

University of Nebraska - Lincoln

DigitalCommons@University of Nebraska - Lincoln

Library Philosophy and Practice (e-journal)

Libraries at University of Nebraska-Lincoln

Summer 4-21-2023

Current Prospects and Practices of social media to market library sources and services: a case of selected university libraries of Pakistan

Anwar Muhammad Mr
SME UESTC, muhammad_anwar7613@yahoo.com

Tang Zhiwei Dr
UESTC, tangzw@uestc.edu.cn

Follow this and additional works at: <https://digitalcommons.unl.edu/libphilprac>



Part of the [Scholarly Communication Commons](#)

Muhammad, Anwar Mr and Zhiwei, Tang Dr, "Current Prospects and Practices of social media to market library sources and services: a case of selected university libraries of Pakistan" (2023). *Library Philosophy and Practice (e-journal)*. 7714.

<https://digitalcommons.unl.edu/libphilprac/7714>

Current Prospects and Practices of social media to market library sources and services: a case of selected university libraries of Pakistan

¹**Muhammad Anwar**

¹**Scholar at School of Management and Economics UESTC, CHINA**

Muhammad_anwar7613@yahoo.com

²**Tang Zhiwei**

²**Prof: School of Political Science and Public Administration, UESTC, CHINA**

tangzw@uestc.edu.cn

Abstract

Purpose: the prime purpose of this research study is to investigate the application of social media in the marketing of library sources and Services in the university libraries of Pakistan.

Research Design/Methodology/approach: Data were gathered using a survey method and a quantitative research methodology. The Pakistani university librarians were the source of the data, which was gathered both offline and online. With the aid of SPSS and other analysis software, 100 valid responses in all have been examined.

Findings: the Research findings revealed that university librarians of Pakistan are well aware of the very application of social media in the marketing of library sources and services. The result shows that majority of the university libraries are using social media for the marketing of library sources and services. However, the librarians have identified that Facebook is a more suitable tool for the marketing of library sources and services. The research result has confirmed that university librarians are well aware of the needed skills and knowledge how to implement social networking sites to market the library sources and services. The results also described that university librarians use some of the tools/methods to analyze the marketing feasibility at the country level

Practical Implications: This research helps library and information workers at the international and national levels understand how social networks might be used to provide library resources.

Limitation: the present Research is purely consisted to the university librarian four provinces and twin cities of Pakistan.

Originality/value: This research demonstrates the value of social networking sites platforms for the marketing of library resources and services and makes a contribution to the fields of library and information science and information management. Flexible marketing platform should be created by the university libraries using social networks sites in order to promote their resources and services. The higher authority should support this effort.

Keywords: social media, Pakistan, marketing, University Libraries, Facebook,

Introduction

Ultimately marketing is the process to market the products/resources. Marketing is defined by number of eminent scholars as their own way and majority of them show their agreement about the broader understanding of marketing concept. Marketing mean organizational process which create the relationship between customer's needs and products and services. The action of generating, communicating, delivering, and exchanging offerings that are valuable to customers, clients, partners, and society at large is referred to as marketing, according to AMA(2020).Marketing is described as "the identification and satisfaction of users' needs and wants" by Jain (1999). "Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customers' relationships in ways that benefit the organization and its stakeholders," said the American Marketing Association in 2004. Kotler (1982) defined marketing as "the analysis, planning, implementation, and control of carefully formulated programmes designed to bring about voluntary exchange of achieving organizational objectives". Furthermore, it is clear from the information provided by Jose and Bhat (2007) that Kotler and Levy established the idea of marketing for the first time in 1969. In order to

advertise their resources and services to library visitors, libraries and information centers are working with marketing departments. Libraries pay close attention to what their customers need, want, and demand. Platforms for social networking are growing swiftly and steadily. The majority of libraries throughout the world use social media, including Facebook, Twitter, WeChat, blogs, RSS, Web 2.0, Whatsapp, and many more channels of communication, to promote their resources and services. The distribution of knowledge is greatly aided by social media. The rapid development of social media platforms and the corresponding support systems has altered how librarians and library patrons think. University libraries are also interacting with their patrons to make a message. Social media is well known mediator tool to create flexible environment to reach potential customers. Additionally, everyday life of every individual is spanning around the social media and libraries are accepting this change diligently. A computer-based technology called social media, according to investopedia.com (2020), "enables the sharing of ideas, thoughts, and information through the creation of virtual networks and communities." Social media has helped libraries' significance transition from traditional to digital. Bringing everyone together is essential to making the most of social media. The needs of library consumers are covered and identified in Bamide, Kafialt, and Akeem's (2019) SM; for this reason, MS is an appropriate tool for promoting library services. Social media is mostly used by libraries to communicate with remote students and promote their resources and services. Jain (2013) Social media users can advertise library services using a variety of tools, including Facebook, Twitter, blogs, Flickr, and YouTube. One of the well-known social media platforms (SM) that enables libraries to build a homepage to connect their readers virtually is Facebook. Ezeani and Igwesi (2012) assert that SM promotes an environment that creates a bridge between library users and staff members. Chicumbo (2015) asserts that social media is the most effective platform for promoting library services. Adewoyu and Adebara (2016)

