Use of Social Media In Academic Libraries

Dr. Veena Kamble[1] & Ravindra R Mangale[2]

[1]*Librarian, Vasantrao Naik Mahavidyalay, Aurangabad.*
[2]*Librarian, Yashwantrao Chavan (KMC) College, Kolhapur.*
Corresponding Author - Dr. Veena Kamble

Abstract:

The major topic of discussion of this paper is to evaluate importance of social media in academic libraries. This paper is related to the concept of social media. It's about improving the awareness of social media application in library and educating the library professionals and the students on the invaluable importance of utilizing social media in academic library Services in a digital environment. Social media tools are important in each and every discipline now days. The library and its services are mostly dependable on social media in this internet age. It acts as a media between the library resources and its users. this paper basically highlights the availability of different types of social media tools, social networking sites like facebooks, twitter, MySpace, LinkedIn, YouTube, Ning, library thing, wikis and blogs etc. the advantages and disadvantages and the importance of social media tools in library. Also briefs the use and its application in library services. This paper aims to give a brief overview of the social media tools in particular to library activities.

Keywords: Social media, Academic Libraries, Facebook, Twitter, MySpace, Blog

Introduction:

Social media put the whole world in your hands and thereby provided the freedom to express it at any given moment. This innovation has made possible to socialize with everyone. Social Medias are accessible through the internet and they enable social relations. It is an effective approach to communicate with each other. Nowadays, many libraries are using social media to promote their collections and to enhance service and communicate with their readers. The purpose of this paper is to look at the use and usage of social networking tools through the library. The library can use variety of social networks to inform readers about new book information, library rules and library information. Since students are using a large number of social networking sites, this advantage is meant to increase readership. The library's popularity on social networking sites can quickly improve library environments. The main focus is to describe various social media applications and to research existing literature regarding how and why libraries, museums, and archives have implemented social media applications in their institutions.

What Is A Social Media?

Social media is web-based tool used for communication. Social media technologies are available in many different formats including weblogs, wikis, social blogs, micro blogging, magazines, photographs or pictures, video and social bookmarking, Social media provides communication through the internet. Social media can be used for online discussions forums, chat-rooms and other social spaces online. It is an effective tool for interacting with each other. Organizations are using social media to promote their services with their people.

Definition of Social Media, according Oxford Dictionary (2013). Defines Social Media as websites and applications that enable users to create and share content or to participate in Social Networking".

Why Use Social Media In The Library?

Social media helps to build a closer relationship between libraries. and their readers. The current use of social media by libraries is generally accurate and some experimental. The enthusiasm towards use of such tools is growing rapidly and in the will play an important role in providing library services. Social media can be used in a variety of communication methods Lenodly summarized as broadcast messages, response to enquiries and then conversation between institution and users but Social media platform is a great platform for readers' opinions

Cost and ease of use:

The cost of enrollment and facilitating social media is relatively free. Therefore librarian can promote the libraries services using social media platforms. Create social media accounts and getting started is easy and free. No need of high-level skill or computer equipment to use social media.

Saves Time:

The library can be promoted in less time through social media. Social media have helped libraries in providing quick updates to users. Social media make it easier to reach large number of library patrons

Two ways Communication:

Social media is an important service to communicate with library users. The two-way communication that now exists between library and user can be helpful for responding to user requests. Social media platform is a great platform for readers' opinions

No Geographical Boundaries:

There is no geographical limit on social media. Readers can connect from everywhere in the world, as long as they are online, Readers can discuss educational topics and can keep themselves updated.

Long Lost Relationships:

Social media help library to connect with readers no matter where they are. You can make new readers and

interact with people from places far beyond.

Marketing And Promotion:

Social media networking sites are the easiest for library marketing and promotion. Library can freely share views. Social networking sites can spread the publicity of your library far and wide. Most of libraries Social media tools are used as a part of their marketing and promotional activities.

Types of Social Media Tools Used By Librarians
To Promote Library:

There are lot of SNS used in Library services namely Facebook, YouTube, LinkedIn, Blogger, Google+, Flickr, MySpace, Twitter etc

Facebook:

By using Facebook network, one can get the maximum number of shares, through facebook page, by identifying the interest of students. Such quality information must be posted through the library. Facebook is a fantastic tool through which library can advertise its services to users. One can promote library by throwing a watermark of his library name. The call now button can be used. It can be used directly in our library. Through Facebook, it is a great way to reach out to the library's advertisements and activities. Share positive feedback about your libraries or books from readers. The advantage of this is that our library

reaches a maximum of students and there is interest in the student about the library.

Twitter:

Twitter is the most popular Social Media tool. Twitter is very useful for sharing short information and links to further information. Now a day librarians share all kinds of news regarding library through the use of twitter. Twitter is a free social networking that is used to send and read messages. All posts on Twitter are limited to 140 characters and less. Twitter's posting and sharing information can easily help the librarians reach their readers. It can be used to keep updated on library's daily activities, for example, frequently updated library collections, new arrivals materials, new groups, meetings, all kinds of news regarding library

Blogs:

Blogs are one of the oldest and self-publishing social media tool. It is a kind of diary A blog can be used for promoting library. Academic libraries are also used blogs for their work. Writing blogs for libraries is a necessary and effective medium. Blogs are popularly used in libraries to unblushing requests, including tragedy requests. MySpace supports the vision committed particularly to responding to regulation enforcement of providing a safer and more secure environment for all MySpace users.

Ning:

Ning is a display place for creating own social networking site. Ning is an

online service that permitted users to make their personal social networks and join and share in other networks.

