

## Social Media Strategies for Promoting University Library Resources

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### Abstract

The rise of social media has changed how people get and use knowledge, giving university libraries new ways to connect with their academic groups. This study looks into what social media tactics work best for promoting library tools in order to get more people to know about them, use them, and get involved. Libraries can reach many people, like students, teachers, and graduates, through social media sites like Facebook, Twitter, Instagram, and LinkedIn. There are both objective and qualitative talks and polls with libraries and social media workers from different colleges as part of the study. Key results show that different types of content, like lessons, resource features, and event announcements, make users much more likely to connect with the content. There are also more interactions with visual material like charts and movies than with text-only posts. Keeping a busy online profile also depends on how often and when you post changes. The study also talks about how important it is to have material that is suited to the academic needs and hobbies of different groups of users. First-year college students might like study tips and resource guides more, while professors might like news about academic journals and research tools. By adding user-generated material like student reviews and staff highlights, the library's social media presence is made even stronger by creating a feeling of community and being real. Dealing with problems like bad comments and making sure the quality of the content stays high are also talked about, along with suggestions for the best ways to handle these problems. The results show that a well-thought-out social media approach can make library tools much more visible and increase their perceived value, which will eventually help the university group do better in school. This study gives libraries a complete plan for how to improve their social media involvement and marketing.

**Keywords:** Social Media Engagement, Library Resource Promotion, Academic Community Outreach, Content Strategy, User-Generated Content

## 1. Introduction

The rise of social media sites has changed how people talk to each other and share information in the digital age. This change is also happening in academic organizations. University libraries are using social media more and more to spread their materials, interact with users, and become more well-known in the academic community. As colleges and universities try to help all of their students, teachers, and staff in more ways, libraries need to know how to use social media strategically in order to do their job. This study paper looks at the different social media strategies that university libraries use to spread their resources and how well these strategies work at getting people to use the resources and getting them involved. University libraries have always been an important part of school life because they provide study places, access to a huge collection of information sources, and help with research. But the rise of digital technology has changed how libraries work and how they talk to their customers [1]. Regular ways of talking to people, like emails and bulletin boards, aren't working anymore to reach students who are tech-savvy and always online. Communities like Facebook, Twitter, Instagram, and LinkedIn let libraries talk to their users in real time, share news, and build a sense of community through dynamic and involved channels. Social media is important for spreading library tools because it can reach a lot of different people [2]. Libraries can quickly and easily share information, keep people interested with video material, and make engaging experiences that can't be done with traditional ways of communicating by using these platforms. Libraries can also learn a lot about their customers' likes and dislikes and how they use social media. This helps them make their services and tools better fit the needs of their community [3].

Using social media to spread the word about university libraries' tools is now an important part of modern academic support services. Libraries can contact more people, interact with users in real time, and let them know about new tools and events by using social media sites like Facebook, Twitter, Instagram, and LinkedIn. This talk is mostly about the tactics that were used, how well they worked, the importance of user-generated material, and the problems that university libraries have when they try to manage their social media presence. To get the most out of their social media activities, university libraries use a variety of methods. Making different kinds of content, like informational posts, lessons, event updates, and resource features, is an important part of many strategies. Infographics, pictures, and movies are all examples of visual material that works really well to get people's attention and get them involved. The library keeps its online presence current and relevant by posting new information and changes on a regular basis. Libraries also often divide their material into sections to better serve different types of users. For example, they might have separate sections for undergraduates, graduate students, teachers, and grads [4].

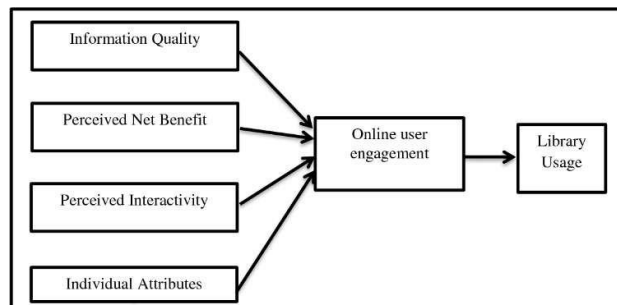


Figure 1: overview of online used Engagement on social media

Metrics like likes, shares, comments, and total impact can be used to figure out how well social media tactics are working, shown in figure 1. Researchers have found that posts with pictures and other media get more interaction than posts with just text. For instance, video guides on how to get to and use certain tools or services can make users much more knowledgeable and satisfied. Commenting and messaging other users on a regular basis helps build a sense of community and makes the site a better place to learn [5]. In addition, libraries can improve their plans by looking at social media statistics to see what works best for their users. A big part of making the library's social media profile better is user-generated material. To make their social media efforts more real and relatable, libraries can ask students and teachers to share their experiences, recommendations, and success stories. This kind of material not only gets people more involved, but it also helps build trust and a sense of community. For example, showing student comments about how library resources have helped them with their studies or research can encourage other people to use these resources too. User-generated material can also give the library useful feedback by showing them where they can improve and come up with new ideas [6].

