

## **Inclusion of Social Media and Digital Infrastructures in Marketing Library Products and Services in Central Libraries of Multi-Disciplinary Universities in Kerala**

**Aswathy Ajayan**

Research Scholar, Department of Library and Information Science, Alagappa University, India.

[aswathiajayan123@gmail.com](mailto:aswathiajayan123@gmail.com)

ORCID iD: <https://orcid.org/0000-0002-3880-347X>

**S. Thanuskodi**

Professor & Head, Department. of Library and Information Science, Alagappa University, India.

Corresponding author: [thanuskodis@yahoo.com](mailto:thanuskodis@yahoo.com)

ORCID iD: <https://orcid.org/0000-0001-8471-5799>

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### **Abstract**

Social networking tools are the inevitable essence of life. The flexible structure of social networks paves the way for communication and collaboration between users and librarians. So here, the paper constitutes a study of the central libraries of Four multidisciplinary universities in Kerala in terms of the usage of social networks and digital infrastructures for promoting and marketing library information sources and services. Data collected from the official library websites, Web portals and social media applications of Kerala University Library (KUL) of the University of Kerala, Mahatma Gandhi University Library (MGUL) of Mahatma Gandhi University, Hermann Gundert Central Library (HGCL) of Kannur university and CH Mohammed Koya Library (CHKML) of University of Calicut in Kerala, other universities libraries in Kerala have no sufficient social media or official websites for the knowledge organization and communication. The study determines the social networking tools and digital infrastructure used for information communication, Knowledge organization, Knowledge distribution, and Information promotion in the central Libraries of four multidisciplinary universities in Kerala. The study also portrays the benefits of social networking tools in libraries, marketing techniques used to deliver information sources and services, and implementation of 4P's in Multidisciplinary university libraries of Kerala. These four central libraries of four universities in Kerala have an enormous collection of social networks like Facebook, Twitter, YouTube, WhatsApp, etc. All the libraries of multidisciplinary universities in Kerala use websites to organize their information. Mahatma Gandhi University Library of Mahatma Gandhi University is in the first position for using social media as compared to other university libraries. Facebook is the most common tool used by three central libraries of multidisciplinary universities in Kerala. CH Mohammed Koya University Library of the University of Calicut not using social media instead they take advantage of Chatbot, Web Portal, and Digital Library.

**Keywords:** Social Networking Sites (SNS), Social Media Applications, Digital Applications, Kerala University Libraries, Digital Marketing, E-Marketing, Web Marketing.

### **Introduction**

Social media is a platform on the internet where users can share their ideas, content, images, and feelings, and also make social communication through chats, calls, video calls, etc. Social

media originated as a way to interact with friends and family but was later adopted by businesses to make their communication with customers easy and reliable. As a result of this, it might come to the field of information marketing. The paper studies the use of social media and other digital components of the library which makes the information communication, knowledge organization, and knowledge distribution to the users in four Multidisciplinary Universities of Kerala. The paper analyses the different marketing strategies used in university libraries for the promotion and marketing of sources and services. Librarians adopted different social media networking tools like websites, Facebook, Twitter, YouTube, and Flickr for promoting their content as news, advertisement, new arrivals, etc. Cheng, Lam and Chiu (2020) articulated that understanding user information needs, setting goals and metrics for each Social Networks (SNs), and formulating a formal SNs policy are the keys to further developing library social networks. Digital marketing and web marketing are not different, they are like the two sides of a coin. Web marketing is steadily transforming the marketing pattern to a new height. All libraries should own digital marketing technologies like RFID, barcodes, library websites, automation, digitization, conservation, and preservation of digital resources for better transmission of the library services as a whole (Sahoo, 2019). Web marketing has several options for promoting their content such as digital marketing, website marketing, Internet marketing, Online marketing, search engine marketing, E-marketing, etc. Web marketing is the promotion of things through the internet with a personal computer, mobile, etc. Web marketing is a broad term of marketing, which includes internet marketing, website marketing, email marketing, social media marketing, etc. Internet marketing is only a component of Web-marketing which includes online advertisement of goods and services. Gupta (2017) explained that web marketing is of different types. Different strategies of web marketing by Gupta are Internet marketing, Website marketing, Online marketing, Search engine marketing, E-Marketing, and Digital marketing. In the case of E-Marketing which includes many strategies for implementation in libraries, they are Understanding the consumer needs, segments, and targets of e-market, selecting an appropriate marketing mix, creating and setting up e-market, offering online products and services, evaluating e-marketing (Mohapatra, 2017). Web marketing compresses many tools and techniques for marketing library products and services, which are five categories i.e., synchronous communication, content delivery, collaborative publishing tools, collaborative service platforms, and hybrid applications (Sandhya, 2016). Humbhi, Tareen & Humbhi (2021) found that social media usage in academic libraries assessed the views and perceptions of library professionals and the challenges that prevent library professionals from promoting the sources and services via social networking sites. The results show that there were a smaller number of academic libraries using social networks for the promotion of sources and services.

