

# Research on Strategies to Enhance the Communication Power of Library Reading Promotion in the Social Media Environment

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**Abstract:** Social media has become the primary platform for information dissemination and public interaction, presenting both opportunities and challenges for library reading promotion efforts. The effectiveness of traditional linear promotion models is declining, and leveraging social media to enhance the dissemination power of reading promotion content, reach, and attract users has become a core issue for contemporary libraries. This paper delves into the transformations in library reading promotion within the social media environment, analyzes existing problems and dilemmas, and constructs an integrated strategic system to enhance dissemination power from multiple dimensions, including strategic positioning, content innovation, platform operation, user interaction, technological empowerment, effectiveness evaluation, and librarian literacy. It provides a reference path for library development in the digital era.

**Keywords:** Reading Promotion; Social Media; Content Strategy; User Interaction; Digital Literacy

## 1. Introduction

As an important institution for social, cultural, and educational endeavors, one of the core missions of libraries is to promote reading, guiding the public to get closer to books and enhance their literacy. However, in the digital era characterized by information explosion and scarcity of attention, the public's reading habits and information acquisition methods have undergone fundamental transformations<sup>[1]</sup>. Social media, with its characteristics of immediacy, interactivity, community building, and multimedia integration, has reshaped the information dissemination ecosystem and

opened up new frontiers for library reading promotion efforts<sup>[2]</sup>.

Dissemination power, the ability of information to spread and exert influence, is a key metric for evaluating the success of reading promotion. In the social media environment, dissemination power no longer solely depends on the scale of activities or resource investment but rather on whether the content can stand out amidst complex algorithms and user choices, triggering attention, interaction, and secondary dissemination. Therefore, libraries must transcend the initial stage of treating social media as mere bulletin boards and instead adopt a professional communication perspective and operational mindset to systematically plan and execute promotion strategies. This will enable a profound transformation from "one-way transmission" to "two-way interaction," from "activity-oriented" to "relationship building," and from "service provision" to "value co-creation." This study is based on this background and conducts an in-depth exploration of strategies to enhance the dissemination power of library reading promotion on social media.

## 2. The Transformative Impact of the Social Media Environment on Library Reading Promotion

The widespread adoption of social media has not merely increased channels but fundamentally altered the ecological logic of reading promotion.

### 2.1 From One-Way Communication to Multidimensional Interaction

Traditional reading promotion often relies on one-way communication modes such as posters, bulletin boards, and offline lectures, where audiences passively receive information with delayed and limited feedback. Social media,

however, constructs a multidimensional and three-dimensional interactive field<sup>[3]</sup>. Libraries can instantly publish information, while users provide real-time feedback and interact through likes, comments, shares, and bullet screen comments. They can even become co-creators and dissemination nodes of content (e.g., uploading reading notes, participating in topic challenges), greatly enriching the layers and depth of promotion<sup>[4]</sup>.

## **2.2 From Mass Promotion to Precise Reach**

Traditional promotion often struggles to distinguish audiences, resulting in content lacking in targeting. Social media platforms possess powerful user profiling and data analysis capabilities. Libraries can analyze users' interest tags, browsing behaviors, interaction histories, and other data to precisely identify and segment different reader groups<sup>[5]</sup>. This makes it more efficient to "match people with books" and "match books with people," enabling customized promotion activities for different circles such as parents of children, university students, working professionals, and the elderly<sup>[6]</sup>.

## **2.3 From Text-Dominated to Rich Media Integration**

Social media has broken the monopoly of text, ushering reading promotion into a new realm of audiovisual integration. Rich media forms such as short videos, live streams, audio programs (podcasts), high-definition images, and infographics can more vividly and intuitively showcase book content, library environments, and event atmospheres<sup>[7]</sup>. For example, the promotion of a novel can be presented through a short skit video showcasing its exciting plot, while a historical lecture can be live-streamed to allow remote participation by readers unable to attend in person, greatly lowering the threshold for reading comprehension and enhancing the appeal and infectiousness of the content<sup>[8]</sup>.

## **2.4 From Institution-Centered to User Co-Creation**

The core philosophy of social media is "community" and "sharing." The role of libraries is shifting from the sole authoritative content provider to a builder and motivator of the community reading ecosystem. User-generated content (UGC) such as book reviews,

reading notes<sup>[9]</sup>, booklists, and reading audios has become the most valuable and authentic material for reading promotion<sup>[10]</sup>. By planning topics and establishing incentive mechanisms, libraries can encourage and aggregate this UGC, forming a powerful word-of-mouth effect and community cohesion, making promotion activities more credible and vibrant.

## **3. Major Issues in Current Library Reading Promotion on Social Media**

Despite immense opportunities, many libraries still face numerous challenges in practice, limiting their dissemination power.

