

## How Can Social Media Platforms Help Improve Middle School Library Services in Kuwait?

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### Abstract

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This paper aims to highlight the impact of social media in middle school libraries and services in Kuwait and identify the factors relative to the use of social media platforms in middle school libraries in Kuwait. Therefore, the literature will delve into the impact of social media on libraries in different areas, such as sharing about library events, services, collections, community news, student education, and parent support. Also, we will look at suggesting ways to manage the negatives while taking advantage of the positives. Thus, as we know, the library is where everyone gathers, tries to concentrate on projects, and gets new ideas. Also, it is a place many people visit to explore new books and gather new information. Therefore, nowadays, the role of social media platforms in libraries has led to benefits for students and users among many community segments. For instance, benefits can be listed as open communication between people and facilitating relationships. In addition, people can learn new information. This study will investigate how social media can be more effectively employed for the purposes mentioned above in middle schools in Kuwait. Online surveys will be utilized to collect data on this subject; data will be gathered from two perspectives: parents and librarians. The data will be analyzed, and conclusions about how best to use social media platforms in middle schools in Kuwait will be drawn.

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### Introduction

Social media platforms are a type of online communication, and they are considered excellent learning resources. Social media platforms, such as Instagram, Facebook, and Snapchat, are significant for many people. In addition, social networking sites and microblogging are the platforms that most people use. Also, they allow users to create communities online where they can share their ideas, information, personal messages, and other content. As we know, nowadays, we have many social media platforms, and they are particularly popular with young people. These platforms have become very important for most of them. Some people use them between 6 to 10 hours a day (Survey: 25% of Americans spend 10+ hours a day on social media, 2019). Like their peers abroad, Kuwait teenagers spend much time using social media platforms, such as WhatsApp, Snapchat, and Instagram. They may communicate with others for entertainment, so social media may negatively affect teenagers' behavior unless positive methods of use are promoted.

So far, most libraries in Kuwait have not taken full advantage of the power of social media in their libraries, perhaps out of the fear of these sites being misused in a school setting. Libraries still mostly rely on outdated methods of promotion and information sharing, like promoting library events through word of mouth (teachers and librarians) or printed materials (flyers and posters on the walls) However, social media use in the library setting can have advantages for libraries and use of libraries. If libraries want to reach their audience, they need to meet them in the 21<sup>st</sup> century of technology. Currently, there is a gap in the research as to how effectively and thoroughly middle school libraries are effectively and thoroughly employing social media platforms in Kuwait. In this research, we will investigate how libraries are using social media platforms already and the positive impact of social media platforms in middle school libraries in Kuwait towards supporting their students' education.

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## Research Problem Statement

Libraries play an essential role in the lives of people. To allow teenagers to obtain sufficient knowledge about whatever topics they are researching, libraries should help those segments of our community fulfill their needs by offering library services on platforms. The primary purpose of social media platforms is to connect people and improve ways of communicating and sharing information. According to AlAwadhi and Al-Daihani (2018), using social media platforms for marketing library information services and resources is helpful in an academic library, which means it may help students to achieve their educational goals when they use library information services on social media. Moreover, it could improve students' education.

Middle school students must be targeted for this new kind of library service since they are just beginning to be more independent in their educational pursuits and access to social media. Also, social media has become the first thing people, especially young teenagers, check several times daily; we have to seize this opportunity and play on its advantages. According to Rossmann and Young, social networking sites are common among people in their everyday lives, so we should strive to make positive improvements to them (2015). Thus, to attract middle school students to library services offered by their middle schools, librarians should create accounts on social media platforms appropriate for that age category. In addition, librarians need to make those accounts to provide library services for middle school students.

It is essential to know what is currently being done in middle school libraries and to find out how libraries can better employ social media sites for these purposes. Also, we need to find out what hesitations middle school librarians may have over using social media for these purposes so that we can find ways to overcome them. The positive impact must be visible to educators, or they will not be committed to learning and utilizing a new technology.

## The Importance of the Research

The process of choosing this topic came about through my experience when I worked in a middle school library in 2015. Before the smartphone, we had many students that visited the library every day, and they enjoyed reading and borrowing books. Still, nowadays, student numbers have decreased significantly visiting the library. This may be because students have other material to read, like something on social media. In addition, social media provides so much information that students learn some new information daily just by opening an application. It is challenging for libraries to compete with this technology. Still, the information provided through books and in libraries is just as, if not more, important than what middle schoolers are reading on social media sites.

Thus, I propose that middle school libraries use social media to assist students in their education. Also, social media can encourage students to visit the library in the school by promoting exciting events and attractions in online posts. Additionally, society can enjoy and develop their information in several fields with the library. There are often aggressive behaviors and bad ethics happening through the gathering of some teenagers on social media sites (Cairns, Cairns, Neckerman, Gest & Garipey, 1988). Thus, when libraries join social media and offer their services, they may reduce students' negative behaviors by creating competition with the more harmful sites. Also, it will occupy their time and attract them to spend it more positively than on the other sites.

## Research Questions

- How can the library attract students to its services using social media platforms?
- How can social media platforms become a reference service for students?
- How can social media platforms support students in achieving their targets in education?
- How are libraries already using social media platforms in middle school, and what are the best practices?

## Literature Review

The purpose of the literature review is to provide an overview of the effects of social media on library services, how the interconnection between social media and libraries can shape a new way of learning, and a review of the interaction between social media platforms and libraries throughout sharing about library events, library services, library collocations, community news, supporting student education, and support of parents.

Libraries have a significant role in protecting students from the harm caused by social media, fake news, or harmful ads. Companies have the most significant stake in social media platforms because they benefit from advertising their products on social media, so it's easy to see that social media impact both students and institutions in society. I will try to present the positive effect of social media.

