

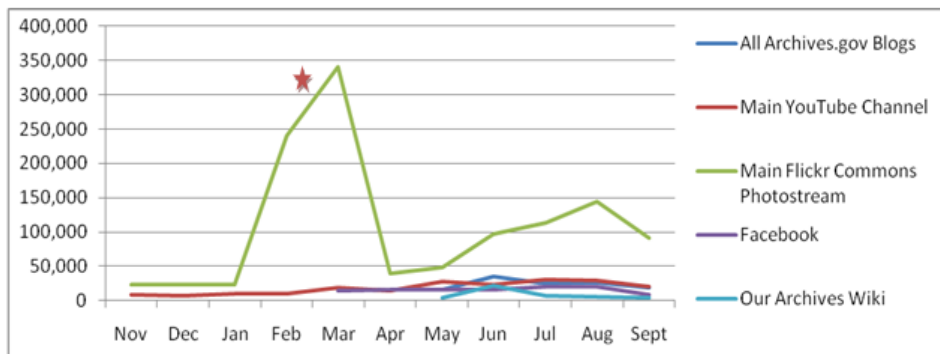
Highlights:

- NARA joined the Flickr Commons, a web site for cultural institutions to share their photograph collections with the public.
- Our Archives wiki launched on July 8, 2010, encouraging citizen archivists to contribute their expertise and guidance on a wiki along with NARA staff.
- “History Happens Here” augmented reality project has launched! Mashup photos have been taken and posted to a Flickr group, encouraging user participation.
- NARAtions blog began two new regular series: “What Are You Working On? Wednesdays,” to feature and interview NARA staff members, as well as “NARA Coast-to-Coast,” highlighting interesting records from across the Regions.

Buzz:

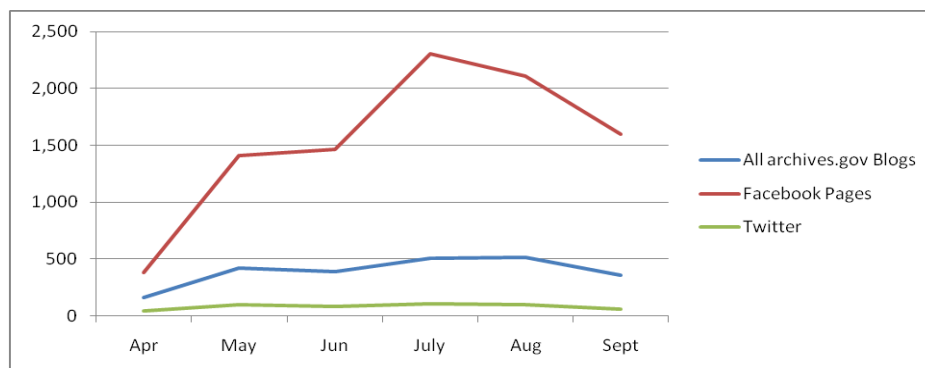
- ResourcesHelf.com commends NARA’s creation of over 40 topical sets of Mathew Brady images in Flickr, and geotagging nearly all the images in the collection. Machine tags have also been generated for all Flickr images to facilitate data mashups by mapping the images to ARC IDs.
- The Budget Brainstorm IdeaScale forum garnered a stunning 20,000 votes from NARA staff.
- Various blogs and universities promoted the launch of Federal Register 2.0 site.
- The DocsTeach website for educators using primary materials is featured on the AHA blog.

