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# **Research Scholars Attitude Towards the Use of Social Media in Promotion of Library and Information Sources and Services: A Study of University of Delhi, Delhi**

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**Abstract:** There are various social media platforms available for libraries to promote their library and information sources and services. The social media and its tools have emerged with potential to facilitate much nearer relationship between libraries and its users. The purpose of this paper is to investigate the effectiveness of different kind of applications of social media for promoting library and information sources and services in University of Delhi. This paper looks into the user's attitude towards the worth of social media in promotion of library and information sources and services.

**Keywords:** Social Media; Digital Form; Library Promotion; Information Sources; and Information Services.

## **1. Introduction**

Librarians, in this digital age, are responsible for a wide variety of resources and services that expand far beyond the typical eight-hour work day. In fact, in the present information society where majority of the information is generated, stored and disseminated in digital form cannot be confined to the place or in time context. The mass must always be related to the information while that can be obtained for digitization to the maximum level. IGun (2010) believes that "the role of librarians in the global information environment is unique and their roles are crucial for the necessary control of information resources in

physical and virtual domains." Especially the arrival of other information sources like the Internet, the World Wide Web and even social media that led to a new challenge for librarians to meet the information needs rapidly changing and expectations of users of the 21st century. Librarians now have a challenge to make them more relevant in the digital age. Iwhiwhu, Ruteyan and Eghwubare (2010) note that the challenge that most librarians is to attract users to the library and maintain. To meet this challenge, librarians are reconsolidating, remodeling, redesigning and repackaging resources as a means to promote their services and information. A powerful way librarians and libraries can optimize their work and services and maintain their relevance in an environment such as social media. In the 21st century, where a paradigm shift in communication library services to users is clear, modern and there is a need for modern tool to promote the services of library and information resources. Social media is a new modern and contemporary media to effectively promote library and information services to the technological age. Promotion of library and information science has a new meaning. It is deeply rooted in the social media. It is a set of techniques aimed at strengthening the core values of the library in a changing environment while meeting customer needs for the library. Essentially, the promotion is a way to inform users about what you do and what you can do. The benefits for those who are promoting their library resources and services include increased consumption, increased value in the organization of user training and perceptions have changed. Akporhonor (2011) states that to a university library, whether federal or state-owned, is part of a university created. It is in this context that the researcher seeks to explore the use of social media for librarians' promo stuff library resources and information services and university libraries in South-South, Nigeria.

## **2. Sources and Services in Libraries which can be Promoted Using Social Media**

### Information Sources

- Books (including Reference Competitive Exams and Text books Collections)
- Journals (back volumes)
- Theses (M.Phil. & Ph.D)
- Manuscripts
- Reports
- Standards

- Patents
- Reprints
- Maps
- Government publications
- News paper clippings
- Micro records collection
- Audio tapes collection
- Audio visual collection
- Audio visual collection (CDs)
- CD-ROM databases

#### Information Services

- |  |   |
|--|---|
| • Circulation                                  | • Document Delivery                           |
| • Reference                                    | • Inter Library Loan (ILL)                    |
| • Current Awareness Service (CAS)              | • Notification of New Research                |
| • Selective Dissemination of Information (SDI) | • Research Report                             |
| • Bibliographic                                | • Patent Records                              |
| • Indexing                                     | • New Products Records                        |
| • Abstracting                                  | • Industry Oriented Products                  |
| • News papers clipping                         | • Marketing Analysis Projects                 |
| • Photocopy                                    | • Training to LIS Professionals               |
| • Translation                                  | • Information literacy Programmes             |
| • E-Resources                                  | • Notification of Conferences, Workshops etc. |
| • Online Search Service                        | • Book Review                                 |
| • Referral Service                             | • Preparation of Projects                     |
| • In-house database and products               | • Consultancy Service                         |
| • Audio-visual service                         |   |

### **3. Literature Review**

In this particular area, numerous studies have been done for instance *Kumar and Bhatt (2014)* highlight some of the issues related to the marketing application in libraries that can be vital in the present information society. *Jharotia (2013)* in his study i.e. “Use of Social Media in Marketing of Library and Information Services in Digital Era”, focuses on how in the era of Internet, data can be accessed with ease from anywhere any time and can be stored in various places like digital libraries, knowledge portal, web servers etc. Social media are published and shared in a social environment, such as a blog, wiki or video hosting sites are a new kind of online community designed to build identity and showcase people’s networks of users. Due to their use and misuse by people, they have produced a moral fear among some segments of the population. Except for value judgments should librarians be aware of this and should consider the educational role of social networking sites can play. Libraries must also find ways to use these sites to provide services to their users. The increasing use of social media such as LinkedIn, Facebook, Twitter, YouTube etc. users in the 21st century offers new challenges for libraries to meet the growing needs of their users. It also attempts to describe the role of social media in library services. Akporhonor and Olise (2015) conducted a study to determine the use of social media to promote librarians and library resources and services in university libraries in South-South, Nigeria. design methodology for research descriptive study was used for this study. number of frequencies and means were used to analyze the data collected. The study showed that blogs and Facebook were the most commonly used social media to promote the library's resources and information and services at libraries. The results also showed the use of social media librarians promotes two-way communication, making communication with library users easier and provide feedback forum and increase library users / usage. Some challenges that meet librarians have also been discovered which recommendations were made. Jain (2013) examines how difficult the Marketing of Library and Information Services (LIS) was in a traditional environment and social media softens the means for librarians and information professionals in the library market and services information. It seeks to explore how libraries and information centers using social media applications for marketing of library and information services worldwide. The paper reviews the empirical studies on the use of social media for marketing, present the most widely used social media tools and analyzes the general guidelines for use of social media applications in libraries and centers of information.

