

Volume 3 (2025)



# RMU e-Bulletin



**Research Management Unit**  
Universiti Teknologi MARA Cawangan Kedah

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# Embracing New Horizons: A Fresh Start for 2025



As we stand at the threshold of a new year, I welcome you to RMU4U Third Edition (January 2025). The start of a new year symbolizes renewal, an opportunity to recalibrate our aspirations and refresh our collective commitment to academic excellence, research endeavours, and impactful scholarly contributions.

The year 2024 saw significant progress within our academic and research community. It was a testament to the passion, perseverance, and creativity of all members of the UiTM Kedah family. As we reflect on those accomplishments, let us also look ahead with determination to elevate our efforts in research, publication, and innovation. Let 2025 be the year we chart new pathways for discovery and collaboration, bringing our work to greater heights.

This year, I encourage all of us to reaffirm our scholarly goals by setting clear, measurable targets for research outputs, impactful writings, and knowledge sharing, aiming to contribute meaningfully to society both locally and globally. Let us strengthen research collaborations by building networks across disciplines, faculties, and institutions to foster cross-disciplinary solutions to real-world challenges. At the same time, we must focus on innovation by exploring new ideas, embracing digital tools, and pioneering creative solutions that align with global trends and local needs. Above all, let us support each other by sharing expertise, mentoring the next generation, and collaborating to overcome challenges, creating a thriving research ecosystem where everyone uplifts one another.

Let this be a year where we balance ambition with reflection, passion with purpose, and innovation with impact. The Research Management Unit (RMU) remains steadfast in supporting your research journey through resources, platforms, and opportunities for growth.

As we embark on this new chapter, I wish each of you the strength to pursue your aspirations and the resilience to overcome any obstacles. Together, let us make 2025 a year of breakthroughs, achievements, and shared successes.

**Here's to a productive and inspiring year ahead.**

Sincerely,

*Prof. Dr. Roshima Said*

**Acting Rector, UiTM Kedah**



# A Message from the Chief Editor

Dear Readers,

I am pleased to announce the return of the RMU4U Bulletin with Volume 3, showcasing a diverse array of academic inquiries and professional perspectives across multiple themes. This edition continues our commitment to facilitating intellectual exchange and presenting research that engages with contemporary issues.

In this volume, the Law & Policy theme stands out with the highest number of contributions, featuring 14 papers that explore significant aspects of governance, justice, and societal well-being. These papers highlight the role of legal frameworks and policies in addressing current challenges and contributing to societal development.

Highlighted works include topics such as "Enhancing Access to Justice: The Role, Challenges, and Future of Small Claims Courts in Malaysia" and "Environmental Public Interest Litigation: Broadening Locus Standi to Safeguard Collective Interests," which examine the evolving landscape of legal rights and public interest. Additional discussions, such as "Alternative Dispute Resolution (ADR) in Islamic Banking and Finance in Malaysia" and "Balancing Nature and Faith: Protection and Conservation of Water Resources from the Perspective of Islamic Law," shed light on the interplay between ethics, faith, and law in addressing societal challenges.

In addition to the focus on Law & Policy, this issue covers a range of topics that contribute to understanding innovation and societal change. Articles such as AI-Driven Recommendations in Mobile Shopping Apps, Podcasts, Animations & Gen Z: Revamping Organizational Behavior Learning, and The Role of Social Media in Shaping Islamic Entrepreneurship explore the intersections of technology, education, and culture in today's world.

This edition represents the collaborative work of our contributors, whose insights and expertise have shaped the content of this bulletin. We encourage readers to engage with these ideas and consider their implications for further research and practical applications.

I would like to thank the authors, reviewers, and editorial team members who made RMU4U Bulletin Volume 3 possible. We hope this publication serves as a resource for understanding key issues and inspires further exploration.

Thank you for being part of this endeavor. Let us continue to learn and exchange ideas

Warm regards,

Dr Azyyati Anuar  
Chief Editor, RMU4U E-Bulletin





# BEHIND-THE-SCENES OF A LIBRARY CONTENT CREATOR

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“Have you ever wondered how much time is spent behind every social media post?”

