



Research on the Application of University Library WeChat Platform in College Students' Mental Health Education under the Background of New Media: A Case Study of Anhui Polytechnic University

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Abstract

Taking the WeChat official account of the Library of Anhui Polytechnic University as the research object, this study analyzes its current operational status, existing challenges, and application pathways in college students' mental health education. The research is grounded in operational data from 2019 to 2023, integrated with the Uses and Gratifications Theory, relevant bibliotherapy research, and best practices of WeChat platform operation in university libraries. The results indicate that while the platform has established a stable operational model and user base, it faces prominent issues including inadequate user interaction, a scarcity of mental health-related content, singular service functions, and an incomplete management system—all of which fail to fully address college students' mental health needs. The integration of bibliotherapy with WeChat platforms emerges as a crucial direction for libraries to expand their service capabilities. Moving forward, the platform should prioritize intellectualization, personalization, community building, and data-driven optimization. Mental health education can be deeply embedded into platform operations through measures such as integrating online-offline services, expanding personalized offerings, establishing community groups, and conducting cross-sectoral cooperation. This optimized pathway not only enhances the library's service quality and influence but also leverages the psychological counseling function of bibliotherapy to promote college students' mental health, thereby providing practical references for similar university libraries across China.

Subject Areas

Intelligence and Philology

Keywords

University Library, WeChat Official Account, College Students' Mental Health, Bibliotherapy

1. Introduction

Innovations in smart hardware technologies and information systems have fueled the rapid evolution of social network services across pivotal domains, including social production, daily living, work, and entertainment [1]. Social media platforms such as Facebook, Twitter, WeChat, and Sina Weibo have garnered colossal user bases within a remarkably short span. According to the 49th Statistical Report on Internet Development in China released by the China Internet Network Information Center (CNNIC), as of December 2021, the total number of internet users in China had surged to 1.03 billion, with social media application users accounting for 97.5% of the entire online population [2]. This dataset not only vividly illustrates the pervasive penetration of social media in China but also lays a robust foundation for university libraries to expand their service horizons via social media channels. Beyond satisfying ordinary users' fundamental demands—such as social interaction, knowledge sharing and self-expression—social media has gradually emerged as a pivotal vehicle for institutions like university libraries to promote resources and extend service reach [3]. Among diverse micro-media tools, WeChat—a core social media application launched by Tencent in January 2011—has evolved into one of China's most ubiquitous platforms, capitalizing on its inherent advantages including free instant messaging and multi-format information exchange [4]. Its WeChat Official Accounts feature, rolled out in August 2012, further functions as a one-to-many information dissemination platform tailored specifically for organizational users. Integrating a suite of capabilities including information pushing, service provision, and interactive communication, this feature has been widely adopted by government agencies at all levels, enterprises, and universities for information dissemination and service expansion [5]. Particularly within the realm of university libraries, the WeChat platform has distinguished itself through its robust functional strengths, evolving into the central hub for delivering mobile information services.

Compared with traditional library services, university library WeChat platforms offer distinct comparative advantages [6]:

Real-time information pushing: Timely delivery of dynamic updates such as book resource announcements and event notifications, ensuring the immediacy of users' information acquisition.

One-on-one interactive communication: Enabling libraries to accurately cap-

ture user needs and deliver personalized services.

Diversified communication formats: Supporting multi-modal interactions (text, voice, images, videos, etc.) to boost communication efficiency.

Low-cost operation: Involving relatively low development and operational costs, which aligns well with the service budgets of university libraries.

Strong interactivity: Strengthening library-user connections through interactive functions such as comments, likes, and shares.

High mobility: Adapting seamlessly to mobile terminal scenarios, enabling the realization of “anytime, anywhere” services.

Customized services: Pushing tailored content based on user interests and needs to enhance user satisfaction.

Data analytics capabilities: Providing a scientific basis for service optimization by examining user behavior data.

In summary, with its unique strengths, the university library WeChat platform delivers convenient, efficient, and personalized service experiences to users, effectively elevating library service quality and user recognition. Meanwhile, the continuous functional iteration of WeChat itself has unlocked new avenues for the future expansion of WeChat-based services in university libraries.

