

## Library Services through Social Media

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### Abstract

*Social media is seen as a potent specialised tool for the twenty-first century. One way to appreciate social media is for helping to bridge the gap between the library and its patrons. This investigation has included a section on how libraries and social media can work together. The ongoing investigation looked into the risks and potential consequences of using social media in libraries. The goal of this study is to look at a variety of library components as social media tools. Libraries may choose to use social media as their primary tool for promoting their resources and services to the general public. The number of people using social media in libraries was also taken into account for this investigation. Given that every library uses social media platforms like Facebook, Twitter, Wechat, MySpace, Wikis, blogs, and YouTube to communicate with library users, the impact of social media on libraries appeared to be significant.*

**Keywords:** Instagram, Library Service, MySpace, Social Media, Wechat.

### Introduction

Different media and specialised devices have mirrored the world's advancement into the high level electronic age. These devices assist people in communicating with one another across great distances so that they can exchange ideas, inquiries, concerns, and opinions. The term "internet media gadgets" is used to describe these devices. In addition, these media include social networking websites like Facebook and Twitter as well as video-sharing websites like YouTube. As (Chakrabarti, 2016) to maintain awareness of learning centres in the modern age, it is indicated that electronic media and libraries are two areas that should be kept under supervision. According to Kumar (2015), the growth of electronic media has led to the transformation of traditional libraries into hybrid ones. (Kenchakkanavar, 2015) indicated that customers are increasingly choosing libraries that operate in a web-based environment as a result of electronic media. Chauhan (2013) made the good use of electronic media in libraries by assuming that each individual patron can work with library staff to access the library's organisations. Young and Rossmann (2015), the authors, came to the conclusion that libraries should use web media to create significant points of strength for a relationship with their customers. Additionally, these forms of communication are becoming more and more common among library supporters, who increasingly want to be able to communicate with library organisations without too much hassle. (Xu, 2015) indicated that customers are increasingly choosing libraries that operate in a web-based environment as a result of electronic media. Chauhan (2013) made the good use of electronic media in libraries by assuming that each

individual patron can work with library staff to access the library's organisations. Young and Rossmann (2015), the authors, came to the conclusion that libraries should use web media to create significant points of strength for a relationship with their customers. Additionally, these forms of communication are becoming more and more common among library supporters, who increasingly want to be able to communicate with library organisations without too much hassle. (Chitumbo, 2015), Since the modern world is made up of information, every library tries to attract patrons in order to foster a relationship between patrons and library organisations. Online media and its mechanical assemblages must be used to help with this. Additionally, as electronic media is a hot topic in today's world of correspondence, it will be interesting to see how libraries fare moving forward. The associated web resources and their use were acknowledged by (Tomar, 2014): Wiki, social photo and video sharing sites (YouTube, Vimeo, Flickr), social news (Dig, Propeller), social bookmarking (Delectable, Just, Blinklist), and social network structure (Facebook, MySpace, LinkedIn). He continued by saying that libraries use social media platforms including Facebook, web.2.0, Wikis, Flickr, web journals, texting, Twitter, MySpace, web accounts, and little composition for a blog. According to Wikipedia, "Facebook (and its associated Facebook Courier)," "YouTube," "WeChat," "Instagram," "QQ," "QZone," "Weibo," "Tumblr," "Wire," "Baidu Tieba," "LinkedIn," "LINE," "Snapchat," "Pinterest," "Viber," "MeWe," and "VK are the most notable internet-based media destinations, with more than 100 (2019).

## **Background of social media**

The world of letters has been completely adaptable and lively in the era of data and correspondence advances (ICTs) and their linked devices. Even if some data and interchanges technology (ICT) instruments and their related aides have made life easier, the rapid advancement of some mechanical assembly has increased and streamlined daily routines. Utilizing internet media and related innovations has made life easier while allowing for communication to take place throughout the globe at all hours of the day, every day of the year. Bowie was born in London in 1961 and is a vocalist and lyricist from England. (2012) Customers can communicate with one another about their ideas using social media. Moreover, as suggested by (al., 2019), Online media provides a big platform for individuals to interact with one another and develop, share, and disseminate their thoughts and opinions as well as their perspectives on various situations. The use of online media tools like Facebook, Twitter, LinkedIn, wikis, YouTube, WeChat, Instagram, and MySpace has partially streamlined everyone's existence.

## **Concept of social media**

Online media is much of the time viewed as the main responsibility of the twenty-first 100 years. Online media is the technique and contraptions that permit customers to make, trade, and get data beginning with one individual or companion and advancing to the following individuals or companion.

