

Published based on [Foursquare Redefining What Social Media Is](#)

Foursquare Redefining What Social Media Is

[youtube:c1wiGt5aJ0c;Find out more about [\[link:what social media is\]](#);http://www.youtube.com/watch?v=c1wiGt5aJ0c&feature=related]

Foursquare is the epitome of what social media is. It has developed one of the most unique and useful applications of internet technology. Foursquare is a mobile phone application that can recommend a restaurant or show you things to do around town. It also allows the opportunity for you to share your comments and your favorite haunts.

Either in town or far from home this app lets you know the wherever you are like the back of your hand. You will be a local just from checking out some of the comments of the cities inhabitants. It can even steer you away from that sushi place that gives everyone heartburn.

By writing tips about locations you are creating the most interactive travel guide that has ever existed. Reading other user's tips can even unlock an entire agenda for an entire evening on the town. Tips are also a great way to make new friends and find similar interests.

One of the unique and fun features is an achievement based system using what are called badges. Badges are awarded for all kinds of things like discovering a new place, going outside of your comfort zone or even spending way too long at bar. Your customer loyalty can be awarded the mayorship of the location too! It really just makes travelling around the city a fun and exciting game.

It's just a fun app with so much potential. The best part about it is that it can pay off. Coupons and offers for all sorts of free products are just some good reasons to sign up. Most of these offers are for those that have earned Mayorship. Be on the lookout for shops with promotional materials that require you showing a cashier a badge you have earned.

Of all the available social apps integrated with Twitter, Foursquare is superior. Other aspects like graphics and interface are not as refined as other programs but it seems that Foursquare listens to its users. Bugs are usually worked out and fixed within a reasonable amount of time.

If you are a business owner then Foursquare really offers some excellent opportunities to bring in new customers and retaining loyal customers. They even offer promotional materials on their website. There are just a lot of interesting ways to incorporate Foursquare and what social media is into your advertising plan.

Find out [what social media is](#) and how to use it to increase your business. With tips on [how use twitter](#) and other programs that can help you see more success. Head online today and discover more.

You can also find this article published on [Foursquare Redefining What Social Media Is](#), and on the tag pages [Advertising](#), [business](#), [home based business](#), [internet marketing](#), [marketing](#), [small business](#), [social media](#).