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"Innovative Information Management : Towards a  
Reading Nation"**



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# **Innovative Information Management: Towards a Reading Nation**

Proceeding of the 1<sup>st</sup> Library and Information Professional Seminar  
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Organized by  
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# IFLA WLIC 2018 Volunteers: Sharing Experience from Social Media Assistant Team

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## ABSTRACT

*Social media is playing an important role to be the most significant mediocre for marketing, communicating and indorsing. A proper task force team on social media may lead to systematic social media content during the event or any activities. The job scope of the social media team should assimilate with the content expert, photography, broadcasting, copywriter, editing skills and many more. Social media content also should be aligned with the need for copyright and ethical issues. In many ways, complete social media experts should skilful and sensitive to current issues. Each of the tasks will ensure the quality of social media content. Therefore, this paper will present the experience from the IFLA WLIC 2018 social media team. The objective of this conceptual paper is to share the structure of the job scope of the social media team, including the scheduling, quality checking, medium, job scope numerous more. Not only that, the intention of this paper also is to provide a proper guideline on social media setup for any libraries and information centre in Malaysia. Constructed based on literature search and observation, there is no comprehensive social media task force had been developed in any libraries in Malaysia. Hence, this knowledge sharing on IFLA WLIC 2018 social media team might give an idea for the social media task force in any libraries and information centres in Malaysia. Besides presenting the challenge of the IFLA WLIC 2018, few recommendations on the social media task force team are also documented for future improvement.*

**Keywords:** *Social Media, Volunteer, Content Creator, Librarian, Library*

## 1.0 INTRODUCTION

IFLA World Library and Information Congress (WLIC) 2018 was a successful annual event held by IFLA. Malaysia had been selected to host IFLA WLIC 2018 for the first time. This event involved 3,500 librarians from 112 different countries. This congress is the international flagship professional and trade event for the library and information services sector around the world.

The Malaysian National Committee of the International Federation of Library Associations and Institutions (IFLA) World Library and Information Congress (WLIC) 2018 were looking for volunteers who have the time, dedication and enthusiasm to help them deliver this major international event. Most important criteria were professional, committed, hardworking, reliable and culturally sensitive. Every year, almost 300 volunteers donate their time to help make the IFLA WLIC a success. One of the critical successes of this congress was the support of the volunteers. It was 300 volunteers who joined along two weeks to focus on the preparation and duties for the congress.

One of the vital volunteer teams was the Social Media Team who was responsible for broadcasting and updating all activities, moments and occasions during the congress. The team faced several challenges in dealing with many circumstances that might contribute to the positive and negative impact on congress. Volunteers assist on-site in several areas depending on their interests, including the speakers' room, media centre, registration, in plenaries, exhibition hall, poster sessions, cultural evenings. Volunteers are a key to creating a positive and welcoming atmosphere to delegates from all over the world and assisting the hosts to deliver a professionally run Congress.

The process of work by the Social Media Team members was appropriately managed and led by proper instructions. The handling of various tools and types of equipment would support the work process to be eased and manageable without extra cost. The success of this team was a good relationship among the members, the right motivation and direction, and fulfil the congress objectives.

### 1.1 Criteria & Process selections

Applications to volunteer were open from October 2017 – January 2018. The successful applicants were notified by March 2018.

Volunteers need to register their details on-line. Example of the question online

- i. Why do you want to volunteer now?
- ii. What has motivated you to be a WLIC IFLA 2018 volunteer?
- iii. Do you have any particular skills or qualities that you could use in your voluntary work?

All of the volunteers need to go through several stages process like:

- i. Online applications
- ii. Successful notifications
- iii. Interview process
- iv. Offer letter & Volunteer Acceptance Letter
- v. Volunteer series briefing
- vi. Training & workshop series
- vii. Visits and final briefing at KL Convention Centre

Table 1: Required number of volunteers and skills

4-6 writers	Office / IT Skills, high level of experience with Facebook and Twitter
3-4 Photographers	Excellent photo making abilities, must bring own equipment (camera, not smart phone)
1 Videographer	Excellent video making skills (shooting, editing), excellent interviewing abilities, must bring own equipment
1 Social Media Assistant	High level of familiarity with Flickr, excellent visual and organizational skills

## 1.2 Social Media Assistant Team

- **Team Supervisor**

Mr Amirul Firdaus Zilah led social media assistants' team as the team supervisor. He is also a Librarian at the University of Kelantan Malaysia based on his experience in the management of information systems and at the same time experience in the field of digital marketing with his role as Secretary of the Marketing Committee of the Malaysian Scholarly Publishing Council. He is responsible for coordinating all tasks given by ensuring all important IFLA WLIC 2018 sessions fully covered for documentation purposes.

