



SOCIAL MEDIA AND LIBRARY MARKETING A NEW APPROACH IN THE 21ST CENTURY

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Abstract-Social media is the key to the possible communication tools that allow the library staff and library users to interact with each other. Social media enables libraries to promote their sources and services. The current study was based on the survey method. The qualitative research design was used to complete this research. The overall literature has been retrieved from Google Scholar and google.com and reviewed as per the criteria of this paper. The present research has highlighted social media and library marketing. This paper is also identified as issues and challenges. The present study has highlighted the benefits of social media in libraries. Social media is the largest virtual platform that is providing the libraries to promote their sources and services. It is obvious that social media is helping libraries to market their services and sources. It would be better that libraries should use or apply to social media for better approaches to the library users. Every library is facing too many problems and issues that must be removed properly then it would be better to use social media for library marketing.

Keywords: Social Media, Library, Marketing, Professionals, Attitudes, Perception.

1. INTRODUCTION

Marketing is the techniques and methods to market the products and services to targeted customers. Marketing is not a new concept for Social media are playing their parts to promote the library sources and services to the library users. Social media considered as an integrated and essential component of the library. Today, the modern world of electronic publications is getting more and more popular among research scholars and library users. Besides, these social media are playing their role to create awareness among the E. users of the library. Akporhonor, B. A., & Olise, F. N. (2015) addressed social media is providing a massive platform to the librarians for the promotion of their sources and services. Moreover, social media are the first and foremost weapon of library authority to make a platform to gather all the library users to promote their library resources. The current young generation is very much anxious about using social media. The library and information professionals are using social media like Facebook, MySpace, and Twitter. The social media and its related tools are regarded as the best tool of communication and sharing the information with due course of time (Swain & Barik, 2016). Furthermore, social media is helping library professionals to create a virtual environment to protect their image in front of the learning and pursuing the world. Edewor, Okite-Amughoro, Osuchukwu & Egreajena (2016) searched and agreed in the present age of knowledge world marketing of library and information sources and services considered as the integral components of the information sharing culture. Additionally, the marketing of library and information sources and services is being done through social media and its associated tools. Mishra (2008) mentioned that social media provide a flexible environment where every single user can interact with the other user. In the same way, a one library user can make a chain with other library users to share information regarding library sources and services. Further added that social media like web 2.0 not only use to bring awareness about library users; it also enlarged the library visibility in front of the intellectual world. Moreover, it would be better to say that libraries are trying to build their image using social media tools. Jain (2014) addressed the social media is well-known and accepted by the library professionals that social media is a well-developed platform that helps the library professionals to market their sources and services. Moreover, social media is the ultimate vehicle for the promotion of library sources and services.

1.1 Concept of Marketing

Marketing is related to market the products to targeted customers. Marketing concept referred to market the products, service, institutions, place or an individual also. Marketing is a comprehensive term that allows the business firm and non-profit organization to market their products and services to its customers.

According to Jose & Bhat (2007) "The concept of marketing for non-profit organizations was first introduced by Kotler and Levy in 1969. Later in the book marketing for Non-profit Organizations, Kotler (1982) elaborated on the marketing strategies for organizations like libraries". Gupta (2006) expresses marketing associated with publication relations, publicity, promotion, advertising, advocacy, and lobbying. These terms are related to marketing.

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Moreover, marketing is a method to promote products and services. Marketing has also advertised the service and products to the targeted customers. Furthermore, marketing is the technique of publicity of the products and services to remotely located consumers.

According to the Enache (2007) "The library marketing in Denmark, one of the most developed countries in Europe in the librarianship field has suffered lately major changes determined mostly by the 2000 law of public libraries". Additionally, the concept of library marketing was initiated in the 1980s. The library marketing belonged to the father of marketing Philip Kotler who has introduced the term marketing and then non-profit organization marketing as well.

1.2 Concept of Social Media

Social media is known as the major contribution of the 21st century. Social media is the technique, tools that allow users to create, share and receive information from one to another individual or peer.

