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USE OF INSTAGRAM FANPAGES IN POLISH ACADEMIC LIBRARIES IN 2015-2023

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KEYWORDS: Social media. Instagram. Web 2.0. Academic libraries. Library 2.0.

ABSTRACT: **Thesis/Objective** – This article presents the results of a quantitative comparative analysis of the activity of 65 Polish public university libraries on

a social media platform known as Instagram between 2015 and 2023. The aim of the study was to assess the use of Instagram by academic libraries and to evaluate the popularity of the content shared by these institutions (including the number of posts shared and user reactions to them). **Research methods** – The commercial online tool Fanpage Karma, a social media monitoring service, was used to collect data from individual fanpages. This service also facilitated the processing of the collected data for statistical purposes. Data were gathered separately for different types of libraries. The critical analysis of the relevant literature and bibliographic sources was also conducted. **Results/Conclusions** – The results showed that only 33 out of 65 public academic libraries use Instagram in their everyday work. This activity is generally independent of the library type. The social media platform in question is present in various types of libraries. In some cases, Instagram complements communication via Facebook, particularly in the libraries which are most active on social media. It is worth noting that two libraries use Instagram as their sole social media platform. The highest number of posts was published by university libraries – and those posts received most user reactions.

INTRODUCTION

Social media have played an important role in the activities of various types of libraries for almost two decades by helping to promote library services and resources and to facilitate communication with current and potential users. They often significantly and effectively change the image of libraries and the information reality within which these institutions operate. A large number of Polish academic libraries use at least one social networking site, with recent research showing that Facebook is most commonly used in libraries, but increasingly, these institutions are also choosing to use other social media. One such tool is Instagram, a service that is frequently used today, especially by young users (Anderson, Faverio, & Gottfried, 2023; Statista, 2023). This development was pointed out in 2013 by Danielle Salomon, who argued that Instagram reaches a younger, more diverse audience than other types of social networks (Salomon, 2013).

The purpose of the article is to assess the degree of use of the fanpages of the libraries of Polish universities during the period from September 2015 (when some of the libraries set up their first fanpages) to December 2023 (the time of data collection). In this article, I present the results of a study of the use of fanpages on Instagram, one of the most popular social networking sites among users today, by these institutions (65 institutions in 16 provinces). I considered libraries that are part of public higher education institutions in Poland (MNiSW, 2023). Similar to the article on the use of Facebook by university libraries (Gmiterek, 2023), the purpose of my research was to answer the following questions:

RQ1: Which libraries use Instagram, and when were their fanpages created? If they do not use it, do they use other social media?

RQ2: What type of content did these institutions share on Instagram during the study period?

RQ3: How many users follow fanpages? How many accounts and hashtags on Instagram do individual libraries follow?

RQ4: Were the posts published popular with users? To what extent did users respond to these posts?

RQ5: What hashtags were used most often in the posts?

RQ6: Which libraries were most active on Instagram? Are there differences in the dynamics of Instagram fanpage usage between different types of libraries?

The article presents original theoretical considerations and the results of empirical research. To date, there has been no publication containing a comparative study of the activities of Polish public academic libraries on Instagram, the social networking site, during 2015-2023. The results of the study should be of particular interest to academic library staff who use or want to use Instagram in their daily work and are interested in issues concerning the use of social media in libraries.

LITERATURE REVIEW

Social networking sites have changed the way people communicate and collaborate. For almost two decades, these sites have also become increasingly popular with libraries, so it is not surprising that these institutions are incorporating the functions of such tools into their daily operations. Thus, we observe advanced examples of the use of fanpages in library activities, with the most common social network being Facebook (Cheng et al., 2020; Duong, 2021), and for many academic libraries in Poland, it is the standard for presenting information about library services and collections (Gmiterek, 2023). However, other such tools are also being used in libraries, and one of them is Instagram, which is increasingly being used by Polish librarians (Milc, 2018) to communicate with users as well as for promotional and marketing activities (Stępień, 2022; Rachman, 2020). Due to the main functions of this service, it is used, among other things, for the presentation of graphic documents, videos, and carousel posts. The vast majority of these are presentations about library collections and images documenting various types of events that take place in libraries (Milc, 2018). In addition, it is also used as a tool for video streaming of live events (Langer, 2018) and for sharing up-to-date information about the activities of these institutions (Rachman, 2020). Therefore, the use of social media

creates new opportunities for communicating with users, holding discussions, and offering services that were previously not always possible in the traditional library mode (Gmiterek, 2021).

For more than a decade, articles on the use of Instagram and other types of social media by academic libraries have appeared in scholarly publications (Rachman, Multiarani, & Putri, 2018; Tekulve, & Kelly, 2013). As stated, Instagram is a tool for engaging users in discussion, and it is also a platform used for library outreach (Hild, 2014) for establishing relationships and connections, and for knowledge sharing among user groups in order to provide information services (Islam, & Habiba, 2015). It can also be an attractive and practical tool for academic libraries to support their communities in the digital environment and relay information about their cultural functions (Rachman, 2023).

Instagram was founded in 2010 (originally under the name Burbn) and gained popularity for its photo-sharing capabilities. It now has over one billion users, including five hundred million using the Stories feature, which was introduced to compete with the popular Snapchat app feature of the same name (Kreft, 2021). The popularity of this social medium can be evidenced by the fact that more than 40 billion photos were shared on this platform by 2019 (Lister, 2019). Part of Instagram's strong appeal may be due to its having many features that facilitate interaction, including Edit Photo, Video, Like, Comment, Hashtag, Direct Message, Tag People and Location, Story, and Reels (Sidabutar, 2022).

