

A Study on Using Web Social Media to Promote Library Services in Select Central University Libraries in India

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Key words: Web Social Media, Library, Library Services, Promotion, Central University, India

(Abstract: This paper describes promotion of library services through web social media in select Central universities libraries in India. In this study 12 NIRF ranked year 2025 central university libraries in India are selected .This paper further explains how social media can be used to promote library services such as new arrivals, reference services and seamless access to information resources, library’s news ,User feedback and effective communication with library users. This study employed a qualitative research methodology for select 12 NIRF ranked central universities in India. The research design adopted in this research study is phenemological where respondents are requested to disclose their experiences, views and opinions regarding their social media use for the promotion of various library services, resources and activities

The purpose of this research is to study and explore the usage of social media to promote library services of select central university libraries in India. Prime objectives of this study includes to know the purpose for which social media is being used for the promotion of library services and resources, various social media platforms usage ,effectiveness of social media ,problems ,challenges and barriers faced by the library professionals . As the library services are the integral part of the library, this study becomes significant in terms of information society, to fulfil the information need of the library users, digitally native users and social networkers to get their information quickly. Present digital era necessitates to explore the usage of social media in promoting library services.

This paper highlights the promotion of library services through web social media especially central universities libraries in India.

Finally on the basis of findings of this research study offers insights to other central university libraries in India to implement social media for the promotion of library services and resources, effective user communication and various library activities such as reference service, real time online help, OPAC, user orientation and training programmes .

This paper strongly suggest and recommends Social Media Policy at National level to standardize to use of social media in academic libraries in India.)

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1 Introduction:

In the recent years web social media is recognised globally and its users are growing continuously worldwide. Academic Libraries are also using social media platforms to promote library services such as marketing and promotion, information literacy training, engagement and outreach, increasing interaction, disseminating information about libraries such as new library services and library news to digital native audience.

Libraries are designated as sources of information and knowledge .In modern society libraries can play significant role to develop society and growth of nation. Library professionals should create awareness to use library services and its resources through web social media among its users.

Over the past few years the WWW has been recognised and accepted called as WEB2.0. Now the term has been replaced with the new term “Social Mediator”. The term Web2.0 was coined in 1999 by Darcy D Nucci in her article ‘Fragmented Future’, another millstone of Social Web was set in the year 2004 are the launch of Facebook ,but it was available to public in the year 2006 and became success and very popular .

Now-a –days web social media is an important means of communications among peoples. There are number of social media platforms are available but Facebook, You Tube, Instagram, WhatsApp and Twitter(X) etc. are prominent. Library professionals’ especially academic libraries have great opportunity to use these web social media tools for effective communication with the users training program, marketing of information service, resources and products, user orientation and reference service.

Here are some prominent examples and types with their use of social media websites)

Table: 1 Prominent Social Media

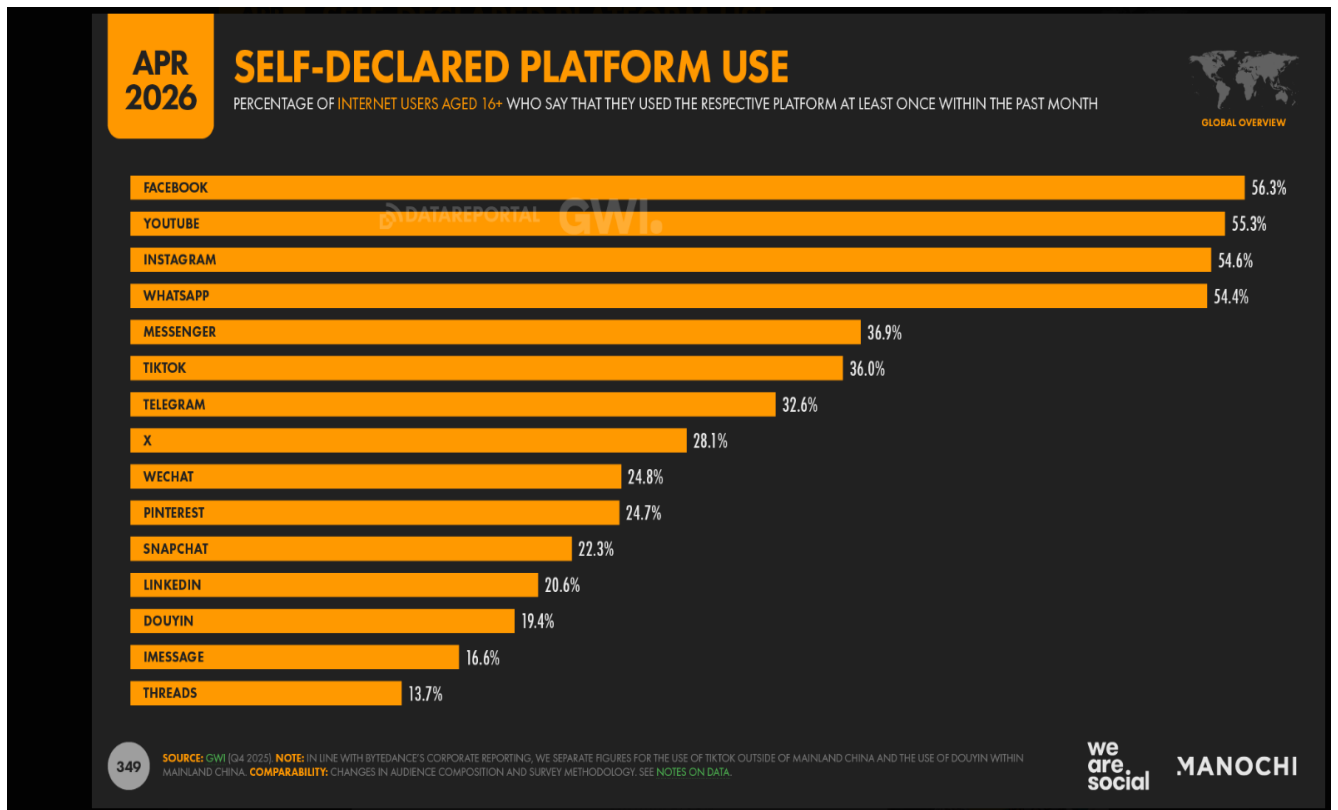
S.No.	Name	Use
1	Del.icio.us, Blinklist, Simpy	Social bookmaking
2	Digg, Propeller, Reddit	Social News
3	Face book, Hi5, Last.FM	Social Networking
4	YouTube , Flickr	Social Photo and video Sharing
5	Wikipedia, Wikia, MySpace, Bebo, Tagged	Wikis
6	WhtasApp ,Instagram, Twitter(X)	Information ,Photo ,Video Sharing

Table 2 Chronology of the Development of Social Media

SN	Name of Social Media	Year	Remark
1	Wiki	1995	
2	Weblog	1997	
3	MSN Messenger	1999	
4	LinkedIn, Myspace, Delicious	2003	
5	Flicker ,Facebook	2004	Face book (Harvard Only)
6	YouTube	2005	
7	Twitter Now(X),Facebook	2006	Facebook (For everyone)
8	Instagram	2010	
9	Threads	2023	

Detailed analysis carried out by Manochi shows that there were 5.79 billion people were using social media user identities around the worldwide at the start of April 2026.

