

The top web and social media hits of November



WEBSITE

482,651

Page views for the 2025 Veterans Day Deals and Discounts — well more than the 310,000 views from last year, which was a record for the website.



NEWSLETTER

35,279

Clicks of the November 6 Online Update, with the subject line, "Veterans Day Deals and Discounts," best of the year so far.



EXTERNAL MEDIA

1,900

Hits on statement from National Commander Wiley mourning the passing of Dick Cheney.



FACEBOOK

75,205

Views of a Sons of The American Legion video from 1939, roughly 15 times as many as the second-most viewed post.



PODCAST

9

Tango Alpha Lima was recently named the ninth-best podcast in the military and veterans community by Feedspot.



TWITTER

6,926

Impressions of a tweet reminding followers of "The American Revolution" debut with a link to the Ken Burns podcast, by far the most of the month.



LINKEDIN

6,314

Impressions on a story, "Veterans, active duty eligible for Harvard MPA program," highest total of the month.



INSTAGRAM

16,803

Views promoting a story on Boys State from the American Institute for Boys and Men, best of the month.



YOUTUBE

7,000

Hours of videos of American Legion content watched on YouTube year to date.



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%
Be the One	664,267	24%



WEBSITE

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

	NOV 2025	NOV 2024	NOV 2023
Page Views	1,367,831	1,391,528	1,270,479
Users	805,244	796,088	797,283



PODCAST

According to Spotify's Wrapped for Creators report, here is how Tango Alpha Lima fared in 2025 compared to the previous year:

- 139 - Percentage increase of audience.
- 999 - Percentage increase of new listeners.
- 30 - Percentage increase of followers.
- 27 - Percentage increase in listening time.



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	195,594	22.6 million views
Twitter	121,091	138,600
Instagram	41,042	739,217 views
LinkedIn	55,384	80,258



PODCAST EPISODES ON YOUTUBE

SUBJECT	VIEWS	IMPRESSIONS
Mark Sewell	252	18,300
DGWOT series: Jacob Rodriguez and Eddie Lored	90	2,000
GWOT episode 5 Darius Holland	129	1,000



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	NOV 2025	NOV 2024
Membership app	85,757	85,757
Sons of TAL	12,716	11,586
Baseball	19,798	18,341
Convention	2,157	2,294



YOUTUBE

NOV Total views	40,100
YTD Total views	350,000
YTD Viewing Time	18,500 hours
YTD Impressions	3.2 million
YTD Views from impressions	100,100



EXTERNAL MEDIA

NAME	VIEWS	PICKUPS
Legion mourns passing of Dick Cheney	1,900	396

NOVEMBER 2025



Facebook — most views in the month

Views

Thanksgiving message with photos	491,342
SAL page: Sons of The American Legion video from 1939	75,205
Mario Marquez, panelist at VA roundtable	50,911
Photos from Big Red Turkey Run	44,688



LinkedIn — top impressions in the month

Impressions

Veterans, active duty eligible for Harvard MPA program	6,314
Happy birthday, U.S. Marine Corps	5,355
Mario Marquez as a panelist for VA roundtable	3,563
Army-Navy Game advance	3,174



Twitter — top posts in the month

Impressions

Reminder of "The American Revolution" with link to Ken Burns podcast:	6,926
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Instagram — top posts in the month

Interactions

Story on Boys State from the American Institute for Boys and Men	16,803
Veterans Day	12,702
Veterans Day: USS New Jersey carousel	10,988
Happy Birthday, Marine Corps	9,553

Instagram — top reels in the month

Interactions

Army-Navy Game Jason (2)	49,529
Army-Navy Game Jason (1)	40,045
Army-Navy Game Jason-Austin (1)	29,326
Army-Navy Game Austin (1)	23,379
Army-Navy Game Jason-Austin (2)	19,537