Social Networking Tools for Library Services

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ABSTRACT

Social Networking is used for various purposes of library facilities, connectivity, and services. In the present scenario, Social media is more popular than libraries. People can share their information, ideas, and experiences with the help of social networking. The paper describes the different types of social networking sites using by the libraries, like Facebook, Twitter, and Linked In, etc.

A social networking site became the basic need of the people and plays a vital role to provide information easily. Social networking is the only technology by which libraries can reach to its new users. The paper also discusses some of the advantages of using social networking.

KEYWORDS: Social Networking, Library Services, Tools for Library.

1. INTRODUCTION

Libraries are no longer the first place where patrons can get updated information. Day by day users are losing their interest in libraries. They all want their information at their place. Therefore, library professionals need to develop the latest technology to provide suitable information to the users. The development of worldwide change the method of information dissemination.

Social Networking sites and applications are those applications that provide a social connection to a particular subject or area of interest. The social network is a different level of the network that provides effective communication. In this technological era, social networking plays a vital role in providing information by any library. Social networking is the mainstream for many organizations, institutions, and many other businesses.

Many of the libraries already using different types of social networks for providing their services. Social networking has changed the way users access information and communicate with each other. The young generation is growing up with the new techniques and technologies and they are aware of all of the social sites. In this digital world, they used IOS, Android, computers for getting the information. Libraries are using social networking sites which allow user worldwide communication facilities and also provides open membership that means any one can join any of the library or library groups. They also communicate with the common interest of people.

The social network is the key to 21st-century communication with library users and enables the purpose of the library

2. WHAT IS SOCIAL NETWORKING

Social Networking is the use of internet-based social media sites to stay connected with friends, colleagues, family, clients, and customers. It can be a social purpose, business purpose, or both.

Social Network is a website that allows people with similar interests to come together and share information. In short, we also define a social network as a process where individuals connect and form new relationships.

Social networking plays an important role in the establishment of the online connection between users or communities. It builds a relationship between people by using many platforms like websites, portals, MySpace, Twitter, Facebook, Gmail, Linked In, etc. Present time social network working as communicator or disseminator of information in daily life. What is happening around the world social media keep us updated all the time.

The present era is going to transform into a digital era we are getting small information to a large resource through the internet in electronic form. We are taking some examples of the Transformation of a manual era into the digital era.

➢ Nowadays we are facing Covid-19 Pandemic because of this pandemic Academic Institutions were temporarily closed. Students were not able to go to schools, colleges physically then social networking plays an important role to provide education home-to-home with the help of different platforms like-Zoom, Google meet, YouTube, etc.

➢ A few years ago, if we want to apply for any job we need to send documents or curriculum vitae to a particular place but at present time all forms, documents, or curriculum vitae can be sent directly by different social media platforms such as Email, Website, Whatsapp, etc.

3. DEFINITION OF SOCIAL NETWORKING

According to Boyd and Ellison (2007)-"Social Networking site as web-based services that allow individuals to construct a public a semi-public profile within a bounded system articulate a list of other users with whom they share a connection, to view and navigate their list of connection and those made by others within the system."

Computing Dictionary (2011)-Social Networking site as any website designed to allow multiple users to publish content of themselves. The information may be on any subject and maybe for consumption by friends, mates, employers, employees just to mention a few."

4. APLICATION IN LIBRARIES

In this Technological period, Libraries are adopting various types of social network sites for providing library services.

Libraries also use social networking tools for the promotion of services. In short, Libraries are using social networking sites for various reasons.

❖ For promoting library resources and services.

❖ Create different types of platforms to reach/connect new users.

❖ Social networking provides a collaborative work environment.

❖ Library provides online resources through a link.

❖ Users can give feedback about library services and also suggest the other services provided by the library.

❖ User-oriented seminars and workshops.

❖ Provide a gateway where users can find library photos, videos and provide links to articles and resources.

❖ Easy to disseminate the list of new arrivals.

❖ Easy to announce library events

❖ To be aware of the users for news and new updates.

❖ Social networking provides newspaper clipping services

❖ Advertising programs of the library.

5.   TOOLS OF SOCIAL NETWORKING IN LIBRARY

Social Networking help library professionals to disseminate information with their patrons. Library professionals can use the major three broad categories to attract library users.

