

Practical Analysis of Wechat Service in University Library Management

Yi Zhao

Jilin Library, Jilin, 132000, China

Abstract: Wechat as the social software with the highest frequency of use and the largest number of users, has comprehensive functions and humanized design. Applying the built-in functions of wechat to the management and service of university libraries can improve efficiency, improve service quality and provide students with convenient and simple operations to a certain extent. However, how to use wechat functions scientifically and reasonably without making students feel cumbersome processes requires managers to deeply study the advantages and disadvantages of built-in functions, and develop new uses of functions in combination with the actual situation of library management and services. This paper analyzes the feasibility of the application of wechat in the management and service of university libraries, explores new ideas of time, and promotes the high-quality development of university library management.

Keywords: Wechat, University Library, Management and Service Strategy

1. Introduction

The work of books and melon is not only related to the scientific storage and borrowing of university books and the reading experience of students, but also fully reflects the efficient management level and teaching level. The informatization and efficiency of library management is an important part of university work. With the development of Internet and media technology, it is duty bound to constantly innovate library management and service work, implement the people-oriented teaching policy, and reform and improve the working mode, in order to create an efficient and convenient environment for students' learning. Applying wechat function to library management and service work, trying to meet the borrowing needs of different students and help students grow, is an attempt of service innovation, promoting the communication bridge between the library and students, focusing on students' subjective feelings, improving the efficiency of information transmission, and giving full play to the timeliness and comprehensiveness of library management and service work. It plays a promoting role in the working concept of continuous improvement and innovation, and enriches the teaching function of the library.

2. Analysis of the advantages of wechat in the management and service of university libraries

2.1. Improving the utilization rate of books and shortening the time for students to consult book information

The books in university libraries are rich and diverse. Students often waste a lot of time looking for and consulting by themselves. Even if they can query whether the books can be borrowed, returned or placed in what area through the self-service consulting machine, the self-service consulting machine is not available everywhere, but in a fixed place. [1]There are many college students, and the self-service consulting machine obviously cannot meet the large number of consulting needs of students. At this stage, wechat has become a social software for the whole people. College students' wechat utilization rate is higher, so we can use the wechat service function to broaden the management channels of the library and make it more convenient for students to consult and share books to achieve efficient learning.

2.2. Strengthening the service function and improving the exchange rate of book information

The process of borrowing, returning, query service and background maintenance of books requires a lot of manpower and energy, especially in the period of postgraduate entrance examination and final examination, which increases the workload, reduces the work efficiency, and also brings a lot of inconvenience to students' access work. Applying wechat to the management and service work of the

library, students can access book information in time. For non confidential book resources, they can be transferred and exchanged with each other, which reduces the number of borrowing and returning books, realizes the maximum utilization rate of books, and reduces the workload of the library, which is conducive to improving the efficiency of library management and service work, and also simplifies the process of student library borrowing.

2.3. Avoiding management loopholes and optimizing library order

The behavior of occupying seats in libraries has been a very common and long-standing phenomenon. In the past, students usually used textbooks and classmates to help occupy seats. This kind of unattended and difficult to coordinate way is easy to cause contradictions between students. Especially in the examination season and postgraduate entrance examination season, the phenomenon of one person occupying seats for a long time, or one person occupying more than one place, is easy to affect the management of the library, and also wastes limited public resources, stimulates students' contradictions, and affects the overall atmosphere. Using the wechat function, we can develop a small program that is consistent with the actual work of the library management of our school. Students can check their own vacancies and book vacancies. If the reservation time exceeds 20 minutes, the reservation will be automatically cancelled. This can not only make reasonable arrangements for students' time planning, but also avoid the adverse wind of seat occupation from affecting the learning environment, improve the utilization of seats, and reduce contradictions to meet the learning needs of students in peak periods[2].

