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Tang Zhiwei Dr  
UESTC, muhammad\_anwar7613@yahoo.com

ANWAR MUHAMMAD  
uestc, tangzw@uestc.edu.cn

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## **USE OF SOCIAL MEDIA EFFECTIVELY IN NON-PROFIT ORGANIZATION: A STUDY OF LIBRARIES.**

**Muhammad Anwar**

**PhD Scholar School of Management and Economic, UESTC, CHINA**

**muhammad\_anwar7613@yahoo.com**

**Professor: Dr. Tang Zhiwei**

**School of Political Science and Public Administration, UESTC, CHINA**

**tangzw@uestc.edu.cn**

### **Abstract**

Social media is the best and reliable source that enables people to communicate easily without any obstacles. Social media allow the library staff and library users to interact with each other. Social media enables libraries to promote their sources and services. Social media is the largest virtual platform that is providing the libraries to promote their sources and services. It is obvious that social media is helping libraries to market their services and sources. It would be better for libraries should use or apply social media for better approaches to the library users. Every library is facing too many problems and issues that must be removed in a proper way then it would be better to use social media for library marketing.

**Keywords: social media, Non-profit, Organization, Libraries, Effectiveness**

### **Introduction**

Libraries are known as treasure house of knowledge and these knowledge needs to share to the potential user until and unless needs some ways ,methods and techniques that would help the libraries to access their customers. ICTs and its related aids have changed the information seeking behavior of the library users. Now day's social media is the most impressive tool for libraries to maintain their capacity and build virtual platforms to bring all the library users at one point. Users share a lot about themselves on their profiles on social media sites like Facebook in order to introduce themselves to others (Acquisti & Gross, 2006). Besides these facts it needs

some techniques and tools that would help the library staff and library professional to access their potential library clients. Marketing is the technique that helps the librarians to promote their sources and services. The present age of information needs some technological tools that would make things easy for the libraries to market their sources and services. social media is consider as the power house of information dissemination where different kinds of tools and techniques used to bring library users at one spot that would be possible using social media tools. Facebook, twitter, Blogs,Instagram, Whatsapp,Wechat and Web 2.0 are the major social media that would be suitable tool to market the library sources and services. Furthermore, it would be ease in today world to use social media to access the potential library users.

### **Research Questions**

1. To find out the effectiveness of social media in libraries
2. To identify the different Prospects of social media
3. To present a self-created model using social media library marketing

**Research Design/Methodology/Approach:** the survey research method was utilized to complete this study. The different databases sites were used to retrieve related papers/data and data were analyzed according to the set parameters of the study.

### **Background or Motivation of the research**

Social media is known as power house of 21<sup>st</sup> century and no one is left behind to use this fastest medium of communication channel. The libraries and information centers are striving hard to get rid of the global world challenges using social media and its associated tools. Library professionals and information scientist are getting familiar with social media and its usage into their libraries to accommodate their users. Social media have the potential to bring all the library

users at one place and also have the quality to create virtual learning environment. Libraries are always known as the organization who accepts the changes to make good use of it. social media use to promote library sources and services to the end user. Social media is defined as a type of interaction between people or communities in which information is shared and exchanged over a virtual network. "A series of Internet-based applications that build on the intellectual and technological foundations of Web 2.0 and allow the creation and exchange of user-generated content," according to experts". Students use social media to communicate with one another on a regular basis. In order to communicate with their students, school librarians are beginning to adopt this popular method of communication. For a variety of reasons, university librarians use social media. Furthermore, the library professionals are making changes in their respective libraries in term of organizing the services using social media as well as using social media to disseminate information to their customer.

### **Literature Review**

Alkindi and AL-Suqri( 2013) studied the social networking sites as marketing and outreach tools to library and information services. They studied the web 2.0 technology and examine its effectiveness in library using. They discussed the different tools of web.2.0 like RSS, Blogs and Wikis that would help libraries to promote their services. They focused how the web 2.0 technologies can be useful for the marketing of library services. This study revealed that Facebook other than web 2.0 tools is using among libraries to promotion purposes.it shows that there are number of social media are using around the globe to market library sources and services.

