

SOCIAL MEDIA HIGHLIGHTS

- **NARA LAUNCHES THE “KNOW YOUR RECORDS VIDEO LECTURE SERIES ON YOUTUBE.**
- **THE TRANSCRIPTION PILOT PROJECT IS LAUNCHED, ALLOWING USERS TO TRANSCRIBE NARA DOCUMENTS ONLINE.**
- **NARA RELEASES AUDIOTAPES FROM AIR FORCE ONE AFTER THE ASSASSINATION OF JFK.**

JANUARY 2012 OVERVIEW

Social Media Tool	Monthly Views	Cumulative Users
Archives.gov Blogs	58,010 Views	--
Tumblr Blogs	39,435 Views	27,697 Followers
Facebook	1,250,794 Impressions	100,866 Reach
National Archives YouTube Channel	49,608 Views	3,715 Subscribers
Flickr (USNatArchives & ArchivesNews)	600,441 Views	4,201 Contacts
Our Archives Wiki	14,582 Views	327 Editors
Twitter (all NARA feeds)	--	42,732 Followers
FourSquare	21,524 Check-ins	16,415 Followers

FISCAL YEAR COMPARISON

Social Media Tool	FY 2012 Views (To Date)	FY 2011 Views
Archives.gov Blogs	212,278	520,572 (Dec-Sept)
Tumblr Blogs	210,227	97,949 (Apr-Sept)
Facebook	4,980,395	15,585,752
National Archives YouTube Channel	169,230	601,517
Flickr (USNatArchives & ArchivesNews)	1,655,540	2,911,601
Our Archives Wiki	61,608	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](#)

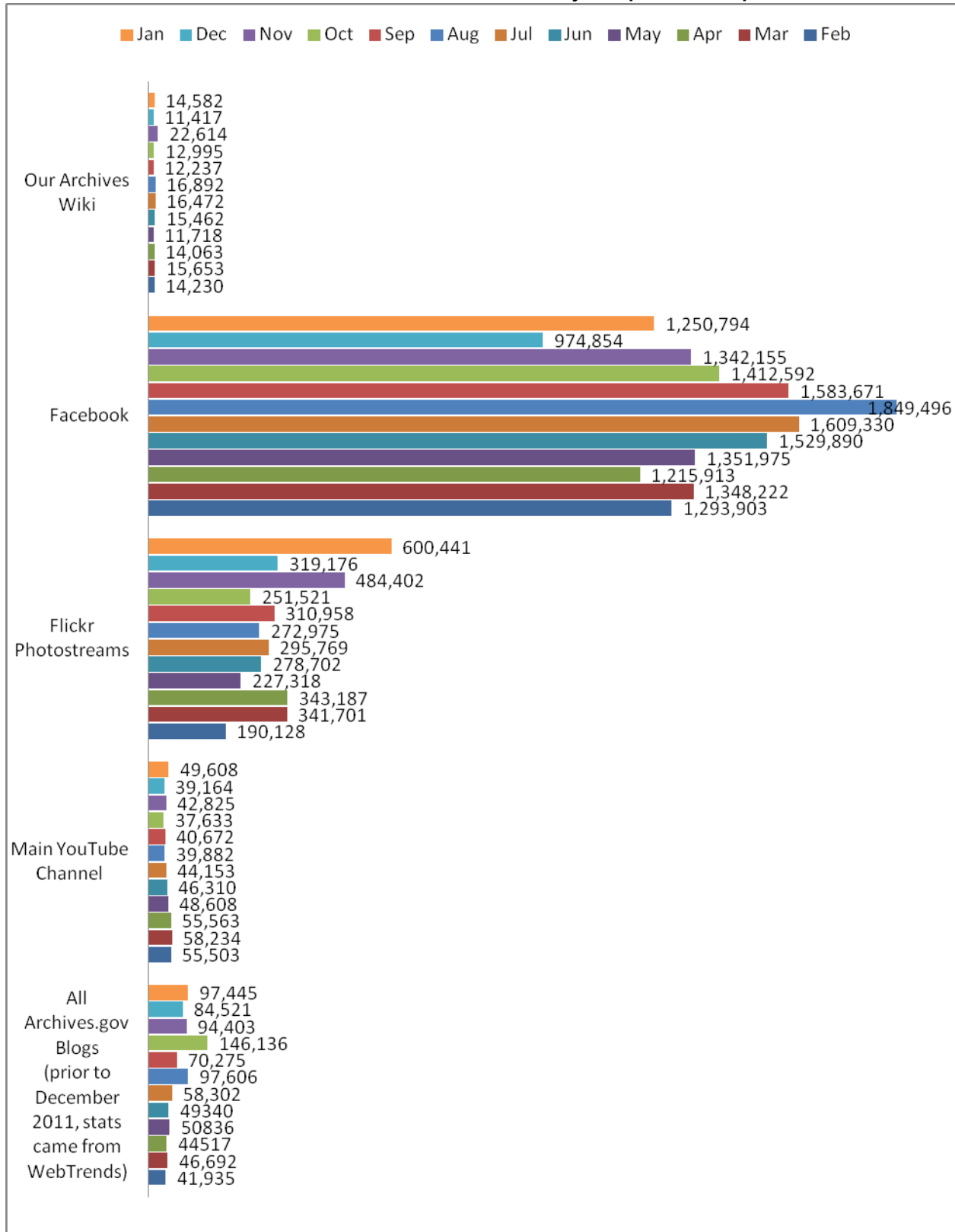
INTERNAL (NARA@WORK) BLOGS

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

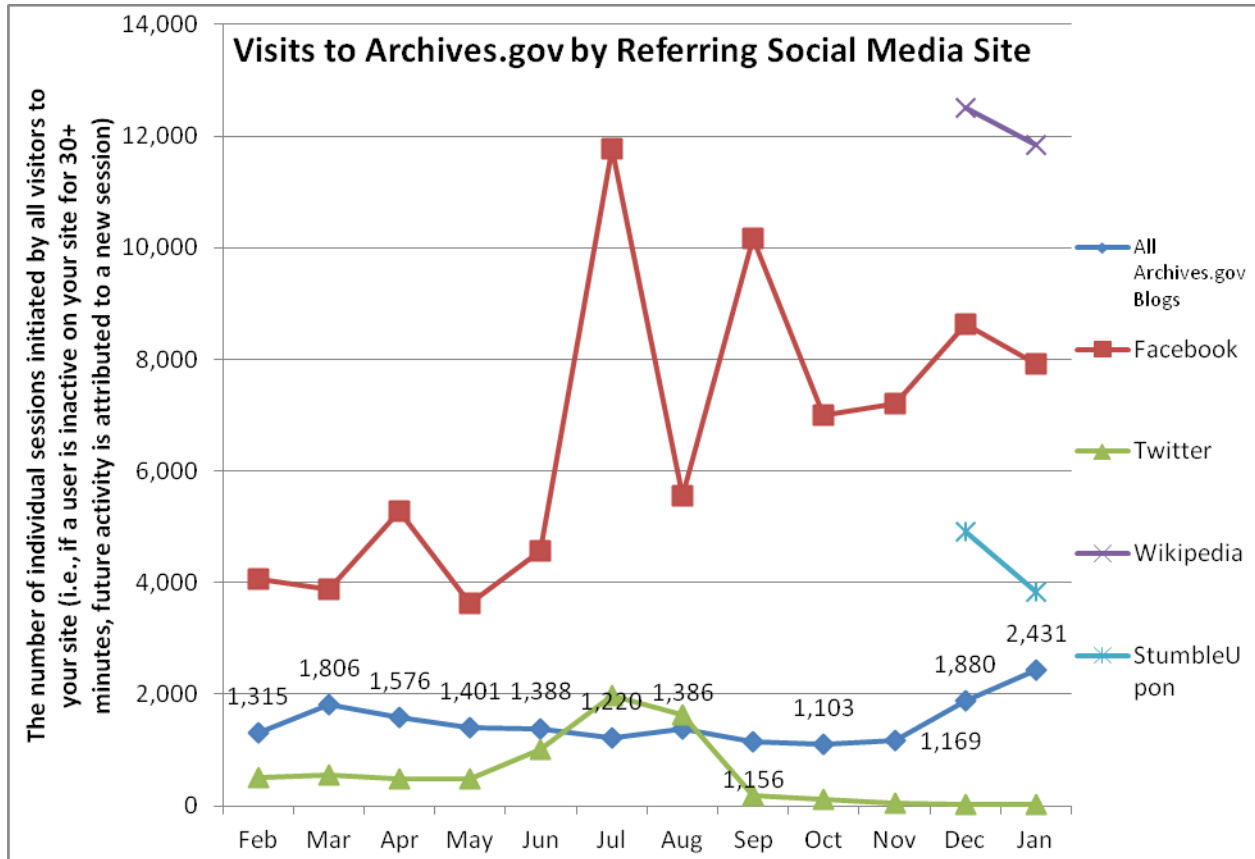
SOCIAL MEDIA TOOLBOX (Tools currently in use)

- 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

January Projects

1. Agency Services Ustream (NR): Live 1/19/2012
2. Founding Fathers Advisory Committee Wiki (NHPRC): Live 1/11/2012

	Blog	Facebook	Flickr	Twitter	Wiki	Tumblr	iTunes	GitHub	HistoryPin	Ustream
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				
January					1					1

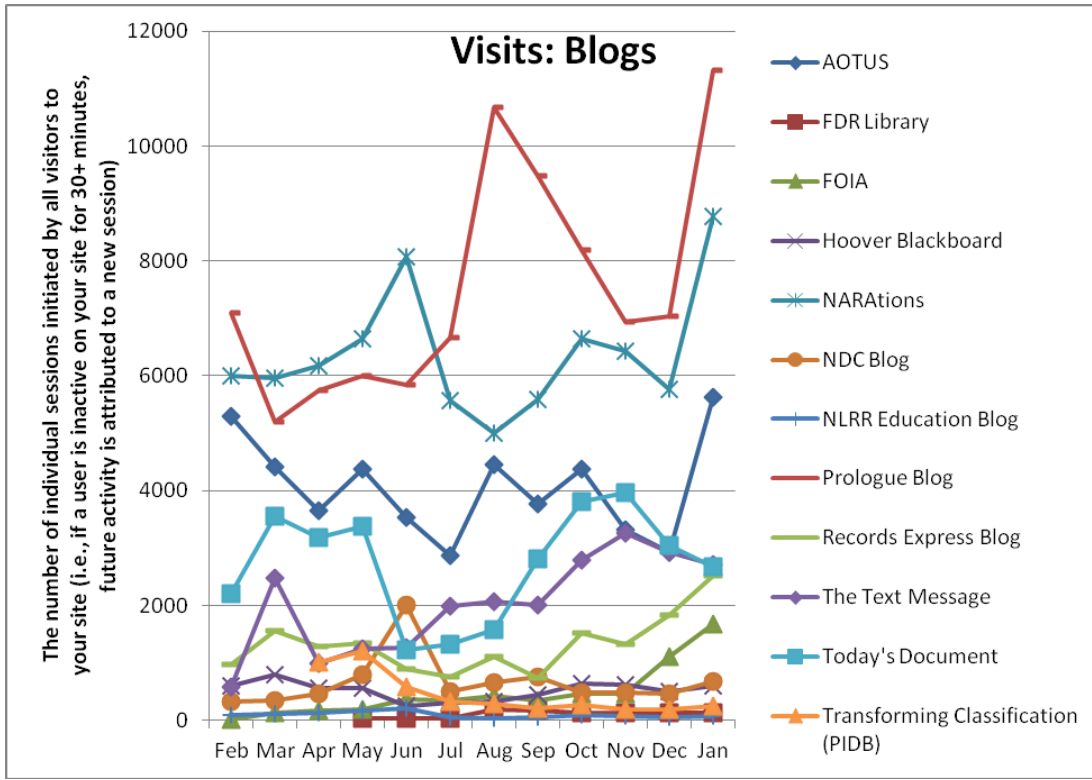
New Internal Social Media Projects

January Projects

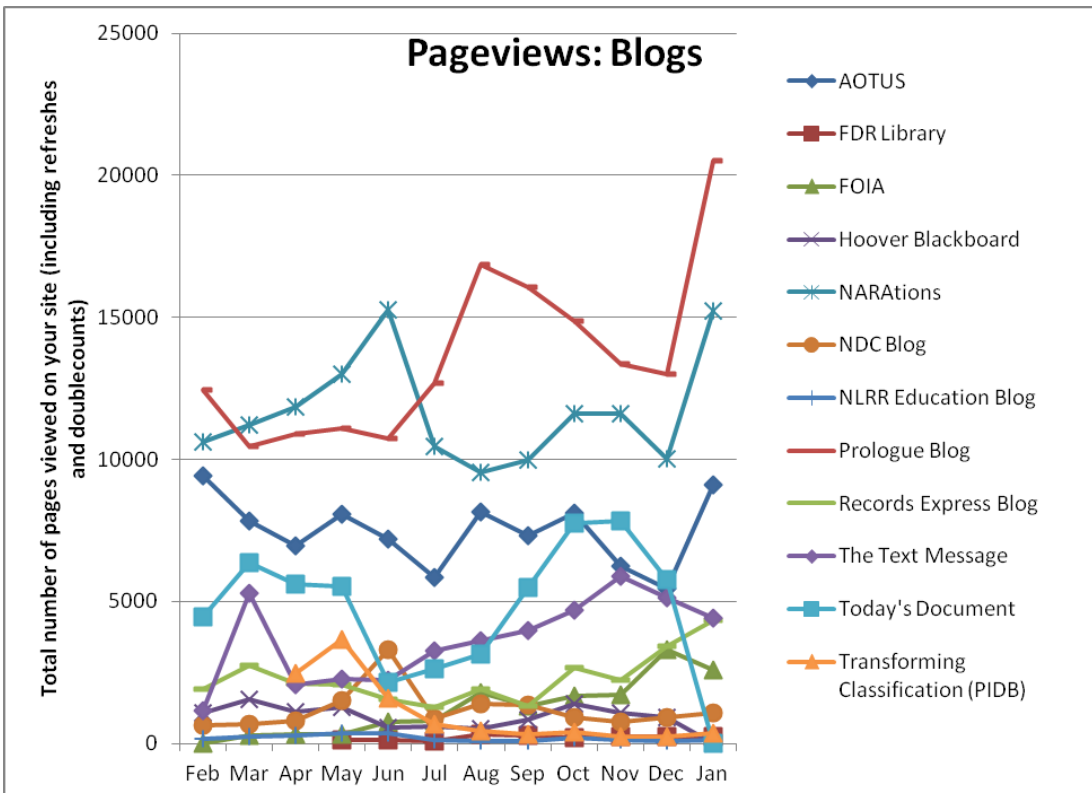
	Nara@work Blogs	IdeaScale	Wikis
February			2
March			3
April			2
May			
June			2
July			3
August			2
September			
October			
November			
December			
January			

