

# Role of Social Media In Libraries

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## ABSTRACT

In this paper we discussed that how libraries are using Social Media platform for providing information desired by user and how they save the time of user and self. According to the fourth law of Ranganathan, i.e. save the time of user is getting meaningful by the use of Social Media. As Social Media hyping in all sector, Libraries should adopted this media as a tool. Library is also not untouched by social media. The social sites like **Facebook, Twitter, Youtube, LibraryThing, Lislink, Whatsapp** fulfill the need of users. By the use of social media librarian can attract more reader in library compare to old traditional method. Librarian can update daily news, availability of periodicals, provide reference services. Social Media tool can be used for betterment of Libraries. This paper examines the pattern of emerging technologies in favour of Libraries regarding Social Media.

## 1. Introduction

This is the era of information explosion where Social media play important role. In this media, information disseminate through a Web based platform. It is an internet based communication. By this platform people/user can make friends with same interest, use for sentimental analytics, create Web content, review & opinions, share their interests, photo, image, document, audio, video, text. Many of Social networking sites are available in the sea of social media like **Wikipedia, Youtube, Facebook, Flickr, Blog, Instant messaging, LinkedIn, Twitter** etc. At present it is the need of every person who use internet. Since the inception of social media many of institutions have applied this utility on their organization successfully. A wise saying by **Alvin Toffler** utters "the illiterate of the future will not be the person who cannot read. it will be the person who does not know how to learn". **Kaplan and Haenlein(2010)** define social media as "a group of internet based applications that build on the ideological and technological foundations of web 2.0, which allows the creation and exchange of user generated content". The objective of this article is telling readers about social media, its application, benefits, risks, challenges and role of social media in library.

## 2. Why Social Media In Libraries

Social media is a very effective tool to offer of promotion services in any sector. We can use their services for enhancing the library capability. It is simple in use so user does not require any special knowledge. Libraries are the places where information received in the form of book, Compact disc, audio, video and other format. User can determine what they want new in library through social media platform. After that Librarian can plan future strategy for better services. Librarian can use instant messaging for reference services, texting, e-mail, virtual reference, tweets etc and build a collaborative platform for readers. Administrator also can give answers of specific questions, networking with other libraries, resource sharing, encourage discussion in groups. Library can

circulate information of seminar, conference, webinar, registration for new and regular reader. Hence **Stephen Abram(2005)** says "Librarian 2.0 is the guru of information age". Current usage of social media by the library users generally remains experimental, but the uptake of Social media tool is accelerating, and they will like to play an progressively vital role in library service solution and outreach in the future. We know that in every second information is generating in social media world and adding on Web. It can be negative or positive. But we are bound to deliver services for betterment of society.

**Andreas Kaplan and Michael Haenlein(2010)** say "social media is a group of internet-based applications that build on the ideological and technological foundation of Web 2.0 which allows the creation and exchange of user generated content" This conveys that the collective term of Web 2.0 application for information exchange is called Social Media.

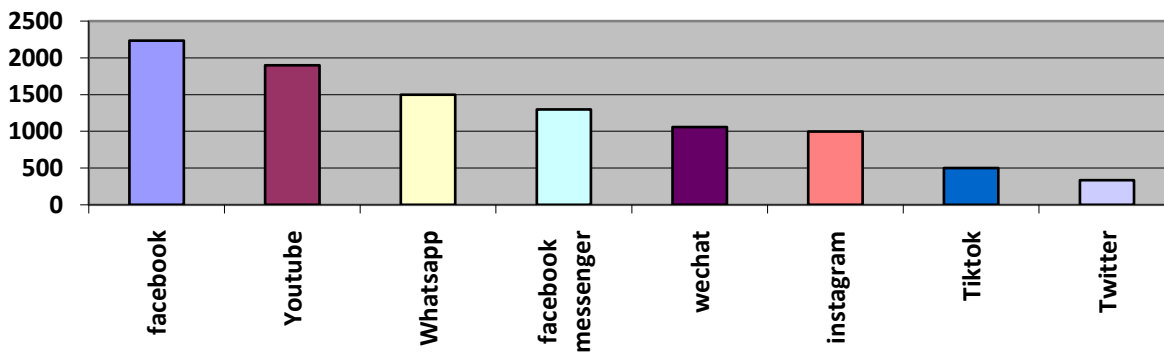
**Paul miller(2005)** in his work "Web 2.0: Building the new Library" says "Libraries should be seizing every opportunity to challenge these perceptions, and to push their genuinely valuable content, services and expertise out to place where people might stand to benefit from them; places where a user would rarely consider drawing upon a library for support."

Active users on Social media as on October-2018

Social Media	Users in 2018(in millions)
Facebook	2234
Youtube	1900
Whatsapp	1500
Facebook messenger	1300
WeChat	1058
Instagram	1000
TikTok	500
Twitter	335

Source-Statista

### Active Social media user in October 2018 (in millions)



Many organisations use social media tools as a part of marketing and promotion. This is also a way of better customer service. Communication with patrons is very easy when we are using Social Media in organisation. Like, comment, on organizations page measuring popularity of product and also symbol of satisfaction.

### 3. Types of Social Media

Researchers have various ideas about types of Social Media. According to **Kaplan, Haenlein** 2010 there are six type of Social Media. It can be explained as below.

#### 1-Collabrative Blog or Collaborative projects

*Wikipedia* is prominent example of collaborative projects. These type of sites are allow to create and sharing content between many users.

#### 2-Blogs, Micro Blogs and Internet Forums

This is the earliest form of social media site on internet. Where anyone communicates with readers by text or multimedia. *Wordpress.com* is an example of famous blog.

