,424	51,322	48,522

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.

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
AOTUS	3,167	6,147	8,810	10,970	13,226	14,836	16,477	18,939	21,284	24,193	26,471	28,464
FDR Library					17	23	54	202	342	468	595	710
FOIA	2	4	90	212	351	594	794	1,085	1,297	1,573	1,847	2,744
Hoover Blackboard	637	1,168	1,851	2,346	2,823	3,011	3,259	3,537	3,935	4,479	5,028	5,470
NARAtions	8,511	12,956	18,657	23,088	26,862	30,854	34,971	38,451	42,308	47,405	52,154	56,394
NDC Blog	406	739	939	1,151	1,727	3,483	3,816	4,192	4,672	5,003	5,316	5,561
NLRR Education Blog	245	432	562	649	744	800	845	879	931	1,010	1,068	1,119
Prologue Blog	7,828	12,951	16,523	20,428	24,530	28,076	32,652	40,685	48,126	54,581	60,139	65,778
Records Express Blog	1,063	1,683	2,587	3,399	4,190	4,686	5,157	5,827	6,316	7,347	8,237	9,359
The Text Message	631	905	2,369	2,845	3,466	4,144	5,560	7,001	8,390	10,451	12,990	15,250
Today's Document	30	1,759	4,767	7,408	10,198	11,278	12,476	13,893	16,388	19,790	23,380	26,121
Transforming Classification (PIDB)				584	1,215	1,526	1,752	1,934	2,107	2,319	2,483	2,645

APPENDIX II.D: Blog Unique Viewers (Monthly)

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

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
AOTUS	1,869	3,391	3,214	2,693	2,946	2,257	2,052	3,123	2,800	2,909	2,278	1,993
FDR Library					17	12	34	149	147	126	127	115
FOIA		3	88	132	156	272	246	339	262	276	274	897
Hoover Blackboard	392	543	704	515	494	200	261	296	407	544	549	442
NARAtions	5,200	4,851	6,233	4,912	4,280	4,614	4,582	3,962	4,410	5,097	4,749	4,240
NDC Blog	241	363	250	259	646	1,823	396	458	557	331	313	245
NLRR Education Blog	158	191	134	88	158	60	48	37	52	79	58	51
Prologue Blog	3,709	5,622	4,083	4,435	4,712	4,215	5,168	8,704	8,054	6,455	5,558	5,639
Records Express Blog	673	725	1,050	987	995	643	564	816	596	1,031	890	1,122
The Text Message	371	353	1,573	624	753	808	1,555	1,608	1,534	2,061	2,539	2,260
Today's Document	30	1,747	3,088	2,742	2,900	1,121	1,235	1,450	2,545	3,402	3,590	2,741
Transforming Classification (PIDB)				584	722	385	261	205	188	212	164	162
MONTHLY TOTAL	12,643	17,789	20,417	17,971	18,779	16,410	16,402	21,147	21,552	22,523	21,089	19,907

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

	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
AOTUS	776	796	829	768	787	885	826	902	929	905
FOIA Ombudsman	2	7	9	16	13	25	868	935	977	950
Hoover Blackboard	32	29	28	33	36	30	36	40	50	45
In Roosevelt History				0	0	0	0	0	0	0
NARAtions	788	800	827	832	779	895	18	25	21	24
NDC Blog	85	80	94	89	97	94	103	119	126	119
Prologue	183	181	187	188	207	263	214	249	262	317
Reagan Education Workshops	5	3	5	3	4	3	4	4	5	4
Records Express	133	131	137	129	131	151	138	160	207	174
Text Message	60	58	69	68	74	90	79	93	100	100
Today's Document	20	61	56	51	20	66	62	95	174	171
Transforming Classification (PIDB)	53	44	53	47	28	54	33	56	53	51
Washboard					0	1	1	5	6	6

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.

