

# PROMOTING LIBRARY SERVICES USING SOCIAL NETWORKING SITES

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**Abstract:** In this paper it is tried to point out that how social networking sites are helping libraries to promote their services, why library should use social media and present a survey data that how many social networking sites are used by top 50 university in Asia in 2017. The ranking was measured by QS ranking website.

**Keywords:** Social media, Social networking sites, Library service.

## 1.0 Introduction:

A social networking site is a platform for making social connection among the people whom you know or don't know for sharing similar interests, activities, backgrounds and real life connection. Now a day's social network captures the widest area in the field of internet. Mostly every internet users have their social network site connection. The current social networking web is called web 2.0. In this social networking site, they provide you to create a profile, list out your interest areas, building connect among wide numbers of user from all over the world. The social networking sites not only for connection but also for share your own sight among the user. The social networking sites also provide to build organizational profile or page for disseminate information among the user in a short period of time.

## 2.0 Why Libraries Use Social Networking Sites:

In good-old days libraries and other resource center handled only with the printed document, now the situation has been changed. Now they have to deal with the online journals, e-books and databases. From last two decades libraries are responsible for various activities. We can say that there are 5 major issues for using social media by the libraries. These are –

- Listening
- Making connection
- Getting response
- Mobile technology
- Reach
- Promoting and marketing
- Reaching outside the building

Let's look at the reason behind them-

**2.1 Listening:** A social networking site provides a handy way to listen to your user. A library can justify what its user say about them and what are their expectations from their library in respect of services. Listening is a good way to get overview from the users.

**2.2 Making Connection:** Making connection with the user is not a big issue with the help of social networking sites. If a user wants to always connect with his/her library, they have to just click on the like button.

**2.3 Getting Response:** The social networking site not only gives you to listen to your user it also receives a response. An active social networking site is a great place to crowdsource for generating ideas.

**2.4 Mobile Technology:** The rapid growth of mobile technology gives us great opportunities to use social networking sites. The library doesn't have to wait for their user to sit in front of the desktop and see the library updates; they can see it any time and anywhere.

**2.5 Reach:** Nowadays the libraries can easily reach to their user with a second with the help of social networking sites.

**2.6 Promoting and Marketing:** Most of the libraries make a poster about their services and products and hang on the library building wall; you can do that with the help of social networking sites. The social networking sites can help you to promote you your library services and you can measure the impact with various freely available modules.

**2.7 Reaching Outside The Building:** The Important thing, a library use social networking sites for reaching out its physical boundary, for a huge number of users.

### **3.0 Literature Review:**

Phillips, Nancy Kim.(2011) stated that Academic library should use Facebook and other social media for building the relationships with students. She also describes that social Medias are act as a virtual reference services. She expressed that most of the libraries in USA are used Facebook for hours of operation, service available, facility, and policies.

Tyagi, Sunil (2012) surveyed a study about the awareness of social media networks and tools among the librarians and other library professionals and the library users in in selected engineering collages in west Uttar Pradesh. He found that near about 50% population (i.e. librarian, library professionals and user) knows the usage of social media.

Chen, Dora Yu-Ting & Chu, Samuel Kai-Wah&Xu, Shu-Qin.(2012). They examined four types of interactions i.e.

- Knowledge sharing
- Information dissemination
- Communication
- Knowledge gathering

in order to improve the efficiency of interacting with users.

Chatterjee, Abhijit and Maity, Arabinda.(2014) describes in their paper a survey study about Communication of universities of Asia through Facebook. They found that 75.95% Academic institute and only 31.65% Academic Library post their information in Facebook for awareness and promoting their products.

Frank Boateng Yan Quan Liu, (2014) survey a study on web 2.0 application usage in top US academic libraries. They took 100 samples and found that

Providing links to the library's home pages	100	
Sharing pictures	100	
Marketing library services		99
Sharing information about library resources	96	
Offering reference services		21
Other		3

Young, Scott W. H. and Rossmann, Doralyn(2015) denotes in their paper that they developed a SMG for promoting their products and services among the library users. They divide their work in two phrase and they found that in phrase 1 total 514 followers and 329 tweets. After more awareness about this group they found better result in phrase 2. In Phrase 2 total 937 followers and 998 tweets in a short limited period.

### **4.0 Some famous Social Networking sites:**

According to eBizMBA ranking on 1<sup>st</sup> Aug'2015, the top 5 social networking sites are mention below-

**4.1 Facebook:** It was developed by Mark Zucckerbarg in 2004. It has 900,000,000 unique monthly visitors. It is the most used social networking site by the libraries. With the help of Facebook, a library can share their services, new arrivals, and suggestion from their user. A post on Facebook can measure by its free module insights.

