

# ASBP Weekly Media Report

A glance at the military blood program's online engagement for the week of June 13-19, 2016



## TOP PERFORMERS

### Facebook

#### Army birthday (June 13)

730 reactions, 29 comments, 253 shares



### Twitter

#### #OrlandoUnited (June 13)

3,368 impressions, 123 engagements



## HOW DID WE DO?



## WHAT ARE WE UP TO?

### New Regulation May Open Doors for Mothers to Donate Platelets, Plasma

The AABB recently changed regulations to allow testing for HLA, giving women with a history of pregnancy a chance to donate plasma products. Previously, women who had one or more pregnancies were deferred from donating because of the possibility that they had developed an antibody to HLA. **Learn more:** <http://1.usa.gov/1W3nVwD>



## NEWSWORTHY CONTENT

### Blood Donation Saved My Newborn Son

"One of the reasons I donate is because blood donation saved my child's life. When my younger son was born in 1997, we discovered that he had contracted Rh disease. Normally, this shouldn't have happened. My wife, who is Rh-negative, had dutifully received the Rh immune globulin shot after the birth of our older son in 1994, which should have reset her system so it would not reject our next child." **More:** <http://1.usa.gov/28fActI>



## KEEP AN EYE OUT FOR ...

- **Coast Guard Auxiliary birthday (June 23):** Join us as we wish the U.S. Coast Guard Auxiliary a happy 77th birthday!
- **NEXT FRIDAY: ASBP launches 2016 summer marketing campaign:** This summer, we celebrate the *Legacy of Blood* from generation-to-generation. #legacyofblood #legacy #generation2generation. **Coming July 1.**