

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.



NEWSLETTER

308,245

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



FACEBOOK

41 million

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



EXTERNAL MEDIA

553

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



TWITTER

2,662

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



PODCAST

20%

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



WEBSITE

11,418

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



LINKEDIN

7,156

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



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.



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	197,851	41 million views
Twitter	121,196	82,600
Instagram	42,108	1,160,285 views
LinkedIn	55,923	70,509



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



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	DEC 2025	DEC 2024
Membership app	85,757	85,757
Sons of TAL	12,808	11,586
Baseball	19,798	18,341
Convention	2,157	2,294



EXTERNAL MEDIA

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

DECEMBER 2025



Facebook — most views in the month

Views

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

Impressions

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

Impressions

Call for Riders to share patriotic bike designs for America250	2,662
Photos of muster area before Army-Navy Game	2,616
Reminder to stop by BTO display at Army-Navy Game	2,059



Instagram — top posts in the month

Interactions

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

Interactions

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