

Social Media as a Digital Communication Tool for Academic Library Marketing: A Systematic Literature Review

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Social Media as a Digital Communication Tool for Academic Library Marketing: A Systematic Literature Review

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Abstract

This systematic literature review explores the role of social media as a digital communication tool in academic library marketing, synthesizing findings from 18 studies published between 2014 and 2024 across Web of Science, Scopus, and Emerald Premier. The analysis identifies key trends, strategies, challenges, and future directions, revealing that while social media is widely acknowledged for enhancing user engagement and institutional outreach, its implementation remains inconsistent. Challenges such as insufficient strategic planning, limited staff training, and low user engagement hinder effective utilization. The review underscores the importance of user-centred strategies, targeted communication, and linguistic adaptability including politeness strategies and register variation to optimize digital outreach. A proposed Social Media Marketing Engagement Model (SMMEM) offers a structured framework for libraries to align content with user needs, leverage analytics, and foster community interaction. Despite growing recognition of social media's potential, gaps persist in evidence-based models and sociocultural considerations. Future research should prioritize developing metrics for evaluating engagement, comparative studies across diverse contexts, and training programs to enhance staff competency. By addressing these challenges, academic libraries can strengthen their digital presence, improve marketing efficacy, and adapt to evolving user expectations in the post-pandemic landscape.

Keywords: Social Media; Digital Communication; Academic Libraries; Library Marketing; Systematic Literature Review; User Engagement

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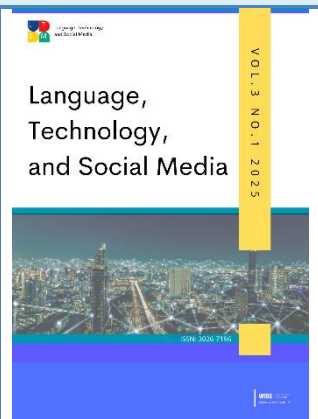
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INTRODUCTION

The rapid advancement of social media has fundamentally reshaped marketing practices across diverse sectors, compelling organizations to integrate social media strategies into their marketing frameworks. Social media has emerged as a key element in higher education, significantly influencing the learning and teaching process [1]. In light of this developing landscape, academic libraries have increasingly adopted social media platforms as integral components of their operational and promotional strategies [2],[3]. While the principal aims of academic libraries are not profit-driven, effective marketing is essential for enhancing institutional reputation and improving academic community engagement [4]. By connecting the potential of social media marketing, libraries can cultivate a favourable perception among their user communities and improve overall user satisfaction. However, an expanding collection of scholarly literature has highlighted the importance of social media and marketing within academic libraries in recent years. As higher education increasingly incorporates social media into its learning environments [5]. Academic libraries follow uniform guidelines, utilizing these platforms to implement innovative services and outreach initiatives. This trend has generated a growing study on social media applications within library contexts. Consequently, library and information professionals have engaged in extensive research regarding the intersection of social media and library marketing, extending their inquiries beyond academic libraries to include public and special libraries. This extensive body of literature reflects many perspectives on the relationship between social media and library marketing [6].

Despite most of the research addressing social media's impact on libraries and marketing practices, there remains a need for a systematic analysis that synthesizes these findings. This systematic literature review seeks to explore the current state of research on social media application in academic library marketing, emphasizing identifying prevailing trends, strategies, challenges, and opportunities for future practice. By doing so, this review aims to contribute valuable insights that can guide academic libraries in effectively leveraging social media to enhance their marketing initiatives and strengthen their engagement with users. An examination of journal articles within the Scopus, Emerald Premier, and Web of Science (WoS) databases, with a particular emphasis on systematic reviews concerning the role of social media in academic library marketing, reveals a scarcity of relevant studies. While some research endeavours explore overlapping themes, they predominantly focus on five years of available literature. For instance Athukorala [7] conducted systematic literature on social media influence on academic library evaluation using the Scopus database, limiting the scope to literature published within this five-year timeframe. Conversely, although extensive research exists on social media applications in library marketing, this work often overlooks the context of libraries that are not specific to academic libraries. However, a comprehensive review of the literature indicates that there exists a substantial body of research focused on the intersection of social media and academic libraries, as well as the applications of social media within this institution [8],[9],[10]. By examining available library and social media marketing papers, the researchers have identified that the literature related to social media marketing in academic libraries is relatively scarce [11]. Bhardwaj and Jain [11] Discussed “A Systematic Review of Application of Social Media in Libraries” based on three databases concerning five years of literature. A comprehensive literature search across multiple databases highlights contributions such as Bhardwaj and Jain [11] Examined the integration of marketing

concepts in library services through a literature review. Additionally, Bhardwaj & Jain [11] presented a structured literature review emphasizing [12] libraries' need to cultivate a marketing culture in promoting their resources and services. However, their study lacks a detailed explanation of the methodology for selecting the literature included in their review. Further research, such as that conducted by Kumar et. al. [13], has sought to investigate mobile applications within academic libraries, yet this work does not extend to social media applications. There remains a significant gap in systematic literature reviews grounded in reputable databases. This deficiency may be attributed to limited access to academic databases and the challenges of obtaining articles published in highly indexed journals.

Formulating a research question and objectives is a nuanced, complex task that embodies artistic quality. It is a fundamental critical thinking component and a problem-oriented methodology in scientific inquiry. A well-crafted research question not only initiates the investigation process but also guides the direction of the study, encouraging a more profound comprehension of the topic [14]. When formulating research questions, it is essential to adhere to a framework emphasizing clarity and specificity, relevance, feasibility, originality, measurability, and significance, as proposed by Hosseini in 2024 [12]. Clarity and specificity are paramount in ensuring the research question is clearly defined and unambiguous, allowing for a focused inquiry. Relevance pertains to the importance of the question within the context of existing literature and its potential contribution to the field. Feasibility addresses the practicality of conducting the research, including considerations of time, resources, and access to necessary data. Originality highlights the need for the research question to contribute new insights or perspectives, thereby advancing knowledge in the discipline. Measurability ensures that the research outcomes can be quantified or assessed, facilitating investigation. Finally, significance reflects the potential impact of the research findings on theory, practice, or policy. By employing this comprehensive framework, the researcher constructs well-defined research questions that guide investigations and enhance their work's quality and relevance. The PICO Model was used as an interventional method for formulating research questions by the researcher. It was first introduced by Richardson et al. in 1995 [12] (Figure 1). Further, Understanding the nature of the systematic literature review, the title of the review, and the gap of available literature in the relevant literature, this review formulated the following research objectives and the research questions (figure 2).

