

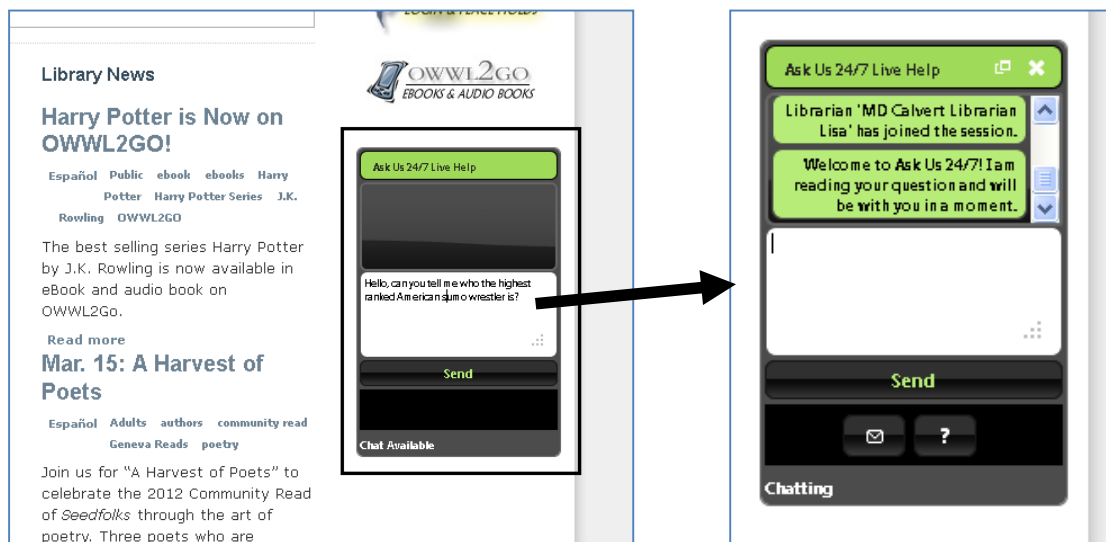
Ask Us 24/7 Promotional Quick Guide

What is Ask Us 24/7:

Ask Us 24/7, an online virtual reference service run through Question Point and through the guidance of the Western New York Library Resources Council (WNYLRC) is now available to be linked to and promoted at every Pioneer Library System. Individual public librarians from all of the different chat organizations work in conjunction with paid Question Point librarians to provide 24 hour reference coverage 7 days a week. For the previous two years, Geneva Public supplied the librarians and provided links on our site to the chat request form (member libraries were allowed to link to Geneva Public's Ask Us 24/7 page). Now, different member libraries are providing coverage and every system library can link to the Ask Us 24/7 chat form from their library and market Ask Us 24/7.

Who are our chat librarians: Beth Horn, Jenny Montemorano, Tanya Thompson, Theresa Osborne Sandra Hysten, Anne Rehor, Ron Kirsop... and you? We would love to have more librarians sign up to provide chat time. The council asks that all chatters must have an MLS. If you are interested let me know. I will happily put together an Ask Us 24/7 preview and practice meeting if there are other librarians interested in seeing the chat experience.

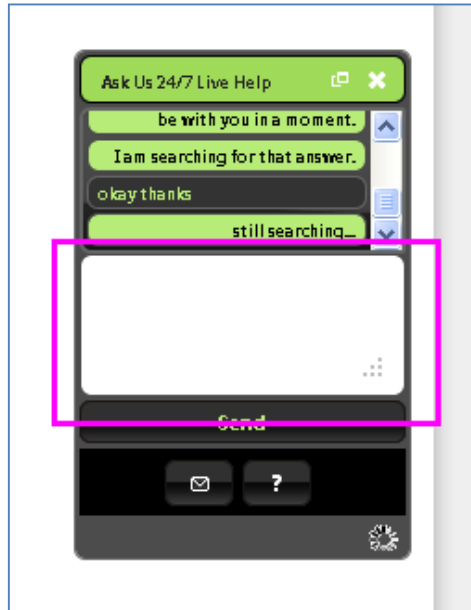
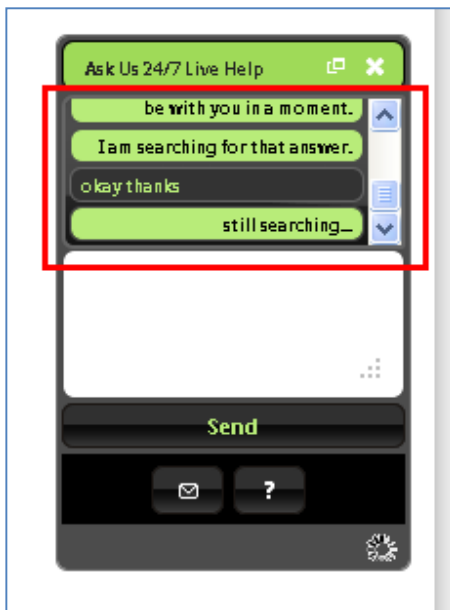
What is the qwidget?



The Ask Us 24/7 Qwidget is a tool that allows patrons to engage in an online reference chat while remaining on the webpage in which the tool has been embedded. This allows the patron to multi-task while allowing your library to maintain its brand and associate the AskUs 24/7 Service with it.

