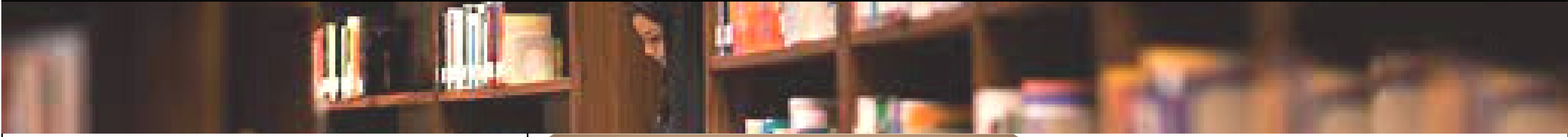


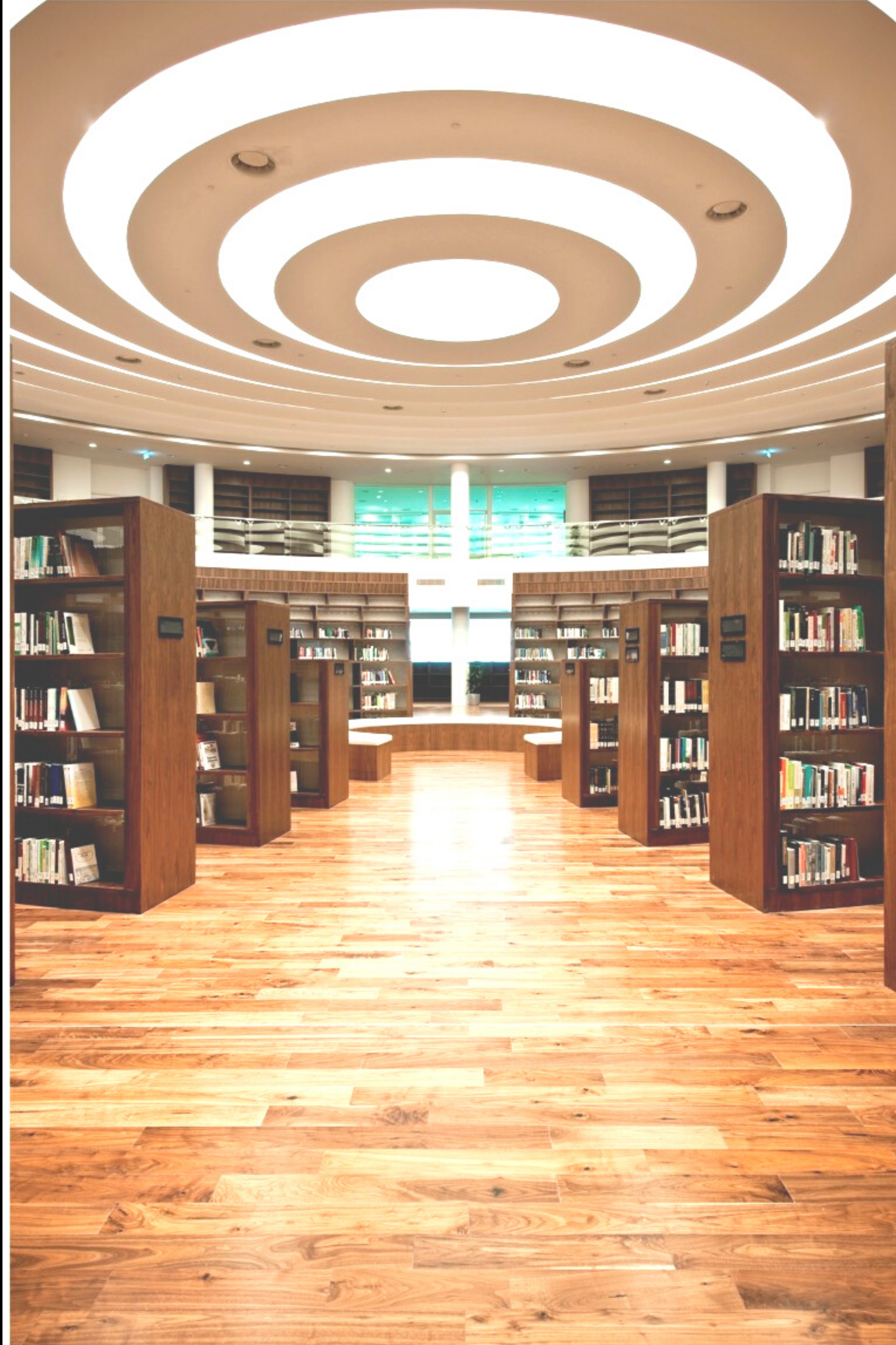
#HASHTAGS ENHANCE YOUR LIBRARIES' SOCIAL MEDIA MARKETING STRATEGIES

SOCIAL MEDIA TOOLS MAKE IT EASIER TO SHARE MEDIA AND INFORMATION, AND THE HASHTAG# FUNCTION ON PLATFORMS LIKE INSTAGRAM, TWITTER, YOUTUBE, AND OTHERS HAS MADE RUNNING ONLINE CAMPAIGNS SIMPLER. THE GOAL OF THIS POSTER IS TO SHOW HOW ZAYED UNIVERSITY STUDENTS INTERACT WITH THE LIBRARY'S SOCIAL MEDIA CHANNELS.



