

ASBP Weekly Media Report

A glance at the military blood program's online engagement for the week of:
August 27 – Sept 2, 2018



TOP PERFORMERS

Facebook

Donors at Ft Gordon BDC (images)(Aug. 28)
2,138 reached | 72 reactions | 103 clicks



Twitter

Marine Corps Reserve Birthday (graphic) (Aug. 29)
962 impressions | 8 engagements



HOW DID WE DO?



57 | 300,743

Page likes | Total fans

4,935 | 347

Total reach | Post engagement



17,883 | 4

Total followers | New followers

2,388 | 32

Impressions | Engagements



250 | 3

Total followers | New followers

120 | 23

Impressions | Engagements



6 | 9

Saves | Clicks



2,048

Photo views



24

Video views

WHAT ARE WE UP TO?

Grateful For Leadership

When leaders get involved and show, not just tell, others how to save lives, it is recognized and applauded. Here, U.S. Marine Corps Lt. Gen. Robert F. Hedelund, the II Marine Expeditionary Force commanding general, reads over screening information prior to donating blood during the Armed Services blood drive at Camp Lejeune, N.C., Aug. 16, 2018. (U.S. Marine Corps photo by Lance Cpl. Samuel Lyden). Check out more pics of the drive on our Flickr page, in the Camp Lejeune BDC album: <http://bit.ly/2PIZGUO>



NEWSWORTHY CONTENT

The Mountain Post Gives the Gift of Life

The need for blood is critical to mission readiness and especially understood at Fort Carson, Colorado, one of the multiple Army rapid deploying units. In June, Soldiers and civilians from the "Mountain Post" came out in full force to participate in a three-day Armed Services Blood Program (ASBP) post-wide blood drive at the William Reed Specialty Event Center. Read more: <http://bit.ly/2Pynj27>

