

# The top web and social media hits of March



FACEBOOK

**109,037**

Reach of a story advancing Vietnam War Veterans Day, best of the month.



TWITTER

**1,100**

RIP to Chuck Norris with a mention of his military service



WEBSITE

**15,337**

Page views of a story about lawmakers considering more than two dozen bills to modernize and expand VA programs, best of the month.



NEWSLETTER

**29,424**

Clicks of the March 2 Monday Briefing, which was led by a story on the deaths of four U.S. servicemembers in the Iran war. The number of clicks is the second best this year.



INSTAGRAM

**145,200**

Views of the VA Secretary's Commander's Call, by far the best of the month.



YOUTUBE

**888**

Views of Commander Wiley's testimony, best of the month. (The Commander's Call received 737 views, next best among new videos.)



PODCAST

**2,400**

Impressions of encore episode featuring Sally Roberts.



LINKEDIN

**82,326**

Impressions during March, which were 12,000 more than the previous month, which was more than 13,000 better than January.



### 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	1,021,385	28%
Dispatch	28,229	33%
Commander’s Message	610,669	25%
Podcast	6,224	38%
Legion Riders	17,450	36%
Dugout	66,309	34%
Flag Alert	43,361	41%
SAL	77,987	25%
Digital Magazine	6,688	44%
Be the One	647,072	25%



### WEBSITE

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

	MARCH 2026	MARCH 2025	MARCH 2024
Page Views	1,112,841	1,107,720	1,204,386
Users	483,830	466,436	539,572



### PODCAST EPISODES ON YOUTUBE

SUBJECT	VIEWS	IMPRESSIONS
Sarah Alger	85	1,600
Doug Evans encore	91	1,400
Sarah Roberts encore	65	2,400



### 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	204,226	14.3 million views
Twitter	121,903	90,656
Instagram	47,134	1,200,000 views
LinkedIn	57,827	82,326



### YOUTUBE

MARCH Total views	22,300
YTD Total views	61,900
YTD Viewing Time	3,200 hours
YTD Impressions	511,400
YTD Views from impressions	20,300



### 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	MARCH 2026	MARCH 2025
Membership app	85,757	85,757
Sons of TAL	13,008	11,927
Baseball	19,798	18,341
Convention	-	-

# MARCH 2026



## Facebook — most views in the month

### Views

Vietnam War Veterans Day advance	109,037
Medal of Honor Day	103,194
Statement on ending the government shutdown	86,381
Start of OIF anniversary	80,143
ALR FB page: Sojourn 250 registration open	74,960
SAL FB page: Photos of SAL before wreath-layings in DC	36,940
ALB FB page: 50th anniversary of Keeter Stadium	13,540



## LinkedIn — top impressions in the month

### Impressions

Medal of Honor Day	5,590
Buddy Check Week	4,002
House VA committee considering 27 bills	2,622
Employment Award (Black Hills Energy)	2,591
VA announces \$112M in suicide prevention grants	2,528



## Twitter — top posts in the month

### Impressions

RIP to Chuck Norris with a mention of his military service	1,100
Vietnam War Veterans Day	1,098



## Instagram — top posts in the month

### Interactions

VA Secretary's Commander's Call	145,200
National Medal of Honor Day	103,300

## Instagram — top reels in the month

### Interactions

Condiment socks, collab with VivaLaVargas and MandatoryFunDay	240,800
WAshton Conference Hill Day	31,100
Creepy spider pelt, collab with VivaLaVargas	16,600