



Location-based social networking, intended for use on GPS-enabled mobile devices. Users can find new places and favorite haunts, earn badges and get points, take advantage of specials.

- check-in at a venue and are awarded points and badges
- see other people who have checked in at the same venue
- search for nearby venues
- Create to-do lists
- Update twitter or Facebook / receive checkin updates from friends (or keep private)

## check in

Using a GPS enabled mobile device and the Foursquare app, people indicate they are at a particular place



Also offers private “Off the grid” checkins

## Badges

Sort of like Scouts, people earn badges for accomplishing different things relating to types of checkins, specific events, categories, etc.



[http://www.flickr.com/photos/naveen\\_/4422262733](http://www.flickr.com/photos/naveen_/4422262733)



(people do seem to like the badges...)

Badges are created by Foursquare, not venue owners

## Mayors

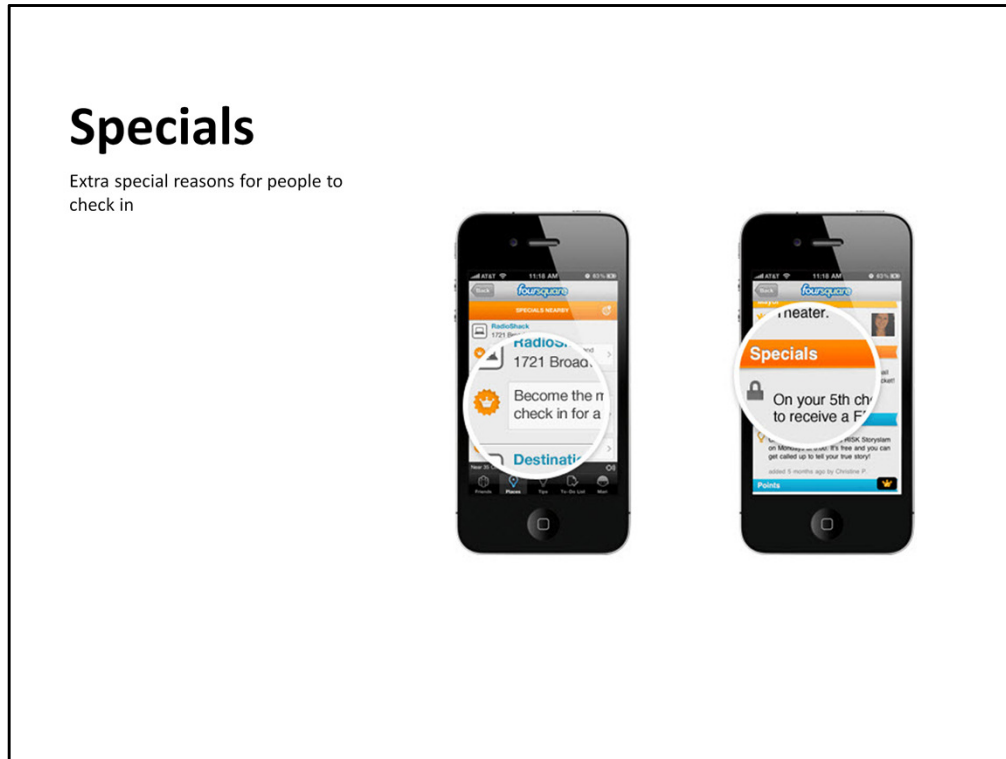
People who have checked in to a venue most frequently over the last 60 days



People who have profile pictures and the most days checked into your venue over the last 60 days. Mayors can change often, depending on how many people check in and with what frequency. These are your best, repeat customers.

A benefit of claiming your venue, you can prevent staff accounts from becoming mayors.

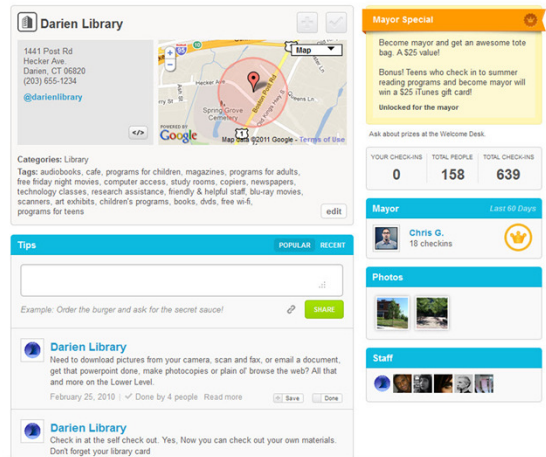
Creating Specials for mayors, is a great tool to reward your best patrons.



