University Libraries of Pakistan, Application of Social Media to Market Library Sources and Services

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Abstract

Purpose –The basic purpose of this paper is to find out the librarians perceptions, skills, most effective and constrains to use social media for the marketing purposes in the University libraries and to examine how these libraries perceive the importance of social media marketing.

Design/methodology/approach –A nation-wide online survey on University libraries in the Pakistan was conducted to flourish this study, and a total number of 161 responses were used to analyze collected data.

Findings –This study revealed the application of social media in university Libraries is very high .The results also disclosed that University libraries observe social media as a substantial tool to increase marketing of library sources and services anticipate to increase their use.

Practical implications –The findings of this study can help as a parameter for University libraries when engaging social media for marketing purposes in their libraries.

Originality/value –This study calculated the present situation of social media use for marketing in the University Libraries environment, a background that has been under-study in the literature, from these perspectives: perceptions, Skills, effectiveness, practices and constrains

Keywords: University libraries, marketing, library sources and services, Social media, Facebook, Whatsapp

Paper type: Research paper

Introduction

Social Media provide an innovative and effective way of connecting users. Features of Social Media enable users to generate interpersonal connections based on common grounds. Social Networking Sit's (SNS), such as Friendster, LinkedIn, MySpace and Facebook, Blinklist, Digg, Habbo, hi5, Tagged, Orkut, Flixter, Netlog, YouTube, Wikipedia set up personal communities, allow users to make persistent comments on the profiles of their friends and send private messages. Sachin[19] SNSs (Social Networking Sites) are becoming more relevant as information sources for travellers. He finds out how important social networking spaces in libraries are. The number of libraries using social media to sell library resources and services is growing. He surveyed that how respondents feel about using social media to market library resources and services. Furthermore, social media provides a virtual space for library users to access library resources and services with the assistance of librarians. The role of social media in disseminating information from one location to another is critical. Social networking is important for communicating with library users in the twenty-first century, and it allows the academic library to carry out its mission and objectives online while promoting library resources and services. According to Johnson and Burclaff's paper "Making Social Media Meaningful: Connecting Missions and Policies" presented at the 2013 ACRL conference, While 94% of academic libraries have a social media presence, mostly on Facebook, Twitter, and YouTube, only 2% of those polled have a social media policy unique to their library. Furthermore, libraries should use social media to promote their resources and products to distance learners. Sonawane and Patil [21] it portrays social media as a powerful tool for knowledge management that can

help library users and librarians create futures - possibilities, opportunities, and hope. Furthermore, social networking is a powerful new medium of communication, with the number of users on prominent social media sites increasing at breakneck speed.

Different Social networking sites use by Librarians

LinkedIn: Librarians may use LinkedIn to associate patrons with experts in their fields of interest. This forum can be used by librarians to provide specialized services such as Strategic Information Dissemination (SDI).

Twitter is a micro blogging platform used to keep staff and patrons informed of everyday events, such as regularly updated collections. This app allows users to type in short messages or status updates.

Facebook is currently the most prominent social media platform for librarians, with numerous applications such as JSTOR quest, World Cat, and many others. Interacting with users allows librarians to learn about their knowledge needs. Libraries are attempting to link some of these advanced library apps to Facebook.

Research Objectives

1. To determine the Librarian's perception about the Marketing of Library sources and services

2. To find the practices of social media on marketing of library sources and services

3. To identify the issues/Constrains about the social media application to market library sources and services

4. To assess the skills and competence needed to use social media library marketing

5. To identify the most effective SM to market library sources and services

Research Methodology

The present study was based on quantitative research design and survey method was carried to complete the collection of meaningful data from the selected population. The data has been collected using structured questionnaire. The purposive sampling was used to furnish the collection of primary data. The data has been analyzed using SPSS and other mathematical data analysis tools.

