

ASBP Weekly Media Report

A glance at the military blood program's online engagement for the week of: May 21 - 27, 2018



TOP PERFORMERS

Facebook

Are you in the 4% (plasma video) (May 21)
8,965 reached | 309 reactions | 720 clicks



Twitter

Are you in the 4%? (plasma video) (May 21)
343 impressions | 12 engagements



HOW DID WE DO?

 158 XXX Page likes Total fans 13,765 2,117 Total reach Post engagement	 18,420 5 Total followers New followers 2,299 49 Impressions Engagements	 210 4 Total followers New followers 230 27 Impressions Engagements
 10 8 Saves Clicks	 4,171 Photo views	 95 Video views

WHAT ARE WE UP TO?

Whenever. Wherever. We mean it.

Recently, ASBP members convened for the USPACOM Blood Planning Meeting. We (DHA/J3) play an integral role in global health engagement and contingency operations with partner nations in the USPACOM AOR. To see what's happening and interact with our Armed Services Blood Bank Center – Okinawa and our Guam Blood Donor Center, check them out on Facebook: <https://www.facebook.com/okinawablood/> and <https://www.facebook.com/ASBPGuam/> respectively.



NEWSWORTHY CONTENT

Donating Blood Benefits Many, Even Donor

Navy Hospitalman Reginald Granger took on a seemingly impossible task when he decided to coordinate a blood drive for his unit, the 2nd Battalion 4th Marines, before they deployed. Granger had to find eligible donors and encourage them to donate blood, understanding the ever-present challenge of potential high deferral rates from things such as unhealed tattoo work, low hemoglobin or travel to certain countries. Read more: <http://bit.ly/2IYO1ya>

