



Library Promotion Through Social Media to Increase Library Visibility

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ABSTRACT	ARTICLE INFO
<p>Libraries face challenges in attracting public attention in the digital era, and the use of social media is increasing. Therefore, it is important to explore how social media can be used as an effective promotional tool to raise public awareness of library services. This study aims to analyze library promotion strategies through social media and identify their benefits and impacts on interactions between libraries and users. This study uses a qualitative approach with a literature study method, which involves collecting and analyzing literature related to the use of social media in library promotion. The study results indicate that social media can increase user engagement, expand audience reach, and facilitate two-way communication between libraries and the public. In addition, visual content and active interaction on social media platforms have proven effective in attracting user attention. Social media is a very potential tool to promote library services, increase public awareness, and build stronger relationships between libraries and their users.</p> <p>© 2024 EduLib</p>	<p>Article History: <i>Submitted/Received 11 Sep 2024</i> <i>First Revised 20 Sep 2024</i> <i>Accepted 07 Oct 2024</i> <i>First Available Online 14 Oct 2024</i> <i>Publication Date 01 Nov 2024</i></p> <hr/> <p>Keywords: <i>Library Promotion,</i> <i>Social Media,</i> <i>User Interaction.</i></p>

1. INTRODUCTION

In this digital era, libraries face a major challenge in attracting public attention. Many people now prefer to use search engines and social media to meet their information needs. According to a survey released by the Indonesian Internet Service Providers Association (APJII) in February 2018, the number of Internet users in Indonesia reached 143.26 million in 2017, an increase of 7.96% from the previous year (Daengs et al., 2022). This figure shows a great opportunity for libraries to reach more people through social media. Traditional libraries are often considered less attractive by the younger generation, especially millennials and Generation Z who are more familiar with technology (Ombogo & Namande, 2021). Therefore, libraries need to change their image and become more relevant in the eyes of the public. One effective way to achieve this is using social media as a promotional tool. By using platforms such as Instagram, TikTok, and Twitter, libraries can convey information about their collections, services, and activities more interestingly and interactively. Junis et al. (2024) explained that social media can make it easier for libraries to communicate directly with users, build communities, and increase user engagement.

This study explores how libraries can utilize social media as an effective promotional tool. By analyzing various promotional strategies that can be implemented through social media platforms, this study is expected to provide useful insights for librarians and library managers in increasing user engagement and promoting their services. In addition, this study will also identify the benefits and impacts of using social media for library promotion.

The importance of this study lies in the need to understand and implement relevant promotional strategies in the digital era. With the increasing use of social media among the public, libraries must be able to adapt and take advantage of existing opportunities to attract users' attention. Social media makes it easy for users to share information, including text, images, sound, and video (Kumar et al., 2020), which can help libraries achieve a greater level of success than conventional promotional methods such as print media and brochures. This study is expected to contribute to the development of more effective library promotion strategies, as well as increase the reading interest of the community as a whole.

Social media has great potential to build interaction between libraries and their users. According to Cheng et al. (2020), social media is not only a platform for sharing information but also a tool for building communities and interactions between libraries and their users. By creating interesting and relevant content, libraries can encourage community participation in various activities, such as book discussions, training, and literacy events. This will increase user engagement and also help build a positive image of the library as a dynamic institution that is responsive to community needs.

In addition, this study will discuss various applications and tools that libraries can use to create attractive promotional content. For example, the use of graphic design applications such as Canva and Adobe Photoshop can help librarians create visually appealing posters, infographics, and other promotional materials. In addition, libraries can also take advantage of special features available on each social media platform, such as Instagram Stories, TikTok videos, and Twitter polls, to increase interaction with users.

Of course, libraries also face various challenges in using social media as a promotional tool. These challenges include limited resources, lack of knowledge about using social media, and difficulty in creating attractive content. Therefore, libraries need to develop strategies that can overcome these challenges and maximize the potential of social media as a promotional tool. Previous studies have explored the use of social media in library promotion and have

shown positive results. Wakahia and Owoche (2024) found that libraries that are active on social media experience increased visits, emphasizing the importance of engaging content and consistent interaction with users. Xin and Yingxi (2022) who studied the use of social media by libraries in China found that platforms such as WeChat are very effective in increasing user engagement and promoting library events. In addition, Wu and Yang (2022) emphasized the importance of social media in increasing library visibility and attracting new users, especially among teenagers and young adults. Masizana and Salubi (2022) concluded that social media makes it easier for libraries to reach a wider audience and build active online communities, which in turn increases the use of library resources.

