

# Usefulness of Social Media in the Marketing of Library Sources and Services in University Libraries of Pakistan

**Professor: Dr.Tang Zhiwei,**

School of Political Science and Public Administration, UESTC CHINA

tangzw@uestc.edu.cn

**Muhammad Anwar, PhD scholar**

School of Management and Economics UESTC, China

muhammad\_anwar76@yahoo.com

**HossinMd Atlab**

School of Management and Economics,UESTC,China

## 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. SPSS used to analyze the collected data.

**Findings** –This study revealed the usefulness 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 increasing 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

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## Introduction

Social media and its related media of communication have changed the course direction of library professionals. The paradigm shift of 21<sup>st</sup> century has created problems that encountered library professionals to build flexible environment. These problems have changed the thinking of library professionals how to handle the forth coming issues which interrupt the library organization.in addition, social media is known as the power of communication that is leading

the world into flexible environment. Social media are providing flexible platform to market the library services (khan and Bhatti, 2012). Furthermore, social media offers library community to reach the targeted customers and make library services promoted. Athukorala(2018) as a means of providing services and disseminating resources among user groups, companies are turning to social media platforms. Additionally, Libraries are giving too much significant to the social media where they can easily promote their sources and services. It allows individuals and organizations to communicate directly and in real time with their coworkers and customers. Bichi(2020)Slowly but steadily, SM was adopted and used for library promotion and service provision. Additionally, now days, social media is considered as integral part of library. Sachin (2014) SNSs (Social Networking Sites) are becoming more relevant as information sources for travellers. Moreover, social media are the best channels of information delivery.As communication facilities become cheaper and more widely accepted, social networking will become not only regional and national, but also international in nature. Librarians will only profit from the capacity of social media networks for knowledge sharing in academic libraries if they are aware of its (Tofi, 2020).social media are making things possible for libraries to engage their customers to fulfill their needs. Social networking sites, according to Gupta, Gautam, and Khare (2015), have emerged as a very interesting and important tool for libraries.

### **Library and Information Resources and Services**

According to Akporhonor and Olise (2015), librarians who use social media to support library resources such as lending, referral, reference, technological, indexing, abstracting, and user education are more likely to do so or library materials such as books, CDs, VCDs, journals, newspapers, yearbooks, charts, dictionaries, and internet-based tools, to name a few examples. This is because librarians in libraries that use social media for professional reasons are letting users know what they have to give, what they are doing, what tools and programs they have to offer, and what they can offer to their users in the long run. Edewor, Okite-Amughoro, Osuchukwu, & Egereajena (2016) Reference, referral, circulation, interlibrary loan, Selective Dissemination of Material (SDI), bibliographic information, abstract and indexing are examples of marketable information-based goods and services throughout the library Services in custom research and creation, current knowledge, readers' advisory, and information literacy. These sources and services would be market to the library users where these can be accessed. Libraries and information centers have begun to recognize that marketing information products and services is an important part of administration, especially as a way to improve user satisfaction and promote the use of services by current and potential users, according to Jestin and Paraweshari (2005) Three major factors, namely the knowledge boom, the technological transition, and rising library prices, have prompted the library profession to adopt a marketing strategy in its operations and services.

