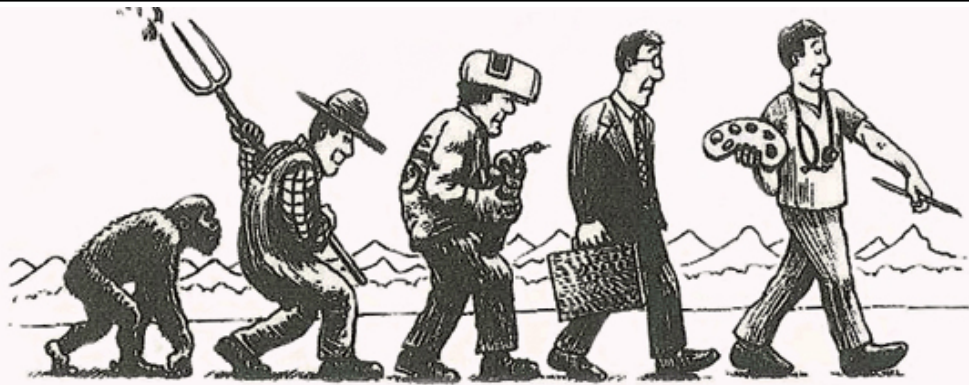




Promosi Perpustakaan Interaksi Pustakawan dan Pemustaka

AMIRUL ULUM
Universitas Surabaya

Universitas Nahdlatul Ulama, 24 Agustus 2021



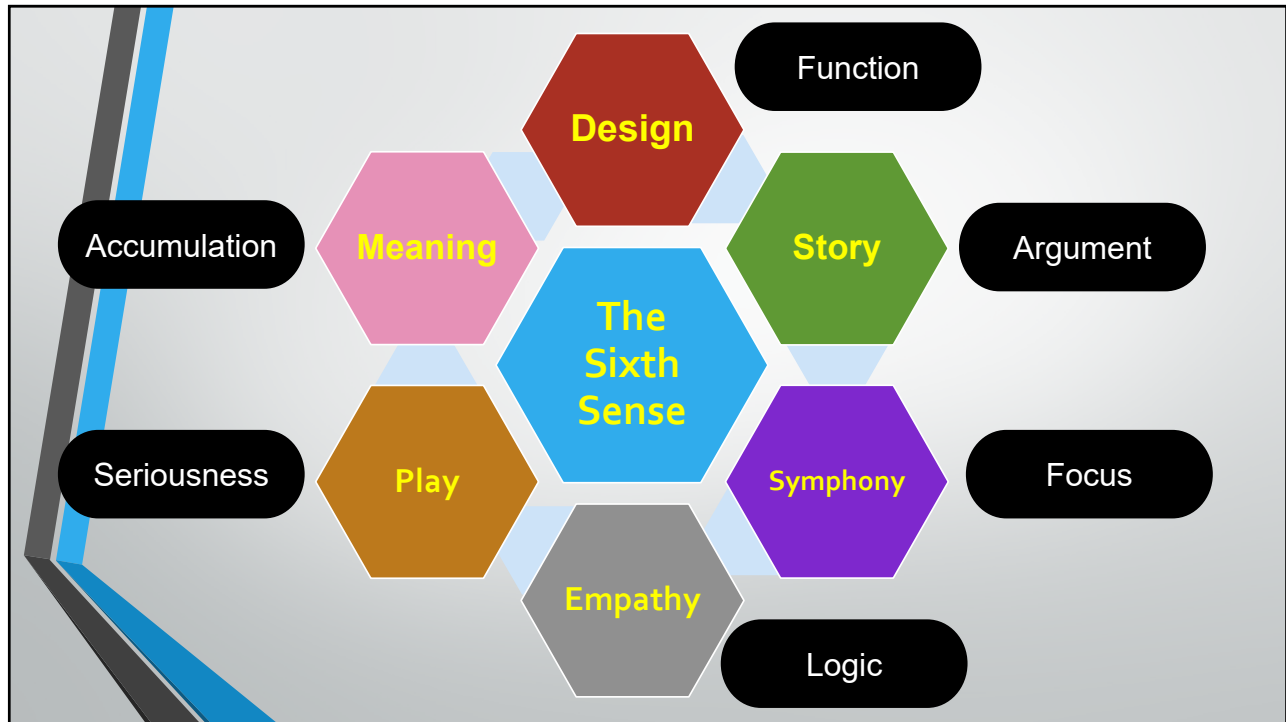
Source: Daniel Pink's Book - A Whole New Mind

