Facebook Pages for Libraries: A comparative study of Indian Library Facebook Pages

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Abstract - *The paper makes an effort to identify Facebook Page as tool of library marketing and way to connect with library users. This paper examines the effectiveness of the Facebook as social networking site. With increase in number of smartphone users and Facebook being the most used SNS in India, Library has to create its SNS identity to reach Users and create awareness about its products and services. This study focuses on the Facebook Page as tool for libraries and suggest its role to be used in libraries. Current study provides basic information about the SNS's, Facebook and Facebook Pages. The study also made an effort to identify the initial efforts of Libraries to adopt Facebook as library tool and attempted a comparative study of selected Facebook Library Pages in India. The study also tried to analyses the Page contents analysis and reader's response analysis along with basic statistics.*

Key Words: Library Marketing, Social Networks, Facebook Page, Users interaction.

1.INTRODUCTION

Facebook is most popular Social Networking Site in India amongst Smart Phone savvy young generation. According to Internet and Mobile Association of India (IAMAI), India has 350 million active internet users, amongst that 60 percent accessed the internet through mobile phones. According to a recent report published in Feb 2016, India has second highest Smart phone users in the world with 220 million users[1]. Out of all 350 million internet users, 53% internet users have Facebook SNS accounts. Even interestingly out of 350 million internet users 77% user's age is between 13 to 29 years, mostly youngsters and probably the student community[2].

Library professionals and libraries always adopted new tools and technologies very easily. In the past also it's been evident that the Libraries are the most initial users of the computers. Automation of libraries and computerization of day to day activities in the Libraries took place when Computers are in their initiate phase. Even adopting the internet based library services is also an example of adopting new technology in the Libraries. Online Databases, Search Facilitators, online reference and document delivery services were adopted very easily in the beginning of Internet era. Now it's time to evolve library services to the Smartphone and SNS adopted users.

Modern day Libraries are facing the drop in the number of personal visitors to the Libraries due to the internet. To overcome this problem, libraries should use same internet features to attract its users to visit the libraries personally and make their users feel online experiences with the libraries. One of such tools on the internet to create awareness about the library and market its resources and services are Social Networking Sites especially Facebook as its most used SNS in India.

2.WHAT IS SOCIAL NETWORKING SITES (SNS):

According to Boyd, Danah M and Ellison, Nicole B SNS is "web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site"[3].

According to Boyd, Danah M and Ellison, Nicole B, the first recognizable social network site is "SixDegrees.com" launched in 1997, it allowed users to create profiles, list their Friends and in 1998, allowed users to surf their Friends lists[3].

In general, SNS provide a platform to an individual to connect and communicate with others. SNS allows an individual to connect with each other; to post text, image or video's; like/dislike and comments on each other's posts even allows to send private messages to each other; even allows to have group or community based on common interests, SNS provide excellent platform for interaction and share the feelings with help of Web2.0 features.

SNS are one of the best Web2.0 internet-based applications. There several SNS's available on the Internet, some of the popular social networking sites are Facebook, Twitter, Google+, LinkedIn, Instagram, Tumblr, MySpace, Classmates, Friendster etc. All of these SNS's have their own features. Each one of them differs to each other like Facebook is open Social Networking Site; Friendster is a social gaming site; Twitter is microblogging site; LinkedIn is a professional networking site; Instagram is a photo and video sharing site. All these have different features to each other, but their main feature which makes them unique is connecting and sharing each other's post.

3.Facebook.com

Facebook is the most popular website in the India with 134 million active profiles, as well as 1.49 billion in rest of the world. Mark Zuckerberg with his friends and roommates in Harvard College as "Thefacebook". Initially, membership was restricted to students of Harvard College only, in a months' time it opened for other universities in US and Canada. In 2005 they renamed "facebook" with purchase of "facebook.com" domain name and it opened its membership to High School Students to join Facebook with invitations only. On September 26th 2006, Facebook opened its membership to everyone who are at least 13 years old with valid email id. In 2010, Facebook launched "Like" button, which became very popular amongst Facebook members. In 2012, Facebook achieved 1 Billion Active User memberships and went to public IPO at NASDAQ, collected $16 billion through shares. Currently, Facebook headquartered in Menlo Park, California, and its founder Mark Zuckerberg is Chairman & CEO of the company.

