Research Article

Use Of Social Media For Marketing Of Library And Information Services In Academic Libraries

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ARTICLE INFO	ABSTRACT
	Academic libraries play a crucial role in facilitating the acquisition of knowledge and information for students in higher education. This study examines the utilization of social media platforms as a means of promoting academic libraries and enhancing their marketing effectiveness. Through the collection of primary quantitative data via a survey administered to 165 participants, the study explores the relationship between social media usage and library marketing strategies. Utilizing statistical analysis tools such as SPSS, the study interprets data pertaining to key variables including social media engagement and marketing approaches. The findings underscore the significance of leveraging social media platforms to amplify the visibility and utility of academic libraries, particularly in higher education settings. This research contributes to a deeper understanding of the evolving role of social media in modern library marketing practices and highlights opportunities for enhancing engagement and outreach within the academic community. **Keywords:** Social Media, Marketing, Library and Information Services, Academic Libraries, Education Sector, Digital Information

1. Introduction

From the age of Cave paintings which are said to be the earliest symbols ever used for communication to the age of Social media, where information is flowing at lightning speed, technology is developing and transforming our way of living, working, and learning. There has been a revolutionary change in the way things operate. Information and communication technologies (ICTs) are important in this era of high-speed information generation. The growth of electronic knowledge dissemination channels that raise the effective bar for general and specialised education has been made possible by the advancement of current information and communication technology. In the process of learning new things, growing creatively, and making sure that there is more activity in the educational process, modern information communication technologies are being used by institutions in their daily operations (Dobrica et al., 2023).

Technology like computer networks, multimedia, the Internet, and so forth have been incorporated into the many areas of modern libraries as a result of the information revolution. The availability of a wide range of information resources is one feature of modern libraries that resulted from technological disruptions. Access to information was limited to libraries. The library's position as the exclusive source of knowledge has however changed recently. Information is being created, stored, and distributed in new ways due to the advent of global computer networking, which is advancing communication technologies at a lightning speed. A lot of information is available at the fingertips rather than in the stacks. "As libraries move towards digital collections, they must ensure that users are aware of both the information available to them and how to access that information" (Ashcroft, 2002).

Additionally, with the proliferation of social networking and Web 2.0 technologies, libraries can now connect with users via interactive Web-based tools (Jain, V., 2012). This social networking site enables users to share information about themselves, ranging from highly personal to academic interests. Social media has grown to become one of the world's largest platforms for sharing real-time information. Social media refers to websites and applications that emphasise interaction, collaboration, content sharing, community-based input, and

communication. The latter has developed into a highly effective method of communicating with friends, family, and members of various communities. Academic libraries worldwide have been compelled by current information dynamics and the recent technological revolution to embrace social media as an effective tool for marketing library information services (Vyas & Trivedi, 2014). Flickr, Twitter, RSS, Snapchat, Facebook, Instagram, YouTube, blogs, and instant messaging are all examples of web 2.0 applications that the majority of libraries have adopted (Mahmood & Richardson, 2011).

1.1 Library Information Marketing (LIM)

The process of developing, pricing, advertising, and distributing products, services, and ideas with the goal of creating interactions with target audiences that meet organisational and customer goals is known as marketing, (Kotler, P., 1996). Numerous marketing concepts equip libraries with tools for collecting and analysing user data about their customers' information needs, assisting in the design, development, and delivery of appropriate services (Kavulya, 2004). Marketing in libraries entails a significant shift in librarians' traditional attitudes toward information acquisition, organisation, processing, and retrieval. The primary goal of a library service should be to assist users in gathering and processing information (Kaur & Rani, 2007).