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

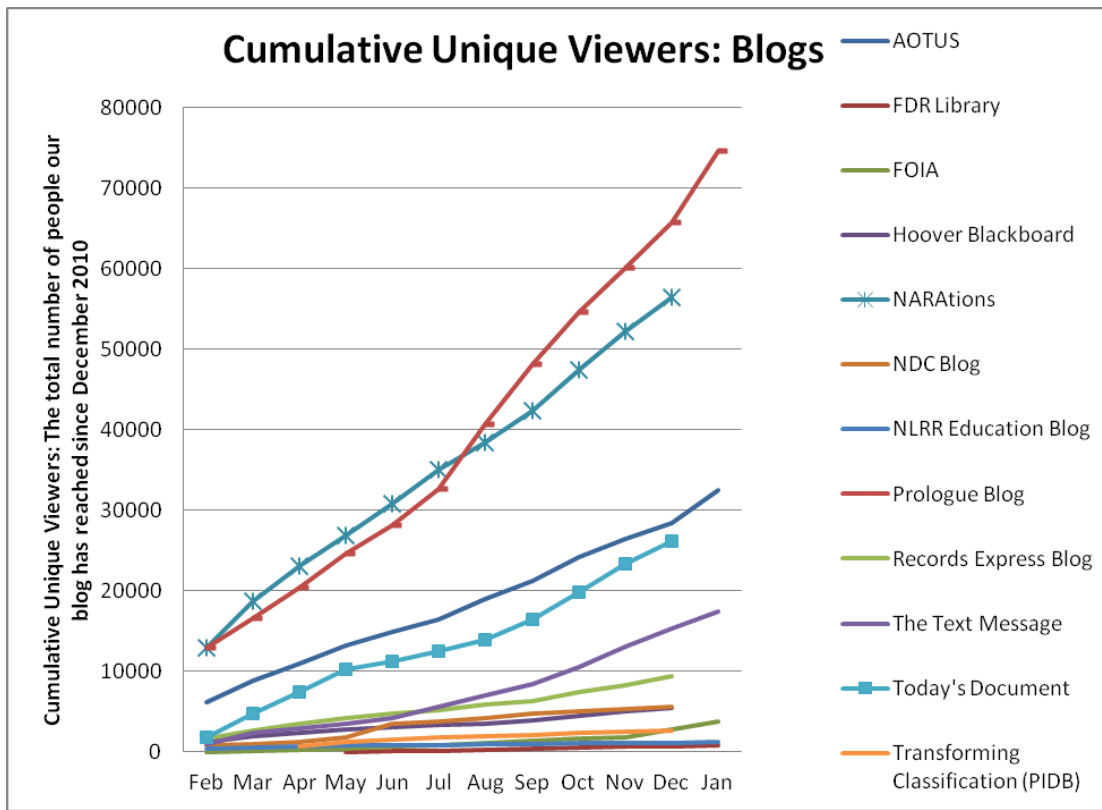
Blog Visits (Source: Appendix II.A)



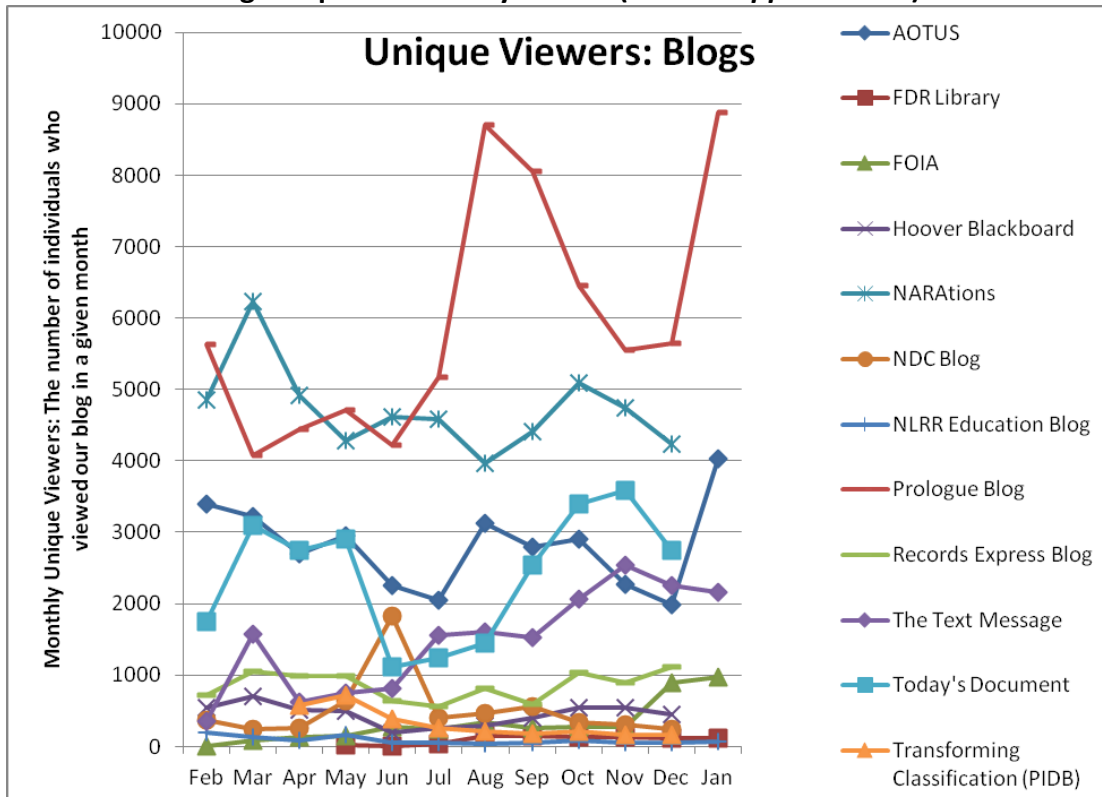
Blog Pageviews (Source: Appendix II.B)



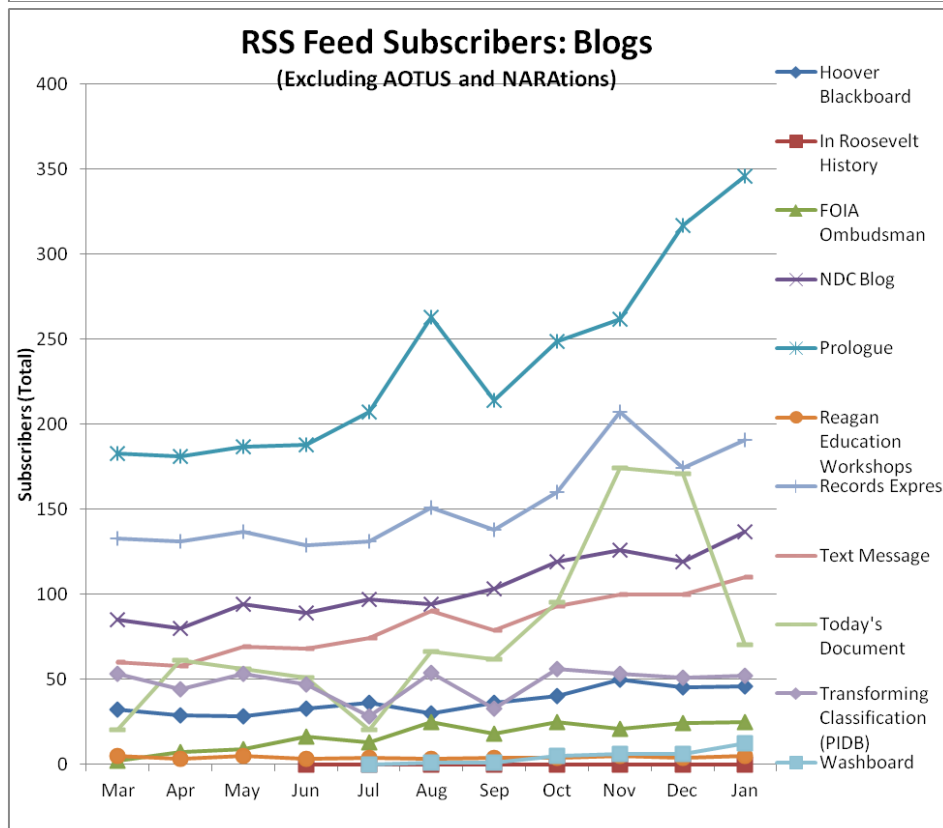
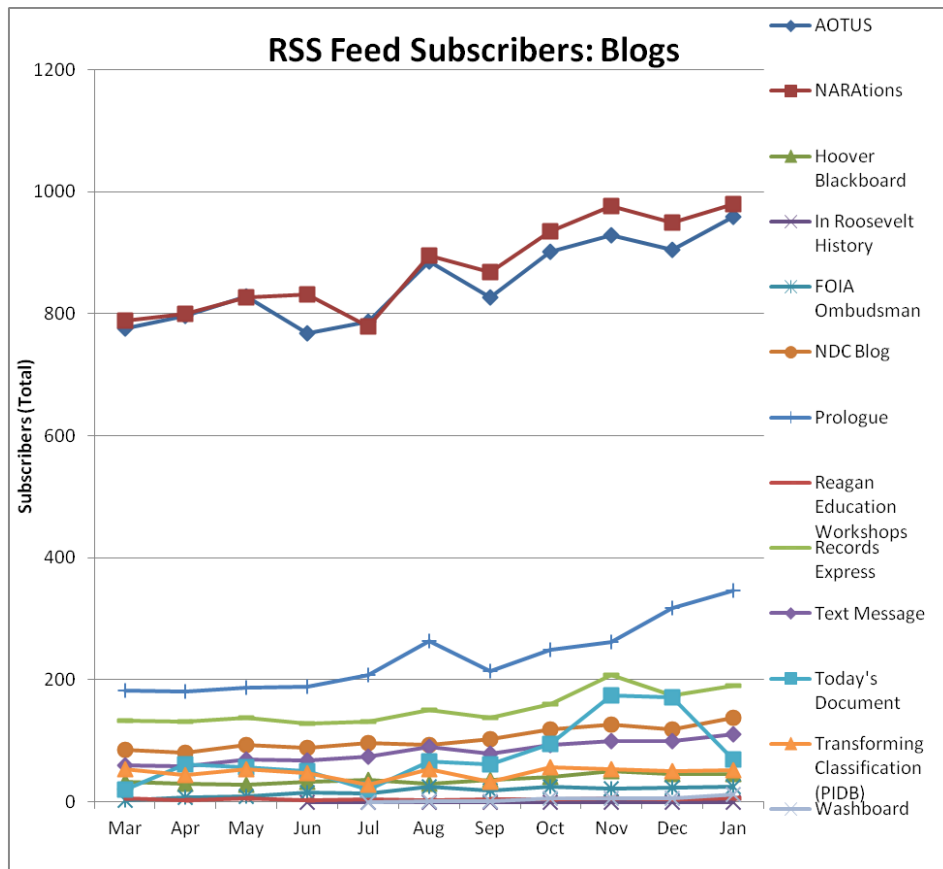
Blog Cumulative Unique Viewers (Source: Appendix II.C)



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

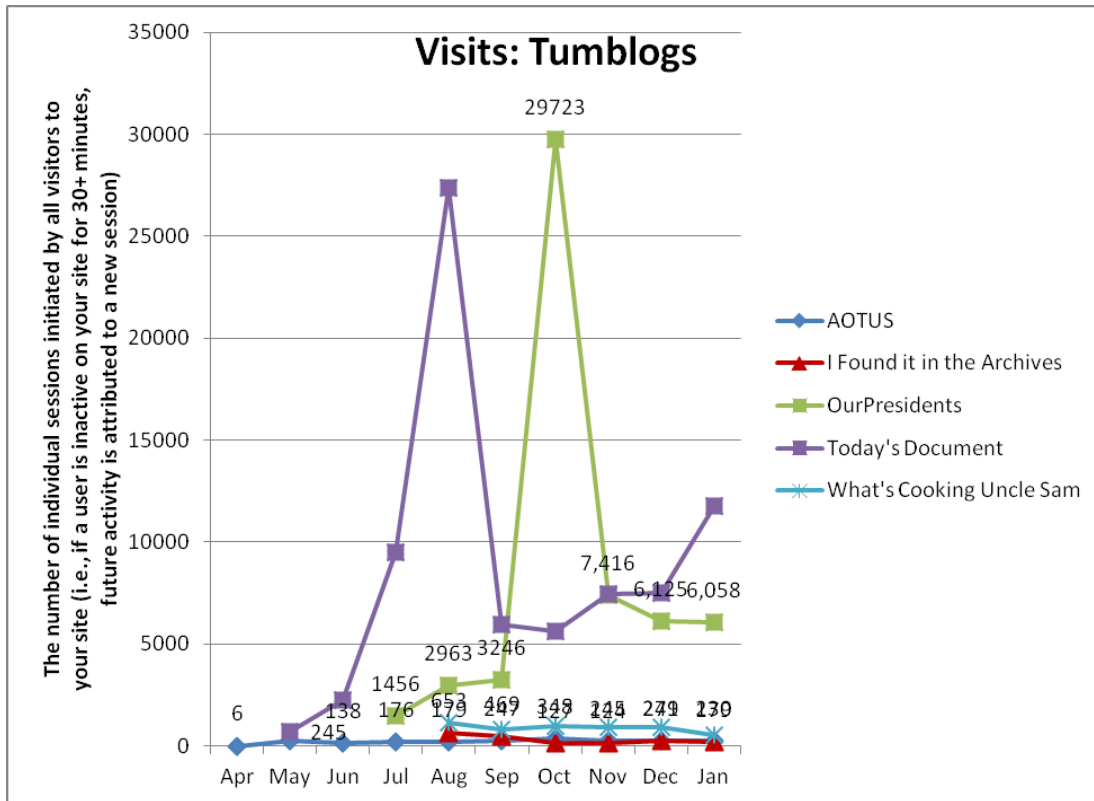


Total RSS Feed Subscribers to Archives.gov Blogs (Source: Appendix III)

