



UTILIZING SOCIAL MEDIA TOOLS IN MIZORAM UNIVERSITY CENTRAL LIBRARY

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Abstract

This paper explores the various social media tools adopted by Mizoram University Central Library. It also assesses students' awareness of these tools and tries to find out which social media tools are most popular among students. It also evaluates user satisfaction with library's social media implementation and examines whether these tools are perceived as adequate for supporting academic and research needs. Gender-based comparisons are included throughout the analysis. The findings reveal that Facebook, Instagram, and the Knimbus App are the primary tools adopted by the library, while WhatsApp emerges as the most widely used platform among students. Most students demonstrate average awareness of these tools, express satisfaction with the library's social media efforts, and believe the social media tools offered by the central library sufficiently support their academic and research activities.

Keywords: Social media, Mizoram University, social media tools, social media awareness.

Introduction

The use of social media tools has seen rapid growth in the last decade. Since the creation of social media applications, these platforms have expanded exponentially and developed rapidly, becoming more user-friendly than ever, and they are here to stay. Research has shown that social media can positively influence students' learning performance, as they recognize its value and educational benefits (Alshalawi, 2021). (Boateng & Amakwaa, 2019) noted that social media usage is increasing significantly among higher education students and plays an important role in their academic development. Social media provides a digital forum for people to share experiences, thoughts, and perceptions, allowing information to be disseminated quickly to a much wider audience (Azzahra et al., 2023). (Essien, 2025) found that students with good time management skills are less likely to be distracted when using social media for academic purposes. The evolution and advancement of social media have also made collaboration much easier. (Sahoo & Pradhan, 2025) concluded that social media is highly effective in promoting collaborative learning and enhancing student engagement. (Lin, 2025) further emphasized that, when properly utilized, social media tools can enhance online learning and collaboration by fostering inclusivity and motivation.

The integration of social media into university libraries has become an effective way to connect with users in the digital age. Platforms such as Facebook, Instagram, X (Twitter), and YouTube are being used to share information about library resources, including announcements of new book arrivals, workshops, webinars, seminars, and upcoming events. They also guide users on how to access and utilize various subscribed databases. Additionally, social media is employed to promote digital resources such as e-books, e-journals, and institutional repositories. Beyond resource promotion, social media tools contribute significantly to enhancing users' digital literacy

Review of literature

Madhushan (2024) conducted a study on the application of social media in libraries and found the importance of the implementation of social media in library services. The study states that social media is divided into 3 parts namely communication, promotion and services. The study further states that reference services were the

most popular service among the library users and suggests that proper implementation of social media tools in library services can greatly enhance the usefulness of these services. Suggestions are also made for libraries to implement different forms of social media applications on multiple platforms as it can be used to generate new ideas for future library strategies.

Saputra (2024) in his study on the promotion of library visibility through social media finds that social media can be used as an effective tool for promoting and raising public awareness of the services of the library. The study further states how using social media libraries can build stronger relationships between its users by creating communities and groups to interact with its users. The study suggests that libraries need to promote eye-catching visuals and a more active social media presence for its users in order to establish a more engaged community to increase the visibility and public's interest in reading.

Shashikiran (2021) in his study on the impact of social media services and use in libraries and library services found that social media can be used in the library for promoting library events, and the different library resource and services to its users. Social media tools can be used to disseminate information such as library events, services offered by the libraries, resources and collections available within the library. The study further states the importance of implementing different social media tools so that users can choose the applications that they are familiar with for accessing the resources and services of the library.

Chakrabarti (2019) studied the symbiotic relationship between social media and libraries and found that a relationship between libraries and social media is needed to present the best of the physical and digital environment. With the rise of popularity on using social media, library staff need to undergo regular training so as to be updated and handle all problems and queries that can be faced by the users. The study concludes that even with the rise of digital media, printed documents will always play a key role in libraries.

