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Foursquare for Libraries: Your Users are Ready to Check In!

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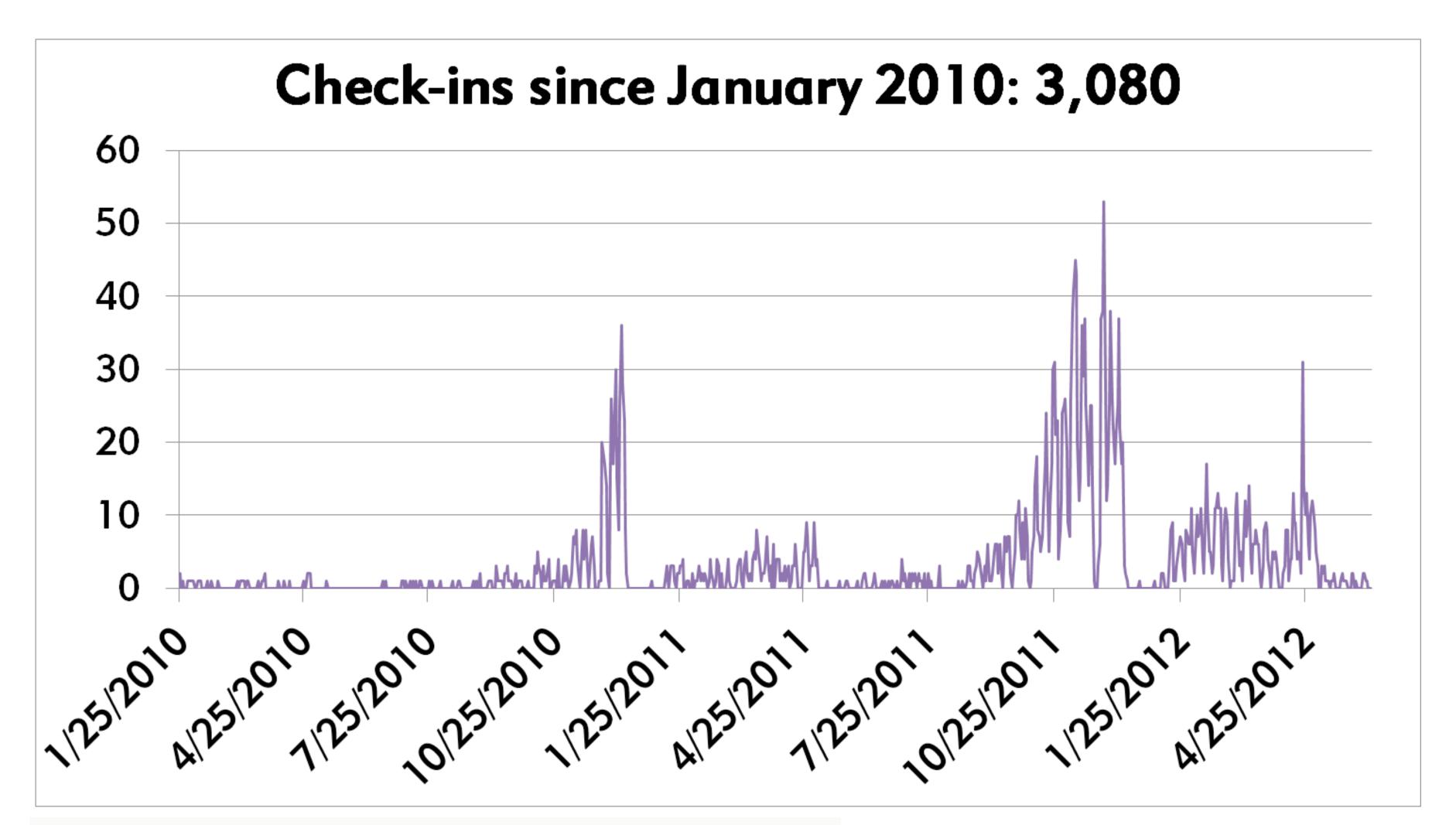
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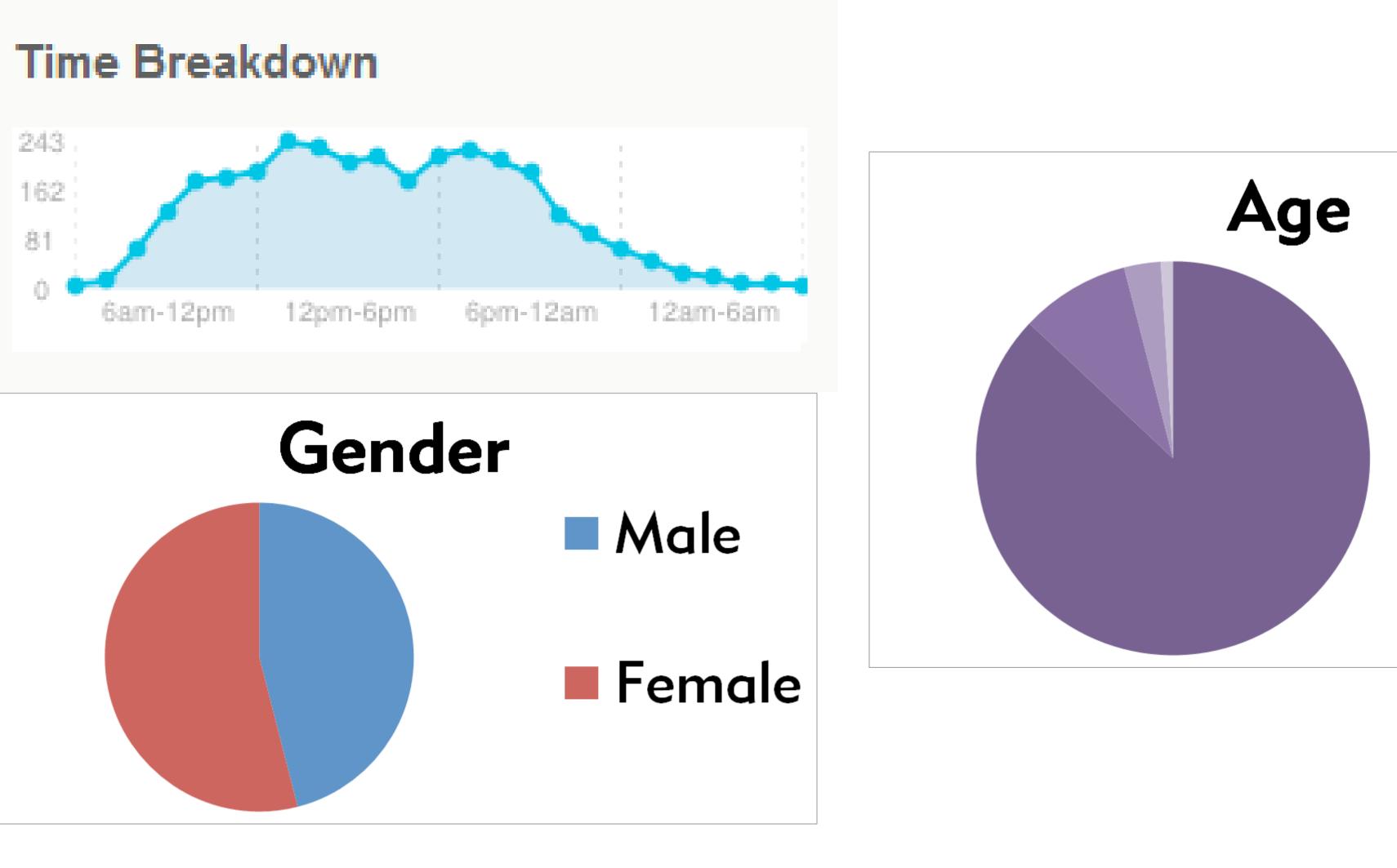


