

# ASBP Weekly Media Report



A glance at the military blood program's online engagement for the week of:  
Jan. 29 – Feb. 4, 2018

## TOP PERFORMERS

### Facebook

#### When weather breaks video (Jan. 29)

48,151 reached | 5,323 reactions | 2,897 clicks









### Twitter

#### Wounded warrior talks about blood (video) (Feb. 2)

4,408 impressions | 118 engagements



## HOW DID WE DO?

 <b>284   304,265</b> Page likes   Total fans <b>73,435   9,091</b> Total reach   Post engagement	 <b>18,421   52</b> Total followers   New followers <b>8,816   177</b> Impressions   Engagements	 <b>164   12</b> Total followers   New followers <b>309   40</b> Impressions   Engagements
 <b>4   8</b> Saves   Clicks	 <b>6,361</b> Photo views	 <b>56</b> Video views

### ASBP Focal Point monthly newsletter: January 2018 edition

Open rate: 22.7% (23.70% industry)

CTR: 13% (9.55% industry)

Voluntary subscribers: 994

## WHAT ARE WE UP TO?

### The Oil of Your Body

That's how one wounded warrior and veteran puts it. Ret. Staff Sgt. Earl Granville, wounded warrior and motivational speaker, talked about how blood is like the oil of your body, how you need it to keep things moving and running to survive. He did this during our 2018 West Point blood drive in early January. Check out the incredible video of what else he had to say and to thank those that donate. <http://bit.ly/2nRRaGD>



## NEWSWORTHY CONTENT

### Donating Blood Benefits Many, Even Donor

Not only can being a blood donor save someone else, there is growing research that blood donation can help to save or improve the life of the donor themselves. To someone who has lost blood due to an illness or injury, a blood donor can be the difference between life and death.

Read more: <http://bit.ly/2rYe0Sf>

