



# PHILADELPHIA, PA

NOVEMBER 5, 2016

STEP  
OUT® | WALK  
TO STOP DIABETES®

American Diabetes Association.

## EVENT METRICS

**988**

TOTAL PARTICIPANTS

**212**

TOTAL RED STRIDERS

**\$379,172**

TOTAL FUNDS RAISED  
as of November 15

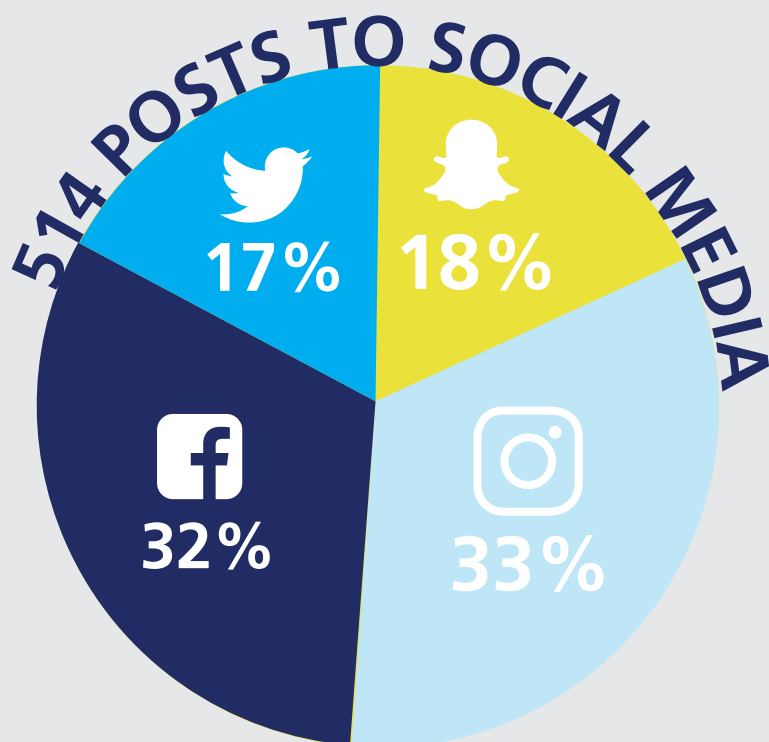
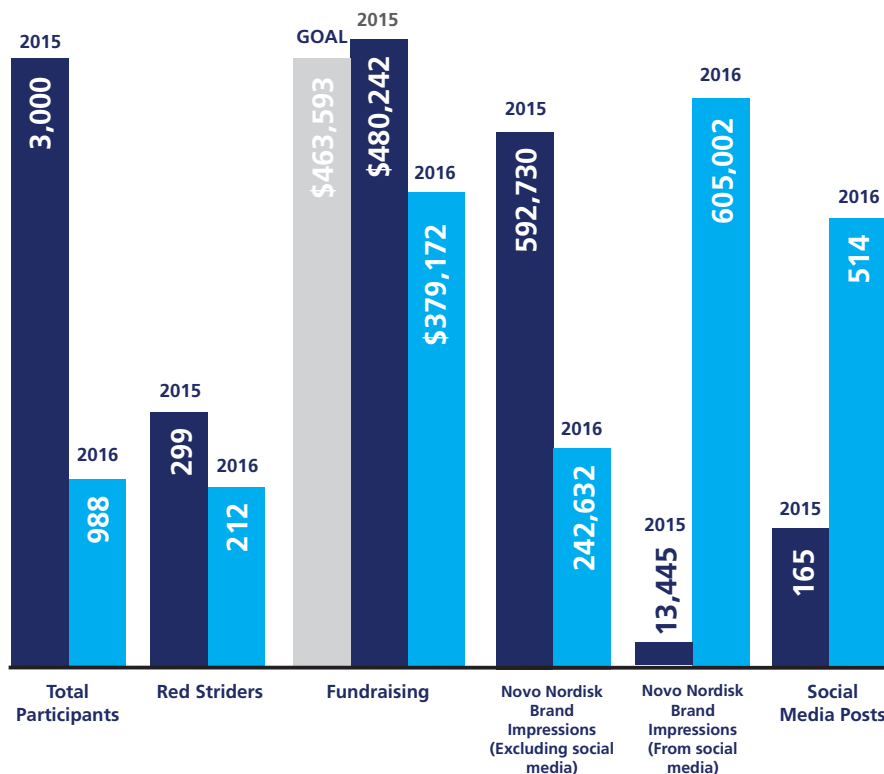
**242,632**

