



# LOS ANGELES, CA

NOVEMBER 5, 2016

STEP  
OUT® | WALK  
TO STOP DIABETES®

American Diabetes Association.

## EVENT METRICS

1,900

TOTAL PARTICIPANTS

229

TOTAL RED STRIDERS

\$205,000

TOTAL FUNDS RAISED  
as of November 7

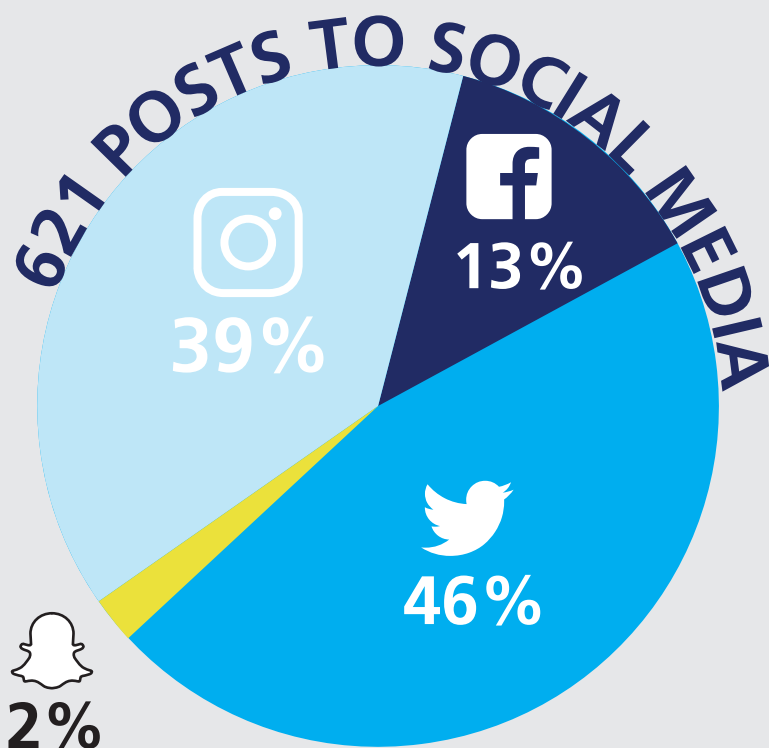
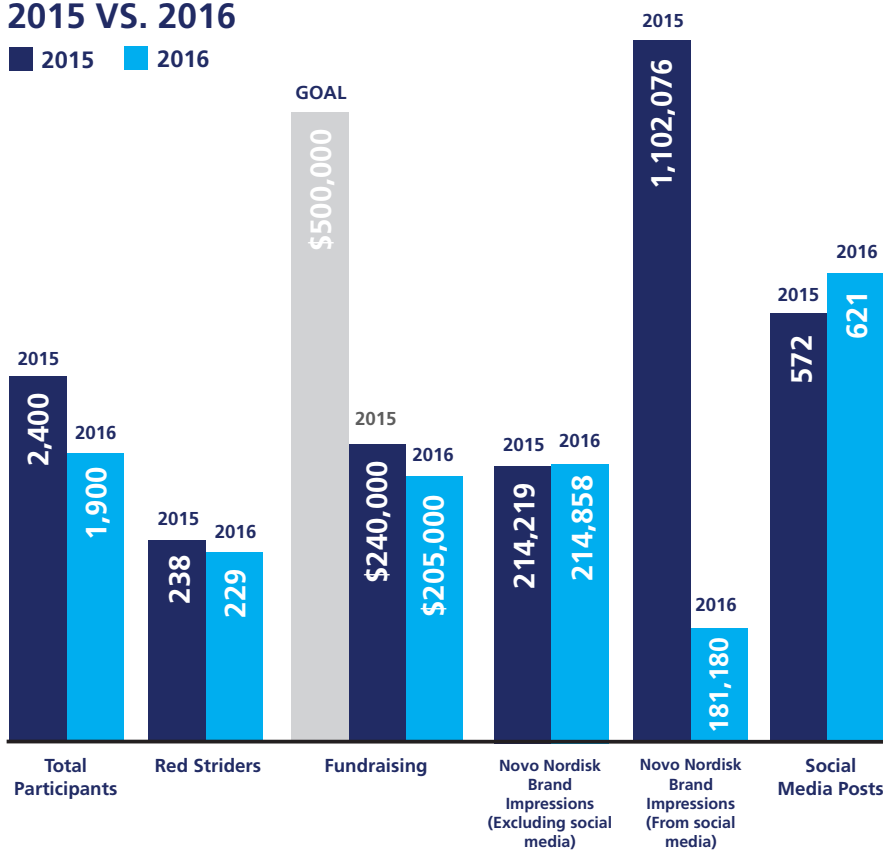
214,858

