



**National Conference
on
Professional Ethics of Library Development
and
Services**

Editors

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Library Professionals Association (LPA) - New Delhi

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विनीत कुमार

Abstract: Advancement of Information Communication Technology has put a new dimension in the way of information handling and making it information to the technologically savvy users who are seeking information in computerized access. The paper discusses various applications of ICT in libraries. It also throws light on advantages and disadvantages of ICT.

Keywords: Archive Technology, Internet of Things, Cloud Computing, RFID.

INTRODUCTION

The 21st century being the age of information it becomes necessary to access the exact and relevant information. It might prove fruitful to use the Information and Communication Technology (ICT) designed to store, handling of large data / information, speedy access, exchange of data, data and easy access. Effective utilization of ICT is also essential for the library.

INFORMATION & COMMUNICATION TECHNOLOGY

Information and Communication Technology is highly useful in libraries. Creating, storing, displaying and disseminating information is the complicated technology. ICT has revolutionized the traditional aspect of library in imparting information. The Internet with information has global access with the application of ICT. Actually ICT is the combination of computer application and communication technology. Here information is stored as digitized form and communication technology disseminates the digital information to the users.

Social Media: A Beneficiary Platform for Librarians to Promote Library & Information Services

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Abstract: Social media plays an important role to express and promote library services in present time. It is a powerful new form of communication. Always libraries have connected users with information. Social media helps to make interaction between librarians & users. The social media users can share their ideas, documents, images, videos etc. with others through social media. Social media tools have become important communication tools to attract everyone with its unique features of update information. The paper highlights the tools of social media, usage to promote library services, features, purpose, disadvantages and librarian role to promote library & information services through social media.

Key Words: Social media, Library professionals, Library services, Social media tools, Facebook, Twitter, WhatsApp

INTRODUCTION

Libraries have always connected people with information. Social media plays an important role in marketing of information to library users and in branding the library as a community hub where marketing is a key function of social media. It is a powerful new form of communication. Social media can be used in a 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 information. Therefore it is very important for a library, a community institution, to be available in all the locations where people are. Social media can help determine what people feel are lacking from the library but can also assist in finding out what people love, this helps to shape future programming and how funding should be allocated. There are various websites that may be used to promote the library. As the years pass and technology evolves the major social media sites will change. It is important for libraries to change with their users and adopt new sites as they become popular.

DEFINITION

Social media is a group of Internet-integrated applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of User Generated Content - the ways in which people make use of social media. (Kaplan-2010)

Social media is an electronic communication such as websites for social networking and micro blogging through which users create online communities to share information, ideas, personal messages, and other content such as videos. (Merriam-Webster)

Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups. (Obar-2015)

TYPES OF SOCIAL MEDIA TOOLS

There are various social media platforms available to facilitate social interaction such as Blog, facebook, twitter, wikis, youtube etc.

Facebook: Facebook allows users to create group with unique identity where members can interact and share messages, pictures and even materials when they signed in. Librarians may promote Library service through facebook. Wan (2011) describe that university libraries can use

facebook to provide updates on library services such as new reference services, document delivery, research supports etc. Some libraries can also put up post related to library collections such as updates or promotions of electronic and print collections, database trials and other research resources. Libraries also create event invitations for programs as an additional forum to promote library activities (Chu & Meulemans, 2008).

Blogs: Blog is a user generated website where entries are much in journal style and displayed in a reverse chronological order. A blog can be used for promoting library and information resources and services. It can be used in a library for outreach, dissemination of information, building library image, internal and external communication, highlight new and valuable recently added materials and most importantly for promoting. Dickson and Holley (2010) add that librarians can post news about the library as well as events occurring in the library. Librarians can post messages, share information on a specific subject in the institutions and government and allow users to comment or contribute to the content., articles on thought providing issues can be posted and expect instant reaction.

Twitter: It is a social networking platform where users post and interact person to person through messages. It allows the user to send message can quickly and easily. Twitter only asks one question, "What are you doing?" As long as an answer is 140 characters or less, it is possible for thousands of people to see the answer immediately (Marion & Omotayo, 2010).

Whatsapp: This is a social media platform. In a library librarian can send instant messages to users and get instant responses through video calls, instant text messages, voice calls.