Worldwide number of social media platforms are available for users. It can be ranked by total users worldwide given the table below:



(Source: <https://datareportal.com/social-media-users>)⁵³

Table: 3 Top Ten Social Media ranked by total users worldwide

Rank	Social Media Platform	Active Users in October 2025 (In Millions)
1	Facebook	3070
2	WhatsApp	3000
3	Instagram	3000
4	You Tube	2580
5	Tictok	1990
6	WeChat	1410
7	Telegram	1000
8	FB Messenger	942
9	Snapchat	932
10	Reditt	765

(Source: <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users>)

Table 4 Application of Top Social Media in Libraries

SN	Social Media Platform	Application in Libraries
1	Facebook	Marketing of Services ,Events and Library News
2	Twitter (X)	Rapid updates ,highlighting new arrivals ,quick reference queries
3	Instagram	Used for visual marketing to highlight new books
4	YouTube	Sharing Tutorial Videos ,Information Literacy skills Instruction, Promotional Content ,Live events
5	LinkedIn /Blogs	Professional Networking ,Information Sharing
6	WhatsApp/WhatsApp Channel	Instantaneous Communication, Messages, Notices and updates. Bulletin Board , One way Communication “(Source : https://faq.whatsapp.com/265055289421317)”

2 Need of the Study.

India have largest Higher Educational System in the world. India have 1409 universities⁵⁵ which includes state, deemed, central and private university and 53,463 colleges .Among universities 57 are central universities. Few studies have been conducted on promotion of social media through social media by the scholars and library professionals.

As library users are demanding Real time library services, online help and library user’s information behavior are changing in digital era especially while the digitally native library users are expecting library services through social media , it becomes necessary to to conduct study on the usage of web social media to promote library services in central university libraries of India to explore the opportunities of usage of web social media to facilitate delivery of quality library services deliver and usage of library resources.

3 Purpose of the Study

The purpose of this research is to study and explore the usage of web social media to promote library services and resources of select Central University libraries in India.

4 Objectives of the Study

Followings are the objectives of this study :

- To know the purpose for which the web social media used by the central university libraries under this study.
- To explore the impact of web social media on library resources and services
- To study the promotion of library services through web social media.
- To identify problems are facing by library professional to use web social media in libraries.
- To know the level of social media literacy skills of librarians of central university libraries under this study.
- To know the barriers in using web social media to promote library services in select central university libraries under this study.

5 Significance of the Study

In the age of Information society Web Social media is an important platform sharing information, contents like video and audio etc. In digital age behaviour of library users are changing and challenging now user does not want to physical visit to the library, they want quick, complete and quality information from the library. To fulfil users need it is necessary to adopt new and emerging technologies like web social platforms in various library activities

like user communication, reference service and communication to library staff. There is a need to explore the possibilities of implementation of web social media in libraries especially university libraries in India.

6 Scope and Limitations of the Study

There are total of 57 Central Universities in India, out of which only 12 central universities are selected for this study. Criteria to select central university is on the basis of NIRF ranking category year 2025. This study not covered measurements and effectiveness of various social media platforms such as likes, image sharing, hash tag trends, followers per students shared by the various Library social media accounts. Geographically only those central universities are included who are under NIRF ranking for the year 2025.

Geographical distribution of Central Universities covered under this study

SN	State	No of university
1	Delhi	3
2	UP	2
3	AP	1
4	Punjab	1
5	Assam	2
6	Mizoram	1
7	Tamil Nadu	1
8	Rajsthan	1
	Total	12

National Institutional Ranking Framework is an official evaluation govt. body for standardizing Higher Education Institution in India to maintain academic benchmark to boost and assure quality higher education in India .NIRF ranked institution boost and empowered students as well as their parents .Central Universities are an integral part of higher education system in India .Currently there are 57 central universities in India .In the present study 12 NIRF ranked central universities have been selected .

NIRF ranked year 2025 central University profiles are given below:

Table: 5 List of NIRF Ranked (Year 2025) Central Universities of India

SN	Name of University	Establishment Year	NIRF Rank
1	JAWAHARLAL NEHRU UNIVERSITY	1969	2
2	JAMIA MILLIA ISLAMIA	1920	4
3	UNIVERSITY OF DELHI	1922	5
4	BANARAS HINDU UNIVERSITY	1916	6
5	ALIGARH MUSLIM UNIVERSITY	1920	10
6	UNIVERSITY OF HYDERABAD	1974	18
7	CENTRAL UNIVERSITY OF PUNJAB	2009	77
8	TEZPUR UNIVERSITY	1994	79
9	MIZORAM UNIVERSITY	1980	82
10	CENTRAL UNIVERSITY OF TAMIL NADU	2009	83
11	CENTRAL UNIVERSITY OF RAJASTHAN	2009	89
12	ASSAM UNIVERSITY	1994	97

(Source: “<https://www.nirfindia.org/Rankings/2025/UniversityRanking.html>”)⁶⁹

7 Brief Review of Related Literature

Sari,Purnama Natasya and Prabowo and Fuad,Wahya(2026)⁴² .In this study AIDA (Attention,Interest, ,Desire ,Action) model approach was used to analyse the effect of Instagram promotion on library users’ decisions to utilize services at Semarang library deals the need to optimize social media promotion strategies despite high visitation rates .Furthermore it has been observed that Instagram promotion significantly influenced library users’ decision.

Ray, Dipanwita (2025)⁴¹ in her study highlighted the advantages of using social in the field of library field. The librarians are using social media to attract potential users .The are marketing the library products and services with the help of social media .The users on their end are finding it easier to communicate with the librarians and among themselves through the use of social media .This study further highlighted different challenges of using social media in libraries . Some of major challenges are, lack of training on the part of library professionals in using social media, slow internet speed, selection of right social media for the libraries.

Wibowo, Muhamand Prabhre (2025)⁵¹ in his study on highlighted about the emergence of artificial intelligence (AI) presents new opportunities for libraries to enhance library service delivery ,which includes variety of library functions and services includes resources discovery ,user assistance and administrative functions .

This study further traces new opportunities for librarians to strengthen their promotional digital communication strategies particularly in the content of social media.AI also supports multimedia

creation, allows libraries to deliver quality library services in real time with limited human resources or technical resources.

Das, Aditi and Banarjee, Swapna (2025)¹⁴ in their study proposed several social media based library services can be introduced to the research scholars through the university library .The study further highlighted the need for social media based library services

Drivas, Ioannis Vraimak, Eftichia¹⁵(2024) In this study in depth analysis of 1681 posts from 120 academic libraries Instagram profiles worldwide to explore following content: volume of posting frequency; qualitative content aspects such as post categories, character length, and hashtags usage, emoji frequency and post types and possible correlation between these content aspects and followers post interaction rates .findings of this study further shows that remarkable disparities in interaction rates among 14 distinct post categories with content structure characteristics showing minimal influence on these rates .

