Use of Social Networking in Libraries

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Abstract

Today in digital era Information Communication Technology (ICT) becoming part and parcel of life. ICT is adopted in each and every field. Library becomes part of this, Libraries are also adopted ICT. Libraries are transforming from traditional library to digital, hybrid and virtual libraries. Further applications of social networking in library helps to provide fast and relevant services to users. Social networking is effective medium to exchange knowledge and information for library. The social Networking play vital role in dissemination of information to the users. These days everyone is connected with each other through various social networking tools like Blogs, Twitter, WhatsApp, facebook, Flicker etc. Social networking is important for Exchanging information and views working online as well as marketing of library services.

Keywords- Social networking, Social networking Tools, Need of social networking in libraries, advantages and disadvantages of social networking

Objective of the study-

The present paper make an attempt-

1. To understand the meaning of social networking.
2. To study tools and techniques of social Networking.
3. To identify the social networking in the context of libraries.
4. To study need and importance of social networking to enhance library services.

Aim-

Use of Social networking to provide all services of library is suggested throughout this research paper.

Introduction –

Library is a social institution aims at store information and spread knowledge and enhance information target group. Lot of tools are used to provide services to mass group. Information communication technology is a approach to transmit the ides or thought between one and another. Through the use of these technology library services are provided with more effect, with more speed. It saves time of users. Social networking is one of best platform to provide all services for the user with more ease. There are many techniques used to communicate with each other through the network, web technology more handy and useful social environment should be created. They are various technique to communicate with each other Social networking websites are a good example of communication network. .Social networking is a internet web based tool to find and connect with people. Anyone can become member of social networking sites because they have open membership. It's a process of a

building a relationship among a group of people who have a common interest. A versatile social network that allows sharing video, links, images, galleries, invitations to on events. Users can leave their comments state that they like . Some content or share content on their own page. Social networking structure include having profile friends, blogs, posts and usually something unique to that particular social networking. Several types of social Networking sites facebook, orkut, flicker, Twitter, myspace, whats app , blog etc. These are several types of social networking which to use as a powerful magnet in attracting the users.

Social Networking Definition –

Social networking is the use of Internet-based social media sites to stay connected with friends, family, colleagues, customers, or clients. Social networking can have a social purpose, a business purpose, or both, through sites such as Facebook, Twitter, LinkedIn, and Instagram, among others. Social networking has become a significant base for marketers seeking to engage customers.- https://www.investopedia.com/terms/s/social-networking.as

A social networking service (also social networking site or social media) is an online platform which people use to build social networks or social relationship with other people who share similar personal or career interests, activities, backgrounds or real-life connections.

Characteristics of social network services-

Social network is a developed form to express oneself; within it is possible to interact with each other in form of audio- visual. It is without limit of any geographical boundary between it's users. Even all age group can members can use it with more ease. Throughout social networking , it is more simpliest to spread knowledge , culture and experiences. In education, medical and market fields are worked at targeted group, so use of social networking made it more efficient to provide their services. Social networking is used at regional and International level. It is characteristics of communication with one to another for sharing their experiences and information regarding interest and also helps us to build up long time relationship between individuals and group .It has several unique features that can serve the user community. Library has a challenge that Availability of resource. It has some major features like social collaboration, easy surfing, more participation, private messaging can be easily possible by communication . Thousands networks, discussion forum, event management , blogging and collaborative learning are some of the important features in social networking. So library can adopt all these facilities.

Need of social networking in library -

Library user wants most practical and speed information in these days. Library providing quick and easy retrival information to users is a challenge to library. That's why library should find new techniques. Social Networking is a good platform for library to communicate with users . It is quite possible to provide a good service with the help of social networking as it's a blast of information.

Benefits of Social Networking tools in Library-

Adoptation of tools in library helps to improve qualitative status of library. All library services will be provided more effectively. It is also proved beneficial to adopt inter- library

scheme, throughout it use of reading material becomes more smooth for each reader; who seeks sources in library within linkage of Inter library scheme one can get all resources with more effect.

Social Networking Tools-

Many types of Social Networking Tools is vailable in present days. whats app, twitter, facebook, Blog, Linkedin, My space, Flicker, Wikipedia …..

Advantages of Social networking tools in Library services - Library Information Services from Social Networking-

1. Use of Social Networking important opportunity for libraries it includes marketing of library services and online reference services such as online face to face interaction. Social networking is very useful to librarian for share information with patrons and students in the easiest way for digital library environment.
2. Now in days the use of online social networks by libraries and information organization is also increasingly prevalent. Use of such tools is increased; to communicate with is being used to more library users as well as extending the services provided to individuals libraries.
3. It is a advantage of using social networking   to connect with patrons, information seeker. Many sites allow patron to stay updates on library events while they wish to attend without present there physically, virtually one can attend it.
4. Through social networking a library can post images of books for group discussion . It is possible to news about library and post picture and videos of the library.
5. With use of social networking library can be announce the programmes or activities of the library by flashing the news.
6. Library create online library study groups for student through socil networking even can organize debates also.
7. Library can Provide links of recommended Interest Resouces to users.
8. Provision of 'Ask a Librarian' is a service which helps many library users.
9. Library can upload photos, videos of physical library as a virtual Tour for the users.
10. Blogging is simple and effective way of expressing authentic views, Opinions. Throughout Blog service library can inform it's users as well as it disseminate information more effectively. To built web web presence to add a sense of community and to share knowledge these goals are achieved by blog service.
11. Tools like Twitter , weblog You Tubecan be used for frequent access. Twitter, is a microblogging application. Throughout twitter it is possible to keep library staff and patrons update with daily activities such as frequently updated collections, new arrival,current content services of library . It also helps to update every library user with instant breaking news. Throughout web blog it is efficient to inform about news and to get feedback also.
12. Library can use wikis a online encyclopedia which gives a background knowledge and definitation of concept. It offers a podium for users to access, contribute to content .
13. Through social networking libraries can conduct reading challenges, organize various contest and create book club for book discussion, Book review, information about new books.

14. Libraries can add research guides to their facebook group pages ; which helps to research student to get access guidelines for their research.
15. The library's online profile includes contact information, tips for use of the library and other items of interest, such as advice for new students , users.
16. OPAC search facility on Mobile Phone and Access to own database and resources gets from social networking.
17. Library staff can use instant messenger apps, can send alert messages to the library patrons for discharge of books and fine reminder with the help of Tool

Disadvantages of use social networking tools in Library-

1 Uses Personalized information can be missed.

2 As demonstrated above, online social networking by libraries has many possibilities within the monarchy of student outreach. Some Libraries may choose several social networking simultaneously while others may only use one preferred option.

3 Bandwith problem, Poor connectivity , copy right Issues, internet connectivity, techniological infrastructure and government restrictions on the use of social media may restrict access.

Conclusion _

Thus it can be concluded that techno-savy user of tools like facebook, Youtube, whatsapp should be awared with use of these tools to widen their knowledge experience. Libraries should implement it with more effect to change the scenario of absence of reader physically in library. Use of social networking tools creates virtual world books around the reader; it gives pleasure to it's reader user. Social Networking sites are quite popular and are beginning to attract the attention of the readers. Libraries should using social networking to support their collections, programmes, event and services. Therefore in these days social networking is very useful and beneficial for Libraries. Libraries have always been up to date with modern technological developments .

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