



## 850

PARTICIPANTS



## 130

RED STRIDERS



## \$350,000

FUNDS RAISED  
as of October 24

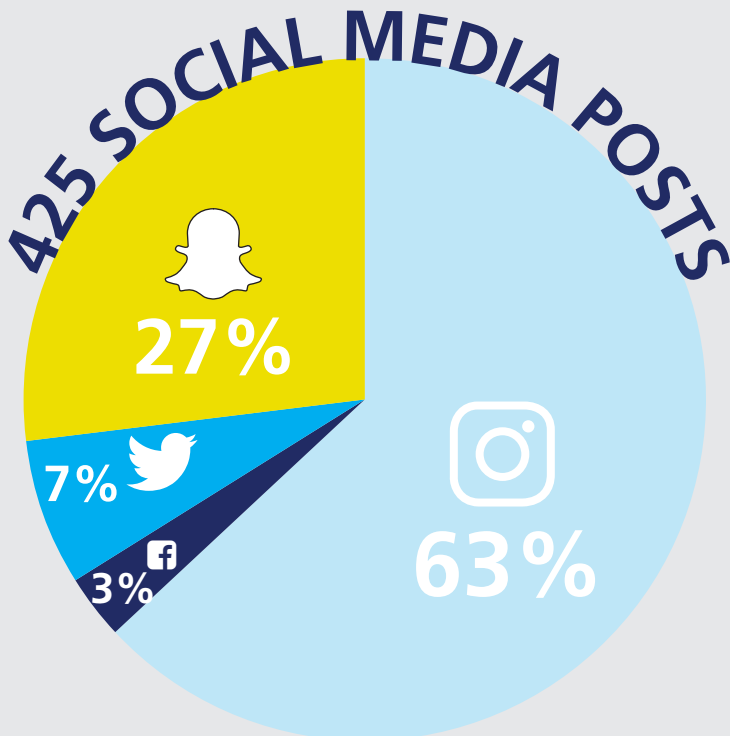
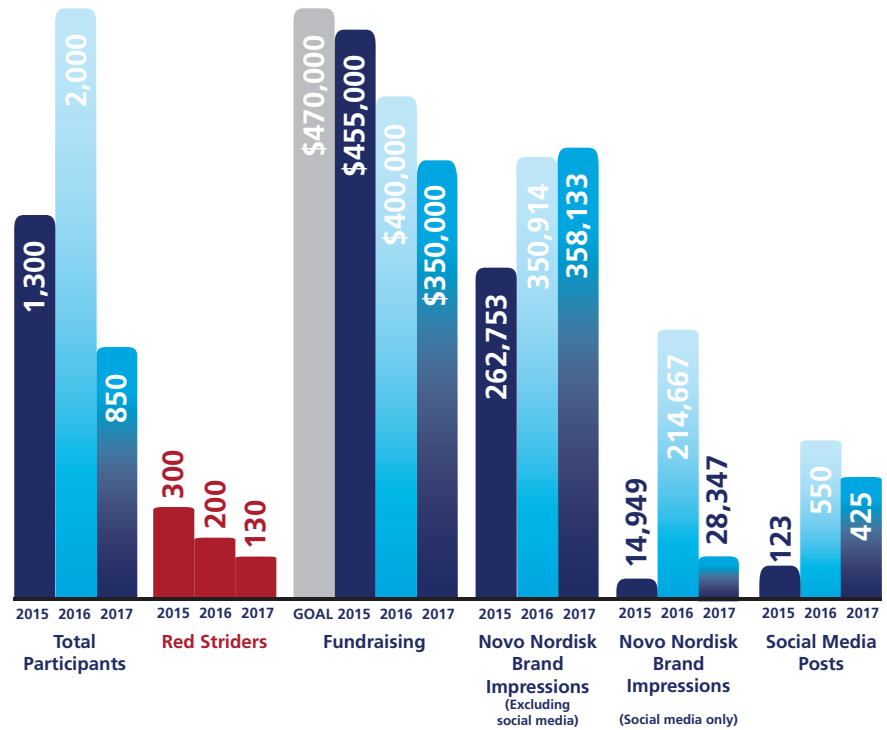


## 358,133

NOVO NORDISK  
BRAND IMPRESSIONS  
(Excluding social media)

