Academic librarians and their social media presence

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To learn from academics librarians themselves about their social media presence with respect to awareness, current practices, readiness and motivations.
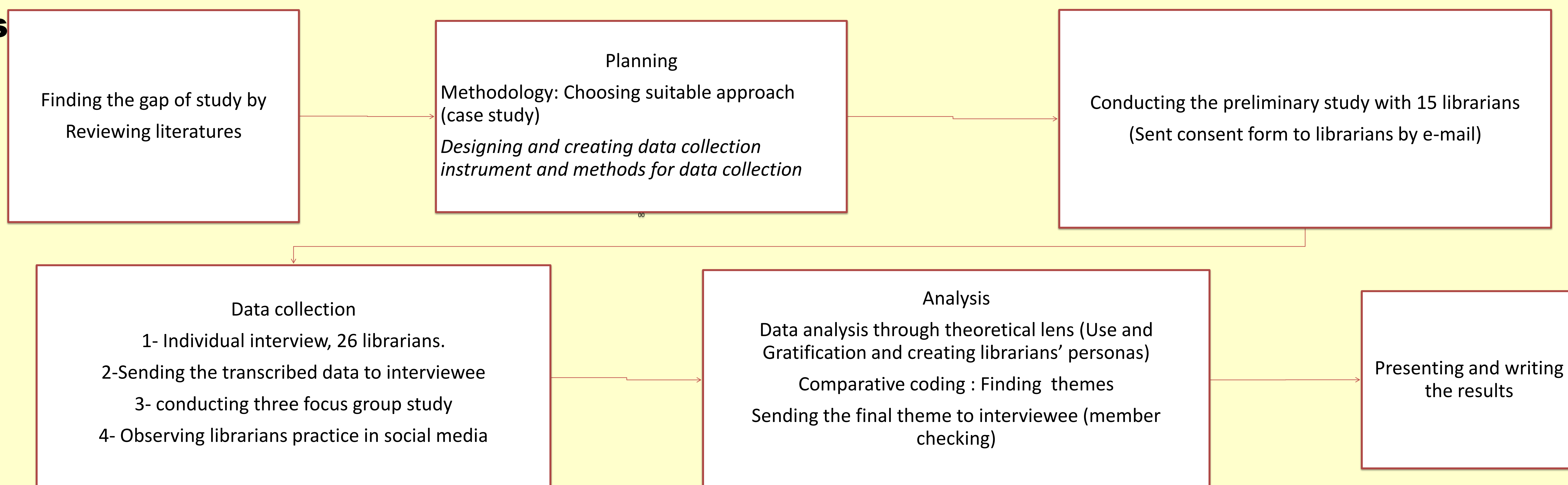
① Research Questions

a) How would academic librarians see themselves making use of social media in terms of awareness, current practices, readiness and motivations?

b) b) How could academic librarians' social media awareness, practices and readiness be identified using personas?

