QR Codes spread the word

Imagine

Wouldn't it be great if you could post flyers around your community that automatically updated? When you create the next list of new mysteries, romances, westerns, and upcoming events, these flyers would immediately display the new information. These flyers would be posted on:

- Bulletin boards in local stores, restaurants, churches and schools,

- Restaurant placemats

- Front window and door of the library to be seen when the library is closed,

- Bookmarks handed out during check out,

- Refrigerator magnets printed by the library on magnetic paper (See http://bit.ly/ubLXpR)

- Anywhere you would place flyers.

People would learn that when they want to know what's new at the library, they only need to look at these flyers. Up-to-date Information about the library would be available all over town, even in people's homes, 24-hours a day.

QR Codes allow you to implement this vision.

People with smartphones can download a free app called a QR Code scanner on their device. This scanner uses their smartphone's camera to scan QR Codes. The scanner translates QR Codes into text or, for our vision, a URL, i.e., Web address. Clicking this URL opens the smartphone's Web browser, displaying your library's Web pages, simplified for the small screens of smartphones. These Web pages list new books, DVDs, upcoming events, library hours, library contact information, and any other information library staff want people to know. These QR Codes are printed out and posted around the community. Updating the Web pages automatically and immediately updates information retrieved by scanning the QR Code. Implementing this vision takes several hours, but once all the components are in place, marketing becomes very efficient.

Implementing this vision requires:

What are QR Codes?

- http://bit.ly/eN78qO

- http://bit.ly/vPYVc1

- One interesting way to see QR codes being made is to type in the 'message area" on this page. http://bit.ly/ufQsZ1

What are they good for?

- http://bit.ly/b4a6OD

- In books: http://bit.ly/7LlXV6

- In the library: http://bit.ly/v5xv7K ; http://bit.ly/aLWlk7 ; http://bit.ly/ttZoSN ; http://bit.ly/rwYv18 ;

- The Contra Costa County Library in Pleasant Hill, California has a project called SnapNGo. QR Codes scattered around the library link to a Web site at https://snapngo.ccclib.org/ specially for mobile devices.

  The *Sarah's Ray* poster on the right has a QR Code linking   to books like *Sarah's Ray*.

Snap & Go is a project of The Contra Costa County Library, bringing library services to your mobile phone.

SNAP⚓GO

If You Like...

We're tagging very popular books with a QR code that leads you to other books you might like to read. So, please enjoy these read-alikes!

http://guides.ccclib.org /ifyoulike

Sarah's Key

Comments (0)

Teaching patrons about QR Codes smartphone apps

Dear Patron,

You will see QR Codes in the library and around town. These QR Codes link to your public library's mobile device Web site listing new materials and upcoming events in the library.

Reading QR Codes requires a free "app", i.e., application, on your smartphone. Search for "QR code" in your iPhone's or Blackberry's "Apps Store" or Android's "Market Place" for free QR Code scanners. Reviews of QR Code scanners are at http://bit.ly/3xundO and http://bit.ly/k3p9Xn .

After the app is installed, open the app and use your smartphone's camera to scan the QR Code. This will take you to our library's mobile Web site.

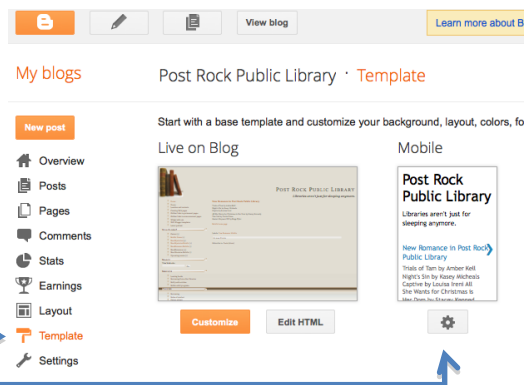New in the Library

These videos explain more about QR Codes

- http://bit.ly/eN78qO

- http://bit.ly/vPYVc1

Adding mobile Web pages to your library's Web site

The Vanity QR Codes above are to the Post Rock Web site at http://bit.ly/vmG2pw . This is a Blogger site.

1. Update Blogger's interface, if necessary. Try to following step 2 below. If clicking "Templates" does not show the Mobile window, then your Blogger interface needs updating. Look around for a link near the top of the page saying, Try the new Blogger interface.

2. On the left menu, I clicked "Templates".

3. Next, below the "Mobile window", click the gear.

4. This opened another window shown below.

5. Click the radio button in front of "Yes. Show mobile template on mobile devices."
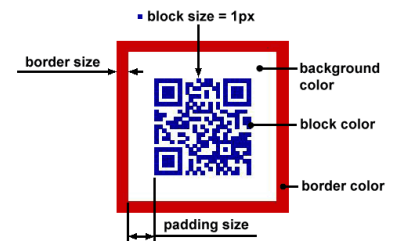
6. Click "Save".

When someone uses a mobile device, i.e., smart phone, to go to the Web site, Blogger displays only the main, center column of the Web site. Menus in the left or right columns are not shown. Therefore, visitors using mobile devices can't click menu links to see the rest of the Web site. Therefore, you must create Web pages specifically for mobile devices with links to the pages you want mobile device users to see. These Web pages are quick and easy to produce because they are only text, i.e., contain no pictures, and use minimal formatting.

- Post Rock mobile home page includes
  - o library hours,
  - o contact information and
  - o links to pages listing new mysteries, new romances, new westerns, upcoming events.
- Web page listing new mysteries plus a link to the mobile home page.
- Web page listing new westerns plus a link to the mobile home page.
- Web page listing new romances plus a link to the mobile home page.
- Web page listing upcoming events plus a link to the mobile home page.
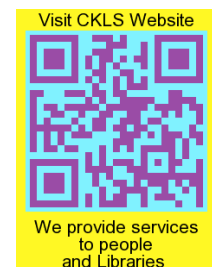- The URLs for these Web pages are the links used in the QR codes.

Chris Rippel, Central Kansas Library System
December 2011

Using QR Code generator to make QR codes linking to those mobile Web pages

QR Stuff at http://www.qrstuff.com/ Their QR code generator produces codes forWebsite URLs, plain text, Google map location, contact information, YouTube videos, etc.

Mobilefish at http://bit.ly/djAOYJ produces QR codes with colorful borders, backgrounds and padding as shown on right. Block sizes can be various sizes and rotated.

Online QR Code Generator at http://bit.ly/u8e8CG creates colorful codes with one line of text above and up to three lines of text below the image. No rotation or borders.

Qrilize http://bit.ly/uPD8Dz allows logos and pictures in the middle of codes. Change size of code only.

Vanity QR Codes at http://bit.ly/hp8RsC produces fancy QR codes. Vary texture, background vs. foreground color, rotation. These could be placed on walls, shelves or even in books.

Chris Rippel, Central Kansas Library System
December 2011

QR Code bookmarks

New in the Library

This is a QR Code.

Use a QR Code app to scan this square with a smartphone camera.

This will open the Web browser on your smartphone and display Web pages listing new books, DVDs and upcoming events in the Post Rock Public Library.

For more information about this process, ask library staff.

Post Rock Public Library
200 N. Main Street
Post Rock, KS 76511
785-111-111
postrockpl@email.com

Refrigerator magnets

Post Rock Library

New romance

New westerns

Chris Rippel, Central Kansas Library System
December 2011