The academic community has conducted extensive research on the evaluation systems and user behaviors associated with university library WeChat-based services, yielding abundant theoretical achievements [7] [8]. Chen Xiaoxin and Li Yingxi [9] found in their research that user attitude, subjective norms, and perceived behavioral control exert a significant positive impact on library social media marketing effectiveness. Among these factors, attitude has the most prominent influence, whereas the impact of perceived usefulness is not statistically significant. Meng Yao *et al.* [3] noted that information quality, system quality, and user emotions constitute the core factors affecting user satisfaction and continuous usage intention regarding university library WeChat platforms. Among these, emotional factors have the most pronounced influence—providing valuable practical insights for university libraries to improve user satisfaction and promote sustained platform engagement. By conducting a bibliometric analysis of domestic research on library WeChat Official Account applications using CiteSpace, Chen Dan [10] identified online surveys and data reviews as effective strategies for optimizing WeChat library services. A synthesis of relevant research hotspots can provide both theoretical and practical support for the scientific construction and efficient operation of library WeChat Official Accounts.

As a significant strategy for university libraries to extend their service functions and engage in college students’ mental health education, bibliotherapy has attracted widespread attention from the academic community. Lu Peng [11] pointed out that university libraries can leverage bibliotherapy to provide reading and mental health guidance services, helping college students alleviate psychological pressure and adjust their mental states. Scholars such as He Qing [12] and Li Lan [13] also argued that bibliotherapy represents a new frontier for university librar-

ies to participate in college students' mental health education. By accurately recommending psychological reading materials and organizing related reading activities, libraries can effectively guide college students to relieve negative emotions and foster healthy personalities. Zhu Yuehong [14] and Xu Hongchang *et al.* [15] further emphasized that university libraries should proactively expand their service boundaries, integrate bibliotherapy with WeChat platforms, and harness the advantages of new media to broaden the coverage and effectiveness of mental health education initiatives.

Anhui Polytechnic University is a provincial multidisciplinary institution of higher education with a focus on engineering, as well as a key construction university in Anhui Province. The university library (AHPU Library) has launched its official WeChat Official Account, which serves as the core carrier for promoting collection resources and providing services to faculty and students. Lin Dan [16] noted that the construction of university library WeChat platforms should be centered on user needs, achieve in-depth integration of library services and WeChat functions, and ultimately attain the dual goals of service optimization and enhanced user loyalty.

Taking the WeChat Official Account of Anhui Polytechnic University Library as the research object, this study systematically sorts out its current operational status, analyzes data pertaining to user attention, function usage, and content release, and explores the application paths of the WeChat platform in college students' mental health education by integrating bibliotherapy-related theories. The objective is to further optimize the library's WeChat-based services, expand the coverage of mental health education, and provide practical reference for similar domestic university libraries to carry out college students' mental health education through WeChat platforms.

Case Justification

Anhui Polytechnic University is selected as the case because it is a typical provincial engineering-focused university in central China, with a student structure and library service model representative of many similar institutions. As a key provincial university, its library WeChat platform has been in stable operation for five years, generating continuous and complete operational data, making it suitable for longitudinal descriptive analysis. A single-library case study can reveal context-specific operational patterns, identify localized problems, and generate actionable improvement strategies; however, findings are illustrative rather than generalizable to all university libraries nationwide.

2. Methods

This study adopts a descriptive statistical analysis method based on objective operational data.

Data source: Backstage operational data of the WeChat Official Account of Anhui Polytechnic University Library, directly exported from the WeChat Official Account Platform management system.

Data period: Full calendar years 2019-2023, with monthly data aggregated to annual totals for trend analysis.

Indicators collected:

(1) User growth indicators: monthly new followers, annual cumulative followers (defined as annual total unique followers).

(2) Content engagement indicators: annual graphic page views (defined as annual total page views by all users), annual message interactions (defined as annual total user-initiated messages and interactive actions).

(3) Content output indicators: annual number of issues published, annual release volume of each column.

(4) Function usage indicators: annual usage frequency of each menu function (defined as annual total clicks/uses by all users).

3. Statistics on User Attention and Publication Statistics on the WeChat Platform

3.1. Statistics on User Attention

User attention: Annual total unique followers and annual total new followers, reflecting user scale and growth.

Graphic page views: Annual total number of times graphic articles were opened by all users, measuring content reach.

Message interactions: Annual total number of user comments, private messages, and interactive actions, measuring platform engagement.

