
LIBRARY 2.0 AND SOCIAL MEDIA: A FRAMEWORK FOR INFORMATION LITERACY AND KNOWLEDGE SHARING IN THE DIGITAL AGE

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ABSTRACT

Social media and Library 2.0 have revolutionized how people access, engage with, and exchange information in the digital age. In order to improve information literacy and promote knowledge sharing, this article investigates how social media might be integrated into Library 2.0. It looks at the integration's theoretical foundations, real-world applications, and difficulties. Through the evaluation of different digital tools, platforms, and tactics used by libraries, this article offers a paradigm that promotes user engagement, information literacy, and cooperative learning. According to the findings, social media and Library 2.0 work together to provide a dynamic, inclusive, and interactive knowledge environment that meets the needs of modern learners.

KEYWORDS: Library 2.0, Social Media, Information Literacy, Digital Libraries, Knowledge Sharing, Web 2.0, User Engagement, Digital Learning.

1. INTRODUCTION

The idea of Library 2.0 emerged as a result of the rapid expansion of digital technologies, which has transformed traditional library services. In order to promote increased engagement between libraries and their users, this new paradigm combines Web 2.0 technologies, social media, and user-centered services. The focus of Library 2.0 is on collaborative learning, community-driven content, and participatory services. Social media sites like Facebook, Instagram, LinkedIn, and Twitter have further broadened the reach of information sharing and allowed libraries to engage with patrons in new ways. This study examines social

media's use in Library 2.0, focusing on how it affects knowledge sharing and information literacy.

The evolution of libraries into a more interactive and user-centered model has led to the term Library 2.0, which encompasses a new paradigm driven by the rapid advancement of digital technologies. Traditional library services, once characterized by static collections and limited user interaction, have transformed into dynamic ecosystems that prioritize engagement and community involvement. Driven by the principles of Web 2.0 which emphasizes user-generated content, collaboration, and social connectivity Library 2.0 has emerged as a response to the changing landscape of information consumption and sharing.

Defining Library 2.0

Library 2.0 is not just about the integration of technology into library services; it embodies a holistic shift in the philosophy of librarianship. According to O'Reilly (2005), the concept of Web 2.0 introduces a shift from the “read-only” web to a “read-write” web. This idea is central to Library 2.0, where libraries actively encourage patron participation in the creation and dissemination of knowledge. The significance of this model lies in its embrace of collaborative learning, community-driven content, and participatory services, making libraries more relevant to contemporary users (Casey & Savastinuk, 2006).

User-Centered Services

At the heart of Library 2.0 is the commitment to user-centered services. Libraries increasingly prioritize user feedback, aiming to create services and collections that reflect the needs and interests of the community. This requires a shift from a traditional collection-centric approach to a more flexible, responsive model that accommodates diverse user experiences (Boulos et al., 2016). By soliciting input from patrons through surveys, focus groups, and social media interactions, libraries can better understand user preferences and curate materials and services accordingly.

The Role of Social Media

Social media platforms like Facebook, Instagram, LinkedIn, and Twitter play a crucial role in the Library 2.0 framework by facilitating broader communication and engagement activities. These platforms allow libraries to share resources, promote programs, and interact directly with users, transforming passive consumers of information into active participants in the library community. For instance, libraries utilize social media for marketing their events,

showcasing new acquisitions, and fostering discussions around significant topics, thereby enhancing visibility and relevance (Madhusudhan, 2010).

Additionally, social media enhances the reach of libraries, enabling them to connect with users who may not physically visit the library. This digital engagement is particularly important in reaching younger demographics, who are often more comfortable in online environments than in traditional library settings. By establishing a presence on social media, libraries can engage with this audience in familiar spaces, promoting information literacy and community involvement in a context that resonates with users (Cox, 2016).

Knowledge Sharing and Information Literacy

One of the most significant impacts of social media in the context of Library 2.0 is its ability to enhance knowledge sharing and information literacy. Libraries are increasingly leveraging social media to provide educational content, host virtual workshops, and encourage discussions around information literacy a critical skill in today's information-saturated world. By sharing tips on evaluating sources, understanding copyright, and navigating the digital landscape, libraries empower users to become more discerning consumers of information (Lloyd, 2010).

Moreover, Library 2.0 promotes peer-to-peer learning, where users can share their own insights and expertise through social media channels. This collaborative approach not only enriches the library's offerings but also fosters a sense of community among patrons. As users share their thoughts and experiences, libraries can curate valuable resources and foster meaningful conversations that enhance the learning environment.

