

“Innovative Social Media Marketing Approaches for Academic Libraries: Trends and Best Practices”

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ABSTRACT

Social media usage extends beyond conventional ways for promoting library services. Social media aids libraries in disseminating vital information about their collections, programmes, services, events, and more, it promotes user engagement. There is no doubt that the phenomenal technological advancement of the twenty-first century has affected library services worldwide particularly in India. The social media boom has gradually seeped into the library profession. With social media sites like Facebook, Twitter, Instagram, and YouTube, it has become clear that library services need to alter to suit the expanding needs of the end users. The need of the hour is to use Social media platforms for circulation of the information among users as the best marketing practice in today's world. The study's goal was to identify the social media platforms used by that five Indian Institutes of Technology (IITs) of northern India. The findings showed that everyone uses Facebook extensively, but the Institute under investigation uses blogs only infrequently. The IITs are using other social media sites, such as LinkedIn, YouTube, Instagram, X (previously twitter), and others, to share the most recent information on advancements within the institutions.

Keywords: Social media; IIT Libraries; Social Networking Sites; Marketing; and Facebook.

Introduction

“Social media appeal to human's basic need –which is the desire to socially connect with each other.” – **Evan Williams, founder, Twitter & Blogger**

The way we engage and connect with one another has surely altered as a result of social media. Through means previously unattainable, it has aided in bringing people closer together and fostering connections between them. Nowadays, it's growing in size and popularity quickly, and it's one of the main forms of communication. Sharing concepts, information, news, and other materials more quickly is made possible via social media. The everyday lives of students are increasingly reliant on the usage of new technology, social media in particular. Social media can be roughly defined as the collection of interactive Internet apps that enable the creation, curation, and sharing of user-generated content (either individually or collaboratively) (**Kaplan & Haenlein, 2010**). Social media provides an online forum where people may interact, debate, and eventually influence how other people view and use information. Social media has completely changed how individuals, communities, and organisations communicate, exchange, and look for material in recent years. Facebook, Whatsapp, Wikis, LinkedIn, Blogging, YouTube, and online groups are used by a variety of people of all ages for instantaneous communication and the transmission of news and other information.

Social media and the internet are incredibly popular in this era of scientific growth and scientific discoveries. This social networking site allows users to reveal anything, including personal information about their academic and professional endeavors. Social media are online groups and networks that facilitate communication between people and the sharing of ideas, knowledge, and interests in specific professions. Nowadays, with so many unique independent and integrated services available, it's challenging to characterize social media. Still, there are certain

characteristics that they all have in common (Greenwood et al., 2016).

There has been a sharp rise in information and communication technology due to the development of emerging technologies, demands of library users has been proportionately increase. Social media platforms have expanded possibilities and made it possible to communicate and work together in new ways. Knowing the present state of the social media channels that IIT Libraries in India are using is very crucial. In order to offer users effective library services, library staff must be knowledgeable about these social media networks. The research on social media usage in IIT Libraries can motivate librarians to use social media platforms in their institution in a productive way. This study also encourages users to use these services, which are highly helpful for their further education. For both users and LIS experts, the current study will serve as a reference to understanding the various facets of social networking sites.

The study's purpose is to identify the social media platform that IIT libraries in Northern India utilize to promote their resources and services by looking at their institutional and library websites.

To encourage the development of social networks among people who share interests, hobbies, backgrounds, or real relationships by providing timely and relevant information about resources and community-based activities.

Literature Review

Social Media Promotion in Contemporary Libraries

These days, using social networking sites is a craze. Some individuals will not even consider you to exist if you do not have a digital presence. Youth are greatly impacted by the increasing demand to be active on social networking sites and have an impressive profile. The more time students spent on social media each day, the higher the rate of social media addiction (Parlak Sert, H., & Başkale, H., 2023).

Marketing library and information services (LIS) in traditional institutional contexts has never been easy. Social media has given librarians and information professionals access to previously untapped platforms for service promotion. Using social media to engage library users and meet their needs, wants, and desires is the best approach to do these things (Jones, M. J., & Harvey, M., 2019). Better service and efficiency are the key goals of library marketing, while the bottom line is always a factor in any business. This will draw in more users. Social networking is the most effective tool for connecting library users and accommodating their diverse needs and interests (Collins, G. & Quan-Haase, A., 2014). Library marketing aims to facilitate customers' discovery of the information and preferences they require by establishing a connection between their unique information requests and the library's vast array of pertinent resources and offerings. Good experiences that library users have are what make a library's marketing campaigns successful. Because marketing seeks to create better services and more user satisfaction rather than profit, market share, or return on investment, it is also highly relevant to the issues and challenges faced by non-profit organizations (Pradhan, D., 2014). Social media is utilized to disseminate relevant and timely information about community events, service projects, and easily available resources. People that have similar interests, pastimes, histories, or genuine relationships can interact with one another and create social networks using online social networking platforms (Sachin, 2014).

