MARKETING LIBRARY AND INFORMATION RESOURCES AND SERVICES USING SOCIAL TOOLS LIKE FACEBOOK WHATSAPP AND TWITTER

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Abstract

The paper discuses marketing library and information resources services using social media likefacebook, WhatsApp and twitter. The concepts of marketing, information resources and services and social media were discussed. The paper also discusses marketing of the library and information resources and communicated and its essentials. The importance was highlighted. The paper concluded that, for library and information resources and services to be effectively market, the social media must be utilized and recommended among others that, based to the wider coverage of the social media in the information dissemination, it should be frequently use in marketing library and information resources and services.

Introduction

The advent of Information and Communication Technology (I C T), library information resources and services ischanging from conventional form of information resources and services rendered to electronic form of information resources.This change hasnecessitated the library and information professionals to adapt positive means to market their information resources and services. The change in technical and technological aspects of library services and products have compelled professionals to market their services and products for increasing its visibility, providing quality services and for fulfilling the organization objectives of the library (Shekar, Rajendra, Sunitha and Moham 2013). Libraries acquire diverse information resources and have to device means to disseminate the information. Social media has being the newer form of electronic media with different format of communication. It has been adapted by the information

professionals to market their information resources and services. This is because the users are familiar with the world of social media such as Facebook, WhatsApp and twitter

Marketing

Marketing is a process of promoting,exchange of goods andservices. According to Shekar, etal (2013) Marketing is a pragmatic action through which commodities are promoted and diffused to the customers. The efficient way to achieve the best use of library information resources and services is through marketing of products. Information resources and services can not be sprayed without marketing via social media to achieved proper information dissemination. Marketing is not only about "selling" information product to researchers. It is more about spreading the word about potential new tools. It is also about keeping users informed about activities and involving them in collection development Islam and Habiba (2015).

Information Resource and Services

The modem library is changing in its mode of acquisition and dissemination of information. An information resource in the modern library is no longer dependent on hardmaterials such as books, journals, and printed materials.It utilizes the social media as well to include facebook, WhatsApp and twitter. Information services as the handling and management of information need of users.Information service is the collection of technical and human resources that provide the storage, computing, distribution and communication for the information required by all. The concept of information have change from basic to value added, from personal – assisted to self-service, from in house to outreach, from free to priced, from reactive to pro-active and from mass customization to individualistic services Alkindi and Al-Suqri (2013)

Social Media

The Social Media is one popular tool that is used in modern times for communication, information sharing and discussion. Its components include facebook, WhatsApp and twitter. Khan and Bhatti (2012) noted that libraries of all types are increasingly using social media to connect with library users and to make library programmes and services accessible. Social Media provides more opportunity to reach specific audience and give the audience a chance to interact. Adewoyin, Onutoha and Ikonne (2017) reported that libraries are incorporating new technologies such as Social Media in order to remain relevant in their operations and to meet the information needs of their users. Social Media use is essential in academic libraries as it helps individuals to

keep libraries of new innovations in their carrier and further helps to provide services that will meet the varying needs of library users.

Marketing Library Information Resources and Services

The best way to enhance the effective use of library resources and services is by marketing library products which is one the objective of the organization. The need to reach the customer project to them what you have and educate them is strategic for effective marketing of library resources and services. Communication, visibility and orientation of customers are very factors in a successful marketing. Madhusudlian (2008) as cited in Shekar etal (2013)outlined the essential of marketing of librariesinclude:

- ❖ Conceptualized the perception of information need thereby create demand.
- ❖ Ensure the best use of library resources and improve the image and status of the library professionals.
- ❖ Take the problems to increasing cost of information sources and manage with the information explosion.
- ❖ Introduce cutting - edge information technology systems in the library service.
- ❖ Balance shrinking funds and save libraries from devaluation.
- ❖ Save libraries from declining reader- support and uphold the motto that, information is power.

Importance of Marketing Library Information Resources and Services Using Social Media

Marketing of library information resources and services is an essential practice in the library. As the library is a place that cares for the growing needs of it users,it resourcesand services keep changing to match the growing needsof its users. The use of social media has the following positive impacts on the marketing of library information resources and services.

- Help to promote distance learning
- Help feed users with information on the newly acquired information resources.
- It facilitates the sharing of knowledge among librarians and library users.
- It also helps librarians to build a network with users.
- Social media usage does not restrict users to holding available within the library only.
- It has no location and overcome the issue of time constraints.

- It helps users and researcher to adequately make use of the library resources.

Conclusion

For library and information resources and products to be effective, it is important that the social media be utilized. Social Media tools such as Facebook, WhatsApp and twitter, can go a long way in facilitating the marketing of information resources and services. The use of social media in the marketing of library and information resources and services can prompt information users, library services, events and communication. Information users and professionals need to change in response to the changing nature of information and communication technology to promote their resources and services for maximum utilization

Recommendations

Based on the wider coverage of social media in the information dissemmation, it recommended that:

1. Library and information professionals should change to their mode of services to match the current trend in Information and Communication Technology.
2. Social media should be frequently used in marketing library and information resources.
3. Information professionals should equip themselves with the knowledge on social media so that they can meet the current trend in marketing of their information resources and services.
4. Information professionals should also offer quality social media services to their customers to meet their diverse information needs.

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