Brunskill, Amelia and Gilbert,Emily (2023)⁴ in their study identifying and analysing Twitter post from academic libraries pertaining to disabilities over a period five year period (2017-2021).This analysis covers contents of Twitter such as text, images, and accessibility considerations , by the libraries .This study provide insights to academic librarians' use of social media , and suggests how academic libraries can approach social media posts related to particular contents.

Rahmawati,Nur Sanny and Rahmi (2021)⁴⁰ in their study highlighted library promotion through social media is a important for library services, especially for academic libraries .Social media facilitate to inform the end users about library resources ,services and provides opportunities to librarians impression upon users view and needs .This study is about to determine the use of social media to promote academic libraries in Indonesia .Findings of this study shows the most frequent social media platforms were Facebook and Instagram.

Menash, Monica and Onyecha,Omwoyo Basire (2021)³⁰in their studied and find that the academic libraries , however seem to neglect these Strategies which could drive patron's use of such platforms, recommendations therefore suggest the need to implement social media plans and policies, user engagement, social media update and dedicated staff with requisite skills in the use of social media platforms for service delivery.

Gurikar, Rusmanasab (2019)¹⁸ The study intended to find out the usage of social media in Central University libraries of India to explore the application of social media in 46 central university libraries of India .This study further explains some of social media and its application in the libraries, which are means to services to the patrons.

Shafwi and Hassan (2018)⁴³ This study attempts to investigate the factors that facilitate users' engagement with social media and further examine the relationship of users, engagement with social media and actual library use and from both users and librarians.

Findings of this study shows that most of the librarians are using You Tube as there preferable social media tool followed by Facebook, Twitter, Blog, Tumbler, Pinterest and Flicker.

This study finally proposed a framework for social media engagement evaluation for libraries which acts as benchmark to determine to select best social media platform s to be adopted by libraries.

Harisanty, Dessy (2018)²⁰ in her study concluded that the university libraries are required to always be able to meet the information needs of its users. Findings further show that as Twitter which includes variable monitoring division/ entertainment, personal identity and social relationships either partially or simultaneously influences the use of the library and user satisfaction.

.Parabhoi , Lambodar and Saha ,Payal (2018)³⁹ in their case study of library professionals, application of social media for the promotion of library services ,identified and highlighted the time is the major problems while using social media

Chu,Samuel ,Kai-Wah and Du,Helen S (2012)¹⁴ in their an exploratory study to investigate the use of social networking tools in academic libraries. This study includes 140 university libraries from Asia ,North America and Europe .Findings of this study show that Facebook and Twitter were the most commonly adopted tools in university libraries .This study traces library staff has limited perception of users (students).Furthermore this study provide insights for academic libraries to determine to implement social networking tools for academic libraries .

8 Research Gap

Previous Literatures on promotion of library services through social media shows that few studies have been conducted to explore the usage of social media platform specially Facebook ,YouTube ,Twitter, Instagram and WhatsApp to promote library services in academic libraries specially central university libraries in India, most of the studies found to be focussed on measuring Instagram's effectiveness for academic library service promotion, systematic literature review, user engagement with social media application of social media for promoting library and information services of library and information professionals of India .This study addresses these gaps through findings especially application of social media for the promotion of library services and resources through social media and provides notable insights to the other academic libraries specially Central University libraries in India .

9 Methodology and Sampling and Data Collection

This study employed a qualitative research methodology for select 12 NIRF ranked central universities in India. The research design adopted in this research study is phenomenological where respondents are requested to disclose their experiences, views and opinions regarding their social media use for the promotion of various library services, resources and activities

Each of the selected university library websites /Library Portal and their presence in web social media was visited and observed within two weeks to explore implementation and usage of web social media like Facebook ,YouTube, Instagram ,WhatsApp and Twitter(X) for library services and communication or others library outreach activities for its library users

In this study social media account in top 5 social media platforms has been used namely Facebook, YouTube, X, Instagram and WhatsApp. Structured Google form questionnaire prepared and distributed to select 12 NIRF ranked (year 2025) Central University libraries in India through their email addresses and WhatsApp. Structured questionnaires include closed end and open ended questions to know about the opinion and answers about promotion of library services through social media according to the research questions framed on the basis of statement of problem ,purpose and objectives of this study.

9.1 Research Questions

Followings are research questions asked to the librarians of central university libraries in India:

RQ 1 Does your library has social media account?

RQ 2 Does your library has decided social media presence for library services?

RQ 3 What social media platform does library currently use and what was the purpose for Selecting them?

RQ 4 How much social media platform is effective to promote library services?

RQ 5 How do you adopt Social media platform for digital native audience / library users?

RQ 6 What is your content strategy to promote library services?

RQ 7 How often do you post social media contents on social media?

RQ 8 What are the barriers and challenges in Implementation of social media?

10 Findings and Discussion

Response Rate

No of Questionnaire Google form Distributed to Central Universities	Responses Received	% of Response
12	08	66.66%

In this study out of 12 google questionnaire 08 questionnaires' are received .04 Universities not responded which are listed below in Table 1

Table 1 Status of Responses

SN	Name of University Library
1	Dr. Zakir Husain Library JMI N.Delhi
2	(Sayaji Rao Gayakwad) BHU
3	Maulana Azad Library Central Library (AMU)
4	Central Library CU Punjab)
5	Central Library (Tezpur)Assam
6	Central Library(Mizoram University)
7	Chozha Central Library (CU Tamil Nadu)
8	Rabindra Library(Assam University)

Table 2 Central University Profile and Social Media Status

SN	Name of University	Establishment Year	Name of Library	Social Media Account status	Date of Implementation
1	Jawaharlal University, New Delhi	1969	Dr B R Ambedkar Central Library	Yes	NA
2	Jamia Milia Islamia New Delhi	1920	Dr. Zakir Husain Library	Yes	NA
3	University of Delhi	1922	Central Refrence Library	Yes	NA
4	Banaras Hindu University	1916	Sayaji Rao Gayakwad	Yes	Not mentioned
5	Aligarh Muslim University Aligarh	1920	Maulana Azad Library	Yes	Not mentioned

6	Central University of Hyderabad	1974	Indiara Gandhi Memorial Library	Yes	NA
7	Central University of Punjab	2009	Central Library	Yes	2020
8	Tezpur University	1994	Central Library	Yes	2022
9	Mizoram University	1980	Central Library	Yes	Not mentioned
10	Central University of TamilNadu	2009	Chozha Central Library	Yes	01/09/2026
11	Central University of Rajasthan	2009	Central Library	Yes	NA
12	Assam University	1994	Rabindra Library	Yes	2015

(Source: <https://www.ugc.gov.in/universitydetails/university?type=ddmCMSxJZgXH2S/m0uMOKQ=>)⁷⁰

Table 2 shows that all the central university libraries have their social media presence but only three libraries have mentioned their implementation date and year .There is a need to adopt social media platform asper the need of the library of the to promote library services by the central university libraries India