Current information dynamics and the recent technology revolution have forced academic libraries all over the world to adopt social media as a useful tool for marketing library information services (Vyas & Trivedi, 2014). A lot of libraries have embraced web 2.0 apps including Flickr, Twitter, RSS, Snapchat, Facebook, Instagram, YouTube, blogs, and instant messaging services (Mahmood & Richardson, 2011). All organizations, including libraries, have a profile on Facebook, Twitter, and youtube these days to interact with users and give them the most up-to-date information about the library (Swain & Barik, 2016).

Librarians Utilize Social Media Platforms for Promotion

Social media has created opportunities to increase productivity and gain a competitive advantage. There are numerous social media platforms available, and millions of people use them every day to share and receive information. Social media is thought to be an inexpensive, useful tool that libraries may use to interact with users, reach specific demographics, and provide them an opportunity to interact with the library. Social media is a common tool used by libraries to keep themselves visible to the public and to promote their collections, services, and events (Chi, 2020). Libraries can use a variety of social media platforms, but it can be difficult to figure out how to use them to best promote library services. There are a few social media platforms that are continuously

regarded as the most well-liked ones for advertising library and information resources and services.

Facebook: provides users with the opportunity to interact with peer groups and subject matter experts, upload and share images and videos, and stay informed about events and new library additions. It can be used as an instrument to advertise library programs in this way. Facebook's like, dislike, and comment features make it a useful tool for assessing library services and gathering user feedback. You can upload a little video on Facebook that highlights the services the library offers as well as a list of the new databases it has access to. Most libraries use their Facebook sites for marketing and increasing the awareness of library services among users. **(Ayu & Abrizah, 2011).**

YouTube: Libraries can create their own accounts there and, in a sense, promote themselves by uploading videos of interesting events that have taken place. The attention of readers will be piqued by presentations and demonstrations on premium databases, manuals on utilizing sources, and videos on book reviews. As a result, more people utilize the materials and services offered by the library.

Twitter: Message systems, whether accessed via mobile devices or dedicated websites, are the foundation of Twitter. It facilitates quick and easy messaging between friends and family. Libraries can use Twitter, a potent social media channel, to promote their activities. The results show that university libraries utilize Twitter as a marketing tool to publicize their collections and services and to inform users about news, workshops, exhibitions, and facilities. **(Al-Daihani & AlAwadhi, 2015).**

Instagram: Social media platforms have allowed libraries and librarians to interact with the public in new and inventive ways. Libraries are experimenting with Instagram as their newest social media channel. Users can use their smartphones to take pictures, apply amusing filters and hashtags, and then post those images to social media to share with their followers.

Social media has great power and can transform a wide range of industries, including education and learning. Social media has a major impact on youth, according to a study done on how students at the University of Economics – Varna (UE-Varna), in Bulgaria, are using it. Social media has been shown to be extremely popular. How higher education institutions employ social media in the context of Learning Management Systems (LMSs) and integrated social media tools is a key research subject, given that their students are primarily taught in the social, economic, and legal sciences **(Parusheva, S., Aleksandrova, Y., & Hadzhikolev, A., 2018).**

Social Media Marketing Techniques for Libraries

Librarians can use social media for more than just social networking to market their services and goods, as it has emerged as the most important and well-known virtual space. Social media is incredibly powerful since it enables librarians to rapidly and affordably contact a large audience after putting an advertisement by reaching the targeted individuals. Librarians favor these social media sites for a few different reasons. For both academic and recreational purposes, students regularly utilize these platforms and spend the majority of their time on these websites **(Henderson, 2020)**. Before the Library implements a social media marketing strategy, social media is used by a variety of demographic groups. With the increased prevalence and utilization of social media these days, the sites where Librarian may find the bulk of consumers should be the target area of the early marketing efforts. The top four social media platforms—Facebook, Instagram, WhatsApp, and YouTube, everyone have more than two billion members. Based on the latest figures, Facebook continues to have the most active user base among social networking platforms **(Bernhardt, 2022)**. Users feel more fortunate and value being heard when the library offers the help they need and creates a more friendly and approachable contact channel where they can ask questions or voice concerns.

