About foursquare

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What is foursquare?

- A mobile device social networking tool/game founded in March 2009
- Foursquare uses GPS in a mobile device to help people find where their friends are
- Each participant gets a history of where they have been and who they were with
- Users post comments and tips about the venues they've been at

Play the game

- Gain Badges - Unlock different badges depending on the venue you're checking into, how many check-ins, how many shoutouts you give, etc. Some are built in by foursquare, some are made by Brands and contain entry into contests, etc.
- Gain points and play against others
- Participants who have checked in the most become "mayor". This can be stolen back and forth from all players
- Use foursquare for competitive travel!

Suggestions

These suggestions apply to those social media administrators on campus who have claimed their venue from the Office of Web Services in order to offer specials for students checking into their location. To claim your venue and become a manager, send an email to webservices@uis.edu.

1. Continue to add tips to your venue to shape the way students discover campus. Be sure to keep these tips fresh, and updated with new student events.

2. Edit Categories for Campus Badges: Each venue on foursquare is listed under a specific category. Make sure your venue is categorized properly under "College & Education" so that students can unlock the campus badges.

3. Promote: Tell the entire university about your venue. Post it on Twitter and Facebook. Promote it at sporting events. Shout it from the mountaintops.

4. Simple rewards - reward the mayor. Reward those with specific badges that you create, reward just for checking-in, etc.

5. Encourage students and professors to connect through location-based gameplay

6. Promote events through FourSquare (get people to check-in at your event)