Finally, the article presents a framework for the successful design and use of social media applications in marketing and information center libraries. The document is based on a table top review of the literature and their own views of the author in depth. Gupta and Kumar (2016) discuss social media as a powerful tool for online users and libraries to access their information needs. Social media has opened the way for professional library and information science to market the library and information services. Jones and Haevey (2016) thought that libraries use social media to communicate with young people and market their services. Research suggests a contradiction between the advice on marketing and that with respect to the use of social media in libraries, the first to emphasize the importance of the user at the center of all considerations and the last staff location directory as key decisions. They are trying again this imbalance by measuring the current state of activity on Twitter and libraries, using questionnaires to investigate the experiences and motivations of librarians in the use of social media, and whether students are ready to work with the library on this way, and why. Their results confirm that the sector's libraries is actually difficult to generate interest in their social media activities and a way to understand why this is the case, leading to a series of conclusions and recommendations for practitioners. Bhatt, Kumar and Yusuf (2016) conducted a study on the marketing of products of Library and economic selected directory services in Delhi and a critical assessment of the application of the philosophy of marketing, technical and the methods adopted by libraries in the study. St. Clair (1990) deals with the concept of marketing and promotion particular reference to special libraries and is the successful concept for libraries to increase awareness of the products and information services libraries.

#### **4. Scope and Methodology of the Study**

The present study is confined to the research scholars i.e. M.Phil. and Ph.D. in University of Delhi, Delhi. In order to conduct the study, *research scholars attitude towards the use of social media in promotion of library and information sources and services: a study of University of Delhi, Delhi*, the databases such as Emerald, LISA, LISTA, Scopus, JSTOR etc were consulted to retrieve authentic literature. To conduct this study, survey method was applied, in which a well-structured questionnaire was prepared to collect data. Total 100 Questionnaires were distributed to scholars of University of Delhi and 87 filled

Questionnaires were collected back from there. Collected data was organized and analyzed with the help of MS- Excel software package.

## 5. Objectives

The objectives of the study are to:

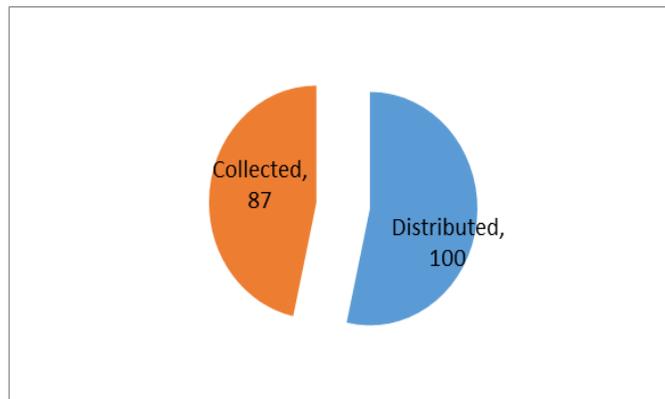
- (i) Explore the respondent's attitude towards the use of social media in promotion of library and information resources and services;
- (ii) Provide possible implication of social media for promoting library and information sources and services;
- (iii) Investigate the problems in utilizing social media for promoting library and information sources and services; and
- (iv) Draw the conclusion for the betterment of the librarianship.

## 6. Analysis of the Responses Received

**Table 1: Responses Obtained**

Response		Percentage
Distributed	Collected	
100	87	87

**Figure 1.1**



The above furnished table and figure show the response rate of the research scholars of University of Delhi that shows, total hundred questionnaires were distributed and 87 filled

questionnaires were received back. There was 87% response rate from the University of Delhi that shows the response rate of the scholars was very good.

**Table 2: Academic-status-wise Responses**

Pursuing		Response Obtained	Total Response
M.Phil.	Male	37(62.7)	59(67.8)
	Female	22(37.2)	
Ph.D.	Male	21(75)	28(32.2)
	Female	7(25)	
<b>Total</b>		87(87)	