NOVO NORDISK  
BRAND IMPRESSIONS  
(Excluding social media)

## EVENT METRICS

2015 VS. 2016

■ 2015 ■ 2016



TOTAL SOCIAL MEDIA AUDIENCE

**871,062**

NOVO NORDISK SOCIAL MEDIA  
BRAND IMPRESSIONS

**605,002**

TOP 3 #HASHTAGS

#StepOutDiabetes

#Diabetes

#StepOutPhilly



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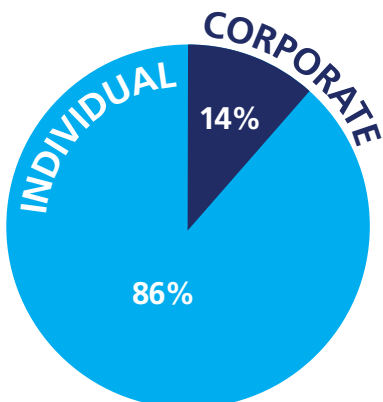
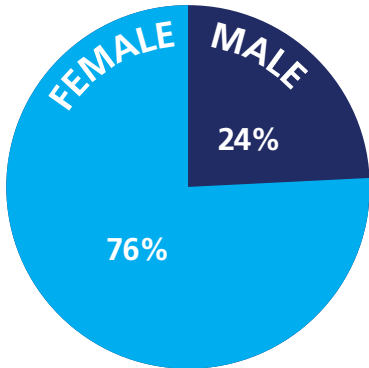
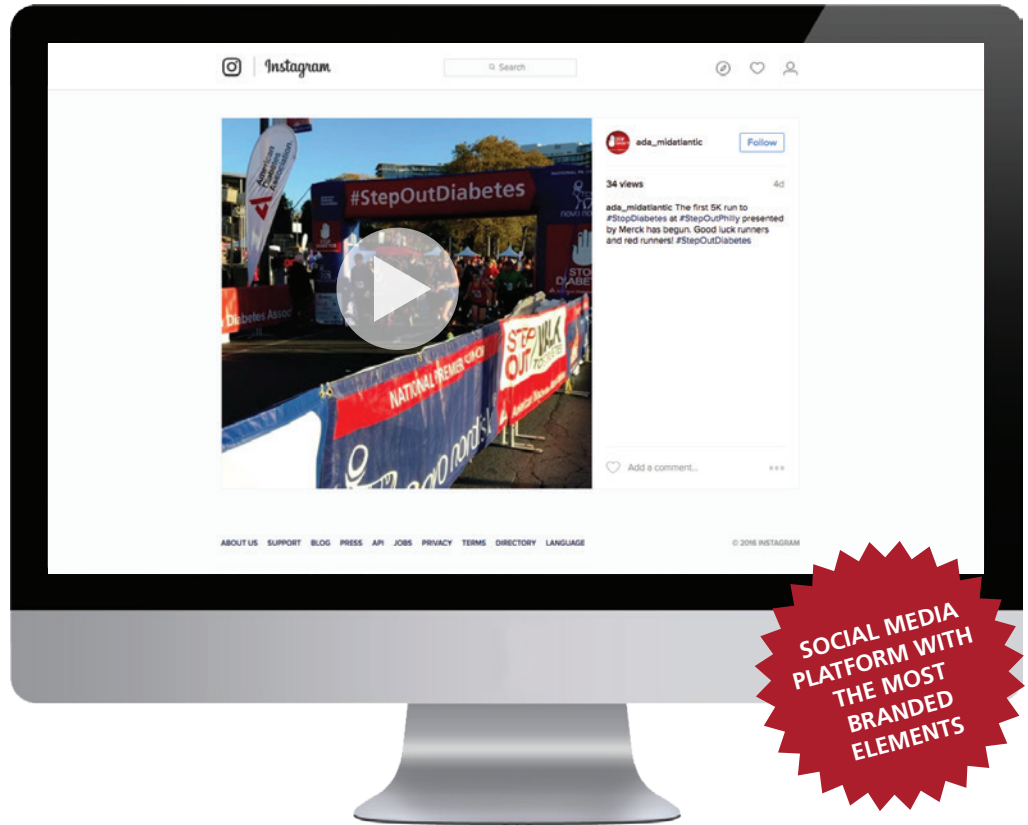
STEP OUT | WALK TO STOP DIABETES