University libraries in Kerala have used websites for promotional activities since the 2000s. In the past, the library provided a traditional system, which would have made it difficult to disseminate and access information. For informing the current events, new arrivals, and remote access, there emerged a need to improvise the digital facilities and technologies. The inclusion of Web 2.0 in library technology in recent years helped to solve the problem to an extent (Kumar, 2013). After the invention of Facebook and other social media, Librarians became aware of the benefits of social networking sites for the promotion of library resources and services, that is how it became a part of daily library activities. Most of the communication power of social media influenced library professionals and the reach of libraries through SNs

is very high according to traditional media. A study was conducted in Mahatma Gandhi University Library to investigate the use of social media for the promotion of library services and products. MG University Library takes benefit of social media and other networking platforms to connect users and disseminate the information as that of traditional systems like extension activities (Mathew & Yasmin, 2022)

### **Objectives**

- To find out and compare the social networking tools used for Information Communication, Knowledge Organization, Knowledge Distribution, and Information Promotion in Multidisciplinary university libraries of Kerala.
- To elucidate the Marketing techniques to deliver library services among university libraries of Kerala.
- To evaluate the inclusion of Marketing mix in the promotion of library products and services.
- To figure out the benefits of digital marketing in the promotion of library sources and services.

### **Materials and Methods**

The paper constitutes a qualitative study on social media, Websites, Online Catalogues, Digital Libraries, Web Portals, and Institutional Repositories in the Multidisciplinary university libraries of Kerala. Web content analyses were performed by randomly checking the Facebook pages, websites, digital libraries, and online catalogs, each home page was analyzed to collect data. There are 5 Multidisciplinary universities in Kerala but one of them lacks sufficient tools in organizing and managing information so here the disquisition took only 4 university libraries that have both websites and social media, they were taken as the data collection population. Observation and analysis are opted as data collection tools. In the first stage, the library websites of 4 multidisciplinary universities were analyzed. In the second stage, all the links of social media, Digital libraries, online catalogs, and remote access mechanisms were analyzed and collected the data.

### **Application of social media and Digital Infrastructures for Promoting Library Sources and Services**

Social networking tools are used for Information communication, knowledge organization, and Knowledge distribution in libraries. Information communication can be done by chat services like WhatsApp, Facebook Messenger, Customized chat services, etc. The library uses World Cat, Web OPAC, KALNET, DELNET, Digital Libraries, Library Websites etc for Knowledge organization. Knowledge distribution can be done via Blog, Facebook, YouTube, and Google Zoom Meet.

Facebook, Twitter, Blog, Website, LinkedIn, and WhatsApp are the most widely used social media networking tools for library marketing. In the context of the library, Librarians promote their new arrivals, webinars, seminars, conferences, etc. on social media, so that the users get awareness about the recent additions arrived in the library, latest conferences, seminars, new initiatives, etc. Librarians can attract users to the library via Services such as ready reference, selective dissemination of information, and document delivery services Via social media. Most probably user orientation services like the timing of the library, where the

books can be found, and the kind of questions that were answered through social media. Librarians can measure the popularity of a library by setting up fan badges, COUNTER, which finds how many people make use of corresponding web pages.

Social networks are broadly divided into three categories (Sahoo & Sharma, 2015) articulated that Social Networking Sites (SNS) can be used in libraries in these ways Information Communication, Knowledge Organization, and Knowledge Distribution.

From a marketing perspective, the disquisition here by adding 'Information Promotion' using digital facilities available in the library.

- Information Communication
- Knowledge organization
- Knowledge Distribution
- Information Promotion

Information promotion is the Promotion of Library Services and information resources, by using social networks, Websites, and other digital applications in the library. Promotion including New Arrivals, Bulletins, Brochures and extension activities, webinars, digital content, etc. Librarians can promote the sources and services via digital facilities like Online Catalogs, Remote Access Mechanism, Web Portal, etc available in the library. Using all the facilities available in the library for advertising and marketing online is the best practice a librarian can ever do.