## 2015-2017 OVERVIEW

■ Red Striders ■ Goal ■ 2015 ■ 2016 ■ 2017



## SOCIAL MEDIA AUDIENCE

# 39,793

NOVO NORDISK SOCIAL MEDIA  
BRAND IMPRESSIONS

# 28,347

## TOP 3 #HASHTAGS

#StepOutDiabetes

#Boston

#StepOutWalk



## Photos

2017 268

2016 245



↑ 9%



## Likes

2017 2,274

2016 2,701

↑ 16%



## Novo Nordisk Brand Impressions

2017 13,343

2016 23,662

↓ 44%



## Top Hashtags

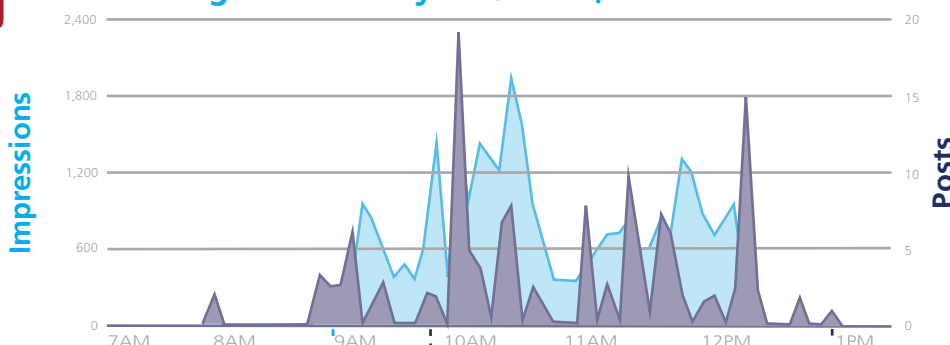
#StepOutDiabetes 257

13 #Boston

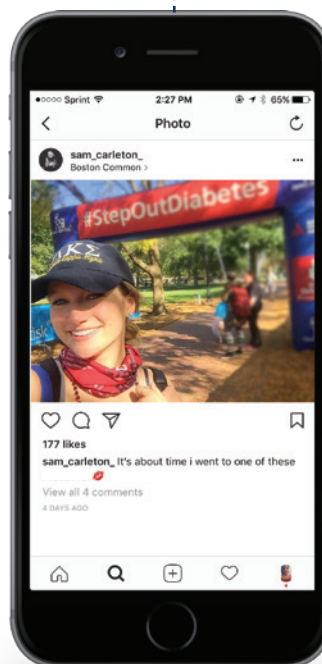
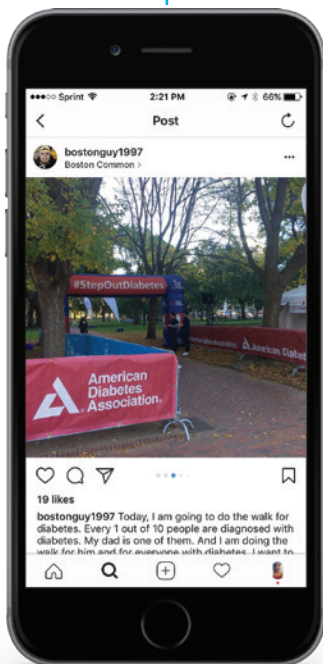
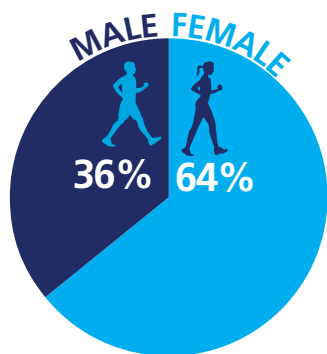
7 #BostonCommon

