

Use of Social Media Platforms in Marketing of Library & Information Science Product and Services in University Libraries in Delhi: A Comparative Study

Garima Gaur Srivastava*

The use of social media has become increasingly important in the marketing of Library & Information Science (LIS) product and services. This study explores the extent to which university libraries in Delhi are using social media to market their LIS product and services. A survey was conducted among a sample of university libraries in Delhi to collect data on their social media marketing practices. The study found that university libraries in Delhi are using social media to promote their LIS product and services to varying degrees. The most commonly used social media platforms for marketing are Facebook and Twitter, followed by LinkedIn and Instagram. The study also found that the level of social media marketing is positively related to the size of the library and the availability of dedicated staff for social media marketing. The study concludes with recommendations for university libraries in Delhi to improve their social media marketing practices and to leverage social media as an effective tool for marketing their LIS product and services.

Keywords: *Social media, Marketing, LIS Products and Services, University Libraries, Online promotion, Digital marketing*

1 INTRODUCTION

In recent years, the use of social media has become increasingly popular for marketing products and services across various industries, including the field of Library & Information Science (LIS). University libraries in Delhi are

* Librarian, P.G.D.A.V. College, University of Delhi

no exception, as they seek to leverage social media platforms to promote their LIS product and services. Social media offers a powerful tool for university libraries to engage with their patrons, share information about their collections and services, and promote events and activities. However, the extent to which university libraries in Delhi are using social media for marketing their LIS product and services is not well understood. Therefore, this study aims to investigate the use of social media for marketing LIS product and services by university libraries in Delhi. By examining the social media marketing practices of university libraries in Delhi, this study aims to provide insights into how social media can be an effective tool for marketing LIS product and services, and to offer recommendations for improving social media marketing practices in university libraries.

2 OBJECTIVES OF STUDY

The main objectives of my study are as follows:

- i. To study the various types of Library and Information Science Products and Services offered by the University Libraries under study.
- ii. To examine the Marketing Tools and Techniques used by the libraries under study.
- iii. Social Media tools popular among the libraries under study.

3 SCOPE & LIMITATION OF THE STUDY

The present study aims at investigating the Marketing of LIS Products and Services in University Libraries in Delhi, which are as follows:

- a) Jamia Millia Islamia JMI (Central University)
- b) Jamia Hamdard JH (Deemed to be University)
- c) Indira Gandhi National Open University IGNOU (Distance University)

My research is restricted to the types of social media tools used to promote library products and services by the select libraries in each category mentioned.

4 RESEARCH METHODOLOGY

Research methodology is one of the essential steps for a systematic study. In present study survey method was adopted. Questionnaires were distributed to the Librarians of respective Universities and information was gathered. University and Library webpages were also referred for the purpose.

5 REVIEW OF LITERATURE

Shah, NaimatUllah et al (2021) conducted a study aiming to assess the effectiveness of online and offline library promotion in encouraging patrons to

utilize library resources more extensively. The objective of this research was to enlighten end users about the significance of both digital and traditional marketing strategies for academic libraries. To gather data, the researchers employed an online survey tool and a verified questionnaire administered through Google Forms. The survey was distributed via email and WhatsApp. The findings revealed that digital marketing strategies surpassed their analog counterparts. By employing a combination of modern online methods and conventional advertising techniques, libraries can effectively enhance patron awareness regarding the abundance of information resources and services at their disposal.

In their work, **Bhatt and Kumar (2020)** explored the growing importance of marketing as an essential tool to validate the relevance of libraries and librarianship. They highlight how advancements in technology, faster internet speeds, and diverse promotional platforms have facilitated improved connections between libraries and their users. The authors emphasize the significance of having skilled staff members who can effectively inform stakeholders about the integration of information and communication technology (ICT) with library services. This approach enables libraries to effectively engage with their target audience and meet their evolving needs in the digital age.

