Social Media Application in Indonesian Academic Libraries

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Abstract

Nowadays, many libraries have taken advantages of social media to promote their collection as well as to enhance services and interact with their users. In this research, the use of social media by academic libraries in Indonesia is analyzed through survey towards 51 of academic libraries in Indonesia. From the total of respondent libraries, it is identified there were only 32 of academic libraries which use social media. The aim of this research is to identify the application of social media by academic libraries in Indonesia. This study also examined problems in using social media by the respondent libraries. The result shows that academic libraries in Indonesia mostly use social media to promote their services, facilities and collections. Facebook be the most used social media platform by respondent libraries. The study also revealed that lack of time and human resources become the main problems in managing social media accounts.

Keywords

Introduction

Steiner (2012, p. 1) defined social media as any online platform which allow users to link to each other, to contribute, and to share content or commentary. Similiar understanding also proposed by Richards (2014). Richards (2014, p. 9) explained that social media refers to any application

and websites which give opportunity to users to create and share different kinds of content or take active part in social networking. From these definitions, it can be concluded that, in a simply way, social media is any online platform that enable people to share, to communicate, and to collaborate each other without being limited by time and distance. Social media also provides various range of benefits. Social media help individuals, communities and organizations to introduce and to keep the existence of their products and services. The number of communities and organizations which take advantage of social media to promote their services are increasing day by day, including libraries. King (2015, p. 7) revealed some good reasons of using social media by the library are listening to the community, connecting the library with the users, getting responses from users, taking advantage the use of mobile technology, and extending reach of the user.

Kahn and Bhatti (2012) stated that the increasing use of social media has been offering challenges for libraries to keep their image alive in virtual environment. Therefore, in this digital era, libraries need social media which provides bigger chance to reach users without time and distance limitation. Also, social media gives wider opportunity to the user to interact with librarians without having to come physically to the library.

Nowadays, many Indonesian people already connected with social media. Of the 143 million internet users in Indonesia, a total of 87 (12%) access social media services (APJIII, 2017). It is assumed that social media have become integral part of internet users in Indonesia. Social media has also been used by academic libraries in Indonesia to promote their collections and services to the user. Some of social media platforms which has been widely used by Indonesian academic libraries are Facebook, Twitter, and Instagram. However, not all academic libraries in Indonesia is actively utilizing social media to promote their collections and services. This study aims is to provide an overview of the application of social media by academic libraries in Indonesia on a wider scale. This study also explained how the library deals with strategy, policy and obstacles of using social media. The findings of this research is also expected to provide preliminary data in designing focused and user-oriented guideline of social media application for academic libraries in Indonesia.

Literature Review

Research on the utilization of social media for the library have been conducted by academics, practitioners, and experts in the field of library science. Al-Daihani and AlAwadhi (2015) elaborating the use of twitter by academic libraries through content analysis approach. Their study shows that "news and announcement" placed the most often type of information posted in twitter by the libraries. The study also shows different pattern of communication and interaction between libraries and their twitter followers (Al-Daihani & AlAwadhi, 2015, p. 1002). In 2016, Al-Daihani (2016) discusses factors affect students' adoption of Twitter as an information source.

The survey was conducted to 400 social sciences students from Kuwait University. The result shows that the adoption of Twitter as an information source by Kuwaiti undergraduate students was driven by perceived enjoyment and social influence factors (Al-Daihani, 2016, p. 67). Another research also conducted by Luo Lili, Wang Yuan and Han Lifeng in 2013. Their study identified four factors that contributed to the success of Tsinghua University Library's video marketing project "Falling in Love with the Library" (Luo Lili, Wang Yuan and Han Lifeng, 2013).

Xie and Stevenson (2014) investigated the applications of social media towards ten selected digital libraries. The findings of the study identify the characteristics of social media applications in digital libraries including the placement, update frequency, interactions between digital librarians and users, and roles of social media applications. Along with that, Xie and Stevenson (2014, p. 520) identified problems in applying social media in digital libraries. The identified problems are lack of standards, lack of two way interactions between digital librarians and users, and lack of education functions. Another survey conducted by Kahn and Bhatti in 2012 recommends that libraries should develop social media marketing plan (Khan and Bhatti, 2012). Best practices of using social media in the libraries also explained by Willems (2014) which include blogs, Facebook, Youtube, Pinterest, and Twitter.

