

Public Libraries Advisory Committee
Summary of Discussion of the 51st Meeting Held on 11 December 2024

Programme Strategy of the Hong Kong Public Libraries for 2025-26
(PLAC 4/2024)

1. Members noted the report and made the following suggestions:
 - (a) To allocate resources on the keywords strategy for social media pages and website content for enhanced search engine optimisation; to make good use of the extensive network of the Hong Kong Public Libraries (HKPL) and actively invite members of the public to follow HKPL's social media accounts during events; and to engage unofficial HKPL fan pages in using hashtags to share library information together with the official HKPL account.
 - (b) To introduce artificial intelligence (AI) technology to assist the HKPL in drafting bilingual posts on social media platforms as appropriate to facilitate non-Chinese speakers to access library information. On the presentation of posts, Members suggested drawing reference from the effective examples of some public and commercial organisations by using eye-catching photos and succinct posts to attract public attention.
 - (c) To strategically package library events to enhance their effectiveness by, for example, relaunching related programmes produced by the HKPL during the Hong Kong Schools Speech Festival, inviting disc jockeys from the Radio Television Hong Kong or scholars to teach recitation skills for children, and recommending related videos and books on parenting and childcare to school principals and parent-teacher associations. Members also suggested providing online replay services for activities such as talks and workshops, which would not only provide convenience to those who were unable to attend the activities, but also help cultivate the habit of participating in similar activities. It was further suggested that winners of Chinese poetry and creative writing competitions be invited to present their works in the form of drama and recitation, with a view to maximising participation and making the events more interesting. On-the-spot interviews with participating children at award presentation ceremonies were also suggested to be arranged and shared on social media platforms to increase the exposure of events.

- (d) To provide reading corners in exhibition areas of museums while simultaneously holding book displays and activities on related themes at libraries, with a view to achieving cross-promotion and attracting museum patrons to visit libraries. Members also suggested arranging mobile library vans to park near museums during exhibitions to encourage borrowing of related books by the public. Members further suggested scaling up collaboration with community partners so as to recommend thematic books to specific groups more effectively; thus enhancing synergy.
- (e) To strengthen the interactive and entertaining elements of library activities by, for instance, drawing on the example of museums which used AI to produce publicity videos for exhibits; generating QR codes to introduce library activities and various library collections, to provide more electronic books on literary works and complementing publicity and promotion of literary activities to make recommendations to interested readers; to distribute reading-related small gifts in large-scale reading events to encourage continuous reading, as well as organising emoji design competitions to promote the event in a more lively way.
- (f) Regarding publicity and promotion work, members suggested incorporating slogans like “connecting HKPL and I” and leveraging existing intellectual property (IP) resources, such as featuring the mascots of the Leisure and Cultural Services Department in events to increase its popularity. Members also suggested drawing reference from the promotional strategies of bookshops by displaying books on hot current affairs topics and carrying out publicity on social media.
- (g) To organise talks that offered in-depth knowledge on the War of Resistance Against Japanese Aggression to tie in with the 80th anniversary of the victory of the war, and to organise activities on trending social topics to attract those interested in such topics to participate in library activities while also deepening public understanding of such topics.
- (h) To arrange the Read Together Commitment and sharing sessions of “Read Together for Half an Hour” in different time slots according to students’ age so as to better address their needs and bring about a sense of ritual. Members also suggested considering outsourcing or collaborating with non-profit youth organisations and tertiary institutions in regard to the production of videos on events for better video quality.

- (i) To formulate strategies and key performance indicators for online platforms and promotional campaigns, with a view to establishing overall development directions and facilitating public understanding of the image of HKPL.

The Hong Kong Public Libraries Strengthens the Use of Online Platforms to Expand the Readership
(PLAC 5/2024)

2. Members noted the report and made the following suggestions:

- (a) Enhancing the HKPL's publicity on social media could effectively strengthen social connections. Members suggested delivering targeted content to interested social groups when carrying out publicity, thereby enabling members of the public from different circles to access library information.
- (b) To make corresponding adjustments in light of different cultural backgrounds of the audience when carrying out publicity on different online social platforms.
- (c) To strike a balance between the dual development goals of expanding readers' knowledge and increasing online traffic by drawing reference from experts' opinions and identifying ways to amplify online traffic for enhanced publicity effectiveness.
- (d) On inviting KOLs, consideration could be given to engaging influencers who promoted reading, authoritative figures and KOLs who enjoyed reading and well-known public figures in creating video reels to share their first-hand experience of participating in library activities and make theme-related book recommendations. Members also suggested offering payment in kind (such as venue sponsorship) and opportunities for KOLs to engage with the public through participating in library activities in lieu of gratuity to reduce publicity expenses.
- (e) To enhance research on ways to effectively promote reading among young people, such as considering organising career talks in libraries to attract job-seeking youths to visit libraries. Additionally, Members could be invited to assist in publicity efforts.

Secretariat of Public Libraries Advisory Committee
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