



Library Promotion and User Engagement in Pandemic Times: The Case of Kazakhstan

Joseph Yap
Senior Expert Librarian
Nazarbayev University

Objectives

Understand the current status of social media engagement of select academic libraries in Kazakhstan during the pandemic times.

Identify and suggest how academic libraries in Kazakhstan should improve their social media engagement.



OUR LIBRARY SOCIAL MEDIA ACCOUNTS ARE OUR
COMMUNITY PERSONA.

IT IS OPEN AND PUBLIC!



Building a quality brand through social media



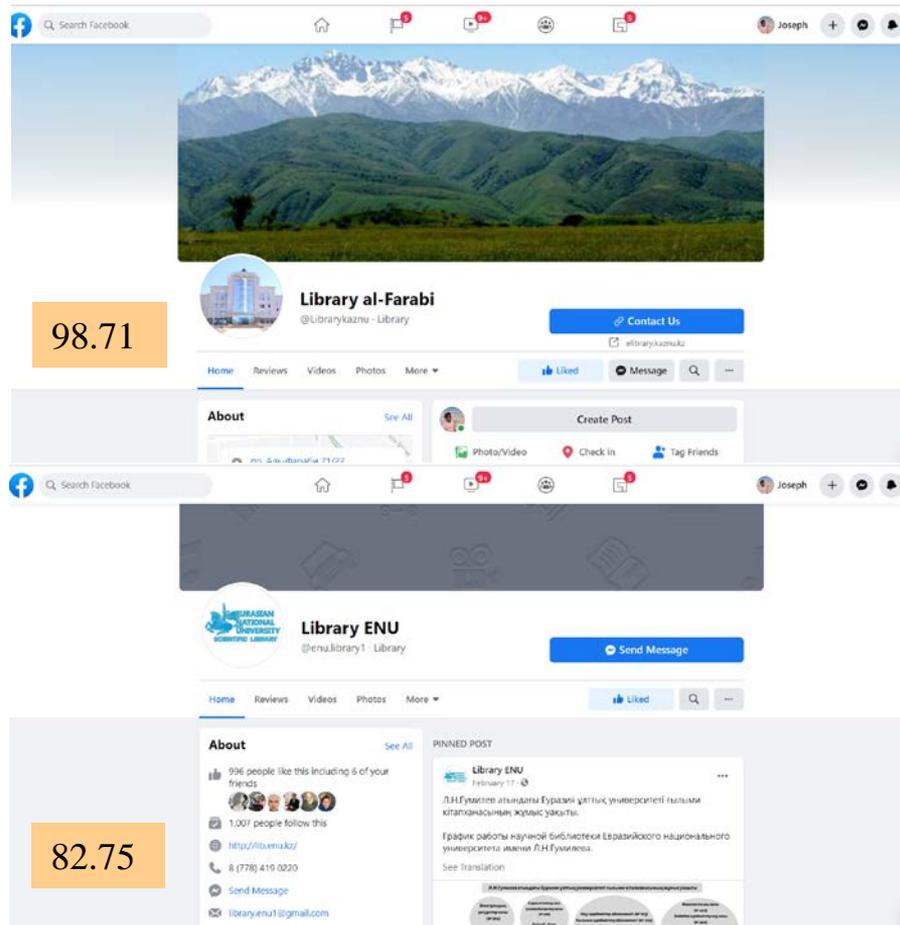
Emily in Paris (Netflix)



Autonomous University



Top Two (IQAA, 2020)



Social Media (1/2)

- What is/are your social media accounts? Can you share it in the chat box?
- For libraries, social media is used to distribute timely updates; share an abundance of authoritative information.
- During lockdown, social media builds and reconnects a community divided by physical distance to protect themselves from the spread of virus.

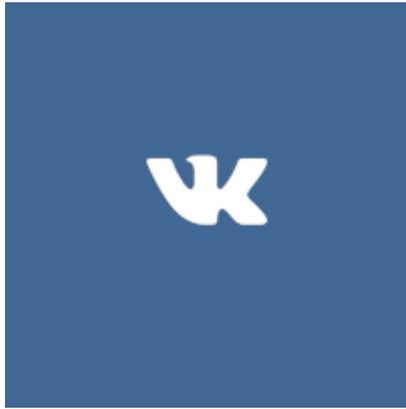


Social Media (2/2)

- Facebook is the most used marketing tool by libraries (Lam, Au, & Chiu (2019).
- Facebook claims to be the most popular social network site reaching almost 3 billion users a month with India, United States and Indonesia having the biggest audience size (Statista, 2020a).
- In 2017, Kazakhstan had a 5.47% engagement rate for Facebook link posts among other kinds of posts like video, photo, or status posts (Statista, 2019).



