University Libraries and Social Media Policies

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Review Article

ARTICLE INFORMATION	ABSTRACT

Nowadays changing technology and changing user profile have impelled libraries to resort to different methods in order to communicate with the people they serve. The libraries which are the meeting place of people who investigate, question, want to have a good time, and who want to socialize need a good promotion regardless of types. Libraries use second-generation internet services to take constructive and developer steps in the field of services marketing, presenting and public relations. University libraries are using social media effectively today that social media is an integral part of human life, mobile technology facilitates the operations. Social media has strengthened communication and cooperation of persons and libraries with each other, and has increased the expectations and requirements of each other. Therefore, university libraries have begun to create their own social media policy. In this study, when the university libraries are using social media effectively, policies and objectives needed to be established are focused on.

Keywords: Social media, Social media tools, Social media policy, University libraries, Public relations.

I. Introduction

University libraries are an integral part of the education concept. These libraries are regarded as "the heart of the schools, universities and social life". Libraries serve for user groups with various information needs and research skills. Nowadays, due to the variety of services and changes in technology libraries have begun to alter the way. "Digital libraries", "hybrid library" concepts have been mentioned frequently. The user profile changes have been added to physical changes in the libraries. Libraries are designed as a user-driven and offer their services in this direction.

In terms of explanation of services, solving problems and reaching many more people, public relations is also important in libraries as well as in other institutions. Public relations is "a method that institutions employ in order to make more effective communication with the audience that they served, and is an art for making institutions to be loved and respected by related persons and to convince people to adopt a particular attitude" (http://halklailiskiler.nedir.com/#ixzz2QHcaquob Eryılmaz, 2014. Accessed 24 January 2014).

Public relations are the difference between being ordinary and being important. At the same time, in order to give a positive image to the institutions they are bound, the institutions are planned activities for determination of the necessary promotion policies, directing the institutions in this direction, ensuring the flow of information between groups and reaching the intended results by providing the necessary efficiency for the flow of information (http://halklailiskiler.nedir.com/#ixzz2QHcaquob Eryılmaz, 2014. Accessed 24 January 2014).

In the university library having many stakeholders, public relations practices have contributions to education and research, to the increase of the library's reputation against the user and to the increased use of the library:

- It provides the introduction of resources and services of library to the target audience (users) and increases the services.
- It allows the library which is a public space to establish healthy communication with institution's stakeholders (top management, users, etc..).
- It provides consulting, based on the understanding of the behavior of user / reader.
- It gives the opportunity to research on public preferences, trends and expectations and advice on necessary events as a result of these.
- It allows to analyze future trends and to predict the results.

- It allows to avoid disputes and misunderstandings and in doing so, to be active in cooperation with other organizational functions in terms of legal, human resources, finance, manufacturing, engineering and etc.
- It raises the reputation of the library and profession of librarianship.
- It provides in-house training (orientation).
- It provides social benefit (http://kaynak.unak.org.tr/bildiri/unak03/u03-32.pdf, Accessed 09 February 2014).

Today conventional library services have been replaced by a modern understanding of librarianship. Users who need instant access the information sought as soon as possible, from anywhere without the limits of time and space are using social media tools effectively. Therefore, the libraries, document-information centers, archives and etc. institutions benefit from second-generation internet services to communicate with users, in marketing and in presenting of services (Biçen Aras & Çolaklar, 2013).

II.   Brief History of the Development of Internet

Internet is a communication network widespread throughout the world and constantly growing and that connects many computer systems with TCP/IP protocol. In short, it is defined as "network of networks". This network is constituted by universities, schools, research institutions, government agencies, trade associations, non-governmental organizations and individuals (http://tr.wikibooks.org/wiki/%C4%B0nternet'in_geli%C5%9Fim_tarihi, Accessed 09 February 2014).

The Internet is a result of visionary thinking of a group of people seeing great potential value in the field of military and scientific research and development in the early 1980s, and sharing information with the help of computers. In the initial stages, the Internet used by computer experts, scientists and librarians was not as easy as ordinary people can use. The Internet was opened to certain people in universities. Computer, physics, engineering departments as well as libraries have found a way of using Internet network advantageously (http://tr.wikipedia.org/wiki/%C4%B0nternetin_tarihi, Accessed 09 February 2014).