Information age developed slowly at onset, but in recent years it evolved rapidly due to developments in ICT. There has been a revolution in the generation, storage, retrieval, exchange, and communication of information. Information and knowledge on paper have been transformed into the electronic mode through digitization. Present society is predominantly an information society, thereby actively engaged in producing and supplying information goods. Marketing entails managerial processes that can be explicitly defined as the art and science of identifying and developing profitable relationships with target markets. Marketing management is a process that involves analysis, planning, implementing, and controlling. It encompasses goods, services, and ideas, with the end goal of satisfying all parties involved (Kotler, p., 2002). Marketing in education sector becomes more of a challenge to attract students. Promotional activities when performed in most effective way, in order to reach the right user, at the right time and in the right way, it enhances the possibilities for education and professional development among young people (Lysytsia et al., 2021). Academic libraries are discovering that by employing marketing principles and techniques, they can better communicate with a wide range of external audiences, better understand their users' needs, deliver products and services that meet those needs more efficiently and effectively, and justify funding. (Spalding & Wang, 2006). Academic libraries are designed to meet the educational needs of the school, college, or university in which they are housed, primarily for the convenience of students, researchers, and faculty members. Marketing's role is to discover, create, and deliver value in order to provide goods and services that meet the needs of a target market. Marketing involves whole range of activities related to planning, pricing, promoting and distributing the products that satisfy user's needs (Ihejirika, 2021). Previously when ICT did not exist, marketing was associated with physical goods. As the economies move, a new concept emerges, i.e. "Information goods" (Maass et al., 2007).

Library information marketing (LIM) is a process that promotes and facilitates the exchange of information. Since information products are intangible, changeable, perishable, and inextricably linked to the production process, they vary from products in this context. Intangible services are those that can be offered but cannot be seen, tasted, felt, heard, or smelled before being purchased (Kolawole, 2021). Services are inseparably linked to their products because they are typically produced and consumed simultaneously. This description is especially true for physical products, which are frequently used long after being manufactured. Theoretically, applying marketing principles to LIM will increase the value of the Library as perceived by the users, and such change in the library services is necessitated due to developments in ICT. It is changing the reading habits and information-seeking behavior of the users. In today's world, well-established libraries are full of sources and services, and they have more technical and skilled employees than before (Shastri & Chudasma, 2021). Still, the most significant thing is to understand the users properly and adopt marketing techniques to keep them satisfied. Marketing of information is not just disseminating the information but it also involves making the best   use of the library's sources. Users' needs, demands, convenience, and the presentation of information products to users must all be considered. Adopting a marketing strategy will not only sustain the libraries but also their information products and services. It is no longer enough to simply give the user what libraries have generated, but to generate what the user will benefit from (White, 2012). Thus the focus is shifting from tailor-made services to need-based services. As a result, progressive libraries are involved in fabricating user-oriented products and services to provide the highest level of satisfaction.

1.2 Library Information Marketing using Social Media

With the ever-changing landscape of availability of electronic information, sources and services, facilitating access, raising awareness, and encouraging the use of various library information sources is necessary. A social media platform is an online platform that enables people to connect with others who share similar personal or professional interests, real-life connections, activities or backgrounds (Akram & Kumar, 2017).

Social media is a collection of interactive computer- based platforms that allow users to have discussions, share ideas and information, and create web content using virtual networks and communities. The most prominent social media networks include Instagram, TikTok, Facebook, YouTube, Twitter, etc. (Ghosh et al., 2021). Social media is emerging as a dominant stage because it allows participants to reach, nurture, and engage with their target audience, defying location and time constraints. Another benefit of Social Media is its free and open medium to discuss, exchange ideas and share opinions. There are two essential aspects of promotional activities: Userawareness that is what is available and User education that is how to access the available information Library marketing is one of the major applications in the educational sector which allows potential users to keep track of the various sources and resources linked with their needs and interests. With the help of social media, the gain of a smoother interface for collaboration between the library users and the library services can be achieved.