Facebook is a platform to build social networks or relations among people. One has to register him/herself to use the Facebook with valid email ID or Mobile number and provide Date of Birth to ensure he or she is of 13 years or above. After registering to use the Facebook, user has to confirm his identity through registered email id or through registered mobile number. Once user confirms initial verification, then user will be allowed create a profile, post status updated, shares, photos, videos and use of apps; and to interact with other friends by sending them Friend Request to exchange the messages, receive the notifications when others update their profiles and keep in touch with friends, family and colleagues. Facebook users are also may create or join Groups or Pages of their interests.

4.FACEBOOK PAGE

Facebook page is one of very good feature available. Facebook page is a public profile, specifically created for businesses, brands, celebrities, causes, and other organizations to share their posts and connect with people. Unlike personal profiles, pages cannot send "friend request" to individuals but page admin can send the "Invitation" to like the page and even individuals allowed to "like" the page. Added advantage to the pages is they not limited to a particular number of likes as of the number of friends limited to individual profiles is maximum up to 5000. Facebook Pages can gain an unlimited number of likes or subscribers.

In 2007, Facebook launched "Facebook Page" feature. Like Individual Profiles, pages can also customize "Page Profile" with Profile picture, Cover Photo, Share their Stories through Status update, post the images, videos, and host the event, Apps etc. Posted content appears on the page as well as in subscribers news feeds. Subscribers will be allowed to like, comment on your posts, review the page with rating and message to your page inbox. One can create and manage a Page from his and her personal account as Admin of the Page, if the page is managed by team individual profiles of team members can have different roles as Admin, Editor, Moderator, Advertiser, and Analyst.

5.FACEBOOK PAGE FOR LIBRARIES

Few of library profiles on Facebook which are documented are "University of Kentucky Library" and "Schurz Library" in 2006, but as "Individual Member Profiles", during that time Facebook profiles must be created for individuals only, no organizations are allowed. Due to this violation of Term of Agreement, those profiles were deleted in September 2006.6 Then Facebook did not had "Page" feature, but it has the feature called "My Group", many of the Librarians created there "Library groups" to reach their Library users7. But "My Group" had very limited features compared to Individual Profiles, so many librarians maintained their personal profiles on Facebook to reach users.

On the launch of "Facebook Page" feature in 2007, many of the businesses and organizations created the Page profiles, including the many libraries. Many Libraries which had "Library Groups" and Librarians profiles on Facebook launched their exclusive Library Pages.

With 1 billion+ Facebook users across the world and more than 350 millions of users in India, Facebook is powerful and potential marketing tool for Libraries, its resources and services. Library Facebook Pages are cost-effective online advertising to promote a Library among the user community. Cost-effective and innovative advertising of Library sources and services on Facebook Page will attract more users and beneficial to reach more users at the same time. Facebook page will be helpful in raising user's awareness about the sources and services. Library can also post the new arrivals, new services, about library etc. This Facebook page feature called Event will certainly help to advertise library organized events like orientation, Online Database hands -on sessions and workshops. Event feature also allows the users to register their intention to attend, so also acts as a registration form, which will also help to attract more users of his/her Facebook Friends to create awareness. Library Facebook page can also act as "Reference Librarian" of "Online Library Helpdesk" to its users, by providing them a solution to the research queries or suggesting the resource for reference through instant messenger feature on Facebook Page.

Library should have individual Facebook Page, for

- To create digital presence on the world most uses SNS.
- To create awareness about Library and its services
- To advertise new sources and service.
- To invite for a library conducted events and collect registration online.
- Facebook Events posts can make existing users as promoters to new users.
- Acts as Reference Desk or Virtual Help Desk for information Assistance.
- To post Video Tutorials like "How to Use" products.
- Post New Arrivals, New Titles, Journal Alert etc.
- Library outreach promotion.