6 #Diabetes

## Instagram Activity 17,263 Impressions in 268 Posts



## DEMOGRAPHICS



96% of posts feature #StepOutDiabetes

90% of posts feature Novo Nordisk branded material

9 average likes per post



## Posts



▲LY

↓ 50%



## Likes



↓ 58%



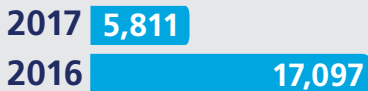
## Shares



↓ 25%



## Novo Nordisk Brand Impressions



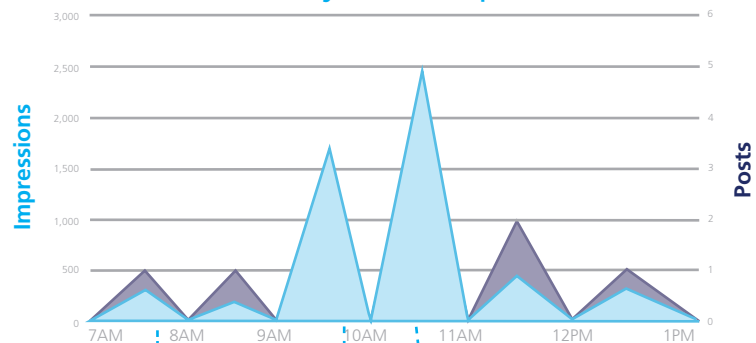
↓ 66%



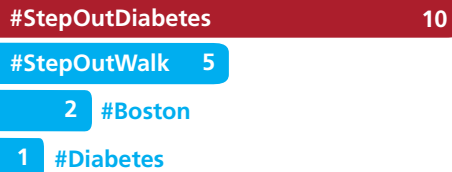
Platform with the highest average likes per post

## Facebook Activity

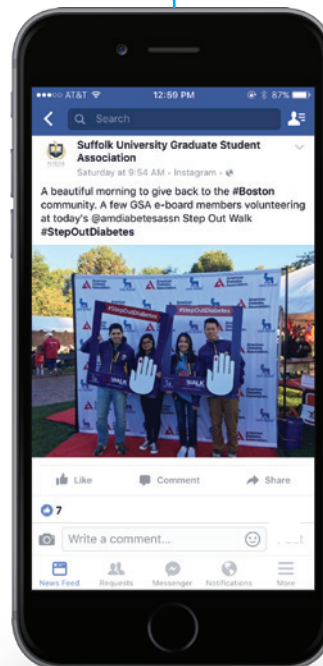
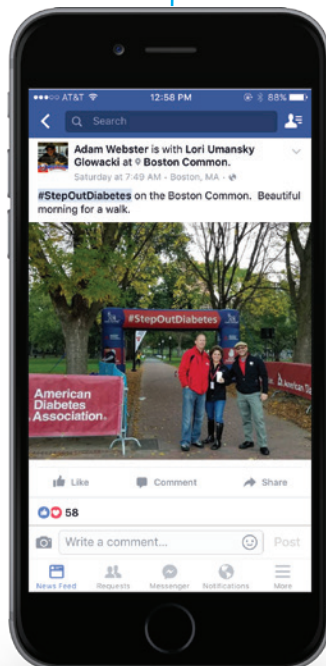
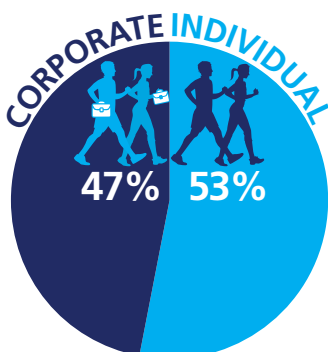
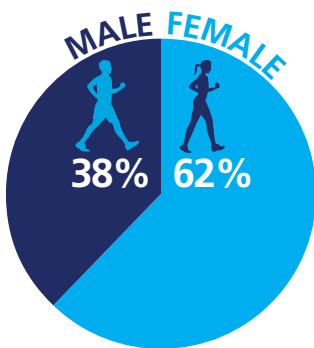
5,334 Impressions in 11 Posts



## Top Hashtags



## DEMOGRAPHICS



67% of posts feature #StepOutDiabetes

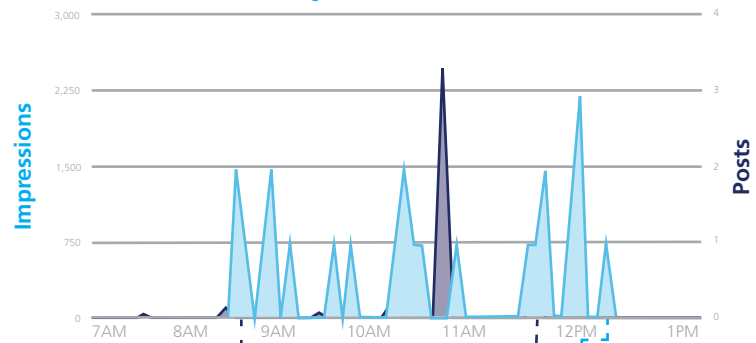
67% of posts feature Novo Nordisk branded material