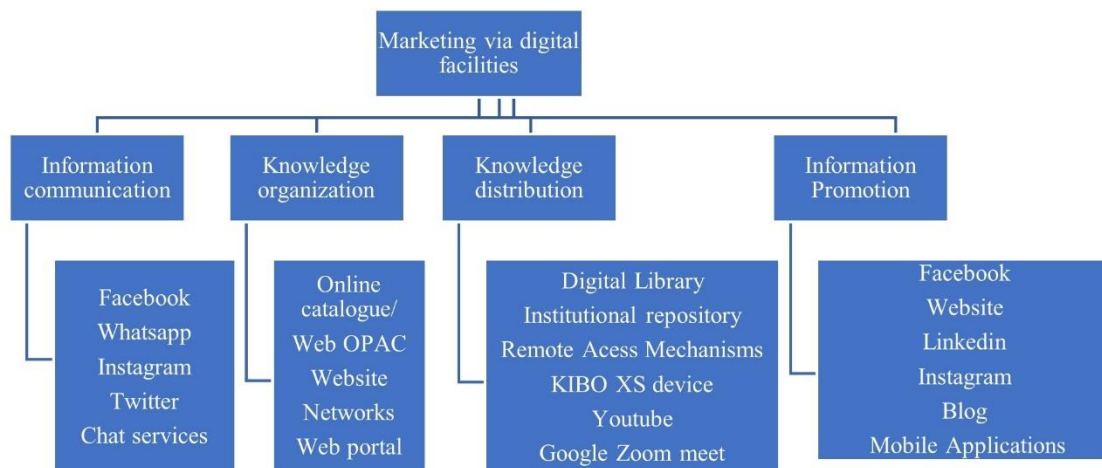


Figure 1: Marketing via digital facilities

## Use of Social Networking Tools in The Scenario of Multidisciplinary University Libraries of Kerala

### Kerala University Library (KUL)

Kerala University Library uses a website and manages services through Facebook, Blog, WhatsApp, and email. The website lists UGC Infonet E-journals, Library Guide Book, Library Rules, Route Map, Library Brochure, Library Staff, etc. Which have links to PhD Thesis, Plagiarism Checking Service, Question Papers, Remote Access, Blogs, Kerala Index, and E-Books. Apart from this website allows users to search full-text documents, scholarly Peer-reviewed collections, Articles, Thesis, and E-Books. Services to visually challenged people are also available through audio/video links, and Daisy books. Kerala index- an index to the newspaper clippings. The library uses Grammarly writing assistance for scholars and students

as an online writing assistance and grammar-checking tool.

A blog contains a brief history of the library, detailed links to the digital resources, new additions, publications, and a photo gallery given to the users. Apart from this, the user can suggest, comment, and ask the librarian. Kerala University Library is very active on Facebook. They have 185 followers and 155 likes on Facebook. Recently updated on November 9 for the promotion of library extension activity. New arrivals are displayed with detailed descriptions. The latest news on the library and the events as part of extension activities are Promoted through Facebook. A huge participation of users has popularized the library in the traditional world as well as in the digital world. Users gave their reviews and suggestions to the library. Even though the library has no YouTube account, the videos on each collection, and sections of the Kerala University Library are available on YouTube (Kerala University Library, 2002).

### **Mahatma Gandhi University Library (MGUL), Mahatma Gandhi University**

Mahatma Gandhi University Library takes benefit of social media to promote its content, Resources, and services. The library is very active and has a diverse collection of social media to market its library products and services. Which follows Facebook, Twitter, and YouTube to promote their collections and services. The library has its website, from which links to Facebook, Twitter, and YouTube are displayed. The library website is often updated, and the latest news on the libraries like extension activities are shown besides links to the resources and archives. Products and services like Shod-Sindhu, Subscribed databases, Subscribed e-journals, Subscribed e-books, Open resources, Online journal articles, Digital libraries and Repositories, Content alert services, and Statistical databases are listed on the website.

Facebook has been followed by 714 users and 623 likes; this might show the popularity of the Library's Facebook page. The library is recently active on November 18, posting brochures of library events, new arrivals, Webinars, library orientation videos, and library rules and regulations on Facebook. People also share their experiences and their views on different events as posts and comments. There was a strong interaction between the user and the library. Links to the library Mail ID and contact address are shown on the left side of the Facebook page. Library has Twitter but is seldom used. They promote the extension activities through Twitter. Events conducted were tweeted on Twitter. The library also has YouTube for sharing videos with users and has a good collection of videos. YouTube is used for promotions of webinars, orientation classes, online tutorials, etc. Videos on some extension activities are given on YouTube (Mahatma Gandhi University Library, 2003).

