



Article title: Marketing Library and Information Resources and Services Using Social Media Platforms: The Security Question

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Marketing Library and Information Resources and Services Using Social Media Platforms: The Security Question

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Several social media platforms have emerged and revolutionised how library resources and services are marketed today. So many libraries have adopted the use of many of these media platforms for their library organizations. In this study; Marketing library and information resources and services using social media platform: The security question; the authors x-rayed the spread and use of social media in libraries examining the concepts of marketing, information resources and services, social media platforms and security in the information eco system. The authors discovered that, the most common security issues library organizations faced are data leakage and non-disclosure violations, cybersquatting where strangers masquerade as your library, your CEO or simply 'own' your trademark space in social media platforms amongst others. The study suggested amongst others that to safeguard malware; training on prevention, identification, containment, and eradication of malware be given to employees and individuals during their studies. Library organizations should be deliberate about empowering their policies by putting an investment in upgrading security tools that are well suited for the social media environment.

Key words: Marketing, social media, security and information.

Introduction

Social networks are one of the easiest forms of communication these days. They reflect the social image of a person. They can keep a person glued to his avatar for hours together and make him forget about the whole physical world around him (Kumar, Gupta, Rai, and Sinha 2013). The network of social relations that build up during ones everyday life can be simply translated onto his profile and made available for the whole of his friends to see. Then there is a concept of “following” on the social media that can turn a nomad into a rock star. The world of pictures that one share live has only made his presence felt more. It all seems so entertaining that one would seldom think of leaving this world and becoming an

offline monk. But the more comfortable and attached we become with these sites, the more casual and careless we are to share personal details about ourselves (Kumar et.al, 2013).

Social media and its influence have big impact on global population including individuals groups and library organizations in the last decade. According to Ashford, more individuals and businesses are taking advantage of social media to reach the masses and connect globally. With such advantages, there are also increasing security challenges and risks to the users of social media. Most of these threats linked with social networking are privacy concerns and spreading of false information. Apart from individual personal life's privacy, business privacy concern makes the organization more vulnerable; as employees can disclose the organization's private information on social media (Ashford, 2013). In support of this claim, Cisco cited by (Ashford, 2013) suggests that the highest concentration of online security threats is on mass audience sites, including social media. The report further revealed that online advertisements are 182 times more likely to deliver malicious content than pornography sites (Ashford, 2013). Ashford further stated that sharing information with an audience, and connecting globally is at the heart of the challenges that social media presents to libraries, because this way they give away the power to disseminate commercially sensitive information. The other drawback of social media is that it gives similar power to spread false information, which can be just as damaging. This claim is further supported by World Economic Forum in its Global Risks 2013 report. According to the report, the rapid spread of false information through social media is among the emerging risks. The report's author draws the analogy of shouting "Fire" in a crowded cinema. Within minutes, people can face near death experience before a correction can be made to the message. Another example given by the author suggests that a fake tweet by someone impersonating the Russian interior minister, claiming that the Syrian president had been killed or injured, caused crude prices to rise by over \$1 before common traders realized the news was false. Therefore, there are many

such reported incidents over the past years where false information transmitted on the internet has had serious consequences (Ashford, 2013).

In addition to this, Rose (2011) warned that there are greater chances of private information becoming public which opens users to serious security risk as the information is easily transferred between social media sites. Further, Rose mentioned that over-sharing of information by social media platforms, users increase vulnerability of location-based information, which can also be a threat to their private life. In this paper, the authors draw out the real security threats that are inherent in using the social media platforms and also proffer solutions.