METHODS

A quantitative methodology was used for the study, which required collecting information about the fanpages on Instagram of 65 Polish academic libraries in public institutions of higher education (MNiSW, 2023). These included libraries in academies, and those in technical, economic, pedagogical, agricultural/natural science, physical education and theological universities. This explains the breakdown of the analysis of the data in this article according to these different types of university libraries. Importantly, in the second half of 2023, six new universities were added to the 59 already existing Polish public academic universities supervised by the Minister of Education and Science. Some HEIs were also renamed (such as from higher vocational school to academy or from academy to university) (ISAP, 2023). All these changes were considered during the course of the research.

Publicly available data for the analyses were collected using the Fanpage Karma tool (Fanpage Karma, 2018), which is a web service for monitoring activity and content on social networks shared on the fanpages

of institutions such as those studied. The Fanpage Karma tool allowed the determination of coefficients relating to the number of fans, following, post interaction rate, user reactions to the library content shared, post types, likes, and the hashtags most frequently used by the librarians. The method of analysing fanpages has previously been used during analyses conducted in relation to the use of Facebook and other social media by Polish university libraries (Gmiterek, 2021; Gmiterek, 2023).

The period covered by the study was from September 2015 (when the libraries set up their first fanpages) to December 2023 (the time of data collection). For the purpose of data collection, each library's official fanpage on Instagram was first identified from the information available on the institution's website. I then added all the profiles of the libraries participating in the study to a named dashboard on the Karma fanpage, which allowed me to collect information about each library's activity on their Instagram social network. The analysis of each library's activity was conducted based on the type of library it fell under, for example, whether it belonged to an academy or superior school, university, or technical college, among others. The date the fanpage was created was taken as when the library published its first post.

RESULTS AND DATA ANALYSIS

UNIVERSITY LIBRARIES (23 INSTITUTIONS)

Polish university libraries have been setting up accounts on Instagram since 2015, with the Jerzy Giedroyc University Library in Bialystok and the University of Warsaw Library being the first to create a fanpage. In contrast, the fanpage of the Library of the University of Gdansk was only created in February 2023. It is worth noting that not all 23 institutions have accounts on this social networking site. Thus, we are dealing here with a different situation than in the case of Facebook, which at the end of 2022 was being used by all Polish university libraries (Gmiterek, 2023). Ten libraries were not using Instagram, namely, Nicolaus Copernicus University Library in Torun, Main Library of the University of Opole, University Library in Rzeszow, Main Library of Cardinal Stefan Wyszynski University in Warsaw, Library of Kazimierz Wielki University in Bydgoszcz, University Library of Casimir Pulaski Radom University, the Main Library of University of Siedlce, the Library of Calisia University, University Library of the John Paul II Catholic University of Lublin and the Library of the University of Bielsko-Biala. It should be added that most of these libraries are currently only present on Facebook (Library in Opole, Rzeszów, Bydgoszcz, Radom, Siedlce, Kalisz, Bielsko Biała), two institutions (University Library of the John Paul II Catholic University of Lublin and the

Main Library of Cardinal Stefan Wyszynski University in Warsaw) also use another or other social networking sites, such as Twitter, YouTube, and Pinterest.

During the study period, the fanpages of the thirteen university libraries had a total of 1,786 fans. A total of 6,179 posts were published on the fanpages (an average of 2 per day) – 4,702 were graphic posts, 447 video posts and 1,030 carousel-posts. All published posts generated 304,505 user reactions, including 4,341 comments, and 300,164 likes. Libraries followed 5,385 other profiles and hashtags on Instagram during this time. Overall, the majority of libraries published image posts, only three did otherwise, with Wrocław University Library having more carousel-posts than image posts (172 vs. 118). The university library in Kielce published 40 picture posts, 88 carousel-posts and 115 video-posts. In fact, this library published the most video-posts. The library of the University of Zielona Gora published 58 carousel-posts vs. 43 picture posts. In this case, therefore, the difference was no longer so great.

The largest number of posts (1,430) in the designated period was recorded by the library of the University of Lodz. This institution gathered 2,080 fans around its fanpage, and its posts generated almost 66,000 user reactions. Only the posts of the Jerzy Giedroyc University Library in Bialystok generated more reactions (71,616), while the library in Bialystok published 1,050 posts. It is worth noting that these two libraries are not among the largest Polish universities, and can be classified as medium-sized universities. This situation shows that the popularity of a fanpage depends not so much on the size of the library but more on the activity and ingenuity of the librarians, the originality of the information presented in the posts, and offering users a less formal way of communicating. Both libraries are known to be very active on social media, which is reflected in the results of this study. In the case of the library of the University of Lodz, picture posts definitely predominated, as there were 1,085 of them, while there were 238 carousel posts and 107 video posts. The Jerzy Giedroyc University Library in Bialystok published 953 picture posts, with 85 being carousel posts and 12 video posts. The large number of picture posts indicates that the use of such a format may be an important determinant of the popularity of a fanpage among users. The situation was similar for Facebook, where the library of the University of Lodz was also the most active, publishing mainly picture posts via this medium. They also received the greatest response from users (Gmiterek, 2023).

The Jerzy Giedroyc University Library in Bialystok had the most likes (70,476). The second most liked was the library of the University of Lodz (65 094 likes), and the third was the University of Warsaw Library (44,145 likes), which also has the highest number of fans (4,082 fans). This is not surprising since it is the biggest university in Poland, with the largest

number of students and, therefore, potentially the largest user of library services.

The situation looks interesting with the 'post interaction rate' indicator. It appears that the highest value of this indicator can be found on the fanpage of the Main Library - University of Szczecin (indicator value: 9.5%). The second ranked is the University Library in Kielce (8.5%). The third place is held ex aequo by two libraries with the same indicator of 5.4%, namely, the Main Library of Maria Curie-Sklodowska University in Lublin and the library of the University of Zielona Gora. Another interesting indicator is the 'following' value, which is the number of profiles and hashtags followed by the libraries' profile from the last day of the selected period. It turns out that the highest number of followed profiles was for the Wrocław University Library fanpage (1,779), then came the Main Library of Maria Curie-Sklodowska University in Lublin (943), and in third place were both the Main Library - University of Szczecin and Jagiellonian Library in Cracow with 417 each. These libraries were mainly watching other accounts and hashtags thematically related to books and libraries as well as graphic design, science and the city in which these institutions operate.