Being able to use the Internet at any time from any place on the globe has caused household and businesses to come to the internet environment for commercial purposes. Adoption of the Internet in the last 10 years has been so fast, almost everything in the physical environment has moved to the internet environment. Numerous businesses and consumers in many countries around the world are now in the Internet environment for many different purposes such as meeting people, chatting, shopping, listen to music, watch movies or purchase information search and etc. (http://tr.wikipedia.org/wiki/%C4%B0nternetin_tarihi, Accessed 09 February 2014). The needs of individuals and institutions, advances in technology bring to us in the current position of the internet world.

III.   Web 1.0, Web 2.0, Web 3.0

When we evaluated the development of Internet around the World, 3 periods emerge: these are respectively the Web 1.0, Web 2.0, and Web 3.0. (Fig.1.)
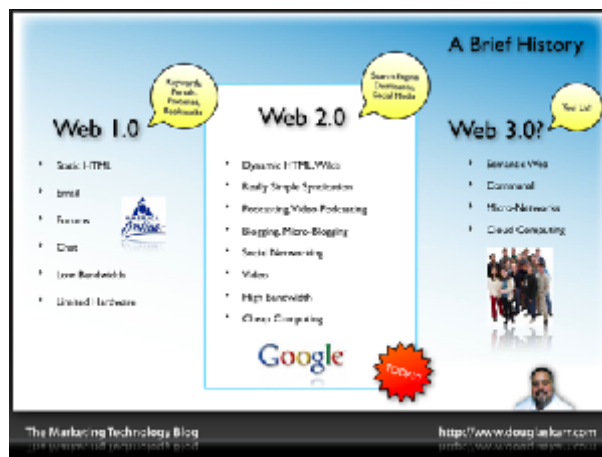

Fig.   1.   Development   of   the   Internet (http://ecrimeexpertblog.wordpress.com/2011/10/03/web-3-0-and-privacy/, Accessed 02 February 2014).

Web 1.0: It emerges with features such as key words, portals (pages offering a whole range of services: for example, via the same portal Yahoo provides search, mail, news services), sideburns (to register the required web address for storing). Not updated static web pages, e-mails, forums, chats, low bandwidth (slow access) and limited hardware define Web 1.0.

Web 2.0: Search engines, space, social media, dynamic web pages continuously updated, Wiki (it is a software which allows the users to create new pages freely, to make arrangements in page, and to interconnect this page the best-known wiki is Wikipedia), RSS (rich site summary, to get information by connecting to the page simply, to ensure the new content easily to be followed (http://tr.wikipedia.org/wiki/rss, Accessed 01 February 2014), to read the content easily with an RSS reader application and to achieve content), podcasting (uploading audio, video and text containing publications to personal computer, cellphone, MP3 player, video player, or portable devices like laptops to watch after a time of broadcast), blogging (web journal or diary-like website, web + log = weblogging), microblogging (areas that people transferred their thoughts with limited characters, today best known micro blog is Twitter), social network (community of people who bond with each other for one or several reason such as sex, job, etc. disease), video, high bandwidth (fast access) and cheap computing define Web 2.0.

Web 3.0: In summary, it is you, us. The semantic web (meaningful website is to offer adapted personal content/advertising based on behavioural observations rather than crowds to individuals by using search and preferences made by users. It includes the idea of producing local results for geographic regions as a result of web search) (http://ecrimeexpertblog.wordpress.com/2011/10/03/web-3-0-and-privacy/, Accessed 02 February 2014). It is utopian, communities (a certain group; engineers,

librarians, etc.), small networks (communication networks covering for the company) and cloud computing define Web 3.0. In short, Web 3.0 is personal applications.

IV. What is Social Media?

Web 2.0 define second-generation internet services - the social networking sites, wikis, communication tools, folksonomies – i.e. the system created by Internet users jointly and by sharing (http://tr.wikipedia.org/wiki/Web_2.0, Accessed 27 January 2014). Social media is a growing phenomenon being connected to the information in areas and widens (Stoeckel & Sinkinson, 2013). Persons share their thoughts by supporting with photos and videos in these areas independently of each other.

