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EFFECTIVE USE OF SOCIAL MEDIA RESOURCE IN LIBRARY AND INFORMATION CENTERS

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Abstract

Purpose: The aim of this paper is to highlight some prominent features of the adoption of social media resources in libraries. Social media describes a collection of web applications that expand upon Web 2.0's technology underpinnings and enable the production and sharing of user-generated content. Students now prefer instant messages in the modern world, which are available on social media sites. Libraries use social media platforms to promote their services, share news more widely, teach information literacy, tell users about the resources and services available at the library, and get user feedback.

Design/Methodology/Approach: The paper is based mostly on available literature in the field and on observations of the researchers.

Originality/Value: A review of the prevalence and capabilities of social media resource usage as essential technologies in libraries and information centers.

Keywords: Social Media Resource,

Introduction

As a tool for connection in the social and educational spheres, new communication technology has aided in bringing people together. The potential that technologies have brought to the globe have been investigated by higher education institutions wherein Social media has emerged as an open social platform as a result of how technology has replaced the way people connect. Because of this, people may communicate with one another, becoming a global village. Both academic and social lives have been significantly impacted by the development of social media platforms as a method of forming relationships for a variety of purposes. Today, social media is prevalent in the digital environment, especially in institutions of higher learning and libraries in particular. Social media is a type of computer technology that enables the exchange of ideas, opinions, and information via the creation of virtual networks and communities (Dollarhide, 2021). Social media is designed to be Internet-based and to enable people to communicate electronically quickly. In this millennium age, libraries have evolved in terms of their services, resulting in outstanding and one-of-a-kind library advertising activities, as well as high-

quality services for its millennial patrons. Personal data, documents, movies, and photographs are all included in the content of social media. Users access social media using web-based software or applications on their computer, tablet, or smart phone.

The usage of social networking sites has become prevalent in libraries of all sorts. This reflects the long-standing history of libraries providing enhanced services by means of cutting-edge but economical technologies such as social networking sites. Due to the vast majority of libraries failing to integrate the latest technology practices within a cohesive strategic marketing strategy, these technologies often remain underutilized (Booker & Bandyopadhyay, 2013). To satisfy the expectations of library users, social networking services can and should be explored. These services can help users get the information and needs they desire more quickly and efficiently (Khuhro et al., 2018). Social media offers library information services that may be used to promote the library more effectively (Florence, 2015). Social media has become a popular technique for social connections and interactions, thanks to the development of different technical advancements; individuals

use it to communicate and engage with one another via various social media platforms. The use of social media platforms in educational institutions, particularly among students and professors, is very popular. Some examples of these platforms are linkedin, facebook, twitter, and blogs. They assist library patrons in interacting, communicating, and exchanging ideas with others across the globe(Hiremath & Kenchakkanavar, 2016). The World Wide Web is one of the latest and most important internet services. Over the last several years, advancements in internet-based services such as web-based collaboration, user-centered services, and content sharing have reached new levels. The internet is used for communication that helps people establish and maintain social connections. Web 1.0 allowed a user to simply read or watch web pages, or just participate in one-way communication. Web 2.0, on the other hand, assists with two-way communication by allowing the user to read, view, edit, and create the contents on the Web. The most critical feature of Web 2.0 is feedback from the users. This distinct characteristic is defined as the distinction between the first and second generations. These suggested services will serve as the second generation of internet-based services, focusing on communication and highlighting online connection and sharing among users (Hiremath & Kenchakkanavar, 2016). Social media platforms are a collection of web applications that expand upon Web 2.0's technology underpinnings and enable the production and sharing of user-generated content. Students prefer instant messages in the modern world, which are available on social media sites. Libraries can use social media platforms to promote their services, share news more widely, teach information literacy, tell users about the resources and services available at the library, and also get user feedback.

