



BOSTON, MA

OCTOBER 15, 2016

STEP
OUT | WALK
TO STOP DIABETES®

American Diabetes Association.

EVENT METRICS

2,000

TOTAL PARTICIPANTS

200

TOTAL RED STRIDERS

\$320,720

TOTAL FUNDS RAISED
as of October 17

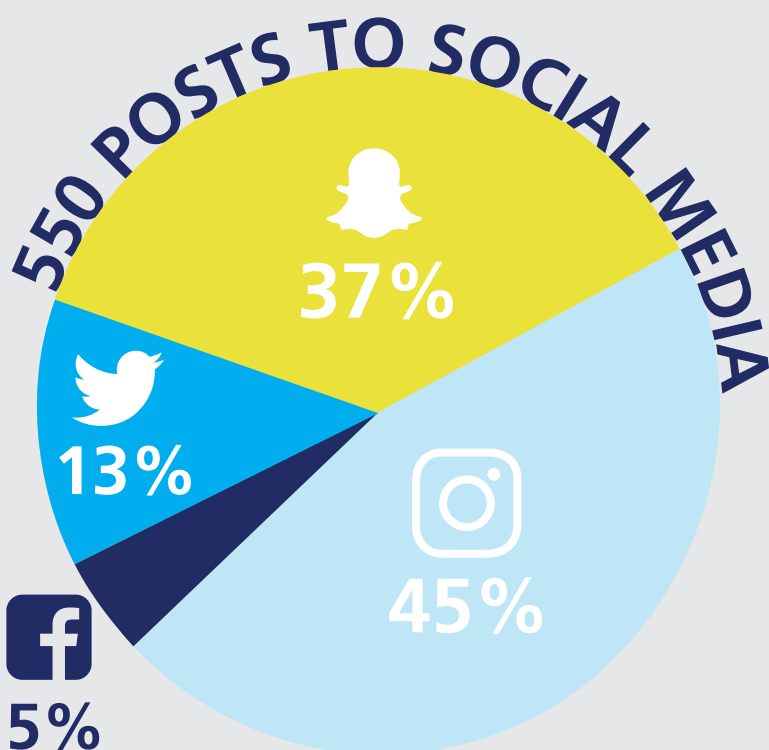
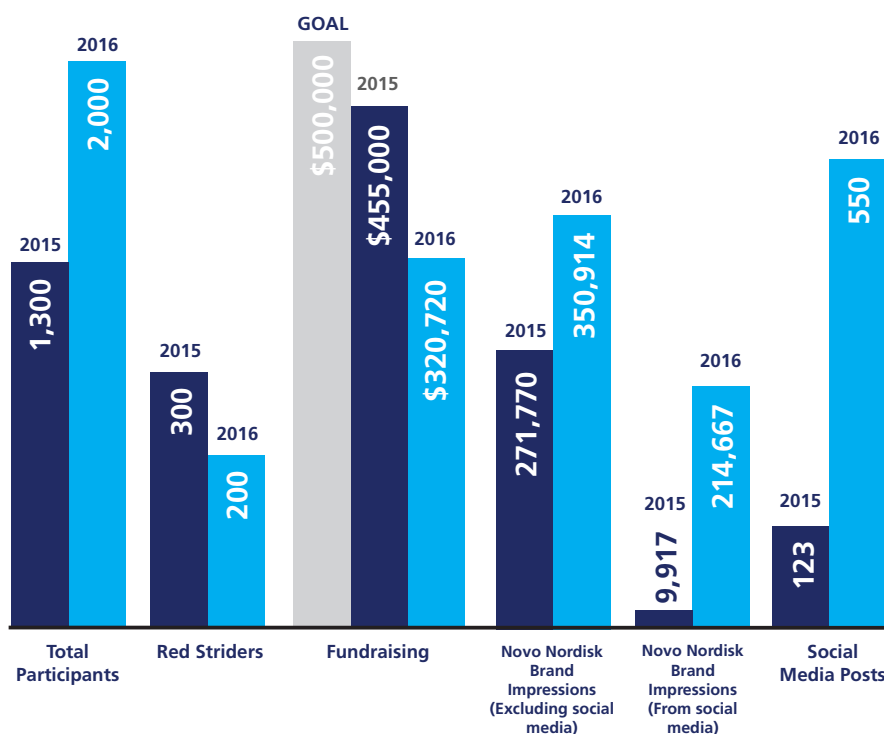
350,914

