

ASBP Weekly Media Report

A glance at the military blood program's online engagement for the week of:
Sept. 4-10, 2017



TOP PERFORMERS

Facebook

**"When you are trying to relax but your kids want attention"
frog video (Sept. 9)**

26,057 reached | 1,148 reactions | 608 clicks



Twitter

Blood Collectors Week (generic ad) (Sept. 4)

1,157 impressions | 15 engagements



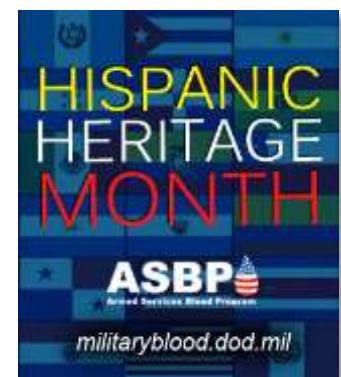
HOW DID WE DO?

	306,048 1,606 Total fans Page likes 31,427 3,162 Total reach Post engagement		17,345 35 Total followers New followers 3,701 88 Impressions Engagements		36 2 Total followers New followers 140 22 Impressions Engagements
	3 5 Saves Clicks		4,841 Photo views		35 Video views

WHAT ARE WE UP TO?

ASBP Celebrates National Hispanic Heritage Month (Sept. 15 – Oct. 15, 2017)

In honor of National Hispanic Heritage Month, we will be featuring several influential people in the military blood community and their accomplishments in blood banking and for our country. Follow [@militaryblood](#) on Facebook and Twitter for more!



NEWSWORTHY CONTENT

Fort Carson Community Donates 450 Units of Blood for Service Members Worldwide

The Fort Bliss Blood Donor Center traveled to Fort Carson, Colorado, for a three-day blood drive Aug. 7-9. This annual blood drive was an absolute success with more than 450 units of blood collected — exceeding last year's number of collections. **Read more:** <http://bit.ly/2eLPeeC>



KEEP AN EYE OUT FOR ...

- International Donor Recruitment Professionals Day (Sept. 16):** On International Donor Recruitment Professionals Day, we are celebrating our 22 blood donor recruiters for all of their steadfast work in educating, recruiting and motivating donors to roll up their sleeves. We couldn't save lives without them! Thank you!