13 average likes per post

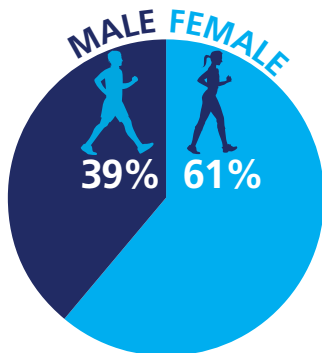


Platform with the greatest percentage of individuals

**Twitter Activity** 3,798 Impressions in 24 Posts



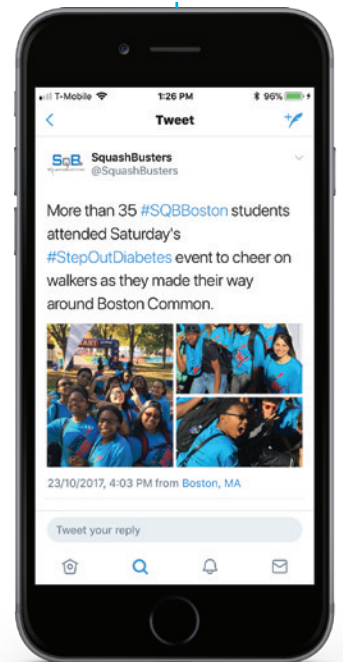
## DEMOGRAPHICS



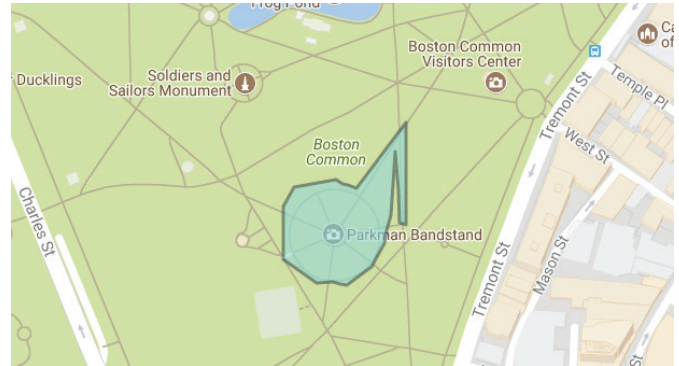
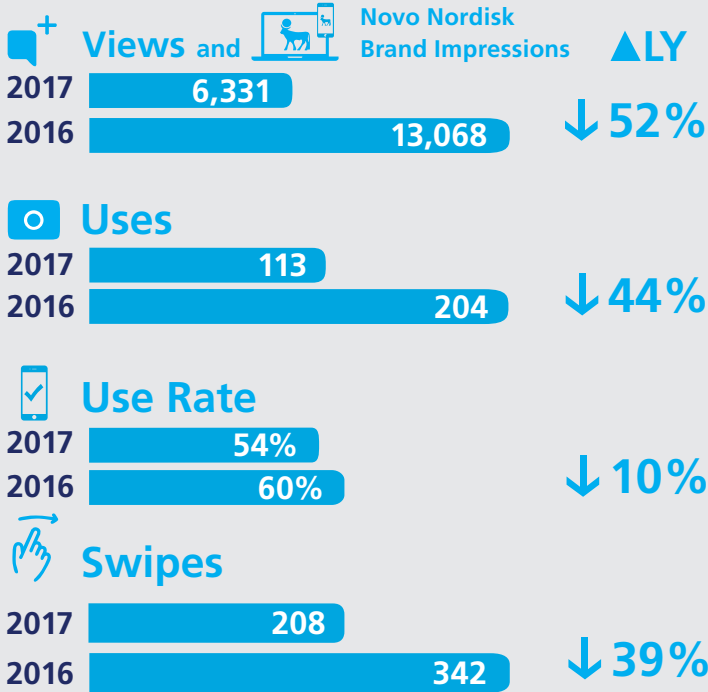
**73%** of posts feature #StepOutDiabetes



