


Social networking in library marketing communications




Mariola Antczak

 DEPARTMENT OF INFORMATION,
LIBRARY AND BOOK SCIENCE
Faculty of Philology
University of Lodz



Monika Wachowicz

 DEPARTMENT OF INFORMATION,
LIBRARY AND BOOK SCIENCE
Faculty of Philology
University of Lodz



20.11.2023

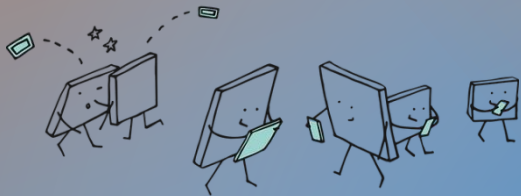


 INFORMACJA
I KOMUNIKACJA

Justification for the Choice of Topic

The Role of Social Media in the Marketing Communication (Promotion) of the Library

The Role of the Library in Shaping Culture 2.0



Agenda

Theoretical Issues: Social Media, Marketing Communication vs. Promotion

Marketing Communication Through Social Media: Public and Pedagogical Libraries on Social Media in the Light of Own Research

Practical Solutions: Book Influencers (Booktube, Bookstagram, Booktok)

Mistakes Made in Managing Social Media Platforms

Social media

"They are means of social communication where the primary role is played by social interaction occurring among users, both at the level of individual communication and within specific groups."





Social Networking Services

Its enables contact with friends and sharing information, interests, etc. There are common features across various services:

- They are based on web applications
- User-generated content is the driving force of the portals
- Users create their own profiles
- Social media services facilitate the development of online social networks by connecting a user's profile with other individuals or entities with similar interests or some level of association

- Sources: Obar, J., et al. 2015
- [Portal społecznościowy](#), Encyklopedia Zarządzania
- [serwis społecznościowy – Słownik języka polskiego PWN](#), sjp.pwn.pl
- Serwis społecznościowy W: Wikipedia, https://pl.wikipedia.org/wiki/Serwis_spo%C5%82eczno%C5%9Bciowy

Social Networking Services

Nature of communication
Multidirectional

sender - recipients
recipients – sender
recipients - recipients





Social Networking Services

- elements are co-created by all stakeholders
- the original information can be modified many times
- content is constantly available, created in an unforced manner and disseminated through social interaction

Social Networking Services: functions

1. Oriented towards the initiating entity (library)
 - promotional (image; acquiring and retaining customers)
2. Oriented to the individual and collective customer
 - social (social norms, ethics, cultural patterns)
 - entertaining
 - informational
 - communicative
 - educational
 - Integrative
 - opinion-forming



Sources: own study



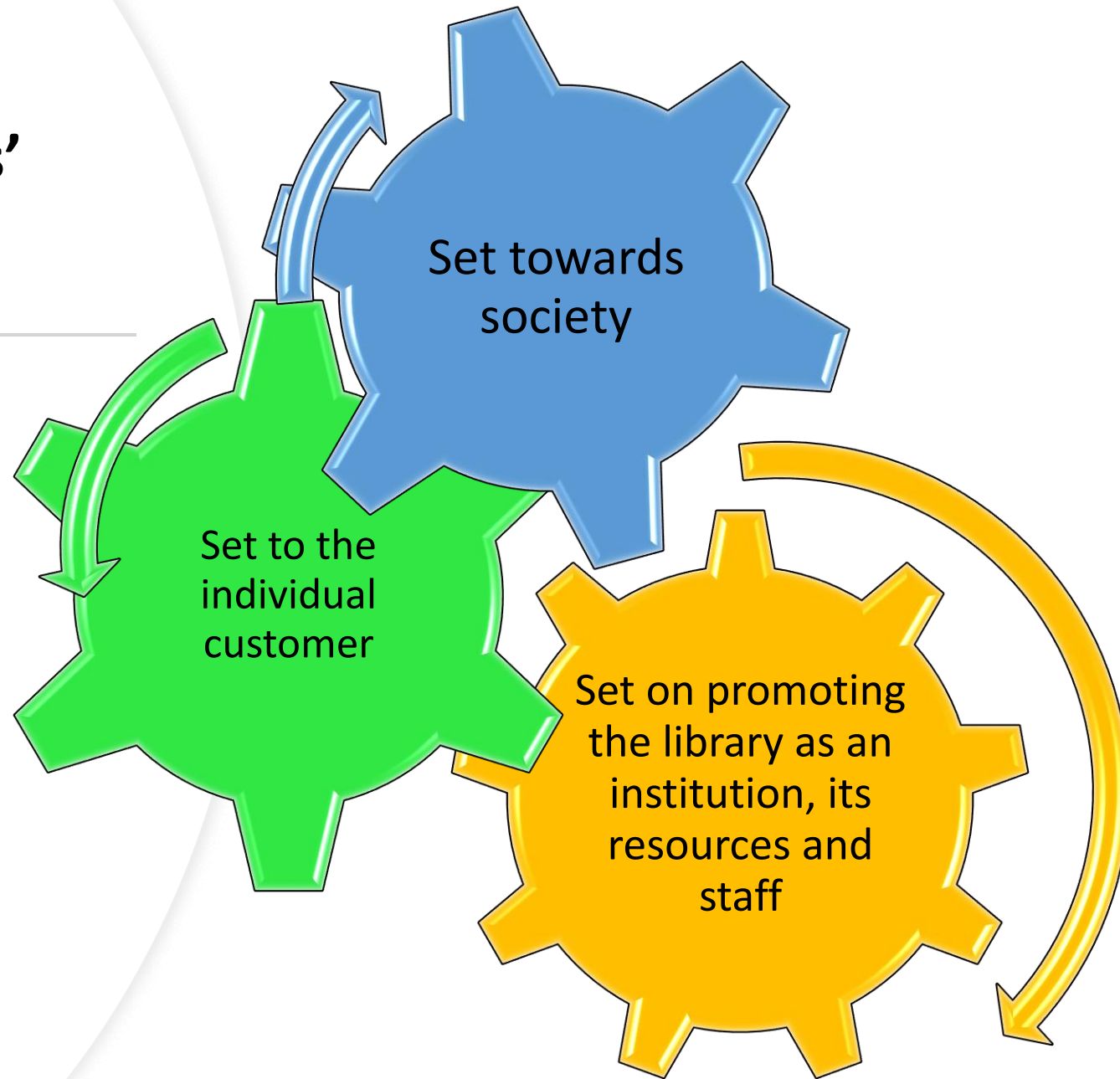
Promotion of library

A set of activities and means by which the library

1/ transmits to the environment information characterizing it, its collections and services

2/ shapes the needs of users and stimulates and directs demand

Goals of libraries' communication



Sources: own study

Wojciechowska, Orzół 2020; Boryczka 2018;
Budyńska, Jezierska 2017;
<https://ebookfriendly.com/how-libraries-use-social-media-infographic/>



Libraries in Social Networking Services



in the light of previous
research



A close-up photograph of several social media icons on a keyboard. The icons are white with colored logos: Twitter (blue bird), Facebook (blue 'f'), YouTube (red play button), and others. The background is slightly blurred, focusing on the icons in the foreground.

