

Exploring the Effectiveness of Social Media Information Communication for Library Users

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Abstract

The study is conducted to determine the impact of social media posts (SMP), information quality, accessibility to social media (ASM), social media user trust (SMUT) and technological literacy (TL) on effectiveness of social media communication (ESMC). A survey based data collection approach was used and a sample of 386 library users in Shanghai and Beijing was collected using survey random sampling method. The study used IBM SPSS 26 for determining correlations, model summary, analysis of variance (ANOVA) and regression analysis. It was found that there is no impact of SMP on ESMC. The study determined that information quality, ASM, SMUT, and TL have a significant impact on ESMC. The study addresses the gaps in knowledge and practitioners and policymakers are recommended for significant actions to improve the ESMC.

Keywords

Social Media Users, Effective Communication, Technological Literacy, Information Quality, Library Users.

1. Introduction

The modern world is revolutionized with the advancement of technology and use of social media (Mirbabaie *et al.*, 2020). Information sharing channels such as social media have gained the attention of the public due to easy access to use and reliable information sharing. However, social media is considered as a significant factor for information sharing which can influence the learning process of public (Poongodi *et al.*, 2021). Nonetheless, the perception of the public is always positive towards the quality content which can approach into a different direction. The use of social media platforms for information sharing can become a significant way forward for information management (Zhao; Zhou, 2020). When social media is used to share credible information, the perception of social media users is improved. The library users in China are using Chinese social media platforms to get the updates regarding the library working (Chu *et al.*, 2020). However, a significant level of change is required in the social media users to use different digital libraries.

The information shared on social media platforms for library users improves their effectiveness and working (Lin; Kishore, 2021). When social media is used to advance the understanding of public library users, the quality information and updates of the library are also worthy. It is recommended that social media users should pay a significant level of attention to library workers which can effectively contribute to communication (Shu *et al.*, 2020). When there is no significant information sharing on social media platforms, the effectiveness of communication is distributed which is not good for library users (Jiang *et al.*, 2020). Many library users have less information about the advancements in technology which is a negative factor that influences the library users (Höttecke; Allchin, 2020). The digital literacy for the use of social media is required for library users which can influence their understanding and perception about information sharing. Thus, library users can use social media to get awareness about library services.

There is a scholarly debate on the use of social media for effective communication. According to Sánchez-Fernández and Jiménez-Castillo (2021), social media is considered as a game changing factor in information dissemination but



there should be right audience for it. **Rasheed et al.** (2020) discussed that when there is quality in information shared on social media platforms, the effectiveness of information is improved which has a positive effect on social media. According to **Qin** (2020), social media communication is improved when the target audience have appropriate knowledge to use social media platforms. However, the limited level of social media working approach can reduce the effectiveness in social media working (**Zhao; Zhou**, 2020). Another study **Chu et al.** (2020) discussed that social media is a significant factor for information dissemination, but the shared information on social media platforms should be valid which can improve the quality of communication. Even there is a scholarly discussion on communication and effectiveness of social media platforms, but there are some gaps to address in literature. To understand these gaps, the study develops the following question. *RQ: What is the impact of social media posts, information quality, accessibility to social media, social media user trust and technological literacy on effectiveness of social media communication?*

To answer the question of this research, the study is conducted to determine the impact of social media posts (SMP), information quality, accessibility to social media (ASM), social media user trust (SMUT) and technological literacy (TL) on effectiveness of social media communication (ESMC). A survey based data collection approach was used and a sample of 386 library users in Shanghai and Beijing was collected using survey random sampling method. The study used IBM SPSS 26 for determining correlations, model summary, analysis of variance and regression analysis. It was found that there is no impact of SMP on ESMC. The study determined that information quality, ASM, SMUT, and TL have a significant impact on ESMC. The study addresses the gaps in knowledge and practitioners and policymakers are recommended for significant actions to improve the ESMC.