**60%** of posts feature Novo Nordisk branded material



**1** average likes per post



### Step Out Walk Geofilter Footprint

Start Time: October 21, 2017 8:00 AM

End Time: October 21, 2017 12:00 PM

Venue area and start - 78,596 Sq Ft

**56** 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 geofilters feature the Novo Nordisk logo.

### Uses

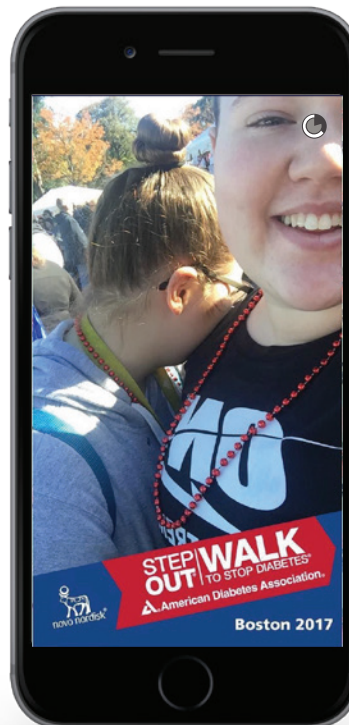
Use of the geofilter.

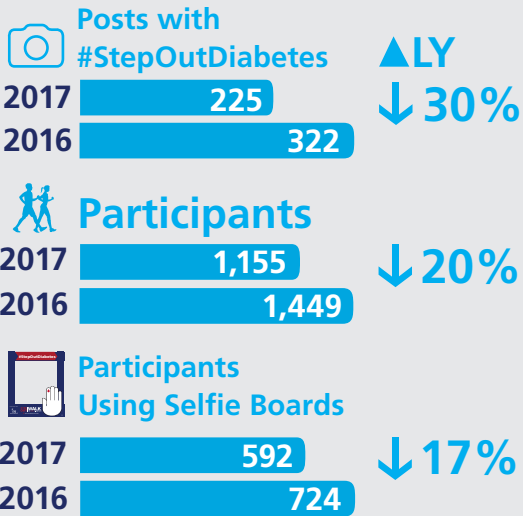
### Use Rate

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

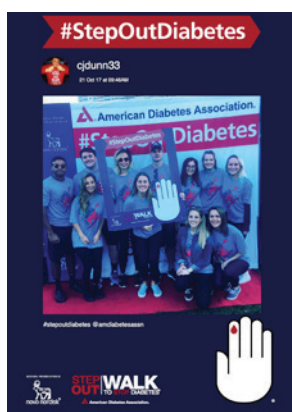
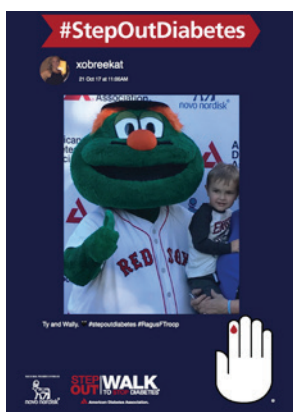
### Swipes

Occurs when users swipe through and see the geofilter.





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



The American Diabetes Association New England Chapter granted TRACS, Inc. social media access on Facebook to post and promote the Step Out Walk in Boston on Saturday, October 21.



