

Use of Social Media for Marketing of LIS Products and Services in Five Provincialised College Libraries in Dhemaji District in Assam: A Study

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ABSTRACT

The aim of this study is to know the use, purpose, importance and problems faced by the librarians' in marketing through social media. For this study 5 provincialized college libraries are selected as research sample. The findings of this paper showed that most of the Librarians use Facebook, twitter, whatsapp, Youtube, LinkedIn etc for marketing of LIS products and services. Studied libraries use social media for promoting LIS products and services, for sharing library news and events etc. A structured questionnaire was distributed in the respective libraries in Dhemaji district. Librarians also provided necessary suggestions and opinions about ways of enhancing library services through using social media.

KEYWORDS: Social media, Library Marketing, Social Media, Marketing, Dhemaji district.

INTRODUCTION

Technological upgradation makes easy to the users to access information in one click. There are different media available to access information. In such situation to capture the attention of the users towards library, it becomes necessary to use some innovative ideas to divert user's attention towards library. Library and information centres gradually lost their value among users. Now-a-days in college library we have seen a little number of

users. Users gradually lost their interest in reading. We need to analyse why this situation is arising day by day. If this situation is existing, one day the library will lose their identity. To show our existence in the society library professionals need to adopt new technology in their library greater utilization of their products and services. New generation users are very smart so to meet the need of these smart user library professionals must use new media in their library to reach those users. For these purpose library professionals can use

social media for popularising their products and services. There are several social media available which include Social networking (Facebook, Myspace, LinkedIn), Social news (Dig, Propeller), Social Photo and Video Sharing(YouTube, Flickr)and Wikis etc

Social media is a way through which library can reach the target community and provide them a chance to aware them about the library. There are millions of users using Facebook, Twitter, YouTube, LinkedIn, Flickr, Wikipedia etc. The prime motto of the library is to giving information to the users and social media can be a best way in this regard. Social media help the library to connect people with the library and giving them exact information in an accessible way. Many libraries used Wikis, Flickr, or Blogs for publishing historical photos and ask people to identify people, places, or events pictured. To develop content and to create collaborative relation between library and the community, different libraries use Wikis. Generally, IM (Instant Messaging), email, Twitter, SMS etc are also use in vast manner for answering questions (Converitive , 2011) instantly.

Use of social media in marketing of library means use of various web 2.0 technologies for advertising about library products and services. By using social media library can create an environment to communicate with it's users and can get advice from the users in developing user needed information products and services. Library can use different social media which may include networking web sites like Facebook, MySpace, microblogging web sites like Twitter and other media like blogs, podcasts, photos and videos. When library use social media for posting library materials library is visible to the wide users on various locations on the Web (Tuten, 2001).

REVIEW OF LITERATURE

ALA, 2001 state that in developed countries libraries are using latest technology to market their services. In United States, all types of libraries are using social media tools and web 2.0 applications to connect with library clientele and for providing library programs and services.

Braziel, 2009 also mention that Library of Congress is also utilizing different social

media like Blogging, Flickr, YouTube, Social Networking, iTunes and Twitter etc to interact with its' online users and for marketing of its' different services.

Bart, 2010 conducted a study on the usage of social media among college faculty and he found that 80% of the respondents had at least one social networking account. The respondents were using it for professional purpose. He also found that Facebook, Twitter and YouTube were the most widely used social networking media among more than 90% of the faculty. The author revealed that the professor used Facebook, LinkedIn, Skype and YouTube to interact with colleagues and students. It was found from the study that Humanities and Social Sciences faculties spent more time in using social media than those in Mathematics, Science, Business and Economics.

Khan & Bhatti, 2012 express their view regarding the use of social networking sites among users and they found that the behaviour of the users were very positive towards the use of social media for marketing of library resources and services and the users suggested that whole library must be connected through internet and the library should create library web page and social media page.

Burkhardt, 2010 in his paper mention that when a library webpage is directly linked with social networking sites, it makes easy to the users and the library personnel to create live conversation on various issues relating to the use of the library and also library can make use the social networking sites to promote their library products and services and other programmes and events.

OBJECTIVE OF THE STUDY

The objectives of the study are to:

- Know the present status of using social media for marketing of library products and services in selected college libraries;
- Examine the problems faced by the librarian in utilising social media in library; and
- Explore the opinion of librarian to improve marketing of library products and services through social media.