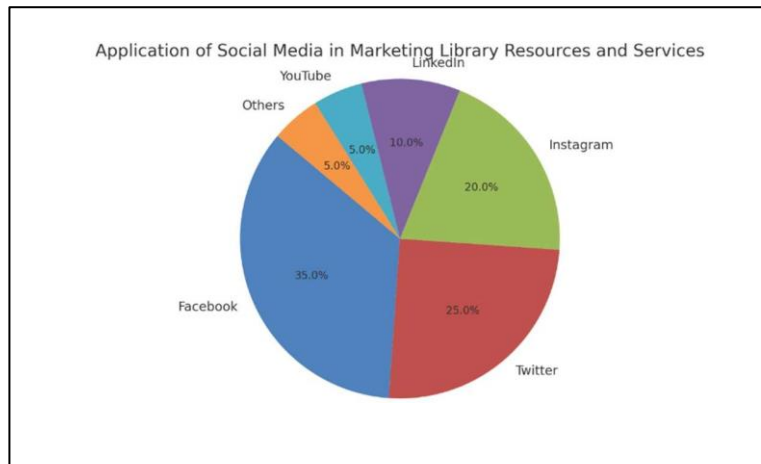


Figure 2: various application of social media in Library Recourse and Service

Promoting library tools on social media has many benefits, but it also has some problems. Dealing with bad words or reviews is a big task, illustrate in figure 2. Libraries need to come up with ways to deal with feedback in a healthy way and keep a good online profile. Another challenge is making sure that the quality and usefulness of material stays the same, which means that social media outlets need to be constantly checked and updated [7]. To get around these problems, libraries should use the best ways to handle social media. Making a content plan can help you make sure you post regularly and in a variety of ways. Interacting with users through interactive content can help make your online community more lively. To get the most out of their marketing, libraries should also teach their staff on how to use social media and data effectively. Working together with other university offices and using feedback from users can make social media efforts even better and more effective [8].

## 2. Literature Review

### A. Overview of Social Media Usage in Libraries

Digital tools are changing quickly, and this has a big effect on how libraries work and how they connect with their communities. Social media sites have become important ways for libraries to connect with users, share information, and advertise resources. This part gives an outline of how libraries use social media, focusing on how it has changed over time, what is currently done, and the different ways libraries use these sites to carry out their duties. In order to meet both the standard needs of their people and their digital needs, libraries have turned to social media. Libraries can reach more people, communicate with each other, and build a sense of community through social media sites like Facebook, Twitter, Instagram, and LinkedIn. Libraries can share information about new items they've bought, events coming up, and important news through these sites. Social media also lets libraries help users in real time and answer their questions quickly, which improves the general user experience [9].

Libraries use social media now by making different kinds of material for all of their users. Libraries post different kinds of material, like how-to movies, resource guides, event invitations, and looks at how the library works behind the scenes [10]. Visual material, like pictures, graphs, and movies, is great for getting people's attention and getting them involved. Libraries also use social media to host seminars, virtual walks, and live Q&A meetings. These events have become more popular during the COVID-19 pandemic. There are some problems that come up when you try to use social media in library services. Privacy, data protection, and the digital gap are all problems that libraries have to deal with. It is very important to make sure that social media tactics are open and usable by everyone, even people with disabilities. Libraries also have to work hard to keep their online image uniform and professional while also making it feel nice and open [11].

### B. Previous Studies on Social Media Strategies in Academic Settings

A lot of research has been done on how to use social media in educational situations. These studies have shown us the best ways to engage people and promote tools. This part goes over the main points of past studies that looked at how college libraries use social media. It shows which tactics worked well and which ones caused problems [12]. One of the main ideas in the writings is how important it is to have a wide range of relevant material. Studies have shown that interesting and varied material is very important for keeping users interested and getting them to connect. One study [14] found that university libraries that post a variety of material on a daily

basis, such as educational, advertising, and interactive pieces, tend to get more busy users. Promoting libraries' tools and services works better when they make the material fit the wants and needs of the people who use them [13].

One more important result is that visual and digital material works. According to research done [15], posts with pictures, videos, and graphs get a lot more interaction than posts with only text. People are more likely to share and comment on visual material, which helps the library's social media profile reach more people. When libraries spend money on high-quality visual material, they can better engage their visitors and share knowledge in a more interesting way. A lot of research has also been done on the role of user-generated material. User-generated material, like student reviews, teacher highlights, and pictures uploaded by users, makes the library's social media presence more real and relatable [16]. In study found that libraries that promote and show off user-generated material have more people using them and a greater sense of community. Getting users involved in making content not only makes them more interested, but it also gives you useful comments and information about what users like. Despite the benefits, a number of studies show how hard it is for libraries to manage their social media accounts. A common problem is allocating the time and people needed to keep a social media presence that is engaged and responsive. Libraries have to handle social media while also taking care of other duties. This can be hard for smaller libraries that don't have a lot of resources. Libraries also have to deal with the tricky issues of how to handle bad comments and make sure that the standard of material is always the same.