We have made an attempt to collect the some of the Library Facebook pages, with special reference India and tried to cover the maximum type of Libraries like Public Library, Academic libraries of Universities, Technical & Management Institutes, College Libraries and private library. The list of Library Facebook pages considered for the study are below, selection of Library Facebook Pages are done only through familiarity and availability during our search. As many of CFTI's including IIT's, NIT's, IIM's also have the Facebook pages but we have considered only 2 out of these. But it was very difficult to find the Library Facebook Pages for State/Central Universities and College Libraries.

Library	Type of Library	URL
Central Library, NITK	CFTI Library	https://www.facebook.com/CentralLibraryNITK/
Central Library Bhopal	Public Library	https://www.facebook.com/clycbhopal/
Nava Nalanda Central Library	University Library	https://www.facebook.com/navanalandacentrallibrarythaparuniversity/
Dr. Babasaheb Ambedkar Library	Private Library	https://www.facebook.com/ambedkarlibrarypvt/
Vikram Sarabhai Library	IIM Library	https://www.facebook.com/VikramSarabhaiLibrary/
Maharshi dayanand college Library	College Library	https://www.facebook.com/mdclibrary/

Table -1: List of Library Facebook Pages for study with Type of Library and URL

After shortlisting the Library Feacebook Pages for the study, we have visited individual pages and collected the data for the study on the parameters selected. Hence data used in the study is as on the 5th May 2016.

6.1.Number of Subscribers and Reviews

Library	First Post on	Subscribers	Reviews by Users
Central Library, NITK	Nov. 14, 2014	1146	4.7(10)
Central Library Bhopal	April 8, 2013	2773	4.6(7)
Nava Nalanda Central Library	Oct. 16, 2015	284	4(1)
Dr. Babasaheb Ambedkar Library	Sept. 3, 2015	497	5(12)
Vikram Sarabhai Library	Aug. 19, 2011	1881	NA
Maharshi Dayanand College Library	Jul 14, 2011	966	NA

Table -2: No. of Subscribers and Reviews by Users for Library Facebook Pages

With reference to the Table. 2, Maharshi Dayanand College Library Facebook Page has posted its first post in July 2011, followed by Vikram Sarabhai Library in August 2011 and Central Library Bhopal in April 2013. Central Library, Bhopal (State Public Library) has more subscribers 2773, followed by Vikram Sarabhai Library with 1881 subscribers and Central Library, NITK has 1146 Subscribers. Subscribers are the one who "Likes" the Page to get updates on the Page.

Based on Users reviews, which is 5 pointer rating mechanism provided by the Facebook, Dr. Babasaheb Ambedkar Library, a private library has 5 Rating by 12 Users Reviews, followed by Central Library, NITK with 4.7 Ratings by 10 Users and Central Library Bhopal with 4.6 Ratings by 7 Users.

6.2.Post's Content Analysis

Library	General Posts	Libray Sources/ Service	Outreach / Events	Library Notice	Total Posts
Central Library, NITK	52 / 46.4%	36 /32.1%	15 /13.3%	9 /8.0%	112
Central Library Bhopal	54 /50.47%	1 /0.93%	25 /23.36%	27 /25.2%	107
Nava Nalanda Central Library	16 /51.61%	10 /32.3%	2 /6.45%	3 /9.6%	31
Dr. Babasaheb Ambedkar Library	34 /77.27%	0 /0%	4 /9.09%	6 /13.6%	44
Vikram Sarabhai Library	19	19	37	7	82
Maharshi Dayanand College Library	44 /36.97%	4 /3.36%	38 /31.93%	33 /27.7%	119

Table -3: Library Facebook Pages Post's Content Analysis

Maharshi Dayanand College Library page has a maximum number of posts i.e. 119 Posts, followed by Central Library, NITK with 107 posts and Central Library Bhopal with 107 posts.

We have also made an efforts to analyze the content of the posts, by categorizing the posts into different categories like General Posts, Posts about Library Sources and Services, About Outreach activities or Events and Posts about Library Notices.

Under General Posts category, Dr. Babasaheb Ambedkar Library leading the list with 77.27% posts, followed by Nava Nalanda Central Library with 51.61% posts and Central Library Bhopal with 50.47% posts.