As per the comments by Ifijeh & Yusuf (2020), the utilisation of marketing in library services allows library users to become associated with the different services and products available in a library, to help them improve their educational periphery. On the other hand, as depicted by Saud et al. (2020), marketing experience in social media platforms also enables library professionals to expand its number of target audiences.
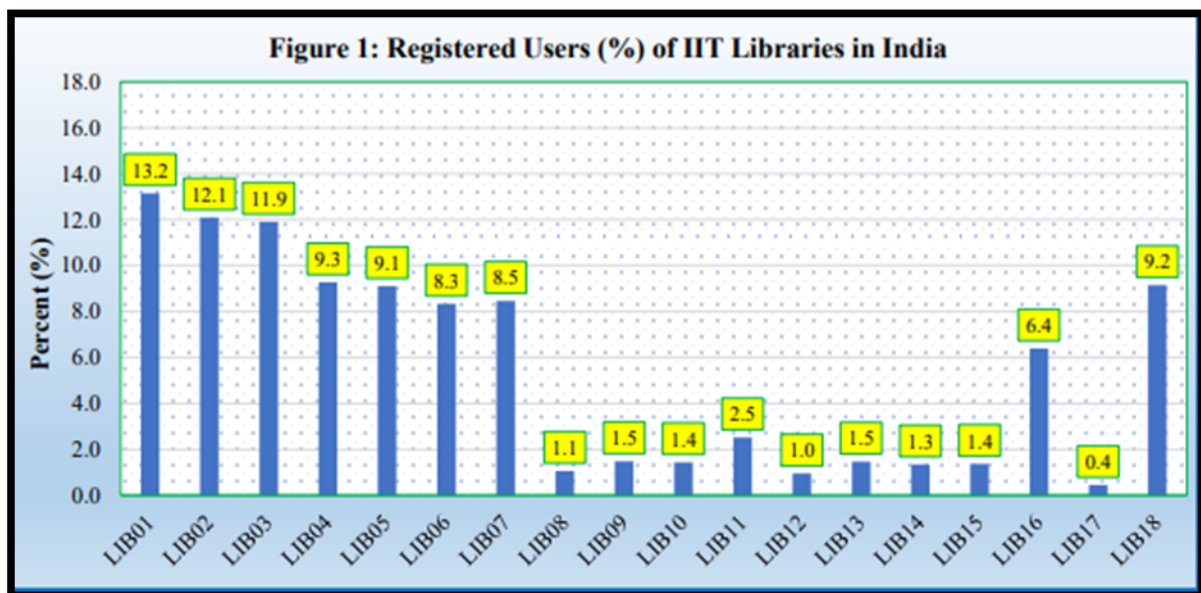
Figure 1: Registered percentage of users of IIT libraries in India
(Source: Sahoo & Panda, 2021)

This is because, with the help of such social platforms, promotion and collaboration with users can occur. Hence, by allowing the integration of social media platforms, several kinds of Library and Information Services can be provided to the required users.

2. Review of Literature

In today's world people are now highly interested in finding ways to use computers and the internet to improve the quality of social communications using contemporary techniques. Among the most remarkable developments on the internet in recent years is without a doubt the rise of social media and social networking sites. The term "library and information science promotion" has changed. Social media plays a significant role in it. It is a collection of tools intended to satisfy the demands of library users while enhancing the core values of libraries in a changing environment. With the introduction of Digital Libraries and the availability of the Internet with high broadband facilities, accessing and downloading digital documents are in high demand among users. Marketing is a process whose primary purpose is to promote and facilitate the exchange of information. Marketing helps various individuals and groups to obtain what they desire and require through exchanging goods and services with third parties (Hibbard et al., 2021). With the fast changing landscape of digital information and services, creating awareness, facilitating access and stimulating the use of digital information is quite essential, (Dwivedi et al., 2021).

2.1. Adoption and Awareness of Digital Information Resources in Academic Libraries
In recent years, academic libraries have increasingly recognized the importance of digital information resources and services. Gupta & Sharma (2016) emphasized the need to raise awareness among students

about the availability and significance of these resources. Their study highlighted that while many students acknowledged the critical role of digital resources in their studies, they often faced challenges accessing these resources due to factors such as limited awareness or difficulty navigating online platforms. Similarly, Verma & Verma (2015) conducted a study focusing on Web 2.0 technologies and found that institutions like IIMs are more aware and adept at utilizing such technologies compared to others. This underscores the evolving landscape of technology adoption in academic settings, with a particular emphasis on digital resources and their accessibility. Moreover, research by Magoi et al. (2019) emphasized the importance of leveraging social media to engage users and raise awareness about the availability of digital resources in academic libraries. By utilizing platforms such as Facebook, Twitter, and Instagram, libraries can effectively communicate with their users and provide information about digital resources and services.

2.2. Role of Social Media in Library Marketing

The emergence of social media has brought about significant changes in library marketing strategies. (Sheikh et al., 2016) discussed the challenges faced by libraries worldwide in leveraging social media for marketing purposes. While university libraries in developed countries have embraced social media extensively, libraries in countries like Pakistan are lagging behind. However, Aldwairi & Alwahedi (2018) found a favorable attitude among academic librarians in Kuwait toward the use of social media for marketing library services. This indicates a growing recognition of the importance of social media as a tool for raising awareness and conducting need assessments in library settings. Furthermore, research by Gohel (2021) highlighted the potential of social media platforms such as Facebook, Twitter, and Instagram for promoting library services and engaging with users. By creating engaging content and interacting with users online, libraries can increase their visibility and attract more users to their digital resources and services.

