

## How Does a Place Collect User Moments?

On Currently, every place — like a café, gym, restaurant, or event venue — has its own social footprint built through real user activity.

When people check in and post a moment at that place, their content becomes part of that location's permanent story.

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## What Is a Place Profile?

A Place Profile is an auto-generated page on Currently for any public location. It shows:

- ☐ The name and type of the place
- ☐ A list of user-generated moments tagged there
- ☐ A footfall count (how many users have visited and posted)
- ☐ A visual timeline of who did what, where, and when

## How Are Moments Collected?

Whenever a user:

1. Posts a moment
2. Uses the Check-In feature
3. Tags a specific place from the location list

That moment gets automatically attached to the place's profile.

## What Content Shows Up?

Only moments that are:

- ☐ Tagged with the place
- ☐ Public or set to Followers Only (if you follow that user)
- ☐ Not deleted or expired by the user

These moments appear on the place’s profile as a live feed of activity — building its credibility and discoverability.

Why Does It Matter?

- Every check-in = permanent footfall
- Moments become word-of-mouth content for that place
- Helps others see what’s happening at a location before they visit
- Great for local businesses, events, and communities looking to grow visibility

Think of it like Instagram for locations — except real, live, and user-powered.

How Do Businesses Benefit?

- Authentic social proof through real people’s content
- Increased visibility on the Map and Search
- Higher chances of attracting new visitors
- Ability to claim the place and access advanced insights *(feature coming soon)*

Summary

Action	What It Does
User checks in at a place	Their moment is added to the place’s profile
Content is public	Becomes visible to others in Discover, Map, and Search
Footfall increases	Builds credibility and visibility for the place
Social proof	Real users help promote the place through their activity

Every moment you share at a location adds to its story — creating a rich, live feed of real-world activity. That's the power of Currently — where your presence becomes permanent proof.