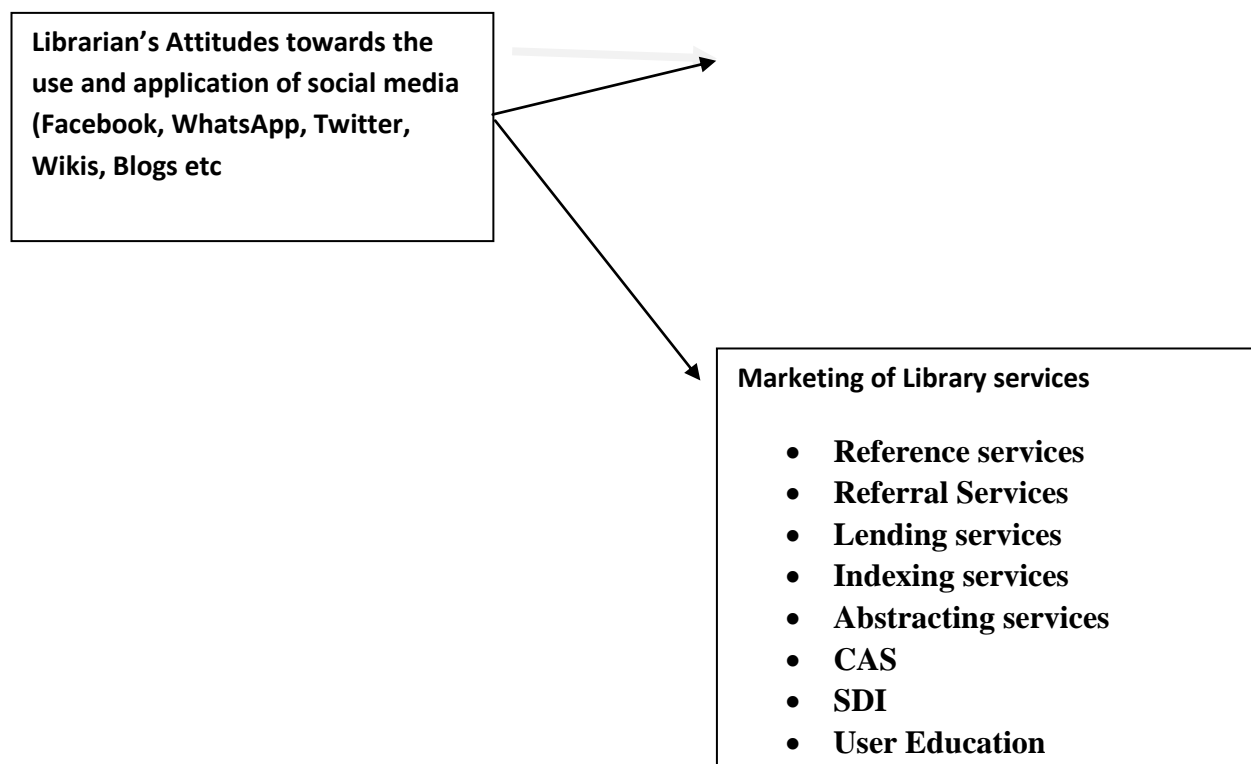
### **Conceptual Framework**

**Independent Variables**

### **Dependent Variables**

#### **Marketing of library resources**

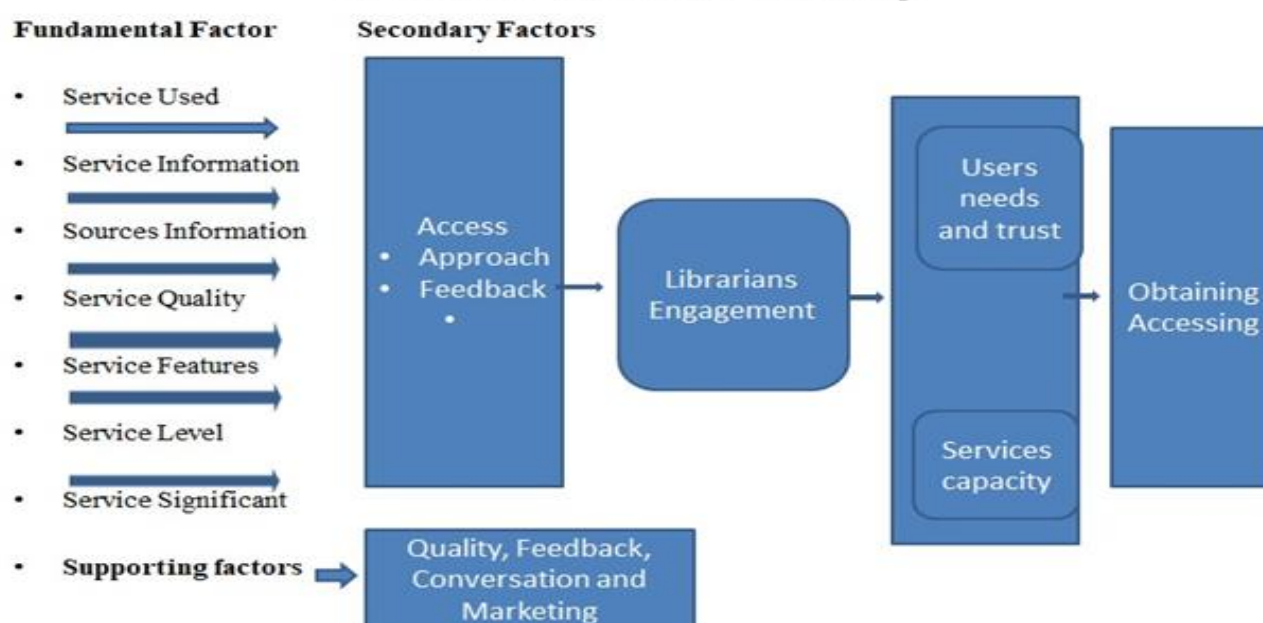
- **Books**
- **Serial Publications**
- **Internet resources**
- **Geographical sources**



The framework model provides an idea “usefulness of social media to marketing of library sources and service at university level. It explains how used variables of the present study interact with the other variables. it describes the university librarians applying social media like Facebook, what Sapp, twitter, web.2.0 , RSS, YouTube, Wikis, blogs and Flickr to market library sources and services. The independent variable for this study is university librarians apply social media while dependent is marketing of library sources and services.

