Marketing information with social networking tools: Whatsapp Application model

Ahmed Rashed Hamed Almrzooqi
Learning resource specialist
Ministry of Education, Oman
E-mail: ahmed.almrzooqi@gmail.com

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Abstract:

In recent years, we have seen the development of huge and fast devices and technologies and programs associated with them, and this development resulted emergence of the so-called social networking tools which are many such as Facebook, the famous Twitter, the Whatsapp and others. What makes those programs special is that they are widely spread out in smart phones specifically in applications of Apple, Android and Windows phones.

In this developing world it is barely impossible to find a person who don't own a smart phone or tablet computer. So libraries regardless of their kind, whether traditional or digital, general or specialized should keep up with this development and the development of strategies for marketing information using these applications to be close to the beneficiary and benefit from the advantages offered by these means. Through this report , I will highlight ways to take advantage of the techniques of social media in marketing optimization of information and services, taking into account the advantages of media, social networking specially the Whatsapp program and how it became the first and most used among media social networking.
The researcher will give more than one form of marketing methods for library and information services of Whatsapp program, he will apply one of those models on a university library in the Sultanate of Oman, in order to shed light on all the features contained in this program, and how it can be used to serve the profession

This study will shed light on two points:
- *Definition of the most important marketing plans for information on Whatsapp program .*
- *Applying the method in a university library in the Sultanate of Oman.*

Biography

- Bachelor degree in library and information science.
- Member in Oman library association 2007-2008.
- Working as a learning resource specialist in Ministry of Education since 2009.
- Organizer in the first conference of Oman libraries association in November 2008
- Participation in the digital libraries workshop organized by the Oman libraries association in October 2009.