Literature Review

According to Hall [10], social media can be used for a variety of purposes in a variety of organizations, including libraries. He argued that such social media sites can be useful additions to libraries. With examples, Hall [10] demonstrated the capability of the social media concept for a variety of tasks in the information-gathering process. Many studies on social media applications in higher education have emphasized a functionalistic approach. Furthermore, Ezeani and Igwesi [9] stressed the role of librarians in enabling users to participate and provide input on programs, both of which are critical for potential engagement progress. However, it is possible to argue that, with the current pace of growth of social media and their applications, traditional and conventional library management systems would be reduced. According to Roblyer et al [18], social networking sites have been widely adopted by university students, and this opportunity may be used for educational purposes. While many studies have concentrated on the global implementation of social media marketing, a few studies have been conducted in Asian countries. Bassey [5], the aim of libraries and librarians providing library and information services is to meet the needs of their users. Library and information services are also required to not only educate but also to change attitudes. The most important requirement for successful library facilities, according to Cumber [6], is to promote a continuous enriching dialogue between the library and community by agreeing on quality goals that contribute to the maintenance or enhancement of quality standards. This can be accomplished by promoting

library and information resources. The most popular social network platforms used in academic libraries, according to Dickson and Holley [8], are mainstream websites such as blogs, wikis, social networking websites, and social bookmarking websites. Library 2.0 allows libraries to adapt and provide demand-driven services by focusing on the needs of current library users as well as non-users that the library may reach out to [12]. Staff members working in academic libraries face difficulties in promoting library resources and facilities, as Ramadevi [16] pointed out in his report. It's due to a lack of understanding of the marketing concept and a lack of library management support. Because of their relevance, web marketing strategies and related approaches would be beneficial in marketing the library's tools and information services. In this definition, Sumadevi [22] claimed that librarians should establish a proper atmosphere for keeping up with the latest information from the source to its beneficiaries in the most productive and effective manner. Amarakoon and Amarakoon [3] conducted a small study with the participation of chief librarians in university libraries in Sri Lanka on their use of social media and its use in library marketing, concluding that Facebook was the most effective platform to be used as a tool.

Data analysis

The collection of information regarding the information about the University Librarians has been collected using different university cites and also used to get information from different social networks groups e.g. whatsapp. The email addresses has been taken from the websites of different university to get possible data within the quick responses. The data was quantitatively analysed using Statistical Package for Social Science (SPSS 20.0.) For statistical analysis of the descriptive stats were employed.

Findings and Discussion

This section comprises and discusses the use of social media in university libraries in the following parameters e.g. Perception, skills, practices, effectiveness and constrains.

Do you have an idea about the marketing of Library sources and services?

Table.1 shows the opinion of the respondents where 87(54.0%) were replied "to great extent" and 73(45.3%) were showed their agreement about "some extent". Only 1(.6%) declared "not at all". It can be said that every respondents were having complete idea about the marketing.

Table.1

Idea about Marketing	Frequency	Percent
to great Extent	87	54.0
some extent	73	45.3
not at all	1	.6
Total	161	100.0

How much you are aware about Marketing of Library sources and services?

Table.2 shows that how the University Librarians are aware about the marketing of library sources and services where 61(37.9%) respondents were answered "aware" and 31(19.3%) of them replied with " Moderately aware". The respondents25 (15.5%) were further showed their opinion "Not at all" and moderately aware" respectively. 19(11.8%) respondents were replied "very much aware".

Table.2

Awareness		Frequency	Percent
	Aware	61	37.9
	Not at all	25	15.5
	Slightly aware	31	19.3
	Moderately aware	25	15.5
	Very much aware	19	11.8
	Total	161	100.0

Have the social media marketing approach been favorable in marketing of your library sources and services?

Table 3 shows the complete attitude of the respondents regarding the approach of social media in the marketing of library sources and services where 154(95.7%) were answered "yes" and only 7(4.3%) of them said "No". it can be believed most of them were having the idea of social media library marketing.

Table.3

Marketing Approaches		Frequency	Percent
	yes	154	95.7
	no	7	4.3
	Total	161	100.0

Have you ever considered using social media marketing techniques to market your library sources and services?

Table 4 shows the attitudes of the respondents to consider social media in the library marketing where 123(76.4%) were using social media to market library sources and services and 38(23.6%) were answered "No". it is obvious that majority of the respondents were using social media to promote their sources and services.