Conceptual Age

CREATIVE

IMAGINATION

INNOVATION










APR 2021



OVERVIEW OF GLOBAL INTERNET USE

A SNAPSHOT OF INTERNET USE AROUND THE WORLD

⚠️ INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL NUMBER OF GLOBAL INTERNET USERS	INTERNET USERS AS A PERCENTAGE OF TOTAL GLOBAL POPULATION	ANNUAL CHANGE IN THE NUMBER OF GLOBAL INTERNET USERS	AVERAGE DAILY TIME SPENT USING THE INTERNET BY EACH INTERNET USER	PERCENTAGE OF USERS ACCESSING THE INTERNET VIA MOBILE DEVICES
				
4.72 BILLION	60.1%	+7.6% +332 MILLION	6H 56M	92.8%

SOURCES: KEPIOS (APR 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU, LOCAL GOVERNMENT BODIES, GWI, GSMA INTELLIGENCE, EUROSTAT, APJIL, CNNIC, THE UNITED NATIONS. DATA FOR TIME SPENT AND MOBILE INTERNET SHARE FROM GWI (Q4 2020). SEE [GLOBALLYWEBINDEX.COM](https://www.globallywebindex.com) FOR MORE DETAILS. ⚠️ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES. INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE **NOT COMPARABLE** WITH DATA PUBLISHED IN PREVIOUS REPORTS.

APR
2021

SOCIAL MEDIA USE AROUND THE WORLD

USE OF SOCIAL NETWORKS AND MESSENGER SERVICES, WITH DETAIL FOR MOBILE SOCIAL MEDIA USE

⚠️ SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS

TOTAL NUMBER OF
ACTIVE SOCIAL
MEDIA USERS*



4.33
BILLION

SOCIAL MEDIA USERS AS
A PERCENTAGE OF THE
GLOBAL POPULATION



55.1%

ANNUAL CHANGE IN
THE NUMBER OF GLOBAL
SOCIAL MEDIA USERS



+13.7%
+521 MILLION

PERCENTAGE OF SOCIAL
MEDIA USERS ACCESSING
VIA MOBILE PHONES



99.0%

AVERAGE AMOUNT
OF TIME PER DAY SPENT
USING SOCIAL MEDIA



2H 22M

55

SOURCES: KEPIOS (APR 2021), BASED ON DATA FROM: COMPANY EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; MEDIASCOPE; TIME SPENT DATA FROM GWI (Q4 2020). SEE GLOBALWEBINDEX.COM FOR MORE DETAILS. *ADVISORY: SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY EXCEED INTERNET USER NUMBERS IN SOME COUNTRIES. †COMPARABILITY ADVISORY: BASE CHANGES AND HISTORICAL REVISIONS. DATA MAY NOT CORRELATE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

we
are
social

Hootsuite®

APR
2021

FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 (EXCLUDING CHINA) WHO SAY THAT EACH OPTION IS THEIR 'FAVOURITE' SOCIAL MEDIA PLATFORM*

