MARKETING LIBRARY RESOURCES AND SERVICES WITH WEB TECHNOLOGY AND SOCIAL MEDIA

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Abstract
Over the years libraries and information centres have enjoyed positive and good relation with clients. The new internet environment and technological advances have made libraries to rethink and adapt these innovations for effective and efficient functioning of the system and services. Enhancing usage of resources and services is essential and possible with the help of effective marketing strategies. Library professionals should consider this cyber age as an important opportunity rather than a challenge. This paper aims at exploring different applications of web technologies and social media, which libraries and information centres can endorse for effective flow of information resources to meet the objectives of the organization.

Keywords: Social Media in Libraries, Library Services, Promoting Library Resources and Services, Web Technology and Library Services

Introduction
The concept of marketing is widely applicable in library and information centres. Marketing concept itself is changing and has different meaning for different people. Now marketing is whole organization concept and organization wide philosophy, which requires years of continual work. It is a way of working and a way of serving the customers in which every activity is committed to customer satisfaction. Marketing of library resources and services is the effective execution of all the activities involved in increasing satisfaction of users by providing maximum value to them. It is total solution for library and information centres. There have been enormous developments in marketing of library and information services around the world.
Libraries and information centres are facing a time of unprecedented change and challenge. Recent technological developments are creating new forms of information, new sources of information and new ways of providing information bypassing traditional institutions like libraries. There has been an increasing pressure on libraries to mobilize resources and become self-reliant. Library users are transforming into customers with rising expectations, diverse needs and wants, and choices (Akpom, 2010). Now, the real challenge of library and information professionals is not to manage the collections, staff and technology but to turn these resources into services. The notion of services has also changed, from basic to value added, from staff assisted to self-service, from in-house to outreach, from free to priced, from reactive to proactive, and from mass customization to individualized service. As in such an environment librarians are finding new ways of serving users or customers effectively and efficiently. The principles of marketing according to Ali (2009) have gradually been accepted both as relevant and beneficial to the library environment. Marketing provides an opportunity to see how they can offer effective and efficient services to their users or customers.

**Social Media**

Social media according to the Merriam-Webster Dictionary (2018) are forms of electronic communication (such as websites for social networking and micro-blogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos). Primarily internet or cellular phone based applications and tools to share information among people. Social media includes popular networking websites, like Facebook and Twitter. It involves blogging and forums and any aspect of an interactive presence which allows individuals the ability to engage in conversations with one another, often as a discussion over a particular blog post, news article or event. (Web Finance Inc, 2018)

The librarians have ability to gauge and understand the type and degree of information needs of different users community viz., Students look for basics and concepts on topics of their studies, Scholars and Scientists look for scientific information and current trends in their research areas, Managers and Directors look for information that supports decision making process to derive policies and streamline the systems. Encourage researchers to open —My Account of various publisher’s sites, to get personalized services such as advance intimation / access to articles and access to free sample issues. Several Social Media Sites’, online application tools assist in many ways to promote library resources and services.

**Library Homepage**

The Computer Hope (2018) described a homepage as the name of the main page of a website where visitors can find hyperlinks to other pages on the site. By default, the homepage on all web servers is index.html, however, can also be index.htm, index.php, or whatever the developer decides. A home page is a webpage that serves as the starting point of website. It is the default webpage that loads when one visits a web address that only contains a domain name. The home page is located in the root directory of a website. Most servers allow the home page to have one of several different filenames. For instance, visiting http://gsu.edu.ng will display the Gombe State University home page. A continuously updated library home page is of great help for promotion of library activities. It acts as information gateway to access various databases and journals subscribed by library, access to Web OPAC, to provide information about library collection. Providing links of databases other than subscribed sources assist the users to access free information on same platform. A mobile friendly website will help the users to access the information through various devices.
Library Newsletters

A newsletter according to the Cambridge Dictionary (2018) is “a printed or electronic document containing information about the recent activities of an organization, sent regularly to the organization’s members”. In other words, Newsletter is a small publication, such as leaflet containing news of interest chiefly to a special group of people. Libraries can make better use of the newsletter in order to keep its community of users informed about the happenings in the library. For example, clients can be informed about new arrivals or seminar organized by the library. Publishing library newsletter with a frequency will help to promote new activities of the libraries, different events such as webinars taking place around the world; news which is of use to patrons, new awards for students can be circulated through newsletters.

