

Effective use of Social Media/Networks Tools for Marketing of Library and Information Products and Services: Facebook, Twitter and Wikipedia



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What we learn after this Presentation?

- What is Modern Marketing ?
- Present Social Media/Network
- Effective usage of Social
Media/Networks for Marketing of
Library Services

What is Modern Marketing

Modern Marketing is that function of the organization/Library that can

- Keep in constant touch with the organization's/Library's user
- Read their needs
- Develop products/services that meet these needs
- Build a program of communications to express the organization's/Library purposes.

Difference between

Traditional 4 P's of Marketing (Neil Borden 1953)		Modern 4 C's of Marketing (Robert F. Lauterborn 1993)
1 Product	→	1 Consumer
2 Price	→	2 Collaboration
3 Place	→	3 Convenience
4 Promotion	→	4 Communication

Difference between

Traditional Marketing for Library	Modern Marketing for Library
Brochures, Pamphlets	Website, Blog
Orientation	Virtual Tour
Traditional Anticipatory Services	e-Alert, RSS Feed
Promotion through e-mail, Telephone or Latter	Promotion through Social Media and Mobile

Importance of Marketing

- “If library and librarian does not do strong marketing of library and its services, in future libraries will become warehouses or godowns” - VCN

What is Modern Library Marketing

- **Connecting user/customers/patrons with library services**

How we can do
Marketing of Library
Services ?

Library Marketing (Traditional)

- Library orientation
- Organizing events
- Library website
- Expert lectures
- Book display, Book exhibition and Theme display
- Locators in the library
- Training on Technology

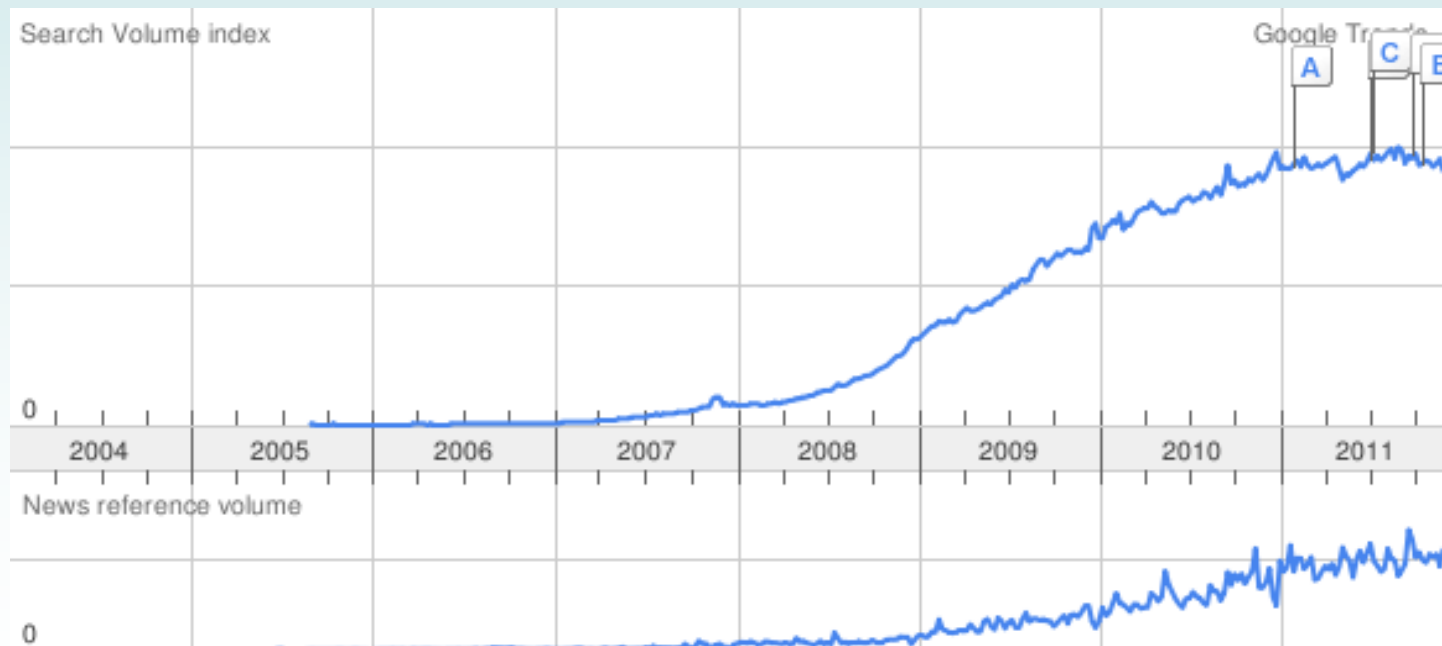
Library Marketing (Social Media)