These days, libraries aren't just places to borrow books; they're all over social media too! According to a recent piece by Taylor and Francis (2024), libraries are getting creative with posts to promote events, manage collections, reach out to the community, and even boost learning experiences. Crafting each post takes a bit of thought—from the initial brainstorming to the posting, to looking back to see what worked best. This three-part process—planning, posting, and reviewing—helps make each post even better next time around!

## Planning

When it comes to the planning phase, library content creators aren't just zeroing in on a single post; they're envisioning the entire vibe of their profile page, like an Instagram grid! This approach not only appeals to the eye but also invites engagement from viewers, whether they're loyal followers or new faces. That's why maintaining standardization and consistency, especially with cover images, is super important. A well-curated grid not only looks good but also encourages more interaction from everyone who stumbles upon it!

Then, as they get into creating individual posts, library content creators focus on crafting posts that really resonate with their audience to boost engagement. Take orientation week, for example—rather than starting with a deep dive into database tutorials, libraries might kick things off with a simpler, welcoming post as a warm-up. But here's the tricky part: figuring out what each unique audience likes isn't easy. There's no “one-size-fits-all” post that appeals to everyone!

o make posts even more relatable, some libraries introduce mascots or characters. Imagine a series where Mr. Whisker, the library's beloved mascot, goes on little “book-hunting” adventures—suddenly, the posts become more than just info snippets; they're stories viewers can connect with. And here's why I'd call these content creators “Jack of all trades”—they're usually librarians or library staff, not outside marketers. They do it all: coming up with concepts, crafting the posts, and even handling the tech!

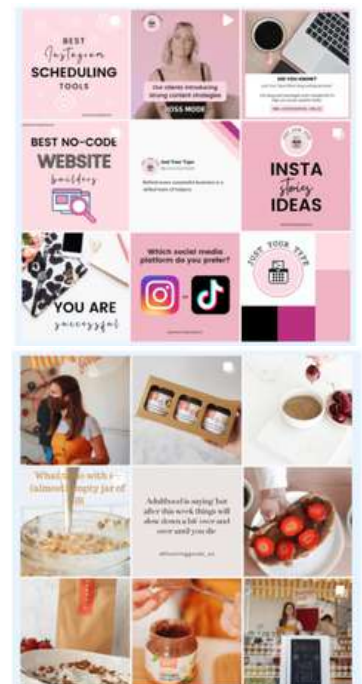


Figure 1: Example of colour-coordinated and classic grid (Jade, 2024)



This job can be time-consuming; a 15-second video might mean hours of filming and editing. That's why these creators turn to user-friendly tools like Canva and CapCut to streamline the process. And, of course, some solid copywriting with a call-to-action is key to nudging viewers to interact.



Figure 2: Examples of posts during orientation week (Sunway JB Library and Learning Commons, 2024)

## Posting

Content should be posted when people are most active on each platform. Luckily, this can be figured out by using built-in tools like Instagram Insights, or even paid software, to find the best times to post. While the best days and times might differ from platform to platform, a good rule of thumb is to aim for lunchtime (around 11 a.m. to 2 p.m.), except on weekends (Glover, 2024). Of course, the timing should also match up with the library's schedule or any events happening at the institution. Timing really is everything!

## Reviewing

The depth of the reviewing process really depends on the library. Some might go all in, cross-checking how their social media posts directly relate to actual library usage, while others might keep it simple and just focus on the reach and engagement each post receives. Every library has its own way of measuring success!

## Conclusion

In the end, social media marketing is just as important as any other role in the library. A strong online presence can make all the difference, especially if the content really connects with viewers or followers. That's why library content creators need to focus on every part of the process, especially the brainstorming and creating phases, to ensure their efforts truly resonate.

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Nur Areena Aqilah binti Mohd Sapri holds a Master's degree in library science and has profound interest in library social media marketing. Before being a lecturer, she was in-charge of social media marketing and user education services at the previous library she worked at.





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