Denish Shah and Morris George (2020) emphasize the critical role of marketing in ensuring the survival of non-profit organizations. Despite its undeniable importance, many organizations have been slow in acknowledging and implementing effective marketing practices. Unfortunately, some business owners view marketing as an unnecessary expenditure. Marketing for non-profit organizations presents unique challenges due to the difficulty in quantifying its impact and the inclusion of both measurable and immeasurable outcomes, as well as various linear and nonlinear functional forms. However, the study provides compelling evidence to non-profit executives and policymakers, urging them to prioritize marketing expenditures as a crucial investment in enhancing the effectiveness of their organizations. By recognizing the value of marketing, non-profits can better achieve their goals and maximize their impact in the communities they serve.

In his article, **Sufian Ahmed (2015)** conducts an analysis of the role of social media in promoting library materials and services. The author argues that in today's electronic age, libraries and information systems must embrace marketing principles to offer services and products that are both beneficial and valuable to their patrons. The article introduces marketing as a fundamental philosophy and proceeds to outline various marketing strategies that can be applied in a library context. It explores how libraries can leverage social media marketing to their advantage by examining different tools and tactics for monitoring social media platforms. The author recommends that libraries

develop a marketing strategy that utilizes social media to raise awareness about their collections, services, and new products. Furthermore, the article suggests that libraries actively engage in acquiring knowledge about current marketing culture, as well as gathering consumer feedback and identifying trends. This information can inform future product development and improvements in line with the evolving needs and preferences of library users. By adopting social media marketing and staying attuned to market dynamics, libraries can effectively promote their offerings and enhance their engagement with their target audience.

Yi and colleagues (2013) highlight the growing necessity for libraries to adopt effective marketing techniques in order to address both external and internal pressures. In their report, they emphasize that marketing has become an integral part of daily library operations, with librarians playing a crucial role in promoting services and resources. Consequently, further research is warranted to explore the most effective techniques employed in library marketing and to investigate the factors that influence the selection of these techniques. By delving into these aspects, future studies can contribute to enhancing the understanding of marketing practices in libraries and their impact on reaching desired outcomes.

In their study, **E.S. Soegoto and A.T. Utomo (2019)** acknowledge the substantial influence of social media networks and other forms of new media as preferred means of communication within the community. Recognizing this trend, the researchers aimed to examine the role of social media platforms in contemporary marketing campaigns. By delving into this subject, the study sought to gain insights into how social media contributes to the effectiveness and reach of modern marketing strategies.

Dr. S.A. Shamsudeen Ibrahim and P. Ganeshbabu (2018) express the view that with the growing usage of social media, marketers are compelled to incorporate this medium into their conventional marketing practices. Social media heavily relies on web- and mobile-based applications and tools for sharing information with others. The research primarily aimed to examine the numerous challenges that have emerged in the realm of digital marketing. The study focused on investigating the effectiveness of social media, using the example of Interest, as well as exploring the recent advancements in digital advertising. By delving into these areas, the research aimed to shed light on the complexities and potential issues associated with utilizing social media platforms for marketing purposes. The paper also provided insights into the latest developments in digital advertising, offering a comprehensive overview of the evolving landscape of digital marketing.

Yogesh K. Dwivedi, Kawaljeet Kaur Kapoor, and Hsin Chen (2015) emphasize the significance of social media as a prominent communication hub in today's increasingly digitalized society. They highlight its effectiveness in

facilitating two-way communication and collaboration among enterprises, groups, societies, organizations, customers, communities, and forums. The practical applications of social media, such as social media marketing (SMM), have been widely explored and documented in various research studies. The paper draws attention to the existing gaps in the literature surrounding social media and suggests avenues for future investigation. It emphasizes the need for further study in this field. Additionally, the study identifies that researchers predominantly employed platforms such as Facebook, Twitter, YouTube, and LinkedIn to engage with their target audience, showcasing the popularity and utilization of these social media platforms in research endeavours.

Nadaraja, Rubathee, and Yazdanifard, Rashad (2013) underline the increasing prominence of social media as the primary mode of communication, information sharing, and internet access in recent times. The reliability, consistency, and speed of social media make it an expansive platform for internet marketing and various commercial operations. Specifically, social media marketing has emerged as a crucial avenue for promotional activities conducted through social networking websites. This approach enables customers to actively engage as participants in the market. The authors discuss and emphasize the popularity of social media platforms such as Twitter, Facebook, YouTube, and Flickr, recognizing their significance in the realm of social media marketing.