Analyzing user engagement with university library WeChat platforms constitutes a critical prerequisite for evaluating operational performance, deciphering user behavioral patterns, and optimizing service functions [17]. This analysis primarily encompasses four core metrics: the number of new followers, cumulative followers, graphic content page views, and message interaction volume. A systematic examination of these indicators not only facilitates an accurate grasp of users' usage habits and feedback regarding the library's WeChat platform—laying a solid foundation for functional refinement and service upgrading—but also enables an objective assessment of the platform's operational efficacy. In turn, this provides empirical data support for the subsequent dissemination of mental health education content and the organization of related activities.

From the statistical data on changes in the number of new followers on the WeChat platform, the university library's WeChat platform attracts new followers monthly, with a consistent peak in new follower numbers occurring every October. This timing aligns closely with the “freshman orientation period” at universities, as the majority of new followers during this period are incoming freshmen—indicating that the platform's user acquisition is highly dependent on first-year student enrollment. However, overall, the number of new followers exhibited a year-on-year downward trend from 2019 to 2023, dropping from 6,697 in 2019 to 4,028 in 2023, a decrease of approximately 39.85%. This phenomenon is partially attributed to the shrinking of the university's enrollment scale. More im-

portantly, it reflects that the platform's content and services lack sufficient appeal to potential users, failing to effectively motivate non-freshman groups (such as sophomores, juniors, and seniors) to follow the account. This issue will further restrict the dissemination coverage of mental health education-related content, hindering the platform's ability to fulfill its role in psychological education for the broader college student population.

Through statistical analysis, the cumulative number of followers on the university library's WeChat platform demonstrated a year-on-year growth trend from 2019 to 2023, increasing from 19,746 to 26,178—a net growth of 6,432 followers over five years. Among these periods, growth was most notable between 2019 and 2020, with a net increase of 3,138 followers (a growth rate of 15.89%). The net additions during 2020-2021, 2021-2022, and 2022-2023 were 1,496 (6.54%), 670 (2.77%), and 1,128 (4.50%), respectively, indicating a gradual slowdown in the growth rate. This trend suggests that while the platform has established a solid user base, it lacks sufficient momentum for sustained expansion. To address this, it is necessary to further expand the user scale and improve user retention by enriching content diversity, optimizing service quality, and particularly by adding targeted mental health education-related content and activities. Such measures will not only enhance the platform's appeal to existing and potential users but also better align its services with college students' psychological needs.

The number of graphic page views directly reflects users' attention levels and content preference tendencies toward the platform. The annual total page views of the university library's WeChat platform exhibited a continuous year-on-year downward trend from 2019 to 2023, plummeting from 124,718 in 2019 to 49,208 in 2023—a decrease of 60.54%. This decline is closely associated with the quantity, quality, and relevance of the graphic content published on the platform. In terms of monthly distribution, view count peaks are concentrated in January, February, July, and October—periods corresponding to vacations or freshman enrollment. This characteristic indicates that college students have a relatively high demand for fragmented reading during vacation periods. Drawing on this insight, university libraries can leverage the WeChat platform to launch mental health-themed reading activities and psychological counseling popular science articles during vacations. By utilizing new media and network communication technologies, libraries can organize online lectures, reading sharing sessions, and other interactive events—measures that not only improve the utilization efficiency of the WeChat platform but also expand the coverage and accessibility of mental health education.

The number of message interactions serves as a core indicator for measuring the platform's interactivity and user engagement depth. The number of message interactions on the university library's WeChat platform exhibited a continuous downward trend from 2019 to 2023. In 2023, the total number of interactions was only 2,888, accounting for a mere 32.45% of the 9,184 interactions recorded in 2019, highlighting an increasingly prominent issue of insufficient interactivity.

This phenomenon is mainly attributed to the following factors: Firstly, the quality of graphic content is inadequate—lacking depth, practical value, and emotional resonance, which fails to arouse college students' interest. Notably, there is a scarcity of high-quality mental health-related content, which cannot meet college students' growing needs for psychological counseling and emotional support. Secondly, the platform's functional design is simplistic, with a lack of diverse interactive forms and engaging scenarios that can stimulate users' participation enthusiasm, resulting in a weak interactive atmosphere. Thirdly, the feedback mechanism is imperfect, making it impossible to timely collect, process, and respond to college students' comments and suggestions—undermining users' trust and satisfaction. Fourthly, the service experience is suboptimal; for instance, cumbersome search processes and delayed functional responses have directly reduced users' willingness to interact. Additionally, unreasonable push frequencies, potential privacy and security concerns, and other issues may further erode college students' interest in the platform. This insufficient interactivity will directly compromise the communication effect of mental health education content, making it difficult to achieve the service goal of integrating “bibliotherapy” into daily library services.

