



BALTIMORE, MD

OCTOBER 2, 2016

STEP
OUT® | WALK
TO STOP DIABETES®

American Diabetes Association.

EVENT METRICS

1,400

TOTAL PARTICIPANTS

200

TOTAL RED STRIDERS

\$400,000

TOTAL FUNDS RAISED
as of October 1

366,392

NOVO NORDISK
BRAND IMPRESSIONS
(Excluding social media)

NOVO NORDISK PHOTO BOOTH

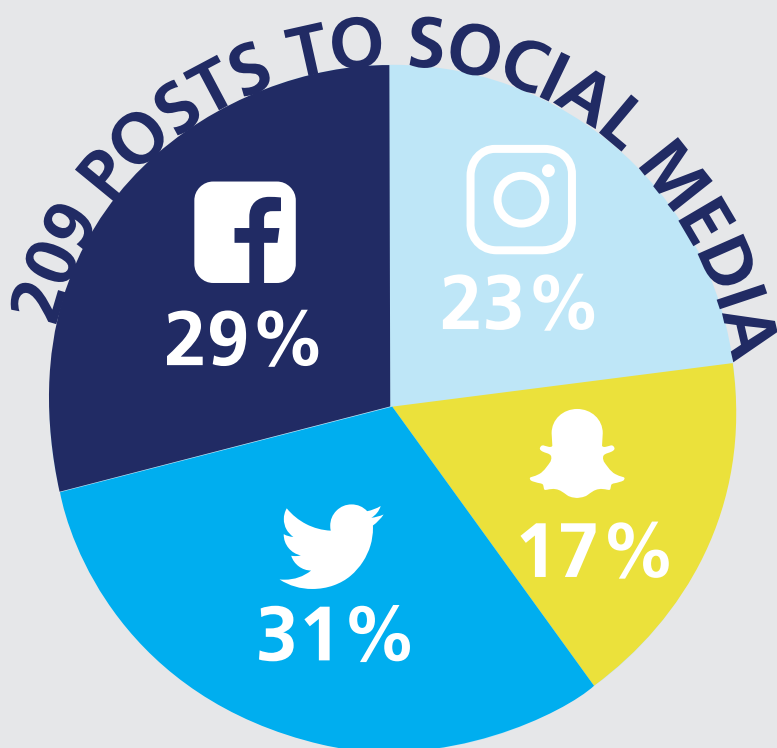
748
Participants



439
Participants
used
selfie boards



165
Photos taken



TOTAL SOCIAL MEDIA AUDIENCE

172,183

NOVO NORDISK SOCIAL MEDIA
BRAND IMPRESSIONS

53,418

TOP 3 #HASHTAGS

#StepOutDiabetes
#StepOutBaltimore
#StepOut



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STEP OUT TO WALK TO STOP DIABETES

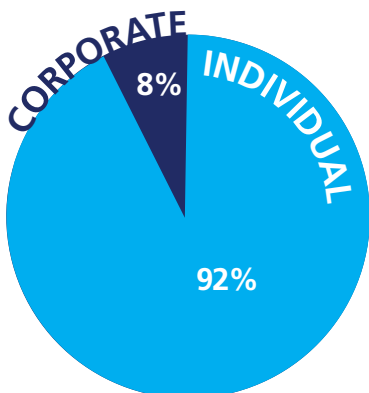
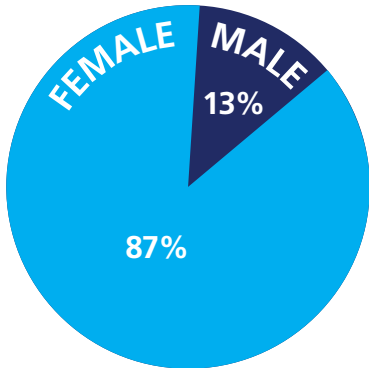
American Diabetes Association



49 Photos

691 Likes

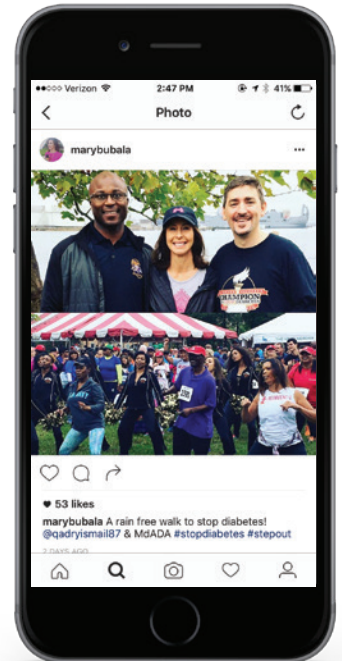
57% of posts feature Novo Nordisk branded materials



