

The top web and social media hits of September



WEBSITE

27,215

Story with the most page views, "NORAD tracks Russian bombers in Alaska air defense zone." That total was more than double the second-most clicked story.



NEWSLETTER

180,471

Opens of the September 1 Be the One newsletter, with the subject line, "Join me to Be the One," best of 2025 so far.



FACEBOOK

75,074

Most impressions of the month from a post about American Legion Day.



TWITTER

8,439

Impressions of a tweet promoting the Ken Burns podcast appearance on Tango Alpha Lima.



INSTAGRAM

45,016

Views of the carousel featuring images for the Sept. 11 anniversary. Not only was it the best of the month, it was roughly 12,000 more than the next five best performers combined.



PODCAST

755

Downloads of the Ken Burns podcast episode, best of the month and the fourth most among the previous 30 episodes.



LINKEDIN

73,331

Monthly impressions, higher than August, which was about 16% higher than during July.



YOUTUBE

15,400

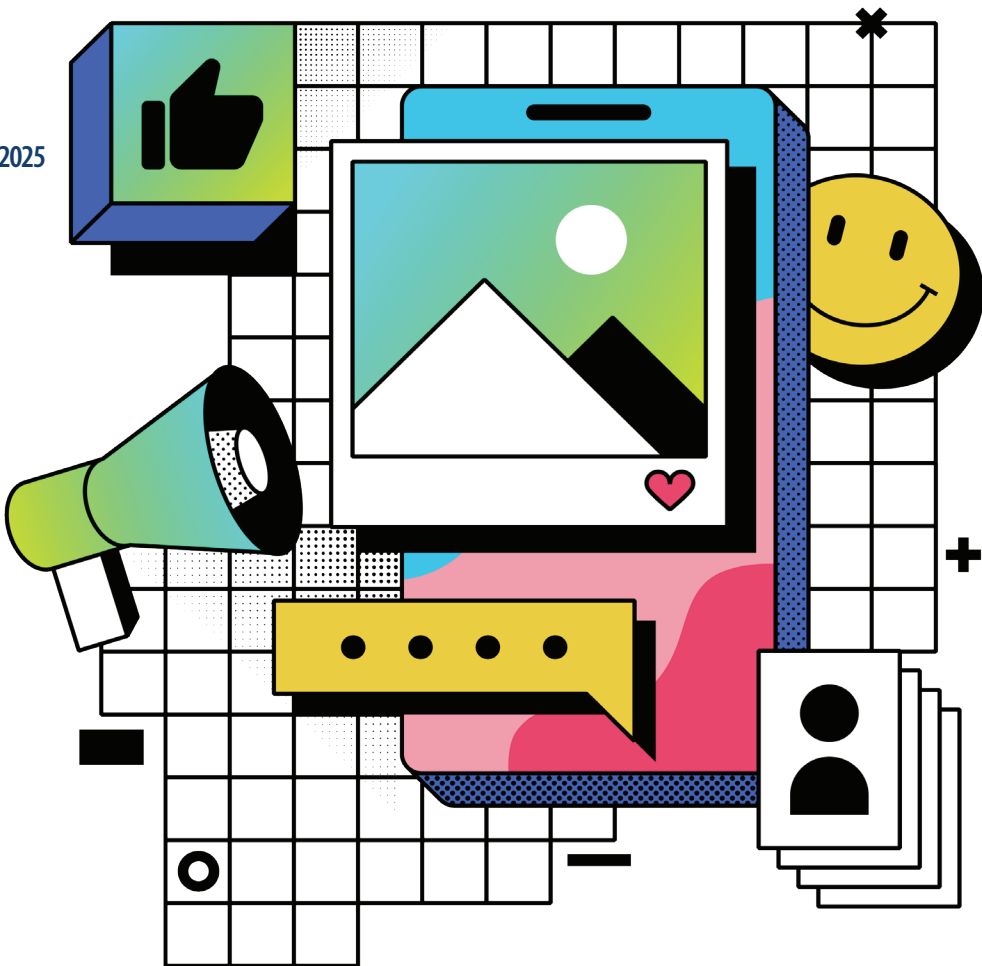
Hours of viewing time on our YouTube channel since the start of the year.