In the given model the university librarians applying or using social media to market their sources and services like book, serials publication and services like reference service, referral services, lending services, SDI, CAS, ILL, and others sources and services. the university librarians use to social media to promote/ market their sources services because they want to bring awareness to their users what the library has and what the library is offering to their potential library users.

## Factor Relationship



A Websites and applications that enable users to create and share content or to participate in social networking. Social networking is playing their parts to bring all the users at one spot where they can easily communicate themselves. The social networking is diverse usage and different purposes it can be joint venture. Social networking sites enable the users to communicate freely and share information to each other. Additionally, social networking is brand new tool for libraries to accommodate its potential users and provide the services effectively.

### Social media tools/Platforms

A social media tool is web based technology that enables the development, deployment and management of social media solutions and services. The social media provides a platform to create social site page that will help to share information to the users. Social media tools like Facebook, whatsapp, twitter, YouTube, blogs, wikis, podcast, LinkedIn, wechat, web 2.0. RSS and IM help the libraries to market their sources and services. These social media are helping libraries to bring awareness among library users about their sources and services at different locations. These social media provide a virtual platform for libraries to promote their sources and services. SM is widely regarded as the most successful free marketing strategy in the library, as well as the most straightforward way for the library to disseminate information with its patrons. However, with so many platforms aimed at diverse audiences, it's critical to determine and select the platform(s) that best meet library needs (Hursh, 2019). Akporhonor and Olise (2015) reported that using social media venue to promote library services, events, new collection and programs etc. Social Network Sites (also known as Social Networking Services or Social Networking Communities) are Internet-based systems that have a modified profile at their core (Tapscott & Williams, 2006).

### Research Questions

R.Q.1. what is the University Librarian's perception the use of social media Marketing of Library sources and services?

R.Q.2. what is most effective means of marketing of library sources and services in University Libraries of Pakistan?

R.Q.3. what are factors influences the use of social media in the marketing of library sources and services?

R.Q.3. what is the most effective social media tool to market library sources and services?

## Research Methodology

The present study was based on quantitative research design and survey method was used to collect the data from the University librarians. The structured questionnaire was used to get responses from the respondents. The purposive sampling was used to collect the primary data. The data has been analyzed using SPSS and other mathematical data analysis tools.

## Literature Review

In their research paper *IMPACT OF USE OF SOCIAL NETWORKING SITES ON LIBRARIES* (2014), Kadam V. Sachin and Dr. BAMU, define Social Networking Sites and outline their different types and services. They try to find out the answers of the questions related to the usage of Social Media in libraries. For example, how they work? and at what extent they are beneficial for library users? The authors thus believe that the Social Networking Sites can create an active and a healthy connection between libraries and the customers. Furthermore, they see this extension (digitalizing libraries with Web 2.0 tools) a promotion which according to them advertise library services and information in a more relevant way that then increase the number of library users. This new dimension not only provides better experiences to the clients but also results to ease proficiency among the library users for searching materials. Dr. Purnima Pandey and Prof. H.N. Mishra also testify the argument that the Social Networking Sites are of vital importance. In their research study, *"IMPLICATION OF WEB 2.0 TECHNOLOGIES FOR LIBRARIES"* published by International Journal of Information Movement, Vol.4, Issue VIII (December 2019), they argue that the application of Facebook, Twitter and other social media tools in libraries is improving libraries repute in communities. Sober Majid and Tahir Ahmed Batt write in, *"Web 2.0 tools in Northern and Southern University libraries of India: A Comparative Study"*, published by International Journal of Information Movement Vol.2 Issue VI (October 2017), that at global stage, a number of researches have been conducted over the usage of Web 2.0 tools in libraries in contemporary. According to Maximuk (2007) it is the technological advancement that is compelling librarians to use Social Networking Sites for the survival of libraries in modern world. Likewise, Tonta (2008) also agrees with the view that this advancement of technology has brought some basic transformations in the traditional approaches of the libraries organizations and functions in today's world. Besides these scholars, Bradely and Keralapura (2009) go further ahead with the idea of implementing effective Social Networking Sites. They emphasize universities to introduce more Web 2.0 tools for better and quick results for their clients in their libraries. Furthermore, Kumar and Tripathi (2010) take a random survey of 278 university libraries websites in the United