Singh (2016) studied the application of social networking sites in marketing and promotion of library services and states that people are highly active on social media such as Facebook, Twitter, LinkedIn, blogs etc and it is the duty of libraries to implement these social media tools to form a better communication route with its users. The study states that libraries need to be versatile so it can be ready to handle the impact of technological change.

Objectives of the study

1. To identify the various social media tools adopted by Mizoram University Central Library.
2. To assess students' awareness of social media tools and compare differences by gender.
3. To find out which social media tools are most popular among students and analyse their usage by gender.
4. To evaluate user satisfaction with the library's social media implementation and compare satisfaction levels by gender
5. To examine whether students perceive the library's social media tools as sufficient for supporting their academic and research activities, with gender-based comparison
6. To provide recommendations based on the study's findings

Methodology

In this study, a descriptive survey method was used to collect data from Mizoram University. The sample included 68 students from across different departments of the university, consisting of 35 male and 33 female participants. Both qualitative and quantitative methods were applied for analysis. Interviews were conducted to identify the social media tools adopted by the Mizoram University Central Library. In addition, a questionnaire was designed to gather information about students' awareness of social media tools offered by the University library, the most popular social media platforms students use, their level of satisfaction with the library's social media initiatives, and whether they consider these initiatives adequate for supporting their academic and research needs. The collected data was then analysed and interpreted in accordance with the objectives of the study as follows

Data analysis and interpretation

Initially, 100 questionnaires were distributed randomly to students across various departments. 68 students answered the questionnaire. Among the respondents, there were 33 (49%) female respondents and 35 (51%) male respondents

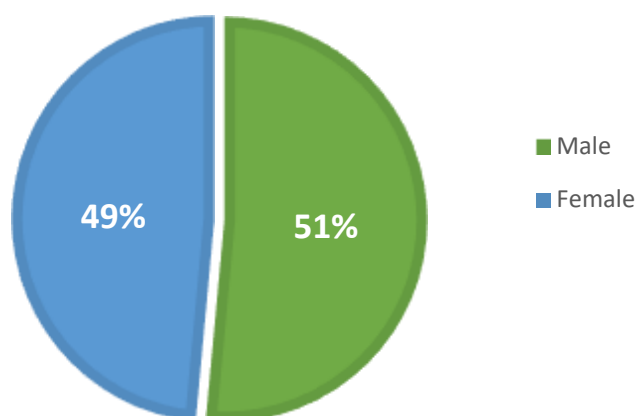


Fig.1. Gender distribution

Objective 1: To identify the various social media tools adopted by Mizoram University Central Library.

Mizoram University has significantly enhanced access to the library resources and services through digitization and the central library is operating as a fully digitized library. The library has adopted various services such as Online Public Access Catalogue (OPAC) which allows users to search the collections of the library through the internet. The library also provides access to e-resources such as e-book, e-journals, online databases and institutional repositories. The central library has implemented some social media tools which are:

1. Facebook: The central library uses the Facebook page as a key communication and outreach tool to keep students, faculties and the community informed and engaged on the latest news and updates within the library. It is used to publish announcements on seminars, workshops and academic events. Library users can quickly gather information on updates of library services, changes in opening hours and other information related to the users.

2. Instagram: Mizoram University central library uses its Instagram page primarily as a visual communication and engagement platform to cater to the younger generation of its library users. Through Instagram, users can get notices on book exhibitions, competitions, seminars, workshops and orientation programs held in the library as well as getting updates on the arrival of new books, visual guides on how to access e-resources and digital databases and other important academic resources for research. The photos and videos of library events and activities are posted to help build a stronger connection with the user community.

3. Knimbus App: Mizoram University central library has a mobile application known as Knimbus which provides digital access to the electronic library services. Using this app, the library users can access subscribed e-resources, e-books, e-journals and all the other academic materials directly from their own mobile device without the need to visit the library physically. The app allows users to quickly search, read and browse the collections of the library anywhere and anytime which can be useful for off-campus studies and researchers.

Objective 2: To assess students' awareness of social media tools and compare differences by gender.