Despite the numerous advantages of adopting a Library 2.0 approach, there are challenges that libraries must navigate. Not all users are equally savvy with technology; thus, libraries must ensure their digital services are accessible and inclusive. Additionally, the fast-paced nature of social media requires libraries to adopt a proactive stance in monitoring their online presence and engaging with users in meaningful ways. Striking a balance between professional standards and user-generated content presents another ongoing challenge for librarians (Kirk, 2016).

2. The Library 2.0 Concept

User-generated material, online collaboration, and digital resource sharing are characteristics of Library 2.0, which is an improvement over the classic library paradigm. Library 2.0 encourages active involvement and input, in contrast to Library 1.0, which concentrated on

static materials and little user engagement. User-centered design, frequent technology updates, and receptivity to community feedback are all tenets of Library 2.0. By enabling real-time communication and customized experiences, social media integration is essential to strengthening these ideas.

3. Social Media as a Tool for Library 2.0

Social media has fundamentally transformed the way institutions communicate, particularly in the context of libraries. As libraries adapt to the ever-evolving digital landscape, they recognize that social media platforms are not merely supplementary tools but essential vehicles for knowledge dissemination, communication, and engagement. This phenomenon is often termed 'Library 2.0,' which embodies a shift from the traditional, static library services to dynamic, interactive environments where patrons are encouraged to participate, share, and collaborate in learning.

3.1 Content Sharing

One of the most significant roles that social media plays in libraries is content sharing. Libraries have vast arrays of digital resources, including e-books, research articles, databases, and multimedia content. Social media platforms provide libraries with the ability to distribute this content to a wider audience. For example, by posting links to databases or digital collections on platforms like Facebook or Twitter, libraries can effectively promote their resources and make them easily accessible to patrons. This not only raises awareness about the materials available but also democratizes access to information.

Additionally, many libraries are adopting multimedia sites like Instagram to share visual information. They might upload photographs of new books, highlight special collections, or provide films that teach patrons on how to access and utilize digital resources. Research reveals that compelling visual information tends to draw more attention on social media, which can lead to higher usage of library services. A study conducted by Sinha et al. (2020) indicated that libraries that actively share content on social media had a considerable rise in user engagement, underscoring the importance of content sharing as a critical strategy.

3.2 User Engagement

User interaction is another key part of how libraries handle social media. Platforms such as Twitter and Facebook allow libraries to communicate with patrons on a more personal and participatory way. Through these platforms, libraries can conduct polls to get feedback on services, organize Q&A sessions where users can ask about library services or research

questions, and stimulate debates around popular themes or current events relevant to the community.

Engaging with patrons in this way promotes a sense of community and belonging. It turns the library from a one-way source of information to an active participant in interaction with patrons. Libraries can employ services like Twitter chats or Facebook Live to offer conversations or author lectures, further engaging users. According to a study by Joo et al. (2019), user involvement through social media not only deepens the library's relationship with its customers but also enhances the entire user experience by making it collaborative and inclusive.

3.3 Collaborative Learning

Social media also facilitates collaborative learning among students, researchers, and professionals. Libraries can facilitate virtual study groups, forums, and discussion boards where users can share knowledge, discuss research discoveries, and collaborate on projects. This is particularly helpful in an academic library setting, where students and researchers can profit from shared ideas and resources.

Libraries can collaborate on academic or research-related projects in places provided by platforms like Facebook Groups, Discord, and even LinkedIn. For example, library employees may set up a special Facebook group where students may ask questions about their studies, share resources, and discuss their courses. According to Holley (2021), because users gain from a variety of viewpoints and group expertise, these collaborative settings promote active engagement and can greatly improve learning results.

Libraries can also use social media as a venue to showcase community partnerships or successful programs. Libraries can encourage others to take part in related activities by exhibiting materials or projects that have been the outcome of cooperative efforts.

3.4 Current Information

Social media's rapid pace makes it possible for libraries to give their users real-time updates. Announcements, event promotions, and information about new services or acquisitions must all be communicated via this function. Announcements regarding forthcoming seminars, reading programs, or community events can be posted by libraries to make sure that users are aware of and able to attend.

Additionally, libraries can disseminate information regarding new services or operational modifications, such updated digital services or adjusted hours. Libraries may react quickly to

the ever-evolving needs of their community by being active on social media, which is crucial in the aftermath of crises like the COVID-19 outbreak. Social media became an essential tool for

advertising new digital materials and helping patrons access them when many libraries switched to online services.