EXTERNAL MEDIA

51,100,000

Potential audience size of press release of National Commander Dan Wiley calling for Congress to pass a CR and avoid the government shutdown.





revenue

REVENUE PER CATEGORY YEAR TO DATE

	ACTUAL	BUDGETED	DIFFERENCE
Magazine	\$4,459,714	\$5,579,000	\$(1,119,286)
Magazine Production	\$25,825	\$6,875	\$18,950
Online Update	\$107,480	\$74,997	\$32,483
Website	\$57,044	\$22,500	\$34,544
Dispatch	\$0	\$-	\$-
Convention Program	\$11,460	\$15,000	\$(3,540)
Thank You Thursday	\$264,000	\$-	\$264,000
Podcast	\$1,020	\$0	\$1,020
	\$4,926,543	\$5,698,372	\$(771,829)

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



	SEPTEMBER	AUGUST	Membership YTD
Renews	10,965	14,874	64,701
Unique Legion. org/Join Visitors	71,471	41,061	-
New members acquired	2,366	2,706	7,575

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

	SEPTEMBER	AUGUST
Orders	967	1,226
Gross Sales:	\$100,626.67	\$103,580.97
Gross Profit:	\$40,791.13	\$42,018.91



TOP STORIES ON LEGION.ORG FOR THE MONTH

CLICKS



NORAD tracks Russian bombers, fighters in Alaska air defense zone	27,215
Five Things to Know 09/08	13,239
Five Things to Know 09/29	12,654
Remembering those lost on 9/11	9,449
Five Things to Know 09/22	7,463
Five Things to Know 09/01	7,189
Five Things to Know 09/15	6,708
Lawmakers seek to guarantee troop pay in case of a government shutdown	6,603
Germany recommits to European global security	5,083
Join me in our USA 250 challenge	4,651



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	1,036,264	31%
Dispatch	28,843	34%
Commander's Message	610,669	25%
Podcast	6,010	38%
Legion Riders	17,989	30%
Dugout	67,573	38%
Flag Alert	43,570	41%
SAL	79,827	28%
Be the One	673,538	27%



WEBSITE

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

	SEPT 2025	SEPT 2024	SEPT 2023
Users	559,956	534,361	412,822
Page Views	891,417	1,079,614	938,360



PODCAST

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

	2025	2024	2023	2022	2021
SEPT	5,306	6,886	34,871	5,990	12,091
YTD	45,490	61,451	97,661	68,456	39,038



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	190,193	7.4 million reach
Twitter	121,276	142,268
Instagram	38,870	9,300 interactions
LinkedIn	54,178	73,331



PODCAST VIEWS

SUBJECT	VIEWS	IMPRESSIONS
Ken Burns	356	7,700
National convention, part two	253	2,600
Robert Edsel	122	6,000



YOUTUBE

SEPT Total views	25,800
YTD Total views	284,400
YTD Viewing Time	15,400 hours
YTD Impressions	2.7 million
YTD Views from impressions	92,200



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	SEPT 2025	SEPT 2024
Membership app	85,757	84,715
Sons of TAL	12,545	11,403
Baseball	19,798	18,341
Convention	2,157	2,294



EXTERNAL MEDIA

NAME	POTENTIAL AUDIENCE	VIEWS/PICKUPS
Congress must avoid the shutdown	51,100,000	5,825 / 206

SEPTEMBER 2025



Facebook — highest reach in the month

	Reach
American Legion Day	75,074
POW-MIA Table	71,794
SAL birthday	45,694
Legion-supported bills pass	40,024
Legionnaire finishes sixth in Mrs. America	34,971



LinkedIn — top posts in the month

	Impressions
9/11 timeline of events	7,365
American Legion Day	5,860
POW/MIA Recognition Day	5,678
VIDEO: Ken Burns on podcast	2,674
9/11 flags at half-staff reminder	2,550
Commander Wiley: Join me to Be the One	2,255



Twitter — top posts in the month

	Impressions
Ken Burns podcast promo	8,439
SAVES Act call for support	8,367



Instagram — top posts in the month

	Interactions
9/11 carousel	45,016
American Legion Day carousel	9,974
POW-MIA Day carousel	8,208

Instagram — top reels in the month

	Interactions
Ken Burns podcast promo	8,365
National convention, second episode promo	1,971
GWOT podcast intro promo	1,771
Monica Fullerton podcast promo	1,638