

## Reaching Out to Target Audience, Member and Users: A Study of Facebook Community Pages of Major Library Associations

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### Abstract

*As today's world social media plays an important role in every walk of life and very organization and institution including individuals have their presence in the social medias in order to communicate with friends relatives, client customer, users. Libraries are also no more isolated, libraries are also present in the social media like Facebook; twitter etc. to reaching out target audience, members and their users. This article discusses about Facebook community pages of different library associations and ranked them on different criteria of likes, share, videos, image, text, group information and others criteria.*

**Keywords:** Social Media, Facebook, Facebook Community Page, Target Audience, Social Media Presence

### INTRODUCTION

Millions of people have Facebook accounts worldwide, people post, share comment on different issue from politics to personals. Students and youth take active part in Facebooks. Facebook does not rank countries by numbers of users, but the company says that as of December 2014, it had 118 million monthly active users in India, up from 93 million a year earlier, making India one of the company's biggest markets. (World street journal's blogs). Almost all business firms, nongovernment organization and government agencies and department has their Facebook presence in order to share group information, message on latest on their concern filed through text, image videos. Libraries are also no longer isolated in the world of social media and have their presence to share updated information on their organization, information on happenings, jobs, conferences, seminar etc.

#### Literature Review

Connell, R. S. (2009). In his studies to discover their feelings of students about librarians using Facebook and Myspace as outreach tools. The vast majority of students have online social network profiles. Maximum accepted of library contact through those Web sites, but a few numbers of students reacted negatively because they think it's infringe their sense of personal privacy, he recommended that librarians proceed with caution when implementing online social network profiles.

Crymble, A. (2010). Discusses how the archival community is using social networking services such as Twitter and Facebook as outreach tools. The study shows that archival organizations overwhelmingly use the services to promote content they have created themselves, by examining how others have applied social networking, archivists and archival organizations can determine a social media outreach platform that is suitable to their institutional needs. This study may serve as a starting point toward a greater understanding of outreach of libraries and librarians in the digital age.

Ganster, L., & Schumacher, B. (2009). Describe how Facebook, a popular social networking Web site, provides libraries with the opportunity to develop an outreach presence and information portal within an online community. While much of the recent literature examines Facebook and defines its potential use within libraries, this article focuses on the use of Facebook's newest feature: customizable Facebook Pages.

Khan, S. A., & Bhatti, R. (2012). Discusses different applications of social media for marketing of library and information resources and services. It investigates the respondent's attitude towards the usefulness of social media in marketing of library. Findings showed that respondent's attitude was positive; majority agreed that the use of social media is important to capture the attention of online users and helps in distance learning and knowledge sharing. Respondents recommended the use of Facebook, Wikis, LinkedIn, Blogging, YouTube and online groups for marketing different library services. They indicated that inadequate training opportunities, lack of knowledge, privacy and identity theft, slow speed of internet and electricity failure are the problems for applying social media in libraries of Pakistan for marketing library resources and services.

## **OBJECTIVES**

The study aims at achieving the following objectives:

- To identify the Facebook community pages of major Library Associations.
- To know the different features Facebook community pages of major Library Associations
- To identify criteria for the Facebook community pages of major Library Associations.
- To evaluate Facebook community pages of major Library Associations with identified criteria for the verification of validity, reliability and usefulness
- To rank the selected Facebook community pages of major Library Associations based on the identified criteria.

## **SCOPE AND LIMITATIONS**

The study is limited to the five select Facebook community pages of Library Association and based on the evaluation criteria and manual evaluation. The evaluation of select Facebook community pages of Library Association is carried with a purpose of verifying support base and members, Likes, visit, share and identified criteria of group information, which can be considered as broad-based? Criteria for evaluation of Facebook community pages of Library Association the following are the selected for the study:

- IFLA (<https://www.facebook.com/pages/IFLA/115229368506017?fref=ts>)

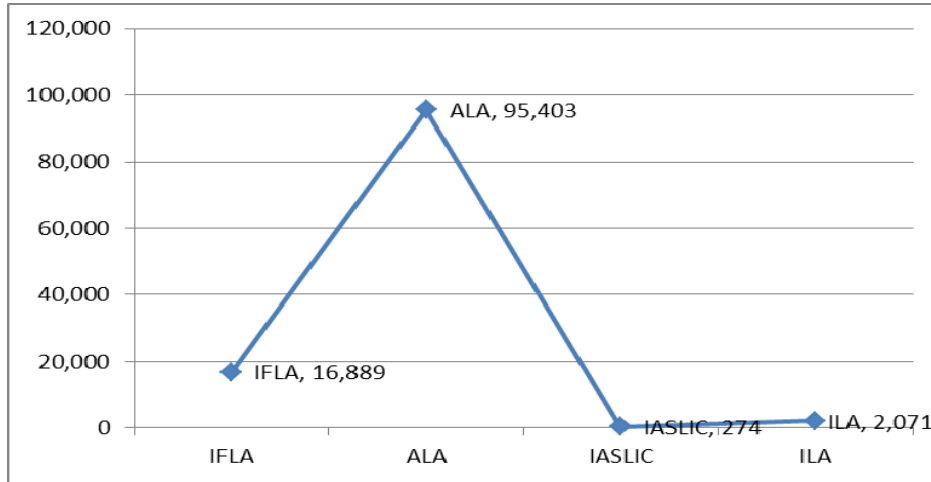
- IASLIC (<https://www.facebook.com/pages/Indian-Association-of-Special-Library-and-Information-Centres/260354140732334?fref=ts>)
- ILA ( <https://www.facebook.com/IndianLibraryAssociation?fref=ts>)
- ALA ( <https://www.facebook.com/AmericanLibraryAssociation?fref=ts>)
- However this studies limited to four major libraries Associations and up to 3 Pm of 14/04/15 since data may change as user visit regularly to the Facebook community page they may like, talks, information may be updated etc.
- Analysis and Discussion

