



**2,400**  
PARTICIPANTS

## 2016-2017 OVERVIEW

Walkers Red Striders Goal 2016 2017



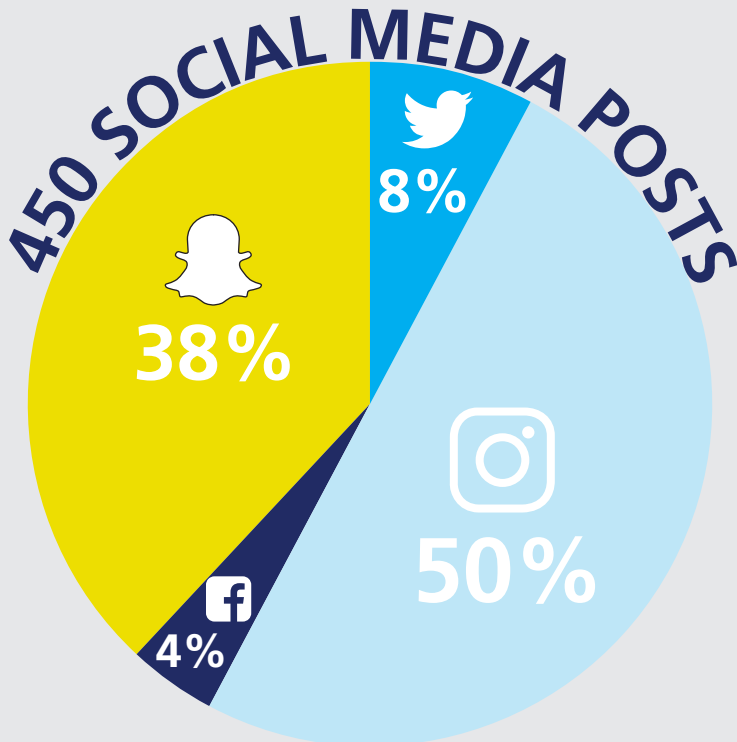
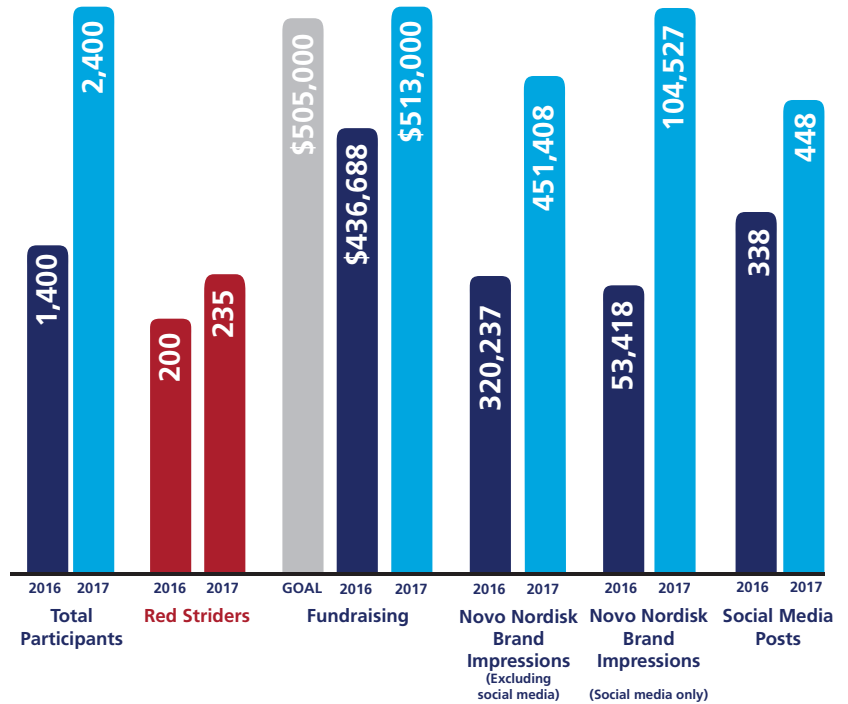
**235**  
RED STRIDERS



