



**ATLANTA, GA**  
NOVEMBER 12, 2016

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

 American Diabetes Association.

**EVENT METRICS**

**1,450**

TOTAL PARTICIPANTS

**226**

TOTAL RED STRIDERS

**\$200,000**

TOTAL FUNDS RAISED  
as of November 15

**236,980**

NOVO NORDISK  
BRAND IMPRESSIONS  
(Excluding social media)

**NOVO NORDISK  
PHOTO BOOTH**

**735**

Participants



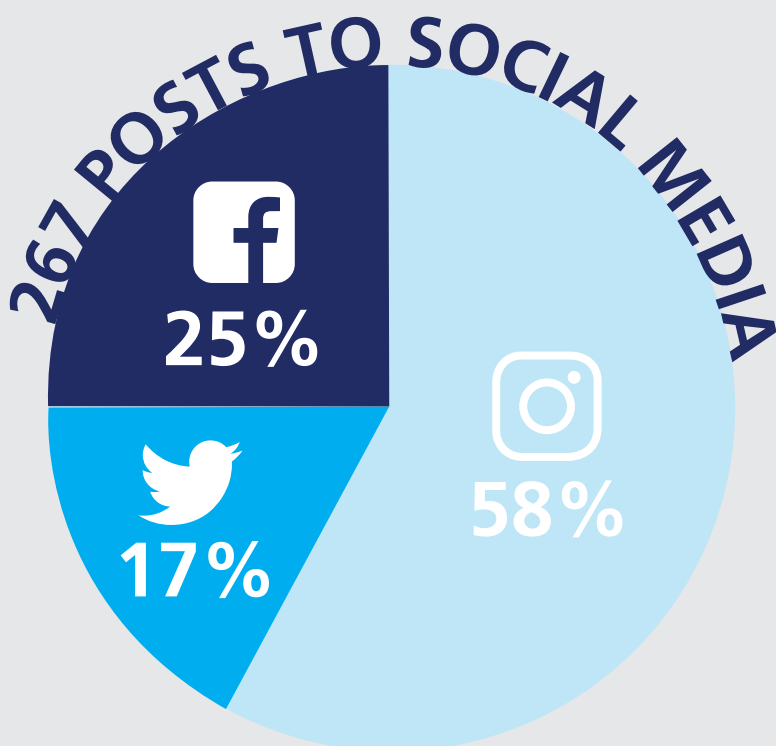
**466**

Participants  
used  
selfie boards



**132**

Photos taken



**TOTAL SOCIAL MEDIA AUDIENCE**

**616,994**

NOVO NORDISK SOCIAL MEDIA  
BRAND IMPRESSIONS

**459,870**

**TOP 3 #HASHTAGS**

#StepOutDiabetes

#Atlanta

#Diabetes



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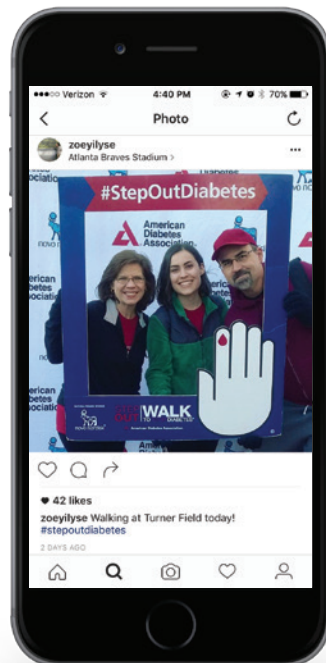
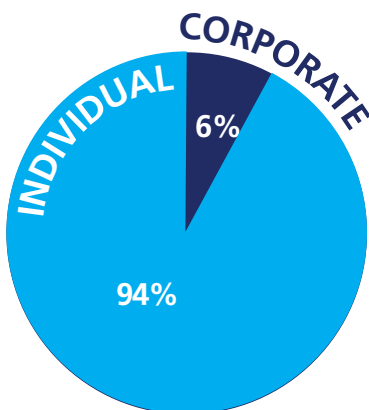
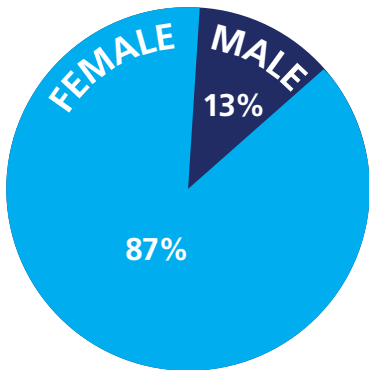
STEP OUT TO WALK TO STOP DIABETES