States of America, United Kingdom, Canada and Australia. In their findings, they found that instant messaging tool was the most popular Social Networking Site (43 percent libraries were using it). In another study Abbas and Kim surveyed 23 university libraries websites in a random sequence worldwide. They got the use of these tools were significantly increasing, in which the most famous tools were RSS (74 percent) blogging (65 percent) and tagging (15 percent). Moreover, Raju and Hari Narayana selected 100 best universities to test Web 2.0 tools in which they found 57 university libraries were availing these tools. In a similar way Xu et al. (2009) took 81 university libraries in New York to find out how many of them had installed Social Networking Sites. Their findings suggested that 43 percent universities were using Web 2.0 technologies. Akporhonor, Blessiwg and Olis Florance investigate in *"Librarians, Use of Social Media for Promoting Library and Information Resources and Services in University Libraries in South- South Nigeria"* how the use of social media promoting library based information and services to the students and other clients in South-South Nigerian university libraries while using a descriptive survey design method over a selected number of universities. They found Facebook and Blogs were the rising tools in the promotion of library resources and services. They also investigated a reciprocal connection between the library users and librarians. Thus, this survey shows how the usage of Social Networking Sites substituting the old traditional methods in Nigerian university libraries. Though there are some challenges in this regard e.g. access to internet, privacy matters etc. mostly in the underdeveloped nations but their respective governments can cope up with such obstacles. Advanced nations are doing better in this regard and their sharing of knowledge to the developing nations can create a healthier experience for the Southern or Third World countries. *"Social Networking Sites as Marketing and Outreach Tools of Library and Information Services"* is the research paper under review, written by Salim Said Alkindi and Mohammed Nasser Al-Suqri (Sultan Qaboos University, Oman), published by Global Journals Inc. (USA), Volume 13 Issue 2 Version 1.0 Year 2013. While conducting this research the authors find that the Social Networking Sites/applications have gained a worldwide popularity for marketing purpose. They (authors) propose that as there is a growing trend in libraries to take advantage of the Web 2.0 applications, libraries must use these applications to get access to their users more regularly for information and resource services. Moreover, the basis of this research are to find out what advantages libraries can get in marketing activities while using Social Networking Sites. Thus, in this regard the study then takes twenty public libraries which have Facebook pages and are active on regular basis. The results of the study show four key activities on library Facebook pages. These include, marketing information resources, marketing the library itself, marketing individual skills and knowledge and marketing information services. In sum, the authors conclude that Social Networking Sites play an important role in library marketing. Myoung C. Wilson and Farideh Tehrani develop some interesting questions regarding the utility of modern libraries in their research article *Cyberspace and Market Place: Library Messages Beyond Borders*, published by IFLA Publications 120/121 U.S.A. *"Management, Marketing and Promotion of Library Services Based on Statistics, Analyses and Evaluation"* (edited book by Trine Kolderup Flaten). They argue that though the Social Networking Sites and other online search engines have accelerated the process of finding materials, resources and information but in reality they have widen the gaps

between libraries and the clients. Web 2.0 technologies have transferred the significance of traditional libraries. We witness everywhere, especially in the academic libraries, the staff and the students are busy with their own laptops and computers for searching materials. This shows how Internet facilities and online services have diminished the importance of libraries among researchers. Now they can easily get what they need while Googling or searching on other search engines. Thus, the authors recommend that to bring back the students and researchers in libraries again, libraries must reframe their choices for marketing purposes, and in this regard Social Media Networking Sites are of vital importance. Malcolm Gladwell in *"The Power of Thinking Without Fear"* (IFLA Publications 120/121 U.S.A, 2006) recommends that libraries must review their prioritized strategies in order to be viewed as safe havens for customers equipped with technological tools and a literary hub. Moreover, this study has highlighted a dangerous relationship between library users and university libraries. The author suggests that in order to maintain a healthy connection between students and libraries, universities should introduce a more focused strategy to convince the clients that what they can find from library labs cannot get outside. They can and must cope up with advanced foreign universities to bring more exiting knowledge and sharing features for their students. While defining Web 2.0 tools Okolo Efe Stanely in *"Web 2.0 for Reference Services: An Overview"* (published by Collection Development Librarian, Rhode Cecil Library) provides some important information to his readers. According to him the Social Networking Sites can be used for researching and referencing purposes. Furthermore, he develops some interesting opinions while focusing on the negative and positive impacts of the Social Networking Sites over libraries and their users. Positive effects show a merit based connection between librarians and customers. They (libraries/librarians and clients) can collaborate and share knowledge in minutes with a low cost budget. Traditional methods are both time consuming and costly. On the other hand, the negative impacts of these technologies also count. In contemporary world, privacy matters on social Medias have become a hot discussing topic.

## Data analysis and interpretation

### Gender Distribution

The table 1 shows that majority of the respondents were 136(84.5%) and rest of them were 25(15.5%). It shows that male ratio is higher than the female ratio.

