

## 32. Türkiye'deki kütüphane ve bilgi profesyonelleri arasında sosyal medya farkındalığı<sup>1</sup>

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### Öz

Bu araştırma Türkiye'deki kütüphanelerdeki kütüphane ve bilgi profesyonellerinin sosyal medya farkındalıklarını ve kullanımını ölçmek, karşılaştığı zorlukları belirlemek amacıyla gerçekleştirilmiştir. Araştırmada betimsel araştırma yöntemi kullanılarak, anket yoluyla veri toplanmıştır. Araştırmanın hedef kitlesi görev yaptıkları kütüphanelerde sosyal medyadan sorumlu olan personellerden oluşmaktadır. Toplamda halk, üniversite ve okul kütüphanelerini temsil eden 362 kütüphane çalışanı araştırmaya katılım sağlamıştır. Kütüphanelerde sosyal medya kullanımı, hangi tür sosyal medyanın tercih edildiği ve sosyal medya platformlarının kütüphanelere yararlılığı başlıklarında toplamda 33 adet soru sorulmuştur. Araştırma sonucunda kütüphanelerdeki sosyal medya kullanımının %90 gibi oldukça yüksek bir seviyede olduğu tespit edilmiştir. Ayrıca kütüphane hizmetlerinin tanıtılması noktasında sosyal medyanın da aktif bir şekilde kullanıldığı ve sosyal medya kullanımında zaman sıkıntısı, teknik sıkıntılar ve internet erişimi gibi problemlerin giderilmesi gerektiği tespit edilmiştir. Türkiye'deki kütüphane türlerinin büyük çoğunluğunun sosyal medyayı kullandığı ve sosyal medyanın kütüphaneler için önemli bir bileşen olduğu sonucuna ulaşılmıştır. Uluslararası literatürde sosyal medyanın kütüphanelerde kullanımı üzerine çok sayıda çalışma mevcuttur. Ancak yerel literatür incelendiğinde ulusal boyutta sosyal medyanın kütüphanelerde kullanımını ele çalışmaların yetersizliği görülmektedir. Bu nedenle yapılan araştırma ulusal ve uluslararası literatürde konunun ele alınması açısından önemli bir boşluğu doldurmaktadır.

**Anahtar kelimeler:** Sosyal medya, sosyal medya kullanımı, Türkiye

## Social media awareness among library and information professionals in Turkey

### Abstract

This research was carried out to measure the social media awareness and use of library by information professionals in libraries in Turkey and to identify the challenges they face. The data in the study were collected through a questionnaire using the descriptive research method. The target audience of the research is the staff responsible for social media in the libraries they work. A total of 362 library employees, representing public, university and school libraries, participated in the research. A total of 33 questions were asked under the headings of social media use in libraries, which type of social media is preferred, and the benefits of social media platforms for libraries. As a result of the research, it has been determined that the use of social media in libraries is at a very high level of 90%. In addition, it has been determined that social media is actively used at the point of introducing library

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services and that problems such as time constraints, technical difficulties and internet access should be eliminated in using social media. It was concluded that the vast majority of library types in Turkey use social media and that social media is an important component of libraries. There are many studies on the use of social media in libraries in the international literature. However, when the local literature is examined, it is seen that the studies on the use of social media in libraries at the national level are insufficient. For this reason, the research fills an important gap in the national and international literature in terms of addressing the subject.

**Keywords:** Social media, use of social media, Turkey.

## 1. Introduction

Advances in technology have transformed communication systems and affected every aspect of life. Existing communication technologies, especially with the inclusion of the internet, have paved the way for new communication paradigms on the social structure from education to culture. Today, the interaction and practicality provided by Web 2.0 have increased the effect of databases, web pages, blogs, and social networks on the social structure.

The worldwide accessibility of the Internet is very effective in the use of the web, blogs, forums, social networks, chat applications, etc. which shape today's world. According to 2020 data, 49% of the world's population has access to the internet. While eastern Asia and North America have the highest rate of internet access with 71%, this rate is 67% in northern Europe (Statista, 2021).

According to the latest research, the worldwide distribution of the internet shows that the use of social media has increased substantially. It was estimated that by 2023, the number of social media users worldwide will increase to approximately one-third of the world's population and reach 3.43 billion. It is expected that 800 million individuals in China and 450 million individuals in India will become new social media users (Clement, 2020).