- Social media is about sharing, learning, conversations and giving.



Why Facebook, Twitter & Wikipedia ?

- Facebook (Mark Zuckerberg, 2004) has more than 800 million active users, one which rivals the population of the United States



facebook facts

FACEBOOK USERS FOR 2011 Q2

Active users by regions (estimates in million)



Official Facebook statistics

FACEBOOK GLOBAL USERS

+800 million

GLOBAL POPULATION

7 billion

FACEBOOK GLOBAL PENETRATION

11.4%

+350 million

active users currently access Facebook through their mobile devices



33%

of all items posted to Facebook are from a mobile device

600 million

by the end of 2010, there were 600 million people on Facebook



250 million

of those people joined Facebook during 2010

9.3 BILLION

hours we globally spend on Facebook in a month

+250 million

on average, more than 250 million photos are uploaded per day



That's
1,065,449
years

1,851,000

status updates entered every 20 minutes



Design by Antonio Lupetti

FOLLOW @woork on TWITTER <http://twitter.com/woork>

Data source: Facebook Official Press Release, Google Internet Stats

Top Growing Countries in May 2011 on Facebook

#	Country	Facebook users	Growth [abs]	Growth [%]
1.	Brazil	19 091 140	1 949 700	11,37
2.	Indonesia	37 867 700	1 509 600	4,15
3.	Philippines	24 501 880	1 332 580	5,75
4.	Mexico	24 770 160	1 119 520	4,73
5.	Argentina	15 111 480	1 067 960	7,60
6.	India	25 771 360	918 140	3,69
7.	Colombia	14 262 440	909 940	6,81
8.	Egypt	7 934 080	795 280	11,14
9.	Turkey	28 937 140	727 220	2,58
10.	United Kingdom	30 556 020	661 200	2,21
11.	Malaysia	10 884 680	576 660	5,59
12.	Germany	18 686 280	487 560	2,68
13.	Italy	19 631 700	460 520	2,40
14.	Venezuela	8 913 120	455 500	5,39
15.	Peru	5 912 200	438 320	8,01
16.	Belgium	4 509 040	402 140	9,79
17.	Chile	8 400 060	397 260	4,96
18.	Thailand	9 516 120	389 180	4,26
19.	Spain	14 140 240	339 840	2,46
20.	Japan	3 397 240	283 660	9,11

Source: Data manually collected on Socialbakers.com

Date: May 30th, 2011



Why Facebook, Twitter & Wikipedia ?

The image shows a screenshot of the Facebook page for the Vikram Sarabhai Library. The page layout includes a top navigation bar with the Facebook logo, a search bar, and the user's name 'Viral Navik' with a 'Home' link. The main content area features a cover photo of the library building, a profile picture showing the interior, and a 'Basic Information' section with details on location, description, parking, email, phone, and website. On the right side, there are sections for 'You and Vikram Sarabhai Library' (showing 7 friends), 'People You May Know' (listing Haresh Kumar, Zindagi Vibhi, Richa Rani, and Ramiya Kaimal Nair), and a 'Sponsored' section for 'Auctionata: 20th Century Design'.

