

## NOVO NORDISK SELFIE STATION

**845**  
Participants



**478**  
Participants used props

**238**  
Photos taken



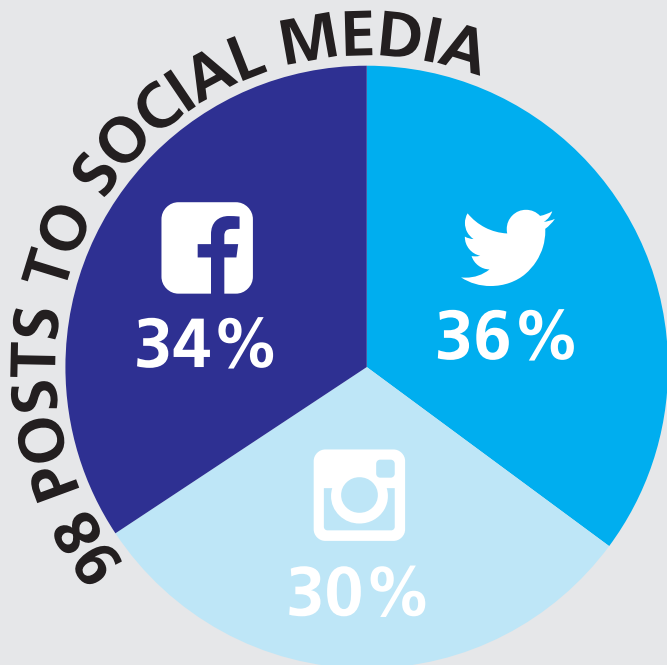
## EVENT METRICS

**1,600+**  
WALKERS

**434**  
Red Striders

**\$480,000**  
FUNDRAISING GOAL

**\$275,000**  
FUNDS RAISED  
as of November 23



**177,171**  
TOTAL SOCIAL MEDIA AUDIENCE

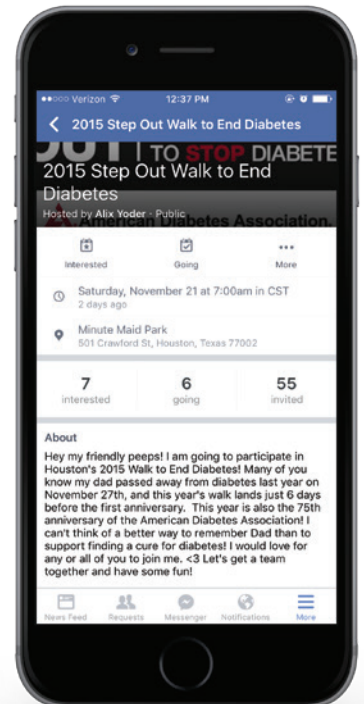
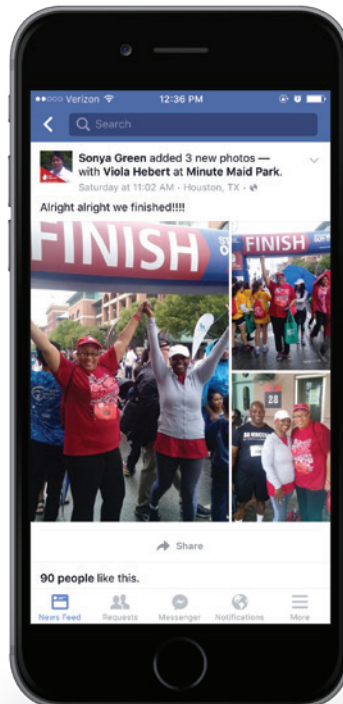
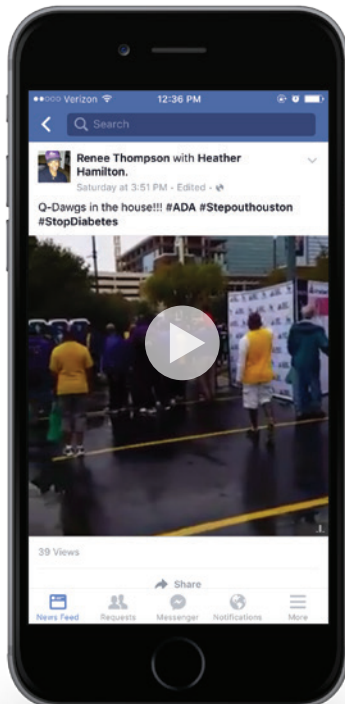
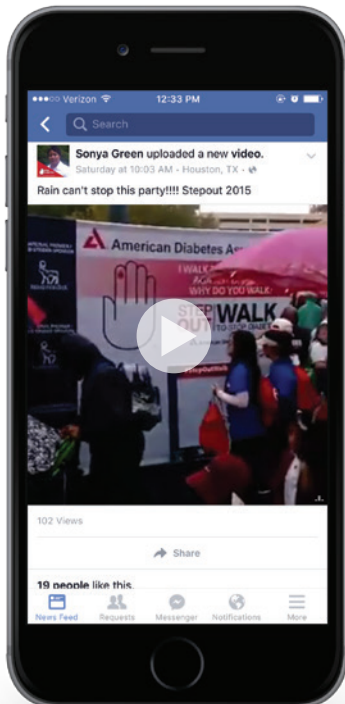
### TOP 3 #HASHTAGS