NOVO NORDISK
BRAND IMPRESSIONS
(Excluding social media)

EVENT METRICS

2015 VS. 2016

■ 2015 ■ 2016



TOTAL SOCIAL MEDIA AUDIENCE

245,643

NOVO NORDISK SOCIAL MEDIA BRAND IMPRESSIONS

214,667

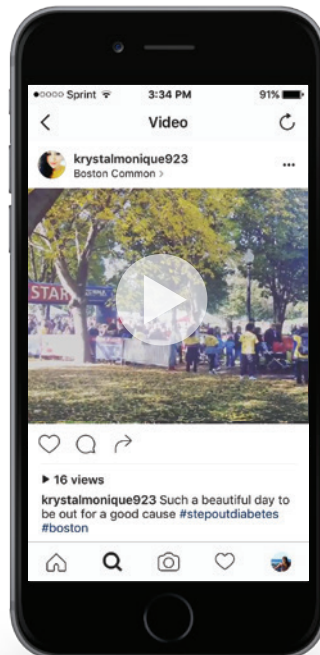
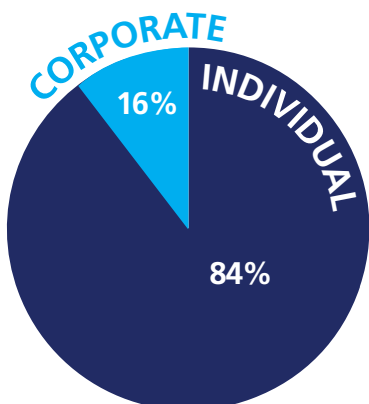
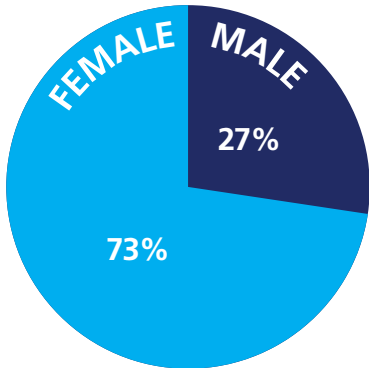
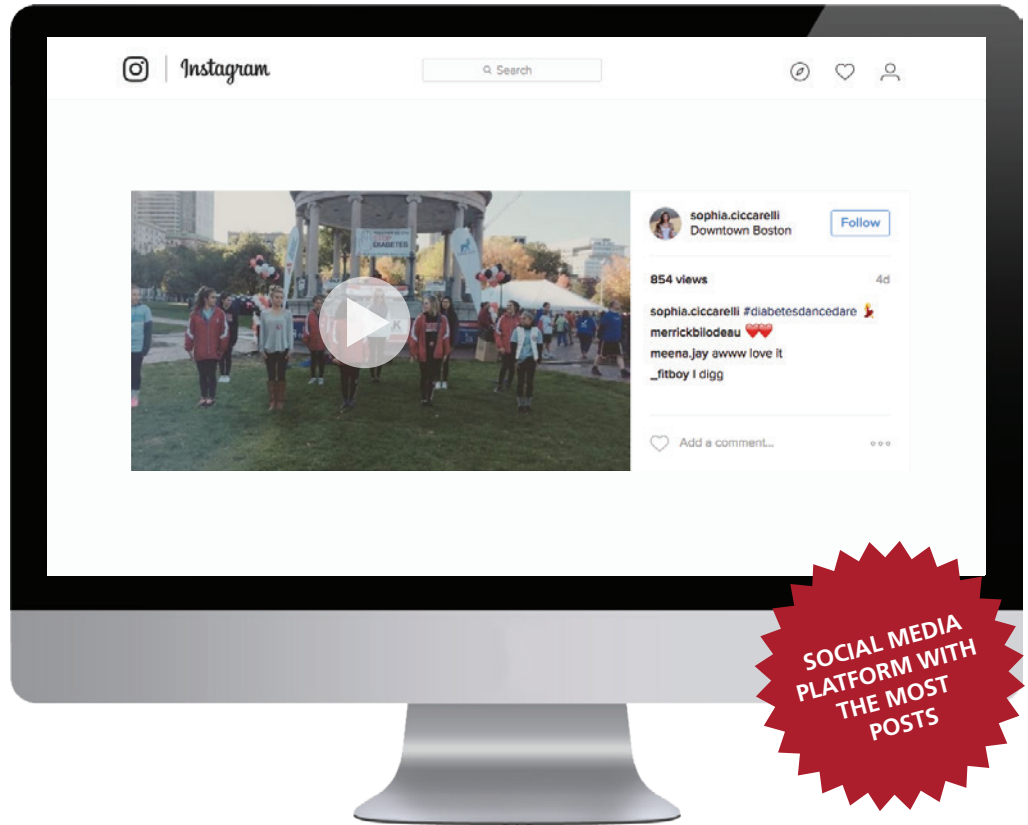
TOP 3 #HASHTAGS

