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An Analysis On The Use Of Social Media Platforms For Promoting Library Science

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Abstract

Technology Has Become An Integral And Inseparable Element Of Our Daily Life. Social Media (SM), Which Is A Technology, Provides Educational Institutions With A Greater Variety Of Opportunities To Promote Themselves And Attracts More Students As Compared To Traditional Marketing. The Term "Traditional Marketing" Refers To All Types Of Marketing That Are Not Conducted Online. This Includes Print, Broadcast, Direct Mail, Telemarketing, And Outdoor Marketing Such As Billboards. People Are Able To Interact With One Another, Search, Share, And Connect To Their Desired Contents Regardless Of Their Physical Location, Undoubtedly The Credit Of Such Ease To Be Given To Social Media. It Is Now Generally Accepted That One Of The Most Promising Ways For Educational Institutions To Achieve A Competitive Edge By Enticing Prospective Students Is To Take Use Of Social Networking Platforms. (Perrault & Hildenbr And, 2019 The Number Of Internet Users In India Has Increased Significantly In Recent Years. As Can Be Seen From The Drastic Increase Of 142.23 Million Users In 2015 To 755.47 Million Users In 2022. Although Marketing Higher Education (Hren) Has Started Emerging As A Developing Area To Be Worked Upon And Gaining Its Due Importance Globally, Yet Not Much Attention Has Been Given To The Usage Of Social Media To Encourage Admission To A Higher Education School. Most Of The Marketing Approaches Being Used In Hren Are Under Developed And Lack Strategic Recognition. As Universities Compete For Students, Marketing Using SM Technology Has Become An Important Admissions Approach In The Digital Era. Many Professions And Programs Will Benefit From Social Networking, Including A More Efficient College/University Admissions Process.

Keywords: Social Media, SM Technology, Information Technology, Multimedia, Social Media Platform

Introduction

Three Revolutions Have Taken Place In The Development Of The Modern World. Agriculture Revolution Followed By The Industrial Revolution Brought Structural Changes In Our Society. In 1750, More Than 80 Percent Of The World's Population Was Dependent On Agriculture; In 1950, It Was For Less Than 60 Percent, Due To Industrial Revolution. Information Technology Is The Third Revolution Which Has Influencing The Society More Than Two Revolutions I.E. Agriculture And Industrial. The Post-Industrial Society Is This Known As Information Society. Information Technology Covers Its Scope And The Subject Of Computers. Library Information Technology Is One Of The Major Tools Of Tomorrow To Shape Our Society And Our Institutions Particularly Our Libraries.

Our Cultural And Educational Infrastructure Must Change To Meet The Challenges, Addressing Them Through New And Creative Educational Techniques. In Order For Libraries And Librarians To Survive As A Profession And As Respectively, An Institution, They Will Need To Lead Their Institutions In Building Improved Information Technology-Oriented Infrastructures. It Has Been Evident For Over Half A Century That Libraries Can No Longer Comprehensively Collect In A Wide Variety Of Subject Areas. Thus, A Long History Of Interlibrary Lending And Cooperative Networking Has Been Die Mainstay Of Satisfying Ever Widening And Interdisciplinary Subject Material Demands Of Student Users And Research Scholarly.

New Publishing Techniques Such As Machine-Readable Text Files On The Internet, Multimedia Interactive Computer Works, CD-ROM And Collections Of Scanned Materials Stored In Character Formats And Image Are Increasingly Becoming Key Parts To Library Resources. These Collections Are Controlled And Accessed Through Specialized Retrieval Software And LANS With Internet Connections.

Social Media Has Transformed Every Sphere Of Life. It Exists Everywhere From Searching Day To Day News To Interact Your Family Members Or Community. One Cannot Deny That It Is Powerful. It Is An Interactive Platform Where Content Can Be Created, Distributed And Shared To A Large Amount Of Audience In Least Time. Content Can Include Any Type Of Information, Document, Videos And Photos. It Encourages The Users To Participate In Social Media.

