

Social Media Usage in Enhancing Online Visibility of University Library “Svetozar Marković”

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ABSTRACT: The use of social media as a tool for enhancing visibility is a modern marketing approach for successful promotion of institutions and improvement of user relations. Since libraries are cultural and educational centres, it is pivotal for a contemporary library to actively work on advancing its digital identity. The purpose of this paper is to look into new approaches in communication and public outreach through the digital platforms of the University Library “Svetozar Marković”, with special emphasis on user experience. This paper analyses various promotional methods of the University Library and the service improvement through the use of platforms such as Instagram, Facebook, and YouTube. The conclusion demonstrates that increased Library activity on online platforms, aligned with user needs and open to their participation, contributes to better visibility, audience expansion, and the academic and cultural development of the community.

KEYWORDS: University Library “Svetozar Marković”, digital identity, social media, user experience, promotion, visibility.

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1 Introduction

The University Library “Svetozar Marković” is an institution of significant scientific and cultural importance that has been at disposal of students, university professors and researchers for a century. As the information centre

of the University of Belgrade, it has been open for decades to all who conduct research, pursue professional development in their field, and contribute to science. In the traditional sense, this is the primary role of every library, to serve as “mediator[s] between knowledge and society” (Mladenović 2018, 93). Therefore, the Library offers a variety of services, from basic ones such as the acquisition, processing and storage of library materials, the creation of bibliographies of cited works by scientific researchers and university associates, through the provision of professional assistance to colleagues from faculty libraries and libraries of scientific research centres, to contemporary digitisation services, the creation of metadata about digital objects, and the organisation of digital libraries and portals. The Library also contributes to the academic community by organising exhibitions, holding forums, conducting educational programmes, and collaborating with different organisations and institutions in governmental and non-governmental sectors. With regard to its academic role, the Library organises professional development programmes and lifelong education for librarians, while simultaneously being a rich repository of materials available to users in both physical and digital formats through websites, platforms and portals. One such location is the Searchable Digital Library,¹ which represents the first fully searchable corpus of digitised historical newspapers published from the late 19th century to the present day. The corpus was created as part of the Europeana Newspapers project (Dakić and Trtovac 2014; Vuksan and Sofronijević 2012), and has since been continuously supplemented with new content. In addition to this corpus, users have access to a corpus of digital books², manuscripts³, the Searchable Exhibitions Portal⁴, corpora such as the Serbian Literary Criticism, the corpus of works by and about Dositej Obradović (Андоновски, Крсмановић, and Гавриловић 2021; Андоновски and Гавриловић 2020)⁵, and others.

Despite its century-old tradition, the University Library “Svetozar Marković” successfully embraces modern trends and digital innovations, owing to state-of-the-art technology, as well as its presence on social media through official accounts. This is particularly important from the perspective of students as users because “with the intensive development of digital technologies, social networks have become an integral and indispensable

1. Претражива дигитална библиотека
2. Књиге
3. Рукописи
4. Претраживе изложбе
5. <https://dositej.unilib.rs/>

part of young people's lives" (Marković and Stanisavljević Petrović 2024, 83). This is because in a modern society, which continuously strives for new information and innovations, a library must stay up to date with developments in its surroundings in order to meet user needs and remain relevant. According to (Вучковић 2003), as cited in (Ђермановић 2022, 44) "[the] libraries are no longer merely book depositories, sanctuaries for reading, but important dynamic and infrastructural institutions of the information age". In other words, a modern library must "keep pace with the development of society. In this sense, library activity on social networks today is no longer a matter of choice, but a necessity and a need" (Vuĝrinec 2019, 3). Thus, activity on social networks is imperative for building and maintaining quality relationships with users, and also a possibility for a library to develop and expand its audience. As specified by (Јовановић 2016, 67), "Increasing the visibility in society, and consequently the influence of libraries, must be obtained through repositioning in the contemporary, networked world."