### **C. Theoretical Frameworks and Models Related to Social Media Engagement**

There are a number of theory theories and models that support the study of social media interaction in libraries. These help to understand how users behave and how social media tactics work. This part looks at some important theory theories and models that are related to using social media in academic libraries. The Uses and Gratifications Theory (UGT) is one of the most popular frame works. UGT says that people who use libraries should interact with social media material that meets their educational, informational, and social needs. When libraries make sure their social media plans meet these goals, they are more likely to get more people to interact with them. Posting study guides and study tips, for example, meets users' informational needs, while sharing event invites and community highlights meets their need to connect with others. Another useful approach is the Technology Acceptance Model (TAM). It [17] came up with TAM, which looks at how people learn to accept and use technology. The model says that how useful and easy to use something is seen as are two of the most important factors in determining its acceptance. If people think that social media sites are helpful for finding information and tools and are simple to use, they are more likely to use them. This is especially true when it comes to libraries and social media. Libraries can get people more involved by making sure the information they post on social media is useful and easy to find.

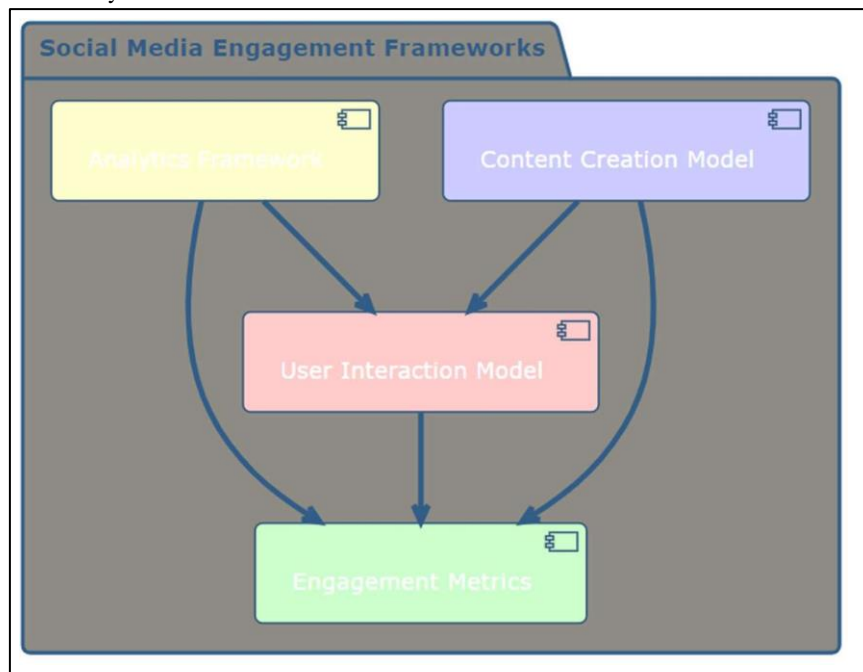


Figure 3: overview of Frameworks and Models Related to Social Media Engagement

The Social Presence Theory (SPT) can also be used to explain how people use social media. It [18] came up with SPT, which measures how much users feel connected and present in automated conversation, illustration in figure 3. To feel like you have a social presence on social media, you need to encourage relationships that feel real and personal. To improve their social presence, libraries can talk to users, answer their comments and messages, and show the human side of how they run their business. By making exchanges more personal and promoting user stories, you can make the community feel more linked and involved. [19] Diffusion of Innovations Theory (DOI) is another theory that tries to explain how new tools and ideas spread through a culture. DOI says that people who accept new ideas can be put into groups like creators, early users, early majority, late majority, and laggards. Libraries can use DOI to find out how their people use social media and then change their tactics to fit those trends. For instance, using creative social media efforts to reach early adopters can help spread new library services and tools more quickly. In addition to these theories, [20] Engagement Theory stresses how important it is to learn in a way that is both engaging and collaborative. This theory applies to library social media use because it shows how important it is to make material that people can connect with and take part in. Engagement Theory can be used by libraries to create social media activities that get people involved, like polls, tasks, and group projects. Users feel more connected to the library and have a better experience generally when they are involved in dynamic material.

