

where u at?

LOCATION-BASED SERVICES FOR HIGHER EDUCATION



Tim Jones

NC State University

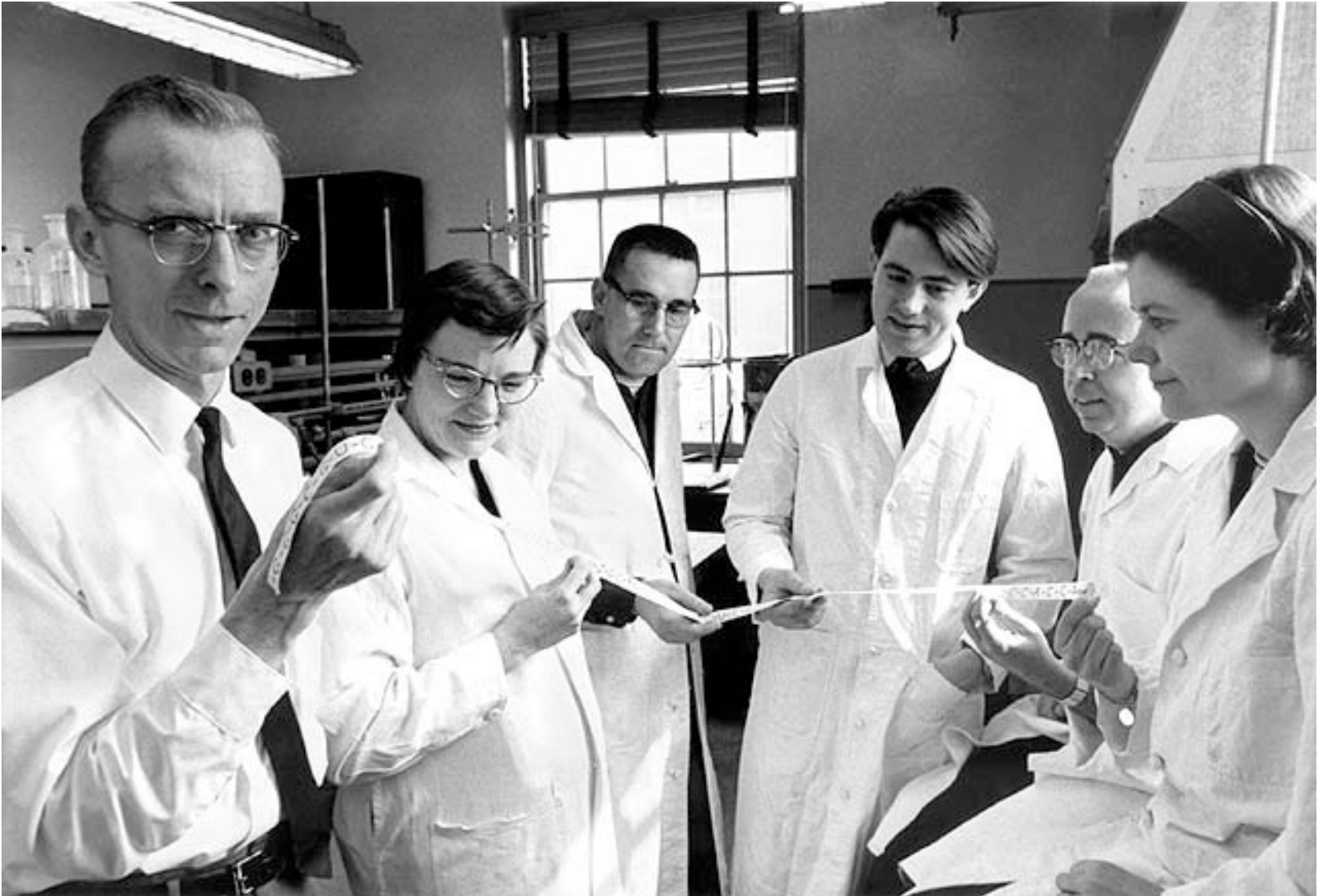
Director of Web Communications
@timjonesonline



A location-based service (LBS) is an **information** and **entertainment** service, accessible with **mobile devices** through the mobile network and utilizing the ability to make use of the **geographical position** of the mobile device.