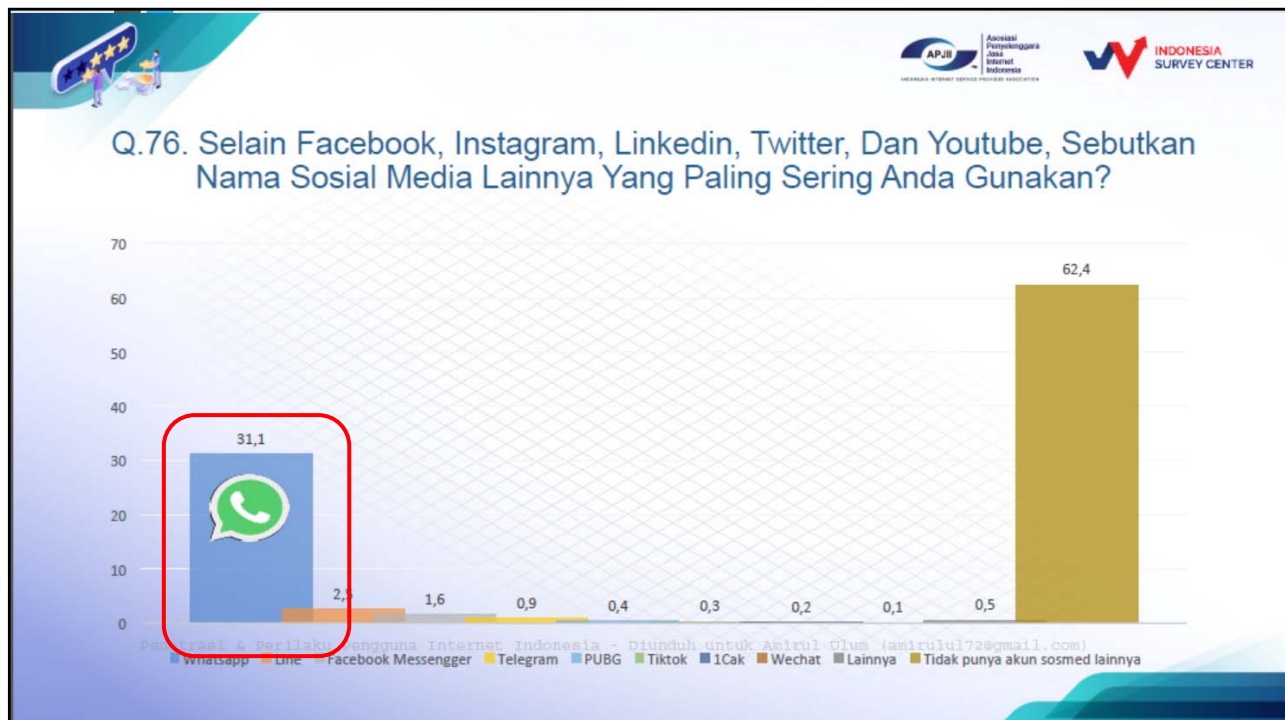
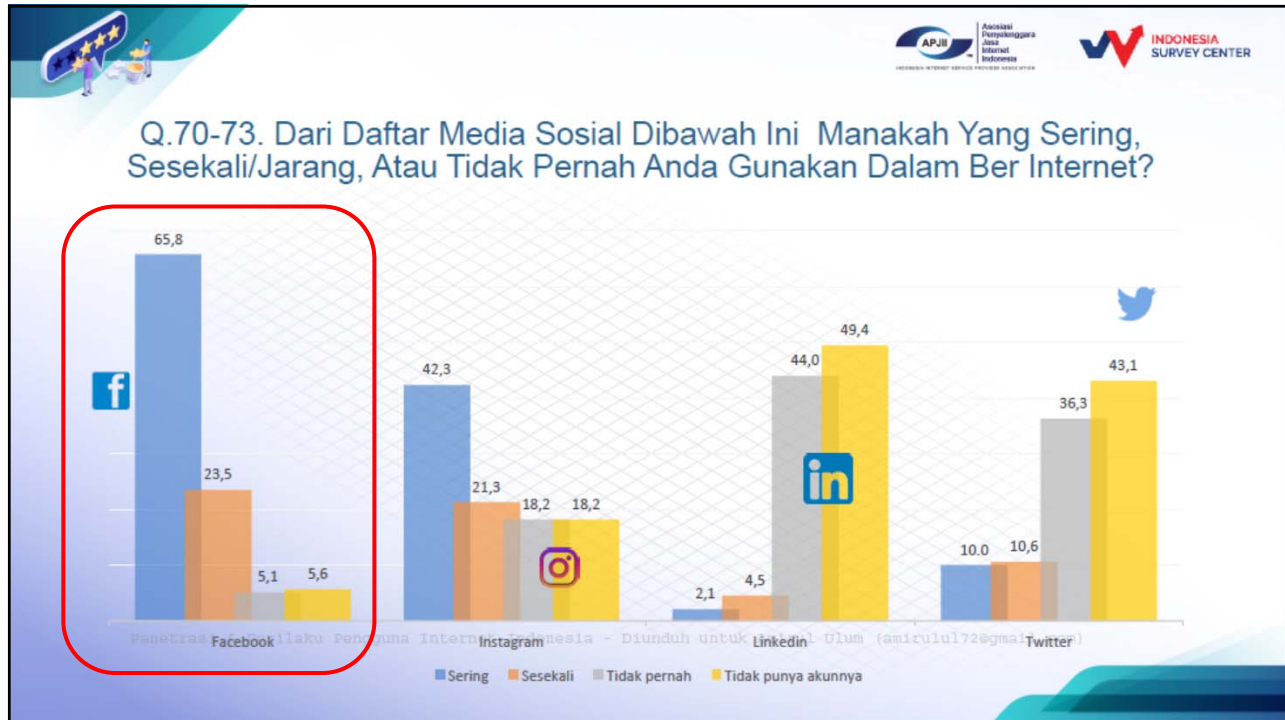


