

ASBP Weekly Media Report

A glance at the military blood program's online engagement for the week of June 6-12, 2016



TOP PERFORMERS

Facebook

D-Day remembrance (June 6)

1,495 reactions, 47 comments, 615 shares



Twitter

D-Day remembrance (June 6)

810 impressions, 28 engagements



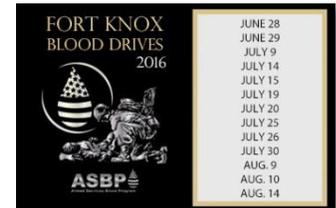
HOW DID WE DO?



WHAT ARE WE UP TO?

ASBP to Conduct 13 Blood Drives at Fort Knox This Summer

Helping the ill and injured service members while educating tomorrow's leaders on the importance of doing so is what a series of blood drives at Fort Knox, Ky., hopes to accomplish June 28-Aug. 14. Collection teams from four ASBP donor centers will conduct 13 blood drives during the 47-day period
Read more: <http://1.usa.gov/25PhDqI>



NEWSWORTHY CONTENT

'One Team, One Fight': New Joint Donor Center Operational in San Antonio

The ASBP opened the doors to its fifth tri-service donor center May 16. The new Armed Services Blood Bank Center-San Antonio located at Lackland Air Force Base, Texas, operates under the Air Force Blood Program's licenses, but is staffed by members from the Army, Navy and Air Force. **Learn more:** <http://1.usa.gov/1tIMDwU>



FDA Releases FAQs to Reduce Risk of Transfusion-Transmitted Zika Virus (News Release)

More information available at: <http://1.usa.gov/1V1I7d>.

KEEP AN EYE OUT FOR ...

- **World Sickle Cell Day (June 19):** Sickle cell patients often require multiple blood transfusions over their lifetime, which means blood donors are critical during their treatment. **Learn more:** <http://j.mp/1a4MJl8>.
- **Father's Day (June 19):** This Sunday, we thank all the fathers who so bravely serve in the U.S. military. Thank you for your service to our country!