73% of posts feature #StepOutDiabetes



33% of posts feature Step Out Banner



CBS Anchor, Mary Bubala - Smith with Former Raven Qadry Ismail



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STEP OUT | WALK
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61 Posts

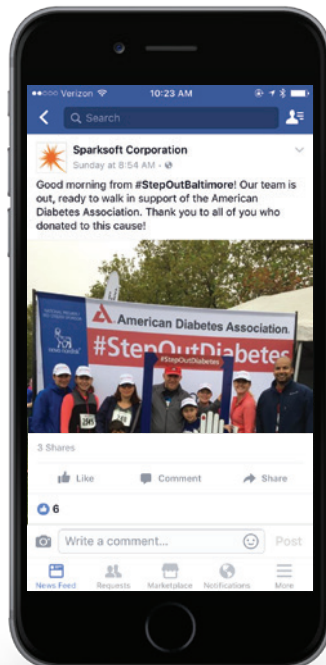
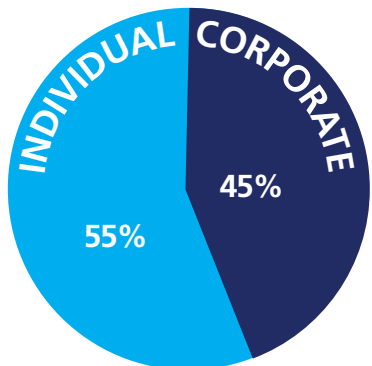
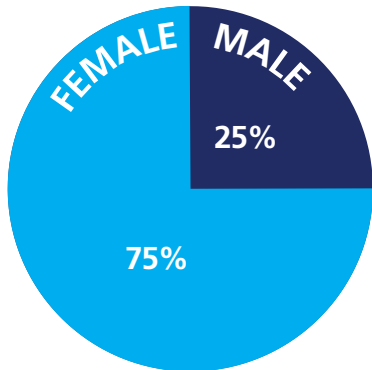


297 Likes



25 Shares

**57% of posts
feature Novo Nordisk
branded materials**



**65% of posts used
a hashtag**



**25% of posts feature
#StepOutDiabetes**



**75% of posts feature
a photo**



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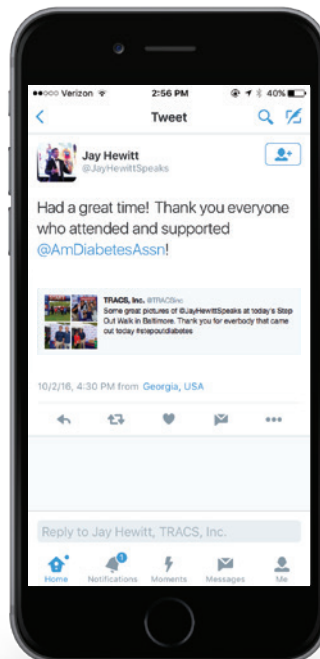
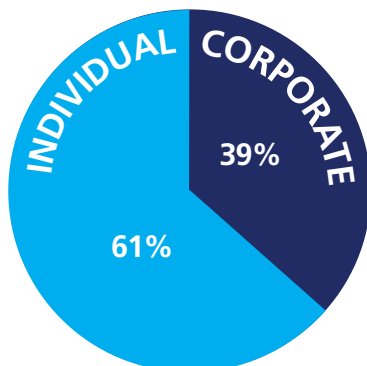
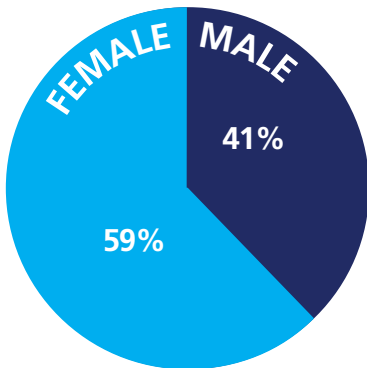