Social networking is a platform to build social networks or social relations among people who like to share interests, activities, backgrounds or real-life connections (Sachin, 2014).

1.2.1 According to the Merriam-Webster dictionary (2019)

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 (such as videos).

1.2.2. Wikipedia (2019)

Social media are interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.

1.2.3. Yourdictionary.com (2019)

Facebook is defined as an online social networking website where people can create profiles, share information such as photos and quotes about themselves, and respond or link to the information posted by others.

Twitter is a social networking site that allows users to write short posts, known as "tweets".

LinkedIn is a business-oriented social networking site that enables users to connect with colleagues, look for a job or business relationships and get answers to industry questions.

MySpace is a social networking site that focuses on music, movies, celebrities, and games. It enables members to create a blog, share music, videos and photos and communicate via instant messaging and e-mail.

1.3. Social Media and Library Marketing

Social media is the best tool to create a virtual environment to bring closes the library users and fulfills their demands, needs and wants. Marketing is very necessary for every organization especially for non-profit like libraries to make introduce themselves in front of their clients. Social media is helping them to bring all the library users more closely to potential customers. Several media like Facebook, Twitter, WhatsApp, MySpace, WeChat, QQ, Instagram and LinkedIn are using to interact with remote library customers.

Swain and Barlik (2016) endorsed that nowadays every institution e.g. Libraries have created their account on Facebook, Twitter, and MySpace to keep in touch with library users and make a communication bridge to update them about the latest and newest information about the library. Moreover, these media tools could be useful to bring change in the learning process of library clients.

1.4. Some Examples of Social Media

- Social Bookmaking. (Del.icio.us, Blinklist, Simpy) Interact by tagging websites and searching through websites bookmarked by other people.
- Social News. (Digg, Propeller, Reddit) Interact by voting for articles and commenting on them.
- Social Networking. (Facebook, Hi5, Last.FM) Interact by adding friends, commenting on profiles, joining groups and having discussions.
- Social Photo and Video Sharing. (YouTube, Flickr) Interact by sharing photos or videos and commenting on user submissions.
- Wikis. (Wikipedia, Wikia) Interact by adding articles and editing existing articles (Chauhan, 2013).

2. PURPOSE AND OBJECTIVES

The main purpose of this paper is to examine the relationship between social media and library marketing and how social media is applying for the marketing of library sources and services worldwide.

- To investigate the use and application of social media in the marketing of library sources and services.
- Discloses the most using social media for marketing of library sources and services.

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3. RESEARCH METHODOLOGY

The survey method has been used to complete this paper. Overall this paper was based on a review of literature that is related to the title of the problem. All the relevant literature has been retrieved from Google Scholar and Google site.

4. LITERATURE REVIEW

In this section, the number of literature has been reviewed according to the objective of the study.

4.1. Issue and Challenges Social Media and Library Marketing

Several studies have been reported about the issues and challenges regarding the social media application or use in the libraries to bring users closely. Bashorum (2018) addresses some of the challenges e.g. lack of awareness, lack of proper internet, lack of training among library professionals, lack of proper policy and proper culture of using social media in libraries. Additionally, without eradication of these issues and challenge the library professionals would not be able to market their sources and services via using social media. Kumar, Vikram, Rohan, and Milap (2013) mentioned copyright issues and maintenance culture. Moreover, copyright is the major issue in the 21st century and this could create a problem while marketing the library sources and services. So, the library professionals should be careful about violating the copyright rules. Kaushik (2016) identified a lack of proper policy and its implementation, lack of security and privacy, lack of proper skills, lack of awareness about social media and lack of willingness to use form library staff. Likewise, marketing of library sources and services using social media is problematic so be creative while applying the social media for library marketing lack of awareness, bandwidth problem, lack of training and copyright issue (Verma, 2015).lack of awareness, lack of technophobia, lack of power supply, lack of training and government interest and copyright issues (Sonawane and Patil (2015). Besides these facts the library professionals are striving hard to punch the issues and make things easy for the marketing of library sources and services through social media.

