

**Superiorland Library Cooperative**  
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**Prepared by Jean Montgomery**

QR (Quick Response) Codes are used to:

- Connect to a mobile website
- Watch a video
- Send an SMS (text) message
- Make a phone call
- Embed contact info on a business card
- Embed text (i.e. scavenger hunt)
- Map an address
- Send email

Ideas for embedded URLs

- Mobile library website
- Mobile card catalog
- Mobile databases
- Instructional videos on YouTube
- Place inside books and on shelves to lead to book trailers, mobile friendly blogs and author sites
- Mobile versions of book suggestions or read-alikes
- Virtual tour of the library
- Library blogs that are mobile optimized (Blogger and Wordpress automatically convert their content into mobile versions)
- Library event registration or flyer from a website

Ideas for Library Services

- Contact information (phone number and email)
- Geo location/map of library
- SMS (text) for text reference services (Google Voice is a free text service)
- Giveaways or coupons (embed text or graphic)
- Create a scavenger hunt

Here is how to generate the codes:

- <http://qrstuff.com/> - choose type of link on the left
  - type in url (i.e. <http://ibistro.uproc.lib.mi.us/bookmyne.html>) page where link to bookmyne download for iDevices and android. Hit enter and a QR code will open and be available to print or copy to a document and then print.
  - Facebook page – you can set it up to automatically like you if they scan it or a link to the libraries page -(i.e. <https://www.facebook.com/UPRLC>) uprlc facebook page. You can also choose pictures to place the QR code on top of.



- Youtube video – find the video on youtube and click on share to get the url (i.e. <http://youtu.be/Wd8HuC15jXQ> using Meldatabase Chiltons) Hit enter and a QR code will open and be available to print or copy to a document and then print.

Not about MS Tags – they only work on Microsoft devices. We highly suggest using the QR codes.