

ASBP Weekly Media Report

A glance at the military blood program's online engagement for the week of July 25-31, 2016



TOP PERFORMERS

Facebook

Buffalo Soldier Day (July 28)

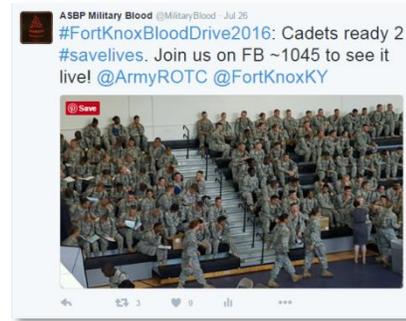
544 reactions, 15 comments, 182 shares



Twitter

Facebook live video announcement (July 26)

2,625 impressions, 179 engagements



HOW DID WE DO?



2,100 | 195,627

New followers | Total fans

66,134

Total reach



31

New followers

8,741

Impressions



19 | 39

Repins | Clicks



3,683

Photo views



110

Video views

WHAT ARE WE UP TO?

ASBP live streams on Facebook for the first time

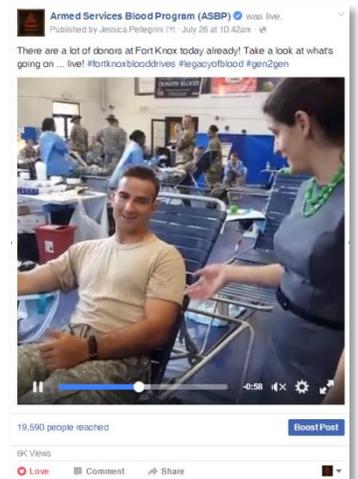
This year, we conducted two Facebook live videos from our Cadet Summer Training blood drives on Fort Knox, Ky. On July 25, we did a sneak peek of the blood drive. On July 26, we interviewed a cadet who was donating blood. And the results were awesome!

July 25 live stream: 11,467 people reached; 4,977 views; 676 clicks; 597 engagements

July 26 live stream: 19,590 people reached; 6,018 views; 1,060 clicks; 785 engagements

ASBPO team meets with Navy Vice Adm. Raquel Bono

On July 31, Navy Capt. Roland Fahie and other members of the ASBP team met with Vice Adm. Bono to discuss the military blood program's mission and the *Legacy of Blood* campaign. We appreciate Vice Adm. Bono for taking time out of her busy schedule to meet with us! **Stay tuned for more information regarding this visit.**



NEWSWORTHY CONTENT

Breaking Down Blood: Red Blood Cells

The first article in our *Breaking Down Blood* series takes a closer look at the most abundant cell in blood. **Read more:** <http://bit.ly/breakingdownbloodrbc>.

KEEP AN EYE OUT FOR ...

- **Purple Heart Day (Aug. 7):** We honor the men and women who made sacrifices and thank the donors who help our injured warriors recover and return home to loved ones.