EFFECTIVE USE AND AWARENESS OF SOCIAL MEDIA IN ACADEMIC LIBRARIES

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ABSTRACT—

The tremendous development of information and writing in each field of schooling alongside the headway of data innovation has put exceptional obligations on a wide range of libraries. Academic libraries are increasingly incorporating various social media tools into their work. Therefore, the purpose of this study is to investigate the use of social media tools in academic libraries, their impact on library staff, users, and services, as well as the obstacles and issues that arise when using these tools. Social media are primarily used to connect members of various communities, share information, transfer information, and collaborate with other members of those communities. The primary objective of this work is to conduct in-depth research to determine the application and impact of social media on users, library services, staff, and other stakeholders in academic libraries, with a focus on Assam, and to raise awareness of the use of social media in libraries among staff and users. Additionally, learn about the obstacles they face when using social media in academic libraries.

KEYWORDS: *Facebook, Twitter, academic libraries, and information technology.*

INTRODUCTION

Technology has become a major factor in the library situation over the past two decades. There have been a few improvements in data innovation which might be described as progressive regarding their genuine or likely impact on the library. There are numerous definitions and uses of the term "Socialmedia." The majority of social media are internet-based tools for information sharing, distribution, and discussion. Virtual entertainment alludes to electronic devices that help people. The manner in which librarians offer users information services has changed as a result of the incorporation of Information and Communication Technology (ICT) into library services. In this day and age, librarians are in charge of a wide range of resources and services that extend beyond the typical eight-hour workday, according to Akporhonor and Olise. Modern technologies are now the focus of library services in the 21st century. The custodian's part in the worldwide data climate is novel As per the creator, the jobs are basic for the essential control of data assets in physical and virtual spaces. Notably, the rise of social media has presented librarians with a new challenge: how to meet the rapidly shifting information requirements and expectations of users in the 21st century. Librarians who work in nursing and midwifery schools face the challenge of becoming more relevant in this day and age. The majority of librarians face the challenge of attracting and retaining patrons. To meet

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this challenge, librarians are consolidating, reshaping, redesigning, and repackaging resources as a means of promoting their services. This will improve information dissemination, which will in turn lead to an increase in patronage at the library.

Online entertainment is utilized in the library since they can't handle still in that frame of mind of this innovation advancement. However, a plethora of obstacles prevent information professionals from making full use of social media platforms to improve service delivery and effectively disseminate information. Uche and Udo-Anyanwu reported that a lack of reliable power supply and slow internet connectivity are major barriers to librarians using social media to provide library services. They agreed that a lack of support from authorities, a lack of technological expertise among librarians, and a lax attitude toward the integration of social media in libraries were all obstacles to its effective use. In a similar vein, Wua and Tion cited difficulties in promoting the marketing of library resources on social media, including slow internet speeds, unreliable power supplies, unfamiliarity with social media, a lack of staff, a laissez-faire attitude among librarians, and a lack of technological expertise.

Definition of social media
1. A collection of online communities that allow users to communicate with one another online is known as social media. This incorporates web discussions, wikis, and client created content (UGC) sites.
2. Sites and PC programs that permit individuals to impart and share data on the web utilizing a PC or cell phone

Objectives of the study
The following are the study's goals:
✓ To comprehend the academic libraries' awareness of the use of social media tools in library work.
✓ To become familiar with the various social media tools utilized in academic libraries.
✓ To learn about how social media tools affect the services provided by academic libraries.
✓ To learn about the issues that arise when using social media in academic libraries.

It has been observed that nurse tutors, student nurses/midwives, as well as other academic and non-academic staff members who are a part of the information user community that Nursing and Midwifery libraries were established to serve and provide information to meet their needs are currently adopting social media habits and using social media to access information resources in an ever-increasing number. Social media access to library resources is an important library service for this group of users. By and large, library assets in different configurations are utilized for scholastic and for general purposes. As a result, student nurses and midwives are making new demands on school libraries because they need access to the most recent information.

social media usage by academic libraries has two components. The initial segment overviews sites, and from the study gives an image of the present status of virtual entertainment use among college libraries in Australia. It additionally distinguishes Twitter, Facebook, Instagram, and YouTube as the most generally utilized web-based entertainment stages, and the College of Melbourne Library (UML) as the library which has drawn in the most virtual entertainment devotees. A content analysis of the UML's social media accounts is carried out in the second section of the paper. According to the findings, the UML library uses Facebook primarily for information and knowledge sharing as well as for showcasing facilities, locations, and services; whereas Twitter's primary functions include interaction and communication, the dissemination of news and announcements, and the promotion of library collections. On Twitter, the primary social media platform used by the UML, "communication and interaction" is listed as the type of information that is shared the most frequently. Additionally, it is the one that gets the most engagement.