Fiander( 2012) found social media for academic libraries. The author found the Facebook and twitter are the most attractive social media for library professionals. These social media are using in libraries to promote library services. it looks and describes that social networking sites are favorite media to engage library users to the library materials.

Islam & Habiba (2015) reported the use of social media in marketing of library and information services in Bangladesh. The findings of the study revealed that majority of the libraries were using Facebook and LinkedIn to market their services. They found that social media is the best medium of communication in libraries point of view. The social media are using to promote their sources and services to their end users. It shows the grate value of social media among library professionals in bangaldesh.

Cheng,lam and Chiu(2020) reported the social media as platform for academic library to market their sources and services. They examined that social media are well known media of communication for different organization especially for non-profit organization like libraries and information centers. Using social media means to engage the library users at distance level to provide effective services. They were collected data using questionnaire from Hong king from students and faculty.

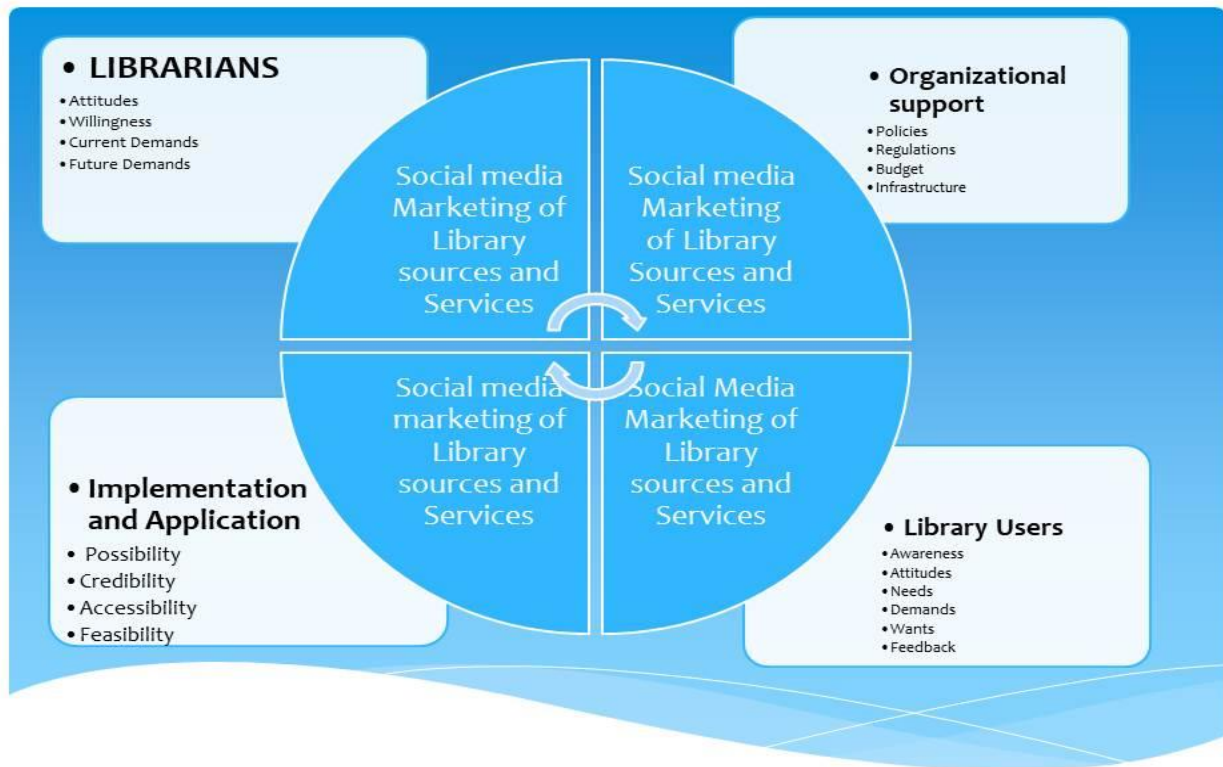
Khan & Bhatti (2012) explores the respondent's perceptions of the utility of social media in library marketing. A peer-reviewed and pilot-tested questionnaire was used to conduct the survey investigation. Data was gathered from librarians and LIS school professors at Multan's Bahauddin Zakariya University and Bahawalpur's Islamia University. The majority of respondents felt that using social media is vital to catch the attention of internet users and aids in distant learning and information sharing, according to the findings. For promoting diverse library