3. Implementation strategy of wechat application in university library management and service

3.1. Using secondary development to create multiple services

Wechat is not only social software, many of its built-in functions and secondary development functions can be applied to the management and services of university libraries. Students can check the book catalogue in wechat official account, and can also read some books online. At the same time, we will develop employment guidance, announcement of recruitment information, publicity of students' certificates, etc., and provide students with diversified information resources services through accurate knowledge and article push. We can stimulate students' learning initiative and enthusiasm from learning, examination, employment and other aspects. Finally, we will accurately push the books, information, information, academic exchanges, etc. of the library, provide online services for students in need, and change the direction of manual management to intelligent management due to the time and space limitations in management.

3.2. Implementing intelligent management and improving management quality

Although the library management in colleges and universities has been very intelligent, the staff can quickly locate the area where the books are sitting, whether they are returned, and what classification they belong to by scanning the code. However, for students, it is still very time-consuming and energy consuming to constantly go back and forth between the independent reference machine and the library of Genuo University. The relationship system of the library is almost perfect, but students' permission is low, which leads to a great room for improvement of students' borrowing experience. Using wechat applet and other functions to realize online real-time access, students can quickly access the location of the books they want to borrow in their dormitories or classrooms. By booking and taking them offline, they can greatly save time and improve efficiency. When returning books, it can also be quickly returned to the designated location. At the same time, it can also query the borrowing quantity, return period, borrowing times, etc. at the end of the semester, it can also count the borrowing situation, realizing the intelligent management and terminal management of book management.

3.3. Optimizing the management structure and realizing intellectualization and humanization

There are clear specifications for the opening hours of university libraries and the relevant regulations for students to enter the library. There are special storage cabinets for items that students are not allowed to bring into the library, but this has led to the omission of students' keys, meal cards and other items to a large extent, which has brought unnecessary trouble to the management of library. Through the built-in function of wechat scanning code, some human negligence can be effectively avoided. For example, when leaving the library, you need to scan the code to complete the use time of the library. During the

scanning process, the relevant information of the locker will pop up. Through the information reminder, students can write and take their belongings before leaving by themselves. At the same time, the use of wechat official account and wechat applet can make the communication between students and librarians more funny, and set up intelligent robot customer service. For some common problems, students can save a lot of waiting time through independent consultation, and also reduce the working pressure of librarians. For the questions that need to be answered manually, the backstage administrator can reply online, which saves the students from going back and forth. At the same time, in order to better serve the student group, the administrator can also increase online consultation and book introduction. Recent examination consultation and other relevant information can improve the efficiency of ancillary functions in the library, and realize the efficient use of resources.

3.4. Clarifying the functional positioning of wechat and optimizing the functional structure

After all, wechat is the product of the development of the Internet, not an application-based app developed according to the needs of the library. The introduction of wechat management in library management mainly emphasizes the use of the characteristics and advantages of wechat to optimize the management of the library. [3]The construction of wechat in library management is a manifestation of informatization. It is necessary to clarify the functional positioning of wechat, avoid the use of functions, and cannot play a convenient role. The management system, official website, book resources and student information authentication of the library should be integrated into the platform. The purpose of development and use is to serve and facilitate students, enhance the functions of the library and realize the overall application value.

3.5. Improving service level and highlighting specialization

The application of wechat function to library management and service is a process of sequential editing and continuous optimization. In the process of use, it also needs to update the background information and book information in time, so as to meet the basic needs of students to use wechat to realize library learning. Library managers should constantly improve their skills, enhance their professional faith, and optimize their own level, in order to create a comprehensive online library for students, and provide students with better services. In practical work, colleges and universities should pay attention to cultivating a team of high-quality managers and regularly carry out skill exchange meetings. The training will improve the working level of managers, and assign special personnel to provide management and services, so as to avoid the worries of students. It is the modern intelligent facilities and equipment that will play the greatest application effect in library management and service work.

