Analysis and Research on the Reading Promotion Strategy of University Library

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Abstract: The continuous advancement of science and technology has gradually innovated the promotion methods of libraries. Therefore, how to grasp the development of the times and make the reading promotion work of college libraries better has become a problem that needs to be solved by library managers. This article starts with the importance of innovative reading promotion methods in college libraries, and looks for specific promotion strategies, hoping to provide some reference for other colleagues.

Keywords: Promotion strategy; Library management; Reading promotion

University libraries are important venues for researchers, teachers, students, and experts and scholars to obtain materials and read books. Therefore, the development of reading promotion activities is an important driving force for the library's better development. With the advent of the new era, the rapid economic development and the innovation of scientific and technological means, people's reading methods have gradually changed from traditional paper reading to a method of completing reading activities through mobile electronic devices. In such an era, if college librarians still use outdated promotion methods when formulating reading promotion plans, it will not only be difficult to fully mobilize readers' enthusiasm for reading, but also make the library's own future development prospects worrying. Therefore, how to find a more efficient way of reading promotion in the context of the rapid development of the times is the main research problem of this article.

1. The Importance of Innovative Reading Promotion Methods in University Library

The library is the main base to help people accumulate knowledge. It can help people use the acquisition and reading of materials. While meeting their reading needs, it can become an important intellectual support. The rapid development of emerging technologies has enabled different industries and fields to gradually change the original working methods through the use of information technology, bringing better development vitality to various industries. Therefore, through the introduction of information technology, library management personnel in colleges and universities combine the work of library management with modern content, so that they can better improve the efficiency of data resource integration while the level of networking is gradually improved. Therefore, the library's reading promotion work should keep pace with the times and make corresponding innovations, so as to enable library managers to make better use of current data resources in the process of abandoning outdated promotion views, so as to better satisfy readers' enthusiasm for reading. In the process, ensure the high-quality completion of library reading promotion work.

In addition, with the advent of the information age, people's information acquisition methods have gradually shifted from traditional reading paper books to mobile device terminals. Therefore, under the background of such an information explosion, people not only have more diversified ways to obtain resources, but also the convenient and fast way of reading on the Internet platform is also warmly welcomed by people. This requires library managers in

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colleges and universities to keep up with the development of the times, realize the importance of innovative reading promotion methods, and enable the promotion work to be coordinated with the ever-changing information age through the introduction of information technology. In this way, not only can the book promotion work be free from the impact of the development of the times, but also can achieve the purpose of promoting better development in the process of building informatized university libraries.

2. Ways to Innovate the Ways of Reading Promotion in University Library

2.1 Do a survey of readers' needs

Satisfying readers' reading needs is an important condition to ensure the smooth development of reading promotion. Therefore, college librarians need to change their own backward promotion views, and at the same time need to understand the importance of meeting readers' reading needs, in order to make more targeted reading promotion Plan to ensure the effective implementation of promotional activities. Librarians can use the school's official website or WeChat public platform to organize reading interest survey activities to encourage school teachers and students, researchers, experts and scholars to actively express their reading needs. In this way, librarians can adjust the reading promotion activity plan according to different reading interests to ensure high-quality promotion results.

2.2 Improve reader service awareness

Librarians not only need to shoulder the heavy responsibility of managing books, but also need to grasp the reading needs of readers in a timely manner to better serve readers. The traditional view of book management generally means that book managers only need to do their own job of managing books and do not need to provide too many services to readers. With the continuous development of the times, the traditional reading habits and needs have received new impacts. If library managers do not strengthen their reader service awareness, they will seriously affect the reading promotion work in the process of ignoring the actual reading needs of readers. The smooth development. This requires library managers to actively construct channels for close communication with readers, and while fully understanding their needs, they can provide readers with better reading services in a targeted manner. This can not only effectively enhance readers' enthusiasm for reading, but also ensure the high-quality development of reading promotion.

2.3 Reform backward promotion methods

In order to ensure the orderly progress of reading promotion work, library administrators in colleges and universities should break through the constraints of outdated management viewpoints, and combine the development of the times to find newer management methods, and improve their management capabilities through continuous learning, thereby enhancing the library The quality and effectiveness of management work. When many librarians did reading promotion work in the past, they simply used posters or built reading corners to promote them. This is not only difficult to mobilize readers' enthusiasm for participation, but also outdated promotion methods cannot guarantee the promotion of promotion quality. Therefore, library managers can use the introduction of information technology to publish promotion information in a timely manner on the WeChat platform and the official platform of university libraries, so that teachers, students and scientific researchers can observe the book promotion information at any time during leisure and entertainment, so that readers can read In the process of continuous improvement of enthusiasm, the purpose of improving promotion efficiency is achieved.

3. Concluding remarks

Outdated reading promotion methods have been difficult to coordinate with the development requirements of the ever-changing era. This requires college library managers to actively develop promotion plans based on the actual situation of the school's library promotion activities when carrying out promotion work. In order to meet the actual needs of different readers, it can ensure the smooth progress of reading promotion. Therefore, librarians need to actively learn new management concepts and design an effective reading promotion plan based on the needs of readers in order to promote the long-term development of college libraries in the process of implementing the purpose of serving readers.

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