








	EVENT METRICS	1
	INSTAGRAM	2
	FACEBOOK	3
	TWITTER	4
	SNAPCHAT.....	5
	NOVO NORDISK SELFIE STATION.....	6
	AMERICAN DIABETES ASSOCIATION NEW JERSEY SOCIAL MEDIA...7	
	AMERICAN DIABETES ASSOCIATION NEW JERSEY FACEBOOK.....8	
	AMERICAN DIABETES ASSOCIATION NEW JERSEY TWITTER.....9	



752
PARTICIPANTS



59
RED STRIDERS
& RED RIDERS



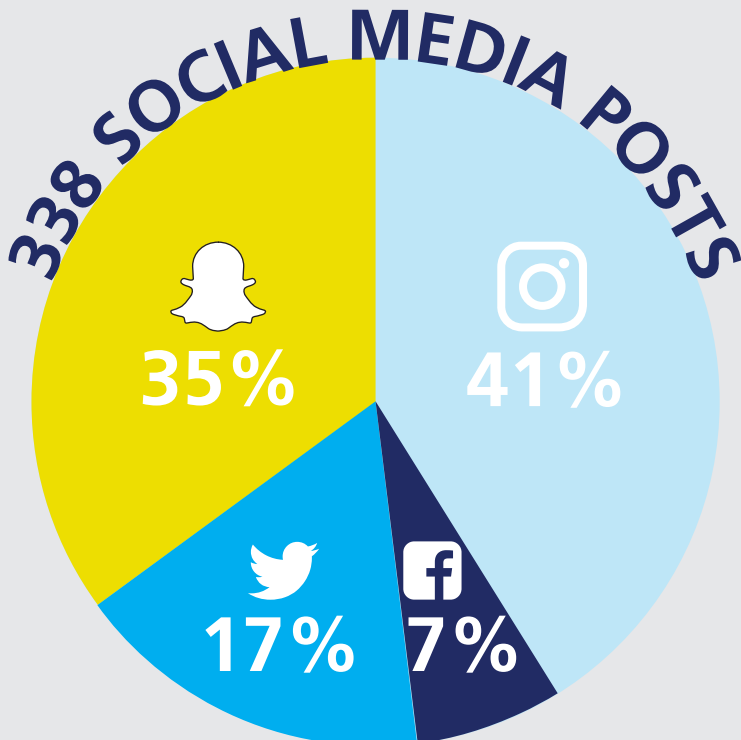
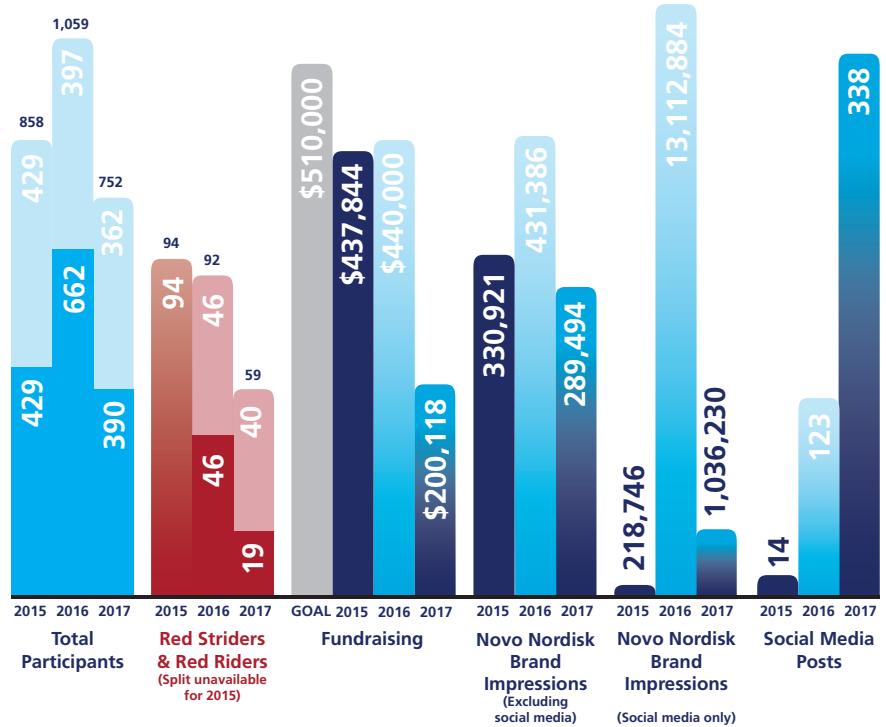
\$200,118
FUNDS RAISED
as of July 19



