Global Horizon
TRAINING CENTER

Training Course:
Electronic-Library Management: The place of
Social media in Library and Research services

10 - 21 March 2025
Madrid (Spain)
Pestana CR7 Gran Vía

Training Course:
Electronic-Library Management: The place of Social media in Library and Research services

Training Course code: SC235170 From: 10 - 21 March 2025 Venue: Madrid (Spain) - Pestana CR7 Gran Vía Training Course Fees: 9600 ⏘ Euro

Introduction

In today's rapidly evolving digital landscape, libraries play a pivotal role in disseminating information, supporting research, and engaging with their communities. Electronic library management has become not only a necessity but also an opportunity for libraries to expand their reach and impact. Additionally, the integration of social media into library services has opened new avenues for connecting with users and enhancing research support.

This 10-day training program, "Electronic Library Management: Leveraging Social Media for Library and Research Services," is designed to equip library staff with the knowledge and skills needed to effectively manage electronic resources and harness the power of social media to better serve library patrons and support researchers. Over the course of this program, participants will explore essential concepts, best practices, and hands-on techniques to ensure their libraries thrive in the digital age.

Objectives

Upon completing this training program, participants will be able to:

- Understand the fundamentals of electronic library management and its significance in modern libraries.

- Identify and manage digital collections and electronic resources efficiently.

- Recognize the role of social media in library services and its potential to engage with library users.

- Build and maintain social media platforms that align with library goals and user needs.

- Create compelling and relevant content for social media to promote library resources and events.

- Develop strategies for connecting with library users and responding to inquiries and feedback.

- Utilize social media to support research initiatives and facilitate collaboration.

- Address privacy, ethics, and security concerns related to social media usage in libraries.

- Measure the impact of social media efforts through analytics and feedback analysis.

- Apply best practices and lessons learned to continuously improve library services and social media engagement.

Target Audience

This training program is designed for a diverse range of library professionals, including:

- Librarians: Those responsible for managing library collections, resources, and services.

- Library Assistants: Support staff involved in daily library operations.

- Information Specialists: Professionals engaged in research support and information services.

- Library Directors: Leaders seeking to enhance the digital presence and reach of their libraries.

- Anyone interested in modern library management and social media integration.

Outline

Day 1: Introduction to Electronic Library Management

- Overview of Electronic Libraries

- Digital Collections and Resources

Day 2: Social Media in Library Services

- The Role of Social Media in Libraries

- Building and Managing Social Media Platforms

Day 3: Social Media Content Creation

- Content Creation and Curation

Day 4: Engaging with Library Users

- Connecting with Library Users

- Promoting Library Services and Resources

Day 5: Research Support and Collaboration

- Research Services and Social Media

- Collaborative Tools and Platforms

Day 6: Privacy, Ethics, and Security

- Protecting User Privacy

- Ethical Considerations

Day 7: Evaluation and Continuous Improvement

- Measuring Social Media Impact

- Feedback and Adaptation

Day 8: Case Studies and Best Practices

- Learning from Successful Examples

- Group Discussions and Action Planning

Day 9: Application and Implementation

- Participants work on applying what they've learned to their libraries.

Day 10: Final Assessment and Certification

- Knowledge Assessment

- Certification

Registration form on the Training Course:
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