The table below (Table 1) provides details of all Polish university libraries and their activity data on Instagram. The data are presented according to the ranking of the number of posts presented by each library.

Table 1. List of Polish university libraries; date of publication of the first post; number of posts; number of reactions, comments & shares number of followers; number of fans; number of profiles followed by the profile from the last day of the selected period

No.	Name of the library	Date of publication of the first post	Number of posts	Number of Reactions, Comments & Shares	Fans	Following
1	2	3	4	5	6	7
1	Library of the University of Lodz	May 22, 2017	1430	65981	2080	325
2	University Library in Bialystok	December 17, 2015	1050	71616	1096	402
3	University of Warsaw Library	September 27, 2015	761	44621	4082	324
4	Main Library – University of Szczecin	February 9, 2021	633	25180	632	417
5	Main Library of Maria Curie-Sklodowska University in Lublin	February 7, 2016	559	31515	1654	943

1	2	3	4	5	6	7
6	Jagiellonian Library in Cracow	September 15, 2016	340	20818	2151	417
7	Wrocław University Library	October 9, 2021	333	19071	1678	1779
8	University Library in Poznan	March 23, 2018	287	6222	1195	86
9	University Library University of Warmia and Mazury in Olsztyn	March 29, 2017	252	10011	871	307
10	University Library in Kielce	February 28, 2022	243	3322	297	69
11	Library of the University of Zielona Gora	October 22, 2022	103	1902	324	66
12	Library of the University of Gdansk	February 2, 2023	99	2564	645	146
13	Scientific Information Centre and the Academic Library (CINiBA)[*]	June 8, 2022	89	1682	381	104
14	Nicolaus Copernicus University Library in Torun	NONE	–	–	–	–
15	Main Library of the University of Opole	NONE	–	–	–	–
16	University Library in Rzeszow	NONE	–	–	–	–
17	Main Library of Cardinal Stefan Wyszynski University in Warsaw	NONE	–	–	–	–

[*] Information about individual profiles and fan pages is available via the website of the Center for Scientific Information and Academic Library (CINiBA), which is a joint library of two universities in Katowice: the University of Economics and University of Silesia.

1	2	3	4	5	6	7
18	Library of Kazimierz Wielki University in Bydgoszcz	NONE	–	–	–	–
19	The University Library of Casimir Pulaski Radom University	NONE	–	–	–	–
20	The Main Library of University of Siedlce	NONE	–	–	–	–
21	The Library of The President Stanisław Wojciechowski Calisia University	NONE	–	–	–	–
22	University Library of the John Paul II Catholic University of Lublin	NONE	–	–	–	–
23	The Library of University of Bielsko-Biala	NONE	–	–	–	–
	Total	–	6179	304505	17086	5385

Among the most used hashtags were: #biblioteka (eng. #library) (1815 times); #bookstagram (1500 times); #library (1297 times); #book (1178 times); #instabook (1115 times); #bu_uwb (eng. University Library in Bialystok) (1028 times); #buł (eng. Library of the University of Lodz) (931 times); #buła (eng. Library of the University of Lodz) (883 times); #bibliotekaul (eng. Library of the University of Lodz) (797 times); #książki (eng. #books) (778 times); #books (777 razy); #książka (eng. #book) (748 times); #librarylife (646 times); #instabuw (eng. Instagram of University of Warsaw Library) (600 times); #libraryuw (eng. University of Warsaw Library) (587 times); #bibliotekauniwersytecka (eng. #universitylibrary) (540 times).

THE ACADEMY AND SUPERIOR SCHOOL LIBRARIES (4 LIBRARIES)

As of September 2023, the group of public universities supervised by the Minister of Education and Science includes four new academic universities with academy or head school status. These are the Jacob of Paradies

University in Gorzów Wielkopolski, the Mazovian University in Płock, the Piotrkowska Academy in Piotrków Trybunalski, and the SGMK Copernicus University[1]. On the day the fanpage information was collected, none of the libraries from the above universities had an account on any social networking site. Furthermore, in the case of the SGMK Copernicus University, no information was found on the activities of the library of this recently established university[2].

TECHNICAL UNIVERSITY LIBRARIES (17 LIBRARIES)

Among the 17 libraries of higher public technical universities supervised by the Minister of Higher Education that set up accounts on Instagram, the first fanpage in 2016 was created by the Main Library of AGH University of Science and Technology. In total, eight institutions have a presence on this social network. However, during the process of adding four Instagram accounts to Fanpage Karma, difficulties appeared with the analysis of content from profiles of two libraries, the Gdańsk University of Technology Library and the Main Library of Opole University of Technology. It was not possible to use the data provided by these institutions because the accounts of these libraries are not public profiles, and the policy of the Instagram service allows for connecting such accounts to external systems (Gmiterek, 2021). In short, the data provided by the two library institutions have not been marked as fully public, which means that they cannot be automatically analyzed and monitored by external tools. This explains why I did not take these two profiles into account when carrying out further analysis of the data.

It should also be noted that the Main Library Swietokrzyska University of Technology in Kielce was not present and active on any social networking site. In several cases, libraries of technical universities only use Facebook. The level of usage of Instagram by the Polish technical university libraries is not as high as that for Facebook by these same institutions (Gmiterek, 2023).

During the study period, the fan pages of the six technical university libraries had a total of 6,410 fans, and a total of 2,897 posts (an average of 0.9 per day) were published on the fan pages - 2,361 graphic posts, 220 video-posts and 316 carousel-posts. All posts elicited 112,640 user reac-

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[1] The school also uses the name The Nicolaus Copernicus Superior School. Retrieved January 4, 2023 from https://www.sgmk.edu.pl/o-szkole-eng/.