USE OF SOCIAL MEDIA TO PROMOTE LIBRARY & INFORMATION SERVICES

Library services may be promoted through social media platforms because the platforms are dependable for information dissemination, prompt feedback mechanism, researches and course promotion. The benefits of using social media platforms to promote library services are:

Building Brand Loyalty: Promoting library and information services with social media helps libraries to not just advocate the library but also brings library users to become library advocates. It is a centre for engagement that would enhance two-way communication like never before. This in turn builds the library's image. Indeed, one of the most important things that a good academic library can offer is a long term relationship with the people who use library services.

Save Time: Social media save time and library staff hours. It is helpful for libraries to provide instant updates to users. Social media provide a forum for speedy feedback from library professionals. More so, social media make it easier to reach a large number of library patrons in the most time effective manner.

Two-Way Communication: One of the most important tenets of customer service is to be responsive to users concerns or praise recognizes them and show that the library is interested in and care about their opinion. There is no controlling of what is said about a library but librarians can influence the message that comes back. Social media create a forum for feedback in library promotion.

Saves Costs And Increases Revenue: Villoldo (2012) categorically states that many of these social media technologies cost next to nothing. Using social media for marketing library and information services allows for a vast reach yet having very low cost. A library can perform actions/activities on social media like Facebook, blogs, twitter about products and services without investing a time. All the library needs is a Facebook account, or a Twitter account or MySpace account, etc. The library can have patrons and the community and stakeholders to follow them or Twitter or "like" their Facebook account. Then, promotion can begin.

Increases Library Users: The online community is opened to all as long as there is internet connectivity. In Facebook, for instance, the activities of a friend or fan of a library page are known by friends connected to that friend or fan. Hence, when a fan of a library page comments or likes a status/post put up by the library, others can come to the knowledge of the promotional activities carried out in a library. This can motivate a friend of a library fan to join the library. Also, social media can increase library patron's satisfaction with the library. The process of promoting libraries through social media becomes more understanding to both libraries and library users.

FEATURES OF SOCIAL MEDIA

- Social media are not centralized due to lack of any control under conventional media systems.
- Users can directly interact with the content and its creators by exchanging information in a twinkle of an eye.
- Web users can do more than just to access information. It is easy to use for web user. So web users do not need to acquire any

knowledge for using this media.

- Web users can perform any applications directly from browsers and can control data as he or she wishes on the social media platform.

PURPOSE OF SOCIAL MEDIA IN LIBRARIES

- To cater information about latest arrivals and news about the library to encourage discussions among users about new arrivals to build discussion groups.
- To attract potential users of the library by making announcements, providing reference service, networking with other libraries, promoting general library services, providing quick updates to users and their query and to develop communities.
- Users are to be given links to recommended Internet Resources, Book reviews, latest arrivals, etc.
- To communicate among the librarians about their professional development.
- To modernize the library & information centre.
- To build an e-reputation of LIS domain.
- To provides entertainment or amusement for users.
- To place a platform for users to discuss among the users and staffs about the services of the library and their grievances.

DISADVANTAGES OF SOCIAL MEDIA

- Lack of privacy and identity theft.
- Lack of knowledge how to use it.
- Lack of time to use social media.
- Confidentiality of information.
- Electricity failure.
- Inadequate funding for libraries.
- Inadequate library staff.
- Lack of interest of librarians in learning and utilizing social media.
- Inadequate training opportunities for library staff.

- Too many social media tools to learn.
- Slow speed of Internet.

ROLE OF LIBRARIAN TO USE SOCIAL MEDIA IN LIBRARIES

The librarian of the 21st century, popularly known as -Librarian 2.0, can understand the web users deeply in terms of their goals and aspirations, workflows, social and content needs, and more. Librarian 2.0 is where the user is, when the user is there. For the utilization of social media, a librarian-

- Adopts the new communication mode of choice - telephone, Skype, IM, SMS, texting, email, virtual reference, etc.
- Connects people with web technology in the LIS domain.
- Cannot avoid traditional cataloging and classification and chooses tagging, folksonomies, and user-driven content descriptions to inform the web users about OPAC as and when necessary.
- Combines e-resources and print formats.
- Connects the web users with subject expert for discussions, conversations
- Uses the latest tools of communication for sharing of information.
- Uses and caters everything from laptops to PDAs to iPods.
- Develops targeted federated search and adopts the open URL standard.
- Embraces non-textual information and graphics, moving images, audio, and video.
- Encourages user driven metadata and user developed content and commentary.
- Plays an active role in online communication by optimizing the available resources from social media.
- Learns the power of the Web 2.0 opportunities.
- Understands the potential in using content sources like the Open Content Alliance, Google Print, and Open World Cat.