are two well-known SM programmes that can assist libraries in offering services. Like Facebook and WhatsApp, they are specialised social media tools. According to Nataraju and Mulla (2018), SM enables librarians to interact with their clients. 2018, according to Rachman and Putri As collions and Karami(2018) Twitter were utilised as starting places to deliver the library services, Indonesian libraries used SM to promote their services. Twitter, according to Aharony (2010), aids libraries in promoting and advertising their information offerings. Social media is also seen as a crucial element of contemporary daily life in libraries. According to Chakraborti (2016), social media is a medium that aids librarians in drawing patrons to their libraries as well as collaborating on the creation of their services and goods. Facebook is an appropriate platform for communicating with library patrons and offering reference services, according to Amuda and Adeyinka (2017). Using Facebook and Twitter accounts to advertise services, Fiander (2012) A Facebook page was developed by Parveen (2011) to raise awareness of library services. Burkhardt (2010), Robinson (2015), Michael (2015), Chu and Meulemans (2013) The usage of social media in the delivery of institutional services is beneficial. In their 2015 study, Akporhonor and Clise looked at how social media is used to promote library resources and services. According to Ayu and Abrizah (2011), promoting library services on Facebook is common practise. Ihejirika, Goulding, and Calvert (2018) observed the promotion of academic libraries via social media. The usefulness of social media in promoting library resources and services has also been the subject of a great deal of research. Regarding their founding libraries, whether they are academic, public, or special libraries, these studies have been carried out all over the world. The current study, however, aims to investigate the potential of social media for the marketing of library resources and services, how librarians are utilizing this 21st-century strength, and how university libraries are utilizing social media.

Research Questions

1. What is the level of awareness and attitudes, application of social media by university librarians for the marketing of library sources and services?
2. What are the perceived and essential benefits of applying social media to market libraries?
3. What kind of skills and knowledge needed to apply social media for marketing of LIS?
4. What is the most productive or suitable social media tool for the marketing of library sources and services?
5. What steps should be taken to analyze the marketing of university libraries?

Research Methodology

The survey method was employed to gather standard data from university librarians in the four provinces and the nation's capital as part of the current study's quantitative research methodology.

Literature Review

Marketing of Libraries

Marketing have been defined by number of eminent research scholars but a well know definition has been given by kotler(1972) who defines ““an organization's ability to effectively manage its exchange relationships with its numerous markets and audiences. Following that, many others have given their own definitions of marketing, such as Patange (2013), who states that it "begins with market research, identifying the customer wants and expectations, their pricing and promotion to the suitable consumers. It is obvious that term marketing was not recommended for non-profit organization as term was coined by Kotler 1969. According to the Renborg (2000) the term marketing was used in 1876 by e Samuel Swett Green where he quoted ““improved personal relations between librarians and readers". At that point, library service

marketing began in the United States and the United Kingdom. But after that, the libraries are getting interest to do marketing their sources and services. During a visit to the United States in 1916, a Swedish librarian was fascinated by the way Americans "advertised" libraries by placing flyers in laundry bags (Renborg, 2020). Since it is obvious that marketing library services is not a novel idea, numerous publications have been written about the subject throughout the years. The advertising of information products and services, such as libraries, was the subject of research by Patange (2013). It highlights the significance of marketing for libraries. Academic libraries are finding that using marketing strategies helps them manage changes in their clientele and ensures that the services they provide continue to meet the needs (Sharma & Bhardwaj, 2009). Libraries accept changes for improved access to their end users and are constantly in a state of transition.