Monthly Views: External Social Media Projects

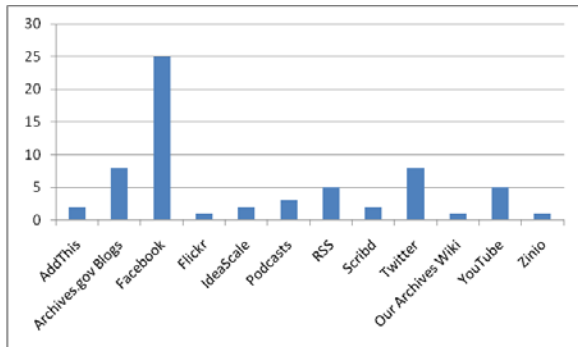


★ NARA joined the Flickr Commons on 2-1-2010, leading to a peak in views on the U.S. National Archives photostream in March

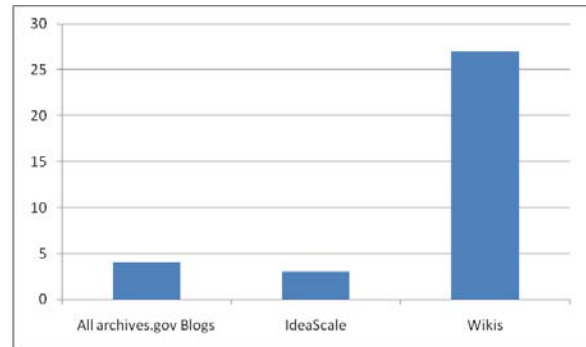
Number of Archives.gov, ARC and AAD Visits Referred by Social Media Sites



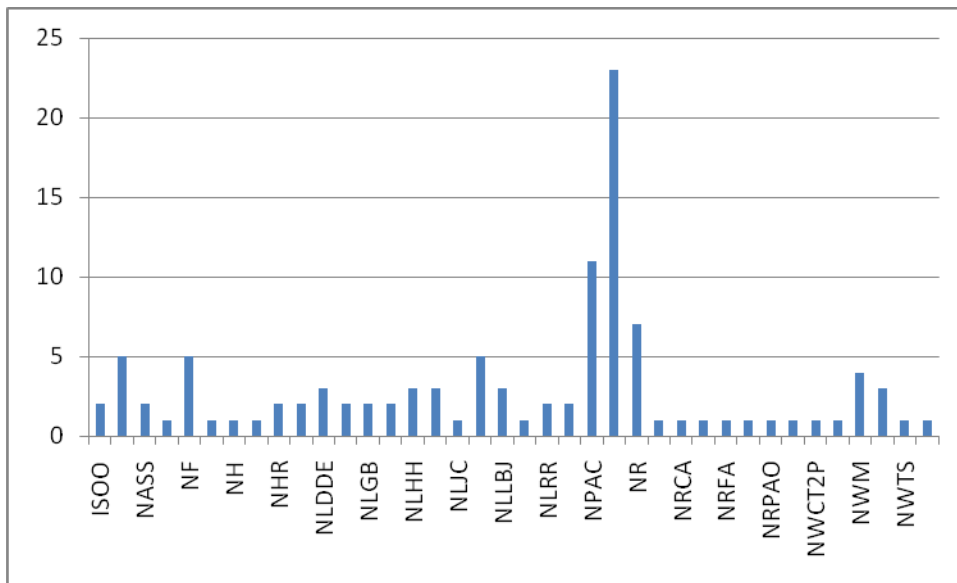
Number of External Social Media Projects