American Diabetes Association

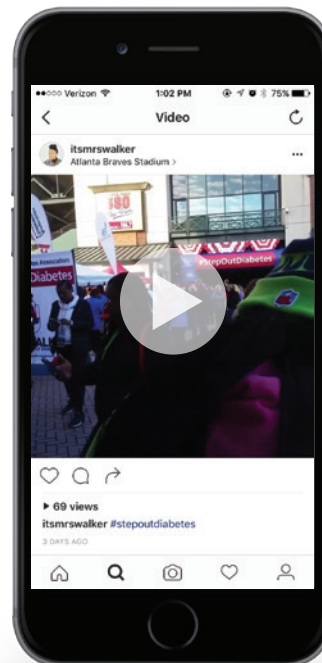


154 Photos  
2,869 Likes

49% of posts feature Novo Nordisk branded materials



86% of posts feature #StepOutDiabetes



17 videos had 1,396 total views



47% of users posted multiple times



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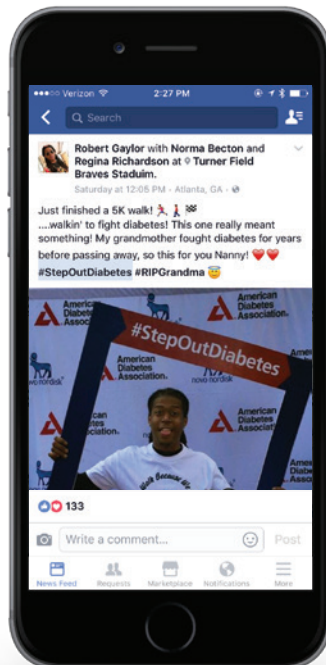
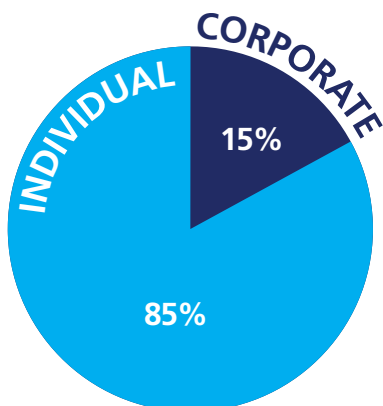
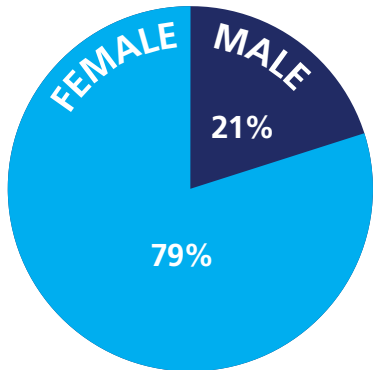
STEP|WALK  
OUT TO STOP DIABETES®

American Diabetes Association.