In Indonesia, research on the utilization of social media by academic libraries has also been conducted by academics, practitioners, and experts. Istiana (2017) examined the utilization of Facebook by the three faculty libraries at the Gadjah Mada University in Yogyakarta, Indonesia. The results shows that the library utilizes Facebook to promote the collection, library services, documentation of activities, greetings the users, as well as to inform the various important things to users. Siswanti (2015) also identified that the extention of loan period through social media Facebook at the Library of Political and Social Sciences Faculty, Gadjah Mada University, Yogyakarta is considered useful.

Materials and Methods

This research uses descriptive quantitative approach with data collection method through survey. A total of 10 questions (see Appendix 1) based on the open-ended question were distributed to the 51 participants of an academic library workshop. The workshop was held in West Java Province, Indonesia, on May 2018. The participants are the academic librarians which representing various regions and provinces in Indonesia. The questionnaires were presented and answered in Indonesian language (Bahasa Indonesia). All of the participants filled the questionnaire and gives the response rate 100 percent. Data were analyzed by using descriptive statistics.

Results

A. Frequency Distribution of Research Respondent

To understand the distribution of research respondents, researchers then identify each institution name/library participated in the survey. The result then classified to the provinces in Indonesia. Indonesia is an archipelago country that comprises of 34 provinces. The results shows that from the total number of 51 respondents filled out the survey sheet, there were 32 respondent libraries which revealed their institution name. The provinces distribution of universities in Indonesia which participated in the survey are as follows (see Table 1).

Table 1. Distribution of Respondents

Province	Frequency	Percentage
West Java	11	21
East Java	6	12
Central Java	3	6
Nanggroe Aceh Darussalam	2	4
West Sumatra	2	4
Bangka Belitung	1	2
Banten	1	2
DI Yogyakarta	1	2
DKI Jakarta	1	2
East Kalimantan	1	2
North Sulawesi	1	2
Papua	1	2
South Sulawesi	1	2

Table 1 indicates that most survey respondents comes from the region of West Java Province. Based on the statistical data issued by the Central Bureau of Statistics (Indonesia) in 2017, West Java Province does have the highest number of universities/colleges in Indonesia. All the 51 respondents then asked whether their libraries apply any social media accounts or not. The results revealed as many as 32 respondent libraries or 63 percent stated that their library have accounts on social media. The remaining 19 respondent libraries or 27 percent revealed that they do not apply any social media platforms. To libraries that do not have social media accounts, they were asked to describe the reasons why. The reasons then grouped as follows (see Table 2).

Table 2. Reasons for not Applying Social Media Accounts

Reason	Frequency	Percentage
Lack of awareness	4	21
Lack of human resources	4	21
Lack of funds	3	16
Integrated with university's social media account	1	5
Slow speed of internet	1	5
Do not state	6	32

The results illustrated in Table 2 demonstrate that the major reasons of libraries do not apply any social media accounts are the lack of human resources (21%) and the lack of awareness (21%) to manage social media accounts. The finding regarding lack of human resources is assumed that limited number of librarians is considered not comparable with the amount daily tasks routine of librarians. This made librarian more focuses on the daily work such as managing library collections and providing services to the patrons rather than managing social media accounts. On the other side, the lack of awareness might be caused by the respondent libraries were unaware the benefits of social media.

B. Social Media Platform

Respondent libraries which claimed to have social media accounts then asked which type of social media platform that used to promote their services and resources to the online users. The result described as follows (see Table 3).

Table 3. Social Media Channel (multiple responses)

Social Media Sites	Frequency	Percentage
Facebook	31	96
Instagram	17	53
Twitter	13	41
WhatsApp	7	21
Line	2	6
Blog	1	3
Path	1	3
Video sharing (YouTube)	1	3

The results shown in Table 3 indicate that the majority of respondents use Facebook (n=31, 96%) as their social media platform. On the second and third sequence, the majority of respondents revealed that they have social media account of Instagram (n=17, 53%) and Twitter (n= 13, 41%). The findings shows that Facebook is considered as popular social media platform among the respondent libraries. Indonesia does have a high number of users of social media Facebook account. The latest data show that the number of Facebook users in Indonesia as many as 130 million accounts (Kompas, 2018) and 45 million Instagram users (Tempo, 2017). Therefore, the libraries' strategy to reach users through social media platforms such as Facebook, Instagram and Twitter is considered appropriate.

