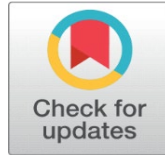


IMPACT OF SOCIAL MEDIA ON LIBRARY SERVICES AND USER ENGAGEMENT

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ABSTRACT

The purpose of this study is to investigate the dynamic and diverse function that social media plays in modern libraries, with a particular focus on the impact that it has on communication, outreach, and community participation. As libraries continue to become more adept at navigating the digital world, social media platforms have evolved into indispensable instruments for the dissemination of information, the promotion of resources, and the development of meaningful connections with library users.

From the use of Facebook, Instagram, Twitter, and YouTube, this paper offers a conversation on the influence that interaction with social media has on library visits and user satisfaction. A study of 500 library customers produced the information, which provided statistical data on demographics, social media involvement score, and degree of satisfaction. Outcomes The study made clear that there were indeed good links between library visits and social media activity, especially on Facebook.

Though there was variation in user satisfaction across platforms, YouTube appeared to be the most effective in generating involvement. The data indicate that interactive material and rich multimedia on social media could help libraries reach more people. The target audience for this would be much younger and mostly female. This study might eventually enhance the user experience and involvement as well as guide libraries in simplifying their social media initiatives.

Keywords: Social Media Engagement, Library Visits, User Satisfaction, Facebook, Instagram, Twitter, YouTube, Library Outreach.

1. INTRODUCTION

In an era that is characterized by the fast incorporation of technology into every aspect of daily life, libraries find themselves at the intersection of tradition and innovation. Libraries have embraced social media platforms as effective tools to amplify their reach, redefine their responsibilities, and build dynamic connections with their users. Libraries are mainstays of information dissemination and community participation, and they have accepted these platforms as powerful tools. Over the course of history, libraries have been held in high esteem as pillars of knowledge because they offer access to information by means of a precise cataloging system and conventional methods of education and outreach. Libraries, on the other hand, are becoming more aware of the necessity to develop and adjust as society continues to embrace digital transformation. With its ubiquitous influence and global connectedness, social media emerges as a catalyst for this change, altering the fundamental fabric of library services and operations. This evolution is a result of the integration of social media.

An examination of the mutually beneficial relationship that exists between libraries and social media platforms is the primary purpose of this investigation. In this article, we dig into the various ways in which social media platforms function as dynamic conduits for communication, outreach, and engagement. Libraries have found in social media a versatile ally that transcends the physical constraints of their brick-and-mortar equivalents. Not only does social media

facilitate the distribution of real-time information, but it also facilitates the promotion of resources and the growth of online communities.

In recent years, social media has gradually become the most loyal and personal companion for individuals. The era in which we currently reside is one in which time is an essential component of everything. Without exception, everyone has the goal of completing their task in the least period of time feasible. We also live in a society that is based on information, which means that information is extremely important and is transmitted through a variety of different channels.

If we are living in an age that is driven by information and communication technologies (ICTs), then a library is any information center that is used for the purpose of creating, processing, and sharing information with the relevant clients. "Save the time of the reader" is the fourth rule of library science, as stated by S.R. Ranganathan. This rule states that librarians should deliver services as rapidly as is practically possible. Utilizing ever-evolving information and communication technology (ICT) and the tools that go along with it, libraries have been able to adjust over the years to meet the ever-changing demands of their patrons. On the other hand, libraries are utilizing social media platforms in order to interact with their patrons and establish connections with them. These days, the most popular social networking platforms are Facebook, Twitter, Flickr, WeChat, YouTube, WhatsApp, Instagram, Hangouts, Hike, instant messaging, LinkedIn, Skype, and a great deal of other platforms.

Communities of people A range of tasks, such as branding, marketing, and the creation of customer connections, are being utilized by libraries and information centers through the utilization of social media platforms. In addition to that, it is utilized for the provision of reference services, the dissemination of news, and initiatives that promote current awareness. A number of objectives have been accomplished by libraries through the utilization of social media. These objectives include the promotion of the services and resources provided by the library, the saving of time and money, the provision of quick and easy reference assistance, and the development of a strong relationship between the library and its patrons. A key focus of this investigation is on the utilization of social media platforms for the purpose of selling library services and products. Nevertheless, "information workers and librarians are frequently debating the value of marketing and have developed innovative ways to advertise their goods and services," according to the article. In the past, the primary focus of marketing was on promoting resources such as information services in order to ensure that they were utilized to their full potential.

