

Social Networking Tools in Library Services

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Abstract:

Today social media tools are becoming an important part of everyday life and are changing the way one connects and interconnect with the world. The Library and its services are mostly dependable on social media in this internet age. This present paper describes various social networking tools, Social networking sites like Facebook, Twitter, Myspace, LinkedIn, YouTube, Ning, Library thing, Wikis and Blogs etc. In this paper presents advantage and disadvantages of social media tools in Library. Also this paper to give a brief overview of the social media tools and its used in library services.

Keyword: Social Media, Social Media tools, Networking Sites

1.Introduction:

The use of social media tools by individuals of all ages are on increase and the practice is most common in today's younger generation. The libraries understand the role of social media in connecting, communicating and engaging with users and promoting library products and services. Today social media plays an essential and central role in communication and in building relationships.

The World Wide Web now enables people to gain access to information, create content as well as disseminate ideas more efficiently. Social networking sites initially emerged for Internet users to find long lost Classmates, friends and relatives, link with each other share their profiles. The wide application of social networking in different contexts appears having included universities and libraries (boyd and Ellison, 2007). The academic libraries could take the opportunity of using these social networking tools to disseminate information, market services and promote new releases (Burkhardt, 2010). What are social networking tools: (Alexander, 2006) offered a broad definition: Social networking can encompass almost all collaborative environments employing web 2.0 technologies. In particular, social networking websites allow users to share interests and communicate with others (Boroughs, 2010). According to Connells survey results, if a library wanted to use social network sites effectively, librarians should be cautious in establishing communications and relationships with their

students, friends and avoid "mass friending". It appears that the uptake of social networking as tools for libraries needs to be understood further to pave the way for harnessing its potential benefits.

Libraries have their own Facebook page and connected to other social networking & academic sites. Social media are used by the people to connect themselves with their friends and relatives and groups through the different social media. Similarly the libraries connect with the users, professionals, organisations, classes, and others using the social media/ social networking sites/ web 2.0.

2.Objectives:

- To examine the concept of social media in India.
- To examine the different tool for using social media channels.
- To state the advantages and disadvantage of social media using for library.
- To conclude that the using of social media application in library services.

3.Different tools using for Social Media Networking Channels:

Social media can be categories based on their characteristics. These are as follows.

- **Google+**
It is one of the social media tool like Facebook which allow the users to add, invite, post, edit, upload video feature with the help of this tool library can share the

information service with the member group for the services like news and events.

- **YouTube**

YouTube was created by Steve Chen, Chad Hurley & Jawed Krim in 2005. This is one of the important social media site widely used by the libraries in and around the world. This helps the libraries for marketing the information products share their programs, conferences, and workshops instructional vidios of the methods and steps for the use os database, books, e-books etc. Application of YouTube in library improves the services through tutorial and other vidio mode.

- **Face book**

Face book was created by Mark Zuckerberg in 2004. It is one of the popular social media sites that are used by millions of peoples worldwide. Now its active users are around 1.65 billion monthly. in recent few years many of the library has its own library page and offers different kind of services using the Facebook. The concerned libraries use this social media to provide the information on new databases. It facilitates the user to get instant massages and reference services.

- **Twitter**

Twitter was created by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams in March 2006. Twitter is another popular social networking site among the social media it can be used by the libraries for marketing of library services like reference services and alert services. Now its active monthly users are around 450 million in worldwide.

- **LibraryThing**

LibraryThing was founded in 2005 by Tim Spalding. It is an online web application specially designed for the library activities. It facilitates the user for cataloguing of books, share it and connects with related people. Many libraries now connect with LibraryThing. It is also used for copy cataloguing. User can catalogue up to two hundred books. It enriches the library OPAC abd librarians can use current publications of

university and send it to the user. It is largely used by the libraries, publishers, authors and individuals.

- **Flickr**

Blogs was created by by Seewart Butterfield and Caterina in 2004. It is a social media basically used for sharing of bulk photos with unlimited storage space. Library can share the poster, brochures, information bulletin and other library photos to the library patrons.

- **Linked In**

Linked In was created by Reid Hoffman in 2003. It is one of the prime social media platforms that allows that allow the user to connect with the like minded people and same interest. This site is basically a professional social networking site. Application of this site can increase the professional's network with other librarians, professional's share their expertise knowledge, ideas with others. Also it is useful to the Library for marketing their services. Linked In was founded in 2004 by Seewart Butterfield and Caterina

- **MYSpace:**

Meny a Libraries are active with Myspace site. Like Facebook, MySpace a popular social networkng sites allows the user to create their profile with aim to provide better services by way of making friends, groups, sharing views, images and vidios etc. Libraries are providing services and receiving feedback from the user related to the services offered by them.

- **Blogs**

Blogs was created by Peter Merholz in 1999. It is a platform of personal thoughts, ideas in a single place on the web. Basically it is the platform shared by an induvidual for his/her thoughts, idea, opinions, news and other contents and messages arranged in reverse chronological order. Librarian can use this tools can share the topic, ideas related to library services and share information like job posting, training and seminar etc.

- **Microblogging**
It is a web based interface application which allows the user or subscriber to get updates the short form of message like text, video link from other user that they have already subscribed and can post a short piece of digital content such as text, video or image. Twitter is one of the popular example of micro blogging. It gives instant short message to the users.
- **Wikis**
Wikis was created by Carry Sanger & Jimmy Wales in 2001. It is a very important and powerful tool which acts as knowledge management tool. This tool helps the library to share the information about its holding like Library resources, reference sources and also different section of library can connect with the library patrons.
- **Second Life**
Second Life is a social media used as an online virtual service for sharing of the videos, voice records, 3D images etc. The libraries are using this service to invite the users by way of streamed media, discussins, classes ect.

4. Advantage of social media networking in Libraries:

- Promotion of library services and facilities.
- Disseminates news quickly.
- Enhances reference services.
- Enhances interactions with users.
- Reaches out and engages users.
- Helps to gather users feedback.
- Communication.
- Economical.
- Library can provide entertainment or amusement for users as well as the learning tips using the social media.

5. Disadvantage of social media networking in Libraries:

- Most of the social media are freely available on internet.
- Library can easily share, connect with other libraries and its members free of cost.

- Social media is easy to find the information and sharing purpose.
- It is accessible 24 x 7 on internet. There is no time limit.
- Social media are very user friendly and simple to use and its needs no extra training.
- It facilitates the user to connect with other people worldwide over the internet. Create the network globally and built professional link.

Conclusion:

Social media tools are gaining its importance day by day. Social media is the most importance and powerful tool for disseminating the library services. Library users required to aware about social networking services and sufficient training should be imparted to staff to accomplish the task of planning social software in library. There are different kinds of social media tools available globally but it is the librarians responsibility to make it use and choose a best available among them.

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