3.2. Statistics on the Release of the Library's WeChat Platform

3.2.1. Statistics on the Number of Release Issues and Developed Columns

Through the statistical analysis of the publication volume and column categories of the university library's WeChat official account from 2019 to 2023. In terms of release volume, the platform maintained relatively stable output over the five-year period, with annual releases ranging from 37 to 45 issues (average 40.4 issues per year)—indicating consistent content operational capacity. Regarding column configuration, the platform has established eight core columns covering Notices, Events, Lectures/Live Courses, Resources, Recommended Good Books, Students' Works, Original Content, and Others. While the column setup covers basic service scenarios, it lacks targeted special columns dedicated to mental health education—a critical gap that results in a disconnect between the platform's content supply and college students' pressing psychological needs.

3.2.2. Statistics on Column Content

As shown in **Figure 1(a)**, the number of releases in the “Notices” column exhibited a year-on-year declining trend from 2019 to 2023. Notably, no relevant notices were published in March and September 2021; March, April, August, and September 2022; and February, March, September, and November 2023. This fluctuation is closely correlated with the university's operational rhythm, as holidays and new semester kickoff periods often lead to reduced administrative notice output.

Figure 1(b) reveals that the “Events” column demonstrated an overall upward trajectory in annual releases, peaking at 40 in 2022. However, monthly distribution was uneven: relatively few events were held in January, February, March, Au-

gust, and September—periods coinciding with winter/summer vacations or semester transitions. From the perspective of mental health education needs, these “event off-seasons” present an opportunity to fill the gap with interactive activities such as online psychological reading sharing sessions, mental health knowledge competitions, and group counseling workshops. Such initiatives not only enrich the platform’s off-season content but also proactively address students’ psychological needs during transitional periods (e.g., post-vacation adaptation, new semester stress).

