

foursquare

Platform Overview

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what is our goal in life?

Foursquare helps users discover more interesting and more social real-world experiences.

We do this by combining user-generated local content, mobile technology, social networking and gaming dynamics.



what is our goal in life?



+ 4sq makes the world easier to explore, engineers serendipitous discovery, and encourages people to share their experiences and make them easily discoverable by others



+ 4sq challenges people to do new things, have new experiences, find friends and meet new people, leveraging gaming dynamics to shape behavior in the real-world



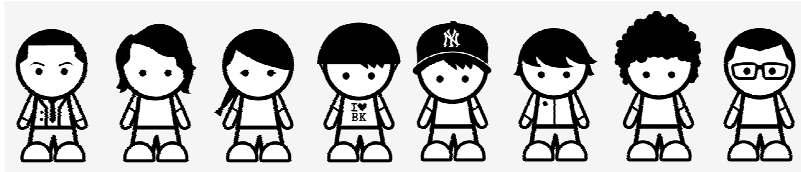
+ 4sq gives a voice to places by providing tools to recognize and reward customer Loyalty

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a bit more about us

We are small team that is intrepid and entrepreneurial



With experienced and trusted investors



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a bit more about us

In two years, more than
10,000,000 people have
joined foursquare,
generating more than
750,000,000 check-ins

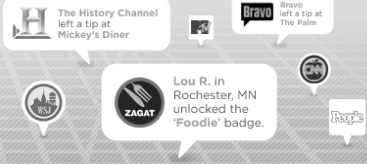
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a bit more about us

500,000+ brands / retailers /
local merchants have joined
foursquare to reach their fans
& customers

**FOLLOW PAGES TO GET
EXPERT TIPS NEAR YOU**

foursquare pages let people and organizations create collections of tips. Follow your favorite brands, partners, and personalities to uncover tips from them when you check in, and maybe unlock a special badge or two.



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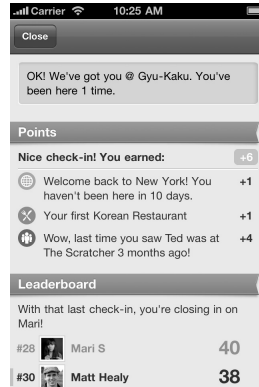
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how it works

Places



Check-in



Me

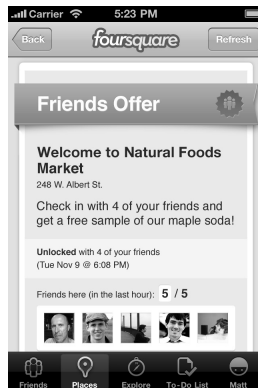


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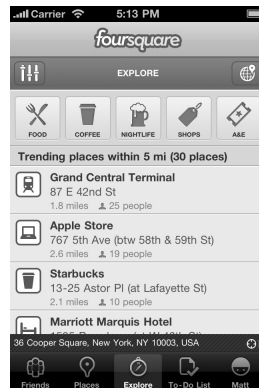
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how it works

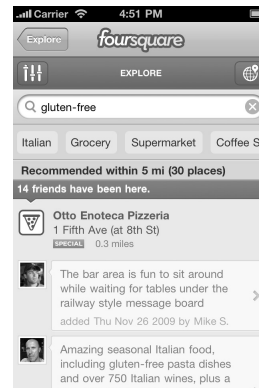
Special



Explore



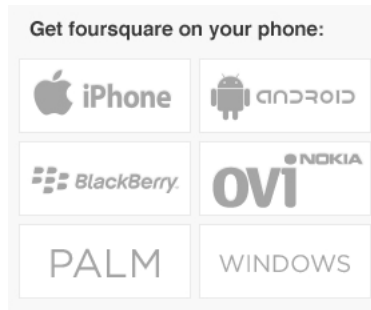
Search Explore



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available on all major mobile platforms



and on the mobile web and SMS

Merchant Platform

Merchant Platform // table of contents

Foursquare Merchant Platform

- **Verification Benefits:**
 - Manage your public-facing venue page(s)
 - Access foursquare Venue Stats
 - Offer Specials
- **Best Practices:**
 - foursquare Specials
 - Redemption



