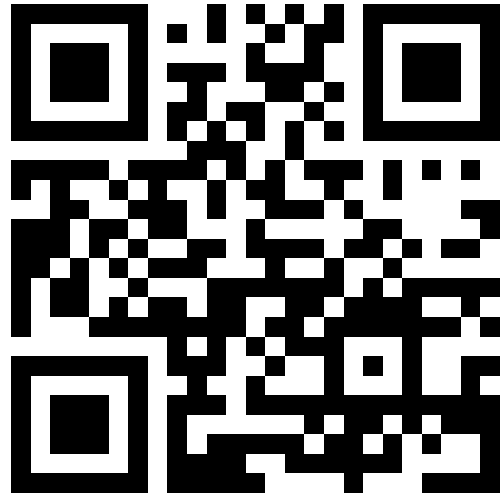# Marketing Your Law Library with QR Codes

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CLEVELAND LAW LIBRARY

APRIL 27, 2018
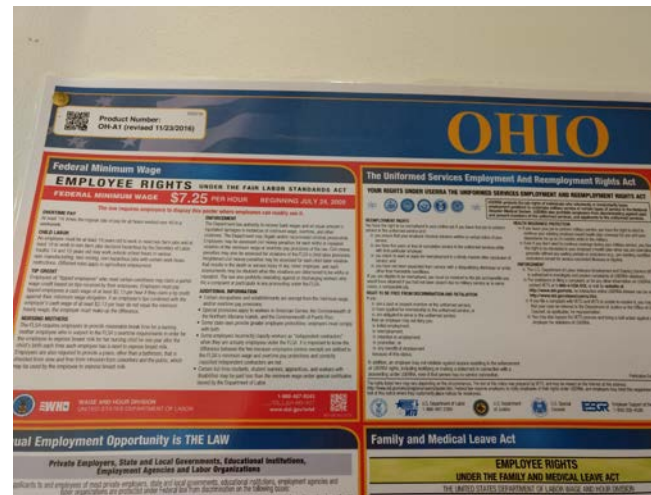
Definition of a QR Code

- A QR code or Quick Response Code is a:
  - Two-dimensional (2D) barcode.
  - Small square of dots with over 4000 characters.
- A QR Code contains encoded or pixelated information.
- A QR Code can be read or scanned by using an APP on a SmartPhone called a QR code reader.

QR Codes are Everywhere

- My shamrock plant
- Our Employment Poster
- Parking garage tickets
- My Diet Coke bottle
- …

Where Lawyers Are Using QR Codes

- Business cards
- Letterheads
- Free articles, blog content, ebooks
- Firm brochures
- Emails, news releases
- Portfolios of large verdicts they have won
- Lists of representative clients
- Law firm rankings
- Lawyer and/or law firm bios
- Presentations, speeches, videos
- Specialties
- Diversity initiatives

Why Use QR Codes?

▶ QR codes are cutting-edge new marketing tools:

  ▶ *Free* and *easy* way to connect with patrons and potential patrons

  ▶ Demonstrate that your law library embraces emerging technologies

  ▶ Particularly appeal to millennials and those in newer Gen Z and Gen Alpha generations who were born as digital natives

