

ASBP Weekly Media Report

A glance at the military blood program's online engagement for the week of September 19-25, 2016



TOP PERFORMERS

Facebook

Gold Star Mother's Day (Sept. 25)
518 reactions, 28 comments, 161 shares



Twitter

National Service Dog Month (Sept. 20)
419 impressions, 14 engagements



HOW DID WE DO?



1,609 | 208,236
New followers | Total fans
32,680
Total reach



53
New followers
4,970
Impressions



94 | 20
Repins | Clicks



2,488
Photo views



44
Video views

WHAT ARE WE UP TO?

ASBP NCOIC Reenlists, Deputy Director Honored to Serve

Army Sgt. 1st Class John Ahern, the ASBP's non-commissioned officer in charge, reenlisted in the U.S. Army Sept. 21 on the steps of the Lincoln Memorial in Washington, D.C. In front of his parents, his teammates of the Armed Services Blood Program Office and the tourists of D.C., Ahern took the oath to "support and defend the Constitution of the United States against all enemies, foreign and domestic." Air Force Lt. Col. Jerome Vinluan, ASBP deputy director, shared his thoughts about the ceremony and the day. [Read more: http://bit.ly/2cw122r](http://bit.ly/2cw122r)



See more photos:
<http://bit.ly/2dcPUXy>

NEWSWORTHY CONTENT

Marine Combat Training Battalion At The School Of Infantry (West) Supports ASBP Every Week

The Marine Combat Training Battalion at the School of Infantry (West), Camp Pendleton, Calif., trains an average of 12,000 Marines a year. According to the battalion's website, its mission is to "train non-infantry Marines in the knowledge and skills of a basic rifleman in order to prepare them to fight in a combat environment." But they also train Marines on the importance of blood donations. [Learn more: http://bit.ly/2d45Kbj](http://bit.ly/2d45Kbj)



KEEP AN EYE OUT FOR ...

- **Army MEDCOM birthday (Oct. 2):** Join us as we wish a happy 22nd birthday to Army MEDCOM!
- **Breast Cancer Awareness Month (October):** It's not just about saving service members here and on the battlefield but also their families at home, too. Give those with cancer a fighting chance by donating blood.