This study differs from previous studies because it focuses on specific strategies that can be implemented by libraries in Indonesia, as well as the challenges faced in the local context. In addition, this study will also include an analysis of the use of graphic design applications and specific social media features to create engaging promotional content.

This study aims to provide recommendations for libraries on how they can improve the use of social media in promoting their services and collections. By understanding the importance of social media in library promotion, it is hoped that libraries can be more effective in reaching users and increasing community involvement in literacy activities. Thus, this study provides insight into the use of social media in library promotion and also contributes to the development of more effective and relevant promotional strategies in the digital era.

2. METHODS

In this study, the author uses a qualitative approach with a literature study method to understand how social media can be used effectively in promoting libraries. A qualitative approach, according to Achjar et al. (2023), is a way to dive deeper into a phenomenon by collecting detailed and varied data. This method helps researchers understand how librarians and library users use social media. The literature study method, as explained by Rifa'i et al. (2023), is the process of collecting and analyzing information from various relevant literature sources.

The qualitative approach and literature study were chosen to facilitate an understanding of how social media is used to promote libraries. In this way, the author can explore various existing strategies and ideas, as well as provide new insights into the best ways to use social media. The author collected various national and international journal articles that focused on library promotion through social media. After collecting these sources, the author conducted an in-depth study to understand the concepts and strategies used in social media promotion. In this case, including analyzing how visual content, interaction with users, use of hashtags, and social media features are used effectively.

The author also maps the various functions of social media that play a role in library promotion. This covers how social media can increase public awareness of library collections and services and how the interaction between the public and the library on social media. The author seeks to identify the benefits and impacts of using social media in promotion, to find out how social media can help libraries achieve their promotional goals. After collecting and analyzing the literature, the author connects the findings with the purpose of the writing. This analysis will provide insight into the role of social media in library promotion and formulate conclusions based on the data obtained. These conclusions include recommendations for librarians on how to use social media as an effective promotional tool, which is expected to increase user engagement and expand the reach of library services.

3. RESULTS AND DISCUSSION

3.1. The Development of Social Media and the Importance of Library Promotion

In today's digital era, the development of social media has changed the way individuals and organizations interact, including libraries. Currently, social media not only functions as a platform for sharing information but also as an important tool for promotion and communication (Komariah et al., 2024). Social media has become a crucial tool in connecting people and organizations more efficiently. Libraries, as institutions that aim to provide access to information, must utilize social media to increase visibility and engagement with users (Arief and Rosana, 2024).

Promotion refers to communication actions used to influence consumer perceptions, attitudes, and behaviors toward goods or services. Promotion is communication between sellers and buyers or consumers that includes notification and persuasion, to influence consumers towards the goods and services made (Syahputra, 2019). The main purpose of promotion is to increase awareness, foster interest, and encourage consumer purchases or participation (Amin et al., 2021). Consumers will get information about the advantages of products sold by the company through promotions, which makes them interested in trying them and finally deciding to buy the product (Redjeki & Ngatno, 2019). Furthermore, library promotion is basically a forum for exchanging information between library institutions and users with the main aim of providing information about the services provided by the library as well as introducing all activities in the library, such as its facilities, various types of services available, its superior programs and the benefits that can be obtained by everyone who uses the library (Suprihatin, 2022).

Promotion must complete its task to achieve the goals mentioned above. Informing, influencing, persuading, and convincing consumers to use the goods or services offered are the main tasks of promotion. The three tasks of promotion according to Lamb (2001) in Setyani et al. (2022) are as follows: (i) Informative Promotion. Promoting new products, classes, or features, explaining how they work, suggesting new uses, and creating images; (ii) Persuasive Promotion. Drive brand switching, change customers' views on product features, encourage them to buy now and entice them to get more information; (iii) Reminder Promotion. Inform customers that the item may be needed in the near future, tell them where to buy the item, and maintain customer knowledge.

From the description above, it is clear that the task of promotion is to increase public awareness of the benefits and uses of the product. In addition, influences and changes consumer perceptions of the product, as well as telling them where the product can be obtained.

