

INTRODUCTION

Technology is an ever-evolving phenomenon. It changes with time, people and needs. As new technology comes up it becomes obvious to sideline the old ones. The social media is the biggest change of the 21st century and it is growing rapidly. Millions of information are being shared one to one, one to many at the same time on the same channels.

Therefore, library professionals now have to constantly seek out for new technologies which will help them to render their services at a greater pace. The libraries have become some sort of melting point for a variety of Web 2.0 functionalities, social media being one of them.

SOCIAL MEDIA

The term “Social Media” allows to interact and work collaboratively with users. It includes ability to browse, search, invite friends to connect and interact, share film reviews, comments, blog entries, favorites, discussions, events, videos, ratings, music, classified ads, tag and classified information and more. A social media allows individual to join and create a personal profile, then formally connect with other users of the systems as social friend.

Contd...

Using social media platforms to administer, distribute and disseminate information can greatly attract users and promote library usage in this information jet moving age. Library services can now be available to users on the go, anytime and anywhere, which have totally redefined Library services from the walls of the Library to the boundless spaces of the World Wide Web.



CHARACTERISTICS

- Users directly communicate with the content and its creators by exchanging information in a twinkle of an eye;
- Web users can perform any applications directly from browsers and can control;
- Web users can do more than just to access information; and
- It is simple and easy to use for web user.

ADVANTAGES

- Social media creates potential users of the library;
- Registration is very easy for any user;
- Users are able to get answers to specific questions by using social media;
- Library authority can encourage programs and events by rating, reviewing, and sharing with their friends and neighbours;
- Social media helps students in choosing library resources and making it easy for them to add content to the library's website; and
- It is not highly expensive.

PURPOSE

- To attract users for providing reference service and promoting general library services;
- To cater information about latest arrivals and news about the library to encourage discussions among users about new arrivals to build discussion groups;
- Users are to be given links to recommended Internet Resources, Book reviews, etc;
- To communicate among the librarians about their professional development; and
- To place a platform for users to discuss among the users and staffs about the services of the library and their grievances.

TYPES OF SOCIAL MEDIA

Information Communication
Information Distribution
Knowledge Organization



Information Communication

- MySpace
- Facebook
- Ning
- Blog
- Meebo
- LinkedIn
- Twitter

Information Distribution

Flickr

YouTube

TeacherTube

Second Life

Wikipedia

PBwiki

Footnote

Community Walk

SlideShare

Digg

StumbleUpon

Daft Doggy

Knowledge Organization

- aNobii
- Del.icio.us
- Netvibes
- Connotea
- LibraryThing
- lib.rario.us

Knowledge Organization

- **aNobii:** Social networking site like aNobii helps book lovers to share reviews and recommendations. It also prepare due date alerts, lending, and discussions.
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- **Del.icio.us:** With this social bookmarking tool, you can create a custom directory for library users. Teach them to search by your tags, and it will be easy to find useful Internet research links.
 - **Netvibes:** In Netvibes' new Ginger beta, you can create a public page that can be viewed by anyone. You can use it to help guide users to helpful internet sources, news feeds, and more. It can be integrated with many of the tools mentioned here, like Flickr and library blogs.
 - **Connotea:** Connotea is a great reference tool, allowing you to save and organize reference links and share them with others. They can be accessed from any computer and offer integration with lots of other tools.
 - **LibraryThing:** This social cataloguing network is great for librarians, and you can catalog along with Amazon, the Library of Congress, and more than 200 other libraries around the world. You'll get recommendations and easy tagging as well.
 - **lib.rario.us:** Another social cataloguing site, you can put media such as books, CDs, and journals on display for easy access and tracking.



❖ Facebook:

Facebook is a social media platform that facilitates social interactions between users, where members can interact and share messages, pictures and even materials.

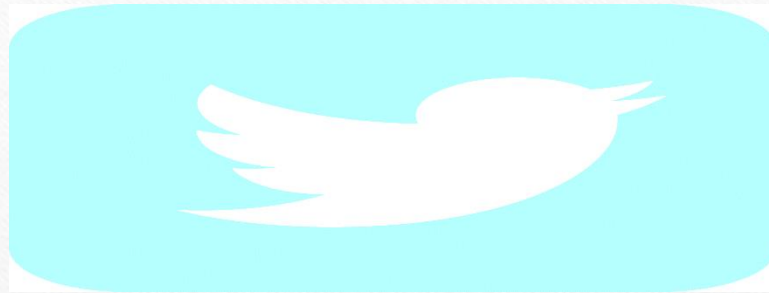
Librarians can use Facebook to promote Library services like hosting library homepage, advertise opening and closing hours, locations, website information, newly acquired materials, etc. Researches have revealed that millions of users visit the Facebook platform every hour and most of them are young people. A Facebook page can serve as a connect centre between Library users and librarians.



❖ WhatsApp:

WhatsApp is a platform with instant free messaging and voice over telephoning services. Instant text messaging, voice calls, video calls, documents and media sending services are all available on this platform.

Librarians can send instant messages to users and get instant responses. Urgent information that requires users attention can be communicated to users, even documents and materials can be send to users at anytime and even outside the Library working hours.



❖ Twitter:

Twitter is an online real time news and social networking platform where users post and interact with messages.

The ease of posting, interacting and sharing of information on this platform has made it a very vital platform for librarians to reach and interact with library users. Information on the go with users responses can be tweeted at everybody convenience.

