

# #CommsChat

Transcript from March 28, 2011 AN LBS special

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- 7:57 pm **mazherabidi:** @commschat looking forward to chatting tonight. LBS is sth that really excites me. Tonight is a great night to return to #commschat
- 7:59 pm **ZaddleMarketing:** 2 minutes to go to #commschat - lcoation based services chat - quick jump on board for the next hour #commschat
- 8:00 pm **ZaddleMarketing:** \*location #commschat
- 8:00 pm **CommsChat:** Evening everyone. Welcome to #CommsChat, this week looking at geolocation and how location-based services can benefit comms. #commschat
- 8:01 pm **CommsChat:** I?m Communicate editor Neil Gibbons @neilcomm. And a warm welcome to guest host @egleason6, PR manager of foursquare. Hi Erin! #commschat
- 8:01 pm **LavaMatt:** Even' all! #commschat
- 8:01 pm **CommsChat:** Oh, and a quick reminder to introduce yourselves when you first pipe up, so we all know who we are. #commschat
- 8:01 pm **ZaddleMarketing:** Hi Neil, Hi Erin #commschat
- 8:02 pm **egleason6:** Hello! Thanks for having me, excited to hear all of your thoughts on LBS. #commschat
- 8:02 pm **CommsChat:** Okay, let?s open it out. @egleason6, over to you? #commschat
- 8:02 pm **ZaddleMarketing:** Hello - Liam - Zaddle - Googler & LBS fan :) #commschat
- 8:03 pm **egleason6:** Okay, let's kick things off by discussing some success stories... #commschat
- 8:03 pm **egleason6:** Which brands are making the best use of location based-services? What are the best examples you've all seen? #commschat
- 8:04 pm **ZaddleMarketing:** In the UK wetherspoons seem to be embracing foursquare with some decent offers #commschat
- 8:04 pm **herskos:** Scott Herskowitz <- Brand/loyalty/social media/strategy marketing prof. Hi all. #commschat
- 8:04 pm **herskos:** Target does a good job. Mobile coupons, Shopkick (sorry) participation. #commschat
- 8:05 pm **mazherabidi:** @egleason6 Pizza Express have taken to FB Places in a big way recently in the UK... #commschat
- 8:06 pm **af:** @egleason6 What's the best way to organize a karaoke tournament using a location based platform? #commschat
- 8:06 pm **CommsChat:** Presumably the gold standard is still Jimmy Choo and the treasure hunt? That seemed to get a lot of coverage. #commschat
- 8:06 pm **ZaddleMarketing:** Also Dominos running UK offers that are worthwhile via Foursquare again #commschat

8:06 pm **londoncharlotte:** The brands may be embracing, but are users? Tips seem old, & easy to be mayor at many places. #commschat

8:06 pm **LavaMatt:** Jimmy Choo launched new pair of trainers with 4sq. Trainers checked in to London location. Get there in time and win the shoes #commschat

8:07 pm **hjd1984:** @egleason6 can't forget KLM Surprise campaign - pretty good PR stunt #commschat

8:07 pm **LavaMatt:** @CommsChat Beat me to it! Agency also set up deals with 3rd parties so if you missed the trainers you still got special offer. #commschat

8:07 pm **mazherabidi:** @hjd1984 @egleason6 Yeah - defo a great campaign that integrated many platforms... #commschat

8:07 pm **CommsChat:** @hjd1984 Reminds us what the KLM one was? :) #commschat

8:07 pm **ZaddleMarketing:** @hjd1984 @egleason6 - yes I thought that was very clever and got them a huge amount of web traffic #commschat

8:08 pm **egleason6:** @LavaMatt Yes, loved this campaign -- still one of my all-time favorites. #commschat

8:08 pm **herskos:** Disney's Gowalla participation is also interesting. #commschat

8:08 pm **hjd1984:** @CommsChat some people checking in at the airport received personal gifts based on their online profile... #commschat

8:09 pm **hjd1984:** @CommsChat when I say check-in - I mean on 4sq. They received the gift at the gate #klm#commschat

8:09 pm **Communicatemag:** @herskos what did Disney do? #commschat

8:09 pm **CommsChat:** @egleason6 How about from your perspective, Erin? Which brands do you see using it well? #commschat

8:10 pm **herskos:** @communicatemag Disney has special badges for checking in at their locations. #commschat

8:10 pm **ZaddleMarketing:** @herskos @communicatemag - ooh I like that :) #commschat

8:10 pm **herskos:** Best monetization seems to be the shopkick partners although very limited geographically and personally had trouble with bestbuy #commschat

8:10 pm **mazherabidi:** @herskos @communicatemag Do the badges get you sth tangible as well (discount, extra stuff etc) or is it still virtual. #commschat

8:12 pm **herskos:** @mazherabidi Not really sure. Haven't got plans to go to Florida, so didn't look 'that' closely. Definitely need to now. #commschat

8:12 pm **egleason6:** @CommsChat One recent partnership that really excited me was @americanexpress.<http://on.mash.to/gmaj5B> #commschat

8:12 pm **ZaddleMarketing:** Are there any infographics showing user participation particularly US vs UK? Is it more used in the US? #commschat

8:13 pm **egleason6:** I think we have the ability to do some more really interesting loyalty integrations like this one. #commschat

8:13 pm **mazherabidi:** @ZaddleMarketing When I visited US last Oct, it was clear more adopted in