Use Of Social Media In Library Services

“Social Media Is The Term Often Used To Refer To New Forms Of Media That Involve Interactive Participation.” – Snowden, (2006) Social Media Has Become An Increasingly Popular Means Of Seeking Information And Sharing Personal Details Of One's Life. It Has A Profound Impact On Our Lives. There Are Several Benefits To Using SM In Addition To Connecting With People. Social Media Has Been Considered As An Instrumental Platform For Connecting Jobseekers To Job Providers. It Is Also Used As A Marketing Tool To Promote Various Products And Services. Social Media Is A Very Cost-Effective Option To Market Products And Reach A Larger Section Of Society (Alamri, 2019; Martin, Et Al., 2018). Social Media Is Used As A Promotional Tool By Different Business Ventures And Institutions. Due To The Numerous Technological Advancements Over The Years, Social Media Has Grown To Be A Crucial Marketing Tool. Social Media Platforms Have Shown To Be One Of The Most Effective Methods For Educational Institutions To Promote And Advertise. According To Researchers, Social Media Platforms Can Be Utilized To Communicate With The Target Audience, I.E. Future Students Of Educational Institutions (Zachos, Et Al., 2018; Kircaburun, Et Al., 2020). Researchers Also Discovered That Social Media Websites Were More Successful In Transferring Information To Potential Students Than Official Educational Institution Websites.

Various Social Media Platforms For Promoting Library Services

Social Media Platform (SMP) Smps Facilitate Sharing Of Information Through A Virtual Network Using Computer-Based Technology. As A Means Of Promoting Their Products And Services, Marketers Have Used Them Extensively. Due To The Widespread Availability Of Social Media, It Has Become An Effective Marketing Tool. Below Is A List Of The Most Commonly Used Platforms, Including Facebook, LinkedIn, Youtube, Twitter, Instagram, And Twitter.

Facebook It Is Among The Most Widely Utilised Social Networking Sites (Slns), Particularly In India. The Main Use Of The Site Is To Create A Networking System That Helps In Communicating Among Individuals Through The Use Of Audio And Visual Mediums (Al- Bahrani&Patel, 2015). Due To Its Popularity Amongst The Masses, Marketers Across Different Fields Have Started Promoting Themselves Through The Site (Peruta&Shields, 2017, 2018). The Site Is Considered To Be One Of The Most Influential Mediums When It Comes To Building Networks In The Educational Sector. The Presence Of Various Closed- Ended Specific Groups Allows The Users To Associate Themselves With The Scholars In The Field And Also With The Education Providers (Brechet Al., 2017; Chugh&Ruhi, 2018). There Have Also Been Instances Where The Use Of Facebook In The Hren Sector Has Been Provided In Order To Build Public Relations (Egeret Al., 2021). Whether It Is Community Building Or Public Relationship Handling, The Platform Can Be Considered One Of The Most Effective Social Media Tools When Relating To The Hren Sector.

LinkedIn This Social Media Platform Is Well-Known For Its Professional Approach Where The Main Intention Of The Users Is To Find A Way To Communicate With Their Potential Employers (Gillin, 2007; Komljenovic, 2019). The Objectives Of The Site Are Different From That Of Facebook But There Are Commonalities Involved In The Ways Of Operation. One Of The Most Important Features Of LinkedIn That Are Highly Sought After By The Advertisements Of Hren Institutes Is Customization (Atkinson, 2021). The Use Of Career Outcome-Defined Strategic Movements To That Of Inclusion Of Up Skilling Processes, And The Use Of LinkedIn For Promotion Is Indeed Considered Impactful. The Functionalities

And Features Of LinkedIn Are Considered Some Of The Most Useful Modes Of Engagement With Prospective Students (HamadiEt Al., 2021). Overall, LinkedInDueeto Its Nature Can Be Highly Related To Hren Institute Involvement During Their Admission Process.

Twitter The Concept Of Twitter Is Quite Different From The Above Two Social Media Platforms. The Site Is Generally Used To Post Content Only Within A Range Of 140 Words And Is Typically Based On Hash Tags (Al-Bahrani&Patel, 2015; Marie CondieEt Al.,2018). One Of The Important Merits Of Using Twitter In The Academic Sector Is The Community-Building Process. While Facebook Can Help In Reaching Out To A Wider Range Of Networks, Twitter The Same Is Used To Reach All The Related Individuals Within The Domain With The Help Of Hash Tags. (Khan Et Al., 2021) Found That On Twitter, Education Is One Of The Highly Ranked Algorithms. This Suggests That The Use Of Twitter For Marketing To Influence The Choice Of Students Can Be A Very Strategic And Impactful Decision (KachenEt Al., 2021). It Has Also Been Established That Post Pandemic Twitter Can Be An Effective Tool To Carry Out Educational Information To Different Citizens Residing All Across The Globe (Caldevilla-DomínguezEt Al., 2021).The Use Of Twitter In Education Promotion Is Quite High And It Serves As One Of The Favorite Tools Of Marketers In The Hren Sector.