-the Internet
wikipedia.org

<http://www.flickr.com/photos/marsdd/2986989396/>



THANKS, SCIENTISTS

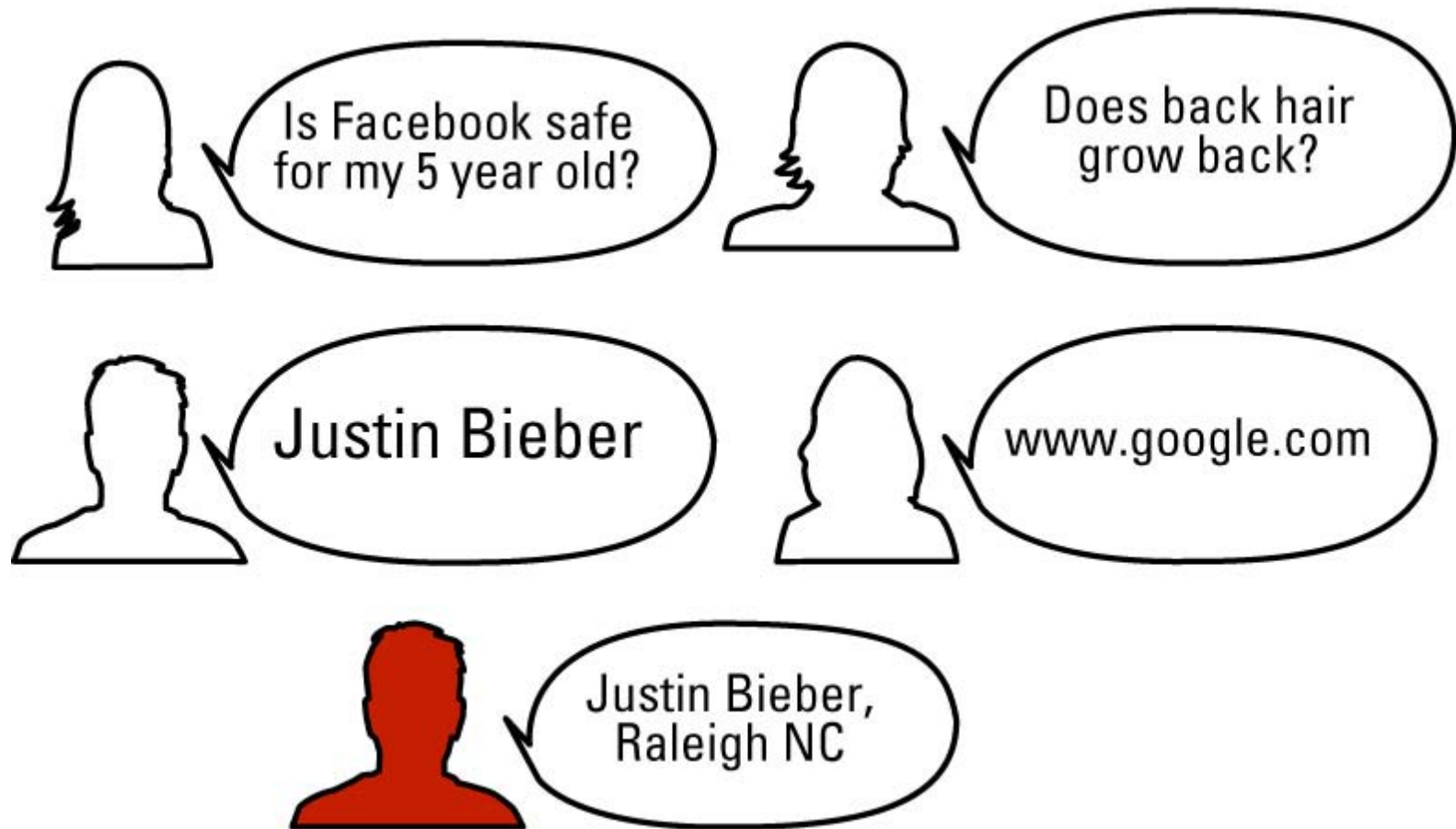
LOCATION

+

CONTENT

=

Location-Based Services



1 IN 5 = LOCAL MATTERS

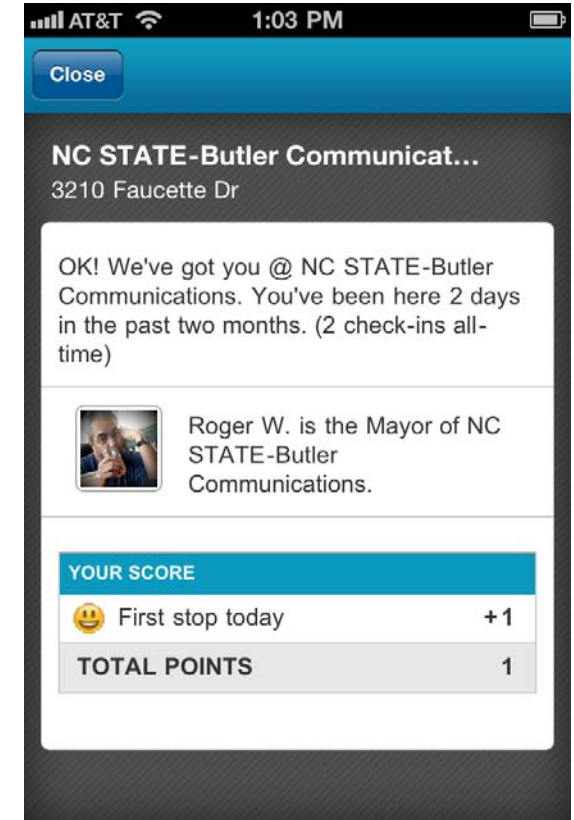
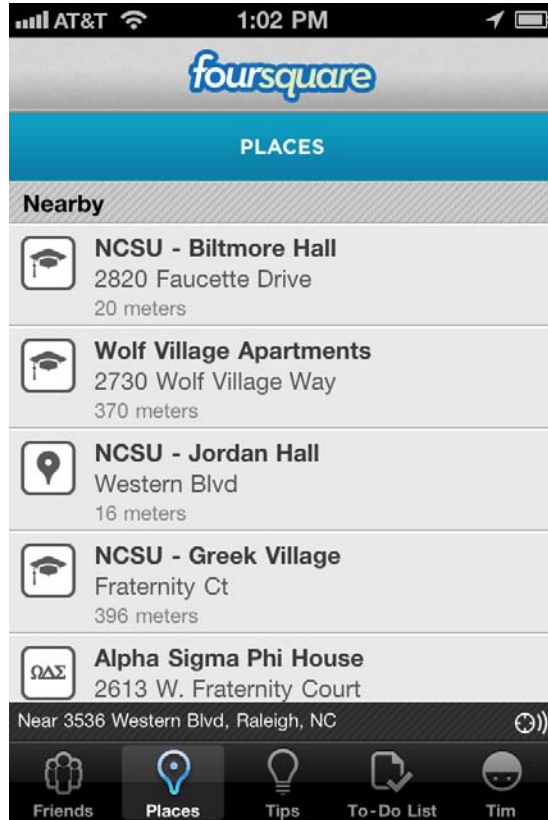


BEYOND SEARCH

PEOPLE TO PLACES
PLACES TO PEOPLE
PEOPLE TO PEOPLE IN PLACES



THE CHECK-IN



PEOPLE TO PLACES



<http://www.flickr.com/photos/yuan2003/1812037617/>

REVERSE STALKING?

McDonald's Foursquare Day Campaign Increased Checkins by 33%

Do you like this story?

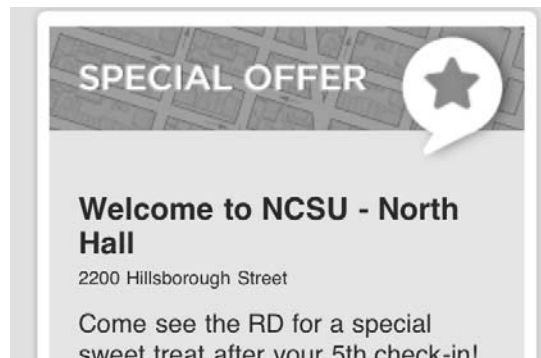
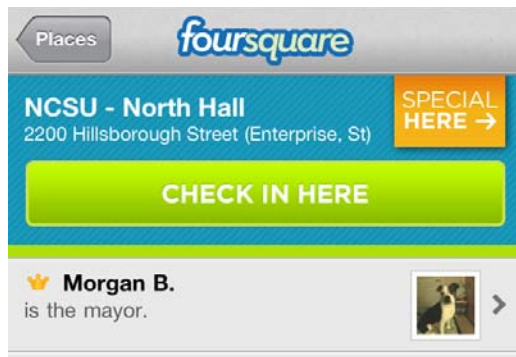
Like 1,180 people like this. Be the first of your friends.

Update: McDonald's head of social media Rick Wion *tweeted* that, "the 33% increase was in the number of checkins. We consider checkins the same as a person entering the restaurant."

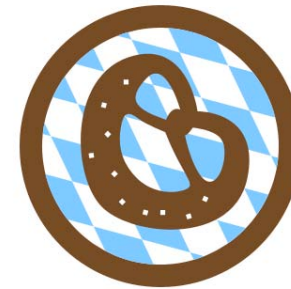
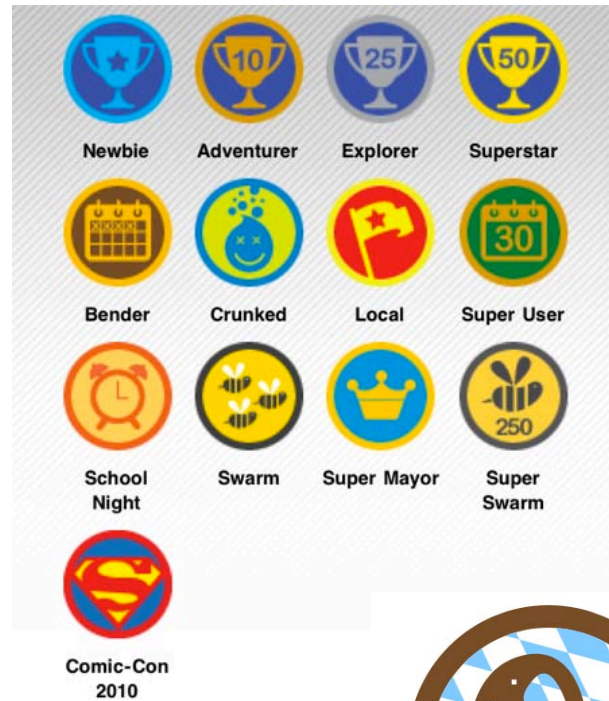
With so many brands trying their hands at location-based marketing campaigns, one has to wonder: Is Foursquare really effective as a platform for bringing in new business? McDonald's seems to think so; the company's head of social media Rick Wion recently spoke of the fast food giant's big wins from a spring pilot program using Foursquare.