NOVO NORDISK  
BRAND IMPRESSIONS  
(Excluding social media)

## EVENT METRICS

2015 VS. 2016

■ 2015 ■ 2016



TOTAL SOCIAL MEDIA AUDIENCE

3,462,007

NOVO NORDISK SOCIAL MEDIA  
BRAND IMPRESSIONS

181,558

TOP 3 #HASHTAGS

#StepOutMagicMountain

#StepOutDiabetes

#Diabetes



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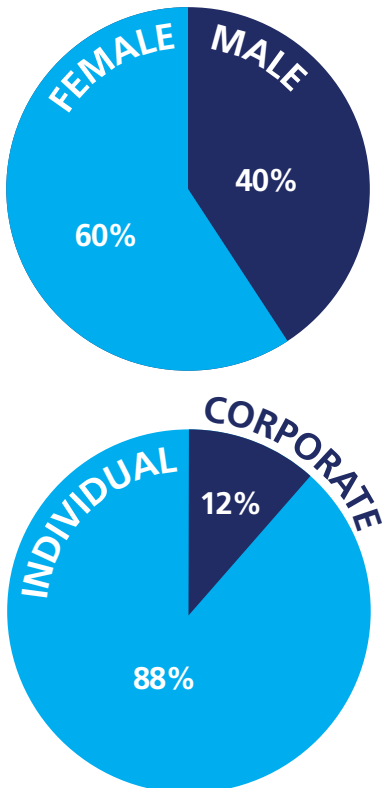
STEP|WALK  
OUT TO STOP DIABETES®

American Diabetes Association.



244 Photos  
2,849 Likes

85% of posts  
feature Novo Nordisk  
branded materials



84% of posts feature  
#StepOutDiabetes



Average of 850  
followers per user



62% of posts feature  
a selfie board

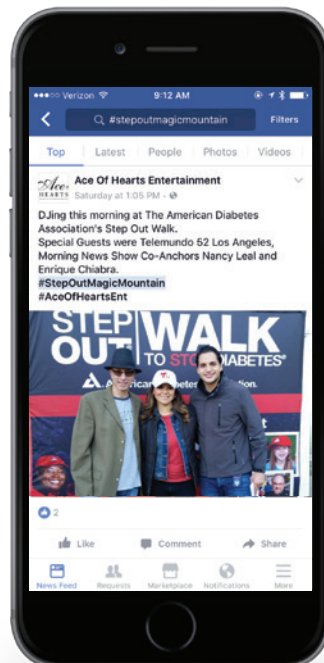
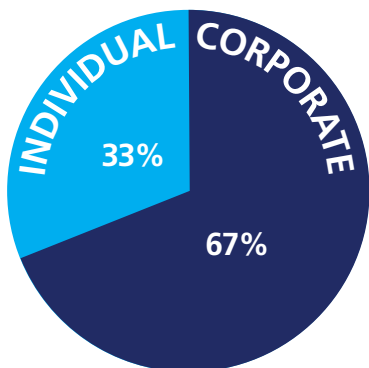
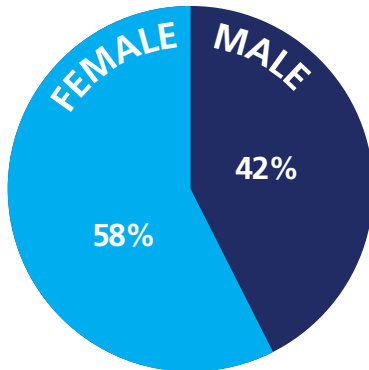


