

## Sharing of Library Services on Social Media Platforms

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### Abstract-

The Library plays the most significant function in academic life; we can expect to be a strong academician or academic area. A library network is a group of libraries that have come together with some agreement to aid each other with a new way to serve the information needs of their clients or users, such as inflibnet. Social relations in India have grown extremely vital and greatly benefited the library profession. The term "social networking" refers to forming bonds among people who share a shared interest. In India, social media was created primarily too socially. Initially, Facebook was primarily used for social chats; however, over time, particularly after the turn of the twenty-first century, the grouping of users into specific groups began to emerge. Professional organisations began to emerge, and the library profession soon had its organisation with the sole objective of exchanging ideas and acquiring first-hand information on the profession. Without a doubt, as a growing economy, the usage of these media frequently encounters obstacles, which are briefly explored in this study, and measures for improving library services through these media have been proposed.

**Keywords:** Social Media, Social Networking, Libraries, Library Services

### Introduction:

Social media, a set of computer-based technologies, is a platform for building social contacts among people who share interests, activities, personal social matters, and academic activities. They exchange several media types, including text, photos, audio, and video. Blogs, wikis, social networking sites, communities for the sharing of photos and videos, social bookmarking, podcasts, discussion forums, RSS feeds, virtual worlds, and the sharing of presentations are all

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examples of social media. Other forms of social media include: There are currently over the 200 social networking sites. Libraries experts cannot avoid the topic of social media due to its widespread use. It is challenging for librarians to attract customers who are located a great distance away and who use social media such as Social news (Dig, Propeller), Social Bookmarking (Delicious, Blinklist), Social Networking Facebook, MySpace, LinkedIn), Social Photo and Video Sharing (YouTube, Flickr), and Wikis" So many libraries in India and the globe allow social media on their websites. The Library can give web users more ways to access its services and engage with them. There are millions of active Facebook users, millions of LinkedIn members, a billion+ Flickr photographs, and millions of Wikipedia pages. Therefore many libraries share historical pictures on Wikis, Flickr, or Blogs to identify individuals, locations, and events. Some libraries utilise Wikis for content development and user collaboration, while others use it for marketing.

### **Objectives:**

- To be social media-savvy.
- To understand the social media.
- Benefits and uses in libraries.
- To know the risks and challenges of Social media.
- To know the characteristics of social media.
- To know the application of social media in the Library.

### **Characteristics of the Social Media:**

- Users can directly communicate with the content creators and exchange information with them in the blink of an eye.
- Users of the World Wide Web can control the data on social media platforms and perform any applications directly from their browsers.
- Web users can do more than just access information.

### **User Benefits Using in Social Media in Libraries:**

It assists libraries in getting closer to their patrons and constructing a collaborative platform for them to use. Regarding marketing library resources and services, social media platforms are an excellent way to get the attention of potential new users. Therefore, users interested in using the Library are created through social media. Any user can sign up with hardly any effort at all. Users can make changes to their profiles using their mobile phones by way of text messaging and apps that can be downloaded onto specific mobile devices (smart phones and tablets). The

user can create unlimited accounts across all of the supported social media platforms. Through social media, users can obtain responses to particular questions. In addition to this, it is beneficial to solicit ideas and suggestions. Therefore, the reference service is improved. The authorities in charge of the Library can encourage people to participate in programmes and events by rating, reviewing, and sharing information about them with friends and neighbours. Amazon is currently utilising this innovative approach, which has the potential also to be utilised by libraries. Messages can be sent to other people or users of social media platforms to facilitate the ease with which the messages can be viewed. This is a fantastic effort to promote the idea of reading lists prepared by librarians; yet, there are some circumstances in which reading lists compiled by users are more helpful than those compiled by librarians. Social media helps students choose library resources and make it simple to contribute content to the Library's website. It is available at a reasonable price. Users can enjoy the benefits of social media platforms by paying fees to their phone service providers. Users have expressed their eagerness to reap the benefits of integrating social media into library resources and services and their willingness to use social media in public libraries.

#### **Purpose of Using the Social Media in Libraries:**

To attract future library users, we will make announcements, provide reference services, network with other libraries, promote general library services, provide users and their questions with timely updates, and establish communities. To facilitate the development of discussion groups, it is necessary to provide users with information regarding the most recent arrivals at the Library and news regarding the Library itself. Users should be provided with links to recommended online resources, book reviews, and information on the newest products, among other things.

#### **Customers Perspective:**

When customers are trying to use social media in the Library, the most frustrating thing is when the power goes out. The vast majority of consumers have minimal experience with utilising social media platforms. When the people are utilising social media users frequently consider issues of privacy, and the potential for identity theft. The website of the Library provides access to a large number of social media tools; as a consequence, users need help to select the appropriate actions to take at the appropriate times. There is reluctance among library patrons to participate in training offered by the library authority. Users are hesitant to use social media platforms because of the poor speed of the internet.

#### **When Considered From the Perspective of the Library:**

The authorities in charge of the Library cannot host a website or integrate social media platforms onto their website since they need the funding. The authorities of a particular library need help to select the most appropriate social media platforms for their institution. The employees at the Library need to have the appropriate training to use the various social media platforms. Sometimes, it is impossible for the library authorities to provide training for both the staff and the patrons. The authorities in charge of libraries cannot effectively use social media because librarians are not interested in learning about and utilising it. Authentication of users, decisions on whose rules or laws take precedence, and organisational politics, combined with computer and network security, particularly in an age where wireless technology is becoming increasingly prevalent, are some of the issues that librarians must address. Any library patron is free to express dissatisfaction with the services or materials provided by the Library by posting negative comments. The Library's reputation may suffer as a result.

