
**ROLE OF SOCIAL NETWORKING SITES IN PROMOTING LIBRARY SERVICES AT
INDIAN INSTITUTE OF MANAGEMENT LUCKNOW: A STUDY**

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ABSTRACT

Academic institutions now use social networking sites to guide their communication methods, also for library outreach. This research examines the use of Facebook, Twitter, Instagram and LinkedIn by the Indian Institute of Management Lucknow (IIML) to advertise library services. User activity, noticing of these services and satisfaction are the subjects of this research. Analysis of content and surveys demonstrate how well SNS help library staff communicate, stay relevant and distribute information to users. According to the research, users like the quick updates and wide variety of materials on SNS, but there are challenges in getting people involved and customizing offerings. The study advises academic libraries to plan better content, take user feedback into account and cooperate with departments to maximize the benefits SNS offer for education and learning.

Keywords- Social Networking Sites, Library Management, Library Promotion, Social Media, Library Services,

INTRODUCTION

Thanks to fast changes in digital technologies, academic institutions now have easier ways to engage, share information and connect with those they serve. Social networking sites (SNS) have turned out to be key technologies to reach, talk to and interact with fans and audiences. SNS help academic libraries close the gap between the familiar services they offer and what students, teachers and researchers need in the digital age.

The IIML library, which is part of India's premier management institution, greatly supports the students, professors and researchers in the institute. Here, you can find hundreds of books, journals and both printed and digital databases, research reports and learning tools. However, as schools and schedules become digital, libraries must keep their services up to date and easy for everyone to use. It is here that Facebook, Twitter, Instagram, LinkedIn and YouTube make a difference.

Thanks to SNS, libraries have an online presence available any day at any hour. Libraries are able to do the following with their platforms.

- Help clients know about new resources and services as they happen.
- Don't miss sharing upcoming hours, introducing new materials, promoting events and digital services.
- Table of Contents should mention student accomplishments, updated research trends and helpful tips in sharing research papers.
- Encourage community members by providing polls, feedback forms, hosting live sessions and engaging on interactive posts.

SNS also let businesses communicate both with and throughout their community, making it more engaging than unfamiliar one-way posts. Anyone can add comments to posts ask questions or recommend improvements, making sure the library responds better to the needs of everyone on campus.

In addition, as students become more technologically skilled and connected around the world, organizations like the IIML use SNS to efficiently connect with them in the spaces where they often are. Instagram and Twitter give students and teachers a chance to network professionally and discover more about their topic of interest. Because of its history and internet visibility, the IIM Lucknow Library can extend its services to the wider academic and business world.

Even so, there are still major questions to consider:

- What level of use are these platforms currently achieving?
- Do staff and students know about the social media profiles of the library?
- Which kinds of information do they consider most beneficial?
- What aspects is the library's SNS strategy missing?

This project is designed to assess how well social networking sites promote IIM Lucknow's library services. It looks at current ways the digital tools are used, how users feel about them and where improvements might be made to help plan future actions. In the end, we want to explore ways SNS

can better meet the study and research needs of the IIML community, while at the same time, making the most of the library's resources.

WHAT ARE SOCIAL NETWORKING SITES AND HOW DO THEY WORK IN LIBRARY PROMOTION

Definition and Functionality:

People can use social networking sites (SNS) to produce, share and exchange content, along with interacting online with others. They make it easy for people to have conversations, receive content and interact, no matter where they are. At universities and other institutions, SNS are now widely used to inform staff, connect with external partners, engage students and the public and support efficient communications.

Previously defined as a place for information, academic libraries now want to become involved in people's life online. Thanks to SNS, libraries have a quick and informal way to tell users about their services and stay connected with them. People can communicate in both directions through these platforms, so sharing feedback, suggestions and questions is simple.

To help with digital engagement, the library at IIML makes use of SNS in its strategy.

- Most companies release announcements for users, telling them about time changes for branches over holidays, updated loan regulations or new online subscriptions.
- There can be sections that announce new books, access to case study databases, online resources or reading lists created exclusively for some academic disciplines.
- Share News of Events and Sessions: Provide participants with information about webinars, research classes or orientation programs meant for new learners.
- Get Users Involved: Present polls, lively quizzes and question-and-answer activities for users to participate in.

