

QR Code Guide



What do the codes link to?

Our codes link to mobile-friendly snippets from StormwaterPA.org's video case studies. These educational and entertaining videos illustrate how stormwater runoff is managed through best management practices and green infrastructure.

How can I use these codes?

Place QR Codes on signs, brochures, newsletters, and other mailings. You can place a QR code on any materials you create! Municipalities can even use QR Codes to educate about stormwater management and green infrastructure in utility fee mailings.

How do QR Codes work?

Smart phone users can download a QR-scanning app. There are plenty of free QR scan apps! After downloading this app, people can scan the QR Code with their phone, and it will redirect them to the link. It's basically a bar code for phones that is a simple way of accessing websites.

Recommendations

You should always include:

A brief description of what the QR Code leads to

The QR Codes are more likely to get attention if they are part of a larger article about managing polluted runoff.

A short link to the same video

Of course, you should also make these materials accessible to those who do not have smartphones. You should always include a link to allow people to find these videos on a computer. A short link is preferable and easier to remember. For the videos on StormwaterPA.org, we have provided short links for every video snippet! Visit our [Video Case Studies](#) page for more information.