

Marketing Library and Information Resources and Services Using Social Media Platform

Priya Shukla¹, Dr. B.K.Rajput²

¹Research Scholar, IFTM University, Moradabad.

²Professor, Department of Library & Information Science IFTM University, Moradabad

How to cite this article: Priya Shukla, Dr. B.K.Rajput (2024). Marketing Library and Information Resources and Services Using Social Media Platform. Library Progress International, 44(4), 1574-1579

ABSTRACT

Social media presents numerous opportunities for the library to engage with community members, enabling them to interact with the library and target specific audiences. The primary objective of social media is to connect users with information, similar to the role of libraries. It simplifies reaching out to user communities and providing them easily accessible information. Marketing for libraries involves utilizing web technologies to promote library resources and services. Social media marketing enables businesses to interact with library patrons and enhances our utilization of library services. Social media encompasses various platforms, including social networking sites like Facebook, MySpace, podcasts, YouTube, Twitter, Wikipedia, and microblogging services. Users may obtain library information through social media on library pages and utilize it from any website, anywhere. This study paper clarifies a few crucial topics. Pay attention to the kinds of commercials that businesses utilize. Business libraries relate to the topic of conversation and grasp the benefits, competition, and strategies for library business and social media to provide information and services to solve issues relating to the utilization of social media networks. The platform's usage is described in the following: For the issues raised in this article, specifics are provided, followed by instructions.

Keywords

Social media, marketing, library services, and information resources.

Introduction

Information builds and improves the circumstances required to stay current, making it a valuable resource for national growth. The gathering, organizing, and dissemination of information is the responsibility of libraries and information centres to manage resources. Librarians are required to gather, arrange, and distribute material in line with the evolving definition of marketing. Customers will be happy, and marketing will allow the library to alter its physical space, resources, and user services

(Ashrafi-rizi & Kazempour, 2012). Habiba & Islam, 2015).

Additionally, he contended that the extraordinary changes that libraries and in-order institutions are currently experiencing make it challenging for library professional to manage and distribute their materials manually. Many technologies and the research and production of new information kinds and sources are available to address these issues. Libraries should continually consider using web apps to advertise their services online, get greater user access, and promote libraries and information resources because these tools have recently gained popularity globally. Assistance A potent new medium for communication is social media (Tofi, Tondo, Ugba & Akaaimo, 2018).

Online communal and specialized networking, collaborative learning, and information collecting and circulation are all ordinarily used for this program. The efficient delivery of services by numerous utility libraries, information centres, librarians, and other information professionals worldwide is enhanced by social media, which enhances library possessions

and services to benefit users and attract the general public. This programme is centred on discussing library marketing and information sources and services used.

Conception Marketing

Marketing includes researching the target market's demands, organizing suitable products and services, setting prices, distributing information effectively, motivating the market, and more. Marketing is the analysis, planning, execution, and control of well-designed programmes to generate a voluntary exchange of value with target audiences to achieve organizational goals, according to Kotler, quoted in Ochogwu, Ugah, Aba, and Uganneya (2016). Since they determine consumers' information requirements and then gather and organize content to suit those needs, librarians and other information professionals are involved in marketing (Ochogwu et al., 2016). They claim that the idea of marketing is founded on the idea of a two-way conversation between users and libraries, for example. Building relationships and attending to others' needs are critical components of marketing.

The Conception of Communal Medium

Communal mediums are interactive laptop technology that cleans the progress of the thought and allocation of records, thoughts, professional pastimes, and different kinds of expression via digital groups. Social media was prompted by the creation of the telegraph within the 1840s in the US, which linked the use of a. Launched in 1960, the Plato machine advanced on the college of Illinois and ultimately commercialized through manipulated records enterprise. In 1967, the ARPANET first appeared online and turned significantly greater in the Nineteen Seventies for non-governmental/commercial enterprise idea change and verbal exchange (Stacy & Christopher, 2011). The introduction of the IBM personal computer in 1981 paved the way for the advancement of online platforms such as CompuServe, Prodigy, and AOL, allowing multiple simultaneous users. These developments have facilitated the emergence of different social media platforms, such as the launch of LinkedIn in May 2003, MySpace in August 2003, Orcus in January 2004, Facebook in February 2004, Yahoo in March 2005, and Twitter in July 2006. Other notable platforms, like Tumblr, were developed in July 2006, while Google entered the social media scene in July 2011 (Barbara, 2012).

