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What is the relationship between marketing of library sources and services and social media? A literature review paper

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Introduction

Today, information and communication technologies (ICTs) and associated tools have modernized library services and made it possible to create a virtual environment for library users. On the other hand, social media has had a great impact on library sources and services to make them available for remote customers. The prime objectives of the present case study are to determine the usage, impact, issues and challenges about the use of social media for marketing library sources and services. In some cases, even with the potential positive impact, libraries are facing too many problems in using social media to market their sources and services, such as lack of proper budget, lack of skills and knowledge and lack of interest from library staff. In this review, our purpose was to determine the relevancy of social media library marketing, identify the benefits of using social media for library marketing and review various issues and challenges. This paper can provide insights for libraries and librarians looking to adopt social media marketing of their resources and services to targeted customers.

## Individuals, libraries, and social media

Libraries are nonprofit organizations, and their mission is to provide services without any charges or fees. Libraries are always considered as a social center known for making the environment healthy for learning. The use of social media today, such as Facebook, Twitter, WhatsApp and We Chat, helps connect people to one another for sharing ideas, thoughts, feelings and emotions. Jadhav (2014) expressed that social media is particularly popular among young people using a computer or mobile device. Sonawane and Patil (2015) added that social media can provide a platform for libraries to promote their resources and services to remote users. Kumar (2015) describes how library professionals have identified the need of social media to interact with their user communities. Social media provides both benefits and advantages for librarians to promote their resources and services (Olajide and Alao (2016).

Social media is predominant today, and every third person is using social media to promote their own interests. Kumar (2013) investigated that library professionals are becoming more familiar with social media and the need for marketing policies and planning. According to Kotler (1985) "Marketing is the analysis, planning, implementation, and control of carefully formulated programs designed to bring about voluntary exchanges of values with target

Figure 1. *Illustrate the overall core concepts of marketing from user demands, needs and wants*

CORE CONCEPTS OF MARKETING:

Source: https://marketinglessons.in/core-concepts-of-marketing-philip-kotler-summary/
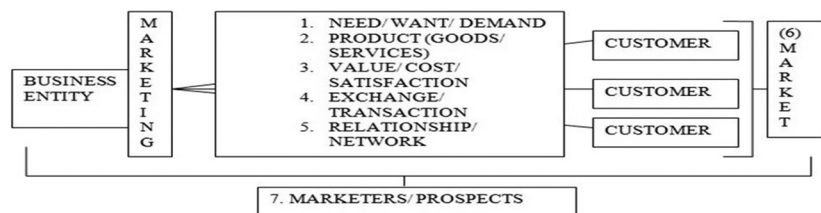
Table I.

Difference between the traditional and social media marketing

Traditional marketing	Social media marketing
Time consuming	Time-saving
expensive	Cost effective
Monotonous	Exciting and stimulating
Limitation to reach community	Reachable to the community instantly
Static	Creative
Limited means for marketing	A range of social media channels for marketing
Allows little or no interaction with user community	Brings librarians closer to user and vice versa
One-way	Collaborative
Passive	Interactive
Time-bond	No time limitation
Source: Jain (2014, p. 3)	

markets for the purpose of achieving organizational objectives." This paper highlights the impact of social media, benefits of social media in library marketing, comparison between traditional marketing methods, issues related to social media library marketing and other influential benefits (Figure 1).

Table I illustrates the comparison between traditional and social media marketing.

Review of social media marketing and libraries

Several studies have been done so far in this area, where each researcher may have a different understanding of social media and libraries but to some extent, agree with each other about the importance, impact, use, role and issues of using social media in libraries. AlKindi and Al-Suqri (2013) identified web 2.0 as the framework for social media tools. They applied qualitative research designs and selected 20 library websites. Their study focused on selected public libraries and their use of social media. They analyzed and revealed through this study that most of these libraries are using Facebook for marketing, promotion and outreach. Phillips (2015) addresses how the use of Facebook can be used to reach out to young adults.

