Marketing of Library Information Resources and Services using Social Media

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Abstract

This article explores how libraries use social media to market their information resources and services. The results show that the most commonly used strategies for marketing library information resources and services are library blogs, youtube, Facebook, Twitter, and wikis. It also shows the benefits, challenges, and suggestions to overcome the challenges of using social media to market library information resources and services.

Keywords: Marketing, Library, Information Resources, Library Services, Social Media

Introduction

Today in the technology world information is regarded as a commodity and possession of it is considered as an asset. According to (Kotler, 1994) "Marketing is the analysis, planning, implementation and control of carefully formulated programs designed to bring about voluntary exchange of values with the target market to achieve organizational objectives".

Libraries have realized that by using marketing principles and techniques they can understand the user needs and achieve greater efficiency and better delivery of its resources and services that will meet the information needs of their users. According to (Islam & Habiba, 2015) "Libraries have always connected people with information, social media is beginning to play an important role in the Marketing of information to library users and in branding the library

as a community hub where marketing is a key function of social media".

Social media tools used for effective Marketing of Library Information Resources and Services:

Facebook :

Facebook is a platform that offers user communication. Facebook users can create a friend list immediately after registering, and specify who can participate and not participate in the interaction when logging in (friend selection and permission restrictions). You can share with your friends and enrich your comments. One of the main uses for libraries to use Facebook is to promote the library on the library's homepage. An announcement library containing the time, location, site information, recently purchased materials, and more. The basic Facebook page can also remind users of the resources available in the library. Libraries can use Facebook to provide updates to library services, such as new recommendation services, document distribution, and research support. Some libraries may also publish items related to the library collection, such as print and electronic updates and promotions. Collection, evidence database, and other research resources.

Instagram:

Instagram provides a free and direct platform for customers and organizations to communicate, making it a perfect platform for organizations to interact with current and future users. It also allows businesses to get the momentum that they need to grab the attention of the particular market that is interested in your product or service. Instagram may be readily accessible by smartphone users since it is supported by Apple and Android systems. Instagram is a strong tool

that is different from other social networking sites in social network marketing. It provides a better visual-based platform and has made it convenient for people to interact with each other

Whatsapp:

WhatsApp is a messaging service that works quickly and reliably across the country. WhatsApp is an SMS replacement, today allows users to share and receive a range of media, including text, pictures, videos, documents, and location, as well as phone calls. End-to-end encryption protects WhatsApp messages and calls, ensuring that no third party, including WhatsApp, can read or listen to them. WhatsApp is also used to send a series of mass messages to a specific group of customers through the broadcast feature.

Linked In:

LinkedIn, a professional business networking site, allows customers to create profile information for themselves as well as their organizations to network and meet others. Organizations may showcase their different social networking activities, such as their Twitter stream or blog articles for their product sites, on their LinkedIn profile page via using widgets. LinkedIn members can create sales leads and business partners. Members may utilize "Company Pages," which are similar to Facebook pages, to establish an area where companies can market their products or services and engage with their consumers.

You Tube:

The library can create its very own YouTube account to add movement photos of interesting activities going on at the library as a promotional interest. shows and demonstrations of recorded databases, useful resource manuals, and video remarks on books will

arouse your interest. online video virtual library tours enchantment to readers' hobby and in a roundabout way enchantment to extra clients to library resources and services.

Twitter:

The concept of Twitter is based on messaging services, whether you use a mobile phone, instant messaging tools such as Yahoo Messenger or MSN Messenger, or a specific website. This allows users to send messages to friends and family quickly and easily. Twitter is also an important social media tool that you can use to drive your library's activities. This makes the library easier to read. Help readers get information about book trade fair dates and weed book sales. It can be used as a feedback tool for new libraries, books, and magazines purchased from the library. Provide direct interaction with the user. It can also be used to notify users of changes to library opening hours and library extension hours

Pinterest:

Pinterest is an Internet menu that provides opportunities to market and promotes library services. Libraries can create library profiles to create their boards and pin attractive library posters to your library's photos, audio-visual clips. Libraries also can download attractive posters for a show in libraries which are available freely on Pinterest.

Tumblr:

Tumblr is a customized social networking site that may be used to distribute information about new library services, book displays, and photos of posters given by students at various conferences. It can know the opinions of people following your

account, thus it may be used as a feedback mechanism as well.

Blogs:

A blog can be described as a user-generated Internet site, where many of the entries are in journal style and displayed in reverse chronological order. Running a blog is an effective mode of communication that may be utilized by libraries. The library can create a subject blog that can provide more and more information about the research activities of any institution. New research and discoveries on topics of interest to users can be communicated through blogs.

RSS Feed:

Real Simple Syndication (RSS) is the easiest way to keep users up to date about the activities of the library. RSS feeds can be added to the library website, so that as opposed to surfing via the whole internet site, users can get the modern statistics at one click. RSS feeds may be created for information/occasions published on library websites, the digital publication created using the library, new addition to the library catalog. A library can subscribe to RSS feeds of newspapers and the identical can be shared via the library internet site.

Benefits of using social media to market library information resources and services:

Social media plays a very important role in the dissemination of information resources and services. Some of the benefits are listed below:

- Its helps students, researchers, and faculty member to use the library resources and services
- Social media help libraries to get closer to the users

- Help library professionals create, connect, communicate, contribute and share information, and exchange knowledge with other libraries
- Social media helps libraries and users build collaborative networks
- Overcoming the location and time constraints in communication will also save users' time.
- Help library users locate library resources
- It helps to provide users with information about newcomers, seminars and other activities.
- Social media also helps in promoting distance learning

Challenges in using social media to market library information resources and services:

The use of social media in libraries is growing rapidly around the world, but there are many problems in the use of social media, such as poor Internet connection, lack of knowledge on how to use social media, and insufficient training opportunities for library staff, Lack of time to use social media, insufficient funds, privacy and security issues, etc.

Suggestions

Suggestions are being recommended to overcome the challenges of Marketing Library Information Resources and Services using Social Media

- Provision of adequate funds for libraries to market library information resources and services.
- Good internet facility and adequate technology for marketing library information resources and services on social media.
- Training opportunities should be provided in libraries so that

library staff can make use of social Media for Marketing of Library Information Resources and Services

· Professionally qualified library staff with the knowledge of ICT.

Conclusion

The purpose of this study is to examine that the social media platform is an effective tool for the marketing of library information resources and services. The results of the study show that Libraries market their information resources and services using various social media platforms such as YouTube, Twitter, Facebook, LinkedIn, Wikis, blogs, etc. social media play a very important role in marketing library information resources which helps students, faculty and researchers to use the library effectively. An appropriate marketing plan and programs to make the Libraries most effective and long sustainable.

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