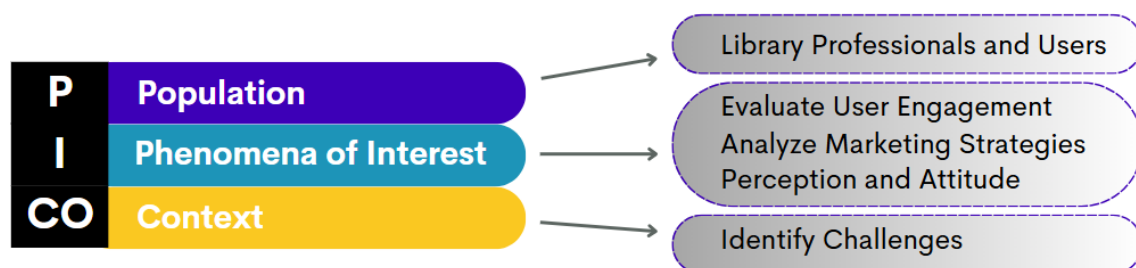


Figure 1. PICO- Interventional use for formulating Research Questions by the researcher

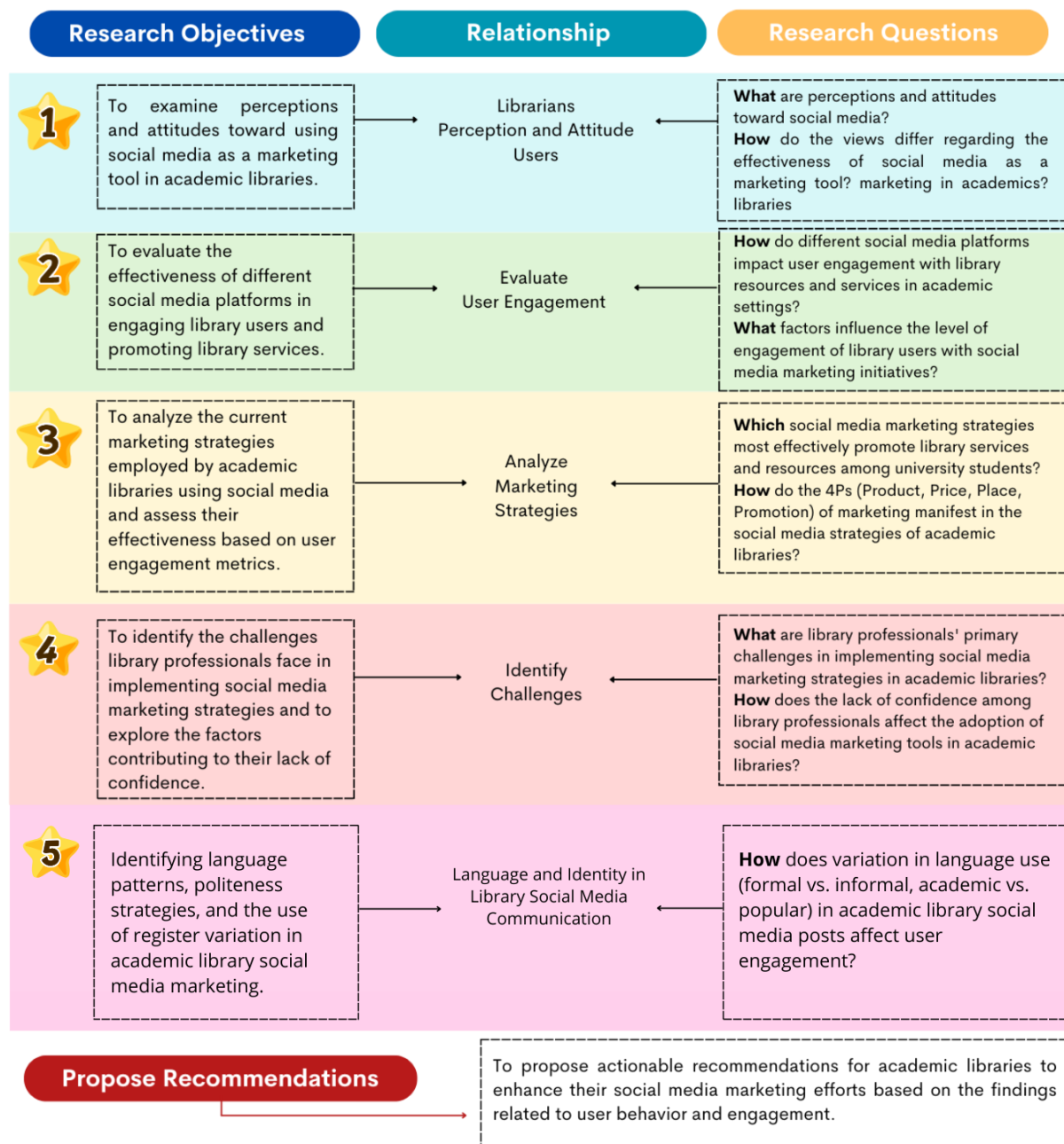


Figure 2. Objectives and the research questions of this systematic literature review

METHODS

A systematic literature review methodology was employed quantitatively [15] Kim et al. due to its accuracy and the capacity for procedural replicability to identify, select, and synthesize existing studies relevant to the research objective [14]. To define the precise goals of social media marketing in academic libraries and particular marketing strategies, the study uses a systematic review. It also provides a comprehensive overview of the data currently available in social media marketing research related to academic libraries, identifies knowledge gaps in existing studies, and guides future research [17]. By guaranteeing a methodical and transparent procedure, the designed review

protocol (See Figure 3) improves the overall integrity of the review. It is a comprehensive plan necessary for attaining objectivity in research [17].