Supervisors held a series of discussions with Chief Volunteers, Mr Azahar and Mr Ibrahim to finalise the composition of the expertise and details of the relevant tasks for this social media team. It was implemented gradually over the six months before the IFLA WLIC took place. At the same time, the supervisor was given the opportunity and privileges to screening all the volunteer candidates who applied and also identify those who were skilled and had technical expertise in photography, writing and reporting to be invited for joining this task force.

- **Team Members**

Members of the IFLA WLIC Social Media Team are 21 people, including Supervisors. All of them selected from the best candidates applied whose combination of many skills, skills and experiences that have poured in dedication and commitment throughout the congress. The team consists of retired librarians, librarians, lecturers and students in the field of librarianship. The members of the IFLA WLIC 2018 Social Media Team are as follows:



Table 2: Social Media Team Members

No.	Name of The Team Members	Position
1.	Mohd Ikhwan B Ismail	Librarian
2.	Mohd Faizal B Hamzah	Librarian
3.	Dzulhailie B M Bakri	Librarian
4.	Ainnudin B Ja'afar	Assistant Librarian
5.	Dzulhailie B M Bakri	Librarian
6.	Jasmine Gires	Student
7.	Kee Syh Her	Librarian
8.	Linda Yip	Librarian
9.	Mohamad Nizam B Abang Takip	Library Assistant
10.	Mohd Ikhmil Firdausz B Mohd Hanif	Librarian
11.	Mohd. Norshazlin B Sa'adun Nazir	Librarian
12.	Molly Chuah	Retiree
13.	Muhammad Nooramin B Mohd Hassan	Librarian
14.	Noor Asmah Bt Azan	Librarian
15.	Nur Fatin Adila Bt Muhamad	Student
16.	Nurizz Eireen Bt Shaiful Nizam	Student
17.	Nurul Diana Bt Jasni	Librarian
18.	Nurul Hanisah Bt Baharin	Student
19.	Sufy Rabea Adawiya Bt Idris	Lecturer
20.	Syafiq Ridzuan B Abdul Hamid	Librarian



Figure 1: Social Media Team Members with IFLA Communications Team

### 1.3 Task & Responsibility

This group was divided into several tasks such as writers/reporters, photographers, videographers and social media assistants.

- Writers/Reporters

Members of this team will report on highlights of the Congress based on a detailed schedule created by IFLA Headquarters. Under the direction of the Social Media Coordinator, they will also have the freedom to report on other events, do interviews (e.g. Facebook Live), make mobile uploads with the posts (photos) and make spontaneous comments on sessions, poster, exhibits and others.

Writers are expected to use their own devices (smartphones, tablets, laptops and any suitable devices) for posting to social media and can utilise the free wi-fi in the conference centre.

- Photographers

Photographers are dedicated to visually documenting the Congress. They will be supplied with a detailed list of events to cover but will rely on good judgement and skills, great photos often emerge spontaneously (using their cameras, SD cards, lenses, chargers and any relevant types of equipment) throughout the week.

- Videographer

Conduct and film short interviews, record speakers at high-profile sessions, create short clips, edit footage and prepare the distribution on the web. Bring their equipment, laptop or portable device with editing software. Appropriate content will be uploaded to the Vimeo platform.

- Social Media Assistant

Assists the social media coordinator, assists the volunteers, especially photographers and videographer, select upload, tag and organise photos for Flickr.