289,494
NOVO NORDISK
BRAND IMPRESSIONS
(Excluding social media)

2015-2017 OVERVIEW

■ Riders ■ Red Riders ■ 2015 ■ 2016 ■ 2017
■ Walkers ■ Red Striders ■ Goal



SOCIAL MEDIA AUDIENCE

2,914,714

NOVO NORDISK SOCIAL MEDIA BRAND IMPRESSIONS

1,036,230

TOP 3 #HASHTAGS

#StepOutDiabetes

#TourdeCure

#DiabetesAwareness



Photos

2017 **139**

2016 **43**



↑ 223%



Likes

2017 **15,990**

2016 **1,190**

↑ 1,244%



Novo Nordisk Brand Impressions

2017 **367,260**

2016 **27,068**

↑ 1,257%

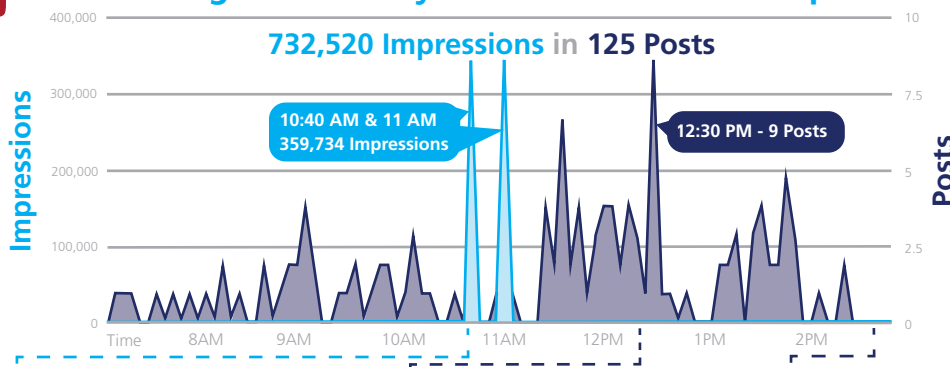
Top Hashtags

#StepOutDiabetes	131
#tourdecure	100
#diabetesawareness	99
#changingdiabetes	96
#novonordisk	96
#diabetes	94
#stepoutwalk	91
6 #Princeton	

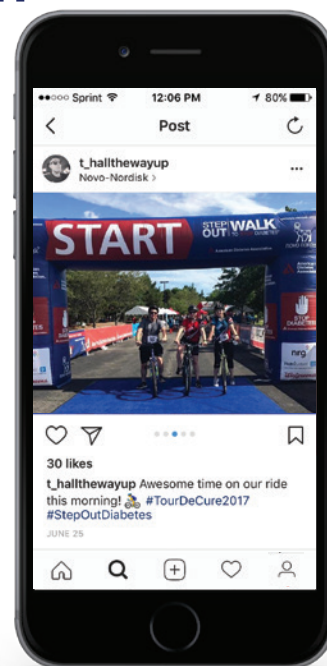
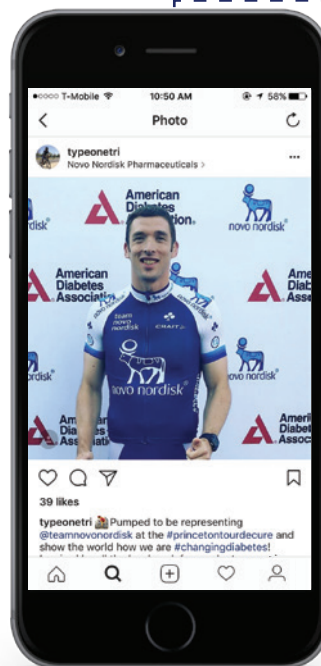
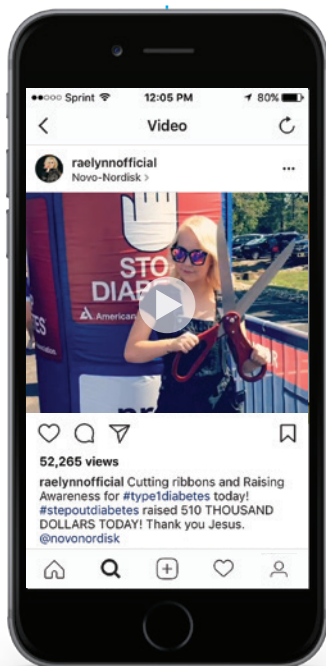
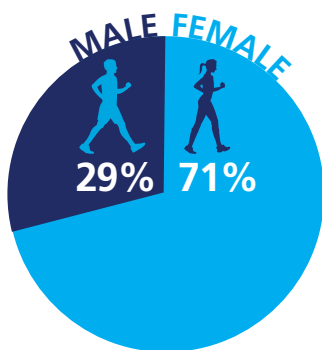


