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# Social Media Usage in the Academic Libraries: Current Trends and Challenges in Pakistan with special reference to Facebook

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**Abstract**

*The current study aims to investigate the usage of social networking sites (SNS) for promoting library resources and services in academic libraries as well as assessing the perception of library professionals regarding SNS (Facebook) and also identifying the challenges that prevent library professionals from promoting the resources and services of libraries through SNS. For this study primary data collected from 167 library professionals of the academic libraries. A structured questionnaire was used and a systematic sampling technique was adopted for data collection purposes. The results show that still the usage of social media is limited in the academic libraries of Pakistan but library professionals have positive behavior regarding social media usage. Furthermore, results pointed out that only 12% of libraries have official Facebook pages, the rest of the library professionals are using their Facebook IDs. The study is not only highlighting the positive aspects of the usage of social media (Facebook) but also pointing the problems that library professionals are facing while using SNS in academic libraries. The major problems highlighted in the study are 136 (97.5%) insufficient power supply, 133 (95.6%) unskilled staff, and 130 (93.5%) low speed of internet connectivity. The findings of the present study could be effective for library professionals, subject specialists, and policymakers. This study portrays a clear picture of the use of SNS (Facebook) in academic libraries and also provides data on how SNS can be used by library professionals around the world to make library services accessible and more effective.*

**Keywords:** Social Media, Facebook, Promotion, Perception, Resources, Services, challenges, Academic Libraries.

**Introduction**

Social networking sites (SNSs) are defined as web-based services. On these sites, users cannot only establish social relationships but also use them for their educational purposes. As, in today's social networking age, SNSs, occupied every field of life. Millions of people are turning to the internet to keep in touch with their friends, relatives, and colleagues as well as connect with the world of knowledge (Fasae, 2020; Correa *et al.,* 2010; Boyd and Ellison, 2007; Hughes *et al.,* 2012; Wang *et al.,* 2012; Lin and Lu, 2011; Pfeil *et al.,* 2009). In the present time, libraries

also recognized the value of SNSs and using them for the dissemination of information, marketing of library services, and the promotion of new releases (Al-Daihani & Abrahams, 2018; Mon, 2015; Arumugam and Balasubramani, 2019; Burkhardt, 2010; Barsky & Purdon, 2006). The library users are also accessing information through these social networking sites (SNSs). Moreover, for the organization of information, for communicating, and for sharing of information they are using SNS (Aharony, 2013).

Among all SNS, Facebook is one of the most common social networking tools used in libraries for the marketing of library resources and services (Burkhardt, 2010; Buriro *et al.,* 2018). The use of Facebook is becoming increasingly relevant and a growing networking tool that libraries use to communicate with their users. Providing users with fast and easy access to knowledge and retrieval of information via Facebook is no longer a challenge for the current age library professionals (Mishra, 2008).

Although the library professionals understand the importance of SNSs for the promotion of library services they are facing several problems related to SNSs. Ezeani and Igwesi (2012) identified the challenges faced by library professionals when using social networking tools to promote library services, such as lack of awareness of social media, lack of maintenance culture, lack of trained staff, lack of government intervention, low speed of internet, and unreliable problems with power supply and copyright.

**Problem statement**

As the emergence of social networking in our digital system has become more prevalent, its existence made the library environment more attractive (Magoi *et al.,* 2019). Studies have shown that individuals across the globe make heavy use of SNS. The use of the internet in Pakistani communities is also growing day by day. (Groupin, 2011). Several studies have focused on Facebook and its impact on different sectors of our society (Magoi *et al.,*2019; Aharony, 2013; Lam *et al.,* 2019; Carlsson, 2012; Liu *et al.,* 2018; Connell, 2009; Jacobson, 2011; Fasae, 2020). But few have focused on the use of Facebook from the perspective of Pakistani libraries. The present study is, therefore, one of the studies to examine the use of social networking tools, identify the perception of library professionals, and also highlight the challenges faced by library professionals while using social networking sites (Facebook) for the promotion of library resources and services in the academic libraries of Pakistan.