Institution	Facebook Community Page			
	IFLA	ALA	ILA	IASLIC
Videos	No	Yes	No	No
Image	Yes	Yes	Yes	Yes
Text	Yes	Yes	Yes	Yes
Link to websites	<a href="http://www.ifla.org">www.ifla.org</a>	<a href="http://ala.org/g/">http://ala.org/g/</a>	<a href="http://www.ilaindia.net/index.htm">http://www.ilaindia.net/index.htm</a>	<a href="http://iaslic1955.org.in/Default.aspx?PageID=120">http://iaslic1955.org.in/Default.aspx?PageID=120</a>
Group Information	Yes	Yes	Yes	Yes
E mail	No	Yes	No	No
Map	No	Yes	Yes	No
Phone	No	Yes	Yes	Yes

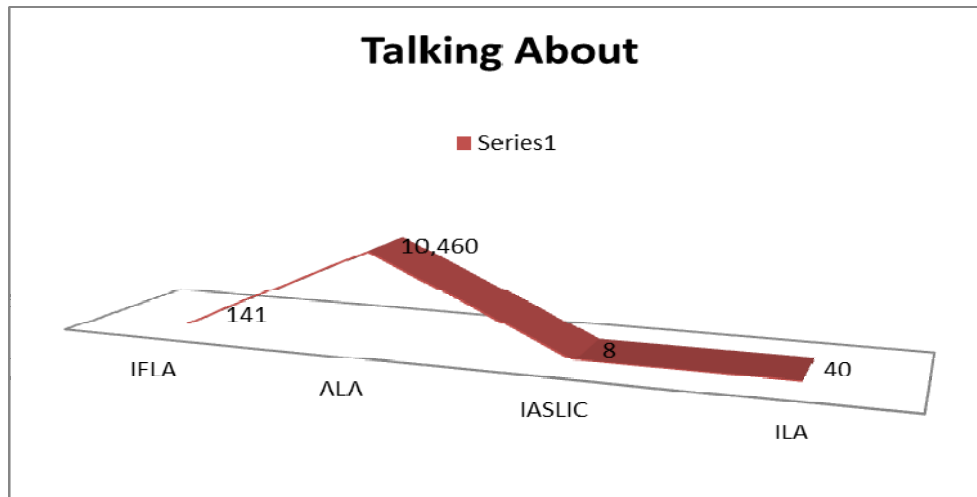
Table\_1

Institution	Facebook Community Page			
	IFLA	ALA	ILA	IASLIC
Likes	16,889	95,403	2,071	274
Share	Yes	Yes	Yes	Yes
Talking about	141	10,460	40	8
Page owner Information	NO	Yes Ina Coleman and Jenny Levine	No	No
Group Information	Yes	Yes	Yes	Yes
Members	Yes	Yes	Yes	Yes
Missions	Yes	Yes	Yes	Yes

Figure No 2



Graphs1 : Represent Ranke of Facebook Pages of Libraray Association on the basis Likes by the facebook users/Library Professionals .ALA hold first position with 95,403 likes whereas (IFLA with 16,889),(ILA with 2071)and (IASLIC with 274) Likes in a given day and hold second, third and fourth respectively.