Table 3 Central University Social Media platform Status

SN	Name of University Library	Facebook	YouTube	WhatsApp	Instagram	X(Twitter)
1	Dr B R Ambedkar Central Library (JNU)	Face Book	No Channel	No Channel	Instagram	X(Twitter)
2	Dr. Zakir Husain Library JMI NDelhi	Face Book	No Channel	No Channel	No account	No account
3	Central Refrence Library University of Delhi	Face Book	No Channel	No Channel	Instagram	No Account
4	(Sayaji Rao Gayakwad) BHU	Face Book	No Channel	No Channel	No account	No Account
5	Maulana Azad Library ,AMUALigarh	Face Book	YouTube	WhatsApp	No account	No account
6	Indiara Gandhi Memorial Library(CUH'Bad)	Face Book	No Channel	No Channel	Instagram	No Account
7	Central Library CU Punjab)	Face Book	No Channel	No Channel	No account	No account
8	Central Library (Tezpur)	Face Book	No Channel	WhatsApp	No account	No account
9	Central Library(Mizoram)	Face Book	No Channel	WhatsApp	Instagram	No account
10	Chozha Central Library (CU Tamil Nadu)	Face Book	YouTube	WhatsApp	No account	No account
11	Central Library (CU Rajasthan)	Face Book	No Channel	No Channel	No account	No account
12	Rabindra Library(Assam University)	Face Book	YouTube	No Channel	Instagram	No account

Table 3 clearly indicates that all university libraries are using Facebook ,only three university libraries are using YouTube channel , three university libraries are using Instagram , four university libraries are using WhatsApp for promotion of library services and communication purposes. No any university libraries are using X (formerly Twitter) for libraries services

Table 4 Effectiveness of Social Media Platform for Promoting Library Services

SN	Name of University Library	Effectiveness of Social Media Platform for Promoting Library Services				
1	Dr. Zakir Husain Library JMI N.Delhi				Very Effective	
2	(Sayaji Rao Gayakwad) BHU				Very Effective	
3	Central Library CU Punjab)				Very Effective	
4	Central Library (Tezpur)				Very Effective	
5	Maulana Azad Library Central Library (AMU)					Extremely Effective
6	Central Library(Mizoram University)				Very Effective	
7	Chozha Central Library (CU Tamil Nadu)	Vegetative				
8	Rabindra Library(Assam University)	NR				

Table 4 shows that most of the Central university libraries recognized very effective to promote library services through social media. After scanning all selected social media platform account it has been found that libraries are posting irregular library contents, library news, and other activities done by the library.

Table 5 Currently used Social Media

SN	Name of University Library	Currently used Social Media
1	Dr. Zakir Husain Library JMI N.Delhi	Facebook
2	(Sayaji Rao Gayakwad) BHU	WhatsApp
3	Maulana Azad Library Central Library (AMU)	Not Mentioned
4	Central Library CU Punjab)	Facebook
5	Central Library (Tezpur)Assam	Facebook
6	Central Library(Mizoram University)	Instagram
7	Chozha Central Library (CU Tamil Nadu)	Not Mentioned
8	Rabindra Library(Assam University)	Facebook ,WhatsApp

Table 5 Indicates that Facebook is the most preferred social media platform currently used by the libraries, followed by Facebook, WhatsApp is currently used by the libraries for their library services promotion and only one university is using Instagram for library services.

Table 6 Promotion of Library Contents on Social Media

Name of University Library	Promotion of Library Contents on Social Media							
	E-books	E-Journal	New Arrivals	Library News	Social Media Post	News Letter	Web Content (Virtual Library Tour)	'Ask a Librarian' Service
Dr. Zakir Husain Library JMI N.Delhi				✓				
(Sayaji Rao Gayakwad) BHU	✓		✓					
Maulana Azad Library Central Library (AMU)								
Central Library CU Punjab)				✓		✓		
Central Library (Tezpur)Assam								
Central Library(Mizoram University)	✓	✓	✓			✓		
Chozha Central Library (CU Tamil Nadu)	✓		✓	✓		✓		✓
Rabindra Library(Assam University)								

It has been found that responses recorded from the central university libraries Dr. Zakir Husain Library JMI Delhi promotes library news through social media platform, for e-book and new arrivals, Central Library CU Punjab) using social media platform to promote and communicate Library news and newsletter, Central (CU Tamil Nadu) Library(Mizoram University) promoting e-book, e-journal, new arrivals and newsletter through social media and Chozha Central Library using social media for the promotion of e-book new arrivals ,library news ,newsletter and Ask a Librarian service .

Promotion of Library Contents on Social Media

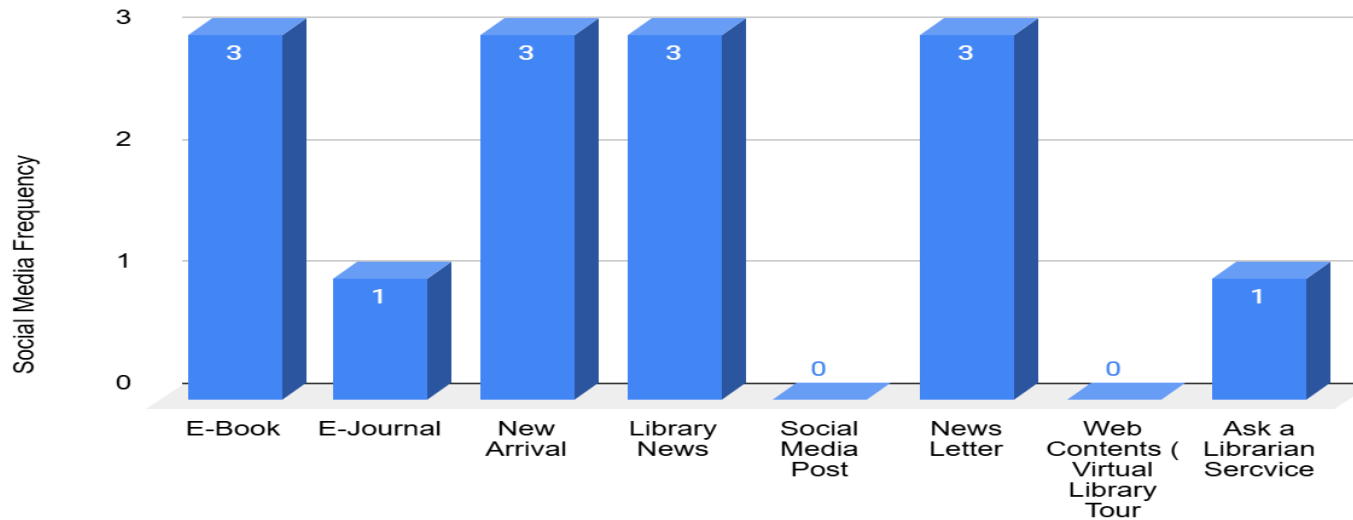


Chart 1: Promotion of Library Contents through Social Media

Most of the central university libraries are promoting e-book, new arrival library news, newsletter through social media. If library is promoting library contents through social media there is need to frame content strategy according to need of the users. Traditional approach for library contents are not effective and useful. Multidimensional strategic approach such as through social media, dynamic and interactive website /library portal and special campaign should be carried out for out reach activities in the library. Besides these it is essential to know the audience or digitally native user's information needs. For daily real time updates it is necessary to post library related post and contents on social media.