### **Hermann Gundert Central Library (HGCL), Kannur University**

Hermann Gundert Central Library boosts its sources and products via the library website, Facebook. The library website itself became a social networking site by adding the feature Ask a Librarian, OPAC chat through which users can ask reference questions, inquiry, about due services, etc. Besides this library website has links to new arrivals, E-resources, library rules, Off campus access mechanisms. The features on the site "Suggest a book/journal" will increase the participation among Library users so that they can suggest books, it will be taken into account for further book selection. Roaming access/remote access and mobile app facilities are available for most of their subscribed resources/databases. So, it is easy to access electronic resources/scholarly databases anywhere from 24\*7 demand.

The newly introduced MyLOFT mobile app gives seamless access to products. Products

are WEB OPAC, New Arrivals, Kannur University journals, Off-campus access, DELNET, Ask a Librarian, and suggest a book or journal. Apart from this, the services they provide are also explained in detail. Renewal of books can be done through online chat. Chat will be live during working hours and offline during off-hours <http://libOPAC.kannuruniversity.ac.in/> chat icon given in the library OPAC to make it more user-friendly. The Facebook page of the library publishes new arrivals. Users and librarians posted their messages as news feeds. As part of the "differently abled section" Central Library has a collection of Talking books for visually challenged users and links to the collection and description were shared with the users via Facebook. They provide user education on how to use the mobile app for remote access, and instructions on OPAC chat via Facebook (Hermann Gundert Central Library, 2021).

### **C.H. Mohammed Koya Library, Calicut University (CHMKL)**

The library website is being made social by adding chat features, users can log in with their user ID and password, and can ask reference questions. Interaction between users and librarians takes place through the chatbot to make it more user-friendly. However, It is the weakness of the digital system, which does not include social media applications, even though it has many options for promotions and communication. Knowledge distribution takes place as, Users can download digital resources like Subscribed E-Books and Journals, Open Access Resources, Browse Free Audio Books, Catalogue from Website. Services like Membership, Disability Services, Plagiarism Checking, and Basic Services are explained on the site. Links to resources and services are in detail listed and the chatbot is given in the below right corner of the website. A video of the library tour is available on the website, that makes the users aware of the library in digital media. The most distinguished feature is the Tawk. To chat mechanism is attached to the website. Users can send messages to librarians via this facility. Tawk. To chat service allows live chat. Ask Librarian is a Google form attached to the website, only registered users can use this opportunity. The inclusion of a digital library, online catalog, and remote access mechanisms make the library more flexible. Koha software is used for Web OPAC, features like Cart, Purchase Suggestion, and Tag Cloud are included in it. Users can log in with a registered user ID and password (C H Mohammed Koya Library, 2019).

## **Results**

### **Social Networking Tools Used for Information Communication, Knowledge Organization, Knowledge Distribution, and Knowledge Promotion in the University Libraries of Kerala.**

Sahoo and Sharma (2015) explained SNs applicable in libraries for information communication, Knowledge organization, and Knowledge distribution so here the study takes these as variables to measure the university libraries in terms of digital Infrastructures for Information Communication, Knowledge Organization, Knowledge Distribution, and Information Promotion. Table 1 and Figure 2 here explain the social networks used in university libraries of Kerala for information communication.

Table 1  
Information Communication

University Libraries	Information communication				
	Fb	Twitter	Ask	CB*	Mail
KUL	✓	✗	✗	✗	✓
MGUL	✓	✓	✗	✗	✓
HGCL	✓	✗	✓	✗	✓
CHMK L	✗	✗	✗	✓	✓