2.3. Transformative Impact of Social Media on Academic Libraries

The transformative impact of social media on academic libraries cannot be overstated. Bakare & Mutula (2017) highlighted how social media technologies have enabled new methods of creating, storing, and providing information, thereby raising public expectations of academic libraries. Similarly, Ismaila et al. (2017) examined the effects of social networking sites on undergraduate students and found that these platforms are highly popular among students, albeit with some associated risks. This suggests that while social media presents opportunities for engagement and information dissemination, it also requires careful management to mitigate potential drawbacks. Moreover, research by Ramsey & Vecchione (2014) demonstrated how libraries can effectively utilize social media networks such as Twitter to promote engagement, creativity, and collaboration among users. By actively participating in social media conversations and sharing relevant content, libraries can enhance their relationships with users and create a sense of community around their digital resources and services.

2.4. Challenges and Opportunities in Social Media Marketing for Libraries

Despite the benefits, libraries encounter various challenges in effectively utilizing social media for marketing purposes. Jones & Harvey (2019) observed that many libraries struggle to establish a foothold in the modern information age due to limited adoption of social media. Gohel (2021) discussed challenges such as poor funding, lack of support from management, and insufficient technical and marketing skills among library staff. However, Kamarudin et al. (2020) emphasized the importance of developing best practices social media programs to overcome these challenges and maximize the benefits of social media marketing in libraries. Furthermore, research by Cheng et al. (2020) highlighted the importance of understanding user behavior and preferences when implementing social media marketing strategies in libraries. By tailoring content and engagement strategies to meet the needs of their target audience, libraries can increase the effectiveness of their social media marketing efforts and attract more users to their digital resources and services.

In the past array of literature, the major issues and challenges have been identified in the application of social media platforms in the marketing of library services in academic libraries. According to the views of Bukirwa & Nanfuka (2017), the exact factors prevalent in social media marketing that proves to have a positive influence on the generation of corporate collaboration with library users have not yet been determined extensively. On the other hand, as per the notions by (Ifijeh & Yusuf, 2020), the utilisation of the tactics by a library professional for improving social media marketing within its educational realm has not been studied at an in-depth level. Hence, for the mitigation of such aspects, the development of the respective study has been useful. Therefore, the objective of this study is to explore the utilization of social media platforms for marketing information resources and services in academic libraries, as well as to identify the factors associated with effectively employing social media to promote library services and engage with users.

Hence the following hypothesis were drafted

H1: There is a strong association betweenfactor of social media marketing of user engagement and expansion of library services.
H2: There is a sturdy linkage between collaboration as a significance of communication through social media platforms and the expansion of library services
H3: There is an effective relationship between user analysis as a method of social media marketingand expansion of library services.
H4: There is a significant connection between the feedback system as a strategy of social media marketing and the expansion of the library services

3. Methodology
This exploratory study aimed to delve into the effective utilization of social media platforms by academic libraries for marketing information resources and services. Adopting a quantitative approach, data were collected using a structured questionnaire designed to address specific research objectives and reflect identified constructs. The questionnaire comprised three sections: the first gathering demographic and professional details of respondents; the second exploring usage patterns and preferences regarding social media tools in academic library settings; and the third soliciting opinions on various constructs related to social media's usefulness for activities like awareness-raising, needs analysis, and satisfaction assessments. Responses were rated on a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). A streamlined research method was crucial for step-wise data collection and analysis (Mohajan, 2018), underpinned by positivism research philosophy and a deductive research approach, facilitating the connection of actual information and hypothesis deduction. The study primarily focused on quantitative data obtained from primary sources. A total of 165 respondents participated in the survey, contributing to the quantitative data analysis performed using SPSS software, which included multiple regression and descriptive statistics tests. To ensure content validity, a panel consisting of two faculty members from the library and information science department and two senior academic librarians of the University reviewed the survey and suggested revisions as needed. Data collection involved distributing paper-based questionnaires to students across academic institutions in IITs of north India.

3.1 Scope of the study : While studying the attitude of users towards use of social media platforms in IIT libraries, the researcher remains confined to the three IITs i.e., Ropar, Jammu and Mandi. The reasons behind this limitations being among the new IITs in the country and also the convenience of the researcher.