64 Tweets

37 Favorites

18 Retweets

48% of posts feature Novo Nordisk branded materials



59% of posts feature #StepOutDiabetes



42% of users posted multiple times

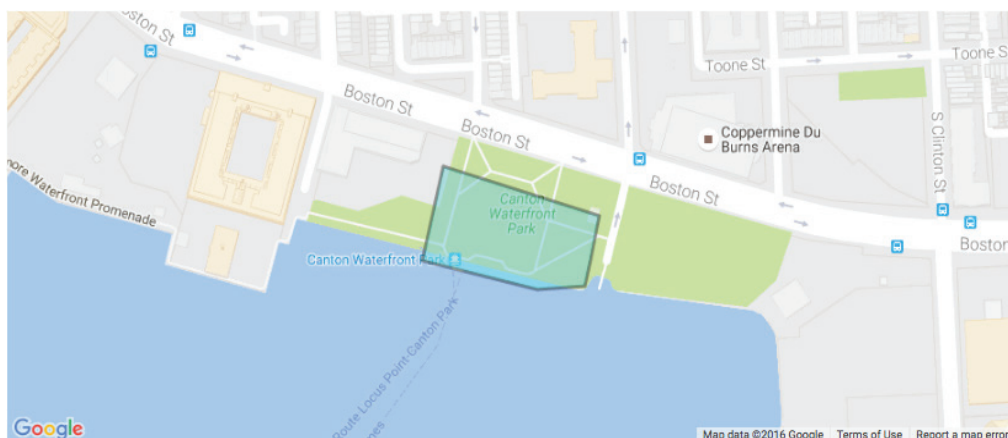


31% of posts feature a selfie board



 **35 Uses**

 **2,429 Views**



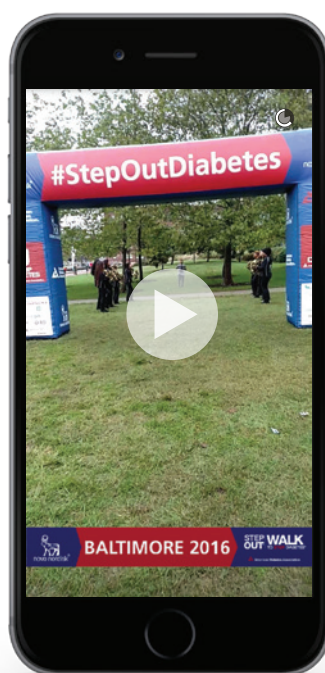
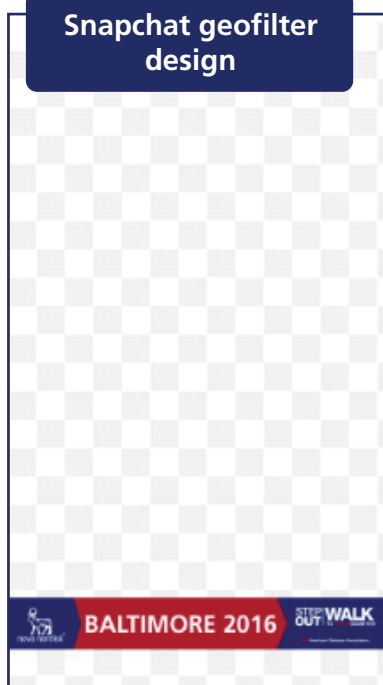
Start Time: October 2, 2016 9:00 AM
End Time: October 2, 2016 12:00 PM
Area Covered: 110,791 Sq Ft

Users  35

Views  2,429

**Geofilter was created
on Snapchat for the
start and venue area**

**Snapchat geofilter
design**





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OCTOBER 2, 2016

STEP OUT | WALK TO STOP DIABETES

American Diabetes Association



BALTIMORE:
WHY DO
YOU WALK?
STEP OUT | WALK
TO STOP DIABETES
American Diabetes Association

