



LARC FIRST: *Marketing Your LARC FIRST Practice*

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content:	Creating QR Code Buttons

Overview:

Quick response codes (QR codes) are two-dimensional barcodes that can be scanned with a smart phone and lead to various items such as a website, pictures, videos, Facebook, YouTube or Twitter. CHOICE QR codes lead to pictures on the CHOICE Facebook page that display various facts about sex, pregnancy and birth control. Outlined below are the steps to creating QR codes:

- 1) First, it is important to recognize not all camera phones can scan QR codes. Some phones can scan the code without an additional application for the phone. Other phones require an additional application for the phone to scan a QR code. Most users know if their phone can scan QR codes, however there are a few applications you can suggest they download (all free applications).
 - a) Suggested applications for Android phones:
 - i) QR Droid
 - ii) Google goggles
 - iii) Quick Mark Barcode Scanner
 - b) Suggested applications for iPhones:
 - i) QR Reader
 - ii) Google goggles
 - iii) Quick Mark Barcode Scanner
- 2) Find a website where you can create a QR code. There are many sites where you can create QR codes for free. There are also applications for your smart phone that can create codes, however, if you are looking to print our QR codes for buttons or posters, it is best to use a website off of your laptop or desktop.
 - a) Suggested QR code sites:
 - i) <http://www.qrstuff.com/> - CHOICE used this website. Provides various options for QR code use and allows various colors
 - ii) <http://goqr.me/> - Very basic black and white QR codes and various ideas for using them
 - iii) <http://www.the-qr-code-generator.com/#/> - Simple site for basic QR codes
- 3) Once you have created the code according to the instructions on the website, download the codes to your desktop. Make sure to label each code with what the code leads to (i.e. Facebook like).
- 4) In order to make buttons, you will need to resize the QR codes to the size of the button you would like to order. CHOICE resized QR codes to 0.75"x0.87" in size in order to create buttons that were 1.25" in diameter.
 - a) Copy and paste the QR code into a Microsoft Word document and resize the QR code to the size you need.
 - b) Copy and paste multiple copies in order to print out multiple codes per page leaving enough space between each code for space to cut around the code
 - i) You can print out the QR codes on any color paper you choose. CHOICE selected a different color for each different code (6 in total).
 - c) Once you have printed out the codes, cut around the codes in a circle 1.25" diameter in size.
- 5) Depending on your button needs, you may need to order a different button maker. CHOICE ordered a button maker from www.usabuttons.com. The button maker made 1 ¼ inch buttons. The machine costs \$219 and \$45 for 1000 buttons.