**Purpose of the Study**

1.      To identify the purposes of the usage Facebook in the academic libraries.
2.      To examine library professionals' perception regarding SNS (Facebook)
3.      To investigate the method the library professionals use to acquire the skills to use social networking tools.
4.      To highlight the challenges that prevents the library professionals from promoting library resources and services by using Facebook

**Research Questions**

*RQ1.* For what purposes academic libraries are using social networking tools especially Facebook?

*RQ2.* What is library professionals' attitude towards the usefulness of Facebook as a medium for social networking?

*RQ3.* Which method do the library professionals use to acquire the skills to use social networking tools?

*RQ4.* What are the difficulties that library professionals face in promoting library resources and services by using Facebook?

**Review of the Literature**

In the present technological development age, people are interested in learning how to integrate the internet with computers to improve the quality of social communication in society. So the libraries have also realized the importance of SNS and started using social networking services to provide better services to their library users (Buriro *et al.,* 2018). Among these all SNS, Facebook is one of the most popular social networking sites (SNS) in the academic libraries. Most of the online reference services are given on Facebook by these libraries (Baro *et al.,* 2013). Although Facebook was introduced in 2004 being the Harvard-only social media site, in a short period, it has grown and attracted a vast range of registered users, including students, professionals, and everyone who has access to the internet (Cassidy, 2006; Boyd and Ellison, 2007). Facebook: is described as a social service that allows people to exchange information and communicate more effectively with friends, family, and colleagues (Harrison *et al.,* 2017). Facebook became a subject of research in the field of library and information science in 2007 (Greifender and Scale, 2008). Most of the published research papers found in library publications were based on library professionals' perspectives. These studies were explaining the essence of

Facebook and describing various ways in which library professionals could use Facebook to promote library resources and services in any type of library (Ayu and Abrizah, 2011; Vassilakaki and Garoufallou, 2014; Chu and Meulemans, 2008; Farkas, 2007; Hammond, 2007; Kwong, 2007; Landis, 2007; Greenwell and Kraemer, 2006; Breeding, 2007).

In a study, Mack *et al.* (2007) examined the number of quarries the reference librarian receives while using SNS like Facebook, Twitter, email, telephone, instant messaging, and traditional person-to-person. The finding identified that most of the inquiries were made on Facebook rather than other social networking sites. Hendrix *et al.* (2009) studied the use of Facebook in academic health science libraries. The results showed that Facebook is used by these libraries for the marketing of library resources and services: they send library users advertisements, post images, and provide chat information with the help of Facebook. Moreover, Charnigo and Barnett-Ellis (2007) investigated academic library professionals' awareness toward Facebook, their Facebook habits, and Facebook's everyday impact on day-to-day library activities. Interviews were conducted with 162 participants. Different impacts were reported by participants, such as library professionals who were aware that how to use Facebook for the promotion of library resources and services. The majority of the participants considered Facebook inside the purview of professional librarianship. Furthermore, Aharony (2012) conducted research to present an exploratory overview of Facebook use in American academic and public libraries and to explain the trends of Facebook use in both types of libraries. The research findings specified that the information section and the walls are used by the libraries. However, it seems like all kinds of libraries use Facebook mainly as a way to offer information to users rather than as a forum for discussion. Academic libraries do not use the wall and the picture section as big channels of information relative to public libraries.

Moreover, Lam *et al.* (2019) examined the current state of Facebook usage in Hong Kong's seven university libraries. A mixed-method research approach was used for data collection purposes. Findings pointed out that most of the libraries in Hong Kong embraced Facebook as a marketing tool, but the user engagement level in these pages is still poor. Furthermore, communication-related and video-type posts are the most common with patrons in these libraries. In a recent study, Cheng *et al.* (2020) evaluated the effectiveness of using social media (Facebook) in Hong Kong Libraries. Data was collected from Faculty members and students with the help of a questionnaire. The results showed that students were using more varieties of library services with the help of Facebook rather than faculty members. Phillips (2011) examined

seventeen academic libraries' Facebook accounts. The findings showed that libraries use Facebook to engage and develop rapport with students in addition to providing information. The university environment not only provides a backdrop for communications but also allows libraries and students to share a common collection of experiences and values.

