

Influence of Social Media in Academic Library Marketing: A Systematic Literature Review

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Abstract:

This systematic literature review critically examines social media's role in academic libraries' marketing strategies, identifying prevailing trends, practical strategies, challenges encountered, and potential avenues for future research. The review encompasses 18 articles published between 2014 and 2024, methodically sourced from reputable databases such as Web of Science, Scopus, and Emerald Premier. Employing a content analysis methodical approach, the study assesses the existing body of research concerning the influence of social media on library marketing, with a particular emphasis on empirical investigations. Findings reveal an increasing awareness among library staff and users regarding the potential benefits of social media; however, significant gaps persist in its practical application, notably concerning user engagement, the absence of strategic planning, and inadequate staff training. The review underscores the importance of user input and targeted strategies, offering actionable insights for academic libraries to enhance their social media marketing efforts. This study synthesizes existing literature and highlights the urgent need for further exploration into the implementation of social media within the context of academic library marketing, thereby contributing valuable knowledge to the field.

Keywords:

Social Media, Academic Libraries, Library Marketing, Systematic Literature Review, User Engagement.