According to another definition, social media is a set of internet-based applications that allows the user-centric production and development of ideological and technological contents and embodiments on Web 2.0 (Kaplan & Haenlein, 2010). It is a digital platform where the sharing of information captured simultaneously by the user-friendliness brought by new generation web technologies and communication speed is followed (Tezgüler, 2013). Although the social media tools include different technologies, the goals are the same; to promote communication (http://websearch.about.com/od/blogsforumssocialsites/f/social_web.htm, Accessed 09 February 2014).

Social media platforms help you to create your new networks (LinkedIn, Facebook, etc.), to make your promotion (YouTube, blogs, etc.) and to share easily (Digg, Delicious, etc.) (http://60secondmarketer.com/blog/2010/04/09/top-52-social-media-platforms/, Accessed 09 February 2014). The best known social media tools are Facebook, Twitter, YouTube, LinkedIn, Foursquare, Tumblr, Flickr, Vimeo, Pinterest, Wikipedia, Instagram, Soundcloud, and etc. These social media tools have used for the promotion of their library services by university libraries with the potential benefits and challenges (http://libwebteam.blogspot.com.tr/2013/08/social-media-and-academic-libraries-is.html, Accessed 10 February 2014).

Social network tools allow you to teach library staff new technologies related to their profession, to follow the activities, and to keep resources up to date. As a result, students, researchers rely more on university libraries keeping pace with technology (Chu & Du, 2013).

Social networks also help in finding new user and colleagues to collaborate to librarians and disclose promotion of libraries and the importance of library services to social communities (Buono & Kordeliski, 2013).

With social media, sharing and the use of information, Implementation of this information obtained is very easy. Over the Internet without the need for tools people can share. Therefore, it shows differences from traditional media such as social media, newspapers, television and movies. Generally, while needing to specific resources in order to publish traditional media information, social media is a relatively inexpensive to publish information

or access information and access tools are open to everyone To make investment in a printing press or TV broadcasting, compulsory license is not needed. The common feature of social media and traditional media is to reach small or large masses. For example, a blog post as well as a television show may reach zero people and also reach millions of people well. The features that will help identify difference between social media and traditional media may vary according to the method used (http://tr.wikipedia.org/wiki/Sosyal_medya, Accessed 29 January 2014).

V. Differences of Social Media from Traditional Media

Differences of social media from traditional media can be summarized as follows:

- Access: Both traditional media and social media technologies allow everyone to reach a general audience.
- Accessibility: To produce for traditional media is often owned by private companies and government; in general, social media tools can be used by anyone with little or no cost.
- Usability: Traditional media production often requires specialized skills and training. This is not true for most social media or in some cases the ability is completely changed and new, so everyone can be found in production.
- Innovation: The time difference occurring in traditional media communications (days, weeks, or even months) can be longer (the time range of responses is decided by the participants) when compared with social media with immediate effect and response. Traditional media is adapting to social media applications, therefore, these differences will disappear anytime soon.
- Permanency: Traditional media cannot be changed after it is created (after a magazine article have been printed and distributed, changes cannot be made on the same article) whereas social media can be changed instantly by comments or realignment.
- Freedom: Perhaps the most important difference between traditional media and social media is freedom. Traditional media is under pressure of governments and advertisers and unable to broadcast freely. Social media is easily accessible, interventions may be by everyone on an equal level, and as it is a global platform, it is much freer (http://tr.wikipedia.org/wiki/Sosyal_medya, Accessed 29 January 2014)

VI. What is information?

John Naisbitt clearly emphasizes future importance of the information for societies by saying that "… the new power supply is not money in the hands of a minority, but is the information in the hands of the majority". Because the information has been accepted in all sectors of public life whether social, economic, and technological (Sağsan, http://www.baskent.edu.tr/~msagsan/downloads/UBP.pdf, Accessed 10 February 2014; Naisbitt, 1982). Chistobal

Cobo discloses the importance of information once again by saying "Public Information is the energy of the 21st century, (http://www.slideshare.net/moravec/society-3-0-presentation, Accessed 20 January 2014).