**Note: Figure shown in parenthesis represents percentage.**

**Figure 2.1**

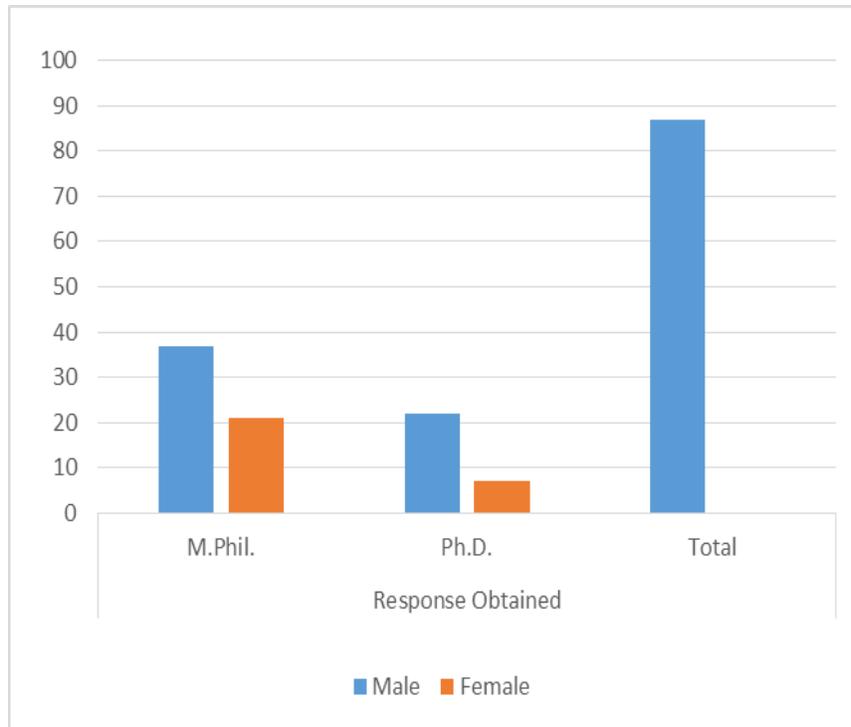


Table 2 and figure 2.1 reveal the academic status and gender wise responses. The response rate was 67.8% and 32% from M.Phil. and PhD respectively. As it is shown through the

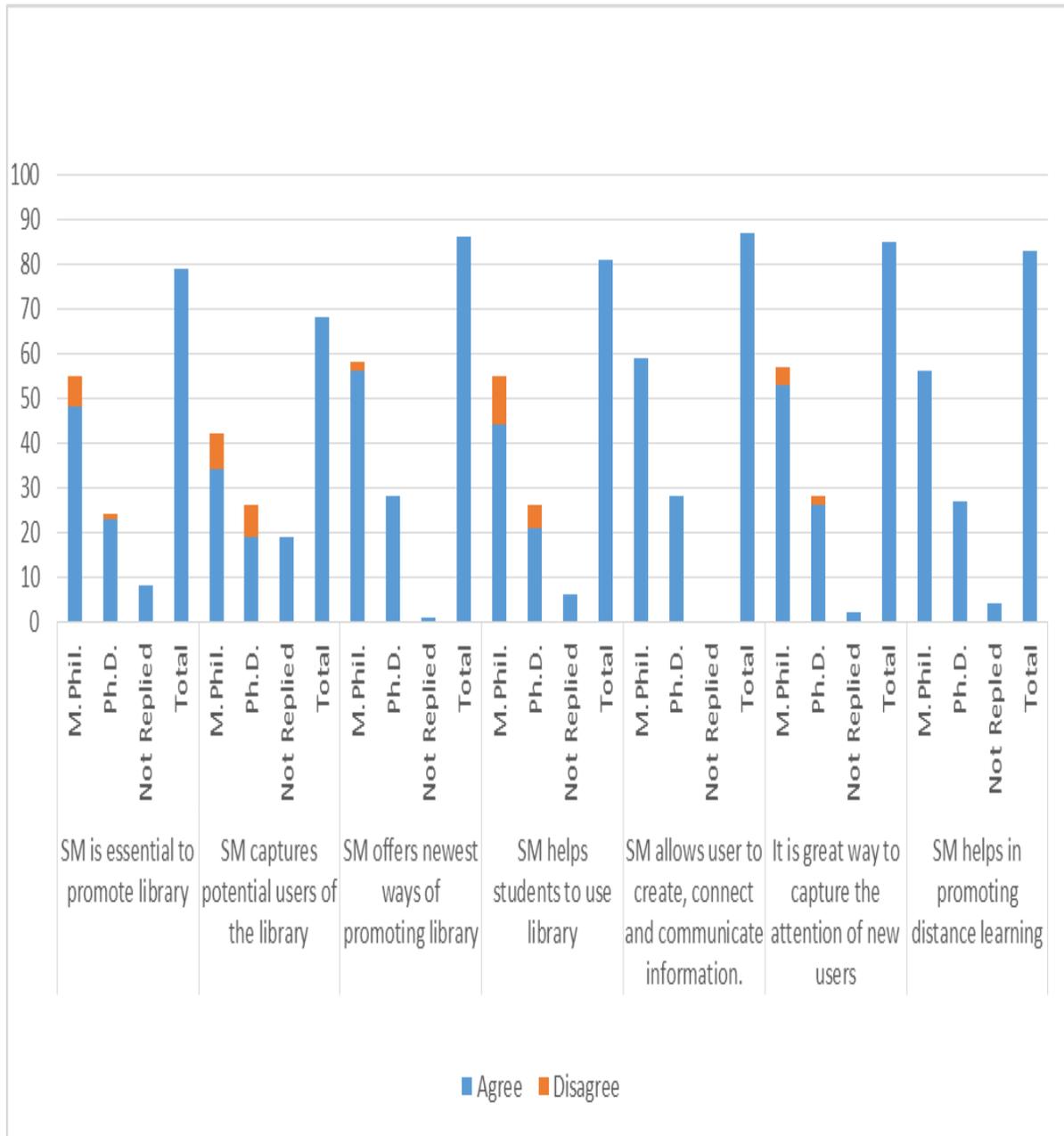
above, total 62% were male respondents and 37% female respondents from M.Phil. followed by 75% male and 25% females from Ph.D.