## **2.0 Social Media and Preparation**

The preparation before the program started is crucial to ensure the implementation of the task during the process of work will be going well and smoothly. Several plans had been discussed among the volunteers in the team and guided by the supervisor. Many things should be considered for preparation while no budget given by the management. The team must think and plan to use any tools and platforms which are minimum cost or free. In the end, the team managed to get the solution to have all the support tools and platforms without use any cost. The vital elements in determining the support tools and platforms for the process of work are ease of use and the participants of the program will touch whatever the team shares in social media platforms.

### **2.1 Social Media Platforms**

Traditionally, people used the website or blog to disseminate updated information on the internet. However, nowadays people are more comfortable using social media platforms such as Twitter, Facebook, Instagram and YouTube because it is easy to create, modify, discuss and share the content and information. The social media platforms also can significantly impact the updated information to the participants. For this reason, the team decided to choose one social media platform that was relevant and comfortable to the participants and that platform was Facebook.

Before the program started during the preparation and discussion period, the team decided to create one fan page on Facebook named *WLIC 2018 Kuala Lumpur*. Up to this writing, this page has 475 total page likes. The team handled this fan page, and it was supporting the fan page created by the IFLA committee called *IFLA - International Federation of Library Associations and Institutions*. In other words, most of the photos and information about the program have been updated by the team using the *WLIC 2018 Kuala Lumpur* fan page frequently from the first day until after the end of the program.

The administrators of this fan page were selected from the team members who have a Facebook account and are capable of handling the fan page. Each of them could update all information from

their account and use their smartphone or laptop. The update process could be smooth and comfortable for the team members to update the information. Many photos have been posted on this fan page with the simple caption to ensure the team will cover all the events' moments and news, and the audience could have the latest information during the period of the program.

The posts of this Facebook fan page had been shared by other Facebook fan pages and groups too such as *Persatuan Pustakawan Malaysia (PPM)*, *Perpustakaan Negara Malaysia* and *Sembang Pustakawan*. The team also had to share the other personal account's posts to this Facebook fan page that showed any moments, photos and information that related to this program.

## **2.2 Storage Platform**

While the process of gathering the information, especially photos during the program, the team should decide the proper storage platform. The purpose of the storage platform was to store all works, especially the writing and photos. This storage platform would support the team in gathering, obtaining, sharing, archiving and re-using those items.

As mentioned before, the chosen tools and platforms must avoid the relation of cost consuming because of no budget allocation for the team. Thus, the team decided to use Google Drive as the storage platform within the program. While storing valuable photos and files related to the program, the need for a storage platform to include the large and oversized files, especially photos, should be concerned. Every photo taken by the photographer was around 2-12 megabytes in JPEG/RAW format. Therefore, the team should think to strategise the way to store and use them without doing offline, and Google Drive would benefit the team to use at any time and place.

Google Drive offers only 15 gigabytes of free storage for one account. Indeed, Google Drive allows the user to upgrade the storage up to 30 terabytes with specific fees. However, the team created up to three accounts for Google Drive to obtain more space for storage for this program. It means that the team has 45 gigabytes for three accounts which cover around 2000 photos during the program without pay any fees for more space.