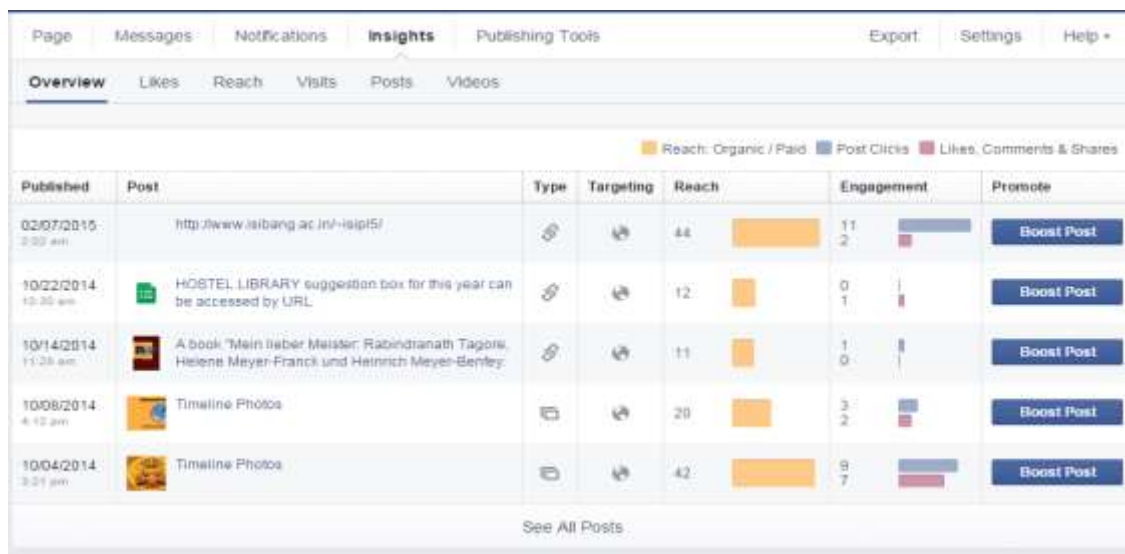


Fig1: Facebook insights module

We can see that from above screenshot with the help of insights module we can measure our post. Which post reached to how many user and how many users are engage with this post? No other social networking sites provide this kind of services.

**4.2 Twitter:** It was developed by Jack Dorsey in 2006. It is mainly for micro blogging sites, it has 310,000,000 unique monthly visitors. Library can provide short kind of information to its users and library can share pictures and videos also.

**4.3 LinkedIn:** It was developed by Reid Hoffman in 2003. It is mainly for professional networking sites. It has 255,000,000 unique monthly visitors. Generally library does not use this LinkedIn.

**4.4 Pinterest:** It was developed by Paul Sciarri in 2010. It is mainly for sharing and manages photos. It has 250,000,000 unique monthly visitors. This also library does not use.

**4.5 Google Plus:** It was developed by Google group in 2011. It has 120,000,000 unique monthly visitors. If you have gmail id then you don't have to create google plus page or profile, its create automatically. Google plus helps library to connect user, share the written post, pictures and videos.

Among the above sites, the libraries mostly use Facebook, Twitter, Google plus and the other famous social site YouTube, it only for sharing videos. With the help of youtube a library can share history of their library and guide user how to use OPAC and institutional repository etc.

## 5.0 Current use of Social Networking Site by Academic institutions Library:

The sample size includes top 50 academic institutions in Asia (taken from QS Ranking web site). All academic institutions library websites have been checked for their activities for promoting library services and which social networking sites they are using. Here it is found that 52% libraries use Facebook, 36% use Twitter, 0.02% use Google Plus and 28% use YouTube.

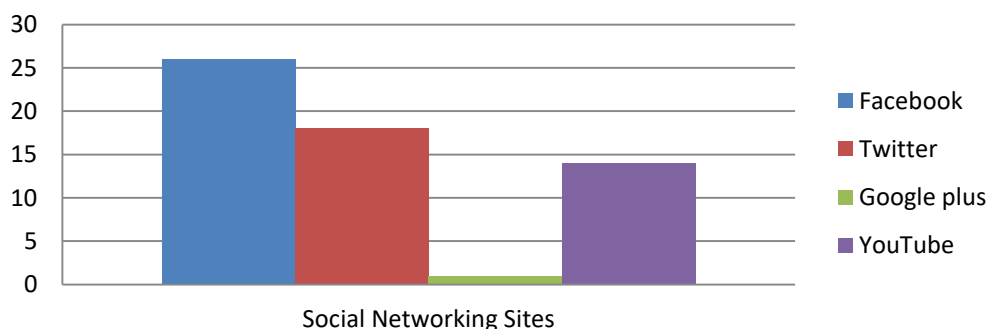


Fig2: Number of academic library user

**6.0 Indian Scenario:**

In Indian scenario, Facebook and twitter has million numbers of user but the academic libraries are not too much active in sharing data via social networking sites.

**7.0 Conclusion:**

In the present days the user of the libraries and usage of the library's collection are decreased day by day. So we have to think differently and get to know what the users want. Now most the user are connected to the social networking sites, so we can also move towards social networking sites for providing and promoting our services. We can also provide the reference service through social network sites. In this internet era we have to walk with technology as well as tradition.

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