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## SOCIAL MEDIA CONTENT OF UNIVERSITY LIBRARIES IN THE CONTEXT OF DIGITAL TRANSFORMATION

*The purpose of the work is to define the concept of 'social media content of the library' and examine its types and features of formation in the digital environment for effective interaction with users. The research methodology is based on a systematic analysis of literary sources and contemporary concepts of digital transformation in the library field, as well as a synthesis of theoretical approaches to content creation and management in social media. Methods of classification, systematisation, and conceptualisation were applied to identify the types of social media content, their functions, and their role in the development of university libraries. This approach allows defining the concept of "social media content of the library" as a complex category reflecting the interaction between libraries and users in the digital environment and provides a foundation for further empirical research. The scientific novelty of the research consists in the introduction and substantiation of the concept of "social media content of a university library," defined as a set of informational, educational, popular-scientific, and communicative materials created or disseminated by the library to inform, engage, and support users in the digital environment. The conclusions demonstrate that systematic management of social media content in university libraries allows not only to provide access to resources and support academic activities, but also to effectively shape the library's digital reputation, stimulate active user participation in scientific and cultural life, enhance information and digital literacy, adapt content to the specifics of various social media platforms and target audiences, integrate social media into strategic communication processes, and ensure the long-term strengthening of the library's image as a modern, innovative, and socially active knowledge centre. Moreover, the clear definition and classification of content types create a foundation for project-based management and content strategy planning, enabling the library to respond as effectively as possible to user needs and the digital challenges of the modern information environment.*

**Key words:** libraries, university libraries, library services, social media content, digital transformation, social networks, digital resources.

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## СОЦІАЛЬНОМЕДІЙНИЙ КОНТЕНТ УНІВЕРСИТЕТСЬКИХ БІБЛІОТЕК В УМОВАХ ЦИФРОВОЇ ТРАНСФОРМАЦІЇ

*Метою роботи є визначити поняття «соціальномедійний контент бібліотеки» та дослідити його типи й особливості формування у цифровому середовищі для ефективної взаємодії з користувачами. **Методологія дослідження** базується на системному аналізі літературних джерел та сучасних концепцій цифрових трансформацій у бібліотечній сфері, а також на узагальненні теоретичних підходів до формування та управління контентом у соціальних мережах. Використано методи класифікації, систематизації та концептуалізації для визначення типів соціальномедійного контенту, їхніх функцій та ролі в розвитку університетських бібліотек. Такий підхід дозволяє окреслити поняття «соціальномедійний контент бібліотеки» як комплексну категорію, що відображає взаємодію бібліотек із користувачами в цифровому середовищі та формує основу для подальших емпіричних досліджень. **Наукова новизна** полягає у введенні та обґрунтуванні поняття «соціальномедійний контент університетської бібліотеки», яке визначено як сукупність інформаційних, навчальних, науково-популярних та комунікаційних матеріалів, створюваних або поширюваних бібліотекою з метою інформування, залучення та підтримки користувачів у цифровому середовищі. **Висновки** свідчать, що системне управління соціальномедійним контентом університетських бібліотек дозволяє не лише забезпечувати доступ до ресурсів і підтримувати академічну діяльність, а й ефективно формувати цифрову репутацію бібліотеки, стимулювати активну участь користувачів у науковому та культурному житті, підвищувати рівень інформаційної та цифрової грамотності, адаптувати контент до специфіки різних соціальних платформ і цільових аудиторій, інтегрувати соціальні медіа у стратегічні комунікаційні процеси та забезпечувати довгострокове зміцнення іміджу бібліотеки як сучасного, інноваційного і соціально активного центру знань. Крім того, чітке визначення та класифікація типів контенту створює основу для проєктного управління та планування контент-стратегії, що дозволяє максимально ефективно реагувати на потреби користувачів і цифрові виклики сучасного інформаційного середовища.*

**Ключові слова:** бібліотеки, університетські бібліотеки, бібліотечні послуги, соціальномедійний контент, цифрова трансформація, соціальні мережі, цифрові ресурси.