POPULARITY OF SOCIAL MEDIA

JAN 2019

DIGITAL AROUND THE WORLD IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND GLOBAL MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL POPULATION



7.676

BILLION

URBANISATION:

56%

UNIQUE MOBILE USERS



5.112

BILLION

PENETRATION:

67%

INTERNET USERS



4.388

BILLION

PENETRATION:

57%

ACTIVE SOCIAL MEDIA USERS



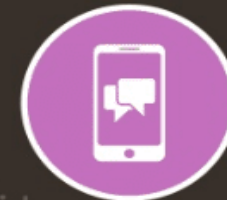
3.484

BILLION

PENETRATION:

45%

MOBILE SOCIAL MEDIA USERS



3.256

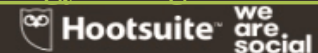
BILLION

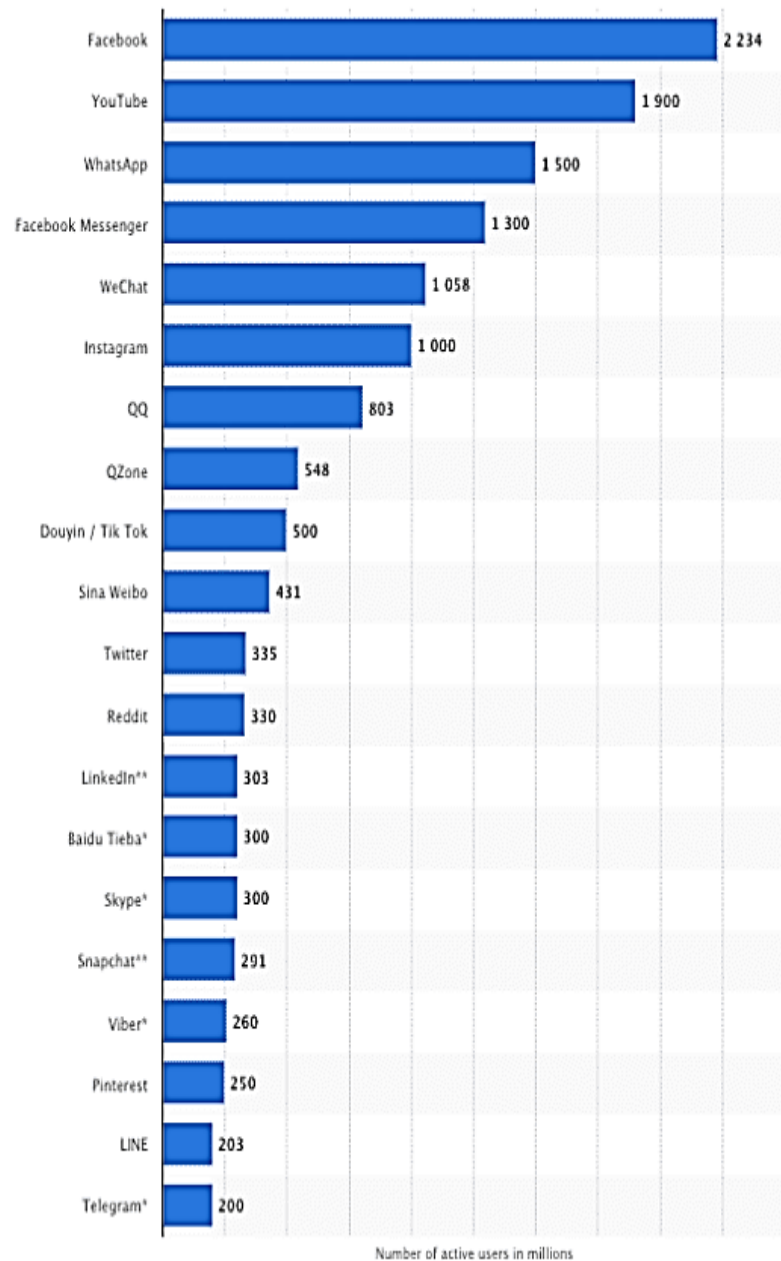
PENETRATION:

42%

Source: <https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research>

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS, ITU, WORLD BANK, CIA WORLD FACTBOOK, EUROSTAT, GOVERNMENT BODIES AND REGULATORY AUTHORITIES, MIDEASTMEDIA.ORG, REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS: SELF-SERVE ADVERTISING TOOLS, PRESS RELEASES, INVESTOR EARNINGS ANNOUNCEMENTS, ARAB SOCIAL MEDIA REPORT, TECHRASA, NIKI AGHAEL, @CISER.U. (ALL LATEST AVAILABLE DATA IN JANUARY 2019)





Number of active users in millions

This compilation of the most popular social networks worldwide by active users (October 2018) prepared by Statista using data from the Global Web Index panel gives a clear picture of the number of active users (in millions) with Facebook ruling supreme.

LIBRARIANSHIP IN 21ST CENTURY

Modern Technology and discoveries such as smart phones, mobile Internet facilities and social media platforms have created new challenges for librarians to meet these digital era users information needs and expectation.

Librarians can deliver various library services such as providing resources to support learning, cultural development and making available list of materials using social media platforms like blog, Whatsapp, Twitter, Facebook, YouTube and LinkedIn.

These platforms increases active Library users, promotes Library activities and also helps in generating unsolicited revenue for Librarians who actively manage these platforms.

CHALLENGES

- Power cut is the greatest problem while using social media in library.
- Most of the users are not acquainted with the usage of social media.
- Users think about privacy and theft of identity at the time of using social media.
- Many social media tools are available in the library website as a result of which users are unable to choose the right things at the right time.
- Users are reluctant to be trained by the library authority.
- Users are reluctant to use social media because of slow internet speed.

CONCLUSION

Adopting social media in library brings visibility to the library, its collection, and enhances its services and their reach; along with these benefits it also brings responsibilities too. These services demand commitment, aware of current technological trends, regular monitoring, and marketing of the service or product. Developing social media enabled services will go a long way towards developing a dynamic and interactive library, but, this demands the constant monitoring of user needs and expectations.

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***THANK
YOU***