

# ASBP Weekly Media Report

A glance at the military blood program's online engagement for the week of May 23-29, 2016

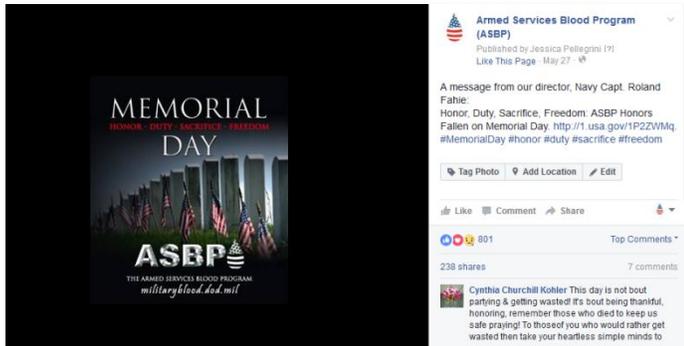


## TOP PERFORMERS

### Facebook

#### Memorial Day Director's Message (May 27)

801 reactions, 7 comments, 238 shares



### Twitter

#### "Am I fat?" dog meme (May 28)

928 impressions, 49 engagements



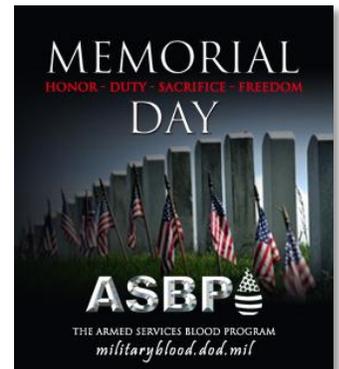
## HOW DID WE DO?



## WHAT ARE WE UP TO?

### Honor, Duty, Sacrifice, Freedom: ASBP Honors Fallen on Memorial Day

Great American poet, Joseph Rodman Drake, once said, "And they who for their country die shall fill an honored grave, for glory lights the Soldier's tomb, and beauty weeps the brave." On Memorial Day every year, this statement rings true for millions of Americans. We take the time to honor and remember the legacies of the men and women who so bravely served our country. **A message from our director:** <http://1.usa.gov/1P2ZWMq>



## NEWSWORTHY CONTENT

### The Good Ol' Days are Back Again

Jillian Parmley, an employee at Building 1H — a historic Navy hospital in Great Lakes — is the new site coordinator for the Blood Donor Processing Division of the Captain James A. Lovell Federal Health Care Center. After searching for blood drives in the area, she quickly reached out to the ASBP and asked to set up a blood drive in her building. **Read more:** <http://1.usa.gov/1WNVXGB>



## KEEP AN EYE OUT FOR ...

- **World Blood Donor Day (June 14):** Join us as we celebrate the donors that allow the ASBP to continually provide blood to ill or injured service members worldwide — whenever and wherever, in peacetime and war.
- **Army birthday (June 14):** On June 14, we'll be wishing a happy 241st birthday to the U.S. Army. Celebrate with us!
- **Upcoming article — New Armed Services Blood Bank Center Operational in San Antonio:** Coming soon, we'll be taking an in-depth look at the new tri-service donor center in San Antonio, Texas. Stay tuned for more!