**79 Posts**

**579 Likes**

**33 Shares**

22% of posts feature Novo Nordisk branded materials



24% of posts feature #StepOutMagicMountain



42% of posts included shares



Average of 7 photos per post



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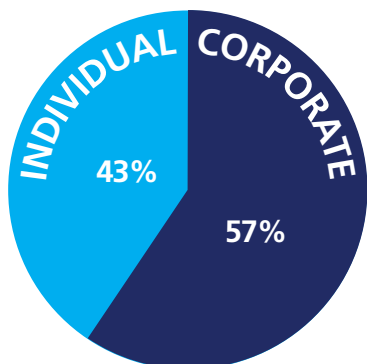
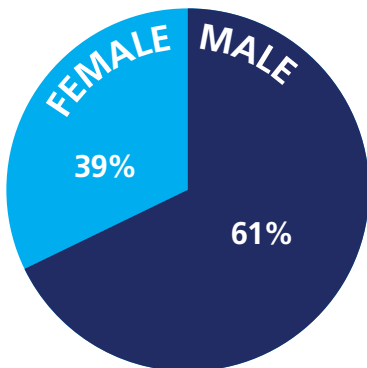


286 Tweets

363 Favorites

111 Retweets

15% of posts feature Novo Nordisk branded materials



83% of posts feature #StepOutMagicMountain



84% of users posted a photo



84% of branded posts feature the arch



## NOVO NORDISK PHOTO BOOTH

**498**  
Participants



**188**  
Photos taken



**433**  
Participants  
used  
selfie boards

## SOCIAL MEDIA GROWTH

2015 Posts VS. 2016 Posts ■ 2015 ■ 2016

Twitter

350

286

Instagram

131

244

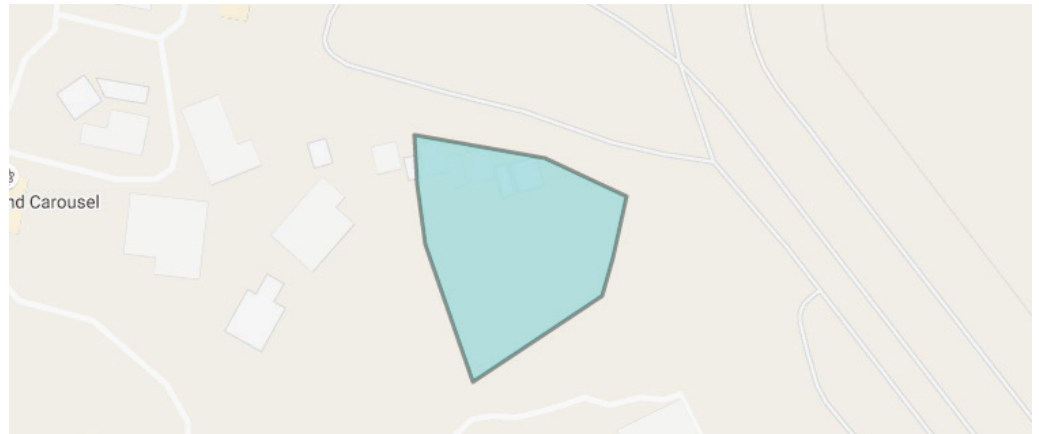
When participants featured #StepOutDiabetes on Instagram or Twitter, they received a 5x7 color print of their photo at the Novo Nordisk Photo Booth.