<http://mashable.com/2010/09/16/mcdonalds-foursquare-campaign/>



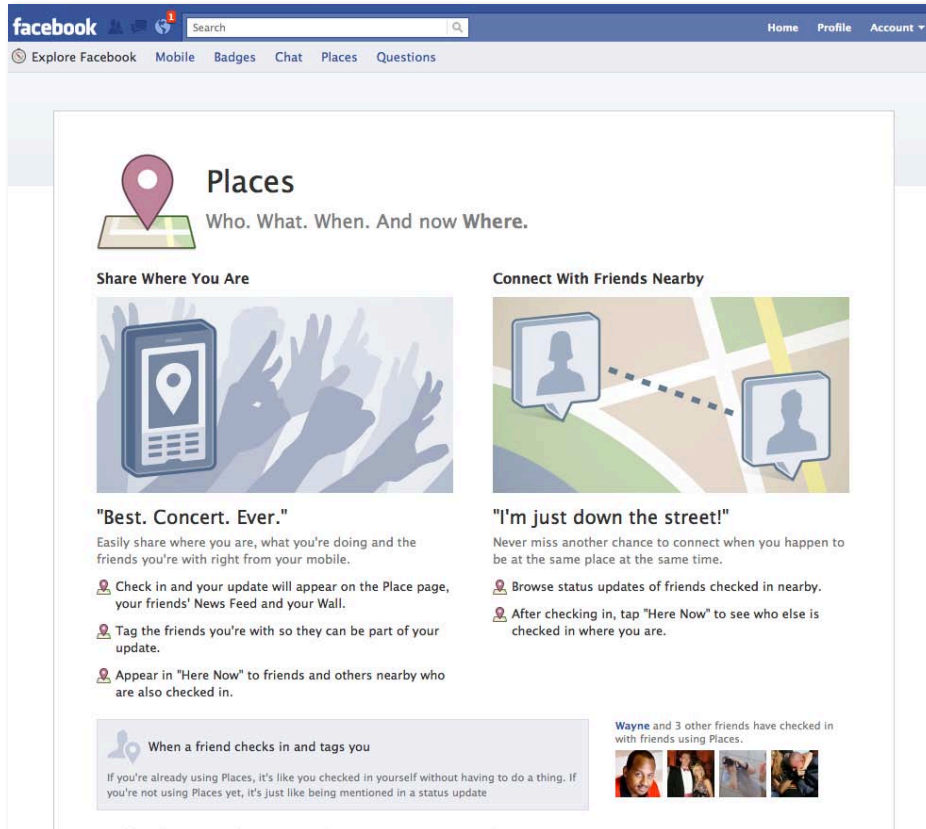
CHECK IN = GET STUFF



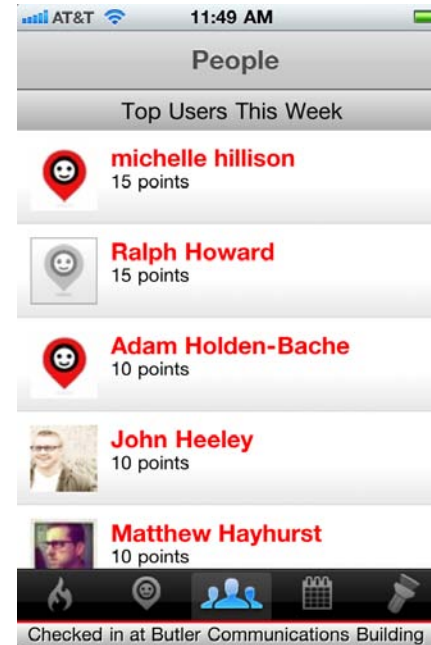
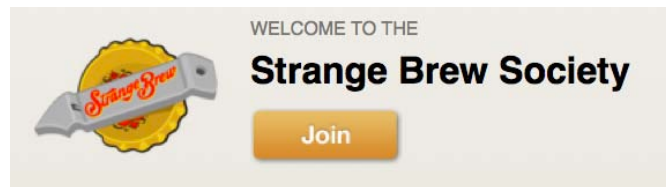
DIGITAL CANDY



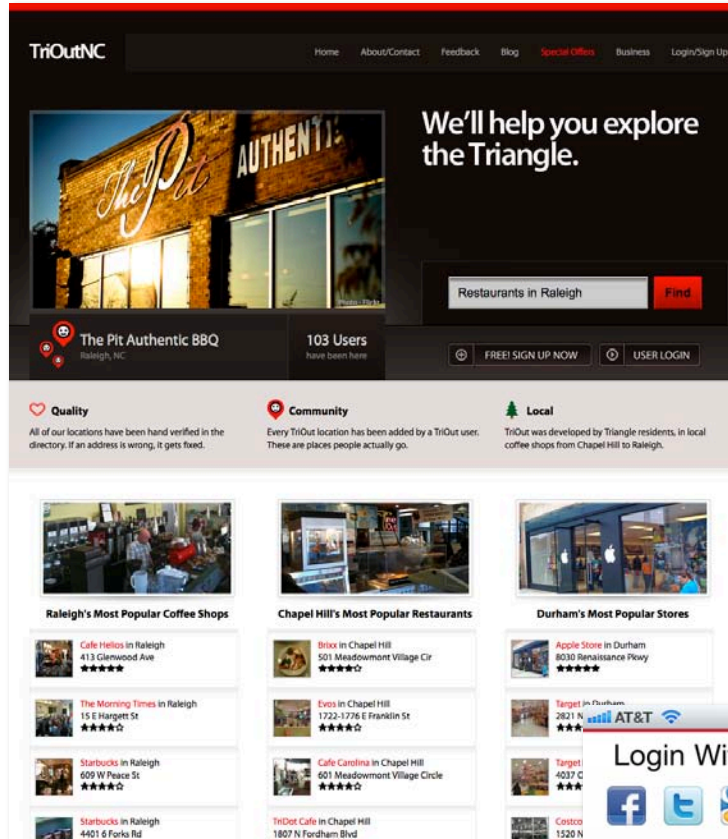
IT WORKS



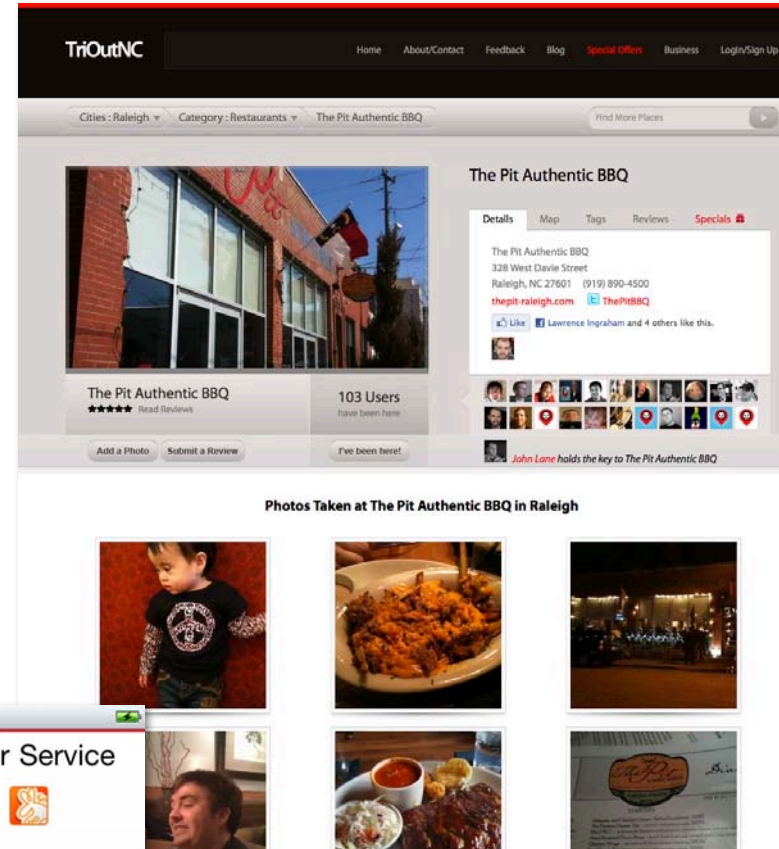
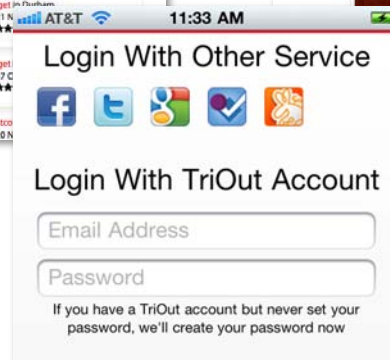
www.facebook.com/places/



PEOPLE TO PEOPLE



www.trioutnc.com



LOCALLY-BASED SERVICES



UNIVERSITIES ON THE MAP



TIPS

POPULAR RECENT



Harvard Coop

Since 1882, this Harvard landmark has been a staple of Harvard Square. Browse for a new book or shop their wide array of official Harvard gear.

✓ 293 | December 8, 2009 | Cambridge, MA [More Info](#)



Harvard Book Store

This independent, locally owned shop has served the community since 1932. Known for superb selection, customer service, and author readings.

✓ 223 | December 8, 2009 | Cambridge, MA [More Info](#)



John Harvard Statue

Get your picture taken with the statue of John Harvard, Harvard's first benefactor, and rub his left foot for good luck.

