

ASBP Weekly Media Report

A glance at the military blood program's online engagement for the week of:
March 26 – April 1, 2018



TOP PERFORMERS

Facebook

Put dishes away before donation appt (video) (March 29)
17,670 reached | 1,952 reactions | 934 clicks



Twitter

#BetterYourselfIn3Words (March 28)
437 impressions | 23 engagements



HOW DID WE DO?

 140 303,561 Page likes Total fans 46,285 7,749 Total reach Post engagement	 18,604 2 Total followers New followers 2,395 70 Impressions Engagements	 181 1 Total followers New followers 323 40 Impressions Engagements
 13 6 Saves Clicks	 2,794 Photo views	 68 Video views

WHAT ARE WE UP TO?

Saving the Biggest to Littlest

The Armed Services Blood Bank Center - Okinawa has received great coverage of who they are and what they do. Check out some great video of their committed staff (<http://bit.ly/2Ejr05S>), their call to save the "littlest" (<http://bit.ly/2GUQTOB>) and why one donation of platelets can do so much (<http://bit.ly/2G3bGzd>).



NEWSWORTHY CONTENT

Higher Learning Learns to Save Lives

We're back again and working with the University of Virginia ROTC for the fourth year in a row. Our team at the Fort Bragg Blood Donor Center geared up and drove out to Charlottesville, Virginia to collect vital donations to support MTFs around the world. Read more: <http://bit.ly/2GuJ3I1>