Top three social media platforms in Kazakhstan



Methodology

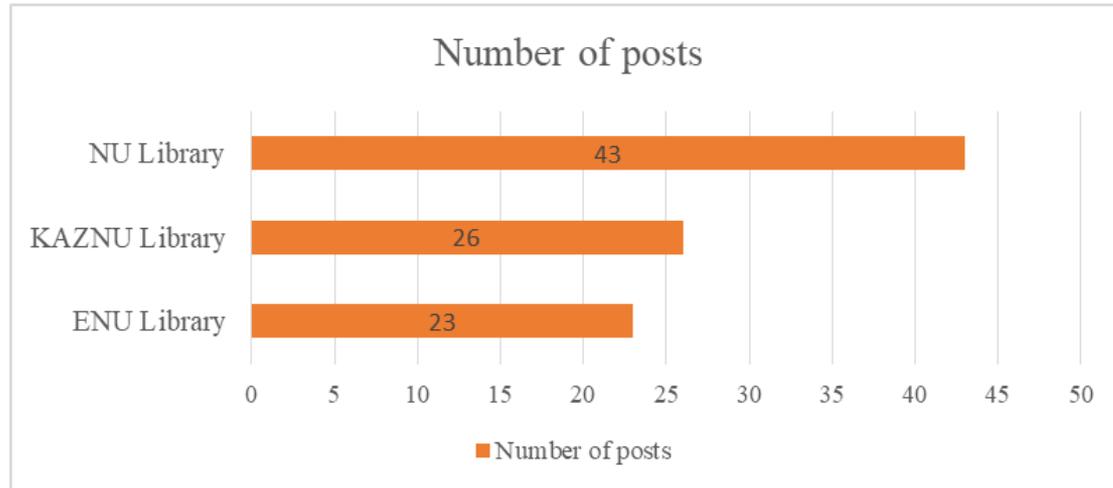
The PER formula is:

$$\text{Average post engagement rate} = \frac{\text{Total Likes + Comments + Shares}}{\text{Total Posts / Total Page Likes}} \times 100$$

Quantitative content analysis was applied in this study. The library social media accounts of these three organizations were investigated to review the number of followers, frequency of posting, and its overall social media engagement. Data collected is publicly available to all potential users, followers, or subscribers.



To compare Facebook data during the pandemic times, public information available online from June – August 2020 were analyzed, observed and measured.



Results and Discussions

Table 1 Social media accounts maintained by select academic libraries in Kazakhstan

Library	Facebook	Twitter	Instagram	YouTUBE	VK
ENU	x	x	x	x	x
KAZNU	x		x		x
NU	x	x	x	x	



Table 2 Facebook and Instagram followers of select academic libraries in Kazakhstan

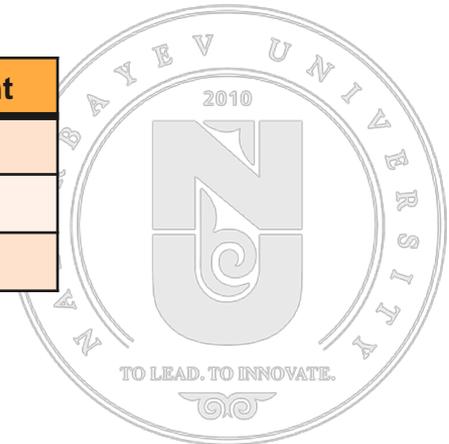
Library	Facebook followers	Facebook likes	Instagram followers
ENU	993	982	5,654
KAZNU	85	68	699
NU	2,470	2,354	580



Table 3 Facebook data comparison among ENU, KAZNU, and NU Libraries

Library	Number of posts	Number of Likes and reactions	Number of Comments	Number of Shares	PER
ENU	23	138	1	48	0.83
KAZNU	26	15	0	3	1.02
NU	43	194	6	24	0.22

Library	Facebook Page Establishment
ENU	February 2020
KAZNU	January 2016, May 2017
NU	October 2010



ENU Library Facebook Page

Photos

See All



Videos

See All



Жаңа кітаптар 🤗 Л.Н.Гумилев атындағ...