 **12 Uses**

 **378 Views**



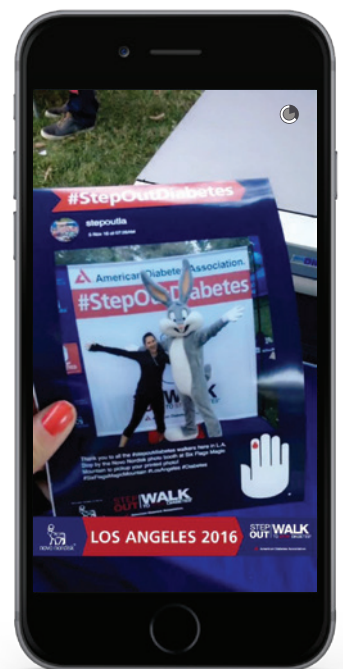
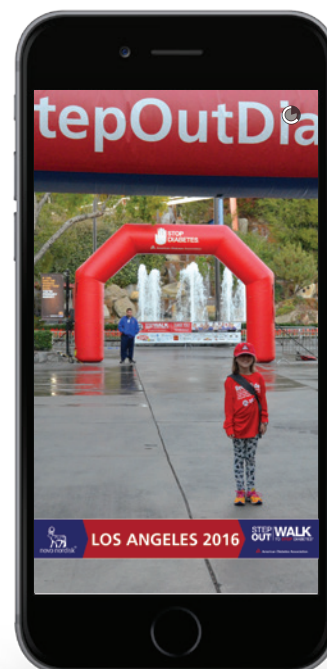
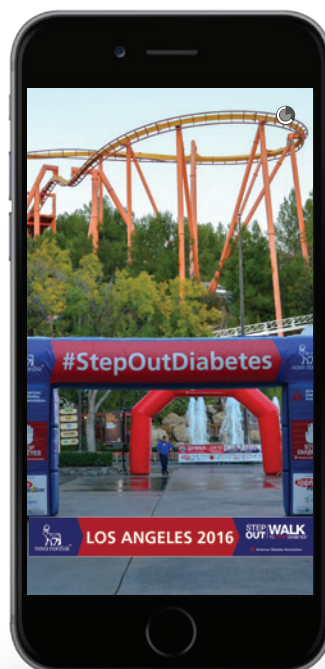
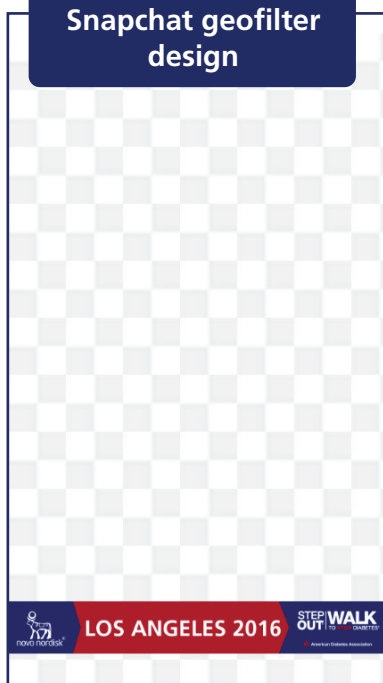
Start Time: November 5, 2016 5:00 AM  
End Time: November 5, 2016 8:00 AM  
Area Covered: 46,725 Sq Ft

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

Uses  12

Views  378

**Snapchat geofilter  
design**





ADA LA Chapter partnered with HALOCAM to drive awareness on twitter.



Each photo was branded with the ADA photo border and included #stepoutmagicmountain



21% of posts feature branded materials



100% of posts feature #StepOutMagicMountain



43% of tweets were retweeted



75% of branded materials were in the Start/Finish Area





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American Diabetes Association



