

Custom action: 'Drop a gem on'

Gemster

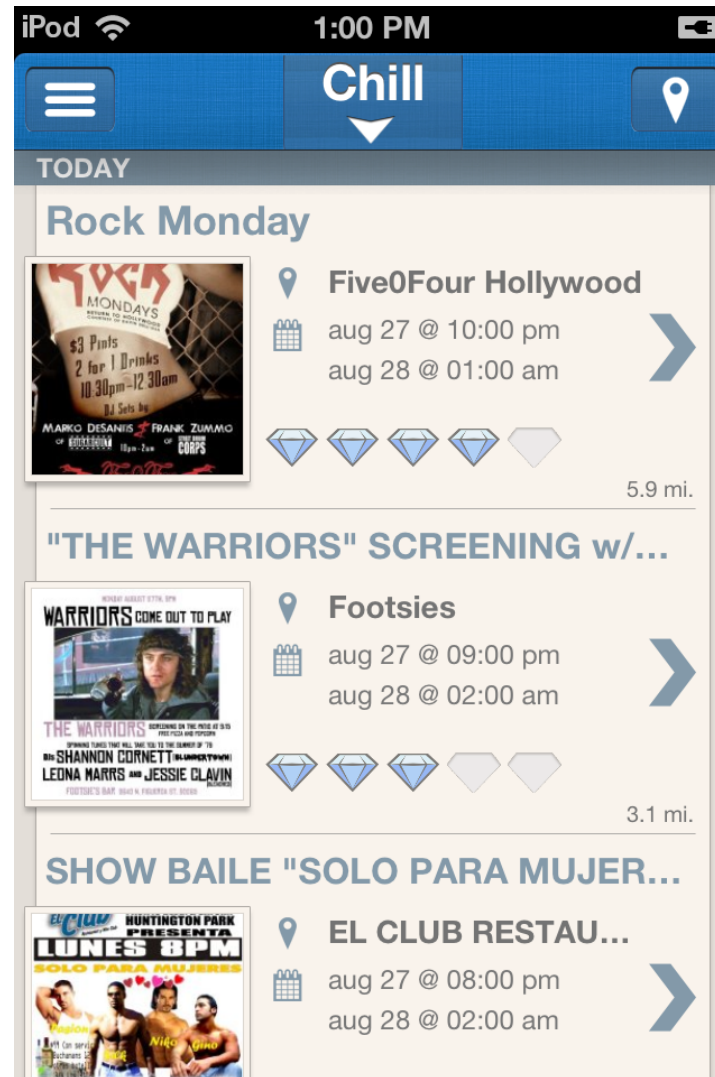
What is Gemster

- Social Event Finder
 - Looking for the next big event in town, just want to chill-out with your friends or discover new places?
 - Gemster makes it easy to find and interact with the best local events, anywhere in the world.
 - From the most popular nightclub to the smallest art gallery or bar down the street, Gemster helps you find local events matching your mood.
- With Gemster you can:
 - Discover the largest choice of local events
 - See where your friends are invited and their rsvp status, the crowd attending, the gender ratio, and much more...
 - **Drop gems on (=> up-vote) events you like** and tell the world about it
 - Get social - post comments, pictures, share events with your Facebook friends
 - Follow your party friends, discover their events
 - Keep track of interesting events
 - Promote your events