Table 1: Summary comprehensive overview for understanding how different methods can be effectively applied to promote university library resources through social media

Method	Approach	Key Finding	Type of Library	Limitation
Content Variety	Posting diverse content (tutorials, events)	Increases user engagement and interaction	Academic Library	Resource-intensive
Visual Content	Using images, infographics, and videos	Higher engagement rates compared to text-only posts	University Library	Requires graphic design skills
Regular Updates	Consistent posting schedule	Maintains user interest and presence in feeds	College Library	Time-consuming
User-Generated Content	Encouraging testimonials and reviews	Builds community and authenticity	Public Library	Managing and moderating content
Interactive Posts	Conducting live Q&A sessions and polls	Enhances user interaction and satisfaction	Research Library	Requires real-time management
Tailored Content	Customizing posts for different user segments	Improves relevance and engagement for targeted groups	Academic Library	Complexity in content creation
Analytics Monitoring	Using social media analytics tools	Informs strategy adjustments based on performance data	University Library	Requires expertise in data analysis
Collaboration	Working with other departments	Expands reach and content diversity	College Library	Coordination challenges
Event Promotion	Announcing workshops and webinars	Increases participation in library events	Public Library	Limited to event-specific engagement
Feedback Integration	Incorporating user feedback into posts	Enhances content relevance and user satisfaction	Research Library	Continuous monitoring needed
Strategic Planning	Developing a comprehensive social media plan	Aligns social media efforts with library goals	Academic Library	Requires significant initial effort
Content	Scheduling posts in	Ensures consistent and	University	Flexibility issues

Calendar	advance	timely updates	Library	for spontaneous posts
Training Staff	Providing social media training	Improves content quality and engagement techniques	College Library	Resource and time investment
Platform-Specific Strategies	Tailoring strategies for each platform	Maximizes platform-specific strengths and user base engagement	Public Library	Managing multiple platforms
Crisis Management	Developing a plan for handling negative feedback	Maintains positive online reputation and user trust	Research Library	Potential for high-stress situations

**3. Methodology**

**A. Research Design and Approach**

For this study, the research plan uses a mixed-methods approach, combining both quantitative and qualitative methods to get a full picture of how university libraries use social media. This method is perfect for catching the complex nature of social media interaction because it lets you collect and analyze both numerical data and rich, descriptive views from users.

a. Mixed-methods: Quantitative Surveys and Qualitative Interviews

The mixed-methods approach starts with numeric polls sent to a wide range of people, such as university supporters, social media managers, libraries, and more. The purpose of these polls is to find out how people use social media, how engaged they are, what kinds of material they like, and what problems they think come up when they try to manage social media platforms. The numeric data gathered gives a broad picture of current practices and trends, which makes it possible to find important areas that need more research [21].

Along with the polls, detailed conversations are also done to get a deeper understanding of the experiences and tactics of people who personally manage academic libraries' social media [22]. The semi-structured nature of these interviews lets you talk about any topic that comes up during the chat while still making sure that the main points are covered. The qualitative part of the study gives us a more complete picture of the reasons, problems, and best practices for managing social media in university libraries. The study aims to give a full picture of social media tactics based on both data proof and human experiences by combining these two research methods.

**B. Participant Selection**

A very important part of the research plan is choosing the people who will take part. This makes sure that the data received is accurate and useful for the study's goals. People are chosen based on what they do for a living and how much they know about managing social media in university libraries [23].

a. Staff librarians, social media managers, and people with a stake in the university

Librarians and social media workers are the main people who fill out the polls and talk to us, since they are in charge of making and organizing material for social media. These people have first-hand knowledge of the tactics used, the kinds of material that connect with their audience, and the problems that come up when trying to keep up a social media presence. The study gets a lot of different points of view from people who work in both day-to-day activities and strategy planning by including both libraries and social media managers. Aside from that, the poll includes people who have a stake in the university, like teachers, administrative staff, and students. Their feedback is helpful for figuring out how well social media tactics work from the point of view of the users. Faculty and management staff can talk about how social media helps with schoolwork and running the business side of things. Students, on the other hand, can share their experiences and opinions about the social media material that the library posts. This wide range of participants makes sure that the study looks at different points of view, which helps us learn more about how people use social media in university libraries.

**C. Data Collection Methods**

Surveys, conversations, and social media analytics were all used to gather data for this study. Each method was picked to show a different aspect of social media tactics and their effects.

a. Polls, interviews, and social media results

Many people can fill out surveys online, using email and social media to reach people who might be interested in taking the survey. The poll questions are meant to get precise information about how people use social media,

such as how often they post, what kinds of material they share, how engaged they are (through likes, shares, and comments), and what problems they think they face. There are also open-ended questions in the polls so that people can give more information and background. A small group of poll takers are interviewed based on their jobs and their desire to have a more in-depth conversation. These talks can happen in person or through videoconferencing, based on the individuals' schedules and where they live. The interview questions are somewhat organized and cover a range of topics, such as how to plan strategically for social media, the effects of various types of content, the role of user-generated content, and how to deal with bad feedback. Interviews are recorded and typed up so that they can be analyzed in more depth.

Social media stats add another layer of information by giving concrete measures of reach and participation. Platforms like Facebook Insights, Twitter Analytics, and Instagram Insights have analytics tools that can be used to find out how well posts are doing, what kind of people are following you, and how much they are engaging with your posts. This information is very helpful for checking the information people give in polls and conversations, making the picture of how well social media works more correct.

