

Analysis on the Application of Wechat in University Library Management

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Abstract: With the development of wechat technology, its application is more and more widely. In the current university library management work also attaches more and more importance to the application of wechat. However, there are still many problems in library management. In order to solve these problems, we should actively explore the application of wechat and closely combine wechat with university library management. This paper analyzes the problems existing in the current university library management through literature method and specific management practice, and discusses the advantages of the application of wechat in the management and the effective application strategies of wechat in the library management. It is hoped that this paper can provide some reference for improving the management quality of university library.

Keywords: University; Library management; WeChat

Introduction

In recent years, wechat has become a social software and communication tool widely used by the whole society. In addition to serving as a social software and communication tool, wechat is also rich in other functions. Wechat has powerful information retrieval function, information classification function and so on, which can facilitate the current management of university libraries. In the management of university library, the use of wechat can make the quality of management work higher, so universities and colleges should actively play the role of wechat to promote the smooth management of university library.

1. The problems existing in the management of university library

1.1 The management team is not sound

The management of university libraries is often carried out by professional library managers, but many library managers have a long working age, and these managers still use the traditional management mode to manage library resources through manual classification and manual filing. These personnel do not make more use of wechat technology or modern information technology to manage library resources. The management team has not participated in the training in time to learn the new library management methods, resulting in the current management team is very imperfect, especially the management team information literacy is very obvious^[1].

1.2 Electronic resources are not abundant

The lack of abundant electronic resources is also one of the problems in the management of university libraries. With the development of modern information, many book resources are more electronic, and are often displayed through various PDF files and network links. However, the current university library management has not fully purchased the electronic resources, the construction of the electronic information database is very imperfect, students and teachers can not even find the electronic resources they want to use through the school Intranet when using books, which forces teachers and students to look for paper resources in the library. And the management classification of paper resources in the library is very chaotic, which leads to students and teachers spending a lot of time in the process of searching, and even cannot find the resources they need.

1.3 Insufficient use of wechat

In the current university library management, the insufficient use of wechat is also a very obvious problem. Many people only regard wechat as a communication tool and social software. They do not see the role of wechat public account, wechat video and wechat link in library management. More people regard wechat as a chatting tool. When students and teachers want to find book resources, they just ask the management staff of the library whether they have a certain book or whether they have certain resources through wechat chat, instead of conveniently searching the early books they want through wechat mini program, and quickly find the location of the books they need. This leads to the current wechat only stays in the status of chat software, chat tool, and has not been more used in the library management work.

2. Advantages of wechat in university library management

2.1 Convenience

The function of wechat is very convenient, its file transfer function, file search function can bring convenience to the current library management work. Wechat can also push some resources to teachers and students through the small program. After teachers and students pay attention to the small program, it is convenient to find the books they need. Therefore, one of the advantages of wechat in university library management is its convenience, which can bring the greatest convenience to teachers and students^[2].

2.2 Various forms of promotion

The function of wechat is very powerful, and it can promote book resources in various forms in library management. The forms of

promotion are diverse. For example, when promoting a book on wechat, the outline in the book can be displayed through the wechat public account, so that readers can know whether the book is the one they need from the outline. Wechat can also let viewers find the resources they need through a brief introduction of one or two minutes in the form of wechat short videos. Wechat also has a variety of small programs, links, etc., can also easily push book resources to readers, let readers find the books they need from small programs, web links, so wechat promotion forms are very diverse.

2.3 The user base is large

Wechat is used by a large number of people in society, with more than 1.26 billion users worldwide using wechat for communication, shopping, searching for resources and so on. It can be seen that wechat has a large user base, and basically every student in each school has a wechat account. In library management, students can also look for resources they need by following wechat public accounts.

3. The application strategy of wechat in university library management

3.1 Make full use of wechat accounts

The wechat official account can introduce the general outline of a book in the form of a short article. In management in university library, therefore, in order to make the teachers and students got a general idea of the content they need, and can be convenient to find the content they need, in the process of management to the school library should make full use of WeChat public resource is set to the special public, pushed to the group in each class, the students and the teachers focus on the public, And click into the public account after the small program can enter the resources they need in the search bar, through the search bar to find students and teachers need resources^[3].

3.2 Design short videos for wechat promotion

In recent years, wechat short video has emerged. Wechat short videos have similar functions to douyin and Xiaohongshu videos, which can present some content through the content of the video. Therefore, in the process of library management is to make full use of the function of WeChat short video, the contents of some books on the video, the video setting dozens of seconds or a minute or so, introduced the content of books and sent via video push to the class, let students and teachers can be found under the push of the video of some of the books they need.

3.3 Design wechat web links

With the development of wechat, the function of its web links has become more specialized. Therefore, wechat web links should also be designed in the management process of university libraries. By clicking the links, users can jump to the page and go to the school library Intranet page or baidu or 360 page to search for the resources they need conveniently. During the design process, these links should be put on the homepage of the wechat official website of the school library. After clicking on the homepage of the wechat official website, teachers and students can jump to the search page through the link and enter the Intranet of the school library to search for the book resources they need.

3.4 Improve the quality of the management team

The quality of management personnel also has a great influence on the current university library management. Therefore, in the management process should constantly improve the quality of the management team, improve their information literacy, especially to train the management team to use wechat ability. Schools can open wechat management training courses so that library managers can learn how to use wechat to manage library resources conveniently in the training courses, and they can push library resources through wechat to provide more choices and references for teachers and students, so that the current management quality is higher.

4. Conclusion

In a word, there are some problems in the current university library management, such as imperfect management team, insufficient electronic resources and inadequate use of wechat. Wechat is convenient in library management, its promotion forms are diverse, and the user base is also large. Therefore, in the process of management, we should use the public wechat official number, wechat short video, wechat web links and other management. In addition, we should also improve the quality of the management team, so that the management personnel can make full use of wechat to improve the quality of management and do a good job in management.

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