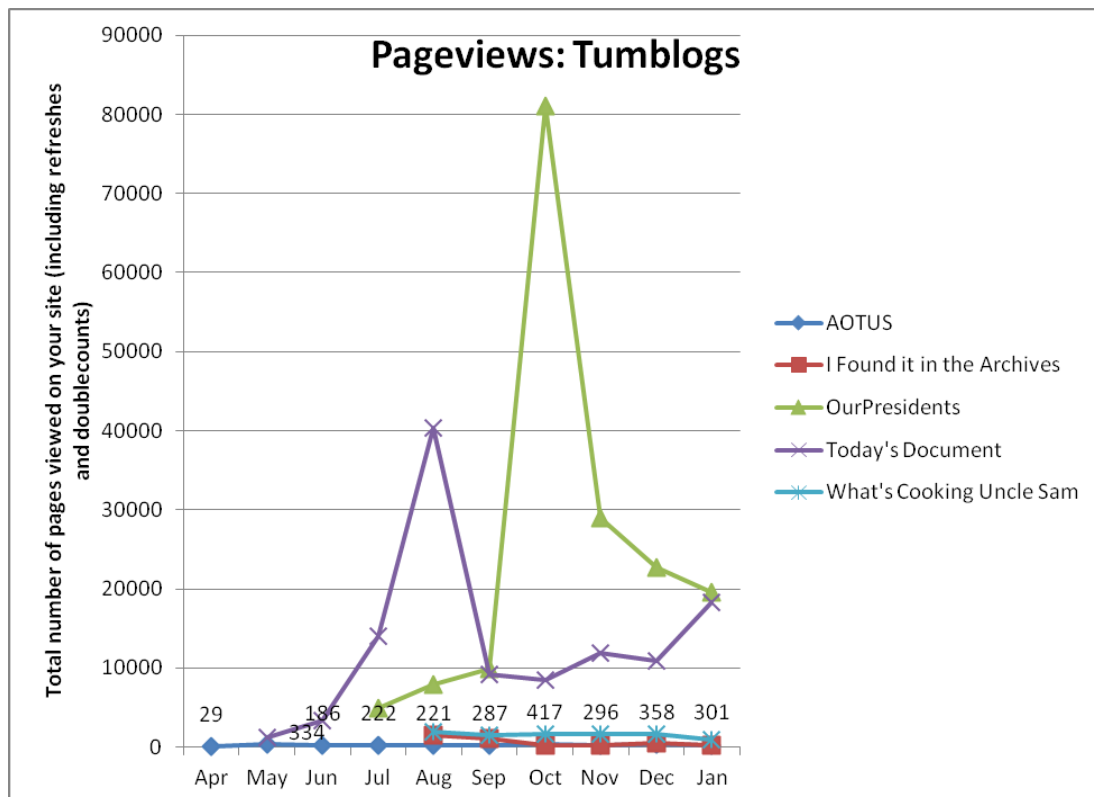


Social Media Tools: Detail View – *Tumblogs*

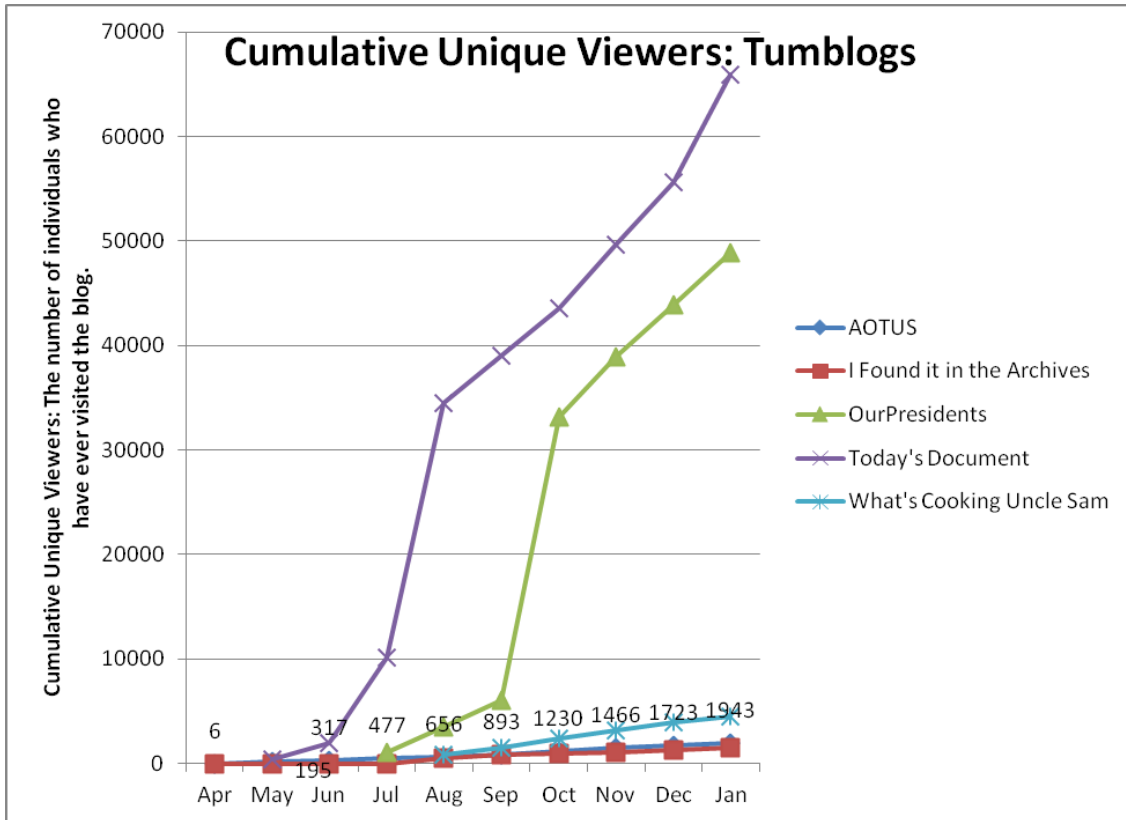
Tumblog Visits



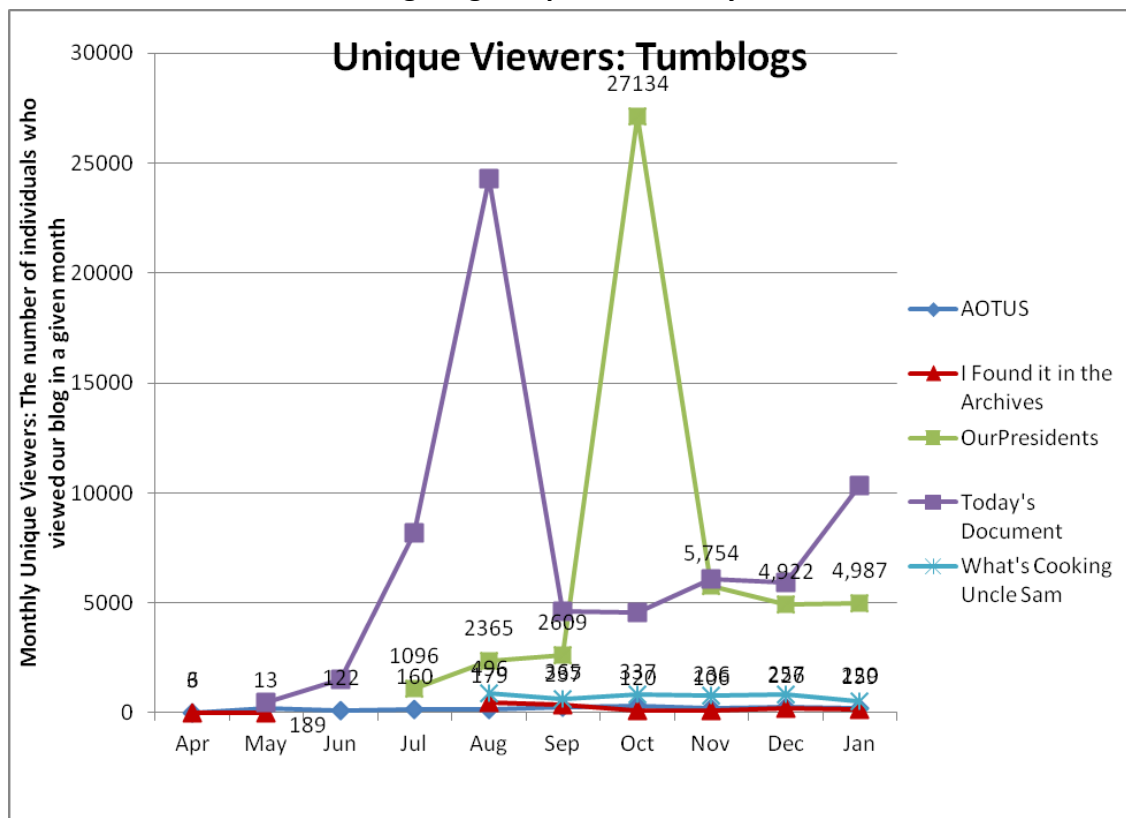
Tumblog Pageviews



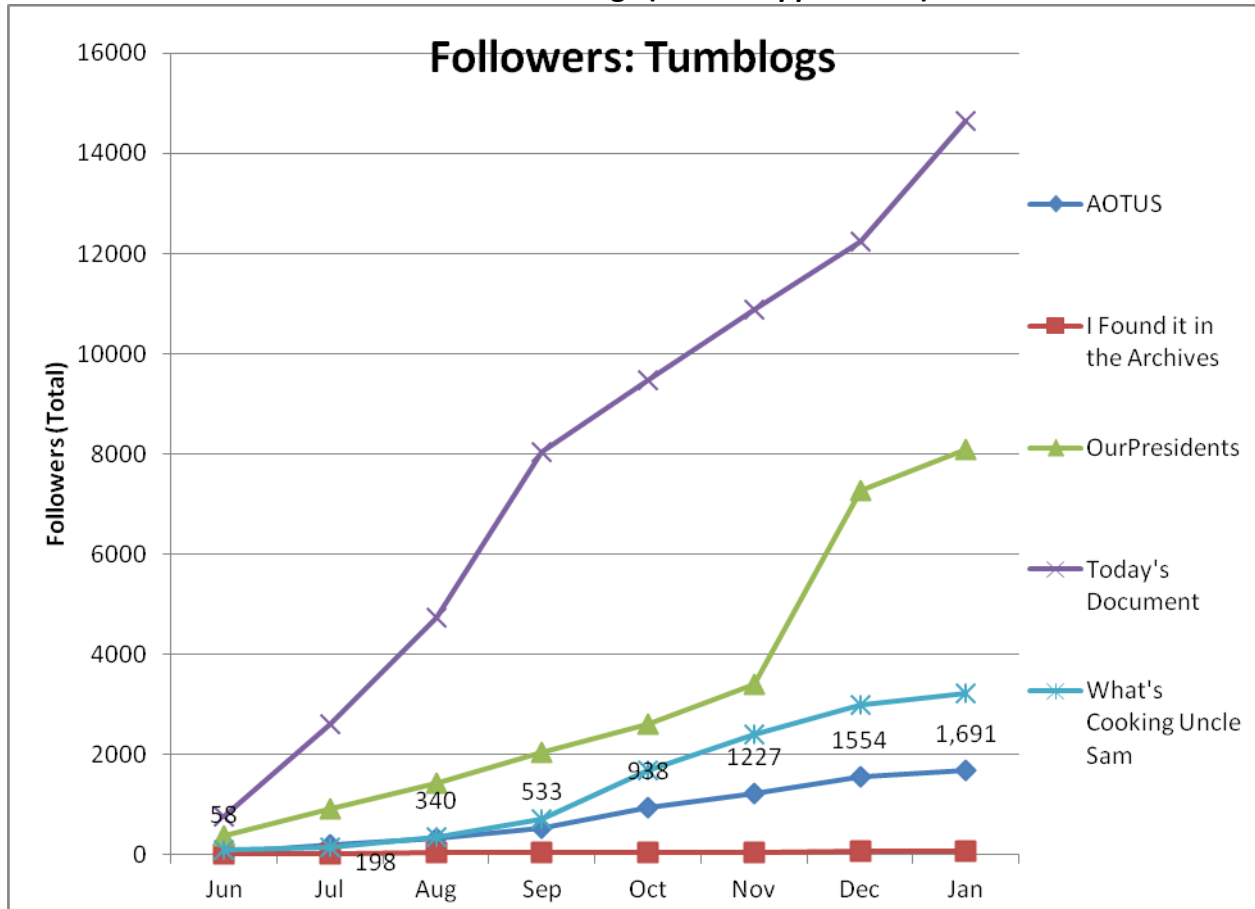
Tumblog Cumulative Unique Viewers



Tumblog Blog Unique Viewers by Month

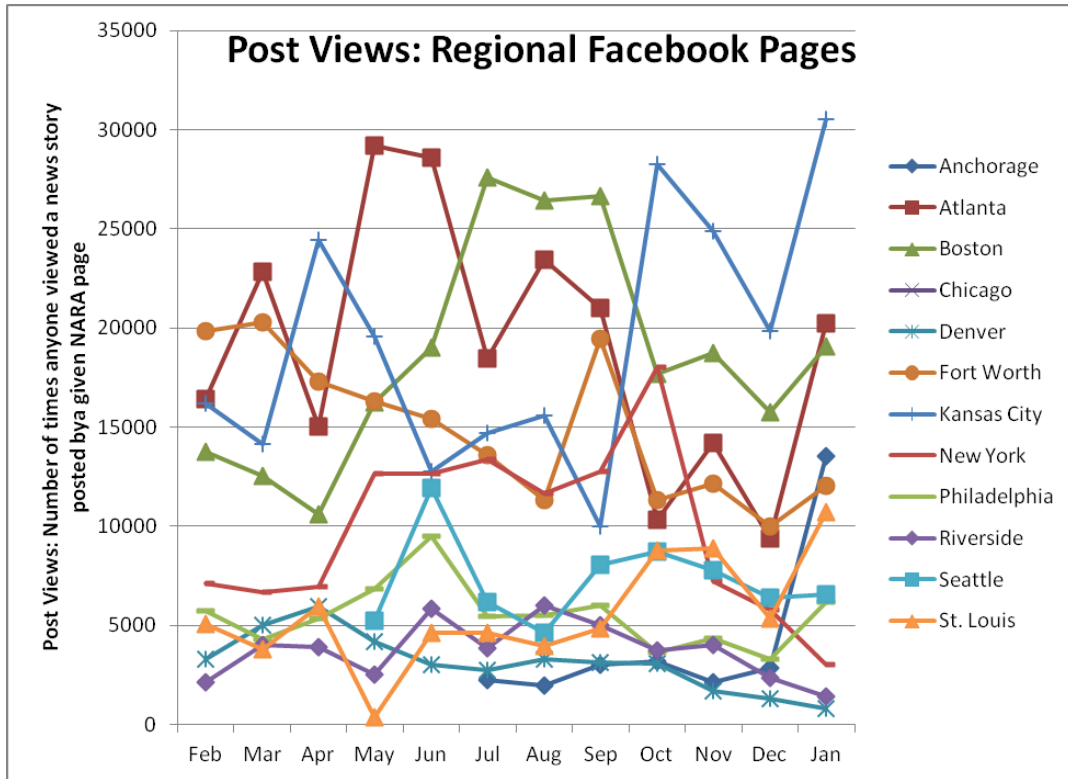


Followers on Tumblogs (Source: Appendix IV)

