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PROMOTING LIBRARIES THROUGH WALL: NEEDS, WANTS AND OPPORTUNITIES

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Abstract:

Most of the libraries nowadays were changing their promotion strategy by utilizing online social network such as Facebook as a channel to reach their services to the public. Libraries in Malaysia were not left behind in using this opportunities as a   platform to promote their services towards the patrons a whole.However, there are still some limitations for the libraries in Malaysia to use Facebook applications thoroughly. Libraries in Malaysia need to do some research and observations to the maximum by utilizing the Facebook application in order for them to attract more patrons utilizing the Facebook that was developed by libraries.Facebook is developed as a medium for the patrons in getting to know the latest information, events, resources, products and services available in the libraries. This paper will focus on the barriers and limitations face by the librarians in using the Facebook towards promoting libraries resources, services, events, products and etc. Moreover, this paper also will discuss on how the libraries in Malaysia promoting their services as compare to the others international libraries. Standard frameworks of Facebook applications will be developed and used by Malaysian Libraries to ensure that they can utilize the Facebook successfully.

Keywords: Facebook, Library, Library Promotion, Malaysia Libraries, Online Social Networks

BACKGROUND

The usage of Facebook among libraries in Malaysia is still at an infant stage. Increasing number of Facebook usage among libraries in Malaysia leads to the empirical analysis research of these current practices. This empirical analysis research is intended to analyse usage of Facebook applications among libraries in Malaysia. The empirical analysis observation has been done for one month starting from June until July 2010. There are mainly 42 different types of libraries Facebook accounts in Malaysia who were choose from different types of library in Malaysia to be analysed in a month. Therefore, based on the analysis, several problems have been identified that were contributed to the lack of interest and unintentional used of libraries Facebook by individual in Malaysia.

FACEBOOK BACKGROUND

Facebook originally developed by Harvard University students who are Mark Zuckerberg, Dustin Moskovitz and Chris Hughes in 2004 in order to provide Harvard students with a place in which they could keep in contact with their classmates and, most importantly, could share study-related information. Facebook "burst beyond its roots" by opening its membership to high school networks first, in 2005, and to all the net users later, in 2007. In the last few years, Facebook has globally developed into one of the most prominent tools for social networking altogether (Calvi, Casella and Nuitjen,n.d.)

Facebook is widely used and the most popular social networking site throughout the world. Not only used as the social networking purposes, Facebook nowadays is also used by the library as a channel to reach their services to the public as one of their promotion strategy. In recent years, the growing fast of the Facebook development has made most of the libraries grab these opportunities in promoting their services towards the users.

As for the Malaysian Libraries who were not left behind incorporating this chances, this newly trends would be the best platform to promote their services towards the patrons throughout Facebook.

However, there are some setbacks for the Libraries in Malaysia to use the Facebook application thoroughly as they need to do some research and observations to the fullest as a way to attract more patrons in using the Facebook that was developed by the libraries. There are still some adjustments needed to be made as to make these services more attracting.

Meanwhile, Facebook is developed as a medium for the patrons in getting to know the latest information, events, resources, products and services available in the libraries. However, in providing the services to the public, there are still some barriers that need to be acknowledged by the librarians in using the Facebook application towards giving the best practice to the public.

As facebook becoming the fastest growing social network site, all libraries need to adapt to this newly trends as this application features can be at its best in delivering the latest info to the publics in general.

However, with the additional tools to be used in the Facebook that is relevance to the libraries, for example various tools that allow the users to easily access the virtual bookshelves and resource lists has made users life easier. Therefore, it is considered appropriate to explore how these tools were used by the librarians based on the experience on the project and provide recommendations in upgrading the services to its best.

With the growth and popularity of this social networking site, many librarians who joined Facebook for merely social reasons have changed towards professional world in promoting library related events. Moreover, sharing, and interacting through Facebook somehow help the librarians to make sure that they produce the quality services to the patrons as they received the feedbacks from the users. Then, the feedbacks were analysed and taken into action. Therefore, it shows that it is the place where the librarians get the opportunities in reaching out to them.

