

**“What Are You Working On, Mitch Yockelson?”**

Mitch Yockelson: The Facebook page that we launched last May of course with the help of the Social Media Team has been absolutely incredible. It started out with a trickle of interest, but it certainly has blossomed.

One of the things that we like to do is that we take a laptop with us to the collectors' shows, and we'll set the laptop up and we'll have the NARA Facebook page on there, and when people come by the table and they're interested to know what we're doing, we'll ask and say, "Hey, are you on Facebook?" And if they are, we ask them to link up and join our NARA page as a fan.