SOCIAL MEDIA: A SYMBIOTIC PLATFORM IN LIBRARIES

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ABSTRACT: *Social Media tools are today's very important in each and every discipline. Library and its some services are mostly dependable to social media in digital era. The paper discussed of the symbiotic relation of Social Media & Libraries to create digital environment in the field of library and information science (LIS). In digital environment many changes in LIS domain. The basic role of libraries to cater the information according to the need and demand of Library Users. Library users to access their necessary resources without physically visiting the library. Library professionals provide the alternate ways (facilities) to attract the library users. Social media are growing exponentially.*

KEYWORDS: *Libraries*, *Digital Library, Facebook, Twitter, blog, Youtube, Flickr, Skype, Google, Social Networking, Drupal*.

INTRODUCTION:

Social media is gaining momentum today's and it is very popular among the people. ICT has revolutionary changed the field of Library information science from the growth of Library Management Software, its application & services. Today's library has fully changed with impact of ICT. Before of ICT revolutionary, Library was a store house of Documents/Books and other material, But when we talk about 21st century libraries, it has fully changed the old concept. The present libraries covers all the digital collections like E journals, E books, E-Database, CDs and DVDs, Scanner, Computer etc. Online services and database are the buzz word of the day for the users and library using the latest tools & technology. Social media comes in many forms like blogs, forums, chat apps, business networks sharing them feeling and education information, social problems in the platform. Social media network is a powerful tool for sharing information with others. Today the most Population is communicating those needs and ideas through such amazing social media. Social media has become a part of many people's everyday

lives. Social media is the way the world creates & publishes content, interacts, and has web presence. In this new world, everyone is a creator or publisher of information. The availability of a range of different social media tools for a wide variety of purposes that include, Communication, Collaborative Content Building, Multimedia Sharing, Reviewing & expressing Opinions, Entertainment, Monitoring, etc. have collectively made this world live and real time.

Ranganathan Law of Library Science, 'Library is a growing organism' as the role of library in the new century is beyond the it's concrete wall and physical building. Hence the library has to mobilize its role and function to keep growing by utilizing the latest technology in order to justify their presence and sustainability of library services among society. Furthermore, social media has the potential of improving the image of the library and improving the users" experience. In the literature, Facebook, Twitter, Drupal, MySpace, Library Thing, YouTube, Flickr and so on, are some of the tools extensively used by libraries. Having knowledge of how to use these tools to design and build our library website, OPAC, provide reference services, alert services and for interacting with users in a more effective and elegant way is the need of the hour for Librarians 2.0.

Social media can help the libraries to promote their services, resources, events and communication to their users.

DEFINITIONS:

Social Media

The term social media refers to a computer-based technology that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities. Social media is internet-based and gives users quick electronic communication of content, such as personal information, documents, videos, and photos.

Libraries

Library is a place where books, magazines, newspapers, and other materials are kept to use of user reading and user reference.

Social Networking: "Social Networking is a range of web-enabled software programs that allow users to interact and work collaboratively with other users. It included to browse, to search, and

invite friends to connect & interact, share film reviews, comments, events, videos, ratings, music, and classified information.

Digital Library: is a collection of documents in organized by electronic form, available on the Internet & CD-ROM (compact-disk read-only memory) disks.

Information Professionals: Information professionals is someone who collects, records, organizes, stores, preserves, retrieves, and disseminates printed and digital information. The 'information professional' is also used to describe other similar professions, such as archivists, information managers, specialists, and records managers.

WHAT IS SOCIAL MEDIA?

Social Media is one of most widely used terms of today. The best way to define Social Media is to break it down. Media is an instrument on communication, like a newspaper or a radio, so Social Media would be a social instrument of communication. Social media is just a name for how the internet looks nowadays and the way people use it.

