

# ASBP Weekly Media Report

A glance at the military blood program's online engagement for the week of: July 16 - 22, 2018



## TOP PERFORMERS

### Facebook

#### There is only one of us (video) (July 19)

4,514 reached | 2,228 reactions | 1,854 clicks



### Twitter

#### When Sharks Give Back (image) (July 22)

503 impressions | 32 engagements



## HOW DID WE DO?

 93   301,510 Page likes   Total fans 9,372   4,258 Total reach   Post engagement	 17,943   4 Total followers   New followers 3,647   81 Impressions   Engagements	 232   4 Total followers   New followers 187   25 Impressions   Engagements
 7   8 Saves   Clicks	 2,294 Photo views	 55 Video views

## WHAT ARE WE UP TO?

### Future Leaders Learn How to Give Back

Want to know what goes on during our blood drives at Army ROTC Cadet Summer Training, Fort Knox, Kentucky? Check out this short video of the great way future leaders give back to their brothers and sisters in arms. <http://bit.ly/2uRQ5CN>



## NEWSWORTHY CONTENT

### El Paso's FBI and DEA Contribute to the Cause

Special agents from the El Paso Branch of the Federal Bureau of Investigation and the Drug Enforcement Agency, Texas, rolled up their sleeves and donated during their most recent Armed Services Blood Program blood drive held this June. The agents choose to donate blood specifically through the ASBP because they want to support the troops who are downrange fighting for their freedom and know that blood donated through ASBP is distributed to those men and women first. Read more:



<http://bit.ly/2LnyL2Y>