#StepOutDiabetes
#BostonCommon
#Boston

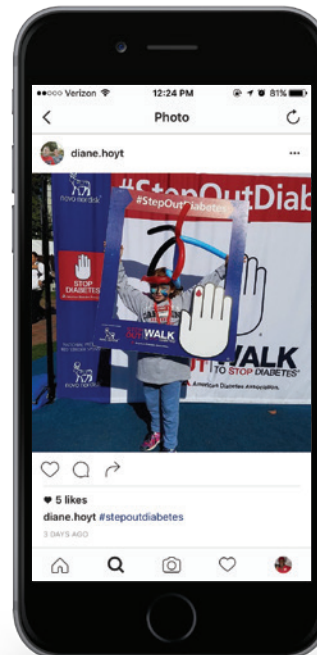


 **245 Photos**
 **2,701 Likes**

91% of posts feature Novo Nordisk branded materials



97% of posts feature #StepOutDiabetes



53% of posts feature a Selfie Board



37% of users posted multiple times

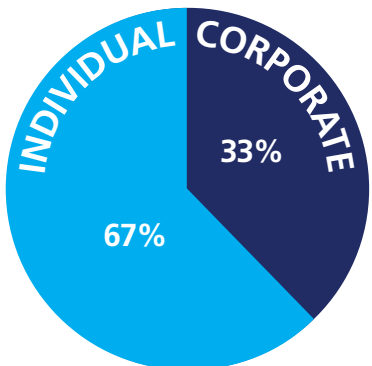
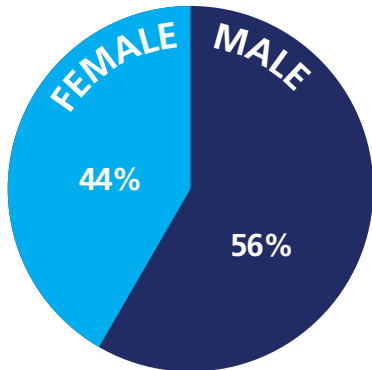