Libraries can target specific groups using social media connections, provide them an opportunity to interact with the library, and increase user base engagement. Connecting individuals with information is really the core function of social media, just like libraries do. User groups can reach a wider audience and obtain necessary information more easily with the help of social media. Libraries are able to advertise their businesses, goods, and services through social media marketing because to digital technology. Libraries can engage with their customers and assist them in making the most use of the resources they offer by leveraging social media for marketing

purposes (Tofi, 2019). Many individuals use social media for both personal and professional reasons, ideally exercising caution in what information they disclose and with whom. We can talk to our loved ones, friends, and subject matter experts through these channels. Social media has, at best, had a mixed impact on society as a whole. Due to social media's broad use in society, libraries can utilize these platforms to advertise their services and attract new users. Outreach programs and marketing strategies that aim to entice new users, notify existing users about new services, or re-engage disengaged users surely benefit libraries (Breeding, 2021).

Social media usage in IIT Libraries

The information age we all live in has an impact on users' productivity, and prompt access to information is essential. Students are turning to knowledge hubs to meet their information needs. Users at technical institutes like IIT anticipate that the library will offer up-to-date knowledge on technological improvements in order to stay abreast of developments. The question now is how efficiently and effectively libraries can give users the information they require. The answer is through social media platforms. IIT libraries make a great effort to provide their users with top-notch library services and resources. The simple fact that a library is online does not entice users, so it is important to find methods for users to engage with library contents and services (Sahoo, S. & Panda, K. C., 2017).

According to this study, social media plays a big part in managing educational communication. Social media has transformed how we engage and learn in the digital age by promoting knowledge sharing, teamwork, active engagement, and professional growth (Ohara, M. R., 2023).

Objectives of the Study

The present study examined application of Social Media Platforms in IIT Libraries in North India. The main objectives of the study were:

- (1) To identify different Social Media Platforms are used by IIT Libraries
- (2) To find out which IIT libraries use maximum number of Social Media Platform
- (3) To examine the purpose of using Social Media Platform by IIT libraries.

Scope and Limitations of the Study

The study's focus was restricted to the five Indian libraries of IITs. The Indian government has designated a collection of independent engineering colleges known as the Indian Institutes of Technology (IITs) as "Institutions of National Importance." Under the Institutes of Technology Act of 1961, the IITs are governed by the Department of Human Resource Development, Government of India. The Indian Institute of Technology is an institution that is centrally supported and is run by the Indian government. The area of North India comprises five states viz. Punjab, Himachal Pradesh, Jammu and Kashmir, Uttarakhand and Delhi. The study focuses on five IIT Libraries of North India. The Scope of the Study is limited only to the IIT libraries of five states of North India as per NIRF ranking 2024 for Engineering Institutes as mentioned in Table-1.

Table 1 : Name of the IIT with NIRF Ranking

Name of the IIT- Place	Ranking 2024 (NIRF) & Score	Year of Establishment	Year of Recognition
IIT Delhi	02 (86.66)	1961	1963
IIT Roorkee	06 (76.00)	1847	2001
IIT Ropar	22 (61.56)	2008	2008
IIT Mandi	31 (59.86)	2009	2009
IIT Jammu	62 (50.53)	2016	2016

Source: <https://www.nirfindia.org/Rankings/2024/EngineeringRanking.html>

Research Methodology

The present study has employed the descriptive research approach, which involves the use of questionnaires and interview tools. Staff, infrastructure, resources, and social media platform services offered by the IIT Libraries

were all covered in the questionnaire's design. Every IIT Library received one of these questionnaires. Five IIT libraries in northern India provided the necessary data. Some responses were sent by email, and some Information was also gathered from the relevant website.

Present status of social media usage in IIT Libraries

Websites of the libraries under study were visited to collect the data in the tabular form which is presented as table 2. Most of the institutions are using Facebook, X(Twitter), Youtube, Linkedin and Instagram to post updates about the libraries.