US. Lots more people checked in eg airports, shops etc #commschat

- 8:13 pm **craigmcgill:** @herskos Do you think Disney are covering all bases by doing 4sq and gowalla? #commschat
- 8:13 pm **herskos:** Definitely RT @egleason6: @CommsChat One recent partnership that really excited me was @americanexpress <http://on.mash.to/gmaj5B> #commschat
- 8:14 pm **LavaMatt:** @egleason6 Do loyalty integrations involve a financial agreement or do you partner on a win-win, no cost basis? #commschat
- 8:14 pm **kseniacoffman:** @mazherabidi Nothing special for badges or mayorships on 4sq - makes it a game w/o reward? #commschat
- 8:14 pm **craigmcgill:** @mazherabidi One of the main problems for 4sq is that they are at the mercy of the phone signal - bad reception means no sign in #commschat
- 8:15 pm **herskos:** @craigmcgill Probably don't know what will work, so they're trying everything. Probably inexpensive way to target so right thing. #commschat
- 8:15 pm **craigmcgill:** Another prob is their huffyness towards new badges and notifications to owners of sites - could be better #commschat
- 8:15 pm **DominosLincoln:** Don't forget to check-in to our stores?@ZaddleMarketing: Also Dominos running UK offers that are worthwhile via Foursquare again #commschat?
- 8:15 pm **kseniacoffman:** @hjd1984 Is this driven by the airlines? Re: gift for 4sq check in #commschat
- 8:16 pm **hjd1984:** @KseniaCoffman yes completely driven by the airline's comms team (and prob their agency) #commschat
- 8:16 pm **craigmcgill:** @commschat Did the Choo hunt get coverage past marketing/shoe mags - was it mainstream or niche coverage? #commschat
- 8:16 pm **RachAllen:** Evening all, just catching up. I like the Disney idea #commschat
- 8:16 pm **egleason6:** @LavaMatt The @americanexpress partnership was a pilot for @sxsw -- a win-win, and something we hope to expand in the future. #commschat
- 8:17 pm **hjd1984:** @egleason6 do you see an integration of traditional media (i.e. print ads) with LBS / offers / comms? #commschat
- 8:17 pm **MarcSkaf:** Hi my name is Marc Skaf, recent Marketing grad. Geolocation is a great technology, but is it ethical? #Commschat
- 8:17 pm **LavaMatt:** @craigmcgill @commschat Jimmy Choo got significant trad mainstream media coverage plus online #commschat
- 8:17 pm **ZaddleMarketing:** @mazherabidi that is what I suspected - good to hear it first hand - unfortunately still a little "four..what" in the UK #commschat
- 8:18 pm **mazherabidi:** @egleason6 Wld be intd to know what you think the trigger for adoption was in US - a specific brand/campaign getting involved? #commschat
- 8:18 pm **LavaMatt:** @hjd1984 @egleason6 Personally think traditional pr, pos, ads are essential to promoting online activity inc 4sq #commschat
- 8:19 pm **ZaddleMarketing:** RT @mazherabidi: @egleason6 Wld be intd to know what u think the trigger 4 adoption was in US -a specific brand getting involved?

#commschat

- 8:19 pm **craigmcgill:** @lavamatt Cheers - must admit I wish 4sq had been about when I did a geloc whisky stunt on Latitude - 4sq would have been easier #commschat
- 8:19 pm **herskos:** I think trigger for adoption aside from casual - I want to be a mayor competitiveness is value added from business partners. #commschat
- 8:20 pm **egleason6:** @hjd1984 Not necessarily print, but we've seen some great online ad integrations such as this from Gap: <http://on.mash.to/fBL4PK> #commschat
- 8:20 pm **mazherabidi:** @LavaMatt @hjd1984 @egleason6 Absolutely - don't think none of this can work on its own. Needs buy in all round frm company/mkt #commschat
- 8:20 pm **amandacomms:** Evening everyone trying to find how this can have an application in public sector and particularly policing? #commschat
- 8:20 pm **LavaMatt:** @craigmcgill @lavamatt Follow me and I will DM you a presentation from the agency that did the campaign - very interesting #commschat
- 8:20 pm **craigmcgill:** @egleason6 Are you guys doing any pushing of the telcos to improve coverage so more people can sign in across UK? #commschat
- 8:21 pm **caseyleaver:** RT @neilcomm: A reminder that Monday is #CommsChat day. Join us 8-9pm BST for a session on location-based services & comms with foursquare's @egleason6
- 8:21 pm **hjd1984:** @mazherabidi @LavaMatt @egleason6 I find it quite suprising we haven't seen more integration yet... i.e. promotions #commschat
- 8:22 pm **corrinnedouglas:** Evening, just joined in - any one using 4sq in UK public sector, thinking about tourism in particular? #commschat #commschat
- 8:22 pm **londoncharlotte:** @amandacomms Would have been useful on Saturday in London. Police tweets were great, but location would have been perfect. #commschat
- 8:22 pm **herskos:** Things like Starbucks/Ben&Jerry/Radio Shak mayor promotion def helps #commschat
- 8:22 pm **mazherabidi:** @herskos But not every brand has campaign - the social (casual) check in still req'd to discover campaigns. US has 'got' this #commschat
- 8:22 pm **Communicatemag:** @amandacomms checking in might help kettling, is that the kind of thing you're thinking ;- ) #commschat
- 8:22 pm **egleason6:** @mazherabidi Some of our early media partnerships, such as @BravoTV, definitely helped get the word out. (Cc: @tristanwalker) #commschat
- 8:23 pm **herskos:** I think most cos don't know how to put \$ on it RT @hjd1984: @mazherabidi @LavaMatt @egleason6suprising havent seen more promos #commschat
- 8:23 pm **craigmcgill:** @amandacomms Polcing very interesting area IMO for geoloc #commschat - do you want police to know where you are? How could you incentivise?
- 8:23 pm **hjd1984:** touche! RT @Communicatemag: @amandacomms checking in might help kettling, is that the kind of thing you're thinking ;- ) #commschat

8:23 pm **londoncharlotte:** Hi @corrinedouglas Integrated it into @lovecamden for LB Camden. I go back to my original comment: are users bored? #commschat

8:23 pm **amandacomms:** @Communicatemag more about opportunities to use it more positively - promoting crime prevention etc... #commschat

8:23 pm **herskos:** @mazherabidi Personal influencers / WOM is huge influence for adoption. #commschat

8:24 pm **LavaMatt:** @hjd1984 @mazherabidi @LavaMatt @egleason6 Integ comms is what we do but not everyone thinks the same way. Think this will change #commschat