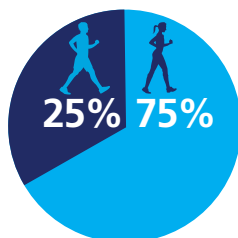
/StepOutBoston

 17

Total Posts  
from Oct. 16-25

ADA Posts 5

TRACS Posts 12



Audience: 1,430

Male Female

13 to 17 <1% / <1%

18 to 24 4% 10% 14%

25 to 34 6% 19% 25%

35 to 44 6% 17% 23%

45 to 54 4% 16% 20%

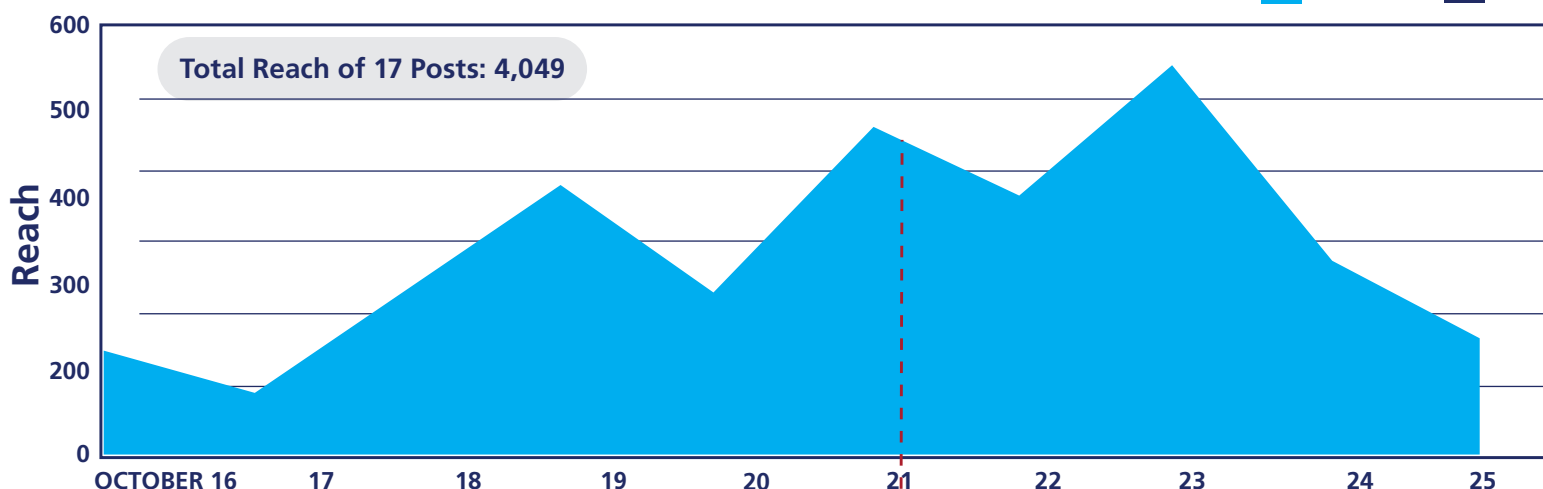
55 to 64 3% 8% 11%

64+ 2% 4% 6%

Shows the number of users who viewed posts on ADA Step Out Boston Facebook page from Oct. 16-25

TOTAL REACH BY DAY

Organic Paid



TRACS POSTS

ADA POSTS

Published	Post	Type	Targeting	Reach	Engagement
10/25/2017 10:52 am	Behind the scenes (timelapse of the Novo Nordisk Photo Booth at			74	6 2
10/23/2017 2:55 pm	Thank you to everyone who joined us Saturday, October 21			277	43 15
10/23/2017 4:30 pm	2017 Step Out Walk Boston timelapse			98	11 4
10/23/2017 4:03 pm	Thank you American Diabetes Challenge for supporting this			180	2 7
10/21/2017 12:30 pm	Thank you to everyone who joined us Saturday, October 21			308	47 6
10/21/2017 12:30 pm	Thank you to everyone who joined us Saturday, October 21			315	79 8
10/21/2017 12:30 pm	Thank you to everyone who joined us Saturday, October 21			300	35 5
10/21/2017 10:47 am	Nelly says, "Don't forget to stop by the Novo Nordisk photo booth			300	4 7
10/21/2017 10:30 am	...and they are off! Step Out Walk Boston has started!			483	44 28
10/21/2017 10:21 am	Ready for the #stepoutdiabetes start in Boston			336	12 11
10/21/2017 9:21 am	Excited to see everyone this morning at #StepOutBoston!			301	18 13
10/21/2017 9:30 am	American Diabetes Challenge, a program by Merck and the			111	2 2

Step Out Walk

Step Out Walk to Stop Diabetes (260 Cochituate Rd, Suite 200, Framingham, MA)

Published by Greg Lutz (P) · October 21 at 10:35am · Boston ·

...and they are off! Step Out Walk Boston has started! #stepoutdiabetes #BostonCommon



Get More Likes, Comments and Shares  
Boost this post for \$3 to reach up to 600 people.

463 people reached

1 Share

Performance for Your Post

463 People Reached

183 Video Views

28 Likes, Comments & Shares

28 Likes	21 On Post	4 On Shares
1 Comments	0 On Post	1 On Shares
2 Shares	1 On Post	1 On Shares
44 Post Clicks	0 Link Clicks	35 Other Clicks

NEGATIVE FEEDBACK  
0 Hide Post 0 Hide All Posts  
0 Report as Spam 0 Unlike Page