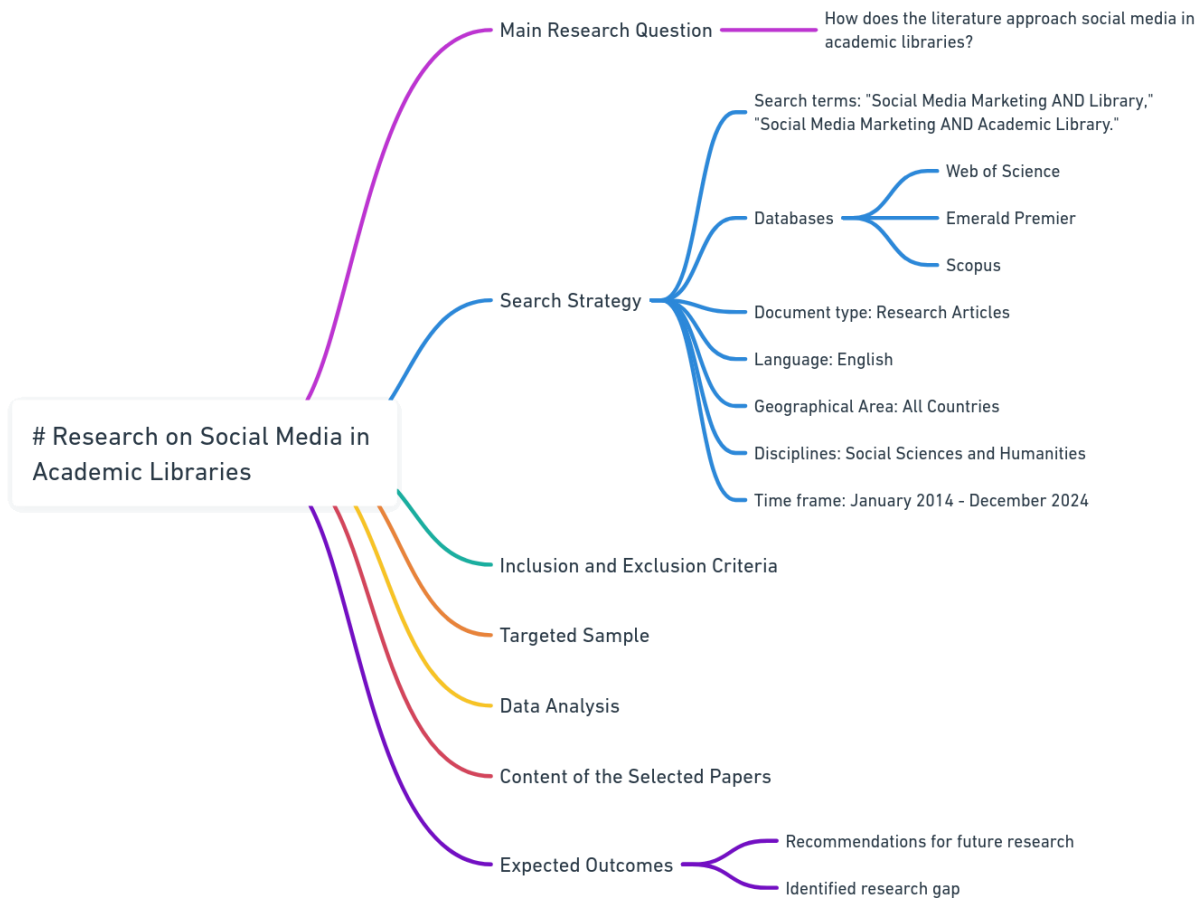


Figure 3. Research Framework for Social Media in Academic Library Marketing

This study examined 18 articles published over the past decade (From January 2014 to December 2024) focusing on "Social Media in Academic Library Marketing." The relevant literature was sourced from three prominent databases: Web of Science, Scopus, and Emerald Premier. The researcher chose these databases because they cover various academic journals. The researchers used filters related to social sciences and humanities in the preliminary investigation, using the term "social media and libraries," and identified 21,160 results. However, when the researchers refined the search by incorporating the term "social media and library marketing," the results were reduced to 63 journal articles. When using the search terms "Social Media Marketing AND academic libraries," 21 papers were filtered. Among the 21 papers, 03 were duplicated and removed from the final sample of paper articles. For this review, the researchers concentrated solely on journal articles that report on research conducted in various countries, deliberately excluding conference papers and review articles. The research articles focus on only English-language publications.