## **Social Media**

There are several social media applications librarians can use. According to Vatter, Facebook, Twitter, and Instagram platforms are the best suited for use by libraries for social media and have substantial user bases allowing for maximized community interaction with minimal time input (2016). As we know, the most essential part of any library is the interaction between the library and students or society, so social media is a way to refer to the media circulated through social interactions (Asare-Donkoh, 2018, p. 3). Moreover, social media platforms can be used for communication, presentation, and marketing (Jones & Harvey, 2019, para. 12). In addition, social media is easy to use and costs less than extra classes or traditional modes of library outreach, such as fliers and posters (para. 12).

When middle school libraries engage in social media, they will achieve the main library objective, attracting many students to the library collections. Also, social media is key to connecting students to classmates, families, friends, and other external entities (Howard, Huber, Carter, & Moore, 2018, p. 8). Many librarians are concerned about the time spent on social media because nowadays, there are many social media platforms, so they need to set up strategies (Datig, 2018, para. 3). Thus, librarians have to create a plan before they join social media. With a good plan, librarians can unleash the power of social media to help them achieve the outcomes they want, as Moghaddam points out:

“People realize that they have more power than ever before to create their content, to share material with other people, to hold companies to account or perhaps change the political structures of the country they live in throughout the social media.” (Moghaddam, 2017, para. 1). Without a doubt, social media can be a powerful support and communication tool for teachers, students, and librarians (Levitov & Kaaland, 2017, para.1).

According to the Moss survey on New York State Libraries, around 95% of libraries in India answer positively about the use of social media (Shah & Khan, 2019, p. 30). In addition, one study recommended that students in Malaysia use social media positively because it will affect their academic performance (Mushtaq, 2018, p. 4). Nowadays, there are several social media platforms, so scholars need to estimate which sites are most effective and alter their efforts accordingly (Asare-Donkoh, 2018, p. 4). Thus, social media can promote continuing work, development, and sharing with users (Monagle & Finnegan, 2018, para. 1).

## **Sharing about Library Events**

A great way to market the library is to let everyone know about all the events you have. Many students like to attend events and share their hobbies, so middle school libraries can create events and announce that to students through social media to attract them. In addition, librarians can create coloring stations or events inside the library and advertise that on social media for students (Chatten, 2017, p. 56). Most universities that create different events are designed to engage students, enhance their happiness and well-being, and show the humanitarian side of library staff (p. 55). Social media's primary purpose is to connect and communicate with users, engage them and build relationships. Therefore, social media can share what happens in the school library with families, the community, students, educators, and staff (Levitov & Kaaland, 2017, para. 3).

## **Sharing about Library Services**

Nowadays, many libraries have provided links to so much information through their social media accounts — for instance, e-journals, articles, e-books, and unique digitized collections. The excellent services of middle school libraries might encourage students to visit the library. Sometimes it is difficult to get a handle on how social media channels can best be used for marketing library services. According to Datig, school libraries have to focus on their services for students and faculty (2018, para. 9). Libraries can play their role actively when they use social media through a variety of services and new technologies (Moghaddam, 2017, para. 1). In addition, social media can highlight the involvement of the librarian in professional development efforts for teachers and staff (Levitov & Kaaland, 2017, para. 4). Also, the library can use social media for outreach to their diverse user community (Shah & Khan, 2019, p.29). We can start by sharing the library's services online. When new books arrive, an author visits the library, book clubs meet, a new book display is set up, and all library programs can be shared online through social media. This keeps everyone informed quickly, encouraging them to come to the library by providing information and persuading them to come through advertising.

## **Highlighting Library Collections**

Of course, collections are a central part of any library's identity and have shaped its organizational and professional contours. If middle school libraries post the new arrival of collections, they may attract students to visit the library. Thus, libraries can contact students about library collections through social media (Howard, Huber, Carter, & Moore, 2018, p.8).

As stated previously, social media is an excellent source of information for students (Asare-Donkoh, 2018, p.22). As a result, librarians can use social media to promote their new resources (Enis, 2017, para. 4). Keep in mind that, in order to implement a successful social media platform, the posts should be interactive, attractive, and fun.

### **Sharing Other Community News**

Social media platforms have an essential part in helping libraries to grow the community's access to information (Bacon, 2017, para. 2). In addition, librarians can use social media to post their news and resources that might be relevant to their patrons and/or others in the field (Enis, 2017, para. 4). Thus, librarians should have a presence in the online world to connect with their communities and peers (Elkins, 2019, para. 1). Social media can benefit librarians through access to studies published on the Internet by researchers, digital scholars, and professors when they read about new studies or are lead to social media posts that many other colleagues have "liked" (Moghaddam, 2017, para. 1). Making online life work can be a test; it requires significant investment and effort to create meaningful content and keep it updated and relevant. However, finding and keeping up with the information on the library site can lead to developing a library voice, which can help the library stay relevant.

### **Supporting Student's Education**

Social media significantly affects students' academic achievement depending on their usage (Asare-Donkoh, 2018, p. 20). If we can implement the positive aspects of social media in the library, we can achieve some great results and change the shape of student education. In Asare-Donkoh's research, around 90% of students said that social media positively affects their academic and social lives (p. 22). Thus, as many academic institutions use social media, many academic libraries are starting to accept its use to communicate with their students (Howard, Huber, Carter, & Moore, 2018, p. 9). In addition, the student's knowledge and educational needs are crucial to library marketing's success (Jones & Harvey, 2019, para. 12). Also, social media offers an inside look at the library. It showcases what students learn, read, and do in the library (Levitov & Kaaland, 2017, para. 3). Sharing student projects and innovations on social media will support student motivations. When students know their work is published on social media, that will be a confidence-builder. Taking pictures of student innovations or student voices in action in the library and posting them on social media will encourage others to want to take part in library activities.