8:24 pm **craigmcgill:** @corrinedouglas Tourism could do well - but one problem is many tourist areas have poor phone signal so you can't sign in #commschat

8:24 pm **JHDavisUK:** @craigmcgill @amandacomms By checking in at Fortnum and Mason? #commschat

8:24 pm **londoncharlotte:** . @amandacomms @Communicatemag @hjd1984 But surely alerting people to real time issues is positive? #commschat

8:24 pm **MarcSkaf:** there still may be barriers to checking in, such as people being embarrassed by the location, just a thought. #Commschat

8:24 pm **egleason6:** Okay, Q2: Do you think brands are harnessing the full potential of geolocation? How can they use it better/more creatively? #commschat

8:24 pm **mazherabidi:** @craigmcgill @corrinedouglas And you've got the barrier of expensive data roaming charges. Hurts int'l check in ability. #commschat

8:25 pm **craigmcgill:** @londoncharlotte I think many are. It's harder to see the value in 4sq than other soc.med channels #commschat

8:25 pm **mazherabidi:** @egleason6 Q2: By actually being aware of it :P #commschat

8:25 pm **craigmcgill:** @londoncharlotte It may be that 4sq is better for stunts and events than ongoing conversation #commschat

8:25 pm **RachAllen:** RT @egleason6: Okay, Q2: Do you think brands are harnessing the full potential of geolocation? How can they use it better/more creatively? #commschat

8:26 pm **jane63c:** sorry I'm late, nodded off - damn this hour! will try to catch on #commschat

8:26 pm **hjd1984:** I personally find checking-in a little bit too much of a privacy invasion. This will prob change very quickly as it develops #commschat

8:26 pm **ZaddleMarketing:** Q2 - absolutely not - many brands seem to be very slow off the mark with using LBS #commschat

8:26 pm **CommsChat:** @mazherabidi So you think there's still a way to go before brands are up to speed? #commschat

8:26 pm **Communicatemag:** Q2 I'd like to hear examples of internal comms. say, where you have dispersed worforces. am so surprised never to hear of that #commschat

8:26 pm **LavaMatt:** @egleason6 Q2: Not yet. Integrating geo takes more thought than other SM/trad marketing. Will change tho as geo establish itself #commschat

8:26 pm **craigmcgill:** I would love to see a 4sq for news - I sign in to an area and get a list of the latest news stories from all the local feeds #commschat

8:26 pm **londoncharlotte:** Too much emphasis on offers being for a mayor. 18 m. on Foursquare, yet to unlock an offer. #commschat

8:26 pm **ZaddleMarketing:** RT @mazherabidi: @egleason6 Q2: By actually being aware of it :P < lol :) #commschat

8:26 pm **herskos:** @hjd1984 That's why posting to twitter is a worse idea than doing so to facebook. Still a concern but less of one. #commschat

8:27 pm **LavaMatt:** @hjd1984 You don't have to share your location - so can checkin and be private #commschat

8:27 pm **corrinnedouglas:** @craigmcgill @corrinnedouglas gd point, thinking bout our city ctr tho, can we enhance visitor exp, when we have less to spend #commschat

8:27 pm **RachAllen:** A2 - no not yet. Think there needs to be better awareness - both of its existence and use #commschat

8:27 pm **londoncharlotte:** @craigmcgill Working with @mynewsdesk currently - have had the exact same conversation. #commschat

8:27 pm **mazherabidi:** @craigmcgill Is that not what tips/nearby specials does? 4sq update (iphone esp) does this now IMHO #commschat

8:27 pm **CommsChat:** Love that. RT @craigmcgill: I'd love to see a 4sq for news - sign in to an area and get a list of news stories from local feeds #commschat

8:27 pm **craigmcgill:** @communicatmag Internal comms is always the poor relation of PR isn't it? #commschat

8:28 pm **egleason6:** @LavaMatt I agree -- educating consumers, merchants, and brands is one of our biggest challenges right now. #commschat

8:28 pm **mazherabidi:** @CommsChat I think so yes - it's a chicken egg situ. brands won't adopt till users do, who won't adopt till brands do. grrr... #commschat

8:28 pm **LavaMatt:** @craigmcgill Geo news woud b grt! We're working with town arts festival and would love to publish news via 4sq to ppl checking in #commschat

8:28 pm **londoncharlotte:** @herskos @hjd1984 On Twitter/4Sq I'm in control. Hate the idea of others tagging me on FB Places. #commschat

8:28 pm **jane63c:** @craigmcgill @communicatmag sadly so and yet the employess could be the greatest ambassadors of all #commschat

8:28 pm **GdnEdinburgh:** There must be hackers out there who could help? RT @craigmcgill: I would love to see a 4sq for news... from all the local feeds #commschat

8:29 pm **ZaddleMarketing:** RT @mazherabidi: @CommsChat its a chicken egg situ. brands wont adopt till users do, who wont adopt till brands do. grrr...agree #commschat

8:29 pm **herskos:** @egleason6 @LavaMatt I would think cheating / lack of perfect gps capabilities is a huge problem too. #commschat

8:29 pm **craigmcgill:** More internal comms should be public instead of forced on staff - would focus teams to make content more interesting& SEO benefit #commschat

8:29 pm **craigmcgill:** @gdnedinburgh You'd be better placed at knowing them than me :-)  
#commschat

8:30 pm **egleason6:** @GdnEdinburgh @craigmcgill Interesting idea -- would love to see  
someone build something on our API... #commschat

8:30 pm **LizBridgen:** Evening all - just catching up. I'm v. interested in the internal comms area  
because of my research - I'm a lecturer BTW #commschat

8:30 pm **jane63c:** @craigmcgill would the public version lose some of the exclusivity/focus?  
#commschat

8:30 pm **CommsChat:** Keep your questions and comments coming in. We're here with  
@egleason6 for another 30 mins. #commschat