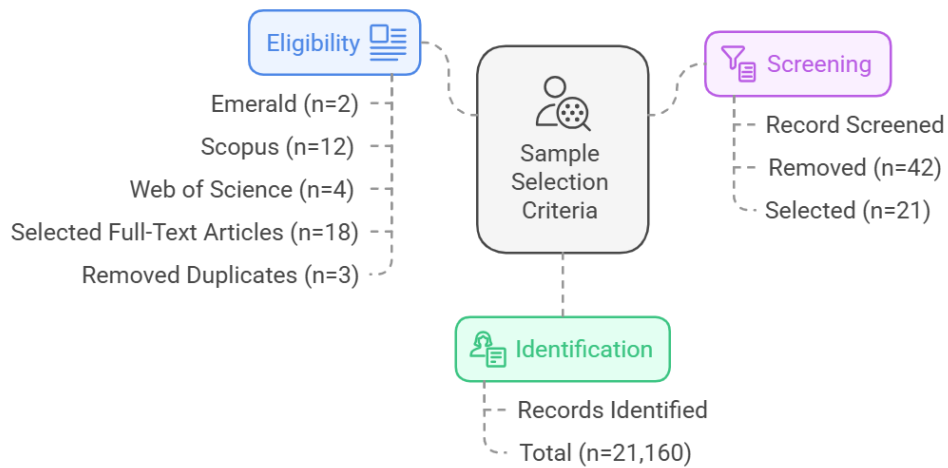


Figure 4. Filtration Methods for Paper Selection from Three Databases

This systematic literature review used a careful selection process to find relevant research on social media in academic library marketing from 2014 to 2024. Each chosen study was thoroughly evaluated to ensure relevance and methodological consistency. The review only considered articles published in English on education technology and instructional design. For in-depth analysis, the content of papers was categorized to answer the research questions and achieve the objective of the literature research. The review focused exclusively on empirical research papers that contributed to understanding social media marketing in an academic library context. Figures 4 depict the inclusion and exclusion processes, aligning with the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) 2020 statement: An updated guideline for reporting systematic review [18].

RESULTS AND DISCUSSION

Distribution of the Publication by Year

Figure 5 presents a summary of the distribution of papers published from January 2014 to December 2024. This chart provides a comprehensive overview of publication patterns throughout the designated period, elucidating the dynamics of research and academic output for each year. The highest volume of publications occurred in 2019, with sustained activity observed through 2021. However, the data reveals that the number of articles specifically focused on social media in academic library marketing remains relatively low throughout the entire ten-year span of the study.



Figure 5. Distribution of the Articles by Published Year

Geographical Distribution of Research Articles

All studies were conducted in developed and developing countries (Figure 6). The analysis of sample distribution indicates that the prevalence of published articles in high-indexed journals is notably low. This limitation impedes a comprehensive understanding of the volume of research published over the past decade concerning social media marketing in academic libraries. The findings are further illustrated through the published articles from three selected databases.

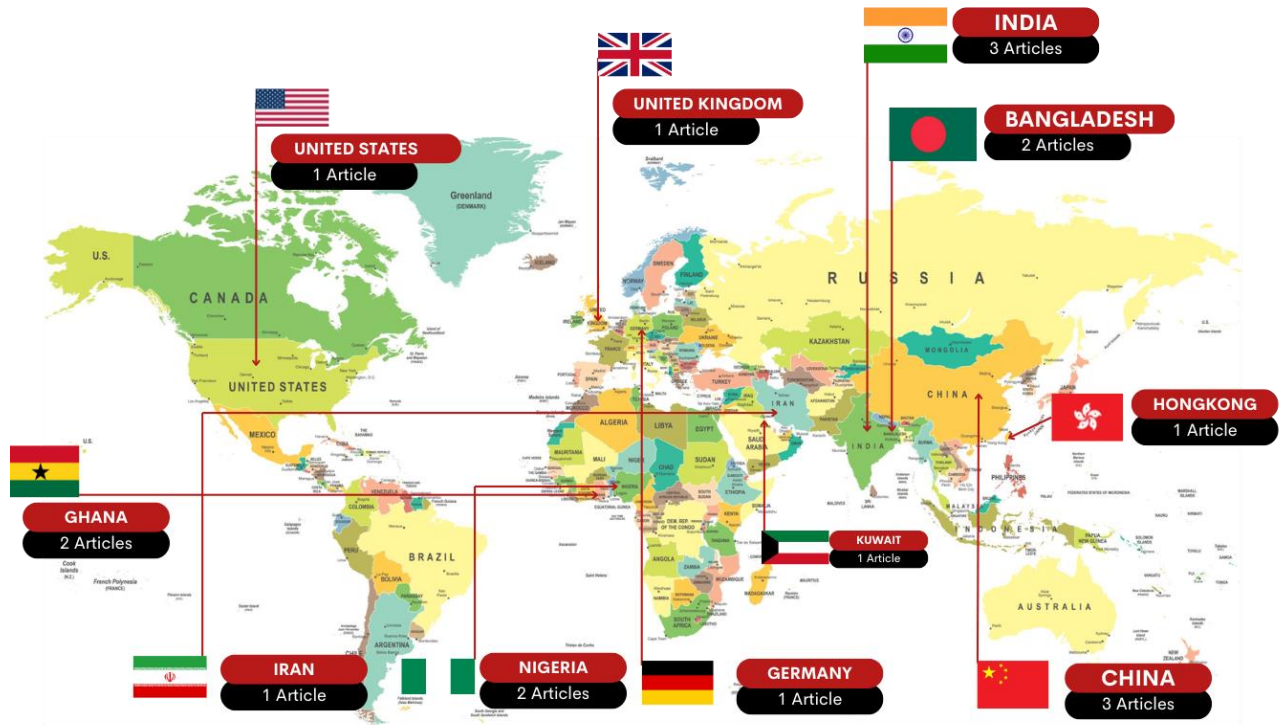


Figure 6. Geographical Distribution of the Publication of Selected Sample

Source of Distribution Publication of Selected Sample

Figure 7 presents the Source of Distribution Publication of the Selected Sample. The data in the figure clearly shows that most of the articles published during the ten years were indexed in library- and information science-related journals. According to the sample distribution, most articles were published in the Journal of Academic Librarianship and Library Philosophy. Considerably, at least one article on social media marketing in the academic library field has been published in a library science-related journal.