**\$513,000**  
FUNDS RAISED  
as of October 3



**451,408**  
NOVO NORDISK  
BRAND IMPRESSIONS  
(Excluding social media)



## SOCIAL MEDIA AUDIENCE

**204,225**

## NOVO NORDISK SOCIAL MEDIA BRAND IMPRESSIONS

**104,527**

### TOP 3 #HASHTAGS

**#StepOutDiabetes**

**#StopDiabetes**

**#Baltimore**





## Photos

2017 225

2016 155

▲LY

↑ 45%



## Likes

2017 1,099

2016 692

↑ 59%



## Novo Nordisk Brand Impressions

2017 21,874

2016 9,136

↑ 139%



## Top Hashtags

#StepOutDiabetes

204

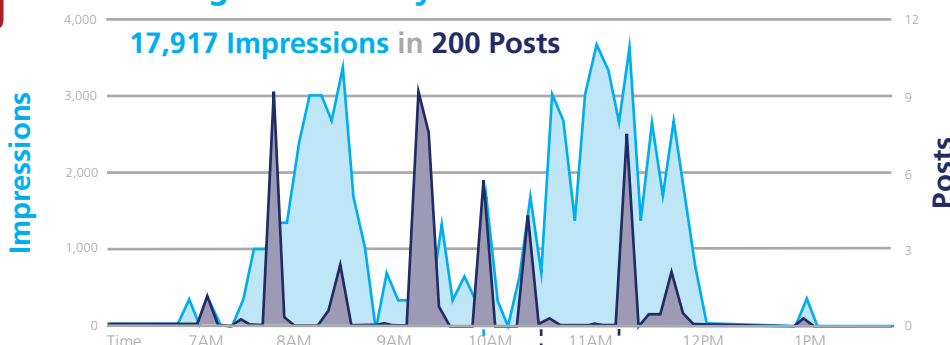
8 #Baltimore

6 #Diabetes

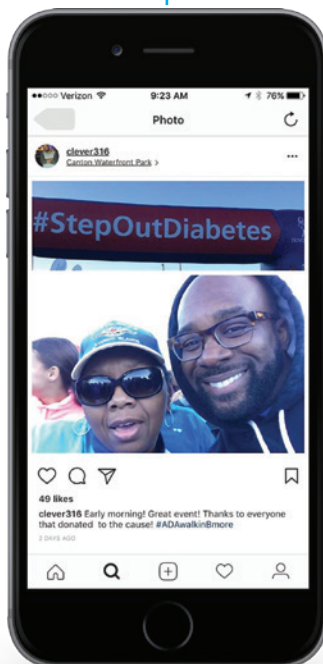
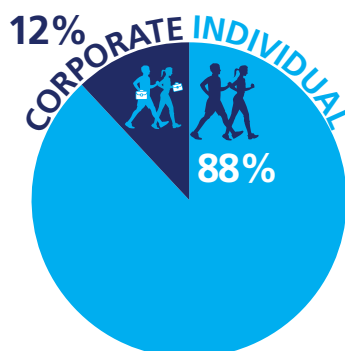
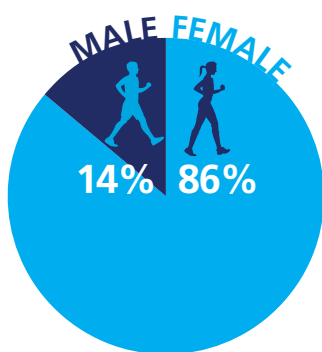
3 #StopDiabetes

