

Social Networking Sites as Marketing and Outreach Tools of Library and Information Services

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Abstract

At a time when Web 2.0 applications in libraries have gained growing popularity globally, it appears that the library must consider marketing its services more regularly through the Internet, taking advantage of Web 2.0 applications to improve access to its users and to promote information services. Many studies have discussed the importance of enhancing library services through Web 2.0 applications such as blogs, wikis, RSS (Really Simple Syndication), podcasts and social networking sites (SNSs). However, very few studies have focused on social networking sites in relation to marketing strategies for library and information services. The main purpose of this paper is to explore the varied marketing activities of libraries on SNSs, focusing on Facebook, as it is recognized as a popular SNS used among libraries. Additionally, the study introduces the role of library and information professionals (LIPs) within SNSs, as well as user contributions to the marketing process. Web content is used in a quantitative approach. Twenty public libraries that have Facebook pages have been selected as subject samples.

Index terms— social networking sites, social networks, web 2.0, internet, library marketing, facebook.

1 INTRODUCTION

Web 2.0 has become an essential component for today's technology-based organisations and for individuals. Web 2.0 applications are starting to make a big impact on users with respect to their interactions. One of the applications is the SNS, such as LinkedIn, Myspace, Twitter and Facebook, which have attracted millions of users, including specialists across many disciplines. On sites such as Facebook, users reveal a lot of information about themselves in their profiles to order to introduce themselves to others (Acquisti & Gross, 2006). SNSs also provide users with abundant information posted by others. They are becoming a platform for information sharing and distribution. With the emergence of specialized SNSs for specific user groups, users can now practise various activities either related to their work or personal.

Not only do individuals use these sites for self-promotion, but business organizations have also started creating their own pages to promote their services. As such, information institutions such as libraries have started to use SNS applications. According to Boss ??2009), there are a number of public libraries that have a presence on Myspace, such as the Orleans Public Library, the Omaha Public Library, the St. Paul Public Library, the Salt Lake City Public Library and the Toledo Public Library, and a number of them have a presence on Facebook, such as the Chicago Public Library, the Hennepin County Library, the Houston Public Library and the Los Angeles Public Library. Other libraries have a presence on other SNSs. The SNSs have provided these libraries with opportunities for marketing and self-promotion. In an academic library, Facebook and Myspace are good outreach tools as well as marketing tools (Chu & Meulemans, 2008) and they are very popular among students ??Chu & Meulemans, 2008). Ecademy, Friendster, Friendzy, LinkedIn, Meetup, orkut, Ryze, Spoke, Tickle and Tribe are popular SNSs among business organizations (O' Murchu, Breslin, & Decker, 2004) that can be used for different purposes such as marketing and communication. For example, "LinkedIn is most commonly used

5 STUDY SIGNIFICANCE

44 for generating sales leads, finding potential hires, and in general, leveraging the contact lists of fellow colleagues”
45 (Salz, as cited in Di Ricco et al., 2008, p. 712). SNSs foster new marketing strategies on the Internet and
46 support organisations to market themselves. They are considered a space for people to present themselves to
47 others (marketing their profile) (O’ Murchu, Breslin, & Decker, 2004). In applications, including SNSs such as
48 Face book and Myspace, in the library environment. However, the topics of the role of SNSs as a strategy in the
49 marketing of library services and the new role of LIPs have not yet been addressed. In addition, it is not yet
50 clearly understood what types of activities are being used in this regard. “The usefulness of libraries using online
51 advertisements on social networks to promote their Facebook pages, or indeed to promote any library service, is
52 not a topic that has been addressed by the existing library science literature” (Chan, 2010, p. 364). The focus
53 of this research is on understanding the role of SNSs in marketing library and information services and the main
54 activities of libraries through using SNSs.

55 In addition, the research will explore the roles of LIPs as well as the users in these activities. Given the
56 different types of activities of libraries on SNSs, the research will also involve an analysis of the particular way
57 that libraries interact with their users and the role of the user in this marketing process.

58 2 II.

59 3 Research Questions and Objectives

60 The research questions are:

- 61 1. What are the various marketing activities of libraries on SNSs?
- 62 2. What are the roles of LIPs in marketing activities?
- 63 3. How can users contribute to the marketing process?

64 The main objectives of this research are as follows:

- 65 ? To adopt the new concept of library and information marketing within Web 2.0 applications.
- 66 ? To understand the main activities of libraries on SNSs.
- 67 ? To identify the role, if any, of library users in the marketing process.
- 68 ? To identify the new role of LIPs within SNSs.
- 69 ? To propose an instructional framework to integrate SNSs in information marketing, involving LIPs and
70 library users.

71 4 III.

72 5 Study Significance

73 This study is significant for the following reasons:

74 ? It explores the main activities of the library in terms of marketing library and information services. ? It
75 provides new definitions of marketing within the use of these applications in LIS. ? It explores the use of SNSs
76 as a marketing strategy in which information services can be enhanced by using SNSs applications and features.
77 ? The results draw an instructional framework of library marketing activities on SNSs.

78 ? The analysis of these activities indicates the new roles of LIPs as well as users within marketing. ? The
79 results introduce several issues related to library marketing in new era.