In the present time, SNS has been popularly being used in education, economics, and politics in Pakistan. But still, in the libraries of Pakistan, the facilities of these modern technologies are limited (Butt *et al.,* 2011). In a study, Mahmood & Ajmal (2007) reported that a large number of Pakistani librarians still need ICT training, and their libraries are required to be equipped with modern ICT accessories.

Furthermore, Khan and Bhatti (2012) examined the use of social media in the marketing of library services at two universities in Pakistan (The Bahow Udin Zakariya University of Multan and the Bahawalpur Islamic University) and found that the attitudes of librarians were positive for using Facebook for library promotion and strongly believed that social media is a big resource for promoting products and services of libraries. Iqbal (2018) defined the uses, objectives, and patterns of the SNS via libraries of the Higher Educational Institutions in Pakistan. The goal is to determine the usefulness of SNS for user outreach, the promotion of library resources and services, and the obstacles faced by library professionals when embracing SNS. It has been noticed that SNS are being positively used in Pakistani libraries. The most popular platform is Facebook, while the least-used are RSS and YouTube. None of the libraries responded on the usage of LinkedIn, MySpace, and Wikis. For library resources & services marketing, library news, activities, most libraries daily update their social media accounts. The study also highlighted the problems, such as the shortage of qualified workers and the lack of funds. Furthermore, Arif & Mahmood (2012) investigated the use of Web 2.0 technologies for the personal and professional purposes of library professionals. 192 librarians were interviewed. The results showed that while pursuing more instruction, mostly young library professionals were using SNS. The key challenges also addressed in the study as the lack of digital literacy, non-availability of laptops, and proper internet infrastructure. Moreover, Buriro *et al.* (2018) identified the usage of social networking sites for the promotion of library resources and services. Findings showed that the majority of the university libraries of Sindh Province were using SNS for the promotion of their library services and communication purposes. But librarians were using these sites in their capacity; institutes and government have not done many provisions of proper facilities to faster the library services. Therefore, the study recommended

that government should equip its institutions with proper ICT aids for the provision of better services and easy access to information.

**Research Methodology**

The survey research technique was employed for conducting the current study. A close-ended questionnaire was used for data collection purposes. The validity and reliability of the research instrument were tested before its distribution among the respondents for data collection. Considering the feasibility of the questionnaire, two research experts in the related field were consulted. The experts analyzed the tool and offered their views on adding greater positivity and change to the tool. Their guidelines for its validity have also been incorporated into the instrument. The reliability of the instrument was tested in Cronbach's alpha following the amendments. The test results showed that the response was higher than .8, pointing out that the testing instrument was quite accurate. The population was too large. Therefore, a systematic sampling technique was used to collect the data from 24 HEC recognized universities of Pakistan (http://www.hec.gov.pk/english/universities/pages/recognised.aspx). The questionnaire was sent via email to the library professionals rendering services in university libraries. The questionnaire was distributed among 167 library professionals. Initially, the response rate was 0%. After continuous reminders, 139 respondents responded and returned questionnaires. For data analysis, the completed and returned questionnaires were downloaded, copied, and used. The sample size is too small so, we could not generalize it to the whole population. A simple percentage used to evaluate the details, and the results are presented in tabulated form.

**Analysis and Interpretation of Data**

**Table1**.Demographic information of respondents

| Demographic information | Frequency | Percentage |
|---|---|---|
| **Gander** | | |
| Male | 115 | 82.7% |
| Female | 24 | 17.2% |
| **Total** | **139** | **100%** |
| **Age** | | |
| 25-35 | 59 | 42% |
| 35-45 | 60 | 43% |
| 45-55 | 15 | 10% |
| 55-65 | 5 | 3% |

| | | |
|---|---|---|
| **Total** | **139** | **100%** |
| **Qualifications** | | |
| Ph.D | 4 | 2.8% |
| MS | 29 | 20.8% |
| Masters | 106 | 76.2% |
| **Total** | **139** | **100%** |
| **Staff positions** | | |
| Chief Librarian | 7 | 5% |
| Senior librarian | 10 | 7% |
| Deputy librarian | 9 | 6% |
| Librarian | 98 | 70% |
| Assistant librarian. | 22 | 15.8% |
| **Total** | **139** | **100%** |