The usage of facebook has become wider with the ranging users from child to adult. However, in the recent years, Facebook has become the most visited websites in the world which overtake the Friendster and MySpace and its popularity among the university students has open up the opportunities for the libraries to make something different on how they share information or communicate with public. Not only seen as to provide the useful social applications, Facebook is created by integrating tools such as RSS feed and website/catalogue search to make people life easier (Graham, 2008).

In whole, standard frameworks of the Facebook will be developed and used by Malaysian libraries to ensure that they can utilize the Facebook. Therefore, it shows that all Malaysian Libraries will have the same standardize structure of the services that they offered to the users. Thus, with the standard frameworks, the Malaysian libraries are keeping up to date with the services that being offered that may attract the users to use the applications. On the other hand, it is somehow depends on the libraries itself to integrate different services and quality offered through news, events, projects, activities to make their services more attracting and compelling.

Aims and objectives

The aim of this mini research is to attract more people to join and participate as a member of library facebook in Malaysia.

Therefore, this study embarks the following research objectives to accomplish these research aims:
1. to study the usage of facebook among libraries in Malaysia.
2. to identify the deficiencies or boundaries of the facebook among libraries in Malaysia.
3. to develop recommended standard framework of library facebook.

Problem Statement

Privacy is the main issues concern by librarian who might like to create facebook profile. Its support by Mark, et.al (2007) when he found one of the reasons that the librarians might choose not to create a Facebook profile, as their concern is about privacy. Librarians also seem to be very concerned about student privacy in online SNCs. In fact, students are far less concerned with privacy than many librarians assumed they are. Librarians have been champions of the patron privacy in the face of the Patriot Act and other potentially invasive laws and have made ourselves known in the popular media as real advocates for the privacy. This concern with protecting privacy is a potential hindrance to our ability to provide and effectively utilize tools that students need and want to connect with others, share information and learn.

Approach

42 number of libraries facebook in Malaysia has been analysed thoroughly starting from June until July 2010. The analysis is done based on the Facebook applications used by the libraries.

Project Output

The output of the project is to developed a standard framework for the libraries facebook as a model to be used by the Malaysia libraries facebook as a guideline to increase usage and participation of patron to connect them with libraries. Therefore, libraries in Malaysia will have the same standard of facebook application to be used. In whole, by having this recommended framework of the library facebook application, its hope that library in Malaysia will utilize and maintain its facebook account to the maximum.

Benefits

Recommended framework will be a guideline for the libraries in Malaysia to have Facebook account in promoting and delivering services to its public. By applying standard Facebook applications libraries in Malaysia which are capable of reaching its public aligned with two of the top ten world class libraries facebook account mainly Library of Congress and British Library.

According to Graham, Faix & Hartman (2009), Facebook might be used by librarians to promote library services and its supported by (Matthews, 2006; Farkas, 2007; Landis, 2007; Miller and Jensen, 2007; Breeding, 2007; Greenwell and Kraemer, 2006; Rapple, 2007; Kwong, 2007; Bates, 2007; Hammond, 2007).

Librarians at Penn State found out that since they have created and promoted their own Facebook profiles during instruction sessions and reference interactions, they have seen increased research assistance traffic in not only their Facebook message boxes, but also in their institutional email and even in person (Mark, 2007).

Description

These research findings will discuss the empirical analysis of 42 libraries' Facebook in Malaysia. The results are as follows: *(See Figure 1)*