✓ 200 | December 8, 2009 | Cambridge, MA [More Info](#)



Harvard Johnston Gate

Pass through Johnston Gate, an 1889 Georgian Revival by McKim, Mead, &

Harvard is more than classrooms and buildings. It's an interconnected community of people, ideas, and experiences, and we are actively pursuing ways to enhance those connections. Foursquare allows our community to engage with friends, professors, and colleagues in new ways. We also hope visitors and neighbors will benefit from the platform as it grows through use.

facebook.com/harvard

twitter.com/harvard

Friends



www.foursquare.com/harvard

ESTABLISHED PRESENCE

foursquare Find places, people, tags **SEARCH**

ME HISTORY STATS FRIENDS Currently in Raleigh, NC ?

Harvard Coop + ADD TO MY TO-DO LIST

1400 Massachusetts Ave
at Brattle St
Cambridge, MA 02138
(617) 499-2000

Twitter

Like

Categories: Bookstore, Gift Shop, Apparel
Tags: boston, cambridge, harvard yard, harvard square, clothes, coffee, books, gifts, litrig, bookstore, harvard, douchebag, luckymag

Map

Do you manage this venue? Claim here

YOUR CHECK-INS	TOTAL PEOPLE	TOTAL CHECK-INS
0	1452	2744

MAYOR (LAST 60 DAYS)

Joe A.
20 checkins

STAFF

TIPS POPULAR RECENT

Example: Order the burger and ask for the secret sauce! [Add link] **SHARE**

Harvard U.
Since 1882, this Harvard landmark has been a staple of Harvard Square. Browse for a new book or shop their wide array of official Harvard gear.
✓ 293 | December 8, 2009 [More Info](#)

nancie s.
4 floors of books - just amazing! This is a store that can't be missed if you're a book junkie!
✓ 7 | January 28, 2010

Jill H.
While it feels like a big box bookstore, this is an old institution that is worth visiting. Remember who this bookstore serves and then you'll realize how unique it's offerings can be.
✓ 5 | June 23, 2010

foursquare Find places, people, tags **SEARCH**

ME HISTORY STATS FRIENDS Currently in Raleigh, NC ?

University of Oregon

Explore campus with foursquare

TIPS POPULAR RECENT

Johnson Hall
The statues of the Pioneer to the north and the Pioneer Mother to the south can "see" one another through the glass doors of Johnson Hall.
✓ 24 | September 1, 2010 | Eugene, OR [More Info](#)

Follow Oregon

The University of Oregon is all about learning and leading, action and adventure, opportunities and outcomes. A commitment to excellence attracts top-notch students to over 260

Do you manage this venue? Claim here

YOUR CHECK-INS	TOTAL PEOPLE	TOTAL CHECK-INS
0	631	1241

MAYOR (LAST 60 DAYS)

Dan W.
11 checkins

STAFF

The Quad + ADD TO MY TO-DO LIST

Palm Drive
Stanford, CA 94305

Like

Categories: Quad / Commons
Tags: quad, stanford university, commons, main quad

Map

Do you manage this venue? Claim here

YOUR CHECK-INS	TOTAL PEOPLE	TOTAL CHECK-INS
0	631	1241

MAYOR (LAST 60 DAYS)

Dan W.
11 checkins

STAFF

TIPS POPULAR RECENT


Example: Order the burger and ask for the secret sauce! [Add link] **SHARE**

Stanford University
The center of campus, but more importantly, the site of Full Moon on the Quad. Don't know what that is? Ask a student.
✓ 79 | May 5, 2010




TIPS, TO DOS, BADGES

http://gowalla.com/trips/471


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[Blog](#)
[Settings](#)
[Sign Out](#)

Trip Detail




UF Hub

The HUB Student Services Center was designed by the Russell T. Pancoast and Associates of Miami and dedicated on November 3, 1950. The project architect was Andrew Ferendino (later a principal of the important firm of Spillis and Candela). Jefferson M. Hamilton was consulting architect for the Unive




Reitz Student Union

The Reitz Union is the center of UF campus life. The building opened in 1936. The union is a place for students to meet and get a bite to eat between class in the food court. It holds ballrooms for large meetings and presentations. You'll find a bank, student government offices, a two-story gift shop/bookstore, bowling alley and the student Career Resource Center. You'll need a key if you're planning on going up to the top floors, as they hold the union hotel.




Ben Hill Griffin Stadium

On football Saturdays, Ben Hill Griffin Stadium at Florida Field is the place to be. Also known as "The Swamp," the stadium is home to the SEC powerhouse the University of Florida Gator Football Team. The original football stadium, now the lower half of the stadium, was constructed in 1930. In August of 2003, the stadium experienced its fifth renovation, increasing the capacity to 88,548.




Stephen O'Connell Center

The O'Connell Center, which covers 3.6 acres, is actually a building within a



**University of Florida
Campus Tour**
Gainesville, FL

[Take this Trip](#)




This trip was created by University of Florida

The official campus tour of the University of Florida, with additional spots added for extra exploration.

[Trip Tools](#) [Share This Trip](#)

7 people have completed this trip



THE CAMPUS TOUR

Gowalla Home Spots Trips Passport Blog Settings Sign Out

Ben Hill Griffin Stadium
Gainesville, FL

75 People 554 Check-ins

Bruce Floyd checked in at **Ben Hill Griffin Stadium.**
about 1 hour ago

John S checked in at **Ben Hill Griffin Stadium.**
about 3 hours ago

Joe Gaylor checked in at **Ben Hill Griffin Stadium.**
about 9 hours ago

...and received a **Pennant.**
about 9 hours ago

On football Saturdays, Ben Hill Griffin Stadium at Florida Field is the place to be. Also known as "The Swamp," the stadium is home to the SEC powerhouse the University of Florida Gator Football Team. The original football stadium, now the lower half of the stadium, was constructed in 1930. In August of 2003, the stadium experienced its fifth renovation, increasing the capacity to 88,548.

Created by Joe Williams on June 12, 2009

Spot Tools Share This

TOUR = CONTENT

Home Sign up Log in Apps Help

Find places, people, tags SEARCH

Join foursquare to meet up with friends and discover new places! You're near Raleigh ?

FOURSQUARE FOR UNIVERSITIES

Encourage students to explore their campus!

Foursquare for universities helps students, alumni, and staff connect with each other, find new and interesting things to do, and earn rewards for exploring their campus and nearby areas. We combine a communication platform and a campus guidebook to create a fun experience for our users; students earn points, win 'Mayorships' and unlock badges for checking in to places and trying out new activities on campus.

Universities such as Syracuse, Harvard, Stanford, and Texas A&M have already launched a foursquare presence, and engaged tens of thousands of their students.

Here are a few of the ways a university can benefit from using foursquare on campus:

- Encourage students to explore their campus and participate in campus events and student-run activities.
- Communicate campus traditions and historical facts about the university as students experience campus life.
- Direct students to campus facilities, such as computer stores, dining halls, and book stores by providing targeted specials and promotions.
- Facilitate social connections by providing a tool to help students easily find friends and foster deeper school pride.

As students use foursquare to explore their campus, they can share their discoveries - via check-ins and 'Tips', on Twitter and Facebook.

There are three main ways universities can integrate foursquare into their campus life:

- Build an online following. Create a university page on foursquare that allows your students to "follow" your university. Broadcast recommendations and activities for your followers to try out.

Case Studies

To get a better idea of how your university can work with foursquare, take a look at some of the ways other campuses have leveraged our platform:

Harvard	→
Stanford	→
Syracuse	→

<http://foursquare.com/universities>

Gowalla Back to Home →

Introducing Gowalla U Sep 13

School is back in session for everybody by now, and that includes Team Gowalla. We're rolling out some fun initiatives for colleges and universities that we're excited to share. To start with, we're going to be making the rounds at a number of schools to do some recruiting. We're a growing company and we're looking for some cool cats who are ready to work on something remarkable that's changing the way people share and discover. Our very first of these events happens this week, Wednesday, September 15 at the University of California at Berkeley. Look for [Sherry](#), [Matt](#) and [Sandi](#) on-campus (hint: look for the totally rad Gowalla/UC mashup shirts they'll be wearing and giving away!), and make plans to [hang out with us that evening at Jupiter](#) for some fresh pizza and completely sick micro-brews. Our list of schools isn't finalized yet, but here are the first few:

- UC Berkeley, September 15
- University of Texas (Engineering School), September 21-22
- MIT, September 23rd
- Harvard, September 24th
- Stanford, October 5th

Your school not on the list? Have an school event you'd like to see us show up for? Shoot us an email: campus@gowalla.com, subject line: Gowalla U We're also starting to ramp up our on-campus rep program! Are you currently enrolled in Uni and love rocking Gowalla? Send us an email and tell us:

- Which school you're at
- What your major is
- Any other involvement (Greek house, athletics, hotdog-eating contests, etc.)

you're excited about

<http://blog.gowalla.com/post/1117224229/introducing-gowalla-u>

APPLY NOW



University of Kentucky President Lee T. Todd Jr. checks into Facebook Places.

http://adage.com/adages/post?article_id=145732

The University of Kentucky has planted giant, wooden pointer thingies -- like the tab that marks the map in the Facebook Places logo -- on its campus to encourage students to check in at school.