Table 7 Various Social Media Platforms used for various activities by the Libraries

Name of University Library	Social Media Platforms used for various activities by the Libraries					
	Circulation	Communication	Information Service	Public Relation	Reference Service	User Education
Dr. Zakir Husain Library JMI N.Delhi	WhatsApp	WhatsApp	WhatsApp			WhatsApp
(Sayaji Rao Gayakwad) BHU		WhatsApp	WhatsApp	WhatsApp		
Maulana Azad Library Central Library (AMU)	Facebook , WhatsApp	Facebook , WhatsApp	Facebook	WhatsApp	Facebook	Facebook , WhatsApp
Central Library CU Punjab)		Facebook	Facebook	Facebook		Facebook
Central Library (Tezpur)Assam		X(Twitter)	X(Twitter) Facebook		X(Twitter) Facebook	X(Twitter) Facebook
Central Library(Mizoram University)	Instagram	Instagram, WhatsApp	Instagram, WhatsApp	WhatsApp		WhatsApp
Chozha Central Library (CU Tamil Nadu)	Facebook, Instagram, WhatsApp	Facebook	Facebook, Instagram, YouTube ,WhatsApp	Facebook, Instagram, YouTube ,WhatsApp	Facebook, Instagram, YouTube ,WhatsApp	Facebook, Instagram, YouTube ,WhatsApp
Rabindra Library(Assam University)		Facebook , WhatsApp	Facebook , WhatsApp	Facebook , WhatsApp	Facebook , WhatsApp	Facebook , WhatsApp

Table 7 shows that central university libraries are using social media platforms for various activities by the libraries.

Social Media Platforms used by Central University Libraries

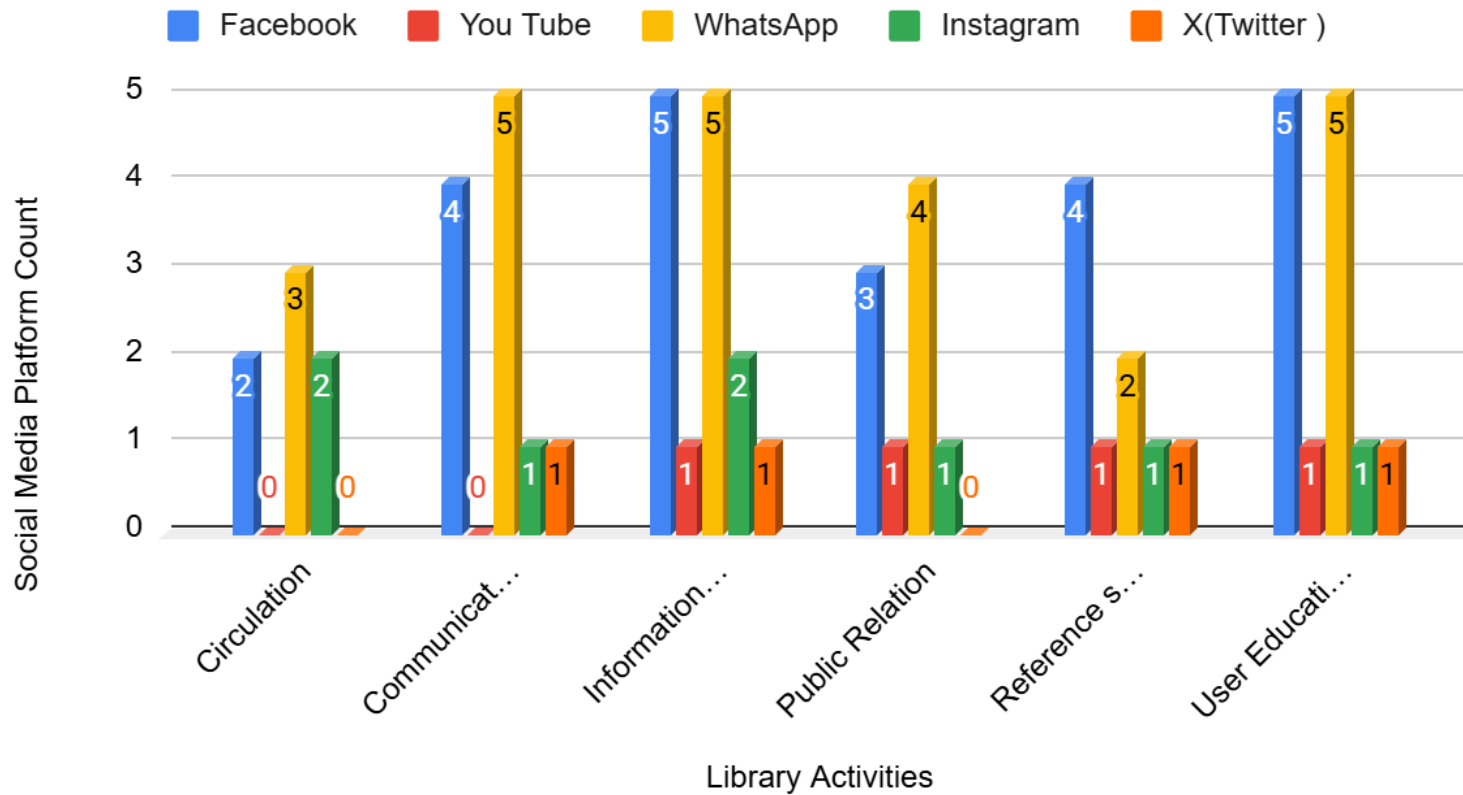


Chart2: This chart shows social media platform counts used by central university libraries in India for their use of social media platforms for services

It is clear from this chart that Facebook and WhatsApp are most preferred social media platforms for library activities such as circulation, communication, information service public relation, reference service and user education. It is clear from the chart 2 that Facebook and WhatsApp are most widely used social media platforms .An official Facebook page should be created for effective library services another social media platform is WhatsApp channel which is very effective for library activities such as public relation, communication and user education .

