SOCIAL MEDIA APPLICATIONS AND ITS IMPACT ON LIBRARIES

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Abstract

The Libraries are ever more using social media tools to endorse service to marketing of library resources and services to users. Taylor & Francis stated in his survey report over 70% of libraries are using social media tools, and 60% have had a social media account for three years or longer. 30% of librarians are posting at least daily. This paper focus on purposes of social media usage in libraries, advantages of Social media, examples of social media applications/ websites, opportunities and challenges of social media and its impact on library services.

Key Words: Social Media, Library, Library Services,

Introduction

Social media has played an important role of connecting of communities to each other and setup interpersonal relation. Social networking sits/application, such as Facebook, Twitter, Youtube, Flicker, Wikipedia, Myspace and other that allows users to share content, Media etc. These aspect make social media admirable in begin interaction among users. In India numbers of Libraries adopt Social Networking Sites/Applications in their libraries for providing better textual information and media message. Its networks is broadly described as a group of libraries community together with some agreement of understanding to help each other with a new to satisfying the information needs of their users example Inflibnet, Shodhganga etc.

Globally, The Facebook user has 1.44 billion monthly active users and in India, Facebook has 125 million average users (MAU), On a daily basis, 59 million users in India are accessing
Facebook and 22.2 million user access Twitter in India. Taylor & Francis stated in his survey report over 70% of libraries are using social media tools, and 60% have had a social media account for three years or longer. 30% of librarians are posting at least daily.

Wikipedia defines, "Social media has been broadly defined to refer to 'the many relatively inexpensive and widely accessible electronic tools that enable anyone to publish and access information, collaborate on a common effort, or build relationships"

Social media describes websites that allow users to share content, media, etc. Common examples are the popular social networking sites like Friendster, Facebook, MySpace, etc. Social media also includes YouTube, Photo bucket, Flickr, and other sites aimed at photo and video sharing.

**Purposes of Social Media Usage in Libraries**

1. Marketing of library product and services
2. Marketing specific adult programs and services
3. Marketing specific children's and youth services programs
4. To modernize the library image and e-reputation
5. To reach a new audience of potential users
6. To push library news and press release
7. To provide quick updates to users
8. To build discussion groups and collaborative work
9. To spread news and service alerts
10. For fund raising
Advantages of Social Media

Advantages of using social media: Advantages and benefits for librarians and libraries when using social media are seen to be:

- Financially, the costs of using social media are perceived to be low;
- It requires little training;
- It promotes library services and disseminates news quickly, delivering this information more directly to library users;
- It increases engagement and interactions with library users;
- It helps gather feedback to enhance user services;
- The promotion of library holdings via social media can help increase usage of content;
- It enhances communication both within the library and with other departments;
- It can be used for outreach activities through onward sharing, well beyond the institution itself, helping build connections and reputation more broadly.

Some Social Media Websites

**Social Bookmarking:** (Del.icio.us, Blinklist, Simpy) Interact by tagging websites and searching through websites bookmarked by other people.

**Social News:** (Digg, Propeller, Reddit) Interact by voting for articles and commenting on them.

**Social Networking:** (Facebook, Hi5, Last.FM) Interact by adding friends, commenting on profiles, joining groups and having discussions.

**Social Photo and Video Sharing:** (YouTube, Flickr) Interact by sharing photos or videos and commenting on user submissions.

**Wikis:** (Wikipedia, Wikia) Interact by adding articles and editing existing articles.
Use of Social Media Applications in Library:

**Facebook:** is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch. Now it’s helpful for library because it is librarian-friendly, with many applications like JSTOR search, WorldCat, and much more. Librarians can interact with users to know their information need. Libraries try to link some of these specialized library applications to Facebook.

**Twitter:** is a free micro blogging service application, to keep staff and patrons updated on daily activities, like frequently updated collections. Users can utilize this platform to type in short messages or status update. Librarians can use this platform to give users firsthand information on the on-going national elections. Users can send Instant Messages on complaints or ask questions on a particular issue and get a feedback on the spot using twitter.

