

# Инициатива Кръводаряване

# Инициатива Кръводаряване 2023

**Аз дарих**



**Всяка капка  
ИМА ЗНАЧЕНИЕ**

# Социални медии и website

## 3 Facebook posts



4 552 people reached  
121 likes  
18 shares

## 2 Instagram posts



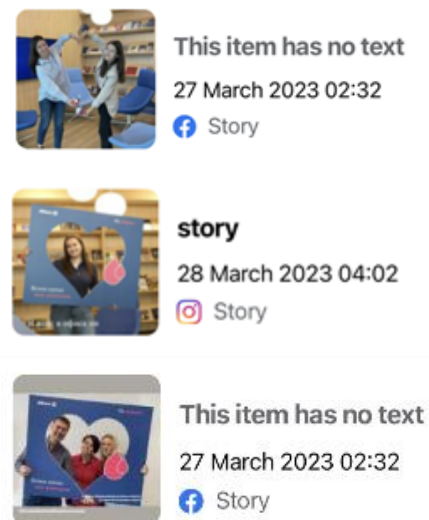
334 people reached  
42 likes

## 3 LinkedIn posts



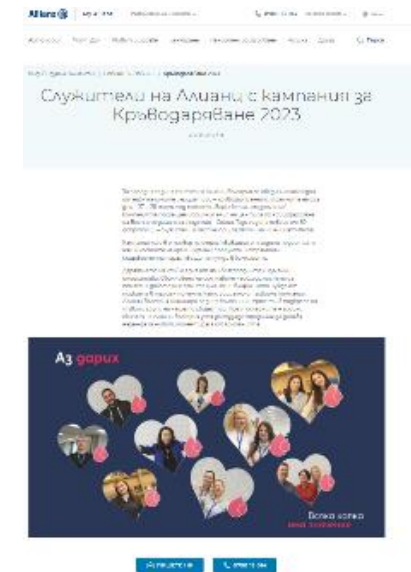
2 338 impressions  
139 likes  
9 shares

## 11 Stories Facebook & Instagram



103 reactions on Facebook  
20 reactions on Instagram

## www.allianz.bg



# Външна комуникация



[Военномедицинска академия \(ВМА\)](#)



[Мениджър](#)



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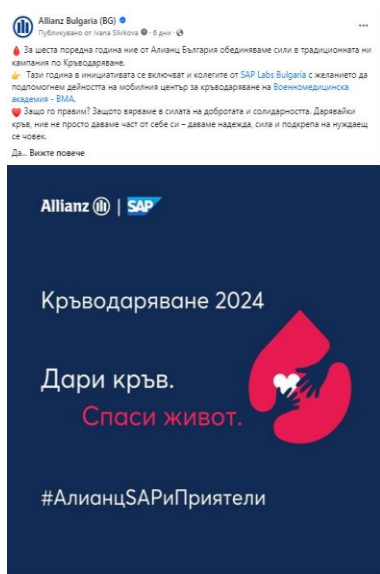
[Trud.bg](#)

# Инициатива Кръводаряване 2024



# Социални медии и website

## 2 Facebook posts



57 552 people reached  
119 likes  
15 shares

## 2 Instagram posts



384 impressions  
37 likes

## 2 LinkedIn posts



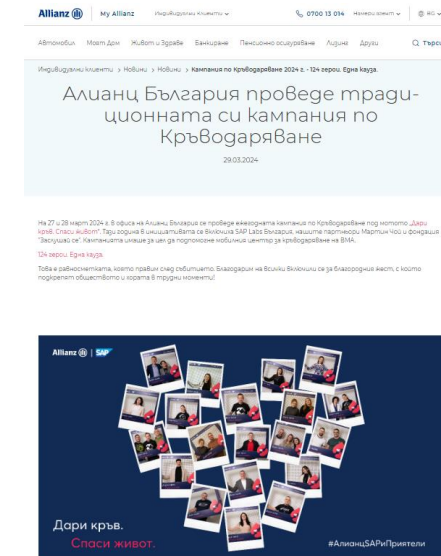
1 465 impressions  
64 likes  
5 reposts

## 8 Stories Facebook & Instagram

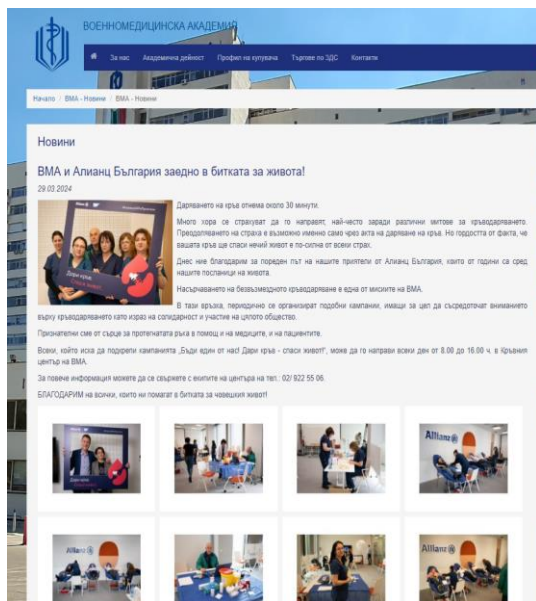


3520 people reached

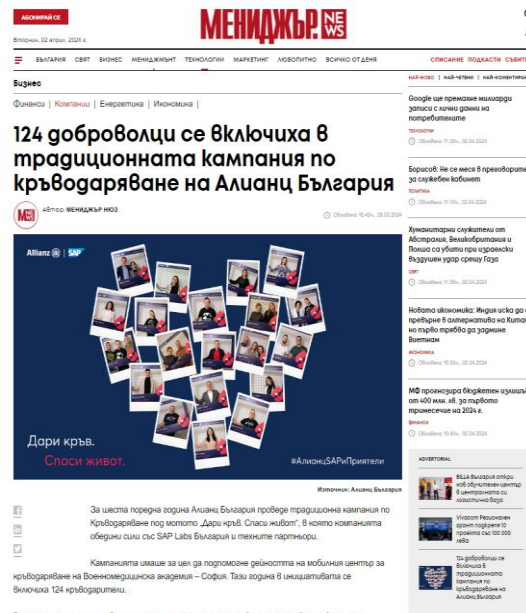
## www.allianz.bg



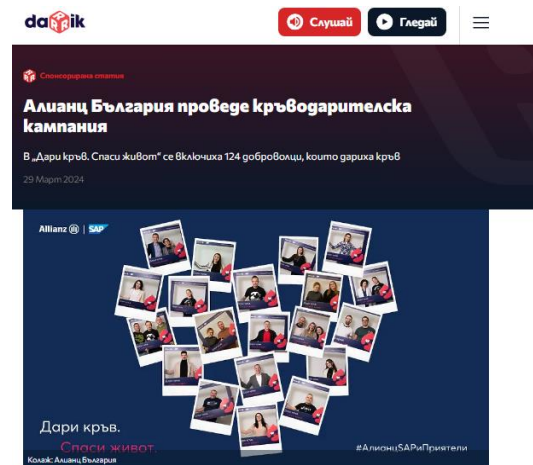
# Външна комуникация



Военномедицинска академия (ВМА)



Мениджър



Darik.bg



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