

MARKETING OF LIBRARY SERVICES THROUGH SOCIAL MEDIA

Madhavi Parihar*, Dr. Sangeeta Amte**

Research Scholar of RNTU, Bhopal, Madhya Pradesh

Research Guide RNTU, Bhopal, Madhya Pradesh

Abstract

The article aims to explore different applications of social media for marketing of academic library services and resources. In the era of ICT (Information communication Technology) Social Media playing vital role in each & every filed. Social Media has a great impact on information promotional activities by bringing remarkable change in the field of Marketing. Social Media Marketing (SMM) is a form of Internet Marketing that utilizes social networking websites as marketing tool. The article recognized social media tools that could enable libraries and information services market their products online.

Keywords: Social Media, Social Networking Sites (SNSs), Web 2.0, Marketing

1. INTRODUCTION

The applications of information and communication technology (ICT) have made steady progress, which has led to the development of information technology (IT). IT is expanding into new fields like business, entertainment, academia, and industry, among others. We live in a digital world that is evolving in tandem with the evolution of IT applications and tools. We can now say that we are highly dependent on information technology due to the impact that IT applications have had on every aspect of our society. In the first decade of this century, IT, the Internet, and related web technologies have had a significant impact on the provision of library services. The conceptual shift from Web 1.0 to Web 2.0, which has an impact on contemporary information centers and libraries. The Web was completely transformed by the rise of Web 2.0. Websites during the Web 1.0 era were almost as passive as conventional media.

However, with the 2.0 version, the web became not only interactive but also a place where users could express themselves. The rise of user-generated content was the Web 2.0 era's most significant innovation. Social media, social networking, blogs, wikis, web applications, and other terms emerged as a result of Web 2.0.

The number of people using popular social media platforms is expanding at an exponential rate, making social media a potent new medium for communication. Due to its widespread use, social media tools are used by millions of people every day for work, school, and pleasure. The use of social media as a means of communicating with faculty and students in novel ways has been discovered by many academic libraries. Academic libraries can use the following to promote upcoming events, services, and new library products, initiatives, and additions to their collections. They can also link to articles, videos, community information, solicit feedback, respond to people, talk to people, give instructions, and link whenever possible. In addition to marketing, the simple act of having conversations and creating relationships with patrons is immediately useful. Through conversations on social media, libraries can gain insight into what their users want and needs. (Sonawane & Patil, 2015)

2. SOCIAL MEDIA CONCEPT

Computer-based technology known as social media enables the creation of online communities and networks for the exchange of ideas, information, and thoughts. By design, social media are internet-based and allow users to quickly share content electronically. Documents, videos, and images, as well as personal information, make up the content.

According to Merriam-Webster dictionary, Social Media is “forms of electronic communication (such as websites for social networking and micro blogging) through which users creates online communities to share information, ideas, personal messages, and other content”.

Oxford Dictionary defines Social Media as “websites and applications that enable users to create and share content or to participate in Social Networking”.

Following social media tools use by library and information centers for marketing of their services.

3. USING SOCIAL MEDIA SITES BY LIBRARIES

Social media, which is a component of Web 2.0, may be thought of as a web platform where individuals from various social contexts can connect, share, and engage with one another.

Social media is being used in every industry, including marketing, instruction, business, and entertainment. The use of social media sites (SMs) for communication, business networking, marketing, entertainment, and service generation utilizing other social software tools like RSS, Delicious, and Wikis, among other things, is particularly beneficial for education and research.

Social media sites like Facebook and Twitter are being used by libraries and other organizations to interact with and connect with their patrons. Social media sites are also a great way to quickly share information with library users and learn about their feedback and requirements.

4. SOCIAL MEDIA SITES IN MARKETING OF LIBRARY SERVICES

These days, everything is available online in the virtual world in which we live. Additionally, libraries stay current with technology and interact with consumers through social media platforms. Similar to how Web 2.0 has changed the world, Lib 2.0 has updated libraries.

