Welcome to the Tutor.com Social Media Guide Series. We hope these guides help you make the most of the social media tools available to your library. Here are some ideas and examples to make the most out of QR codes to promote your programs and services; engage your community; and, connect with your colleagues.

Promote
Unlocking QR codes can often feel like you are unlocking a mystery. It’s exciting waiting for the landing page to load and the unknown to be revealed. Playing off this curiosity with QR codes can be an easy way to promote your services while incorporating an element of fun at your library.

By simply downloading an app patrons will be able to use their smartphones to decode the QR code. And they are simple for you to create, too! There are various free websites (our favorite is Kaway!) that allow you to type in your desired URL, click ‘generate’, and the QR code is created.

Engage
Kids and teens today have grown up with technology. They are up on the latest social media platforms and they always have a device within arm’s reach. A special treat for these patrons would be the ability to interact even further using technology with books, artwork and flyers displayed in the library. QR codes can help you bring all this to life. Utilizing the codes can gamify your library space and draw in patrons of all ages.

Connect
These simple codes can enrich the interaction between library and patron whether you plan an entire event around the use of QR codes or simply add them as a staple to all of your marketing materials. Adding an element of surprise to your library space can be unexpected and exciting for patrons to find.

One final note, don’t forget to cross promote! Tweeting about a QR code scavenger hunt or posting images from the event on Facebook can help you reach your entire audience and promote what activities are happening at the library.

Codes to Create
- Include QR codes on your Date Due cards that land on account pages for your patrons. This way they log-in and can see when the book is due, renew it or check any late fees.
- Stick QR codes on the covers of your top borrowed items. For movies, the code can lead to a trailer. For books it can lead to a book review or an interview with the author.
- Post a QR code on the private meeting room signs so that your patrons can land on the page to make a room reservation.
Codes to Create

- Include a QR code on monitor strips that promote library services. If the strip promotes Tutor.com you can link to our how-to video. If it’s promoting Boopsie or another library app it can link right to a page to download the app.
- Add a QR code to the artwork hanging around the library and link it to more information about the piece or the artist.
- Include QR codes on all of the flyers and marketing materials you have around the library. These can link to the web pages you have set up with more information on the services.
- Create a secret scavenger hunt throughout the library with QR codes. These can be hidden on shelves or throughout the children’s area. The codes can encourage use of the library services.

Ocean City Public Library uses QR codes on the book shelves to help patrons locate the library catalog at the press of a button.

Tompkins County Public Library uses QR codes on their posters to promote the ebooks that are available to patrons online.

Get the latest promotional materials and social media tools on our Client Resource Center at www.tutor.com/clients