Information Resources and Services of Libraries

Akporhonor and Olise (2015) propose that supervisors use communal mediums in provisions of senior control, referral, control, unique control, order, choices, customer orientation, etc., along with library or books, CDs, VCDs, newspapers, diaries, yearbooks, maps, texts, internet property and more. This is because libraries use communal mediums for intelligence and, in the long run, to allow customers to recognize what they should provide, what they own and do, what belongings and offerings the library offers and what they can offer their clients. Product primarily based library control includes reference materials, suggestions, advancements, integrations, comprehensive knowledge dissemination (SDI), statistics in the book, principle and practice, research and development, modern-day worries, advice, and understanding control (Edewor, Okite-Aughoru, Osuchukwu, and Egreajena , 2016).

The Utilization of Social Media Platforms for Ineffective Marketing of Library and Information Resources and Services Has Become Increasingly Prevalent-

Librarians have many social media websites at their disposal, yet determining the most effective way to utilize social media to enhance library management can take time and effort. Tofiet (2018) emphasizes the significance of employing social media platforms to enhance the provision of library resources and services.

1. Facebook

Facebook may be a platform to intelligently percentage competencies among clients. After the opt-in approach, Facebook users can create a shared listing without delay and factor into the consultation who also can or may not take part in the interaction (choice of pals and constrained specialists). Sharing may be completed through pals and may be superior with comments. FB can be used to sell library paintings, a closed scholar and group of workers can be created to share modern destinies, libraries can prolong the use of library blogs, and Facebook may be used to understand library management or grievances. From the client for having the selection to like, dislike or remark. A brief video of any library management submission can be shared on FB, pointing immediately to the library's unused records.

2. YouTube

Libraries can create their non-public YouTube money owed to add films of uncommon activities inside the library to a limited schedule. Introducing and showing registration documents, painting, training on the use of assets, and recording

the e-book comparison may interest readers. The library's promotional motion images about virtual visits will interact with readers and, in the long run, attract extra customers to the library and management.

3. Twitter

The thought of Twitter depends on the notification function, whether or not through cell cellphone, instantaneous messaging (like Yahoo Courier or MSN Courier) or internet particular internet sites online. By facilitating quick and effortless communication between individuals, Twitter is a crucial platform for promoting the valuable work of libraries and enhancing their visibility. Readers need to disclose the date of the book's publication or the date of book exchange, making Twitter an essential tool for daily records, book listings, and catalogue collections. Affords collaboration with customers. It can also tell clients about modifications in library hours or prolonged starting hours (Article).

4. Intrigued

Pinterest is a menu internet site online where librarians can disseminate and progress in their care. Libraries can do this by growing a library profile and having an app to prepare and provide library photographs, audio-visual clips, and attractive libraries.

5. Tumblr

This social media device could be used to show daily administrative records that can be shared using Tumblr, which includes library, suggestions, and profile images of college students presented in certainly one-of-a-kind forums. It contains a place of job to recognize the messages of individuals who observe the account it can.

6. Blog

A web listing may be defined as a user-created web page in which sections are through and hugely supplied in a listing and scheduled lower again in time. Weblog are a splendid form of conversation that libraries can use. Libraries may also create unique subjects on their internet site that could offer more excellent records about each group's studies and sports. Ultra-current questions, supplied in the patron's place of interest, can be submitted through the blog.

7. RSS Nourish

Direct Feed (RSS) is the most direct manner to keep customers updated on their exercise library. The library's website can upload RSS resources so clients can get modern-day facts with one click on it, at the same time as not having to visit the entire website online. An RSS feed may be created for data/periodicals posted on the library's website; the map created by the library is not used to keep the library catalogue. Libraries can enrol in the RSS feed of each day's newsletters and share them through the library's website. The benefits of Social Media, consequently, it is no wonder that libraries around the area have no longer stopped using communal mediums to encourage and sell your sources and offerings. fb, Twitter, Flickr, YouTube, Wiki and many others. Social media is beneficial for selling library belongings and management and getting ideas from brief library supporters. Akporhour and Olise in Tofi (2018) display the blessings of selling and supporting libraries and data blessings of advertising using library and statistics property and offerings on social media.