Platform with the most posts

Instagram Activity on Novo Nordisk Campus



DEMOGRAPHICS



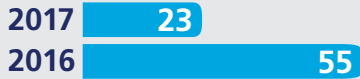
94% of posts with a hashtag feature #StepOutDiabetes

86% of posts feature Novo Nordisk brand materials

112 average likes per post



Posts



▲LY

↓ 58%



Likes



↓ 70%



Shares



↑ 24%



Novo Nordisk Brand Impressions

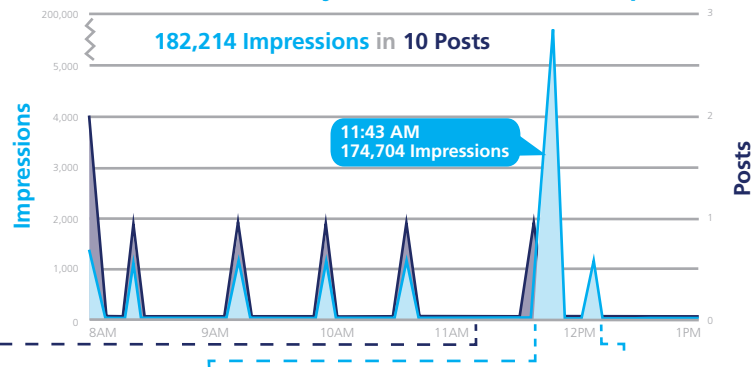


↓ 99%



Platform with the highest percent of female generated content

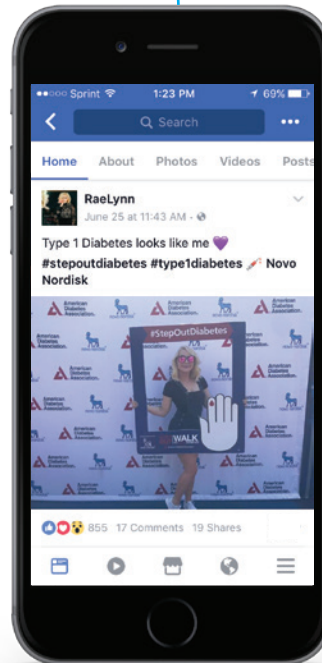
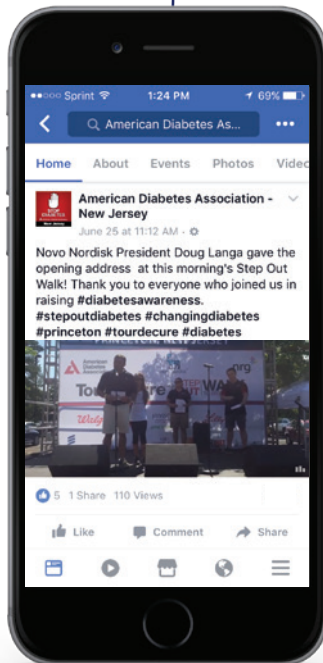
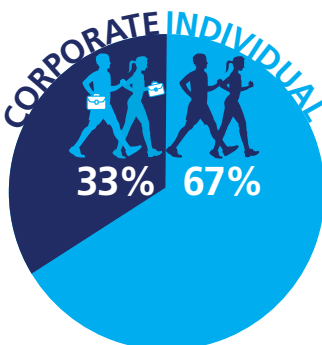
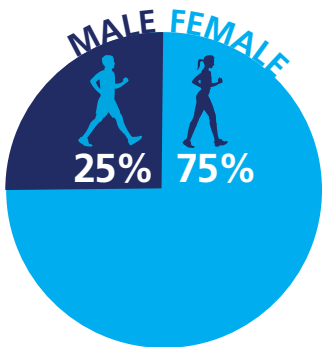
Facebook Activity on Novo Nordisk Campus