American Diabetes Association

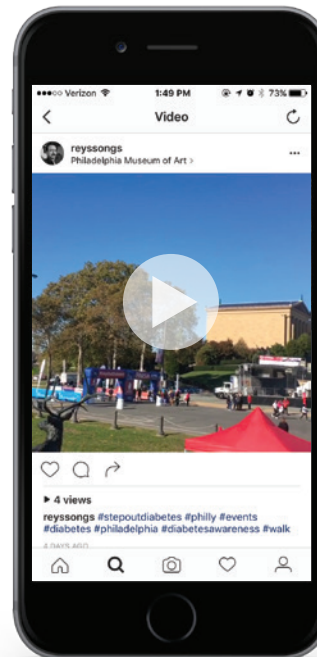


170 Photos  
1,770 Likes

86% of posts feature Novo Nordisk branded materials



97% of posts feature #StepOutDiabetes



Average of 790 followers per user



71% of posts feature the repeater banner



 **163 Posts**

 **508 Likes**

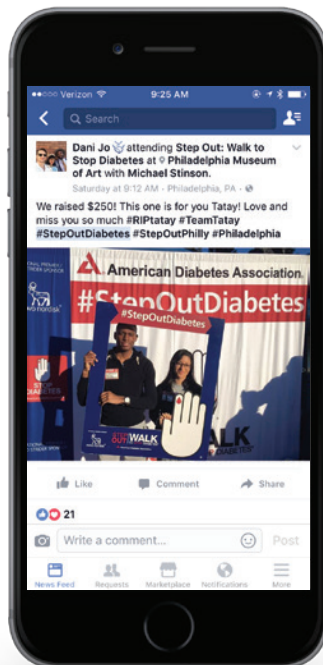
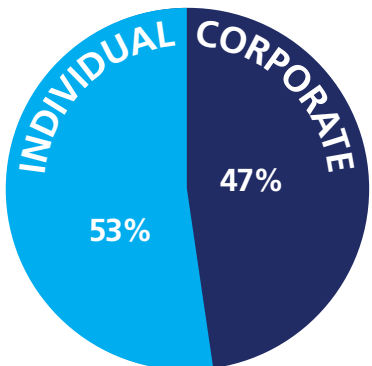
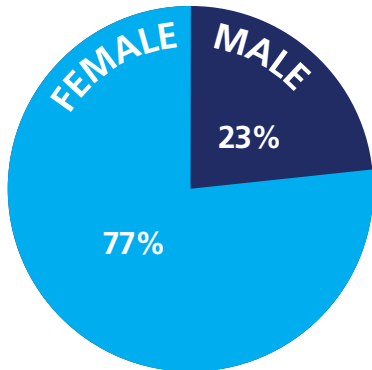
 **81 Shares**

**21% of posts feature Novo Nordisk branded materials**

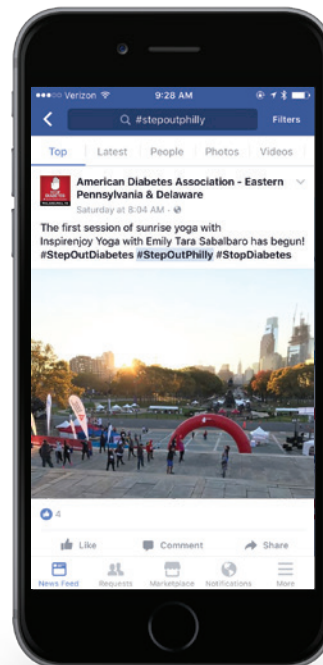


Good Day Health also posted on their YouTube Channel, and blog [gooddaygoodhealth.org](http://gooddaygoodhealth.org)