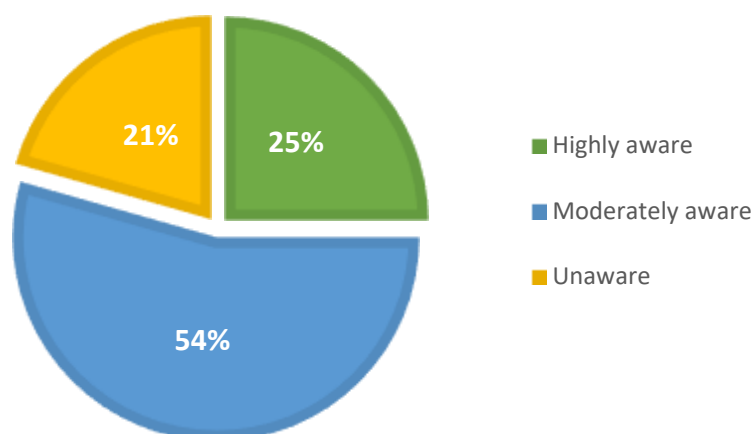


Fig. 2: Overall awareness of social media tools in university library

Figure 2 shows that the majority of students, 37 (54%), are moderately aware of the social media tools offered by the university library. Seventeen students (25%) are highly aware, while 14 students (21%) are unaware of the social media tools implemented by the library.

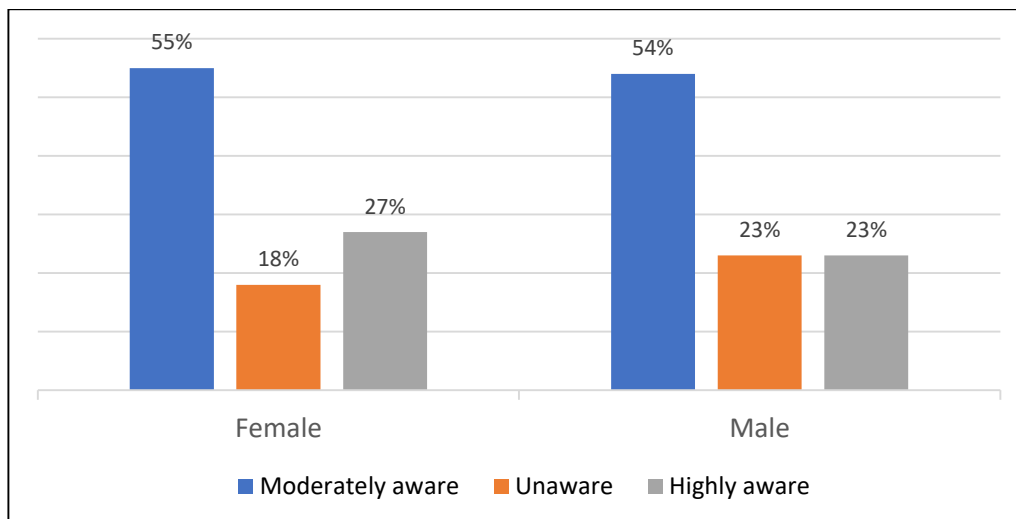


Fig. 3: Awareness of social media tools in university library: Comparison by gender

Figure 3 compares male and female students' awareness of the social media tools implemented by the university library. Among female respondents, the majority 18 (55%) are moderately aware of social media tools in the university while 6 (18%) are unaware and 9 (27%) are highly aware of the university's social media tools. With respect to male respondents, the majority 19 (54%) are moderately aware of the social media tools. Eight male students (23%) are highly aware, and another 8 (23%) are unaware of the social media tools offered by the university library.

Objective 3: To find out which social media tools are most popular among students and analyse their usage by gender.