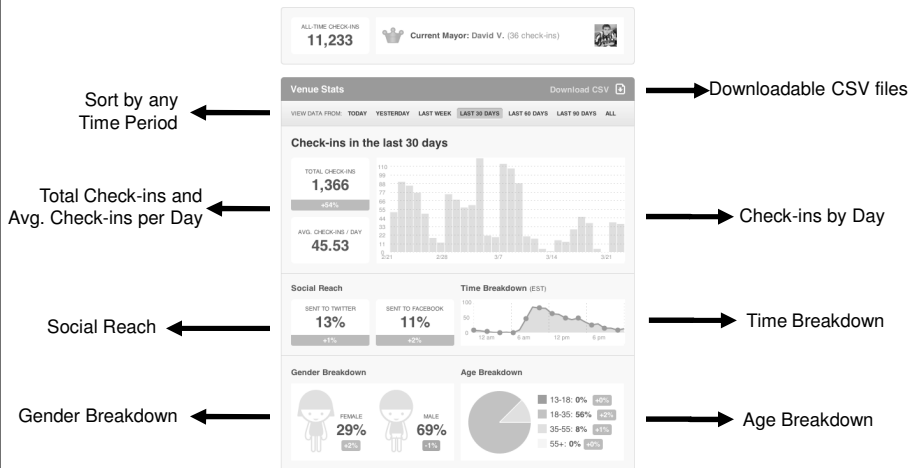
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Merchant Platform // Venue Stats

Verification benefits

Managers of verified businesses get access to our free Venue Stats dashboard



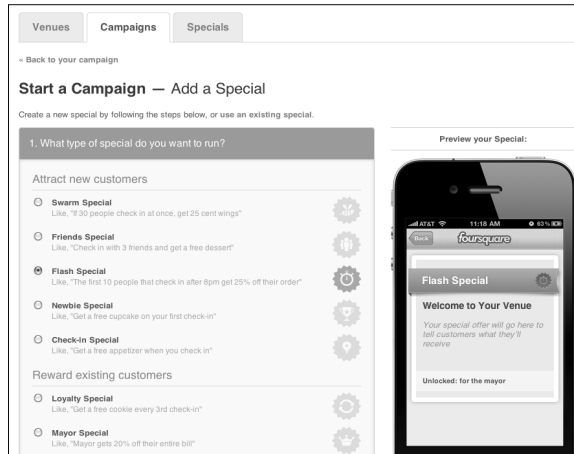
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Merchant Platform // Specials

Verification benefits

Utilize our full menu of Specials to pick an offer type that aligns with your goals of customer acquisition or retention (or both)



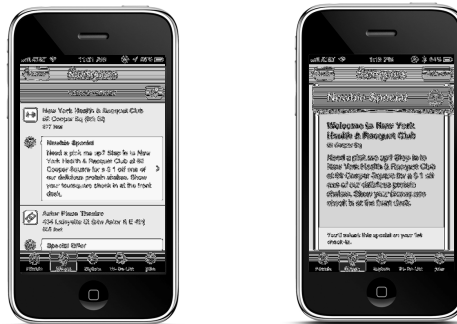
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Merchant Platform // Specials

Verification benefits

Offer Specials - mobile coupons, prizes, discounts or experiences - that are presented to users when they are near your venue



Specials Nearby are now browsable in the Places tab of our apps. Clicking through shows full detail on the Special being offered.

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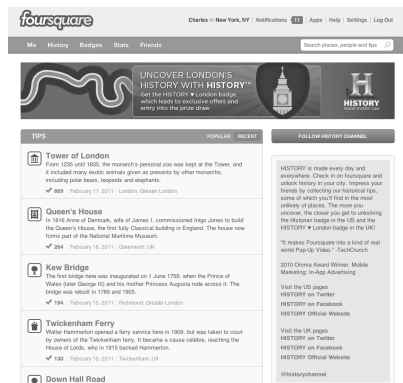
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Foursquare Pages

Pages // about

Why create a Page?

Creating a free Page on foursquare is a great way to create a branded foursquare experience and engage users through location-tagged "Tips"



By following your foursquare Page, users can receive your branded Tips when they check into a venue.

Tips and To-Dos are suggestions or actions that users can accomplish now or save for later.

Foursquare Developer Platform

Developer Platform // table of contents

Foursquare can be a platform for your brand

- **About the API**
- **Ways to use the API**
 - Check-in functionality
 - Data visualization
 - Loyalty card integration
 - Local marketing call-to-action
 - Tech platform customization



Developer Platform // about

About the API

We provide an open API to encourage creative uses of foursquare data, tailored to your business objectives and brand identity. Using our API is completely free.

