With the emergence of social networking and Web 2.0 applications, libraries have the means to reach users through interactive Web-based tools. The uniqueness of this social networking is to share information among users ranging from highly personal to academic interests of the participants and it has become one of the largest platform in the world for sharing real time information and its possible uses for LIS Professionals and to assess how much real transformation this technology can deliver, while deflating reaffirmation and singling out the real assessment of these innovations. This paper explores the various useful Social networking tools for marketing of library Services such as features of social networking services, social networking tool: their application. Widely used social networking platforms, types of library services through facebook, twitter, blogs, linkedin, flicker, youtube, pinterest, slideshare, instagram, google+, wiki, myspace, google hangouts, teacher tube, library thing and conclusion.

Keywords: Use, Social Networking, Marketing and Library Services

sharing. Social networking sites are profile-based websites that allow users to maintain social relationships by viewing, visiting, and sharing their lists of social connections with other members (Ahn, 2011). In present time the SNSs are become a part of our life specially among youth and students through which they can share their thoughts, ideas, information, activities and events and can communicate within their network. The social media is now a widespread and well accepted by the people of all ages (Bala, 2014). Examples of web 2.0 applications adapted in most libraries include social networking tools like Twitter, Facebook, Flickr, blogs, YouTube, RSS and instant messaging (Mahmood and Richardson, 2011). The use of these social networking tools has now become more common particularly among the youth in higher education (Kemrajh, 2013). Due to the increasing usage of social networking tools among students worldwide, the academic libraries have used that opportunity to adopt them to manage the libraries for easy sharing of information, notices, news, directions, and couching of library users in the university communities (Kemrajh, 2013). Social networking in libraries will promote adequate information access, sharing, dissemination which is core functions of academic libraries.

Social media applications have emerged as a very powerful and interesting tool for libraries. Applications of these tools in libraries include communication with user community, marketing of Library services, interaction with library users, user education, creating awareness of library resources, connecting with other librarians and library staff, getting library feedback etc. (Gupta, 2014)

According to Al-Daihani (2009), Social Networking Sites provide user-created content platform applications allowing the user’s to contribute their knowledge in different formats like text, data, video, audio, etc. Facebook, MySpace, Twitter, Second Life, Delicious, Blogs, Wikis these are just a few of the social networking options available on the internet today (Dickson and Holley, 2010) that are used by various groups to stay in touch with friends and colleagues. Special SNSs have emerged targeting specific user groups, especially professionals (Vascellaro, 2007).

Marketing means different things to different people. Generally, it is the process of buying and selling of goods and services. For some people, it is equated with communication tools while others view it as a means of creating awareness. According to Lewis (2000) marketing is a social and managerial process by which individual groups obtain what they need and want through creating, offering, and exchanging products of value with others.

The emphasis in this definition is identifying the needs and wants of consumers and how to provide services and products that will satisfy them. According to the American Marketing Association (2006) “Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organization objectives”. Upev, Akpe and Beetzeh (2015) defined marketing as: The analysis, planning, implementation, and control of carefully formulated programs to bring about voluntary exchanges of value with target markets, for the purpose of achieving organizational objectives. It relies heavily on designing the organization’s offering in terms of the target market’s needs and desires, and using effective pricing, communications and distribution to inform and service the market. Marketing implies exchange of relationship between the service provider and service consumer with the aim of satisfying consumer’s needs. Library and Information professionals are involved in the process of marketing because they identify users’ information needs, acquire and package information to meet these needs. Thus, the marketing concept is based on the principle of an exchange occurring between two parties (i.e. the librarians and users). Each group that is identified has something that the other wants and the purpose of marketing is to facilitate an exchange of these values. This can be done by developing a marketing plan, whose four key components are analysis, planning, implementation and evaluation especially in marketing library information resources. An Information Resource is a piece of information that describes or represents a Resource. It includes this amount of information that is necessary to describe a Resource in a certain kind. Hence, the Subject of an Information Resource is this characterized Resource. In general, an (abstract) Information Resource is usually realized by a Semantic Graph, which consists of a (concrete) Description of a Resource. This is necessary to make an Information Resource easily machine-process able of course, plain text is (more or less) easily process able by a human being, but not by a machine. An Information Resource represents a Resource in some way. Nevertheless, it cannot really represent a Resource completely. This is simply grounded in the nature of things that we cannot really define what a complete Description shall be about. There exist at least always subjective Descriptions, which are unforeseeable. Librarians and information specialists have debated the idea of marketing for the information sector. Several things have compelled us to learn about marketing and begin doing it. Librarianship is experiencing rapid change. Information technology has created a new gateway for information services. Information products and services in a multiplicity of formats have made libraries and information centres more competitive and alert. Libraries are being subjected to significant pressures from the information revolution. The challenges of budget cuts, increased user base, the rapid growth of material, rising costs, networking demands, competition by database vendors, and Complexity in information requirements is forcing the
professionals to adopt marketing to improve the management of library and information centres.