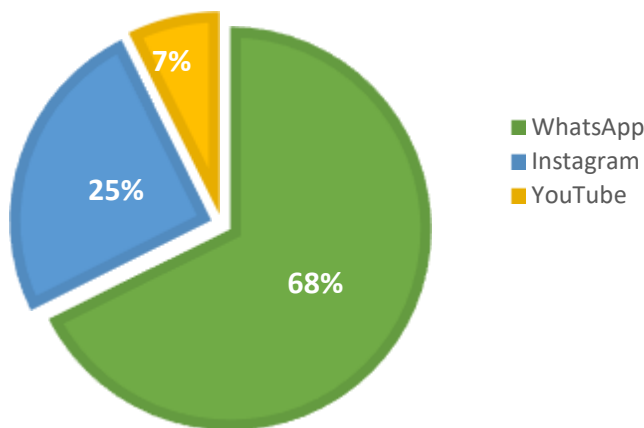


Fig.4: Over-all most popular social media usage

All students at Mizoram University have access to social media tools through their mobile phones, where they commonly install applications such as WhatsApp, Instagram, and YouTube. These platforms are familiar to them and are frequently used for accessing the social media.

Figure 4 shows the most popular social media tool used among the students. The majority of students 46 (68%) reported using WhatsApp as their primary social media tool. Seventeen students (25%) preferred Instagram, while only 5 students (7%) reported using YouTube. From this, we can conclude that WhatsApp is the most popular social media tool used by the student respondents of Mizoram University.

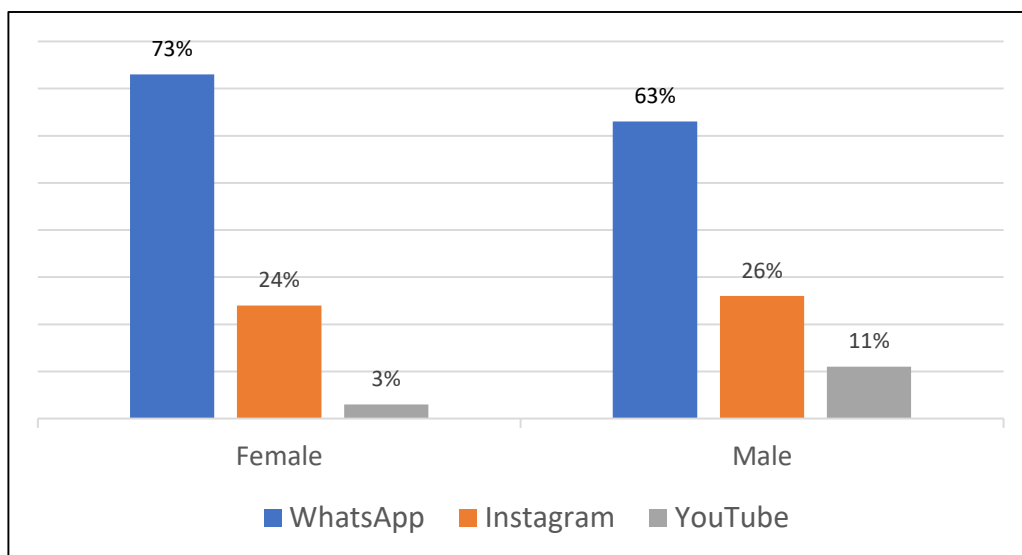


Fig. 5: Most popular social media usage: Comparison by gender

Figure 5 compares male and female students preferred social media platforms. Among female respondents, the majority 24 (73%) use WhatsApp as their main social media tool, while 8 (24%) use Instagram and only 1 (3%) frequently use YouTube.

Among male respondents, WhatsApp is also the most popular, with 22 (63%) reporting its use. Instagram is the second most popular usage among male students, with 9 (26%) using it, while only 4 (11%) reported using YouTube.

Therefore, we can conclude that WhatsApp is the most commonly used social media tool among both male and female respondents. Females are found to use more WhatsApp than males, while males use more YouTube than females.