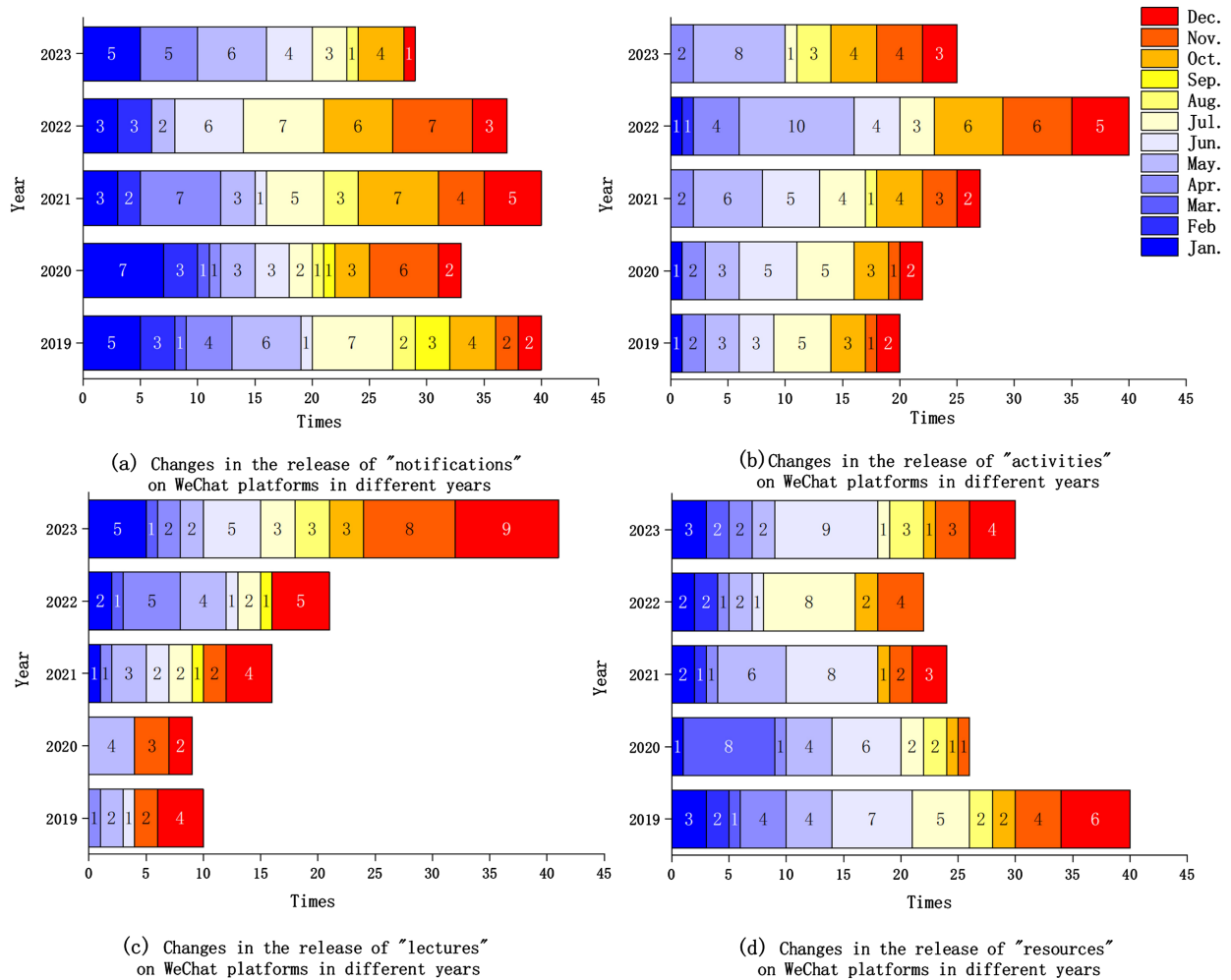


Figure 1. Changes in the release volumes of “notices”, “events”, “lectures” and “resources” on the WeChat platform across different years.

According to **Figure 1(c)**, the “Lectures/Live Courses” column showed a year-on-year increase in releases, reaching a peak of 41 in 2023. Nevertheless, lecture output remained scarce in February, March, August, and September.

As reflected in **Figure 1(d)**, the “Resources” column’s annual releases generally showed a downward trend, though with a slight rebound in 2023. The core content of this column focuses on academic resources (e.g., database usage guides,

thesis writing tools) and general book recommendations, with a notable lack of mental health-related resource pushes. Different types of resources cater to distinct user needs: while learning materials serve academic demands, psychological books, audio guides, and mental health assessment tools directly address students' psychological well-being. To bridge this gap, a dedicated "Mental Health Resources" sub-column can be added under the "Resources" column, featuring regular pushes of psychological e-books, mindfulness audio programs, standardized psychological assessment scales, and bibliotherapy reading lists. This adjustment realizes the organic integration of the library's resource advantages and mental health education, making psychological support more accessible.

As illustrated in **Figure 2(a)**, the number of releases in the "Recommended Good Books" column remained relatively stable from 2019 to 2022, before surging to 50 in 2023—solidifying its status as one of the platform's core content output columns.

As shown in **Figure 2(b)**, the number of releases in the "Student Works" column fluctuated significantly, with almost no content published during the 2020 pandemic period. This phenomenon was closely linked to the decline in college students' creative enthusiasm amid the public health crisis. Additionally, factors such as the intensifying postgraduate entrance exam craze, mounting employment pressure, and insufficient institutional support for creative practice have further contributed to the column's inadequate content output. To address this, the column can be repositioned as a mental health-themed original works collection platform: launching regular calls for submissions centered on topics such as "Bibliotherapy Reading Insights," "Psychological Growth Stories," and "Campus Mental Health Sharing," and encouraging students to share their experiences of emotional regulation through reading, personal psychological growth journeys, or reflections on mental health. This initiative not only enriches the column's content diversity but also fosters a positive, supportive atmosphere for peer mutual assistance in mental health education—allowing students to gain emotional resonance and psychological comfort through shared experiences.

According to **Figure 2(c)**, the number of releases in the "Others" column dropped drastically, plummeting to a mere 34.5% of its 2019 figure by 2023. It is speculated that some content originally categorized under "Others" may have been merged into other columns due to structural adjustments. Given the column's ambiguous positioning and declining output, the remaining content can be fully integrated, and the column can be rebranded as a specialized "Mental Health Education" column. Its core content can include mental health knowledge popularization (e.g., common psychological problems and coping strategies), bibliotherapy case studies (sharing successful cases of students overcoming psychological difficulties through reading), expert Q&A sessions (inviting psychological counselors to answer students' doubts), and mental health activity notices—forming a comprehensive, systematic mental health content matrix that fills the current gap in targeted columns.