 **30 Posts**
 **475 Likes**
 **8 Shares**

73% of posts feature Novo Nordisk branded materials



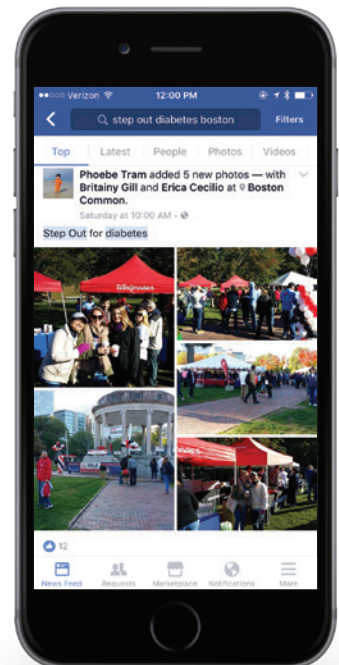
PLATFORM WITH THE HIGHEST AMOUNT OF AVERAGE LIKES PER POST



47% of posts feature #StepOutDiabetes



20% of posts feature Wally The Green Monster



33% of posts feature multiple photos



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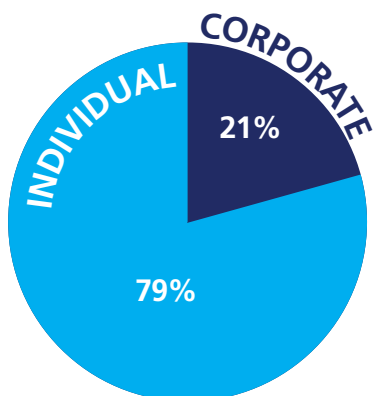
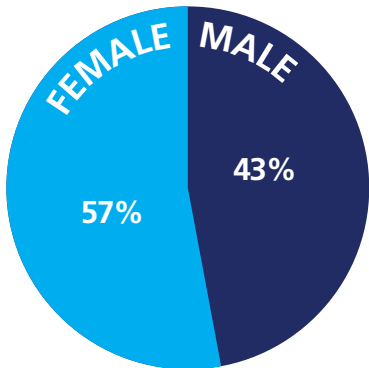


71 Tweets

129 Favorites

24 Retweets

73% of posts
feature Novo Nordisk
branded materials



82% of posts feature
#StepOutDiabetes



28% of users posted
multiple times



56% of posts include
a selfie board

NOVO NORDISK PHOTO BOOTH

1,449
Participants



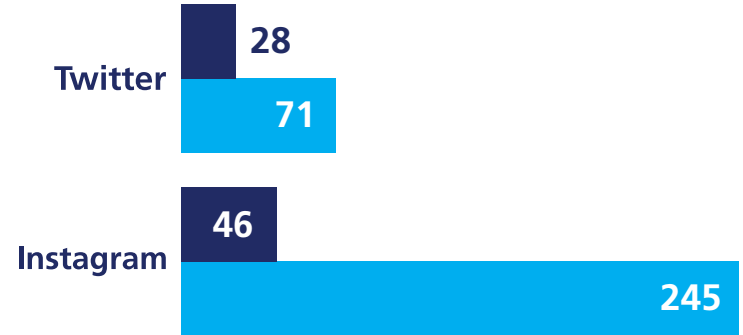
322
Photos taken



724
Participants
used
selfie boards

SOCIAL MEDIA GROWTH

2015 Posts VS. 2016 Posts ■ 2015 ■ 2016



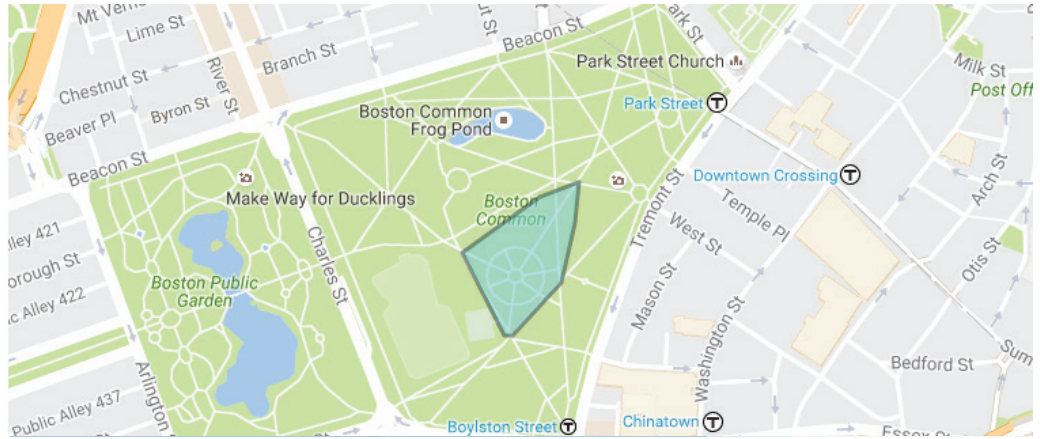
When participants featured #StepOutDiabetes on Instagram or Twitter, they received a 5x7 color print of their photo at the Novo Nordisk Photo Booth.