C. The Purpose to Use Social Media Platform

The respondent libraries then asked about the purpose of utilizing any social media platform. The results are grouped and summarized in Table 4.

Table 4. The Purpose of Utilizing Social Media Platform

Statement	Frequency	Percentage
Promoting the library (its services, facilities and collections)	16	50
Information dissemination	10	31
Enhancing the library services	5	16
To get engage with users	1	3

Table 4 shows that the majority of respondent library revealed that they use social media to promote the library: its services, facilities and collections (n=16, 50%). On the second and third sequence, respondents confirmed that they use social media platforms to disseminate information (n=10, 31%) and enhancing the library services (n=5, 16%). Unfortunatelly, the findings do not revealed what kind of information do they post or disseminate on the social media.

D. Human Resources and Policy related to the Utilization of Social Media

Related to human resources who manage social media accounts, as many as 19 respondents libraries (59%) from total of 32 respondent libraries confirmed that they have social media working group (administrator(s)) to manage their accounts. The majority of respondents libraries which claimed to have particular administrator(s) revealed that they have appointed librarian(s) to manage social media account (52%) while five respondents libraries (26%) stated that they rely on the public relation team to manage their accounts. A total of 2 respondent libraries (11%) rely on IT teams to manage social media accounts (see Table 5).

Table 5. Social Media Account Administrator

Administrator	Frequency	Percentage
Librarian(s)	10	52
Public Relations Team	5	26
Information Technology Team	2	11
Others	2	11

Respondents libraries then were asked related policies or frameworks for their social media output. The results showed that as many as 22 respondents libraries (69%) stated that they do not apply any social media policy, plan or framework. Only 10 respondents libraries (31%) which claimed to have framework and policy for social media output. However, this study does not elaborated what kind of policies, frameworks or guidelines do the respondent libraries applied in managing their social accounts. However, it is important for libraries to have internal guidelines, policy or framework for their social media output and application.

E. Strategy to Manage Social Media

Discussing about social media application strategy, respondent libraries were given the questions related to regular schedule to post content on social media; problems in managing social media; and evaluation of the use of social media. Considering from the schedule to post content on social media, it is known that only 7 respondent libraries (22%) which claimed to have a regular schedule for updating content on social media. In the other side, a total of 25 respondent libraries 78%) stated they did not have a regular schedule. They just upload content based on the needs, for example when the library held new collections (books, database, e-resources) or organize events at the library. King (2015, p. 23) explained the ultimate thing which might cause a library social media channel to fail is inconsistency, which means that social media team (library staff) do not regularly post. Further, King (2015, p. 24) also revealed that if a library have created a social media platform, the library must actually post. In order to fix it, King (2015, p. 23) suggested that library might figure out how many posts to create in a given amount of time (for example, within a day or week), and then assign the work and schedule it. Garofalo (2013) also suggested that the frequency of posting recommendations vary, but at least 2-3 times per week.

Table 6. Problems in Managing Library's Social Media Account (Multiple Responses)

Work Team	Frequency	Percentage
Lack of human resources	10	31
Lack of awareness in managing accounts	4	12
Content limitation	4	12
Lack of facilities	2	6
Lack of time	2	6
Lack of written policy and guidelines	2	6

Regarding problems in applying and managing social media account (see Table 6), most respondent libraries revealed that lack of human resources and limited time to manage social media accounts becomes major obstacles (31%). On the second and third sequence, it is identified that lack of awareness (12%) and content limitation (12%) also become problems in managing and maintaing social media accounts. This findings seems in line with respondent libraries who do not apply social media accounts, as they also face similiar condition: lack of human resources and awareness.

Table 7. Evaluation Regarding Social Media Application

Statement	Frequency	Percentage
Conducting periodic evaluation	19	59
Never conduct any evaluation	13	41

Associated with the evaluation in applying social media (see Table 7), respondent libraries were also asked whether they had conducted an evaluation related to the management of social media

over the years. The results showed as many as 19 respondents libraries (59%) conduct periodic evaluations related to the use of social media. However, the remaining 13 respondent libraries (41%) never conduct the evaluation. The respondent libraries revealed that evaluation mechanism were conducted in the form of noticing comments and responses received from users, identifying number of audience or users who come to attend event (if any library event promoted by social media), as well as identifying number of followers regularly. These mechanisms afterall are considered as good point in conducting evaluation towards the application of social media by libraries.