services, respondents suggested using Facebook, Wikis, LinkedIn, Blogging, YouTube, and online communities.

Jain (2013) studied the application of social media in marketing library and information and information services. She used empirical method study and saw the proper utilization of social media to promote library services at global level. She examines the different tools which are using in the libraries to market their services at distance level. She reported a framework that would be beneficial for the libraries to use market their services effectively.

### **SELF CREATED MODEL**

This model provides a logical structure about the marketing of library sources and services using social media. The model further explained the detail stages how and where social media can be helpful to the library professionals that would use to promote their sources and services.



(Self-created model)

## Discussion

Library services and sources are the major backbone of any library that would library to build their relationship among library users and library staff. The library and information centers are using social media for different purposes in their respective libraries. The social media like Facebook, twitter, LinkedIn, Wechat, Wikis, web.2.0 and YouTube are the most prominent tools which are using by library professionals to market their sources and services. Social media are also help to create virtual environment for library users where they can get their needed information and material easily. The library and information professionals are well aware about the importance of social media. Social media use to serve library customers effectively. One of the new technologies that libraries can use to reach out to their customers is social networking

websites. Libraries can also use YouTube videos to promote their many programs, conferences, and workshops. They can also use Flickr to share and upload photos from various library events and activities. Libraries can use Facebook to convey information about new arrivals and book editions. RSS feeds and blogs can be used to promote library services to online students. Bamigboye, Aderibigbe & Kafilat (2020) reported that social media is most effective sites that enable libraries to provides services to their customers. Additionally, social media is the best tool to accommodate library professional to reach their potential customers. Islam and Habiba (2015) Facebook and LinkedIn are two most impressive social media tools for libraries to use promote their services and sources. Furthermore, Khan and Bhatti(2012) informed Facebook, LinkedIn, Wikis, YouTube and online groups are the major social media used to promote library and information services in Pakistan. It revealed that social media can be used to sustained library virtual service environment to boots academic activities. Sachin (2014) agreed social media provides an innovative and efficient way to deliver library services as well as used to connect library users at distance level. Moreover, social media provides an active platform among libraries and library users where they can interact to each other. Aras (2015) pointed out the role of social media in the promotion of university libraries. It reflects that social media is the prominent tool to market library sources and services.

## **Conclusion**

Today the whole world has been changed by social media and its tools dramatically and drastically. The social media is the best way to render the information to the end users. The library professionals are trying their level best to disseminate information using social networking sites to their potential library users. It's possible that respondents' attitudes regarding using social media to promote library resources and services were favorable. Libraries can



promote its users, services, resources, events, and communication by using social media. Incorporating and decorating according to the changing needs of consumers, social media reaches new heights. Social media may be used to effectively combine every stage of library marketing. Almost all activities that take place at a library can be classified under this heading (Muruliand Gireesh 2013). As a marketing tool, social media provides members of the new generation with frequent updates. Libraries should adapt to the changing nature of information and communication technology in order to maximise the usability of their services and products. Implementing suitable marketing strategies using social networking technology is the responsibility of library personnel. Libraries that use social media for marketing should pay special attention to the design, structure, and execution of their marketing policies, which should be revised on a regular basis based on user input. Professional assistance convergence has become a reality thanks to social media, which allows LIS experts to communicate with peers all around the world. If social media is handled successfully, it is possible for professional contacts to exchange creative marketing concepts and expertise.

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