[2] SGMK Copernicus University stands as a public university, established under the act of April 28, 2022, concerning the Copernican Academy. Positioned with its headquarters in Warsaw, the University integrates the operations of Colleges situated across five cities: the College of Astronomy and Natural Sciences in Toruń, the College of Medical Sciences in Olsztyn, the College of Economic Sciences and Management in Warsaw, the College of Philosophy and Theology in Kraków, and the College of Legal Sciences in Lublin. Retrieved January 4, 2023 from https://www.sgmk.edu.pl/o-szkole-eng/.

tions, including 1,666 comments (an average of 3.3 comments per post) and 10,974 likes (an average of 226 likes per post). The libraries followed 3,211 other profiles on Instagram during this time.

All libraries publish mainly graphic posts, with carousel and video posts being an important, but not too large number of these. A greater variety in the types of posts published can only be seen at the Poznan University of Technology Library, which has 317 picture posts, 118 carousel posts, and 75 video posts. The data for the Cracow University of Technology Library was completely different, with 290 picture posts, 6 video posts and no carousel posts. Thus, it is clear that there is no unanimity among the analysed fanpages of libraries as to the types of posts they published.

The largest number of posts (620) in the specified period was recorded by the Łódź University of Technology Library, which had 906 fans. Interestingly, this is not the largest number as the Main Library of AGH University of Science and Technology has significantly more fans (2,022), with the Centre of Scientific and Technical Information Lublin University of Technology having 1,167 fans, and the Library of Bialystok University of Technology 1, 110. However, the posts by the Łódź University of Technology Library generated only 12,970 reactions, while the Library of Bialystok University of Technology evoked 36,422 and the Main Library of AGH University of Science and Technology 24,671. This makes it clear that the number of user reactions does not depend so much on the number of posts, but mainly on their content. It would seem that the more interesting ones are able to attract more user reactions, which, in the long run, translates into more fans.

The largest number of picture-posts (549) was published by the Łódź University of Technology followed by the Bialystok University of Technology (476 posts), and the Poznan University of Technology came in third with 317 picture posts. In comparison, the largest number of carousel-posts was published by Poznan University of Technology Library (118 posts), which also had the highest number of video posts (75). The top three ranking for post likes were Bialystok University of Technology (35,766), AGH University of Science and Technology (24,284), and the Centre of Scientific and Technical Information Lublin University of Technology (24, 011). The Main Library of AGH University of Science and Technology had the largest number of fans (2, 022 while the Cracow University of Technology Library had the least (549).

In terms of post interaction rate, the leading library was the Centre of Scientific and Technical Information Lublin University of Technology with an index value of 5%, while the library of Bialystok University of Technology featured next with 4.7%, and the Main Library of AGH University of Science and Technology following closely with 4.6%. With regard to the 'following' indicator, the highest number of followed profiles over hash-

tags is at the Library of Bialystok University of Technology (918), with the Łódź University of Technology Library (763) second, and the third being the Centre of Scientific and Technical Information Lublin University of Technology (703). The data show that the libraries mainly follow accounts and hashtags associated with other libraries, librarians, books, and publications.

The table below (Table 1) presents detailed information on all Polish technical university libraries and data on their activity on Instagram. The data are presented according to the ranking of the number of posts presented by each library.

Table 2. List of Polish technical college and universities libraries; date of publication of the first post; number of posts; number of reactions, comments & shares number of followers; number of fans; number of profiles followed by the profile from the last day of the selected period

No.	Name of the library	Date of publication of the first post	Number of posts	Number of Reactions, Comments & Shares	Fans	Following
1	2	3	4	5	6	7
1	Łódź University of Technology Library	July 15, 2020	620	12 970	906	763
2	Library of Bialystok University of Technology	June 5, 2018	548	36 422	1 110	918
3	Poznan University of Technology Library	March 2, 2017	510	9 028	656	314
4	The Main Library of AGH University of Science and Technology	October 22, 2016	466	24 671	2 022	425
5	Centre of Scientific and Technical Information Lublin University of Technology	January 24, 2018	457	24 350	1 167	703
6	The Cracow University of Technology Library	May 5, 2018	296	5 199	549	88

1	2	3	4	5	6	7
7	Gdańsk University of Technology Library	The fan page is not available. It is not public.	–	–	–	–
8	Main Library of Opole University of Technology	Fan page is not available. It is not public.	–	–	–	–
9	Main Library of the Warsaw University of Technology	NONE	–	–	–	–
10	Library of the Silesian University of Technology	NONE	–	–	–	–
11	The Main Library of the West Pomeranian University of Technology, Szczecin	NONE	–	–	–	–
12	Library of Koszalin University of Technology	NONE	–	–	–	–
13	Main Library of Bydgoszcz University of Science and Technology	NONE	–	–	–	–
14	Library of Wrocław University of Science and Technology	NONE	–	–	–	–
15	Main Library of Czestochowa University of Technology	NONE	–	–	–	–
16	Library of Rzeszow University of Technology	NONE	–	–	–	–

1	2	3	4	5	6	7
17	Main Library Swietokrzyska University of Technology in Kielce	NONE	–	–	–	–
	Total	–	2897	112640	6410	3211

Among the most used hashtags were: #biblioteka (eng. #library) (1119 times); #library (655 times); #bookstagram (641 times); #biblioteka_pb (eng. Library of Bialystok University of Technology) (509 times); #bibliotekapb (eng. Library of Bialystok University of Technology) (505 times); #książki (eng. #books) (501 times); #librarylife (452 times); #bgagh (eng. The Main Library of AGH University of Science and Technology) (444 times); #booklover (402 times); #podlasie (eng. Podlasie region) (400 times); #books (391 times); #biblioteka_pollub (eng. Centre of Scientific and Technical Information Lublin University of Technology) (387 times); #bibliotekapp (eng. #libraryapp) (379 times).