Out of the 139 respondents, 115 (82.7%) were male and 24 (17.2%) were female. 59 (42%) respondents' age was between 25-35. 60 (43%) respondents' age was between 35-45. 15 (10%) respondents' age was between 45-55 and 5 (3%) respondents' age was between 55-65. Respondents were asked to indicate their qualifications 4 (2.8%) Ph.D., 29 (20.8%) MS and 106 (76.2%) were holding Masters Degree. 7 (5%) were chief librarians, 10 (7%) were senior librarian, 9 (6%) were deputy librarian, 98 (70%) were librarian and 22 (15.8%) were assistant librarians.

**Table2.** Social networking tools used by libraries

| Types of SNS used by libraries | Frequency | Percentage |
|---|---|---|
| Facebook | 112 | 80% |
| Blogs | 00 | 0% |
| Twitter | 3 | 2% |
| Google+ | 1 | 0% |
| RSS | 00 | 0% |
| YouTube | 1 | 0% |
| Wikis | 1 | 0% |
| MySpace | 00 | 0% |
| LinkedIn | 00 | 0% |

The use of Facebook is famous among libraries for outreach and a mode of promoting services within their virtual communities out of 139 (100%) libraries 112 (80%) libraries are using Facebook and 3 (2%) libraries are using Twitter. The rest of the Social networking sites (SNSs) are not being utilized frequently in the libraries.

**Table 3:** Facebook usage duration

| Responses | Frequency | Percentage |
|---|---|---|
| Always | 9 | 6% |
| Usually | 10 | 7% |
| Sometimes | 30 | 21.5% |
| Rarely | 40 | 28.7% |
| Never | 50 | 35.9% |

The results in **Table 3** show the level of the usage of Facebook account. The responses were (a) Always (b) Usually (c) Sometimes (d) Rarely (e) Never. The respondents revealed that 9 (6%) are using Facebook always, 10 (7%) are using Facebook usually. 30 (21.5%) are using Facebook sometimes, 40 (28.7%) are using Facebook really, and 50 (35.9%) never used Facebook.

**Table 4**: Availability of library facebook page

| Library Facebook page | Frequency | Percentage |
|---|---|---|
| Library is running own Facebook page | 18 | 12.9% |
| Library Facebook not exist | 121 | 87% |
| Total | 139 | 100% |

Results in **Table 4** highlighted that 18 (12.9%) libraries are running their Facebook pages. 121 (87%) libraries are not in the position to systematize their Facebook pages for the promotion of their library services. The library professionals are providing services with their Facebook accounts. The results show that the libraries which have developed Facebook page are limited. Out of the 139 libraries, only 18 libraries have their Facebook pages. Library professionals from the rest of the libraries are facilitating their users from their IDs.

**Table5:** Facebook page in promoting library resources and services

| Responses | Frequency | Percentage |
|---|---|---|
| Very effective | 21 | 15% |
| Effective | 110 | 79% |
| Natural | 0 | 00% |
| Not effective | 5 | 3% |
| Not very effective | 3 | 2% |
| Total | 139 | 100% |

**Table 5** shows the attitude of university library professionals toward the affirmative use of Facebook pages for promoting library resources and services. Whereas, 21 (15%) library professionals mentioned usage of Facebook is very effective for the promotion of library services. 110 (79%) believe that Facebook is an effective tool for promoting library services. While 5 (3%) said it is not effective, and another 3 (2%) mentioned that Facebook usage is not very effective.

**Table 6:** Opinion of Facebook usage trends in Pakistan

| Responses | Frequency | Percentage |
|---|---|---|
| Will stay slow | 2 | 1% |
| Will grow solely | 12 | 8% |
| Will expand quickly | 125 | 89.9% |

The respondents were asked to share their opinion about Facebook usage trends in Pakistan the responses were (will stay slow, will grow solely, and will expand quickly). Results in **Table 6** portray that 2 (1%) responded that the usage trends of Facebook will stay slow. 12 (8%) responded that the usage trends of Facebook will grow solely, and 125 (89.9%) responded that the usage trends will expand quickly in the future.