Social media gives libraries a digital platform to market and advertise their information, goods, and services. Additionally, libraries can construct a virtual library tour, a blog, and a media website. Libraries can promote different library activities, library timing hours, current awareness information, content page service, new arrival books display, research wall, share user orientation video, library workshop, conference & seminar update, books exhibitions, author talks, book reviews, faculty publication, library quiz compilation, library statistics data update on virtual wall, and other programmes using social networking sites. In this way, Social Media Sites (SMS) act as a marketing and promotional tool for libraries.

The Most popular social networking sites are Facebook, Twitter, LinkedIn, Flickr, MySpace, Blog, Youtube, Wikis etc.



Facebook: -Facebook is one of the most popular social networking sites that are used by millions of peoples worldwide. Now it's active users are around 2.27 billion monthly (Investopedia 2019). In recent few years many of the libraries creates own library page and offers different kind of services using the facebook. Libraries post images, videos, URL and invitations cards on facebook page and get user comments and feedback. Academic libraries can use facebook to market the library witha library fan page. Libraries can use facebook to provide the information about their new arrivals books& journals. Libraries can advertise their different upcoming events like conference on facebook page. Libraries can share the information about the Library's activity, work, services, events, its new projects, latest developments in the field of library and information science. It facilitates the user to get instant messages and reference services.



Twitter: Twitter is the second but most popular social networking platform. Twitter allows users to write short messages of up to 140 characters, called tweets, which can be read by anyone with access to their page. Twitter allows registered users to post short messages for other patron who follow the account and to comment on the other posts. Twitter can be used by libraries for marketing of library services like reference services and alert services. Its help to keep staff and users updated on daily activities, like frequently updated collections, new arrival, current content services of library.



MySpace: Many a Libraries are active with MySpace site. Like Facebook, MySpace a popular social networking sites allows the user to create their profile with aim to offer better services by way of making friends, groups,

sharing views, images and videos etc. Libraries are providing services and receiving feedback from the patron related to the services offered by them.



Blogger: According to word press “Blog is an abbreviated of ‘webblog’ which is a term used to describe website that maintain an outgoing chronicle of information”. Blogs are a powerful tool. By creating a blog, you will be able to publish information to lots of people at one time. Libraries can use Blogs to keep current with developments in the field of librarianship. Libraries can use Blogs as a tool for promoting distance learning. Libraries can use Blogs to keep their users current with developments in the field of librarianship. The library blog can be used as a medium to inform the users about the resources and services, such as new arrivals, library timings, borrowing information, fine and loan details, etc. It can be used to publishing books, exhibitions, displays, fairs, competitions, talks, author visits and other programmes on the library blog.



LinkedIn: LinkedIn is a basically professional networking site. Linked In can be used by the libraries to create professional relations and to market library services among other professionals working in different libraries of the world and can also exchange their ideas and practiced experiences.



Flickr: Flickr is a popular photo sharing and hosting services with advanced and powerful features. Flickr is created and manage by Yahoo. Library can share photo collection of workshops; conference and different programme that are organized within the campus. Library can create image sets with metadata, as well as take advantage of the many plugins available for Flickr users. Flickr users can also help gather missing information about images.



Youtube: One of the most popular audio visual websites where videos can be uploaded, searched, accessed and downloaded through the world. YouTube can be used for storing and sharing videos on the library’s activities, events held like book exhibitions, seminar, workshops, and library collections. Libraries can also promote their different programs events by uploading their video on the YouTube. Library video and learning tutorials, events and others video library services can be effectively promoted and webcast through YouTube.



Wiki: Wikipedia is an online encyclopedia updated by users. It is very important and powerful tools which act as knowledge management tool. This tool helps the library to share the information about its holdings like Library resources, Reference sources and also different section of library can connect with the library users.



