

## SOCIAL NETWORKING AS A TOOL FOR MARKETING LIBRARY SERVICES

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### **ABSTRACT: -**

The purpose of this study to discover the use of Facebook for marketing library services. Facebook provide a platform to promote and marketing library services over Internet. In this era social networking is very popular among all section of society and to connect people. In this modern era libraries are using as social networking platform for promoting, marketing their services, while connecting each other their users and to provide latest information and facilities.

**KEYWORDS:** Facebook, Social Networking, Library Services, Marketing.

### **INTRODUCTION**

In the modern age Social Networking Sites are a boon for the internet users. Sites such as Facebook, Myspace etc. are very popular among all age groups and considered very useful as a marketing tool. Many organizations, marketing companies, libraries, universities etc. are using Social Networking Sites to promote their products and services.

### **FACEBOOK**

Facebook, the most popular Social Networking Site was started by Mark Zukerberg in 2004 while he was a student of Harvard University. This site provides the facility to its users to connect and share with family and friends online. Anyone can join Facebook on a single click with a valid e-mail

address. Presently Facebook has approximately a billion users all over the world. Facebook can be used for a variety of purpose such as:

- For exchanging thought and information
- For sharing own views, ideas, news, event etc.
- For Marketing
- For sharing images etc.

### **LIBRARIES AND FACEBOOK**

Like other departments, libraries are also using Facebook for exchanging information, communication, marketing, and advertising their collection and services. Now days Librarians have indeed explored Facebook in a variety of creative ways including personal librarian's Facebook profile, Facebook groups

and Facebook page. Marketing library service has always been a major interest of libraries. Through marketing strategies libraries can expect to improve its visibility and image and can attract more users to utilize its material and services.

### OBJECTIVES

In order to understand the importance and usage of Facebook by libraries for marketing their services, the present study was undertaken. The objectives of the study were:

- To explore how libraries use Facebook for marketing their services.
- To find out how libraries use Facebook page for enhancing their services.
- To see how libraries connect with the users for marketing their services through Facebook.
- To understand the pattern of Facebook use for many types of services by libraries.

**LIMITATIONS:** After preliminary study, it was found that use of Facebook by Indian libraries is very low. Thus the present study incorporated those libraries outside India which were found to be using Facebook for marketing their services. As annexed 5 Public, 5 National and 5 Academic Libraries were selected for study.

### METHODOLOGY:

15 libraries using Facebook as a tool for their marketing services were randomly selected. The data was collected between December 1, 2013 and January 20, 2014(50days). Each library was observed at 6 P.M. for 50 days to review their wall posts. Various types of posts were categorized under different heads such as:

1. **Library Services:** containing posts related to Library Services, New Technology, Job Opening etc.
2. **Library Activity:** related to exhibition, event, competition, movie, workshop etc.
3. **Library Collection:** contained information about New arrivals, Manuscripts, Newspaper, book etc.
4. **Greetings:** containing posts related to wishes.
5. **Notice:** where information related to library holidays, services standard, library timing etc. were posted
6. **Image** contained various images posted by libraries
7. **Current Information:** Day to day National and International affairs.
8. **General Information:** related to birthday information, general posts.
9. **Thanks/congrats:** containing thanks/congrats posts.

**SECTION (A)****Five public libraries****Table: 1 Average No. of Posts in Five Public Libraries**

Sr. No.	Name of the Library	No. of Posts	Percentage % N=162	Number of Days	Average posts for 50 days
1	New York Public Library (NYPL)	07	4.32	50	0.14
2	Johnson Public Library (JPL)	26	16.04	50	0.52
3	Oak Park Public Library (OPPL)	41	25.31	50	0.82
4	Saint Paul Public Library (SPPL)	41	25.31	50	0.82
5	Cleveland Public Library (CPL)	47	29.02	50	0.94
	<b>Sub Total</b>	<b>162</b>	<b>100</b>	<b>250</b>	<b>3.24</b>

library had maximum number of posts in 50 days of study i.e. 29.02% followed by Oak Park Public Library and Saint Paul Public Library having 41 (25.31%) posts each.

The lowest number of posts was found on the Facebook page of Newyork Public Library i.e. 07(4.32%). It is quite surprising to note that Newyork Public Library, though very popular and big public library, used Facebook to a minimum level.