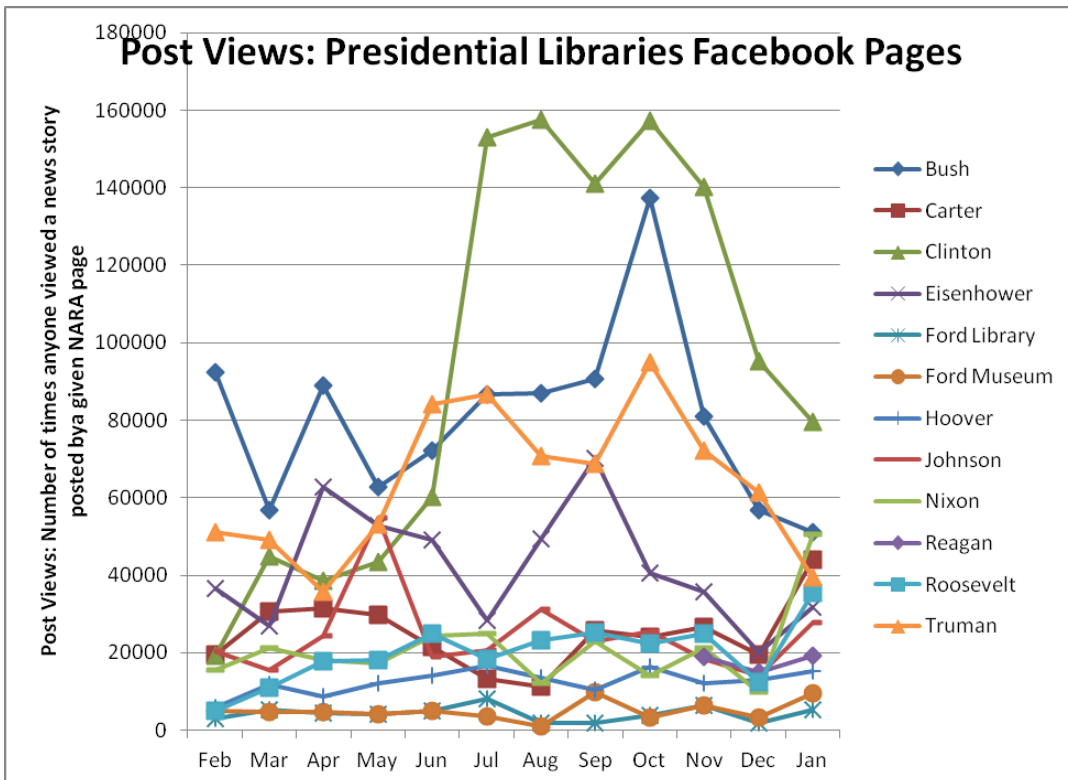


Social Media Tools: Detail View – Facebook

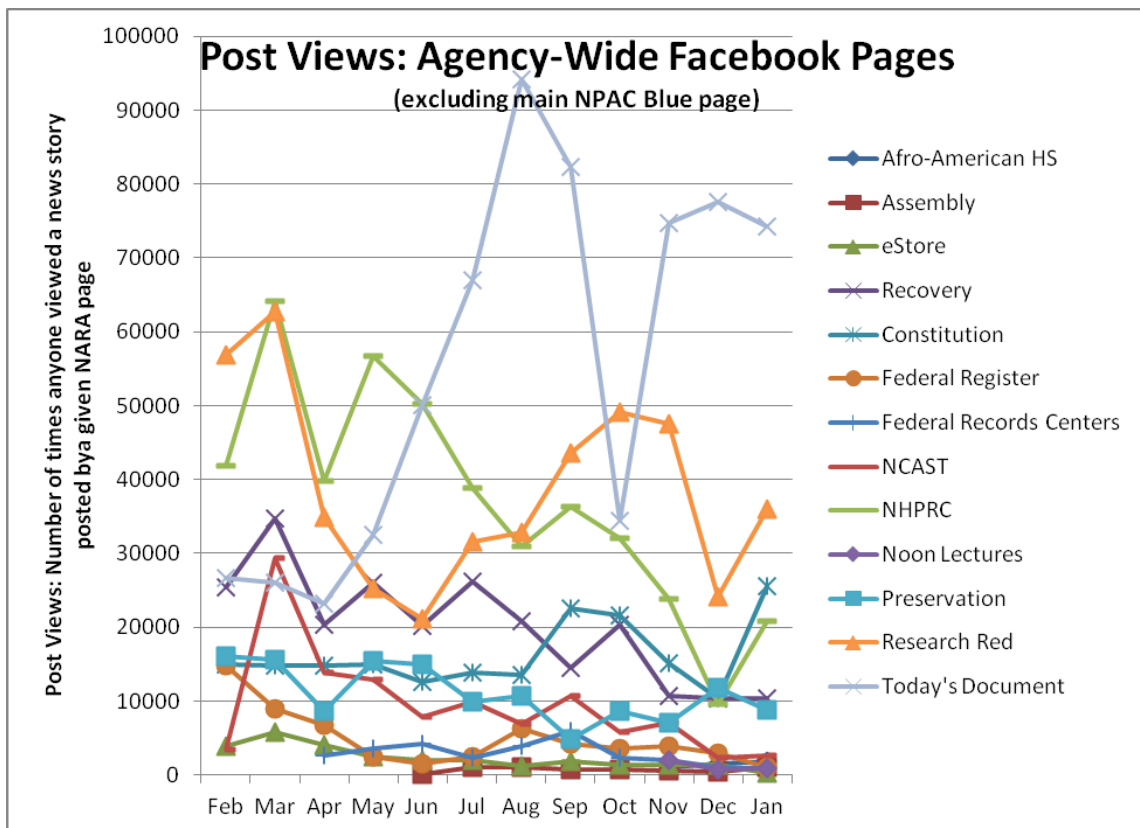
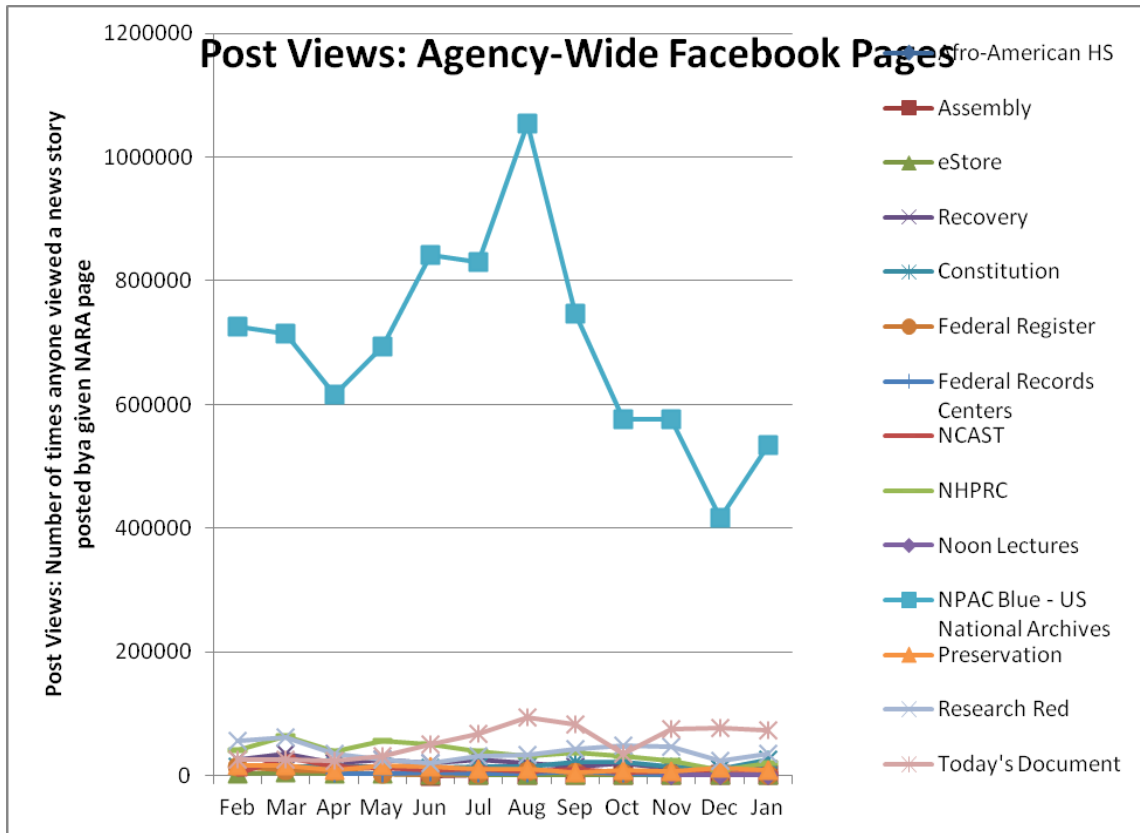
Post Views on Regional Pages (Source: Appendix IV.A)



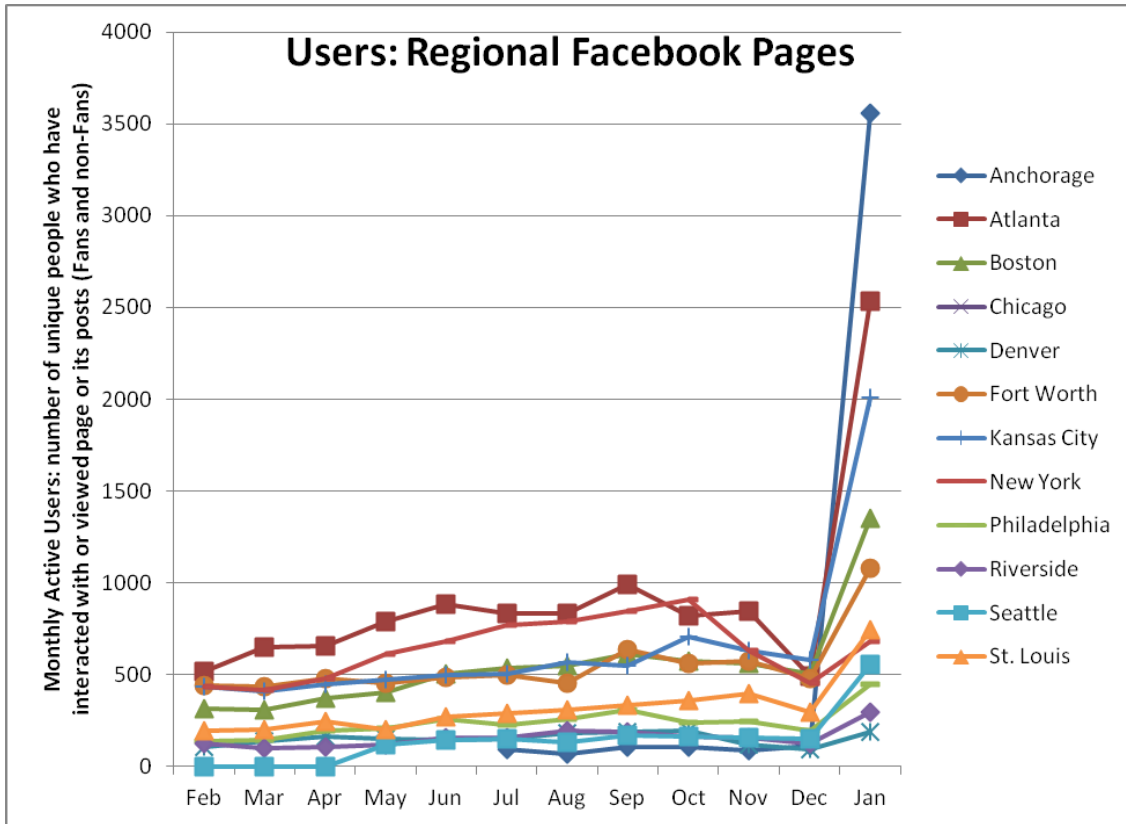
Post Views on Presidential Library Pages (Source: Appendix IV.A)



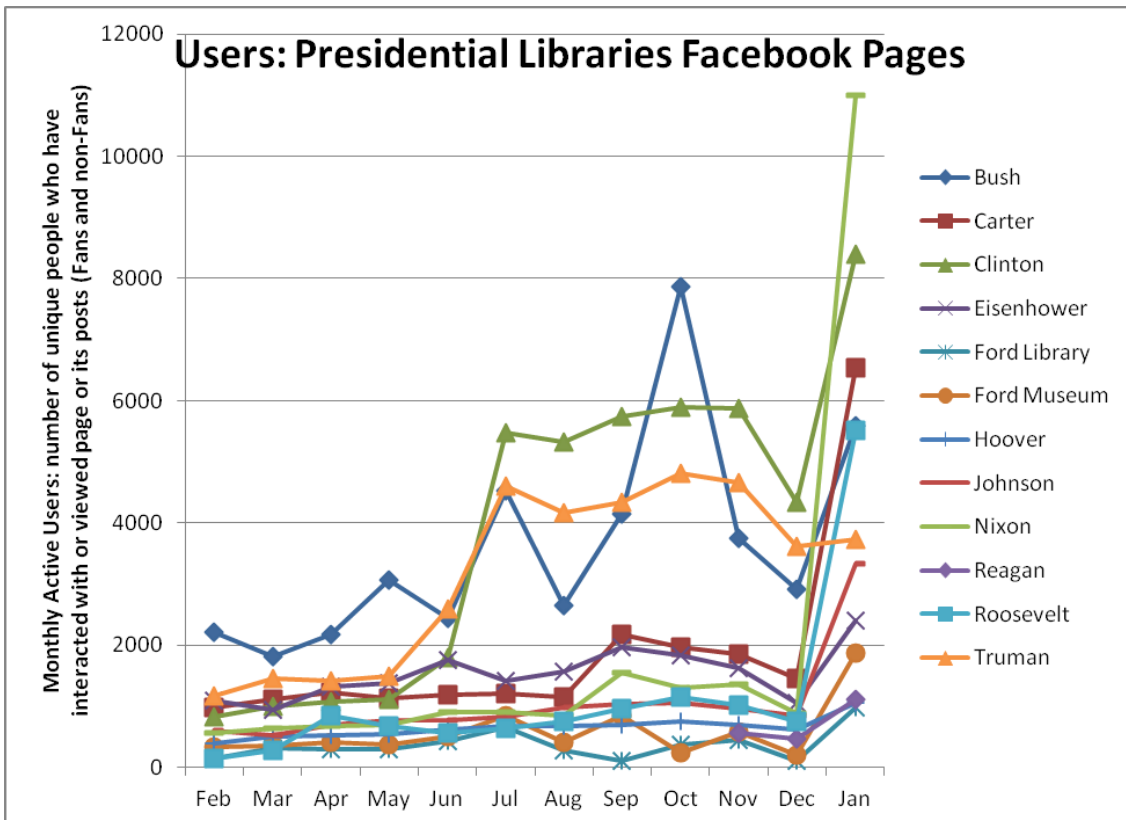
Post Views on Agency-Wide Pages (Source: Appendix IV.A)