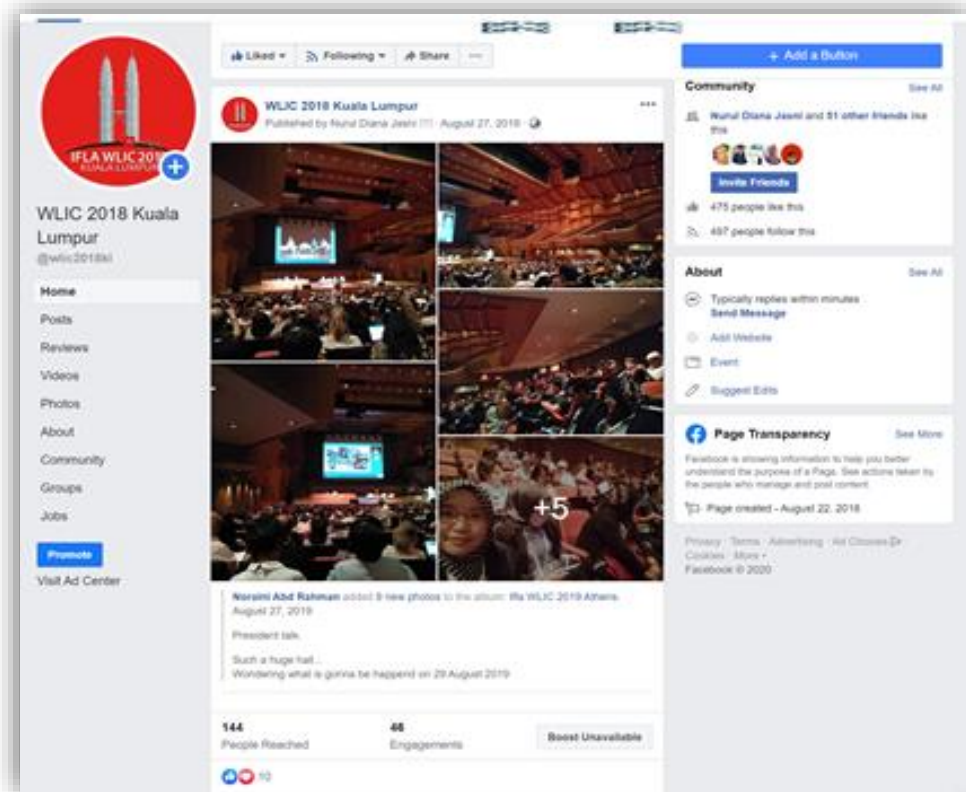


Figure 2: Facebook fan page *WLIC 2018 Kuala Lumpur*  
(<https://www.facebook.com/wlic2018kl>)

### 2.3 Photo Hosting Platform

Flickr is an image and video hosting service that allows the user to store and share the photo and video on the internet with easily accessible. The viewer can access without the need to register or create the account. For this program, the selected photos had been chosen which were the best among the best photos to upload and share in the official Flickr of *The International Federation of Library Associations and Institutions* (<https://www.flickr.com/people/ifla/>). The team uploaded the photos with captions for every session that was held along the program.