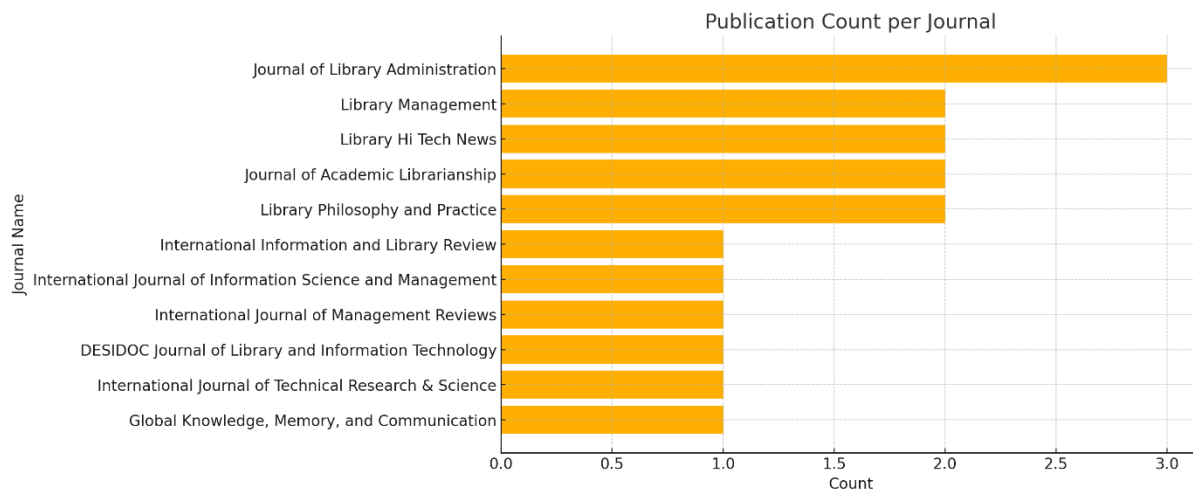


Figure 7. Source of Distribution Publication of Selected Sample

Table 1 presents a synthesis of key studies on social media in academic library marketing, highlighting authors, publication sources, and main findings. This table illustrates diverse strategies, emerging trends, and critical insights into how social media enhances library outreach while revealing existing challenges in its implementation.

Table 1. Key Studies on Social Media Strategies in Academic Library Marketing

Author(s)	Title	Journal	Key Finding
Muhammad Anwar and Tang Zhiwei (2019)	Social Media and Library Marketing a New Approach in the 21st Century	International Journal of Technical Research & Science	Introduces innovative approaches in library marketing through the utilization of social media platforms.
Anwar Muhammad, Tang Zhiwei (2021)	Social media and library marketing	Library Hi Tech News	Explores the impact of social media on enhancing the effectiveness of library marketing strategies.
Bhardwaj, R. K. and P. K. Jain (2016)	Marketing of library resources and services: A structured literature review	DESIDOC Journal of Library and Information Technology	Provides a comprehensive review of strategies employed in the marketing of library resources and services.
Kumar, R and Kumar, T(2024)	Use Of Social Media For Marketing Of Library And Information Services In Academic Libraries	International Journal of Library and Information Studies	Examines the influence of social networking platforms on the functioning of academic libraries.
Beese, N.(2019)	Marketing the Library using Social Media Platforms: The Experience of the University Library Bochum	International Information and Library Review	Shares insights from the University Library Bochum's experience in leveraging social media for marketing.
Ihejirika, K. T. and A. Goulding (2021)	Rethinking Academic Library Use of Social Media for Marketing	Journal of Library Administration	Discusses strategic management approaches for sustainable user engagement through social media marketing.

Author(s)	Title	Journal	Key Finding
Siddeke, M.A.K, Kiran, K(2015)	Marketing of academic library through networking social sites: Implications of electronic word of mouth	Education For Information	Highlights the implications of electronic word-of-mouth marketing for academic libraries.
Okike, B. I. and O. E. W. (2019)	Marketing library and information resources using social media platforms: the security question	Library Hi Tech News	Addresses the security concerns associated with social media-based library marketing practices.
Mishra, C, Maharana, B(2019)	Impact of social media on academic business school libraries in India	Library Philosophy and Practice	Analyzes the impact of social media on the operations and outreach of business school libraries in India.
Cheng, W. W. H., Lam, E. T. H., Chui, D.K. W(Social media as a platform in academic library marketing: A comparative study	The Journal of Academic Librarianship	Conducts a comparative study on the effectiveness of social media as a marketing tool in academic libraries.
Shiv Kumar, Nirupma Chohda, Richa Gupta	Role of social media and library marketing in Indian universities	Global Knowledge, Memory and Communication	Explores the role and significance of social media in promoting library services within Indian universities.
Fraser, Arnott, Mellissa	Academic library marketing in the post-COVID world	Journal of Academic Librarianship	Identifies key marketing strategies for academic libraries in the post-COVID-19 context.
Chen, X. and Liu, Y.(2021)	Factors Influencing Intentions to Use Library Social Media Marketing Accounts	Electronic Library	Investigates the key factors that influence library users' intentions to engage with social media marketing accounts, focusing on WeChat.
Stephens, R.(2022)	Getting Started with TikTok for Library Marketing	Public Services Quarterly	Provides guidelines and best practices for initiating TikTok as a marketing platform for libraries.
Nancy, W.L., Pillai, S., Gnana, C. E.(2021)	Significance of Social Networking Tools in Promoting Academic Libraries: A Case Study	Library Philosophy and Practice	Highlights the critical role of social networking tools in enhancing the visibility and promotion of academic libraries.
Ofori, W.O., Quagraine, N.T. (2017)	Marketing Intangibles: The Case of Library Services in Higher Education Institutions	Library Hi Tech News	Examines strategies for marketing intangible library services within higher education institutions.
Budu, S., Owusu, A.S. (2020)	Leveraging Social Media Platforms in Marketing Library Services in Ghanaian Universities	Library Philosophy and Practice	Explores how Ghanaian universities effectively utilize social media platforms to market their library services.
Lam, E.T.H., Au, C.H., Chui, D.K.W.(2019)	Analyzing the Use of Facebook Among University Libraries in Hong Kong	Journal of Academic Librarianship	Analyzes patterns of Facebook usage for marketing and engagement purposes among university libraries in Hong Kong.