## Instagram Activity

17,917 Impressions in 200 Posts



## DEMOGRAPHICS



91% of posts feature  
#StepOutDiabetes

87% of posts feature  
Step Out Banner

5 average likes  
per post





## Posts



▲LY

↓ 74%



## Likes



↑ 23%



## Shares



↓ 88%



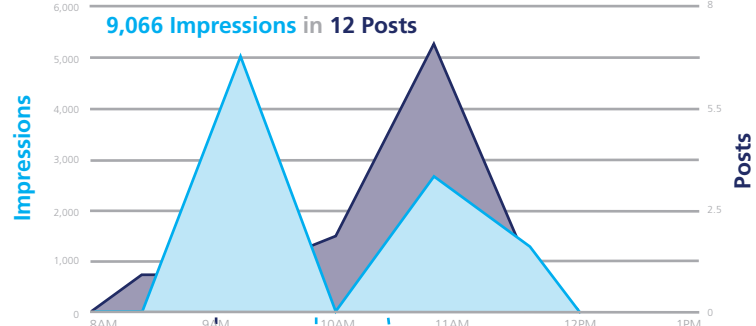
## Novo Nordisk Brand Impressions



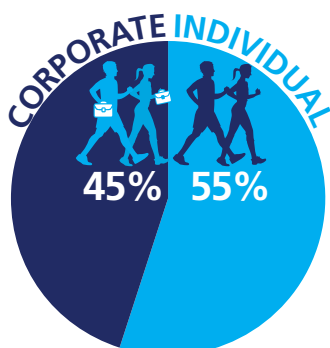
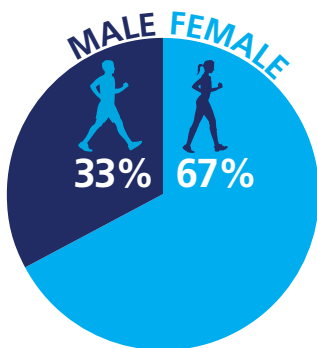
↓ 35%