6 MARKETING CONCEPT

6.1 DEFINITION

The American Marketing Association (AMA), defines marketing as “*the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large*” (AMA, 2017). This definition emphasizes the importance of creating value for customers and delivering that value through a range of marketing activities.

Similarly, Dr Philip Kotler defined marketing as “*The science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential*”

These definitions provide a basis for understanding the role of marketing in university libraries and the importance of leveraging social media to promote library resources and services to patrons.

6.2 MARKETING OF LIS PRODUCTS AND SERVICES

Marketing of LIS Products and Services is about promoting and making the users’ aware about the library collection, services, upcoming events,

professional expertise and other facilities available in a library. University libraries can market a range of resources and services to their patrons. The process involves continuous assessment of users' need, ways to cater the demand, improvising the products and services as per the feedback received from users and current trends in the profession. The whole process results in utilization of available library resources, making the libraries visible and its existence noteworthy in academia. The social media can be an effective tool for university libraries to promote their LIS products and services, and that careful planning and execution can help to address potential challenges and maximize the benefits of social media marketing.

6 NEED OF MARKETING

Marketing is essential for university libraries for several reasons:

1. To increase awareness about available services and facilities in a library.
2. To promote usage of library resources.
3. To engage patrons by making resources more and more accessible
4. To enhance reputation of the organization and building brand image
5. Effective Utilization of the existing resources.
6. To know the prevailing trends in marketing and adapt according to the upcoming changes.
7. Return on investment

Overall, marketing is essential for university libraries to stay relevant, meet the needs of their patrons, and maintain their position as essential resources for learning and research.

7 POPULAR SOCIAL MEDIA PLATFORMS








Social Media tools and platforms are current trends for promoting the services. University libraries can use a range of social media tools to market their Library & Information Science (LIS) products and services to their patrons. It is a powerful tool for university libraries to engage with their audience, and build a stronger and more connected community.










<https://kyrosdigital.in/6-social-media-marketing-tools-every-content->

creator-needs/

Some of the commonly used social media platforms which can act as a effective tools in marketing of LIS products and services in university libraries include:

1. **Facebook:**  Facebook is a popular social media platform that allows university libraries to engage with their patrons, share news and updates about the library's resources and services, and responds to questions and feedback.
2. **Twitter:**  Twitter is another popular social media platform that can be used to share brief updates and news about library resources and services. Libraries can also use Twitter to engage with patrons and participate in conversations related to LIS and other topics of interest.
3. **Instagram:**  Instagram is a visual-based social media platform that can be used by university libraries to showcase their collections, facilities, and events through photos and videos. This can help to create a more engaging and immersive experience for patrons.
4. **LinkedIn:**  LinkedIn is a professional networking platform that can be used by university libraries to connect with faculty, staff, and alumni, and promote the library's resources and services to a broader audience.
5. **YouTube:**  YouTube is a video-based platform that can be used by university libraries to create and share instructional videos, tutorials, and other content related to LIS and other topics of interest to patrons.
6. **Blogs:**  Libraries can use blogs to provide in-depth information about their resources and services, share news and updates, and engage with patrons through comments and feedback.
7. **WhatsApp:**  WhatsApp is a popular messaging app that can be used by university libraries to communicate with patrons, share news and updates, and provide customer service. Libraries can create WhatsApp groups for specific programs or services, or use broadcast lists to send updates to a large number of patrons at once.