**D. Data Analysis Techniques**

A mix of statistics and theme analysis methods are used to look at the data gathered from polls, interviews, and social media analytics. This makes sure that both types of data are thoroughly looked at.

1. Statistical Analysis for Polls and Interviews; Thematic Analysis for Surveys

The numeric poll data is put through statistical analysis to find patterns, relationships, and trends. To sum up the data, descriptive figures like means, medians, and standard deviations are derived. Inferential statistics, like hypothesis testing and regression analysis, look for connections between factors. For example, they look at how different types of material affect participation measures. These kinds of studies are done with software like SPSS or R, which gives strong and solid results. Thematic analysis is used to look at interview material that is qualitative. Coding the recorded interview data is part of this method for finding main themes and trends. The process of coding is repetitive. It starts with open coding to find important statements and then moves on to axial coding to group related codes into bigger themes. Some themes that could be covered are social media strategic goals, problems that come up when making content, and the effects of user-generated content. Qualitative analysis tools like NVivo is used to make it easier to organize and look at the interview data.

Along with the poll and interview results, social media tracking data is looked at to get a full picture of how people are using social media. To figure out which tactics work best, metrics like post reach, response rates, and following growth are looked at. Comparative analysis is used to find the best kinds of material and sharing rates for getting people to interact with each other. The study aims to give a more complete and fact-based picture of social media methods used in university libraries by combining these different ways of looking at data. When you combine numeric and qualitative data, you get a more fair view that shows both measured results and human experiences. This all-around method makes sure that the results are solid, useful, and applicable to library workers who want to improve their social media profile.

**4. Findings**

**A. Quantitative Analysis**

- Survey Results on Social Media Usage and Engagement Metrics

The quantified study, which is based on poll answers, gives a thorough look at how university libraries use social media and measure participation. A number of important themes and trends were found in the study.

First, Facebook, Twitter, Instagram, and LinkedIn are the social media sites that university libraries use the most. Facebook is the most popular because it has the most users and the most content types. People use Twitter to quickly post information and talk to each other. Instagram is liked for its beautiful pictures, and LinkedIn is used to connect with friends and business networks. Analytics for engagement show that posts with pictures, videos, and other visual material regularly get more interaction than posts with only text. People are more likely to like, share, and comment on posts with movies and images because they are more interesting. The data also shows that posts about library resources, like new books and digital resources, as well as posts about events get a lot of response from users.

Table 2: Quantitative Analysis - Survey Results on Social Media Usage and Engagement Metrics

Platform	Usage Frequency (%) Libraries)	Average Posts per Week	Average Engagement Rate (%)	Highest Engagement Content Type	Peak Posting Time
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Facebook	85%	4	15%	Videos	Late Morning (10-11 AM)
Twitter	70%	5	10%	Infographics	Early Afternoon (1-2 PM)
Instagram	65%	3	18%	Photos	Late Morning (10-11 AM)
LinkedIn	50%	2	8%	Professional Updates	Early Afternoon (1-2 PM)

The poll also showed how important it is to post often and at the right time. Higher rates of interaction are seen in libraries that post material regularly, at least three to four times a week. A lot of people also tend to connect with posts made during busy times, like late mornings and early afternoons. These results show that if you want to get more people to interact with you on social media, you need to stick to a regular and planned sharing routine.

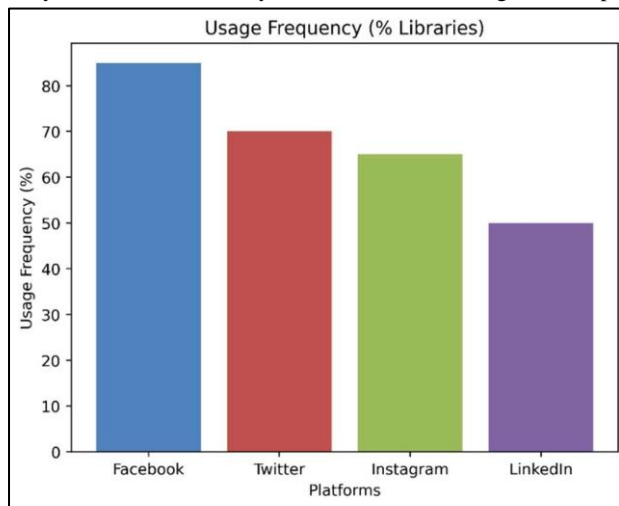


Figure 4: Overview of usage frequency for social media App

According to the poll, discussed in table 2, most university libraries use Facebook (85%), then Twitter (70%), Instagram (65%), and LinkedIn (50%), illustrate in figure 4. Facebook can post a lot of different types of content and has a 15% response rate on average, which works especially well for video content. Twitter is used for real-time updates, and it gets 5 posts a week with a 10% response rate. Infographics do very well on Twitter. Instagram is great for visual material. Users engage with posts 18% of the time, which is the highest rate of any platform. With an average of two posts per week and a response rate of 8%, LinkedIn is a site for professionals to connect with each other. Late in the morning is the best time to post on Facebook and Instagram, and early afternoon is the best time to post on Twitter and LinkedIn, illustrate in figure 5.