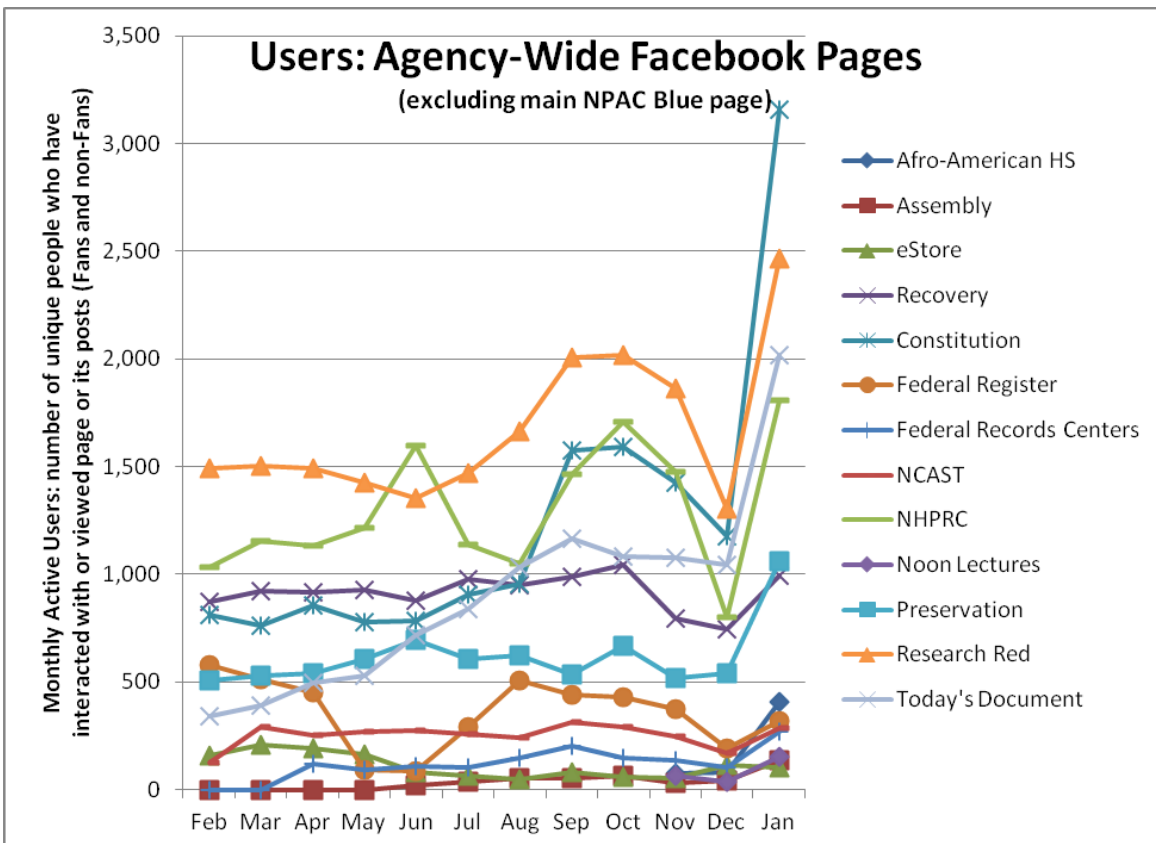
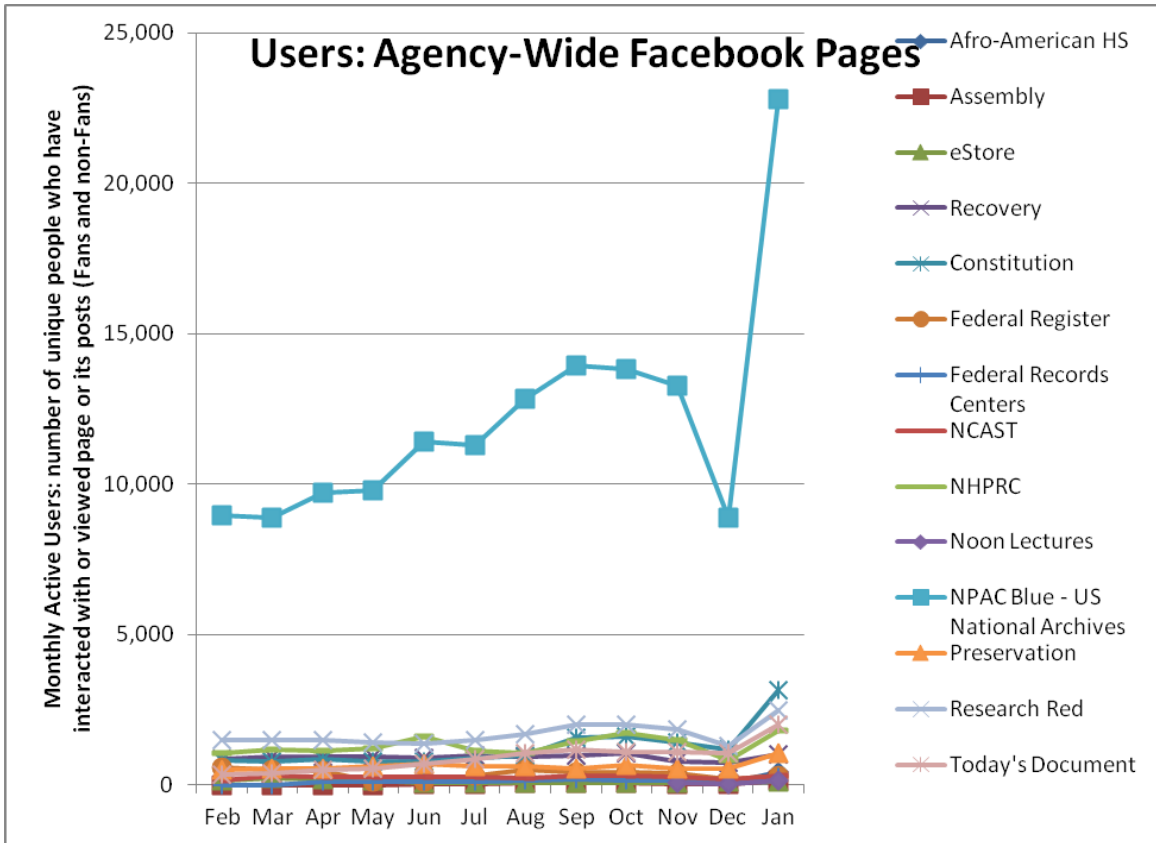
Monthly Active Users of Regional Pages (Source: Appendix IV.B)



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

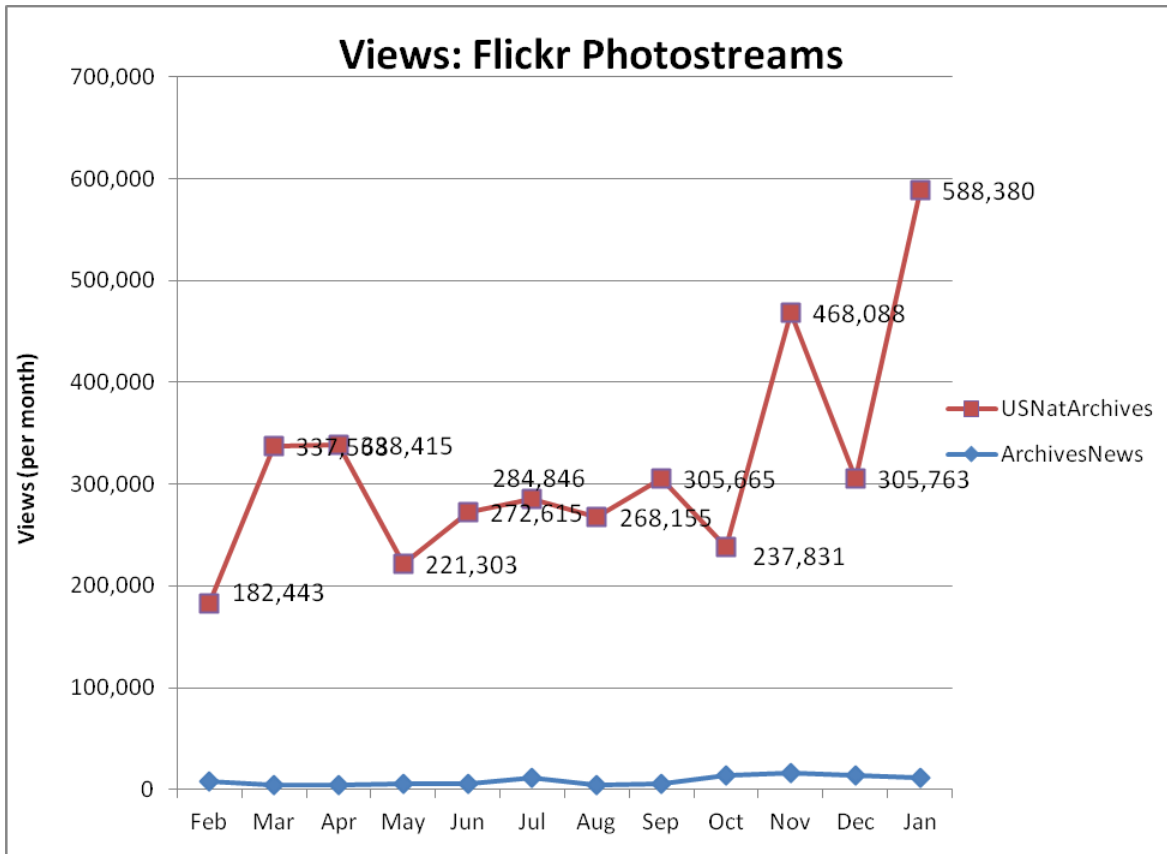


Monthly Active Users of Agency-Wide Pages (Source: Appendix IV.B)

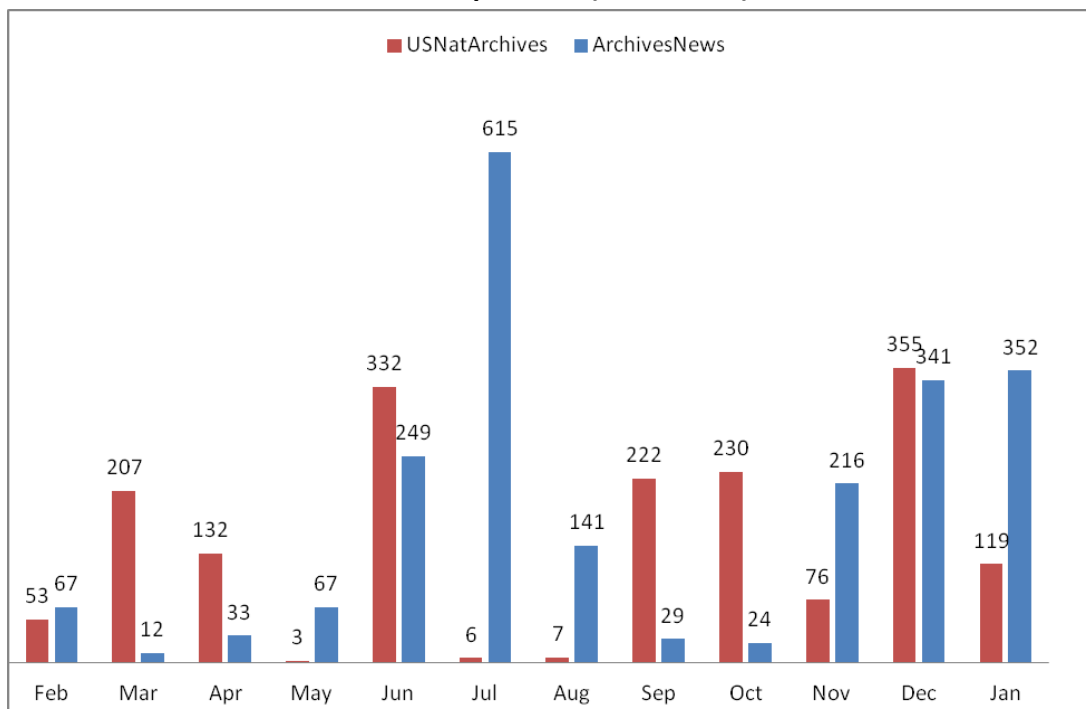


Social Media Tools: Detail View – Flickr

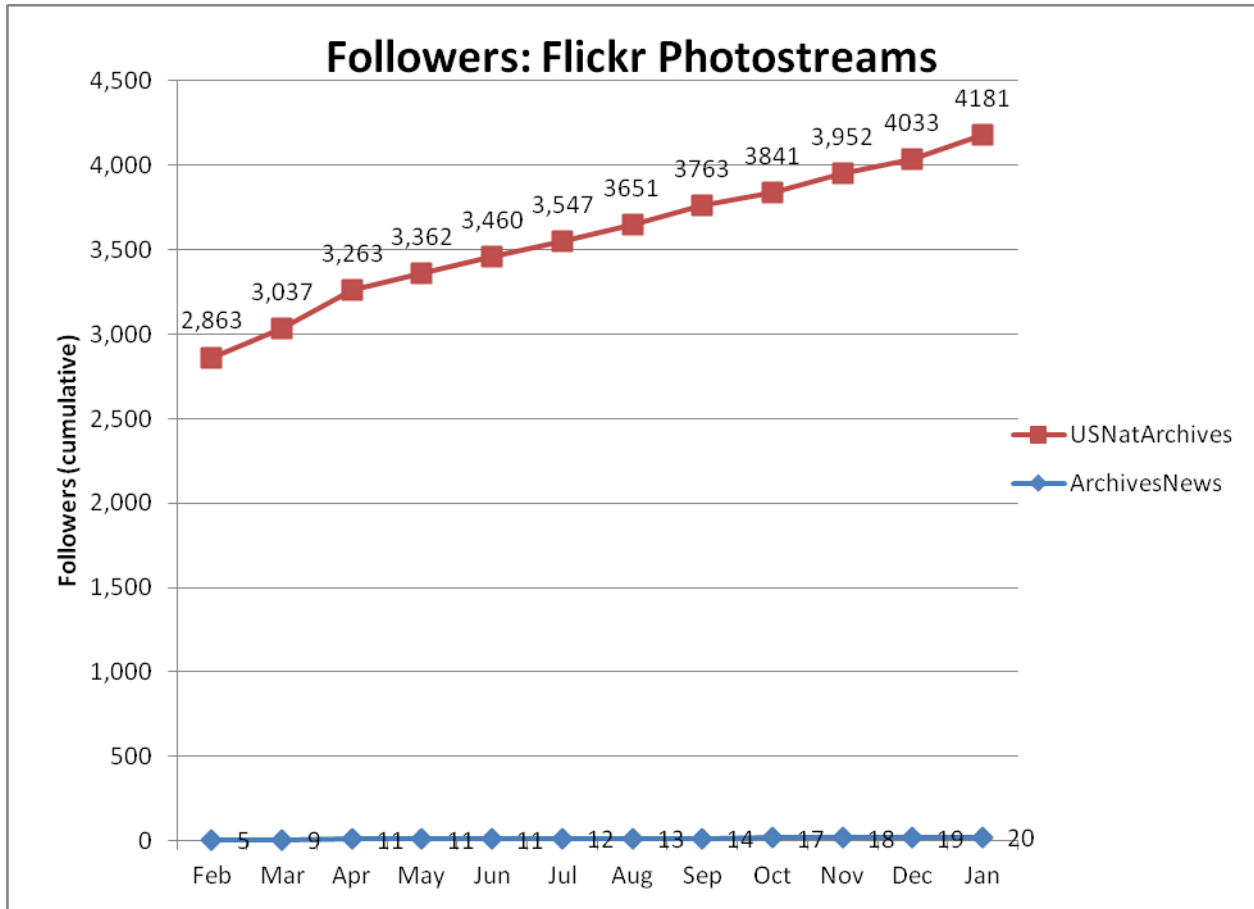
Views on Photostreams (Per Month)



Photos Uploaded (Per Month)