Number of Internal Social Media Projects



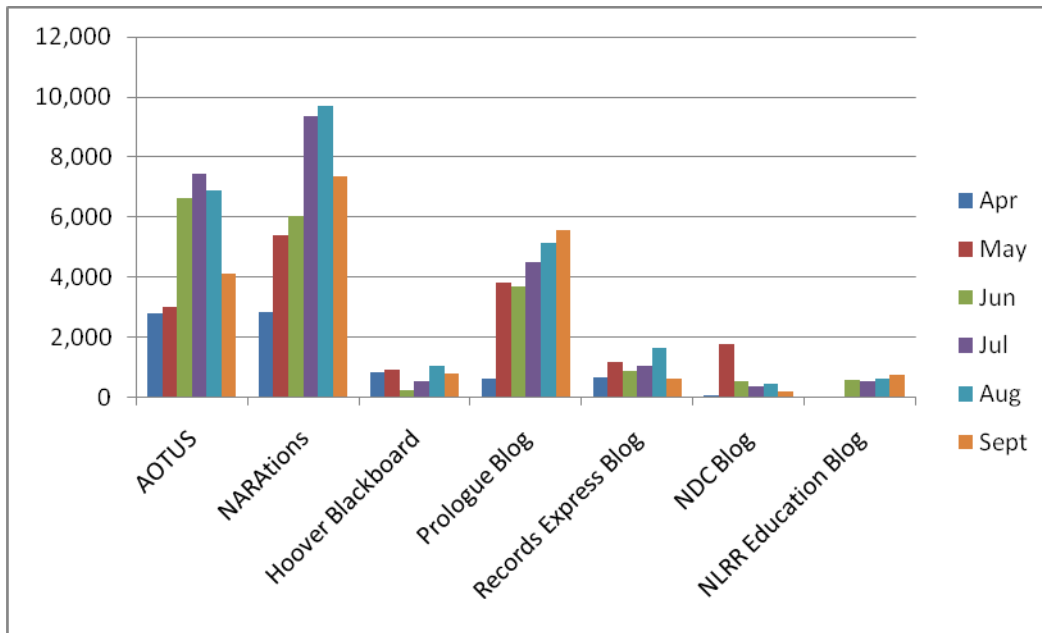
Number of Social Media Projects by Office