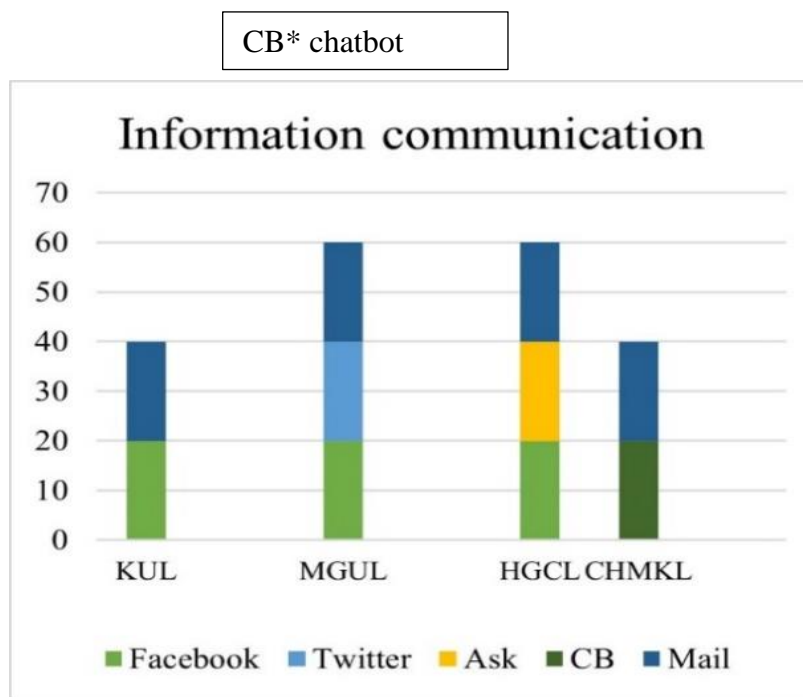


Figure 2: Information communication

Kerala University Library (KUL) of the University of Kerala takes the benefits of Facebook and mail for communicating with users, whereas Mahatma Gandhi University Library uses Facebook, Twitter, and mail for communication. Hermann Gundert Library, Kannur University utilizes Facebook and Mail. One of the attractive features of CHMK Library is the Chatbot which users can instantly chat with librarians. CH Mohammad Koya Library, Calicut University facilitates the mail service in addition to encouraging the needs of users. Knowledge organization is the collection and organizing of institutional data. data can be organized through different ways such as web portals, institutional repositories, digital libraries, etc. Catalogs of the library are organized by online catalogs from there users can access the details of resources available in the library. The library website includes new arrivals, links to other resources, online tutorials, etc. A library website is a place where a vast amount of information is available on a library, which is trusted and authenticated. Knowledge organization of multidisciplinary university libraries is represented in Table 2 and Figure 3.

Table 2

Knowledge Organization

University Libraries	Knowledge Organization				
	Online catalogue	Library website	Networks	Web portal	Other services
KUL	✓	✓	✗	✗	✓
MGUL	✓	✓	✓	✗	✗
HGCL	✓	✓	✓	✗	✗
CHMKL	✓	✓	✓	✓	✗

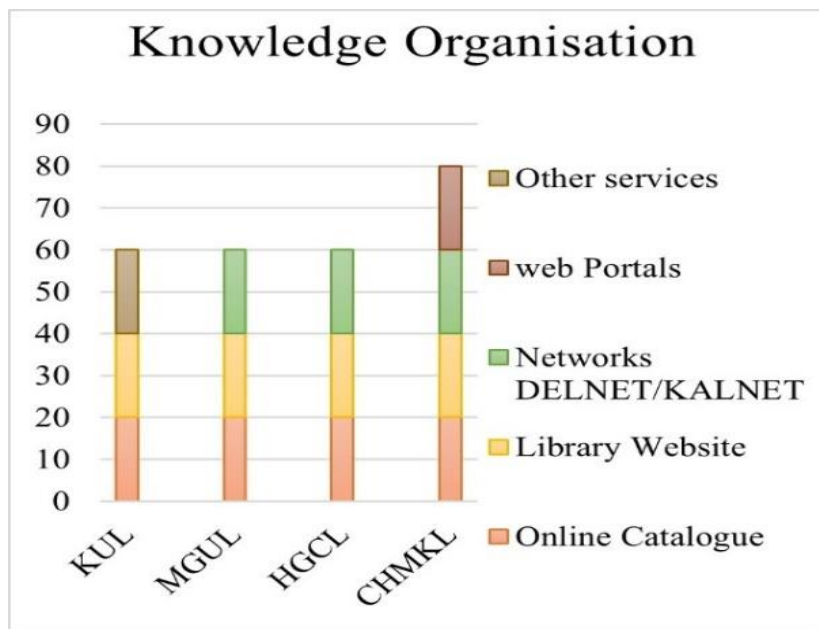


Figure 3: Knowledge organization

Knowledge organization among the libraries is done by Library Website, Online Catalog, Networks Web portals, etc. C H Muhammed Koya Library is the first library that succeeded in organizing its information by using different methods. They use Web Portal along with the Library Website, Digital Library, Online Catalog, and DELNET. Kerala University delivers a special service called the Kerala Index, which indexes the main contents of famous Malayalam newspapers and provides them via a website.

Knowledge distribution refers to the sharing of resources to users. The organized information is shared via Websites, Web OPAC, Institutional repositories, etc. Table 3 and Figure 4 portray the knowledge distribution in Multidisciplinary university libraries of Kerala.