Social media has grown rapidly since its inception. Platforms such as Facebook, Twitter, Instagram, and TikTok have become an integral part of people's daily lives (Aulia et al., 2024). Research by Rahman and Apriani (2024) shows that the number of social media users worldwide reached 4.76 billion in January 2023. This figure is equivalent to 59.4 percent of the world's population today. Then the number of social media users in Indonesia increased to 60.4% of the total population (Rahman & Apriani, 2024). This development shows that people are increasingly relying on social media to get information, interact, and share experiences.

Social media offers a variety of features that make it easier for users to interact directly. This creates opportunities for libraries to reach a wider audience and interact with users more

effectively. By utilizing social media, libraries can promote the services, collections, and events they offer, as well as listen to feedback from users.

3.2. Promotion Methods Through Social Media

Library promotion is basically a forum for exchanging information between library institutions and users with the main objective of providing information about the services provided by the library as well as introducing all activities in the library. Promotion is communication between sellers and buyers or consumers which includes notification and persuasion to influence consumers towards the goods and services made (Rivaldo et al., 2022). The main purpose of promotion is to increase awareness, foster interest, and encourage consumer purchases or participation (Kurnia et al., 2024). Consumers will get information about the advantages of the products sold by the company through promotions, which makes them interested in trying them and ultimately deciding to buy the product (Redjeki & Ngatno, 2019).

The first strategy in library promotion is to communicate well with users, including the use of various communication channels, such as email, bulletin boards, and social media. Suwasana (2020) stated that libraries can achieve at least three things through effective communication: (i) Providing users with information about services, events, and resources available in the library; (ii) Inviting users to attend seminars, workshops, or events held by the library; (iii) Through two-way communication, libraries can listen to the needs and desires of users to make changes and improve services.

Libraries can help disseminate information about their services to a wider audience through collaboration with third parties such as educational institutions, governments, publishers, and local communities (Riski, 2021). Libraries can also collaborate with third parties to hold seminars, workshops, or book fairs that attract readers. In addition, collaboration can facilitate access to additional resources, such as new books, innovations, or library facilities that can improve the services provided by the library.

All efforts to promote the library depend on an organized promotional program. Determining the target audience and specific promotional goals are some of the steps needed to achieve this. Whether it is to increase membership, encourage a particular collection, or promote a particular event. Then, decide what will be done for marketing, such as creating promotional content, creating online content, or organizing events. In addition, details the schedule, budget, and responsibilities required for the promotion. All promotional elements are well planned and organized by this plan.

Then, according to Usherwood in Nasrullah et al. (2022), in carrying out promotional activities, the following factors must be considered: (i) User Motivation. It is important to learn what users really want. For example, the form of information they need and their purpose in seeking that information; (ii) User Interests. Knowing the various interests of users is very important. By understanding user interests, the library can provide information that suits their desires; (iii) Background. Knowing the social, economic, and educational background of users in general is very helpful for libraries in developing effective promotional strategies.

Social media not only functions as a platform for sharing information but also as an important tool for promotion and communication. According to Komariah et al. (2024), social media makes it easy for users to share information in a visual form that can attract the

attention of the audience more effectively. Therefore, libraries must utilize social media to increase visibility and engagement with users.

Using platforms to distribute visual content, such as images and videos, is a good strategy and can be implemented by libraries. This is in line with [Pamuji et al. \(2020\)](#) that visual content, such as images and videos, has greater appeal compared to plain text. Libraries can utilize platforms such as Instagram and TikTok to share photos of the latest collections, library tour videos, or clips of events that have taken place. By designing interesting and informative content, libraries can increase public interest in the services offered. Attractive visuals can make information easier to understand and remember by the audience.

In addition, social media also facilitates two-way communication between libraries and users. Through comments, direct messages, and other interactive features, libraries can listen to the needs and desires of users. [Sinaga et al. \(2024\)](#) stated that effective communication can help libraries provide relevant information and invite users to participate in events held. This interaction will increase user engagement and build a stronger relationship between libraries and users.