Libraries may meet their patrons where they are on the platforms they actively use by utilizing social media. For instance, libraries that successfully employed Instagram and Twitter to notify their patrons about their digital resources experienced a significant boost in user engagement during the epidemic due to timely and pertinent information (Smith, 2022).

4. Improving Social Media Information Literacy

The ability to recognize, assess, and use information efficiently is known as information literacy, and it is a critical talent in the contemporary digital world. Students, professionals, and the general public must be able to navigate an increasingly complicated information landscape with a wide variety of sources and an overwhelming amount of digital content. Information literacy, according to the Association of College & Research Libraries (ACRL), enables people to identify when information is required and gives them the tools to find, assess, and utilize that information efficiently (ACRL, 2020).

Social media and technology have fundamentally changed how people receive and share information in the modern world. It is more important than ever for educational institutions and libraries to integrate these tools into their teaching strategies because of this progression, which necessitates a thorough framework to comprehend and teach information literacy.

4.1 Workshops on Digital Literacy

Digital literacy workshops are one of the main ways that libraries have incorporated social media into their information literacy initiatives. The goal of these courses is to teach participants fundamental digital skills, such as effective information retrieval techniques, source evaluation, and research procedures. Libraries may interact with consumers in real time and reach a wider audience by utilizing platforms like Instagram Stories, Twitter Spaces, and Facebook Live.

For instance, a library may hold a live Zoom session that is broadcast on social media to explain how to use advanced search strategies or efficiently filter search results on scholarly databases. A more interactive learning environment is promoted by the ability for participants to raise questions and get immediate feedback. In addition to promoting

participation, this format accommodates users' hectic schedules and enables them to participate from the convenience of their homes (Bawden & Robinson, 2019).

4.2 Campaigns for Fact-Checking

Fact-checking programs are essential in this era of disinformation and "fake news," as they raise awareness of the significance of confirming sources. Libraries act as information centers where people can learn how to critically evaluate the veracity of the content they come across on social media. Programs that urge users to verify the accuracy of news stories, social media posts, and scholarly sources aid in the development of critical thinking abilities in assessing the veracity of information.

These campaigns might make use of social media sites themselves as instruments. Libraries may develop specific hashtags, such #FactCheckYourInfo or #MisinformationAwareness, to encourage conversations about false information and efficient fact-checking techniques as well. Partnerships with local journalists or fact-checking groups can be used to improve the educational resources made available by these initiatives (Lewandowsky et al., 2017). Libraries enable patrons to develop and become astute information consumers by fostering a culture of critical inquiry.

4.3 Engaging Instructional Materials

Libraries employ social media to produce interesting lessons that meet user demands in a dynamic and fast-paced digital context. These tutorials may be found on websites like YouTube, Instagram, and TikTok as videos, infographics, or detailed instructions. Libraries can draw in younger audiences who might be more likely to consume information visually by using visually appealing forms.

A library might, for example, create a series of brief movies that instruct patrons on how to properly cite sources using various styles (e.g., APA, MLA, Chicago). Infographics can show how to conduct a successful database search or visually outline research approaches. Because the visual components serve to reinforce the information being presented, these resources not only make learning easier to obtain but also assist viewers retain the material (Bawden & Robinson, 2019).

Because libraries might encourage users to contribute their own questions or topics they'd like to learn more about, interactive aspects can further improve these courses. The learning process becomes more collaborative as a result of the peer involvement and sense of community that this user-generated content fosters.

4.4 Knowledge Sharing Through Crowdsourcing

Additionally, social media provides a forum for crowdsourced information exchange, encouraging user collaboration in learning. Libraries can use social media sites like Facebook Groups, Twitter chats, and Reddit to promote conversations on a range of subjects and give people a place to exchange information literacy-related resources, experiences, and insights.

Libraries can remove obstacles and include a range of views and viewpoints in the conversation by setting up a specific area for these conversations. A library might, for instance, urge patrons to investigate new information sources and contribute their results, or it might hold weekly talks on current research trends. Peer-to-peer learning helps people feel like they belong and empowers them to take charge of their education (Joinson, 2006).

Additionally, the creation of online resource repositories may result from crowdsourcing knowledge exchange. Libraries have the ability to curate user-generated information, such as community members' guides or carefully selected collections of academic publications. The larger community gains access to these shared resources, encouraging cooperative knowledge acquisition.