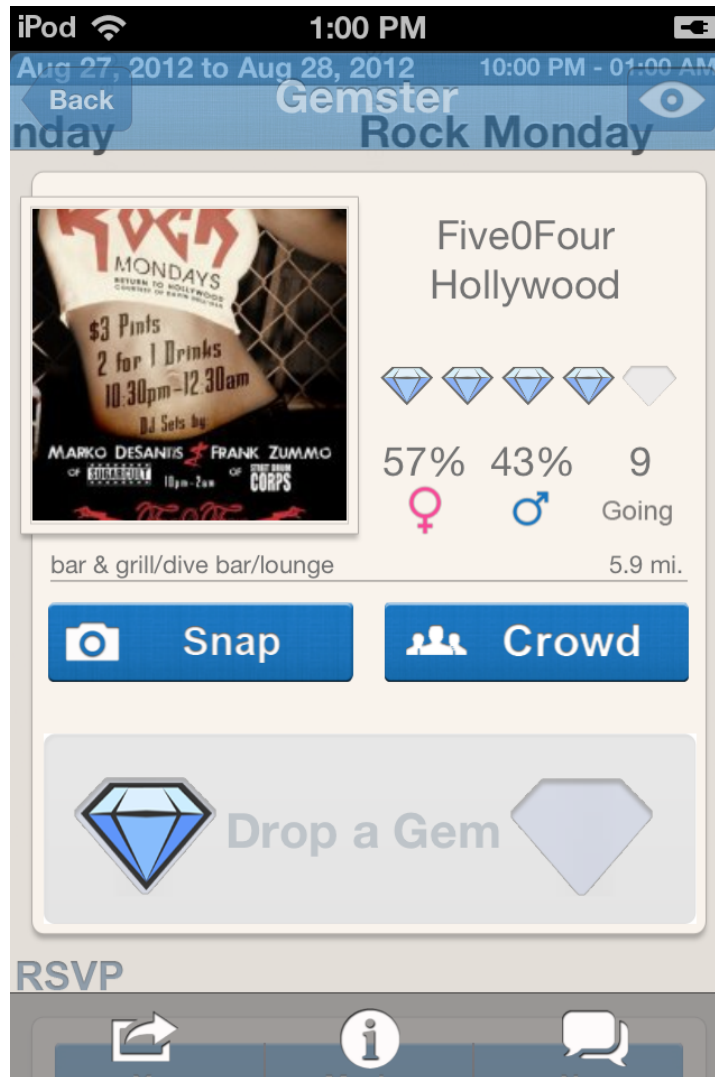
Drop a Gem on an event

IOS APP: 3 STEPS

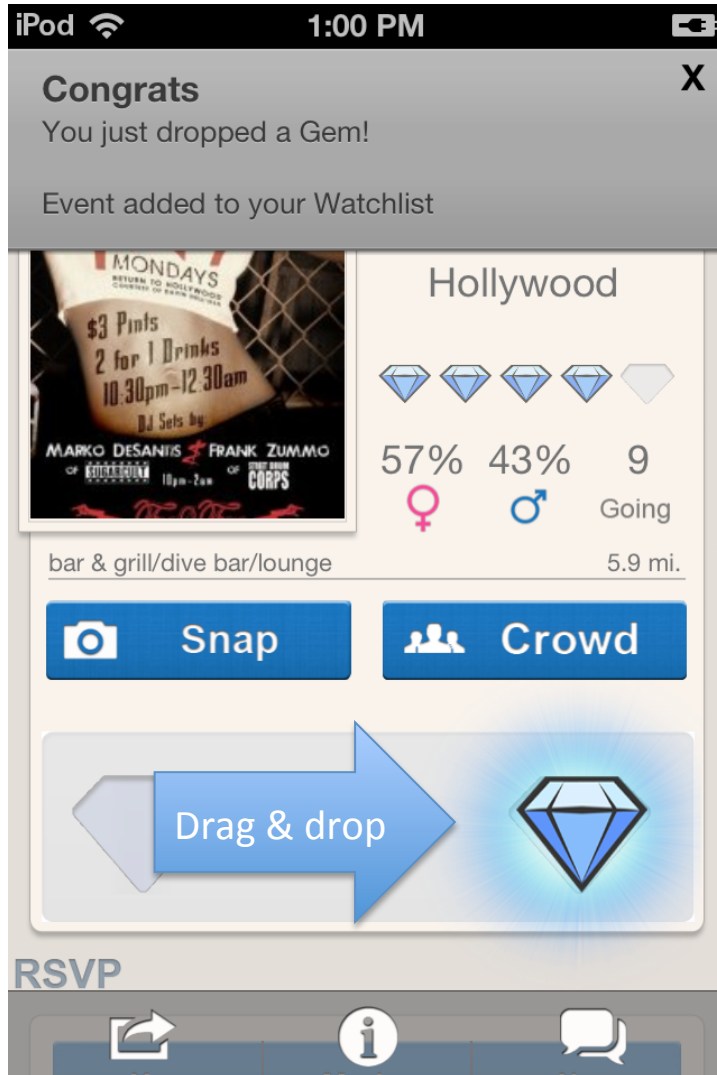
Step 1: Events List



Step 2: Event Details



Step 3: Drop a Gem



- User Action:
 - Drag and drop the gem from the left side to the right side of the screen
- Action effect:
 - Up vote this event in our system
 - POST FACEBOOK ACTION

Drop a Gem on an event

FACEBOOK ACTION

Action & Object

- Action url
 - https://graph.facebook.com/me/gemsterapp:drop_a_gem_on
- Object event
 - http://gemsterapp.com/facebook/event_page.php?eid=402365273158650 where eid is a facebook event ID
- Meta tags

```
<head xmlns:gemsterapp="https://apps.facebook.com/gemsterapp/ns#">
```

```
<meta property="fb:app_id" content="299292173427947" />
```

```
<meta property="og:type" content="gemsterapp:event" />
```

```
<meta property="og:title" content="Rock Monday" />
```

```
<meta property="og:image" content="https://graph.facebook.com/402365273158650/picture" />
```



```
<meta property="og:url" content="http://gemsterapp.com/facebook/event_page.php?eid=402365273158650" />
```



```
<meta property="og:description"
```


```
    content="Five0Four Hollywood | Gemster makes it easy to find and interact with  
    the best local events, anywhere in the world." />
```

```
</head>
```


Result on Facebook

facebook  

 **Cha Man** **Activity Log** 


All 


2012
August
July
June
May
April
March
February
January
2011



August 2012

Today


1:00pm


