

## **Do libraries really need Social Media to promote themselves?**

It's not a secret that most of the libraries are using social media and some are still struggling with that and remaining are eager to join them. Social media as a new platforms emerge, libraries need to choose the right channels that are suitable for their clientele. There are several websites exist on the Internet to tell you about how to be successful using social media as a platform. It is unfortunate that with social media, it's all about numbers. The more and more people following you, the better prospect you will have continuing them in your posts.

Among all the existing social media, Facebook, Twitter, Google+, YouTube, Pinterest, and Tumblr seem to be more popular social media. However, it can be observed that the top two social media platforms used by the libraries are Facebook and Twitter. But whatever platform libraries choose, it is essential to have some kind of plan that outlines the goals and objectives so as to have interactivity with the clientele of the library. In the absence of any plan, direction, and strategy the use of social media can be at risk to the image of the library, services, or even to drive clientele to the library or its website. Further, social media's return on investment is also a big question mark. It is likely to happen that the libraries may keep continuously posting all the time, but no one seems to notice it.

It is vital for libraries to determine what platforms most effectively reach their target audience. Being on the social media is not merely enough, but aggressively build sustainable presences on the social media is indispensable. The successful presence on the social media is essential and thereby to share the success stories to encourage others. Finally, it as fact that the social media are not going away. The current scenario echoes that libraries have mere presence on the social media and not seriously looking to promote themselves. They need to develop a proper plan to exploit social media. Under such circumstances, it is very obvious to come in mind that "Do libraries really need Social Media to promote themselves?" Share your experience with us.

**Editor**