Methodology of own research

Subject

social networks of provincial libraries

Research methods

analysis of websites

content analysis of social networks

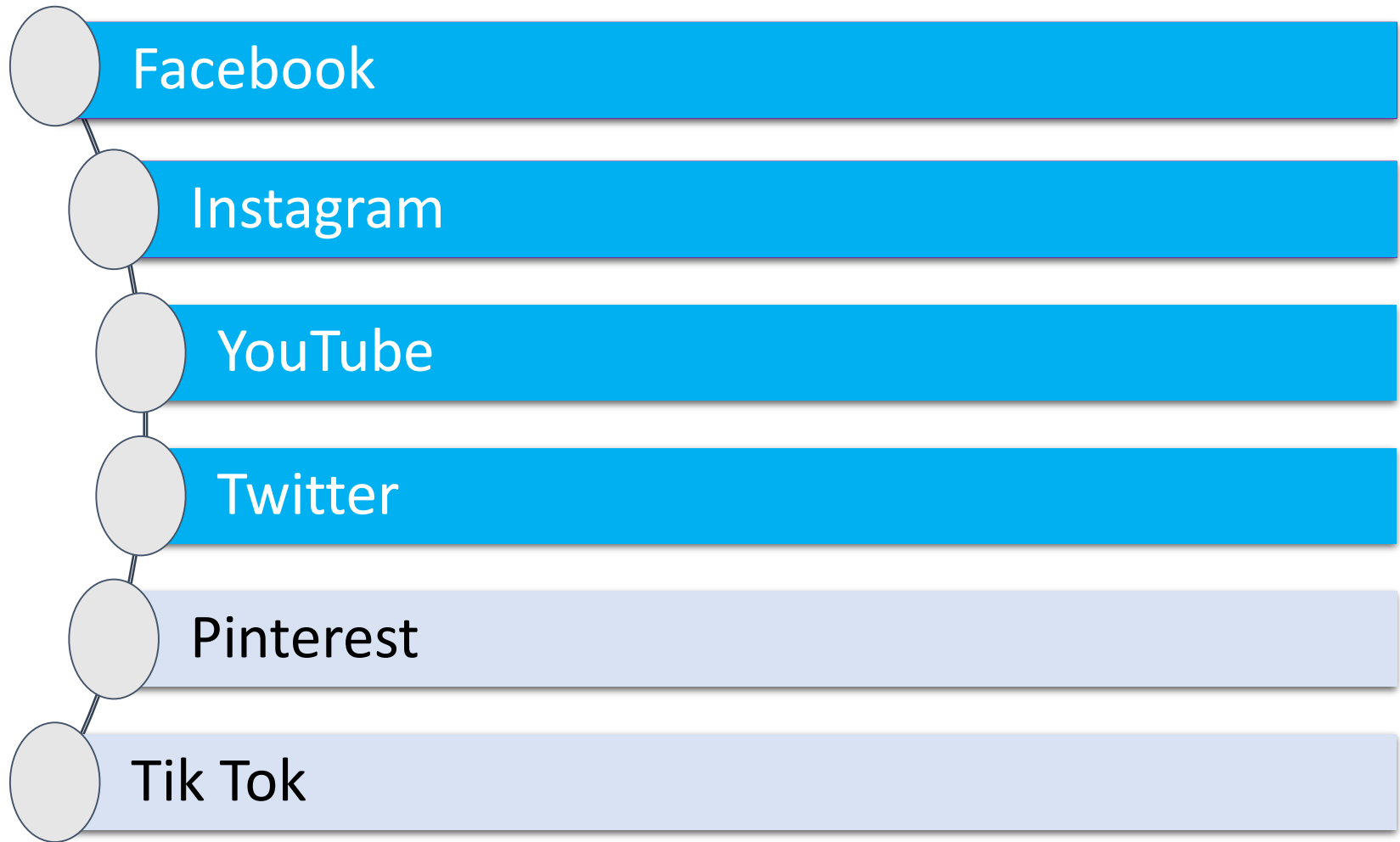
Objectives

To isolate the social networks used and preferred by libraries

To determine libraries' preferred sites for social networking access information

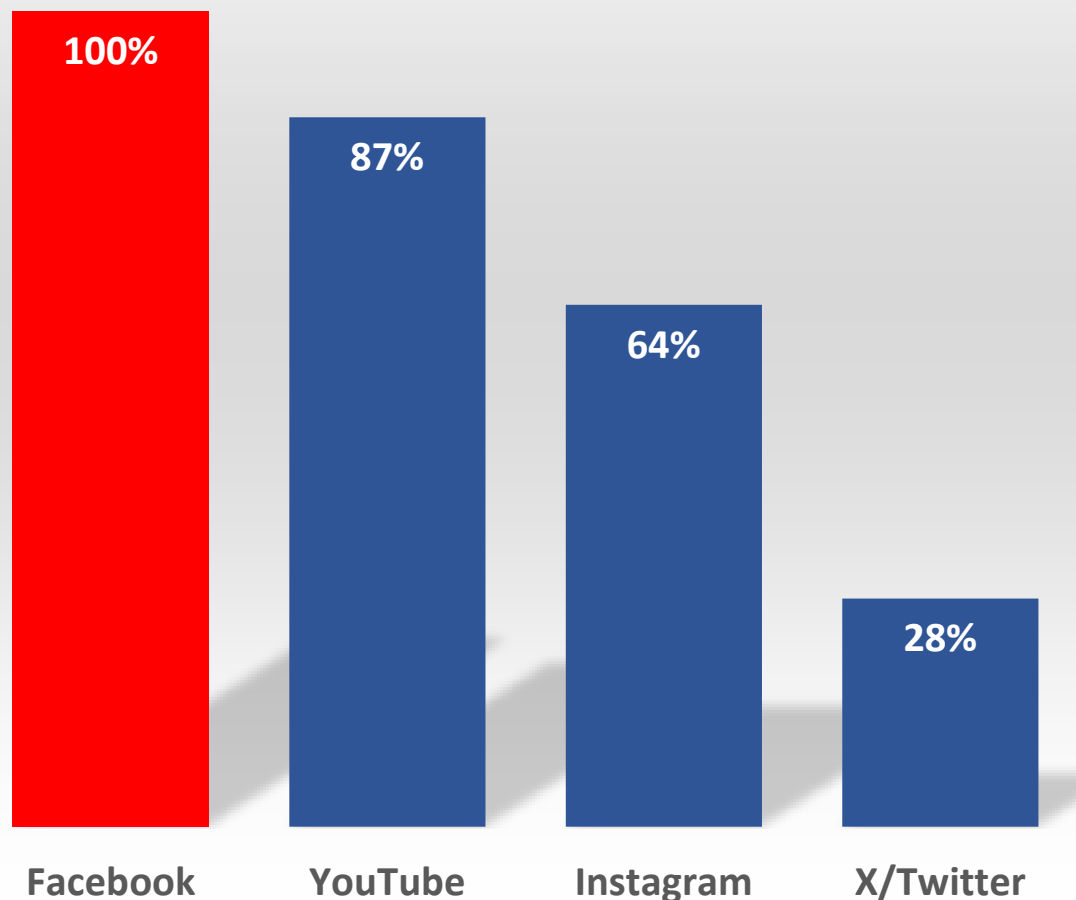
Pedagogical libraries: April 2023

Public libraries: October 2023

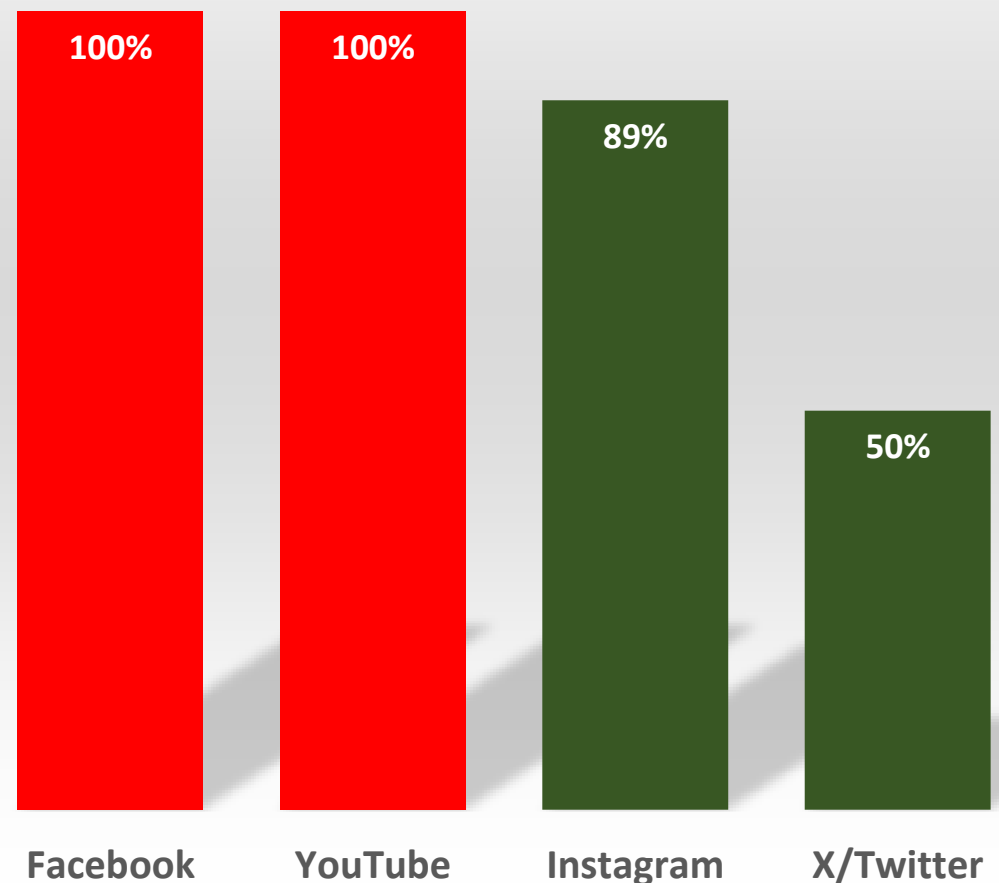


Name	Date of creation	Polish version	Year adopted in the research	Pedagogical libraries – the first account	Public libraries – the first account
Facebook	2004	2008	2008	2010	2009
YouTube	2005	2007	2007	2011	2008
X/Twitter	2006	2011	2010	2010	2010
Instagram	2010	2012	2012	2015	2013

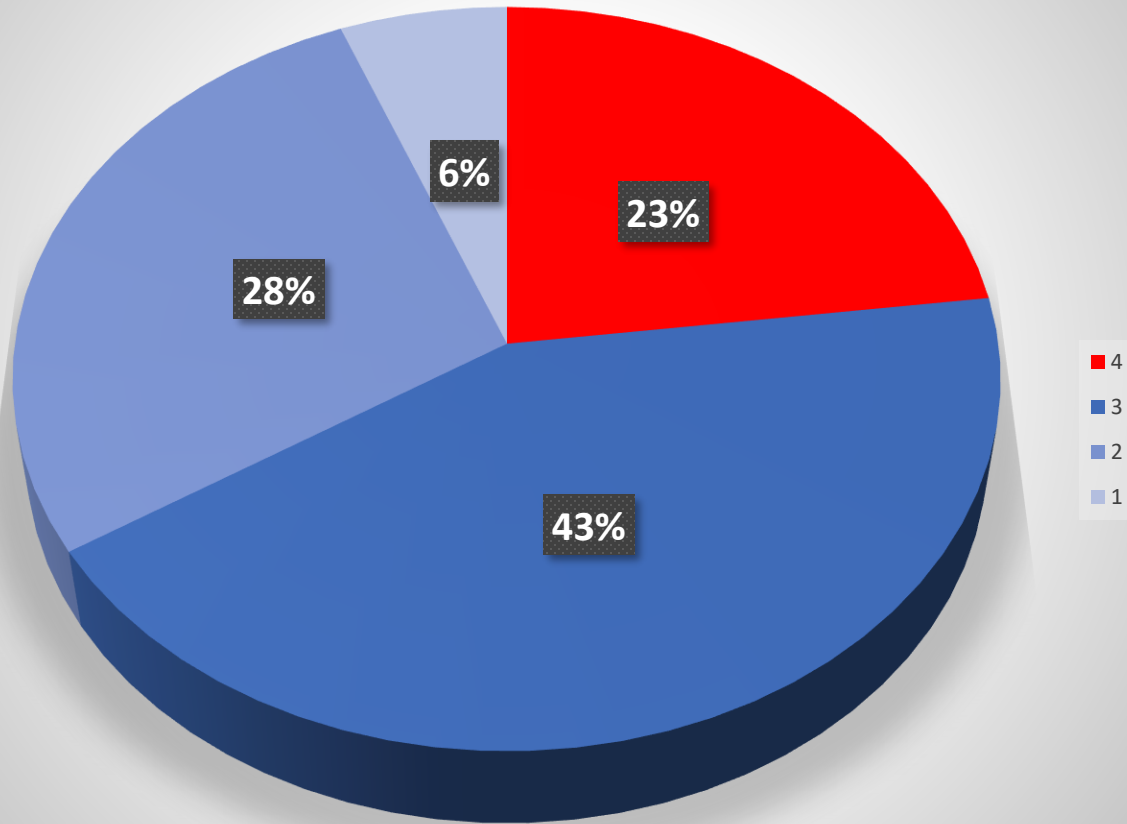
Percentage of functioning social network accounts of provincial pedagogical libraries in 2023; N=47



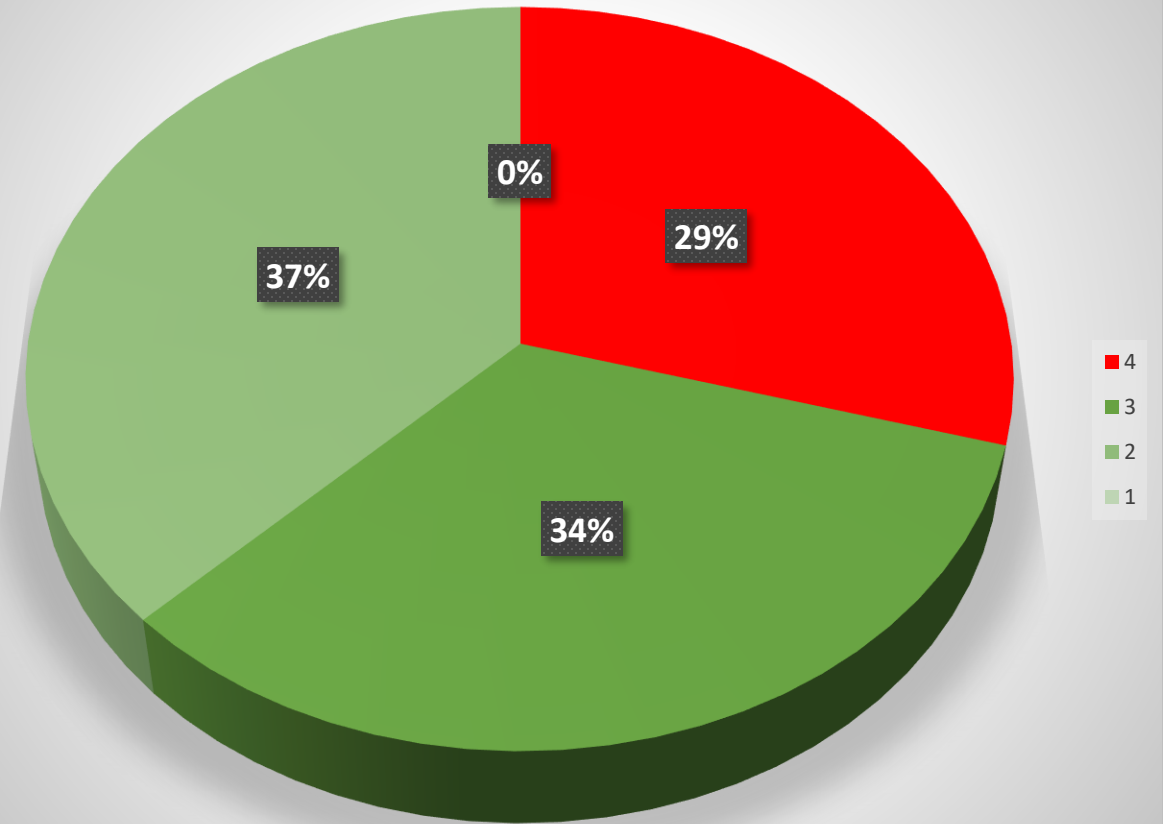
Percentage of functioning social network accounts of provincial public libraries in 2023; N=18