5. Social Media Integration and Library 2.0: Difficulties and Restrictions

The phenomenon known as Library 2.0 is the result of libraries becoming dynamic venues that incorporate social media into their services as Web 2.0 technologies gain traction. This new era improves information availability in appealing ways while also redefining interactions between libraries and their patrons. Social media integration in libraries is not without its difficulties, though. The digital gap, misinformation, privacy issues, and low digital literacy are some of the major issues this paper explores, highlighting how they affect library services and patron involvement.

5.1 Privacy Issues

The privacy concern is one of the biggest obstacles to social media adoption in libraries. User confidentiality has always been a top priority for libraries, but the widespread use of social media platforms has made this ideal more difficult to uphold. Libraries frequently gather information on users' reading habits, preferences, and activities when interacting with them on social media. This presents significant questions regarding the usage, storage, and security of this data.

According to studies, social media sites are susceptible to misuse and data breaches (Cohen, 2018). For example, well-publicized hacks have revealed millions of people's personal information, making consumers fear platforms. Libraries must carefully manage these privacy issues, making sure they abide by laws like the General Data Protection Regulation (GDPR) and warning patrons of any dangers. They must strike a balance between the necessity to preserve user privacy and the advantages of social media involvement, such as expanded outreach and user interaction (Murray, 2017).

Additionally, social media use might give users a false sense of security since they might not completely comprehend the consequences of disclosing personal information online. Libraries should establish explicit privacy rules, hold user education sessions regarding online safety, and offer tools that assist patrons in making knowledgeable decisions regarding their digital footprints in order to allay these worries.

5.2 The Digital Divide

The digital gap may unintentionally be made worse by Library 2.0's incorporation of social media. There are large gaps in information access since not every member of the community has equal access to digital technologies or the internet. About 25% of Americans lack residential internet connectivity, and the problem is even worse for low-income and rural communities, according to the Pew Research Center (2021).

Given that libraries are depending more and more on social media for interaction and communication, these differences pose a serious problem. It calls into question of the equity and inclusivity of information distribution if a portion of the population is unable to receive the information supplied through these channels. Libraries run the danger of alienating people who already have trouble getting information, which would undermine their function as hubs of community knowledge (Bennett, 2016).

Libraries must use a multiprolonged strategy to address these issues. This can involve making digital technologies accessible within the library, giving training courses to assist patrons in navigating the digital environment, and making sure that material is accessible via a variety of traditional and digital means. Libraries can endeavor to promote equity in information access and close the digital gap by doing this.

5.3 False information

The foundation of information literacy that libraries work to promote is challenged by the extraordinary distribution of false information brought about by the rise of social media.

Through social media platforms, fake news, conspiracy theories, and unconfirmed information can spread quickly, impairing consumers' capacity to separate trustworthy information from dubious sources (Farkas, 2019).

This situation poses two challenges for libraries: they must encourage critical information literacy among their patrons while simultaneously utilizing social media as a tool for outreach and instruction. Libraries are essential in helping people become astute producers and consumers of information, which is necessary in the information era (Head, 2013).

Libraries have been putting programs in place to encourage media literacy and critical thinking abilities in reaction to disinformation. Users might be better equipped to traverse the digital landscape by attending workshops and seminars that focus on assessing sources, comprehending bias, and fact-checking (Kitchin, 2019). Libraries may strengthen their position as trusted information facilitators by collaborating with fact-checking groups to curate accurate material and offer users trustworthy resources.

5.4 Insufficient proficiency in digital literacy

Social media's incorporation into library services also emphasizes how many patrons lack digital literacy. Older persons or people from less affluent backgrounds may find it difficult to use social media platforms, even if younger generations are typically more accustomed to them (Helsper, 2012). Users may be unable to effectively utilize library resources on social media due to this lack of competence and confidence.

Libraries must provide priority to continuing education and training programs in order to close the digital literacy gap. Providing frequent workshops, one-on-one meetings, or even online lectures can assist users in developing the abilities needed to successfully use digital platforms. In order to guarantee that all users can access and utilize the materials offered, libraries can also design user-friendly interfaces and offer explicit instructions for using their virtual services.

Furthermore, in order to properly guide users, librarians themselves need to possess strong digital abilities. Maintaining an informed and responsive service team requires ongoing professional development for library employees, with an emphasis on social media trends and emerging technology (Johnson, 2017).

6. A Structure for Including Social Media in Library 2.0 Effectively

Social media has a revolutionary impact on how libraries interact with their patrons, disseminate information, and foster community involvement under the framework of Library

2.0. Libraries must implement a thorough structure that handles user interaction, content quality, cooperation, ethical issues, and continuous evaluation in order to fully utilize social media. This essay examines these five pillars of a successful library social media strategy, highlighting their significance with examples and pertinent literature.