 Cha dropped a gem on **Rock Monday** with Gemster.




Rock Monday  


12:21pm


 Cha dropped a gem on **DEUX SONS at THE SAYERS CLUB 21+** with Gemster.







12:16am


 Cha dropped a gem on **BLUE MONDAYS Discount Pass** with Gemster.








12:14am


 Cha dropped a gem on **The Geeks Shall Inherit the Earth** with Gemster.




The Geeks Shall Inherit the Earth  


12:13am


 Cha dropped a gem on an event with Gemster.








12:09am


 Cha dropped a gem on **Pussy Riot Benefit Show!!** with Gemster.






Pussy Riot Benefit Show!!  

12:05am

 Cha dropped a gem on **Bleu, Air Traffic Controller, Jess Furman at Hotel Cafe** with Gemster.



Bleu, Air Traffic Controller, Jess Furman at Hotel Cafe  



Rock Monday
Five0Four Hollywood | Gemster makes it easy to find and interact with the best local events, anywhere in the world.

og:url on click



Aug 27, 2012 to Aug 28, 2012

10:00 PM-01:00 AM

ock Monday • Rock Monday • Rock



Five0Four
Hollywood



56%
♀

44%
♂

9
Going

bar & grill/dive bar/lounge

6541 Hollywood Blvd, Los Angeles, CA 90028, USA

Hollywood's famed Rock Monday's has found a new home at Five0Four Hollywood this Summer courtesy of Davin Dell'osa

10pm-2am: DJ's Marko DeSantis of Sugarcult and Frank Zummo of the Street Drum Corps are going to rock your fuck*ing face off all night long.

10:30pm-12:30am: Reverse Happy Hour featuring 2 for 1 premium and super premium drinks and \$3 pints



[Get the app](#)

More info needed ?

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