Social networking sites and Library marketing

For web 2.0 technologies, Moulaison and Corrado (2011) conducted research on avoiding cooperating marketing machines' library policy. They discovered that Web 2.0 is a social media tool that may be used to support marketing libraries as well as information dissemination. They argued that there should be no rule requiring library workers to promote their materials and services via social media. They recommended giving library employees the tools they need to use Web 2.0 to advertise their services. Islam and Habiba (2015) looked into how Bangladeshi libraries and information services were marketed via social media. To accomplish this study, they employed a survey methodology. To gather the data, the online surveys were dispersed to the relevant libraries. According to the study's results, the majority of libraries promoted their services on Facebook and LinkedIn. The use of social media for marketing was examined by Shihab (2015), Munshi (2018), Kumar (2017), Jindal and Khan (2018), Pessa 2019; Jacobson 2011; Nsahlai, Khoase, Nalayiziamiye, and Dube 2020. Nooshinfard and Ziaei (2011) looked at academic library

websites as marketing tactics. They asserted that beginning around 1970, charities and governmental organizations began to adopt marketing strategies instead of companies. The marketing idea can be used by a non-profit organization to connect with its customers. (2020) Tabor and Etebu Whatsapp, Ayiah, and Kumar (2011) identified social media as a useful medium for the provision of services. Information is disseminated via Twitter, according to Karami and Collions (2018). To advertise library services and products, social media platforms including Mozila(nd), Sahu, Vanda, and Baral(nd) are used. DeCoster (2018) looked into social media takeovers of libraries as a form of hands-on instruction for digital marketing. They found that at Saint Peter's University Libraries, students could use social media for their own projects. The children were given the opportunity to sign up for the library's Instagram and Facebook accounts. This study found that the shift to social media brought librarians and students together, which contributed to the promotion of the library. Tofi (2019) looked at how social media platforms are used to disseminate information. He gathered the information from the Benue state school of nursing and midwifery using the survey approach. Ameen (2006) discloses the situation of education regarding subject of LIS marketing in Pakistan. She confirmed that LIS marketing is offering as a compulsory subject at library school. She shows her opinion that majority of the library professionals of the country have no information regarding the techniques of library marketing in Pakistan. Sonawane and Patil (2015) Facebook, twitter and YouTube use for marketing of library services, like Ansari (2016),Bilso(2016), Ansari and Tripathi(2017),Sriram(2014),Kenchakkanavar (2015) social media use to promote library services. Alarf, Iqbal, Ramzan, Masrak and Ahmed (2021) investigated the use of social media in the libraries of developing country.

Research Gap

The use of social media in libraries to promote library resources and services has been the subject of numerous studies. Both in this region and in other parts of the world, the majority of the research has been conducted. Most research on using social media as a platform for marketing academic libraries: The efficiency of social media in marketing was also included in a comparison research (Cheng, Lam & Chiu, 2020; AlAwadhi & Al-Daihani, 2019; Joo, S., Choi & Baek, 2018). Numerous papers (Dickson & Holley, 2010, Sriram, 2016, Islam & Habiba, 2015, Young & Rossmann, 2015) have examined the potential and issues of social media and library promotion. As a result, numerous studies have been done to study how various social media platforms might be used to sell library services, such as the use of Facebook for library marketing by Brookbank (2015), Phillips (2015), Xia (2009), and Del Bosque, Leif & Skarl (2012).

Results and Discussion

Respondent's Categories

Demographic Information	Frequency	%
Gender		
Male	75	75%
Female	25	25%
Area Wise /Geographic Locations		
Balochistan	21	21%
Islamabad/Rawalpindi	20	20%
KPK	9	09%
Punjab	31	31%
Sindh	19	19%
Qualification/Educational Background		
MA/MSc	01	01%

MLIS	69	69%
MLS	7	7%
M.Phil	20	20%
PhD	03	03%
Professional Experience(Years)		
5 to 10	31	31%
11 to 20	50	50%
21 to 30	12	12%
31 to 40	6	6%
41 to more	1	1%
Ages(Years)		
Up to 20	1	1%
21 to 30	19	19%
31 to 40	45	45%
41 to 50	25	25%
51 to 60	6	6%
60 to more	4	4%
Designation/Positions		
Chief Librarians	07	07%
Librarians	23	23%
Deputy Librarians	13	13%
Assistant Librarians	47	47%
Library Assistant	05	05%
Library Incharge	05	05%

Awareness among Librarians regarding Marketing of Libraries

The respondent's opinion on how libraries are promoted in terms of their resources and services. The majority of respondents said they were aware of the promotion of library services and resources, which 46 (46%). 19 of them slightly aware that is 19(19%) and 18(18%) of them were very much aware respectively. 16 (16%) were moderately aware and only 1(1%) showed their lack of awareness about marketing of library sources and services.

