

QR Codes: A Free & Easy Way to Connect With Your Customers

LibraryLinkNJ Webinar with Meredith Farkas, 11/29/11

Chat Transcript

Sophie Brookover: (14:19) Good afternoon & welcome! We're going to get going in about 10 minutes.

Sophie Brookover: (14:20) Before we do, I'd like to encourage those of you who may be tweeting this session to follow @librarylinknj on Twitter, and to use #LLNJ_qr in your tweet!

Sophie Brookover: (14:20) Sorry, tweets!

Sophie Brookover: (14:20) If you experience technical difficulties, such as being booted from the room or losing sound, the #1 fix for most technical problems is exiting the room & re-entering.

Lynn Paro: (14:21) no sound now

Lynn Paro: (14:21) oh, okay yes

Sophie Brookover: (14:22) If you experience more serious technical difficulties, we are unfortunately without a tech back-up person today, due to connectivity issues in the LibraryLinkNJ office.

Sophie Brookover: (14:22) I apologize for any inconvenience! I would help myself but will be helping out Meredith with the polls for this webinar, so I will need to keep an ear & an eye on the computer the whole time.

Meredith Farkas: (14:23) How's the weather in NJ today?

Lynn Paro: (14:24) Hello, I'm from the Ocean County Library the Beachwood branch. Smallest branch of the 21 in the system. I'm open to learn anything about QR Codes because I don't know anything.

Lynn Paro: (14:25) It is in the 60's in Ocean County, NJ but it just started to rain.

Laurie Cranston: (14:25) Hello, I'm from Woodbury Public Library, in Gloucester County.

Terri Heebner: (14:26) Hello. I'm from Ocean County, Manahawkin.

Meredith Farkas: (14:26) yay Ocean County. My father's business is in Lakewood.

Lynn Paro: (14:27) Yes

Elissa Malespina: (14:27) I am the librarian at South Orange Middle School

Elissa Malespina: (14:27) I am

Meredith Farkas: (14:27) Ha!

Jalyn Warren: (14:27) Good afternoon. I'm from Burlington County Library, Westampton, but am accessing from my full-time job at Community College of Philadelphia

Meredith Farkas: (14:28) That's great! You'll keep me honest. :)

Elissa Malespina: (14:28) Thought I would see if there was some ways that I was not thinking about and I will make sure to credit you meredith with anything I learn

marygrace luderitz: (14:28) hi, thanks

Meredith Farkas: (14:29) Great idea, Elissa. Feel free to borrow liberally from my presentation.

Elissa Malespina: (14:29) thanks!

Sophie Brookover: (14:34) I'm on it!

Sophie Brookover: (14:34) Tweeting? use #LLNJ_QR

Sophie Brookover: (14:34) And please follow @librarylinknj for updates, links, and conversation!

Sophie Brookover: (14:35) I'm going to push out a link to you all - it's Meredith's wiki and includes ALL of the links from today's presentation. (IOW, no need to furiously take notes!)

Sophie Brookover: (14:36) The link will open in your browser.

Sophie Brookover: (14:36) We'll post the slides to our website tomorrow!

Deborah Riether: (14:37) Sophie, our anti-virus blocked that link.

Sophie Brookover: (14:38) Ok, i'll paste it here -- you can view it at home (and/or ask IT to approve the URL -- it's harmless): <http://meredithfarkas.wetpaint.com>

Deborah Riether: (14:38) Thank you.

Sophie Brookover: (14:38) Of course! Thanks for letting me know!

Sophie Brookover: (14:41) Do you want us to try to scan the code instead?

Elissa Malespina: (14:44) love that quote meredith I am totally stealing it and crediting you. I was trying to figure out a good way to say that about connecting the physical world to web

Sophie Brookover: (14:44) It's such a clear way to conceptualize what QR codes do!

Gina Cacace: (14:44) Yes I agree, having to get a QR reader is a pain.

Sophie Brookover: (14:45) Gina, did you download one?

Sophie Brookover: (14:45) I have "Barcode Scanner"

Gina Cacace: (14:45) I've had one but when I want to show people what QR codes can do, they usually don't have the app on their phone

Gina Cacace: (14:45) It makes the process less easy, you know?

Sophie Brookover: (14:45) yeah, that's an annoying barrier, for sure.

Sophie Brookover: (14:45) HAH! That is awesome.

Elissa Malespina: (14:46) that is I need to steal that one!

Gina Cacace: (14:46) You want to show them how easy it is, and then you're stuck searching for apps and downloading things. At that point, I feel like you've lost them.

Sophie Brookover: (14:46) Exactly.

Gina Cacace: (14:47) The director of my library board just talked about this. He said a tattoo for people with medical issues so that it would bring up their medical history/allergies/etc.

Sophie Brookover: (14:47) That brings up some very unfortunate historical associations. I see the usefulness of it, but it gives me the creeps, too.

Andrea Levandowski: (14:48) Did she say QR code generators are typically free?

Elissa Malespina: (14:48) adobe air also has one

Gina Cacace: (14:48) That's a good point, Sophie. I didn't think of that. Yikes!

Jennifer Sidie: (14:48) I have an android..very easy to load and works great.

Sophie Brookover: (14:50) Is the one w/the blood drop for the Red Cross?

Elissa Malespina: (14:51) love shazam!