ECONOMIC UNIVERSITY LIBRARIES (5 LIBRARIES):

In general, libraries of economic universities set up their fanpages relatively late (after 2020), with only the Main Library of the Wroclaw University of Economics and Business creating its fanpage in early 2017. Among the five libraries of this type, four have public fanpages on Instagram, which makes it possible to analyze them using tools like Fanpage Karma. The exception is the library of SGH Warsaw School of Economics, which does not use this social media, it is only present on Facebook. Four libraries use at least one other social media site, such as Facebook, Twitter, and YouTube, in addition to Instagram. During the study period, the fanpages of the four libraries had a total of 2,193 fans and published a total of 1,315 posts (an average of 0.4 posts per day),. These included 1,115 graphic posts, 121 video posts and 79 carousel posts published, all of which generated 34,690 reactions, including 448 comments, and 34,242 likes. The libraries followed 455 other profiles on Instagram during this time of which most were mainly institutional accounts and hashtags related to libraries and books.

These economic university libraries mainly publish graphic posts. The prevalence of this type of posts is significant, for example, the Main Library of the Wroclaw University of Economics and Business published 558 picture posts (74 video-posts,32 carousel-posts). This institution is the most active on Instagram, with a total of 664 posts, which generated 25,990 reactions (including 387 comments and 25,603 likes). It also has the highest number of fans (1,385) and follows 136 other profiles on this social

network. The second most active is the Main Library of the Cracow University of Economics, totaling 510 posts (441 picture posts, 41 video posts and 28 carousel posts). These generated 6,568 reactions (including only 30 comments and 6,538 likes). The library also has 427 fans and follows 215 other profiles and hashtags.

The other two libraries published far fewer posts with CINiBA (Scientific Information Centre and the Academic Library) having 89 posts and the Main Library, Poznan University of Economics and Business – 52. These posts elicited 1,683 and 449 reactions, respectively. These libraries also have fewer fans (381 and 94), with CINiBA following 104 profiles and hashtags and the Main Library. Poznan University of Economics and Business – 16 profiles and hashtags. Further, in the case of the 'post interaction rate' indicator, the highest value (8.6%) was achieved by the Main Library, Poznan University of Economics and Business, with the Main Library of the Cracow University of Economics second with a value of 3.8%. It becomes apparent that it is not the institution with the highest number of published posts that engages users most effectively.

The table below (Table 3) presents detailed information on Polish libraries of economic universities and data on their activity on Instagram. The data are presented according to the ranking of the number of posts presented by each library.

Table 3. List of Polish libraries of economic universities; date of publication of the first post; number of posts; number of reactions, comments & shares number of followers; number of fans; number of profiles followed by the profile from the last day of the selected period

No.	Name of the library	Date of publication of the first post	Number of posts	Number of Reactions, Comments & Shares	Fans	Following
1	2	3	4	5	6	7
1	Main Library of the Wroclaw University of Economics and Business	January 23, 2017	664	25 990	1 385	136
2	Main Library of the Cracow University of Economics	October 1, 2021	510	6 568	427	215
3	Scientific Information Centre and the Academic Library (CINiBA)	June 8, 2022	89	1 683	381	104

1	2	3	4	5	6	7
4	Main Library, Poznan University of Economics and Business	May 24, 2023	52	449	94	16
5	Library of SGH Warsaw School of Economics	NONE	–	–	–	–
	Total	–	1315	34690	2287	471

Among the most used hashtags were: #biblioteka (eng. #library) (614 times); #bguek (eng. Main Library of the Wroclaw University of Economics and Business) (492 times); #studentuek (eng. student at the university of economics) (470 times); #pracownikuek (eng. employee of the university of economics) (466 times); #bibliotekauek (eng. Main Library of the Cracow University of Economics) (450 times); #bibliotekauniwersytecka (eng. # universitylibrary) (397 times); #bguew (eng. Main Library of the Wroclaw University of Economics and Business) (376 times); #bibliotekanaukowa (eng. # sciencelibrary) (366 times); #library (336 times); #student (243 times); #bibliotekagłównauniwersytetuekonomicznegowkrakowie (eng. Main Library of the Cracow University of Economics) (215 times).

EDUCATIONAL UNIVERSITY LIBRARIES (4 LIBRARIES)

There are four pedagogical universities with libraries, namely, the University of the National Education Commission in Krakow, the Pomeranian University in Slupsk, the Academy of Special Education in Warsaw, and the Main Library of the Jan Długosz University of Humanities and Sciences in Częstochowa. Only one institution (the Main Library of the University of the National Education Commission, Krakow) has a fanpage on Instagram, established in April 2016. The libraries of the Academy of Special Education in Warsaw and the Main Library of the Jan Długosz University of Humanities and Sciences in Częstochowa do not have a fanpage on any social media, while the university library – Pomeranian University in Slupsk - has only Facebook accounts. The Main Library of the University of the National Education Commission in Krakow had 648 fans, and it published a total of 585 posts (0.2 posts per day), which generated 9,277 reactions (including 73 comments and 9,204 likes). It had 535 picture-posts, 47 carousel posts, and 3 video posts.. The library follows 109 other profiles and hashtags and has a post interaction rate of 1.4%.

Among the most used hashtags were: #bgup_krakow (eng. Main Library of the University of the National Education Commission in Krakow) (374 times); #książki (#books) (25 times); #muzeumpodręcznika (eng. mu-

seum of the handbook) (23 times); #biblioteka (eng. #library) (21 times); #czytajżenapolu (eng. #readoutside) (21 times); #bguken_krakow (eng. Main Library of the University of the National Education Commission in Krakow) (18 times); #Kraków (eng. Cracow) (18 times); #konkurs (#competition) (17 times); #wystawa (eng. # exhibition) (13 times); #corazblizejświęta (eng. # theholidaysarecoming)(13 times); #uniwersytetpedagogicznywkrakowie (eng. the University of the National Education Commission in Krakow) (13 times); #książkanaweekend (eng. book for the weekend) (13 times).

