Proximity for Promotion

Using iBeacons to Highlight Spaces and Services

Want to use your smartphone to test iBeacons in this session? Download the app

URL: goo.gl/NraaLR

(We also have iPods with app preloaded)

URL: goo.gl/NraaLR

Proximity for Promotion

Using iBeacons to Highlight Spaces and Services

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Jason Burton, Center for Innovative Teaching & Learning, Radford University

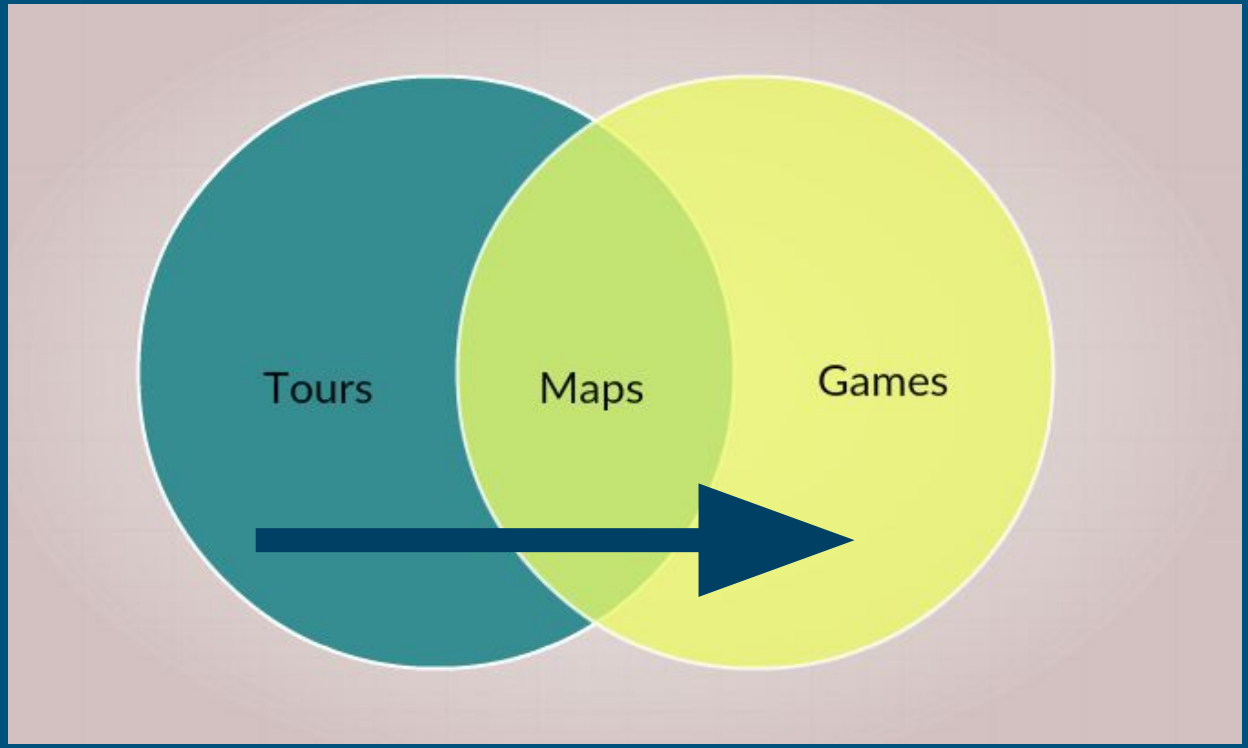
Alyssa Archer, Instruction Librarian, Radford University

URL: goo.gl/NraaLR

McConnell Library, Radford University

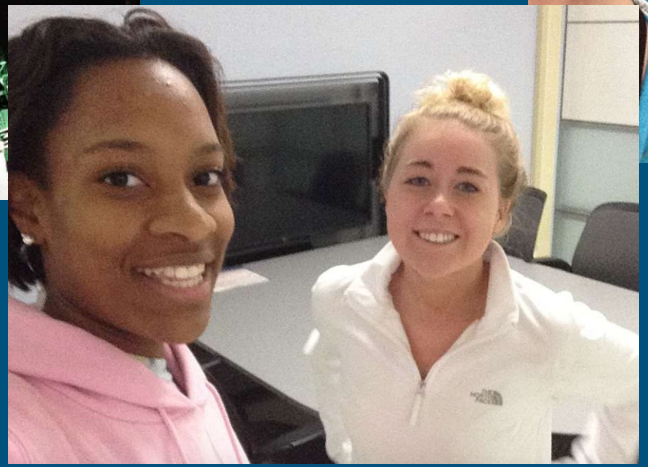
Wayfinding

URL: goo.gl/NraaLR



Selfie scavenger hunt

URL: goo.gl/NraaLR



URL: goo.gl/NraaLR

Enter the iBeacon (proximity beacon)

URL: goo.gl/NraaLR

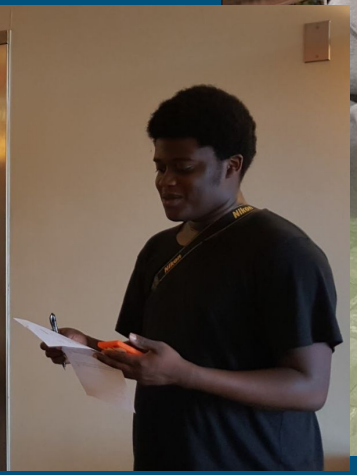
Our Project: National Library Week Hunt

Reflection

Piper

https://www.piper.ly/

Our experience



Marketing & assessment

DIY: Your library, your iBeacon tour

Groups of two or three:

- What areas in your library need to be highlighted?
- What connections should your users make between physical spaces and virtual presence or library services?

Future Directions

Questions?

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