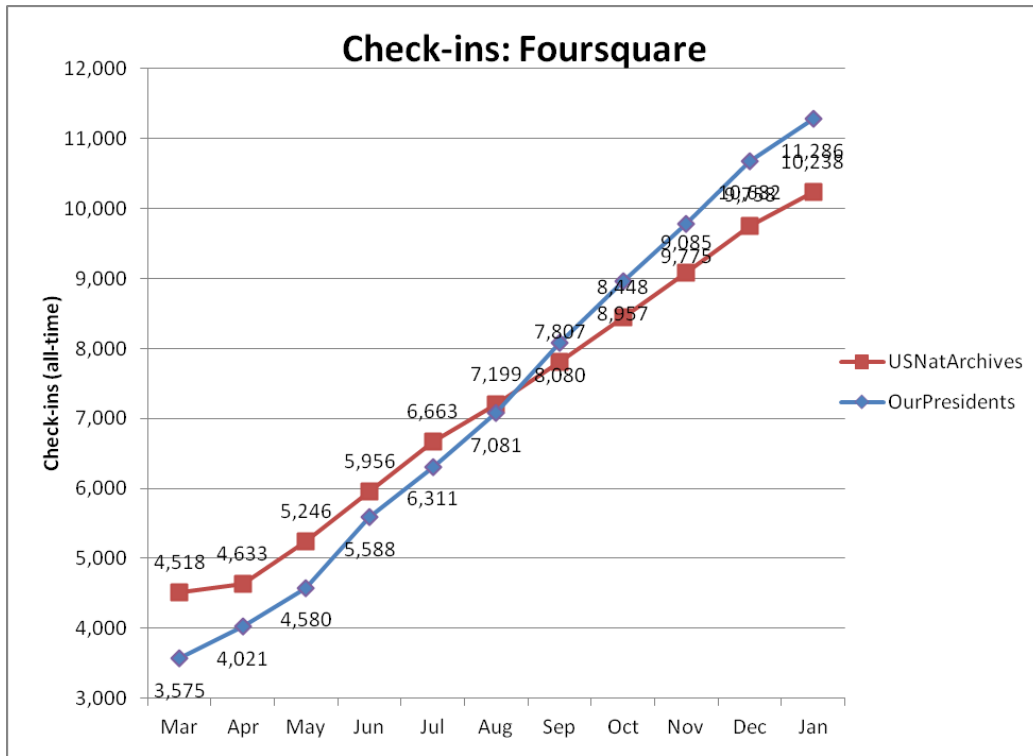


Followers of Photostreams (Cumulative)

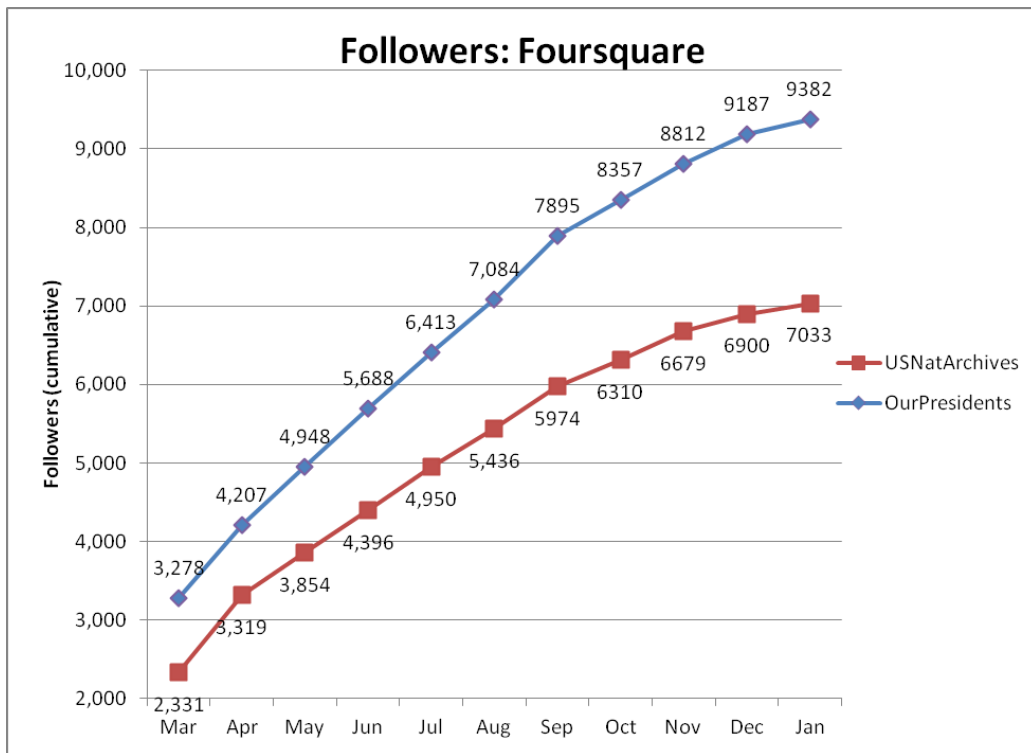


Social Media Tools: Detail View – Foursquare

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

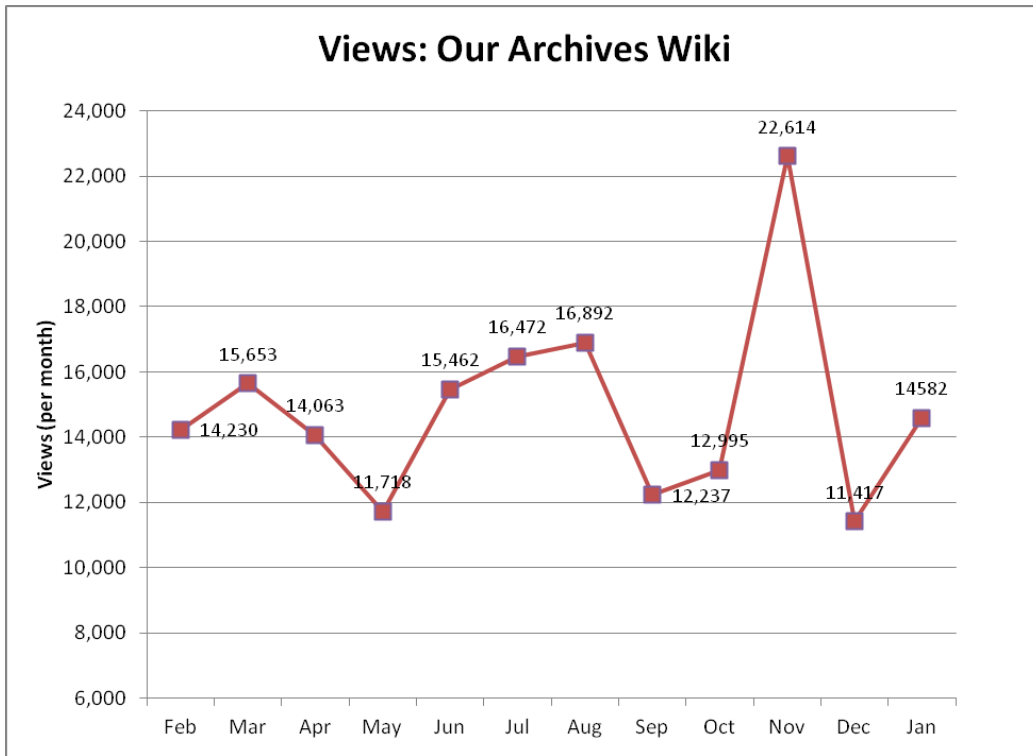


Number of Followers of USNatArchives and OurPresidents (Cumulative)

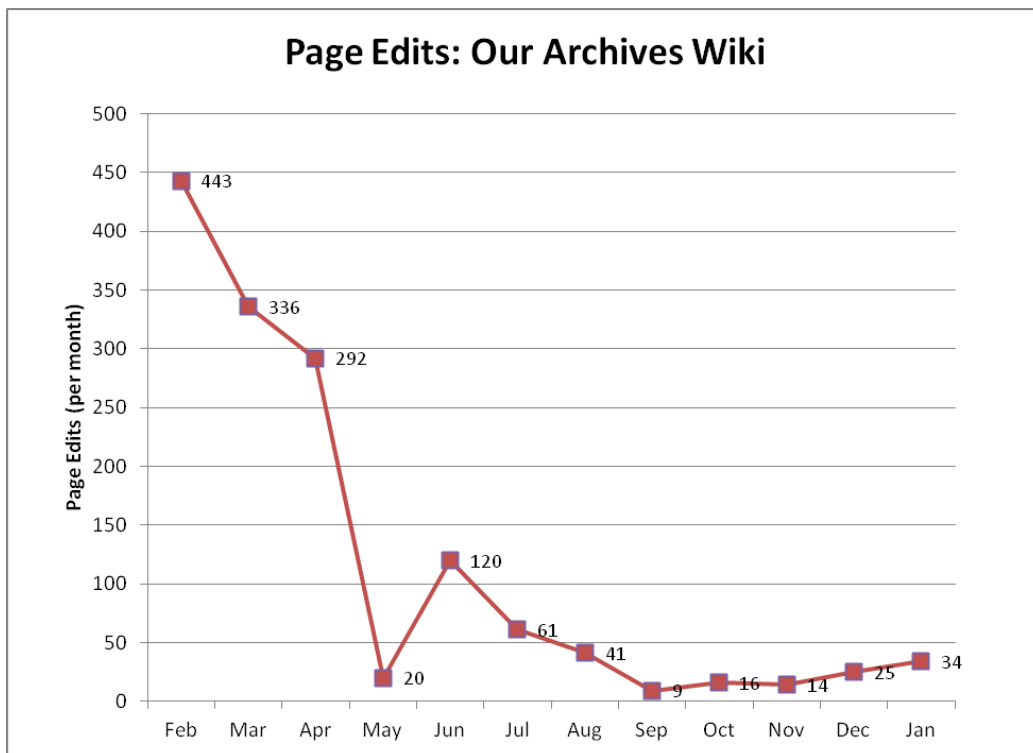


Social Media Tools: Detail View – Our Archives Wiki

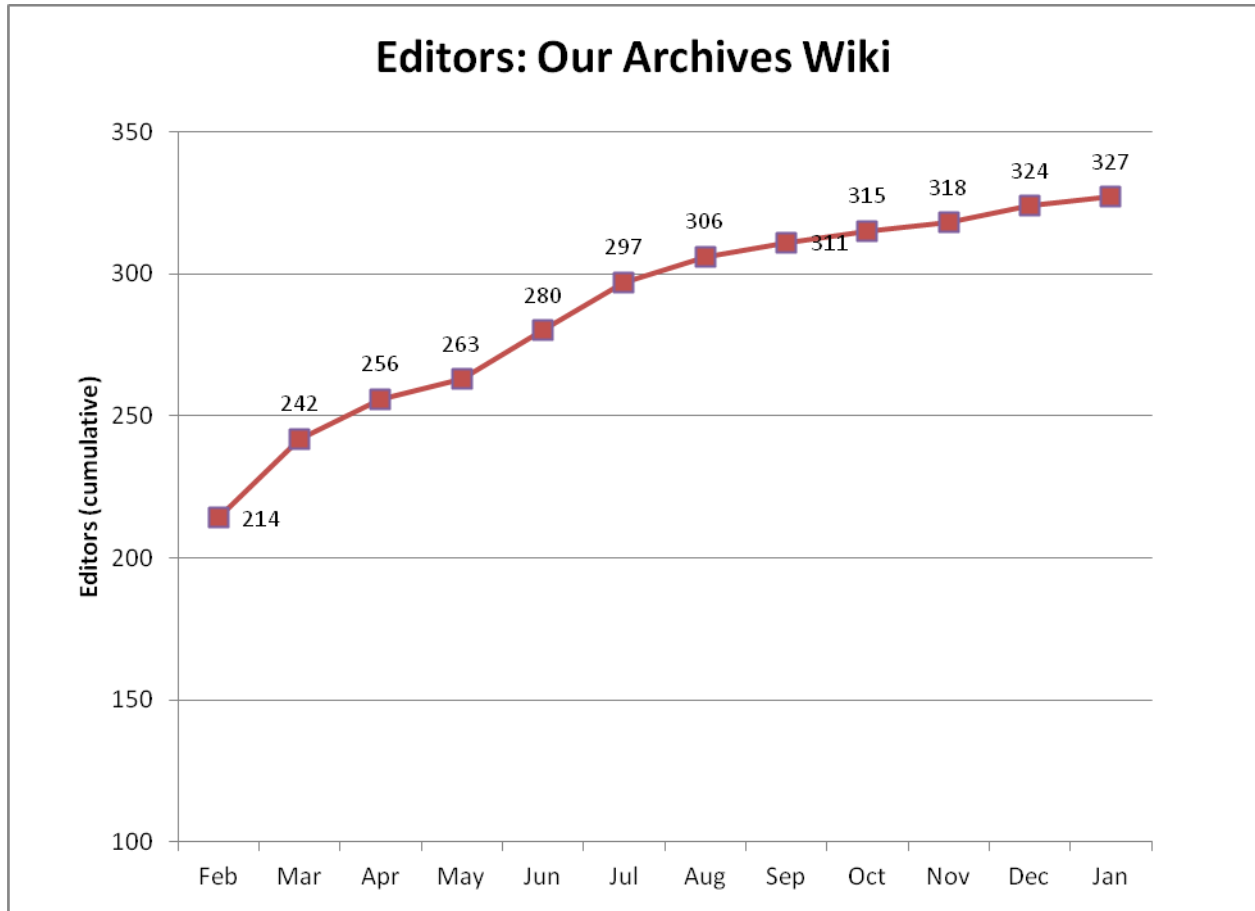
Views on Our Archives Wiki (Per Month)



Edits on Our Archives Wiki (Per Month)

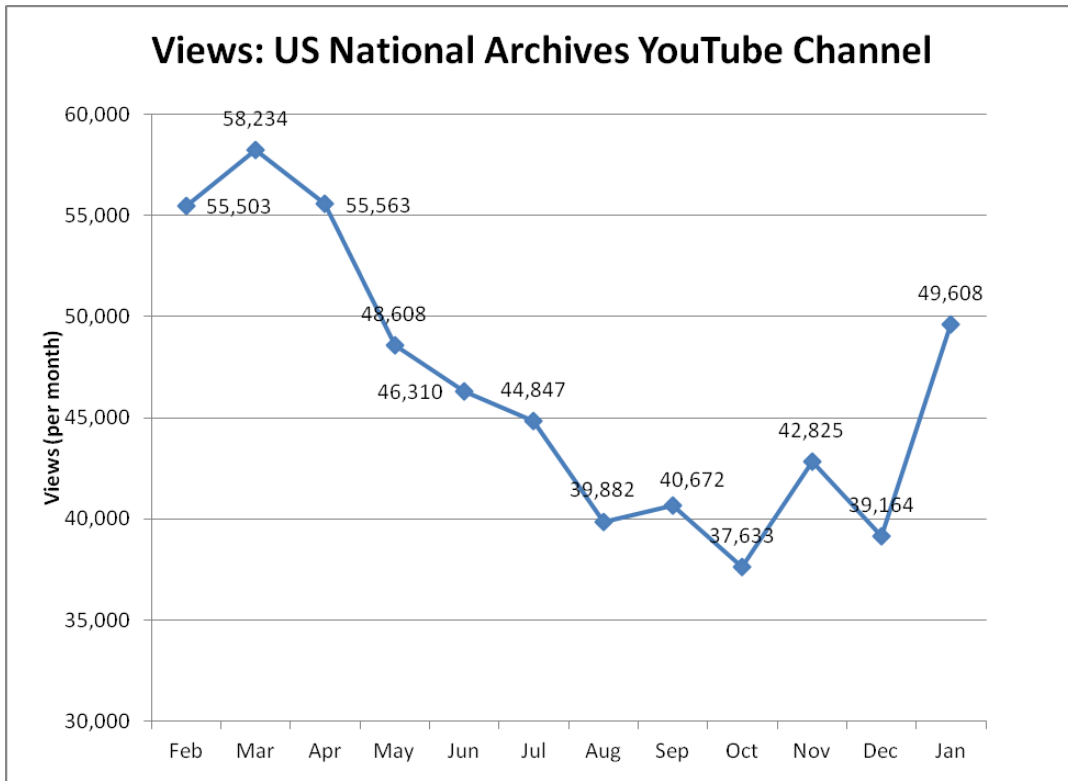


Editors on Our Archives Wiki (Cumulative)