"We're encouraging students to check in, so when they do, it'll show up in their news feed and maybe their friends still in high school will see it over and over again," said Kelley Bozeman, Big Blue's marketing director, adding that the university's marketing efforts are focused on social media.

So far, both Facet and Lexin up with

facebook

Search

Profile

Friend Activity

1 check-in

1 check-in by you

4 Friends Were Here

Butler Communications Building @ NC State

Local Business

Like

Information

Description

University Communications main office building

Map

View Map · Get Directions

Friend Activity

See All

Alan Porch Working

— with Tim Jones and 7 other people.

August 24 at 11:50am via Facebook for iPhone

· Comment · Like · Remove Tag


PLACES = CONTENT

NORTH CAROLINA STATE UNIVERSITY FIND PEOPLE LIBRARIES NEWS CALENDAR MYPACK PORTAL GIVING CAMPUS MAP

NC STATE UNIVERSITY

Quicklinks:

Home > About NC State > Chancellor > Visits



Chancellor's Visits

Dr. Randy Woodson, North Carolina State University's 14th chancellor, began a series of visits across the state to learn more about the university's role and reach and reaffirm the university's commitment to meeting the state's needs.

Overview

2010 State Tour
As the leader of the only university with a presence in all 100 North Carolina counties, NC State chancellor Dr. Randy Woodson - along with his wife, Susan - hit the road this summer to gain a firsthand look at how NC State makes a difference from the mountains to the sea.

[Read more](#)

Tour Visits

Charlotte Area
On April 26-27, Chancellor Woodson visited with alumni and university supporters at a Charlotte museum before touring the North Carolina Research Campus, where he met with scientists and administrators from the cutting-edge facility.

[Read more](#)

Explore More

The North Carolina Research Campus
The NCRC was created to stimulate discovery and to foster exchange between diverse disciplines of science.

[Dig deeper >](#)

Spirit AeroSystems
Spirit AeroSystems announced in May 2008 that it would expand its operations in the United States and build a new facility in Lenoir County, North Carolina, near the city of Kinston.

[Fly high >](#)

The Edible Schoolyard
The Edible Schoolyard is an educational program comprised of hands-on organic teaching gardens and kitchen classrooms where children are involved in every aspect of farming, preparing, and coming to the table to enjoy the food grown.



go.ncsu.edu/chancellor-visits

NORTH CAROLINA STATE UNIVERSITY FIND PEOPLE LIBRARIES NEWS CALENDAR MYPACK PORTAL GIVING CAMPUS MAP

NC STATE UNIVERSITY

Quicklinks:

Home > About NC State > Chancellor > Visits > Western North Carolina

Western North Carolina - Chancellor's Visit

On August 19, Chancellor Randy Woodson traveled through western North Carolina.

He visited the Cooperative Institute for Climate and Satellites and the Mountain Horticultural Crops Research and Extension Center, where he participated in a [Fresh Market Tomato and Vegetable Field Day](#).

Chancellor Woodson and his wife, Susan, concluded the evening with an alumni event at the Inn on Biltmore Estate.

Cooperative Institute for Climate and Satellites (CICS-NC)

The Cooperative Institute for Climate and Satellites (CICS) was established in July 2009, and formed through a national consortium of academic, non-profit and community organizations with leadership from University of Maryland, College Park (UMCP) and the University of North Carolina (UNC) System through North Carolina State University (NC State).

CICS conducts its research under three themes: Climate and Satellite Research and Applications, Climate and Satellite Observations and Monitoring and Climate Research and Modeling, in hopes of understanding climate variability and bring change to enhance society's ability to plan and respond.

Mountain Horticultural Crops Research and Extension Center


The Mountain Horticultural Crops Research and Extension Center is broadly recognized throughout the world as a premier education and research facility.

[Read more's story >](#)

The Biltmore Estate

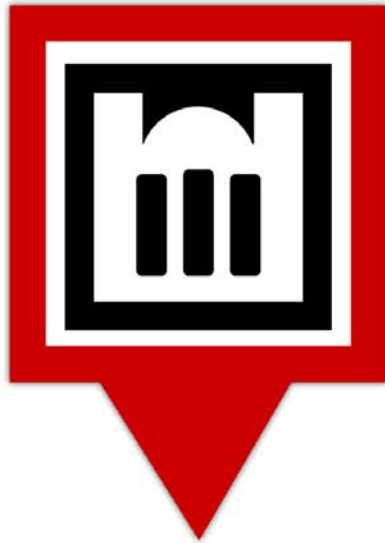
Building Biltmore was, at the time, one of the largest undertakings in the history of American residential architecture and the results were astounding.

[America's castle >](#)



CHANCELLOR VISITS

NC STATE UNIVERSITY



NC STATE
ON CAMPUS

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Do you know where you are?
NC State On Campus helps you meet people, learn history, find new places

Syme Residence Hall
East Campus
42 Users have been here.
[Have you?](#)

Popular Residence Halls

- Wood Residence Hall**
Central Campus
73 users have been here.
[Find out more](#)
- Bragaw Residence Hall**
Central Campus
88 users have been here.
[Find out more](#)
- Tucker Residence Hall**
Central Campus
88 users have been here.
[Find out more](#)
- North Residence Hall**
North Campus
52 users have been here.
[Find out more](#)

Most Recent Locations Added

- Engineering Building 111**
Central Campus
25 users have been here.
[Find out more](#)
- Hunt Centennial Campus Library**
Central Campus
38 users have been here.
[Find out more](#)
- Terry Compton Animal Center**
West Campus
3 users have been here.
[Find out more](#)
- 110 Brick-Mason**
West Campus
2 users have been here.
[Find out more](#)

Top

- Small Shub**
973 points
Rank last week: 3
Overall rank: 3
- Wayne Suttan**
100 points
Rank last week: 6
Overall rank: 6
- Paul McCordy**
88 points
Rank last week: 4
Overall rank: 24
- Carter-Finley Stadium**
Sport Complexes
4008 users have been here.
[Find out more](#)
- The Creamery**
North Campus
1,27 users have been here.
[Find out more](#)
- Brooks Hall**
North Campus
111 users have been here.
[Find out more](#)

On Campus on Twitter
Connect your On Campus account with Twitter.
[View account](#)

On Campus on Facebook
Connect your On Campus account with Facebook.
[View account](#)

On Campus personalized widgets
Get the code to embed your own On Campus widget.
[View code](#)

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Bragaw Residence Hall
Central Campus
101 Users have been here.
[Add a photo](#) | [Leave a comment](#)
[Have you been here?](#)