Key Platforms Used by IIM Lucknow Library:

1. **Facebook** – Used for event promotion, live sessions, and updates.
2. **Twitter** – For quick updates, retweeting research content, and following institutional news.
3. **Instagram** – Highlights library spaces, resources, and visual content.
4. **LinkedIn** – Shares research trends and connects with alumni and academic professionals.

LIBRARY PROMOTION THROUGH SOCIAL NETWORKING: KEY FEATURES

Real-Time Communication

- SNS allow for the **immediate dissemination** of vital information such as system downtimes, extended hours during exams, or database renewals.
- Users are kept constantly updated, which helps maintain transparency and operational efficiency.

Interactive Engagement

- SNS platforms foster **two-way interaction**, enabling users to comment on posts, ask questions in real-time, and participate in quick polls about preferred book genres, services, or new initiatives.
- Feedback collected through these interactions informs service improvements and boosts user satisfaction.
- Example: Weekly “Library Tips” posted on Instagram stories where users can respond or share suggestions.

Visual & Multimedia Promotion

- Libraries use videos, slideshows, infographics, and GIFs to **make content digestible and visually appealing**, especially for younger, digitally native users.
- Infographics showing “how to access a database” or “5 things every researcher should know” are easier to understand and share.
- Instagram Reels may feature book reviews by students, giving a peer-led promotion touch.

Resource Sharing and Accessibility

- SNS serve as a **central hub for digital resource sharing**—direct links to open-access journals, e-book platforms, institutional repositories, or faculty publications.
- Users get curated content relevant to their field of study, often categorized by program (PGP, FPM, IPMX, etc.).
- Example: Twitter threads highlighting monthly top downloads from the IIML institutional repository.

Brand and Community Building

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- Regularly sharing success stories, academic milestones, or photos from library events helps in building a **recognizable and trusted library brand**.
 - SNS also humanize the library, portraying it as a welcoming and inclusive space.
 - Community-building is further enhanced through initiatives like “User of the Month” or collaborative campaigns with student clubs.
 - Social media presence also enhances the visibility of the library in global academic circles, contributing to the **institution’s branding** and outreach.
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LITERATURE REVIEW

Libraries, which used to be simple spaces, now see SNS as ways to get people more involved, inform them about services and engage a wider group of users. SNS are becoming popular in Indian academic libraries to link old library services with the new needs of students in the digital world.

1. The Role of Social Media in Library Services

Research shows how SNS are becoming an important part of modern libraries. As described by Baker & Wood (2020), SNS gives academic libraries a special way to involve users more, mainly by creating a user-friendly communication model. The authors in that study claim that social networks have enabled academic libraries to take part in exchanging information actively in the digital world. They mention Facebook, Twitter and LinkedIn as effective ways for libraries to inform users about programs, provide helpful material and learn their opinions.

With SNS, libraries at IIM Lucknow can let students know about new materials, allow students to share among themselves and appear more interactive. As an illustration, IIM Lucknow’s library can distribute information about its new resources, arrange online activities and signal important publications.

2. The Benefits of SNS for Academic Libraries

Libraries can take full advantage of SNS to expand their presence, support resources for users and improve the community’s closest connections. Based on the findings of Singh & Agarwal, social media lets academic libraries share open-access resources, digital sources and online training sessions. The analysis also points out that online library communities help reach people all over the world and encourage international cooperation in sharing resources.

Besides, SNS platforms such as Instagram and YouTube give libraries the option to attract users with things like photo tours, video educational content and interactive webinars. For IIM Lucknow, SNS could enable alumni, faculty and researchers to join a global group and share their knowledge and academic news.

3. Enhancing Library Engagement through SNS

Libraries rely on social media to form a community made up of library users who feel they own and belong to the service. Ghosh & Roy explain how using polls, feedback surveys and user-contributed content can help academic libraries become more engaging. Because of this approach, libraries can learn what their users need and make necessary changes to stay ahead.

As found in Gupta & Verma's (2023) research, SNS lead to higher user involvement by allowing fast communication and user participation. As an illustration, using Twitter for quick questions and Facebook gives library users a chance to discuss, make suggestions and join a back-and-forth conversation with the library. Such a system could boost library operations through valuable feedback and help make learning more vibrant at IIM Lucknow.

Khanna et al. (2021) report that SNS tools allow libraries to put a friendly face on their services and boost brand loyalty. If users believe the library is interested in their studies, they will attend its events, use its resources and interact more.

