

New app brings social networking to intramurals

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Contributor

The new app REC*IT, launched by MOKO Social Media, offers a solution to the lack of communication between students and recreational facilities in regards to intermural team information.

REC*IT allows students and athletic coordinators to access information not only concerning intramural games, but also regarding recreational activities campus-wide, local fitness locations, and intramural registration dates.

According to David Oestreicher, president of REC*IT, recreational activities like intramural sports are "actually the single largest activity on campus," with approximately 75 percent of students involved.

Oestreicher calls REC*IT "an investment for the Clemson campus in which the vastly underserved community of non-NCAA college athletes are able to receive new age

connectivity with fitness class or intramural updates in real time."

This is possible because the information on this app is directly connected to the IM leagues server used to coordinate colligate intramural teams across the country. By partnering with IM leagues, REC*IT creates a personalized experience for each student, showing his or her specific game times and important updates the second the administrator enters the data.

Oestreicher also emphasizes the convenience as it eliminates the need to consult emails or the IM leagues website for schedules. "Now you don't have to scroll through a bunch of junk to get what you need," Oestreicher said in reference to the many emails students receive every day.

Megan Byham, a sophomore industrial engineering major and intramural kickball captain, has already begun using the app. "This app condenses the information available on IM leagues, making it easy to find

the information and relay it to my team," Byham said. "The app will be especially helpful going into playoffs where games can be scheduled any time of the week."

Jacob Scott, a sophomore microbiology major and Fike employee, was recently introduced to the app. Scott said "REC*IT is really an improvement. It allows me to access my [intramural] game times significantly faster."

Brianna Youngblood, a junior biochemistry major, said, "It is a very convenient app; especially if you are athletically involved. REC*IT is much better than getting all of the intramural emails."

In MOKO Social Media's press release, they announced that "REC*IT is free to download and now live on 862 colleges with over 11 million students across the United States & Canada." The REC*IT app is available for Apple users in the App Store and for Android users on Google Play.