Distribution of research Methodologies of the sample

Figure 8 presents the methodology that the researchers followed to develop their research. Accordingly, most articles used a quantitative research approach (12). Two research articles used Content analysis, and the rest of the papers used qualitative and survey research methods.

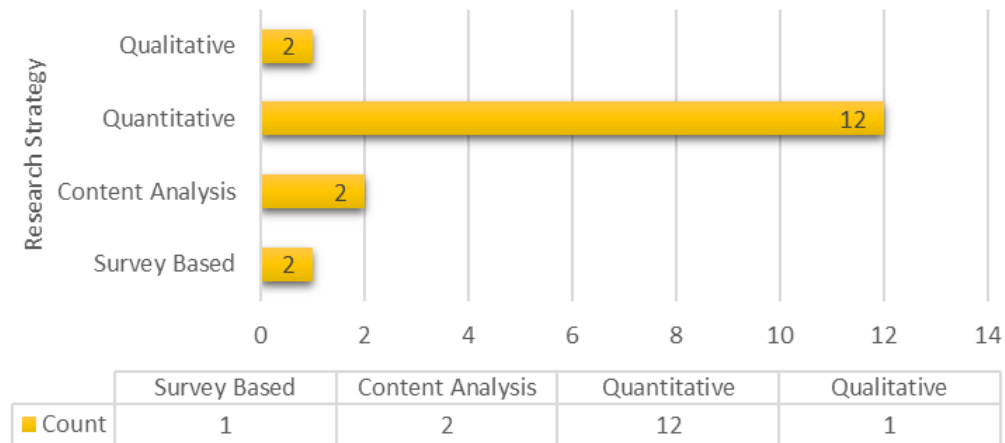


Figure 8. Distribution of research Methodologies of the sample

Library Professionals' and Users' Perceptions and Attitudes of Social Media and Library Marketing

According to the literature, library professionals and users widely accept social media as a helpful marketing tool. For example, studies from Indian universities found that library staff and users supported using social media as a marketing strategy. They feel social media may effectively promote library resources, services, and activities [19]. A gap between present marketing initiatives and user expectations is evident when users utilize social media to voice their desire for greater awareness of library resources. This implies that libraries should train staff members and improve user involvement through efficient communication techniques to close the gap in attitudes and views [20]. Certain social media-based academic library marketing studies show that users' perceptions of SM platforms' utility and effectiveness are positively correlated. Users generally thought social media was a valuable tool for library promotion. According to Philosophy et. al, libraries may significantly improve their capacity to inform both present and potential patrons about their services by utilizing social media [20]. To meet the changing requirements of patrons in the digital era, a methodical approach to integrating social media (SM) into library marketing initiatives is needed [21]. User opinions indicate a need for increased social media awareness of library services. This suggests that, while users are aware of the potential, they believe it is not fully achieved. Although users find social media valuable for library marketing, academic librarians usually support its potential for marketing library services, emphasizing its significance in conducting needs assessments and promoting awareness [21]. However, librarians usually feel unsupported in their work.

Evaluate User Engagement with social media

One of the most important aspects of library social media marketing is still user involvement [22]. Cheng et. Al [25] indicated that social media involvement levels, especially among faculty members, are not as high as anticipated on Facebook. Libraries should track their social media

performance using insights and analytics to understand user engagement better and change their tactics accordingly [24]. This suggests that libraries can improve faculty and other user groups' engagement, even if students are more engaged by customizing their content and tactics. Numerous studies have shown that elements like user demands and the type of content supplied further complicate engagement. Libraries can improve connection and involvement through focused social media campaigns by better understanding these dynamics. While many library patrons indicated a willingness to use social media for academic purposes, satisfaction levels varied, according to the case study from the Dhaka University Library during the COVID-19 pandemic. This indicates that although patrons are likely to participate, libraries should increase the efficacy of their engagement strategies.

Analyze Marketing Strategies

The examination of library marketing methods indicates a range of approaches, from more creative strategies like online video marketing to the more conventional marketing mix (4Ps: Product, Price, Place, Promotion [25]. For example, Kerala libraries in India have used various social media channels, although their efficacy varies according to the institutional setting and user demographics [19]. Libraries must modify their marketing strategies to accommodate their patrons' changing demands and tastes as younger generations, millennials, in particular, continue to use various social media platforms. Beese discusses practical social media management strategies such as focusing on one platform at a time, prioritizing engagement over follower counts, maintaining an authentic voice, and posting regularly with various content types [19]. As demonstrated by Kumar et.al. [13] where a lack of a defined objective and strategy was highlighted as a barrier to building effective social media marketing strategies, the literature emphasizes the significance of strategic planning in social media marketing. This implies that libraries must implement all-encompassing marketing plans considering institutional capabilities and customer preferences [23]. As technology advances, social media platforms like Facebook, Instagram, YouTube, WhatsApp, and LinkedIn are increasingly popular among internet users, including individuals and businesses [23].

The literature shows that university libraries use a variety of marketing techniques. Institutions differ significantly in social media marketing; some libraries can efficiently advertise their services on sites like Facebook, Twitter, and WeChat. The benefits of library social networking technologies and the marketing strategies used for information distribution are covered in the study. Additionally, it discusses applying the four general marketing strategies to libraries: Ps, Product, Price, Place, and Promotion to library services [19],[23]. However, many libraries have problems, such as staff members who are not adequately trained and uncertain of marketing plans. Although its potential is acknowledged, obstacles, including professional uncertainty and the requirement for user education, must be removed for its adoption. Libraries may significantly improve their marketing efforts and user engagement through social media by investing in training and customizing techniques to match the varied needs of their users.

The body of research highlights how important it is for libraries to implement social media marketing strategies that consider user preferences and needs. Successful models advise combining cutting-edge social media tactics with conventional marketing methods to produce a more dynamic and engaging user experience. For instance, user interaction and service promotion can be significantly improved by individualized content and electronic word-of-mouth, or eWOM. For academic libraries to distribute their resources and services effectively and efficiently Mensah and

Onyancha [8] stressed in their research that they need a well-thought-out social media strategy to help them select the best platforms, connect with their target users and increase engagement rates. The research also revealed that university libraries fail to implement these strategies that could entice people to visit these websites.