FOURSQUARE FOR LIBRARIES: YOUR USERS ARE READY TO CHECK IN!

GET STARTED!

- I. Create a FREE Foursquare account
- 2. Find your library & claim as your venue
- 3. Manager tools allow you to
 - a. Add check-in specials
 - b. Track usage statistics



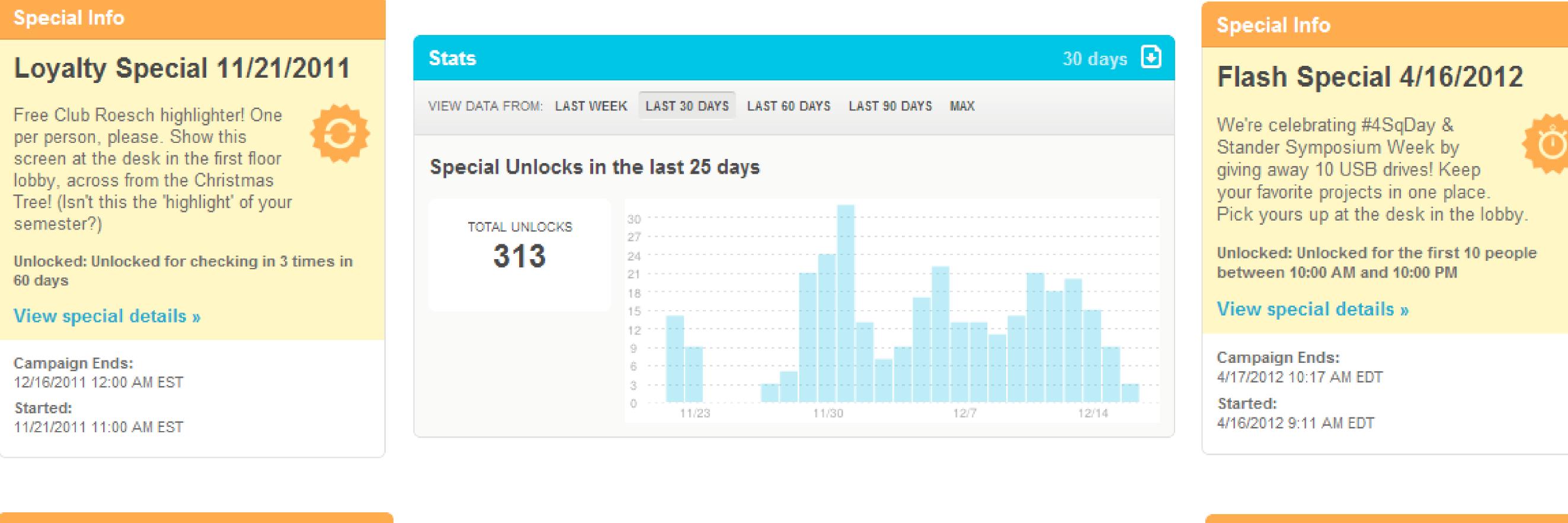


Katy Kelly, Communications and Outreach Librarian Roesch Library, University of Dayton, Dayton, OH

Foursquare is a location-based social networking website and mobile application. Visitors check in with mobile phones to share their location and unlock special offers.

REWARD YOUR VISITORS

Foursquare specials recognize first-time visitors, groups of people, repeat visitors, and "the mayor" (most frequent visitor)



pecial Info

18-25

25-35

35-45

45-55

Flash Special 3/11/2012

re you part of the #clubroesch 10 crew? Pick up a free highlighter

ed: Unlocked for the first 15 people etween 10:00 PM and 2:00 AM

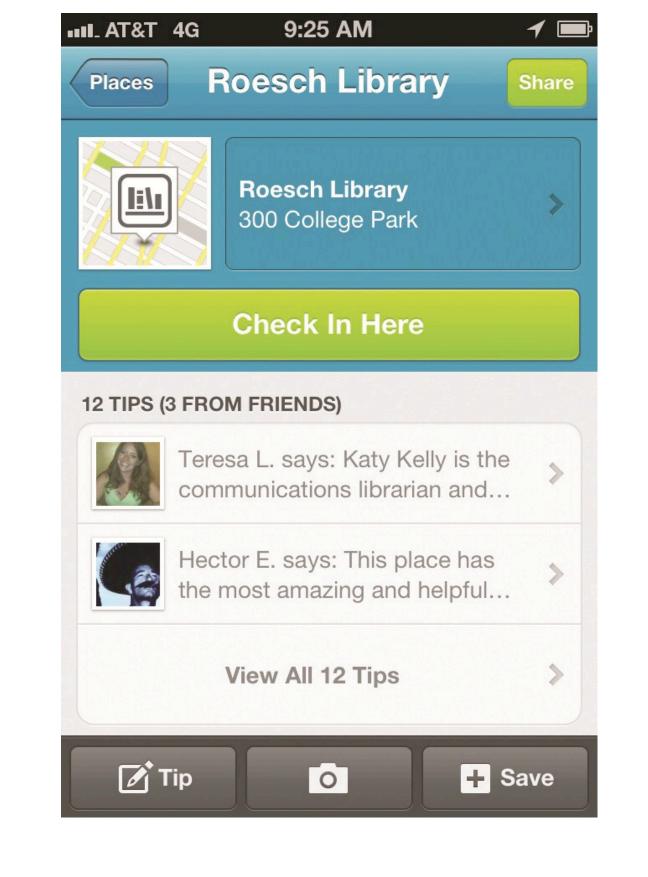
iew special details »

