

## Involvement in Developing and Managing Facebook Page of Zalman Aranne Central Library in Ben-Gurion University of the Negev

Organization: Zalman Aran Central Library in Ben-Gurion University of the Negev  
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The purpose of the work is to present and analyze the process and results of my involvement in developing and managing the Facebook page of Aranne Library, that decided to develop its Facebook page in order to make it an important tool of continuous relationships with students on different issues of mutual interest. In the beginning of the practicum I focused on the analysis of different learning sources, including relevant literature and Facebook pages of academic libraries. Afterwards I joined the library professional team, which developed the Facebook page. Additionally, I conducted a pilot research aiming to study interest of students to the library's Facebook page. Among others, the study found that in spite of high exposure to Facebook (85% of respondents), only a 15% of them knew about the library's Facebook page. However, it was found that a half of students expressed interest in different aspects of the library's Facebook – that indicates a potential for significant future development. In the framework of the practicum the library's Facebook page was developed and thereby was conducted the above pilot research, which can help to the organization and contribute to the field of Nimoy, both in development of theoretical knowledge and in applied projects. It should be mentioned that both the library and the students wish for deepening the mutual relations via Facebook, but currently this potential is implemented partially and should be deepened by various means.