Library	Application	Private Membership	Profile Picture	Description	Wall	Info	Photos	Event	Videos	Links	Notes	Fan/Friend / Members	Discussion	RSS/Blog
1. Perpustakaan Alam dan Tamadun Melayu, Perpustakaan UKM			✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	
2. Perpustakaan Hamzah Sendut, Universiti Sains Malaysia			✓	✓	✓	✓	✓			✓		✓	✓	
3. Perbadanan Perpustakaan Awam Kuala Kangsar, Perak (PPAKK)			✓	✓	✓	✓	✓							
4. Perpustakaan Negara Malaysia			✓	✓	✓	✓								
5. Perpustakaan Pusat Perubatan UKM			✓	✓	✓	✓	✓	✓		✓	✓			
6. Perpustakaan Sultan Badlishah (PSB)			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
7. Perpustakaan Tun Abdul Razak (PTAR UiTM)			✓	✓	✓	✓	✓		✓	✓	✓	✓		✓
8. Perpustakaan UiTM Perak			✓	✓	✓	✓						✓		
9. TSDAS Digital Library, Open University Malaysia			✓	✓	✓	✓	✓	✓			✓	✓	✓	
10. Perpustakaan Awam Kota Tinggi			✓	✓	✓	✓	✓			✓	✓	✓		
11. Perpustakaan Desa Kuala Gris		✓	✓			✓								
12. Perpustakaan Awam Perlis		✓	✓	✓		✓								
13. Perpustakaan Badan Kepegawaian Negara		✓	✓			✓						✓		
14. Perpustakaan Desa Kampung Api-Api			✓	✓	✓	✓						✓		
15. Perpustakaan Desa Labu Besar			✓		✓	✓						✓		
16. Perpustakaan Desa Labuan				✓	✓	✓						✓		
17. Perpustakaan Desa Lima Kedai			✓	✓	✓	✓						✓		
18. Perpustakaan Desa Parit Jawa			✓	✓	✓	✓						✓		
19. Perpustakaan Desa Pt Rabu			✓		✓	✓						✓		
20. Perpustakaan Desa Serom Utama			✓	✓	✓	✓						✓		
21. Perpustakaan Desa Sungai Kapal			✓	✓	✓	✓						✓		
22. Perpustakaan Desa Yong Peng			✓		✓	✓						✓		
23. Perpustakaan KKPS			✓	✓	✓	✓						✓		
24. Perpustakaan Kota Malang		✓	✓			✓						✓		

No.	Library											
25.	Perpustakaan PNM Relong		✓	✓	✓	✓					✓	
26.	Perpustakaan Awam Gerik Perak		✓	✓	✓	✓					✓	
27.	Perpustakaan Sultanah Nur Zahirah	✓	✓	✓			✓	✓		✓	✓	
28.	Perbadanan Perpustakaan Awam Terengganu		✓		✓	✓	✓				✓	✓
29.	Perbadanan Perpustakaan Awam Kelantan		✓	✓	✓	✓	✓	✓			✓	
30.	Pustaka Negeri Sarawak		✓		✓	✓	✓			✓	✓	
31.	IIUM library		✓	✓	✓	✓	✓	✓		✓	✓	
32.	Perpustakaan Sultan Abdul Samad UPM		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
33.	The Univeristy Malaya Library		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
34.	Perpustakaan Awam Taiping		✓	✓	✓	✓	✓	✓			✓	✓
35.	Perpustakaan Desa PNM Kampung Tengah, Layang-Layang, Johor		✓	✓	✓	✓	✓			✓	✓	
36.	Perpustakaan Desa Nunuk Ragang				✓	✓					✓	
37.	Perpustakaan Desa Rimba Terjun Pontian		✓	✓	✓	✓					✓	
38.	Perpustakaan Desa Kuala Medang		✓	✓	✓	✓					✓	
39.	Perpustakaan Desa Puteri Menangis		✓	✓	✓	✓					✓	
40.	Perpustakaan Desa PNM Taman Perbadanan Islam, Johor Bahru		✓	✓	✓	✓	✓		✓		✓	✓
41.	Perbadanan Perpustakaan Awam Kedah		✓		✓	✓	✓		✓		✓	✓
42.	Perbadanan Perpustakaan Awam Negeri Perak		✓		✓	✓	✓	✓	✓		✓	✓

Figure 1: Libraries Facebook Application Lists

Private membership

There are three kinds of membership that library Facebook offers to its users by adding them as 'friend', join them as 'members' and likes them as 'fan'. As for the library that used 'fans and 'members', their Facebook is open for all to view. All links provided can be explored by publics. However, library that offers its users to add them as friend, their content is limited to its members only. For these types of libraries, they usually open their wall, info and description sections. Other sections can be viewed after users sending their request to be the libraries' friend. The links that are mostly private for their members are theirs photos and videos. Most rural libraries are in private profile and only open their basic information to people.