80 IV.

81 Review of the Literature a) Definition of SNSs SNSs have grown tremendously in popularity among individuals
82 as well as organizations over the past few years. The concept of SNSs has been examined by a number of authors
83 and scholars across diverse fields. Some researchers have described SNSs as a type of virtual community (Dwyer,
84 Hiltz, & Passerini, 2007), while others describe as communication channel. SNSs are spaces that “enable users to
85 articulate and make visible their social networks” (Boyd & Ellison, 2008, p. 112). They are considered as sites
86 where a user can create a profile and build a personal network, and then can share and exchange information
87 with others (Lenhart & Madden, 2007). They “enable communication among ever-widening circles of contacts,
88 inviting convergence among the hitherto separate activities of email, messaging, website creation, diaries, photo
89 albums and music or video uploading and downloading” (Livingstone, 2008, p. 394). In their view, SNSs
90 are Webbased services which allow users to connect with others, share information and show their interests to
91 others. They are a type of site in which people have the ability to share and create their own content. Another
92 description of the term is given by Ahn (2008), who describe SNSs as private spaces for individuals, which allow
93 them to establish a forum for discussion, to share news and exchange photos. They support people in establishing
94 an online presence, building social networks and maintaining their relationships with others. Ellison, Steinfeld,
95 and Lampe (as cited in Cain, 2008) define SNSs as “online spaces that allow individuals to present themselves,
96 articulate their social networks, and establish or maintain connections with others” (p. 2). Boyd and Ellison (as
97 cited in Jones, Gaffney-Rhys, & Jones, 2011) supplied another key definition of SNSs when they described them
98 as:

99 Web based services that allow individuals to 1) construct a public or semi-public profile within a bounded
100 system, 2) articulate a list of other users with whom they share a connection and 3) view and traverse their list
101 of connections and those made by others within the system (p. 202).

102 In this study, SNSs are defined as an online communication and marketing tool in which individuals as well
103 as organizations can build online profiles in order to share information, exchange messages with others,

104 ? The results can help in a rethinking of, or a redefining of, some services within the applications of Web 2.0.
105 maintain relationships in social networks and to communicate with the majority of SNS members.

106 b) The Concept of Library and Information Services Marketing within Web 2.0 With the emergence of new
107 technologies and increasing competition in the digital age, marketing within Web 2.0 is a vital factor for survival.
108 Scholars have started to explore the concept of marketing with new technologies and tools. The term marketing
109 has many meanings, depending on the discipline and the area in which the term is being used. "Marketing is
110 planning and managing the organization's exchange relations with its clientele. It consists of studying the target
111 market's needs, designing appropriate products and services, and using effective pricing, communication, and
112 distribution to inform, motivate, and serve the market" ??Jestin & Parameswari, 2002, p. 2). Marketing is a
113 comprehensive term and it is very important to clarify what marketing means in the library and information
114 science/information studies fields, with the emergence of new technologies. The term is related to the marketing
115 of information and the promotion of library services. "Marketing is not so much about 'selling' information
116 products to researchers, as it is more about spreading the word about potentially useful new tools. It is also
117 about keeping users informed about library activities and involving them in collection development" ??Noel &
118 Waugh, 2002, p. 2). Gupta (2006) describes the term in relation to several points: establishing relationships
119 with users, providing information services and competing with others, using the Internet to provide services and
120 to reach their users. Marketing also helps to contribute to building a relationship with the users that begins and
121 ends with awareness (Kaur, 2009).

122 This study defines the term "library marketing" as the distribution and provision of awareness of the existence
123 of the library, and its resources and services, using different tools and technologies in order to get users to use
124 those resources and services. It is about reaching the users and informing them of library services and activities
125 by using existing technologies that fit in with users' needs in this new era. Effective marketing can be done by
126 looking at digital world requirements, understanding users' needs and behaviour, and their expectations when
127 dealing with these technologies. Web 2.0 brought many advantages that can be used for innovative marketing
128 techniques. So, library and information marketing within Web 2.0 can be defined as follows: It is a term that
129 has developed within Library 2.0 applications with an emphasis on communication and collaboration and user-
130 generated content, together with the use of different social media software and applications, intended to raise
131 users' awareness of the library services and resources and to enhance the effective use of these services and
132 resources in order to improve their learning.

133 6 c) The Importance of SNSs in Library Marketing

134 Marketing through SNSs might be a good strategy for delivering and promoting library services.

135 "Marketing using SNSs can be a time and budget saving way to reach out to library users" (Landis, 2007).
136 Research shows that libraries seek to take advantage of the most superficial aspects of these applications.
137 Libraries' major goal is to attract more users to utilize their materials and services. Academic libraries have
138 recognized the important of using SNSs in enhancing library services. Therefore, some of the libraries have
139 responded to the rapid development of the Internet in order to fulfil users' needs in the new era. SNSs are one of
140 the high Web 2.0 technologies that have been integrated into library marketing efforts. Many LIPs have started to
141 contact users and students by using SNSs ??Steiner, 2008;Graham, Faix, & Hartman, 2009). For example, "Brian
142 S. Mathews, a librarian at the Georgia Institute of Technology, sent out more than 1,500 Facebook messages
143 to undergraduate and graduate mechanical engineering students in his liaison area" ??Connell, 2009, p. 27).
144 Mathews (2006) posed an important question when he wrote:

145 Could Facebook be used to promote resources and services? With the undergraduate enrolment for mechanical
146 engineering around 1,700 students, I was surprised to discover that more than 1,300 of them were on Facebook.
147 This is presented an intriguing opportunity to directly market the library to more than 75 percent of my target
148 audience. (p. 306). Deyrup (2010) shows in his study that Web 2.0 applications can be used for marketing
149 purposes. He concludes that librarians are using SNSs like Myspace and Facebook "to promote library affiliation
150 and community building; the virtual environment; Second Life, to create alternative library spaces; and RSS
151 feeds, wikis, and blogs to post announcements and post other information" (p. 149). In addition, Facebook
152 groups can be used as a platform for communication and marketing of library services (Xia, 2009).