According to one study, most students spent around (85.2%) of their time on social media during out-of-school periods (Asare-Donkoh, 2018, p. 12). That means the way to reach them when they are not at school is through social media. Employing it well can extend the learning process to out-of-school hours. Therefore, according to Mushtaq, it is clear that social media significantly impacts student learning because it improves their knowledge process (2018, p.13).

### **Supporting Parents**

Nowadays, social media is used to help parents they can be helpful to their children. Around 24 percent of parents say they need help implementing early literacy activities with their children (Bickford, 2017, para. 5). According to Gretchen Kaser, a Pew Research study shows that 70% of American adults use social media (2018). Also, according to the Pew Research Center, most parents have been getting their information through social media (Bickford, 2017, para. 4). Moreover, almost 20 percent of parents needed parenting advice (para. 5). As it is said that first teacher for children is always their parents, it is essential to educate parents first. The use of social media can facilitate that. Thus, social media allows librarians to communicate with parents regularly through simple messages, pictures, and text, especially on platforms, such as Instagram (para. 6). Therefore, parents should monitor their children and give them regular time on the Internet or social media to acquire information (Asare-Donkoh, 2018, p. 22), and parents can model their behavior in using social media for the same reasons. In addition, libraries should know and understand the behavior, culture, and etiquette of the students and user community (Jones & Harvey, 2019, para. 3). That way, they can direct the messages appropriately and effectively.

### **Methodology**

The methodology of scientific research is an integral part of scientific research. It has been defined as a series of steps taken by the researcher. These steps start from the researcher's observation of the phenomenon, from identifying the problem that he wants to search for a solution to the reasons that led to the emergence of this phenomenon, and then put the hypotheses of the study to reach the results of the research. The methodology of scientific research means that the researcher can choose the scientific method that suits his scientific research. Therefore, the researcher should review all the scientific research curricula, know the importance of each of these curricula, and then be able to choose the curriculum that fits in with his scientific research.

In this research, I have estimated that a quantitative data-collection approach is the best methodology for my research. Because I live now outside of Kuwait, I can't visit the middle school libraries in Kuwait to collect the data. Quantitative data are measures of values or counts and are expressed as numbers. Also, quantitative data are data about numeric variables (e.g., how many; how much; or how often). Thus, quantitative data analysis is the range of processes and procedures used to explore quantitative data, from coding and descriptive analysis to identifying patterns and themes and testing emergent findings and hypotheses.

To answer the research questions, it's necessary to collect data from middle school librarians, parents, and students in Kuwait. The data will be collected both qualitative and quantitative, so mixed methods are required. Analysis of the quantitative data will be done by finding the frequency of social media use by middle schools and the particular ways in which they are already using social media. Also, the level at which librarians, parents, and students would like to see the use of social media in libraries be increased will be analyzed. The qualitative data analysis will be done by reading the opinions of librarians, parents, and students on how they feel about using social media platforms for library use, how they feel about what the library currently offers, and what they feel could be done better.

Surveys will be used to collect both kinds of data. I will use survey methodology in an online questionnaire for employed middle school librarians in Kuwait to elicit the opinions of librarians working in libraries in Kuwait in both private and public institutions. In addition, the Survey will include questions directed to the parents about the benefits of social media in their life. Also, I will post these surveys on social media platforms, such as Instagram, Facebook, and Snapchat, to get more information about the impact of social media on people's behavior. Thus, the research analysis will include descriptive statistics, such as frequencies, percentages, means, and standard deviations.

### Participants

The target population will be middle school librarians and parents in Kuwait. The sample will be taken from specific middle schools, one private and one public, in Kuwait City. Demographically, the researcher will attempt to get around 20 percent of the sample as female and 20 percent as male. The ages will be from 25 years old or older to no limit for librarians and parents. All participants will be Kuwaiti, so ethnicity is irrelevant to the results. Sampling procedures will focus on these two groups since they are the groups that know about this topic and the immediate users of these applications. They have first-hand knowledge of how the school uses or doesn't use social media platforms for library services and outreach. Also, public and private schools will be surveyed to find if there is any difference between them.

### The Instrument: Survey

The researcher will design the surveys using a cross-sectional design to include basic demographic information as mentioned above. The survey which I need to design will have questions like these:

Sample Questions:

1. How often do you use social media platforms to promote library services?  
Never (0)      Sometimes (1)      Often (3)      Always (4)
2. Social media is a powerful tool for libraries to promote library services.  
Strongly disagree (0)    disagree (1)      neither agree nor disagree (3)    agree (4)      strongly agree (5)
3. How often do you use social media platforms to learn about library events?  
Never (0)      Sometimes (1)      Often (3)      Always (4)
4. Social media is a powerful tool for students to learn about library services.  
Strongly disagree (0)    disagree (1)      neither agree nor disagree (3)    agree (4)      strongly agree (5)
5. How often do you use social media platforms to learn about library collections?  
Never (0)      Sometimes (1)      Often (3)      Always (4)
6. Social media is a powerful tool for parents to find out about library services for them and their children.  
Strongly disagree (0)    disagree (1)      neither agree nor disagree (3)    agree (4)      strongly agree (5)

The instrument has been developed by the researcher and distributed through online platforms. The collected information should be valid and reliable because participants have no reason to lie. Also, about 40 participants in each group will be surveyed, and the statistics have been drawn from that data. However, the outliers have been disregarded as not being part of them. There will be just ten questions related to each research inquiry: library services, library events, library collections, community news, and academics. Since surveys are kept short and simple to ensure participation and completion, the questions are mostly short with a choice.