204 Uses

13,068 Views

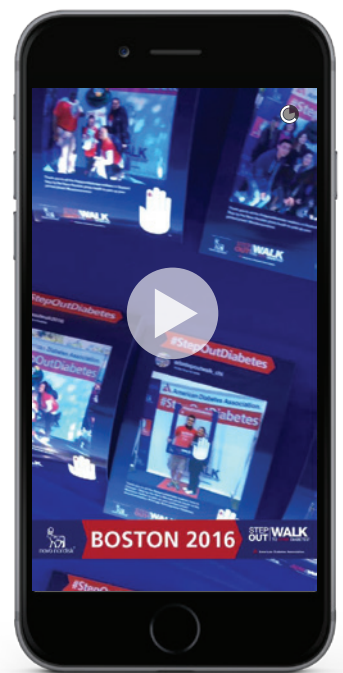
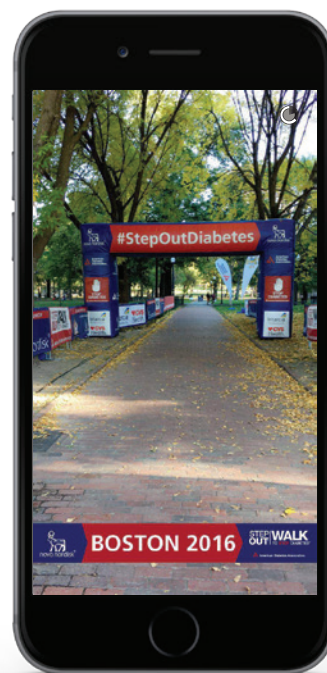
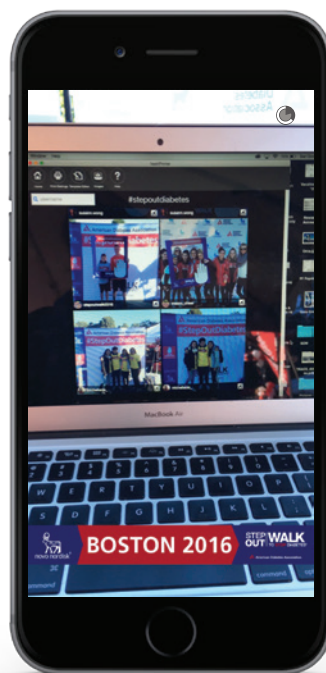
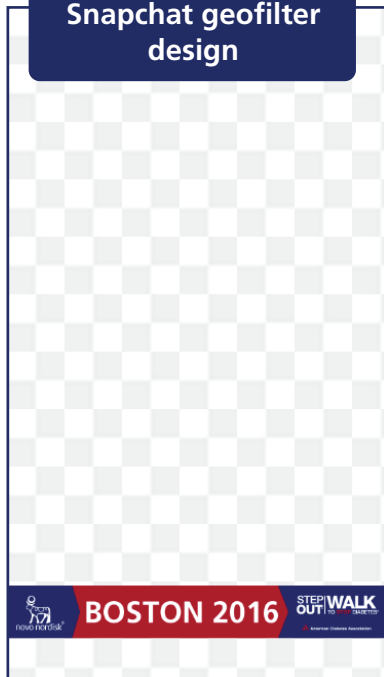


Start Time: October 15, 2016 9:00 AM
End Time: October 15, 2016 12:00 PM
Area Covered: 173,064 Sq Ft

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



**Snapchat geofilter
design**





**BOSTON:
WHY DO
YOU WALK?**

STEP OUT | WALK
TO STOP DIABETES®

American Diabetes Association.