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	FY Total
Monthly Total (A+P+R)	939,488	1,293,903	1,348,222	1,215,913	1,351,975	1,529,890	1,609,330	1,849,496	1,583,671	1,412,592	1,342,155	974,854	3,729,601
Agency-Wide Total	635,377	930,344	975,855	785,056	886,021	1,026,957	1,036,264	1,276,772	974,357	755,637	771,804	570,340	2,097,781
Afro-American History Society											973	1,480	2,453
Assembly						161	1019	1012	802	723	616	443	1,782
eStore	556	3876	5736	3979	2523	1920	2042	1,283	1,811	1,308	1,319	1,378	4,005
Recovery	30,590	25370	34713	20281	25995	20121	26144	20882	14,433	20,372	10,653	10,370	41,395
Constitution	7,139	15018	14831	14857	14902	12628	13914	13521	22,521	21,640	15,176	10,297	47,113
Federal Register	14,983	14842	8979	6714	2487	1548	2490	6325	4,254	3,577	3,885	3,019	10,481
Federal Records Centers				2603	3530	4188	2248	3,931	5,973	2,325	1,973	1,080	5,378
NCAST		3392	29321	13885	12973	7847	9956	6,893	10,711	5,761	6,990	2,368	15,119
NHPRC	49,370	41882	64197	39799	56670	50187	38840	30883	36,280	32,055	23,823	9,629	65,507
Noon Lectures											1,974	773	2,747
NPAC Blue	446,845	726,431	713,744	616,157	693,745	842,160	831,156	1,054,370	746,817	575,710	575,103	416,055	1,566,868
Preservation	14,113	16006	15643	8674	15448	14986	9973	10639	4,866	8,637	7,102	11,790	27,529
Research Red	66,385	56936	62731	34951	25316	21094	31538	32857	43,537	49,116	47,572	24,127	120,815
Today's Document	5,396	26591	25960	23,156	32432	50117	66944	94176	82,352	34,413	74,645	77,531	186,589

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	FY Total
Presidential Total	229,116	273,982	278,686	335,469	352,907	379,522	460,244	458,896	489,330	540,147	464,262	322,080	1,326,489
Bush	59,808	92350	56923	88983	62658	72256	86587	87058	90,546	137,330	81,027	56,754	275,111
Carter	14,137	19585	30754	31547	29707	21404	13190	11233	25,916	24,144	26,785	19,449	70,378
Clinton	8,631	19168	44865	38464	43544	60120	152919	157629	141,163	157,350	140,159	95,088	392,597
Eisenhower	35,083	36566	27013	62802	52812	49222	28412	49282	70,054	40,571	35,697	20,084	96,352
Ford Library	3,537	3105	5432	4486	4169	5057	8067	1,804	1,760	3,828	6,529	1,877	12,234
Ford Museum	5,303	5097	4745	4647	4279	4932	3619	1078	9,751	3,358	6,333	3,446	13,137
Hoover	9,804	5833	11927	8730	12245	14048	16628	13417	10,485	16,344	12,143	12,931	41,418
Johnson	22,395	20454	15680	24311	54705	19044	20762	31244	22,874	25,575	18,412	13,990	57,977
Nixon	16,835	15626	21152	18081	17320	24435	24964	12079	22,858	14,203	21,106	9,781	45,090
Reagan											19,030	14,890	33,920
Roosevelt	3,201	5061	11024	17795	18235	24819	18492	23,297	25,200	22,460	24,929	12,531	59,920
Truman	50,382	51137	49171	35623	53233	84185	86604	70775	68,723	94,984	72,112	61,259	228,355
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	FY Total
Regional Total	74,995	89,577	93,681	95,388	113,047	123,411	112,822	113,828	119,984	116,808	106,089	82,434	305,331
Anchorage							2273	1,962	3,047	3,186	2,117	2,857	8,160
Atlanta	14129	16391	22833	15033	29207	28574	18485	23446	20,980	10,302	14,183	9,379	33,864
Boston	15648	13772	12565	10608	16248	19039	27572	26,432	26,671	17,707	18,754	15,776	52,237
Chicago													0
Denver	2439	3285	5041	5944	4185	3004	2733	3,309	3,133	3,074	1,716	1,334	6,124

Fort Worth	15320	19847	20272	17281	16297	15421	13579	11,330	19,480	11,320	12,156	9,977	33,453
Kansas City	14829	16208	14126	24418	19550	12779	14687	15,563	10,008	28,262	24,874	19,868	73,004
New York	6614	7133	6691	6924	12625	12668	13375	11657	12,782	18,031	7,220	5,813	31,064
Philadelphia	787	5720	4290	5328	6817	9478	5474	5,534	6,017	3,649	4,354	3,322	11,325
Riverside	11	2159	4046	3886	2505	5864	3850	6,001	4,988	3,751	4,040	2,339	10,130
Seattle					5240	11958	6188	4,613	8,049	8,748	7,809	6,406	22,963
St. Louis	5218	5062	3817	5966	373	4626	4606	3,981	4,829	8,778	8,866	5,363	23,007

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).