**Table 3: Importance of using Social Media in Promotion of Library & Information Sources and Services**

S.No	Statement	Agree		Disagree		Not Replied	Total Response
		M.Phil.	Ph.D.	M.Phil.	Ph.D.		
1	SM is essential to promote library	48(81.4)	23(82.1)	7(11.9)	1(3.6)	8(9.2)	79(90.8)
2	SM captures potential users of the library	34(57.6)	19(67.9)	8(13.6)	7(25)	19(21.8)	68(78.2)
3	SM offers newest ways of promoting library	56(94.9)	28(100)	2(3.4)	0(0.0)	1(1.1)	86(98.9)
4	SM helps students to use library	44(74.6)	21(75)	11(18.6)	5(17.9)	6(6.9)	81(93.1)
5	SM allows user to create, connect and communicate information.	59(100)	28(100)	0(0.0)	0(0.0)	0(0.0)	87(100)
6	It is great way to capture the attention of new users	53(89.8)	26(92.9)	4(6.8)	2(7.1)	2(2.3)	85(97.7)
7	SM helps in promoting distance learning	56(94.9)	27(96.4)	0(0.0)	0(0.0)	4(4.6)	83(95.4)

**Note: Figure shown in parenthesis represents percentage.**

**Figure 3.1**



The above table and figure reflect the importance of using social media in promoting of library and information services. From the above table the findings can be seen as (i) majority of the users' from M.Phil. and PhD with 81.4% and 82.1% respectively feel that social media is essential to promote library; (ii) 57.6% and 67.9% of the users' from M.Phil. and PhD respectively feel that social media capture the potential users of the library; (iii) 94.9% and 100% of the users' from M.Phil. and PhD respectively feel that social media offers newest ways of promoting library; (iv) 74.6% and 75% users' feel that social media

help students to use the library; (v) 100% users both from M.Phil. and PhD feel that social media allow users to create, connect and communicate the information; (vi) 89.8% M.Phil. and 92.9% Ph.D. scholars feel that social media is a great way to capture the attention of new users'; and (vii) 94.9% and 96.4% from M.Phil. and PhD respectively opined that social media help in promoting distance learning also. In short, it is clearly seen from the table that scholars strongly believe that social media can play a vital role in order to promote and connect the libraries with its patrons. It can also help to boost up the image of libraries in society.

**Table 4: Use of Social Media in promoting library & information sources and services**

S.No.	Statement	Agree		Disagree		Not Replied	Total Response
		M.Phil.	Ph.D.	M.Phil.	Ph.D.		
1	To promote the library sources and services	56 (94.9)	27 (96.4)	3 (5)	0 (0.0)	1 (1.1)	86 (98.8)
2	To improve the library image and reputation	49 (83)	21 (75)	5 (8.4)	2 (7.1)	10 (11.4)	77 (88.5)
3	Promoting specific services to specific patrons	34 (57.6)	15 (53.5)	9 (15.2)	4 (14.2)	25 (28.7)	62 (71.2)
4	To provide quick updates to users	53 (89.8)	26 (92.8)	1 (1.6)	0 (0.0)	7 (8)	80 (91.9)
5	To build discussion groups and collaborative work	44 (74.5)	20 (71.4)	5 (8.4)	2 (7.1)	16 (18.3)	71 (81.6)
6	To spread news and service alerts	55 (93.2)	27 (96.4)	2 (3.3)	1 (3.5)	2 (2.2)	85 (97.7)