- **Nearly 10,000 registered developers building applications off of our data**
- **Read and Write functionality**
- **Access our Developer Gateway at developer.foursquare.com**
- **View examples of how businesses have used our API at foursquare.com/apps**

App Gallery

Featured Apps



Mobile Websites Plugins Visualizations Games Other

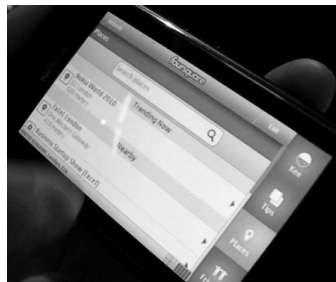
Take a look at what others have already built using our API.



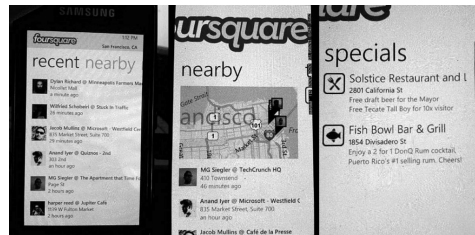
Developer Platform // tech platform customization

Customized for your tech platform

Utilize the API to create tailored foursquare experiences for your own tech platform



NOKIA
symbian

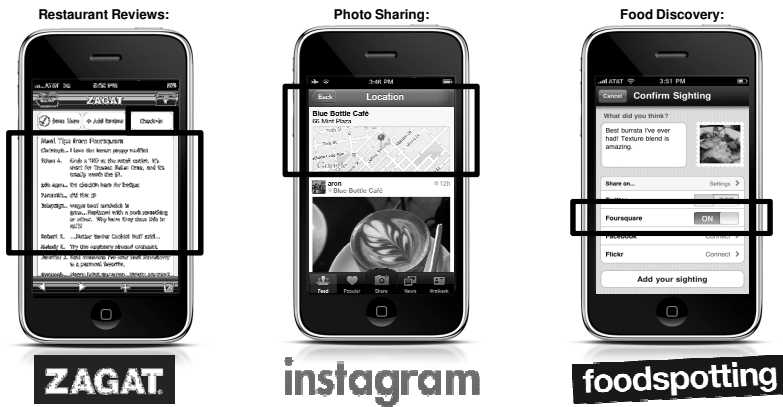


Windows
phone
7

Developer Platform // check-in functionality

Check-in functionality

Integrate check-in functionality and foursquare Tips to your mobile app



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Developer Platform // data visualizations

Data Visualization □□□□□□□□

Create interesting data visualizations using foursquare check-ins

- The WSJ worked off of our API to build a dynamic visualization / heat map of foursquare check-in activity in New York and San Francisco over a one-week period

THE WALL STREET JOURNAL.
 — A Week on Foursquare —

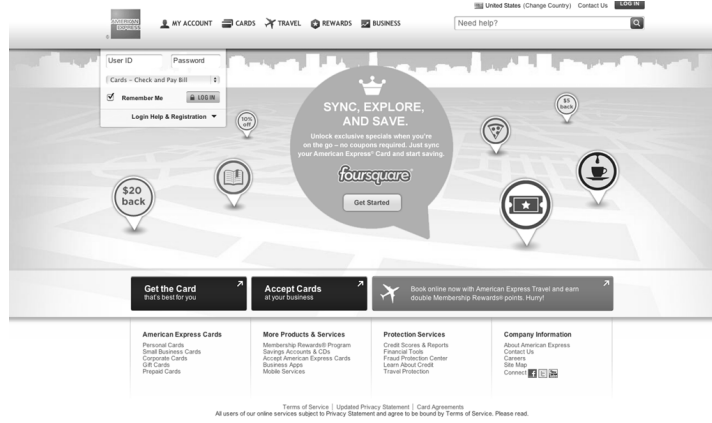


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/ case studies

American Express



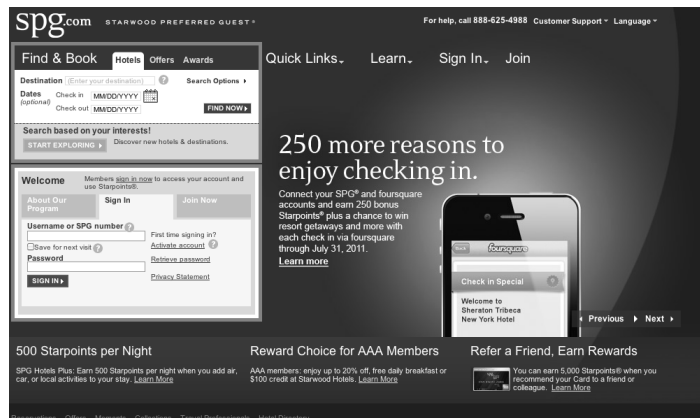
- + Amex: "highest response rate of any [merchant marketing] we're doing"
- + incentivize foot traffic to merchant partners, incentivize use of Amex by users
- + closed-loop, frictionless redemption