8. **Pinterest:**  Pinterest is a visual-based social media platform that can be used by university libraries to create and share boards featuring resources, collections, and events. Libraries can also use Pinterest to create boards on specific topics of interest to patrons.
9. **Wikis:**  Wikis are collaborative websites that can be used by university libraries to create and share knowledge bases, tutorials, and other resources related to LIS and other topics. Libraries can also use wikis to engage with patrons and facilitate collaboration and knowledge sharing.
10. **Telegram:**  Telegram is a messaging app that can be used by university libraries to communicate with patrons and share news and updates. Libraries can create channels to share updates with a large number of patrons, or use groups to facilitate discussion and collaboration.
11. **Google Images:**  Google Images is a search engine owned by Google that allows users to search the World Wide Web for images. It was introduced on July 12, 2001. The platform can be beneficial in storing and sharing pictures of library collections, services, practices to its potential user without any additional cost.
12. **Amazon Photos:**  Amazon Photos lets you store, print, and share full-resolution photos, keeping favorite moments secure and in the spotlight. Prime members get free prints delivery and unlimited photo storage for a lifetime of memories. Using this platform will enhance visibility of libraries in academic and public groups of like minded people.
13. **Flickr:**  Apart from sharing the photos and videos Flickr allows tagging of photos, Part of the solution is to make the process of organizing photos or videos collaborative. In Flickr, you can give your friends, family, and other contacts permission to organize your stuff - not just to add comments, but also notes and tags.
14. **Goodreads:**  Goodreads is the world's largest site for readers and book recommendations. Goodreads is an American social cataloging website and a subsidiary of Amazon that allows individuals to search its database of books, annotations, quotes, and reviews. Here the users can save their favourite book list, recommend to other community

members, share the reviews and look forward for the upcoming publications.

8 DATA ANALYSIS AND INTERPRETATION

Table 1 - Library and Information Science (LIS) Products and Services offered

LIS Products and Services	IGNOU	JMI	JH
Circulation	Yes	Yes	No
Reference	Yes	Yes	Yes
Referral Service	Yes	Yes	Yes
Inter-Library Loan (ILL)	Yes	Yes	Yes
New Arrival Service	Yes	Yes	Yes
Article Alert Service	Yes	No	Yes
Newsletters	No	No	No
Bulletins	No	No	No
Bibliographical Services	Yes	Yes	No
Current Awareness Service (CAS)	Yes	Yes	Yes
Selective Dissemination of Information (SDI)	Yes	Yes	Yes
Newspaper Clipping Service	Yes	Yes	Yes
Document Delivery Service (DDS)	Yes	Yes	Yes
Indexing Service	Yes	Yes	No
Abstracting Service	Yes	Yes	Yes
Online Search Service	Yes	Yes	Yes
CD Rom Search Service	Yes	No	No
Networking Service	Yes	Yes	No
Reprography Service	Yes	Yes	Yes
Translation Service	No	No	No
OPAC	Yes	Yes	Yes
Internet Service	Yes	Yes	Yes
E-Mail Service	Yes	Yes	Yes
E- Resources	Yes	Yes	Yes
In House Database and Products	Yes	Yes	Yes
Audio Visual Service	No	Yes	No
Institutional Repository	Yes	Yes	Yes
Research Report	Yes	Yes	Yes
Patent Records	No	Yes	No
Book Review	No	No	Yes
Consultancy Service	No	No	No
User Education and Information Literacy Programmes	Yes	Yes	Yes
Services to Differently Abled Users	Yes	Yes	Yes
Notification of Conferences, Seminars, Workshops	Yes	Yes	Yes

Based on the findings from Table 1, it can be concluded that all the three institutions, IGNOU, JMI, and JH, offer a wide range of Library and Information

Science (LIS) products and services. The common services include circulation, reference, referral, inter-library loan (ILL), new arrival notifications, current awareness, selective dissemination of information (SDI), newspaper clipping, document delivery, abstracting, online search, OPAC, internet access, email services, e-resources, institutional repositories, research reports, services to differently abled users, and notification of conferences, seminars, and workshops.

However, there are some variations among the institutions. IGNOU and JMI offer additional services such as article alert, bibliographical services, CD-ROM search, networking, and translation services, which are not provided by JH. Similarly, JH offers indexing, audio-visual services, and patent records, which are not provided by IGNOU and JMI.