153 Chan (2010), in his study of the use of online advertising to increase the impact of a library Facebook page,
154 concludes that Facebook allows the performance of an advertisement to be tracked in great detail. The library is
155 using Facebook pages for advertising purposes and to reach many students. A similar study by Jacobson (2011)
156 concludes that Facebook appears to be a useful tool for announcements and library marketing. As such, Twitter
157 can be used for information exchanging and librarians can be encouraged to use it for conversation (Milstein,
158 2009). Through this conversation, LIPs can market their libraries by showing new books, new events, systems,
159 electronic services and so on. Horn (2011), in his article "Online Marketing Strategies for Reaching Today's
160 Teens", states that Web 2.0 applications like SNSs are the best tools for marketing library collections, marketing
161 the library itself - Volume XIII Issue II Version I Social Networking Sites as Marketing and Outreach Tools of
162 Library and Information Services by posting different photos inside the library of computers, books, rooms and
163 so on, and marketing library programmes. Another study, by Kroski (2007), finds that "Libraries are utilizing

164 social networking communities as marketing platforms, tools for outreach, and networking venues" (p. 15). In
165 his view, with respect to marketing, libraries use SNS features to provide "descriptive information along with
166 photos, videos, and audio files within their profiles, making them customizable marketing vehicles" (p. 15).

167 7 Global

168 8 d) Library Marketing Activities on SNSs

169 A number of studies describe many activities of libraries on SNSs that lead to improvement of the library's
170 reputation and services. Boss (2009) argues that "Many of the libraries that have a presence on social networking
171 sites focus on one-way communication" (p. 6). He adds that there are a few libraries that add links to authors on
172 SNSs, and some create music videos to be shown on YouTube. He suggests that libraries can add new features
173 such as library calendars and "asks a librarian" links. Suraweera et al (2010) find that the use of SNSs by
174 libraries is increasingly prevalent for providing services to users. SNSs can be used as a place to provide news,
175 general information, links to recommended Internet resources, entertainment or amusement, research tips, book
176 discussions and communication among librarians. Another study by ??arsky and Purdon (2008) suggests that
177 libraries can use SNSs to create Internet subject guides by using social bookmarking. LIPs can participate on
178 SNSs by adding new features to their library and information resource centres, such as advertising new books
179 and journals.

180 Many studies describe the use of SNSs for enhancing library services. Roncaglia (2009) identifies three main
181 activities: information literacy; the active promotion of reading, writing and researching; and support for learning
182 and educational activities. SNSs can help LIPs in doing these activities effectively. Libraries can use SNSs as
183 a platform for these activities. He also mentions that SNSs can be used as book recommendation sites such as
184 Facebook's Visual Bookshelf and Goodreads. SNSs are powerful tools for the active promotion of reading, and
185 for marketing library services. ??teiner (2008) states that academic libraries use SNSs, particularly Facebook, to
186 announce updates promoting library services, events and resources, and to send librarians' messages to users. A
187 recent study by Riza Ayu and Abrizah (2011) that explores the usage of Facebook applications among academic
188 libraries in Malaysia shows that most Malaysian academic libraries use Facebook pages as a marketing tool.
189 The activities include informing users of library services, communicating with their users anytime and anywhere.
190 The study recommends that libraries consistently update their Facebook pages to attract users' involvement and
191 participation. Another study, by Sachs, Eckel, and Langan (2011), explores the effective use of Facebook in
192 an academic library. Users reported that they like libraries to post information about events, library services,
193 research tips and information about specific resources on Facebook. The libraries should consider users' needs
194 when they plan to market on SNSs in order to attract more users.

195 A study by Secker (2008) provides a list of some library applications on Facebook, including: ? LibGuides
196 Librarian, which allows librarians to display their guides in their Facebook profiles and also provides a search of
197 their library's catalogue.

198 ? Librarian, which provides links to books and other resources.

199 ? Books iRead, which lets users and librarians share a virtual bookshelf of titles they are currently reading or
200 not reading. They can also rate titles and list books they own, and highlight their favourite books and so on.

201 ? COPAC Search, which gives librarians the ability to search the COPAC's union catalogue from within
202 Facebook.

203 All of these services can be used to market library services and materials to users. The libraries can benefit
204 from these tools by raising their profiles or promoting specific services (Riza Ayu & Abrizah, 2011). Facebook
205 provides LIPs with the opportunity to use these features in marketing, promoting their services and enhancing
206 the role of the library in the digital world. Through these applications, LIPs can produce marketing plans.
207 Landis (2010) suggests some sort of services that can be provided by librarians on SNSs, including subject
208 guides, instructions, acquisition suggestions, marketing, catalogue/database searches, chat services, references
209 discussion, online book clubs, outreach and reader advisory. All of these activities can be used to market library
210 services to users and, at the same time, they can be used to enhance the library's reputation. It can be clearly
211 seen that most libraries should start to invest in SNSs and to develop marketing plans for SNSs. This will
212 support information institutions in promoting their services and facilities. Linh (2008) conducted a study of
213 the application of Web 2.0 in Australasian university libraries. The study provide a list of different activities
214 academic libraries are using through Web 2.0 applications: RSS, blogs, podcast, wikis and instant messaging for
215 general news, university news, library news and events, announcements about new books, databases and journals,
216 research tools, suggestions and so on. Public libraries might use SNSs for the same activities and to market their
217 collections, for example, events, a list of e-journals and e-resource databases, announcements about workshops
218 and exhibitions, help for catalogue searching, research tips, book reviews/ discussions and reference services.

