

## 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.





## 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 |



## 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     | 199,2861  | 25 million views |
| Twitter      | 121,394   | 69,978           |
| Instagram    | 42,969    | 1,426,381 views  |
| LinkedIn     | 56,426    | 57,362           |



## PODCAST EPISODES ON YOUTUBE

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



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



## 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     |

# JANUARY 2026



## Facebook — most views in the month

### Views

|  |        |
|--|--------|
| SAL page: New membership record                                | 81,953 |
| ALR page: Announcing Riders carrying flag to DC for America250 | 67,710 |
| NC Wiley photos from department visits                         | 60,456 |
| Reminder to attend national convention                         | 57,513 |
| Four Chaplains Sunday guide available                          | 51,683 |
| Congrats to SAL for membership record                          | 43,142 |



## LinkedIn — top impressions in the month

### Impressions

|   |       |
|---|-------|
| Advance on American Legion Gaming at SVA conference | 6,796 |
| VoterVoice: Major Richard Star Act                  | 3,659 |
| Application opens for Legacy Scholarship            | 2,785 |



## Twitter — top posts in the month

### Impressions

|                          |       |
|--------------------------|-------|
| Announcing America Gives | 2,598 |
| MLK Day recap            | 1,183 |



## Instagram — top posts in the month

### Interactions

|                           |       |
|---------------------------|-------|
| Holocaust Remembrance Day | 7,345 |
| MLK Day                   | 5,920 |
| Samsung Scholarship promo | 4,283 |

## Instagram — top reels in the month

### Interactions

|  |       |
|--|-------|
| Promo of podcast episode with Shawn VanDiver | 4,498 |
| SVA booth announcement winner                | 3,792 |
| Commander Wiley speaks at SVA NatCon         | 3,393 |