LIBRARIES OF AGRICULTURAL/NATURAL SCIENCE UNIVERSITIES (5 LIBRARIES):

Four of the five Polish agricultural and natural science university libraries have accounts on Instagram since 2018, with the first fanpage being set up by the Main Library of the University of Agriculture in Krakow. Only the Library and Scientific Information Center of the University of Life Sciences in Poznań does not have a fanpage on this service. All four of the library profiles are public fanpages, making it possible to analyze them using tools like Fanpage Karma. A total of 1,775 posts were published by these libraries, with an average of 0.5 posts per day. Graphic-posts numbered 1,292, along with 380 carousel posts, and 103 video posts. All of these posts generated 78,024 user reactions, including 76,827 likes and 1,197 comments. These fanpages have 3,392 fans, and the libraries follow 1,240 other accounts and hashtags. These were mainly institutional and related to libraries, books, and publishing, as well as interesting quotes or those about the functioning of the academic community.

The largest number of posts for the period analyzed was shared by the Main Library of the University of Life Sciences in Lublin (748). The posts generated 16,944 reactions, including 102 comments and 16,842 likes. Interestingly, the highest number of user reactions (41,260, including 40,420 likes and 840 comments) was generated by the posts of the Main Library of the University of Agriculture in Krakow. This was despite the fact that this library published "only" 348 posts. Only the Main Library of Wroclaw University of Environmental and Life Sciences published fewer posts than it (245 posts), which generated 8,437 user reactions. Władysław Grabski's Main Library Warsaw University of Life Sciences has the most fans (1,166), with the Main Library of the University of Agriculture in Krakow in second place with 1,049. These were followed by the Main Library of the University of Life Sciences in Lublin (665) and the Library and Scientific Information Center of the University of Life Sciences in Poznań (512).

The Main Library of the University of Agriculture in Krakow has the highest number of followed accounts and hashtags (521), with Władysław Grabski's Main Library Warsaw University of Life Sciences coming in se-

cond with 286. In third place is the Main Library of the University of Life Sciences in Lublin (281), followed by the Main Library of Wroclaw University of Environmental and Life Sciences with 152 other profiles and hashtags. Individual libraries mostly publish graphic posts, with the library in Lublin issuing 498 picture posts; Wladyslaw Grabski's Main Library Warsaw University of Life Sciences – 261; the library in Krakow – 331; the library in Poznan – 202 posts. Picture posts are by far the most numerous.

In the case of the Main Library of the University of Life Sciences in Lublin and Władysław Grabski's Main Library of Warsaw University of Life Sciences, carousel-posts also play an important role, with both of them putting out 237 and 100, respectively. It should be noted that these libraries also published 498 and 261 picture posts. Video posts were not published as frequently as only Władysław Grabski's Main Library Warsaw University of Life Sciences published 73 such posts. The rest of the libraries published trace amounts of posts of this type. In the case of the 'post interaction rate', the highest value was achieved by the Main Library of the University of Agriculture in Krakow (8.8%) and the Main Library of Wroclaw University of Environmental and Life Sciences (7.5%). These are, therefore, the fanpages with the lowest number of published posts. The index for the Main Library of the University of Life Sciences in Lublin is 4.6%, and Władysław Grabski's Main Library Warsaw University of Life Sciences is 3.5%.

The table below (Table 4) provides detailed information on all Polish agricultural and natural science university libraries and data relating to their Instagram activity. The data are presented according to the ranking of the number of posts presented by each library.

Table 4. List of Polish libraries of agricultural/natural science universities date of publication of the first post; number of posts; number of reactions, comments & shares number of followers; number of fans; number of profiles followed by the profile from the last day of the selected period

No.	Name of the library	Date of publication of the first post	Number of posts	Number of Reactions, Comments & Shares	Fans	Following
1	2	3	4	5	6	7
1	Main Library of the University of Life Sciences in Lublin	March 10, 2020	748	16944	665	281
2	Władysław Grabski's Main Library Warsaw University of Life Sciences	November 12, 2021	434	11275	1166	286

1	2	3	4	5	6	7
3	Main Library of the University of Agriculture in Krakow	April 18, 2018	348	41260	1049	521
4	Main Library of Wroclaw University of Environmental and Life Sciences	July 1, 2021	245	8437	512	152
5	Library and Scientific Information Center of the University of Life Sciences in Poznań	NONE	–	–	–	–
	Total	–	1775	78024	3392	1240

Among the most used hashtags were: #biblioteka (eng. #library) (677 times); #library (552 times); #bookstagrampl (435 times); #bibliotekauplublin (eng. Main Library of the University of Life Sciences in Lublin) (408 times); #bguplublin (eng. Main Library of the University of Life Sciences in Lublin) (394 times); #bguplbn (eng. Main Library of the University of Life Sciences in Lublin) (389 times); #UPowicze (eng. library users) (342 times); #bookstagram (342 times); #bibliotekaurkrakow (eng. Main Library of the University of Agriculture in Krakow) (326 times); #uniwersytetrolniczy (eng.#universityofagriculture) (313 times); #books (263 times); #upwr (eng. Wroclaw University of Environmental and Life Sciences) (241 times); #bibliotekaupwr (eng. Main Library of Wroclaw University of Environmental and Life Sciences) (240 times); #uplublin (eng. University of Life Sciences in Lublin) (237 times); #instalibrary (229 times); #bibliotekarz (eng. #librarian) (228 times).