Conceptual clarification

Marketing

According to the Association of Research Libraries cited in Jotwani, (2014) marketing is the organised process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that will (if applicable) satisfy individual and organisational objectives. Marketing collects and uses demographic, geographic, behavioural and psychological information. Marketing also fulfils the organisation's mission and, like public relations, inspires public awareness and educates". "Marketing is about products/services that one is to trying to sell, or persuade people to use – assessing customer needs and designing products accordingly. Libraries operate a service and have customers – anything to do with promoting the library service and reaching out to engage readers in the community can be described as marketing (Jotwani, 2014). The real value of marketing is to ensure the survival and growth of libraries and information services, which exist to enhance the communities they serve, adding value to the lives of the people and organisations who are their users, customers and clients. Marketing, therefore, enable libraries to establish relationships with users, fund-providers, governments, parental

organisation, local groups, and have not only to satisfy their needs but also convince them for efforts/resources that are invested for the benefit of the user community. It also offers libraries the means to measure customers' satisfaction, respond to public scrutiny and educate stakeholders in new ideas and issues, developments, and social awareness. Finally, marketing can ensure the survival and growth of libraries and information services (Jotwani, 2014).

Library Resources/Products and Services

A product is something that can be presented to a market to fulfil an existing need or want. A great collection of resources and services and programmes make up library's products. Products and services which provide benefits for users and which answers users' most important needs are the business of library and information centres (Opala, 2017). Information resources are the materials containing records of existing knowledge. These materials are usually consulted for aid and for inference on a given topic, theme, an event, a date, figure, and a place even a word. Library resources refer to the totality of acquired materials gathered together by a library for its users. Usually the objectives of establishing a library and its users will to a large extent determine the type of materials to be acquired. Library resources can be broadly categorized into two: Books or printed materials and non-print including audio-visual materials (Shuaibu, 2016). The term 'resource' means a source of supply, usually in large quantity. Generally, resources are aids to researchers. They are those materials, strategies, manipulations, apparatuses or consultations that help the researcher to enhance research and development. Information resources therefore include all forms of information carriers that can be used to promote and encourage effective research activities and developmental projects (Chimah and Nwakocho 2013). The services commonly provided in the libraries include the following: Inter-library loan and document delivery service, lending services, exhibitions and displays, reference services, referral services, Selective Dissemination of Information (SDI), Current Awareness Services (CAS), direct personal

assistance, user education, bibliographic services, holding of library exhibitions, abstracting services, indexing services, translation services, reprographic services, on-line and services and CD-ROM services

Social media platforms

Today almost every internet user is familiar with these two words irrespective of their profession, nationality, culture, race or religion etc. This concept is only a decade old but has reached every social and economic class of our society. Blackshaw & Nazzaro cited in Jan and Khan (2015) have beautifully defined social media in the beginning of the era of social media as the new source of online information, where the information itself is –created, initiated, circulated and used by consumers for the purpose of educating each other about products, brands, services, personalities and issues. According to Chi (2011), social media marketing is a connection between the brands and consumers, that offers a personal channel and currency for user centered networking and social interaction. Citing Kaplan and Haenlein, Khan and Jan (2015) further define social media as a group of Internet based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user generated content. The authors said that, web 2.0 is a platform where content is continuously altered by all operators in a sharing and collaborative way. Web 2.0 is a web based technology which helps to create highly interactive platforms through which individuals and communities share, co-create, discuss and modify user – generated content. Social media are the websites which are built upon the technological foundations of web 2.0 that help a user to create user generated contents that can be shared. This technology allows a user to create and publish the content on the social media networks. This information can be shared with other members of the social media website, who are connected with the user. This process is interactive where other members can also respond in different ways.

Security

Security is a fragile and significant issue which conveys different meanings to scholars, analysts, policy makers and organizations across the globe. Fundamentally, security has to do with the presence of peace, safety, gladness and the protection of human and physical resources or absence of crisis or threats to human dignity, all of which facilitate development and progress of any human society (Afolabi, 2015). Security, as a concept, has diverse dimensions. It is aptly used in psychology, finance, information access, public safety defence and military matters. The meaning of security is ambiguous as its scope continues to expand every day. The elastic nature of the concept of security attracts different meanings and different views Information Security (IS) is one of the most misunderstood things within the Information Technology (IT) world right now. You often hear people talking about how X is more secure than Y because of some misguided logic, or how you should run weekly virus scans to protect your system as if that was all security was about, but few people seem to really grasp what's going on (Williams, 2007). Information Security has three primary goals, known as the security triad: Confidentiality (Making sure that those who should not see your information cannot see it), Integrity (Making sure the information has not been changed from how it was intended to be) and Availability – Making sure that the information is available for use when you need it (Williams, 2007). Security has to do with the process connected with assuaging any kind of threat to people and their precious values.