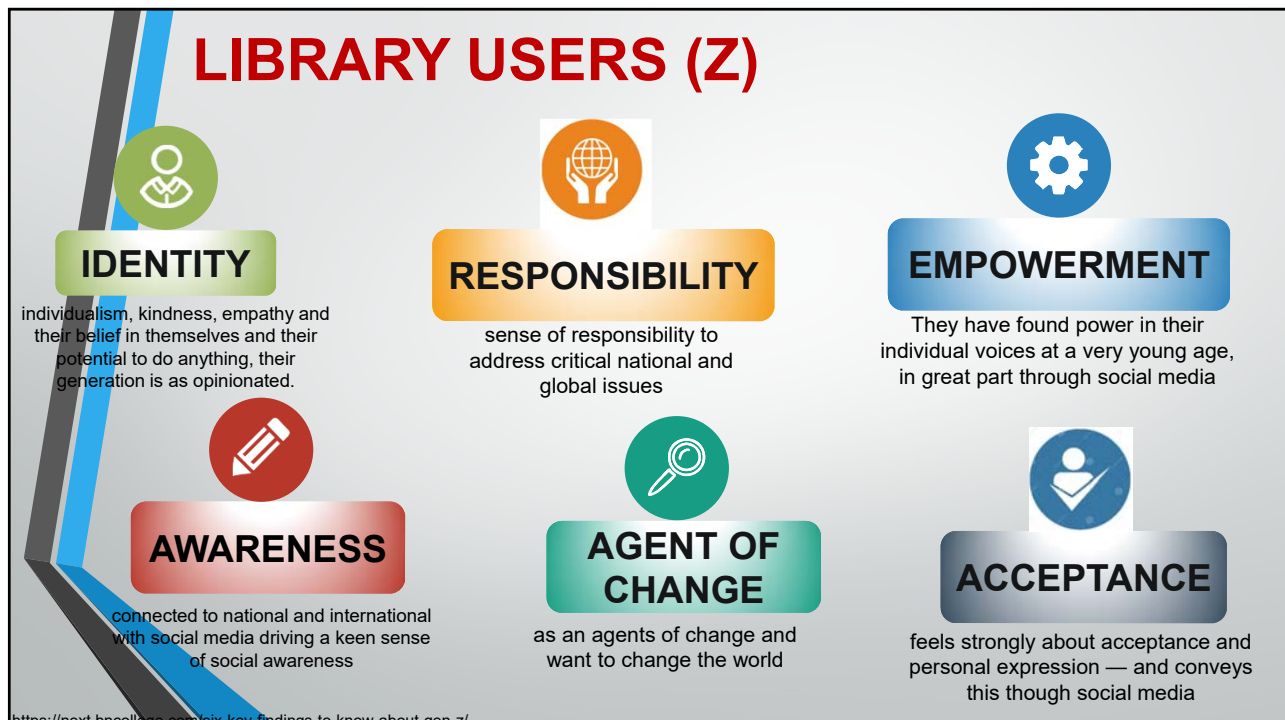
61

SOURCE: GWI (Q4 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS. *NOTES: ONLY INCLUDES USERS AGED 16 TO 64. DOES NOT INCLUDE USERS IN CHINA. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER SOCIAL PLATFORMS NOT INCLUDED IN THE CHART SHOWN ABOVE, SO VALUES MAY NOT SUM TO 100%. INDIVIDUAL RESPONDENTS MAY USE DIFFERENT CRITERIA TO DETERMINE THEIR 'FAVOURITE' PLATFORM.

we
are
social

Hootsuite®





Professional skill

- **Perception of user's needs**, knowledge of conducting users surveys etc.
- Ability to **obtain feedback** from users and skill to **analyze** the feedback.
- Most important quality of taking **right decision at right time**.
- Must have **technical knowledge** such as use of internet, web page design, and product design and presentation skills.

Have knowledge of various **marketing strategies**

Activity

- Create awareness among the user and library staff.
- Create awareness to offer services, products and expertise.
- To know the users need and find out why they require information so that their purpose can be identified.
- Find out the users who do not use the library so that we can concentrate to such user and turn them to use library.
- Use of mass media i.e. Radio, Television, Video Programmes prepared for users .