Social systems administration is a stage for uniting social associations or social connections among people who appreciate sharing normal interests, exercises, magnanimous establishments, or certifiable associations (Sachin, 2014). The Merriam-Webster word reference (2019) defines electronic correspondence as "types of electronic correspondence, (for example, social media platforms and micro-blogging) through which clients create online communities to share information, opinions, private messages, and other content (like accounts)".

"Social media are natural PC-mediated progressions that function with the creation and sharing of information, considerations, economic interests, and various sorts of verbalization through virtual organisations and affiliations," according to Wikipedia's 2019 definition.

"Facebook is depicted as an online social systems administration webpage where people can build profiles, exchange information, for example, images and proclamations about themselves, and respond to our association with the information shared by others," according to yourdictionary.com in 2019. (Lupien, 2012). Twitter is characterized as a social systems administration service that permits clients to make short updates, known as "tweets," as per the web-based word reference yourdictionary.com in 2019.

In 2019 yourdictionary.com portrays "LinkedIn is a business-organized social systems administration site that enables clients to connect with accomplices, look for an errand or business associations and find answers for industry questions".

In 2019 yourdictionary.com portrays "MySpace is a social systems administration sites those bright lights on music, films, enormous names, and games. It enables people to make a blog, share music, accounts and photos and convey through messaging and email".

## **Impact of social media on libraries**

Social media has had a striking impact on libraries. Libraries are experiencing a major negative impact on their clients' perception of the library as a result of the swift advancement of social media tools and their coordination with library users as a result; making them put the library on their thumb. A few libraries have embraced social media in order to connect their patrons with the finest and brightest businesses. Social media platforms enable patrons to communicate with librarians and exchange written and visual information about library services and products.(Shinde, 2016) she continued by saying that social media is aiding libraries in their efforts to become more well-known globally. Social media offers a way to increase the use of library groups and resources. It also aids in reaching out to new customers and building long-lasting relationships with library patrons. Both Emezue, Nkeiru.A. and Nwaohiri, Ngozi Maria (2017) agreed that social media has simultaneously changed how people evaluate consumers' requests for services and the importance of keepers' contributions. In the twenty-first century, social media has the biggest impact on libraries since it enables them to provide services to customers who live far away. According to Heather A. Howard (2018), social media is a platform that benefits the library since it enables users to view their prerequisites, request materials, and look for relevant content and text. CHEN (2011) explored how Facebook is used by those who support libraries and provided models. A more beneficial technique for library users is to use Facebook to connect library heads with their guide in looking and organisation talks. As per (Asnafi, 2017), Iranian libraries are using mobile-based social networks to help them become more visible in their local communities and improve their standing. This is the process for effectively working with library supporters to assist them in their various levels of need. Despite the fact that library users can exchange information with each other and staff members, (Verma, 2015) discusses how social frameworks and organisational objections affect library patrons' ability to search and view. Social media platforms aid businesses in promoting awareness of their products among customers and providing online reference support.

## **Advantages of social media in libraries**

- It helps libraries with moving closer to the clients and develop an agreeable stage for the clients. Electronic media are an extraordinary technique for attracting the thought of new clients for publicizing of library resources and organizations. Likewise Social media makes likely clients of the library.
- For any client, enrolment is especially fundamental. It enables users to update their profiles via wireless messaging, software downloaded for specific PDAs, and tablets. (Burkhardt, 2010). The client is free to create as many records as he wants in various electronic mediums.
- Customers can use online resources to find solutions to clear-cut requests. Encouragement of thoughts and reflections is also beneficial. It advances reference organisation in this way.

- By assessing, reviewing, and suggesting initiatives and events to their partners and neighbours, library authorities can support them. This innovative approach has been used by Amazon, and libraries might use it as well.
- Electronic media isn't overly expensive and aids students in choosing library resources and making it easier for them to upload content to the library's website. The client can cover the cost of the advantage of electronic media by covering the fees of the phone expert association.
- Clients have indicated a preference for the advantages of online media in library resources and organisations and will include social media into libraries.

### **Challenges of use of social media in libraries**

The researcher examined the difficulties in using electronic media in Indian libraries. In the indicated focus on individuals, they displayed a portion of the enormous problems and struggles that are causing problems with the use of internet media. They mentioned some of these as being: lack of financial aid, lack of force support, inconvenience to library employees, lack of information via internet media and its devices, lack of ability of ICTs, and lack of receiving analysis from library patrons. (Cho, 2013). Additionally, it might be argued that these issues are real and are present while using electronic media in libraries globally. The globe has become a small village in modern times, and everyone uses the internet to communicate with one another online. Through informal connections, the directors and LIS specialists are working to improve the relationship between library resources, organisations, and patrons, remained aware of the challenges associated with relational connection districts' application in libraries. They acknowledged some of the difficulties and problems related to the absence of library employees during training and the absence of government or authority figures during copyright maintenance. Until the guardians are unable to include internet media for the development of library sources and organisations, these difficulties should be resolved.