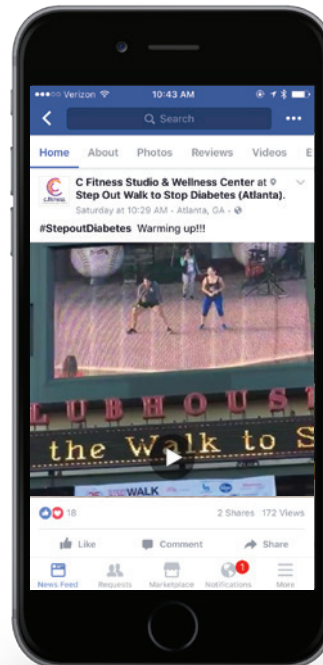


**67 Posts**  
 **737 Likes**  
 **14 Shares**

**39% of posts feature Novo Nordisk branded materials**



**Average of 11 likes per post**



**21% of posts featured a video**



**31% of posts feature #StepOutDiabetes**



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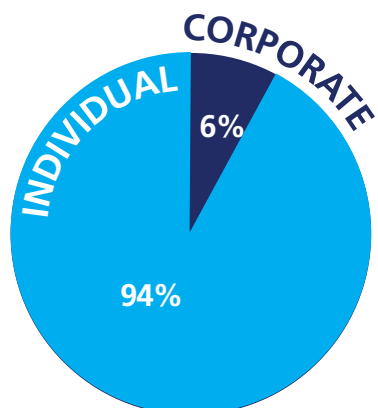
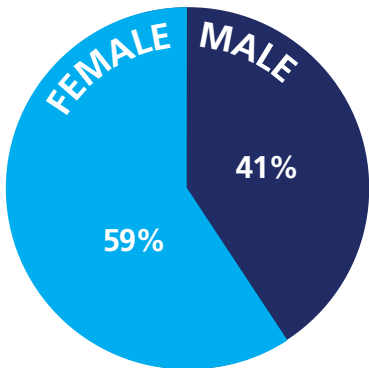
**STEP OUT | WALK**  
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46 Tweets  
32 Favorites  
14 Retweets

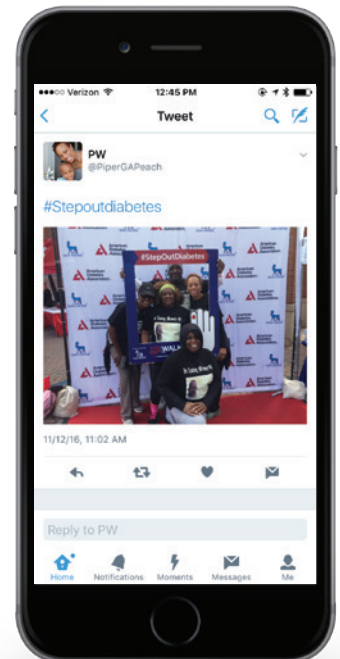
63% of posts  
feature Novo Nordisk  
branded materials