2. Review of Literature

2.1. Social Media Posts

The information shared on the social media platforms has a significant influence on the audience (**Cheng et al.**, 2020). This information plays a critical role to communicate with the people when all social media post has the opportunity for discussion among the community. This discussion among the community is significant for social media users because they can share the information and develop a critique on it (**Saura et al.**, 2021). When the social media related information is shared appropriately, the good quality posts directly attract the audience. The interface of the post helped the social media users to break down the knowledge shared in the social media post (**Dai et al.**, 2020). The post on social media is appropriate and concise to share the appropriate information, it develops a significant understanding about the social media users which play a critical role. The information shared on social media platforms is necessary to improve because it has a significant impact on the learning (**Al-Samarraie et al.**, 2022). The library users also use social media platforms to communicate with others. The significant information shared on the social media post can be leading someone to influence. The social media users should have appropriate attitude to social media post which can improve their understanding (**Walter et al.**, 2021). The social media users also can develop better understanding for effective communication if they are expecting the quality information (**Xie et al.**, 2024).

H1: Social media posts have an impact on effectiveness of social media communication.

2.2. Information Quality

The quality of information is always important when the target is to influence the audience (**Kapoor et al.**, 2022). Most of the educated people are just only influenced by the quality information because they have no relationship with other conduct information. The quality information develops a positive attitude toward the understanding of people which can improve their strategic learning (**Bonnevie et al.**, 2020). The role of quality information is to develop a positive attitude among the people who are affecting the quality information at every time. Therefore, the role of social media and the online communication networks improve because the reliable way of information sharing is developed (**Roy et al.**, 2020). However, when there is no quality in the shared information, it reduces the attractiveness of the content shared on the social media platforms. Therefore, it is required to work on the quality information and related post which can conceive the message to directly influence the target audience (**Mehta; Wang**, 2020). The social media users are recommended to work on effective strategies and the marketers should be consulted with the help of experts to improve the communication with the help of social media platforms. It is recommended to improve the communication on social media with effective strategy that could influence the overall understanding of the audience (**Capriotti et al.**, 2021). To sum up, the quality information is a critical way forward for the effectiveness of social media platforms which is necessary to develop an effect with the help of social media communication.

H2: Information quality has an impact on effectiveness of social media communication.

2.3. Accessibility to Social Media

The access to social media is important factor for the target audience when the information is shared on the social media platforms (**Wong et al.**, 2021). It is necessary to develop a positive attitude of the social media users for the social

media information because they can be benefited from it. However, the access to social media post is necessary for getting the information that is reliable for the social media users (**Albanna et al.**, 2022). Whether social media users have no access to social media post, they are not encountered with the quality information that could influence their behaviour. The social media users are committed to get up to date information on social media platforms by for when different groups (**Ganesh; Bright**, 2020). The social media has given the opportunity to public for discussion on any kind of information which can develop a significant rationale for quality information. It is always critical to discuss the information which is necessary for significant information sharing mechanism (**Shu et al.**, 2020). The quality of social media post and information sharing mechanism can influence the ASM which is significant factor for information sharing. The reliable way of information sharing is possible with the target audience will have access to social media platforms which is helpful for them to get latest information (**Qalati et al.**, 2021). Therefore, the effective communication among the social media users is developed based on the shared information.

H3: Accessibility to social media have an impact on effectiveness of social media communication.

2.4. Social Media User Trust

The trust on social media information sharing is important for the social media users because it can influence their overall understanding (**Rogers**, 2020). However, the social media users are recommended to communicate a good piece of knowledge with one another that can develop our comprehensive understanding and trust (**Zarzycka et al.**, 2021). Since the trust is a significant factor in social media information sharing, it is required to share the quality information to the social media users which can improve their understanding in a better way. The social media users are keenly interested to get the trusted information which can help them to stay away from fake information (**Ali Qalati et al.**, 2020). There should be a collective mechanism against the fake information shared on the social media platform. The good quality of information shared on social media platforms can attract the library users and students to get knowledge (**Aïmeur et al.**, 2023). The significant way of social media related awareness can improve the effectiveness of social media platform which is a way forward for developing a trust for social media. When there is a significant influence on the social media platforms, the quality information is appropriate which can help to develop a concise and trustworthy information (**Ali; Gatiti**, 2020). The source of information sharing with the social media platforms should be trustworthy which can adapt with public and improve their innovate towards social media.