4. Libraries Using SNS for Resource Promotion

Promoting underused library resources is simple and effective on SNS platforms. Patel & Choudhury (2020) highlighted that academic libraries in India begin to use social media to promote their digital resources, databases and research tools to students and faculty members. It supports the library services and at the same time makes users aware of all kinds of resources they can use.

According to Verma & Rai (2023), libraries in India commonly use social media networks to let users know about various electronic databases, research journals and online resources available to them. Particularly, the research indicated that visual content on Instagram and Facebook efficiently notifies users about what help is offered.

At IIM Lucknow, SNS platforms could promote important resources for business research such as electronic journals or in-depth case studies... Sharing new book cover images and infographics about interesting resources on the Instagram feed could prompt students and faculty to discover more.

5. The Challenges of Using SNS for Library Services

Even so, there are obstacles that libraries encounter when using SNS. Singh & Joshi (2022) they lift up important discussions about privacy issues, possible misunderstandings and problems finding uniform engagement from users. Libraries must design their SNS approach carefully to guarantee that whatever is distributed through these networks is both accurate and complies with key policies.

At IIM Lucknow, making research results and school news easy to access on a network like Facebook can be challenging. Without a strong communication strategy, you may end up posting so much content that users feel lost or remove themselves from engaging with your pages.

It is also true, according to Pandey (2021), that some library users may not be aware of the digital tools they need to access all the features of SNS-based services. Therefore, IIM Lucknow's library could organize information sessions for students and faculty about using library resources via social media.

6. Future Directions for SNS in Library Services

It appears that SNS will play a bigger role in libraries as more new platforms and tools are released. The authors, Kumar & Kumar (2023), believe academic libraries should test AI-assisted tools and automated production of content to enhance user experience and improve efficiency. As an example, AI could select posts for users depending on what they like and inform them about coming events related to their studies.

It has been observed that by its library using chatbots on Facebook or Twitter; a lot of users can be served faster and more effectively, providing them with correct information regarding library hours and available resources. In addition, using augmented reality (AR), libraries could allow students to explore their facilities from anywhere and discover resources or special services they might normally miss.

METHODOLOGY

Quantitative Data Collection:

Surveys were conducted among IIM Lucknow students, faculty, and library staff to assess their interaction with the library's social media presence.

Qualitative Data Collection:

Content analysis of the IIML library's posts over the past 12 months on Facebook, Instagram, and LinkedIn was performed to evaluate engagement metrics and content categories.

Sample:

A random sample of 100 participants from IIM Lucknow (students, faculty, research scholars) were surveyed using structured questionnaires.

Data Collection Tools:

- **Questionnaire Tool:** Comprising Likert scale and multiple-choice questions to capture perceptions and experiences.
- **Content Audit Checklist:** Used for analyzing library SNS posts by type, frequency, and engagement.

Statistical Analysis:

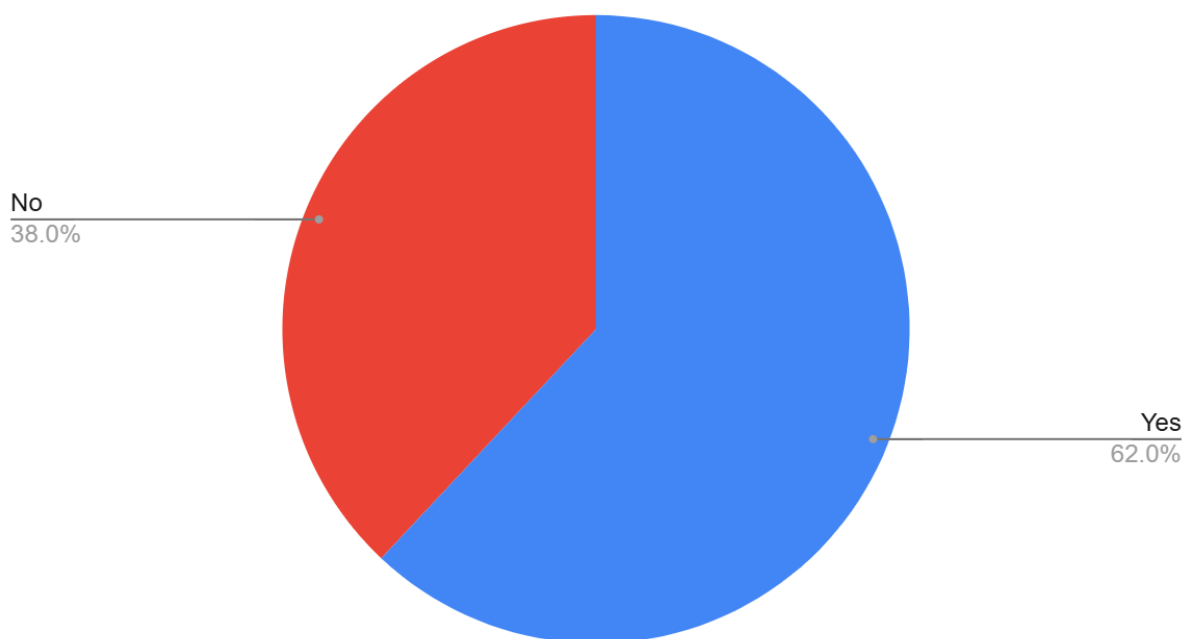
Data was analyzed using SPSS software. Frequency analysis and cross-tabulation were employed to determine usage patterns and satisfaction levels.

