



# WASHINGTON, DC

OCTOBER 17, 2015

**STEP OUT | WALK**  
TO STOP DIABETES®

 American Diabetes Association.

## NOVO NORDISK PHOTO BOOTH

**1,216**  
Participants



**317**  
Photos taken



**627**  
Prints distributed

## EVENT METRICS

**1,134**  
WALKERS

**175**  
Red Striders

**\$509,000**  
FUNDRAISING GOAL

**\$300,426**  
FUNDS RAISED  
as of October 19

151 POSTS TO SOCIAL MEDIA



27%



40 %



33%

**1,613,618**  
TOTAL SOCIAL MEDIA AUDIENCE

### TOP 3 #HASHTAGS

#NCASepOut

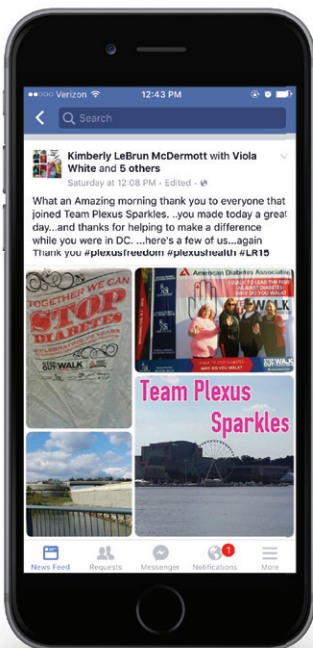
#StopDiabetesDC

#Stepoutwalktostopdiabetes2015

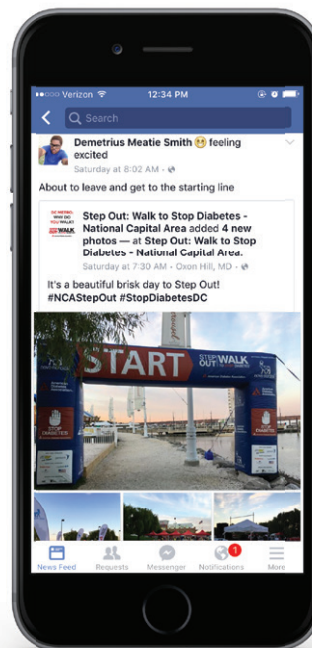
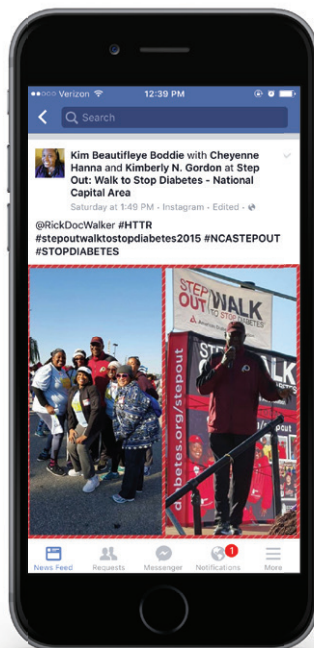


 **41 Posts**  
 **565 Likes**  
 **24 Shares**

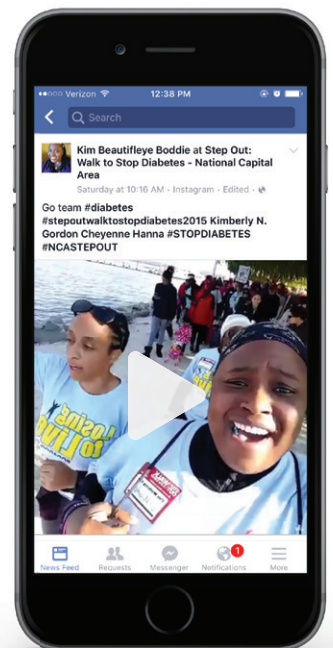
29% of posts feature Novo Nordisk branded elements