As stated by (Огњановић 2019, 27) "We must open ourselves to modern content, digital platforms, new age demands, to such an extent that we do not harm the integrity of the written or printed word, but enough that even we ourselves can learn and prepare for the challenges of the digital age, which wants, can, and will be a defining influence in our lives". In the process of modernisation, it is important to preserve the key values and principles on which the library was established. Instead of neglecting them, a hybrid approach is needed that will establish a balance between traditional and modern methods of work and communication. A modern library should conduct part of its activities on digital platforms, but in a way that it promotes its work and values, while at the same time responding to the needs and expectations of its users.

This paper is based on experience gained during an internship that aimed to consider the measures necessary to improve user experience and enhance activity on social networks. The overall experience contributed to gaining a detailed insight into the work and activities of library staff, and during this process, it was observed that, although modernised and greatly digitised, the University Library "Svetozar Marković" has yet to reach its full potential in the field of digital marketing and social media activities, as its digital presence primarily relies on individual employee initiatives.

2 Marketing and social media

The age of digitalisation and major changes affects the reorganisation of how individuals function, and thus the operations of various institutions. In order to remain relevant, a library must keep up with innovations and follow trends, so it is necessary to replace some traditional means of communication and business methods with more modern approaches. Digitalisation and social networks are currently imperative for every institution and organisation in maintaining relationships with users because they have “significant potential for communication, interaction, content sharing, and connection” (Marković and Stanisavljević Petrović 2024, 83). New business models and approaches are needed that will attract users; therefore, every library must work tirelessly to develop its digital identity. In marketing, but also in the world of librarianship, there is a rising trend of Audience Development, according to which the work of an institution is focused on the user and their needs (Jovanović Arsić 2014, 7). In accordance with this method, the most important is user experience, which should be internal, personal and unique (Грујић 2021, 116–117). The library should facilitate the best working conditions, providing all necessary materials and amenities that will attract new, but at the same time retain existing users. Examples from libraries across Serbia, and the region as well, show how the librarian-user relationship can be deepened by using digital tools, while simultaneously promoting the library, for example, at the Public Library “Vuk Karadžić” in Kragujevac, there are activities such as quizzes and video competitions (Јовичинац Петровић 2019, 21). This approach, according to (Јовановић 2016, 68), builds upon another good practice for strengthening relationships with users, and that is User Generated Content. In (Грујић 2021, 114) the author states that user-generated content contributes to improving the overall user experience, as it allows an active role in shaping relevant materials, thereby overcoming the traditional model of passive content consumption. Libraries generally adapt to technological innovations and changing user needs, and the emergence of Web 2.0 has led to the development of Library 2.0, which has aligned its services with the new digital environment since “user participation is the main characteristic of the Web 2.0 concept” (Sofronijević 2010, 35–36).

Perhaps the best approach of modernisation is “repositioning libraries in the public eye through appropriate promotional activities realised via modern communication channels” (Јовановић 2016, 67). Some of the channels that can be employed, and are essential for survival in the digital world, are Facebook, Instagram, X, YouTube, the institution’s website, as well as

email. Inevitably, social media have not only changed the way we communicate, but also the way we study and get informed. Modern people require fast and easily accessible information, especially in the form of posts, which are “the basic information unit on social networks” (Јовичинац Петровић 2019, 21). Moreover, posts should be adapted in length and content in accordance with the platform they are posted on, and depending on the target group. Good practice consists of identifying the target group and potential segments, upon which an activity plan is tactically developed in relation to the interests and needs of the target segments.

According to (Ђермановић 2022, 46), the content that is shared should be interesting, compelling and, above all, useful, while also being relevant and original. The content should be adapted to the target group and a plan should be created for when and what will be posted, because “strategic presence on social networks and media enhances online visibility of the institution and the reputation of the website” (Mladenović 2018, 96). Hence, when considering Facebook and Instagram as the media of modern information and communication, all content published on them should be concise. It is best for them to be in the form of compelling images or engaging videos that will capture users’ attention, intrigue and inform them, encouraging them to return to the page and become followers. Social media platforms such as Instagram are ideal for communicating with the younger generation. The significance of social networks in today’s society is undeniable, especially in the field of information and communication.