Challenges of Marketing Library and Information Resources and Services

Social media platforms have emerged as effective apparatus for disseminating information, gathering input, and promoting assets and services. This has resulted in the worldwide growth of libraries and their utilization of social media to enhance and promote their possessions and services. Popular platforms such as Facebook, Twitter, Flickr, YouTube, and Wiki are instrumental in promoting library assets, providing swift access to information from library users. As highlighted by Akporhour and Olise, as cited in Tofi (2018), incorporating social media into library development and promotional strategies brings numerous benefits to managing information resources and services.

Building Brand Loyalty

Promoting library and data administration using social media is dissimilar to libraries as it was not advocated. Library, but it also brings the library's clients to become library advocates. Social media is the hub For an engagement that promotes two-way communication like never before. This again Creates a library image. The use of social media in libraries increases the library's recognition, thereby building brand loyalty. In this age of social media, libraries have long claimed their brands, as have celebrities and media commentators. Most university libraries do not have coordinating deal work but have lasting connections with various partners, including college institutes, analysts, instructors, and studies. One of

the most significant things a scholarly library can offer is a long-term relationship with the people who use the library's assets and administration, and this can be done through the effective use of social media tools.

Saves time

Social media has transformed the approach libraries take in presenting their resources and services, saving time and effort for library personnel. Libraries can offer timely updates through social media platforms and establish a channel for swift and effective user feedback. This has simplified the process of promptly reaching a broad audience of library patrons. Despite the common perception that social media marketing demands a substantial investment of time and energy to yield results, its primary benefit lies in the cost-effectiveness and efficiency of disseminating online content as a critical component of any marketing plan.

Move Forward the Quick Two-Way Announcement

A crucial criterion for exceptional customer service is acknowledging and appreciating client feedback. This demonstrates the library's genuine concern for their satisfaction and the value of their opinions. While the library has no control over what is supposed concerning them, they have the power to shape the response. This is where social media becomes significant in utilizing it as a display place for promoting the library and addressing any negative feedback.

Saves Expenses and Increments Revenues

Utilizing social media platforms such as Facebook, Twitter, or Myspace is essential for libraries to effectively promote their resources and services. Implementing social media strategies is a cost-efficient way to expand the library's outreach without requiring a significant financial investment. By engaging with patrons and the community through social networks like Facebook, blogs, and Twitter, libraries can increase their online visibility and attract followers. Furthermore, leveraging social media for marketing purposes can also positively impact the library's revenue, as these platforms continue to play a crucial role in modern marketing practices. Librarians need to utilize it to generate income from partners and university management.

Increments library Users

As long as a web community exists, online communities are open to everyone. For example, on Facebook, a companion or practice library customer, a companion associated with this companion or customer, recognizes the page. This way, when a fan of the library's page comments or likes a status/post posted by the library, others can be informed about particular practices or promotions being conducted at the library. This allows your fellow library fans to interact with the library. Social media can also amplify the satisfaction of library stakeholders with the library. This does not indicate that services provided inside libraries should not be applicable in many cases, but providing such operations may not attract library users. Social media has become a medium for library, data assets, and management planning to attach with regulars. How Managers Want to Stay Relevant In developed societies, social media can be seen as a tool that helps libraries attract and retain patrons through promotions and exhibits. With the expansion, the overall development category and the library's offering from side to side social media become more legitimate for customers.

Strategies to Mitigate the Challenge of Using Social Media Platforms to Promote Libraries

Assets and Care

Your library needs a website; with your website, you need to create social media pages and pages. To promote the trend of using social media in libraries, administrators should plan and direct the engagement in the recreation of social media to improve library features, information value, and experience management. Also, issues affecting the library's social media use should be considered.

1. Provision of electronic equipment that can be used in uncontrollable conditions to power computers and other equipment so that leaders can succeed in the network.
2. Provide appropriate resources to explain network members on your website.
3. Appointing appropriate and competent supervisors to home libraries to provide ICT information.
4. Libraries should prepare office space for managers to use this department and Collection of social occasions.