Only two questions were open-ended, and these questions answer research questions 1 and 2: (How can the library attract students to its services using social media platforms? How can social media platforms become a reference service for students?)

Through these questions, qualitative data was gathered, and grounded theory was applied for data analysis. Evidence will be accumulated, and themes among the responses will be assessed based on the frequency of answers.

Sample open-ended questions:

1. In your opinion, what are the best ways for the library to use social media?
2. In your opinion, how does the use of social media by the library impact you?

After the data has been collected through surveys, quantitative data analysis is utilized to explore quantitative data to answer research questions the average, median, and range for each quantitative style question are assessed, and conclusions are drawn.

### Data Analysis

Data analysis for quantitative studies includes describing variables using central tendency measurement, i.e., mean, median, and mode; moreover, variables dispersion, i.e., standard deviation and variance. Moreover, frequency distribution results are another critical output of the analysis. The outputs of such analyses are essential for highlighting findings and drawing conclusions for a study.

Data were analyzed in Excel. I have created a survey to collect the needed data. After the data has been collected through surveys, quantitative data analysis will be used to explore quantitative data to answer my research questions; for example, “How can social media platforms support students in achieving their targets in education?” Descriptive analysis to identification of patterns and themes and the testing of emergent findings and hypotheses. The average, median, and range for each quantitative style question will be assessed, and conclusions will be drawn. I will analyze and compare the questions to get the best results.

I have chosen a Qualtrics online survey to write my questions, then I have written around 25 questions related to my research questions. Around 40 participated in my survey questions, most of whom librarians are, and the others might be parents. Forty surveys distributed links through What’s App were filled out by participants. Some of the contacts were known to the researcher, but many others were random contacts found through various sources through different accounts in What’s App.

Of the 40 respondents, 35 were male, and five were female; 25 had worked in the library, and 15 hadn’t, meaning they were most likely either parents or educators. The range of ages was 19-50, and the average age was 30. The participants are generally highly educated, with sixty-one percent holding graduate degrees. In addition, around 25 of them have worked in a library. Therefore, most participants have experience with what the libraries need to do.

### Preliminary data results

In this part, I will present most of the Figure questions’ answers related to the research paper.

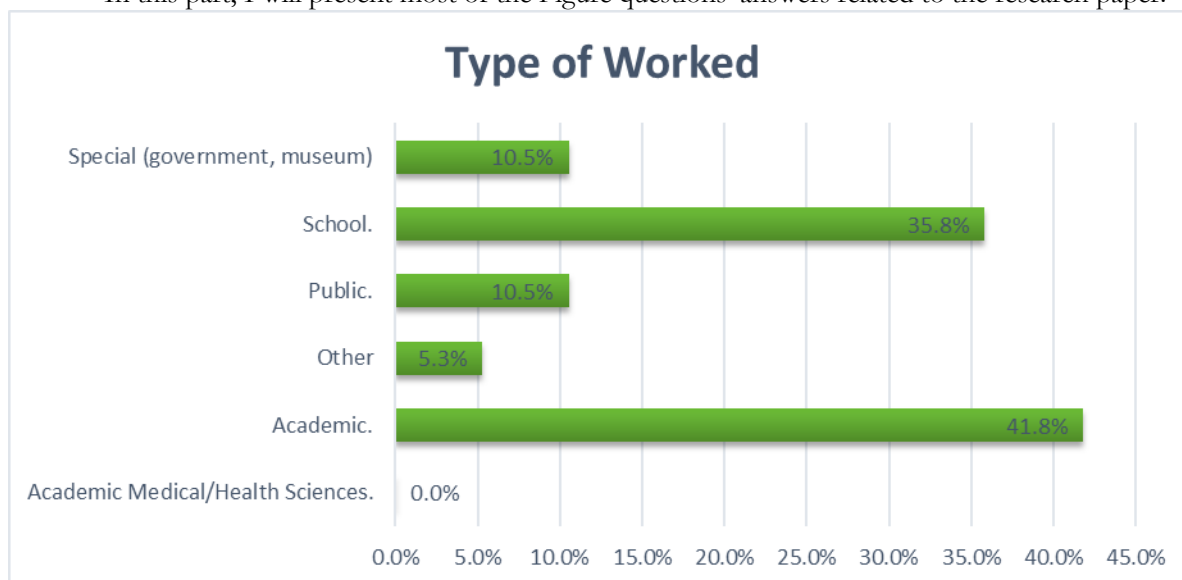


Figure 1. Type of Worked.

In this Figure 1, we can see that most respondents have worked in the Academic library. Around 41.8% of participations worked in the Academic library. However, 5.3% worked in the other, and 35.8% worked in the school library. 10% worked in a public library. Therefore, as Figure 1 shows, the majority (41.8%) have worked in libraries in academic fields and schools. The years' respondents have worked in the library range from 1 to 15 years, with the average being six years in a library job.