**Table.1**

<i>Gender Distribution</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
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Male	136	84.5	84.5	84.5
Female	25	15.5	15.5	100.0
<b>Total</b>	<b>161</b>	<b>100.0</b>	<b>100.0</b>	

### Designation of the Respondents

The table 2 shows the designation of the respondents where majority of the respondents were "Assistant Librarians" with 73(45.3%) and least were 6(1.2%) "Classifier". Further the 31(19.3%) of them were "Librarians" and 18(11.2%) were "Library Incharge". The data further revealed 15(4.3%) of them were "Chief Librarians" and 10(6.2%) were recognized "Deputy Librarians". The complete data has been shown in the following table.

**Table.2**

Designations	Frequency	Percent
Chief Librarians	15	9.3
Librarians	31	19.3
Deputy Librarians	10	6.2
Assistant Librarians	73	45.3
Library Assistant	3	1.9
Library incharge	18	11.2
Associate Librarians	3	1.9
Cataloguer	3	1.9
Classifier	2	1.2
Additional Chief Librarians	3	1.9
<b>Total</b>	<b>161</b>	<b>100.0</b>

### Age of the Respondents

Table 3 shows the age distribution where majority of the respondents were age of 31- 40 years which was 80(49.7%) and 37(23.0%) with range of 41-50years. 33(20.5%) were range of 21-30 years age and 6(3.7%) were range of 51-60 years. 4(2.5%) of the respondents were age range of 60 years and only 1(6%) were range of up to 20 years. It shows all the respondents were newly appointed in their respective library.

**Table.3**

<i>AGE of the Respondents</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
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up to 20	1	.6	.6	.6
21 to 30	33	20.5	20.5	21.1
31 to 40	80	49.7	49.7	70.8
41 to 50	37	23.0	23.0	93.8
51 to 60	6	3.7	3.7	97.5
60 to more	4	2.5	2.5	100.0
<b>Total</b>	<b>161</b>	<b>100.0</b>	<b>100.0</b>	

### Qualification of the respondents

Table 4 shows complete analysis of data where 71(44.1%) were having degree of MLIS and 46(28.6%) of them were having MLS.30 (18.6%) were having Master of Philosophy (M.Phil) and 11(6.8%) were having MA/Msc degree. Rest of them 3(1.9%) were having doctoral degree (PhD). The analyzed data revealed majority of them qualified MLIS in their respective field of library and information science.

**Table.4**

<b>Qualifications</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
MA/MSC	11	6.8	6.8	6.8
MLS	46	28.6	28.6	35.4
MLIS	71	44.1	44.1	79.5
M.Phil	30	18.6	18.6	98.1
PhD	3	1.9	1.9	100.0
<b>Total</b>	<b>161</b>	<b>100.0</b>	<b>100.0</b>	

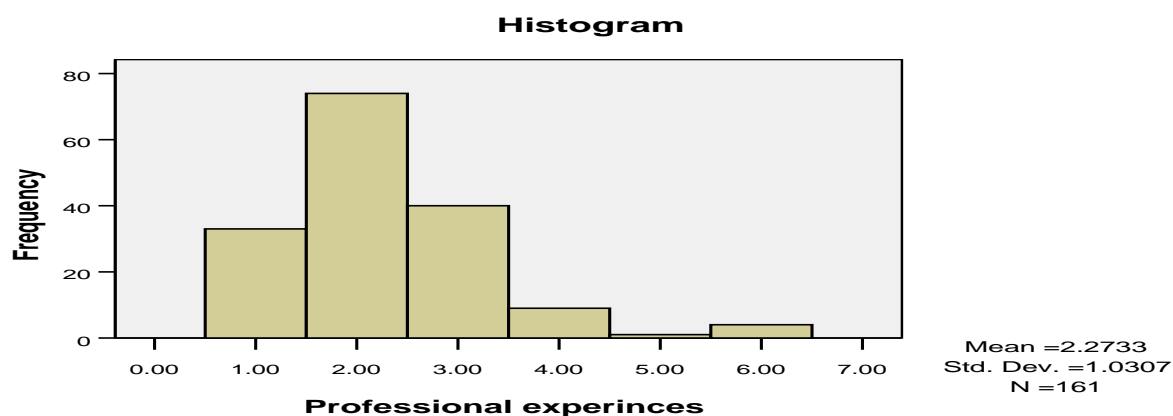
### Professional experiences

Table.5 shows the professional experiences of the respondents where majority of the respondents 74(46.0) having experiences of 11to 20years and least of them were having the professional experiences 1(.6%) were 41 to more years. 40(24.8%) were having the professional experiences 21 to 30 years and 33(20.5%) were having the experience of 5to 10 years. 13(8.1%) of them were having the experience of 31to 40 years respectively.