219 Burkhardt (2010) suggests a few ideas for activities that libraries can post in their Facebook pages, such as
220 library news and events, new additions to their collections, links to articles, videos, community information, the
221 soliciting of feedback and responses to people. He also suggests several strategies for marketing the library's social
222 media presence, such as linking the library to social media, talking with people, mentioning the social media to
223 students in class, print advertising in the library about social media and advertising through Facebook.

224 In this way, libraries can exploit the features of SNSs to market their services. They can produce marketing

225 plans based on user needs and features provided by SNSs. The adoption and use of SNSs as an online information
226 marketing strategy is a new way to enhance library services and to increase the library's reputation on the Internet
227 where the people meet and discuss different issues and/or social issues. Libraries can use SNSs as promotional
228 tools to inform users of new library services.

229 With respect to these uses of SNSs, it is unclear how effectiveness they are and whether they have a potential
230 to shift the popularity of library services (Dickson and Holley, 2010). Additionally, the role of SNSs in marketing
231 library services and the activities on SNSs as a type of marketing tool needs to be discussed further. Therefore,
232 this research will attempt to address these points.

233 V.

234 **9 Methodology a) Objectives**

235 The main purpose of this research is to explore the main activities of public libraries on SNSs with respect to
236 the marketing of library and information services. The study also intends to explore information services that
237 can be developed by using these applications. It attempts to explore the new roles of LIPs within marketing of
238 the library on SNSs, and the role of users in the marketing process

239 **10 b) Methods**

240 A qualitative method is used to address the main question and to achieve the research objectives. Web content
241 analysis was used in gathering information from libraries' Facebook pages. A total of 20 public libraries' pages
242 were selected at random, through searching on Facebook, using "public library" as a keyword in searching. Then,
243 the study browsed the content of every library's profile page, which is called a "wall" on Facebook. The analysis
244 took around eight weeks to complete. The researcher browsed the content posted by library Facebook page
245 administrators-not by users to explore the various types of library activities and how they use this space for
246 marketing the library and information. From these activities, the study identified the roles of LIPs as well as the
247 users in library marketing. Table 1 shows the number of public libraries included in this study.

248 It should be noted that this research did not take into consideration branches of these libraries. Moreover, this
249 study analyses only the first five pages for each library wall on Facebook. Additionally, the study ruled out all
250 the libraries that had an inactive page on Facebook, where only a link to the library home page was provided. In
251 other words, these libraries had no activities of any kind on their Facebook pages. After browsing and analysing
252 the sampled public libraries' Facebook pages (walls), the study created a list of library activities (Table 2). These
253 activities were reformulated in clear points to reflect the specific activities relating to library and information
254 marketing. The researcher also analysed the content with respect to the way in which LIPs, as well as library
255 users, post content and reply to each other, in order to explore their roles in the marketing process.

256 **11 c) Findings**

257 There were 11 main activities of public libraries found on their Facebook walls. The descriptions of these activities
258 were adapted from and based on the analysis of the libraries' Facebook pages. Most of the public libraries used
259 Facebook walls for library news and events or for general news. These included book awards, festivals, new
260 visitors, library events, opening hours and so on. Figures 1 to 6 show several examples of this type of activity as
261 they appeared on the libraries' Facebook pages. In addition to these activities, all the libraries provided a link
262 to their homepage on their Facebook walls. Librarians also used their Facebook walls to introduce new services
263 at the library. An example is provided in the Figure 26. A noticeable point is that most of the libraries were
264 creating an account on Twitter as an additional communication channel. The libraries used Twitter to follow
265 other libraries and to enable followers on Twitter. In addition, each of these activities was followed by a link to
266 the library's home page.

267 **12 VI.**

268 **13 Discussion**

269 **14 a) The Main Activities of Libraries on SNSs**

270 According to Table 2, most public libraries use their Facebook walls to post their news and to inform users
271 about coming events in the library or in the community. The news includes library news, news about people,
272 festivals and exhibitions, and events at the library or in the community (Figures 1 to 5). Announcements about
273 library news and events are an essential way to increase the library's reputation in the community and among
274 other libraries, while showing the library's activities. Facebook is making it easy for LIPs to reach their users
275 and deliver library events and news. The users are passing this news to other users via SNSs, so librarians are
276 guaranteeing that the news and events will reach the majority of users as well as nonusers. It should be noted
277 that Facebook walls can support and enhance "custom news alerts". These support users in keeping up with the
278 day-to-day operations of the library. By using them, LIPs are marketing the library itself in the community and
279 updating community members with new information.

280 There are several types of activities that concern information sources (books, CDs, DVDs, etc.), for example:

16 C) THE NEW ROLES OF LIPS WITHIN SNSS

281 ? New books: According to Table 2, most libraries are using Facebook walls to inform their users about new
282 books. They are announcing new books by listing them on the walls and linking this to the library website, which
283 gives more details about the books. In libraries, this type of information service is called "current awareness
284 services", and is intended to alert users to recently published literature such as books and articles in their field
285 of specialization. It can therefore be concluded that SNSSs are valuable sources of current awareness service and
286 this service can be developed by SNSSs. This result is similar to the findings of Cook and Wiebrands (2010), who
287 concluded that the "current awareness tool should be able to deliver current, relevant information without a huge
288 burden in time and effort for the client or adding to their information overload.

