



# Foursquare 101

Farmers Market Federation of New York

## What is Foursquare?

Foursquare is a location-based social networking site. The site allows people to check in to any business location from their computer or on their mobile phones, share your location with others, and give recommendations, tips and comments on what to do at that location. Foursquare gives businesses a chance to identify their customers, offer deals and discounts, and monitor conversations about their products. Foursquare has over four million active users worldwide, and thousands of businesses are using it to offer special deals for their customers. Although many customers use foursquare with their smartphones, you will not need a smartphone to be successful.

## Common Terms

Here is some basic foursquare lingo that will help you get started.

**Check Ins-** When you sign into a location, it is called a “check in.” Your location will be visible to your friends on facebook, twitter, and foursquare.

**Mayorships-** The “Mayor” of a location is the person who checks in the most frequently. Many companies provide exclusive specials for their mayors.

**Specials-** Rewards distributed to an organization’s customers just for using foursquare. You can create rewards exclusively for those who check in often, mayors, or for anyone that checks in to your organization.

**Badges-** Rewards customers receive for doing something special or interesting. Ex: The superstar badge can be won by checking into 50 locations. You can make your own badges that reward people for checking into your location, and can provide specials to people who receive badges.

**Tips-** Recommendations and comments that your customers leave about your organization for other customers. If a customer checks in to your business from a smartphone, a random tip about the business will appear. Caution: Tips can be negative, and are uncontrollable. The good thing is, you can—and should—respond to them.

**To-Dos-** Customers can make to-do lists for themselves. For instance, they may make a reminder to buy a specific food for dinner while at your farmers market.

## Getting Started

Here are some steps on how to set up your account. Foursquare is very user friendly, so pay attention to what’s written on the site. View picture tutorial for assistance, as well.

**Step 1:** Go to [www.foursquare.com](http://www.foursquare.com). Log in, or create an account.

**Step 2:** Search for your organization. If a person wants to check in to your organization on foursquare, and it does not exist, they can create a page for the organization. This means you may already have a foursquare page without knowing. If it does already exist, follow the steps to claim ownership of the location.

**Step 3:** Add pictures, specials, badges, respond to tips, and enjoy!



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## How Can Foursquare Help Me?

Foursquare is a perfect, and effortless, social networking tool for organizations like farmers markets. Knowing who your customers—and most loyal customers-- are, what time of day they are attending, hearing their comments about your market, and tracking where else they go, can help you promote your organization on and off-line. When someone checks in, their friends on Foursquare, Facebook, and Twitter will be able to see where they checked in by looking at their Facebook news feed, checking the person's Facebook wall and by looking on their twitter page. This can potentially generate new customers. You can also use foursquare to entice customers by offering deals for those that come often, or for anyone that checks in. Users may see that you offer specials, and become more interested in your organization.

The screenshot shows the Foursquare website homepage. At the top left is the Foursquare logo with a cartoon character. To the right is a search bar with the text "Find places, people, tags" and a "SEARCH" button. Below the search bar is a large blue banner with the text "CHECK-IN FIND YOUR FRIENDS UNLOCK YOUR CITY". To the right of the banner is a "JOIN NOW" button. Below the banner is a "RECENT ACTIVITY" section with two entries: "Giuliana in Panamá, Panama: became the mayor of Steinbock." and "Todd K. in Atlanta, GA: unlocked the 'Explorer' badge." To the right of the activity section is a "GET IT NOW" section with links for "iPhone", "BlackBerry", and "ANDROID".