👍 3

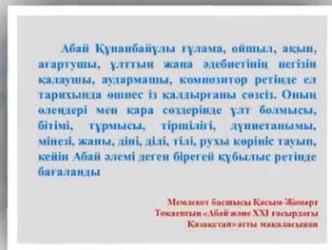
58 Views · 5 days ago

👤 Page Transparency

See All

#эрттеулер #тынымізерттеулер

🔗 · See original · Rate this translation



7

2 Shares



Like



Comment



Share



Write a comment...



Library ENU

June 1 · 🌐

...

Регистрация: <https://cutt.ly/kyKzAve>

#LibraryENU #Znanium #webinar

znanium.com

электронно-библиотека



- Library print collection
- Subscription to databases
- Showcase poets and scientists: Abay, Auezov, Kaskabasov, Komekov, Nurgali
- Virtual exhibitions
- New books and publications of ENU scientists
- Webinars



KAZNU Library Facebook Page

Library al-Farabi

Contact Us Liked Message

Write a comment...

Library al-Farabi is at Al-Farabi Kazakh National University. June 10 · Almaty

Dear students, master's students, doctoral students, teachers, professors, colleagues! Kazakh National University named after Al-Farabi, last year he ranked 207th out of 1000 universities in the world and this year, despite the trials and difficulties that the whole world has faced, not only confidently and reliably showed himself as the best university in the country, but also confidently overcame the mark of 200 and got among the top 170 best universities in the world!

Re... See More

See original · Rate this translation

UNIVERSITIES	Ranking	Score	Year	UNIVERSITIES	Ranking	Score	Year
Al-Farabi Kazakh National Univ	165	High	2020	Al-Farabi Kazakh National Univ	165	High	2020
Al-Farabi Kazakh National Univ	165	High	2020	Al-Farabi Kazakh National Univ	165	High	2020
Al-Farabi Kazakh National Univ	165	High	2020	Al-Farabi Kazakh National Univ	165	High	2020
Al-Farabi Kazakh National Univ	165	High	2020	Al-Farabi Kazakh National Univ	165	High	2020

68 people like this including 3 of your friends

85 people follow this

3 people checked in here

<http://elibrary.kaznu.kz/>

8 (727) 377 3333

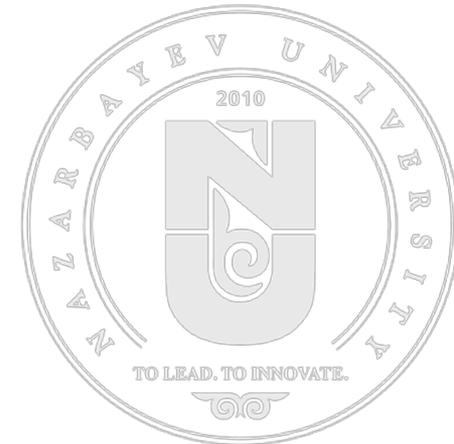
Send Message

library@kaznu.kz

Permanently Closed

Library

- Achievement as part of the top 170 universities of the world
- Staying safe and healthy during quarantine
- Using their online book catalog
- Book collection and promotion



NU Library Facebook Page

Nazarbayev University Library

Price Range · \$

library@nu.edu.kz

Library · College & University

Photos See All

Videos See All

INFORIT RACE CHALLENGE

FEEDBACK FROM OUR WINNERS OF 2018 & 2019

IL RACE ON YOUTUBE

2019 MULTITASK CHALLENGE WINNER

ALISHER, SERIKASSYLZHAN

Nazarbayev University

May 29 · 🌐

Nazarbayev University 10 Year History in Photos. Nazarbayev University's 10th anniversary history is in photos. 10-year history of Nazarbayev University in phot... [See More](#)

🔗 See original · Rate this translation

Lhyn Manabat, Janet Helmer and 3 others

Like Comment Share

Write a comment...