**Table.5**

<b>EXPERIENCE</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
5 to 10 years	33	20.5	20.5	20.5

11 to 15 years	74	46.0	46.0	66.5
16 to 20	40	24.8	24.8	91.3
21 to 25 years	9	5.6	5.6	96.9
26 to 30 years	1	.6	.6	97.5
31 to more	4	2.5	2.5	100.0
Total	161	100.0	100.0	

**Figure.1**

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

Table.6 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.6**

Perception	Frequency	Percent	Valid Percent	Cumulative Percent
To large Extent	54	33.5	33.5	33.5
Some extent	18	11.2	11.2	44.7
Not at all	19	11.8	11.8	56.5
Little extent	37	23.0	23.0	79.5
Very large extent	33	20.5	20.5	100.0
Total	161	100.0	100.0	

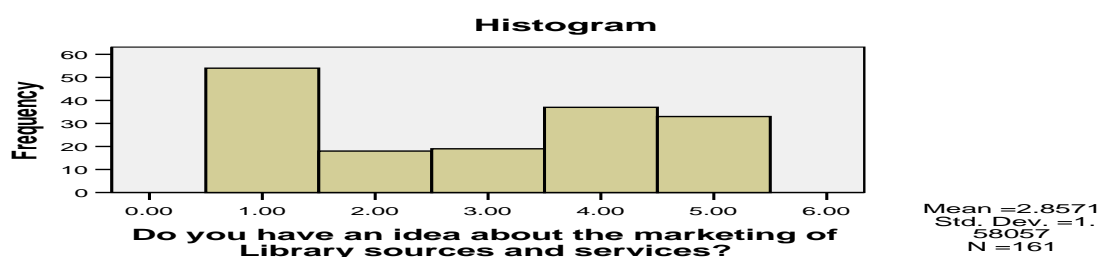


Figure.2.

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

Table.7 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 respondents 25 (15.5%) were further showed their opinion "Not at all" and moderately aware" respectively. 19(11.8%) respondents were replied "very much aware".

Table.7.

Awareness	Frequency	Percent	Valid Percent	Cumulative Percent
Not at all	17	10.6	10.6	10.6
Slightly aware	17	10.6	10.6	21.1
Moderately aware	21	13.0	13.0	34.2
Very much aware	62	38.5	38.5	72.7
Extremely aware	44	27.3	27.3	100.0
Total	161	100.0	100.0	

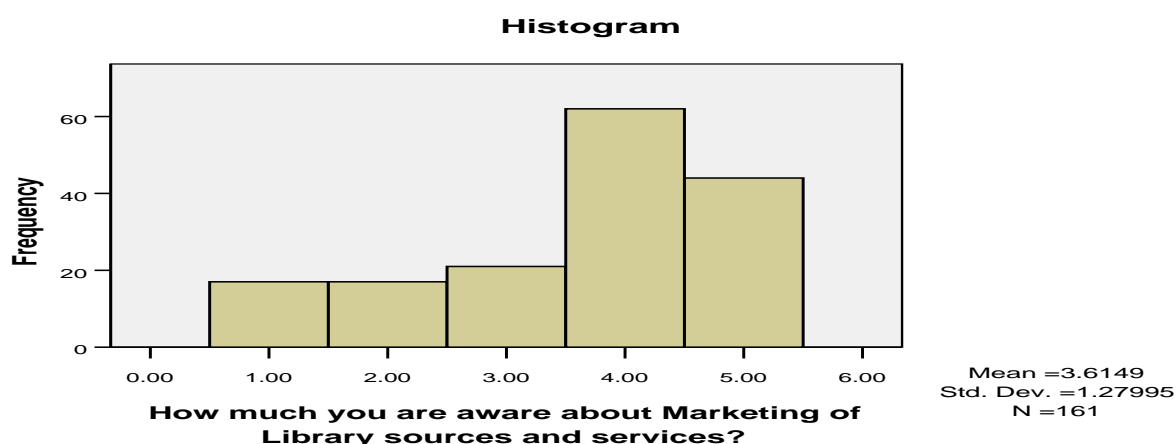


Figure.3

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

Table 8 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.8**

<i><b>SM Approaches</b></i>	<i><b>Frequency</b></i>	<i><b>Percent</b></i>
Yes	154	95.7
No	7	4.3
<b>Total</b>	<b>161</b>	<b>100.0</b>

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

Table 9 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.9**

<i><b>SM consider</b></i>	<i><b>Frequency</b></i>	<i><b>Percent</b></i>
yes	123	76.4
No	38	23.6
<b>Total</b>	<b>161</b>	<b>100.0</b>

