

The top web and social media hits of April



NEWSLETTER

40%

Open rate of the March 2 Monday Briefing, the best this year by far. This is the first one sent after removing a large number of emails that were not being delivered or unopened by the recipient for six months or longer.



INSTAGRAM

33,600

War Hamster podcast promo, easily the best of the month.



FACEBOOK

483,737

Reach of a story about the official end of Vietnam War, by far the best of the month and more than four times the top story during March.



LINKEDIN

6,393

Impressions of a story about Former POW Recognition Day, best of the month and nearly triple the second-best post.



TWITTER

694

Retweet of a Task & Purpose article quoting us, best of April.



YOUTUBE

2,168

David Stewart, "You Need the Legion," a paid short from Diesel Jack Media, tops of the month.



WEBSITE

6,431

The page for the Tango Alpha Lima podcast was among the top 10 most clicked on the website this month, a first in its 7-year history.



PODCAST

19%

Percentage increase in podcast downloads and views from March to April.



E-NEWSLETTER

The Legion’s e-newsletter program not only continues to increase subscribers but its open rate far outpaces the industry standard of 28 percent.

E-NEWSLETTER	SUBSCRIBERS	OPEN %
Online Update	653,711	40%
Dispatch	28,229	33%
Commander’s Message	610,669	25%
Podcast	6,255	39%
Legion Riders	17,450	36%
Dugout	65,604	32%
Flag Alert	43,361	41%
SAL	77,525	25%
Digital Magazine	6,996	39%
Be the One	638,118	26%



WEBSITE

Key metrics, which had been growing, are down since the website overhaul.

	APR 2026	APR 2025	APR 2024
Page Views	965,980	1,003,391	1,226,240
Users	454,123	594,737	554,235



PODCAST EPISODES ON YOUTUBE

SUBJECT	VIEWS	IMPRESSIONS
War Hamster	270	2,400
Lonnie Bedwell	150	5,700



SOCIAL MEDIA

The Media & Communications Division continues to use various forms of social media to promote our programs, drive visitors to our website and engage audience members.

SOCIAL MEDIA	FOLLOWERS	IMPRESSIONS
Facebook	205,977	12.7 million views
Twitter	122,977	70,100
Instagram	48,723	914,300 views
LinkedIn	58,270	64,430



YOUTUBE

APRIL Total views	23,800
YTD Total views	89,200
YTD Viewing Time	4,200 hours
YTD Impressions	669,200
YTD Views from impressions	26,000



MOBILE APPS

The number of American Legion audience members using mobile technology continues to increase, as does the number of Legion apps that are downloaded.

APP	APRIL 2026	APRIL 2025
Membership app	85,757	85,757
Sons of TAL	13,092	11,927
Baseball	19,798	18,341
Meetings	600	-

APRIL 2026



Facebook — most views in the month

Views

Official end of Vietnam War	483,737
Former POW-MIA Recognition Day	147,880
Gold Star Spouses Day	120,153
Rick Monday flag anniversary	60,740
ALR FB page: Sojourn 250 registration reminder	45,482
SAL FB page: Former POW Recognition Day	14,494



LinkedIn — top impressions in the month

Impressions

Former POW Recognition Day	6,393
California revitalization	2,463
NC Wiley at King Charles III's address to Congress	2,052
System Worth Saving in Portland	2,019
Cole Lyle on NPR	1,903



Twitter — top posts in the month

Impressions

Retweet of Task & Purpose article quoting National Commander Wiley	694
War Hamster podcast promo	649



Instagram — top posts in the month

Interactions

Executive Order on Psychedelic Research	8,000
Fall of Baghdad anniversary	4,700
POW Recognition Day	3,700
MST podcast series promo	3,600

Instagram — top reels in the month

Interactions

War Hamster podcast promo	33,600
Viva LaVargas collab – service connection	20,900
Viva LaVargas collab – National Anthem clarinet player	20,300