4.2. Importance of Social Media in Libraries

In the current age of modern society, everyone is very much passion to adopt and use social media according to their respective interest. Furthermore, social media put a great impact on the library and its clients. Today, social media is getting popular and now one denied the importance of social media. Even though the library professionals are willing to use social media to break up the cultural boundaries from local and international library users to make them aware of their library sources and services. Social media is the best source to do the same. Massive studies have been disclosed the importance of social media in libraries. Bashorum (2018) identified social media helps to share information. It helps to promote the library and its sources and services. It allows library users to make good coordination with library staff for better use of library resources. Dankowski (2013) addressed social media helps library staff to bring into the information to their clients about new arrivals. Social media helps the users to make a connection with library staff for better searching and sharing of information in quick response. Odell (2010) social media provide a platform to interact with library users effectively and efficiently. Libraries are using social media to make a better relationship with library users (De Rosa et. al., 2007). Facebook is using to interact with students and aware them about library use and resources (Milstein, 2009). Social media is the best tools for libraries to connect interact and facilitate library users also take feedback from library users regarding the library services and sources (Kaushik, 2016). Furthermore, social media provide opportunities to the library users to chat directly with the library staff to ask for help at any time. Last, not the least social media bridge the gap between the library sources, services and library users.

4.3. Benefits of social media in libraries

Everyone is well aware of the impact of social media on libraries. Today the modern world of learning society is very optimistic to use social media for their daily routine use. Moreover, libraries are trying to use social media to promote their library sources and services and clear their image in front of the world. Generate a durable and rapid communication, attract and get feedback from library users, provide the best services using social media, provide worldwide platforms interconnect the library users from a different location and make them aware of the new information and new arrivals. Sonawane and Patil (2015) help to provide creative platforms, help to establish social relations, provide acquainted instruction and knowledge. Moreover, it can say that social media help individual library users or group to record their presence in the virtual environment and interact with librarians at 24/7/365. Ansari (2016) explained some of the benefits of social media in the library for marketing e.g. cost effective, privacy, and group sharing information, reach customers easily. Social media provides one language where librarians can easily disseminate and share their ideas and information to the library users (Santamaria & Petrik, 2012). Social media can also be integrated as a mechanism for debating individual pictures; Resourceful, copyright matters, and research ethics (Dudenhoffer, 2012) Gaha & Hall (2015) news and other information can be transmitted easily in a

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wide range to library users. Additionally, social media is helping libraries to create a wing to ask library users to join and share their feedback about the library sources and services.

CONCLUSION

Dynamic communication between the librarians and library users is the priority of the library objectives. Now day's libraries are providing services through social media or social networking sites. The present century has changed the library users thinking, retrieving and sharing of information with each other. On the other hand, social media has changed the librarian's way of interaction with library users. The libraries are using social media for several motives in the libraries but mostly the libraries are using this splendid tool for sharing the information about libraries that are known as marketing. Social media is helping libraries to bring all the users at one virtual place to accommodate and help them to use the library physically or virtually. The modern world of information means electronic information has changed due to the influenced of ICTs and its tools. Social media as regarded the best tool for marketing of library sources and services throughout the globe. Kumar (2015) addressed that library professionals need to know the skills of marketing through social media that can be the possible way to market the library to the library users effectively. Moreover, library professionals need some training to boosts their skills regarding marketing by using social media. Xia (2009) disclosed that Facebook is the key social media tool for the marketing of library services. Additionally, Facebook and other social media are using by the libraries all over the globe to market their products, services, and resources to the distance library users. Kumar and Singh (2015) agreed that technological changes have created a soft way for libraries to market their sources and services via using social media because social media can be very cheap while marketing the library. Furthermore, the library professionals should be engaged with social media to entertain the library users and make the library image apparent to the world. The challenges and issues should be resolved for better and smooth use of social media for library promotion.

FURTHER RESEARCH AREAS

- The effective use of social media for the apparent library image.
- Impact of social media for promotion of library services; a user's perception.

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