This Is How You Mayor:
Taking Foursquare Politics To The Next Level

Prepared by The Hon. Baratunde Thurston
Co-Starring The Hon. Jennifer @Magnolfi

foursquare.com/user/baratunde
@baratunde
about me

#howtomayor w @baratunde
digital director
@theonion

#howtomayor w @baratunde
author-in-progress

#HowToBeBlack

#howtomayor w @baratunde
political writer/activist
@jjpolitics

#howtomayor w @baratunde
f/k/a
@the_swine_flu

#howtomayor w @baratunde
#HowToMayor

#howtomayor w @baratunde
about foursquare
New Social Networking Site Changing The Way Oh, Christ, Forget It
Let Someone Else Report On This Bullshit

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NEW YORK—While millions of young, tech-savvy professionals already use services like Facebook and Twitter to keep in constant touch with friends, a new social networking platform called Foursquare has recently taken the on, fucking hell, can't some other desperate news outlet cover this crap instead?

Launched last year, Foursquare is unique in that it not only allows users to broadcast their whereabouts, but also offers a number of built-in incentives, including some innovative new crap. The New York Times surely has a drooling hard-on for.

In fact, why don’t we just let them report on this garbage and call it a day?

Foursquare is a little bit of everything—a friend-finder, a local city guide, an interactive mobile game,” said company co-founder Dennis Crowley, as if reading from the same tired script used by every one of these Wet 2.0 or whatever-the-fuck-they’re-called startups. “But more than that, Foursquare is an endless string of meaningless buzzwords we just couldn’t bring ourselves to transcribe.”

Added Crowley, “[Who gives a shit].”

According to sources we feel really, really sorry for, Foursquare works by allowing users to “check in” from their present location, whether it be a bar, restaurant, nearby magazine stand, or man, this piece would be perfect to hand over to hat schmuck Dan Fletcher at Time magazine right about now.

#howtomayor w @baratunde
delicatessen

#howtomayor w @baratunde
owner john buffa

#howtomayor w @baratunde
@baratunde vs. @ronjdub

#howtomayor w @baratunde
Cumulative Mayor Oustings

- Baratunde Ousts Ron
- Ron Ousts Baratunde

#howtomayor w @baratunde
49 days of peacetime mayorship...

#howtomayor w @baratunde
July 14, 2010
the @magnolfi challenge

#howtomayor w @baratunde
foursquare mayor war as political campaign

#howtomayor w @baratunde
Baratunde T. shouted:
OMFG the lines are being drawn.
@Magnolfi is building a coalition w
@ronjub. #ThePoliticalFightOfMyLife
#MayorThurston
21:35

#howtomayor w @baratunde
ground rules

#howtomayor w @baratunde
real check ins only

#howtomayor w @baratunde
30 days

#howtomayor w @baratunde
keep it clean

#howtomayor w @baratunde
sudden death

#howtomayor w @baratunde
Campaign Day 1: breakfast and a photo opp with the owner
#ReelectMayorThurston
29 mins ago
oh canada & vegas baby

#howtomayor w @baratunde
Evaluating a potential sister venue for Delicatessen in NYC #ForeignRelations #ReelectMayorThurston (@ Reuben's Restaurant Delicatessen)

17 Jul via foursquare  Favorite  Reply  Delete

View Tweets at this place

#howtomayor w @baratunde
shit gets real

#howtomayor w @baratunde
magnolfi
@baratunde not my style. I believe in creativity. #delicatessen #magnolfi4mayor

baratunde
OMG!! Waitress @Delicatessen noticed I almost drank from broken glass. Assassination attempt by @Magnolfi??
#ReelectMayorThurston

#howtomayor w @baratunde
Support term limits, get @baratunde out of office. Delicatessen needs a change. #MagnolifiForMayor
4 days ago via Tom L.