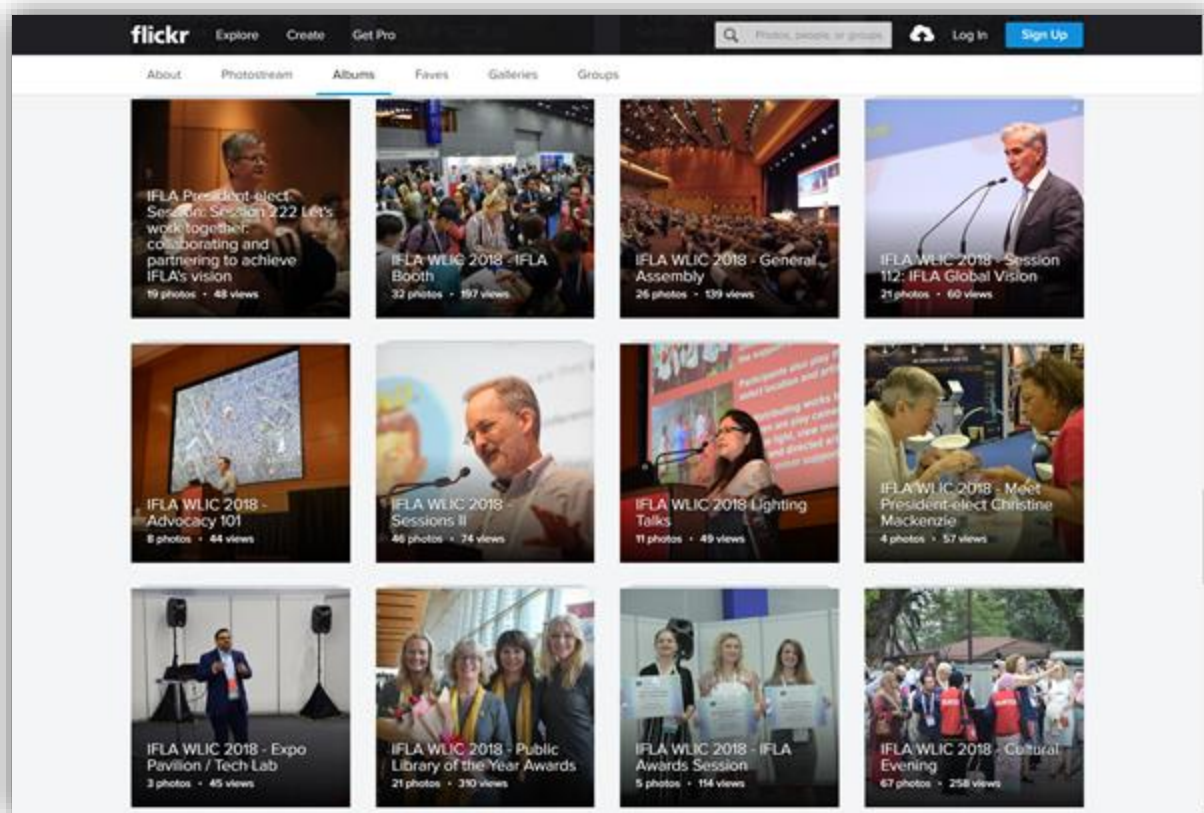


Figure 3: Official Flickr of *The International Federation of Library Associations and Institutions* <https://www.flickr.com/photos/ifla/albums/with/72157700260113164>

## 2.4 Communication Platform

The communication among the team members is critical to ensure the information from the supervisor to the team member and among them would be successfully delivered and understood. Every member of the team already has the application WhatsApp as a regular online communication platform on their smartphone. Therefore, the team decided to use WhatsApp as an official online communication platform among the team members from the first day until the end of the program.

The supervisor created the group in WhatsApp that had been named as *IFLA WLIC Soc. Media Team* and invited all the team members to join this group. Therefore, all the activities, instructions and comments would be delivered in this group. Meanwhile, this platform was really helpful whenever the team members were located at different places within the program. For example, the supervisor will be giving instructions and schedules through WhatsApp. Thus, the team members would easily understand and follow those instructions.

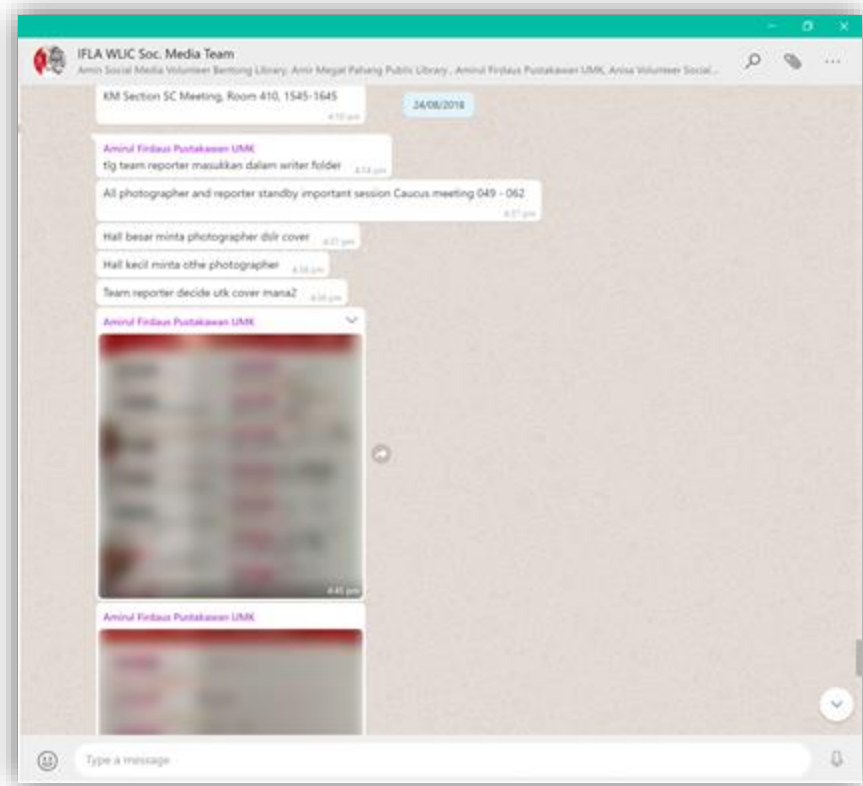


Figure 4: Group Whatsapp *IFLA WLIC Soc. Media Team*

## 2.5 Time Table/Duty Roster

Each supervisor was instructed to provide a complete schedule of each assignment. Each assignment given to each volunteer or group member is based on the role combination of the reporter and the photographer. Each task given is based on equal workload but in some cases, few of the most skilled team members will be requested to cover for specific sessions that are considered as essential and specialised by the IFLA Communications Team. However, flexibility is a critical element that helps all members of this team do their task effectively.

