



Promoting your Keyboard

27 February 2020

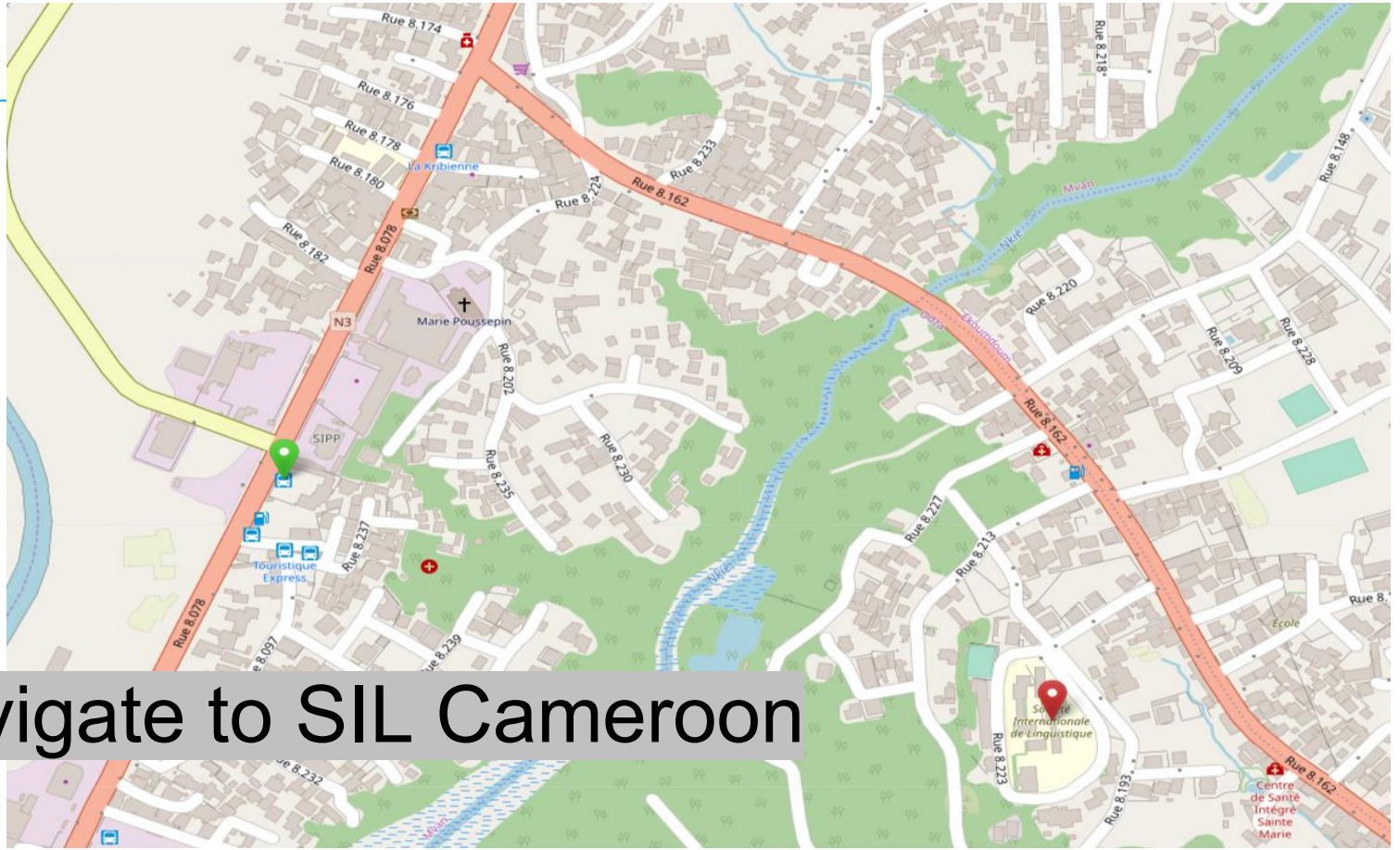
By Matthew Lee



**“Where can I get the
keyboard for my language?”**

The traditional way....