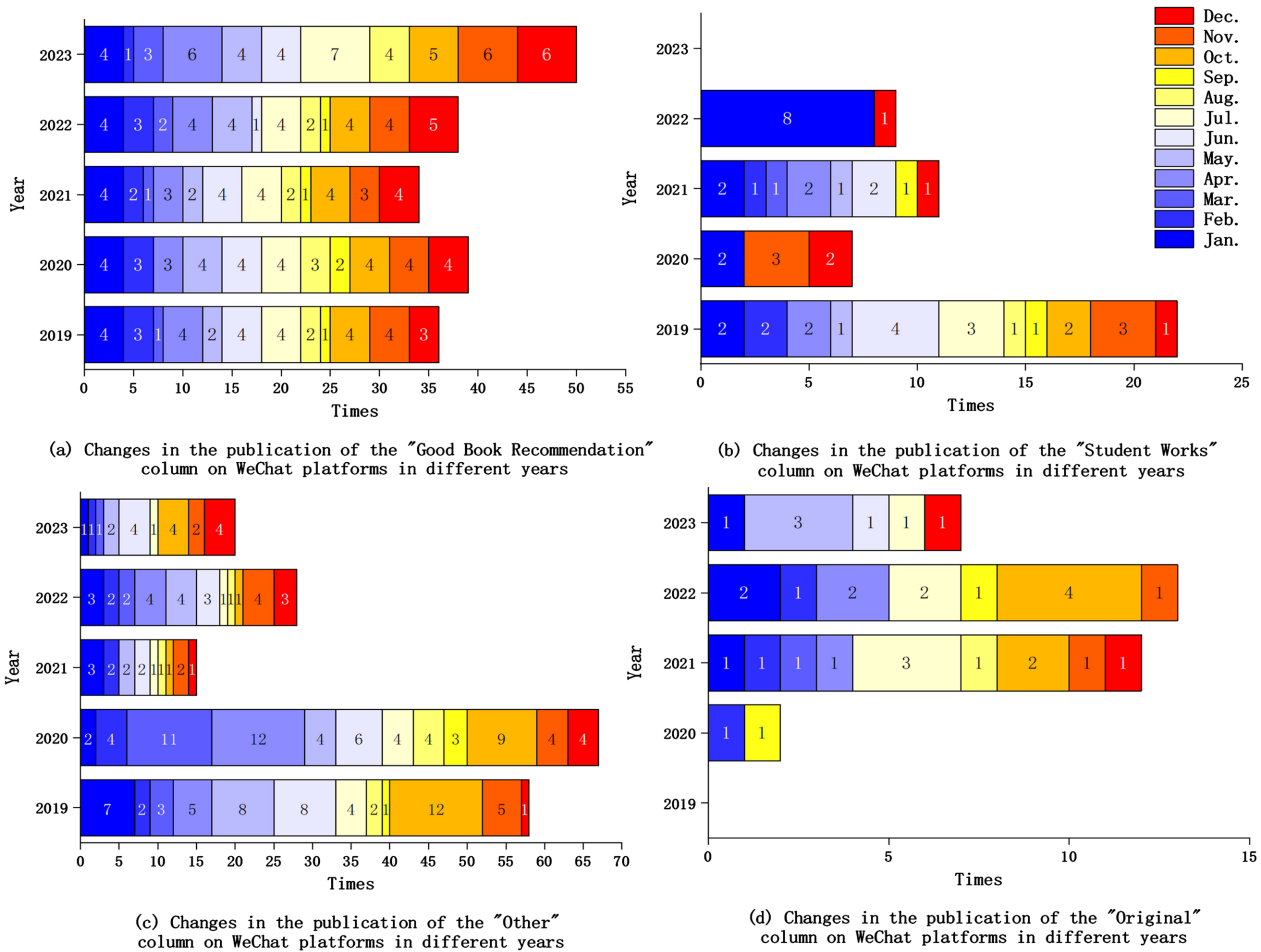


Figure 2. Changes in the releases of “recommended good books”, “student works”, “others” and “original works” on the WeChat platform across different years.