PHYSICAL EDUCATION LIBRARIES (6 LIBRARIES)

Only two out of the five Polish physical education university libraries have fanpages on Instagram. These are the Wroclaw University of Health and Sport Sciences. Main Library and Science Information Centre and the Gdansk University of Physical Education and Sport Main Library. The fanpages were set up in October 2018 and March 2022, respectively. The higher number of posts (428) was published by the library in Wroclaw. Users reacted to these posts 14,790 times (14,653 likes and 137 comments). The Gdansk University of Physical Education and Sport Main Libra-

ry published 38 posts, which generated 495 reactions (485 likes and 10 comments). The libraries published mainly picture posts (the library in Wrocław published 438 and in Gdańsk, 32). Video posts were 101 and 1, respectively, while carousel posts were 78 and 5.

The Wroclaw University of Health and Sport Sciences. Main Library and Science Information Centre attracted 528 fans on its fanpage, while the Gdansk University of Physical Education and Sport Main Library had far fewer – 184. This same library follows 83 other profiles and hashtags (the library in Wrocław – 258). These accounts and hashtags are associated with other libraries and books, as well as athletes. For the post interaction rate, the Wroclaw University of Health and Sport Sciences. Main Library and Science Information Centre achieved a value 6.3%. Because of the fact that the fanpage of the Gdansk University of Physical Education and Sport Main Library has only been public for a short time (it has probably functioned as private in the past), you could not check the post interaction rate. At the time of data collection, this indicator was equal to zero.

It is worth noting that the Library of the Academy of Physical Education in Katowice, the Main Library of the University of Physical Education in Krakow, and the Poznan University of Physical Education. The Main Library are not present on social media. In contrast, the Main Library of the Józef Piłsudski University of Physical Education in Warsaw has a fanpage only on Facebook. Only the Wroclaw University of Health and Sport Sciences. Main Library and Science Information Centre uses Facebook and Instagram at the same time.

The table below (Table 5) provides detailed information on all Polish physical education libraries and the data relating to their Instagram activity. These are presented according to the ranking of the number of posts presented by each library.

Table 5. List of Polish libraries of physical education; date of publication of the first post; number of posts; number of reactions, comments & shares number of followers; number of fans; number of profiles followed by the profile from the last day of the selected period

No.	Name of the library	Date of publication of the first post	Number of posts	Number of Reactions, Comments & Shares	Fans	Following
1	2	3	4	5	6	7
1	Wroclaw University of Health and Sport Sciences. Main Library and Science Information Centre	October 18, 2018	428	14790	528	258

1	2	3	4	5	6	7
2	Gdansk University of Physical Education and Sport Main Library	September 30, 2021	38	495	184	83
3	Main Library of the Józef Piłsudski University of Physical Education in Warsaw	NONE	–	–	–	–
4	Library of the Academy of Physical Education in Katowice	NONE	–	–	–	–
5	Main Library of the University of Physical Education in Krakow	NONE	–	–	–	–
6	Poznan University of Physical Education. The Main Library	NONE	–	–	–	–
	SUMA	–	466	15295	712	341

Among the most used hashtags were: #awfwrocław (eng. the Wroclaw University of Health and Sport Sciences. Main Library and Science Information Centre) (412 times); #biblioteka (eng. #library) (397 times); #awfwroclaw (eng. the Wroclaw University of Health and Sport Sciences) (392 times); #czytam (eng. #read) (388 times); #czytanienieboli (eng. #readingdoesn'thurt) (382 times); #bibliotekarz (#librarian) (376 times); #kochamksiążki (eng. #ilovebooks) (372 times); #terazczytam (eng. #iamnowreading) (368 times); #książki (eng. #books) (343 times); #czytelnia (eng. #readingroom) (338 times); #wrocław (332 times); #czytelnik (eng. #reader) (327 times); #uczelnia (eng. #academy) (326 times); #nauka (eng. #science) (320 times).

THEOLOGICAL UNIVERSITY LIBRARIES

There is only one theological academy in Poland that is supervised by the Ministry of Science – the Christian Theological Academy in Warsaw. The library of this academy has a fanpage on Instagram (first post: 30 September 2021), and it is the only social media account for this institution.

The library has published 188 posts (124 picture posts, 46 video posts, 18 carousel posts), which generated 14,906 user reactions, including 14,449 likes and 457 comments. The library has 735 fans and follows 430 profiles and hashtags on Instagram linked to other libraries. The 'post interaction rate' is 16%, indicating a high success rate in engaging users.

Among the most used hashtags were: #bookstagrampl (155 times); #książki (eng. #books) (147 times); #czytam (eng. #iread) (127 times); #czytambolubie (eng. #ireadbecauseilike) (126 times); #ksiazkoholizm (eng. #bookkoholism) (121 times); #czytelnik (eng. #reader) (117 times); #książka (eng. #book) (110 times); #czytelniczka (eng. #reader) (107 times); #bookstagrampolska (100 times).

RESEARCH CONCLUSIONS

As mentioned earlier, social media has changed the way users communicate and collaborate. Although these tools are popular with libraries worldwide, this is not the reality in Poland, where some institutions do not use social media at all, or they use only one such tool. The most common social network in libraries is Facebook (Gmiterek, 2023), which is not surprising because Facebook currently has the most active users globally. Instagram is a service with a much smaller audience and is sometimes used to complement communication via Facebook. In other cases, Instagram is used in conjunction with Facebook, especially because many libraries use different social media, sometimes as many as four, as is the case at the University of Warsaw Library, University Library in Poznan, the library of the University of Lodz, and the Jerzy Giedroyc University Library in Bialystok or the Jagiellonian Library in Cracow.

It also seems significant that Instagram is a service that plays a rather important, albeit limited, role in Polish academic libraries, which is less than one would expect, given the popularity of this medium among students, mostly with Generation Z (Olejniczak, 2022). Of the 65 academic libraries, only 33, or just over half, use this service. In the case of two libraries (Gdańsk University of Technology Library and the Main Library of Opole University of Technology), it was not possible to analyze the fanpages because they are not fully public and so the data could not be automatically analyzed and monitored by external tools.