DATA ANALYSIS

1. Do you follow the IIML library on any social media platforms?

- Yes
- No

Percentage (%)

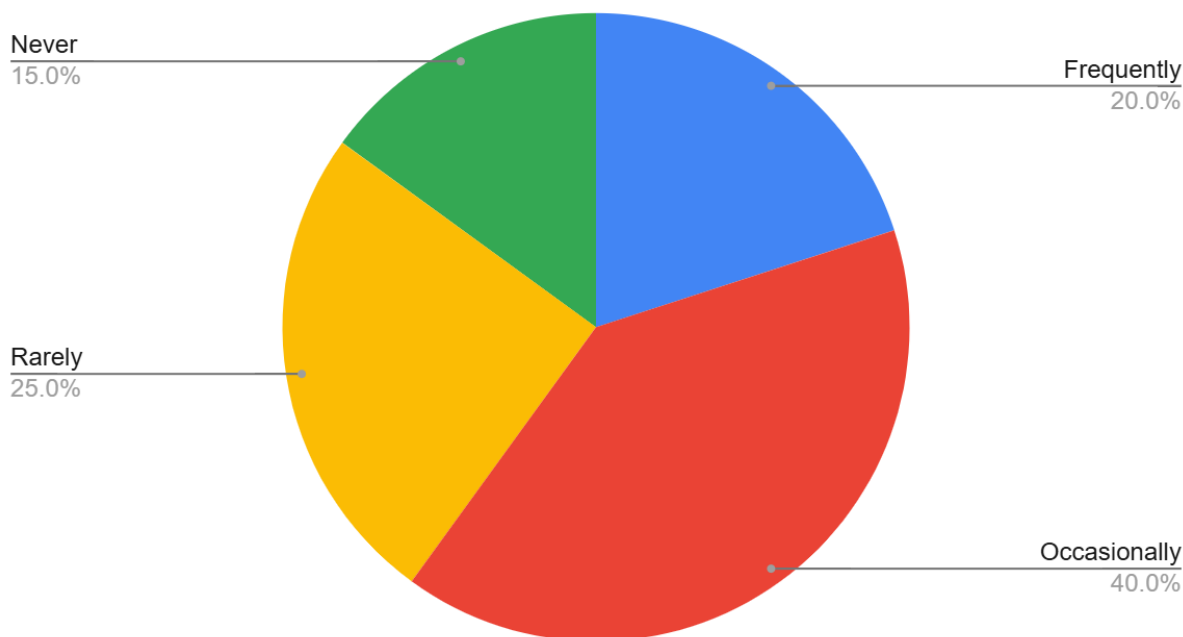


Opportunity: Almost four out of ten IIML users do not keep up with the library on any social media platform. Doing this allows the library to increase its online presence by adding its SNS handles to blog posts and notifying users via emails, social services and other platforms.

2. How often do you engage with the library's social media content?

- Frequently
- Occasionally
- Rarely
- Never

Percentage (%)