**PLATFORM WITH THE HIGHEST AMOUNT OF SHARES**



**Average of 4 likes per post**



**10% of posts feature #StepOutDiabetes**



**21% of posts feature a repeater banner**

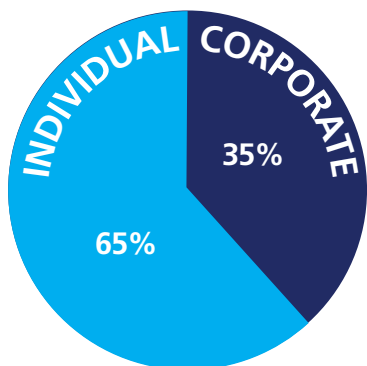
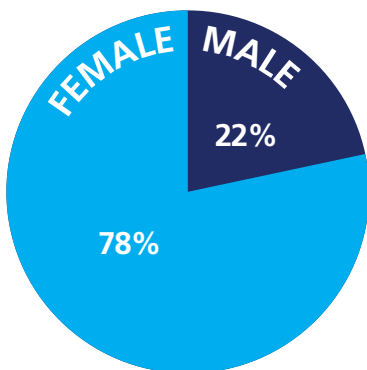


88 Tweets

120 Favorites

42 Retweets

44% of posts feature Novo Nordisk branded materials



50% of posts feature #StepOutDiabetes



25% of users posted multiple times



25% of photos feature the NN/ADA backdrop





# PHILADELPHIA, PA

NOVEMBER 5, 2016



## NOVO NORDISK PHOTO BOOTH

781  
Participants



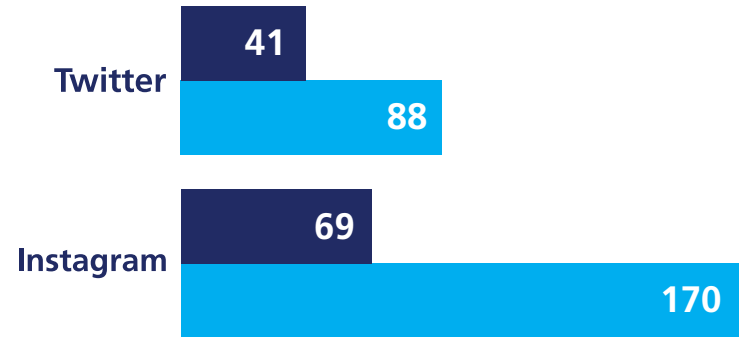
211  
Photos taken



278  
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.





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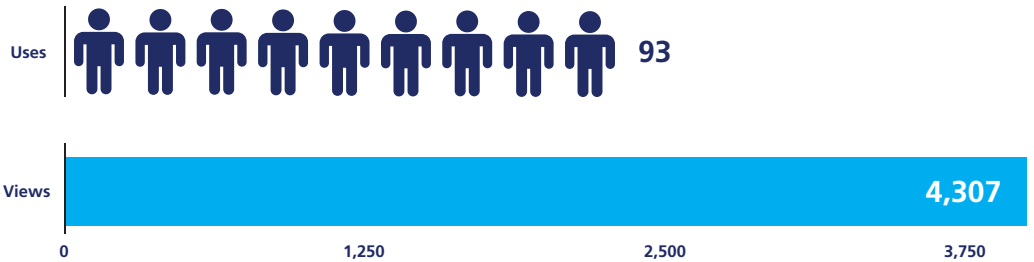
93 Uses

4,307 Views



Start Time: November 5, 2016 8:00 AM  
End Time: November 5, 2016 12:00 PM  
Area Covered: 136,250 Sq Ft