4. Findings

4.1. Demographic analysis
In terms of the age bracket of the participants, the majority of them were in the age range from 18 to 20 years, as the first option aligning with the option had the largest frequency of 87 out of 165. This was followed by the second category of above 20 to 23 years, suggesting that the students belonging from 18 to 26 years had answered mostly.

Table 1 Sample Demographics

Division		Frequency	Percentage
Gender	Male	121	73.33
	Female	44	26.67
Age	18 to 20 Years	87	52.72
	Above 20 years to 23 years	48	29.09
	Above 23 years	30	18.18
Education	UG	115	69.69
	PG	34	20.60
	RS	16	9.69
Domain	Engineering	155	93.95
	Science	6	3.63
	Social Science	4	2.42

In terms of the gender of the participants, males had opted majorly for the survey as the second option aligning with them had achieved the greatest percent of 73.33%. This was followed by the participants who were females, with 44 out of 165. Hence, the responses for the survey had been interpreted majorly by the thoughts and the experiences of students regarding social media and literary library services. Based on table 1, it can be noted that the majority of the participants of the survey were UG students, as the first option had attained the greatest percentage of 69.6%. This was followed by the second option of PG students, who had a frequency of 34 out of 165, and achieved 20.6% and third option of RS students, who had a frequency of 16 out of 165, and achieved 10.9%.More than half, with 69.6% of the total responses were from the perspectives of UG students towards the varied elements of the study.

4.2. *Variable related analysis*

Table 2 determined several statistical functions of the dataset, such as the maximum and the minimum values, the standard variance, and the measures of skewness and kurtosis.

Table 2: Descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
DV	165	1	5	3.13	1.601	-.337	.189	-1.584	.376
IV 3	165	1	4	2.94	.967	-.615	.189	-.563	.376
IV 4	165	1	5	3.61	1.351	-.722	.189	-.777	.376
IV 1	165	2.00	8.00	5.6121	1.83326	-.746	.189	-.772	.376
IV 2	165	2.00	9.00	6.8242	1.98455	-1.056	.189	-.746	.376
Valid N(listwise)	165								

The KMO test measures the degree to which the variables' partial correlation the way in which the factors explain one another is strong. It is considered optimal for KMO levels to be closer to 1.0, whereas values below 0.5 are not acceptable. The relevance of the data for factor analysis and the reliability of the study's measurements would be shown by the KMO results.

Table 3: Validity test (KMO and Bartlett's Test)

Kaiser-Meyer-Olkin Measure of sampling Adequacy	.866
Bartlett's Test of Sphericity Approx. Chi-Square	191.502
df	10
Sig.	.000

Based on the test of validity, the Kaiser-Meyer-Olkin measure of sampling adequacy shows the extent of appropriateness of the value of the dataset (Morgan et al., 2019). With a value of 0.866, there has been a higher degree of appropriateness, as the value is greater than 0.8, which highlights the superior quality of the study as shown in Table 3.

Each of the values in Table 4 representing Pearson's correlation test has been seen to be positive in nature. Such an aspect shows that each of the variables such as marketing through social media, digital collaboration, user cohesiveness, the presence of a feedback system and expansion of Library and Information Services are directly proportional to each other. Hence, based on such a consideration, the rise of the value of one variable also increases the value of the other.

Table 4: Pearsons's correlation test

		DV	IV 3	IV 4	IV 1	IV 2
DV	Pearson Correlation	1	.212**	.043	.178*	.147
	Sig. (2-tailed)		.006	.586	.022	.059
	N	165	165	165	165	165
IV 3	Pearson Correlation	.212**	1	.340**	.006	.307**
	Sig. (2-tailed)	.006		.000	.934	.000
	N	165	165	165	165	165
IV 4	Pearson Correlation	.043	.340**	1	.396**	.155**
	Sig. (2-tailed)	.586	.000		.000	.046
	N	165	165	165	165	165
IV1	Pearson Correlation	.178*	.006	.396**	1	.635**
	Sig. (2-tailed)	.022	.934	.000		.000
	N	165	165	165	165	165
IV 2	Pearson Correlation	.147	.307**	.155**	.635**	1
	Sig. (2-tailed)	.059	.000	.046	.000	
	N	165	165	165	165	165

First hypothesis: The Pearson correlation test findings show that the sig = 0.000<0.05.
Thus, research hypothesis is confirmed and there is a strong association between factor of social media marketing of user engagement and expansion of library services.
Second hypothesis: The Pearson correlation test findings show that the sig = 0.000<0.05. Thus research hypothesis is confirmed and there is a sturdy linkage between collaboration as a significance of communication through social media platforms and the expansion of library services.

