

What is ucla.in?

<http://ucla.in> is a service, similar to tinyurl.com, that allows users to shorten a long link, share it, and then track the resulting usage, while keeping the ucla name as part of the link. While other link-shortening services exist such as <http://bit.ly>, only <http://ucla.in> keeps the ucla name as part of the link.

For example, you can use ucla.in to turn this long link:

```
http://map.ais.ucla.edu/portal/site/UCLA/menuitem.b67ecc2ab4bd59c1ae13e110f848344a/?vgnextoid=38
```

Into this:

<http://ucla.in/92d9Sz>

This makes it easier to include the link in an email or Twitter post without it breaking or taking up too much space.

For more info, go to: <http://ucla.in> and especially look at their [FAQ](#)

Update: There is now an API for programmers to use this. See <http://www.ucla.edu/uclain/docs/api/>
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