



PHILADELPHIA, PA

NOVEMBER 7, 2015

STEP OUT | WALK
TO STOP DIABETES

American Diabetes Association

NOVO NORDISK PHOTO BOOTH

910
Participants



186
Photos taken



700
Prints distributed

EVENT METRICS

3,000
WALKERS

299
Red Striders

\$550,000
FUNDRAISING GOAL

\$423,833
FUNDS RAISED
as of November 7

165 POSTS TO SOCIAL MEDIA

42%

25%

33%

300,162

TOTAL SOCIAL MEDIA AUDIENCE

TOP 3 #HASHTAGS

#StepOutPhilly

#ADAPhilly

#StopDiabetes



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NOVEMBER 7, 2015

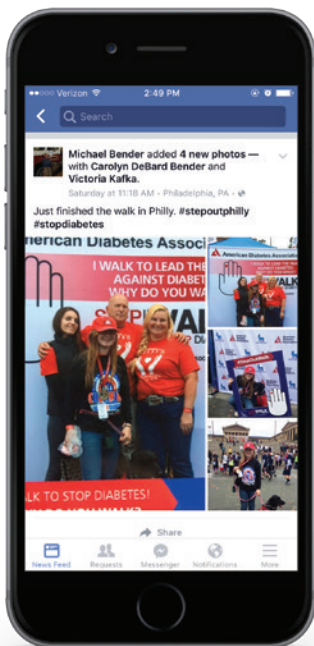
STEP OUT | WALK
TO STOP DIABETES®

American Diabetes Association.



55 Posts
691 Likes
7 Shares

18% of posts
feature Novo Nordisk
branded elements



Average likes
per post: 13



4 posts
feature video



2 users
created events



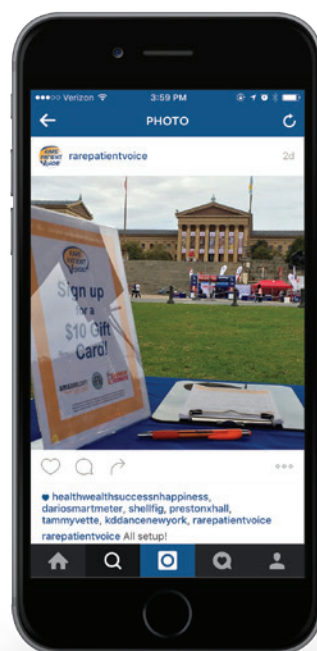
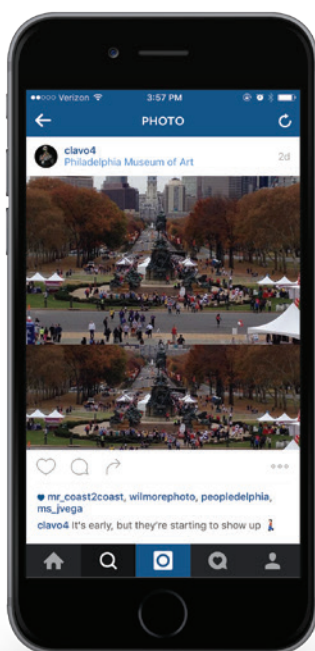
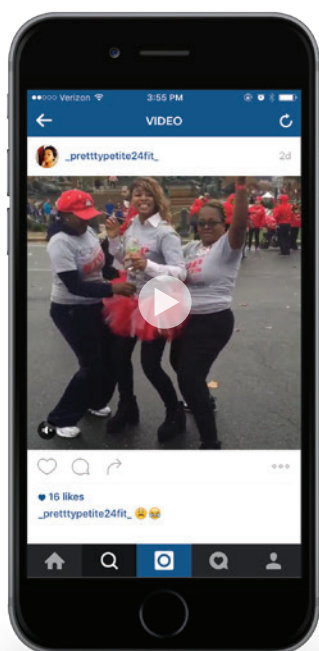
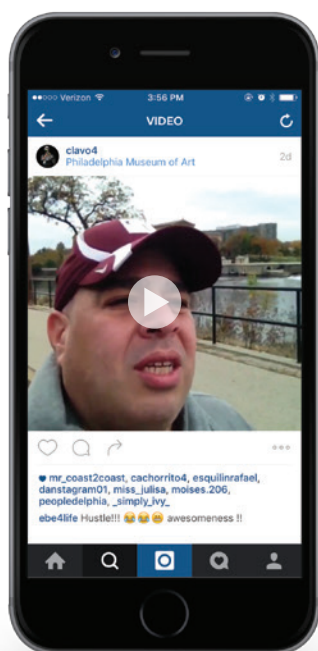
27% of users feature a
profile picture from
the event



