FOURSQUARE PRO TIPS

Share tips, lists, and photos on Foursquare to bring your brand to the physical world. Creating content for Foursquare is unlike other platforms as it must regard physical locations and spaces your followers can actually visit, but this unique platform helps your brand tag along with users as they discover their surroundings.

BE MORE THAN AN AGGREGATOR

Foursquare gives you the opportunity to become a trusted resource. Add tips at popular and under-the-radar establishments and put together lists of can’t-miss places to become a go-to guide that your followers will love to have in their pockets. Your Foursquare account is powered by your team’s recommendations, so a unique perspective — and an opinion! — will help establish you as a valuable resource.

KNOW YOUR AUDIENCE

Compile lists that your audience will enjoy, keeping their needs at the forefront. Putting together a list for students will be different than doing so for faculty and staff, so be sure to identify your target audiences and cater to them. You can even poll your audience to gather content for lists and tips.

KEEP TIPS ENGAGING AND KNOW YOUR STUFF

Don’t just state what a certain location provides, or offer what a simple Google search can. Share a fun fact or insider’s tip that will be relevant, interesting, and valuable before and after the user checks in. Keep in mind that tips are visible before checking in — such as when users browse nearby locations — and after. We stay one step ahead of the trend by gathering tips from our team of interns who help our recommendations stay fresh and useful.

AVOID SHARING REDUNDANT OR ROTATING INFORMATION

Foursquare often lists the hours of operation for locations, so you may not want to say “opens at 9AM” unless it’s a hard-to-find fact. Similarly, locations can change their specials at any point, so be cautious when posting time-sensitive information.

CONSIDER SENSITIVE INFORMATION

Keep in mind that your audience may range widely in age. Compiling a list of great happy hour deals around town may be just what your users want, but don’t come off as promoting underage or binge drinking: add “if you’re of age” and “everything in moderation” to tips and lists to ensure you’ve covered those bases.

OTHER RESOURCES

Foursquare Training Video
BY GROVO
Foursquare 101
BY ABOUT FOURSQUARE
Getting Started with Foursquare for Colleges and Universities
BY ABOUT FOURSQUARE
Foursquare Support
BY FOURSQUARE

NYU Interactive Media