8:30 pm **RachAllen:** @craigmcgill Re your "poor relation" comment - doesn't always have to be  
that way. Think it's about ROI & demonstrating purpose #commschat

8:31 pm **RachAllen:** @LizBridgen welcome Liz #commschat

8:31 pm **jane63c:** not sure if you covered this earlier but is this 4sq stuff just a fancy online  
game for geeks? put me right! #commschat

8:32 pm **craigmcgill:** @jane63c Not necessarily - just make it better /realise what's worth telling  
staff & world & get SEO from it too #commschat

8:32 pm **corrinnedouglas:** @mazherabidi just cos that's a barrier for some shouldn't stop us from  
doing it tho? #commschat#commschat

8:32 pm **CommsChat:** Erin? :) RT @jane63c: not sure if you covered this earlier but is 4sq stuff just  
a fancy online game for geeks? put me right! #commschat

8:32 pm **londoncharlotte:** @egleason6 @GdnEdinburgh @craigmcgill Have a chat with @ddesk &  
@mynewsdesk (cc @jonobean) #commschat

8:32 pm **LavaMatt:** @jane63c Think Jimmy Choo and American Express would disagree with  
geek game comment! #commschat

8:32 pm **herskos:** @jane63c 4sq is an opportunity for brands to reach customers with  
promotions while they are actually at the point of purchase. #commschat

8:32 pm **LizBridgen:** Been hearing anecdotally of some agencies using LBS to monitor staff  
movements - anyone got any knowledge/experience of this? #commschat

8:32 pm **craigmcgill:** @rachallen 'twas ever thus :-) #commschat

8:33 pm **jane63c:** @LavaMatt @jane63c see they are not on my radar knew I was missing  
something! #commschat

8:33 pm **mazherabidi:** @corrinnedouglas It shouldn't, and I still use it a lot. But need to get  
majority involved to turn it from niche -> mainstream #commschat

8:33 pm **Communicatemag:** @craigmcgill @rachallen Would really like to include something like that in  
nxt social media in corp context conference #commschat

8:33 pm **jane63c:** @herskos so it's like a loyalty card? #commschat

8:33 pm **egleason6:** @CommsChat @jane63c Not at all -- seeing growth all over the world in all  
demographics. 3400% growth in 2010! #commschat

8:33 pm **marrucci:** RT @egleason6: @LavaMatt I agree -- educating consumers, merchants, and brands is one of our biggest challenges right now. #commschat

8:33 pm **corrinnedouglas:** @londoncharlotte I'll look into @lovecamden and maybe come back to you if ok? Always looking to do more with less...#commschat #commschat

8:34 pm **craigmcgill:** @herskos With what? A sales promotion? It's hardly a great breakthrough in digital comms. #commschat

8:34 pm **Communicatemag:** @LizBridgen sorry - last comment was meant for you Liz #commschat

8:34 pm **RachAllen:** @LizBridgen Really?! Isn't that Big Brotherish? As we're moving into seemingly more transparent world should emp expect that? Hmm #commschat

8:34 pm **hjd1984:** new models of cameras now feature GPS capabilities - how do you see this changing the current nature of LBS and check-ins etc? #commschat

8:34 pm **herskos:** In part, yes. Increases tracking tho. even when no purchase made. RT @jane63c: @herskos so its like a loyalty card? #commschat

8:35 pm **craigmcgill:** @lizbridgen You could easily game that - but of course it was also need to be mandatory for staff to sign in - a tad draconian #commschat

8:35 pm **ZaddleMarketing:** Going back to Q2 - I was in one of UK's largest shopping centres at weekend & not one decent 4sq promo #commschat

8:35 pm **londoncharlotte:** @corrinnedouglas Happy to chat another time if not @dml\_82 is your man - he's looking after @lovecamden now. #commschat

8:35 pm **craigmcgill:** @londoncharlotte thanks for that! #commschat

8:35 pm **egleason6:** Q3: What will it take to get the public to fully embrace location-based services? How can brands help? #commschat

8:36 pm **crispinslee:** @jane63c @annmariehanlon tested it for a month and wrote a helpful blog #commschat

8:36 pm **RachAllen:** @craigmcgill Indeed! >RT 'twas ever thus :-) #commschat

8:36 pm **herskos:** @craigmcgill Not just sales promotion. It's more repeat behavior-related than that. Promotion is one time. repeat builds habits. #commschat

8:36 pm **ZaddleMarketing:** Q3 - start making incredible offers - publicise & encourage check ins through visual displays #commschat

8:36 pm **MarcSkaf:** @ZaddleMarketing Is the technology too hard to track promotions, can smaller brands/companies use it readily? #commschat

8:37 pm **RachAllen:** RT @egleason6: Q3: What will it take to get the public to fully embrace location-based services? How can brands help? #commschat

8:37 pm **jane63c:** not sure I get what this has to do with PR but can see it as a marketing tool how does it contribute to reputation? #commschat

8:37 pm **LavaMatt:** @craigmcgill @lizbridgen Draconian?Really? As the boss I get team 2 checkin @ office so i no theyre at work if i'm offsite (joke) #commschat

8:37 pm **craigmcgill:** @jhdavisuk I think there's enough local sites now that it could work - or a Google News Feed based on location #commschat



8:37 pm **mazherabidi:** @egleason6 Q3 IMHO the platforms now exist and early adopters are on board, brands need to come on board to drive growth next. #commschat

8:37 pm **herskos:** A3 Brands need to offer true value to their customers in return for repeat check-in loyalty behavior. #commschat

8:37 pm **ZaddleMarketing:** Q3 - then encourage & reward continued usage #commschat

8:38 pm **mazherabidi:** @egleason6 For most 'checking in' isn't a natural thing to do. Brands need to give majority a reason to encourage casual check in #commschat

8:38 pm **craigmcgill:** @egleason6 Better mobile signal. No signal - no sign in. Huge parts of Scotland - inc Glasgow, Dundee, Edinburgh - have this prob #commschat

8:38 pm **corrinnedouglas:** @mazherabidi @corrinnedouglas <agree #commschat

8:38 pm **RachAllen:** Agreed> RT @herskos Brands need to offer true value to their customers in return for repeat check-in loyalty behaviour #commschat

8:38 pm **LavaMatt:** @jane63c It's another way to engage in conversation / build interaction with brand / add value to relationship - PR? #commschat

8:38 pm **ZaddleMarketing:** @MarcSkaf @ZaddleMarketing - not sure TBH - I think small brands can use it - only difficulty is "fake" checkins #commschat

8:39 pm **Communicatemag:** @jane63c im with you - id love to see it used as tool in other areas, but at the moment I think it mainly ticks marketing boxes. #commschat

8:39 pm **livslandolt:** Checking in to #commschat for a discussion with @egleason6 PR manager of foursquare.