Fig.1 Social Media

Year of Launching some Social Networking Media

Sr. No	Year	Social Networking Media
1	1995	wiki
2	1997	weblogs
3	1999	MSN Messenger
4	2003	LinkedIn, MySpace
5	2004	Flickr, Face book
6	2005	Youtube
7	2006	Twitter

Table No.1. Year of Social Media Launching

SOCIAL MEDIA AND LIBRARIES

Social media can be powerful information dissemination tools and offer a way for libraries to promote their activities, resources and services while allowing a two way dialogue with users. Media sharing types of Social Media are used to find and share photographs, live video, video and other kinds of media on the web.

- **Facebook:**

 is one of the most popular free social networking website. Libraries link some of its recent events in Facebook for its users to be aware the library activities. Its more librarian friendly with the many applications to upload photos and video, send messages and keep in touch with users.

- **<u>Twitter</u>:**

  it is most popular social networking tool. It is a free micro blogging application. It is frequently updated. Librarians use this platform to send instant messages or feedbacks.

  - **<u>Google+</u>**

  it was Google's+ social networking project, designed to replicate the way people interact offline more closely than is the case in other social networking services.

- <u>LinkedIn</u>

  Librarians use this platform to connect users with specialist in their area of interest. Librarians use this for providing selected information to its users through SDI.

- **YouTube:**

  is the world's largest video-sharing social networking site that enables users to upload and share videos, view them, comment on them and like th m. This site is used to share library events or program videos.

- **Blog:** Libraries can use Blogs to keep their users aware with the latest developments in the field of library related matter. Blogs can be subscribed through RSS feeds.

- **Flickr:**

  It is an online image sharing service. Sharing and uploading picture of library events and services are possible for libraries by using Flickr.

- **Skype:**

  Skype, owned by Microsoft, is one of the most popular communication-based social networking platforms. It allows connecting with users through voice calls, video calls (using a webcam) and text messaging.

- **Snapchat:**

this is an image messaging social platform that enables you to chat with friends by using pictures. It allows you to explore news and even check out live stories that are happening around the world.

- **Pinterest:**

is a social curation website for sharing and categorizing images found online. Pinterest requires brief descriptions but the main focus of the site is visual.

Instagram

was launched as a unique social networking platform that was completely based on sharing photos and videos.

- **Library Thing:**

Library Thing is a social cataloging web application for storing an sharing book catalogs and various types of book me adata.

USES OF SOCIAL MEDIA IN LIBRARIES:

A vital part of marketing for a library is communicating the value of the library to current users and future users. Social media can be used in a variety of different ways; sharing events, showing photos, communicating important information and creating a dialogue between the users of a service and the providers. Users use social media to search for information. Therefore it is very important for a library, a community institution, to be available in all the locations where people are. There are various uses to make websites that can be used to promote the library

1. To share library events
2. To share events pictures
3. To provide library services.
4. To communicate among the librarians about their professional dev dopment.
5. To build an e-reputation of LIS domain

6. To share community news
7. To provide reference advisory
8. To help make users profile

ADVANTAGES OF USING SOCIAL MEDIA IN LIBRARIES

1. Most of social media are freely available on internet
2. It is accessible of 24X7 on Internet
3. It increase engagement and interactions with library users
4. It helps to gather feedback to enhance user services
5. It can be used for outreach activities through onward sharing
6. It enhance communications both, library and with other Departments
7. It can help increase usage of content
8. It promotes library services, quickly delivering information to directly library users

DISADVANTAGES OF USING SOCIAL MEDIA IN LIBRARIES:
1. Lack of privacy and identity theft
2. Confidentiality of information
3. Lack of knowledge, how to use it
4. Inadequate funding for libraries
5. Electricity Failure
6. Slow speed of internet
7. Low interest of librarians in learning and utilizing social media

CONCLUSION:

Social Media has been used by libraries all over the world as a tool to reach out the users and provide them with information at their own time and space. In general libraries have adopted a multichannel approach to social media and are using the familiar household brands we use in our personal and professional lives. There are differences across the libraries and the libraries are using social media for many purposes, from marketing and promotion, opening up the resources of the library, and a customer service function by responding to queries and questions. It is

impossible to know what social media success looks like for libraries without undertaking in-depth research but librarians are trusted information professionals are well placed to harness the opportunities available in the world of social media.

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