**Note: Figure shown in parenthesis represents percentage.**

**Figure 4.1**

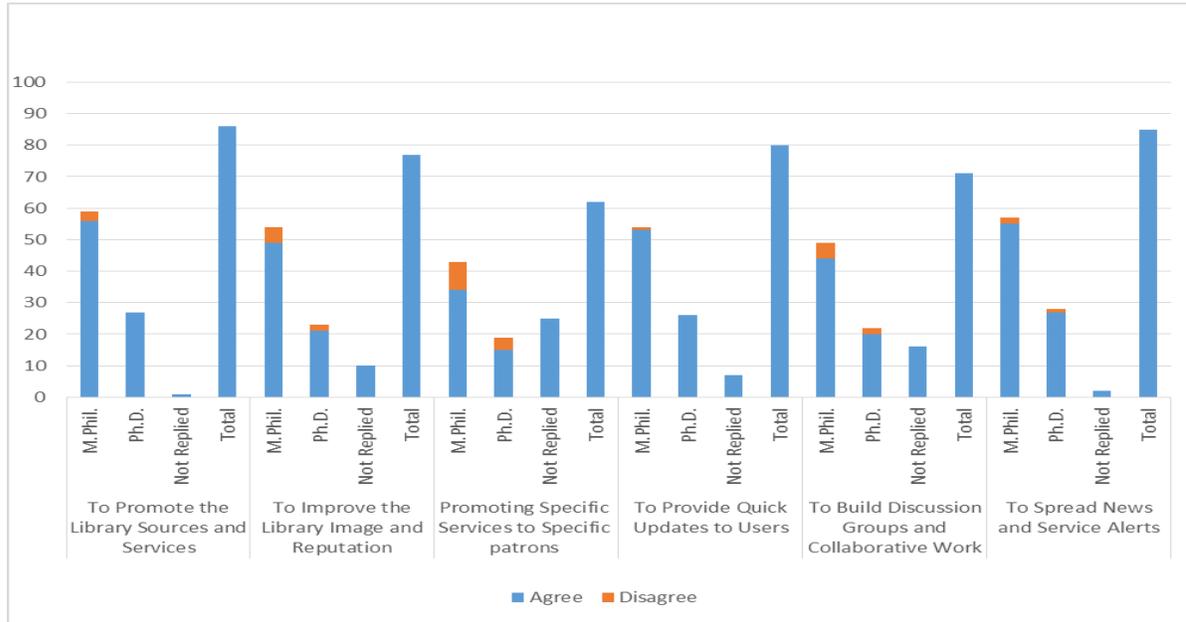


Table 4 and figure 4.1 depict the use of social media in promoting library and information sources and services. The above table reflects (i) 94.9% users’ from M.Phil. and 96.4% PhD feel that social media can be used in promoting library sources and services; (ii) 83% and 75% of the M.Phil. and PhD users’ respectively opined that by using social media, the image and reputation of the library can be improved; (iii) 57.6% M.Phil. and 53.5% PhD scholars believe that social media can be used in promoting specific services to specific patrons whereas on the other hand 89.8% M.Phil. and 92.8% PhD scholars feel that social media can be helpful in providing quick updates to users’; (iv) 74.5% and 71.4% of the users from M.Phil. and PhD respectively opined that social media can be used in building discussion groups and collaborative network; and (v) 93.2% users from M.Phil. and 96.4% from PhD believe that use of social media can be helpful to spread news and service alerts.

**Table 5: Social Media tools that can be used for the promotion of library & information sources and services**

S.No	Social Media	Agree		Disagree		Not Replied	Total Response
		M.Phil.	Ph.D.	M.Phil.	Ph.D.		
1	Facebook	46 (77.9)	23 (82.1)	7 (11.8)	3 (10.7)	8 (9.1)	79 (90.8)

2	Twitter	20 (33.8)	8 (28.5)	9 (15.2)	4 (14.2)	46 (52.8)	41 (47.1)
3	LinkedIn	16 (27.1)	8 (28.5)	6 (10.1)	3 (10.7)	54 (62)	33 (37.9)
4	Instagram	19 (32.2)	11 (39.2)	10(16.9)	6 (21.4)	31 (35.6)	46 (52.6)
5	WhatsApp	47 (79.6)	23 (82.1)	2 (3.3)	1 (3.5)	14 (16)	73 (83.9)
6	Others (include: YouTube, Pinterest, Google+)	25(42.3)	13(46.4)	7(11.8)	4(14.2)	38(43.6)	49(56.3)

