

SOCIAL MEDIA STRATEGIC MODEL



INWARD-FACING

TWITTER

@TSEmergency

BLOG

The Extra Mile

RSS

Google Reader

COMING SOON

Social Bookmarking

OUTWARD-FACING

FACEBOOK

UCLA
Transportation

TWITTER

@UCLACommute

@BruinBus

BLOG

Be A Green
Commuter

YOUTUBE

UCLA
Transportation

FLICKR

UCLA
Transportation

YELP

BruinBus

UCLA Vanpool

COMING SOON

Online Press
Release/News
Room

RSS Feed

Online Newsletter

Wikipedia

TRACKING/ METRICS

WassUp (Blog)

Google Analytics
(Blog, Facebook,
Twitter)

UCLA

Transportation