**Table7:** For what Purpose university libraries are using Facebook page

| Statements | Frequency | Percentage |
|---|---|---|
| Promote library products and services | 46 | 33% |
| Provide quick updates to users | 32 | 23% |
| Promote Information Literacy programs | 21 | 15% |
| Disseminate library news and press releases | 21 | 15% |

Results in **Table 7** portray that 46 (33%) responded that they promote library products and services through Facebook. 32 (23%) responded that they provide quick updates to the users. 21 (15%) responded that they promote information literacy programs. 21 (15%) responded that they disseminate library news and press release through Facebook.

**Table 8:** Library professionals' attitude towards using Facebook

| Statements | Strongly Agreed | Agree | No opinion | Disagree | Strongly Disagree |
|---|---|---|---|---|---|
| Facebook as a social media tool is an integral part for promoting library services and resources | 109(78%) | 25(17%) | 5(3%) | 0(00%) | 0(00%) |
| Facebook will not help librarians to get closer to the library clients | 0(00%) | 5(3%) | 0(00%) | 109(78%) | 25(17%) |
| Facebook helps librarians in building collaborative network with library users | 100(100%) | 35(25%) | 5(3%) | 0(00%) | 0(00%) |
| Facebook will not help university students to use library | 2(1%) | 0(00%) | 0(00%) | 25(17%) | 112(80.5%) |
| Facebook helps students in identifying and locating library resources | 34(24%) | 105(75.5%) | 0(00%) | 0(00%) | 0(00%) |
| Facebook will not help in promoting distance learning | 2(1%) | 0(00%) | 0(00%) | 12(8%) | 125(89.9%) |
| Facebook will not facilitate knowledge sharing | 0(00%) | 0(00%) | 0(00%) | 11(7.9%) | 128(92%) |
| Facebook offers more than just traditional ways of marketing library services and resources | 128(92%) | 8(5.7%) | 3(2%) | 0(00%) | 0(00%) |
| Facebook facilitate providing user with information | 109(78%) | 25(17%) | 5(3%) | 0(00%) | 0(00%) |

| | | | | | |
|---|---|---|---|---|---|
| Facebook is not a great way to grab the attention of new users | 0(00%) | 3(2%) | 0(00%) | 8(5.7%) | 128(92%) |
| Facebook allows students to create, connect, converse, vote and share information | 136(97.8%) | 3(2%) | 0(00%) | 0(00%) | 0(00%) |
| Facebook will not capture potential users of the library | 0(00%) | 2(1%) | 0(00%) | 9(6%) | 128(92%) |

**Table 8** shows that library professionals have a positive attitude towards using Facebook for the promotion of library resources and services. To test the following assumptions based on the Likert scale to highlight their opinion (strongly agree, agree, natural, disagree, strongly disagree) and the views are i.e. as a tool Facebook is an integral part for library promotion 109 (78%) strongly agree, 25 (17%) agree. In the second statement (Facebook will not help library professionals to get closer to the library clients) 25 (17%) strongly disagree, 109 (78%) disagree, and 5 (3%) agree. In the third statement (Facebook helps library professionals in building a collaborative network with library users), 100 (100%) strongly agree, 35 (25%) agree. In the fourth statement (Facebook will not help university students to use the library), 2 (1%) strongly agree, 112 (80.5%) strongly disagree and, 25 (17%) disagree with the said statement. In the fifth statement (Facebook helps students in identifying and locating library resources) 34 (24%) strongly agree and, 105 (75.5%) agree. In the sixth statement (Facebook will not help in promoting distance learning), 2 (1%) strongly agree and, 125 (89.9%) strongly disagree, and 12 (8%) disagree. In the seventh statement (Facebook will not facilitate knowledge sharing) 128 (92%) strongly disagree and 11 (7.9%) disagree. In the eighth statement (Facebook offers more than just traditional ways of marketing library resources and services) 128 (92%) strongly agree, 8 (5.7) agree. In the ninth statement (Facebook facilitates providing the user with information) 109 (78%) strongly agree, 25 (17%) agree. In the tenth statement (Facebook is not a great way to grab the attention of new users) 3 (2%) agree, 128 (92%) strongly disagree, and 8 (5.7%) disagree. In the eleventh statement (Facebook allows students to create, connect, converse, vote, and share information) 136 (97.8%) strongly agree, and 3 (2%) agree. In the twelfth statement (Facebook will not capture potential users of the library) 2 (1%) agree, 128 (92%) strongly disagree, and 9 (6%) disagree.

