

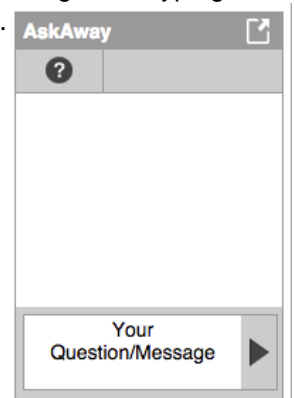
[Visibility in General: Your entry points into AskAway \[1\]](#)

What AskAway entry points are available?

The basic entry points into AskAway are [Qwidgets](#), [buttons](#), and [text links](#). This section explains the differences between them and general principles for using them.

Qwidgets

The Qwidget is a chat widget that can be embedded into any webpage or tool. Clicking on the Qwidget and typing a question initiates a chat session instantly. Qwidgets are the preferred entry point into AskAway.



Qwidgets provide immediate, barrier-free entry into a conversation at point of need, which increases engagement. When Qwidgets were introduced in 2009, libraries that implemented them saw an average increase in usage of 221%. Qwidgets are recommended whenever possible.

How to title the Qwidget:

Titles should indicate what the Qwidget is for: research help. Titling it “AskAway” may not clearly indicate to patrons that they can use this chat box to get research help.

Some effective titles used by participating libraries:

- Ask a Librarian
- Research Help
- Need help? AskAway!
- AskAway: Librarian Chat

The Qwidget title can be changed in the QuestionPoint Create Qwidget module. See: [How to create/update a Qwidget \[2\]](#)

How to embed the Qwidget

OCLC provides general [directions on embedding the Qwidget \[3\]](#).

Buttons

A button is an image that links into an AskAway session. Buttons should be used when the webpage's design does not allow for a Qwidget.

Buttons should meet the following criteria:

- Large and prominent enough to stand out from other elements on the web page
- Include some indication of the button's purpose (e.g. "Ask a librarian", "Research help", etc.)
- Button links should bring patrons directly into an AskAway session or to a page with a prominent Qwidget, within one click
- Links open in a new window when appropriate
- Links should not open a new window containing a web page with only the Qwidget on it, unless:
 - The page uses a javascript popup (other methods may open in new tabs and are not recommended), and
 - The Qwidget and containing page are appropriately sized

Text links

Text links are appropriate when communicating via email or on documents. While including an AskAway link in a menu can be a helpful supplement to a Qwidget or button, it should not be the only way to find AskAway on a page. Because they are not attention-grabbing or distinct from other elements, using text links exclusively is not recommended unless no other option is available.

All links should bring patrons directly into an AskAway session or a page with a prominent Qwidget. AskAway should be accessible within one click.

Source URL: <https://askaway.org/staff/best-practices/visibility/general>

Links

[1] <https://askaway.org/staff/best-practices/visibility/general>

[2] <https://askaway.org/staff/qwidget-createupdate-qwidget>

[3] <https://www.oclc.org/support/services/questionpoint/documentation/QwidgetEmbedding.en.html>