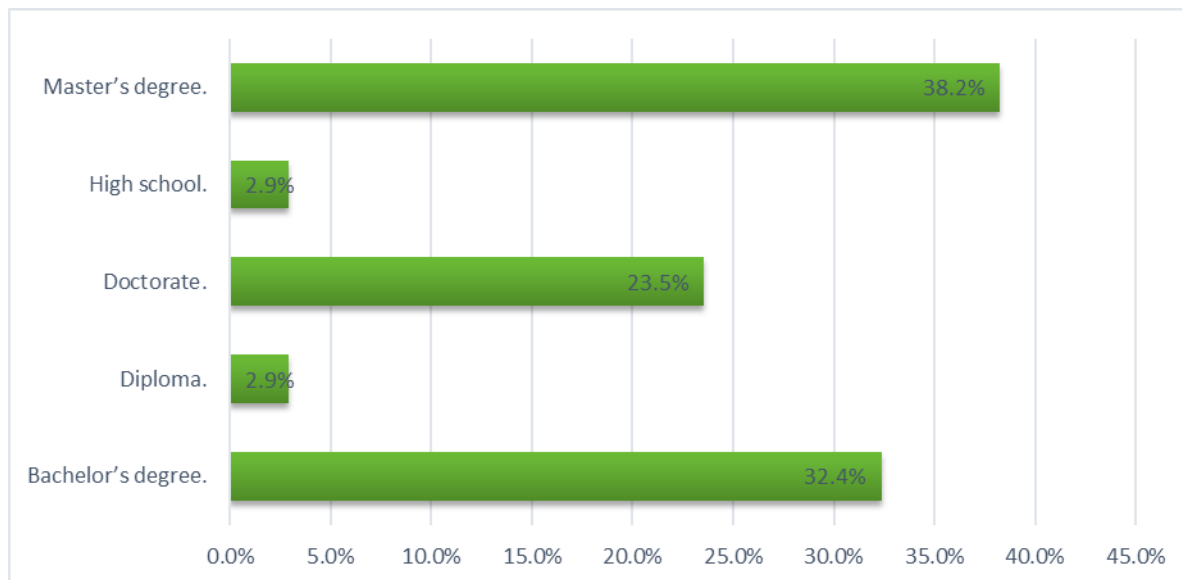


Figure 2. The educational level of respondents.

Figure 2 shows that 61 percent of respondents have graduate degrees, with 38.2% having master's level and 23.5% having PhDs. Moreover, 32.4% of respondents have a bachelor's degree, and only 2.9% of respondents had less than a bachelor's degree, so our respondents were highly educated.

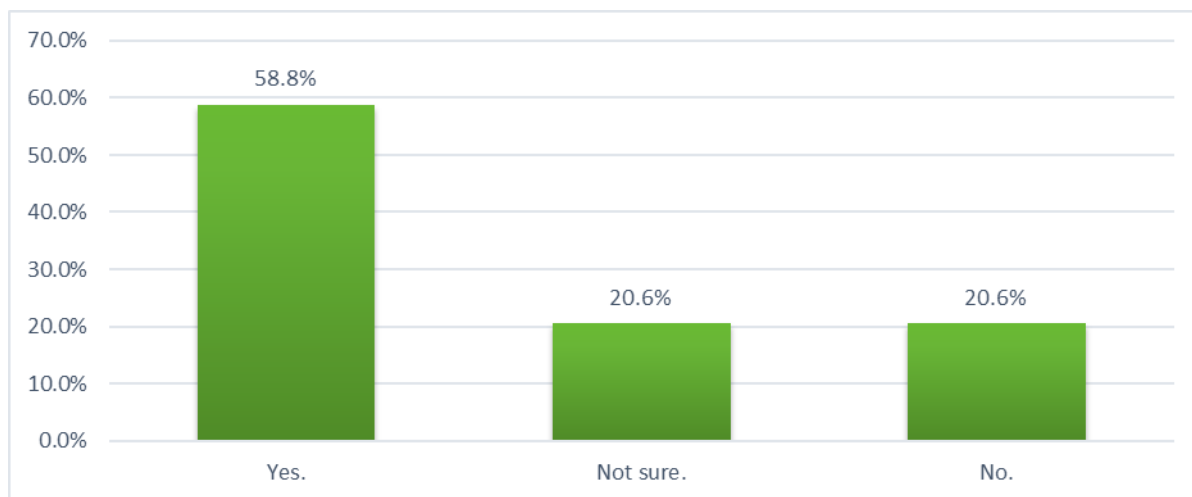


Figure 3. Decrease the Number of Students.

While 58.8 percent of the respondents said they believed that social media had led to a decrease in library use among middle schoolers, 20.6 percent weren't sure, and an additional 20.6 percent said that it hadn't.