Social Media Tools: Detail View

Blogs

Views on All Archives.gov Blogs

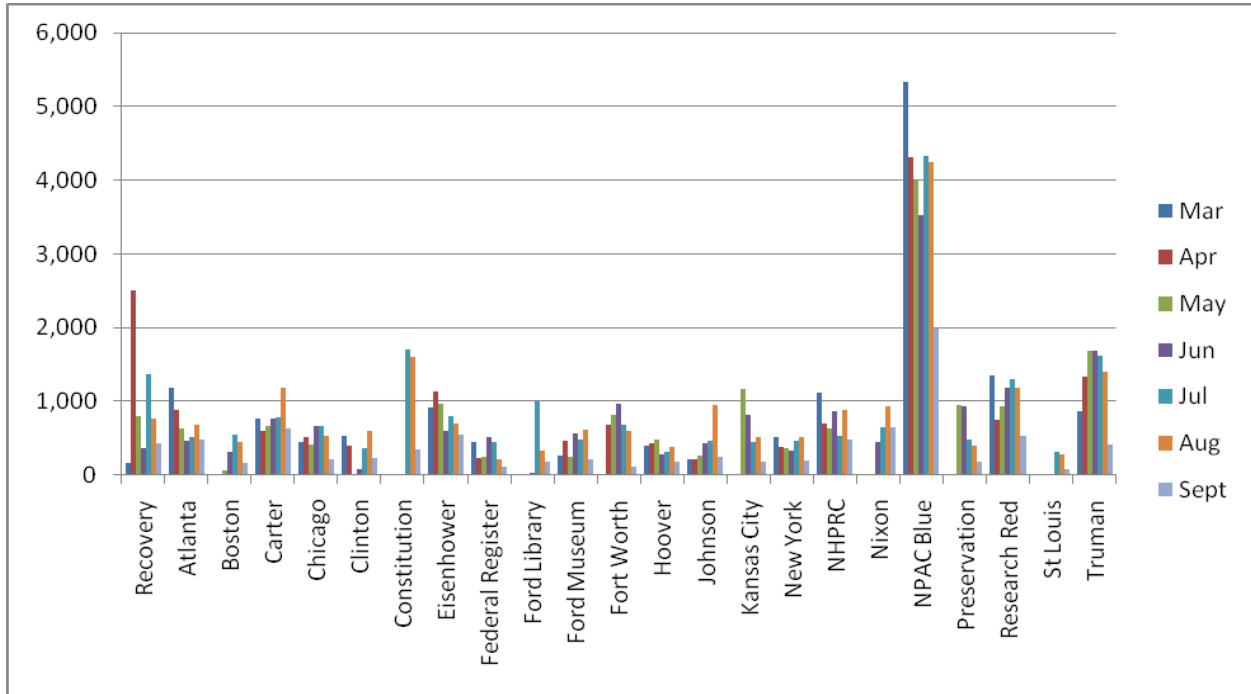


Top 5 Most Viewed Posts

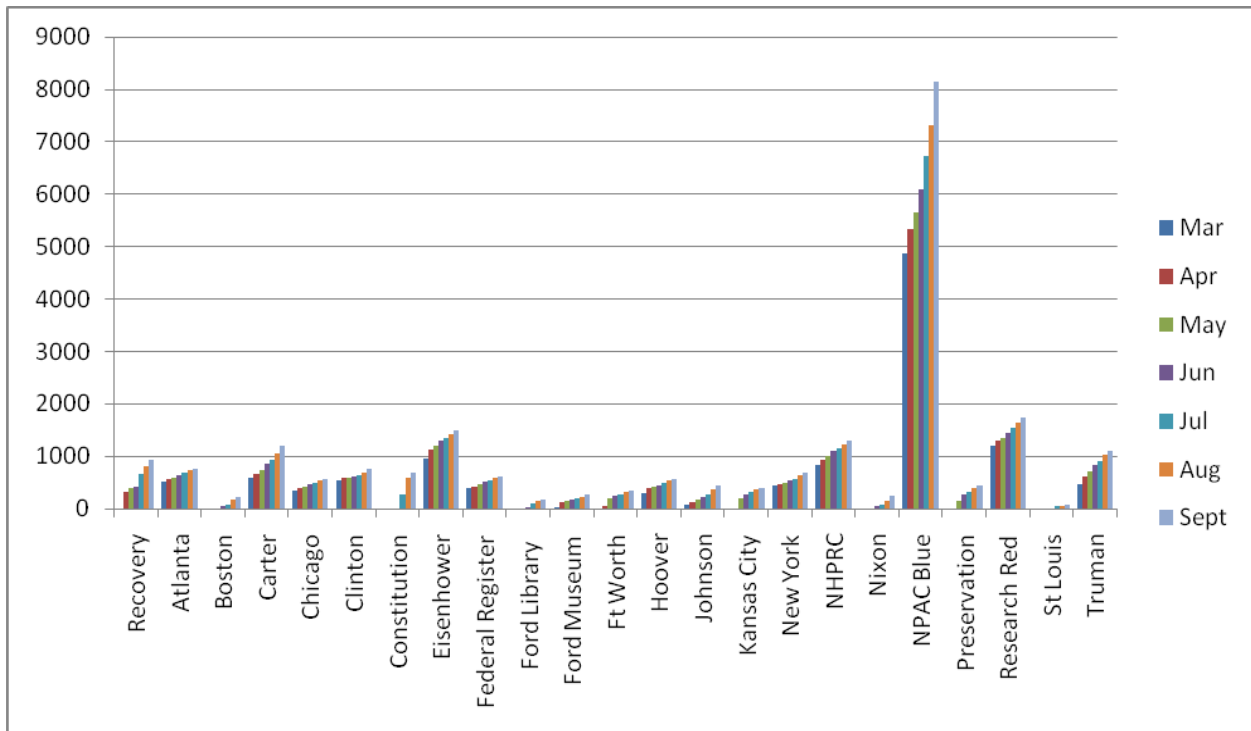
| Blog | Views | Post Title |
|-------------------|--------|--|
| NARAtions | 40,656 | Family Tree Friday: Death Reports of U.S. Citizens |
| AOTUS | 30,833 | Discover the Civil War |
| Prologue | 23,279 | Wine, for all your expeditionary needs |
| Records Express | 6,002 | News from the Field: Spotlight on TSA's 99s RM Field Training Initiative |
| Hoover Blackboard | 4,365 | Projects and Activities |