Initially, the supervisor had prepared a complete task schedule with a shift in proportion to the shift. However, during the first session of the meeting and after consultation with all members, there were constraints that if left untreated would cause difficulties in the assignment. This situation happened is due to the lack of experience, health problems and opportunities for members to participate in specific conference sessions and new task implementation suggestions that will make each task more manageable.

As a result, a more flexible approach is taken that is the schedule of assignments provided each night after the event ends each day. Supervisors have taken the task of giving assignments to all members by using the IFLA WLIC 2018 program handbook for the members of the group on duty



at each conference. These task instructions are delivered through sharing on the WhatsApp group Social Media Team.

Duty Roster for Social Media Assistants Team

	23/08/2018	24/08/2018	24/08/2018 (12:00 - 19:30)	25/08/2018 (08:00 - 18:00)	25/08/2018 (18:00 - 19:30)	26/08/2018 (08:00 - 22:00)	26/08/2018 (08:00 - 18:00)	26/08/2018 (18:00 - 19:30)	26/08/2018 (18:00 - 19:30)
Website Repairs	2:00 pm Special Task 18:30 pm IFLA 18:45 pm IFLA	All - Preparation Short Training Reminders	All 9:00 am Briefing on Social Media by IFLA HQ Communication Team	9:00 am Briefing on Social Media by IFLA HQ Communication Team	9:00 am Briefing on Social Media by IFLA HQ Communication Team	9:00 am Briefing on Social Media by IFLA HQ Communication Team	9:00 am Briefing on Social Media by IFLA HQ Communication Team	9:00 am Briefing on Social Media by IFLA HQ Communication Team	9:00 am Briefing on Social Media by IFLA HQ Communication Team
Photographers / Videographers	2:00 pm Volunteer Briefing	VVP Boardroom	VVP Boardroom	SI 10:00 am Photography Briefing	SI 10:00 am Photography Briefing	SI 10:00 am Photography Briefing	SI 10:00 am Photography Briefing	SI 10:00 am Photography Briefing	SI 10:00 am Photography Briefing
Social Media Assistants			SI 10:00 am Photography Briefing	SI 10:00 am Photography Briefing	SI 10:00 am Photography Briefing	SI 10:00 am Photography Briefing	SI 10:00 am Photography Briefing	SI 10:00 am Photography Briefing	SI 10:00 am Photography Briefing

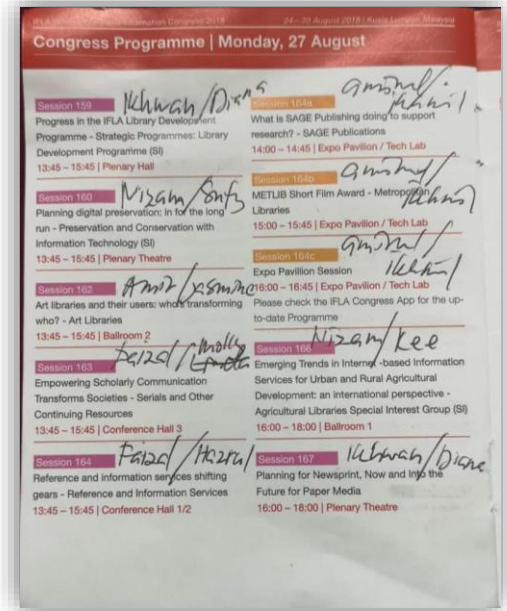


Figure 5: Duty Roster for Social Media Team

## 2.6 Feedbacks

The Social Media Team service has been praised by various parties, including the IFLA Communication Team. Among their statements in this regard, "IFLA WLIC 2018 Social Media Team volunteers have set a new stage in social media management tasks and documentation on IFLA WLIC organising that will surely be a guide for future organisers". Overall, 42.6% of the respondents got ongoing news about the congress from the Facebook page, 19.9% via Twitter. 34.6% indicated that they used other means.