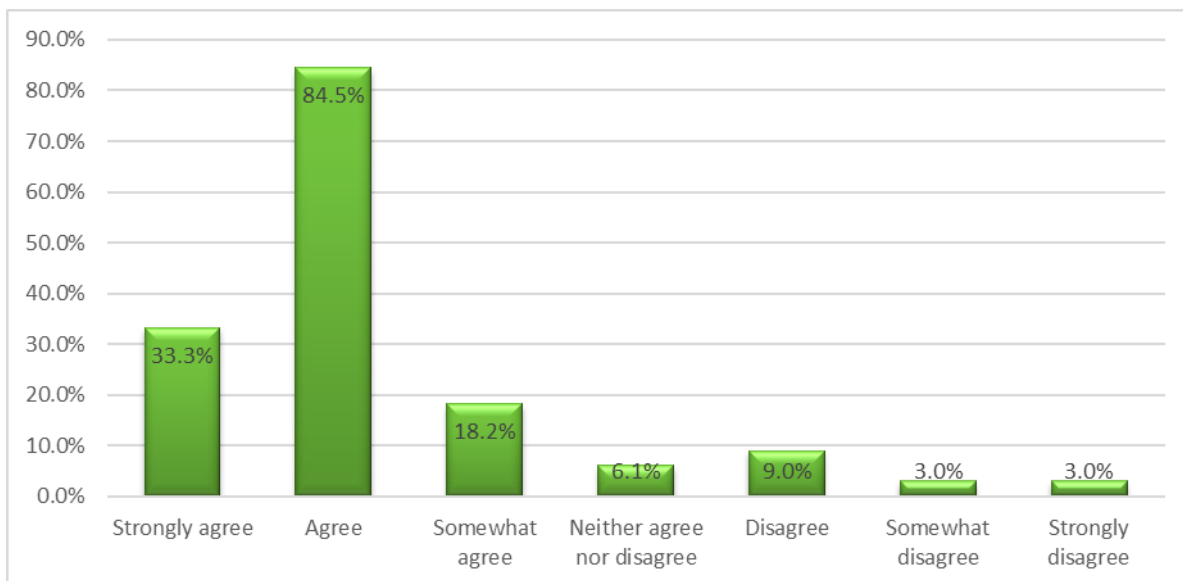


Figure 4. The library can attract students to its services.

The results of the question about whether the library can attract students to its services by using social media show that 33.3 percent of participants strongly agree. And 84.5 percent of participants agreed that it could. Conversely, only 9 percent disagreed with this idea.

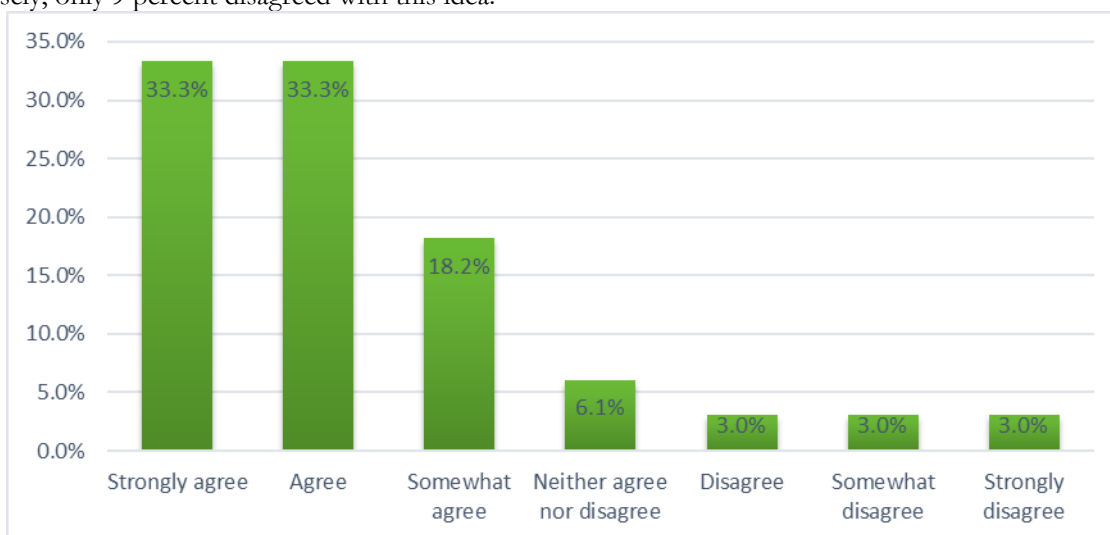


Figure 5. The library can attract students by using social media.

The results of the question about whether or not the library can attract students by using social media show that 33.3 percent of participants strongly agree. Also, 33.3 percent of participants agreed that it could be. Moreover, 18.2 percent of participants said they somewhat agreed. Conversely, just 3.0 percent disagreed with this idea.

The last two questions of the survey required text data and directly answered the research question 4: How are middle school libraries in Kuwait using social media to attract students to their library services, and what are the best practices? Only 18 respondents answered the following question: What are the best ways for the library to use social media? Table 1 shows the answers that respondents provided:

Suggestions of how to use social media in the library:
Ask a librarian; new Arrival articles; Events.
To show their services (some students do not know what they can get from the library).
Post news about the library
Promoting their services and providing ways to make users help to select their collections and services
Searching about references
Create an account in Twitter or snapchat to announce for any events or workshops, additionally, offering online services such as ordering books and articles
Instagram, Twitter or snapchat



Open account and post new books in the library
Advertise their books
Marketing
Promote them self to the public
Advertise their books
Post in Office library pages in social media
Create account in some social media programs and be active with people and helpful

Table 1: Suggestions for how the library can use social media.