The Use of Social Media in Libraries

Social media usage is growing in popularity among libraries and librarians in particular, with the majority believing it is a critical communication tool. The use of social media in library services may be seen from a variety of perspectives, ranging from strategic planning to best practices. Two researchers, Chu and Du

(2013), asked library staff members about their thoughts on different social networking platforms. They found that social networking is used by the majority of the people who responded to their survey, librarians place a high importance on the elements that help to promote and advertise the library, as well as the straightforward transmission of information thereby promoting the potential for meaningful interaction with library customers. Overall, these advantages exceed the expenses, which they estimated as minimal. Thus, it is possible to utilize social media technologies to improve communication and presentation across libraries. According to Eze (2016), the usage of social media applications allows the library to make its services more engaging with students without allocating a large budget; hence, it is a benefit for libraries. When people utilize social media platforms, they become more active in their involvement and engagement with the community, and the dissemination of information becomes more dynamic as users read the messages that have been uploaded. Social media offers many advantages, such as the ability to connect with people, share information about library events or news, share pictures, and promote library services. The internet is one of the most essential tools for students today, particularly for exchanging large amounts of knowledge and communicating with one another(Yalung et al., 2020). Libraries are increasingly using social media platforms to offer services to students. A similar study by Kenchakkanavar (2015) evaluated the efficacy of Facebook and Twitter apps in marketing library services. According to the findings, Facebook had the most effect as a promotional tool for disseminating information. On the other hand, they confront a number of obstacles including a scarcity of time and training, and a population that is not highly engaged. According to Eje and Dushu (2018), social media platforms increase the use of educational and informational resources. Social media platforms are now a common teaching and learning tool for many students and teachers, though. Additionally, academic libraries regularly use social media websites like Facebook and LinkedIn to communicate with existing and prospective students and disseminate

educational materials. More and more libraries find that students often say that one of the best things about social media is that it makes it easier for them to work with their peers and communicate with others in academia (Ketonen-Oksi, Jussila, and Karkkainen, 2016; Khan, 2017; Kutu, 2020). People also often talk about how social media can help people learn how to use technology and spread information. Blogging tools are an example of this kind of media. Many students use them to share information with their peers and other people. Academics who use Twitter say that information distribution is one of the best things about it besides communication. It has been used a lot, especially at academic conferences (Holmberg and Thelwall, 2014).

Social media sites help in speedy transmittance of information in a current awareness service kind of way and also make it easier to access open and distance education, e-learning resources, and e-libraries (Saleh, 2020). Lecturers who teach students also benefit from social media because they can share educational materials, exchange ideas, read their colleagues' research, learn about new research trends, and, most importantly, build their own professional networks (Akram and Kumar, 2017). Social media made specifically for educational audiences give those audiences a unique chance to learn and have a deep academic discussion with each other. They also help people get to know each other, which can lead to new information and knowledge. Supportively, Saleh (2020) say that social media could help libraries and their users communicate more quickly, no matter where the users are or how they choose to find out about or use library services and resources.

Purpose of Using the Social Media in Libraries

Active Communication - According to Trucks (2019), the social media channels that libraries use to connect with the public also allow libraries to be involved in active communication, enabling libraries to be more involved in their local communities by promoting various issues, drawing in new visitors, and offering resources. Historically, libraries have not done well when it comes to attracting customers. Four library Twitter

accounts received ten or more mentions, according to an analysis of academic-library Twitter accounts (Del Bosque, Leif, &Skarl, 2012). Librarians who have been able to utilize social media to foster relationships with their users have been successful.

Broadcasting - Librarians like utilizing social media sites like Facebook, Twitter, and LinkedIn for public relations and advertising. Broadcasting best defines the technique of sharing information and raising awareness on social media, but without responding in real-time or providing any deeper level of engagement. Such one-way communication is useful for just-in-time communications, but it may seem like screaming into the abyss unless there are user responses(Trucks, 2019). Communicating, interacting, and closing the gap here between online and offline environments are the only practical uses for broadcasting in today's libraries. The extensive research on how librarians utilize social media for broadcasting includes an in-depth look at the history of their broadcasting and the rewards and risks of this activity.

Academic Activities - No matter how much time they spend in school (part-time or full-time), all students must take part in academic activities before they can get a diploma or degree. Students in graduate school do the same kinds of academic work as students in other fields. In the literature, many student activities have been brought up. These include, among other things, theory-based or practice-oriented classwork, reading, seminars, exam preparation, and assignment completion (Chawinga, 2017).

According to the literature, the academic activities for which social media was used and which are deemed most applicable to students are individual learning, personal research/development, assignments, exam preparation, group discussions, continuous assessment preparation, and personal growth were the topics of the research instrument. Boholano (2017) says that social media are quick and easy to use for listening to, downloading, reviewing, updating, and editing learning materials, and that this can be done anywhere and at any time. Also, these sites give students the chance to choose learning

materials from a large number of online courses that they need for learning, studying for tests, doing homework, and growing as people (Boholano, 2017). This means that students can use social media to feel happier and less stressed. They let each student, no matter how fast or slow, work at his or her own speed (self-pacing). Also, it's easy to join online discussions at any time or talk to classmates and teachers in chat rooms from afar. Thanks to the use of different types of e-learning, students are more likely to understand and remember what they've learned.