Security issues in Marketing Library Resources and Services using Social Media

The most common security issues library organizations faced are data leakage and non-disclosure violations. Whether through Twitter, chats, blogging, forums, Word docs, PDFs, or PowerPoint slides, a continual flow of sensitive information, ‘inside chatter,’ and ‘dirty laundry’ freely enters the Internet for all the world to see. Confidential management

discussions, disclosure of proprietary trade secret details, which companies are violating, termination discussions, and all manner of confidential and sensitive company information makes its way to social media sites every day. In many cases, the release of sensitive information is entirely unintentional. But even the most basic contact information can quickly be ‘scraped’ and collected by spammers and phishers to be used in their next scheme (Cyveillance White Paper, 2015).

An ongoing trend impacting brands is ‘social media squatting’. Similar to domain name typo squatting or cybersquatting, strangers masquerade as a library, a CEO, or simply ‘own’ ones trademark space in social media platforms. Competitors may even use this tactic and register every conceivable name and social media page that could be related to one’s library, gaining a powerful – and sometimes permanent – competitive advantage. The bottom line is that, you must own your real estate. With more than 4,000 social media sites active today, it is important to thoroughly examine which one require ones presence to best protect the library (Cyveillance White Paper, 2015). Organizations today need to defensively protect their social media space in addition to their domain names. To be properly protected in today’s social media world, organizations must often go beyond protecting their company’s trademarked and brand names to protecting the names of key executives, too.

Social engineering scams are more popular than ever. In a matter of minutes online, a scammer can gather enough specific information about nearly any individual to concoct a very believable email. Even a seemingly innocent tweet can lead an unsuspecting user right to a landing page with destructive malware (Rohit, Vishwajeet, Raturaj and Akash, 2012). Hackers, phishers and scammers of every variety are using social media networks as ideal gateways to bypass corporate security measures. And it is working. Likewise, phishing activities have leveraged social media to launch even more lucrative ‘whale phishing’ schemes that target high-profile executives (Cyveillance White Paper, 2015). Libraries that

adopt a 'wait and see' approach can find themselves in the unenviable position of incurring financial and reputational losses and long-term damage to their products and services. Damage to a library's reputation is often irreparable, and in today's world, library cannot afford to sit on the side-lines and ignore user's complaints. In some cases, libraries are proactively contacting those who launch complaints, immediately initiating a dialog to understand the issue, and effectively using the very same communications platform as the complainant.

Measures to overturning the security challenges facing the use of social media platforms in marketing

Proper education and training are imperative. Every employee should be well apprised of the vulnerabilities of using social media and related platforms, such as file sharing sites, within the company and at home. The fact is most employees simply don't fully understand the level of risk and the potential devastating consequences when it comes to social media. In addition, more specialized training should be provided for high-profile executives who are often the victims of choice for savvy fraudsters. How libraries can balance security and social networking is a difficult task. There is no stopping the two-way flow of information. Instead, businesses should embrace social media and adopt a proactive strategy to safeguard corporate networks and data (Kumar, Varma and Pabboju, 2013). The strategy must be two-pronged: It must set forth policies and procedures that govern the use of social networks and corporate information, and it must use technology that helps protect the safety and integrity of data and the corporate network. This multi-layered approach requires that the business and technology sides of the library unite and fully commit to the initiative. The two must analyze content and policies in detail, as well as determine the right mix of enterprise technologies available to monitor, classify, and manage data. Kumar, Varma and Pabboju, (2013) provides some

helpful tips regarding security and privacy while using social networking sites in marketing library and information resources and service:

- Ensure that any computer you use to connect to a social media site has proper security measures in place. Use and maintain anti-virus software and keep your application and operating system patches up-to-date.
- Use caution when clicking a link to another page or running an online application, even if it is from someone you know. Many applications embedded within social networking sites require you to share your information when you use them. Attackers use these sites to distribute their malware.
- Use strong and unique passwords. Using the same password on all accounts increases the vulnerability of these accounts if one becomes compromised.
- If screen names are allowed, do not choose one that gives away too much personal information.
- Be careful who you add as a “friend,” or what groups or pages you join. The more “friends” you have or groups/pages you join the more people who have access to your information.
- Do not assume privacy on a social networking site. For both business and personal use, confidential information should not be shared. You should only post information you are comfortable disclosing to a complete stranger.
- Use discretion before posting information or commenting about anything. Once information is posted online, it can potentially be viewed by anyone and may not be retracted afterwards. Keep in mind that content or communications on government-related social networking pages may be considered public records.
- Configure privacy settings to allow only those people you trust to have access to the information you post. Also, restrict the ability of others posting information to your page. The default settings for some sites may allow anyone to see your information or post information

to your page; it is therefore important that libraries carefully study media site policies before adopting same for use. Some sites may share information such as email addresses or user preferences with other parties. If a site's privacy policy is vague or does not properly protect your information, do not use the site.

Maxwell in Yliopisto (2014) also suggested that organizations need to empower their policies by putting an investment in upgrading security tools that are well suited for the social media environment. Some of the important ways to avoid security threats are desktop security i.e. lock their computers when the users walk away, password security, which means everyone should avoid using weak password, instead it should be combination of different characters. Security awareness training should provide examples of phishing attacks and emphasize proper precautions. Disregard and delete suspicious electronic messages and avoid clicking on links provided in e-mail and other communications. Brodie, (2009) suggested the idea of having users take a phishing IQ test.

According to Brodie (2009), to safeguard malware, training of prevention, identification, containment, and eradication of malware and a malware infection should be given to employee and individuals during their studies. For example, employees should ensure up-to-date antivirus and antispyware. During the employment process, Internet policy should be given before sign in of their contract and this policy should be carefully designed by organizations and companies. Moreover, McBride (2011) claimed that it is important to increase knowledge of digital technology in children, adolescent, and young people for the safety and beneficial usage of social media. Such knowledge will aid in providing timely anticipatory media guidance and diagnosing media-related issues should they arise. Other security laps can be avoided by introducing the sufficient authentication controls, safely handling the messages, good privacy policy, and safe browsing.

Conclusion

The study considered the security question in marketing library and information resources and services using social media platform. It was noted that, sharing information with an audience, and connecting globally is at the heart of the particular challenge that social media present to libraries, because this way they give away the power to disseminate commercially sensitive information. The other drawback of social media is that it gives similar power to spread false information, which can be just as damaging. The study suggested among others that, organizations to invest in upgrading security tools that are well suited for the social media environment. Some of the important ways to avoid security threats are desktop security, lock the computers when leaving the table, password security should be strong enough, avoid using weak password, instead it should be combination of different characters.

Recommendations

The following can be adopted to ensuring security of library information and image and other resources.

1. Social media apps are good and necessary in the modern information era as marketing tools so as to garner and sustain user base of the library resources and services.
2. Solid social networking policies must be put in place, monitored and imposed. One may wish to develop two sets of policies: one for users who are authorized to officially post to social media on behalf of the organization, and another for employees who are not.
3. Monitoring is essential for the success of every endeavour, therefore, every organization must take responsibility for knowing what the latest and greatest 'thing' is, beyond Twitter. It's also important to let employees know that you're not just

‘closing the gates’ and that social media guidelines and policies are designed for everyone’s protection.

4. Proper configuration should be ensured at the installation stage of the social media apps.
5. Libraries must endeavour to read through all the policies of a chosen social media app before accepting it for download and use in the library.

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