PURPOSE

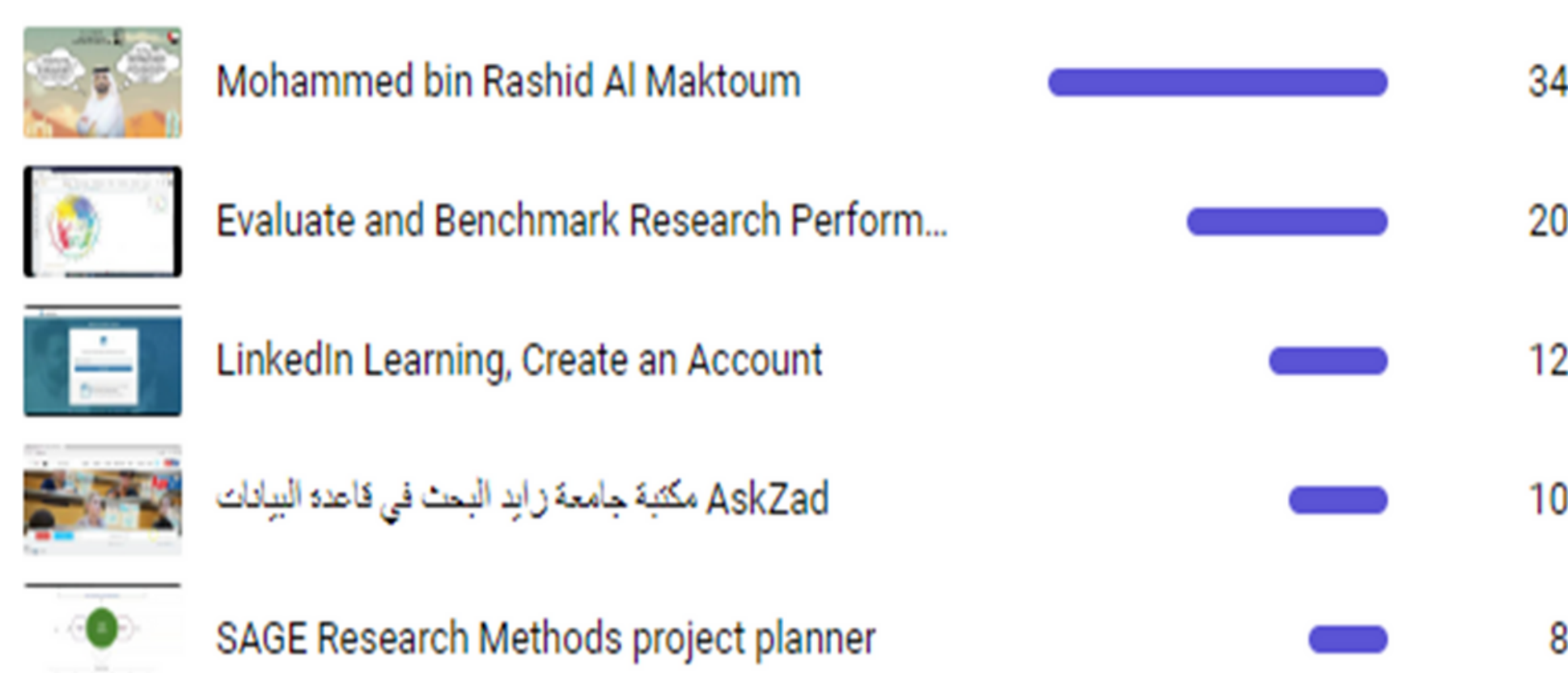
- EFFECTIVELY ORGANIZE #HASHTAGS FOR MORE ENGAGING WITH PATRONS & OUTREACH AS MUCH AS WE CAN
- UPDATE ZU COMMUNITY WITH NEW RESOURCES THROUGH SOCIAL MEDIA PLATFORMS.
- FOR USE LIBRARY RESOURCES AND SERVICES, TO SUPPORT ZU PATRONS ACHIEVING THEIR ACADEMIC TENURE.