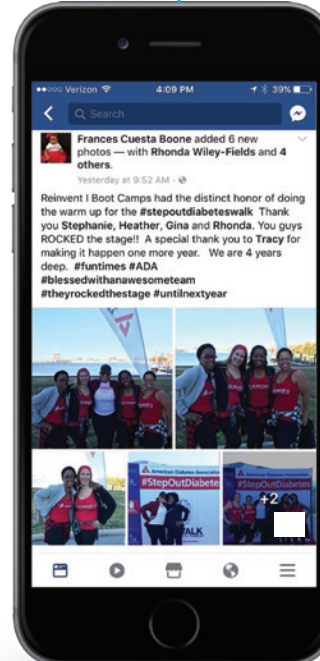
## Facebook Activity



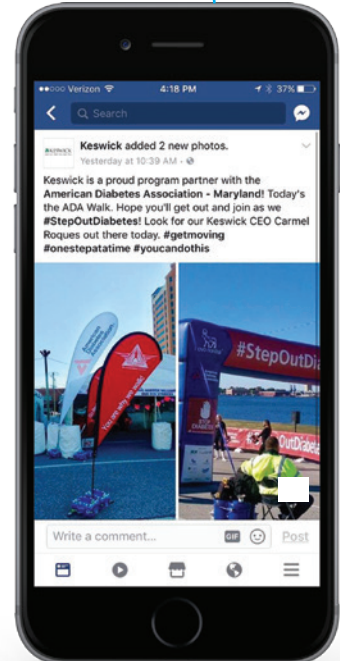
## DEMOGRAPHICS



63% of posts feature #StepOutDiabetes



69% of posts feature Novo Nordisk brand materials



23 average likes per post



## Tweets

2017 **38**  
2016 **64**

▲LY  
↓41%

## Likes

2017 **53**  
2016 **37**

↑43%

## Retweets

2017 **15**  
2016 **18**

↓17%



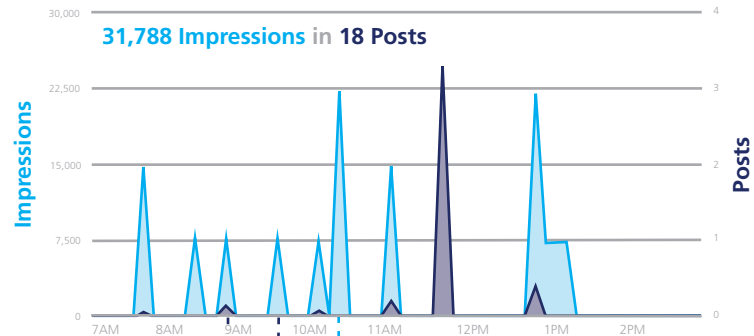
## Novo Nordisk Brand Impressions

2017 **57,232** ↑298%  
2016 **14,366**



## Twitter Activity

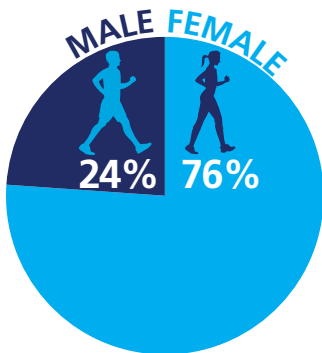
31,788 Impressions in 18 Posts



## Top Hashtags

#StepOutDiabetes **20**  
#type1diabetes **10**  
#Diabetes **6**

## DEMOGRAPHICS

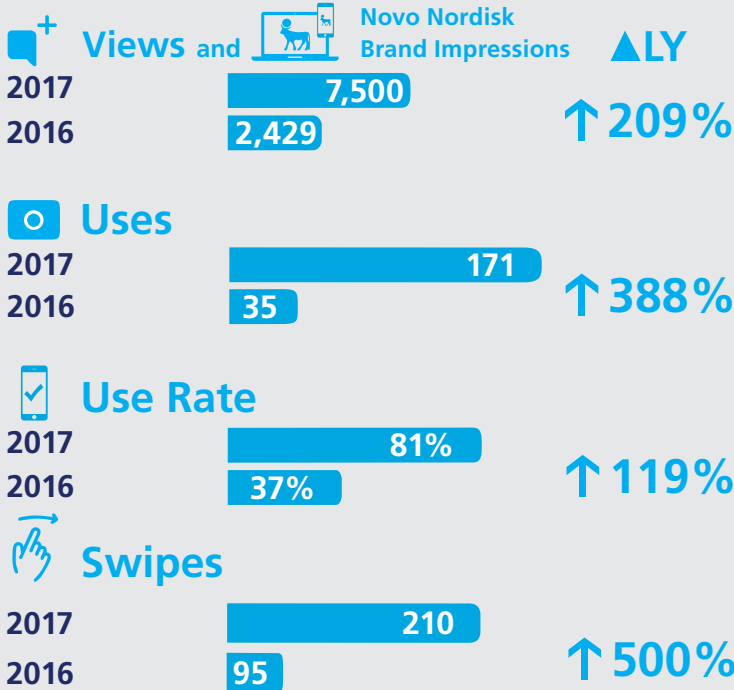


**53%** of posts feature #StepOutDiabetes

**74%** of posts feature Novo Nordisk brand materials

**1** average likes per post





### Step Out Walk Geofilter Footprint

Start Time: October 1, 2017 7:00 AM

End Time: October 1, 2017 1:00 PM

Venue area and start - 202,267 Sq Ft

**43** average views per use of Step Out Walk geofilter

### Views and Novo Nordisk Brand Impressions

Occurs when a friend views the geofilter on a story or a direct message. The two geofilters feature the Novo Nordisk logo.

### Uses

Use of the geofilter.

### Use Rate

Tracks the rate at which the geofilter is used when seen in the geofilter carousel.

### Swipes

Occurs when users swipe through and see the geofilter.



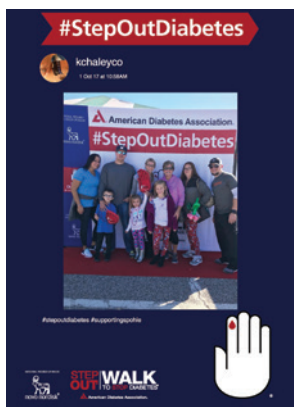




**206** Posts with  
#StepOutDiabetes

**714** Participants

**92** Prints feature  
#StepOutDiabetes  
Selfie Frame





The American Diabetes Association Maryland Chapter granted TRACS, Inc. social media access on Facebook to post and promote the ADA Tour De Cure + Step Out Walk in Princeton on Sunday, October 1.