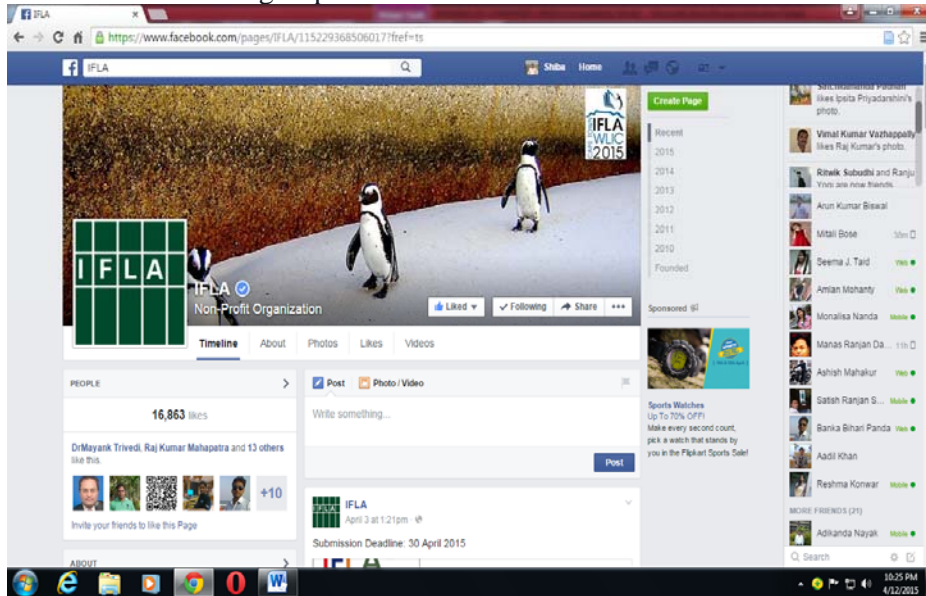


Graph 2: represent actual number of people who are 'engaged' and interacting with that Facebook Page and fans share a page's post, any subsequent Likes, comments, or re-shares on a particular date. IFLA has 141 talking about which is second to ALA with 10460 talking about where as ILA and IASILIC hold third and fourth number with 40 and 08 talking about respectively .

**1-International Federation of Libraries Associations Institutions**

The International Federation of Library Associations and Institutions (IFLA) is the leading international body representing the interests of library and information services and their users. It is the global voice of the library and information profession .The Facebook page of IFLA mostly Share information on different global event and conferences, IFLA guidelines and represent libraries in world levels .the community page is likes by more than 16000 Facebooks users however unlike other libraries association its does not have information on

any videos, Email, Map, phone and page owner information in its page although it has linked to websites of IFLA and have group information and information about missions .



(Snapshot of IFLA Facebook page)

## 2-American Libraries Associations

The American Library Association is a membership organization founded to advocate for library issues and the development of the profession. Membership in ALA is open to all librarians and library workers, trustees and friends, and library students from around the world. The Face book page of ALA Mostly share information on innovation and latest in the field of Library in world and America .This Facebook page likes by more than 95 thousands Facebook users and it has almost all feature starting from group information to maps ,email linked to websites , phone and page owner information.



(Snapshot of ALA Facebook Page)

**3-Indian Libraries Associations**

Indian Library Association was founded in 1933 and Registered under the Societies Registration Act (XXI of I860) with its headquarter situated in Delhi .The Facebook page of ILA share information mostly on jobs vacancies in Library and information science in India and seminar, conference and issue relating to Librarianship in India .Its Facebook page has more than 2000 like by the Facebook users and it has no any videos information, email, page owner information and phone number otherwise it has linked to websites ,maps phone numbers and group information etc.



**4-Indian Association of Special Library and Information Centers**

IASLIC undertake, support and co-ordinate research and studies organized general and special meetings, seminars, workshops and conferences at national and regional level. Its publish journals, monographs, manuals, newsletters, papers, proceedings and reports ,conduct short-term training courses and collaborate with other fraternal bodies in promoting the interests of the library and information profession. The Facebook page of IASLIC has no group owner information, map and email and any videos information otherwise it has linked to websites, phone and it has group information and information about mission. Facebook page has more than 200 likes by Facebook users.



(Snapshot of Facebook Page of IASLIC)

## SUGGESTIONS AND RECOMMENDATIONS

1-J.SECKER, (2008) in his Case Study 5: Libraries and Facebook argue that providing services through a social networking site could have enormous benefits in terms of raising the profile of a library or a specific service. Librarians need to spend some time understanding how social networks work and why they have become so popular with students. In order to do this properly they really need to join Facebook and explore some of the features and tools. <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.174.617&rep=rep1&type=pdf>

2- More Study should be undertaken on different Libraries Facebook page in order to know more on influence of Facebooks on its members. Library page like Library of Congress (<https://www.facebook.com/libraryofcongress>) and research and publication organization like E-LIS-E-prints-in-Library-and-Information-Science (<https://www.facebook.com/#/pages/E-LIS-E-prints-in-Library-and-Information-Science/46416119492e-LIS> Facebook page.)

3- Blogs and apps like Pinterest , twitter , YouTube on Facebook pages and others groups based on parent Facebook page and others areas or metrics has further research areas to explore. ([https://www.facebook.com/AmericanLibraryAssociation/app\\_305927716147259](https://www.facebook.com/AmericanLibraryAssociation/app_305927716147259)).

4- Facebook wants people to feel safe and secure when using Facebook. For that reason, it has developed a set of Community Standards, policies will help understand what type of sharing is allowed on Facebook, and what type of content may be reported to us and removed, because of the diversity of our global community, community standard and policies need to explore while further studies.(<https://www.facebook.com/communitystandards/>)

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