Third hypothesis: The Pearson correlation test findings show that the sig = 0.000<0.05. Thus research hypothesis is confirmed and there is an effective relationship between user analysis as a method of social media marketing and expansion of library services.

Fourth hypothesis: The Pearson correlation test findings show that the sig = 0.000<0.05. Thus research hypothesis is confirmed and there is a significant connectionbetween the feedback system as a strategy of social media marketing and the expansion of the library services.

Tables 5, 6 and 7 shows the results of the multiple regressions analysis. Based on the value of Durbin-Watson, first-order auto-correlation has not been achieved in the study, as the value is more than 2.191.A value of 2 or nearly 2 indicates that there is no first-order autocorrelation and a range of 1.50 - 2.50 is considered acceptable. This shows that the data in the set are random, and not biased.Determined in table 6, the degree of freedom or df is seen to be a total of 164. It can be noted that there can be 164 total independent possibilities amongst the data in the set.The F value in Table 6 shows a value greater than 2.5 thereby accepting thealternative hypothesis.

Table 5: Model summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	.408[a]	.166	.145	1.480	2.191

Table 6: ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	69.876	4	17.469	7.976	.000[b]
Residual	350.451	160	2.190		
Total	420.327	164			

According to the table 6, we can see that the Mean Square of Regressions is more than Mean Square of Residual and the sig = 0.000 <0.05. Thus for this research Regressions is significant at a confidence level of 95%.

Table 7: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	4.612	.935			4.934	.000
IV 3	-.235	.139	-.142		-1.693	.022
IV 4	-.160	.100	-.135		-1.591	.014
IV 1	-.417	.089	-.478		-4.677	.000
IV 2	.311	.082	.386		3.797	.000

As observed in Table 7, each of the values of significance has been seen to be lesser than 0.05. According to the findings by Pallant (2020), once the value of Sig, is less than 0.05, the related hypothesis is proven. Based on such a value, it can be noted that the variables aligning with H1, H2, H3 and H4 have been proven. Therefore, it can be deduced that a strong, positive relationship has been noted amongst social media marketing, digital communication, user collaboration, feedback system and expansion of library and Information Services.

5. Discussion

The findings of this study underscore the positive correlation between the prevalence of social media and digital marketing with library and information services. Pearson's coefficient values for each factor indicate a significant increase in educational services as these variables increase, thus supporting the alternative hypotheses H1, H2, H3, and H4. As highlighted by (Rubin & Rubin, 2020), increased communication with students enables library professionals to better understand their needs, while integrating feedback systems, as suggested by Chitumbo (2015), allows library services to adapt to user demands, fostering a seamless connection within the supply chain network across corporate and academic divisions. User engagement emerges as a pivotal factor in effectively marketing library and information services for higher education, as evidenced by the significant value of H1. Engaging users through social media platforms not only enhances brand visibility but also fosters a sense of community among users, thereby strengthening their connection with library services. This aligns with the findings of previous studies, such as those by Smith & Anderson (2018), which emphasize the importance of user engagement in building long-term relationships and loyalty Likewise, the importance of social media platforms in fostering user collaboration for effective marketing in academic libraries is affirmed by the significant value of H2. Social media platforms provide a dynamic space for interaction between library professionals and users, allowing for real-time feedback, discussions, and knowledge sharing. This interactive approach resonates with the principles of Library 2.0, which advocates

for user-centered services and participatory engagement (Casey & Savastinuk, 2006). By leveraging social media platforms effectively, academic libraries can create meaningful dialogues with their users, leading to enhanced user satisfaction and loyalty.