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/ case studies

Starwood Preferred Guest



- + SPG/foursquare integration gives users extra points and free trips for checking in and gives SPG increased customer engagement and relevancy to a younger/affluent demo.

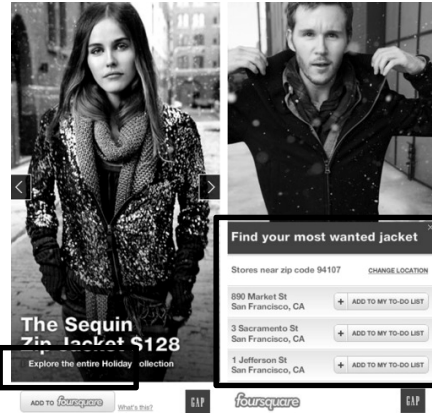
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Developer Platform // local marketing call to action

Local Marketing Call to Action

Utilize “Add to foursquare” buttons and our API to enable users to interact with your marketing messages. Users can choose to have your venues surface in foursquare when they’re nearby to remind them of an item they’d like to buy



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thank you

address
.....

foursquare
36 cooper sq
(near east 6th street)
new york, ny 10003
usa

Charles Birnbaum

Twitter: @charlesbirnbaum

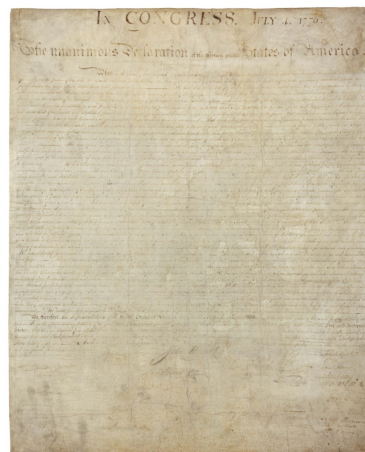


The National Archives on



Jill Reilly James
socialmedia@nara.gov | Twitter: @jillreillyjames
Social Media Manager
National Archives and Records Administration

About the National Archives



Why the National Archives Wants You to Check In

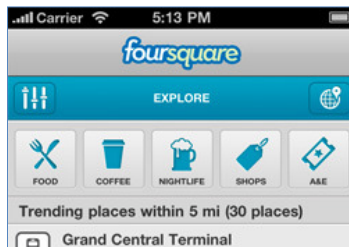


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- ✓ The Archives uses social media to share our historical documents, encourage people to visit us online and in person, and promote civic education
- ✓ Our social media strategy incorporates exploring the use of new technologies and networks to engage with potential visitors, researchers, and citizen archivists
- ✓ Foursquare is a social, mobile network and “where the people are” with more than 6.5 million users worldwide

www.archives.gov/social-media/

Explore



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www.archives.gov/social-media/

foursquare.com/usnatarchives

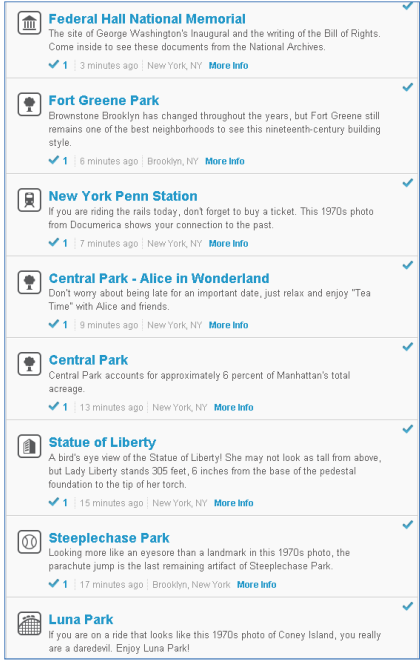
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www.archives.gov/social-media/ 5

foursquare.com/ourpresidents

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www.archives.gov/social-media/ 6



