

The top web and social media hits of January

INSTAGRAM

**1,426,381**

Views during the month of January

YOUTUBE

**562**

Views of the podcast episode with Shawn VanDiver.

FACEBOOK

**81,953**

Views of the story on the SAL page announcing the new membership record. It was the most views on any TAL Facebook page during the month.

TWITTER

**2,598**

Impressions of a tweet announcing the America Gives campaign.

WEBSITE

**16,824**

Page views of a story about the Senate blocking a vote to curb military action in Venezuela, best of the month.

NEWSLETTER

6

Of the eight ALOU and Monday Briefing newsletters sent in January, all but two of them had more opens than the 308,245 opens of the December 22 Online Update, which was the best of that month.

PODCAST

**389,162**

Total downloads of the Tango Alpha Lima podcast since its debut in 2020.

LINKEDIN

**57,362**

Impressions during 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%
Digital Magazine	6,073	30%
Be the One	664,267	24%



WEBSITE

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

	JAN 2026	JAN 2025	JAN 2024
Page Views	1,088,152	1,303,642	1,262,383
Users	663,514	672,636	718,863



PODCAST VIEWS

JAN Total views	1,580
YTD Total views	1,580
All time views	389,162



PODCAST EPISODES ON YOUTUBE

SUBJECT	VIEWS	IMPRESSIONS
Shawn VanDiver	562	4,200
Michael D'Angelo	167	1,400



YOUTUBE

JAN Total views	21,200
YTD Total views	21,200
YTD Viewing Time	1,100 hours
YTD Impressions	7.4 million
YTD Views from impressions	170,800



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

2023