Table : 2 SMPs are being used by the Library to provide academic support to the users

Social Media Platform(SMP)	IIT Delhi		IIT Roorkee		IIT Ropar		IIT Mandi		IIT Jammu	
	Instt.	Lib.	Instt.	Lib.	Instt.	Lib.	Instt.	Lib.	Instt.	Lib.
a. Facebook	✓	✓	✓		✓	✓	✓		✓	✓
b. Twitter	✓	✓	✓		✓		✓		✓	✓
c. Instagram	✓		✓		✓					
d. Youtube	✓	✓	✓		✓		✓		✓	✓
e. Wikipedia										
f. LinkedIn	✓	✓	✓				✓		✓	
g. Whatsapp										
h. Pinterest										
i. Acadmemia.edu										
j. Answer.com										
k. Research Gate										
l. Telegram										

Findings and Discussions of Social Media Usage by IIT Libraries

The table provides an overview of the social media platforms used by both the institutions (Instt.) and their respective libraries (Lib.) across five IITs: Delhi, Roorkee, Ropar, Mandi, and Jammu. This comparison offers insight into how each institution and its library leverages social media platforms for communication, outreach, and engagement with their academic communities.

Facebook is widely used by both the institutions and libraries across all IITs except for IIT Roorkee, whose library does not seem to have a Facebook presence. The use of Facebook by libraries at Delhi, Ropar, Mandi, and Jammu indicates its continued relevance as a tool for outreach and engagement. Libraries can utilize Facebook to share updates, event information, and resources, connecting with students and faculty through an established social media platform. Roorkee's absence of a library Facebook account might limit its reach compared to other IIT libraries. Twitter is another platform used uniformly by all IIT institutions and libraries except for Roorkee, whose library does not maintain a Twitter account. The widespread adoption of Twitter indicates its utility in disseminating real-time updates, promoting events, and engaging with academic and research communities. Libraries in Delhi, Ropar, Mandi, and Jammu are actively using Twitter, which provides a channel for quick communication and can help build connections within academic networks. Instagram is used selectively, with only three institutions (Delhi, Roorkee, and Ropar) maintaining an Instagram presence, while none of the libraries at these institutions use the platform. This suggests that Instagram is less frequently employed by libraries, potentially due to its focus on visual content. However, its growing popularity among students makes it an untapped opportunity for libraries to engage younger audiences through visually appealing posts, event highlights, or resource showcases. YouTube is a highly utilized platform, with both institutions and libraries across all five IITs, except Roorkee, maintaining accounts. Libraries at Delhi, Ropar, Mandi, and Jammu leverage YouTube to share video content such as tutorials, lectures, or event recordings. The absence of a library YouTube presence at Roorkee might limit its ability to provide video-based resources, which are increasingly important in a digital and remote learning environment. None of the IITs or their libraries are using Wikipedia as a promotional or engagement platform. Although Wikipedia is a major source of general information, it is not commonly used for

institutional or library promotion, likely due to the open-edit nature of the platform, which may raise concerns regarding accuracy and control over content. LinkedIn is used by four IIT institutions (Delhi, Roorkee, Mandi, and Jammu) and their respective libraries, except for IIT Ropar. LinkedIn serves as an important professional networking tool, helping institutions and libraries engage with alumni, industry professionals, and other academic entities. IIT Ropar's absence from LinkedIn might hinder its ability to connect with the broader academic and professional community, a missed opportunity for networking and showcasing achievements. None of the IITs or their libraries are using platforms such as WhatsApp, Pinterest, Academia.edu, Answer.com, Research Gate, or Telegram for institutional or library promotion. This could indicate that these platforms are either not perceived as suitable for library or academic promotion or they have yet to be explored for their potential in fostering communication and engagement.

Table: 3 Frequently of posting Library-related information on SMPs

Frequency of Posting on SMPs	IIT Delhi	IIT Roorkee	IIT Ropar	IIT Mandi	IIT Jammu
a. Facebook	F	M	S		M
b. Twitter		M			
c. Instagram					
d. Youtube	M				
e. Wikipedia					
f. LinkedIn	F	M			
g. Whatsapp				S	
h. Pinterest					
i. Acadmemia.edu				S	
j. Answer.com					
k. Research Gate					
l. Telegram					S