Facebook

Views or Impressions on Each Page

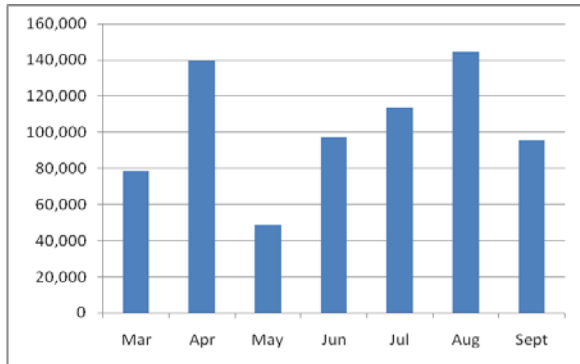


Number of Fans

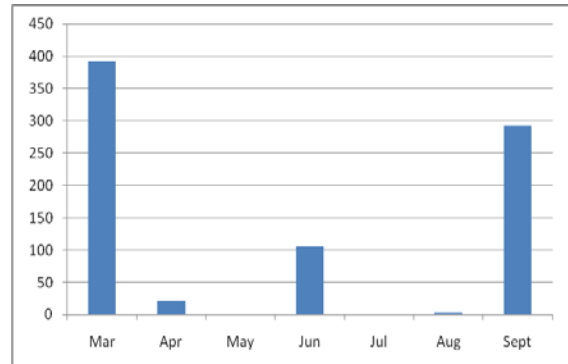


Flickr

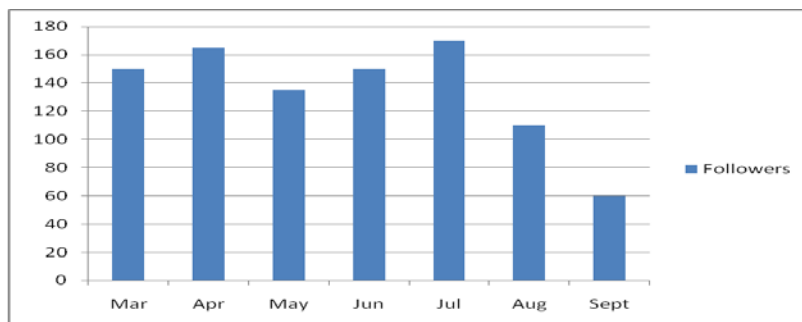
Views on U.S. National Archives Photostream (Per Month)