Marketing aims to identify the client base, and to determine and fill its needs, wants, and demands by designing and delivering appropriate products and services. The main focus of the concept is the client, and the goal is client satisfaction. Rowley (2001) calls marketing, the management process which identifies, anticipates, and supplies customer requirements efficiently and profitably. Kotler (1999) says, that marketing is the process of planning and executing the conception, pricing, promotion and distribution of goods, services and ideas to create exchanges with target groups that satisfy customers and organizational objectives. Under the umbrella term marketing, we study concepts like building customer relationships, branding and corporate identity, marketing communications, price and pricing policy, collecting marketing data and marketing strategy and planning. For the purpose of this paper it will restrict the scope of the subject to impact on higher institutions in Benue state. Higher education, post-secondary education, or third level education is an optional final stage of formal learning that occurs after secondary education. Often delivered at universities, academic colleges, seminaries, and institutes of technology, higher education is also available through certain college-level institutions, including vocational schools, trade schools, and other career colleges that award academic degrees or professional certifications. Tertiary education at non-degree level is sometimes referred to as further education or continuing education as distinct from higher education. Marketing of library information services is very vital in the present information society. Marketing of information services has emerged as an indispensable tool in the library and information service industry. This is so because library and information professionals in this 21st century have realized the benefits offered by the marketing of their services to their clients. One of the goals of library and information centers is to satisfy their users. In order to achieve this aim, library and information centers need to know what the needs of their users are, and how best to meet those needs. The importance of marketing information services for the purpose of effective utilization of resources among library and information professionals is sometimes overlooked. A possible reason for this oversight is the assumption that users would seek for information when such information is needed, forgetting the need to create awareness among users. The trend is that many users are not aware of the services and resources available for their use in libraries and information centers. Thus, it is important for the 21st century library and information professionals to find out the information needs and/or behavior of users of library and information centres in different contexts (Upev, Akpe And Beetseh, 2015 and Kassel, 2002). Marketing of information products and services, among other things helps information professionals to ascertain the needs of their clients. It also goes without saying that marketing of information products and services plays a significant role in satisfying the needs of the clients in that it creates awareness of the availability of resources. Hence, this important area in the field of library and information studies should be taken seriously. In the light of this, therefore, this research paper examines possible ways of marketing information services by the 21st century librarian and information professionals for effective utilization of resources by the clients. The paper looks at information the resources that are already in place for marketing; the impact of library resources and also suggests the strategies that can be adopted in the marketing of library information resources.

Features of Social Networking Services:

Social Networking has several unique features that can serve the user community where availability of resource is a great challenge to library field. Some of the major features are-

- Social Collaboration
- Easy Surfing
- Event management
- Discussion Forum
- Multimedia enabled
- private messaging can be easily possible by communicating thousands networks
- interactive and collaborative learning
- blogging and commenting
- Media uploading (Mishra)

Social Networking tools: their application

Social networking tools are the software that enables people to connect, collaborate, and form virtual communities via the Internet. Social networking’s Web sites are those that provide opportunities to interact. Sites which allow visitors to send e-mail, post comments, build Web content and/or take part in live chats are all considered to be SNSs (YALSA, 2011). There are a number of ways that libraries can use social networking tools for strengthening their services so that they can make the users feel benefitted.