Top Hashtags



DEMOGRAPHICS

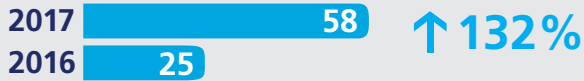


74% of posts with a hashtag feature #StepOutDiabetes

74% of posts feature Novo Nordisk brand materials

44 average likes per post

Tweets



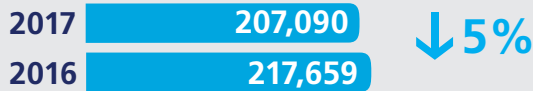
Likes



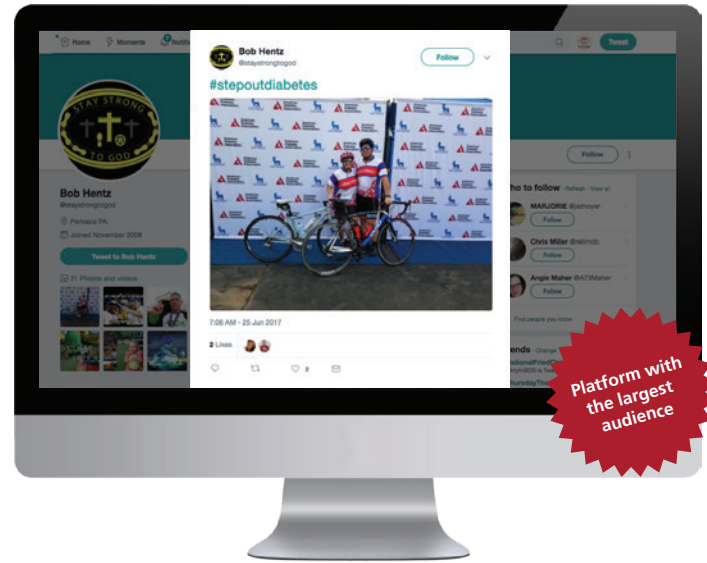
Retweets



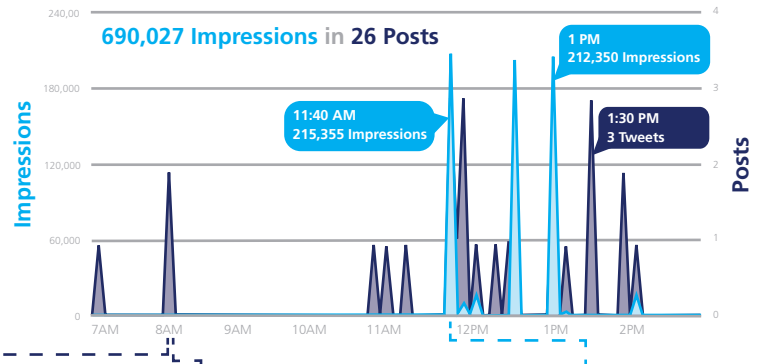
Novo Nordisk Brand Impressions



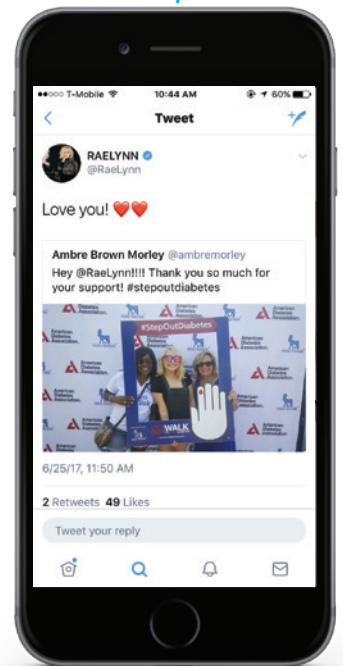
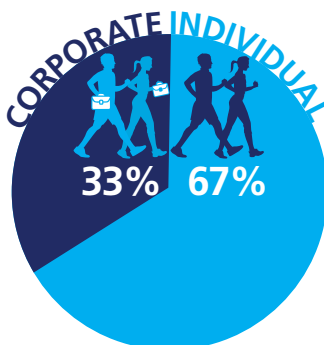
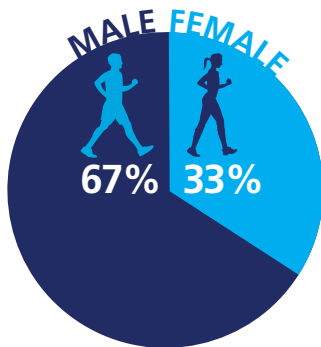
Top Hashtags