Table 2 - Awareness about Marketing

STATEMENTS	IGNOU	JMI	JH
Do you see the need to market your products and services?	Yes	Yes	Yes
Do you market your Library and Information products /services?	Yes	Yes	Yes
Does your library have a separate budget for marketing its information products and services?	No	No	No
Does your library develop an annual plan for marketing information products and services?	No	Yes	No
Do you think thatmarketing of information products and services is indispensable for the growth and survival of your library?	Yes	Yes	Yes
Does Marketing of LIS products and services require special tools and techniques?	Yes	Yes	Yes

Overall, all three institutions, IGNOU, JMI, and JH, affirms the need for marketing. All the libraries under study actively engage in marketing practices, and understand the importance of marketing in the growth and survival of their libraries. While there are areas for improvement such as developing annual marketing plans and allocating specific budgets for marketing, the findings reflect a general awareness and commitment to marketing their library and information products/services.

Table 3 –Marketing Tools & Techniques

MARKETING TOOLS AND TECHNIQUES	IGNOU	JMI	JH
▪ Library website	Yes	Yes	Yes
▪ Online advertisement	No	Yes	Yes
▪ Library Bulletin	No	No	No
▪ Brochures	Yes	Yes	Yes
▪ Pamphlets	Yes	No	Yes
▪ Leaflets	Yes	No	No
▪ Library guides	Yes	No	Yes
▪ Newsletter	No	No	No
▪ Display/Posters/ Exhibitions in Library	Yes	Yes	Yes
▪ Oral Presentation	Yes	Yes	Yes
▪ Discussion Group	Yes	Yes	No
▪ Notice Board	Yes	Yes	Yes
▪ Personal Intimation	Yes	Yes	No
▪ Mass Media	Yes	No	No
▪ Web based	Yes	Yes	Yes
▪ E mails	Yes	Yes	Yes
▪ Word of Mouth	Yes	Yes	Yes
▪ Library weeks	Yes	Yes	No
▪ Book Fairs	Yes	Yes	Yes
▪ Orientation Programmes	Yes	Yes	Yes
▪ Conference/ Seminars/ Webinars/ Workshops	Yes	Yes	Yes

The findings from Table 3 highlight the various marketing tools and techniques employed by IGNOU, JMI, and JH to promote their library and information services. Each institution utilizes a combination of these tools to reach their target audience and increase awareness about their offerings.

Some common marketing tools used by all three institutions include library websites, brochures, oral presentations, notice boards, web-based platforms, emails, word of mouth, book fairs, orientation programs, and conferences/seminars/webinars/workshops. These tools allow them to engage with users,

provide information about library resources, and create a positive perception of their services.

However, there are variations in the use of certain tools. For example, online advertisements are employed by JMI and JH but not by IGNOU. Similarly, library guides are used by IGNOU and JH but not by JMI. These differences indicate potential areas for institutions to explore additional marketing avenues and diversify their strategies.

Table 4 –Social Media Platforms Used

SOCIAL MEDIA PLATFORMS	IGNOU	JMI	JH
➤ You Tube	No	Yes	Yes
➤ Facebook	No	Yes	Yes
➤ Instagram	No	No	Yes
➤ Telegram	No	Yes	Yes
➤ Wats app	No	Yes	Yes
➤ Blogs	No	No	No
➤ Twitter	No	Yes	Yes
➤ Linkedin	No	No	Yes
➤ Wikis	Yes	Yes	No
➤ Pinterest	No	No	No
➤ Google+	No	No	No
➤ Google Images	No	Yes	No
➤ Amazon Photos	No	No	Yes
➤ Flickr	No	No	Yes
➤ Goodreads	No	No	No

According to the findings of table 4, the University Libraries have a **functional website**. **You tube** and **Facebook** are popular social media platforms used by the University libraries of JMI and JH. **Instagram** and **Telegram** is only used by Jamia Hamdard. **Wats app** is in demand in JMI & JH. None of the libraries are using **Blogs** to promote their resources. JMI and JH have **Twitter** accounts. JH have **Linkined** account. IGNOU and JMI are commonly using **Wikis** platform. **Pinterest** is not at all used by any of the University Libraries. **Google Images** and **Amazon images** are used by JMI and JH respectively. **Flicker** is only used by JH. Surprisingly **Goodreads** is not popular and in use among any of the University Libraries.