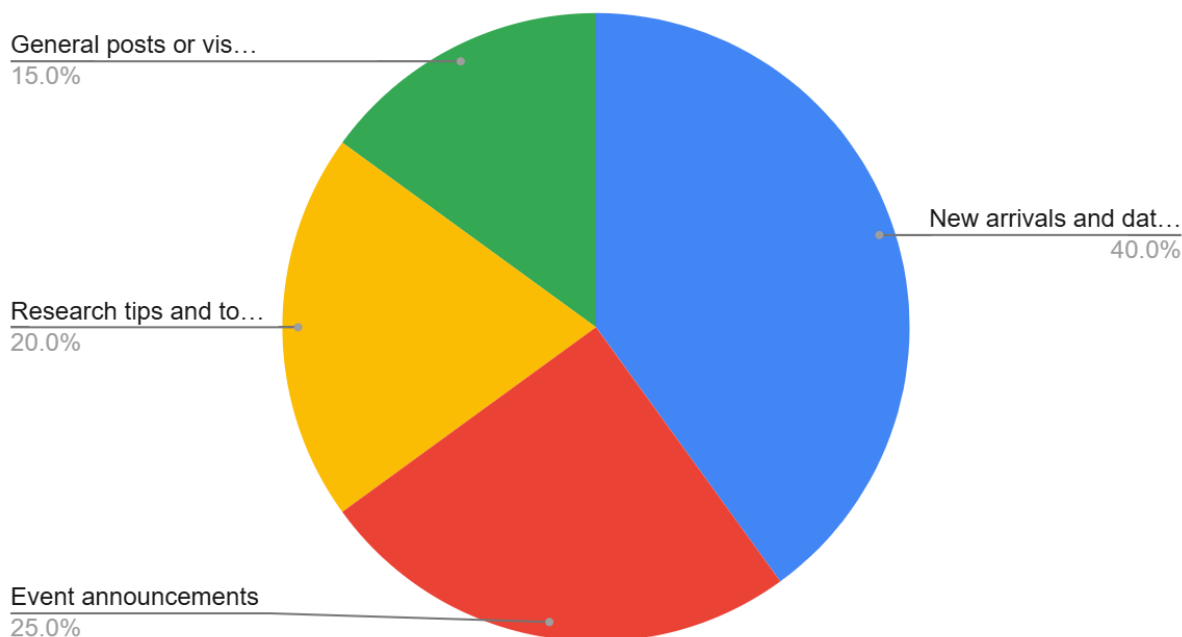


Interpretation: The majority of respondents (60%) know about the library's social media, yet just 20% regularly interact online. Therefore, awareness of the library exists, but the way its content is presented makes it unattractive or non-interactive for users. Innovative campaigns and content made just for users may attract more people.

3. What types of content do you find most useful?

- New arrivals and databases
- Event announcements
- Research tips and tools
- General posts or visuals

Percentage (%)

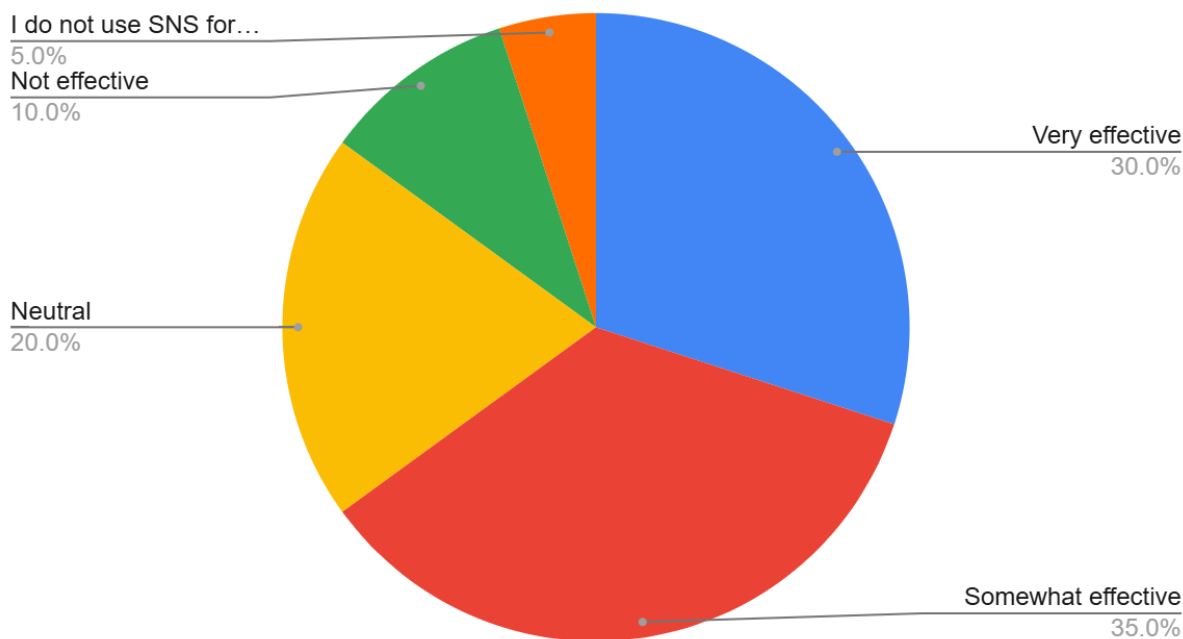


Insight: Materials concerning new arrivals and database topics are most useful to users which proves the significance of academic resources. Yet, using graphics in event announcements, providing instructions for using research tools and highlighting education materials can draw more people to the library.

