

The top web and social media hits of February



FACEBOOK

326,357

Impressions of the commander's initial statement on VA's proposed medicine rule, by far the best of the month



TWITTER

11,610

Combined impressions of two posts about the commander's statement on initial interim rule. They were the top two tweets during February.



WEBSITE

61,402

Page views of the commander's statement about the Legion disagreeing with the proposed VA rule on medication, best of the month by far.



NEWSLETTER

56,400

Clicks of the Feb. 19 ALOU, which featured the Legion disagreeing with VA on its new rule on medication, which was later rescinded. The number of clicks is more than double the second-best of the year, which only had 21,010.



INSTAGRAM

13,809

Impressions of Commander Wiley's statement on the proposed VA rule that was later rescinded, best of the month



YOUTUBE

15,000

Subscribers to our YouTube channel, a milestone that was passed on March 1.



PODCAST

1,700

Views of podcast episodes on YouTube during the month.



LINKEDIN

70,761

Impressions during February, more than 13,000 better than the previous month.

 1.5k



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	1,028,295	30%
Dispatch	28,497	34%
Commander's Message	610,669	25%
Podcast	6,200	41%
Legion Riders	17,595	35%
Dugout	66,309	34%
Flag Alert	43,361	41%
SAL	79,504	24%
Digital Magazine	2,693	42%
Be the One	664,267	24%



WEBSITE

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

	FEB 2026	FEB 2025	FEB 2024
Page Views	719,808	997,983	1,210,714
Users	560,276	459,985	550,361



PODCAST EPISODES ON YOUTUBE

SUBJECT	VIEWS	IMPRESSIONS
Kayla Williams	109	2,100
Shawn Cheshire	65	1,200



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	181,656	11.9 million views
Twitter	121,747	91,100
Instagram	44,962	688,956 views
LinkedIn	57,071	70,761



YOUTUBE

FEB Total views	17,900
YTD Total views	39,200
YTD Viewing Time	2,000 hours
YTD Impressions	311,000
YTD Views from impressions	13,100



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	FEB 2026	FEB 2025
Membership app	85,757	85,757
Sons of TAL	12,808	11,747
Baseball	19,798	18,341
Convention	-	-

FEBRUARY 2026



Facebook — most views in the month

Views

Commander's initial statement on VA's proposed medicine rule	326,357
Commander statement on USGC and shutdown	114,683
Commander statement on Iran	108,323
Royce Williams receives MOH	105,793
Royce Williams to receive MOH	98,983



LinkedIn — top impressions in the month

Impressions

Posts nationwide remember Four Chaplains Day	5,435
Royce Williams receives Medal of Honor	4,692
Legion applauds VA for halting immediate enforcement of medication rule	3,557
Legion disagrees with new VA rule on medication	3,535
Number of veterans dying by suicide dropped slightly	3,314



Twitter — top posts in the month

Impressions

Combined posts on commander's statement on initial interim rule statement	11,610
Royce Williams to receive MOH	3,922



Instagram — top posts in the month

Interactions

Commander statement on VA rule	13,089
Commander statement on attack on Iran	7,901
Commander statement on VA halting rule	7,591
Commander statement on VA rescinding the rule	6,319
Royce Williams receives the Medal of Honor	6,196

Instagram — top reels in the month

Interactions

First podcast promo for Kayla Williams episode	1,534
Second podcast promo for Kayla Williams episode	1,495
Podcast promo for Columbus Batiste encore episode	1,470