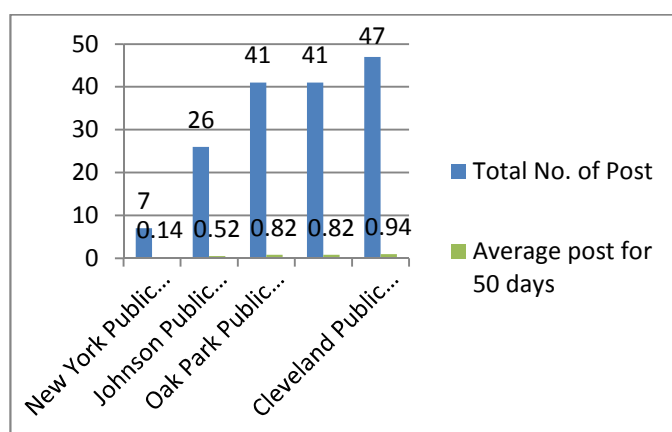
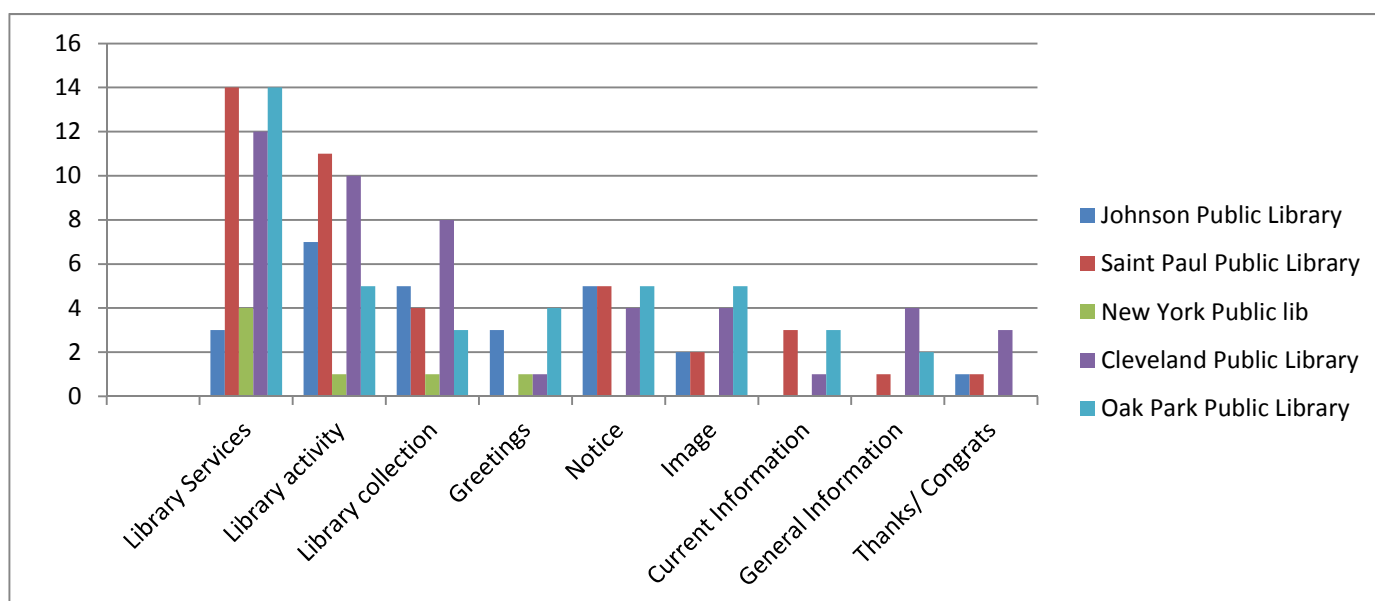


Table-1 Shows the number of posts of 5 public libraries on their Facebook page. Cleveland public