A special offer – like a coupon or a reward – created for new visitors or loyal customers who check in to your venue. You determine the rules for claiming a special, but Foursquare recommends that:

- You are able to instantly fulfill the offer
- It is not an ad, future offer, or message
- It must be unique to Foursquare users

what can I do with it  
in the  
library?



## Claim your venue

To create specials, tracks statistics, and customize the venue page

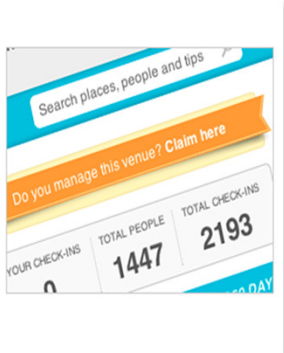
### Get started! Claiming your venue

If you're ready to use foursquare to increase your business, simply [create a free user account](#) and "claim your venue" so we know you're the actual owner, manager, or an employee.

Search for your business in the search box below. Click through to the page for your venue, and then click on the orange "Claim this venue" flag on the right side of the page. This will bring you straight to the claiming process, where you can verify immediately over the phone or within two weeks by mail verification.

**Search for your venue to get going!**

 near



The screenshot shows a search bar with the text "Search places, people and tips". Below it is an orange button that says "Do you manage this venue? Claim here". To the right of the button is a statistics box showing "TOTAL PEOPLE 1447" and "TOTAL CHECK-INS 2193".

You must claim a venue in order to:

- Create specials
- Track statistics
- Add staff members

### Statistics

claiming your Venue allows you to see a full set of real-time data about your customers, including:

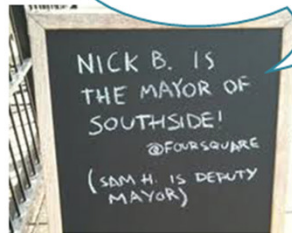
- Total daily check-ins over time
- Your most recent visitors
- Your most frequent visitors
- Gender breakdown of your customers
- What time of day people check in
- Portion of your venue's foursquare check-ins that are broadcast to Twitter and Facebook

## Recognize patrons

Use specials, tips, and other methods connect with regular visitors

But I did think of a way the Vancouver Public Library could encourage people to check in a little more...

Throw up a sign/whiteboard somewhere ... that says, "The Mayor of the Central Branch, Dave B., recommends The World According to Garp by John Irving"

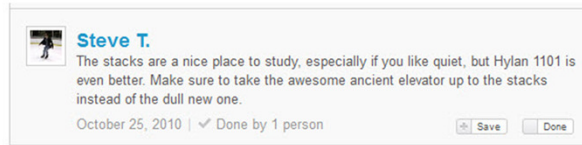



<http://librows.tumblr.com/post/212655475/foursquare-and-the-vancouver-public-library>



## tips

- Patrons promote their favorite things
- Staff promote new services, etc.
- Use tips as feedback



 **Steve T.**  
The stacks are a nice place to study, especially if you like quiet, but Hylan 1101 is even better. Make sure to take the awesome ancient elevator up to the stacks instead of the dull new one.  
October 25, 2010 | ✓ Done by 1 person



 **The College at Brockport**  
The Library now has a limited number of iPads available for short-term loans.  
Feb 23 | ✓ Done by 2 people

## Resources

### Public Libraries using Foursquare

NYPL -

<https://foursquare.com/venue/31643>

Darien Library (CT) -

<https://foursquare.com/venue/254879>

### Ideas...

Foursquare @ Darien Library:

<http://bit.ly/drKcbB>

Foursquare in Libraries:

<http://bit.ly/qEIOJC>

Foursquare, Libraries, and Librarians:

<http://bit.ly/70TIWm>

Tech Tips: Foursquare:

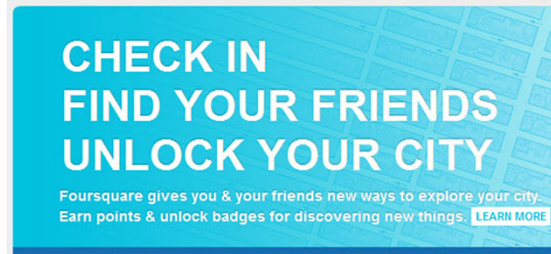
<http://bit.ly/8lmHpl>

Use Foursquare for historical contents:

<http://bit.ly/fphPA6>

Foursquare & Libraries:

<http://www.pafa.net/archives/1187>



### Widget

<http://www.placewidget.com/>