Relevance of the research topic. The rapid development of information technology over the past few decades has led to constant, active, and positive changes in the activities of libraries of various types and forms of ownership, including university libraries. The classic function of university libraries – book preservation and book lending – remains in demand today, along with a number of other functions aimed at different categories of users, including: providing access to digital resources and databases, supporting the educational and scientific activities of students and teachers, promoting scientific research and cultural initiatives, conducting educational and informational events, and forming online communities and communication platforms for user interaction.

Social networks have a key role in the formation of various communication communities. They are not only a means of communication, but also tools for promoting library activities, disseminating scientific and popular information, and creating a platform for professional communication. In addition, social media has become one of the catalysts for the transformation of libraries from information intermediaries into digital communication hubs that are in demand by today's target audience. For university libraries, social media has become a key channel for informing, educating, promoting science, and communicating with the academic community.

This raises the question of the need to study and thoroughly understand the social media content of libraries on the Internet.

The purpose of the study is to define the concept of “library social media content” and to examine its types and characteristics in the digital environment for effective interaction with users.

Review of research and publications. Contemporary researchers of library transformation analyse the transformation of the information and communication space in the context of digitalisation, paying particular attention to the development of communication platforms and modern library services.

An article by O. Petrenko in the scientific and methodological journal *Osvita Sumshchyny* (Education in Sumy Region) explores the transformation of modern libraries in the context of rapid digitalisation and full-scale war. The author considers the library not simply as a storehouse of books, but as a dynamic, innovative media space that integrates the latest information and communication technologies to protect public consciousness and develop media literacy [8].

Research by Khrushch S. substantiates the need for a value-based approach to the development of modern libraries, warning against excessive enthusiasm for technical progress to the detriment of their humanitarian mission. The author proposes a concept of an innovative media space that combines the latest digital tools with traditional social functions such as education, cultural memory, and personal development [10].

Yavorska T. justifies the need to transform libraries into active media platforms that use SMM technologies and viral marketing to promote intellectual leisure activities. Special attention is paid to creating video content and interactive engagement that engages young people and develops critical thinking through popular digital platforms. The article emphasises that effective online promotion of books is not only a cultural task, but also an important element of the state’s humanitarian security and the implementation of the national strategy for the development of reading [11].

Birkovich T. and Morozova Y. investigate strategies and effectiveness of promoting library resources through social networks such as Instagram, TikTok, and YouTube in the context of modern digitalisation and wartime conditions in Ukraine. The authors analyse the practical experience of specific institutions, emphasising that virtual presence transforms the library into a dynamic communication centre that provides users with psychological relief and quick access to information. The article emphasises the need to master internet marketing and visual design for the successful promotion of reading among different age groups [2].

Dosenko A. analysed the role of communication platforms as the latest units of information exchange, which are gradually replacing traditional

journalism in the modern Ukrainian media space. The author studied the thematic dynamics of content, identifying six most popular areas, among which news, personal topics, and rumours are in the lead, indicating the audience’s demand for informal and quick communication [4].

Komova M. and Primakova D. explore the role of multimedia content as a powerful tool for informational influence. Summarising the results of monitoring, the paper emphasises that balanced use of multimedia is critical for effective communication and countering information manipulation in the digital space [5].

Research by Kucherenko I. analyses the role of social networks as a tool for communication between academic libraries and users in conditions of martial law and digital transformation. The author examines statistics on the use of popular platforms in Ukraine and compares the activity of specific higher education libraries on Facebook, Instagram, and Telegram. The concluding section of the article offers strategies for improving the effectiveness of interaction with young people, in particular through regular content updates, the use of interactive tools, and the introduction of artificial intelligence [7].

In 2022, Vovk N. analysed the role of libraries during a full-scale invasion through the prism of social networks. The conclusions of the study emphasise that digital platforms have become a key tool for uniting the community and promptly informing readers during a critical period for the state [3].

An article by Krasinsky O. explores the large-scale digital transformation of libraries, analysing their transition from traditional book repositories to high-tech information centres. At the same time, the author emphasises the need for inclusive access to resources for vulnerable groups and calls for improving the regulatory framework for the full integration of Ukrainian libraries into the global digital space [6].