### **3.1 Vague Positioning and Lack of Strategic Planning**

The operation of many library social media accounts is characterized by randomness, treating them as accessories or information bulletin boards. There is a lack of clear account positioning (are they a knowledge authority? A reading companion? A community center?), target audience analysis, and long-term content planning. This results in scattered and inconsistent content, failing to form a clear brand perception in users' minds and making it difficult to cultivate a stable fan base.

### **3.2 Homogenized Content and Insufficient Form Innovation**

Content-wise, libraries often limit themselves to "hard announcements" such as new book notifications, event previews, and resource introductions, with official and serious language lacking in internet sense and approachability. Form-wise, although they have started to experiment with images and videos, the quality varies greatly, mostly consisting of simple edits and image stacks lacking professional planning and creative design, making it difficult to capture users' attention in the information flow. There is also insufficient integration with popular online language styles and hot topics, appearing out of place.

### **3.3 Extensive Operation and Severe Lack of Interactivity**

There is a widespread phenomenon of "emphasizing publication over interaction." Content is published without timely responses to users' comments, messages, or private feedback, or even no response at all. There is a lack of awareness to initiate topic discussions

and guide user participation. No mechanism for "dialogue" with users has been established, making the account a cold "broadcast tower" rather than a warm "living room," failing to stimulate users' sense of belonging and participation, let alone secondary dissemination.

- Most libraries focus on WeChat Public Platform and Weibo but underestimate the value of and invest insufficiently in emerging or vertical platforms such as Douyin, Bilibili, Xiaohongshu, and Zhihu. Different platforms have vastly different user groups, content tones, and dissemination rules. Using the same set of content and strategies "across all platforms" inevitably leads to poor results. There is a lack of overall planning and differentiated operation strategies for a multi-platform matrix.

### 3.4 Lack of Evaluation Mechanism and Vague Effect Measurement

The evaluation of promotion effects often stops at superficial data such as follower counts, likes, and views, which are "vanity metrics," while ignoring more indicative "engagement metrics" (such as comment rates, share rates, completion rates) and "conversion metrics" (such as event registration numbers, electronic resource access volumes, increases in related book borrowing rates). The lack of effective data analysis tools and evaluation systems leaves operational optimization without data support, making it difficult to achieve continuous improvement.

## 4. Core Strategic Framework for Enhancing the Communication Power of Library Reading Promotion

In response to the aforementioned issues, libraries need to construct a systematic strategic framework to comprehensively enhance dissemination power from the following seven dimensions.

### 4.1 Strategic Priority: Clarifying Positioning and Planning

**Brand Positioning:** Establish a unique and clear personalized positioning for the library's social media accounts. For instance, are they a "knowledgeable reading guide," a "warm reading companion," or a "fun knowledge player"? Based on this, design a unified visual identity system (including avatars, covers, watermarks, and layout styles).

**Audience Segmentation:** Conduct in-depth research on the composition of local

communities and online followers, creating user personas. Establish a user tagging system for different groups such as students, office workers, and parent-child families to lay the foundation for precise content delivery.

**Content Calendar:** Develop an annual, quarterly, and monthly content planning calendar. Combine important holidays (World Book Day, National Day), seasonal characteristics (summer vacation, winter vacation), social hot topics, and major library events to plan thematic content series in advance, ensuring consistent and systematic updates while avoiding last-minute scrambles.

### 4.2 Content is King: Creating Valuable and Attractive Core Products

**Value Enhancement:** Shift content creation from "information notification" to "value provision." Offer knowledge increments or emotional value that address user pain points, stimulate interest, and bring joy.

**Knowledge-based Content:** Such as "3 Minutes to Understand 'A Brief History of Time'" and "The Secret Behind Ancient Book Restoration."

**Guide-based Content:** Such as "How to Use Library Databases to Write an Excellent Paper?" and "A Comprehensive Guide to Choosing Children's Picture Books."

**Interactive Content:** Such as "Vote for This Month's Shared Reading Book" and "Showcase Your Study Room for a Chance to Win Books."

**Humanistic Content:** Such as stories behind librarians, heartwarming anecdotes between long-time readers and the library, and memories of the city and reading.

**Form Innovation:**

**Short Videos/Live Streams:** Create branded columns such as "Director's Book Recommendations," "Librarian Takes You to See Rare Books," and "One-Minute Library Usage Tips." Use live streams for new book sharing sessions, author dialogues, and craft class teachings to enhance presence and participation.

**Visual Design:** Hire professional designers or cultivate in-house design talent to produce high-quality posters, infographics, and quote cards, enhancing the aesthetic value and shareability of content.

**Language Transformation:** Adopt a friendly, lively, and internet-savvy language style, incorporating appropriate memes and emojis to bridge the gap with young users while

maintaining knowledge rigor and institutional professionalism.

#### **4.3 Platform Cultivation: Building a Differentiated Matrix Operation**

**Platform Selection and Division of Labor:** Choose primary platforms based on target audiences and content characteristics, constructing a complementary media matrix.

**WeChat Public Platform:** As the "base camp" for in-depth content and services, suitable for publishing in-depth articles, resource guides, and service notifications.