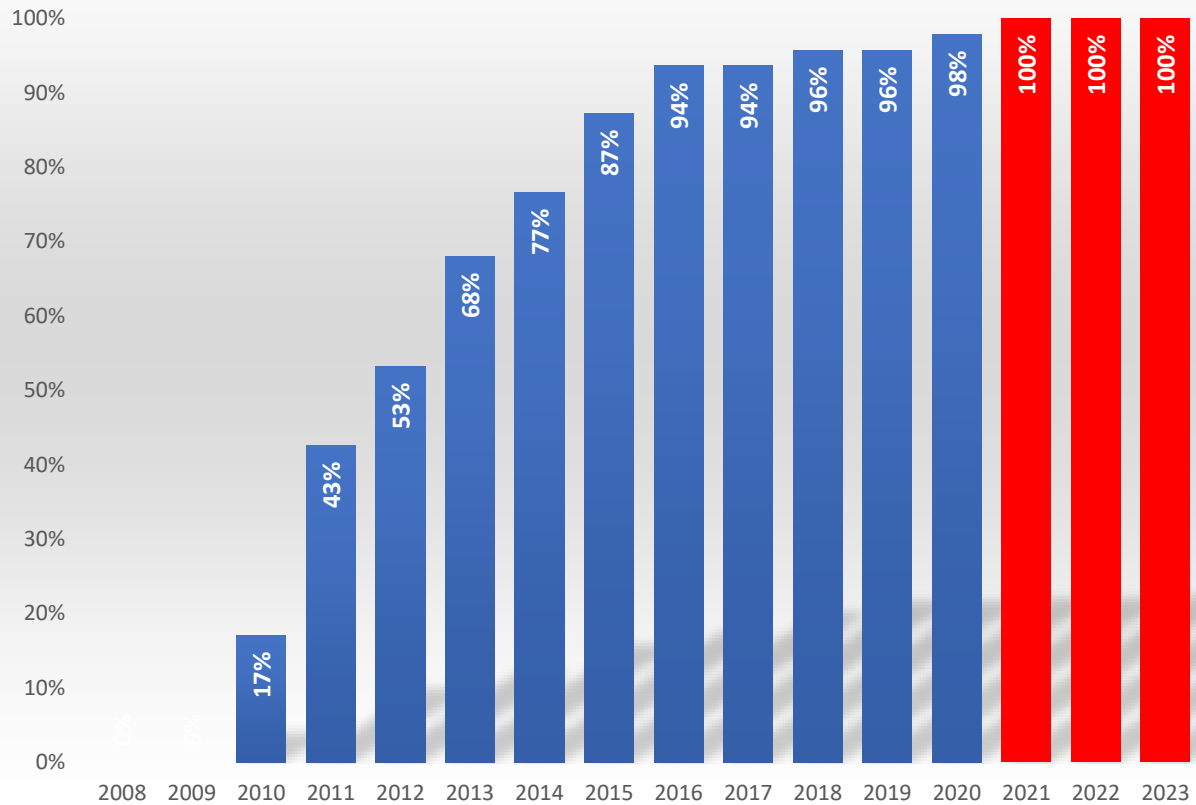
Percentage of provincial pedagogical libraries by number of social networks, on which they have accounts



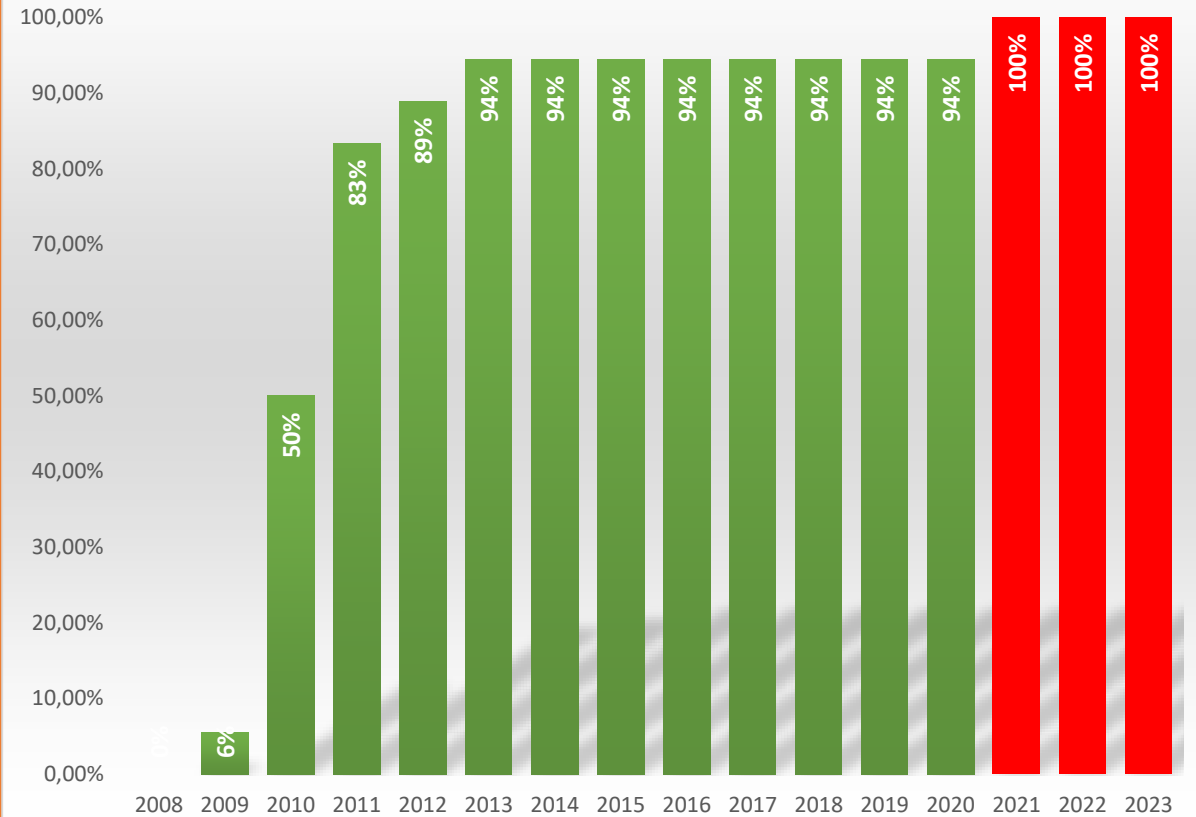
Percentage of provincial public libraries by number of social networks, on which they have accounts



Facebook. Number of accounts of provincial pedagogical libraries (2008-2023) N=47

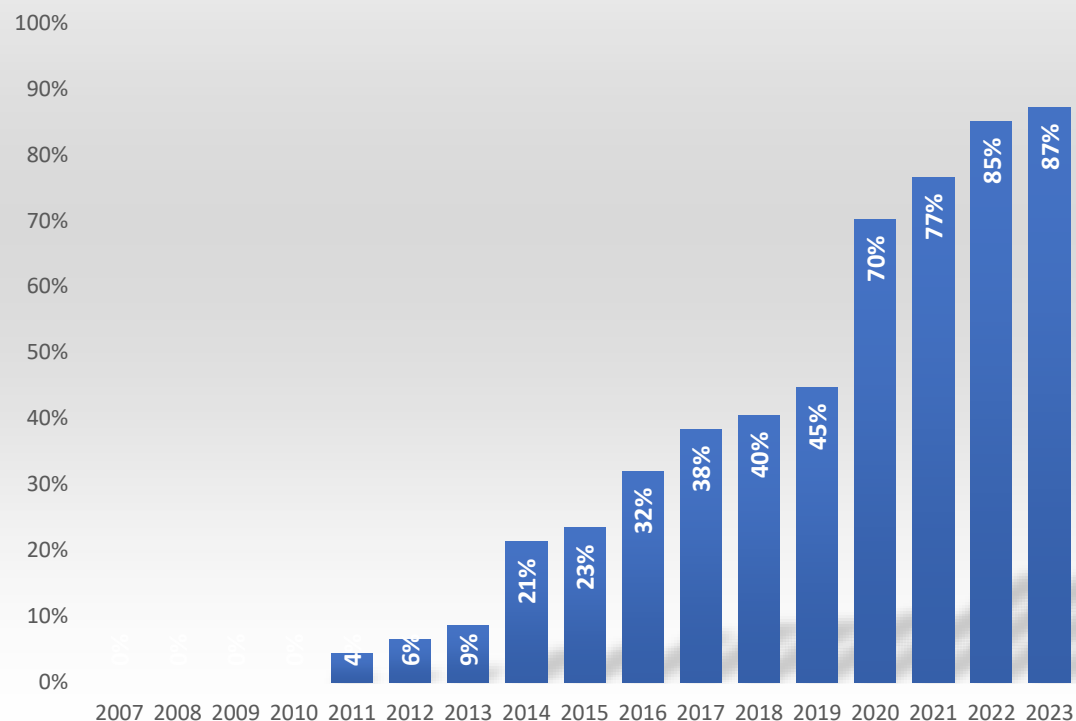


Facebook. Number of accounts of provincial public libraries (2008-2023) N=18



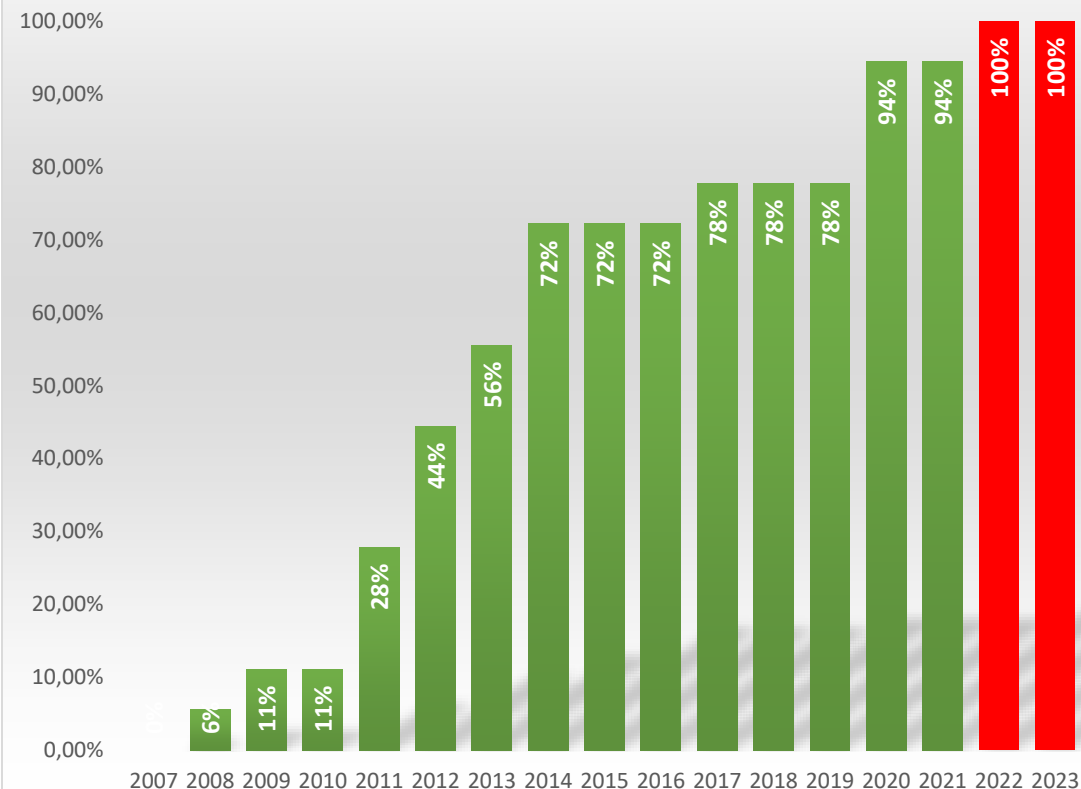
You Tube. Number of accounts of provincial pedagogical libraries