The excellent services and has been proven by an assessment study made by the IFLA. The study states in terms of Onsite Congress Communication mainly through social media, The Facebook page for the IFLA 2018 WLIC News was accessed by 52.6% of the respondents which 27.9% accessed the Facebook page during the conference only 1 or 2 times. Another 24.8% of the respondents access the Facebook page during the conference more intensively: 17.4% (nearly) daily and 7.4% more than one time per day. More interesting in the same study, shows that 81.6% of the respondents, who visited the Facebook page of the WLIC rated the Facebook page positively and only 2.1% of the respondents rated the Facebook page negatively.

## 3.0 LIMITATION AND RECOMMENDATION

As a content creator in the social media platform, there are several challenges that IFLA WLIC 2018 Social Media Team befalls. The first limitation is in terms of the devices used. At first, the official photographer for IFLA WLIC 2018 Social Media Team used a digital single-lens reflex camera (DSLR) to capture a moment, events, and the participants attended. The quality of the image and video production by DSLR is outstanding in terms of the resolution. However, the team realized that it is a bit difficult to transfer and share the content to be used in real-live social media content

especially for the microblogging platform. This situation happened because the size of the files is big and the process to share with the rest of the teams is a bit slow.

As a result, some photographers used their smartphones to capture the moments during the conferences. The team decided to create several digital storages using Google Drive to allow the photographer to upload directly via their smartphone. To solve these fences, it is recommended to identify the suitable devices that can be used according to the social media platform. The team still can use DSLR if there is no time frame guided to post in the social media platform/content.

Additionally, during IFLA WLIC 2018, the metadata used to record the moment captured is by the session, venue/rooms, date and time. There is not standard metadata provided to record the speaker's name, presentation, and topic, question and answer session and many more. There is a limitation of the information provided in each fresh content provided by the team before publishing it. Another challenge for IFLA WLIC 2018 Social Media Team is the number of team members.

The venue for IFLA WLIC 2018 was at the Kuala Lumpur Convention Center. The place is vast and there are numerous parallel sessions that the team needs to cover. Known as the biggest assembly of the professional librarian in the world, the number of members in the social media team should equal the ratio of the event's size. Besides the number of team members, scheduling is also one of the biggest challenges for the Social Media Team. Due to the limited number of team members, the schedule of the IFLA WLIC Social Media Team is precise compact. Additionally, some of the team members are not familiar with the venue and have limited experience working on such a big scale of conference. This condition will affect the smoothness of the schedule given.

#### **4.0 CONCLUSION**

There are always new things to discover and learn during IFLA WLIC 2018. The conference itself is the biggest professional librarian conference ever held in Malaysia. The participants of IFLA WLIC 2018 are the highest participants recorded during that time. The venue of the conference is also taking place at the prestigious convention hall in Kuala Lumpur. The conference itself gives a strong image of the professional librarian among other professions.

The event promotes the profession and channeling the proper branding of a career as a professional librarian. Therefore, there is no doubt that as a volunteer for IFLA WLIC 2018 Social Media Team give the team members valuable experience. As a volunteer, the conference gives us a clear picture of how to conduct an international conference in the future. Besides expended networking, the conference also gives opportunities to the team members to work with IFLA members from around the world. In conclusion, IFLA WLIC 2018 gives a positive impact on the professional librarian in Malaysia, especially among the volunteers.



## ACKNOWLEDGEMENTS

The success and outcome of this papers as we believe IFLA WLIC Kuala Lumpur had given us sweet and precious moments, knowledge and networking with the librarian from many countries and we extremely fortunate to have got this all along with the IFLA WLIC 2018 completion and sharing of our volunteer experiences. Whatever we have done is only due to such good support systems and assistance and we would not forget to thank all of our team members.

We are also extremely grateful to Mr Azahar Mohd Noor and to all Malaysia National Committee (IFLA WLIC KL 2018) for providing such a proper systematic training, support and guidance. Last but not least, we would like to express our gratitude to our family, friends and Social Media Team Members for support and willingness to spend some time with us.

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