How Law Libraries Can Use QR Codes
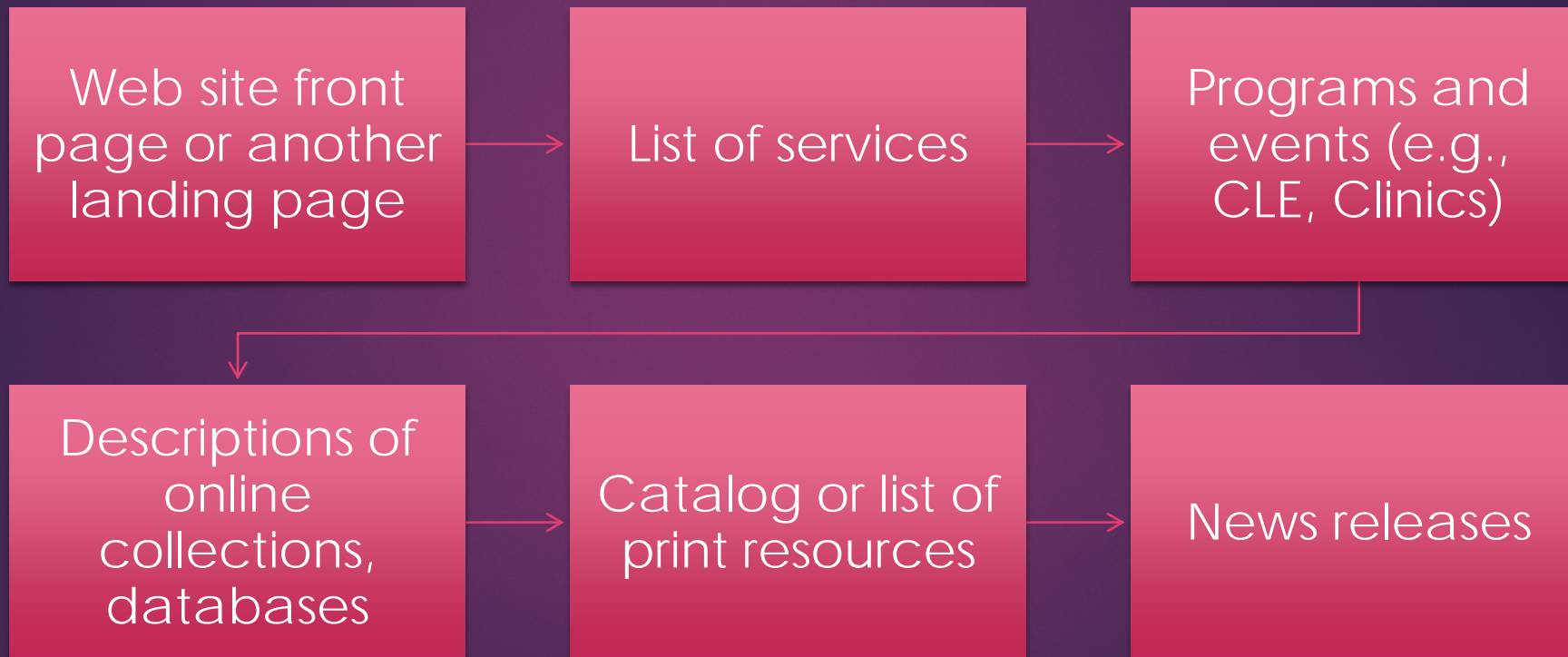
Incorporate into Print:

- Flyers
- Brochures
- Bookmarks
- Signage
- Business Cards
- Letterhead
- Postcards
- Labels on book stacks/ranges

Embed Online in:

- Emails
- Newsletters
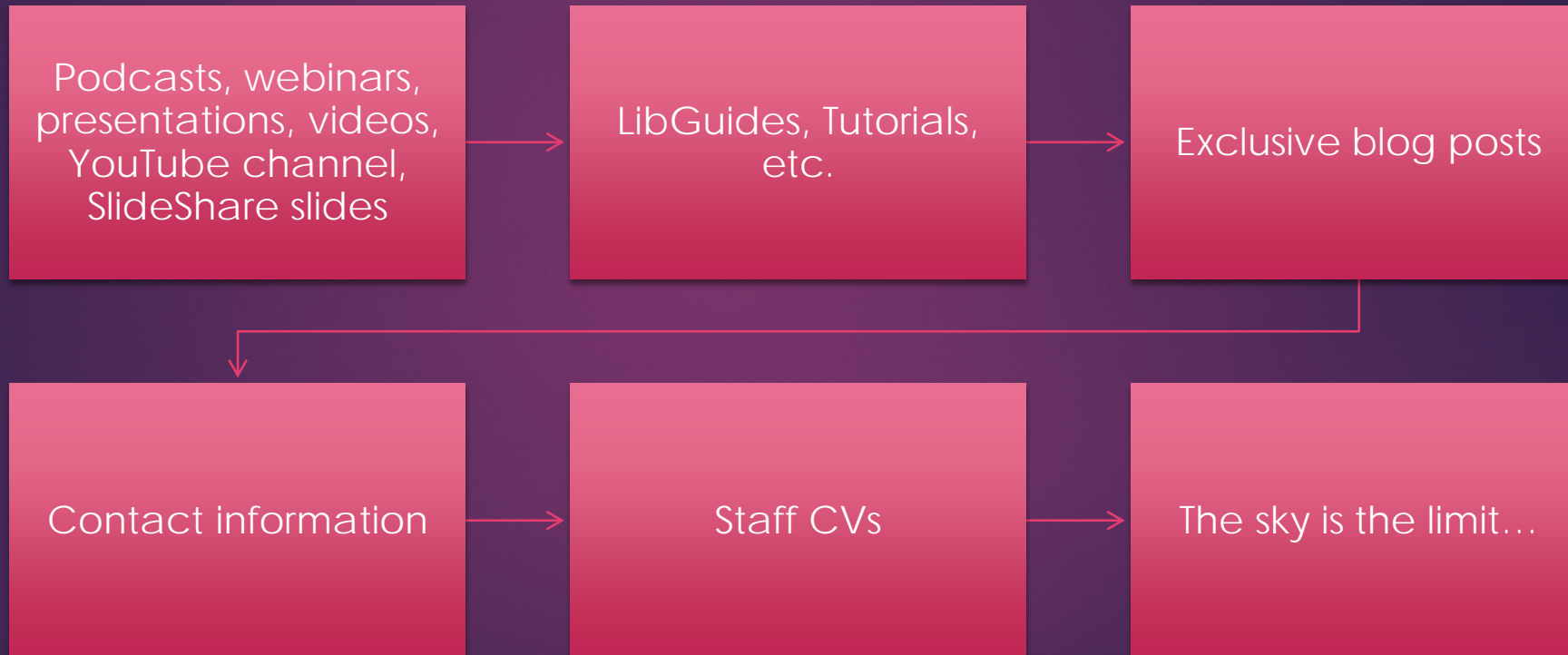- Web pages

Content to Link with QR Codes

Web site front page or another landing page → List of services → Programs and events (e.g., CLE, Clinics) → Descriptions of online collections, databases → Catalog or list of print resources → News releases

Content to Link with QR Codes (cont'd)

Podcasts, webinars, presentations, videos, YouTube channel, SlideShare slides → LibGuides, Tutorials, etc. → Exclusive blog posts

Contact information → Staff CVs → The sky is the limit…

Embedded QR Codes in Web Pages

Google Chrome: Right click on the page and choose "view page source"

http://clevelandlawlibrary.org/Public/Misc/subjects/QRCodes.html

Microsoft Edge: Right click on the page and choose "View source"

http://clevelandlawlibrary.org/Public/Misc/subjects/QRCodes.html

img= image

alt=text string (e.g., a title)

src=source (e.g., jpeg, png)

Caveats for Using QR Codes

Make sure to only link to content that is optimized for reading on mobile devices.

- Easy to read on small screens
- Content loads quickly

Leave some white space around each QR code to enable easy scanning.