Twitter Activity on Novo Nordisk Campus



DEMOGRAPHICS



84% of posts with a hashtag feature #StepOutDiabetes

59% of posts feature Novo Nordisk brand materials

200K+ followers on RaeLynn's Twitter

+ Views and Novo Nordisk Brand Impressions

Tour de Cure	4,737
Step Out Walk	2,588
Total	7,325

○ Uses

Tour de Cure	80
Step Out Walk	38
Total	118

✓ Use Rate

Tour de Cure	61%
Step Out Walk	40%
Average	51%

👉 Swipes

Tour de Cure	132
Step Out Walk	94
Total	226

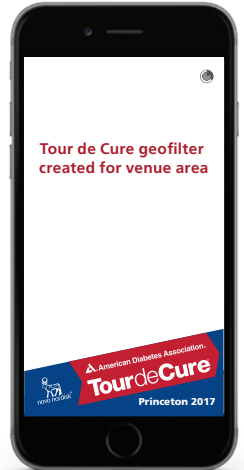


Tour de Cure Geofilter Footprint

Start Time: June 25, 2017 7:00 AM

End Time: June 25, 2017 2:00 PM

Venue area including parking lots 11-14



Step Out Walk Geofilter Footprint

Start Time: June 25, 2017 8:00 AM

End Time: June 25, 2017 1:00 PM

Venue area including parking lots 11-14 and Novo Nordisk Cheer Zone



+ 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.



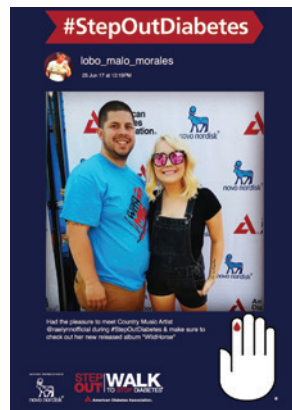
59 average views per use of Tour de Cure geofilter