### **Social media Tools use for library services**

**Facebook:** The most widely used online media platform at the moment is Facebook. In 2004, Mark Zuckerberg introduced Facebook to the public. It gives users the ability to create online groups and gatherings where they can exchange or convey useful information to others, moving them from anonymity to notoriety. Libraries are setting up Facebook profiles these days, allowing them to reach people on the other side of the planet. According to Xia (2009), the creation of a Facebook page will assist library employees and supporters in setting up conditions for providing and receiving data that are appropriate for their needs and preferences. As evidenced by (Sriram, 2016) that the library's ability to reach its patrons with nearly no difficulty is made possible by the high level of ICTs electronic media. Shinde (2016) supports the claim that a carer can identify the needs of their potential clients on Facebook.

**Twitter:** Twitter is a web-based media tool that enables users to exchange and share information about an organisation with others through tweets, which are brief communications. According to the website of the organisation, it was designed by Jack Dorsey, Noah Glass, Business Stone, and Evan Williams in Walk 2006 and sent off in July of the same year. (Sriram, 2016) agreed that libraries should have the option to discuss information with their clients as soon as is practical. According to Shinde (2016), a clerk will truly want to use Twitter to communicate urgent or important information to their clients, and those same clients will actually want to provide feedback in ways that are appropriate for them.

**Instagram:** This website allows users to communicate images and videos through a casual correspondence service owned by Facebook, Inc., according to Wikipedia (2019). (2019). It was

created by Kevin Systrom and Mike Krieger and released only for the iPhone and iPad in October 2010. The authors (2016) stated that libraries use this media to inform library supporters about the most recent news, which they acknowledge is a sincere motivation.

**WeChat:** WeChat is a Chinese multi-reason enlightening, online media, and flexible portion application manufactured by Tencent and it was first delivered in 2011, according to Wikipedia (2019).(Xiaojuan, 2014) discovered that the Nanjing College Library's Authority WeChat has been operational for a year and has a customer base of more than 8200 users.

**YouTube:** Wikipedia (2019) claims "The American video-sharing website YouTube is based in San Bruno, California. Chad Hurley, Steve Chen, and Jawed Karim, three former PayPal employees, made the contribution in February 2005 ". (Shinde, 2016) It was implied that carers sent class accounts or meeting videos using this technology to be cautious of their patients.

**Blogs:** Wikipedia (2019) the maxim "weblog" was established by Jorn Barger on 17 December 1997. The short construction, "blog", was established by Peter Merholz. As indicated by Wikipedia (2019), "A blog (a constriction of "weblog") is a discussion or instructive webpage distributed on the Internet that comprises of discrete, consistently easygoing diary type text pieces (posts) that are refreshed consistently."(Shinde, 2016) advised potential clients to comment on the information that directors shared or provided in regards to a particular topic or concern.

## **Conclusion**

There is no doubt that the ongoing period of migration is evident in several aspects of daily presence. Of course, ICTs and their related technologies have significantly changed how people look at, evaluate, retrieve, and share information from one person to the next with the click of a button. The high level has also changed with the introduction of electronic media and its linked devices, whether or not it is an advantage affiliation or a non-benefit affiliation, given their impact on the entire world. The traditional method of disseminating information inside libraries has been altered by the use of online media. It appears straightforward to approach or access any library customers from a distance. (Collins, 2012). The way web media is used has a significant impact on the experiences of library customers who visit libraries in search of specific types of resources or data. Actually, the gaps between library patrons and library sources as well as library organisations are being significantly closed by online media. The world of today's most cutting-edge technological advances has a clearly negative impact on libraries. WeChat is being used by an increasing number of Chinese school libraries, according to research done by me and Xiaojuan in 2014. The Nanjing College Library, for instance, uses WeChat, and after a year, his users outperformed 9000. As a result, it is generally acknowledged that digital media is a key tool for bringing together library users as well as a fundamental manner of expanding organisations and sources. According to a review led by J. Xu,(Kang, 2015), 39 insightful libraries are taking on WeCaht to speak with their clients. Moreover, the utilization of electronic material in the library world is developing at a remarkable rate. As per (Patil, 2015), Electronic media is the most significant development of the twenty-first century, and it motivates library professionals to create a web-based platform on which to realise their library goals. Additionally, smart libraries, particularly school libraries, are increasingly relying on electronic media to encourage library users to fully utilise the resources and services at their disposal. Online media are also to blame for creating a web-based environment that gives library professionals a fantastic opportunity to communicate with their clients who are based all over the world.

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