Privacy

Facebook offers great flexibility with privacy settings. When users sign up, they must decide who can see their profile—all of their networks and friends, some of their networks and all of their friends, or only their friends (Connell, R.S., 2009).

Profile pictures

However, in order to prevent sending mixed messages, it is important to present oneself in a professional manner—students may use Facebook to post anything any everything about themselves, but it is important to present yourself as the professional that you are. Since Facebook is publicly accessible and many professionals are starting to use it, it is count on peers in seeing the information, as well as students (Mark, et al. 2007).

Most of the library used the pictures of the library building as their profile pictures in Facebook that directly reflect their identity and people will easily know their organization. Some library used the library logo, their website main pages and landscape of the library which is also suitable to make their page known to people. Most of these libraries are academic libraries and public libraries. However, there are few of the libraries who used the profile pictures that are not related to the organization. Meanwhile, some libraries do not upload any photos for their profile pictures. These libraries are usually the rural libraries and a few are public libraries.

Description

In the description section, majority of the libraries includes their operating hours or days of working. Other than that, information like contact person, contact number, address and website address are also included in this section. This is very helpful to its members to refer whether they are available to give services on certain date. However, some of the libraries used their slogan and there are some of libraries include words that are not related to the libraries services.

Wall

All academic libraries and majority of the public libraries open their wall section for others to view. However, half of the rural libraries made their wall private to its members only. The content for this section is about the libraries upcoming activities and also the event that has been held in or by the libraries. All academic libraries actively used this section to acknowledge their members about their activities and events. However, some public libraries and most of the rural libraries do not actively use this section to promote their libraries program. This reveal that they are not actively used Facebook as the platform to promote library.

Info

Information

When creating a Facebook profile, it is important to include several basic elements. First and foremost, the profile should include professional contact information. List an office address and phone number in the appropriate fields (Mark, et al. 2007).

All libraries fill their info section with their basic information such as their current city, hometown and religious view. However, some of them describe the services that are available there and their operating hours. There also give their librarian contact numbers, counter services, address and website. Moreover, they also include their like and interests, favourite quotations, music, activities, pages and groups. Through page and groups, members can widen their links to other libraries. Some libraries are concern in providing their establishment history for members in acknowledging them.

Photos

The purpose of the profile is to let students know what their librarians do, both professionally and for good clean fun, so that they might begin to identify their librarians as approachable individuals. It is also important to include fun pictures that accomplish to the same end—let students know that you have a cat named Snowball, and that you love to vacation in Rome. Often these small offerings of personal information turn into door-opening conversations (Mark, et al. 2007).

This section is usually private to friends / fans / members of the libraries. The photos available in this section are usually related to the libraries facilities, landscape, librarians, websites, systems and events or program of the libraries. Academic libraries and public libraries have many pictures of all that have been said above. Meanwhile, rural libraries are mostly having the profile pictures and a picture of the library building only.

Event

This section provides the upcoming and past events that have been held in or by the libraries. These links can connect friend / members / fans to the libraries program. In other view, this section show on how active that their libraries in providing people with knowledge and information. Friends / fans / members will be alerted about these events and will be encouraged to join them. However, there are some events were included that is not related to the library, but the number of these related events are not much.

Videos

This section is usually private for it friends / fans / members only. However, there are some libraries that open this section to all. The content of this section is usually about the events and program of the libraries. There are some libraries demonstrate steps of using their new system that are available for their users. There are only few of the libraries that provide video section in their Facebook.

Links

Most of the libraries include the website address of their libraries and link to other libraries that are part of their groups in Facebook. Other than that, these links are also connected to the event or blog that is related to libraries activities.

Notes

Libraries used this section to notes people of the past event that happens in the organization. The notes are about workshop, competition, paper cutting, annual occasions or ceremonies, talks and many more. Most of the contents are about the occasions that happen in the organization that involve the staff members only. This is to share their progress and achievement to publics.

Fan / Fan / Members

The number of friends / fans / members of the libraries are depending on the community that involved within the library. Through the analysis, the academic libraries show a large numbers of friends / fans / members, followed by public libraries and rural libraries. This can also relate to the activities and events that the library involved. Academic library is an active library as they deals with students who continuously expand year by year. Meanwhile, for public and rural libraries, their users are usually high school students and public users in that area only.