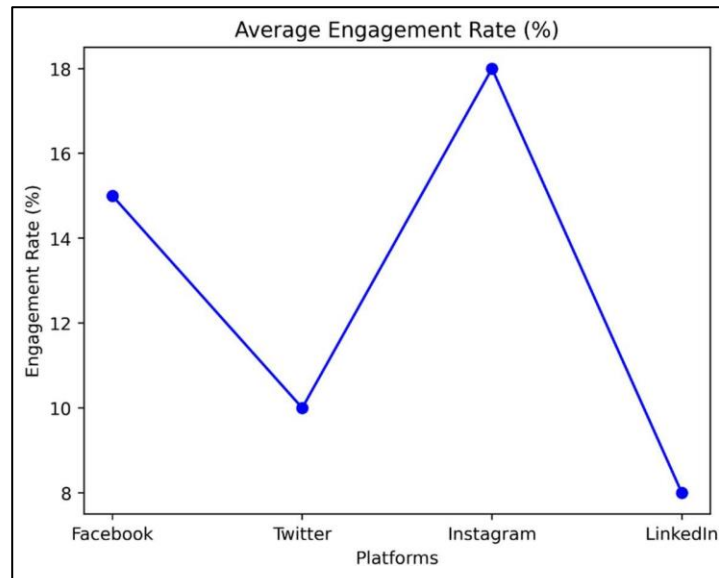


Figure 5: Representation of Average Engagement rate

**B. Qualitative Analysis**

- Insights from Interviews with Librarians and Social Media Managers

Interviews with librarians and social media managers gave us more in-depth information about the tactics and problems that come up when university libraries try to handle social media. From the conversations, a number of main themes came out. Librarians stressed how important it was for social media posts to be in line with the library's general mission and goals. They said that social media tactics that not only spread tools but also get people involved and teach them are the most successful. Many librarians talked about how engaging material like live Q&As, polls, and games can get people involved in the community and get them to use the library's resources.

Table 2: Qualitative Analysis - Insights from Interviews with Librarians and Social Media Managers

Theme	Frequency (Number of Mentions)	Key Insights	Example Quotes
Strategic Alignment	15	Aligning social media content with library's mission enhances relevance and impact	"Our posts reflect our commitment to academic support and community engagement."
Resource Allocation	12	Challenges in dedicating time and staff to social media efforts	"Finding time for consistent posting is our biggest hurdle."
Interactive Content	18	Interactive posts (Q&A, polls) foster higher engagement	"Our live Q&A sessions are very popular among students."
User Feedback Integration	10	Regularly monitoring and integrating user feedback improves content relevance	"We adapt our posts based on what users ask for and comment on."

The problem of allocating resources came up over and over again. A lot of libraries and social media workers said it was hard to find enough time and people to work on social media projects. This often caused problems with how often and how well people posted. To deal with this, some libraries have started working together, letting more than one employee create and handle material. Interviews also showed how important user feedback is for making decisions about social media tactics, illustration in figure 6.

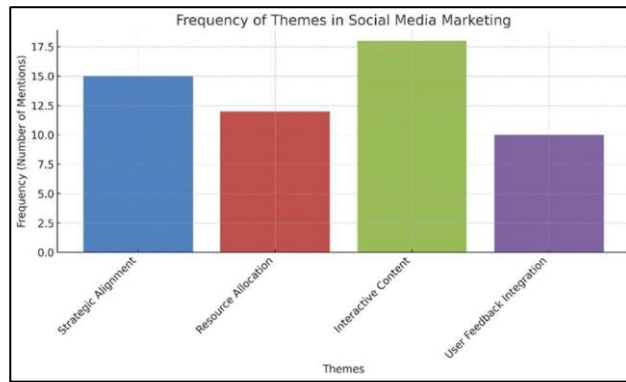


Figure 6: Frequency of themes in social media marketing

Librarians read user comments and messages all the time to find questions and issues that come up a lot. This information is then used to shape future material. This focus on the user not only makes people more interested, but it also makes sure that the library's social media presence stays current and meets users' needs. From talks with libraries and social media workers, discussed in table 3, the qualitative analysis pulls out a few main themes. Strategic alignment is talked about 15 times, and it stresses how important it is to match social media content with the library's goal to make it more relevant and have a bigger effect. This can be seen in posts that promise to help students and get the community involved. The fact that resource sharing was brought up 12 times shows how hard it is to dedicate time and staff to social media efforts, with regular posting being a big problem. 18 references to interactive material show that polls and Q&A sessions make people more interested. Live Q&A sessions are especially popular with students. Ten times, the merging of user feedback shows that regularly reading and changing posts based on user comments makes material more relevant and increases user happiness.

