

ASBP Weekly Media Report

A glance at the military blood program's online engagement for the week of October 17-23, 2016



TOP PERFORMERS

Facebook

Dog play with ball throwing toy video (Oct. 20)

1,744 reactions; 31 comments; 0 shares; 29,683 people reached



Twitter

Great Lakes article (Oct. 17)

1,637 impressions, 24 engagements



HOW DID WE DO?



1,775 | 215,746
New followers | Total fans
80,265
Total reach



57
New followers
9,554
Impressions



116 | 20
Repins | Clicks



2,254
Photo views



55
Video views

WHAT ARE WE UP TO?

ASBP live streaming from AABB Annual Meeting in Orlando, Fla.

This weekend, the military blood program live streamed five videos from our workshop at the 2016 AABB Annual Meeting in Orlando, Fla. Overall, it was a great success. See the videos here: www.facebook.com/militaryblood

- "Join us live tomorrow" video: 89 reactions, 12 comments, 20 shares, 1.5k views, 3,560 people reached
- Navy Vice Adm. Bono keynote speech: 97 reactions, 12 comments, 24 shares, 1.6k views, 12,633 people reached
- Interview with retired Army Col. Tony Polk: 58 reactions, 7 comments, 1 share, 934 views, 2,181 people reached
- Lifetime Achievement Award ceremony: 81 reactions, 3 comments, 16 shares, 904 views, 5,146 people reached
- Thank you from Navy Capt. Roland Fahie: 146 reactions, 5 comments, 11 shares, 1.3k views, 3,618 people reached

NEWSWORTHY CONTENT

A Bright Tomorrow, Even Through Transfusions and Transplants (from Great Lakes, Ill.)

Navy mom Brenda Sample has been the recipient of blood transfusions on numerous occasions. She has survived several illnesses over the past 20 years and today she has a recruit in boot camp. Read more: <http://bit.ly/2dUR2A3>



KEEP AN EYE OUT FOR ...

- **2016 Army-Navy Blood Donor Challenge:** Our first blood drive of the challenge is Nov. 3 at Aberdeen Proving Ground, Aberdeen, Md., Recreation Center from 9 a.m. to 2 p.m. Stay tuned for more information.