

**APPLICATION OF SOCIAL MEDIA IN MARKETING LIBRARY AND
INFORMATION SERVICES: A GLOBAL PERSPECTIVE**

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ABSTRACT

In a traditional setting, marketing Library and Information Services (LIS) had been a challenge. Social Media (SM) has opened new platforms for librarians and information professionals to market library and information services. The purpose of this paper is to explore how libraries and information centers are using Social Media applications for marketing library and information services world-wide. The paper reviews empirical studies on the utilization of Social Media for marketing, discusses the most widely used Social Media tools, and, analyses the general guidelines for the utilization of Social Media applications in libraries and information centers. Finally, the paper presents a framework for the successful design and utilization of Social Media applications in marketing libraries and information centers. This paper is based on an in-depth desk-top review of literature and the author's own points of view.

Keywords: Social Media and library marketing, online marketing, Web 2.0 marketing, Social Media marketing.