Social media can expand the reach of event promotions and gain valuable feedback from the audience. As stated by [Wardhani and Putri \(2024\)](#), social media is an ideal platform to promote events and activities held by the library. By sharing information about seminars, workshops, or book fairs, libraries can reach a wider audience. Using features such as events on Facebook or reminders on Instagram can help increase public participation. In addition, libraries can also use social media to collect feedback from event participants, which can be used for future improvements.

Another effective strategy is to use a relevant hashtag campaign to reach a wider audience. By creating a unique hashtag for a particular event or program, libraries can increase user participation. For example, libraries can use hashtags such as #BacaBersama or #PerpustakaanDigital to attract the attention of social media users. In addition, collaborating with influencers who have influence on social media can be a very effective promotional strategy. Research by [Handayani \(2023\)](#) shows that influencers can help introduce libraries to a wider audience and increase the credibility of the services offered. By choosing influencers who have the same interests as the library's mission, this collaboration can produce interesting content.

In promoting services through social media, libraries must also comply with privacy and data protection policies. The collection and use of user data must be done carefully to avoid privacy violations ([Cahyanto, 2023](#)). This requires a good understanding of applicable regulations and best practices in data management. By using the right promotional strategies and methods and utilizing social media effectively, libraries can increase visibility, engagement, and user participation. Integrating various forms of communication and collaboration with third parties will help libraries achieve their promotional goals more efficiently and effectively.

3.3. Apps or Tools That Libraries Can Use to Manage Content on Social Media

Creating engaging content is one of the keys to attracting the attention of the audience. Whether it is for promotional, educational, or entertainment purposes, engaging content can increase engagement and interaction with users. Various apps and tools have been developed to help individuals and organizations create content that is not only visually appealing but

also informative. Here are some apps or tools that libraries can use to create content and help manage content on social media.

(i) Canva

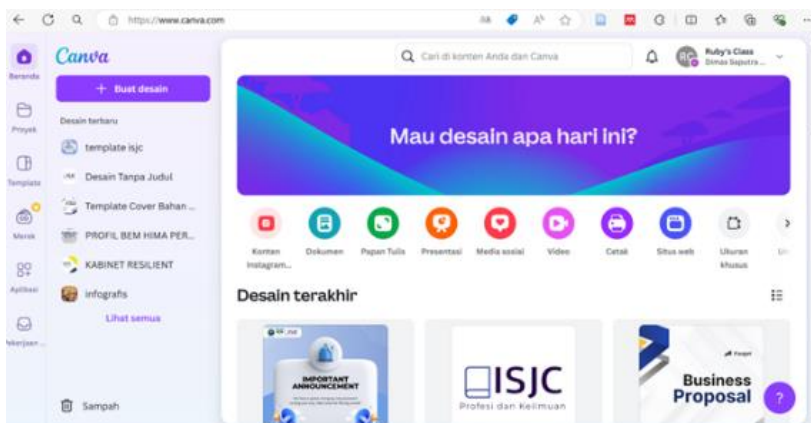


Figure 1. Canva Homepage View
Source: Author's Research

One of the most popular and easy-to-use graphic design applications is Canva. With an intuitive interface, Canva makes it easy for users to create various types of visual content, from posters, and infographics, to social media content. One of Canva's advantages is its diverse collection of templates, which can be customized to suit the needs of the library. Users can choose a suitable template and edit it by adding text, images, and other design elements. Canva also provides collaboration features that make it easy for teams to work together on the same project, which is very useful for libraries that want to involve many staff in the promotional content creation process. However, the downside of Canva is that there are templates and premium graphic elements that are only available in the paid version, which will be a constraint for libraries with limited budgets.

(ii) Adobe Spark

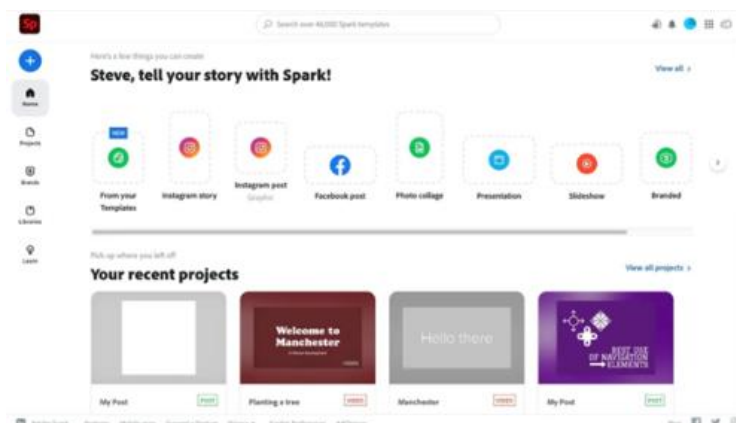


Figure 2. Adobe Spark View
Source: Paris (2023)