Note : Daily: D, Weekly: W, Fortnightly: F, Monthly: M, Sometime: S

Analysis of Frequency of Library-Related Posts on Social Media Platforms

The table:3 provides an overview of how frequently the libraries of five IITs—Delhi, Roorkee, Ropar, Mandi, and Jammu—post content related to library services and resources on various social media platforms (SMPs). The posting frequency is categorized into Daily (D), Weekly (W), Fortnightly (F), Monthly (M), and Sometime (S). This analysis helps in understanding the level of engagement each institution's library maintains with its audience through social media. IIT Delhi and IIT Jammu post on Facebook fortnightly (F) and monthly (M), respectively, which suggests a moderate level of engagement. IIT Roorkee posts occasionally (S), and IIT Mandi does not appear to use Facebook for library-related updates. The difference in frequency indicates that some institutions, like Delhi and Jammu, prioritize regular communication with their audience on this platform, whereas others, like Roorkee and Ropar, may not actively leverage Facebook to engage users. Only IIT Roorkee is listed as posting monthly (M) on Twitter. Twitter is a platform known for real-time updates, making the monthly posting frequency rather low, especially for engaging a dynamic academic audience. The absence of other institutions from this platform reflects an underutilization of Twitter as a tool for quick, accessible communication with library users. None of the IITs are actively posting library-related content on Instagram. Given Instagram's popularity among younger users, especially students, the lack of presence suggests that the libraries are missing out on an opportunity to engage visually with their user base. IIT Delhi is the only institution that posts monthly (M) on YouTube. The use of YouTube indicates that Delhi is focusing on video-based content such as tutorials, webinars, or event recordings, which can be very useful for remote learning. The absence of YouTube activity in other institutions might limit their ability to reach students with visual or recorded content, which is increasingly important in the digital age. IIT Delhi posts fortnightly (F) and IIT Roorkee posts monthly (M) on LinkedIn. This shows that these institutions are using LinkedIn to engage with a more professional and academic audience, possibly for networking, professional development, or sharing institutional achievements. The absence of regular posting by other IITs (Ropar, Mandi, Jammu) could suggest that they are not fully leveraging LinkedIn's potential to connect with alumni, faculty, and industry professionals. Most of the IITs do not actively post on platforms such as WhatsApp, Pinterest, Academia.edu, Answer.com, Research Gate, or Telegram, with IIT Jammu occasionally (S).

using WhatsApp and IIT Ropar occasionally (S) using Academia.edu. The underutilization of these platforms, particularly research-oriented ones like Academia.edu and Research Gate, suggests a missed opportunity for libraries to share academic resources and research outputs more effectively with their user base.

Table: 4 Purpose of using SMPs for marketing services and resources?

Purpose	IIT Delhi	IIT Roorkee	IIT Ropar	IIT Mandi	IIT Jammu
a. Communicating and interacting with Students	Strongly Agree	Agree	Strongly Agree	Agree	Strongly Agree
b. Providing a platform for Online Learning	Neutral	Neutral	Strongly Agree	Agree	Neutral
c. Updating the users about Library events and services	Strongly Agree	Strongly Agree	Strongly Agree	Agree	Strongly Agree
d. facilitate getting Connected with Professional groups	Strongly Agree	Agree	Strongly Agree	Agree	Strongly Agree
e. Help in building communities.	Neutral	Agree	Strongly Agree	Agree	Agree

Note: SD-Strongly Disagree, D-Disagree, N-Neutral, A-Agree, SA-Strongly Agree.

Analysis of the Purpose of Using Social Media Platforms for Marketing Library Services and Resources

The table:4 provides an analysis of the perceived purposes of using social media platforms (SMPs) for marketing services and resources across five IITs: Delhi, Roorkee, Ropar, Mandi, and Jammu. The institutions have evaluated various purposes of social media usage for libraries based on five key categories: Communicating and interacting with students, providing a platform for online learning, updating users about library events, facilitating connections with professional groups, and helping build communities. These responses range from Strongly Disagree (SD) to Strongly Agree (SA). The majority of the institutions—Delhi, Ropar, and Jammu—strongly agree that social media is a crucial tool for communicating and interacting with students. Roorkee and Mandi agree but do not rate it as highly. This reflects a consensus that social media plays a key role in facilitating direct communication between libraries and their primary users, especially students. Regular interaction can lead to better student engagement, quick dissemination of information, and addressing student needs effectively. The role of social media as a platform for online learning varies significantly across the institutions. IIT Ropar strongly agrees, highlighting its active use of SMPs to promote online learning tools or digital resources. IIT Mandi agrees, while IIT Delhi, Roorkee, and Jammu remain neutral, suggesting that these libraries may not focus as heavily on leveraging social media for educational purposes. This difference in perspective might stem from varying priorities—some institutions might emphasize face-to-face or platform-specific online learning over social media channels. All institutions, except IIT Mandi (which agrees), strongly agree that social media is highly effective in updating users about library events and services. This indicates that the communication of updates, events, new resources, and services is universally recognized as a critical function of SMPs for libraries. Timely updates on social media platforms ensure that users stay informed about library activities and can increase participation and usage. Most IITs—Delhi, Ropar, and Jammu—strongly agree that social media plays a crucial role in helping libraries connect with professional groups, while Roorkee and Mandi agree. This indicates that the majority of institutions view SMPs as a valuable networking tool for building connections with professionals in academia, research, and industry. Such connections can enhance the library’s visibility and contribute to collaboration opportunities, professional development, and resource sharing. IIT Ropar strongly agrees that social media helps in building communities, with IIT Roorkee, Mandi, and Jammu agreeing to this purpose. IIT Delhi remains neutral, possibly indicating that it doesn’t prioritize community-building as much as other institutions. The overall consensus is that SMPs can create online communities where library users can engage, share knowledge, and collaborate on academic or professional interests.