289 Online social networks do seem to meet these criteria." (p. 22). Another noticeable point is that full descriptions
290 with pictures of the books are provided for these materials.

291 ? Book recommendations and/or suggestions: One of libraries' objectives is to make users aware of their
292 services. This can be achieved by marketing the services; otherwise, users will not be informed about them. It
293 is very important to use the available applications to support marketing information services. However, there
294 are some libraries using Facebook to inform users about the new services provided and how they can use them.
295 By doing so, they are able to achieve one of the goals of library marketing. Facebook can facilitate this kind of
296 service. According to

297 It is necessary to understand online users' behaviour in order to market and promote library services effectively.
298 For this purpose, some libraries create an online questionnaire via Facebook to gain users' feedback and then to
299 promote their services (see Figures 27 and 28). LIPs should understand users' requirements and their activities,
300 and this can be achieved by using SNSS applications. Additionally, Facebook can support the understanding
301 of users' needs by providing LIPs with applications for designing online surveys for gaining user feedback. By
302 doing that, libraries can market their services effectively based on their users' needs. Some of the public libraries
303 tended to use Facebook as a place for marketing their employees' experience and knowledge. It can be noted
304 that libraries are using a new strategy to attract their users by showing that their staff is qualified and has varied
305 experience. This helps LIPs to improve their reputation within their community.

306 From the above discussion, it can be concluded that there are four main marketing activities that public
307 libraries practise on Facebook pages and/or on Facebook walls: ? Basic information about library news and
308 events (marketing the library itself or self-promotion).

309 ? Basic information about the library collection (marketing information sources and resources). ? Basic
310 information about library services (marketing information services). ? Basic information about community
311 services and people (marketing people knowledge).

312 The first and second categories of marketing are used widely by LIPs, whereas the third and fourth are used
313 less often.

314 SNSSs such as Facebook are taking information services beyond the traditional information services. This can
315 be concluded from the number of services which can be facilitated by using these sites, for example, book talk
316 services (by creating a video to introduce a new book), current awareness services and custom news alerts. It
317 can be noted that LIPs are not creating new library services but rather are using these applications to enhance
318 existing services.

319 15 b) Library Users and the Marketing Process

320 In the case of books, CDs, journals, newspapers, music suggestions and/or recommendations, it has been shown
321 that these recommendations and/or suggestions can be displayed by staff as well as library users via messages
322 and content creation, which can be sent directly between members as well as nonmembers. This means that
323 the users play an important role in marketing library collections with these applications. This is illustrated as
324 framework below.

325 One of the big ideas behind Web 2.0 as identified by Anderson (??07) is "user-generated content". By
326 allowing users to create, produce and manipulate information and/or content, they can share this content with
327 others. Each user can participate by posting such contents. SNSSs allow users to do this and librarians and
328 information professionals can benefit from these activities by posting content that recommends or suggests an
329 item. Their intention is to market and promote their library collection. The users can play a role in passing the
330 information and/or messages to others, which facilitates the marketing process.

331 Another idea related to the Web 2.0 concept is collaboration and communication. When user posts content,
332 other users-either library members or nonmembers who can also access and participate in the site-will be informed
333 about the library's collections (books, CDs, etc.) They can search for this item from their own library branches
334 or through the library interloan system. This facilitates communication and collaboration between the library
335 branches or with other libraries. The collaborative effort leads to better marketing, thanks to SNSSs. Another
336 important point, LIPs could involve in above diagram in "member/nonmembers", they may participate and follow
337 what other libraries do.

338 16 c) The New Roles of LIPs within SNSSs

339 Through the analysis of the libraries' Facebook pages, it has been shown that LIPs are involved in:

340 ? Creating new content, and contributing and revising, including updating content for users, and posting new
341 content and information.

342 ? Coordination of SNSs (e.g. Facebook, Twitter), including controlling the library profile, updating
343 information, controlling the use of applications (e.g. Lib Guides Librarian), etc.

344 ? Site management, including managing library home pages within SNSs, transferring information, controlling
345 all links and hyperlinks, hypertext, etc.

346 ? Promoting social events including all activities related to the community.

347 ? Controlling online discussions and cooperation, including managing discussions and making sure all content
348 is relevant to the topic under discussion, etc.

349 ? Creating reports (e.g. statistical about page usability and accessibility)

350 All these new roles can be observed in the analysis of the sites; however, they require several important skills,
351 such as marketing experience, ICT skills, social networking literacy (e.g. diverse methods of communicating,
352 searching and navigating, applications for the library, etc.) and languages. The library can do marketing by
353 using several types of applications provided by SNSs, such as Facebook applications. These applications can be
354 used to improve library services in order to attract users and provide them with the best services possible. These
355 applications can support the best use of library collections by users and at the same time enhance some services
356 to facilitate the use of information resources. The roles of LIPs as indicated above involve many tasks. They
357 need to have professional skills in order to market the library and information services effectively on SNSs.

358 **17 e) Issues Raised in this Study**

359 The first issue raised in this study is that all of the libraries' advertising efforts were under a single slogan or
360 icon, which is called a "brand". This makes them different and valuable; however, there are many issues that
361 arise with the use of a brand and their use by libraries for effective marketing. This needs to be fully discussed.