(2008-2023) N=47

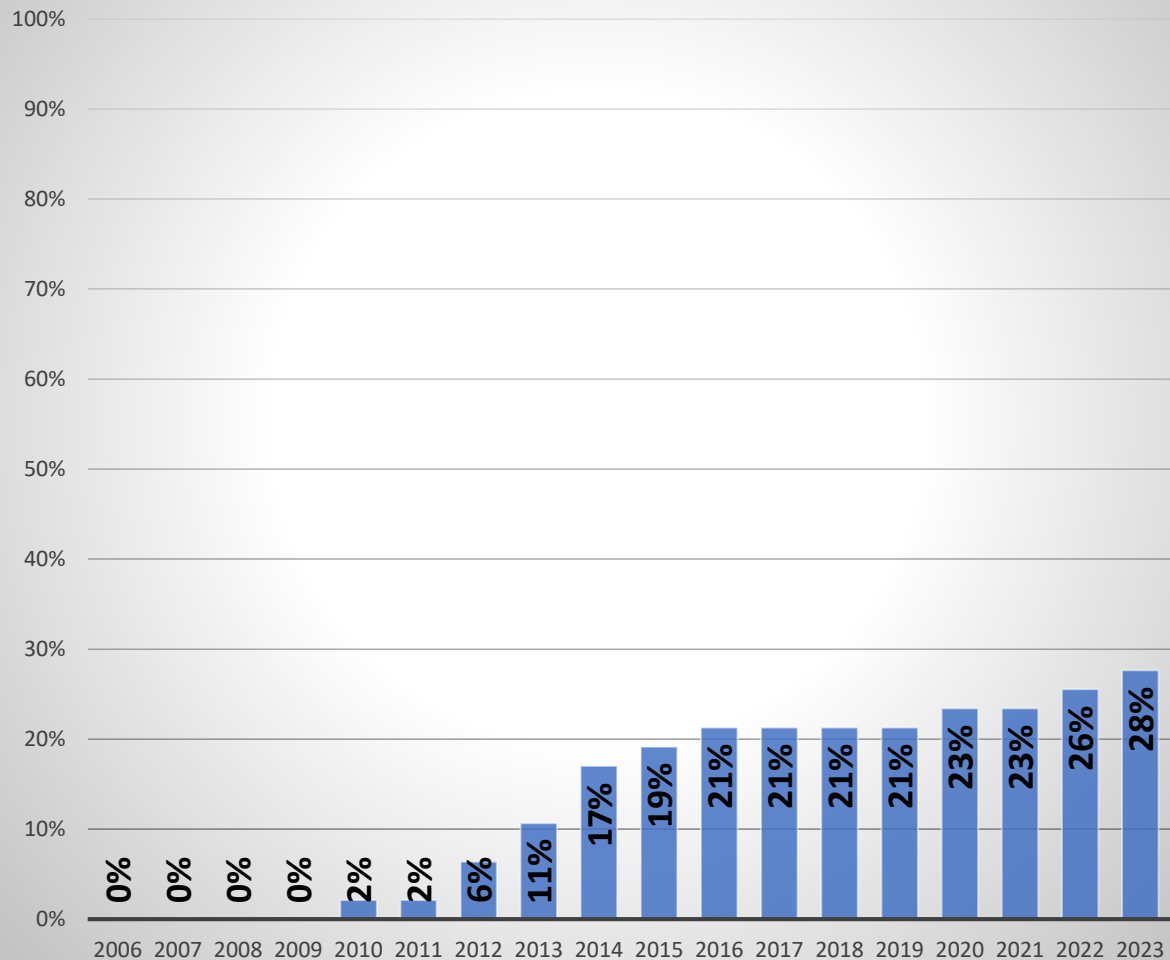


You Tube. Number of accounts of provincial public libraries

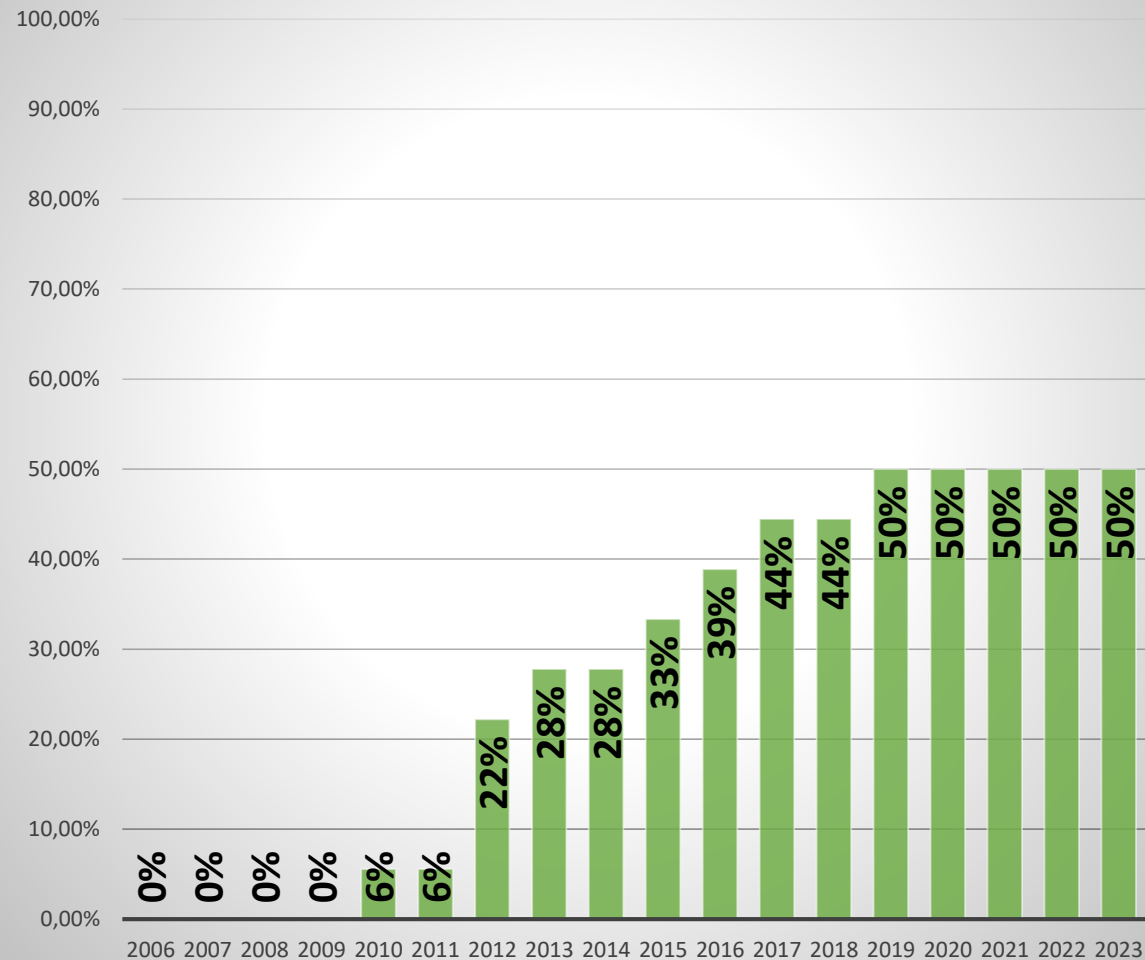
(2007-2023) N=18



X/Twitter Number of accounts of provincial pedagogical libraries N=47

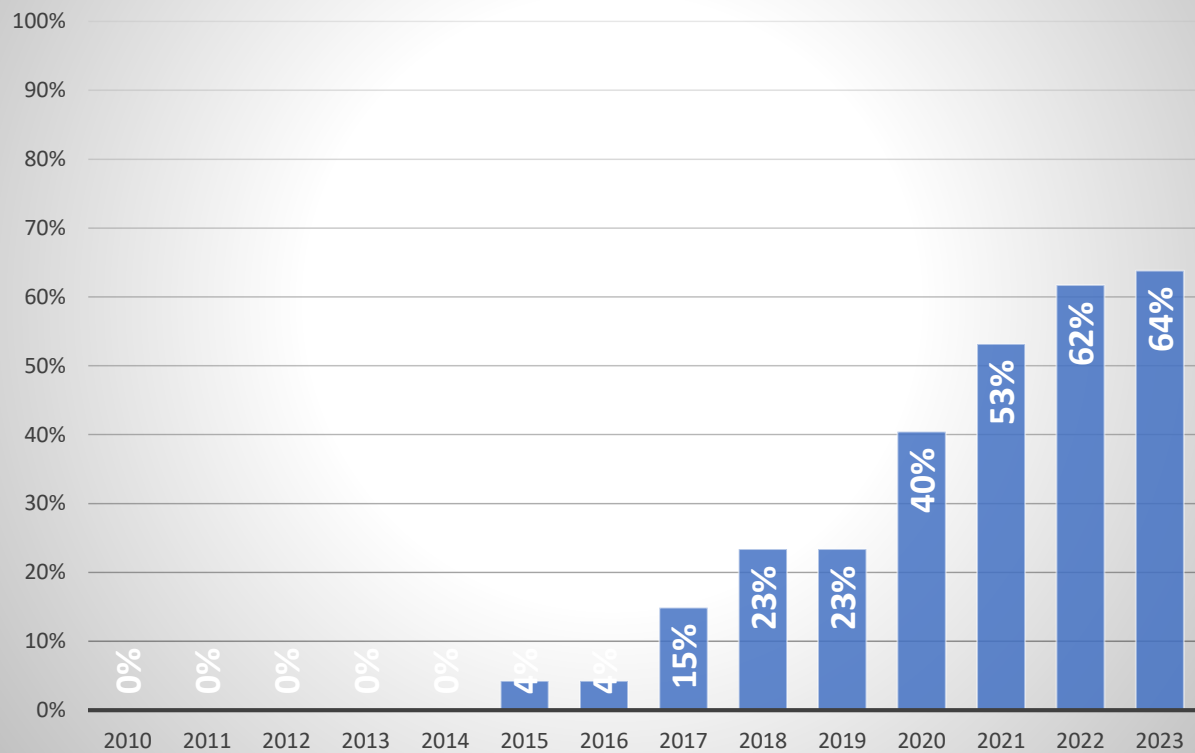


X/Twitter Number of accounts of provincial public libraries N=18



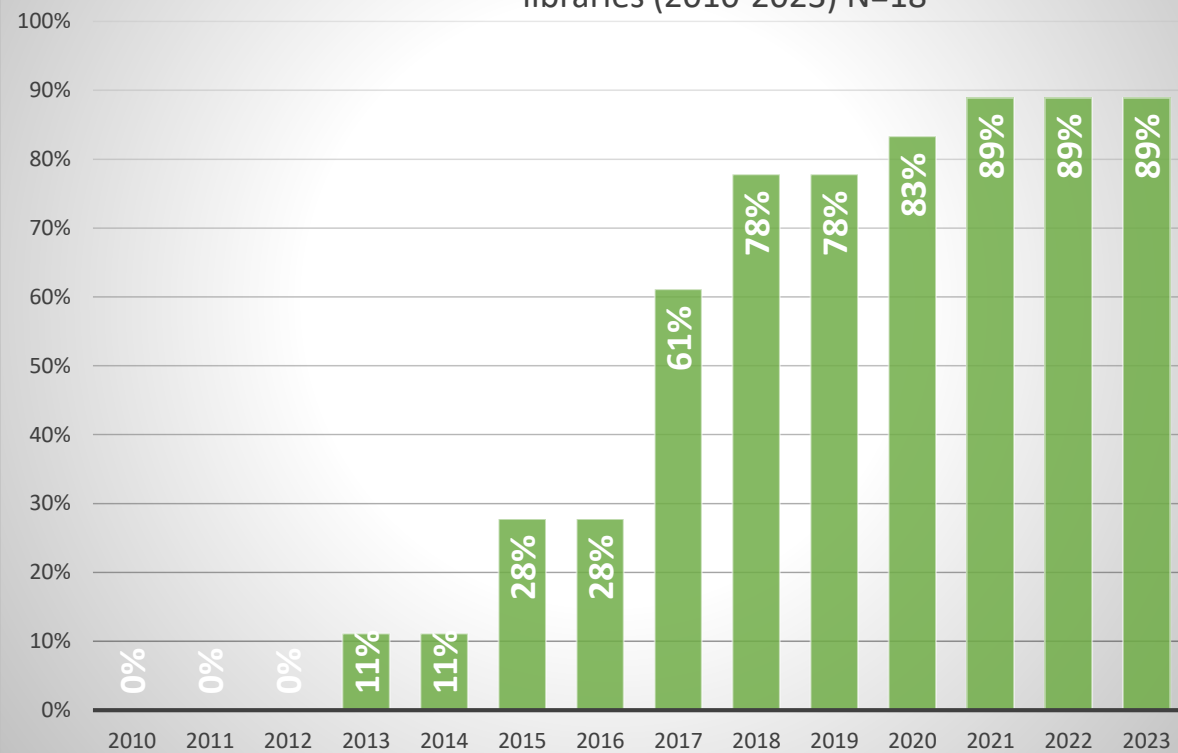
Instagram

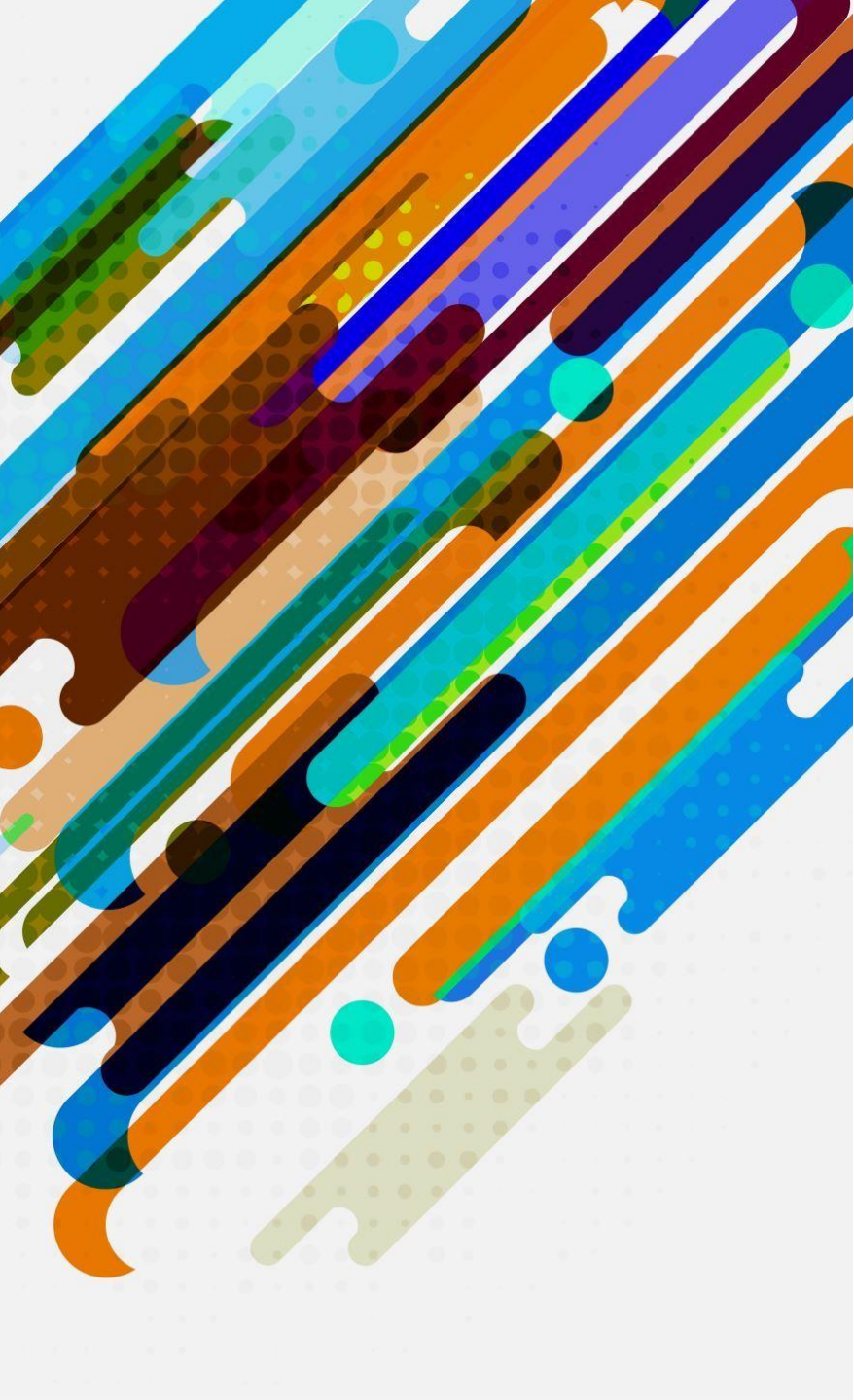
Number of accounts of provincial pedagogical libraries (2010-2023) N=47



Instagram

Number of accounts of provincial public libraries (2010-2023) N=18





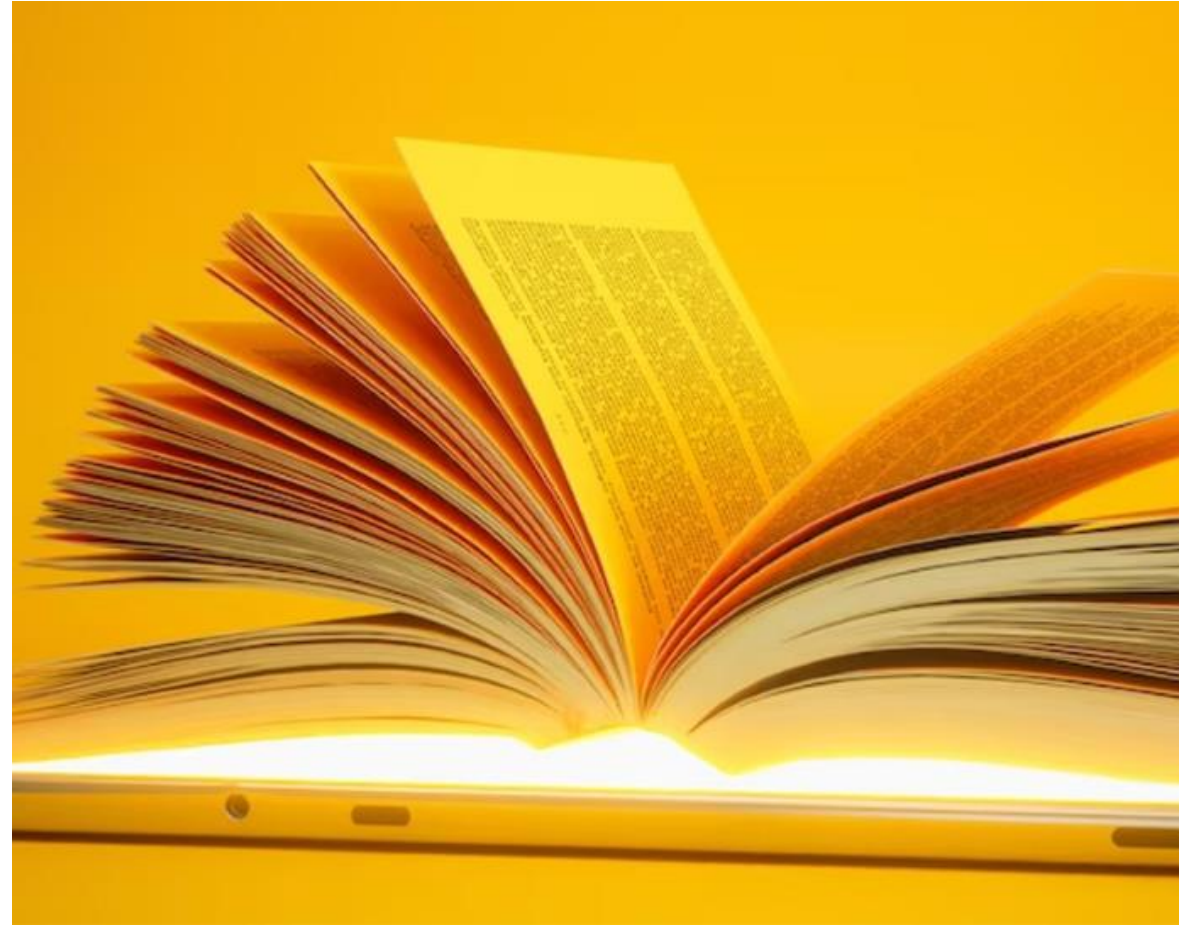
Bookfluencers

Bookternet

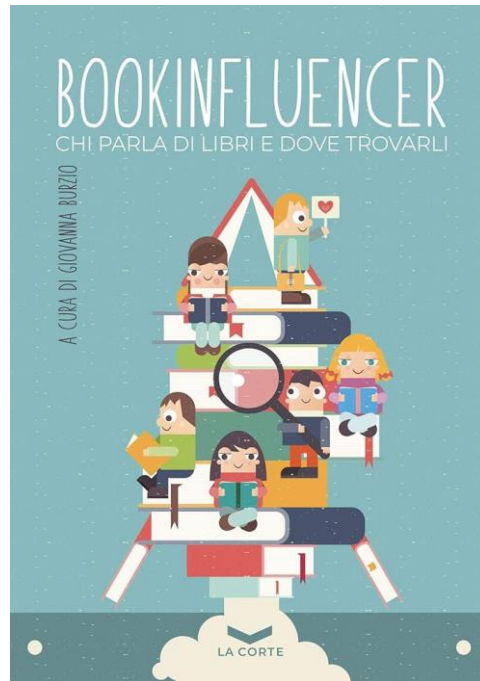
International network book communities on social media platforms, such as:

- Pinterest
- Tumblr
- Twitter
- BookTube (subcommunity on YouTube)
- Bookstagram (hashtag's community on Instagram)
- BookTok

Martens, M. et al. 2022, p. 705-722



Bookinfluencers



- **Network community of creators content about books**

- A characteristic feature of **social media influencers** is the use of currently prevalent media as means of communication. Initially, these were platforms like Blogger, WordPress, or Myspace, and in recent years, they have been present among the communities of YouTube, Instagram, and TikTok.

- **Booktubers** can be considered as the new "literary critics 2.0."

- **Bookfluencers** always take advantage of the platforms at their disposal: at first, Blogger, WordPress, or Myspace, among others, and in recent years YouTube, Instagram, and TikTok (Magadán-Díaz & Rivas-García 2023).

- **Bookfluencers** are present on multiple platforms simultaneously (multimodality)..

- Guíñez-Cabrera, N., & K. Mansilla-Obando (2022). Booktokers: Generating and sharing book content on TikTok | Booktokers: Generar y compartir contenidos sobre libros a través de TikTok. *Comunicar*, 30(71), 1-12, <https://files.eric.ed.gov/fulltext/EJ1341310.pdf>

