

White House checks in with foursquare

August 16 2011



The White House, in its latest social media foray, has joined the popular location-sharing service "foursquare."

The White House, in its latest social media foray, has joined the popular location-sharing service "foursquare."

A White House page on foursquare had attracted more than 12,600 followers by Tuesday morning, less than 24 hours after it was created.

The White House said in a blog post that the launch was timed with President Barack Obama's bus tour through Midwestern states.

"Through the new White House page on foursquare, you can keep up with the president's tour and check in to let your friends know you're there," it said.

"Now you'll be able to discover 'tips' from the White House featuring the places President Obama has visited, what he did there, plus historical information and more," the White House said.

Foursquare, which has more than 10 million users, lets people log their locations by "checking in" from where they are at any given moment, using smartphones or other Internet-linked devices.

During his 2008 [presidential campaign](#), Obama relied heavily on the Internet for organizing, fundraising and communicating and he is expected to do so again during his 2012 re-election bid.

The White House is an active user of Facebook, [YouTube](#), Twitter, [Flickr](#) and other services.

(c) 2011 AFP

Citation: White House checks in with foursquare (2011, August 16) retrieved 28 April 2024 from <https://phys.org/news/2011-08-white-house-foursquare.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.