/AmDiabetesNJ



10

Total Posts  
from 9/29-10/3

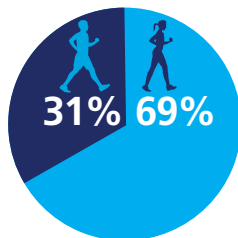
ADA Posts N/A

TRACS Posts



Audience: 3,473

Male Female



13 to 17 <1% / <1%

18 to 24 3% 4%

25 to 34 6% 15% 21%

35 to 44 8% 17% 25%

45 to 54 8% 18% 26%

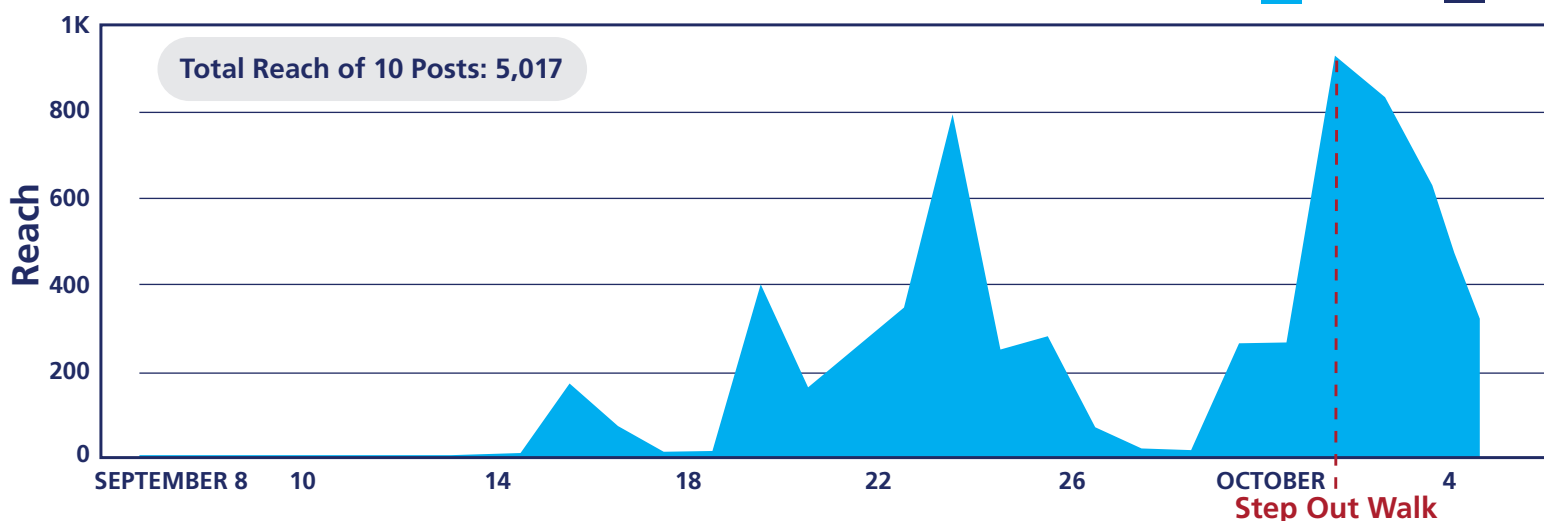
55 to 64 5% 9% 14%




































64+ 2% 5% 7%

Shows the number of users who viewed posts on ADA Maryland Facebook page from Sept. 8 to Oct. 4.

TOTAL REACH BY DAY

Organic Paid



10/03/2017 5:11 pm		Thank you to everyone who joined us Sunday, October 1 for the 20			506		35		16
10/02/2017 4:32 pm		Thank you to everyone who joined us Sunday, October 1 for the 20			583		111		14
10/02/2017 4:30 pm		Thank you to everyone who joined us Sunday, October 1 for the 20			552		54		0
10/02/2017 4:26 pm		Thank you to everyone who joined us Sunday, October 1 for the 20			412		38		0
10/02/2017 4:14 pm		Thank you to everyone who joined us on Sunday, October 1 for the			460		23		4
10/01/2017 4:48 pm		Thank you to everyone who joined us on Sunday, October 1 for the			931		134		14
10/01/2017 9:48 am		Don't forget to stop by the Novo Nordisk photo booth when you're b			423		9		5