Information is a collection of data recorded on paper or other media, that can be transmitted and can be understood or is the real and imaginary products of the ideas transmitted, recorded, published as formal or informal in any form of mind (Sağsan, http://www.baskent.edu.tr/~msagsan/downloads/UBP.pdf, Accessed 10 February 2014).

Today, the importance of information is related to how often and in which areas it is used (http://tr.wikipedia.org/wiki/Bilgi, Accessed 10 February 2014). Through the developing technologies and tools, information emerges in every field from education, to production. The institutions or persons who uses the information correct have taken place always one step ahead. When we consider in terms of research and development, in the step of investigation, obtaining and presenting of information correctly, the university libraries have a great responsibility. For continuing and promoting education, the university libraries closely follow and use every technology which contains information, facilitates the exchange. Social media tools are used by university libraries for the promotion of education, sharing of information and directing the users correctly.

VII. What Happens on the Internet in a Minute?

Today everything that we see, we hear, we read, we watch is the source of knowledge. The importance of that how and in whose hands information obtained with different methods is used is increasing. Therefore, in our world that the internet is used in a way that busy and active that is important what happened in 60 seconds. "What happens on the Internet in 60 seconds?". The internet in 60 seconds; 2.024.423 Google searcher, 156.849.621 emails sent, 909 new web users, 47.231 app downloads, 818 new websites are created, 200.743 people are watching a porno, 2.544 new file uploads on mega.co.nz, $ 376,507 money spent on web shopping, $76.688 revenues from products sold (Amazon), 441 new blog posts (WordPress), 734.137.115 GB of global IP data transferred, 2.350.687 new Facebook likes, 209.377 new photos uploaded on Facebook, 364.647 new tweets, 161 hours of video uploaded on YouTube, 2.250.815 YouTube video views, 33.005 photos uploaded on Instagram, 409.553 likes on Instagram, 3.865 new photos uploads on Flickr, 25.654.600 Flickr photos views (Retrieved February 10th 2014, 01.50 a.m. from http://www.whathappensontheinternetin60seconds.com/, Accessed 10 February 2014).

Researches on the use of the Internet at different times for 1 minute show us that the internet and social media users have not changed their habits and that similar results are obtained (http://www.dailymail.co.uk/sciencetech/article-2381188/Revealed-happens-just-ONE-minute-internet-216-000-photos-posted-278-000-Tweets-1-8m-Facebook-likes.html, Accessed 27 January 2014).

According to a survey conducted by Intel, today number of devices connected (a network (internet, wireless network, etc.) is equal to the world's population. By 2015, the number of devices connected to the network is expected to be doubled of the world's population http://www.intel.com/content/www/us/en/communications/internet-minute-infographic.html, Accessed 27 January 2014). So intensively used social media tools and rapid development in technology have influenced the lives of communities, institutions, individuals and have led them to make planning in parallel. With the development of social media, innovations in the field of education have become imperative. Studies were performed for use technology in all fields of education. (http://www.slideshare.net/moravec/society-3-0-presentation, Accessed 01 February 2014). The libraries which are an integral part of education and research have begun to use social media.

VIII. Younger Generations

Habits and developments of young people around the changing world have been kept forefront and are called X, Y, Z generations under 3 groups. Generation X born between the years of 1966-77 is defined as a generation that is sceptical, law-abiding, strong sense of belonging, respectful of authority, loyal, emphasis on hardworking. Generation Y who was born between the years of 1977-1994 is a generation that is independent, freedom-loving, has less organizational commitment, change a lot of work and has low brand loyalty. Z generation born between the years of 1995-2014 loves using the Internet and mobile technologies. Today, common smart phones, i-pad or tablet computers are active in all areas. Especially, by means of the internet, they prefer to socialize (http://www.acikbilim.com/2013/09/dosyalar/nesiller-ayriliyor-x-y-ve-z-nesilleri.html, Accessed 11 February 2014; http://www.socialmarketing.org/newsletter/features/generation3.htm, Accessed 11 February 2014). In a study conducted in the United States by Kaiser Family Foundation in 2004, the following findings related to Z generations are mentioned:

- They can deal with many things at a time.
- They spend their time with traditional media as much as new technology. So selecting one does not mean give up the others.
- 73% of children aged 8-18 reads at least 43 minutes in a day. They can deal with many things at a time. (http://www.zeynepmengi.com/2012/06/z-kusagi-geliyor/, Accessed 11 February 2014).