### **Perception of University Librarians about the Marketing of Library Sources and Services (N:161)**

Table 10 shows Perception of respondents about the marketing of library sources and services, where respondents were responded showed their agreement “Marketing is primarily about providing better Library products and services to the Library consumer”(M:1.4348), “Marketing is relevant to the needs of libraries” (M:1.5155). Furthermore, the university librarians showed their opinioned regarding the asked statements” “Marketing tries to satisfy Library users what they needs, demands and wants from the library “(M: 1.5342).Additionally Prabhakar and Rani(2017) found use of social media provides “to provide quick updates of potential users and their study revealed social media helps to market library products and services. Jestin and Parameswari(2001) addressed that the concept of marketing is to promote the use of library services and reach potential library users. Ganguly and Kar(2002)argued that marketing means to provide space to encourage the use of products and services with effectively. As Busari,Ayankola and Lapido(2015) using the marketing methods to increase the effectiveness and efficient use of library services as well as attract their library users. Snoj and Petermanec (2001,Kwatra,2008,

Taiwo, Ayandare and Olusola,2015)stated that using marketing techniques to improve the organizational prestige.All the data has been displayed in the following table.

**Table.10**

<b>Statements</b>	<b>Mean</b>	<b>Std. Deviation</b>
Marketing is primarily about providing better Library products and services to the Library consumer	1.4348	.57860
Marketing is relevant to the needs of libraries	1.5155	.58208
Marketing tries to satisfy Library users what they needs, demands and wants from the library	1.5342	.59194
Libraries should market themselves more like profit organization do	1.5404	.67076
Library school programs should require a course in marketing	1.5528	.72371
Libraries need marketing to survive in an increasingly competitive environment	1.6149	.75052
Marketing also met for achieving the goals of the organization/library goals and objectives	1.6273	.62068
Marketing uses up resources that could be better used to provide more services	1.7764	.78243
Marketing is unnecessary because we barely have enough resources to meet current demand of library users	1.8634	1.09828
Marketing is primarily used to persuade people to buy library products who do not utilize library products and services	2.1491	1.01987
It is more difficult to apply marketing techniques to libraries than to profit organization	2.4783	1.22008
Marketing is too costly for most libraries	2.6087	1.22563
Marketing is inconsistent with the professionalism of a librarian	2.8323	1.31926
Libraries do not need marketing because users are not willing to buy Library sources and services	3.0559	1.36587

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

#### **Most Effective Techniques of Marketing Traditional Marketing vs Social Media Marketing (N:161)**

Table 11 shows Perception of respondents about the most effective techniques social media marketing of library sources and services instead of traditional marketing techniques, where respondents revealed their agreement about the social media marketing is "More effective in term of time spent"(M:1.3975), "More effective in Cost/budget" (M:1.4472). Furthermore, the university librarians showed their opinioned regarding the asked statements" "More suitable in term of convenience"(M:1.4534) and "Open system"(M:1.6925). Kwanya and Stilwell (2015) pointed out their arguments that the social media have number of benefits such as low-cost marketing etc. Bichi(2020) describes that SM have great potential to reach out distance

information seekers. Ones and Harvey (2019) added that libraries are using social media to connecting their library users.

**Table.11**

<b>Statements</b>	<b>Mean</b>	<b>Std. Deviation</b>
More effective in term of time spent	1.3975	.56213
More effective in Cost/budget	1.4472	.55790
More suitable in term of convenience	1.4534	.63196
Open system	1.6025	.66407
A multi-channel approach	1.6211	.55839
Expectation high	1.6335	.72189
Active involvement	1.6335	.64894
constant monitoring	1.6335	.58832
Real time marketing	1.6522	.61503
Library Goals achievement	1.6522	.66390
Two-way conversation	1.6584	.59272
Brand and User-generated Content	1.6770	.61849
Paid, Owned, Earned	1.6894	.74361
Unstructured communication	1.6894	.71795
Deep Analytics	1.7329	.78069
Authentic content	1.7391	.77073
One to one marketing	1.7453	.72698
Real time creation	1.7578	.70513

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

### **Factors Influences on Use of Social Media about Marketing of Library Sources and Services (N:161)**

Table 12 shows the answered about the factors of using social media in the marketing of library sources and services, where respondents were showed their agreement "Promote library images" (M: 1.5280), "To understand the local, national and international changing library trends" (M: 1.5404). Furthermore, the university librarians presented their judgment regarding the requested statements "Support achieving library marketing goals" and "Effective use of communication channels" (M: 1.5714) respectively. Li,Lai and Lin(2017) pointed that marketing through SM create awareness, consideration and recognition form the library users. Social media marketing is the virtual extension of traditional marketing that would help to market library quickly (Zahoor and Qureshi,2017). All the relevant information has been displayed in the following table. Quadri and Idowu(2016) addressed that social media have the power to communication library services effectively and efficiently.As further described by Quadri and Idowu(2016)SM marketing helps to build relationship among library users and Library sources and services. Islam and Habiba(2015) found that using social media provide a virtual platform to market library products and services as well as shared news and views etc. Akporhonor and

Olise(2015) stated that social media use to market library and information resources and services in South Nigerian university libraries.