H4: Social media user trust has an impact on effectiveness of social media communication.

2.5. Technological Literacy

The literacy to use social media and other internet-based platforms is necessary for the community (**Schwoerer**, 2023). When the people are informed about the use of social media, they effectively use it for the information sharing electable dictation purpose. Whether information is shared on the social media platforms is effective, it develops our comprehensive effect on the public (**Van Dijck; Alinejad**, 2020). Therefore, the literacy for using social media platforms and other advanced technologies is precisely to improve the overall behaviour of public. Yet the social media platforms are developed to improve the understanding of public, it is necessary to communicate the significant information about social media (**Paul et al.**, 2023). When the people have little knowledge about the digital literacy and social media platforms, they are encountered with the fake information, and it is difficult for them to distinguish between fake information and correct information (**Shahbaznezhad et al.**, 2021). Therefore, the effective mechanism should be developed to counter the fake information shared on the social media platform that is not good for the community. To counter these challenges, the TL should be developed for effective communication of the information to the target audience on the social media platforms (**Vrontis et al.**, 2021).

H5: Technological literacy has an impact on effectiveness of social media communication.

3. Materials and Methods

Social media is considered as a key source of information dissemination. In this study, quantitative analysis was conducted to reach empirical understanding regarding the use of social media for effectiveness of communication among library users. For this purpose, the study population was library users in China. This population was selected as the findings of the study are generalized to them. This study used a Likert scale based questionnaire to collect the data (**Nemoto; Beglar**, 2014). Although the instruments of the variables were developed and tested by the scholars, but language and content of the instruments was modified to reach on the findings of this study. However, the libraries in Shanghai and Beijing were considered for collection of data. These libraries were considered due to diversity among the population, which is helpful to understand, analyze and interpret the findings in critical way.

The study used simple random sampling technique for the collection of data (**Sekaran; Bougie**, 2016). This technique was useful because the previous studies also used this method to reach research findings. The printed version of the questionnaires were used to collect the data. The respondents of the study were asked for their consent before the survey of the questionnaire. Those respondents who were not confident provide the data for this research; they were not insisted. However, the participants of the study were briefly informed about the purpose and vision of the study.

For collection of data, 550 participants were approached with printed questionnaires. The management of the libraries were consulted before the collection of data. With the consent of management, the survey was conducted.

During the data collection, all queries of the respondents were addressed to improve the understanding of the questions. In response to the questionnaire, 412 respondents filled out the questionnaire. They were acknowledged for their time and effort to fill out the questionnaire. After the collection of data, the process of initial screening of data was started. During this process, only 386 responses were found appropriate for the analysis of data. The rest of the responses were inconsistent with the other patterns. Therefore, these responses were removed to reduce their effect on the findings of this study. IBM SPSS 26 was used by this research to analyze the data (Pallant, 2020). The data analysis process started with analysis of demographics findings and concluded with hypotheses testing. The next section of the study explains the hypotheses formulation and findings of the study.

3.1. Data Analysis

The demographic analysis of the study was conducted at the level of education, gender, employment status and library usage was investigated. According to the findings, 162 respondents were diploma holders, 75 were undergraduates, 113 were postgraduates and 36 were not educated. Furthermore, 203 respondents were male and 183 were female among the respondents. In addition, 33 respondents were working in the government sector, 211 were private sector employees and 142 were unemployed. Among the respondents, 79 used the library often and the remaining 307 were used twice a month. The demographics statistics are reported in Table 1.