Table 8 Barriers and Challenges in Implementation of Social media

Name of University Library	Barriers and Challenges in Implementation of Social media								
Dr. Zakir Husain Library JMI N.Delhi	NR								
(Sayaji Rao Gayakwad) BHU				Insufficient Human Resources	Technical Support		Copy Right		
Maulana Azad Library Central Library (AMU)	Privacy Concern	Data Security							
Central Library CU Punjab)	Privacy Concern	Data Security		Insufficient Human Resources				Lack of Awareness	Social Media Literacy
Central Library (Tezpur)Assam	NR								
Central Library(Mizoram University)				Insufficient Human Resources					
Chozha Central Library (CU Tamil Nadu)	Privacy Concern	Data Security		Insufficient Human Resources	Technical Support	Technical Support	Copy Right		
Rabindra Library(Assam University)						Institutional Policy and Support			

NR = No Response

Barriers and Challenges in Implementaton of Social Media

(Frequency N=8)

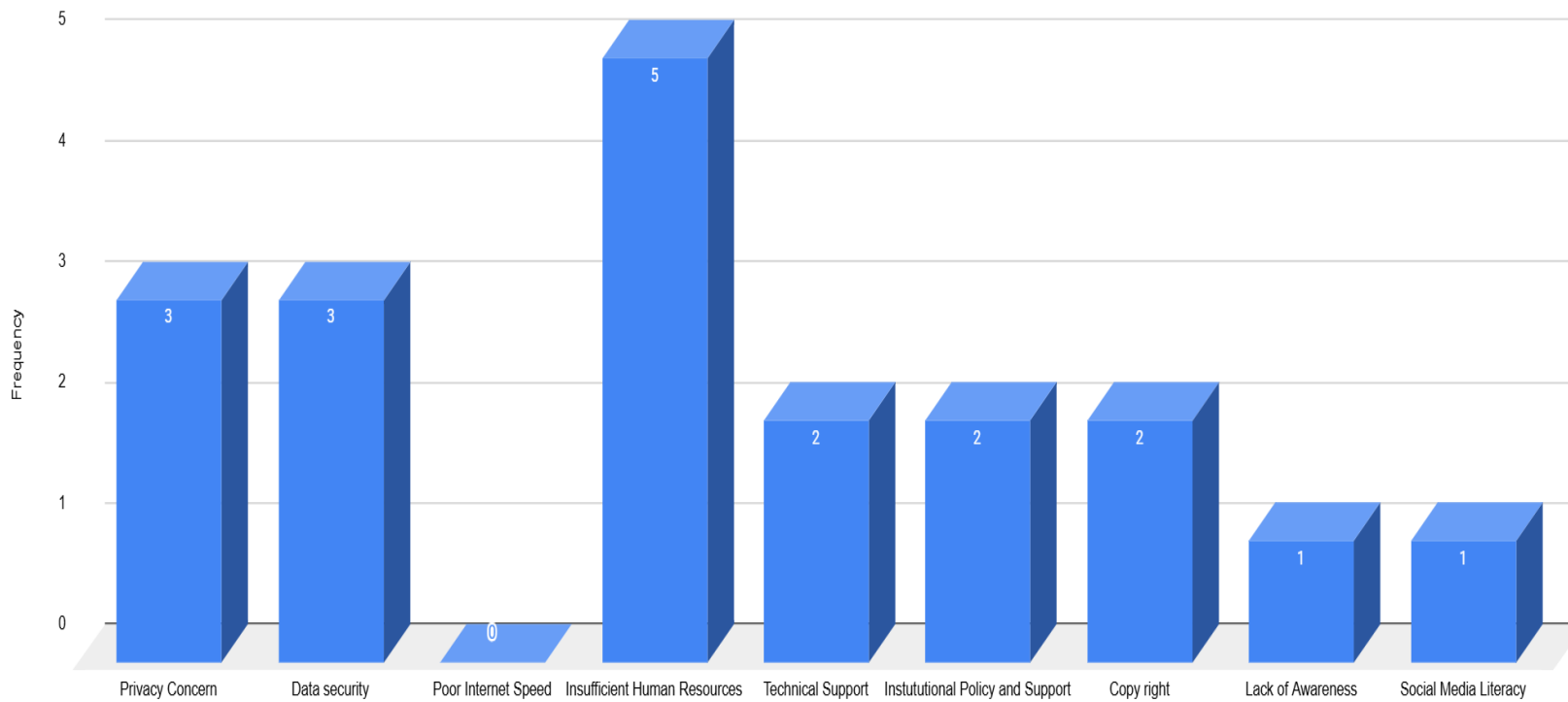


Chart 3 It clearly show that most of the central university libraries have insufficient human resources to implement social media in library services .There need to use social media for the promotion of library services and resources to deliver effective library services specially digital native audience /library users .

Table 9 Nature of Skills to Operate Social media

Name of University Library	Nature of Skills to Operate Social media									
Dr. Zakir Husain Library JMI N.Delhi	Internet Use	Email use	Social networking Sites	Mobile use	Ability to recognise Misinformation	Ability to Evaluate online contents	Ability to create Online contents	Digital expression of Ideas	Digital safety	Cyber Security
(Sayaji Rao Gayakwad) BHU		Email use	Social networking Sites	Mobile use	Ability to recognise Misinformation	Ability to Evaluate online contents				
Maulana Azad Library Central Library (AMU)	Internet Use	Email use	Social networking Sites		Ability to recognise Misinformation	Ability to Evaluate online contents	Ability to create Online contents			
Central Library CU Punjab)	Internet Use				Ability to recognise Misinformation	Ability to Evaluate online contents	Ability to create Online contents			
Central Library (Tezpur)Assam			Social networking Sites	Mobile use						
Central Library(Mizoram University)	Internet Use		Social networking Sites	Mobile use	Ability to recognise Misinformation	Ability to Evaluate online contents				
Chozha Central Library (CU Tamil Nadu)	Internet Use	Email use	Social networking Sites	Mobile use	Ability to recognise Misinformation	Ability to Evaluate online contents	Ability to create Online contents	Digital expression of Ideas	Digital safety	Cyber Security
Rabindra Library(Assam University)	Internet Use	Email use	Social networking Sites	Mobile use	Ability to recognise Misinformation	Ability to Evaluate online contents	Ability to create Online contents	Digital expression of Ideas	Digital safety	Cyber Security

This table shows that most of the librarians are skilled to operate Social Networking Sites, ability to recognize misinformation, ability to evaluate online contents, ability to create online contents and other necessary skills