Vurginec (Vurginec 2019, 3) highlights the importance of digitalisation in a clear and convincing manner: “Libraries need to be where their users are – therefore, the space in which libraries provide services and communicate with users today is no longer solely physical, but has unavoidably expanded into the digital world and virtual reality, which includes social networks as one of the most significant contemporary spaces and modes of communication among people”. This encourages teamwork and creates the universal feeling of belonging. On the other hand, social media are a rich source of interactive content, so every modern institution aiming to educate members of its community, and maintain contact with users, should incorporate them. It is best to define target groups and share content based on them, which is consistent with the position stated by Билбија (Грујић 2021, 102): “A satisfied user is the best indicator of the quality of every library’s collection and services”.

Although it is important to join the digital community and be up to date with all innovations, the fundamental values and traditions should not

be neglected. The physical aspect should not be disregarded either, as many users still value the traditional manner of learning and listening. Therefore, it is indispensable to organise promotions, educational programmes, and public forums within the library space. In this context, social networks can be used as a means of advertising and reminding the audience of the upcoming events. The key lies in balancing and improving both approaches because "library operations in the physical world can no longer be separated from those in the virtual world. These two aspects of library operations are inseparably connected and mutually influence each other to such an extent that drastically lower quality of operations in one inevitably leads to a significant decline in operations in the other" (Sofronijević 2010, 52).

Generally speaking, the library provides the opportunity to connect. It is a place where users, as well as employees, can exchange experiences and opinions, and express their points of view, which is the basic principle of participation. It is necessary to overcome the prejudice that the Internet and social media alienate us. On the contrary, they offer opportunities for establishing contact, professional collaboration, and above all, access to numerous sources of information that facilitate the learning process in many ways. The solution is to educate users and promote digital literacy in order to harness the advantages of the Internet. The University Library "Svetozar Marković" possesses an enormous amount of digitised materials organised within various collections. Users can access them simultaneously and from any location. The only drawback is that the general public is not aware of this, so it is essential to promote it through social networks. Also, it is important to highlight that digitisation provides more practical access to materials and, in the case of the Library, increases the number of users.

Based on the foregoing discussion, social networks offer an abundance of opportunities that can significantly strengthen the performance of the University Library "Svetozar Marković" and enable it to connect more effectively with current and potential users. In order for the Library to meet user needs, it is recommended to survey a large number of users of different ages and education levels about what they consider useful, which networks they use, and what kind of content they follow. Based on the results, the Library can adapt its approach, increasing visibility, and attracting more active users.

3 Ideas for Enhancing the Visibility of the University Library “Svetozar Marković”

In the following section, we will present several proposals for social media activities that would enhance the Library’s visibility. The focus on the digital aspect of the Library stems from its limited involvement with social networks. Not only is it insufficiently active, but it exclusively shares informational content about its operations and activities.

The first step towards increasing visibility would be to familiarise the public with the Library itself, and this step will include three activities. The first activity should be conducted through posts on Instagram and Facebook concerning the Library’s history, which will also feature prominent figures that have shaped its development. There could even be an entire series with monthly posts so that the audience could learn about the past of the University Library in more detail. Moreover, since most of the Library, except for the reading rooms, is inaccessible to users, it would be interesting to film a tour that would showcase some of these restricted spaces. This activity implies posting the full version of the video on YouTube, while shortened versions would be available on Instagram and Facebook, due to the different format criteria that these platforms require. The third and final activity within this part of the promotion would be introducing the public to the Library’s employees. Short video clips and posts would be published in which librarians and other employees from different departments of the Library would introduce themselves to users – stating their respective departments, what tasks they perform and, if they wish, they could add an anecdote from their professional experience. This will allow users to meet the staff who are the soul of the Library, while also providing insight into the diverse nature of the work. The series would be titled “Faces of the Library,” and the frequency of posts would be limited to several times a month.