#### 3-Content communities

This is the third type of social media. The main function of this type of social media we can share media content like photo, video, audio. Youtube & Flickr are an example.

#### 4-Social Networking sites

These are the most popular social network sites like *Facebook, LinkedIn* and *MySpace*. In this type of social media user can invite others, access profile, instant messaging, providing link for downloading and share media content among others. Social media site <http://lislinks.com/> is virtual community of Indian LIS professionals. It is the first and the largest social network in its domain.

#### 5-Virtual Game worlds

This is the fifth type of social media. Where game worlds allow users to appear as personal avatars and interact with others in two virtual worlds. for example *World of Warcraft*.

#### 6-Virtual Social worlds.

This is last type of social media in which users can choose their avatars, behaviours, live, act in virtual live. User meet with someone in virtual world.

### 4. Social Media and their Applications in Libraries.

Its depend on Library that what type of social media tool is used for communication. Some tools and their use in libraries are given below.

#### 01-Facebook ([www.facebook.com](http://www.facebook.com))

Facebook is social network website launched in 2004 was founded by **Mark Zuckerberg**. According to above mentioned table in October 2018 number of facebook active users are 2,234 millions. Facebook is effective social media tool to connect user. Facebook can be used by everyone who are at the age of 13 (with the consent of guardians) and above with valid e-mail id. Librarian can make page of library. After making of page they can share profile, photo, contact, chat. By updates on Facebook, librarian can invite their reader for new programmes and services, inform about opening and closing time and provide link of important information and downloading. Facebook page of important libraries.

[www.facebook.com/libraryofcongress](http://www.facebook.com/libraryofcongress)

[www.facebook.com/newyorkpubliclibrary](http://www.facebook.com/newyorkpubliclibrary)

#### 02-Youtube ([www.youtube.com](http://www.youtube.com))

Three PayPal employee introduced youtube to world in 2005. Their names are **Steve Chen, Chad Hurley** and **Jawed Karim**. Youtube is subsidiary company of Google Inc. Youtube allowed to users to upload video, comment, playback user reviews, tagging, downloading the video, downloading of video is availability of copy left policy or open access policy. On this platform you can upload and display your video i.e educational, motivational content shoot by your simple camera. In 2019 a fact reported that 500 hours of video content uploaded in every minute by individuals. Name of libraries who are using youtube.

[www.youtube.com/user/libraryofcongress](http://www.youtube.com/user/libraryofcongress)

[www.youtube.com/user/MMUlibraryservices](http://www.youtube.com/user/MMUlibraryservices)

#### 03-Whatsapp

Whatsapp messenger freeware social media network owned by facebook. Generally whatsapp is used in mobile phone. Its web version is also available. For installation whatsapp application in smart phone, a mobile number is needed. User can chat, make group of special category, send different format, contact number, image etc. A librarian can use whatsapp application to make a group of Library users. On this

he or she can facilitate information regarding new arrival etc. Famous whatsapp group are given below.

Dream librarian, Lisprofessional, India libraries

#### 04-Twitter ([twitter.com](https://twitter.com))

Twitter is a microblogging social media site. Only 280 word can be written in. Twitter was introduced by **Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams**. It is the most visited website. Twitter is platform which is used by celebrity mostly. Famous leader of countries tweet their idea through their handle. Librarians can share all kinds of news of libraries through the twitter handle. Librarians can highlight new materials, new groups, meetings and more with some of these suggestions through twitter. Twitter is very famous social network for communicating with and generating interest among users. Twitter was primarily used as a broadcasting tool by special, public, academic libraries. Twitter can communicate about events and resources.

@ALALibrary - twitter handle of American library association

@Librarycongress- twitter handle of Library of congress

#### 05-Flickr ([Flickr.com](https://www.flickr.com))

Flickr launched in 2004 by **Stewart Butterfield** and **Caterina Fake** of Ludicorp. Flickr is image hosting site. Video also can share on flickr. Yahoo group took over flickr in 2005. The content provider/user have option to tag the content, comment, review and poll. User can upload and share image and video. It is free available to store & share.

[www.flickr.com/people/britishlibrary/](http://www.flickr.com/people/britishlibrary/)

#### 06- RSS- (Really simple syndication)

It is collection of web feed formats for publishing frequently updated websites. It is also known as Rich site summary, feed, web feed or channel. It is the XML based format that allows the syndication of web content and used to refer to

standards like RSS- 0.91, RDF site summary RSS 0.9 and 1.0, Really simple syndication RSS2.0 and Really simple subscribing. In these Days internet users are maintaining bookmark or favourite folder for site that is important for revisit. After some interval of time check its updating information. Library of Massachusetts institute of technology is following RSS.

<http://libraries.mit.edu/help/rss/barton/>

#### 5. Recommendations for Betterment of Library Services.

Make your library Page user friendly. Give help link on every page. Use tamplats. Ensure High speed internet connectivity. It is highly recommended that libraries should make their page or channel on social media platform. Librarians must be well trained regarding use of ICT. Paternal Department of libraries should offer courses for updating knowledge of e- learning. Universities and School should keep in mind role of social media When they are design their syllabus. Research should be conducted to investigate the use of different Social Media among students and general public and how they can be properly utilized by library. (sanchez, 2008)

#### 6. Conclusion

This article is discussed about social media and its use in Libraries. Social Media is innovative example of information communication. Adaptation of Social media in library enhances the importance of library. Its use in libraries services can save the time of user and librarians. Libraries should utilize social media to popularize the use of social media among LIS professionals and enhance the professionals image. Libraries can marketing of services and product. Library users who are unable to visit library physically, for those social media will be prominent medium of information communication.

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