Table.4

Perception of University Librarians	Frequency	Percent
yes	123	76.4
No	38	23.6
Total	161	100.0

Attitude about the marketing of library sources and service using social media (N:161)

Table 5 shows the attitudes of University librarians towards the application of social media in the marketing of library sources and services, where librarians answered towards the future planning "Does your library allocate any specific budget to marketing library sources and services"(86%) and "Is there any personnel has been appointed or plan to appoint to manage marketing program of your library"(63%) , while some showed their opinion about YES "Does your library have proper infrastructure about using social media for marketing of library sources and services"(62%) and "Do you library is planning for marketing their library sources and services using social media"(79%). Azeeza(2017) reported the benefits of social media in libraries are e.g. boost up the communication networks ,to build knowledge flows among the

library users. Sonawane and Patil [21] address some benefits e.g. help to promote library guides'

helps to connect potential users, helps to market new arrivals etc. The complete data has been

displayed in the following table.

Table.5

Statements	Yes	No	Future	Total
Does your library allocate any specific budget to marketing library sources and services	37(22.98%)	38(23.60%)	86(53.41%)	100%
Is there any personnel has been appointed or plan to appoint to manage marketing program of your library	38(23.60%)	60(37.26%)	63(39.13%)	100%
Does your library have the staff who have expertise of social media marketing strategies	64(39.75%)	44(27.32%)	53(32.91%)	100%
Does your library have any policy for continuous marketing of library sources and service using social media	68(42.23%)	52(32.29%)	41(25.46%)	100%
Does your library publishing a booklet regarding the marketing of library sources and services through social media	81(50.31%)	42(26.08%)	39(24.22%)	100%
Do you library is planning for marketing their library sources and services using social media	79(49.06%)	49(30.43%)	33(20.49%)	100%
Does your library have proper infrastructure about using social media for marketing of	62(38.50%)	54(33.54%)	45(27.95%)	100%

library sources and services

Note: 1 (Yes) 2. No 3 (Future Planning)

The social media is the best tool to promote library resources and services effectively (N:161)

Table 6 shows the attitudes of University librarians about the most effective social media in the marketing of library sources and services, where librarians responded the most effective social media tool "Facebook"(M.1.5404) and "WhatsApps"(M.1.9068) while the respondents showed their opinion about not effective" QQ"(M.2.7516) "Delious"(M:2.5901) and "Podcast"(M.2.5901). Additionally, Iqbal [11] his findings was quite related to our findings where Facebook is most useable social media to market library products and services. He also found blogs were using to market library products and services. Adetayo and William-Ilemobola[1] found that whatsapp , Facebook , YouTube and zoom were using to market library services. Tekale and Patil [23] reported that Whatsapp and Facebook are two mostly useable social media in academic libraries. Young and Rossmann[24] reported that twitter is the best social media that are helping academic libraries to create virtual environment which helps to market library services. Rachman and Putri[15] reported that Facebook is most useable social media in Indonesian academic libraries. Quadri and Idowu[14] acknowledge that Facebook considered is the highest usable social media and Google + Myspace ranked second most useful.

Table.6

Statements	Mean	Std. Deviation
Facebook	1.5404	.81389
WhatsApps	1.9068	.97340
YouTube	1.9441	1.09686
Wikis	2.0807	1.12902
Instagram	2.0932	1.10001
slide share	2.1553	.84083
Twitter	2.1615	1.11748
Instant messaging	2.1801	1.07173
Skype	2.2174	.86383
Daily motion	2.2547	.89638
Web.2.0	2.2671	1.10543
WeChat	2.2733	1.10107
Flickr	2.3354	1.04250
Blogs	2.3540	1.08057
Library thing	2.3789	.96788
LinkedIn	2.3975	1.00175
MySpace	2.4286	1.04710
RSS	2.4969	.97548
Podcast	2.5901	.95833
Delious	2.5901	.89073
QQ	2.7516	.92216
Google +	3.7453	1.66313