- Magadán-Díaz, M. & J. I. Rivas-García (2023). Persuasion and Engagement in the Spanish Bookfluencers. *Publishing Research Quarterly* 39(3), 1-15. DOI: [10.1007/s12109-023-09958-w](https://doi.org/10.1007/s12109-023-09958-w)

- Roig-Vila, R., H. Romero-Guerra, J. Rovira-Collado (2021), BookTubers as Multimodal Reading Influencers: An Analysis of Subscriber Interactions. *Multimodal Technologies and Interaction*, 5(7),9, DOI: <https://doi.org/10.3390/mti5070039>.

BookTube community



- A group of creators who disseminate information about literary works and their audiences through the YouTube platform.
- <<networked knowledge community>>, where members learn through socialization with shared rules, hierarchies, values and genres(Sorensen & Mara 2013, quoted after Tomasena 2021, p. 44).

- Roig-Vila R., H. Romero-Guerra, J. Rovira-Collado (2021). BookTubers as Multimodal Reading Influencers: An Analysis of Subscriber Interactions. *Multimodal Technologies and Interaction*, 5(7), 9, <https://doi.org/10.3390/mti5070039>
- Tomasena, J. M. (2021). Who are the booktubers? Characteristics of Spanish-language literary video bloggers (¿Quiénes son los bookTubers? características de los video-blogueros literarios en lengua Española). *Archivos*, 20, 2, <https://www.revistaocnos.com/index.php/ocnos/articulo/view/179>; https://doi.org/10.18239/ocnos_2021.20.2.2466
- Sorensen, K., & A. Mara (2013). BookTubers as a networked knowledge community. In: M. Limbu & B. Gurung (eds.), *Emerging Pedagogies in the Networked Knowledge Society: Practices Integrating Social Media and Globalization*, pp. 87-99. Hershey: Information Science Reference. <https://doi.org/10.4018/978-1-4666-4757-2.ch004>

BookTube content

Perkins, K. (2017). The boundaries of BookTube. *The Serials Librarian*, 73(34), 352-356, https://www.tandfonline.com/doi/pdf/10.1080/0361526X.2017.1364317?casa_token=QgZbPHnQHEkAAAAA:VAzPTg_-sh90xuQSGDe0tY6N1IKq2HE8Lv5EVOAFtnkYrol1K6-GbkCcnynw9KYuVNZnsKQFUreLAYw.