Table.1 (N:100)

Responses	Frequency	Valid Percent	Cumulative Percent
Aware	46	46.0	46.0
Not at all	1	1.0	47.0
Slightly aware	19	19.0	66.0
Moderately aware	16	16.0	82.0
Very much aware	18	18.0	100.0
Total	100	100.0	

University Librarians thinking about marketing of library sources and services

Results confirmed that the respondents' perception of librarians about marketing of library sources and services were positive as the mean score of all the statements remained between strongly agree and agree (m=1.5500 and m=2.7000). The respondents gave the highest ratings to the statements "Library school programmes should require a course in marketing" (m=1.5800) and "Marketing is primarily about providing better Library products and services to the Library

consumer" (m=1.5500). The next sentence is "Marketing tries to satisfy Library users what they need, demands, and wants from the library" (m=1.6000). All the analyzed data has been displayed in the following table.

Table.2 **N:100)**

Marketing application	Mean	Std. Deviation
Marketing is relevant to the needs of libraries	1.5800	.62247
Libraries should market themselves more like profit organization do	1.6200	.74914
Marketing is primarily about providing better Library products and services to the Library consumer	1.5500	.62563
Marketing is primarily used to persuade people to buy library products who do not utilize library products and services	1.7300	.83913
Marketing is too costly for most libraries	2.3000	1.23501
It is more difficult to apply marketing techniques to libraries than to profit organization	2.3200	1.25433
Marketing uses up resources that could be better used to provide more services	1.9300	.87911
Marketing is mostly hype and hustle	2.3300	1.21485
Marketing tries to satisfy Library users what they needs, demands and wants from the library	1.6000	.63564
Marketing also met for achieving the goals of the organization/library goals and objectives	1.6200	.69311

Marketing is inconsistent with the professionalism of a librarian	2.3600	1.28330
Libraries need marketing to survive in an increasingly competitive environment	1.6400	.78522
Marketing is unnecessary because we barely have enough resources to meet current demand of library users	2.1700	1.24766
Library school programs should require a course in marketing	1.5800	.72725
Libraries do not need marketing because users are not willing to buy Library sources and services	2.7000	1.43196

Librarians' attitudes using social media to marketing libraries

Results confirmed that the Librarians “attitudes of Library staffs were positive as using social media in the marketing of library sources and services as the mean score of all the statements remained between strongly agree and agree (m=1.7100 and m=2.1200). Librarians ranked the statement “Does your library have the staff who have expertise of social media marketing strategies” (m=1.7100) at highest place, followed by the statements ‘Does your library have proper infrastructure about using social media for marketing of library sources and services’ (m=1.7200). the following table shows the complete analyzed data.

Table.3. (N:100)

Marketing attitudes	Mean	Std. Deviation
Does your library allocate any specific budget to marketing library	2.0200	.81625

sources and services using social media?		
Is there any personnel has been appointed or plan to appoint to manage marketing program of your library using social media?	2.1200	.75585
Does your library have the staff who have expertise of social media marketing strategies?	1.7100	.82014
Does your library publishing a booklet regarding the marketing of library sources and services through social media?	1.8000	.76541
Do you library is planning for marketing their library sources and services using social media?	1.7400	.83630
Does your library have proper infrastructure about using social media for marketing of library sources and services?	1.7200	.76647
Does your library have any policy for continuous marketing of library sources and service using social media?	1.9600	.80302

Table.4 most productive social media to market libraries

Results showed that librarians' perceptions towards the most effective social media platforms for promoting library resources and services were both positive and negative, with the means of all responses falling between effective, most effective, and not effective (m=1.5200 and m=2.8100). Respondents graded the statement “Facebook” (m=1.5200) at most productive SM tool, followed by ‘Whatsapp” (m=1.7800). Followed by “YouTube” (m=1.8800). As far as

“LinkedIn” (m=2.1700), and “Instagram” (m=2.1700) are Equal as effective. The respondents showed their concern about the “Twitter (m=2.1400) and “Wikis” (m=2.0300). The Librarians showed their opinion in agreement with “blogs”(m=2.2200) , followed by web .20 with (m=2.2600). As far as the other statements “RSS”(m=2.3300) , followed “instant Messaging”(m=2.3600),“Flickr”(m=2.4500),“podcast”(m=2.5600),“delicious”(m=2.6400)“wechat”(2.6900),”MySpace”(m=2.5700)“QQ”(m=2.8100),”Librarything”(m=2.4600),“Mashup”(m=2.7100), “Delicious”(m=2.6400) were not considered as an active SM for the marketing of library sources and services.