**Weibo:** As the "news station" and "public opinion arena," suitable for short news, hot topic interactions, and topic marketing (e.g., #MidnightLibrary#), and interacting with influential users.

**Douyin/Bilibili:** As the "main video battlefield," focusing on creative short videos, series micro-documentaries, and live event recaps.

**Xiaohongshu:** As the "grass-planting community," using exquisite images and sincere notes to "plant grass" for good books, events, and library check-in spots.

**Differentiated Content Adaptation:** For the same theme, create content in different forms for different platforms. For example, for promoting a new book, publish an in-depth book review on WeChat, initiate a giveaway topic on Weibo, produce a fun interpretation video on Douyin, and share an exquisite reading note layout guide on Xiaohongshu.

#### **4.4 User Empowerment: Stimulating Interaction and Co-creation**

**Establish Communities:** Build WeChat or QQ groups around core readers to deepen online relationships, used for releasing exclusive information, collecting feedback, and organizing offline events, cultivating loyal fans.

**Leverage Influencers :** Collaborate with local cultural celebrities, educators, university professors, and reading-related UP video creators to invite them to participate in live streams, recommend booklists, or serve as event guests, leveraging their influence to break through circles and attract traffic.

**Strengthen Interactive Maintenance:** Assign dedicated personnel or teams to promptly respond to every valuable comment and private message, carefully managing the "comment section." Regularly initiate polls, questions, and topic discussions to make users feel heard and

valued.

#### **4.5 Technology Empowerment: Driving Decision-Making with Data and Tools**

**Data Analysis:** Fully utilize data analysis tools provided by each platform's backend (such as WeChat backend, Weibo Data Center, Douyin Creator Service Center) to regularly analyze content performance, follower growth trends, and user active times, using data to guide content topic selection, release timing, and form choices.

**Tool Application:** Use online design tools like Gaoding Design and Canva to improve graphic design efficiency; use collaboration tools like Feishu and Shimo Documents for team collaboration and content calendar management; use live streaming tools and editing software to enhance content production quality.

**Smart Recommendations:** Explore partially integrating social media with the library's Integrated Library System (ILS) to achieve smart linkages, such as "when a reader likes a book review on Weibo, the book automatically appears in their 'recommended booklist' on their library account," bridging the last mile between online promotion and offline services.

#### **4.6 Scientific Evaluation: Establishing a Multidimensional Effect Evaluation System**

Abandon a single traffic-oriented mindset and establish a comprehensive evaluation system covering the following dimensions:

**Reach Layer:** Reading/playback volume, follower growth, and reach count.

**Interaction Layer:** Like rate, comment rate, share rate, collection rate, and average viewing duration.

**Conversion Layer:** Event registration numbers, electronic resource click-through rates, book reservations/borrowings generated through social media exclusive links, and changes in library foot traffic.

**Influence Layer:** Media reprints, community word-of-mouth evaluations, and user satisfaction survey feedback.

Generate evaluation reports regularly (monthly/quarterly) to diagnose issues and iteratively optimize strategies.

#### **4.7 Librarian Development: Enhancing Team New Media Literacy**

All strategies ultimately rely on human execution. It is essential to strengthen new

media literacy training for librarians, especially those responsible for the operational team.

**Skill Training:** Organize professional skill training in copywriting, video shooting and editing, graphic design, data analysis, and community management.

**Incentive Mechanisms:** Incorporate social media operation effectiveness into librarians' performance evaluation systems, recognizing the value they create and stimulating innovation vitality.

**Team Formation:** Form cross-departmental virtual teams or establish dedicated positions, gathering talents in copywriting, design, planning, and technology to form a synergistic force.

## 5. Conclusion and Outlook

The social media environment has undoubtedly injected new variables and dynamics into library reading promotion efforts. Enhancing dissemination power is no longer an option but a necessary path for libraries to survive and thrive in the digital age and effectively fulfill their cultural missions. It requires libraries to fundamentally transform their mindset from traditional "cultural guardians" to active "content creators" and "community connectors." The strategic system proposed in this paper—from strategic planning to content innovation, from platform operation to user co-creation, from technology empowerment to scientific evaluation—forms an interconnected and mutually supportive organic whole. Libraries need to selectively and step-by-step implement these strategies based on their own scale, resource endowments, and local community characteristics, persisting continuously, learning from trials and errors, and optimizing their approaches.

Looking ahead, with the further development of technologies such as 5G, artificial intelligence (AI), and virtual reality (VR), the forms of social media and user reading behaviors will continue to evolve. Libraries should maintain a forward-looking vision and actively explore new application scenarios such as AI virtual librarian Q&A, VR immersive reading experience live streams, and personalized content recommendations based on big data. Only by always placing users at the center, focusing on content as the foundation, using technology as wings, and interaction as the soul, can library reading promotion truly achieve a

leap in dissemination power amidst the complex waves of social media, allowing the fragrance of books to permeate every corner of the internet and efficiently connect every book with its readers.

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