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Monthly Total (A+P+R)	22,796	26,029	26,894	29,917	30,965	35,617	43,947	43,248	51,253	54,967	49,198	35,880
Agency-Wide Total	12,739	14,855	15,143	16,165	15,884	18,011	17,973	20,098	22,754	22,925	21,424	15,211
Afro-American History Society											77	81
Assembly	0	0	0	0	0	19	39	55	52	65	29	42
eStore	22	156	206	189	162	83	64	49	82	59	55	115
Recovery	967	874	923	916	930	877	976	952	986	1,042	793	747
Constitution	562	810	761	857	778	785	903	957	1,577	1,590	1,425	1,178
Federal Register	525	579	513	453	93	85	293	509	438	427	373	190
Federal Records Centers	0	0	0	117	92	111	101	149	201	150	136	102
NCAST	0	124	289	254	267	275	258	241	311	289	249	167
NHPRC	957	1,034	1,156	1,130	1,216	1,598	1,139	1,048	1,467	1,707	1,477	801
Noon Lectures											66	36
NPAC Blue - US National Archives	7,659	8,938	8,872	9,718	9,782	11,415	11,283	12,816	13,933	13,835	13,285	8,861
Preservation	468	508	527	541	608	695	605	622	535	665	520	542
Research Red	1,409	1,490	1,505	1,493	1,426	1,352	1,471	1,666	2,007	2,015	1,862	1,303
Today's Document	170	342	391	497	530	716	841	1,034	1,165	1,081	1,077	1,046

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Presidential Total	7,774	8,469	8,957	10,618	11,557	13,590	21,768	18,812	23,569	27,249	23,387	17,202
Bush	1993	2217	1822	2182	3063	2436	4535	2,649	4,156	7,861	3743	2,906
Carter	857	977	1120	1217	1140	1183	1205	1,149	2,173	1,969	1851	1,445
Clinton	518	825	1000	1069	1118	1799	5474	5,332	5,735	5,891	5866	4,347
Eisenhower	1078	1089	944	1321	1378	1766	1421	1,577	1,965	1,838	1621	1,054
Ford Library	212	142	313	287	304	425	652	277	107	369	457	99
Ford Museum	327	327	356	406	380	502	844	410	846	241	583	203
Hoover	557	398	507	516	552	626	679	682	702	761	687	610
Johnson	555	602	531	690	771	774	820	970	1,029	1,048	969	841
Nixon	541	568	630	673	692	911	901	849	1,550	1,303	1357	880
Reagan											561	463
Roosevelt	133	151	279	843	672	571	638	751	968	1,158	1023	746
Truman	1003	1173	1455	1414	1487	2597	4599	4,166	4,338	4,810	4669	3,608
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Regional Total	2,283	2,705	2,794	3,134	3,524	4,016	4,206	4,338	4,930	4,793	4,387	3,467
Anchorage							94	69	105	104	84	111
Atlanta	516	519	652	657	790	886	835	834	990	820	848	492

Boston	291	312	308	369	401	502	537	546	613	576	560	501
Chicago												
Denver	82	107	139	164	149	145	151	184	189	191	115	95
Fort Worth	402	442	437	479	456	487	500	454	639	563	570	477
Kansas City	359	437	408	448	474	495	502	568	545	705	631	580
New York	433	435	412	480	612	681	768	790	845	909	631	453
Philadelphia	33	136	141	193	207	254	223	260	309	241	242	193
Riverside	0	124	100	102	119	156	157	196	189	164	156	124
Seattle	0	0	0	0	115	142	150	132	171	165	153	147
St. Louis	167	193	197	242	201	268	289	305	335	355	397	294

APPENDIX V: Twitter Followers (Cumulative)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
archivesnews	3,503	4,037	4,499	5,003	5,497	6,148	6,631	7,233	8,207	8,787	9,360	10,068
bushlibrary	515	640	849	1,197	1,490	1,806	1,992	2,121	2,332	2,437	2,556	2,797
dferriero	679	762	838	914	986	1,047	1,100	1,151	1,239	1,305	1,366	1,406
DocsTeach	200	255	296	350	396	451	519	575	636	683	726	790
EisenhowerNews	312	359	408	459	512	576	625	652	686	740	784	841
FDRLibrary					58	115	149	189	232	263	323	370
FedRegister	1,050	1,150	1,263	1,418	1,499	1,593	1,667	1,766	1,886	1,980	2,096	2,258

Kennedy 1961	10,063	10,366	10,449	10,947	11,284	11,531	11,767	11,954	12,262	12,641	13,044	13,650
LBJLibrary	243	303	328	372	444	512	549	603	655	725	830	907
NARA_ RecMgmt	536	610	665	736	793	858	915	957	1,024	1,087	1,162	1,238
NARAFRC			13	53	58	73	87	98	117	132	136	148
Todays Document	106	223	318	409	479	624	808	982	1,264	1,404	1,548	1,707
USNatArchives		557	830	1,146	1,385	1,742	1,937	2,184	2,592	2,903	3,235	3,552
WJCLibrary	44	81	117	167	211	270	302	326	364	421	475	552

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

	Sept	Oct	Nov	Dec
Page Views	26,208	16,873	59,996	4,204
Track Plays	14,942	74,163	149,477	9,332
Track Downloads	5,111	23,403	40,823	4,339
Subscriptions	769	973	2,873	298