- Provide specialized services to special group of users e.g. Senior Citizen , blind users, Physically handicapped community users.
- Organize talks of experts, seminars, debate, cultural programs etc. to attract users.

Managing Promotion

- 24/7
- Librarian have the tools and training
- Spirit
- Motivation
- Institution support

unusalibrary

UNUSA
KAMIS, 5 AGUSTUS 2021
PUKUL 10.00 WIB

LIVE IG @unusalibrary

SEPERTI APA SIH HARLAH UNUSA KE 8 DI MASA PPKM?

Bersama:
Yeni Fitria Nurahman, S.IIP
Ketua Panitia HARLAH UNUSA Ke 8

Perpustakaan Unusa library.unusa.ac.id 0822 5729 8363

45 likes
unusalibrary Live Instagram spesial HARLAH UNUSA Ke 8 nih guys 😊
Besok kita kepoin kayak gimana sih HARLAH UNUSA Ke 8 bareng Ibu Yeni Fitria Nurahman, S.IIP @yenifitri4 yg merupakan Ketua Panitia HARLAH UNUSA Ke 8

#liveigperpustakaanunusa
#perpustakaanunusa

unusalibrary

DIREKTORAT AKAMAHIR 6 PERPUSTAKAAN UNUSA PRESENT:
MEET & GREET
Instagram LIVE SESSION

SPECIAL GUEST:
MOHAMMAD QOIMAM BILGISTI ZULFIKAR
(MAHASISWA FK UNUSA / PENULIS BUKU IT'S NOT JUST KIFFEL)

JUM'AT 11 JUNI 2021
MULAI PUKUL 13.30 WIB

LIVE ON @unusalibrary

Perpustakaan Unusa library.unusa.ac.id 0822 5729 8363

63 likes
unusalibrary Hai guys jangan lewatkan live instagram Perpustakaan UNUSA besok siang setelah Jumatan Akan ada doorprizenya jg loh jd jangan sampe ketinggalan ya 😊