METHODOLOGY

The study is conducted among librarians working in the provincialized college library under Dibrugarh University in Dhemaji district. The total (5) numbers of librarians were considered as the research population. A questionnaire was distributed in the respective libraries. Out of these 5 questionnaires, all 5 questionnaires were returned with complete details.

ANALYSIS AND RESULTS

The data collected by questionnaire method is analysed and interpreted and presented in tables. Total 5 librarians took part in this

study. Based on the demographics and other personal background information obtained, among all the respondents, 3 were male (60%) and only 2 (40 %) were female.

Libraries Using Social Media

Social media is used for marketing of libraries. It is a way of promoting library products and services. Table 1 shows that all studied libraries, namely Dhemaji college library, Silapather College Library, Moridhal college library, Dhemaji commerce college library, Gogamukh college library are using social media for marketing of LIS products and services.

Table 1: Frequency of using social media

Name of the colleges	Yes	No
Dhemaji College	√	-
Silapather college	√	-
Moridhal college	√	-
Dhemaji commerce college	√	-
Gogamukh college	√	-
Total	100%	-

Types of Social Media Used By Libraries

In recent years, it is seen that Facebook and witter as the most used social media in academic libraries, but the results showed in Table 2 indicate that, the majority of the respondents(100%)libraries are using YouTube and Whatsapp most frequently. After that next widely used social media is Facebook (80%) and Twitter is using by (60%) users.

Researchgate, Slideshare, Linkedin and other category users are 20%. The other category users mention that they are using text messaging and e-mail for marketing of their library products and services. Only 20% users using Blogging for marketing of library products and services.

Table 2: Types of social media used by libraries

Social Media	Frequency
Facebook	4(80%)
Twitter	3(60%)
YouTube	5 (100%)
Whatsapp	5(100%)
Researchgate	2(40%)
Slideshare	2(40%)
Blogging	1(20%)
Linkedin	2(40%)
Other	2(40%)

Social Media Usage Trends in college Libraries

Academic Libraries are gradually using latest technology to market their products and

services. Out of 5 respondents, 4 (80%) agreed that social media usage trends in college libraries have expanded and only one library 1(20%) express that library personnel should

be given extra training opportunities for greater utilization of social media in libraries for marketing purpose.

Importance of Social Media in Marketing of LIS Products and Services

Most of the studied libraries are using social media for promoting their activities. Table 3 shows the librarians' opinion about importance of social media in marketing of LIS Products and services. Librarians were asked to give their response against seven types of importance of social media in marketing of LIS Products and services. Among all these Importance, maximum response is found for "Social media is important to market LIS Products and services", "It helps students and

faculty to use library materials and services", All the studied libraries found these two statements extremely important for using social media for marketing of LIS products and services. Second highest response is received for "It helps to alert the user with information about new arrivals and events of the library" which is 80%. It is followed by "It helps to alert the user with information about new arrivals and events of the library", "It helps the library to get closer to the users community", "It helps in promoting distance learning". All these response get total 60% response. Only 20% response is received for "it helps in promoting distance learning".

Table 3: Importance of social media in marketing of LIS Products and Services

Statement	Dhemaji college		Silapather college		Moridhal college		Dhemaji commerce College		Gogamukh college	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Social media is important to market LIS Products and services	√	-	√	-	√	-	√	-	√	-
It helps students and faculty to use library materials and services.	√	-	√	-	√	-	√	-	√	-
It helps to alert the user with information about new arrivals and events of the library	√	-	√	-	√	-	-	-	-	-
It helps the library to get closer to the users community.	√	-	√	-	√	-	-	-	-	-
By using social media location and time constraints in communication will overcome	√	-	√	-	-	-	-	-	-	-
It helps to alert the user with information about new arrivals and events of the library	√	-	√	-	√	-	√	-	-	-
It helps in promoting distance learning	√	-	√	-	√	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-

Purposes of Using Social Media

The respondents were asked to reveal the purpose of using social media in their libraries. Table 4 reveals that all libraries are

using social media for marketing of library products and services and for sharing library news and collaborative works. Only 80% respondents revealed that they are using social

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media for modernising the library image and e-reputation world- wide. Only 60% respondents using social media for sharing

useful links and only 20% library state the purpose of using social media for building discussion groups and collaborative work.