8:39 pm **ally\_manock:** Hello everyone. I'm terribly late today.... Catching up. #commschat

8:39 pm **craigmcgill:** @egleason6 Also, more creative stunts and usage- cheaper smartphones too to encourage pickup. Become a key app in adverts #commschat

8:39 pm **ZaddleMarketing:** RT @herskos: A3 Brands need to offer true value to their customers in return for repeat check-in loyalty behavior.< agree #commschat

8:39 pm **lizfoggitt:** Just joining at #commschat

8:39 pm **CommsChat:** Agreed. RT @LavaMatt: @jane63c Another way to engage in conversation/build interaction with brand/add value to relationship - PR? #commschat

8:39 pm **MarcSkaf:** @jane63c I would assume from some of the tweets that some brands rep are being hurt by their lack of using geolocation. #commschat

8:39 pm **craigmcgill:** @egleason6 Have Stephen Fry type evangelists #commschat

8:40 pm **RachAllen:** @lizfoggitt @ally\_manock welcome to the conversation #commschat

8:40 pm **craigmcgill:** @egleason6 And better notifications to brands working with you - email alerts when people are in location for example #commschat

8:40 pm **egleason6:** @craigmcgill Yes, we're actively working with carriers/OEMs to expand our global footprint and bring foursquare to more devices. #commschat

8:40 pm **corrinnedouglas:** @londoncharlotte @dml\_82 @lovecamden Thx Charlotte, will do #commschat

8:41 pm **londoncharlotte:** Just make the offers more attainable. Offer more, smaller, quicker incentives - e.g. for first timers at a venue. #commschat

8:41 pm **LavaMatt:** Q3 @egleason6 + team can share 4sq best practice with agencies via trade press so we can suggest similar ideas to our clients #commschat

8:41 pm **craigmcgill:** If you aren't there already, @egleason6 PR manager of foursquare is going down a storm on #commschat - 20 mins left!

8:41 pm **jane63c:** I still need to be convinced that gl is more than still at the toy stage, agree with some of the big brother comments #commschat

8:41 pm **ZaddleMarketing:** @craigmcgill @egleason6 - I have always thought that - if you could "push" notifications to people nearby = awesome #commschat

8:41 pm **Communicatemag:** @craigmcgill @egleason6 had thought today - bus driver checkins, so passengers know how long to wait till next bus? #commschat

8:41 pm **LizBridgen:** @RachAllen A good point about the contradiction between transparency and compulsion; where does transparency end & privacy begin? #commschat

8:41 pm **MarcSkaf:** @egleason6 Q3: I think trust is a big issue, first of all making sure that the exchange is mutual and not just more spam. #commschat

8:41 pm **mazherabidi:** @craigmcgill @egleason6 But will brands want to know unless there is mass of users there? few ppl per day won't convince them #commschat

8:41 pm **ally\_manock:** Agree - customer time valuable RT @herskos Brands need to offer true value to customers in return for repeat check-in loyalty #commschat?

8:41 pm **egleason6:** @craigmcgill This is also something we've been discussing internally -- better communication tools. #commschat

8:42 pm **amandacomms:** @jane63c definitely a problem for us (policing) if we look to use it - big brother/state watching etc all mentioned. #commschat

8:42 pm **RachAllen:** @londoncharlotte I think simplicity is key and think making offers more attainable is a smart move #commschat

8:42 pm **Communicatemag:** @craigmcgill @egleason6 Or have i just not got it? #commschat

8:42 pm **CommsChat:** 4sq feedback can also provide an indicator as to how the brand is perceived, and thus help to shape PR messages? #commschat

8:42 pm **londoncharlotte:** @LizBridgen @RachAllen a good question for Facebook! #commschat

8:43 pm **Communicatemag:** RT @CommsChat: 4sq feedback can also provide an indicator as to how the brand is perceived, and thus help to shape PR messages? #commschat

8:43 pm **mazherabidi:** @commschat and consumers need to be given a reason to check in everywhere. otherwise it's just not a natural inclination. #commschat

8:43 pm **mazherabidi:** @commschat the hope/expectation of nearby offers on a large(er) scale than now will encourage that. #commschat

8:43 pm **livslandolt:** Agreed RT @londoncharlotte make the offers more attainable Offer more smaller quicker incentives - e.g. for first timers at venue #commschat

8:44 pm **365insight:** just joining in #commschat. backtracking through, sorry I'm late

8:44 pm **ZaddleMarketing:** @mazherabidi @commschat - agreed - it needs to become "second nature" - I sometimes "forget" to check in if busy < #fail #commschat

8:44 pm **CommsChat:** @365insight Welcome. :) #commschat

8:45 pm **jane63c:** looking at recent contributions it's beginning to sound like another way of delivering money off coupons, how valid are they 4 PR #commschat

8:45 pm **herskos:** think cheating is a huge problem. Disincentive 4 people using the system correctly. Need to link checkin to verification somehow. #commschat

8:45 pm **londoncharlotte:** @livslandolt Like I say, best part of 18m checking in around London on 4Sq, not 1 single offer unlocked. #commschat

8:45 pm **kirstyinnesPR:** @Communicatemag @craigmcgill @egleason6 Lothian buses run a bus tracker that seems to do just that. #commschat

