



Outreach and Engagement Summary

September 2024
through April 2025



www.walk2schoolto.org



BACKGROUND

Walk to School Thousand Oaks, a grassroots toolkit, empowers neighborhoods and groups to organize efforts to increase getting to school in ways other than a car and better understand the minimum requirements for crossing guards at intersections near their schools.

A mobile-friendly website with downloadable and editable printables, digital files, and social media content was created to help mobilize community efforts to get organized and engaged in as many ways as possible.

This report provides a summary of the outreach methods used by the City to promote the Walk to School Thousand Oaks initiative from September 2024 through April 2025 . These methods include in-person engagement opportunities, website outreach, and social media engagement. For further information, please contact Alexandra South, Director of Strategic Communications and Public Affairs, at asouth@toaks.org.



SEPTEMBER 1, 2024 THROUGH
APRIL 30, 2025



WALK TO SCHOOL TO AT A GLANCE
@CityofTO

IMPRESSIONS

2,392

ENGAGEMENT

20

REPOSTS

9

OVERVIEW

This data displays the organic content that was posted on the City's main X account to promote the Walk to School Thousand Oaks initiative.

X measures 'impressions' as the number of people that are served content from the page because they follow it.

Engagement is measured by the number of times a user interacts with a tweet, including retweets, replies, likes, follows, and more.

A Repost is a reposting of a post. X's Repost feature allows others to quickly share our post with all of the users followers.

A Repost is a powerful indication that someone was interested enough to take an additional action.



WALK TO SCHOOL TO AT A GLANCE
@CityofThousandOaks

REACH

7,080

ENGAGEMENT

247

PROFILE ACTIVITY

51

OVERVIEW

This data displays the organic static and video content that was posted on the City's main Instagram account to promote the Walk to School Thousand Oaks initiative.

Instagram measures reach as the number of unique accounts that saw any of our posts or stories at least once.

Post engagement is the number of people that took direct action on a post, such as clicking a link or 'liking' a post. This is the most impactful metric as it indicates someone was interested enough to take an action after viewing the post.

Profile activity indicates the number of actions people take when they engaged with the City's profile as a result of Walk to School Thousand Oaks-related posts. This includes profile visits, website taps, call button taps and email button taps.



SEPTEMBER 1, 2024 THROUGH
APRIL 30, 2025



WALK TO SCHOOL TO AT A GLANCE

@CityofThousandOaks

REACH

3,354

ENGAGEMENT

45

OVERVIEW

This data displays the organic content that was posted on the City's main Facebook account to promote the Walk to School Thousand Oaks initiative.

Facebook measures reach as the number of unique users that saw any of our posts at least once.

Post engagement is the number of people that took direct action on a post, such as clicking a link, commenting, or 'liking' a post. This is the most impactful metric of all because it indicates someone was interested enough to take an action after viewing the post.



SEPTEMBER 1, 2024 THROUGH
APRIL 30, 2025



BIT.LY QR CODE GENERATOR
walk2schoolto.org

QR CODE SCANS

35

OVERVIEW

QR Codes were included on printed Walk to School Thousand Oaks materials. Combined, the QR codes received 35 scans, indicating 35 users were interested enough to take action on the information.



LINKTREE
walk2schoolto.org

LINKTREE CLICKS

9

The City's social media platforms (X, Facebook, and Instagram) host a Linktree- which acts as a landing page to other links. The linktree is often referred to in social media posts as the 'link in bio.'

Combined, the City's Linktree received 9 clicks on the Walk to School website, indicating 9 users were interested enough to take action on the information posted on social media.



WEBSITE AT A GLANCE

walk2schoolto.org

PAGE VIEWS

1,000

SITE VISITS

757

UNIQUE VISITORS

670

AVERAGE TIME ON PAGE

1.45 MINS

OVERVIEW

The dedicated Walk to School Thousand Oaks website had around 1,000 page views which shows the total number of page requests the site received.

The site had 757 site visits which shows the number of single browsing sessions by individual visitors to the website.

The site also had 670 unique visitors

Users spent an average of 1 minute and 45 seconds visiting a page.