Table 3

## Knowledge Distribution

University Libraries	Knowledge Distribution				
	DL*	RA*	IR*	YouTube	Digital Talking Books
KUL	✓	✓	✗	✗	✓
MGUL	✓	✓	✗	✓	✓
HGCL	✓	✓	✗	✗	✓
CHMKL	✓	✓	✓	✗	✓

IR\* Institutional Repository RA\* Remote Access, DL\* Digital Library

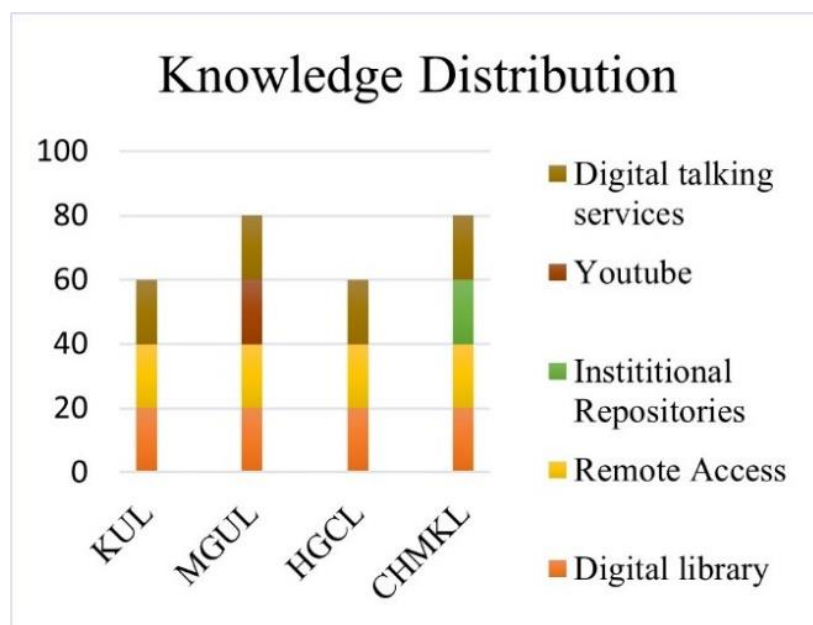


Figure 4: Knowledge organization

Mahatma Gandhi University Library and C H Mohammed Koya Library well serve their resources through YouTube and Institutional repositories along with a Digital Library (DL), Remote Access Mechanism (RA), and Digital Talking Books for the visually handicapped. Kerala University Library and Hermann Gundert Library use Digital Libraries, Remote Access login, and Digital Talking Books for distributing their information.

Figure 5 describes the social networking tools used for the information promotion of Multidisciplinary University Libraries in Kerala.

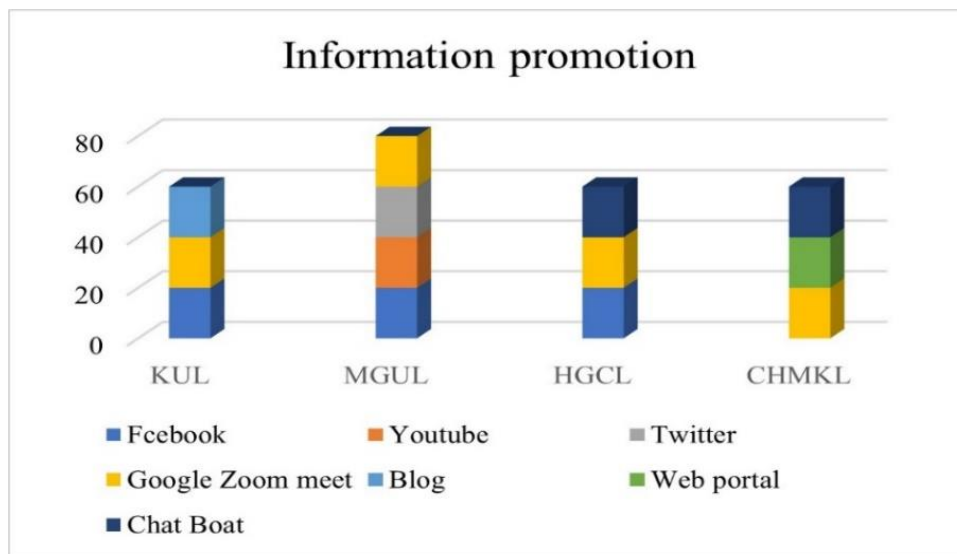


Figure 5: Information promotion

The above graph portrays the use of social networks in multidisciplinary university libraries in Kerala. Mahatma Gandhi University Library has a good number of social networking sites to enhance the promotion of information resources and services. The C H Mohammad Koya Library does not utilize any social media. Kerala University Library and Hermann Gundert Central Library use a few social networks as compared to Mahatma Gandhi University Library for the promotion of information. Facebook is the widely used social network among the libraries, three university libraries have Facebook pages. Google Zoom Meet is used by all the libraries to deliver their webinars.

