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| **Tuesday, July 24, 2012 120724-1**  **In this Issue:**  **Carmageddon II a Worldwide Trending Topic** |
| **Carmageddon II a Worldwide Trending Topic**  Communications reports that our announcement last week of dates for the upcoming 'Carmageddon II' not only made news in the traditional media outlets such as television or print but created a stir on the Internet as well – “[Carmageddon II](http://twitter.com/#!/search/'Carmageddon%20II')” immediately became a trending topic on Twitter worldwide. A trending topic is defined as the most mentioned words being posted by Twitter users over a certain time frame. Twitter is a popular communication tool as it allows customers to receive alerts on their mobile devices via SMS/Text or application; it also allows customers to send messages to Metro directly. Metro currently has 13 active Twitter pages, with [@metrolosangeles](http://twitter.com/metrolosangeles) being the most active and followed. Since joining Twitter, Metro has a collective 22,000+ followers. A list of [Metro Twitter pages](http://www.metro.net/news/metro-web/) can be found on metro.net; additionally, *The Source* features customers’ feedback/comments with the weekly column, [Twitter Tuesdays](http://thesource.metro.net/category/feedback/twitter-tuesdays/). | |
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