8:45 pm **ZaddleMarketing:** RT @herskos: cheating huge problem. Disincentive 4 people using system correctly. Need to link checkin to verification somehow. #commschat

8:46 pm **LavaMatt:** @ZaddleMarketing @mazherabidi @commschat Don't think checking in will ever be 2nd nature. Needs to be incentivised + promoted #commschat

8:46 pm **ZaddleMarketing:** @jane63c not really - if you have a venue and everyone encourage to check in - great PR across Twitter & Facebook #commschat

8:46 pm **365insight:** anyone talked about the potential use of 4sq for guerrilla marketing techniques - like flash mobs? #commschat

8:47 pm **egleason6:** Moving along to Q4: What does the future hold for geolocation? How would you like to see it evolve? #commschat

8:47 pm **ally\_manock:** Question: what is the reach (% on online population) in UK of 4sq now? #commschat

8:47 pm **londoncharlotte:** @Caridi Join #commschat - tonight is dedicated to LBS

8:47 pm **LavaMatt:** @jane63c Competitions / give aways, subscrip offers plus news alerts at location all part of PR - same on 4sq #commschat

8:47 pm **7Forextrading:** RT @herskos: think cheating is a huge problem. Disincentive 4 people using the system correctly. Need to link checkin to verification somehow. #commschat

8:47 pm **ZaddleMarketing:** @LavaMatt @ZaddleMarketing @mazherabidi @commschat - agreed although eventually would become habitual #commschat

8:47 pm **jane63c:** I like competitive check in which brings me back to the game element - could be a way of appealing? #commschat

8:47 pm **mazherabidi:** @ZaddleMarketing I know blog promotion isn't done on here, but my latest post is really relevant <http://bit.ly/CheckInOut> #commschat

8:47 pm **LavaMatt:** @jane63c Are you the current Mayor of Heighington? #commschat

8:48 pm **ally\_manock:** agree --> @herskos: think cheating is a huge problem. Disincentive 4 people using the system correctly...checkin to verification #commschat

8:48 pm **ZaddleMarketing:** Q4 - Utopia would be me getting messages through about locally based incentives that platform knows I am interested in #commschat

8:48 pm **hjd1984:** @egleason6 A4 I'd like to see how geo-photos change the behaviour of LBS / GL #commschat

8:48 pm **jane63c:** @ZaddleMarketing @jane63c it all feels a bit superficial to me 'old fashioned girl'? #commschat

8:48 pm **herskos:** a4 I want to see location check-ins linked to existing loyalty programs. #commschat

8:48 pm **jane63c:** @LavaMatt @jane63c not yet, but give me a couple of days ;) #commschat

8:49 pm **amandacomms:** Wonder if we could get criminal elements to try to become Mayor of police station locations! #commschat

8:49 pm **lizfoggitt:** RT @hjd1984: @egleason6 A4 I'd like to see how geo-photos change the behaviour of LBS / GL #commschat - I'd like to see this too.

8:49 pm **livslandolt:** @londoncharlotte Yep and is it because brands don't understand how to maximize or don't want to ? #commschat

8:49 pm **mazherabidi:** @egleason6 Q4: Started to use tips a lot more now, think the new 4sq use of tips/check in data moves it in this direction... #commschat

8:49 pm **londoncharlotte:** @jane63c @ZaddleMarketing In what way superficial? It's a physical check in. As a marcomms/ad person, I totally see the value. #commschat

8:50 pm **LavaMatt:** @amandacomms Surely they only check in once at the station and once at Her Maj Pleasure? No badges there! #commschat

8:50 pm **RachAllen:** Genius RT @amandacomms Wonder if we could get criminal elements to try to become Mayor of police station locations! #commschat

8:50 pm **ZaddleMarketing:** @londoncharlotte @jane63c @ZaddleMarketing - exactly imagine impact if venue had 100s people checking in everytime they visited #commschat

8:50 pm **londoncharlotte:** @livslandolt The former I suspect. We need to get beyond early adopter phase. #commschat

8:51 pm **herskos:** A4 Also Auto-checkins+rewards for behavs other than just walking in. Definitely like the increased 4sq flexibility & amex deal. #commschat

8:51 pm **ally\_manock:** ?@jane63c: I like competitve check in..." - gamification key to LBS? #commschat

8:51 pm **egleason6:** @7Forextrading @herskos Programs like our partnership w/ @americanexpress will help solve this problem. <http://on.mash.to/gmajsb> #commschat

8:51 pm **jane63c:** @londoncharlotte @ZaddleMarketing yeah, cos I am PR I struggle, taking life to seriously? also limited o/side the big cities #commschat

8:52 pm **amandacomms:** @LavaMatt definitely could do it when arrive for bail check in, when arrested even if not going to court/prison - so many options #commschat

8:52 pm **CommsChat:** @herskos Auto-checkins? Very Minority Report.... :) #commschat

8:52 pm **mazherabidi:** @egleason6 Always thought natural use of 4sq is virtual loyalty cards (fast food, coffee shops etc). Too easy to cheat? #commschat