Objective 4: To evaluate user satisfaction with the library’s social media implementation and compare satisfaction levels by gender

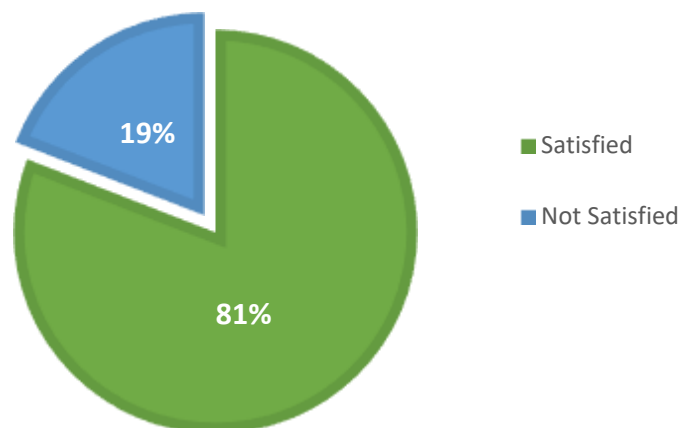


Fig. 6: Overall user satisfaction with library’s social media implementation

Figure 6 shows the overall user satisfaction with social media implementation in the university library. It was found that 55 respondents i.e 81% of student users are satisfied with the implementation of social media tools by the university library while only 13 student respondents i.e. 19% are not satisfied with the implementation of social media tools by the university library.

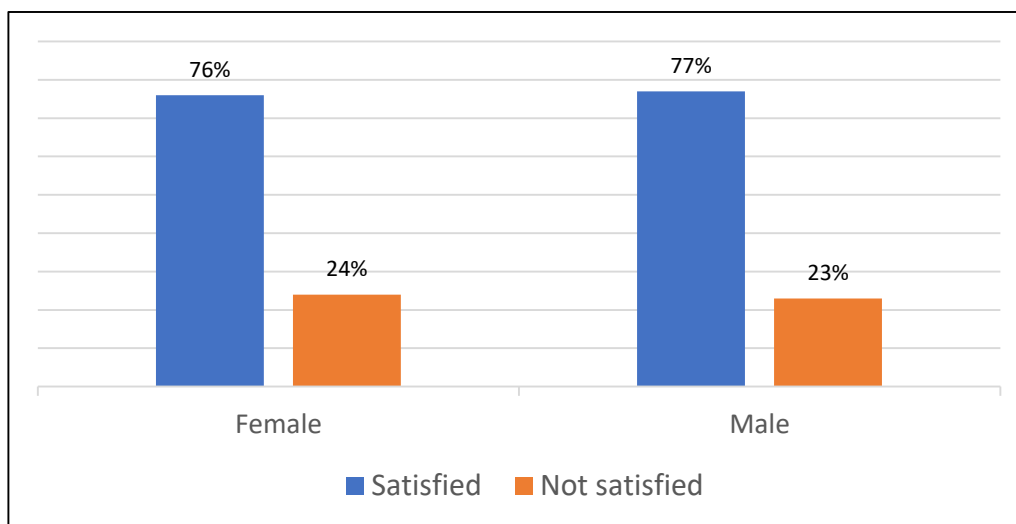


Fig.7: Satisfaction with university library's social media tools: Comparison by gender

Figure 7 depicts the comparison of male and females' satisfaction level with the social media implementation by the university library. One can see that majority of female respondents 25 i.e. 76% are satisfied with the library's social media implementation while 8 i.e. 24% of female respondents are not satisfied with the implemented social media tools.

Meanwhile, the majority of the male respondents 27 i.e. 77% are satisfied with the implemented social media tools in the central library while 8 i.e. 23% of the respondents are not satisfied with the implemented social media tools. There seem to be no significant difference in the satisfaction levels of male and female student respondents.