54% of posts feature  
#StepOutDiabetes



21% of users posted  
multiple times



24% of posts feature  
a selfie board





# ATLANTA, GA

NOVEMBER 12, 2016

STEP OUT | WALK TO STOP DIABETES

American Diabetes Association



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

/StepOutAtlanta

## PAGE VIEWS

November 9 - November 15

358

Total Page Views ▲ 2,287%



## PAGE LIKES

November 9 - November 15

27

Page Likes ▲ 1,250%



## VIDEOS

November 9 - November 15

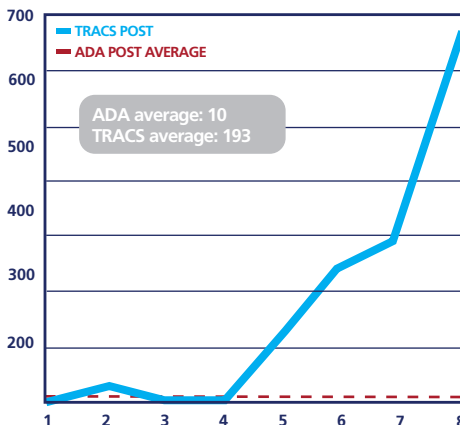
576

Total Video Views ▲ 19,100%

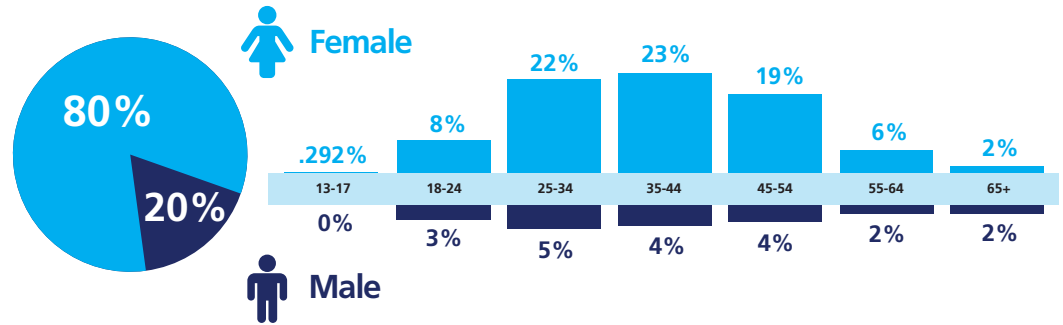


## ENGAGEMENT

Total number of post clicks, likes, shares, and comments from November 9 - 15.



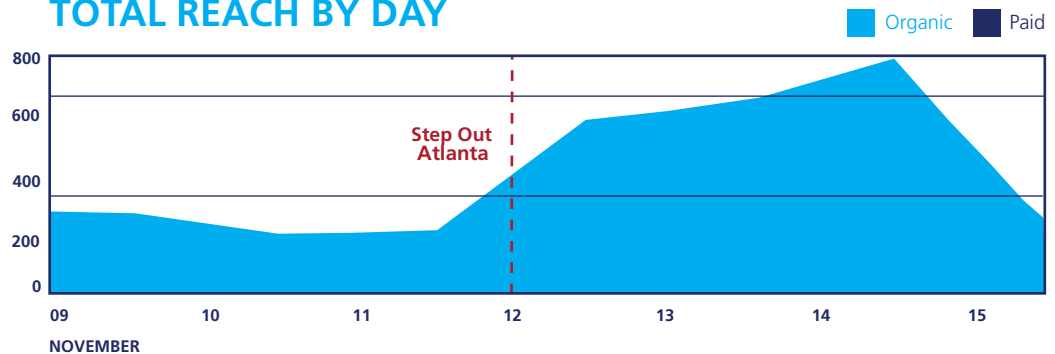
## PEOPLE WHO LIKE YOUR PAGE



## TOTAL REACH - 2,774

Reach is the number of unique users who saw your page's posts from November 9 to November 15.

## TOTAL REACH BY DAY



## TRACS POSTS PUBLISHED FROM STEP OUT ATLANTA FACEBOOK PAGE

Published	Post	Type	Targeting	Reach	Engagement	Promote
11/14/2016 1:50 pm	Atlanta Step Out Walk 2016 Start/Finish Photos	Image	Global	435	665 36	Boost Post
11/14/2016 1:37 pm	Atlanta Step Out Walk 2016 Event Photos	Image	Global	327	387 21	Boost Post
11/14/2016 12:35 pm	Atlanta Step Out Walk 2016 Selfie Station	Image	Global	341	237 25	Boost Post
11/12/2016 4:22 pm	Thank you to all the #StepOutDiabetes walkers here in Atlanta! #T	Image	Global	530	204 49	Boost Post
11/12/2016 11:06 am	Come get your picture taken and get a free photo print at the Novo	Image	Global	401	6 6	Boost Post
11/12/2016 10:47 am	Don't forget to stop by the Novo Nordisk photo booth when you're	Image	Global	340	3 1	Boost Post
11/12/2016 10:15 am	Thanks to everyone who came out for the Step Out Walk at Turner	Image	Global	600	35 20	Boost Post
11/12/2016 8:32 am	Excited for #StepOutATL at Turner Field. Can't wait to see the first	Image	Global	322	5 5	Boost Post