**Note: Figure shown in parenthesis represents percentage.**

**Figure 5.1**

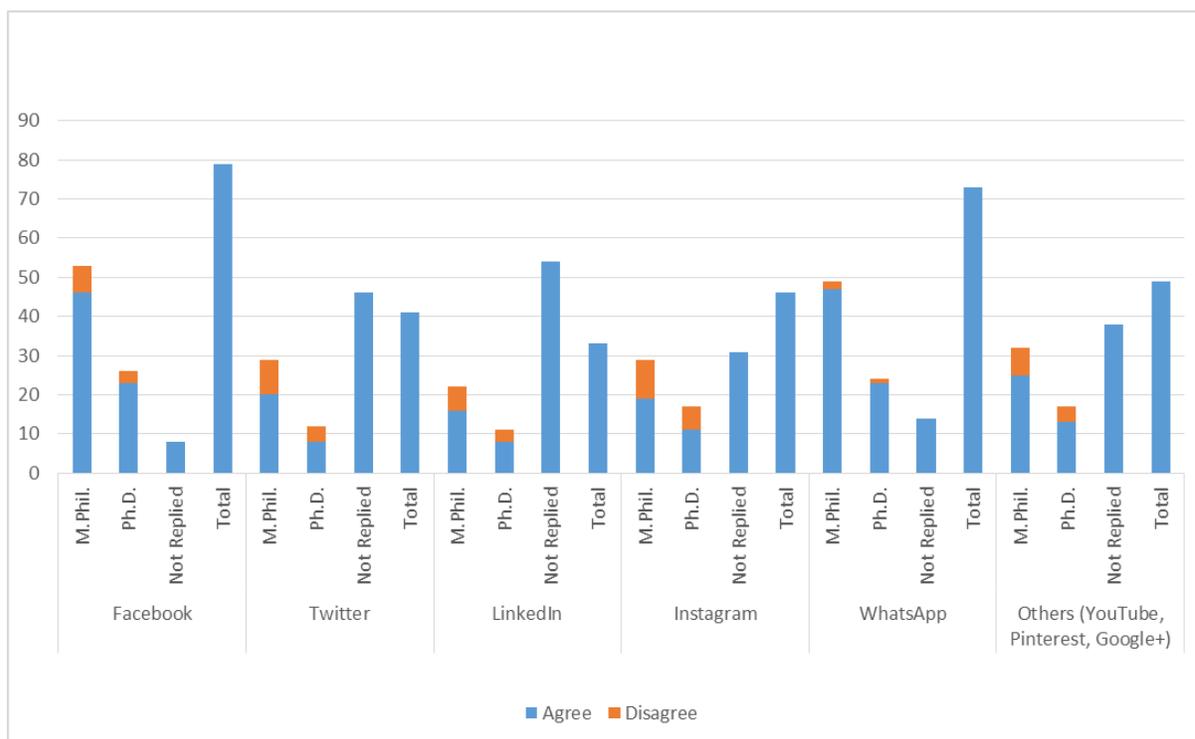


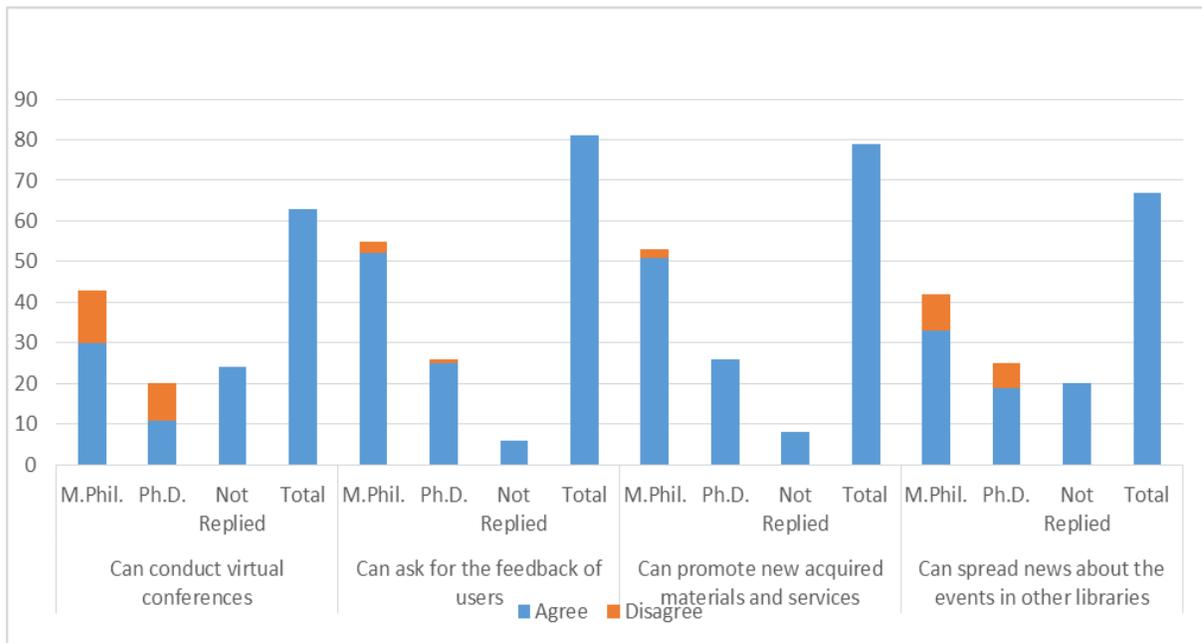
Table 5 and figure 5.1 show the popular social networking sites which can be used for the promotion of library and information sources and services. It can be seen that Facebook comes out to be the most powerful social networking site as 77.9 % M.Phil and 82.1% Ph.D scholars opined that Facebook can be used in promotion of libraries followed by WhatsApp with 79.7% (M.Phil.) and 82.1% (Ph.D.), whereas, on the other hand, Twitter, LinkedIn, Instagram and other tools found less favored by the respondents.

**Table 6: Social Media services that can be used in Libraries**

S.No.	Statement	Agree		Disagree		Not Replied	Total Response
		M.Phil.	Ph.D.	M.Phil.	Ph.D.		
1	Can conduct virtual conferences	30(50.8)	11(39.2)	13(22)	9(32.1)	24(27.5)	63(72.4)
2	Can ask for the feedback of users	52(88.1)	25(89.2)	3(5)	1(3.5)	6(6.8)	81(93.1)
3	Can promote new acquired materials and services	51(86.4)	26(92.8)	2(3.3)	0(0.0)	8(9.1)	79(90.8)
4	Can spread news about the events in other libraries	33(55.9)	19(67.8)	9(15.2)	6(21.4)	20(22.9)	67(77)

Note: Figure shown in parenthesis represents percentage.