Benefits of Using Social Media in Libraries

The social media has developed a significant presence in our daily lives over the course of several decades or earlier. Our way of life, communication and information management has been altered as a result of social media; both personally and professionally. According to Jones and Harvey (2019), social media is the finest channel for connecting with potential library patrons. Additionally, it offers cozy and adaptable virtual platforms to attract library patrons. The university libraries have decided to offer their services using a 21st-century facility (Joo, 2018). Additionally, libraries embrace new adjustments as a result of the digital era's demand for change and are constantly in need of it. Joo(2018) concurred that 164 million people have made Facebook pages for the Library of Congress to communicate with their users. Additionally, libraries are making good use of social media to advertise their services and resources. In addition, for many years, social media has occupied a significant space in libraries to promote their services, according to Baishya (2020). Social media assists libraries in their use of social media tools and systems to strengthen library services. Social media is a key tool that libraries can use to reach their potential targeted, and specific audiences. Furthermore, social media sites like Facebook, Whatsapp, Twitter, LinkedIn, Wechat, wikis, Instagram, and YouTube make it simple for library users to access the tools and strategies that are used by libraries.

Marketing and Promotion

Social media technologies are mainly utilized in marketing and promotion operations for

numerous organizations. Libraries benefit from being able to add new items to their collections, have their collections included in exhibits, organize presentations, and the like. Nevertheless, the library must supply the information to support and increase social media presence, which requires time and money. Social media is only able to disseminate information that is given to it. Libraries must create innovative services and products, as well as create feedback mechanisms and communication channels. Although it can be challenging to charge for knowledge, especially in impoverished nations like Nigeria, libraries must think about the revenue this can bring in. According to Anwar and Zhewei (2021), academic librarians have no choice but to participate in developing and putting into practice marketing plans for their libraries. This explains why marketing is crucial for enhancing library service delivery. Marketing has become an organization's go-to tool for dealing with customers who have ceased visiting the library due to competition. An understanding of the marketing concept will make librarians aware of the fact that marketing is not only the promotion of services but also management attitudes that must infuse through all sections of the library if it is to achieve its predetermined objectives. Additionally, the need for ongoing financial support for the library may depend on proven use of the library and there is a need to attract prospective users.

In order to provide their local communities with access to outside-produced works, academic libraries have traditionally prioritized acquisition. Libraries serve as a bridge between information producers and end users within the information cycle. The library serves as an information clearinghouse for information providers, and it also performs this function in other ways. This indicates that manufacturers are spared the administrative hassles and expenses associated with selling their goods to specific consumers. This is crucial when it comes to journals because the library must purchase an expensive institutional subscription in order to deliver items to end users (Natarajan and Kaliyan, 2009; Quadri, 2016). The dissemination of publications is frequently handled via administrative intermediates like bookshops

and subscription agencies (particularly in the world of commercial publishing). With the help of this system, the publisher only needs to deal with a small number of customers, whilst libraries may manage their purchases using a small number of resources (Quadri, 2016). Out of the total number of publications available, the library is an effective tool for making a small number of pertinent publications available to users. The library serves as a selective filter and quality control tool, making only those publications that are pertinent and of sufficient quality available to the user. Individual users are not required to stay up to date on the information landscape or buy content from publishers and other providers on their own. Additionally, since publications are purchased with library funding, material is typically made freely available to end users. Libraries must therefore live up to expectations by making sure that the information demands of both current and potential users are addressed and offered in whatever manner will make it convenient for them to access it (Quadri, 2016). Libraries need to train new experts in fields including digital material creation, new metadata formats, software development, and systems administration, according to Bokoh and Idowu(2022). It is hardly unexpected that over the past ten years, technological transformation has been more pronounced in academic libraries.