**Table9:** Library professionals used to acquire skills to use social media tools

| Statement | Frequency | Percentage |
|---|---|---|
| Learnt through self-practice | 69 | 49% |
| Through friends/colleagues | 40 | 28.7% |

| | | |
|---|---|---|
| Through library school | 10 | 7% |
| Through workshops | 20 | 14% |

In **Table 9** Respondents indicated the means through which they acquire skills to use social media tools. 69 (49%) indicated acquiring the skills through self-practice.40 (28.7%) indicated acquiring the skills through friends/colleagues and, 20 (14%) indicated acquiring the skills through workshops. Only 10 (7%) indicated acquiring skills through library schools.

**Table 10:** Challenges related to use of Facebook for library promotion

| Problems | Strongly Agree | Agree | No opinion | Disagree | Strongly Disagree |
|---|---|---|---|---|---|
| Concerns on confidentiality of students information | 128(92%) | 9(6%) | 2(1%) | 0(00%) | 0(00%) |
| Slow speed of the internet | 130(93%) | 9(6%) | 0(00%) | 0(00%) | 0(00%) |
| Lack of privacy and identity theft | 129(92.8%) | 10(7%) | 0(00%) | 0(00%) | 0(00%) |
| Inadequate staff | 125(89.9%) | 14(10%) | 0(00%) | 0(00%) | 0(00%) |
| Lack of time to use facebook | 112(80.5%) | 27(19%) | 0(00%) | 0(00%) | 0(00%) |
| Insufficient power supply | 136(97%) | 3(2%) | 0(00%) | 0(00%) | 0(00%) |
| Unskilled staff | 133(95%) | 9(6%) | 0(00%) | 0(00%) | 0(00%) |
| Low awareness of the library's presence in social networks | 112(80.5%) | 27(19%) | 0(00%) | 0(00%) | 0(00%) |
| Library's information update is slow | 125(89.9%) | 14(10%) | 0(00%) | 0(00%) | 0(00%) |
| Too many social media tools to learn | 126(90.6%) | 13(9%) | 0(00%) | 0(00%) | 0(00%) |
| users' engagement with SNS | 133(95%) | 9(6%) | 0(00%) | 0(00%) | 0(00%) |

As depicted in **Table 10** total of 128 (92%) respondents identified "Concerns on confidentiality of students' information" as a problem they face while using Facebook page for library promotion. 130 (93%) respondents pointed the second most concerning problem for them is "low speed of internet". "Lack of privacy and identity theft of students joining the library Facebook page" has been identified by 129 (92.8%) respondents as the third concerned problem. As the fourth concerned issue is "Inadequate staff of the library to work on the Facebook page" 125 (89.9%) respondents identified. "Lack of time to use Facebook" has been cited respectively by 112 (80.5%) as the fifth concerned issue. 136 (97%) respondents highlighted "Insufficient power supply" as the sixth major issue. 133 (95%) respondents highlighted "unskilled staff" as the seventh main challenge. "Low awareness of the libraries for presence in social networks" 112 (80.5%) respondents identified. "Library's information update is slow" 125 (89.9%) respondents identified as the ninth concerned problem. "Too many social media tools to learn" has been cited respectively as the tenth concerned issue 126 (90.6%) respondents identified. "Users' engagement with SNS" has been identified as the eleventh concerned issue 133 (95%) respondents identified.

