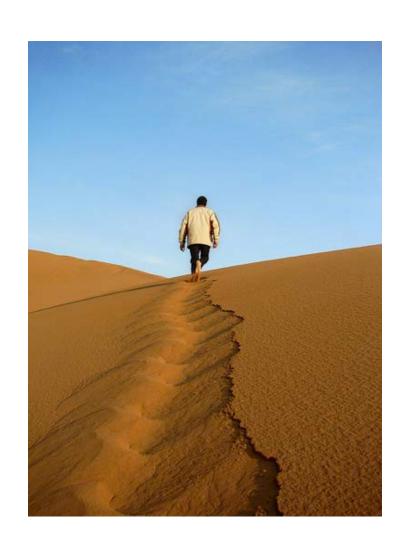
EXPLORE!

Taking Your Brand Online

Jenise Fryatt, Smarter Shift
IBTTA Communications Team
@JeniseFryatt @IBTTA

Your Social Media Journey



Create Customer Profiles



Photo by Hash Milhan

Identify Your Key Search Words



Photo by jakeliefer

Search for Online Communities



Twitter Search Results for "carpooling"



LinkedIn Search Results for "Carpooling" Groups

23 results for carpooling



Reinventing Carpooling Interest Group

Reinventing **Carpooling** to help solve transportation's greatest challenges. To meet growth in travel demand in the new ...

2 discussions this month - 84 members

▶ 7 in your network - Similar





Amovens: soluciones de carpooling

Amovens is a ridesharing network available to the public through www.amovens.com. It also offers **carpooling** solutions for ...

1 discussion this month - 38 members Similar





Express Carpooling Interest Group

■ This group is for people interested in the concept of flexible carpooling and who would like to track its development

2 discussions this month - 36 members

▶ 7 in your network - Similar



CARPOOLING ANOTHER WAY TO DRIVE



For those who feel concerned..., and more and more often ... carpooling can...

17 members

▶ 1 in your network - Similar



Set Up Google Alerts



www.google.com/alerts

Lurk





Engage – Talk to people online

Inform – Share information

Recommend (Retweet) – Promote/give credit

Social Media Marketing Takes Time





(*Photo by J.D. Edwards Blog)