Identify Challenges

As Bees Nills [19] demonstrated, many public libraries have effectively used social media. However, university libraries lag, with a sizable percentage inactive on sites such as Instagram, Facebook, and Twitter. Reasons for this include a shortage of manpower, data security concerns, and typical public relations perspectives. Determining the obstacles to social media marketing for libraries is crucial to creating successful plans. The literature identifies [11] several prevalent issues, such as technical assistance, security concerns, and library personnel's unfamiliarity with social media platforms [25]. According to Bartoloni, S., & Ancillai, C. [16], university libraries and information centres may find SM a helpful marketing tool. However, there were also issues, including inadequate worker training, power outages, privacy issues, and information confidential. Furthermore, research shows that many libraries underuse social media platforms' sophisticated capabilities, which reduces their potential influence [13]. Effective social media marketing is disadvantaged by a lack of resources and a workforce that is not well-versed in marketing strategies [1]. Removing these obstacles is essential for libraries looking to use social media more successfully in their marketing campaigns. Inadequate social media tool training for library employees, a lack of management support, and worries about user security and privacy are common issues noted in the literature. Successful social media marketing requires library administration support and staff collaboration to ensure continuous content generation and engagement. According to Panahi et al. [22], the biggest obstacle was social media filtering, which involves security concerns associated with social media use. The rapid development of social media technologies frequently leaves library professionals feeling overwhelmed and unsure of how to successfully incorporate them into current marketing plans, according to studies conducted in several areas, including Ghana, Bangladesh, and India [13]. Further challenges were brought about by the shift to online interaction during the COVID-19 epidemic, as libraries found it challenging to sustain user engagement and modify their marketing strategies to fit the new digital environment [19].

Even though social media is acknowledged to have the ability to attract users and enhance libraries' reputations, legal concerns continue to be a barrier to library marketing. Even though social media platforms are essential for promoting library and information resources, librarians and information professionals must exercise caution when sharing information to avoid security breaches, particularly regarding highly sensitive or confidential information. In order to regulate social media usage responsibly and support enforcement efforts, organizations need to develop policies and procedure [23].

Language and Identity in Library Social Media Communication

Marketing through social media is not merely a tool for disseminating information but also a strategic communication approach that shapes the digital identity and engagement of academic libraries. Within this digital landscape, linguistic patterns, politeness strategies, and register variations play a critical role in determining the effectiveness of the messages conveyed. Research by Lin [26] highlights that social media-based communication in academic libraries does not merely facilitate rapid information dissemination but also fosters a dynamic two-way interaction ecosystem

that significantly enhances user engagement. Furthermore, Stephens [27] emphasize that adopting a more personalized and participatory language style in library posts fosters greater trust and user loyalty toward library services.

The linguistic patterns employed in academic library social media posts tend to be concise, direct, and information-dense, aligning with the fast-paced nature of social media, where clarity and readability are paramount. Zhai et al. [28] found that persuasive communication approaches with straightforward yet academically robust language are more effective in capturing the attention of students and scholars. Additionally, communication styles often incorporate interactive and participatory elements, encouraging users to engage through questions, polls, or prompts to share their experiences. Hashtags and emojis are frequently utilized to enhance visibility and visual appeal while reinforcing a more approachable tone. Research by Saqib [29] indicates that the integration of multimodal elements in digital library marketing contributes to a 35% increase in user interaction, demonstrating the impact of linguistic and visual synergy.

Politeness strategies in social media communication play a pivotal role in maintaining positive relationships between libraries and their users. Positive politeness strategies are commonly employed to foster a sense of community and inclusivity, such as directly addressing users or expressing appreciation for their engagement. Mahrabioun [30] found that engagement-driven politeness strategies significantly increased response rates and participation in academic library social media interactions by 28%. Posts such as "We are delighted to assist you in finding the best references!" or "Thank you for being part of our library community!" exemplify how libraries build stronger emotional connections with their audience. Conversely, negative politeness strategies are utilized when libraries need to communicate policies or regulations in a non-imposing manner, as seen in statements like "Please note that book loans may only be extended if no other users have placed a request." In direct interactions through comments or private messages, libraries demonstrate politeness strategies by consistently providing courteous and responsive replies to inquiries, criticism, or suggestions. A study by Kim and Plester [31] reveals that the success of digital library communication heavily depends on the politeness strategies employed in social media interactions, where polite and inclusive responses lead to higher levels of user satisfaction.

The use of register variation in academic library social media marketing reflects a flexible communication strategy tailored to different contexts and audiences. Formal register is employed in posts related to academic announcements or official policies, such as notifications regarding access to scholarly databases or modifications in borrowing policies. Beese [19] asserts that adopting a more academic language style in library posts helps sustain institutional credibility and enhances user trust. Semi-formal register is commonly found in promotional content or service invitations, maintaining professionalism while adopting a more flexible and engaging tone. Meanwhile, informal register emerges in posts designed to boost user engagement through a casual and relatable approach, such as prompts encouraging users to share their library experiences or participate in lighthearted discussions. Kumar et al. [13] demonstrates that academic libraries employing adaptive register strategies tailored to social media audiences experienced a 40% increase in engagement compared to institutions that adhered strictly to a formal register.