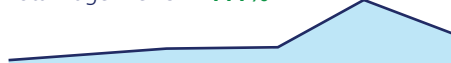
/stepoutbaltimore

PAGE VIEWS

September 27 - October 3

95

Total Page Views ▲ 111%



PAGE LIKES

■ Paid ■ Organic

September 27 - October 3

19

Page Likes ▼ 59%



VIDEOS

September 27 - October 3

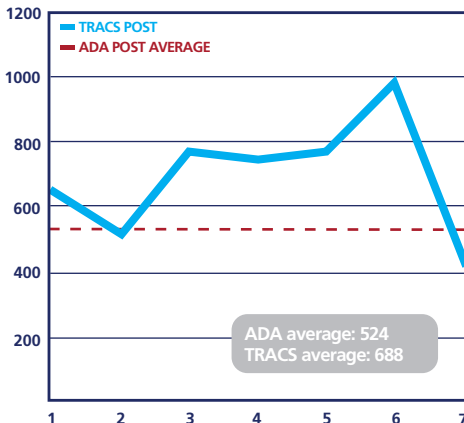
218

Total Video Views ▲ 7,167%

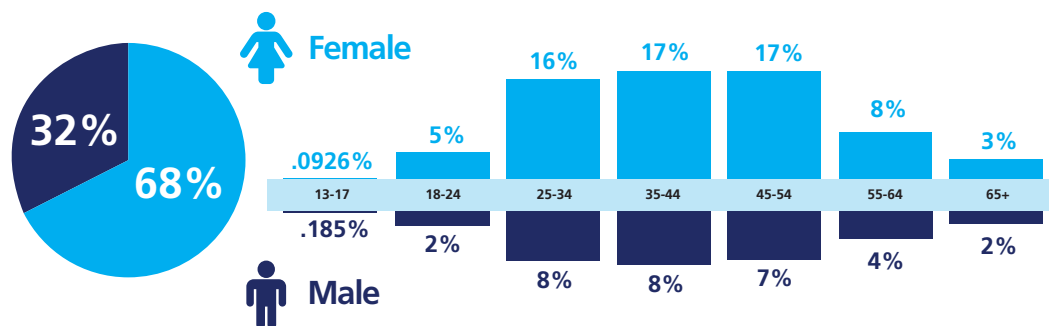


ENGAGEMENT

Total number of post clicks, likes, shares, and comments from September, 27- October, 3.



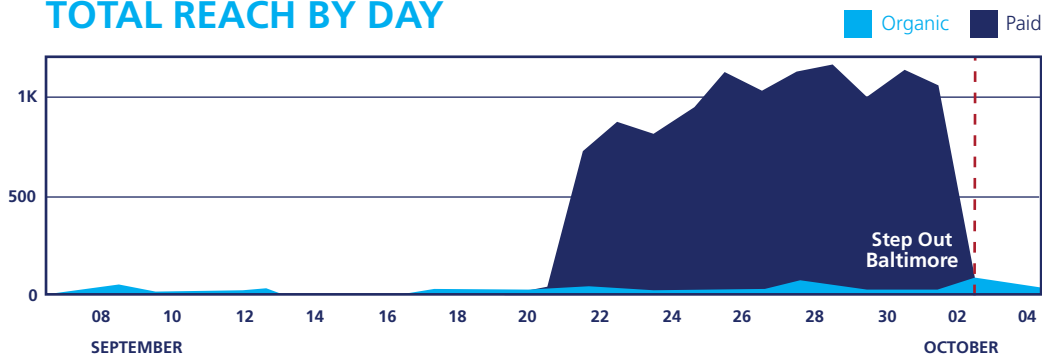
PEOPLE WHO LIKE YOUR PAGE



TOTAL REACH - 33,519

Reach is the number of unique users who saw your page's posts from September 27 - October 3.

TOTAL REACH BY DAY



*Note: Step Out Baltimore ran a Facebook Ad from September 21 - October 2 to drive traffic to their Facebook Page

TRACS POSTS PUBLISHED FROM STEP OUT BALTIMORE FACEBOOK PAGE

Published	Post	Type	Targeting	Reach	Engagement	Promote
10/03/2016 3:57 pm	7 Check out the time lapse video from yesterday's Step Out Walk Balti	Video	Public	296	9 6	Boost Post
10/02/2016 4:39 pm	6 Pictures from the Novo Nordisk Photo Booth at Step Out Walk Balti	Photo	Public	489	364 4	Boost Post
10/02/2016 10:00 am	5 Come get your picture taken and get a free photo print at the Novo	Photo	Public	331	8 3	Boost Post
10/02/2016 9:17 am	4 Don't forget to stop by the Novo Nordisk photo booth when you're b	Photo	Public	315	7 6	Boost Post
10/02/2016 9:12 am	3 Thanks to everyone who came out for the Step Out Walk at Canton	Photo	Public	369	10 12	Boost Post
10/02/2016 7:15 am	2 Excited for #stepoutbaltimore at beautiful Canton Waterfront Park.	Photo	Public	236	5 3	Boost Post
10/01/2016 9:00 am	1 Don't forget to stop by the Novo Nordisk photo booth to pick up your	Photo	Public	270	8 5	Boost Post