Discussion and Conclusion

The results showed that the academic libraries in Indonesia applying social media to promote the library (its services, facilities and collections) and to disseminate information. The survey also identified only 31 percent of respondent libraries which claimed to have and implement any policy, framework or guidelines for their social media output. Therefore, it can be concluded that the use of social media by the respondent libraries might have not been regulated in detail and clearly. Garofalo (2013) stated that the guidelines and policies in the use of social media in the library need to be established. Steiner (2012, p. 70) also explained that *the development of a set of internal guidelines for social media posting and use can be just as important as the development of the outward-facing policy, especially in large libraries*. Further, Steiner (2012, p. 71) proposed some important considerations to include in internal guidelines of social media for the libraries, which comprises: definition of social media, the library mission statement for social media, broad statement of target audience, statement regarding tone and level of formality, and general guidelines for usage of relevant media (please see Steiner (2012, p. 70-71) for further explanation). To that end, it is important for libraries to establish policies and guidelines for social media application and output.

Based on statistics compiled by the Indonesian Internet Service Provider Association (APJIII) in 2017, it is showed that in Indonesia there are 143 million Internet users with active users aged 19-34 years. Thus, it can be concluded that the majority of social media users are in the productive age. Of the 143 million people, as much as 87.13 percent of users access social media services (APJIII, 2017). Therefore, the use of social media by academic library is rated as one of the effective strategies to promote the library collection and services. In addition, the results also noted that the library is not just using social media as a promotional tool, but also to disseminate any important information, in this survey is assumed as important information related to the library. Regarding to that, this study also suggest that further research to identify what type of information posted on social media by academic libraries in Indonesia needs to be conducted.

According to the types of social media used by the library, it is identified that respondent libraries apply variety of social media platforms. Social media platforms such as Facebook,

Instagram, Blogs, Twitter, WhatsApp, Line, Path and Video sharing (YouTube channel) have been widely used by the respondent libraries. The survey results also revealed that Facebook be the most used social media platform by respondent libraries, followed by Instagram and Twitter. Regarding to the latest data statistic, it is identified that Facebook users in Indonesia reaches 130 million accounts (Kompas, 2018). Therefore, the use of Facebook as a social media to promote the library is considered appropriate. However, library needs to keep always their acounts update.

Considering the problems faced by the respondent libraries in managing social media, it is known that the main problems covered the lack of human resources and time to manage social media accounts. In addition, from all 32 respondents libraries, only 6 respondents libraries which have a regular schedule of uploading content on social media. Garofalo (2013) stated that posting regularly is key to keeping social media remain active. Library may appoint dedicated social media staff or team who responsible for updating the content and social media monitoring. King (2015) suggested that the library could apply team-based approach to do the social media work. Regarding to King's experience at the Topeka and Shawnee County Public Library, mix of team members on social media teams were applied to manage the library's social media accounts. The team was consist of digital services director; public service staff who work directly with users; and staff of marketing, public relation, and communications. King (2015) also suggested if the library has limited human resource to make a team, one or two people can still complete the task. The key is consistency: create a schedule within a day to posts and to respond or answer any questions that might appear on the library's page (King, 2015 p. 24). To that end, this study recommends the library should consider to upload content on a regular basis. Thus, the purpose of the libraries in applying social media for the promotion of collections, facilities and services as well as dissemination of information can be successful.

Acknowledgements

Appendix 1. Survey Sheet

The survey sheet was originally distributed in Indonesian language (bahasa Indonesia).
Section 1. Institution name (library)
Section 2. Social Media Application
   1. Does your library using any social media platforms?
         a. Yes (If your answer yes, please continue to the question 2)
         b. No (If your answer no, please skip ahead to question 9)
   2. Please describe the purpose of your library to use/apply social media.
   3. What is/are social media platform(s) used by your library?

4. Does the library have any written policy, framework or guidelines in managing social media accounts?
5. Does the library has social media staff or team to manage social media accounts?
6. Please describe the schedule post of your library on social media accounts.
7. Is there any evaluation conducted related social media applications? Please describe the mechanisms (if any).
8. Is there any problems to manage social media accounts?
9. Please describe the reason why your library does not apply any social media accounts.

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