

# *The Application and Effect Evaluation of Social Media in Library Information Communication*

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**Abstract:** This paper studies the application and effect of social media in library intelligence communication, including how to release activities and resources, interact with users, and use user-generated content, etc. Meanwhile, the paper introduces the evaluation methods, such as data analysis, user feedback, and success case sharing. The results show that social media can improve communication efficiency, expand audience scope, increase user participation, and enhance library image. Nevertheless, there are hurdles like privacy and security concerns, content management and quality assurance, technical and resource constraints, as well as user reception and involvement. To address these issues and enhance the impact of library intelligence dissemination, this paper suggests various solutions.

## **1. Introduction**

In today's digital age, social media has become one of the main channels of information dissemination. Libraries, as custodians and distributors of information resources, should also maximize the potential of social media to enhance the efficacy and impact of information dissemination. However, libraries face many challenges in social media applications, such as how to expand the audience range, increase the user participation, and how to improve the image of the library. This paper will try to find effective evaluation methods and solutions to help libraries make better use of social media platforms, improve the efficiency of information dissemination, and finally achieve the social service purpose of information sharing and knowledge dissemination.

## **2. The application of social media in library intelligence dissemination**

### **2.1 Overview of the social media platforms**

Social media platforms refer to an online platform that provides users with interaction, sharing and disseminating information through the Internet and mobile communication technologies. A variety of platforms, including Weibo, wechat, Facebook, and Instagram, offer users several types of content like text, images, and videos. These platforms also drive social interaction through features such as likes, comments and sharing between users. Through social media platforms, users can quickly get the latest information, share their lives with others, and also become an important channel for information dissemination and social communication. The extensive use of social media

platforms has significantly influenced how individuals gather information and their social conduct.

## **2.2 Release of library activities and resources**

Social media platforms provide a broad stage for libraries to release activities and resource information. The library can swiftly disseminate information about various activities, lectures, and exhibitions to users, thanks to the convenience and extensive reach of social media. Whether online or offline activities, libraries can release detailed content, time and place of activities through social media platforms to attract users' attention and participation<sup>[1]</sup>. At the same time, the library can also use social media platforms to share library resources, new book recommendations, research results and other content, so that users can understand the rich resources of the library. The swift proliferation of social media allows the library to broaden the visibility of its activities and resources, pull in increased interest and involvement from users, and augment the library's social impact and fame.

## **2.3 Interaction with users and respond to user questions**

Libraries utilize social media platforms as mediums to engage and interact with users promptly, answering queries and resolving any issues based on user consultation, suggestions, and feedback. The real-time, interactive nature of social media allows the library to connect and communicate effectively with users, offering customized services. Libraries can also use social media platforms to hold online quiz, topic discussions and other activities to promote interaction and communication among users. By engaging with its patrons, the library can gain a deeper comprehension of their requirements and preferences, enabling the enhancement and fine-tuning of its services, thereby increasing user satisfaction and loyalty<sup>[2]</sup>. Through the use of social media's interactive capabilities instead of older consulting methods, the library can facilitate quicker and easier communication, strengthen its relationship with its users, and foster a positive user experience.

## **2.4 Use user-generated content to increase information transmission**

Through the use of social media's interactive capabilities instead of older consulting methods, the library can facilitate quicker and easier communication, strengthen its relationship with its users, and foster a positive user experience. Through social media platforms, libraries can encourage users to comment on, share and label library resources and activities, thus increasing the transmission and dissemination of information. Content created by users retains its legitimacy and trustworthiness, gives an insight into their experience and assessment, and offers a trustworthy source of reference for others. Libraries can actively participate in and respond to discussions on user-generated content, establish a good interactive relationship with users, and further enhance the effect of information dissemination and user participation<sup>[3]</sup>. Furthermore, libraries have the ability to broaden the reach and impact of information by promoting and distributing content generated by users. By disseminating this user-created content, libraries can garner more exposure and attention, thus enticing more individuals to engage in library events and services. By making full use of the power of user-generated content, libraries can build a diversified and participatory information communication platform to provide more attractive information services.

### **3. Effect evaluation method of social media in library intelligence dissemination**

#### **3.1 Data analysis and index evaluation**

The effect of social media in the dissemination of library intelligence can be evaluated by data analysis and indicator evaluation. Libraries can collect data on social media platforms, such as user interaction, retweets and comments, etc., and conduct statistics and analysis through data analysis tools to measure the influence and dissemination effect of intelligence dissemination. In addition, the library can also formulate corresponding indicators to evaluate the effect of social media, such as fan growth rate, participation rate, user conversion rate, etc., so as to evaluate the actual effect of social media in intelligence communication in a quantitative way. Furthermore, libraries have the ability to broaden the reach and impact of information by promoting and distributing content generated by users. By disseminating this user-created content, libraries can garner more exposure and attention, thus enticing more individuals to engage in library events and services.

