

ASBP Weekly Media Report

A glance at the military blood program's online engagement for the week of: June 11 - 17, 2018



TOP PERFORMERS

Facebook

Army Birthday (image) (June 13)

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



Twitter

Worldwide Day of Giving (image) (June 15)

4,408 impressions | 118 engagements



HOW DID WE DO?

<p>149 302,299 Page likes Total fans</p> <p>18,408 1,270 Total reach Post engagement</p>	<p>18,357 2 Total followers New followers</p> <p>3,423 92 Impressions Engagements</p>	<p>221 6 Total followers New followers</p> <p>171 29 Impressions Engagements</p>
<p>6 7 Saves Clicks</p>	<p>4,469 Photo views</p>	<p>56 Video views</p>

ASBP Focal Point monthly newsletter: Spring 2018 edition

Open rate: 24.0% (23.70% industry)

CTR: 10% (9.7% industry)

Voluntary subscribers: 1018

WHAT ARE WE UP TO?

World Blood Donor Day!

June 14 is the Army's birthday and Flag Day. But did you know it's also World Blood Donor Day? The day highlights the fundamental human values of altruism, respect, empathy and kindness which underline and sustain voluntary unpaid blood donation systems.



NEWSWORTHY CONTENT

Enterprise Blood Management System Receives Award

On June 12, FedHealthIT and G2Xchange Health celebrated winners of the 4th Annual FedHealthIT Innovation Awards. EBMS Transfusion and Donor, part of the DHA's Solution Delivery Division, was one of the award recipients. In support of the ASBP mission, the EBMS strategic modernization project enhances MHS blood capabilities, providing enterprise-wide functionality for donor centers and blood banks. EBMS is used in blood management operations including collecting, processing, transfusion and inventory management.