**Table : 2**  
**Posts of Public Libraries**

S.No.	Sub Categories	JPL		SPPL		NYPL		CPL		OPPL	
		Posts	% N=26	Posts	% N=41	Posts	% N=7	Posts	% N=47	Posts	% N=41
1	Library Services	3	11.54	14	34.14	4	57.13	12	25.53	14	34.14
2	Library activity	7	26.92	11	26.82	1	14.29	10	21.28	5	12.2
3	Library collection	5	19.23	4	9.76	1	14.29	8	17.02	3	7.32
4	Greetings	3	11.54	0	0	1	14.29	1	2.13	4	9.76
5	Notice	5	19.23	5	12.2	0	0	4	8.51	5	12.2
6	Image	2	7.69	2	4.88	0	0	4	8.51	5	12.2
7	Current Information	0	0	3	7.32	0	0	1	2.13	3	7.32
8	General Information	0	0	1	2.44	0	0	4	8.51	2	4.86
9	Thanks/ Congrats	1	3.85	1	2.44	0	0	3	6.38	0	0
	Sub Total	26	100	41	100	7	100	47	100	41	100



As is evident from table2, various posts of public libraries were categorized under different heads. Out of five libraries except Johnson Public Library all the four were found to be putting posts related to libraries the most. Johnson Public Library used Facebook for posting on the wall library activities to the maximum extent.

Thus it can be said that most of the public libraries post, library activities and information about their services on their wall.

## Section (B)

Table -3 Average Number of Posts in Five Academic Libraries

S.No.		Total No. of Posts	Percentage % N=105	Number of Days	Average Posts for (1.5) months
1	Yale University Library(YUL)	36	34.29	50	0.72
2	Cornell University Library (CUL)	13	12.38	50	0.26
3	Harvard Law School Library (HLSL)	11	10.48	50	0.22
4	U S San Diego Library(US SDL)	26	24.76	50	0.52
5	Virginia University Library (VUL)	18	18.14	50	0.36
	<b>Sub Total</b>	<b>105</b>	<b>100</b>	<b>250</b>	<b>2.10</b>

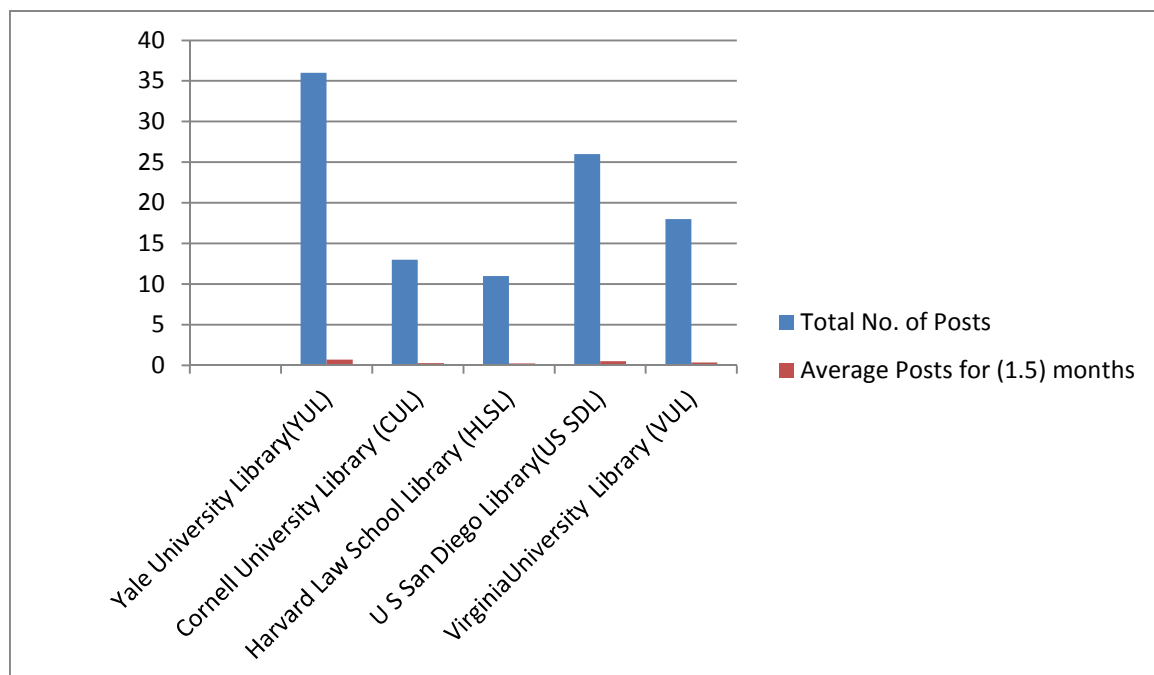
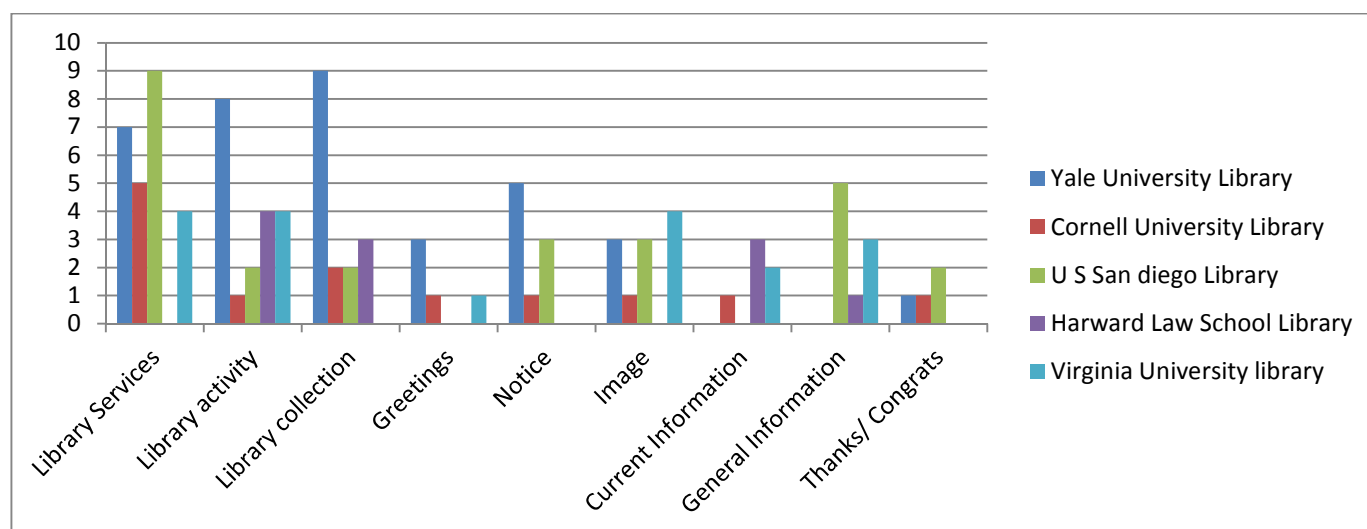