#### **3.2 User feedback and survey questionnaire**

User feedback and questionnaires are important methods to evaluate the effectiveness of social media in library intelligence dissemination. Libraries can collect users' opinions, suggestions and feedback through social media platforms to understand users' evaluation and satisfaction with intelligence communication. In addition, the library can also design questionnaires, invite users to participate, and collect users' use experience and effect evaluation of social media through the questionnaire survey. User feedback and questionnaires can provide direct user views and feedback, and help libraries understand users' needs and improvement direction, so as to improve the effect of social media in library intelligence dissemination<sup>[4]</sup>.

#### **3.3 Success cases and user stories sharing**

The sharing of success stories and user experiences serve as compelling proof of how effective social media can be in distributing library intelligence. The library collects and shares some successful cases and user stories of social media applications to show the actual effects of social media in information dissemination. The true stories and experiences of users can stimulate the participation and trust of other users, and further expand the influence of intelligence dissemination. By sharing successful instances and client narratives, libraries can obtain concrete proof of social media's efficacy in spreading library intelligence. This allows libraries to garner practical experience and spark new ideas, thereby promoting more optimal utilization of social media channels for intelligence distribution.

### **4. The effect of social media in library intelligence dissemination**

#### **4.1 Improve the efficiency of information transmission**

The use of social media in library intelligence communication can certainly boost the efficiency in disseminating information significantly. First, social media platforms provide a way to release information in real time. Libraries can timely release the latest activities, resources and services through social media, so that users can quickly keep abreast of the latest developments. Compared with traditional promotional channels, the immediacy of social media can deliver information faster, ensuring that users get the required information in time<sup>[5]</sup>. Secondly, the extensive dissemination of social media enables libraries to convey information more widely. Information on social media

platforms can be rapidly spread quickly through users' forwarding and sharing, which expands the coverage of information to a large extent. The library greatly benefits from this, as it raises awareness about its resources and activities, encouraging increased participation from more individuals. Social media has achieved the goal of improving the effect of information dissemination by effectively expanding the audience group of libraries. Furthermore, the interactive capabilities of social media offer a more immediate and easy method of communication for users. Through these platforms, they can directly engage with the library, by asking questions or providing feedback. This interactivity allows users to get timely answers and feedback, improving the user experience. Simultaneously, the library can enhance its comprehension of the users' requirements and viewpoints through their feedback and needs, thereby improving the quality of service further.

#### **4.2 Expand the audience scope**

Libraries also need the help of social media if they want to expand the reach of their information. The prevalent use of various social media platforms allows libraries to connect with a larger audience, encompassing both existing registered users and potential future users. The ease of use and convenience of social media platforms attracts a large number of users to participate, thus providing a wider audience for the library's intelligence messaging. Libraries can utilize social media to broaden their reach in spreading library information. The prevalent use of various social media platforms allows libraries to connect with a larger audience, encompassing both existing registered users and potential future users<sup>[6]</sup>. Leveraging the functional operations and communication systems inherent in social media, libraries are able to proliferate information to a larger audience, enhancing the overall communication impact and societal influence.

#### **4.3 Increase user engagement**

Social media can significantly increase user engagement in library intelligence dissemination. Through social media platforms, libraries can interact with users in real time, respond to their questions and needs, and provide personalized services. Users can express their concern for and participation in library intelligence through interactive behaviors such as comments, likes and sharing. At the same time, social media also provides rich interactive functions and social activities, such as online discussion, voting surveys, etc., greatly increasing user participation. User participation behavior can not only increase the topic discussion and interaction of intelligence communication, but also enrich the intelligence content and provide more feedback and suggestions. Social media boosts the distribution of library intelligence in a more interactive and personalized manner by enhancing user engagement.

#### **4.4 Improve the image of the library**

Through the effective use of media, the reputation and perception of a library can be significantly improved within its information distribution. Social media platforms enable libraries to showcase their valuable resources, diverse events, and expert services, thereby establishing a strong reputation and brand. By sharing user stories, success stories and customer feedback, a library can demonstrate its critical value and influence<sup>[7]</sup>. When users have positive experiences and evaluations, it ultimately benefits the library by boosting its reputation and trustworthiness, and it also draws in more user interest and involvement. By utilizing the interactivity features of social media, libraries can increase their relatability and their impact on users, further improving their public image and recognition.

## **5. Challenges of social media in library intelligence dissemination**

### **5.1 Privacy and security issues**

Privacy and security are some of the challenges in disseminating library intelligence through social media. On social media platforms, users' information is at risk of being abused or leaked. In order to ensure readers' information security, libraries need to take countermeasures. For example, strengthen the verification process of user registration and login, provide privacy setting options, and limit the access to and use of user information. In addition, there are a large number of false information, fraud and malicious attacks on social media, so libraries need to strengthen the monitoring and filtering of social media content to ensure that the information transmitted is true, reliable and safe.

