

# Weekly Media Report

June 3 - 9, 2019



## Top Social Media

Visit us at: [www.militaryblood.dod.mil](http://www.militaryblood.dod.mil)

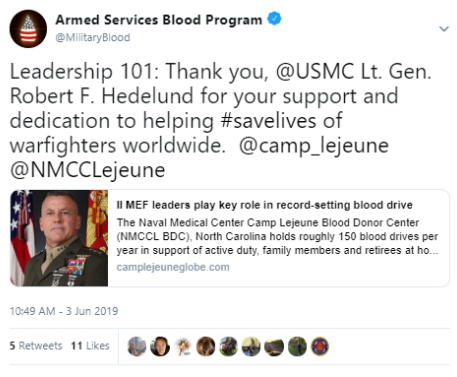
### [www.facebook.com/militaryblood](http://www.facebook.com/militaryblood)

Remembering D-Day (image) (June 6)  
13,923 reached | 1,226 reactions | 349 clicks



### [www.twitter.com/militaryblood](http://www.twitter.com/militaryblood)

Marine Lt Gen Hedelund thank you (article) (June 3)  
888 impressions | 45 engagements



## Online Engagement & Optimization

<p><b>44   295,593</b> Page likes   Total fans</p>	<p><b>17,489   3</b> Total followers   New followers</p>	<p><b>443   3</b> Total followers   New followers</p>
<p><b>23,728   2,904</b> Total reach   Post engagement</p>	<p><b>4,704   142</b> Impressions   Engagements</p>	<p><b>704   117</b> Impressions   Engagements</p>
<p><b>48   17</b> Saves   Clicks</p>	<p><b>2,248</b> Photo views</p>	<p><b>33</b> Video views</p>

## Meeting Your Lifeline

Clarissa Masquef required two units of blood following a difficult childbirth in February 2018. After waiting the required one year after a transfusion, Masquef donated blood, so she could give back and help others like herself. Her donation for others was special enough but then she experienced something even more special: the ability to thank the donor that helped save her life. Army Sgt. Paula Darbin, licensed practical nurse at Landstuhl Regional Medical Center and regular blood donor, was able to visit Masquef and her son and see directly the impact that blood donations make. Watch the beautiful meeting here: <https://www.youtube.com/watch?v=bQkLLG1kWsl>

## "Lancers" Doing Something More

The 2nd Stryker Brigade Combat Team, 2nd Infantry Division was on a mission to support military personnel deployed supporting contingency operations and at our military treatment facilities. The ASBPC-PNW was eager to support that effort. Known as the Lancer Brigade, soldiers of the seven battalions stepped up for a three-day blood drive to donate. Nearly 200-unit members were able to donate, setting the bar for the other brigades on the installation.



Picture Credit: Victor Shermer, ASBP donor recruiter

**Armed Services Blood Program**  
Defense Health Agency Headquarters  
7700 Arlington Blvd  
Falls Church, VA 22042

**Editor**  
Sarah J. Lopez  
Communications & Marketing  
[sarah.j.lopez10.ctr@mail.mil](mailto:sarah.j.lopez10.ctr@mail.mil)

**Program Contact**  
Thomas K. Cullerton, M.A., G.M.A.  
Director Marketing & Communications  
Armed Services Blood Program (ASBP)  
[thomas.k.cullerton.civ@mail.mil](mailto:thomas.k.cullerton.civ@mail.mil)  
(703) 681-4497