Table-3 shows posts of 5 Academic Libraries on Facebook page. It is observed from the table that Yale University Library had maximum average number of posts in 50 days i.e. 36(34.29%) followed by US San Diego Library (24.76%) Virginia University Library (18.14%) and Cornell University Library (12.38%). The lowest average number of posts was found on the Facebook page of Harvard Law School Library i.e. 10.48%.

It is clear from the table that Harvard Law School Library uses Facebook page the least for marketing their services through Facebook. On the contrary Yale University Library uses Facebook to the maximum extent.

**Type of Posts**  
**Table -4 Posts of Academic Libraries**

S.No.	Sub Categories	YUL		CUL		US SDL		HLSL		VUL	
		Posts	% N=36	Posts	% N=13	Posts	% N=26	Posts	% N=11	Posts	% N=18
1	Library Services	7	19.45	5	38.47	9	34.62	0	0	4	22.22
2	Library activity	8	22.22	1	7.69	2	7.69	4	36.36	4	22.22
3	Library collection	9	25	2	15.39	2	7.69	3	27.27	0	0
4	Greetings	3	8.33	1	7.69	0	0	0	0	1	5.56
5	Notice	5	13.89	1	7.69	3	11.54	0	0	0	0
6	Image	3	8.33	1	7.69	3	11.54	0	0	4	22.22
7	Current Information	0	0	1	7.69	0	0	3	27.27	2	11.11
8	General Information	0	0	0	0	5	19.23	1	9.10	3	16.67
9	Thanks/ Congrats	1	2.78	1	7.69	2	7.69	0	0	0	0
	Sub total	36	100	13	100	26	100	11	100	18	100