Briefly Z generation is a generation free, unique (different personal characteristics), giving attention to detail, caring environment, fun loving, collaborative and fast (they think fast, learn fast) (http://dengepdm.com/z-kusagi-sessiz-ve-derinden-geliyor/, Accessed 20 January 2014).

In a survey conducted it is seen that social networks are used effectively among university students. With this study, it has been questioned if university students are using social networks for educational purposes. Accordingly, the students use the social networks by

71.9% "to do research on school project / homework's" and by 81.3 % for "examination of educational groups and events". According to the data obtained from the students, the use of social network is to reach 89% for "looking up current, different information and ideas" (Akyazı & Tutgun Ünal, 2013).

To provide better service for this generation that uses technology in every area of their lives, university libraries use the various tools of social media and develop social media policy.

IX. Objectives of libraries in Using Social Media

Objectives of university libraries in actively use social media are as follows:

- To promote the library services, workshops and the events (to increase the library use)
- To provide better access to information
- To be where the users are
- To get feedback from users
- To highlight specific features of the library
- To create Collaboration (other librarians and the users)
- To announce the library news (http://chronicle.com/blognetwork/theubiquitouslibrarian/2011/07/06/why-does-my-library-use-social-media/, Accessed 30 January 2014).

X. Social Media Policy

Social media policy (social network policy) is a corporate code of conduct that provides guidelines for employees who wish to publish content on the Internet as a part of their work or a private person. The goal of social media policy is to avoid any behaviour of an employee that would expose the institution any legal issues by their post. The institutions include directives and recommendations explaining what kind of information can be shared by institutions employees in charge of social network (http://searchcompliance.techtarget.com/definition/social-media-policy, Accessed 09 February 2014).

University libraries create social media policies for social media accounts to be used correctly by researchers, students, academics and other stakeholders in the framework of certain rules. A social media policy is needed for the libraries to use one or several of the social media tools; and to continue the operations in this area. (http://commons.gc.cuny.edu/wiki/index.php/Best_Practices_in_Social_Media_for_Academic_Libraries, Accessed 29 January 2014).

The social media tools with rapidly increasing use have led university libraries to produce a policy in this area. Here are the issues of social media policy that are important in terms of the missions of the university library (Johnson & Burclaff, 2013):

- It promotes the production of knowledge
- It develops institutional results
- It enables the integration of printed and electronic resources
- It provides access (easy)
- It provides area (able to express)

- It supports the curriculum.
- It teaches knowledge skills (http://commons.gc.cuny.edu/wiki/index.php/Best_Practices_in_Social_Media_for_Academic_Libraries, Accessed 29 January 2014).

When creating social media policies, it is necessary to act according to universal values, personality rights, copyrights, and the organization's vision, mission. Accuracy and reliability and privacy of any information shared are important. It should be considered that any positive or negative criticism and opinions can come via social media and an unprofessional attitude should be showed in these situations. By moving in this direction, social media policy of the university libraries should be created.

XI. University Libraries Social Media Policy Examples

University libraries make efforts to design a policy that reflects the needs of the library, while creating social media policy (http://commons.gc.cuny.edu/wiki/index.php/Best_Practices_in_Social_Media_for_Academic_Libraries, Accessed 29 January 2014). Universities have been randomly selected from the university library with a social media policy: Drexel University Queen Lane Library, Oregon State University Libraries, Baltimore Langsdale University Library, Walden University Library, University of Chicago Library and University of Utah Spencer S. Eccles Health Sciences Library. Examples of social media policy of these libraries are as follows:

- Drexel University Queen Lane Library Social Media Policy: Social media is considered as extensions of all change, circulation / reference desk interactions, and staff responds to all comments and messages (http://www.pages.drexel.edu/~kmc368/queenlane/smpolicy.html, Accessed 20 January 2014).
- Oregon State University Libraries Social Media Policy: The libraries reserve the right of review or stories published. It offers a web form for those non-members of the library to send recommendations or a message (http://osulibrary.oregonstate.edu/social-media-policy, Accessed 20 January 2014).
- University of Baltimore The Library of Langsdale Social Media Policy: Librarians and library staff need to consider ALA Code of Ethics when using social media. It is noted that the interactions in the social media should be in accordance with privacy and copyright (http://langsdale.ubalt.edu/uploads/documents/langsdale-library-social-media-policy.pdf, Accessed 20 January 2014).
- Walden University Library the Social Network Policy: It is emphasized that it should not be given importance to "love" and "friendship" feelings while the library users are accepting to communicate via specific social media channels (http://library.waldenu.edu/1411.htm, Accessed 27 January 2014).

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- University of Chicago Library Social Media Policy: All comments related to attitudes and behaviours against the U.S. laws on social media pages of the library such as Facebook, and comments for site promotion irrelevant to the subject except for the main purpose of the pages are deleted (http://www.lib.uchicago.edu/e/about/socialmediac omments.html, Accessed 11 February 2014).
- University of Utah Spencer S. Eccles Health Sciences Library Social Media Policy: Profanity, insults or hate speech, copyright, trademark, or other intellectual property rights violations, spam or commercial advertising shares and off-topic comments are not allowed (http://library.med.utah.edu/lib/EHSL_SocialMedia Policy.pdf, Accessed 11 February 2014).

When we examine the university library that has social media policies, it is seen that there are common rules. The rules contained in social media policy of the university libraries are as follows:

- In their own content; obscene, racist, derogatory comments or other objectionable items cannot be shared.
- Personal attacks, insults or threatening language should not be used.
- Slander statements cannot be included.
- Sharing information stolen or contrary to copyright law is not permitted.
- Commercial promotions or spams cannot be shared.
- While the libraries are promoting people to share information, discuss or for self-expression, it is desirable to carry out them with respect and courtesy. If you can not comply with these rules, library reserves the right to delete anything objectionable.

To create a social media presence of the university libraries is quick and easy. For this purpose, very little technical skills are sufficient. The more difficult part is to provide value for users with interesting content and to keep it up to date and is to establish links with other services. In a sense, the use of social media has a role as a tool in order to enable communication with the strategy behind (http://library.ifla.org/129/1/152-benn-en.pdf, Accessed 11 February 2014).

XII. Social Media Tools Used in Libraries

In research conducted, it is seen that social media tools most used in the libraries are Facebook, Twitter, YouTube, Instagram, Flickr, Blog, Tumblr (Johnson & Burclaff 2013; http://commons.gc.cuny.edu/wiki/index.php/Best_Practic es_in_Social_Media_for_Academic_Libraries, Accessed 29 January 2014; http://www.ala.org/news/mediapresscenter/americaslibrar ies/socialnetworking, Accessed 29 January 2014; http://www.ebizmba.com/articles/social-networking-websites, Accessed 11 February 2014). With these tools often used, users and librarians transfer thoughts, the issues they want to take care via photos, reviews and videos. The university libraries should be attentive while sharing anything on their social media accounts. They

shall not share any opinion meaningless, of which accuracy is unknown or not connected with the subject. Then "What the libraries should share in social media?". Libraries must share;