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

/stepoutmagicmountain

## PAGE VIEWS

November 1 - November 7

339

Total Page Views ▲2,160%

## PAGE LIKES

November 1 - November 7

22

Page Likes ▲1,000%

## VIDEOS

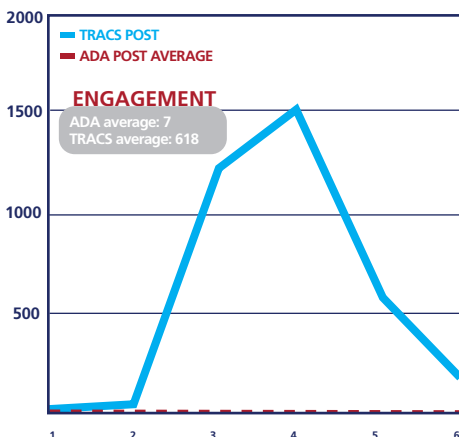
November 1 - November 7

229

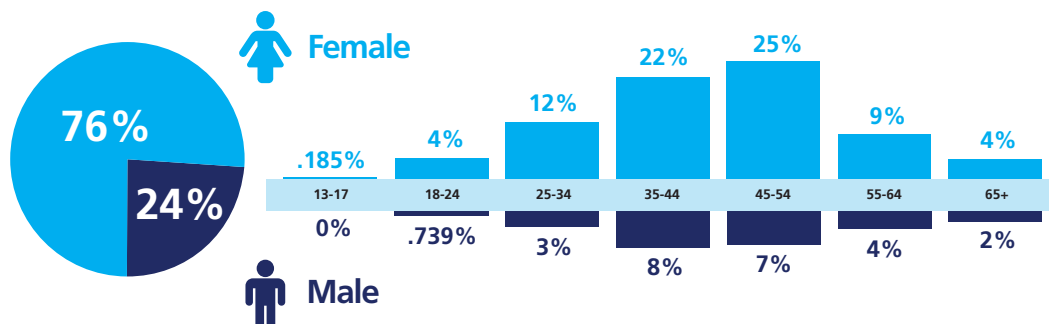
Total Video Views ▲896%

## ENGAGEMENT

Total number of post clicks, likes, shares, and comments from November 1 - 7.



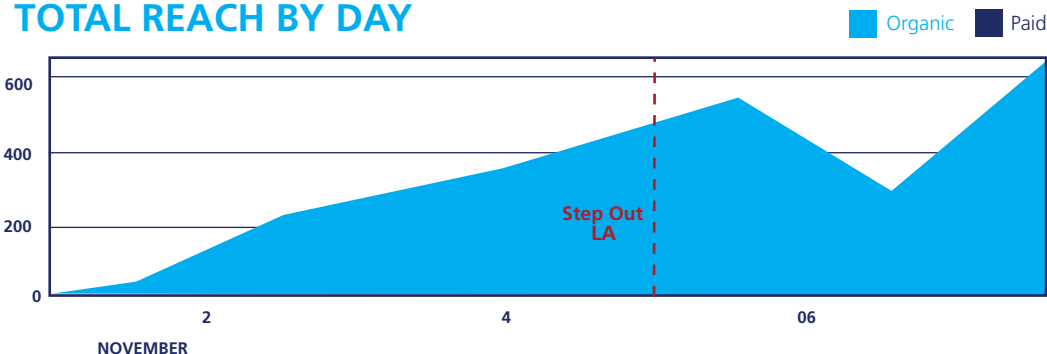
## PEOPLE WHO LIKE YOUR PAGE



## TOTAL REACH - 2,323



























Reach is the number of unique users who saw your page's posts from November 1 to November 7.

## TOTAL REACH BY DAY



## TRACS POSTS PUBLISHED FROM STEP OUT LOS ANGELES FACEBOOK PAGE

Tracs Posts
Reach: Organic / Paid
Post Clicks
Reactions, Comments & Shares

Published ▾	Post	Type	Targeting	Reach	Engagement	Promote
11/07/2016 4:11 pm 6	 Step Out LA 2016 Selfie Station			243 	263 34 	<a href="#">Boost Post</a>
11/07/2016 2:48 pm 5	 Step Out LA 2016 Event Photos			237 	582 33 	<a href="#">Boost Post</a>
11/07/2016 2:02 pm 4	 Step Out LA 2016 Start/Finish Photos			334 	1.5K 55 	<a href="#">Boost Post</a>
11/05/2016 11:58 pm 3	 Thank you for helping us #stopdiabetes at #stepoutmagicmountain			40 	1.3K 12 	<a href="#">Boost Post</a>
11/05/2016 2:19 pm 2	 Thanks to everyone who came out for the Step Out Walk at Six Flags			552 	55 45 	<a href="#">Boost Post</a>
11/05/2016 1:42 pm 1	 Don't forget to stop by the Novo Nordisk photo booth when you're			118 	8 3 	<a href="#">Boost Post</a>