

ASBP Weekly Media Report

A glance at the military blood program's online engagement for the week of November 14-20, 2016



TOP PERFORMERS

Facebook

Operating Room Nurse Day (Nov. 14)

430 reactions, 13 comments, 129 shares



Twitter

Camp Lejeune article (Naval Health Clinic Cherry Point Hosts Annual Blood and Bone Marrow Drive) (Nov. 15)

979 impressions, 44 engagements



HOW DID WE DO?



WHAT ARE WE UP TO?

2016 Army-Navy Blood Donor Challenge Continues in Washington Metro Area

The Army is in the lead of the Army-Navy Blood Donor Challenge in Washington, D.C., Maryland and Virginia. But with several blood drives remaining, the challenge is far from over! Also, don't forget that all blood donations collected at the Armed Services Blood Bank Center at the Walter Reed National Military Medical Center in Bethesda, Md., and at the Pentagon Blood Donor Center count towards challenge totals. Keep following us on Facebook and Twitter for updates. **Meanwhile, find out where you can donate here:** <http://bit.ly/2dL9ABX>.



NEWSWORTHY CONTENT

Naval Health Clinic Cherry Point Hosts Annual Blood and Bone Marrow Drive

The Naval Health Clinic Cherry Point, N.C., is an avid supporter of the ASBP and the Naval Hospital Camp Lejeune Blood Donor Center. Hosting blood drives every 57 days, supporters from the clinic do all they can to help ensure that enough units are collected to help the donor center fulfill its mission. **More:** <http://bit.ly/2f0sKrg>.



Upcoming blood drives:

- Nov. 22 (Washington Navy Yard)
- Nov. 28 (Dahlgren, Va.)*
- Nov. 29 (Bethesda, Md.)*
- Nov. 30 (Fort Belvoir, Va.)*
- Dec. 1 (Aberdeen, Md.)
- Dec. 5 (Quantico, Va.)
- Dec. 6 (Arlington, Va.)

*Closed to general public

KEEP AN EYE OUT FOR ...

- **Thanksgiving (Nov. 24):** This Thanksgiving, we will be thinking of those who are deployed and away from our tables. We are grateful and thankful for their service and sacrifice.
- **Strike a Pose!** We issued a mannequin challenge to our donor centers last week and got some great submissions. Stay tuned for a compilation video. Then we need you to **vote for your favorite**. The donor center with the most votes will get a special prize. Keep following us on Facebook and Twitter (@militaryblood) for more information.