4. The focus of the application of wechat in university libraries

4.1. Service orientation

University libraries provide books and publications consulting services for students. First of all, they should create a good reading atmosphere, so that students can enjoy convenient and fast quality service in the process of reading. Whole wheat can improve the service level of university libraries. Based on the intelligence of the library, wechat function should pay attention to the matching with student needs when serving and university library, carry out a comprehensive investigation and analysis of students, sort out the key improvement direction, and promote the improvement of service quality in colleges and universities. In the actual research, students can start from the reading scope, type, research direction and other directions, take into account the reading experience and borrowing experience, get the authentic data through careful analysis and research, and take targeted measures to constantly improve the service mode, and comprehensively promote the high-quality development of university libraries. Grasp the focus of the service, in order to promote students to read more books, read good books, convenient reading, avoid students borrowing difficulties, reduce the difficulty of borrowing, improve the efficiency of borrowing. Colleges and universities cover many types of majors, with a large span of professional knowledge. Different majors and even different school-age students have different needs for book borrowing books. Library medicine takes into account the overall and individual needs, refine the service rules, and try their best to achieve efficient, convenient and warm service level.

4.2. Service content

Using the use of WeChat extensive and secondary development, rich content of university library services, aims to improve the quality of multiple work and timeliness, service content to ensure the scope of the service, comprehensive service can provide students with more diversified and diversified experience, and expand from the students' experience feedback to update the service path and direction. In our subconscious, for example, WeChat service in the university library, most can only query books in subdirectory, query whether there is the book, secretary is in the borrowing, but in fact the power of WeChat and secondary development can give university library more service space, subscription, public, video, widely used, opened the window of students understand the library and collection of books. Colleges and universities should combine the function of media, adopt multi-channel, multi-terminal and various forms of expression to enrich the service content. Through the online consultation, online customer service module, for example, improve the response speed of information feedback, using public and video, promote library services, build online tea party, provide students with online communication interaction platform, etc., the intelligent and network development applied to the development of university library service development, strengthen the new service mode. At the same time, we should strengthen the review of the service quality of the management personnel, strengthen the importance of their work, and strive to provide students with better quality and diversified services within the work content.

4.3. Service relationship

The main service object of university library is teachers and students, and the close relationship between library and teachers and students is also a standard of quantifiable library service quality. In the service module, personalized Settings can be enhanced. According to the different personalized service needs of teachers and students, so that teachers and students can optimize the library service management in the atmosphere of being valued. Fast, timely feedback and response, pay full attention to the reading needs of teachers and students, and the relevant subscriptions made according to their own wishes will take more care of the demands of teachers and students. Promoted the harmonious relationship between teachers and students and the library , So that the development of the library is always in a good environment, and constantly improve the management of the second Olympic green and service level, and constantly innovate the service concept, to create a campus atmosphere of everyone reading.

5. Conclusion

Library is an important place for college students to study and grow up. It shoulders the burden of students' professional knowledge learning and spiritual culture breeding. It is the most important second classroom for students in addition to the classroom. The management and service work of university libraries should keep pace with the times, constantly integrate modern science and technology according to the actual needs of students, and realize intelligent transformation, to enhance the upgrading of library management and service work. Through comprehensive analysis, the use of wechat function to strengthen the library can only have the characteristics of convenience, timeliness and comprehensiveness. It is more humanized, cost-effective, and has strong secondary development function. It is one of the beneficial carriers of the library's educational function, and fully embodies the educational concept of "three integrity education".

References

- [1] Yang L. (2022), *The practice of wechat in the management and service of university libraries. Office business*, Vol.26, No. 3, pp. 187-189.
- [2] Wei, Q. and Yang, Y. (2017), *WeChat Library: a new mode of mobile library service, The Electronic Library*, Vol. 35 No. 1, pp. 198-208.
- [3] Pun, R. (2015), "WeChat in the library: promoting a new virtual reference service using a mobile app", *Library Hi Tech News*, Vol. 32 No. 6, pp. 9-11.