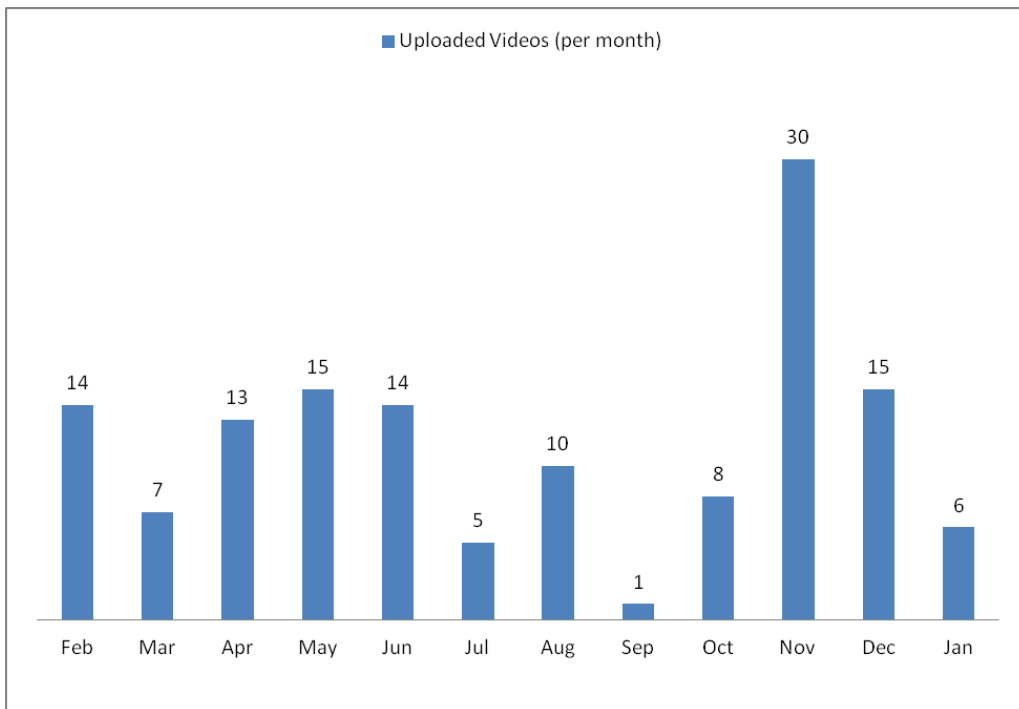


Social Media Tools: Detail View – YouTube

Views on US National Archives Channel (Per Month)



Videos Uploaded to US National Archives Channel (Per Month)

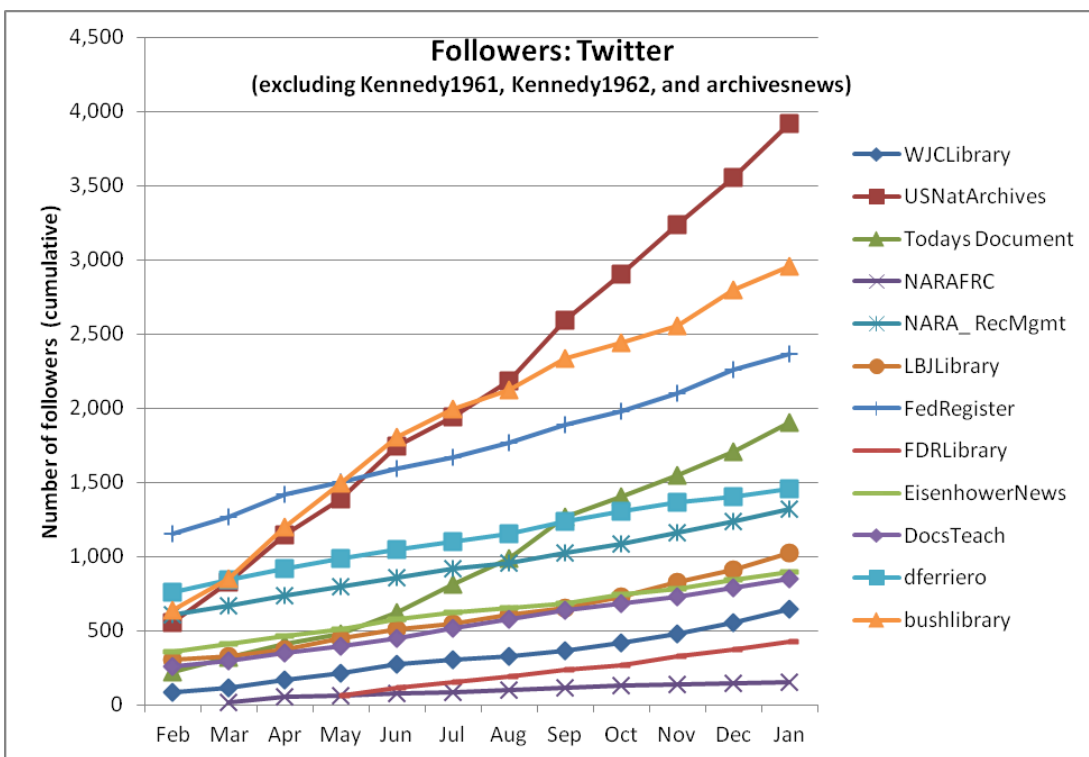
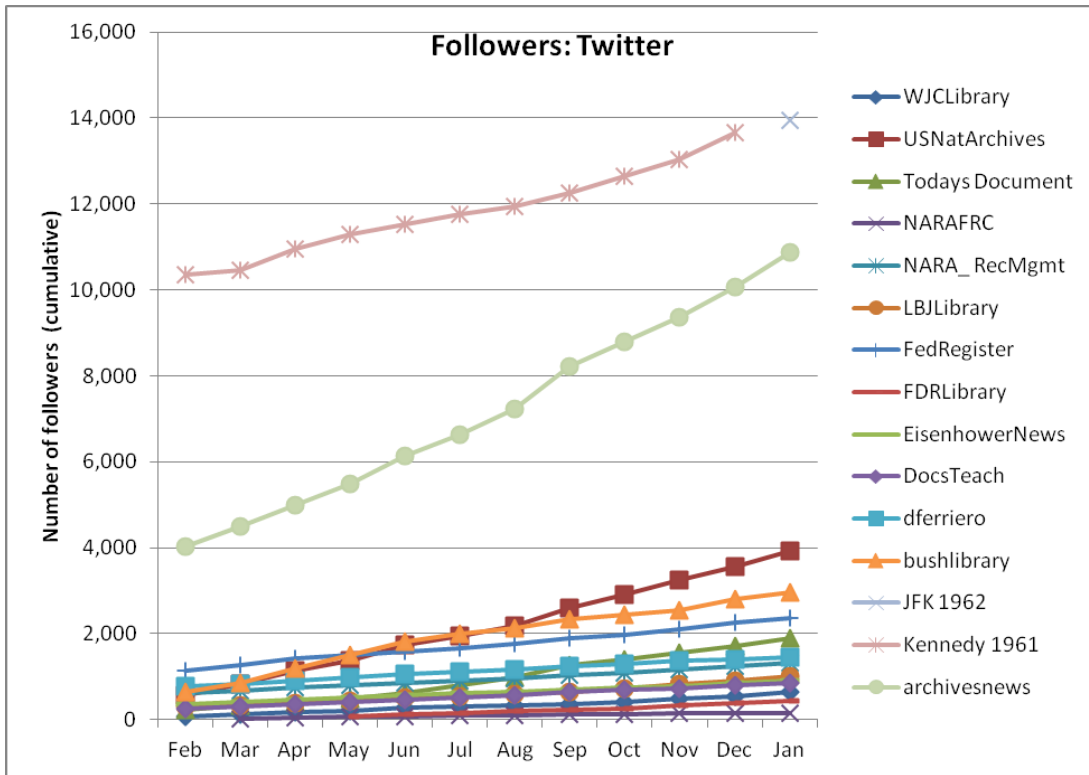


Top 5 Most Viewed Videos for January 2012 on US National Archives Channel

Video Title	Views	% of Total Views
Stories from the Great Depression	6,283	12.7%
War Comes to America (full film)	2,861	5.8%
MARCH ON WASHINGTON PHOTOGRAPHS	2,114	4.3%
Genealogy Introduction—Census Records at NARA	2,106	4.2%
The Eagle Has Landed - 1969	1,561	3.1%

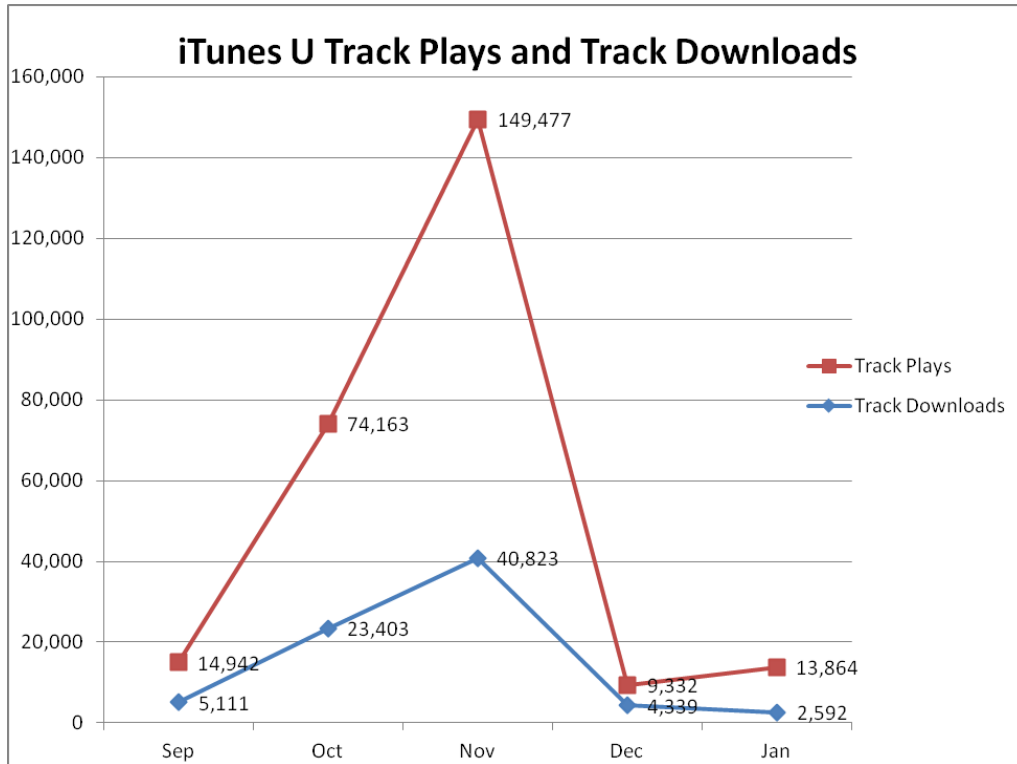
Social Media Tools: Detail View – Twitter

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

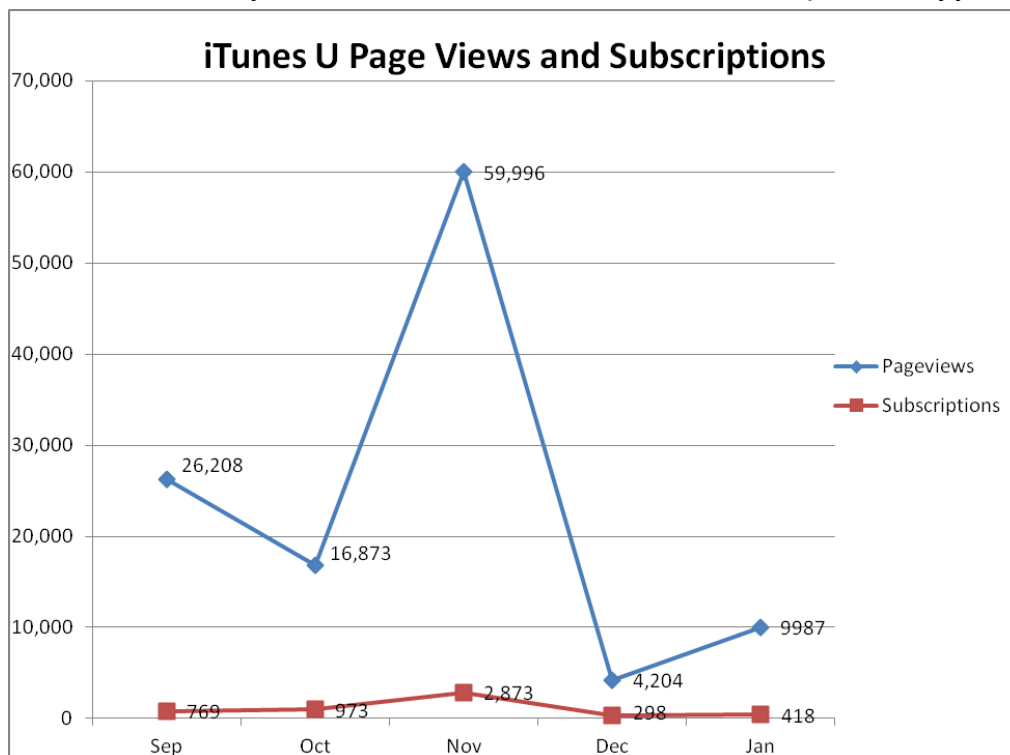


Social Media Tools: Detail View – iTunes U

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.

	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan*
AOTUS	5,285	4,418	3,656	4,368	3,539	2,862	4,461	3,761	4,370	3,326	2,935	5,620
FDR Library				42	38	39	180	165	136	140	126	134
FOIA	4	122	165	188	368	341	433	353	464	459	1,107	1,674
Hoover Blackboard	593	805	563	570	243	297	322	448	630	614	497	608
NARAtions	5,990	5,967	6,182	6,648	8,063	5,564	5,006	5,588	6,646	6,436	5,755	8,779
NDC Blog	325	337	454	795	2,007	496	655	756	484	474	466	681
NLRR Education Blog	97	115	140	169	199	49	38	53	86	67	57	70
Prologue Blog	7,099	5,204	5,748	5,994	5,838	6,656	10,665	9,479	8,188	6,930	7,036	11,316
Records Express Blog	977	1,561	1,275	1,337	895	747	1,118	739	1,515	1,322	1,834	2,507
The Text Message	581	2,480	993	1,238	1,255	1,992	2,072	2,010	2,783	3,268	2,932	2,705
Today's Document	2,210	3,560	3,179	3,377	1,220	1,326	1,578	2,816	3,809	3,970	3,043	2680
Transforming Classification (PIDB)			1,016	1,201	576	335	278	217	264	193	191	244
MONTHLY TOTAL	23,161	24,569	23,371	25,927	24,241	20,704	26,806	26,385	29,375	27,199	25,979	37,018

*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.