8:52 pm **egleason6:** @mazherabidi Be sure to try out the new "Explore" feature as well -- makes

you understand why every check-in counts. #commschat

- 8:52 pm **londoncharlotte:** @RachAllen @amandacomms Well there was that robme.com site for a while - an alternative criminal use #commschat
- 8:52 pm **jane63c:** @ZaddleMarketing @londoncharlotte but why should they check in? just another thing to do! #commschat
- 8:52 pm **herskos:** @egleason6 Definitely agree. Lots of great opportunities to expand that, esp. if somehow leverage membership rewards. #commschat
- 8:52 pm **craigmcgill:** RT @rachallen: Genius RT @amandacomms Wonder if we could get criminals to try to become Mayor of police station locations! #commschat
- 8:52 pm **LavaMatt:** @jane63c @londoncharlotte @ZaddleMarketing Not limited 2 big cities - we'll be using 4sq in Skegness this summer! #commschat
- 8:53 pm **herskos:** @CommsChat Auto-checkin w user customization. Sorry. Need to give permission for favorite places. #commschat
- 8:53 pm **londoncharlotte:** @CommsChat @herskos Saw a tweet last week about an airline allowing 4Sq check ins along with "real" ones. Can't remember which. #commschat
- 8:53 pm **JHDavisUK:** @londoncharlotte @gdnedinburgh @craigmcgill @mynewsdesk @mynewsdesk\_uk Intgrated wth local events/places to eat it cud work well #commschat
- 8:53 pm **mazherabidi:** @egleason6 Been using that - think new features make the 4sq experience a lot more worthwhile - there's more 'point' to it #commschat
- 8:53 pm **jane63c:** @LavaMatt @londoncharlotte @ZaddleMarketing to me Skegness is a big city ;) but seriously that'll be a specific publicised event #commschat
- 8:54 pm **londoncharlotte:** @jane63c @ZaddleMarketing Now that is true: incentives need to improve. #commschat
- 8:54 pm **365insight:** @amandacomms @LavaMatt wouldn't you be in danger of making 'checking in' to the station being 'trendy' - like the tag kudos? #commschat
- 8:54 pm **LavaMatt:** @craigmcgill @rachallen @amandacomms So 'you have one 1 phone call' becomes you want to phone a friend or check in?' #commschat
- 8:54 pm **Communicatemag:** @jane63c actually could be used to 'manage' journos on multi-location events #commschat
- 8:54 pm **ZaddleMarketing:** @londoncharlotte @jane63c @ZaddleMarketing < yup, agreed #commschat
- 8:54 pm **PaulCTayla:** I've been looking at lots of innovative ways Govt's could use 4Square for public good, rather than commercial usage. #commschat
- 8:55 pm **hjd1984:** ok, that's it. I've just signed up to 4sq. I'd done so well until this point. I blame all of you here. #commschat
- 8:55 pm **herskos:** @mazherabidi @egleason6 Still don't totally get what you can do with a point. Best improvement for 4sq is to let them be redeemed #commschat
- 8:55 pm **londoncharlotte:** @jane63c @ZaddleMarketing Or, tips Don't forget tips: back to the tourism point from earlier. Real recommendations from locals. #commschat

8:55 pm **ZaddleMarketing:** Favourite 4sq checkin moment - church told people to check in to 4sq then turn all phones off for service :) #commschat

8:55 pm **amandacomms:** @365insight @LavaMatt am seeing options and ideas not necessarily to implement ;) #commschat

8:55 pm **CommsChat:** Such as? RT @PaulCTayla: Ive been looking at lots of innovative ways Govts could use 4Square for public good. #commschat

8:55 pm **jane63c:** @Communicatemag @jane63c how do you manage the journos with it? tell me more, they are even less likely to check in! #commschat

8:55 pm **RachAllen:** @LavaMatt brilliant, that just made me chuckle #commschat

8:55 pm **lizfoggitt:** Does anyone have any examples of GL being used badly and it ending up harming the brand? #commschat

8:55 pm **herskos:** @hjd1984 Welcome to the dark side. #commschat

8:55 pm **mistergough:** @hjd1984 Welcome to the silliness :) #commschat

8:55 pm **LavaMatt:** @jane63c @LavaMatt @londoncharlotte @ZaddleMarketing Yes, will b PR'd but we're putting geo in the mix as its way 2 talk to ppl #commschat

8:55 pm **corrinnedouglas:** @PaulCTayla sounds interesting,you want to share? #commschat

8:56 pm **craigmcgill:** @communicatemag maybe if used in conjunction with a hastag for foolproofing! #commschat

8:56 pm **egleason6:** @hjd1984 I predict you'll love it. :) Let us know what you think! #commschat

8:56 pm **mazherabidi:** @hjd1984 Good stuff - you'll have to add me! #commschat

8:56 pm **jane63c:** @londoncharlotte @jane63c @ZaddleMarketing tips - now I am getting a useful point #commschat

8:56 pm **365insight:** @PaulCTayla - following you for that statement. V interested in how we can use social media to build localism & public good.#commschat

8:56 pm **hjd1984:** @egleason6 I can confirm your prediction as correct. I'll be addicted in no time. Hence taking so long to join! #commschat

8:57 pm **amandacomms:** @LavaMatt @craigmcgill @rachallen now that is a thought! New meaning to checking in for night in custody #commschat

8:57 pm **jane63c:** @LavaMatt @londoncharlotte @ZaddleMarketing so it's just another comms channel then?! my ongoing theme from these chats!! #commschat

8:57 pm **craigmcgill:** @paulctayla do share you tease.... #commschat

8:57 pm **londoncharlotte:** @jane63c @ZaddleMarketing Hard to show you if you're not in London, but that's what I use it for mostly. #commschat

8:58 pm **craigmcgill:** @jane63c @LavaMatt @londoncharlotte @ZaddleMarketing I primarily see 4sq as a Twitter/FB addon and not an entity in itself #commschat

8:58 pm **CommsChat:** Time for final tips. What would be your golden rule for making the most of LBS? #commschat