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



Followers of U.S. National Archives Photostream

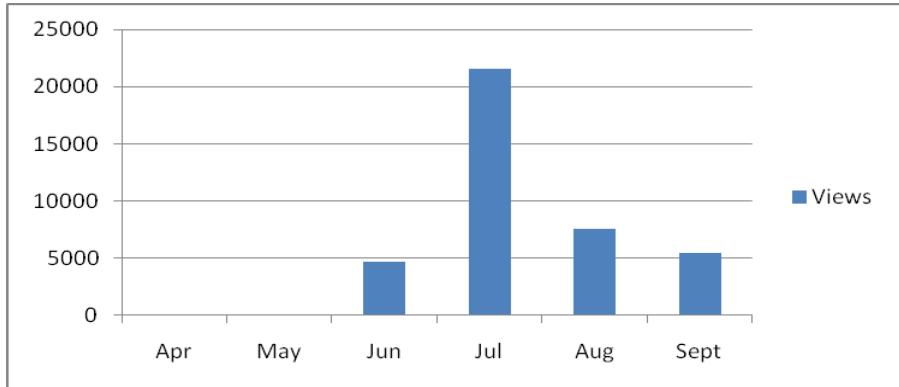


Top 5 Most Viewed Photos on U.S. National Archives Flickr Photostream

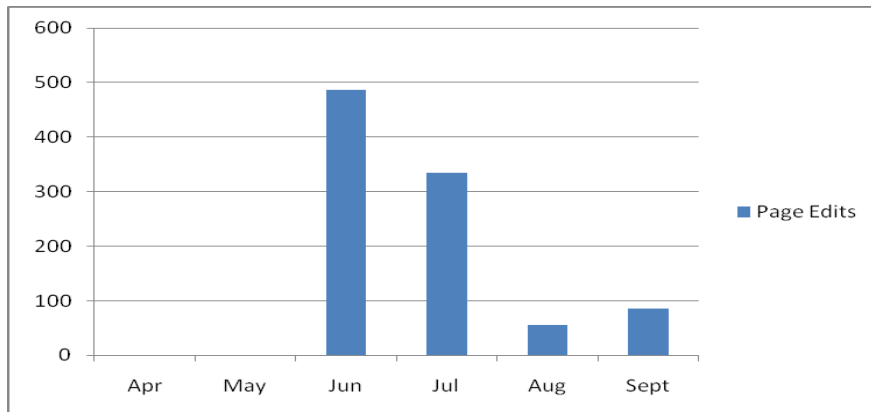
| Views | Title | Image |
|-----------|--|-------|
| 1. 10,256 | Richard M. Nixon and Elvis Presley at the White House | |
| 2. 9,222 | "Top Women" at U.S. Steel's Gary, Indiana, Works, 1940-1945 | |
| 3. 7,773 | Hitchhiker with His Dog "Tripper" on U.S. 66, May 1972 | |
| 4. 5,753 | Safety Garb for Women Workers, ca. 1943 | |
| 5. 5,286 | Earth, as Seen by Astronauts Eugene Cernan, Ronald Evans and Harrison Schmidt from Apollo 17 | |