Note:1. Very effective   2. Not Effective 3. Effective . 4.Mostly effective 5.Somehow effective

Issue and challenge facing University Librarians while applying social media library marketing (N: 161)

Table 7 shows the opinion of the respondents about the issues and challenges of applying social media in the marketing of library sources and services, where librarians showed their agreement about the "Lack of proper budget"(M.2.1242) and "Internal factors(finance, HRM, operational issues (M.2.1491) while the respondents identified more issues "discourages librarians from applying social media for marketing to library sources and services "(M.2.1739).Ramzan and Singh[17] reported ICTs adoption in Pakistani Libraries facing problems which are lack of training and lack of proper funding are the most prominent problems for librarians. Arif and Mehmood [4] found lack of internet facilities were the most well-known problems in adoption of web 2.0. Chitumbo and Chewe[7] found limited internet, poor Connect, lack of awareness, Too many social media to explore and lack of proper policy were the major problems while adopting of social media in libraries. Sonawane and Patil[21] reported some of the issues which are preventing the use of social media in libraries e.g. limited funds, technological expertise, lack of training of staff, technophobia and lack of awareness and Rachman and Purti[15] Lack of awareness, lack of funds and lack of human resources are the main constrain preventing the use of social media in Indonesian academic libraries.

Table.7

Statements	Mean	Std. Deviation

Lack of proper budget	2.1242	1.17131
Internal factors(finance, HRM, operational issues	2.1491	.99506
discourages librarians from applying social media for marketing to library sources and services	2.1739	1.12119
External factors(competition, technology, standards, policy	2.1801	1.09481
Too many social media to learn	2.1863	1.10230
Lack of authority support	2.2298	1.18979
Lack of Proper planning of marketing	2.2484	1.15667
Branding designing the services	2.2547	1.13070
Difficult to cope with the fast growing websites/social media	2.3106	1.18446
Technophobia (fear of using technologies)	2.3230	1.18639
Lack of support from higher education commission	2.3230	1.18639
Promotion skills	2.3478	1.17399
Library management does not support librarians offering marketing library sources and services using SNS	2.3540	1.19064
Librarians do not have the necessary skills for marketing of	2.3727	1.24910
Lack of proper training about marketing of library sources and services	2.3727	1.16630
No idea of market research	2.3851	1.15684
Lack of interest to use social media for marketing sources and services	2.3913	1.16283
Language barriers	2.4037	1.25688
Lack of proper interaction with other LIS professionals regarding	2.4037	1.17993

Marketing of library sources and services		
Marketing of library sources and services because they are afraid of commercial publicity	2.4099	1.19097
Communication skills	2.4099	1.22715
Librarians are confused about the term marketing/Library marketing using SNS	2.4472	1.18269
Marketing strategy	2.4783	1.18894
Attitudes of library users	2.5280	1.31844
No idea of Marketing survey	2.6025	1.26135

Note:1 agree 2. Strongly agree 3. Neutral 4. Disagree 5. Strongly disagree

Skills and Knowledge needed to Apply Social Media Marketing of Library Sources and Services (N: 161)

Table 8 shows the opinion of the University Librarians regarding the about the skills and knowledge of applying social media in the marketing of library sources and services, where librarians showed their agreement about the "to know the marketing planning"(M.1.5155) and "ability to analyze user's feedback"(1.5217) while the respondents showed their opinion about less agreement about the skills and knowledge "to know marketing research"(M.1.8137) , "Marketing strategy"(M.1. 7329)and "communication skills"(M.1.7019).