The rapid growth of social media affects every aspect of life, allowing like-minded individuals to connect with each other and access information on their fields of interest. This situation subsequently affects public institutions as well as private enterprises, bringing innovations in the promotion, sharing, and access of services and products.

In today's world, where social media has caused significant changes in various economic sectors, especially in education, a number of opportunities have emerged in library services. Library users and staff have entered a new era in which the services provided are more effective and mutual interaction is prioritized. It is seen that the use of technology increases the level of efficiency and effectiveness in the services carried out (Idiegbeyan-ose et al., 2016). In addition to increasing efficiency and productivity in terms of library services, the adaptation of new technologies to libraries requires staff to gain knowledge and experience on these issues.

## 2. Literature review

Research on social media has increased as of 2010. It is known that studies on the use of social media in the field of library and information science have been carried out since 2010.

The first research on the use of Web 2.0 technology and social networks in academic and public libraries in the United States was conducted in 2009. In the related study, it was emphasized that libraries use open-source content management systems such as blogs, Joomla, and Drupal. In addition, social networks such as MySpace, Facebook, and Meebo also started to be used to answer counseling questions (Rogers, 2009, p.1).

In another study conducted in 2010, Burkhardt (2010) emphasized that social media is an effective communication tool and the number of users is increasing day by day. Thus, social media is important for libraries to communicate with their readers. In the study, it was also emphasized that social media has an important role in announcing library services, introducing new products, and creating new initiatives, especially in academic libraries (Burkhardt, 2010, p.10).

In 2011, the perspective of social media in academic environments and libraries was evaluated with the research conducted on focus groups gathered from 12 universities in England. Accordingly, the effect of social media on libraries was not mentioned at all in academics' focus groups, but social media transformed libraries in librarians' focus groups. On the other hand, it was mentioned that librarians are more distant regarding the use of social media in libraries (Nicholas et al., 2011).

With the research carried out in Pakistan in 2012, the importance of social media in the marketing of library services was addressed. The effect of social media on librarianship services was revealed with the survey conducted for librarians and academicians. It was concluded that Facebook, Wikis, LinkedIn, Blogging, YouTube, and online discussion groups are important for librarianship (Khan & Bhatti, 2012).

In the study conducted in the case of South Africa in 2013, it was concluded that librarians should update their skills in line with the expectations of users in the era of social media (du Toit & Mulatiningsih, 2013).

In the study carried out by Biçen Aras in 2014, it was emphasized that in order to use social media more effectively in university libraries, policies should be created, studies should be carried out emphasizing corporate identity, and individuals who manage social media accounts should receive training on public relations, social media, and marketing (Biçen Aras, 2014, p.26).

In another study in 2014, it was emphasized that in cases where the services provided by libraries are harmonized with social media, the services provided will be carried out more successfully and will last longer (Barnes, 2014, p. 65).

A study which was carried out in India in 2015 focused on how social media can be used for the benefit of library users. In the study, suggestions were made about what libraries should do before choosing social media tools (Chakrabarti, 2015, p.32).

### 3. Social Media

The concept of social media first entered our lives in 1979 with Usenet, which was created to publish articles and news. By the 1990s, platforms such as Six Degress, BlackPlanet, and MoveOn were created for the purpose of defending public policies and communicating effectively with people (Edosomwan et al., 2011, p. 81). With the 2000s, the influence and presence of social media in our lives have increased even more. Wikipedia, MySpace, LinkedIn were created in 2001, lastFM in 2003, Facebook in 2004, and YouTube in 2005 (Ngai, Tao, & Moon, 2015).

Social media are defined as internet-based applications that form the ideological and technological foundations of Web 2.0, allowing the user to create content and share it with other people (Kaplan & Haenlein, 2010, p.61). It is also possible to see them as digital technologies that allow individuals to connect with each other, communicate, distribute the created content, and share their interests, activities and personal situations (Lewis, 2010, p.2; Chakrabarti, 2015, p.32). Social media refer to a structure in which people interact with each other through different online media platforms.

The influence and preference of social media, especially on young people, continue to increase. According to a study on the use of social media by students in 44 universities and colleges based on the years 2006, 2007, and 2008, it was determined that while the rate of those who did not use social media was 25% in 2006, this rate decreased to 11% in 2008 (College Students Use, 2008).