Objective 5: To examine whether students perceive the library's social media tools as sufficient for supporting their academic and research activities, with gender-based comparison

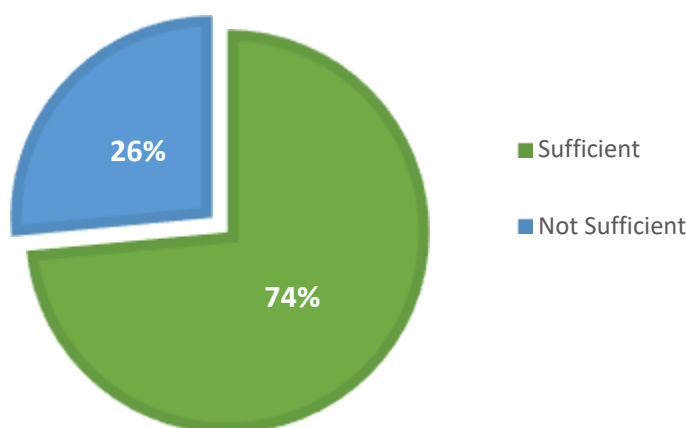


Fig. 8: Overall sufficiency of social media tools for academic and research activities

Figure 8 shows the overall sufficiency of library's social media tools for supporting academic and research activities as perceived by the students. It was found that 50 respondents i.e. 74% perceive the library's social media tools as sufficient for supporting their academic and research activities, while a mere 18 respondents i.e. 26% perceive it as not sufficient.

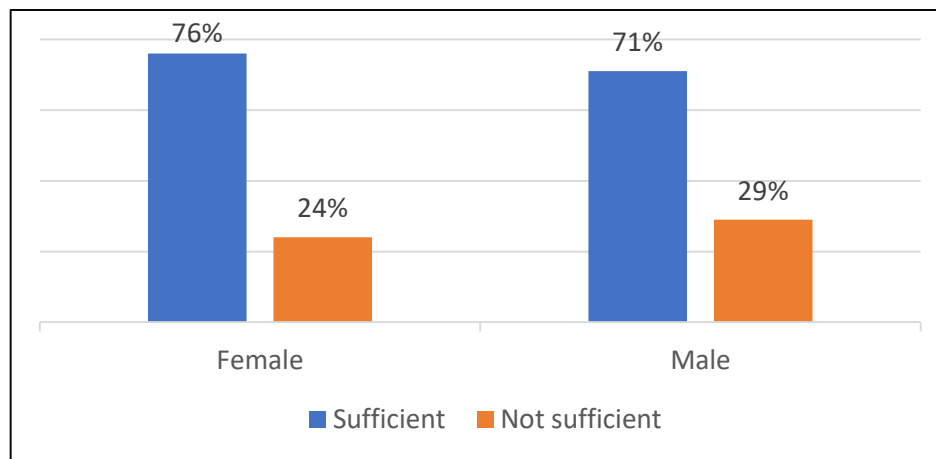


Fig. 9: Perception on sufficiency of media tools for academic and research activities: Comparison by gender

Figure 9 illustrates the comparison of male and female respondents' perception on the sufficiency of the library's social media tools for students academic and research activities. The study found that among female respondents 25 (76%) perceive the social media i.e. Facebook, Instagram and the Knimbus app implemented by the central library are sufficient enough for supporting their academic and research activities, while 8 (24%) of the female respondents did not find it sufficient.

Among the male students, it was found that majority of them 25 (71%) perceive that the implemented social media tools by the central library are sufficient for the academic and research activities while 10 (29%) of the male respondents do not find it sufficient. We can conclude that female perception is more positive compared to the male respondents

Conclusion:

This study analyses the utilization of social media tools in Mizoram University Central Library and it is evident from the study that even though many new social applications are emerging at a steady pace, WhatsApp will continue to be the most popular among social media users as it offers a very easy to understand user interface which makes it easily accessible for library users of all ages. Although the central library is quite active on the social media tools implemented which are Facebook, Instagram and the Knimbus app, the library needs to have an official presence on WhatsApp as it is the most popular social media tool used by library users. The emergence and implementation of social media in Mizoram University Central Library has changed the awareness levels of social media tools among its users and has positively impacted the digital literacy skills of the library users in acquiring information from reliable sources for their research and academic activities.

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