Kenchakkanavar (2015) noted that Facebook and Twitter are major innovations of the twenty-firstst century for academic libraries. Academic libraries understand the repertoire of digital tools and virtual learning environments and are willing to use them to accommodate the needs of their clients. Idiegbeyan-ose et al. (2016) demonstrated the positive perception of social networking sites among library professionals in Nigeria. Shinde (2016) addresses how social media applications bring together all

stakeholders at one place to use library sources and services. Huang et al. (2015) mentioned the interaction between libraries and library users with Facebook as the best way to interact with library users in English native countries. Additionally, social networking sites are helping library users to make interaction with the librarians and interact with native or international language that may be helpful for them to get their information quickly.

Verma (2015) finds that the use of social media is more effective if library professionals get some skills and knowledge regarding the use of the social networks in their respective libraries. Sonawane and Patil (2015) mentioned that social media provides a direct line to library users to interact with the library and fulfill its information needs. Chu and Du (2013) added that social media is a useful tool for academic libraries to help library staff in promotion to remote users. Gupta et al. (2015) investigated the perception and use of social media among library staff. They found that social media can play a massive role to build bridges between library users and the library.

Social media is a better choice to reach out to remote library users from isolated locations. A'dillah Mustafa et al. (2016) asserted that Facebook is a major promotional tool. It is obvious that social media is having a massive impact on libraries to maximize their services. Shinde's (2016) study also demonstrates how the use of social media for libraries is positive. Sachin (2014) identified some of its major impacts, e.g. social media will help to interact with latent customers/clients, social media will help instruct individuals to use the library at any time and promote lifelong learning and how social media can help users to create, contribute and disseminate information. Shawarudin and Baba (2018) address that social media has a great impact on library management and enhances the role of the library.

There are a number of factors related to the use of social media in different libraries and for different purpose. Andyburkhardt.com (2019) highlighted some of the reasons why social media in libraries are used with library clients using Facebook, Twitter and other social tools and to get feedback from

library users. Using social media to understand library values and missions and learn about concerns in using the library. forums.techsoup.org (2019) and Omeluzor *et al*. (2016) helps the library to advertise and follow latest library development and can also be helpful to provide reference and information services. This will help to create a platform to engage library users to get connected to the library services. They added that Facebook is one of the friendly social media that can be helpful to enhance the understanding of the library user's needs and demands and also enhance library visibility.

Jose and Bhat (2007) addressed the many factors that cause the need for marketing of library sources and services. The authors mentioned how marketing can motivate library users and enhance the library's image. Shinde (2016) draws some basic purposes of using social media in the marketing of specific services, to make library resources more accessible, to disseminate library news and to create a virtual discussion space at virtual among library users and librarians.

Sachin (2014) indicated some of the key issues and problems that can create drawbacks and challenges to the use of social media library marketing, such as lack of proper infrastructure, lack of knowledge on how to apply marketing best practices, lack of proper training and skills, lack of coordination among management and library staff and issues related to the reluctant use of new technologies by librarians. Intahchomphoo *et al*. (2016) identified some of the issues related to social media in law libraries that is virtual confidentiality, technological issues/ ICTs issues and quality of information and choice of content. Shinde (2016) mentioned skills needed to use social media effectively, copyright issues, limited budgets and bilingual or multilingual issues. Chen *et al*. (2011) addressed other challenges such as, privacy, etiquette and limits of some functionality of social media. Bhardwaj and Jain (2016) identified financial constraint as the biggest obstacle. Muruli and Kumar (2013) found awareness among many Library and information sciences communities was weak. Added to this are slow internet bandwidth, policies, security

concern, intellectual issues and electrical failures. Chakrabarti (2016) noted as major challenges, the lack of knowledge about social media use among library users, privacy, user reluctance, insufficient budget, lack of professional training and low interest of librarians.

Concluding remarks

Social media may be the biggest revolution of user interaction at present. Social media helps the libraries to build virtual learning zones to promote and increase the use of the library. Chakrabarti (2016) agreed that social media and libraries can make possible hybrid opportunities for bringing together digital and physical learning atmospheres. Shafawi and Hassan (2018) mentioned that the first and foremost use of social media in libraries is as a platform for user engagement and, according to Xia (2009), for creating online customer service centers. In summary, social media marketing is critical for libraries in the promotion of their resources and services in the ever-expanding virtual environment.

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