Table 4: Purposes of using social media in libraries

Statement	Dhemaji college		Silapather college		Moridhal college		Dhemaji commerce College		Gogamukh college	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
For marketing of library product and services	√	-	√	-	√	-	√	-	√	-
Modernising the library image and e-reputation world -wide	√	-	√	-	√	-	√	-	-	-
Sharing useful links	√	-	√	-	√	-	-	-	-	-
Sharing library news and events	√	-	√	-	√	-	√	-	√	-
Building discussion groups and collaborative work	√	-	√	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-

Problems of Using Social Media

We have experienced that social media usage trends are growing rapidly in entire globe. Still librarians are facing some problems regarding the use of social media in their library. Table 5 depicts the picture of using social media problems in libraries. Among all the listed problems "Too many social media tools to learn" finds highest response which is 100%. It means that though there are so many social media available in the market librarians are finding very difficult to choose the most convenient social media for their

library. "Electricity failure" and "slow internet speed" also gets highest response (100%) as in Assam severe load shedding and slow internet speed is also some major problem as stated by the surveyed college librarians. "Available information is not authentic" get the second highest response which is 80%. "People can post whatever they want", "Inadequate training opportunities for library staff" get total 60% response. "Lack of knowledge how to use it" get lowest (40%) response.

Table 5: Problems of using social media in libraries

Statement	Dhemaji college		Silapather college		Moridhal college		Dhemaji commerce College		Gogamukh college	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Too many social media tools to learn	√	-	√	-	√	-	√	-	√	-
Website is difficult to understand and use	-	-	√	-	-	-	√	-	√	-
Available information is not authentic	√	-	√	-	√	-	√	-	-	-
People can post whatever they want	√	-	√	-	√	-	-	-	-	-
Lack of knowledge how to use it	√	-	√	-	-	-	-	-	-	-
Low interest of librarians	-	-	-	-	-	-	-	-	-	-

in learning and utilising social media										
Inadequate training opportunities for library staff	√		√	-	√	-	-	-	-	-
Electricity failure	√	-	√	-	√	-	√	-	√	-
Slow speed of internet	√	-	√	-	√	-	√	-	√	-
Lack of advanced IT skills	-	-	√	-	-	-	-	-	-	-
others	-	-	-	-	-	-	-	-	-	-

Social Media Practices for Marketing of Library Resources and Services

By applying social media librarians can interconnect with the library patrons and remix the LIS products and services to promote them visible within wider community. Table 6 shows the librarians' views on social media practice for marketing of library resources and services on a five-point scale. Librarians are extremely agreed with the social media practice for library promoting. Librarians are showing very agree for "Create Facebook pages to enable their

users to search library activities", "SlideShare can be used for sharing presentations", "LinkedIn for sharing professional experiences, skills and interests". Librarians are showing only agree for "YouTube can be used to share videos conferences, workshops and library events", "instant messaging for chat reference assistance", "Social bookmarking web sites to tag and develop online catalogue of library resources" statements.

Table 6: Social media practices for promotion of LIS Products and services in libraries

Statements		Dhemaji college	Silapather college	Moridhal college	Dhemaji commerce College	Gogamukh college
Libraries can promote services, collection, events, resources by using Social media	Ex. Agree.	√	√	√	√	√
	V. Agree.	-	-	-	-	-
	Agree	-	-	-	-	-
	Less Agree	-	-	-	-	-
	Not. Agree	-	-	-	-	-
Create Facebook pages to enable their users to search library activities	Ex. Agree.	-	-	-	-	-
	V. Agree	√	√	√	√	√
	Agree	-	-	-	-	-
	Less Agree.	-	-	-	-	-
	Not Agree.	-	-	-	-	-
SlideShare can be used for sharing presentations	Ex. Agree.	-	-	-	-	-
	V. Agree	√	√	√	√	√
	Agree	-	-	-	-	-
	Less Agree	-	-	-	-	-
	Not Agree.	-	-	-	-	-
YouTube can be used to share videos conferences, workshops and library	Ex. Agree.	-	-	-	-	-
	V. Agree	-	-	-	-	-
	Agree	√	√	√	√	√
	Less Agree	-	-	-	-	-
	Not Agree.	-	-	-	-	-

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events						
Instant messaging for chat reference assistance	Ex. Agree	-	-	-	-	-
	V. Agree	-	-	-	-	-
	Agree	√	√	√	√	√
	Less Agree.	-	-	-	-	-
	Not Agree	-	-	-	-	-
LinkedIn for sharing professional experiences, skills and interests	Ex. Agree	-	-	-	-	-
	V. Agree	√	√	√	√	√
	Agree	-	-	-	-	-
	Less Agree	-	-	-	-	-
	Not Agree	-	-	-	-	-
Social bookmarking web sites to tag and develop online catalog of library resources	Ex. Agree	-	-	-	-	-
	V. Agree	-	-	-	-	-
	Agree	√	√	√	√	√
	Less Agree	-	-	-	-	-
	Not Agree	-	-	-	-	-

