



Gedung akal laut bicara

Reaching users through Facebook in pandemic situation: The Malay Studies Library (PPM), University of Malaya experience

Introduction

- Launched in 2014.
- <https://www.facebook.com/malaystudieslibrary/>
- Purpose : to promote the library collection, services and activities of Malay Studies Library (PPM).
- Page Performance (as 1st April-31st June 2021) :
 - >Page Reach: 1191 views
 - >Engagement : 624
 - >Shares : 64
 - >Reactions : 323
 - >Clicks :25
 - >Follower: 752 (Malay Studies Students & enthusiasts)

Problem Statement

Covid-19 Pandemic is leading to library closure. This causing difficulty to existing users to get information. since large number of resources in Malay Studies is still available in printed format. Thus, an alternative platform e.g., Facebook can be utilized to reach users to continue serving them with relevant information.

Objectives

1. To discuss the responses taken by Malay Studies Library via Facebook page to serve its users during current pandemic situation and identifying their most preferred content type (Image or plain text)
2. To describe challenges in providing services with Facebook for subject specific online community.

Research Methodology

Three (3) months (1st April-31st June 2021) audience data from Malay Studies Facebook and librarian experience in managing the page were analyzed and discussed. Page Reach rate determined the ranks and user preferences of content types (Images and plain texts) . Content Engagement rate was referred to enhance the analysis.

Responses Via Facebook



1. To provide information
2. To give motivational words/ to console. ,Sabar, Tabah
3. Safety reminder on Covid-19 e.g,# patuhisopcegaCovid
4. Library updates. E.g., Current state, Project, housekeeping,
5. Answering library queries.E.g Comments / Messenger renewal, fines, info request.

Day	MON	TUE	WED	THU	FR	SAT	SUN
Subject	MALAY	LIT	LING	SOCIO	ARTS	WISD	PREP

Examples of content



Perpustakaan Pengajian Melayu, Universiti Malaya
Published by Bunga Padi · 18 June ·

"Hidup bukan buat berpesat dan bukan untuk meratap . Hidup adalah untuk bekerja"
- Hamba, Laribaga hidup

63 People reached 8 Engagements ↑ +2.3x higher Distribution score Boost post

3 1 comment



Perpustakaan Pengajian Melayu, Universiti Malaya
Published by Buffer · 26 July at 8:11 am ·

Hingga kini Bahasa Melayu merupakan bahasa yang paling pratikal dan termaktub dalam Perlembagaan Negara serta Dasar Pendidikan Negara sebagai Bahasa ilmu.

Suria Janib. (2021).Yakinlah Bahasa Melayu terus berkembang. Pelita Bahasa, 33(2).1
[#bahasamelayu](#)

64 People reached 17 Engagements ↑ +2.3x higher Distribution score Boost post

14 1 share

Like Comment Share

Comment as Perpustakaan Pengajian Mela...



Users' content type preferences



Period	Content Type	Description	Page Reach	Engagement	Rank	Rank (overall)
1st-30th April 2021	Newspaper cutting (image)	Utusan- Jikey dance	177	3	1st	1st
	Talk poster	DBP-Prof Asmah	122	4	2nd	3rd
	News Url Link	MSN-Sg -Batu	37	3	3rd	
	Plain Text		12	0	4th	
1st-31st May 2021	Image	PPM Library	148	4	1st	2nd
	Plain Text	Hari Raya Greeting	59	9	2nd	
	image	Library book-reshare	47	9	3rd	
	Image	Library Book	46	7	4th	
1st-31st June 2021	Plain Text	Quote- Prof Rahmah	106	18	1st	
	Text with graphic	Quote -Prof Muhd	100	9	2nd	
	Text with graphic	Quote-HAMKA	63	3	3rd	
	Plain Text	Prof Rahmah Passed Away	58	7	4th	

Challenges

1. Network Instability
2. Limited Resources
3. Motivation Ups and Downs
4. Less Audience Reactions

Findings & conclusion

Findings

1. Malay Studies Library Facebook users preferred image content.
2. Plain text content get higher Engagement within context and timing.

Conclusion

1. Image and colorful content could contribute more page reach .
2. Facebook is flexible platform of Library-user communication .
and information dissemination medium.
3. Do more with less.
4. Good care of Facebook community.

Thank you

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facebook.com/malaystudieslibrary