Among social media platforms, Facebook is the most popular platform, which exceeds the monthly active user limit of 1 billion and has 2.6 billion users worldwide according to 2020 data. On the other hand, another important platform with 500 million daily users sharing stories and 1 billion monthly active users is Instagram. Among other social networks preferred by individuals and institutions, Whatsapp, Messenger, and WeChat also have an important place (Statista, 2021).

It is thought that social media is preferred because some features are not included in traditional mass media. These features can be listed as follows:

- Information or idea is one-way in traditional mass media. There is no response from the viewer or reader. Social media, on the other hand, allows different forms of communication depending on how individuals connect (Jensen & Helles, 2017).
- Everyone (journalist, reporter, news editor, etc.) involved in the production of information and content in traditional mass media should receive a certain kind of education. In social media, almost everyone can produce and publish content (Nossek, 2010).
- The publication of information or news in traditional mass media is carried out at certain periods such as days, weeks, months. There is no time limit in social media (Wimmer & Dominick, 2010).
- If the information published through traditional mass media is wrong, it is very difficult to correct it. However, in social media, it is much easier (Adornato, 2017).
- Users can directly communicate with each other by exchanging information very quickly on a regional, national and international scale.
- By providing access to social media via the web, more than access to information can be done and data can be controlled as desired.
- It is preferred because it does not have a controlled environment as in traditional media systems.

### 3.1. Social media use in libraries

The fact that information centers and libraries participate in social media shows that they take the wishes, requests, and expectations of their users and other institutions seriously. Social media can be

used to maintain high-level relations between libraries, establish new connections, and model the services and good practices of other libraries.

Compliance with the mission and vision of the library and the institution to which it is affiliated is an important factor. Sharing about an event or phenomenon can bring both positive and negative feedback from users. It is important that the feedback from the users is handled professionally and answered appropriately. Thus, social media managers in information centers and libraries should consist of expert staff trained in public relations, marketing, and promotion. All social media platforms used should be followed daily, and user feedback should be taken seriously.

In cases where there is more than one social media platform used by information centers and libraries, it would be appropriate to inform user groups about this issue. In order to understand which social media platform will be more advantageous or beneficial to the institution, the characteristics of the user type can be taken into account and pilot applications can be carried out. In addition, it is also known that institutions that are new in social media have progressed by taking the institutions that provide similar services as an example.

When we examine the use of social media in terms of libraries, it is seen that there are effective variables according to the type of library and user. While private libraries prefer message groups that are suitable for their users, information centers with art collections mostly prefer sites such as Tumblr. While LinkedIn usage among adults is determined as 20%, the rate of Facebook use is up to 67% (Barnes, 2014, p. 66). For this reason, it is very important for information centers to create social media preferences according to user type. Libraries will be able to choose content systems such as Instagram and Twitter to announce their short research findings, subscribed databases, book of the week, database of the week and author of the week.

In the 21st century, it is possible to list the advantages of social media for libraries, which have an impact in every field from economy to politics, from art to culture, as follows:

- Social media helps libraries to be closer to their users and to create a common platform. It is an important way to attract new users to market library resources and services. Thus, social media creates potential users of the library.
- It is very easy for users to log in to the social media platforms of libraries. The existence of different social media platforms will therefore enable library services to reach the user.
- Users will be able to get faster answers to their questions through social media. The emergence of new ideas and suggestions will contribute to the development of the consultancy service.
- The effectiveness of sharing with users on the network will increase with the rating of programs and events over social media.
- It will be possible to communicate with users collectively with message groups to be created on social media. These groups will be vital in promoting reading lists created by librarians, database announcements, and new services.
- Social media will facilitate students in choosing resources from the library and uploading content to the library web page.

There are a number of factors that libraries should consider before creating a social media account. These elements are as follows:

- First, it is necessary to decide for what purposes the social media account will be used
- Library users should be analyzed in terms of quality and quantity.
- Situations that may pose a potential risk (privacy, personnel training, internet speed, etc.) should be evaluated.
- The extent to which the preferred social media platform will be compatible with library services should be evaluated.

Although it is known that the use of social media in libraries has become widespread, there is also a group that is distant from social media. In this regard, the lack of sufficient staff and resources, confusion regarding the selection of the appropriate social media platform, lack of training, and indifference come to the fore. In addition, the thought that negative comments made by users in social media accounts will damage the reputation of the library causes institutions to avoid social media use (Chakrabarti, 2016, p.36).