Table 1: Demographics.

| Variable | Level | Counts | Total |
|-------------------|-----------------------------|--------|-------|
| Education | Diploma | 162 | 386 |
| | Undergraduates | 75 | 386 |
| | Postgraduates | 113 | 386 |
| | Not educated | 36 | 386 |
| Gender | Male | 203 | 386 |
| | Female | 183 | 386 |
| Employment Status | Government Sector Employees | 33 | 386 |
| | Private Sector Employees | 211 | 386 |
| | Unemployed | 142 | 386 |
| Library Usage | Often | 79 | 386 |
| | Twice a Month | 307 | 386 |

In Table 2, the findings of descriptive statistics are reported based on the data of this study. According to the findings, the mean value was significant as it did not deviate from 3. The findings of skewness and kurtosis were also determined to measure the normality of distribution for the data. The results indicate that both skewness and kurtosis were significantly achieved by the recommended threshold ± 2 and ± 7 respectively (Royston, 1992). Therefore, the results discussed that there was no abnormality in data distribution. The statistics are reported in Table 2.

Table 2: Descriptive Statistics.

| | Mean | Std. Deviation | Skewness | Std. Error of Skewness | Kurtosis | Std. Error of Kurtosis |
|---|-------|----------------|----------|------------------------|----------|------------------------|
| Social Media Posts | 3.352 | 1.140 | -0.140 | 0.124 | -0.913 | 0.248 |
| Information Quality | 3.290 | 1.159 | -0.020 | 0.124 | -1.044 | 0.248 |
| Accessibility to Social Media | 3.360 | 1.209 | -0.135 | 0.124 | -1.173 | 0.248 |
| Social Media User Trust | 3.355 | 1.202 | -0.034 | 0.124 | -1.287 | 0.248 |
| Technological Literacy | 3.389 | 1.193 | -0.196 | 0.124 | -1.101 | 0.248 |
| Effectiveness of Social Media Communication | 3.337 | 1.178 | 0.022 | 0.124 | -1.265 | 0.248 |

Table 3: Pearson's Correlations.

| | | Pearson's r | p |
|-------------------------------|---|-------------|--------|
| Social Media Posts | - Information Quality | 0.587 | < .001 |
| Social Media Posts | - Accessibility to Social Media | 0.614 | < .001 |
| Social Media Posts | - Social Media User Trust | 0.618 | < .001 |
| Social Media Posts | - Technological Literacy | 0.612 | < .001 |
| Social Media Posts | - Effectiveness of Social Media Communication | 0.587 | < .001 |
| Information Quality | - Accessibility to Social Media | 0.611 | < .001 |
| Information Quality | - Social Media User Trust | 0.599 | < .001 |
| Information Quality | - Technological Literacy | 0.587 | < .001 |
| Information Quality | - Effectiveness of Social Media Communication | 0.611 | < .001 |
| Accessibility to Social Media | - Social Media User Trust | 0.657 | < .001 |
| Accessibility to Social Media | - Technological Literacy | 0.639 | < .001 |
| Accessibility to Social Media | - Effectiveness of Social Media Communication | 0.631 | < .001 |
| Social Media User Trust | - Technological Literacy | 0.621 | < .001 |
| Social Media User Trust | - Effectiveness of Social Media Communication | 0.678 | < .001 |
| Technological Literacy | - Effectiveness of Social Media Communication | 0.635 | < .001 |

Thirdly, the findings of Pearson's correlations were investigated to determine the correlations between variables of the study. The correlations were tested to determine if the variables are positively or negatively correlated to one another. According to Table 3, the correlations were considered significant because p value for all variables correlations were less than $<.001$ (Sedgwick, 2012). Hence, the correlations among the study variables were significantly accepted. Fourthly, the model summary was investigated which helps to determine the characteristics of the model. In model summary, R-value represents the correlation between the dependent and independent variable. A value greater than 0.4 is taken for further analysis. Furthermore, R-square shows the total variation for the dependent variable that could be explained by the independent variables. A value greater than 0.5 shows that the model is effective enough to determine the relationship. Both R value and R-square value reported in Table 4 are above the recommended threshold. Hence, the model summary of the study was significantly accepted. On the other hand, Adjusted R-square shows the generalization of the results i.e. the variation of the sample results from the population in multiple regression. It is required to have a difference between R-square and Adjusted R-square minimum. In Table 5, the statistics show that the difference between both factors was minimum. Hence, the data is considered good for further analysis.