Table: 5 kind of Library services and resources are being marketed by the Library using SMPs.

Promotional activities	IIT Delhi		IIT Roorkee		IIT Ropar		IIT Mandi		IIT Jammu	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
a. Library awareness/orientation programs	✓		✓		✓		✓		✓	
b. Library visits	✓				✓		✓			
c. Webinars/seminars	✓		✓		✓		✓		✓	
d. Training programs/workshops	✓		✓		✓		✓		✓	
e. Book exhibitions	✓						✓			
f. Special lectures	✓		✓				✓		✓	
g. New Notices/announcements	✓						✓		✓	
h. Awareness of new resources	✓						✓		✓	
i. Share pictures from library events	✓						✓		✓	

Analysis of Promotional Activities in IIT Libraries

The table:5 highlights the promotional activities conducted by the libraries of five IITs—Delhi, Roorkee, Ropar, Mandi, and Jammu. These activities aim to increase awareness and engagement among students and faculty with the available library resources and services. A comparison of the practices across these institutions reveals several patterns in how libraries prioritize promotional efforts. Four out of the five institutions (Delhi, Ropar, Mandi, and Jammu) regularly conduct library awareness or orientation programs. This is a significant promotional activity, as these programs serve as an essential touchpoint for new students and faculty to familiarize themselves with the library's offerings. IIT Roorkee is the only institution that does not conduct such programs, which may indicate a potential gap in outreach and awareness-building efforts. Library visits as a promotional activity are implemented in three IITs: Delhi, Ropar, and Jammu. However, Roorkee and Mandi do not incorporate this into their promotional activities. Library visits are typically hands-on and allow users to explore the library's facilities physically, which can foster stronger engagement. The absence of such visits in Roorkee and Mandi might limit direct interaction with library resources and spaces, potentially lowering user participation. Webinars and seminars are widely used across all the IITs in this comparison, except for Roorkee. This suggests a strong emphasis on providing virtual or in-person knowledge-sharing platforms, especially as these institutions have geographically dispersed stakeholders, including students and researchers. The lack of such activities at Roorkee suggests a potential gap in providing such collaborative and learning-focused platforms. All five IITs engage in training programs or workshops, which shows a unanimous effort in ensuring that users have the practical skills and knowledge required to fully utilize the library's resources. This type of activity is critical for research-driven environments like IITs, where advanced library skills are crucial for academic success. Book exhibitions, however, are less commonly used as a promotional strategy. Only IIT Delhi and IIT Ropar engage in this activity. Exhibitions are effective in showcasing new or important collections, yet the absence of this practice in three IITs (Roorkee, Mandi, and Jammu) may indicate a missed opportunity for highlighting unique or valuable resources that could encourage increased library usage. Special lectures are another important promotional activity, and four out of the five IITs (Delhi, Ropar, Mandi, and Jammu) conduct them. Such events serve as valuable platforms for deeper academic engagement and connecting with experts. IIT Roorkee, however, does not include special lectures as part of its promotional strategy, which could potentially affect the library's role in enhancing scholarly discourse. Three IITs (Delhi, Mandi, and Jammu) focus on sharing new notices or announcements as part of their promotional efforts. This suggests an active communication strategy to keep the library users informed about new developments, events, or resources. IIT Roorkee and IIT Ropar do not engage in this activity, which could result in lower awareness of new services or updates within these libraries. Promoting awareness of new resources is crucial in maintaining a dynamic and well-utilized library collection. IIT Delhi, IIT Mandi, and IIT Jammu make efforts in this direction, whereas IIT Roorkee and IIT Ropar do not. Failure to promote new resources could hinder users' ability to stay updated with the latest tools and materials available for their academic needs. IIT Delhi, IIT

Mandi, and IIT Jammu also share pictures from library events, which indicates an effort to visually engage the community and document participation. This could serve as an effective way to build a sense of community and celebrate academic achievements. Roorkee and Ropar do not participate in this activity, potentially missing out on an opportunity for visual engagement with their users.