Sophie Brookover: (14:55) Such a simple, clean way to connect students & faculty to materials!

Elissa Malespina: (15:00) I do QR code a large number of the new books that I have gotten

Elissa Malespina: (15:00) harper teens do

Sophie Brookover: (15:00) and that's a HarperTeen book.

Sophie Brookover: (15:01) You can see the URL above the ISBN.

Elissa Malespina: (15:02) I made them and put them around the school so that they go to the teachers website. Great for back to school night

Sophie Brookover: (15:02) Great idea, Elissa!

Sophie Brookover: (15:03) I think it's out now.

Elissa Malespina: (15:09) planning on doing that today

Gina Cacace: (15:13) We need this in NJ

Joanne Roukens: (15:13) ooh I want this!

Sophie Brookover: (15:13) That is my DREAM.

Elissa Malespina: (15:13) that is so cool

marygrace luderitz: (15:13) amazing

marygrace luderitz: (15:15) train station!

Sophie Brookover: (15:17) <http://bit.ly>

Sophie Brookover: (15:17) <http://tinyurl.com>

Sophie Brookover: (15:17) <http://dft.ba>

Sophie Brookover: (15:17) There are LOTS of these out there!

Joanne Roukens: (15:18) I've seen Microsoft Tag on displays in movie theaters.

Elissa Malespina: (15:20) Delivr qr code generator and offers tracking use it all the time

Laurie Cranston: (15:21) how do you spell Bitley (URL shortener mentioned)

Sophie Brookover: (15:21) <http://bit.ly>

Laurie Cranston: (15:21) ahh, thanks

Sophie Brookover: (15:21) You're welcome!

Joanne Roukens: (15:21) You can put QR codes on chocolate! <http://www.qrchocolates.com/>

Sophie Brookover: (15:21) Other URL shorteners also linked above.

Sophie Brookover: (15:21) delicious & informative!

Andrea Levandowski: (15:22) When you add .qr to a bit.ly ur, will that code be proprietary?

Andrea Levandowski: (15:22) *url

Jennifer Sidie: (15:23) I loved the idea of setting up a laptop w/webcam so that patrons who don't have a smartphone, etc can make use of it.

Beata Barrasso: (15:24) how would you use QR codes to add library as a contact? Link to text contact info or is there more to it?

Andrea Levandowski: (15:24) That is really useful...I didn't know about that or the account. So thanks!

Sophie Brookover: (15:25) Thanks for coming out for today's webinar, everyone! We'll provide access to Meredith's slides & a recording of this webinar at our website tomorrow.

Beata Barrasso: (15:25) Thanks!

Joanne Roukens: (15:25) Recently the Tech Task Force had a meeting and 2 of us presented on QR codes. Here is the Google doc we created

https://docs.google.com/document/d/1YuuF3CaKW2cAYWZM_IWdkgjZY6cgcJNkyXqOsdGv4oo/edit

Sophie Brookover: (15:25) It'll all be at <http://librarylinknj.org/content/qr-codes-free-easy-way-connect-your-customers>

Sophie Brookover: (15:26) Meanwhile, please take a moment to complete the quick evaluation for today's webinar: <https://librarylinknj.wufoo.com/forms/qr-codes-evaluation>

Sophie Brookover: (15:26) you can just click that link!

Sophie Brookover: (15:26) hah!

Elissa Malespina: (15:26) Thanks Meredith I got some good ideas !

Jalyn Warren: (15:27) Very informative. Thank you.

Megan Leuthner: (15:27) Thank-you!! This gave me some great ideas for new things to try

Andrea Levandowski: (15:27) Thank you so much!

Laurie Cranston: (15:27) So many great ideas -- thanks!

Gina Cacace: (15:28) Exactly...it gets too complicated!

Laurie Cranston: (15:28) Do you have a particular QR reader you'd recommend to a library patron? For iPhone? For Android?

Gina Cacace: (15:29) great idea

Joanne Roukens: (15:29) I personally have Scanlife on my android

Laurie Cranston: (15:29) I have QR Reader for iPhone just not sure if maybe there are better ones.

Joanne Roukens: (15:30) I also have Scanlife on my iPad

Laurie Cranston: (15:30) I hate to tell people to just go to the app store, since that presents them with so many options that they may not understand, given that they're clearly unfamiliar with QR codes at that point.

Sophie Brookover: (15:30) Laurie, that's a really good point.

Laurie Cranston: (15:30) Kaywa is cross platform?

Laurie Cranston: (15:31) I'll rummage around the Wiki, thanks!

Margaret Rose O'Keefe: (15:31) Very informative, thanks!

Laurie Cranston: (15:31) Tons of great info and ideas -- thanks so much!

Sophie Brookover: (15:31) Thank you , Meredith!

Gina Cacace: (15:31) This was wonderful! I have so many ideas and I am so excited to implement them.

Kelly Garwood: (15:32) Thank you Meredith!

Elissa Malespina: (15:32) I will use some. Thanks

Elissa Malespina: (15:32) It is right now on slideshare

Elissa Malespina: (15:32) but need to change it a little

Beata Barrasso: (15:32) thank you -- great ideas -- and not difficult to implement

Deborah Riether: (15:32) Thanks, Meredith!

Elissa Malespina: (15:32) sure will do that

Gina Cacace: (15:33) Thank you Meredith!

Jennifer Sidie: (15:34) thank you!