Table 4: Model Summary - Effectiveness of Social Media Communication.

| Model | R | R ² | Adjusted R ² | RMSE |
|----------------|-------|----------------|-------------------------|-------|
| M ₀ | 0.000 | 0.000 | 0.000 | 1.178 |
| M ₁ | 0.762 | 0.580 | 0.575 | 0.768 |

Note. M₁ includes Social Media Posts, Information Quality, Accessibility to Social Media, Social Media User Trust, Technological Literacy

In Table 5, the findings of analysis of variance (ANOVA) are reported which were investigated to determine if the model is significant enough to determine the outcomes. In ANOVA, a 95% confidence interval or 5% level of the significance level and the p-value should be less than 0.05. Furthermore, F-ratio shows an improvement in the prediction of the variable by fitting the model after considering the inaccuracy present in the model. The value is greater than 1 for F-ratio yield efficient model. The findings in Table 5 confirmed that both factors achieved their recommended threshold.

Table 5: ANOVA

| Model | | Sum of Squares | df | Mean Square | F | p |
|----------------|------------|----------------|-----|-------------|---------|--------|
| M ₁ | Regression | 309.978 | 5 | 61.996 | 105.059 | < .001 |
| | Residual | 224.239 | 380 | 0.590 | | |
| | Total | 534.218 | 385 | | | |

Note. M₁ includes Social Media Posts, Information Quality, Accessibility to Social Media, Social Media User Trust, Technological Literacy. The intercept model is omitted, as no meaningful information can be shown.

In last, the coefficient values were investigated to test the hypotheses of the study. The findings are shown in Table 6 and t value above 1.96 was accepted for significant acceptance of relationships (Hair Jr. *et al.*, 2021). H1 analysis confirmed that SMP have no impact on ESMC. H2 findings show that information quality has an impact on ESMC. H3 findings show that ASM have an impact on ESMC. H4 analysis confirmed that SMUT have an impact on ESMC. H5 results show that TL have an impact on ESMC.

Table 6: Coefficients.

| Model | | Unstandardized | Standard Error | Standardized | t | p |
|----------------|-------------------------------|----------------|----------------|--------------|--------|--------|
| M ₀ | (Intercept) | 3.337 | 0.060 | | 55.654 | < .001 |
| M ₁ | (Intercept) | 0.319 | 0.140 | | 2.286 | 0.023 |
| | Social Media Posts | 0.090 | 0.049 | 0.087 | 1.818 | 0.070 |
| | Information Quality | 0.176 | 0.047 | 0.173 | 3.708 | < .001 |
| | Accessibility to Social Media | 0.143 | 0.049 | 0.147 | 2.910 | 0.004 |
| | Social Media User Trust | 0.294 | 0.049 | 0.301 | 6.046 | < .001 |
| | Technological Literacy | 0.197 | 0.048 | 0.200 | 4.102 | < .001 |

4. Discussion

The study achieved its objective to answer the following research question "What is the impact of SMP, information quality, ASM, SMUT and TL on ESMC?" This question was answered testing five hypotheses. Discussing H1, the analysis confirmed that SMP have no impact on ESMC. Although the empirical findings of this relationship are new to knowledge, the findings are interpreted in the context of existing research. According to Shahbaznezhad *et al.* (2021), the content disseminated on social media platforms profoundly impacts the audience. This information is essential for engaging with individuals, as all SMP provide a platform for community conversation. According to Ali and Gatiti (2020), this discourse within the community is pertinent for social media users since it enables the dissemination of information and the formulation of critiques. When social media content is disseminated effectively, high-quality posts directly engage the audience. According to Dai *et al.* (2020), the post's interface facilitated social media users in deconstructing the information presented. The social media post is suitable and succinct, effectively conveying pertinent information and fostering a substantial understanding of the users, who play a crucial role. According to Ali Qalati *et al.* (2020), the material disseminated on social media platforms requires enhancement due to its substantial influence on learning. Library patrons utilise social media channels for communication with others.