/StepOutBoston

PAGE VIEWS

October 11 - October 17

219

Total Page Views ▲462%

PAGE LIKES

October 11 - October 17

13

Page Likes ▲333%

VIDEOS

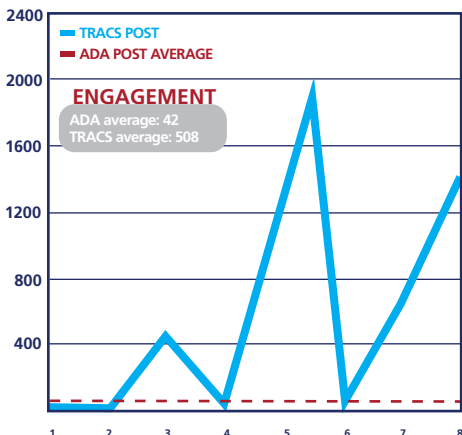
October 11 - October 17

706

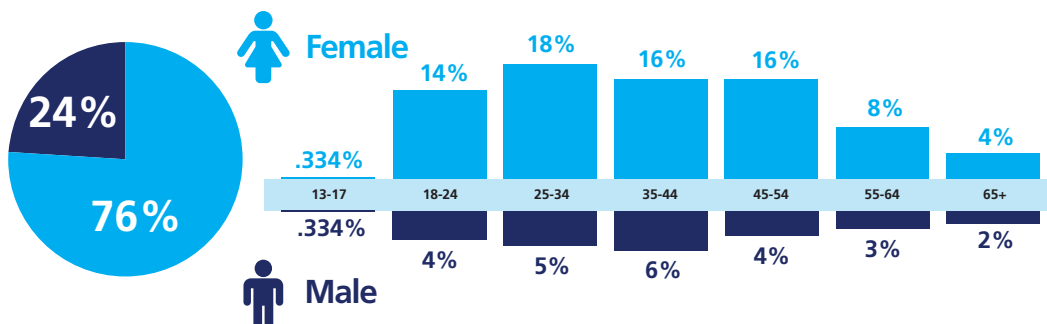
Total Video Views ▲100%

ENGAGEMENT

Total number of post clicks, likes, shares, and comments from October 14 - 18.



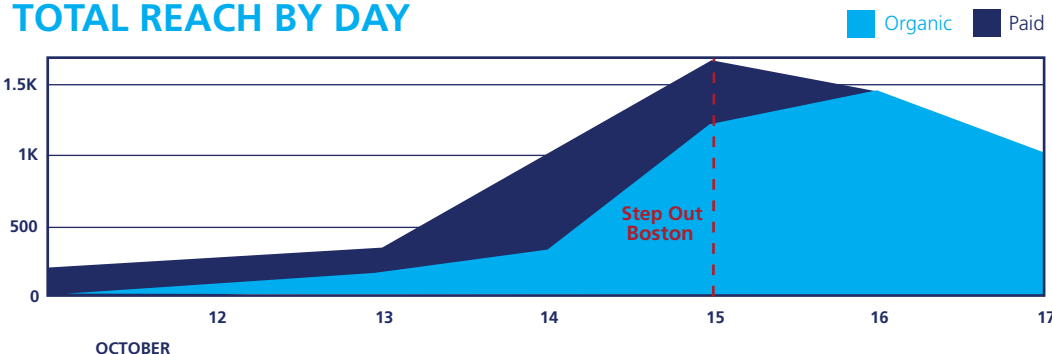
PEOPLE WHO LIKE YOUR PAGE



TOTAL REACH - 13,481

Reach is the number of unique users who saw your page's posts from October 11 to October 17.

TOTAL REACH BY DAY



TRACS POSTS PUBLISHED FROM STEP OUT BOSTON FACEBOOK PAGE

Published	Post	Type	Targeting	Reach	Engagement	Promote
10/18/2016 10:32 am 8	Step Out Boston Start/Finish Photos	Image	Global	265	1.3K 16	Boost Post
10/18/2016 10:31 am 7	Step Out Boston Selfie Station	Image	Global	277	772 3	Boost Post
10/17/2016 11:11 am 6	Timelapse video of the Step Out Walk start on Saturday at the Bo	Video	Global	428	15 7	Boost Post
10/15/2016 5:57 pm 5	#StepOutDiabetes	Image	Global	1.1K	1.9K 18	Boost Post
10/15/2016 11:38 am 4	Come by the Novo Nordisk Photo Booth Don't forget to stop by t	Image	Global	605	13 4	Boost Post
10/15/2016 10:48 am 3	Thanks to everyone who came out for the Step Out Walk at the B	Image	Global	407	45 20	Boost Post
10/15/2016 7:14 am 2	Excited for #stepoutboston at the beautiful Boston Common. Ca	Image	Global	656	13 14	Boost Post
10/14/2016 5:14 pm 1	Don't forget to stop by the Novo Nordisk photo booth to pick up y	Image	Global	580	7 4	Boost Post