### The Marketing Techniques to Deliver the Library Sources and Services among University Libraries of Kerala.

Libraries usually market their services on the web via Search Engine Optimization, Social Media Marketing, Content Marketing, Website Marketing, E-Mail Marketing, and Mobile Marketing. Table 4 below elucidates useful information regarding the techniques used in each university library of Kerala. Search engine optimization is the visibility of web content like Websites, Web Portals, etc on the web when people are searching for it. Marketing of information using social media is called Social Media Marketing. Content Marketing is a marketing approach focused on creating and publishing content on the web. Website marketing is the publishing of content and promoting it by Website. Marketing via mail is called Email marketing, contents such as Table of Contents (TOCs) and Long-Range Reference service can be sent to the users by mail. Mobile Marketing is the use of Mobile Applications for publishing and promoting content. Table 4 details the marketing techniques used for the promotion of content.

Table 4

*Marketing Techniques for Distributing Library Sources and Services Via Social Networks*

University Libraries	Search Engine Optimization	Social Media Marketing	Content Marketing	Website Marketing	E-Mail Marketing	Mobile Marketing
KUL	Searchable	Facebook Blog	Newsletter Brochure Webinars New Arrivals Digital Library Web OPAC	<a href="http://www.kulib.in">www.kulib.in</a>	Yes	Website Blog
MGUL	Searchable	Facebook Twitter YouTube	Video Content E-books Webinars New Arrivals Digital Library Web OPAC	<a href="mailto:library@mgu.ac.in">library@mgu.ac.in</a>	Yes	Website Facebook Twitter YouTube Web OPAC
HGCL	Searchable	Facebook	Social media posts Webinars E-books Digital Library Web OPAC	<a href="http://hgcl.kannuruniversity.ac.in">hgcl.kannuruniversity.ac.in</a>	Yes	Website Facebook Web OPAC MyLOFT Digital Library Easy Reader
CHMKL	Searchable	Nil	Online Tutorials Webinars Brochures Web Portal Web OPAC Digital Library	<a href="http://library.uoc.ac.in">library.uoc.ac.in</a>	Yes	Website Web Portal Digital Library Kibo XS

KUL, MGUL, HGCL, and CHMKL maintain a self-sufficient website in addition to online catalogs, a Remote access mechanism, and a digital library. These are visible to search engines and accessible to the users. University libraries other than CHMKL use social media to convey and promote information. All university libraries publish their content through Websites and other digital applications. HGCL uses a Mobile application called MyLOFT to remotely access the sources and CHMKL uses a chatbot to communicate with users.

### **The inclusion of a Marketing mix in the promotion of library products and services**

The inclusion of a marketing mix in social networking platforms for marketing library information products and services makes the management more effective. The concepts of marketing mix were first introduced by Niel Borden in 1953 in his presidential address at the American Marketing Association.

**Products:** products can be portrayed as Library information sources and services. Here the products are electronic databases E-Books, E-journals, electronic theses and dissertations, Audiobooks, Video collections, open access resources, research tools, etc, and services such as E-mail alerting services/ Email marketing, Instant messaging, Links to the databases via social media Networks, Remote access mechanisms, webinars, online catalog, union catalog, Web

OPAC, Extension program, user education program, Library orientation classes etc.

**Price:** Libraries are Free and open access institutions however nowadays most of the libraries may take a small fee for their services such as internet service, photocopying, inter-library loan, etc. A small fee will not hesitate the user and it increases the value of the library because something we get easier has no value on it, so it is fair to charge a small Price for the products and services.

**Place:** Place itself be the social media, Websites, Networks, Web OPAC, and Digital Libraries where the resource shared and promotion takes place.

**Promotion:** social media has a major role in promotion. The ways to promote library and information products through social media networks are adding new arrivals in the website and social media platforms, By Content alerting, Ask a librarian, Article requests, Email alert services, Remote access mechanisms, video content such as tutorials of software's, digital library, research tool, bibliographic and reference management Tools, Koha online catalog allows users to see loans, Renew loans, See fines/fees, See lists by login to user account.