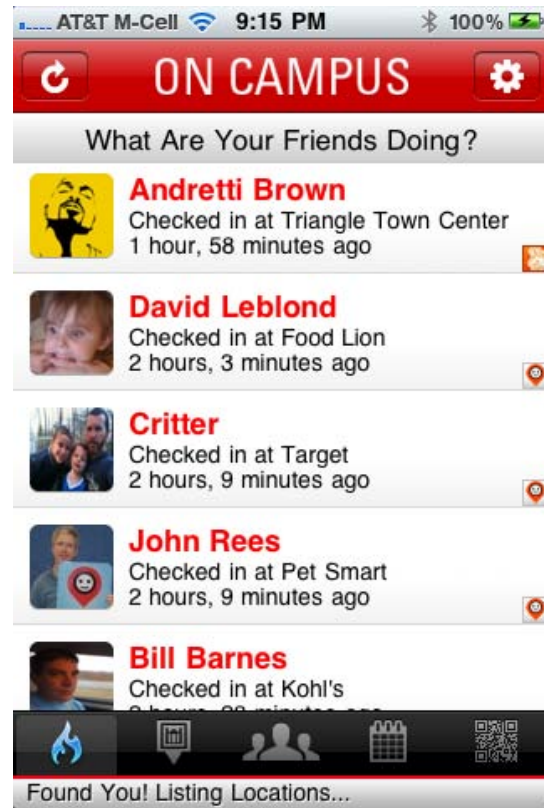
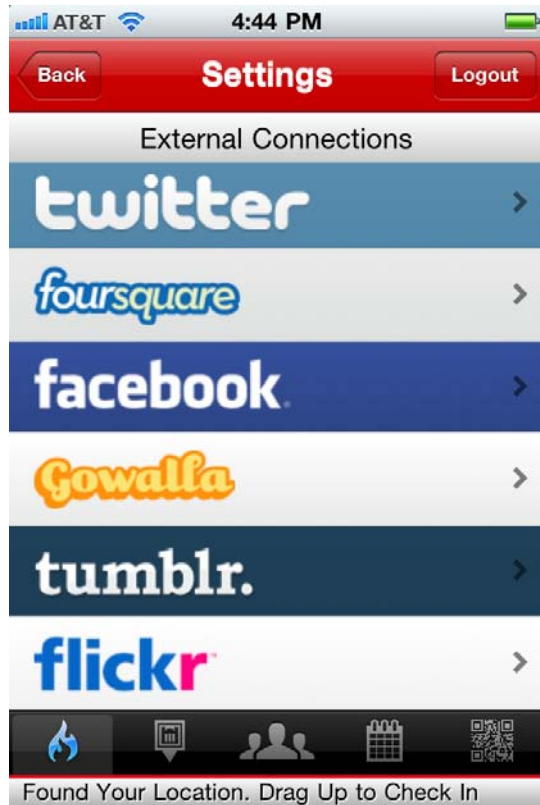
Photos taken at Bragaw Residence Hall

AT&T 4:18 PM

Friends **Leaderboard**

- Jason Austin**
- Lawrence Ingraham**
- Chris Johnston**
- Dave Pond**
- Alan Porch**
- Alan Porch**
- Keith frazier**


Found You! Listing Locations...



CONNECTING PEOPLE

NCSU Talley Student Center (350-352 Cates Ave)

Find More Places



Add a New Marker

Name of this marker (so you remember)

Click on map to mark location

Web URL to display (mobile optimized)

... or text to show (html is ok)

Create Marker

Butler Communications Building (Sullivan Dr)

Find More Places



Add a New Marker

Name of this marker (so you remember)

Click on map to mark location

Web URL to display (mobile optimized)

... or text to show (html is ok)

Create Marker



ADVANCED CHECK-INS



THE INTERACTIVE CAMPUS




Manage Location Specials
Use this form to provide special offers to your users. Put in as much as you like, just be specific.

Here's some ideas for specials:

Details of your special (who gets it and what do they get?):

Enable Special: ☐

[Update Specials](#) [Close This Window](#)



Congratulations! You've earned an award!



NUKED

Break out the tin foil, you're in a nuclear facility.

Congratulations! You've earned an award!

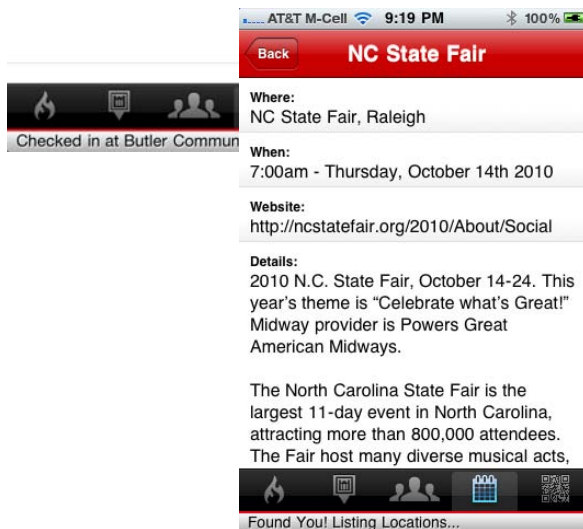


WHEREWOLVES

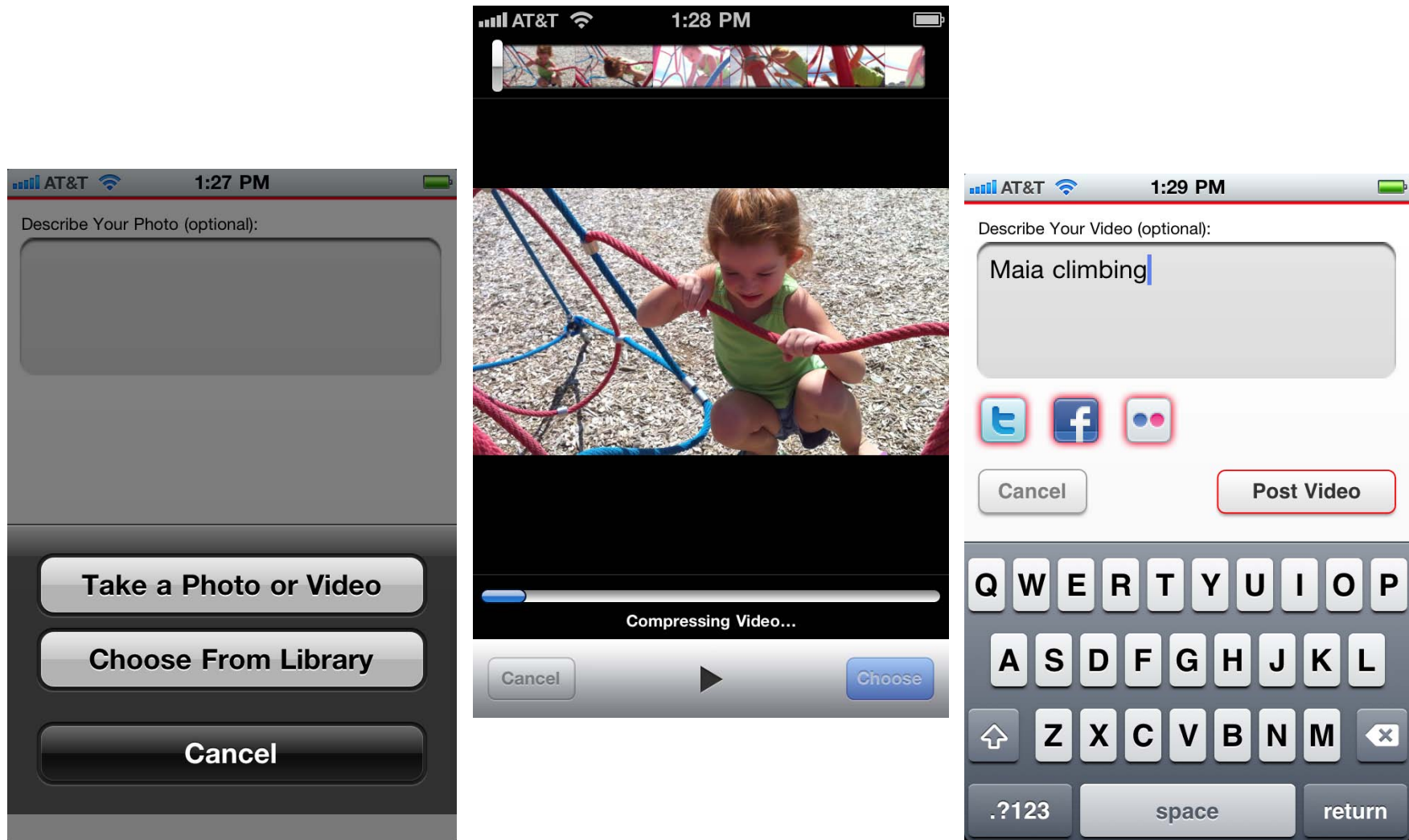
The strength of the Pack is wolf and the strength of the wolf is the Pack.