- Library news and events: If any events will held at the library, opening-closing times of the library has changed, or if the library web page will be repaired, then the users can be notified about this situation via social media accounts. For updates located in the library, social media is a very convenient area.
- New additions to the collection: Users may not have information about new resources added to the library collection. Answers of the questions like "Are there any new books?", "Is there a new bibliographic citation management tool?" may be given to users via social media. Social media is useful in order to inform users about new sources of the library.
- Articles, videos, links, etc.: Shares surely must be current. Information related to your sources or about your current institution should be shared. In short, your shares should be useful to the users.
- Data community: Libraries can transfer important information to the community through social media tools. Libraries are located in the centre of the environment / and the institution which they are attached. Care must be taken regarding the sharing of useful information for the society.
- Ask for feedback: Social networks are free environments to ask questions to followers and chat with them. Therefore, the followers can be often asked the question, and their thought about the library can be learnt: as "Why do you use the library?", "What is the last book that you read?", "Which author would you like to see?", "Are you experiencing problems in accessing e-resources please?", "Have you seen our new publications?", and "Do you like our library logo?".
- Respond to people: The accolades to the library via social media must be approved gracefully. If you are getting negative feedbacks from library users, when addressing the issue, you should approach in a positive and constructive way. If a person complains on Twitter as there is a lot of noise in the library; the answers should be polite and smile as "We're coming to say be quiet!", "You have a quiet study room". While helping users with problems, to be positive, and to use humour may be a good strategy to change people's perspective. While having the power to influence of being online, to ignore people (users/readers) in speech about the library will be the biggest mistake.
- Photos: Twitter and Facebook allow photos to be shared without burdening people too much by links and tags. Only the use of text can be boring after a while. It is possible to strengthen the meaning asked to be given by adding pictures to posts with the aim to attract the attention of users. If there is an author in the event of the library, or if an important person is invited to seminar, the announcements of events can be done by sharing a

photo of the students talking with him/ her, and attention may be drawn to the library.

- And more: You must be creative in shares and not be bound by the above-mentioned titles. When the librarians who well know the user / reader community that they provided service asked themselves as "What would be interesting and useful for them?" the answers received should be shared via social media (Burkhardt, 2010).

Any information shared by acting by the strategies developed in accordance with certain rules will provide an effective acceptance of social media presence of the university libraries.

XIII. Marketing the Library Being to Your Users / Readers

What can be done for sharing messages with useful and interesting content, for many users/readers to be aware of the existence of social media for libraries? To market social media presence, university libraries necessarily need to have a strategy:

- Sharing the links: Sharing the links (link) of the social media accounts on home pages of the library will lead to an increased awareness. If more than one social media tool is used, necessarily other accounts should be mentioned in these tools. Librarians should to put links of their social media accounts in their e-mail signatures.
- Talking to people: One of the most powerful aspects of marketing is transferring from ear to ear. Therefore, at the information desk in the community, the frequent mention of the existence of social media accounts will be effective.
- Library using trainings: During the training of library use, in the library and outside the library (office, classroom environments), necessarily the library's social media accounts should be mentioned to users/readers. To facilitate access to library, the users/readers should be informed on that each method is adopted and library services are in their hands via social media.
- Print advertising: Giving the introduction of social media accounts on advertisements that will take place in print media other than promotional messages in your surroundings is important. For this purpose newspapers and magazines issued by the students at the university are used.
- Web ads: On Facebook, there is the opportunity to receive targeted ads in community. The ads are cheap and effective. There are university libraries which are using this method. Libraries of Stanford is the most beautiful and successful examples of this.
- Build links via incidental friends: the people whom you become friends, and you follow on social media are surely taking place your community. While you are on Facebook, you can advise the library page to people you know, your followers, and your users with the function of "Advice a page to a friend". Students often follow libraries initially via social media. In this way, social media network can be expanded.
- Follow and watch in return for follow-up: If you follow persons on Twitter by searching for community, you will see that they follow you after a short time. To increase the number of followers in social media is not an easy task. The increase in the number of followers is very important. Social media means sharing, learning, and chatting. Therefore, if people are following you, this means that they care about you.
- To respite: Goals should be set for social media accounts of the libraries and time should be given to achieve this goal. After reaching the designated target, the targets are required to be developed again. Social media requires time and attention. Over time, social media presence of the libraries will be known and the number of followers will increase (Burkhardt, 2010).

XIV. Conclusion

A universal social media policy should be created in order to effectively support the training of university libraries, to increase the number of the users, and to ensure the adoption of its presence on social media. University libraries should have an accessible web page [SEO (Search Engine Optimization)].

Social media policy should be discussed on library web pages coinciding with and supporting the University's corporate identity of the university libraries, under the directory. Also in the university libraries, it would be useful for the persons who manage these accounts to receive training on public relations, social media and marketing issues in order to use social media more effectively and efficiently.

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