Enhancing Library Visibility through Social Media Marketing: Insights from Three German Academic Libraries

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Abstract:

This research paper explores the impact of social media marketing on increasing the visibility and engagement of library services at three academic libraries in Germany: Dresden University Library, Freiburg University Library, and Technical Information Bibliotheca. The study aims to evaluate the effectiveness of various social media platforms as promotional tools, analyze the marketing strategies employed by library social media teams, and identify the key factors that contribute to user engagement. Through qualitative research involving semi-structured interviews with staff members responsible for social media management, this study provides valuable insights into the libraries' experiences and strategies for leveraging social media. Thematic analysis reveals that Instagram is crucial in disseminating information about resources, services, and events while fostering community among users, especially younger audiences. The platform's visual nature and user-friendly interface are highlighted as significant drivers of interaction and engagement. The findings underscore academic libraries' need to develop strong digital marketing strategies to remain relevant and effectively reach their audiences in an increasingly digital world. Furthermore, the paper offers recommendations for other institutions to adopt best practices from the participating libraries, enhancing user engagement and adapting to the evolving landscape of library promotion. This research contributes to the growing dialogue on the role of social media in library marketing, advocating for a shift from traditional promotional approaches to innovative strategies that enhance outreach and sustainability in the digital age.

Keywords:

Social Media Marketing, Library Visibility, Instagram, User Engagement, Academic Libraries.