Discussion

Libraries' Facebook provide this link to encourage their friends / fans / members to share ideas that will increase their services. It is also for those who have question about libraries' services. Most of the academic libraries have discussions section. Users used this section to ask about new events organize in or by the libraries. The librarian also used this section to inform their friends / fans / members about new facilities and encourage them to give ideas about any problem occurs in the libraries.

RSS / Blog

There is only one library that provides this section and it is Perpustakaan Tun Abdul Razak UiTM. This section acts as the bulletin board of the upcoming events of the libraries. It shows the details about the activity such as the date, venue, time and the source of the advertisement. This blog is very useful to publish these information to people. Part of the content also contains the photos of the events involved in the library.

Extra Links

Links

The 'Website' field should include a link to the profile owner's professional web site, the web site for the librarian's department within the library, a library research help page, or the library home page (Mark, et al. 2007).

There are some extra links that these libraries provide to its friends / fans / members. The links added are extended info, books, boxes, favourite pages, youtube, my flickr, online database, cite me section, reviews, slideshare. The books link consists of the new books available in the libraries. Meanwhile, the online database is the section that list out the online database that the library have currently. Most of these links are added by the academic libraries, public libraries and national libraries. This obviously provides evidence that the libraries are an active organization that organize lots of programs and events and make known to public through Facebook. For the libraries that do not have many activities listed in Facebook, it is not necessarily that they are not active. It is whether they are new to the Facebook or they have smaller community than other libraries.
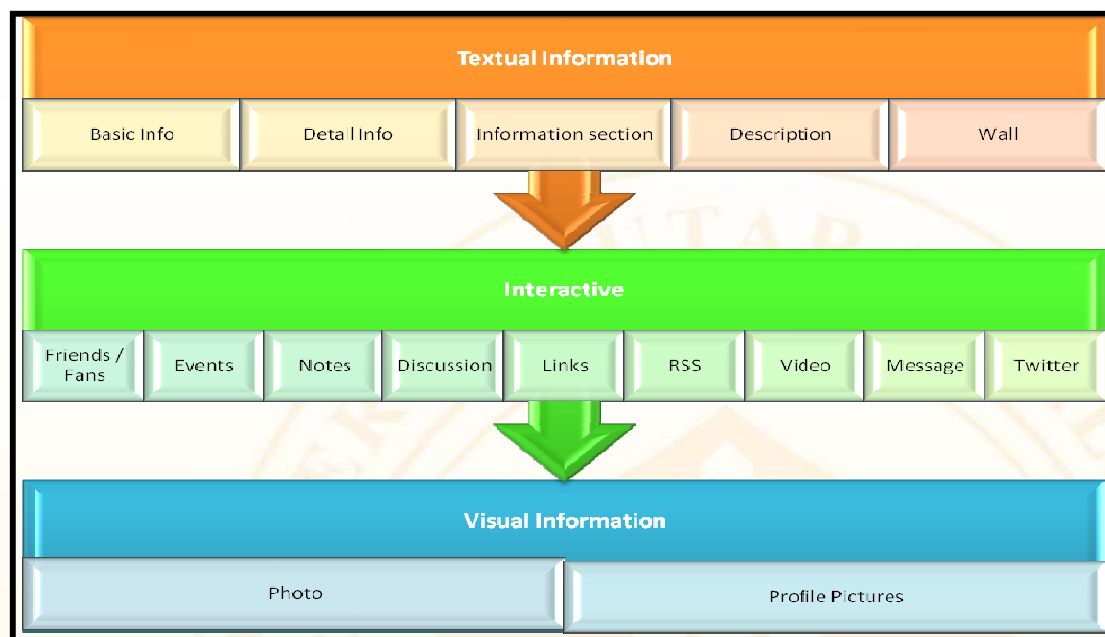
Standard Framework

Figure 2: Recommended Standard Framework of Library Facebook (Noryana & Seri Intan Idayu, 2010)

This recommended standard framework of library facebook has been developed based on the observation that has been carried out towards these two libraries facebook which are among the top ten top world class libraries. These two libraries are Library of Congress and British Library. The Criterions on why these two libraries have been chosen were mainly based on the number of fan or friends available on their facebook. Therefore, it becomes a benchmark in developing this recommended standards frameworks to be applied to other libraries throughout the world.