2. LITERATURE REVIEW

Gruss, R., et al., (2020) conducted research to determine the factors that contributed to the online postings of an organization receiving a significant amount of response from the targeted audience. Specifically, it has been demonstrated that by appealing to a sense of community belongingness, one may effectively stimulate user participation on social media platforms using this strategy. A technique that included multilevel regression, supervised machine learning, and text analytics was utilized in order to investigate the impact that language that was centered on the community had on the total number of likes, comments, and shares. In 51,760 postings from 100 academic libraries, it was discovered that wide local area requests increase the number of likes by sixty percent, the number of comments by one hundred and thirty percent, and the number of shares by thirty-nine percent. However, specific intracommunity, locally enormous references further increase the number of likes by sixteen percent and the number of shares by twelve percent. These findings have both theoretical and practical implications, as they offer effective strategies for maintaining an organization's online presence and offer substantial empirical support for the social psychology notion of belongingness. In other words, these findings have both theoretical and practical implications. Kirita, F. F., and Mwantimwa, K. (2021) investigated the ways in which MUHAS and SUA make use of social media to promote the services and resources offered by their respective libraries. A mixed research approach was utilized in the processing, collection, and analysis of the data that was collected for the study. In spite of the fact that specific library personnel and all users were simply selected, key informants were selected on purpose. A significant portion of the information was obtained through the use of survey methods. When it came to the qualitative data that was obtained, content analysis was utilized, whereas SPSS was utilized for the study of quantitative data. The findings of the research indicate that both of the libraries that were investigated have been successful in selling their services and resources through the usage of Facebook. This is due to the fact that Facebook is so widely used and handy. WhatsApp, on the other hand, is another

medium that is exploited effectively; nevertheless, this was only observed at MUHAS. On the other hand, extensive research has demonstrated that utilizing the media to promote library resources and services is frequently ineffective. This has been attributed to a number of factors, some of which include the lack of a defined policy for the utilization of social media, the unpredictability of internet connection, the ineffectiveness of advertising, the availability of outdated information, and the absence of adequate computer facilities. The report provides a number of recommendations, some of which include the establishment of legislation for social media, the provision of financing for the development of information and communication technology infrastructure, and the encouragement of information users to make use of social media. The purpose of the research that Mensah, M., and Onyancha, O. B. (2021) carried out was to investigate the strategies that university libraries in Ghana employ to make use of social media. During the design phase of the quantitative investigation, the survey approach was utilized. The questionnaire served as the primary instrument for the data collection process. There were a total of 110 library representatives from Ghanaian public and confidential foundations who participated in the review. The findings of the study lend credence to the belief held by the library staff that academic libraries need to have a social media strategy that has been carefully considered in order to assist them in selecting the most appropriate social media platforms, connecting with their target audience, and increasing engagement rates in order to accomplish the distribution of their resources and services in an effective and efficient manner. However, the studies also demonstrated that university libraries appear to disregard these strategies, which may give consumers the impression that they are encouraged to use these websites. In their study from 2020, Oriogu, C. D., et al. investigate how libraries in Nigeria are utilizing social media to deliver services to their patrons. The methodology of research based on surveys was utilized. For the purpose of this study, the sample consists of 85 individuals who work in libraries. These three (3) research questions and guesses served as the basis for the coordination of the review. The information that was gathered from library staff members who attended the 2019 Public Meeting/AGM of the Public Library Relationship in Delta State was compiled through the use of a standardized survey. The majority of respondents, according to the findings of the study, are active on Facebook, Twitter, and WhatsApp. According to the findings of the survey, the majority of librarians use social media to market and promote library news as well as information about how one may make use of the resources and services that are provided by the library. The poll found that the most significant challenges that library staff members face include a lack of appropriate training opportunities, a slow internet connection, and the time commitment that is required to maintain an active presence on social media. There is a significant connection between the utilization of social media and the efficiency of library services, as indicated by the findings of the research report. The results of the poll also indicate that there is no noticeable difference between the ways in which male and female library staff members use social media platform. Furthermore, there is a statistically significant relationship between the ages of library staff members and the amount of time they spend on social media. Bharti, K. L., and Verma, S. (2021) conducted an analysis of the study that was conducted on the adoption of new technologies by university libraries. The primary objectives of the research were to investigate the foundational literature on developing technologies that are utilized in university libraries and to ascertain the ways in which the jobs of university librarians are altering in these technologically advanced modern libraries. Additionally, the research focuses on the perspectives of library staff members on this modern environment. The review's conclusions are contingent upon four factors: "obstructions in the execution of arising advances," "status of arising advancements in the college libraries," "mentality of custodians towards the arising advances," and most importantly "mechanical similarity among the library experts." Although college libraries have conducted a few studies on emerging innovations, the primary purpose of this study is to broaden the perspective of library and data sciences regarding these rapidly developing breakthroughs. This is the main objective of this study.

3. BENEFITS OF USING SOCIAL MEDIA IN LIBRARIES

The use of social media into library services results in a plethora of benefits, including the enhancement of communication, outreach, and community participation (all of which are enhanced). Some of the most important advantages of utilizing social media in libraries are as follows:

Enhanced Communication: Social media platforms make it possible for immediate and direct communication to take place between libraries and their customers. The dissemination of announcements, updates, and other significant information can be accomplished in a timely and effective manner.

Providing Real-time Updates: Social media makes it possible for libraries to provide patrons with quick updates, announcements, and critical information, thereby guaranteeing that communication is current.