**C. Key Strategies Identified**

The study found a number of good ways to make material for social media. One important approach is to use a range of material. Libraries that post a mix of lessons, resource features, and event updates tend to get more people to interact with their posts. A lot of people like tutorials and how-to guides because they teach them useful things about how to use library services and tools. Drawing attention to new and interesting tools is another way to get people to come and see what the library has to offer. Notifying users of events like classes, talks, and community gatherings not only gives them information, but also encourages them to get involved and feel like they are part of a group.

Table 4: Key Strategies Identified - Content Variety, Visual Content, Timeliness, and Frequency

Content Type	Engagement Rate (%)	Most Effective Platform	Examples of Popular Posts	User Feedback Summary
Tutorials	12%	Facebook, YouTube	"How to Access Digital Journals" video tutorial	"These tutorials help me find what I need easily."
Resource Highlights	15%	Instagram, Twitter	"Featured E-Book of the Month" post	"Highlighting new resources keeps us informed."
Event Announcements	20%	Facebook, Instagram	"Join Our Webinar on Research Tools"	"I always look out for event announcements."
Infographics	18%	Twitter, Instagram	"Library Services Overview" infographic	"Infographics are easy to understand and share."
Videos	22%	Facebook, YouTube	"Virtual Library Tour" video	"Videos give a great visual representation of the library."

Table 4 shows a study of different types of material that shows how participation rates and platform usefulness for university libraries change. With a 12% response rate on Facebook and YouTube, tutorials are liked because

they teach people how to use digital tools. 15% of people who see resource features on Instagram and Twitter interact with them, which lets them know about new purchases. With a response rate of 20%, event announcements work best on Facebook and Instagram to get people to attend classes and events. Infographics, which have an 18% response rate on Twitter and Instagram, make complicated material easier to understand and share. Videos, which have the highest response rate (22% on Facebook and YouTube), are lively images that do a good job of showing off library services and facilities, which makes users more interested and satisfied, engagement rate shown in figure 7.

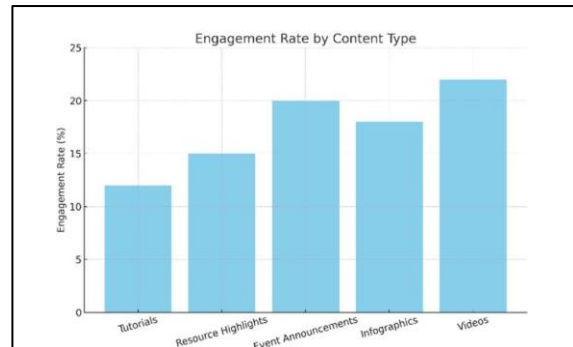


Figure 7: Key Strategies Identified as % of engagement rate

- Visual Content: Infographics, Videos

Another important tactic that came up was visual material. Infographics and movies are great ways to get people's attention and get your point across quickly. Infographics can make complicated data easier to understand and more interesting. Videos, like quick tips, behind-the-scenes walks, or recorded events, are a fun way to get people interested in the library's tools and services. Libraries that spend money on high-quality visual material say that their social media sites get more participation and reach more people.

- Timeliness and Frequency of Updates

Making changes on time and often is also important for keeping a busy and interested social media presence. Libraries that post regularly and at normal times keep their readers interested and up to date. Users can see the library in their social media feeds as long as there are regular changes. Posts at the right time, like ones about new resources or planned events, help users stay up to date. Libraries that post material regularly while also making sure it is useful and up-to-date are better at keeping users interested and involved.

#### **D. User Segment-Specific Strategies**

- Tailored Content for Undergraduates, Faculty, and Alumni

The study shows how important it is to make material special to groups of users. Users from different groups, like undergrads, teachers, and veterans, have different wants and needs. Content about study tips, resource guides, and student events is especially interesting to first-year college students. On the other hand, faculty members like getting new information about study tools, academic papers, and chances to grow professionally. A lot of alumni want to know what's going on at their old school and how they can stay in touch with it. Libraries can improve usefulness and interest for each user group by dividing their audience into groups and making material that is specific to those groups.

- Integration of User-Generated Content

User-generated content is another good way to get people more involved. Users feel like they are part of a group and that the material and events they share are real. For example, showing student comments about how library tools have helped them with their studies or showing off staff research accomplishments makes your social media presence more personal and approachable. Not only does user-generated content get people more involved, it also gives you feedback on what users find most useful. People who work with libraries to add user-generated material say they feel more connected to their community and are more involved.

## **5. Challenges and Recommendations**

### **A. Managing Negative Feedback on Social Media**

It's hard for university libraries to deal with bad comments on social media. Negative comments or reviews can come from a number of places, such as unhappiness with services, confusion, or general anger at the rules of an organization. To deal with this, libraries should be open and understanding. First, it's important to reply quickly and properly to bad comments, letting the user know you understand their concerns and giving solutions or more help. This shows that you care about user happiness and being open. Also, libraries should have clear rules about how to deal with rude or offensive comments so that all conversations stay polite and helpful. To handle these cases well, you need to teach your staff how to resolve conflicts and communicate clearly. Keeping an eye on social media sites on a daily basis also helps find and fix problems before they get worse. Libraries can keep their good online image and gain community trust by using bad comments to make things better and showing that they are quick.