**Table.12**

<b>Statements</b>	<b>Mean</b>	<b>Std. Deviation</b>
Promote library images	1.5280	.58162
To understand the local, national and international changing library trends	1.5404	.58088
Support achieving library marketing goals	1.5714	.56695
Effective use of communication channels	1.5714	.54445
Effective search of targeted users/audiences	1.5901	.53000
Encourage the changes	1.5963	.63619
Fulfillment of Users demand	1.6087	.59344
Accept the new innovation /technological changes	1.6087	.52647
Present quality service	1.6273	.58970
Social factors(group, family, role, status)	1.6335	.64894
Proper publicity of Library	1.6398	.61799
External factors (competition, technology, standards, policy)	1.6398	.61799
Decaling of reading habits due to internet	1.6438	.62793
Widening the area of library use	1.6500	.58493
Demand of the E.users	1.6522	.65442
Bring awareness about library sources and services	1.6522	.59436
Internal factors (finance, HRM, operational issues)	1.6584	.62355
Escalating library costs	1.6584	.64329
Flexible policy to adopt SNS for marketing to library sources and services	1.6584	.59272
Increase the use of library sources and services	1.6584	.64329
Cope up with competitive environment	1.6584	.61345
Easy way to transfer information to end users	1.6646	.62193
Emotional factor(fear, guilt, pride, greed and love)	1.6646	.74115
Increases of user based services	1.6894	.62486
Create flexible platform for all stakeholders	1.7081	.61887
Reach and Access to potential users	1.7143	.63668
Create virtual environment	1.7267	.61225
Extension of traditional marketing	1.7453	.61522

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

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

Table 13 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 "WhatsApp"(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 (2018) 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(2021) found that whatsapp , Facebook , YouTube and zoom were using to market library services. Tekale and Patil( 2019) reported that Whatsapp and Facebook are two mostly useable social media in academic libraries. Young and Rossmann(2015) 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(2018) reported that Facebook is most useable social media in Indonesian academic libraries. Quadri and Idowu(2014) acknowledge that Facebook considered is the highest usable social media and Google + Myspace ranked second most useful. Agyekum, Arthur and Trivedi(2016) pointed out Facebook, twitter, instagram, pinterest and LinkedIn are the most effective social media to research their users.

**Table.13**

<b>Statements</b>	<b>Mean</b>	<b>Std. Deviation</b>
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.Somewhat effective**

### Major Findings of the study

1. The analyzed data confirmed that male ratio is higher than the female.
2. The analyzed data revealed that the majority of the respondents were Assistant Librarians and least was classifiers.
3. The filings confirmed that most of the librarian's age range 31 to 40 with 80 and least up to 20 years.
4. The data confirmed that majority of the respondents were having the degree of MLIS with 71.
5. The data revealed that most of the librarians were having the working experiences with 11 to 15 years in their respective libraries.
6. The analyzed data has confirmed that most of the librarians were aware to large extent about the marketing of libraries.
7. The analyzed data has confirmed that most of the librarians were very much aware about the marketing of library sources and services.
8. The analyzed data has confirmed that most of the librarians were showed their agreement with yes about the social media approach to market library sources and services.
9. The analyzed data has confirmed that most of the librarians have considered using social media to market their sources services.
10. The analyzed data has confirmed that most of the librarians showed their concern about the benefit of marketing.
11. The analyzed data has confirmed that most of the Respondents were agreed the social media marketing is more effective than the traditional techniques of marketing.
12. The analyzed data revealed that some of the factors that influenced to market the library sources and services and promote library images.
13. The respondents showed their opinion about the Facebook and whatsapp are the two prominent tools to market library sources and services.

### Conclusion

This study is regarded as a worthwhile endeavor with significant implications. This study provides insight into how people feel about the library's usage of social media for marketing

purposes. Regardless of its conclusions, this study adds to the body of empirical information in this field. The purpose of this study is to find out what Pakistani University librarians are thinking about social media as a technique for distributing library information to customers. It's also worth noting that customers accept social media as one of the library's service provider tools. This study finishes by claiming that social media will have a bright future in the library in the not-too-distant future. As a result, library staff should consider these as a significant library tool, and libraries should eventually take steps to raise user awareness and teach staff on how to use social media in libraries. Academic libraries should use social media as a tool for creating, delivering, and exchanging information resources and services with users. Academic libraries can use social media marketing to create networks where users and non-users can communicate and participate. It can also let users learn more about academic libraries' services, resources, activities, events, and newcomers.

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