Furthermore, the utilization of user analytics as a diverse method in social media marketing has contributed to increased usage of library and information services for academic purposes. By analyzing user data collected from social media platforms, library professionals can gain valuable insights into user preferences, behaviors, and needs. This data-driven approach allows libraries to tailor their services and resources to better meet the evolving needs of their users, ultimately enhancing the overall user experience (Hjørland, 2017). Additionally, user analytics can help libraries identify trends and patterns in user engagement, enabling them to optimize their marketing strategies for maximum impact. Incorporating feedback systems to understand users' direct requirements emerges as a strategic approach to enhancing social media marketing effectiveness, particularly for Academic Libraries in the education sector. By actively soliciting feedback from users through social media channels, libraries can gain valuable insights into user preferences, concerns, and suggestions. This proactive approach to user engagement demonstrates a commitment to continuous improvement and responsiveness to user needs, thereby fostering trust and loyalty among users (Farkas, 2007). Moreover, by integrating user feedback into decision-making processes, libraries can ensure that their services and resources remain relevant and impactful in an ever-changing academic landscape. By integrating social media platforms for marketing library services, this study facilitates enhanced communication between the corporate and education sectors. For the corporate sector, leveraging library services enables the acquisition of a larger user base, potentially leading to greater revenue generation (Anderson, 2020). Corporate partnerships with academic libraries can provide valuable resources and expertise to support educational initiatives, research projects, and workforce development programs. Conversely, collaboration between library services and students expands educational horizons, enriching the academic experience. By providing access to a diverse range of resources, services, and expertise, academic libraries play a vital role in supporting student success and lifelong learning initiatives (Morgan, 2019). This symbiotic relationship between library services, users, and educational institutions underscores the transformative potential of social media marketing in advancing library services within the education sector.

The findings of this study highlight the importance of leveraging social media platforms for marketing library and information services in academic settings. By engaging users, fostering collaboration, utilizing user analytics, and incorporating feedback systems, academic libraries can enhance their visibility, relevance, and impact within the education sector. Moving forward,it is essential for library professionals to continue exploring innovative strategies and best practices for leveraging social media platforms effectively to meet the evolving needs of their users and stakeholders.

6. Implications

6.1. Managerial implications
The findings of this study hold several important managerial implications for academic libraries seeking to enhance their marketing strategies through social media. Firstly, library administrators and librarians should recognize the significant impact of social media platforms in engaging with users and promoting library services effectively. Therefore, allocating adequate resources and staff training to develop and maintain a strong social media presence becomes imperative. Additionally, understanding the preferences and usage patterns of users on different social media platforms can guide library managers in crafting targeted marketing campaigns to reach specific user segments more effectively. Furthermore, establishing feedback mechanisms on social media platforms enables libraries to gather valuable insights into user preferences and expectations, thereby facilitating continuous improvement of library services. Moreover, fostering collaboration between library staff and students in content creation and engagement initiatives on social media platforms can contribute to building a vibrant online community around the library, enhancing user engagement and satisfaction.

6.2. Theoretical Implications
From a theoretical standpoint, this study contributes to the existing literature on library marketing and social media adoption in several ways. Firstly, it underscores the importance of integrating social media into the marketing strategies of academic libraries, aligning with the evolving information behaviour of users in the digital age. The study also highlights the role of social media platforms in facilitating user engagement and communication between libraries and their user communities, thus enriching the theoretical understanding of user-library interactions in the digital environment. Furthermore, the findings emphasize the significance of user-centric approaches in library marketing, emphasizing the need for libraries to tailor their marketing efforts according to user preferences and behaviour on social media platforms. Additionally, the study sheds light on the potential of social media analytics and feedback mechanisms in informing library decision-making processes, contributing to the growing body of literature on data-driven library management

practices. Overall, the theoretical implications of this study underscore the transformative potential of social media in reshaping library marketing strategies and enhancing user experiences in academic library settings.

6. Conclusion

This study sheds light on the pivotal role of social media marketing in enhancing the delivery and utilization of library services within the educational sector. Through an exploration of various factors associated with the application of library services, particularly in higher education institutions and universities, this study reveals the significant impact of social media marketing on information dissemination and user engagement. The findings underscore the importance of leveraging digital communication channels to facilitate seamless interactions between library users and professionals, thereby enriching the educational experience. By embracing social media platforms, academic libraries can extend their reach and visibility, effectively catering to the diverse needs of students, faculty, and researchers. Furthermore, the collaborative nature of social media marketing enables academic libraries to establish meaningful connections with their target audience, fostering a vibrant community within the teaching industry. Through proactive engagement and strategic utilization of social media tools, libraries can amplify their role as key stakeholders in supporting teaching, learning, and research endeavours.Overall, this study highlights the transformative potential of social media marketing in elevating the prominence and efficacy of academic libraries within the educational landscape. Moving forward, continued emphasis on innovative marketing strategies and user-centric approaches will be essential for academic libraries to thrive in an increasingly digital and interconnected world.

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