Table.4 (N:100)

Most productive/effective SNS	Mean	Std. Deviation
Facebook	1.5200	.92638
WeChat	2.6900	.95023
LinkedIn	2.1700	1.08297
Twitter	2.1400	1.18082
WhatsApps	1.7800	.89420
Instagram	2.1700	1.16389
MySpace	2.5700	1.00760
Podcast	2.5600	1.00825
Blogs	2.2200	1.18560
Wikis	2.0300	1.17598
YouTube	1.8800	1.07572
Flickr	2.4500	1.04809

Delious	2.6400	.96943
Mashup	2.7100	.90224
RSS	2.3300	1.11966
Web.2.0	2.2600	1.16879
Library thing	2.4600	1.02907
Instant messaging	2.3600	1.15924
QQ	2.8100	1.06073

Steps taken to analyze the social media to market of library Resources

Table 5 displays the respondents' views on the approaches that should be used to examine how social media is used to promote library resources and services. The data analysis reveals that the majority of respondents had varying viewpoints on how to examine several procedures to gauge social media adaption. The respondent's attitudes are displayed as follows in Table 5.

Table.5 (N:100)

Analyze methods	Mean	Std. Deviation
AIDA model (Awareness, interest, desire, action	1.8300	.82945
Environmental scanning	1.8300	.85345
PEST(political, economic, social ,technological	1.9300	.83188
SWOT(Strengths, Weaknesses, Opportunities and Threats)	1.6700	.62044
Marketing instrument	1.7500	.65713
Marketing program	1.7400	.71943
Marketing strategy	1.6800	.64948

Effective team work	1.7400	.69078
Flexibility and adaptability in attitudes	1.7300	.72272
Ability to sell idea/library services	1.7300	.67950
Evaluate the user's needs	1.6100	.61783
Evaluate the all stakeholders needs	1.7000	.67420
Ability of technological knowledge	1.5800	.60603
a desire to switch from traditional to internet services	1.6600	.68490

Skills and knowledge social media application to market libraries

The table 5 shows the respondents has shown their judgment about skills and knowledge regarding social media application to market library resources. The analyze data shows majority of the respondent's answered that these skills and knowledge are very necessary to cope up with the difficulties of using social media application .Table 6 shows the respondents attitudes as follows. In 2023, Shahzad, Khan, Latif, and Iqbal Expert IT use, continual training, teamwork, engagement in social media forums, and a focus on customer demands were some of the practices that were becoming more popular for the advancement of one's own personal and professional skills.

Table.6 (N:100)

Skills and Knowledge	Mean	Std. Deviation
Understand technological changes existing and emerging technologies	1.6000	.65134
The capacity to market ideas, library resources, and services.	1.6300	.70575
Vision: Online and virtual services will replace traditional services	1.6400	.70381
Evaluate the user's needs	1.6100	.64971

Competition skills knowing your competitors	1.5600	.59152
Flexibility and adaptability in attitudes	1.6500	.70173
Marketing strategy	1.8100	.77453
Communication skills	1.7800	.77303
Branding techniques(design, label)	1.7500	.71598
Promotion skills(collaboration, ownership, efforts)	1.6400	.68931
To know marketing research	1.5200	.61101
To know the marketing planning/plan	1.5700	.62369
Knowledge about users' needs/customer demands	1.5600	.62474
Knowledge about user's perception/ library clients	1.5800	.66939
Ability to get feedback from user's	1.5400	.62636
Capability to analyze user's/customers opinion/feedbacks	1.5800	.62247
Taking right decision	1.6400	.71802
Presentation skills	1.7100	.82014

Major findings of the study

The data collection tool were distributed offline and online among the university Librarians of Pakistan. The total number responses were retrieved 100 with duly fill with complete information. Figure.1 shows total 100 respondents were participated in the survey with responses ratio (100%). 31(31%) were from Punjab,21(21%) from Balochistan, 20(20%) from twin cities Islamabad and Rawalpindi, 19(19%) from Sindh and 9(9%) from KPK. The gender distribution confirmed that 75 (75%) were male and 25(25%) were recorded as female. Additionally, the background of the responders Of these, 69 (69%) had MLISs and 20 (20%) had M.Phils.7 (7%) had an MLS, 3 (3%), a recognised P.HD, and 1 (1%), an MA or MSc.Table.1 displays the amount of marketing awareness among university librarians. The majority of them are familiar with the idea of marketing.Of the responders, 46 (46%) were aware, 19 (19%) were only somewhat aware, and 18

(18%) were moderately aware. 1 (1% of them) and 16 (16%) respondents indicated that they were only moderately informed. The opinion of librarians regarding the promotion of library resources and services is shown in Table 2. The responders (mean 1.5500 to 2.700) indicated their agreement. Table 3 displays the general future and current state of marketing plans, for instance, "Does your library allocate any specific budget to market library sources and services using social media" (mean. 2.0200). Table.4 identifies Facebook and WhatsApp as the most effective social media platforms for marketing library resources and services in Pakistani university libraries (mean: 1.5200 and 1.7800, respectively). Table.5 demonstrates that the best methods for analysing the marketing of library resources and services at university libraries are AIDA (mean 1.8300), PEST (mean 1.9300), and SWOT (mean 1.6700). Table.6 lists the abilities and knowledge needed to promote library resources and services via social media. The respondents answered "understand the technological changes existing and emerging (mean 1.6000)" and "To know marketing research mean (1.5200)".