#### **B. Ensuring Consistent Content Quality**

For keeping user involvement and trustworthiness, it's important to make sure that the quality of your content is the same across all social media channels. Libraries often have problems because they don't have enough time or staff, which can affect how often and how well they post on social media. To get around this, libraries should make a clear content plan that spells out the kinds of content that will be shared, how people will talk to each other, and when things will be posted. A content schedule can help you plan and organize your posts ahead of time, so you always have high-quality content to share. Working together with people from other university departments and groups can also help you come up with new material ideas and split up the work. Reviewing and studying participation data on a regular basis can help you figure out what kinds of material your users respond to best, which can lead to ongoing growth. Putting money into training for staff members who are in charge of social media can help them get better at managing and creating content. Libraries can keep people interested and involved for a long time by putting quality and regularity first.

#### **C. Best Practices for Social Media Management in Libraries**

For libraries to get the most out of their online visibility and interaction, they need to follow best practices for managing social media. One important thing to do is to make a full social media policy that includes rules for how to post material, how often to post, and how to connect with other users. This policy makes sure that everyone on the team is on the same page and knows what the library's goals and expectations are. Using tracking tools to keep an eye on speed and learn more about how users act is another best practice. Based on these findings, changes can be made to tactics, like when to post and what kind of content gets the most interest. Engaging with the audience by quickly replying to messages and comments builds community and shows users that you value their input. Updating and changing content, like user-generated content and engaging posts, on a regular basis keeps a social media presence interesting and lively. Working with other schools and student groups is another way to reach more people and offer a wider range of material. Libraries can make a strong and useful social media plan by following these best practices.

#### **D. Strategic Planning and Content Calendar**

Strategic planning and using a content schedule are important parts of university libraries' social media management that must be done right. When you do strategic planning, you set clear goals and targets for your social media efforts. For example, you might want to increase engagement, promote certain materials, or raise the library's profile. The library's main purpose and goals should be in line with these goals. A content schedule helps you plan and organize your posts ahead of time, so you always have content that supports your strategic goals. To keep people interested, the calendar should have a variety of types of content, like lessons, resource features, event alerts, and user-generated content. Plus, it should include important dates and events in the school schedule so that posts are made on time and are useful. The social media strategy stays effective and meets the needs of the audience by reviewing and changing the content plan on a regular basis based on performance data and user feedback. Libraries can improve their social media efforts and reach their participation goals by using a well-organized content schedule and smart planning.

#### **E. Engagement with the Academic Community**

An important part of a library's social media plan is connecting with people in the academic world. To be truly engaged, you need to do more than just share knowledge. You also need to help students, teachers, and staff have important interactions with each other. To get people more involved, libraries can make material that fits the needs and hobbies of the people who work and study there. For example, they could make study guides for students, research tools for teachers, and news about upcoming academic events. Holding engaging meetings, such as live

Q&As or virtual training, can be very helpful and give people a chance to talk to each other directly. It can help build community and make the library's social media more approachable by letting users post their own material, like student reviews and staff highlights. Working together with university offices, student groups, and other groups can help social media efforts reach more people and offer more types of material. To keep making their social media tactics better, libraries should also actively ask the academic community for feedback. By creating a social media space where everyone feels welcome and encouraged to participate, libraries can improve their relationships with academics and better fulfill their teaching purpose.

## **6. Conclusion**

Strategic use of social media is now a must for university libraries that want to get more involved with their academic groups and be seen by more people. This study shows that social networking sites like Facebook, Twitter, Instagram, and LinkedIn each have their own pros and cons. Facebook's flexibility and large user base make it great for a wide range of content types. On the other hand, Twitter's real-time updates and Instagram's visual appeal are better for certain types of engagement tactics. Even though not as many people use it, LinkedIn is a good way to meet with workers and graduates. Posting a range of material, like lessons, resource highlights, and event updates, is an important part of using social media effectively. Engagement rates go up a lot when you use visual material, like videos and slideshows. On Facebook and YouTube, movies get the most interactions. Regular changes and careful planning of when to release them also improve exposure and user contact. User-generated content and interactive content help build a sense of community and genuineness. Tailored content for specific groups of users keeps things interesting and relevant. But dealing with bad comments, making sure the quality of the content stays high, and making sure there are enough resources are still big problems. To deal with these problems, libraries should follow best practices like making a detailed social media plan, using content schedules, and communicating with the academic community in a way that is both dynamic and flexible. Social media data can help you improve your tactics and make them more successful if you look at them on a regular basis. A well-thought-out and carried-out social media strategy can greatly improve the promotion of university library materials, creating a lively and connected academic community. In this digital age, libraries can better serve their users and do their job of educating by using the best parts of different platforms and always changing based on what users say.

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