

عنوان مقاله:

The Effect of Online Marketing through Social Media Platforms on Saudi Public Libraries

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خلاصه مقاله:

Social media and social networking sites have become a vital part in everyone's daily life and users of social networks are increasing. This study aims to review and highlight the importance of public libraries presence on social media, and public libraries crucial awareness on online marketing to market their various services, raise awareness and create a community according to each social media platform being used . This study focuses on helping public libraries in Saudi Arabia that lack the true understanding on how to implement social media as a part of their marketing plan, use social media features to create an online community and connect with their patrons to comprehend the basic marketing tools used online, and the benefits of public libraries online social presence and review previous public library marketing implementations and methods through social media and social networking sites in building a community. Using a content analysis methodology, we reviewed the definition of marketing, marketing tools, social networking sites and previous library methods implemented on social media and the benefits of creating an online presence for libraries. We also highlighted the limitations facing libraries and an efficient method of social media engagement analysis. This study's results indicate that public libraries in Saudi Arabia can enhance their online presence on social networking sites by implementing the correct content marketing method for each social media platform and the importance of training public library staff on the usage of social media to satisfy customer needs and therefore build a connection with patrons online which further more builds a community.organization, representation, realization and protection of interests and rights of citizens

کلمات کلیدی:

Marketing, Social networking sites, Public Libraries, Saudi Arabia

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