Nature of Skills to Operate Social Media

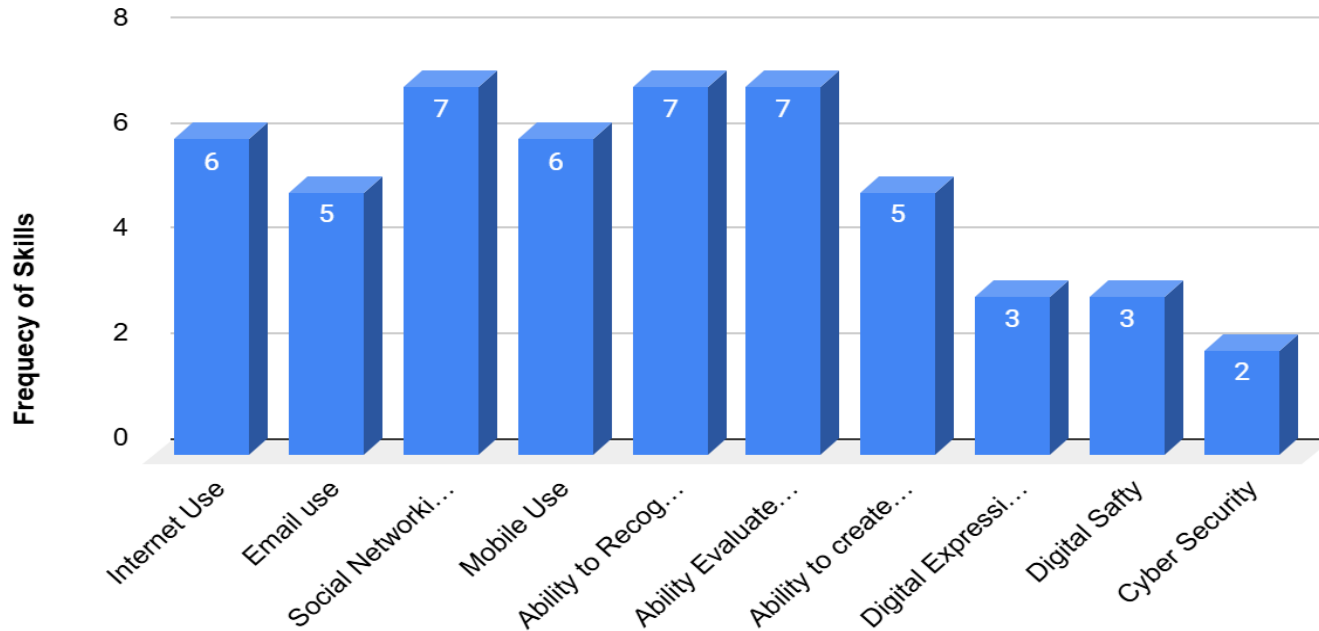


Chart 4 this charts reveals that librarians are skilled in Social Networking Sites, skilled to identify misinformation, to evaluate online contents and ability to create online contents.

Q16 Socio Cultural Understanding of Librarian's

8 responses

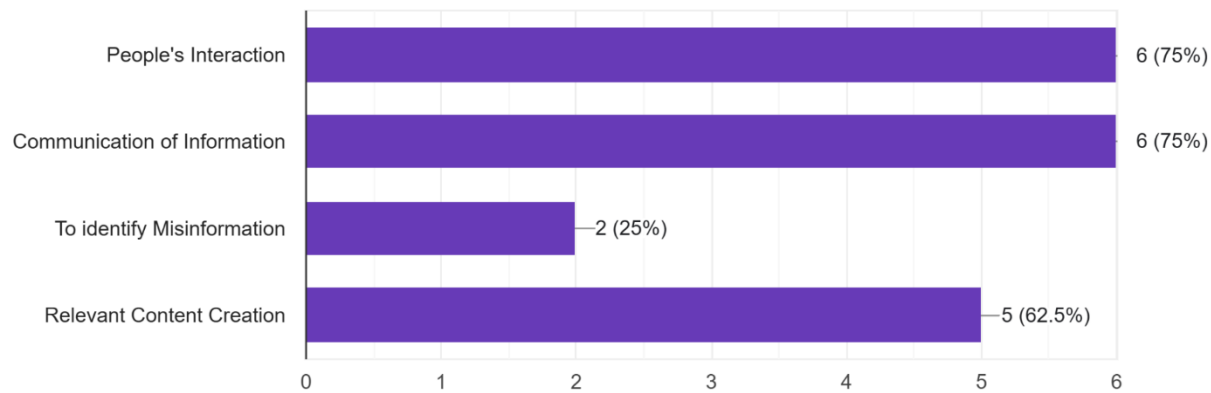


Chart 5 University Librarian's Socio Cultural Understanding

This chart shows variations in central university librarian's socio cultural understanding. This necessitates in today's digital and artificial intelligence era. For effective communication, people's interaction and most important is relevant content creation and identification of misinformation .There is an urgent need to conduct training programs on Social Media Literacy Program to improve sociocultural understanding of librarian's .Social media literacy is crucial in AI era while on the other way AI can help in creating library's content for social media .

Table 10 Social Media Support to Library Services

Name of University Library	Social Media Support to Library Services											
Dr. Zakir Husain Library JMI N.Delhi	Enhanced user Engagement	Increased Communication	Effective User feedback	Reached New user Enhancement	Increased Library Use	Increased Access to Lib. Resources	Improvement in Library services	Effective Library service delivery	Real Time updates	User Centric Content	Increased Visibility of Library Resources	Increased usage of library Resources
(Sayaji Rao Gayakwad) BHU	Enhanced user Engagement	Increased Communication	Effective User feedback			Increased Access to Lib. Resources	Improvement in Library services		Real Time updates			
Maulana Azad Library Central Library (AMU)	Enhanced user Engagement	Increased Communication	Effective User feedback	Reached New user Enhancement	Increased Library Use	Increased Access to Lib. Resources	Improvement in Library services	Effective Library service delivery	Real Time updates	User Centric Content	Increased Visibility of Library Resources	Increased usage of library Resources
Central Library CU Punjab)	Enhanced user Engagement	Increased Communication	Effective User feedback		Increased Library Use	Increased Access to Lib. Resources				User Centric Content		
Central Library (Tezpur)Assam	Enhanced user Engagement	Increased Communication	Effective User feedback	Reached New user Enhancement	Increased Library Use	Increased Access to Lib. Resources	Improvement in Library services	Effective Library service delivery			Visibility of Library Resources	
Central Library(Mizoram University)	Enhanced user Engagement	Increased Communication	Effective User feedback	Reached New user Enhancement	Increased Library Use	Increased Access to Lib. Resources	Improvement in Library services	Effective Library service delivery	Real Time updates	User Centric Content	Increased Visibility of Library Resources	Increased usage of library Resources

Name of University Library	Social Media Support to Library Services											
Chozha Central Library (CU Tamil Nadu)	Enhanced user Engagement	Increased Communication	Effective User feedback	Reached New user Enhancement	Increased Library Use	Increased Access to Lib. Resources		Enhanced user Engagement	Real Time updates	User Centric Content	Increased Visibility of Library Resources	Increased usage of library Resources
Rabindra Library(Assam University)	Enhanced user Engagement	Increased Communication	Effective User feedback	Reached New user Enhancement	Increased Library Use	Increased Access to Lib. Resources	Improvement in Library services	Effective Library service delivery	Real Time updates	User Centric Content	Increased Visibility of Library Resources	Increased usage of library Resources

Table 10 this table shows that all the librarians are in opinion about social media is able to support library services, helps in user engagement, increase library use ,effective user feedback and other important activities .

10.1 Discussion

Diverse utilities offered by social media have been suggested for academic libraries in India especially central university libraries. This study reveals use of social media in promoting library services. On the basis of Librarians, insights this study was able to find out social media presence of selected central university libraries in India as mentioned in Table 3. Though Social media is expected to be very useful in libraries, but it is important to know the challenges and barriers in implementation of social media, these challenges and barriers includes insufficient Human resources, lack of technical skills, privacy concern, technical support and institutional policy support and it would be worth to mention that India has no policy at National level for the use of social media in libraries.

There is an urgent need to frame policies for social media use in libraries at national and international level by the library association and government.

India has a largest educational system and central universities are similar to premier institute and libraries are integral part of higher educational system. Furthermore this study reveals that Changes in users' attitude towards library services and familiarities of social media central university libraries are planning to adopt social media to promote library services, resources and other library activities.

