

## The top web and social media hits of July



INSTAGRAM

**40,031**

Views of a post announcing the Boys Nation president and vice president. Not only was it the best of the month, it was more than the next three best posts combined.



EXTERNAL MEDIA

**80,682,325**

Potential audience size of press release announcing that an Alabama student was elected president of Boys Nation.



FACEBOOK

**164,000+**

Combined reach of content related to the Junior Shooting Sports championship, including the link to watch live, congratulations posts to the winners and more.



TWITTER

**4,092**

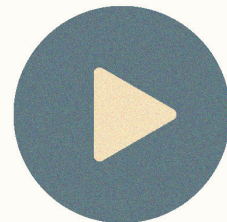
Impressions on a tweet from the American Legion Baseball account about the countdown to the ALWS. In fact, the ALB Twitter account had the three highest impressions during the month.



YOUTUBE

**14,074**

Subscribers to our YouTube channel, up nearly 1,000 from the start of the year.



NEWSLETTER

**318,312**

Opens of the July 14 Monday Briefing, with the subject line "Major statement' on Russia," fourth best of 2025 so far.



WEBSITE

**13,012**

Story with the most page views, "NATO must be ready for a two-front conflict with Russia and China."



PODCAST

**815**

Downloads of the episode, "Top three things disruptive to your health with Jennifer Campbell," best of the month and the second most among the previous 20 episodes.



LINKEDIN

**3,794**

Post with the most monthly impressions, related to the Independence Day video, which also received 1,720 views.

## revenue

### REVENUE PER CATEGORY YEAR TO DATE

	ACTUAL	BUDGETED	DIFFERENCE
Magazine	\$3,435,734	\$4,350,400	\$(914,666)
Magazine Production	\$13,950	\$5,500	\$8,450
Online Update	\$88,360	\$58,331	\$30,029
Website	\$45,669	\$17,500	\$28,169
Dispatch	\$0	\$-	\$-
Convention Program	\$11,460	\$15,000	\$(3,540)
Thank You Thursday	\$216,000	\$0	\$216,000
Podcast	\$1,020	\$0	\$1,020
	\$3,812,193	\$4,446,731	\$(634,538)

## Registrations

The Internet group and the Media & Communications team works with other American Legion divisions to create and promote easy-to-use registration forms for various programs. These forms also help collect fees for various programs such as Legion Baseball and the Legacy Run.

Legion Extension Institute fee: **\$90**

Baseball registration fees:  
Insurance: **\$10,600**

Collected for Departments: **\$99,905**

Collected for National: **\$38,550**

Legacy Run registration fees: **\$32,235**

## ONLINE MEMBERSHIP JOINS



	JULY	JUNE	Membership YTD
Renews	38,886	1,563	38,886
Unique Legion.org/Join Visitors	45,757	61,198	-
New members acquired	2,503	1,563	2,503

## WEBSITE CONTRIBUTION TO EMBLEM SALES



While not tallied as part of Media and Communications' revenue, there are direct merchandise sales, joins and donations that come from Legion.org.

### EMBLEM SALES REVENUE

	JULY	JUNE
Orders	1,226	1,196
Gross Sales:	\$103,580.97	\$102,710.69
Gross Profit:	\$42,018.91	\$41,988.03



## TOP STORIES ON LEGION.ORG FOR THE MONTH



	CLICKS
NATO must be ready for a two-front conflict with Russia and China	13,012
5 Things to Know 07/14	11,978
5 Things to Know 07/07	11,570
5 Things to Know 07/21	9,709
5 Things to Know 07/28	6,718
New Legion-backed law helps thousands of veterans	6,166
US, Australia troops lead record logistics push	4,153
Post provides hope, support amidst tragedy of Texas flooding	3,213
VA announces expanded burial benefits	1,964
Tax savings for seniors	1,901



## 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	1,040,221	29%
Dispatch	29,110	38%
Commander's Message	610,669	25%
Podcast	5,855	39%
Legion Riders	17,989	30%
Dugout	68,218	33%
Flag Alert	44,177	40%
SAL	79,752	27%
Be the One	684,152	25%



## WEBSITE

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

	JULY 2025	JULY 2024	JULY 2023
Users	438,344	628,948	638,006
Page Views	1,143,450	1,654,228	1,870,472



## PODCAST

The "Ashley Effect" grew our downloads when she was host. The strategic plan will address the decline.

	2025	2024	2023	2022	2021
JULY	3,983	4,570	6,819	5,225	2,932
YTD	35,502	50,206	55,627	38,940	19,426



## 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	183,941	9.8 million reach
Twitter	120,788	178,787
Instagram	37,210	11,300 interactions
LinkedIn	53,059	65,981



## PODCAST VIEWS

SUBJECT	VIEWS	IMPRESSIONS
Kevin Schmiegel	153	4,900
Natalie Schibell	151	2,200
Robert Douglas	101	2,700



## YOUTUBE

JULY Total views	33,900
YTD Total views	190,500
YTD Viewing Time	10,300 hours
YTD Impressions	1.9 million
YTD Views from impressions	64,100



## 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	JULY 2025	JULY 2024
Membership app	85,757	83,204
Sons of TAL	12,316	11,171
Baseball	18,341	17,346
Convention	235	591



## EXTERNAL MEDIA

NAME	POTENTIAL AUDIENCE	VIEWS/PICKUPS
Alabama student elected president of Boys Nation	80,682,325	1,343 / 530

# JULY 2025



## Facebook — highest reach in the month

	Reach
JSSP follow live scoring	59,929
JSSP advance	52,607
Congrats to Boys Nation grads	40,855
Fourth of July video	31,499
Congrats to JSSP winners	30,690
SAL FB page: Congratulations to JSSP champions	22,014



## LinkedIn — top posts in the month

	Impressions
Independence Day video	3,794
Major Richard Star Act	2,694
Eagle Scout and Be the One	2,180
USA 250 Challenge launch video	1,951
Buy your flags	1,819



## Twitter — top posts in the month

	Impressions
ALB: 2007 ALWS champ/countdown to ALWS	4,092
ALB: Alumni named to All-Star Game	3,324
ALB: Legion Baseball turns 100	3,005
Boys Nation advance	1,561
Texas post serving as relief center	1,438
Legacy Run registration ongoing w/video	1,400



## Instagram — top posts in the month

	Interactions
Boys Nation / Results of president, VP elections	40,031
Boys Nation / Results of President Pro Tempore election	15,416
Boys Nation / Kickoff carousel	12,533
Boys Nation / Results of Secretary election	10,493

## Instagram — top reels in the month

	Interactions
Boys Nation / White House	10,342
Boys Nation / arrivals	7,147
July Fourth / Diesel Jack	7,111
Boys Nation / Dominic Mimbang interview	6,590