facebook Search Viral Navik Home

VIKRAM SARABHAI LIBRARY
VIKRAM INSTITUTE OF MANAGEMENT, AHMEDABAD

Vikram Sarabhai Library

Library · Ahmedabad, India Create a Page

Basic Information

Location	Indian Institute of Management, Vastrapur, Ahmedabad, India 380051
About	Your 24x7 Knowledge Partner
Description	The Vikram Sarabhai Library is an invaluable resource for students, researchers and faculties of business and management. The library has over the years built a robust collection of over 1,71,046 books, 42,004 bound volumes, 527 current subscription to journals and news papers, 2191 working papers, and many other resources like thesis (260), student's project reports (1709), CDs (1755) and videos ... See More
Parking	Parking Lot
Email	vslibrary1961@gmail.com
Phone	079-66324977
Website	http://www.imahd.ernet.in/library/

You and Vikram Sarabhai Library
7 friends like this.

People You May Know See All

- Haresh Kumar**
8 mutual friends
[Add Friend](#)
- Zindagi Vibhi**
9 mutual friends
[Add Friend](#)
- Richa Rani**
1 mutual friend
[Add Friend](#)
- Ramiya Kaimal Nair**
7 mutual friends
[Add Friend](#)

Sponsored Create an Ad

Auctionata: 20th Century Design
Join our Forum on 20th Century Design to learn about new opportunities to acquire pieces by the Masters

Left Sidebar:
Wall
Info
Friend Activity (1+)
Photos
Events
About
Your 24x7 Knowledge Partner
46 like this
5 talking about this
Create a Page
Add to My Page's Favorites
Get Updates via SMS
Get Updates via RSS
Unlike
Report Page
Share

Why Facebook, **Twitter** & Wikipedia ?

- Twitter (Jack Dorsey, 2007) has more than 200 million active users up to 2011
- **50 million.** The average number of Tweets people sent per day
- **572,000.** Number of new accounts created on March 12, 2011.
- **182%.** Increase in number of mobile users over the past year

Why Facebook, Twitter & Wikipedia ?

The image shows a screenshot of the Twitter profile page for @ALALibrary. The header includes the Twitter logo, a search bar, and navigation links for Home, Profile, Messages, and Who To Follow. The profile information for @ALALibrary (Chicago, IL) is displayed, including a bio that reads: "Welcome to the ALA Library twitter page! We're a special library that responds to inquiries about all aspects of librarianship and ALA ... just ask!" and a link to http://www.ala.org/library. The profile statistics show 5,679 Tweets, 287 Following, 15,861 Followers, and 1,475 Listed. Below the profile information is a "Follow" button and a text input field for tweeting to @ALALibrary. The main content area shows a list of tweets, including one from ALALibrary about Henry Rollins speaking at the Library of Congress, and another from amlibraries about LITA/Ex Libris seeking LIS student authors. The right sidebar contains an "About @ALALibrary" section, a "Recent Images" section, and a "Similar to @ALALibrary" section listing accounts like younglibrarian, OIF ALA OIF, and alaconnect. At the bottom of the sidebar, there are links for "Following" and a row of social media icons.

twitter Home Profile Messages Who To Follow viral_navik

ALA Library
@ALALibrary Chicago, IL
Welcome to the ALA Library twitter page! We're a special library that responds to inquiries about all aspects of librarianship and ALA ... just ask!
<http://www.ala.org/library>

+ Follow

Tweet to @ALALibrary

Tweets Favorites Following Followers Lists

ALALibrary ALA Library
From 9/29: Henry Rollins Speaks On His Consciousness-Expanding Trip to the Library of Congress With Ian MacKaye ow.ly/6T5Fc
13 hours ago

amlibraries American Libraries by ALALibrary
LITA/Ex Libris seeking LIS student authors dlvr.it/q8127
13 hours ago

infodocket INFOdocket by ALALibrary
New Searchable Database (Free): Charitable Gifts: A Quick Look at the Million Dollar List [#reference wp.me/p1mjr5-2hC](http://@libraryofct)
14 hours ago

ALALibrary ALA Library
ALSC: Association for Library Service to Children RT @alanews: ALSC releases Children's Graphic Novel Core Collection ow.ly/6SX0m
15 hours ago

About @ALALibrary

5,679 Tweets 287 Following 15,861 Followers 1,475 Listed

Recent Images

This media was shared by ALALibrary, someone you don't follow.

