

The top web and social media hits of August



FACEBOOK

150,141

Most impressions of the month from a post on the American Legion Baseball page about the regional field being set. There is a nonzero chance this is the most ever for the ALB Facebook page.



TWITTER

39,329

Impressions of a tweet about the regional field for American Legion Baseball, most of the month, and double the number of the top tweet from the main TAL account.



INSTAGRAM

21,493

Views of the championship celebration video at the American Legion World Series. Not only was it the best of the month, it was roughly the combined total of the next three best reels combined.



NEWSLETTER

321,015

Opens of the August 7 Online Update, with the subject line, "Soldier linked to espionage with Russia," fourth best of 2025 so far.



WEBSITE

22,391

Story with the most page views, "Field set for 2025 American Legion Baseball regionals." In fact, four of the top eight stories of August were related to ALB.



EXTERNAL MEDIA

86,401,195

Potential audience size of press release announcing the election of Dan Wiley for national commander.



PODCAST

812

Downloads of the episode, "A transgender service member speaks out about being forced out," best of the month and the third most among the previous 23 episodes.



YOUTUBE

13,700

Hours of viewing time on our YouTube channel since the start of the year.



LINKEDIN

71,885

Monthly impressions, about 16% higher than during July.



REVENUE PER CATEGORY YEAR TO DATE

	ACTUAL	BUDGETED	DIFFERENCE
Magazine	\$4,012,257	\$4,965,000	\$(952,743)
Magazine Production	\$17,825	\$5,500	\$12,325
Online Update	\$99,980	\$66,664	\$33,316
Website	\$52,000	\$20,000	\$32,044
Dispatch	\$0	\$-	\$-
Convention Program	\$11,460	\$15,000	\$(3,540)
Thank You Thursday	\$240,000	\$-	\$240,000
Podcast	\$1,020	\$0	\$1,020
	\$4,434,586	\$5,072,164	\$(637,578)

Registrations

The Internet group and the Media & Communications team works with other American Legion divisions to create and promote easy-to-use registration forms for various programs. These forms also help collect fees for various programs such as Legion Baseball and the Legacy Run.

Legion Extension Institute fee: **\$90**

Baseball registration fees:
Insurance: **\$10,600**

Collected for Departments: **\$99,905**

Collected for National: **\$38,550**

Legacy Run registration fees: **\$32,235**

ONLINE MEMBERSHIP JOINS



	AUGUST	JULY	Membership YTD
Renews	14,874	38,886	53,736
Unique Legion.org/Join Visitors	41,061	45,757	-
New members acquired	2,706	2,503	5,209

WEBSITE CONTRIBUTION TO EMBLEM SALES



While not tallied as part of Media and Communications' revenue, there are direct merchandise sales, joins and donations that come from Legion.org.

EMBLEM SALES REVENUE

	AUGUST	JULY
Orders	n/a	1,226
Gross Sales:	-	\$103,580.97
Gross Profit:	-	\$42,018.91



TOP STORIES ON LEGION.ORG FOR THE MONTH

CLICKS



Field set for 2025 AL baseball regionals	22,391
Fort Bliss soldier charged with trying to send details of tanks and combat operation to Russia	21,300
5 Things 08/25	16,626
How to watch the ALWS	16,397
7th fleet denies China and drove US warship away from South China Sea	13,587
Meet the 2025 ALWS teams	12,240
5 Things 08/04	8,171
Semifinals set for 2025 ALWS	8,094
Compassionate TV judge with soft spot for veterans dies at 88	7,894
5 Things 08/11	7,684



E-NEWSLETTER

The Legion's e-newsletter program not only continues to increase subscribers but its open rate far outpaces the industry standard of 14 percent.

E-NEWSLETTER	SUBSCRIBERS	OPEN %
Online Update	1,035,115	30%
Dispatch	29,009	33%
Commander's Message	610,669	25%
Podcast	5,925	41%
Legion Riders	17,989	30%
Dugout	67,573	38%
Flag Alert	43,658	42%
SAL	79,855	21%
Be the One	679,852	23%



WEBSITE

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

	AUGUST 2025	AUGUST 2024	AUGUST 2023
Users	511,153	649,520	574,216
Page Views	1,082,583	1,483,434	1,411,257



PODCAST

The "Ashley Effect" grew our downloads when she was host. The strategic plan will address the decline.

	2025	2024	2023	2022	2021
AUGUST	4,685	4,359	7,163	5,314	7,521
YTD	40,187	54,565	62,790	44,254	26,947



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	187,477	8.2 million reach
Twitter	121,077	225,926
Instagram	37,932	13,700 interactions
LinkedIn	53,659	71,885



PODCAST VIEWS

SUBJECT	VIEWS	IMPRESSIONS
Col. Bree Fram	376	5,400
Robert Douglas	116	2,800
Gen. Mark Graham	111	5,300



YOUTUBE

AUG Total views	67,500
YTD Total views	258,000
YTD Viewing Time	13,700 hours
YTD Impressions	2.4 million
YTD Views from impressions	84,400



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	AUG 2025	AUG 2024
Membership app	85,757	83,948
Sons of TAL	12,448	11,306
Baseball	19,771	18,304
Convention	2,157	2,294



EXTERNAL MEDIA

NAME	POTENTIAL AUDIENCE	VIEWS/PICKUPS
Dan Wiley elected commander	86,401,195	2,125 / 537

AUGUST 2025



Facebook — highest reach in the month

	Reach
Baseball: Regional field set	150,141
Baseball: Meet the Teams, North Carolina	104,738
Purple Heart Day	69,713
Baseball: Updated schedule	64,025
Baseball: Meet the Teams, Texas	54,302
Baseball: Player of the Year	49,328
ALR: Legacy Run overpass video	46,391
SAL hits 400,000 members	44,452
Baseball: Meet the Teams, Indiana	43,763
ALR: Legacy Run kickoff	42,021



LinkedIn — top posts in the month

	Impressions
Purple Heart Day	5,372
Afghanistan airport bombing anniversary	3,890
All veterans invited to Homecoming 250	1,679
Coast Guard birthday	1,654



Twitter — top posts in the month

	Impressions
ALB Twitter account: Regional field announced	39,392
ALB Twitter account: Game 15 final score	32,933
ALWS Championship preview	15,131
ALB Twitter account: Game 8 final score	12,251
Quote tweet on Dignity Act	9,747
Transgender servicemember podcast	9,057



Instagram — top posts in the month

	Interactions
Abbey Gate anniversary carousel	14,492
ALWS: Game 13 carousel	12,769
ALWS: Game 8 carousel	12,320
ALWS: Championship game carousel	11,656
ALWS: Game 12 carousel	11,042

Instagram — top reels in the month

	Interactions
ALWS: Championship celebration video	21,493
ALWS: Championship highlight reel	8,736
ALWS: Virginia players head to VMI	7,626
ALWS: Championship game hype video	6,853
Podcast promo: Bree Fram	4,180