Exploration on Branding Practice of Reading Promotion in University Library—Take Sanjiang University's "Classic Reading Sharing Meeting" as an Example

Yingying Li, Hui Liu

Sanjiang University, Nanjing, Jiangsu, 210000, China

Abstract: Under the background of advocating reading for all, it has become an important task for university libraries to carry out reading promotion deeply and effectively, and the establishment of reading activity brand is an important part of reading promotion. With the deepening development of library's public cultural service function in recent years, various reading promotion activities of the library are characterized and diversified, and the branding of reading promotion has ushered in an unprecedented development opportunity, which also needs to be deepened and improved. Taking Sanjiang University's "Classic Reading Sharing Meeting" as an example, this paper specifically analyzes the practice process of branding reading promotion activities in university libraries. From the preparation work to the specific implementation process, it is analyzed in detail. According to the achievements and existing problems in the promotion process, the corresponding sustainable development strategies are put forward, which provides new ideas for further consolidating and expanding the achievements of brand development.

1. Introduction

Promoting the innovative development of reading promotion by brand building has always been an important way for university libraries to carry out reading services for readers. In the information environment of mobile internet, new media technology is changing people's life and reading habits, and changing the way of information dissemination [1]. Therefore, the ability of reading promotion has become an important part of the core competitiveness of university libraries. Under the background of advocating reading for all, it has become an important task for university libraries to carry out reading promotion deeply and effectively, and the establishment of reading activity brand is an important part of reading promotion [2-3].

Branding of reading promotion activities has become the main business content of deepening reader service and promoting reading promotion in libraries. Establishing a distinctive brand activity in readers' minds is an important factor for the success of library's innovative service and an important means to help libraries improve the quality of reading promotion service and enhance their influence [4]. With the deepening development of library's public cultural service function in recent years, various reading promotion activities of the library are characterized and diversified, and the branding of reading promotion has ushered in an unprecedented development opportunity,

which also needs to be deepened and improved. This paper introduces and analyzes the activity of "Classic Reading Sharing Meeting" organized by Sanjiang University Library, deeply analyzes its branding operation process, analyzes its achievements and existing problems, and puts forward optimization strategies.

2. On the branding of library reading promotion

Brand depends on the product, so it is different in product creation, which can be distinguished from similar products in the market, so that consumers can feel the value of the product and then choose the brand. Generally speaking, brands bring intangible assets and value to enterprises, which reflects consumers' satisfaction and loyalty to brand products. Brand building refers to the actions and efforts of brand owners in the whole process of brand building through planning, design, marketing and management [5-6]. The content of brand building can be roughly divided into four aspects, namely brand design, brand activity planning, brand marketing promotion and brand management maintenance.

Reading brand promotion is not the same as reading promotion, but the accumulation of reading promotion and brand operation. Using brand operation principle to guide reading work can ensure the long-term effectiveness of reading activities and achieve a common breakthrough in quantity and quality of reading promotion activities [7].

The brand of reading promotion mentioned in this paper refers to the large-scale reading activities that the library or relevant departments closely combine the concepts of design, activity, dissemination and maintenance contained in branding with reading promotion, and are carried out for readers with long duration, more times and greater influence, so as to guide readers to participate in and love reading.

3. Branding practice of "Classic Reading Sharing Meeting" in Sanjiang University

In order to optimize the operation and management of branded reading promotion activities, Sanjiang University Library not only follows the universal law of brand operation of reading promotion activities, but also pays special attention to the cooperation between the main and branch libraries and the effective monitoring of all links by the main library. Fig. 1 shows the content flow of branding practice of "Classic Reading Sharing Meeting" in Sanjiang University.
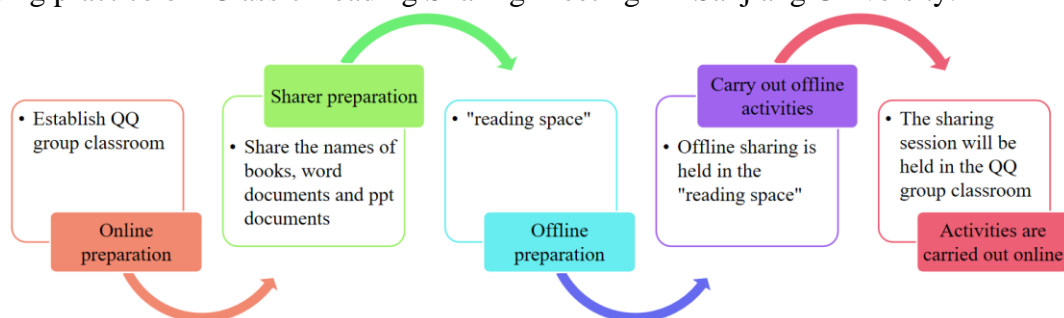