REVIEW OF RELATED LITERATURE

- **Shafique, Anwar and Bushra (2010)** entitled Exploitation of social media among university students: A case study and revealed that one common social media tool used by librarians in informal

communication is blogs. A blog according to them is a user generated website where entries are much in journal style and displayed in a reverse chronological order.

- **Hamid, Waycott, Chang, & Kurnia (2011)** observed that social media is a product of web-based or internet technologies and they depend on these online and mobile technologies to operate.
- **Chen, Chu, and Xu (2012)** examined in his study four types of interactions knowledge sharing, information dissemination, communication and knowledge gathering were taken into consideration. It was found that knowledge sharing was the interaction which the majority of users was engaged. The authors suggested that libraries should employ various types of SNS and take into consideration the properties of their communities to efficiently interact with users on SNS.
- **Chu, & Du, H (2013)** reported that tools such as Facebook, LinkedIn, Blog, and Twitter are being used to erect relationships, connection and sharing knowledge with user groups, to enhance libraries and to provide information services.
- **Bik and Goldstein (2013)** explain "that a very common challenge in the use of social media is the lack of technical knowhow and awareness of the full functionalities of the various social media applications.
- **Negussie & Ketema (2014)** conducted a cross-sectional survey to at Jimma University Ethiopia between March 2012 and March 2013 to find if any adverse effects of using social networking sites on students' academic performance exist. Like many other studies, this research effort also took Facebook into consideration to establish its findings. In a cross-sectional study of 490 respondents, the research did not find any significant relationship between students' duration and frequency of use of Facebook and their academic performance.
- **Tsoni, Sipsas and Pange (2015)** investigated the attitudes and views of 35 Greek undergraduate students of the School of Educational Sciences of the University of Ioannina about the use of Facebook in education. The data collection was made on a structured questionnaire consisting of closed and open questions. The research method which they followed was the quantitative

one. The 88.6% of the sample were women, the majority of the participants (80%) were in their first year of study. 91.4% of the respondents used Facebook and 65.7% had used it for information on subjects related to their studies while the rest 34.3 had not used it for their studies yet.

- **Joel, (2016)** in his study *Adapt for Outreach: taking technology on the road* found that there are a number of libraries and librarians that have a presence on Myspace, Facebook, twitter and LinkedIn. These sites have promoted these libraries and librarians for some time now and have aided collaboration and resources sharing among libraries. The uses of social networking tools by libraries have provided these libraries with opportunities for marketing and self-promotion.
- **Booker and Bandyopadhyay (2017)** conducted a study entitled *How academic libraries can leverage social networking to popularize their services: An empirical study* and found that the majority of respondents use social media platforms and think it is important for the library to have a social media presence. However, they do not prefer to get their information about the library from social media, but rather the email and flyers in the library. Users under age 35 prefer to get information from the library webpage or the newsletter before social networking sites. They still feel that the library should be present on social media platforms, but not mainly for promotion.
- **Chugh and Ruhi (2018)** examine in his study how Facebook has functioned as a powerful tool, used to engage in after-class discussion groups, seek assistance outside the formal classroom setting, and foster learning communities among students and instructors

CONCLUSION

Now a day's social media is very effective media of communication among library professionals to promote library & information services. Social media is a tool to connect people together for common purpose. Social media totally changed the traditional library services and information tools. Through social networking sites library professionals can reach to number of users at time and they are able to provide similar kind of information to large community of the users. In libraries the use of social media is increasing every day. The 21st century libraries may be

able to fulfill their missions and objectives through social media. At last we can say that social media is a very useful platform for library professionals to provide latest information available in library and communicate with users.

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