Adobe Spark is another very useful tool for creating engaging visual content. This tool makes it easy for users to create graphics, web pages, and short videos with ease. One of the interesting features of Adobe Spark is its ability to combine text, images, and videos in one

project, allowing users to create more dynamic content. Adobe Spark also offers a variety of customizable templates and themes, allowing library teams to quickly create content that fits their library's identity. However, Adobe Spark does have the disadvantage of having more limited customization options compared to other similar design tools such as Adobe Illustrator or Photoshop, and it requires a stable internet connection to access the tool optimally.

(iii) Piktochart

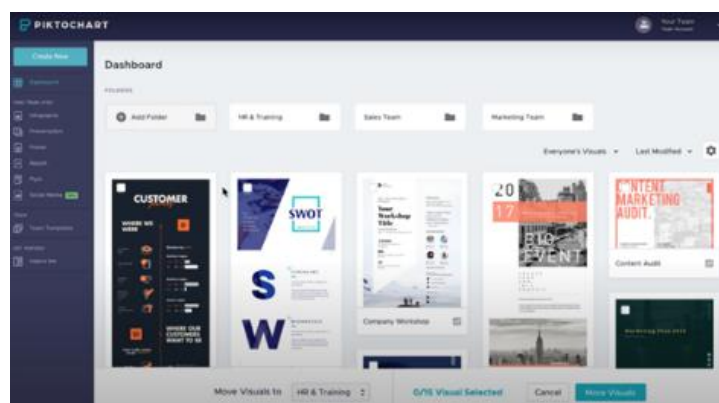


Figure 3. Piktochart Interface
Source: [Software Advice \(n.d\)](#)

Additionally, there is Piktochart, a tool specifically designed for creating infographics and visual presentations. With its simple interface, librarians can easily transform data and information into engaging visuals. Piktochart provides a variety of customizable infographic templates, so libraries can display information in a more engaging and easy-to-understand manner. Infographics created with Piktochart can be used by libraries to present statistics on service usage, recent collections, or the results of patron satisfaction surveys. The downside of Piktochart is its limited design flexibility, where libraries may feel limited in customizing existing templates to suit their specific needs.

(iv) Animaker

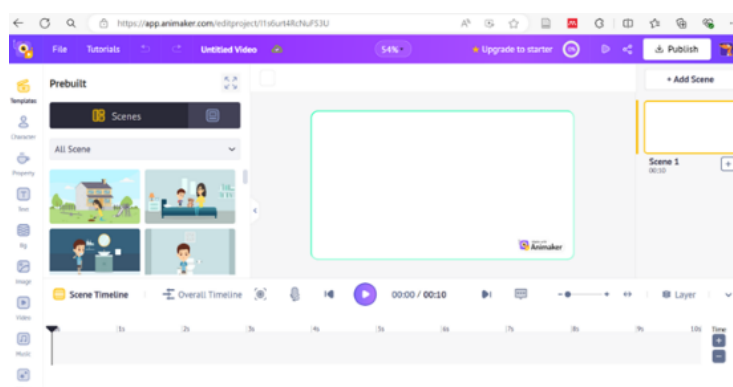


Figure 4. Animaker Interface
Source: Author's Research

To create animated videos, Animaker is a great choice. This tool helps librarians to create animated videos easily. With various characters, backgrounds, and animated elements available, librarians can create engaging and informative videos for their libraries. Animaker is very useful for creating promotional content that can attract the attention of the audience, especially the younger generation who prefer visual content. However, Animaker also has some drawbacks, such as limitations in terms of free elements and limited video length in the free version.