### 3.2. Social media platforms and their use in libraries

There are many social media platforms preferred in libraries. MySpace, which is among the most used, allows sharing new graphics, videos, and customized profiles with library users.

Another platform commonly used by libraries is Facebook. Announcements of upcoming events, promotions of new books, and presentations of services are shared on the platform. When libraries are examined, it is seen that Facebook is mostly preferred for the promotion of services and products. In addition, tagging the photos increases the interest of the users. One important area where the platform is extensively used is the answering of consultation questions.

Another social media platform preferred by today's libraries is Twitter. It is seen that announcements about the news, meetings, and information sources are shared on Twitter.

LinkedIn, which is a professional networking system, has an important place in terms of cooperation with other colleagues at the point of establishing professional connections and sharing library services by librarians. It also appears to be prominent in sharing new ideas and professional experiences.

It is seen that the term Web 2.0, which was coined by Darcy DiNuccie in 1999 to describe wikis, blogs, and weblogs, has an important place in libraries (Chakrabarti, 2016, p.37). Web 2.0 technology paved the way for instant communication with users in libraries. It is thought that blogs, which are among the Web 2.0 technologies, are very useful in sharing the latest news about the library, creating notice boards, providing up-to-date announcement services, and guiding users. However, it is known that wikis and wiki news are used in collaborations, dissemination of information and communication with users. Ajax, which is a part of Web 2.0, is another social sharing system used in libraries. It is a tool for creating interactive pages with easily replaceable components. In libraries, web pages can be updated frequently with new messages with the help of Ajax without reloading the entire browser page (Shukla, and

Majumdar, 2008 p.465). Another structure that allows library users to edit OPAC data and metadata and create catalogues by the user is Web 2.0 technology called Mashups.

Due to advantages such as instant consultation service, file sharing, and data transfer, today's libraries prefer messaging platforms as methods of communicating with users via voice and online. In addition, libraries also use the YouTube platform for service and resource promotion. As shown in a study conducted in Hong Kong in 2013, the majority of university students find digital content on YouTube more attractive than using the multimedia resources of libraries (Lai, 2013, p.199). This brings along the development of the multimedia collection in libraries, user education, and discussion of new digital platforms. There is a structure in which YouTube channels of libraries increase day by day, library services are shared in digital environments, user satisfaction is increased, and online training is organized for library use. Especially with the Covid-19 pandemic, it is seen that digital content sharing platforms such as YouTube are used more intensively by libraries (Walake, 2021, p.321).

Another structure used in libraries among social media platforms is Flickr. It is possible to run pictures of information resources, videos of the activities carried out in the library, and virtual tours of the library on the relevant platform. In addition, while creating projects, posters, or presentations, libraries can access Creative Commons-licensed photographs on the platform, free of charge.

#### 4. Method

In the study, data were collected through a questionnaire using the descriptive method. The target audience of the study consists of staff working in libraries all over the country. Based on open-ended questions, questionnaires were distributed to the staff of all library types across Turkey via e-mail. In total, 362 library employees representing public, university, and school libraries participated in the study. A total of 33 questions were asked under the headings of social media use in libraries, the type of social media preferred, and the usefulness of social media platforms for libraries. Opinions on the purposes of use and usefulness of social media tools were determined using a five-point Likert-type scale. The data has been collected using structured questionnaire. The purposive sampling was used to furnish the collection of primary data. A comprehensive review of the literature was conducted by using different databases, search engines, and blogs. A literature-based questionnaire was developed and used for data collection. It was sent to the peer-reviewers for obtaining their comments. The questionnaire was face validated by two experts. Both the reviewers provided their comments and it was further modified accordingly. It was pilot tested on the small group of respondents (10 library professionals) in order to remove the ambiguity on respondent's end. The collected questionnaires was quantitatively analysed using Statistical Package for Social Science (SPSS 25.0.) Number, percentage, mean and standard deviation were used in descriptive analyses.

## 5. Findings and discussion

**Table 1. Characteristics and Gender of Participants**

		Gender		
		Female	Male	Total
Education	PhD	1	4	5
	MA	41	26	67
	Bachelor	148	112	260
	Associate	6	10	16
	High school	3	11	14
Total		199	163	362

Table 1 presents the characteristics and gender of the participants. Accordingly, the majority of the participants reported that they had a bachelor's degree. In addition, it was determined that the rate of participants with a graduate degree was 20%. While 55% of the participants were female, 45% were male.

