Research on social media promotion and design based on the concept of independent learning

Chaoquan Lin[1], Yunyi Tan[2,*], Jiemin Zhang[1]

[1]College of Culture and Communication, Liming Vocational University, Fujian, 362000, China

[2]Universiti Sains Malaysia, Pulau Pinang, 11700, Malaysia

Keywords: independent learning; innovation ideas; social media; promotion design; application innovation

Abstract: With the rapid development speed of information technology in China, information social networking and cultural promotion is becoming increasingly prosperous, many enterprises and units rely on social media for interaction and market development. In the process of social development, personal media and the mixture of social media development has become a new trend, autonomous learning is the development of AI concept of new positioning, based on the concept of autonomous learning social media promotion is the current innovative research direction and topic, using the advantages of the social media and characteristics, strengthen the application of autonomous learning concept, can improve the effect of the promotion of social media promotion effect and quality. The research in this paper focuses on the concept of independent learning, and puts forward its own views and opinions on the promotion and application of social media.

1. Research background

Social media (social media) is a virtual community and online platform for people to create, share and exchange opinions, opinions and experiences. The most significant difference between the social media and the general social mass media is that users can enjoy more choice rights and editing ability, and gather themselves into some kind of reading and listening community. Social media is also able to be presented in a variety of different forms, including text, images, music, and video. Social media is booming on the fertile soil of the Internet, with dazzling energy. The information it spread has become an important content for people to browse the Internet. It not only creates one hot topic after another in people's social life, but also attracts traditional media to follow up. At present, social media mainly includes social networking sites, weibo, wechat, blogs, forums, podcasts and so on[1]. China's social media app from BBS era to today's "three micro end" (WeChat, weibo, micro video —— TikTok, quickly, B station, and part of the media platform of mobile client), formed a multifarious ecological network system, each platform user positioning and positioning blend and partition, boundary fuzzy features. Among them, under the COVID-19 epidemic in 2020, the world economic development stagnated, while after the epidemic, China's economy recovered rapidly and became the only country with positive growth among the world's major economies. After the epidemic, China has entered the post-epidemic era faster than other countries, China has established a new consumption structure and consumption habits, and promoted the further transformation of domestic consumption system and consumption content. Moreover, during the epidemic, online reading and online learning have become a common phenomenon. With the influence and penetration of the Internet on People's Daily life, people's habits of food, clothing, shelter, housing and transportation have also changed greatly, especially in the way and way of obtaining information resources. Users have put forward higher requirements for the way and speed of obtaining information required and the quality of obtaining resources. With the advent of the social media era, the promotion and communication has entered the era of social media promotion[2]. Combined with the traditional promotion methods, the use of Internet thinking, has become a fast and efficient new promotion way in the current business community.

2. The promotion characteristics of independent learning concept

Independent learning is a modern learning method corresponding to the traditional receptive learning. As the name suggests, independent learning takes students as the main body of learning, and students independently analyze, explore, practice, question, create and other methods to achieve learning goals."Basic education curriculum reform outline (try out)" in terms of the specific objectives of basic education curriculum reform pointed out: " change the curriculum implementation too much emphasis on learning, rote learning, mechanical, advocating students 'active participation, willing to explore, diligently, cultivate students' ability to collect and process information, ability to obtain new knowledge, the ability to analyze and solve problems and the ability of communication and cooperation."Traditional physical education teaching emphasizes the receptive and passive learning style, but in the 21st century, we advocate independent learning, whether it is a negative receptive and passive learning style, all adopt the way of independent learning. According to the spirit of the Outline of Basic Education Curriculum Reform (Trial), it can be understood that we just want to change the past tendency of "too much emphasis on receptive learning", rather than completely deny the receptive learning mode, and advocate students to learn the way of independent learning. Social media promotion refers to the use of social media, such as blogs, microblogs, social tools, social bookmarks, and shared forums, to enhance the visibility and recognition of corporate brands, products, individuals or organizations, so as to achieve the purpose of direct or indirect promotion (Gunelius, 2011). The biggest highlight of this concept is the application of social media. Social media focuses on social attributes and emphasizes the interaction with users. In today's society, social media promotion is based on the Internet[3].

Social media promotion has the following characteristics:

First, participation. In the promotion of social media platforms, social media promotion is also open, transparent and convenient in the Internet era, and users can participate in the whole promotion process of enterprises. In the process of promotion, collect users' recommendation and feedback, users share, to help enterprises to promote. It can be seen that users play an important role in the traditional promotion of social media promotion.

Second, interaction, social media promotion is social platform as the main promotion, eye-catching video, pictures, text, impress your promotion content; at the same time, the enterprise through user demand, search information, product feedback and sharing, more accurately grasp the market demand, timely adjust their promotion content, make the promotion content more accurate and effective. The two sides help enterprises to continuously launch user needs in the continuous communication on social platforms to meet the changing market demand.