Notably, only two libraries use Instagram as their only social medium (Gdansk University of Physical Education and Sport Main Library and the library of the Christian Theological Academy in Warsaw). Significantly, these fanpages were set up relatively late, in 2021. This is significant because, for many university libraries at the time of the pandemic, especially during the lockdowns, social media effectively facilitated communication

with the users (Gmiterek, 2021). These media provided a platform for communication as well as for the promotion of library services and collections, especially electronic ones. Nevertheless, there are academic libraries in Poland that have not and still do not use social media sites, including Instagram.

In several instances, it was also noted that information on the fanpages of the universities, not the libraries, was made available (e.g., the Main Library of Cardinal Stefan Wyszynski University in Warsaw and the Library of the Academy of Special Education in Warsaw). On the website of the Library of University of Bielsko-Biala, there is information about fanpages, but unfortunately, they no longer exist. Undoubtedly, there are Polish academic libraries whose users are informed about their activities through university-wide fanpages.

Overall, the highest number of posts was shared by university libraries (6,179 posts, which also elicited the most responses – 30,4670). However, it is worth noting that university libraries using Instagram comprised the largest number. Technical university libraries were second (2,897 posts and 112 user reactions), and the agricultural university libraries were third (1,775 posts and 78033 reactions). Analyzing the extent to which Polish public academic libraries use Instagram, it can be seen that the fanpages complement the traditional activities of these institutions. Based on the number of posts published, the three libraries that use Instagram most frequently are the Library of the University of Lodz (1,430 posts), the University Library in Bialystok (1,050 posts) and the University of Warsaw Library (761 posts). Those that use Instagram the least are the Main Library, Poznan University of Economics and Business (52 postings), the Scientific Information Centre and the Academic Library (CINiBA) (89 postings), and the library of the University of Gdansk (99 postings).

The most reactions were generated by posts published by the university library in Bialystok (71,616 reactions), the University of Lodz (65,994 reactions), and the University of Warsaw Library (44,630 reactions). These are also the libraries that published the highest number of posts. The lowest number of reactions was recorded by the Main Library, Poznan University of Economics and Business (442 reactions), Gdansk University of Physical Education and Sport Main Library (495 reactions), the Scientific Information Centre, and the Academic Library (CINiBA) (1,684 reactions). The most frequently commented on by users were posts by the Jerzy Giedroyc University Library in Bialystok (1,140 comments), the library of the University of Lodz (887 comments) and the Main Library of the University of Agriculture in Krakow (842 comments with 348 posts published).

The largest number of fans is from the University of Warsaw Library (4,082 fans), followed by the Jagiellonian Library in Cracow (2,151 fans), and the library of the University of Lodz (2,080 fans). The first two libra-

ries are part of the largest universities in Poland. Although the third library is affiliated with a medium-sized university, it is known for being very active on social media. The largest number of other accounts and hashtags observed is Wrocław University Library (1,779 profiles and hashtags), with the Main Library of Maria Curie-Sklodowska University in Lublin (943 profiles and hashtags) in second place, and the Library of Bialystok University of Technology (918 profiles and hashtags) coming in third.

Most picture posts were published by the library of the University of Lodz (1,085), then the Jerzy Giedroyc University Library in Bialystok (953 posts), followed by the University of Warsaw Library (622 posts). Most video posts were published by the university library in Kielce (115 posts), with the library of the University of Lodz (107 posts) next, and the library of the Gdansk University of Physical Education and Sport Main Library having 101 posts. The ranking of three libraries with the highest number of carousel posts started with the University of Lodz (238 posts), then the Main Library of the University of Life Sciences in Lublin (237 posts), and after this, the Wrocław University Library (172 posts).

The Library of the Christian Theological Academy in Warsaw has the highest' post interaction rate' (16%) while the Main Library, University of Szczecin has 9.5% and the Main Library of the University of Agriculture in Krakow 8.8%. The most frequently used hashtags are #library (eng. #library) (4688 times), #library (2887 times) and #bookstagram (2871 times).

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WYKORZYSTANIE FANPAGES NA INSTAGRAMIE W POLSKICH BIBLIOTEKACH AKADEMICKICH W LATACH 2015-2023

SŁOWA KLUCZOWE: Media społecznościowe. Instagram. Web 2.0. Biblioteki uczelni wyższych. Biblioteki uniwersyteckie. Biblioteka 2.0.

ABSTRAKT: **Teza/cel artykułu** – W artykule przedstawiono wyniki ilościowej analizy porównawczej aktywności 65 polskich bibliotek publicznych szkół wyższych na portalu społecznościowym Instagram w latach 2015-2023. Celem badania była ocena wykorzystania Instagrama przez biblioteki uczelniane oraz ocena popularności treści udostępnianych przez te instytucje (m.in. na podstawie liczby udostępnianych postów i reakcji użytkowników na nie). **Metody badawcze** – Do zbierania danych z poszczególnych fanpage'y wykorzystano komercyjne narzędzie internetowe Fanpage Karma, usługę monitorowania mediów społecznościowych. Usługa ta umożliwiła również przetwarzanie zebranych danych do celów statystycznych. Dane zostały zebrane oddzielnie dla bibliotek różnych typów. Wykorzystano również krytyczną analizę literatury przedmiotu i bibliograficzną. **Wyniki/Wnioski** – Wyniki analiz pokazały, że tylko 33 z 65 publicznych bibliotek akademickich wykorzystuje w swojej pracy Instagram. Aktywność ta generalnie nie zależy od typu biblioteki. Serwis społecznościowy jest obecny w różnego typu bibliotekach. Zdarza się, że jest uzupełnieniem sposobu komunikacji za pośrednictwem Facebooka. Tak się dzieje w przypadku najbardziej aktywnych bibliotek w mediach społecznościowych. Warto dodać, że dwie biblioteki wykorzystują Instagram jako jedyne medium społecznościowe. Największą liczbę postów opublikowały biblioteki uniwersyteckie. Posty te zgromadziły najwięcej reakcji użytkowników.