

Location-Based Social Networks Resources

Location-Based Listing Services (Get on the Map)

[Google Places](#)

google.com/places

Get your library listed and updated on Google Places. Google Places receive priority in local search returns and are identified on Google Maps with the familiar pin placement. People can visit, rate, and review your library on Google Places.

[Google Places mobile apps](#)

google.com/mobile/places/

[Google Places User Guide](#)

google.com/support/places/bin/static.py?page=guide.cs&guide=28247

[Connecting your business with local customers](#)

google.com/placesforbusiness

[Facebook Places](#)

facebook.com/places

Facebook's answer to location-based social networks. Business can set up a "Place" on Facebook and users can check in using a mobile app or the website. Adds functionality to share where you are when making facebook posts and connect with friends nearby.

[Facebook Places, Guide for Businesses](#)

ads.ak.facebook.com/ads/FacebookAds/Places_advertisers.pdf

[A Field Guide to Using Facebook Places](#), Mashable

mashable.com/2010/08/19/facebook-places-guide/

[How to Use Facebook Places For Your Business](#)

allfacebook.com/facebook-places-business-2010-08

[Facebook Places vs. Facebook Pages](#), Kristin Page

socialimplications.com/facebook-places-vs-facebook-pages/

[Share Where You Are](#)

facebook.com/about/location

[Updating Your Facebook Pages via Facebook Mobile](#)

facebook.com/photo.php?v=10100632125941353&set=vb.10381469571&type=1&th eater

Note: you must be logged into Facebook to access this video.

[Yelp](#)

yelp.com

Social networking, user review, and local search web site. Yelp listings rank high in search engine results.

[Yelp Mobile Apps](#)

yelp.com/yelpmobile

Mobile Yelp apps are supported on a wide range of mobile devices.

[Yelp For Business Owners](#)

biz.yelp.com

Used to manage your Yelp listing, once registered. Statistics and recent activity information is provided at a glance.

[Yelp For Business Support Center](#)

biz.yelp.com/support

The support area within the Yelp for Business Owners management area provides guidance on how to respond to reviews and how to create advertising and deals within the Yelp listing.

[How to Set Up Yelp For Local Business](#), Home & Small Business World

homeandsmallbusinessworld.com/2011/02/how-to-set-up-yelp-for-local-business/

This article includes a short video demonstrating the process to set up your business, or library, on Yelp.

[Foursquare](#)

foursquare.com

Location-based mobile platform with the purpose of "making cities easier to use and more interesting to explore."

[Foursquare App](#)

foursquare.com/download/

Support for iPhone, Android, and BlackBerry.

[Foursquare App Gallery](#)

yelp.com/yelpmobile

In addition to supporting their own mobile app, Foursquare provides an API to allow third party develop of mobile apps using Foursquare data.

[Foursquare For Business](#)

foursquare.com/business/

The Foursquare for Business page provides a guided path for setting up your library's Foursquare page

OR

[Create Your Page on Foursquare](#) (tied to organization's twitter account)

foursquare.com/create_page

[Foursquare Support for Business](#)

support.foursquare.com/forums/177952-foursquare-for-business

Addition Reading, Resources for Tracking Location-Based Social Networks

[Location Based Social Networks & the Arts](#), Devon Smith

slideshare.net/devonvsmith/location-based-social-networks-and-the-arts

Presented at Z Space, San Francisco, April 18, 2011. This "Social Media Masterclass" presents use of location-based social networks which can be applied to any discipline.

[Google Places mobile apps](#)

mashable.com/2010/03/15/location-based-marketing/

[Mashable](#)

mashable.com

"Mashable is the largest independent news source dedicated to covering digital culture, social media and technology."

[Mashable – Location-based Search](#)

mashable.com/?s=location+based

[9 Killer Tips for Locations-Based Marketing](#)

mashable.com/2010/03/15/location-based-marketing/

[Location, Location, Location: 5 Big Predictions for 2010](#)

mashable.com/2009/12/31/2010-location-predictions/

[Why Location-Based Services Will be the Killer App of the 2012 Elections](#)

mashable.com/2011/05/01/2012-election-killer-app/

[Location Based Social Networks, Location Based Social apps and games – Links](#), Claudio Schapsis, BDNooZ, LBS Strategies

bdnooz.com/lbsn-location-based-social-networking-links/

Social apps and games may be the "next big thing" in terms of location-based social networking. This list is a starting point for building awareness of how these services can be used by libraries.

Library Related Articles on Location-Based Social Networks

[Checking In: Location Services for Libraries](#), Melissa L. Rethlefsen, *Library Journal*

libraryjournal.com/article/CA6725234.html

[Location Aware Technology & Libraries](#), Conference on Location-Based Services for Libraries, Joe Murphy (Keynote, February 4, 2011)

joemurphylibraryfuture.com/keynote-for-location-based-services-conference/

[Checking In: Location Services for Libraries](#), Melissa L. Rethlefsen, *Library Journal*

libraryjournal.com/article/CA6725234.html

[NYPL and Foursquare FAQ](#), NYPL

nypl.org/press/press-release/2011/03/30/nypl-and-foursquare

[The National Archives Plays Foursquare](#), National Archives Press Release, February 2, 2011

archives.gov/press/press-releases/2011/nr11-64.html

[Historypin: A Digital Legacy for the World](#), Evan Carroll

thedigitalbeyond.com/2011/07/historypin-a-digital-legacy-for-the-world/

[Library of Congress Historypin Collections](#), collections loaded by Historypin

[historypin.com/profile/view/Historypin%20\(Library%20of%20Congress\)](http://historypin.com/profile/view/Historypin%20(Library%20of%20Congress))

Case Studies

[HootSuite in the Library – A NYPL Case Study](#)

slideshare.net/hootsuite/hootsuite-in-the-library

This case study shows how the New York Public Library uses HootSuite to manage their social media presence. With several social media properties, including Facebook, Twitter, and Foursquare, as well multiple locations and staff involved in the process, NYPL uses tools to help manage all the activity.

[Case Study: Philadelphia Museum Uses Foursquare to Increase Awareness](#)

streetfightmag.com/2011/07/21/philadelphia-museum-uses-foursquare-and-social-media/

Penn Museum used Foursquare to advertise their summer music series and draw people into the museum. They use several social media tools and are looking at LivingSocial and Groupon as future social experiments.

[SnowSense, a Case Study of User-centered Location-based Services](#)

journalofia.org/volume3/issue1/02-eckert/jofia-0301-02-eckert.pdf

Avalanches are often triggered by people in a certain location. This project looks at how to prevent avalanche-related accidents by using location-based services and user involvement. This study illustrates the importance of location-based services in research activities.

[Wireless Technology for Social Change: Trends in NGO Mobile Use](#)

mobileactive.org/wireless-technology-social-change-trends-ngo-mobile-use

The report conducted by the United Nations Foundation and The Vodafone Group Foundation documents how mobile technology is transforming the way advocacy, development and relief organizations do their work. Their global survey, conducted in 2008, found that 86% of non-governmental organization (NGO) employees use mobile technology in their work. As applications and location-based social networks emerge, this mobile technology will further change how these organizations conduct their work in the field. This report illustrates the global role of mobile technology and implications of location-based social networks.