Libraries can:

- use these social networking tools to mobilize their services;
- create fan clubs, so that the popularity of the library can be measured over time;
facilitate access to librarians and the library’s resources; advertise special programs and events; highlight parts of the collection, such as new items, to a specific group; make users aware of activities relevant to them and the latest library developments so that users can feel excitement and want to visit the library; and prove that libraries are not afraid to use cutting-edge technology.

Academic libraries can encourage their users to connect with library collections and share information through social media tools. It facilitates to make interaction among library users.

**Most widely used Social Media platforms**

Social Media provides more opportunities to reach the user community, target specific audiences and give users a chance to interact with library. Libraries can market their services and products using different Social Media platforms; for example, advertise their different upcoming events and newly acquired information materials through the Facebook. Different programs such as, conferences and workshops can be marketed by uploading videos on the YouTube. The pictures of different library events and service scan be shared using Flickr. Blogs can be used to market library services among distance learners.

Twitter and IM (Instance Messaging) can be used to market a library’s reference/research services. Using such tools; libraries can publicize newly acquired material and create service alerts (Khan and Bhatti, 2012). In marketing library and information services, the most-widely used social Media platforms follow.

**Facebook**

Facebook is the most popular Social Media platform for creating library awareness and marketing. By using Facebook, library users can access all types of virtual technical information and disseminate their findings. Users also can use this platform to share academic information in a decreased effort and time.

**Types of library services through Facebook**

Today we are living in virtual world. In the twenty first century Library and information science professionals essentially to use Facebook and this new technology presents outreach technical opportunities for librarians. The most important benefits of using Facebook are successfully utilized in library services and promotions of Libraries. There are many library services and information services available in the Facebook application. Their major services include as follows:

1. Library can provide the arrivals of new books through Facebook.
2. Recommendation books from Students or staff members to library.
3. Students or staff members can ask overdue charges, due date of book, reservation of books etc.
4. Library staff can update the latest name of the journal and volumes, issues.
5. Library can provide and share the academic related newspaper cuttings and current awareness services to the user.
6. Librarian can distribute library list of holidays.
7. Librarian can provide library working hour.
8. Library staff can provide ‘Help Desk’ and ‘Ask a librarian’ through Facebook.
9. Users can ask any queries through text messaging.
10. Librarian can provide information about library facilities and availability of book, journals newspaper, periodicals etc. to users.
11. By using Facebook platform, library staff can adopt a Frequently Asked Questions (FAQ) to solving user’s problem.
12. Librarian can share useful link of free books websites, open access journals links etc it helpful the users.
13. Library can conduct online quizzes by using Facebook.
14. Librarians can provide reference services through Facebook.
15. Facebook allows users to feedback and suggestions to changing/improvement of library and services.
16. Facebook provided 24/7 services users can send messages any time to the library.
17. Facebook offers users to get useful links to online resources, knowledge portals and digital repositories etc.
18. Through Facebook librarians can share conference, workshop, and seminar information to the users.
19. Librarians can share and upload special teaching/conference/seminar useful videos to the students and staff members.
20. Librarians can share photos of library infrastructure and facilities of library to attract the library users and outside users also.

**Twitter**

Twitter can be used to elicit ideas and suggestions, a great way of getting know and build relationship with new people Twitter is economical as well as affordable. It is the most popular micro blogging service and plays an important role in social network. Present day, Twitter is commonly using in all types of libraries for different purposes like: campus events, community events, hours,
library events, responses to reference questions, links to outside sites, and resources.