Relevancy of this information and number of events has been posted by the two libraries also determined that both of these two libraries were choose as a medium to set a benchmark for this recommended standard framework of the library facebook.

From the observation and empirical analysis of the applications, it has been categorized into three main categories which are:

1. **Textual Information**
   Textual information sections contain information in the form of text**.** Normally this section provides factual data about the library, its services and description.
   - Basic Information
     Basic information normally contains information about location, address, mission, vision and operation hours.
   - Detail Information
     Detail information of the library includes history of library establishment, services offers and provided by the library.
   - Information Section
     Information section provides concise and brief explanation about the library, collection and its services.
   - Description
     Description of factual information about library is normally displayed above information section on profile.
   - Wall
     Is a place where library administrators and user can post and share any information that they want to share that relate with library mission, objective, services, event, collection material and etc.

2.   **Interactive**

Interactive sections provide interactivity and connectivity between libraries facebook administrator with user and user with user and user with library administrator. Interactive session includes following section.

- Friends/ Fan
  Everyone that has facebook account can be friend for any library facebook group created. Number of fan will increase when there are more frequent request from users to join the group.
- Events
  Every events organize, in charged by the library and held in the library can be posted into this section. In this section library facebook administrator can post as many projects, activities, programmes in a month. Library administrator also can schedule the events in advance because it has upcoming events options. RSVP option in the events section will help organizer to determine numbers of participant that would like to participate in any events posted by the library administrator. Beside it's also widened the opportunities for every friends or fans to establish network during the events occasion. Friend and fan can know who is attending the events and decided to create good rapport with the participant who is coming for the event.
- Notes
  Libraries administrator can share any information that they wanted to share with patron using notes section. Patron can easily comment, share ideas and opinion related to the topic posted in the notes.
- Discussion
  Discussions section is the best place where libraries administrator can post any issues related. Members can participate and response to the discussion.
- Links
  Libraries administrator can share links related to the libraries or any information available online with their patrons. Besides that, patron also can share any links that they think related for information sharing.
- RSS
  RSS (Rich Site Summary) is **a format for delivering regularly changing web content**. Many news-related sites, weblogs and other online publishers syndicate their content as an **RSS Feed** to whoever wants it (www.whatisrss.com). By having RSS feed on facebook, its allow facebook users to grab the RSS feed from various site and display them for read, used and keep users stay informed.
  RSS solves a problem for people who regularly use the web. It allows the users to **easily stay informed** by retrieving the latest content from the sites users are interested in. users can **save time** because it does not need the users to visit each site individually. Its also **ensure users privacy**, because it does not need the users to join each site's email newsletter. The number of sites offering RSS feeds its growing need rapidly and it's includes big names like Yahoo News (www.whatisrss.com).
- Video
  Video about events, online tutorial, presentations can be shared with others through this application.
- Message
  One to one conversation can be done through message applications and distribution of reminders also can be done through these applications.
- Twitter
  Facebook page can be linked to twitter, libraries administrator can share any information that they want to tweet with twitters. Thus, library administrators can integrate the facebook and twitter to keep their patron updates about libraries activities, services and events available.

3.   Visual Information

Meanwhile, visual information provides photo and profile pictures. Most of these photos and profile pictures section display interior and exterior design of the library building, landscape and pictures about events that has been organized. Visual information section consists of:

- Photo
- Profile Pictures

Conclusion

As a conclusion, standard frameworks will help libraries in Malaysia to attract more users to utilize libraries Facebook to the maximum. Thus, libraries can reach out their target users outside their boundaries. Libraries also can freely communicate and delivered important information to the users in a real time world. It is hope that libraries in Malaysia can adopt this framework to enhance their services and quality of application that they offered through Facebook libraries. Further researchers are recommended to conduct research on the effectiveness of the standard framework of libraries Facebook implementation and to extent the time frame.

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