(v) Trello

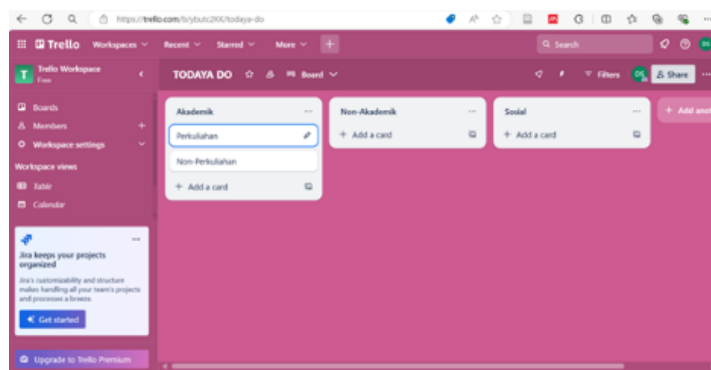


Figure 5. Trello Interface
Source: Author's Research

For planning and organizing content, Trello is a very useful project management tool. Using kanban boards, librarians can create to-do lists, set deadlines, and track the progress of projects. Trello is especially useful for teams looking to work together on content creation, as it facilitates better collaboration and efficient time management. Libraries can use Trello to plan promotional campaigns, schedule social media posts, and ensure that all team members are involved in the content creation process. However, Trello's drawbacks include the limited features in its free version, which may not be enough for teams that need a more comprehensive project management tool.

(vi) Google Analytics

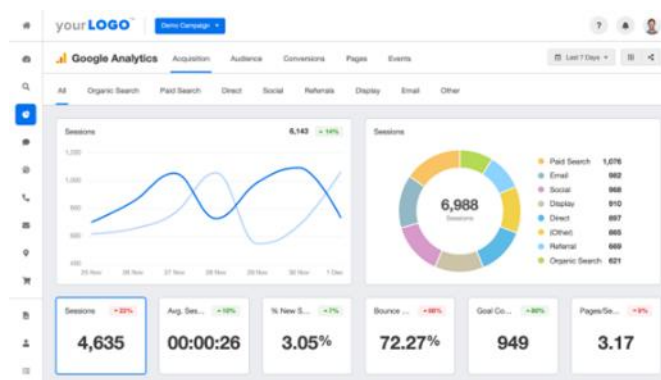


Figure 6. Google Analytics Interface
Source: Kindness (2024)

Google Analytics is a tool that can help libraries understand how their audiences interact with their content. By tracking metrics such as visitor numbers, visit duration, and conversion

rates, libraries can evaluate the effectiveness of the content they have created. The information gained from Google Analytics can be used to adjust future content strategies, ensuring that libraries continue to create engaging and relevant content for their patrons. The downside to Google Analytics is its complexity, with new users taking some time to understand the various metrics and how to interpret them.

3.4 Social Media That Libraries Can Use

Instagram is a social media platform that focuses on sharing photos and videos, with more than one billion active users each month (Gustam & Ramadhan, 2023). Instagram's main features include Feeds, where users share photos and videos, Stories that disappear after 24 hours, IGTV for long videos, and Reels for creative short videos. For libraries, Instagram can be used as a means of promoting collections, events, and services in an interesting and interactive way. For example, libraries can post photos of book collections, library atmosphere, and upcoming events on Feeds. Stories can be used for quick updates about new events or collections and hold Q&A sessions or polls. IGTV is suitable for educational content such as tutorials on using the library catalog or interviews with authors, while Reels can be used for entertaining content such as tips on reviewing books.

The advantage of Instagram is its attractive visual appearance. IG also helps with broad interactions, such as using hashtags to increase audience reach and create a community. Collaboration with local influencers or authors can also be done to increase library visibility. However, there are some drawbacks to IG, such as its frequently changing algorithm which can affect content reach, and limitations in its analytical features in the free version.

Twitter is a social media platform that makes it easy for users to share information in a short format, with over 330 million active users (Kullar et al., 2020). Twitter's main features include Tweets for short messages of up to 280 characters, Tweets for sharing other people's tweets, and the use of hashtags to reach a wider audience. For libraries, Twitter can be used to provide quick updates, share information, and interact with patrons. Libraries can use Tweets to provide updates about events, new collections, or other important information. Retweets make it easy for libraries to share information from other organizations, authors, or patrons, and using relevant hashtags can help reach a wider audience.

Twitter's strengths are its ability to provide quick, concise updates and direct interaction with patrons. Following trends and using relevant hashtags can help libraries reach a wider audience. However, there are drawbacks such as character limits that may limit the delivery of in-depth information and the speed at which information can sink into users' timelines.