Campaign Ends: 4/5/2012 11:59 PM EDT Started: 3/11/2012 2:00 PM EDT

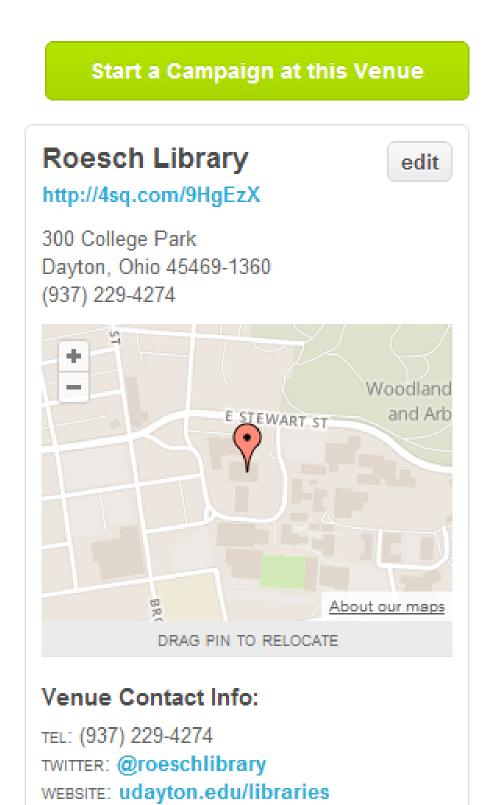








stats

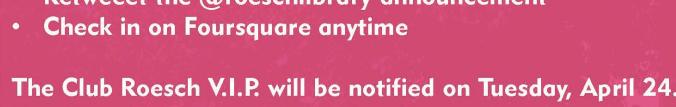


30 days

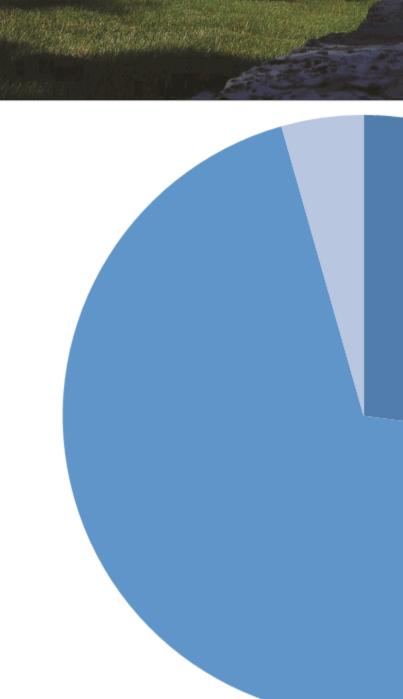
Stats	
VIEW DATA FROM: LAST WE	EK LAST 30 DAYS LAST
Special Unlocks in	the last 66 days
TOTAL UNLOCKS 851	30 27 24 21 18
	15 12 9 6 3 9 9/27 10/4 10/11











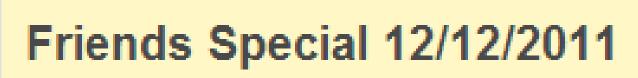
ecial Info

with a friend!

together

Campaign Ends:

Started:



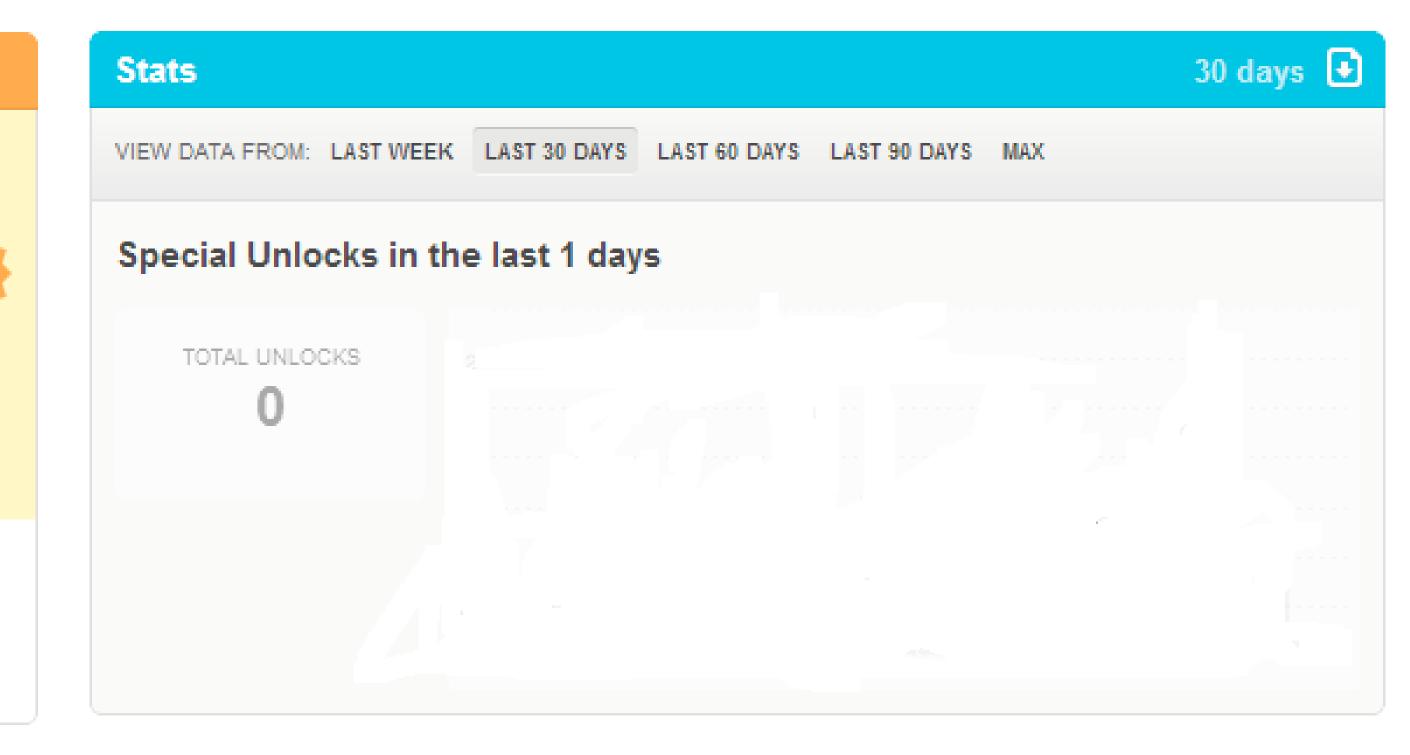
Receive 20% off of a specialty drink at the Blend when you check in

Unlocked: Unlocked for 2 friends checking in

View special details »