Recommendations has been drawn according to the analyze data of the study

1. The university Librarians should considered the social media as per requisition of customer's interest and demand of new era.
2. The university libraries should equip themselves with all type of social media to interact their potential library customers.
3. All university librarians need to learn new skills and information about utilising social media to advertise the materials and services that libraries provide.
4. Facebook and other reliable social media sites should be used to advertise library services and materials.

5. All university libraries should create an online presence to advertise their offerings in terms of resources and services.

Conclusion

The current study discovered that Pakistani university libraries' librarians are well knowledgeable about social media and its use. The concept of marketing and the use of social media methods to promote library resources and services are concepts that librarians are well-versed in. Social media platforms like Facebook, WhatsApp, Twitter, Instagram, and others are extremely popular. The results of the current study indicate that university libraries in Pakistan are promoting their resources and offerings. The results also demonstrated that university librarians were using a different kind of investigation to examine how social media was being utilized to market library materials and services. The results show that Facebook is the most successful social media platform for university libraries to advertise their resources and services. Facebook and blogs are the best media for publicizing library resources and offerings, according to Buriro, Rahoo, Nagar, Kalhoro, Kalhoro & Halepota (2018). Additionally, university libraries might use social media to sell their resources and services to potential users. Mehmood, Ahmed, Rehman, and Ashiq (2021) claimed that consumer expectations and library services determine the quality of library services. Iqbal and Shahzad (2021) contend that IT-based training for LIS staff is necessary to assist them quickly extend their services. A constrained budget was also identified as a potential obstacle to improving library services. In order to meet the informational demands of visually challenged students, Iqbal and Shahzad (2021) advocated implementing cutting-edge technologies.

References

1. Aharony, N. (2010). Twitter use in libraries: an exploratory analysis. *Journal of web librarianship*, 4(4), 333-350.
2. Adewojo, A. & Adebara, O. (2016). Social media usage by library staff in academic libraries: the Case of Yaba College of Technology, Lagos State, Nigeria. *Information and Knowledge Management*. 6 (1), 43-49.
3. Akporhonor, B. A., & Olise, F. N. (2015). Librarians' use of social media for promoting library and information resources and services in university libraries in South-South Nigeria. In *Information and Knowledge Management* (Vol. 5, No. 6, pp. 1-8).
4. <https://www.ama.org/> retrieved: dated: 10/10/2020.
5. Ameen, K. (2006). MARKETING OF LIBRARY AND INFORMATION SERVICES IN PAKISTAN: A PROFILE. *Marketing library and information services: international perspectives*, 111.
6. Amuda, H. O., & Adeyinka, T. (2017). Application of social media for innovative library services in South-Western Nigerian University Libraries. *Journal of Balkan Libraries Union*, 5(2), 10-16.
7. Ansari, M. S., & Tripathi, A. (2017). An investigation of effectiveness of mobile learning apps in higher education in India. *International Journal of Information studies and libraries*, 2(01).
8. Ayu, A. R. R., & Abrizah, A. (2011). Do you Facebook? Usage and applications of Facebook page among academic libraries in Malaysia: Review: Vol 43, No 4. *International Information & Library*, 43(4), 239-249.
9. Bamidele, B. O., Kafilat, O. O., & Akeem, O. B. (2019). Utilisation of Social Media as Means of Promoting Library Services in Nigerian University Libraries.
10. Buriro, M. A., Rahoo, L. A., Nagar, M. A. K., Kalhor, M., Kalhor, S., & Halepota, A. A. (2018, May). Social media used for promoting the libraries and information resources and services at university libraries of Sindh Province. In *2018 IEEE International Conference on Innovative Research and Development (ICIRD)* (pp. 1-4). IEEE.
11. Burkhardt, A. (2010) Social media A guide for college and university libraries. *College & Research Libraries News*, 71 (1), 10-24.
12. Chakrabarti, A. (2016). Social media and libraries: a symbiotic relationship for 21st Century librarianship. *International Journal of Digital Library Services*, 26(1), 1-11.

