

# ASBP Weekly Media Report

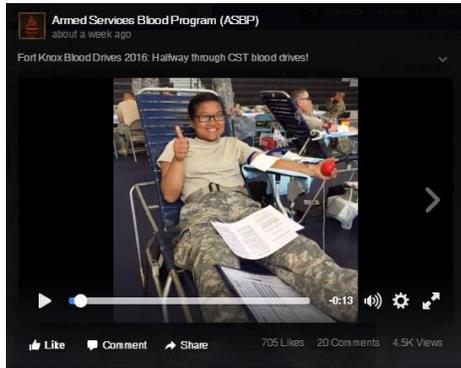
A glance at the military blood program's online engagement for the week of July 18-24, 2016



## TOP PERFORMERS

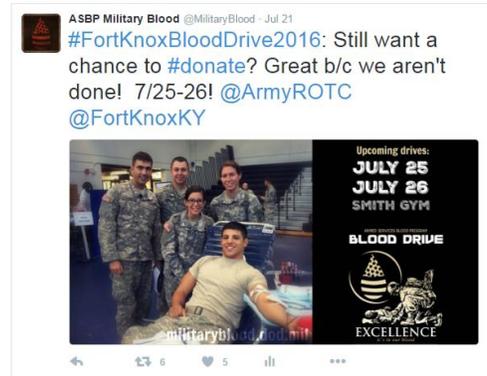
### Facebook

**Fort Knox blood drive update (July 20)**  
737 reactions, 20 comments, 110 shares



### Twitter

**Fort Knox blood drive announcement (July 21)**  
1,907 impressions, 219 engagements



## HOW DID WE DO?



### ASBP Focal Point monthly newsletter: July edition

Open rate: 16.9% (23.06% industry)

CTR: 15.6% (9.59% industry)

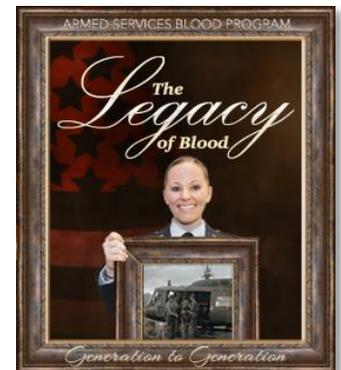
Voluntary subscribers: 974

## WHAT ARE WE UP TO?

### My Legacy: Air Force 2nd Lt. Katie Spencer

For the first time, the military blood program's communications and marketing team was able to coordinate photo shoots with a service member from each service for our summer campaign. In this series, we introduce you to our five participants. First up: U.S. Air Force 2nd Lt. Katie Spencer.

Read more: <http://bit.ly/29Q4nLX>



## NEWSWORTHY CONTENT

### Dr. Karen Scott Visits Walter Reed Donor Center For Pathogen Reduction 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 in Bethesda, Md., June 14 to review the first U.S. Department of Defense pathogen reduction system. Read more: <http://bit.ly/2ae6MRr>



## KEEP AN EYE OUT FOR ...

- **"Breaking Down Blood" series:** Keep an eye out for our special series that will highlight the three main components of blood: platelets, plasma and red blood cells. **Stay tuned for "Breaking Down Blood: Red Blood Cells" July 29.**
- **Minority Donor Awareness Month:** August is Minority Donor Awareness Month, highlighting the need for minority donors and the facts surrounding organ, blood and tissue donation. We need everyone to help save lives.
- **U.S. Coast Guard birthday (Aug. 4):** Join us as we wish a happy 225th birthday to the U.S. Coast Guard.