1. Conclusion

This article explores the evolution of library and information resources and the effective management of social media platforms. Acknowledging the significance of supporting library resources and effectively managing the utilization of

social media platforms such as Facebook, Twitter, WhatsApp, LinkedIn, YouTube, Instagram, and Intrigued is crucial. These platforms have become essential social meeting points in contemporary society. They serve as a means to showcase library and information management and foster client engagement. Libraries frequently employ social media to promote library information, share news and events, facilitate video chats, presentations, and research activities. Moreover, managers are actively leveraging information and communication technology (ICT) to address the significant challenges technology companies face today. Social media is a valuable tool for informing customers, while representatives also prepare to highlight the progress achieved.

Recommendation

- i Libraries should have appropriate technology and internet readily available and library organization be supposed to make available funding for internet subscription libraries.
- ii. ICT policies be supposed to be formulate in libraries and Libraries Vs.
- iii Parent institution be supposed to afford them with adequate and prompt funding and further improve the use of social media to promote library and information possessions and services.
- iv Librarians using social media to encourage libraries and information resources should be very careful about what the service posts on social media because once content is shared online, it can be very difficult to take it offline again and see it all. is So there it will be.
- v. Library schools should emphasize practical aspects in their curriculum marketing and use social medium designed for this intention.

2. References

1. Akporhonor, B.A. & Olise, F.N. (2015). Librarian use of Social Media for Promoting Library and Information Resources and Services in University Libraries in South-South, Nigeria.
2. ALA (2018). Social Media Guidelines for Public and Academic Libraries Approved by ALA Intellectual Freedom Committee in June 2018.
3. Amuda, H.O & Adeyinka, T. (2017). Application of Social Media for Innovative Library Services in South-Western Nigerian University Libraries. *Journal of Balkan Libraries Union*. 5(2): 10-16.
4. Ashrafi-rizi, H & Kazempour, Z (2012). Marketing Information, Goods and Services in Medical Libraries and Information Centres. Doi:10.4103/2277-9531.94418
5. Barbara, D. (2012). *Beyond Facebook: A Look at Social Networks History*. Associated Press.
6. Dongardive, P. (2013). Marketing and Information Services. *International Journal of Science and Research*. 2(11); 227-234.
7. Edewor, N., Okite-Amugboro, F. Osuchukwu, N.P. & Egreajena, D.E (2016). Marketing Library and Information Services in Selected University Libraries in Africa. *International Journal of Advanced Library and Information Science*. 4(1): 291- 300.
8. Gupta, D. (2003). Marketing of Library and Information Services: Building a new discipline for library and information science education in Asia. *Malaysian Journal of Library and Information Science*. 8(2): 95-108.
9. Intahchomphoo, C., Jeske, M. & Landriault, E. (2016). Social Media Objectives and Challenges of Law Libraries: A systematic Literature Review.
10. Islam, M.M & Habiba, U (2015). Use of Social Media in Marketing of Library and Information Services in Bangladesh. *Journal of Library and Information Technology*. 35(4) 299-303.
11. Khan, S.A. & Bhatti, R (2012). Application of Social Media in Marketing of Library and Information Services: A Case Study from Pakistan. *Webology* 9(1), 1-11.
12. Madhusudan, M. (2008). Marketing of Library and Information Services and Products in University Libraries. A Case Study of Goa University Library. *Library Philosophy and Practice*. 1(6).
13. Stacy & Christopher, C. (2011). MIT Artificial Intelligence Laboratory. Mugdha, A.R., Swati, S.B & Satish, S.M. (2010). Marketing of Library Resources and Services.
14. Ochogwu, M.G., Ugah, A.D., Aba, J.I. & Uganneya, S.A. (2016). *An Introductory Text to the Library and Information Professions*. Makurdi: Climax Graphics and Publishers .
15. Philips, A.L. (2015). Facebooking It: Promoting Library Services to young adults through Social Media.
16. Tofi, S.T., Tondo, R.I., Ugba, T. & Akaaimo, G.T. (2018). Perceived Benefits of Marketing Library and Information Resources and Services using Social Media Platforms. A paper presented at the 38th Conference/ Annual General Meeting (AGM) of Nigerian Library Association (NLA) Benue State .

17. Zhixian, Y. (2016). Effective Techniques for the promotion of Library Services and Resources. Available on [http://www.informationr.net/ir/21- 1/paper702.html#.W7N1Tf](http://www.informationr.net/ir/21-1/paper702.html#.W7N1Tf)