13. Collins, M., & Karami, A. (2018). Social media analysis for organizations: Us northeastern public and state libraries case study. *arXiv preprint arXiv:1803.09133*.
14. Chu, M., & Meulemans, Y. N. (2008). The problems and potential of MySpace and Facebook usage in academic libraries. *Internet Reference Services Quarterly*, 13(1), 69–85.
15. DeCoster, D., & Naatus, M. K. (2018). *Experiential Learning In Digital Marketing: A Library Social Media Takeover*.
16. Ezeani, C. N., & Iqwesi, U. (2012). Using social media for dynamic library service delivery: The Nigerian experience. Available at <http://digitalcommons.unl.edu/libphilprac/814>
17. Fiander, D. J. (2012). Social media for academic libraries. In *Social Media for Academics* (pp. 193-210). Chandos Publishing.
18. Gundlach, G. T., & Wilkie, W. L. (2009). The American Marketing Association's new definition of marketing: Perspective and commentary on the 2007 revision. *Journal of Public Policy & Marketing*, 28(2), 259-264.
19. <https://www.investopedia.com/terms/s/social-media.asp#:~:text=Key%20Takeaways-,Social%20media%20is%20computer%2Dbased%20technology%20that%20facilitates%20the%20sharing,of%20virtual%20networks%20and%20communities>. Reteieved: dated:10 September,2020.
20. Ihejirika, K. T., Goulding, A., & Calvert, P. (2017). How social is your social media? Managing social media marketing in academic libraries.
21. Islam, M. M., & Habiba, U. (2015). Use of social media in marketing of library and information services in Bangladesh. *DESIDOC Journal of Library & Information Technology*, 35(4), 299-303.
22. Jain, S. C. (1999). *Marketing planning and strategy* (6th ed.). Australia: South-Western College Publishing.
23. Jain, P. (2014). Application of social media in marketing library & information services: a global perspective. *International Journal of Academic Research and Reflection*, 2(2), 25.
24. Jindal, R., & Khan, J. (2018). Web 2.0: Applications in Academic libraries to Provide Web Enabled Information Services. *Library Progress (International)*, 38(1), 149-155.
25. Jose, A., & Bhat, I. (2007). Marketing of library and information services: a strategic perspective. *Vision*, 11(2), 23-28.

26. Karami, A., & Collins, M. (2018). What do the US West Coast public libraries post on Twitter?. *Proceedings of the Association for Information Science and Technology*, 55(1), 216-225.
27. Kenchakkanavar, A. Y. (2015). Facebook and Twitter for academic libraries in the Twenty First Century. *International Research: Journal of Library and Information Science*, 5(1).
28. Kotler, P., (1997). *Marketing management: Analysis, planning. Implementation and control* (9th ed.). New Jersey: Prentice Hall.
29. Kumar, V., Choi, J. B., & Greene, M. (2017). Synergistic effects of social media and traditional marketing on brand sales: capturing the time-varying effects. *Journal of the Academy of Marketing Science*, 45(2), 268-288.
30. Michael, A. (2015). Knowledge and Use of Social Media by Reference and User Services Librarians in Public and Private Universities in Ghana Thesis Is Submitted To The University Of Ghana, Legon In Partial fulfilment Of The Requirement For The Award Of MPhil. Degree in Information Studies, University Of Ghana, Legon, Department of Information Studies.
31. Moulaison, H. L., & Corrado, E. M. (2011). Staying free from 'corporate marketing machines' library policy for Web 2.0 tools. *Marketing libraries in a Web*, 2, 43-55.
32. Munshi, R. (2018). Influence of Social Media Marketing on the admission decisions in higher education in the city of Vadodara. *Journal of Management*, 5(4), 407-414.
33. Nataraju, N., & Mulla, K. R. (2018). Use and Usage Patterns Of Social Networking Sites Among Library Professionals In Graduate Colleges Of Bangalore City. *International Journal of Library and Information Studies*. 8(1),p.9.
34. Nooshinfard, F., & Ziaei, S. (2011). Academic library websites as marketing tools. *Library Philosophy and Practice*, 1-5.
35. Parveen, N. (2011). Use of social networking site (Facebook) in making awareness among the library and information science professionals of university libraries of UP: a case study. *International Journal of Digital Library Services*, 1(1), 9-17.
36. Pessa, J. C. (2019). Marketing and Promotion of E-journal in Academic Libraries in Tanzania. *American Journal of Information Science and Technology*, 3(1), 10.
37. Rachman, Y. B., & Putri, D. A. (2018). Social Media Application in Indonesian Academic Libraries. *Webology*, 15(1).