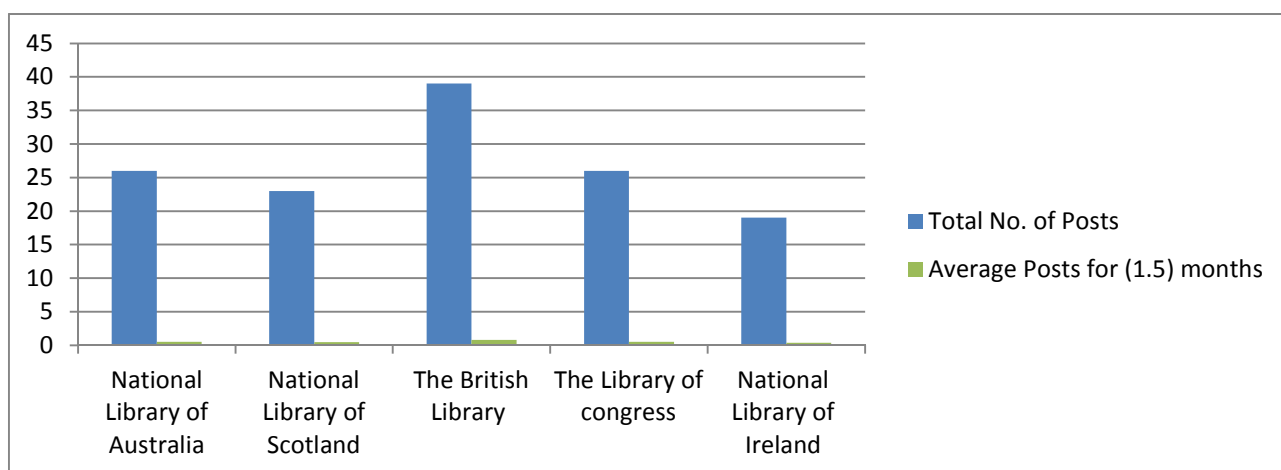


It is clear from the table that in the academic libraries selected most of the wall posts of Yale University Library were related to library services, activities and collection and Yale University Library used maximum Facebook for library marketing. In US San Diego Library, maximum posts were related to library services i.e. 34.62% and general Information i.e.19.23%. Out of the academic library only Harward Law School Library use maximum Facebook for sharing current information and also use for activity and collection i.e.36.36% and 27.27% respectively. Maximum wall posts of Cornell University Library were related to library services and collection and Virginia University Library having wall posts related to library services, activity and images posts i.e. 22.22% each.

## Section (C)

Table -5 Average number of posts in five National Libraries

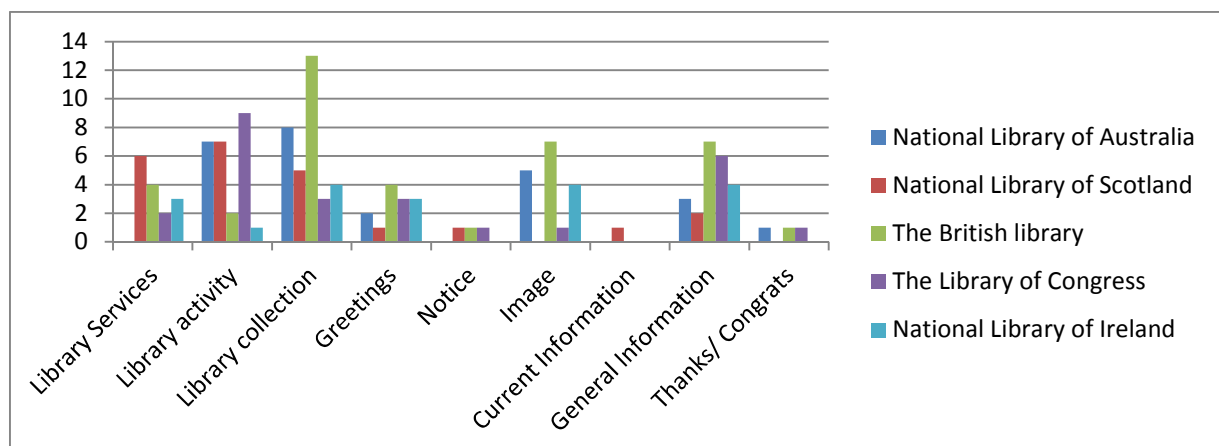
S.No.	Name of the Library	Total No. of Posts	Percentage % N=133	Number of Days	Average Posts for (1.5) months
1	National Library of Australia (NLA)	26	19.55	50	0.52
2	National Library of Scotland (NLS)	23	17.29	50	0.46
3	The British Library(BL)	39	29.32	50	0.78
4	The Library of congress (LC)	26	19.55	50	0.52
5	National Library of Ireland (NLI)	19	14.29	50	0.38
	<b>Sub Total</b>	<b>133</b>	<b>100</b>	<b>250</b>	<b>2.66</b>



As is evident from the table 5 that the British Library was found to be using Facebook to a maximum extent i.e. 29.32%, followed by National Library of Australia and The Library of congress having 19.55% posts each. National Library of Ireland used Facebook to a minimum i.e. only 14.29%.