**Discussion**

The study found that Facebook is the most popular SNS among library professionals. This finding is in line with the study results of Islam and Habiba (2015) and Dickson & Holley (2010) where they preferred using Facebook for promoting their library services. The current study highlighted that young library professionals are using SNS and their Facebook account for the marketing of library services. The same kind of study conducted by Arif & Mahmood (2012) and Choi & Joo (2018) identified the usage level of web 2.0 technologies for library promotion. They concluded that most young library professionals are using SNS. According to the current findings, only 18 (12%) libraries have their official Facebook page rest of the 121 (87%) libraries do not have a Facebook page. These libraries are still providing service traditionally or with the help of their Facebook account. However, studies revealed that the level of engagement of libraries with Facebook pages is generally low (Giri *et al.,* 2014; Lam *et al.,* 2019; Parvin, 2017; Al-Daihani & Abrahams, 2018; Liu *et al.,* 2018).

Remarkably, library professionals think positively regarding the use of SNS. They mentioned Facebook as an effective tool for the promotion of library resources and services. The library professionals understand the need for SNS in the current era. They realized that Facebook is the platform where they can build networks and relations with users. Moreover, it is useful in keeping in contact with patrons as well as other libraries and institutions. The results of the study are supported by the findings of Khan and Bhatti (2012) and Islam and Habiba (2015) and Priolkar & Kumbhar (2014) that the main purpose of using social media is the marketing of library product and services. Moreover, 125 (89.9%) library professionals pointed out that it will expand quickly in the future. Facebook provides further channels of communication for libraries in the future. Aharony and Karzbrun (2009) findings supported the existing results that Facebook is a primary medium to reach their users.

Furthermore, the finding reveals that library professionals acquire the skills of using SNS through self-practice, conferences, and friends/colleagues. This shows that library schools in Pakistan are not the means through which library professionals acquire SNS skills. The findings of the current study are supported by the study conducted by Baro *et al.(*2013) according to them more than 79% of library professionals indicated that they are acquiring the skills through self-practice.

Moreover, the challenges that library professionals face while using Facebook for the promotion of their library resources and services. The majority 136 (97.8%) of the respondents

mentioned insufficient power supply, followed by 133 (95.6%) who mentioned unskilled staff is the major problem, 130 (93.5%) mentioned the low speed of the internet. Several studies related to the use of SNS identified similar challenges such as power failure, no internet connectivity, no pieces of training for library professionals, the users' engagement with SNS (Magoi *et al.,* 2019; Baro *et al.,* 2013; Ezeani and Igwesi, 2012; Adelekeand Olorunsola, 2010; Alkharousi *et al.,* 2019; Islam and Habiba, 2015; Khan & Bhatti, 2012; Qutab &Mahmood, 2009).

**Conclusion**

The SNS is the platform where users can build their networks and relations. Such websites are useful for establishing contact with patrons and other libraries and organizations. This study shows the positive behaviors of library professionals for using Facebook to promote library resources and services. Moreover, the current study draws an overall picture that in the ICT era still, very few library professionals are frequently using Facebook. (12.9%) university libraries have developed a Facebook page and using it for the promotion of library resources and services rest of the library professionals are using their accounts for this purpose. Library professionals are deeply concerned that social media tools like Facebook is important marketing tools for promoting library products and services. Another positive sign is that librarians used to acquire skills to use SNS by self-practice but the drawback is that library schools are not playing an active role in this regard. Furthermore, the study is not only showing possible positive aspects but also portrays the various problems related to the management of a Facebook account for their respective libraries. The major problem: highlighted in this study is the none-availability of proper power supply, unskilled staff, and low speed of the internet.

**Recommendations**

Based on the results, the study provides the following recommendations:

1. Every library should develop its Facebook page.
2. Facebook is very popular among teens; libraries should provide a quick link to its Facebook page on official websites. It'd keep the library fresh in the minds of teenagers.
3. Libraries should develop their marketing strategies with the help of social media.
4. Library associations, alumni, and LIS schools are required to play their role in popularizing social media use by LIS professionals.
5. University management should make available the necessary facilities for the use of social media resources in university libraries, such as computers with constant internet access and proper power supply.

6. University management should arrange refresh courses, workshops for their professionals.

7. University management should employ ICT literate staff in their libraries.

8. Library schools should emphasize the realistic aspects of marketing and the use of social media in their syllabus.

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