Our Archives Wiki

Number of Views on "Our Archives" Wiki

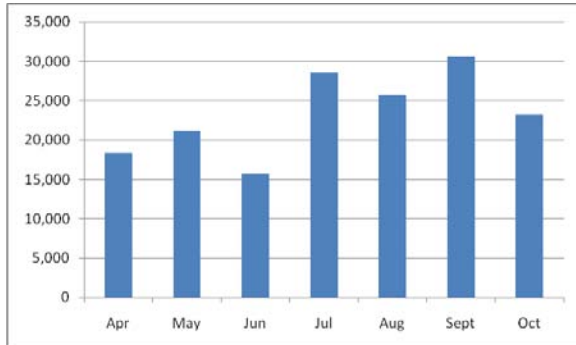


Number of Edits on "Our Archives" Wiki

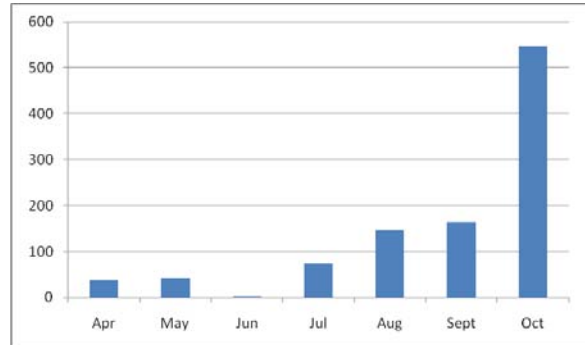


YouTube

Views on U.S. National Archives Channel



Videos on U.S. National Archives Channel

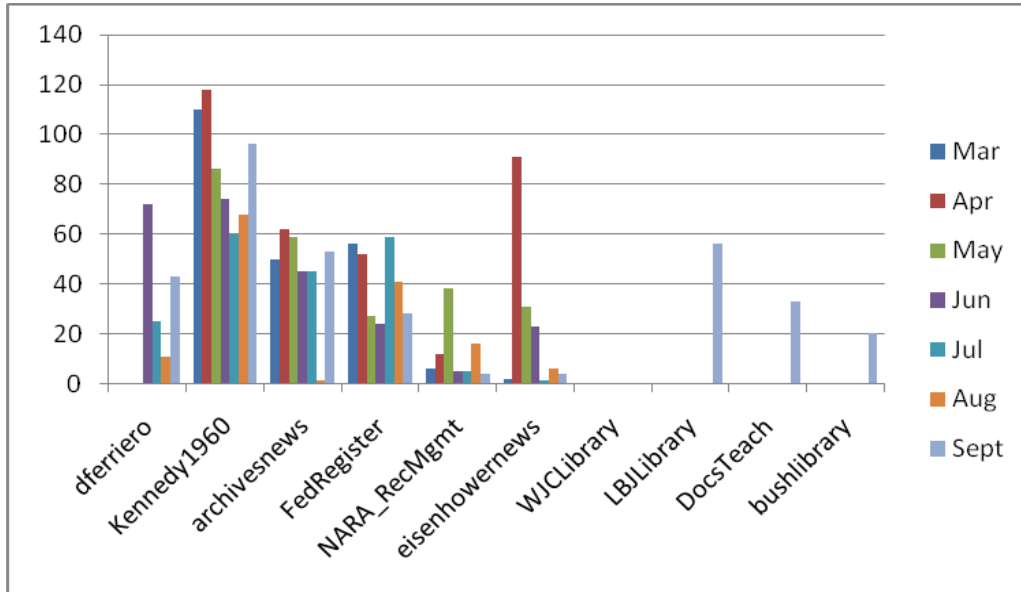


Top 5 Most Viewed Videos on U.S. National Archives YouTube Channel

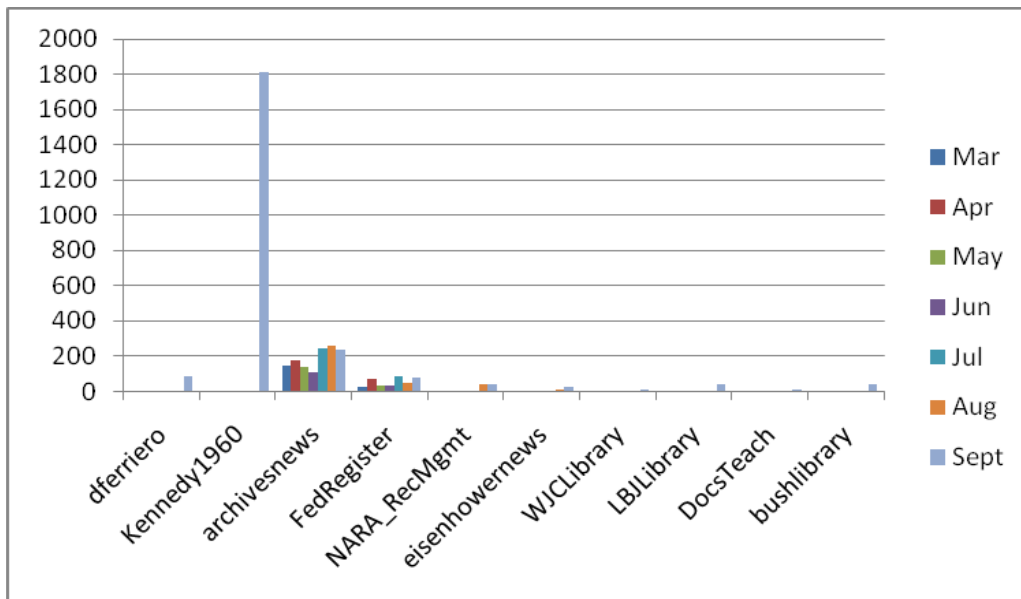
| Title | Views |
|---|--------|
| The Eagle Has Landed – 1969 | 32,202 |
| Land of the Giants – 1935 | 11,022 |
| Harry S. Truman – Life at the White House | 4,615 |
| Harry S. Truman – The Lobster Story | 3,368 |
| Democracy Starts Here | 2,162 |

Twitter

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



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



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