SM platforms enable direct interaction between libraries and users, allowing for comments, queries, and community engagement. This type of communication is known as two-way communication.

Enhanced Visibility and Outreach: Social media makes it possible for libraries to communicate with a larger audience beyond the confines of their physical locations. Libraries have the ability to engage with a varied community and attract new customers by marketing events, resources, and services on the internet.

Interaction with the Community Social media platforms offer a venue for libraries to actively interact with the community in which they are located. Through activities such as replying to questions and comments and holding question-and-answer sessions, libraries have the ability to cultivate meaningful relationships and develop a feeling of community.

Promotion of Library Resources Social media platforms can be utilized by libraries to promote their collections, databases, and other resources. Through the use of social media platforms such as Instagram and Pinterest, libraries are able to create visually appealing displays of books, resources, and instructional content, which in turn encourages customers to explore the library's collection.

Real-time updates and event promotion: Through social media, libraries are able to provide patrons with real-time updates regarding events, workshops, and programs, so guaranteeing that they are kept up to date in a timely manner. It is possible for a larger audience to participate virtually in library activities through the use of live streaming on social media sites such as Facebook and Instagram.

User-Centric Services: Social media platforms offer a venue for libraries to listen to the feedback and preferences of its patrons. It is possible for libraries to better cater their services to the requirements and interests of their customers by conducting polls, surveys, and collecting comments from those customers.

Distribution of Educational Content Social media platforms can be utilized by libraries to disseminate educational content, which may include instructional films, research tips, and tutorials. The instructional value of the library is increased as a result of this, and it is also positioned to become an important resource for learning that continues throughout one's life.

Collaboration and Partnerships: The use of social media makes it easier for libraries and other groups to work together, making it possible for them to collaborate both inside and outside the local community. Libraries have the ability to collaborate on events, share resources, and form partnerships that will ultimately result in an increase in the overall effect of their services.

Crisis Communication: In the event of unforeseen closures or unexpected emergencies, social media platforms offer libraries an efficient means of communicating critical information to patrons in a timely manner. This helps to ensure that users are kept up to date with any changes that may occur in library services.

The Social Media platforms contribute to the democratization of information by making library materials and services accessible to a wider audience. This is one way in which they contribute to the democratization of information. In order to guarantee that information is accessible to all members of the community, libraries adhere to the principle of inclusivity, which is in line with their fundamental principles. The advantages of utilizing social media in libraries go well beyond the use of these platforms as ordinary communication tools. Through the use of these platforms, libraries are able to adjust to the digital age, establish a more personal connection with their customers, and broaden their sphere of influence within the community. Utilizing social media in a way that is both smart and thoughtful allows libraries to improve the quality of their services and maintain their status as institutions that are vibrant, relevant, and responsive in the information world.

4. DISADVANTAGE AND LIMITATION OF SOCIAL MEDIA LIBRARY PERSPECTIVE

Libraries face several challenges in effectively managing their social media presence. First, the management of resources presents a significant hurdle, as maintaining active and engaging social media accounts demands considerable time and effort. Libraries may need to allocate dedicated staff or hire specialists to develop content, monitor interactions, respond to inquiries, and sustain a consistent online presence. Additionally, privacy and security concerns arise when handling user data shared through these platforms, as social media policies may conflict with library ethics and confidentiality standards.

Another challenge is dealing with negative feedback and criticism online. Libraries must carefully manage their digital reputation by addressing complaints and unfavorable comments promptly and professionally. Furthermore, the overwhelming volume of information on social media makes it difficult to capture and retain user attention. The constant stream of competing content can lead to user distraction or disengagement, while the rapid spread of misinformation complicates efforts to promote credible sources. Libraries must actively combat fake news by directing users to verified and authoritative resources.

Accessibility issues also pose a challenge, as not all library users have social media access or the digital literacy to engage with these platforms. This digital divide can limit the reach of library communications and exclude certain community members. Moreover, libraries rely heavily on social media algorithms, which frequently change and can reduce visibility, forcing libraries to continually adapt their strategies. Legal and copyright concerns further complicate content sharing, as libraries must ensure compliance with platform policies and intellectual property laws when posting third-party or user-generated content.

Finally, integrating social media into broader library objectives requires strategic alignment to ensure these efforts enhance other services rather than operate in isolation. A stable internet connection is also essential for staff to deliver digital and social media services effectively. Addressing these challenges demands careful planning, resource allocation, and continuous adaptation to maintain an effective and inclusive online presence.

5. CONCLUSION

The term "social media" refers to an online platform that allows people to easily create, share, and aggregate their own information and ideas on the internet through various online groups. It is a network should be created between the users. As professionals working in libraries, we are constantly working to educate library patrons about the various functions and services offered by the library. It would be beneficial for librarians to establish their own library Facebook account, library blog, library Twitter account, and library Whatsapp group in order to facilitate the connection of library users to library services and functions quickly and simply.

CONFLICT OF INTERESTS

None.

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