

# ASBP Weekly Media Report

A glance at the military blood program's online engagement for the week of February 6-12, 2017



## TOP PERFORMERS

### Facebook

**Dog popping in at the sound of cookie jar opening GIF (Feb. 10)**  
12,460 reached | 578 reactions | 510 clicks



### Twitter

**Cookie Monster eating cookies off cookie sheet GIF (Feb. 10)**  
550 impressions | 19 engagements



## HOW DID WE DO?



**2,961 | 255,430**  
Page likes | Total fans  
**23,194 | 3,782**  
Total reach | Post engagement



**40**  
New followers  
**4,056 | 152**  
Impressions | Engagements



**62 | 20**  
Repins | Clicks



**8,148**  
Photo views



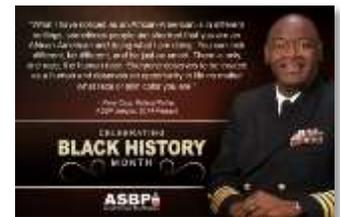
**43**  
Video views

## WHAT ARE WE UP TO?

### Military Blood Program Continues to Celebrate Black History Month

“What I have noticed as an African-American is in different settings, sometimes people are shocked that you are an African-American and doing what I am doing. You can look different, be different, and be just as smart. There is only one race, the human race. Everyone deserves to be treated as a human and deserves an opportunity in life, no matter what race or color you are.”

— **Navy Capt. Roland Fahie, ASBP director**



[See original Facebook post](#)

## NEWSWORTHY CONTENT

### With Help from the 153rd Blood Detachment

The Armed Services Blood Bank Center-Pacific Northwest at Joint Base Lewis-McChord, Wash., conducts many blood drives a year, normally set up within the hosting unit's facility. One location that has many potential donors but does not have adequate space for a blood drive is the Lewis Post Exchange.

That is, until now! **Read more:** <http://bit.ly/2kscvWB>

**See more photos:** <http://bit.ly/2lGhMHG>



**See more photos of Capt. Fahie's travels throughout the military blood program:**

<http://bit.ly/1Oqh7nX>

## KEEP AN EYE OUT FOR ...

- **Coast Guard Reserve 76th birthday (Feb. 19):** Join us as we wish a happy 76th birthday United States Coast Guard Reserve! Your 'Professionalism, Patriotism, Preparedness' always helps save lives!
- **Love Your Pet Day (Feb. 20):** Feb. 20 is "Love Your Pet Day." Join us as we honor the loyal and giving animals that bring a smile to our faces every day.
- **George Washington's birthday (Feb. 22):** "Let your heart feel for the afflictions and distress of everyone..." Celebrate George Washington's birthday by letting your heart give to help save lives!