### **5.2 Content management and quality control**

Libraries also face the issue of managing content and ensuring its quality on social media platforms. With the overwhelming amount of low-quality content and information noise on these platforms, libraries are tasked with sifting through and recommending high-quality information appropriate for their readers<sup>[8]</sup>. They also need to offer accurate and valuable intelligence services<sup>[9]</sup>. To maintain the standard of the material, it is essential for the library to create a review system for content and assign a specialized team to monitor and evaluate the released material. Simultaneously, the library must also implement a potent feedback process, consider the views and recommendations of the readers, and promptly modify and enhance the content along with the techniques of information sharing.

### **5.3 Technical and resource limitations**

Social media also faces challenges from technology and resource limitations in library intelligence dissemination. The distribution of intelligence on social media platforms necessitates specific technical assistance and the allocation of resources such as staff, equipment, and network support. Libraries need to invest sufficient resources to build and maintain social media platforms to ensure their normal operation and the effect of information dissemination. Parallel to this, it's crucial for libraries to regularly modernize and advance their technologies, keep abreast with the evolution and transitions in social media, and enhance the speed and caliber of intelligence dissemination. Furthermore, libraries have the responsibility to develop professionals by offering training and support to help them master the technology and operation management of social media.

### **5.4 User acceptance and engagement**

Social media also faces the challenges of user acceptance and engagement in library intelligence dissemination. Different readers have different acceptance levels and use habits of social media. It is essential for libraries to comprehend the requirements and tastes of their patrons and offer bespoke information communication services tailored to diverse user demographics. In order to increase user engagement, libraries can encourage readers to participate in social media discussions and exchanges by holding online activities, launching discussion topics, and providing interactive services. In addition, libraries can constantly improve the way and content of information dissemination through data analysis and user feedback, and enhance user experience and participation.

## **6. Solution of social media in library intelligence dissemination**

### **6.1 Solutions to the privacy and security issues**

A series of measures can be taken to solve the privacy and security problems of social media in library intelligence dissemination. Primarily, libraries have the capacity to enhance user education, encouraging patrons to safeguard their personal privacy and avoid revealing their personal information indiscriminately. Secondly, libraries should regularly update the privacy policy and remind users to read and understand the relevant terms. Moreover, using encryption technology could guarantee the safe transmission and storage of user details. It is crucial for libraries to collaborate with social media platforms to bolster system security. This includes enhancing data protection for users, setting up response mechanisms, and promptly addressing user complaints and privacy matters.

### **6.2 Solution for content management and quality control**

Libraries can adopt several strategies to tackle the issues of content management and quality control on social media platforms. One measure is to form a team dedicated to monitoring and evaluating social media information to ensure the credibility of information on social media<sup>[9]</sup>. Another measure is that libraries can work with professional bodies or academic institutions to actively participate in evaluating content information on social media to ensure access to reputable sources of information. In addition, the library should also interact closely with readers, understand readers' needs through user feedback and investigation, and timely optimize the content and method of information communication according to readers' feedback.

### **6.3 Solution to technical and resource limitations**

Library intelligence communication through social media encounters the hurdles of both technological and resource constraints, to which libraries can respond by implementing certain strategies. To begin with, libraries could collaborate with pertinent partners to disseminate technology and resources, thus lowering the expenses associated with constructing and sustaining a social media platform. Secondly, libraries can seek external funding or sponsorship to provide the necessary technical support and resource input. Furthermore, the library ought to develop a practical technology growth strategy based on its financial state and available manpower. It should foresee and tackle potential issues beforehand, and promptly upgrade and update its technology to enhance the speed and quality of information distribution.

### **6.4 Solution to user acceptance and engagement**

In order to improve the user acceptance and participation of social media in library intelligence dissemination, libraries can take a series of measures. Initially, it is crucial for libraries to comprehend the varying needs and preferences of diverse user groups and accordingly offer customized intelligence services that match the interests and requirements of their readers. Secondly, libraries can establish good relationships with readers, interact and communicate with them, actively respond to readers' questions and needs, and attract them to participate in social media discussion and communication<sup>[10]</sup>. In addition, libraries can also hold online or offline activities and provide expert lectures or seminars to guide readers to actively participate in social media platforms and further increase user participation.

## 7. Conclusion

The application of social media in libraries has great potential, which can bring many opportunities and advantages to libraries. Through social media usage, libraries have the potential to broaden their reach, enhance the speed and effectiveness of information dissemination, boost user engagement, and bolster their reputation and appeal. That being said, libraries must establish robust evaluation techniques and strategies to maximize the benefits of social media, ensuring the successful implementation and ongoing sustainability of such platforms. By persistently learning and adjusting to alterations, libraries can maintain their essential role as information reserves in the digital age, offering improved services and experience to their users.

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