	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan*
AOTUS	9,442	7,853	6,948	8,088	7,179	5,835	8,144	7,325	8,110	6,245	5,461	9,123
FDR Library				117	111	63	330	273	208	252	234	235
FOIA	10	293	314	337	753	808	1,775	1,307	1,655	1,701	3,294	2,602
Hoover Blackboard	1,069	1,551	1,133	1,261	559	591	506	819	1,396	1,076	904	1,105
NARAtions	10,626	11,225	11,854	12,988	15,257	10,446	9,528	9,995	11,624	11,608	10,037	15,229
NDC Blog	628	663	810	1,507	3,321	863	1,401	1,354	907	751	905	1,069
NLRR Education Blog	175	258	284	375	380	121	98	84	205	140	102	137
Prologue Blog	12,434	10,465	10,905	11,083	10,741	12,674	16,847	16,042	14,856	13,348	13,015	20,510
Records Express Blog	1,907	2,740	2,098	2,079	1,540	1,262	1,893	1,297	2,651	2,246	3,418	4,348
The Text Message	1,170	5,271	2,065	2,256	2,210	3,271	3,614	3,981	4,692	5,894	5,136	4,407
Today's Document	4,474	6,373	5,610	5,538	2,135	2,608	3,135	5,491	7,738	7,816	5,766	5,080
Transforming Classification (PIDB)			2,467	3,652	1,595	688	457	319	382	245	250	350
MONTHLY TOTAL	41,935	46,692	44,488	49,281	45,781	39,230	47,728	48,287	54,424	51,322	48,522	58,010

*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.

	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan*
AOTUS	6,147	8,810	10,970	13,226	14,836	16,477	18,939	21,284	24,193	26,471	28,464	32495
FDR Library				17	23	54	202	342	468	595	710	829
FOIA	4	90	212	351	594	794	1,085	1,297	1,573	1,847	2,744	3717
Hoover Blackboard	1,168	1,851	2,346	2,823	3,011	3,259	3,537	3,935	4,479	5,028	5,470	-
NARAtions	12,956	18,657	23,088	26,862	30,854	34,971	38,451	42,308	47,405	52,154	56,394	-
NDC Blog	739	939	1,151	1,727	3,483	3,816	4,192	4,672	5,003	5,316	5,561	-
NLRR Education Blog	432	562	649	744	800	845	879	931	1,010	1,068	1,119	1184
Prologue Blog	12,951	16,523	20,428	24,530	28,076	32,652	40,685	48,126	54,581	60,139	65,778	74660
Records Express Blog	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	905	2,369	2,845	3,466	4,144	5,560	7,001	8,390	10,451	12,990	15,250	17404
Today's Document	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	-

*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.

	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan*
AOTUS	3,391	3,214	2,693	2,946	2,257	2,052	3,123	2,800	2,909	2,278	1,993	4,031
FDR Library				17	12	34	149	147	126	127	115	119
FOIA	3	88	132	156	272	246	339	262	276	274	897	973
Hoover Blackboard	543	704	515	494	200	261	296	407	544	549	442	-
NARAtions	4,851	6,233	4,912	4,280	4,614	4,582	3,962	4,410	5,097	4,749	4,240	-
NDC Blog	363	250	259	646	1,823	396	458	557	331	313	245	-
NLRR Education Blog	191	134	88	158	60	48	37	52	79	58	51	65
Prologue Blog	5,622	4,083	4,435	4,712	4,215	5,168	8,704	8,054	6,455	5,558	5,639	8,882
Records Express Blog	725	1,050	987	995	643	564	816	596	1,031	890	1,122	-
The Text Message	353	1,573	624	753	808	1,555	1,608	1,534	2,061	2,539	2,260	2,154
Today's Document	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	17,789	20,417	17,971	18,779	16,410	16,402	21,147	21,552	22,523	21,089	19,907	-

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

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

	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
AOTUS	776	796	829	768	787	885	826	902	929	905	959
FOIA Ombudsman	2	7	9	16	13	25	868	935	977	950	980
Hoover Blackboard	32	29	28	33	36	30	36	40	50	45	46
In Roosevelt History				0	0	0	0	0	0	0	0
NARAtions	788	800	827	832	779	895	18	25	21	24	25
NDC Blog	85	80	94	89	97	94	103	119	126	119	137
Prologue	183	181	187	188	207	263	214	249	262	317	346
Reagan Education Workshops	5	3	5	3	4	3	4	4	5	4	5
Records Express	133	131	137	129	131	151	138	160	207	174	191
Text Message	60	58	69	68	74	90	79	93	100	100	110
Today's Document	20	61	56	51	20	66	62	95	174	171	70
Transforming Classification (PIDB)	53	44	53	47	28	54	33	56	53	51	52
Washboard					0	1	1	5	6	6	12

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.

	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	FY Total
Monthly Total (A+P+R)	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	1,250,794	4,980,395
Agency-Wide Total	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	717,642	2,815,423
Afro-American History Society										973	1,480	1,873	4,326
Assembly					161	1019	1012	802	723	616	443	997	2,779
eStore	3876	5736	3979	2523	1920	2042	1,283	1,811	1,308	1,319	1,378	279	4,284
Recovery	25370	34713	20281	25995	20121	26144	20882	14,433	20,372	10,653	10,370	10,309	51,704
Constitution	15018	14831	14857	14902	12628	13914	13521	22,521	21,640	15,176	10,297	25,485	72,598
Federal Register	14842	8979	6714	2487	1548	2490	6325	4,254	3,577	3,885	3,019	1,041	11,522
Federal Records Centers			2603	3530	4188	2248	3,931	5,973	2,325	1,973	1,080	837	6,215
NCAST	3392	29321	13885	12973	7847	9956	6,893	10,711	5,761	6,990	2,368	2,602	17,721
NHPRC	41882	64197	39799	56670	50187	38840	30883	36,280	32,055	23,823	9,629	20,865	86,372
Noon Lectures										1,974	773	879	3,626
NPAC Blue	726,431	713,744	616,157	693,745	842,160	831,156	1,054,370	746,817	575,710	575,103	416,055	533,538	2,100,406
Preservation	16006	15643	8674	15448	14986	9973	10639	4,866	8,637	7,102	11,790	8,779	36,308
Research Red	56936	62731	34951	25316	21094	31538	32857	43,537	49,116	47,572	24,127	35,985	156,800
Today's Document	26591	25960	23,156	32432	50117	66944	94176	82,352	34,413	74,645	77,531	74,173	260,762

	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	FY Total
Presidential Total	273,982	278,686	335,469	352,907	379,522	460,244	458,896	489,330	540,147	464,262	322,080	409,021	1,735,510
Bush	92350	56923	88983	62658	72256	86587	87058	90,546	137,330	81,027	56,754	51,071	326,182
Carter	19585	30754	31547	29707	21404	13190	11233	25,916	24,144	26,785	19,449	43,906	114,284
Clinton	19168	44865	38464	43544	60120	152919	157629	141,163	157,350	140,159	95,088	79,516	472,113
Eisenhower	36566	27013	62802	52812	49222	28412	49282	70,054	40,571	35,697	20,084	31,745	128,097
Ford Library	3105	5432	4486	4169	5057	8067	1,804	1,760	3,828	6,529	1,877	5,310	17,544
Ford Museum	5097	4745	4647	4279	4932	3619	1078	9,751	3,358	6,333	3,446	9,428	22,565
Hoover	5833	11927	8730	12245	14048	16628	13417	10,485	16,344	12,143	12,931	15,391	56,809
Johnson	20454	15680	24311	54705	19044	20762	31244	22,874	25,575	18,412	13,990	27,840	85,817
Nixon	15626	21152	18081	17320	24435	24964	12079	22,858	14,203	21,106	9,781	50,459	95,549
Reagan										19,030	14,890	19,307	53,227
Roosevelt	5061	11024	17795	18235	24819	18492	23,297	25,200	22,460	24,929	12,531	35,469	95,389
Truman	51137	49171	35623	53233	84185	86604	70775	68,723	94,984	72,112	61,259	39,579	267,934
	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	FY Total
Regional Total	89,577	93,681	95,388	113,047	123,411	112,822	113,828	119,984	116,808	106,089	82,434	124,131	429,462
Anchorage						2273	1,962	3,047	3,186	2,117	2,857	13,538	21,698
Atlanta	16391	22833	15033	29207	28574	18485	23446	20,980	10,302	14,183	9,379	20,228	54,092
Boston	13772	12565	10608	16248	19039	27572	26,432	26,671	17,707	18,754	15,776	19,091	71,328
Chicago													
Denver	3285	5041	5944	4185	3004	2733	3,309	3,133	3,074	1,716	1,334	796	6,920

Fort Worth	19847	20272	17281	16297	15421	13579	11,330	19,480	11,320	12,156	9,977	12,036	45,489
Kansas City	16208	14126	24418	19550	12779	14687	15,563	10,008	28,262	24,874	19,868	30,539	103,543
New York	7133	6691	6924	12625	12668	13375	11657	12,782	18,031	7,220	5,813	3,024	34,088
Philadelphia	5720	4290	5328	6817	9478	5474	5,534	6,017	3,649	4,354	3,322	6,193	17,518
Riverside	2159	4046	3886	2505	5864	3850	6,001	4,988	3,751	4,040	2,339	1,425	11,555
Seattle				5240	11958	6188	4,613	8,049	8,748	7,809	6,406	6,549	29,512
St. Louis	5062	3817	5966	373	4626	4606	3,981	4,829	8,778	8,866	5,363	10,712	33,719

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).

	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
Monthly Total (A+P+R)	26,029	26,894	29,917	30,965	35,617	43,947	43,248	51,253	54,967	49,198	35,880	100,866
Agency-Wide Total	14,855	15,143	16,165	15,884	18,011	17,973	20,098	22,754	22,925	21,424	15,211	35,956
Afro-American History Society										77	81	410
Assembly	0	0	0	0	19	39	55	52	65	29	42	137
eStore	156	206	189	162	83	64	49	82	59	55	115	104
Recovery	874	923	916	930	877	976	952	986	1,042	793	747	993
Constitution	810	761	857	778	785	903	957	1,577	1,590	1,425	1,178	3,159
Federal Register	579	513	453	93	85	293	509	438	427	373	190	318
Federal Records Centers	0	0	117	92	111	101	149	201	150	136	102	268
NCAST	124	289	254	267	275	258	241	311	289	249	167	285
NHPRC	1034	1156	1130	1216	1598	1139	1,048	1,467	1,707	1,477	801	1,808
Noon Lectures										66	36	153
NPAC Blue - US National Archives	8938	8872	9718	9782	11415	11283	12,816	13,933	13,835	13,285	8,861	22,779
Preservation	508	527	541	608	695	605	622	535	665	520	542	1,061
Research Red	1490	1505	1493	1426	1352	1471	1,666	2,007	2,015	1,862	1,303	2,466
Today's Document	342	391	497	530	716	841	1,034	1,165	1,081	1,077	1,046	2,015

	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
Presidential Total	8,469	8,957	10,618	11,557	13,590	21,768	18,812	23,569	27,249	23,387	17,202	51,477
Bush	2217	1822	2182	3063	2436	4535	2,649	4,156	7,861	3743	2,906	5,582
Carter	977	1120	1217	1140	1183	1205	1,149	2,173	1,969	1851	1,445	6,546
Clinton	825	1000	1069	1118	1799	5474	5,332	5,735	5,891	5866	4,347	8,392
Eisenhower	1089	944	1321	1378	1766	1421	1,577	1,965	1,838	1621	1,054	2,396
Ford Library	142	313	287	304	425	652	277	107	369	457	99	972
Ford Museum	327	356	406	380	502	844	410	846	241	583	203	1,867
Hoover	398	507	516	552	626	679	682	702	761	687	610	1,046
Johnson	602	531	690	771	774	820	970	1,029	1,048	969	841	3,324
Nixon	568	630	673	692	911	901	849	1,550	1,303	1357	880	11,004
Reagan										561	463	1,104
Roosevelt	151	279	843	672	571	638	751	968	1,158	1023	746	5,507
Truman	1173	1455	1414	1487	2597	4599	4,166	4,338	4,810	4669	3,608	3,737
	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
Regional Total	2,705	2,794	3,134	3,524	4,016	4,206	4,338	4,930	4,793	4,387	3,467	13,433
Anchorage						94	69	105	104	84	111	3,559
Atlanta	519	652	657	790	886	835	834	990	820	848	492	2,533

Boston	312	308	369	401	502	537	546	613	576	560	501	1,352
Chicago												
Denver	107	139	164	149	145	151	184	189	191	115	95	186
Fort Worth	442	437	479	456	487	500	454	639	563	570	477	1,082
Kansas City	437	408	448	474	495	502	568	545	705	631	580	2,008
New York	435	412	480	612	681	768	790	845	909	631	453	678
Philadelphia	136	141	193	207	254	223	260	309	241	242	193	448
Riverside	124	100	102	119	156	157	196	189	164	156	124	293
Seattle	0	0	0	115	142	150	132	171	165	153	147	552
St. Louis	193	197	242	201	268	289	305	335	355	397	294	742

APPENDIX V: Twitter Followers (Cumulative)

	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan
archivesnews	4,037	4,499	5,003	5,497	6,148	6,631	7,233	8,207	8,787	9,360	10,068	10,882
bushlibrary	640	849	1,197	1,490	1,806	1,992	2,121	2,332	2,437	2,556	2,797	2,953
dferriero	762	838	914	986	1,047	1,100	1,151	1,239	1,305	1,366	1,406	1,459
DocsTeach	255	296	350	396	451	519	575	636	683	726	790	847
EisenhowerNews	359	408	459	512	576	625	652	686	740	784	841	897
FDRLibrary				58	115	149	189	232	263	323	370	428
FedRegister	1,150	1,263	1,418	1,499	1,593	1,667	1,766	1,886	1,980	2,096	2,258	2,365

Kennedy	10,366	10,449	10,947	11,284	11,531	11,767	11,954	12,262	12,641	13,044	13,650	13,944
LBJLibrary	303	328	372	444	512	549	603	655	725	830	907	1,020
NARA_ RecMgmt	610	665	736	793	858	915	957	1,024	1,087	1,162	1,238	1,320
NARAFRC		13	53	58	73	87	98	117	132	136	148	154
Todays Document	223	318	409	479	624	808	982	1,264	1,404	1,548	1,707	1,903
USNatArchives	557	830	1,146	1,385	1,742	1,937	2,184	2,592	2,903	3,235	3,552	3,919
WJCLibrary	81	117	167	211	270	302	326	364	421	475	552	641

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

	Sept	Oct	Nov	Dec	Jan
Page Views	26,208	16,873	59,996	4,204	9,987
Track Plays	14,942	74,163	149,477	9,332	13,864
Track Downloads	5,111	23,403	40,823	4,339	2,592
Subscriptions	769	973	2,873	298	418