**Table 2. Type of Institution**

		Institution		
		State	Private	Total
Type of Institution	University Library	99	45	144
	Public Library	209	-	209
	School Library	1	8	9
Total		309	53	362

The data collected in Table 2 show the type of libraries that belong to the state or private institution. Accordingly, 85% of the participating libraries were owned by the state whereas 15% were private. According to the data collected from state institutions, 68% of the libraries participating in the research were public libraries. While a total of 99 participants from university libraries participated in the research, only 1 school library provided support. While 85% of the respondents from private institutions were university libraries, feedback was obtained from 8 school libraries.

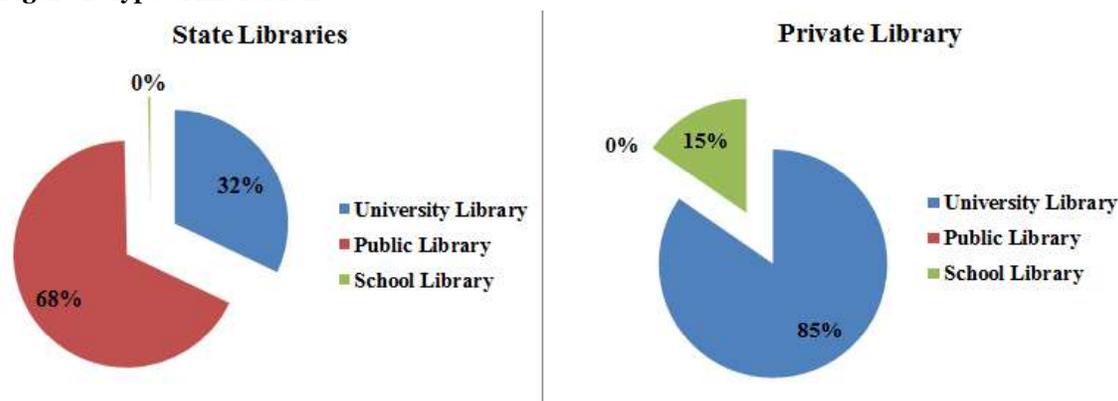
**Figure 1. Type of Institution**

Figure 1 gives the distribution of public and private affiliated institutions. When the distribution of the participants in public institutions is examined, the public libraries came to the fore with a rate of 68%. On the other hand, in the distribution of private institutions, university libraries were prominent with a rate of 85%.

**Table 3. Distribution of Participants by Age and Title**

		Age range					Total
		<30	30-40	41-50	51-60	>60	
Title	Head of Department	4	2	5	7	1	19
	Manager	3	14	13	21	-	51
	Librarian	104	93	25	11	-	233
	Administrative Officer	2	13	19	7	2	43
	Other	1	5	7	3	-	16
Total		114	127	69	49	3	362

Table 3 shows the data on the age and titles of the respondents. According to the data collected, 127 people were between the ages of 30 and 40, 114 people were younger than 30, 69 people were between the ages of 41 and 50, 49 people were between the ages of 51-60, and 3 people were older than 60.

A total of 104 participants under the age of 30 were working as librarians, 4 as head of the department, 3 as managers, 2 as administrative officers, and 1 as other personnel.

A total of 93 people between the ages of 30 and 40 were working as librarians, 14 as managers, 13 as administrative officers, 5 as other personnel, and 2 as head of the department.

A total of 25 people between the ages of 41 and 50 were working as librarians, 19 as administrative officers, 13 as managers, 7 as other personnel, and 5 people as head of the department.

A total of 21 people between the ages of 51-60 were working as managers, 11 as librarians, 7 as head of the department, 7 as administrative officers, and 3 as other personnel.

Two people over the age of 60 were administrative officers and one person was the head of the department.

**Table 4. Social Media Use of Participating Libraries**

		Type of Library			
		University	Public	School	Total
Social media use	Not using	19	16	1	36
	Less than one year	11	25	0	36
	1-5 years	56	131	5	192
	6-10 years	49	31	0	80
	>10	9	6	3	18
Total		144	209	9	362

Table 4 shows the data on the duration of social media use by the surveyed libraries. According to the collected data, 90% of libraries used social media. 53% of those that did not use social media were university libraries, 44% public libraries, and 3% school libraries.