What the patron sees:

The top half of the qwidget displays the conversation, the bottom your area to type:



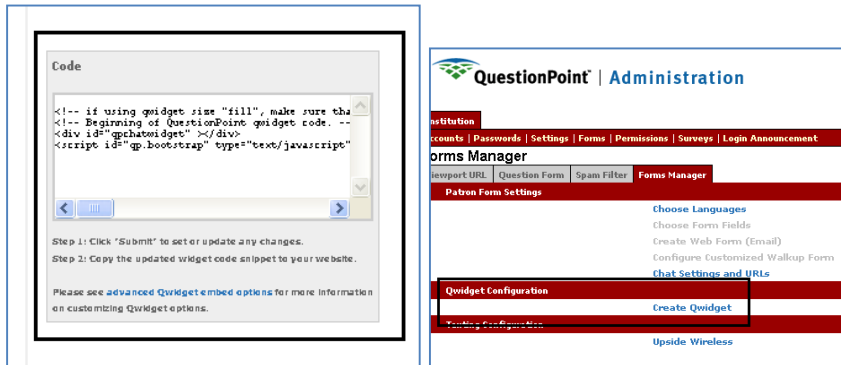
The patron's qwidget options:

They can add an e-mail address, view a help screen, enlarge the chat in a new window, and have the chat session e-mailed:



Creating the Qwidget:

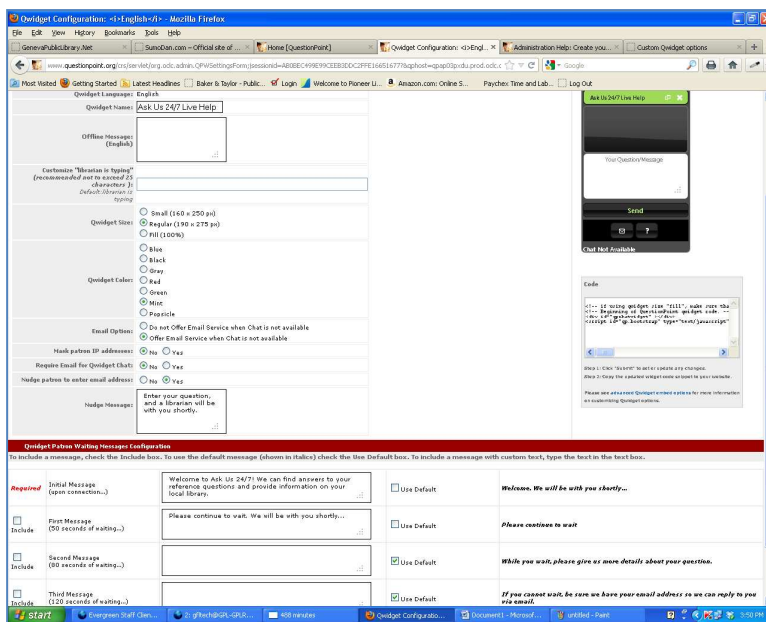
In order to embed the qwidget into your webpage, you will have to have the source code.



This is only available directly to the system AskUs 24/7 Librarians. However, I will gladly give the code to anyone that is interested in having it.

Customizing Your Qwidget:

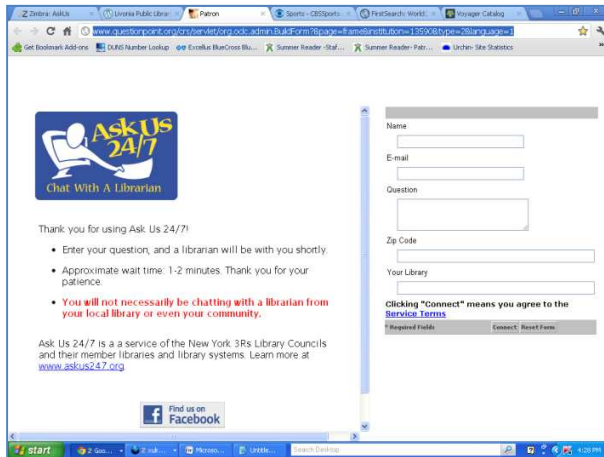
The look, messages, and settings options are all customizable. Changing the settings changes the code that you need to paste. Geneva has set up their qwidget in a particular style but I can work with you to create something that fits your aesthetic and needs.



Don't want to use the qwidget, use the Pioneer Library System Ask Us 24/7 URL:

<http://www.questionpoint.org/crs/servlet/org.oclc.admin.BuildForm?page=frame&institution=13590&type=2&language=1>

Before we went system wide, libraries had to link to the Geneva Public Library's Ask Us 24/7 page. Now, libraries are free to link directly to the form at <http://www.questionpoint.org/crs/servlet/org.oclc.admin.BuildForm?&page=frame&institution=13590&type=2&language=1>.



This is actually more helpful to the patron, as the librarian can see what library website the patron came from within PLS. A good example of a library using a link to the form is Livonia, which has linked the Ask Us form to an Ask Us image,



Materials:

I have several hundred pencils and bookmarks in our reference office that I can distribute if interested.

Help:

<http://www.questionpoint.org/support/index.html>- Question Point

http://www.questionpoint.org/crs/html/help/pt/admin/ad_forms_qwidget_setup.html- qwidget help