

Weekly Media Report

14 – 20 September, 2020



TOP SOCIAL MEDIA

facebook.com/militaryblood

Do More Together (9/14)
9,291 reached | 359 reactions | 181 clicks



Instagram.com/usmilitaryblood

Blood Drive at Nellis and NAS Jax (9/15)
498 reach | 56 engagements
engagements



twitter.com/militaryblood

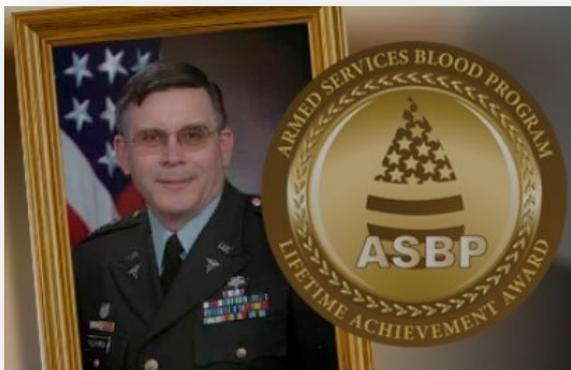
Thankful Thursday (9/17)
2,262 impressions | 37



Online Engagement & Optimization Week Totals

42 289,157 Page Likes Total Fans 8,118 890 Total Reach Post Engagement	17,032 0 Total Followers New Followers 2,262 37 Impressions Engagements	1,091 5 Total Followers New Followers 498 56 Reach Engagements
2,079 New photo views	36 New video views	

2020 Lifetime Achievement Award Recipient: Ret. Army Colonel Glen Michael "Mike" Fitzpatrick, Ph.D.



The Armed Services Blood Program is excited to announce the honoree of its annual Lifetime Achievement Award: retired Army Col. Glen Michael Fitzpatrick, Ph.D. During a four-decade career in blood banking, Fitzpatrick has made significant contributions to the warfighter as well as served in key capacities during three major events in recent U.S. history: Operations Desert Shield and Storm, the Sept. 11, 2001, terror attacks, and the Afghanistan and Iraq wars.

"With four decades of outstanding leadership as a blood banking expert matched only by his commitment to the warfighter, we are honored to present the 2020 ASBP Lifetime Achievement Award to Col. Fitzpatrick," said Army Col. Audra L. Taylor, division chief, ASBP. "His career is truly great in scope and accomplishment."

Read more: https://militaryblood.dod.mil/About/fitzpatrick_story.aspx

Watch: <https://www.youtube.com/watch?v=EqX7MAa43xU&t=10s>

Visit us at: <https://health.mil/Military-Health-Topics/Combat-Support/Armed-Services-Blood-Program>