Improving the Service Level of University Library by Using Micro-Blog and WeChat

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Abstract: In order to improve the service level of the University Library and increase the utilization rate of the students' libraries, the domestic libraries began to use micro-blog and WeChat. The use of micro-blog and WeChat is in line with the characteristics of college students and can improve the service level of University libraries effectively. In this article, I will start with introducing micro-blog and WeChat, briefly describe the current situation of using micro-blog and WeChat in university libraries, and the measures to improve the service level of university libraries by using micro-blog and WeChat.

Micro-blog and WeChat are the most widely used software in China.People can get information easier and more concrete, and improves the convenience of acquiring knowledge by using them. University Library is an important way for college students to acquire knowledge. But there are a large number of books in the University Library, and many kinds of books are more complicated, more difficult to find. It causes the students lost interest in acquiring knowledge in the library. According to the characteristics of the students, the University Library begins to use micro-blog and WeChat to improve the service level of University library.

1. Micro-Blog and WeChat

Micro-blog is a kind of blog, there are several kinds of Micro-blog, the domestic micro-blog mainly Sina, Tencent, and so on. Sina is the largest number of users among them. Sina is officially changed the name "micro-blog" in 2014. Micro-blog is a web platform to view other people's brief messages by focusing on micro-blog accounts of other people. A number of words in every message is limited to 140 words. There are one-way and two-way ways

of paying attention.

WeChat is an instant communication software launched by Tencent Inc in 2011,has now become the most frequen-tly used communication software in the domestic.

WeChat can not only instant messaging, but also can release the instant feeling of one's moment.

2. The Use of Micro-Blog and WeChat in University Libraries for the Moment

The registration of micro-blog and WeChat software in China is huge, and it is an important way to obtain information in life. However, the time of micro-blog and WeChat's service for University Libraries is not very long, and many aspects are not very comprehensive. They can not serve the University Libraries well or improve the service level of University Libraries. For the micro-blog and WeChat in the university library is not a long time, so the conduct propaganda is not in place. Many people don't know the University Library launched the service way of micro-blog and WeChat, and without using them in a timely manner. Although there are some libraries in China is using micro-blog

and WeChat services, but do not have the ability to play its role. Because of lack of proficiency in the library of the software personnel, and waste the chance to improve the level of university library service.

3. Measures to Improve Service Level of University Library by Using Micro-Blog and WeChat

3.1 Strengthen the Propaganda of Using Micro-Blog and WeChat in University Libraries

Micro-blog and WeChat have been used in university libraries, but they haven't been used for a long time, so many students still don't know. In order to usemicro-blog, WeChat and improve the service level of university libraries, the library should strengthen the library micro-blog and WeChat propaganda. Let more people know the university library has been the introduction of micro-blog and WeChat. In micro-blog and WeChat, it is more convenient to access library services and get the knowledge they need. This approach greatly improves the convenience of reading.

3.2 For the Purpose of Students' Needs, Improve the Appropriate Service

The main service population of University Library is the students of university, so the measures by using micro-blog and WeChat to improve the service level of University Library must meet the needs of students in Colleges and universities. Only the way of micro-blog and WeChat are suitable for college students can arouse students' interest in reading and make it easier for them to acquire the knowledge they need. Now WeChat has located function, if you are a student of the school, you can develop library services for the student as long as you enter the library, and no longer use the library card and other documents, which will make the library easier to use.

3.3 Strengthening Exchanges Between Libraries of Colleges and Universities

Each college has its own characteristic specialty, and the library is to serve the students, most of the data is the professional knowledge about our school, in order to better expand the students' knowledge acquisition, university libraries need to strengthen exchanges between. Between the traditional university library is the exchange of books in a period of time, this work is too heavy, it is now possible to communicate electronically through micro-blog and WeChat, and also can publish electronic information about student needs, which can improve the students' access to knowledge.

3.4 Continuously Optimize Micro-Blog and WeChat Services

Times are changing and technology is developing. Although micro-blog and WeChat have a high frequency of use among college students, they also change over time. In order to make better use of micro-blog and WeChat, and improve the service level of university libraries, the micro-blog and WeChat applications in libraries need to constantly optimize and continuously improve services.

3.5 Increase the Special Management Institution of Microblog and WeChat in the Library

In order to better use micro-blog and WeChat in the library, the university library should set up departments responsible for micro-blog and WeChat, and use professional staff to operate this function and serve the library. Information from micro-blog and WeChat should be in line with the students' characteristics, which can arouse the students' interest and pay attention to the library dynamics. Managers not only have enough understanding about the two software, but also a certain understanding of the network, and ability to maintain network security and ensure the safe use of micro-blog and WeChat.

4. Conclusion

In summary, the traditional way of library use is not consistent with modern college students, and has no ability to arouse the students' interest in reading. Micro-blog and WeChat are the most frequently used network software, are also popular in college students. Therefore, the introduction of micro-blog and WeChat in the university library can be paid more attention to by the students as soon as possible, so as to improve the service level of the library and make more college students pay more attention to the importance of reading.

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