In 2022, Ponomarenko L. and co-authors published *Methodological Recommendations “Modern Forms and Methods of Meeting the Information Needs of Users of Educational Libraries”* in Ukraine, which analyse the transformation of the information and communication space in the context of digitalisation, paying particular attention to the development of communication platforms and modern library services. The authors explore the characteristics of media content formation, in particular the popularity of short messages and videos, which are gradually replacing traditional sources of information. The authors placed particular emphasis on the activities of libraries that use social networks to promote reading and implement innovative technologies such as artificial intelligence and electronic repositories [9].

As we can see, most authors study the

peculiarities of media content formation, in particular the popularity of short messages and videos, which are gradually replacing traditional sources of information. Special emphasis is placed on the activities of libraries that use social networks to promote reading and implement innovative technologies such as artificial intelligence and electronic repositories. Research highlights the shift from passive service provision to active engagement with users through marketing tools and interactive formats.

**Basic materials.** Modern university libraries are increasingly expanding their traditional functions, actively integrating into the digital space and using social media to interact with users. This allows the library not only to provide access to resources, but also to support the learning process, engage different audience categories, form professional communities, and enhance its image in the digital environment. This approach creates a foundation for systematic planning and content management that takes into account user needs and requests.

The development of information technologies and their widespread use by modern libraries has led to the emergence of an innovative media space in contemporary libraries, which Khrushch S. interprets as a complex of technical, technological, and software tools formed in the course of the digital transformation of libraries, which ensures the satisfaction of users' informational, educational, and social-communication needs related to their professional, public, and educational activities, leisure, everyday life, personal development, and communication [10]. Thus, the innovative media space of a modern library is a complex multifunctional task that should be formed through project management with the direct involvement of library practitioners and library scientists in the implementation of the project [8].

We can say that this media space is formed from library websites, web forums, social networks, blogs, online communities, platforms for sharing multimedia content, educational portals, and electronic repositories, which together provide an informational, educational, and communicative environment for users.

According to data from the Digital 2025 Global Overview Report published on the Ukrainian website Media Maker, as of January 2025, there were 21.6 million social media users in Ukraine, representing 56.4% of the country's total population. Among the adult population (18+), 19.5 million people, or 61.5% of adult citizens, used social networks. In addition, 68.5% of Internet users in Ukraine used at least one social media platform [1]. Based on these indicators, we can conclude that social networks should become one of the key platforms shaping the media space of a modern library.

It should be noted that social networks mainly

contain multi-format content, including text, visual, audio, and video material. In particular, multi-format content is widely represented on Facebook, Twitter, Google+, LinkedIn, Tumblr, and other platforms, while visual and video content is mainly distributed through YouTube, Flickr, SlideShare, Pinterest, and Instagram [11].

When determining the format and form of content on university library social media, it is extremely important to consider various target segments, including students of different courses and specialties, teachers and researchers, graduate and doctoral students, administrative staff, as well as the wider academic community and the general public interested in the library's scientific and cultural projects.

The key difference between these segments is their active use of specific social networks. According to global statistics as of January 2025, Facebook is the largest platform in terms of user numbers, with approximately 3 billion users. YouTube is in second place with an audience of 2.53 billion people. Next, with identical figures of 2 billion users, are Instagram and WhatsApp, while TikTok occupies the next position with 1.59 billion users [1]. When it comes to age differentiation in social media use, there is a clear segmentation according to segments: the younger generation (schoolchildren and students) are active users of Instagram and TikTok, while people over the age of 25 remain active users of Facebook. This is confirmed, in particular, by the following statistics: the main Ukrainian audience for Meta products is people aged 25–45; as of early 2025, 37.1% of adults in Ukraine aged 18 and older used Instagram; the main Ukrainian age group on Instagram is users aged 18 to 44; Ukrainian TikTok users are mostly young people aged 18 to 34 [1].

Accordingly, it is important to consider the need for diverse content depending on the type/kind of social network, target segment, and information needs of the audience. The results of a study conducted by V. Kucherenko and L. Kyslyuk based on the scientific library of the Yaroslav Mudryi National Law University, the scientific and technical library of the National Technical University "Kharkiv Polytechnic Institute", and the Central Scientific Library of V. N. Karazin Kharkiv National University show that despite the overall activity of these libraries on social networks (mainly Facebook, Instagram, and Telegram), some social networks lack content aimed at students, regular updates, and interactive tools [7].