Ning is learning network. Its functions and border are very similar to more widely-known social networks. We can use Ning network to create learning interaction with each other and with our partner class and all class assignments will be posted on Ning blog. Ning social network can be for anything and anybody. Kenchakkanavar Anand Y. (2015)

WhatsApp:

WhatsApp, the social messaging platform acquired by Facebook. WhatsApp is the world's fastest communication app. It uses Instant send text messages, images, video calls, audio messages, videos, voice calls, documents, user location, contacts and to other users using a mobile. Library staff and readers can have a good conversation through WhatsApp. It is a very useful tool to get feedback from the readers. WhatsApp can help promotes library services, library holdings, delivers the information in real time to the users, documents, new arrivals etc. Mostly this app is popular among the students and teacher. It would help the library management and its users.

Linkedin:

It is one of the prime social media platforms that allow the user to connect with the likeminded people and same interest. This site is basically a professional social networking sites. 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.

Librarything:

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 Library Thing. It is also used for copy cataloguing. Users can catalogue up to two hundred books. It enriches the library OPAC and the 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:

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. Flickr is created and manage by Yahoo.

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, discussions, classes etc.

Google+:

It is one of the social media tool

like Facebook which allow the usersto add, invite, post, edit, upload videos feature with the help of this tool library can share the information service with the member group for the services like News & events, New services, Video Tutorial etc.

Teacher Tube:

It is a video sharing website similar to YouTube that allow users to share videos and designed for educational purpose. Librarians can use this tool to provide various educational related contents for library users and also useful for teachers in adding teaching content for the students.

Pinterest:

It is a free web based tool which allow sharing content like images, videos and other objects. Pinterest provides great

Youtube:

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 videos of the methods and steps for the use of database, books, E-books etc. Application of YouTube in library improve the services through tutorial and other video mode. Some of the

Wikis:

It is a webpage which allow anyone to edit, modify, write the text and

edit other contents. It is a web based platform for user to share their knowledge and skills with others. It is a collaborative work of an individual or a group of person using a simple markup language and a web browser. Examples are Wikipedia, Appropedia and Library success etc

Micro blogging:

It is a web based interface application which allows the user or subscriber to get update 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. According to Wikipedia Twitter has 320,000,000 users till date worldwide (Wikipedia, n.d.)

Advantage of Use of Social Media:
- Social media can be used for survey purpose for feedback from the user related to the Library services**,**
- Library can promote library resources using this social media for Ex.:-Orientation programme of the database, EBooks, Journals etc.
- Library can create book discussions group using social media.
- New arrival of Books, E-resources and other materials.
- Instructional videos for new database and its use.
- Library can link to article, database and other resources.
- Library can provide reference

Dr. Veena Kamble & Ravindra R Mangale

services through the social media.

- Online quiz for Library resources and services.
- Provide research tips.
- Library can also communicate to other library and share their library services to other library.
- Library can provide entertainment or amusement for users as well as the learning tips using the social media.

Advantages:

The important advantages of the social media are:

- 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 24X7 on internet. There is no time limit to aces the information.
- Social media are very user friendly and simple to use and it 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:

Now a day's the Social media site has become an important part of everyday life. Social media sites can be used to form readers groups, information sharing, promote research based projects, allow communication, media sending serves and

Dr. Veena Kamble & Ravindra R Mangale

even help with academic support for distance education. Social media sites provide a new platform for readers. Information is spared through social media site. This new technology is a new introduction to the academic library. The social media tools are gaining its importance day by day. In the field of library science and library it is one of the most important and powerful tool for disseminating the library services. Library professional are using these tools for the purpose of the promoting library services and resource. But in India due to the lack of IT knowledge, awareness among the LIS professionals so also the internet connectivity problem, it is seen only used by the modern IT savvy people and modern libraries. 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.

References:

1. Chakrabarti, Abhijit (2016). Social Media And Libraries: A Symbiotic Relationship For 21st Century Librarianship. International Journal of Digital Library Services. 6(2), 32-43.
2. Chu, Melanie and Yvonne, Nalani Meulemans. (2008). The problems and potential of MySpace and Facebook usage in academic libraries.Internet Reference Services Quarterly, 13 (1), 69-85.
3. Dinesh, K.S. and Nikam, Khaiser (2009). The Role of Blogs in

Engineering College Libraries and their Applications in upgrading and Information Services, edited by Sanjay Kataria, B.S. Nigam, Library Services. In: Emerging Trends and Technologiesin Libraries Rama KantShukla, pp. 44-48, New Delhi: KBD Publications.

4. Kenchakkanavar, Anand Y. (2015). The Importance Of Social Networking Sites For Possible Implications And Promoting Libraries. International Journal of Digital Library Services. 5(2): 78-87.

5. Hendrix, D. Chiarella, D., Hasman, L. and Zafron, M. (2009). Use of Facebook in academic health sciences libraries. Journal of the Medical

6. Library Association, 97 (1), 44-47. Retrieved from http://www.ncbi. nlm.nih.gov/pmc/articles/PMC26050 34/.

7. Khan, S. A. & Bhatti, R. (2012). Application of social media in marketing of library and information services: A case study from

8. http://www.webology.org/2012/v9n1 /a93.html

9. Kornblum, Janet. (2006). Meet my 5,000 new best pals, USA Today.

10. http://www.goscl.com/survey-reveals-librarians-second-only-to-doctors-in-publics-trust/

Dr. Veena Kamble & Ravindra R Mangale