

Social Media: Importance and Usage for Library Professionals

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ABSTRACT

Social media is now an important part of human life. People of all ages, and all profession are using social networking sites as a means of communication. In today's society, when everyone can contact one another with only a click, social media is the most efficient means of communication. Library professionals are also becoming familiar with social media and the tools that go along with it. Social media is helping to reach out to the targeted audiences and clients, and library professionals are developing a virtual platform to communicate with their users. Librarians believe social media to be the greatest option for interacting with library users. In this article, investigator discussed types of social media, utilization, factors, advantages as well as challenges in using in the library operations. This paper focuses on comprehending many marketing initiatives utilized by libraries to advertise their facilities and services, as well as user engagement with social media platforms.

KEYWORDS: Social Media, library, virtual, Social networking.

INTRODUCTION

Over the years the advancement of Information Communication Technology and its popularity, millions of people are using social media tools as part of their everyday lives and social media is most popular among the personal and educational purposes. It helps for promoting service delivery in the libraries also. To stay in touch with library professionals social media has done its influence by sending instant messaging, status updates, image-sharing and video-sharing. These are few of the major elements that play a role in the recognition of social media. Today social media network connections are very important in the library profession. Social media has much closer relationship with library and information centers and improving library profession. It helps students in choosing library resources and making it easy for them to add content to the library's website. It is now a dynamic platform for promoting library resources. Users today obtain information through hand-held devices, which is the current trend. Devices are using to share, organize, and communicate the information. By this way social media is used by the library personnel to popularize their library and information products.

I. SOCIAL MEDIA

Social media is a computer based technology that facilitates the sharing of thoughts, ideas and information through virtual networks. Social media providing various information to user groups. Social media users to share their ideas, pictures post activities, events, videos, etc.

II. DEFINITION

Social Media are primarily internet based tools for sharing and discussing information among human beings”
Wikipedia”

Oxford Dictionary Defines Social Media as websites and applications that enable users to create and share contact on to participate in social Networking.”

III. OBJECTIVES OF THE STUDY

This study aimed at the use of social media platforms to promote library services and profitable librarianship.

1. To identify different types of social media platforms to promote library services.
2. To study different ways and users of social media platforms by the librarians to promote library services.
3. To know various challenges encountered by librarians while using social media platforms.

IV. REVIEW OF LITERATURE

Anwar & Zhewei (2021) studied to investigate the concept of social media; the impact of social media, the importance of social media, and the issues of using social media in libraries. This study was based on a qualitative research method. The data has been reviewed according to the set of research questions. The research findings revealed that there is a massive impact of social media on library sources and services. Social media are very important for libraries to promote their services and sources. The study revealed that social media has a significant influence on library resources and services. Social media is crucial for libraries to advertise their resources and services. On the other hand, the libraries are dealing with a lot of obstacles that are making it difficult for them to accept social media.

Altaf&others (2021) discussed the Social media provides a range of possibilities for libraries to provide services out from traditional ways and means as modern life has been influenced greatly and massively by the internet. Social media applications in libraries drive to convene the growing and varying prospects of library clients. This study aims to investigate the use of social media to enhance library effectiveness in libraries. 73.2% of respondents started using social media after 2008. 76.1% using Facebook, but 56.3% believe in the usefulness of blogs/blogging. Professional networking (74.6%) is the main purpose of using social media, followed by the promotion of library services (69%). Three main challenges in using social media at libraries are 1) technical problems, 2) restrictions on using social media at the office; and 3) low internet connection. Keywords Social media; Social networking; Use of social media; Social media in libraries

Parabhoi&Pathy(2017) expressed that Social media tools are important in each and every discipline nowadays. The Library and its services are mostly dependable on social media in this internet age. This paper 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.,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.

Chakrabarti (2016) explains the symbiotic relationship between the libraries and social media for the creation of digital environment in the LIS domain. As the popularity of social media growing exponentially, library professionals cannot keep themselves aside without exploiting the social media. By using social media libraries can attract their users and enable them to participate in the production of library products and services. By posting library material, library news, etc., via social media on library page, library authority helps their users to inform the library related matter at any time by the variety of locations on the Web. The paper discusses how the social media can be exploited for the benefit of the users of library. It presents the name of libraries which uses social media in their libraries. At the end some suggestions are enumerated for the benefit of the library professional before choosing the social media in the library.

Anwar & Zhiwei (2019) highlighted some of the aspects of social media e.g. usage, factors and issues, challenges in the use of libraries. The library professionals are getting familiar with social media and its related tools to apply in their respective libraries. The library professionals are creating a virtual platform using Social media to interact with their users and social media is also helping to reach out to the targeted audiences and customers. Social media is used by librarians to make their library users and also use social media for the marketing of their sources and services. Several factors are influencing the use of social media in the libraries because the library professionals think that social media is the best choice to bring library users nearer. Besides these facts there are massive numbers of challenges and issues faced by the library professional while using social media in their respective libraries. These hurdles and issues should be resolved for better and reliable use of social media in the libraries. Library professionals use social media to share information with their potential users.

