

Social Media and Libraries

Shamala NB

Senior-Scale Librarian, Maharani Women's Arts, Commerce & Management College,
Sheshadri Road, Bangalore, Karnataka, India
shamalakrishnamurthy@gmail.com

ABSTRACT

Academic libraries utilize social media to inform internet users about their resources and services while also promoting those resources. The internet user community as a whole is drawn to this. To keep up with the quickly expanding contemporary trends in academic libraries, social media must be. Thanks to the development of mobile communication technology, they are now a common part of our daily lives. Academic libraries provide several options to interact and connect with users simply using social media.

The online platforms and software programs that let individuals engage in social networking or produce and share content. Modern Libraries employ social media as a platform for communication, information distribution, and knowledge exchange in this digital age. For research on Face book, Twitter, YouTube, and Pinterest. The study focuses on two factors: Type of published material and User involvement to gauge the reaction.

KEYWORDS: Social Media, Academic Libraries, Mobile Communication Technology, Social Networking, Face book, Twitter, YouTube, and Pinterest.

INTRODUCTION

Social media is a very effective medium for drawing huge online users for information exchange. Additionally, it enables Academic Libraries to create social media accounts to advertise their resources and services. Measures user comfort and happiness. The library can readily advertise its goods and services. Users can use a Desktop, Laptop, or Mobile Phone to access it. Reaching out to users at their doorstep. It enables customers to access their library materials from any location at any time. A vast number of users may effortlessly access the library whenever they want, wherever. Libraries may engage their users by creating an online community and distributing relevant and entertaining content. By doing this, the library may draw users in, increasing the visibility of its services, resources, and usage as well as its reputation.

SOCIALIZING LIBRARY SERVICES

BLOGS

A blog may serve as a web interface via which users may access the materials and services offered by a library. Additionally, blogs are employed as tools to offer reference services. To offer the Current Awareness Service and SDI service, several libraries develop subject-specific blogs.

It can be used as

- i) A marketing and promotion tool for libraries that uses features like RSS, email subscriptions, and others to advertise, promote, and publicize new materials, activities, and services.
- ii) A platform for collaborative content creation and sharing with users via forums, messaging, and comments.

FACEBOOK

The most well-known and fastest-growing social networking site is Face book. To take part, one must register for a Face book account. It mostly aids in profile development, discussion boards, and community creation and pages; one may communicate text messages, videos, and photographs via its wall posts. On Face book, you may also have an instant conversation. The audience can comment, share, and like the post.

TWITTER

It is currently the most widely used social networking platform. It entails disseminating brief messages to the globe that could be interesting or valuable to someone. It has several features as well as restrictions. There are just 140 characters available in a tweet for information sharing. Text messages, images, and brief videos can all be posted. By using hash tags, users may group posts according to topic or format.

YOUTUBE

All users of the free video streaming website YouTube can view, save, and share videos. Production of various playlists and video collections to educate and inform users about the materials available at the library.

PINTEREST

It is an internet tool that enables users to post photos on social media. Features like boards, guided search following, and pins are available. A Pinterest "board" is a collection of pins.

MODERN TOOLS

Common tools used for communication can be used to make groups communities with admin privileges given to the person created above function for easy flow of information they are:

- 1. WhatsApp**
- 2. Kaizala**
- 3. MSteams**
- 4. Google meet.**

SOCIAL AND HUMAN ELEMENTS OF INFORMATION SECURITY

1. Twitter and Facebook users can spend crucial time and are addicted.
2. Facebook and Twitter are public forums; thus the institute needs to create policies and rules for proper administration. Social media is infamous for its biased material and the potential for distraction.
3. Social media posts have copyright issues and are difficult to trust.
4. A lot of individuals create fictitious profiles and tweet and make offensive remarks on Face book.
Reviewing comments is not a simple task.
5. It's challenging to monitor spam on social media.
6. Data privacy and criticism protection in social media are difficult to achieve.