Library E-mail alerts

E-mail is a short for electronic mail. Cambridge Dictionary (2018) defined email as “a message or document sent using computer”. This is information stored on a computer that is exchanged between two users over telecommunications. Electronic mailing system may contain text, files, images, audio, video, or audiovisual attachments sent through a network to a specified individual or group of individuals. According to Computer Hope (2018) the first electronic mail was sent by Ray Tomlinson in 1971. Libraries can operate an electronic mailing account in order to communicate with their teeming clients. E-mail alerts about articles which are of interest to users, various conferences happening around the world, informing about the new open databases, subscribed databases and online sources arranged on trial by library can be communicated through E-mail alerts. The same can also be flashed and linked on library home page. An example of an electronic mailing address is gsulibrarygombe@yahoo.co.uk
Real Simple Syndication Feed
The Real Simple Syndication (popularly known as RSS) has been defined by the Computer Hope (2018) as “XML formatted text commonly used for distributing weblogs, news, or other content that is updated frequently. Libraries can make better use of RSS Feed because it is the easiest way to keep user updated about activities of the library. RSS feed can be added on the library website, so that instead of browsing through the entire website user can get the latest information at one click. RSS feed can be created for news / events posted on library website, electronic newsletter created by library, new addition to library catalogue. A library can subscribe to RSS feeds of newspapers and same can be shared through library website.

Facebook
Facebook is a social networking website that was originally designed by Mark Zuckerberg and was officially launched on February 4th, 2014 for college students, but is now open to anyone 13 years of age or older. Libraries can create and customize their own profiles with photos, videos, and information about themselves. Each Facebook profile has a “wall,” where users can post comments. Since the wall is viewable by all the user's friends, wall postings are basically a public conversation. Therefore, it is usually best not to write personal messages on the library’s wall.
Information that can be shared via facebook can be the library opening and closing hours, new arrivals, it can also be used as tool for promoting library activities, a closed group of students and faculty can be formed for announcing upcoming events, new library services by library, blogs by librarian can be shared. Facebook can be used to analyze the services by library or to receive feedback from users as it has the option of like or dislike or to put a comment. A short video about the services offered by library, guide to new databases subscribed by library can be shared through facebook. The website can be accessed via: http://www.facebook.com
You Tube

You Tube is a video sharing service that allow users to watch videos posted by other users and upload video of their own. This service started as an independent website in 2005. Videos that have been uploaded to You Tube may appear on (Cambridge Online Dictionary, 2018) (Computer Hope Online Dictionary, 2018) (Tech Terms Online Dictionary, 2018) the You Tube website and can also be posted on other websites, though the files are hosted on the You Tube server.

Libraries can make better use of the slogan of the You Tube “Broadcast Yourself” by creating their own account on You Tube for uploading videos of interesting events taken place in library as a promotional activity. Presentations and demonstrations on subscribed databases, tutorials on usage of sources, videos on book comments will increase curiosity of readers. A video streaming virtual tour of library will catch the attention of readers and indirectly it attracts more users towards library sources and services. The site can be accessed via [http://www.youtube.com](http://www.youtube.com)

Twitter

Twitter according to Computer Hope (2018) was created by Jack Dorsey, Noah Glass, Evan Williams and Biz Stone. Libraries can make better use of this social media in order to promote their services. In order to use Twitter, the library must first sign up for a free account. Once you have created an account, libraries can post its own updates and view the updates others have posted. One can search for people to follow or he can let Twitter select random users. Once you have selected a number of users, their most recent posts, or "tweets," will show up on your Twitter home page. Likewise, library’s own latest tweets will show up on the home pages of its clients who have decided to follow the library.