5.1   Information Communication

- Facebook
- MySpace
- Blog
- Ning
- Meebo+
- LinkedIn

5.2   Information Distribution

- Flicker
- Youtube
- Footnote
- Teacher Tube
- Slide Share
- Digg

5.3   Knowledge Organzation

- Library Things
- Connotea

MY SPACE

It is a social media platform, it is used for sharing resources online. My space is also used for talking with friends. The librarian can share resources through this platform with their users.

FLICKER

Flicker is used to sharing images collection. It shares the picture of the seminar, conferences, and other programs in the Library, campus, or institutions. It can also retrieve the missing images.

BLOGS

Blogs is a platform for, Authors, Journalists, or Celebrate Persons for sharing their ideas, views, or articles through this platform. Library professionals write their ideas, views,

WIKIPEDIA

Wikipedia is a website that is used to gain knowledge or information. Library users can visit this website and gain information as to their requirements; Wikipedia covers all-around information of all fields. Library professionals can get the information as they want Wikipedia is also like a library that has lots of information for information seekers.

FACEBOOK

Facebook is a social media platform used to communicate and sharing information. It is the largest and popular social media network it has about 2.8 billion people using this social media platform. Most of the academic libraries and library professionals are connected by this platform form.

TWITTER

Twitter is the social media platform used for sharing the idea, views, and information. This platform is used by celebrities, journalists, govt officials, and professionals of different fields are using this platform.

GMAIL

Gmail is a very popular social network it is used as an official social media platform. Most of the Libraries, Institutions, industries and Government departments are using this social media platform.

YOUTUBE

Tube is a social media platform used for teaching-learning through video. In this platform, we can gain knowledge or information as they required information through videos. This is also a very popular social media platform.

TEACHER TUBE

The teacher tube is used for sharing educational video, audio, documents, this platform is basically for teaching purposes for providing resources to the users.

SLIDE SHARE

Slide share is used for making a presentation. It is commonly used by students, teachers, and other professional purposes. Many corporate sectors are also using slide share for making their presentation effectively.

LIBRARY PORTALS

Portal is a platform for sharing information with users, a portal having information related to their profession. Some library professional portals are Lis Target, Lis world, Lis Links. These portals provide information about jobs, webinars, seminars, refresher courses, training, and other libraries' professional-related information. These portals keep us up-to-date on what is happening around us.

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6. BENEFITS OF SOCIAL NETWORKS IN LIBRARY

1) Social networks allow users to get their information easily.

2) Social networking gives immediate access to the users of the library.

3) It's improving learning.

4) Social networking increases the number of users of the library.

5) Social networks allow uses to communicate and connect with the same interest as people.

6) Users and nonusers of the library can share their information.

7) Social networks increase library performance.

8) It raises awareness among the users.

9) Social network helps to promote library services.

10) It helps the library staff to communicate with their users.

11) Social networking helps librarians and libraries to keep pace with technologies and complete efficiency with the developed world (Ayiah and Kumah) 2011.

12) Social Sites helps the librarians to achieve the goal of providing library resources to the patrons.

13) Libraries can reach new users with help of social networking.

14) Social networking provides a platform to fulfill the need of distance learners.

15) Libraries can build their network with the users.

16) It also creates a social relationship among the patrons.

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7. DISADVANATAGES OF SOCIAL NETWORKING

1) Library Professionals need to remember a large number of Social networking tools and sites.

2) Social Networking decreases the security and privacy of the users.

3) Lack of confidentiality in information.

4) Awareness among the library staff.

5) Lack of maintenance and technology in the library.

6) Copyright problems in access to information.

CONCLUSION

Social Networking tools are used for the dissemination of information and promote library services. It also helps to establish the relationship between the library professionals and the users. In the 21st century, libraries are using the new and latest technology and tools to provide particular information according to users. In this article, we discussed the advantage of social networking in the library. Nowadays there are various types of social networking tools and applications are available in the library some tools are also discussed here like Facebook, Twitter, Blog, and YouTube.

Social Networking is used in different aspects of library services. Social networking sites support web2.0 which creates an easy atmosphere for the library professionals and the library users. The application of social networking helps to promote library resources and services. It also creates new users. The use of social networking follows the fourth law of library science "Save the time of the user" by providing quick access to information.

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