WhatsApp

WhatsApp:

With the help of this tool, the library service tries to meet the needs of the various users who communicate with each other through various modern means. Users will be able to communicate with the Library whenever and wherever they want to use its services thanks to this service; additionally, it enables them to directly communicate with the information specialist, allowing them to ask any question and receive an answer that aids in scientific investigations or specialized tasks related to syllabuses. Additionally, it enables the Library to specify its subscriptions and services in databases and publications.



Pinterest:

Pinterest is a free, graphical and an emerging Social Media tool. It is “an online pin board that allows you to organize and share things”. Pinterest provides great scope to market library resources. Through this tool, library can make their own profile and create boards, pinning photos and video showcasing of the library. We can also share DVD / CD collection with users.

5. BENEFITS OF SOCIAL MEDIA SITES TO LIBRARIES

Social Media is playing big role to marketing library services. Social Media site help to update user with new information in short time. Some benefits listed below of social networking site to library information centre.

1. Social Media sites make collaboration easy and encourage effective communication between librarians and their patrons.
2. Social Media sites helps to remove distance between libraries and users.
3. It facilitates the user to connect with other people worldwide over the internet. Create a global network and establish professional links.
4. Libraries understand the need of users and users' attitude towards information through social media.

CONCLUSION

Marketing is the link between the library user's needs and its resources and services; as a library marketer, you create that link. The role of librarians is changing as a result of technology. The use of social Media for marketing & promotion of library resources and services is becoming increasingly relevant. By using social Media sites, libraries can promote their services, resources and events. Libraries should create social networking sites and websites for their libraries. People are highly active on Media sites such as facebook, twitter, LinkedIn, blogs, MySpace, academia, etc. Libraries can use these sites as a marketing and promotional platform to reach the maximum number of users and to announce upcoming resources, workshops, seminars, and exhibitions.

REFERENCES

- [1] Ahmad, H. (2014). Library Automation in India: A Survey of Information Retrieval System of Central Libraries of IIT Delhi, IIT Kanpur and Kashmir University. *International Journal of Digital Library Services*, 4(4), 78-89.
- [2] Divya, S., & Regi, B. (2014). An empirical study on effectiveness of social media as a marketing tool. *International Journal of Current Research and Academic Review*, 2(3), 163-168.
- [3] Islam, M. M., & Habiba, U. (2015). Use of Social Media in Marketing of Library and Information Services in Bangladesh. *DESIDOC Journal of Library and Information Technology*, 35(4), 299-303. <https://doi.org/10.14429/djlit.35.4.8455>

- [4] Jain, P. (2014). Application of social media in marketing library & information services: a global perspective. *International Journal of Academic Research and Reflection*, 2(2), 25.
- [5] Kenchakkanavar, A. Y., Hadagali, G. S., & Ranadev, S. (2017a). Use of Academic Social Networking Sites by the Research Scholars in the Universities of dharwad city: A study. *Journal of Advances in Library and Information Science*, 6(3), 274–78.
- [6] Meishar-Tal, H., & Pieterse, E. (2017a). Why do academics use academic social networking sites? *International Review of Research in Open and Distributed Learning*, 18(1), 1–22.
- [7] OLISE, F. N. (n.d.). *Librarians' Use of Social Media for Promoting Library and Information Resources and Services in University Libraries in South-South Nigeria*.
- [8] Otieno, D. O., & Matoke, V. B. (2014). Social media as tool for conducting academic research. *International Journal*, 4(1).
- [9] Parabhoi, L., & Pathy, S. K. (2017). Social Media and its Application of Library Services in India. *KIIT Journal of Library and Information Management*, 4(1).
- [10] Priolkar, S. A., & Kumbhar, S. S. (2014). Use of social networking sites by library professional in the institute Libraries: A study. *Application of Information Technology in Library and Information Sciences Conference*.
- [11] Sonawane, K. S., & Patil, P. T. (2015). Social networking tools for academic libraries. *Knowledge Librarian*, 2(4).