Table: 6 The perceived benefits of marketing Library services on Social Media Platforms

Perceived benefits	IIT Delhi	IIT Roorkee	IIT Ropar	IIT Mandi	IIT jammu
a. Social Media is helpful in satisfying the needs of the users	SA	A	SA	A	A
b. Easy to market resources and services to the users.	SA	A	SA	A	A
c. Easy to post information on social media platforms	SA	A	A	A	SA
d. Easy and quick access to the information	SA	A	A	A	SA
e. Easy to market and dissemination information to the users.	SA	A	A	A	SA
f. Marketing of information using SMPs is convenient and time-saving	SA	A	A	A	SA
g. Social Media marketing has helped to improve the Library services	SA	A	A	A	SA
h. Easy connectivity with patrons	SA	A	A	A	SA
i. Easy to market information about events/ activities/ competitions/ workshops etc.	SA	A	A	A	SA
j. Marketing of library services and resources/activities help in promoting Library's good image.	SA	A	A	A	SA

Note: SD-Strongly Disagree, D-Disagree, N-Neutral, A-Agree, SA-Strongly Agree.

Analysis of Perceived Benefits of Using Social Media Platforms for Library Marketing

The table:6 Provides insights into the perceived benefits of using social media platforms (SMPs) for marketing library services and resources across five IITs—Delhi, Roorkee, Ropar, Mandi, and Jammu. The institutions have rated various benefits as Strongly Agree (SA), Agree (A), or other levels of agreement, which reflect how they perceive the effectiveness and utility of SMPs in promoting library resources and services. Below is an analysis of each perceived benefit and a summary of the inferences. IIT Delhi and IIT Ropar strongly agree (SA) that social media is helpful in satisfying the needs of their library users, while Roorkee, Mandi, and Jammu agree (A). This shows that all institutions recognize the role of SMPs in meeting user needs, although the intensity of belief varies slightly. Libraries that strongly agree may have more active social media strategies, which could lead to better user satisfaction. IIT Delhi and IIT Ropar strongly agree that SMPs make it easy to market resources and services, while the others agree. The strong agreement from IIT Delhi and Ropar suggests that they have experienced tangible success in using SMPs for promoting resources, whereas other IITs may recognize the benefit but may not have fully optimized these platforms for resource marketing. Most institutions find it relatively easy to post information on social media, with IIT Delhi and IIT Jammu strongly agreeing and the others agreeing. This reflects the ease of use of SMPs as a tool for sharing updates, announcements, and other important information with library users. IIT Delhi and Jammu's strong agreement might suggest a more streamlined or efficient use of social media tools compared to the others. IIT Delhi and IIT Jammu strongly agree that SMPs provide easy and quick access to information, while Roorkee, Ropar, and Mandi agree. SMPs provide users with real-time updates, and the strong agreement from IIT Delhi and Jammu indicates that their social media strategies might prioritize quick, effective information dissemination, enhancing the user experience. IIT Delhi and IIT Jammu strongly agree that SMPs make it easy to market and disseminate information, while the others agree. This suggests that most IITs recognize the role of social media in promoting library services, although Delhi and Jammu may be more successful in using these platforms for information distribution. All institutions agree that social media marketing is convenient and time-saving, with IIT Delhi and Jammu strongly agreeing. This highlights the time efficiency of using SMPs for marketing purposes. The strong agreement from IIT Delhi and Jammu implies that these institutions may have integrated SMPs effectively into their workflows, making it an essential part of their marketing strategy. IIT Delhi and IIT Jammu strongly agree that SMP marketing has helped improve library services, while Roorkee, Ropar, and Mandi agree. This indicates that all institutions recognize the positive impact

of social media marketing on service improvement. Libraries that strongly agree, like IIT Delhi and Jammu, might have seen significant feedback from users or experienced enhanced engagement due to their social media efforts. IIT Delhi and IIT Jammu strongly agree that social media makes it easy to connect with users, while the other institutions agree. This suggests that SMPs are seen as valuable tools for maintaining direct communication with library users. Libraries with strong agreement may focus more on user interaction through social media platforms, creating better communication channels. All institutions agree that social media is effective in marketing events, activities, competitions, and workshops, with IIT Delhi and IIT Jammu strongly agreeing. This emphasizes that SMPs are a practical solution for promoting library activities, particularly for reaching a large audience quickly. IIT Delhi and Jammu may have had more success in drawing participation for events through SMPs. All institutions agree that social media marketing helps promote the library's positive image, with IIT Delhi and IIT Jammu strongly agreeing. This consensus reflects that using SMPs not only promotes resources and services but also enhances the library's reputation within the academic community. Strongly agreeing institutions likely have more strategic social media campaigns that contribute to improving the library's image.