Table.8

Statements	Mean	Std. Deviation
To know the marketing planning/plan	1.5155	.59272
Ability to analyze user's feedback	1.5217	.58188
Ability to get feedback from user's	1.5280	.59226
Knowledge about users' needs	1.5404	.61231
Knowledge about user's perception	1.5652	.64014
Understand technological changes existing and emerging technologies	1.5652	.59982
Effective team work	1.5714	.57787
Ability of technological knowledge	1.5963	.62629
Ability to sell/promotion idea/library sources and services	1.6025	.63521
Vision to change traditional service to online service/virtual services	1.6087	.64395
Increased strong interpersonal relations	1.6211	.64172
Flexibility and adaptability in attitudes	1.6211	.63190
Promotion skills(collaboration, ownership, efforts)	1.6273	.64051
Communication skills	1.7019	.70573
Marketing strategy	1.7329	.73958
To know marketing research	1.8137	.95003

Note: 1. strongly agree 2. Agree 3. Neutral 4. Disagree   5. Strongly Disagree

Social media Practices for Marketing of Library Sources and Services in University Libraries of Pakistan (N: 161)

16 | P a g e

Table 9 shows the opinion of the respondents regarding the about the practices of social media in the marketing of library sources and services, where librarians agreed about the "Libraries can promote services, collection, events, resources by using Social media "(M.1.5217) and "Create Facebook pages to enable their users to search library activities"(1.5652) followed by the statements "Publicize new acquired material and service alerts through Social media"(M.1.5714) , "Instant messaging for chat reference assistance"(M.1. 5901) and "Twitter for communication with their users"(M.1.5963). The complete data has been displayed in the following table.

Table.9

Statements	Mean	Std. Deviation
Libraries can promote services, collection, events, resources by using Social media	1.5217	.55999
Create Facebook pages to enable their users to search library activities	1.5652	.55658
Publicize new acquired material and service alerts through Social media	1.5714	.57787
Instant messaging for chat reference assistance	1.5901	.60696
Twitter for communication with their users	1.5963	.62629
YouTube can be used to share videos conferences, workshops and library events	1.6025	.60497
Social bookmarking web sites to tag and develop online catalog of library resources	1.6087	.60388
RSS and Blogs as a tools for promoting distance learning	1.6273	.58970

Blogs to keep current with developments in the field of librarianship	1.6398	.64762
Slide Share can be used for sharing presentations	1.6522	.72682
LinkedIn for sharing professional experiences, skills and interests	1.6770	.62851
Wikis for collaboration and sharing of work	1.7205	.68201
Flickr/Picassa to upload library images	1.7516	.61269

Note: 1. strongly agree 2. Agree 3. Neutral 4. Disagree   5. Strongly Disagree

Conclusion

Social media are playing a twin role in the libraries and information centers and on the basis of these facts the present study was carried out to target University Libraries of Pakistan and the present research made numerous assistances to the literature and specially the university libraries. This study found the most effective social media to apply in university libraries to market library sources and services. Chakrabarti[6] reported that using social media by libraries would create virtual learning environment to bring library uses at one place. Alkindi and Al-suqi[7] acknowledged that web 2.0 is the SM tool to make understand library users it importance The most productive social media such as Facebook, whatsaspp, YouTube, wikis were found most useable social media in the university libraries. The university Librarians identified that Facebook and whatsapp is the most effective tool to market library sources and services. Shah & Khan [20] identified the Facebook and twitter is the most productive social media in academic libraries of north India. The university libraries of Pakistan has been surveyed and asked about the issues and challenge while adopting the social media in the marketing so these challenges are lack of proper budget, Internal factors(finance, HRM, operational issues and so one. At the same

way Adewoyin , Onuoha and Ikonne[2] found erratic power supply and lack of finance are the most well-known constraints in Nigerian University Libraries. Sonawane and Patil[21] reported some of the issues which are preventing the use of social media in libraries e.g. limited funds, technological expertise, lack of training of staff, technophobia and lack of awareness and Rachman and Purti[15] Lack of awareness, lack of funds and lack of human resources are the main constrain preventing the use of social media in Indonesian academic libraries. These issues and challenges of using social media in Pakistani university libraries should be removed until will not let libraries to market their sources and services. The numbers of skills and knowledge using social media have been find out in university libraries to market their sources and services where To know the marketing planning/plan and Ability to analyze user's feedback are the most well-known skills which were identified by the university librarians.

This study was limited to the university libraries of Pakistan where authors have suggest for future research is to change the study population and from university to public libraries and as well as academic libraries of capital city as well as five provinces of Pakistan

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