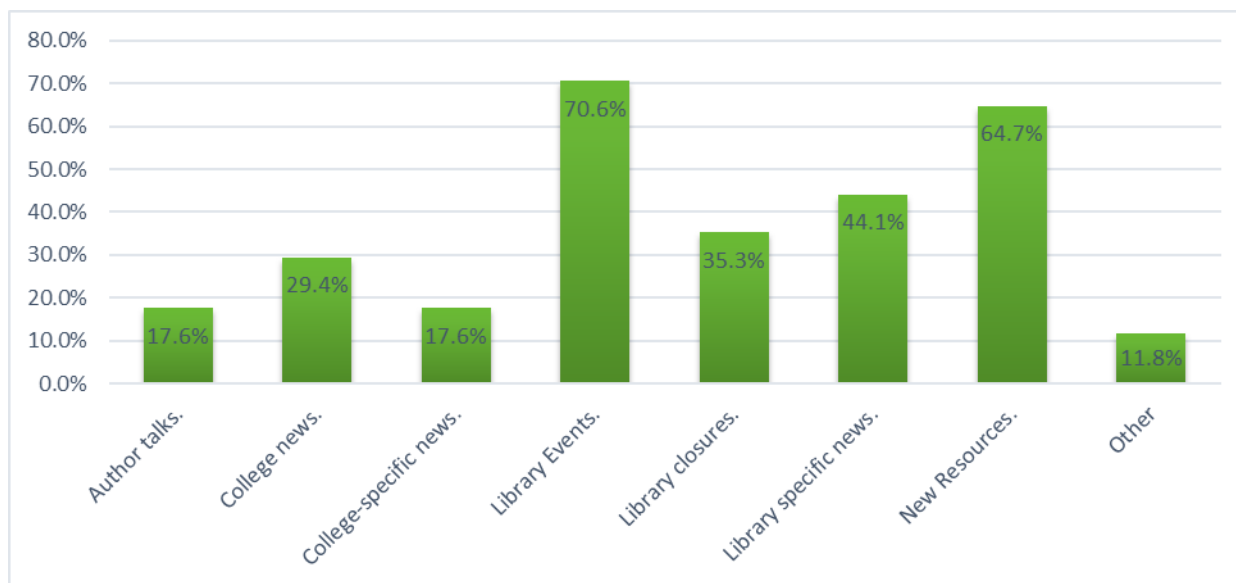


Figure 6. Kind of information do you think important

If you use social media to promote library events, programs, services, resources, etc., What kind of information do you think is essential? Figure 6 shows the results of the question: If you use social media to promote library events, programs, services, resources, etc., what kind of information do you think is essential? 70.6 percent of participants said that library events would be the first ones to promote on social media platforms. And 64.7 percent of participants said that the second most important is new resources.

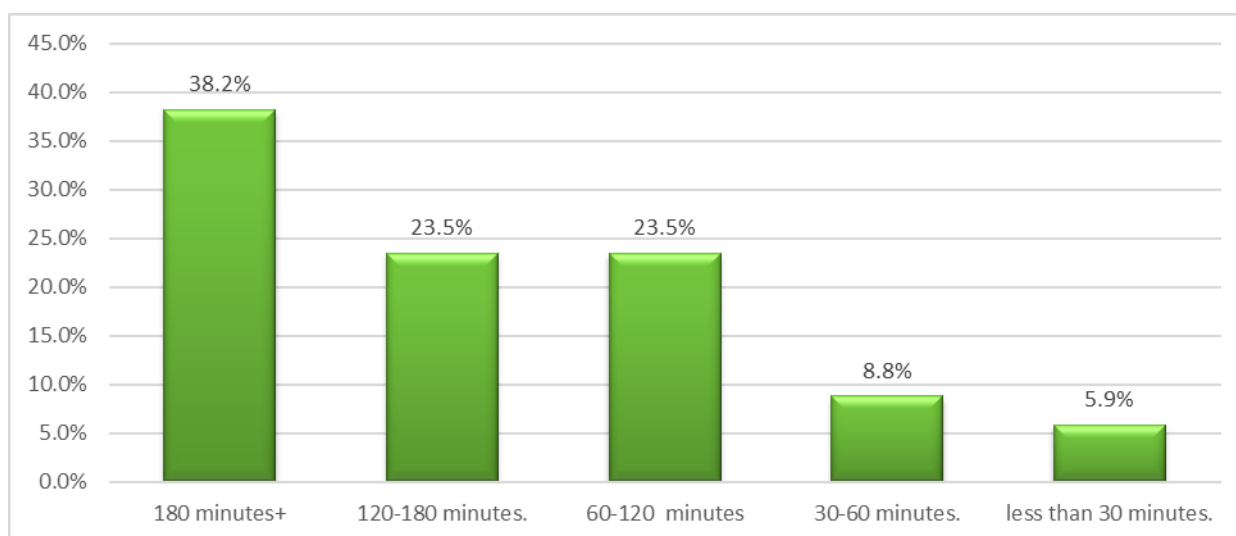


Figure 7. People spend on social media per day.

How much time do you spend on social media per day?

Figure 7 shows the question about how much time you spend on social media daily.

Most participants said that 38.2 percent of the participants said they spent more than 180 minutes on social media, and 23.5 percent spent between 120-180 minutes on social media. Similarly, 23.5 percent of the participants spend between 60-120 minutes on social media.