The third is to guide consumers. In social media promotion, enterprises can accurately grasp user needs and attention hotspots through various social media platforms, technologies, cloud computing and so on, and take this as a reference to formulate and adjust promotion strategies. Whether to achieve the "user-centered", to meet the wishes and needs of users as one of the criteria to judge the success or failure of the company.

Fourth, communication. Social media promotion is actively encouraging users to participate in promotion through social media platforms. Based on the openness and interactivity of the platform, users can have topics they are interested in. Sharing and dissemination, through the use of experience sharing, increase the scope and scope of products and services. Positive sharing experience will accelerate the dissemination of commodity information, and negative user comments will have a great impact on the promotion of commodities[4].

3. Case Study of social media promotion in SF Library

3.1 SF Library Overview

SF Library is a library for teaching and research, rich literature resources and perfect functions. It was completed and opened on August 28,2006, with a total construction area of 13,500 square meters. With 1,700 self-repair seats, the library adopts a fully open service mode and is open all day from Monday to Sunday for 105 hours a week. Electronic resources 24 hours online service, "SF

Library" wechat, "library consulting group" real-time online for readers to answer doubts and provide information consultation services. At present, the library has 530,000 kinds of paper libraries, 1,827,000 copies, 340 kinds of paper newspapers; 1,000 kinds of electronic books, 22,000 kinds of electronic journals, including "CNKI", "Super Star", "MET", "National English", "Huaguang Library", "Automobile Culture", and provides strong literature guarantee for teaching and scientific research of teachers and students.

3.2 Use of paper resources

According to the statistics in Table 1, the book borrowing situation of SF Library in the past three years, Among them, literature has the highest proportion of library borrowing, To reach 27.13%, 32.84% respectively between 2020 and 2022, 28.30%, 27.13%, It can be concluded that literature books are the most popular books for students in our school, Play a very important role in the extracurricular life of SF students, The second is the highest proportion of industrial technology books in about 24%, These three years were 22.52%, 25.34%, 24.4%, With the subject setting of the SF, And the matching of the admissions characteristics. Moreover, economics and language books both account for about 10%. Language books provide examination books for CET-4 and CET-6 and foreign language students, and economic books provide book guarantee for students from the School of Management and the School of Economics[5]. By analyzing the classification statistics of SF library in the past three years, it can be seen that the borrowing of books in the library matches the school subject setting and the needs of students.

Table 1 2020-2022 books classified lending proportion

Book classification	In 2020,	In 2021,	In 2022,
A .Ma , Lie , MAO , DENG	0.21%	0.21%	0.54%
B .philosophy, religion	5.12%	4.74%	3.67%
C .Social Sciences	2.29%	2.67%	2.25%
D .politics, law,	0.97%	1.46%	1.65%
E .military	0.01%	0.25%	0.11%
F .economy	10.42%	10.49%	11.57%
G .culture, science, education, sports	2.25%	2.00%	2.40%

3.3 Use of electronic resources

Electronic resources usage can be seen during the period of school November use frequency, reached 24.36%, including the senior students graduation thesis opening time and for civil service exam and postgraduate exam provide electronic paper reading, where the usage of China overall electronic resources usage is the largest, the first is its popularity, the second is associated with the library propaganda degree. Second is the use of mobile library accounted for 22.36%, has a direct relationship with new entrance library education, through mobile library library and students, students monthly usage, show not in school, mobile library use frequency on the high side, shows the advantage of mobile library in overcoming space barriers.

3.4 Organizational structure of library social promotion

University libraries all have relevant social media platforms as promotion centers, and promotion through wechat, Weibo, web pages, TikTok and other social media has become a common choice in universities. At present, SF Library only uses wechat official account for promotion online. There are three major organizations under the library, each of which focuses on the promotion of the library. By analyzing the operation of SF WeChat platform and the promotion of its own organizations, this paper will further understand the promotion status of social media in SF Library. There are three major organizations under the library. The Readers' Association is responsible for undertaking all kinds of offline reading activities of the library, organizing readers to participate in a

series of book reading activities, and has a public account to jointly publicize the library. At present, it has 71 organizations to assist the library staff to carry out activities. The volunteer service team undertakes the external volunteer service of the library and the voluntary management in the library. Through the volunteer service, students can have a deep understanding of the library. Work-study program is to help poor students through student work, and at the same time, go into the library to understand the work of the library. In user questionnaire survey, other social media usage research, multiple choice 30.69% of total 140% choose weibo to obtain library information, and 11.64% using other social media, such as TikTok, b, and other social media platforms such as to obtain information, WeChat occupy 86.71% mainly due to the above, wide city library currently only WeChat public normal operation, therefore, most people can only use WeChat to obtain information, but other channels still have user needs. And the current short video platform has a large number of Internet users, occupying a large number of promotion objects.