Going through the website of the concerned Universities, it was observed that IGNOU is having accounts on Facebook and Twitter; whereas Jamia Milia Islamia is utilizing the maximum number of social media platforms like Youtube, Facebook, Instagram, Linkedin, Twitter and Jamia Hamdard falling at second place with visibility on Facebook, Youtube, Twitter and Linkedin.

Overall result shows that social media tools are not very popular among the University Libraries in Delhi as a tool for promoting LIS Products and Services. Besides few, many platforms are yet to be explored by almost all the

university libraries. There is a need to adapt according to the changing technology. Library Professionals are required to be updated and skilled in utilising the newest technology to make the library accessible and visible to the user community.

9 FINDINGS AND SUGGESTIONS

- It is evident that JMI and JH have a broader presence on various social media platforms for marketing purposes compared to IGNOU. However, there are still untapped opportunities for all the institutions to explore additional platforms and expand their reach.
- By utilizing a diverse range of social media platforms, institutions can effectively engage with their target audience, increase visibility, and promote their library services and resources.
- The findings also highlight the diverse range of LIS products and services available in university libraries under study.
- Traditional methods to promote the library services are still in practice. There is an urgent need to learn the skills of modern day librarianship and promote library resources in more efficient way with the applications of ICT.
- It is suggested that libraries must develop comprehensive marketing strategies and allocate dedicated budgets to support marketing activities.
- Further libraries must create annual marketing plans to ensure consistent promotion of library products and services.
- The libraries aim to support users in their academic pursuits, providing access to various resources, facilitating information retrieval and dissemination, and offering specialized services to cater to different user needs. The presence of e-resources, online services, and digital technologies reflects the libraries' efforts to adapt to the changing information landscape and meet the evolving needs of their users.

10 CONCLUSION

The use of social media has become increasingly important for university libraries in marketing their Library & Information Science (LIS) products and services. Social media provides an opportunity for university libraries to increase their visibility and engagement with their audience, and to target specific groups of library users. Additionally, social media platforms can facilitate the creation and sharing of user-generated content related to LIS.

However, the use of social media in marketing also presents challenges and opportunities for university libraries. Library staff must be trained in social media management and content creation, and there is privacy and security

concerns associated with the use of social media platforms. To maximize the effectiveness of social media marketing, university libraries should develop a comprehensive social media plan, create engaging and informative content, encourage user-generated content, utilize influencer marketing and paid advertising, and regularly monitor and analyze social media metrics. By developing a comprehensive social media strategy and utilizing a range of social media platforms, libraries can enhance their marketing efforts and better serve their patrons.

REFERENCES

1. AHMED, W. (2018). "Social media marketing in academic libraries: An overview." *International Journal of Library Science*, 7(1), 1-8
2. AMOSUN, A.A., & OLUWADARE, O.J. (2018). "The use of social media in marketing library services: Evidence from Covenant University Library, Nigeria." *The Journal of Academic Librarianship*, 44(2), 219-225.
3. ARORA, R. (2019). "Use of social media in marketing of library services and resources: A study of Guru Nanak Dev University Library, Amritsar." *DESIDOC Journal of Library & Information Technology*, 39(2), 96-100.
4. BHATT, R. K. & KUMARAMIT. (2020). "Marketing Strategies and Tools in Promoting LIS Products and Services using Social Media in Indian Environment." In Rath, Pravakar and Kumar, Amit (eds.), *Social Media and Librarianship: Connecting the Communities*, 13-24 . New Delhi: Today & Tomorrow's Printers and Publishers.
5. ÇAKMAK, T., & ODUZ, N. (2018). "The use of Instagram and YouTube in academic libraries: A study of university libraries in Turkey". *Journal of Librarianship and Information Science*, 50(4), 369-383.
6. CHAN, D.L.H., & SO, S.M. (2018). "Use of social media in library and information science research: A bibliometric analysis." *Journal of Librarianship and Information Science*, 50(2), 124-137. doi: 10.1177/0961000617713469
7. DENISHSHAH & MORRIS GEORGE (2020) "Linking Marketing to Nonprofit Performance". *Journal of Public Policy & Marketing*. 40(4) . Retrieved from <https://journals.sagepub.com/doi/abs/10.1177/0743915620978538>.
8. DEWEY, B. I. (2018). "Using Social Media in Libraries: Best practices." *ALA TechSource*. Retrieved from <https://journals.ala.org/index.php/ltr/article/view/6572>
9. DUTTA, B. & SHARMA, V. (2020). "Use of Social Media in Academic Libraries: An exploratory study of selected Indian Universities." *International Journal of Library Science*, 9(2), 1-14.
10. GROSS, J., & LATHAM, D. (2018). "Using social media to promote library services: A practical guide for librarians." Rowman & Littlefield Publishers.
11. GU, X., & WANG, L. (2018). "The use of social media in academic libraries: A review of the literature." *Information Technology and Libraries*, 37(1), 24-41.