As reflected in **Figure 2(d)**, since the “Original Works” column was launched in 2020, its content output has remained consistently low, with a sharp decline in 2023—indicating a lack of sustained creative motivation among college students. To stimulate participation, a multi-dimensional reward mechanism can be established: setting up honorary awards (e.g., “Excellent Original Content Award”), material incentives (e.g., bookstore gift cards, library privilege packages), and academic recognition (e.g., adding relevant experience to campus practice records) to encourage students to create original content centered on mental health themes (such as graphic essays, short videos, audio sharing, and handwritten letters). This measure not only enhances the column’s originality and vitality but also strengthens the emotional connection between users and the platform—turning students from passive content consumers into active participants in mental health education.

4. Usage of Function Menus

Usage frequency: Annual total clicks/uses of each menu function by all users, meas-

uring service adoption.

The function menus of university library WeChat Official Accounts serve as the core carrier for delivering services and resources to users. The WeChat platform of the university library in question has established three primary function menus: “My Library”, “Cloud Reading”, and “Common Services”. The most frequently used functions by users include Book Search, Borrowing/Renewal, Library Orientation Test for New Students, Library Card Binding, Mobile Library, and Client Download—each with an average annual usage exceeding 3,000 times. These functions all fall under the library’s basic service system, closely aligning with the daily learning and reading needs of college students.

4.1. The “My Library” Menu

The “My Library” menu incorporates sub-functions including Library Card Binding, Book Search, Borrowing/Renewal, Library Card Unbinding, and Freshman Library Orientation Test. Among these, Book Search and Borrowing/Renewal rank as the two most frequently utilized functions, designed to help users quickly locate book holdings and complete lending procedures efficiently.

Notably, however, the usage volume of these two functions has exhibited a steady year-on-year decline. This trend indirectly reflects a diminishing utilization rate of physical book resources, coupled with a sustained surge in demand for digital reading services. To align with the application requirements of bibliotherapy, a dedicated sub-function—“Psychological Book Search”—can be added to this menu. This feature will exclusively catalog physical books on psychology, with clear labeling of their therapeutic orientations (e.g., stress relief, emotional management). The addition will enable college students to conduct targeted searches and borrow relevant materials precisely, thereby achieving the organic integration of traditional lending services and mental health education initiatives.

4.2. The “Cloud Reading” Menu

The “Cloud Reading” menu comprises sub-functions including Recommended Books, Public Courses, Subscription Center, Popular Books, and E-book Online, which are primarily dedicated to delivering digital reading and learning services to users. Over the past five years, the “Popular Books” function under this menu has registered the highest usage frequency—a clear indicator of the robust demand among college students for high-quality digital book resources. Meanwhile, the usage volume of “E-book Online” has maintained a steady year-on-year upward trend, reflecting a growing emphasis among students on premium online course resources and their increasing focus on comprehensive competency development.

However, the click-through rates of three key functions—“Recommended Books”, “Public Courses”, and “Subscription Center”—have witnessed a consistent annual decline. By 2023, their respective click volumes had plummeted to merely 22.97%, 46.7%, and 49.35% of the 2019 figures. This downturn can be pri-

marily attributed to insufficient content quality and a failure to adapt to the evolving needs of college students.

To address these issues, targeted optimizations can be implemented for the “Cloud Reading” menu, as follows: (1) Prioritize the promotion of psychological e-books and audiobooks within “Recommended Good Books”, categorizing them by therapeutic scenarios (e.g., post-exam stress, career anxiety, and interpersonal conflicts) to enhance pertinence. (2) Introduce a dedicated “Mental Health Public Courses” series to “Public Courses”, inviting psychology educators, clinical counselors, and industry experts to deliver lectures on topics such as emotional regulation, stress management, and bibliotherapy practice. (3) Incorporate personalized mental health content subscription options into “Subscription Center”, allowing users to customize their preferences (e.g., psychological book recommendations, lecture reminders, and mental health tips) to receive tailored content pushes. (4) These adjustments will significantly enhance the practicality and user appeal of the “Cloud Reading” menu, aligning digital reading services with college students’ psychological well-being needs.

4.3. The “Common Services” Menu

Includes Client Download, Mobile Library, etc. Most functions’ usage fell sharply; Mobile Library was most used but remained below 2019 levels; Bokan Audiobooks usage stayed low post-pandemic.

Basic auxiliary services are underused, indicating unmet higher-level needs. Bibliotherapy requires audio psychological resources and counseling links; missing functions reduce the platform’s mental health service capacity.