② Methods

As the research design, qualitative case study was adopted and three research-intensive universities in Kuala Lumpur, Malaysia were chosen as the boundary for this case study. Data collection, which includes face-to-face interviews with twenty six librarians, focus groups and observations, helped to gather rich data. Participants in this research were from different library departments and were purposively sampled and they met at least one of the following criteria: a) They sat in the committee for the update and improvements of their respective library websites. b) They were either heads of departments or librarians in charge of creating content and updating social media applications in the sampled libraries. c) They considered themselves to be active users in at least one social media tool. d) They expressed a willingness to take part in the study.
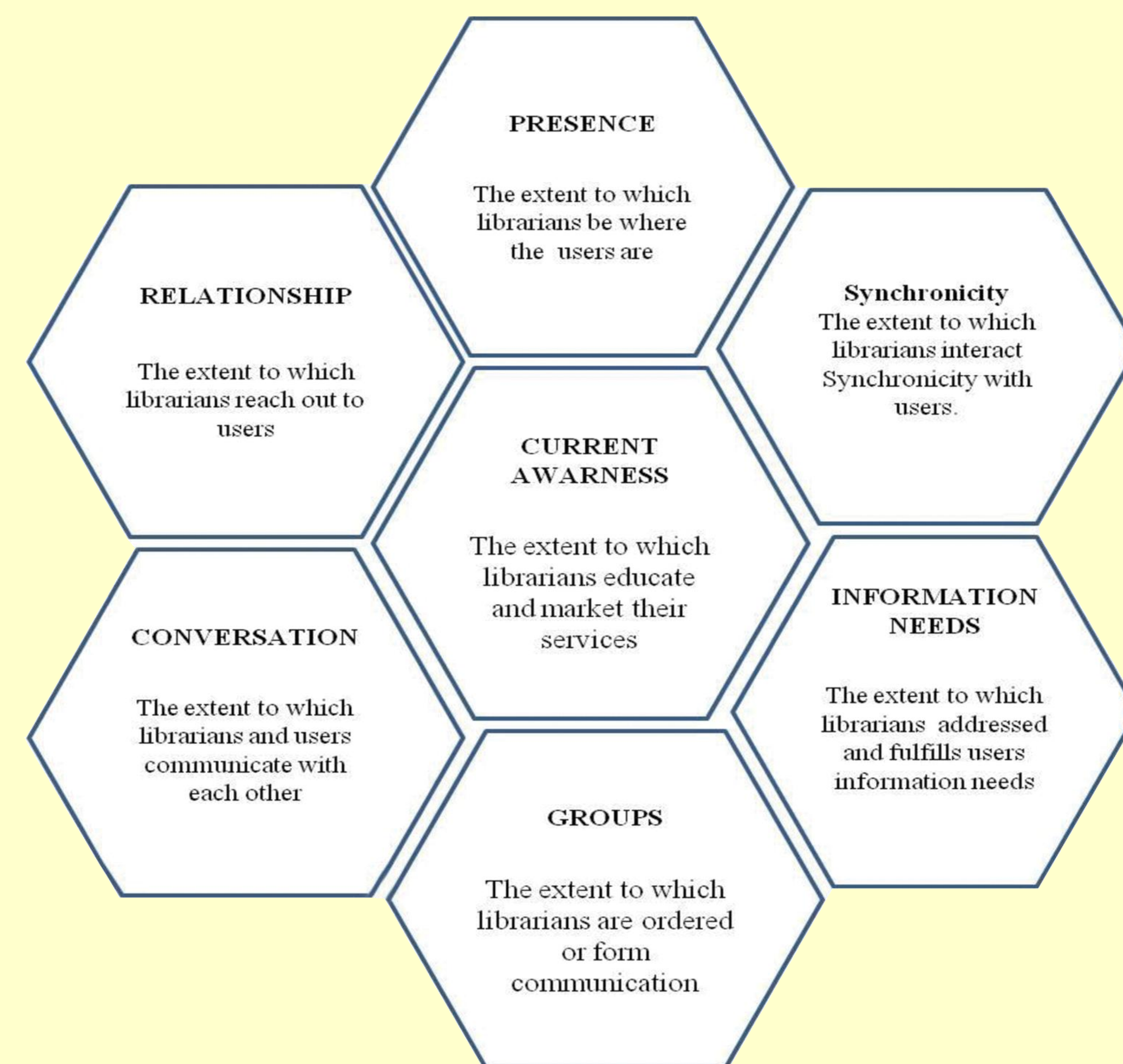
③ Process

| Finding the gap of study by Reviewing literatures | → | Planning

Methodology: Choosing suitable approach (case study)

Designing and creating data collection instrument and methods for data collection | → | Conducting the preliminary study with 15 librarians

(Sent consent form to librarians by e-mail) |

| Data collection
1- Individual interview, 26 librarians.
2-Sending the transcribed data to interviewee
3- conducting three focus group study
4- Observing librarians practice in social media | → | Analysis
Data analysis through theoretical lens (Use and Gratification and creating librarians' personas)
Comparative coding : Finding themes
Sending the final theme to interviewee (member checking) | → | Presenting and writing the results |

④ Result

Librarians' Personas based on their Awareness, Practices and Readiness in Social Media

Persona	Awareness, Current practices and readiness
Skater	Has a strong awareness and the need to take social media opportunities. Strong user of Web 2.0 technologies. In a strong position for taking social media presence opportunities.
Slider	Steadily aware of social media but lacks momentum in practice. Moving steadily but without consistency because of lack of motivation, deterrents or particular concerns about social media.
Shuffler	Aware of social media due to its current trend. In practice, very slow moving and embraces social media very slowly.
Starter	Aware of social media but hardly implements it. Does not agree with the social media phenomenon in the library workplace.

PRESENCE — The extent to which librarians be where the users are

RELATIONSHIP — The extent to which librarians reach out to users

Synchronicity — The extent to which librarians interact Synchronicity with users.

CURRENT AWARNESS — The extent to which librarians educate and market their services

CONVERSATION — The extent to which librarians and users communicate with each other

INFORMATION NEEDS — The extent to which librarians addressed and fulfills users information needs

GROUPS — The extent to which librarians are ordered or form communication

Honeycomb Framework of Professional Motivations for Using Social Media in Libraries.

Zohoorian-Fooladi, N., & Abrizah, A. (2014). Academic librarians and their social media presence: a story of motivations and deterrents *Information development*, *30*(2), 159-171.

Zohoorian-Fooladi, N., & Abrizah, A. (2017). Personafying academic librarians' social media presence. *Malaysian Journal of Library and Information Science*, *19*(3).