V. SOCIAL MEDIA PLATFORMS

Here are some popular social media websites with user statistics.

1. Facebook (2.96 billion users)
2. YouTube (2.51 billion users)
3. WhatsApp (2 billion users)
4. Instagram (2 billion users)
5. WeChat (1.31 billion users)
6. TikTok (1.05 billion users)
7. Facebook Messenger (931 million users)
8. Douyin (715 million users)
9. Telegram (700 million users)
10. Snapchat (635 million users)

VI. PURPOSES OF USING SOCIAL MEDIA IN LIBRARIES

Today billions around the world to utilize social media and its apps for various purposes providing quick updates to users and their query and develop communities'

- sharing useful links
- Sharing Orientation Program
- Sharing Library news and events
- video conference
- It helps librarians and libraries to keep face with technologies and complete effectively with the developed world.
- Promote new acquisitions coming in the library.

VII. SOCIAL MEDIA APPLICATIONS AND THEIR USES IN LIBRARIES

Social media is powerful information tools and offer way for libraries to promote their activities in 21st century social media tools is platform where people can build social relations among people who share their interest's activities library matters etc. Library using social media to the advantage of their institutions. Now days student to be very active on social media and librarians have embraced popular platforms as a way of communicating with users to provide customer service. Librarians can use social media platforms to post insights in to specific materials and collections to educate as well as promote what is available and it helps to popularize the library activities and their services. So the purposes of application of such social media in the library can be placed as mentioned below.

Face Book:

- *Most of the libraries are using the Facebook as marketing of library products.*
- Sharing users' profile, contact details and construct group for inviting comments, sharing view from the users related contents posted.
- Developing user database, sending virtual aids, event posting of the library, videos, photographs, multimedia sharing.
- Exchange of knowledge and thoughts with people creating a network for libraries to share information resources.

Twitter/Instagram:

- Used by providing links to library blogs of the experts, sharing the library events, journal articles,
- Sharing the ideas on library events, comments on the improvements of the library services.

YouTube:

- *Sharing the brochures and videos of conference, seminars, workshops and course contents among user community.*
- *Developing library videos and sharing the library information, etc.*

Research Gate/Academia/Mendaley/linkedin:

These are the academic social networking sites for researchers. Here researchers used to share research papers, ask questions and provide answers and discussions.

- Sharing research article among professionals to get citations and to avoid the duplication in research.
- Helps to connect professionals to build professional growth and improve research activities.

- Creating a database of research from different disciplines, access and use of quality information resources.
- And also works as a powerful career-building and networking tool.

WhatsApp/Telegram:

These platforms help to update the information about the new arrivals of the library holding with users, sharing information about the new arrivals of the books, sharing the electronic resources among the members in the group and exchange of images and discussion of ideas.

VIII. ADVANTAGES OF SOCIALMEDIA IN LIBRARIES:

- Social media attracts potential users of the library.
- Social media offers more than just traditional ways of marketing library services.
- Social media helps user to use library in effectively.
- Social media allows user to create, connect, converse, to contribute, vote and share Information.
- It helps libraries to get closer to the users.
- It helps libraries in building collaborative network with the users.
- It is great way to grab the attention of new users.
- Social media helps students in locating library resources.
- Social media facilitates knowledge sharing.
- Social media helps to feed user with information
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IX. ISSUES AND CHALLENGES

This changing profession must address new problems and difficulties while juggling old traditions and cutting-edge technologies. The job of the librarian is crucial in knowledge transfer, creativity, creative learning, and research. The role of the librarian is to implement best practices, quality assurance mechanisms, and standards of excellence with a strong technology base in order to build the collection and services of the 21st century library. The Librarian must understand the importance of information and the professional will need to take action, be assertive and experiment with new approaches. The library must also establish itself as "the place," both physically and virtually, where many professionals can gather to work together, share knowledge and expertise and developed new sources of knowledge. In addition, library personnel must actively seek cooperation with research. Therefore, the profession should approach the difficulties of serving the user community in the context of IT driven knowledge with the utmost care and diligence. Some other challenges are

- Privacy Challenge
- Power failure
- Unauthentic information
- Lack of awareness
- Bandwidth problem
- Shortage of Insufficient library staff for handling such technologies
- Network problems

CONCLUSION

A symbiotic relationship between the libraries and social media are needed to present together best of the physical and digital environment to create learning hubs. The library and social media create a balance for hi-tech digital environment. In the present century social media is a great advantage with enormous tools for libraries to cater their information in a sophisticated manner. Due to the advancement of information technology, more users and the librarians use the social media for their need. Social media can help the libraries to promote their services, resources, events and communication to their users. In conclusion it may be said that according to the digital needs of library users, libraries need to be changed accordingly. By utilizing the social media, librarians and libraries may extend their services for web users who are unable and reluctant to visit the library physically.

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