In some instances, academic libraries employ bilingual strategies by incorporating both English and local languages to reach a broader audience, particularly for academic service announcements with international relevance. Research by Okike and Wang [23] highlights that code-switching practices in digital library marketing not only enhance user comprehension but also

expand communication reach among international students and multilingual scholars. Additionally, this linguistic diversity fosters a greater sense of inclusivity, particularly in multicultural academic environments. By understanding how linguistic patterns, politeness strategies, and register variations are utilized in academic library social media communication, it becomes evident that libraries function not only as information providers but also as dynamic facilitators of digital communication. The integration of these linguistic approaches enables libraries to establish stronger relationships with academic communities, reinforce their digital identity, and enhance user engagement across various services. Consequently, the careful selection of language and communication styles serves as a critical determinant of success in academic library social media marketing, ultimately contributing to a positive institutional perception and a more cohesive relationship between libraries and their users. Wang et al. [24] affirm that linguistically and sociolinguistically informed communication strategies in academic library social media significantly enhance perceptions of institutional professionalism and foster stronger academic community engagement. Therefore, optimizing linguistic strategies in digital marketing represents a strategic step for academic libraries to enhance their competitiveness and attractiveness in the digital era.

Recommendations

Several suggestions for improving library social media marketing initiatives can be made in light of the results of numerous research. Beese's paper "Digital Trends and the Global Library Community" emphasizes the importance of social media as a marketing tool for libraries, particularly university libraries, which have taken longer to adopt digital platforms than public libraries in Germany. The author emphasizes the importance of libraries engaging with their patrons via social media to increase visibility, legitimacy, and community connection [19]. Building competence and confidence among library employees requires professional growth and training in social media technologies and marketing technique [23]. Additionally, libraries should embrace new marketing strategies and investigate user-generated material by cultivating an innovative culture [13]. In order to properly customize their social media strategies and ensure they satisfy their patrons' changing demands, libraries should also prioritise user feedback [17]. Libraries may raise their visibility and service efficacy in the academic community by implementing these suggestions and improving outreach and engagement. In addition to emphasizing the need for better tactics, user involvement, and support for library professionals, the studies emphasize social media's potential as an effective marketing tool for university libraries [23]. Addressing the issues raised and putting the suggested suggestions into practice for libraries looking to improve their social media marketing will be essential.

Scholars' perspectives on social media marketing's ability to improve library services and user engagement are diverse, according to a study on the topic in academic libraries [23]. Research from several nations, including Ghana, Bangladesh, and India, shows that social media is becoming increasingly acknowledged as an essential tool for library resource marketing. Both library professionals and patrons agree that libraries are helpful for marketing services and encouraging communication, yet there is still a significant gap in user satisfaction and effective implementation [3]. For example, although library employees acknowledge the existence of social media platforms, they frequently lack the self-assurance and training necessary to properly utilize them, which results in underuse and lost engagement opportunities [13]. Additionally, studies show that different people

have varied opinions about how effective specific social media platforms are, indicating that customized approaches are necessary to satisfy a wide range of user needs [25]. The literature highlights the significance of cultivating an innovative and adaptable culture as libraries deal with issues including technological assistance, security concerns, and the need for strategic planning. The combined knowledge from these studies supports a proactive strategy for incorporating social media marketing into library operations [8]. This indicates that libraries can significantly increase their visibility and relevance in the academic landscape with the proper training and a clear mission.

The six-step Social Media Marketing Engagement Model (SMMEM) (See Figure 9) offers academic libraries a methodical framework for maximizing their social media marketing efforts. Fundamentally, the approach prioritizes user-centered interaction, starting with a thorough comprehension of user requirements via feedback systems, which guides the creation of content that is suited to a range of demographics. A strategic planning framework that incorporates precise goal-setting, a content calendar for regular outreach, and a thoughtful selection of social media platforms that suit user preferences are used in conjunction with this interaction. Another cornerstone of the strategy is innovative content development, which promotes a combination of instructional, marketing, and aesthetically pleasing resources in addition to faculty-student collaborations that encourage community engagement. Additionally, the model emphasizes the value of staff development and training, enabling library staff to take an active role in social media campaigns. Using analytics to gauge engagement and adjust tactics in response to performance information and user input, ongoing monitoring and assessment are crucial. Finally, by creating risk management procedures, guaranteeing sufficient resources, and becoming ready for crisis communication, the model tackles possible difficulties. All things considered, the SMMEM provides academic libraries with a thorough framework for improving their visibility and user satisfaction within the academic community while adjusting to the rapidly changing digital context. This approach would improve the library's digital image and user satisfaction.



Figure 9. Proposed Social Media Marketing Engagement Model (SMMEM)

CONCLUSION

The findings of this review imply that academic libraries must prioritize strategic planning and staff capacity building to harness social media's full marketing potential. Libraries should invest in regular training programs to enhance employees' digital literacy and marketing skills, ensuring more effective content creation and user engagement. Moreover, addressing privacy and security concerns is crucial to build user trust and encourage active participation. It is recommended that libraries develop clear social media policies and integrate user feedback mechanisms to tailor their strategies according to community needs. Establishing standardized metrics and analytics tools will help monitor performance and guide continuous improvement. Lastly, fostering inter-institutional collaboration can accelerate the sharing of successful practices and innovations, ultimately strengthening the academic library sector's digital presence and impact.

LIMITATIONS

This review is limited to English-language journal articles from selected databases, which may exclude relevant studies in other languages or sources. The diversity of methodologies and contexts across studies limits generalizability. Rapid changes in social media platforms may affect the applicability of findings over time. Lastly, gaps remain in measuring engagement and sociocultural factors, requiring further research.

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AUTHOR CONTRIBUTION

W.A. and C.C.J. contributed to this study. W.A. conceptualized the research, designed the methodology, and supervised the overall project. C.C.J. managed data collection, conducted qualitative synthesis, and prepared the visualizations. W.A. contributed to the literature review, data interpretation, and drafting of the discussion section. C.C.J. critically revised the manuscript to ensure academic rigor and compliance with international journal standards. All authors reviewed,

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CONFLICT OF INTEREST

The authors declare that they have no conflict of interest.

DECLARATION OF USE OF AI IN SCIENTIFIC WRITING

The author used ChatGPT to refine the language and Napkin AI to generate graphics. All content was thoroughly reviewed and revised by the author, who assume full responsibility for the final publication.

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