

ASBP Weekly Media Report

A glance at the military blood program's online engagement for the week of: Jan 1 – 7, 2018



TOP PERFORMERS

Facebook

Jumping into the New Year (video) (Jan 1)
50,919 reached | 3,287 reactions | 2,849 clicks



Twitter

Starting the year off (MT of DOD) (Jan 3)
1,264 impressions | 10 engagements



HOW DID WE DO?

<p>302 304,033 Page likes Total fans</p> <p>115,540 17,931 Total reach Post engagement</p>	<p>18,180 70 Total followers New followers</p> <p>4,981 101 Impressions Engagements</p>	<p>132 4 Total followers New followers</p> <p>189 47 Impressions Engagements</p>
<p>12 5 Saves Clicks</p>	<p>3,867 Photo views</p>	<p>58 Video views</p>

WHAT ARE WE UP TO?

A Time to Celebrate

We are ready to celebrate our awesome donors, volunteers and supporters during National Blood Donor Month. You made a difference and gave hope to ill or injured service members and their families in 2017. We honor the men and women who took time from their schedules to roll up their sleeves and donate blood. Thank you! <http://bit.ly/2A57asO>



NEWSWORTHY CONTENT

'Enduring Warrior' to Attend, Speak at West Point Blood Drive

During the ASBP West Point Blood Drive, there is a unique opportunity for the community to not only save lives but to meet a wounded veteran whose life was saved. Retired Army Staff Sgt. Earl Granville will be at the drive on Jan. 9, in the afternoon, to talk with donors and share his experiences as a wounded warrior, veteran and adaptive athlete. <http://bit.ly/2F48CPI>



KEEP AN EYE OUT FOR ...

- **The ASBP at West Point 2018:** We will be at the U.S. Military Academy Jan 8 – 11 for a four-day blood drive. Follow us on all our social media channels for highlights each day.