#StepOutHouston  
#StepOutWalk  
#StopDiabetes



 **33 Posts**  
 **436 Likes**  
 **1 Shares**

30% of posts feature Novo Nordisk branded elements



12% of posts featured videos

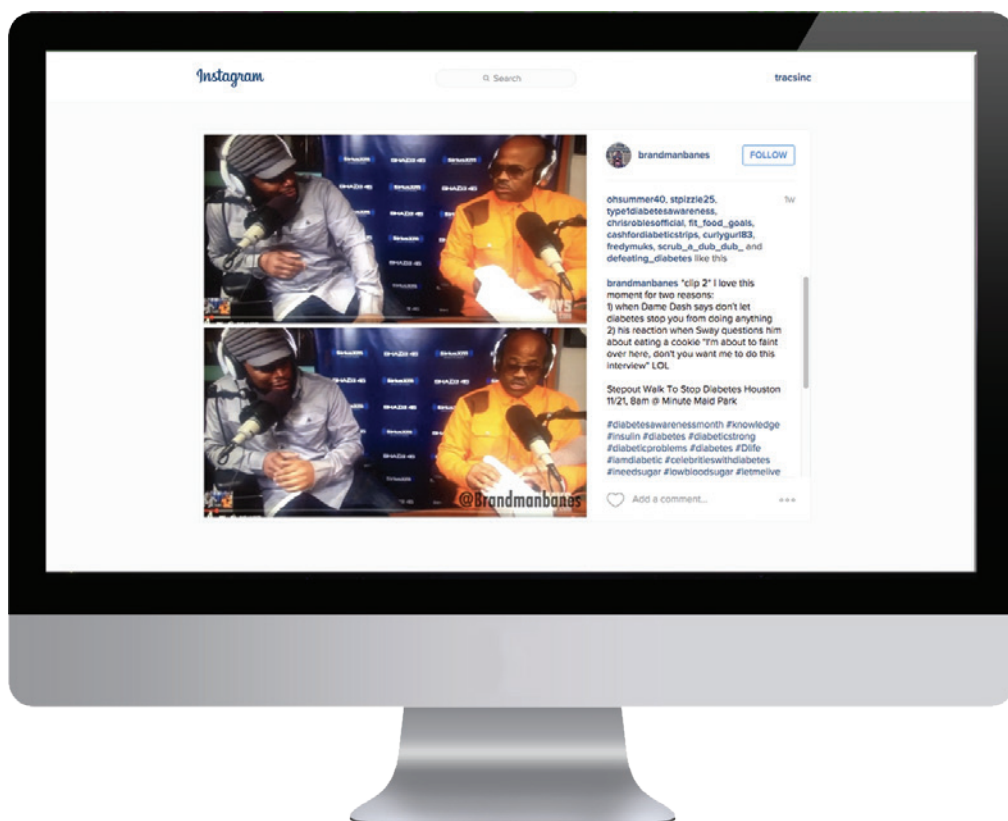
Average likes per post: 13

1 user created event

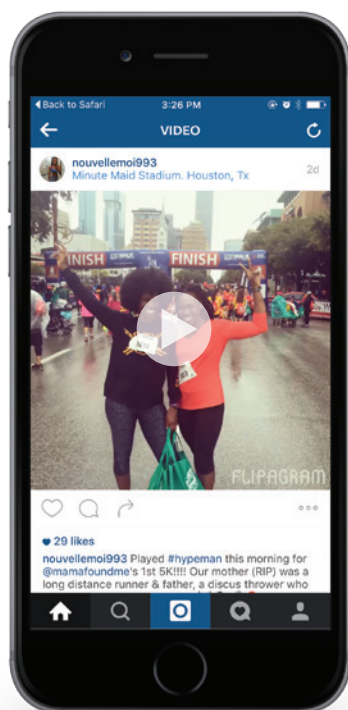


 33 Photos

 301 Likes



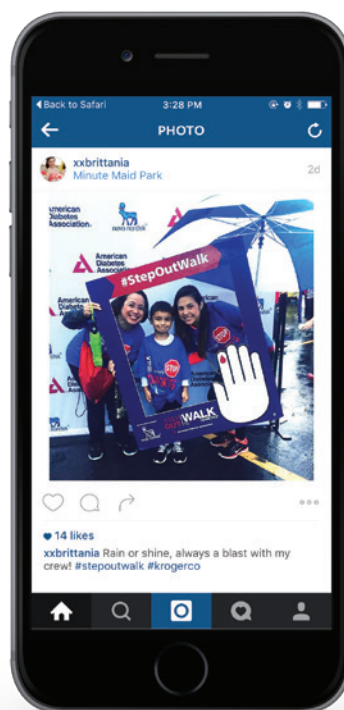
47% of posts feature Novo Nordisk branded elements



Flipagram Post