Please support the reelection of Mayor Baratunde Thurston who has served the people of Delicatessen with honor for months. Use hashtag #ReelectMayorThurston
Since you're at Delicatessen, magnolfi says: Drink recommendation - not on menu - "The Toast of the Town" designed by Barry: 1/2 ounce lime juice, Strawberry, 1/4 ounce Campari, Prosecco, lemon twist - in a champagne flute.

#magnolfi4mayor

Close  Save
Behind #MayorThurston's campaign cocktail at @DeliNYC: The
#WhiskeyThurston http://post.ly/ort8
kenyatta c. @ Delicatessen
Thought I was going to lunch, ended up as the proverbial Palin baby in the midst of Magnolfi & Baratunde's mayorship campaign.
46 mins ago

#howtomayor w @baratunde
run-in

#howtomayor w @baratunde
In such an anti-incumbent environment, I'd be foolish to have blind confidence in my re-election bid. I am cautiously optimistic, but the key word is caution.

In electoral politics, they say 80 percent of success is showing up. In Foursquare politics, 100 percent of success is showing up.

We need campaign finance reform. It's very expensive to run a campaign like this, and I may have to seek creative financing. Mayorship should be about service to the people, not how much you're willing to spend on a Cider Mustard Glazed Porkchop

#howtomayor w @baratunde
One of the great things about Foursquare is that it allows you to bring play into simple things like visiting a local restaurant. With that comes competition among friends, which is exactly what happened here.

For me, it has a lot to do with Design. In my work, I explore the ability to change and re-program environments to create new experiences. There are many design details I like here, from furniture, to lighting, to the use of photography. The retractable exterior walls, however, are my favorite signature piece.
the rally

#howtomayor w @baratunde
first ever foursquare mayoral rally

#howtomayor w @baratunde
speech!

#howtomayor w @baratunde
coalition government?

#howtomayor w @baratunde
d day

#howtomayor w @baratunde
Canvassing. Oh, hello BX (@Gustavo Rivera For NY State Senate Campaign HQ) http://4sq.com/a9BcTQ

#howtomayor w @baratunde
I just ousted @baratunde as the mayor of Delicatessen on @foursquare!
http://4sq.com/6sKRLF

from Delicatessen & Macbar, New York
foursquare • 8/8/10 13:58

#howtomayor w @baratunde
the phone call
management on board
work it

#howtomayor w @baratunde
#howtomayor w @baratunde
inauguration

#howtomayor w @baratunde
a tremendous gathering

#howtomayor w @baratunde
Mayoral Inauguration Bash

... 

Signature Cocktails

Whiskey Thurston $10
Maker's Mark, honey, lemon juice, & flaming orange zest

Magnolfi's Spritzer $10
Lime juice, strawberry, Campari, prosecco, & lemon twist

#howtomayor w @baratunde
@tristanwalker from foursquare

traveled from the bay area for inauguration

#howtomayor w @baratunde
the oath of office

#howtomayor w @baratunde
what we accomplished

#howtomayor w @baratunde
> 2x followers for @DeliNYC

#howtomayor w @baratunde
press coverage by Metromix and WNYC’s Brian Lehrer
(but not the lame NY Times)

#howtomayor w @baratunde
full staff and management of Delicatessen aware of Foursquare and starting to use it

#howtomayor w @baratunde
mayoral glasses for exclusive drinking

#howtomayor w @baratunde
a friggin RALLY

#howtomayor w @baratunde
interview with the architects

#howtomayor w @baratunde
made Delicatessen trending venue during inauguration

#howtomayor w @baratunde
a friggin INAUGURATION

#howtomayor w @baratunde
official support of foursquare

#howtomayor w @baratunde
stronger friendships

#howtomayor w @baratunde
set a new bar for mayors

#howtomayor w @baratunde
gustavo rivera won his real election vs. pedro espada!
that's it

baratunde.com/franscrollow

send @magnolfi a congratulations for her victory
visit bajillionhits.biz cause it's awesome

#howtomayor w @baratunde