

# ASBP Weekly Media Report

A glance at the military blood program's online engagement for the week of: April 23 – 29, 2018



## TOP PERFORMERS

### Facebook

**Trying to get work done (dog video) (April 25)**  
6,066 reached | 213 reactions | 330 clicks









### Twitter

**Mascot does muddy buddy #tbt (April 27)**  
363 impressions | 8 engagements



## HOW DID WE DO?

|  |   |  |
|--|---|--|
|  <p><b>125   302,966</b><br/>Page likes   Total fans<br/><b>12,079   1,747</b><br/>Total reach   Post engagement</p> |  <p><b>18,518   5</b><br/>Total followers   New followers<br/><b>2,011   35</b><br/>Impressions   Engagements</p> |  <p><b>193   9</b><br/>Total followers   New followers<br/><b>224   31</b><br/>Impressions   Engagements</p> |
|  <p><b>12   7</b><br/>Saves   Clicks</p>  |  <p><b>2,920</b><br/>Photo views</p>   |  <p><b>55</b><br/>Video views</p>   |

## WHAT ARE WE UP TO?

### In the Middle of the Ocean

Did you know we have a donor center in Guam? That's right! Here Machinist's Mate Fireman Joseph Shore, assigned to the submarine tender USS Frank Cable (AS 40), donates blood to the Armed Services Blood Program, May 1. Frank Cable, forward deployed to Guam, repairs, rearms and re-provisions deployed U.S. Naval Forces in the Indo-Pacific region. (U.S. Navy photo by Mass Communication Specialist 3rd Class Alana M. Langdon/Released). Catch up with the Guam BDC on their Facebook page: <https://www.facebook.com/ASBPGuam/>.



## NEWSWORTHY CONTENT

### Lifesaving Drives Return To Fort Knox This Summer

We're back! For the fifth year in a row, the Army Cadet Command and Fort Knox, Kentucky leadership has partnered with us to host blood drives during Cadet Summer Training. With a goal of 4,000 pints, we have 14 drives scheduled through July and August. Stay tuned!