Factors of Usage of Social Media in the Libraries
The online entertainment is assuming a significant part to connect the possible client and clients. Over the past four to five decades, a huge amount of information has been moved from one pole of the

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world to the other. The most significant development of the 21st century is the rapid expansion of social media. A large number of data are being shared balanced, one to numerous simultaneously on similar channels. The libraries are anticipating utilizing web-based entertainment to satisfy the prerequisite of their clients. Social media became increasingly popular in libraries for a variety of reasons, including its rapid dissemination of information. a few of the uses that cater to the requirements of library patrons and will assist in attracting new patrons. He also talked about how social media improve the library's image and modernize it.

mentioned that the essential source for sharing and receiving information is social media, which is the technique or tool for making things easier. Facebook is the best tool for accommodating SMEs' strong positive impact and positive relationships with their non-financial performance. Social media is the best tool for reaching library patrons, where they can easily share and receive information. Libraries are also being greatly affected by social media. In order to create a flexible setting in which to reach potential library users, LIS professionals are becoming familiar with social media. For the purpose of promoting library resources and services, social media is having a significant impact on information centers and libraries. A few web-based entertainment bring all the library clients local area together on one spot to share their thoughts and perspectives about their significant and explicit data. In addition, social media is giving library professionals a lot of room to create a virtual environment to boost their capacity to provide library services. addressed the fact that library professionals are finding that using social media makes it simpler to close the gap between library users and the resources and services they use. Additionally, library professionals have stated that social media will help them achieve their library's goals and objectives, which is why social media is increasingly being used in libraries.

In a similar vein, library professionals will benefit from the use of social media in the improvement of their services. Users of libraries will be able to connect with library resources through social media. In a similar vein, library users can save time according to the fourth law of library science. In this way, the current time of ICTs online entertainment is an integral asset to connect with the library clients from distant areas to the library assets and administrations. The use of social media in libraries and information centers can be attributed to a variety of factors. thus, those elements can be cooperation with potential library clients, promoting of library sources and administrations, sharing and getting the data, looking for new library clients, save the hour of library clients, accomplish the library objectives and goals, establish a viable climate, further develop the library pictures, and so on.

Issues and Challenges use of Social Media in Libraries

investigated the difficulties associated with using social media in university libraries in Nigeria. They listed a few of the most significant issues and obstacles hindering the study population's use of social media. They cited the following as examples: a lack of financial support, authority support, staff cooperation, knowledge of social media and its tools, ICT expertise, and feedback from library users were all absent. In addition, these difficulties associated with the use of social media in libraries around the world are real. The world is now a global village, and everyone has access to the internet and uses social media to connect with others. Through the use of social media, librarians and LIS professionals are attempting to establish a connection between library resources and patrons. tended to the difficulties of the utilization of person to person communication destinations in the libraries. The lack of government support for copyright issues and inadequate training for library staff were two of the challenges and issues they identified. Furthermore, these issues should be resolved until librarians are unable to promote library resources and services via social media.

Social Networks Sites

The current period of data blast has experienced the mentality and considering people. Everybody is running behind the data, yet they have no clue about how to gather the data and shared the data from one to each other and one to numerous at one time. In addition to these facts, information professionals' roles

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have changed in the modern era thanks to information and communication technologies (ICTs) and the tools they provide. In addition, the development of social networking websites for the purpose of exchanging information from one end to the other represents a significant achievement in ICTs. As per Wikipedia (2019) "Virtual entertainment might have establishes during the 1840s presentation of the message, which associated the US". The environment in which information can be accessed, shared, and disseminated has been created by social media. Additionally, a number of social media platforms have come into existence, and some of them, like Facebook, Twitter, YouTube, WeChat, Instagram, QQ, QZone, Weibo, Twitter, Tumblr, Telegram, Baidu Tieba, LinkedIn, LINE, Snapchat, Pinterest, and Viber, are extremely well-liked all over the world. People can effectively access and share their information with people who live far away thanks to social media. Web-based entertainment helps the library experts to make things simple for themselves and for their perusers to expand their ability to assemble great connections among library staff and library clients. Social media platforms like Facebook make it easier for library professionals to set up accounts and promote the resources and services they offer. Facebook offers platforms for companies to market their products and services in an efficient and effective manner.