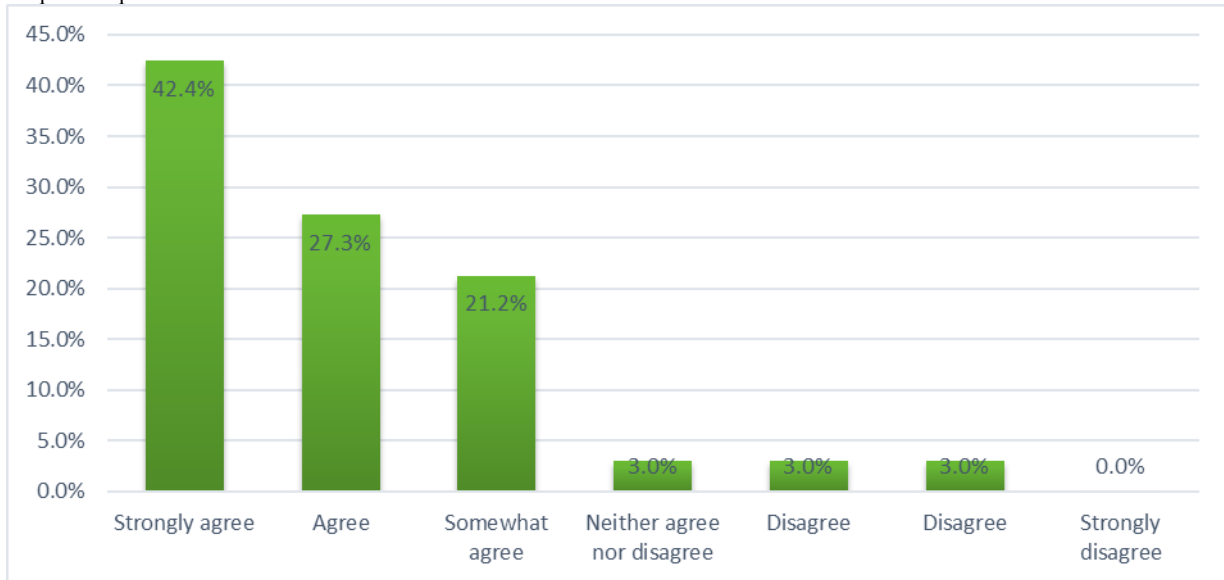


Figure 8. Powerful Tool

Over 90 percent of respondents agreed that social media is a powerful tool for libraries to promote library services, which directly addresses research questions 1-3. The same percentage also agreed that social media was a powerful tool for both parents and student to find out about library services, whereas about 9 percent did not agree that it was useful.

**Discussion**

Figure 2 shows that 61 percent of respondents have graduate degrees, with 38.2% having master’s level and 23.5% having PhDs. Only 32.4% of respondents had less than a bachelor’s degree, so our respondents were highly educated. These professionals generally agreed that social media usage had impacted how middle school students used the library. While Figure 3 shows that 58.8 percent of the respondents said they believed that social media had led to a decrease in library use among middle schoolers, 20.6 percent weren’t sure, and an additional 20.6 percent said that it hadn’t. In addition,

Figure 4 shows the results of the question about whether or not the library can attract students to its services by using social media. 84.5 percent of participants agreed that it can. Only 9 percent disagreed with this idea. That indicates most of the participants agree library can attract students to its services by using social media. Figure 8 shows that over 90 percent of respondents agreed that social media is a powerful tool for libraries to promote library services, directly addressing research questions 1-3. The same percentage also agreed that social media was a powerful tool for parents and students to learn about library services. In contrast, about 9 percent did not agree that it was helpful.

Therefore, many participants agreed that social media is a good tool for libraries in all three areas.

The suggestions have been categorized into four general areas: Advertising library services (44.4 percent), what specific platforms to use (16.6 percent), promoting books (11.1 percent), and promoting the library in general (33.3 percent). Therefore, it’s clear that most participants believe that the promotion and provision of library services is one of the best practices on social media platforms.

Similarly, participants named six different ways that social media impact use by the library affects them. Table 2 categorizes them into general areas: using social media to attract library services, getting news from social media library pages, using social media library pages to search for articles and making life more convenient.

attraction	news	Finding articles	Saving time
2	2	2	2

Table 2: Ways that social media use by the library impacts users.

Overall, participants felt that social media could be a good tool for promoting library services, and they generally agreed on the main ways that it could be helpful.

## Limitations

Several limitations impacted the ability to carry out this survey and collect valuable data. In addition, I experienced some limitations in that I have no experience with setting survey questions. My research paper is "How Can Social Media Platforms Help Improve Middle School Library Services in Kuwait?". Thus, I am not in Kuwait, but here in the United States, so all communication had to be done online. That could make it difficult for the middle schools to trust that I can conduct the research well and in an appropriate way. Also, there could be a time limit for the data collection that doesn't allow me to achieve more surveys from each population sample. Finally, we had to acknowledge that with no incentive to do the survey and with the fast-paced life, participation in the survey was limited.

The practical implications of my research are that it will be benefits librarians to know more about how to encourage students to visit the school libraries in Kuwait. Also, my research will search more profound into what factors librarians can use to reach school libraries' services. Moreover, my research might be of use to current or future LIS students interested in learning about school libraries and what the appropriate application the librarians can use in their school library. In addition, what is the reason for a decrease in the number of students visiting the school library?

## Conclusion

We can achieve some great heights by implementing the positive side of social media in the middle school libraries in Kuwait, as a large portion of the students in Kuwait uses social media. This group is utilizing web-based platforms daily as part of their lives because most of these platforms are free, and they feel that they positively impact their lives. Libraries won't need to make considerable investments to operate within a social media platform, but it can get a significant positive impact. To provide nearness among the users, there should be effective delivery of the services requested by the clients. Librarians and designers of library social media platforms must be proactive in grasping and utilizing such instruments to serve their clients in the manner they need and not remain quiet and still in front of such innovative technologies. Libraries have consistently reacted to the progress around them. It is an ideal time for middle school libraries in Kuwait to embrace and actualize different internet-based tools to enhance the lives of their students and parent population.

The effects of social media on the middle school library in Kuwait could be negative or positive depending on users. However, if students use social media platforms carefully, they will be safe, and social media platforms will help them to learn the correct information. Contrarily, if students use social media platforms without caution, they will waste their time and possibly put themselves in harm's way. More research must be done on the implications of social media use. Areas of interest are: At what age is it appropriate for children to begin using social media, and what limitations should be placed on them as opposed to what freedoms are appropriate as they grow? Also, for all consumers, research can be done to decide on guidelines for the amount of use. Perhaps if consumers are better educated about this, they can make informed decisions about whether or not to spend time on social media and how much time to spend there.

According to my research, librarians and schools need to keep a few ideas in mind to implement successful social media. First, the social media platform we want to choose should be popular enough, and we should survey our library users about which social media platform they are comfortable with. Second, the posts on social media handles should be attractive enough so that all the users are active and listening. Third, the librarian should always improvise and ask students and users to provide feedback. If these steps are followed, the full positive impact of social media in the realm of libraries can be unleashed. Parents and students may use the library more rather than less, and they will be informed. Also, students might increase their academic success due to using libraries more through social media platforms.

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