With the aim of satisfying customers, marketing is a strategy that mainly relies on creating a service or product based on their wants and preferences (Koontz, 2008). Over the past few decades, interest in marketing has grown significantly in libraries as well as other service sectors like education, health, transportation, insurance, and banking. Every librarian wants consumers to return, but for a very long time, librarians and information professionals had enjoyed a supplier's market and as a result had lost interest in working for customers. However, it guarantees that happy customers will want to return to the library and that there are more chances for unhappy customers to discover alternative sources to satisfy their knowledge demands. More importantly, if a user is uninformed of the information and library services offered, this could result in inadvertent

use of these services. This study investigated the impact of marketing on postgraduate students' usage of library services at the Universities of Ibadan, Ibadan, and Ilorin, Ilorin, Nigeria.

Building Brand Loyalty

Libraries may use social media to advocate for themselves, but their main goal is to promote library and information services for the library customers. Social media facilitates more two-way contact than it has ever done before. On the other hand, increasing the library's image causes this to happen. Building brand loyalty through social media use in university libraries helps ensure library dependability. Gall (2010) agrees, explaining that library branding has become even more critical in this day and age of social media, when celebrities and media pundits have developed their own personal brands just as well. Direct sales, often of course materials, are not a standard feature of university libraries, but the institutions are excellent at fostering enduring connections with stakeholders including administrators, researchers, and instructors. Most importantly, an academic library is in a position to establish a long-term connection with library users.

Challenges of Social Media Use in Libraries

With the help of social media, libraries can reach a public that won't come to their physical locations, advertise their services and collections, and, in the case of tutorial libraries, cultivate a positive view of their significance to academic life (Rose, 2020). In addition to these facts, libraries are running into additional issues while attempting to employ social media. According to Oluwatosin and Adeyemi(2022), some issues that are faced when using social media in academic libraries include a lack of time to utilize social media, a lack of knowledge and abilities, a lack of time to acquire new technologies, etc. Furthermore, these issues can differ from one library to another. In order to deploy some social media such as Wechat and expand library services, a third party is required whenever a library chooses to introduce it. Wechat's strict criteria may be the reason why it is not widely used in most of the world. Tion, Ilo, and Beetesh (2019) investigated a number of the issues with using social media in

university libraries, such as poor internet, a lack of qualified staff, inadequate skills, and staff conduct that makes it challenging for libraries to use social media efficiently. As such, the implementation of web 2.0 applications is a barrier to offering effective services because of ignorance.

The Function of Information Specialists on Social Media

There are many chances for library professionals to argue about these concerns in the current climate of constantly growing social media platforms and user communications. It's time to build a social media ecosystem that is ripe with potential for library professionals to streamline the operation of their libraries, on the other hand, as the previously employed tools and techniques have failed to attract attention. There are many obstacles, such as widespread virtualization of libraries and extended information retrieval, which is much more important from the user's perspective. Although the use and application of social media and its tools may present a number of challenges for library personnel, they should keep in mind that this is an opportunity to introduce social media and raise their public profile. While Vishwarkarma and Yadav (2015), highlighted the role of information professionals as, among other things, successful collaborators, information brokers, knowledge educators, and change agents. Library and information professionals should provide themselves with the tools necessary to make changes in their respective libraries in order to arrange library services and manage libraries methodically.

Conclusion

The role of information and communication technology in the modern world has had an impact on the dissemination of information in libraries. Social media platforms gain popularity and a diverse user base. The primary goal of social media platforms is to create online social networks. Social media are communities of people who share interests, activities, and provide directions for users to interact. However, the library has been subjected to significant force as a result of the information explosion. Information must be properly

compiled, organized, and disseminated for the user at the right time and in the right manner. Furthermore, academic institutions are utilizing social media platforms to provide information and news about what is going on campus. Lecturers establish chat rooms, forums, and groups to broaden classroom discussion and post assignments and tests. It facilitates interaction and feedback between lecturers and students. The development of a universal medium for instantaneous global communication has profoundly changed the dynamics of human relationships. Millions of people have found useful this platform's multifunctionality, which includes IM, photo/video sharing, and file transmission. To improve their learning, students can use social media to share ideas, post documents, provide links to educational websites, and interact with their lecturers. The creation of a communication platform by social media has resulted in a dramatic shift in the pattern of how people communicate with one another. It is possible to use this platform for instant chatting, the sharing of photos and videos, and the transmission of documents, all of which have enabled millions of users to utilize it for a variety of purposes.

Recommendations

The researchers would like to propose the following recommendations:

- Library administration should give abundant opportunity for librarians to be trained and retrained in social media skills and developing technology.
- To offer effective and efficient services to its users, the libraries and information center management should also provide enough internet facilities and power supplies to the library personnel and users.

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