While the rate of libraries using social media for less than a year was 10% (36), 69% of these libraries were public libraries and 31% were university libraries.

The rate of libraries using social media between 1 and 5 years was 53%, 68% of those libraries were public libraries, 29% university libraries, and 3% school libraries.

While the rate of libraries using social media between 6 and 10 years was 22%, 61% were universities and 39% were public libraries.

The rate of libraries using social media for more than 10 years was determined as 5%, it is seen that 50% of these libraries were university, 33% public, and 17% school libraries.

**Table 5. The Frequency of Social Media Use of Participating Libraries**

		Type of Library			
		University	Public	School	Total
Frequency	No social media account	19	16	1	36
	Everyday	31	86	3	120
	Several times a week	44	66	3	113
	Every few weeks	32	27	1	60
	Never	18	14	1	33
Total		144	209	9	362

Table 5 gives the frequency of social media use by library type. Accordingly, 12% of university libraries, 7% of public libraries, and 10% of school libraries stated that they did not use social media despite having a social media account.

It was stated that 22% of university libraries (31 libraries), 41% of public libraries (86 libraries), and 33% of school libraries used social media every day.

30% of university libraries (44 libraries), 32% of public libraries (66 libraries), and 33% of school libraries stated that they used social media several times a week.

22% of university libraries (32 libraries), 13% of public libraries (27 libraries), and 10% of school libraries stated that they used social media every few weeks.

**Table 6. The Purpose of Social Media Use of Participating Libraries**

Purpose	Type of Library			
	University	Public	School	Total
To promote library services	56	70	6	132
To provide information about the library	49	60	3	112
To communicate with users	16	3	2	21
To increase the visibility of the library	33	32	5	70
For consulting services	9	-	2	11
To learn and teach up-to-date information	11	-	4	15
To find new library users	10	1	1	12
To make an announcement	33	16	4	53
To create discussion groups	1	-	-	1
To introduce information resources	23	9	5	37
Other	13	6	5	24
<b>Total</b>	<b>254</b>	<b>197</b>	<b>36</b>	<b>488</b>

Table 6 gives the purpose of using social media by library type. Accordingly, 12% of university libraries, 7% of public libraries, and 66% of school libraries stated that they use the media "to promote library services".

When we look at the libraries that prefer social media, 34% of university libraries, 29% of public libraries, and 33% of school libraries stated that they use social media "to provide information about the library".

As for the libraries that prefer social media, 11% of university libraries, 1% of public libraries, and 22% of school libraries stated that they use social media "to communicate with users".

Considering the libraries that prefer social media, 23% of university libraries, 15% of public libraries, and 56% of school libraries stated that they use social media "to increase the visibility of the library".

6% of university libraries and 22% of school libraries stated that they use social media for "consulting services".

The rate of libraries using social media in order to learn and teach up-to-date information was 8% in university libraries and 44% in school libraries.

University libraries ranked first with 7% among libraries which stated that they use social media to “reach new users”. On the other hand, only one public and school library stated that they use social media for this purpose.

“To make an announcement”, which ranks first among the purposes of social media use, came to the fore. 23% of university libraries, 8% of public libraries and 44% of school libraries mentioned that they use social media for this purpose.

It is seen that only one university library preferred to use social media to create discussion groups.

It is seen that social media was preferred for the promotion of information sources. In this direction, 16% of university libraries, 4% of public libraries and 56% of school libraries benefitted from social media.

The rate of those stating that they used social media for other purposes was 9% in university libraries, 3% in public libraries and 56% in school libraries.

**Table 7. Difficulties Encountered by Participating Libraries in Using Social Media**

Difficulties	Type of library			
	University	Public	School	Total
Technical problems	28	34	1	63
Restrictions regarding the use of social media in the institution	13	21	2	36
Low internet speed	6	16	2	24
Not knowing how to use	6	9	-	15
Economic difficulties	-	3	-	3
Time constraints	31	44	4	79
The uselessness of social media	2	2	-	4
Other	39	58	1	98
<b>Total</b>	125	187	10	322

Table 7 presents the difficulties encountered in the use of social media by library type. Accordingly, 89% of the libraries stated that they encounter difficulties related to the use of social media. These difficulties were time constraints with a rate of 25%, technical problems with 17%, restrictions on the use of social media in the institution with 10%, low internet speed with 7%, not knowing how to use it with 5%, and other reasons with 27%.