There is no telling when or how the virus may strike the website. It allows cyber criminals to execute annoyance attacks and send spam. Because there are several social networking sites available, library authorities need to be in a position to select the appropriate form of social media at the appropriate Library for the appropriate user.

### **Application of Social Media in Library:**

They differ according to the type of content (text, photos, videos, PowerPoint presentations, etc.) They share few of the target users of the Library, such as Text Sharing-Book Crossing, Photo Sharing-Flicker, Picasa, Photo Bucket, Video Sharing-YouTube, Daily Motion, Metcalfe, Presentation Sharing-Slide Share, Prezi, Subscribed etc.

- As a librarian, they can manage resources. They know what are implications and prospects in future such as, how wills the Library evaluate its presence?
- Implications of resources.
- Management of potential risks.
- How the chosen social site or tool is compatible with library service and marketing plans authority?

### **Social Networking:**

#### **1) My space:**

Here, library users can use HTML to customize their profile, to which they can upload new graphics and videos anytime.

## **2) Face book: -**

With the assistance of Facebook, library users can be informed of various upcoming events and share information about their newest arrivals and editions of books. Facebook also allows for the sharing of book recommendations. Facebook primary value lies in its marketing potential for businesses and their wares. The photo can be tagged by using it appropriately utilizing. Ask-A-Librarian service allows one to gain an advantage. Twitter is a free social networking service that enables users to send and read messages referred to as tweets. Twitter is the primary means by which librarians disseminate information regarding libraries and library-related events at this time. Using some of these suggestions and Twitter, librarians can bring attention to newly published materials, newly formed groups, upcoming meetings, and more. LinkedIn: - It is a website geared at professional networking. The librarians can use it to make professional connections with other library professionals worldwide and market library services to those professionals. Additionally, they can share their ideas and professional experiences using this platform.

## **3) LinkedIn:**

Through the use of LinkedIn, librarians can put patrons in touch with subject matter experts in the patrons' specific areas of interest. Librarians can provide specialized services, such as the Strategic Dissemination of Information, by using this platform (SDI).

## **4) YouTube:**

In institutions in India, events such as important highlights of inaugural lectures, conferences and workshops are disseminated via YouTube.

## **5) WEB 2.0:**

Darcy DiNuccie coined the term in 1999, and Tim O'Reilly<sup>4</sup> popularized it. The term includes weblogs, wikis and syndications. It is nearly synonymous with social media. Blog: - Libraries can use Blogs to keep their users aware of the latest developments in the field of Library related matters. Blogs can be subscribed to through RSS feeds. Bloggers and Word Press are examples of the blog. In addition to, this blog can be used as follows-

- Notice Board
- Latest arrival

## **Current Awareness Service:**

The most recognized wiki is Wikipedia. A few other wiki services are wiki, wiki how, wiki dot, Wikimedia, wiki news etc.

### **Social Networking Opportunities for Libraries:**

Social networking presents some important opportunities to libraries, including marketing library services and reference services. Marketing of library services – the growing population of patrons and librarians that use social networking indicates that it is an ideal vehicle for marketing the services of libraries to patrons. Flickr is an excellent marketing tool which librarians could use to sensitize users on general library services. Most students are unaware of the different services offered in the Library such as reservation of books, reference services and Strategic Dissemination of Information (SDI). Librarians can spread awareness of library services to those who may not be aware of these services via Social Media. Librarians can also develop subject-specific blogs and play a leading role in advocating the use of blogs for scholarly communication and commenting on research findings.

### **Future Roles of Librarians:**

Libraries play essential roles in providing information for research and access to knowledge. In order to stay relevant in the socially networked environment and meet the growing needs of their users, libraries therefore need to proactively embrace new technologies and face the challenges for the better services delivery. In response to the rise in popularity of social networking websites and the growing importance of these platforms in the production, consumption, and exchange of information, librarians are beginning to use these platforms as the primary medium through which they communicate with library users and offer services to satisfy their information requirements. How people communicate, acquire and share knowledge will inevitably impact the Library, its services, and its staff. Librarians should follow these key individuals' public conversations, posts, updates, and events and proactively offer advice, resources and help.

### **Other Skills for A Social Networking Literate Librarian:**

Searching and navigating the web, creating social network space, teaching, and providing quality online library services.

1. **Identity Management-** Librarians should be able to examine the profiles of users to mirror their information needs and match them with the library collections.
2. **Network Awareness-** Should be able to share views and create awareness of the different social network sites and their uses.

3. **Expert Search-** The 21st-century librarian should be an expert in web navigation, able to find friends of friends and potential library users with a common interest.
4. **Contact Management-** Librarians can cross-link people and ideas among the conglomerate of different groups.

#### **Benefits Using of Social Media:**

- Social media is integral to the market library, and social media capture potential users of the Library.
- Social media offers more than just traditional ways of marketing library services, and social media helps students to use the Library.
- Social media allows users to create, connect, converse, contribute, vote and share information.
- It helps libraries to get closer to the users.
- It helps libraries in building a collaborative network with the users.

#### **Problems of Social Media:**

- Too many social media tools to learn
- Lack of time to use social media
- Lack of privacy and identity theft
- Confidentiality of information
- Lack of knowledge of how to use it
- Inadequate funding for libraries
- Inadequate library staff

#### **Conclusion & Suggestion:**

The challenges identified above can be resolved through the following strategies: such as organizing a public awareness platform such as library orientation, conferences, seminars, and workshops to create awareness and to engage librarians and users on social networks with youth and Educating to use and encouraging awareness. If it happens from time to time, then people and youth would understand very easily. Library services and its applications can be changed and current changes can be adopted to remain relevant and adapt to the new ICT driven environment.



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