

The top web and social media hits of December


INSTAGRAM
1,160,285

Views during the month. For comparison, there were 739,217 views in November.

YOUTUBE
29,553

Views during 2025 of the Diane Carlson Evans video, best of the year and almost 20,000 more than the runner-up.

FACEBOOK
41 million

Views on Facebook during December, roughly double the previous month.

TWITTER
2,662

Impressions of a tweet reminding Riders to share their patriotic bike images.

WEBSITE
11,418

Page views for a story about the Senate approving a \$901 billion defense bill to the president, best of the month.

NEWSLETTER
308,245

Opens of the December 22 Online Update, with the subject line, "U.S. targets Venezuela-linked vessels," best of the month.

EXTERNAL MEDIA
553

Hits on statement about National Commander Wiley joining Trump for EO signing to reclassify cannabis.

PODCAST
20%

Tango Alpha Lima is in the top fifth of all podcasts on Spotify video.

LINKEDIN
7,156

Impressions on an item about the flag being lowered for Pearl Harbor Day, highest total of the month.



electronic media



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 | 1,033,845 | 30% |
| Dispatch | 28,753 | 31% |
| Commander's Message | 610,669 | 25% |
| Podcast | 6,108 | 43% |
| Legion Riders | 17,731 | 36% |
| Dugout | 67,573 | 38% |
| Flag Alert | 43,361 | 41% |
| SAL | 79,504 | 24% |
| Be the One | 664,267 | 24% |



WEBSITE

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

| | DEC 2025 | DEC 2024 | DEC 2023 |
|------------|----------|-----------|-----------|
| Page Views | 981,318 | 1,078,913 | 1,627,900 |
| Users | 667,633 | 730,703 | 572,359 |



PODCAST

According to Spotify's Wrapped for Creators report, here is how Tango Alpha Lima fared in 2025 compared to the previous year:

- 139 - Percentage increase of audience.
- 999 - Percentage increase of new listeners.
- 30 - Percentage increase of followers.
- 27 - Percentage increase in listening time.



PODCAST EPISODES ON YOUTUBE

| SUBJECT | VIEWS | IMPRESSIONS |
|--------------------------|-------|-------------|
| Sheepdog movie | 121 | 7,200 |
| Cami Gage | 130 | 1,600 |
| The Fight to Fight movie | 121 | 2,200 |



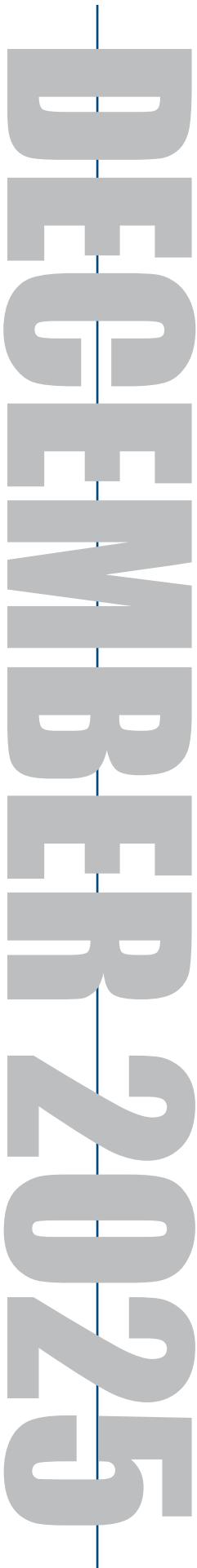
YOUTUBE

| | |
|----------------------------|--------------|
| DEC Total views | 426,300 |
| YTD Total views | 376,000 |
| YTD Viewing Time | 20,000 hours |
| YTD Impressions | 3.5 million |
| YTD Views from impressions | 118,500 |



EXTERNAL MEDIA

| NAME | VIEWS | PICKUPS |
|---|--------|---------|
| NC Wiley joins Trump for Executive Order reclassifying cannabis | 16,900 | 553 |



Facebook — most views in the month

| | |
|--|---------|
| NC Wiley statement on reclassifying cannabis | 230,257 |
| Reminder to lower flag on Pearl Harbor Day | 123,211 |
| Scholarship applications opening Jan. 1 | 91,986 |
| Happy Hanukkah | 89,655 |
| Army-Navy Game advance | 88,710 |



LinkedIn — top impressions in the month

| | |
|--|-------|
| Flag at half-staff for Pearl Harbor Day reminder | 7,156 |
| Pearl Harbor Day | 3,878 |
| Merry Christmas | 2,499 |
| Wreaths Across America Day advance | 2,109 |
| Bill to increase benefits hits roadblock | 2,023 |



Twitter — top posts in the month



Instagram — top posts in the month

| | |
|--|---------|
| Army-Navy Game rivalry is on | 151,148 |
| Space Force birthday | 64,844 |
| Army-Navy Game countdown, four days left | 64,827 |
| Army-Navy Game countdown, two days left | 50,931 |

Instagram — top reels in the month

| | |
|--|--------|
| Army-Navy Game rivalry, 10 days to go | 40,343 |
| Army-Navy Game rivalry, two days to go | 35,444 |
| Podcast at Army-Navy Media Row | 31,348 |
| Army-Navy Game week is here | 27,592 |