8:58 pm **londoncharlotte:** @jane63c @LavaMatt @ZaddleMarketing It's my mantra: it's all just

another channel. Integration is the key. #commschat

- 8:58 pm **LavaMatt:** @craigmcgill @jane63c @LavaMatt @londoncharlotte @ZaddleMarketing 4sq has to be integrated - as do all other comms channels #commschat
- 8:58 pm **herskos:** @CommsChat As a consumer or as a marketer? #commschat
- 8:59 pm **londoncharlotte:** @jane63c @LavaMatt @ZaddleMarketing Challenge is monetising if its UGC #commschat
- 8:59 pm **PaulCTayla:** Flag up rehab/homeless centres, recruitment opportunities, support networks, add links to resources based on check in. #commschat
- 8:59 pm **herskos:** @londoncharlotte Agree. Another channel. Tells different and complimentary story to what you get from rest of #sm #commschat
- 8:59 pm **LavaMatt:** RT @londoncharlotte: Its my mantra: its all just another channel. Integration is the key. <-- agree #commschat
- 8:59 pm **mazherabidi:** @CommsChat The more you use it, with more of your friends, the more fun it is... #commschat
- 9:00 pm **livslandolt:** @jane63c @londoncharlotte @ZaddleMarketing Recommendations and reviews becoming key & great part of 4sq imo. Should be encouraged #commschat
- 9:00 pm **ally\_manock:** RT @jane63c: @Communicatemag @jane63c how do you manage the journos with it? tell me more, they are even less likely to check in! #commschat
- 9:00 pm **londoncharlotte:** Awesome idea. RT @PaulCTayla Flag up rehab/homeless centres, recruitment opportunities, support networks, add links to resources #commschat
- 9:00 pm **PaulCTayla:** Change4Life, specials based on checkins, healthy food vouchers etc. #commschat
- 9:00 pm **ZaddleMarketing:** Final Tips - encourage your CLIENTS to get involved. Then encourage your FRIENDS to get involved #commschat
- 9:00 pm **hjd1984:** Agree RT @LavaMatt:  
@craigmcgill @jane63c @londoncharlotte @ZaddleMarketing 4sq has to be integrated - as all other comms #commschat
- 9:00 pm **jane63c:** @PaulCTayla homeless etc don't tend to have sophisticated expensive kit on which to search!!! #commschat
- 9:00 pm **Communicatemag:** @PaulCTayla Wow! can you come and talk about this at the next London Social Media in Corporate Context conference? Or colleague? #commschat
- 9:00 pm **TheMediaMktinCo:** @herskos Loads of opportunities for marketing; the challenge is getting consumer to use it #commschat
- 9:01 pm **amandacomms:** surely as always the key is to know what you want to achieve before starting to use it. #commschat
- 9:01 pm **PaulCTayla:** Armed Forces recruitment: check in to create buddy networks for training/fitness/aptitude etc #commschat

9:02 pm **londoncharlotte:** Ok checking out - sadly got work still to do. Thanks all for a great one. #commschat

9:02 pm **herskos:** @TheMediaMktinCo Agree. Brands need to engage w consumers & provide value. Should do trick. Then need 2 figure out how 2 measure. #commschat

9:02 pm **jane63c:** final tip - be appropriate in targetting not contrived or link to campaigns for the disadvantaged - uncool! #commschat

9:02 pm **LavaMatt:** @amandacomms Sometimes you need to experiment - try, evaluate, ditch it or carry on. 4sq / geo platforms give us another channel #commschat

9:03 pm **craigmcgill:** Many thanks to @egleason6 and everyone who took part for a great #commschat

9:03 pm **mazherabidi:** @egleason6 Thanks so much for hosting this Erin, really enjoyed it. Hope 4sq continues to grow. #commschat

9:03 pm **herskos:** @PaulCTayla Many non commerical uses. Check OUT of a building if there's emergency. Help first responders not need to look for u. #commschat

9:03 pm **LavaMatt:** RT @craigmcgill: Many thanks to @egleason6 and everyone who took part for a great #commschat

9:03 pm **jane63c:** wish I'd been in at the start but once again good to chat, thanks everyone #commschat

9:03 pm **corrinnedouglas:** Good 4sq use:RT @PaulCTayla: Flag up rehab/homeless centres, recruitment opportunities, support networks, add links to resources #commschat

9:03 pm **ZaddleMarketing:** thanks to @egleason6 for a great #commschat and everyone else I chatted with :) #commschat

9:03 pm **CommsChat:** Ding ding. That's it, guys. I'm afraid that's all we have time for this week. Huge thanks to @egleason6 for hosting the session. #commschat

9:03 pm **herskos:** @egleason6 Thank you! #commschat

9:04 pm **mazherabidi:** @CommsChat Hi as well to all new followers from tonight, looking forward to chatting with you all. #commschat

9:04 pm **af:** @egleason6 what's the best way to market karaoke equipment via foursquare? #commschat

9:04 pm **egleason6:** Thank you, all! Loved hearing your ideas and would love to continue this convo later. #commschat

9:04 pm **CommsChat:** Thanks to everyone for listening/joining in. We're back next week. Watch this space for announcement on the topic. #commschat

9:04 pm **365insight:** 4 sq for non profits ><http://nonprofitorgs.wordpress.com/2010/01/17/five-simple-and-fun-ways-to-promote-nonprofits-on-foursquare/> #commschat

9:04 pm **corrinnedouglas:** Thx all, tons of good public sector use of 4sq tonight #commschat

9:04 pm **CommsChat:** Good night! #commschat

9:05 pm **hjd1984:** @egleason6 Thanks for a great chat - and persuading my to sign up! No going back now #commschat



- 9:05 pm **TheMediaMktinCo:** @herskos Still the problem of security issues to get over. How long before insurance co's up prices if consumer uses it? #commschat
- 9:05 pm **RachAllen:** Thanks all. @egleason6 thanks for hosting #commschat
- 9:05 pm **herskos:** @af @egleason6 Check in to the karaoke store. Loyal visitors get to use equipment at store for free or pick the song for others? #commschat
- 9:06 pm **livslandolt:** Thanks #commschat joined a bit late but great session ! Thanks to @egleason6 from 4sq
- 9:06 pm **herskos:** @TheMediaMktinCo Need to educate users to use properly. Really can't think of a reason to share loc outside network of friends. #commschat
- 9:08 pm **PaulCTayla:** @jane63c Fair point re homeless etc, but you could still integrate with PC based tech within centres. Gotta start somewhere! #commschat
- 9:08 pm **herskos:** @TheMediaMktinCo Also has security enhancing potential. eg. check in to say you got home safely (to friends only). #commschat
- 9:09 pm **PaulCTayla:** @herskos I like that one, check out - fab idea! #commschat