

ASBP Weekly Media Report

A glance at the military blood program's online engagement for the week of: Feb. 19 – 25, 2018



TOP PERFORMERS

Facebook

Keep trying. Have goals (Stallone video) (Feb. 20)
22,777 reached | 1,283 reactions | 1,469 clicks









Twitter

#FridayFeeling ASBP pics (Feb. 23)
624 impressions | 29 engagements



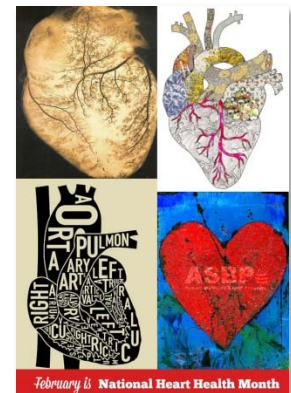
HOW DID WE DO?

 <p>246 304,189 Page likes Total fans</p> <p>47,160 4,885 Total reach Post engagement</p>	 <p>18,613 78 Total followers New followers</p> <p>2,511 91 Impressions Engagements</p>	 <p>173 1 Total followers New followers</p> <p>148 42 Impressions Engagements</p>
 <p>23 8 Saves Clicks</p>	 <p>3,173 Photo views</p>	 <p>43 Video views</p>

WHAT ARE WE UP TO?

Having the 'Heart'

February is known for celebrations from the heart, for the heart and with heart: Valentine's Day, Healthy Heart Month and Black History Month. The fact that time and time again this month our supporters showed up to show some love to those in need (<http://bit.ly/2o4bhBo>), having their healthy hearts ready to donate blood (<http://bit.ly/2sVUw1d>) and celebrating a legendary African-American surgeon with passion and a heart for blood banking (<http://bit.ly/2Fkmsyd>) by holding blood drives.



NEWSWORTHY CONTENT

Donating Blood Benefits Many, Even Donor

On Jan. 26, 2018, the Armed Services Blood Bank Center-Pacific Northwest at Joint Base Lewis-McChord, Washington, conducted its annual donor recognition ceremony to honor apheresis donors, whole blood donors and military commands for making a difference with their donations and support. Read more:

<http://bit.ly/2o9bDI0>