5. Existing Problems and Solutions

5.1. Observed Problems (Supported by Data)

(1) Interaction: Message interactions and function usage trended downward; no efficient feedback mechanism.

(2) Content: No dedicated mental health column; psychological resources scarce across all columns.

(3) Functions: Limited to basic services; no psychological book search, assessment, or counseling appointment functions.

(4) Push: No personalized mental health content delivery.

(5) Management: Unstandardized release, feedback, and oversight processes.

(6) Security: Potential privacy and harmful information risks.

5.2. Optimization Strategies

(1) Professional Operation and Customer Service Team

Establish a team of librarians, psychology teachers, and student volunteers for content operation, interactive responses, and demand connection. Set clear reply time limits, collect psychological needs, and involve psychology teachers in content planning to ensure professionalism.

(2) Optimize the Content System and Strengthen Mental Health Orientation

Add a “Psychological Healing” column for psychological book recommendations, mental health science articles, and bibliotherapy cases. Organize online reading sharing sessions and essay contests, use incentives to boost original mental health content, and deliver personalized pushes based on user data.

(3) Improve Function Design and Expand Mental Health Scenarios

Add psychological book retrieval, psychological tests, and counseling appointment functions linked to the university’s counseling center. Add psychological e-books, audiobooks, and courses to Cloud Reading and Common Services, and introduce an intelligent Q&A function for psychological inquiries.

(4) Enhance Interactive Design and Build a Supportive Atmosphere

Use comments, check-ins, and votes for psychological topic interactions. Establish psychological communication communities for peer support, and conduct regular user surveys to adjust services.

(5) Perfect the Management System and Standardize Services

Establish systems for release, service processes, feedback, and security. Analyze operational data regularly, and train operators on psychological knowledge and service skills.

(6) Strengthen Security Protection and Safeguard Privacy

Implement data security measures, strengthen content review, and educate users on privacy protection to build a safe platform environment.

6. Limitations

This study has three main limitations:

(1) Single-site design: Findings are based only on Anhui Polytechnic University Library and cannot be broadly generalized to all university libraries.

(2) Descriptive analysis: The study identifies trends and gaps but does not use inferential statistics to test causal relationships.

(3) No direct mental health outcomes: It measures operational indicators rather than student psychological well-being, anxiety, or stress levels; thus, causal links between platform use and mental health improvement cannot be confirmed.

7. Conclusions

This study takes the WeChat Official Account of the Library of Anhui Polytechnic University as the research object. By sorting out data related to user attention, content release, and function usage of the platform from 2019 to 2023, and combining the Uses and Gratifications Theory, relevant research on bibliotherapy, and operational experience of university library WeChat platforms, it systematically analyzes the current operational status and existing problems of the platform, and explores its application paths and future development directions in college students’ mental health education. The findings indicate that the WeChat platform of this university library has formed a stable operation mode and user base; however, it still faces such issues as insufficient interactivity, lack of mental health-

related content, single-function services, and incomplete management systems. As a result, it fails to give full play to the new media advantages of the WeChat platform and meet the mental health education needs of college students.

As an important approach for university libraries to intervene in college students' mental health education, bibliotherapy, when integrated with the new media advantages of WeChat platforms, constitutes a vital direction for university libraries to expand service functions and enhance service value. In the future, the development of the WeChat platform of this university library should focus on intelligence, personalization, community building, as well as data analysis and optimization. Through measures including enhancing service intelligence, promoting online-offline integration, expanding personalized services, building community-based groups, deepening data analysis, conducting cross-sectoral cooperation, and strengthening security protection, the platform should deeply integrate mental health education into its operation, enrich psychological content and functions, optimize service models, and improve the interactivity, practicality, and professionalism of the platform.

Meanwhile, the operation and optimization of university library WeChat platforms is a continuous iterative process, which must always prioritize college students' needs. It is essential to regularly collect user feedback, review operational data, and continuously optimize content and functions in line with the development of the times and technological innovation. Through rational and efficient operation and management, the platform can not only drive the digital library to adapt to the development trend of information technology and enhance the service quality and influence of the library, but also give full play to the psychological counseling role of bibliotherapy, helping college students alleviate psychological pressure and improve their personality. In doing so, it achieves the multiple goals of university libraries in educating students through services, culture, and psychological guidance, and also provides valuable practical reference for similar domestic university libraries to carry out college students' mental health education via WeChat platforms.

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Conflicts of Interest

The authors declare no conflicts of interest.

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