Figure 1: Content flow of branding practice of "Classic Reading Sharing Meeting" Activity

3.1. Online preparation

Before each sharing meeting, there are a lot of preparatory work to be prepared in the early stage. At the beginning of the activity, a QQ group class was established, so that both the sharers and the students participating in the activity were added to the group, and the group nickname was changed to name+student number for later statistics; Set the way and rules of punching in activities and send

them to the group; Before the start of each activity, the electronic and physical posters of the current period are designed and posted on campus, and the librarians promote them synchronously; On the day of the event, the publicity was announced again in the form of group announcement in QQ group.

3.2. Sharer preparation

After deciding to participate in the sharing, each sharer should provide the name of the shared book, the word document of the shared content, the ppt document of the live demonstration, and a self-introduction video within one minute, which will be reviewed by the staff for use.

3.3. Offline preparation

In the absence or relative stability of the epidemic, offline sharing will be the norm. On the large screen at the entrance of the shared venue "Reading Space", the notification will start scrolling one day in advance. On that day, two staff members are required to be responsible for the debugging of audio equipment and the maintenance of on-site order. In addition, it is necessary to arrange 2 photographers and a host in advance, and prepare a draft of the host for the day.

Whenever offline activities are held, a large number of staff members are needed to assist. The library mobilizes all resources through cooperation with various departments. The staff members include work-study students, community members and college students' reading club members.

3.4. Carry out offline activities

The offline sharing meeting will be held in a "reading space" created for students taking the postgraduate entrance examination, which can accommodate about 50 people, and the venue will be cleared and arranged on the morning of sharing. Considering the students' class time, the sharing meeting is scheduled to start at 18:30 pm and the duration is controlled at about one hour.

Before the official time of the sharing meeting comes, the small video of self-introduction of the sharer will be played 10 minutes in advance, which will enliven the atmosphere at the scene and let the audience get familiar with the sharer in advance. At the official start, the host first appeared to introduce the sharers further and create a quiet and pleasant atmosphere. In the process of sharing, the sharers ask questions and interact with the audience according to the shared content. After sharing, the audience can discuss and communicate with the sharers if they have any questions or ideas about the shared content, so that the atmosphere of the whole event will reach a climax.

3.5. Activities are carried out online

In case of special circumstances, or when offline activities are inconvenient to carry out, it will be carried out online. Compared with offline activities, online activities will save some matters such as venue layout and participants, and sharing will be carried out directly in QQ group classrooms.

4. Characteristics and innovation of "Classic Reading Sharing Meeting" in Sanjiang University

4.1. Activity effect optimization

In the whole process of holding activities, how to ensure the effect and quality of activities is a problem that library staff have been thinking about, and it coincides with the epidemic situation, which brings great difficulties to the activities. Under the guidance of the library leaders, the library

staff overcame difficulties and adjusted the activity plan in time. The sharing meeting, which was mainly offline, was temporarily changed to online during the epidemic. When the epidemic situation was stable, it returned to the offline-oriented way to minimize the impact of the epidemic on the whole activity, and the combination of online and offline also achieved the effect of 1+1>2. Teachers and students from all four campuses of the school can participate in each sharing session, and are not affected by space and distance.

4.2. Share the diversity of guests

In order to let more readers who like reading have the opportunity to participate in the activities, we broke the previous practice of inviting only famous teachers, and the sharers can participate regardless of age or identity, as long as they are willing. Not only well-known experts inside and outside the school, teachers who like reading and sharing, but also students who like reading and exercise all participate in the activities. Everyone learns from each other and communicates with each other, and experiences the beauty of classic works from different perspectives.