Figure 6: 4P's in library marketing via social networks

### The Benefits of Digital Marketing in the Promotion of Library Sources and Services

Social networks/ media have a pool of applications in the library field. The vast features of social networks provide greater opportunities for the user community to interact with libraries and each other. Users can review, post, suggest, and comment via social networks. Easy accessibility of resources makes users prefer social networks for downloading materials. Social networks form a strong collaboration within the library family, so that users are acquainted with all library-related matters, and they can also participate in library events. Social networks offer 24\*7 access, and because of those users can access information from anywhere in the world. Communication is possible through social networking tools, live chat, and asynchronous chat are examples of that. Librarians have many benefits from using social networks for the promotion of sources and services Librarians can be a part of social networks by doing live chat, Sharing services like TOCs (Table of contents), Current awareness services, Long-range reference services, Ready reference service, promotion of events, promotion of services. Since social media is a global access.



Figure 7: Benefits of social media applications in library

### Discussion

The study explored all the digital infrastructures like social media, Digital libraries, institutional repositories, web portals, and remote login methods in four multidisciplinary university libraries (KUL, MGUL, HGCL, and CHMKL). Social networking tools and other digital infrastructure facilities are categorized under Information communication, Knowledge organization, and Knowledge distribution (Sahoo & Sharma, 2015), so here the disquisition adds a new term ‘Information promotion’, that the study found the social networking tools and other digital infrastructures could be used for the promotion of information and services in the library. Social networking services are divided into four terms Information communication, Knowledge organization, Knowledge distribution, and Information promotion, further, the networks of Multidisciplinary university libraries are studied under these terms. Website usage of university libraries has already been explored in the past few years. Conventional modes of information processing and distribution make it very difficult to communicate with users so it is necessary to bring Web 2.0 technologies in the university libraries of Kerala (Kumar, 2013). As per his study website is not enough to control all the library activities so the disquisition here explored other ways to promote information as well as the website. Information promotion can be done through social media, Web OPAC, institutional repository, chatbot, web portal, remote login, etc. All four libraries use the website, digital library, web OPAC, and remote access, and three of them KUL, MGUL, and HGCL use Facebook service, while CHMKL uses a chatbot to communicate with users. KUL uses Facebook and Blog, and its signature feature is the Kerala Index (Indexing main headings of famous Malayalam newspapers). Mathew and Yasmin (2021) explained that MG University Library uses social media rather than traditional services like display and exhibition to communicate with library users and promote content, however, there is a need to use specific marketing strategies. According to our study, MGUL uses Facebook, YouTube, and Twitter for content publishing (Content Marketing, Social media marketing, Mobile marketing). HGCL uses Facebook along with other digital infrastructures, but a significant feature is the MyLOFT mobile application for remote access (Mobile Marketing). CHMKL seldom uses social media but they effectively use other digital applications like web portals, chatbots along with traditional digital software. If the library makes use of social media, it will get more and more users. Web Marketing includes Website

marketing, Internet marketing, social media marketing, Email marketing, Content marketing, and mobile marketing, which are beneficial for libraries to achieve their goal. Kumbar, Kollé & Parmeshwar (2014) explained the market mixing in libraries, we further analyzed the applicability of marketing mix via social networks and other digital infrastructures for the marketing of products and services to make a strategic marketing plan on libraries.

### Conclusion

Social media is a platform for seamless communication and collaboration. The disquisition studied the use of social media and digital infrastructures for promoting library sources and services in the Multidisciplinary University Libraries of Kerala. University libraries in Kerala use social networks for collaboration, communication, promotion, Knowledge organization, and knowledge distribution. Users get benefits from social networks, they can communicate, and collaborate with the library community. The four Multidisciplinary University Libraries in Kerala were actively participating in social media to collaborate with library communities and using the benefits of social networks to promote collections and services. From the analysis, it is clear that Mahatma Gandhi University Library carries the first position in using social media for the promotion of library sources and services. Kerala University Library is in second place to promote library sources and services via social networks. C H Mohammad Koya Library has no social media applications even though it effectively uses chatbots, web portals, and other services for lively interaction with users and Hermann Gundert Library has a smaller number of social media as compared to Kerala University Library and Mahatma Gandhi Library. Facebook is the commonly used Social Network for catering information, almost three libraries out of four university libraries use this facility. These four libraries maintain good digital infrastructure with a Digital library, Web OPAC, Institutional repository, and Remote login. All libraries mentioned here use websites for information communication, knowledge organization, knowledge distribution, and promotion. Hence, it is good to promote new arrivals on websites with corresponding icons and cart facilities like Amazon Kindle and Flipkart attract users to download/ use the resources. Implementation of Artificial Intelligence chatbots and virtual reality apps like SAHEL will increase digital participation in libraries.

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