4. Innovative development strategy of social media in SF library

4.1 Self-learning is user-oriented

Adhere to the "khalid ents, service first" for the library concept, with innovation, characteristic development, around the school development goals, to the direction of multi-functional, modernization, strive to build my library to meet the needs of the school development, rich literature information resources, librarians, first-class management, first-class service, domestic has a certain influence of independent college library. As the concept of service, the primary task is to have enough understanding of the users of the school library, and should be user-oriented. The manager of the library public account should master the first-hand public account data, receive the front-line feedback from users, and should effectively understand the personality characteristics of users. The users of the library are mainly the school students. For freshmen, most of them pay attention to understanding and familiarity with the library, recognizing the resources of the library, etc. For the sophomore to the third year, they participate in the construction and activities of the library, and the senior year focuses on the graduation thesis, so the resource library is particularly important. The main needs of students at different stages are different, and they are extensive and individual. As most college students growing up in the network environment, they have certain pursuit of social media platforms. Therefore, only by achieving a certain level of social media promotion in SF Library can they establish an iconic public account image in the hearts of users, and users will take the initiative to use and carry out follow-up behaviors.

At the same time, the use of a single platform cannot fully cover the era of short video development. Before this paper also discovered in the questionnaire survey, there are still users in the school and library public contact, so the library in order to improve the promotion coverage, will only use WeChat public, expand to TikTok, b station short video platform is necessary, relying on TikTok, B station has powerful big data push technology, will push students related content in place, promote communication effect will be better. Platform expansion, the increase of data volume, the formation of a more three-dimensional user portrait, more conducive to a comprehensive understanding of users. WeChat official account keeps auxiliary with other platforms, and each platform has different promotion focuses, and jointly expands the influence of promotion.

4.2 Enrich the promotion content

At present, the construction of the social media platform of SF Library is in progress. In recent years, the number of fans has increased, which has some reasons for the expansion of school enrollment. For the school students, users increase, now has the basic function of the menu bar is not good to attract users, and tweets is composed of text images, now does not adapt to the short video era, the user of the degree of browsing, so want to new users, solid original users need to push the content of quality improvement, and the user needs into push content, provide more valuable content, will read quickly, because the value is willing to stay.

Fragment reading is the most typical way of reading today, so a content is both effective and

attractive and convenient. As a subscription account in WeChat, to develop the habit of users, it is necessary to regularly release quality content, fit the user's data, select the appropriate push time, and integrate the library public account into the user's life.

The wechat public account should be used as a knowledge resource sharing platform. While setting up convenient queries, personalized Settings should be put into the menu bar to strengthen the personal center Settings, and present the number and duration of entering the museum, so as to form personal records and year-end records. At the same time, strengthen the guidance, and give full play to the sharing behavior of the library public account. While TikTok and other short videos are used to teach, drain, inform, etc., to vividly present the existence of the library in its life. Maintain a stable push volume, present the new changes in the library, new news, new news, etc. Use the fragmented time to popularize the information comprehensively.

4.3 Online and offline promotion and joint promotion

As online social media, cannot lack of offline activities of auxiliary, online to all kinds of opinions, data analysis, collection, improve the interaction mechanism of online, increase the online consultants, regularly reply user problems, offline activities can linkage online user cloud decision-making, offline become the organizers, form a strong common feeling, establish emotional connection with the library, produce face to face emotion, strengthen the book friends and book friends contact can also strengthen the interaction between library and book friends. At the same time, we can listen to the new hot topics and invite relevant academic celebrities to give academic lectures, not only to teach students, but also to strengthen teachers' academic exchanges with other countries. At the same time, the library does not need to be limited to the library, can be expanded to the school buildings, canteen, administrative buildings, teaching buildings, etc., can be used as a study room, to expand the students' learning area. Libraries can link up with commercial street merchants to conduct reward mechanisms, guide users to share the library public accounts, realize the synchronous utility of online and offline, and improve the promotion influence

References

[1] Zhou Fang. Update and practical exploration of museum cultural communication mode in the context of social media [J]. Identification and Appreciation of Cultural Relics, 2022 (03).

[2] Li Hui.Analysis and construction of archival culture communication mode in the social media environment [J]. Inside and outside, 2022 (23).

[3] Zhao Yuqin.Problems and suggestions on the survival of cultural relics under the cloud communication mode [J]. Communication and Copyright, 2022 (05).

[4] Ding Limin. Innovation of museum cultural communication mode in the context of new media [J]. Cultural Industry, 2022 (22).

[5] Xin Liu.On the transformation of the knowledge dissemination mode in contemporary museums [J]. Literary, 2018 (03).