68 average views per use of Step Out Walk geofilter



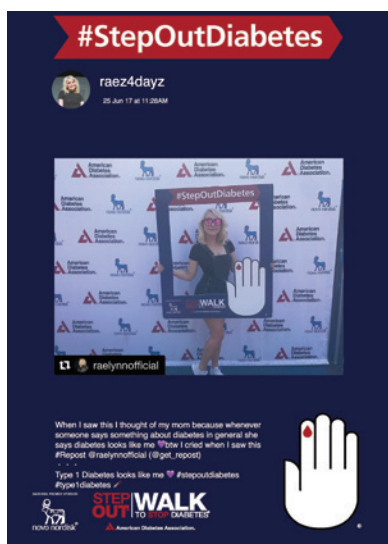
SELFIE STATION PRINCETON 2017



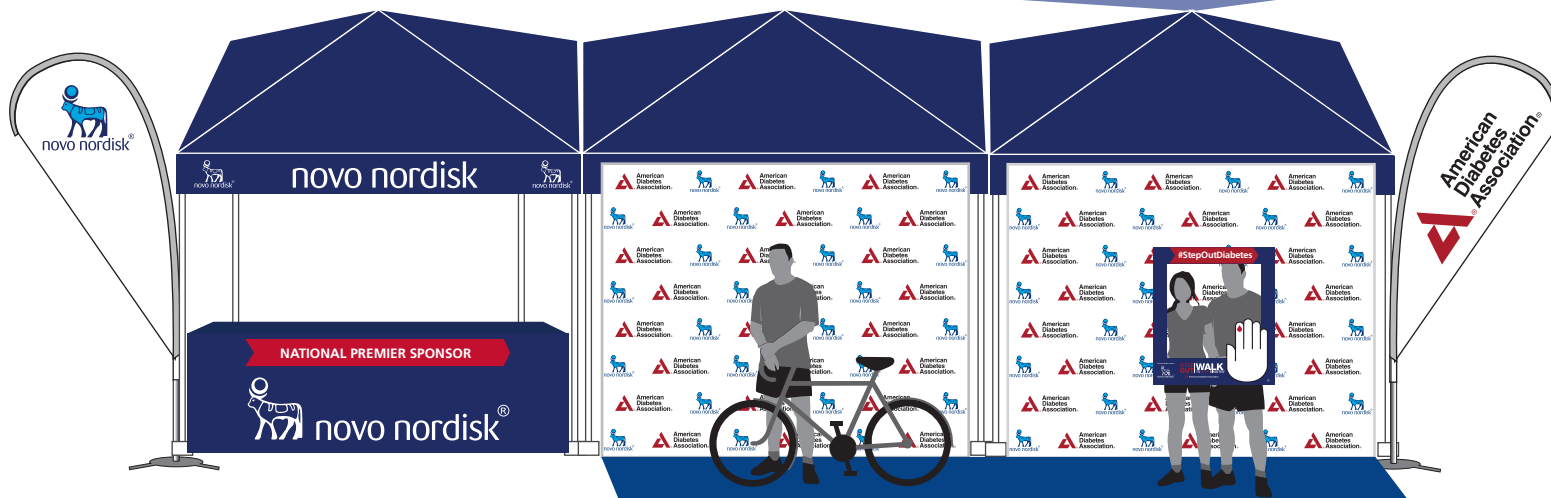
134 Posts with
#StepOutDiabetes

362 Participants

39 Prints feature
#StepOutDiabetes
Selfie Frame



Novo Nordisk Employees
at co-branded photo booth



The American Diabetes Association New Jersey Chapter granted TRACS, Inc. social media access on Facebook, Twitter and Instagram to post and promote the ADA Tour De Cure + Step Out Walk in Princeton on Tuesday, June 13.