According to **Vrontis et al.** (2021), the crucial information disseminated in the social media post may lead to influence. Social media users should adopt a suitable attitude towards posts to enhance their comprehension. Social media users can enhance their understanding of effective communication if they anticipate high-quality content.

Secondly, H2 findings show that information quality has an impact on ESMC. Although the empirical findings of this relationship are new to knowledge, the findings are interpreted in the context of existing research. According to **Aimeur et al.** (2023), the caliber of information is consistently crucial when the objective is to sway the audience. Most educated individuals are primarily impacted by high-quality information due to their lack of engagement with alternative data. According to **Xie et al.** (2024), high-quality knowledge fosters a constructive attitude towards comprehending individuals, hence enhancing their strategic learning. The function of quality information is to cultivate a favourable disposition among individuals who influence quality information consistently (**Zarzycka et al.**, 2021). Consequently, the function of social media and online communication networks enhances due to the advancement of dependable information sharing methods. However, a lack of quality in the disseminated material diminishes the appeal of content shared on social media sites. According to **Paul et al.** (2023), it is essential to focus on high-quality information and associated content that effectively conveys the message to directly impact the target audience. Social media users are advised to develop effective tactics, and marketers should seek expert consultation to enhance communication through social media platforms. According to **Rogers** (2020), it is advisable to enhance social media communication through a strategic approach that can significantly impact audience comprehension. In summary, high-quality information is essential for enhancing the efficiency of social media platforms, which is vital for achieving impactful social media communication.

In addition, H3 findings show that ASM have an impact on ESMC. Although the empirical findings of this relationship are new to knowledge, the findings are interpreted in the context of existing research. According to **Qalati et al.** (2021), access to social media is a crucial issue for the target audience when information is disseminated on these channels. It is essential to cultivate a favourable disposition among social media users towards social media information, as they can derive benefits from it. According to **Ganesh and Bright** (2020), access to SMP is essential for obtaining reliable information for users of social media. Social media users lacking access to posts do not encounter quality information that could affect their activity. According to **Van Dijck and Alinejad** (2020), social media users are dedicated to obtaining current information on various social media platforms for diverse demographics. Social media has provided the public with the option to engage in discussions on many types of information, which can foster a substantial demand for quality information. According to **Albanna et al.** (2022), it is essential to address the information required for an effective information-sharing process. The quality of SMP and information-sharing mechanisms might affect ASM, a crucial aspect in information dissemination. According to **Mehta and Wang** (2020), effective information sharing is achievable when the target audience has access to social media platforms, facilitating their acquisition of the latest information. Consequently, efficient communication among social media users is established through shared information.

However, H4 analysis confirmed that SMUT have an impact on ESMC. Although the empirical findings of this relationship are new to knowledge, the findings are interpreted in the context of existing research. According to **Kapoor et al.** (2022), trust in the sharing of information on social media is crucial for consumers, since it can significantly impact their overall comprehension. Social media users are encouraged to exchange valuable information that might enhance our collective understanding and trust. According to **Wong et al.** (2021), trust is a crucial element in the dissemination of information on social media, it is imperative to provide users with high-quality content that enhances their comprehension. Social media users are eager to obtain reliable information that can assist them in avoiding misinformation. According to **Schwoerer** (2023), a communal system is necessary to combat the dissemination of false information on social media platforms. The high quality of content disseminated on social media platforms can engage library visitors and students in acquiring knowledge. According to **Capriotti et al.** (2021), enhancing awareness of social media can significantly improve the efficiency of these platforms, fostering trust in social media. When social media platforms exert considerable influence, high-quality information is essential for cultivating concise and reliable content. According to **Bonnevie et al.** (2020), the source of information shared with social media platforms must be reliable, capable of adapting to public needs, and enhancing innovation in social media.