362 The second issue raised is the measurement of effectiveness of marketing communications in the marketing
363 of information on SNSs. According to the experiences and studies cited above, the number of libraries with a
364 presence on SNSs is rapidly increasing. Most of the libraries looked into marketing their services and found SNSs
365 to be a good tool to reach the majority of users. However, LIPs need to have marketing skills as well as be
366 familiar with SNSs applications. Very little research has discussed this issue and this need to be addressed.

367 **18 VII. Conclusion and Recommendations**

368 It has been shown that most public libraries are using Facebook as a place for marketing themselves and their
369 services and to promote their collections. However, there are many applications offered by Facebook that could
370 support libraries further in marketing their services and resources that were not found in some libraries' Facebook
371 pages. In addition, several points can be observed from this study: users can play an important role in marketing
372 library collections, the concept of information marketing within Web 2.0 has been changed and SNSs can be used
373 as an effective strategy for marketing the library.

374 This study drew a framework of using SNSs in library marketing that indicated the main activities of libraries.
375 This framework can provide descriptions of marketing library's services by adoption SNS applications. For
376 example, Facebook applications can be used to promote library services and support library marketing.

377 The study recommends the following points:

378 ? The exploration and use of SNS applications to enhance library services and support library marketing (e.g.
379 LibGuides Librarian, Facebook Librarian, Books iRead, COPAC Search and JSTOR Search). These applications
380 can be found at: <http://onlinesocialnetworks.blogspot.com/2007/08/top-ten-facebook-apps-for-librarians.html>.

381 ? The teaching of marketing in LIS. There are different types of marketing and it should be noted that library
382 marketing differs from business marketing. A better understanding of marketing will support LIPs in enhancing
383 library services (Kavulya, 2004).

384 ? The teaching of social media literacy. This will support LIPs by giving them knowledge about these
385 applications and how they can use them in library and information services.

386 ? Providing LIPs and LIS students who will work in libraries with ICT skills. These skills should include
387 computer programming, which will help them to enhance and promote their services (Noel & Waugh, 2002).

388 ? A combination of marketing methods (traditional and new technology) to promote library services and
389 resources.

390 Global Journal of Human Social Science (D D D D)

1 2

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²© 2013 Global Journals Inc. (US)



Figure 1:

| | Public Library | City/country | Have a presence on: |
|----|--|-----------------------------------|----------------------------|
| 1 | Austin Public Library | Austin, Texas, US | Facebook, Twitter |
| 2 | Brooklyn Public Library | Brooklyn, New York City, US | Facebook, Twitter |
| 3 | Chicago Public Library | City of Chicago, US | Facebook, Twitter |
| 4 | Cleveland Public Library | Cleveland, Ohio, US | Facebook, Twitter |
| 5 | Denver Public Library | City of Denver, Colorado, US | Facebook, Twitter |
| 6 | Edmonton Public Library | City of Edmonton, Alberta, Canada | Facebook, Twitter |
| 7 | Fayetteville Public Library | Fayetteville, Arkansas, US | Facebook, Twitter |
| 8 | Houston Public Library | Houston, Texas, US | Facebook, Twitter |
| 9 | Internet Public Library | Drexel University, US | Facebook, Twitter, MySpace |
| 10 | Kenton County Public Library | Kenton County, Kentucky, US | Facebook, |
| 11 | Los Angeles Public Library Adult Literacy Services | Los Angeles, California, US | Facebook |
| 12 | Milwaukee Public Library | Milwaukee, Wisconsin, US | Facebook, Twitter |
| 13 | Nashville Public Library | Nashville, US | Facebook, Twitter |
| 14 | Omaha Public Library | Omaha, Nebraska, US | Facebook, Twitter |
| 15 | Sacramento Public Library | Sacramento, California, US | Facebook, Twitter |
| 16 | Saint Paul Public Library | Saint Paul, Minnesota, US | Facebook, Twitter |
| 17 | The New York Public Library | North America, US | Facebook, Twitter |
| 18 | The Seattle Public Library | Seattle, Washington, US | Facebook, |
| 19 | Toronto Public Library | Toronto, Ontario, Canada | Facebook, Twitter |
| 20 | Wichita Public Library | City of Wichita, US | Facebook, Twitter |

1

Figure 2: Figure 1 :

| Libraries used Facebook walls for: | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
|--|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|
| - General news | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✗ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| - Library events & news | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✗ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| - Announcements about new books, journals or databases | N | N | ✓ | ✓ | N | ✓ | ✓ | N | N | N | N | ✓ | ✓ | ✓ | ✓ | ✓ | N | ✓ | ✓ | ✓ |
| - Announcements about movies, videos, films, DVDs, etc. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✗ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| - Book, film and music recommendations and suggestions+ Book reviews | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✗ | N | ✓ | N | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| - Announcements about workshops, programmes, lectures and sessions. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✗ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| - Announcements about new library services | N | N | N | N | N | N | N | N | ✗ | N | N | N | ✓ | N | N | N | N | N | N | N |
| - Feedback via online survey | N | N | N | N | N | N | N | N | ✗ | N | ✓ | N | N | ✓ | ✓ | N | ✓ | ✓ | N | N |
| - Introducing staff experience, new staff | N | N | N | N | N | N | N | N | ✗ | ✓ | N | ✓ | N | N | N | N | N | N | N | N |
| - Promotion of other library collections | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✗ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

N= not clear

✓= was noticed

✗= was not noticed

Figure 3: Figure 2 :



Chicago Public Library

We are closed today, but have lots of great events this month. See you tomorrow: <http://ow.ly/6lHxs>

Events and Programs - Chicago Public Library

ow.ly

4

Figure 4: Figure 4 :



Toronto Public Library

Congrats to the finalists of this year's Toronto Book Awards, announced today. Check out the nominated books and meet the authors at library events.