10 posts feature multiple photos



57% of branded photos feature the repeater banner

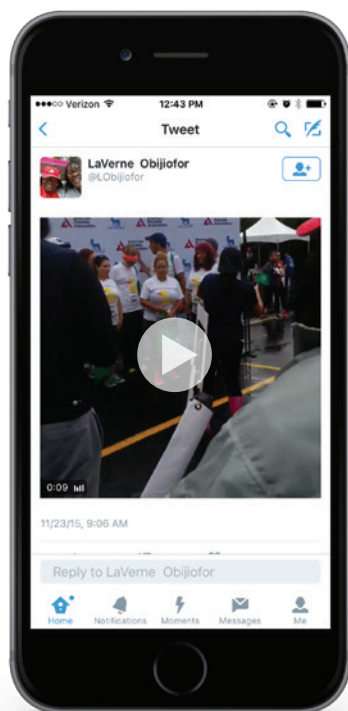






35 Tweets  
29 Favorites  
13 Retweets

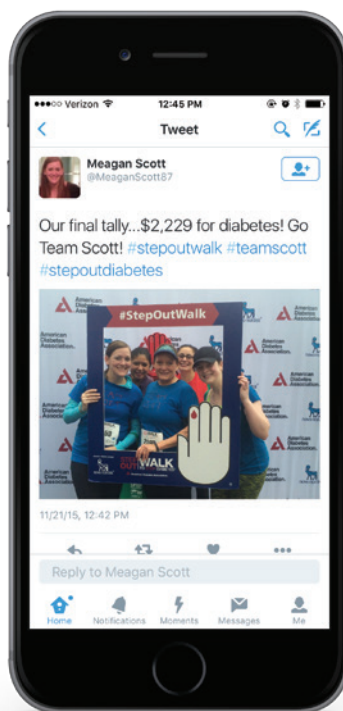
29% of posts  
feature links to other  
social media platforms



17% of tweets feature  
repeater banner



6% of posts feature  
multiple photos



37% of posts  
feature a hashtag



Link to article on  
Step Out Houston