FINDINGS AND CONCLUSIONS

Out of the 5 libraries, all 5 libraries are using social media in their libraries. The majority of the librarians 4(80%) agreed that social media usage trends in libraries have expanded quickly. It is also found that the majority of the respondents (100%) libraries are using YouTube and Whatsapp most frequently. After that next widely used social media is Facebook (80%) and Twitter is using by (60%) users. Researchgate, Slideshare, LinkedIn and other category users are 20%. The other category users mention that they are using text messaging and e-mail for marketing of their library products and services. Only 20% users using Blogging for marketing of library products and services.

It is also found from the study that shows the librarians' opinion about importance of social media in marketing of LIS Products and services. Librarians were asked to give their response against seven types of importance of social media in marketing of LIS Products and services. Among all these Importance, maximum response is found for "Social media is important to market LIS Products and services", "It helps students and faculty to use library materials and services", All the studied libraries found these two statements extremely important for using social media for marketing of LIS products and services. Second highest response is received for "It helps to alert the

user with information about new arrivals and events of the library" which is 80%. It is followed by "It helps to alert the user with information about new arrivals and events of the library", "It helps the library to get closer to the users community", "It helps in promoting distance learning". All these response get total 60% response. Only 20% response is received for "it helps in promoting distance learning".

Only 80% respondents revealed that they are using social media for modernising the library image and e-reputation world- wide. Only 60% respondents using social media for sharing useful links and only 20% library state the purpose of using social media for building discussion groups and collaborative work.

It is also found from the study about the different problems faced by the librarians in using social media in libraries. Among all the listed problems "Too many social media tools to learn" finds highest response which is 100%. It means that though there are so many social media available in the market librarians are finding very difficult to choose the most convenient social media for their library. "Electricity failure" and "slow internet speed" also get highest responses (100%) as in Assam severe load shedding and slow internet speed is also some major problem as stated by the surveyed college librarians. "Available information is not authentic" get the second

highest response which is 80%. "People can post whatever they want", "Inadequate training opportunities for library staff" get total 60% response. "Lack of knowledge how to use it" get lowest (40%) response.

By applying social media librarians can interconnect with the library patrons and remix the LIS products and services to promote them visible within wider community. The study shown librarians' views on social media practice for marketing of library resources and services on a five-point scale. Librarians are extremely agreed with the social media practice for library promoting. Librarians are showing very agree for "Create Facebook pages to enable their users to search library activities", "SlideShare can be used for sharing presentations", "LinkedIn for sharing professional experiences, skills and interests". Librarians are showing only agree for "YouTube can be used to share videos conferences, workshops and library events", "instant messaging for chat reference assistance", "Social bookmarking web sites to tag and develop online catalogue of library resources" statements.

In present time social media is a very popular media to communicate with people. Every person using social media in their day to day life for different activities. So, seeing this wide popularity among people librarians can use these social media in their libraries to promote library products and services. Social media is an excellent way to interconnect with the user community. There are different social media available in the market. Librarians need to be super judicious in selecting appropriate social media for their library marketing. Sometimes library staff find very difficult in utilising social media for promoting library activities. In such situation library authority should arrange special initiatives to train the library staff in using latest technology. Again librarian and library staff should show their eagerness to handle the new technology swiftly and efficiently for different purposes.

RECOMMENDATIONS

Based on results, following recommendations are provided

- Social media is an important aspect in promoting LIS products and services. So,

for benefit of the library and library user Internet service should be made available in the library.

- Every library must have their own web site.
- Every library should develop social media marketing plan Libraries should create their social media marketing plan for marketing their products and services.
- In recent environment libraries should try to develop better communication among their users through social media.
- It is recommended that every library must provide their users with tools for accessing social media by developing social media page on library web site.
- Facebook is a very popular among teenagers. it is recommended that every library should have their Facebook page on their web sites to keep library fresh among teenagers' mind.
- Librarians and another staff should be given proper training for educating about social media tools for marketing LIS materials.
- Library associations and LIS schools can play the most vital role to popularise social media among LIS professional.
- Library schools in their curriculum should introduce practical aspects of marketing and using social media.

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