Table: 7 Major barriers faced by the IIT Libraries in marketing on SMPs.

Barriers affecting service quality on SMPs	IIT D	IIT ROK	IIT ROPAR	IIT MAN DI	IIT JAM MU
a. Lack of Interest among library professionals	D	D	SD	D	SD
b. Limited knowledge of Social Media Platforms among library staff	D	D	SD	D	SD
c. Improper/No policy for using SMPs for marketing of information products and services	D	D	SD	D	A
d. Internet issues	SD	D	SD	D	SD
e. Shortage of Staff	SD	D	SD	D	D
f. Library staff resistance to adopting change	D	D	SD	D	SD

Note: SD-Strongly Disagree, D-Disagree, N-Neutral, A-Agree, SA-Strongly Agree.

Analysis of Barriers Affecting Service Quality on Social Media Platforms (SMPs)

The table:7 provides an overview of the perceived barriers affecting the quality of library services on social media platforms (SMPs) across five IITs—Delhi (D), Roorkee (ROK), Ropar, Mandi, and Jammu. The barriers are rated as Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), or Strongly Agree (SA). These barriers include issues related to staff interest, knowledge of SMPs, policy gaps, internet connectivity, staff shortages, and resistance to adopting changes. The following analysis highlights key patterns and inferences. Most institutions disagree (D) with the idea that lack of interest among library professionals is a major barrier, with the exception of IIT Ropar and IIT Jammu, where they strongly disagree (SD). This indicates that in most cases, library professionals are interested in using SMPs for service quality improvement. IIT Ropar and Jammu's strong disagreement suggests that their library professionals are even more engaged, potentially indicating a proactive stance toward social media utilization. Similarly, most IITs disagree (D) that limited knowledge of social media platforms among library staff is a significant issue, except for IIT Ropar and IIT Jammu, which strongly disagree (SD). This suggests that most libraries do not see knowledge gaps as a major obstacle. However, Ropar and Jammu appear to be especially confident in their staff's expertise, possibly indicating comprehensive training or familiarity with SMPs. IIT Ropar strongly disagrees (SD) with the idea that a lack of policy is a barrier, while IIT Jammu agrees (A) that this is a concern. Other institutions disagree (D), indicating that while most libraries do not perceive a lack of policy as a significant barrier, there may still be inconsistencies or informal approaches to SMP usage. IIT Jammu's agreement suggests that the absence of a formal policy might hinder their ability to fully leverage social media for marketing purposes. Most institutions either strongly disagree (SD) or disagree (D) with the notion that internet connectivity is a major issue, with IIT Delhi, IIT Ropar, and IIT Jammu strongly disagreeing. This suggests that internet access is generally not considered a significant obstacle in most IITs, likely due to the availability of reliable infrastructure. However, IIT Roorkee and Mandi indicate that it is somewhat of a challenge, as they disagree (D) but do not strongly disagree. IIT Delhi and IIT Ropar strongly disagree (SD) that staff shortages are a barrier, while Roorkee, Mandi, and Jammu disagree (D). This indicates that staffing levels are generally not seen as a major constraint in terms of maintaining a social media presence, although Roorkee, Mandi, and Jammu acknowledge that it may be a minor concern. IIT Delhi and Ropar's strong disagreement

suggests that they have adequate staffing resources to support their social media efforts. Most institutions disagree (D) with the idea that resistance to change among library staff is a barrier, with IIT Ropar and IIT Jammu strongly disagreeing (SD). This reflects a general openness to adopting new technologies and practices, particularly in Ropar and Jammu, where resistance to change is seen as minimal. The overall disagreement across institutions suggests that most library staff are willing to embrace social media as part of their marketing and service strategies.

Conclusion

The research paper's findings highlight the critical role that social media plays as an essential marketing tool in the setting of academic libraries. Technology advancements have thrust social media to the forefront of user involvement, making it a vital tool for promoting libraries and their educational resources. Academic libraries have realized the value of integrating social networking sites to improve services, as these platforms are becoming more and more popular with users and librarians alike. Academic libraries can only genuinely justify their investments in resources and services when they successfully meet the wide range of information needs of their users. Using social media marketing techniques offers a huge potential for optimizing the usage of these valuable resources. Academic libraries may guarantee that user needs are met and also give the resources they need to organize, create, and offer relevant services and products by taking a strategic approach to social media marketing.

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