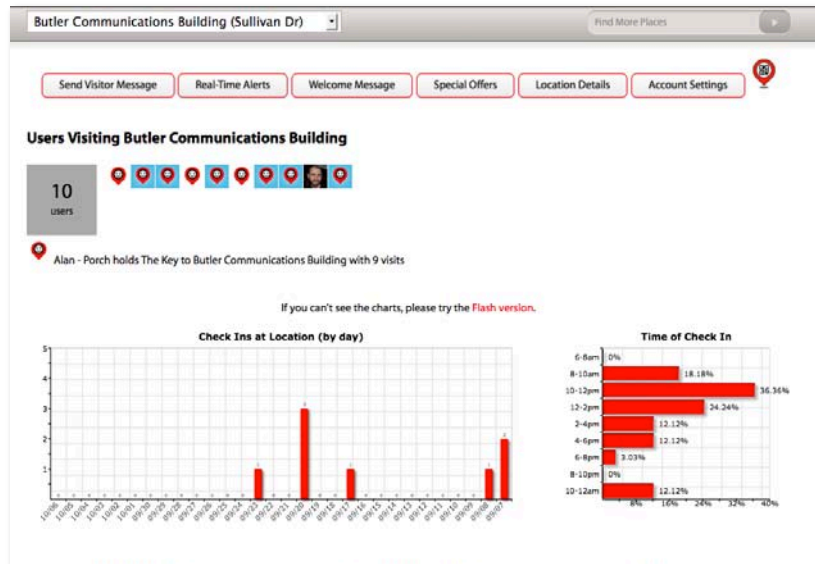
INCENTIVIZED PARTICIPATION



EVENTS



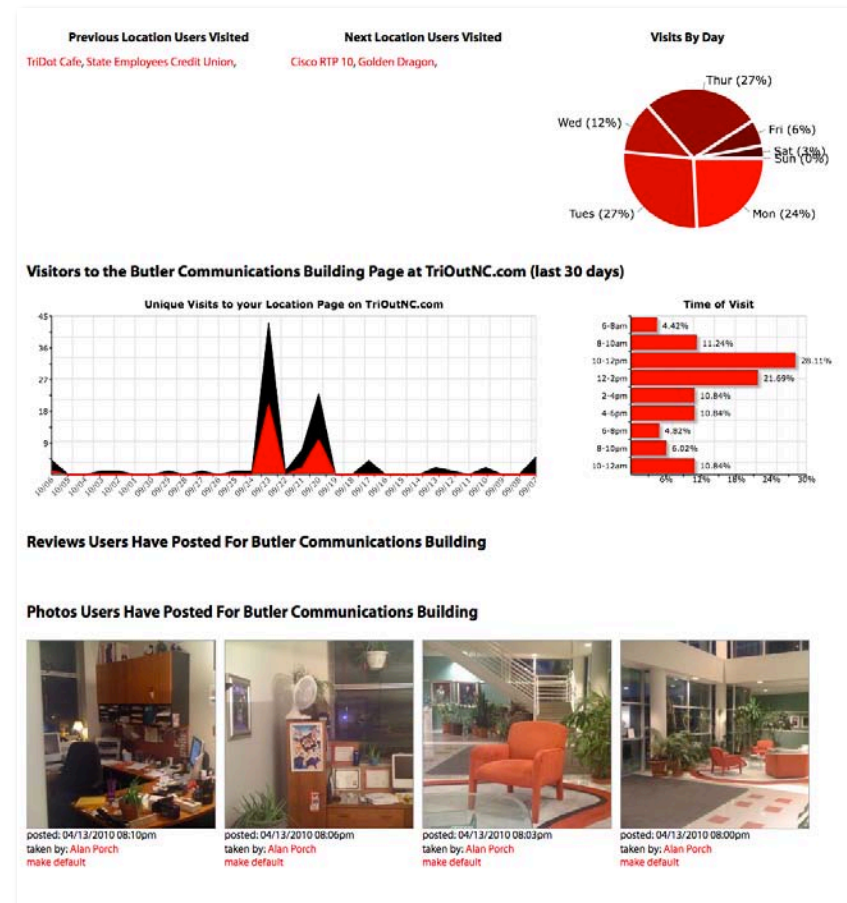
CONTENT GENERATION



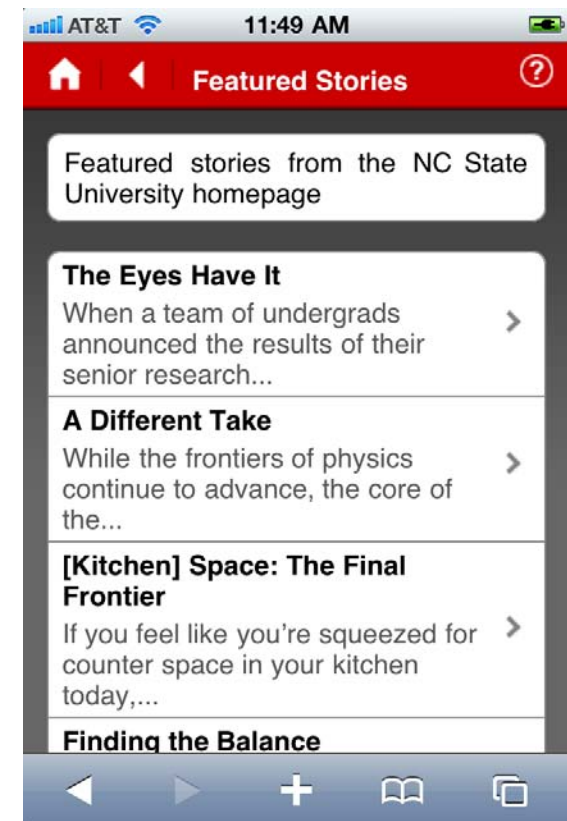
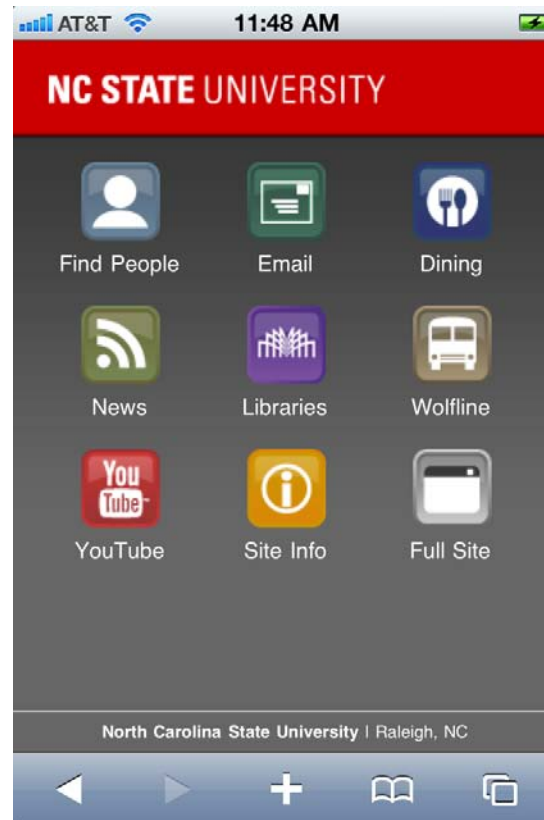
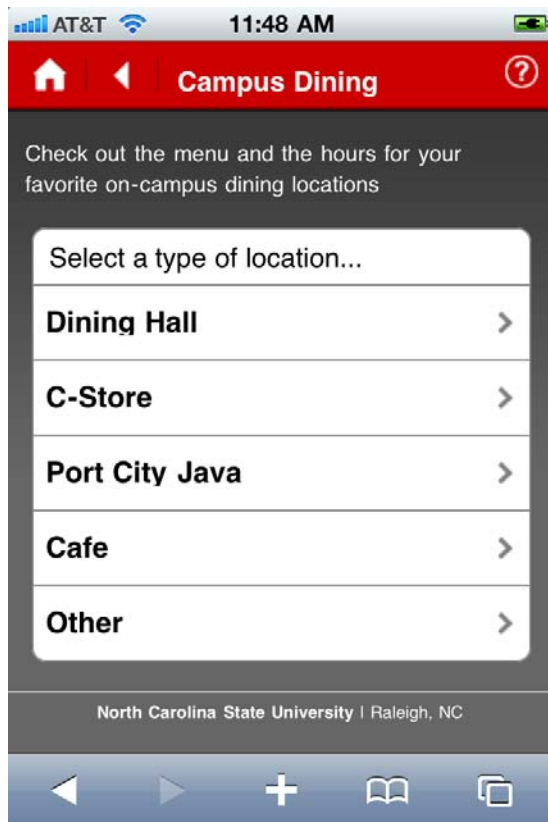
Manage Location Details

Make sure information is correct. Click the map to update your location.