Under *Library Sources/ Services* category, Nava Nalanda Central Library leading the list with 32.26% posts, followed by Central Library, NITK with 32.14% and Vikram Sarabhai Library with 23.17% posts.

Under *Library Sources/ Services* category, Nava Nalanda Central Library leading the list with 32.26% posts, followed by Maharshi Dayanand College Library with 31.93% and Central Library Bhopal with 23.36% posts.

Under *Library Notifications* category, Maharshi Dayanand College Library leading the list with 27.73% posts, followed by Central Library Bhopal with 25.23% and Dr. Babasaheb Ambedkar Library with 13.64% posts.

6.3.Response Analysis

Library	LIKES		COMMENTS		SHARES	
	Total	Per post	Total	Per post	Total	Per post
Central library, NITK	891	7.96	13	0.12	43	0.38
Central Library Bhopal	3203	29.93	148	1.38	247	2.31
Nava Nalanda Central Library	74	2.38	3	0.09	19	0.61
Dr. Babasaheb Ambedkar Library	418	9.5	27	0.61	9	0.20
Vikram Sarabhai Library	934	11.39	84	1.02	72	0.88
Maharshi dayanand college Library	260	2.18	11	0.09	11	0.09

Table -4: Library Facebook Pages Response Analysis

Facebook allows to register user's feedback or responses in three different types:

Like – is a basic buttoned response mechanism on Facebook to communicate with the author. A simple "Like" can be used as acknowledgment or happiness towards the post without leaving a long comments.

Comments - The Comments box allows people to leave their feedback on the content of post through text and animations. Comments also allow replying to the particular comment.

Share - "Share" button allows the users to share the particular post content on their wall with due credit to the post owner.

i. **Likes:**

Central Library Bhopal has highest 3203 likes to its posts followed by Vikram Sarabhai Library with 934 and Central library, NITK with 891 likes.

With per post ratio also Central Library Bhopal has maximum 29.93 per post likes followed by Vikram Sarabhai Library with 11.39 and Dr. Babasaheb Ambedkar Library 9.5 per post likes.

ii. *Comments:*

Central Library Bhopal has highest 148 Comments to its posts followed by Vikram Sarabhai Library with 84 and Dr. Babasaheb Ambedkar Library with 27 Comments.

With per post ratio also Central Library Bhopal has maximum 1.38 per post comments followed by Vikram Sarabhai Library with 1.02 and Dr. Babasaheb Ambedkar Library 0.61 per post comments.

iii. *Shares:*

Central Library Bhopal has highest 247 shares to its posts followed by Vikram Sarabhai Library with 72 and Central library, NITK with 43 shares.

With per post ratio also Central Library Bhopal has maximum 2.31 per post shares followed by Vikram Sarabhai Library with 0.88 and Nava Nalanda Central Library 0.69 per post shares.

7.CONCLUSIONS

There are different ways to influence readership. Libraries should motivate its users to use more of library services through marketing Information services and products. As current Library users community, especially in India are smartphone savvy and more frequently visit Facebook Site and they are very active on SNS's. Hence, it is very necessary to create Libraries Digital presence. Currently, most of the libraries have their own Website, Blogs and e-mail address as part of their digital online identity, but with the invention of SNS's and Facebook being most popular and maximum users registered SNS. Hence, it is very necessary to have Library presence on Facebook, most visited site by Indian youngsters.

Personalized Library Facebook Page creates a digital identity for the Library on Social Networking Sites. It makes your library "Discoverable" when people search on Facebook, creates connectivity and possibility of one-to-one conversion with users, your readers can like your Page; Read your posts; like, comment and share your posts and whenever they visit your library they can Check in on Facebook to update they are visiting Library. Facebook Library Page can host the Library Services, Resources updates, Outreach activities etc. to create awareness amongst the user's community, which helps Library to reach large groups of users. As Facebook Page allows to hosts Survey's and Comments, it is easy to understand user feedback, which helps Libraries to improve services and improve user satisfaction. Hence, it is very necessary to have Library Facebook Page to reach new and current users to increase your library presence and deliver customer-driven services, to add one more step towards becoming a visible librarian and vibrant library.

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BIOGRAPHIES

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