Display media Always display media

Similar to @ALALibrary - view all

younglibrarian Katie Dunneback · Follow
Librarian. Writer. Knitter. Kook. The Power of the Sc...

OIF ALA OIF · Follow
Office for Intellectual Freedom of the American Libra...

alaconnect ALA Connect · Follow
Announcements and help for ALA's collaborative / p...

Following - view all

About Help Blog Mobile Status Jobs Terms Privacy Shortcuts Advertisers Businesses Media Developers Resources © 2011 Twitter

Why Facebook, Twitter & **Wikipedia** ?

- Wikipedia (Jimmy Wales & Larry Sanger, 2001) has more than 20 million articles and has about 100,000 regularly active contributors as on July 2011
- Wikipedia is become the largest and most popular general reference work on the Internet
- 365 million readers worldwide and Estimated that Wikipedia receives 2.7 billion monthly pageviews from the United States alone

Why Facebook, Twitter & Wikipedia ?

[Feedback about editing](#)

[Jigneshamin](#) [My talk](#) [My preferences](#) [My watchlist](#) [My contributions](#) [Log out](#)

Article [Discussion](#) [Read](#) [Edit](#) [View history](#) [☆](#) [▼](#)

Vikram Sarabhai Library

From Wikipedia, the free encyclopedia


The **Vikram Sarabhai Library** is a central library located at Indian Institute of Management - Ahmedabad (IIMA). VSL is an invaluable resource for students, researchers and faculty of business and management as well as corporate executives. The library has over the years built a robust collection of over 2,00,000 items including books and bound volumes of periodicals, more than 10,000 full-text electronic journals, 300+ current subscription to print Journals, magazines & Newspapers, 2,191 working papers, and many other resources like thesis (260), project reports (1624), CDs (1931) and videos (132).

The library, spread over 20120 sq. ft. , also provides access to the best of the business and management related digital resources through its subscription of around 60 databases consisting of scholarly and industry relevant content. The library also provides access to i3 of CMIE and Reuters databases. The library website - <http://www.iimahd.ernet.in/library/> [↗](#) is linked to various databases that are accessible from any networked computer within the campus. The library provides specialized tools like federated search (360 Search), remote login (restricted to internal users) and Institutional Repository searching.

The library is committed to fulfill its mission by facilitating access to current, global and relevant information by identifying, acquiring, organizing and retrieving information in various formats (print & non print) to serve the information needs of the academic fraternity for teaching, research, consulting, training and learning requirements. In addition to the internal members the VSL also serves the academic information requirements of doctoral students from various parts of the country. The external visitors of the VSL also include alumni, faculty of other b-schools, researchers and corporate executives.^[1]

Contents [\[hide\]](#)

- 1 Mission of VSL
- 2 Library Timings



[Add caption here](#) [↗](#)

Benefit of Using Social Media/Network

- Free of Cost
- Easy to Use
- Social Media/Network can reach to larger audience
- Real time information sharing network
- Easy to get feedback of users
- Library can use for Promotional activities
- More informal and friendly for communicating with user better than going traditional way

How we can use Social Media

- **Setting up library Social Media Account**
- **Link to Library website (very necessary)**
- **Create a welcoming and informal description of the library**
- **Always options for customization**

What should we Post (Upload) on Social media

- **Library news and events**
- **New additions to your collection** (new bibliographic citation management tool)
- **Links to articles, videos, etc.**
- **Community information**
- **Solicit feedback** (Why do you use the library?)
- **Respond to people** (What would be interesting or useful to them)
- **Pictures** (Events, Library photos)
- **Anything else** (Know your community)

How to market your presence

- **Talk to people** (Word of mouth is one of the most powerful forms of marketing, Reference desk)
- **Instruction sessions**
- **Print advertising**
- **Web ads**
- **Build a contingent of friends** (suggest a page to friends)
- **Follow and be followed in return**
- **Maintain communication**

Thank You