Geofilter was created  
on Snapchat for the  
start and venue area



Snapchat geofilter  
design





# PHILADELPHIA, PA

## NOVEMBER 5, 2016

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

American Diabetes Association



/ADAEPennDel

### PAGE VIEWS

November 2 - November 8

**288**

Total Page Views **▲220%**

### PAGE LIKES

November 2 - November 8

**16**

Page Likes **▲78%**

### VIDEOS

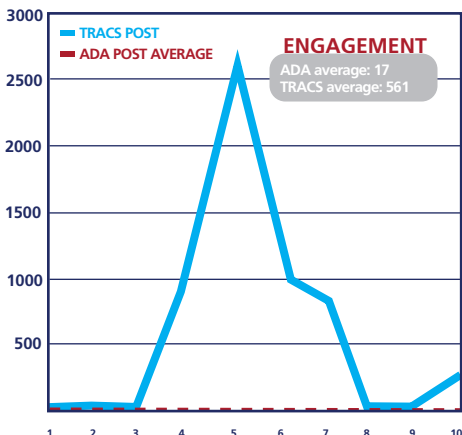
November 2 - November 8

**394**

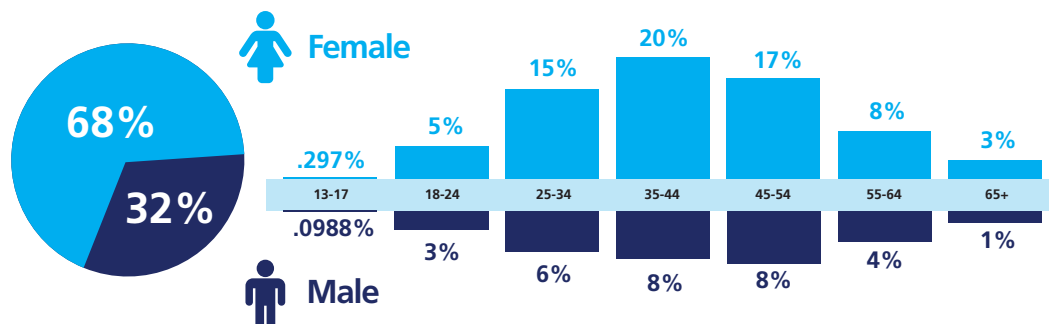
Total Video Views **▲2,363%**

### ENGAGEMENT

Total number of post clicks, likes, shares, and comments from November 2 - 8.



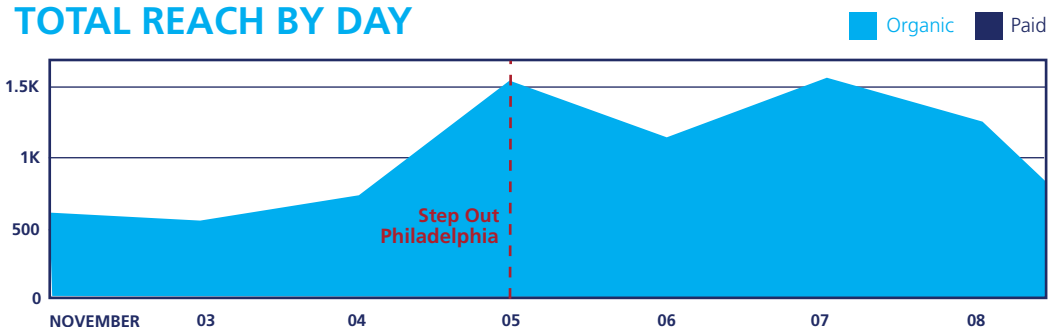
## PEOPLE WHO LIKE YOUR PAGE



## TOTAL REACH - 7,233

Reach is the number of unique users who saw your page's posts from November 2 to November 8.

### TOTAL REACH BY DAY



## TRACS POSTS PUBLISHED FROM STEP OUT PHILADELPHIA FACEBOOK PAGE

Published	Post	Type	Targeting	Reach	Engagement	Promote
11/08/2016 1:53 pm 10	Step Out Walk Philadelphia - Step Out Walk and 5K Photos	Image	Global	776	206 10	Boost Post
11/08/2016 1:53 pm 9	Step Out Walk Philadelphia - Event Photos	Image	Global	624	24 0	Boost Post
11/07/2016 4:33 pm 8	Timelapse of the Step Out Walk Philadelphia start #StepOutDiab	Video	Global	589	15 9	Boost Post
11/07/2016 4:27 pm 7	Step Out Walk Philadelphia - Start/Finish Photos	Image	Global	776	816 10	Boost Post
11/07/2016 4:27 pm 6	Step Out Walk Philadelphia - Cheer Zone Photos	Image	Global	1.2K	1K 71	Boost Post
11/05/2016 6:29 pm 5	Event Highlights - #StepOutDiabetes	Image	Global	1.8K	2.6K 117	Boost Post
11/05/2016 2:38 pm 4	#StepOutDiabetes	Image	Global	1.3K	904 45	Boost Post
11/05/2016 10:25 am 3	Don't forget to stop by the Novo Nordisk photo booth when you'r	Image	Global	267	4 1	Boost Post
11/05/2016 10:09 am 2	Thanks to everyone who came out for the Step Out Walk at the P	Image	Global	506	35 26	Boost Post
11/05/2016 8:24 am 1	Excited for #StepOutPhilly at the beautiful Philadelphia Museum o	Image	Global	228	5 2	Boost Post