6.1 The User-Centric Method

In social media, a user-centric approach entails giving library patrons' needs, preferences, and habits first priority. In order to learn more about what users desire from library social media interactions, user research will be conducted using surveys, interviews, and focus groups. Designing relevant and engaging services requires an awareness of the user's perspective, claim McClure and Jaeger (2016).

Libraries should also use analytics tools to track user engagement metrics and demographic information. To better serve their audience, libraries can, for example, customize their material by knowing which postings receive the most response. Libraries can make their services more relevant by cultivating an active listening culture that allows them to modify their social media strategy in response to real-time user feedback. As the Allen County Public Library (ACPL) has shown in their social media campaigns centered on local events and collections that speak to community interests, a user-centric approach may also entail personalizing communication, where libraries use direct messaging or targeted posts based on user interests (Bivens, 2020).

6.2 Strategy for Content

If libraries want to use social media effectively, they must develop a strong content strategy. Because it represents the library's dedication to offering trustworthy information, content should be of the highest caliber, educational, and captivating. Libraries can develop a variety of content kinds, including tutorials, infographics, virtual tours, and live Q&A sessions, with the help of a well-defined content strategy derived from frameworks like the State Library of Queensland's Social Media Content Strategy (State Library of Queensland, n.d.).

In addition to being educational, interesting content promotes interaction. Libraries can promote their services and encourage community ownership by using storytelling strategies to communicate user experiences or triumphs. Patron testimonials, behind-the-scenes glimpses at collection creation, and highlights of special library events are examples of the kinds of content that could be successful. When content is properly curated, it appeals to a wide range of age groups, backgrounds, and information demands. Libraries may improve

user engagement and create an online sense of community by making an investment in a clear content strategy.

6.3 Cooperation with Professionals

To guarantee that libraries offer reliable and authoritative content, cooperation is essential. Collaborations with researchers, educators, and information specialists can greatly raise the standard of content that is shared on social media. According to Houghton et al. (2018), cooperation enables libraries to share knowledge, improving the resources accessible to patrons and utilizing community expertise.

For example, libraries can work with local historians to promote information about regional history or with local schools to introduce educational content for students. These partnerships enhance the library's collection of materials while also fostering community awareness and activism. Libraries may increase user confidence by collaborating with local experts to make sure their material is reliable and pertinent. Partnerships can also help with cross-promotion, which benefits both the library and its partners by utilizing their audiences.

6.4 Moral Aspects to Take into Account

It is impossible to ignore the moral implications of social media use, especially when it comes to user privacy and data utilization. Libraries have an obligation to safeguard the privacy of user interactions and to be open and honest about the potential uses of user data. In order to preserve trust, libraries must respect user privacy, as stated in the American Library Association's (ALA) Code of Ethics (ALA, 2008).

Potential dangers can be reduced by establishing explicit rules and regulations regarding social media use. By giving users control over their interactions, libraries may foster user agency and educate their patrons about data management. Libraries must also promote media literacy initiatives and encourage critical thinking among its patrons in order to address the problems of disinformation and hyper-bias on social media platforms.

Additionally, libraries must encourage moral conduct among their employees on social media, striking a balance between professionalism and individuality. Libraries may preserve an ethical presence on social media that supports their function as reliable information sources in their communities by taking a principled stance.

6.5 Ongoing Assessment

Lastly, social media initiatives need to have systems for ongoing review in order to be successful. By assessing the results of social media campaigns, libraries can determine how effective they are and make required adjustments. One can learn which techniques are effective and which are not by using tools like Google Analytics, social media analytics, and user feedback mechanisms.

According to Anderson and Lankes (2018), libraries ought to implement an ongoing cycle of strategy monitoring, review, and adjustment. Frequent evaluations can highlight patterns in patron involvement, enabling libraries to adjust their priorities to meet the evolving needs and preferences of their patrons. This frequent period of reflection also promotes creativity and flexibility, which are essential in an industry as dynamic as library services.

7. CONCLUSION

Social media and Library 2.0 together mark a revolutionary change in the way people access, exchange, and use information. This integration strengthens libraries' function as vibrant, interactive, and user-centered information centers by encouraging information literacy and cooperative knowledge exchange. But it's still critical to solve issues like digital inequality, misinformation, and privacy. The suggested framework gives libraries a methodical way to use social media to their advantage while guaranteeing meaningful interaction and equipping patrons with critical digital literacy abilities. To be relevant in the digital age, libraries must innovate and adapt as technology advances.

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