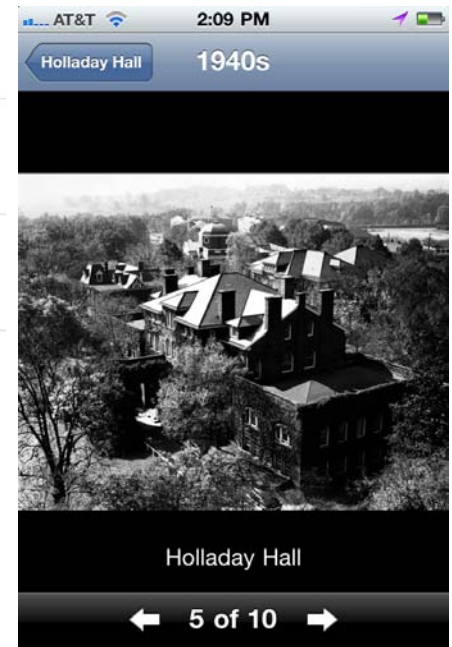
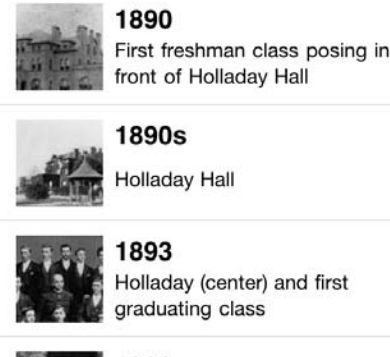
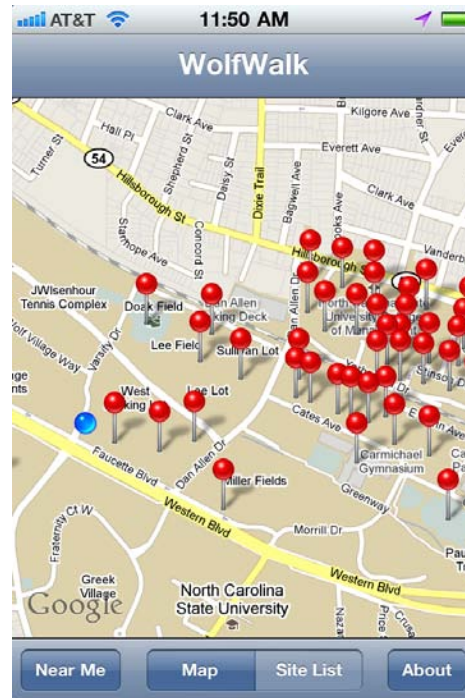
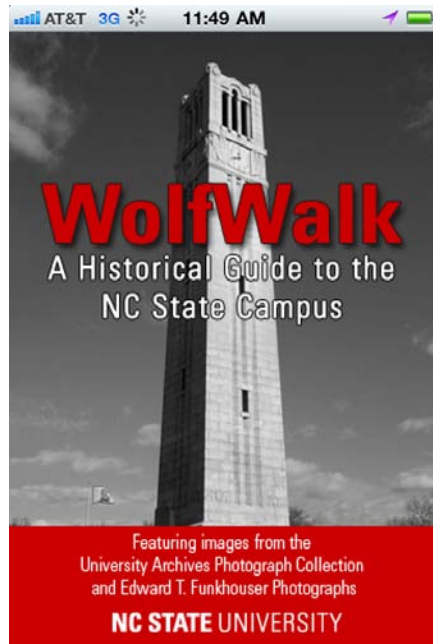
Name: Butler Communications B.
 Phone:
 Website:
 Twitter:
 Address: Sullivan Dr
 Raleigh NC 27606



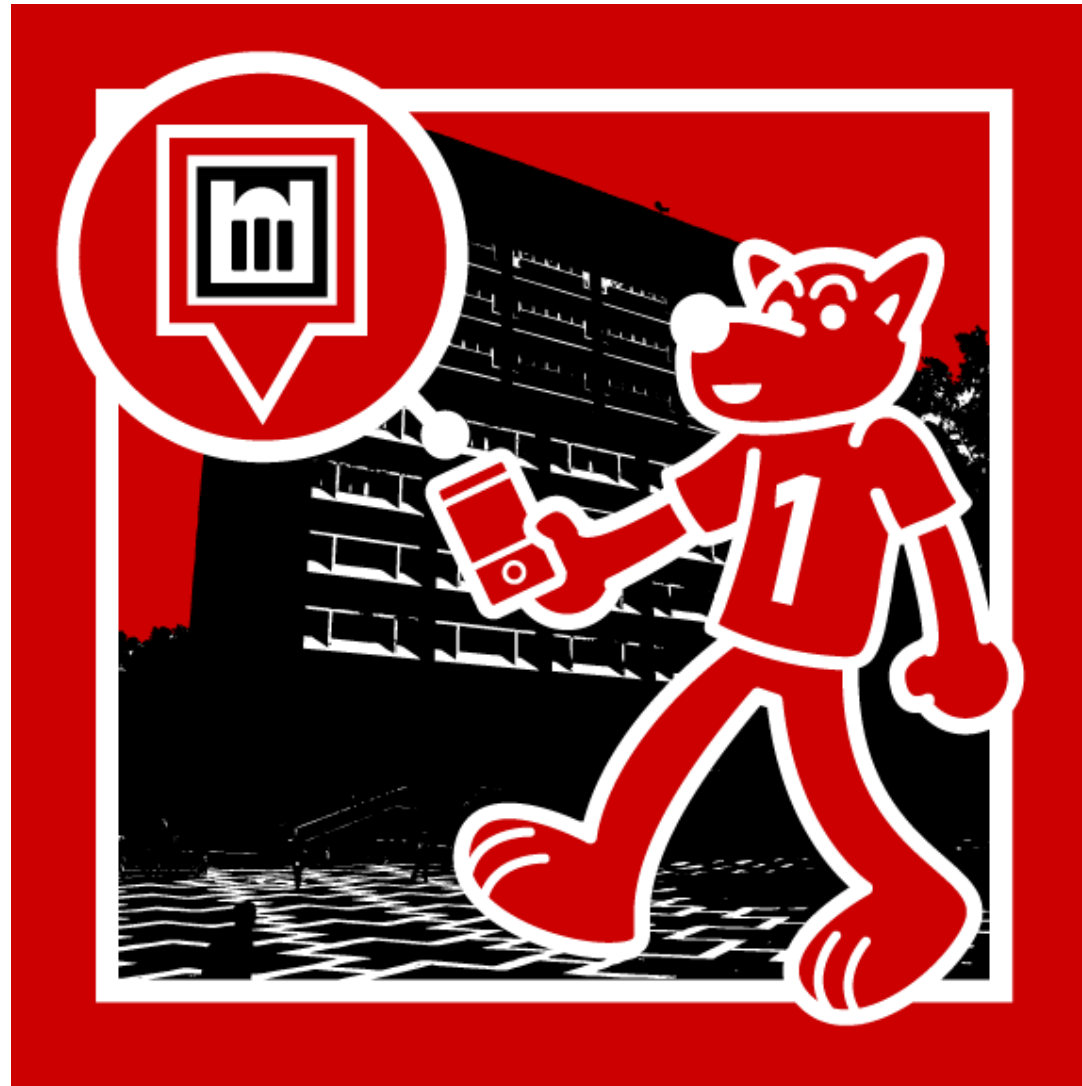
KNOWING YOUR COMMUNITY



CONTENT INTEGRATION



WOLF WALK



ON CAMPUS



CHECK-IN



GET STUFF



SOCIALIZE



CONNECT



GO WOLFPACK!



PRIVACY



**CONGRATULATIONS!
YOU'VE EARNED THE
SAT THROUGH TIM'S
PRESENTATION AWARD.**