Nazarbayev University Library

June 1 · 🌐

Enhance your studies and #research skills by joining #webinars from Center for Preparatory studies

#plagiarism

🏆🏆🏆 NU Library InfoLit Race Chall...

- Webinars
- Library events
- Achievements of the university and the library
- Holidays (capital day)
- History of Kazakhstan (celebration of Abay's life and works)
- COVID
- Welcoming Freshmen

*in three languages



Conclusions (1/2)

- The use of social media particularly of Facebook is not new in Kazakhstan academic libraries.
- The existence of a library Facebook page can be traced back a decade ago when Nazarbayev University Library launched it in October 2010.
- Facebook is only the third most popular after VK and Instagram.
- All three academic library studied have Facebook and Instagram accounts.



Conclusions (2/2)

- KAZNU Library generated the highest PER with 1.02. This was a result of having a low number of total Facebook likes. Having the highest PER amongst the three academic libraries does not mean the posts are well received since they have the highest percentage of posts with no interactions.
- The huge student population of KAZNU Library will help them increase their Facebook followings if they follow a good social media marketing plan.



Recommendations

- All three libraries should improve the frequency of their posts by making it more interactive. Times have changed and the younger generation has seen the latest technological trends. As Lam, Au, & Chiu (2019) suggested, libraries should now be well adapted to technology and find approaches that could attract younger audience.
- Library marketing and promotion in Kazakhstan needs to be addressed as public relations is not the primary focus.
- Maintaining more than one social media platform is also overwhelming. There must be more library personnel inclined in marketing who can focus on planning and strategy, market research, product creation and design, and other support services needed. They are the experts who can provide professional service (Yap, 2020). Without people, the marketing plan will suffer no matter how great the idea is.





It's about content, trust,
interest, and engagement.

Emily in Paris (Netflix)



REFERENCES

- e.gov. (2020). *National ranking of the best universities of Kazakhstan*. <https://egov.kz/cms/en/articles/2Fbestuniinkz30>
- Ihejerika, K., Goulding, A., & Calvert, P. (2018). *How social is your social media? Managing social media marketing in academic libraries*. <http://library.ifla.org/2142/1/128-kingsley-en.pdf>
- Jones, M.J., & Harvey, M. (2019). Library 2.0: The effectiveness of social media as a marketing tool for libraries in educational institutions. *Journal of Librarianship and Information Science*, 51(1) 3–19. <https://doi.org/10.1177/0961000616668959>
- Kazpravda. (2019, August 26). *Most popular social media in Kazakhstan named*. <https://kazpravda.kz/en/news/society/most-popular-social-media-in-kazakhstan-named>
- Lam, E. T. H., Au, C. H., & Chiu, D. K. W. (2019). Analyzing the use of Facebook among university libraries in Hong Kong. *The Journal of Academic Librarianship*, 45(3), 175–183. <https://doi.org/10.1016/j.acalib.2019.02.007>
- Peñaflor, J. (2018). "Beyond "likes": An assessment of user engagement in Facebook among Philippine academic libraries", *Library Management*, 39(1/2), 59-65, <https://doi.org/10.1108/LM-12-2016-0100>
- Socialbakers. (2013). *Engagement rate: A metric you can count on*. <https://www.socialbakers.com/blog/1427-engagement-rate-a-metric-you-can-count-on>
- Statista. (2019). *Average Facebook post engagement rates in Kazakhstan in 2017, by post type*. <https://www.statista.com/statistics/827385/kazakhstan-engagement-rates-of-facebook-posts/>
- Statista. (2020a). *Leading countries based on Facebook audience size as of July 2020*. <https://www.statista.com/statistics/268136/top-15-countries-based-on-number-of-facebook-users/>
- Statista. (2020b). *Most popular social networks worldwide as of July 2020, ranked by number of active users*. <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>
- Statista. (2020c). *Number of monthly active mobile users of VKontakte (VK) from March 2016 to December 2019*. <https://www.statista.com/statistics/425429/vkontakte-mobile-mau/>
- Yap, J.M. (2020, June 1). *Marketing library programs, services, and initiatives in time of infodemic*. [Video]. YouTube. https://www.youtube.com/watch?v=osl_tkU-JyM



THANK YOU
FOR LISTENING!

Joseph Yap
joseph.yap@nu.edu.kz