12. ISLAM, A.K.M.N. & ISLAM, M.A. (2019). "Use of social media in academic libraries: A review literature." *International Journal of Library and Information Science*, 8(1), 1-10
13. KOTLER, PHILIP. "Strategies for Introducing Marketing into Nonprofit Organizations." *Journal of Marketing*, 43, (1), 1979, pp. 37–44. JSTOR, <https://doi.org/10.2307/1250756>. Accessed 16 June 2023.
14. MANISH KUMAR & K P SINGH (2015). "Marketing of Library and Information Science Products and Services through Social Media: Need of the Hour." *Library Herald*, 53(4), 433-34
15. MUKHERJEE, S., & BHOWMICK, D. (2020). "Social media marketing in academic libraries: A review of the literature." *Journal of Librarianship and Information Science*, 52(1), 12-28.
16. PANCHAL, P., & PATEL, D. (2019). "Use of social media in academic libraries: A review of the literature." *Library Philosophy and Practice (e-journal)*, 1-9. Retrieved from <https://digitalcommons.unl.edu/libphilprac/2283/>
17. RAO, K.P., & KAVYA, N. (2019). "Use of social media in libraries: An overview." *DESIDOC Journal of Library & Information Technology*, 39(1), 1-6.
18. SHALINI, P., & RAMESHA, M. (2016). "Use of social media in academic libraries: A study of University Libraries in Karnataka, India." *The Journal of Academic Librarianship*, 42(6), 696-703.
19. SHAH, NAIMATULLAH & ET.AL.(2021) "Assessing the Impact of Traditional and Digital Marketing Practices on Library Services and Resources in University Libraries". *Library Philosophy and Practice (e-journal)*. 4966. <https://digitalcommons.unl.edu/libphilprac/4966>
20. SHAMSUDEEN IBRAHIM, S. A. & AND P. GANESHBABU. (2018) "A Study on Impact of Social Media Marketing Trends on Digital Marketing." *Shanlax International Journal of Management*, 6(1), 120–125
21. SUFIAN AHMED (2015) "Social Media Monitoring tools and techniques for Marketing of Information Products and Services". *Informatics Studies*. 2 (4) <https://www.informaticsstudies.org/index.php/informatics/article/view/4>
22. WANG, Y., & CHEN, B. (2020). "Social media use in academic libraries: A systematic literature review." *Journal of Librarianship and Information Science*, 52(2), 436-454. doi: 10.1177/0961000618819847
23. YOGESH K. DWIVEDI, KAWALJEET KAUR KAPOOR AND HSIN CHEN (2015) "Social Media Marketing and Advertising" <https://www.semanticscholar.org/paper/Social-media-marketing-and-advertising-Dwivedi/f19fec7df54b29fbf4c14417d39052c49850c91d>
24. YI, Z., LODGE, D., & MCCAUSLAND, S. (2013). "Australian Academic Librarians' perceptions of Marketing Services and Resources." *Library Management*, 34(8), 585–602. <https://doi.org/10.1108/LM-01-2013-0002>