38. Rehman, S., & Ahmed, P. (2007). Challenges and opportunities for librraies in Pakistan. *Pakistan Library and Information Science Journals*. 6-11 Retrieved from <http://hdl.handle.net/10760/10742>.
39. Robinson, J., Rodrigues, M., Fisher, S., Bailey, E., & Herrman, H. (2015). Social media and suicide prevention: findings from a stakeholder survey. *Shanghai archives of psychiatry*, 27(1), 27.
40. Shihab, I. (2015). Social media awareness and use among LIS Professionals in India: A study.
41. Sriram, V. (2016). Social media and library marketing: Experiences of KN Raj Library. *DESIDOC Journal of Library & Information Technology*, 36(3).
42. Sonawane, K. S., & Patil, P. T. (2015). Social networking tools for academic libraries. *Knowledge Librarian*, 2(4). Sonawane, K. S., & Patil, P. T. (2015). Social networking tools for academic libraries. *Knowledge Librarian*, 2(4).
43. Tofi, S. T. (2019). Effective Utilization of Information Resources for Research in Nursing by Student Nurses in Benue State Schools of Nursing and Midwifery, Makurdi. *Library Philosophy and Practice*, 1-18.
44. Patange, J. T. (2013). Marketing of library and information products and services. *Global Journal Of Human Social Science*, 13(1), 33-36.
45. Renborg, G. (2000). Marketing library services. How it all began. *IFLA PUBLICATIONS*, 89, 5-11.
46. Sharma, A. K., & Bhardwaj, S. (2009). Marketing and promotion of library services. In *International Conference on Academic Libraries*. Retrieved February (Vol. 1, p. 2012).
47. Gupta, D. K. (2003). Marketing of library and information services: building a new discipline for library and information science education in Asia. *Malaysian Journal of Library & Information Science*, 8(2), 95-108.
48. Vinerean, S. (2017). Importance of strategic social media marketing. *Expert journal of marketing*, 5(1).
49. Brookbank, E. (2015). So much social media, so little time: Using student feedback to guide academic library social media strategy. *Journal of Electronic Resources Librarianship*, 27(4), 232-247.

50. Chan, C. (2012). Marketing the academic library with online social network advertising. *Library Management*.
51. Jain, P. (2014). Application of social media in marketing library & information services: a global perspective. *International journal of academic research and reflection*, 2(2), 25.
52. Islam, M. M., & Habiba, U. (2015). Use of social media in marketing of library and information services in Bangladesh. *DESIDOC Journal of Library & Information Technology*, 35(4), 299-303.
53. Sriram, V. (2016). Social media and library marketing: Experiences of KN Raj Library. *DESIDOC Journal of Library & Information Technology*, 36(3).
54. Dickson, A., & Holley, R. P. (2010). Social networking in academic libraries: the possibilities and the concerns. *New library world*.
55. Ramsey, E., & Vecchione, A. (2014). Engaging library users through a social media strategy. *Journal of Library Innovation*, 5(2).
56. Phillips, A. L. (2015). Facebooking it: Promoting library services to young adults through social media. *Public library quarterly*, 34(2), 178-197.
57. Del Bosque, D., Leif, S. A., & Skarl, S. (2012). Libraries atwitter: Trends in academic library tweeting. *Reference services review*.
58. Mahmood K, Ahmad S, Ur Rehman S, Ashiq M. Evaluating library service quality of college libraries: the perspective of a developing country. *Sustainability*. 2021 Mar 9;13(5):2989.\
59. Shahzad, K., Khan, S. A., Latif, M., & Iqbal, A. (2023). Relationship between Personal Traits and Sustainable Competence Development among Librarians in Relation to Value-Added Library Services in a Networked World: A Systematic Literature Review from 2002 to 2022. *Sustainability*, 15(3), 2359.
60. Altaf, A., Iqbal, A. I., Ramzan, M., Masrek, M. N., & Ahmed, S. (2021). Use of Social Media in Libraries: A Perspective of a Developing Country. *Library Philosophy and Practice (e-journal)*, 5573.
61. Shahzad, K., & Iqbal, A. (2020). Barriers Faced by Library Professionals for Technology Adoption in University Libraries of Lahore, Pakistan. *Library and Philosophy and Practice (e-Journal)*.
62. Iqbal, A., & Shahzad, K. (2021). PROVISION OF LIBRARY SERVICES TO STUDENTS WITH PHYSICAL IMPAIRMENT IN GC UNIVERSITY LAHORE, PAKISTAN. *Library Philosophy and Practice*, 1-19.

