

The Fusion and Application of WeChat on Library Reading Promotion Work

Qingmei Yang

Yunnan Open University--Yunnan National Defense Industry Vocational and Technical College, Kunming,
Yunnan, 650500, China

Keywords: Library Reading, WeChat, Fusion and Application

Abstract: This paper starts with the application status of WeChat in the library, and introduces the feasibility of WeChat in the promotion and application of university library reading. From the aspects of content section, push time and service object, this paper deeply studies how to improve the efficiency of college library reading promotion by using WeChat. To propose relevant optimization suggestions.

1. Introduction

Under the background of the society advocating the reading of the whole people, the reading and promotion work of colleges and universities is in full swing. From the reading and promotion activities of the reading month, the reading festival and the reading day, the paper gradually moves toward reading, promoting dailyization, regularization and normalization. The reading promotion work has gradually changed from the marginal and incidental work of the library to the core and routine work of the library. In the era of all-media, communication technology is constantly innovating and developing, and the ways and means of reading and promotion of university libraries are constantly innovating. As the information resource center of the school, the library has a good understanding and utilization of new technologies and new media. Since the launch of WeChat public platform in August 2012, from November 2012, university libraries have opened WeChat public accounts and launched the library WeChat public platform service. WeChat has gradually become a media platform for university libraries to follow the blog, microblogging and other methods to convey the book, serve readers and promote reading.

2. Application of WeChat in University Libraries

On June 4th, 2014, the author searched the public number in the add friend through the mobile phone WeChat client, entered the “university library” and retrieved the relevant public number 96, and entered the “college library” to retrieve the relevant public number 70. Enter the “Resident Library” to retrieve 21 relevant public numbers. Considering that some schools may be named “a large library”, enter the “big library” and retrieve the relevant public number 14 and retrieve all the results. After deduplication, a total of 195. In the search, the author found that the “Peking University Library” public number did not appear in the “University Library” search results, while the “Northern University Library” public number did not appear in the “Big Library” search results, visible through “Finding the public number is not comprehensive. In addition, some libraries have not included “libraries” in the WeChat public account. For example, Fudan University Library WeChat is “Fudan Small Map”, and North China Electric Power University Library WeChat is “Huadian Small Map”, etc. The library is much larger than the number of public libraries in the university library. According to statistics, as of June 21, 2013, there were 2,198 colleges and universities (excluding independent colleges), including 424 private colleges and universities. If all the college library WeChat public platforms retrieved and learned by the author are calculated, less than 10% of the university libraries currently carry out the WeChat public number service. Through the investigation of the related services of the WeChat public account of the university library, some can use the custom menu in the WeChat platform to provide services such as book inquiry, reader borrowing information inquiry, book renewal, event notification, lecture notice, information

consultation, book recommendation and so on. View historical information and learn that some libraries have used WeChat's group sending function to send library lecture notices, reading promotion activities, new book notifications, good book recommendations, etc., and some library WeChat public platforms have not sent any news or near time. No messages have been sent and are inactive. It can be seen that the application of university libraries that have opened WeChat services is different, and the service level is uneven.

3. Feasibility analysis of the official WeChat public platform of university libraries in promoting reading

Today, WeChat official public platform has become an important marketing tool for enterprises, government agencies and self-employed businesses. It has also become an important way for users to obtain information and services. At this stage, the university libraries mainly attract readers to read through various kinds of reading activities, enhance readers' reading enthusiasm, and enable readers to cultivate good reading habits of reading and reading good books, thus creating a learning society. As a new media promotion tool, WeChat official public platform has a good function of promoting reading, which can be analyzed from the following points:

As an emerging media promotion method, WeChat public platform can not only help traditional libraries to publish exhibition information, lecture notices and new book recommendations on the platform, so that readers can obtain the latest first-hand information and avoid the time lag of traditional promotion methods. Sex, you can also push the US language regularly through the platform, so that readers can read the article anytime, anywhere, without the limitations of space and time, and feel the happiness brought by reading. As an effective reading promotion method, WeChat official public platform can not only broaden the work ideas of library managers, but also combine with traditional promotion methods to better promote reading and promote the readers.

As an instant messaging software, WeChat not only publishes information, but also enables one-on-one communication with readers in real time. Through this function, readers can communicate with the relevant management personnel of the library, express their opinions or suggestions, and also raise internal questions, which are specially resolved by the service personnel. The library can also use WeChat to conduct related investigations. For example, after conducting a reading activity, the readers can be sent feedback to the participating readers to obtain feedback from the readers, thus facilitating library managers to summarize lessons. Improve the series of activities in the future. For another example, before an activity is launched, the method, link or content of the activity can be published on the official WeChat platform to solicit opinions from the readers to meet the requirements of the readers. In addition, it is worth mentioning that the constant communication between readers and library administrators is one-to-one, which can protect the privacy of readers.

