

Klout Engineering

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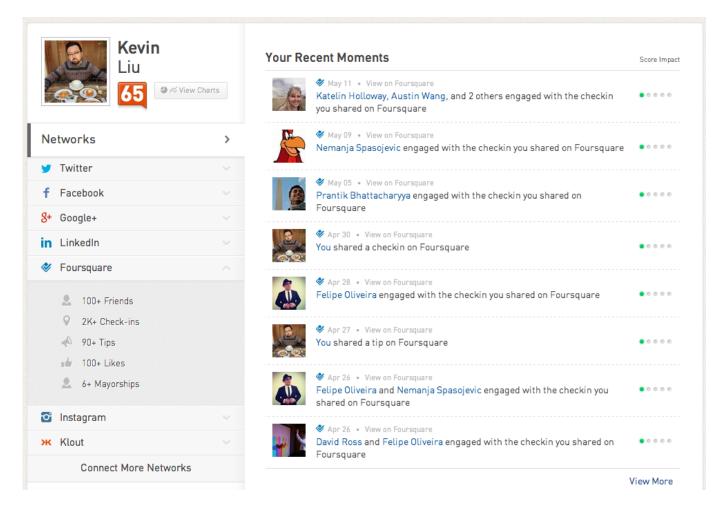
Checking in on Foursquare

May 14th,	2013 t	y Prantik Bhattach	ıaryya		
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At Klout, our mission is to empower every person by unlocking their influence. Klout measures influence across several social networks and shows users how they impact the people connected to them. As social networks evolve, it's important for us to understand new ways users are communicating with their audiences and update our analytical methods to integrate new features.

We are happy to announce an update for our users who have Foursquare connected. Starting today, new Foursquare stats will be displayed on users' dashboards and will appear under "Your Recent Moments".

We'd like to highlight our Director of Product Engineering, Kevin Liu, and show how his dashboard looks with the latest update. Kevin is an avid Foursquare user who loves to explore San Francisco's restaurant scene.



We measure influence on Foursquare by our users' ability to drive social actions. Interactions on a user's check-ins and tips as well as the number of friends and mayorships form the basis of how our algorithm measures Foursquare actions. Details about how the actions are incorporated into the Klout score can be found here.

We welcome you to <u>connect</u> your Foursquare account to Klout. A special thanks to the team at Klout for making this happen, particularly <u>David Ross</u>, <u>Naveen Gattu</u>, <u>Adithya Rao</u> and <u>Sean McGary</u>. If you're interested in joining the team behind the Klout algorithm, we are hiring!

Tags: announcements, measuring influence.

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