

Leveraging Social Media Analytics for Enhanced Library Services: A Case Study of User Engagement and Feedback

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Abstract

Libraries are rethinking their roles as information hubs and community spaces in the age of digital transformation, and social media has become a potent tool for communicating with users. Furthermore, in the millennial era, SM (Social Media) plays a crucial role in our day-to-day lives. SM Provides a dialogic approach to the production of content as well as to the exchange of ideas, distribution, interpersonal connections, and social orders. As a result, social media outpace traditional media in developing readership and authorship relationships. Thus, in the current era of computerized innovation, the unique distribution of information and the quick delivery of that information to the readers can easily be done through this SM (Social Media). SM has been gaining importance in recent times due to the 3.5 billion active users' presence on Facebook, Instagram, Twitter, linked, etc. In such an atmosphere, an exploration of leveraging social media analytics to improve library service should be initiated, with special emphasis on improving user engagement and gathering valuable feedback. It explores the nexus between SM data Analytics and information science with the goal of utilizing the abundance of data presenting social media platforms to support libraries in their endeavor to deliver services that are focused on the needs of library users. .The research uses qualitative research methods for qualitative exploration. In this qualitative analysis, the collection and

analysis of user engagement such as SM shares, comments, click-through rates, and reaching social media platforms was done. Using these obtained data, the information needed for SM data analysis was created and explored through the SMA (Social media Analytics) Dashboard. At the end of the research, best practices and recommendations will be developed for libraries looking to use social media analytics to improve their service. These suggestions will include methods for enhancing user participation, gathering feedback more successfully, and using data to inform decision-making. In a time when digital engagement is essential to community outreach, this study attempts to equip libraries with the tools they need to use social media analytics wisely. Wayamba Library may increase user enrolment, expand service, and obtain priceless input by judiciously employing social media platforms. This will ultimately strengthen its position as a vibrant user-focused organization in the digital age.

Keywords: *Social Media Analytics, Library Users, Library Services*