4. How would you rate the effectiveness of SNS in enhancing your awareness of library services?

- Very effective
- Somewhat effective
- Neutral
- Not effective
- I do not use SNS for library information

Percentage (%)

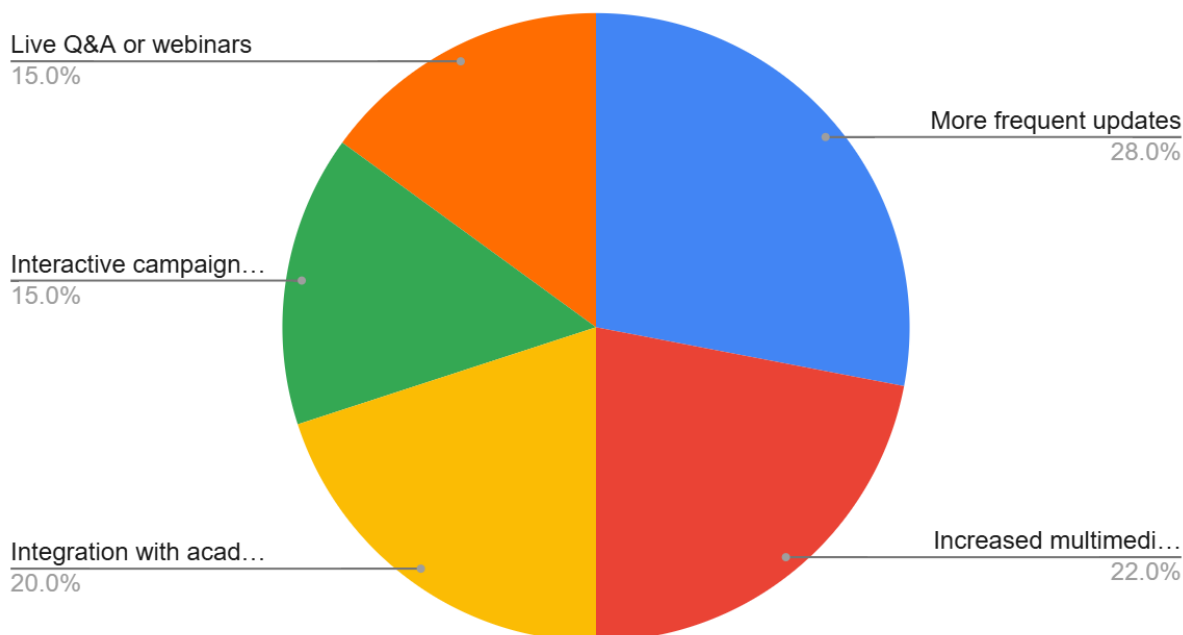


Implication: Some 65% of people agree that SNS increases their awareness, but 10% think it has no effect. It shows that, despite being useful, SNS can still be improved. Creating content that is right for the audience could help improve outcomes among the neutral or dissatisfied.

5. What suggestions do you have for improving library SNS use?

- More frequent updates
- Increased multimedia use
- Integration with academic calendars
- Interactive campaigns and contests
- Live Q&A or webinars

Percentage (%)



Many users recommended having updates more often (28%), introducing multimedia usage (22%) and what users needed was integration with academic calendars (20%). As a result, we must update the content regularly, post visually attractive information and link library SNS content to academic terms to better fulfill user requirements.

CONCLUSION

Promoting and enhancing library services becomes easier at IIM Lucknow with the help of social media sites. Users in the study find SNS to be informative and say it provides quick updates. Even so, to be effective, brands should improve their consistent content strategies, wider user involvement and tailored experiences. When SNS are built to interact with users, their value can be greatly improved by linking messages to users' schedules and study needs. Close co-operation among librarians, faculty and communication teams will be crucial to making the best of these platforms for education.

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