

PUBLIC RELATIONS/PUBLICITY, MEDIA & COMMUNICATIONS

PDC STEVE FISHER, CHIEF INFORMATION OFFICER

The following is the CIO and Publicity, Media & Public Relations report for the Department Convention 2026.

Hello American Legion Family! The 2025-2026 Legion year has been a year of many continuing transitions. I want to start off by thanking our Department Commander Dan Channel for my appointments. I would also like to thank our incredible staff who always strive for our Programs to succeed, and it is their continued dedication that enables all of us to do great work around New Jersey. We could not do all of this without the immense participation of the committee members!

Commander Channel has proved that his motto is absolutely true! “CHANNELING OUR ENERGIES TO HELPING VETERANS”! Our Commander has sent over 16.4K Happy Birthday emails to members! Commander Channel also sent another 171K+ emails with over 28K read by our members!

I would like to remind everyone that if your post, squadron, unit, chapter, or County does any event or presentation, WE WOULD LOVE TO SHARE IT! Just email social@njamericanlegion.org with all of the information and it could be all over the place! Remember, we are here to promote all of the great work that our American Legion Family does throughout New Jersey and Nationally!

Below are statistics based on the date of my writing this report (28Mar2026).

Our Department website <https://www.njamericanlegion.org> continues to be a source of great information. We have the following statistics since the 2025 Department Convention:

- 22,506 visits
- 40,290 page views
- 409 clicks to call
- 43 Form submissions
- 493 clicks to email
- 7 separate campaigns
- 1,400 searches on the website with a “Great” Rating

Social Media

Our Department digital presence with Official pages on Twitter, Instagram, LinkedIn, Facebook, YouTube, and FLICKR all had multiple content updates. Facebook, Instagram, and X pages for The Detachment (SonsDetNJ) and Department Riders (RidersDeptNJ) also had multiple content updates:

- Facebook
 - Overall Reach – 295.6K increase of over 400%
 - Content Interactions – 20.7K increase of over 62%
 - Page Likes – 4.2K increase of over 740%
 - Followers – 1.2K increase of over 59%
 - Watch time – 12 days 17 hours increase of over 240%
 - Views – 447K increase of over 121%

- Instagram
 - Overall reach – 67K increase of over 980%
 - Followers – 209 increase of over 52%
 - Content Interactions -2.1K increase of over 270%
 - Views – 64K increase of over 450%
- X (Formally Twitter)
 - Overall Posts – 13K
 - Followers – 225
 - Impressions – 19.2K
 - Engagements – 837
 - Reposts – 47
 - Likes – 260
 - Replies – 142
 - Watch time – 13.1 Hours
- LinkedIn
 - Total Followers – 79 increase 46%
 - Articles and posts – 1.4K increase 340%
 - Impressions – 10.6K increase 179%
- YouTube
 - Channel Views - 137.7K increase 5400%
 - Watch time – 678 hours increase 967%
 - Subscribers – 145 increase 245%
 - Impressions –221K increase 417%
 - Videos and shorts – 1,087 increase 583%
- Flickr
 - Albums – 138 increase 50%
 - Photos – 26,343 increase 53%
 - Views – 360.6K increase 102%

SonsDetNJ

- Facebook
 - Views – 78.5K increase 116%
 - Reach – 14K increase 47%
 - Interactions – 1.8K
 - Watch time – 2 days 7 hours increase 1160%
 - Followers – 334 increase 68%
 - Likes – 428 increase 260%
- Instagram
 - Views – 36.3 K increase 8.9K%
 - Reach – 50.9K increase 38.7K%
 - Interactions – 704 increase 1114%
 - Posts – 449 increase 72%

- Followers – 22
- X
 - Posts – 1,439 increase 192%
 - Followers – 6

RidersDeptNJ

- Facebook
 - Views – 78.8K increase 785%
 - Reach – 14.6K increase 1117%
 - Interactions – 2.6K increase 305%
 - Watch time – 1 Day 21 Hours increase 35K%
 - Followers – 194 increase 234%
 - Likes – 906 increase 2.2K%
- Instagram
 - Views – 36.6K increase 7.5K%
 - Reach – 51.3K increase 18.2K%
 - Interactions – 737 increase 1K%
 - Followers – 28
 - Posts – 1,438 increase 540%
- X
 - Posts – 1,437 increase 194%
 - Followers – 12 increase 200%

Our Department Media and Public Relations have strived to remain consistent with all messaging and branding. If you are not following us on social media YOU SHOULD BE! There are: Daily Buddy Checks; #LunchWithLegion at noon; #BETHEONE at 1PM; and of course, a nightly video at 9PM. Stay informed and you never know just what you may see or learn! Oh, and by the way, make sure you share our posts!

So much more to come!
Respectfully submitted,

For God and Country!

Steven Fisher (PDC)
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"VETERANS STRENGTHENING AMERICA"