15% of posts feature multiple photos



86 photos posted via facebook



15% of posts feature videos

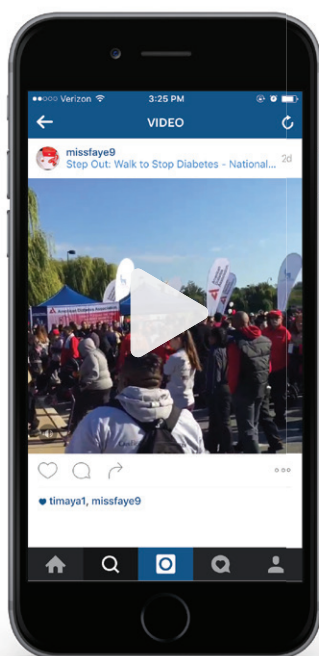
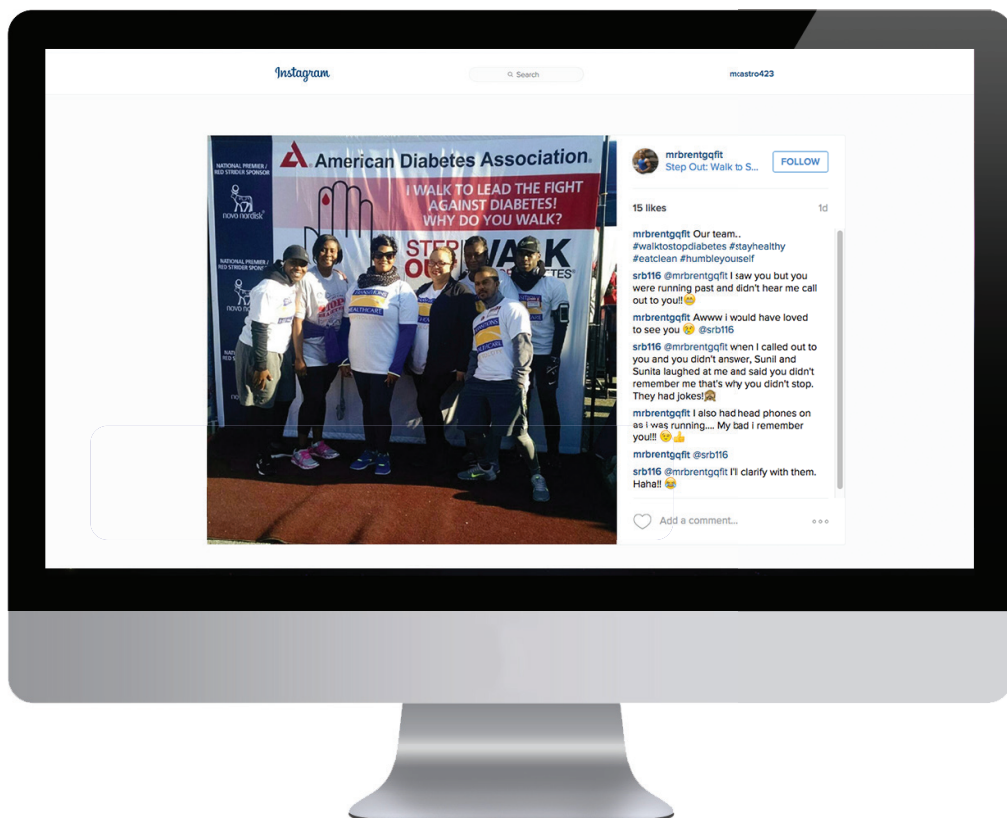