4.3. Target group enlargement

The target group of reading promotion has always been readers who like reading, and the library staff seems to think less about readers who don't like reading and read less. Through this activity, I found that many students who don't like reading very much at ordinary times are also affected because they see their classmates or classmates in the same dormitory participating in the activity, and they are interested in reading. In the past, most of the students who participated in such activities were students majoring in liberal arts, and there were many students in science and engineering who participated in this activity. These examples not only proved that reading promotion had a certain publicity effect, but also influenced students' learning attitude and humanistic quality subtly, and fully excavated the intrinsic value of reading promotion activities.

5. Existing problems and thinking

5.1. Strengthen brand operation consciousness and actively build reading promotion brand

"Classic Reading Sharing Meeting" has been held for two seasons so far. After more than two years' efforts, although it has formed a preliminary brand effect among teachers and students, there is still a long way to go to form a long-term brand activity with its own characteristics.

Under the current environment of emphasizing the brand operation of reading promotion and paying attention to reading effect, university libraries should change their understanding and distinguish short-term reading activities from long-term reading promotion brands. The organization should be fully aware of the importance of building a reading promotion brand. It should rely on the brand operation mode to actively build a reading promotion platform [8]. Combining the characteristics of our school and the reading needs of teachers and students, we will cultivate reading promotion brands that meet the development characteristics of our school. At the same time, emphasis is placed on differentiation and diversity in the building of reading promotion brands. Therefore, university libraries can actively cultivate educational popularization and comprehensive reading promotion brands and enrich the types of reading promotion brands. With the great attention and cooperation of the school, we will expand the number and types of reading promotion brands and check the quality.

5.2. Create interactive reading service and enhance brand penetration

With the maturity of internet plus technology environment, the communication distance between libraries and readers is further shortened, which provides technical support for university libraries to build interactive reading services around readers' communication demands [9]. It is necessary to adjust the subjective thinking, grasp the reading trend of readers, break the traditional propaganda concept, rationally use and manage the new media platform of the library, and edit and publish the content in the multimedia channels such as official website, WeChat official account and QQ Group of the department service, so as to ensure the timeliness of information, expand the propaganda scope and facilitate readers to obtain library information in multiple ways.

5.3. Broaden the channels of publicity and enhance the order of communication

In order to ensure the long-term development of brand as an intangible asset, brands need special organizations and standardized guidelines for management. In brand marketing, combined with the marketing combination of "product, price, promotion and channel", the professional team is invited to make a detailed analysis of the brand's marketing objectives, marketing content, resource allocation and potential customers.

It is necessary to make full use of all kinds of new media platforms, vigorously publicize and enhance readers' awareness of reading promotion brands. You can also cooperate with local mainstream media to launch online reports in multiple directions. Emphasis should be placed on extensiveness in the publicity channels of reading and promoting brands, and more attention should be paid to orderliness in the content of publicity [10]. The specific situation of the event site, such as the people present and the atmosphere at the scene, should also be recorded, and released in the later stage, and the secondary publicity work should be done to ensure that the publicity work of reading and promoting brands forms an effective closed loop.

5.4. Establish evaluation mechanism to enhance brand value

Brand building is a long-term development and accumulation process. Whether reading promotion activities achieve the expected results needs to establish a corresponding effect evaluation mechanism. The organizational form, participation mode, activity process, participation degree, satisfaction degree and promotion degree of the activity can be investigated by questionnaire, and extensive opinions can be sought after each activity, and further improvement and perfection can be made through the feedback from teachers and students to ensure the sustainable development of brand activities. At the same time, it is also necessary to combine the development goals and personnel training goals of different universities, create brand-name reading promotion activities that meet the characteristics of their own universities, and give full play to the unique role of libraries in value guidance, ideological education and cultural education.

6. Conclusions

In the information environment of mobile internet, new media technology is changing people's living and reading habits, and at the same time changing the way of information dissemination. Therefore, the ability of reading promotion has become an important part of the core competitiveness of university libraries. Branding of reading promotion activities has become the main business content of deepening reader service and promoting reading promotion in libraries. A good reading promotion brand is a business card of a library and an important embodiment of its vitality. University libraries should constantly broaden their thinking, continue to explore the brand

development path of reading promotion, and further promote the formation of a good social atmosphere for all people to read.

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