The content of university library social media pages is unique in that it is focused on the academic and scientific activities of users, supporting the educational process, improving information and digital literacy, promoting research and academic achievements, as well as forming professional communities

and interactive communication with students, teachers, and scientists. Therefore, we can identify the following types of content on university library social

media pages: informational, educational, popular science, and communication.



*Fig. 1. Types of social media content of a university library*

The information content includes posts with event announcements, library news, information about resources, services, changes in operations, efficiency and regularity as key characteristics, etc. Based on the analysis of the Facebook pages of the Scientific and Technical Library of Lviv Polytechnic National University, the Scientific Library of Ivan Franko National University of Lviv, the L. Kanishchenko Library of Western Ukrainian National University, and the Scientific Library of Ostroh Academy National University, we note that most of the publications between September and November 2025 are informational in nature.

Educational content that helps improve users' information and digital literacy is important for university libraries. University libraries act as educational intermediaries, helping students and teachers work effectively with information, navigate digital resources, and adhere to the principles of academic integrity. Examples of such content include tips on searching for information in scientific databases, recommendations on formatting bibliographic references, and materials explaining academic ethics standards. Of particular importance in this context is the format of "microlearning" (short training modules) on social networks, which allows training materials to be presented in a concise, easy-to-understand form, ensuring effective knowledge acquisition in a digital environment.

In order to promote scientific research and academic achievements of the university, libraries can post popular science content on social media pages, which will help the library become a kind of mediator

between science and society. It is extremely important to use this type of content from the perspective of the fundamental principles of open science, which provides broad access to scientific data, publications, and research, promotes transparency in scientific processes, and encourages public engagement in academic activities. Through popular science content, the university library can not only inform users about the latest scientific achievements, but also encourage their participation in scientific life, increase interest in academic disciplines, and foster a culture of scientific literacy among a wide audience.

In addition, popular science content on the university library's social media accounts plays an important role in shaping its image, as it demonstrates the educational and scientific institution's activity and innovation, highlights its academic achievements, and contributes to the formation of a positive perception among students, teachers, and the general public. By disseminating accessible and interesting scientific information, the library helps the university emphasise its status as an open, modern, and progressive centre of knowledge, strengthens the reputation of the academic institution, and builds trust in its scientific and educational initiatives.

The last type of content, which has become the answer to the requests of all target audience segments, is communication. It is based on the dialogical nature of social media, allowing the library not only to inform users, but also to actively interact with them. Such forms of interaction include surveys, comments, interactive materials, and stories that encourage users to participate in the life of the library. Communication

content helps build an online community around the library, bringing together students, teachers, researchers, and a wider audience with shared interests. In addition, feedback obtained through such interactive tools is an important element of content management, allowing the library to adjust its publication strategy in line with user needs and preferences.

Based on the types of content identified on library social media pages, we conclude that publishing content in accordance with a pre-determined content plan will enable libraries to effectively engage users, support their academic and informational needs, increase their level of information and digital literacy, promote science and cultural values, and shape a positive image of the library in the digital environment. and their reasonable combination allows us to formulate the concept of “social media content of a university library”: a set of informational (aimed at transmitting relevant and useful information to users), educational (aimed at improving information and digital literacy), popular science (promoting science, research, and academic achievements), and communication materials (facilitating interaction with users and community building) created or distributed by the

library on social networks to inform, engage, and support users in the digital environment.

Conclusions. Social media content from university libraries is a key element of the modern digital media space, ensuring effective interaction with users and forming the basis for strategic communication. Its significance lies in comprehensively satisfying the informational, educational, scientific, and social-communication needs of the audience, stimulating the activity of students, teachers, and scientists, as well as promoting professional development and knowledge exchange. Social media content supports users' academic needs through educational and informational materials, promotes information and digital literacy, and popularises scientific research and cultural initiatives. In addition, it plays an important role in shaping a positive image of the library as a modern, innovative, and socially active centre of knowledge. Prospects for further research lie in the systematic analysis of cases, content strategies, and the evaluation of the effectiveness of social media content for different audience segments, which will allow for the improvement of approaches to planning and managing digital content in the library sector.

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