

The top web and social media hits of October



WEBSITE

63,101

Story with the most page views, "What's affected by the government shutdown." That is believed to be the highest total so far this year.



NEWSLETTER

325,439

Opens of the October 20 Monday Briefing newsletter, with the subject line, "Why did this soldier die?," third best of the year so far.



FACEBOOK

212,007

Reach of an iPhone video of Midshipmen marching in front of Legion activation display, more than the total of the next best four combined.



TWITTER

2,810

Impressions of a tweet from the American Legion Baseball account promoting the ALWS champions at the World Series.



INSTAGRAM

4,463

Views of the reel featuring the American Legion World Series champions at Game 4 of the World Series, best of the month.



EXTERNAL MEDIA

67,300

Hits on press release on National Commander Wiley's response to Washington Post story about VA benefits.



PODCAST

7,148

November downloads, best monthly total since February 2024.



LINKEDIN

84,992

Monthly impressions, more than 10,000 better than September, which continues an upward trend.



YOUTUBE

2,081

Views of two videos of ED Mario Marquez speaking at a press conference about the government shutdown, the top two new videos of 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	1,034,189	31%
Dispatch	28,820	30%
Commander’s Message	610,669	25%
Podcast	6,060	42%
Legion Riders	17,731	36%
Dugout	67,573	38%
Flag Alert	43,570	41%
SAL	79,878	26%
Be the One	664,264	24%



WEBSITE

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

	OCT 2025	OCT 2024	OCT 2023
Page Views	999,301	1,072,844	1,038,029
Users	462,390	602,793	444,304



PODCAST

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

	2025	2024	2023	2022	2021
OCT	7,148	4,150	9,172	5,951	5,093
YTD	53,440	65,601	106,833	56,195	44,131



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	190,1088	8.3 million reach
Twitter	121,416	103,833
Instagram	39,630	11,000 interactions
LinkedIn	54,752	84,992



PODCAST VIEWS

SUBJECT	VIEWS	IMPRESSIONS
GWOT episode 1 Rod Rodriguez	172	4,400
Dan Kunze	123	2,400
GWOT episode 5 Darius Holland	205	1,700



YOUTUBE

OCT Total views	25,600
YTD Total views	309,900
YTD Viewing Time	16,900 hours
YTD Impressions	2.9 million
YTD Views from impressions	95,100



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	OCT 2025	OCT 2024
Membership app	85,757	85,247
Sons of TAL	12,621	11,478
Baseball	19,798	18,341
Convention	2,157	2,294



EXTERNAL MEDIA

NAME	VIEWS	PICKUPS
DC office leads cleanup efforts at National Mall	1,600	248
NC Wiley’s response to Post story about VA benefits	67,300	399

OCTOBER 2025



Facebook — highest reach in the month

	Reach
Phone video of Midshipmen marching in front of Legion activation display	212,007
BTO World Mental Health Day	60,075
Navy birthday	42,281
Phone video of Navy 250 parade in Philly	38,782
Shutdown guide	30,498



LinkedIn — top posts in the month

	Impressions
Happy birthday, U.S. Navy	9,159
Five Things to Know (Oct. 20)	3,155
Press conference urging Congress to pass Pay Our Troops Act	3,107
VoterVoice: Tell Congress to fund government	2,889
Operation Enduring Freedom anniversary	2,797



Twitter — top posts in the month

	Impressions
Call to reopen government press conference	4,621
ALB Twitter: ALWS champs at World Series	2,810



Instagram — top posts in the month

	Interactions
Shutdown press conference photo	21,953
Happy birthday, U.S. Navy	21,102
ALWS champs at World Series	18,906
Breakdown of shutdown impact	16,267

Instagram — top reels in the month

	Interactions
ALWS champs at World Series	4,463
GWOT episode 1	3,241
GWOT episode 3	2,676
Shutdown press conference promo	2,007