



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

*4 - 15 July 2027
Cairo (Egypt)*

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

Training Course code: SC235170 From: 4 - 15 July 2027 Venue: Cairo (Egypt) - Training Course Fees: 6300 € 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: Foundations of Electronic Library Management

- Introduction to Electronic Libraries and Their Role
- Understanding Digital Collections and Information Resources

Day 2: Social Media Integration in Library Services

- The Strategic Role of Social Media in Modern Libraries
- Establishing and Managing Library Social Platforms

Day 3: Content Development for Library Social Media

- Principles of Content Creation and Curation
- Designing Effective Digital Library Content

Day 4: User Engagement and Service Promotion

- Strategies for Connecting with Library Users
- Promoting Library Services and Resources Effectively

Day 5: Research Support and Digital Collaboration

- Enhancing Research Services through Social Media
- Collaborative Tools for Libraries and Knowledge Sharing

Day 6: Privacy, Ethics, and Information Security

- Safeguarding User Privacy in Digital Environments
- Ethical Standards in Library Social Media Practices

Day 7: Performance Evaluation and Improvement

- Measuring the Impact of Social Media in Libraries
- Continuous Feedback and Service Enhancement

Day 8: Case Studies and Best Practices

- Analysis of Successful Library Social Media Models
- Group Discussion and Strategic Action Planning

Day 9: Practical Implementation

- Applying Learned Strategies in Real Library Environments
- Developing Action Plans for Implementation

Day 10: Assessment and Certification

- Final Knowledge Assessment
- Program Certification and Closing Session

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

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