#perpustakaanunusa
#liveigperpustakaanunusa

June 10 · See Translation

unusalibrary

SELAMAT KEPADA PEMENANG LOMBA VIDEO KREATIF MAHASISWA

JUARA 1 : SITI NURJANNAH / 1130020092
JUARA 2 : VERY ANDRYANSYAH, NUR MUHAMMAD NUZULUL SYUFI, DAN MALLIANO AHMAD YUSUF / 2440018021, 2440018024, DAN 2440018025
JUARA 3 : SYAFIRA NURUL LITA DAN NURUL HIKMATIN LAILA WITIRIYAH / 2330020015 DAN 2330020055

PEMENANG LOMBA BISA MENGHUBUNGI WHATSAPP PERPUSTAKAAN

Perpustakaan Unusa library.unusa.ac.id @unusalibrary 0822 5729 8363

89 likes
unusalibrary Congratulations!!! 😊... more
View all 2 comments
21 hours ago · See Translation


Alamat :

Perpustakaan Universitas Surabaya
 Jl. Raya Kalirungkut-Surabaya-Jawa Timur- Indonesia
Whatsapp: +62 851 5757 1362 |
 Phone: +62 31 298 1340 |
 Fax: +62 31 298 1341
 Email: pustaka@unit.ubaya.ac.id

Link Ubaya

- › Fak. Farmasi
- › Fak. Hukum
- › Fak. Bisnis & Ekonomika
- › Politeknik Ubaya
- › Fak. Psikologi
- › Fak. Teknik
- › Fak. Teknobiologi
- › Fak. Industri Kreatif
- › Fak. Kedokteran

Akreditasi A

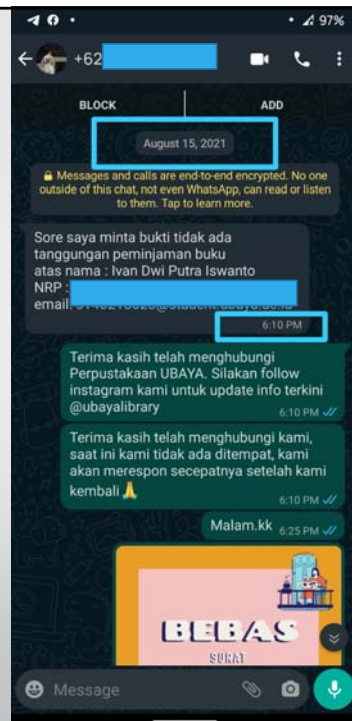
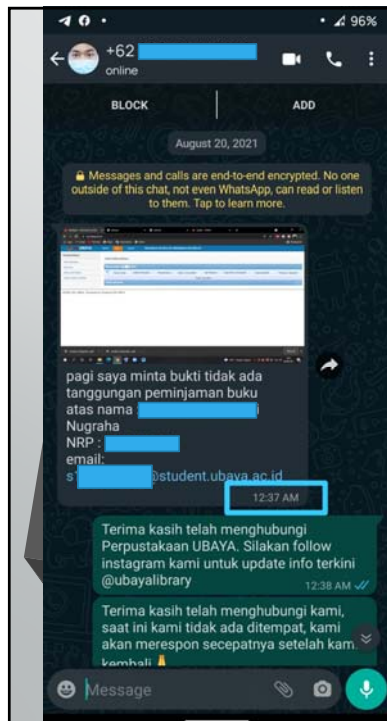


Social Media

[f](#) [t](#) [i](#) [g+](#) [yt](#)

Jam Layanan

Senin - Jum'at : 08.15 - 19.00
 Sabtu : 08.15 - 12.00



Continous Improvement

- Accommodate user engagement
- Approachable and very helpful
- Complete various collection, service, facilities
- Based on social media services
- Maintain user satisfaction

TERIMA KASIH

Amirul Ulum
amirul@staff.ubaya.ac.id
0818 5196 36