/AmDiabetesNJ



20

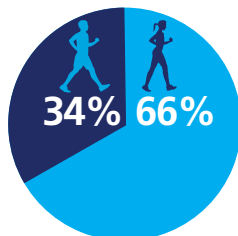
Total Posts
from June 13-27

ADA Posts

4

TRACS Posts

16



Audience: 1,073

Male Female

13 to 17 <1% / <1%

18 to 24 2% 5% 7%

25 to 34 7% 14% 21%

35 to 44 8% 16% 24%

45 to 54 8% 16% 24%

55 to 64 6% 10% 16%

64+ 2% 4% 6%



@AmDiabetesNJ

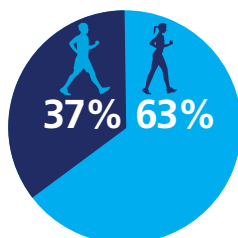


4

Total Posts
from June 16-25

ADA 0

TRACS 4



Audience: 614

13 to 17 <1%

18 to 24 5%

25 to 34 39%

35 to 44 29%

45 to 54 18%

55 to 64 4%

64+ 4%



@amdiabetesmidatlantic



13

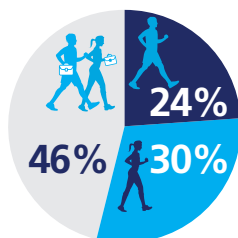
Total Posts
from June 15-25

ADA 3

TRACS 10

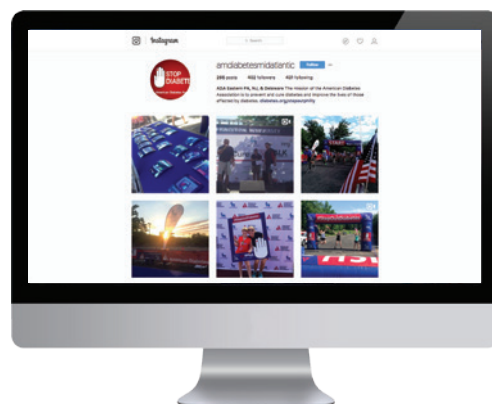
ADA 73

TRACS 143



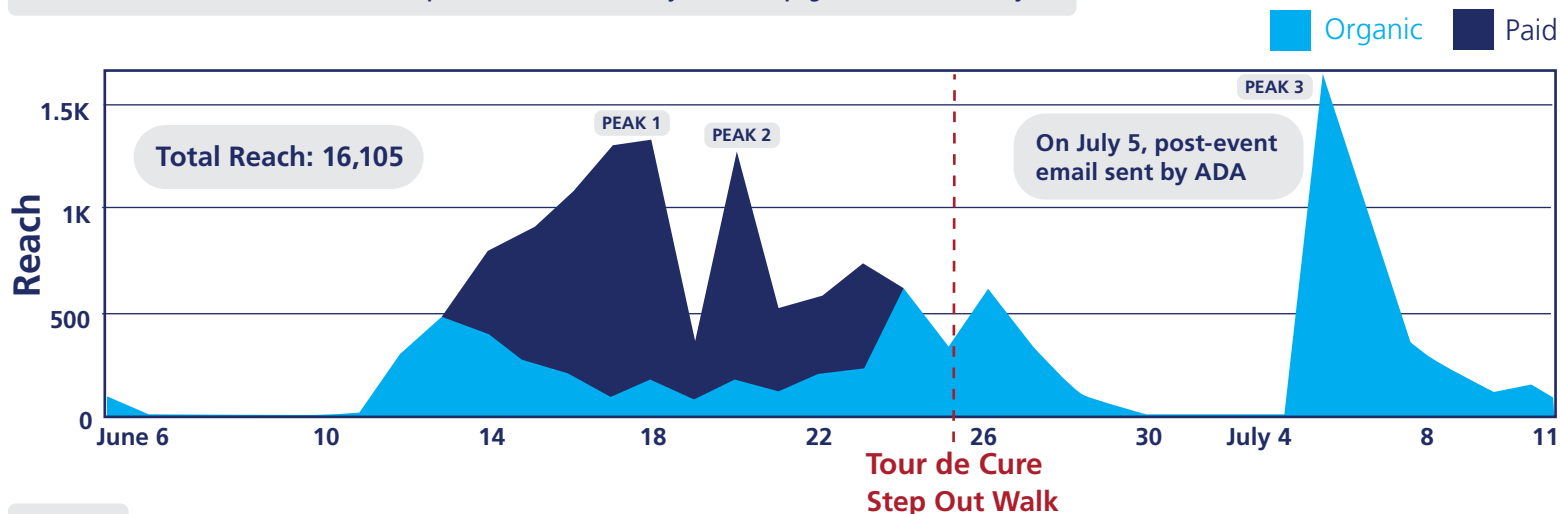
Audience: 404

Male Female Corporate



Shows the number of users who viewed posts on ADA New Jersey Facebook page from June 6 to July 11.

TOTAL REACH BY DAY



PEAK 1

Impressions: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement
06/19/2017 5:23 pm	Less than 1 week until the #StepOutWalk in Princeton! Are you signed up to walk with @teammovo	Image	Global	122	0
06/17/2017 9:45 am	Running errands? Add a FREE health screening to the list! We'll be at Walmart from 10 A.M. to 2 P.M.	Image	Global	57	0
06/16/2017 12:00 pm	Don't forget! Get a FREE health screening at Walmart tomorrow from 10 A.M. to 2 P.M. See you th	Image	Global	4	0
06/15/2017 4:41 pm	The Voice Season 2 contestant and upcoming country artist, Raelynn, will be present at this yea	Image	Global	2	2

PEAK 2

Impressions: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement
06/21/2017 11:00 am	AmDiabetesAssn is the nation's leading nonprofit charity providing diabetes research, information,	Image	Global	153	0
06/19/2017 5:23 pm	Less than 1 week until the #StepOutWalk in Princeton! Are you signed up to walk with @teammovo	Image	Global	62	0

PEAK 3

Impressions: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement
06/27/2017 2:32 pm	Thank you to everyone who joined us on Sunday, June 25 for the 2017 Princeton Tour de Cure + Ste	Image	Global	2.4K	12.4K
06/27/2017 10:34 am	Thank you to everyone who joined us on Sunday, June 25 for the 2017 Princeton Tour de Cure + Ste	Image	Global	1.6K	4K
06/27/2017 11:00 am	Thank you to everyone who joined us on Sunday, June 25 for the 2017 Princeton Tour de Cure + Ste	Image	Global	1.5K	4.2K

