SOCIAL MEDIA AS A TOOL FOR MARKETING AND PROMOTION OF LIBRARY INFORMATION SERVICES AND PRODUCTS

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Internet → Interactive tools ← Web 2.0
- Digital identity and constant presence in virtual world
- Social networking, online search, video sharing etc.

**LIBRARY**

**SOCIAL MEDIA**

- Promote its resources
- Maximum usability
- Reach large number of patron community
- Active interaction
DEFINITION OF SOCIAL MEDIA:

• “Social media use web-based and mobile technologies on smartphones and tablet computers to create highly interactive platforms through which individuals, communities and organizations can share, co-create, discuss, and modify user-generated content or pre-made content posted online.” -- Wikipedia

• “social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. It implies to websites and social networking, social book marking, social curation and wiki.”

-- Techtarget website

So social media implies to websites and web 2.0 internet based applications where people connect themselves virtually, create community and collaboratively participates in content creations in form of photos, videos; share their thoughts via posts and comments. It includes spectrum of digital content including but not limited to videos, images, print based materials, status updates, websites and hyperlink to other types of media.
# Some Popular Social Media

<table>
<thead>
<tr>
<th>Name of SM</th>
<th>Founded</th>
<th>What it is?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>4-Feb-04</td>
<td>A social media network</td>
</tr>
<tr>
<td>Twitter</td>
<td>21-Mar-06</td>
<td>A micro blogging online social networking with 140 characters limit post</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>14-Dec-02</td>
<td>A site for professional networking for people in similar field</td>
</tr>
<tr>
<td>Google+</td>
<td>15-Dec-11</td>
<td>A social media network</td>
</tr>
<tr>
<td>Pinterest</td>
<td>1-Mar-10</td>
<td>A photo sharing website or digital bulletin boards where users can pin their content.</td>
</tr>
<tr>
<td>Instagram</td>
<td>6-Oct-10</td>
<td>A visual social media platform together with video and photo editing features</td>
</tr>
<tr>
<td>Tumblr</td>
<td>Feb-07</td>
<td>A microblogging site that allows quote posts, chat posts, video and photo posts as well as audio posts</td>
</tr>
<tr>
<td>Flickr</td>
<td>10-Feb-04</td>
<td>An online image and video hosting platform</td>
</tr>
<tr>
<td>Reddit</td>
<td>23-Jun-05</td>
<td>A social news and entertainment networking website direct links and text posts</td>
</tr>
<tr>
<td>Delicious</td>
<td>Sep-03</td>
<td>A social bookmarking web service for discovering, storing and sharing web bookmarks</td>
</tr>
<tr>
<td>Viber</td>
<td>2-Dec-10</td>
<td>A Voice over IP (VoIP) and instant messaging app for mobile devices</td>
</tr>
</tbody>
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(Source: [smallbiztrends.com/2016/05/popular-social-media-sites.html](http://smallbiztrends.com/2016/05/popular-social-media-sites.html))
WHAT LIBRARY CAN POST ON SOCIAL MEDIA FOR MARKETING SERVICES AND PRODUCTS?

• Interact with users
• Library news and events
• Promote resources/collections
• New arrival book list
• Videos (Library Orientation, Tutorial videos and Database guide)
• Posting pictures
• Community information
• Library users feedback, suggestions, enquiries
• promote information literacy, technology and writing tips, research support tool
• promote new acquisitions, library guides, exhibition guides
SOCIAL MEDIA TOOLS AND ITS POSSIBLE IMPLICATION IN LIBRARY:

**LIBRARY**

**Information Communication**
- MySpace
- Facebook
- Ning
- Blog
- LinkedIn
- Twitter
  - Stay connected, talk online and share resources.
  - Group communication
  - Disseminate information to group
  - Connected with other library professionals and faculty
  - Keep staff and patrons updated on daily activities

**Information Distribution**
- Flickr
- YouTube
- TeacherTube
- Second Life
- Wiki
- SlideShare
- Digg
  - Photo collection of workshops; conference and programmes
  - Library video and e-learn infotutorials
  - Guide students to helpful library resources
  - Virtual library with streamed media
  - Via presentations disseminate information among research community

**Knowledge Organization**
- aNobii
- Del.icio.us
- Netvibes
- Connotea
- LibraryThing
- lib.rario.us
  - Share reviews & recommendation
  - Social bookmarking tool-Internet research links
  - Guide patrons to helpful internet sources, news feeds,
  - Save and organize reference links and share
  - Social cataloging network
BENEFITS OF USING SOCIAL MEDIA IN LIBRARY:

- can easily reach large number of patrons anywhere any time they want
- can increase awareness about available resources and services
- attract attention of users towards library which gives much visibility for and usage of the library service and resources and increase reputation of library
- can also build an online community and engage their users in sharing useful and interesting information
- help library in collection development & Present resources in many dynamic interesting ways e.g. YouTube for video delivery, Pinterest for giving information in photos
- can easily get feedback from users which help them to evaluate their resources and services & improvise it

Join Wednesday’s gathering of instructors and discover more about the tools CLT has designed to help you facilitate the very best teaching/learning experience. http://bit.ly/2fE3vOj
Library News Channels

Library News & Events

Business Resources

Cinema

International Studies Resources

Special Collections
Binghamton University Libraries Special Collections

Just so you know. We switched you to im.pinterest.com so you can see Pinterest at its best.
CONCLUSION:

In today world there is information explosion and library patrons have varied information needs and hurried in time. Social media is the one way solution to effectively and efficiently manage these information and meet their needs at their door steps. Social media can also be like a bridge between the users and the resources of library. Social media is like a mirror of a library which promotes already existed contents as well as latest updates in the library.