Social media is becoming increasingly popular in today's society as a result of the rise of ICT (information communication and technology). From the development of Library Management Software to its applications and services, ICT has revolutionized the field of library information science. The impact of ICT has completely altered the idea of a library. At first, the library served as a storage facility for documents, books, and other materials. But when we talk about libraries in the 21st century, the old idea has completely changed. The current libraries covers every one of the advanced assortments like E diaries, digital books, E-Data set, Cds and DVDs, Scanner, PC, Kewos and so on. Utilizing the most recent tools and technology, online services and databases are currently the hottest topic among library users. So additionally the clients are very much associated with online entertainment like LinkedIn, Myspace, Twitter and Facebook. Over the past few years, numerous libraries have offered services via social media platforms like Facebook, Twitter, and Myspace to please patrons. Libraries have their own Facebook page and are linked to other academic and social networking sites. People connect with their friends, family, and groups through a variety of social media platforms. In a similar vein, libraries use social media and networking sites to communicate with users, professionals, groups, classes, and other groups.

Social Media In India

Indians spend a lot of time on social media. Using social media tools, they share their thoughts and ideas. India is dominated by social media platforms like Facebook, Twitter, Google Plus, and LinkedIn. According to a report titled "Digital, Social & Mobile in India in 2015," 96 percent of urban Indians use Facebook as their preferred social media platform, while Google Plus, Twitter, and LinkedIn account for the remaining 96 percent. 134 million, an increase of 26% over the previous year, and Mobile Social Media Users: 97 million, up 5% since July 2014 (Kemp, 2015). Virtual entertainment and its purposes are expanding step by step.

Web-based entertainment stages are required in scholarly libraries like the Schools of Nursing and Birthing assistance libraries to use powerful help conveyance and for convenient spread of data. On the other hand, its significance to librarians and the expansion of libraries cannot be overstated. In academic settings, librarians can effectively distribute current, relevant, and timely information to users through social media. Academic libraries can also make their own resources, as well as new ones in a variety of fields, known to the public and make them available to users when they need them in a short amount of time. Social media platforms can also be used by librarians to provide users with quick, current information and anticipate immediate feedback.

The review presumes that custodians in Benue state schools of Nursing and Maternity care Makurdi know about web-based entertainment stages like Facebook, WhatsApp, Twitter, YouTube, Instagram, Web journals, as well as Pinterest for data dispersal to a serious degree. According to the findings of the study, social media platforms like Facebook and WhatsApp are the ones that librarians at Makurdi's schools of

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nursing and midwifery most frequently use to spread information. However, in the two schools, librarians primarily use Facebook for information dissemination. In the schools of Nursing and Midwifery in Makurdi, librarians use social media platforms like WhatsApp, Twitter, YouTube, Instagram, blogs, and Pinterest to a limited extent for the dissemination of information. However, a plethora of issues prevent librarians in nursing and midwifery schools from making efficient use of social media platforms for information dissemination.

CONCLUSION

The majority of college libraries in the Nalbari and Barpeta District are still in the early stages of implementing information technology. When it comes to putting social media tools into use, libraries face a number of challenges, including a lack of funds, insufficient skilled labor, inadequate infrastructure, inconsistent power supply, and slow internet speeds, among other issues. Other than the school libraries don't refresh their own library sites. As a result, they are unable to provide users with links to social media. The use of computer programs improves the quality of services provided by Assam's academic libraries. Both the surveyed university libraries and the Nalbari and Barpeta District college libraries have numerous plans for the creation of IT-based facilities in the future. When academic libraries use social media for communication, they do so on behalf of the institution rather than an individual. The language used in messages must always be professional and formal. Their primary point is ease of use, advancement and advertising of administrations and item and foster association with clients. Social media connects valuable content with an audience. Make use of any and all posts that are useful to library users and relevant. However, services may vary from library to library. The Binghamton University library's use of social media as a marketing and communication tool can serve as a model for other libraries.

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