Value of Professional Event Photography

Only post to feature
♥ reactions from
Facebook audience

10,462 Clicks generated
by this photo album



243 People Reached

12 Post Clicks

12 Photo Views 0 Link Clicks 0 Other Clicks

Negative Feedback

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

1 Likes, Comments, & Shares

1 Likes 1 On Post 0 On Shares

0 Comments 0 On Post 0 On Shares

0 Shares 0 On Post 0 On Shares



275 People Reached

16 Post Clicks

16 Photo Views 0 Link Clicks 0 Other Clicks

Negative Feedback

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

2 Likes, Comments, & Shares

2 Likes 2 On Post 0 On Shares

0 Comments 0 On Post 0 On Shares

0 Shares 0 On Post 0 On Shares



2,014 People Reached

10,462 Post Clicks

10,360 Photo Views 0 Link Clicks 102 Other Clicks

Negative Feedback

1 Hide Post 0 Hide All Posts 0 Report as Spam 0 Unlike Page

240 Reactions, Comments, & Shares

191 Likes 11 On Post 180 On Shares

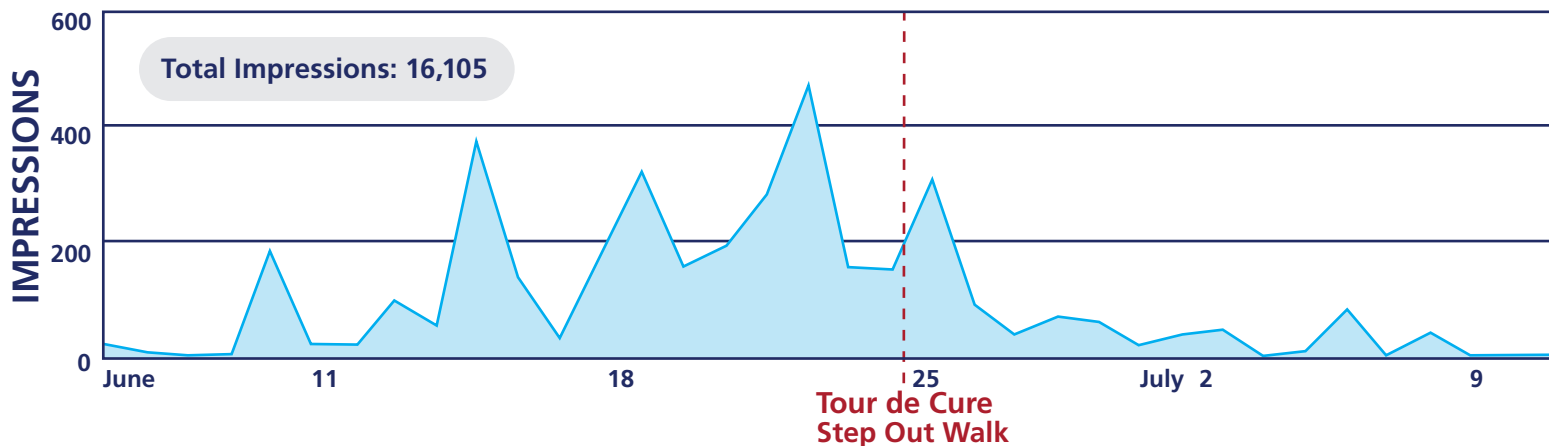
13 Love 0 On Post 13 On Shares

21 Comments 3 On Post 18 On Shares

16 Shares 1 On Post 15 On Shares

Shows the number of users who viewed tweets on ADA New Jersey Twitter page from June 6 to July 11.

TOTAL IMPRESSIONS BY DAY



JUNE 2017 SUMMARY

9 Tweets

3,458

Tweet Impressions

338

Profile Visits

6

Mentions

6

New Followers

JULY 2017 SUMMARY

0 Tweets*

526

Tweet Impressions

62

Profile Visits

1

Mentions

-2

New Followers

*American Diabetes Association did not tweet in July, all impressions came from tweets previously posted in June

TOP TWEET June 13, 2017

RaeLynn will be at Step Out Walk on June 25th! Arrive by 10am to hear her story!

#StepOutDiabetes Register today
bit.ly/2ich0QE pic.twitter.com/oCF0y38FB1



1

TOP TWEET

Tweet that generated the highest number of impressions.

597 earned impressions

TOP TWEET June 25, 2017

Sean Walsh from @teamnovonordisk kicking off the 62.3 mile ride at Princeton Tour de Cure + Step Out Walk

#StepOutDiabetes
pic.twitter.com/9rqgwsKJJs



1

TOP TWEET

Tweet that generated the highest number of impressions.

48 earned impressions

TOP MEDIA TWEET June 19, 2017

Less than 1 week until the #StepOutWalk in Princeton! Help #StepOutDiabetes and raise #diabetesawareness by registering today! pic.twitter.com/OyNvesff0I



1 2

TOP MEDIA TWEET

Tweet with a photo or video that generated the highest number of impressions

594 earned impressions

TOP MEDIA TWEET June 23, 2017

Join RaeLynn and hear her inspiring story about living with #diabetes at Princeton Step Out Walk on Sunday! Register bit.ly/2ich0QE
pic.twitter.com/2SxwSWYBWg



2 2

TOP MEDIA TWEET

Tweet with a photo or video that generated the highest number of impressions

37 earned impressions