With the intention of enhancing business operations and achieving better results, it is pivotal to implement certain marketing activities, such as promotions that have a significant impact on visibility. A distinctive hashtag for easier content categorisation should be created in order to promote activities and facilitate online searching, consequently reaching a wider audience. A good example of hashtags for the University Library “Svetozar Marković” could be #UBSM or #UNILIB. Another form of promotion involves placing QR codes in heavily frequented locations in the Library. These codes would direct users to relevant pages or posts, and could also be used for sharing news or engaging content. As the final form of promotion, there would be

collaboration with influential individuals with a wide audience on social media. These include famous actors, artists, and professors who would share the Library’s posts on their social networks or could serve as guides for the previously mentioned video tours. This leads to the most important aspect, which is involving users in content creation. An activity that has proven to be efficient on several occasions is the encouragement of students and alumni to promote the Library. This can be realised through different Instagram, Facebook or YouTube activities such as contests, competitions, quizzes, and rewards that will recognise their engagement. The idea is to create thematic posts at least three times a week, with Monday posts serving as motivation for the week ahead. Inspirational quotes or interesting facts from various scientific fields would be published. Then, on Wednesdays the focus would be on captivating facts from the lives of writers and scholars; while Fridays would be reserved for content under the name “Coffee with...” or “Open book” and thus every Friday would be dedicated to a notable figure, and the post itself would contain essential information from that individual’s life and some interesting trivia. Moreover, the Library could engage users and the public by asking them about their favourite quotes or by organising contests for the most creative message or photo depicting a day at the library. In addition to the weekly activities on Instagram and Facebook, it is necessary to continuously monitor and analyse the success of all activities, whether they are digital or physical. Also, it would be significant to track business statistics such as the number of website visits or the number of searches (Грујић 2021, 116) by using tools like Facebook Insights, Instagram Insights or some other, depending on what we want to track. Then, the acquired numbers and data would be used in next steps, which include a detailed analysis and strategic planning. The Key Performance Indicators (KPI) method can be applied in tracking the engagement rate, follower growth, page views, and website visits. After that, a SWOT analysis could also be applied, which would facilitate the next step - reorganisation and planning. Based on the obtained data, it is important to devise a detailed plan of upcoming activities and specify objectives, that is, what we want to improve and what final result we want to achieve. Then, in order to ensure the stability of achieved results and continuous progress, it is essential to conduct regular analyses and controls for the timely identification and elimination of potential shortcomings. Lastly, an activity calendar should be created, preferably on Google Drive, where all employees will have insight into events and activities in the library. This approach ensures work transparency and provides better organisation, work coordination and overall productivity.

4 Conclusion

The general goal of utilising social networks in the Library and implementing marketing activities is not only to increase visibility, but also much broader – opening up to the public and showcasing in a creative manner everything it has to offer. By creating educational and entertaining content, the Library can clearly communicate available services. The University Library “Svetozar Marković” has a rich history during which it has been an undisputed intermediary between knowledge and society, an institution that for a whole century has enabled students, researchers and scholars to improve their knowledge and acquire various skills. However, it is necessary to constantly improve and develop due to rapid and unceasing digital innovations. In order to enhance its visibility on social media, the Library has to improve the user experience by actively working on promotional activities. It is necessary to form a dedicated marketing team that will specifically deal with this aspect of library operations. This team should introduce changes that encourage greater engagement and enable new approaches in presenting the Library’s work, programmes, and events through digital channels, while maintaining its reputation and purpose.

The ultimate goal is greater visibility of the Library’s profile while simultaneously strengthening connections with existing users. Additional objectives include increasing the number of followers and expanding the user community where information and experiences are exchanged, and where users themselves could create content. Finally, these efforts aim at improving the image of the library profession and encouraging reading habits (Јовановић 2016, 70).

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