**Figure 6.1**



The table 6 and figure 6.1 furnished above depict the clear picture of social media that can be used in libraries for promoting library and information sources and services. It can be seen

that (i) majority of the users i.e. 88.1% of M.Phil. and 89.2% Ph.D. respondents believe that libraries can ask for the feedback by using social media to provide improved services to its users; (ii) 86.4% from M.Phil. and 92.8% from Ph.D. respondents are opined that libraries can promote new acquired materials and services using social media; (iii) 50.8% and 39.2% users from M.Phil. and PhD respectively responded that social media can be helpful in conducting virtual conferences for various purposes followed by 55.9% M.Phil. and 67.8% PhD users feel social media can be used to spread news about the events in other libraries also. Further it can also be seen from the above table and figure that very less of the respondents are disagreed and some of the total respondents did not answer.

**Table 7: Problems in Using Social Media in Library users**

S.No	Statement	Agree		Disagree		Not Replied	Total Response
		M.Phil.	Ph.D.	M.Phil.	Ph.D.		
1	Too many SM tools	52 (88.1)	27 (96.4)	3 (5.0)	0 (0)	5 (5.7)	82 (94.3)
2	Low interest of libraries in learning and utilizing SM	46 (78)	23 (82.1)	6 (10.2)	2 (7.1)	10 (11.5)	77 (88.5)
3	Lack of fund to use SM	19 (32.2)	22 (78.6)	7 (11.7)	3 (10.7)	36 (41.4)	51 (58.6)
4	Lack of infrastructure and resources	43 (72.9)	19 (67.9)	6 (10.2)	1 (3.6)	18 (20.7)	69 (79.3)
5	Slow speed of internet	48 (81.4)	26 (92.9)	2 (3.4)	0 (0)	11 (12.6)	76 (87.4)

**Note: Figure shown in parenthesis represents percentage.**

**Figure 7**

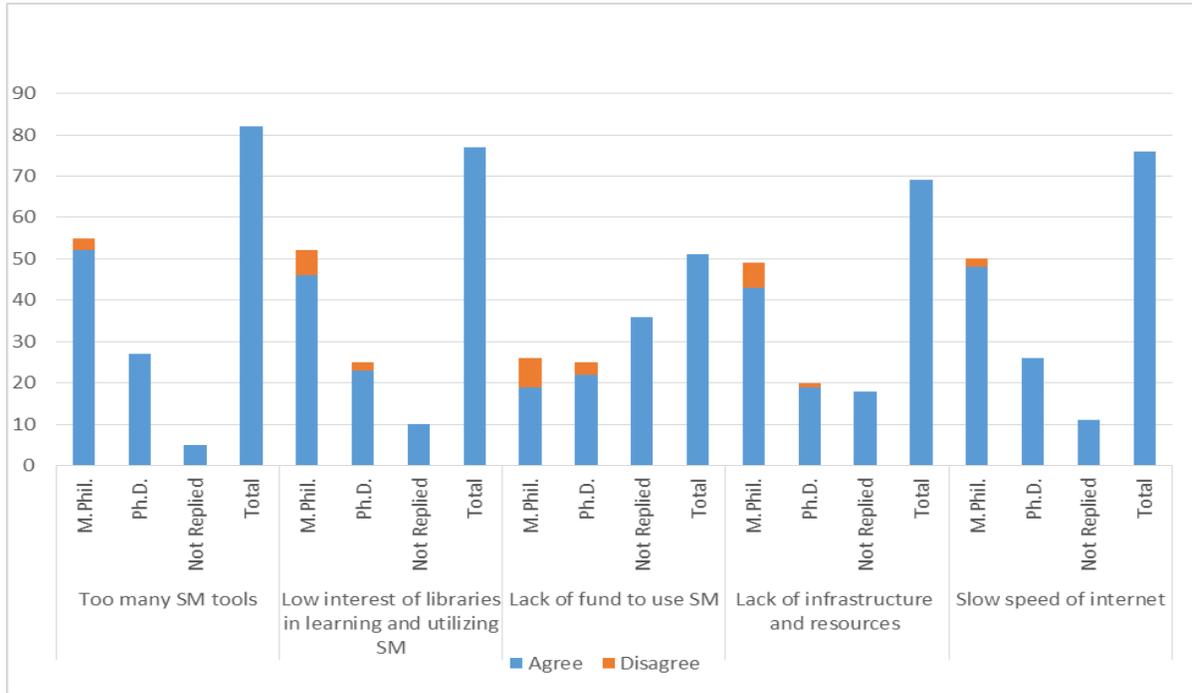


Table and figure furnished above reflect the problems in using social media to promote library and information sources and services. It is noticed from the above table and figure that (i) 88.1% M.Phil. and 96.4% PhD scholars opined that availability of too many social media tools create problem followed by low interest of libraries in learning and utilizing social media by 78% M.Phil. 82.1% PhD scholar; lack of fund to use social media by 32.2% M.Phil. and 78.6% PhD; Lack of infrastructure and resources by 72.9% M.Phil. and 67.9% PhD; and slow internet speed by 81.4 and 92.9% M.Phil. and PhD respectively.