DATA COLLECTED -ANALYTICAL

- DATA COLLECTED FROM INSTAGRAM (INSIGHTS) & YOUTUBE CHANNEL DASHBOARD, "SOCIAL MEDIA ANALYTICS".
- HOW VIEWERS WERE ENGAGED, INTERACTING WITH THE VIDEOS POSTED, POSTS TRACKED EACH VIDEO BY VIEWERS AND THE AVERAGE RATING FOR EACH.
- DATA COLLECTION WAS CONDUCTED IN THE FIRST WEEK OF JANUARY TILL END OF FEB, 2023

TOP VIDEOS WATCHED PAST 28 DAYS



YOUTUBE CHANNEL Chanel Growth Total Subscribers

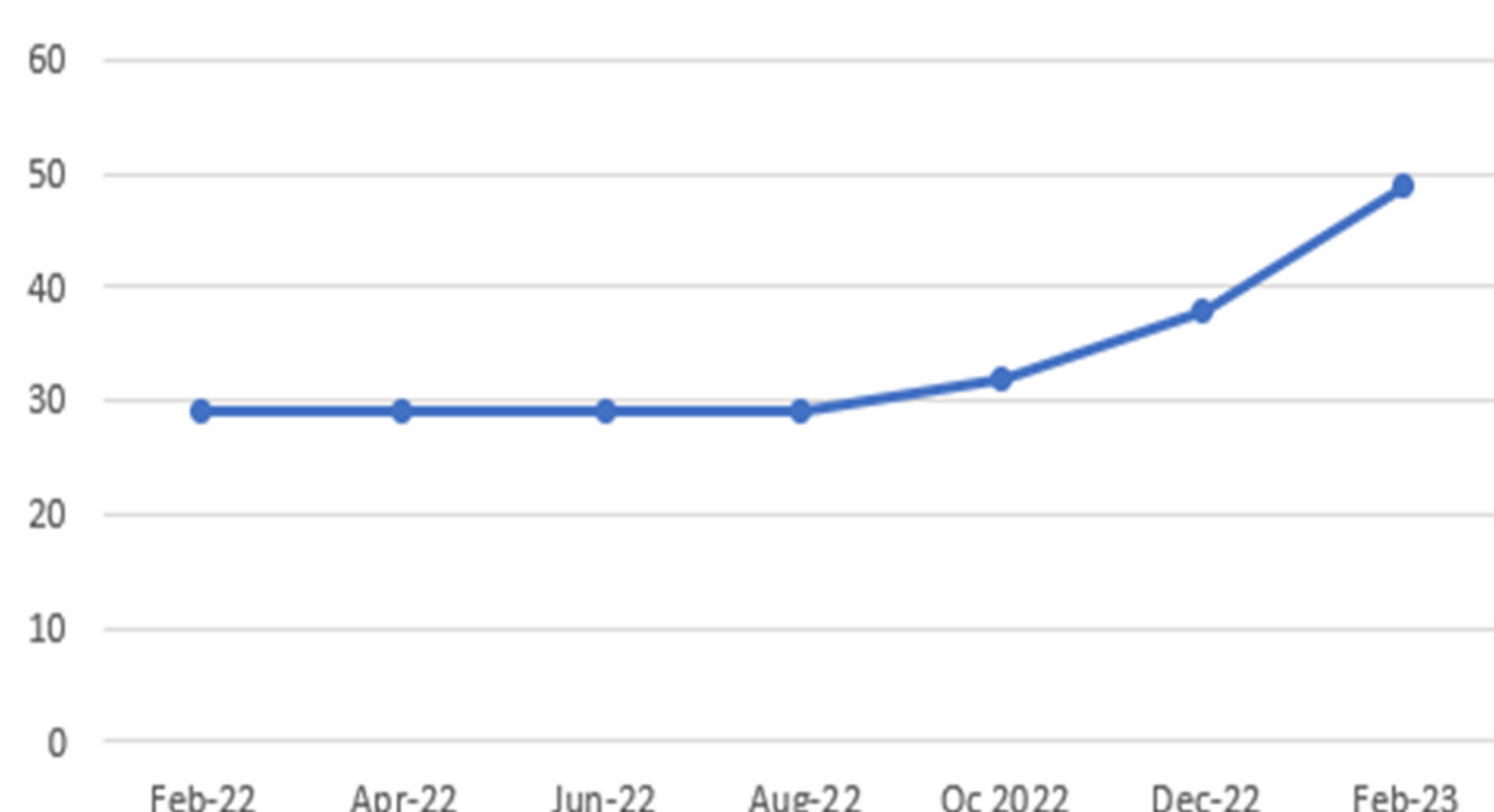
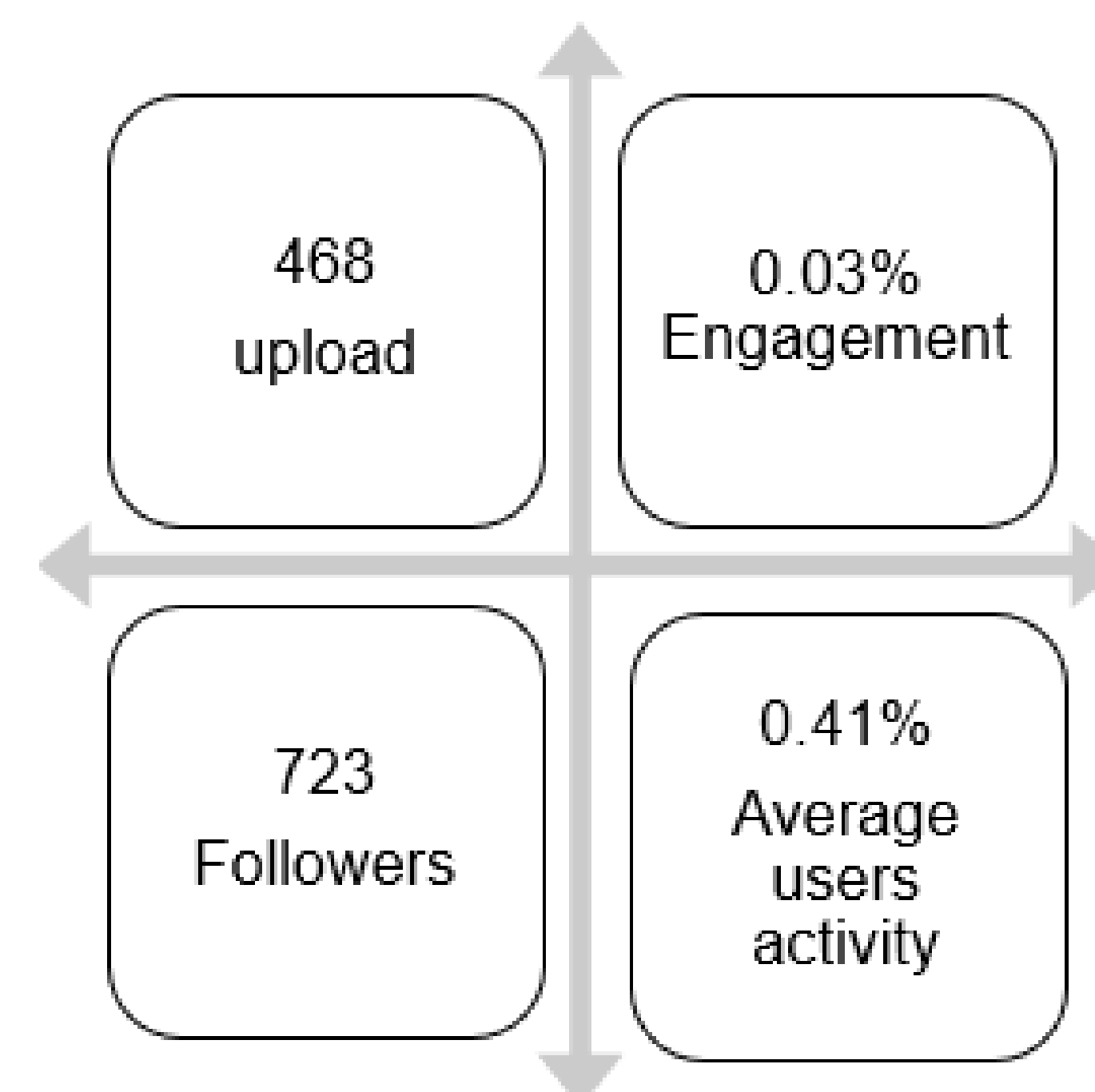


Fig.1 Zayed University Library @ZULIBRARY Profile Analysis



FZAYED UNIVERSITY LIBRARY @ZULIBRARY PROFILE



zulibrary Follow Message
468 posts 737 followers 316 following
Zayed University Library
مكتبة جامعة زايد #zulibrary
forms.office.com/Pages/ResponsePage.aspx?id=DQSlkWdsI

ANALYSIS

Instagram Insight were published 468 posts.
The first post was shared on March 16, 2016, #ZUReads.
Zayed University Library uses the hashtag #ZULibrary to showcase
YouTube channel: (109) videos that were created by libraries for promotional purposes were further sorted into sub-categories:
1.Information about the library
2. for students
3.Teaching online
4.Zayed university Library Instruction/Tutorial.
The YouTube records about 6.1K viewers without subscriptions

FUTURE PLANS

- Create valuable content such as book reviews, author interviews, virtual book clubs.
- Engage with audience by reacting to comments, running polls, and asking for feedback.
- Track the social media platforms analytics to measure success.
- Train library staff on how to use effectively the functions of social media platforms.
- Advertising campaign for more engagement.