

ASBP Weekly Media Report

A glance at the military blood program's online engagement for the week of: Oct 22 - 28, 2018



TOP PERFORMERS

Facebook

Day of the Deployed (image) (Oct 26)
3,996 reached | 180 reactions | 127 clicks



Twitter

Pathogen Reduction at ASBBC-Okinawa (Oct 27)
450 impressions | 14 engagements



HOW DID WE DO?

<p>58 299,802 Page likes Total fans</p> <p>8,422 1,732 Total reach Post engagement</p>	<p>17,924 3 Total followers New followers</p> <p>2,079 43 Impressions Engagements</p>	<p>278 0 Total followers New followers</p> <p>197 37 Impressions Engagements</p>
<p>22 12 Saves Clicks</p>	<p>4,937 Photo views</p>	<p>71 Video views</p>

WHAT ARE WE UP TO?

The Tradition of Challenge Meets the Challenge of Life

Donors in the Washington D.C. metro area have an opportunity to help save lives during the eighth annual Army-Navy Blood Donor Challenge, leading up to the Army vs. Navy football game on Dec. 8. Locations across the region will host blood drives in connection with the blood donor challenge from Nov. 1 through Dec. 4. At the time of their donation, participants will have a chance to cast a vote for 'Army' or 'Navy'; votes will be tallied to determine the winner of the challenge. The winner will be announced on field, at the Army vs. Navy game on Dec. 8, at Lincoln Financial Field in Philadelphia, Pennsylvania. Find out drive dates, locations and times: <http://bit.ly/2z7ze0e>

DRIVE DATES	
November	1, 6, 13, 15 19, 20, 26 27, 28, 29
December	3, 4

NEWSWORTHY CONTENT

D Company, 31st Engineer Battalion Sets Donation Record

Labor Day 2018 was a record-setting day of compassion for a One Station Unit Training company at an Armed Services Blood Program blood drive hosted at Fort Leonard Wood Blood Donor Center in Missouri. The Soldiers of Delta Company, 31st Engineer Battalion, stood 190 strong Sept. 3 as their 8 a.m. ASBP blood drive began. Then, around 4 p.m., the last of 139 processed donors departed the FLWBDC. Read more: <http://bit.ly/2EVtwof>