YoutubeIt Is One Such Platform In The Social Media Domain That Cannot Be Ignored When It Comes To Marketing. Youtube Is Viewed By A Vast Population And Its Use Is Spread Across A Very Wide Demographic And Geographic Bound. There Is A Shift Found In The Education Sector From Normal Textbook Knowledge To Video Aid Being Facilitated. The Same Ideology When Implied In The Marketing Of The Higher-Level Education Sector Using Youtube, Can Be Related To The Majority Of The Students (GranitzetAl., 2021). A Number Of Educational Institutes In The Present Times Refer To Youtube Videos As A Part Of Their Supplementary Files (D. Liu &Luo, 2021) , When Doing So Making Use Of The Algorithm Of Similar Searches, The Hren Institute Marketing Can Be Quite Effectively Placed. The Role Of Youtube As A Marketing Tool Has Been Realized Quite Fast In The Market And It Is Time That Educational Institutes Also Make The Most Out Of It.

Instagram The Instagram Users Are Mostly Drawn Toward A Visual Mode Of Content Sharing (Al-Bahrani&Patel, 2015; Douglas Et Al., 2019). While The Relevance Of The Social Media Platform Is Less In Terms Of Community Building And Networking Than It Was For Facebook And LinkedIn But The Same Has A Very Large Group Of Young Users. The Usefulness OfInstagram As A Marketing Tool For Hren Has Been Established By Many Scholars. Whether It Is The Promotion Of The Technical Institutes Or The Health Related Institutions, The Promotional Activities Conducted With Respect To The Platform Have Been Proven To Have High Effectiveness (Mukti&Putri, 2021; Syafganti&Pratiwi, 2022). The Use Of Instagram As Is Quite High Among The Youth In India Who Are Potential Customers For The Hren Sector, The Study Here Includes It As The Fifth SM Considered. D Decisions (Ahmed, Et Al.,2018) The Use Of Social Media Marketing (SMM) Provides A Platform For Interacting With Existing Customers, Enabling Them To Choose The Right Products And Services For Their Specific Requirements. The Use Of Social Media Is The Most Efficient Way To Reach The Target Audience As Well. SMM Is Used In Almost Every Organization To Increase Its Reach Among The Targeted Population.

Objectives

The Authors Have Taken Social Media Use Of Library As A Best Practice. The Purpose Of This Study Is To Highlight Various Popular Social Media Channels And Its Features.

1. To Assess The Uses Of Social Media Platforms Among Users.
2. To Study The Impact Of Social Media Platforms In Career Development Of The Library Users.
3. To Examine The Various Features Social Media Platforms For Information Sharing.
4. To Identify The Most Used Categories Of Information Available Through Social Media Platforms.

Methodology

Research Methodology Involves Systematic Procedure Starting From The Initial Identification Of Problem To Its Final Conclusion. The Present Study Will Be Survey Based Analytical Study. IT Is Non-Experimental, Descriptive Study, Beginning From Data Collection Through Questionnaire, Interview And Personal Observation. Review Of Literature Will Also Done To Understand, Enhance And Consolidate The Knowledge Base And To Integrate The Findings With The Existing Body Of Knowledge.

Conclusion

After Carrying Out A Comprehensive Literature Review, It Was Observed That Marketing In Higher Education Is A Growing Field Of Research Worldwide. However, It Is Also Evident From The Literature Review, That Research On SMM For Admission In An Institution Of Higher Education Is Scantily Available. Most Of The Practices Of Marketing Are Yet To Gain The Strategic Recognition With Respect To Higher Education. As There Is A Growing Competition Among Various Universities, Marketing Through Social Media Technology In The Digital Era Has Become A Very Crucial Technique For Admission. Social Media Has Immensely Benefited The Various Institutions Across All The Disciplines In Terms Of The Admission Process. Various Researchers Recognized The Progressive Mindset Of The Students Regarding The Selection Of Higher Study Courses And Institutions. Though There Is An Evident Increase In Social Media Marketing, There Is A Need To Analyze The Effectiveness Of These Existing Strategies In Influencing The Choice Of Students' In Terms Of Social Media Usage.

The Purpose Of This Study Is To Explore The Effectiveness Of Social Networking Sites For Marketing Of The Library And Information.

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