The problems related to the use of social media in university libraries were time constraints with 24%, technical problems with 22%, restrictions on the use of social media in the institution with 10%, and other reasons with 31%.

The problems regarding the use of social media in public libraries consisted of time constraints with 24%, technical problems with 18%, restrictions on the use of social media in the institution with 11%, low internet speed with 9%, and other reasons with 31%.

The problems related to the use of social media in school libraries were time constraints with 40%, restrictions on the use of social media in the institution with 20%, and low internet speed with 20%.

**Table 8. Types of Social Media Used**

Type of Social Media	Status				
	Using	Planning to use	Unknown	Needs training to use	Not using
Facebook	231	16	-	-	115
Twitter	184	14	16	6	148
YouTube	98	28	18	8	218
Instagram	255	7	7	-	93
LinkedIn	28	10	36	9	288
SlideShare	8	9	45	9	300
Blog	17	8	31	9	306
Flicker	8	4	43	8	307
LibraryThing	9	6	54	15	293
My Space	10	14	34	-	303
Delicious	2	5	52	10	304
<b>Total</b>	<b>850</b>	<b>121</b>	<b>336</b>	<b>74</b>	<b>2675</b>

Table 8 presents the frequency analysis of the types of social media tools used by the participants. Of the 362 people who participated in the research, 255 were using Instagram (30%), 231 Facebook (27%), 184 Twitter (22%), 98 YouTube (12%), 28 LinkedIn (3%), 17 blogs (2%), 10 Myspace, 9 LibraryThing, 8 SlideShare and Flicker, and 2 Delicious. 91% of the respondents stated that they use social networking sites more frequently.

**Table 9. Types of Social Media Used by Libraries**

Type of Social Media	Type of Library					
	University		Public		School	
Facebook	91	%63	133	%64	7	%78
Twitter	72	%50	107	%51	5	%56
YouTube	53	%37	42	%20	3	%33
Instagram	89	%62	160	%77	6	%67
LinkedIn	21	%15	5	%2	2	%22
SlideShare	5	%3	2	%1	1	%11
Blog	12	%8	4	%2	1	%11
Flicker	7	%5	0	0	1	%11
LibraryThing	8	%6	0	0	1	%11
My Space	7	%5	3	1	1	%11
Delicious	2	0	0	0	0	0

<b>Total</b>	367	456	28
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Table 9 shows the use of social media by library types. While the use of Facebook was higher in university (63%) and school libraries (78%), Instagram (77%) was the most preferred social media type in public libraries. It is determined that Twitter usage was quite high in all three types of libraries. While the use of YouTube was mostly preferred by university libraries with 37%, the highest use of LinkedIn was seen in school (22%) and university libraries (15%). On the other hand, while the use of blogs was 8% of university libraries, this rate was quite low in other library types. Flickr, LibraryThing, and My Space were only used in university libraries and one of the school libraries.

**Table 10. Frequency of Use by Social Media Types**

Type of Social Media	Status				Score	Result
	Everyday	Several times a week	Several times a month	Not using		
Instagram	240	15	-	107	3,76	Everyday
Facebook	231	16	-	115	3,68	Everyday
Twitter	179	5	-	178	3,01	Several times a week
YouTube	55	30	13	264	1,88	Not using
LinkedIn	5	13	10	334	1,18	Not using
SlideShare	2	1	5	354	1,04	Not using
Blog	10	2	5	345	1,14	Not using
Flickr	1	5	2	354	1,05	Not using
LibraryThing	5	2	2	353	1,07	Not using
My Space	5	3	4	350	1,09	Not using
Delicious	-	-	2	360	1,00	Not using

Descriptive statistics regarding the frequency of use of social media tools are presented in Table 10. Since the measurement tool is a 4-Likert Scale, the cut-off point is 2.5. Scores of 2.5 and above are considered positive, and below are considered negative. The results show that the majority of 362 libraries used social media tools at some level. It is seen that the majority of the respondents used Instagram, Facebook, and Twitter (in terms of the cut-off average of 2.5). On the other hand, it is determined that many social networks (mean=2.23) had a low frequency of use.