Step 1:



Navigate to SIL Cameroon

Step 2: Find one of these guys...



There are better ways....



The Easy Options

Online Options

https://keyman.com/keyboards/sil_cameroon_qwerty



Apple App
Store



Google
Play
Store

<http://bit.ly/2PL5YWr>



QR Codes

Where can you share the news?

Put it where people can't avoid it!

- Business Cards
- Handouts/Flyers
- Social Media
- Posters
- Newsletters
- Graffiti¹

For the Cameroon Keyboard on your phone, scan below!



Oh yeah, in case of fire, pull this. -->>

Where else can you share the news?

- On your organizational website
- On your blog.
- Publications in the language.
- Conference presentations
 - (People love Language Technology presentations!)
- Meetings with partners.
- Show your grandma what you've been up to!



The Offline Options

Offline Options

<https://keyman.com/downloads/>



Android: Download the Keyman Android .APK¹ yourself and share it offline via Bluetooth or Zender (a wifi-sharing app)

Android or iOS²: Share your keyboard package¹ to other users via Bluetooth or Zender (a wifi-sharing app)



¹ Apps or Keyboards not downloaded from the app stores will not get automatic updates.

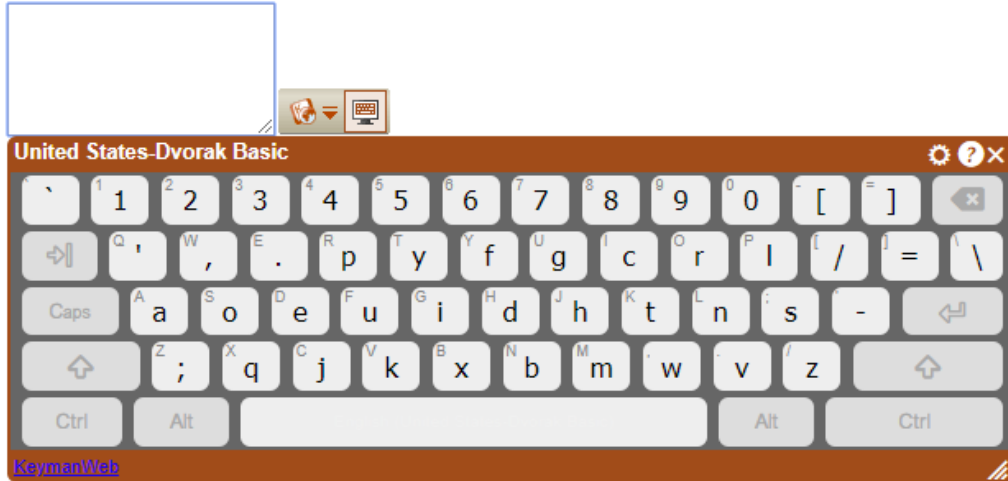
² iOS intentionally blocks apps not from the App store.



The Sneaky Options

The Sneaky Options

Embed a Keyman Web Keyboard into your blog or website!
Users don't need to install Keyman to type.



<https://keymanweb.com/>

The Sneaky Options

Embed your keyboard
code in
apps people use...



Example:

<https://play.google.com/store/apps/details?id=info.langtechcameroon.keyboard>



Dictionary
App Builder



Scripture
App Builder



Scripture
App Builder

Create your own custom-
branded Android app and
embed the Keyman engine...



Getting people started...

Helping people get started

- Some people will find and install the keyboard without help.
- No matter how good your written documentation is, the easiest way to teach a new keyboard is 1-on-1 in person.
- Offer to install the keyboard with them.
 - Make them smile...put them on your WiFi when you do it!
- Walk them through the security/config settings.
- Ask them what special letters are in their language.
- Help them send a WhatsApp or Facebook message to another speaker of the language.