**Google+ (pronounced Google plus):** is Google’s social networking application. Librarian and patron interact offline more closely than is the case in other social networking services. Librarian can share, information, images, links, videos, and can add friend circles to reach together via Google+.

**Wikipedia:** is a free, open content online encyclopedia that gives a background knowledge and definition of concepts it offers a platform for users to access, edit and contribute to content. This is a collaborative web page for developing web content. Wikipedia was founded in January of 2001.

**LinkedIn:** is a social networking site designed specifically for the business community. Librarians can get patrons connected with specialists in their particular field of interest via LinkedIn. Librarians can use this platform to render specialized services such as Selective Dissemination of Information (SDI).
Reddit: is a social news website and forum such as text posts or direct links, making it essentially an online bulletin board system. Librarians can use this tool to share specific topic such as technology, politics or music.

Flickr: Librarians can use this tool to share and distribute new images of library collections. Cover page of new arrivals of both books and journals can be disseminated to users via Flickr.

Blogs: Here, librarians can periodically post messages; share information on a particular subject or issue, and allow users to contribute to content. They can write articles, news on topical issues and expect an instant reaction from their users.

YouTube: In institutions in India, events such as important highlights of inaugural lectures, conferences and workshops are disseminated via the YouTube.

SlideShare: Encourage faculty, staff, and students to share their slideshow presentations for the greater community to access on SlideShare. It's a great way to disseminate information among research community to the field of research and development (R&D) activities.

MySpace: MySpace (http://www.myspace.com) and Facebook (http://www.facebook.com) are extremely popular social networking sites which primarily have a social function allowing people to make friends, talk online and share resources.

The Future for Social Media in the Library

Social networking in the field of information landscape can be great contributor to the field of information poor society. It has several unique features that can serve the user community where availability of resource is a great challenge to library field. Library should experiment and come forward to accept this new budding technology. It has some major features like social collaboration, easy surfing, more participation, private messaging can be easily possible by communicating thousands networks, discussion forums, events management, blogging and commenting, media uploading, multimedia enabled, interactive and collaborative learning are some of the important features that you can see in social networking.
Role of Librarian in Social Media

The Traditional Libraries and Librarians in India they need to change and adopt the new Technologies to increase the quantity and quality of information as well as greater access, easy and quick serving of information. The growing use of social networking tools calls for librarians to develop 21st century skills on digital technologies. Libraries can connect their social networking sites with their library websites to link their chat, reference pages, research guide, and calendar of events news. Also Librarian should follow the public conversations, posts, updates and events of these key individuals & proactively offer advice, resources and help.

Understanding and articulating the nature of social networking sites creating webpage content, establishing friendly uses Interface over the network, creating online database management, evaluating and applying Information an assisting users with skill acquisitions.

Challenges Before Use of Social Media:

Social media can require considerable time commitment from library staff;
Social media can require technological expertise, for example customizing applications to provide access to online catalogs;
It can be a challenge for librarians to use an informal but presentable tone, or deliver social media content in a bilingual or multilingual region;
Levels of interest in and skills with using social media vary enormously across library staff;
There are limited funds to support more advanced social media usage/features and the training that would be required to enable this;
A library needs to work hard to maintain engagement with library users and attract popularity (followers, likes and so on);
It can be difficult to maintain library branding for content/resources made accessible via social media
There are potential copyright issues when using social media such as YouTube to build collections.
External factors such as Internet connectivity, technological infrastructure and government restrictions on the use of social media may restrict access.

**Conclusion**

End of the study in Conclusion describe the concept of social media and various categories of social media sites/applications. Also attempt to identify the purposes of social media usage in libraries and how work social medial library, impact of social media on library services. In Information Communication and Technology (ICT) the LIS professional/Librarian more need to evolve to reach the end of the users and increase the number of users through social media channel for marketing of library product and services. It is also way to promote the digital library from traditional environment. In India, in this context sufficient training and more expertise need to be gain by LIS professionals.

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