**Table 11. Views of Participating Libraries on Social Media Types**

Views of Participating Libraries						
Type of Social Media	Highly useful.	Useful	No idea	Not very useful	Not useful	Score
Instagram	129	152	42	22	15	4,00
Facebook	70	152	53	55	26	3,51
Twitter	76	152	68	37	21	3,63
YouTube	55	128	107	29	32	3,41
LinkedIn	26	66	182	26	50	2,97
SlideShare	14	37	228	23	41	2,88
Blog	17	66	193	21	41	2,99
Flicker	13	31	227	20	43	2,85
LibraryThing	17	58	222	15	30	3,04
My Space	12	37	225	17	47	2,85
Delicious	11	35	239	15	39	2,89

In Table 11, the views of libraries about social media tools are given. Since the measurement tool is a 5-point Likert Scale, the cut-off point was determined as 3.40. Scores of 3.40 and above are considered positive, while scores of 3.40 and below are negative. Accordingly, while the participants see Instagram, Facebook, Twitter, and YouTube as useful for libraries, they did not find other applications useful for libraries.

## 6. Evaluation of findings

According to the findings, it is possible to say that at least one social media tool is used in the majority of university, public, and school libraries in Turkey. Social media has become an important communication tool for libraries. It is seen that libraries are aware of this situation and carry out studies on the subject.

Social media is used to promote library services, provide information about the library, increase the visibility of the library, and promote announcements and information resources. As Bullas argues, librarians think that social media will provide added value for librarianship. In terms of social media types, social networking sites and media sharing systems take the first place (Bullas,2014). As Nduka et al. (2021) mention, the frequency of use of social media tools is in line with the prevalence of use. It is determined that Instagram, Facebook, and Twitter are the most frequently used social networking sites by library users.

Considering the results regarding the purpose of social media use, it is seen that libraries benefit from social media for official purposes. This is consistent with the findings of Nduka et al. (2021) and Weerasinghe and Hindagolla (2018).

According to the findings, the most used social media platforms are Instagram and Facebook. This is in line with the fact that Facebook and Instagram are the most used social media platforms worldwide,

according to Statista's 2021 data. In addition, the fact that Facebook is the most used social media platform by adults, as suggested by Barnes (2014), is also confirmed by the findings.

According to the results of the study, which is in line with the research conducted by Chakrabarti in 2016, it is supported by the findings that they are distant about the use of social media because of the concern that it will damage the reputation of the institutions. Additionally, the lack of internet access and time constraints, which are among the biggest problems in the use of social media, support the findings of Ezeani and Igwesi (2012).

## 7. Discussion and conclusions

Based on the findings, the following recommendations can be made:

First of all, in order to understand the importance of social media for libraries, there is a need for training on the subject. It is thought that subject expert personnel will benefit from the advantages of social media at a high level while carrying out librarianship services. It is necessary to participate in workshops and seminars organized by professionals in order to include different social media platforms in the basic tools of public relations work in libraries. It will be possible to eliminate the negative opinions of the personnel about the usefulness of social media through training.

Libraries should be encouraged to use social media in order to adapt to the developing information and communication technologies and to design new services. Access to social media platforms should be supported by institutions and administrators in order to increase communication with users, produce quick solutions to information access problems, introduce information sources and services, gain up-to-date information by participating in field-specific discussion groups, and increase the visibility of the library.

By emphasizing the importance of social media in corporate communication, problems in access should be taken seriously and solutions should be produced. Improvements should be made, especially in terms of technical difficulties in accessing the internet and internet speed. Social media management should be taken seriously and seen as a necessity for libraries. It is required that the personnel who will manage the process should be formed only from individuals who have been trained in this subject so that they will not see this situation as a workload.

It is very important to make use of social media platforms, which are used extensively by the whole world, in order to transform library services into better quality. The use of social media in libraries emerges as a necessity due to the changing user information search and access processes. This study concluded that the majority of individuals responsible for social media in libraries were women (55%), and 20% of those had a graduate degree. In addition, it was determined that 19% of the individuals responsible for social media in libraries were in managerial positions, 64% were librarians and 16% were staff with other titles. The fact that the use of social media in libraries was at a very high level of 90% shows that the importance of social media was understood by the libraries. It was determined that libraries using social media log in to social media almost every day. In addition, as social media is actively used to introduce library services, the problems such as time constraints, technical difficulties and internet access should be eliminated. On the other hand, it is very important to eliminate social media restrictions in institutions, inform managers about the advantages of social media, and raise awareness on this issue.

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