

# ASBP Weekly Media Report

A glance at the military blood program's online engagement for the week of: July 2 – 8, 2018



## TOP PERFORMERS

### Facebook

**Really saving lives (video) (July 8)**  
2,800 reached | 754 reactions | 7,420 clicks



### Twitter

**Kick off blood drive Fort Knox ROTC (images) (July 2)**  
483 impressions | 129 engagements



## HOW DID WE DO?

	<b>150   302</b> Page likes   Total fans <b>18,956   10,265</b> Total reach   Post engagement		<b>18,324   2</b> Total followers   New followers <b>3,067   221</b> Impressions   Engagements		<b>228   0</b> Total followers   New followers <b>189   38</b> Impressions   Engagements
	<b>5   9</b> Saves   Clicks		<b>2,715</b> Photo views		<b>38</b> Video views

## WHAT ARE WE UP TO?

### Fort Knox Blood Drives: Picture This

Throughout the months of July and August, we'll be holding 18 drives at Fort Knox, Kentucky during Army Cadet Command ROTC Summer Training. Keep with up all the images we take during our drives so that you can see these great future leaders save lives. Go to the Flickr album we have set up just for that: <http://bit.ly/2NKs2xp>



## NEWSWORTHY CONTENT

### Profiles of Dedication: Jeyzel Rossi

Jeyzel Rossi has a remarkable passion for helping people; it flows naturally between her work as a yoga instructor and her professional support of the Armed Services Blood Program (ASBP). Since 2015, she has worked at America's first shipyard, the Norfolk Naval Shipyard, Portsmouth, Virginia. Recently, Rossi's passion and proficiency earned her the distinction of being selected as the primary coordinator for ASBP blood drives at Portsmouth. Read more: <http://bit.ly/2KXanEv>