Federal Hall National Memorial
The site of George Washington's Inaugural and the writing of the Bill of Rights. Come inside to see these documents from the National Archives.
✓ 1 | 3 minutes ago | New York, NY [More Info](#)

Fort Greene Park
Brownstone Brooklyn has changed throughout the years, but Fort Greene still remains one of the best neighborhoods to see this nineteenth-century building style.
✓ 1 | 6 minutes ago | Brooklyn, NY [More Info](#)

New York Penn Station
If you are riding the rails today, don't forget to buy a ticket. This 1970s photo from Documica shows your connection to the past.
✓ 1 | 7 minutes ago | New York, NY [More Info](#)

Central Park - Alice in Wonderland
Don't worry about being late for an important date, just relax and enjoy "Tea Time" with Alice and friends.
✓ 1 | 9 minutes ago | New York, NY [More Info](#)

Central Park
Central Park accounts for approximately 6 percent of Manhattan's total acreage.
✓ 1 | 13 minutes ago | New York, NY [More Info](#)

Statue of Liberty
A bird's eye view of the Statue of Liberty! She may not look as tall from above, but Lady Liberty stands 305 feet, 6 inches from the base of the pedestal foundation to the tip of her torch.
✓ 1 | 15 minutes ago | New York, NY [More Info](#)

Steeplechase Park
Looking more like an eyesore than a landmark in this 1970s photo, the parachute jump is the last remaining artifact of Steeplechase Park.
✓ 1 | 17 minutes ago | Brooklyn, New York [More Info](#)

Luna Park
If you are on a ride that looks like this 1970s photo of Coney Island, you really are a daredevil. Enjoy Luna Park!
✓ 1 | 17 minutes ago | Brooklyn, New York [More Info](#)

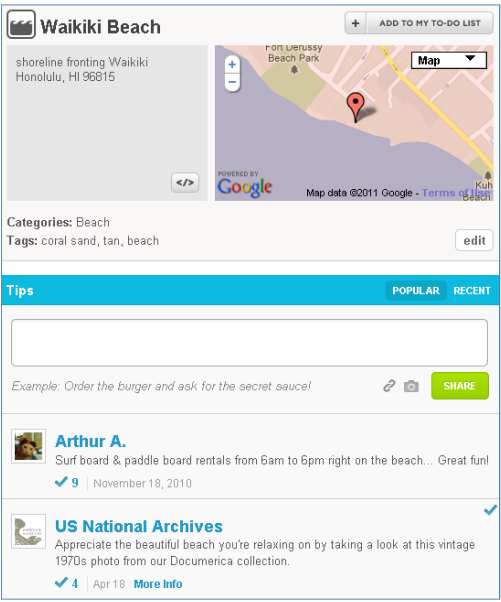
Tip Projects Based on Geography

- Washington, DC
- Kansas City
- Philadelphia
- New York City

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www.archives.gov/social-media/

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Waikiki Beach
shoreline fronting Waikiki
Honolulu, HI 96815

Categories: Beach
Tags: coral sand, tan, beach

Tips POPULAR RECENT

Example: Order the burger and ask for the secret sauce!

Arthur A.
Surf board & paddle board rentals from 6am to 6pm right on the beach... Great fun!
✓ 9 | November 18, 2010

US National Archives
Appreciate the beautiful beach you're relaxing on by taking a look at this vintage 1970s photo from our Documica collection.
✓ 4 | Apr 18 [More Info](#)

Tip Projects Based on Themes

- April :Environmental Awareness Month
- June: What's Cooking, Uncle Sam? Exhibit


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Mt. Rainier National Park + ADD TO MY TO-DO LIST

55210 238th Ave. East
Ashford, WA 98304



Categories: Other Great Outdoors, General Travel
 Tags: waterfall, hiking trail, scenic lookout, rain, park, volcano, forest, smithsonian channel, aerial america, sightseeing, tourism, washington state, pacific northwest, geology, camping, photograph, panorama, wonderland, cross-country, backcountry, snowboarding, old growth, glaciers, outdoors, national historic landmark, visitors center, lodge, camping, lake, mountain, hiking, cabins


Tips POPULAR RECENT

Example: Order the burger and ask for the secret sauce!

US National Archives
 Enjoy the beauty of Mount Rainier, but take a look at this 1970s photo from our Documerica collection while you're here. What can you do to keep this park clean?
 3 | Apr 11 | [More info](#)

We typically link back to additional content on our .gov site.