**Type of Posts**  
**Table – 6 Posts of National Libraries**

S.No.	Sub Categories	NLA		NLS		BL		LC		NLI	
		Posts	% N=26	Posts	% N=23	Posts	% N=39	Posts	% N=26	Posts	% N=19
1	Library Services	0	0	6	26.08	4	10.26	2	7.69	3	15.79
2	Library activity	7	26.92	7	30.43	2	5.13	9	34.62	1	5.27
3	Library collection	8	30.77	5	21.74	13	33.33	3	11.54	4	21.05
4	Greetings	2	7.69	1	4.35	4	10.26	3	11.54	3	15.79
5	Notice	0	0	1	4.35	1	2.56	1	3.85	0	0
6	Image	5	19.23	0	0	7	17.95	1	3.85	4	21.05
7	Current Information	0	0	1	4.35	0	0	0	0	0	0
8	General Information	3	11.54	2	8.7	7	17.95	6	23.06	4	21.05
9	Thanks/ Congrats	1	3.85	0	0	1	2.56	1	3.85	0	0
	Sub total	26	100	23	100	39	100	26	100	19	100



As is evident from the table-6 that out of five academic libraries, The British Library contain maximum wall posts i.e. 39 and maximum posts were related to library collection i.e.33.33% in all selected academic libraries followed by National Library of Australia. In the sub category library activity, Library of congress having maximum posts followed by National Library of Australia and National Library of Scotland i.e. 7 each.

It is also clear from the table, only National Library of Scotland using Facebook for sharing current information.



**FINDINGS:** The findings of the present study are:

- The type of posts varies from library to library.
- All subcategories and related posts were not found to be similar.
- Out of five Public Library selected, Cleveland Public Library is using Facebook the most for marketing their services and it also had maximum wall posts.
- In the subcategory, Oak Park Public Library and Saint Paul Public Library had highest percentage of wall posts related to library services.
- Among National Libraries selected for the study, The British Library was found to be using Facebook the most for marketing their services and it also had maximum posts.
- The British Library had maximum wall posts in library collection subcategory.
- Among National Libraries, only National Library of Scotland had one post related to current information subcategory.
- National libraries were not found to be interested in sharing current information.
- Among Academic Libraries, The US San Diego Library had maximum wall posts in subcategory of library service and Yale University Library had maximum wall post in Library Collection subcategory.
- The Public libraries are using Facebook the most for marketing their services as

compared to Academic and National Libraries.

### **CONCLUSION:**

It can be concluded that Facebook is a very popular platform for information dissemination and marketing. This study focused in to the use of social networking by all 15 libraries. It found that most of the Public Libraries used Facebook very effectively for marketing their services as compared Academic and National Libraries. The libraries are using Facebook for providing information related to various heads i.e. Library services, Library Activity, Library Collection, Current information etc. In this study it also finds that there is some difference in Facebook used in libraries in amount of wall post, percentage of wall posts, photos, and content in wall. Facebook provide a platform where the libraries can promote their library service marketing. Facebook is a very popular social networking platform. Library service marketing is very important task but it is not a easy work in the present technology era. It has been a tough task or a challenge for libraries to promote scholarly communication through Facebook. It's want more participation with library and their users.

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  6. Yale University Library(YUL)
  7. Cornell University Library (CUL)
  8. Harvard Law School Library (HLSL)
  9. U S San Diego Library(US SDL)
  10. Virginia University Library (VUL)
  11. National Library of Australia (NLA)
  12. National Library of Scotland (NLS)
  13. The British Library(BL)
  14. The Library of congress (LC)
  15. National Library of Ireland (NLI)

**Annexure: Public Libraries, Academic Libraries and National Libraries:**

1. New York Public Library(NYPL)
2. Johnson Public Library(JPL)
3. Oak Park Public Library (OPPL)