

# ASBP Weekly Media Report

A glance at the military blood program's online engagement for the week of August 1-7, 2016



## TOP PERFORMERS

### Facebook

#### Purple Heart Day (Aug. 7)

183 reactions, 2 comments, 52 shares



### Twitter

#### Purple Heart Day (Aug. 7)

1,288 impressions, 42 engagements



### Best Facebook Comment

We would like to thank Mr. Mike Audette for sharing this beautiful picture with us on our Purple Heart Day post. It's a picture of a Purple Heart Medal (left) and a World War I Victory Medal (right) simply captioned "Grandpa." According to Mr. Audette, his grandfather earned the medals while serving in the 103rd Infantry, 26th Yankee Division. He was wounded twice by mustard gas while in France from 1917 to 1919. Our supporters and their families are truly amazing.



## HOW DID WE DO?

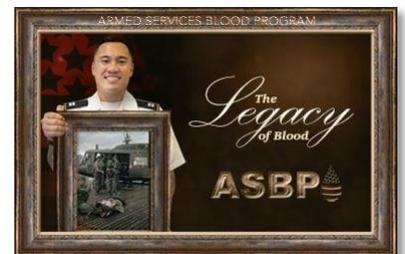


## WHAT ARE WE UP TO?

### My Legacy: Army Capt. Gennaro V. Layo

In this series, we introduce you to our five participants of our summer campaign — *The Legacy of Blood*. We asked each of them to answer a series of questions and these are their responses.

Meet Army Capt. Layo: <http://bit.ly/MyLegacyLayo>



## NEWSWORTHY CONTENT

### Blood Drive Coordinator, Donors Thanked for Lifesaving Contributions

In the midst of an ASBP blood drive, a hospital corpsman and two frequent donors were recognized for their lifesaving efforts by Navy Capt. Roland Fahie, ASBP director, at Naval Air Station Patuxent River July 25.

Read more: <http://bit.ly/2aLT7hF>



## KEEP AN EYE OUT FOR ...

- **Upcoming article — Fort Knox blood drives recap:** The last Cadet Summer Training blood drive is this week, Aug. 14, and we are well on our way to meeting our collection goals. **Stay tuned for more.**