How We Are Using QR codes

Marketing materials

Stacks for our subject collections
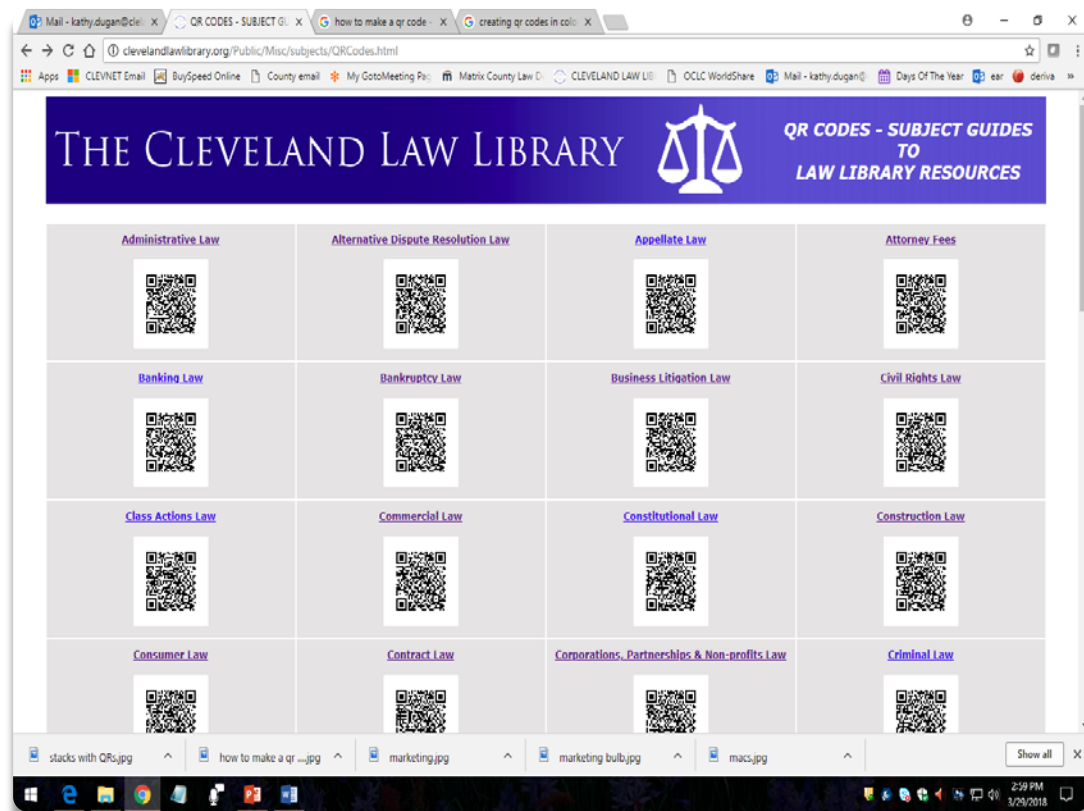
Subject Guides to our print/online collections

Marketing Materials

SHOW AND TELL

Stacks

Subject Guides

HTTP://CLEVELANDLAWLIBRARY.ORG/PUBLIC/MISC/SUBJECTS/QRCODES.HTML

How Other Law Libraries are Using QR Codes

Cornell Law Library: links to online resources; links from print items to their electronic equivalents

- https://blog.law.cornell.edu/library/2011/07/14/qr-codes-hit-the-library/

University of Wisconsin School of Law: links to subject guides and online resources

- https://law.wisc.edu/newsletter/Law_Library_and_IT/QR_Codes_in_the_Law_Library_Scan_2013-12-10

Florida A&M University Law Library: links to information about circulation and reference policies; on the ends of book ranges to explain what the ranges contain

- http://library.famu.edu/c.php?g=276137&p=1842421

How to Create QR Codes

- Use a QR code creator or generator
- We use:
  - QR Code Generator (free):
  - https://www.the-qrcode-generator.com/

Customizing QR Codes

▶ Customization
  ▶ Select Colors
  ▶ Add a Logo
  ▶ Choose a shape

Custom QR Code: McDonalds*

Fancy with Logo

Fancy with Custom Background

Caveat for Customizing

▶ Some QR readers cannot read customized codes

Custom QR Code: McDonalds*

Fancy with Logo

Fancy with Custom Background

How to Read/Scan QR Codes

▶ QR codes are read or scanned using an APP called a QR code reader or QR code scanner.

▶ Some newer SmartPhones come equipped with pre-installed QR code readers.

▶ We use:

  ▶ Lightning QRcode Scanner (*free from Application4u*)

  ▶ QR & Barcode Scaner (**free** from TeaCapps)

▶ There are a lot of free readers/scanners available:

  ▶ http://www.708media.com/qrcode/qr-code-readers-iphone-android-blackberry-windows-phone-7/

Presentation Is Available Online

TO VIEW THIS PRESENTATION ONLINE, DOWNLOAD A QR READER AND SCAN THE QR CODE ON YOUR POSTCARD.

Questions?

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