Toronto Book Awards 2011 : Toronto Public Library

www.torontopubliclibrary.ca

The Toronto Book Awards honour authors of books of literary or artistic merit that are evocative of Toronto.

5

Figure 5: Figure 5 :



Fayetteville Public Library

Join us in our effort to collect 2500 books for 2500 kids!

Tomorrow, July 26, is the last day to donate.

Click the event below for more information.



2500 Books for 2500 Kids

Location: Fayetteville Public Library

Time: 12:00AM Tuesday, July 26th

6

Figure 6: Figure 6 :



Edmonton Public Library

Create your own miniature masterpiece at the Kaleido Festival this weekend and we'll exhibit it in the library!

<http://www.epl.ca/programs-and-events/programs?forma=nid34&aud=NONES&id=NONES&cate=NONES&dt&tdt&kws=kaleido&searchPrograms=Search>

720

Figure 7: Figure 7 : 20 Global



Milwaukee Public Library



Open House @ Your Library

Now @ MPL...

Beginning on September 12, several of the neighborhood libraries are hosting open houses. Families can meet library staff while browsing the library's collection of DVDs, CDs and books. Your child can enjoy a snack while making a library card wallet! Come to your local libr...

Published: 9 September 2011, 11:17 am

More stories: [Read more stories](#)

Custom tabs: [View example tabs](#)

...

9

Figure 8: Figure 9 :



Cleveland Public Library

Don't miss our next Writers & Readers series author, Anchee Min, this Sunday at 2:00 p.m. <http://ow.ly/4GfKF>



Writers and Readers Series: Anchee Min

ow.ly

Anchee Min's latest novel, Pearl of China, is a dramatic account of Nobel Prize winner Pearl S. Buck's 40 years in China. Told from the viewpoint...

10

Figure 9: Figure 10 :



Cleveland Public Library

And the new arrivals are... <http://ow.ly/5Kqg>



Books, Movies & More - New Arrivals - Cleveland Public Library

ow.ly

New Arrivals

11

Figure 10: Figure 11 :



Omaha Public Library

Did you know that you can get a list of our newest and hottest books, DVDs, and audiobooks right in your inbox?! Sign up for one of our E-Newsletters! [/micki](#)



Audience Signup - Omaha Public Library

library.booksite.com

Just three easy steps will get you on your way to receiving our e-newsletters: Click on the check box next to each e-newsletter you want to receive. Enter your e-mail address in the box provided at the bottom of the page. Click on the Subscribe button at the bottom of the page.

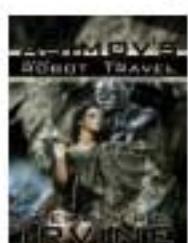
131415

Figure 11: Figure 13 :Figure 14 :Figure 15 :



Omaha Public Library

Our eBook collection is growing rapidly! Fun & popular titles for children and teens (cookbooks, pocketdoodles, origami) plus the top adult bestsellers are ready to be downloaded! [/judy](#)



Omaha Public Library - New eBooks

ebooks.omahapubliclibrary.org

Omaha Public Library

16

Figure 12: Figure 16 :



Brooklyn Public Library

10 Great Movies For Book Lovers: http://flavorwire.com/200532/10-great-movies-for-book-lovers?utm_source=Sailthru&utm_medium=email&utm_term=Day+3+%28Wednesday%29&utm_campaign=Unified+Mailer



Wall Photos

Figure 13:



Austin Public Library

Bucket of Blood @ Carver Branch. Thursday, September 8 at 6 p.m. Join us for a series of American films that are notable for their lack of quality, whether it is in writing, acting, effects, or all of the above. The Bad Film Festival opens with Bucket of Blood featuring beatniks, bongos and blood as only Roger Corman can deliver. <http://www.ci.austin.tx.us/library/news.htm#acb20110908>



Bad Film Festival @ Carver Branch

www.ci.austin.tx.us

Walter Paisley, a strange little busboy at a beatnik coffeehouse, seeks love and acceptance from the poets and artist he serves by becoming a "sculptor". When his more than life-like creations are declared masterpieces, fame and fortune follow until the horrible truth behind his work is revealed.

17181921

Figure 14: Figure 17 :Figure 18 :Figure 19 :Figure 21 :

EDMONTON PUBLIC LIBRARY



Edmonton Public Library

Watching the fabulous, award-winning movie "Temple Grandin" staring Claire Daines. Picked it up from EPL. You can too. Worth watching.



Temple Grandin - EPL

epl.bibliocommons.com

Temple Grandin (DVD) : An engaging portrait of an autistic young woman who became, through timely mentoring and sheer force of will, one of America's most remarkable success stories.

222324

Share · May 26 at 11:42am

Figure 15: Figure 22 :Figure 23 :Figure 24 :



Saint Paul Public Library

Book recommendations for kids and teens by grade level:

Book Lists for kids and teens

www.sppl.org

Saint Paul Public Library website.

Share · July 13 at 11:46pm

2520

Figure 16: Figure 25 : 20 Global



Chicago Public Library

Need a good book to read at the beach or park this summer? Take a look at our Book Beats reading list - all are titles about music:

Book Beats Recommended Reading - Chicago Public Library

www.chipublib.org

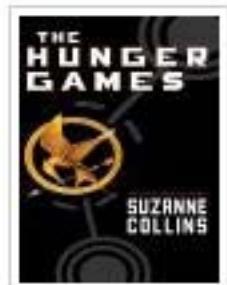
20

Figure 17: Figure 20 :



Fayetteville Public Library

Is there a book or series of books that you have read more than one time?
I'm reading The Hunger Games by Suzanne Collins, again. It was good the first time and even better this time!