Twitter limits each tweet to 280 characters, which means there is no room for rambling. Of course, in this era of limited attention spans, 280 characters may be as much as other users want to read anyway. The character limit is also within the 160 character limit of SMS text messages. This is useful, since tweets can
be sent to twitter using mobile phones; library simply needs to add its phone number in the "Devices" area of the Twitter Settings page.

Since most people have frequent access to a computer or cell phone, Twitter makes it possible to provide others with frequent updates about the library. Twitter is an important media which can be used to promote library activities. It makes library more visible. It helps readers to get information about the dates of book exhibition or even sale of weeded out books. It can be used as feedback tool for new databases, books, journals procured by library. It provides direct interaction with users. It can also be used to inform the users about any changes in library timings or extended hours of library. This website can be accessed via http://www.twitter.com

**Pinterest**

Pinterest is a website that allows libraries share photos, allowing them to create image collections and arrange them by themes, like events, interests, hobbies, and others. The site uses a pinboard style design and libraries can browse other users' pinboards. Library users can also "pin" images from the library’s pinboards into their own image collections, as well as "like" images from other users.

It was founded by Ben Silbermann and launched in March 2010 as a closed beta. Cold Brew Labs manages the Pinterest site. In March 2011, an iphone app was introduced, helping to increase the usage of the Pinterest site. Time magazine included Pinterest in its list of the "50 Best Websites of 2011" article on August 16, 2011. By December 2011, Pinterest was getting 11 million visitors each week. The site was officially made available to everyone on August 10, 2012, with no invitation required to join.

Pinterest is an internet menu that provides an opportunity to libraries for marketing and promotion of their services. A library can prepare its own board and pin photos of library, audiovisual clips, and attractive library posters by creating library profile. Libraries can also download attractive posters for display in library which are available freely on Pinterest. This website can be accessed via
Internet Blogs
Internet Blogging is an effective mode of communication which can be used by libraries. A library can create a subject specific blog which can give more and more information on research activities carried out in any institute. New research, discoveries in the field of interest of user can be communicated through blogging. Libraries can visit the page by login into this URL: https://www.blogger.com
Tumblr
Tumblr is a micro-blogging website that allows libraries create and follow blogs. Unlike traditional blogging websites, Tumblr encourages short posts, such as a single photo or a few sentences of text. The goal is to make blogging quick and easy, enabling users to post frequent updates.

Tumblr is also more community-oriented than other blogging websites offering a number of social features. For example, library users can follow library’s page, "like" specific posts, and "re-blog" updates from other users. The optional "Reply" and "Ask" features allow users to let others comment on the library’s blogs or ask questions. There is also a Fan Mail feature that allows library users communicate privately with other bloggers.

If a library wants other Tumblr users to interact directly with one of its blogs, the librarian can create a group blog. When he adds other library users as members, they can post their own updates and reply to posts made by other members.

Like other social media websites, in order to use Tumblr, library first needs to create an account. After registering with its electronic mailing address and choosing username, Tumblr guides one through creating its first blog and following three others.

This customizable social media tool can be used to display information about new services by library, book exhibitions; pictures of posters presented by students at various conferences can be shared using Tumblr. It has a facility of knowing the comments of people who are following the account, therefore is can be used as a feedback tool also. The website can be accessed via https://www.tumblr.com
Conclusion
It can be concluded that academic libraries in Nigeria are evolving in the development of marketing web-based information resources via the library website. They should develop robust user-centred web-based interfaces that not only provide patrons with access to online catalogues, subscribed resources and other electronic content, but also create virtual environments which enable patrons to contribute to the selection of these collections, to channel the delivery of value-added services, to engage in two way communication with library staff and, in some cases, to even collaborate with other library users.

Robust library websites can include broadcast search tools; electronic reference services (for example, Ask a Librarian). Personalization features for example, customized home pages, virtual bookshelves), and enriched content (for example, author biographies, book reviews, tables of content, book covers). These library websites can function as portals or gateways to an integrated and varied collection of information resources and as sophisticated guidance systems which support users across a wide spectrum of information seeking behaviours from goal-directed search to wayward browsing.

Bibliography


