

UIS QR Code Planning Guide

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The questions below will help you to use QR Codes effectively for your university program or department:

Purpose

Why are you using QR Codes?

Objectives

What do you plan to accomplish with QR Codes? Below are some possible ideas:

- Push Information? (If so, what type of information?)
- Connect your audience to your social media? (If so, be sure to point them to mobile content on the web.)
- Share files with your audience (text, music, video, etc.)?
- Increase traffic to your mobile website?
- Promote Events?

Target Audience

Who would you like to engage by using QR Codes?

Create and Maintain

Who will create your QR Codes?

What online services will you use to create them? (We suggest using bit.ly QR Codes, and can help you create them. Email us at webservices@uis.edu.)

Who will administer and maintain your QR Codes?

In what ways will you connect social media and websites with QR Codes?

How will you use your QR Codes to promote your content to the world?