SOCIAL NETWORKING SERVICES

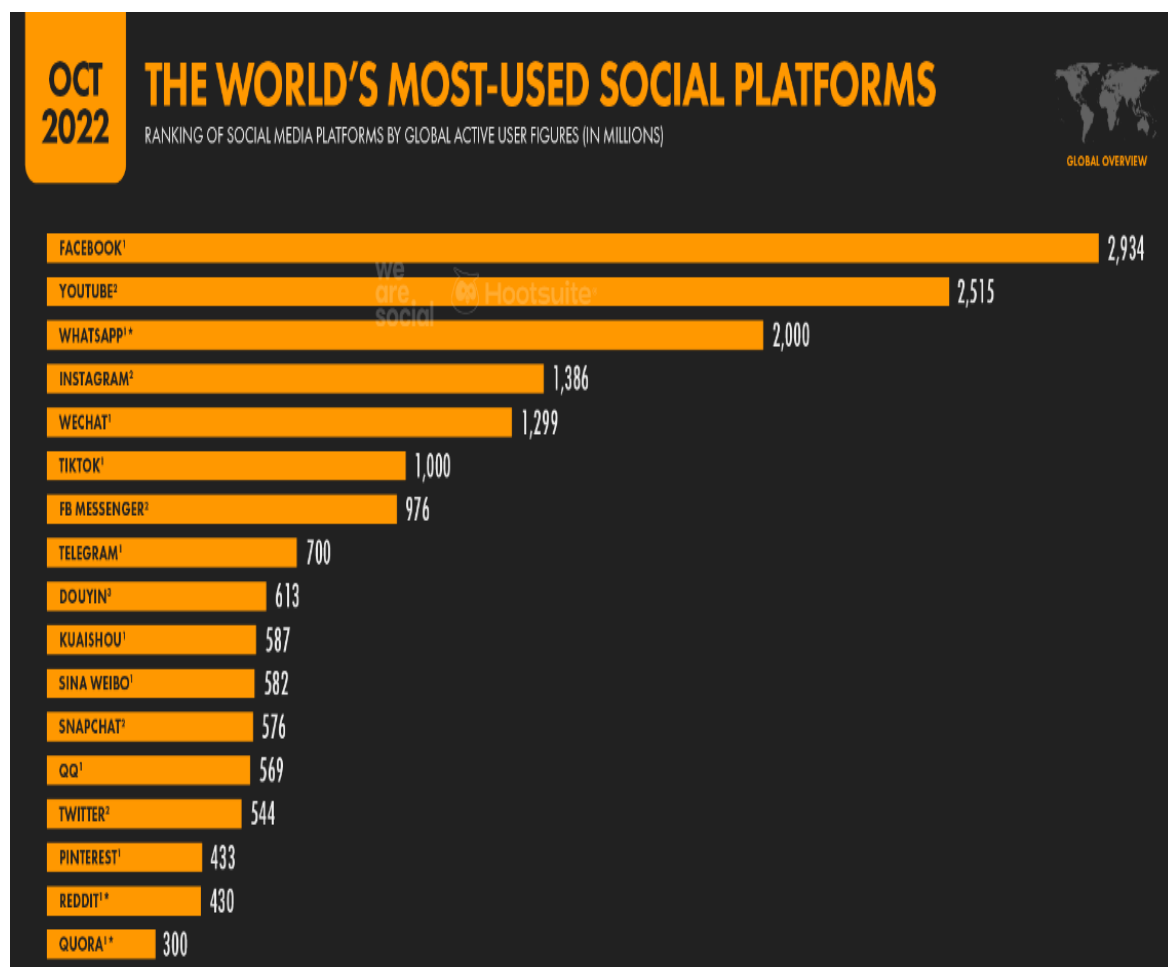
Profile-based SNS: These services are largely built on the profile pages of members. These include Bebo, Facebook, and MySpace, to name a few. Users frequently add third-party material to their accounts to improve them or to integrate data from other websites and social networking sites.

Material-based SNS: In these systems, uploading content takes precedence over the user's profile, which nonetheless serves as an important tool for managing relationships. Flickr, Shelfari, YouTube.com, and Last. FM, where the material is produced by software that monitors and depicts the music that users listen to, are examples of content-based communities.

Mobile SNS: Several social networking services (SNS) allow users to communicate with their networks via mobile devices, including MySpace, MYUBO, and Twitter. Users may exchange and view videos through mobile networks thanks to the growth of mobile-led and mobile-only communities.

People Search: Another significant advancement on the web is people searching. There are many different types of social and people search, but websites like Wink produce results by looking through the public profiles of several social networking sites, enabling searches by name, interest, location, and other information published in profiles as well as enabling the creation of Web-based "dossiers" on specific people. The information that is retrieved should already be available to the general public, but this sort of personal search transcends the conventional limitations of social network site membership.

ANALYZING SOCIAL MEDIA NETWORKS



BEST PRACTICES OF SOCIAL MEDIA NETWORKS CONCERNING LIBRARIES

1. Boost usage
2. Calculate the effect
3. Select the appropriate platform
4. Market analysis
5. Adhere to the rule
6. Administration tool
7. Make plans.
8. Engage in dialogue
9. Customer support
10. Education and training
11. Outreach
12. Social media plan
13. Instructions

CONCLUSION

When academic libraries utilize social media as a communication tool, they do it as an institution rather than as an individual. The language used while posting messages should always be polite and formal. Usability, marketing, and promotion of services and products are their primary goals, as well as growing user involvement. Social media serves as a link between viewers and excellent material. All posts that are pertinent and enhance the library's collection are used.

Academic libraries to provide user engagement, information sharing, and customer service. Users are treated as "customers" by libraries. The phrase "customer services" is also used by librarians, and they provide the user community with services that are centered on them. Academic libraries may benefit from social media platforms for marketing, information exchange, and the finest customer care services to address user questions and comments.

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