 69 Photos

 1,653 Likes

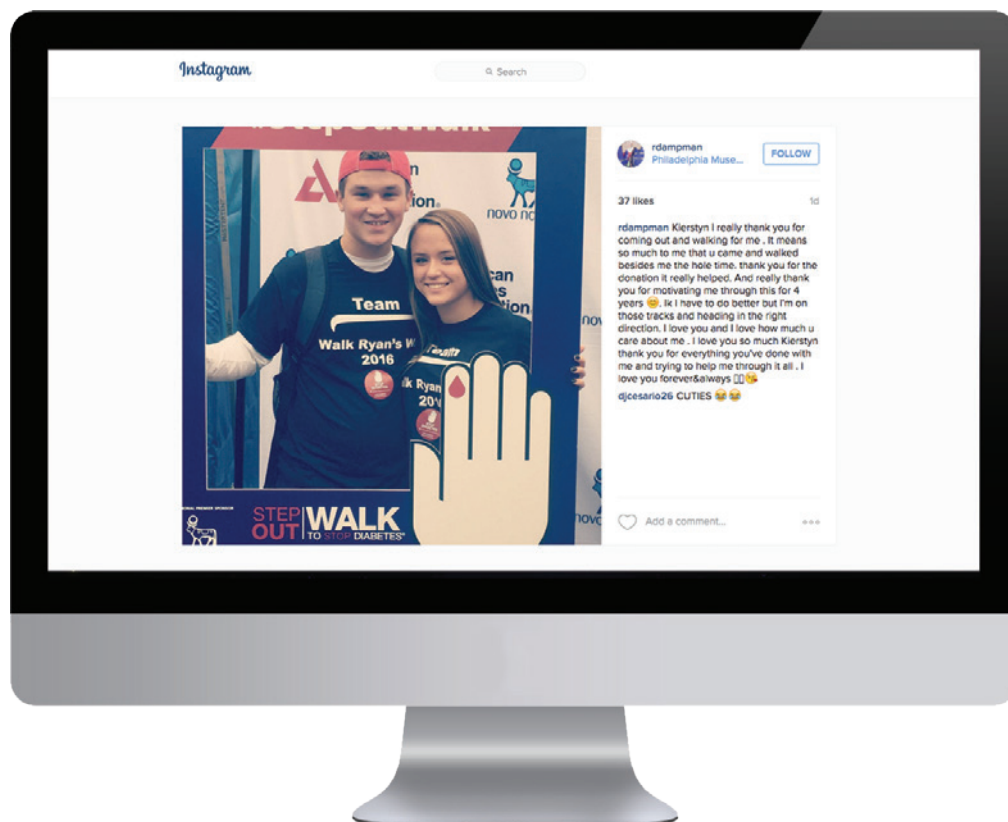
10% of posts
feature Novo Nordisk
branded elements



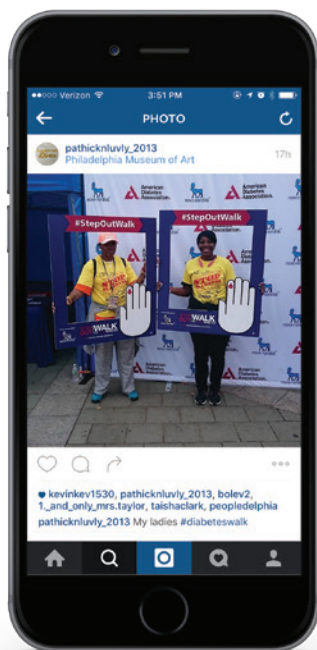
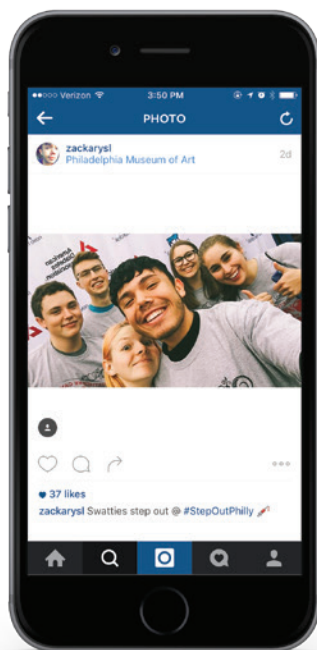
3 posts feature videos

Average likes
per post: 23

51% of posts
feature hashtags



Novo Nordisk Selfie Station





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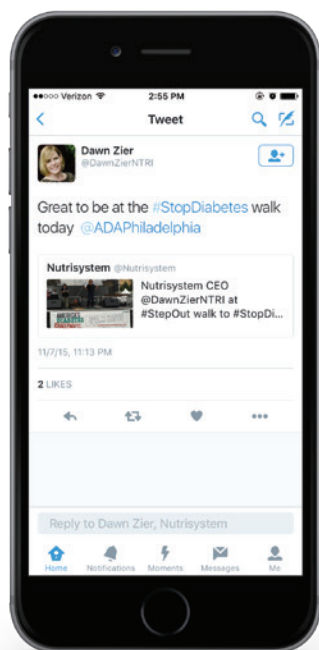
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41 Tweets
31 Favorites
8 Retweets

32% of posts
feature the hashtag
#StepOutPhilly



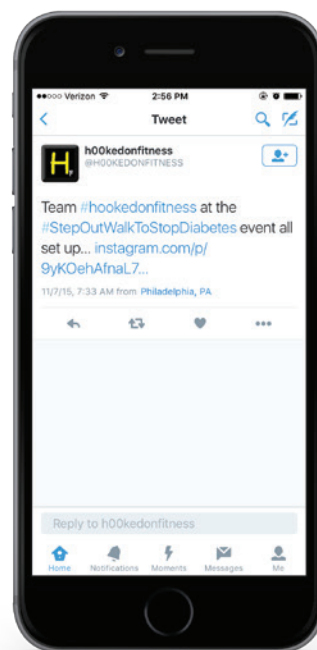
33% of users had
multiple posts



12% of posts
were retweeted



51% of posts
feature hashtags



51% of posts feature
links to other social
media platforms