

Using QR Codes

Group members and voters are used to getting valuable information from Indivisible and Indivisible groups across the country. They want to get the important info we have to share with them, but they don't always have the time for an in-depth conversation with us. That's where QR codes can come in handy. QR codes allow for an instant connection for users to the info you want to share with them.

What are QR Codes? How do they work?

QR Code is short for Quick Response Code. They have been around since 1994(!!!) but have only become popular in the public sphere in the last few years. QR Codes are two-dimensional barcode images that machines and cameras can read and then send the user to the specific information the QR code is created for.

QR codes allow the user to scan the barcode image with their phone's camera, which will then open the link embedded in the code in a separate tab on their phone's web browser (Google Chrome, Safari, etc.).

What can I use QR Codes for?

QR Codes can be used for many different purposes. The key is to use them to make sharing info easy and accessible, allowing them to access the information you share with them during or after your interaction.

Some uses within Indivisible are:

- **Group Info** - QR Codes are a great way to share your group's contact info with potential new members or community partners. Use them to direct users to your group's web page, email signup form, and social media pages.
- **BallotReady** - Use QR Codes to create quick and easy access points for voters to find your voter registration page. From your page, voters access the info they need, such as links to local voting info and dates/times, check their registration status, and register to vote. When a voter uses your link, you can access the contact information they input and follow up with them in the future. More information about these features can be found at the [support hub](#).
- **Mobilize** - Create QR Codes to redirect users to your group's Mobilize page. This can allow volunteers a quick and easy way to sign up and volunteer at your next event!

- **VAN** - Use QR Codes to create quick links to your state's voting info pages when canvassing door-to-door so voters have the info they need after your conversation.
- **EveryAction** - Create a QR Code to give users a quick way to register for your emails and newsletters that you send via EveryAction.

QR Code Generators

Below are a few free options for using QR codes with your voter and group engagement actions. Many options are available online, and we highly recommend you find a tool that works best for your group's work.

Bitly - <https://bitly.com/>

You may be familiar with Bitly from past use when planning your events. Bitly takes long and sometimes confusing URLs and truncates them into shorter, easier-to-read, and remember links that will still take your users exactly where they need to go.

Bitly also allows you to turn your Bitly link into a QR code. Users can access your info via the Bitly link or the corresponding QR code. [Learn more about bitly here](#). Bitly offers free options for use, although some functions and features may require payment.

QR Code Generator - <https://www.qr-code-generator.com/>

QR Code Generator is a free QR service that is easy to use and even allows you to customize the look of your QR Code. You can add frames and even change the shape and color of your QR Code. QR Code is powered by Bitly as well.

The QR Code Generator.com - <https://www.the-qrcode-generator.com/>

Similar to the last generator, this generator also allows you to customize your QR Codes by color, size, and other details. This QR generator can help you create static and dynamic QR codes to reuse over time. This easy, lightweight application does require you to create an account to track your links.