11 Further Studies

This study offers an insights for selected 12 NIRF ranked (2025) Central University libraries in India. It is not possible to made generalization due to relatively small sample size. However this study aims to provide broader perspective of the use of social media for the promotion of library services resources and important activities in Central University Libraries in India, but in alternative approach might useful to involve more central university libraries and for better approach library users would be involve in this study to know the perception and opinion about the use of social media in promoting library services and resources.

This study was only focused on selected central university libraries in India, it would be more useful to explore if similar experiences with social media use of promotion of library services and resources of other libraries.

12 Recommendations and Suggestions

On the basis of findings following recommendations and suggestions are made:

12.1 It has been recommended that social media account should be official and verified and after social media presence post related to library should be posted regularly.

12.2 Social media platform should be selected as per the need of library and users.

12.3 Library content strategy for library services promotion should be framed as per the need of users' information need and user centric contents should be promoted. If specific social media platform is using by the library then analytics tools should be used to measure user engagement.

12.4 Socio-cultural understanding should be improved such as people's interaction, communication of information, identification of misinformation, ability to evaluate online contents

12.5 Barriers in implementation of social media should be removed.

12.6 There is an urgent to frame social use media policy at national level for libraries in India.

12.7 Library associations should take initiative and responsibilities to frame social media use policy guide lines for libraries.

12.8 Social Media Policy Guidelines for Academic libraries should be issued by the library association on the same lines of “American Library Association” issued in the year 2018.⁵⁶

Some suggestions received from the librarians of central universities which are given below:

- 1 Implementation of social media in libraries has become an essential strategy for promoting library resources and services in the digital age. Social media platforms help libraries engage users effectively, disseminate information instantly, and enhance accessibility of services through interactive and user-friendly communication. It also strengthens user participation, awareness, and outreach, thereby improving the overall efficiency and visibility of library services.
- 2 A proper guidelines should be passed at the National Level for Libraries to minimize hindrances regarding IT, Cyber law.

13 Implications & Challenges to use Web Social Media in University Libraries

Followings are the implication and challenges in using web social media:

13.1 Privacy concern

During implementation of social media in libraries privacy is the serious issue because most of the social media platform may collect data, user tracking and behaviour as well as personal information such as name, email, date of birth and location etc. While implementing social media in libraries these should be taken care.

13.2 Data Security

Data and database of any origination is considered as valuable assets. Library database is valuable assets for performing various library activities. In the absence of data security may leads to patron’s privacy, phishing to library users, due to weak protocols of third party application there may be chances to vulnerability of library data base. Appropriate cybersecurity measures or safeguards while implementing social media in libraries.

13.3 Technical Problems

Efficient and effective social media implementation for library activities required sufficient technical support, ICT infrastructure and trained personnel required. Absence of sufficient technical support may leads to followings;

- Data theft
- Phishing attack to library users ; and
- High jacking of Institutional social media account.

13.4 Insufficient human resources.

Insufficient human resources are the major issues in the libraries. For the implementation of social media a dedicated team is required to maintain and monitor social media post, user tracking and social media analytic tools

13.5 Insufficient fund and Institutional support

Another implication of social media application in libraries are insufficient fund and institutional support. Sufficient fund and institutional support is required for ICT infrastructure, trained staff and sound institutional guidelines for effective social media implementation.

13.6 Copy Right Issues

Copy Right issues are crucial while libraries are using social media platforms for their services, resources and other activities. Copy right issues arises when library share images, text and videos in an unauthorized manner with taking any prior permissions from the owner. If libraries are using social media platforms they have to follow platform ToS (Terms of Services).

Prior permission from the third party/owner before sharing copyrighted text ,images and video's as mentioned in "ALA Ethics and Social Media Q&A"⁷¹ further it also

"Suggests followings:

- (i) Library patron's privacy and confidentiality should be maintained.
- (ii) No personal convictions should be made by the library staff.
- (iii) Private interest should be avoided in social media post by the library staff.
- (iv) Prior permission required before sharing any contents on social media."

13.7 No Social media policy for academic libraries.

In India there is no social media policy for the ethical use of social media in academic libraries. Absence of social media policy leads to no standardization and uniformity at national level of social media platforms use in academic libraries. In the digital era there is a need to frame social media use policy and ethical code for academic libraries in India. Most of the academic libraries are following their parent institutional policy. UGC and Library Associations at national level should take initiatives in the lines as Social media use in academic and public libraries issued by American Library Association.⁷¹

14 Conclusion

In digital era social media becoming powerful communication tools. Findings from this study reveals importance of social media use in academic libraries for the promotion of library services .The implementation of social media in library services includes selection of social media platform, content strategy ,institutional policy ,elimination of barriers in implementation of social media . Findings from this study makes significant practical contributions to academic libraries that use social media for the promotion of library services and may provide insights to the future researchers .Further findings of this study may serve as guidelines for the adoption of social media for the promotion of library services in academic libraries .This study was qualitative, forthcoming studies could employ both quantitative and qualitative research to measure effectiveness of social media to explore optimization to use social media in academic libraries from the Indian perspectives .

15 Disclaimer: No AI tools have been used in this study.

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Appendix 1 Basic Terminology

- 1 **Digital Literacy** is an individual's ability to find, evaluate, and communicate information using typing or digital media platforms.
- 2 **Disinformation** It is specially false information that is intentionally created.
- 3 **Literacy** UNESCO defines literacy as the ability to understand, interpret, create, communicate, and compute using printed and written materials within various contexts
- 4 **Misinformation.** It is simply false or inaccurate information and harmful.
- 5 **Skills:** Skills are people's abilities, knowledge, and expertise that are needed to carry out specific tasks or activities effectively.
- 6 **Social Media:** a form of mass media communications on the Internet (such as on websites for Social Networking and microblogging) through which users share information, ideas, personal messages, and other content (such as videos).
- 7 **Social Media Literacy:** Social media literacy is the ability to critically engage with social media content. This means being able to understand and analyze the messages that are being communicated, as well as the context in which they are being shared.
- 8 **Social Book Marking:** “Social bookmarking is an online service which allows users to add, annotate, edit, and share bookmarks of web documents”.(https://en.wikipedia.org/wiki/Social_bookmarking#)
- 9 **WWW - World Wide Web** invented by Tim Berners Lee in 1990 and available for public in 1991. It's a collection of webpages, document and accessible through Internet.
- 10 **Web 1.0** –Web 1.0, often called the “**Static Web**” or “read only web,” was the initial phase of the World Wide Web, from roughly 1991 to 2004.
- 11 **Web2.0 Interactive** The term Web2.0 was coined in 1999 by Darcy D Nucci in her article ‘Fragmented Future’
- 12 **Web 3.0** Third Generation WWW. AI based more personalized web experience, peer –to peer interaction.
- 13 **Web Social Media** : "Social media" refers to web-based platforms, apps, and websites that enable users to create and share content, connect with others, and build virtual communities, while "web social media" is a redundant phrase emphasizing the online nature of social media itself
