

ASBP Weekly Media Report

A glance at the military blood program's online engagement for the week of July 11-17, 2016



TOP PERFORMERS

Facebook

Donation Inspiration (July 17)

578 reactions, 18 comments, 250 shares



Twitter

Fort Knox blood drive announcement (July 12)

682 impressions, 23 engagements



HOW DID WE DO?



WHAT ARE WE UP TO?

Cadet Summer Training blood drives continue at Fort Knox, Ky.

We aren't done at Fort Knox yet! So far, our blood donor center teams have collected more than 1,000 units of blood for ill or injured service members and their families worldwide. And with eight blood drives still on our schedule, we are on track for a great summer!

Check out some of our photos: <http://bit.ly/29OgwMj>

Upcoming blood drives: July 19, July 20, July 25, July 26 and July 30.

Schedule an appointment: <http://j.mp/18Rr6eO>



NEWSWORTHY CONTENT

Whole Blood Donor Becomes First-time Platelet Donor

Since the Naval Hospital Camp Lejeune Blood Donor Center always has a strong need for platelet donors, sometimes staff members will encourage a whole blood donor to complete a platelet donation. Given that the donation time is longer for platelet donation, donors are sometimes apprehensive to make the transition.

However, there are some donors willing to make the change. Such is the case with Petty Officer 3rd Class Jose Morales Corpus. **Learn more:** <http://bit.ly/29BhmNB>



KEEP AN EYE OUT FOR ...

- Upcoming article — Dr. Scott Visits Walter Reed Donor Center for PRT Demonstration:** Dr. Karen Scott, chief medical officer for the Department of Health and Human Services Office of the Assistant Secretary for Health, visited the Walter Reed National Military Medical Center to review the first U.S. Department of Defense pathogen reduction system. **Coming soon.**