49 Photos

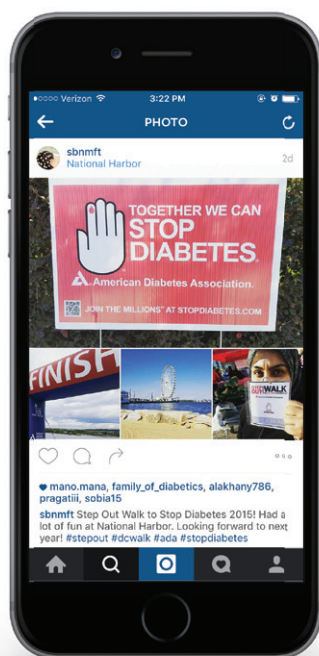


438 Likes

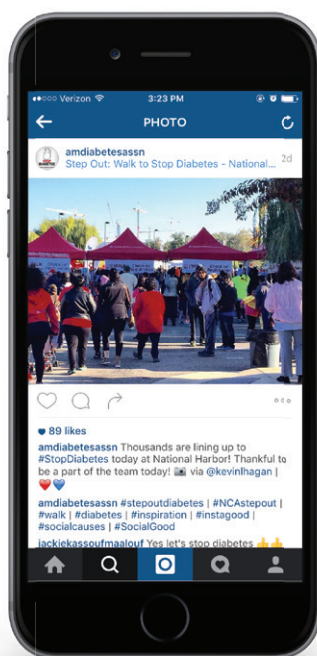
81% of posts  
feature hashtags



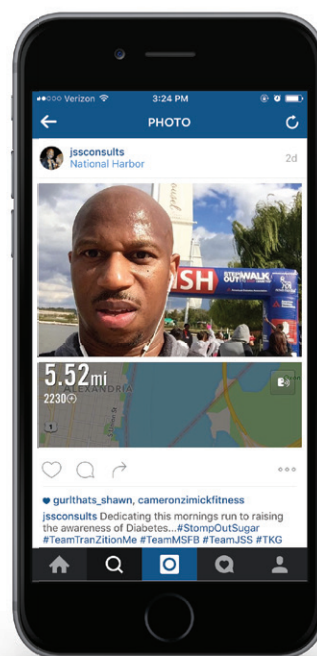
18% of posts  
feature videos



14% of posts  
feature Novo Nordisk  
branded elements



33% of users posted  
multiple times



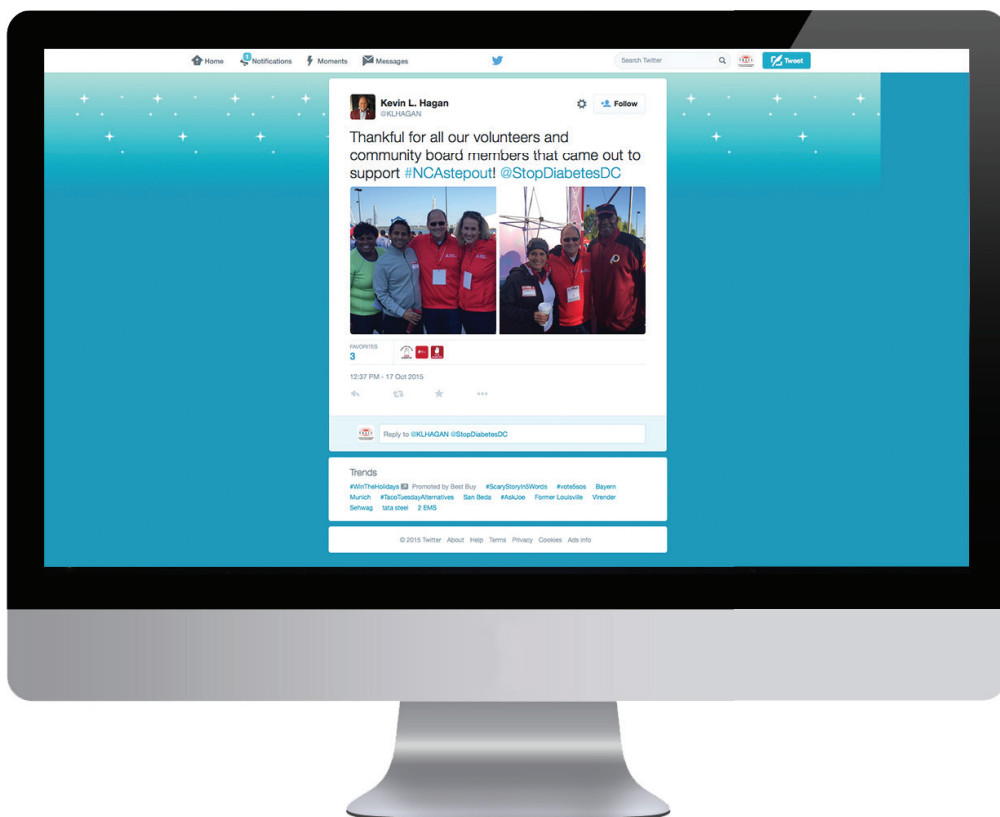
20% of posts feature links  
to other social media





61 Tweets  
81 Favorites  
35 Retweets

49% of posts feature  
#NCAStepOut



33% of posts feature photos

31% of users posted  
multiple times

Link to live  
streaming video



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American Diabetes Association.



Kevin Hagan,  
CEO of American Diabetes Association  
**@KLHAGAN**