MT. RAINIER, WITH PORT OF TACOMA IN FOREGROUND. STACK BELCHING SMOKE MARKS THE KAISER ALUMINUM PLANT, 09/1972



View related document
[Download this image](#)

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foursquare Jill in Washington, DC | [App](#) | [Help](#) | [Settings](#) | [Log Out](#)

Me History Badges Stats Friends Search places, people and tips

National Archives and Records Administration + ADD TO MY TO-DO LIST

700 Pennsylvania Ave NW
 7th fl
 Washington, DC 20408-0001
 (301) 837-0700
 @USNatArchives
 www.archives.gov/about



Categories: History Museums, Government Buildings, Museums
 Tags: declaration of independence, history, constitution, genealogy, bill of rights, gallery, archives

Tips POPULAR RECENT

Example: Order the burger and ask for the secret sauce!

US National Archives
 At the top of the stairs on the Constitution Ave side of the building are 99-foot-tall bronze doors. At the time they were installed, the bronze doors were said to be the largest in the world.
 1 | 1 week ago

US National Archives
 There are 15 medallions around the upper portion of the building that represent the nation, House of Representatives, Senate, and the 10 executive departments at the time the building was built.
 2 | January 28, 2011

Die E.
 There is a station around here, just walk towards the water.
 1 | January 21, 2011

Come inside and explore The National Archives! We are the nation's record keeper and these valuable records are preserved and available to you. Hours: Spring & Summer (March 15 - Labor Day) 10 A.M. - 7 P.M. Fall and Winter (Day after Labor Day - March 14) 10 A.M. - 6:30 P.M.

YOUR RECORDS	TOTAL PEOPLE	TOTAL RECORDS
10	2105	2526

Mayor Last 90 Days

Photos

Staff

foursquare.com/venue/42598


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Check-in Special 4/21/2011

Special Details


Check in at the National Archives Shop, and receive a 10% discount (20% for members of the Foundation of the National Archives)! 

Unlocked: every check-in

Unlocked Text:
Check in at the National Archives Shop, and receive a 10% discount (20% for members of the Foundation of the National Archives)!

Fine print:
Valid only on the day the special is unlocked.

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www.archives.gov/social-media/
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





US National Archives in Washington D.C., DC | Notifications | Apps | Help | Settings | Log Out

Me History Stats Followers Manager Tools

Venues Campaigns Specials

all venues 21

6,832 ALL-TIME CHECK-INS FOR THIS GROUP
 info statistics

VENUE NAME	ACTIVE CAMPAIGNS	MAYOR	CHECK-INS
National Archives and Records Administration 700 Pennsylvania Ave NW, Washington, DC			4,249
National Archives at Anchorage 654 West Third Avenue, Anchorage, AK			7
National Archives at Atlanta 5780 Jonesboro Rd, Morrow, GA			54
National Archives at Boston Frederick C. Murphy Federal Center 380 Traipio Road, Westboro, MA			15
National Archives at Chicago 7358 S Pulaski Ave, Chicago, IL			11
National Archives at College Park 8601 Adelphi Rd, College Park, MD			1,323
National Archives at Denver Denver Federal Center, Building 46 S 4th			4

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www.archives.gov/social-media/
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Admin View

What's Foursquare?

Foursquare is a location-based social network that helps people discover interesting things around them.

- On Foursquare, people share information about locations. In Foursquare blogs these are called Tips.
- Foursquare connects users to tips about the locations that they are physically near. Once you follow the National Archives and the Presidential Libraries, you'll receive tips about them when you are together with Foursquare.
- Be smart! When you go out, you can also tag into our history tips by checking out our nationwide tips on our Foursquare page: <http://foursquare.com/@naarchives>

How do you follow the National Archives on Foursquare?

There are two ways to follow the National Archives and the Presidential Libraries on Foursquare:

From a smart phone or tablet:

1. Log in to your account in the Foursquare app or app.
2. Go to our profile page (the icon in the top left corner).
3. Select "Add Follower".
4. Select "Find the Name".
5. For the National Archives enter "naarchives" in the search box. For the Presidential Libraries enter "na-presidents" in the search box.

From the Web:

- For the National Archives go to <http://foursquare.com/@naarchives>
- Select "Follow".
- For the Presidential Libraries go to <http://foursquare.com/@na-presidents>
- Select "Follow".

www.archives.gov/social-media/foursquare.html

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www.archives.gov/social-media/

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