

## NOVO NORDISK PHOTO BOOTH

**1,104**  
Participants



**825**  
Photos taken



**346**  
Prints distributed

## EVENT METRICS

**1,500+**  
WALKERS

**210**  
Red Striders

**\$350,000**  
FUNDRAISING GOAL

**\$190,000**  
FUNDS RAISED  
as of October 13

191 POSTS TO SOCIAL MEDIA



23%



28%



49%

**2,564,225**  
TOTAL SOCIAL MEDIA AUDIENCE

### TOP 3 #HASHTAGS

#NYCStepOut

#StepOut

#StopDiabetes



44 Posts



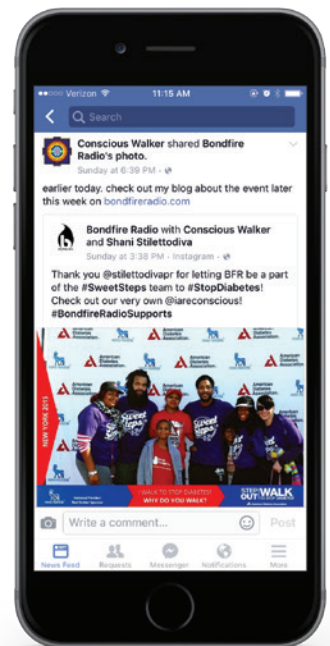
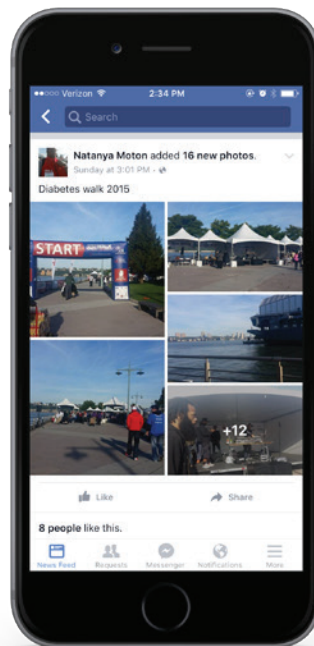
249 Likes



10 Shares



36% of posts feature Novo Nordisk branded elements



18% of posts feature multiple photos

Links to blogpost

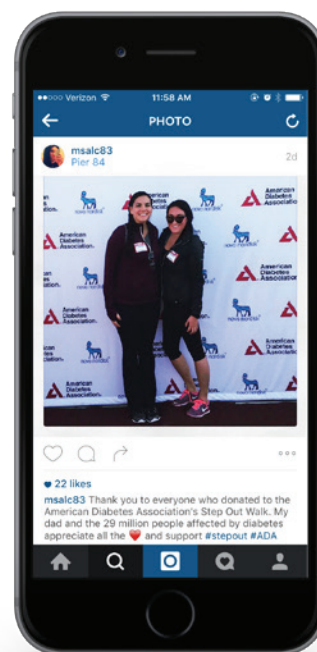
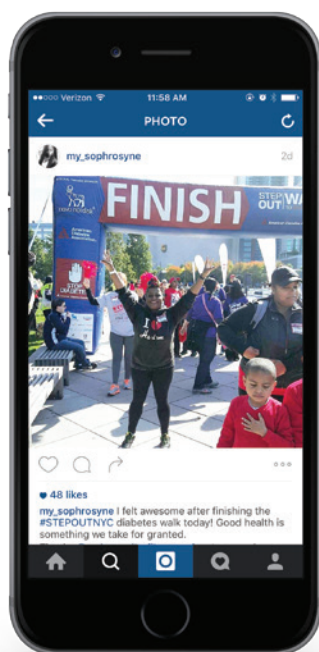


 **53 Photos**

 **3,498 Likes**



**49% of posts feature Novo Nordisk branded elements**



**28% of posts feature the cobranded Start/Finish Arch**

**21% of posts feature photo booth photos**





94 Tweets  
39 Favorites  
30 Retweets

49% of posts feature links to other social media platforms



Video post



Photo post



Location Check In at Pier 84