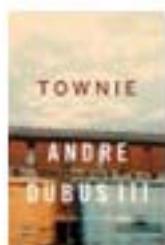
Wall Photos

26

Figure 18: Figure 26 :



Nashville Public Library



Book review: Townie

This phenomenal memoir is like a potent mixture of Tobias Wolff's autobiography This Boy's Life with the movie The Fighter. Dubus is the son of the acclaimed short story writer of the same name, and here he describes his harrowing 1970's coming-of-age after his father left the family. Gro...

Share · March 17 at 1:02am

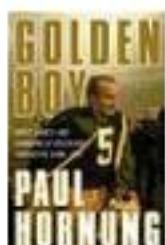
27

Figure 19: Figure 27 :



Nashville Public Library

Want to keep football season alive after Sunday? Here are some good books.



"Football Reads" by nashvillepubliclibrary [WorldCat.org]

www.worldcat.org

Print: <http://www.library.nashville.org/bmm/bibliographies/football.pdf>

----- Compiled by the staff at Nashville Public Library,

Figure 20:



The Seattle Public Library

Any other board game freaks out there? What's your favorite board game?



Books about Board Games

seattle.bibliocommons.com

29

Figure 21: Figure 29 :



The Seattle Public Library

Do you ever get the urge to read something that gives you the same thrill as when you first saw Indiana Jones? What's the best adventure tale you've read?



Adventure books for teens and adults

seattle.bibliocommons.com

30

Share · Sunday at 12:51am

Figure 22: Figure 30 :



Fayetteville Public Library

Computer classes at FPL start Tuesday!

Click the event below for more information.



Get Your Geek On Computer Classes

Location: Fayetteville Public Library

Time: 12:30AM Wednesday, August 17th

31

Figure 23: Figure 31 :



Austin Public Library

Join Spike Gillespie for a Breathing life Into Words writing workshop. Monday, August 1 from 7 - 8:30 p.m. Hampton Branch at Oak Hill.
<http://www.ci.austin.tx.us/libr ary/news.htm#ao20110801>



Writing Workshop at Hampton Branch at Oak Hill

www.ci.austin.tx.us

Learn how to tell your story in memoir form. Whether you are hoping to write a book, improve your blog, or simply put your story down for yourself you'll get plenty of helpful tips. Spike Gillespie was voted by the Austin Chronicle as "Best Austin Author 2006." She is the author of several critical...

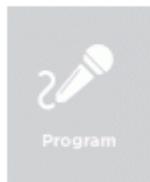
3334

Figure 24: Figure 33 :Figure 34 :



Toronto Public Library

Celebrate Heritage Toronto's presentation of a plaque recognizing the historical significance of the George H. Locke Memorial Library. Sat Sept 10th.



George H. Locke Memorial Branch Plaque Presentation : Locke

www.torontopubliclibrary.ca

Celebrate Heritage Toronto's presentation of a plaque recognizing the historical significance of the George H. Locke Memorial Library. Refreshments following. Historian, Barbara Myrvold will lead a free Heritage Toronto Walk of Lawrence Park: A Garden Suburb prior to the presentation. Meet at 10:3...

28

Share · August 31 at 10:17pm

Figure 25: Figure 28 :



Brooklyn Public Library

PARENTS! The Central Branch Youth Wing is hosting a monthly Ezra Jack Keats Bedtime Stories program starting Thursday August 25 at 7:30. Don't miss out!
<http://bit.ly/r52jT8>



Brooklyn Public Library | Ezra Jack Keats Bedtime Stories

www.brooklynpubliclibrary.org

Through the Ezra Jack Keats Bedtime Stories and Take-A-Book Series, librarians read aloud to children and lead singing, rhyming, and playing activities related to the themes and images of the book. At the end of each session, every child is given a free copy of one of Mr. Keats' books to keep. The...

32

Figure 26: Figure 32 :



Denver Public Library

Free Exploring Business Ownership Workshop is tomorrow! <http://bit.ly/gA4EFK>



Exploring Business Ownership - August 16 | Denver Public Library

denverlibrary.org

Sponsored by the Rocky Mountain MicroFinance Institute in conjunction with the Denver Public Library and the Denver Office of Economic Development.

Figure 27:



Saint Paul Public Library

WCCO features Homework Help Centers and online Homework Help available at the library.



Back To School: Free Homework Help Resources

minnesota.cbslocal.com

Oftentimes, parents are more excited when fall rolls around and school reopens than children, but going back to school also means going back to helping with homework.

Figure 28:

1

Figure 29: Table 1 :

2

Figure 30: Table 2 :

2

LIPs can reach a majority of their members and non-members at the same time, whereas this is limited with traditional marketing methods.

? Announcements about workshops, programmes, lectures and sessions: According to Table 2, around 95% of the libraries are using Facebook as a place to announce workshops, programmes, lectures and sessions (see Figures 20 to 24). Facebook supports libraries by reducing advertising time and effort, and helping to reach people quickly and easily.

Facebook is being used as a platform for updating community members about such activities and this can promote society's knowledge by enabling people's involvement and participation in these activities.

Figure 31: Table 2 ,

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18 VII. CONCLUSION AND RECOMMENDATIONS

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