While H5 results show that TL have an impact on ESMC. Although the empirical findings of this relationship are new to knowledge, the findings are interpreted in the context of existing research. According to **Al-Samarraie et al.** (2022), proficiency in utilizing social media and other internet-based platforms is essential for the community. When individuals are educated about social media usage, they utilise it efficiently for the goal of information exchange and electoral engagement. According to **Cheng et al.** (2020), the sharing of information on social media platforms is effective and enhances our overall impact on the audience. Consequently, literacy in utilizing social media platforms and other sophisticated technology is specifically aimed at enhancing the overall conduct of the public. According to **Walter et al.** (2021), social media platforms are designed to enhance public understanding, it is essential to convey critical facts regarding social media. According to **Saura et al.** (2021), when individuals possess limited knowledge of digital literacy and social media platforms, they encounter misinformation, making it challenging to differentiate between false and accurate information. According to **Roy et al.** (2020), an efficient method must be established to combat the dissemination of false information on social media platforms that is detrimental to the community. **Murad et al.** (2024)

discussed that the use of technology improves learning. To address these problems, TL must be cultivated to facilitate effective delivery of content to the target audience via social media platforms.

5. Conclusion, Implications and Limitations

To conclude, the study comes with implications and limitations. Firstly, the implications of the study are divided into two folds. The first level of implications is based on empirical contribution to knowledge. However, the second level of implications is based on recommendations for policymakers and practitioners. Based on the empirical findings, the study reported in knowledge that SMP have no impact on ESMC. This relationship is quite new to literature even though the previous studies have contradicted this relationship. Moreover, the study adds value to the literature by reporting that information quality has an impact on ESMC. The empirical justifications of this relationship based on the analysis are robust, which are advancement and developing a new rationale in existing literature. While developing a new debate in knowledge, the study advocates that ASM have an impact on ESMC. However, the previous studies had no conclusive debate on this relationship which improves the contribution of this research to the body of knowledge. The study also reported to the knowledge that SMUT have an impact on ESMC. Indeed, the empirical evidences for the findings of this relationship are new to the literature which are rarely discussed by the previous studies. Finally, the study developed the argument that TL have an impact on ESMC. This relationship is robust in literature as previously there was no significant debate regarding this relationship in literature.

This research has practical value as it discussed that SMP have no effect on effectiveness of communication. Indeed, the findings of this research are true as some random SMP are not sufficient to influence communication. Therefore, the practitioners are recommended to develop comprehensive SMP with attractive content that can influence communication. Furthermore, the study significantly reported that information quality is an appropriate factor which can influence communication using social media platforms. The people involved with library are more concerned about the shared information on social media platforms and the analyzing the quality of information. The library administrations are recommended to focus on information quality which can positively influence communication. In addition, access to social media platforms is also a significant way to communicate with quality information on the platform. It is recommended that there should be effective work to improve the effectiveness of quality working on social media platforms. The study also develops a debate that SMUT with quality information is a significant factor which should be focused on the information sharing group. It is required to build a level of trust with the library users and when the information is shared on social media platforms, it should be full of trust. Finally, the information about the use of technology is considered as a significant factor for social media management. It helps to deal with social media related challenges. Therefore, awareness of technology should be improved which could result in social media efficiency and effectiveness. Although the study have novel contributions to knowledge, it has a few limitations in methodology. Firstly, the study collected data from Beijing and Shanghai only which could be a small sample in the context of China. The scholars working on the same area of research are recommended to collect data from other part of China which could provide a new insight to understanding the findings. Secondly, the study simple random data collection technique which could reduce the effectiveness of the findings in literature. Therefore, future studies are recommended to use purposive sampling to analyze the data. Finally, the study collected data from both male and female and analyze it to reach on the findings. However, future studies are recommended to collect data and analyze the multigroup which could provide a better interpretation of the findings from both male and female perspectives.

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