ASBP Weekly Media Report

A glance at the military blood program's online engagement for the week of October 3-9, 2016



TOP PERFORMERS

Twitter Facebook National Smile Day (dog smiling video) (Oct. 4) Week in Pics (Oct. 7) 1,354 reactions, 48 comments, 0 shares; 26,169 people reached 444 impressions, 22 engagements ed Services Blood Program (ASBP) 📀 shared KTLA 5 ASBP Military Blood werbeck (?) - October 4 at 8:00am - 😣 #WeekinPics: Every day. Every week. Did You Know? Tuesday: It's Smile Day! We can't stop smiling every time you make donations happen. Thank you! #smileday #donate #oursupportersrook #military #legacyofblood Every year. Worldwide. To support our brothers & sisters in arms. #donateblood #military #legacyofblood 123 2 10 7 HOW DID WE DO? 2,028 | 212,377 53 New followers | Total fans New followers You 138 | 17 1,770 Repins | Clicks Photo views 21,805 4,512 Total reach Impressions WHAT ARE WE UP TO?

ASBP Provides Blood Products to Support Hurricane Matthew Relief Efforts

The ASBP announced blood products were requested late Oct. 6 in support of relief efforts aimed at Hurricane Matthew. Overnight, a significant number of frozen red blood cell units were prepared for shipment to the United States Navy hospital ship, the Comfort, as it set sail to assist in the wake of Hurricane Matthew. Read more: http://bit.ly/2dlt3sZ

NEWSWORTHY CONTENT

ASBP Donor Centers in or Near Zika Virus Transmission Areas **Prepared to Begin Testing**

On Oct. 7 the ASBP announced that all blood donor centers located in 11 high-risk states affected by the Zika Virus are in full

compliance with a Food and Drug Administration recommendation to begin testing blood products. Read more: http://bit.ly/2dSbUJc



KEEP AN EYE OUT FOR ...

- ASBP Conducts Workshop at 2016 AABB Annual Meeting (Oct. 22): We will focus on how the military blood program provides a global network to meet the needs of ill or catastrophically wounded warriors and their families, what blood products are being used closer to the point of injury, our global health engagement initiatives, and how they shape the future relationships.
- Make a Difference Day (Oct. 24): Celebrate Make a Difference Day by donating blood. Every time you donate, you have the chance to save up to three lives. If that's not making a difference, then we don't know what is.
- Day of the Deployed (Oct. 26): On Day of the Deployed, we honor all the brave men and women who are or have been • deployed. Join us as we thank them for their service to our country.