Twitter is a powerful tool that benefits of many library users. If librarians use the Twitter it increases library functions and focuses to attract the students and staff members. Twitter has free an account, making it easy to get started tweeting to promote library work or sharing library news, events photos, ideas and thoughts and other information. Tweeter intended to spread easily and tweets can be made a user’s favorite. Tweeter provides such as photos and videos automatically embedded in the tweet, so users can see the content exclusive of leaving the site. (Kenchakkanavar, 2015)

Blogs

Weblogs or the blogs are the sites that capture particular views, ideas, or opinions overtime. These are the web applications, which contain periodic posts on a common web page. These posts are often but not necessarily in reverse chronological order. Each blog tells a story, be it about a person, an organization, an event, or any other subject. Blogs are an extension of what already do: identify, organize, and make information accessible in libraries. It give an opportunity to be more responsive, to reach out to the faculty and students via library blogs to highlight news, post student/faculty book reviews and invite comments, announce events, list new acquisitions, etc. Blogs are a simple and efficient way for librarians to stay informed and for libraries to disseminate information in a timely manner. Like other development, the Blog is also approaching library science to think about its uses. The obvious use of weblog in libraries is to set one up to deliver news to patrons. This can be in the form of a link to the weblog on the main web page or having the news displayed right on the front page

LinkedIn

This social networking site for professionals is agreat way to get library patrons connected with the people that can help them find information. Whether that’s you, faculty, authors, historians, or other sources, they can find them in your LinkedIn network.

Flickr

This image distribution tool is a great way to share new image collections. Library can share photo collection of workshops; conference and different programme that are organized within the campus. Library can create image sets with metadata, as well as take advantage of the many plugins available for Flickr users. Flickr users can also help gather missing information about images.

YouTube

Library video and e-learning tutorials, events and others video library services can be effectively promote and webcast through YouTube.

Pinterest

Pinterest is a free; graphical and an emerging Social Media tool. It is an online in board that allows you to organize and share things. Pintrest provides great venues to market library resources. A library can make its own profile and create boards, pinning photos and video showcasing the library.

SlideShare

SlideShare encourage faculty, staff, and students to share their slideshow presentations for the greater community to access on SlideShare. It's a great way to disseminate information among research community to the field of research and development (R&D) activities.

Instagram

Instagram is relatively easy to use and is a great platform for sharing photos and interacting in a photo/video format with the community. Facebook owns this company so integration between the two platforms is great. This is a primarily mobile app so will require having a cell phone with photo taking capabilities. It is a photo based communication service rather than the traditional text based. Like Twitter this involves a time commitment as well. It is not as easy as just simply posting photos to be successful on Instagram it is important.

GOOGLE+

It is one of the social media tool like Facebook which allow the users to add, invite, post, edit, upload videos feature. With the help of this tool library can share the information service with the member group for the services like News& events, new services, Video Tutorial etc.
WIKI

It is very important and powerful tools which act as knowledge management tool. This tool helps the library to share the information about its holdings like Library resources.

Reference sources and also different section of library can connect with the library patrons.

MYSPACE

Many a Libraries are active with My space site. Like Facebook, MySpace a popular social networking sites allows the user to create their profile with aim to provide better services by way of making friends, groups, sharing views, images and videos etc. Libraries are providing services and receiving feedback from the user related to the services offered by them.

Google Hangouts

It is a service that allows users to interact with text or chat with or without video. These interactions can be within a group or one on one and are useful in collaborative projects.

TeacherTube

TeacherTube, which is a YouTube for teachers, presents an excellent opportunity for instructor-librarian collaboration. Instructors can guide students to helpful library resources, and vice versa.

Library Thing

A tool that enriches the library OPAC. Once an account is created, a list of books with ISBNs is sent to Library Thing which sends back a piece of code which is pasted into the footer of the Library OPAC. Librarians can utilize this to send a list of current publications to users.

CONCLUSION

Social media is essential for every individual in today's world of technology. People use it not only for information and interaction but also for entertainment. The uses of social networking sites to support educational initiatives have received much attention. Given the widespread availability and usage of modern technologies, it would not be wrong to state that people who lack adequate ICT skills cannot rise to the challenges of what is usually referred to as the information age. As younger generations use such technology in the classroom, they remake the educational landscape. From the ongoing it is apparent that Social Media is well-recognized and well-accepted forum for marketing library and information services. Growing population of patrons and librarians using Social networking is an indication that “it is an ideal vehicle for marketing the services of libraries to patrons” (Ezeani and Igwesi, 2012:4).

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