## 7. Major Findings of the Study

The results from the study are strictly confined to the research scholars of University of Delhi that cannot be generalized to reach to the conclusion. On the basis of the responses received and analyzed, following major findings can be drawn as:

- (i) Majority of the respondents from M.Phil. & Ph.D. both agreed about the importance of using social media in promotion library and information sources and services whereas on the other hand very less of the respondents are disagreed about the importance and some of the respondents did not reply;

- (ii) Majority of the users' from M.Phil. and PhD with 81.4% and 82.1% respectively feel that social media is essential to promote library;
- (iii) 57.6% and 67.9% of the users' from M.Phil. and PhD respectively feel that social media capture the potential users of the library;
- (iv) 94.9% and 100% of the users' from M.Phil. and PhD respectively feel that social media offers newest ways of promoting library;
- (v) 74.6% and 75% users' feel that social media help students to use the library; (v) 100% users both from M.Phil. and PhD feel that social media allow users to create, connect and communicate the information;
- (vi) 89.8% M.Phil. and 92.9% Ph.D. scholars feel that social media is a great way to capture the attention of new users';
- (vii) 94.9% and 96.4% from M.Phil. and PhD respectively opined that social media help in promoting distance learning;
- (viii) 94.9% users' from M.Phil. and 96.4% PhD feel that social media can be used in promoting library sources and services;
- (ix) 83% and 75% of the M.Phil. and PhD users' respectively opined that by using social media, the image and reputation of the library can be improved;
- (x) 57.6% M.Phil. and 53.5% PhD scholars believe that social media can be used in promoting specific services to specific patrons whereas on the other hand 89.8% M.Phil. and 92.8% PhD scholars feel that social media can be helpful in providing quick updates to users';
- (xi) 74.5% and 71.4% of the users from M.Phil. and PhD respectively opined that social media can be used in building discussion groups and collaborative network;
- (xii) 93.2% users from M.Phil. & 96.4% from PhD believe that use of social media can be helpful to spread news and service alerts.
- (xiii) Majority of the respondents opined that social media can be used to promote the library sources and services and to spread news and service alert. 83% from M.Phil. and 75% from Ph.D. scholars agreed that use of social media can improve the image and reputation of the library;

- (xiv) Most of the respondents think that use of social media in libraries can provide quick updates to users. Less no. of the respondents found agreed to social media use in building discussion groups and collaborative work;
- (xv) From the study Facebook comes out to be the most powerful social networking site. 77.9 % M.Phil and 82.1% Ph.D scholars opined their positive response for use of Facebook in promotion of libraries followed by WhatsApp 79.7% (M.Phil.) and 82.1% (Ph.D.). And further Twitter, LinkedIn, Instagram and other tools are less favored by the respondents;
- (xvi) Majority of the users i.e. 88.1% of M.Phil. and 89.2% Ph.D. respondents believe that libraries can ask for the feedback by using social media to provide improved services to its users;
- (xvii) 86.4% from M.Phil. and 92.8% from Ph.D. respondents are opined that libraries can promote new acquired materials and services using social media;
- (xviii) 50.8% and 39.2% users from M.Phil. and PhD respectively responded that social media can be helpful in conducting virtual conferences for various purposes followed by 55.9% M.Phil. and 67.8% PhD users feel social media can be used to spread news about the events in other libraries also; and
- (xix) 88.1% M.Phil. & 96.4% PhD scholars opined that availability of too many social media tools create problem followed by low interest of libraries in learning and utilizing social media by 78% M.Phil. 82.1% PhD scholar; lack of fund to use social media by 32.2% M.Phil. & 78.6% PhD; lack of infrastructure and resources by 72.9% M.Phil. & 67.9% PhD; and slow internet speed by 81.4 and 92.9% M.Phil. & PhD respectively.

## **8. Discussion and Conclusion**

Social media plays an important role to promote library and information sources and services. The application of social media can help the society in various ways if used in positive manner for instance, it can help the students, faculty and researchers to use library and its resources on one hand and same as for libraries also social media application can solve the problem of underutilization of information resources. Social media can help libraries and LIS professionals to get closer to the users and building collaborative network.

In addition to this, social media can also help to feed users with information about new arrivals and events of the library and in promoting distance learning also.

In short, it can be concluded that as social media have become popular not only in one country but across the world. Majority of the users are using social media and spend their most of the time over the Internet and social media for their academic purpose and refreshing themselves as well. Keeping the users attitude and use of social media in mind, libraries have to change their attitude and break -down the traditional mentality to wait for the users to turn up to the library for using of information resources. In order to reach to the users, it is need of the hour that libraries have to alter their traditional attitude and use social media to connect to the mass. In other word it can be said that social media can provide the platform to the libraries to connect with the masses with an assured quality services.

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