Rozmus, K, (2021) [24 March]. Haul zakupowy – co to jest i dlaczego cieszy się popularnością. *WP Kobieta*. Dostępny w internecie: <https://kobieta.wp.pl/haul-zakupowy-co-to-jest-i-dlaczego-cieszy-sie-popularnoscia-6621450742594400a,09.07.2023>.

- Initially, they were book reviews.
- Currently, they are called:

- ✓ vlogs
- ✓ challenges
- ✓ hangouts
- ✓ hauls
- ✓ unboxings
- ✓ rankings, lists for example: TBR („to be read”)
- ✓ „Wrap-Ups”
- ✓ interviews
- ✓ read-along

BookTube – ranking of Polish book channels

- Stan na 14.11.2023. Ranking sporządzono na podstawie wyników wyszukiwania w serwisie YouTube oraz popularne rankingi dostępne na stronach internetowych m.in.
 - Zaksiązkowane [Strona główna]. YouTube. Pobrano 14.11.2023 z: <https://www.youtube.com/@zaksiazkowane8428/featured>.
 - Literaccy [Strona główna]. YouTube. Pobrano 14.11.2023 z: <https://www.youtube.com/@literaccy>.

Name of channel	Subscribers
Zaksiązkowane	217 K
Literaccy	44,5K
Doktor Book	43,8K
Okoń w Sieci	38,1K
Get Booky	32,3K
Dziendoverek	27,0K
Książki rządzą	22,1K

Zaksiążkowane



Zaksiążkowane

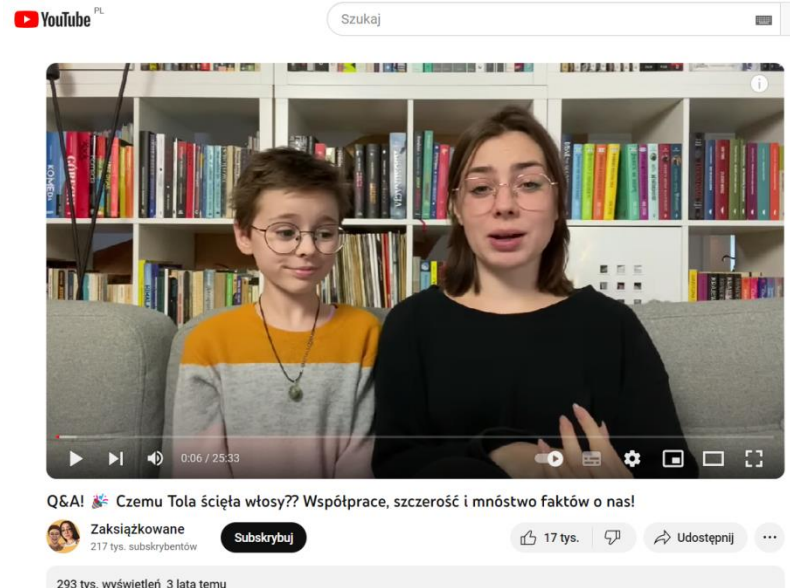
@zakiazkowane8428 · 217 tys. subskrybentów · 398 filmów

Więcej informacji o tym kanale >

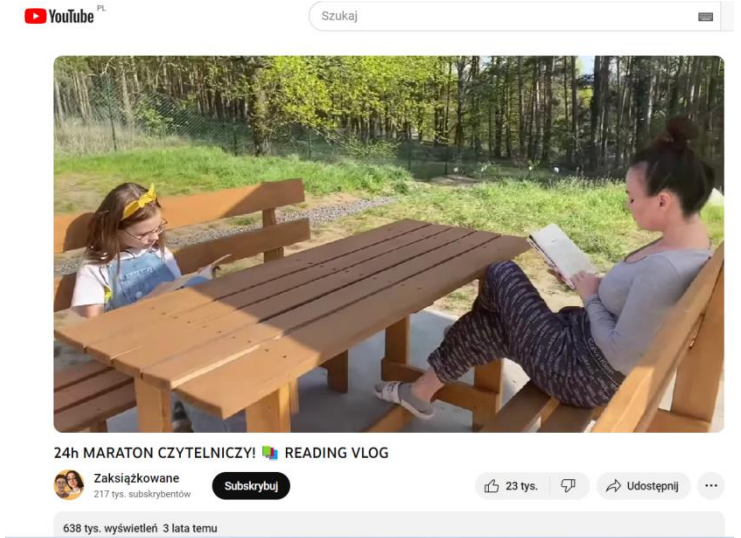
Subskrybuj

Joined:
13 Oct 2019
398 videos

More about this channel In: Zaksiążkowane.
Accessed 14.11.2023 Available
at: <https://www.youtube.com/@zakiazkowane8428>.



Zaksiążkowane, Q&A! Czemu Tola ścięła włosy?? Współprace, szczerść i mnóstwo faktów o nas! Accessed: 14.11.2023. Available at: <https://youtu.be/opayPymKXSs?si=xEk3ARP8pHaQ1bqK>.

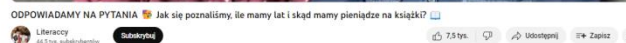


Zaksiążkowane, 24h MARATON CZYTELNICZY! READING VLOG [2020, 26 April]. Accessed 12.11.2023 Available at: https://youtu.be/oJ5ya2WoBH4?si=m1Tf5Trqe5qIN_Es..

Literaccy



Literaccy, Książki, które zmieniły nasze życie!
📄 📖, [2020, 19 September]. Accessed:
14.11.2023 Available
at: https://www.youtube.com/watch?v=JPKuWd1N_E.



Literaccy, Odpowiadamy NA PYTANIA 📄 📖 Jak się poznaliśmy, ile mamy lat i skąd mamy pieniądze na książki? 📄 [2020, 3 października].
Accessed: 14.11.2023 Available
at: <https://www.youtube.com/watch?v=TFFHWfYgu8s>.



Cześć wszystkim! [post] In: Społeczność.
Zaksiążkowane [2020]. Accessed 14.11.2023
Available

at: https://www.youtube.com/channel/UCP0Lnbnl_CVq5gaDD6qcsxw/community?lb=UgxG_nEKr7LzjFC_JOJ4AaABCQ.

Joined:
4 September 2020
199 videos

More about this channel In: Literaccy. Pobrane
14.11.2023 z: https://www.youtube.com/channel/UC33dYmFQj_nYL8EetkZsk9w.



Literaccy

@literaccy · 44,5 tys. subskrybentów · 199 filmów

Więcej informacji o tym kanale >

[instagram.com/_literaccy_](https://www.instagram.com/_literaccy_)

Subskrybuj

Główna Video Playlisty Społeczność 🔍

Doktor Book



Doktor Book

@DoktorBook · 43,8 tys. subskrybentów · 501 filmów

Cześć, mam na imię Nikola i uwielbiam czytać książki. Możecie się spodziewać wielu rece... >

[instagram.com/doktor.book](https://www.instagram.com/doktor.book) i jeszcze 1 link

Subskrybuj

Joined:

9 January 2019

501 videos

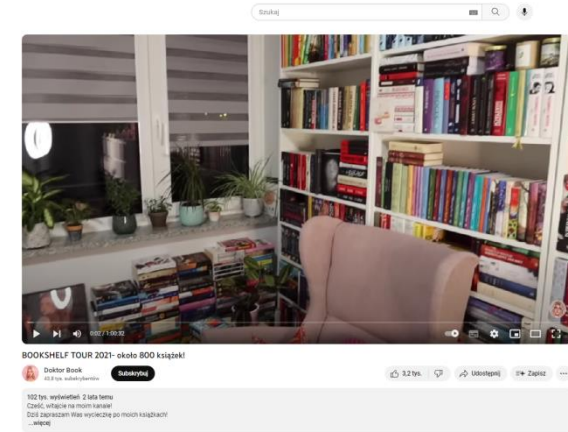
More about this channel In:: Doktor Book.

Accessed 14.11.2023 Available

at: <https://www.youtube.com/c/DoktorBook>.

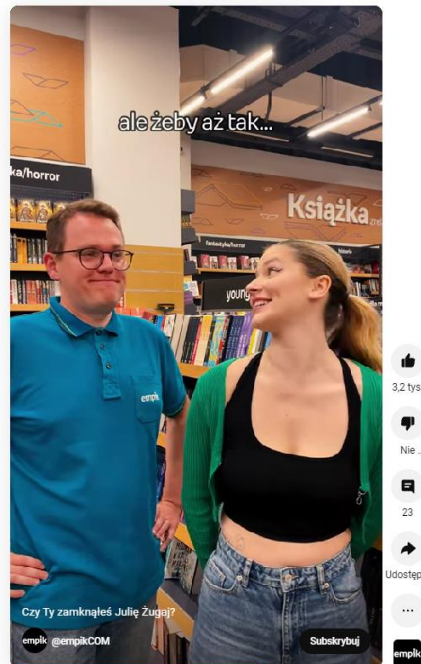


Doktor Book, FIRST SENTENCE CHALLENGE z Zuzanną! 🗣️ 📖
| Dr Book, [2022, 27April], Accessed 14.11.2023 Available
at: <https://www.youtube.com/watch?v=fLHjDM8NvxE..>

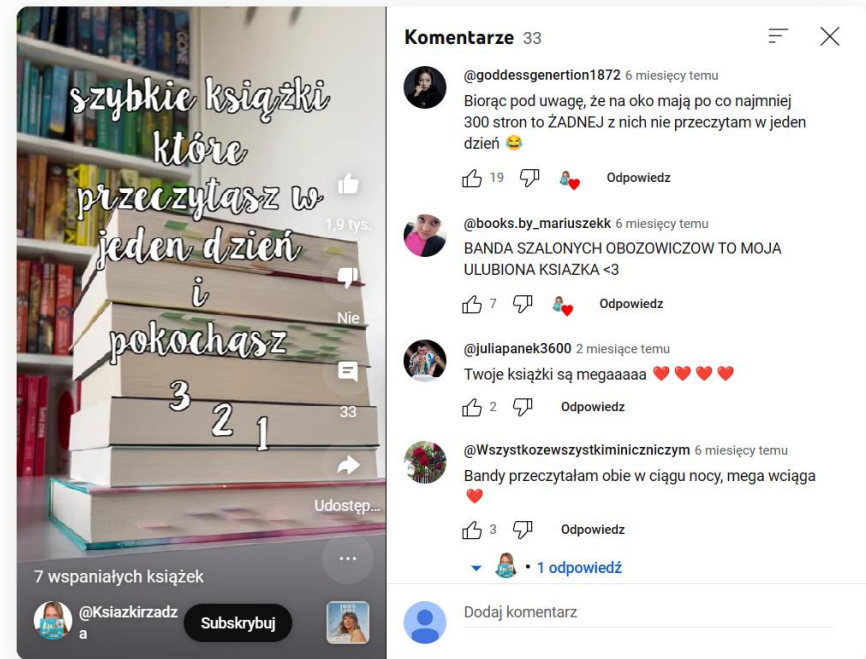


Doktor Book, BOOKSHELF TOUR 2021- około 800
książek! [2021, 10 October].
Accessed 14.11.2023 Available
at: [https://www.youtube.com/watch?v=Ma5xCd
nxzXo](https://www.youtube.com/watch?v=Ma5xCd
nxzXo).

BookTube
and BookTok
as a new form
of book's
promotion



Empik: Czy Ty zamknąłeś Julię Żugaj. Accessed 14.11.2023 Available at: <https://youtube.com/shorts/A-TWO4hu1Ck?si=Ye6JuhO1Hqvcivb>.