TikTok is a very popular video-sharing platform, especially among the younger generation, with over 800 million active users (Ma & Hu, 2021). Some of TikTok's main features include short videos lasting 15 to 60 seconds, various effects and filters to enhance visual appeal, and Duet and Stitch features that can collaborate with other videos. For library promotion, TikTok can be used to reach young audiences and promote literacy in a creative and entertaining way. Libraries can create book recommendation videos or book review tips in a fast and engaging format. Using effects and filters can make videos more engaging, and the Duet and Stitch features make it easy to collaborate with other users, such as answering questions or responding to relevant videos.

TikTok's advantages are that it encourages creativity through various effects and filters, as well as its great potential to go viral. Interaction features such as Duet and Stitch make it easy to collaborate with other users, which can increase engagement. However, there are

drawbacks, such as the limited video length that may not be enough to convey information that requires in-depth explanation and the user demographics that are dominated by the younger generation, so other social media are needed that can reach all library users of all ages.

3.5. Challenges and Solutions in Social Media Promotion

Social media promotion offers a great opportunity for libraries to reach a wider audience and attract more visitors. However, the main challenge faced is the very tight competition. Many organizations, including libraries, schools, and educational institutions, are competing to attract the attention of the same audience. In the crowded social media environment, promotional messages are often drowned out by more interesting or viral content. This shows how difficult it is for libraries to stand out in a sea of competing content.

In addition to competition, changes in algorithms on social media platforms are also a major challenge. Platforms such as Facebook often change their algorithms, which affect the reach and visibility of content. According to Lischka (2021), the ever-changing social media algorithms can hamper the reach of content, causing information from institutional pages not to always appear in users' feeds. These changes force libraries to adapt in order to continue to reach their audiences.

Limited resources are also a significant obstacle. Many libraries, especially smaller ones, do not have enough staff, time, or budget to manage social media accounts effectively. A study by Larasati et al. (2024) revealed that resource constraints can hinder the creation of quality and consistent content, which is needed for effective promotion. This limitation will certainly make library promotion efforts less than optimal.

Lack of knowledge and skills among librarians can also be a barrier. Not all librarians or staff have the expertise to use social media effectively. According to research by Tiara et al. (2023), lack of training can hinder staff's ability to utilize digital-based platforms optimally. This highlights the importance of training to maximize the potential of social media.

To overcome these challenges, libraries need to focus on several things, first, they can focus on creating interesting content. Research by Husna and Mala (2024) shows that well-designed content, such as images, videos, and infographics, can increase audience engagement and attract more users. This will help libraries stand out amidst the fierce competition on social media.

Libraries must also stay up-to-date with changes in algorithms on social media platforms. According to research by Vález & Ventura (2020) keeping up with social media algorithms and trends can help libraries adjust their content strategies to increase reach and visibility. This helps libraries adapt to changes that occur.

To overcome resource constraints, libraries can involve volunteers or student interns. Libraries can involve volunteers and use social media management tools to help libraries manage their accounts more efficiently and cost-effectively. This provides a solution to overcome existing resource constraints.

Staff training and education are also very important. According to research by Ramadiansyah and Pratiwi (2024) training in social media and digital marketing can improve the skills of managers, so they can create more engaging and effective content. This training will help library staff maximize the use of social media.

By implementing the right solutions, libraries can overcome these challenges. Libraries that manage these challenges well can maximize the potential of their social media as a

promotional tool and increase public interest in reading. Thus, libraries can remain relevant and contribute to increasing interest in reading in the digital era.

4. CONCLUSION

This study emphasizes the importance of having an effective promotional strategy. Not only conveying information but also creating meaningful interactions between libraries and their users. By creating interesting content, using eye-catching visuals, and actively interacting with users, libraries can build a more engaged community and increase public interest in reading. However, challenges such as limited resources and lack of skills among staff indicate the need for training and capacity building in using social media. This study emphasizes that to make the most of social media, libraries must invest in developing their human resources. Overall, this study helps to better understand how social media can be used for library promotion. In addition, it provides practical recommendations for librarians and library managers on how best to use digital platforms to attract public attention and increase access to information.

5. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism.

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