12/13/2011 7:00 PM ES

12/13/2011 5:00 PM EST



VIEW DATA FROM: LAST WEEK LAST 30 DAYS LAST 60 DAYS LAST 90 DAYS MAX

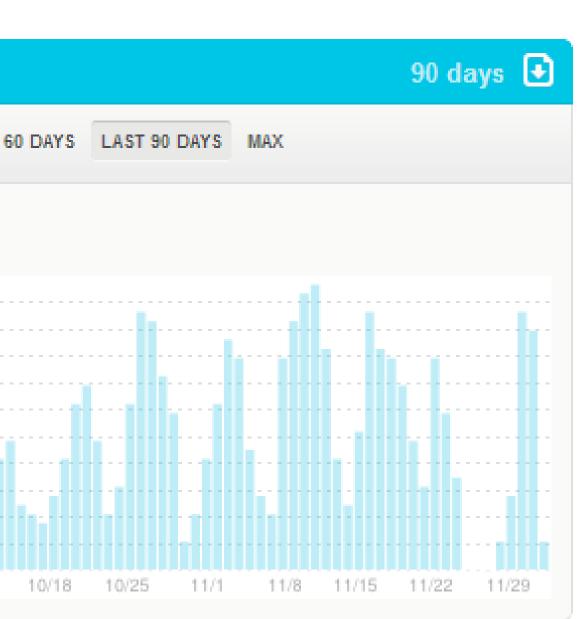
Special Unlocks in the last 2 days

TOTAL UNLOCKS

11



THE V.I.P. STUDY ROOM CONTEST, 2011 & 2012

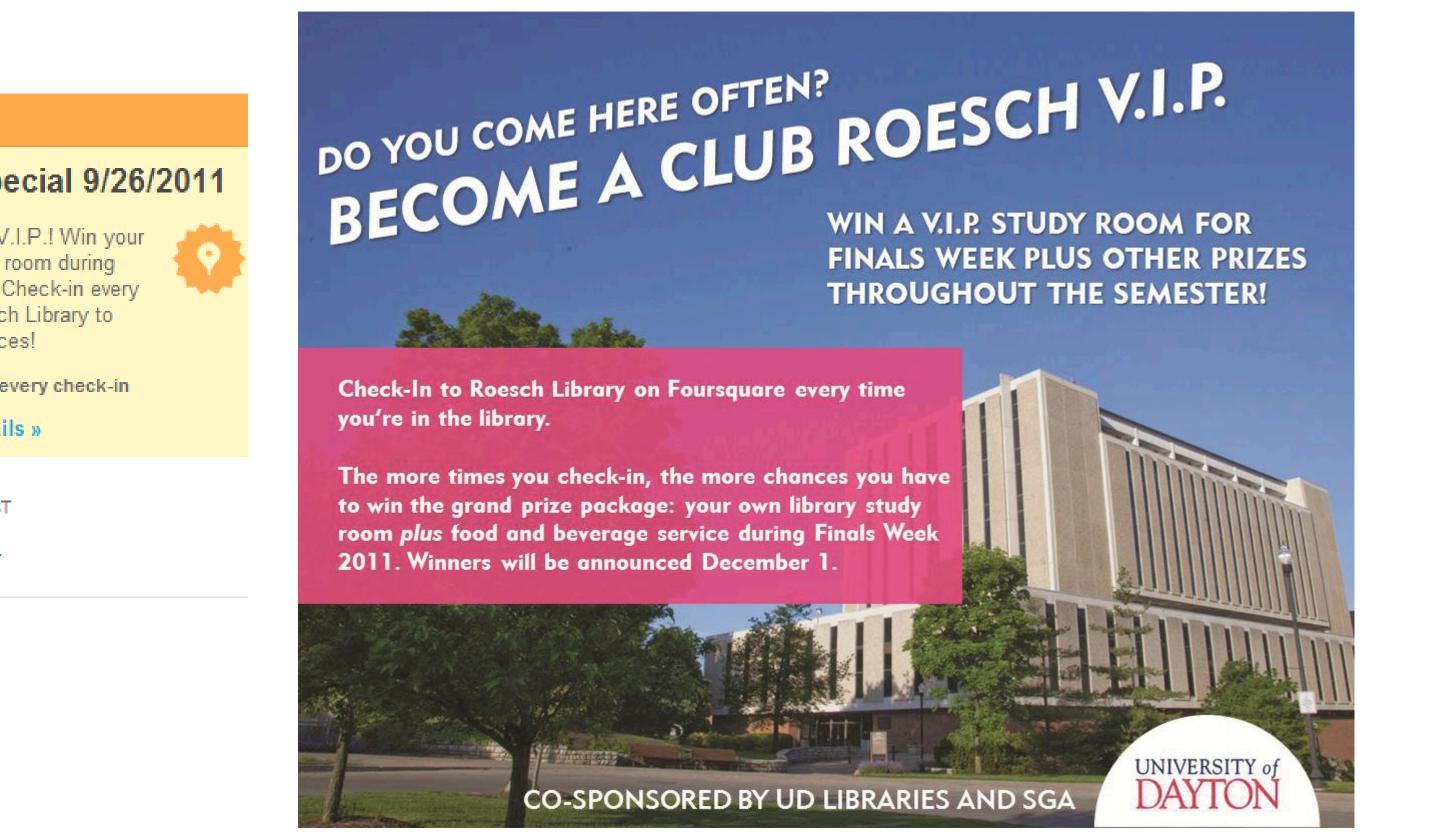


Check-in Special 9/26/2011 Be a Club Roesch V.I.P.! Win your very own VIP study room during Finals Week 2011. Check-in every

me you visit Roesch Library t rease vour chances! locked: Unlocked every check

View special details » Campaign Ends: 11/30/2011 9:30 AM EST

9/26/2011 9:00 AM EDT



More information at libguides.udayton.edu/katyala12



Check-in Special 4/23/2012 are entered to win our Club loesch V.I.P. contest! Get a V.I. study room + prize pack with gift rtificates to VWK Dining and Th iew special details » ie special was rejected by foursquare staff.

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