Traditional library reading promotion methods have certain drawbacks, such as posters posted in the public. This promotion method allows readers to obtain library-related information simply and directly while passing by, but the content is single and the form of expression is also It is not rich enough, and the coverage is not wide enough. Another example is the official microblog of the library, which solves the shortcomings of the traditional propaganda method of paper posters on the surface, but in the case that the readers pay attention to the microblog public number, the book The real-time information released by the library is likely to be drowned in a large number of push messages, thus reducing the publicity effect. The WeChat public platform can solve the above problems. The library WeChat platform can not only publish image text, but also publish video voices to enrich the reader's visual effects, thereby enhancing readers' interest in participation. And WeChat reminds users of unread messages, so that readers don't miss important push messages. In the end, the WeChat public platform avoids the disadvantages of group message not being typeset, so that readers can read the message with pleasing eyes.

4. Suggestions on the WeChat public platform in the library reading promotion application

The promotion and application of the WeChat public platform is the trend of the times. In order to make the WeChat platform play a better role, we must systematically push WeChat official news. On the other hand, we must carefully run this platform to make it beautiful, practical and convenient. In order to make the promotion of WeChat platform an institutional and routine work.

As the most popular social software, WeChat is constantly optimizing its functions. Every upgrade of the system brings new functions. Today, the 6. We2 public platform on the WeChat public platform has strengthened the public number. The service function has also increased the number of group messages. Therefore, the library's use of the WeChat public platform for reading and promotion should also be continuously innovated according to the update of WeChat, in order to keep up with the trend of the times and better serve the readers.

From the survey and analysis of the third part of this article, at this stage, most college libraries use WeChat official public platform to push the message time is not fixed, the randomness of sending messages is large, it can be seen that most of the library WeChat administrators It is only used as a channel for propaganda, and does not play its other daily functions. The daily nature and timing of push messages can make readers gradually develop the habit of reading messages every day, resulting in dependence on this public number. In addition, the fixed frequency of the WeChat public number push message can also enable the library to use WeChat for systematic and regular reading promotion.

The number of traditional librarians is small, and readers rarely interact with library managers. Many libraries now offer self-service reading services, which greatly reduces the communication between readers and managers. The WeChat public platform solves this problem. Readers can interact with library administrators in real time through the official WeChat platform, regardless of the spatial region, so that readers can better express their wishes, and the library can also pass this. The function of the item understands the reader's psychology, thus improving the deficiency and good development. When readers use the official WeChat platform of the library to read, most of them use their own fragmented time. Therefore, the library must grasp the content of the push message when pushing the message, and it is not suitable for pushing long articles with high academic content to avoid readers. I don't understand and have no time to think, increasing the burden on readers. The library can regularly post some novel and interesting articles with rich and interesting pictures, which is convenient for readers to read and enhance readers' interest in reading.

If the project is to continue to develop, it will inevitably emphasize its branding characteristics. The library's WeChat public platform is no exception. As mentioned in the previous article, many universities have set up their own brand modules. The establishment of such modules has great necessity. Universities should be carefully operated, focusing on construction, and giving readers continuous dependence. The main purpose of the university library service is the teachers and students of the school. We found in the survey that some of the library's official WeChat platforms use push messages to publish library work summaries, employee competitions, training news, etc., but the readers Not interested, it will lose a lot of followers over time. In addition, the WeChat administrator of the university library can publish relevant content according to the needs of teachers and students of the school, so as to better meet the needs of readers. At the same time, each push message must be strictly checked before release, and duplicate messages cannot be posted. The pushed messages cannot have errors in text and format.

5. Conclusion

We found that the WeChat public platform has become an important part of the university's reading promotion work, especially in the recommendation of books and push reading articles, WeChat has played a network-based media advantage and broadened the channels of reading and promotion work in the past. I believe that more libraries will recognize the advantages of WeChat services in the future and join the team of WeChat services. Using WeChat to carry out reading and

promotion work will also become an important means of daily reading and promotion of university libraries.

References

- [1] Xu Jiping. Research on library reading promotion based on WeChat [J]. University Library and Information Science, 2015 (5): 102-104.
- [2] Niu Bo. Probe into the promotion of library WeChat reading [J]. Jintu Journal, 2014(4): 29-32.
- [3] Lian Chaoyu. Application of WeChat in reading and promotion of university libraries [J]. Library Journal, 2014 (12): 78-82.
- [4] Zhang Qiu, Yang Ling, Wang Man. Status Quo and Countermeasures of WeChat Public Platform Service Development in University Libraries [J]. Library Construction, 2014(2): 61-65.
- [5] Xie Rong, Zhang Li. Reading 2.0: A New Generation of Library Reading Promotion [J]. Journal of Academic Libraries, 2009(6):16-20.