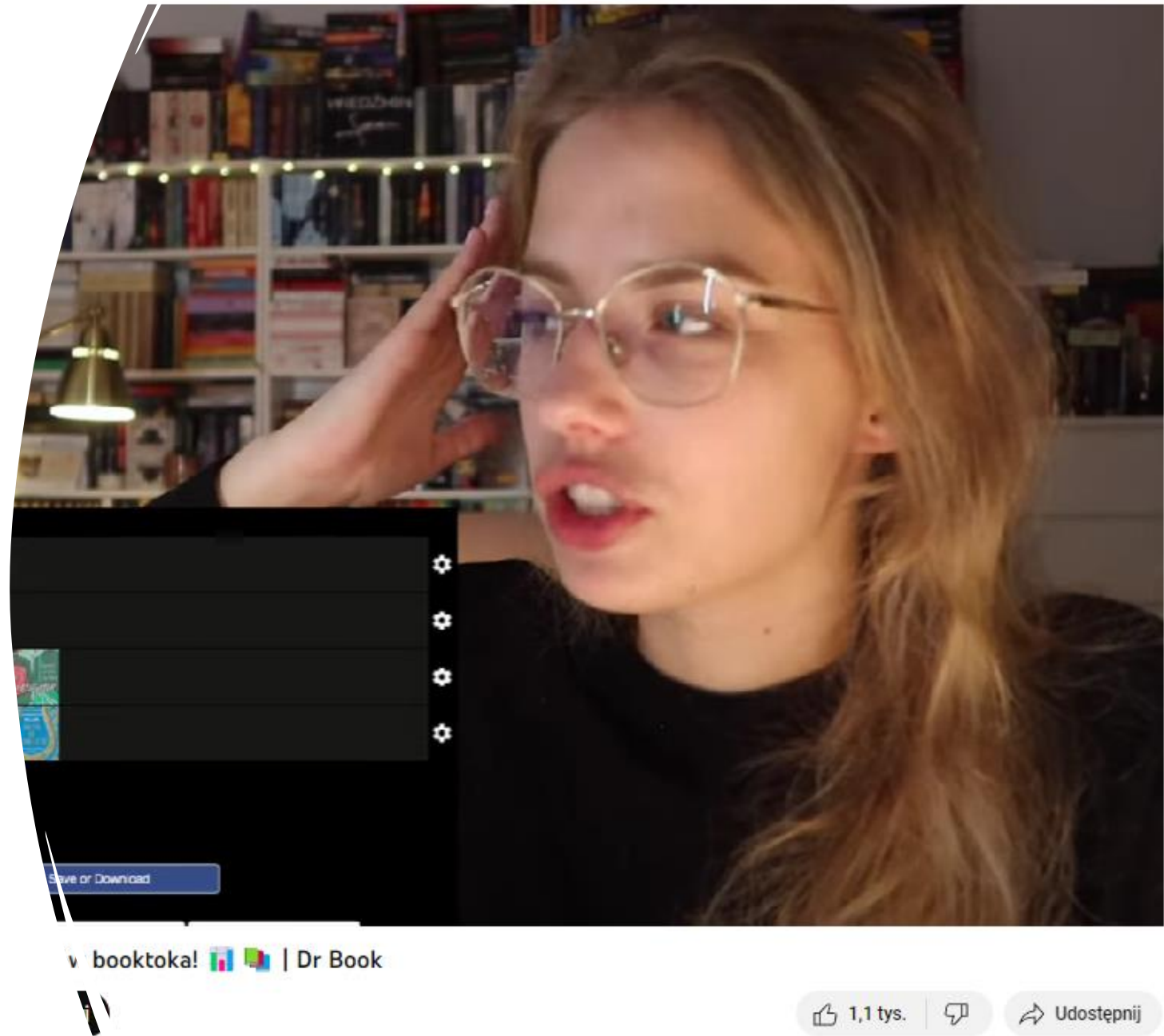


Książki rządzą, 7 wspaniałych książek, Accessed: 12.11.2023 Available at: https://youtube.com/shorts/qf4_x8Y3ZHI?si=Dn98EMeIGgS9md1e

BookTubers

versus reading
culture

TIER RANKING książkowych hitów
booktoka!, 16 November 2022,
Accessed 14.11.2023 Available
at: <https://www.youtube.com/watch?v=D9gWp9gbaEg>.



The educational potential of formats Book and/or V-influencers

Instagram

Zaloguj się



energiaellen

Obserwuj

Wyślij wiadomość



Posty: 44

351 obserwujących

Obserwowani: 6

Ellen

⚡ energiaseikkailija

🟢 virtuaalivaikuttaja

💬 contact: DM

👉 Hyppää mukaan mun seikkailuun!

#ElleninEnergiaseikkailu

🌐 www.helen.fi/ellenin-energiaseikkailu + 2

Energiaellen. Instagram Pobrany 14.11.2023
Available
at: <https://www.instagram.com/energiaellen/>.

Ellen's energy adventure

The energy transition affects children and young people above all. Therefore, it is important that they receive reliable energy information that is also age appropriate and inspiring. Ellen's energy adventure is an enjoyable and educational children's book about energy.

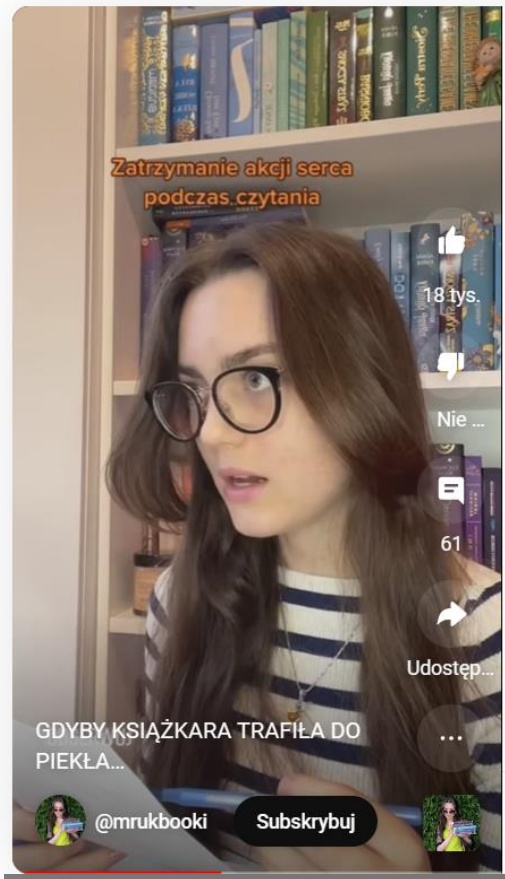
📖 [Leap into the adventure - read or download the e-book](#)

Ellen's energy adventure [ebook]. Helen [Official website]. Accessed 14.11.2023 Available at: <https://www.helen.fi/en/about-us/helen-ltd/energy-education/ellens-energy-adventure>.

AI TURNS A CHILDREN'S BOOK HEROINE INTO A VIRTUAL INFLUENCER. Kurio. Accessed 14.11.2023 Available at: <https://kurio.fi/en/ai-turns-a-childrens-book-heroine-into-a-virtual-influencer/>.



<https://youtube.com/shorts/iZEVZLz9PkM?si=4eySq7MBvnTb4ibS>



https://youtube.com/shorts/hB26X_IT5R8?si=WeQWFjYR8xrK0ITE

Komentarze 61

Udostępnij 4

@pikafoxyt8499 1 rok temu
Na twojej półce zobaczyłem drugi tom "Baśnioboru Smoczej Straży". Aktualnie czytam pierwszy tom pierwszy. Jestem wielkim fanem tej serii

5 Odpowiedz

@kanya1134 1 rok temu
Uwielbiam twoje filmiki

8 Odpowiedz

@KawaiiOlqa 1 rok temu
Fajnie, ja wolę mangi, nie ciągnie mnie jakoś do książek :)

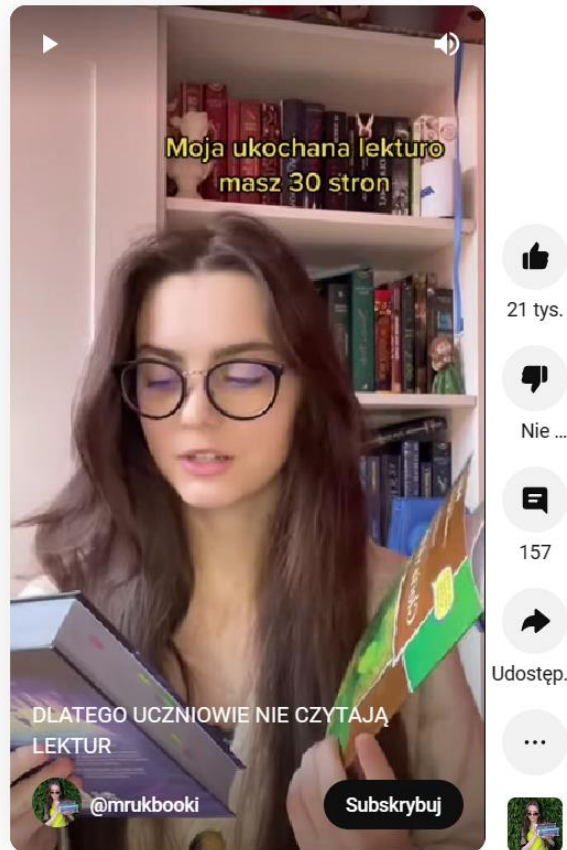
2 Odpowiedz

@igastachowska350 5 miesięcy temu
Piekło to poprostu miejsce bez literatury

Odpowiedz

Dodaj komentarz

Collection policies versus social media platforms



Mrookbuki, Dłatego uczniowie nie czytają lektur, Accessed 12.11.2023 zAvailable at: <https://youtube.com/shorts/qvVogzwUwGQ?si=Fmbb pk3SdPvLYPCr>



POV: Mała ja czytająca książki. Accessed 12.11.2023 Available at: <https://youtube.com/shorts/F51BMmt5ERE?si=yIAAY5t4LerXsh6l>

Imitating existing formats/genres popular on specific platforms
Utilizing communication styles and profile evaluation methods inspired by book influencers
Engaging in booktube communities, getting acquainted with and shaping contemporary reading culture
Claiming a rightful place within contemporary reading culture
Participating in the promotion of valuable book influencer profiles and the books discussed in them
The opportunity to recognize and address the social and individual needs of readers
Creating collaborations (joint accounts of multiple libraries on platforms)

Inspirations for Librarians



Challenges



- Increasing the number of followers
- Managing media – personnel and time
- Measuring effectiveness through statistical and qualitative analyses
- Managing followers
- Developing strategies
- Copyrights

Source:

<https://ebookfriendly.com/how-libraries-use-social-media-infographic/>

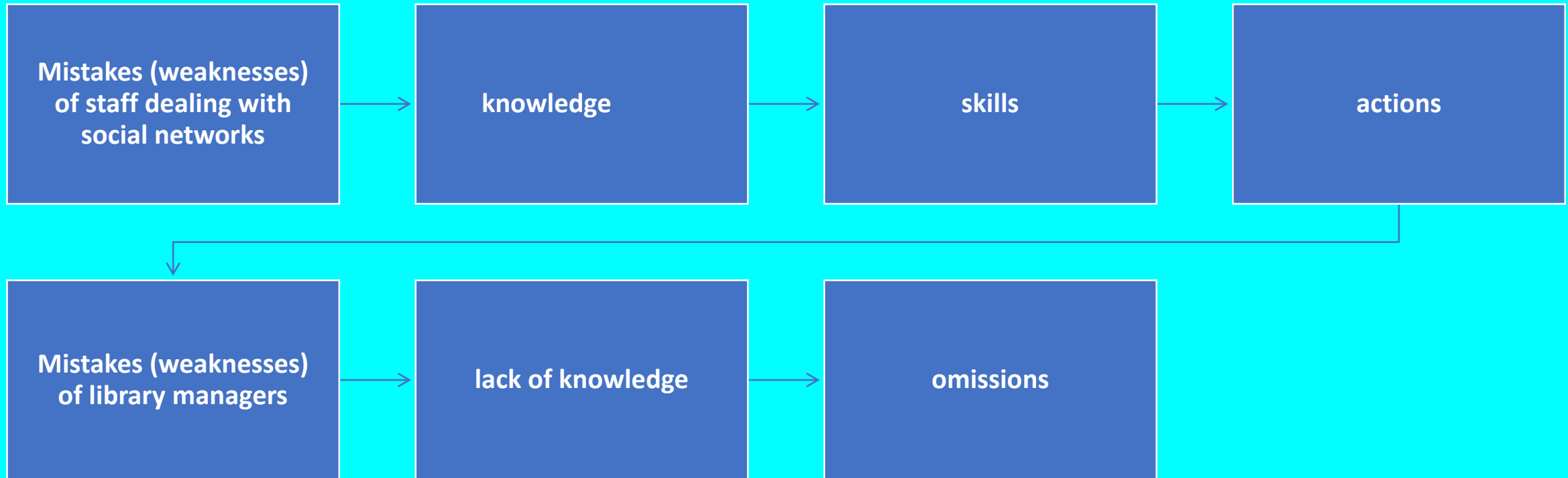
Guidelines for publishing

- the need to involve a selected employee(s) in the promotion - i.e. "content authors"
- confidence of the management in such a person who speaks on behalf of the library
- welcome showing "behind the scenes" "It is necessary to be open with regard to the audience - to rejoice in successes, but also to inform about problems and solutions that had to be implemented to adapt the service to the needs of users),,
- encouraging users to be active "encourage discussion or add an interesting video, audio, photo or other type of material. You can also look for ambassadors among your community, i.e. people convinced of the value of the library's profile, who will promote it in a way of continuous engagement.,,
- creating reports consisting of suggestions from Internet users and submitting them to library staff
- responding to positive and negative comments "The response to negative feedback must be open and balanced, as this will let community members know that the library counts with their opinion."

Sources: MACHCIŃSKA, K. (2014). Media społecznościowe w bibliotece-rodzaje, funkcje, strategia działania. W: M. Odlanicka-Poczobutt, K. Zioło (red.), Biblioteka akademicka. Infrastruktura-uczelnia-otoczenie, Gliwice, 24-25 października 2013 r., Gliwice: Wydawnictwo Politechniki Śląskiej, s. 271-274. Dostęp: http://delibra.bg.polsl.pl/Content/15554/Machcinska_Katarzyna_tekst.pdf

Mistakes in promotion

<https://forms.office.com/Pages/DesignPageV2.aspx?prevorigin=shell&origin=NeoPortalPage&subpage=design&id=7xpEYw7al0O7fVnUcF6WO9IA0nAzVwVJlU5hh05f-1hUQUQzU0hYMkdRT1g4R01RQ1dHQ1pPUjdTQi4u&analysis=true>



Own sources

Deficiencies in the performance of staff



- No
 - strategies
 - basic information about the institution and its activities and personnel
 - control (monitoring, need to match metrics to campaign objectives)
 - CTA (Call to Action) button encouraging recipients to take action
 - contests
-
- diversity of message
 - hashtags (or inappropriate use of them)
 - visual consistency
 - regularity of publication
 - consideration of audience needs
 - targeting

Deficiencies in the performance of staff



Failure to match/adjust

- content to the specifics of a particular service
- content on the site to the tastes of a particular audience target
- the social network in relation to the target of potential recipients
- the length of posts to the target audience

Sources:
own study
based on
literature
review

Deficiencies in the performance of staff



Ignoring

- copyrights
- unflattering comments
- reports of shortcomings of products
- "competitors" (lack of discernment of what the profiles of other libraries look like) audience
- language to the target audience
- purpose (treating the social network profile as an advertising space)

Deficiencies in the performance of staff



Deleting

- Unflattering comments (rather than addressing them)

Unifying

- content (publishing the same content in all services - users following several portals get the same content everywhere)

Deficiencies in the operation of MANAGERS



Lack of knowledge/ignorance

Lack of awareness of the role of social media in promoting the library as an institution, its services and collections

DISCONTINUANCE

Lack of selected staff to run social media sites

Lack of staff training in knowledge and skills to run social media



Bibliography

Adamik-Szysiak, M. (2018). Strategie komunikowania podmiotów politycznych w Polsce w mediach społecznościowych. Lublin, Wydaw. Uniwersytetu Marii Curie-Skłodowskiej, file:///C:/Users/Acer/Desktop/SBP%20Wyk%C5%82ad%20listopad/Strategie%20komunikowania%20podmiot%C3%B3w%20politycznych.pdf

Bacon, M. (2017). How libraries use social media, <https://blog.techsoup.org/posts/how-libraries-use-social-media>

BGPW (2018). Biblioteki i media społecznościowe, <https://bgpw.wordpress.com/2018/01/30/biblioteki-i-media-spoecznościowe/>

Boryczka, B. (2018). Wykorzystanie mediów społecznościowych w bibliotekach pedagogicznych. *Elektroniczny Biuletyn Informacyjny Bibliotekarzy*, 1, <http://ebibojs.pl/index.php/ebib/article/view/80/81M>

Budyńska, M., M. Jezierska oprac. (2021), Stan bibliotek w Polsce. Raport 2017, Warszawa, Biblioteka Narodowa

Dejnaka, B., J. Iwankiewicz-Rak, P. Nogieć, P. Spychała: Marketing społeczny w organizacjach komercyjnych i non profit. Poznań 2013, s. 32, cyt. za: Przybysz, J., P. Pioterek, Media społecznościowe w służbie bibliotek

Dorenda-Zaborowicz, M. (2012). Marketing w social media. *Nowe Media. Czasopismo Naukowe*, 3, 59-79. DOI 10.12775/NM.2012.003

Jaska, E., A. Werenowska (2016). Promocja marki w mediach społecznościowych. *Handel Wewnętrzny*, 2(361), 205-215, <https://www.ceeol.com/search/article-detail?id=565018>

Kijewska, J., Wł. Mantura, (2017). Istota komunikacji marketingowej i promocji oraz koncepcja klasyfikacji form komunikacji marketingowej przedsiębiorstwa. *Handel Wewnętrzny*, 6 (371), 132-141

Kowalczyk, O. (2017). How libries are using a social media?, <https://ebookfriendly.com/how-libraries-use-social-media-infographic/>

Krysiński, P. (2019). Niewłaściwe wykorzystywanie mediów społecznościowych jako narzędzi zarządzania wizerunkiem instytucji sektora GLAM. Casus Facebooka i Instagrama, *Zarządzanie Biblioteką*, 11(1), 9-28. <https://bibliotekanauki.pl/articles/1366368.pdf> Przybysz, J., P. Pioterek (2015). Media społecznościowe w służbie bibliotek W: Halina, Brzezińska-Stec, Jolanta Zochowska (red), Biblioteki bez użytkowników...? Diagnoza problemu, V Ogólnopolska Konferencja Naukowa, Supraśl, 14-16 września 2015, Białystok, Wydaw. Uniwersytetu w Białymstoku, s. 339-356, https://repozytorium.uwb.edu.pl/jspui/bitstream/11320/4519/1/23_Prybysz_Pioterek.pdf

Martens, M., Balling, G., & Higgason, K. A. (2022). #BookTokMadeMeReadIt: Young adult reading communities across an international, sociotechnical landscape. *Information and Learning Science*, 123(11-12), 705-722. doi:10.1108/ILS-07-2022-0086

Obar, J., S. Wildman, (2015). *Social media definition and the governance challenge: An introduction to the special issue*, *Telecommunications Policy*, 39 (9), 745–750, DOI: [10.1016/j.telpol.2015.07.014](https://doi.org/10.1016/j.telpol.2015.07.014)

Rydel, M. (2004). Zintegrowana komunikacja marketingowa. Nowe podejście – propozycja uporządkowania pojęć. *Folia Oeconomica*, 179, 351-359.

Serwis społecznościowy W: Wikipedia, https://pl.wikipedia.org/wiki/Serwis_spoecznościowy

Wiktoria, J. W. (2016). System komunikacji marketingowej w perspektywie produktu systemowego. *Studia Ekonomiczne*, 262, 47-56

Wojciechowska, M., M. Orzoł (2020). Promocja jako instrument marketingu wspierający działania bibliotek w obliczu niskiego czytelnictwa Polaków. Przykłady akcji i działań promujących czytelnictwo. *Zarządzanie Biblioteką*, 1 (12), 23-35, <https://czasopisma.bg.ug.edu.pl/index.php/ZB/article/download/5952/5208/9114>

Sources of illustrations

- https://labib.pl/files/news/2016/01/24/social_media.jpggads/2019/08/promocja-firm-na-co-zwrocic-uwage-1.jpg
- https://rapa.pl/media/cache/news_article_photo/image/post/wayfinding_000_949660f4.jpeg
- <https://thumbs.dreamstime.com/z/uzyteczny-i-bezuzteczny-w-zrownowazonym-zyciu-przedstawionym-jako-slowa-uzyteczne-rekach-aby-pokazac-ze-powinien-183153855.jpg>
- https://www.facebook.com/story.php?story_fbid=pfbid02gvbF6zxcTfpiJ8D456XFrzTa6mfx5PFk2HcLui2HhgBM5JK22G638rCTEZWnNFI&id=100023975175920&sfnsn=mo&_rdr
- https://www.szef-sprzedazy.pl/template/szefsprzedazy/uploads/media/default/0001/02/thumb_1835_default_big.jpeg
- https://www.senior.pl/Media-spolecznosciowe-8211-ogranicz-ich-uzytkowanie-a-zwiekszysz-swoje-poczucie-szczescia_img5c2f88020afde.jpg
- <https://dmsales.com/app/uploads/social-media-cover.png>
- <https://www.telepolis.pl/images/newsy/2017-05/social-media.jpg>
- https://klikajbezpiecznie.pl/wp-content/uploads/2020/12/arttykul_kb_dylematy-social-media-800x400.png
- <https://www.google.com/imgres?imgurl=https%3A%2F%2Fecscmedia.pl%2F%2Fserwisy-spolecznosciowe-budowa-administracja-i-moderacja-b-iext67176469.jpg&tbnid=dONLbYSwpwldPM&vet=12ahUKewiE-NyNiaiCAxWyFhAIHYjBrcQMvhUegUIARCOAg..i&imgrefurl=https%3A%2F%2Fwww.empik.com%2Fserwisy-spolecznosciowe-budowa-administracja-i-moderacja-frankowski-pawel-juneja-arvind%2Cp1261422400%2Cebooki-i-mp3-p&docid=JuDtBi5bGLL8DM&w=326&h=466&itg=1&q=serwis%20spo%25%82eczno%25%9Bciowe&ved=2ahUKewiE-NyNiaiCAxWyFhAIHYjBrcQMvhUegUIARCOAg>
- <https://www.google.com/imgres?imgurl=https%3A%2F%2Fthumbs.dreamstime.com%2F%2Fchallenge-d-people-man-person-climb-stairs-36710897.jpg&tbnid=4nQJPAs4J1fGJM&vet=12ahUKewiWgpyYlaiCAxU-FRAIHTOJCUoQMvgCegQIARBC..i&imgrefurl=https%3A%2F%2Fwww.dreamstime.com%2Froyalty-free-stock-photography-challenge-d-people-man-person-climb-stairs-image36710897&docid=XH-vihbsMlqwM&w=1600&h=1267&q=challenge&ved=2ahUKewiWgpyYlaiCAxU-FRAIHTOJCUoQMvgCegQIARBC>
- https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcRAM05gEbnntLR11gQLRdOo_WZ3hD02l4CaqR7Q0mxDqjcb8HledUXIDHi80FqES72Fo&usqp=CAU
- <https://skris.pl/wp-content/uploads/2016/04/Popelniles-blad-300x235.jpg>
- <https://comm.ku.dk/calendar/2024/reading-experience-in-the-digital-age/Bookternet.jpg>
- https://m.media-amazon.com/images/I/81K-iaP9cTL_AC_UF894_1000_QL80_.jpg



BENEFIT

<https://www.facebook.com/groups/704246671632447/>

